



# The UK Tourist

## Statistics **2006**



## **Tourism Volumes and Values in 2006**

Tourism by residents of the United Kingdom in 2006: this report presents the principal findings of the United Kingdom Tourism Survey (UKTS).

The UKTS is jointly sponsored by the statutory tourist boards of England, Scotland, Northern Ireland and Visit Wales (the tourism Department of the Welsh Assembly 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:

VisitBritain  
VisitScotland  
Visit Wales  
Northern Ireland Tourist Board

© August 2007

Introduction	Page 2
Objectives	Page 2
Scope of this report	Page 3
Survey method	Page 3
This report	Page 4
2005 & 2006 comparisons	Page 5
Volume & values, May-Dec 2005 & 2006	Page 5
UKTS results in context	Page 8
2006 – full year summary	Page 10
<b>Table 1:</b> All tourism in the United Kingdom	Page 15
<b>Table 2:</b> Holiday tourism in the United Kingdom	
2a: Trips	Page 19
2b: Bednights	Page 23
2c: Expenditure	Page 27
<b>Table 3:</b> All tourism - destination & purpose	Page 31
<b>Table 4:</b> Business & work tourism in the United Kingdom	Page 32
<b>Table 5:</b> Visiting friends and relatives in the United Kingdom	Page 35
<b>Appendix:</b> Definition of terms used	Page 39
UK resident population	Page 41

## Introduction

This report is the seventeenth 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.

All information in the report comes from a face-to-face interview survey commissioned jointly by the national tourist boards of VisitBritain (VB), VisitScotland (VS), Northern Ireland Tourist Board (NITB) and Visit Wales (the tourism Department of the Welsh Assembly 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 (the tourism Department of the Welsh Assembly Government) 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 regarding the UKTS derived data on domestic tourism. Following a further extensive review, UKTS has now 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 now 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 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-week recall period covering the three preceding calendar months under the previous methodology
- The questions were first added to TNS's RSGB 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 for 2005 are not comparable with those from previous years. Therefore, this report focuses on the results of UKTS from 2005 onwards only.

Also, 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 presented in this report for 2005 is 'part-year' in nature – only covering the May-December period.

All of the 2006 data covers the full 12-month period however. We have undertaken some comparative analysis of data collected in 2005 and 2006 within this report – see later in this section. It does however focus on the May-December period in each year for ready comparison.

## 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 naturally lays great emphasis on the important holiday sector, this is not just a holiday survey. Also covered 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 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 were 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) those trips lasted
- 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 and Ireland, by any mode of transport, for any purpose, and staying in any type of accommodation. Those 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 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 used.

## 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 the 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' result of each year's UKTS run into thousands 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 address shown at the back of this report.

## Survey method

The UKTS survey is conducted continuously throughout the year, using face-to-face CAPI interviewing, as part of the TNS 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 involve at least one night away from home.

When such trips are reported, 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 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 the TNS master sample frame which divides the UK into 630 sample points.

The TNS omnibus operates on pairs of weeks. One week of the pair uses 143 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 a block of 160 addresses, taken from the Postcode Address File, is issued to achieve an adult sample of 15 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 parallel adults 16+ quotas of gender, working status and presence of children. All interviewers must leave 3 addresses between each successful interview.

On average 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing is not conducted during the two weeks either side of Christmas. The weighting procedures were 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' weekly RSGB Omnibus survey in May 2005, necessitated a review of the questionnaire to adapt it for CAPI use (Computer Assisted Personal Interviewing). In addition, the client group was keen to rationalise the length of the questionnaire and remove questions no longer deemed essential.

## This report

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 costs

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.

## 2005 and 2006 comparisons

TNS were initially commissioned to undertake UKTS in April 2005. Consequently, fieldwork did not begin until early May 2005 meaning that data on 2005 could only cover trips starting in the May-December period.

Consequently, when comparing 2006 data with that achieved in 2005, we are only able to make direct comparisons between the May-December periods from each year (see next section). A more detailed summary of full year data for 2006 follows in the subsequent section.

## Volumes & Values May-December 2005 & 2006

### Tourism Trips taken in the UK

There were overall declines in domestic tourism in the United Kingdom during the period from May to December 2006 compared with the same period in the previous year. Trips declined to 93.70 million (a decrease of just over 4%) whilst the decrease in terms of bednights was even larger (7%). Spending dropped from £16,439 million to £16,065 million – a decline of 2%, although it must be recognised that this does not take account of inflation – the decrease would be larger in ‘real terms’.

The average trip length decreased to 3.31 nights in the UK over the May-December 2006 period, whilst spend per trip was £171 and spend per night was £52.

Table 1 – Tourism Trips taken in the UK

	2005 (May-Dec)	2006 (May-Dec)	% Change
Trips (Millions)	97.77	<b>93.70</b>	-4.2%
Nights (Millions)	331.97	<b>309.93</b>	-6.6%
Spending (£Millions)	16439	<b>16065</b>	-2.3%
Av. Nights per trip	3.40	<b>3.31</b>	-2.6%
Av. Spend per trip	168	<b>171</b>	+2.0%
Av. Spend per night	50	<b>52</b>	+4.7%

In terms of trip purpose, holidays (including visits to friends and relatives while on holiday) represent the largest proportion of domestic tourism. Over May-December 2006, they accounted for 60.55 million of the 93.70 million trips across the UK. 1-3 night holidays were more common than 4+ night holidays (38.00 million and 22.56 million respectively). Visits to friends and relatives for non holiday purposes accounted for 17.21 million trips while business and work tourism accounted for just under 13 million trips over the period.

Compared with the equivalent period in 2005, the biggest decreases were in business/work tourism (-10%) and in 4+ night holidays (-7%).

Please note that Tables 2 – 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 2 – Purpose of Domestic Trips in the UK

	2005 (May-Dec)	2006 (May-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	97.77	<b>93.70</b>	-4.2%
Holiday	63.17	<b>60.55</b>	-4.1%
1-3 Nights	39.00	<b>38.00</b>	-2.6%
4+ nights	24.17	<b>22.56</b>	-6.7%
VFR	17.23	<b>17.21</b>	-0.1%
Business/work	14.43	<b>12.97</b>	-10.1%

The largest single ‘purpose of trip’ segment in terms of bednights is the 4+ night holiday market, accounting for just under 153 million bednights in 2006. As was the case in trip terms, comparing the May-December period

with the same period in the previous year, business/work tourism shows the largest decrease (a 17% decline in bednights) followed by 4+ holiday nights (-8%).

**Table 3 – Purpose of Domestic Nights in the UK**

	2005 (May-Dec)	2006 (May-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	331.97	<b>309.93</b>	-6.6%
Holiday	240.75	<b>226.19</b>	-6.0%
1-3 Nights	74.56	<b>73.38</b>	-1.6%
4+ nights	166.19	<b>152.81</b>	-8.1%
VFR	45.50	<b>43.68</b>	-4.0%
Business/work	37.42	<b>31.20</b>	-16.6%

In spending terms, as with bednights, 4+ night holidays are the largest purpose of trip segment, accounting for spend of almost £5.8 billion over the May-December 2006 period in the UK. 1-3 night holidays account for £5.1 billion value and business/work tourism accounts for £3.2 billion spend. Compared with May-December 2005, spending levels decreased across all purposes but were largest in business/work tourism (-6%) and in VFR tourism (-4%). Once again, it is important to emphasise that 2005 prices are in historic prices and have not been converted to take account of inflation.

**Table 4 – Purpose of Domestic Spend in the UK**

	2005 (May-Dec)	2006 (May-Dec)	% Change
Purpose	£Millions	£Millions	£Millions
Total	16439	<b>16065</b>	-2.3%
Holiday	10986	<b>10854</b>	-1.2%
1-3 Nights	5217	<b>5093</b>	-2.4%
4+ nights	5769	<b>5762</b>	-0.1%
VFR	1664	<b>1596</b>	-4.1%
Business/work	3380	<b>3189</b>	-5.7%

### Tourism Trips taken in England

The volume and value pattern for domestic tourism in England over May-December 2006 (as illustrated in Table 5 below) is very similar to that described for the UK as a whole. Once again, there were decreases 'across the board', although these were greatest in terms of bednights (-7%). Trips declined by 3.9% and spending by 3.1%. Average length of stay was around 3.2 nights – a 3.1% drop on the previous year. Average spend per trip

and per night increased by 1% and 4% respectively to £165 and £52 (historic prices).

**Table 5 – Tourism Trips taken in England**

	2005 (May-Dec)	2006 (May-Dec)	% Change
	Millions	Millions	Millions
Trips (Millions)	78.31	<b>75.24</b>	-3.9%
Nights (Millions)	255.40	<b>237.66</b>	-6.9%
Spending (£Millions)	12799	<b>12396</b>	-3.1%
Av. Nights per trip	3.26	<b>3.16</b>	-3.1%
Av. Spend per trip	163	<b>165</b>	+0.8%
Av. Spend per night	50	<b>52</b>	+4.1%

### 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 6 overleaf), accounting for 30.5 million of the 75.2 million domestic tourism trips over the May-December 2006 period. This segment showed a slight decrease on the May-December 2005 period (-2%) – a smaller decline than was evident for longer (4+ night) holidays (-9%). Business/work tourism trips decreased by the largest amount (-10%), however VFR non-holiday trips actually showed a slight increase over May-December 2005 (+2%).

**Table 6 – Purpose of Domestic Trips in England**

	2005 (May-Dec)	2006 (May-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	78.31	<b>75.24</b>	-3.9%
Holiday	49.62	<b>47.36</b>	-4.6%
1-3 Nights	31.07	<b>30.45</b>	-2.0%
4+ nights	18.55	<b>16.92</b>	-8.8%
VFR	14.58	<b>14.88</b>	+2.1%
Business/work	11.81	<b>10.68</b>	-9.6%

### Tourism Trips taken in Northern Ireland

The volume and value of UK tourism in Northern Ireland showed a more varied picture over the May-December 2006 period vis-à-vis the previous year (as illustrated in Table 7 below). Trips showed a slight increase of around 2% (1.80 million trips in total), whilst spending remained fairly static at £317 million for the same period in each year. Bednights however showed a fairly major decline (-10%), and this is reflected in the average trip length

which has decreased from 3.7 nights in 2005 to 3.2 nights in 2006. Average spend per trip has also decreased slightly, however daily spend increased by around 12%.

**Table 7 – Tourism Trips taken in Northern Ireland**

	2005 (May-Dec)	2006 (May-Dec)	% Change
Trips (Millions)	1.77	<b>1.80</b>	+1.7%
Nights (Millions)	6.50	<b>5.82</b>	-10.5%
Spending (£Millions)	317	<b>317</b>	NC
Av. Nights per trip	3.67	<b>3.23</b>	-12.0%
Av. Spend per trip	179	<b>176</b>	-1.7%
Av. Spend per night	49	<b>54</b>	+11.7%

#### Purpose of Domestic Trips in Northern Ireland

In terms of purpose of UK trip in Northern Ireland, the largest change compared with May-December during the previous year was in terms of VFR non-holiday tourism (as illustrated in Table 8) where there was a 77% increase in the number of trips recorded (4+ night holidays showed a large decrease (-24%) whilst there was a slight increase in the number of 1-3 night holiday trips reported (+6%)). Care should be taken when interpreting these results for Northern Ireland because of the relatively small sample sizes involved.

**Table 8 – Purpose of Domestic Trips in Northern Ireland**

	2005 (May-Dec)	2006 (May-Dec)	% Change
<b>Purpose</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>
Total	1.77	<b>1.80</b>	+1.7%
Holiday	1.33	<b>1.27</b>	-4.5%
1-3 Nights	0.83	<b>0.88</b>	+6.0%
4+ nights	0.51	<b>0.39</b>	-23.5%
VFR	0.17	<b>0.30</b>	+76.5%
Business/work	0.21	<b>0.19</b>	-9.5%

#### Tourism Trips taken in Scotland

In Scotland over the May-December 2006 period, there were fairly consistent decreases compared with the previous year in terms of trips, bednights and expenditure (-8%, -8% and -9% respectively). Consequently, average trip length and spending levels per trip and per night did not vary significantly from those recorded over the same period in 2005.

**Table 9 – Tourism Trips taken in Scotland**

	2005 (May-Dec)	2006 (May-Dec)	% Change
Trips (Millions)	10.47	<b>9.60</b>	-8.3%
Nights (Millions)	39.80	<b>36.58</b>	-8.1%
Spending (£Millions)	2285	<b>2075</b>	-9.2%
Av. Nights per trip	3.80	<b>3.81</b>	+0.2%
Av. Spend per trip	218	<b>216</b>	-1.0%
Av. Spend per night	57	<b>57</b>	-1.2%

#### Purpose of Domestic Trips in Scotland

In terms of trip purpose, the largest declines in Scotland relative to the same period in 2005 were in the non-holiday VFR segments – this decreased by around 18% compared to 1.25 million trips (as illustrated in Table 10 overleaf). Unlike the situation in the UK as a whole, 1-3 night holidays showed a larger decline than 4+ night holidays (-11% and -5% respectively).

**Table 10 – Purpose of Domestic Trips in Scotland**

	2005 (May-Dec)	2006 (May-Dec)	% Change
<b>Purpose</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>
Total	10.47	<b>9.60</b>	-8.3%
Holiday	6.86	<b>6.27</b>	-8.6%
1-3 Nights	3.88	<b>3.45</b>	-11.1%
4+ nights	2.98	<b>2.82</b>	-5.4%
VFR	1.52	<b>1.25</b>	-17.8%
Business/work	1.70	<b>1.62</b>	-4.7%

#### Tourism Trips taken in Wales

In terms of UK tourism to Wales over the May-December 2006 period, as in most parts of the UK, there were general decreases compared with the same period in the previous year (as illustrated in Table 11 below). Trips showed the largest drop (-5% to 7.7 million) although spending – in historic prices – also showed a significant decline (-3.5%). The number of bednights did not decrease at the same rate however (-1%), meaning that the average trip length actually increased by around 4%.

**Table 11 – Tourism Trips taken in Wales**

	2005 (May-Dec)	2006 (May-Dec)	% Change
Trips (Millions)	8.10	<b>7.68</b>	-5.2%
Nights (Millions)	30.27	<b>29.87</b>	-1.3%
Spending (£Millions)	1324	<b>1277</b>	-3.5%
Av. Nights per trip	3.74	<b>3.89</b>	+4.1%
Av. Spend per trip	163	<b>166</b>	+1.7%
Av. Spend per night	44	<b>43</b>	-2.3%

### Purpose of Domestic Trips in Wales

When purpose of trip to Wales is examined and compared with the May-December 2005 period, it is interesting to note that holiday tourism appears to have 'bucked the downward trend' of the other elements of domestic tourism in the Principality (as illustrated in Table 12). Long holiday (4+ night) trips have increased over the previous year by 3%, whilst there has been no discernable change in the number of 1-3 night trips taken. On the other hand, business/work tourism showed major declines (-29%) whilst VFR non-holiday tourism decreased by 18%.

