

UK TOURISM SURVEY - July 2009 SUMMARY OF RESULTS

1. Headlines

- In the month of July, domestic tourism trips in the UK increased by 20% compared to July 2008 – the strongest performance in this month since July 2005, despite above average rainfall.
- The number of bednights increased by 22%, and spend by 13%.
- Within England, trips increased by 24% while nights were up by 26% and spend by 16%.
- In the first seven months of this year, overall trip numbers increased by 4% and spend also increased marginally (+1%).
- In the past 12 months, 120.6 million overnight trips were taken in the UK, 2.5 million fewer than in the 12 months from August 2007 to July 2008, a drop of 2%.

2. Trip Characteristics

- The overall increase in trips in 2009 (+4%) is driven by the upsurge in the number of “pure holiday” trips which have increased significantly between January and July (by +18% in the UK and +20% in England).
- However, business trips declined (-9% in both the UK and England) as did visits to friends and family albeit to a lesser extent during the same period (-4% in the UK and -1% in England).
- Specific demographic groups helped drive the growth of domestic overnight trips. In particular, trips amongst households where there are children increased by 10% in the first seven months of the year and the number of trips taken by 35-44 year olds rose by 13%.
- Seaside locations have continued to benefit from the upsurge in domestic tourism with 21% growth in volume terms compared to January-July 2008. Countryside trips also rose by 5% but trips to small towns fell slightly (-3%).
- Self-catering accommodation has continued the upward trend seen in previous months with a 28% increase in trip volume for the seven months of the year. Within this sector camping & caravanning experienced a 26% increase in the number of trips during this period.
- Growth in serviced accommodation is much more modest, 3%, reflecting the reliance of parts of this sector on business travel.

3. Overseas Travel by UK Residents

- In July, UK residents made 14% fewer trips abroad than in July 2008, and from January – July 2009, trips were down by 17% - it seems clear that some people are substituting domestic breaks for overseas travel.

4. Other Tourism Surveys

- In the month of July, occupancy in UK serviced accommodation increased by 1% vs. the previous year, up to 55%.
- Inbound travel to the UK continued to be impacted by the economic downturn, with visitor numbers falling 14% in the month of July and 17% in the first seven months of the year.

KEY MEASURES



Year on Year Comparison – All Trips

	TRIPS (MILLIONS)			NIGHTS (MILLIONS)			SPEND (£M)		
	2008	2009	% +/-	2008	2009	% +/-	2008	2009	% +/-
July 09									
UK	12.0	14.5	+20%	45.3	55.1	+22%	2,421	2,742	+13%
England	9.4	11.6	+24%	33.2	41.8	+26%	1,837	2,128	+16%
Jan – July 2009									
UK	67.6	70.5	+4%	215.6	221.8	+3%	12,328	12,475	+1%
England	54.9	57.7	+5%	169.5	175.6	+4%	9,666	9,871	+2%

Purpose of Trip – July 2009

	TRIPS (MILLIONS)			NIGHTS (MILLIONS)			SPEND (£M)		
	2008	2009	% +/-	2008	2009	% +/-	2008	2009	% +/-
UK									
Holiday	6.5	8.6	+32%	30.9	38.2	+24%	1,514	1,890	+25%
Business	1.7	1.6	-10%	3.6	3.9	+8%	426	342	-20%
VFR	3.6	3.9	+11%	10.0	12.0	+20%	449	461	+3%
England									
Holiday	4.8	6.7	+40%	21.7	28.9	+33%	1130	1,453	+29%
Business	1.5	1.3	-12%	3.0	3.0	-1%	349	279	-20%
VFR	2.9	3.3	+14%	7.9	9.2	+17%	334	353	+6%

Purpose of Trip – Year to Date (January – July 2009)

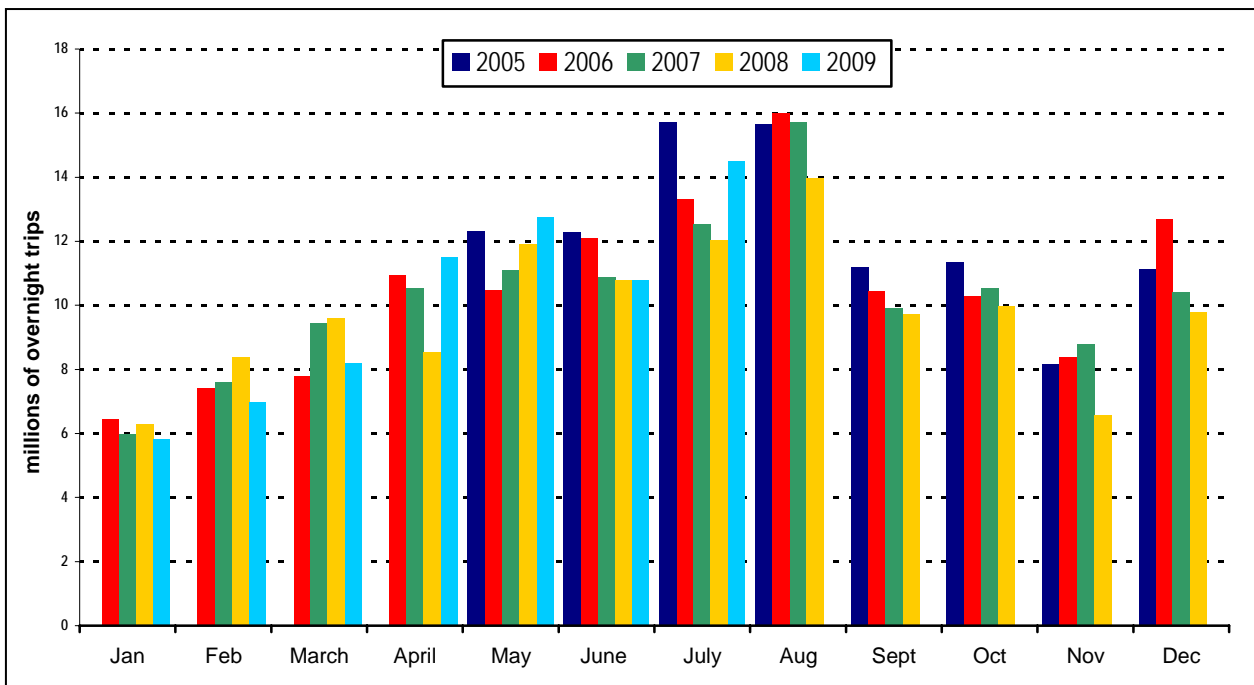
	TRIPS (MILLIONS)			NIGHTS (MILLIONS)			SPEND (£M)		
	2008	2009	% +/-	2008	2009	% +/-	2008	2009	% +/-
UK									
Holiday	29.2	34.6	+18%	108.7	126.4	+16%	6,458	7,070	+9%
Business	11.5	10.5	-9%	26.7	25.8	-3%	2,862	2,644	-8%
VFR	24.6	23.7	-4%	71.3	64.7	-9%	2,695	2,509	-7%
England									
Holiday	22.6	27.1	+20%	80.5	97.0	+21%	4,951	5,458	+10%
Business	9.7	8.8	-9%	22.2	21.0	-6%	2,321	2,140	-8%
VFR	20.6	20.4	-1%	59.3	53.5	-10%	2,136	2,061	-4%

