

## GB TOURISM SURVEY – July 2013

### SUMMARY OF RESULTS

#### 1. Headlines

- In July 2013 there were 13 million domestic overnight trips in Great Britain, a 5% increase from July 2012, when there were 12.3 million.
- There were also modest increases in nights and spend of 1%, with nights rising to 48.6 million from 48.3 million, and expenditure to £2.8 billion from £2.7 billion.
- In England, the number of trips also increased, by 3% to 10.4 million. However, nights and spend remained flat (0%).
- Looking at the year-to-date data, the number of trips taken in Great Britain, along with the amount spent, has remained broadly flat (-1%), whilst there has been a slight decrease in nights (-2%).

#### 2. Context

- July saw the most notable heat wave in the UK since 2006, with temperatures exceeding 28 degrees somewhere in the UK for 19 days straight from the 6<sup>th</sup> to the 24<sup>th</sup>. The month was also drier than usual, particularly in the first half of the month. This is in comparison to July 2012, which was the coolest July since 2000 and had higher than average rainfall, particularly early in the month.

#### 3. Trip Characteristics

- In the year to date, holiday trips remain flat (down 1%) at 30.8 million, whilst expenditure decreased slightly, by 2%. 4+ night holidays also declined somewhat compared to the same period last year (-2%), though did increase in July compared to July 2012 (10%).
- Visits to friends and relatives also remained largely comparable to January - July 2012 (up 1%), however positively expenditure continued to increase (up 9%), driven by leisure VFR (up 14%).
- However, business trips (-7%), nights (-10%) and expenditure (-5%) have declined so far this year.
- Perhaps unsurprising given the improvement in weather, trips involving a stay in camping or caravanning accommodation recovered in July, up 25% for the month, and are now flat compared to the first six months of 2012. Trips to the seaside have also recovered this month, up 17% this month compared to July last year, but are still down 4% for the year.

#### 4. Overseas Travel by UK Resident

- The number of trips taken abroad by UK residents in July increased by 5% compared to the same time last year, with spend up 2%. Looking at the year to date, trips have risen slightly (+2%), with spend up 3%.

#### 5. Other Tourism Surveys

- In the July 2013 Tourism Business Monitor, 55% of accommodation providers and 66% of attractions said visitor numbers were up in late Spring / early Summer compared to the same time in 2012.
- In July 2013 England room occupancy increased by 6% and bedspace occupancy by 5% compared to July 2012.

## KEY MEASURES



### Year on Year Comparison – All Trips

	TRIPS (MILLIONS)			NIGHTS (MILLIONS)			SPEND (£M)		
	2012	2013	% +/-	2012	2013	% +/-	2012	2013	% +/-
<b>July '13</b>									
GB	12.3	13.0	+5%	48.3	48.6	+1%	2,727	2,765	+1%
England	10.1	10.4	+3%	37.4	37.5	0%	2,180	2,175	0%
<b>Jan-July'13</b>									
GB	67.0	66.0	-1%	199.7	195.2	-2%	12,704	12,629	-1%
England	55.5	54.5	-2%	159.3	154.5	-3%	10,282	10,180	-1%

### Purpose of Trip – July 2013

	TRIPS (MILLIONS)			NIGHTS (MILLIONS)			SPEND (£M)		
	2012	2013	% +/-	2012	2013	% +/-	2012	2013	% +/-
<b>GB</b>									
Holiday	6.6	7.2	+9%	29.9	31.8	+6%	1,782	1,779	0%
Business	1.7	1.7	-3%	4.7	4.0	-14%	418	400	-4%
VFR	3.6	3.8	+7%	11.5	11.6	+1%	444	534	+20%
<b>England</b>									
Holiday	5.1	5.6	+9%	22.5	23.7	+5%	1,392	1,385	-1%
Business	1.4	1.4	0%	3.7	3.3	-10%	367	327	-11%
VFR	3.1	3.1	+1%	9.3	9.3	-1%	348	417	+20%

### Purpose of Trip – Year to Date (January – July 2013)

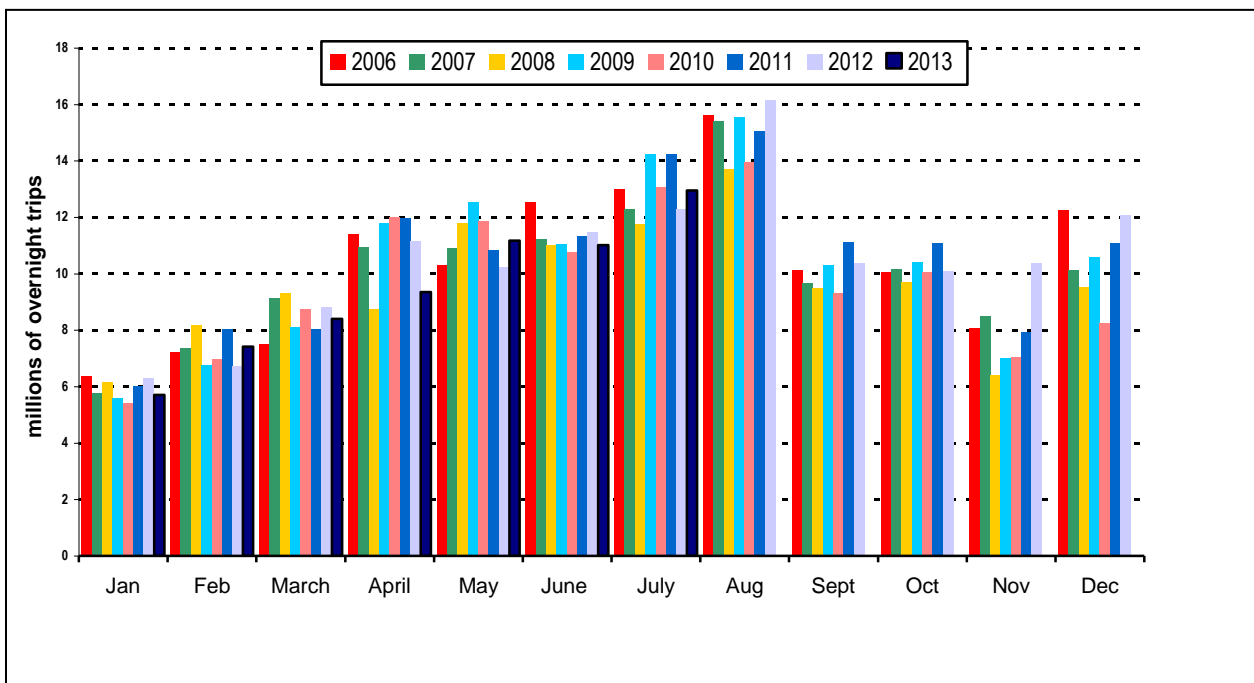
	TRIPS (MILLIONS)			NIGHTS (MILLIONS)			SPEND (£M)		
	2012	2013	% +/-	2012	2013	% +/-	2012	2013	% +/-
<b>GB</b>									
Holiday	31.1	30.8	-1%	106.8	105.4	-1%	7,214	7,043	-2%
Business	11.1	10.4	-7%	26.2	23.7	-10%	2,741	2,596	-5%
VFR	22.3	22.5	+1%	59.8	59.5	-1%	2,388	2,608	+9%
<b>England</b>									
Holiday	24.6	24.3	-1%	81.5	79.4	-3%	5,705	5,489	-4%
Business	9.3	8.9	-5%	21.8	19.3	-11%	2,295	2,173	-5%
VFR	19.4	19.2	-1%	50.2	49.7	-1%	1,979	2,179	+10%

