



# The UK Tourist

# Statistics 2010



# UK Tourist 2010

## ***Tourism Volumes and Values in 2010***

Tourism by residents of the United Kingdom in 2010: this report presents the principal findings of the United Kingdom Tourism Survey (UKTS).

UKTS is jointly sponsored by the statutory tourist boards of England, Scotland, Northern Ireland and Visit Wales (the Tourism Department of the Welsh Government).

No part of this publication may be reproduced for commercial purposes without the written permission of the sponsors. Extracts may be quoted if the source is acknowledged.

Published and copyright of the sponsors:

VisitEngland  
VisitScotland  
Visit Wales  
Northern Ireland  
Tourist Board  
© *September 2011*

# Contents:

|   |         |
|---|---------|
| Introduction  | Page 3  |
| Objectives  | Page 4  |
| Scope of this report                                    | Page 4  |
| Survey method   | Page 4  |
| This report   | Page 5  |
| <b>Part 1</b>   |         |
| Section 1.1 – 2010 General Trends                       | Page 6  |
| Section 1.2 – 2010 Full Year<br>Summary                 | Page 8  |
| Section 1.3 – 2006 – 2010 Trends in<br>Domestic Tourism | Page 15 |
| <b>Part 2</b>   |         |
| Summary Data Tables                                     | Page 36 |
| Appendix:   |         |
| Definition of terms used                                | Page 71 |
| UK resident population                                  | Page 75 |

# Introduction

This report is the twenty-second in an annual series, published to present statistical information on the volume and value of tourism undertaken by the resident population of the United Kingdom to destinations within the UK and the Republic of Ireland.

All information in the report comes from a face-to-face interview survey commissioned jointly by the national tourist boards of VisitEngland (VE), VisitScotland (VS), Northern Ireland Tourist Board (NITB) and Visit Wales (the Tourism Department of the Welsh Government). The joint survey is called the United Kingdom Tourism Survey (UKTS).

The UKTS was first conducted in 1989 and replaced earlier surveys which the three national tourist boards and Visit Wales 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 Travel & Tourism 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.

From May 2005, UKTS comprises:

- 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 UK 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 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 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 and 2010 data covers the full 12-months' period allowing for valid comparison.

2010 represents the final year of UKTS. From January 2011, the Great Britain Tourism Survey (GBTS) has been developed and will replace UKTS. The main difference between the two surveys is that GBTS will not include Northern Ireland as a trip destination or place of origin. The focus of the new survey is on the countries of England, Scotland and Wales – Great Britain. Information on tourism within Northern Ireland will be included within a separate new all-Ireland survey. Details of both GBTS and the new all-Ireland survey are available from the sponsoring national tourist boards. TNS has been appointed to conduct GBTS for five years, covering the period 2011 – 2015.

## Objectives

The first objective of UKTS is to provide measurements of tourism by residents of the United Kingdom, 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.
- Tourism to any part of the UK or Ireland, using any accommodation type. The previous survey included coverage of trips outside of the British Isles, but this element was removed when TNS was appointed in 2005.

UKTS is designed as a continuous measurement of the volume and value of tourism by residents of the United Kingdom, 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 UK 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 the United Kingdom, 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 UK 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 UKTS run into thousands of pages of computer tabulations, which are held by the sponsoring boards. 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 sponsoring boards. 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.

## Survey method

The UKTS 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 the UK. Respondents are asked whether they have taken trips in the UK 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 UK 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 the UK into 630 sample points.

The TNS omnibus survey operates on pairs of weeks. One week of the pair uses 143 sampling points - the other week of the pair uses 144 different points. The difference relates to representation of the population in Scotland, north of the Caledonian Canal. 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 geographic half-block of 160 addresses, taken from the Postcode Address File, an interviewer assignment is issued to achieve an adult sample of 15 completed interviews (13 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.

Respondents report on all trips taken in the UK and Ireland 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 UKTS 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.

## This report

### New for 2010

For 2010, the UK Tourist has been enhanced in an effort to make it more interpretive and relevant to the reader. A summary of the changes are as follows:

#### Part 1

- Section 1-1 – *2010 General Trends* – this section is now more interpretive, explaining some of the differences in domestic tourism in 2010 when compared to 2009.

- Section 1-2 – *2010 Full Year Summary* – an in-depth summary of domestic UK tourism during 2010.
- Section 1-3 - *2006-2010 Trends in Domestic Tourism* – this section focuses on trends during the previous five years, examining UK 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.
  - UK Holidays by Lifestage - this section looks at UK holidays during the 2006-2010 time period, when analysed by different lifestage segments (families, Empty Nesters etc).

## Part 2

- To make the report more relevant to the audience, Tables 2-1 – 2-5 have been changed so that they:
  - Illustrate actual volume and value figures rather than percentages.
  - Make it easier to compare the specific details of holiday trips by length and VFR trips by purpose (VFR-holiday or Non-holiday VFR) on the same page.

It may be useful to provide some explanatory notes about some of the key concepts used in this report.

The UKTS 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 – 2010 General Trends

### Tourism in the UK during 2010

The challenge for the UK tourism industry during 2010 was to match a successful 2009 when 126.0m domestic overnight tourism trips were taken. In reality, the number of UK trips recorded during 2010 (119.4m) fell short of the 2009 total, but was still the second highest figure recorded since 2006. 2010 started well with a positive February to April period when the number of trips increased compared to 2009 (the Easter holiday period fell in April during both years allowing a direct comparison). Overall, the 6.6m decrease in the number of domestic overnight trips recorded between 2009 and 2010 was mainly due to fewer trips being taken during the summer months of July to September and the busy Christmas holiday period in December (it is likely the

heavy snowfall and freezing temperatures that most parts of the UK experienced during December contributed to a fall in overnight trips).

Figure 1 – Month on month, 2009 vs. 2010 – Domestic Trips in the UK

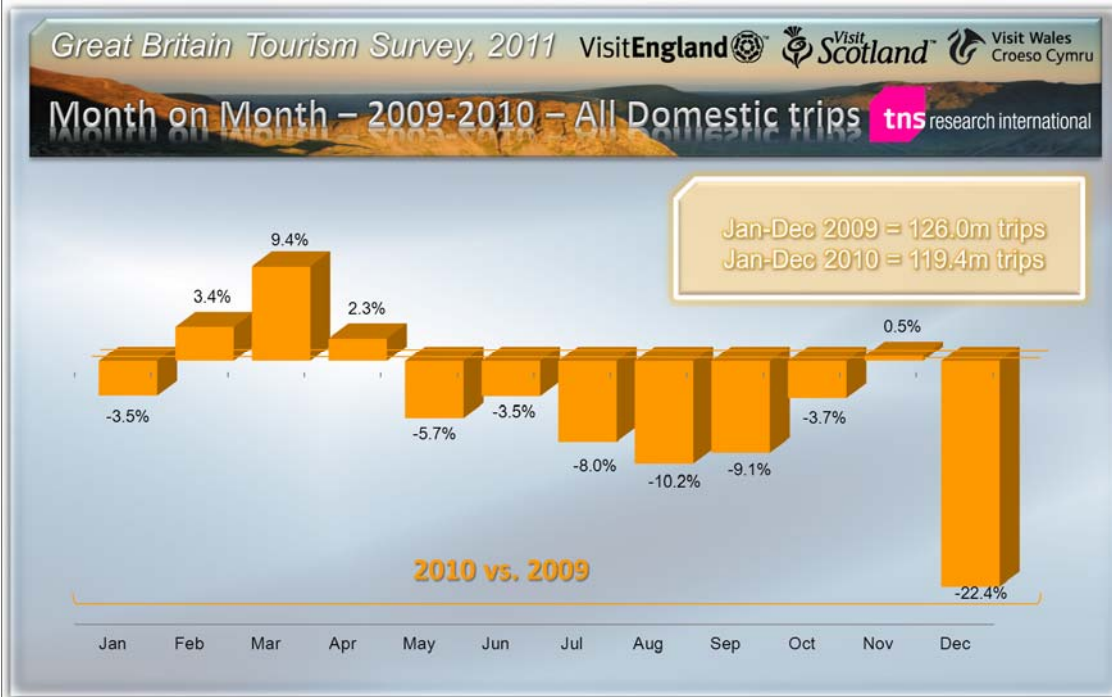


Figure 2 – Month on month, 2009 vs. 2010 – Domestic Holiday (pleasure/leisure) Trips in the UK



### A fall in the number of UK holidays

Pure holiday (pleasure/leisure, which exclude VFR on holiday) trips also reported a decrease (4.1m) between 2009 (60.7m) and 2010 (56.6m) in the UK. There was a noticeable increase in trips in June but this was more than offset by a fall in demand for trips during April and May and July through to December. In fact, just three months (February, March and June) recorded increases on 2009. Analysing the situation more closely, it was

holiday trips of 4+ nights in length that contributed most to the decrease with 4-7 night holidays falling by 7% and longer 8+ night holidays by 13%. Shorter breaks (1-3 nights) also decreased compared to 2009 by 6%. When looking at the different trip profiles, those with young families, the under-45s and those in the C1 and DE socio-economic groupings performed poorer relative to 2009. In contrast, Northern Irish and Welsh residents, those aged between 45-54, caravanners and

those in the AB and C2 socio-economic groupings were some of the segments that performed better relative to 2009.

### Business and VFR Trips

For the other trip purposes, business tourism showed signs of recovery towards the end of the year but, overall, still recorded a 6% fall between 2009 (18.0m) and 2010 (16.9m). Trips to visit friends and relatives (non-holiday) in 2010 (20.6m) continued to struggle with six of the last eight months of the year reporting fewer trips than in 2009 (20.8m).

### Trips at a Country Level – 2009 v 2010

Given its size, it is no surprise that England tended to mirror the UK results. It actually reported a bigger decline than the UK generally – a fall of 6.4m trips over 2009 (-6%). Much of the decline was caused by fewer holiday trips, especially 8+ night holiday trips (-15%) with business tourism continuing to decline (down -9%) and trips involving visits to friends and relatives (non-holidays) at the same level as 2009 (18.1m trips). Putting these findings into context, it should be noted that holiday trips in England were still higher than pre-2009 levels during 2010 however.

Overall, Scottish trips also recorded a slight decrease (-1%) with the decline largely due to a 16% downturn in holiday trips. However this was partly offset by a 15% increase in business trips and a 24% increase in trips involving visiting friends and relatives whilst on holiday.

In Wales, trips reported a 3% decline on 2009. There were increases for non-holiday VFR (+7%), and shorter 1-3 night holidays (+11%). Business tourism reported a decrease of 8% after signs of recovery in early 2010. Generally it could be regarded as a year of stability with only VFR holidays exhibiting a significant decline (-17%).

Northern Ireland was the only country to report an increase during 2010 with an increase of 300,000 trips over 2009 (+12%).

### Completing the Picture

Adding further context, whilst domestic holiday trips have decreased during 2010, there has also been a corresponding fall in demand in both outbound visits abroad by UK residents and inbound visits to the UK by overseas residents, as illustrated in the table overleaf. The International Passenger Survey (IPS) statistics for 2010 are as follows:

|  | % change 2009 vs. 2010 |
|--|------------------------|
| All visits to the UK by overseas residents     | -1%                    |
| All visits abroad by UK residents              | -6%                    |
| Holiday visits to the UK by overseas residents | -2%                    |
| Holiday visits abroad by UK residents          | -6%                    |

These findings suggest that although inbound visits to the UK by overseas residents have remained relatively consistent with 2009 (having declined slightly by -1% for all trips and -2% for holiday trips), outbound visits by UK residents have fallen more sharply (declining -6% for all trips and holiday trips).

It is likely that the continuing economic uncertainty and increasing living costs have resulted in fewer trips being taken overall – either within the UK or overseas.

During 2011, it will be interesting to see if domestic tourism can return to the high volumes of trips recorded during 2009, when there was a strong increase in the number of holiday trips and greater localisation of trips with British adults holidaying closer to home.

## Section 1.2 - 2010 – Full Year Summary

### Tourism volumes & values in 2010

It is estimated that in 2010, UK residents took around 119 million trips of one night or more within the UK. These trips involved a total of 373 million nights away from home, resulting in an average tourism trip length of 3.1 nights.

Tourism expenditure on these domestic trips was £21 billion, representing an average spend of £174 per trip and £56 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 2010, the average UK adult resident:

- took 1.9 tourism trips of one night or more away from home within the UK
- stayed away from home for 6.0 nights in total on tourism trips in the UK
- spent £335 in total on domestic tourism trips.

## Tourism Destinations

This section looks in detail at tourism in the UK, and compares the performance of England, Northern Ireland, Scotland and Wales as destinations.

Of the 119 million trips taken in the UK in 2010, around four out of five (81%) were taken in England generating around 96.4 million trips. Scotland, with 12.4 million trips had a 10% share, Wales with 8.7 million trips had a 7% share, and Northern Ireland, with 2.6 million trips, had a 2% share.

Table 1.2.1 – Tourism Trips in the UK by country

| Destination      | Trips    |                |
|------------------|----------|----------------|
|                  | Millions | Share of Trips |
| UK Total         | 119.434  | 100%           |
| England          | 96.377   | 81%            |
| Northern Ireland | 2.600    | 2%             |
| Scotland         | 12.371   | 10%            |
| Wales            | 8.688    | 7%             |

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 (81%) is lower than its share of the total population (84%). Northern Ireland accounts for 3% of the UK population, but 2% of the trips.

In contrast, Scotland and Wales both have a higher share of tourism trips than of total population.

Table 1.2.2 – Tourism Trips compared with population

| Destination      | Population: |      | Trips:   |      |
|------------------|-------------|------|----------|------|
|                  | Millions    | %    | Millions | %    |
| UK Total         | 62.262      | 100% | 119.434  | 100% |
| England          | 52.234      | 84%  | 96.377   | 81%  |
| Northern Ireland | 1.799       | 3%   | 2.600    | 2%   |
| Scotland         | 5.222       | 8%   | 12.371   | 10%  |
| Wales            | 3.006       | 5%   | 8.688    | 7%   |

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 and Northern Ireland

(3.8 nights per trip for Wales and 3.6 nights for Scotland compared to 3.0 nights for trips in England and Northern Ireland). Consequently, Scotland and Wales have higher shares of nights than trips.

Table 1.2.3 – Tourism Nights in UK by country

| Destination      | Nights   | Share of Nights | Av. nights per trip |
|------------------|----------|-----------------|---------------------|
|                  | Millions | %               | No.                 |
| UK Total         | 373.321  | 100%            | 3.13                |
| England          | 288.111  | 77%             | 2.99                |
| Northern Ireland | 7.777    | 2%              | 2.99                |
| Scotland         | 44.556   | 12%             | 3.60                |
| Wales            | 32.877   | 9%              | 3.78                |

Turning to spending, the average spend per trip is higher in Scotland and Northern Ireland than in England and Wales. Trips in Scotland have an average spend of £212 and Northern Ireland £211, well above the UK average of £174. England and Wales have broadly similar 'per trip' spending levels - £168 and £167 respectively.

The higher than average spending in Scotland is largely a reflection of the longer trip length (3.6 nights) and the average spend per night which is slightly above the UK average (£59 compared with the UK average of £56). The average spend per night in Northern Ireland (£70) is even higher than that recorded for Scotland but this estimate should be viewed with caution due to the relatively low sample size.

In contrast, the low average spend on trips in Wales is influenced by a low level of spending per night (£44 per night compared with the UK average of £56).

Table 1.2.4 – Tourism Spending in UK by country

| Destination      | Spending | Share of Spending | Av. Spend per trip | Av. Spend per night |
|------------------|----------|-------------------|--------------------|---------------------|
|                  | £Million | %                 | £                  | £                   |
| UK Total         | £20,835  | 100%              | £174               | £56                 |
| England          | £16,210  | 78%               | £168               | £56                 |
| Northern Ireland | £548     | 3%                | £211               | £70                 |
| Scotland         | £2,628   | 13%               | £212               | £59                 |
| Wales            | £1,450   | 7%                | £167               | £44                 |

This results in Scotland and Wales having a higher share of tourism spending compared to their population base. For England however, its respective share of tourism by UK residents, on all measures, is below its population share. Northern Ireland has the same share of tourism spending and population.

## Purpose by Destination

This section illustrates the primary purpose of tourism trips taken by UK residents within the UK in 2010 – be this for a holiday, visiting friends & relatives or travelling for business and work.

It was noted earlier (Table 1.2.2) that England is the destination for four-fifths (81%) of all UK trips, but that this is lower than its share of the population (84%). The same was the case for Northern Ireland (3% of the population compared to 2% of trips). In contrast, Scotland and Wales have a higher share of trips than population.

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 make up a greater percentage of all trips in Wales than is the case for the other countries (80% compared to 75% for Northern Ireland, 67% for Scotland and 64% for England). Holidays of 4 or more nights account for over a third of Wales' trips (35%) and 26% of Scottish trips. For England and Northern Ireland however, the shares are 21% and 20% respectively. Short holidays of 1-3 nights' duration were especially common in Northern Ireland (54% of all trips) compared with 45% in Wales, 43% in England and 40% in Scotland.

Business trips are much less common in Wales, with less than one in ten (7%) of domestic trips taken for this purpose compared with 19% in Scotland and 14% in England and Northern Ireland. VFR non-holiday trips were slightly more common in England than elsewhere (19%) compared with 12% in Wales, 11% in Scotland and 10% in Northern Ireland.

Table 1.2.5 – Trips in UK by purpose

|  | England         | Northern Ireland | Scotland        | Wales           |
|--|-----------------|------------------|-----------------|-----------------|
| <b>Purpose</b>   | <b>Millions</b> | <b>Millions</b>  | <b>Millions</b> | <b>Millions</b> |
| Total  | 96.377          | 2.600            | 12.371          | 8.688           |
| Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday) | 62.023          | 1.938            | 8.229           | 6.922           |
| 1-3 nights   | 41.715          | 1.414            | 4.997           | 3.870           |
| 4+ nights  | 20.308          | 0.524            | 3.231           | 3.052           |
| VFR  | 18.127          | 0.251            | 1.307           | 1.018           |
| Business/work  | 13.640          | 0.360            | 2.355           | 0.624           |
| <b>Purpose</b>   | <b>% Share</b>  | <b>% Share</b>   | <b>% Share</b>  | <b>% Share</b>  |
| Total  | 100%            | 100%             | 100%            | 100%            |
| Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday) | 64%             | 75%              | 67%             | 80%             |
| 1-3 nights   | 43%             | 54%              | 40%             | 45%             |
| 4+ nights  | 21%             | 20%              | 26%             | 35%             |
| VFR  | 19%             | 10%              | 11%             | 12%             |
| Business/work  | 14%             | 14%              | 19%             | 7%              |

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 (3.8 nights for Wales and 3.6 nights for Scotland vs. 3.0 nights per trip to both Northern Ireland and England). This longer average length is mainly due to the higher share of trips accounted for by long holidays in Scotland and Wales.

|  | England         | Northern Ireland | Scotland        | Wales           |
|--|-----------------|------------------|-----------------|-----------------|
| <b>Purpose</b>   | <b>Millions</b> | <b>Millions</b>  | <b>Millions</b> | <b>Millions</b> |
| Total  | 288.111         | 7.777            | 44.556          | 32.877          |
| Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday) | 207.495         | 5.788            | 31.644          | 28.018          |
| 1-3 nights   | 79.046          | 2.484            | 9.767           | 7.814           |
| 4+ nights  | 128.450         | 3.304            | 21.877          | 20.204          |
| VFR  | 43.399          | 0.944            | 4.310           | 3.335           |
| Business/work  | 30.294          | 0.938            | 6.532           | 1.336           |
| <b>Purpose</b>   | <b>% Share</b>  | <b>% Share</b>   | <b>% Share</b>  | <b>% Share</b>  |
| Total  | 100%            | 100%             | 100%            | 100%            |
| Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday) | 72%             | 74%              | 71%             | 85%             |
| 1-3 nights   | 27%             | 32%              | 22%             | 24%             |
| 4+ nights  | 45%             | 42%              | 49%             | 61%             |
| VFR  | 15%             | 12%              | 10%             | 10%             |
| Business/work  | 11%             | 12%              | 15%             | 4%              |

|  | England          | Northern Ireland | Scotland         | Wales            |
|--|------------------|------------------|------------------|------------------|
| <b>Purpose</b>   | <b>£Millions</b> | <b>£Millions</b> | <b>£Millions</b> | <b>£Millions</b> |
| Total  | £16,210          | £548             | £2,628           | £1,450           |
| Total Holiday (incl. VFR-holiday)                      | £11,241          | £393             | £1,806           | £1,204           |
| 1-3 nights   | £6,198           | £256             | £854             | £522             |
| 4+ nights  | £5,043           | £137             | £952             | £682             |
| VFR  | £1,550           | £47              | £166             | £100             |
| Business/work  | £3,074           | £103             | £577             | £131             |
| <b>Purpose</b>   | <b>% Share</b>   | <b>% Share</b>   | <b>% Share</b>   | <b>% Share</b>   |
| Total  | 100%             | 100%             | 100%             | 100%             |
| Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday) | 69%              | 72%              | 69%              | 83%              |
| 1-3 nights   | 38%              | 47%              | 32%              | 36%              |
| 4+ nights  | 31%              | 25%              | 36%              | 47%              |
| VFR  | 10%              | 9%               | 6%               | 7%               |
| Business/work  | 19%              | 19%              | 22%              | 9%               |

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).

## 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 UK countries in which those who are taking the tourist trips are normally resident.

Of the 119.4 million trips taken in the UK in 2010, 100.6 million were taken by English residents, 10.9 million by residents of Scotland, 5.4 million by Welsh residents and 2.6 million by Northern Ireland 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 the same 'share' of trips as its 'share' of the population. Residents of England took an average of 1.9 domestic trips in 2010 – a slightly higher proportion than amongst Welsh residents (1.8) and Northern Ireland residents (1.4) but slightly lower than Scottish residents (2.1).

| Table 1.2.8 – Trips taken by country of residence |                   |         |           |          |       |
|---|-------------------|---------|-----------|----------|-------|
|   | Residents of..... |         |           |          |       |
|   | UK                | England | N Ireland | Scotland | Wales |
| Trips taken (Million)                             | 119.434           | 100.628 | 2.556     | 10.886   | 5.363 |
| Share of trips taken (%)                          | 100%              | 84%     | 2%        | 9%       | 4%    |
| Resident Population (Million)                     | 62.3              | 52.2    | 1.80      | 5.2      | 3.01  |
| Share of Population (%)                           | 100%              | 84%     | 3%        | 8%       | 5%    |
| Av. No. of Trips taken per resident               | 1.92              | 1.93    | 1.42      | 2.09     | 1.78  |

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 (7.4 nights compared to 6.0 for English residents, 5.6 for Welsh residents and 3.9 for Northern Ireland residents). In terms of average spend on domestic tourism by origin; Scottish residents spent the most at £420, followed by Northern Ireland residents (£388), English (£326) and the Welsh (£303).

| Table 1.2.9 – Nights taken & spending by country of residence |                   |         |           |          |        |
|---|-------------------|---------|-----------|----------|--------|
|   | Residents of..... |         |           |          |        |
|   | UK                | England | N Ireland | Scotland | Wales  |
| Nights away (Million)   | 373.321           | 311.039 | 6.924     | 38.442   | 16.916 |
| Av. No. of Nights taken per resident                          | 5.99              | 5.96    | 3.85      | 7.39     | 5.62   |
| Spending (£ Million)  | £20,835           | £17,037 | £699      | £2,186   | £913   |
| Av. Spending per resident (£)                                 | £334              | £326    | £388      | £420     | £303   |

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..... |         |           |          |         |
|   | UK                | England | N Ireland | Scotland | Wales   |
| Destination   | Million           | Million | Million   | Million  | Million |
| UK Total  | 119.434           | 100.628 | 2.556     | 10.886   | 5.363   |
| England   | 96.377            | 87.950  | 0.874     | 4.129    | 3.424   |
| N Ireland   | 2.600             | 0.872   | 1.390     | 0.292    | 0.046   |
| Scotland  | 12.371            | 5.538   | 0.277     | 6.361    | 0.196   |
| Wales   | 8.688             | 6.727   | 0.022     | 0.213    | 1.725   |

As has been reported in previous years, there were major variations in the UK destinations visited by origin. Not surprisingly, the vast majority of English residents took trips in England itself (87%). Similarly, the majority of Scots trips were taken in Scotland (58%), and the largest proportion of Northern Irish trips were taken within the Province (54%). A notable exception however was Wales – the majority of domestic trips taken by Welsh residents were in England (64%) with a third being taken within Wales (32%).

| Table 1.2.11 – Destination of trip by residence (Share by Origin) |                   |         |           |          |       |
|---|-------------------|---------|-----------|----------|-------|
| Destination   | Residents of..... |         |           |          |       |
|   | UK                | England | N Ireland | Scotland | Wales |
| Destination   | %                 | %       | %         | %        | %     |
| UK Total  | 100%              | 100%    | 100%      | 100%     | 100%  |
| England   | 81%               | 87%     | 34%       | 38%      | 64%   |
| N Ireland   | 2%                | 1%      | 54%       | 3%       | 1%    |
| Scotland  | 10%               | 6%      | 11%       | 58%      | 4%    |
| Wales   | 7%                | 7%      | 1%        | 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 (91%). The much larger size of England in relation to the other constituent countries of the UK accounts for England's pre-eminent position as a domestic tourism generator for the other

parts of the UK: 77% of visitors to Wales were from England, as were just under half of the trips made in Scotland (45%) and a third of the trips in Northern Ireland (34%).

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

| Row percentages | Residents of..... |         |           |          |       |
|-----------------|-------------------|---------|-----------|----------|-------|
|                 | UK                | England | N Ireland | Scotland | Wales |
| UK Total        | 100%              | 84%     | 2%        | 9%       | 4%    |
| England         | 100%              | 91%     | 1%        | 4%       | 4%    |
| N Ireland       | 100%              | 34%     | 53%       | 11%      | 2%    |
| Scotland        | 100%              | 45%     | 2%        | 51%      | 2%    |
| Wales           | 100%              | 77%     | 0%        | 2%       | 20%   |

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 91% of the trips, 90% of the nights and 87% of the spending on domestic trips taken in England
- In terms of trips in Northern Ireland, home residents account for 53% of trips, 36% of nights and 38% of domestic spending.
- For the Scots, the equivalent figures for trips in Scotland are 51% of trips, 46% of nights and 38% of spending
- And for the Welsh, the proportions are 20%, 15% and 17% 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..... |         |           |          |         |
|-------------|-------------------|---------|-----------|----------|---------|
|             | UK                | England | N Ireland | Scotland | Wales   |
| Destination | Million           | Million | Million   | Million  | Million |
| UK Total    | 373.321           | 311.039 | 6.924     | 38.442   | 16.916  |
| England     | 288.111           | 258.018 | 3.118     | 16.075   | 10.899  |
| N Ireland   | 7.777             | 3.554   | 2.778     | 1.320    | 0.126   |
| Scotland    | 44.556            | 22.413  | 0.916     | 20.409   | 0.818   |
| Wales       | 32.877            | 27.055  | 0.112     | 0.638    | 5.072   |

**Table 1.2.14 – Destination of nights by residence (Share by Destination)**

| Row percentages | Residents of..... |         |           |          |       |
|-----------------|-------------------|---------|-----------|----------|-------|
|                 | UK                | England | N Ireland | Scotland | Wales |
| UK Total        | 100%              | 83%     | 2%        | 10%      | 5%    |
| England         | 100%              | 90%     | 1%        | 6%       | 4%    |
| N Ireland       | 100%              | 46%     | 36%       | 17%      | 2%    |
| Scotland        | 100%              | 50%     | 2%        | 46%      | 2%    |
| Wales           | 100%              | 82%     | *         | 2%       | 15%   |

Finally, table 1.2.17 presents an interesting analysis of the extent to which each UK 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 the UK than 'leaks' out. The reverse is the case for England and Northern Ireland.

**Table 1.2.15 – Destination of spend by country of residence (£)**

| Spend       | Residents of..... |         |           |          |        |
|-------------|-------------------|---------|-----------|----------|--------|
|             | UK                | England | N Ireland | Scotland | Wales  |
| Destination | £ Mill            | £ Mill  | £ Mill    | £ Mill   | £ Mill |
| UK Total    | £20,835           | £17,037 | £699      | £2,186   | £913   |
| England     | £16,210           | £14,168 | £368      | £1,062   | £612   |
| N Ireland   | £548              | £243    | £208      | £81      | £16    |
| Scotland    | £2,628            | £1,471  | £111      | £1,002   | £44    |
| Wales       | £1,450            | £1,156  | £12       | £41      | £241   |

**Table 1.2.16 – Destination of spend by residence (Share by Destination)**

| Row percentages | Residents of..... |         |           |          |       |
|-----------------|-------------------|---------|-----------|----------|-------|
|                 | UK                | England | N Ireland | Scotland | Wales |
| Destination     |                   |         |           |          |       |
| UK Total        | 100%              | 82%     | 3%        | 10%      | 4%    |
| England         | 100%              | 87%     | 2%        | 7%       | 4%    |
| N Ireland       | 100%              | 44%     | 38%       | 15%      | 3%    |
| Scotland        | 100%              | 56%     | 4%        | 38%      | 2%    |
| Wales           | 100%              | 80%     | 1%        | 3%       | 17%   |

**Table 1.2.17 – Net Gains/Losses of Domestic Tourism**

| Purpose          | Trips    | Nights   | Spend     |
|------------------|----------|----------|-----------|
|                  | Millions | Millions | £Millions |
| England          | - 4.25   | - 22.93  | - £827    |
| Northern Ireland | + 0.04   | + 0.85   | - £151    |
| Scotland         | + 1.49   | + 6.11   | + £442    |
| Wales            | + 3.33   | + 15.96  | + £537    |

## Section 1.3 - 2006-10 Trends in Domestic Tourism

This section of the report presents the key findings for each year going back to 2006. 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 2010 time period when compared to 2009. However, any apparent trends over the 2006 – 2010 period are also highlighted.

### Tourism Trips taken in the UK

As has been reported already, 2010 was a more challenging year for domestic tourism when compared to 2009 with a decrease in the number of trips taken in the UK. This followed an encouraging 2009 when an increase in demand for domestic holidays contributed towards a 7% rise compared to 2008. In 2010 however, trips decreased by 5% to 119.4 million with a similar decrease in bednights (-6%). Spending also decreased by 5% (down to £20,835 million) although it

should be noted that this does not take account of inflation – if this had been factored in, the 2010 spend would have recorded a greater decrease in 'real terms'. In general, all trip purposes – holiday, VFR and business – decreased in volume compared to the previous year.

The average trip length in the UK remained consistent with the previous year, falling slightly from 3.16 to 3.13 nights, whilst spend per trip remained at £174 and spend per night increased slightly from £55 to £56.

When making comparisons with previous years, the average annual percentage change between 2006 and 2010 has seen the number of trips decrease by just over 1% over this period. Bednights have decreased by 2% over the same period with spend remaining around the same level (at historic prices).

2009 almost matched 2006 for the number of trips taken (126.0m v 126.3m) following two years of decline during 2007 and 2008 (123.5 and 117.7m). 2010 recorded the lowest number of trips for any year in the period with the exception of 2008. As will be highlighted, this 'headline figure' masks some major fluctuations in terms of domestic trip purpose.

Table 1.3.1 – Tourism Trips taken in the UK (2006-2010)

|                         | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|-------------------------|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
| Trips<br>(Millions)     | <b>126.293</b>    | <b>123.458</b>    | -2.24%              | <b>117.715</b>    | -4.65%              | <b>126.006</b>    | +7.04%              | <b>119.434</b>    | -5.22%              | -1.27%                                |
| Nights<br>(Millions)    | <b>400.073</b>    | <b>394.413</b>    | -1.41%              | <b>378.388</b>    | -4.06%              | <b>398.749</b>    | +5.38%              | <b>373.321</b>    | -6.38%              | -1.62%                                |
| Spending<br>(£Millions) | <b>£20,965</b>    | <b>£21,238</b>    | +1.30%              | <b>£21,107</b>    | -0.62%              | <b>£21,881</b>    | +3.67%              | <b>£20,835</b>    | -4.78%              | -0.11%                                |
| Av. Nights<br>per trip  | <b>3.17</b>       | <b>3.19</b>       | +0.85%              | <b>3.21</b>       | +0.62%              | <b>3.16</b>       | -1.55%              | <b>3.13</b>       | -1.23%              | -0.33%                                |
| Av. Spend<br>per trip   | <b>£166</b>       | <b>£172</b>       | +3.63%              | <b>£179</b>       | +4.23%              | <b>£174</b>       | -3.15%              | <b>£174</b>       | +0.46%              | +1.29%                                |
| Av. Spend<br>per night  | <b>£52</b>        | <b>£54</b>        | +2.76%              | <b>£56</b>        | +3.59%              | <b>£55</b>        | -1.63%              | <b>£56</b>        | +1.71%              | +1.61%                                |

In terms of the purpose of trips within the UK, holidays (including visits to friends and relatives while on holiday) represent the largest proportion of domestic tourism. In the period January to December 2010, they accounted for 78.7 million of the 119.4 million trips within the UK. 1-3 night holidays were more common than 4+ night holidays (51.9 million and 26.8 million respectively). Visits to friends and relatives for non holiday purposes accounted for 20.6 million trips while there were 16.9 million trips for business and work purposes in this period. Compared with the equivalent period in 2009, all trip purposes decreased in 2010, with 8+ night holidays (non-VFR) recording the largest decrease (-13%).

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, the volumes recorded were still significantly higher than in the 2006 – 2008 period. This was mainly as a result of short (1-3 night) and mid-duration (4-7 night) holidays. Longer 8+ night holidays however declined considerably during 2010 to the lowest level recorded in the last five years.

With the exception of 2009, there has been year-on-year decreases in the volumes of VFR tourism with the 2010 levels being the lowest recorded. Similarly, overnight domestic business tourism has shown year-on-year decline with volumes in 2010 some 12% lower than in 2006.

Please note that Tables 1.3.1 to 1.3.12 below do not include any respondent answers that have been classified under the 'Other' category for purpose. Therefore, the figures in the tables may not necessarily sum to 100%.

Table 1.3.2 – Purpose of Domestic Trips in the UK (2006-2010)

|   | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|---|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
|   | Millions          | Millions          |                     | Millions          |                     | Millions          |                     | Millions          |                     |                                       |
| <b>All Tourism</b>  | <b>126.293</b>    | <b>123.458</b>    | -2.24%              | <b>117.715</b>    | -4.65%              | <b>126.006</b>    | +7.04%              | <b>119.434</b>    | -5.22%              | -1.27%                                |
| <b>Total Holiday</b><br>(Holiday<br>Pleasure/Leisure & VFR-<br>Holiday) | <b>79.207</b>     | <b>76.828</b>     | -3.00%              | <b>75.428</b>     | -1.82%              | <b>84.321</b>     | +11.79%             | <b>78.701</b>     | -6.67%              | +0.07%                                |
| 1-3 Nights  | <b>52.111</b>     | <b>49.543</b>     | -4.93%              | <b>49.767</b>     | +0.45%              | <b>55.369</b>     | +11.26%             | <b>51.925</b>     | -6.22%              | +0.14%                                |
| 4-7 Nights  | <b>21.956</b>     | <b>22.384</b>     | +1.95%              | <b>21.144</b>     | -5.54%              | <b>24.059</b>     | +13.79%             | <b>22.430</b>     | -6.77%              | +0.86%                                |
| 8+ Nights   | <b>5.140</b>      | <b>4.901</b>      | -4.65%              | <b>4.517</b>      | -7.84%              | <b>4.893</b>      | +8.32%              | <b>4.347</b>      | -11.16%             | -3.83%                                |
| <b>Holiday</b><br>(Pleasure/Leisure)                                    | <b>53.264</b>     | <b>53.722</b>     | +0.86%              | <b>51.958</b>     | -3.28%              | <b>60.657</b>     | +16.74%             | <b>56.576</b>     | -6.73%              | +1.90%                                |
| 1-3 Nights  | <b>33.203</b>     | <b>32.838</b>     | -1.10%              | <b>32.286</b>     | -1.68%              | <b>37.939</b>     | +17.51%             | <b>35.720</b>     | -5.85%              | +2.22%                                |
| 4-7 Nights  | <b>16.620</b>     | <b>17.296</b>     | +4.07%              | <b>16.491</b>     | -4.65%              | <b>19.153</b>     | +16.14%             | <b>17.758</b>     | -7.28%              | +2.07%                                |
| 8+ Nights   | <b>3.441</b>      | <b>3.587</b>      | +4.24%              | <b>3.180</b>      | -11.35%             | <b>3.565</b>      | +12.11%             | <b>3.098</b>      | -13.10%             | -2.02%                                |
| <b>Total VFR</b><br>(VFR-Holiday & Other)                               | <b>49.623</b>     | <b>47.814</b>     | -3.65%              | <b>44.096</b>     | -7.78%              | <b>44.430</b>     | +0.76%              | <b>42.765</b>     | -3.75%              | -3.60%                                |
| VFR-Holiday   | <b>25.943</b>     | <b>23.106</b>     | -10.94%             | <b>23.470</b>     | +1.58%              | <b>23.664</b>     | +0.83%              | <b>22.124</b>     | -6.51%              | -3.76%                                |
| Non-holiday VFR   | <b>23.680</b>     | <b>24.708</b>     | +4.34%              | <b>20.626</b>     | -16.52%             | <b>20.766</b>     | +0.68%              | <b>20.640</b>     | -0.61%              | -3.03%                                |
| <b>Business/work</b>  | <b>19.217</b>     | <b>18.745</b>     | -2.46%              | <b>18.199</b>     | -2.91%              | <b>17.950</b>     | -1.37%              | <b>16.914</b>     | -5.77%              | -3.13%                                |

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 174 million bednights in 2010. Compared to 2009, the largest decline in bednights was reported for holiday (non-VFR) trips, which fell by 9%. Looking more closely, it was the longer 8+ night holidays (non-VFR) that recorded the largest decline, falling by 15%. When comparing the

annual average percentage change between 2006 and 2010, the number of bednights for all tourism has decreased by some 2% per year. Consistent with trips, holiday (non-VFR) bednights have actually increased slightly over this period by 1% per year. Total VFR and business/work bednights have all fallen by 4% per year emphasising the fact that non-VFR holiday trips have been the only real area of growth in recent years.

