



The GB Tourist

Statistics 2011

Volumes and Values of Domestic Tourism in Great Britain - 2011

Tourism by residents of Great Britain in 2011: this report presents the principal findings of the Great Britain Tourism Survey (GBTS). This survey replaces the previous United Kingdom Tourism Survey (UKTS)

GBTS is jointly sponsored by VisitEngland, VisitScotland and Visit Wales (the Tourism Department of the Welsh Government).

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Section 1: Introduction

This report is the twenty-third in an annual series, published to present statistical information on the volume and value of domestic tourism. Previously, this has focussed on tourism undertaken by the resident population of the United Kingdom to destinations within the UK and the Republic of Ireland. 2011 represents the first year when this scope has changed to only cover the resident populations of Great Britain (England, Scotland and Wales) and trips within these jurisdictions. Northern Ireland data is now collected in a separate survey by Northern Ireland Tourist Board.

Consequently, special care must be taken when interpreting trends in domestic tourism to ensure that a consistent base is used throughout. In this case, all pre-2011 data has been recalculated to exclude Northern Ireland as a destination and also to exclude all tourism into Great Britain by Northern Irish residents from the analysis. This provides a consistent basis for trend analysis but means that the data published for 2006-2010 in this report is different from that published in previous editions of 'The UK Tourist'.

All information in the 2011 report comes from a face-to-face interview survey commissioned jointly by the national tourist boards of VisitEngland (VE), VisitScotland (VS) and Visit Wales (the Tourism Department of the Welsh Government). The joint survey is called the Great Britain Tourism Survey (GBTS).

Under its previous guise of the United Kingdom Tourism Survey (UKTS), this was first conducted in 1989 and replaced earlier surveys which the national tourist boards had used to obtain estimates of domestic tourism volume and value. Until 1999, the survey was based on in-home interviews with adults, mainly using a random omnibus survey conducted by NOP Research Group. This survey vehicle for UKTS was discontinued at the end of 1999. A review was then undertaken to select a new research methodology, while maintaining a high degree of consistency in the key principles of the survey design.

In 1999, a five-year contract covering the period 2000-2004 was awarded to BMRB International and in 2000, UKTS switched to a new research methodology based on telephone interviews using random digit dialling. By 2003 and 2004 however, significant concerns were being expressed relating to the UKTS derived data on domestic tourism. Following a further extensive review, UKTS returned to the previous (pre-2000) methodology for measuring the volume and value of domestic overnight trips: face-to-face interviews conducted in-home. TNS were appointed to undertake the survey from May 2005 and for the period 2006 - 2010. The sponsors (the various UK national tourism organisations) concluded that the approach proposed by TNS would yield a more representative sample of the UK population by using a proven face-to-face interview approach instead of the previous random digit dialling telephone approach. In 2010, TNS were re-appointed to undertake the survey for a further 5 years from 2011-2015. With the removal of Northern Irish residents and Northern Ireland as a destination from the scope, the survey was relaunched as the Great Britain Tourism Survey. Otherwise, the approach remains identical to UKTS 2006-10 in its key characteristics:

- 100,000 face-to-face interviews per annum, conducted in-home, more than twice the sample size featured in the previous telephone based survey methodology.
- A weekly sample size of around 2,000 adults aged 16 years or over - representative of the GB population in relation to various demographic characteristics including gender, age group, socio-economic group, and geographical location.
- Respondents are asked about any overnight trips taken in the last four weeks, as opposed to a 12-weeks' recall period, covering the three preceding calendar months, under the previous methodology.
- The questions were first added to TNS's Omnibus survey on 4th May 2005 and the survey outputs provide continuous data from May 2005 for total number of trips, nights spent, breakdown of expenditure, purpose of trip, accommodation used and party composition on each trip by destination.

Because of these changes in methodology, the GBTS/UKTS results gathered since 2005 are not comparable with those from previous years. In addition, given that the survey fieldwork did not begin until May 2005, no survey data was collected for the first four months of the year, January-April. Consequently, the survey data for 2005 is 'part-year' in nature – only covering the May-December period. Comparative data is therefore restricted to 2006 only. All of the 2006, 2007, 2008, 2009, 2010 and 2011 data covers the full 12-months' period allowing for valid comparison.

Objectives

The first objective of GBTS is to provide measurements of tourism by residents of Great Britain, in terms of both volume and value. The second is to collect details of the trips taken and of the people taking them.

These objectives extend to:

- Tourism by people of any age. The core survey is based on adults but collects details of all adults and children present on the trip.
- Tourism for any purpose. Although the report places considerable emphasis on the important holiday sector, this is not just a holiday survey. Also included within the scope is tourism for the purpose of visiting friends and relatives, for work or business purposes, conferences and exhibitions, or indeed almost any other purpose.
- Day excursion trips, not involving an overnight stay away from home, are not covered by the survey at all – they are included within a separate survey – the GB Day Visits Survey – undertaken in 2011 and 2012.
- Tourism to any part of Great Britain (England, Scotland and Wales), using any accommodation type. The previous survey included coverage of trips by Northern Irish residents and into Northern Ireland by GB residents.

GBTS is designed as a continuous measurement of the volume and value of domestic tourism by residents of Great Britain, in such a way as to provide absolute estimates at any point in its currency and relative change over time. Three separate but associated measurements are required from the survey:

- the number of trips (including child trips) taken by GB residents.
- the number of nights (including child nights) spent away from home on these trips.
- the value of spending on those trips.

In summary, for the purposes of this survey, tourism is taken to be any journey away from home lasting one or more nights, to any destination within Great Britain, by any mode of transport, for any purpose, and staying in any type of accommodation. These topics of destination, purpose, mode of transport, accommodation type and many others, are included in the information collected by the survey, in order to provide meaningful analysis and descriptions of the volume and value estimates.

Using previous methodologies, an upper limit of 60 days was applied to the number of nights spent away from home to qualify as a tourism trip. As respondents are now asked about trips returned from in the 4 weeks prior to interview, this upper limit is now redundant and no longer applied.

It is worth noting that despite this, results are reported on the basis of the start date of the trip.

Scope of this report

This document is intended to provide all of the information necessary to form an overview of the total GB domestic overnight tourism market. The reader will therefore find details of familiar subjects such as purpose, destination, accommodation, transport and month of trip. However also included are other subjects such as methods of booking or arranging travel and details of the types of location stayed at while away from home.

Inevitably, a publication of this size is selective. The 'core' results of each year's GBTS run into thousands of pages of computer tabulations, which are held by the sponsors. Beyond these core tabulations, further computer analysis can provide – subject to technical limitations – any permutation of any number of parameters contained in the survey, in order to produce data on specific market sectors not already analysed. Survey results not published in this report are available from any of the sponsors. Further information and details of costing can be obtained from any of the survey sponsors, at the addresses shown at the back of this report.

For 2011, a similar report has been produced from the Great Britain Day Visits Survey (GBDVS) covering same day tourism. For comparability and consistency, results have been presented in a similar format in both the 'GB Tourist' and the 'GB Day Visitor'.

This report

Part 1

- Section 1-1 – *2011 General Trends* – this section interprets some of the key differences in domestic tourism in 2011 when compared to 2010.
- Section 1-2 – *2011 Full Year Summary* – an in-depth summary of domestic tourism during 2011.
- Section 1-3 - *2007-2011 Trends in Domestic Tourism* – this section focuses on trends during the previous five years, examining GB holiday, VFR and business tourism. Also included within this section are the following:
 - Trends in expenditure over the period, including a detailed breakdown of expenditure by the different spend categories of a trip i.e. accommodation, travel etc.
 - GB Holidays by Lifestage - this section looks at domestic holidays in Britain during the 2007-2011 time period, when analysed by different lifestage segments (Families, Empty Nesters etc).

Part 2

- A much more in-depth understanding of the characteristics of domestic tourism in Great Britain. NEW for 2011 is information on activities undertaken and estimates of visitation to the National Parks on domestic trips.

The GBTS reports in terms of trips, nights and spending:

- *Trips* are trips or journeys away from home involving an overnight stay, taken by adults aged 16 and over and accompanying children aged up to 15. It should be noted that each adult or child present on the trip counts as a trip. Thus a family of 2 adults and 2 children taking a trip away would count as 4 trips.
- *Bednights* are the number of nights away taken by adults and accompanying children on these trips. Each night away spent by an adult or a child present on the trip counts as a night. Thus, a family of 2 adults and 2 children taking a 3 night trip away from home would count as 12 bednights.
- *Spending* is the expenditure relating to these trips. It includes costs paid in advance of the trip, costs paid during the trip itself and also any bills relating to the trip received after returning home. It covers costs paid by adults on the trip for themselves and on behalf of others on the trip, including children. It also includes costs paid on behalf of the person taking the trip, such as an employer paying the cost of a business trip.
- Two further points about spending may be helpful:
 - Average expenditure per night is calculated by dividing the total trip costs by the number of nights. The total trip costs include those which are paid in advance of the trip (such as travel and inclusive package trip charges) as well as costs incurred on a daily or nightly basis during the trip.
 - Analysis of expenditure by country of destination allocates all trip costs to the country of destination, although in reality some of these costs may be paid in the country of residence rather than the country of destination.

For simplicity, absolute volumes and values have been rounded. The degree of rounding is generally self-evident in the tables, but where appropriate, an explanatory note has been added for clarity. The appendix contains a detailed set of definitions of terms used in the report.

Part 1: Section 1.1 – 2011 General Trends

Tourism in Great Britain in 2011

Previously, 2009 had been an extremely successful year for domestic tourism in Great Britain with some 122.5 million GB trips taken. 2010 saw a slight dip to 115.7 million trips. During 2011, there was a significant 'bounce back', with the highest recorded volume of trips since the new survey methodology was introduced in 2005 – some 126.6 million trips were recorded – an increase of 9% on the previous year. Bednights increased by 7% and expenditure by 14% (in historic prices). Overall, the 11m increase in the number of domestic overnight trips recorded between 2010 and 2011 took place across all trip purposes – holiday pleasure/leisure trips increased by 7%, visits to friends and relatives (including those defined as holiday VFR) by 10% but the biggest increases were in business trips – an increase of 14%.

All Domestic Tourism

	Trips			Bednights			Expenditure		
	2010	2011	%Ch	2010	2011	%Ch	2010	2011	%Ch
England	95.5m	104.3m	+9%	285m	307m	+8%	£15.8bn	£17.9bn	+13%
Scotland	12.1m	13.4m	+11%	44m	46m	+5%	£2.5bn	£3.0bn	+20%
Wales	8.7m	9.7m	+12%	33m	35m	+7%	£1.4bn	£1.7bn	+21%
GB	115.7m	126.6m	+9%	361m	387m	+7%	£19.8bn	£22.7bn	+14%

All Domestic Holidays

	Trips			Bednights			Expenditure		
	2010	2011	%Ch	2010	2011	%Ch	2010	2011	%Ch
England	43.5m	46.2m	+6%	152m	158m	+4%	£9.1bn	£10.0bn	+11%
Scotland	5.7m	6.6m	+15%	22m	26m	+18%	£1.4bn	£1.7bn	+23%
Wales	5.8m	6.0m	+5%	24m	25m	+5%	£1.0bn	£1.2bn	+17%
GB	54.7m	58.4m	+7%	197m	208m	+6%	£11.5bn	£13.0bn	+13%

All Domestic VFR

	Trips			Bednights			Expenditure		
	2010	2011	%Ch	2010	2011	%Ch	2010	2011	%Ch
England	36.0m	39.4m	+10%	97m	105m	+9%	3.5bn	3.9bn	+12%
Scotland	3.6m	4.1m	+14%	14m	13m	-2%	0.5bn	0.6bn	+23%
Wales	2.2m	2.4m	+13%	7m	7m	-5%	0.3bn	0.3bn	0%
GB	41.6m	45.7m	+10%	117m	126m	+7%	4.2bn	4.7bn	+13%

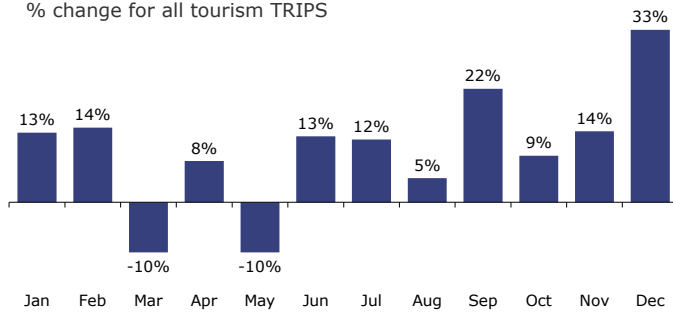
All Domestic Business

	Trips			Bednights			Expenditure		
	2010	2011	%Ch	2010	2011	%Ch	2010	2011	%Ch
England	13.5m	15.5m	15%	30m	34m	13%	3.0bn	3.5bn	20%
Scotland	2.3m	2.2m	-5%	6m	6m	-10%	0.6bn	0.6bn	14%
Wales	0.6m	1.0m	61%	1m	2m	71%	0.1bn	0.2bn	81%
GB	16.3m	18.6m	14%	38m	42m	11%	3.6bn	4.4bn	21%

Figure 1 – Domestic Trips in England

Domestic Overnight Tourism in England, 2011 v 2010

% change for all tourism TRIPS

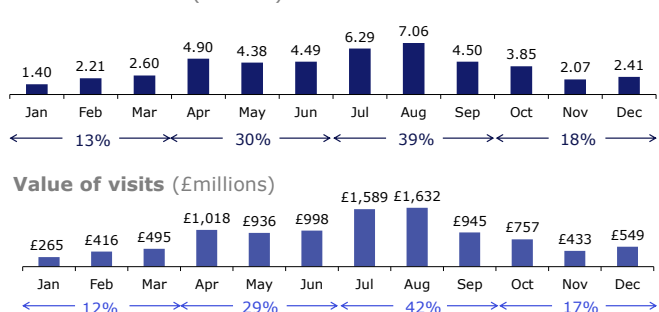


The GB Tourist, 2011
TNS ©TNS 2012

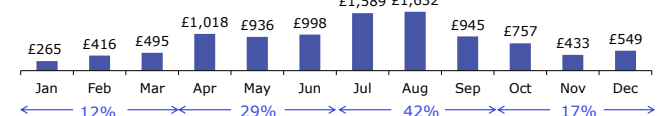


Seasonal Distribution of Overnight Domestic Holidays in England, 2011

Volume of visits (millions)



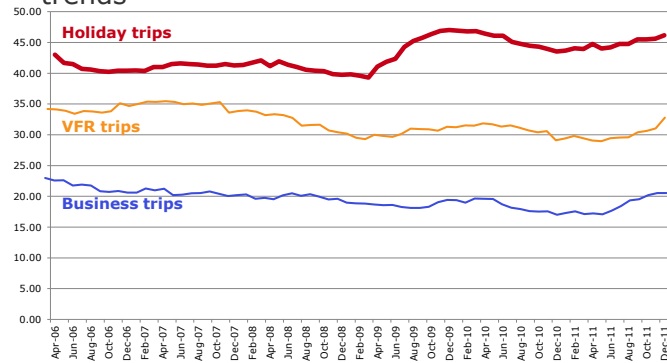
Value of visits (£millions)



The GB Tourist, 2011
TNS ©TNS 2012



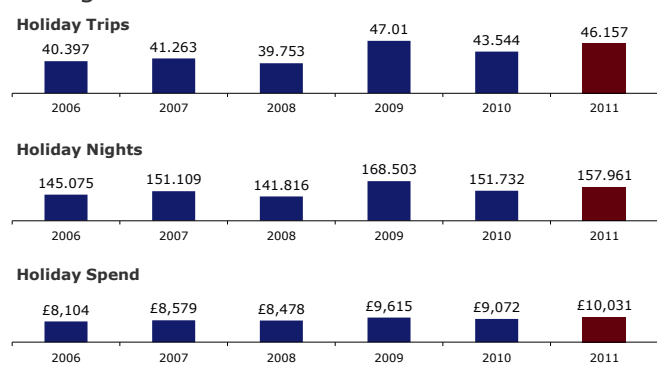
Domestic overnight tourism in England - trends



TNS ©TNS 2012



Recent Trends in Domestic Holidays in England



TNS ©TNS 2012



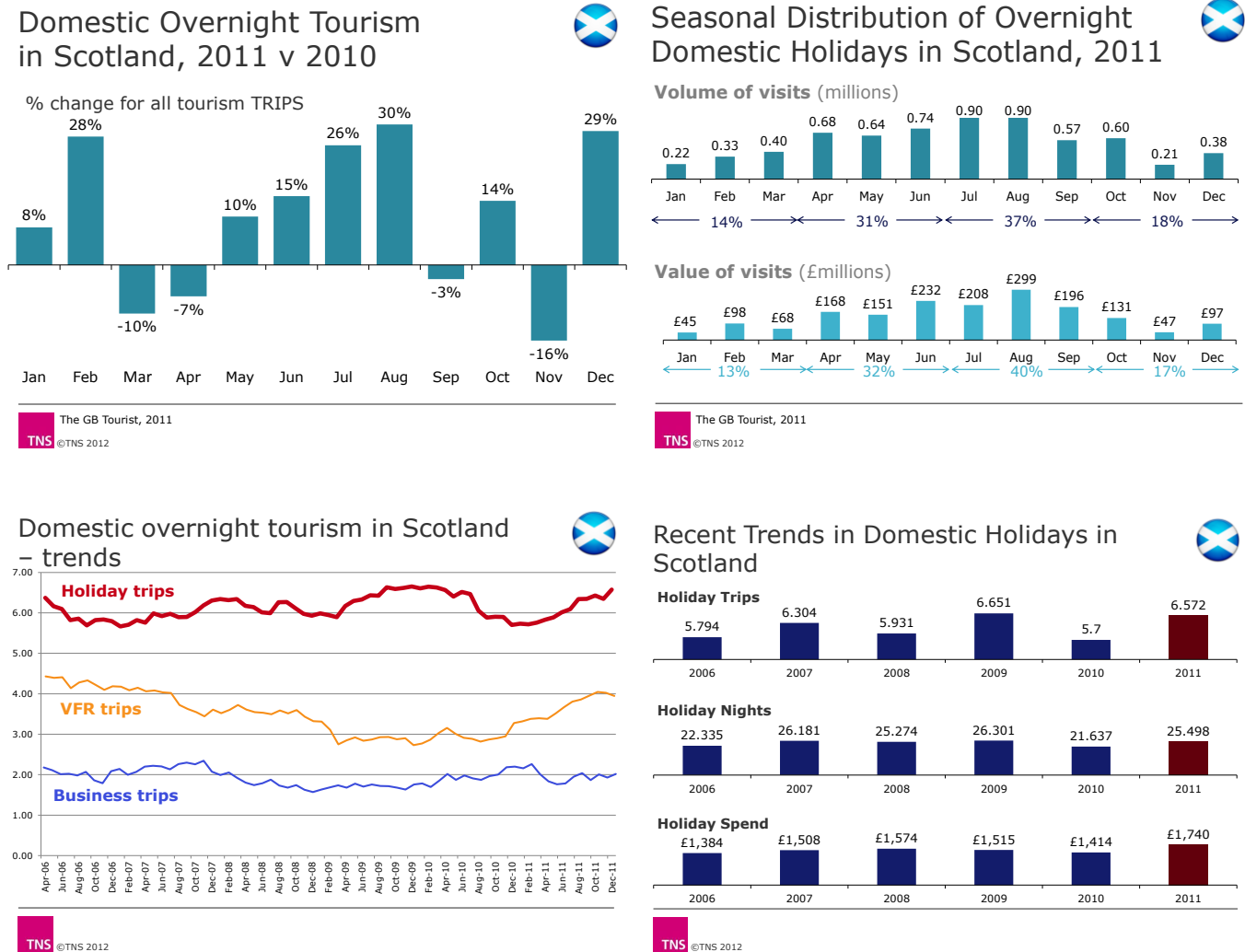
In total, during 2011, 104 million domestic trips were taken in England, staying for 307 million Bednights and spending £17.9 billion. These figures all represent increases on 2010 – trips increased by 9%, bednights by 8% and expenditure by 13% (historic prices).

Across the year, there were increases in 10 of the 12 months – only March and May showed decreases. April 2011 was an unusual month however with the Royal Wedding in the final week of the month being accompanied by an extra public holiday. Coupled with excellent weather and Easter falling into mid April, April overnight trips increased significantly on previous years (largely for holidays – business trips decreased) although it would appear that many swapped trips that would previously have occurred in May to April – May showed a 10% decrease on 2010. The latter part of the year was particularly strong – September showed a 22% increase on the previous year, whilst the increase in December was 33%. This latter increase reflects the better weather in December 2011 compared with 12 months previously when Britain ground to a halt due to record snowfalls.

The longer term trends in domestic tourism to England illustrate the major boost in holiday pleasure/leisure tourism in 2009 and although this tailed off in 2010, the trend was again upwards in 2011. The longer term declines in VFR and business tourism also appeared to be increasing again in 2011.

In terms of domestic holiday tourism in England, the seasonal nature remains in 2011 with seven in ten trips taken during the April-September period. Compared with the last few years, holiday pleasure/leisure trips were at their second highest level since 2006, less than 1 million lower than the peak year of 2009. In spending terms however, 2011 was the first year that English domestic holidays broke through the £10 billion barrier.

Figure 2 – Domestic Trips in Scotland



In Scotland, during 2011, some 13.4 million domestic tourism trips were taken, staying for 46 million bednights and spending £3.0 billion – the highest level of spend ever recorded. These figures all represent increases on 2010 – trips increased by 10%, bednights by 4% and expenditure by 20% (historic prices).

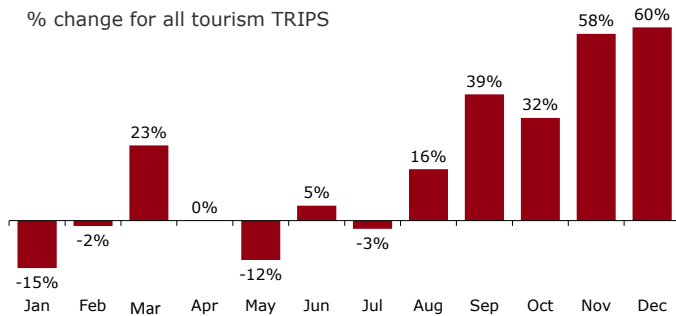
Across the year, there were increases in 8 of the 12 months – only April, May, September and November showed decreases – a different picture from England where April and September were two of the stronger months. Driving the increase in domestic tourism in Scotland in 2011 however were the strong summer months of July and August. Traditionally high volume holiday months, they showed increases of 26% and 30% respectively on the same months in 2010. December also showed strong recovery compared with December 2010 (+29%). As with England and Wales, this reflects the better weather in December 2011 compared with 12 months previously when Britain ground to a halt due to record snowfalls.

The longer term trends in domestic tourism to Scotland illustrate the major boost in holiday pleasure/leisure tourism in 2009 and although this tailed off in 2010, the trend was again upwards in 2011. The longer term decline in VFR tourism was halted in 2011 and showed signs of recovering to the pre-2006 levels.

In terms of domestic holiday pleasure/leisure tourism in Scotland, the seasonal nature remains in 2011 with over two thirds of trips taken during the April-September period (68%). Compared with the last few years, holiday trips were at their second highest level since 2006 and almost at the peak levels of 2009. Indeed, compared with 2010, there had been a 15% increase in holidays in Scotland. The value of domestic holiday pleasure/leisure tourism in Scotland reached record levels at £1¾ billion spend – up from £1.4 billion in 2010.

Figure 3 – Domestic Trips in Wales

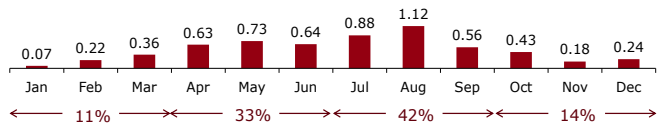
Domestic Overnight Tourism in Wales - 2011 v 2010



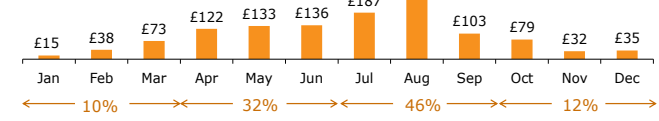
The GB Tourist, 2011
TNS ©TNS 2012

Seasonal Distribution of Overnight Domestic Holidays in Wales, 2011

Volume of visits (millions)

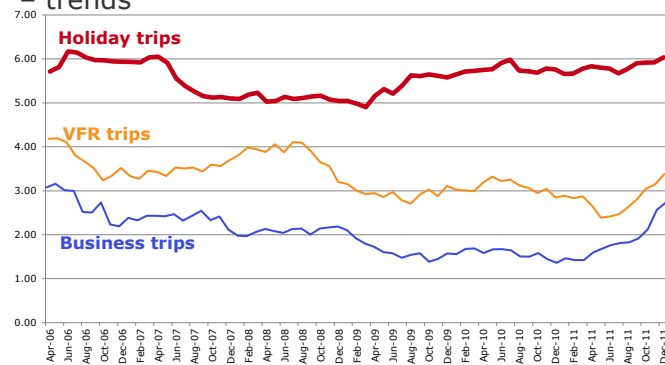


Value of visits (£millions)



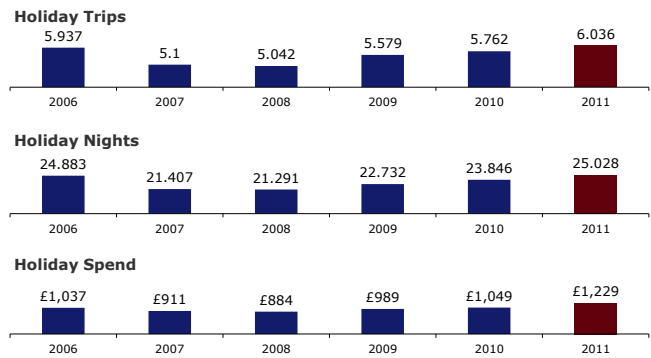
The GB Tourist, 2011
TNS ©TNS 2012

Domestic overnight tourism in Wales – trends



TNS ©TNS 2012

Recent Trends in Domestic Holidays in Wales



TNS ©TNS 2012

In Wales, during 2011, some 9.7 million domestic tourism trips were taken, staying for 35 million bednights and spending £1.7 billion – in common with England and Scotland, the highest level of spend ever recorded. These figures all represent increases on 2010 – trips increased by 12%, bednights by 7% and expenditure by 21% (historic prices).

Across the year, there were increases in 8 of the 12 months – only January, February, May and July showed slight decreases. Whilst the first half of 2011 was fairly weak for Wales, the second half of the year was very strong, with large, month-on-month increases from August onwards. As with England, November and December were especially strong with increases in trips of 58% and 60% respectively. Again, this reflects the better weather in these months in 2011 compared with 12 months previously when Britain ground to a halt due to record snowfalls.

The longer term trends in domestic tourism to Wales illustrate the major boost in holiday pleasure/leisure tourism in 2009 and the increases since then have largely been sustained. although this tailed off in 2010, the trend was again upwards in 2011. The longer term declines in VFR and business tourism were halted in 2011 and showed signs of major recovery in 2011. The challenge will be the extent to which this recovery continues through 2012.

In terms of domestic holiday pleasure/leisure tourism in Wales, the seasonal nature remains in 2011 with three quarters of trips taken during the April-September period (75%). Compared with the last few years, holiday trips were at their highest level since 2006 with year-on-year increases since 2008. The value of domestic holiday pleasure/leisure tourism in Wales reached record levels at £1¼ billion spend – up from £1.04 billion in 2010.

Completing the Picture

It is important to understand the performance of domestic tourism – and particularly domestic holidays, within the broader context of holiday taking by GB residents generally – both at home and overseas. 2009 was a bumper year for domestic holidays with an 8.5 million increase in the number of trips over the previous year (+17%). However, it was a very different picture in terms of outbound tourism: a decrease of around 7 million overseas holiday trips (-16%). In 2010, although the number of domestic holidays declined (-7%), there was a similar decline in outbound holidays (-6%) – fewer trips being taken overall. Although outbound holiday trips increased in 2011 by just under 1%, this was a much smaller increase than for domestic holidays (+7%).

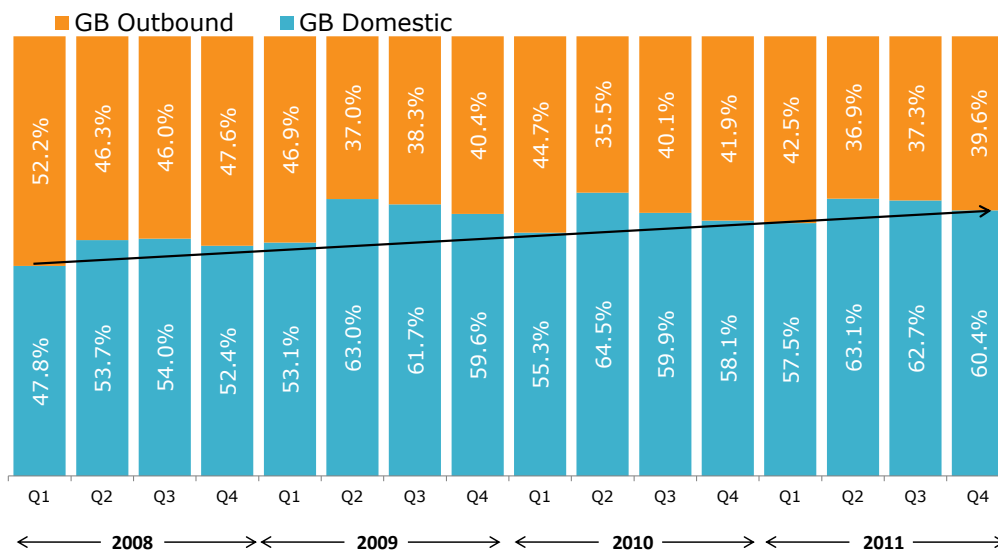
Table 1.1.1 – Holiday trip taking by GB residents

Destination	GB residents' holiday trips in GB		GB residents' holiday trips overseas	
	Total Trips (m)	% Change on previous year	Total Trips (m)	% Change on previous year
2008	50.416		45.531	
2009	58.973	+17%	38.490	-15.5%
2010	54.472	-7.2%	36.126	-6.1%
2011	58.433	+6.7%	36.356	+0.6%

Consequently, as illustrated below, the share of domestic holidays vis-a-vis outbound holidays has increased significantly over the last four years from around 52% in 2008 to around 61% in 2011:

GB Residents' Trip Taking: 2008-2011

Quarterly shares of holiday trips – domestic vs. outbound



TNS ©TNS 2012

Source: International Passenger Survey
Great Britain Tourism Survey

Section 1.2 – 2011 – Full Year Summary

Tourism volumes & values in 2011

It is estimated that in 2011, GB residents took around 127 million trips of one night or more within Great Britain. These trips involved a total of 387 million nights away from home, resulting in an average tourism trip length of 3.1 nights.

Tourism expenditure on these domestic trips was £23 billion, representing an average spend of £180 per trip and £59 per night away from home.

By relating these levels of tourism volume and value to the total population, the average level of tourism per head of population can be calculated:

In 2011, the average GB adult resident:

- took 2.1 tourism trips of one night or more away from home within Great Britain
- stayed away from home for 6.4 nights in total on tourism trips in Britain
- spent £375 in total on domestic tourism trips.

Tourism Destinations

This section looks in detail at tourism in Great Britain, and compares the performance of England, Scotland and Wales as destinations.

Of the 127 million trips taken in Britain in 2011, over four out of five (82%) were taken in England generating around 104.3 million trips. Scotland, with 13.4 million trips had an 11% share, while Wales with 9.7 million trips had an 8% share.

Table 1.2.1 – Tourism Trips in GB by country

	Trips	Share of Trips
Destination	Millions	%
GB Total	126.635	100%
England	104.280	82%
Scotland	13.360	11%
Wales	9.697	8%

Clearly, to a significant extent, these shares are a reflection of the respective populations of the different countries, so it is helpful to factor this into the analysis. When the proportion of trips taken is compared with the population distribution, it is evident that England's share of tourist trips (82%) is lower than its share of the total population (86%). In contrast, Scotland and Wales both received a higher share of tourism trips than of total population.

Table 1.2.2 – Tourism Trips compared with population

	Population:		Trips:	
Destination	Millions	%	Millions	%
GB Total	60.462	100%	126.635	100%
England	52.234	86%	104.280	82%
Scotland	5.222	9%	13.360	11%
Wales	3.006	5%	9.697	8%

Source: 2010-based national population projections, Office for National Statistics

Tourism trips in Scotland and Wales tend to be longer in duration than trips in England (3.6 nights per trip for Wales and 3.4 nights for Scotland compared to 2.9 nights for trips in England). Consequently, Scotland and Wales have higher shares of nights than trips.

