

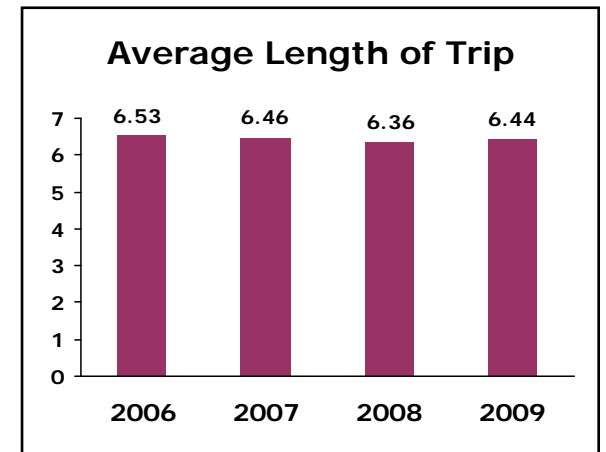
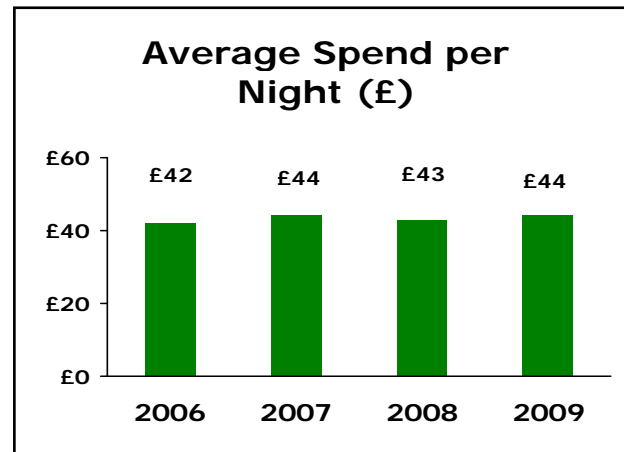
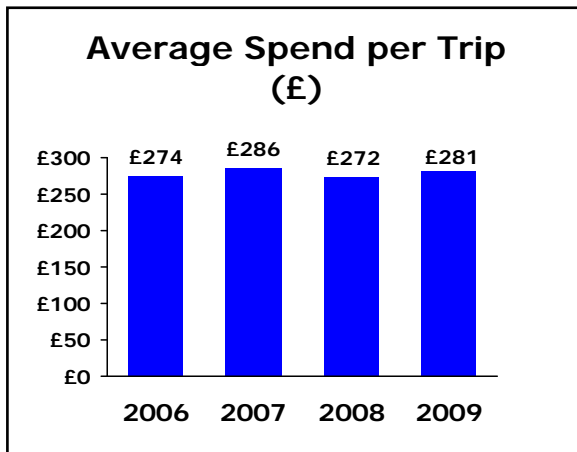
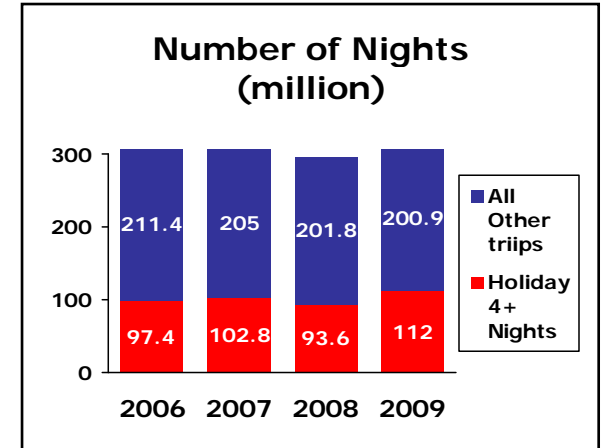
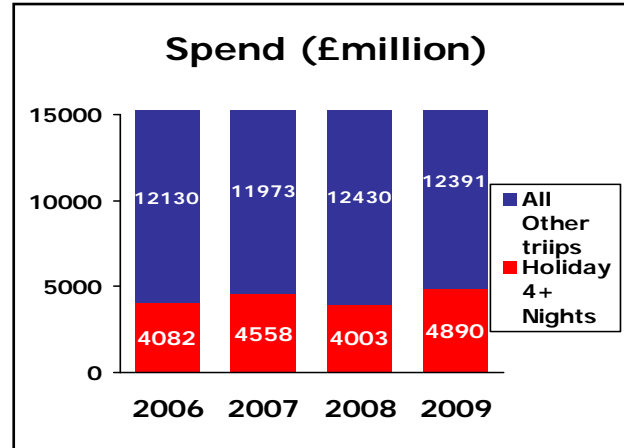
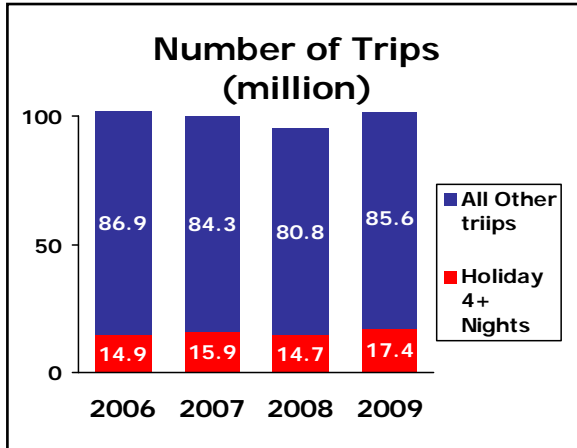