### Outbound Travel – UK Residents

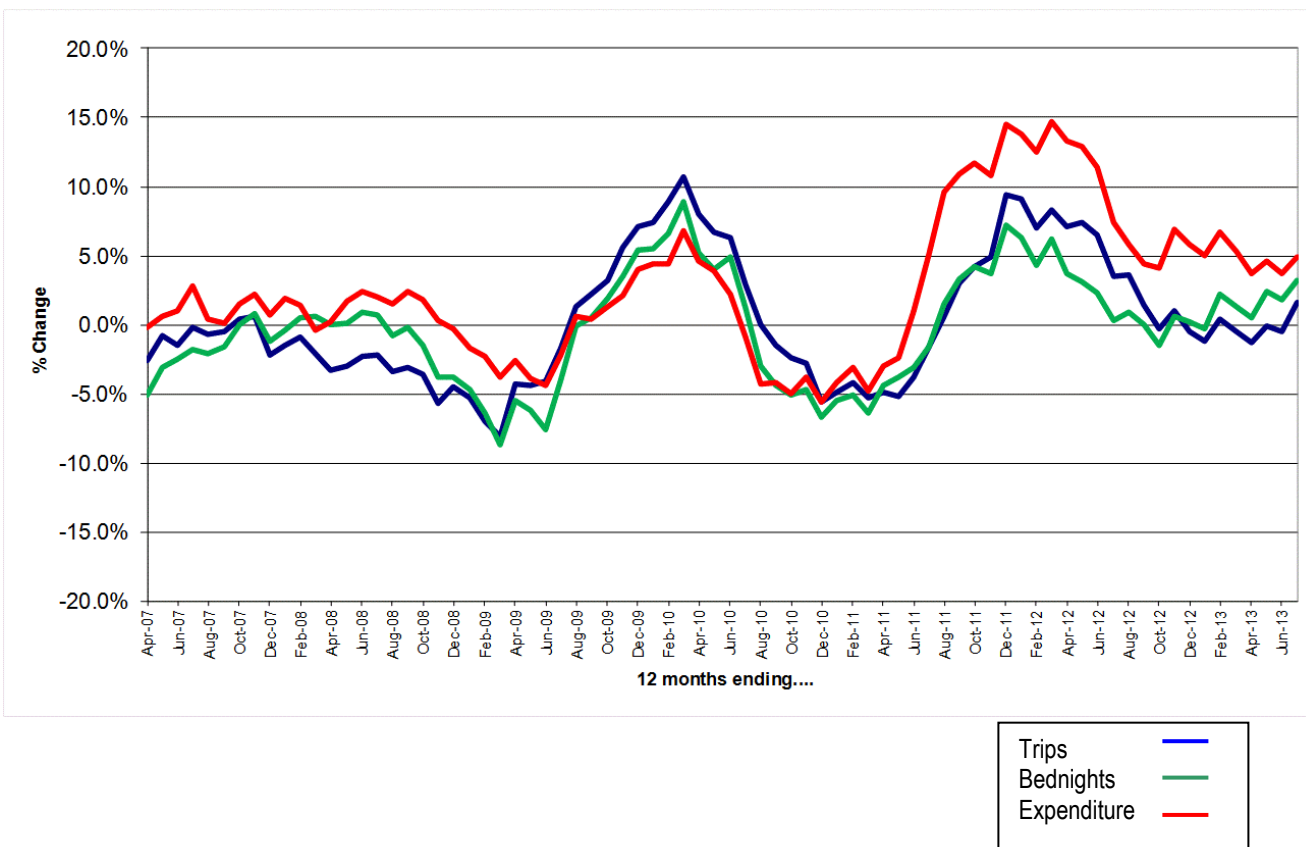
	TRIPS (MILLIONS)			SPEND (£BN)		
	2012	2013	% +/-	2012	2013	% +/-
July 2013	5.7	5.9	+5%	3.5	3.6	+2%
Jan '12-July '13	31.4	32.1	+2%	18.0	18.6	+3%
Aug '12- July '13	56.6	57.2	+1%	32.3	33.0	+2%

# TREND CHARTS

## GB All Trips – Domestic Trip Volume by Month



## GB All Trips - Annual Percentage Change



## Year on Year Comparison, by Trip Characteristic

### Important Note

The analysis on the following page shows year-on-year comparisons across a number of trip characteristics, considering:

- Month (July 2012 vs. July 2013)
- Year to date (Jan-July 2012 vs. Jan-July 2013)
- 12 month rolling (Aug 2011 – July 2012 vs. Aug 2012 - July 2013)

Percentage changes are colour coded:

**Green** indicates a change of over 5 percentage points **better** than the average across all trips (so a drop of -4% would be shaded green if all trips had declined by 10% over the same period)

**Yellow** indicates a change of within +/- 5 percentage points of the average

**Orange** indicates a change of more than 5 percentage points **worse** than the average

This analysis does **not necessarily indicate differences that are statistically significant**. For many of the categories included, particularly when reviewing single month data, changes would need to be much larger than the +/-5% cut-off point used to be statistically significant, and should always be reviewed in the context of the longer term trends. Even so, we feel that this analysis is helpful in understanding some of the market dynamics behind the overall monthly figures.

Sample sizes (underlying numbers of trips) are indicated on the spreadsheet – those with a very low base (fewer than 75 trips) have been “greyed out” to highlight that results should be treated with caution.

# YEAR-ON-YEAR COMPARISON, BY TRIP CHARACTERISTIC

GBTS: Comparisons with equivalent periods, 2012

Comparisons with equivalent periods, 2012

**LEGEND:** Above Average Performance, Average Performance, Below Average Performance

**NOTE:** In the tables below, 'average performance' refers to the total trips/rights/expenditure to either GB or England in each time period. Those cells marked 'above average performance' indicate where the percentage change is more than 5 percentage points above the average; those marked 'below average performance' indicate where the percentage change is more than 5 percentage points below the average. These changes are not necessarily statistically significant - they only indicate those cells where changes are further away from the average. The numbers of unweighted trips are also displayed to indicate where sample sizes are relatively small. Where there are 75 or fewer unweighted trips, the % change figures have been greyed out to indicate that they should be treated with caution.