**Table 1.3.3 – Purpose of Domestic Nights in the UK (2006-2010)**

|   | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|---|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
|   | Millions          | Millions          |                     | Millions          |                     | Millions          |                     | Millions          |                     |                                       |
| <b>All Tourism</b>  | <b>400.073</b>    | <b>394.413</b>    | -1.41%              | <b>378.388</b>    | -4.06%              | <b>398.749</b>    | +5.38%              | <b>373.321</b>    | -6.38%              | -1.62%                                |
| <b>Total Holiday</b><br>(Holiday Pleasure/Leisure<br>& VFR-Holiday) | <b>280.306</b>    | <b>278.307</b>    | -0.71%              | <b>266.931</b>    | -4.09%              | <b>298.525</b>    | +11.84%             | <b>272.945</b>    | -8.57%              | -0.38%                                |
| 1-3 Nights  | <b>99.338</b>     | <b>96.345</b>     | -3.01%              | <b>95.034</b>     | -1.36%              | <b>105.485</b>    | +11.00%             | <b>99.111</b>     | -6.04%              | +0.15%                                |
| 4-7 Nights  | <b>118.041</b>    | <b>120.880</b>    | +2.41%              | <b>112.466</b>    | -6.96%              | <b>129.334</b>    | +15.00%             | <b>119.544</b>    | -7.57%              | +0.72%                                |
| 8+ Nights   | <b>62.926</b>     | <b>61.082</b>     | -2.93%              | <b>59.430</b>     | -2.70%              | <b>63.706</b>     | +7.20%              | <b>54.290</b>     | -14.78%             | -3.31%                                |
| <b>Holiday</b><br>(Pleasure/Leisure)                                | <b>197.271</b>    | <b>203.869</b>    | +3.34%              | <b>193.145</b>    | -5.26%              | <b>222.473</b>    | +15.18%             | <b>202.841</b>    | -8.82%              | +1.11%                                |
| 1-3 Nights  | <b>64.325</b>     | <b>64.473</b>     | +0.23%              | <b>63.361</b>     | -1.72%              | <b>73.668</b>     | +16.27%             | <b>69.202</b>     | -6.06%              | +2.18%                                |
| 4-7 Nights  | <b>90.507</b>     | <b>94.786</b>     | +4.73%              | <b>88.956</b>     | -6.15%              | <b>103.988</b>    | +16.90%             | <b>95.496</b>     | -8.17%              | +1.83%                                |
| 8+ Nights   | <b>42.439</b>     | <b>44.610</b>     | +5.12%              | <b>40.829</b>     | -8.48%              | <b>44.818</b>     | +9.77%              | <b>38.143</b>     | -14.89%             | -2.12%                                |
| <b>Total VFR</b><br>(VFR-Holiday & Other)                           | <b>143.654</b>    | <b>134.907</b>    | -6.09%              | <b>128.254</b>    | -4.93%              | <b>125.722</b>    | -1.97%              | <b>122.093</b>    | -2.89%              | -3.97%                                |
| VFR-Holiday   | <b>83.034</b>     | <b>74.437</b>     | -10.35%             | <b>73.785</b>     | -0.88%              | <b>76.052</b>     | +3.07%              | <b>70.104</b>     | -7.82%              | -3.99%                                |
| Non-holiday VFR   | <b>60.619</b>     | <b>60.469</b>     | -0.25%              | <b>54.468</b>     | -9.92%              | <b>49.670</b>     | -8.81%              | <b>51.989</b>     | +4.67%              | -3.58%                                |
| <b>Business/work</b>  | <b>46.080</b>     | <b>44.965</b>     | -2.42%              | <b>42.876</b>     | -4.65%              | <b>42.183</b>     | -1.62%              | <b>39.100</b>     | -7.31%              | -4.00%                                |

In terms of spending, 1-3 night holidays represent the largest segment with a total spend of £7.8 billion in the January-December 2010 period in the UK. 4+ night holidays reported a slightly lower figure, accounting for £6.8 billion and business and work tourism accounts for £3.9 billion of expenditure. Compared with January to December 2009; spending levels for 1-3 night holidays were the only trip purpose to record an increase, up 1%, reflecting a rise in demand for shorter domestic holiday trips.

Once again, it is important to emphasise that the 2009 figures are in historic prices and have not been converted to take account of inflation.

When comparing the annual average percentage change between 2006 and 2010, at an overall level, there has been no growth over this time period for expenditure. Whilst pure holiday (leisure/pleasure, which excludes VFR on holiday) spend has increased by 3% per year in the last five years, both Total VFR and business/work expenditure has decreased by 2% and 4% per year respectively. The latter can be attributed to the recent economic uncertainty resulting in fewer overnight business trips.

It should also be noted that the RPI (Retail Price Index) has risen by approximately 16% between December 2006 and December 2010.

Table 1.3.4 – Purpose of Domestic Spend in the UK (2006-2010)

|   | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|---|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
|   | Millions          | Millions          |                     | Millions          |                     | Millions          |                     | Millions          |                     |                                       |
| <b>All Tourism</b>  | <b>£20,965</b>    | <b>£21,238</b>    | +1.30%              | <b>£21,107</b>    | -0.62%              | <b>£21,881</b>    | +3.67%              | <b>£20,835</b>    | -4.78%              | -0.11%                                |
| <b>Total Holiday</b><br>(Holiday<br>Pleasure/Leisure & VFR-<br>Holiday) | <b>£13,592</b>    | <b>£14,040</b>    | +3.30%              | <b>£14,098</b>    | +0.41%              | <b>£15,194</b>    | +7.77%              | <b>£14,644</b>    | -3.62%              | +1.97%                                |
| 1-3 Nights  | <b>£6,893</b>     | <b>£6,902</b>     | +0.13%              | <b>£7,508</b>     | +8.78%              | <b>£7,768</b>     | +3.46%              | <b>£7,829</b>     | +0.79%              | +3.29%                                |
| 4-7 Nights  | <b>£5,067</b>     | <b>£5,497</b>     | +8.49%              | <b>£5,103</b>     | -7.17%              | <b>£5,787</b>     | +13.40%             | <b>£5,390</b>     | -6.86%              | +1.97%                                |
| 8+ Nights   | <b>£1,632</b>     | <b>£1,641</b>     | +0.55%              | <b>£1,487</b>     | -9.38%              | <b>£1,640</b>     | +10.29%             | <b>£1,425</b>     | -13.11%             | -2.91%                                |
| <b>Holiday</b><br>(Pleasure/Leisure)                                    | <b>£10,906</b>    | <b>£11,465</b>    | +5.13%              | <b>£11,388</b>    | -0.67%              | <b>£12,612</b>    | +10.75%             | <b>£12,072</b>    | -4.28%              | +2.73%                                |
| 1-3 Nights  | <b>£5,298</b>     | <b>£5,377</b>     | +1.49%              | <b>£5,866</b>     | +9.09%              | <b>£6,188</b>     | +5.49%              | <b>£6,215</b>     | +0.44%              | +4.13%                                |
| 4-7 Nights  | <b>£4,311</b>     | <b>£4,732</b>     | +9.77%              | <b>£4,382</b>     | -7.40%              | <b>£5,052</b>     | +15.29%             | <b>£4,704</b>     | -6.89%              | +2.69%                                |
| 8+ Nights   | <b>£1,297</b>     | <b>£1,357</b>     | +4.63%              | <b>£1,140</b>     | -15.99%             | <b>£1,372</b>     | +20.35%             | <b>£1,153</b>     | -15.96%             | -1.74%                                |
| <b>Total VFR</b><br>(VFR-Holiday & Other)                               | <b>£4,819</b>     | <b>£4,835</b>     | +0.33%              | <b>£4,750</b>     | -1.76%              | <b>£4,509</b>     | -5.07%              | <b>£4,434</b>     | -1.66%              | -2.04%                                |
| VFR-Holiday   | <b>£2,686</b>     | <b>£2,575</b>     | -4.13%              | <b>£2,710</b>     | +5.24%              | <b>£2,583</b>     | -4.69%              | <b>£2,572</b>     | -0.43%              | -1.00%                                |
| Non-holiday VFR   | <b>£2,133</b>     | <b>£2,261</b>     | +6.00%              | <b>£2,040</b>     | -9.77%              | <b>£1,927</b>     | -5.54%              | <b>£1,863</b>     | -3.32%              | -3.16%                                |
| <b>Business/work</b>  | <b>£4,643</b>     | <b>£4,451</b>     | -4.14%              | <b>£4,483</b>     | +0.72%              | <b>£4,336</b>     | -3.28%              | <b>£3,885</b>     | -10.40%             | -4.27%                                |

## Tourism Trips taken in England

Reflecting its size and share of the market, the volume and value pattern for domestic tourism in England in January to December 2010 (as illustrated in Table 1-10) is very similar to that described for the UK as a whole. There were decreases in terms of trips (-6%), bednights (-8%) and expenditure (-6%). Average length of stay was around 3.0 nights. Average spend per trip recorded no change and spend per night decreased slightly by 2%, to £168 and £56 (historic prices) respectively.

When making comparisons with previous years, similar to the UK as a whole, the average annual percentage

change between 2006 and 2010 has seen the number of trips decrease by just over 1%. Bednights have decreased by 2% per year over the same period with spend remaining around the same level (at historic prices). This would suggest a general and consistent decline in the number of tourism trips taken within England in recent years (with the exception of 2009).

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 (102.9m). 2010 (96.4m) failed to match 2009 and returned to a similar level to that recorded during 2008.

Table 1.3.5 – Tourism Trips taken in England (2006-2010)

|                      | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|----------------------|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
| Trips (Millions)     | 101.834           | 100.173           | -1.63%              | 95.533            | -4.63%              | 102.949           | +7.76%              | 96.377            | -6.38%              | -1.22%                                |
| Nights (Millions)    | 308.832           | 307.798           | -0.33%              | 295.379           | -4.03%              | 312.914           | +5.94%              | 288.111           | -7.93%              | -1.59%                                |
| Spending (£Millions) | £16,212           | £16,531           | +1.97%              | £16,433           | -0.59%              | £17,281           | +5.16%              | £16,210           | -6.20%              | +0.08%                                |
| Av. Nights per trip  | 3.03              | 3.07              | +1.32%              | 3.09              | +0.63%              | 3.04              | -1.69%              | 2.99              | -1.65%              | -0.35%                                |
| Av. Spend per trip   | £159              | £165              | +3.66%              | £172              | +4.24%              | £168              | -2.41%              | £168              | 0.20%               | +1.42%                                |
| Av. Spend per night  | £52               | £54               | +2.31%              | £56               | +3.59%              | £55               | -0.73%              | £56               | 1.88%               | +1.76%                                |

## Purpose of Domestic Trips in England

As was the case for the UK as a whole, in England, the most common purpose of trip was a 1-3 night holiday (as illustrated in Table 1.3.6 overleaf), accounting for 41.7 million of the 96.4 million domestic tourism trips in the January to December 2010 period. Holiday trips of all lengths recorded declines compared to 2009 (decreasing by -8%), but it was particularly evident for those longer 8+ night holidays which fell by 13% during 2010.

Non-holiday VFR trips were the only trip purpose that matched 2009 with no change recorded during 2010. Tourism trips which involved visiting friends and relatives whilst on holiday decreased by 10% as did business/work trips (-9%).

When comparing the annual average percentage change between 2006 and 2010, all tourism trips have declined slightly by 1% per year. The largest declines have been in VFR trips (-4% per year) and business/work trips (-4% per year) over the five year period. In contrast, shorter 1-3 night and 4-7 night holidays (non-VFR) have reported a 3% per year increase in the last five years, indicating a growth in the share of shorter holiday trips within England. It is likely that the increased popularity of weekend city breaks will have contributed to this trend.

Table 1.3.6 – Purpose of Domestic Trips in England (2006-2010)

|  | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|--|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
| <b>All Tourism</b>   | <b>101.834</b>    | <b>100.173</b>    | -1.63%              | <b>95.533</b>     | -4.63%              | <b>102.949</b>    | +7.76%              | <b>96.377</b>     | -6.38%              | -1.22%                                |
| <b>Total Holiday</b><br>(Holiday<br>Pleasure/Leisure &<br>VFR-Holiday) | <b>62.237</b>     | <b>60.938</b>     | -2.09%              | <b>59.496</b>     | -2.37%              | <b>67.354</b>     | +13.21%             | <b>62.023</b>     | -7.91%              | +0.21%                                |
| 1-3 Nights   | <b>41.766</b>     | <b>39.988</b>     | -4.26%              | <b>40.183</b>     | +0.49%              | <b>44.986</b>     | +11.95%             | <b>41.715</b>     | -7.27%              | +0.23%                                |
| 4-7 Nights   | <b>16.530</b>     | <b>17.231</b>     | +4.24%              | <b>16.052</b>     | -6.84%              | <b>18.620</b>     | +16.00%             | <b>17.063</b>     | -8.36%              | +1.26%                                |
| 8+ Nights  | <b>3.942</b>      | <b>3.719</b>      | -5.66%              | <b>3.261</b>      | -12.32%             | <b>3.748</b>      | +14.93%             | <b>3.246</b>      | -13.39%             | -4.11%                                |
| <b>Holiday</b><br>(Pleasure/Leisure)                                   | <b>40.665</b>     | <b>41.631</b>     | +2.38%              | <b>40.046</b>     | -3.81%              | <b>47.293</b>     | +18.10%             | <b>43.927</b>     | -7.12%              | +2.39%                                |
| 1-3 Nights   | <b>25.716</b>     | <b>25.773</b>     | +0.22%              | <b>25.364</b>     | -1.59%              | <b>29.896</b>     | +17.87%             | <b>28.093</b>     | -6.03%              | +2.62%                                |
| 4-7 Nights   | <b>12.351</b>     | <b>13.163</b>     | +6.57%              | <b>12.473</b>     | -5.24%              | <b>14.636</b>     | +17.34%             | <b>13.501</b>     | -7.75%              | +2.73%                                |
| 8+ Nights  | <b>2.599</b>      | <b>2.695</b>      | +3.69%              | <b>2.209</b>      | -18.03%             | <b>2.760</b>      | +24.94%             | <b>2.333</b>      | -15.47%             | -1.22%                                |
| <b>Total VFR</b><br>(VFR-Holiday & Other)                              | <b>41.891</b>     | <b>40.541</b>     | -3.22%              | <b>37.407</b>     | -7.73%              | <b>38.208</b>     | +2.14%              | <b>36.223</b>     | -5.20%              | -3.50%                                |
| VFR-Holiday  | <b>21.572</b>     | <b>19.307</b>     | -10.50%             | <b>19.450</b>     | +0.74%              | <b>20.062</b>     | +3.15%              | <b>18.096</b>     | -9.80%              | -4.10%                                |
| Non-holiday VFR  | <b>20.319</b>     | <b>21.234</b>     | +4.50%              | <b>17.957</b>     | -15.43%             | <b>18.146</b>     | +1.05%              | <b>18.127</b>     | -0.10%              | -2.50%                                |
| <b>Business/work</b>   | <b>16.005</b>     | <b>15.448</b>     | -3.48%              | <b>15.172</b>     | -1.79%              | <b>15.027</b>     | -0.96%              | <b>13.640</b>     | -9.23%              | -3.86%                                |

### Tourism Trips taken in Northern Ireland

The volume and value of UK tourism in Northern Ireland reported an increase in tourism trips during 2010. Trips recorded an increase of 12% (2.6 million trips in total), with bednights and spend also increasing by 13% and 21% respectively. The average trip length increased slightly by 1% compared to 2009 at 3.0 nights per trip. Average spend per trip increased by 8% with spend per night increasing by 7% compared to the previous year at £211 (per trip) and £70 (per night) respectively.

When making comparisons with previous years, the average annual percentage change between 2006 and

2010 has seen the number of trips increase by 3% per year. Bednights have also increased, albeit by a lesser amount, by 1% per year over the same period as has spend (+8% per year at historic prices). This indicates a long term increase in the number of tourism trips taken within Northern Ireland in recent years, with the biggest change being the increase in spend.

2010 witnessed the largest volume of tourism trips within Northern Ireland in the last five years (2.6m). This was an increase of c.300,000 compared to 2009 (2.3m) continuing the upward trend from 2.15m in 2007 and 2.18m in 2008.

Table 1.3.7 – Tourism Trips taken in Northern Ireland (2006-2010)

|                      | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|----------------------|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
| Trips (Millions)     | <b>2.379</b>      | <b>2.152</b>      | -9.54%              | <b>2.177</b>      | +1.16%              | <b>2.317</b>      | +6.43%              | <b>2.600</b>      | +12.21%             | +2.57%                                |
| Nights (Millions)    | <b>7.644</b>      | <b>7.07</b>       | -7.51%              | <b>6.922</b>      | -2.09%              | <b>6.881</b>      | -0.59%              | <b>7.777</b>      | +13.02%             | +0.71%                                |
| Spending (£Millions) | <b>£400</b>       | <b>£453</b>       | +13.25%             | <b>£450</b>       | -0.66%              | <b>£452</b>       | +0.44%              | <b>£548</b>       | +21.24%             | +8.57%                                |
| Av. Nights per trip  | <b>3.21</b>       | <b>3.29</b>       | +2.25%              | <b>3.18</b>       | -3.22%              | <b>2.97</b>       | -6.60%              | <b>2.99</b>       | +0.72%              | -1.71%                                |
| Av. Spend per trip   | <b>£168</b>       | <b>£211</b>       | +25.20%             | <b>£207</b>       | -1.80%              | <b>£195</b>       | -5.62%              | <b>£211</b>       | +8.04%              | +6.45%                                |
| Av. Spend per night  | <b>£52</b>        | <b>£64</b>        | +22.44%             | <b>£65</b>        | +1.46%              | <b>£66</b>        | +1.04%              | <b>£70</b>        | +7.27%              | +8.06%                                |

### Purpose of Domestic Trips in Northern Ireland

In terms of the purpose of tourism trip in Northern Ireland, most of the trip types recorded increases compared to 2009. Mid-length 4-7 night holidays reported a significant increase of 92% which impacted on the longer 8+ night holiday market which actually reduced by 7%. This would suggest an increase in domestic holiday trips taken within Northern Ireland but that these trips have become shorter in length. Having increased by 22% during 2009, Non-holiday VFR trips fell back to 2008 levels during 2010, declining by 30%. In contrast, business trips increased by 22%.

When comparing the annual average percentage change between 2006 and 2010, all tourism trips have increased by 3% per year. The most significant increase is evident amongst mid-length 4-7 night holiday (non-VFR) trips which have increased by 18% per year during this time period. In contrast, longer 8+ night holiday trips have decreased by an average of 3% per year since 2006. Non-holiday VFR trips are also in long term decline, having decreased by over 10% over the same period.

Some caution should be applied when interpreting all these results for Northern Ireland because of the relatively small sample sizes involved.

Table 1.3.8 – Purpose of Domestic Trips in Northern Ireland (2006-2010)

|   | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|---|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
| <b>All Tourism</b>  | <b>2.379</b>      | <b>2.152</b>      | -9.54%              | <b>2.177</b>      | +1.16%              | <b>2.317</b>      | +6.43%              | <b>2.600</b>      | +12.21%             | +2.57%                                |
| <b>Total Holiday</b><br>(Holiday Pleasure/Leisure<br>& VFR-Holiday) | <b>1.614</b>      | <b>1.403</b>      | -13.07%             | <b>1.523</b>      | +8.55%              | <b>1.604</b>      | +5.32%              | <b>1.938</b>      | +20.82%             | +5.41%                                |
| 1-3 Nights  | <b>1.185</b>      | <b>0.980</b>      | -17.30%             | <b>1.061</b>      | +8.27%              | <b>1.227</b>      | +15.65%             | <b>1.414</b>      | +15.24%             | +5.46%                                |
| 4-7 Nights  | <b>0.286</b>      | <b>0.307</b>      | +7.34%              | <b>0.314</b>      | +2.28%              | <b>0.293</b>      | -6.69%              | <b>0.426</b>      | +45.39%             | +12.08%                               |
| 8+ Nights   | <b>0.143</b>      | <b>0.116</b>      | -18.88%             | <b>0.148</b>      | +27.59%             | <b>0.084</b>      | -43.24%             | <b>0.098</b>      | +16.67%             | -4.47%                                |
| <b>Holiday</b><br>(Pleasure/Leisure)                                | <b>1.047</b>      | <b>0.905</b>      | -13.56%             | <b>1.023</b>      | +13.04%             | <b>1.119</b>      | +9.38%              | <b>1.294</b>      | +15.64%             | +6.12%                                |
| 1-3 Nights  | <b>0.824</b>      | <b>0.682</b>      | -17.23%             | <b>0.797</b>      | +16.86%             | <b>0.934</b>      | +17.19%             | <b>0.982</b>      | +5.14%              | +5.49%                                |
| 4-7 Nights  | <b>0.174</b>      | <b>0.177</b>      | +1.72%              | <b>0.180</b>      | +1.69%              | <b>0.140</b>      | -22.22%             | <b>0.269</b>      | +92.14%             | +18.33%                               |
| 8+ Nights   | <b>0.049</b>      | <b>0.046</b>      | -6.12%              | <b>0.046</b>      | 0.00%               | <b>0.046</b>      | 0.00%               | <b>0.043</b>      | -6.52%              | -3.16%                                |
| <b>Total VFR</b><br>(VFR-Holiday & Other)                           | <b>0.992</b>      | <b>0.882</b>      | -11.09%             | <b>0.793</b>      | -10.09%             | <b>0.843</b>      | +6.31%              | <b>0.895</b>      | +6.17%              | -2.18%                                |
| VFR-Holiday   | <b>0.567</b>      | <b>0.498</b>      | -12.17%             | <b>0.500</b>      | +0.40%              | <b>0.484</b>      | -3.20%              | <b>0.644</b>      | +33.06%             | +4.52%                                |
| Non-holiday VFR   | <b>0.425</b>      | <b>0.383</b>      | -9.88%              | <b>0.293</b>      | -23.50%             | <b>0.358</b>      | +22.18%             | <b>0.251</b>      | -29.89%             | -10.27%                               |
| <b>Business/work</b>  | <b>0.285</b>      | <b>0.352</b>      | +23.51%             | <b>0.331</b>      | -5.97%              | <b>0.295</b>      | -10.88%             | <b>0.360</b>      | +22.03%             | +7.18%                                |

### Tourism Trips taken in Scotland

During 2010, trips taken in Scotland decreased slightly by 1% compared to the previous 12 months, with nights and expenditure also recording 3% and 4% decreases respectively. With the average trip length falling by 3%, the trips taken were also shorter in duration.

In comparison with previous years, the average annual percentage change between 2006 and 2010 has seen

the number of trips decrease by 2%. Bednights have also decreased, albeit by a lesser amount, by 1% per annum over the same period as has spend (-1% per annum, at historic prices).

Generally, the number of trips made to Scotland annually has remained consistent since 2006, varying by only 1.1m between 2006 and 2010.

Table 1.3.9 – Tourism Trips taken in Scotland (2006-2010)

|                      | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|----------------------|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
| Trips (Millions)     | <b>13.280</b>     | <b>13.120</b>     | -1.20%              | <b>12.145</b>     | -7.43%              | <b>12.465</b>     | +2.63%              | <b>12.371</b>     | -0.75%              | -1.69%                                |
| Nights (Millions)    | <b>47.163</b>     | <b>47.445</b>     | +0.60%              | <b>44.187</b>     | -6.87%              | <b>46.075</b>     | +4.27%              | <b>44.556</b>     | -3.30%              | -1.32%                                |
| Spending (£Millions) | <b>£2,720</b>     | <b>£2,836</b>     | +4.26%              | <b>£2,812</b>     | -0.85%              | <b>£2,736</b>     | -2.70%              | <b>£2,628</b>     | -3.95%              | -0.81%                                |
| Av. Nights per trip  | <b>3.55</b>       | <b>3.62</b>       | +1.82%              | <b>3.64</b>       | +0.61%              | <b>3.70</b>       | +1.60%              | <b>3.60</b>       | -2.56%              | +0.37%                                |
| Av. Spend per trip   | <b>£205</b>       | <b>£216</b>       | +5.54%              | <b>£232</b>       | +7.11%              | <b>£219</b>       | -5.20%              | <b>£212</b>       | -3.22%              | +1.06%                                |
| Av. Spend per night  | <b>£58</b>        | <b>£60</b>        | +3.64%              | <b>£64</b>        | +6.46%              | <b>£59</b>        | -6.69%              | <b>£59</b>        | -0.67%              | +0.69%                                |

### Purpose of Domestic Trips in Scotland

In terms of trip purpose, the largest decline in Scotland relative to the same period in 2009 was in holiday pleasure/leisure trips, particularly shorter 1-3 night and longer 8+ night trips (both down by -18%). Mid-length 4-7 night trips showed a smaller decrease albeit still of a significant scale (-11%). In contrast, holiday VFR tourism trips increased by 24% during 2010 while business/work tourism, which increased by 15%. These increases largely compensated for the decrease in pure holiday trips, resulting in an overall decrease for all tourism trips of 1%.

When comparing the annual average percentage change between 2006 and 2010, all tourism trips have declined by 2% per year. The largest decline has been reported in the VFR-non holiday market which has fallen by 8% per year in the last five years. The holiday market has shown little growth and when holiday leisure/pleasure is combined with holiday VFR tourism, it has actually declined by 1% since 2006. These findings indicate a static domestic overnight tourism market within Scotland over the last five years.

Table 1.3.10 – Purpose of Domestic Trips in Scotland (2006-2010)

|  | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|--|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
| <b>All Tourism</b>   | <b>13.280</b>     | <b>13.120</b>     | -1.20%              | <b>12.145</b>     | -7.43%              | <b>12.465</b>     | +2.63%              | <b>12.371</b>     | -0.75%              | -1.69%                                |
| <b>Total Holiday</b><br>(Holiday<br>Pleasure/Leisure &<br>VFR-Holiday) | <b>8.512</b>      | <b>8.638</b>      | +1.48%              | <b>8.287</b>      | -4.06%              | <b>8.854</b>      | +6.84%              | <b>8.229</b>      | -7.06%              | -0.70%                                |
| 1-3 Nights   | <b>4.955</b>      | <b>4.950</b>      | -0.10%              | <b>4.791</b>      | -3.21%              | <b>5.412</b>      | +12.96%             | <b>4.997</b>      | -7.67%              | +0.50%                                |
| 4-7 Nights   | <b>2.845</b>      | <b>2.910</b>      | +2.28%              | <b>2.812</b>      | -3.37%              | <b>2.632</b>      | -6.40%              | <b>2.577</b>      | -2.09%              | -2.39%                                |
| 8+ Nights  | <b>0.712</b>      | <b>0.778</b>      | +9.27%              | <b>0.684</b>      | -12.08%             | <b>0.809</b>      | +18.27%             | <b>0.655</b>      | -19.04%             | -0.89%                                |
| <b>Holiday</b><br>(Pleasure/Leisure)                                   | <b>5.954</b>      | <b>6.497</b>      | +9.12%              | <b>6.150</b>      | -5.34%              | <b>6.927</b>      | +12.63%             | <b>5.849</b>      | -15.56%             | +0.21%                                |
| 1-3 Nights   | <b>3.423</b>      | <b>3.603</b>      | +5.26%              | <b>3.428</b>      | -4.86%              | <b>4.240</b>      | +23.69%             | <b>3.497</b>      | -17.52%             | +1.64%                                |
| 4-7 Nights   | <b>2.088</b>      | <b>2.311</b>      | +10.68%             | <b>2.209</b>      | -4.41%              | <b>2.149</b>      | -2.72%              | <b>1.910</b>      | -11.12%             | -1.89%                                |
| 8+ Nights  | <b>0.443</b>      | <b>0.583</b>      | +31.60%             | <b>0.513</b>      | -12.01%             | <b>0.538</b>      | +4.87%              | <b>0.441</b>      | -18.03%             | +1.61%                                |
| <b>Total VFR</b><br>(VFR-Holiday & Other)                              | <b>4.423</b>      | <b>3.995</b>      | -9.68%              | <b>3.740</b>      | -6.38%              | <b>3.295</b>      | -11.90%             | <b>3.687</b>      | +11.90%             | -4.02%                                |
| VFR-Holiday  | <b>2.558</b>      | <b>2.141</b>      | -16.30%             | <b>2.137</b>      | -0.19%              | <b>1.927</b>      | -9.83%              | <b>2.380</b>      | +23.51%             | -0.70%                                |
| Non-holiday VFR  | <b>1.865</b>      | <b>1.854</b>      | -0.59%              | <b>1.603</b>      | -13.54%             | <b>1.368</b>      | -14.66%             | <b>1.307</b>      | -4.46%              | -8.31%                                |
| <b>Business/work</b>   | <b>2.274</b>      | <b>2.285</b>      | +0.48%              | <b>1.926</b>      | -15.71%             | <b>2.049</b>      | +6.39%              | <b>2.355</b>      | +14.93%             | +1.52%                                |

### Tourism Trips taken in Wales

The number of trips taken in Wales during 2010 returned to 2007/2008 levels after a strong 2009. Trips decreased by 3% whilst nights remained unchanged and spend increased by 3%.

When comparing the number of trips in the last five years, the average annual percentage change has been a decrease of 2%. Bednights have also declined by 2% whilst spend has declined by 3% (at historic

prices). The average trip length and spend per trips have remained very consistent across the five year period.

2006 remains the best performing year over the last five years for domestic tourism within Wales when 9.6m trips were recorded. 2009 was another strong year with 8.9m trips being taken, following two years of decline during 2007 (8.8m) and 2008 (8.5m).

Table 1.3.11 – Tourism Trips taken in Wales (2006-2010)

|                      | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|----------------------|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
| Trips (Millions)     | 9.611             | 8.846             | -7.96%              | 8.489             | -4.04%              | 8.949             | +5.42%              | 8.688             | -2.92%              | -2.37%                                |
| Nights (Millions)    | 36.434            | 32.101            | -11.89%             | 31.901            | -0.62%              | 32.88             | +3.07%              | 32.877            | -0.01%              | -2.36%                                |
| Spending (£Millions) | £1,633            | £1,418            | -13.17%             | £1,411            | -0.49%              | £1,413            | +0.14%              | £1,450            | +2.62%              | -2.72%                                |
| Av. Nights per trip  | 3.79              | 3.63              | -4.27%              | 3.76              | +3.56%              | 3.67              | -2.23%              | 3.78              | +2.99%              | +0.01%                                |
| Av. Spend per trip   | £170              | £160              | -5.66%              | £166              | +3.69%              | £158              | -5.01%              | £167              | +5.70%              | -0.32%                                |
| Av. Spend per night  | £45               | £44               | -1.45%              | £44               | +0.13%              | £43               | -2.84%              | £44               | +2.63%              | -0.38%                                |

### Purpose of Domestic Trips in Wales

When the purpose of trip is examined within Wales, the overall decrease in trips during the year is due to both mid-length 4-7 night (-3%) and longer 8+ night holiday trips (-8%) decreasing as well as VFR holiday tourism declining by 17%. In contrast, shorter 1-3 night holidays increased by 2% as did Non-holiday VFR tourism (+8%).

When comparing 2006 to 2010 and the annual average percentage change, domestic tourism trips have

declined generally by 2% per year. Total holiday tourism (pleasure/leisure and VFR-holiday) for 4-7 night holidays is the one trip purpose that has recorded an increase across the five years – an increase of 2% per annum. All other trip purposes have declined during the same period. This decline is in part due to 2006 being such a strong year for tourism trips within Wales, when c.900,000 more trips were made in comparison to 2010.

Table 1.3.12 – Purpose of Domestic Trips in Wales (2006-2010)

|  | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|--|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
| <b>All Tourism</b>   | <b>9.611</b>      | <b>8.846</b>      | -7.96%              | <b>8.489</b>      | -4.04%              | <b>8.949</b>      | +5.42%              | <b>8.688</b>      | -2.92%              | -2.37%                                |
| <b>Total Holiday</b><br>(Holiday<br>Pleasure/Leisure &<br>VFR-Holiday) | <b>7.360</b>      | <b>6.460</b>      | -12.23%             | <b>6.564</b>      | +1.61%              | <b>6.984</b>      | +6.40%              | <b>6.922</b>      | -0.89%              | -1.28%                                |
| 1-3 Nights   | <b>4.317</b>      | <b>3.716</b>      | -13.92%             | <b>3.838</b>      | +3.28%              | <b>3.812</b>      | -0.68%              | <b>3.870</b>      | +1.52%              | -2.45%                                |
| 4-7 Nights   | <b>2.487</b>      | <b>2.178</b>      | -12.42%             | <b>2.163</b>      | -0.69%              | <b>2.663</b>      | +23.12%             | <b>2.583</b>      | -3.00%              | +1.75%                                |
| 8+ Nights  | <b>0.556</b>      | <b>0.566</b>      | +1.80%              | <b>0.563</b>      | -0.53%              | <b>0.509</b>      | -9.59%              | <b>0.469</b>      | -7.86%              | -4.05%                                |
| <b>Holiday</b><br>(Pleasure/Leisure)                                   | <b>5.967</b>      | <b>5.132</b>      | -13.99%             | <b>5.056</b>      | -1.48%              | <b>5.596</b>      | +10.68%             | <b>5.776</b>      | +3.22%              | -0.39%                                |
| 1-3 Nights   | <b>3.303</b>      | <b>2.820</b>      | -14.62%             | <b>2.781</b>      | -1.38%              | <b>2.897</b>      | +4.17%              | <b>3.214</b>      | +10.94%             | -0.22%                                |
| 4-7 Nights   | <b>2.174</b>      | <b>1.828</b>      | -15.92%             | <b>1.767</b>      | -3.34%              | <b>2.316</b>      | +31.07%             | <b>2.187</b>      | -5.57%              | +1.56%                                |
| 8+ Nights  | <b>0.490</b>      | <b>0.484</b>      | -1.22%              | <b>0.507</b>      | +4.75%              | <b>0.383</b>      | -24.46%             | <b>0.375</b>      | -2.09%              | -5.75%                                |
| <b>Total VFR</b><br>(VFR-Holiday &<br>Other)                           | <b>2.536</b>      | <b>2.608</b>      | +2.84%              | <b>2.356</b>      | -9.66%              | <b>2.340</b>      | -0.68%              | <b>2.165</b>      | -7.48%              | -3.75%                                |
| VFR-Holiday  | <b>1.393</b>      | <b>1.328</b>      | -4.67%              | <b>1.508</b>      | +13.55%             | <b>1.387</b>      | -8.02%              | <b>1.146</b>      | -17.38%             | -4.13%                                |
| Non-holiday<br>VFR   | <b>1.143</b>      | <b>1.279</b>      | +11.90%             | <b>0.847</b>      | -33.78%             | <b>0.953</b>      | +12.51%             | <b>1.018</b>      | +6.82%              | -0.64%                                |
| <b>Business/work</b>   | <b>0.855</b>      | <b>0.824</b>      | -3.63%              | <b>0.852</b>      | +3.40%              | <b>0.681</b>      | -20.07%             | <b>0.624</b>      | -8.37%              | -7.17%                                |

## Expenditure During 2010

This section examines the breakdown of domestic tourism expenditure; first at a UK level between 2006 and 2010 (for all tourism and then pure holidays (leisure/pleasure, which exclude VFR on holiday)), then at the country level (comparing 2009 with 2010) – 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 the UK between 2006 and 2010.

Note: It is also important to emphasise that the 2006-2010 figures are in historic prices and have not been converted to take account of inflation.

