

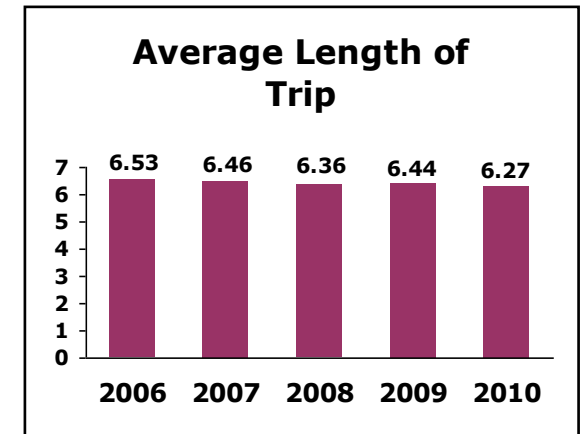
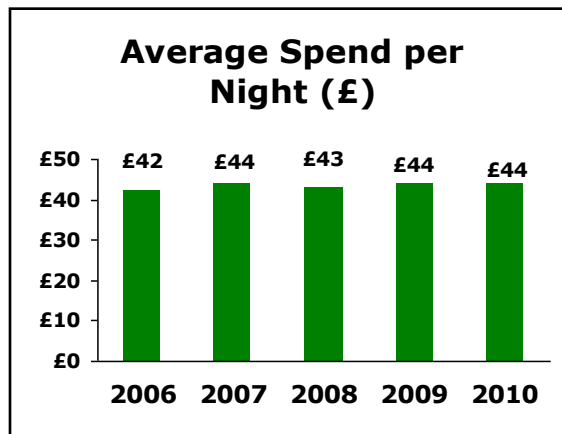
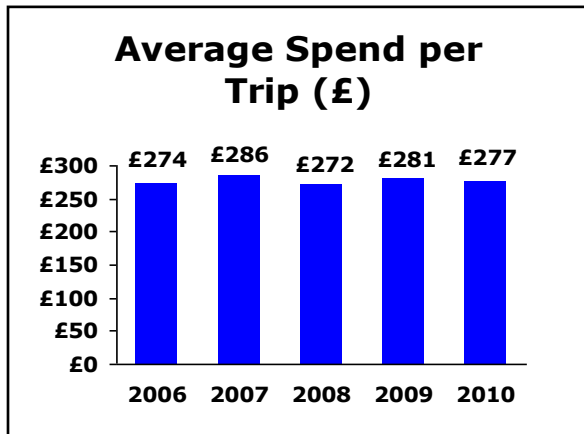
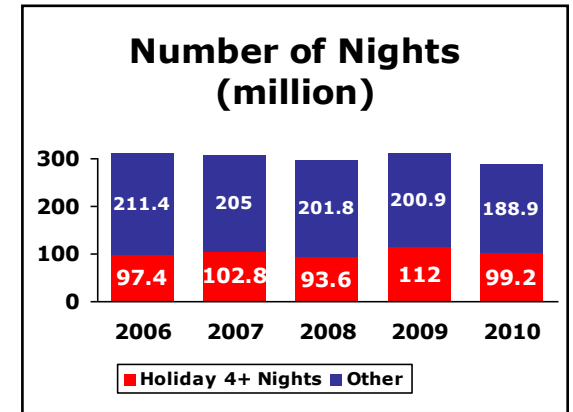
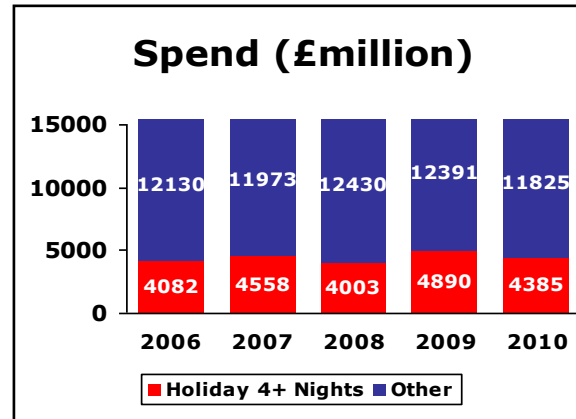
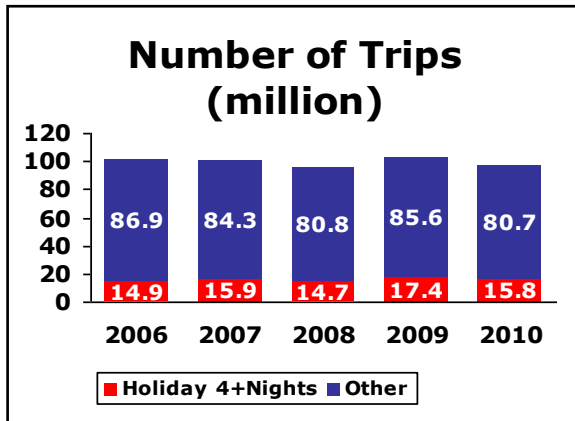


Topic Summary
Holiday Trips in England
Longer Holidays (4+ nights)

