

United Kingdom Tourism Survey- 2008 Results

	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Overall	123.46	117.71	-5	394.41	378.39	-4	21238	21107.21	-1

Purpose of Trip (1)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
(1) Holiday, Pleasure/leisure	53.72	51.96	-3	203.87	193.15	-5	11465	11388	-1
(2) Holiday, visiting friends or relatives	23.11	23.47	2	74.44	73.79	-1	2575	2710	5
ALL HOLIDAYS	76.83	75.43	-2	278.31	266.93	-4	14040	14098	0
(3) Other visits to friends or relatives	24.71	20.63	-17	60.47	54.47	-10	2261	2040	-10
ALL VISITS TO FRIENDS OR RELATIVES (2+3)	47.81	44.1	-8	134.91	128.25	-5	4835	4750	-2
(4) Attend conferences	1.87	1.87	0	4.06	3.68	-9	400	461	15
(5) Attend Exhibition/Trade Show/Agricultural	0.77	0.65	-16	1.70	1.47	-14	156	148	-5
(6) Conduct Paid Work / On business	16.10	15.68	-3	39.21	37.72	-4	3895	3874	-1
ALL BUSINESS TRAVEL (4+5+6)	18.75	18.2	-3	44.97	42.88	-5	4451	4483	1
(7) Travel/Transport is my business	0.38	0.73	92	0.77	1.74	126	81	128	58
(8) Other/School Trip/Missing	2.80	2.73	-2	9.90	12.38	25	406	359	-12

Purpose of Trip (2)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Holiday 1-3 Nights	32.84	32.29	-2	64.47	63.36	-2	5377	5866	9
Holiday 4-7 Nights	17.30	16.49	-5	94.79	88.96	-6	4732	4383	-7
Holiday 8+ Nights	3.59	3.18	-11	44.61	40.83	-8	1357	1140	-16
Visiting Friends and Relatives	47.81	44.1	-8	134.91	128.25	-5	4835	4750	-2
Business and work	19.12	18.93	-1	45.73	44.61	-2	4532	4611	2
Other	2.25	1.63	-28	7.85	7.85	0	315	226	-28
Don't know	0.12	0.44	267	0.32	1.83	472	35	64	82

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Region Visited	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
West Midlands	8.40	7.76	-8	20.12	20.74	3	1184	1149	-3
East of England	10.57	9.22	-13	32.78	29.12	-11	1474	1362	-8
East Midlands	7.37	7.28	-1	20.17	22.29	11	1055	1060	0
London	10.14	11.32	12	23.35	27.43	17	2204	2356	7
North West	13.03	12.97	0	37.61	36.56	-3	2282	2338	2
North East	3.64	4.02	10	12.35	12.22	-1	651	697	7
South East	17.86	16.3	-9	49.95	47.52	-5	2353	2350	0
South West	20.46	18.93	-7	79.33	71.73	-10	3802	3639	-4
Yorkshire & Humberside	10.35	9.55	-8	30.12	26.53	-12	1427	1397	-2

Transport Used on Longest Part of Journey	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Train	14.58	15.25	5	42.53	48.3	14	2811	2974	6
Regular bus/coach	4.10	3.93	-4	13.17	14.82	13	493	643	30
Organised coach tour	2.68	2.52	-6	10.30	8.84	-14	664	581	-12
Car	91.13	85.97	-6	292.03	273.05	-6	14913	14487	-3
Plane	5.09	4.77	-6	17.32	16.2	-6	1471	1491	1
Others	3.45	3.05	-12	10.27	8.97	-13	481	538	12

Length of Stay In Nights	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
One	30.02	28.65	-5	30.02	28.65	-5	3662	3656	0
Two-Three	44.21	44.09	0	97.74	96.79	-1	7334	8014	9
Four-Seven	29.39	26.99	-8	123.96	114.64	-8	6141	5692	-7
Eight+	16.55	14.97	-10	135.64	132.19	-3	3724	3398	-9

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Region of Residence	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
England	105.36	100	-5	335.36	320.13	-5	17689	17507	-1
Scotland	10.02	9.77	-2	33.19	33.2	0	1821	1922	6
Wales	5.45	5.78	6	17.75	19.02	7	1018	1046	3
Northern Ireland	2.63	2.16	-18	8.12	6.04	-26	711	633	-11
North East	4.03	5.29	31	12.92	15.89	23	706	988	40
North West	13.34	14.15	6	43.27	45.76	6	2398	2703	13
Yorkshire & Humberside	11.50	10.48	-9	35.16	33.16	-6	1778	1829	3
East Midlands	9.46	8.18	-14	30.07	26.15	-13	1572	1456	-7
West Midlands	9.76	8.08	-17	31.41	27.09	-14	1603	1382	-14
East of England	12.55	11.81	-6	40.05	39.31	-2	2229	2066	-7
London	11.47	9.46	-18	37.53	29.47	-21	2116	1718	-19
South East	18.07	18.11	0	57.78	56.79	-2	3011	2990	-1
South West	15.18	14.46	-5	47.18	46.52	-1	2277	2376	4

Accommodation Used	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
(1a) Hotel/Motel	37.05	36.7	-1	82.47	81.89	-1	9330	9617	3
(1b) Guest house	2.03	2.07	2	6.46	6.21	-4	488	494	1
(1) Hotel/Motel/Guest house	39.00	38.7	-1	88.93	88.09	-1	9818	10111	3
Paying Guest In									
(2) Paying guest in - farmhouse	0.78	0.63	-19	3.03	2.73	-10	211	141	-33
(3) Paying guest in - Other private house /B&B	5.34	5.01	-6	13.27	12.2	-8	1121	1056	-6
TOTAL PAYING GUEST (2+3)	6.11	5.61	-8	16.3	14.93	-8	1332	1197	-10