Table 1.3.13 – Tourism Expenditure Breakdown in the UK (2006-10)

|  | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | 2008<br>(Jan-Dec) | 2009<br>(Jan-Dec) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 -<br>10 |
|--|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|--|
|  | Millions          | Millions          | Millions          | Millions          | Millions          |                     |  |
| Total  | <b>£20,965</b>    | <b>£21,238</b>    | <b>£21,107</b>    | <b>£21,881</b>    | <b>£20,835</b>    | -4.78%              | -0.11%                                   |
| Price of package holiday/inclusive trip                      | <b>£947</b>       | <b>£822</b>       | <b>£931</b>       | <b>£983</b>       | <b>£757</b>       | -22.99%             | -4.34%                                   |
| % share  | 5%                | 4%                | 4%                | 4%                | 4%                | -                   | -  |
| Accommodation  | <b>£6,580</b>     | <b>£6,932</b>     | <b>£6,784</b>     | <b>£7,232</b>     | <b>£6,971</b>     | -3.61%              | +1.55%                                   |
| % share  | 31%               | 33%               | 32%               | 33%               | 33%               | -                   | -  |
| Travel costs to and from destination, and during the trip    | <b>£4,196</b>     | <b>£4,139</b>     | <b>£4,456</b>     | <b>£4,337</b>     | <b>£4,189</b>     | -3.41%              | +0.05%                                   |
| % share  | 20%               | 19%               | 21%               | 20%               | 20%               | -                   | -  |
| Services or advice (e.g. travel guides, tourist information) | <b>£57</b>        | <b>£42</b>        | <b>£49</b>        | <b>£42</b>        | <b>£49</b>        | +16.67%             | -1.82%                                   |
| % share  | *                 | *                 | *                 | *                 | *                 | -                   | -  |
| Buying clothes   | <b>£1,342</b>     | <b>£1,362</b>     | <b>£1,267</b>     | <b>£1,217</b>     | <b>£1,202</b>     | -1.23%              | -2.67%                                   |
| % share  | 6%                | 6%                | 6%                | 6%                | 6%                | -                   | -  |
| Eating and drinking out                                      | <b>£4,059</b>     | <b>£4,128</b>     | <b>£4,035</b>     | <b>£4,357</b>     | <b>£4,205</b>     | -3.49%              | +0.98%                                   |
| % share  | 19%               | 19%               | 19%               | 20%               | 20%               | -                   | -  |
| Other shopping   | <b>£2,050</b>     | <b>£2,108</b>     | <b>£1,857</b>     | <b>£2,001</b>     | <b>£1,921</b>     | -4.00%              | -1.33%                                   |
| % share  | 10%               | 10%               | 9%                | 9%                | 9%                | -                   | -  |
| Entertainment  | <b>£1,321</b>     | <b>£1,230</b>     | <b>£1,337</b>     | <b>£1,321</b>     | <b>£1,174</b>     | -11.13%             | -2.63%                                   |
| % share  | 6%                | 6%                | 6%                | 6%                | 6%                | -                   | -  |

\* = less than 0.5%

In total, £20.8 billion was spent on domestic overnight tourism trips within the UK during 2010. This amount was 5% lower than the figure recorded during 2009. The actual amount spent on domestic overnight trips within the UK in the last five years has shown little growth with an average annual percentage change of -0.1% between 2006 and 2010. In reality, the fall in expenditure is greater than the figures above suggest due to the 2006-2009 spend figures not taking account of inflation. When looking at the different categories of expenditure, it is perhaps no surprise that accommodation accounted for a third of total spend (33%). Travel costs and eating and drinking out both accounted for a further 20% each. Across the five year period, there is a high level of consistency across the different categories, with accommodation accounting for between 31% to 33% of the total expenditure and travel costs and eating and drinking out never varying

between 19% and 21%. When comparing the average annual percentage change across the years, there are some apparent trends, with both accommodation and eating & drinking out achieving increasing shares of total spend, while the share of entertainment, shopping (especially clothes) and package holidays have declined. The reduction in spend between 2009 and 2010 was particularly marked (-5%) and can be attributed to the ongoing economic uncertainties within the UK economy. With rising fuel and living costs, people are managing their finances more carefully and thus are likely to have less disposable income to spend on trips away from home.

Table 1.3.14 below looks at domestic UK expenditure for pure holiday (pleasure/leisure, which exclude VFR on holiday) tourism.

| Table 1.3.14 – Holiday (Pleasure/Leisure) Tourism Expenditure Breakdown in the UK (2006-10) |                   |                   |                   |                   |                   |                     |  |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|--|
|   | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | 2008<br>(Jan-Dec) | 2009<br>(Jan-Dec) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 -<br>10 |
|   | Millions          | Millions          | Millions          | Millions          | Millions          |                     |  |
| Total   | £10,906           | £11,465           | £11,388           | £12,612           | £12,072           | -4.28%              | 2.73%                                    |
| Price of package holiday/inclusive trip   | £727              | £641              | £703              | £747              | £608              | -18.61%             | -3.63%                                   |
| % share   | 7%                | 6%                | 6%                | 6%                | 5%                | -                   | -  |
| Accommodation   | £3,664            | £4,010            | £3,903            | £4,519            | £4,404            | -2.54%              | 5.00%                                    |
| % share   | 34%               | 35%               | 34%               | 36%               | 36%               | -                   | -  |
| Travel costs to and from destination, and during the trip                                   | £1,448            | £1,509            | £1,687            | £1,724            | £1,667            | -3.31%              | 3.72%                                    |
| % share   | 13%               | 13%               | 15%               | 14%               | 14%               | -                   | -  |
| Services or advice (e.g. travel guides, tourist information)                                | £30               | £27               | £23               | £25               | £32               | 28.00%              | 2.97%                                    |
| % share   | *                 | *                 | *                 | *                 | *                 | -                   | -  |
| Buying clothes  | £741              | £802              | £700              | £704              | £712              | 1.14%               | -0.69%                                   |
| % share   | 7%                | 7%                | 6%                | 6%                | 6%                | -                   | -  |
| Eating and drinking out   | £2,108            | £2,141            | £2,165            | £2,497            | £2,434            | -2.52%              | 3.87%                                    |
| % share   | 19%               | 19%               | 19%               | 20%               | 20%               | -                   | -  |
| Other shopping  | £1,205            | £1,293            | £1,157            | £1,256            | £1,233            | -1.83%              | 0.88%                                    |
| % share   | 11%               | 11%               | 10%               | 10%               | 10%               | -                   | -  |
| Entertainment   | £786              | £790              | £830              | £902              | £774              | -14.19%             | 0.01%                                    |
| % share   | 7%                | 7%                | 7%                | 7%                | 6%                | -                   | -  |

\* = less than 0.5%

In terms of pure holiday (pleasure/leisure, which exclude VFR on holiday) expenditure, just under £11 billion was spent on domestic overnight holiday tourism trips within the UK during 2010. This figure was 4% lower than that recorded during 2009. In the last five years, the average annual percentage change has increased by 3% per year. This represents a significantly better performance than for domestic tourism as whole.

In reality, holiday expenditure has increased less than the annual average percentage change suggests due to the 2006-2009 spend figures not taking account of inflation. When looking at the different categories of expenditure, it is perhaps no surprise that accommodation accounted for a third of total spend

(between 34-36%). 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. 20% for all tourism and 14% for holidays). When comparing the average annual percentage change across the years, as with all tourism, there are some noticeable trends, with both accommodation and eating & drinking out achieving increasing shares of total spend, while the shares of package holidays, shopping and entertainment have declined.

Table 1.3.15 overleaf illustrates total spending on domestic overnight trips within England between 2009 and 2010.

Table 1.3.15 – Tourism Expenditure Breakdown in England (2009-10)

|  | All domestic tourism          |                               |                     | Domestic Holidays (Pleasure/Leisure) |                               |                     |
|--|-------------------------------|-------------------------------|---------------------|--------------------------------------|-------------------------------|---------------------|
|  | 2009<br>(Jan-Dec)<br>Millions | 2010<br>(Jan-Dec)<br>Millions | % Change<br>(09-10) | 2009<br>(Jan-Dec)<br>Millions        | 2010<br>(Jan-Dec)<br>Millions | % Change<br>(09-10) |
| Total  | <b>£17,281</b>                | <b>£16,210</b>                | -6.20%              | <b>£9,741</b>                        | <b>£9,248</b>                 | -5.06%              |
| Price of package holiday/inclusive trip                      | <b>£762</b>                   | <b>£565</b>                   | -25.85%             | <b>£577</b>                          | <b>£447</b>                   | -22.53%             |
| % share  | 4%                            | 3%                            | -                   | 6%                                   | 5%                            | -                   |
| Accommodation  | <b>£5,786</b>                 | <b>£5,511</b>                 | -4.75%              | <b>£3,550</b>                        | <b>£3,458</b>                 | -2.59%              |
| % share  | 33%                           | 34%                           | -                   | 36%                                  | 37%                           | -                   |
| Travel costs to and from destination, and during the trip    | <b>£3,346</b>                 | <b>£3,207</b>                 | -4.15%              | <b>£1,256</b>                        | <b>£1,237</b>                 | -1.51%              |
| % share  | 19%                           | 20%                           | -                   | 13%                                  | 13%                           | -                   |
| Services or advice (e.g. travel guides, tourist information) | <b>£34</b>                    | <b>£37</b>                    | +8.82%              | <b>£21</b>                           | <b>£24</b>                    | +14.29%             |
| % share  | *                             | *                             | -                   | *                                    | *                             | -                   |
| Buying clothes   | <b>£981</b>                   | <b>£957</b>                   | -2.45%              | <b>£558</b>                          | <b>£558</b>                   | 0.00%               |
| % share  | 6%                            | 6%                            | -                   | 6%                                   | 6%                            | -                   |
| Eating and drinking out                                      | <b>£3,447</b>                 | <b>£3,284</b>                 | -4.73%              | <b>£1,916</b>                        | <b>£1,868</b>                 | -2.51%              |
| % share  | 20%                           | 20%                           | -                   | 20%                                  | 20%                           | -                   |
| Other shopping   | <b>£1,554</b>                 | <b>£1,453</b>                 | -6.50%              | <b>£965</b>                          | <b>£904</b>                   | -6.32%              |
| % share  | 9%                            | 9%                            | -                   | 10%                                  | 10%                           | -                   |
| Entertainment  | <b>£1,068</b>                 | <b>£919</b>                   | -13.95%             | <b>£727</b>                          | <b>£601</b>                   | -17.33%             |
| % share  | 6%                            | 6%                            | -                   | 7%                                   | 7%                            | -                   |

\* = less than 0.5%

Given the relative size of England, it is little surprise that the expenditure results in Table 1.3.15 above reflect that of the UK as a whole. In total £16.2 billion was spent on domestic overnight trips within the country during 2010. This was 6% lower than in 2009. All of the various expenditure categories recorded decreases compared to 2010 with the exception of spend on services or advice (e.g. travel guides, tourist information). Spend in this category actually increased by 8%. In contrast, package/inclusive trips reported a 26% decrease on 2009 and spend on entertainment also fell by 14%. As mentioned above, as the 2009 costs are in historic prices and do not take account of inflation, these decreases are even larger in reality. The fall in spending points towards less disposable

income for many as the economic climate continues to be uncertain following the credit crunch towards the end of 2008. The 4% reduction in travel costs suggest that many are taking trips closer to home – again, a reflection of the significant increase in fuel prices. Holiday tourism within England performed slightly better than domestic tourism as a whole, although there was still a 5% decrease recorded in 2010. Expenditure on package holidays (-23%) and entertainment (-17%) all declined significantly compared to 2009.

Table 1.3.16 overleaf illustrates total spending on domestic overnight trips within Scotland between 2009 and 2010.

Table 1.3.16 – Tourism Expenditure Breakdown in Scotland (2009-10)

|  | All domestic tourism |                   |                     | Domestic Holidays (Pleasure/Leisure) |                   |                     |
|--|----------------------|-------------------|---------------------|--------------------------------------|-------------------|---------------------|
|  | 2009<br>(Jan-Dec)    | 2010<br>(Jan-Dec) | % Change<br>(09-10) | 2009<br>(Jan-Dec)                    | 2010<br>(Jan-Dec) | % Change<br>(09-10) |
|  | Millions             | Millions          |                     | Millions                             | Millions          |                     |
| Total  | <b>£2,736</b>        | <b>£2,628</b>     | -3.95%              | <b>£1,641</b>                        | <b>£1,477</b>     | -9.99%              |
| Price of package holiday/inclusive trip                      | <b>£157</b>          | <b>£132</b>       | -15.92%             | <b>£121</b>                          | <b>£107</b>       | -11.57%             |
| % share  | 6%                   | 5%                | -                   | 7%                                   | 7%                | -                   |
| Accommodation  | <b>£878</b>          | <b>£830</b>       | -5.47%              | <b>£541</b>                          | <b>£481</b>       | -11.09%             |
| % share  | 32%                  | 32%               | -                   | 33%                                  | 33%               | -                   |
| Travel costs to and from destination, and during the trip    | <b>£619</b>          | <b>£577</b>       | -6.79%              | <b>£289</b>                          | <b>£228</b>       | -21.11%             |
| % share  | 23%                  | 22%               | -                   | 18%                                  | 15%               | -                   |
| Services or advice (e.g. travel guides, tourist information) | <b>£5</b>            | <b>£5</b>         | 0.00%               | <b>£4</b>                            | <b>£4</b>         | 0.00%               |
| % share  | *                    | *                 | -                   | *                                    | *                 | -                   |
| Buying clothes   | <b>£138</b>          | <b>£134</b>       | -2.90%              | <b>£83</b>                           | <b>£83</b>        | 0.00%               |
| % share  | 5%                   | 5%                | -                   | 5%                                   | 6%                | -                   |
| Eating and drinking out                                      | <b>£521</b>          | <b>£511</b>       | -1.92%              | <b>£327</b>                          | <b>£284</b>       | -13.15%             |
| % share  | 19%                  | 19%               | -                   | 20%                                  | 19%               | -                   |
| Other shopping   | <b>£231</b>          | <b>£244</b>       | +5.63%              | <b>£141</b>                          | <b>£172</b>       | 21.99%              |
| % share  | 8%                   | 9%                | -                   | 9%                                   | 12%               | -                   |
| Entertainment  | <b>£143</b>          | <b>£144</b>       | +0.70%              | <b>£99</b>                           | <b>£91</b>        | -8.08%              |
| % share  | 5%                   | 5%                | -                   | 6%                                   | 6%                | -                   |

\* = less than 0.5%

During 2010, £2.6 billion was spent during overnight domestic trips within Scotland. Between 2009 and 2010 there was a 4% fall in total expenditure. Compared to England, travel costs accounted for a larger share of expenditure (22% during 2010 compared to 20% 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 7% fall in travel costs between 2009 and 2010. This reflects a greater localisation of trips as people take overnight trips closer

to home. When looking at holiday tourism in Scotland unlike England the performance in 2010 was significantly poorer than for domestic tourism as a whole. Total spend was 10% down on 2009. Travel costs declined in particular, decreasing by 21%. Eating and drinking out (-13%) and accommodation costs (-11%) were also elements where less money was spent during 2010.

Table 1.3.17 overleaf illustrates total spending on domestic overnight trips within Wales between 2009 and 2010.

Table 1.3.17 – Tourism Expenditure in Wales 2009-10 (millions)

|  | All domestic tourism |                   |                     | Domestic Holidays (Pleasure/Leisure) |                   |                     |
|--|----------------------|-------------------|---------------------|--------------------------------------|-------------------|---------------------|
|  | 2009<br>(Jan-Dec)    | 2010<br>(Jan-Dec) | % Change<br>(09-10) | 2009<br>(Jan-Dec)                    | 2010<br>(Jan-Dec) | % Change<br>(09-10) |
|  | Millions             | Millions          |                     | Millions                             | Millions          |                     |
| Total  | <b>£1,413</b>        | <b>£1,450</b>     | +2.62%              | <b>£997</b>                          | <b>£1,053</b>     | +5.62%              |
| Price of package holiday/inclusive trip                      | <b>£49</b>           | <b>£47</b>        | -4.08%              | <b>£45</b>                           | <b>£44</b>        | -2.22%              |
| % share  | 3%                   | 3%                | -                   | 4%                                   | 4%                | -                   |
| Accommodation  | <b>£483</b>          | <b>£493</b>       | +2.07%              | <b>£371</b>                          | <b>£388</b>       | +4.58%              |
| % share  | 34%                  | 34%               | -                   | 37%                                  | 37%               | -                   |
| Travel costs to and from destination, and during the trip    | <b>£257</b>          | <b>£264</b>       | +2.72%              | <b>£140</b>                          | <b>£156</b>       | +11.43%             |
| % share  | 18%                  | 18%               | -                   | 14%                                  | 15%               | -                   |
| Services or advice (e.g. travel guides, tourist information) | <b>£2</b>            | <b>£5</b>         | +150.00%            | *                                    | <b>£4</b>         | -                   |
| % share  | *                    | *                 | -                   | *                                    | *                 | -                   |
| Buying clothes   | <b>£64</b>           | <b>£69</b>        | +7.81%              | <b>£43</b>                           | <b>£46</b>        | +6.98%              |
| % share  | 5%                   | 5%                | -                   | 4%                                   | 4%                | -                   |
| Eating and drinking out                                      | <b>£288</b>          | <b>£289</b>       | +0.35%              | <b>£197</b>                          | <b>£211</b>       | +7.11%              |
| % share  | 20%                  | 20%               | -                   | 20%                                  | 20%               | -                   |
| Other shopping   | <b>£150</b>          | <b>£176</b>       | +17.33%             | <b>£114</b>                          | <b>£121</b>       | 6.14%               |
| % share  | 11%                  | 12%               | -                   | 11%                                  | 12%               | -                   |
| Entertainment  | <b>£86</b>           | <b>£75</b>        | -12.79%             | <b>£64</b>                           | <b>£59</b>        | -7.81%              |
| % share  | 6%                   | 5%                | -                   | 6%                                   | 6%                | -                   |

\* = less than 0.5%

The picture within Wales from an expenditure point of view was more positive than for either England or Scotland during 2010. Total expenditure on domestic overnight trips increased slightly by 3% during 2010. Compared to England and Scotland, the price paid for package holidays/inclusive trips decreased by a lesser amount during 2010 (-4%) and categories such as other shopping (+17%) and buying clothes (+8%) increased.

In contrast to England and Scotland, holiday tourism expenditure in Wales increased by an even greater amount (+6%) in 2010. The main areas of spend to increase were travel costs (+11%). Spend on accommodation also increased by 5%.

Please note that the sample size for expenditure within Northern Ireland was too small to be featured.

## Holidays taken in UK by Lifestage

In this section we examine pure holidays based on the younger, family and older markets. The number of trips and the percentage change between years has been illustrated for the UK and each constituent country between 2006 and 2010.

UK adults have been defined into four categories:

| Lifestage          |                              |
|--------------------|------------------------------|
| 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      |

Families accounted for the largest share of those taking 'pure' holidays within the UK during 2010 with 20.3 million trips recorded (36% share). Empty Nesters also accounted for a substantial share of 17.3 million trips

(31%). This lifestage has seen a 4% per year increase in the number of holiday trips since 2006 highlighting the importance of the over 55's to domestic tourism. Older Independents have also recorded a 3% increase per year over the last five years, whilst the family market has increased by a smaller amount (+1% per year). Pre-nesters are the only lifestage to have reported a decrease (albeit minor) since 2006 of 0.5% 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%. 2009 was the most successful year for UK holidays, particularly with families, who recorded a 22% increase on 2008. Families also reported the smallest decrease during 2010 (-3%) suggesting an increasing popularity for domestic holidays amongst families, largely sustained during a challenging 2010.

Table 1.3.18 – Tourism Trips taken in UK by Lifestage (2006-2010)

|  | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|--|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
| <b>All Holidays<br/>(Pleasure/Leisure)</b> | <b>53.264</b>     | <b>53.722</b>     | +0.86%              | <b>51.958</b>     | -3.28%              | <b>60.657</b>     | +16.74%             | <b>56.576</b>     | -6.73%              | +1.90%                                |
| Pre-nesters                                | 8.759             | 8.725             | -0.39%              | 8.446             | -3.20%              | 9.885             | +17.04%             | 8.398             | -15.04%             | -0.40%                                |
| Families                                   | 19.718            | 19.17             | -2.78%              | 17.065            | -10.98%             | 20.855            | +22.21%             | 20.297            | -2.68%              | +1.44%                                |
| Older Independents                         | 9.625             | 9.864             | +2.48%              | 9.629             | -2.38%              | 11.404            | +18.43%             | 10.6              | -7.05%              | +2.87%                                |
| Empty Nesters                              | 15.162            | 15.962            | +5.28%              | 16.818            | +5.36%              | 18.513            | +10.08%             | 17.282            | -6.65%              | +3.52%                                |

## Holidays taken in England by Lifestage

Reflecting the size of England in comparison to the other UK countries, it is no surprise that the domestic holiday market for the different lifestages closely matches those seen for the UK as a whole. Families accounted for 15.8 million trips (a 36% share of all holidays), whilst Empty Nesters accounted for 13.7 million trips (31%). The overall percentage changes recorded are very similar to the UK, with Empty Nesters reporting a 5% increase per year in the number of trips

since 2006. Older Independents and Families increased by 3% and 2% per year (respectively) over the same period, resulting in an annual average increase of 2% for holiday trips in England in the last five years. As with the UK, Pre-Nesters were the only lifestage to report a decrease in the number of trips, with a fall of 1% since 2006. The main headline was that 2009 was a standout year for family holidays with a 27% increase reported, evidence of a shift towards holidaymakers taking trips closer to home.

| Table 1.3.19 – Tourism Trips taken in England by Lifestage (2006-2010) |                   |                   |                     |                   |                     |                   |                     |                   |                     |                                       |
|--|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
|  | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
| <b>All Holidays<br/>(Pleasure/Leisure)</b>                             | <b>40.665</b>     | <b>41.631</b>     | +2.38%              | <b>40.046</b>     | -3.81%              | <b>47.293</b>     | +18.10%             | <b>43.927</b>     | -7.12%              | +2.39%                                |
| Pre-nesters  | 6.77              | 6.856             | +1.27%              | 6.693             | -2.38%              | 7.483             | +11.80%             | 6.478             | -13.43%             | -0.68%                                |
| Families   | 15.433            | 14.944            | -3.17%              | 13.03             | -12.81%             | 16.483            | +26.50%             | 15.748            | -4.46%              | +1.52%                                |
| Older Independents   | 7.193             | 7.541             | +4.84%              | 7.325             | -2.86%              | 8.658             | +18.20%             | 7.991             | -7.70%              | +3.12%                                |
| Empty Nesters  | 11.269            | 12.29             | +9.06%              | 12.998            | +5.76%              | 14.668            | +12.85%             | 13.71             | -6.53%              | +5.28%                                |

### Holidays taken in Scotland by Lifestage

In Scotland, it is Empty Nesters and not Families who account for the largest share (marginally) of holiday trips, with 1.81 million during 2010 (a 31% share). Families made 1.76 million trips (accounting for a 30% share). Overall, holiday trips have shown little growth across the five year period, increasing by just 0.2% per year. The largest increase has been seen amongst Older Independents with a 3% per year increase since 2006. The family market on the other hand has been at

a standstill since 2006. 2010 was a particularly poor year for Scottish holidays, particularly amongst Empty Nesters, where a 19% decrease was reported compared to 2009. Overall, holiday trips during 2010 fell by 16%, which is likely to have been caused by the economic slowdown and the increases in living and fuel costs. These factors are likely to have hit Scotland the hardest given that significant proportions of domestic visitors are from England and have further to travel.

Table 1.3.20 – Tourism Trips taken in Scotland by Lifestage (2006-2010)

|  | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|--|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
| <b>All Holidays<br/>(Pleasure/Leisure)</b> | <b>5.954</b>      | <b>6.497</b>      | +9.12%              | <b>6.15</b>       | -5.34%              | <b>6.927</b>      | +12.63%             | <b>5.849</b>      | -15.56%             | +0.21%                                |
| Pre-nesters                                | <b>1.029</b>      | <b>0.968</b>      | -5.93%              | <b>0.929</b>      | -4.03%              | <b>1.222</b>      | +31.54%             | <b>1.012</b>      | -17.18%             | +1.10%                                |
| Families                                   | <b>1.852</b>      | <b>2.226</b>      | +20.19%             | <b>1.827</b>      | -17.92%             | <b>2.005</b>      | +9.74%              | <b>1.761</b>      | -12.17%             | -0.04%                                |
| Older Independents                         | <b>1.14</b>       | <b>1.359</b>      | +19.21%             | <b>1.355</b>      | -0.29%              | <b>1.453</b>      | +7.23%              | <b>1.264</b>      | -13.01%             | +3.29%                                |
| Empty Nesters                              | <b>1.932</b>      | <b>1.944</b>      | +0.62%              | <b>2.039</b>      | +4.89%              | <b>2.247</b>      | +10.20%             | <b>1.813</b>      | -19.31%             | -0.90%                                |

### Holidays taken in Wales by Lifestage

The family market dominates Welsh holidays accounting for 2.4 million trips and a 42% share during 2010. Overall, holiday tourism in Wales has decreased slightly by 0.4% per year since 2006. Families however have reported a 4% per year increase during this time period. The Empty Nester market has shrunk since 2006 by 6% per year. On the whole, 2010 was a good

year for holiday tourism within Wales with an increase of 3% on 2009. The main story was a substantial 19% increase for family holidays during 2010 which contributed to it being a positive year. In contrast, Pre-Nesters reported a 20% fall on 2009. Wales did not achieve the same peaks as other parts of the UK in 2009, hence the increases in 2010 which were not experienced elsewhere.

| 1.3.21 – Tourism Trips taken in Wales by Lifestage (2006-2010) |                   |                   |                     |                   |                     |                   |                     |                   |                     |                                       |
|--|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
|  | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
| <b>All Holidays</b><br>(Pleasure/Leisure)                      | <b>5.967</b>      | <b>5.132</b>      | -13.99%             | <b>5.056</b>      | -1.48%              | <b>5.596</b>      | 10.68%              | <b>5.776</b>      | 3.22%               | -0.39%                                |
| Pre-nesters  | <b>0.785</b>      | <b>0.774</b>      | -1.40%              | <b>0.736</b>      | -4.91%              | <b>0.936</b>      | 27.17%              | <b>0.749</b>      | -19.98%             | 0.22%                                 |
| Families   | <b>2.126</b>      | <b>1.837</b>      | -13.59%             | <b>1.958</b>      | 6.59%               | <b>2.036</b>      | 3.98%               | <b>2.429</b>      | 19.30%              | 4.07%                                 |
| Older Independents   | <b>1.111</b>      | <b>0.834</b>      | -24.93%             | <b>0.832</b>      | -0.24%              | <b>1.116</b>      | 34.13%              | <b>1.084</b>      | -2.87%              | 1.52%                                 |
| Empty Nesters  | <b>1.944</b>      | <b>1.687</b>      | -13.22%             | <b>1.53</b>       | -9.31%              | <b>1.508</b>      | -1.44%              | <b>1.514</b>      | 0.40%               | -5.89%                                |

### Holidays taken in Northern Ireland by Lifestage

As with England and Wales, families account for the largest share of holiday tourism within Northern Ireland. During 2010, 0.46 million holiday trips were made within the Province accounting for a 35% share of the holiday market. Empty Nesters took a quarter of all holidays (25%) with 0.33 million trips. During the last five years, holiday tourism has increased by 6% per year within

Northern Ireland. The main growth has been seen among Empty Nesters. This lifestage has recorded a 22% increase since 2006 year-on-year. Families have reported the least growth, increasing by 3% per year during the same time period. The overall picture though is positive, with growth across all lifestages for holiday tourism within Northern Ireland.

Table 1.3.22 – Tourism Trips taken in Northern Ireland by Lifestage (2006-2010)

|  | 2006<br>(Jan-Dec) | 2007<br>(Jan-Dec) | % Change<br>(06-07) | 2008<br>(Jan-Dec) | % Change<br>(07-08) | 2009<br>(Jan-Dec) | % Change<br>(08-09) | 2010<br>(Jan-Dec) | % Change<br>(09-10) | Average<br>annual %<br>change 06 - 10 |
|--|-------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------------------------|
| <b>All Holidays<br/>(Pleasure/Leisure)</b> | <b>1.047</b>      | <b>0.905</b>      | -13.56%             | <b>1.023</b>      | +13.04%             | <b>1.119</b>      | +9.38%              | <b>1.294</b>      | +15.64%             | +6.12%                                |
| Pre-nesters                                | <b>0.204</b>      | <b>0.161</b>      | -21.08%             | <b>0.163</b>      | +1.24%              | <b>0.259</b>      | +58.90%             | <b>0.215</b>      | -16.99%             | +5.52%                                |
| Families                                   | <b>0.421</b>      | <b>0.355</b>      | -15.68%             | <b>0.37</b>       | +4.23%              | <b>0.429</b>      | +15.95%             | <b>0.457</b>      | +6.53%              | +2.76%                                |
| Older<br>Independents                      | <b>0.239</b>      | <b>0.187</b>      | -21.76%             | <b>0.164</b>      | -12.30%             | <b>0.212</b>      | +29.27%             | <b>0.295</b>      | +39.15%             | +8.59%                                |
| Empty Nesters                              | <b>0.183</b>      | <b>0.201</b>      | +9.84%              | <b>0.327</b>      | +62.69%             | <b>0.22</b>       | -32.72%             | <b>0.328</b>      | +49.09%             | +22.22%                               |

## Part 2 : Summary Data Tables

This section provides detailed information for the following trip purposes:

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

## Table 2-1 – ALL TOURISM IN THE UNITED KINGDOM

UK residents made an estimated 119 million trips in the UK in 2010, representing 373 million bed nights and £20.8 billion in spending.

- Holidays are the main purpose of trips taken (66% of all trips) and are even more important in terms of nights (73%) and spending (70%).
- 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 (19%) of all tourism spending.
- Friends' and relatives' homes (including owned second homes) are a widely used type of accommodation accounting for around four in ten of all trips (37%). 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 less than a quarter (20%) of spending on all tourism trips.
- Commercial accommodation is used on almost three-fifths of trips (58%), but these trips represent a much higher share of spending (77%). Commercial accommodation is mainly serviced (39% of trips) where trips tend to be shorter in duration (28% of nights) but higher spending (53%). Hotels, motels and guest houses are the principal types of serviced accommodation used (34% of trips, 24% of nights and 47% of spending).
- Self catering rented accommodation is used on a lower volume of trips (18%), but these trips are longer (27% of nights) and slightly above average in terms of spending (22%).
- The car is the dominant form of transport with 72% of trips using a private car for the longest part of the journey from home to the destination.
- Firm bookings are made before the trip for half of all trips (50%), 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 71% 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 the UK             | TRIPS        |              |             |             | NIGHTS       |              |             |             | EXPENDITURE    |                |               |               |
|---|--------------|--------------|-------------|-------------|--------------|--------------|-------------|-------------|----------------|----------------|---------------|---------------|
|   | UK           | England      | Scotland    | Wales       | UK           | England      | Scotland    | Wales       | UK             | England        | Scotland      | Wales         |
|   | Millions     |              |             |             | Millions     |              |             |             | £ Millions     |                |               |               |
| ALL TOURISM – 2009                            | 126.01       | 102.95       | 12.47       | 8.95        | 398.7        | 312.9        | 46.1        | 32.9        | £21,881        | £17,281        | £2,736        | £1,413        |
| ALL TOURISM – 2010                            | 119.43       | 96.38        | 12.37       | 8.69        | 373.3        | 288.1        | 44.6        | 32.9        | £20,835        | £16,210        | £2,628        | £1,450        |
| <b>PURPOSE</b>                                |              |              |             |             |              |              |             |             |                |                |               |               |
| Leisure                                       | 99.34        | 80.15        | 9.54        | 7.94        | 324.9        | 250.9        | 35.9        | 31.3        | £16,507        | £12,791        | £1,972        | £1,304        |
| <b>Holiday (total)</b>                        | <b>78.70</b> | <b>62.02</b> | <b>8.23</b> | <b>6.92</b> | <b>272.9</b> | <b>207.5</b> | <b>31.6</b> | <b>28.0</b> | <b>£14,644</b> | <b>£11,241</b> | <b>£1,806</b> | <b>£1,204</b> |
| Holiday / pleasure / leisure                  | 56.58        | 43.93        | 5.85        | 5.78        | 202.8        | 153.2        | 22.1        | 23.9        | £12,072        | £9,248         | £1,477        | £1,053        |
| Visiting friends & relatives – mainly holiday | 22.12        | 18.10        | 2.38        | 1.15        | 70.1         | 54.3         | 9.5         | 4.1         | £2,572         | £1,993         | £329          | £150          |
| Visiting friends & relatives – mainly other   | 20.64        | 18.13        | 1.31        | 1.02        | 52.0         | 43.4         | 4.3         | 3.3         | £1,863         | £1,550         | £166          | £100          |
| <b>Visiting friends or relatives (total)</b>  | <b>42.76</b> | <b>36.22</b> | <b>3.69</b> | <b>2.16</b> | <b>122.1</b> | <b>97.7</b>  | <b>13.8</b> | <b>7.4</b>  | <b>£4,434</b>  | <b>£3,543</b>  | <b>£495</b>   | <b>£250</b>   |
| Business (total)                              | 17.51        | 14.14        | 2.47        | 0.64        | 40.4         | 31.4         | 6.7         | 1.4         | £3,986         | £3,160         | £589          | £133          |
| <b>Business travel</b>                        | <b>16.91</b> | <b>13.64</b> | <b>2.36</b> | <b>0.62</b> | <b>39.1</b>  | <b>30.3</b>  | <b>6.5</b>  | <b>1.3</b>  | <b>£3,885</b>  | <b>£3,074</b>  | <b>£577</b>   | <b>£131</b>   |
| To attend a conference                        | 1.26         | 1.08         | 0.13        | 0.04        | 2.4          | 2.1          | 0.3         | 0.1         | £263           | £216           | £34           | £11           |
| To attend an exhibition/trade show            | 0.53         | 0.47         | 0.05        | 0.01        | 1.2          | 1.1          | 0.1         | 0.1         | £100           | £89            | £8            | £3            |

| TABLE 2-1 – All Tourism in the UK   | TRIPS    |         |          |       | NIGHTS   |         |          |       | EXPENDITURE |         |          |        |
|---|----------|---------|----------|-------|----------|---------|----------|-------|-------------|---------|----------|--------|
|   | UK       | England | Scotland | Wales | UK       | England | Scotland | Wales | UK          | England | Scotland | Wales  |
|   | Millions |         |          |       | Millions |         |          |       | £ Millions  |         |          |        |
| ALL TOURISM – 2009  | 126.01   | 102.95  | 12.47    | 8.95  | 398.7    | 312.9   | 46.1     | 32.9  | £21,881     | £17,281 | £2,736   | £1,413 |
| ALL TOURISM – 2010  | 119.43   | 96.38   | 12.37    | 8.69  | 373.3    | 288.1   | 44.6     | 32.9  | £20,835     | £16,210 | £2,628   | £1,450 |
| <b>PURPOSE (CONT)</b>   |          |         |          |       |          |         |          |       |             |         |          |        |
| Travel/transport is my work   | 0.60     | 0.50    | 0.11     | 0.02  | 1.3      | 1.1     | 0.2      | *     | £101        | £86     | £12      | £2     |
| To do paid work/on business   | 15.12    | 12.09   | 2.17     | 0.57  | 35.4     | 27.2    | 6.2      | 1.2   | £3,522      | £2,769  | £534     | £171   |
| School trip   | 0.51     | 0.41    | 0.10     | *     | 1.2      | 1.0     | 0.2      | -     | £33         | £32     | £1       | *      |
| Other reason  | 1.95     | 1.61    | 0.24     | 0.10  | 6.5      | 4.7     | 1.6      | 0.2   | £295        | £219    | £61      | £14    |
| <b>ACCOMMODATION USED</b>   |          |         |          |       |          |         |          |       |             |         |          |        |
| <b>Commercial accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))  | 69.69    | 55.50   | 8.04     | 5.19  | 211.6    | 161.4   | 27.2     | 19.5  | £15,969     | £12,418 | £2,081   | £1,097 |
| <b>Serviced rented accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced))  | 46.42    | 37.72   | 5.60     | 2.41  | 104.4    | 81.7    | 14.9     | 5.6   | £11,018     | £8,667  | £1,510   | £542   |
| Hotel/ motel/ guest house   | 40.86    | 33.22   | 5.01     | 1.92  | 88.2     | 68.7    | 13.1     | 4.4   | £9,742      | £7,685  | £1,326   | £444   |
| Paying Guest in Farmhouse/Bed and Breakfast   | 5.44     | 4.32    | 0.66     | 0.51  | 15.0     | 11.8    | 1.8      | 1.3   | £1,206      | £916    | £181     | £97    |
| <b>Total Self-catering rented accommodation and Caravan and Camping</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned) | 21.72    | 16.63   | 2.21     | 2.69  | 102.2    | 76.0    | 11.6     | 13.6  | £4,643      | £3,511  | £533     | £544   |
| <b>Self-catering rented accommodation</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage & holiday camp/village)  | 8.50     | 6.48    | 0.98     | 0.94  | 45.4     | 33.5    | 5.8      | 5.5   | £2,633      | £2,028  | £298     | £268   |
| <b>Caravan and Camping</b><br>(Touring caravan, static (not owned), static (owned), camping)  | 16.63    | 12.12   | 1.48     | 2.77  | 70.9     | 50.8    | 6.7      | 12.6  | £2,343      | £1,678  | £255     | £378   |
| Touring caravan   | 4.75     | 3.56    | 0.57     | 0.57  | 21.6     | 15.8    | 3.0      | 2.6   | £656        | £455    | £102     | £88    |
| Static (not owned)  | 3.83     | 2.85    | 0.29     | 0.68  | 19.3     | 14.2    | 1.2      | 3.9   | £806        | £599    | £64      | £141   |
| Static (owned)  | 3.38     | 1.98    | 0.25     | 1.01  | 14.0     | 8.2     | 0.9      | 4.4   | £334        | £195    | £20      | £102   |
| Camping   | 4.67     | 3.74    | 0.36     | 0.51  | 15.9     | 12.5    | 1.5      | 1.7   | £548        | £429    | £69      | £46    |
| Hostel  | 1.54     | 1.15    | 0.26     | 0.08  | 3.7      | 2.8     | 0.6      | 0.2   | ££241       | £187    | £33      | £9     |
| Own home/ friend's home / relative's home   | 44.63    | 37.45   | 3.87     | 2.38  | 136.2    | 109.2   | 14.9     | 8.3   | £4,076      | £3,235  | £461     | £232   |
| <b>MAIN MODE OF TRANSPORT USED</b>  |          |         |          |       |          |         |          |       |             |         |          |        |
| <b>Public transport</b>   | 23.82    | 18.86   | 2.95     | 0.92  | 77.3     | 57.3    | 12.9     | 4.1   | £5,150      | £3,886  | £842     | £221   |
| Train   | 15.13    | 12.57   | 1.67     | 0.75  | 44.6     | 35.3    | 6.3      | 2.6   | £2,858      | £2,357  | £354     | £117   |
| Regular bus/ coach  | 4.09     | 3.24    | 0.60     | 0.16  | 12.8     | 9.7     | 2.3      | 0.5   | £575        | £430    | £103     | £25    |
| Sea/ air  | 4.61     | 2.75    | 1.04     | 0.15  | 14.4     | 7.7     | 3.4      | 0.5   | £1,346      | £786    | £335     | £41    |
| Plane   | 4.01     | 2.43    | 0.89     | 0.12  | 12.2     | 6.6     | 2.8      | 0.4   | £1,202      | £719    | £298     | £34    |
| Boat/ ship/ ferry   | 0.60     | 0.31    | 0.15     | 0.03  | 2.3      | 1.1     | 0.6      | 0.1   | £144        | £67     | £37      | £7     |
| <b>Personal transport</b>   | 90.11    | 71.94   | 8.09     | 7.11  | 286.7    | 224.1   | 30.2     | 28.2  | £15,099     | £11,923 | £1,683   | £1,189 |
| Car   | 88.24    | 75.65   | 7.19     | 4.01  | 279.9    | 218.9   | 29.4     | 27.5  | £14,831     | £11,743 | £1,635   | £1,155 |
| Car - own/ friend's/ firm's   | 86.39    | 70.46   | 7.88     | 6.98  | 272.9    | 214.0   | 28.1     | 27.0  | £14,411     | £11,443 | £1,557   | £1,129 |
| Car - hired   | 1.84     | 1.48    | 0.21     | 0.13  | 7.0      | 4.9     | 1.3      | 0.5   | £420        | £299    | £78      | £26    |
| Organised coach tour  | 2.27     | 1.79    | 0.36     | 0.14  | 7.7      | 5.6     | 1.4      | 0.6   | £515        | £380    | £87      | £44    |
| Other   | 3.13     | 2.52    | 0.40     | 0.18  | 7.0      | 5.4     | 0.9      | 0.5   | £426        | £319    | £65      | £33    |

