

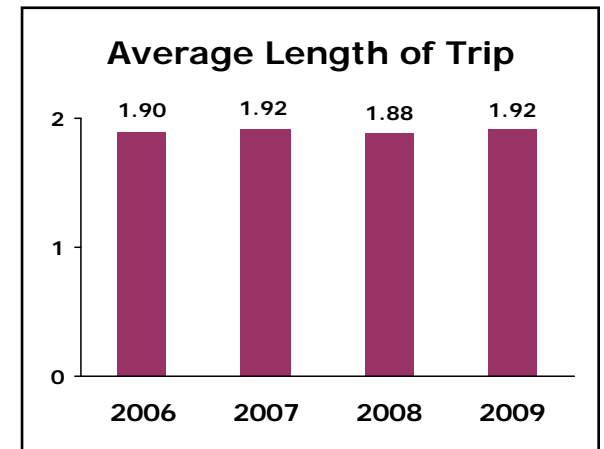
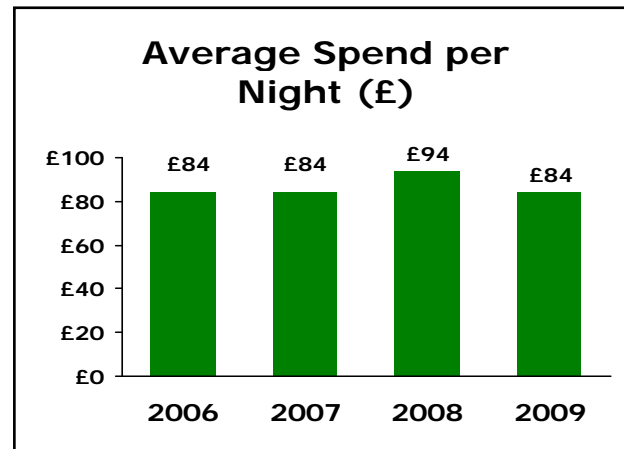
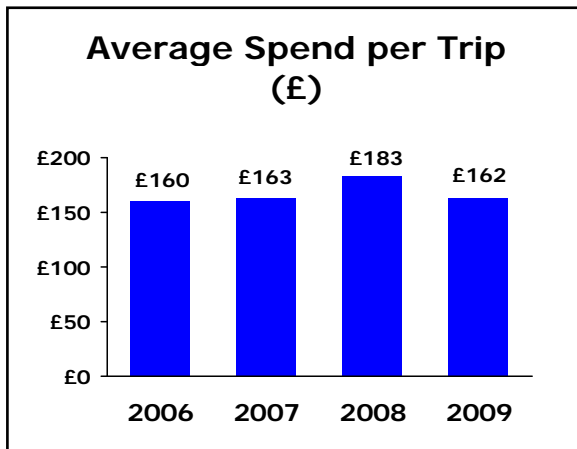
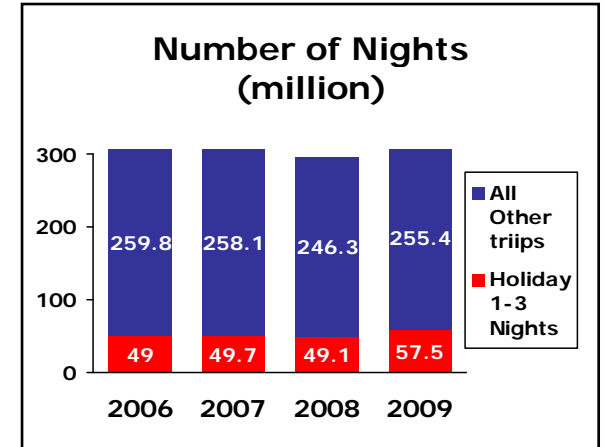
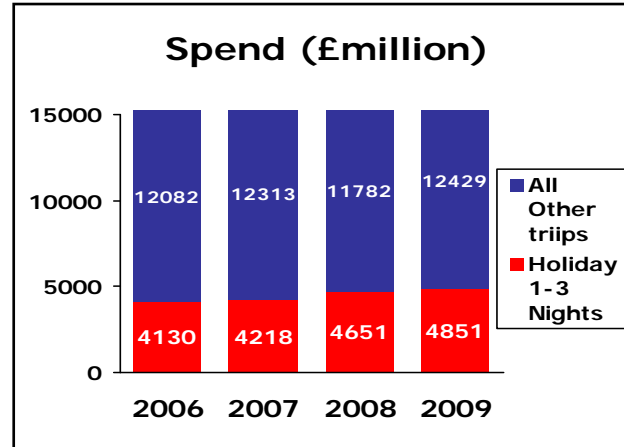
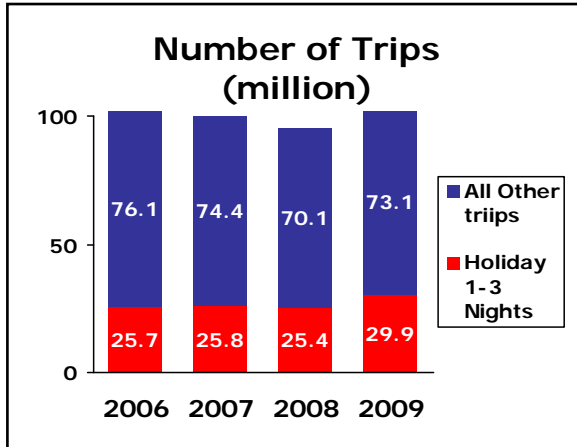