	Great Britain																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
	Month: July 2013			Unweighted Trips	YTD: January - July 2013			Unweighted Trips	12 month rolling August 2012 - July 2013			Unweighted Trips																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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<b>TOTAL</b>	5.3%	0.5%	1.4%	1938	-1.4%	-2.2%	-0.6%	9377	1.6%	3.1%	4.9%	17159																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
<b>PURPOSE:</b>													Pure Holiday	9.2%	6.4%	-0.2%	1092	-1.1%	-1.3%	-2.4%	4504	2.3%	3.0%	6.0%	8210	- 1-3 nights holiday	9.0%	13.9%	-2.1%	540	-0.7%	-2.2%	-4.4%	2869	3.0%	2.6%	6.3%	5094	- 4+ nights holiday	9.5%	4.5%	1.0%	551	-1.9%	-0.7%	0.0%	1636	1.0%	3.2%	5.7%	3116	VFR (on holiday)	2.9%	5.2%	18.4%	327	3.8%	4.1%	13.7%	1848	10.7%	14.4%	19.6%	3697	HOLIDAY (TOTAL)	7.7%	6.2%	2.4%	1419	0.2%	0.1%	0.2%	6353	4.8%	6.0%	8.4%	11907	VFR (non-holiday)	13.2%	-6.4%	22.8%	257	-2.4%	-7.2%	3.2%	1467	-4.9%	-4.7%	5.9%	2703	VFR (TOTAL)	7.2%	0.6%	20.3%	584	0.9%	-0.6%	9.2%	3315	3.4%	6.5%	13.7%	6400	Business	-3.2%	-14.4%	-4.3%	210	-6.8%	-9.6%	-5.3%	1224	-5.8%	-7.2%	-7.4%	1896	<b>Regions:</b>													West Midlands	7.4%	8.8%	-8.1%	129	8.6%	7.8%	8.9%	659	7.7%	9.8%	13.6%	1172	East of England	-4.8%	-22.6%	-33.8%	144	-4.9%	-10.4%	-20.8%	679	0.1%	-2.6%	-4.7%	1325	East Midlands	6.4%	12.5%	8.3%	123	-5.9%	-14.7%	-17.4%	614	-0.8%	-1.9%	-4.6%	1119	London	7.4%	3.3%	24.9%	144	6.8%	5.9%	10.6%	910	11.6%	7.4%	19.9%	1613	North West	-10.4%	-22.7%	-15.1%	186	-5.8%	-12.7%	-12.0%	1035	-4.6%	-9.0%	-9.0%	1918	North East	-15.9%	1.4%	-34.3%	58	0.3%	10.7%	12.4%	342	0.6%	6.2%	5.7%	598	South East	22.4%	27.1%	22.8%	296	1.9%	-0.4%	-5.3%	1388	6.4%	3.7%	6.8%	2503	South West	-0.9%	-1.5%	-0.2%	340	-5.7%	-1.2%	5.7%	1425	0.9%	9.1%	14.8%	2697	Yorkshire & the Humber	10.9%	9.0%	21.1%	161	-9.9%	-4.5%	8.3%	784	-7.9%	0.3%	9.6%	1459	<b>LOCATION TYPE:</b>													Seaside	16.9%	10.0%	13.3%	536	-3.6%	-5.7%	-0.9%	1915	1.5%	2.7%	10.4%	3628	Large city/ large town	0.7%	0.2%	-1.8%	617	0.5%	-0.7%	2.2%	3710	1.8%	2.7%	5.1%	6654	Small town	3.8%	5.7%	5.2%	452	-3.1%	-2.4%	-3.6%	2183	3.3%	5.0%	5.0%	4077	Countryside/ village	-8.0%	-14.6%	-10.9%	379	-3.1%	-0.2%	-3.0%	1777	-1.2%	2.2%	-1.5%	3213	<b>AGE:</b>													16-24	3.9%	-9.3%	4.1%	194	-1.2%	-7.8%	-10.1%	1087	0.9%	3.0%	3.2%	1966	25-34	23.6%	8.7%	8.9%	391	2.3%	-1.0%	-2.3%	1687	8.2%	4.8%	9.0%	3151	35-44	8.6%	6.1%	4.7%	405	0.6%	-0.7%	-1.0%	1901	-5.2%	0.1%	-3.5%	3446	45-54	-7.5%	-1.1%	-8.0%	312	-8.4%	-4.8%	-0.7%	1624	3.6%	4.2%	8.6%	3026	55+	2.1%	-2.4%	1.8%	636	0.2%	-0.3%	3.9%	3078	1.9%	3.5%	6.9%	5569	<b>SEG:</b>													AB	-0.3%	-6.9%	-4.2%	631	-0.9%	0.3%	2.2%	3203	3.4%	8.3%	9.5%	5775	C1	12.4%	-3.5%	14.2%	599	-0.1%	-3.5%	2.8%	2821	-1.4%	-0.1%	3.1%	5168	C2	10.6%	15.4%	-9.8%	386	-2.9%	-3.0%	-8.0%	1687	3.4%	1.2%	0.1%	3112	DE	-1.6%	12.3%	6.2%	322	-3.8%	-5.0%	-10.3%	1666	1.2%	-0.1%	-0.1%	3103	<b>CHILDREN IN HH:</b>													Any	6.1%	4.2%	-3.1%	734	0.3%	-3.3%	-3.2%	3240	1.8%	2.8%	3.0%	6145	None	4.9%	-1.6%	3.5%	1204	-2.1%	-1.8%	0.4%	6137	1.5%	3.2%	5.7%	11014	<b>ACCOMMODATION:</b>													Commercial accom	7.0%	1.6%	2.5%	1273	-1.1%	-1.5%	0.4%	5793	1.7%	1.8%	5.7%	10217	- Serviced accom	4.2%	8.3%	3.8%	706	0.5%	0.8%	0.5%	4039	1.8%	3.3%	3.7%	7013	- Hotel/motel/guesthouse	4.7%	7.2%	2.8%	615	1.2%	2.4%	1.7%	3610	2.0%	4.0%	4.4%	6253	- Bed & Breakfast	-3.4%	1.5%	-9.3%	85	-5.8%	-12.4%	-20.1%	409	-2.7%	-6.6%	-10.7%	706	Total self-catering rented	9.0%	-1.1%	0.5%	535	-2.4%	-3.0%	2.9%	1652	2.0%	-0.3%	10.9%	2969	- Camping & Caravanning (inc. owned caravans)	25.0%	17.9%	13.5%	449	-0.1%	-3.1%	6.8%	1242	3.3%	3.6%	1.2%	2180	- Other self-catering rented	-19.6%	-17.5%	-4.9%	156	-6.3%	1.3%	13.2%	662	1.2%	3.1%	20.6%	1242	Hostels	-52.6%	-15.9%	-47.1%	15	-60.7%	-49.3%	-64.5%	44	-20.2%	-19.2%	-13.1%	140	Own home/friends'/relatives'	4.2%	2.6%	25.0%	654	-0.2%	-1.5%	3.4%	3499	2.9%	7.0%	7.8%	6816
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VFR (TOTAL)	7.2%	0.6%	20.3%	584	0.9%	-0.6%	9.2%	3315	3.4%	6.5%	13.7%	6400																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Business	-3.2%	-14.4%	-4.3%	210	-6.8%	-9.6%	-5.3%	1224	-5.8%	-7.2%	-7.4%	1896																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
<b>Regions:</b>													West Midlands	7.4%	8.8%	-8.1%	129	8.6%	7.8%	8.9%	659	7.7%	9.8%	13.6%	1172	East of England	-4.8%	-22.6%	-33.8%	144	-4.9%	-10.4%	-20.8%	679	0.1%	-2.6%	-4.7%	1325	East Midlands	6.4%	12.5%	8.3%	123	-5.9%	-14.7%	-17.4%	614	-0.8%	-1.9%	-4.6%	1119	London	7.4%	3.3%	24.9%	144	6.8%	5.9%	10.6%	910	11.6%	7.4%	19.9%	1613	North West	-10.4%	-22.7%	-15.1%	186	-5.8%	-12.7%	-12.0%	1035	-4.6%	-9.0%	-9.0%	1918	North East	-15.9%	1.4%	-34.3%	58	0.3%	10.7%	12.4%	342	0.6%	6.2%	5.7%	598	South East	22.4%	27.1%	22.8%	296	1.9%	-0.4%	-5.3%	1388	6.4%	3.7%	6.8%	2503	South West	-0.9%	-1.5%	-0.2%	340	-5.7%	-1.2%	5.7%	1425	0.9%	9.1%	14.8%	2697	Yorkshire & the Humber	10.9%	9.0%	21.1%	161	-9.9%	-4.5%	8.3%	784	-7.9%	0.3%	9.6%	1459	<b>LOCATION TYPE:</b>													Seaside	16.9%	10.0%	13.3%	536	-3.6%	-5.7%	-0.9%	1915	1.5%	2.7%	10.4%	3628	Large city/ large town	0.7%	0.2%	-1.8%	617	0.5%	-0.7%	2.2%	3710	1.8%	2.7%	5.1%	6654	Small town	3.8%	5.7%	5.2%	452	-3.1%	-2.4%	-3.6%	2183	3.3%	5.0%	5.0%	4077	Countryside/ village	-8.0%	-14.6%	-10.9%	379	-3.1%	-0.2%	-3.0%	1777	-1.2%	2.2%	-1.5%	3213	<b>AGE:</b>													16-24	3.9%	-9.3%	4.1%	194	-1.2%	-7.8%	-10.1%	1087	0.9%	3.0%	3.2%	1966	25-34	23.6%	8.7%	8.9%	391	2.3%	-1.0%	-2.3%	1687	8.2%	4.8%	9.0%	3151	35-44	