Table 1.2.3 – Tourism Nights in GB by country

	Nights	Share of Nights	Av. nights per trip
Destination	Millions	%	
GB Total	387.329	100%	3.06
England	306.806	79%	2.94
Scotland	45.583	12%	3.41
Wales	34.941	9%	3.60

Turning to spending, the average spend per trip is higher in Scotland than in England and Wales. Trips in Scotland have an average spend of £226, well above the GB average of £179. England and Wales have broadly similar 'per trip' spending levels - £172 and £179 respectively.

The higher than average spending in Scotland is largely a reflection of the longer trip length (3.4 nights) and the average spend per night which is significantly higher than the GB average (£66 compared with the GB average of £59). In contrast, although trip length is higher than for Great Britain as a whole, the spend on trips in Wales is influenced by a lower level of spending per night (£50 per night compared with £59 and £66 in England and Scotland respectively).

Table 1.2.4 – Tourism Spending in GB by country

	Spending	Share of Spending	Av. Spend per trip	Av. Spend per night
Destination	£Million	%	£	£
GB Total	£22,666	100%	£179	£59
England	£17,914	79%	£172	£58
Scotland	£3,018	13%	£226	£66
Wales	£1,734	8%	£179	£50

Purpose by Destination

This section illustrates the primary purpose of tourism trips taken by British residents within Great Britain in 2011 – be this for a holiday, visiting friends & relatives or travelling for business and work.

Looking at the types of trips taken in each country, although the overall pattern is fairly similar, there are some important differences. First of all, holiday trips (including holiday VFR) make up a greater percentage of all trips in Wales than is the case for the other countries (75% compared to 67% for Scotland and 64% for England). Holidays of 4 or more nights account for a third of Wales' trips (33%) and 25% of Scottish trips. For England however, the share is lower - 20%. Short holidays of 1-3 nights' duration were more common in England (44%) than in either Scotland or Wales (41% and 42% respectively).

Business trips are much less common in Wales, with only one in ten (10%) of domestic trips taken for this purpose compared with 16% in Scotland and 15% in England. VFR non-holiday trips were slightly more common in England than elsewhere (18%) compared with 12% in Wales and 13% in Scotland.

Table 1.2.5 – Trips in GB by purpose			
	England	Scotland	Wales
Purpose	Million	Million	Million
Total	104.280	13.360	9.697
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	66.645	8.908	7.290
1-3 nights	45.789	5.534	4.046
4+ nights	20.856	3.374	3.244
VFR (non holiday)	18.895	1.770	1.184
Business/work	15.502	2.186	0.994
Purpose	% Share	% Share	% Share
Total	100%	100%	100%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	64%	67%	75%
1-3 nights	44%	41%	42%
4+ nights	20%	25%	33%
VFR (non holiday)	18%	13%	12%
Business/work	15%	16%	10%

For bednights, there are similarities with the analysis of trips across the different countries. It was noted earlier that Scotland and Wales have a slightly higher share of nights than of trips, driven by a longer average trip length (3.6 nights for Wales and 3.4 nights for Scotland vs. 3.1 nights per trip to England). This longer average length is mainly due to the higher share of trips accounted for by long holidays in Scotland and Wales.

Table 1.2.6 – Nights in GB by purpose			
	England	Scotland	Wales
Purpose	Million	Million	Million
Total	306.806	45.583	34.941
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	219.067	33.470	28.972
1-3 nights	85.775	10.557	8.272
4+ nights	133.292	22.913	20.700
VFR (non holiday)	44.324	5.270	3.085
Business/work	33.718	5.791	2.253
Purpose	% Share	% Share	% Share
Total	100%	100%	100%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	71%	73%	83%
1-3 nights	28%	23%	24%
4+ nights	43%	50%	59%
VFR (non holiday)	14%	12%	9%
Business/work	11%	13%	6%

Table 1.2.7 illustrates how the share of spending varies in each country by purpose of trip. The survey findings reveal that spending follows a similar pattern to those described for trips and bednights (Tables 1.2.5 and 1.2.6 respectively).

Table 1.2.7 – Spending in GB by purpose			
	England	Scotland	Wales
Purpose	£Million	£Million	£Million
Total	£17,914	£3,018	£1,734
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	£12,244	£2,089	£1,365
1-3 nights	£6,664	£947	£560
4+ nights	£5,580	£1,142	£805
VFR (non holiday)	£1,691	£223	£116
Business/work	£3,538	£640	£223
Purpose	% Share	% Share	% Share
Total	100%	100%	100%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	68%	69%	79%
1-3 nights	37%	31%	32%
4+ nights	31%	38%	46%
VFR (non holiday)	9%	7%	7%
Business/work	20%	21%	13%

Origin & Destination of Trips

So far, this report has looked at the destination of trips. This section now looks at the origin of trips – the GB countries in which those who are taking the tourist trips are normally resident.

Of the 126.6 million trips taken in Britain in 2011, 109.8 million were taken by English residents, 11.2 million by residents of Scotland, and 5.7 million by Welsh residents.

The proportion of trips taken is very similar to the proportion of the population living in the four countries, with residents of England taking a similar 'share' of trips as its 'share' of the population. Residents of England took an average of 2.10 domestic trips in 2011 – a slightly higher proportion than amongst Welsh residents (1.90 trips) but slightly lower than Scottish residents (2.14 trips).

Table 1.2.8 – Trips taken by country of residence

	Residents of.....			
	GB	England	Scotland	Wales
Trips taken (Million)	126.635	109.753	11.159	5.724
Share of trips taken (%)	100%	87%	9%	5%
Resident Population (Million)	60.462	52.234	5.222	3.006
Share of Population (%)	100%	86%	9%	5%
Av. No. of Trips taken per resident	2.09	2.10	2.14	1.90

When it comes to spending nights away from home, Scottish residents tended to stay away slightly longer on average than the residents of the other countries (6.6 nights compared to 6.4 for English residents and 6.0 for Welsh residents). In terms of average spend on domestic tourism by origin; Scottish residents spent the most at £407. English and Welsh residents spent similar amounts on average (£372).

Table 1.2.9 – Nights taken & spending by country of residence

	Residents of.....			
	GB	England	Scotland	Wales
Nights away (Million)	387.329	334.891	34.399	18.039
Av. No. of Nights taken per resident	6.41	6.41	6.59	6.00
Spending (£ Million)	£22,666	£19,424	£2,123	£1,119
Av. Spending per resident (£)	£375	£372	£407	£372

Looking at the relationship between the country of origin and the country of destination, table 1.2.10 outlines the pattern in terms of numbers of trips. Note: a small number of tourist trips have more than one destination – for example, a holiday to more than one country, or an overnight stay in one country en route to another.

Table 1.2.10 – Destination of trip by country of residence (Number)

Trips	Residents of.....			
	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	126.635	109.753	11.159	5.724
England	104.280	96.433	4.159	3.688
Scotland	13.360	6.173	6.933	0.255
Wales	9.697	7.663	0.226	1.809

As has been reported in previous years, there were major variations in the GB destinations visited by origin. Not surprisingly, the vast majority of English residents took trips in England itself (88%). Similarly, the majority of Scots trips were taken in Scotland (62%). A notable exception however was Wales – the majority of domestic trips taken by Welsh residents were in England (64%) with less than a third being taken within Wales (32%).

Table 1.2.11 – Destination of trip by country of residence (Share by Origin)

Trips	Residents of.....			
	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	100%	100%	100%
England	82%	88%	37%	64%
Scotland	11%	6%	62%	4%
Wales	8%	7%	2%	32%

Another means of analysing this information is in terms of the country of origin split within each destination (see below). This illustrates that trips taken in England were dominated by English residents (92%). The much larger size of England in relation to the other constituent GB countries accounts for England's pre-eminent position as a domestic tourism generator for the other parts of Britain: 79% of visitors to Wales were from England, as were just under half of the trips made in Scotland (46%).

Table 1.2.12 – Destination of trip by country of residence (Share by Destination)

Row percentages	Residents of.....			
	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	87%	9%	5%
England	100%	92%	4%	4%
Scotland	100%	46%	52%	2%
Wales	100%	79%	2%	19%

As illustrated in the tables below and overleaf, the patterns are very similar in terms of both nights and spending when looking at share by destination:

- The English generate 92% of the trips, 91% of the nights and 90% of the spend on domestic trips taken in England
- For the Scots, the equivalent figures for trips in Scotland are 52% of trips, 40% of nights and 34% of spending
- And for the Welsh, the proportions are 19%, 16% and 15% respectively.

The proportions are lower in each case for nights and spending than for trips because in general, the further you travel, the longer you are likely to stay and the higher your spending is likely to be. Therefore, people taking a trip in a country other than their own will invariably account for a higher proportion of nights and spending than of trips.

Table 1.2.13 – Destination of nights by country of residence (No.)				
Nights	Residents of.....			
	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	387.329	334.891	34.399	18.039
England	306.806	280.435	15.148	11.222
Scotland	45.583	25.909	18.304	1.369
Wales	34.941	28.546	0.947	5.448

Table 1.2.14 – Destination of nights by residence (Share by Destination)				
Row percentages	Residents of.....			
	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	86%	9%	5%
England	100%	91%	5%	4%
Scotland	100%	57%	40%	3%
Wales	100%	82%	3%	16%

Table 1.2.15 – Destination of spend by country of residence (£)				
Spend	Residents of.....			
	GB	England	Scotland	Wales
Destination	£Million	£Million	£Million	£Million
GB	£22,666	£19,424	£2,123	£1,119
England	£17,914	£16,144	£1,060	£710
Scotland	£3,018	£1,850	£1,021	£147
Wales	£1,734	£1,430	£41	£263

Table 1.2.16 – Destination of spend by residence (Share by destination)				
Row percentages	Residents of.....			
	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	86%	9%	5%
England	100%	90%	6%	4%
Scotland	100%	61%	34%	5%
Wales	100%	82%	2%	15%

Finally, table 1.2.17 presents an interesting analysis of the extent to which each country is a net 'winner' or 'loser' in terms of domestic tourism. For example, if country X generates 10 trips by its residents which are taken outside of country X in countries Y and Z, but 12 trips come in from these countries to country X, then it has a net gain of 2 trips. Both Scotland and Wales gain more in domestic tourism trips, nights and expenditure from elsewhere in Britain than 'leaks' out. The reverse is the case for England.

Table 1.2.17 – Net Gains/Losses of Domestic Tourism

	Trips	Nights	Spend
Purpose	Millions	Millions	£Millions
England	-5.99	-28.09	-£1,510
Scotland	+2.04	+11.18	+£896
Wales	+3.95	+16.90	+£614

Section 1.3 – 2007-11 – Trends in Domestic Tourism

This section of the report presents the key findings for each year going back to 2007. Comparing five years of data provides a better understanding of the longer term trends in domestic tourism which are less apparent when comparing 'year-on-year'. Trip purpose by country visited is illustrated in tables 1.3.1 to 1.3.12 below. The main body of the text focuses on the most recent 2011 time period when compared to 2010. However, any apparent trends over the 2007 – 2011 period are also highlighted.

Please note that for this year's report, the focus is on trips taken by British residents within Great Britain – Northern Ireland as both a destination and an origin has been removed (reflecting the change in the survey coverage from 2011 onwards). Consequently, care should be taken when comparing results from this year's report with those of previous years. All data presented here has Northern Ireland residents and destination information removed however.

Tourism Trips taken in Great Britain

Table 1.3.1 – Tourism Trips taken in GB (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
Trips (Millions)	119.854	114.442	-4.52%	122.537	+7.07%	115.711	-5.57%	126.635	+9.44%	+1.61%
Nights (Millions)	382.055	367.635	-3.77%	387.448	+5.39%	361.398	-6.72%	387.329	+7.18%	+0.52%
Spending (£Millions)	£20,234	£20,168	-0.33%	£20,971	+3.98%	£19,797	-5.60%	£22,666	+14.49%	+3.14%
Av. Nights per trip	3.19	3.21	+0.78%	3.16	-1.57%	3.12	-1.22%	3.06	-2.07%	-1.02%
Av. Spend per trip	£169	£176	+4.39%	£171	-2.89%	£171	-0.03%	£179	+4.62%	+1.52%
Av. Spend per night	£53	£55	+3.58%	£54	-1.34%	£55	+1.21%	£59	+6.83%	+2.57%

As has been reported already, whilst 2010 was a more challenging year for domestic tourism when compared to 2009 with a decrease in the number of trips taken in Britain, 2011 saw significant recovery across Britain and across all main trip purposes. All domestic tourism trips in Britain increased by 9% to 126.6 million. Bednights also increased, albeit by a slightly smaller amount (+7%), whilst expenditure – before taking account of inflation – also increased by some 14%. In general, all trip purposes – holiday, VFR and business – increased in volume compared to the previous year, with the biggest increases being in overnight domestic business tourism.

The average trip length in Britain decreased very slightly from the previous year, falling from 3.12 to 3.06 nights, whilst spend per trip increased from £171 to £179 and spend per night increased from £55 to £59.

When making comparisons with previous years, the average annual percentage change between 2007 and 2011 has seen the number of trips increase by 2% over this period. Bednights have increased by under 1% per annum over the same period with spend increasing by 3% per annum (at historic prices).

Purpose of Domestic Trips in Great Britain

Table 1.3.2 – Purpose of Domestic Trips in GB (2007-2011)										
	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
	Millions	Millions		Millions		Millions		Millions		
All Tourism	119.854	114.442	-4.52%	122.537	+7.07%	115.711	-5.57%	126.635	+9.44%	+1.61%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	74.481	73.142	-1.80%	81.932	+12.02%	76.001	-7.24%	82.350	+8.35%	+2.83%
1-3 Nights	48.044	48.184	+0.29%	53.614	+11.27%	50.070	-6.61%	55.279	+10.40%	+3.84%
4-7 Nights	21.719	20.633	-5.00%	23.575	+14.26%	21.761	-7.69%	22.406	+2.96%	+1.13%
8+ Nights	4.718	4.325	-8.33%	4.743	+9.66%	4.171	-12.06%	4.665	+11.84%	+0.28%
Holiday (Pleasure/Leisure)	52.247	50.417	-3.50%	58.974	+16.97%	54.743	-7.17%	58.435	+6.74%	+3.26%
1-3 Nights	31.876	31.106	-2.42%	36.589	+17.63%	34.406	-5.97%	37.090	+7.80%	+4.26%
4-7 Nights	16.873	16.188	-4.06%	18.910	+16.81%	17.328	-8.37%	18.081	+4.35%	+2.18%
8+ Nights	3.498	3.123	-10.72%	3.475	+11.27%	3.009	-13.41%	3.263	+8.44%	-1.10%
Total VFR (VFR-Holiday & Other)	46.396	42.996	-7.33%	43.276	+0.65%	41.554	-3.98%	45.723	+10.03%	-0.16%
VFR-Holiday	22.234	22.725	+2.21%	22.957	+1.02%	21.259	-7.40%	23.916	+12.50%	+2.08%
Non-holiday VFR	24.162	20.271	-16.10%	20.319	+0.24%	20.295	-0.12%	21.808	+7.46%	-2.13%
Business/work	18.117	17.625	-2.72%	17.453	-0.98%	16.341	-6.37%	18.572	+13.65%	+0.90%

In terms of the purpose of trips within Great Britain, holidays (including visits to friends and relatives while on holiday) represent the largest proportion of domestic tourism. In the period January to December 2011, they accounted for 82.4 million of the 126.6 million trips within Great Britain. 1-3 night holidays were more common than 4+ night holidays (55.3 million and 27.1 million respectively). Visits to friends and relatives for non holiday purposes accounted for 21.8 million trips while there were 18.6 million trips for business and work purposes in this period. Compared with the equivalent period in 2010, all trip purposes increased in 2011, with business tourism, VFR holidays and 8+ night holidays recording the largest increases (+14%, +12% and +12% respectively).

The longer term trends by trip purpose are extremely interesting. Pure holidays (pleasure/leisure, which exclude VFR on holiday) recovered to the highest recorded level during the period in 2009. Although there was a decline in 2010, with recovery in 2011, an average annual increase of +3% has been recorded (compared with +2% for all purposes). This was mainly as a result of short (1-3 night) holidays.

VFR tourism declined year-on-year from 2007 – although there was a temporary recovery in 2009 before a further decrease in 2010. In 2011 however, VFR tourism has increased to its highest level since 2007. Similarly, overnight

domestic business tourism showed year-on-year decline from 2007 to 2010 before some significant recovery in 2011 to the highest levels in the period under review.

Table 1.3.3 – Purpose of Domestic Nights in GB (2007-2011)										
	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
	Millions	Millions		Millions		Millions		Millions		
All Tourism	382.055	367.635	-3.77%	387.448	+5.39%	361.398	-6.72%	387.329	+7.18%	+0.52%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	269.577	258.391	-4.15%	290.547	+12.44%	263.957	-9.15%	281.509	+6.65%	+1.45%
1-3 Nights	93.360	91.830	-1.64%	101.933	+11.00%	95.703	-6.11%	104.603	+9.30%	+3.14%
4-7 Nights	117.338	109.844	-6.39%	126.686	+15.33%	115.998	-8.44%	119.100	+2.67%	+0.80%
8+ Nights	58.879	56.716	-3.67%	61.928	+9.19%	52.256	-15.62%	57.806	+10.62%	+0.13%
Holiday (Pleasure/Leisure)	198.698	188.381	-5.19%	217.536	+15.48%	197.215	-9.34%	208.487	+5.72%	+1.66%
1-3 Nights	62.604	61.051	-2.48%	71.054	+16.38%	66.761	-6.04%	71.318	+6.83%	+3.67%
4-7 Nights	92.493	87.352	-5.56%	102.758	+17.64%	93.245	-9.26%	97.257	+4.30%	+1.78%
8+ Nights	43.601	39.978	-8.31%	43.724	+9.37%	37.209	-14.90%	39.911	+7.26%	-1.64%
Total VFR (VFR-Holiday & Other)	129.300	123.631	-4.38%	121.309	-1.88%	117.435	-3.19%	125.702	+7.04%	-0.60%
VFR-Holiday	70.879	70.010	-1.23%	73.011	+4.29%	66.742	-8.59%	73.022	+9.41%	+0.97%
Non-holiday VFR	58.420	53.621	-8.21%	48.298	-9.93%	50.693	+4.96%	52.679	+3.92%	-2.32%
Business/work	43.515	41.644	-4.30%	40.774	-2.09%	37.695	-7.55%	41.762	+10.79%	-0.79%

As in previous years, the largest single 'purpose of trip' segment in terms of bednights is the 4+ night holiday market, accounting for just under 177 million bednights in 2011 (including holiday VFR). Compared to 2010, the largest increases in bednights were reported for 8+ night holiday bednights (up some 11% on 2010) and business bednights (also up 11% on the previous year). When comparing the annual average percentage change between 2007 and 2011, the number of bednights for all tourism has increased by just under 1% per year. The largest year-on-year increases have been reserved for 1-3 night pure holidays (+4% per annum increase in nights). Across this period, three segments have shown annual average decreases – non-holiday VFR bednights (-2%), 8+ night holiday bednights (-2%), and business bednights (-1% per annum). If business tourism recovery continues in 2012, this pattern is likely to change.

Table 1.3.4 – Purpose of Domestic Spend in GB (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
	£Millions	£Millions		£Millions		£Millions		£Millions		
All Tourism	£20,234	£20,168	-0.33%	£20,971	+3.98%	£19,797	-5.60%	£22,666	+14.49%	+3.14%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	£13,379	£13,451	+0.54%	£14,578	+8.38%	£13,943	-4.36%	£15,698	+12.59%	+4.29%
1-3 Nights	£6,594	£7,090	+7.52%	£7,357	+3.77%	£7,388	+0.42%	£8,171	+10.60%	+5.58%
4-7 Nights	£5,210	£4,944	-5.11%	£5,646	+14.20%	£5,190	-8.08%	£5,833	+12.39%	+3.35%
8+ Nights	£1,576	£1,417	-10.09%	£1,575	+11.15%	£1,366	-13.27%	£1,694	+24.01%	+2.95%
Holiday (Pleasure/Leisure)	£10,998	£10,936	-0.56%	£12,119	+10.82%	£11,534	-4.83%	£13,000	+12.71%	+4.53%
1-3 Nights	£5,163	£5,538	+7.26%	£5,838	+5.42%	£5,845	+0.12%	£6,484	+10.93%	+5.93%
4-7 Nights	£4,509	£4,279	-5.10%	£4,956	+15.82%	£4,563	-7.93%	£5,148	+12.82%	+3.90%
8+ Nights	£1,327	£1,118	-15.75%	£1,324	+18.43%	£1,126	-14.95%	£1,368	+21.49%	+2.30%
Total VFR (VFR-Holiday & Other)	£4,529	£4,492	-0.82%	£4,299	-4.30%	£4,193	-2.47%	£4,727	+12.74%	+1.29%
VFR-Holiday	£2,381	£2,515	+5.63%	£2,460	-2.19%	£2,409	-2.07%	£2,698	+12.00%	+3.34%
Non-holiday VFR	£2,148	£1,977	-7.96%	£1,840	-6.93%	£1,784	-3.04%	£2,029	+13.73%	-1.05%
Business/work	£4,233	£4,265	+0.76%	£4,185	-1.88%	£3,645	-12.90%	£4,400	+20.71%	+1.67%

Once again, it is important to emphasise that the 2010 and earlier figures are in historic prices and have not been converted to take account of inflation.

In terms of spending, 1-3 night holidays represent the largest segment with a total spend of £8.2 billion in the January-December 2011 period (including spending on VFR holidays). 4+ night holidays reported a slightly lower figure, accounting for £7.5 billion and business and work tourism accounts for £4.4 billion of expenditure. Compared with 2010; spending levels for 8+ night holidays and business/work tourism showed the largest increases (+24% and +21% respectively).

When comparing the annual average percentage change between 2007 and 2011, at an overall level, there has been a 3% increase year on year. The largest increases have been in pure holiday spend (leisure/pleasure, which excludes VFR on holiday) – increases of +5% per annum. This is mainly driven by 1-3 night holidays (+6%).

Tourism Trips taken in England

Table 1.3.5 – Tourism Trips taken in England (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
Trips (Millions)	99.127	94.782	-4.38%	102.249	+7.88%	95.503	-6.60%	104.280	+9.19%	+1.52%
Nights (Millions)	304.061	292.814	-3.70%	310.077	+5.90%	284.992	-8.09%	306.806	+7.65%	+0.44%
Spending (£Millions)	£16,135	£16,079	-0.35%	£17,016	+5.83%	£15,842	-6.90%	£17,914	+13.08%	+2.92%
Av. Nights per trip	3.07	3.09	+0.72%	3.03	-1.84%	2.98	-1.60%	2.94	-1.41%	-1.03%
Av. Spend per trip	£163	£170	+4.22%	£166	-1.90%	£166	-0.32%	£172	+3.56%	+1.39%
Av. Spend per night	£53	£55	+3.48%	£55	-0.06%	£56	+1.30%	£58	+5.04%	+2.44%

Reflecting its size and share of the market, the volume and value pattern for domestic tourism in England in January to December 2011 (as illustrated above) is very similar to that described for Britain as a whole. There were increases across the board in terms of trips (+9%), bednights (+8%) and expenditure (+13%). Average length of stay was around 2.9 nights. Average spend per trip recorded a slight increase on 2010 as did spend per night (+4% and +5% to £172 and £58 respectively).

When making comparisons with previous years, as is the case with Britain as a whole, the average annual percentage change between 2007 and 2011 has seen the number of trips increase by some 2%. Bednights have increased by a lower amount – under 1% per annum, while spend (in historic prices) has increased by slightly more: +3% per annum. This would suggest that while the number of trips have increased somewhat, their duration has generally decreased with a corresponding decrease in spend (when inflation is taken into account).

After three years of decline in the number of trips taken in England between 2006 and 2008, 2009 recorded the highest volume in the last five years (102.2m). 2010 (95.5m) failed to match 2009 and returned to a similar level to that recorded during 2008 however 2011 has been the most successful year over the period with some 104.3 million domestic tourism trips recorded in England.

Purpose of Domestic Trips in England

Table 1.3.6 – Purpose of Domestic Trips in England (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
	Millions	Millions		Millions		Millions		Millions		
All Tourism	99.127	94.782	-4.38%	102.249	+7.88%	95.503	-6.60%	104.280	+9.19%	+1.52%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	60.264	59.024	-2.06%	66.922	+13.38%	61.443	-8.19%	66.645	+8.47%	+2.90%
1-3 Nights	39.621	39.872	+0.63%	44.698	+12.10%	41.393	-7.39%	45.789	+10.62%	+3.99%
4-7 Nights	16.973	15.945	-6.06%	18.535	+16.24%	16.875	-8.96%	17.227	+2.09%	+0.83%
8+ Nights	3.670	3.208	-12.59%	3.690	+15.02%	3.174	-13.98%	3.629	+14.34%	+0.70%
Holiday (Pleasure/Leisure)	41.263	39.753	-3.66%	47.010	+18.26%	43.544	-7.37%	46.157	+6.00%	+3.31%
1-3 Nights	25.583	25.146	-1.71%	29.694	+18.09%	27.859	-6.18%	30.055	+7.88%	+4.52%
4-7 Nights	13.007	12.409	-4.60%	14.595	+17.62%	13.399	-8.19%	13.678	+2.08%	+1.73%
8+ Nights	2.672	2.198	-17.74%	2.721	+23.79%	2.286	-15.99%	2.424	+6.04%	-0.97%
Total VFR (VFR-Holiday & Other)	40.117	37.180	-7.32%	37.997	+2.20%	35.963	-5.35%	39.382	+9.51%	-0.24%
VFR-Holiday	19.001	19.271	+1.42%	19.912	+3.33%	17.899	-10.11%	20.487	+14.46%	+2.27%
Non-holiday VFR	21.116	17.908	-15.19%	18.085	+0.99%	18.064	-0.12%	18.895	+4.60%	-2.43%
Business/work	15.230	14.966	-1.73%	14.873	-0.62%	13.454	-9.54%	15.502	+15.22%	+0.83%

As was the case for Britain as a whole, in England, the most common purpose of trip was a 1-3 night holiday (including VFR on holiday) (as illustrated in Table 1.3.6 above), accounting for 45.8 million of the 104.3 million domestic tourism trips in the January to December 2011 period. Holiday trips of all lengths recorded increases over 2010 (+8% for all holidays; +6% for pure holidays), but it was particularly evident for those longer 8+ night holidays (all types) which increased by over 14% during 2011.

Biggest increases in 2011 over 2010 were experienced on business trips (+15%), 8+ night holidays (all types) and VFR Holiday trips (+14% in each case). Smallest increases were amongst duty VFR (+5%) and 4-7 night holiday trips (+2%).

When comparing the annual average percentage change between 2007 and 2011, all tourism trips have increased by just under 2% per year. The largest annual increases have been in the 1-3 night pure holiday segment (+5%) followed by VFR Holiday (+2%). There have been average annual declines in non-holiday VFR (-2%) and 8+ night pure holidays (-1%).

Tourism Trips taken in Scotland

Table 1.3.7 – Tourism Trips taken in Scotland (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
Trips (Millions)	12.701	11.782	-7.24%	12.041	+2.20%	12.095	+0.45%	13.360	+10.46%	+1.47%
Nights (Millions)	46.118	43.026	-6.70%	44.789	+4.10%	43.640	-2.57%	45.583	+4.45%	-0.18%
Spending (£Millions)	£2,691	£2,685	-0.22%	£2,559	-4.69%	£2,517	-1.64%	£3,018	+19.90%	+3.34%
Av. Nights per trip	3.63	3.65	+0.57%	3.72	+1.86%	3.61	-3.00%	3.41	-5.44%	-1.50%
Av. Spend per trip	£212	£228	+7.56%	£213	-6.74%	£208	-2.08%	£226	+8.55%	+1.82%
Av. Spend per night	£58	£62	+6.95%	£57	-8.44%	£58	+0.95%	£66	+14.79%	+3.56%

During 2011, trips taken in Scotland increased significantly by 10% compared to the previous 12 months. Bednights increased by a smaller amount (+4% - suggesting shorter trips) while expenditure increased by some 20% before inflation – a significant increase.

In comparison with previous years, the average annual percentage change between 2007 and 2011 has seen the number of trips increase by 1-2% per annum – a similar performance to England. The number of bednights has hardly changed year on year however, illustrating the trend towards shorter trips. Spending has increased by 3% per annum, however when inflation is taken into account, any increase is less than that experienced by trips – again suggesting lower spend on these shorter trips.

There has been a year-on-year increase in domestic trip taking in Scotland from its low point of 11.8 million trips in 2008 to its high in 2011 of 13.4 million trips – the highest level recorded during the recent lifetime of the survey.

Purpose of Domestic Trips in Scotland

Table 1.3.8 – Purpose of Domestic Trips in Scotland (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
	Millions	Millions		Millions		Millions		Millions		
All Tourism	12.701	11.782	-7.24%	12.041	+2.20%	12.095	+0.45%	13.360	+10.46%	+1.47%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	8.367	7.989	-4.52%	8.511	+6.53%	8.039	-5.55%	8.908	+10.81%	+1.82%
1-3 Nights	4.798	4.593	-4.27%	5.180	+12.78%	4.878	-5.83%	5.534	+13.45%	+4.03%
4-7 Nights	2.808	2.723	-3.03%	2.536	-6.87%	2.512	-0.95%	2.633	+4.82%	-1.51%
8+ Nights	0.761	0.674	-11.43%	0.795	+17.95%	0.649	-18.36%	0.742	+14.33%	+0.62%
Holiday (Pleasure/Leisure)	6.304	5.931	-5.92%	6.651	+12.14%	5.700	-14.30%	6.572	+15.30%	+1.81%
1-3 Nights	3.512	3.268	-6.95%	4.034	+23.44%	3.400	-15.72%	3.918	+15.24%	+4.00%
4-7 Nights	2.222	2.150	-3.24%	2.090	-2.79%	1.859	-11.05%	2.079	+11.83%	-1.31%
8+ Nights	0.571	0.513	-10.16%	0.527	+2.73%	0.441	-16.32%	0.576	+30.61%	+1.72%
Total VFR (VFR-Holiday & Other)	3.859	3.648	-5.47%	3.212	-11.95%	3.614	+12.52%	4.106	+13.61%	+2.18%
VFR-Holiday	2.063	2.059	-0.19%	1.860	-9.66%	2.339	+25.75%	2.336	-0.13%	+3.94%
Non-holiday VFR	1.796	1.589	-11.53%	1.352	-14.92%	1.275	-5.70%	1.770	+38.82%	+1.67%
Business/work	2.227	1.880	-15.58%	2.007	+6.76%	2.311	+15.15%	2.186	-5.41%	+0.23%

In terms of trip purpose, the largest increase in Scotland in 2011 relative to the same period in 2010 was in VFR non-holiday trips (+39% compared with 2010). Amongst the larger volume segments, bigger than average increases were recorded for pure holiday trips (+15%) – largely driven by a 31% increase in 8+ night holiday trips compared with 2010. Unlike other parts of Britain, Scotland recorded a decrease in business/work tourism in 2011 – 5% less than in 2010. It should be noted however that Scotland bucked the trend for this activity in 2010, recording its best year in recent memory for business tourism. The 2011 figure is still above that recorded in 2008 and 2009.

When comparing the annual average percentage change between 2007 and 2011, all tourism trips have increased by 1-2% per year. The largest increases have been in the short break (1-3 night pure holiday) segments – increases of 4% per annum over the period. VFR holidays have also shown healthy annual growth (+4% per annum).

Tourism Trips taken in Wales

Table 1.3.9 – Tourism Trips taken in Wales (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
Trips (Millions)	8.811	8.452	-4.07%	8.890	+5.18%	8.666	-2.52%	9.697	+11.90%	+2.62%
Nights (Millions)	31.876	31.794	-0.26%	32.582	+2.48%	32.765	+0.56%	34.941	+6.64%	+2.36%
Spending (£Millions)	£1,408	£1,404	-0.28%	£1,396	-0.57%	£1,438	+3.01%	£1,734	+20.58%	+5.68%
Av. Nights per trip	3.62	3.76	+3.98%	3.67	-2.57%	3.78	+3.16%	3.60	-4.70%	-0.03%
Av. Spend per trip	£160	£166	+3.95%	£157	-5.47%	£166	+5.67%	£179	+7.76%	+2.98%
Av. Spend per night	£44	£44	-0.03%	£43	-2.97%	£44	+2.43%	£50	+13.07%	+3.13%

During 2011, trips taken in Wales increased significantly by 12% compared to the previous 12 months. Bednights increased by a smaller amount (+7% - suggesting shorter trips) while expenditure increased by some 21% before inflation – a significant increase.

