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 – 2.7 million 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

Number of Trips (million)

- 2006: 86.9, 2007: 84.3, 2008: 80.8, 2009: 85.6

- All Other trips
- Holiday 4+ Nights

Spend (£million)


- All Other trips
- Holiday 4+ Nights

Number of Nights (million)


- All Other trips
- Holiday 4+ Nights

Average Spend per Trip (£)


Average Spend per Night (£)


Average Length of Trip


Domestic Overnight Travel in England – includes “pure” holiday trips only (excluding VFR holiday travel)
Domestic Long Holiday Trip (4+ Nights) 2009 Profile

Regional Profile

Destination Type

Accommodation Used

Length of Trip

Seasonality

Transport

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