8.6%	6.1%	4.7%	405	0.6%	-0.7%	-1.0%	1901	-5.2%	0.1%	-3.5%	3446	45-54	-7.5%	-1.1%	-8.0%	312	-8.4%	-4.8%	-0.7%	1624	3.6%	4.2%	8.6%	3026	55+	2.1%	-2.4%	1.8%	636	0.2%	-0.3%	3.9%	3078	1.9%	3.5%	6.9%	5569	<b>SEG:</b>													AB	-0.3%	-6.9%	-4.2%	631	-0.9%	0.3%	2.2%	3203	3.4%	8.3%	9.5%	5775	C1	12.4%	-3.5%	14.2%	599	-0.1%	-3.5%	2.8%	2821	-1.4%	-0.1%	3.1%	5168	C2	10.6%	15.4%	-9.8%	386	-2.9%	-3.0%	-8.0%	1687	3.4%	1.2%	0.1%	3112	DE	-1.6%	12.3%	6.2%	322	-3.8%	-5.0%	-10.3%	1666	1.2%	-0.1%	-0.1%	3103	<b>CHILDREN IN HH:</b>													Any	6.1%	4.2%	-3.1%	734	0.3%	-3.3%	-3.2%	3240	1.8%	2.8%	3.0%	6145	None	4.9%	-1.6%	3.5%	1204	-2.1%	-1.8%	0.4%	6137	1.5%	3.2%	5.7%	11014	<b>ACCOMMODATION:</b>													Commercial accom	7.0%	1.6%	2.5%	1273	-1.1%	-1.5%	0.4%	5793	1.7%	1.8%	5.7%	10217	- Serviced accom	4.2%	8.3%	3.8%	706	0.5%	0.8%	0.5%	4039	1.8%	3.3%	3.7%	7013	- Hotel/motel/guesthouse	4.7%	7.2%	2.8%	615	1.2%	2.4%	1.7%	3610	2.0%	4.0%	4.4%	6253	- Bed & Breakfast	-3.4%	1.5%	-9.3%	85	-5.8%	-12.4%	-20.1%	409	-2.7%	-6.6%	-10.7%	706	Total self-catering rented	9.0%	-1.1%	0.5%	535	-2.4%	-3.0%	2.9%	1652	2.0%	-0.3%	10.9%	2969	- Camping & Caravanning (inc. owned caravans)	25.0%	17.9%	13.5%	449	-0.1%	-3.1%	6.8%	1242	3.3%	3.6%	1.2%	2180	- Other self-catering rented	-19.6%	-17.5%	-4.9%	156	-6.3%	1.3%	13.2%	662	1.2%	3.1%	20.6%	1242	Hostels	-52.6%	-15.9%	-47.1%	15	-60.7%	-49.3%	-64.5%	44	-20.2%	-19.2%	-13.1%	140	Own home/friends'/relatives'	4.2%	2.6%	25.0%	654	-0.2%	-1.5%	3.4%	3499	2.9%	7.0%	7.8%	6816																																																																																																																					
West Midlands	7.4%	8.8%	-8.1%	129	8.6%	7.8%	8.9%	659	7.7%	9.8%	13.6%	1172																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
East of England	-4.8%	-22.6%	-33.8%	144	-4.9%	-10.4%	-20.8%	679	0.1%	-2.6%	-4.7%	1325																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
East Midlands	6.4%	12.5%	8.3%	123	-5.9%	-14.7%	-17.4%	614	-0.8%	-1.9%	-4.6%	1119																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
London	7.4%	3.3%	24.9%	144	6.8%	5.9%	10.6%	910	11.6%	7.4%	19.9%	1613																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
North West	-10.4%	-22.7%	-15.1%	186	-5.8%	-12.7%	-12.0%	1035	-4.6%	-9.0%	-9.0%	1918																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
North East	-15.9%	1.4%	-34.3%	58	0.3%	10.7%	12.4%	342	0.6%	6.2%	5.7%	598																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
South East	22.4%	27.1%	22.8%	296	1.9%	-0.4%	-5.3%	1388	6.4%	3.7%	6.8%	2503																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
South West	-0.9%	-1.5%	-0.2%	340	-5.7%	-1.2%	5.7%	1425	0.9%	9.1%	14.8%	2697																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Yorkshire & the Humber	10.9%	9.0%	21.1%	161	-9.9%	-4.5%	8.3%	784	-7.9%	0.3%	9.6%	1459																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
<b>LOCATION TYPE:</b>													Seaside	16.9%	10.0%	13.3%	536	-3.6%	-5.7%	-0.9%	1915	1.5%	2.7%	10.4%	3628	Large city/ large town	0.7%	0.2%	-1.8%	617	0.5%	-0.7%	2.2%	3710	1.8%	2.7%	5.1%	6654	Small town	3.8%	5.7%	5.2%	452	-3.1%	-2.4%	-3.6%	2183	3.3%	5.0%	5.0%	4077	Countryside/ village	-8.0%	-14.6%	-10.9%	379	-3.1%	-0.2%	-3.0%	1777	-1.2%	2.2%	-1.5%	3213	<b>AGE:</b>													16-24	3.9%	-9.3%	4.1%	194	-1.2%	-7.8%	-10.1%	1087	0.9%	3.0%	3.2%	1966	25-34	23.6%	8.7%	8.9%	391	2.3%	-1.0%	-2.3%	1687	8.2%	4.8%	9.0%	3151	35-44	8.6%	6.1%	4.7%	405	0.6%	-0.7%	-1.0%	1901	-5.2%	0.1%	-3.5%	3446	45-54	-7.5%	-1.1%	-8.0%	312	-8.4%	-4.8%	-0.7%	1624	3.6%	4.2%	8.6%	3026	55+	2.1%	-2.4%	1.8%	636	0.2%	-0.3%	3.9%	3078	1.9%	3.5%	6.9%	5569	<b>SEG:</b>													AB	-0.3%	-6.9%	-4.2%	631	-0.9%	0.3%	2.2%	3203	3.4%	8.3%	9.5%	5775	C1	12.4%	-3.5%	14.2%	599	-0.1%	-3.5%	2.8%	2821	-1.4%	-0.1%	3.1%	5168	C2	10.6%	15.4%	-9.8%	386	-2.9%	-3.0%	-8.0%	1687	3.4%	1.2%	0.1%	3112	DE	-1.6%	12.3%	6.2%	322	-3.8%	-5.0%	-10.3%	1666	1.2%	-0.1%	-0.1%	3103	<b>CHILDREN IN HH:</b>													Any	6.1%	4.2%	-3.1%	734	0.3%	-3.3%	-3.2%	3240	1.8%	2.8%	3.0%	6145	None	4.9%	-1.6%	3.5%	1204	-2.1%	-1.8%	0.4%	6137	1.5%	3.2%	5.7%	11014	<b>ACCOMMODATION:</b>													Commercial accom	7.0%	1.6%	2.5%	1273	-1.1%	-1.5%	0.4%	5793	1.7%	1.8%	5.7%	10217	- Serviced accom	4.2%	8.3%	3.8%	706	0.5%	0.8%	0.5%	4039	1.8%	3.3%	3.7%	7013	- Hotel/motel/guesthouse	4.7%	7.2%	2.8%	615	1.2%	2.4%	1.7%	3610	2.0%	4.0%	4.4%	6253	- Bed & Breakfast	-3.4%	1.5%	-9.3%	85	-5.8%	-12.4%	-20.1%	409	-2.7%	-6.6%	-10.7%	706	Total self-catering rented	9.0%	-1.1%	0.5%	535	-2.4%	-3.0%	2.9%	1652	2.0%	-0.3%	10.9%	2969	- Camping & Caravanning (inc. owned caravans)	25.0%	17.9%	13.5%	449	-0.1%	-3.1%	6.8%	1242	3.3%	3.6%	1.2%	2180	- Other self-catering rented	-19.6%	-17.5%	-4.9%	156	-6.3%	1.3%	13.2%	662	1.2%	3.1%	20.6%	1242	Hostels	-52.6%	-15.9%	-47.1%	15	-60.7%	-49.3%	-64.5%	44	-20.2%	-19.2%	-13.1%	140	Own home/friends'/relatives'	4.2%	2.6%	25.0%	654	-0.2%	-1.5%	3.4%	3499	2.9%	7.0%	7.8%	6816																																																																																																																																																																																																																																																							
Seaside	16.9%	10.0%	13.3%	536	-3.6%	-5.7%	-0.9%	1915	1.5%	2.7%	10.4%	3628																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Large city/ large town	0.7%	0.2%	-1.8%	617	0.5%	-0.7%	2.2%	3710	1.8%	2.7%	5.1%	6654																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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Countryside/ village	-8.0%	-14.6%	-10.9%	379	-3.1%	-0.2%	-3.0%	1777	-1.2%	2.2%	-1.5%	3213																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