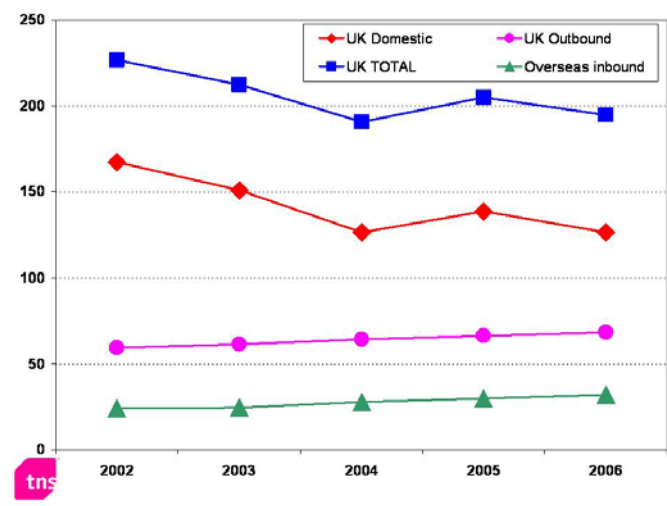
**Table 12 – Purpose of Domestic Trips in Wales**

	2005 (May-Dec)	2006 (May-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	8.10	<b>7.68</b>	-5.2%
Holiday	6.02	<b>6.09</b>	+1.2%
1-3 Nights	3.33	<b>3.33</b>	NC
4+ nights	2.69	<b>2.77</b>	+3.0%
VFR	1.00	<b>0.82</b>	-18.0%
Business/work	0.84	<b>0.60</b>	-28.6%

### UKTS results in context

From the discussion above, it will be apparent that UK domestic tourism showed some general decreases over the May-December 2006 period over the previous year. Although the absence of full year 2005 data makes it impossible to compare calendar year 2006 and 2005 as a whole, it is worthwhile examining some of the other data sources which help to put the UKTS results in a degree of context.

Figure 1 below compares UKTS data over a five year period (2002-2006 estimates) with data from the International Passenger Survey (IPS) which measures tourism by UK residents overseas and by overseas visitors into the UK. As the chart illustrates, whilst domestic tourism has exhibited a fairly steady decrease over this period, both overseas tourism into the UK, and tourism abroad by UK residents have both shown increases. **Figure 1 – Comparison of UK Domestic (UKTS) with UK Outbound (IPS)**



Whilst Figure 1 illustrated that overseas tourism into the UK and tourism abroad by UK residents had increased whilst domestic tourism had decreased, the different scales of data in each case made it difficult to see any clear patterns. In Figure 2, all of the 2002 data in each case has been indexed to a value of 100. Thus, it is more straightforward to identify patterns of movement from this date in a comparative sense.

Inbound overseas tourism has increased significantly – by over 30% over this period making this the best performing segment. However, it is interesting to compare the characteristics of UK residents' tourism: domestic tourism as measured by UKTS (red line) has decreased by almost 25%, but this has been balanced by an increase in UK residents' overseas tourism of around 15%. Given the relatively finite nature of holiday entitlement, this would tend to provide some evidence of a shift from domestic trips to overseas trips by UK residents over this period. The huge growth in European air routes by budget carriers over this period has increased access points to the UK, but at the same time has made overseas travel more accessible and less expensive than ever for UK residents.

**Figure 2 – Comparison of UK Domestic (UKTS) with UK Outbound (IPS), (2002 = 100)**

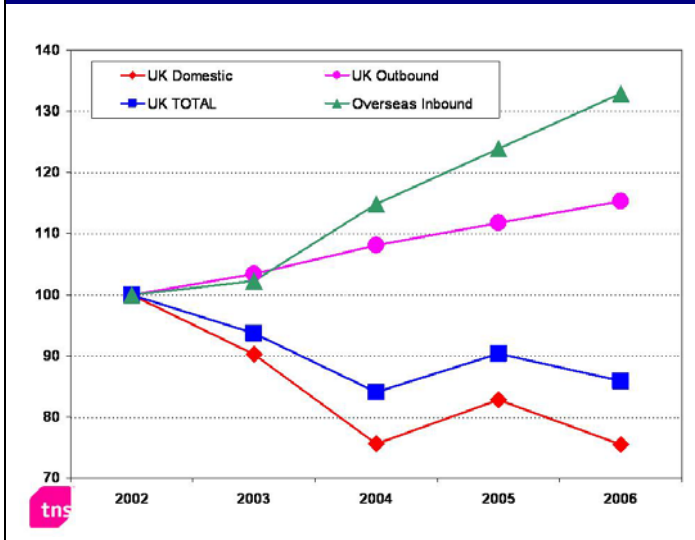
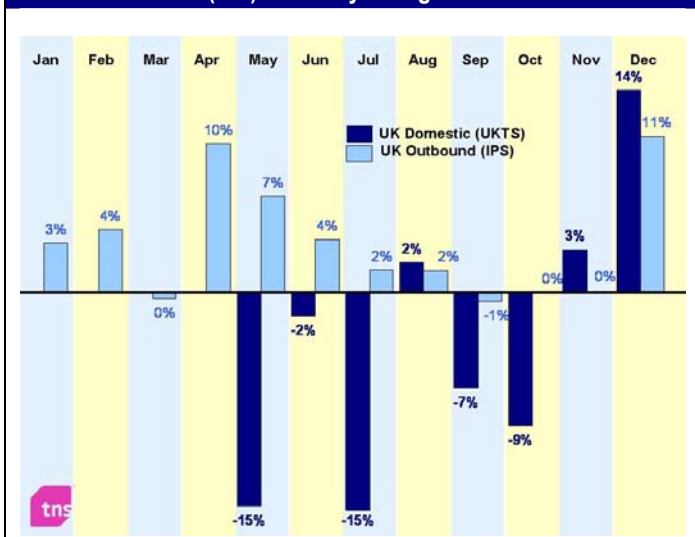


Figure 3 provides a month-by-month comparison of changes in the volume of domestic tourism trips in 2006 compared with the equivalent month in the previous year. Superimposed on this chart is equivalent data on UK residents' trips overseas.

Across the May-December period, only in 3 months was there an increase in domestic trips over 2005 – August, November and December. For trips overseas however, most months exhibited increases on the previous year. Interestingly, in the 3 months where domestic tourism performed better than the previous year, it also outperformed trips abroad by UK residents – again suggesting a relationship between domestic and outbound tourism.

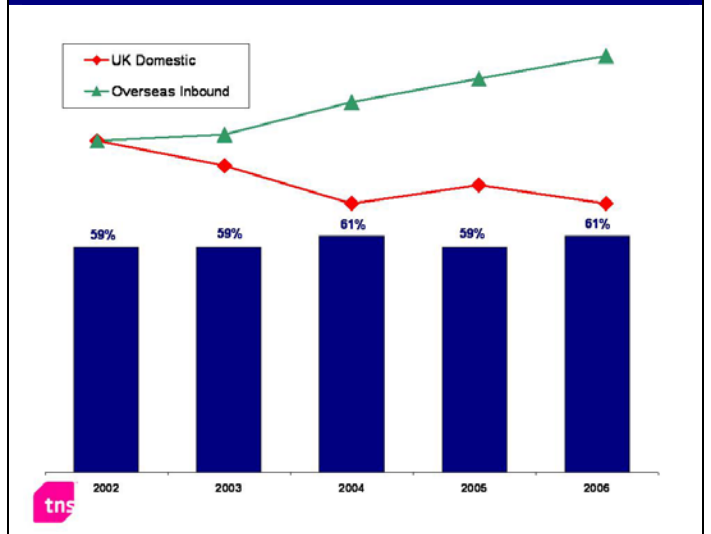
**Figure 3 – Comparison of UK Domestic (UKTS) with UK Outbound (IPS) - Monthly change – 2005 vs. 2006**



The final chart in this section maps serviced accommodation occupancy data for the UK as a whole

(Source: UK Occupancy Studies) against overall UK tourism volumes across the same 2002-2006 period as covered in Figures 1-3. This indicates a fairly static picture in terms of serviced occupancy – with data varying between 59% and 61% over this period, but no discernable trend in either direction. When overseas tourism to the UK 'change' is plotted (IPS) alongside 'UK tourism in the UK 'change' (UKTS), the two lines are travelling in opposite directions, but the net effect is to almost cancel each other out. Thus, consistently with UKOS findings, no discernable increase or decrease overall.

**Figure 4 – Comparison of UK Domestic, Overseas inbound and UK Occupancy – UK Annual Averages (UKOS)**



## 2006 – Full Year Summary

### Tourism volumes & values in 2006

In 2006, UK residents are estimated to have taken around 126 million trips of one night or more within the UK. These trips involved a total of 400 million nights away from home, resulting in an average tourism trip length of 3.17 nights per trip.

Tourism expenditure on these domestic trips was £21 billion, representing an average spending of £166 per trip and £52 per night away.

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

In 2006, the average UK resident:

- took 2.0 tourism trips of one night or more away within the UK
- spent 6.6 nights away on tourism trips in the UK
- spent £350 on domestic tourism trips.

## Tourism Destinations

This section looks in some detail at tourism in the UK, and contrasts the position of England, Northern Ireland, Scotland and Wales.

Of the 126 million trips taken in the UK in 2006, four-fifths (81%) were taken in England with just over 100 million trips. Scotland, with 13.3 million trips had an 11% share, Wales with 9.6 million trips had an 8% share, and Northern Ireland, with 2.4 million trips, had a 2% share.

**Table 12 – Tourism Trips in the UK by country**

Destination	Trips	
	Millions	Share of Trips
UK Total	126.29	100%
England	101.83	81%
Northern Ireland	2.38	2%
Scotland	13.28	11%
Wales	9.61	8%

Clearly, these shares are a reflection of the respective sizes of the different countries, so it is helpful to benchmark this pattern with that of the total population.

When the pattern of trips taken is compared with the pattern of population distribution, it can be seen that England's share of tourist trips (81%) is lower than its share of total population (84%). So, tourism in England is slightly below 'fair share'. Northern Ireland accounts for 3% of the UK population, but only 2% of the trips – it also receives lower than its fair share of domestic UK tourism.

In contrast, Scotland and Wales both have a higher share of tourism trips than of total population, so are slightly higher than 'fair share'.

**Table 13 – Tourism Trips compared with population**

Destination	Population:		Trips:	
	Millions	%	Millions	%
UK Total	60.21	100%	126.29	100%
England	50.43	84%	101.83	81%
Northern Ireland	2.96	3%	2.38	2%
Scotland	5.10	8%	13.28	11%
Wales	1.72	5%	9.61	8%

Source: Census 2001; 2003 based Population Projections for 2005  
BARB Establishment Survey

Tourism trips to Wales and Scotland tend to be longer than trips to England and Northern Ireland (3.8 and 3.6 nights respectively per trip for Scotland and Wales vs. 3.0 and 3.2 nights per trip respectively for trips to England and Northern Ireland). As a result, Scotland and Wales have higher shares of nights than trips.

**Table 14 – Tourism Nights in UK by country**

Destination	Nights	Share of Nights	Av. nights per trip
	Millions	%	No.
UK Total	400.07	100%	3.17
England	308.83	77%	3.03
Northern Ireland	7.64	2%	3.21
Scotland	47.16	12%	3.55
Wales	36.43	9%	3.79

Turning to spending, the average spend per trip is higher in Scotland than in England, Wales and Northern Ireland. Trips to Scotland have an average spending of £205, well above the UK average of £166. England, Wales and Northern Ireland have broadly similar 'per trip' spending levels - £159, £170 and £168 respectively.

The higher than average spending in Scotland is largely a reflection of the longer trip length that was discussed earlier. In addition however, the level of spending per night in Scotland is slightly above the UK average (£58 compared with the UK average of £52).

In contrast, the low average spend on trips in Wales is driven by a low level of spending per night (£45 per night compared with the UK average of £52).

**Table 15 – Tourism Spending in UK by country**

Destination	Spending	Share of Spending	Av. Spend per trip	Av. Spend per night
	£Million	%	£	£
UK Total	20965	100%	166	52
England	16212	77%	159	52
Northern Ireland	400	2%	168	52
Scotland	2720	13%	205	58
Wales	1633	8%	170	45

The end result is that Scotland and Wales both have a higher share of tourism spending compared with their population base. For both England and Northern Ireland

however, their respective shares of tourism by UK residents, on all measures, are below the population shares of each country.

## Purpose by Destination

This section looks at the primary purpose of tourism trips taken by UK residents within the UK in 2006 – holiday, visiting friends & relatives, and business & work.

It was noted earlier (table 12) that England is the destination for four-fifths (81%) of all UK trips, but that this is lower than their share of the population (84%). The same was the case for Northern Ireland (3% of the populations vs. 2% of the 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:

Firstly, holiday trips make up a greater percentage of all trips in Wales, and to a lesser extent Scotland than is the case in Northern Ireland or England (77%, 64%, 68% and 61% respectively). Holidays of 4 or more nights account for almost a third of Wales' trips (32%) and 27% of Scottish trips: yet for England and Northern Ireland the shares are 20% and 18% respectively. Short holidays of 1-3 nights' duration were especially common in Northern Ireland (50% of all trips) compared with only 37% in Scotland.

Business trips are much less prevalent in Wales – only 9% of domestic trips were for this purpose compared with 16% in England and 17% in Scotland. VFR non-holiday trips were slightly more prevalent in England and Northern Ireland than elsewhere (20% and 18% respectively) compared with 14% in Scotland and 12% in Wales.

Table 16 – Trips in UK by purpose

	England	Northern Ireland	Scotland	Wales
Purpose	Millions	Millions)	Millions	Millions)
Total	101.83	2.38	13.28	9.61
Holiday	62.24	1.61	8.51	7.36
1-3 nights	41.77	1.19	4.96	4.32
4+ nights	20.47	0.43	3.56	3.04
VFR	20.32	0.43	1.86	1.14
Business/work	16.00	0.29	2.27	0.86
Purpose	% Share	% Share	% Share	% Share
Total	100%	100%	100%	100%
Holiday	61%	68%	64%	77%
1-3 nights	41%	50%	37%	45%
4+ nights	20%	18%	27%	32%
VFR	20%	18%	14%	12%
Business/work	16%	12%	17%	9%

Turning now to bednights, there are similarities between the findings for trips and bednights across the different countries. We 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 and 3.6 nights respectively per trip for Scotland and Wales vs. 3.0 and 3.2 nights per trip respectively for trips to England and Northern Ireland). This longer average trip length comes largely from the higher share held by long holidays in Scotland and Wales.

Table 17 – Nights in UK by purpose

	England	Northern Ireland	Scotland	Wales
Purpose	Millions	Millions	Millions	Millions
Total	308.83	7.64	47.16	36.43
Holiday	212.53	5.36	33.05	29.37
1-3 nights	78.19	2.41	9.77	8.97
4+ nights	134.34	2.95	23.38	20.40
VFR	50.12	1.68	5.94	2.88
Business/work	36.57	0.53	6.09	2.89
Purpose	% Share	% Share	% Share	% Share
Total	100%	100%	100%	100%
Holiday	69%	70%	70%	81%
1-3 nights	25%	32%	21%	25%
4+ nights	43%	39%	50%	56%
VFR	16%	22%	13%	8%
Business/work	12%	7%	13%	8%

Table 18 illustrates how share of spending varies in each country by purpose of trip. The research findings reveal that spending follows a similar pattern to those described for trips and bednights (Tables 16 and 17 respectively).

