

United Kingdom Tourism Survey - England 2010 Results



	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Overall	102.95	96.38	-6	312.91	288.11	-8	17281	16210	-6

Purpose of Trip (1)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
(1) Holiday, Pleasure/leisure	47.29	43.93	-7	169.54	153.19	-10	9741	9248	-5
(2) Holiday, visiting friends or relatives	20.06	18.1	-10	60.95	54.3	-11	2106	1993	-5
ALL HOLIDAYS	67.35	62.02	-8	230.48	207.5	-10	11847	11241	-5
(3) Other visits to friends or relatives	18.15	18.13	0	42.24	43.4	3	1575	1550	-2
ALL VISITS TO FRIENDS OR RELATIVES (2+3)	38.21	36.22	-5	103.19	97.7	-5	3682	3543	-4
(4) Attend conferences	1.48	1.08	-27	3.28	2.07	-37	336	216	-36
(5) Attend Exhibition/Trade Show/Agricultural	0.66	0.47	-29	1.41	1.06	-25	204	89	-56
(6) Conduct Paid Work / On business	12.88	12.09	-6	28.94	27.17	-6	2975	2769	-7
ALL BUSINESS TRAVEL (4+5+6)	15.03	13.64	-9	33.63	30.29	-10	3516	3074	-13
(7) Travel/Transport is my business	0.38	0.5	32	0.75	1.09	45	56	86	54
(8) Other/School Trip/Missing	2.04	2.08	2	5.81	5.83	0	287	259	-10

Purpose of Trip (2)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Holidays 1-3 Nights	29.9	28.09	-6	57.51	53.98	-6	4851	4862	0
Holiday 4-7 Nights	14.64	13.5	-8	79.25	71.63	-10	3836	3582	-7
Holidays 8+ Nights	2.76	2.33	-16	32.78	27.59	-16	1054	804	-24
Visiting Friends and Relatives	38.21	36.22	-5	103.19	97.7	-5	3682	3543	-4
Business and work	15.4	14.14	-8	34.38	31.38	-9	3571	3160	-12
Other	1.73	1.61	-7	4.99	4.67	-6	249	219	-12
Don't know	0.08	0.06	-25	0.12	0.12	0	14	8	-43



Region Visited	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
West Midlands	8.45	7.88	-7	20.13	20.9	4	1214	1078	-11
East of England	10.61	8.88	-16	31.55	27.94	-11	1409	1306	-7
East Midlands	7.76	7.69	-1	21.89	21.57	-1	1051	1029	-2
London	10.8	11.58	7	23.83	24.85	4	2230	2515	13
North West	13.73	12.52	-9	38.08	34.47	-9	2420	2260	-7
North East	3.78	3.59	-5	11.68	10.86	-7	600	627	5
South East	18.25	16.37	-10	52.84	46.07	-13	2595	2232	-14
South West	21.02	19.22	-9	81.98	73.79	-10	4124	3606	-13
Yorkshire & Humberside	10.61	10.04	-5	29.55	26.25	-11	1540	1478	-4

Transport Used on Longest Part of Journey	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Train	13.03	12.57	-4	36.69	35.3	-4	2494	2357	-5
Regular bus/coach	2.83	3.24	14	8.63	9.73	13	385	430	12
Organised coach tour	2.29	1.79	-22	7.73	5.65	-27	494	380	-23
Car	77.65	71.94	-7	238.4	218.95	-8	12382	11743	-5
Plane	2.29	2.43	6	7.04	6.63	-6	715	719	1
Others	2.64	2.52	-5	7.28	5.42	-26	519	319	-39



VisitEngland

Length of Stay In Nights	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
One	25.96	25.53	-2	25.96	25.53	-2	3197	3181	-1
Two-Three	37.65	34.91	-7	81.64	76.09	-7	6126	5982	-2
Four-Seven	24.35	21.82	-10	100.53	89.4	-11	4828	4407	-9
Eight+	12.24	11.76	-4	99.5	92.58	-7	2835	2385	-16

Region of Residence	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
England	94.86	87.95	-7	284.91	258.02	-9	15295	14168	-7
Scotland	4.04	4.13	2	15.12	16.08	6	1081	1062	-2
Wales	3.35	3.42	2	10.05	10.9	8	641	612	-5
Northern Ireland	0.7	0.87	24	2.84	3.12	10	264	368	39
North East	4.18	4.89	17	12.59	14.66	16	799	882	10
North West	10.24	10.28	0	30.28	29.74	-2	1706	1861	9
Yorkshire & Humberside	11.96	11.17	-7	35.46	31.72	-11	1943	1773	-9
East Midlands	8.73	9.11	4	26.3	27.67	5	1446	1579	9
West Midlands	6.97	6.52	-6	22.47	20.83	-7	1239	1059	-15
East of England	12.05	9.67	-20	35.69	29.03	-19	1888	1616	-14
London	8.94	7.7	-14	24.89	19.08	-23	1349	1132	-16
South East	17.8	16.03	-10	54.39	47.3	-13	2903	2414	-17
South West	14	12.57	-10	42.85	37.98	-11	2023	1852	-8