<b>AGE:</b>													16-24	3.9%	-9.3%	4.1%	194	-1.2%	-7.8%	-10.1%	1087	0.9%	3.0%	3.2%	1966	25-34	23.6%	8.7%	8.9%	391	2.3%	-1.0%	-2.3%	1687	8.2%	4.8%	9.0%	3151	35-44	8.6%	6.1%	4.7%	405	0.6%	-0.7%	-1.0%	1901	-5.2%	0.1%	-3.5%	3446	45-54	-7.5%	-1.1%	-8.0%	312	-8.4%	-4.8%	-0.7%	1624	3.6%	4.2%	8.6%	3026	55+	2.1%	-2.4%	1.8%	636	0.2%	-0.3%	3.9%	3078	1.9%	3.5%	6.9%	5569	<b>SEG:</b>													AB	-0.3%	-6.9%	-4.2%	631	-0.9%	0.3%	2.2%	3203	3.4%	8.3%	9.5%	5775	C1	12.4%	-3.5%	14.2%	599	-0.1%	-3.5%	2.8%	2821	-1.4%	-0.1%	3.1%	5168	C2	10.6%	15.4%	-9.8%	386	-2.9%	-3.0%	-8.0%	1687	3.4%	1.2%	0.1%	3112	DE	-1.6%	12.3%	6.2%	322	-3.8%	-5.0%	-10.3%	1666	1.2%	-0.1%	-0.1%	3103	<b>CHILDREN IN HH:</b>													Any	6.1%	4.2%	-3.1%	734	0.3%	-3.3%	-3.2%	3240	1.8%	2.8%	3.0%	6145	None	4.9%	-1.6%	3.5%	1204	-2.1%	-1.8%	0.4%	6137	1.5%	3.2%	5.7%	11014	<b>ACCOMMODATION:</b>													Commercial accom	7.0%	1.6%	2.5%	1273	-1.1%	-1.5%	0.4%	5793	1.7%	1.8%	5.7%	10217	- Serviced accom	4.2%	8.3%	3.8%	706	0.5%	0.8%	0.5%	4039	1.8%	3.3%	3.7%	7013	- Hotel/motel/guesthouse	4.7%	7.2%	2.8%	615	1.2%	2.4%	1.7%	3610	2.0%	4.0%	4.4%	6253	- Bed & Breakfast	-3.4%	1.5%	-9.3%	85	-5.8%	-12.4%	-20.1%	409	-2.7%	-6.6%	-10.7%	706	Total self-catering rented	9.0%	-1.1%	0.5%	535	-2.4%	-3.0%	2.9%	1652	2.0%	-0.3%	10.9%	2969	- Camping & Caravanning (inc. owned caravans)	25.0%	17.9%	13.5%	449	-0.1%	-3.1%	6.8%	1242	3.3%	3.6%	1.2%	2180	- Other self-catering rented	-19.6%	-17.5%	-4.9%	156	-6.3%	1.3%	13.2%	662	1.2%	3.1%	20.6%	1242	Hostels	-52.6%	-15.9%	-47.1%	15	-60.7%	-49.3%	-64.5%	44	-20.2%	-19.2%	-13.1%	140	Own home/friends'/relatives'	4.2%	2.6%	25.0%	654	-0.2%	-1.5%	3.4%	3499	2.9%	7.0%	7.8%	6816																																																																																																																																																																																																																																																																																																																								
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45-54	-7.5%	-1.1%	-8.0%	312	-8.4%	-4.8%	-0.7%	1624	3.6%	4.2%	8.6%	3026																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
55+	2.1%	-2.4%	1.8%	636	0.2%	-0.3%	3.9%	3078	1.9%	3.5%	6.9%	5569																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
<b>SEG:</b>													AB	-0.3%	-6.9%	-4.2%	631	-0.9%	0.3%	2.2%	3203	3.4%	8.3%	9.5%	5775	C1	12.4%	-3.5%	14.2%	599	-0.1%	-3.5%	2.8%	2821	-1.4%	-0.1%	3.1%	5168	C2	10.6%	15.4%	-9.8%	386	-2.9%	-3.0%	-8.0%	1687	3.4%	1.2%	0.1%	3112	DE	-1.6%	12.3%	6.2%	322	-3.8%	-5.0%	-10.3%	1666	1.2%	-0.1%	-0.1%	3103	<b>CHILDREN IN HH:</b>													Any	6.1%	4.2%	-3.1%	734	0.3%	-3.3%	-3.2%	3240	1.8%	2.8%	3.0%	6145	None	4.9%	-1.6%	3.5%	1204	-2.1%	-1.8%	0.4%	6137	1.5%	3.2%	5.7%	11014	<b>ACCOMMODATION:</b>													Commercial accom	7.0%	1.6%	2.5%	1273	-1.1%	-1.5%	0.4%	5793	1.7%	1.8%	5.7%	10217	- Serviced accom	4.2%	8.3%	3.8%	706	0.5%	0.8%	0.5%	4039	1.8%	3.3%	3.7%	7013	- Hotel/motel/guesthouse	4.7%	7.2%	2.8%	615	1.2%	2.4%	1.7%	3610	2.0%	4.0%	4.4%	6253	- Bed & Breakfast	-3.4%	1.5%	-9.3%	85	-5.8%	-12.4%	-20.1%	409	-2.7%	-6.6%	-10.7%	706	Total self-catering rented	9.0%	-1.1%	0.5%	535	-2.4%	-3.0%	2.9%	1652	2.0%	-0.3%	10.9%	2969	- Camping & Caravanning (inc. owned caravans)	25.0%	17.9%	13.5%	449	-0.1%	-3.1%	6.8%	1242	3.3%	3.6%	1.2%	2180	- Other self-catering rented	-19.6%	-17.5%	-4.9%	156	-6.3%	1.3%	13.2%	662	1.2%	3.1%	20.6%	1242	Hostels	-52.6%	-15.9%	-47.1%	15	-60.7%	-49.3%	-64.5%	44	-20.2%	-19.2%	-13.1%	140	Own home/friends'/relatives'	4.2%	2.6%	25.0%	654	-0.2%	-1.5%	3.4%	3499	2.9%	7.0%	7.8%	6816																																																																																																																																																																																																																																																																																																																																																																																																						
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<b>CHILDREN IN HH:</b>													Any	6.1%	4.2%	-3.1%	734	0.3%	-3.3%	-3.2%	3240	1.8%	2.8%	3.0%	6145	None	4.9%	-1.6%	3.5%	1204	-2.1%	-1.8%	0.4%	6137	1.5%	3.2%	5.7%	11014	<b>ACCOMMODATION:</b>													Commercial accom	7.0%	1.6%	2.5%	1273	-1.1%	-1.5%	0.4%	5793	1.7%	1.8%	5.7%	10217	- Serviced accom	4.2%	8.3%	3.8%	706	0.5%	0.8%	0.5%	4039	1.8%	3.3%	3.7%	7013	- Hotel/motel/guesthouse	4.7%	7.2%	2.8%	615	1.2%	2.4%	1.7%	3610	2.0%	4.0%	4.4%	6253	- Bed & Breakfast	-3.4%	1.5%	-9.3%	85	-5.8%	-12.4%	-20.1%	409	-2.7%	-6.6%	-10.7%	706	Total self-catering rented	9.0%	-1.1%	0.5%	535	-2.4%	-3.0%	2.9%	1652	2.0%	-0.3%	10.9%	2969	- Camping & Caravanning (inc. owned caravans)	25.0%	17.9%	13.5%	449	-0.1%	-3.1%	6.8%	1242	3.3%	3.6%	1.2%	2180	- Other self-catering rented	-19.6%	-17.5%	-4.9%	156	-6.3%	1.3%	13.2%	662	1.2%	3.1%	20.6%	1242	Hostels	-52.6%	-15.9%	-47.1%	15	-60.7%	-49.3%	-64.5%	44	-20.2%	-19.2%	-13.1%	140	Own home/friends'/relatives'	4.2%	2.6%	25.0%	654	-0.2%	-1.5%	3.4%	3499	2.9%	7.0%	7.8%	6816																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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- Bed & Breakfast	-3.4%	1.5%	-9.3%	85	-5.8%	-12.4%	-20.1%	409	-2.7%	-6.6%	-10.7%	706																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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- Camping & Caravanning (inc. owned caravans)	25.0%	17.9%	13.5%	449	-0.1%	-3.1%	6.8%	1242	3.3%	3.6%	1.2%	2180																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