Purpose	England	Northern Ireland	Scotland	Wales
	£Millions	£Millions	£Millions	£Millions
Total	16212	400	2720	1633
Holiday	10342	281	1779	1189
1-3 nights	5452	172	769	500
4+ nights	4891	109	1010	689
VFR	1789	51	181	112
Business/work	3621	64	679	279
Purpose	% Share	% Share	% Share	% Share
Total	100%	100%	100%	100%
Holiday	64%	70%	65%	73%
1-3 nights	34%	43%	28%	31%
4+ nights	30%	27%	37%	42%
VFR	11%	13%	7%	7%
Business/work	22%	16%	25%	17%

## 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 the trip-takers are resident.

Of the 126 million trips taken in the UK in 2006, 107 million were taken by English residents, 10.6 million by Scots, 6.2 million by Welsh residents and 2.8 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 just taking slightly more than their 'fair share' of all trips.

This is reflected in the number of trips taken by the average resident of each country. Residents of England took an average of 2.12 domestic trips in 2006 – a very slightly higher proportion than amongst Scots (2.08), Welsh residents (2.10) and the Northern Ireland residents (1.60).

	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Trips taken (Million)	126.29	106.73	2.75	10.59	6.23
Share of trips taken (%)	100%	85%	2%	8%	5%
Resident Population (Million)	60.21	50.43	1.72	5.1	2.96
Share of Population (%)	100%	84%	3%	8%	5%
Av. No. of Trips taken per resident	2.10	2.12	1.60	2.08	2.10

In terms of numbers of nights away, the Scots and the Welsh tended to take slightly more on average than the English or Northern Ireland residents (7.03, 6.96, 6.64 and 5.19 on average). There was less variation in terms of average spend on domestic tourism by origin, although Scots did spend slightly more on average than their English counterparts (£361 and £346 respectively).

	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Nights away (Million)	400.07	334.72	8.92	35.85	20.59
Av. No. of Nights taken per resident	6.64	6.64	5.19	7.03	6.96
Spending (£ Million)	20965	17465	610	1839	1052
Av. Spending per resident (£)	348	346	355	361	355

Looking at the relationship between the country of origin and the country of destination, the table below 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 21 – 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	126.29	106.73	2.75	10.59	6.23
England	101.83	92.80	0.96	4.00	4.07
N Ireland	2.38	0.84	1.35	0.18	0.01
Scotland	13.28	6.40	0.38	6.35	0.15
Wales	9.61	7.32	0.06	0.18	2.05

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 (60%), and the largest proportion of Northern Irish trips were taken in the Province (49%). A notable exception however was the Welsh – the majority of domestic trips taken by Welsh residents were in England (65%) – only a third were taken at home (33%).

**Table 22 – 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%	35%	38%	65%
N Ireland	2%	1%	49%	2%	-
Scotland	11%	6%	14%	60%	2%
Wales	8%	7%	2%	2%	33%

Another means of analysing this information is in terms of the region 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 explains England's important position as a domestic tourism generator for these other parts of the UK: 76% of visitors to Wales were from England, as were just under half of the trips made in Scotland (48%) and over a third of the trips in Northern Ireland (35%).

**Table 23– Destination of trip by residence (Share by Destination)**

Destination	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	%	%	%	%	%
UK Total	100%	85%	2%	8%	5%
England	100%	91%	1%	4%	4%
N Ireland	100%	35%	57%	8%	0%
Scotland	100%	48%	3%	48%	1%
Wales	100%	76%	1%	2%	21%

As illustrated in the tables 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, 89% of the nights and 88% of the spending on domestic trips taken in England
- In terms of trips in Northern Ireland, home residents account for 57% of trips, 44% of nights and 35% of domestic spending.
- For the Scots, the equivalent figures for trips in Scotland are 48% of trips, 40% of nights and 31% of spending
- And for the Welsh, the proportions are 21%, 18% and 16% 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 will stay and the higher your spending will 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 24 – 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	400.07	334.72	8.92	35.85	20.59
England	308.83	275.93	3.90	15.77	13.23
N Ireland	7.64	3.56	3.38	0.67	0.03
Scotland	47.16	26.44	1.25	18.82	0.66
Wales	36.43	28.79	0.39	0.59	6.67

**Table 25 – Destination of nights by residence (Share by Destination)**

Destination	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	%	%	%	%	%
UK Total	100%	84%	2%	9%	5%
England	100%	89%	1%	5%	4%
N Ireland	100%	47%	44%	9%	0%
Scotland	100%	56%	3%	40%	1%
Wales	100%	79%	1%	2%	18%

**Table 26 – Destination of spend by country of residence (£)**

Nights	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	£ Mill	£ Mill	£ Mill	£ Mill	£ Mill
UK Total	20965	17465	610	1839	1052
England	16212	14231	311	925	746
N Ireland	400	218	139	41	2
Scotland	2720	1710	136	830	44
Wales	1633	1306	24	43	259

**Table 27 – Destination of spend by residence (Share by Destination)**

Destination	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	%	%	%	%	%
UK Total	100%	83%	3%	9%	5%
England	100%	88%	2%	6%	5%
N Ireland	100%	55%	35%	10%	1%
Scotland	100%	63%	5%	31%	2%
Wales	100%	80%	1%	3%	16%

Finally, the table below presents an interesting analysis of the extent to which 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.

As can be seen below, 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 28 – Net Gains/Losses of Domestic Tourism**

Purpose	Trips	Nights	Spend
	Millions	Millions	£Millions
England	- 4.90m	- 25.89m	- £1253m
Northern Ireland	- 0.37m	- 1.28m	- £210m
Scotland	+ 2.69m	+ 11.31m	+ £881m
Wales	+ 3.38m	+ 15.84m	+ £581m

## Table 1 – ALL TOURISM IN THE UNITED KINGDOM

- UK residents took an estimated 126 million trips in the UK in 2006, representing 400 million bed nights and £21 billion in spending.
- Holidays are the main purpose of trips taken (63% of all trips) and are even more important in terms of nights (70%) and spending (65%).
- Visits to friends and relatives (VFR) for mainly holiday trips account for nearly one in five trips (19%) but are less important in terms of nights away (15%) and spending (10%).
- Business and work is the main purpose in one in seven trips (15%) accounting for slightly over one in ten nights (12%). These are higher spending trips, accounting for just over a fifth (22%) of all tourism spending.
- Friends' and relatives' homes are a widely used type of accommodation accounting for four in ten of all trips (41%). 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 (21%) of spending on all tourism trips.
- Rented accommodation is used on just over half of trips (53%), but these trips represent a much higher share of spending (74%).
- Rented accommodation is mainly serviced (35% of trips) where trips tend to be shorter in duration (25% of nights) but higher spending (52%). Hotels, motels and guest houses are the principal types of serviced accommodation used (31% of trips, 22% of nights, 46% of spending).
- Self catering rented accommodation is used less in terms of trips (16%), but these trips are longer (24% of nights) and slightly above average in spending (19%).
- The car is the dominant form of transport with 74% 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 in under half of all trips (45%), but this reflects the high level of staying at friends and relatives' homes and using personal transport, where formal booking is not relevant.
- The main type of location stayed at is large cities/large towns (39%), followed by small towns (24%), the seaside (21%) and countryside/villages (19%).
- Short trips of 1-3 nights are the most frequent type of trip (72% of trips) – and these tend to be of one or two nights' duration rather than three nights. They are also relatively high spending per night and account for over half of all spending (58%).

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
<b>ALL TOURISM – 2006</b>	<b>126.29</b>	<b>101.83</b>	<b>13.28</b>	<b>9.61</b>	<b>400.1</b>	<b>308.8</b>	<b>47.2</b>	<b>36.4</b>	<b>20,965</b>	<b>16,212</b>	<b>2,720</b>	<b>1,633</b>
<b>PURPOSE</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Leisure</b>	<b>81</b>	<b>81</b>	<b>78</b>	<b>88</b>	<b>85</b>	<b>85</b>	<b>83</b>	<b>89</b>	<b>75</b>	<b>75</b>	<b>72</b>	<b>80</b>
<b>Holiday (total)</b>	<b>63</b>	<b>61</b>	<b>64</b>	<b>77</b>	<b>70</b>	<b>69</b>	<b>70</b>	<b>81</b>	<b>65</b>	<b>64</b>	<b>65</b>	<b>73</b>
Holiday / pleasure / leisure	42	40	45	62	49	47	48	69	52	51	53	64
Visiting friends & relatives – mainly holiday	21	21	19	14	21	21	22	12	13	13	12	9
Visiting friends & relatives – mainly other	19	20	14	12	15	16	13	8	10	11	7	7
<b>Visiting friends or relatives (total)</b>	<b>39</b>	<b>41</b>	<b>33</b>	<b>26</b>	<b>36</b>	<b>38</b>	<b>34</b>	<b>20</b>	<b>23</b>	<b>24</b>	<b>19</b>	<b>15</b>
<b>Business (total)</b>	<b>16</b>	<b>16</b>	<b>18</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>14</b>	<b>9</b>	<b>23</b>	<b>23</b>	<b>26</b>	<b>19</b>
<b>Business travel</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>9</b>	<b>12</b>	<b>12</b>	<b>13</b>	<b>8</b>	<b>22</b>	<b>22</b>	<b>25</b>	<b>17</b>
To attend a conference	2	2	2	1	1	1	1	1	2	2	4	1
To attend an exhibition/trade show	1	1	*	*	*	*	*	*	1	1	1	1
To do paid work/on business	13	14	15	8	10	10	11	7	19	20	21	16
Travel/transport is my work	1	1	1	1	1	*	1	1	1	1	1	2
School trip	*	*	1	-	*	*	1	-	*	*	*	-
<b>Other reason</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>*</b>	<b>*</b>	<b>*</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>COUNTRY OF RESIDENCE</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
England	85	91	48	76	84	89	56	79	83	88	63	80
Scotland	8	4	48	2	9	5	40	2	9	6	31	3
Wales	5	4	1	21	5	4	1	18	5	5	2	16
Northern Ireland	2	1	3	1	2	1	3	1	3	2	5	1

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
	126.29	101.83	13.28	9.61	400.1	308.8	47.2	36.4	20,965	16,212	2,720	1,633
ALL TOURISM – 2006	%	%	%	%	%	%	%	%	%	%	%	%
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
<b>Rented Accommodation total</b>	<b>53</b>	<b>52</b>	<b>59</b>	<b>57</b>	<b>52</b>	<b>52</b>	<b>53</b>	<b>56</b>	<b>74</b>	<b>73</b>	<b>77</b>	<b>73</b>
<b>Serviced rented accommodation</b>	<b>35</b>	<b>35</b>	<b>43</b>	<b>28</b>	<b>25</b>	<b>26</b>	<b>29</b>	<b>20</b>	<b>52</b>	<b>53</b>	<b>56</b>	<b>42</b>
Hotel/motel/guesthouse	31	31	38	23	22	22	24	17	46	47	49	37
Farmhouse	*	*	1	1	1	1	1	1	1	1	2	1
Bed & Breakfast	4	4	5	5	3	3	4	3	5	5	5	5
Holiday camp/village – serviced	1	1	*	*	1	1	*	*	1	1	*	*
<b>Self-catering rented accommodation</b>	<b>16</b>	<b>15</b>	<b>15</b>	<b>28</b>	<b>24</b>	<b>24</b>	<b>21</b>	<b>35</b>	<b>19</b>	<b>18</b>	<b>17</b>	<b>30</b>
Rented flat/ apartment	1	1	2	2	2	2	3	3	2	2	2	2
House/ chalet/ villa/ bungalow/ cottage	3	3	4	6	6	6	7	10	6	6	8	11
Holiday camp/ village - self catering	1	1	*	1	2	2	1	2	2	2	1	2
Camping	4	4	3	7	4	4	2	6	2	2	2	4
Caravan- towed	3	3	3	6	5	5	4	7	3	2	2	4
Caravan- static not owned	3	3	2	6	5	4	3	8	4	4	2	7
<b>Other types of accommodation</b>	<b>48</b>	<b>49</b>	<b>46</b>	<b>47</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>44</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>27</b>
Friends'/relatives' home	41	43	36	30	39	41	36	24	21	22	18	15
Own second home / timeshare	1	1	2	3	2	1	4	4	1	1	2	2
Caravan – static owned	3	2	3	9	4	3	2	12	2	2	1	6
Hostel / university / school	2	2	3	1	2	2	4	1	2	1	4	1
Boat	*	*	*	1	1	1	*	1	1	*	*	1
Sleeper cab of lorry / truck	*	*	1	1	*	*	1	*	*	*	1	1
Other / transit	1	1	1	2	2	2	3	2	1	1	1	1
MAIN MODE OF TRANSPORT USED	%	%	%	%	%	%	%	%	%	%	%	%
<b>Public transport</b>	<b>20</b>	<b>19</b>	<b>30</b>	<b>10</b>	<b>20</b>	<b>19</b>	<b>29</b>	<b>9</b>	<b>24</b>	<b>22</b>	<b>38</b>	<b>12</b>
Train	12	12	12	6	11	12	11	6	13	14	14	6
Regular bus/ coach	3	3	6	1	4	4	6	1	3	3	4	2
Sea/ air	5	3	12	3	5	4	12	2	8	5	20	4
Plane	4	3	11	2	5	3	11	2	7	5	19	3
Boat/ ship/ ferry	*	*	1	*	*	*	1	*	1	*	1	*
<b>Personal transport</b>	<b>75</b>	<b>76</b>	<b>63</b>	<b>84</b>	<b>75</b>	<b>76</b>	<b>64</b>	<b>85</b>	<b>70</b>	<b>71</b>	<b>55</b>	<b>80</b>
Car	74	75	62	83	74	75	61	84	69	71	53	79
Car - own/ friend's/ firm's	73	73	61	81	72	73	60	83	67	69	52	76
Car - hired	1	1	1	2	1	2	1	1	2	2	1	3
Motorised caravan/ camper/ dormobile	1	1	1	1	1	1	2	2	1	1	1	1
Motor cycle	*	*	*	*	*	*	*	*	*	*	*	*
Bicycle	*	*	-	*	*	*	-	*	*	*	-	*
Others	5	5	7	5	5	5	7	5	6	6	7	7
Organised coach tour	2	2	3	3	3	2	4	3	3	3	4	5
Hitch-hiking (in any vehicle)	*	-	-	*	*	-	-	*	*	-	-	*
Walked/ on foot	*	*	*	*	*	*	*	*	*	*	*	-
Lorry/ truck/ van	1	1	2	2	1	1	2	1	1	1	1	2