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Accommodation Continued	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Self Catering in Rented									
(4) Self-catering in Rented - Flat/Apartment	1.98	1.78	-10	11.31	10.33	-9	571	545	-5
(5) Self-catering in Rented - House/villa/bungalow/cottage	4.46	3.94	-12	26.45	22.69	-14	1408	1278	-9
(6) Hotel/University/School	1.75	2.47	41	5.07	10.33	104	316	377	19
(6a) Hostel	1.13	1.68	49	2.86	4.98	74	204	280	37
(7) Friend's /relative's home	49.93	46.35	-7	147.68	140.82	-5	4423	4389	-1
(8) Own Second home/timeshare	1.5	1.16	-23	7.08	5.59	-21	216	179	-17
Holiday Camp/Village									
(9) Holiday camp/Village - Self-catering	1.68	1.28	-24	7.22	5.61	-22	340	290	-15
(10) Holiday camp/Village - Serviced	0.59	0.6	2	2.49	2.52	1	141	105	-26
(11) Camping	4.84	4.21	-13	18.50	14.55	-21	522	513	-2
Caravan									
(12) Caravan - Towed	4.74	3.89	-18	22.47	19.14	-15	636	556	-12
(13) Caravan - Static owned	3.56	3.73	5	14.52	16.64	15	442	446	1
(14) Caravan - Static not owned	3.13	3.21	3	16.21	15.95	-2	677	692	2
(15) Boat(s)	0.7	0.48	-31	3.03	2.3	-24	151	110	-27
(16) Sleeper cab of lorry/truck	0.53	0.68	28	0.85	1.4	65	46	105	130
(17) Other/Transit	1.62	1.73	7	6.13	6.58	7	193	186	-3

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Age Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
16-24	17.15	15.75	-8	50	49.59	-1	2466	2361	-4
25-34	21.30	19.72	-7	61.28	56.98	-7	3624	3372	-7
35-44	30.37	27.97	-8	94.05	84.99	-10	5223	5057	-3
45-54	21.28	20.5	-4	61.69	58.95	-4	4120	4167	1
55-64	17.72	18.56	5	60.49	61.63	2	3338	3478	4
65+	15.63	15.21	-3	66.91	66.26	-1	2467	2672	8

Social Grade	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
AB	43.10	42.89	0	131.00	129.32	-1	8181	8537	4
C1	39.14	37.52	-4	121.40	114.78	-5	6819	6432	-6
C2	21.52	19.72	-8	70.45	67.25	-5	3480	3434	-1
DE	19.68	17.59	-11	71.57	67.03	-6	2759	2704	-2

Quarter of Trip	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
JAN-MARCH	23.03	24.31	6	58.72	66.72	14	3780	3955	5
APR-JUNE	32.53	31.3	-4	103.30	104.89	2	5421	5957	10
JUL-SEPT	38.17	35.76	-6	145.59	133.08	-9	7282	6948	-5
OCT-DEC	29.72	26.34	-11	86.80	73.7	-15	4755	4249	-11

Type of destination	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Seaside	25.57	23.00	-10	106.82	91.52	-14	4887	4505	-8
Large city/ large town	47.71	46.82	-2	126.66	123.4	-3	8579	8816	3
Small town	29.88	28.83	-4	97.83	87.24	-11	4264	4231	-1
Countryside/ village	23.47	21.94	-7	87.14	75.23	-14	3473	3501	1

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Travelling Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Alone	37.99	36.56	-4	106.66	106.34	0	5785	6006	4
Husband/ wife/ partner	57.89	53.75	-7	199.63	183.79	-8	9520	9244	-3
Children (aged 15 or under)	32.44	28.79	-11	123.25	108.04	-12	4226	3697	-13
Other female adults (aged 16+)	22.99	21.64	-6	79.45	75.29	-5	5429	5154	-5
Other male adults (aged 16+)	22.59	20.23	-10	77.89	67.31	-14	5473	5027	-8
Missing	0.04	0.10	0	0.12	0.50	317	11	24	119

Party Size	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
One	37.99	36.56	-4	106.66	106.34	0	5785	6006	4
Two	40.94	40.49	-1	125.85	125.71	0	7330	7688	5
Three	14.11	12.52	-11	47.42	41.73	-12	2444	2055	-16
Four	17	15.71	-8	60.54	56.37	-7	2990	2752	-8
Five	6.64	5.67	-15	26.87	21.44	-20	1086	1116	3
Six-Ten	4.15	3.72	-10	19.34	17.48	-10	903	722	-20
Ten or more	0.08	0.39	388	0.33	0.92	179	3	8	175
Average	2.54	2.6	2	2.73	2.72	0	3	3	-2

The United Kingdom Tourism Survey (UKTS) is a national consumer survey measuring the volume and value of tourism trips taken by residents of the United Kingdom. It is jointly sponsored by VisitBritain, VisitScotland, Visit Wales and the Northern Ireland Tourist Board.

The survey covers trips away from home lasting one night or more taken by UK residents for the purpose of holidays, visits to friends and relatives, business and conferences or any other purpose. Tourism is measured in terms of volume (trips taken, nights away) and value (expenditure on trips).

The UKTS survey is conducted continuously throughout the year, using face-to-face CAPI interviewing, as part of an in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within the UK.

Please note that all expenditure figures are in HISTORIC PRICES

Please use caution when interpreting annual percentage change as some comparisons may be based on low sample sizes and comparative bases