

Topic Summary

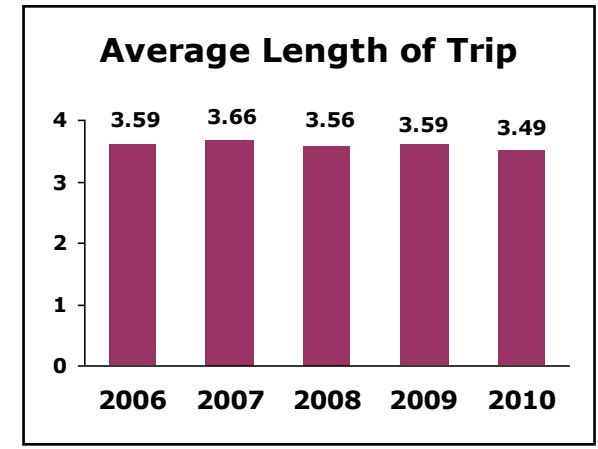
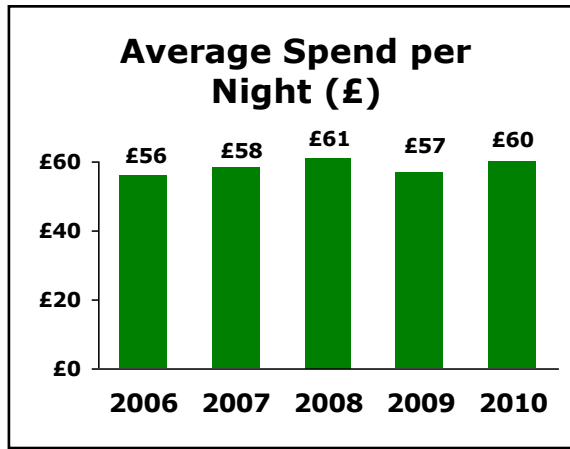
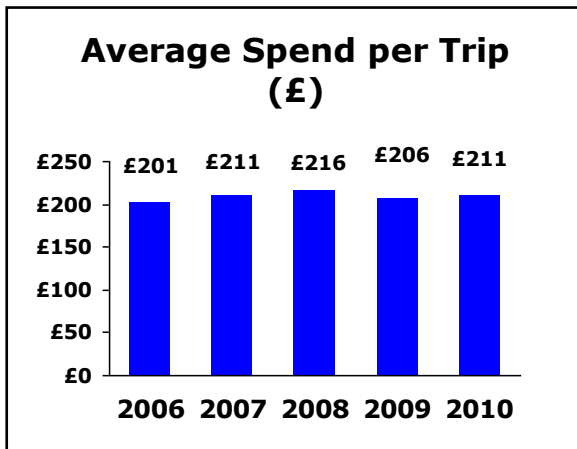
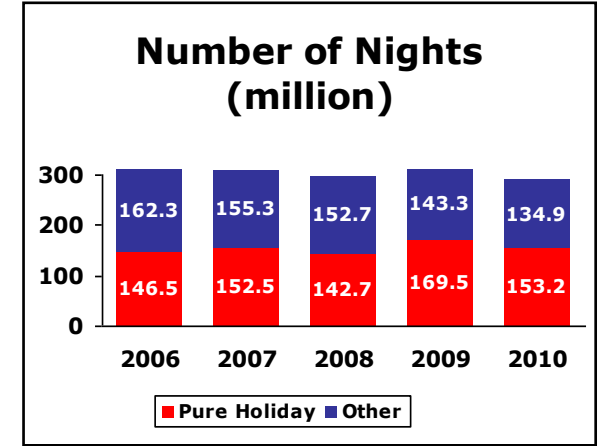
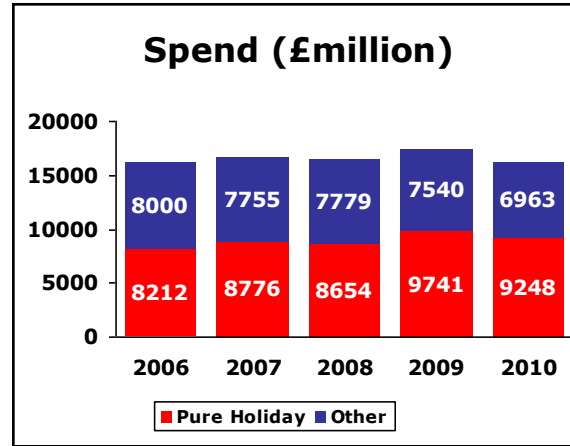
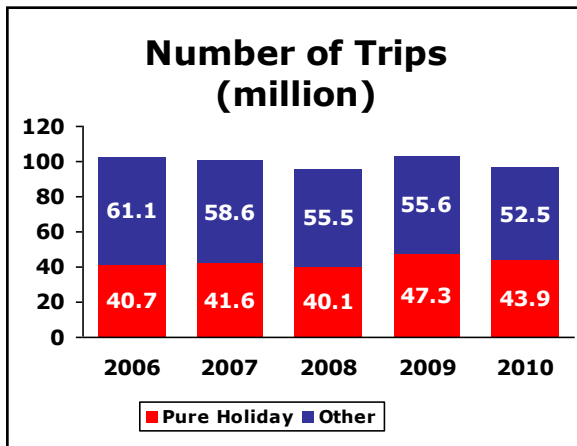
Holiday Trips in England