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
<b>ALL TOURISM – 2006</b>	126.29	101.83	13.28	9.61	400.1	308.8	47.2	36.4	20,965	16,212	2,720	1,633
<b>MAIN MODE OF TRANSPORT CONTINUED</b>	%	%	%	%	%	%	%	%	%	%	%	%
Minibus	1	1	1	1	1	1	1	1	*	1	*	*
Other	*	*	*	*	*	*	1	*	*	*	*	*
<b>HOW TRIP BOOKED</b>	%	%	%	%	%	%	%	%	%	%	%	%
<b>Firm booking</b>	45	44	50	43	47	47	52	41	60	60	64	51
High street or on-line travel agent	3	3	4	3	3	3	4	3	5	5	7	5
Directly with a tour operator	4	4	5	4	5	5	5	5	6	6	8	5
Directly with accommodation provider	26	26	25	27	25	26	24	24	35	36	29	32
Directly with a transport provider	8	8	14	4	9	8	15	4	10	9	18	4
Directly with a Tourist Board / TIC	1	1	1	1	1	1	1	1	1	1	2	2
Booked online	20	19	25	15	20	19	26	14	28	27	33	18
Through some other source	4	4	4	4	4	4	5	5	4	4	4	5
<b>Did not make firm bookings before trip</b>	46	47	41	48	44	44	40	50	31	31	26	38
Don't Know	9	9	9	8	9	9	9	9	9	9	10	10
<b>WHETHER BOOKED ONLINE</b>	%	%	%	%	%	%	%	%	%	%	%	%
Booked online	20	19	25	15	20	19	26	14	28	27	33	18
Not booked online	80	81	75	85	80	81	74	86	72	73	67	82
<b>PACKAGE TRIP</b>	%	%	%	%	%	%	%	%	%	%	%	%
Package trip	5	5	6	4	5	5	6	5	8	8	7	9
Not a package trip	95	95	93	95	94	94	93	95	92	92	92	90
Don't Know	1	1	1	1	1	1	1	*	*	*	*	1
<b>TYPE OF LOCATION STAYED AT</b>	%	%	%	%	%	%	%	%	%	%	%	%
Seaside	21	20	13	41	28	27	15	46	23	23	11	40
Large city / large town	39	40	44	15	31	32	36	12	41	42	45	22
Small town	24	24	26	22	22	22	25	18	20	19	22	19
Countryside / village	19	18	23	25	20	19	24	24	16	15	22	20
<b>MONTH TRIP STARTED</b>	%	%	%	%	%	%	%	%	%	%	%	%
January 2006	5	5	5	4	4	4	4	5	5	5	5	9
February 2006	6	6	7	5	5	5	5	3	5	5	6	4
March 2006	6	6	6	3	6	6	5	3	5	6	6	2
April 2006	9	9	9	8	8	8	8	7	8	8	8	7
May 2006	8	8	8	11	8	8	8	10	9	9	10	10
June 2006	10	9	10	12	9	9	9	11	9	10	8	9
July 2006	11	10	10	13	14	13	15	18	12	12	11	16
August 2006	13	12	12	16	16	16	16	21	15	14	16	17
September 2006	8	8	9	8	8	8	9	8	9	10	9	8
October 2006	8	8	9	8	7	7	8	6	8	8	8	8
November 2006	7	7	6	5	5	5	5	3	6	7	6	3
December 2006	10	10	9	7	9	10	8	5	8	8	9	6

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
	126.29	101.83	13.28	9.61	400.1	308.8	47.2	36.4	20,965	16,212	2,720	1,633
<b>ALL TOURISM – 2006</b>												
<b>DURATION OF TRIP</b>	%	%	%	%	%	%	%	%	%	%	%	%
1 night	30	32	25	18	n/a	n/a	n/a	n/a	19	21	17	11
2 nights	27	27	24	28	n/a	n/a	n/a	n/a	24	24	20	21
3 nights	14	14	15	17	n/a	n/a	n/a	n/a	15	15	14	13
4 nights	9	9	12	10	n/a	n/a	n/a	n/a	12	12	13	11
5 nights	4	4	6	5	n/a	n/a	n/a	n/a	6	6	8	5
6 nights	3	3	4	5	n/a	n/a	n/a	n/a	4	4	4	5
7 nights	6	6	6	11	n/a	n/a	n/a	n/a	10	9	9	17
8 nights	1	1	2	1	n/a	n/a	n/a	n/a	2	2	2	1
9 nights	1	1	*	1	n/a	n/a	n/a	n/a	1	1	1	*
10 nights	1	1	1	1	n/a	n/a	n/a	n/a	1	1	2	1
11-13 nights	1	1	1	1	n/a	n/a	n/a	n/a	1	1	3	1
14 nights	1	1	2	2	n/a	n/a	n/a	n/a	3	2	5	4
15-17 nights	*	*	*	*	n/a	n/a	n/a	n/a	1	1	*	1
18 or more nights	1	1	1	1	n/a	n/a	n/a	n/a	1	1	2	9
<b>TOTAL – 1-3 nights</b>	<b>72</b>	<b>73</b>	<b>64</b>	<b>63</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>58</b>	<b>60</b>	<b>51</b>	<b>45</b>
<b>TOTAL – 4+ nights</b>	<b>28</b>	<b>27</b>	<b>36</b>	<b>37</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>43</b>	<b>40</b>	<b>49</b>	<b>55</b>
<b>Average duration of trip (nights)</b>	<b>3.17</b>	<b>3.07</b>	<b>3.65</b>	<b>3.92</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
<b>CHILDREN IN HOUSEHOLD</b>	%	%	%	%	%	%	%	%	%	%	%	%
Yes	33	33	33	35	33	33	29	35	29	30	25	28
No	67	67	67	65	67	67	71	65	71	70	75	72
<b>SOCIO-ECONOMIC GROUP</b>	%	%	%	%	%	%	%	%	%	%	%	%
AB (Professional and managerial)	34	34	33	32	32	32	33	32	38	38	37	38
C1 (Clerical and supervisory)	32	32	32	31	31	31	31	29	32	32	32	31
C2 (Skilled manual)	17	17	17	19	17	17	16	19	16	16	16	18
DE (Unskilled, state pensioners etc.)	17	17	18	19	20	20	21	21	14	13	14	17
<b>AGE OF RESPONDENT</b>	%	%	%	%	%	%	%	%	%	%	%	%
16-24	13	13	11	12	13	13	11	13	12	12	10	18
25-34	18	19	18	15	16	17	16	13	18	18	18	13
35-44	25	25	27	26	24	23	24	26	24	24	25	23
45-54	17	17	17	16	16	16	15	15	20	20	19	15
55-64	14	14	14	16	15	15	16	15	16	15	16	16
65+	12	12	14	14	17	16	18	19	11	11	12	15
<b>LIFECYCLE OF RESPONDENT</b>	%	%	%	%	%	%	%	%	%	%	%	%
Age 16-34, unmarried, no children	15	16	14	12	14	14	13	12	15	15	15	19
Age 16-34, married, no children	6	6	6	5	5	5	5	4	7	7	7	4
Age 16-34, with children	10	10	9	10	11	11	9	10	8	8	6	7
Age 35-54, no children	19	19	21	19	17	17	20	16	23	23	26	18
Age 35-54, with children	23	23	23	24	22	22	20	25	21	21	19	20
Age 55+	26	26	27	30	32	31	34	34	27	26	28	31

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

- UK residents took 79 million holiday trips in the UK in 2006, representing 280 million nights and almost £14 billion in spending.
- Friends' or relatives' homes are widely used for holidays, accounting for over one third of trips (38%). They are more often used for short holidays of 1-3 nights (41%) than for long holidays of 4 nights or more (34%).
- The rented sector covers nearly three in five holiday trips (56%), with its share being higher for long trips (62%) than for short trips (52%). But the pattern is very different between the serviced rented sector (principally hotels) and self-catering (mainly cottages and caravans).
- Serviced rented accommodation covers nearly one-third of holiday trips (31%) but tends to be used more for short trips (36%) than for long trips (21%). In contrast, self-catering which also covers 31% of holiday trips is more often used on long holidays (41%) than on short holidays (14%).
- The car is the dominant mode of transport used for the longest part of the journey to the destination (78%). Public transport is used for 17% of holiday trips.
- Firm bookings were made before going in just under half of holiday trips (48%) and even more so on longer holidays (55%). This reflects the widespread use of friends' and relatives' homes and of private cars where formal booking is not relevant.
- Holiday trips are taken at a wide range of locations – in large cities and towns (31% of all holiday trips), at the seaside (28%) with small towns and the countryside/villages both accounting for 22% respectively.
- Large cities and towns are more popular for short trips where they are clearly the leading type of location (33% of all short holiday trips). In contrast, the seaside is more popular for long holiday trips (41% of all long holidays).
- Short holidays of 1-3 nights account for two thirds of all short holiday trips (66%), with 2 nights being the most popular duration (28% of all trips). Even among the long holidays of 4+ nights, these are mainly of 4-7 nights. Holidays of 8+ nights represent nearly one-fifth of all holiday trips (18%).

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
<b>HOLIDAY TRIPS – 2006</b>	79.21	62.24	8.51	7.36	52.11	41.77	4.96	4.32	27.10	20.47	3.56	3.04
<b>ACCOMMODATION USED</b>	%	%	%	%	%	%	%	%	%	%	%	%
<b>Rented Accommodation total</b>	56	55	60	60	52	52	59	56	62	62	62	67
<b>Serviced rented accommodation</b>	31	31	38	25	36	36	43	30	21	20	30	17
Hotel/motel/guesthouse	26	27	33	20	31	31	39	24	17	17	26	13
Farmhouse	1	1	1	*	*	*	*	*	1	1	1	*
Bed & Breakfast	4	4	5	5	5	5	4	5	3	3	6	3
Holiday camp/village – serviced	1	1	*	*	*	1	*	*	1	1	*	-
<b>Self-catering rented accommodation</b>	31	31	38	25	14	13	14	24	41	41	32	51
Rented flat/ apartment	2	2	2	2	1	1	1	1	4	3	4	4
House/ chalet/ villa/ bungalow/ cottage	5	4	7	8	2	1	3	3	12	11	12	15
Holiday camp/ village - self catering	2	2	1	2	1	1	*	1	4	5	1	3
Camping	5	5	4	9	5	5	5	10	5	5	3	8
Caravan- towed	5	5	4	7	4	3	3	6	8	8	6	8
Caravan- static not owned	4	4	3	7	2	2	1	3	9	9	6	13
<b>Other types of accommodation</b>	48	48	47	42	45	47	37	34	44	44	48	37
Friends'/relatives' home	38	40	38	25	41	43	34	29	34	35	37	21
Own second home / timeshare	2	1	2	2	1	1	2	2	2	2	3	3
Caravan – static owned	5	4	4	12	1	1	*	1	5	4	3	10
Hostel / university / school	1	1	2	1	*	*	*	*	1	1	3	*
Boat	1	1	*	1	1	1	*	1	1	1	-	1
Sleeper cab of lorry / truck	*	*	-	-	*	*	-	-	-	-	-	-
Other / transit	1	1	1	1	1	1	1	1	1	1	2	2

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
	79.21	62.24	8.51	7.36	52.11	41.77	4.96	4.32	27.10	20.47	3.56	3.04
HOLIDAY TRIPS – 2006	%	%	%	%	%	%	%	%	%	%	%	%
MAIN MODE OF TRANSPORT USED	%	%	%	%	%	%	%	%	%	%	%	%
Public transport	17	16	25	8	17	16	27	7	16	16	22	8
Train	10	11	11	5	11	11	12	5	8	9	8	5
Regular bus/ coach	3	3	5	1	3	3	6	1	3	4	4	1
Sea/ air	4	3	9	2	3	2	9	2	4	3	9	2
Plane	3	2	8	1	3	2	8	2	4	3	8	1
Boat/ ship/ ferry	*	*	1	*	*	*	1	*	1	*	1	*
Personal transport	79	79	69	88	80	80	69	89	78	79	69	86
Car	78	78	67	86	78	79	68	87	77	77	67	84
Car - own/ friend's/ firm's	77	78	66	85	78	78	67	85	75	76	65	84
Car - hired	1	1	1	1	1	1	1	1	1	1	2	1
Motorised caravan/ camper/ dormobile	1	1	1	2	1	1	1	1	16	16	22	8
Motor cycle	*	*	*	*	*	*	*	1	8	9	8	5
Bicycle	*	*	-	*	*	*	-	*	3	4	4	1
Others	4	4	6	4	3	3	4	3	6	6	9	6
Organised coach tour	3	3	5	3	2	2	3	2	5	5	7	4
Hitch-hiking (in any vehicle)	*	-	-	*	*	-	-	*	-	-	-	-
Walked/ on foot	*	*	*	-	*	*	*	-	*	*	*	-
Lorry/ truck/ van	*	*	*	1	*	*	-	1	*	*	*	
Minibus	1	1	1	*	1	1	*	*	*	*	*	*
Other	*	*	*	*	*	*	1	-	*	*	*	*
HOW TRIP BOOKED	%	%	%	%	%	%	%	%	%	%	%	%
Firm booking	48	48	52	46	44	44	50	42	55	56	55	53
High street or on-line travel agent	3	3	3	4	3	3	3	3	3	3	3	4
Directly with a tour operator	5	5	6	5	3	3	5	2	9	9	8	9
Directly with accommodation provider	27	28	27	29	27	27	27	30	28	29	27	29
Directly with a transport provider	8	8	13	4	8	7	14	3	8	8	12	4
Directly with a Tourist Board / TIC	1	1	1	1	1	1	1	1	1	1	2	2
Booked online	20	20	23	16	20	20	23	15	21	21	24	16
Through some other source	4	4	4	5	4	4	3	3	5	5	6	7
Did not make firm bookings before trip	44	44	38	46	48	48	40	51	36	35	36	38
Don't Know	8	8	10	8	8	8	10	7	9	9	9	9
PACKAGE TRIP	%	%	%	%	%	%	%	%	%	%	%	%
Package trip	6	6	6	8	4	4	7	3	2	9	9	11
Not a package trip	94	93	94	91	95	95	92	95	98	91	91	89
Don't Know	1	1	1	1	1	1	1	1	-	*	*	1

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
	79.21	62.24	8.51	7.36	52.11	41.77	4.96	4.32	27.10	20.47	3.56	3.04
<b>HOLIDAY TRIPS – 2006</b>												
<b>TYPE OF LOCATION STAYED AT</b>	%	%	%	%	%	%	%	%	%	%	%	%
Seaside	28	27	17	49	24	22	15	46	41	42	20	58
Large city / large town	31	33	39	10	33	35	39	11	18	19	27	5
Small town	22	22	25	19	21	22	22	19	19	19	25	13
Countryside / village	22	21	27	26	21	21	24	24	22	20	28	25
<b>MONTH TRIP STARTED</b>	%	%	%	%	%	%	%	%	%	%	%	%
January 2006	4	4	4	3	5	5	5	4	2	3	3	1
February 2006	5	5	6	3	6	6	8	5	3	3	4	1
March 2006	5	6	5	3	6	7	6	4	3	3	4	1
April 2006	9	9	11	8	10	9	11	10	8	8	10	6
May 2006	8	8	7	11	8	8	6	10	9	8	8	13
June 2006	10	9	10	13	10	10	13	14	8	8	7	11
July 2006	12	11	11	14	9	9	9	9	16	16	14	21
August 2006	15	15	14	18	11	11	11	13	22	22	20	25
September 2006	9	8	9	9	9	8	10	9	8	9	8	8
October 2006	8	8	9	7	8	8	10	8	7	7	8	5
November 2006	5	6	6	4	7	7	6	6	3	3	6	2
December 2006	10	10	7	6	10	11	5	7	9	9	9	4
<b>DURATION OF TRIP</b>	%	%	%	%	%	%	%	%	%	%	%	%
1 night	22	22	24	17	33	35	30	21	-	-	-	-
2 nights	28	28	28	24	43	42	41	49	-	-	-	-
3 nights	16	16	15	17	24	23	29	30	-	-	-	-
4 nights	10	10	13	10	-	-	-	-	30	30	32	24
5 nights	5	5	7	5	-	-	-	-	15	15	17	12
6 nights	4	4	4	6	-	-	-	-	12	12	11	15
7 nights	8	8	9	13	-	-	-	-	25	24	21	31
8 nights	1	1	2	1	-	-	-	-	4	4	4	3
9 nights	1	1	1	1	-	-	-	-	2	3	1	2
10 nights	1	1	1	1	-	-	-	-	3	3	3	3
11-13 nights	1	1	2	1	-	-	-	-	2	2	4	2
14 nights	1	1	2	2	-	-	-	-	4	4	5	5
15-17 nights	*	*	*	*	-	-	-	-	1	1	1	1
18 or more nights	1	1	1	1	-	-	-	-	2	2	3	2
<b>TOTAL – 1-3 nights</b>	<b>66</b>	<b>67</b>	<b>58</b>	<b>59</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	-	-	-	-
<b>TOTAL – 4+ nights</b>	<b>34</b>	<b>33</b>	<b>41</b>	<b>42</b>	-	-	-	-	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Average duration of trip (nights)</b>	<b>3.55</b>	<b>3.55</b>	<b>3.46</b>	<b>3.99</b>	<b>1.91</b>	<b>1.88</b>	<b>1.99</b>	<b>2.09</b>	<b>6.71</b>	<b>6.68</b>	<b>6.77</b>	<b>7.00</b>