| TABLE 2-1 – All Tourism in the UK             | TRIPS         |              |              |             | NIGHTS       |              |             |             | EXPENDITURE    |                |               |               |
|---|---------------|--------------|--------------|-------------|--------------|--------------|-------------|-------------|----------------|----------------|---------------|---------------|
|   | UK            | England      | Scotland     | Wales       | UK           | England      | Scotland    | Wales       | UK             | England        | Scotland      | Wales         |
|   | Millions      |              |              |             | Millions     |              |             |             | £ Millions     |                |               |               |
| ALL TOURISM – 2009                            | 126.01        | 102.95       | 12.47        | 8.95        | 398.7        | 312.9        | 46.1        | 32.9        | £21,881        | £17,281        | £2,736        | £1,413        |
| <i>ALL TOURISM – 2010</i>                     | <i>119.43</i> | <i>96.38</i> | <i>12.37</i> | <i>8.69</i> | <i>373.3</i> | <i>288.1</i> | <i>44.6</i> | <i>32.9</i> | <i>£20,835</i> | <i>£16,210</i> | <i>£2,628</i> | <i>£1,450</i> |
| <b>COUNTRY OF RESIDENCE</b>                   |               |              |              |             |              |              |             |             |                |                |               |               |
| England                                       | 100.63        | 87.95        | 5.54         | 6.73        | 311.0        | 258.0        | 22.4        | 27.1        | £17,037        | £14,168        | £1,471        | £1,156        |
| Scotland                                      | 10.89         | 4.13         | 6.36         | 0.21        | 38.4         | 16.1         | 20.4        | 0.6         | £2,186         | £1,062         | £1,002        | £41           |
| Wales   | 5.36          | 3.42         | 0.20         | 1.73        | 16.9         | 10.9         | 0.8         | 5.1         | £913           | £612           | £44           | £241          |
| Northern Ireland                              | 2.56          | 0.87         | 0.28         | 0.02        | 6.9          | 3.1          | 0.9         | 0.1         | £699           | £368           | £111          | £12           |
| <b>HOW TRIP BOOKED</b>                        |               |              |              |             |              |              |             |             |                |                |               |               |
| <b>Firm booking</b>                           | <b>59.45</b>  | <b>47.52</b> | <b>6.45</b>  | <b>4.26</b> | <b>192.1</b> | <b>146.1</b> | <b>23.6</b> | <b>17.2</b> | <b>£13,391</b> | <b>£10,420</b> | <b>£1,672</b> | <b>£901</b>   |
| High street or on-line travel agent           | 3.63          | 2.89         | 0.39         | 0.24        | 9.6          | 7.4          | 1.1         | 0.8         | £962           | £751           | £129          | £51           |
| Directly with a tour operator                 | 4.58          | 3.64         | 0.50         | 0.38        | 19.2         | 14.7         | 2.1         | 1.9         | £1,164         | £913           | £115          | £109          |
| Directly with accommodation provider          | 37.43         | 30.09        | 3.92         | 2.78        | 112.5        | 87.4         | 12.5        | 10.2        | £8,516         | £6,688         | £1,032        | £565          |
| Directly with a transport provider            | 9.91          | 7.59         | 1.44         | 0.47        | 33.6         | 23.4         | 6.5         | 1.8         | £2,224         | £1,642         | £382          | £87           |
| Directly with a Tourist Board / TIC           | 0.88          | 0.68         | 0.11         | 0.08        | 3.2          | 2.3          | 0.4         | 0.5         | £256           | £183           | £49           | £19           |
| Booked online                                 | 36.56         | 29.47        | 4.04         | 2.31        | 109.3        | 83.8         | 13.2        | 9.3         | £8,375         | £6,572         | £1,022        | £518          |
| Through some other source                     | 4.41          | 3.55         | 0.48         | 0.31        | 17.0         | 12.8         | 2.2         | 1.8         | £886           | £660           | £130          | £79           |
| <b>Did not make firm bookings before trip</b> | <b>50.37</b>  | <b>41.01</b> | <b>5.01</b>  | <b>3.72</b> | <b>151.8</b> | <b>118.8</b> | <b>17.6</b> | <b>13.3</b> | <b>£5,719</b>  | <b>£4,404</b>  | <b>£753</b>   | <b>£445</b>   |
| Don't Know                                    | 9.61          | 7.86         | 0.91         | 0.71        | 29.4         | 23.2         | 3.4         | 2.4         | £1,726         | £1,386         | £203          | £104          |
| <b>WHETHER BOOKED ONLINE</b>                  |               |              |              |             |              |              |             |             |                |                |               |               |
| Booked online                                 | 36.56         | 29.47        | 4.04         | 2.31        | 109.3        | 83.8         | 13.2        | 9.3         | £8,375         | £6,572         | £1,022        | £518          |
| Not booked online                             | 82.87         | 66.91        | 8.33         | 6.38        | 264.0        | 204.3        | 31.4        | 23.6        | £12,460        | £9,638         | £1,606        | £932          |
| <b>PACKAGE TRIP</b>                           |               |              |              |             |              |              |             |             |                |                |               |               |
| Package trip                                  | 4.46          | 3.49         | 0.67         | 0.25        | 14.8         | 11.0         | 2.5         | 1.0         | £1,204         | £910           | £198          | £73           |
| Not a package trip                            | 114.50        | 92.52        | 11.66        | 8.38        | 357.2        | 276.2        | 42.0        | 31.6        | £19,548        | £15,233        | £2,425        | £1,367        |
| Don't Know                                    | 0.47          | 0.37         | 0.04         | 0.05        | 1.3          | 0.9          | 0.1         | 0.2         | £83            | £67            | £5            | £10           |
| <b>TYPE OF LOCATION STAYED AT</b>             |               |              |              |             |              |              |             |             |                |                |               |               |
| Seaside                                       | 24.11         | 18.87        | 1.50         | 3.26        | 94.9         | 73.0         | 6.6         | 13.6        | £4,584         | £3,642         | £301          | £545          |
| Large city / large town                       | 47.31         | 40.05        | 5.16         | 1.34        | 113.2        | 93.1         | 13.7        | 3.1         | £8,440         | £6,840         | £1,114        | £217          |
| Small town                                    | 28.20         | 22.13        | 3.62         | 2.24        | 86.7         | 63.1         | 14.4        | 7.9         | £4,190         | £3,032         | £710          | £351          |
| Countryside / village                         | 22.32         | 17.30        | 2.67         | 2.12        | 78.0         | 58.5         | 9.8         | 8.2         | £3,559         | £2,646         | £503          | £332          |

| TABLE 2-1 – All Tourism in the UK     | TRIPS    |         |          |       | NIGHTS   |         |          |       | EXPENDITURE |         |          |        |
|---------------------------------------|----------|---------|----------|-------|----------|---------|----------|-------|-------------|---------|----------|--------|
|                                       | UK       | England | Scotland | Wales | UK       | England | Scotland | Wales | UK          | England | Scotland | Wales  |
|                                       | Millions |         |          |       | Millions |         |          |       | £ Millions  |         |          |        |
| ALL TOURISM – 2009                    | 126.01   | 102.95  | 12.47    | 8.95  | 398.7    | 312.9   | 46.1     | 32.9  | £21,881     | £17,281 | £2,736   | £1,413 |
| ALL TOURISM – 2010                    | 119.43   | 96.38   | 12.37    | 8.69  | 373.3    | 288.1   | 44.6     | 32.9  | £20,835     | £16,210 | £2,628   | £1,450 |
| <b>MONTH TRIP STARTED</b>             |          |         |          |       |          |         |          |       |             |         |          |        |
| January 2010                          | 5.62     | 4.60    | 0.59     | 0.31  | 12.5     | 9.6     | 1.4      | 0.9   | £760        | £611    | £82      | £49    |
| February 2010                         | 7.21     | 5.91    | 0.74     | 0.46  | 18.7     | 14.3    | 2.9      | 1.2   | £1,135      | £849    | £171     | £68    |
| March 2010                            | 8.97     | 7.40    | 0.98     | 0.46  | 24.5     | 19.7    | 2.9      | 1.6   | £1,569      | £1,241  | £207     | £73    |
| April 2010                            | 11.77    | 9.24    | 1.32     | 0.88  | 34.2     | 25.8    | 4.6      | 2.9   | £1,890      | £1,452  | £227     | £132   |
| May 2010                              | 12.05    | 9.80    | 1.00     | 1.11  | 35.5     | 27.7    | 2.9      | 4.3   | £2,050      | £1,620  | £217     | £168   |
| June 2010                             | 10.42    | 8.21    | 1.15     | 0.87  | 34.4     | 26.2    | 4.6      | 2.9   | £1,851      | £1,416  | £240     | £159   |
| July 2010                             | 13.31    | 10.52   | 1.32     | 1.26  | 53.0     | 39.6    | 6.5      | 6.1   | £2,550      | £1,959  | £340     | £203   |
| August 2010                           | 14.42    | 11.76   | 1.16     | 1.29  | 57.4     | 44.8    | 4.6      | 6.4   | £2,703      | £2,117  | £277     | £248   |
| September 2010                        | 9.70     | 7.61    | 1.22     | 0.63  | 29.8     | 22.9    | 3.7      | 2.6   | £1,916      | £1,482  | £261     | £136   |
| October 2010                          | 10.32    | 8.40    | 1.13     | 0.66  | 29.3     | 23.1    | 3.7      | 2.0   | £1,817      | £1,402  | £253     | £113   |
| November 2010                         | 7.23     | 6.03    | 0.78     | 0.32  | 17.9     | 13.9    | 2.8      | 0.8   | £1,331      | £1,061  | £174     | £51    |
| December 2010                         | 8.42     | 6.91    | 1.00     | 0.43  | 26.2     | 20.6    | 3.9      | 1.1   | £1,265      | £999    | £180     | £49    |
| <b>DURATION OF TRIP</b>               |          |         |          |       |          |         |          |       |             |         |          |        |
| 1 night                               | 30.07    | 25.53   | 2.59     | 1.30  | n/a      | n/a     | n/a      | n/a   | £3,852      | £3,181  | £381     | £168   |
| 2 nights                              | 26.65    | 21.59   | 2.77     | 1.76  | n/a      | n/a     | n/a      | n/a   | £4,477      | £3,533  | £545     | £264   |
| 3 nights                              | 15.03    | 12.29   | 1.51     | 1.05  | n/a      | n/a     | n/a      | n/a   | £2,916      | £2,323  | £352     | £186   |
| 4 nights                              | 12.04    | 9.47    | 1.50     | 0.91  | n/a      | n/a     | n/a      | n/a   | £2,322      | £1,761  | £357     | £147   |
| 5 nights                              | 4.58     | 3.69    | 0.53     | 0.35  | n/a      | n/a     | n/a      | n/a   | £1,021      | £788    | £147     | £63    |
| 6 nights                              | 5.49     | 4.31    | 0.52     | 0.52  | n/a      | n/a     | n/a      | n/a   | £861        | £686    | £86      | £59    |
| 7 nights                              | 3.97     | 3.02    | 0.46     | 0.43  | n/a      | n/a     | n/a      | n/a   | £1,270      | £959    | £159     | £131   |
| 1-3 nights                            | 71.75    | 59.41   | 6.87     | 4.11  | n/a      | n/a     | n/a      | n/a   | £11,245     | £9,037  | £1,278   | £618   |
| 4-7 nights                            | 26.08    | 20.49   | 3.01     | 2.21  | n/a      | n/a     | n/a      | n/a   | £5,474      | £4,194  | £749     | £400   |
| 8+ nights                             | 15.60    | 11.69   | 1.87     | 1.86  | n/a      | n/a     | n/a      | n/a   | £3,341      | £2,369  | £524     | £359   |
| Average duration of trip (nights)     | 4.29     | 4.08    | 4.98     | 5.87  | n/a      | n/a     | n/a      | n/a   | n/a         | n/a     | n/a      | n/a    |
| <b>CHILDREN IN HOUSEHOLD</b>          |          |         |          |       |          |         |          |       |             |         |          |        |
| Yes                                   | 31.85    | 25.18   | 2.97     | 3.16  | 118.5    | 88.5    | 12.7     | 14.6  | £4,045      | £3,092  | £428     | £436   |
| No                                    | 87.58    | 71.19   | 9.40     | 5.52  | 254.8    | 199.6   | 31.8     | 18.3  | £16,790     | £13,118 | £2,200   | £1,014 |
| <b>SOCIO-ECONOMIC GROUP</b>           |          |         |          |       |          |         |          |       |             |         |          |        |
| AB (Professional and managerial)      | 45.00    | 36.63   | 4.60     | 2.97  | 131.4    | 102.1   | 15.0     | 10.9  | £8,500      | £6,722  | £1,035   | £501   |
| C1 (Clerical and supervisory)         | 37.15    | 30.39   | 3.59     | 2.70  | 112.9    | 87.9    | 13.5     | 9.5   | £6,439      | £5,020  | £779     | £488   |
| C2 (Skilled manual)                   | 20.67    | 16.17   | 2.49     | 1.75  | 69.4     | 51.9    | 9.3      | 7.1   | £3,564      | £2,636  | £554     | £289   |
| DE (Unskilled, state pensioners etc.) | 16.61    | 13.19   | 1.69     | 1.27  | 59.7     | 46.2    | 6.8      | 5.4   | £2,332      | £1,833  | £261     | £172   |
| <b>AGE OF RESPONDENT</b>              |          |         |          |       |          |         |          |       |             |         |          |        |
| 16-24                                 | 15.37    | 12.94   | 1.25     | 0.93  | 47.5     | 37.6    | 5.6      | 3.1   | £2,048      | £1,621  | £205     | £149   |
| 25-34                                 | 19.77    | 16.16   | 1.92     | 1.33  | 52.5     | 41.1    | 5.9      | 4.5   | £3,127      | £2,458  | £380     | £212   |
| 35-44                                 | 28.71    | 22.82   | 2.94     | 2.37  | 87.6     | 65.4    | 10.9     | 9.0   | £5,011      | £3,886  | £629     | £349   |
| 45-54                                 | 22.19    | 17.31   | 2.72     | 1.74  | 63.9     | 48.0    | 8.2      | 6.1   | £4,311      | £3,279  | £577     | £334   |
| 55-64                                 | 18.16    | 14.77   | 1.92     | 1.27  | 56.6     | 44.2    | 6.6      | 5.0   | £3,485      | £2,771  | £462     | £183   |
| 65+                                   | 15.23    | 12.39   | 1.63     | 1.04  | 65.2     | 51.8    | 7.4      | 5.2   | £2,853      | £2,194  | £376     | £224   |

| TABLE 2-1 – All Tourism in the UK | TRIPS    |         |          |       | NIGHTS   |         |          |       | EXPENDITURE |         |          |        |
|-----------------------------------|----------|---------|----------|-------|----------|---------|----------|-------|-------------|---------|----------|--------|
|                                   | UK       | England | Scotland | Wales | UK       | England | Scotland | Wales | UK          | England | Scotland | Wales  |
|                                   | Millions |         |          |       | Millions |         |          |       | £ Millions  |         |          |        |
| ALL TOURISM – 2009                | 126.01   | 102.95  | 12.47    | 8.95  | 398.7    | 312.9   | 46.1     | 32.9  | £21,881     | £17,281 | £2,736   | £1,413 |
| ALL TOURISM – 2010                | 119.43   | 96.38   | 12.37    | 8.69  | 373.3    | 288.1   | 44.6     | 32.9  | £20,835     | £16,210 | £2,628   | £1,450 |
| <b>LIFECYCLE OF RESPONDENT</b>    |          |         |          |       |          |         |          |       |             |         |          |        |
| Age 16-34, unmarried, no children | 16.99    | 14.11   | 1.59     | 0.98  | 48.6     | 38.1    | 6.5      | 2.9   | £2,530      | £1,972  | £304     | £175   |
| Age 16-34, married, no children   | 7.07     | 5.91    | 0.59     | 0.43  | 17.0     | 13.8    | 1.7      | 1.1   | £1,256      | £1,072  | £126     | £58    |
| Age 16-34, with children          | 11.08    | 9.07    | 0.99     | 0.86  | 34.4     | 26.9    | 3.3      | 3.6   | £1,390      | £1,080  | £155     | £127   |
| Age 35-54, no children            | 22.71    | 17.72   | 2.93     | 1.67  | 61.3     | 45.9    | 8.8      | 5.2   | £4,722      | £3,593  | £660     | £341   |
| Age 35-54, with children          | 28.20    | 22.41   | 2.72     | 2.44  | 90.3     | 67.5    | 10.3     | 9.9   | £4,600      | £3,572  | £546     | £342   |
| Age 55+                           | 33.39    | 27.16   | 3.55     | 2.31  | 121.8    | 96.0    | 14.0     | 10.2  | £6,338      | £4,965  | £837     | £407   |

## Table 2-2a – HOLIDAY TRIPS IN THE UNITED KINGDOM

- **NEW** 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.
- UK residents made 57 million holiday trips in the UK in 2010. 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 (80%), with a similar share for short trips (81%) and long trips (79%). The pattern is very different for self-catering (mainly cottages and caravans) accommodation. Long trips account for a 55% share whilst shorter trips have a much smaller share (23%).
- The car is the dominant mode of transport used for the longest part of the journey to the destination (79%). Public transport is used for 14% of holiday trips.
- Firm bookings were made before going on holiday for two thirds of holiday trips (64%).
- Holiday trips are taken to a wide range of destinations. 34% of short trips are taken to large cities/towns whereas 46% of longer trips are taken to the seaside.
- Around two-fifths (40%) 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 the UK  | ALL HOLIDAY TRIPS |         |          |       | SHORT HOLIDAY TRIPS<br>(1-3 nights) |         |          |       | LONG HOLIDAY TRIPS<br>(4+ nights) |         |          |       |
|---|-------------------|---------|----------|-------|-------------------------------------|---------|----------|-------|-----------------------------------|---------|----------|-------|
|   | UK                | England | Scotland | Wales | UK                                  | England | Scotland | Wales | UK                                | England | Scotland | Wales |
|   | Millions          |         |          |       | Millions                            |         |          |       | Millions                          |         |          |       |
| ALL TOURISM – 2009  | 60.66             | 47.29   | 6.93     | 5.60  | 37.94                               | 29.90   | 4.24     | 2.90  | 22.72                             | 17.40   | 2.69     | 2.70  |
| ALL TOURISM – 2010  | 56.58             | 43.93   | 5.85     | 5.78  | 35.72                               | 28.09   | 3.50     | 3.21  | 20.86                             | 15.83   | 2.35     | 2.56  |
| <b>ACCOMMODATION USED</b>   |                   |         |          |       |                                     |         |          |       |                                   |         |          |       |
| <b>Commercial accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))  | 45.39             | 35.71   | 4.91     | 4.05  | 28.83                               | 23.06   | 2.96     | 2.13  | 16.51                             | 12.65   | 1.96     | 1.92  |
| <b>Serviced rented accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced))  | 25.22             | 20.41   | 2.90     | 1.46  | 19.98                               | 16.28   | 2.15     | 1.09  | 5.24                              | 4.13    | 0.76     | 0.36  |
| <b>Hotel/ motel/ guest house</b>  | 21.54             | 17.40   | 2.49     | 1.19  | 17.36                               | 14.15   | 1.88     | 0.89  | 4.18                              | 3.25    | 0.62     | 0.30  |
| <b>Paying Guest in Farmhouse/Bed and Breakfast</b>  | 3.53              | 2.79    | 0.44     | 0.27  | 2.61                                | 2.09    | 0.29     | 0.21  | 0.92                              | 0.71    | 0.14     | 0.06  |
| <b>Total Self-catering rented accommodation and Caravan and Camping</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage, holiday camp/village, camping, touring caravan, static (not owned)) | 19.61             | 14.97   | 1.89     | 2.54  | 8.19                                | 6.33    | 0.70     | 0.99  | 11.42                             | 8.64    | 1.19     | 1.55  |
| <b>Self-catering rented accommodation</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage & holiday camp/village)  | 7.65              | 5.85    | 0.82     | 0.90  | 2.05                                | 1.69    | 0.16     | 0.19  | 5.60                              | 4.17    | 0.66     | 0.71  |
| <b>Caravan and Camping</b><br>(Touring caravan, static (not owned), static (owned), camping)  | 15.17             | 10.98   | 1.31     | 2.61  | 8.03                                | 5.7     | 0.71     | 1.37  | 7.14                              | 5.27    | 0.6      | 1.24  |
| Touring caravan   | 4.39              | 3.30    | 0.50     | 0.52  | 2.44                                | 1.78    | 0.28     | 0.30  | 1.95                              | 1.52    | 0.22     | 0.22  |
| Static (not owned)  | 3.57              | 2.67    | 0.25     | 0.64  | 1.11                                | 0.80    | 0.08     | 0.21  | 2.46                              | 1.87    | 0.16     | 0.42  |
| Static (owned)  | 3.18              | 1.84    | 0.24     | 0.97  | 1.89                                | 1.06    | 0.17     | 0.56  | 1.29                              | 0.77    | 0.08     | 0.40  |
| Camping   | 4.04              | 3.18    | 0.32     | 0.48  | 2.59                                | 2.05    | 0.18     | 0.29  | 1.45                              | 1.12    | 0.14     | 0.19  |
| <b>Hostel</b>   | 0.78              | 0.53    | 0.14     | 0.06  | 0.63                                | 0.43    | 0.10     | 0.06  | 0.14                              | 0.10    | 0.04     | -     |
| <b>Own home/ friend's home / relative's home</b>  | 7.57              | 5.95    | 0.75     | 0.66  | 4.55                                | 3.6     | 0.35     | 0.44  | 3.02                              | 2.35    | 0.4      | 0.21  |

| TABLE 2-2a - Holiday Trips in the UK          | ALL HOLIDAY TRIPS |              |             |             | SHORT HOLIDAY TRIPS<br>(1-3 nights) |              |             |             | LONG HOLIDAY TRIPS<br>(4+ nights) |              |             |             |
|---|-------------------|--------------|-------------|-------------|-------------------------------------|--------------|-------------|-------------|-----------------------------------|--------------|-------------|-------------|
|   | UK                | England      | Scotland    | Wales       | UK                                  | England      | Scotland    | Wales       | UK                                | England      | Scotland    | Wales       |
|   | Millions          |              |             |             | Millions                            |              |             |             | Millions                          |              |             |             |
|   |                   |              |             |             |                                     |              |             |             |                                   |              |             |             |
| ALL TOURISM – 2009                            | 60.66             | 47.29        | 6.93        | 5.60        | 37.94                               | 29.90        | 4.24        | 2.90        | 22.72                             | 17.40        | 2.69        | 2.70        |
| ALL TOURISM – 2010                            | 56.58             | 43.93        | 5.85        | 5.78        | 35.72                               | 28.09        | 3.50        | 3.21        | 20.86                             | 15.83        | 2.35        | 2.56        |
| <b>MAIN MODE OF TRANSPORT USED</b>            |                   |              |             |             |                                     |              |             |             |                                   |              |             |             |
| <b>Public transport</b>                       | <b>9.28</b>       | <b>7.11</b>  | <b>1.43</b> | <b>0.52</b> | <b>6.22</b>                         | <b>4.94</b>  | <b>0.88</b> | <b>0.25</b> | <b>3.06</b>                       | <b>2.18</b>  | <b>0.55</b> | <b>0.27</b> |
| Train   | 5.15              | 4.17         | 0.68        | 0.28        | 3.97                                | 3.24         | 0.52        | 0.19        | 1.18                              | 0.93         | 0.16        | 0.09        |
| Regular bus/ coach                            | 1.39              | 1.04         | 0.19        | 0.08        | 0.84                                | 0.61         | 0.15        | 0.03        | 0.55                              | 0.44         | 0.05        | 0.05        |
| Sea/ air                                      | 1.26              | 0.73         | 0.33        | 0.04        | 0.79                                | 0.50         | 0.19        | 0.01        | 0.47                              | 0.22         | 0.14        | 0.03        |
| Plane   | 0.99              | 0.59         | 0.26        | 0.02        | 0.64                                | 0.42         | 0.15        | 0.01        | 0.35                              | 0.17         | 0.11        | 0.02        |
| Boat/ ship/ ferry                             | 0.27              | 0.14         | 0.07        | 0.02        | 0.15                                | 0.08         | 0.04        | *           | 0.12                              | 0.05         | 0.03        | 0.01        |
| <b>Personal transport</b>                     | <b>46.38</b>      | <b>36.17</b> | <b>4.28</b> | <b>5.14</b> | <b>28.82</b>                        | <b>22.67</b> | <b>2.51</b> | <b>2.90</b> | <b>17.54</b>                      | <b>13.52</b> | <b>1.76</b> | <b>2.25</b> |
| Car   | 44.84             | 34.98        | 4.12        | 5.00        | 27.85                               | 21.92        | 2.43        | 2.78        | 16.99                             | 13.07        | 1.69        | 2.22        |
| Car - own/ friend's/ firm's                   | 44.12             | 34.39        | 4.08        | 4.90        | 27.45                               | 21.60        | 2.40        | 2.74        | 16.67                             | 12.80        | 1.68        | 2.17        |
| Car - hired                                   | 0.73              | 0.58         | 0.05        | 0.09        | 0.40                                | 0.31         | 0.03        | 0.04        | 0.32                              | 0.27         | 0.01        | 0.05        |
| Organised coach tour                          | 1.75              | 1.31         | 0.30        | 0.14        | 0.77                                | 0.66         | 0.07        | 0.02        | 0.98                              | 0.64         | 0.23        | 0.11        |
| Other   | 0.63              | 0.48         | 0.07        | 0.08        | 0.50                                | 0.39         | 0.06        | 0.06        | 0.13                              | 0.09         | 0.01        | 0.02        |
| <b>COUNTRY OF RESIDENCE</b>                   |                   |              |             |             |                                     |              |             |             |                                   |              |             |             |
| England                                       | 46.93             | 40.04        | 2.43        | 4.45        | 29.31                               | 25.79        | 1.11        | 2.37        | 17.62                             | 14.25        | 1.31        | 2.08        |
| Scotland                                      | 5.09              | 1.76         | 3.21        | 0.06        | 3.35                                | 1.03         | 2.28        | 0.02        | 1.74                              | 0.73         | 0.93        | 0.04        |
| Wales   | 3.06              | 1.74         | 0.07        | 1.25        | 1.88                                | 1.04         | 0.01        | 0.82        | 1.18                              | 0.70         | 0.06        | 0.43        |
| Northern Ireland                              | 1.50              | 0.38         | 0.15        | 0.01        | 1.18                                | 0.23         | 0.10        | -           | 0.32                              | 0.15         | 0.05        | 0.01        |
| <b>HOW TRIP BOOKED</b>                        |                   |              |             |             |                                     |              |             |             |                                   |              |             |             |
| <b>Firm booking</b>                           | <b>36.01</b>      | <b>28.54</b> | <b>3.60</b> | <b>3.17</b> | <b>22.37</b>                        | <b>18.05</b> | <b>2.14</b> | <b>1.56</b> | <b>13.64</b>                      | <b>10.49</b> | <b>1.46</b> | <b>1.61</b> |
| High street or on-line travel agent           | 2.19              | 1.74         | 0.23        | 0.16        | 1.58                                | 1.28         | 0.17        | 0.07        | 0.61                              | 0.46         | 0.06        | 0.09        |
| Directly with a tour operator                 | 3.67              | 2.90         | 0.37        | 0.34        | 1.45                                | 1.23         | 0.10        | 0.09        | 2.22                              | 1.67         | 0.28        | 0.26        |
| Directly with accommodation provider          | 23.79             | 18.87        | 2.27        | 2.14        | 15.72                               | 12.56        | 1.49        | 1.23        | 8.04                              | 6.32         | 0.78        | 0.91        |
| Directly with a transport provider            | 3.27              | 2.46         | 0.54        | 0.16        | 2.17                                | 1.66         | 0.37        | 0.09        | 1.10                              | 0.80         | 0.17        | 0.07        |
| Directly with a Tourist Board / TIC           | 0.61              | 0.48         | 0.04        | 0.08        | 0.31                                | 0.25         | *           | 0.04        | 0.31                              | 0.24         | 0.04        | 0.04        |
| Booked online                                 | 21.12             | 17.06        | 2.16        | 1.61        | 13.93                               | 11.43        | 1.37        | 0.84        | 7.18                              | 5.63         | 0.79        | 0.77        |
| Through some other source                     | 3.08              | 2.48         | 0.32        | 0.26        | 1.69                                | 1.44         | 0.13        | 0.07        | 1.39                              | 1.04         | 0.19        | 0.19        |
| <b>Did not make firm bookings before trip</b> | <b>15.62</b>      | <b>11.58</b> | <b>1.70</b> | <b>2.06</b> | <b>10.41</b>                        | <b>7.76</b>  | <b>1.09</b> | <b>1.32</b> | <b>5.21</b>                       | <b>3.83</b>  | <b>0.61</b> | <b>0.74</b> |
| Don't Know                                    | 4.95              | 3.80         | 0.55        | 0.55        | 2.94                                | 2.29         | 0.27        | 0.34        | 2.01                              | 1.51         | 0.29        | 0.21        |
| <b>WHETHER BOOKED ONLINE</b>                  |                   |              |             |             |                                     |              |             |             |                                   |              |             |             |
| Booked online                                 | 21.12             | 17.06        | 2.16        | 1.61        | 13.93                               | 11.43        | 1.37        | 0.84        | 7.18                              | 5.63         | 0.79        | 0.77        |
| Not booked online                             | 35.46             | 26.87        | 3.69        | 4.18        | 21.79                               | 16.66        | 2.13        | 2.37        | 13.68                             | 10.20        | 1.56        | 1.79        |
| <b>PACKAGE TRIP</b>                           |                   |              |             |             |                                     |              |             |             |                                   |              |             |             |
| Package trip                                  | 3.51              | 2.69         | 0.57        | 0.23        | 1.80                                | 1.47         | 0.24        | 0.06        | 1.71                              | 1.22         | 0.32        | 0.17        |
| Not a package trip                            | 52.85             | 41.08        | 5.26        | 5.52        | 33.79                               | 26.52        | 3.23        | 3.14        | 19.04                             | 14.57        | 2.02        | 2.37        |
| Don't Know                                    | 0.21              | 0.16         | 0.03        | 0.03        | 0.13                                | 0.11         | 0.02        | 0.01        | 0.08                              | 0.05         | 0.01        | 0.02        |

| TABLE 2-2a - Holiday Trips in the UK  | ALL HOLIDAY TRIPS |         |          |       | SHORT HOLIDAY TRIPS<br>(1-3 nights) |         |          |       | LONG HOLIDAY TRIPS<br>(4+ nights) |         |          |       |
|---------------------------------------|-------------------|---------|----------|-------|-------------------------------------|---------|----------|-------|-----------------------------------|---------|----------|-------|
|                                       | UK                | England | Scotland | Wales | UK                                  | England | Scotland | Wales | UK                                | England | Scotland | Wales |
|                                       | Millions          |         |          |       | Millions                            |         |          |       | Millions                          |         |          |       |
| ALL TOURISM – 2009                    | 60.66             | 47.29   | 6.93     | 5.60  | 37.94                               | 29.90   | 4.24     | 2.90  | 22.72                             | 17.40   | 2.69     | 2.70  |
| ALL TOURISM – 2010                    | 56.58             | 43.93   | 5.85     | 5.78  | 35.72                               | 28.09   | 3.50     | 3.21  | 20.86                             | 15.83   | 2.35     | 2.56  |
| TYPE OF LOCATION STAYED AT            |                   |         |          |       |                                     |         |          |       |                                   |         |          |       |
| Seaside                               | 18.44             | 14.19   | 1.09     | 2.68  | 8.91                                | 6.75    | 0.57     | 1.21  | 9.53                              | 7.44    | 0.52     | 1.47  |
| Large city / large town               | 14.99             | 12.40   | 1.77     | 0.48  | 12.25                               | 10.21   | 1.33     | 0.41  | 2.74                              | 2.18    | 0.44     | 0.09  |
| Small town                            | 11.20             | 8.18    | 1.69     | 1.17  | 6.99                                | 5.28    | 0.89     | 0.70  | 4.21                              | 2.90    | 0.76     | 0.47  |
| Countryside / village                 | 13.20             | 9.99    | 1.59     | 1.46  | 7.76                                | 5.97    | 0.74     | 0.91  | 5.44                              | 4.01    | 0.85     | 0.55  |
| MONTH TRIP STARTED                    |                   |         |          |       |                                     |         |          |       |                                   |         |          |       |
| January 2010                          | 1.68              | 1.29    | 0.19     | 0.17  | 1.44                                | 1.13    | 0.14     | 0.15  | 0.24                              | 0.16    | 0.04     | 0.02  |
| February 2010                         | 2.48              | 1.83    | 0.36     | 0.21  | 1.95                                | 1.45    | 0.25     | 0.17  | 0.53                              | 0.38    | 0.10     | 0.04  |
| March 2010                            | 3.36              | 2.72    | 0.36     | 0.25  | 2.38                                | 1.89    | 0.27     | 0.18  | 0.99                              | 0.83    | 0.09     | 0.07  |
| April 2010                            | 5.45              | 4.12    | 0.62     | 0.57  | 3.56                                | 2.70    | 0.37     | 0.34  | 1.88                              | 1.41    | 0.25     | 0.22  |
| May 2010                              | 6.55              | 5.14    | 0.59     | 0.76  | 4.33                                | 3.51    | 0.39     | 0.40  | 2.22                              | 1.63    | 0.20     | 0.36  |
| June 2010                             | 5.78              | 4.35    | 0.64     | 0.66  | 3.51                                | 2.62    | 0.39     | 0.41  | 2.26                              | 1.73    | 0.26     | 0.24  |
| July 2010                             | 7.79              | 5.82    | 0.86     | 1.00  | 4.03                                | 3.10    | 0.41     | 0.44  | 3.76                              | 2.72    | 0.46     | 0.56  |
| August 2010                           | 9.00              | 7.12    | 0.67     | 1.02  | 4.38                                | 3.55    | 0.28     | 0.39  | 4.62                              | 3.57    | 0.39     | 0.63  |
| September 2010                        | 4.95              | 3.82    | 0.60     | 0.42  | 3.17                                | 2.41    | 0.44     | 0.21  | 1.78                              | 1.41    | 0.15     | 0.22  |
| October 2010                          | 4.88              | 3.89    | 0.52     | 0.42  | 3.33                                | 2.69    | 0.29     | 0.31  | 1.55                              | 1.20    | 0.24     | 0.11  |
| November 2010                         | 2.48              | 1.95    | 0.29     | 0.18  | 1.98                                | 1.61    | 0.18     | 0.12  | 0.50                              | 0.34    | 0.11     | 0.05  |
| December 2010                         | 2.19              | 1.88    | 0.15     | 0.12  | 1.66                                | 1.44    | 0.09     | 0.09  | 0.53                              | 0.44    | 0.06     | 0.03  |
| DURATION OF TRIP                      |                   |         |          |       |                                     |         |          |       |                                   |         |          |       |
| 1 night                               | 8.95              | 7.30    | 0.78     | 0.58  | 8.95                                | 7.30    | 0.78     | 0.58  | n/a                               | n/a     | n/a      | n/a   |
| 2 nights                              | 11.73             | 9.01    | 1.29     | 1.11  | 11.73                               | 9.01    | 1.29     | 1.11  | n/a                               | n/a     | n/a      | n/a   |
| 3 nights                              | 7.53              | 5.94    | 0.77     | 0.68  | 7.53                                | 5.94    | 0.77     | 0.68  | n/a                               | n/a     | n/a      | n/a   |
| 4 nights                              | 6.04              | 4.66    | 0.75     | 0.56  | n/a                                 | n/a     | n/a      | n/a   | 4.09                              | 3.15    | 0.56     | 0.38  |
| 5 nights                              | 2.43              | 1.88    | 0.28     | 0.26  | n/a                                 | n/a     | n/a      | n/a   | 1.92                              | 1.53    | 0.23     | 0.15  |
| 6 nights                              | 3.28              | 2.60    | 0.27     | 0.38  | n/a                                 | n/a     | n/a      | n/a   | 1.58                              | 1.25    | 0.14     | 0.17  |
| 7 nights                              | 2.74              | 2.03    | 0.33     | 0.34  | n/a                                 | n/a     | n/a      | n/a   | 2.73                              | 2.03    | 0.33     | 0.34  |
| 1-3 nights                            | 28.21             | 22.25   | 2.84     | 2.37  | 28.21                               | 22.25   | 2.84     | 2.37  | n/a                               | n/a     | n/a      | n/a   |
| 4-7 nights                            | 14.49             | 11.17   | 1.63     | 1.54  | n/a                                 | n/a     | n/a      | n/a   | 10.32                             | 7.96    | 1.26     | 1.04  |
| 8+ nights                             | 10.42             | 7.83    | 1.06     | 1.45  | n/a                                 | n/a     | n/a      | n/a   | 9.8                               | 7.33    | 1.03     | 1.37  |
| Average duration of trip (nights)     | 5.17              | 5.02    | 5.35     | 6.58  | 2.55                                | 2.53    | 2.44     | 2.94  | 9.66                              | 9.45    | 9.66     | 11.14 |
| CHILDREN IN HOUSEHOLD                 |                   |         |          |       |                                     |         |          |       |                                   |         |          |       |
| Yes                                   | 19.38             | 14.92   | 1.69     | 2.49  | 9.90                                | 7.79    | 0.81     | 1.10  | 9.49                              | 7.13    | 0.88     | 1.39  |
| No                                    | 37.19             | 29.01   | 4.16     | 3.29  | 25.82                               | 20.31   | 2.69     | 2.12  | 11.37                             | 8.70    | 1.47     | 1.17  |
| SOCIO-ECONOMIC GROUP                  |                   |         |          |       |                                     |         |          |       |                                   |         |          |       |
| AB (Professional and managerial)      | 19.99             | 15.70   | 2.04     | 1.93  | 12.91                               | 10.32   | 1.19     | 1.14  | 7.09                              | 5.38    | 0.85     | 0.80  |
| C1 (Clerical and supervisory)         | 17.23             | 13.37   | 1.81     | 1.79  | 11.25                               | 8.80    | 1.14     | 1.05  | 5.98                              | 4.57    | 0.67     | 0.74  |
| C2 (Skilled manual)                   | 10.92             | 8.45    | 1.20     | 1.11  | 6.88                                | 5.43    | 0.69     | 0.59  | 4.04                              | 3.02    | 0.52     | 0.51  |
| DE (Unskilled, state pensioners etc.) | 8.44              | 6.40    | 0.79     | 0.95  | 4.69                                | 3.55    | 0.48     | 0.44  | 3.75                              | 2.86    | 0.32     | 0.52  |