In comparison with previous years, the average annual percentage change between 2007 and 2011 has seen the number of trips increase by 3% per annum – ahead of the average annual growth experienced in England and Scotland. Bednights have increased at a broadly similar rate (+2% per annum). Spending has increased by 6% per annum, before taking account of inflation.

In last year's report we stated that 2006 remained the best performing year over the previous five years for domestic tourism within Wales when 9.5m GB resident trips were recorded. Wales' strong performance in 2011 means that this now represents the best performing year over the period – some 9.7 million trips having been recorded.

Purpose of Domestic Trips in Wales

Table 1.3.10 – Purpose of Domestic Trips in Wales (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
	Millions	Millions		Millions		Millions		Millions		
All Tourism	8.811	8.452	-4.07%	8.890	+5.18%	8.666	-2.52%	9.697	+11.90%	+2.62%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	6.425	6.543	+1.84%	6.948	+6.19%	6.908	-0.58%	7.290	+5.53%	+3.25%
1-3 Nights	3.716	3.817	+2.72%	3.804	-0.34%	3.870	+1.74%	4.046	+4.55%	+2.17%
4-7 Nights	2.158	2.163	+0.23%	2.641	+22.10%	2.569	-2.73%	2.682	+4.40%	+6.00%
8+ Nights	0.550	0.563	+2.36%	0.503	-10.66%	0.469	-6.76%	0.562	+19.83%	+1.19%
Holiday (Pleasure/Leisure)	5.100	5.042	-1.14%	5.579	+10.65%	5.762	+3.28%	6.036	+4.76%	+4.39%
1-3 Nights	2.820	2.768	-1.84%	2.889	+4.37%	3.214	+11.25%	3.168	-1.43%	+3.09%
4-7 Nights	1.811	1.767	-2.43%	2.307	+30.56%	2.173	-5.81%	2.422	+11.46%	+8.45%
8+ Nights	0.469	0.507	+8.10%	0.383	-24.46%	0.375	-2.09%	0.446	+18.93%	+0.12%
Total VFR (VFR-Holiday & Other)	2.604	2.348	-9.83%	2.303	-1.92%	2.165	-5.99%	2.438	+12.61%	-1.28%
VFR-Holiday	1.325	1.500	+13.21%	1.369	-8.73%	1.146	-16.29%	1.254	+9.42%	-0.60%
Non-holiday VFR	1.279	0.847	-33.78%	0.934	+10.27%	1.018	+8.99%	1.184	+16.31%	+0.45%
Business/work	0.824	0.845	+2.55%	0.675	-20.12%	0.616	-8.74%	0.994	+61.36%	+8.76%

In terms of trip purpose, the largest increase in Wales in 2011 relative to the same period in 2010 was in business tourism – a 61% increase in trips for this purpose over the previous year. Holiday trips showed a lower than average increase (+5%) however this was mainly down to a decrease in 1-3 night pure holidays (-1%). 8+ night holiday trips increased by 19% over 2010. Non-holiday VFR also increased over 2010 – by some 16%.

When comparing the annual average percentage change between 2007 and 2011, all tourism trips have increased by 3% per year. The largest increases have been in the 4-7 night pure holiday segments (+8% per annum), although healthy increases have also been experienced in the short break market (+3% per annum).

Expenditure During 2011

This section examines the breakdown of domestic tourism expenditure; first at a GB level between 2007 and 2011 (for all tourism and then pure holidays (leisure/pleasure, which exclude VFR on holiday)), then at the country level (comparing 2010 with 2011) – again, for all tourism and pure holidays.

When a survey respondent is interviewed, they are asked to specify how much money they spent on their trip within eight categories:

- Price of package holiday/inclusive trip
- Accommodation
- Travel costs to and from destination, and during the trip
- Services or advice (e.g. travel guides, tourist information)
- Buying clothes
- Eating and drinking out
- Other shopping
- Entertainment

Although it is interesting to compare total spend when broken down into these categories, the results should be interpreted with caution due to the smaller sample size at this level.

Table 1.3.13 below illustrates total spending on domestic overnight trips within Great Britain between 2007 and 2011.

Note: It is also important to emphasise that the 2007-2011 figures are in historic prices and have not been converted to take account of inflation.

Table 1.3.11 – Tourism Expenditure Breakdown in GB (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
	£Millions	£Millions		£Millions		£Millions		£Millions		
Total	£20,234	£20,168	-0.33%	£20,971	+3.98%	£19,797	-5.60%	£22,666	+14.49%	+3.14%
Price of package holiday/inclusive trip	£790	£892	+12.91%	£938	+5.16%	£722	-23.03%	£891	+23.41%	+4.61%
% share	4%	4%	-	4%	-	4%	-	4%	-	-
Accommodation	£6,725	£6,584	-2.10%	£7,045	+7.00%	£6,733	-4.43%	£7,528	+11.81%	+3.07%
% share	33%	33%	-	34%	-	34%	-	33%	-	-
Travel costs to and from destination, and during the trip	£3,869	£4,173	+7.86%	£4,078	-2.28%	£3,898	-4.41%	£4,813	+23.47%	+6.16%
% share	19%	21%	-	19%	-	20%	-	21%	-	-
Services or advice (e.g. travel guides, tourist information)	£41	£48	+17.07%	£41	-14.58%	£47	+14.63%	£39	-17.02%	+0.03%
% share	*	*	-	*	-	*	-	*	-	-
Buying clothes	£1,265	£1,206	-4.66%	£1,161	-3.73%	£1,113	-4.13%	£1,191	+7.01%	-1.38%
% share	6%	6%	-	6%	-	6%	-	5%	-	-
Eating and drinking out	£3,910	£3,820	-2.30%	£4,159	+8.87%	£3,990	-4.06%	£4,543	+13.86%	+4.09%
% share	19%	19%	-	20%	-	20%	-	20%	-	-
Other shopping	£2,008	£1,794	-10.66%	£1,907	+6.30%	£1,836	-3.72%	£2,073	+12.91%	+1.21%
% share	10%	9%	-	9%	-	9%	-	9%	-	-
Entertainment	£1,173	£1,275	+8.70%	£1,270	-0.39%	£1,106	-12.91%	£1,223	+10.58%	+1.49%
% share	6%	6%	-	6%	-	6%	-	5%	-	-
Anything else	£451	£376	-16.63%	£372	-1.06%	*	-	£364	-	-
% share	2%	2%	2%	-	-	2%	-	2%	-	-

* = less than 0.5%

In total, £22.7 billion was spent on domestic overnight tourism trips within Great Britain during 2011. This amount was 14% higher than the figure recorded during 2010. The actual amount spent on domestic overnight trips within Britain in the last five years has shown little growth beyond inflation with an average annual percentage change of +3% between 2007 and 2011. When looking at the different categories of expenditure, it is no surprise that accommodation accounted for a third of total spend (33%). Travel costs and eating and drinking out both accounted for a further 21% and 20% respectively. Across the five year period, there is a high level of consistency across the different categories, with accommodation accounting for 33-34% of the total expenditure and travel costs and eating and drinking out remaining between 19% and 21%. When comparing the average annual percentage change across the years, there are some apparent trends, with travel and eating & drinking out achieving increasing shares of total spend, while the share of entertainment, and shopping (especially clothes) have decreased.

Table 1.3.12 below looks at British expenditure for pure holiday tourism (excludes VFR on holiday).

Table 1.3.12 – Holiday (Pleasure/Leisure) Tourism Expenditure Breakdown in GB (2007-2011)										
	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
	£Millions	£Millions		£Millions		£Millions		£Millions		
Total	£10,998	£10,936	-0.56%	£12,119	+10.82%	£11,534	-4.83%	£13,000	+12.71%	+4.53%
Price of package holiday/inclusive trip	£618	£671	+8.58%	£720	+7.30%	£581	-19.31%	£745	+28.23%	+6.20%
% share	6%	6%	-	6%	-	5%	-	6%	-	-
Accommodation	£3,908	£3,802	-2.71%	£4,399	+15.70%	£4,280	-2.71%	£4,649	+8.62%	+4.73%
% share	36%	35%	-	36%	-	37%	-	36%	-	-
Travel costs to and from destination, and during the trip	£1,425	£1,580	+10.88%	£1,615	+2.22%	£1,565	-3.10%	£1,906	+21.79%	+7.95%
% share	13%	14%	-	13%	-	14%	-	15%	-	-
Services or advice (e.g. travel guides, tourist information)	£27	£23	-14.81%	£25	+8.70%	£31	+24.00%	£28	-9.68%	+2.05%
% share	*	*	-	*	-	*	-	*	-	-
Buying clothes	£747	£667	-10.71%	£670	+0.45%	£655	-2.24%	£696	+6.26%	-1.56%
% share	7%	6%	-	6%	-	6%	-	5%	-	-
Eating and drinking out	£2,034	£2,061	+1.33%	£2,385	+15.72%	£2,313	-3.02%	£2,620	+13.27%	+6.83%
% share	18%	19%	-	20%	-	20%	-	20%	-	-
Other shopping	£1,238	£1,118	-9.69%	£1,205	+7.78%	£1,182	-1.91%	£1,317	+11.42%	+1.90%
% share	11%	10%	-	10%	-	10%	-	10%	-	-
Entertainment	£761	£802	+5.39%	£872	+8.73%	£727	-16.63%	£829	+14.03%	+2.88%
% share	7%	7%	-	7%	-	6%	-	6%	-	-
Anything else	£241	£213	-11.62%	£228	+7.04%	*	-	£211	-	-
% share	2%	2%	-	2%	-	-	-	2%	-	-

* = less than 0.5%

In terms of pure holiday (pleasure/leisure, which exclude VFR on holiday) expenditure, some £13 billion was spent on domestic overnight holiday tourism trips within Britain during 2011. This figure was 13% higher than that recorded during 2010. In the last five years, the average annual percentage change has increased by 5% per year. This continues to represent a significantly better performance than for domestic tourism as whole (+3% per annum).

When looking at the different categories of expenditure, for holidays, accommodation tends to represent a slightly higher share of the total spend than for all purposes (36% in 2011). Eating and drinking out accounted for around 20% of total spend. Compared to all tourism, spend on travel costs for holidays accounted for a lower percentage share (c. 21% for all tourism and 15% for holidays). When comparing the average annual percentage change across the years, as with all tourism, there are some noticeable trends, with travel, package holidays and eating & drinking out achieving increasing shares of total spend, while the shares of shopping and entertainment have declined.

Table 1.3.13 below illustrates total spending on domestic overnight trips within England between 2010 and 2011.

Table 1.3.13 – Tourism Expenditure Breakdown in England (2010-11)						
	All domestic tourism			Domestic Holidays (Pleasure/Leisure)		
	2010 (Jan-Dec)	2011 (Jan-Dec)	% Change (10-11)	2010 (Jan-Dec)	2011 (Jan-Dec)	% Change (10-11)
	£Millions	£Millions		£Millions	£Millions	
Total	£15,842	£17,914	+13.08%	£9,072	£10,031	+10.57%
Price of package holiday/inclusive trip	£548	£741	+35.22%	£434	£621	+43.09%
% share	3%	4%	-	5%	6%	-
Accommodation	£5,440	£5,976	+9.85%	£3,427	£3,601	+5.08%
% share	34%	33%	-	38%	36%	-
Travel costs to and from destination, and during the trip	£3,083	£3,756	+21.83%	£1,193	£1,409	+18.11%
% share	19%	21%	-	13%	14%	-
Services or advice (e.g. travel guides, tourist information)	£37	£29	-21.62%	£24	£20	-16.67%
% share	*	*	-	*	*	-
Buying clothes	£919	£947	+3.05%	£529	£542	+2.46%
% share	6%	5%	-	6%	5%	-
Eating and drinking out	£3,216	£3,614	+12.38%	£1,834	£2,028	+10.58%
% share	20%	20%	-	20%	20%	-
Other shopping	£1,427	£1,587	+11.21%	£895	£993	+10.95%
% share	9%	9%	-	10%	10%	-
Entertainment	£899	£990	+10.12%	£587	£671	+14.31%
% share	6%	6%	-	6%	7%	-
Anything else	*	£272	-	*	£146	-
% share	-	2%	-	-	1%	-

* = less than 0.5%

Given the relative size of England, it is little surprise that the expenditure results in Table 1.3.13 above reflect that of Great Britain as a whole. In total £17.9 billion was spent on domestic overnight trips within the country during 2011. This was 13% higher than in 2010. All of the various expenditure categories recorded increases compared to 2010 with the exception of spend on services or advice (e.g. travel guides, tourist information). Spend in this category actually decreased by 22%. The largest increases were for package holidays (+35%) and travel costs (+22%).

Holiday tourism within England increased by slightly less than domestic tourism as a whole (+11% compared with +13%). Package holidays (+43%), travel costs (+18%) and entertainment (+14%) showed the highest increases.

Table 1.3.14 below illustrates total spending on domestic overnight trips within Scotland between 2010 and 2011.

Table 1.3.14 – Tourism Expenditure Breakdown in Scotland (2010-11)						
	All domestic tourism			Domestic Holidays (Pleasure/Leisure)		
	2010 (Jan-Dec)	2011 (Jan-Dec)	% Change (10-11)	2010 (Jan-Dec)	2011 (Jan-Dec)	% Change (10-11)
	£Millions	£Millions		£Millions	£Millions	
Total	£2,517	£3,018	+19.90%	£1,414	£1,740	+23.06%
Price of package holiday/inclusive trip	£126	£97	-23.02%	£104	£79	-24.04%
% share	5%	3%	-	7%	5%	-
Accommodation	£805	£931	+15.65%	£467	£586	+25.48%
% share	32%	31%	-	33%	34%	-
Travel costs to and from destination, and during the trip	£554	£730	+31.77%	£217	£306	+41.01%
% share	22%	24%	-	15%	18%	-
Services or advice (e.g. travel guides, tourist information)	£5	£6	+20.00%	£4	£4	0.00%
% share	*	*	-	*	*	-
Buying clothes	£125	£166	+32.80%	£80	£101	+26.25%
% share	5%	6%	-	6%	6%	-
Eating and drinking out	£486	£596	+22.63%	£268	£355	+32.46%
% share	19%	20%	-	19%	20%	-
Other shopping	£234	£287	+22.65%	£166	£172	+3.61%
% share	9%	10%	-	12%	10%	-
Entertainment	£132	£146	+10.61%	£81	£95	+17.28%
% share	5%	5%	-	6%	5%	-
Anything else	*	£59	-	*	£41	-
% share	-	2%	-	-	2%	-

* = less than 0.5%

During 2011, £3.0 billion was spent during overnight domestic trips within Scotland – the highest level ever recorded. Between 2010 and 2011 there was a 20% increase in total expenditure (before taking account of inflation). Compared to England, travel costs accounted for a larger share of expenditure (24% during 2011 compared to 21% for England) reflecting the fact that a significant proportion of domestic visitors to Scotland are travelling from further afield. Furthermore, it is likely the increases in fuel costs have hit Scotland relatively hard, as evident from the 32% increase in travel costs between 2010 and 2011.

When looking at holiday tourism in Scotland, unlike England the performance in 2011 was even better than for domestic tourism as a whole: total spend was up by 23% on 2010. Travel costs increased in particular - by 41%. Eating and drinking out (+32%), buying clothes (+26%) and accommodation (+25%) all showed greater than average increases on the 2010 levels.

Table 1.3.15 below illustrates total spending on domestic overnight trips within Wales between 2010 and 2011.

Table 1.3.15 – Tourism Expenditure Breakdown in Wales (2010-11)						
	All domestic tourism			Domestic Holidays (Pleasure/Leisure)		
	2010 (Jan-Dec)	2011 (Jan-Dec)	% Change (10-11)	2010 (Jan-Dec)	2011 (Jan-Dec)	% Change (10-11)
	£Millions	£Millions		£Millions	£Millions	
Total	£1,438	£1,734	+20.58%	£1,049	£1,229	+17.16%
Price of package holiday/inclusive trip	£47	£53	+12.77%	£44	£44	0.00%
% share	3%	3%	-	4%	4%	-
Accommodation	£487	£621	+27.52%	£386	£461	+19.43%
% share	34%	36%	-	37%	38%	-
Travel costs to and from destination, and during the trip	£262	£327	+24.81%	£155	£191	+23.23%
% share	18%	19%	-	15%	16%	-
Services or advice (e.g. travel guides, tourist information)	£5	£4	-20.00%	£4	£4	0.00%
% share	*	*	-	*	*	-
Buying clothes	£69	£78	+13.04%	£46	£53	+15.22%
% share	5%	4%	-	4%	4%	-
Eating and drinking out	£288	£333	+15.63%	£211	£236	+11.85%
% share	20%	19%	-	20%	19%	-
Other shopping	£175	£200	+14.29%	£120	£152	+26.67%
% share	12%	12%	-	11%	12%	-
Entertainment	£75	£86	+14.67%	£59	£63	+6.78%
% share	5%	5%	-	6%	5%	-
Anything else	*	£33	-	*	£24	-
% share	-	2%	-	-	2%	-

* = less than 0.5%

During 2011, £1.7 billion was spent during overnight domestic trips within Wales – as with Scotland and England, the highest level ever recorded. Between 2010 and 2011 there was a 21% increase in total expenditure (before taking account of inflation). Compared to England, accommodation costs accounted for a larger share of expenditure (36% during 2011 compared to 33% for England).

When looking at holiday tourism in Wales, like England, the performance in 2011 was slightly poorer than for domestic tourism as a whole. Total spend was up by some 17% on 2010. Travel costs increased in particular - by 23%. Eating and drinking out (+12%), and entertainment (+7%) all showed lower than average increases on the 2010 levels.

Holidays taken in GB by lifestyle

In this section we examine the trends and characteristics of holiday tourism and how it varies by lifestyle. Again, the focus is on the holiday (pleasure/leisure) segment rather than VFR holidays. The number of trips and the percentage change between years has been illustrated for Great Britain and each constituent country between 2007 and 2011.

British adults have been defined into four categories:

Lifestyle	
Pre-Nesters	Under 35 years & no children
Families	All ages & with children
Older Independents	35-54 years & no children
Empty Nesters	55+ years & no children

Table 1.3.16 – Tourism Trips taken in GB by Lifestyle (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
All Holidays (Pleasure/Leisure)	52.247	50.417	-3.50%	58.974	+16.97%	54.743	-7.17%	58.435	+6.74%	+3.26%
Pre-nesters	8.471	8.173	-3.52%	9.504	+16.29%	8.067	-15.12%	8.650	+7.23%	+1.22%
Families	18.614	16.582	-10.92%	20.254	+22.14%	19.649	-2.99%	20.288	+3.25%	+2.87%
Older Independents	9.544	9.298	-2.58%	11.045	+18.79%	10.178	-7.85%	10.751	+5.63%	+3.50%
Empty Nesters	15.618	16.364	+4.78%	18.171	+11.04%	16.849	-7.28%	18.745	+11.25%	+4.95%

Families accounted for the largest share of those taking 'pure' holidays within Great Britain during 2011 with 20.3 million trips recorded (35% share). Empty Nesters also accounted for a substantial share with some 18.7 million trips (32%). This lifestyle has seen the largest year-on-year increase (almost 5% per annum) since 2007 highlighting the importance of the over 55's to domestic tourism. Older Independents have recorded a 4% increase per year over the last five years, whilst the family market has increased by a slightly smaller amount (+3% per year). Pre-nesters have shown the smallest annual increase at 1% per year. Contributing to the Pre-Nester decrease was the fact that these younger holidaymakers reported a larger than average decrease in holiday trips between 2009 and 2010 of 15.1%.

Holidays taken in England by Lifestage

Table 1.3.17 – Tourism Trips taken in England by Lifestage (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
All Holidays (Pleasure/Leisure)	41.263	39.753	-3.66%	47.010	+18.26%	43.544	-7.37%	46.157	+6.00%	+3.31%
Pre-nesters	6.794	6.638	-2.30%	7.382	+11.21%	6.381	-13.56%	6.818	+6.85%	+0.55%
Families	14.826	12.950	-12.65%	16.404	+26.67%	15.632	-4.71%	16.071	+2.81%	+3.03%
Older Independents	7.449	7.244	-2.75%	8.604	+18.77%	7.899	-8.19%	8.470	+7.23%	+3.76%
Empty Nesters	12.195	12.920	+5.95%	14.620	+13.16%	13.633	-6.75%	14.799	+8.55%	+5.23%

Reflecting the size of England in comparison to other parts of Britain, it is no surprise that the domestic holiday market for the different lifestages closely matches those seen for GB as a whole. Families accounted for 16.1 million trips (a 35% share of all holidays), whilst Empty Nesters accounted for 14.80 million trips (32%). The overall percentage changes recorded are very similar to Britain as a whole, with Empty Nesters reporting a 5% increase per year in the number of trips since 2007. Older Independents and Families increased by 4% and 3% per year (respectively) over the same period.

Holidays taken in Scotland by Lifestage

Table 1.3.18 – Tourism Trips taken in Scotland by Lifestage (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
All Holidays (Pleasure/Leisure)	6.304	5.931	-5.92%	6.651	+12.14%	5.700	-14.30%	6.572	+15.30%	+1.81%
Pre-nesters	0.937	0.873	-6.83%	1.201	+37.57%	0.994	-17.24%	1.000	+0.60%	+3.53%
Families	2.150	1.799	-16.33%	1.913	+6.34%	1.699	-11.19%	2.056	+21.01%	-0.04%
Older Independents	1.318	1.269	-3.72%	1.363	+7.41%	1.222	-10.34%	1.347	+10.23%	+0.89%
Empty Nesters	1.900	1.990	+4.74%	2.174	+9.25%	1.785	-17.89%	2.169	+21.51%	+4.40%

In Scotland, it is Empty Nesters and not Families who account for the largest share (marginally) of holiday trips, with 2.17 million during 2011 (a 33% share). Families made 2.06 million trips (accounting for a 31% share). Overall, holiday trips have grown at around 2% per annum over the period. The largest increases have been amongst Empty Nesters and pre-nesters (around 4% per annum in each case). This latter segment's increase in Scotland reflects different patterns from those evident in England.

Holidays taken in Wales by Lifestage

Table 1.3.19 – Tourism Trips taken in Wales by Lifestage (2007-2011)

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change (07-08)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	Average annual % change 07-11
All Holidays (Pleasure/Leisure)	5.100	5.042	-1.14%	5.579	+10.65%	5.762	+3.28%	6.036	+4.76%	+4.39%
Pre-nesters	0.774	0.736	-4.91%	0.936	+27.17%	0.749	-19.98%	0.887	+18.42%	+5.18%
Families	1.815	1.945	+7.16%	2.027	+4.22%	2.415	+19.14%	2.221	-8.03%	+5.62%
Older Independents	0.834	0.832	-0.24%	1.108	+33.17%	1.084	-2.17%	0.977	-9.87%	+5.22%
Empty Nesters	1.678	1.530	-8.82%	1.508	-1.44%	1.514	0.40%	1.950	+28.80%	+4.73%

The family market dominates Welsh holidays accounting for 2.2 million trips and a 37% share during 2011 (albeit its share has decreased on 2010). Overall, holiday tourism in Wales has shown healthy annual average increases of 4% per year over the 2007-2011 period. Interestingly, these increases have appeared fairly consistently across all four lifestages. In particular, the family market has been especially buoyant with average annual increases of almost 6%.

Part 2 : Summary Data Tables

This section provides detailed information for the following trip purposes:

	Pages		Pages
All Tourism	39-44	VFR Trips	60-64
Purpose	39	Accommodation used	60
Accommodation used	40	Main mode of transport used	61
Main mode of transport used	40	Country of residence	61
Country of residence	41	How trip booked	61
How trip booked	41	Whether booked online	62
Whether booked online	41	Package trip	62
Package trip	41	Type of location stayed at	62
Type of location stayed at	41	Month trip started	62
Month trip started	42	Duration of trip	62
Duration of trip	42	Children in household	63
Children in household	42	Socio-economic group	63
Socio-economic group	42	Age of respondent	63
Age of respondent	42	Lifecycle of respondent	63
Lifecycle of respondent	43	Activities undertaken on trip	63
Activities undertaken on trip	43		
Holiday (Pleasure/Leisure) Trips	45-49	VFR Nights	65-69
Accommodation used	45	Accommodation used	65
Main mode of transport used	46	Main mode of transport used	66
Country of residence	46	Country of residence	66
How trip booked	46	How trip booked	66
Whether booked online	47	Whether booked online	66
Package trip	47	Package trip	67
Type of location stayed at	47	Type of location stayed at	67
Month trip started	47	Month trip started	67
Duration of trip	48	Duration of trip	67
Children in household	48	Children in household	67
Socio-economic group	48	Socio-economic group	68
Age of respondent	48	Age of respondent	68
Lifecycle of respondent	48	Lifecycle of respondent	68
Activities undertaken on trip	48	Activities undertaken on trip	68
Holiday (Pleasure/Leisure) Nights	50-54	VFR Spend	70-74
Accommodation used	50	Accommodation used	70
Main mode of transport used	51	Main mode of transport used	71
Country of residence	51	Country of residence	71
How trip booked	51	How trip booked	71
Whether booked online	52	Whether booked online	71
Package trip	52	Package trip	72
Type of location stayed at	52	Type of location stayed at	72
Month trip started	52	Month trip started	72
Duration of trip	52	Duration of trip	72
Children in household	53	Children in household	72
Socio-economic group	53	Socio-economic group	73
Age of respondent	53	Age of respondent	73
Lifecycle of respondent	53	Lifecycle of respondent	73
Activities undertaken on trip	54	Activities undertaken on trip	73
Holiday (Pleasure/Leisure) Spend	55-59	Business Tourism	75-79
Accommodation used	55	Accommodation used	75
Main mode of transport used	56	Main mode of transport used	76
Country of residence	56	Country of residence	76
How trip booked	56	How trip booked	76
Whether booked online	57	Whether booked online	77
Package trip	57	Package trip	77
Type of location stayed at	57	Type of location stayed at	77
Month trip started	57	Month trip started	77
Duration of trip	57	Duration of trip	77
Children in household	58	Children in household	78
Socio-economic group	58	Socio-economic group	78
Age of respondent	58	Age of respondent	78
Lifecycle of respondent	58	Lifecycle of respondent	78
Activities undertaken on trip	59	Activities undertaken on trip	78
		All Tourism – Destination & Purpose	80

Table 2-1 – ALL TOURISM IN GREAT BRITAIN

British residents made an estimated 127 million trips in Great Britain in 2011, representing 387 million bed nights and £22.7 billion in spending.

- Holidays are the main purpose of trips taken (65% of all trips) and are even more important in terms of nights (73%) and spending (69%).
- Visits to friends and relatives (VFR) for mainly holiday trips account for one in five trips and nights away (19%) but are less important in terms of spending (12%).
- Business and work is the main purpose for around one in seven trips (15%) accounting for one in nine nights (11%). These are higher spending trips, accounting for a fifth (20%) of all tourism spending.
- Commercial accommodation is used on almost three-fifths of trips (57%), but these trips represent a much higher share of spending (76%). Commercial accommodation is mainly serviced (39% of trips) where trips tend to be shorter in duration (28% of nights) but higher spending (52%). Hotels and motels account for 33% of trips and 45% of spend; Guest houses and B&Bs account for 6% of trips and 7% of spend.
- Friends' and relatives' homes (including owned second homes) are a widely used type of accommodation accounting for almost four in ten of all trips (38%). This reflects not only visits to friends and relatives as such, but also holidays spent staying with friends and relatives. With no real accommodation costs, trips staying at friends' and relatives' homes account for only a fifth (20%) of spending on all tourism trips.
- Self catering rented accommodation is used on a lower volume of trips (18%), but these trips are longer (28% of nights) and slightly above average in terms of spending (23%).
- The car is the dominant form of transport with 75% of trips using a private car for the longest part of the journey from home to the destination.
- Firm bookings are made before departure on just over half of all trips (51%), but this figure reflects the high level of staying at friends and relatives' homes and using personal transport, where advance booking is less relevant. Firm bookings are made for 72% of all trips which involve staying in commercial accommodation.
- Large cities/large towns (40%) are the major destinations of tourism trips, followed by small towns (24%), the seaside (20%) and countryside/villages (19%).