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
<b>HOLIDAY TRIPS – 2006</b>	79.21	62.24	8.51	7.36	52.11	41.77	4.96	4.32	27.10	20.47	3.56	3.04
<b>CHILDREN IN HOUSEHOLD</b>	%	%	%	%	%	%	%	%	%	%	%	%
Yes	36	36	32	36	36	36	35	36	36	37	27	37
No	64	64	68	64	64	64	65	64	64	63	73	63
<b>SOCIO-ECONOMIC GROUP</b>	%	%	%	%	%	%	%	%	%	%	%	%
AB (Professional and managerial)	32	33	31	29	33	34	31	28	29	29	32	29
C1 (Clerical and supervisory)	32	32	32	32	33	34	30	29	31	29	33	34
C2 (Skilled manual)	18	18	17	19	18	19	19	19	16	19	18	19
DE (Unskilled, state pensioners etc.)	19	18	20	20	19	18	23	23	22	24	19	18
<b>AGE OF RESPONDENT</b>	%	%	%	%	%	%	%	%	%	%	%	%
16-24	12	12	10	11	14	14	13	14	9	10	6	7
25-34	18	19	19	14	20	20	22	15	16	16	15	13
35-44	25	25	24	28	26	26	25	29	23	23	24	25
45-54	16	16	16	16	17	17	17	17	14	14	14	14
55-64	14	14	14	16	14	14	11	15	16	16	18	18
65+	14	14	16	16	10	10	11	10	22	22	23	24
<b>LIFECYCLE OF RESPONDENT</b>	%	%	%	%	%	%	%	%	%	%	%	%
Age 16-34, unmarried, no children	14	14	13	10	16	16	18	13	9	9	8	7
Age 16-34, married, no children	5	6	5	4	7	7	7	6	3	4	4	2
Age 16-34, with children	11	11	10	10	11	11	11	10	12	13	10	11
Age 35-54, no children	17	17	19	18	19	18	18	22	14	13	20	13
Age 35-54, with children	24	24	21	25	24	25	24	25	23	24	17	26
Age 55+	28	28	31	32	23	24	23	25	38	38	41	41
<b>COUNTRY OF RESIDENCE</b>	%	%	%	%	%	%	%	%	%	%	%	%
England	84	91	48	76	84	93	36	73	84	89	62	81
Scotland	8	4	48	1	8	3	60	1	8	5	32	1
Wales	5	4	1	22	5	4	1	26	6	5	3	17
Northern Ireland	2	1	3	1	3	1	3	*	2	1	3	1

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

This section covers holiday tourism in terms of nights. The overall pattern is very similar to that seen for trips, but some differences are highlighted below:

- Self-catering rented accommodation is slightly more important in terms of nights than in terms of trips (33% of nights compared with 31% of trips). This reflects the earlier finding that self-catering accommodation is used more for long holiday trips than for short holiday trips.
- Firm bookings are made before the trip for 51% of nights, slightly higher than for trips (48%), reflecting a greater tendency to pre-book for longer holidays.
- The seaside accounts for 35% of holiday nights, a higher proportion than in terms of trips (28%).
- There is a strong summer seasonal peak in terms of nights, with 35% of nights taken in July and August. This compares to 27% of trips.

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY NIGHTS				SHORT HOLIDAY NIGHTS (1-3 nights)				LONG HOLIDAY NIGHTS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
	280.3	212.5	33.1	29.4	99.3	78.2	9.8	9.0	181.0	134.3	23.3	20.4
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
<b>HOLIDAY NIGHTS – 2006</b>												
<b>Rented Accommodation total</b>	<b>56</b>	<b>56</b>	<b>57</b>	<b>59</b>	<b>52</b>	<b>52</b>	<b>57</b>	<b>54</b>	<b>58</b>	<b>59</b>	<b>57</b>	<b>61</b>
<b>Serviced rented accommodation</b>	<b>21</b>	<b>22</b>	<b>26</b>	<b>16</b>	<b>52</b>	<b>52</b>	<b>57</b>	<b>54</b>	<b>58</b>	<b>59</b>	<b>57</b>	<b>61</b>
Hotel/motel/guesthouse	18	18	22	13	28	28	35	22	12	12	16	9
Farmhouse	1	1	1	*	*	1	*	*	1	1	1	*
Bed & Breakfast	3	3	3	2	4	5	4	5	2	2	3	1
Holiday camp/village – serviced	1	1	*	*	1	1	*	*	1	1	*	-
<b>Self-catering rented accommodation</b>	<b>33</b>	<b>32</b>	<b>28</b>	<b>42</b>	<b>17</b>	<b>16</b>	<b>16</b>	<b>25</b>	<b>41</b>	<b>42</b>	<b>33</b>	<b>50</b>
Rented flat/ apartment	3	2	3	3	1	1	2	1	3	3	4	4
House/ chalet/ villa/ bungalow/ cottage	8	8	10	11	2	2	3	3	12	11	13	15
Holiday camp/ village - self catering	3	3	1	2	1	1	1	1	4	4	1	3
Camping	5	5	3	8	6	5	5	10	5	5	2	7
Caravan- towed	7	8	6	8	4	4	3	7	9	9	7	9
Caravan- static not owned	6	6	5	10	3	3	2	4	8	8	6	12
<b>Other types of accommodation</b>	<b>44</b>	<b>45</b>	<b>45</b>	<b>44</b>	<b>50</b>	<b>51</b>	<b>53</b>	<b>46</b>	<b>43</b>	<b>42</b>	<b>46</b>	<b>41</b>
Friends'/relatives' home	34	36	35	21	40	41	34	28	32	33	35	17
Own second home / timeshare	2	2	3	4	1	1	2	2	2	2	4	5
Caravan – static owned	5	4	3	14	5	5	14	12	6	5	3	15
Hostel / university / school	1	1	3	3	2	2	2	2	1	1	3	2
Boat	1	1	*	1	1	1	*	1	1	1	-	1
Sleeper cab of lorry / truck	*	*	-	-	*	*	-	-	-	-	-	-
Other / transit	1	1	1	1	1	1	1	1	1	*	1	1

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY NIGHTS				SHORT HOLIDAY NIGHTS (1-3 nights)				LONG HOLIDAY NIGHTS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
	280.3	212.5	33.1	29.4	99.3	78.2	9.8	9.0	181.0	134.3	23.3	20.4
HOLIDAY NIGHTS – 2006												
MAIN MODE OF TRANSPORT USED	%	%	%	%	%	%	%	%	%	%	%	%
<b>Public transport</b>	<b>16</b>	<b>16</b>	<b>24</b>	<b>7</b>	<b>17</b>	<b>16</b>	<b>27</b>	<b>7</b>	<b>16</b>	<b>16</b>	<b>23</b>	<b>7</b>
Train	9	10	10	5	10	11	12	4	8	9	9	5
Regular bus/ coach	3	3	5	1	3	3	5	1	3	3	5	1
Sea/ air	4	3	9	1	3	2	10	2	4	3	9	1
Plane	4	3	9	1	3	2	9	2	4	3	8	1
Boat/ ship/ ferry	*	*	1	*	*	*	1	*	1	*	1	*
<b>Personal transport</b>	<b>79</b>	<b>80</b>	<b>69</b>	<b>88</b>	<b>80</b>	<b>80</b>	<b>69</b>	<b>89</b>	<b>79</b>	<b>79</b>	<b>69</b>	<b>88</b>
Car	78	78	67	86	79	79	68	86	77	78	67	86
Car - own/ friend's/ firm's	76	77	66	85	78	78	68	85	76	76	65	85
Car - hired	1	1	1	1	1	1	1	1	1	2	2	1
Motorised caravan/ camper/ dormobile	1	1	2	2	1	1	1	2	1	1	2	2
Motor cycle	*	*	*	*	*	*	*	1	*	*	*	-
Bicycle	*	*	-	*	*	*	-	*	*	*	-	-
Others	4	4	6	4	3	3	4	4	5	5	7	5
Organised coach tour	3	3	5	3	2	2	3	3	4	3	6	4
Hitch-hiking (in any vehicle)	*	-	-	*	*	-	-	*	-	-	-	-
Walked/ on foot	*	*	*	-	*	*	*	-	*	*	*	-
Lorry/ truck/ van	*	*	*	*	*	*	-	1	*	*	*	*
Minibus	1	1	1	*	1	1	*	*	1	1	1	1
Other	*	*	*	*	*	*	1	-	*	*	*	*
<b>HOW TRIP BOOKED</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Firm booking</b>	<b>51</b>	<b>52</b>	<b>54</b>	<b>45</b>	<b>45</b>	<b>45</b>	<b>51</b>	<b>40</b>	<b>55</b>	<b>56</b>	<b>55</b>	<b>47</b>
High street or on-line travel agent	3	3	3	3	3	3	3	3	3	3	3	3
Directly with a tour operator	7	7	7	6	4	4	5	2	8	9	7	8
Directly with accommodation provider	28	28	26	26	27	27	27	28	28	29	26	26
Directly with a transport provider	9	8	13	3	8	8	14	4	9	8	13	3
Directly with a Tourist Board / TIC	1	1	1	1	1	1	1	1	1	1	2	2
Booked online	20	20	23	15	20	20	23	15	21	21	23	15
Through some other source	5	4	6	5	4	4	3	3	5	5	7	6
<b>Did not make firm bookings before trip</b>	<b>40</b>	<b>40</b>	<b>37</b>	<b>45</b>	<b>47</b>	<b>47</b>	<b>39</b>	<b>52</b>	<b>36</b>	<b>35</b>	<b>36</b>	<b>43</b>
Don't Know	9	8	9	9	8	8	10	8	9	9	9	10
<b>PACKAGE TRIP</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Package trip	7	6	8	6	5	5	7	4	7	7	9	6
Not a package trip	93	93	91	94	94	95	92	95	92	92	91	94
Don't Know	1	1	1	*	1	1	1	1	*	*	1	-

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY NIGHTS				SHORT HOLIDAY NIGHTS (1-3 nights)				LONG HOLIDAY NIGHTS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
<b>HOLIDAY NIGHTS – 2006</b>	280.3	212.5	33.1	29.4	99.3	78.2	9.8	9.0	181.0	134.3	23.3	20.4
<b>TYPE OF LOCATION STAYED AT</b>	%	%	%	%	%	%	%	%	%	%	%	%
Seaside	35	35	18	54	24	22	15	46	41	42	20	58
Large city / large town	24	25	31	7	33	35	39	11	18	19	27	5
Small town	20	20	24	15	21	22	22	19	19	19	25	13
Countryside / village	21	20	26	25	21	21	24	24	22	20	28	25
<b>MONTH TRIP STARTED</b>	%	%	%	%	%	%	%	%	%	%	%	%
January 2006	3	3	4	2	4	5	6	3	2	2	3	1
February 2006	4	4	5	2	6	6	7	4	3	3	4	1
March 2006	4	5	4	2	6	6	7	4	3	4	3	1
April 2006	8	8	9	7	10	10	11	11	7	8	9	5
May 2006	8	8	7	11	8	8	6	10	8	8	7	11
June 2006	9	9	10	11	11	10	13	14	9	8	9	10
July 2006	16	15	14	20	9	9	9	9	19	18	15	26
August 2006	19	19	19	24	12	12	11	15	23	23	22	29
September 2006	9	9	8	8	9	9	9	9	8	9	8	7
October 2006	7	7	7	6	9	9	10	9	6	6	6	4
November 2006	4	4	6	3	6	6	6	6	3	2	6	2
December 2006	9	10	8	4	10	11	5	7	8	9	8	3
<b>CHILDREN IN HOUSEHOLD</b>	%	%	%	%	%	%	%	%	%	%	%	%
Yes	36	37	29	38	35	35	34	36	36	37	27	39
No	64	63	71	62	65	65	66	64	64	63	73	61
<b>SOCIO-ECONOMIC GROUP</b>	%	%	%	%	%	%	%	%	%	%	%	%
AB (Professional and managerial)	30	29	32	28	33	34	31	28	28	28	33	28
C1 (Clerical and supervisory)	31	31	30	31	32	32	33	35	30	30	29	29
C2 (Skilled manual)	18	18	16	19	18	18	18	20	19	19	16	19
DE (Unskilled, state pensioners etc.)	21	21	21	22	17	17	18	18	24	23	23	23

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY NIGHTS				SHORT HOLIDAY NIGHTS (1-3 nights)				LONG HOLIDAY NIGHTS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
	280.3	212.5	33.1	29.4	99.3	78.2	9.8	9.0	181.0	134.3	23.3	20.4
<b>HOLIDAY NIGHTS – 2006</b>												
<b>AGE OF RESPONDENT</b>	%	%	%	%	%	%	%	%	%	%	%	%
16-24	11	11	9	8	13	13	13	13	9	10	7	6
25-34	16	17	16	12	19	19	22	16	15	15	14	11
35-44	24	24	23	28	26	26	23	28	23	23	23	28
45-54	15	15	15	15	17	17	17	16	14	14	14	15
55-64	16	16	17	15	14	14	13	15	16	16	18	16
65+	18	18	20	21	11	11	12	11	22	22	24	25
<b>LIFECYCLE OF RESPONDENT</b>	%	%	%	%	%	%	%	%	%	%	%	%
Age 16-34, unmarried, no children	11	12	10	8	15	16	17	12	9	10	8	6
Age 16-34, married, no children	4	4	5	3	6	6	7	6	3	3	4	2
Age 16-34, with children	12	12	10	10	11	10	11	11	12	13	10	9
Age 35-54, no children	15	14	19	16	19	18	17	20	13	12	19	14
Age 35-54, with children	24	24	19	28	24	24	23	24	24	24	17	29
Age 55+	34	33	37	36	25	25	25	26	39	38	42	40
<b>COUNTRY OF RESIDENCE</b>	%	%	%	%	%	%	%	%	%	%	%	%
England	84	89	58	80	83	92	38	74	84	88	66	83
Scotland	8	5	38	1	8	3	58	1	8	6	29	1
Wales	6	5	2	18	5	4	1	24	6	5	2	15
Northern Ireland	2	1	3	1	3	1	3	*	2	2	3	1

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

This section covers holiday tourism in terms of spending. The overall pattern is very similar to that seen for trips and nights, but some differences are highlighted below:

- Serviced rented accommodation (principally hotels) is much more important in terms of spending (43%) than trips (31%) or nights (21%).
- Firm bookings are made before going on trips which account for two thirds of spending (64%), much higher than in terms of trips (48%) or nights (51%).
- The share of expenditure amongst those staying in the homes of friends or relatives on holiday is much lower than the equivalent shares of trips and nights (20%, 38% and 34% respectively).