| TABLE 2-2a - Holiday Trips in the UK | ALL HOLIDAY TRIPS |         |          |       | SHORT HOLIDAY TRIPS<br>(1-3 nights) |         |          |       | LONG HOLIDAY TRIPS<br>(4+ nights) |         |          |       |
|--------------------------------------|-------------------|---------|----------|-------|-------------------------------------|---------|----------|-------|-----------------------------------|---------|----------|-------|
|                                      | UK                | England | Scotland | Wales | UK                                  | England | Scotland | Wales | UK                                | England | Scotland | Wales |
|                                      | Millions          |         |          |       | Millions                            |         |          |       | Millions                          |         |          |       |
|                                      |                   |         |          |       |                                     |         |          |       |                                   |         |          |       |
| ALL TOURISM – 2009                   | 60.66             | 47.29   | 6.93     | 5.60  | 37.94                               | 29.90   | 4.24     | 2.90  | 22.72                             | 17.40   | 2.69     | 2.70  |
| ALL TOURISM – 2010                   | 56.58             | 43.93   | 5.85     | 5.78  | 35.72                               | 28.09   | 3.50     | 3.21  | 20.86                             | 15.83   | 2.35     | 2.56  |
| AGE OF RESPONDENT                    |                   |         |          |       |                                     |         |          |       |                                   |         |          |       |
| 16-24                                | 5.11              | 4.09    | 0.47     | 0.48  | 3.70                                | 2.95    | 0.38     | 0.32  | 1.41                              | 1.15    | 0.09     | 0.16  |
| 25-34                                | 8.37              | 6.34    | 0.96     | 0.90  | 5.95                                | 4.62    | 0.64     | 0.55  | 2.42                              | 1.72    | 0.32     | 0.36  |
| 35-44                                | 14.49             | 11.18   | 1.32     | 1.68  | 8.99                                | 7.06    | 0.77     | 0.90  | 5.50                              | 4.12    | 0.55     | 0.78  |
| 45-54                                | 11.33             | 8.60    | 1.29     | 1.19  | 7.68                                | 5.84    | 0.81     | 0.82  | 3.65                              | 2.76    | 0.48     | 0.37  |
| 55-64                                | 9.21              | 7.38    | 0.91     | 0.76  | 5.79                                | 4.73    | 0.51     | 0.41  | 3.42                              | 2.64    | 0.40     | 0.35  |
| 65+                                  | 8.08              | 6.33    | 0.90     | 0.75  | 3.61                                | 2.89    | 0.39     | 0.22  | 4.46                              | 3.44    | 0.51     | 0.54  |
| LIFECYCLE OF RESPONDENT              |                   |         |          |       |                                     |         |          |       |                                   |         |          |       |
| Age 16-34, unmarried, no children    | 5.51              | 4.23    | 0.65     | 0.52  | 4.15                                | 3.20    | 0.50     | 0.36  | 1.35                              | 1.03    | 0.16     | 0.16  |
| Age 16-34, married, no children      | 2.89              | 2.24    | 0.36     | 0.23  | 2.30                                | 1.81    | 0.26     | 0.18  | 0.59                              | 0.43    | 0.10     | 0.05  |
| Age 16-34, married with children     | 5.08              | 3.96    | 0.42     | 0.64  | 3.20                                | 2.56    | 0.26     | 0.32  | 1.88                              | 1.40    | 0.15     | 0.31  |
| Age 35-54, no children               | 10.60             | 7.99    | 1.26     | 1.08  | 7.67                                | 5.80    | 0.82     | 0.80  | 2.93                              | 2.19    | 0.44     | 0.28  |
| Age 35-54, with children             | 15.22             | 11.79   | 1.34     | 1.79  | 9.00                                | 7.10    | 0.75     | 0.92  | 6.22                              | 4.70    | 0.59     | 0.87  |
| Age 55+                              | 17.28             | 13.71   | 1.81     | 1.51  | 9.44                                | 7.65    | 0.91     | 0.63  | 7.88                              | 6.09    | 0.91     | 0.89  |

## Table 2-2b – HOLIDAY BEDNIGHTS IN THE UNITED KINGDOM

- 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 (30%) 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 a 19% share. In contrast, long trips account for a 57% share of all bed nights in self-catering accommodation whilst short trips account for just over a quarter (27%). Self-catering rented accommodation is therefore slightly more important in terms of nights (46%) than in terms of trips (35%). 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 64% of nights. There is little difference between the share for short (63%) and long trips (64%). The seaside accounts for 40% of holiday nights with short trips accounting for a smaller share than long trips (27% vs. 45%). In contrast, short trips account for a larger share of bed nights within large towns and cities (30%) when compared to long trips (11%).
- 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 (44% 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 2-2b - Holiday Nights in the UK   | ALL HOLIDAY NIGHTS |         |          |       | SHORT HOLIDAY NIGHTS<br>(1-3 nights) |         |          |       | LONG HOLIDAY NIGHTS<br>(4+ nights) |         |          |       |
|---|--------------------|---------|----------|-------|--------------------------------------|---------|----------|-------|------------------------------------|---------|----------|-------|
|   | UK                 | England | Scotland | Wales | UK                                   | England | Scotland | Wales | UK                                 | England | Scotland | Wales |
|   | Millions           |         |          |       | Millions                             |         |          |       | Millions                           |         |          |       |
| ALL TOURISM – 2009  | 222.5              | 169.5   | 27.1     | 22.8  | 73.7                                 | 57.5    | 8.4      | 6.0   | 148.8                              | 112.0   | 18.7     | 16.9  |
| ALL TOURISM – 2010  | 202.8              | 153.2   | 22.1     | 23.9  | 69.2                                 | 54.0    | 6.9      | 6.6   | 133.6                              | 99.2    | 15.3     | 17.3  |
| <b>ACCOMMODATION USED</b>   |                    |         |          |       |                                      |         |          |       |                                    |         |          |       |
| <b>Commercial accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))  | 157.9              | 120.4   | 18.2     | 17.1  | 55.3                                 | 44.0    | 5.8      | 4.2   | 102.6                              | 76.4    | 12.5     | 12.9  |
| <b>Serviced rented accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced))  | 61.6               | 48.8    | 7.9      | 3.8   | 35.6                                 | 28.8    | 4.0      | 2.0   | 26.0                               | 20.0    | 3.9      | 1.8   |
| <b>Hotel/ motel/ guest house</b>  | 50.8               | 40.1    | 6.6      | 3.1   | 30.6                                 | 24.7    | 3.5      | 1.6   | 20.2                               | 15.4    | 3.1      | 1.5   |
| <b>Paying Guest in Farmhouse/Bed and Breakfast</b>  | 9.6                | 7.5     | 1.2      | 0.7   | 4.9                                  | 4.0     | 0.5      | 0.4   | 4.7                                | 3.6     | 0.7      | 0.3   |
| <b>Total Self-catering rented accommodation and Caravan and Camping</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage, holiday camp/village, camping, touring caravan, static (not owned)) | 94.2               | 70.2    | 9.9      | 13.1  | 18.4                                 | 14.4    | 1.5      | 2.1   | 75.7                               | 55.8    | 8.4      | 11.0  |
| <b>Self-catering rented accommodation</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage & holiday camp/village)  | 41.5               | 30.8    | 4.8      | 5.3   | 5.1                                  | 4.2     | 0.4      | 0.5   | 36.4                               | 26.6    | 4.4      | 4.8   |
| <b>Caravan and Camping</b><br>(Touring caravan, static (not owned), static (owned), camping)  | 66.1               | 47.2    | 6.0      | 12.1  | 17.7                                 | 12.6    | 1.5      | 3.0   | 48.4                               | 34.6    | 4.5      | 9.1   |
| Touring caravan   | 20.0               | 14.8    | 2.7      | 2.3   | 5.3                                  | 4.0     | 0.6      | 0.6   | 14.8                               | 10.9    | 2.1      | 1.8   |
| Static (not owned)  | 18.5               | 13.6    | 1.1      | 3.8   | 2.7                                  | 2.0     | 0.2      | 0.5   | 15.8                               | 11.6    | 0.9      | 3.3   |
| Static (owned)  | 13.4               | 7.8     | 0.9      | 4.3   | 4.4                                  | 2.4     | 0.4      | 1.3   | 9.0                                | 5.3     | 0.5      | 2.9   |
| Camping   | 14.1               | 11.0    | 1.4      | 1.6   | 5.3                                  | 4.3     | 0.4      | 0.6   | 8.8                                | 6.7     | 1.0      | 1.0   |
| <b>Hostel</b>   | 1.7                | 1.2     | 0.3      | 0.1   | 1.1                                  | 0.7     | 0.2      | 0.1   | 0.7                                | 0.5     | 0.2      | -     |
| <b>Own home/ friend's home / relative's home</b>  | 27.4               | 21.6    | 2.7      | 2.2   | 8.5                                  | 6.7     | 0.7      | 0.8   | 18.8                               | 14.9    | 2.0      | 1.3   |

| TABLE 2-2b - Holiday Nights in the UK         | ALL HOLIDAY NIGHTS |              |             |             | SHORT HOLIDAY NIGHTS<br>(1-3 nights) |             |            |            | LONG HOLIDAY NIGHTS<br>(4+ nights) |             |             |             |
|---|--------------------|--------------|-------------|-------------|--------------------------------------|-------------|------------|------------|------------------------------------|-------------|-------------|-------------|
|   | UK                 | England      | Scotland    | Wales       | UK                                   | England     | Scotland   | Wales      | UK                                 | England     | Scotland    | Wales       |
|   | Millions           |              |             |             | Millions                             |             |            |            | Millions                           |             |             |             |
|   |                    |              |             |             |                                      |             |            |            |                                    |             |             |             |
| ALL TOURISM – 2009                            | 222.5              | 169.5        | 27.1        | 22.8        | 73.7                                 | 57.5        | 8.4        | 6.0        | 148.8                              | 112.0       | 18.7        | 16.9        |
| ALL TOURISM – 2010                            | 202.8              | 153.2        | 22.1        | 23.9        | 69.2                                 | 54.0        | 6.9        | 6.6        | 133.6                              | 99.2        | 15.3        | 17.3        |
| <b>MAIN MODE OF TRANSPORT USED</b>            |                    |              |             |             |                                      |             |            |            |                                    |             |             |             |
| <b>Public transport</b>                       | <b>29.4</b>        | <b>21.6</b>  | <b>4.8</b>  | <b>2.1</b>  | <b>11.9</b>                          | <b>9.2</b>  | <b>1.8</b> | <b>0.5</b> | <b>17.5</b>                        | <b>12.3</b> | <b>3.0</b>  | <b>1.6</b>  |
| Train   | 15.0               | 11.8         | 2.1         | 1.0         | 7.4                                  | 5.9         | 1.0        | 0.4        | 7.6                                | 5.9         | 1.0         | 0.7         |
| Regular bus/ coach                            | 4.7                | 3.6          | 0.5         | 0.4         | 1.6                                  | 1.1         | 0.3        | 0.1        | 3.1                                | 2.4         | 0.2         | 0.3         |
| Sea/ air                                      | 4.4                | 2.3          | 1.1         | 0.2         | 1.5                                  | 1.0         | 0.4        | *          | 2.9                                | 1.3         | 0.8         | 0.2         |
| Plane   | 3.4                | 1.8          | 0.9         | 0.1         | 1.3                                  | 0.8         | 0.3        | *          | 2.1                                | 1.0         | 0.6         | 0.1         |
| Boat/ ship/ ferry                             | 1.1                | 0.5          | 0.3         | 0.1         | 0.2                                  | 0.1         | 0.1        | *          | 0.8                                | 0.4         | 0.2         | 0.1         |
| <b>Personal transport</b>                     | <b>170.6</b>       | <b>129.9</b> | <b>16.9</b> | <b>21.4</b> | <b>56.3</b>                          | <b>43.9</b> | <b>4.9</b> | <b>6.1</b> | <b>114.6</b>                       | <b>86.1</b> | <b>12.0</b> | <b>15.3</b> |
| Car   | 165.0              | 125.4        | 16.4        | 20.9        | 54.2                                 | 42.3        | 4.8        | 5.8        | 110.9                              | 83.1        | 11.6        | 15.1        |
| Car - own/ friend's/ firm's                   | 162.1              | 123.0        | 16.3        | 20.5        | 53.4                                 | 41.7        | 4.7        | 5.7        | 108.7                              | 81.3        | 11.6        | 14.8        |
| Car - hired                                   | 2.9                | 2.4          | 0.1         | 0.4         | 0.8                                  | 0.6         | 0.1        | 0.1        | 2.2                                | 1.8         | *           | 0.3         |
| Organised coach tour                          | 6.3                | 4.3          | 1.3         | 0.6         | 1.5                                  | 1.3         | 0.2        | *          | 4.8                                | 3.0         | 1.2         | 0.6         |
| Other   | 1.6                | 1.2          | 0.1         | 0.3         | 0.9                                  | 0.7         | 0.1        | 0.1        | 0.7                                | 0.5         | *           | 0.2         |
| <b>COUNTRY OF RESIDENCE</b>                   |                    |              |             |             |                                      |             |            |            |                                    |             |             |             |
| England                                       | 169.6              | 138.3        | 10.7        | 19.5        | 56.8                                 | 49.2        | 2.4        | 5.0        | 112.8                              | 89.1        | 8.3         | 14.5        |
| Scotland                                      | 18.3               | 7.1          | 10.6        | 0.3         | 6.5                                  | 2.2         | 4.2        | *          | 11.8                               | 4.9         | 6.4         | 0.2         |
| Wales   | 10.8               | 6.4          | 0.3         | 4.1         | 3.8                                  | 2.1         | *          | 1.6        | 7.1                                | 4.3         | 0.3         | 2.5         |
| Northern Ireland                              | 4.1                | 1.5          | 0.5         | 0.1         | 2.1                                  | 0.5         | 0.2        | -          | 1.9                                | 1.0         | 0.3         | 0.1         |
| <b>HOW TRIP BOOKED</b>                        |                    |              |             |             |                                      |             |            |            |                                    |             |             |             |
| <b>Firm booking</b>                           | <b>129.3</b>       | <b>99.7</b>  | <b>13.3</b> | <b>13.9</b> | <b>43.3</b>                          | <b>34.8</b> | <b>4.3</b> | <b>3.2</b> | <b>86.0</b>                        | <b>64.9</b> | <b>9.0</b>  | <b>10.8</b> |
| High street or on-line travel agent           | 6.2                | 4.8          | 0.7         | 0.6         | 2.8                                  | 2.2         | 0.3        | 0.2        | 3.4                                | 2.5         | 0.4         | 0.5         |
| Directly with a tour operator                 | 17.1               | 13.1         | 1.9         | 1.8         | 3.2                                  | 2.7         | 0.2        | 0.2        | 13.9                               | 10.4        | 1.7         | 1.6         |
| Directly with accommodation provider          | 82.0               | 64.1         | 7.8         | 8.7         | 30.1                                 | 23.9        | 3.0        | 2.5        | 51.9                               | 40.2        | 4.8         | 6.2         |
| Directly with a transport provider            | 10.8               | 7.7          | 1.9         | 0.6         | 4.2                                  | 3.1         | 0.8        | 0.2        | 6.5                                | 4.5         | 1.1         | 0.4         |
| Directly with a Tourist Board / TIC           | 2.6                | 1.9          | 0.2         | 0.5         | 0.7                                  | 0.5         | *          | 0.1        | 1.9                                | 1.3         | 0.2         | 0.4         |
| Booked online                                 | 71.5               | 55.7         | 7.7         | 7.1         | 26.5                                 | 21.4        | 2.7        | 1.7        | 45.0                               | 34.3        | 4.9         | 5.4         |
| Through some other source                     | 12.4               | 9.2          | 1.5         | 1.6         | 3.4                                  | 2.9         | 0.3        | 0.2        | 9.0                                | 6.3         | 1.2         | 1.4         |
| <b>Did not make firm bookings before trip</b> | <b>55.9</b>        | <b>40.3</b>  | <b>6.6</b>  | <b>8.1</b>  | <b>20.0</b>                          | <b>14.6</b> | <b>2.1</b> | <b>2.7</b> | <b>35.9</b>                        | <b>25.6</b> | <b>4.5</b>  | <b>5.3</b>  |
| Don't Know                                    | 17.7               | 13.3         | 2.3         | 2.0         | 5.9                                  | 4.6         | 0.5        | 0.7        | 11.7                               | 8.7         | 1.8         | 1.2         |
| <b>WHETHER BOOKED ONLINE</b>                  |                    |              |             |             |                                      |             |            |            |                                    |             |             |             |
| Booked online                                 | 71.5               | 55.7         | 7.7         | 7.1         | 26.5                                 | 21.4        | 2.7        | 1.7        | 45.0                               | 34.3        | 4.9         | 5.4         |
| Not booked online                             | 131.4              | 97.5         | 14.4        | 16.8        | 42.8                                 | 32.7        | 4.1        | 4.9        | 88.6                               | 64.9        | 10.3        | 12.0        |
| <b>PACKAGE TRIP</b>                           |                    |              |             |             |                                      |             |            |            |                                    |             |             |             |
| Package trip                                  | 12.5               | 9.2          | 2.2         | 1.0         | 3.7                                  | 3.0         | 0.5        | 0.1        | 8.8                                | 6.2         | 1.7         | 0.9         |
| Not a package trip                            | 189.7              | 143.6        | 19.9        | 22.8        | 65.2                                 | 50.8        | 6.3        | 6.5        | 124.4                              | 92.8        | 13.6        | 16.4        |
| Don't Know                                    | 0.7                | 0.5          | 0.1         | 0.1         | 0.3                                  | 0.2         | 0.1        | *          | 0.4                                | 0.3         | *           | 0.1         |

| TABLE 2-2b - Holiday Nights in the UK | ALL HOLIDAY NIGHTS |         |          |       | SHORT HOLIDAY NIGHTS<br>(1-3 nights) |         |          |       | LONG HOLIDAY NIGHTS<br>(4+ nights) |         |          |       |
|---------------------------------------|--------------------|---------|----------|-------|--------------------------------------|---------|----------|-------|------------------------------------|---------|----------|-------|
|                                       | UK                 | England | Scotland | Wales | UK                                   | England | Scotland | Wales | UK                                 | England | Scotland | Wales |
|                                       | Millions           |         |          |       | Millions                             |         |          |       | Millions                           |         |          |       |
| ALL TOURISM – 2009                    | 222.5              | 169.5   | 27.1     | 22.8  | 73.7                                 | 57.5    | 8.4      | 6.0   | 148.8                              | 112.0   | 18.7     | 16.9  |
| ALL TOURISM – 2010                    | 202.8              | 153.2   | 22.1     | 23.9  | 69.2                                 | 54.0    | 6.9      | 6.6   | 133.6                              | 99.2    | 15.3     | 17.3  |
| TYPE OF LOCATION STAYED AT            |                    |         |          |       |                                      |         |          |       |                                    |         |          |       |
| Seaside                               | 79.3               | 60.5    | 5.3      | 12.2  | 18.8                                 | 14.3    | 1.2      | 2.6   | 60.6                               | 46.1    | 4.2      | 9.6   |
| Large city / large town               | 35.3               | 28.8    | 4.4      | 1.3   | 20.8                                 | 17.1    | 2.5      | 0.7   | 14.4                               | 11.6    | 1.9      | 0.6   |
| Small town                            | 39.0               | 27.3    | 6.2      | 4.8   | 13.6                                 | 10.2    | 1.7      | 1.4   | 25.4                               | 17.1    | 4.5      | 3.4   |
| Countryside / village                 | 49.0               | 36.4    | 6.2      | 5.7   | 15.9                                 | 12.2    | 1.5      | 1.9   | 33.1                               | 24.2    | 4.7      | 3.8   |
| MONTH TRIP STARTED                    |                    |         |          |       |                                      |         |          |       |                                    |         |          |       |
| January 2010                          | 3.6                | 2.6     | 0.5      | 0.4   | 2.5                                  | 1.9     | 0.3      | 0.2   | 1.2                                | 0.7     | 0.2      | 0.1   |
| February 2010                         | 6.8                | 5.1     | 1.0      | 0.6   | 3.6                                  | 2.7     | 0.5      | 0.3   | 3.2                                | 2.4     | 0.6      | 0.2   |
| March 2010                            | 9.9                | 8.1     | 1.0      | 0.7   | 4.5                                  | 3.6     | 0.5      | 0.4   | 5.4                                | 4.5     | 0.5      | 0.4   |
| April 2010                            | 18.4               | 13.8    | 2.3      | 2.1   | 7.5                                  | 5.6     | 0.8      | 0.8   | 11.0                               | 8.2     | 1.5      | 1.3   |
| May 2010                              | 21.4               | 16.1    | 1.8      | 3.2   | 8.4                                  | 6.8     | 0.7      | 0.8   | 13.0                               | 9.3     | 1.1      | 2.4   |
| June 2010                             | 21.4               | 16.2    | 2.3      | 2.4   | 6.7                                  | 5.0     | 0.7      | 0.8   | 14.7                               | 11.2    | 1.6      | 1.6   |
| July 2010                             | 36.1               | 25.7    | 4.7      | 5.2   | 8.1                                  | 6.2     | 0.8      | 0.9   | 28.0                               | 19.5    | 3.9      | 4.3   |
| August 2010                           | 39.7               | 30.4    | 3.0      | 5.4   | 8.9                                  | 7.1     | 0.5      | 1.0   | 30.8                               | 23.3    | 2.5      | 4.5   |
| September 2010                        | 17.9               | 13.9    | 1.9      | 1.8   | 6.1                                  | 4.7     | 0.8      | 0.4   | 11.7                               | 9.2     | 1.0      | 1.4   |
| October 2010                          | 15.3               | 11.8    | 2.0      | 1.2   | 6.5                                  | 5.2     | 0.6      | 0.6   | 8.8                                | 6.6     | 1.4      | 0.7   |
| November 2010                         | 6.3                | 4.7     | 1.0      | 0.5   | 3.5                                  | 2.8     | 0.3      | 0.2   | 2.8                                | 1.9     | 0.6      | 0.3   |
| December 2010                         | 5.9                | 4.8     | 0.6      | 0.3   | 2.8                                  | 2.4     | 0.2      | 0.2   | 3.0                                | 2.4     | 0.4      | 0.2   |
| CHILDREN IN HOUSEHOLD                 |                    |         |          |       |                                      |         |          |       |                                    |         |          |       |
| Yes                                   | 82.4               | 60.9    | 7.9      | 12.1  | 20.4                                 | 15.9    | 1.6      | 2.5   | 62.0                               | 45.0    | 6.3      | 9.6   |
| No                                    | 120.5              | 92.3    | 14.2     | 11.8  | 48.8                                 | 38.1    | 5.2      | 4.1   | 71.6                               | 54.2    | 8.9      | 7.7   |
| SOCIO-ECONOMIC GROUP                  |                    |         |          |       |                                      |         |          |       |                                    |         |          |       |
| AB (Professional and managerial)      | 70.8               | 53.3    | 8.0      | 8.1   | 24.9                                 | 19.6    | 2.4      | 2.3   | 45.8                               | 33.6    | 5.6      | 5.8   |
| C1 (Clerical and supervisory)         | 58.4               | 44.4    | 6.2      | 6.8   | 21.4                                 | 16.6    | 2.2      | 2.2   | 37.0                               | 27.9    | 4.0      | 4.6   |
| C2 (Skilled manual)                   | 40.8               | 30.7    | 4.7      | 4.8   | 13.7                                 | 10.8    | 1.3      | 1.3   | 27.1                               | 19.9    | 3.4      | 3.6   |
| DE (Unskilled, state pensioners etc.) | 32.9               | 24.8    | 3.1      | 4.2   | 9.2                                  | 7.0     | 0.9      | 0.9   | 23.7                               | 17.8    | 2.2      | 3.4   |
| AGE OF RESPONDENT                     |                    |         |          |       |                                      |         |          |       |                                    |         |          |       |
| 16-24                                 | 16.2               | 13.1    | 1.2      | 1.7   | 6.7                                  | 5.2     | 0.7      | 0.6   | 9.5                                | 7.9     | 0.5      | 1.1   |
| 25-34                                 | 25.5               | 18.8    | 2.9      | 3.4   | 11.2                                 | 8.7     | 1.1      | 1.1   | 14.4                               | 10.1    | 1.7      | 2.3   |
| 35-44                                 | 53.1               | 38.8    | 5.9      | 7.2   | 17.1                                 | 13.3    | 1.5      | 1.9   | 36.0                               | 25.5    | 4.4      | 5.3   |
| 45-54                                 | 38.0               | 28.3    | 4.5      | 4.3   | 14.7                                 | 11.0    | 1.5      | 1.7   | 23.4                               | 17.3    | 3.0      | 2.6   |
| 55-64                                 | 33.3               | 26.0    | 3.5      | 3.3   | 11.6                                 | 9.5     | 1.1      | 0.8   | 21.7                               | 16.5    | 2.5      | 2.5   |
| 65+                                   | 36.6               | 28.2    | 4.1      | 4.0   | 7.9                                  | 6.3     | 0.9      | 0.5   | 28.7                               | 21.9    | 3.2      | 3.5   |

| TABLE 2-2b - Holiday Nights in the UK | ALL HOLIDAY NIGHTS |         |          |       | SHORT HOLIDAY NIGHTS<br>(1-3 nights) |         |          |       | LONG HOLIDAY NIGHTS<br>(4+ nights) |         |          |       |
|---------------------------------------|--------------------|---------|----------|-------|--------------------------------------|---------|----------|-------|------------------------------------|---------|----------|-------|
|                                       | UK                 | England | Scotland | Wales | UK                                   | England | Scotland | Wales | UK                                 | England | Scotland | Wales |
|                                       | Millions           |         |          |       | Millions                             |         |          |       | Millions                           |         |          |       |
| ALL TOURISM – 2009                    | 222.5              | 169.5   | 27.1     | 22.8  | 73.7                                 | 57.5    | 8.4      | 6.0   | 148.8                              | 112.0   | 18.7     | 16.9  |
| ALL TOURISM – 2010                    | 202.8              | 153.2   | 22.1     | 23.9  | 69.2                                 | 54.0    | 6.9      | 6.6   | 133.6                              | 99.2    | 15.3     | 17.3  |
| LIFECYCLE OF RESPONDENT               |                    |         |          |       |                                      |         |          |       |                                    |         |          |       |
| Age 16-34, unmarried, no children     | 16.4               | 12.6    | 1.8      | 1.7   | 7.5                                  | 5.7     | 1.0      | 0.7   | 8.8                                | 6.9     | 0.8      | 1.0   |
| Age 16-34, married, no children       | 7.9                | 6.2     | 0.9      | 0.6   | 4.3                                  | 3.4     | 0.4      | 0.4   | 3.6                                | 2.8     | 0.5      | 0.3   |
| Age 16-34, married with children      | 17.5               | 13.2    | 1.4      | 2.8   | 6.1                                  | 4.8     | 0.5      | 0.7   | 11.4                               | 8.3     | 0.9      | 2.1   |
| Age 35-54, no children                | 32.6               | 24.0    | 4.5      | 3.4   | 14.3                                 | 10.7    | 1.6      | 1.6   | 18.3                               | 13.3    | 2.9      | 1.9   |
| Age 35-54, with children              | 58.5               | 43.1    | 6.0      | 8.1   | 17.4                                 | 13.6    | 1.5      | 2.0   | 41.1                               | 29.5    | 4.5      | 6.1   |
| Age 55+                               | 69.9               | 54.2    | 7.6      | 7.3   | 19.6                                 | 15.8    | 2.0      | 1.3   | 50.3                               | 38.4    | 5.6      | 6.0   |

## Table 2-2c – HOLIDAY SPENDING IN THE UNITED KINGDOM

- 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 (51%) than trips (44%) or nights (30%), particularly for short trips (70%). Long trips, where self-catering accommodation is more popular, account for a smaller share of spend (31%).
- Firm bookings made before going on trips account for a 73% share of all spend. There is little difference between the share of spend for short (72%) 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 (13%) and nights (14%). As with firm bookings, there is no real difference between short and long trips, with both accounting for a 10% share.

| TABLE 2-2c - Holiday Spend in the UK  | ALL HOLIDAY SPEND |         |          |        | SHORT HOLIDAY SPEND<br>(1-3 nights) |         |          |       | LONG HOLIDAY SPEND<br>(4+ nights) |         |          |       |
|---|-------------------|---------|----------|--------|-------------------------------------|---------|----------|-------|-----------------------------------|---------|----------|-------|
|   | UK                | England | Scotland | Wales  | UK                                  | England | Scotland | Wales | UK                                | England | Scotland | Wales |
|   | £ Millions        |         |          |        | £ Millions                          |         |          |       | £ Millions                        |         |          |       |
| ALL TOURISM – 2009  | £12,612           | £9,741  | £1,641   | £997   | £6,188                              | £4,851  | £791     | £364  | £6,424                            | £4,890  | £850     | £633  |
| ALL TOURISM – 2010  | £12,072           | £9,248  | £1,477   | £1,053 | £6,215                              | £4,862  | £702     | £446  | £5,857                            | £4,385  | £776     | £607  |
| ACCOMMODATION USED  |                   |         |          |        |                                     |         |          |       |                                   |         |          |       |
| <b>Commercial accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))  | £10,578           | £8,151  | £1,309   | £883   | £5,510                              | £4,324  | £645     | £358  | £5,070                            | £3,827  | £664     | £525  |
| <b>Serviced rented accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced))  | £6,157            | £4,815  | £812     | £352   | £4,362                              | £3,446  | £525     | £233  | £1,795                            | £1,369  | £287     | £119  |
| Hotel/ motel/ guest house   | £5,280            | £4,136  | £683     | £293   | £3,856                              | £3,051  | £463     | £194  | £1,424                            | £1,086  | £221     | £99   |
| Paying Guest in Farmhouse/Bed and Breakfast   | £809              | £616    | £125     | £59    | £495                                | £386    | £63      | £39   | £314                              | £230    | £62      | £20   |
| <b>Total Self-catering rented accommodation and Caravan and Camping</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage, holiday camp/village, camping, touring caravan, static (not owned)) | £4,262            | £3,231  | £465     | £521   | £1,042                              | £805    | £102     | £117  | £3,219                            | £2,425  | £362     | £404  |
| <b>Self-catering rented accommodation</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage & holiday camp/village)  | £2,407            | £1,869  | £251     | £258   | £438                                | £373    | £27      | £34   | £1,969                            | £1,496  | £224     | £224  |
| <b>Caravan and Camping</b><br>(Touring caravan, static (not owned), static (owned), camping)  | £2,172            | £1,545  | £233     | £361   | £746                                | £510    | £86      | £128  | £1,427                            | £1,035  | £147     | £233  |
| Touring caravan   | £612              | £428    | £90      | £82    | £230                                | £152    | £32      | £36   | £382                              | £277    | £58      | £46   |
| Static (not owned)  | £770              | £573    | £59      | £136   | £172                                | £123    | £19      | £29   | £599                              | £450    | £40      | £107  |
| Static (owned)  | £317              | £183    | £20      | £98    | £141                                | £78     | £11      | £45   | £176                              | £106    | £9       | £53   |
| Camping   | £473              | £360    | £65      | £45    | £203                                | £158    | £24      | £18   | £270                              | £203    | £41      | £27   |
| Hostel  | £137              | £94     | £27      | £8     | £96                                 | £67     | £15      | £8    | £41                               | £27     | £12      | -     |
| Own home/ friend's home / relative's home   | £931              | £722    | £112     | £61    | £472                                | £381    | £39      | £37   | £460                              | £342    | £73      | £25   |