Topic Summary
Holiday Trips in England
Longer Holidays (4+ nights)

4+ Night Holiday Travel Trends - England

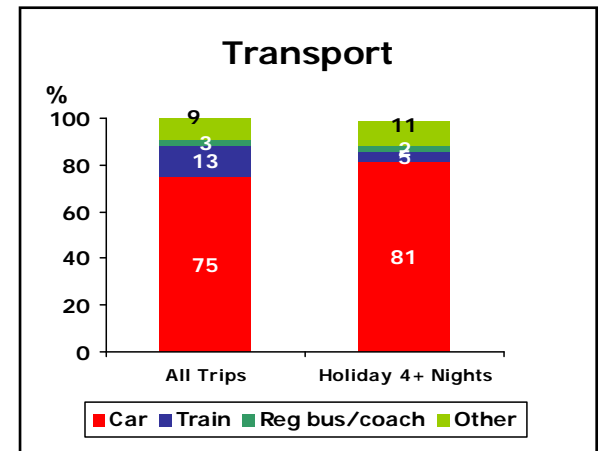
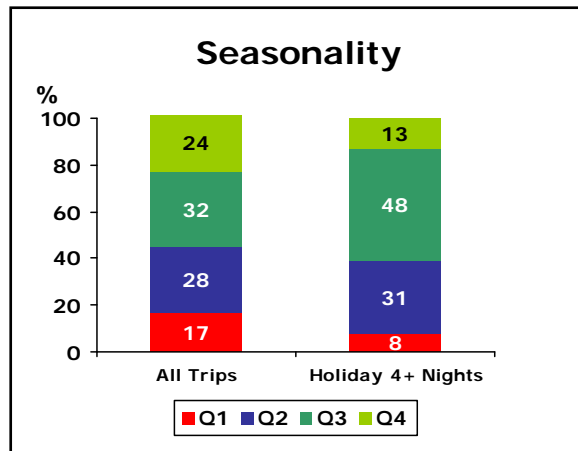
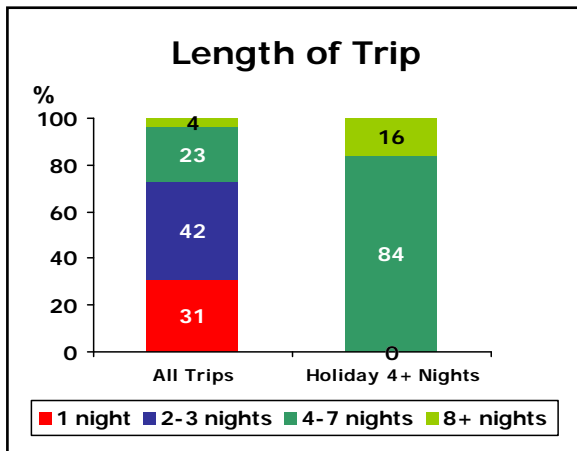
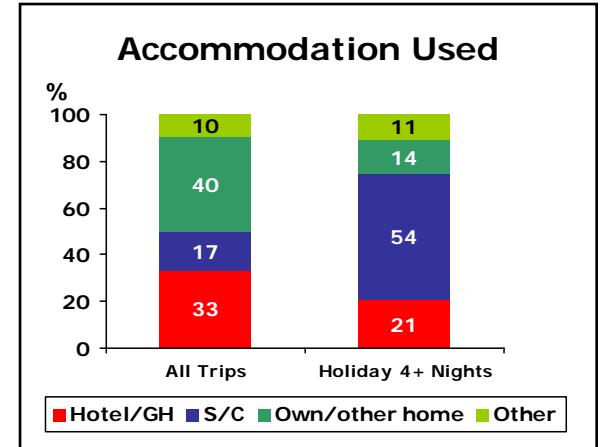
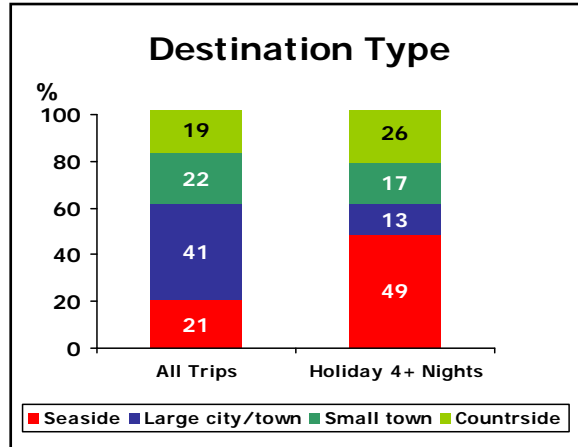
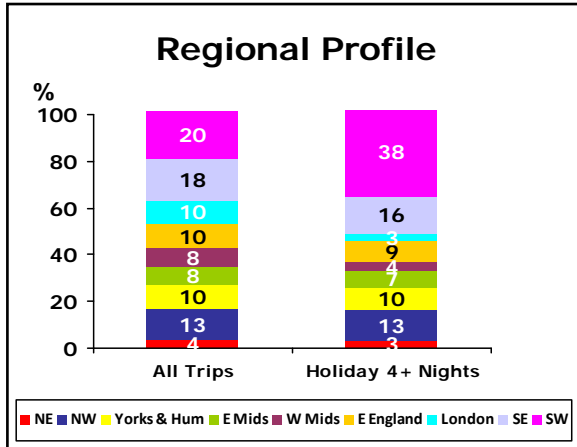
- 17.4 million holiday trips of 4 nights or longer were taken in 2009 – 2.7million more trips than in 2008 reflecting the overall increase in domestic holiday trips taken in 2009.
- While spend per trip is relatively high (£281), it is evident that economies can be made on longer trips, leading to a low spend per night of £44.
- This lower spend is likely to be linked to accommodation used – 54% of these trips used self-catering accommodation (vs. just 17% on average), while only 21% used a hotel (33% on average)
- Longer holiday trips show strong seasonality – 79% are taken between April and September – and the popularity of the seaside for this trip type is evident, accounting for almost half of trips taken.

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) 2009 Profile



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