- Other self-catering rented	-19.6%	-17.5%	-4.9%	156	-6.3%	1.3%	13.2%	662	1.2%	3.1%	20.6%	1242																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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	Month: July 2013			Unweighted Trips	YTD: January - July 2013			Unweighted Trips	12 month rolling August 2012 - July 2013			Unweighted Trips																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
	Trips	Bednights	Expenditure		Trips	Bednights	Expenditure		Trips	Bednights	Expenditure																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
<b>TOTAL</b>	3.3%	0.1%	-0.2%	1557	-1.8%	-3.0%	-1.0%	7732	1.6%	2.9%	6.8%	14188																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
<b>PURPOSE:</b>													Pure Holiday	8.7%	5.4%	-0.5%	850	-1.2%	-2.5%	-3.8%	3551	2.8%	3.0%	7.7%	6543	- 1-3 nights holiday	7.6%	9.2%	-2.6%	437	0.4%	-1.7%	-4.8%	2314	3.8%	2.9%	6.7%	4146	- 4+ nights holiday	9.9%	4.3%	0.9%	412	-4.3%	-3.0%	-2.5%	1232	1.1%	3.0%	8.9%	2386	VFR (on holiday)	-6.4%	2.7%	9.6%	260	1.8%	4.2%	12.8%	1554	8.6%	12.6%	20.7%	3093	HOLIDAY (TOTAL)	4.8%	4.9%	1.0%	1110	-0.3%	-0.8%	-1.1%	5104	4.6%	5.7%	10.0%	9635	VFR (non-holiday)	11.2%	-5.2%	40.0%	220	-4.8%	-7.7%	6.5%	1277	-5.4%	-4.4%	7.4%	2364	VFR (TOTAL)	1.0%	-0.5%	19.8%	480	-1.3%	-1.0%	10.1%	2831	2.0%	5.4%	14.9%	5458	Business	0.3%	-9.9%	-10.9%	178	-5.2%	-11.1%	-5.3%	1047	-3.8%	-6.8%	-4.9%	1692	<b>Regions:</b>													West Midlands	7.4%	8.8%	-8.1%	129	8.6%	7.8%	8.9%	659	7.7%	9.8%	13.6%	1172	East of England	-4.8%	-22.6%	-33.8%	144	-4.9%	-10.4%	-20.8%	679	0.1%	-2.6%	-4.7%	1325	East Midlands	6.4%	12.5%	8.3%	123	-5.9%	-14.7%	-17.4%	614	-0.8%	-1.9%	-4.6%	1119	London	7.4%	3.3%	24.9%	144	6.8%	5.9%	10.6%	910	11.6%	7.4%	19.9%	1613	North West	-10.4%	-22.7%	-15.1%	186	-5.8%	-12.7%	-12.0%	1035	-4.6%	-9.0%	-9.0%	1918	North East	-15.9%	1.4%	-34.3%	58	0.3%	10.7%	12.4%	342	0.6%	6.2%	5.7%	598	South East	22.4%	27.1%	22.8%	296	1.9%	-0.4%	-5.3%	1388	6.4%	3.7%	6.8%	2503	South West	-0.9%	-1.5%	-0.2%	340	-5.7%	-1.2%	5.7%	1425	0.9%	9.1%	14.8%	2697	Yorkshire & the Humber	10.9%	9.0%	21.1%	161	-9.9%	-4.5%	8.3%	784	-7.9%	0.3%	9.6%	1459	<b>LOCATION TYPE:</b>													Seaside	11.9%	5.3%	12.3%	418	-3.2%	-6.5%	-0.4%	1535	1.7%	3.4%	12.9%	2929	Large city/ large town	-2.7%	-2.0%	-2.4%	520	1.4%	-0.1%	4.5%	3248	2.2%	2.6%	6.5%	5754	Small town	8.4%	10.2%	5.1%	362	-3.0%	-2.8%	-4.5%	1739	5.2%	6.3%	9.5%	3295	Countryside/ village	-5.5%	-13.3%	-16.6%	296	-6.9%	-3.9%	-10.9%	1378	-3.2%	-0.4%	-2.3%	2534	<b>AGE:</b>													16-24	-1.7%	-1.3%	2.6%	160	-0.6%	-3.7%	-9.1%	923	3.7%	8.8%	10.2%	1691	25-34	20.8%	2.9%	2.1%	319	-0.3%	-6.6%	-4.0%	1396	6.3%	0.3%	7.0%	2618	35-44	-1.5%	-3.6%	-5.1%	312	-2.8%	-5.8%	-6.0%	1553	-6.6%	-4.2%	-2.8%	2819	45-54	-6.3%	-2.2%	-11.9%	246	-7.0%	-8.8%	0.6%	1339	5.1%	4.4%	12.5%	2494	55+	5.6%	3.0%	11.5%	523	1.3%	4.2%	6.2%	2519	2.1%	5.9%	8.8%	4562	<b>SEG:</b>													AB	-5.5%	-11.0%	-12.6%	491	0.0%	0.3%	2.1%	2693	4.4%	8.7%	11.4%	4842	C1	17.1%	4.8%	24.5%	492	-1.1%	-3.0%	3.8%	2324	-1.6%	1.6%	6.6%	4291	C2	8.9%	17.1%	-9.4%	325	-5.0%	-7.4%	-13.8%	1352	0.6%	-3.8%	-2.3%	2485	DE	-8.8%	-3.7%	3.3%	249	-5.1%	-6.2%	-7.6%	1343	2.4%	0.5%	3.2%	2548	<b>CHILDREN IN HH:</b>													Any	1.2%	-2.4%	-7.0%	578	-1.4%	-8.3%	-4.8%	2666	1.3%	-0.4%	5.4%	5087	None	4.5%	1.6%	3.3%	977	-2.0%	-0.7%	0.5%	5065	1.7%	4.5%	7.4%	9102	<b>ACCOMMODATION:</b>													Commercial accom	9.4%	5.3%	1.2%	1013	0.0%	-1.4%	0.2%	4735	3.4%	4.2%	7.8%	8399	- Serviced accom	4.8%	10.3%	1.8%	580	1.6%	1.1%	1.2%	3372	3.0%	4.3%	5.3%	5861	- Hotel/motel/guesthouse	4.7%	7.0%	-1.5%	509	2.9%	3.3%	2.7%	3031	3.6%	5.2%	5.9%	5253	- Bed & Breakfast	1.6%	15.6%	4.2%	66	-10.2%	-17.8%	-25.2%	326	-5.0%	-6.0%	-10.3%	569	Total self-catering rented	9.7%	1.6%	-0.6%	406	-2.4%	-4.8%	-0.2%	1281	4.2%	2.5%	14.3%	2338	- Camping & Caravanning (inc. owned caravans)	24.5%	20.1%	13.7%	342	3.2%	-0.1%	-6.6%	967	4.6%	4.0%	2.4%	1699	- Other self-catering rented	-23.9%	-18.2%	-7.7%	108	-12.2%	-6.1%	7.9%	481	2.0%	4.8%	26.3%	939	Hostels	-9.4%	40.4%	-50.0%	9	-6
Pure Holiday	8.7%	5.4%	-0.5%	850	-1.2%	-2.5%	-3.8%	3551	2.8%	3.0%	7.7%	6543																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
- 1-3 nights holiday	7.6%	9.2%	-2.6%	437	0.4%	-1.7%	-4.8%	2314	3.8%	2.9%	6.7%	4146																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
- 4+ nights holiday	9.9%	4.3%	0.9%	412	-4.3%	-3.0%	-2.5%	1232	1.1%	3.0%	8.9%	2386																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
VFR (on holiday)	-6.4%	2.7%	9.6%	260	1.8%	4.2%	12.8%	1554	8.6%	12.6%	20.7%	3093																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
HOLIDAY (TOTAL)	4.8%	4.9%	1.0%	1110	-0.3%	-0.8%	-1.1%	5104	4.6%	5.7%	10.0%	9635																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
VFR (non-holiday)	11.2%	-5.2%	40.0%	220	-4.8%	-7.7%	6.5%	1277	-5.4%	-4.4%	7.4%	2364																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
VFR (TOTAL)	1.0%	-0.5%	19.8%	480	-1.3%	-1.0%	10.1%	2831	2.0%	5.4%	14.9%	5458																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Business	0.3%	-9.9%	-10.9%	178	-5.2%	-11.1%	-5.3%	1047	-3.8%	-6.8%	-4.9%	1692																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