| TABLE 2-2c - Holiday Spend in the UK          | ALL HOLIDAY SPEND |               |               |               | SHORT HOLIDAY SPEND<br>(1-3 nights) |               |             |             | LONG HOLIDAY SPEND<br>(4+ nights) |               |             |             |
|---|-------------------|---------------|---------------|---------------|-------------------------------------|---------------|-------------|-------------|-----------------------------------|---------------|-------------|-------------|
|   | UK                | England       | Scotland      | Wales         | UK                                  | England       | Scotland    | Wales       | UK                                | England       | Scotland    | Wales       |
|   | £ Millions        |               |               |               | £ Millions                          |               |             |             | £ Millions                        |               |             |             |
| ALL TOURISM – 2009                            | £12,612           | £9,741        | £1,641        | £997          | £6,188                              | £4,851        | £791        | £364        | £6,424                            | £4,890        | £850        | £633        |
| <b>ALL TOURISM – 2010</b>                     | <b>£12,072</b>    | <b>£9,248</b> | <b>£1,477</b> | <b>£1,053</b> | <b>£6,215</b>                       | <b>£4,862</b> | <b>£702</b> | <b>£446</b> | <b>£5,857</b>                     | <b>£4,385</b> | <b>£776</b> | <b>£607</b> |
| <b>MAIN MODE OF TRANSPORT USED</b>            |                   |               |               |               |                                     |               |             |             |                                   |               |             |             |
| <b>Public transport</b>                       | <b>£2,401</b>     | <b>£1,778</b> | <b>£424</b>   | <b>£130</b>   | <b>£1,478</b>                       | <b>£1,175</b> | <b>£208</b> | <b>£53</b>  | <b>£924</b>                       | <b>£602</b>   | <b>£216</b> | <b>£78</b>  |
| Train   | £1,315            | £1,051        | £189          | £64           | £948                                | £792          | £105        | £40         | £367                              | £259          | £84         | £24         |
| Regular bus/ coach                            | £293              | £210          | £46           | £19           | £153                                | £100          | £34         | £5          | £139                              | £111          | £12         | £14         |
| Sea/ air                                      | £436              | £261          | £116          | £10           | £266                                | £183          | £60         | £2          | £170                              | £78           | £55         | £8          |
| Plane   | £368              | £219          | £106          | £5            | £230                                | £157          | £58         | £1          | £138                              | £63           | £48         | £4          |
| Boat/ ship/ ferry                             | £68               | £42           | £10           | £5            | £36                                 | £27           | £2          | £1          | £32                               | £15           | £8          | £4          |
| <b>Personal transport</b>                     | <b>£9,495</b>     | <b>£7,350</b> | <b>£1,035</b> | <b>£903</b>   | <b>£4,628</b>                       | <b>£3,600</b> | <b>£484</b> | <b>£387</b> | <b>£4,867</b>                     | <b>£3,749</b> | <b>£552</b> | <b>£517</b> |
| Car   | £9,272            | £7,197        | £996          | £875          | £4,513                              | £3,533        | £462        | £363        | £4,759                            | £3,664        | £534        | £512        |
| Car - own/ friend's/ firm's                   | £9,099            | £7,056        | £987          | £856          | £4,444                              | £3,481        | £454        | £356        | £4,658                            | £3,576        | £533        | £500        |
| Car - hired                                   | £173              | £141          | £9            | £19           | £72                                 | £53           | £8          | £6          | £101                              | £88           | £1          | £13         |
| Organised coach tour                          | £426              | £297          | £83           | £42           | £146                                | £126          | £11         | £6          | £279                              | £171          | £72         | £36         |
| Other   | £98               | £70           | £9            | £15           | £65                                 | £51           | £8          | £6          | £33                               | £19           | *           | £9          |
| <b>COUNTRY OF RESIDENCE</b>                   |                   |               |               |               |                                     |               |             |             |                                   |               |             |             |
| England                                       | £9,868            | £8,186        | £751          | £844          | £4,898                              | £4,282        | £258        | £323        | £4,970                            | £3,905        | £494        | £521        |
| Scotland                                      | £1,187            | £505          | £644          | £15           | £668                                | £256          | £395        | £4          | £520                              | £249          | £249        | £11         |
| Wales   | £589              | £381          | £18           | £190          | £328                                | £207          | £2          | £119        | £261                              | £174          | £17         | £71         |
| Northern Ireland                              | £428              | £176          | £64           | £4            | £322                                | £118          | £47         | -           | £106                              | £58           | £17         | £4          |
| <b>HOW TRIP BOOKED</b>                        |                   |               |               |               |                                     |               |             |             |                                   |               |             |             |
| <b>Firm booking</b>                           | <b>£8,819</b>     | <b>£6,855</b> | <b>£1,024</b> | <b>£719</b>   | <b>£4,487</b>                       | <b>£3,564</b> | <b>£506</b> | <b>£261</b> | <b>£4,332</b>                     | <b>£3,291</b> | <b>£518</b> | <b>£458</b> |
| High street or on-line travel agent           | £612              | £491          | £72           | £37           | £407                                | £346          | £42         | £13         | £205                              | £146          | £30         | £24         |
| Directly with a tour operator                 | £993              | £779          | £92           | £103          | £276                                | £234          | £20         | £14         | £717                              | £546          | £73         | £89         |
| Directly with accommodation provider          | £5,724            | £4,458        | £656          | £452          | £3,114                              | £2,435        | £354        | £201        | £2,610                            | £2,024        | £302        | £251        |
| Directly with a transport provider            | £957              | £691          | £198          | £44           | £596                                | £433          | £129        | £24         | £362                              | £259          | £69         | £20         |
| Directly with a Tourist Board / TIC           | £201              | £146          | £34           | £19           | £77                                 | £65           | *           | £11         | £124                              | £81           | £33         | £7          |
| Booked online                                 | £5,308            | £4,163        | £631          | £400          | £2,946                              | £2,374        | £343        | £149        | £2,361                            | £1,789        | £288        | £251        |
| Through some other source                     | £666              | £498          | £88           | £73           | £285                                | £222          | £41         | £14         | £382                              | £275          | £48         | £59         |
| <b>Did not make firm bookings before trip</b> | <b>£2,273</b>     | <b>£1,638</b> | <b>£321</b>   | <b>£253</b>   | <b>£1,261</b>                       | <b>£924</b>   | <b>£160</b> | <b>£138</b> | <b>£1,011</b>                     | <b>£714</b>   | <b>£160</b> | <b>£115</b> |
| Don't Know                                    | £980              | £755          | £133          | £81           | £467                                | £375          | £35         | £47         | £513                              | £379          | £97         | £34         |
| <b>WHETHER BOOKED ONLINE</b>                  |                   |               |               |               |                                     |               |             |             |                                   |               |             |             |
| Booked online                                 | £5,308            | £4,163        | £631          | £400          | £2,946                              | £2,374        | £343        | £149        | £2,361                            | £1,789        | £288        | £251        |
| Not booked online                             | £6,764            | £5,085        | £846          | £653          | £3,269                              | £2,488        | £359        | £297        | £3,496                            | £2,596        | £488        | £356        |
| <b>PACKAGE TRIP</b>                           |                   |               |               |               |                                     |               |             |             |                                   |               |             |             |
| Package trip                                  | £971              | £724          | £163          | £67           | £477                                | £394          | £59         | £13         | £494                              | £330          | £103        | £55         |
| Not a package trip                            | £11,054           | £8,487        | £1,311        | £979          | £5,711                              | £4,445        | £640        | £431        | £5,343                            | £4,042        | £671        | £547        |
| Don't Know                                    | £47               | £36           | £4            | £7            | £27                                 | £23           | £2          | £2          | £20                               | £13           | £1          | £5          |

| TABLE 2-2c - Holiday Spend in the UK     | ALL HOLIDAY SPEND |               |               |               | SHORT HOLIDAY SPEND<br>(1-3 nights) |               |             |             | LONG HOLIDAY SPEND<br>(4+ nights) |               |              |              |
|--|-------------------|---------------|---------------|---------------|-------------------------------------|---------------|-------------|-------------|-----------------------------------|---------------|--------------|--------------|
|  | UK                | England       | Scotland      | Wales         | UK                                  | England       | Scotland    | Wales       | UK                                | England       | Scotland     | Wales        |
|  | £ Millions        |               |               |               | £ Millions                          |               |             |             | £ Millions                        |               |              |              |
| ALL TOURISM – 2009                       | £12,612           | £9,741        | £1,641        | £997          | £6,188                              | £4,851        | £791        | £364        | £6,424                            | £4,890        | £850         | £633         |
| <b>ALL TOURISM – 2010</b>                | <b>£12,072</b>    | <b>£9,248</b> | <b>£1,477</b> | <b>£1,053</b> | <b>£6,215</b>                       | <b>£4,862</b> | <b>£702</b> | <b>£446</b> | <b>£5,857</b>                     | <b>£4,385</b> | <b>£776</b>  | <b>£607</b>  |
| <b>TYPE OF LOCATION STAYED AT</b>        |                   |               |               |               |                                     |               |             |             |                                   |               |              |              |
| Seaside                                  | £3,816            | £2,999        | £257          | £481          | £1,289                              | £1,003        | £86         | £149        | £2,528                            | £1,996        | £172         | £332         |
| Large city / large town                  | £3,326            | £2,682        | £459          | £92           | £2,616                              | £2,152        | £317        | £71         | £710                              | £530          | £142         | £20          |
| Small town                               | £2,273            | £1,580        | £401          | £222          | £1,185                              | £841          | £186        | £115        | £1,087                            | £740          | £215         | £107         |
| Countryside / village                    | £2,613            | £1,945        | £360          | £257          | £1,096                              | £841          | £113        | £110        | £1,517                            | £1,104        | £247         | £148         |
| <b>MONTH TRIP STARTED</b>                |                   |               |               |               |                                     |               |             |             |                                   |               |              |              |
| January 2010                             | £317              | £250          | £37           | £26           | £254                                | £206          | £23         | £21         | £63                               | £44           | £14          | £4           |
| February 2010                            | £496              | £349          | £82           | £37           | £365                                | £248          | £59         | £30         | £131                              | £101          | £23          | £7           |
| March 2010                               | £664              | £525          | £85           | £41           | £428                                | £331          | £57         | £30         | £236                              | £194          | £28          | £11          |
| April 2010                               | £1,079            | £839          | £114          | £88           | £602                                | £462          | £63         | £39         | £477                              | £377          | £51          | £49          |
| May 2010                                 | £1,263            | £958          | £154          | £136          | £713                                | £569          | £80         | £55         | £550                              | £388          | £73          | £81          |
| June 2010                                | £1,210            | £909          | £139          | £132          | £557                                | £416          | £61         | £69         | £652                              | £494          | £78          | £63          |
| July 2010                                | £1,803            | £1,336        | £267          | £169          | £660                                | £501          | £87         | £53         | £1,143                            | £834          | £180         | £116         |
| August 2010                              | £1,986            | £1,551        | £194          | £197          | £674                                | £554          | £56         | £48         | £1,312                            | £997          | £139         | £150         |
| September 2010                           | £1,147            | £884          | £142          | £106          | £563                                | £422          | £94         | £34         | £585                              | £462          | £48          | £72          |
| October 2010                             | £1,014            | £762          | £145          | £79           | £614                                | £496          | £66         | £40         | £400                              | £266          | £79          | £39          |
| November 2010                            | £554              | £423          | £72           | £28           | £435                                | £345          | £37         | £21         | £120                              | £78           | £35          | £7           |
| December 2010                            | £539              | £463          | £46           | £14           | £351                                | £312          | £19         | £6          | £188                              | £151          | £27          | £8           |
| <b>DURATION OF TRIP</b>                  |                   |               |               |               |                                     |               |             |             |                                   |               |              |              |
| 1 night                                  | £1,363            | £1,103        | £118          | £75           | £1,363                              | £1,103        | £118        | £75         | n/a                               | n/a           | n/a          | n/a          |
| 2 nights                                 | £2,333            | £1,780        | £290          | £173          | £2,333                              | £1,780        | £290        | £173        | n/a                               | n/a           | n/a          | n/a          |
| 3 nights                                 | £1,671            | £1,304        | £211          | £120          | £1,671                              | £1,304        | £211        | £120        | n/a                               | n/a           | n/a          | n/a          |
| 4 nights                                 | £1,298            | £978          | £202          | £102          | n/a                                 | n/a           | n/a         | n/a         | £1,109                            | £838          | £178         | £82          |
| 5 nights                                 | £635              | £484          | £83           | £54           | n/a                                 | n/a           | n/a         | n/a         | £588                              | £454          | £79          | £41          |
| 6 nights                                 | £637              | £520          | £59           | £48           | n/a                                 | n/a           | n/a         | n/a         | £446                              | £363          | £44          | £32          |
| 7 nights                                 | £1,051            | £797          | £121          | £121          | n/a                                 | n/a           | n/a         | n/a         | £1,050                            | £797          | £121         | £121         |
| 1-3 nights                               | £5,367            | £4,187        | £619          | £368          | £5,367                              | £4,187        | £619        | £368        | n/a                               | n/a           | n/a          | n/a          |
| 4-7 nights                               | £3,621            | £2,779        | £465          | £325          | n/a                                 | n/a           | n/a         | n/a         | £3,193                            | £2,452        | £422         | £276         |
| 8+ nights                                | £2,520            | £1,834        | £336          | £307          | n/a                                 | n/a           | n/a         | n/a         | £2,475                            | £1,795        | £334         | £303         |
| <b>Average duration of trip (nights)</b> | <b>5.86</b>       | <b>5.60</b>   | <b>6.77</b>   | <b>7.31</b>   | <b>2.40</b>                         | <b>2.40</b>   | <b>2.40</b> | <b>2.66</b> | <b>9.52</b>                       | <b>9.15</b>   | <b>10.73</b> | <b>10.72</b> |
| <b>CHILDREN IN HOUSEHOLD</b>             |                   |               |               |               |                                     |               |             |             |                                   |               |              |              |
| Yes                                      | £3,193            | £2,457        | £298          | £385          | £1,078                              | £872          | £96         | £97         | £2,114                            | £1,584        | £202         | £288         |
| No                                       | £8,879            | £6,791        | £1,180        | £669          | £5,137                              | £3,990        | £606        | £349        | £3,742                            | £2,801        | £574         | £320         |
| <b>SOCIO-ECONOMIC GROUP</b>              |                   |               |               |               |                                     |               |             |             |                                   |               |              |              |
| AB (Professional and managerial)         | £4,571            | £3,583        | £544          | £340          | £2,368                              | £1,893        | £256        | £157        | £2,203                            | £1,690        | £288         | £183         |
| C1 (Clerical and supervisory)            | £3,673            | £2,793        | £451          | £347          | £1,996                              | £1,551        | £235        | £146        | £1,677                            | £1,242        | £216         | £201         |
| C2 (Skilled manual)                      | £2,241            | £1,658        | £311          | £216          | £1,160                              | £888          | £137        | £91         | £1,081                            | £770          | £173         | £126         |
| DE (Unskilled, state pensioners etc.)    | £1,587            | £1,214        | £172          | £149          | £691                                | £531          | £73         | £52         | £896                              | £684          | £99          | £97          |

| TABLE 2-2c - Holiday Spend in the UK | ALL HOLIDAY SPEND |               |               |               | SHORT HOLIDAY SPEND<br>(1-3 nights) |               |             |             | LONG HOLIDAY SPEND<br>(4+ nights) |               |             |             |
|--------------------------------------|-------------------|---------------|---------------|---------------|-------------------------------------|---------------|-------------|-------------|-----------------------------------|---------------|-------------|-------------|
|                                      | UK                | England       | Scotland      | Wales         | UK                                  | England       | Scotland    | Wales       | UK                                | England       | Scotland    | Wales       |
|                                      | £ Millions        |               |               |               | £ Millions                          |               |             |             | £ Millions                        |               |             |             |
|                                      |                   |               |               |               |                                     |               |             |             |                                   |               |             |             |
| ALL TOURISM – 2009                   | £12,612           | £9,741        | £1,641        | £997          | £6,188                              | £4,851        | £791        | £364        | £6,424                            | £4,890        | £850        | £633        |
| <b>ALL TOURISM – 2010</b>            | <b>£12,072</b>    | <b>£9,248</b> | <b>£1,477</b> | <b>£1,053</b> | <b>£6,215</b>                       | <b>£4,862</b> | <b>£702</b> | <b>£446</b> | <b>£5,857</b>                     | <b>£4,385</b> | <b>£776</b> | <b>£607</b> |
| <b>AGE OF RESPONDENT</b>             |                   |               |               |               |                                     |               |             |             |                                   |               |             |             |
| 16-24                                | £1,014            | £783          | £100          | £96           | £648                                | £492          | £79         | £48         | £366                              | £291          | £21         | £48         |
| 25-34                                | £1,602            | £1,191        | £228          | £155          | £1,012                              | £788          | £136        | £64         | £590                              | £403          | £92         | £91         |
| 35-44                                | £2,782            | £2,127        | £296          | £258          | £1,444                              | £1,125        | £142        | £110        | £1,339                            | £1,002        | £154        | £148        |
| 45-54                                | £2,533            | £1,892        | £331          | £246          | £1,408                              | £1,067        | £153        | £142        | £1,125                            | £825          | £177        | £104        |
| 55-64                                | £2,145            | £1,728        | £261          | £119          | £1,054                              | £888          | £98         | £45         | £1,091                            | £840          | £163        | £73         |
| 65+                                  | £1,996            | £1,526        | £262          | £180          | £649                                | £502          | £94         | £36         | £1,347                            | £1,025        | £168        | £144        |
| <b>LIFECYCLE OF RESPONDENT</b>       |                   |               |               |               |                                     |               |             |             |                                   |               |             |             |
| Age 16-34, unmarried, no children    | £1,157            | £855          | £153          | £111          | £786                                | £573          | £119        | £62         | £370                              | £282          | £34         | £49         |
| Age 16-34, married, no children      | £635              | £495          | £90           | £37           | £446                                | £365          | £51         | £22         | £189                              | £130          | £39         | £15         |
| Age 16-34, married with children     | £825              | £625          | £84           | £103          | £428                                | £343          | £45         | £29         | £397                              | £282          | £39         | £74         |
| Age 35-54, no children               | £2,580            | £1,920        | £344          | £235          | £1,562                              | £1,153        | £175        | £166        | £1,018                            | £767          | £168        | £69         |
| Age 35-54, with children             | £2,735            | £2,099        | £283          | £269          | £1,289                              | £1,039        | £120        | £86         | £1,446                            | £1,060        | £164        | £183        |
| Age 55+                              | £4,141            | £3,254        | £523          | £298          | £1,703                              | £1,390        | £191        | £82         | £2,437                            | £1,864        | £332        | £217        |

## Table 2-3a – VISITS TO FRIENDS & RELATIVES

- **NEW** Table 2-3a to 2-3c are new for 2010. These 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.
- UK residents made 43 million VFR trips in the UK in 2010. 22 million of these trips were VFR-Holiday trips (52%) and the remaining 21 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 (82% 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 (73% of trips).
- Large cities/large towns and small towns are the main types of destination for VFR trips (46% and 30% respectively), reflecting the population distribution.
- VFR trips are spread fairly evenly throughout the year, with a slight peak in December (12%), reflecting the Christmas period.
- One in five of VFR trips (20%) are made by 16-24 year olds, a greater proportion than for All Tourism, where only 13% of trips are made by this youngest age-group.

| TABLE 2-3a - VFR Trips in the UK  | ALL VFR TRIPS |         |          |       | VFR-HOLIDAY TRIPS |         |          |       | NON-HOLIDAY VFR TRIPS |         |          |       |
|---|---------------|---------|----------|-------|-------------------|---------|----------|-------|-----------------------|---------|----------|-------|
|   | UK            | England | Scotland | Wales | UK                | England | Scotland | Wales | UK                    | England | Scotland | Wales |
|   | Millions      |         |          |       | Millions          |         |          |       | Millions              |         |          |       |
| ALL TOURISM – 2009  | 44.43         | 38.21   | 3.30     | 2.34  | 23.66             | 20.06   | 1.93     | 1.39  | 20.77                 | 18.15   | 1.37     | 0.95  |
| ALL TOURISM – 2010  | 42.76         | 36.22   | 3.69     | 2.16  | 22.12             | 18.10   | 2.38     | 1.15  | 20.64                 | 18.13   | 1.31     | 1.02  |
| <b>ACCOMMODATION USED</b>   |               |         |          |       |                   |         |          |       |                       |         |          |       |
| <b>Commercial accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))  | 7.82          | 6.54    | 0.74     | 0.46  | 4.02              | 3.28    | 0.44     | 0.24  | 3.80                  | 3.26    | 0.30     | 0.22  |
| <b>Serviced rented accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced))  | 6.53          | 5.54    | 0.59     | 0.32  | 3.25              | 2.67    | 0.35     | 0.16  | 3.29                  | 2.87    | 0.24     | 0.16  |
| <b>Hotel/ motel/ guest house</b>  | 5.60          | 4.78    | 0.50     | 0.23  | 2.70              | 2.23    | 0.29     | 0.12  | 2.90                  | 2.56    | 0.21     | 0.12  |
| <b>Paying Guest in Farmhouse/Bed and Breakfast</b>  | 0.97          | 0.77    | 0.10     | 0.09  | 0.57              | 0.45    | 0.07     | 0.04  | 0.40                  | 0.32    | 0.03     | 0.06  |
| <b>Total Self-catering rented accommodation and Caravan and Camping</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage, holiday camp/village, camping, touring caravan, static (not owned)) | 1.14          | 0.88    | 0.12     | 0.14  | 0.70              | 0.56    | 0.06     | 0.08  | 0.44                  | 0.32    | 0.06     | 0.06  |
| <b>Self-catering rented accommodation</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage & holiday camp/village)  | 0.49          | 0.38    | 0.06     | 0.04  | 0.29              | 0.22    | 0.04     | 0.02  | 0.20                  | 0.16    | 0.02     | 0.02  |
| <b>Caravan and Camping</b><br>(Touring caravan, static (not owned), static (owned), camping)  | 0.78          | 0.58    | 0.07     | 0.13  | 0.46              | 0.39    | 0.02     | 0.06  | 0.32                  | 0.20    | 0.05     | 0.07  |
| Touring caravan   | 0.20          | 0.14    | 0.02     | 0.05  | 0.12              | 0.10    | 0.02     | 0.03  | 0.07                  | 0.05    | 0.01     | 0.02  |
| Static (not owned)  | 0.26          | 0.17    | 0.04     | 0.04  | 0.19              | 0.15    | 0.01     | 0.04  | 0.07                  | 0.03    | 0.04     | 0.01  |
| Static (owned)  | 0.13          | 0.08    | 0.01     | 0.04  | 0.05              | 0.05    | -        | -     | 0.08                  | 0.03    | 0.01     | 0.04  |
| Camping   | 0.20          | 0.19    | -        | 0.01  | 0.10              | 0.10    | -        | -     | 0.10                  | 0.09    | -        | 0.01  |
| <b>Hostel</b>   | 0.11          | 0.08    | 0.02     | -     | 0.06              | 0.03    | 0.02     | -     | 0.05                  | 0.05    | -        | -     |
| <b>Own home/ friend's home / relative's home</b>  | 35.16         | 29.85   | 2.98     | 1.66  | 18.31             | 14.96   | 1.97     | 0.91  | 16.85                 | 14.89   | 1.01     | 0.75  |

| TABLE 2-3a - VFR Trips in the UK       | ALL VFR TRIPS |         |          |       | VFR-HOLIDAY TRIPS |         |          |       | NON-HOLIDAY VFR TRIPS |         |          |       |
|--|---------------|---------|----------|-------|-------------------|---------|----------|-------|-----------------------|---------|----------|-------|
|  | UK            | England | Scotland | Wales | UK                | England | Scotland | Wales | UK                    | England | Scotland | Wales |
|  | Millions      |         |          |       | Millions          |         |          |       | Millions              |         |          |       |
| ALL TOURISM – 2009                     | 44.43         | 38.21   | 3.30     | 2.34  | 23.66             | 20.06   | 1.93     | 1.39  | 20.77                 | 18.15   | 1.37     | 0.95  |
| ALL TOURISM – 2010                     | 42.76         | 36.22   | 3.69     | 2.16  | 22.12             | 18.10   | 2.38     | 1.15  | 20.64                 | 18.13   | 1.31     | 1.01  |
| MAIN MODE OF TRANSPORT USED            |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Public transport                       | 9.76          | 7.96    | 0.99     | 0.45  | 5.22              | 4.08    | 0.64     | 0.25  | 4.53                  | 3.88    | 0.35     | 0.20  |
| Train                                  | 6.23          | 5.34    | 0.47     | 0.34  | 3.53              | 2.89    | 0.34     | 0.21  | 2.70                  | 2.45    | 0.13     | 0.13  |
| Regular bus/ coach                     | 2.10          | 1.70    | 0.32     | 0.07  | 0.97              | 0.77    | 0.19     | 0.01  | 1.12                  | 0.93    | 0.13     | 0.06  |
| Sea/ air                               | 1.32          | 0.74    | 0.21     | 0.04  | 0.80              | 0.43    | 0.13     | 0.03  | 0.52                  | 0.31    | 0.08     | 0.01  |
| Plane                                  | 1.15          | 0.65    | 0.18     | 0.04  | 0.68              | 0.37    | 0.11     | 0.03  | 0.47                  | 0.28    | 0.07     | 0.01  |
| Boat/ ship/ ferry                      | 0.18          | 0.10    | 0.03     | -     | 0.13              | 0.06    | 0.02     | 0.00  | 0.05                  | 0.03    | 0.02     | -     |
| Personal transport                     | 31.96         | 27.39   | 2.60     | 1.69  | 16.50             | 13.73   | 1.70     | 0.89  | 15.44                 | 13.65   | 0.90     | 0.81  |
| Car                                    | 31.69         | 27.19   | 2.57     | 1.65  | 16.36             | 13.62   | 1.69     | 0.87  | 15.33                 | 13.58   | 0.88     | 0.79  |
| Car - own/ friend's/ firm's            | 31.24         | 26.80   | 2.52     | 1.65  | 16.12             | 13.42   | 1.65     | 0.87  | 15.12                 | 13.37   | 0.88     | 0.79  |
| Car - hired                            | 0.46          | 0.40    | 0.05     | -     | 0.24              | 0.19    | 0.04     | 0.00  | 0.21                  | 0.21    | *        | -     |
| Organised coach tour                   | 0.29          | 0.27    | 0.02     | 0.01  | 0.05              | 0.05    | -        | -     | 0.24                  | 0.23    | 0.02     | 0.01  |
| Other                                  | 0.84          | 0.74    | 0.07     | 0.02  | 0.25              | 0.19    | 0.03     | 0.01  | 0.59                  | 0.55    | 0.04     | 0.01  |
| COUNTRY OF RESIDENCE                   |               |         |          |       |                   |         |          |       |                       |         |          |       |
| England                                | 37.17         | 33.70   | 1.52     | 1.71  | 18.57             | 16.60   | 0.96     | 0.88  | 18.59                 | 17.10   | 0.57     | 0.83  |
| Scotland                               | 3.51          | 1.29    | 2.05     | 0.10  | 2.33              | 0.87    | 1.35     | 0.06  | 1.18                  | 0.41    | 0.70     | 0.03  |
| Wales                                  | 1.36          | 0.98    | 0.04     | 0.35  | 0.65              | 0.42    | 0.03     | 0.20  | 0.71                  | 0.55    | 0.01     | 0.16  |
| Northern Ireland                       | 0.73          | 0.26    | 0.07     | -     | 0.57              | 0.20    | 0.04     | -     | 0.16                  | 0.06    | 0.03     | -     |
| HOW TRIP BOOKED                        |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Firm booking                           | 12.43         | 10.20   | 1.19     | 0.69  | 6.60              | 5.22    | 0.76     | 0.37  | 5.83                  | 4.98    | 0.42     | 0.33  |
| High street or on-line travel agent    | 0.57          | 0.48    | 0.05     | 0.01  | 0.34              | 0.26    | 0.04     | 0.01  | 0.23                  | 0.22    | 0.01     | 0.00  |
| Directly with a tour operator          | 0.43          | 0.35    | 0.04     | 0.03  | 0.25              | 0.22    | 0.01     | 0.02  | 0.18                  | 0.14    | 0.03     | 0.02  |
| Directly with accommodation provider   | 6.52          | 5.57    | 0.55     | 0.35  | 3.16              | 2.61    | 0.34     | 0.15  | 3.36                  | 2.96    | 0.21     | 0.20  |
| Directly with a transport provider     | 4.26          | 3.27    | 0.51     | 0.23  | 2.42              | 1.80    | 0.33     | 0.14  | 1.84                  | 1.47    | 0.19     | 0.09  |
| Directly with a Tourist Board / TIC    | 0.13          | 0.10    | 0.02     | -     | 0.10              | 0.08    | 0.01     | -     | 0.03                  | 0.02    | 0.01     | -     |
| Booked online                          | 7.77          | 6.32    | 0.75     | 0.41  | 4.23              | 3.30    | 0.50     | 0.26  | 3.54                  | 3.02    | 0.25     | 0.16  |
| Through some other source              | 0.64          | 0.47    | 0.09     | 0.05  | 0.38              | 0.28    | 0.06     | 0.03  | 0.26                  | 0.19    | 0.02     | 0.02  |
| Did not make firm bookings before trip | 27.98         | 23.94   | 2.36     | 1.36  | 14.29             | 11.79   | 1.55     | 0.71  | 13.70                 | 12.15   | 0.81     | 0.65  |
| Don't Know                             | 2.35          | 2.09    | 0.14     | 0.11  | 1.23              | 1.08    | 0.07     | 0.07  | 1.12                  | 1.00    | 0.07     | 0.04  |
| WHETHER BOOKED ONLINE                  |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Booked online                          | 7.77          | 6.32    | 0.75     | 0.41  | 4.23              | 3.30    | 0.50     | 0.26  | 3.54                  | 3.03    | 0.25     | 0.16  |
| Not booked online                      | 35.00         | 29.90   | 2.93     | 1.75  | 17.90             | 14.80   | 1.88     | 0.89  | 17.10                 | 15.10   | 1.05     | 0.86  |
| PACKAGE TRIP                           |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Package trip                           | 0.49          | 0.40    | 0.05     | 0.02  | 0.18              | 0.13    | 0.03     | 0.01  | 0.31                  | 0.27    | 0.02     | 0.01  |
| Not a package trip                     | 42.16         | 35.75   | 3.62     | 2.12  | 21.85             | 17.91   | 2.34     | 1.12  | 20.31                 | 17.84   | 1.28     | 1.00  |
| Don't Know                             | 2.35          | 2.09    | 0.14     | 0.11  | 0.10              | 0.06    | 0.02     | 0.02  | 0.02                  | 0.02    | -        | -     |

| TABLE 2-3a - VFR Trips in the UK      | ALL VFR TRIPS |         |          |       | VFR-HOLIDAY TRIPS |         |          |       | NON-HOLIDAY VFR TRIPS |         |          |       |
|---------------------------------------|---------------|---------|----------|-------|-------------------|---------|----------|-------|-----------------------|---------|----------|-------|
|                                       | UK            | England | Scotland | Wales | UK                | England | Scotland | Wales | UK                    | England | Scotland | Wales |
|                                       | Millions      |         |          |       | Millions          |         |          |       | Millions              |         |          |       |
| ALL TOURISM – 2009                    | 44.43         | 38.21   | 3.30     | 2.34  | 23.66             | 20.06   | 1.93     | 1.39  | 20.77                 | 18.15   | 1.37     | 0.95  |
| ALL TOURISM – 2010                    | 42.76         | 36.22   | 3.69     | 2.16  | 22.12             | 18.10   | 2.38     | 1.15  | 20.64                 | 18.13   | 1.31     | 1.01  |
| TYPE OF LOCATION STAYED AT            |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Seaside                               | 4.11          | 3.34    | 0.27     | 0.41  | 2.42              | 2.00    | 0.21     | 0.19  | 1.69                  | 1.35    | 0.07     | 0.23  |
| Large city / large town               | 19.53         | 17.15   | 1.58     | 0.43  | 9.94              | 8.40    | 0.95     | 0.30  | 9.59                  | 8.75    | 0.63     | 0.13  |
| Small town                            | 12.70         | 10.50   | 1.22     | 0.81  | 6.63              | 5.30    | 0.79     | 0.41  | 6.07                  | 5.20    | 0.43     | 0.39  |
| Countryside / village                 | 7.32          | 5.85    | 0.74     | 0.56  | 3.76              | 2.84    | 0.52     | 0.26  | 3.57                  | 3.01    | 0.22     | 0.30  |
| MONTH TRIP STARTED                    |               |         |          |       |                   |         |          |       |                       |         |          |       |
| January 2010                          | 2.63          | 2.23    | 0.22     | 0.11  | 1.32              | 1.08    | 0.13     | 0.06  | 1.32                  | 1.15    | 0.09     | 0.04  |
| February 2010                         | 3.22          | 2.79    | 0.22     | 0.17  | 1.71              | 1.46    | 0.15     | 0.08  | 1.51                  | 1.33    | 0.07     | 0.10  |
| March 2010                            | 3.26          | 2.85    | 0.27     | 0.12  | 1.85              | 1.56    | 0.20     | 0.08  | 1.41                  | 1.29    | 0.07     | 0.04  |
| April 2010                            | 4.56          | 3.75    | 0.44     | 0.28  | 2.36              | 1.81    | 0.29     | 0.17  | 2.20                  | 1.94    | 0.15     | 0.11  |
| May 2010                              | 3.57          | 3.03    | 0.22     | 0.27  | 1.65              | 1.43    | 0.11     | 0.08  | 1.91                  | 1.60    | 0.11     | 0.19  |
| June 2010                             | 2.91          | 2.50    | 0.19     | 0.16  | 1.60              | 1.33    | 0.13     | 0.10  | 1.31                  | 1.17    | 0.06     | 0.06  |
| July 2010                             | 4.13          | 3.51    | 0.32     | 0.22  | 2.34              | 1.98    | 0.20     | 0.10  | 1.79                  | 1.53    | 0.12     | 0.12  |
| August 2010                           | 4.08          | 3.49    | 0.36     | 0.19  | 2.21              | 1.79    | 0.26     | 0.14  | 1.87                  | 1.70    | 0.10     | 0.05  |
| September 2010                        | 2.94          | 2.41    | 0.30     | 0.14  | 1.41              | 1.10    | 0.15     | 0.07  | 1.54                  | 1.31    | 0.15     | 0.08  |
| October 2010                          | 3.58          | 3.06    | 0.30     | 0.15  | 1.66              | 1.34    | 0.20     | 0.08  | 1.92                  | 1.72    | 0.09     | 0.07  |
| November 2010                         | 2.80          | 2.48    | 0.20     | 0.10  | 1.21              | 1.03    | 0.11     | 0.06  | 1.59                  | 1.45    | 0.09     | 0.04  |
| December 2010                         | 5.07          | 4.12    | 0.65     | 0.26  | 2.80              | 2.20    | 0.44     | 0.14  | 2.27                  | 1.92    | 0.21     | 0.12  |
| DURATION OF TRIP                      |               |         |          |       |                   |         |          |       |                       |         |          |       |
| 1 night                               | 11.27         | 10.11   | 0.60     | 0.37  | 4.55              | 3.95    | 0.30     | 0.14  | 6.72                  | 6.16    | 0.3      | 0.23  |
| 2 nights                              | 10.50         | 8.99    | 0.85     | 0.49  | 5.36              | 4.44    | 0.54     | 0.26  | 5.14                  | 4.55    | 0.31     | 0.23  |
| 3 nights                              | 5.73          | 4.94    | 0.49     | 0.26  | 3.36              | 2.87    | 0.33     | 0.13  | 2.37                  | 2.07    | 0.15     | 0.13  |
| 4 nights                              | 4.09          | 3.32    | 0.42     | 0.28  | 2.28              | 1.73    | 0.32     | 0.17  | 1.8                   | 1.59    | 0.1      | 0.1   |
| 5 nights                              | 1.64          | 1.41    | 0.17     | 0.07  | 0.95              | 0.80    | 0.12     | 0.04  | 0.69                  | 0.61    | 0.05     | 0.03  |
| 6 nights                              | 1.96          | 1.52    | 0.19     | 0.14  | 1.04              | 0.79    | 0.11     | 0.06  | 0.93                  | 0.74    | 0.08     | 0.08  |
| 7 nights                              | 0.94          | 0.76    | 0.09     | 0.06  | 0.59              | 0.45    | 0.07     | 0.05  | 0.35                  | 0.31    | 0.02     | 0.01  |
| 1-3 nights                            | 27.5          | 24.04   | 1.94     | 1.12  | 13.27             | 11.26   | 1.17     | 0.53  | 14.23                 | 12.78   | 0.76     | 0.59  |
| 4-7 nights                            | 8.63          | 7.01    | 0.87     | 0.55  | 4.86              | 3.77    | 0.62     | 0.32  | 3.77                  | 3.25    | 0.25     | 0.22  |
| 8+ nights                             | 8.50          | 4.22    | 1.01     | 0.40  | 2.85              | 2.16    | 0.39     | 0.21  | 1.44                  | 1.05    | 0.19     | 0.17  |
| Average duration of trip (nights)     | 3.80          | 3.56    | 5.03     | 5.24  | 4.24              | 4.04    | 5.19     | 5.20  | 3.32                  | 3.08    | 4.74     | 5.28  |
| CHILDREN IN HOUSEHOLD                 |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Yes                                   | 11.40         | 9.40    | 1.11     | 0.66  | 6.27              | 4.99    | 0.76     | 0.34  | 5.13                  | 4.41    | 0.34     | 0.31  |
| No                                    | 31.36         | 26.83   | 2.58     | 1.51  | 15.85             | 13.11   | 1.62     | 0.80  | 15.51                 | 13.72   | 0.97     | 0.71  |
| SOCIO-ECONOMIC GROUP                  |               |         |          |       |                   |         |          |       |                       |         |          |       |
| AB (Professional and managerial)      | 16.02         | 13.68   | 1.25     | 0.73  | 8.38              | 6.91    | 0.83     | 0.39  | 7.63                  | 6.77    | 0.42     | 0.34  |
| C1 (Clerical and supervisory)         | 13.46         | 11.62   | 1.06     | 0.66  | 7.04              | 5.92    | 0.65     | 0.38  | 6.42                  | 5.70    | 0.41     | 0.28  |
| C2 (Skilled manual)                   | 6.22          | 4.98    | 0.69     | 0.49  | 3.23              | 2.45    | 0.48     | 0.25  | 2.99                  | 2.53    | 0.22     | 0.24  |
| DE (Unskilled, state pensioners etc.) | 7.07          | 5.94    | 0.68     | 0.28  | 3.47              | 2.81    | 0.43     | 0.13  | 3.60                  | 3.13    | 0.26     | 0.16  |

| TABLE 2-3a - VFR Trips in the UK  | ALL VFR TRIPS |         |          |       | VFR-HOLIDAY TRIPS |         |          |       | NON-HOLIDAY VFR TRIPS |         |          |       |
|-----------------------------------|---------------|---------|----------|-------|-------------------|---------|----------|-------|-----------------------|---------|----------|-------|
|                                   | UK            | England | Scotland | Wales | UK                | England | Scotland | Wales | UK                    | England | Scotland | Wales |
|                                   | Millions      |         |          |       | Millions          |         |          |       | Millions              |         |          |       |
| ALL TOURISM – 2009                | 44.43         | 38.21   | 3.30     | 2.34  | 23.66             | 20.06   | 1.93     | 1.39  | 20.77                 | 18.15   | 1.37     | 0.95  |
| ALL TOURISM – 2010                | 42.76         | 36.22   | 3.69     | 2.16  | 22.12             | 18.10   | 2.38     | 1.15  | 20.64                 | 18.13   | 1.31     | 1.01  |
| AGE OF RESPONDENT                 |               |         |          |       |                   |         |          |       |                       |         |          |       |
| 16-24                             | 8.52          | 7.41    | 0.59     | 0.35  | 3.79              | 3.04    | 0.39     | 0.23  | 4.72                  | 4.37    | 0.20     | 0.12  |
| 25-34                             | 7.93          | 6.86    | 0.62     | 0.34  | 4.38              | 3.72    | 0.42     | 0.15  | 3.55                  | 3.14    | 0.20     | 0.19  |
| 35-44                             | 8.31          | 7.00    | 0.70     | 0.42  | 4.43              | 3.67    | 0.41     | 0.24  | 3.88                  | 3.33    | 0.29     | 0.19  |
| 45-54                             | 5.45          | 4.37    | 0.59     | 0.38  | 2.96              | 2.23    | 0.44     | 0.21  | 2.49                  | 2.14    | 0.15     | 0.17  |
| 55-64                             | 6.20          | 5.19    | 0.56     | 0.43  | 3.16              | 2.58    | 0.37     | 0.18  | 3.04                  | 2.61    | 0.18     | 0.25  |
| 65+                               | 6.36          | 5.41    | 0.64     | 0.25  | 3.40              | 2.85    | 0.35     | 0.14  | 2.96                  | 2.55    | 0.28     | 0.11  |
| LIFECYCLE OF RESPONDENT           |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Age 16-34, unmarried, no children | 9.06          | 7.90    | 0.63     | 0.39  | 4.19              | 3.45    | 0.41     | 0.21  | 4.87                  | 4.45    | 0.22     | 0.18  |
| Age 16-34, married, no children   | 2.64          | 2.34    | 0.13     | 0.12  | 1.43              | 1.27    | 0.07     | 0.07  | 1.21                  | 1.07    | 0.06     | 0.05  |
| Age 16-34, married with children  | 4.73          | 4.03    | 0.45     | 0.18  | 2.55              | 2.05    | 0.33     | 0.10  | 2.19                  | 1.98    | 0.12     | 0.08  |
| Age 35-54, no children            | 6.30          | 5.14    | 0.65     | 0.41  | 3.32              | 2.58    | 0.45     | 0.22  | 2.98                  | 2.56    | 0.20     | 0.19  |
| Age 35-54, with children          | 7.46          | 6.23    | 0.63     | 0.39  | 4.07              | 3.32    | 0.40     | 0.22  | 3.39                  | 2.91    | 0.23     | 0.17  |
| Age 55+                           | 12.57         | 10.59   | 1.19     | 0.68  | 6.56              | 5.43    | 0.72     | 0.32  | 6.00                  | 5.16    | 0.47     | 0.36  |