Table 2.1 – All Tourism in GB												
	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	115.71	95.50	12.10	8.67	361.4	285.0	43.6	32.8	£19,797	£15,842	£2,517	£1,438
All Tourism - 2011	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
PURPOSE												
Leisure	104.16	85.54	10.68	8.47	334.2	263.4	38.8	32.0	£17,727	£13,934	£2,313	£1,481
Holiday (total)	82.35	66.64	8.91	7.29	281.5	219.1	33.5	29.0	£15,698	£12,244	£2,089	£1,365
Holiday / pleasure / leisure	58.43	46.16	6.57	6.04	208.5	158.0	25.5	25.0	£13,000	£10,031	£1,740	£1,229
Visiting friends & relatives – mainly holiday	23.92	20.49	2.34	1.25	73.0	61.1	8.0	3.9	£2,698	£2,212	£350	£136
Visiting friends & relatives – mainly other	21.81	18.89	1.77	1.18	52.7	44.3	5.3	3.1	£2,029	£1,691	£223	£116
Visiting friends or relatives (total)	45.72	39.38	4.11	2.44	125.7	105.4	13.2	7.0	£4,727	£3,903	£572	£251
Business (total)	19.08	15.93	2.28	1.02	42.7	34.4	6.0	2.4	£4,479	£3,591	£661	£228
Business travel	18.57	15.50	2.19	0.99	41.8	33.7	5.8	2.3	£4,400	£3,538	£640	£223

Table 2.1 – All Tourism in GB

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
All Tourism - 2010	115.71	95.50	12.10	8.67	361.4	285.0	43.6	32.8	£19,797	£15,842	£2,517	£1,438
All Tourism - 2011	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
PURPOSE (CONTINUED)												
To attend a conference	1.31	1.19	0.05	0.07	2.8	2.6	0.1	0.1	£268	£248	£9	£11
To attend an exhibition/trade show	0.55	0.45	0.05	0.06	1.1	0.9	0.1	0.1	£114	£88	£13	£13
Travel/transport is my work	0.51	0.43	0.09	0.03	0.9	0.7	0.2	0.1	£79	£53	£21	£5
To do paid work/on business	16.71	13.86	2.09	0.87	37.8	30.2	5.6	2.0	£4,018	£3,201	£617	£199
School trip	0.61	0.54	0.03	0.04	2.2	2.0	0.1	0.1	£60	£48	£6	£7
Other reason	2.75	2.23	0.38	0.16	8.2	6.9	0.8	0.5	£393	£335	£39	£19
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	72.74	58.87	8.24	6.21	217.8	168.8	27.4	21.6	£17,231	£13,556	£2,322	£1,354
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	49.34	40.91	5.77	3.04	107	85.8	14.2	7.0	£11,858	£9,553	£1,603	£702
Hotel/ motel	41.92	34.98	4.91	2.36	86.1	69.7	11.4	5.1	£10,139	£8,249	£1,348	£542
Guest House/ Bed and Breakfast	7.15	5.66	0.92	0.67	19.1	14.5	2.7	1.8	£1,626	£1,216	£253	£156
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chalet/ villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	22.56	17.29	2.44	3.05	107.4	80.7	12.4	14.3	£5,183	£3,874	£680	£629
Self-catering rented accommodation (Flat/apartment/house/chalet/ villa/bungalow/cottage & holiday camp/village)	9.11	6.68	1.29	1.25	48.9	35.4	6.8	6.6	£3,014	£2,172	£478	£364
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	16.93	12.96	1.58	2.50	73.4	55.0	7.0	11.4	£2,571	£1,977	£242	£352
Touring caravan	4.48	3.60	0.45	0.48	21.5	17.1	2.5	1.9	£660	£525	£85	£50
Static (not owned)	3.97	3.12	0.23	0.64	19.9	15.5	1.4	3.1	£841	£662	£52	£126
Static (owned)	3.47	2.34	0.43	0.70	14.8	9.7	1.3	3.8	£402	£275	£40	£87
Camping	5.04	3.92	0.47	0.69	17.1	12.7	1.7	2.7	£667	£514	£64	£88
Hostel	1.26	0.96	0.15	0.16	3.4	2.3	0.8	0.3	£191	£129	£38	£23
Own home/ friend's home / relative's home	48.29	41.30	4.57	2.79	140.8	116.5	15.5	8.9	£4,477	£3,612	£603	£262

Table 2.1 – All Tourism in GB

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	115.71	95.50	12.10	8.67	361.4	285.0	43.6	32.8	£19,797	£15,842	£2,517	£1,438
All Tourism - 2011	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
MAIN MODE OF TRANSPORT USED												
Public transport	26.70	21.85	3.78	1.22	78.0	61.5	12.5	4.0	£5,531	£4,328	£968	£235
Train	17.61	15.01	1.93	0.74	50.0	41.3	6.2	2.5	£3,472	£2,914	£414	£144
Regular bus/ coach	3.69	2.94	0.59	0.16	10.8	8.7	1.6	0.5	£517	£395	£108	£14
Sea/ air	2.45	1.45	0.94	0.10	7.8	4.3	3.2	0.3	£816	£424	£366	£26
Plane	2.30	1.36	0.90	0.09	7.5	4.1	3.1	0.3	£797	£413	£359	£25
Boat/ ship/ ferry	0.15	0.10	0.04	0.01	0.3	0.2	0.1	*	£19	£11	£7	£1
Personal transport	98.30	81.12	9.35	8.38	304.3	241.6	32.3	30.4	£16,877	£13,400	£1,994	£1,483
Car	94.46	78.00	8.86	8.11	291.3	231.3	30.4	29.6	£16,253	£12,920	£1,887	£1,447
Car - own/ friend's/ firm's	92.79	76.68	8.65	7.96	286.9	227.9	29.9	29.1	£15,869	£12,633	£1,836	£1,400
Car - hired	1.67	1.32	0.21	0.15	4.5	3.4	0.5	0.5	£384	£287	£50	£47
Organised coach tour	3.10	2.55	0.36	0.23	9.7	7.5	1.5	0.7	£745	£606	£87	£52
Other	1.20	0.95	0.17	0.09	3.9	2.9	0.6	0.4	£174	£111	£48	£15
COUNTRY OF RESIDENCE												
England	109.75	96.43	6.17	7.66	334.9	280.4	25.9	28.5	£19,424	£16,144	£1,850	£1,430
Scotland	11.16	4.16	6.93	0.23	34.4	15.1	18.3	0.9	£2,123	£1,060	£1,021	£41
Wales	5.72	3.69	0.25	1.81	18.0	11.2	1.4	5.4	£1,119	£710	£147	£263
HOW TRIP BOOKED												
Firm booking	64.83	53.14	7.21	4.94	202.0	159.6	24.9	17.6	£14,772	£11,730	£1,960	£1,082
High street or on-line travel agent	3.88	3.22	0.52	0.16	10.0	7.7	1.8	0.5	£1,031	£822	£148	£62
Directly with a tour operator	5.45	4.47	0.54	0.49	21.5	17.1	2.3	2.1	£1,379	£1,101	£157	£122
Directly with accommodation provider	41.25	33.87	4.22	3.49	123.1	97.4	13.5	12.1	£9,442	£7,588	£1,114	£739
Directly with a transport provider	10.17	8.25	1.47	0.54	32.7	25.5	5.3	1.9	£2,264	£1,708	£446	£110
Directly with a Tourist Board / TIC	0.61	0.45	0.10	0.06	2.2	1.5	0.5	0.1	£168	£121	£37	£10
Booked online	42.97	35.36	5.03	2.92	129.1	102.3	16.9	9.8	£9,906	£7,926	£1,363	£616
Through some other source	4.65	3.82	0.57	0.29	15.4	12.0	2.2	1.2	£972	£761	£157	£54
Did not make firm bookings before trip	54.42	45.09	5.36	4.15	161.9	128.7	18.0	15.2	£6,472	£5,042	£886	£545
Don't Know	0.52	0.43	0.07	0.02	1.2	0.9	0.2	0.1	£114	£99	£13	£2
WHETHER BOOKED ONLINE												
Booked online	42.97	35.36	5.03	2.92	129.1	102.3	16.9	9.8	£9,906	£7,926	£1,363	£616
Not booked online	83.67	68.92	8.33	6.78	258.2	204.5	28.7	25.1	£12,760	£9,988	£1,655	£1,118

Table 2.1 – All Tourism in GB

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	115.71	95.50	12.10	8.67	361.4	285.0	43.6	32.8	£19,797	£15,842	£2,517	£1,438
All Tourism - 2011	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
PACKAGE TRIP												
Package trip	4.77	3.91	0.55	0.33	15.0	12.1	1.8	1.0	£1,367	£1,126	£161	£79
Not a package trip	121.34	99.94	12.74	9.35	371.2	293.8	43.5	33.8	£21,186	£16,689	£2,844	£1,652
Don't Know	0.52	0.43	0.07	0.02	1.2	0.9	0.2	0.1	£114	£99	£13	£2
TYPE OF LOCATION STAYED AT												
Seaside	24.97	20.06	1.73	3.40	100.2	78.0	7.5	14.7	£4,967	£3,987	£339	£641
Large city / large town	50.10	42.99	5.91	1.66	117.3	99.2	14.8	3.3	£9,056	£7,474	£1,281	£300
Small town	30.16	24.04	3.91	2.55	88.4	68.2	12.5	7.7	£4,544	£3,417	£765	£362
Countryside / village	24.10	19.34	2.53	2.48	80.3	60.4	10.7	9.2	£4,036	£2,978	£628	£431
MONTH TRIP STARTED												
January 2011	6.02	5.14	0.64	0.26	14.8	12.6	1.6	0.6	£923	£755	£129	£39
February 2011	8.01	6.69	0.91	0.46	20.1	16.4	2.4	1.2	£1,215	£981	£165	£69
March 2011	8.03	6.62	0.87	0.57	20.7	16.9	2.3	1.5	£1,289	£1,066	£126	£97
April 2011	11.96	9.92	1.21	0.88	37.4	30.1	4.1	3.2	£2,043	£1,645	£245	£152
May 2011	10.82	8.82	1.09	0.98	33.0	26	3.7	3.4	£1,983	£1,578	£236	£169
June 2011	11.31	9.18	1.28	0.91	36.1	28.5	4.3	3.3	£2,192	£1,666	£334	£192
July 2011	14.24	11.57	1.59	1.22	53.2	39.4	7.5	6.3	£2,947	£2,344	£369	£233
August 2011	15.03	12.21	1.47	1.48	59.2	46.3	6.3	6.6	£3,129	£2,403	£419	£307
September 2011	11.13	9.14	1.13	0.88	32.4	25.8	3.8	2.8	£2,096	£1,640	£307	£149
October 2011	11.08	9.04	1.27	0.87	30.9	24.3	3.9	2.7	£1,847	£1,430	£281	£136
November 2011	7.92	6.79	0.64	0.51	17.3	14.4	1.7	1.2	£1,313	£1,085	£130	£97
December 2011	11.07	9.16	1.26	0.69	32.3	26.1	4.0	2.1	£1,691	£1,321	£277	£93
DURATION OF TRIP												
1 night	38.46	33.19	3.52	3.52	38.46	33.19	3.52	1.74	£4,569	£3,860	£478	£231
2 nights	35.85	29.63	3.57	3.57	71.71	59.22	7.11	5.38	£5,549	£4,567	£625	£358
3 nights	18.29	15.03	1.91	1.91	54.86	44.91	5.65	4.3	£3,448	£2,716	£489	£243
4 nights	12.43	9.76	1.35	1.35	49.74	38.84	5.31	5.59	£2,724	£2,081	£348	£295
5 nights	5.27	4.05	0.66	0.66	26.34	20.22	3.25	2.88	£1,192	£872	£196	£124
6 nights	3.00	2.26	0.49	0.49	18.01	13.46	2.84	1.71	£768	£540	£148	£81
7 nights	7.56	5.87	0.91	0.91	52.94	40.86	6.38	5.7	£2,460	£1,919	£310	£231
1-3 nights	92.6	77.85	8.99	8.99	165.02	137.32	16.28	11.43	£13,566	£11,143	£1,592	£831
4-7 nights	28.27	21.95	3.41	3.41	147.03	113.37	17.78	15.88	£7,144	£5,412	£1,002	£731
8+ nights	5.77	4.48	0.95	0.95	75.28	56.11	11.53	7.64	£1,956	£1,359	£424	£173
Average duration of trip (nights)	3.06	2.94	3.41	3.60	3.06	2.94	3.41	3.60	3.06	2.94	3.41	3.60
CHILDREN ON TRIP												
Yes	32.84	26.77	2.92	3.32	116.4	91.5	10.8	14.2	£4,292	£3,449	£367	£476
No	93.79	77.51	10.44	6.38	270.9	215.3	34.8	20.8	£18,375	£14,466	£2,651	£1,258

Table 2.1 – All Tourism in GB

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	115.71	95.50	12.10	8.67	361.4	285.0	43.6	32.8	£19,797	£15,842	£2,517	£1,438
All Tourism - 2011	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	48.15	40.10	4.59	3.82	135.2	107.3	15.3	12.6	£9,397	£7,460	£1,237	£701
C1 (Clerical and supervisory)	40.81	33.83	4.23	2.96	123.2	99.6	13.8	9.9	£7,211	£5,730	£937	£543
C2 (Skilled manual)	21.10	17.14	2.56	1.47	69.7	54.8	8.8	6.2	£3,679	£2,877	£541	£261
DE (Unskilled, state pensioners etc.)	16.58	13.21	1.98	1.45	59.2	45.1	7.7	6.3	£2,379	£1,848	£302	£229
AGE OF RESPONDENT												
16-24	15.36	12.99	1.38	1.07	46.0	37.7	4.7	3.6	£2,222	£1,802	£233	£187
25-34	20.33	16.68	2.15	1.59	56.4	45.2	6.1	5.1	£3,278	£2,636	£426	£215
35-44	30.51	25.02	3.26	2.33	87.0	68.8	9.5	8.7	£5,454	£4,280	£709	£465
45-54	23.73	19.49	2.63	1.77	67.7	51.9	9.9	5.9	£4,712	£3,707	£700	£305
55-64	20.65	16.72	2.35	1.69	66.8	51.9	8.6	6.4	£4,122	£3,201	£601	£320
65+	16.05	13.38	1.59	1.24	63.4	51.3	6.8	5.3	£2,878	£2,288	£349	£242
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
Age 16-34, married, no children	16.76	14.19	1.52	1.11	48.2	39.9	4.7	3.6	£2,608	£2,149	£262	£197
Age 16-34, with children	8.03	6.72	0.84	0.50	20.7	16.6	2.6	1.4	£1,462	£1,131	£237	£95
Age 35-54, no children	10.90	8.75	1.16	1.05	33.5	26.4	3.4	3.7	£1,430	£1,159	£161	£110
Age 35-54, with children	25.48	20.83	2.93	1.83	68.3	52.8	10.0	5.5	£5,352	£4,143	£828	£381
Age 55+	28.77	23.68	2.96	2.28	86.5	67.9	9.4	9.1	£4,814	£3,844	£580	£390
ACTIVITIES UNDERTAKEN ON TRIP*												
Just relaxing	25.01	20.70	2.30	2.21	97.3	77.8	9.7	9.7	£4,744	£3,766	£554	£424
Sightseeing on foot	22.93	17.96	2.64	2.55	93.3	70.3	12.2	10.7	£5,462	£4,171	£751	£540
Short walk\ stroll - up to 2 miles\ 1 hour	21.83	17.18	2.23	2.63	87.1	66.7	9.8	10.6	£4,427	£3,390	£593	£444
Sightseeing by car	14.73	11.17	1.89	1.83	69.4	51.5	9.7	8.2	£3,672	£2,681	£559	£433
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	14.27	10.99	1.75	1.73	61.7	45.0	9.1	7.6	£3,283	£2,352	£555	£376
Visiting a beach	12.10	9.40	0.67	2.16	57.1	43.0	4.2	10.0	£2,639	£2,068	£167	£404
Centre based walking (i.e. around a city\town centre)	9.58	8.00	0.86	0.83	35.4	28.3	4.0	3.1	£2,161	£1,747	£251	£162
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	6.40	5.57	0.60	0.27	14.5	11.7	2.0	0.8	£906	£748	£121	£37
Visiting a country park	6.15	5.04	0.64	0.53	27.6	21.5	3.3	2.8	£1,357	£1,025	£225	£107
Visiting a museum	6.11	5.00	0.82	0.35	26.6	21.4	3.7	1.5	£1,746	£1,341	£326	£79
Swimming (indoors or outdoors)	5.67	4.41	0.51	0.78	27.3	20.9	2.2	4.2	£1,318	£1,015	£138	£165

Table 2.1 – All Tourism in GB

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	115.71	95.50	12.10	8.67	361.4	285.0	43.6	32.8	£19,797	£15,842	£2,517	£1,438
All Tourism - 2011	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
ACTIVITIES UNDERTAKEN ON TRIP (CONT)*												
Had a picnic or BBQ	5.25	4.38	0.37	0.57	25.4	20.2	2.0	3.3	£1,121	£895	£111	£115
Visiting a castle/other historic site	4.95	3.26	1.05	0.75	23.9	14.9	5.3	3.6	£1,478	£871	£417	£190
Visiting a historic house, stately home, palace	4.84	3.99	0.58	0.31	23.2	18.7	3.1	1.4	£1,439	£1,107	£248	£84
Visiting a cathedral, church, abbey or other religious building	4.57	3.87	0.44	0.33	19.5	15.9	2.2	1.4	£1,317	£1,055	£161	£101
Special shopping for items you do not regularly buy	4.49	3.72	0.45	0.37	17.5	13.1	1.9	2.5	£1,256	£990	£167	£98
Visiting a theme/amusement park	4.45	4.05	0.18	0.26	19.0	16.6	0.8	1.5	£900	£800	£33	£67
Viewing architecture and buildings	4.29	3.41	0.60	0.32	18.7	14.3	3.0	1.4	£1,198	£862	£258	£78
Visiting a garden	4.16	3.53	0.40	0.28	19.8	16.2	2.0	1.5	£1,136	£936	£128	£71
Other sightseeing (e.g. on a coach, boat trip)	3.80	2.99	0.58	0.26	16.2	12.3	2.7	1.2	£1,026	£765	£186	£74
Sunbathing	3.26	2.66	0.19	0.43	18.3	14.2	1.2	3.0	£831	£696	£32	£103
A live music concert	3.12	2.57	0.38	0.18	9.3	7.4	1.5	0.4	£756	£606	£120	£30
Visiting another type of attraction	3.03	2.51	0.31	0.23	11.6	9.7	0.9	1.0	£762	£632	£81	£49
Visiting an art gallery	2.91	2.31	0.52	0.13	11.9	9.1	2.3	0.6	£923	£671	£215	£36
Visiting a wildlife attraction/nature reserve	2.74	1.96	0.44	0.42	13.8	9.5	2.5	1.9	£674	£450	£137	£87

*Top 25 activities undertaken on trip illustrated in Table 2-1 above. Sorted by frequency of GB all tourism trips.

Table 2-2a – HOLIDAY TRIPS IN GREAT BRITAIN

- Tables 2-2a - 2-2c below are based on 'pure' holidays (pleasure and leisure). Visits to friends and relatives which are described by the respondent as being mainly a holiday rather than for some other reason are included further below in Tables 2-3a – 2-3c.
- British residents made 58 million holiday trips in Great Britain in 2011. Short holidays of 1-3 nights in length accounted for a 63% share whilst long holidays of 4+ nights or more accounted for a smaller 37% share.
- The commercial accommodation sector accounts for four in five holiday trips (79%), with a similar share for short trips (79%) and long trips (80%). The pattern is very different for self-catering (mainly cottages and caravans) accommodation. Long trips account for a 57% share whilst shorter trips have a much smaller share (22%).
- The car is the dominant mode of transport used for the longest part of the journey to the destination (80%). Public transport (excluding planes) is used for 15% of holiday trips.
- Firm bookings were made before going on holiday for two thirds of holiday trips (65%).
- Holiday trips are taken to a wide range of destinations. 35% of short trips are taken to large cities/towns whereas 43% of longer trips are taken to the seaside.
- Around two-fifths (38%) of long holiday trips are taken in July or August, while short trips are distributed more evenly across the year.

Table 2.2a – Holiday Trips in GB												
	All Holiday Trips				Short Holiday Trips (1-3 Nights)				Long Holiday Trips (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	54.74	43.54	5.70	5.76	34.41	27.86	3.40	3.21	20.34	15.69	2.30	2.55
All Tourism - 2011	58.43	46.16	6.57	6.04	37.09	30.05	3.92	3.17	21.34	16.10	2.65	2.87
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	46.10	36.49	5.25	4.67	29.12	23.72	3.04	2.40	16.99	12.77	2.22	2.26
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	25.67	20.97	3.15	1.71	20.59	17.09	2.31	1.23	5.07	3.89	0.84	0.48
Hotel/ motel	21.14	17.31	2.68	1.29	17.4	14.46	2.04	0.93	3.74	2.85	0.64	0.36
Guest House/ Bed and Breakfast	4.26	3.41	0.51	0.41	3.05	2.50	0.27	0.29	1.21	0.91	0.23	0.12
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chalet/ villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	20.09	15.27	2.10	2.90	7.99	6.22	0.70	1.09	12.1	9.06	1.40	1.81
Self-catering rented accommodation (Flat/apartment/house/chalet/ villa/bungalow/cottage & holiday camp/village)	8.11	5.95	1.04	1.21	2.10	1.57	0.26	0.27	6.01	4.38	0.78	0.94
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	15.35	11.61	1.45	2.38	7.91	6.00	0.73	1.21	7.43	5.62	0.73	1.17

Table 2.2a – Holiday Trips in GB

	All Holiday Trips				Short Holiday Trips (1-3 Nights)				Long Holiday Trips (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	54.74	43.54	5.70	5.76	34.41	27.86	3.40	3.21	20.34	15.69	2.30	2.55
All Tourism - 2011	58.43	46.16	6.57	6.04	37.09	30.05	3.92	3.17	21.34	16.10	2.65	2.87
ACCOMMODATION USED (CONT)												
Touring caravan	4.02	3.17	0.44	0.46	1.91	1.45	0.17	0.29	2.11	1.72	0.27	0.17
Static (not owned)	3.73	2.95	0.21	0.58	1.07	0.88	0.03	0.15	2.66	2.07	0.18	0.42
Static (owned)	3.35	2.28	0.40	0.68	2.02	1.35	0.29	0.38	1.33	0.93	0.11	0.30
Camping	4.26	3.23	0.41	0.66	2.92	2.31	0.23	0.38	1.34	0.92	0.18	0.28
Hostel	0.69	0.49	0.10	0.09	0.56	0.44	0.03	0.08	0.13	0.05	0.07	0.01
Own home/ friend's home / relative's home	8.33	6.78	1.01	0.70	5.29	4.42	0.54	0.33	3.05	2.35	0.46	0.37
MAIN MODE OF TRANSPORT USED												
Public transport	9.64	7.72	1.44	0.55	6.58	5.37	0.93	0.29	3.05	2.35	0.51	0.26
Train	5.65	4.71	0.70	0.27	4.33	3.64	0.53	0.17	1.31	1.06	0.17	0.11
Regular bus/ coach	1.23	0.99	0.16	0.08	0.83	0.67	0.12	0.04	0.40	0.31	0.05	0.04
Sea/ air	0.74	0.35	0.34	0.04	0.48	0.24	0.22	0.03	0.25	0.12	0.13	0.02
Plane	0.63	0.29	0.31	0.03	0.40	0.19	0.2	0.02	0.23	0.10	0.12	0.02
Boat/ ship/ ferry	0.10	0.06	0.03	0.01	0.08	0.05	0.02	0.01	0.03	0.01	0.01	-
Personal transport	17.89	14.06	2.95	0.97	12.62	10.11	2.00	0.55	5.24	3.94	0.98	0.45
Car	46.48	36.61	4.82	5.28	28.97	23.46	2.81	2.75	17.51	13.15	2.01	2.53
Car - own/ friend's/ firm's	45.67	35.98	4.73	5.18	28.42	23.03	2.73	2.69	17.25	12.96	1.99	2.49
Car - hired	0.81	0.63	0.09	0.10	0.56	0.43	0.07	0.06	0.26	0.20	0.02	0.04
Organised coach tour	2.13	1.73	0.26	0.17	1.02	0.86	0.09	0.07	1.11	0.87	0.17	0.10
Other	0.53	0.41	0.08	0.04	0.36	0.27	0.05	0.04	0.17	0.14	0.03	0.01
COUNTRY OF RESIDENCE												
England	49.87	42.70	2.82	4.65	31.40	27.98	1.17	2.30	18.46	14.72	1.65	2.35
Scotland	5.39	1.70	3.63	0.08	3.67	0.96	2.69	0.02	1.72	0.74	0.94	0.06
Wales	3.18	1.75	0.12	1.30	2.01	1.11	0.06	0.84	1.16	0.64	0.06	0.46
HOW TRIP BOOKED												
Firm booking	37.84	30.30	4.29	3.50	23.80	19.44	2.54	1.85	14.04	10.86	1.74	1.66
High street or on-line travel agent	2.18	1.86	0.23	0.10	1.65	1.44	0.15	0.07	0.53	0.42	0.08	0.03
Directly with a tour operator	4.12	3.31	0.41	0.45	1.66	1.35	0.16	0.15	2.46	1.96	0.26	0.29
Directly with accommodation provider	25.54	20.45	2.69	2.55	16.78	13.74	1.66	1.39	8.76	6.71	1.03	1.15
Directly with a transport provider	3.34	2.55	0.61	0.23	2.36	1.84	0.40	0.13	0.99	0.70	0.21	0.10
Directly with a Tourist Board / TIC	0.38	0.27	0.07	0.03	0.22	0.16	0.03	0.03	0.15	0.11	0.04	-
Booked online	24.32	19.51	3.00	1.99	15.71	12.87	1.82	1.04	8.61	6.63	1.18	0.94
Through some other source	2.64	2.09	0.39	0.19	1.55	1.24	0.24	0.08	1.09	0.85	0.15	0.11

Table 2.2a – Holiday Trips in GB

	All Holiday Trips				Short Holiday Trips (1-3 Nights)				Long Holiday Trips (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	54.74	43.54	5.70	5.76	34.41	27.86	3.40	3.21	20.34	15.69	2.30	2.55
All Tourism - 2011	58.43	46.16	6.57	6.04	37.09	30.05	3.92	3.17	21.34	16.10	2.65	2.87
HOW TRIP BOOKED (CONT)												
Did not make firm bookings before trip	17.01	12.97	1.97	2.14	11.19	8.86	1.23	1.12	5.82	4.11	0.74	1.02
Don't Know	3.58	2.89	0.32	0.40	2.10	1.76	0.15	0.20	1.48	1.13	0.17	0.19
WHETHER BOOKED ONLINE												
Booked online	24.32	19.51	3.00	1.99	15.71	12.87	1.82	1.04	8.61	6.63	1.18	0.94
Not booked online	34.11	26.65	3.57	4.05	21.38	17.18	2.10	2.13	12.73	9.47	1.47	1.93
PACKAGE TRIP												
Package trip	3.54	2.88	0.43	0.25	1.87	1.56	0.20	0.11	1.67	1.32	0.23	0.14
Not a package trip	54.67	43.09	6.13	5.76	35.04	28.34	3.71	3.04	19.63	14.75	2.41	2.72
Don't Know	0.23	0.19	0.02	0.02	0.18	0.15	0.01	0.02	0.05	0.03	0.01	-
TYPE OF LOCATION STAYED AT												
Seaside	18.25	14.41	1.14	2.72	8.97	7.21	0.47	1.29	9.28	7.20	0.67	1.43
Large city / large town	15.79	13.08	2.17	0.55	12.87	10.76	1.67	0.44	2.91	2.32	0.50	0.11
Small town	12.08	8.85	2.00	1.29	7.45	5.77	1.06	0.62	4.63	3.09	0.94	0.67
Countryside / village	13.83	10.69	1.63	1.55	7.95	6.40	0.72	0.83	5.88	4.29	0.9	0.72
MONTH TRIP STARTED												
January 2011	1.68	1.40	0.22	0.07	1.38	1.18	0.16	0.04	0.30	0.21	0.06	0.03
February 2011	2.73	2.21	0.33	0.22	2.03	1.64	0.23	0.15	0.70	0.56	0.10	0.07
March 2011	3.33	2.60	0.40	0.36	2.56	2.01	0.29	0.27	0.77	0.59	0.11	0.09
April 2011	6.20	4.90	0.68	0.63	3.99	3.26	0.40	0.33	2.21	1.65	0.28	0.29
May 2011	5.70	4.38	0.64	0.72	3.38	2.60	0.39	0.41	2.33	1.78	0.25	0.32
June 2011	5.84	4.49	0.74	0.64	3.63	2.84	0.48	0.33	2.21	1.66	0.26	0.31
July 2011	8.01	6.29	0.90	0.88	4.46	3.67	0.45	0.34	3.55	2.63	0.45	0.54
August 2011	9.00	7.06	0.90	1.12	4.36	3.62	0.37	0.38	4.64	3.44	0.53	0.74
September 2011	5.62	4.50	0.57	0.56	3.71	2.96	0.39	0.36	1.91	1.54	0.18	0.20
October 2011	4.84	3.85	0.60	0.43	3.18	2.59	0.37	0.22	1.66	1.26	0.24	0.21
November 2011	2.46	2.07	0.21	0.18	2.05	1.78	0.12	0.15	0.41	0.29	0.09	0.03
December 2011	3.02	2.41	0.38	0.24	2.36	1.91	0.26	0.19	0.66	0.50	0.11	0.05
DURATION OF TRIP												
1 night	12.06	10.15	1.26	0.64	12.06	10.15	1.26	0.64	-	-	-	-
2 nights	15.84	12.53	1.73	1.59	15.84	12.53	1.73	1.59	-	-	-	-
3 nights	9.19	7.37	0.93	0.93	9.19	7.37	0.93	0.93	-	-	-	-
4 nights	7.13	5.51	0.69	0.97	-	-	-	-	7.13	5.51	0.69	0.97
5 nights	2.95	2.13	0.37	0.45	-	-	-	-	2.95	2.13	0.37	0.45
6 nights	2.02	1.42	0.36	0.26	-	-	-	-	2.02	1.42	0.36	0.26
7 nights	5.98	4.61	0.67	0.74	-	-	-	-	5.98	4.61	0.67	0.74

Table 2.2a – Holiday Trips in GB

	All Holiday Trips				Short Holiday Trips (1-3 Nights)				Long Holiday Trips (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	54.74	43.54	5.70	5.76	34.41	27.86	3.40	3.21	20.34	15.69	2.30	2.55
All Tourism - 2011	58.43	46.16	6.57	6.04	37.09	30.05	3.92	3.17	21.34	16.10	2.65	2.87
DURATION OF TRIP (CONT)												
1-3 nights	37.09	30.05	3.92	3.17	37.09	30.05	3.92	3.17	-	-	-	-
4-7 nights	18.08	13.68	2.08	2.42	-	-	-	-	18.08	13.68	2.08	2.42
8+ nights	3.26	2.42	0.58	0.45	-	-	-	-	3.26	2.42	0.58	0.45
Average duration of trip (nights)	3.57	3.42	3.88	4.14	1.92	1.91	1.90	2.08	6.43	6.25	6.78	6.42
CHILDREN ON TRIP												
Yes	19.84	15.68	1.72	2.50	10.60	8.73	0.90	0.98	9.24	6.95	0.82	1.52
No	38.59	30.48	4.85	3.54	26.49	21.33	3.02	2.18	12.10	9.15	1.83	1.35
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	20.75	16.40	2.26	2.23	13.87	11.36	1.31	1.22	6.88	5.04	0.95	1.01
C1 (Clerical and supervisory)	18.03	14.32	2.02	1.81	11.36	9.13	1.22	1.04	6.68	5.19	0.81	0.77
C2 (Skilled manual)	11.15	8.99	1.28	0.90	7.07	5.85	0.79	0.43	4.08	3.14	0.50	0.47
DE (Unskilled, state pensioners etc.)	8.50	6.45	1.00	1.09	4.79	3.71	0.6	0.48	3.71	2.74	0.40	0.61
AGE OF RESPONDENT												
16-24	5.39	4.29	0.56	0.56	3.89	3.17	0.41	0.32	1.50	1.12	0.15	0.25
25-34	8.32	6.47	0.90	0.99	5.89	4.59	0.71	0.6	2.44	1.87	0.19	0.39
35-44	14.75	11.73	1.62	1.45	9.62	7.96	1.02	0.64	5.13	3.76	0.60	0.81
45-54	11.22	8.87	1.32	1.08	7.56	6.21	0.72	0.64	3.66	2.67	0.60	0.44
55-64	10.44	8.18	1.21	1.13	6.30	5.00	0.67	0.66	4.13	3.18	0.54	0.47
65+	8.31	6.62	0.96	0.82	3.83	3.13	0.40	0.31	4.48	3.49	0.56	0.51
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	5.41	4.25	0.59	0.60	4.09	3.28	0.46	0.37	1.32	0.98	0.13	0.23
Age 16-34, married, no children	3.24	2.56	0.41	0.29	2.58	2.05	0.33	0.19	0.67	0.51	0.08	0.09
Age 16-34, with children	5.06	3.94	0.47	0.67	3.11	2.43	0.33	0.36	1.95	1.51	0.14	0.30
Age 35-54, no children	10.75	8.47	1.35	0.98	7.59	6.22	0.75	0.61	3.16	2.25	0.59	0.37
Age 35-54, with children	15.22	12.13	1.59	1.56	9.60	7.95	0.98	0.67	5.63	4.18	0.61	0.89
Age 55+	18.75	14.8	2.17	1.95	10.13	8.12	1.06	0.97	8.62	6.68	1.11	0.98
ACTIVITIES UNDERTAKEN ON TRIP												
Sightseeing on foot	17.15	13.27	1.94	2.08	9.09	7.30	0.89	0.93	8.06	5.98	1.05	1.15
Just relaxing	15.31	12.16	1.46	1.78	8.19	6.61	0.75	0.83	7.12	5.55	0.71	0.95
Short walk\ stroll - up to 2 miles\ 1 hour	13.78	10.61	1.45	1.82	7.03	5.56	0.64	0.84	6.75	5.05	0.81	0.98
Sightseeing by car	11.19	8.43	1.39	1.47	4.60	3.62	0.48	0.51	6.59	4.81	0.91	0.97
Long walk, hike or ramble (minimum of 2 miles\1 hour)	10.30	7.61	1.34	1.48	4.78	3.72	0.46	0.62	5.52	3.89	0.89	0.86

Table 2.2a – Holiday Trips in GB

	All Holiday Trips				Short Holiday Trips (1-3 Nights)				Long Holiday Trips (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	54.74	43.54	5.70	5.76	34.41	27.86	3.40	3.21	20.34	15.69	2.30	2.55
All Tourism - 2011	58.43	46.16	6.57	6.04	37.09	30.05	3.92	3.17	21.34	16.10	2.65	2.87
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Visiting a beach	9.47	7.28	0.57	1.68	3.87	3.03	0.19	0.66	5.60	4.24	0.38	1.02
Centre based walking (i.e. around a city/town centre)	5.66	4.64	0.53	0.53	3.24	2.72	0.23	0.28	2.43	1.92	0.30	0.24
Swimming (indoors or outdoors)	4.69	3.62	0.40	0.67	1.74	1.38	0.17	0.19	2.96	2.25	0.23	0.49
Visiting a museum	4.49	3.58	0.68	0.28	2.24	1.82	0.34	0.10	2.24	1.76	0.34	0.19
Visiting a castle/other historic site	3.89	2.53	0.81	0.64	1.55	1.03	0.30	0.23	2.33	1.49	0.51	0.41
Visiting a country park	3.88	3.05	0.45	0.40	1.58	1.30	0.15	0.13	2.30	1.76	0.30	0.27
Had a picnic or BBQ	3.86	3.15	0.26	0.48	1.60	1.33	0.08	0.18	2.26	1.81	0.18	0.30
Visiting a historic house, stately home, palace	3.80	3.10	0.49	0.24	1.66	1.35	0.20	0.11	2.14	1.75	0.28	0.13
Visiting a theme/amusement park	3.69	3.34	0.13	0.24	1.87	1.74	0.08	0.05	1.82	1.60	0.05	0.18
Viewing architecture and buildings	3.15	2.44	0.48	0.26	1.55	1.24	0.21	0.10	1.60	1.20	0.26	0.15
Visiting a cathedral, church, abbey or other religious building	3.11	2.56	0.38	0.23	1.47	1.23	0.18	0.07	1.65	1.33	0.20	0.16
Visiting a garden	3.06	2.59	0.29	0.20	1.29	1.10	0.11	0.08	1.77	1.49	0.18	0.12
Other sightseeing (e.g. on a coach, boat trip)	2.99	2.29	0.47	0.26	1.32	1.05	0.19	0.09	1.67	1.25	0.28	0.18
Sunbathing	2.72	2.20	0.16	0.37	0.88	0.73	0.07	0.08	1.84	1.47	0.09	0.29
Special shopping for items you do not regularly buy	2.59	2.08	0.26	0.28	1.51	1.26	0.14	0.12	1.08	0.82	0.11	0.16
Visiting a wildlife attraction/nature reserve	2.22	1.58	0.33	0.34	0.79	0.53	0.11	0.16	1.43	1.06	0.23	0.18
Visiting another type of attraction	2.11	1.71	0.22	0.18	1.10	0.89	0.14	0.08	1.01	0.83	0.08	0.10
A live music concert	2.04	1.70	0.27	0.08	1.48	1.25	0.17	0.06	0.56	0.45	0.09	0.02
Visiting an art gallery	1.91	1.45	0.38	0.09	1.06	0.83	0.22	0.02	0.85	0.63	0.16	0.07
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	1.75	1.50	0.20	0.08	1.51	1.34	0.13	0.05	0.24	0.16	0.08	0.03

*Top 25 activities undertaken on trip illustrated in Table 2-2a above. Sorted by frequency of GB all holiday trips.