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
<b>HOLIDAY SPEND – 2006</b>	13,592	10,342	1,779	1,189	6,898	5,459	785	503	6,756	4,990	1,057	730
<b>ACCOMMODATION USED</b>	%	%	%	%	%	%	%	%	%	%	%	%
<b>Rented Accommodation total</b>	74	74	76	73	72	72	76	73	75	76	76	73
<b>Serviced rented accommodation</b>	43	44	47	32	57	57	60	51	29	29	37	19
Hotel/motel/guesthouse	37	38	39	27	50	50	54	41	24	24	27	17
Farmhouse	1	1	3	1	1	1	*	1	2	1	5	*
Bed & Breakfast	5	5	5	5	6	6	5	8	3	3	5	2
Holiday camp/village – serviced	1	1	*	*	1	1	*	*	1	1	*	-
<b>Self-catering rented accommodation</b>	28	27	25	40	12	11	12	20	44	45	34	54
Rented flat/ apartment	3	3	3	3	1	1	2	1	5	5	4	5
House/ chalet/ villa/ bungalow/ cottage	9	9	11	14	2	2	5	4	17	16	16	21
Holiday camp/ village - self catering	3	3	1	2	1	1	*	1	5	5	2	3
Camping	3	3	3	5	3	3	3	6	4	4	2	5
Caravan- towed	4	4	3	6	2	2	1	4	6	6	5	7
Caravan- static not owned	5	5	3	9	2	2	1	4	9	9	5	13
<b>Other types of accommodation</b>	27	28	23	27	62	50	29	25	83	56	38	31
Friends'/relatives' home	20	21	20	14	23	24	20	17	17	17	20	11
Own second home / timeshare	1	1	1	2	1	1	1	1	2	1	2	4
Caravan – static owned	3	2	1	7	33	20	3	2	60	35	11	13
Hostel / university / school	2	2	*	1	3	3	4	3	2	1	4	*
Boat	1	1	*	2	1	1	*	1	1	1	-	2
Sleeper cab of lorry / truck	*	*	-	-	*	*	-	-	-	-	-	-
Other / transit	*	1	1	1	1	1	1	1	1	1	1	1

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
	13,592	10,342	1,779	1,189	6,898	5,459	785	503	6,756	4,990	1,057	730
<b>HOLIDAY SPEND – 2006</b>												
<b>MAIN MODE OF TRANSPORT USED</b>	%	%	%	%	%	%	%	%	%	%	%	%
<b>Public transport</b>	20	19	30	9	22	22	33	9	18	16	28	9
Train	11	12	11	5	14	15	15	6	9	9	9	5
Regular bus/ coach	3	3	4	1	3	3	4	1	3	3	4	2
Sea/ air	6	4	15	2	6	4	14	2	6	4	15	3
Plane	5	4	13	1	5	4	12	2	5	3	14	2
Boat/ ship/ ferry	1	*	1	1	*	*	2	*	1	*	2	1
<b>Personal transport</b>	74	75	62	85	73	74	62	85	75	77	63	85
Car	73	75	60	83	72	73	61	83	74	76	60	83
Car - own/ friend's/ firm's	72	73	59	80	71	73	60	79	72	74	58	81
Car - hired	1	1	1	3	1	1	1	4	2	2	2	3
Motorised caravan/ camper/ dormobile	1	1	1	1	1	*	1	1	1	1	2	1
Motor cycle	*	*	1	*	*	*	*	1	*	*	1	-
Bicycle	*	*	-	*	*	*	-	*	*	*	-	-
Others	6	5	8	6	4	4	5	6	7	7	9	6
Organised coach tour	4	4	6	5	3	2	5	5	6	6	8	5
Hitch-hiking (in any vehicle)	*	-	-	*	*	-	-	*	-	-	-	-
Walked/ on foot	*	*	*	-	*	*	*	-	*	*	*	-
Lorry/ truck/ van	*	*	*	1	*	*	-	1	*	*	*	*
Minibus	1	1	1	*	1	1	*	*	1	1	1	1
Other	*	*	*	*	*	1	*	-	*	*	*	*
<b>HOW TRIP BOOKED</b>	%	%	%	%	%	%	%	%	%	%	%	%
<b>Firm booking</b>	64	65	66	58	60	60	64	54	69	70	68	62
High street or on-line travel agent	5	5	5	6	5	5	7	6	5	5	4	7
Directly with a tour operator	8	8	9	7	4	4	5	2	11	12	12	10
Directly with accommodation provider	37	38	32	35	37	37	33	36	37	39	31	34
Directly with a transport provider	10	9	17	4	11	10	19	5	10	10	16	4
Directly with a Tourist Board / TIC	2	1	2	2	1	1	1	2	2	1	4	2
Booked online	28	29	30	20	30	30	32	19	27	27	29	23
Through some other source	5	5	5	6	4	4	2	4	6	5	7	7
<b>Did not make firm bookings before trip</b>	27	27	25	31	32	33	25	36	23	22	24	27
Don't Know	8	8	9	11	8	7	11	10	8	8	8	11
<b>PACKAGE TRIP</b>	%	%	%	%	%	%	%	%	%	%	%	%
Package trip	9	9	9	12	7	7	10	6	11	11	12	11
Not a package trip	90	90	90	88	92	92	89	92	89	88	88	89
Don't Know	*	*	*	*	1	1	1	2	*	*	*	-

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
	13,592	10,342	1,779	1,189	6,898	5,459	785	503	6,756	4,990	1,057	730
<b>HOLIDAY SPEND – 2006</b>												
<b>TYPE OF LOCATION STAYED AT</b>	%	%	%	%	%	%	%	%	%	%	%	%
Seaside	31	32	13	51	21	20	9	46	41	45	16	55
Large city / large town	30	31	37	11	43	44	51	18	18	18	25	5
Small town	19	18	23	16	19	19	18	17	18	17	27	16
Countryside / village	20	19	27	22	18	17	22	19	22	20	31	24
<b>MONTH TRIP STARTED</b>	%	%	%	%	%	%	%	%	%	%	%	%
January 2006	3	3	4	1	4	4	5	2	2	2	3	1
February 2006	4	4	5	2	6	6	7	4	3	3	3	1
March 2006	5	5	6	2	6	6	8	4	3	3	4	1
April 2006	8	8	9	7	10	10	10	11	6	6	7	4
May 2006	9	8	8	11	8	9	6	9	9	8	10	12
June 2006	10	10	8	11	9	10	8	11	10	10	9	11
July 2006	14	14	14	20	10	9	12	10	19	18	14	26
August 2006	17	17	18	21	11	10	10	15	25	24	24	26
September 2006	10	10	9	8	10	10	11	11	9	10	8	7
October 2006	8	8	8	8	9	9	11	12	6	6	6	4
November 2006	5	5	6	3	7	8	5	5	3	3	6	2
December 2006	8	8	7	4	9	10	7	7	6	6	6	3
<b>DURATION OF TRIP</b>	%	%	%	%	%	%	%	%	%	%	%	%
1 night	12	14	9	7	25	26	21	16	-	-	-	-
2 nights	23	24	19	21	45	45	42	49	-	-	-	-
3 nights	15	15	15	14	30	29	37	35	-	-	-	-
4 nights	12	11	14	10	-	-	-	-	23	24	24	17
5 nights	6	6	9	6	-	-	-	-	13	13	15	9
6 nights	6	6	5	7	-	-	-	-	11	12	9	13
7 nights	14	13	13	22	-	-	-	-	28	28	22	36
8 nights	2	2	2	1	-	-	-	-	4	4	4	3
9 nights	1	1	1	1	-	-	-	-	2	2	2	1
10 nights	2	2	2	1	-	-	-	-	3	4	4	3
11-13 nights	2	2	3	1	-	-	-	-	4	3	5	3
14 nights	4	3	6	6	-	-	-	-	7	6	10	10
15-17 nights	1	1	1	1	-	-	-	-	1	1	1	1
18 or more nights	1	1	3	2	-	-	-	-	3	3	4	5
<b>TOTAL – 1-3 nights</b>	<b>51</b>	<b>53</b>	<b>43</b>	<b>42</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	-	-	-	-
<b>TOTAL – 4+ nights</b>	<b>49</b>	<b>47</b>	<b>57</b>	<b>58</b>	-	-	-	-	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
<b>HOLIDAY SPEND – 2006</b>	13,592	10,342	1,779	1,189	6,898	5,459	785	503	6,756	4,990	1,057	730
<b>CHILDREN IN HOUSEHOLD</b>	%	%	%	%	%	%	%	%	%	%	%	%
Yes	30	31	22	30	29	30	28	26	30	33	16	33
No	70	69	78	70	71	70	72	74	70	67	84	67
<b>SOCIO-ECONOMIC GROUP</b>	%	%	%	%	%	%	%	%	%	%	%	%
AB (Professional and managerial)	35	34	34	31	38	38	37	31	31	31	32	34
C1 (Clerical and supervisory)	31	31	30	34	32	32	30	37	30	30	31	30
C2 (Skilled manual)	18	18	19	16	17	17	19	16	19	19	20	15
DE (Unskilled, state pensioners etc.)	16	16	16	19	14	13	14	16	20	20	17	22
<b>AGE OF RESPONDENT</b>	%	%	%	%	%	%	%	%	%	%	%	%
16-24	11	11	9	11	13	13	15	17	9	10	4	7
25-34	17	17	19	12	20	20	23	15	14	14	16	11
35-44	23	24	21	24	25	26	20	24	22	22	21	25
45-54	18	18	18	17	19	18	20	19	16	17	17	15
55-64	16	16	16	17	14	15	11	15	19	18	21	18
65+	14	14	16	19	8	8	10	10	20	20	21	24
<b>LIFECYCLE OF RESPONDENT</b>	%	%	%	%	%	%	%	%	%	%	%	%
Age 16-34, unmarried, no children	14	14	14	12	17	17	22	19	10	10	7	7
Age 16-34, married, no children	6	6	7	5	8	8	6	7	4	3	9	4
Age 16-34, with children	8	9	7	7	8	8	9	7	9	10	4	7
Age 35-54, no children	20	19	24	19	23	23	22	25	17	16	27	14
Age 35-54, with children	21	22	15	23	21	22	18	18	21	22	12	26
Age 55+	31	30	33	36	23	23	21	25	39	38	41	43
<b>COUNTRY OF RESIDENCE</b>	%	%	%	%	%	%	%	%	%	%	%	%
England	83	89	60	79	82	89	47	74	85	88	71	84
Scotland	8	5	33	1	9	4	44	2	8	6	23	1
Wales	5	5	2	18	6	5	1	23	5	5	2	13
Northern Ireland	3	2	6	2	3	2	8	1	3	2	5	2

## Table 3 – ALL TOURISM – DESTINATION & PURPOSE

This section shows a regional breakdown of tourism volume and value in England, Scotland and Wales in 2006.

Relative strengths of individual English regions include:

- Holidays – South West
  - VFR – South East
  - Business - London and West Midlands
- The regional breakdown for Scotland and Wales are based on small sample sizes and are therefore subject to much wider margins of error.

TABLE 3 – Destination & Purpose	ALL TOURISM			ALL HOLIDAYS			VFR NON HOLIDAY			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
January-December 2006	Millions			Millions			Millions			Millions		
<b>ENGLAND</b>												
West Midlands (AWM)	8.36	20.6	1,145	4.45	11.8	591	1.67	4.2	119	2.00	3.9	391
East of England (EEDA)	10.69	31.9	1,278	6.41	21.5	783	2.23	5.5	163	1.64	3.6	293
East Midlands (EMDA)	8.36	23.9	1,113	5.21	16.9	698	1.64	3.8	142	1.22	2.5	241
London	10.96	24.6	2,270	5.50	13.2	1,118	2.13	4.8	195	2.97	5.7	878
North West (NWDA)	13.53	37.5	2,290	8.70	26.5	1,517	2.28	5.2	242	2.22	4.5	483
North East (ONE)	3.43	9.6	546	2.21	6.7	355	0.57	1.3	59	0.49	1.2	112
South East (SEEDA)	18.14	52.7	2,429	10.12	32.4	1,424	4.77	11.7	359	2.66	7.0	580
South West (SWRDA)	20.32	78.3	3,682	14.70	63.0	2,942	3.05	8.5	281	1.81	4.4	355
Yorkshire	10.07	28.5	1,397	6.22	19.8	861	2.21	5.0	226	1.43	3.2	281
<b>SCOTLAND</b>												
Scotland - North	3.56	15.2	828	2.32	10.6	574	0.46	1.7	52	0.59	1.7	183
Scotland - West	4.09	12.3	800	2.48	8.3	476	0.46	1.3	35	0.87	2.3	256
Scotland – East	4.26	13.2	800	2.72	9.2	508	0.75	2.2	74	0.69	1.5	203
Scotland - South	1.84	5.8	261	1.36	4.7	207	0.23	0.7	19	0.16	0.3	28
Edinburgh	2.10	5.8	494	1.30	4.1	295	0.27	0.6	28	0.47	1.0	158
Glasgow	1.74	4.2	364	0.90	2.2	183	0.19	0.6	21	0.48	1.1	138
<b>WALES</b>												
North Wales	3.24	12.9	514	2.73	11.6	449	0.34	0.8	29	0.11	0.2	183
Mid Wales	1.89	7.7	283	1.59	6.7	246	0.15	0.6	17	0.13	0.4	256
South West Wales	1.92	8.6	411	1.65	6.9	281	0.14	0.3	14	0.11	1.2	203
South East Wales	2.36	6.3	387	1.22	3.4	177	0.50	1.1	51	0.50	1.1	28

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

- UK residents took 19.2 million business and work trips in the United Kingdom in 2006. This represents some 46 million bed nights and £4.6 billion expenditure.
- Rented accommodation is used on six in every seven business trips (86%), mainly hotels/motels/guesthouses (73%). However it is worth noting that one in eleven business and work trips involve staying in friends' and relatives' homes (9%).
- The car is the main form of transport used for the journey to the destination (60% of trips). Public transport is used in a substantial minority of trips (30%) – especially train (18%) and plane (10%).
- Business and work trips tend to be short, with nearly half involving only one night away (49%). Less than one-fifth business and work trips last 4 nights or more away (17%).
- Those taking business and work trips tend to be upmarket. Almost half (45%) of trips are taken by the professional and managerial AB socio-economic group, around twice their level in the UK adult population (22%).