## Table 2-3b – VFR BEDNIGHTS IN THE UNITED KINGDOM

- This section covers VFR bed nights. There were 122 million VFR bed nights recorded during 2010. 70 million of these (57%) 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 (82%).
- The majority - 63% - of all bed nights were made without a firm booking.
- Reflecting the popularity of visiting friends and relatives over the Christmas period, December accounted for a 15% share of all bed nights, a higher share than for trips (12%).

| TABLE 2-3b –VFR Nights in the UK  | ALL VFR NIGHTS |         |          |       | VFR-HOLIDAY NIGHTS |         |          |       | NON-HOLIDAY VFR NIGHTS |         |          |       |
|---|----------------|---------|----------|-------|--------------------|---------|----------|-------|------------------------|---------|----------|-------|
|   | UK             | England | Scotland | Wales | UK                 | England | Scotland | Wales | UK                     | England | Scotland | Wales |
|   | Millions       |         |          |       | Millions           |         |          |       | Millions               |         |          |       |
| ALL TOURISM – 2009  | 125.7          | 103.2   | 12.6     | 7.0   | 76.1               | 61.0    | 8.4      | 4.7   | 49.7                   | 42.2    | 4.2      | 2.3   |
| ALL TOURISM – 2010  | 122.1          | 97.7    | 13.8     | 7.4   | 70.1               | 54.3    | 9.5      | 4.1   | 52.0                   | 43.4    | 4.3      | 3.3   |
| <b>ACCOMMODATION USED</b>   |                |         |          |       |                    |         |          |       |                        |         |          |       |
| <b>Commercial accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))  | 17.1           | 13.7    | 2.0      | 1.2   | 9.9                | 7.6     | 1.3      | 0.8   | 7.2                    | 6.1     | 0.6      | 0.4   |
| <b>Serviced rented accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced))  | 12.7           | 10.5    | 1.3      | 0.7   | 7.0                | 5.5     | 0.8      | 0.5   | 5.7                    | 5.0     | 0.4      | 0.3   |
| <b>Hotel/ motel/ guest house</b>  | 10.6           | 8.9     | 1.0      | 0.5   | 5.6                | 4.5     | 0.6      | 0.3   | 5.0                    | 4.3     | 0.4      | 0.2   |
| <b>Paying Guest in Farmhouse/Bed and Breakfast</b>  | 2.1            | 1.6     | 0.3      | 0.1   | 1.4                | 1.0     | 0.2      | 0.1   | 0.7                    | 0.6     | -        | 0.1   |
| <b>Total Self-catering rented accommodation and Caravan and Camping</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage, holiday camp/village, camping, touring caravan, static (not owned)) | 3.9            | 2.8     | 0.6      | 0.4   | 2.6                | 1.8     | 0.4      | 0.3   | 1.3                    | 0.9     | 0.2      | 0.1   |
| <b>Self-catering rented accommodation</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage & holiday camp/village)  | 1.9            | 1.3     | 0.4      | 0.2   | 1.3                | 0.9     | 0.3      | 0.1   | 0.6                    | 0.4     | 0.1      | *     |
| <b>Caravan and Camping</b><br>(Touring caravan, static (not owned), static (owned), camping)  | 2.4            | 1.7     | 0.3      | 0.4   | 1.5                | 1.1     | 0.1      | 0.2   | 0.9                    | 0.6     | 0.1      | 0.2   |
| Touring caravan   | 0.9            | 0.5     | 0.2      | 0.2   | 0.6                | 0.3     | 0.1      | 0.2   | 0.4                    | 0.3     | *        | 0.1   |
| Static (not owned)  | 0.7            | 0.6     | 0.1      | 0.1   | 0.6                | 0.5     | *        | 0.1   | 0.1                    | 0.1     | 0.1      | *     |
| Static (owned)  | 0.4            | 0.3     | *        | 0.1   | 0.2                | 0.2     | -        | -     | 0.2                    | 0.1     | *        | 0.1   |
| Camping   | 0.4            | 0.4     | -        | *     | 0.2                | 0.2     | -        | -     | 0.2                    | 0.2     | -        | *     |
| <b>Hostel</b>   | 0.3            | 0.2     | 0.1      | -     | 0.1                | *       | 0.1      | -     | 0.2                    | 0.2     | -        | -     |
| <b>Own home/ friend's home / relative's home</b>  | 104.1          | 83.4    | 11.8     | 6.0   | 59.8               | 46.4    | 8.2      | 3.3   | 44.3                   | 37.1    | 3.6      | 2.8   |

| TABLE 2-3b –VFR Nights in the UK              | ALL VFR NIGHTS |         |          |       | VFR-HOLIDAY NIGHTS |         |          |       | NON-HOLIDAY VFR NIGHTS |         |          |       |
|---|----------------|---------|----------|-------|--------------------|---------|----------|-------|------------------------|---------|----------|-------|
|   | UK             | England | Scotland | Wales | UK                 | England | Scotland | Wales | UK                     | England | Scotland | Wales |
|   | Millions       |         |          |       | Millions           |         |          |       | Millions               |         |          |       |
| ALL TOURISM – 2009                            | 125.7          | 103.2   | 12.6     | 7.0   | 76.1               | 61.0    | 8.4      | 4.7   | 49.7                   | 42.2    | 4.2      | 2.3   |
| ALL TOURISM – 2010                            | 122.1          | 97.7    | 13.8     | 7.4   | 70.1               | 54.3    | 9.5      | 4.1   | 52.0                   | 43.4    | 4.3      | 3.3   |
| <b>MAIN MODE OF TRANSPORT USED</b>            |                |         |          |       |                    |         |          |       |                        |         |          |       |
| <b>Public transport</b>                       | 33.5           | 24.8    | 5.5      | 1.7   | 20.0               | 14.1    | 3.8      | 1.0   | 13.5                   | 10.7    | 1.7      | 0.6   |
| Train   | 21.2           | 16.7    | 3.0      | 1.4   | 12.8               | 9.7     | 2.1      | 0.9   | 8.4                    | 7.0     | 0.8      | 0.5   |
| Regular bus/ coach                            | 6.9            | 5.2     | 1.5      | 0.1   | 3.6                | 2.6     | 1.0      | 0.1   | 3.2                    | 2.6     | 0.5      | 0.1   |
| Sea/ air                                      | 5.4            | 2.5     | 1.1      | 0.1   | 3.9                | 1.9     | 0.8      | 0.1   | 1.5                    | 0.7     | 0.3      | *     |
| Plane   | 4.8            | 2.3     | 1.0      | 0.1   | 3.4                | 1.6     | 0.7      | 0.1   | 1.4                    | 0.6     | 0.3      | *     |
| Boat/ ship/ ferry                             | 0.6            | 0.3     | 0.1      | -     | 0.5                | 0.2     | 0.1      | -     | 0.1                    | 0.1     | *        | -     |
| <b>Personal transport</b>                     | 86.7           | 71.4    | 8.1      | 5.7   | 49.1               | 39.5    | 5.6      | 3.1   | 37.5                   | 31.7    | 2.5      | 2.7   |
| Car   | 85.8           | 70.9    | 8.0      | 5.6   | 48.6               | 39.3    | 5.5      | 3.0   | 37.2                   | 31.6    | 2.5      | 2.6   |
| Car - own/ friend's/ firm's                   | 84.9           | 70.1    | 7.9      | 5.6   | 48.2               | 38.9    | 5.4      | 3.0   | 36.7                   | 31.1    | 2.5      | 2.6   |
| Car - hired                                   | 1.0            | 0.9     | 0.1      | -     | 0.5                | 0.4     | 0.1      | -     | 0.5                    | 0.5     | *        | -     |
| Organised coach tour                          | 0.7            | 0.6     | *        | *     | 0.1                | 0.1     | -        | -     | 0.5                    | 0.5     | *        | *     |
| Other   | 1.4            | 1.2     | 0.1      | *     | 0.5                | 0.4     | *        | *     | 0.9                    | 0.8     | 0.1      | *     |
| <b>COUNTRY OF RESIDENCE</b>                   |                |         |          |       |                    |         |          |       |                        |         |          |       |
| England                                       | 102.4          | 87.2    | 7.1      | 6.3   | 56.7               | 47.5    | 4.5      | 3.4   | 45.7                   | 39.7    | 2.5      | 2.9   |
| Scotland                                      | 13.6           | 6.4     | 6.2      | 0.3   | 9.5                | 4.3     | 4.5      | 0.2   | 4.1                    | 2.1     | 1.7      | 0.1   |
| Wales   | 3.9            | 2.9     | 0.2      | 0.8   | 2.2                | 1.5     | 0.2      | 0.5   | 1.7                    | 1.4     | *        | 0.3   |
| Northern Ireland                              | 2.2            | 1.2     | 0.3      | 0.0   | 1.7                | 1.0     | 0.2      | -     | 0.5                    | 0.2     | 0.1      | -     |
| <b>HOW TRIP BOOKED</b>                        |                |         |          |       |                    |         |          |       |                        |         |          |       |
| <b>Firm booking</b>                           | 38.0           | 28.5    | 4.9      | 2.4   | 23.0               | 16.6    | 3.3      | 1.6   | 15.0                   | 11.9    | 1.6      | 0.8   |
| High street or on-line travel agent           | 1.8            | 1.4     | 0.1      | 0.1   | 1.3                | 1.0     | 0.1      | 0.1   | 0.4                    | 0.4     | *        | -     |
| Directly with a tour operator                 | 1.4            | 1.0     | 0.1      | 0.1   | 0.9                | 0.6     | *        | 0.1   | 0.5                    | 0.3     | 0.1      | 0.1   |
| Directly with accommodation provider          | 15.3           | 12.2    | 1.6      | 0.8   | 8.5                | 6.6     | 1.0      | 0.4   | 6.7                    | 5.6     | 0.6      | 0.4   |
| Directly with a transport provider            | 17.0           | 12.1    | 2.7      | 1.1   | 10.4               | 7.2     | 1.7      | 0.8   | 6.6                    | 4.9     | 1.0      | 0.3   |
| Directly with a Tourist Board / TIC           | 0.4            | 0.3     | 0.1      | -     | 0.4                | 0.3     | 0.1      | -     | *                      | *       | *        | -     |
| Booked online                                 | 23.0           | 16.8    | 3.0      | 1.6   | 14.0               | 9.8     | 2.0      | 1.2   | 9.0                    | 7.1     | 1.0      | 0.3   |
| Through some other source                     | 2.1            | 1.3     | 0.5      | 0.2   | 1.4                | 0.8     | 0.4      | 0.1   | 0.8                    | 0.5     | *        | 0.1   |
| <b>Did not make firm bookings before trip</b> | 77.9           | 63.8    | 8.5      | 4.8   | 43.7               | 34.7    | 6.0      | 2.3   | 34.2                   | 29.1    | 2.5      | 2.4   |
| Don't Know                                    | 6.2            | 5.4     | 0.4      | 0.3   | 3.4                | 3.0     | 0.2      | 0.2   | 2.8                    | 2.5     | 0.2      | 0.1   |
| <b>WHETHER BOOKED ONLINE</b>                  |                |         |          |       |                    |         |          |       |                        |         |          |       |
| Booked online                                 | 23.0           | 16.8    | 3.0      | 1.6   | 14.0               | 9.8     | 2.0      | 1.2   | 9.0                    | 7.1     | 1.0      | 0.3   |
| Not booked online                             | 99.1           | 80.9    | 10.9     | 5.9   | 56.1               | 44.5    | 7.5      | 2.8   | 43.0                   | 36.3    | 3.3      | 3.0   |
| <b>PACKAGE TRIP</b>                           |                |         |          |       |                    |         |          |       |                        |         |          |       |
| Package trip                                  | 1.2            | 0.9     | 0.1      | *     | 0.5                | 0.3     | 0.1      | *     | 0.6                    | 0.6     | *        | *     |
| Not a package trip                            | 120.7          | 96.7    | 13.7     | 7.3   | 69.4               | 53.9    | 9.4      | 4.0   | 51.3                   | 42.8    | 4.3      | 3.3   |
| Don't Know                                    | 0.3            | 0.1     | *        | 0.1   | 0.2                | 0.1     | *        | 0.1   | 2.8                    | 2.5     | 0.2      | 0.1   |

| TABLE 2-3b –VFR Nights in the UK      | ALL VFR NIGHTS |         |          |       | VFR-HOLIDAY NIGHTS |         |          |       | NON-HOLIDAY VFR NIGHTS |         |          |       |
|---------------------------------------|----------------|---------|----------|-------|--------------------|---------|----------|-------|------------------------|---------|----------|-------|
|                                       | UK             | England | Scotland | Wales | UK                 | England | Scotland | Wales | UK                     | England | Scotland | Wales |
|                                       | Millions       |         |          |       | Millions           |         |          |       | Millions               |         |          |       |
| ALL TOURISM – 2009                    | 125.7          | 103.2   | 12.6     | 7.0   | 76.1               | 61.0    | 8.4      | 4.7   | 49.7                   | 42.2    | 4.2      | 2.3   |
| ALL TOURISM – 2010                    | 122.1          | 97.7    | 13.8     | 7.4   | 70.1               | 54.3    | 9.5      | 4.1   | 52.0                   | 43.4    | 4.3      | 3.3   |
| TYPE OF LOCATION STAYED AT            |                |         |          |       |                    |         |          |       |                        |         |          |       |
| Seaside                               | 11.9           | 9.6     | 0.8      | 1.1   | 7.6                | 6.3     | 0.7      | 0.5   | 4.3                    | 3.3     | 0.1      | 0.6   |
| Large city / large town               | 51.1           | 43.4    | 4.9      | 1.3   | 28.6               | 23.6    | 2.9      | 1.0   | 22.5                   | 19.8    | 2.0      | 0.3   |
| Small town                            | 36.1           | 27.3    | 5.5      | 2.6   | 21.1               | 15.2    | 4.1      | 1.3   | 14.9                   | 12.1    | 1.4      | 1.3   |
| Countryside / village                 | 22.9           | 17.2    | 2.6      | 2.3   | 12.7               | 9.2     | 1.8      | 1.2   | 10.2                   | 8.1     | 0.8      | 1.1   |
| MONTH TRIP STARTED                    |                |         |          |       |                    |         |          |       |                        |         |          |       |
| January 2010                          | 6.3            | 5.0     | 0.6      | 0.4   | 3.3                | 2.5     | 0.4      | 0.2   | 3.0                    | 2.5     | 0.2      | 0.2   |
| February 2010                         | 8.2            | 6.6     | 1.0      | 0.5   | 4.8                | 3.7     | 0.7      | 0.3   | 3.4                    | 2.9     | 0.2      | 0.2   |
| March 2010                            | 8.9            | 7.6     | 0.7      | 0.6   | 5.9                | 4.9     | 0.5      | 0.5   | 3.0                    | 2.7     | 0.2      | 0.1   |
| April 2010                            | 11.9           | 9.3     | 1.6      | 0.8   | 6.6                | 4.8     | 1.2      | 0.4   | 5.3                    | 4.4     | 0.4      | 0.4   |
| May 2010                              | 9.6            | 7.9     | 0.6      | 0.9   | 5.4                | 4.7     | 0.3      | 0.3   | 4.2                    | 3.2     | 0.2      | 0.7   |
| June 2010                             | 8.1            | 7.1     | 0.5      | 0.4   | 4.8                | 4.0     | 0.3      | 0.3   | 3.3                    | 3.0     | 0.1      | 0.1   |
| July 2010                             | 12.7           | 10.4    | 1.3      | 0.8   | 7.6                | 6.4     | 0.7      | 0.3   | 5.1                    | 4.0     | 0.6      | 0.5   |
| August 2010                           | 13.9           | 11.0    | 1.4      | 0.8   | 8.9                | 6.6     | 1.2      | 0.6   | 5.0                    | 4.4     | 0.2      | 0.2   |
| September 2010                        | 8.1            | 6.0     | 1.1      | 0.7   | 4.1                | 2.8     | 0.7      | 0.3   | 4.0                    | 3.1     | 0.5      | 0.4   |
| October 2010                          | 9.0            | 7.1     | 1.0      | 0.6   | 4.4                | 3.2     | 0.7      | 0.4   | 4.6                    | 3.9     | 0.3      | 0.2   |
| November 2010                         | 7.2            | 5.7     | 1.3      | 0.2   | 3.8                | 2.7     | 0.9      | 0.1   | 3.5                    | 3.0     | 0.4      | 0.1   |
| December 2010                         | 18.1           | 14.1    | 2.8      | 0.7   | 10.6               | 8.0     | 1.8      | 0.5   | 7.6                    | 6.2     | 1.0      | 0.2   |
| CHILDREN IN HOUSEHOLD                 |                |         |          |       |                    |         |          |       |                        |         |          |       |
| Yes                                   | 32.9           | 25.3    | 3.9      | 2.4   | 19.7               | 15.0    | 2.6      | 1.1   | 13.2                   | 10.3    | 1.3      | 1.2   |
| No                                    | 89.2           | 72.4    | 10.0     | 5.0   | 50.4               | 39.3    | 6.9      | 3.0   | 38.8                   | 33.1    | 3.0      | 2.1   |
| SOCIO-ECONOMIC GROUP                  |                |         |          |       |                    |         |          |       |                        |         |          |       |
| AB (Professional and managerial)      | 42.7           | 34.3    | 4.4      | 2.4   | 24.4               | 18.9    | 3.0      | 1.3   | 18.3                   | 15.4    | 1.3      | 1.1   |
| C1 (Clerical and supervisory)         | 39.0           | 31.7    | 4.3      | 2.2   | 23.5               | 18.6    | 2.9      | 1.5   | 15.4                   | 13.1    | 1.4      | 0.7   |
| C2 (Skilled manual)                   | 17.2           | 13.1    | 2.2      | 1.7   | 10.1               | 7.3     | 1.8      | 0.8   | 7.1                    | 5.7     | 0.4      | 0.9   |
| DE (Unskilled, state pensioners etc.) | 23.2           | 18.6    | 3.0      | 1.1   | 12.0               | 9.5     | 1.8      | 0.4   | 11.2                   | 9.1     | 1.1      | 0.7   |
| AGE OF RESPONDENT                     |                |         |          |       |                    |         |          |       |                        |         |          |       |
| 16-24                                 | 24.7           | 19.9    | 2.9      | 1.2   | 13.3               | 9.9     | 2.0      | 0.9   | 11.4                   | 10.0    | 0.9      | 0.2   |
| 25-34                                 | 19.3           | 15.8    | 2.2      | 0.9   | 11.7               | 9.6     | 1.4      | 0.4   | 7.6                    | 6.2     | 0.7      | 0.6   |
| 35-44                                 | 21.5           | 16.7    | 2.5      | 1.3   | 12.4               | 9.5     | 1.7      | 0.6   | 9.1                    | 7.2     | 0.8      | 0.7   |
| 45-54                                 | 14.2           | 10.6    | 1.7      | 1.4   | 8.1                | 5.6     | 1.2      | 0.8   | 6.1                    | 4.9     | 0.5      | 0.6   |
| 55-64                                 | 17.1           | 13.6    | 1.8      | 1.5   | 9.5                | 7.5     | 1.3      | 0.5   | 7.6                    | 6.1     | 0.5      | 1.0   |
| 65+                                   | 25.3           | 21.1    | 2.7      | 1.1   | 15.0               | 12.1    | 1.8      | 0.8   | 10.3                   | 9.0     | 0.9      | 0.4   |
| LIFECYCLE OF RESPONDENT               |                |         |          |       |                    |         |          |       |                        |         |          |       |
| Age 16-34, unmarried, no children     | 23.9           | 19.5    | 2.9      | 1.1   | 13.5               | 10.3    | 2.0      | 0.8   | 10.4                   | 9.1     | 0.9      | 0.3   |
| Age 16-34, married, no children       | 5.8            | 4.8     | 0.5      | 0.3   | 3.4                | 2.9     | 0.2      | 0.2   | 2.4                    | 2.0     | 0.2      | 0.1   |
| Age 16-34, married with children      | 14.2           | 11.4    | 1.7      | 0.7   | 8.2                | 6.3     | 1.2      | 0.3   | 6.0                    | 5.1     | 0.5      | 0.4   |
| Age 35-54, no children                | 16.4           | 12.4    | 2.2      | 1.5   | 9.1                | 6.4     | 1.8      | 0.8   | 7.2                    | 6.0     | 0.4      | 0.7   |

| TABLE 2-3b –VFR Nights in the UK | ALL VFR NIGHTS |         |          |       | VFR-HOLIDAY NIGHTS |         |          |       | NON-HOLIDAY VFR NIGHTS |         |          |       |
|----------------------------------|----------------|---------|----------|-------|--------------------|---------|----------|-------|------------------------|---------|----------|-------|
|                                  | UK             | England | Scotland | Wales | UK                 | England | Scotland | Wales | UK                     | England | Scotland | Wales |
|                                  | Millions       |         |          |       | Millions           |         |          |       | Millions               |         |          |       |
| ALL TOURISM – 2009               | 125.7          | 103.2   | 12.6     | 7.0   | 76.1               | 61.0    | 8.4      | 4.7   | 49.7                   | 42.2    | 4.2      | 2.3   |
| ALL TOURISM – 2010               | 122.1          | 97.7    | 13.8     | 7.4   | 70.1               | 54.3    | 9.5      | 4.1   | 52.0                   | 43.4    | 4.3      | 3.3   |
| LIFECYCLE OF RESPONDENT (CONT)   |                |         |          |       |                    |         |          |       |                        |         |          |       |
| Age 35-54, with children         | 19.3           | 15.0    | 2.0      | 1.2   | 11.4               | 8.8     | 1.2      | 0.7   | 7.9                    | 6.1     | 0.9      | 0.5   |
| Age 55+                          | 42.4           | 34.7    | 4.6      | 2.6   | 24.5               | 19.6    | 3.2      | 1.3   | 17.9                   | 15.1    | 1.4      | 1.3   |

## Table 2-3c – VFR SPENDING IN THE UNITED KINGDOM

- 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 33% share of spend) with friends and relatives homes the most popular type of accommodation (66% share of spend).
- Large cities and towns and small towns accounted for a 75% share of all VFR spend, reflecting the large population bases in built up conurbations where most of these trips are taken.
- Short trips accounted for a 59% share of spend - this was particularly so for Non-holiday VFR trips (66%). In contrast, VFR-Holidays accounted for a larger share of spend for trips that lasted between 4-7 nights (25% compared to 22% for Non-holiday VFR trips).

| TABLE 2-3c - VFR Spend in the UK  | ALL VFR SPEND |         |          |       | VFR-HOLIDAY SPEND |         |          |       | NON-HOLIDAY VFR SPEND |         |          |       |
|---|---------------|---------|----------|-------|-------------------|---------|----------|-------|-----------------------|---------|----------|-------|
|   | UK            | England | Scotland | Wales | UK                | England | Scotland | Wales | UK                    | England | Scotland | Wales |
|   | £ Millions    |         |          |       | £ Millions        |         |          |       | £ Millions            |         |          |       |
| ALL TOURISM – 2009  | £4,509        | £3,682  | £456     | £249  | £2,583            | £2,106  | £259     | £156  | £1,927                | £1,575  | £197     | £93   |
| ALL TOURISM – 2010  | £4,434        | £3,543  | £495     | £250  | £2,572            | £1,993  | £329     | £150  | £1,863                | £1,550  | £166     | £100  |
| <b>ACCOMMODATION USED</b>   |               |         |          |       |                   |         |          |       |                       |         |          |       |
| <b>Commercial accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))  | £1,462        | £1,186  | £154     | £81   | £817              | £649    | £94      | £48   | £644                  | £536    | £59      | £33   |
| <b>Serviced rented accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced))  | £1,245        | £1,034  | £124     | £58   | £675              | £553    | £72      | £31   | £571                  | £481    | £52      | £27   |
| <b>Hotel/ motel/ guest house</b>  | £1,070        | £905    | £93      | £45   | £569              | £476    | £52      | £25   | £501                  | £428    | £42      | £20   |
| <b>Paying Guest in Farmhouse/Bed and Breakfast</b>  | £175          | £129    | £31      | £12   | £105              | £76     | £21      | £7    | £70                   | £53     | £10      | £7    |
| <b>Total Self-catering rented accommodation and Caravan and Camping</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage, holiday camp/village, camping, touring caravan, static (not owned)) | £191          | £134    | £26      | £22   | £124              | £87     | £19      | £17   | £67                   | £48     | £7       | £6    |
| <b>Self-catering rented accommodation</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage & holiday camp/village)  | £120          | £83     | £19      | £10   | £79               | £52     | £16      | £8    | £41                   | £31     | £3       | £2    |
| <b>Caravan and Camping</b><br>(Touring caravan, static (not owned), static (owned), camping)  | £82           | £59     | £8       | £15   | £51               | £40     | £3       | £8    | £31                   | £19     | £5       | £7    |
| Touring caravan   | £23           | £14     | £3       | £6    | £12               | £7      | £2       | £3    | £11                   | £8      | £1       | £3    |
| Static (not owned)  | £34           | £24     | £5       | £5    | £26               | £20     | £1       | £5    | £8                    | £4      | £4       | *     |
| Static (owned)  | £11           | £7      | £1       | £3    | £5                | £5      | -        | -     | £6                    | £2      | £1       | £3    |
| Camping   | £14           | £13     | -        | £1    | £8                | £8      | -        | -     | £6                    | £5      | -        | £1    |
| <b>Hostel</b>   | £16           | £8      | £3       | -     | £10               | £3      | £3       | -     | £6                    | £6      | -        | -     |
| <b>Own home/ friend's home / relative's home</b>  | £2,938        | £2,336  | £338     | £165  | £1,735            | £1,332  | £232     | £102  | £1,202                | £1,003  | £106     | £63   |

| TABLE 2-3c - VFR Spend in the UK       | ALL VFR SPEND |         |          |       | VFR-HOLIDAY SPEND |         |          |       | NON-HOLIDAY VFR SPEND |         |          |       |
|--|---------------|---------|----------|-------|-------------------|---------|----------|-------|-----------------------|---------|----------|-------|
|  | UK            | England | Scotland | Wales | UK                | England | Scotland | Wales | UK                    | England | Scotland | Wales |
|  | £ Millions    |         |          |       | £ Millions        |         |          |       | £ Millions            |         |          |       |
|  |               |         |          |       |                   |         |          |       |                       |         |          |       |
| ALL TOURISM – 2009                     | £4,509        | £3,682  | £456     | £249  | £2,583            | £2,106  | £259     | £156  | £1,927                | £1,575  | £197     | £93   |
| ALL TOURISM – 2010                     | £4,434        | £3,543  | £495     | £250  | £2,572            | £1,993  | £329     | £150  | £1,863                | £1,550  | £166     | £100  |
| MAIN MODE OF TRANSPORT USED            |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Public transport                       | £1,218        | £932    | £163     | £49   | £748              | £551    | £119     | £30   | £470                  | £381    | £44      | £19   |
| Train                                  | £732          | £615    | £80      | £32   | £488              | £398    | £65      | £20   | £244                  | £217    | £15      | £12   |
| Regular bus/ coach                     | £192          | £141    | £45      | £6    | £97               | £67     | £28      | £2    | £95                   | £75     | £17      | £3    |
| Sea/ air                               | £277          | £133    | £47      | £9    | £188              | £85     | £33      | £7    | £90                   | £48     | £14      | £2    |
| Plane                                  | £237          | £122    | £36      | £9    | £152              | £75     | £26      | £7    | £84                   | £47     | £10      | £2    |
| Boat/ ship/ ferry                      | £41           | £12     | £11      | -     | £35               | £10     | £7       | -     | £5                    | £1      | £4       | -     |
| Personal transport                     | £3,131        | £2,563  | £319     | £198  | £1,768            | £1,420  | £202     | £117  | £1,361                | £1,143  | £117     | £80   |
| Car                                    | £3,108        | £2,550  | £316     | £191  | £1,755            | £1,409  | £201     | £115  | £1,353                | £1,141  | £115     | £76   |
| Car - own/ friend's/ firm's            | £3,061        | £2,509  | £312     | £191  | £1,731            | £1,391  | £197     | £115  | £1,330                | £1,118  | £115     | £76   |
| Car - hired                            | £47           | £41     | £4       | -     | £23               | £18     | £4       | -     | £23                   | £23     | *        | -     |
| Organised coach tour                   | £58           | £53     | £2       | £2    | £11               | £11     | -        | -     | £47                   | £42     | £2       | £2    |
| Other                                  | £41           | £33     | £2       | £4    | £18               | £12     | £1       | £3    | £23                   | £21     | £1       | £1    |
| COUNTRY OF RESIDENCE                   |               |         |          |       |                   |         |          |       |                       |         |          |       |
| England                                | £3,713        | £3,130  | £286     | £203  | £2,104            | £1,732  | £192     | £121  | £1,609                | £1,398  | £94      | £82   |
| Scotland                               | £464          | £241    | £173     | £16   | £320              | £167    | £116     | £13   | £143                  | £74     | £57      | £2    |
| Wales                                  | £145          | £107    | £7       | £31   | £69               | £47     | £6       | £16   | £77                   | £60     | £1       | £15   |
| Northern Ireland                       | £113          | £66     | £29      | -     | £79               | £48     | £15      | -     | £34                   | £17     | £14      | -     |
| HOW TRIP BOOKED                        |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Firm booking                           | £1,970        | £1,539  | £214     | £109  | £1,179            | £887    | £151     | £65   | £791                  | £653    | £63      | £44   |
| High street or on-line travel agent    | £110          | £91     | £8       | £2    | £86               | £67     | £7       | £2    | £24                   | £24     | £1       | -     |
| Directly with a tour operator          | £72           | £54     | £7       | £6    | £38               | £27     | £2       | £3    | £35                   | £27     | £4       | £3    |
| Directly with accommodation provider   | £1,071        | £879    | £101     | £59   | £604              | £486    | £66      | £29   | £467                  | £393    | £35      | £30   |
| Directly with a transport provider     | £645          | £458    | £99      | £33   | £383              | £261    | £62      | £23   | £262                  | £197    | £36      | £10   |
| Directly with a Tourist Board / TIC    | £26           | £23     | £2       | -     | £24               | £22     | £1       | -     | £1                    | £1      | £1       | -     |
| Booked online                          | £1,242        | £969    | £121     | £66   | £747              | £558    | £84      | £48   | £496                  | £411    | £37      | £18   |
| Through some other source              | £96           | £62     | £19      | £6    | £60               | £36     | £18      | £6    | £35                   | £25     | £1       | £1    |
| Did not make firm bookings before trip | £2,211        | £1,785  | £256     | £133  | £1,249            | £985    | £162     | £80   | £962                  | £799    | £94      | £53   |
| Don't Know                             | £254          | £219    | £25      | £8    | £144              | £121    | £16      | £5    | £110                  | £98     | £9       | £3    |
| WHETHER BOOKED ONLINE                  |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Booked online                          | £1,242        | £969    | £121     | £66   | £747              | £558    | £84      | £48   | £496                  | £411    | £37      | £18   |
| Not booked online                      | £3,192        | £2,574  | £374     | £184  | £1,825            | £1,435  | £245     | £102  | £1,367                | £1,139  | £129     | £82   |
| PACKAGE TRIP                           |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Package trip                           | £122          | £95     | £17      | £5    | £51               | £32     | £12      | £2    | £71                   | £62     | £5       | £4    |
| Not a package trip                     | £4,306        | £3,445  | £476     | £243  | £2,515            | £1,958  | £315     | £147  | £1,790                | £1,487  | £161     | £96   |
| Don't Know                             | £7            | £4      | £1       | £2    | £6                | £3      | £1       | £2    | £1                    | £1      | -        | -     |

| TABLE 2-3c - VFR Spend in the UK      | ALL VFR SPEND |         |          |       | VFR-HOLIDAY SPEND |         |          |       | NON-HOLIDAY VFR SPEND |         |          |       |
|---------------------------------------|---------------|---------|----------|-------|-------------------|---------|----------|-------|-----------------------|---------|----------|-------|
|                                       | UK            | England | Scotland | Wales | UK                | England | Scotland | Wales | UK                    | England | Scotland | Wales |
|                                       | £ Millions    |         |          |       | £ Millions        |         |          |       | £ Millions            |         |          |       |
| ALL TOURISM – 2009                    | £4,509        | £3,682  | £456     | £249  | £2,583            | £2,106  | £259     | £156  | £1,927                | £1,575  | £197     | £93   |
| ALL TOURISM – 2010                    | £4,434        | £3,543  | £495     | £250  | £2,572            | £1,993  | £329     | £150  | £1,863                | £1,550  | £166     | £100  |
| TYPE OF LOCATION STAYED AT            |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Seaside                               | £441          | £365    | £24      | £39   | £284              | £245    | £18      | £14   | £157                  | £119    | £6       | £25   |
| Large city / large town               | £2,161        | £1,792  | £228     | £63   | £1,244            | £992    | £142     | £50   | £917                  | £800    | £86      | £13   |
| Small town                            | £1,168        | £913    | £139     | £88   | £662              | £505    | £90      | £48   | £506                  | £408    | £50      | £41   |
| Countryside / village                 | £659          | £469    | £103     | £59   | £381              | £249    | £79      | £38   | £279                  | £220    | £24      | £21   |
| MONTH TRIP STARTED                    |               |         |          |       |                   |         |          |       |                       |         |          |       |
| January 2010                          | £204          | £159    | £15      | £17   | £107              | £83     | £8       | £11   | £97                   | £77     | £7       | £6    |
| February 2010                         | £314          | £252    | £35      | £15   | £190              | £153    | £30      | £5    | £124                  | £99     | £5       | £11   |
| March 2010                            | £322          | £263    | £29      | £18   | £211              | £165    | £21      | £14   | £112                  | £97     | £9       | £4    |
| April 2010                            | £424          | £335    | £59      | £25   | £230              | £169    | £40      | £15   | £194                  | £166    | £18      | £10   |
| May 2010                              | £356          | £297    | £23      | £22   | £178              | £150    | £12      | £7    | £178                  | £147    | £10      | £15   |
| June 2010                             | £330          | £273    | £34      | £17   | £182              | £140    | £27      | £12   | £147                  | £133    | £7       | £6    |
| July 2010                             | £448          | £369    | £39      | £27   | £309              | £251    | £30      | £17   | £139                  | £118    | £10      | £10   |
| August 2010                           | £457          | £355    | £55      | £30   | £258              | £195    | £39      | £13   | £199                  | £160    | £16      | £16   |
| September 2010                        | £337          | £266    | £42      | £16   | £182              | £135    | £24      | £11   | £155                  | £131    | £19      | £5    |
| October 2010                          | £403          | £323    | £41      | £21   | £194              | £150    | £22      | £14   | £208                  | £173    | £19      | £6    |
| November 2010                         | £335          | £282    | £32      | £15   | £207              | £174    | £18      | £13   | £127                  | £109    | £14      | £2    |
| December 2010                         | £506          | £369    | £89      | £27   | £323              | £229    | £59      | £18   | £183                  | £140    | £30      | £9    |
| DURATION OF TRIP                      |               |         |          |       |                   |         |          |       |                       |         |          |       |
| 1 night                               | £796          | £697    | £47      | £36   | £354              | £297    | £25      | £19   | £442                  | £400    | £22      | £17   |
| 2 nights                              | £1,117        | £926    | £103     | £60   | £598              | £487    | £61      | £32   | £520                  | £439    | £42      | £28   |
| 3 nights                              | £721          | £598    | £79      | £28   | £477              | £399    | £52      | £16   | £244                  | £199    | £28      | £12   |
| 4 nights                              | £450          | £348    | £59      | £32   | £271              | £190    | £44      | £27   | £179                  | £158    | £15      | £5    |
| 5 nights                              | £254          | £209    | £30      | £8    | £170              | £137    | £24      | £3    | £83                   | £72     | £6       | £5    |
| 6 nights                              | £193          | £143    | £23      | £11   | £102              | £77     | £12      | £5    | £91                   | £66     | £10      | £6    |
| 7 nights                              | £157          | £116    | £23      | £9    | £97               | £66     | £20      | £7    | £60                   | £50     | £4       | £2    |
| 1-3 nights                            | £2,634        | £2,221  | £229     | £124  | £1,429            | £1,183  | £138     | £67   | £1,206                | £1,038  | £92      | £57   |
| 4-7 nights                            | £1,054        | £816    | £135     | £60   | £640              | £470    | £100     | £42   | £413                  | £346    | £35      | £18   |
| 8+ nights                             | £553          | £359    | £113     | £50   | £399              | £267    | £81      | £28   | £153                  | £92     | £30      | £20   |
| Average duration of trip (nights)     | 4.33          | 3.95    | 6.02     | 5.12  | 4.83              | 4.46    | 6.48     | 5.15  | 3.64                  | 3.3     | 5.11     | 5.07  |
| CHILDREN IN HOUSEHOLD                 |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Yes                                   | £774          | £594    | £98      | £47   | £446              | £338    | £55      | £29   | £328                  | £256    | £42      | £19   |
| No                                    | £3,660        | £2,950  | £397     | £203  | £2,126            | £1,655  | £273     | £122  | £1,534                | £1,294  | £124     | £81   |
| SOCIO-ECONOMIC GROUP                  |               |         |          |       |                   |         |          |       |                       |         |          |       |
| AB (Professional and managerial)      | £1,837        | £1,459  | £191     | £101  | £1,074            | £822    | £129     | £63   | £763                  | £637    | £62      | £38   |
| C1 (Clerical and supervisory)         | £1,391        | £1,137  | £138     | £83   | £798              | £641    | £89      | £48   | £593                  | £496    | £49      | £34   |
| C2 (Skilled manual)                   | £624          | £473    | £91      | £47   | £369              | £269    | £60      | £28   | £255                  | £204    | £31      | £19   |
| DE (Unskilled, state pensioners etc.) | £583          | £474    | £75      | £20   | £331              | £262    | £51      | £11   | £252                  | £213    | £25      | £9    |

| TABLE 2-3c - VFR Spend in the UK  | ALL VFR SPEND |         |          |       | VFR-HOLIDAY SPEND |         |          |       | NON-HOLIDAY VFR SPEND |         |          |       |
|-----------------------------------|---------------|---------|----------|-------|-------------------|---------|----------|-------|-----------------------|---------|----------|-------|
|                                   | UK            | England | Scotland | Wales | UK                | England | Scotland | Wales | UK                    | England | Scotland | Wales |
|                                   | £ Millions    |         |          |       | £ Millions        |         |          |       | £ Millions            |         |          |       |
|                                   |               |         |          |       |                   |         |          |       |                       |         |          |       |
| ALL TOURISM – 2009                | £4,509        | £3,682  | £456     | £249  | £2,583            | £2,106  | £259     | £156  | £1,927                | £1,575  | £197     | £93   |
| ALL TOURISM – 2010                | £4,434        | £3,543  | £495     | £250  | £2,572            | £1,993  | £329     | £150  | £1,863                | £1,550  | £166     | £100  |
| AGE OF RESPONDENT                 |               |         |          |       |                   |         |          |       |                       |         |          |       |
| 16-24                             | £754          | £603    | £71      | £43   | £424              | £314    | £51      | £34   | £329                  | £289    | £20      | £9    |
| 25-34                             | £715          | £585    | £70      | £38   | £433              | £352    | £48      | £21   | £282                  | £233    | £22      | £18   |
| 35-44                             | £835          | £690    | £91      | £32   | £480              | £401    | £48      | £20   | £356                  | £289    | £43      | £12   |
| 45-54                             | £652          | £489    | £84      | £55   | £393              | £280    | £63      | £36   | £258                  | £209    | £21      | £20   |
| 55-64                             | £767          | £609    | £92      | £48   | £431              | £321    | £67      | £26   | £335                  | £288    | £25      | £23   |
| 65+                               | £711          | £568    | £87      | £33   | £410              | £325    | £52      | £15   | £302                  | £242    | £36      | £18   |
| LIFECYCLE OF RESPONDENT           |               |         |          |       |                   |         |          |       |                       |         |          |       |
| Age 16-34, unmarried, no children | £887          | £719    | £86      | £56   | £514              | £396    | £61      | £36   | £374                  | £323    | £24      | £20   |
| Age 16-34, married, no children   | £294          | £244    | £19      | £12   | £162              | £138    | £11      | £9    | £132                  | £106    | £8       | £3    |
| Age 16-34, married with children  | £288          | £225    | £37      | £13   | £182              | £132    | £28      | £10   | £106                  | £93     | £9       | £3    |
| Age 35-54, no children            | £865          | £680    | £110     | £61   | £518              | £385    | £81      | £44   | £347                  | £295    | £29      | £17   |
| Age 35-54, with children          | £622          | £498    | £64      | £26   | £355              | £295    | £29      | £11   | £267                  | £203    | £35      | £15   |
| Age 55+                           | £1,478        | £1,177  | £179     | £82   | £841              | £647    | £119     | £41   | £637                  | £530    | £60      | £41   |