<b>Regions:</b>													West Midlands	7.4%	8.8%	-8.1%	129	8.6%	7.8%	8.9%	659	7.7%	9.8%	13.6%	1172	East of England	-4.8%	-22.6%	-33.8%	144	-4.9%	-10.4%	-20.8%	679	0.1%	-2.6%	-4.7%	1325	East Midlands	6.4%	12.5%	8.3%	123	-5.9%	-14.7%	-17.4%	614	-0.8%	-1.9%	-4.6%	1119	London	7.4%	3.3%	24.9%	144	6.8%	5.9%	10.6%	910	11.6%	7.4%	19.9%	1613	North West	-10.4%	-22.7%	-15.1%	186	-5.8%	-12.7%	-12.0%	1035	-4.6%	-9.0%	-9.0%	1918	North East	-15.9%	1.4%	-34.3%	58	0.3%	10.7%	12.4%	342	0.6%	6.2%	5.7%	598	South East	22.4%	27.1%	22.8%	296	1.9%	-0.4%	-5.3%	1388	6.4%	3.7%	6.8%	2503	South West	-0.9%	-1.5%	-0.2%	340	-5.7%	-1.2%	5.7%	1425	0.9%	9.1%	14.8%	2697	Yorkshire & the Humber	10.9%	9.0%	21.1%	161	-9.9%	-4.5%	8.3%	784	-7.9%	0.3%	9.6%	1459	<b>LOCATION TYPE:</b>													Seaside	11.9%	5.3%	12.3%	418	-3.2%	-6.5%	-0.4%	1535	1.7%	3.4%	12.9%	2929	Large city/ large town	-2.7%	-2.0%	-2.4%	520	1.4%	-0.1%	4.5%	3248	2.2%	2.6%	6.5%	5754	Small town	8.4%	10.2%	5.1%	362	-3.0%	-2.8%	-4.5%	1739	5.2%	6.3%	9.5%	3295	Countryside/ village	-5.5%	-13.3%	-16.6%	296	-6.9%	-3.9%	-10.9%	1378	-3.2%	-0.4%	-2.3%	2534	<b>AGE:</b>													16-24	-1.7%	-1.3%	2.6%	160	-0.6%	-3.7%	-9.1%	923	3.7%	8.8%	10.2%	1691	25-34	20.8%	2.9%	2.1%	319	-0.3%	-6.6%	-4.0%	1396	6.3%	0.3%	7.0%	2618	35-44	-1.5%	-3.6%	-5.1%	312	-2.8%	-5.8%	-6.0%	1553	-6.6%	-4.2%	-2.8%	2819	45-54	-6.3%	-2.2%	-11.9%	246	-7.0%	-8.8%	0.6%	1339	5.1%	4.4%	12.5%	2494	55+	5.6%	3.0%	11.5%	523	1.3%	4.2%	6.2%	2519	2.1%	5.9%	8.8%	4562	<b>SEG:</b>													AB	-5.5%	-11.0%	-12.6%	491	0.0%	0.3%	2.1%	2693	4.4%	8.7%	11.4%	4842	C1	17.1%	4.8%	24.5%	492	-1.1%	-3.0%	3.8%	2324	-1.6%	1.6%	6.6%	4291	C2	8.9%	17.1%	-9.4%	325	-5.0%	-7.4%	-13.8%	1352	0.6%	-3.8%	-2.3%	2485	DE	-8.8%	-3.7%	3.3%	249	-5.1%	-6.2%	-7.6%	1343	2.4%	0.5%	3.2%	2548	<b>CHILDREN IN HH:</b>													Any	1.2%	-2.4%	-7.0%	578	-1.4%	-8.3%	-4.8%	2666	1.3%	-0.4%	5.4%	5087	None	4.5%	1.6%	3.3%	977	-2.0%	-0.7%	0.5%	5065	1.7%	4.5%	7.4%	9102	<b>ACCOMMODATION:</b>													Commercial accom	9.4%	5.3%	1.2%	1013	0.0%	-1.4%	0.2%	4735	3.4%	4.2%	7.8%	8399	- Serviced accom	4.8%	10.3%	1.8%	580	1.6%	1.1%	1.2%	3372	3.0%	4.3%	5.3%	5861	- Hotel/motel/guesthouse	4.7%	7.0%	-1.5%	509	2.9%	3.3%	2.7%	3031	3.6%	5.2%	5.9%	5253	- Bed & Breakfast	1.6%	15.6%	4.2%	66	-10.2%	-17.8%	-25.2%	326	-5.0%	-6.0%	-10.3%	569	Total self-catering rented	9.7%	1.6%	-0.6%	406	-2.4%	-4.8%	-0.2%	1281	4.2%	2.5%	14.3%	2338	- Camping & Caravanning (inc. owned caravans)	24.5%	20.1%	13.7%	342	3.2%	-0.1%	-6.6%	967	4.6%	4.0%	2.4%	1699	- Other self-catering rented	-23.9%	-18.2%	-7.7%	108	-12.2%	-6.1%	7.9%	481	2.0%	4.8%	26.3%	939	Hostels	-9.4%	40.4%	-50.0%	9	-6																																																																																																																					
West Midlands	7.4%	8.8%	-8.1%	129	8.6%	7.8%	8.9%	659	7.7%	9.8%	13.6%	1172																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
East of England	-4.8%	-22.6%	-33.8%	144	-4.9%	-10.4%	-20.8%	679	0.1%	-2.6%	-4.7%	1325																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
East Midlands	6.4%	12.5%	8.3%	123	-5.9%	-14.7%	-17.4%	614	-0.8%	-1.9%	-4.6%	1119																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
London	7.4%	3.3%	24.9%	144	6.8%	5.9%	10.6%	910	11.6%	7.4%	19.9%	1613																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
North West	-10.4%	-22.7%	-15.1%	186	-5.8%	-12.7%	-12.0%	1035	-4.6%	-9.0%	-9.0%	1918																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
North East	-15.9%	1.4%	-34.3%	58	0.3%	10.7%	12.4%	342	0.6%	6.2%	5.7%	598																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
South East	22.4%	27.1%	22.8%	296	1.9%	-0.4%	-5.3%	1388	6.4%	3.7%	6.8%	2503																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
South West	-0.9%	-1.5%	-0.2%	340	-5.7%	-1.2%	5.7%	1425	0.9%	9.1%	14.8%	2697																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Yorkshire & the Humber	10.9%	9.0%	21.1%	161	-9.9%	-4.5%	8.3%	784	-7.9%	0.3%	9.6%	1459																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
<b>LOCATION TYPE:</b>													Seaside	11.9%	5.3%	12.3%	418	-3.2%	-6.5%	-0.4%	1535	1.7%	3.4%	12.9%	2929	Large city/ large town	-2.7%	-2.0%	-2.4%	520	1.4%	-0.1%	4.5%	3248	2.2%	2.6%	6.5%	5754	Small town	8.4%	10.2%	5.1%	362	-3.0%	-2.8%	-4.5%	1739	5.2%	6.3%	9.5%	3295	Countryside/ village	-5.5%	-13.3%	-16.6%	296	-6.9%	-3.9%	-10.9%	1378	-3.2%	-0.4%	-2.3%	2534	<b>AGE:</b>													16-24	-1.7%	-1.3%	2.6%	160	-0.6%	-3.7%	-9.1%	923	3.7%	8.8%	10.2%	1691	25-34	20.8%	2.9%	2.1%	319	-0.3%	-6.6%	-4.0%	1396	6.3%	0.3%	7.0%	2618	35-44	-1.5%	-3.6%	-5.1%	312	-2.8%	-5.8%	-6.0%	1553	-6.6%	-4.2%	-2.8%	2819	45-54	-6.3%	-2.2%	-11.9%	246	-7.0%	-8.8%	0.6%	1339	5.1%	4.4%	12.5%	2494	55+	5.6%	3.0%	11.5%	523	1.3%	4.2%	6.2%	2519	2.1%	5.9%	8.8%	4562	<b>SEG:</b>													AB	-5.5%	-11.0%	-12.6%	491	0.0%	0.3%	2.1%	2693	4.4%	8.7%	11.4%	4842	C1	17.1%	4.8%	24.5%	492	-1.1%	-3.0%	3.8%	2324	-1.6%	1.6%	6.6%	4291	C2	8.9%	17.1%	-9.4%	325	-5.0%	-7.4%	-13.8%	1352	0.6%	-3.8%	-2.3%	2485	DE	-8.8%	-3.7%	3.3%	249	-5.1%	-6.2%	-7.6%	1343	2.4%	0.5%	3.2%	2548	<b>CHILDREN IN HH:</b>													Any	1.2%	-2.4%	-7.0%	578	-1.4%	-8.3%	-4.8%	2666	1.3%	-0.4%	5.4%	5087	None	4.5%	1.6%	3.3%	977	-2.0%	-0.7%	0.5%	5065	1.7%	4.5%	7.4%	9102	<b>ACCOMMODATION:</b>													Commercial accom	9.4%	5.3%	1.2%	1013	0.0%	-1.4%	0.2%	4735	3.4%	4.2%	7.8%	8399	- Serviced accom	4.8%	10.3%	1.8%	580	1.6%	1.1%	1.2%	3372	3.0%	4.3%	5.3%	5861	- Hotel/motel/guesthouse	4.7%	7.0%	-1.5%	509	2.9%	3.3%	2.7%	3031	3.6%	5.2%	5.9%	5253	- Bed & Breakfast	1.6%	15.6%	4.2%	66	-10.2%	-17.8%	-25.2%	326	-5.0%	-6.0%	-10.3%	569	Total self-catering rented	9.7%	1.6%	-0.6%	406	-2.4%	-4.8%	-0.2%	1281	4.2%	2.5%	14.3%	2338	- Camping & Caravanning (inc. owned caravans)	24.5%	20.1%	13.7%	342	3.2%	-0.1%	-6.6%	967	4.6%	4.0%	2.4%	1699	- Other self-catering rented	-23.9%	-18.2%	-7.7%	108	-12.2%	-6.1%	7.9%	481	2.0%	4.8%	26.3%	939	Hostels	-9.4%	40.4%	-50.0%	9	-6																																																																																																																																																																																																																																																							
