

## February Hot Topic: Origin and Destination of UK Trips

We have recently published a new report featuring a detailed origin – destination analysis for UK domestic travel. This allows us to understand visitor flows across the whole of Great Britain, by nation and by region.

The table below is taken from this report, and shows the proportion of overnight visitors to and from each nation and region.

		Destination of Trip											
		England	Scotland	Wales	North East	Yorkshire	East Midlands	East England	London	South East	South West	West Midlands	North West
<b>Million trips Ave 2006-2009</b>		<b>99.3</b>	<b>12.4</b>	<b>8.9</b>	<b>3.7</b>	<b>10.1</b>	<b>7.6</b>	<b>10.2</b>	<b>10.6</b>	<b>17.6</b>	<b>20.1</b>	<b>8.2</b>	<b>13.1</b>
<b>Nation / Region of Origin</b>	<b>England</b>	<b>92%</b>	49%	78%	85%	94%	94%	96%	90%	94%	93%	91%	88%
	<b>Scotland</b>	4%	<b>49%</b>	2%	13%	4%	3%	2%	6%	2%	1%	4%	8%
	<b>Wales</b>	4%	1%	<b>20%</b>	2%	2%	3%	2%	5%	3%	5%	5%	4%
	<b>North East</b>	4%	6%	1%	<b>17%</b>	8%	4%	2%	4%	1%	1%	3%	7%
	<b>Yorkshire</b>	10%	7%	4%	14%	<b>33%</b>	16%	7%	9%	5%	4%	7%	12%
	<b>East Midlands</b>	8%	4%	5%	7%	9%	<b>23%</b>	10%	8%	5%	6%	7%	7%
	<b>East</b>	12%	4%	6%	9%	8%	11%	<b>34%</b>	10%	11%	8%	10%	6%
	<b>London</b>	9%	6%	6%	5%	6%	7%	12%	<b>6%</b>	14%	9%	10%	7%
	<b>South East</b>	17%	6%	10%	9%	8%	11%	13%	18%	<b>34%</b>	19%	14%	9%
	<b>South West</b>	14%	4%	10%	4%	5%	6%	7%	14%	13%	<b>32%</b>	14%	6%
	<b>West Midlands</b>	7%	4%	16%	4%	5%	7%	5%	7%	5%	9%	<b>15%</b>	7%
<b>North West</b>	11%	10%	20%	14%	12%	9%	6%	13%	5%	5%	12%	<b>28%</b>	

*How to Read this table:*

*On average, between 2006 and 2009, 3.7 million trips were taken annually to the North East of England. Of these, 85% were by residents of England, 13% by residents of Scotland and 2% by residents of Wales. 17% of overnight trips to the North East were taken by its own residents.*

## Key Findings

- Across almost all regions, the number of overnight trips taken by the region's own residents within the region is disproportionately high.
- This share varies from less than one in five trips (North East and West Midlands) to as many as one in three trips (Yorkshire, East of England and the South East).
- This analysis also underlines the importance of geographical proximity, for example
  - Over two thirds of visitors to the South West come from London, the South East, West Midlands and the Region itself
  - Similarly, Over 60% of Yorkshire's visitors come from Yorkshire, the East Midlands, North West
- London is an exception to this rule, attracting visitors from all over the country, with a visitor origin profile close to the national average.

## Differences by Trip Type

The report includes origin-destination analysis by different trip purposes, including holidays of different lengths, duty and leisure trips to visit friends and relatives, and business travel.

Not surprisingly, regions rely more heavily on their own residents for shorter holiday trips (1-3 nights) – some 40% of short holiday breaks to Yorkshire, East of England, the South West, South East and North West are taken by those who live in the region. However, even when considering longer breaks of 4-7 or 8+ nights, the analysis shows that many trips are taken within a relatively narrow geographical area.

In contrast, business trips tend to involve greater distances – presumably because a business trip within the same region is much more likely to be taken as a day trip rather than an overnight stay.

Trips to visit friends and relatives differ in profile by purpose – those taken mainly for “duty” tend to be closer to home, those seen primarily as leisure trips involve longer distances.

## Find Out More

You can access **the full report** [http://www.visitengland.org/Images/Deep%20Dive%20Report%20Holidays%20by%20Trip%20Length\\_tcm30-26534.pdf](http://www.visitengland.org/Images/Deep%20Dive%20Report%20Holidays%20by%20Trip%20Length_tcm30-26534.pdf) on our website, as well as more detailed analysis of UK Tourism Survey findings.