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
<b>BUSINESS &amp; WORK TOURISM – 2006</b>	19.21	16.01	2.27	0.86	46.1	36.6	6.1	2.9	4,643	3,621	679	279
<b>ACCOMMODATION USED</b>	%	%	%	%	%	%	%	%	%	%	%	%
<b>Rented Accommodation total</b>	86	86	89	78	80	80	76	83	92	92	92	94
<b>    Serviced rented accommodation</b>	79	78	84	71	70	71	66	72	95	74	14	6
Hotel/motel/guesthouse	73	73	76	63	64	64	58	67	82	82	81	83
Farmhouse	*	*	2	-	1	*	2	-	94	74	14	6
Bed & Breakfast	6	6	6	8	6	6	6	5	5	5	4	7
Holiday camp/village – serviced	*	*	-	1	*	*	-	*	*	*	-	*
<b>    Self-catering rented accommodation</b>	4	4	2	3	6	6	3	6	2	3	2	2
Rented flat/ apartment	*	*	1	-	1	*	3	-	*	*	1	-
House/ chalet/ villa/ bungalow/ cottage	*	1	*	1	1	1	*	5	*	*	*	2
Holiday camp/ village - self catering	*	*	-	-	*	*	-	-	*	*	-	-
Camping	1	2	-	1	2	2	-	1	1	1	-	*
Caravan- towed	1	1	-	1	1	1	-	-	*	*	-	-
Caravan- static not owned	*	*	*	-	1	1	*	-	*	*	*	-
<b>Other types of accommodation</b>	18	18	18	31	21	22	31	21	9	9	12	8
Friends'/relatives' home	9	9	7	9	8	10	6	2	4	5	3	2
Own second home / timeshare	2	1	2	10	2	1	4	10	1	*	3	3
Caravan – static owned	*	*	-	-	*	*	-	-	*	*	-	-
Hostel / university / school	3	3	4	4	3	3	7	4	2	2	4	1
Boat	*	*	1	-	1	1	1	-	*	*	1	-
Sleeper cab of lorry / truck	1	1	2	1	1	1	1	*	*	*	*	*
Other / transit	3	4	2	7	6	6	12	5	2	2	1	1
<b>MAIN MODE OF TRANSPORT USED</b>	%	%	%	%	%	%	%	%	%	%	%	%
<b>Public transport</b>	30	28	46	25	29	26	46	21	35	31	59	25
Train	18	18	19	14	16	17	19	9	19	19	21	10
Regular bus/ coach	2	2	2	2	2	2	3	1	2	2	2	4
Sea/ air	10	8	26	10	10	8	25	11	14	9	36	12
Plane	10	8	25	10	10	7	23	11	13	9	35	12
Boat/ ship/ ferry	*	*	1	-	*	*	2	-	*	*	2	-
<b>Personal transport</b>	61	63	44	65	60	63	39	74	57	60	35	70

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
	19.21	16.01	2.27	0.86	46.1	36.6	6.1	2.9	4,643	3,621	679	279
<b>BUSINESS &amp; WORK TOURISM – 2006</b>												
<b>MAIN MODE OF TRANSPORT USED CONTINUED</b>	%	%	%	%	%	%	%	%	%	%	%	%
Car	60	62	44	64	59	62	39	74	56	59	35	69
Car - own/ friend's/ firm's	57	59	42	61	56	58	38	73	53	55	34	68
Car - hired	3	3	1	3	3	4	1	1	4	4	1	1
Motorised caravan/ camper/ dormobile	1	1	-	1	1	1	-	*	*	1	-	*
Motor cycle	*	*	-	1	*	*	-	*	*	*	-	1
Bicycle	-	-	-	-	-	-	-	-	-	-	-	-
Others	9	9	10	9	11	11	15	5	8	9	6	5
Organised coach tour	2	2	1	2	2	2	1	1	1	1	1	1
Hitch-hiking (in any vehicle)	-	-	-	-	-	-	-	-	-	-	-	-
Walked/ on foot	*	*	-	-	*	*	-	-	*	*	-	-
Lorry/ truck/ van	5	5	7	6	6	6	10	3	5	5	4	2
Minibus	1	1	1	1	1	1	1	*	1	1	*	1
Other	1	1	1	1	1	1	4	*	1	1	*	*
<b>HOW TRIP BOOKED</b>	%	%	%	%	%	%	%	%	%	%	%	%
<b>Firm booking</b>	<b>55</b>	<b>54</b>	<b>59</b>	<b>51</b>	<b>52</b>	<b>52</b>	<b>59</b>	<b>32</b>	<b>59</b>	<b>60</b>	<b>67</b>	<b>38</b>
High street or on-line travel agent	5	4	10	4	5	4	15	3	7	6	15	6
Directly with a tour operator	2	2	3	2	2	2	3	1	2	2	6	1
Directly with accommodation provider	34	35	29	35	31	33	26	19	36	38	27	25
Directly with a transport provider	9	8	14	6	9	8	15	7	11	10	18	6
Directly with a Tourist Board / TIC	1	1	1	-	1	1	1	-	1	1	*	-
Booked online	27	27	34	21	26	25	37	12	30	29	42	15
Through some other source	5	5	4	4	5	5	3	2	5	5	4	3
<b>Did not make firm bookings before trip</b>	<b>33</b>	<b>33</b>	<b>31</b>	<b>38</b>	<b>36</b>	<b>35</b>	<b>32</b>	<b>63</b>	<b>28</b>	<b>28</b>	<b>23</b>	<b>53</b>
Don't Know	13	13	10	11	12	13	9	5	12	13	11	9
<b>WHETHER BOOKED ONLINE</b>	%	%	%	%	%	%	%	%	%	%	%	%
Booked online	27	27	34	21	26	25	37	12	30	29	42	15
Not booked online	73	73	66	79	74	75	63	88	70	71	58	85
<b>PACKAGE TRIP</b>	%	%	%	%	%	%	%	%	%	%	%	%
Package trip	4	4	3	5	3	3	2	3	4	4	4	6
Not a package trip	96	96	96	95	97	97	95	97	95	95	95	94
Don't Know	1	1	2	-	1	*	3	-	*	*	1	-
<b>TYPE OF LOCATION STAYED AT</b>	%	%	%	%	%	%	%	%	%	%	%	%
Seaside	7	7	5	11	8	9	5	5	6	7	4	5
Large city / large town	61	62	63	42	56	55	59	59	66	66	66	65
Small town	25	25	27	34	24	25	18	24	20	20	21	24
Countryside / village	10	9	10	19	10	9	13	12	7	7	8	7
<b>MONTH TRIP STARTED</b>	%	%	%	%	%	%	%	%	%	%	%	%
January 2006	8	9	6	6	10	9	6	44	10	8	5	41
February 2006	8	8	8	12	8	8	7	5	7	7	8	5
March 2006	8	8	9	6	8	8	6	5	7	7	6	2

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
	19.21	16.01	2.27	0.86	46.1	36.6	6.1	2.9	4,643	3,621	679	279
<b>BUSINESS &amp; WORK TOURISM – 2006</b>												
<b>MONTH TRIP STARTED CONTINUED</b>	%	%	%	%	%	%	%	%	%	%	%	%
April 2006	8	9	5	6	7	7	3	5	8	9	4	5
May 2006	9	8	11	11	9	9	12	5	9	8	14	10
June 2006	11	11	7	6	10	10	7	5	10	11	7	2
July 2006	8	8	6	10	10	10	15	6	7	8	4	4
August 2006	7	7	7	6	8	9	7	2	9	9	9	3
September 2006	8	8	10	6	7	7	13	3	10	10	10	5
October 2006	8	8	8	14	8	8	9	12	8	7	9	7
November 2006	9	9	9	5	7	8	5	2	8	9	9	3
December 2006	8	7	14	12	8	7	10	7	9	8	14	12
<b>COUNTRY OF RESIDENCE</b>	%	%	%	%	%	%	%	%	%	%	%	%
England	84	88	63	77	82	86	63	81	81	84	70	86
Scotland	9	6	34	8	11	8	33	5	11	9	24	7
Wales	5	5	1	15	4	5	1	8	5	5	2	6
Northern Ireland	2	2	2	1	2	2	3	5	3	3	4	2
<b>DURATION OF TRIP</b>	%	%	%	%	%	%	%	%	%	%	%	%
1 night	49	49	48	43	n/a	n/a	n/a	n/a	36	36	36	22
2 nights	23	23	19	22	n/a	n/a	n/a	n/a	22	23	20	17
3 nights	11	11	10	18	n/a	n/a	n/a	n/a	12	13	9	10
4 nights	9	9	10	9	n/a	n/a	n/a	n/a	13	14	12	9
5 nights	3	3	5	2	n/a	n/a	n/a	n/a	5	4	7	2
6 nights	1	1	2	2	n/a	n/a	n/a	n/a	1	1	2	*
7 nights	1	1	*	1	n/a	n/a	n/a	n/a	1	2	*	*
8 nights	*	*	2	-	n/a	n/a	n/a	n/a	1	1	5	-
9 nights	*	*	*	-	n/a	n/a	n/a	n/a	*	*	*	-
10 nights	*	*	*	1	n/a	n/a	n/a	n/a	1	*	2	1
11-13 nights	*	*	1	-	n/a	n/a	n/a	n/a	1	*	3	-
14 nights	1	*	1	-	n/a	n/a	n/a	n/a	1	1	2	-
15-17 nights	*	*	*	-	n/a	n/a	n/a	n/a	*	1	*	-
18 or more nights	1	1	1	2	n/a	n/a	n/a	n/a	4	2	1	na
<b>TOTAL – 1-3 nights</b>	<b>83</b>	<b>83</b>	<b>76</b>	<b>83</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>70</b>	<b>73</b>	<b>65</b>	<b>49</b>
<b>TOTAL – 4+ nights</b>	<b>17</b>	<b>17</b>	<b>24</b>	<b>17</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>30</b>	<b>28</b>	<b>35</b>	<b>50</b>
<b>Average duration of trip (nights)</b>	<b>2.4</b>	<b>2.32</b>	<b>2.86</b>	<b>3.58</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
<b>CHILDREN IN HOUSEHOLD</b>	%	%	%	%	%	%	%	%	%	%	%	%
Yes	32	32	33	30	29	30	28	22	31	32	31	24
No	68	68	67	70	71	70	72	78	69	68	69	76
<b>SOCIO-ECONOMIC GROUP</b>	%	%	%	%	%	%	%	%	%	%	%	%
AB (Professional and managerial)	45	45	43	54	41	41	31	70	50	49	47	72
C1 (Clerical and supervisory)	37	38	32	29	33	33	21	59	34	36	31	18
C2 (Skilled manual)	13	12	17	10	36	36	42	18	10	10	14	4
DE (Unskilled, state pensioners etc.)	5	5	8	5	7	7	11	2	5	5	8	5

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
	BUSINESS & WORK TOURISM – 2006											
	19.21	16.01	2.27	0.86	46.1	36.6	6.1	2.9	4,643	3,621	679	279
AGE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
16-24	8	8	9	13	14	11	20	51	11	9	10	44
25-34	21	22	17	17	20	21	18	9	22	23	19	15
35-44	29	29	33	26	26	28	22	14	28	29	32	16
45-54	26	27	26	18	25	26	23	8	26	28	22	7
55-64	13	12	13	23	12	12	15	15	12	11	15	16
65+	2	2	2	3	2	2	2	3	2	1	2	2
LIFECYCLE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
Age 16-34, unmarried, no children	13	13	13	13	18	15	22	45	17	14	18	48
Age 16-34, married, no children	9	9	8	6	8	9	7	5	9	10	5	1
Age 16-34, with children	7	7	6	10	8	8	9	10	8	8	7	10
Age 35-54, no children	32	32	32	25	30	32	27	11	31	33	30	9
Age 35-54, with children	24	24	27	19	20	22	18	11	23	23	24	14
Age 55+	15	14	15	26	15	14	17	18	13	12	16	18

## Table 5 – VISITS TO FRIENDS & RELATIVES

It should be noted that VFR trips do not include holiday trips to visit friends and relatives – these are included in Holiday Tourism trips.

- UK residents took some 24 million VFR trips in the UK in 2006. They stayed away for some 61 million bed nights, generating in the region of £2.1 billion expenditure
- As would be expected, the great majority of VFR trips do involve staying with friends and relatives (84% of trips), however a minority (16%) use rented accommodation, and this accounts for over a third of spending (34%).
- As with other types of tourism, the private car is the principal mode of transport used for the journey to the destination (75% of trips).
- Large cities/large towns and small towns are the main types of location stayed at (44% and 28% of trips respectively), reflecting the large population centres.
- VFR trips are spread fairly evenly throughout the year, with a slight peak for Christmas in December and also for August.
- VFR trips tend to be short, with the majority of trips (83%) lasting between one and three nights.
- One in five 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 younger age-group.

TABLE 5 – Visiting Friends/Relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
<b>VFR TOURISM – 2006</b>	23.68	20.32	1.87	1.14	60.6	50.1	5.9	2.9	2,133	1,789	181	112
<b>COUNTRY OF RESIDENCE</b>	%	%	%	%	%	%	%	%	%	%	%	%
England	87	94	38	76	86	92	51	79	88	91	65	74
Scotland	7	2	60	3	9	4	47	4	6	4	33	6
Wales	4	3	1	21	4	3	1	16	4	3	*	20
Northern Ireland	2	1	1	*	1	1	*	*	2	2	2	1
<b>ACCOMMODATION USED</b>	%	%	%	%	%	%	%	%	%	%	%	%
<b>Rented Accommodation total</b>	16	16	18	22	12	12	14	14	34	34	38	36
<b>Serviced rented accommodation</b>	14	14	15	19	9	9	10	12	30	30	33	33
Hotel/motel/guesthouse	11	11	12	14	7	8	8	7	25	26	25	24
Farmhouse	*	*	1	2	*	*	1	2	1	*	2	3
Bed & Breakfast	3	3	3	4	2	2	1	2	4	4	6	6
Holiday camp/village – serviced	*	*	-	-	*	*	-	-	*	*	-	-
<b>Self-catering rented accommodation</b>	1	1	2	2	2	2	4	2	3	3	5	2
Rented flat/ apartment	*	*	1	-	*	*	1	-	*	*	1	-
House/ chalet/ villa/ bungalow/ cottage	1	1	*	-	1	1	1	-	1	1	3	-
Holiday camp/ village - self catering	-	-	-	-	-	-	-	-	-	-	-	-
Camping	-	-	-	-	*	*	-	-	*	*	-	-
Caravan- towed	*	*	*	1	*	*	*	1	*	*	*	1
Caravan- static not owned	*	*	1	1	1	*	2	1	1	1	1	2
<b>Other types of accommodation</b>	86	86	85	84	89	89	88	86	69	68	65	67
Friends'/relatives' home	84	84	83	80	88	88	86	85	66	66	62	63
Own second home / timeshare	*	*	1	1	*	*	-	1	1	*	2	1
Caravan – static owned	*	*	-	1	*	*	-	1	*	*	-	1
Hostel / university / school	1	1	*	1	0	1	0	1	1	1	1	1