Seaside	11.9%	5.3%	12.3%	418	-3.2%	-6.5%	-0.4%	1535	1.7%	3.4%	12.9%	2929																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Large city/ large town	-2.7%	-2.0%	-2.4%	520	1.4%	-0.1%	4.5%	3248	2.2%	2.6%	6.5%	5754																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Small town	8.4%	10.2%	5.1%	362	-3.0%	-2.8%	-4.5%	1739	5.2%	6.3%	9.5%	3295																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Countryside/ village	-5.5%	-13.3%	-16.6%	296	-6.9%	-3.9%	-10.9%	1378	-3.2%	-0.4%	-2.3%	2534																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
<b>AGE:</b>													16-24	-1.7%	-1.3%	2.6%	160	-0.6%	-3.7%	-9.1%	923	3.7%	8.8%	10.2%	1691	25-34	20.8%	2.9%	2.1%	319	-0.3%	-6.6%	-4.0%	1396	6.3%	0.3%	7.0%	2618	35-44	-1.5%	-3.6%	-5.1%	312	-2.8%	-5.8%	-6.0%	1553	-6.6%	-4.2%	-2.8%	2819	45-54	-6.3%	-2.2%	-11.9%	246	-7.0%	-8.8%	0.6%	1339	5.1%	4.4%	12.5%	2494	55+	5.6%	3.0%	11.5%	523	1.3%	4.2%	6.2%	2519	2.1%	5.9%	8.8%	4562	<b>SEG:</b>													AB	-5.5%	-11.0%	-12.6%	491	0.0%	0.3%	2.1%	2693	4.4%	8.7%	11.4%	4842	C1	17.1%	4.8%	24.5%	492	-1.1%	-3.0%	3.8%	2324	-1.6%	1.6%	6.6%	4291	C2	8.9%	17.1%	-9.4%	325	-5.0%	-7.4%	-13.8%	1352	0.6%	-3.8%	-2.3%	2485	DE	-8.8%	-3.7%	3.3%	249	-5.1%	-6.2%	-7.6%	1343	2.4%	0.5%	3.2%	2548	<b>CHILDREN IN HH:</b>													Any	1.2%	-2.4%	-7.0%	578	-1.4%	-8.3%	-4.8%	2666	1.3%	-0.4%	5.4%	5087	None	4.5%	1.6%	3.3%	977	-2.0%	-0.7%	0.5%	5065	1.7%	4.5%	7.4%	9102	<b>ACCOMMODATION:</b>													Commercial accom	9.4%	5.3%	1.2%	1013	0.0%	-1.4%	0.2%	4735	3.4%	4.2%	7.8%	8399	- Serviced accom	4.8%	10.3%	1.8%	580	1.6%	1.1%	1.2%	3372	3.0%	4.3%	5.3%	5861	- Hotel/motel/guesthouse	4.7%	7.0%	-1.5%	509	2.9%	3.3%	2.7%	3031	3.6%	5.2%	5.9%	5253	- Bed & Breakfast	1.6%	15.6%	4.2%	66	-10.2%	-17.8%	-25.2%	326	-5.0%	-6.0%	-10.3%	569	Total self-catering rented	9.7%	1.6%	-0.6%	406	-2.4%	-4.8%	-0.2%	1281	4.2%	2.5%	14.3%	2338	- Camping & Caravanning (inc. owned caravans)	24.5%	20.1%	13.7%	342	3.2%	-0.1%	-6.6%	967	4.6%	4.0%	2.4%	1699	- Other self-catering rented	-23.9%	-18.2%	-7.7%	108	-12.2%	-6.1%	7.9%	481	2.0%	4.8%	26.3%	939	Hostels	-9.4%	40.4%	-50.0%	9	-6																																																																																																																																																																																																																																																																																																																								
16-24	-1.7%	-1.3%	2.6%	160	-0.6%	-3.7%	-9.1%	923	3.7%	8.8%	10.2%	1691																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
25-34	20.8%	2.9%	2.1%	319	-0.3%	-6.6%	-4.0%	1396	6.3%	0.3%	7.0%	2618																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
35-44	-1.5%	-3.6%	-5.1%	312	-2.8%	-5.8%	-6.0%	1553	-6.6%	-4.2%	-2.8%	2819																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
45-54	-6.3%	-2.2%	-11.9%	246	-7.0%	-8.8%	0.6%	1339	5.1%	4.4%	12.5%	2494																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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<b>SEG:</b>													AB	-5.5%	-11.0%	-12.6%	491	0.0%	0.3%	2.1%	2693	4.4%	8.7%	11.4%	4842	C1	17.1%	4.8%	24.5%	492	-1.1%	-3.0%	3.8%	2324	-1.6%	1.6%	6.6%	4291	C2	8.9%	17.1%	-9.4%	325	-5.0%	-7.4%	-13.8%	1352	0.6%	-3.8%	-2.3%	2485	DE	-8.8%	-3.7%	3.3%	249	-5.1%	-6.2%	-7.6%	1343	2.4%	0.5%	3.2%	2548	<b>CHILDREN IN HH:</b>													Any	1.2%	-2.4%	-7.0%	578	-1.4%	-8.3%	-4.8%	2666	1.3%	-0.4%	5.4%	5087	None	4.5%	1.6%	3.3%	977	-2.0%	-0.7%	0.5%	5065	1.7%	4.5%	7.4%	9102	<b>ACCOMMODATION:</b>													Commercial accom	9.4%	5.3%	1.2%	1013	0.0%	-1.4%	0.2%	4735	3.4%	4.2%	7.8%	8399	- Serviced accom	4.8%	10.3%	1.8%	580	1.6%	1.1%	1.2%	3372	3.0%	4.3%	5.3%	5861	- Hotel/motel/guesthouse	4.7%	7.0%	-1.5%	509	2.9%	3.3%	2.7%	3031	3.6%	5.2%	5.9%	5253	- Bed & Breakfast	1.6%	15.6%	4.2%	66	-10.2%	-17.8%	-25.2%	326	-5.0%	-6.0%	-10.3%	569	Total self-catering rented	9.7%	1.6%	-0.6%	406	-2.4%	-4.8%	-0.2%	1281	4.2%	2.5%	14.3%	2338	- Camping & Caravanning (inc. owned caravans)	24.5%	20.1%	13.7%	342	3.2%	-0.1%	-6.6%	967	4.6%	4.0%	2.4%	1699	- Other self-catering rented	-23.9%	-18.2%	-7.7%	108	-12.2%	-6.1%	7.9%	481	2.0%	4.8%	26.3%	939	Hostels	-9.4%	40.4%	-50.0%	9	-6																																																																																																																																																																																																																																																																																																																																																																																																						
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- Other self-catering rented	-23.9%	-18.2%	-7.7%	108	-12.2%	-6.1%	7.9%	481	2.0%	4.8%	26.3%	939																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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