## Table 2-4 – BUSINESS & WORK TOURISM IN THE UNITED KINGDOM

- UK residents made 17 million business and work trips in the United Kingdom in 2010. This represents 39 million bed nights and £3.9 billion expenditure.
- Commercial accommodation is used on six in every seven business trips (85%), mainly in hotels/motels/guesthouses (74%). 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 (59% of trips). Public transport is used for almost a third of business and work trips (32%) – especially the train (19%).
- Business and work trips tend to be relatively short, with nearly half involving only one night away from home (51%).
- Almost half (46%) of trips are taken by those in the professional and managerial (AB) socio-economic group, over twice the share of the UK adult population (20%).

| TABLE 2-4 – Business & Work Tourism   | BUSINESS TRIPS |         |          |       | BUSINESS NIGHTS |         |          |       | BUSINESS EXPENDITURE |         |          |       |
|---|----------------|---------|----------|-------|-----------------|---------|----------|-------|----------------------|---------|----------|-------|
|   | UK             | England | Scotland | Wales | UK              | England | Scotland | Wales | UK                   | England | Scotland | Wales |
|   | Millions       |         |          |       | Millions        |         |          |       | £ Millions           |         |          |       |
| BUSINESS & WORK TOURISM – 2009  | 17.95          | 15.03   | 2.05     | 0.68  | 42.2            | 33.6    | 5.8      | 2.0   | £4,336               | £3,516  | £601     | £138  |
| BUSINESS & WORK TOURISM – 2010  | 16.91          | 13.64   | 2.36     | 0.62  | 39.1            | 30.3    | 6.5      | 1.3   | £3,885               | £3,074  | £577     | £131  |
| <b>ACCOMMODATION USED</b>   |                |         |          |       |                 |         |          |       |                      |         |          |       |
| <b>Commercial accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))  | 14.40          | 11.51   | 2.07     | 0.55  | 31.0            | 23.3    | 5.7      | 1.1   | £3,581               | £2,823  | £546     | £122  |
| <b>Serviced rented accommodation</b><br>(Hotel/motel, GHBB, Holiday camp/village (serviced))  | 13.31          | 10.64   | 1.89     | 0.51  | 27.3            | 20.6    | 4.9      | 1.0   | £3,348               | £2,629  | £510     | £120  |
| <b>Hotel/ motel/ guest house</b>  | 12.53          | 10.07   | 1.80     | 0.39  | 24.1            | 18.1    | 4.5      | 0.7   | £3,149               | £2,478  | £487     | £96   |
| <b>Paying Guest in Farmhouse/Bed and Breakfast</b>  | 0.78           | 0.57    | 0.09     | 0.13  | 3.1             | 2.4     | 0.3      | 0.3   | £199                 | £151    | £24      | £24   |
| <b>Total Self-catering rented accommodation and Caravan and Camping</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage, holiday camp/village, camping, touring caravan, static (not owned)) | 0.72           | 0.54    | 0.16     | 0.02  | 2.8             | 2.0     | 0.7      | 0.1   | £154                 | £118    | £34      | *     |
| <b>Self-catering rented accommodation</b><br>(Flat/apartment/house/chalet/villa/bungalow/cottage & holiday camp/village)  | 0.29           | 0.20    | 0.08     | -     | 1.2             | 0.8     | 0.3      | -     | £92                  | £70     | £22      | -     |
| <b>Caravan and Camping</b><br>(Touring caravan, static (not owned), static (owned), camping)  | 0.50           | 0.40    | 0.08     | 0.02  | 1.9             | 1.4     | 0.4      | 0.1   | £66                  | £53     | £12      | £1    |
| Touring caravan   | 0.10           | 0.04    | 0.05     | -     | 0.4             | 0.2     | 0.2      | -     | £12                  | £3      | £9       | -     |
| Static (not owned)  | *              | *       | -        | -     | 0.1             | 0.1     | -        | -     | £1                   | £1      | -        | -     |
| Static (owned)  | 0.07           | 0.06    | -        | 0.01  | 0.2             | 0.2     | -        | *     | £5                   | £4      | -        | £1    |
| Camping   | 0.33           | 0.29    | 0.03     | 0.02  | 1.2             | 0.9     | 0.2      | 0.1   | £47                  | £44     | £3       | *     |
| <b>Hostel</b>   | 0.23           | 0.21    | 0.01     | 0.01  | 0.5             | 0.5     | *        | *     | £57                  | £54     | £2       | £1    |
| <b>Own home/ friend's home / relative's home</b>  | 1.37           | 1.21    | 0.09     | 0.04  | 3.3             | 2.9     | 0.3      | *     | £166                 | £140    | £9       | £4    |

| TABLE 2-4 – Business & Work Tourism           | BUSINESS TRIPS |              |             |             | BUSINESS NIGHTS |             |            |            | BUSINESS EXPENDITURE |               |             |             |
|---|----------------|--------------|-------------|-------------|-----------------|-------------|------------|------------|----------------------|---------------|-------------|-------------|
|   | UK             | England      | Scotland    | Wales       | UK              | England     | Scotland   | Wales      | UK                   | England       | Scotland    | Wales       |
|   | Millions       |              |             |             | Millions        |             |            |            | £ Millions           |               |             |             |
| BUSINESS & WORK TOURISM – 2009                | 17.95          | 15.03        | 2.05        | 0.68        | 42.2            | 33.6        | 5.8        | 2.0        | £4,336               | £3,516        | £601        | £138        |
| <b>BUSINESS &amp; WORK TOURISM – 2010</b>     | <b>16.91</b>   | <b>13.64</b> | <b>2.36</b> | <b>0.62</b> | <b>39.1</b>     | <b>30.3</b> | <b>6.5</b> | <b>1.3</b> | <b>£3,885</b>        | <b>£3,074</b> | <b>£577</b> | <b>£131</b> |
| <b>MAIN MODE OF TRANSPORT USED</b>            |                |              |             |             |                 |             |            |            |                      |               |             |             |
| <b>Public transport</b>                       | <b>5.40</b>    | <b>4.18</b>  | <b>0.86</b> | <b>0.18</b> | <b>11.9</b>     | <b>9.0</b>  | <b>2.1</b> | <b>0.3</b> | <b>£1,391</b>        | <b>£1,064</b> | <b>£232</b> | <b>£39</b>  |
| Train   | 3.19           | 2.70         | 0.34        | 0.11        | 7.2             | 5.9         | 0.9        | 0.2        | £760                 | £650          | £75         | £20         |
| Regular bus/ coach                            | 0.39           | 0.30         | 0.08        | 0.01        | 0.7             | 0.5         | 0.2        | *          | £72                  | £61           | £10         | £1          |
| Sea/ air                                      | 1.76           | 1.08         | 0.45        | 0.06        | 3.7             | 2.2         | 1.0        | 0.1        | £551                 | £335          | £152        | £21         |
| Plane   | 1.65           | 1.02         | 0.43        | 0.05        | 3.4             | 2.0         | 0.9        | 0.1        | £534                 | £328          | £146        | £19         |
| Boat/ ship/ ferry                             | 0.11           | 0.05         | 0.02        | 0.01        | 0.3             | 0.2         | *          | *          | £18                  | £7            | £6          | £2          |
| <b>Personal transport</b>                     | <b>10.07</b>   | <b>8.36</b>  | <b>1.26</b> | <b>0.36</b> | <b>23.8</b>     | <b>18.7</b> | <b>3.8</b> | <b>0.9</b> | <b>£2,217</b>        | <b>£1,813</b> | <b>£286</b> | <b>£77</b>  |
| Car   | 9.97           | 8.28         | 1.24        | 0.36        | 23.5            | 18.5        | 3.8        | 0.8        | £2,196               | £1,799        | £279        | £77         |
| Car - own/ friend's/ firm's                   | 9.38           | 7.84         | 1.15        | 0.33        | 21.4            | 17.0        | 3.5        | 0.8        | £2,034               | £1,694        | £240        | £70         |
| Car - hired                                   | 0.59           | 0.44         | 0.10        | 0.03        | 2.1             | 1.5         | 0.3        | 0.1        | £162                 | £105          | £39         | £7          |
| Organised coach tour                          | 0.17           | 0.16         | 0.02        | -           | 0.6             | 0.6         | *          | -          | £25                  | £24           | £1          | -           |
| Other   | 1.32           | 1.03         | 0.22        | 0.08        | 3.1             | 2.3         | 0.6        | 0.1        | £256                 | £188          | £53         | £12         |
| <b>COUNTRY OF RESIDENCE</b>                   |                |              |             |             |                 |             |            |            |                      |               |             |             |
| England                                       | 14.06          | 11.89        | 1.47        | 0.50        | 32.6            | 26.3        | 4.5        | 1.1        | £3,143               | £2,564        | £419        | £99         |
| Scotland                                      | 1.80           | 0.95         | 0.77        | 0.03        | 4.2             | 2.2         | 1.7        | 0.1        | £440                 | £288          | £124        | £6          |
| Wales   | 0.81           | 0.61         | 0.08        | 0.08        | 1.9             | 1.4         | 0.2        | 0.1        | £162                 | £110          | £18         | £18         |
| Northern Ireland                              | 0.25           | 0.19         | 0.04        | 0.01        | 0.5             | 0.4         | 0.1        | *          | £141                 | £113          | £16         | £8          |
| <b>HOW TRIP BOOKED</b>                        |                |              |             |             |                 |             |            |            |                      |               |             |             |
| <b>Firm booking</b>                           | <b>9.29</b>    | <b>7.43</b>  | <b>1.38</b> | <b>0.32</b> | <b>20.6</b>     | <b>15.1</b> | <b>4.2</b> | <b>0.8</b> | <b>£2,347</b>        | <b>£1,840</b> | <b>£381</b> | <b>£61</b>  |
| High street or on-line travel agent           | 0.78           | 0.61         | 0.10        | 0.04        | 1.5             | 1.1         | 0.3        | 0.1        | £220                 | £153          | £50         | £7          |
| Directly with a tour operator                 | 0.36           | 0.29         | 0.06        | -           | 0.5             | 0.4         | 0.1        | -          | £80                  | £64           | £13         | -           |
| Directly with accommodation provider          | 6.13           | 4.82         | 0.96        | 0.25        | 12.9            | 9.7         | 2.3        | 0.7        | £1,556               | £1,245        | £226        | £48         |
| Directly with a transport provider            | 1.96           | 1.60         | 0.25        | 0.05        | 4.9             | 3.1         | 1.5        | 0.1        | £574                 | £451          | £82         | £8          |
| Directly with a Tourist Board / TIC           | 0.12           | 0.08         | 0.04        | -           | 0.2             | 0.1         | 0.1        | -          | £28                  | £13           | £14         | -           |
| Booked online                                 | 6.60           | 5.30         | 0.92        | 0.23        | 12.9            | 9.7         | 2.1        | 0.6        | £1,678               | £1,317        | £259        | £42         |
| Through some other source                     | 0.54           | 0.46         | 0.07        | -           | 1.9             | 1.7         | 0.2        | -          | £113                 | £91           | £21         | -           |
| <b>Did not make firm bookings before trip</b> | <b>5.67</b>    | <b>4.57</b>  | <b>0.77</b> | <b>0.26</b> | <b>14.0</b>     | <b>11.4</b> | <b>1.9</b> | <b>0.5</b> | <b>£1,104</b>        | <b>£879</b>   | <b>£151</b> | <b>£55</b>  |
| Don't Know                                    | 1.96           | 1.64         | 0.20        | 0.05        | 4.5             | 3.8         | 0.4        | 0.1        | £434                 | £355          | £45         | £15         |
| <b>WHETHER BOOKED ONLINE</b>                  |                |              |             |             |                 |             |            |            |                      |               |             |             |
| Booked online                                 | 6.60           | 5.30         | 0.92        | 0.23        | 12.9            | 9.7         | 2.1        | 0.6        | £1,678               | £1,317        | £259        | £42         |
| Not booked online                             | 10.32          | 8.34         | 1.43        | 0.40        | 26.2            | 20.6        | 4.4        | 0.8        | £2,207               | £1,757        | £318        | £89         |
| <b>PACKAGE TRIP</b>                           |                |              |             |             |                 |             |            |            |                      |               |             |             |
| Package trip                                  | 0.24           | 0.21         | 0.04        | -           | 0.6             | 0.5         | 0.1        | -          | £84                  | £76           | £8          | -           |
| Not a package trip                            | 16.56          | 13.33        | 2.32        | 0.62        | 38.3            | 29.6        | 6.5        | 1.3        | £3,779               | £2,979        | £569        | £130        |
| Don't Know                                    | 0.11           | 0.10         | -           | 0.01        | 0.3             | 0.2         | -          | *          | £22                  | £19           | -           | £1          |

| TABLE 2-4 – Business & Work Tourism       | BUSINESS TRIPS |              |             |             | BUSINESS NIGHTS |             |            |            | BUSINESS EXPENDITURE |               |             |             |
|---|----------------|--------------|-------------|-------------|-----------------|-------------|------------|------------|----------------------|---------------|-------------|-------------|
|   | UK             | England      | Scotland    | Wales       | UK              | England     | Scotland   | Wales      | UK                   | England       | Scotland    | Wales       |
|   | Millions       |              |             |             | Millions        |             |            |            | £ Millions           |               |             |             |
| BUSINESS & WORK TOURISM – 2009            | 17.95          | 15.03        | 2.05        | 0.68        | 42.2            | 33.6        | 5.8        | 2.0        | £4,336               | £3,516        | £601        | £138        |
| <b>BUSINESS &amp; WORK TOURISM – 2010</b> | <b>16.91</b>   | <b>13.64</b> | <b>2.36</b> | <b>0.62</b> | <b>39.1</b>     | <b>30.3</b> | <b>6.5</b> | <b>1.3</b> | <b>£3,885</b>        | <b>£3,074</b> | <b>£577</b> | <b>£131</b> |
| <b>TYPE OF LOCATION STAYED AT</b>         |                |              |             |             |                 |             |            |            |                      |               |             |             |
| Seaside                                   | 1.14           | 0.92         | 0.08        | 0.13        | 2.6             | 2.1         | 0.3        | 0.3        | £283                 | £243          | £14         | £23         |
| Large city / large town                   | 11.05          | 9.01         | 1.55        | 0.22        | 22.5            | 17.9        | 3.3        | 0.5        | £2,688               | £2,165        | £376        | £53         |
| Small town                                | 3.65           | 2.86         | 0.59        | 0.20        | 9.4             | 6.6         | 2.3        | 0.4        | £702                 | £495          | £161        | £39         |
| Countryside / village                     | 1.25           | 1.01         | 0.17        | 0.08        | 4.5             | 3.7         | 0.6        | 0.2        | £207                 | £170          | £25         | £12         |
| <b>MONTH TRIP STARTED</b>                 |                |              |             |             |                 |             |            |            |                      |               |             |             |
| January 2010                              | 1.13           | 0.91         | 0.17        | 0.03        | 2.2             | 1.7         | 0.3        | 0.1        | £211                 | £176          | £28         | £4          |
| February 2010                             | 1.23           | 1.02         | 0.13        | 0.07        | 2.6             | 2.2         | 0.2        | 0.1        | £257                 | £209          | £26         | £15         |
| March 2010                                | 2.04           | 1.60         | 0.31        | 0.07        | 4.6             | 3.3         | 0.9        | 0.3        | £538                 | £415          | £90         | £11         |
| April 2010                                | 1.54           | 1.20         | 0.21        | 0.02        | 3.3             | 2.2         | 0.6        | 0.1        | £355                 | £252          | £51         | £18         |
| May 2010                                  | 1.59           | 1.32         | 0.17        | 0.07        | 3.5             | 2.9         | 0.3        | 0.2        | £386                 | £325          | £37         | £10         |
| June 2010                                 | 1.33           | 1.05         | 0.21        | 0.05        | 3.8             | 2.0         | 1.6        | 0.1        | £281                 | £205          | £66         | £8          |
| July 2010                                 | 1.19           | 1.00         | 0.13        | 0.03        | 3.7             | 3.0         | 0.5        | 0.1        | £276                 | £232          | £33         | £6          |
| August 2010                               | 1.02           | 0.84         | 0.11        | 0.07        | 2.7             | 2.3         | 0.2        | 0.2        | £223                 | £175          | £27         | £21         |
| September 2010                            | 1.55           | 1.20         | 0.26        | 0.06        | 3.3             | 2.7         | 0.5        | 0.1        | £378                 | £291          | £67         | £13         |
| October 2010                              | 1.46           | 1.21         | 0.18        | 0.06        | 3.6             | 3.2         | 0.3        | 0.1        | £354                 | £295          | £48         | £11         |
| November 2010                             | 1.78           | 1.43         | 0.29        | 0.05        | 3.9             | 3.1         | 0.6        | 0.1        | £421                 | £336          | £68         | £8          |
| December 2010                             | 1.08           | 0.85         | 0.19        | 0.03        | 2.0             | 1.5         | 0.5        | *          | £203                 | £163          | £36         | £4          |
| <b>DURATION OF TRIP</b>                   |                |              |             |             |                 |             |            |            |                      |               |             |             |
| 1 night                                   | 8.65           | 7.15         | 1.06        | 0.28        | n/a             | n/a         | n/a        | n/a        | £1,532               | £1,252        | £197        | £47         |
| 2 nights                                  | 3.79           | 3.06         | 0.54        | 0.13        | n/a             | n/a         | n/a        | n/a        | £954                 | £765          | £144        | £29         |
| 3 nights                                  | 1.49           | 1.14         | 0.23        | 0.10        | n/a             | n/a         | n/a        | n/a        | £474                 | £371          | £60         | £39         |
| 4 nights                                  | 1.69           | 1.27         | 0.3         | 0.05        | n/a             | n/a         | n/a        | n/a        | £532                 | £399          | £92         | £11         |
| 5 nights                                  | 0.45           | 0.33         | 0.09        | 0.02        | n/a             | n/a         | n/a        | n/a        | £118                 | £81           | £33         | £1          |
| 6 nights                                  | 0.13           | 0.11         | 0.03        | -           | n/a             | n/a         | n/a        | n/a        | £19                  | £15           | £4          | -           |
| 7 nights                                  | 0.21           | 0.16         | 0.03        | 0.02        | n/a             | n/a         | n/a        | n/a        | £52                  | £37           | £14         | £1          |
| 1-3 nights                                | 13.93          | 11.35        | 1.83        | 0.51        | n/a             | n/a         | n/a        | n/a        | £2,960               | £2,388        | £401        | £115        |
| 4-7 nights                                | 2.48           | 1.87         | 0.45        | 0.09        | n/a             | n/a         | n/a        | n/a        | £721                 | £532          | £143        | £13         |
| 8+ nights                                 | 0.46           | 0.37         | 0.08        | 0.01        | n/a             | n/a         | n/a        | n/a        | £199                 | £150          | £32         | £3          |
| <b>Average duration of trip (nights)</b>  | <b>2.41</b>    | <b>2.34</b>  | <b>2.80</b> | <b>2.26</b> | <b>n/a</b>      | <b>n/a</b>  | <b>n/a</b> | <b>n/a</b> | <b>3.01</b>          | <b>2.72</b>   | <b>4.50</b> | <b>2.30</b> |
| <b>CHILDREN IN HOUSEHOLD</b>              |                |              |             |             |                 |             |            |            |                      |               |             |             |
| Yes                                       | 0.33           | 0.31         | 0.01        | 0.01        | 1.1             | 1.1         | *          | 0.1        | £18                  | £15           | £1          | £3          |
| No  | 16.58          | 13.33        | 2.35        | 0.61        | 38.0            | 29.2        | 6.5        | 1.3        | £3,867               | £3,060        | £576        | £128        |
| <b>SOCIO-ECONOMIC GROUP</b>               |                |              |             |             |                 |             |            |            |                      |               |             |             |
| AB (Professional and managerial)          | 7.84           | 6.37         | 1.11        | 0.23        | 14.5            | 11.8        | 2.1        | 0.3        | £1,933               | £1,562        | £273        | £48         |
| C1 (Clerical and supervisory)             | 5.63           | 4.60         | 0.69        | 0.25        | 13.4            | 9.8         | 2.8        | 0.5        | £1,266               | £986          | £186        | £56         |
| C2 (Skilled manual)                       | 2.80           | 2.12         | 0.46        | 0.13        | 8.9             | 6.8         | 1.4        | 0.4        | £580                 | £431          | £108        | £25         |
| DE (Unskilled, state pensioners etc.)     | 0.65           | 0.54         | 0.09        | 0.01        | 2.2             | 2.0         | 0.2        | 0.1        | £106                 | £95           | £9          | £2          |

| TABLE 2-4 – Business & Work Tourism | BUSINESS TRIPS |         |          |       | BUSINESS NIGHTS |         |          |       | BUSINESS EXPENDITURE |         |          |       |
|-------------------------------------|----------------|---------|----------|-------|-----------------|---------|----------|-------|----------------------|---------|----------|-------|
|                                     | UK             | England | Scotland | Wales | UK              | England | Scotland | Wales | UK                   | England | Scotland | Wales |
|                                     | Millions       |         |          |       | Millions        |         |          |       | £ Millions           |         |          |       |
| BUSINESS & WORK TOURISM – 2009      | 17.95          | 15.03   | 2.05     | 0.68  | 42.2            | 33.6    | 5.8      | 2.0   | £4,336               | £3,516  | £601     | £138  |
| BUSINESS & WORK TOURISM – 2010      | 16.91          | 13.64   | 2.36     | 0.62  | 39.1            | 30.3    | 6.5      | 1.3   | £3,885               | £3,074  | £577     | £131  |
| AGE OF RESPONDENT                   |                |         |          |       |                 |         |          |       |                      |         |          |       |
| 16-24                               | 1.15           | 0.95    | 0.12     | 0.08  | 4.8             | 3.3     | 1.2      | 0.2   | £195                 | £159    | £26      | £9    |
| 25-34                               | 3.14           | 2.66    | 0.33     | 0.08  | 6.9             | 5.9     | 0.8      | 0.1   | £778                 | £658    | £80      | £15   |
| 35-44                               | 5.28           | 4.13    | 0.83     | 0.22  | 11.3            | 8.9     | 1.7      | 0.4   | £1,289               | £1,000  | £212     | £52   |
| 45-54                               | 4.60           | 3.75    | 0.64     | 0.15  | 9.7             | 7.5     | 1.6      | 0.3   | £1,010               | £808    | £143     | £29   |
| 55-64                               | 2.27           | 1.79    | 0.37     | 0.08  | 5.2             | 3.8     | 1.1      | 0.2   | £501                 | £380    | £92      | £15   |
| 65+                                 | 0.47           | 0.37    | 0.06     | 0.03  | 1.2             | 0.9     | 0.1      | *     | £112                 | £69     | £24      | £11   |
| LIFECYCLE OF RESPONDENT             |                |         |          |       |                 |         |          |       |                      |         |          |       |
| Age 16-34, unmarried, no children   | 1.87           | 1.53    | 0.24     | 0.05  | 6.6             | 4.9     | 1.5      | 0.2   | £406                 | £330    | £56      | £6    |
| Age 16-34, married, no children     | 1.37           | 1.19    | 0.09     | 0.07  | 2.8             | 2.3     | 0.2      | 0.1   | £310                 | £273    | £16      | £8    |
| Age 16-34, married with children    | 1.05           | 0.89    | 0.12     | 0.04  | 2.3             | 2.0     | 0.3      | 0.1   | £257                 | £214    | £33      | £9    |
| Age 35-54, no children              | 5.01           | 4.01    | 0.81     | 0.13  | 10.3            | 8.0     | 1.7      | 0.2   | £1,142               | £886    | £187     | £38   |
| Age 35-54, with children            | 4.88           | 3.86    | 0.67     | 0.23  | 10.7            | 8.4     | 1.6      | 0.5   | £1,157               | £923    | £168     | £43   |
| Age 55+                             | 2.73           | 2.16    | 0.43     | 0.11  | 6.3             | 4.7     | 1.2      | 0.2   | £613                 | £448    | £116     | £26   |

# Table 2-5 – ALL TOURISM – DESTINATION & PURPOSE

This section provides a regional breakdown of tourism volume and value in England, Scotland and Wales in 2010.

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 2010             | Millions    |        |              | Millions     |        |              | Millions |        |              | Millions |        |              |
| <b>ENGLAND</b>                    |             |        |              |              |        |              |          |        |              |          |        |              |
| <b>ALL TOURISM – 2010</b>         | 96.38       | 288.1  | £16,210      | 62.02        | 207.5  | £11,241      | 36.22    | 97.7   | £3,543       | 13.64    | 30.3   | £3,074       |
| North East                        | 3.59        | 10.9   | £627         | 2.26         | 7.5    | £398         | 1.18     | 3.4    | £149         | 0.70     | 1.7    | £157         |
| North West                        | 12.52       | 34.5   | £2,260       | 8.89         | 26.5   | £1,693       | 3.97     | 10.7   | £442         | 1.60     | 2.7    | £361         |
| Yorkshire                         | 10.04       | 26.3   | £1,478       | 6.96         | 19.9   | £1,120       | 3.83     | 9.2    | £344         | 0.87     | 1.5    | £177         |
| West Midlands                     | 7.88        | 20.9   | £1,078       | 4.22         | 12.4   | £608         | 3.40     | 9.1    | £303         | 1.72     | 3.7    | £316         |
| East Midlands                     | 7.69        | 21.6   | £1,029       | 5.00         | 16.0   | £717         | 2.90     | 6.4    | £193         | 1.07     | 2.3    | £194         |
| East of England                   | 8.88        | 27.9   | £1,306       | 5.71         | 19.8   | £910         | 3.87     | 10.0   | £340         | 1.06     | 3.3    | £204         |
| London                            | 11.58       | 24.8   | £2,515       | 6.22         | 14.2   | £1,383       | 4.15     | 9.8    | £483         | 3.05     | 6.0    | £866         |
| South West                        | 19.22       | 73.8   | £3,606       | 13.97        | 59.7   | £2,936       | 5.90     | 18.0   | £590         | 1.76     | 4.8    | £383         |
| South East                        | 16.37       | 46.1   | £2,232       | 9.74         | 30.4   | £1,418       | 7.66     | 20.9   | £691         | 1.96     | 4.2    | £402         |
|                                   |             |        |              |              |        |              |          |        |              |          |        |              |
| <b>SCOTLAND</b>                   |             |        |              |              |        |              |          |        |              |          |        |              |
| <b>ALL TOURISM – 2010</b>         | 12.37       | 44.6   | £2,628       | 8.23         | 31.6   | £1,806       | 3.69     | 13.8   | £495         | 2.36     | 6.5    | £577         |
| Scotland – North                  | 2.93        | 12.0   | £664         | 1.98         | 8.8    | £460         | 0.84     | 3.4    | £110         | 0.66     | 1.8    | £149         |
| Scotland - West                   | 4.43        | 14.9   | £894         | 2.71         | 9.4    | £548         | 1.34     | 4.6    | £183         | 0.90     | 2.9    | £228         |
| Scotland – East                   | 4.11        | 12.8   | £863         | 2.87         | 9.3    | £620         | 1.26     | 4.5    | £167         | 0.72     | 1.6    | £184         |
| Scotland - South                  | 1.15        | 4.3    | £192         | 0.87         | 3.7    | £165         | 0.34     | 1.3    | £34          | 0.12     | 0.2    | £15          |
| Edinburgh                         | 1.96        | 5.2    | £491         | 1.25         | 3.6    | £337         | 0.51     | 1.7    | £86          | 0.52     | 0.9    | £122         |
| Glasgow                           | 1.75        | 4.0    | £365         | 0.82         | 2.1    | £160         | 0.53     | 1.6    | £83          | 0.61     | 1.2    | £151         |
|                                   |             |        |              |              |        |              |          |        |              |          |        |              |
| <b>WALES</b>                      |             |        |              |              |        |              |          |        |              |          |        |              |
| <b>ALL TOURISM - 2010</b>         | 8.69        | 32.9   | £1,450       | 6.92         | 28.0   | £1,204       | 2.16     | 7.4    | 250          | 0.62     | 1.3    | £131         |
| North Wales                       | 3.40        | 13.0   | £518         | 2.92         | 11.5   | £460         | 0.57     | 2.2    | 62           | 0.14     | 0.2    | £21          |
| Mid Wales                         | 1.59        | 6.5    | £269         | 1.31         | 5.6    | £242         | 0.40     | 1.5    | 37           | 0.08     | 0.2    | £12          |
| South West Wales                  | 1.84        | 7.3    | £330         | 1.46         | 6.4    | £278         | 0.45     | 1.4    | 62           | 0.13     | 0.3    | £21          |
| South East Wales                  | 1.68        | 4.8    | £284         | 1.09         | 3.4    | £185         | 0.72     | 2.2    | 86           | 0.27     | 0.6    | £67          |

# Appendix

## 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 UKTS 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)**

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).

## **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).

## **United Kingdom**

The United Kingdom as a destination in this survey includes England, Scotland, Wales, Northern Ireland, the Isle of Man and the Channel Islands.

## **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 -** (AILLST + 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 2010 UKTS data those values are given in the table below.

### Confidence limits of UKTS 2010 at the 95% level

|                  | Trips<br>% | Nights<br>% | Spend<br>% |
|------------------|------------|-------------|------------|
| UK               | 2.4%       | 2.9%        | 3.1%       |
| GB               | 2.4%       | 2.9%        | 3.1%       |
| England          | 2.6%       | 3.1%        | 3.4%       |
| Scotland         | 6.5%       | 9.2%        | 8.4%       |
| Wales            | 7.1%       | 8.5%        | 9.3%       |
| Northern Ireland | 15.0%      | 17.3%       | 18.6%      |

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 UK trips in 2010 will lie in the range of plus or minus 2.4% of the estimate on 95% of occasions.

## United Kingdom resident population

This table describes the characteristics of adults resident in the United Kingdom which formed the basis for the weighting of the sample survey.

### United Kingdom Adult Population

| TOTAL ADULT POPULATION           | 49762 |
|----------------------------------|-------|
| <b>Age by Sex</b>                |       |
| Male 16-24                       | 3639  |
| Male 25-34                       | 3986  |
| Male 35-44                       | 4540  |
| Male 45-54                       | 4114  |
| Male 55-64                       | 3611  |
| Male 65-74                       | 2418  |
| Male 75-84                       | 1486  |
| Male 85+                         | 410   |
| Female 16-24                     | 3516  |
| Female 25-34                     | 4026  |
| Female 35-44                     | 4646  |
| Female 45-54                     | 4226  |
| Female 55-64                     | 3758  |
| Female 65-74                     | 2636  |
| Female 75-84                     | 1995  |
| Female 85+                       | 755   |
| <b>Government Office Regions</b> |       |
| North East                       | 2095  |
| North West                       | 5611  |
| Yorkshire & Humber               | 4238  |
| East Midlands                    | 3610  |
| West Midlands                    | 4367  |
| East of England                  | 4618  |
| London                           | 6190  |
| South East                       | 6721  |
| South West                       | 4254  |

|                             |       |
|-----------------------------|-------|
| Wales                       | 2431  |
| Scotland                    | 4244  |
| Northern Ireland            | 1383  |
| <b>Social Grade</b>         |       |
| AB                          | 11418 |
| C1                          | 14145 |
| C2                          | 10514 |
| D                           | 7689  |
| E                           | 5996  |
| <b>Presence of Children</b> |       |
| Yes                         | 14187 |
| No                          | 35575 |
| <b>Car Ownership</b>        |       |
| 1                           | 21012 |
| 2+                          | 18445 |
| 0                           | 10305 |

The values above were derived from:

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

For information about UK Tourism, write to the nearest address below:

**Sharon Orrell**

*Head of Research & Intelligence*  
*VisitEngland*  
1 Palace Street  
London  
SW1E 5HE  
*Sharon.orrell@visitengland.org*

**Chris Greenwood**

*Senior Tourism Insight Manager*  
*VisitScotland*  
94 Ocean Drive  
Edinburgh  
EH6 6JH  
*chris.greenwood@visitscotland.com*

**Robert Lewis**

*Head of Research*  
*Visit Wales*  
QED Centre  
Treforest Estate  
Pontypridd  
Rhondda Cynon Taf  
CF37 5YR  
*robert.lewis@wales.gsi.gov.uk*

**Pamela Wilson**

*Research Manager*  
*Northern Ireland Tourist Board*  
St Anne's Court  
59 North Street  
Belfast  
BT1 1NB  
*P.Wilson@nitb.com*  
*028 9044 1559*

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



Produced by **TNS-RI Travel & Tourism**  
23 Alva Street  
Edinburgh  
EH2 4PS

The information contained in this report has been published in good faith on the basis of information supplied to VisitEngland, VisitScotland, Visit Wales and NITB. VisitEngland, VisitScotland, Visit Wales and NITB cannot guarantee the accuracy of information in this report and accept no responsibility for any error or misrepresentation. All liability for loss, disappointment, negligence or other damage caused by reliance on the information contained in this report for any other reason is hereby excluded.