TABLE 5 – Visiting Friends/Relatives		TRIPS				NIGHTS				EXPENDITURE			
		UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
		Millions				Millions				£ Millions			
		23.68	20.32	1.87	1.14	60.6	50.1	5.9	2.9	2,133	1,789	181	112
VFR TOURISM – 2006													
<b>ACCOMMODATION USED CONTINUED</b>		%	%	%	%	%	%	%	%	%	%	%	%
Boat	*	*	-	-	*	*	-	-	*	*	-	-	
Sleeper cab of lorry / truck	*	-	-	*	*	-	-	*	*	-	-	*	
Other / transit	*	*	*	-	*	*	*	-	*	*	-	-	
<b>MAIN MODE OF TRANSPORT USED</b>		%	%	%	%	%	%	%	%	%	%	%	%
<b>Public transport</b>		<b>21</b>	<b>21</b>	<b>30</b>	<b>15</b>	<b>26</b>	<b>24</b>	<b>37</b>	<b>19</b>	<b>25</b>	<b>23</b>	<b>37</b>	<b>18</b>
Train	13	13	9	10	15	16	10	13	13	14	11	10	
Regular bus/ coach	5	4	11	3	6	5	10	2	5	4	6	3	
Sea/ air	4	3	9	2	6	3	17	3	7	4	20	6	
Plane	3	3	8	2	5	3	16	3	7	4	19	6	
Boat/ ship/ ferry	*	*	1	-	*	*	1	-	*	*	1	-	
<b>Personal transport</b>		<b>75</b>	<b>76</b>	<b>67</b>	<b>83</b>	<b>72</b>	<b>74</b>	<b>60</b>	<b>79</b>	<b>72</b>	<b>74</b>	<b>57</b>	<b>79</b>
Car	75	76	66	82	71	74	60	79	72	74	57	79	
Car - own/ friend's/ firm's	74	75	65	81	70	72	59	78	70	71	56	78	
Car - hired	1	1	1	1	1	1	1	1	2	2	1	1	
Motorised caravan/ camper/ dormobile	*	*	*	*	*	*	*	*	*	*	*	*	
Motor cycle	*	*	-	-	*	*	-	-	*	*	-	-	
Bicycle	*	*	-	*	*	*	-	*	*	*	-	*	
Others	3	3	3	2	2	2	2	2	3	3	2	3	
Organised coach tour	1	1	*	-	*	1	*	-	1	2	*	-	
Hitch-hiking (in any vehicle)	-	-	-	-	-	-	-	-	-	-	-	-	
Walked/ on foot	1	1	1	*	1	1	*	*	*	*	*	-	
Lorry/ truck/ van	*	*	*	1	*	*	*	1	*	*	*	1	
Minibus	*	*	2	1	1	*	1	1	1	1	1	2	
Other	*	*	1	-	*	*	*	-	*	*	*	-	
<b>HOW TRIP BOOKED</b>		%	%	%	%	%	%	%	%	%	%	%	%
<b>Firm booking</b>		<b>25</b>	<b>25</b>	<b>30</b>	<b>20</b>	<b>25</b>	<b>23</b>	<b>36</b>	<b>17</b>	<b>38</b>	<b>37</b>	<b>47</b>	<b>34</b>
High street or on-line travel agent	2	2	-	1	2	2	-	1	3	3	-	2	
Directly with a tour operator	1	1	3	1	1	1	2	*	2	2	2	*	
Directly with accommodation provider	12	12	10	12	10	11	7	7	20	21	18	20	
Directly with a transport provider	8	7	15	5	11	8	25	7	10	8	26	7	
Directly with a Tourist Board / TIC	*	*	1	1	*	*	1	*	1	1	2	2	
Booked online	11	10	19	7	11	10	26	6	16	15	29	13	
Through some other source	1	1	1	2	1	1	1	2	1	1	1	2	
<b>Did not make firm bookings before trip</b>		<b>68</b>	<b>69</b>	<b>65</b>	<b>71</b>	<b>67</b>	<b>70</b>	<b>57</b>	<b>72</b>	<b>53</b>	<b>54</b>	<b>44</b>	<b>57</b>
Don't Know	6	6	5	9	7	7	6	11	9	9	10	10	
<b>WHETHER BOOKED ONLINE</b>		%	%	%	%	%	%	%	%	%	%	%	%
Booked online	11	10	19	7	11	10	26	6	16	15	29	13	
Not booked online	89	90	81	93	89	90	74	94	84	85	71	87	
<b>PACKAGE TRIP</b>		%	%	%	%	%	%	%	%	%	%	%	%
Package trip	2	2	1	-	1	1	1	-	3	4	2	-	
Not a package trip	98	98	98	100	98	98	99	100	96	96	93	100	
Don't Know	1	1	1	-	1	1	*	-	1	*	5	-	

TABLE 5 – Visiting Friends/Relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
	23.68	20.32	1.87	1.14	60.6	50.1	5.9	2.9	2,133	1,789	181	112
<b>VFR TOURISM – 2006</b>												
<b>TYPE OF LOCATION STAYED AT</b>	%	%	%	%	%	%	%	%	%	%	%	%
Seaside	11	10	9	23	12	12	7	22	13	13	10	17
Large city / large town	44	45	43	26	41	43	35	20	46	47	46	28
Small town	28	28	31	28	28	26	37	30	25	24	27	22
Countryside / village	18	18	22	27	19	18	21	28	17	16	17	34
<b>MONTH TRIP STARTED</b>	%	%	%	%	%	%	%	%	%	%	%	%
January 2006	6	6	9	10	6	6	7	8	6	6	4	10
February 2006	7	7	6	8	6	6	4	8	6	6	4	7
March 2006	7	7	8	5	8	8	6	5	7	7	6	5
April 2006	7	7	9	6	8	7	9	8	7	7	10	6
May 2006	7	7	10	7	8	7	15	9	10	10	11	7
June 2006	8	8	8	9	8	8	6	7	7	7	11	8
July 2006	9	9	9	9	10	9	15	5	11	11	11	10
August 2006	10	10	10	8	10	10	9	9	11	11	17	6
September 2006	8	8	8	10	8	8	7	12	8	9	7	8
October 2006	8	9	6	9	7	8	5	8	8	8	7	10
November 2006	8	9	6	6	8	8	5	5	7	7	4	7
December 2006	14	14	11	14	15	15	12	15	13	13	8	15
<b>DURATION OF TRIP</b>	%	%	%	%	%	%	%	%	%	%	%	%
1 night	40	41	32	32	n/a	n/a	n/a	n/a	25	26	20	26
2 nights	30	30	28	35	n/a	n/a	n/a	n/a	32	32	30	41
3 nights	12	12	15	13	n/a	n/a	n/a	n/a	16	16	17	11
4 nights	6	6	10	6	n/a	n/a	n/a	n/a	9	9	9	6
5 nights	3	3	2	3	n/a	n/a	n/a	n/a	4	5	2	5
6 nights	2	2	3	2	n/a	n/a	n/a	n/a	3	3	7	3
7 nights	3	2	5	4	n/a	n/a	n/a	n/a	5	5	6	5
8 nights	1	1	1	-	n/a	n/a	n/a	n/a	1	1	1	-
9 nights	*	*	-	*	n/a	n/a	n/a	n/a	1	1	-	*
10 nights	1	*	1	1	n/a	n/a	n/a	n/a	1	1	*	1
11-13 nights	*	*	*	*	n/a	n/a	n/a	n/a	*	*	1	*
14 nights	1	1	2	1	n/a	n/a	n/a	n/a	1	1	5	*
15-17 nights	*	*	-	-	n/a	n/a	n/a	n/a	1	1	-	-
18 or more nights	1	1	1	1	n/a	n/a	n/a	n/a	1	1	3	2
<b>TOTAL – 1-3 nights</b>	<b>83</b>	<b>84</b>	<b>75</b>	<b>81</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>73</b>	<b>74</b>	<b>66</b>	<b>78</b>
<b>TOTAL – 4+ nights</b>	<b>17</b>	<b>16</b>	<b>25</b>	<b>19</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>27</b>	<b>26</b>	<b>34</b>	<b>23</b>
<b>Average duration of trip (nights)</b>	<b>2.56</b>	<b>2.48</b>	<b>3.2</b>	<b>2.64</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
<b>CHILDREN IN HOUSEHOLD</b>	%	%	%	%	%	%	%	%	%	%	%	%
Yes	28	28	33	25	24	24	27	24	21	20	24	21
No	72	72	67	75	98	81	11	5	79	80	76	79

TABLE 5 – Visiting Friends/Relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
<b>VFR TOURISM – 2006</b>	23.68	20.32	1.87	1.14	60.6	50.1	5.9	2.9	2,133	1,789	181	112
<b>SOCIO-ECONOMIC GROUP</b>	%	%	%	%	%	%	%	%	%	%	%	%
AB (Professional and managerial)	32	33	29	32	32	32	36	32	38	39	33	34
C1 (Clerical and supervisory)	32	32	32	30	31	31	29	25	32	31	34	33
C2 (Skilled manual)	15	14	15	17	15	14	15	17	95	78	9	5
DE (Unskilled, state pensioners etc.)	21	21	24	21	22	22	21	27	16	15	16	16
<b>AGE OF RESPONDENT</b>	%	%	%	%	%	%	%	%	%	%	%	%
16-24	20	20	16	23	19	19	17	29	15	15	15	25
25-34	17	17	13	18	14	14	11	15	14	14	12	19
35-44	21	20	30	17	18	17	24	16	20	18	32	16
45-54	14	14	11	14	13	13	11	13	18	19	11	11
55-64	15	16	12	14	16	16	13	15	20	21	15	14
65+	14	14	18	14	20	21	24	13	13	13	15	14
<b>LIFECYCLE OF RESPONDENT</b>	%	%	%	%	%	%	%	%	%	%	%	%
Age 16-34, unmarried, no children	21	22	15	23	20	20	17	23	18	18	16	28
Age 16-34, married, no children	6	6	6	8	4	4	5	6	6	6	6	9
Age 16-34, with children	10	10	8	11	9	9	6	14	6	6	5	7
Age 35-54, no children	16	16	16	16	16	15	14	19	23	23	23	14
Age 35-54, with children	18	17	24	15	15	15	20	10	15	14	20	14
Age 55+	29	29	30	28	36	37	38	27	32	33	31	28

# 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 individual trips start date. 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.

### 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 are described as being mainly a holiday rather than for some other reason.

### 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 are 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.

### Serviced rented accommodation

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

### Self-catering rented accommodation

Self-catering rented accommodation 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.

### **Rented accommodation**

Rented accommodation is a sub-total formed by adding together the Serviced rented and Self-catering rented accommodation types.

### **Other types of accommodation**

Other types of accommodation covers 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 and divorced. '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 each of the Regional Development Agency areas:

Advantage West Midlands (AWM)

East of England Development Agency (EEDA)

East Midlands Development Agency (EMDA)

London Development Agency (LDA)

North West Development Agency (NWDA)

One North East (ONE)

South East England Development Agency (SEEDA)

South West Regional Development Agency (SWRDA)

### SCOTLAND

*Highlands & Islands:* Highland, Western Isles, Orkney, Shetland

*Aberdeen & Grampian:* Aberdeen City, Aberdeenshire, Moray

*Angus & Dundee:* Angus, City of Dundee

*Perthshire:* Perth & Kinross

*Argyll, the Isles, Loch Lomond, Stirling & Trossachs:* Argyll & Bute, Clackmannanshire, Dumbarton and Clydebank, Falkirk, Stirling

*Kingdom of Fife:* Fife

*Greater Glasgow and Clyde Valley:* City of Glasgow, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire

*Argyll & Arran:* East Ayrshire, North Ayrshire and South Ayrshire

*Edinburgh & Lothians:* City of Edinburgh, East Lothian, Midlothian, West Lothian

*Dumfries & Galloway:* Dumfries & Galloway

*Scottish Borders:* Scottish Borders

*HIE Area:* Highland and 3 Island Councils of Scotland plus Argyll and Moray

For 2006, the primary Scottish levels analysis has been at the newly defined macro-tourism areas:

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

West of Scotland (ALLST + Glasgow & Clyde Valley)

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

South of Scotland (Ayrshire & Arran + Dumfries & Galloway + Scottish Borders)

City of Edinburgh

City of Glasgow

### WALES

*North Wales:* Anglesey, Conwy, Denbighshire, Flintshire, Wrexham, Gwynedd North (Caernarvonshire)

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

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

*South East Wales:* Bridgend, Rhondda Cynon Taff, 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 2006 UKTS data those values are given in the table below.

Confidence limits of UKTS 2006 at the 95% level

	Trips %	Nights %	Spend %
UK	1.5	3.2	2.8
GB	1.5	3.2	2.8
England	1.9	3.0	2.2
Scotland	3.6	11.3	10.2
Wales	2.0	10.2	9.7
Northern Ireland	18.4	15.4	23.3

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 2006 will lie in the range of plus or minus 1.5% 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

<b>TOTAL ADULT POPULATION</b>	<b>47,564</b>
<b>Age by Sex</b>	
Male 16-24	3,469
Male 25-34	3,841
Male 35-44	4,490
Male 45-54	3,750
Male 55-64	3,400
Male 65-74	2,353
Male 75-84	1,378
Male 85+	343
Female 16-24	3,341
Female 25-34	3,866
Female 35-44	4,583
Female 45-54	3,826
Female 55-64	3,517
Female 65-74	2,613
Female 75-84	1,984
Female 85+	810
<b>Government Office Regions</b>	
North East	2022
North West	5389
Yorkshire & Humber	3984
East Midlands	3409
West Midlands	4209
East of England	4378
London	5951
South East	6430
South West	4040
Wales	2366
Scotland	4072
Northern Ireland	1314
<b>Social Grade</b>	
AB	9518
C1	13897
C2	9446
D	8107
E	6596
<b>Presence of Children</b>	
Yes	14043
No	33521
<b>Car Ownership</b>	
1	20084
2+	17630
0	9850

Source: Census 2001; 2003 based Population Projections for 2005  
BARB Establishment Survey

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

**Angus James**

*Head of England Research*

*VisitBritain*

Thames Tower

Black's Road

Hammersmith

London

W6 9EL

[angus.james@visitbritain.org](mailto:angus.james@visitbritain.org)

020 8 563 3320

**Paul Buchanan**

*Corporate Research Manager*

*VisitScotland*

94 Ocean Drive

Edinburgh

EH6 6JH

[paul.buchanan@visitscotland.com](mailto:paul.buchanan@visitscotland.com)

0131 472 2372

**Robert Lewis**

*Head of Research*

*Visit Wales*

Brunel House

2 Fitzalan Road

Cardiff

CF24 0UY

[robert.lewis@wales.gsi.gov.uk](mailto:robert.lewis@wales.gsi.gov.uk)

029 475262

**Pamela Wilson**

*Research Manager*

*Northern Ireland Tourist Board*

St Anne's Court

59 North Street

Belfast

BT1 1NB

[P.Wilson@nitb.com](mailto:P.Wilson@nitb.com)

028 9044 1559

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



Produced by **TNS Travel & Tourism**

19 Atholl Crescent

Edinburgh

EH3 8HQ

The information contained in this report has been published in good faith on the basis of information supplied to VisitBritain, VisitScotland, Visit Wales and NITB. VisitBritain, 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.