Holiday Travel Trends - England

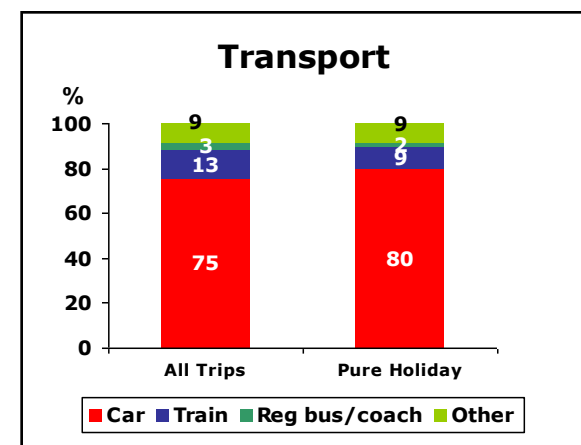
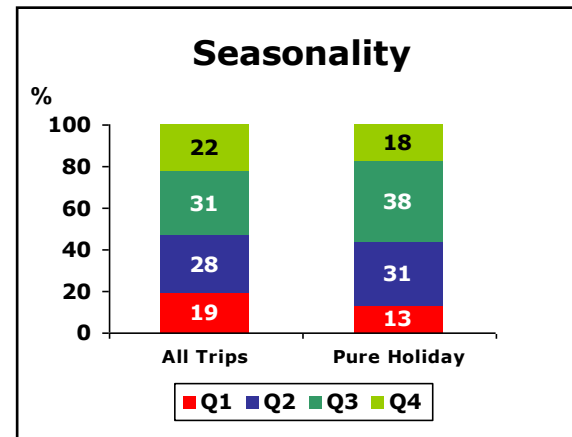
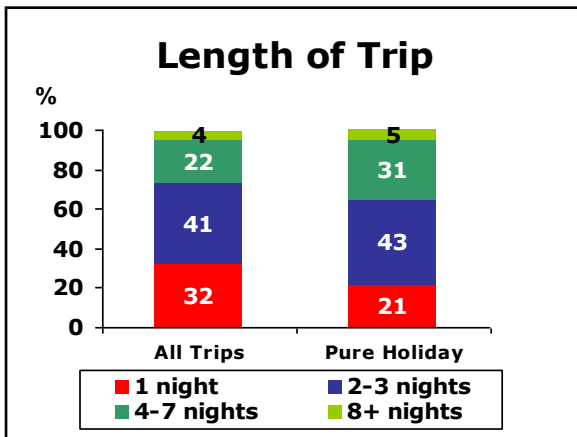
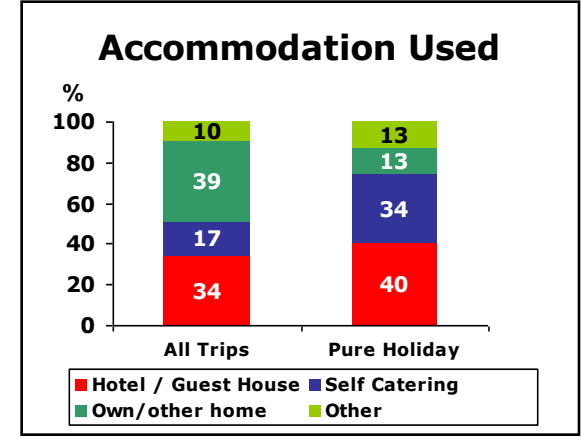
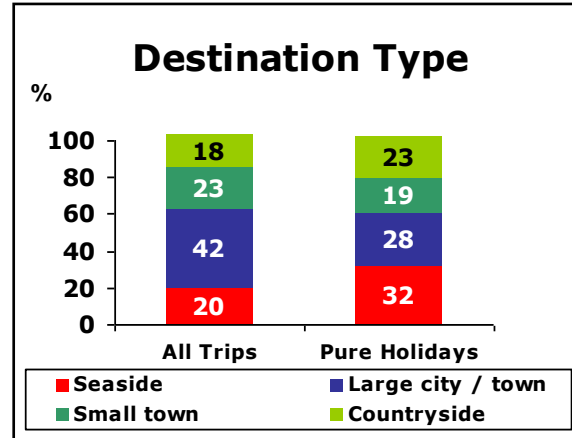
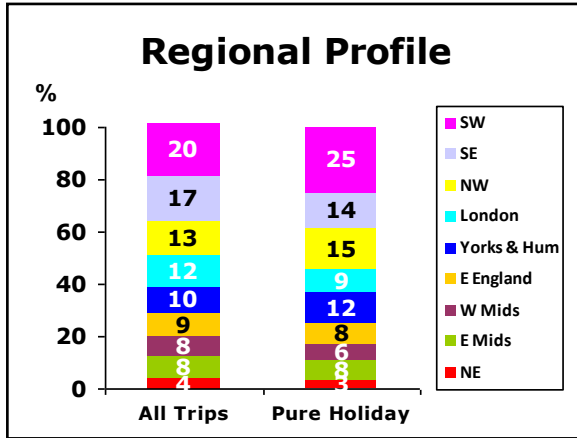
- 44 million “pure” holiday trips were taken in England in 2010, generating £9.2bn spend, the majority of the annual total.
- Although holiday trips were down compared to 2009 (47 million), they remain above pre-recession levels.
- Pure holiday trips are more likely than average to take place during the key summer months (April – September). Nearly 7 in 10 holiday trips happen during these months.
- Around 1/3 of holiday trips were to the seaside and a further 23% were to the countryside.
- 36% of these trips were holidays of 4 nights or more, compared to 26% for all trips.
- Around three quarters of holiday trips used hotels, guest houses or self-catering accommodation, and the car was by far the most important form of transport, used for 8 in 10 trips.

Domestic Holiday Travel Trends



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

Domestic Holiday Trip 2010 Profile



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