Topic Summary
Holiday Trips in England
Short Breaks (1 – 3 nights)

1 – 3 Night Holiday Travel Trends - England

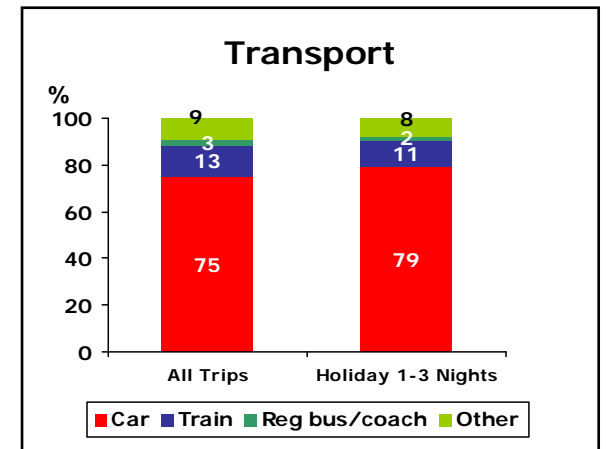
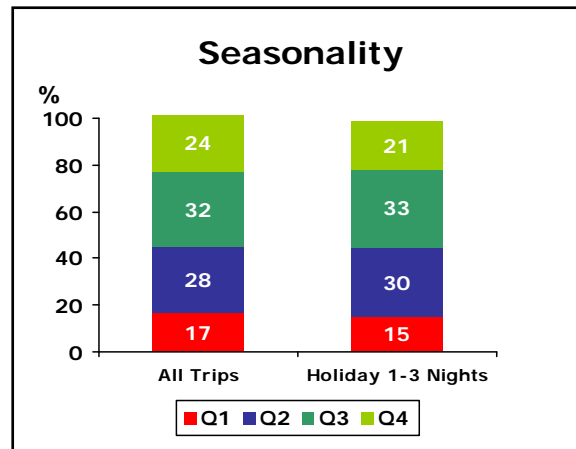
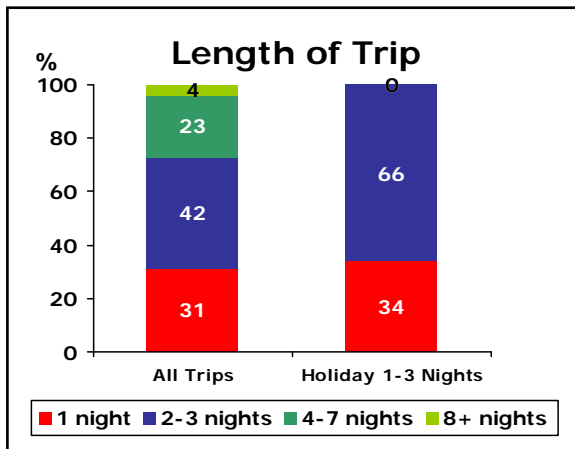
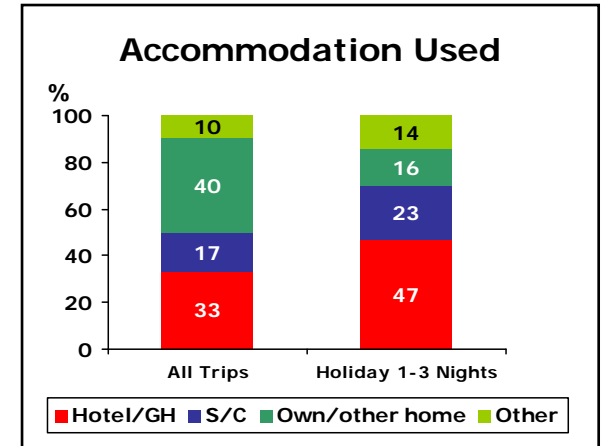
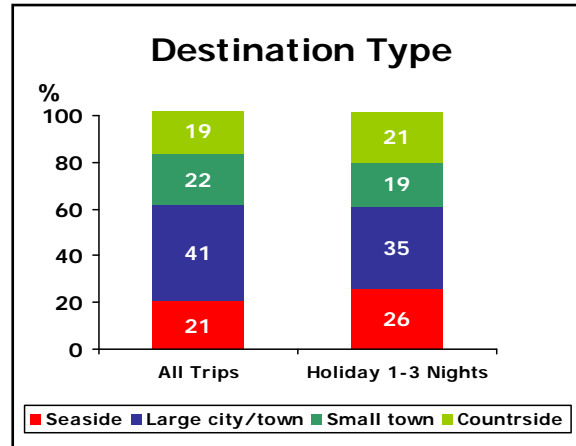
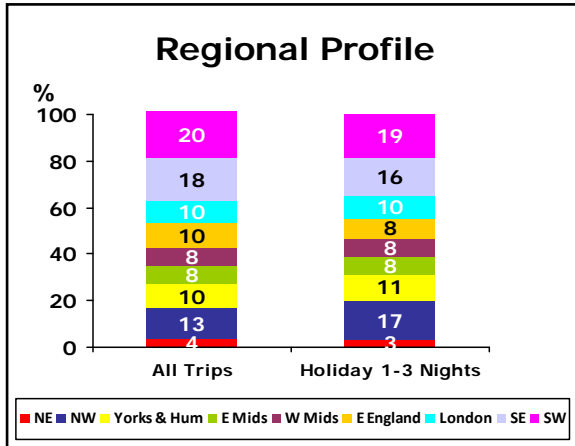
- 29.9 million holiday short holiday breaks were taken in England last year, up by 4.5million trips on 2008 reflecting the increase in domestic holiday trip taking in 2009.
- Although the average spend per trip at £162 was down slightly compared with 2008 the average length of trip increased slightly compared with the same period.
- There is a slight bias towards the summer months, but nonetheless, 36% of short holiday trips are taken between October and March.
- Almost half of short holiday breaks use hotel or guest house accommodation, and a further 23% self-catering.
- Over 1 in 4 trips are taken at the seaside, and 21% in the countryside, with a slightly less urban focus than the national average.

Domestic Short Holiday (1-3 Nights) Travel Trends



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

Domestic Short Holiday Trip (1-3 Nights) 2009 Profile



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