Table 2-2b – HOLIDAY BEDNIGHTS IN GREAT BRITAIN

- This section covers holiday tourism in terms of bed nights. As evident in recent years, the overall pattern is very similar to that for trips, but some differences are highlighted below. Furthermore, some clear patterns emerge between short and long holidays.
- Serviced accommodation is less important in terms of nights (29%) than it is for trips (44%). This is reflected in the share of bed nights based on the duration of the holiday with short trips accounting for a 51% share and long trips an 18% share. In contrast, long trips account for a 58% share of all bed nights in self-catering accommodation whilst short trips account for just over a quarter (26%). Self-catering rented accommodation is therefore slightly more important in terms of nights (47%) than in terms of trips (34%). This reflects the earlier finding that self-catering accommodation is more likely to be used for long trips.
- Firm bookings are made before the trip for 65% of nights. There is little difference between the share for short (64%) and long trips (65%). The seaside accounts for 38% of holiday nights with short trips accounting for a smaller share than long trips (30% vs. 43%). In contrast, short trips account for a larger share of bed nights within large towns and cities (30%) when compared to long trips (10%).
- There is a strong summer seasonal peak in terms of nights, with 37% of nights taken in July and August. The share of bed nights for long trips is larger for these months than for short trips (43% vs. 25%) reflecting that many tourists take their main holiday of the year during these summer months, particularly amongst families during the main school holiday period.

Table 2.2a – Holiday Nights in GB

	All Holiday Nights				Short Holiday Nights (1-3 Nights)				Long Holiday Nights (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	197.2	151.7	21.6	23.8	66.8	53.5	6.7	6.6	130.5	98.2	15.0	17.2
All Tourism - 2011	208.5	158.0	25.5	25.0	71.3	57.3	7.5	6.6	137.2	100.7	18.0	18.4
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	161.3	123.0	20.0	18.3	55.5	44.8	5.7	5.0	105.8	78.1	14.3	13.4
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	61.0	48.4	8.2	4.4	36.1	29.6	4.1	2.3	24.9	18.8	4.1	2.1
Hotel/ motel	47.0	37.4	6.4	3.2	29.8	24.5	3.6	1.7	17.2	12.9	2.8	1.5
Guest House/ Bed and Breakfast	12.4	9.5	1.8	1.1	5.8	4.7	0.5	0.6	6.5	4.7	1.2	0.5
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chalet/ villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	98.6	73.5	11.3	13.8	18.4	14.4	1.5	2.5	80.2	59.2	9.8	11.2
Self-catering rented accommodation (Flat/apartment/house/chalet/ villa/bungalow/cottage & holiday camp/village)	44.9	32.4	6.0	6.5	5.3	4.0	0.6	0.7	39.6	28.4	5.4	5.8

Table 2.2a – Holiday Nights in GB

	All Holiday Nights				Short Holiday Nights (1-3 Nights)				Long Holiday Nights (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	197.2	151.7	21.6	23.8	66.8	53.5	6.7	6.6	130.5	98.2	15.0	17.2
All Tourism - 2011	208.5	158.0	25.5	25.0	71.3	57.3	7.5	6.6	137.2	100.7	18.0	18.4
ACCOMMODATION USED (CONT)												
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	68.1	50.6	6.5	11.0	17.6	13.5	1.5	2.7	50.5	37.1	5.0	8.3
Touring caravan	19.9	15.6	2.5	1.8	4.2	3.1	0.3	0.7	15.7	12.5	2.1	1.1
Static (not owned)	19.1	14.9	1.3	2.9	2.7	2.3	0.1	0.4	16.4	12.7	1.2	2.5
Static (owned)	14.4	9.4	1.2	3.7	4.5	3.1	0.6	0.8	9.9	6.3	0.6	2.9
Camping	14.7	10.6	1.5	2.6	6.2	5.0	0.5	0.8	8.5	5.6	1.0	1.8
Hostel	1.7	1.0	0.5	0.2	1.0	0.8	0.1	0.1	0.7	0.2	0.4	*
Own home/ friend's home / relative's home	27.9	21.6	3.7	2.6	9.8	8.1	1.0	0.7	18.1	13.5	2.7	1.9
MAIN MODE OF TRANSPORT USED												
Public transport	29.4	22.6	4.8	1.9	12.1	9.8	1.8	0.6	17.3	12.8	3.0	29.4
Train	15.9	12.8	2.2	1.0	7.6	6.3	1.0	0.3	8.3	6.4	1.2	15.9
Regular bus/ coach	3.7	3.0	0.5	0.2	1.6	1.4	0.2	0.1	2.1	1.6	0.3	3.7
Sea/ air	2.7	1.2	1.2	0.2	1.0	0.5	0.5	*	1.7	0.8	0.8	2.7
Plane	2.4	1.1	1.1	0.2	0.8	0.4	0.4	*	1.6	0.7	0.7	2.4
Boat/ ship/ ferry	0.3	0.1	0.1	*	0.1	0.1	*	*	0.1	0.1	0.1	0.3
Personal transport	176.7	133.5	20.2	22.9	58.2	46.7	5.5	6.0	118.5	86.8	14.7	176.7
Car	170.2	128.7	19.2	22.3	56.3	45.2	5.3	5.8	113.9	83.5	13.9	170.2
Car - own/ friend's/ firm's	167.8	126.9	19.0	21.9	55.4	44.5	5.2	5.7	112.5	82.4	13.7	167.8
Car - hired	2.4	1.8	0.2	0.4	1.0	0.7	0.1	0.1	1.5	1.1	0.1	2.4
Organised coach tour	7.4	5.7	1.1	0.6	2.0	1.7	0.2	0.1	5.4	4.0	0.9	7.4
Other	1.7	1.4	0.3	0.1	0.6	0.5	0.1	0.1	1.1	0.9	0.2	1.7
COUNTRY OF RESIDENCE												
England	179.8	145.3	14.3	20.2	60.5	53.2	2.4	4.9	119.3	92.1	11.9	15.3
Scotland	17.7	6.7	10.6	0.4	6.8	1.9	4.9	*	10.9	4.8	5.7	0.4
Wales	11.0	5.9	0.6	4.4	4.0	2.1	0.2	1.7	7.0	3.8	0.5	2.7
HOW TRIP BOOKED												
Firm booking	135.1	104.6	16.6	13.9	45.7	37.0	4.9	3.8	89.5	67.6	11.7	10.1
High street or on-line travel agent	6.1	5.0	0.7	0.4	2.9	2.6	0.3	0.1	3.1	2.4	0.5	0.2
Directly with a tour operator	17.9	14.1	1.8	2.0	3.5	2.8	0.3	0.4	14.4	11.3	1.5	1.6
Directly with accommodation provider	89.0	69.2	9.8	10.0	31.8	25.8	3.2	2.8	57.3	43.4	6.7	7.2
Directly with a transport provider	10.7	7.6	2.3	0.8	4.5	3.5	0.8	0.2	6.2	4.1	1.5	0.6

Table 2.2a – Holiday Nights in GB

	All Holiday Nights				Short Holiday Nights (1-3 Nights)				Long Holiday Nights (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	197.2	151.7	21.6	23.8	66.8	53.5	6.7	6.6	130.5	98.2	15.0	17.2
All Tourism - 2011	208.5	158.0	25.5	25.0	71.3	57.3	7.5	6.6	137.2	100.7	18.0	18.4
HOW TRIP BOOKED (CONT)												
Directly with a Tourist Board / TIC	1.6	1.1	0.4	0.1	0.5	0.4	0.1	0.1	1.1	0.8	0.3	-
Booked online	83.0	64.2	11.3	7.6	29.2	23.7	3.5	2.1	53.8	40.5	7.8	5.5
Through some other source	10.2	7.7	1.6	0.9	3.3	2.6	0.5	0.2	6.9	5.1	1.1	0.7
Did not make firm bookings before trip	60.1	43.0	7.5	9.6	21.4	16.8	2.2	2.4	38.7	26.2	5.3	7.2
Don't Know	13.3	10.4	1.3	1.6	4.3	3.5	0.3	0.4	9.0	6.8	1.0	1.1
WHETHER BOOKED ONLINE												
Booked online	83.0	64.2	11.3	7.6	29.2	23.7	3.5	2.1	53.8	40.5	7.8	5.5
Not booked online	125.5	93.8	14.2	17.4	42.1	33.6	4.0	4.5	83.4	60.2	10.2	12.9
PACKAGE TRIP												
Package trip	12.2	9.8	1.6	0.9	3.7	3.0	0.4	0.2	8.6	6.7	1.2	0.7
Not a package trip	195.7	147.8	23.8	24.1	67.3	54	7.0	6.3	128.4	93.8	16.8	17.7
Don't Know	0.6	0.4	0.1	0.1	0.4	0.3	*	0.1	0.2	0.2	*	-
TYPE OF LOCATION STAYED AT												
Seaside	78.9	60.6	5.6	12.7	19.4	15.4	1.0	2.9	59.5	45.1	4.6	9.8
Large city / large town	35.7	29.1	5.4	1.2	21.5	17.8	3.0	0.7	14.2	11.3	2.4	0.5
Small town	41.4	29.5	7.2	4.7	14.1	10.9	2.0	1.2	27.3	18.6	5.2	3.5
Countryside / village	52.0	38.3	7.3	6.4	16.1	12.9	1.5	1.8	35.9	25.4	5.8	4.6
MONTH TRIP STARTED												
January 2011	3.9	3.1	0.6	0.2	2.4	2.0	0.3	0.1	1.6	1.1	0.4	0.1
February 2011	7.3	5.6	1.0	0.7	3.7	2.9	0.4	0.4	3.6	2.7	0.5	0.3
March 2011	9.1	6.9	1.1	1.1	4.8	3.8	0.5	0.5	4.3	3.1	0.6	0.6
April 2011	21.2	16.5	2.4	2.4	8.1	6.6	0.8	0.7	13.1	9.9	1.6	1.7
May 2011	20.4	15.5	2.4	2.5	6.6	5.0	0.8	0.8	13.8	10.5	1.6	1.7
June 2011	22.0	16.7	2.7	2.6	7.2	5.7	0.9	0.6	14.8	11.0	1.8	2.0
July 2011	35.4	25.4	4.9	5.1	8.8	7.1	1.0	0.7	26.6	18.3	4.0	4.4
August 2011	40.9	30.6	4.5	5.8	8.9	7.3	0.7	0.9	32.0	23.3	3.8	4.9
September 2011	19.7	15.5	2.1	2.0	7.4	5.9	0.8	0.8	12.3	9.6	1.3	1.3
October 2011	15	11.5	1.9	1.6	5.8	4.7	0.7	0.5	9.2	6.8	1.2	1.1
November 2011	5.8	4.8	0.7	0.4	3.6	3.1	0.2	0.3	2.3	1.6	0.5	0.1
December 2011	7.7	5.9	1.2	0.6	4.0	3.1	0.5	0.4	3.7	2.8	0.7	0.2
DURATION OF TRIP												
1 night	12.06	10.15	1.26	0.64	12.06	10.15	1.26	0.64	-	-	-	-
2 nights	31.68	25.05	3.44	3.19	31.68	25.05	3.44	3.19	-	-	-	-
3 nights	27.58	22.06	2.75	2.77	27.58	22.06	2.75	2.77	-	-	-	-

Table 2.2a – Holiday Nights in GB

	All Holiday Nights				Short Holiday Nights (1-3 Nights)				Long Holiday Nights (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	197.2	151.7	21.6	23.8	66.8	53.5	6.7	6.6	130.5	98.2	15.0	17.2
All Tourism - 2011	208.5	158.0	25.5	25.0	71.3	57.3	7.5	6.6	137.2	100.7	18.0	18.4
DURATION OF TRIP (CONT)												
4 nights	28.53	21.98	2.74	3.81	-	-	-	-	28.53	21.98	2.74	3.81
5 nights	14.73	10.65	1.83	2.25	-	-	-	-	14.73	10.65	1.83	2.25
6 nights	12.13	8.47	2.14	1.53	-	-	-	-	12.13	8.47	2.14	1.53
7 nights	41.86	32.12	4.65	5.1	-	-	-	-	41.86	32.12	4.65	5.1
1-3 nights	71.32	57.26	7.46	6.6	71.32	57.26	7.46	6.6	-	-	-	-
4-7 nights	97.26	73.22	11.35	12.69	-	-	-	-	97.26	73.22	11.35	12.69
8+ nights	39.91	27.48	6.69	5.74	-	-	-	-	39.91	27.48	6.69	5.74
Average duration of trip (nights)	3.57	3.42	3.88	4.14	1.92	1.91	1.90	2.08	6.43	6.25	6.78	6.42
CHILDREN ON TRIP												
Yes	80.8	61.4	7.2	12.1	21.9	18.0	1.7	2.3	58.8	43.5	5.5	9.9
No	127.7	96.5	18.3	12.9	49.4	39.3	5.7	4.3	78.4	57.2	12.6	8.6
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	70.0	52.1	9.1	8.8	26.3	21.2	2.6	2.5	43.8	30.9	6.5	6.3
C1 (Clerical and supervisory)	64.3	50.1	7.5	6.8	21.8	17.5	2.2	2.1	42.5	32.6	5.2	4.7
C2 (Skilled manual)	39.7	30.8	4.8	4.2	13.6	11.2	1.5	0.9	26.2	19.7	3.3	3.2
DE (Unskilled, state pensioners etc.)	34.4	24.9	4.2	5.3	9.7	7.4	1.2	1.1	24.7	17.5	3.0	4.2
AGE OF RESPONDENT												
16-24	16.4	12.6	1.8	2.1	6.8	5.6	0.7	0.6	9.6	7.0	1.1	1.5
25-34	25.6	19.5	2.6	3.5	11.1	8.6	1.3	1.2	14.5	10.9	1.3	2.3
35-44	50.5	38.3	5.5	6.7	18.4	15.1	1.9	1.4	32.1	23.1	3.6	5.4
45-54	38.6	28.6	6.0	4.0	14.2	11.6	1.4	1.3	24.4	17.0	4.6	2.8
55-64	40.5	30.6	5.2	4.8	12.6	9.8	1.3	1.4	28.0	20.7	3.8	3.4
65+	36.8	28.4	4.5	3.8	8.2	6.6	0.9	0.7	28.6	21.8	3.6	3.1
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	15.9	12.1	1.7	2.1	7.2	5.8	0.8	0.7	8.7	6.3	1.0	1.4
Age 16-34, married, no children	8.9	6.7	1.2	0.9	4.5	3.6	0.6	0.3	4.3	3.1	0.6	0.6
Age 16-34, with children	17.2	13.2	1.3	2.7	6.1	4.7	0.6	0.8	11.1	8.5	0.8	1.8
Age 35-54, no children	34.3	25.4	5.6	3.3	14.3	11.6	1.5	1.2	20	13.8	4.1	2.1
Age 35-54, with children	54.9	41.5	5.9	7.5	18.3	15.2	1.8	1.4	36.5	26.4	4.1	6.1
Age 55+	77.3	59.0	9.7	8.6	20.8	16.4	2.2	2.2	56.5	42.6	7.5	6.4

Table 2.2a – Holiday Nights in GB

	All Holiday Nights				Short Holiday Nights (1-3 Nights)				Long Holiday Nights (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	197.2	151.7	21.6	23.8	66.8	53.5	6.7	6.6	130.5	98.2	15.0	17.2
All Tourism - 2011	208.5	158.0	25.5	25.0	71.3	57.3	7.5	6.6	137.2	100.7	18.0	18.4
ACTIVITIES UNDERTAKEN ON TRIP												
Sightseeing on foot	73.7	55.3	9.0	9.4	19.2	15.4	1.8	2.0	54.5	39.9	7.2	7.4
Just relaxing	64.6	49.7	6.7	8.2	16.7	13.4	1.5	1.8	47.9	36.3	5.2	6.5
Short walk\ stroll - up to 2 miles\ 1 hour	59.3	44.6	6.7	8.1	15.0	11.8	1.4	1.8	44.3	32.7	5.3	6.3
Sightseeing by car	55.7	41.1	7.6	7.1	10.2	8.0	1.0	1.1	45.6	33.1	6.5	5.9
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	47.6	33.3	7.7	6.6	10.4	8.0	1.0	1.4	37.1	25.3	6.6	5.2
Visiting a beach	46.4	34.3	3.6	8.4	8.7	6.8	0.4	1.5	37.7	27.6	3.2	6.9
Swimming (indoors or outdoors)	23.3	17.6	1.9	3.7	3.9	3.1	0.3	0.4	19.4	14.5	1.6	3.3
Centre based walking (i.e. around a city\town centre)	22.2	17.4	2.7	2.1	6.4	5.4	0.4	0.6	15.8	12.0	2.3	1.5
Visiting a museum	20.2	15.8	3.1	1.3	4.7	3.9	0.7	0.2	15.5	11.9	2.5	1.1
Had a picnic or BBQ	20.2	15.7	1.6	2.9	3.5	2.9	0.2	0.4	16.8	12.8	1.5	2.5
Visiting a castle\other historic site	19.8	12.1	4.5	3.2	3.5	2.3	0.7	0.5	16.3	9.9	3.8	2.7
Visiting a country park	19.5	14.6	2.5	2.4	3.4	2.8	0.3	0.3	16.1	11.8	2.2	2.1
Visiting a historic house, stately home, palace	18.7	15	2.6	1.1	3.7	3.1	0.4	0.2	15.0	11.9	2.1	0.9
Sunbathing	16.1	12.5	0.9	2.7	2.0	1.7	0.1	0.2	14.1	10.8	0.8	2.5
Visiting a theme\amusement park	15.6	13.6	0.5	1.5	3.8	3.5	0.1	0.2	11.8	10.2	0.3	1.3
Visiting a garden	15.5	12.8	1.7	1.0	2.7	2.3	0.3	0.2	12.7	10.5	1.4	0.8
Viewing architecture and buildings	14.5	10.9	2.4	1.2	3.2	2.5	0.4	0.2	11.3	8.4	2.0	1.0
Visiting a cathedral, church, abbey or other religious building	14.1	11.1	1.8	1.2	3.1	2.6	0.4	0.1	11.0	8.5	1.5	1.0
Other sightseeing (e.g. on a coach, boat trip)	13.3	9.7	2.3	1.2	2.9	2.3	0.4	0.2	10.4	7.4	1.9	1.1
Visiting a wildlife attraction\ nature reserve	11.8	8.4	2.0	1.5	1.6	1.1	0.2	0.3	10.2	7.3	1.8	1.1
Special shopping for items you do not regularly buy	11.1	7.9	1.0	2.1	3.0	2.5	0.2	0.3	8.1	5.4	0.8	1.9
Visiting an art gallery	8.4	6.4	1.6	0.5	2.3	1.8	0.5	*	6.2	4.6	1.1	0.4
Visiting another type of attraction	8.4	7.0	0.6	0.8	2.2	1.8	0.3	0.1	6.2	5.2	0.3	0.7
Watching wildlife, bird watching	7.9	5.1	2.0	0.8	1.3	0.9	0.2	0.2	6.6	4.2	1.8	0.6
Visiting a scenic\historic railway	7.8	6.0	0.5	1.4	1.0	0.8	0.1	0.1	6.9	5.2	0.4	1.3

*Top 25 activities undertaken on trip illustrated in Table 2-2b above. Sorted by frequency of GB all holiday nights.

Table 2-2c – HOLIDAY SPENDING IN GREAT BRITAIN

- This section covers holiday (pleasure and leisure) tourism in terms of spending. The overall pattern, as evident in recent years, is very similar to that for trips and nights. Key differences between short and long holidays have been highlighted below.
- Serviced accommodation (principally hotels) is much more important in terms of spending (49%) than trips (44%) or especially nights (29%), particularly for short trips (71%). Long trips, where self-catering accommodation is more popular, account for a smaller share of spend (28%).
- Firm bookings made before going on trips account for a 72% share of all spend. There is little difference between the share of spend for short (71%) and long trips (74%).
- The share of expenditure amongst those staying in their own homes or homes of friends or relatives on holiday is low for spend (8%) and much lower than for trips (14%) and nights (13%). As with firm bookings, there is no real difference between short and long trips, with both accounting for an 8% share.

Table 2.2c – Holiday Spend in GB												
	All Holiday Spend				Short Holiday Spend (1-3 Nights)				Long Holiday Spend (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2010	£11,534	£9,072	£1,414	£1,049	£5,845	£4,745	£655	£446	£5,689	£4,327	£759	£603
All Tourism - 2011	£13,000	£10,031	£1,740	£1,229	£6,484	£5,250	£758	£475	£6,516	£4,781	£981	£754
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	£11,229	£8,706	£1,482	£1,040	£5,658	£4,605	£651	£402	£5,571	£4,102	£831	£638
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	£6,404	£5,126	£862	£416	£4,579	£3,767	£545	£267	£1,825	£1,359	£317	£149
Hotel/ motel	£5,252	£4,232	£713	£307	£3,909	£3,229	£484	£195	£1,344	£1,003	£229	£112
Guest House/ Bed and Breakfast	£1,066	£813	£148	£105	£639	£507	£61	£70	£427	£306	£87	£35
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chalet/ villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	£4,698	£3,495	£593	£610	£989	£761	£101	£127	£3,709	£2,734	£492	£483
Self-catering rented accommodation (Flat/apartment/house/chalet/ villa/bungalow/cottage & holiday camp/village)	£2,754	£1,987	£408	£359	£439	£326	£58	£55	£2,315	£1,661	£350	£305
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	£2,332	£1,780	£215	£336	£708	£543	£60	£106	£1,624	£1,237	£156	£231
Touring caravan	£607	£477	£84	£47	£147	£108	£16	£24	£461	£369	£68	£23

Table 2.2c – Holiday Spend in GB

	All Holiday Spend				Short Holiday Spend (1-3 Nights)				Long Holiday Spend (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2010	£11,534	£9,072	£1,414	£1,049	£5,845	£4,745	£655	£446	£5,689	£4,327	£759	£603
All Tourism - 2011	£13,000	£10,031	£1,740	£1,229	£6,484	£5,250	£758	£475	£6,516	£4,781	£981	£754
ACCOMMODATION USED (CONT)												
Static (not owned)	£785	£624	£44	£118	£141	£118	£5	£18	£644	£505	£39	£100
Static (owned)	£389	£272	£31	£86	£158	£108	£17	£33	£230	£164	£14	£53
Camping	£551	£408	£57	£86	£262	£209	£22	£31	£289	£199	£35	£55
Hostel	£127	£86	£27	£14	£90	£77	£5	£8	£37	£9	£22	£6
Own home/ friend's home / relative's home	£1,081	£802	£200	£79	£541	£433	£78	£30	£540	£368	£122	£50
MAIN MODE OF TRANSPORT USED												
Public transport	£2,589	£2,026	£424	£139	£1,527	£1,260	£210	£57	£1,062	£766	£213	£82
Train	£1,426	£1,193	£163	£70	£1,009	£881	£94	£34	£417	£312	£69	£36
Regular bus/ coach	£276	£221	£48	£7	£163	£136	£25	£2	£113	£85	£23	£5
Sea/ air	£281	£123	£141	£17	£154	£70	£77	£7	£127	£53	£64	£10
Plane	£264	£114	£134	£16	£142	£64	£72	£6	£122	£50	£62	£10
Boat/ ship/ ferry	£17	£9	£7	£1	£12	£6	£4	£1	£5	£3	£2	-
Personal transport	£10,262	£7,892	£1,288	£1,082	£4,861	£3,917	£531	£414	£5,401	£3,975	£758	£667
Car	£10,017	£7,712	£1,240	£1,066	£4,748	£3,820	£520	£408	£5,269	£3,892	£719	£658
Car - own/ friend's/ firm's	£9,828	£7,577	£1,207	£1,045	£4,636	£3,740	£495	£401	£5,193	£3,838	£711	£644
Car - hired	£189	£134	£33	£21	£112	£80	£25	£7	£76	£54	£8	£14
Organised coach tour	£623	£498	£78	£46	£213	£179	£19	£15	£410	£319	£59	£32
Other	£86	£58	£21	£8	£51	£35	£13	£3	£35	£23	£8	£4
COUNTRY OF RESIDENCE												
England	£11,067	£9,089	£991	£987	£5,414	£4,770	£290	£353	£5,653	£4,319	£701	£634
Scotland	£1,203	£512	£667	£24	£681	£257	£419	£5	£522	£255	£248	£19
Wales	£730	£430	£82	£218	£389	£223	£49	£117	£341	£207	£33	£101
HOW TRIP BOOKED												
Firm booking	£9,417	£7,370	£1,236	£811	£4,605	£3,744	£547	£314	£4,812	£3,626	£689	£497
High street or on-line travel agent	£586	£472	£82	£32	£398	£341	£44	£13	£189	£132	£39	£19
Directly with a tour operator	£1,126	£898	£111	£117	£338	£281	£28	£29	£789	£617	£84	£88
Directly with accommodation provider	£6,224	£4,926	£735	£563	£3,151	£2,579	£350	£222	£3,074	£2,348	£385	£341
Directly with a transport provider	£963	£697	£203	£62	£576	£446	£99	£30	£387	£251	£104	£32
Directly with a Tourist Board / TIC	£117	£82	£28	£6	£53	£35	£12	£6	£64	£47	£17	-
Booked online	£6,211	£4,893	£860	£458	£3,141	£2,533	£411	£197	£3,069	£2,360	£449	£261
Through some other source	£572	£420	£113	£39	£252	£196	£48	£8	£320	£224	£65	£31

Table 2.2c – Holiday Spend in GB

	All Holiday Spend				Short Holiday Spend (1-3 Nights)				Long Holiday Spend (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2010	£11,534	£9,072	£1,414	£1,049	£5,845	£4,745	£655	£446	£5,689	£4,327	£759	£603
All Tourism - 2011	£13,000	£10,031	£1,740	£1,229	£6,484	£5,250	£758	£475	£6,516	£4,781	£981	£754
HOW TRIP BOOKED (CONT)												
Did not make firm bookings before trip	£2,802	£2,054	£410	£338	£1,496	£1,188	£178	£130	£1,306	£866	£232	£208
Don't Know	£781	£607	£93	£80	£382	£318	£33	£32	£399	£289	£61	£49
WHETHER BOOKED ONLINE												
Booked online	£6,211	£4,893	£860	£458	£3,141	£2,533	£411	£197	£3,069	£2,360	£449	£261
Not booked online	£6,789	£5,138	£880	£771	£3,343	£2,717	£347	£278	£3,447	£2,421	£532	£493
PACKAGE TRIP												
Package trip	£1,079	£893	£121	£65	£513	£447	£48	£18	£565	£446	£73	£46
Not a package trip	£11,860	£9,082	£1,616	£1,162	£5,926	£4,764	£708	£455	£5,934	£4,318	£908	£708
Don't Know	£62	£56	£3	£2	£44	£40	£2	£2	£17	£16	£1	-
TYPE OF LOCATION STAYED AT												
Seaside	£3,969	£3,189	£233	£547	£1,357	£1,118	£63	£176	£2,613	£2,071	£170	£372
Large city / large town	£3,636	£2,934	£569	£134	£2,823	£2,330	£387	£106	£813	£604	£181	£28
Small town	£2,401	£1,721	£454	£227	£1,127	£881	£166	£80	£1,275	£839	£289	£147
Countryside / village	£2,957	£2,154	£481	£322	£1,153	£898	£140	£114	£1,804	£1,256	£340	£208
MONTH TRIP STARTED												
January 2011	£326	£265	£45	£15	£238	£204	£26	£8	£88	£61	£20	£7
February 2011	£552	£416	£98	£38	£399	£293	£77	£29	£154	£123	£21	£10
March 2011	£636	£495	£68	£73	£417	£327	£36	£54	£220	£167	£33	£19
April 2011	£1,308	£1,018	£168	£122	£629	£512	£74	£42	£679	£506	£93	£80
May 2011	£1,220	£936	£151	£133	£588	£456	£74	£59	£632	£480	£77	£75
June 2011	£1,366	£998	£232	£136	£661	£516	£98	£47	£706	£482	£134	£89
July 2011	£1,983	£1,589	£208	£187	£784	£663	£71	£50	£1,200	£926	£137	£137
August 2011	£2,204	£1,632	£299	£274	£743	£606	£78	£59	£1,461	£1,026	£221	£215
September 2011	£1,245	£945	£196	£103	£614	£483	£82	£49	£631	£462	£115	£54
October 2011	£967	£757	£131	£79	£534	£430	£73	£31	£434	£327	£58	£49
November 2011	£512	£433	£47	£32	£391	£347	£20	£24	£121	£86	£26	£8
December 2011	£681	£549	£97	£35	£488	£414	£50	£24	£193	£135	£47	£12
DURATION OF TRIP												
1 night	£1,691	£1,430	£166	£95	£1,691	£1,430	£166	£95	-	-	-	-
2 nights	£2,812	£2,248	£338	£225	£2,812	£2,248	£338	£225	-	-	-	-
3 nights	£1,982	£1,572	£254	£156	£1,982	£1,572	£254	£156	-	-	-	-
4 nights	£1,697	£1,308	£184	£205	-	-	-	-	£1,697	£1,308	£184	£205
5 nights	£729	£520	£101	£108	-	-	-	-	£729	£520	£101	£108
6 nights	£594	£379	£137	£78	-	-	-	-	£594	£379	£137	£78
7 nights	£2,129	£1,671	£235	£222	-	-	-	-	£2,129	£1,671	£235	£222
1-3 nights	£6,484	£5,250	£758	£475	£6,484	£5,250	£758	£475	-	-	-	-