Accommodation Used	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
(1a) Hotel/Motel	32.36	31.7	-2	67.92	64.41	-5	7716	7314	-5
(1b) Guest house	1.49	1.51	1	4.83	4.32	-11	313	371	19
(1) Hotel/Motel/Guest house	33.82	33.18	-2	72.75	68.73	-6	8030	7685	-4
Paying Guest In									
(2) Paying guest in - farmhouse	0.58	0.51	-12	2.58	2.23	-14	177	122	-31
(3) Paying guest in - Other private house /B&B	3.8	3.77	-1	9.23	9.53	3	791	794	0
TOTAL PAYING GUEST (2+3)	4.38	4.27	-3	11.82	11.77	0	968	916	-5
Self Catering in Rented									
(4) Self-catering in Rented - Flat/Apartment	1.58	1.53	-3	9.2	7.48	-19	528	505	-4
(5) Self-catering in Rented - House/villa/bungalow/c	3.73	3.64	-2	20.75	20.55	-1	1134	1228	8
(6) Hotel/University/School	1.46	1.48	1	4.23	3.75	-11	257	241	-6
(6a) Hostel	1	1.15	15	2.53	2.85	13	188	187	-1
(7) Friend's /relatives home	40.43	36.61	-9	113.86	105.95	-7	3432	3114	-9
(8) Own Second home/timeshare	0.89	0.84	-6	3.94	3.23	-18	118	120	2
Holiday Camp/Village									
(9) Holiday camp/Village - Self-catering	1.44	1.32	-8	6.29	5.45	-13	328	295	-10
(10) Holiday camp/Village - Serviced	0.58	0.28	-52	2.39	1.21	-49	142	66	-54
(11) Camping	4.25	3.74	-12	14.28	12.54	-12	469	429	-9
Caravan									
(12) Caravan - Towed	3.83	3.56	-7	17.91	15.78	-12	568	455	-20
(13) Caravan - Static owned	2.59	1.98	-24	11.65	8.24	-29	325	195	-40
(14) Caravan - Static not owned	3.14	2.85	-9	14.85	14.23	-4	632	599	-5
(15) Boat(s)	0.57	0.42	-26	2.13	1.71	-20	94	83	-12
(16) Sleeper cab of lorry/truck	0.4	0.33	-18	0.74	0.56	-24	55	51	-7
(17) Other/Transit	1.61	1.61	0	5.89	6.81	16	191	222	16



Age Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
16-24	12.27	12.94	5	33.63	37.65	12	1682	1621	-4
25-34	18.07	16.16	-11	50.99	41.09	-19	2881	2458	-15
35-44	25.03	22.82	-9	71.3	65.38	-8	4184	3886	-7
45-54	17.74	17.31	-2	49.77	47.96	-4	3375	3279	-3
55-64	16.43	14.77	-10	52.44	44.25	-16	2928	2771	-5
65+	13.41	12.39	-8	54.79	51.8	-5	2231	2194	-2

Social Economic Grouping	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
AB	37.22	36.63	-2	104.94	102.14	-3	6675	6722	1
C1	32.9	30.39	-8	98.13	87.92	-10	5638	5020	-11
C2	17.13	16.17	-6	53.17	51.89	-2	2676	2636	-1
DE	15.7	13.19	-16	56.66	46.16	-19	2292	1832	-20

Quarter of Trip	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
JAN-MARCH	17.6	17.9	2	45.15	43.57	-3	2699	2701.54	0
APR-JUNE	28.56	27.25	-5	88.67	79.71	-10	5044	4489.19	-11
JUL-SEPT	32.55	29.89	-8	114.83	107.21	-7	5872	5557.53	-5
OCT-DEC	24.24	21.34	-12	64.26	57.61	-10	3666	3461.74	-6



Type of destination	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Seaside	21.34	18.78	-12	85.80	72.97	-15	4128	3642	-12
Large city/ large town	41.71	40	-4	96.41	93.07	-3	6847	6840	0
Small town	23.12	22.02	-5	67.17	63.08	-6	3306	3032	-8
Countryside/ village	19.13	17.19	-10	62.87	58.52	-7	2967	2646	-11

Travelling Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Alone	31.55	29.19	-7	83.50	79.17	-5	4720	4346	-8
Husband/ wife/ partner	49.89	46.72	-6	164.20	149.48	-9	8033	7831	-3
Children (aged 15 or under)	27.09	25.18	-7	96.02	88.51	-8	3305	3092	-6
Other female adults (aged 16+)	18.78	16.96	-10	62.20	54.28	-13	4319	3897	-10
Other male adults (aged 16+)	17.57	15.62	-11	57.02	49.71	-13	4158	3663	-12
Missing	0.05	0.08	60	0.12	0.23	92	7	18	157

Party Size	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
One	31.55	29.19	-7	83.50	79.17	-5	4720	4346	-8
Two	34.71	33.48	-4	105.83	95.76	-10	6292	6058	-4
Three	11.22	10.55	-6	34.38	33.07	-4	1797	1673	-7
Four	14.97	13.29	-11	50.83	46.08	-9	2347	2234	-5
Five	4.79	4.49	-6	16.8	16.61	-1	762	749	-2
Six-Ten	3.57	3.15	-12	14.86	11.54	-22	674	569	-16
Ten or more	0.09	0.2	122	0.34	0.62	82	4	4	0
Average	2.54	2.59	2	2.71	2.7	0	2.63	2.63	0

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 VisitEngland, 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 not 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