4+ Night Holiday Travel Trends - England

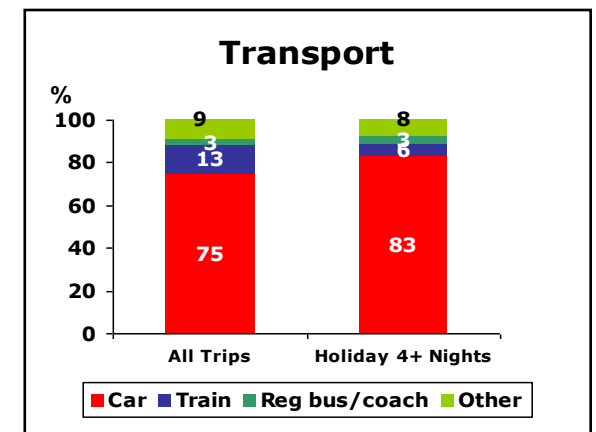
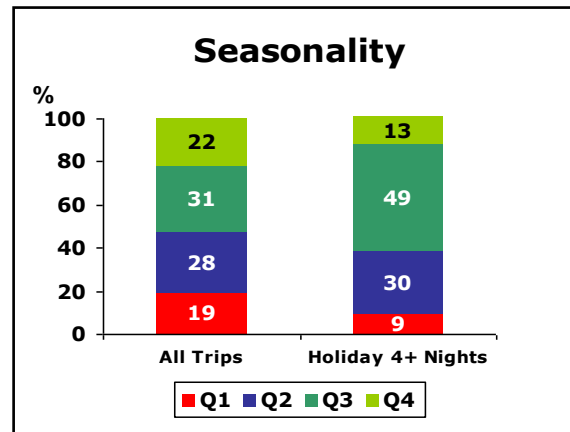
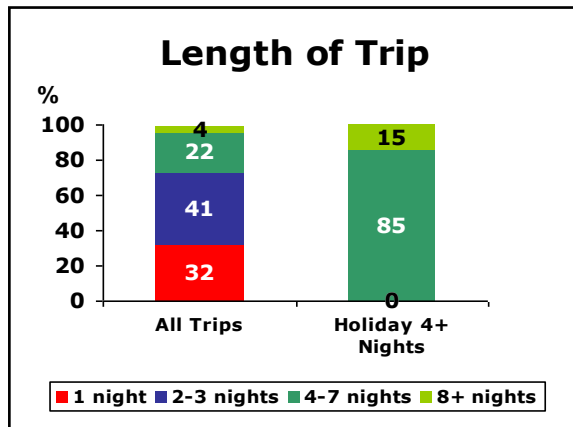
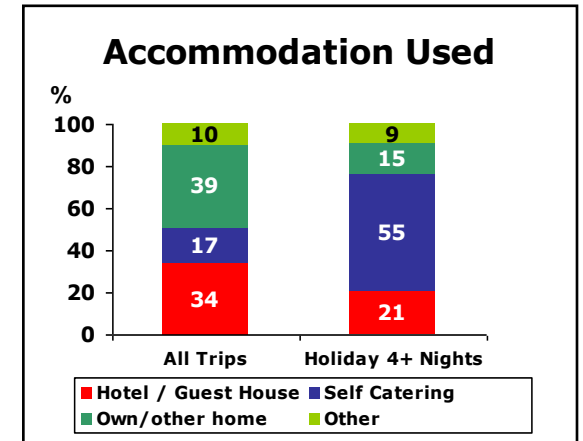
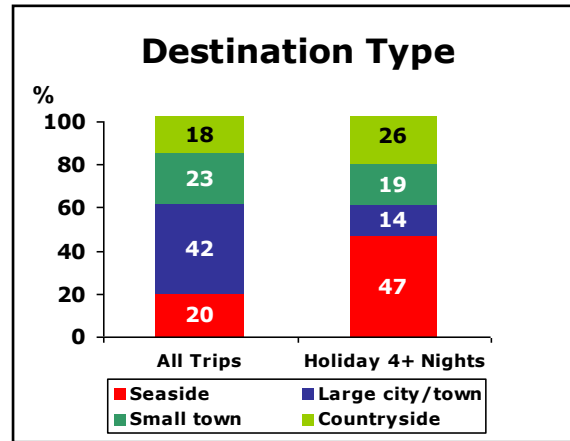
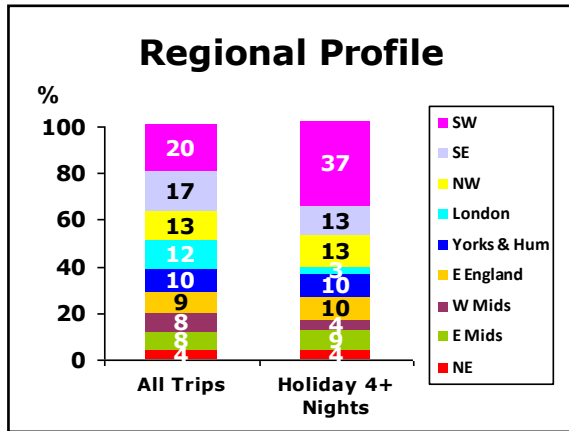
- 15.8 million holiday trips of 4 nights or longer were taken in 2010 – down on the number taken in 2009 (17.4m), but still above the number taken in 2008 (14.7m).
- However, the length of 4+ night trips has steadily decreased since 2006 (6.53 nights), to 6.27 nights in 2010.
- While spend per trip is relatively high (£277), it is evident that economies can be made on longer trips, leading to a low spend per night of £44.
- This lower spend is likely to be linked to accommodation used – 55% of these trips used self-catering accommodation (vs. just 17% on average), while only 21% used a hotel (34% on average)
- Longer holiday trips show strong seasonality – almost half between July and September, and 79% are taken between April and September.
- The popularity of the seaside and countryside for this trip type is evident, accounting for 47% and 26% of trips respectively.

Domestic Long Holiday (4+ Nights) Travel Trends



Domestic Overnight Travel in England – includes “pure” holiday trips only (excluding VFR holiday travel)

Domestic Long Holiday Trip (4+ Nights) 2010 Profile



Domestic Overnight Trips in England – includes “pure” holiday trips only (excluding VFR holiday travel)