Table 2.2c – Holiday Spend in GB

	All Holiday Spend				Short Holiday Spend (1-3 Nights)				Long Holiday Spend (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2010	£11,534	£9,072	£1,414	£1,049	£5,845	£4,745	£655	£446	£5,689	£4,327	£759	£603
All Tourism - 2011	£13,000	£10,031	£1,740	£1,229	£6,484	£5,250	£758	£475	£6,516	£4,781	£981	£754
DURATION OF TRIP (CONT)												
4-7 nights	£5,148	£3,878	£658	£613	-	-	-	-	£5,148	£3,878	£658	£613
8+ nights	£1,368	£903	£324	£141	-	-	-	-	£1,368	£903	£324	£141
Average duration of trip (nights)	3.57	3.42	3.88	4.14	1.92	1.91	1.90	2.08	6.43	6.25	6.78	6.42
CHILDREN ON TRIP												
Yes	£3,362	£2,685	£257	£419	£1,149	£982	£85	£82	£2,212	£1,703	£172	£337
No	£9,639	£7,346	£1,483	£810	£5,335	£4,268	£673	£393	£4,304	£3,078	£810	£417
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	£4,828	£3,657	£709	£463	£2,553	£2,050	£317	£185	£2,276	£1,607	£391	£278
C1 (Clerical and supervisory)	£4,178	£3,244	£540	£394	£1,973	£1,560	£227	£186	£2,206	£1,684	£313	£208
C2 (Skilled manual)	£2,329	£1,859	£292	£178	£1,213	£1,022	£135	£56	£1,116	£837	£157	£122
DE (Unskilled, state pensioners etc.)	£1,665	£1,272	£199	£194	£745	£618	£79	£48	£919	£653	£120	£146
AGE OF RESPONDENT												
16-24	£1,208	£956	£132	£120	£673	£575	£58	£40	£535	£381	£74	£80
25-34	£1,622	£1,262	£207	£154	£990	£761	£152	£77	£632	£500	£55	£76
35-44	£2,913	£2,245	£361	£306	£1,624	£1,295	£217	£111	£1,289	£950	£144	£195
45-54	£2,629	£2,019	£397	£213	£1,320	£1,091	£135	£94	£1,309	£928	£262	£119
55-64	£2,609	£1,993	£372	£243	£1,188	£973	£111	£103	£1,421	£1,020	£261	£140
65+	£2,019	£1,557	£271	£192	£689	£555	£84	£49	£1,331	£1,001	£186	£143
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	£1,271	£998	£143	£130	£782	£657	£76	£49	£490	£342	£67	£80
Age 16-34, married, no children	£728	£548	£120	£61	£473	£351	£85	£37	£255	£197	£35	£24
Age 16-34, with children	£831	£671	£76	£83	£408	£328	£49	£31	£423	£343	£27	£52
Age 35-54, no children	£2,707	£2,050	£437	£220	£1,524	£1,238	£164	£121	£1,183	£811	£272	£99
Age 35-54, with children	£2,835	£2,214	£321	£300	£1,420	£1,148	£188	£84	£1,415	£1,066	£133	£216
Age 55+	£4,628	£3,550	£643	£435	£1,877	£1,528	£196	£153	£2,751	£2,021	£447	£283
ACTIVITIES UNDERTAKEN ON TRIP												
Sightseeing on foot	£4,519	£3,429	£602	£487	£1,775	£1,445	£192	£138	£2,744	£1,985	£410	£349
Just relaxing	£3,615	£2,848	£396	£372	£1,366	£1,111	£155	£101	£2,249	£1,737	£241	£271
Short walk\ stroll - up to 2 miles\ 1 hour	£3,347	£2,559	£417	£371	£1,232	£1,002	£126	£104	£2,115	£1,557	£291	£267
Sightseeing by car	£3,044	£2,204	£457	£383	£832	£625	£106	£101	£2,212	£1,579	£351	£282
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	£2,701	£1,906	£455	£340	£797	£604	£99	£94	£1,904	£1,302	£356	£246

Table 2.2c – Holiday Spend in GB

	All Holiday Spend				Short Holiday Spend (1-3 Nights)				Long Holiday Spend (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2010	£11,534	£9,072	£1,414	£1,049	£5,845	£4,745	£655	£446	£5,689	£4,327	£759	£603
All Tourism - 2011	£13,000	£10,031	£1,740	£1,229	£6,484	£5,250	£758	£475	£6,516	£4,781	£981	£754
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Visiting a beach	£2,265	£1,751	£149	£364	£549	£450	£24	£76	£1,715	£1,302	£125	£288
Centre based walking (i.e. around a city/town centre)	£1,481	£1,198	£164	£119	£690	£588	£58	£44	£792	£610	£106	£76
Visiting a museum	£1,403	£1,063	£270	£70	£552	£451	£77	£24	£851	£612	£193	£46
Visiting a castle/other historic site	£1,225	£719	£340	£166	£374	£232	£90	£52	£851	£487	£251	£113
Visiting a historic house, stately home, palace	£1,217	£933	£208	£76	£398	£325	£56	£17	£819	£608	£152	£59
Swimming (indoors or outdoors)	£1,140	£895	£105	£140	£261	£211	£34	£16	£879	£684	£72	£124
Visiting a country park	£1,059	£783	£183	£92	£246	£197	£29	£20	£813	£586	£154	£73
Visiting a cathedral, church, abbey or other religious building	£1,058	£821	£150	£87	£374	£323	£37	£14	£684	£498	£113	£74
Viewing architecture and buildings	£982	£702	£213	£68	£366	£285	£64	£18	£616	£417	£149	£50
Visiting a garden	£967	£796	£111	£60	£256	£216	£25	£16	£710	£580	£87	£44
Had a picnic or BBQ	£943	£751	£89	£104	£224	£187	£16	£21	£720	£564	£73	£83
Other sightseeing (e.g. on a coach, boat trip)	£920	£677	£168	£74	£343	£266	£66	£11	£576	£411	£102	£63
Special shopping for items you do not regularly buy	£838	£649	£108	£80	£456	£373	£51	£31	£382	£275	£57	£49
Visiting a theme/amusement park	£791	£702	£24	£66	£268	£245	£10	£13	£523	£456	£13	£53
Sunbathing	£732	£610	£27	£96	£125	£105	£11	£9	£608	£505	£16	£87
Visiting an art gallery	£724	£523	£168	£33	£284	£220	£59	£4	£440	£303	£109	£28
Visiting another type of attraction	£640	£536	£61	£44	£329	£277	£36	£16	£311	£259	£25	£28
Visiting a wildlife attraction/nature reserve	£599	£415	£108	£76	£136	£90	£15	£31	£463	£325	£93	£46
A live music concert	£553	£443	£91	£19	£363	£304	£43	£15	£190	£139	£48	£3
Going to the theatre	£516	£457	£41	£18	£358	£333	£18	£6	£158	£124	£23	£11

*Top 25 activities undertaken on trip illustrated in Table 2-2c above. Sorted by frequency of GB all holiday spend.

Table 2-3a – VISITS TO FRIENDS & RELATIVES

- Tables 2a-2c illustrate the value and volume of trips, bed nights and expenditure for visits to friends and relatives. These trips are further split by visits to friends and relatives which are described by the respondent as being mainly a holiday and visits to friends and relatives for some other reason.
- British residents made 46 million VFR trips within Great Britain in 2011. 24 million of these trips were VFR-Holiday trips (52%) and the remaining 22 million were Non-holiday VFR trips (48%). In general, there were very few differences between the two different types of trips. VFR-Holiday trips were slightly more likely to be taken at seaside destinations and during the summer months of July and August. Non-holiday VFR trips tended to be shorter and spread more evenly across the year.
- As would be expected, the majority of VFR trips do involve staying in own homes or homes of friends and relatives (83% of trips), however a minority (18%) use commercial accommodation.
- As with other types of tourism, the private car is the most widely used transport for the journey to the destination (76% of trips).
- Large cities/large towns and small towns are the main types of destination for VFR trips (45% and 29% respectively), reflecting the population distribution.
- VFR trips are spread fairly evenly throughout the year, albeit with a peak in December (15%), reflecting the Christmas period.
- Some 17% of VFR trips are made by 16-24 year olds, a greater proportion than for All Tourism, where only 12% of trips are made by this youngest age-group.

Table 2.3a – VFR Trips in GB												
	All VFR Trips				VFR Holiday Trips				Non-Holiday VFR Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	41.55	35.96	3.61	2.16	21.26	17.90	2.34	1.15	20.29	18.06	1.27	1.02
All Tourism - 2011	45.72	39.38	4.11	2.44	23.92	20.49	2.34	1.25	21.81	18.89	1.77	1.18
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	8.29	7.09	0.84	0.51	4.06	3.41	0.47	0.30	4.23	3.68	0.37	0.22
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	7.12	6.12	0.68	0.43	3.25	2.75	0.33	0.24	3.87	3.37	0.35	0.19
Hotel/ motel	5.87	5.09	0.56	0.32	2.69	2.32	0.27	0.17	3.18	2.77	0.29	0.15
Guest House/ Bed and Breakfast	1.27	1.04	0.14	0.11	0.60	0.47	0.08	0.07	0.67	0.58	0.06	0.04
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chalet/ villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	1.10	0.90	0.16	0.08	0.81	0.65	0.14	0.06	0.29	0.24	0.03	0.02
Self-catering rented accommodation (Flat/apartment/house/chalet/ villa/bungalow/cottage & holiday camp/village)	0.55	0.42	0.12	0.04	0.44	0.35	0.09	0.02	0.11	0.06	0.03	0.02

Table 2.3a – VFR Trips in GB

	All VFR Trips				VFR Holiday Trips				Non-Holiday VFR Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	41.55	35.96	3.61	2.16	21.26	17.90	2.34	1.15	20.29	18.06	1.27	1.02
All Tourism - 2011	45.72	39.38	4.11	2.44	23.92	20.49	2.34	1.25	21.81	18.89	1.77	1.18
ACCOMMODATION USED (CONT)												
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	0.63	0.51	0.07	0.06	0.42	0.31	0.06	0.06	0.21	0.20	0.01	-
Touring caravan	0.25	0.24	0.01	-	0.13	0.13	0.01	-	0.11	0.11	-	-
Static (not owned)	0.14	0.09	0.03	0.03	0.12	0.07	0.03	0.03	0.02	0.02	-	-
Static (owned)	0.08	0.04	0.02	0.02	0.06	0.02	0.01	0.02	0.02	0.02	0.01	-
Camping	0.17	0.15	0.01	0.01	0.12	0.10	0.01	0.01	0.05	0.05	-	-
Hostel	0.12	0.10	0.01	0.01	0.03	0.02	0.01	-	0.09	0.08	-	0.01
Own home/ friend's home / relative's home	37.72	32.63	3.33	1.95	20.05	17.3	1.93	0.97	17.67	15.33	1.40	0.98
MAIN MODE OF TRANSPORT USED												
Public transport	10.1	8.39	1.31	0.42	5.75	4.76	0.78	0.24	4.34	3.63	0.53	0.18
Train	7.10	6.08	0.73	0.30	4.25	3.64	0.45	0.17	2.86	2.44	0.28	0.13
Regular bus/ coach	1.96	1.55	0.34	0.07	0.92	0.70	0.18	0.04	1.04	0.85	0.16	0.02
Sea/ air	0.79	0.54	0.24	0.03	0.47	0.30	0.16	0.02	0.33	0.24	0.08	0.01
Plane	0.77	0.52	0.23	0.03	0.46	0.30	0.15	0.02	0.31	0.22	0.08	0.01
Boat/ ship/ ferry	0.02	0.01	0.01	-	0.01	-	0.01	-	0.01	0.01	-	-
Personal transport	35.28	30.71	2.76	2.00	18.04	15.64	1.53	1.01	17.24	15.07	1.23	0.99
Car	34.59	30.08	2.71	1.98	17.77	15.39	1.51	1.01	16.82	14.69	1.20	0.97
Car - own/ friend's/ firm's	34.29	29.84	2.68	1.95	17.61	15.26	1.50	1.00	16.67	14.57	1.18	0.95
Car - hired	0.30	0.24	0.03	0.03	0.15	0.13	0.01	0.01	0.15	0.11	0.02	0.01
Organised coach tour	0.26	0.23	0.01	0.02	0.12	0.12	-	0.01	0.14	0.11	0.01	0.02
Other	0.24	0.20	0.02	0.02	0.09	0.06	0.02	0.01	0.16	0.14	*	0.01
COUNTRY OF RESIDENCE												
England	40.27	36.62	1.80	1.97	20.8	18.72	1.11	1.06	19.47	17.9	0.69	0.91
Scotland	3.78	1.52	2.25	0.09	2.18	1.01	1.18	0.06	1.60	0.50	1.07	0.03
Wales	1.67	1.25	0.06	0.38	0.93	0.76	0.05	0.13	0.74	0.49	0.01	0.24
HOW TRIP BOOKED												
Firm booking	13.23	11.18	1.43	0.74	7.11	5.97	0.84	0.4	6.13	5.21	0.59	0.34
High street or on-line travel agent	0.61	0.44	0.14	0.04	0.30	0.20	0.09	0.02	0.31	0.24	0.05	0.02
Directly with a tour operator	0.56	0.46	0.07	0.02	0.30	0.23	0.06	0.01	0.26	0.23	0.02	0.01
Directly with accommodation provider	6.94	6.03	0.64	0.38	3.28	2.84	0.34	0.19	3.65	3.19	0.30	0.19
Directly with a transport provider	4.49	3.76	0.50	0.24	2.81	2.33	0.35	0.15	1.68	1.44	0.15	0.09
Directly with a TIC	0.09	0.07	0.01	0.01	0.03	0.03	-	-	0.06	0.04	0.01	0.01

Table 2.3a – VFR Trips in GB

	All VFR Trips				VFR Holiday Trips				Non-Holiday VFR Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	41.55	35.96	3.61	2.16	21.26	17.90	2.34	1.15	20.29	18.06	1.27	1.02
All Tourism - 2011	45.72	39.38	4.11	2.44	23.92	20.49	2.34	1.25	21.81	18.89	1.77	1.18
HOW TRIP BOOKED (CONT)												
Booked online	9.00	7.62	0.97	0.50	5.00	4.15	0.65	0.28	4.01	3.47	0.32	0.22
Through some other source	0.72	0.59	0.08	0.05	0.40	0.36	0.02	0.02	0.32	0.23	0.06	0.03
Did not make firm bookings before trip	30.95	26.84	2.56	1.62	16.04	13.83	1.45	0.80	14.92	13.01	1.11	0.81
Don't Know	1.54	1.36	0.12	0.08	0.77	0.69	0.05	0.05	0.76	0.67	0.07	0.03
WHETHER BOOKED ONLINE												
Booked online	9.00	7.62	0.97	0.50	5.00	4.15	0.65	0.28	4.01	3.47	0.32	0.22
Not booked online	36.72	31.76	3.14	1.94	18.92	16.34	1.69	0.97	17.80	15.42	1.45	0.96
PACKAGE TRIP												
Package trip	0.44	0.37	0.03	0.04	0.22	0.20	0.01	0.01	0.22	0.17	0.02	0.03
Not a package trip	45.15	38.87	4.08	2.40	23.63	20.22	2.32	1.25	21.51	18.65	1.75	1.15
Don't Know	0.14	0.14	-	-	0.07	0.07	-	-	0.07	0.07	-	-
TYPE OF LOCATION STAYED AT												
Seaside	4.92	4.10	0.39	0.43	3.15	2.65	0.22	0.28	1.77	1.44	0.17	0.15
Large city / large town	20.68	18.28	1.95	0.51	10.39	9.09	1.07	0.25	10.30	9.19	0.87	0.25
Small town	13.04	11.00	1.22	0.85	6.82	5.79	0.68	0.38	6.22	5.21	0.53	0.47
Countryside / village	8.08	6.72	0.68	0.70	4.21	3.43	0.45	0.36	3.87	3.29	0.23	0.34
MONTH TRIP STARTED												
January 2011	2.85	2.49	0.25	0.13	1.37	1.13	0.18	0.07	1.48	1.36	0.07	0.06
February 2011	3.55	3.14	0.27	0.14	1.49	1.27	0.13	0.10	2.06	1.87	0.14	0.05
March 2011	2.89	2.48	0.28	0.14	1.37	1.16	0.14	0.08	1.52	1.32	0.14	0.06
April 2011	3.94	3.39	0.41	0.17	2.22	1.97	0.21	0.09	1.72	1.42	0.21	0.09
May 2011	3.37	2.94	0.32	0.13	1.74	1.51	0.17	0.07	1.63	1.43	0.15	0.06
June 2011	3.38	2.92	0.30	0.17	1.84	1.61	0.15	0.09	1.54	1.31	0.15	0.09
July 2011	4.18	3.58	0.41	0.25	2.41	2.11	0.20	0.14	1.77	1.46	0.21	0.10
August 2011	4.17	3.52	0.39	0.27	2.51	2.16	0.22	0.14	1.65	1.36	0.17	0.12
September 2011	3.73	3.14	0.36	0.24	1.79	1.46	0.23	0.10	1.93	1.67	0.12	0.14
October 2011	3.84	3.22	0.36	0.28	1.78	1.46	0.22	0.11	2.05	1.77	0.13	0.17
November 2011	3.20	2.87	0.19	0.15	1.29	1.14	0.10	0.05	1.91	1.73	0.09	0.10
December 2011	6.63	5.71	0.57	0.37	4.10	3.52	0.37	0.22	2.53	2.20	0.20	0.15
DURATION OF TRIP												
1 night	15.95	14.13	1.12	0.7	6.98	6.19	0.52	0.27	8.97	7.94	0.6	0.43
2 nights	14.13	12.16	1.27	0.71	7.32	6.28	0.67	0.37	6.81	5.88	0.59	0.34
3 nights	6.66	5.69	0.65	0.37	3.89	3.27	0.43	0.23	2.77	2.41	0.22	0.13
4 nights	3.2	2.59	0.33	0.3	2.03	1.6	0.28	0.16	1.17	0.99	0.05	0.14
5 nights	1.64	1.41	0.13	0.12	0.93	0.83	0.07	0.04	0.71	0.58	0.06	0.07

Table 2.3a – VFR Trips in GB

	All VFR Trips				VFR Holiday Trips				Non-Holiday VFR Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	41.55	35.96	3.61	2.16	21.26	17.90	2.34	1.15	20.29	18.06	1.27	1.02
All Tourism - 2011	45.72	39.38	4.11	2.44	23.92	20.49	2.34	1.25	21.81	18.89	1.77	1.18
DURATION OF TRIP (CONT)												
6 nights	0.77	0.65	0.11	0.02	0.49	0.44	0.05	0.01	0.28	0.21	0.06	0.01
7 nights	1.33	1.06	0.22	0.06	0.88	0.69	0.16	0.04	0.45	0.37	0.06	0.01
1-3 nights	36.74	31.97	3.03	1.78	18.19	15.73	1.62	0.88	18.55	16.24	1.42	0.9
4-7 nights	6.93	5.7	0.78	0.5	4.32	3.55	0.55	0.26	2.61	2.15	0.23	0.24
8+ nights	2.05	1.71	0.29	0.16	1.4	1.2	0.17	0.12	0.65	0.5	0.12	0.05
Average duration of trip (nights)	2.75	2.68	3.22	2.88	3.05	2.98	3.41	3.15	2.42	2.35	2.98	2.62
CHILDREN ON TRIP												
Yes	11.58	9.95	1.06	0.66	6.54	5.66	0.64	0.34	5.04	4.29	0.42	0.32
No	34.14	29.44	3.05	1.78	17.37	14.83	1.70	0.92	16.77	14.60	1.35	0.86
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	16.91	14.72	1.30	1.00	8.86	7.70	0.73	0.51	8.05	7.02	0.56	0.49
C1 (Clerical and supervisory)	15.59	13.57	1.35	0.74	8.26	7.08	0.84	0.38	7.34	6.49	0.50	0.35
C2 (Skilled manual)	6.48	5.34	0.77	0.40	3.46	2.89	0.37	0.22	3.02	2.45	0.40	0.17
DE (Unskilled, state pensioners etc.)	6.74	5.76	0.69	0.30	3.33	2.82	0.39	0.13	3.41	2.94	0.31	0.17
AGE OF RESPONDENT												
16-24	7.93	7.04	0.60	0.32	3.82	3.37	0.31	0.16	4.11	3.67	0.30	0.16
25-34	8.00	6.85	0.70	0.51	4.39	3.68	0.45	0.31	3.61	3.17	0.25	0.20
35-44	9.34	8.03	0.87	0.48	5.14	4.46	0.46	0.26	4.20	3.57	0.41	0.22
45-54	6.64	5.66	0.60	0.40	3.47	2.95	0.38	0.16	3.16	2.71	0.22	0.25
55-64	6.98	5.82	0.78	0.39	3.42	2.85	0.38	0.20	3.56	2.97	0.40	0.19
65+	6.84	5.99	0.56	0.34	3.68	3.17	0.36	0.17	3.16	2.82	0.20	0.17
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	8.48	7.50	0.64	0.36	4.34	3.83	0.33	0.20	4.14	3.68	0.31	0.16
Age 16-34, married, no children	3.07	2.71	0.27	0.11	1.54	1.32	0.17	0.07	1.53	1.39	0.10	0.04
Age 16-34, with children	4.38	3.67	0.39	0.35	2.33	1.90	0.25	0.20	2.05	1.76	0.14	0.15
Age 35-54, no children	7.75	6.60	0.70	0.47	3.96	3.36	0.39	0.23	3.79	3.24	0.31	0.24
Age 35-54, with children	8.22	7.09	0.77	0.41	4.64	4.05	0.45	0.19	3.58	3.04	0.32	0.22
Age 55+	13.82	11.81	1.34	0.73	7.10	6.02	0.74	0.37	6.72	5.79	0.60	0.37
ACTIVITIES UNDERTAKEN ON TRIP												
Just relaxing	9.25	8.17	0.78	0.41	5.71	4.93	0.59	0.28	3.54	3.23	0.19	0.12
Short walk(stroll - up to 2 miles) 1 hour	6.91	5.73	0.61	0.68	4.07	3.36	0.44	0.37	2.85	2.38	0.17	0.32
Sightseeing on foot	4.86	3.94	0.57	0.41	3.10	2.48	0.40	0.27	1.76	1.46	0.17	0.14

Table 2.3a – VFR Trips in GB

	All VFR Trips				VFR Holiday Trips				Non-Holiday VFR Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	41.55	35.96	3.61	2.16	21.26	17.90	2.34	1.15	20.29	18.06	1.27	1.02
All Tourism - 2011	45.72	39.38	4.11	2.44	23.92	20.49	2.34	1.25	21.81	18.89	1.77	1.18
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	4.32	3.81	0.36	0.16	1.32	1.18	0.09	0.06	3.00	2.63	0.27	0.10
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	3.27	2.85	0.30	0.20	2.14	1.87	0.19	0.14	1.13	0.97	0.10	0.05
Sightseeing by car	3.20	2.54	0.46	0.27	2.28	1.80	0.33	0.20	0.93	0.73	0.13	0.07
Centre based walking (i.e. around a city/town centre)	3.16	2.73	0.25	0.25	1.93	1.65	0.19	0.15	1.23	1.08	0.06	0.10
Visiting a beach	2.46	1.99	0.08	0.45	1.72	1.43	0.05	0.3	0.74	0.57	0.03	0.15
Visiting a country park	2.11	1.83	0.19	0.13	1.37	1.17	0.14	0.08	0.74	0.65	0.04	0.05
Special shopping for items you do not regularly buy	1.62	1.40	0.15	0.09	1.05	0.92	0.06	0.09	0.57	0.48	0.09	-
Visiting a museum	1.35	1.18	0.12	0.07	0.88	0.78	0.07	0.05	0.47	0.40	0.05	0.02
Visiting a cathedral, church, abbey or other religious building	1.27	1.17	0.06	0.05	0.81	0.74	0.03	0.04	0.46	0.43	0.02	0.01
Had a picnic or BBQ	1.19	1.04	0.11	0.08	0.86	0.77	0.07	0.06	0.33	0.28	0.04	0.02
Going to the cinema	1.13	0.98	0.10	0.05	0.68	0.60	0.05	0.03	0.45	0.38	0.04	0.02
Visiting a garden	1.01	0.87	0.09	0.08	0.69	0.61	0.05	0.05	0.32	0.26	0.04	0.02
Visiting a castle/other historic site	0.93	0.69	0.17	0.09	0.62	0.47	0.11	0.05	0.31	0.22	0.06	0.04
Visiting a historic house, stately home, palace	0.92	0.78	0.09	0.05	0.65	0.55	0.06	0.05	0.27	0.24	0.03	-
Viewing architecture and buildings	0.88	0.77	0.09	0.04	0.63	0.55	0.06	0.04	0.25	0.22	0.03	*
Visiting an art gallery	0.82	0.71	0.10	0.03	0.61	0.55	0.08	0.01	0.21	0.16	0.02	0.02
Visiting another type of attraction	0.77	0.66	0.07	0.05	0.54	0.46	0.07	0.03	0.23	0.20	*	0.02
Swimming (indoors or outdoors)	0.75	0.64	0.06	0.07	0.52	0.45	0.04	0.05	0.23	0.19	0.02	0.02
A live music concert	0.71	0.59	0.04	0.07	0.42	0.35	0.04	0.04	0.28	0.24	0.01	0.03
Going to the theatre	0.66	0.6	0.04	0.02	0.42	0.36	0.04	0.02	0.24	0.24	-	-
Visiting a theme/amusement park	0.63	0.58	0.05	0.02	0.48	0.45	0.03	0.01	0.15	0.13	0.02	0.01
Other sightseeing (e.g. on a coach, boat trip)	0.55	0.46	0.09	-	0.43	0.35	0.08	-	0.12	0.11	0.01	-

*Top 25 activities undertaken on trip illustrated in Table 2-3a above. Sorted by frequency of GB all VFR trips.

Table 2-3b – VFR BEDNIGHTS IN GREAT BRITAIN

- This section covers VFR bednights. There were 126 million such bednights recorded during 2011. 73 million of these (58%) were to visit friends and relatives whilst on holiday.
- Staying in own homes or homes of friends and relatives is even more important for nights (85%) than it is for trips (83%).
- The majority - 67% - of all bednights were made without a firm booking.
- Reflecting the popularity of visiting friends and relatives over the Christmas period, December accounted for a 17% share of all bednights, a higher share than for trips (15%).

Table 2.3a – VFR Nights in GB												
	All VFR Nights				VFR Holiday Nights				Non-Holiday VFR Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	117.4	96.5	13.5	7.4	66.7	53.4	9.3	4.1	50.7	43.2	4.2	3.3
All Tourism - 2011	125.7	105.4	13.2	7.0	73.0	61.1	8.0	3.9	52.7	44.3	5.3	3.1
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	17.5	14.7	1.9	0.9	10.0	8.3	1.2	0.5	7.5	6.4	0.7	0.3
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	13.3	11.2	1.3	0.7	6.9	5.7	0.7	0.4	6.4	5.5	0.6	0.3
Hotel/ motel	10.7	9.1	1.0	0.5	5.6	4.7	0.5	0.3	5.1	4.4	0.5	0.2
Guest House/ Bed and Breakfast	2.6	2.1	0.3	0.2	1.3	1.1	0.2	0.1	1.2	1.0	0.1	0.1
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chalet/ villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	4.0	3.3	0.6	0.2	3.0	2.4	0.5	0.1	1.0	0.8	0.1	0.1
Self-catering rented accommodation (Flat/apartment/house/chalet/ villa/bungalow/cottage & holiday camp/village)	2.0	1.5	0.4	0.1	1.6	1.3	0.2	0.1	0.4	0.2	0.1	0.1
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	2.4	2.0	0.3	0.1	1.8	1.4	0.2	0.1	0.6	0.6	*	-
Touring caravan	0.9	0.8	0.1	-	0.6	0.6	0.1	-	0.3	0.3	-	-
Static (not owned)	0.5	0.3	0.1	0.1	0.4	0.2	0.1	0.1	0.1	0.1	-	-
Static (owned)	0.4	0.3	0.1	0.1	0.3	0.2	*	0.1	0.1	*	*	-
Camping	0.7	0.6	*	*	0.4	0.4	*	*	0.2	0.2	-	-
Hostel	0.2	0.2	*	*	0.1	0.1	*	-	0.2	0.1	-	*
Own home/ friend's home / relative's home	107.3	90.0	11.2	6.0	62.5	52.4	6.7	3.3	44.8	37.7	4.5	2.7

Table 2.3a – VFR Nights in GB

	All VFR Nights				VFR Holiday Nights				Non-Holiday VFR Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	117.4	96.5	13.5	7.4	66.7	53.4	9.3	4.1	50.7	43.2	4.2	3.3
All Tourism - 2011	125.7	105.4	13.2	7.0	73.0	61.1	8.0	3.9	52.7	44.3	5.3	3.1
MAIN MODE OF TRANSPORT USED												
Public transport	32.3	26.4	4.5	1.4	20.3	16.6	2.7	0.9	12.1	9.8	1.8	0.5
Train	22.7	19.2	2.4	1.0	14.7	12.4	1.6	0.7	8.1	6.9	0.9	0.3
Regular bus/ coach	6.1	4.8	1.1	0.2	3.3	2.6	0.6	0.1	2.8	2.2	0.5	0.1
Sea/ air	3.0	1.9	1.0	0.1	2.1	1.4	0.6	0.1	1.0	0.6	0.4	0.1
Plane	3.0	1.9	0.9	0.1	2.0	1.4	0.6	0.1	1.0	0.6	0.4	0.1
Boat/ ship/ ferry	*	*	*	-	*	-	*	-	*	*	-	-
Personal transport	92.5	78.4	8.5	5.5	52.3	44.3	5.1	2.9	40.3	34.2	3.4	2.6
Car	90.5	76.7	8.3	5.5	51.7	43.7	5.1	2.9	38.8	33.0	3.2	2.6
Car - own/ friend's/ firm's	89.7	76.1	8.2	5.4	51.1	43.2	5.1	2.8	38.5	32.8	3.1	2.6
Car - hired	0.8	0.7	*	0.1	0.6	0.5	*	0.1	0.2	0.2	*	*
Organised coach tour	0.5	0.4	0.1	*	0.3	0.2	-	*	0.3	0.2	0.1	*
Other	0.7	0.4	0.1	0.1	0.3	0.1	0.1	0.1	0.3	0.3	*	*
COUNTRY OF RESIDENCE												
England	109.0	95.8	7.4	5.8	62.5	54.4	4.7	3.3	46.5	41.4	2.7	2.5
Scotland	11.8	5.8	5.5	0.4	7.6	4.3	3.0	0.3	4.2	1.5	2.5	0.2
Wales	4.9	3.8	0.3	0.8	3.0	2.4	0.3	0.3	1.9	1.4	*	0.4
HOW TRIP BOOKED												
Firm booking	36.6	29.9	4.5	2.2	22.7	18.6	2.8	1.3	13.8	11.3	1.7	0.9
High street or on-line travel agent	1.6	0.9	0.6	0.1	1.0	0.5	0.4	0.1	0.6	0.4	0.1	*
Directly with a tour operator	1.5	1.2	0.3	0.1	1.0	0.8	0.2	*	0.5	0.4	*	*
Directly with accommodation provider	15.9	13.5	1.6	0.9	9.2	7.8	0.9	0.5	6.8	5.7	0.6	0.4
Directly with a transport provider	15.7	13.0	1.8	0.9	10.4	8.6	1.2	0.6	5.3	4.4	0.6	0.3
Directly with a Tourist Board / TIC	0.3	0.2	0.1	*	0.1	0.1	-	-	0.2	0.1	0.1	*
Booked online	24.7	20.4	3.0	1.4	15.7	12.7	2.2	0.8	9.0	7.7	0.8	0.5
Through some other source	2.0	1.5	0.3	0.2	1.2	1.0	0.1	0.2	0.8	0.5	0.2	0.1
Did not make firm bookings before trip	83.9	71.3	8.2	4.5	47.0	39.8	4.8	2.3	37.0	31.5	3.3	2.1
Don't Know	5.2	4.3	0.6	0.3	3.3	2.8	0.3	0.3	1.9	1.5	0.3	0.1
WHETHER BOOKED ONLINE												
Booked online	24.7	20.4	3.0	1.4	15.7	12.7	2.2	0.8	9.0	7.7	0.8	0.5
Not booked online	101.0	85.0	10.2	5.6	57.3	48.4	5.8	3.1	43.7	36.6	4.5	2.6

Table 2.3a – VFR Nights in GB

	All VFR Nights				VFR Holiday Nights				Non-Holiday VFR Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	117.4	96.5	13.5	7.4	66.7	53.4	9.3	4.1	50.7	43.2	4.2	3.3
All Tourism - 2011	125.7	105.4	13.2	7.0	73.0	61.1	8.0	3.9	52.7	44.3	5.3	3.1
PACKAGE TRIP												
Package trip	0.8	0.7	0.1	0.1	0.5	0.4	*	*	0.3	0.3	*	*
Not a package trip	124.6	104.4	13.2	7.0	72.3	60.5	7.9	3.9	52.2	43.9	5.2	3.0
Don't Know	0.3	0.3	-	-	0.2	0.2	-	-	0.1	0.1	-	-
TYPE OF LOCATION STAYED AT												
Seaside	16.7	13.8	1.5	1.4	11.4	9.5	1.0	0.8	5.3	4.3	0.4	0.6
Large city / large town	51.3	44.8	5.3	1.2	27.8	24.1	3.1	0.6	23.5	20.7	2.2	0.6
Small town	35.0	29.1	3.7	2.2	20.4	17.3	1.9	1.2	14.6	11.8	1.8	1.0
Countryside / village	22.5	17.4	2.8	2.2	13.2	9.9	2.0	1.3	9.3	7.5	0.8	0.9
MONTH TRIP STARTED												
January 2011	6.2	5.4	0.5	0.3	3.4	2.9	0.4	0.1	2.9	2.5	0.2	0.2
February 2011	8.7	7.4	0.9	0.4	4.4	3.6	0.5	0.3	4.3	3.8	0.4	0.1
March 2011	7.8	6.8	0.7	0.3	4.0	3.5	0.3	0.1	3.8	3.2	0.4	0.1
April 2011	11.8	9.8	1.5	0.6	7.2	6.1	0.8	0.4	4.6	3.7	0.7	0.2
May 2011	8.8	7.4	0.9	0.6	4.5	3.8	0.5	0.2	4.3	3.6	0.3	0.3
June 2011	9.4	8.1	0.9	0.4	5.5	4.7	0.5	0.2	3.9	3.4	0.3	0.2
July 2011	12.5	10.1	1.6	0.9	8.2	6.6	0.9	0.7	4.4	3.5	0.7	0.2
August 2011	13.4	11.4	1.3	0.6	8.8	7.7	0.7	0.3	4.6	3.7	0.6	0.3
September 2011	8.5	6.8	1.1	0.6	4.5	3.6	0.7	0.3	3.9	3.2	0.4	0.3
October 2011	10.2	8.2	1.2	0.8	5.3	4.2	0.8	0.3	4.9	4.0	0.4	0.5
November 2011	6.8	5.9	0.5	0.4	2.8	2.3	0.3	0.2	4.0	3.6	0.2	0.2
December 2011	21.7	18.0	2.3	1.3	14.6	12.1	1.6	1.0	7.0	6.0	0.7	0.4
DURATION OF TRIP												
1 night	15.95	14.13	1.12	0.7	6.98	6.19	0.52	0.27	8.97	7.94	0.6	0.43
2 nights	28.27	24.32	2.53	1.43	14.64	12.55	1.34	0.74	13.63	11.76	1.18	0.68
3 nights	19.98	17.02	1.9	1.06	11.66	9.77	1.24	0.66	8.31	7.24	0.66	0.4
4 nights	12.79	10.31	1.29	1.19	8.12	6.37	1.09	0.66	4.68	3.94	0.2	0.53
5 nights	8.18	7	0.63	0.55	4.63	4.11	0.33	0.19	3.54	2.88	0.3	0.37
6 nights	4.6	3.88	0.57	0.15	2.91	2.62	0.23	0.06	1.69	1.26	0.35	0.08
7 nights	9.31	7.38	1.54	0.39	6.18	4.76	1.12	0.3	3.13	2.62	0.42	0.1
1-3 nights	64.19	55.46	5.55	3.18	33.29	28.51	3.1	1.67	30.91	26.95	2.45	1.51
4-7 nights	34.88	28.56	4.03	2.28	21.84	17.86	2.78	1.21	13.04	10.7	1.26	1.08
8+ nights	26.63	21.41	3.66	1.56	17.89	14.73	2.1	1.07	8.74	6.68	1.56	0.5
Average duration (nights)	2.75	2.68	3.22	2.88	3.05	2.98	3.41	3.15	2.42	2.35	2.98	2.62
CHILDREN ON TRIP												
Yes	31.7	26.6	3.3	1.7	20.2	17.1	2.1	0.9	11.4	9.4	1.2	0.8
No	94.0	78.8	9.9	5.3	52.8	44.0	5.8	3.0	41.2	34.9	4.1	2.3

Table 2.3a – VFR Nights in GB

	All VFR Nights				VFR Holiday Nights				Non-Holiday VFR Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	117.4	96.5	13.5	7.4	66.7	53.4	9.3	4.1	50.7	43.2	4.2	3.3
All Tourism - 2011	125.7	105.4	13.2	7.0	73.0	61.1	8.0	3.9	52.7	44.3	5.3	3.1
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	43.6	37.1	3.9	2.6	24.8	21.3	2.3	1.3	18.8	15.9	1.7	1.3
C1 (Clerical and supervisory)	42.3	36.0	4.1	2.1	24.9	20.9	2.7	1.2	17.4	15.1	1.4	0.9
C2 (Skilled manual)	18.6	14.7	2.5	1.4	10.8	8.7	1.1	0.9	7.8	5.9	1.3	0.5
DE (Unskilled, state pensioners etc.)	21.2	17.6	2.7	0.9	12.5	10.2	1.8	0.5	8.7	7.4	0.9	0.4
AGE OF RESPONDENT												
16-24	21.9	18.6	2.2	1.0	12.7	10.8	1.3	0.6	9.2	7.9	0.9	0.4
25-34	20.8	17.5	2.0	1.3	12.7	10.7	1.3	0.7	8.0	6.9	0.6	0.5
35-44	23.0	19.7	2.4	1.0	14.2	12.3	1.3	0.7	8.8	7.4	1.1	0.3
45-54	16.3	13.0	2.0	1.3	9.1	7.3	1.2	0.6	7.2	5.7	0.8	0.7
55-64	19.4	15.6	2.5	1.2	10.3	8.3	1.3	0.7	9.1	7.3	1.2	0.6
65+	24.4	20.9	2.1	1.3	14.0	11.8	1.5	0.7	10.4	9.2	0.6	0.6
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	22.7	19.7	2.0	1.0	13.3	11.7	1.1	0.5	9.4	8.1	0.9	0.4
Age 16-34, married, no children	7.7	6.6	0.9	0.3	4.5	3.8	0.6	0.2	3.2	2.8	0.3	0.1
Age 16-34, with children	12.2	9.9	1.3	1.0	7.6	6.0	0.9	0.6	4.7	3.9	0.4	0.4
Age 35-54, no children	18.3	14.9	2.1	1.3	10.2	8.3	1.1	0.8	8.1	6.6	1.0	0.5
Age 35-54, with children	21.0	17.8	2.3	0.9	13.1	11.3	1.4	0.5	7.9	6.5	0.9	0.4
Age 55+	43.8	36.6	4.6	2.5	24.3	20.1	2.8	1.4	19.5	16.5	1.8	1.2
ACTIVITIES UNDERTAKEN ON TRIP												
Just relaxing	30.4	26.1	2.9	1.4	20.6	17.5	1.9	1.1	9.8	8.5	0.9	0.3
Short walk\ stroll - up to 2 miles\ 1 hour	24.2	19.4	2.6	2.3	15.1	12.1	1.8	1.2	9.1	7.3	0.8	1.0
Sightseeing on foot	16.9	12.9	2.9	1.2	11.8	9.0	2.0	0.8	5.1	3.8	0.9	0.4
Sightseeing by car	12.9	9.8	2.0	1.0	10	7.7	1.5	0.8	2.9	2.1	0.6	0.2
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	11.4	9.5	1.2	0.7	7.8	6.5	0.7	0.5	3.6	2.9	0.4	0.3
Centre based walking (i.e. around a city\town centre)	11.1	9.2	1.1	0.8	7.1	5.8	0.8	0.5	4.0	3.4	0.4	0.3
Visiting a beach	10.2	8.2	0.5	1.5	7.5	6.2	0.3	0.9	2.7	1.9	0.3	0.5
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	9.5	7.9	1.2	0.4	3.3	2.7	0.4	0.1	6.2	5.2	0.7	0.3
Visiting a country park	7.5	6.3	0.8	0.4	5.2	4.3	0.6	0.3	2.3	2.0	0.2	0.1
Special shopping for items you do not regularly buy	5.9	4.8	0.8	0.4	4.1	3.4	0.3	0.4	1.8	1.4	0.5	-
Going to the cinema	5.5	4.9	0.4	0.1	3.6	3.4	0.2	0.1	1.9	1.6	0.2	0.1
Visiting a museum	5.4	4.7	0.4	0.2	3.8	3.3	0.3	0.2	1.6	1.4	0.1	0.1

Table 2.3a – VFR Nights in GB

	All VFR Nights				VFR Holiday Nights				Non-Holiday VFR Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2010	117.4	96.5	13.5	7.4	66.7	53.4	9.3	4.1	50.7	43.2	4.2	3.3
All Tourism - 2011	125.7	105.4	13.2	7.0	73.0	61.1	8.0	3.9	52.7	44.3	5.3	3.1
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Visiting a cathedral, church, abbey or other religious building	4.9	4.4	0.4	0.2	3.4	2.9	0.3	0.2	1.6	1.5	0.1	*
Had a picnic or BBQ	4.4	3.8	0.3	0.3	3.3	2.9	0.1	0.3	1.1	0.9	0.2	*
Visiting a historic house, stately home, palace	4.1	3.4	0.5	0.2	3.2	2.6	0.4	0.2	0.9	0.8	0.2	-
Visiting a garden	4.0	3.2	0.3	0.4	2.9	2.3	0.2	0.3	1.1	0.9	0.1	0.2
Visiting a castle/other historic site	3.8	2.7	0.7	0.4	2.6	1.9	0.5	0.3	1.2	0.8	0.3	0.1
Viewing architecture and buildings	3.4	2.8	0.5	0.1	2.3	2.0	0.2	0.1	1.1	0.8	0.3	*
Swimming (indoors or outdoors)	3.2	2.6	0.2	0.4	2.6	2.1	0.1	0.4	0.7	0.6	0.1	0.1
Visiting an art gallery	2.9	2.3	0.6	0.1	2.3	1.8	0.5	*	0.6	0.4	0.1	*
Visiting a theme/amusement park	2.9	2.5	0.4	*	2.2	2.1	0.2	*	0.6	0.4	0.2	*
Visiting another type of attraction	2.7	2.3	0.3	0.1	1.9	1.5	0.2	0.1	0.9	0.8	*	0.1
A live music concert	2.5	2.1	0.2	0.1	1.7	1.5	0.1	0.1	0.8	0.6	0.1	0.1
Going to the theatre	2.4	2.3	0.1	*	1.7	1.6	0.1	*	0.7	0.7	-	-
Other sightseeing (e.g. on a coach, boat trip)	2.1	1.7	0.4	-	1.7	1.4	0.4	-	0.4	0.3	*	-

*Top 25 activities undertaken on trip illustrated in Table 2-3b above. Sorted by frequency of GB all VFR nights.

Table 2-3c – VFR SPENDING IN GREAT BRITAIN

- The overall pattern for VFR spending is consistent with trips and bed nights. These types of trips are less reliant on commercial accommodation (accounting for a 32% share of spend) with friends and relatives' homes the most popular type of accommodation (67% share of spend).
- Large cities and towns and small towns accounted for a 72% share of all VFR spend, reflecting the large population bases in large urban areas where most of these trips are taken.
- Short trips (1-3 nights) accounted for a 60% share of spend - this was particularly so for Non-holiday VFR trips (67%). In contrast, VFR-Holidays accounted for a larger share of spend for trips that lasted between 4-7 nights (24% compared to 18% for Non-holiday VFR trips).

Table 2.3a – VFR Spend in GB												
	All VFR Spend				VFR Holiday Spend				Non-Holiday VFR Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2010	£4,193	£3,478	£465	£250	£2,409	£1,945	£314	£150	£1,784	£1,533	£152	£100
All Tourism - 2011	£4,727	£3,903	£572	£251	£2,698	£2,212	£350	£136	£2,029	£1,691	£223	£116
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	£1,523	£1,259	£189	£76	£810	£654	£114	£42	£713	£605	£74	£33
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	£1,271	£1,056	£148	£67	£623	£500	£84	£38	£649	£556	£64	£29
Hotel/ motel	£1,052	£883	£119	£50	£511	£420	£65	£26	£541	£463	£54	£24
Guest House/ Bed and Breakfast	£219	£172	£29	£17	£112	£81	£19	£12	£107	£92	£10	£5
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chalet/ villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	£232	£185	£39	£7	£182	£149	£29	£4	£50	£36	£11	£3
Self-catering rented accommodation (Flat/apartment/house/chalet/ villa/bungalow/cottage & holiday camp/village)	£143	£111	£28	£4	£115	£97	£17	£1	£28	£14	£11	£3
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	£93	£76	£13	£4	£70	£54	£12	£4	£23	£22	£1	-
Touring caravan	£34	£32	£2	-	£22	£21	£2	-	£12	£12	-	-
Static (not owned)	£27	£16	£9	£3	£24	£13	£9	£3	£2	£2	-	-
Static (owned)	£5	£2	£2	£1	£3	£2	*	£1	£2	£1	£1	-
Camping	£28	£26	£1	£1	£20	£19	£1	£1	£7	£7	-	-
Hostel	£20	£18	£1	£1	£5	£4	£1	-	£15	£14	-	£1
Own home/ friend's home / relative's home	£3,165	£2,613	£380	£172	£1,867	£1,542	£235	£91	£1,297	£1,071	£145	£81

Table 2.3a – VFR Spend in GB

	All VFR Spend				VFR Holiday Spend				Non-Holiday VFR Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2010	£4,193	£3,478	£465	£250	£2,409	£1,945	£314	£150	£1,784	£1,533	£152	£100
All Tourism - 2011	£4,727	£3,903	£572	£251	£2,698	£2,212	£350	£136	£2,029	£1,691	£223	£116
MAIN MODE OF TRANSPORT USED												
Public transport	£1,213	£965	£198	£50	£766	£606	£132	£28	£447	£359	£66	£22
Train	£827	£688	£103	£36	£526	£441	£66	£19	£300	£246	£37	£17
Regular bus/ coach	£160	£117	£38	£5	£90	£57	£29	£3	£70	£60	£9	£1
Sea/ air	£185	£122	£56	£7	£126	£85	£37	£4	£59	£38	£19	£2
Plane	£184	£122	£56	£7	£126	£85	£37	£4	£58	£37	£19	£2
Boat/ ship/ ferry	£1	£1	*	-	*	-	*	-	£1	£1	-	-
Personal transport	£3,467	£2,911	£355	£199	£1,904	£1,597	£200	£107	£1,565	£1,316	£156	£92
Car	£3,424	£2,872	£352	£199	£1,882	£1,577	£198	£107	£1,543	£1,296	£155	£92
Car - own/ friend's/ firm's	£3,385	£2,839	£350	£197	£1,867	£1,564	£197	£106	£1,519	£1,274	£154	£91
Car - hired	£39	£34	£2	£3	£15	£12	£1	£1	£24	£22	£1	£1
Organised coach tour	£42	£38	£1	£3	£24	£23	-	£1	£18	£15	£1	£2
Other	£36	£16	£19	£2	£22	£3	£18	£1	£14	£13	£1	£1
COUNTRY OF RESIDENCE												
England	£4,010	£3,455	£344	£211	£2,255	£1,928	£211	£115	£1,755	£1,527	£133	£96
Scotland	£506	£292	£201	£13	£307	£183	£116	£9	£199	£109	£85	£5
Wales	£211	£156	£28	£27	£136	£101	£23	£12	£75	£55	£5	£15
HOW TRIP BOOKED												
Firm booking	£2,024	£1,649	£273	£102	£1,160	£941	£165	£54	£864	£708	£107	£48
High street or on-line travel agent	£120	£85	£28	£6	£67	£43	£20	£4	£53	£43	£8	£2
Directly with a tour operator	£91	£66	£23	£2	£63	£42	£19	£1	£28	£24	£4	*
Directly with accommodation provider	£1,113	£934	£126	£54	£578	£487	£64	£27	£536	£447	£62	£26
Directly with a transport provider	£645	£521	£92	£32	£422	£339	£65	£18	£223	£181	£27	£14
Directly with a Tourist Board / TIC	£11	£8	£2	£2	£3	£3	-	-	£8	£5	£2	£2
Booked online	£1,381	£1,130	£184	£67	£812	£650	£126	£36	£569	£480	£58	£31
Through some other source	£89	£71	£11	£7	£55	£47	£4	£4	£33	£24	£6	£3
Did not make firm bookings before trip	£2,518	£2,097	£282	£139	£1,426	£1,175	£176	£75	£1,092	£922	£106	£64
Don't Know	£185	£158	£18	£10	£112	£97	£9	£7	£73	£61	£9	£3
WHETHER BOOKED ONLINE												
Booked online	£1,381	£1,130	£184	£67	£812	£650	£126	£36	£569	£480	£58	£31
Not booked online	£3,346	£2,773	£388	£184	£1,886	£1,562	£224	£100	£1,460	£1,211	£165	£85

Table 2.3a – VFR Spend in GB

	All VFR Spend				VFR Holiday Spend				Non-Holiday VFR Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2010	£4,193	£3,478	£465	£250	£2,409	£1,945	£314	£150	£1,784	£1,533	£152	£100
All Tourism - 2011	£4,727	£3,903	£572	£251	£2,698	£2,212	£350	£136	£2,029	£1,691	£223	£116
PACKAGE TRIP												
Package trip	£90	£76	£6	£9	£54	£50	£3	£1	£37	£26	£3	£7
Not a package trip	£4,619	£3,810	£567	£242	£2,633	£2,152	£347	£134	£1,986	£1,658	£220	£108
Don't Know	£18	£18	-	-	£11	£11	-	-	£7	£7	-	-
TYPE OF LOCATION STAYED AT												
Seaside	£597	£505	£53	£39	£407	£352	£34	£22	£190	£153	£19	£18
Large city / large town	£2,172	£1,856	£263	£52	£1,188	£989	£170	£30	£984	£868	£94	£23
Small town	£1,211	£973	£154	£85	£695	£564	£84	£46	£517	£409	£69	£39
Countryside / village	£737	£560	£102	£75	£401	£301	£62	£38	£335	£258	£41	£36
MONTH TRIP STARTED												
January 2011	£254	£213	£33	£8	£146	£119	£22	£4	£108	£93	£11	£4
February 2011	£316	£279	£26	£12	£157	£134	£15	£9	£159	£145	£11	£2
March 2011	£299	£252	£35	£12	£167	£137	£22	£8	£133	£116	£12	£5
April 2011	£376	£315	£46	£15	£231	£196	£26	£10	£145	£119	£21	£6
May 2011	£354	£297	£45	£13	£172	£144	£20	£8	£182	£154	£24	£4
June 2011	£339	£280	£43	£16	£204	£171	£23	£10	£135	£110	£20	£6
July 2011	£514	£424	£56	£35	£319	£279	£23	£18	£194	£145	£33	£17
August 2011	£487	£394	£74	£19	£313	£251	£51	£11	£174	£143	£23	£8
September 2011	£435	£343	£60	£32	£215	£164	£39	£12	£221	£180	£21	£20
October 2011	£384	£307	£50	£26	£204	£155	£39	£10	£180	£152	£12	£17
November 2011	£306	£271	£16	£20	£124	£107	£11	£7	£182	£165	£5	£13
December 2011	£661	£527	£90	£44	£446	£357	£60	£29	£216	£171	£30	£15
DURATION OF TRIP												
1 night	£1,071	£908	£106	£57	£494	£423	£45	£26	£577	£485	£61	£31
2 nights	£1,373	£1,182	£122	£69	£715	£609	£69	£36	£658	£573	£53	£33
3 nights	£795	£646	£111	£38	£478	£381	£74	£23	£317	£265	£36	£16
4 nights	£423	£325	£56	£42	£291	£222	£48	£21	£132	£104	£8	£20
5 nights	£245	£209	£27	£10	£135	£119	£13	£4	£109	£90	£14	£6
6 nights	£113	£100	£10	£3	£84	£78	£5	£1	£29	£22	£4	£2
7 nights	£262	£185	£70	£6	£174	£120	£49	£5	£88	£66	£21	£1
1-3 nights	£3,239	£2,736	£338	£164	£1,687	£1,414	£189	£85	£1,552	£1,323	£150	£79
4-7 nights	£1,042	£819	£162	£61	£684	£538	£115	£31	£358	£282	£47	£29
8+ nights	£446	£348	£72	£26	£326	£261	£46	£19	£119	£87	£26	£7
Average duration of trip (nights)	2.75	2.68	3.22	2.88	3.05	2.98	3.41	3.15	2.42	2.35	2.98	2.62
CHILDREN ON TRIP												
Yes	£809	£671	£102	£36	£489	£401	£69	£19	£320	£270	£33	£17
No	£3,918	£3,232	£471	£215	£2,208	£1,811	£281	£117	£1,709	£1,421	£190	£98

Table 2.3a – VFR Spend in GB

	All VFR Spend				VFR Holiday Spend				Non-Holiday VFR Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2010	£4,193	£3,478	£465	£250	£2,409	£1,945	£314	£150	£1,784	£1,533	£152	£100
All Tourism - 2011	£4,727	£3,903	£572	£251	£2,698	£2,212	£350	£136	£2,029	£1,691	£223	£116
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	£1,965	£1,634	£220	£111	£1,096	£922	£119	£55	£869	£711	£102	£56
C1 (Clerical and supervisory)	£1,569	£1,324	£175	£70	£905	£752	£118	£35	£664	£572	£58	£34
C2 (Skilled manual)	£688	£530	£112	£46	£413	£314	£68	£31	£275	£216	£44	£15
DE (Unskilled, state pensioners etc.)	£505	£416	£65	£25	£285	£225	£45	£15	£221	£191	£20	£10
AGE OF RESPONDENT												
16-24	£656	£552	£71	£33	£356	£298	£41	£17	£300	£254	£30	£16
25-34	£787	£657	£86	£45	£496	£401	£67	£28	£291	£256	£19	£17
35-44	£873	£721	£112	£40	£507	£423	£61	£23	£366	£297	£51	£18
45-54	£803	£674	£85	£44	£438	£360	£58	£20	£365	£315	£26	£24
55-64	£886	£690	£148	£48	£491	£396	£70	£25	£395	£294	£78	£23
65+	£722	£609	£71	£41	£409	£334	£52	£22	£313	£275	£19	£19
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	£798	£690	£72	£36	£480	£418	£37	£25	£318	£272	£35	£11
Age 16-34, married, no children	£360	£284	£56	£20	£212	£158	£48	£6	£148	£126	£9	£13
Age 16-34, with children	£286	£235	£28	£22	£161	£124	£23	£14	£125	£111	£5	£8
Age 35-54, no children	£973	£808	£112	£54	£528	£431	£66	£30	£445	£377	£45	£23
Age 35-54, with children	£703	£587	£85	£30	£417	£352	£53	£13	£285	£236	£32	£18
Age 55+	£1,608	£1,299	£219	£89	£900	£730	£123	£48	£708	£570	£97	£42
ACTIVITIES UNDERTAKEN ON TRIP												
Just relaxing	£1,017	£830	£138	£48	£702	£577	£95	£31	£314	£253	£44	£18
Short walk\ stroll - up to 2 miles\ 1 hour	£855	£686	£107	£61	£544	£447	£59	£37	£311	£239	£48	£24
Sightseeing on foot	£727	£580	£104	£44	£499	£398	£73	£28	£228	£182	£31	£15
Sightseeing by car	£555	£421	£94	£41	£428	£332	£61	£35	£128	£89	£33	£6
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	£539	£446	£70	£23	£153	£131	£14	£7	£387	£315	£56	£16
Centre based walking (i.e. around a city\town centre)	£484	£390	£62	£32	£333	£268	£47	£18	£151	£123	£15	£13
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	£465	£379	£60	£27	£342	£287	£36	£19	£123	£92	£23	£7
Visiting a beach	£339	£289	£13	£37	£247	£215	£6	£26	£92	£73	£7	£11
Special shopping for items you do not regularly buy	£312	£256	£39	£17	£208	£172	£18	£17	£105	£84	£21	-
Visiting a country park	£278	£222	£41	£14	£196	£163	£26	£8	£82	£60	£15	£7
Visiting a museum	£251	£197	£45	£9	£158	£121	£33	£5	£93	£76	£13	£4

Table 2.3a – VFR Spend in GB

	All VFR Spend				VFR Holiday Spend				Non-Holiday VFR Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2010	£4,193	£3,478	£465	£250	£2,409	£1,945	£314	£150	£1,784	£1,533	£152	£100
All Tourism - 2011	£4,727	£3,903	£572	£251	£2,698	£2,212	£350	£136	£2,029	£1,691	£223	£116
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Visiting a cathedral, church, abbey or other religious building	£228	£208	£10	£11	£147	£137	£3	£7	£82	£71	£7	£4
Visiting a castle/other historic site	£215	£139	£65	£12	£155	£105	£41	£9	£60	£33	£24	£3
Visiting a historic house, stately home, palace	£187	£141	£39	£6	£146	£107	£33	£6	£41	£34	£7	-
Going to the cinema	£171	£144	£17	£9	£106	£93	£10	£3	£65	£51	£7	£6
Had a picnic or BBQ	£163	£131	£22	£10	£116	£102	£5	£9	£47	£29	£17	£1
Visiting an art gallery	£153	£111	£39	£3	£111	£88	£23	£1	£42	£23	£17	£2
Visiting a garden	£150	£128	£11	£11	£109	£97	£6	£6	£42	£31	£5	£5
Viewing architecture and buildings	£142	£111	£24	£7	£105	£83	£16	£6	£37	£28	£8	£1
A live music concert	£141	£121	£13	£7	£98	£86	£7	£6	£43	£36	£6	£2
Swimming (indoors or outdoors)	£121	£102	£5	£13	£93	£81	£2	£10	£29	£22	£3	£4
Going to the theatre	£110	£100	£5	£5	£81	£70	£5	£5	£29	£29	-	-
Visiting another type of attraction	£98	£78	£15	£6	£73	£55	£14	£3	£25	£22	£1	£2
Visiting a theme/amusement park	£97	£87	£9	£1	£79	£73	£5	£1	£18	£14	£4	*
Attending a food/local produce event (e.g. food festival, farmers market)	£96	£72	£19	£5	£78	£56	£19	£3	£17	£16	-	£1

*Top 25 activities undertaken on trip illustrated in Table 2-3c above. Sorted by frequency of GB all VFR spend.

Table 2-4 – BUSINESS & WORK TOURISM IN GREAT BRITAIN

- British residents made almost 19 million business and work trips within Great Britain in 2011. This represents 42 million bed nights and £4.4 billion expenditure.
- Commercial accommodation is used on six in every seven business trips (86%), mainly in hotels and motels (73%). However it is worth noting that nearly one in ten of business and work trips involve staying in own or friends' and relatives' homes (8%).
- The car is the main form of transport used for the journey to the destination (60% of trips). Public transport is used for almost a third of business and work trips (31%) – especially the train (23%).
- Business and work trips tend to be relatively short, with nearly half involving only one night away from home (46%).
- Almost half (48%) of trips are taken by those in the professional and managerial (AB) socio-economic group, over twice the share of the British adult population (20%).

Table 2-4 – Business and Work Tourism												
	Business Trips				Business Nights				Business Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	16.34	13.45	2.31	0.62	37.7	29.9	6.5	1.3	£3,645	£2,961	£561	£123
All Tourism - 2011	18.57	15.50	2.19	0.99	41.8	33.7	5.8	2.3	£4,400	£3,538	£640	£223
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	15.91	13.21	6.21	0.87	33.7	26.8	5.0	1.9	£4,099	£3,278	£609	£211
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	14.86	12.34	3.04	0.80	29.8	23.7	4.4	1.6	£3,876	£3,109	£568	£199
Hotel/ motel	13.47	11.33	2.36	0.67	26.1	21.0	3.8	1.2	£3,570	£2,903	£498	£169
Guest House/ Bed and Breakfast	1.38	1.01	0.67	0.12	3.6	2.6	0.6	0.4	£303	£203	£70	£30
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chalet/ villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	0.91	0.74	3.05	0.05	3.3	2.7	0.4	0.2	£193	£152	£32	£8
Self-catering rented accommodation (Flat/apartment/house/chalet/ villa/bungalow/cottage & holiday camp/village)	0.35	0.25	1.25	0.01	1.7	1.3	0.3	*	£91	£61	£29	£1
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	0.60	0.51	2.5	0.04	1.7	1.4	0.1	0.2	£111	£92	£12	£7
Touring caravan	0.18	0.17	0.48	0.01	0.6	0.5	-	*	£15	£14	-	£1

Table 2-4 – Business and Work Tourism

	Business Trips				Business Nights				Business Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	16.34	13.45	2.31	0.62	37.7	29.9	6.5	1.3	£3,645	£2,961	£561	£123
All Tourism - 2011	18.57	15.50	2.19	0.99	41.8	33.7	5.8	2.3	£4,400	£3,538	£640	£223
ACCOMMODATION USED (CONT)												
Static (not owned)	0.08	0.06	0.64	0.02	0.3	0.2	-	0.1	£26	£20	-	£6
Static (owned)	0.03	0.02	0.70	-	0.1	*	0.1	-	£9	£1	£8	-
Camping	0.31	0.27	0.69	0.01	0.8	0.6	0.1	0.1	£60	£56	£4	*
Hostel	0.17	0.13	0.16	0.02	0.6	0.4	0.2	*	£30	£17	£9	£3
Own home/ friend's home / relative's home	1.49	1.26	2.79	0.11	3.5	3.0	0.3	0.2	£179	£153	£16	£10
MAIN MODE OF TRANSPORT USED												
Public transport	5.70	4.66	0.89	0.19	12.3	9.0	2.8	0.5	£1,560	£1,197	£321	£42
Train	4.26	3.68	0.44	0.16	8.9	6.9	1.5	0.5	£1,106	£935	£132	£38
Regular bus/ coach	0.34	0.28	0.05	0.01	0.7	0.6	0.1	*	£67	£51	£15	£1
Sea/ air	0.85	0.49	0.35	0.03	2.1	1.0	1.0	*	£335	£164	£169	£2
Plane	0.83	0.48	0.35	0.03	2.0	1.0	1.0	*	£335	£163	£169	£2
Boat/ ship/ ferry	0.02	0.02	-	-	*	*	-	-	£1	£1	-	-
Personal transport	12.56	10.60	1.24	0.79	28.5	24.2	2.8	1.6	£2,794	£2,305	£311	£178
Car	11.20	9.51	1.05	0.71	24.5	20.8	2.3	1.4	£2,492	£2,069	£263	£160
Car - own/ friend's/ firm's	10.68	9.09	0.97	0.69	23.3	19.8	2.1	1.4	£2,339	£1,955	£248	£136
Car - hired	0.53	0.42	0.08	0.02	1.2	0.9	0.2	0.1	£153	£114	£15	£24
Organised coach tour	0.27	0.23	0.05	-	0.8	0.5	0.2	-	£53	£48	£5	-
Other	0.26	0.19	0.06	0.01	0.8	0.5	0.2	0.1	£37	£27	£8	£3
COUNTRY OF RESIDENCE												
England	16.34	14.11	1.39	0.90	36.6	30.6	3.8	2.1	£3,895	£3,202	£484	£209
Scotland	1.57	0.83	0.74	0.03	3.6	2.0	1.5	*	£360	£234	£122	£4
Wales	0.66	0.55	0.07	0.07	1.6	1.1	0.4	0.1	£146	£102	£34	£10
HOW TRIP BOOKED												
Firm booking	11.64	9.81	1.32	0.58	24.2	19.5	3.4	1.2	£2,999	£2,423	£423	£153
High street or on-line travel agent	0.94	0.79	0.13	0.01	2.1	1.6	0.5	0.1	£302	£243	£35	£24
Directly with a tour operator	0.56	0.48	0.05	0.02	1.4	1.2	0.2	*	£150	£124	£23	£3
Directly with accommodation provider	7.54	6.34	0.78	0.48	15.4	12.4	2.0	1.0	£1,901	£1,554	£237	£110
Directly with a transport provider	1.98	1.61	0.32	0.07	4.4	3.1	1.2	0.1	£588	£432	£141	£16
Directly with a Tourist Board / TIC	0.1	0.07	0.01	0.02	0.2	0.2	*	*	£34	£25	£7	£2
Booked online	8.27	7.02	0.92	0.4	17.1	13.9	2.4	0.8	£2,079	£1,692	£299	£87
Through some other source	1.13	1.01	0.1	0.03	2.4	2.1	0.3	*	£283	£245	£32	£6

Table 2-4 – Business and Work Tourism

	Business Trips				Business Nights				Business Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	16.34	13.45	2.31	0.62	37.7	29.9	6.5	1.3	£3,645	£2,961	£561	£123
All Tourism - 2011	18.57	15.50	2.19	0.99	41.8	33.7	5.8	2.3	£4,400	£3,538	£640	£223
HOW TRIP BOOKED (CONT)												
Did not make firm bookings before trip	5.12	4.21	0.63	0.31	13.6	10.9	1.9	0.9	£998	£776	£165	£57
Don't Know	1.81	1.49	0.23	0.10	4.0	3.3	0.5	0.2	£404	£339	£51	£14
WHETHER BOOKED ONLINE												
Booked online	8.27	7.02	0.92	0.40	17.1	13.9	2.4	0.8	£2,079	£1,692	£299	£87
Not booked online	10.3	8.48	1.27	0.59	24.7	19.8	3.4	1.5	£2,321	£1,846	£341	£136
PACKAGE TRIP												
Package trip	0.59	0.48	0.10	0.01	1.4	1.2	0.2	*	£172	£136	£34	£2
Not a package trip	17.86	14.93	2.06	0.99	40.2	32.4	5.5	2.2	£4,196	£3,378	£597	£221
Don't Know	0.12	0.09	0.03	-	0.2	0.1	0.1	-	£32	£24	£9	-
TYPE OF LOCATION STAYED AT												
Seaside	1.36	1.11	0.12	0.17	3.5	2.8	0.3	0.4	£350	£256	£47	£47
Large city / large town	11.78	10.02	1.44	0.42	24.7	20.3	3.6	0.7	£2,930	£2,408	£419	£103
Small town	4.11	3.30	0.52	0.32	9.5	7.4	1.4	0.7	£831	£652	£133	£47
Countryside / village	1.48	1.20	0.14	0.16	3.9	3.0	0.4	0.4	£276	£211	£39	£26
MONTH TRIP STARTED												
January 2011	1.26	1.06	0.14	0.06	2.8	2.3	0.3	0.1	£296	£233	£49	£14
February 2011	1.42	1.19	0.19	0.06	2.7	2.2	0.4	0.1	£310	£260	£38	£13
March 2011	1.52	1.32	0.13	0.07	3.3	2.9	0.3	0.2	£319	£291	£16	£11
April 2011	1.42	1.26	0.09	0.07	3.6	3.1	0.2	0.2	£303	£266	£23	£14
May 2011	1.40	1.2	0.12	0.09	2.8	2.3	0.4	0.2	£380	£323	£39	£19
June 2011	1.67	1.39	0.22	0.07	3.7	2.9	0.7	0.1	£446	£353	£57	£36
July 2011	1.67	1.39	0.25	0.04	3.8	2.8	0.8	0.2	£399	£292	£99	£7
August 2011	1.58	1.38	0.16	0.07	4.1	3.5	0.4	0.2	£392	£340	£42	£10
September 2011	1.51	1.28	0.15	0.08	3.7	3.1	0.5	0.2	£371	£316	£41	£14
October 2011	1.95	1.58	0.28	0.12	4.8	3.8	0.7	0.2	£447	£327	£93	£27
November 2011	1.99	1.60	0.22	0.17	4	3.0	0.5	0.4	£446	£338	£63	£45
December 2011	1.18	0.85	0.25	0.08	2.5	1.8	0.5	0.2	£291	£199	£78	£14
DURATION OF TRIP												
1 night	8.65	7.39	0.91	0.35	8.65	7.39	0.91	0.35	£1,599	£1,340	£184	£75
2 nights	4.95	4.16	0.48	0.32	9.9	8.3	0.97	0.63	£1,247	£1,045	£149	£53
3 nights	1.95	1.56	0.28	0.16	5.85	4.62	0.84	0.39	£603	£448	£112	£44
4 nights	1.81	1.43	0.28	0.12	7.23	5.64	1.13	0.46	£550	£414	£95	£41
5 nights	0.57	0.45	0.11	0.01	2.85	2.25	0.57	0.03	£193	£122	£66	£5
6 nights	0.18	0.18	0.01	-	1.1	1.04	0.06	-	£59	£58	£1	-
7 nights	0.16	0.13	0.02	0.01	1.1	0.92	0.13	0.06	£61	£56	£4	£1
1-3 nights	15.55	13.12	1.67	0.83	24.4	20.31	2.72	1.37	£3,449	£2,833	£445	£171

Table 2-4 – Business and Work Tourism

	Business Trips				Business Nights				Business Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	16.34	13.45	2.31	0.62	37.7	29.9	6.5	1.3	£3,645	£2,961	£561	£123
All Tourism - 2011	18.57	15.50	2.19	0.99	41.8	33.7	5.8	2.3	£4,400	£3,538	£640	£223
DURATION OF TRIP (CONT)												
4-7 nights	2.72	2.18	0.43	0.14	12.29	9.85	1.89	0.54	£863	£650	£166	£47
8+ nights	0.3	0.2	0.09	0.02	5.07	3.56	1.18	0.34	£89	£55	£29	£5
Average duration of trip (nights)	2.25	2.18	2.64	2.27	2.25	2.18	2.64	2.27	2.25	2.18	2.64	2.27
CHILDREN ON TRIP												
Yes	0.47	0.36	0.01	0.11	1.2	0.9	*	0.2	£69	£51	£3	£15
No	18.11	15.14	2.18	0.89	40.6	32.8	5.7	2.1	£4,332	£3,487	£637	£208
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	8.97	7.63	0.92	0.49	17.1	14.1	2.0	0.9	£2,384	£1,981	£288	£114
C1 (Clerical and supervisory)	6.11	5.06	0.72	0.35	13.6	10.9	1.9	0.8	£1,317	£1,037	£209	£71
C2 (Skilled manual)	2.67	2.18	0.38	0.12	8.7	6.9	1.3	0.4	£544	£404	£109	£30
DE (Unskilled, state pensioners etc.)	0.83	0.63	0.17	0.04	2.4	1.7	0.6	0.1	£155	£115	£33	£7
AGE OF RESPONDENT												
16-24	1.21	0.98	0.12	0.13	4.4	3.6	0.4	0.3	£239	£191	£23	£26
25-34	3.46	2.98	0.40	0.09	8.4	6.9	1.3	0.3	£796	£666	£116	£14
35-44	5.80	4.76	0.69	0.37	11.9	9.6	1.5	0.9	£1,592	£1,257	£220	£115
45-54	4.98	4.14	0.64	0.24	10.8	8.5	1.8	0.5	£1,128	£883	£204	£41
55-64	2.6	2.18	0.32	0.12	5.1	4.0	0.8	0.2	£554	£459	£74	£21
65+	0.52	0.47	0.02	0.04	1.2	1.1	*	0.1	£91	£81	£3	£6
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	1.99	1.70	0.21	0.08	6.1	5.0	0.7	0.4	£410	£347	£42	£21
Age 16-34, married, no children	1.51	1.28	0.13	0.10	3.6	3.0	0.4	0.2	£348	£283	£51	£14
Age 16-34, with children	1.17	0.98	0.18	0.04	3.1	2.5	0.6	*	£277	£227	£45	£4
Age 35-54, no children	6.00	4.93	0.76	0.34	13.5	10.7	2.0	0.7	£1,507	£1,151	£255	£101
Age 35-54, with children	4.78	3.98	0.57	0.28	9.3	7.4	1.2	0.6	£1,213	£989	£169	£55
Age 55+	3.13	2.64	0.34	0.16	6.3	5.1	0.9	0.3	£645	£541	£77	£27
ACTIVITIES UNDERTAKEN ON TRIP												
Short walk\ stroll - up to 2 miles\ 1 hour	0.72	0.48	0.14	0.10	2.2	1.6	0.4	0.2	£177	£108	£61	£9
Sightseeing on foot	0.53	0.42	0.08	0.03	1.4	1.1	0.2	*	£149	£113	£31	£5
Centre based walking (i.e. around a city\town centre)	0.52	0.42	0.06	0.04	1.3	1.0	0.2	0.1	£162	£132	£20	£10
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	0.31	0.19	0.09	0.03	0.9	0.5	0.2	0.2	£78	£36	£37	£5

Table 2-4 – Business and Work Tourism

	Business Trips				Business Nights				Business Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism - 2010	16.34	13.45	2.31	0.62	37.7	29.9	6.5	1.3	£3,645	£2,961	£561	£123
All Tourism - 2011	18.57	15.50	2.19	0.99	41.8	33.7	5.8	2.3	£4,400	£3,538	£640	£223
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.28	0.22	0.04	0.02	0.6	0.5	0.1	*	£78	£62	£15	£1
A live music concert	0.26	0.17	0.06	0.03	0.6	0.3	0.2	0.1	£36	£17	£15	£4
Just relaxing	0.26	0.23	0.03	0.01	1.0	1.0	0.1	*	£69	£55	£12	£2
Sightseeing by car	0.22	0.13	0.01	0.08	0.6	0.5	*	0.1	£53	£43	£2	£8
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.21	0.16	-	0.05	0.6	0.4	-	0.2	£49	£29	-	£20
Running, jogging, orienteering	0.18	0.15	0.03	-	0.5	0.4	0.1	-	£77	£62	£15	-
Visiting a museum	0.16	0.13	0.03	-	0.6	0.5	0.1	-	£69	£58	£11	-
Visiting an art gallery	0.16	0.13	0.03	0.01	0.6	0.5	0.1	*	£42	£33	£8	£1
Special shopping for items you do not regularly buy	0.15	0.12	0.03	0.01	0.4	0.2	0.1	*	£62	£47	£14	£1
Swimming (indoors or outdoors)	0.15	0.07	0.05	0.03	0.4	0.2	0.1	0.1	£52	£13	£27	£12
Visiting a cathedral, church, abbey or other religious building	0.14	0.09	0.01	0.04	0.3	0.2	*	0.1	£20	£16	£1	£2
Viewing architecture and buildings	0.14	0.11	0.03	0.01	0.4	0.3	0.1	*	£53	£35	£16	£2
Attending an outdoor fair\ exhibition\show (e.g. gardening or agricultural show)	0.14	0.12	0.01	-	0.3	0.3	0.1	-	£42	£36	£5	-
A music festival (e.g. Glastonbury)	0.13	0.11	0.02	*	0.4	0.3	0.1	*	£22	£16	£4	£2
Going to the cinema	0.13	0.09	0.02	0.02	0.6	0.4	0.1	0.1	£37	£22	£11	£3
Other arts\cultural event\show	0.13	0.08	0.02	0.02	0.4	0.2	0.1	0.1	£29	£16	£5	£8
Visiting a castle\other historic site	0.11	0.02	0.07	0.02	0.2	*	0.1	0.1	£30	£7	£12	£11
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	0.11	0.06	0.02	0.02	0.4	0.3	*	*	£17	£13	£2	£1
Visiting another type of attraction	0.10	0.09	0.01	-	0.2	0.2	*	-	£18	£15	£4	-
Going to the theatre	0.10	0.09	0.01	-	0.2	0.2	*	-	£44	£41	£2	-
Visiting a historic house, stately home, palace	0.08	0.07	-	0.02	0.1	0.1	-	*	£23	£21	-	£2

*Top 25 activities undertaken on trip illustrated in Table 2-4 above. Sorted by frequency of GB all business trips.

Table 2-5 – ALL TOURISM – DESTINATION & PURPOSE

This section provides a regional breakdown of tourism volume and value in England, Scotland and Wales in 2011.

The relative 'strengths' of individual English regions include:

- Holidays – South West
- VFR – South East
- Business - London

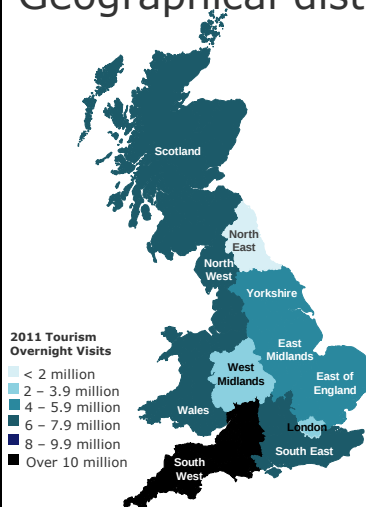
The regional breakdowns for Scotland and Wales are based on small sample sizes and are therefore subject to much wider margins of error.

TABLE 2-5 – Destination & Purpose	ALL TOURISM			ALL HOLIDAYS			ALL VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
January-December 2011	Millions			Millions			Millions			Millions		
ENGLAND												
ALL TOURISM – 2011	104.28	306.8	£17,914	66.64	219.1	£12,244	39.38	105.4	£3,903	15.50	33.7	£3,538
West Midlands	8.21	19.4	£1,111	4.47	11.7	£635	3.58	8.9	£300	1.60	2.9	£310
East of England	10.32	31.2	£1,475	6.63	23.1	£1,015	4.24	11.6	£348	1.51	3.0	£287
East Midlands	9.00	24.8	£1,317	5.46	17.1	£861	3.01	7.0	£269	1.50	2.9	£293
London	11.09	27.1	£2,398	6.18	15.1	£1,281	4.22	12.5	£474	2.86	5.7	£883
North West	13.99	37.1	£2,549	9.65	28.3	£1,872	4.56	11.3	£471	1.79	3.4	£404
North East	4.30	12.7	£717	2.67	8.9	£449	1.68	4.9	£196	0.66	1.3	£161
South East	16.94	47.4	£2,571	10.32	31.3	£1,604	7.55	19.6	£713	2.47	6.6	£561
South West	20.22	75.0	£4,023	14.82	61.4	£3,294	6.56	18.7	£709	2.02	5.0	£393
Yorkshire & the Humber	11.61	30.2	£1,663	7.42	20.5	£1,162	4.73	10.9	£413	1.28	2.7	£240
SCOTLAND												
ALL TOURISM – 2011	13.36	45.6	£3,018	8.91	33.5	£2,089	4.11	13.2	£572	2.19	5.8	£640
Scotland – North	3.29	13.0	£793	2.23	9.7	£559	0.89	3.1	£116	0.61	1.8	£177
Scotland - West	4.59	14.3	£969	2.99	10.7	£626	1.40	4.7	£179	0.84	1.8	£255
Scotland – East	4.60	12.9	£952	3.00	8.8	£667	1.50	4.0	£212	0.69	1.9	£184
Scotland - South	1.24	4.5	£255	0.93	3.6	£195	0.36	1.1	£57	0.12	0.2	£22
Edinburgh	2.34	5.5	£551	1.52	3.7	£381	0.74	1.8	£121	0.39	0.9	£120
Glasgow	1.73	3.6	£385	0.86	2.0	£183	0.46	1.2	£54	0.58	1.0	£171
WALES												
ALL TOURISM - 2011	9.70	34.9	£1,734	7.29	29.0	£1,365	2.44	7.0	£251	0.99	2.3	£223
North Wales	3.42	13.9	£605	2.79	12.1	£519	0.59	1.7	£57	0.27	0.7	£53
Mid Wales	1.43	5.4	£252	1.14	4.5	£213	0.20	0.8	£24	0.13	0.3	£17
South West Wales	2.24	8.5	£410	1.85	7.6	£351	0.58	1.8	£58	0.14	0.3	£34
South East Wales	2.45	6.0	£405	1.34	3.7	£225	1.07	2.6	£103	0.46	1.0	£118

Table 2-6 – ALL TOURISM – NATIONAL PARKS

TABLE 2-6 – National Parks	ALL TOURISM			ALL HOLIDAYS			ALL VFR			BUSINESS		
	Trips	Nights	Spendin g (£)	Trips	Nights	Spendin g (£)	Trips	Nights	Spendin g (£)	Trips	Nights	Spendin g (£)
January-December 2011	Millions			Millions			Millions			Millions		
ENGLAND												
ALL TOURISM – 2011	104.28	306.8	£17,914	66.64	219.1	£12,244	39.38	105.4	£3,903	15.50	33.7	£3,538
Brecon Beacons National Park	0.47	1.4	£60	0.32	1.0	£45	0.15	0.4	£12	0.06	0.2	£9
Dartmoor National Park	0.46	1.7	£76	0.30	1.1	£64	0.22	0.6	£23	0.01	*	£1
Exmoor National Park	0.65	2.4	£128	0.57	2.2	£112	0.16	0.6	£24	0.01	*	£5
Lake District National Park	2.52	8.9	£542	2.26	8.4	£507	0.21	0.7	£28	0.16	0.3	£28
North York Moors National Park	1.47	4.6	£250	1.10	3.8	£193	0.28	0.7	£29	0.10	0.1	£34
Northumberland National Park	0.12	0.3	£16	0.08	0.2	£14	0.04	0.1	£5	-	-	-
Peak District National Park	1.15	3.0	£160	0.73	2.1	£134	0.27	0.6	£17	0.12	0.2	£17
The Broads National Park	0.73	2.7	£133	0.64	2.5	£120	0.11	0.4	£9	0.03	0.1	£9
Yorkshire Dales National Park	0.72	1.9	£126	0.57	1.6	£110	0.19	0.5	£14	0.05	0.1	£5
SCOTLAND												
ALL TOURISM – 2011	13.36	45.6	£3,018	8.91	33.5	£2,089	4.11	13.2	£572	2.19	5.8	£640
Cairngorms National Park Authority	0.45	1.7	£91	0.39	1.5	£86	0.06	0.2	£3	-	-	-
Loch Lomond and the Trossachs National Park	0.42	1.5	£74	0.37	1.2	£67	0.07	0.3	£9	0.02	0.1	£2
WALES												
ALL TOURISM - 2011	9.70	34.9	£1,734	7.29	29.0	£1,365	2.44	7.0	£251	0.99	2.3	£223
Brecon Beacons National Park	0.47	1.4	£60	0.32	1.0	£45	0.15	0.4	£12	0.06	0.2	£9
Pembrokeshire Coast National Park	1.06	4.8	£222	0.91	4.4	£199	0.16	0.6	£15	0.05	0.1	£11
Snowdonia National Park	0.92	3.6	£162	0.83	3.2	£149	0.09	0.3	£15	0.01	0.1	£1

Geographical distribution of visits



Country	Visits	Spend	£/trip
GB	58.44m	£13,000m	£222
England	46.16m	£10,031m	£217
Scotland	6.57m	£1,740m	£265
Wales	6.04m	£1,229m	£204
South West	11.20m	£2,868m	£256
North West	7.29m	£1,603m	£220
South East	6.37m	£1,217m	£191
Yorkshire & the Humber	5.06m	£965m	£191
East of England	4.34m	£810m	£187
East Midlands	4.07m	£705m	£173
London	3.70m	£981m	£265
West Midlands	2.73m	£470m	£172
North East	1.82m	£345m	£189

National Park Estimates – Note:

Estimates of the volume and value of visits to the National Parks in the table above relate to trips taken to the geographical area covered by the National Park itself. The respondent himself/herself may not necessarily describe it as a visit to a National Park *per se* – but all visits to villages and towns within the boundaries of the parks in each case have been included in this calculation.

Where a local authority boundary has not been identical to the National Park boundary, we have included all visits where at least 50% of the Local Authority fell within the National Park. Where this was less than 50%, visits to these local authorities have been excluded.

Appendix

Survey methodology

The GBTS survey is conducted continuously throughout the year, using face-to-face Computer Assisted Personal Interviews or CAPI interviewing, as part of TNS's in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within Great Britain. Respondents are asked whether they have taken trips in Britain in the previous four calendar weeks that involved at least one night away from home.

When such trips are identified, further questions are asked about a maximum of three trips - the most recent three trips - with a core set of questions for all three trips and additional questions for the most recent trip. The questionnaire is thus designed to maximise accuracy of recall, whilst minimising the task for those who have undertaken more than one trip.

The requirement is for a complete dataset for each of the three most recent trips. Therefore, some imputation is necessary and that imputation covers data not collected, or otherwise missing.

The results are reported in terms of total GB population values. Therefore the data are weighted to correct for differences between the sample distribution and that of the population and also to gross the sample values up to the total population.

Reporting periods are defined in terms of groups of weeks. Results published from the data are for trips that started in each calendar month.

The sample design is based on a master sample frame which divides Great Britain into 600 sample points, with a further 5 sample points north of the Caledonian Canal. The TNS omnibus survey operates using 2 sets of points which are used on alternate weeks. Each set consists of 162 points within Great Britain. These sets of points are further split into 4 levels of 118, 133, 152 and 162 which are used depending on the interview length. Sampling points are selected after stratification by Government Office Region and Social Grade. Each sample point is divided into geographical halves. Selected addresses from the point are taken from one half the first time it is used and from the other half when it is next used. This provides for de-clustering or geographical dispersion week on week. Within each point, 130-200 addresses are issued from the Postal Address File and these consist of one or more Output Area. Depending on the interview length, a target to achieve an adult sample of 13 to 18 completed interviews is set (12 to 15 in London).

Interviewer assignments are conducted over two days of fieldwork and are carried out on weekdays between 2pm-8pm and/or at the weekend. Interviewers are issued with quota targets based on gender, working status and presence of children. All interviewers must leave three addresses between each successful interview.

On average 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing is not normally conducted during the two weeks either side of Christmas. The weighting procedures are amended to compensate for these missing weeks.

It was decided to retain the question wording used in UKTS from 2005-2010 to ensure consistency of data collection (see below). However, subsequent trip details are only collected for trips taken within Great Britain in the preceding 4 weeks. The questionnaire reads:

"We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.

Q.1 Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?

In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom.

The four weeks we are talking about are from Monday (day/month) through to last Sunday (day/month).

Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip."

It should be noted that although the questionnaire (at Q.1) clarifies to the respondent that the Channel Islands and Isle of Man are included within the United Kingdom, all parties involved with the survey are aware that these islands have federacy status and are not part of the United Kingdom.

The change in the method of data collection from telephone interviewing to an in-home face-to-face approach utilising TNS's weekly Omnibus survey in May 2005, necessitated a review of the questionnaire to adapt it for CAPI use. In addition, the client group was keen to rationalise the length of the questionnaire and remove questions no longer deemed essential.

Definitions of terms used

Most terms used in this report will be familiar to users of tourism data without further explanation. However, definitions of the main terms used in the report are provided below for reference.

Trips

The estimated number of tourism trips made by adults aged 16 and over and by children up to the age of 15 who accompany them. A trip must consist of at least one night spent away from home, has no upper limit (unlike in the previous versions of the survey where a maximum limit of 60 nights was imposed), and has its end marked by the respondent's return to home. However, the reported timing of trips is reported on the basis of the start date of individual trips. This start date approach is consistent with previous methodologies.

Not included are 'unaccompanied child trips' - trips taken by children up to the age of 15 when not accompanied by an adult.

Bednights

The estimated number of nights spent away from home by adults and by children accompanying them on tourism trips.

Spending

The estimated expenditure incurred relating to all tourism trips. This includes all expenditure by adults on the trip both for themselves and for other people for whom the adults paid (for example, children). This covers those costs incurred in advance of the trip, costs paid during the trip itself, and also any bills relating to the trip paid after returning home. Costs paid on behalf of the person taking the trip, for example by an employer paying the cost of a business trip, are also included.

Expenditure includes items such as package holidays, accommodation, travel to and from the destination and during the trip, services and advice, buying clothes, eating and drinking out, shopping, entertainment and other items relating to the trip.

Allocation of Spending

When spending is reported by country of destination, all of the spending is allocated to the relevant country of destination. In reality, not all of the spending may take place in the country of destination. For example, travel costs or inclusive trip charges may be incurred in the country of origin rather than the country of destination. No attempt has been made in this report to adjust for this.

Where a trip involves overnight stays in more than one destination, the expenditure for the trip is allocated to each destination proportionally to the number of nights spent in each destination.

Total Holiday

'Holiday' includes trips where the main reason for taking the trip is described by the respondent as "holiday, leisure or pleasure" and trips where the main reason for taking the trip is initially described as "visiting friends and relatives", but which on subsequent probing is described as being mainly a holiday rather than for some other reason.

Holiday (Pleasure/Leisure) / Pure Holiday

Holiday (Pleasure/Leisure) indicates trips where the main reason for taking the trip is described by the respondent as "holiday, leisure or pleasure" (with no visiting friends or relatives element to the trip). This terminology is used, interchangeably with 'Pure Holiday' throughout the report

VFR

'Visiting friends and relatives' or 'VFR' is the term used for trips where the main reason for taking the trip is initially described as "visiting friends and relatives", and which on subsequent probing is described as being mainly for some other reason rather than a holiday.

Business/work

'Business/work' trips are those trips where the main reason for taking the trip is described as "to do paid work/on business", "to attend a conference" or "to attend an exhibition, trade show or agricultural show".

Other Purposes

This covers all trips for purposes other than holiday, VFR and business/work as described above. It includes trips where "travel/transport is my work" (such as those made by overnight delivery drivers), and trips made for educational, social, sporting and personal or family reasons (such as attending weddings and funerals, taking someone to university, and similar reasons).

Great Britain

Great Britain as a destination in this survey includes England, Scotland, Wales, the Isle of Man and the Channel Islands. Data for the Isle of man and the Channel islands is excluded from the Great Britain totals contained within this report.

Commercial accommodation

Commercial accommodation is the total of serviced and self-catering rented accommodation. So it includes hotel, motel, guest house, farmhouse, bed & breakfast, and holiday camp/village with any meals provided. Rented flat /apartments, rented house/chalet/villa/bungalow/cottage without any meals provided, self-catering holiday camp/village, camping, towed caravan and static caravan which is not owned.

Serviced rented accommodation

Serviced rented accommodation includes hotel, motel, guest house, farmhouse, bed & breakfast, and holiday camp/village with any meals provided.

Total Self-catering rented accommodation and Caravan and Camping

Total Self-catering rented accommodation and Caravan and Camping includes rented flat /apartment, rented house/chalet/villa/bungalow/cottage without any meals provided, self-catering holiday camp/village, camping, towed caravan and static caravan which is not owned.

Self-catering rented accommodation

Self-catering rented accommodation includes rented flat /apartment, rented house/chalet/villa/bungalow/cottage without any meals provided and self-catering holiday camp/village.

Caravan and Camping accommodation

Caravan and camping accommodation includes camping, towed caravan, static caravan which is not owned and static caravan which is owned.

Other types of accommodation

Other types of accommodation cover all accommodation types not included under rented accommodation above. It includes friends' or relatives' home, static caravan which is owned, second home or timeshare which is owned, hostel, university or school, boat, sleeper cab of lorry/truck, transit and any other type of accommodation.

Personal transport

Personal transport includes own/friend's/firm's car, hired car, motorised caravan/camper/dormobile, motor cycle and bicycle.

Public transport

Public transport includes train, regular bus/coach, organised coach tour and plane.

Inclusive trip

Inclusive trip is defined in the questionnaire as "a package or inclusive trip - that is, where you paid a single price for accommodation plus some form of transport"

Type of location

The classification of type of location as 'seaside', 'large city/large town', 'small town' or 'countryside/village' is a subjective assessment made by the respondent by selecting from these four options.

Touring

A 'touring' trip is defined in the questionnaire as "a touring holiday, where you moved around spending nights in different places".

Children in household

Children in household means a child aged up to 15 living in the household.

It is important to note that this classification is actually based only on the adult respondent interviewed about the trip, rather than all people taking the trip. While technically this characteristic only relates to the individual, it can in practice be interpreted as applying to all people on the trip since these will generally be people in the same household.

Socio-economic group (social grade)

This classification is derived from the occupation of the Chief Income Earner in the respondent's home, and is based on the system used by the National Readership Survey (NRS). It is generally used in market research in the UK and consists of six social grades:

Grade	Occupation
A	Higher managerial, administrative or professional
B	Intermediate managerial, administrative or professional
C1	Supervisory or clerical, and junior managerial, administrative or professional
C2	Skilled manual workers
D	Semi and unskilled manual workers
E	State pensioners or widows (with no other earners in household), casual or lowest grade workers

It is important to note that this classification is actually based only on the adult respondent interviewed about the trip, rather than all people taking the trip. While technically this characteristic only relates to the individual, it can in practice be interpreted as applying to all people on the trip. Those on the trip will generally be people in the same household who would be therefore be allocated the same social grade.

Age of respondent

Information on age is obtained for the respondent being interviewed about the trip, but no information is obtained for other adults or children accompanying on the trip.

In tabulating the results, the characteristics of the individual reporting the trip are applied to other trip members, although in reality these other trip members will have different characteristics. Information on age characteristics must therefore be interpreted with caution.

Lifecycle of respondent

'Single' includes widowed, separated, divorced and civil partnerships that have terminated. 'Married' includes married and living with partner. As with age, this information is based on the characteristics of the respondent being interviewed about the trip and is not available for the other trip members. The lifecycle characteristics of the respondent are applied to all trip members, although in reality their own characteristics will be substantially different. Information on lifecycle must therefore be interpreted with caution.

Regions

Regions of England, Scotland and Wales shown in this report are defined as follows

ENGLAND

Cumbria: County of Cumbria

Northumbria: Northumberland, Durham, Tyne & Wear, Tees Valley

North West: Lancashire, Merseyside, Greater Manchester, Cheshire

Yorkshire: North Yorkshire, West Yorkshire, South Yorkshire, East Riding of Yorkshire, Kingston upon Hull, North Lincolnshire, North East Lincolnshire

Heart of England: Staffordshire, Shropshire, West Midlands, Warwickshire, Herefordshire, Worcestershire, Gloucestershire (except South Gloucestershire), Derbyshire, Leicestershire, Northamptonshire, Nottinghamshire, Rutland, Lincolnshire

East of England: Norfolk, Suffolk, Cambridgeshire, Essex, Bedfordshire, Hertfordshire

London: Greater London

South West: Cornwall, Devon, Somerset, Wiltshire, Western Dorset, South Gloucestershire

Southern: Hampshire, Isle of Wight, Eastern Dorset, Berkshire, Buckinghamshire, Oxfordshire

South East: Kent, Surrey, East Sussex, West Sussex

In most of the English level analysis, the above regional destinations are also combined, where appropriate, to allow analysis at a regional level.

West Midlands

East England

East Midlands

London

North West

North East

South East

South West

Yorkshire

SCOTLAND

Grampian: Aberdeen City and Shire

Tayside: Dundee, Perth & Kinross, Angus

Edinburgh and East Central: Edinburgh, the Lothians, Fife, Clackmannanshire, Falkirk, Stirling

South of Scotland: Borders, Dumfries and Galloway

Glasgow and West Central: Glasgow, Renfrewshire, East Renfrewshire, Inverclyde, East and West Dunbartonshire, North South and East Ayrshire and North and South Lanarkshire

Highlands & Islands: including Argyll & the Islands, Caithness and Sutherland, Inverness and East Highlands, Lochaber, Moray, Orkney, Shetland, Skye and Wester Ross, and Inne Gall

Since 2007, the primary Scottish levels analysis has been at the newly defined macro-tourism areas:

Scotland - North - (Highlands & Islands, Aberdeen & Grampian, Western and Northern Isles)

Scotland - West - (ALLST + Glasgow & Clyde Valley, Ayrshire & Arran)

Scotland - East - (Perthshire + Angus & Dundee + Kingdom of Fife + Edinburgh & Lothians)

Scotland - South (Dumfries & Galloway + Scottish Borders),

Edinburgh

Glasgow

WALES

North Wales: Anglesey, Conwy, Denbighshire, Flintshire, Wrexham, Gwynedd North (former Arfon and Dwyfor)

Mid Wales: Ceredigion, Powys, Gwynedd South (Meirionnydd)

South West Wales: Neath/Port Talbot, Carmarthenshire, Swansea, Pembrokeshire

South East Wales: Bridgend, Rhondda Cynon Taf, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Vale of Glamorgan, Cardiff, Newport, Monmouthshire

Levels of Statistical Confidence

The estimates of the numbers of trips, nights away, and the expenditure on those trips are subject to sampling variation as the data are from a survey. Those sampling variations are quantifiable in terms of confidence limits. For the 2011 GBTS data, those values are given in the table below.

Confidence limits of GBTS 2011 at the 95% level

	Trips %	Nights %	Spend %
GB	2.5%	2.9%	3.3%
England	2.7%	3.2%	3.6%
Scotland	6.3%	7.7%	8.5%
Wales	7.0%	8.7%	9.7%

It must be emphasised that sampling variation is not the only possible source of error. Others include bias through non response and measurement errors caused by memory distortion and/or lack of knowledge of the respondent. These are not quantifiable and can affect the survey results. In particular it is often difficult for respondents to recall expenditure on trips with high levels of accuracy. Nevertheless, it is possible to state, for example, that assuming no bias, the true value of the number of GB trips in 2011 will lie in the range of plus or minus 2.5% of the estimate on 95% of occasions.

Great Britain - resident population

This table describes the characteristics of adults resident in Great Britain which formed the basis for the weighting of the sample survey. These 2011 figures are the latest available

Great Britain Adult Population

TOTAL ADULT POPULATION		49762	TOTAL ADULT POPULATION	49762
Age by Sex			Government Office Regions	
Male 16-24	3604		North East	2143
Male 25-34	3962		North West	5740
Male 35-44	4514		Yorkshire & Humber	4335
Male 45-54	4091		East Midlands	3693
Male 55-64	3598		West Midlands	4467
Male 65-74	2408		East of England	4724
Male 75-84	1485		London	6331
Male 85+	412		South East	6875
			South West	4351
Female 16-24	3481		Wales	2487
Female 25-34	4000		Scotland	4341
Female 35-44	4616			
Female 45-54	4201		Presence of Children	
Female 55-64	3745		Yes	14037
Female 65-74	2623		No	35450
Female 75-84	1991			
Female 85+	756		Social Grade	
Car Ownership			AB	11428
1	20896		C1	14138
2+	18343		C2	10395
0	10248		D	7641
			E	5885

The values above were derived from:

- Census 2001
- Broadcasters' Audience Research Board Establishment Survey
- Office for National Statistics Population Projections for 2010

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The statutory tourist boards and Visit Wales (the Tourism Department of the Welsh Government) who jointly sponsor the Great Britain Tourism Survey.



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