Outbound Travel – UK Residents

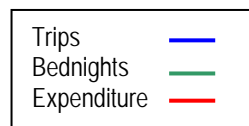
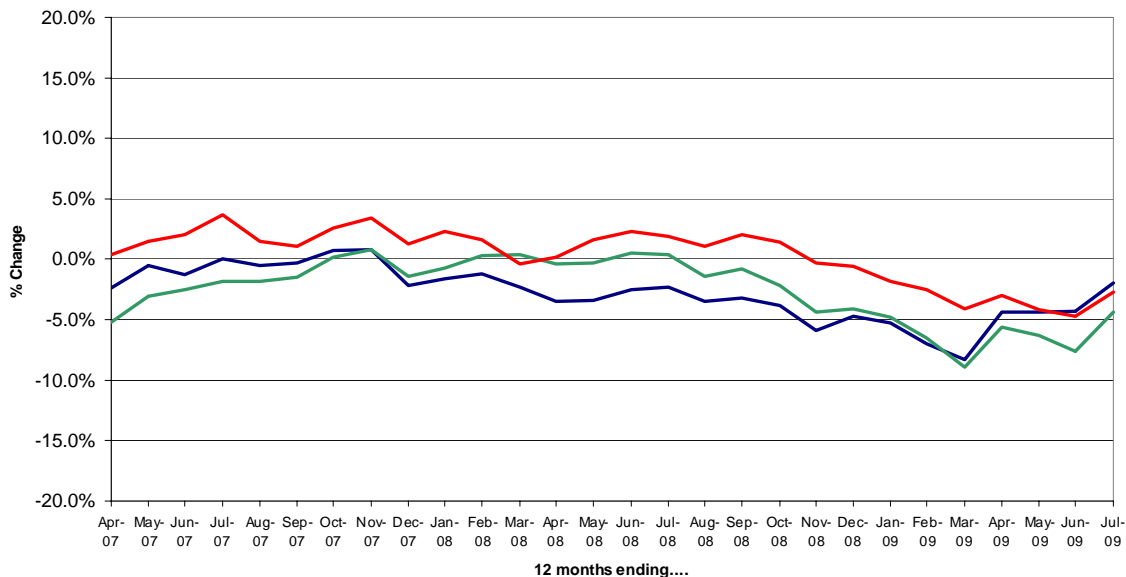
	TRIPS (MILLIONS)			SPEND (£BN)		
	2008	2009	% +/-	2008	2009	% +/-
July 2009	6.8	5.9	-14%	3.7	3.1	-18%
Jan – July 2009	39.7	33.0	-17%	20.9	17.2	-18%
Aug 08 – Jul 09	70.9	62.3	-12%	36.6	33.1	-10%

TREND CHARTS

UK All Trips – Domestic Trip Volume by Month



UK 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 2008 vs July 2009)
- Year to date (January - July 2008 vs January - July 09)
- 12 months (August 2007 – July 2008 vs August 2008 – July 2009)

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

UKTS: Comparisons with equivalent periods, 2008

LEGEND:		
Above Average Performance	Average Performance	Below Average Performance

NOTE: In the tables below, 'average performance' refers to the total trips/nights/expenditure to either UK 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.

Comparisons with equivalent periods, 2008

	United Kingdom																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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TOTAL	20.3%	21.8%	13.3%	2174	4.3%	2.8%	1.2%	10587	-2.0%	-4.5%	-2.7%	17821																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
PURPOSE:													Pure Holiday	32.5%	23.6%	24.8%	1317	18.3%	16.3%	9.5%	5367	7.6%	4.6%	3.2%	8814	- 1-3 nights holiday	41.7%	38.0%	19.8%	667	19.1%	16.5%	4.1%	3238	9.2%	7.2%	2.2%	5240	- 4+ nights holiday	23.2%	19.8%	27.6%	649	17.1%	16.2%	15.3%	2129	5.0%	3.4%	4.2%	3574	VFR (on holiday)	9.2%	27.1%	3.6%	345	-3.2%	-3.4%	-7.9%	1952	-2.9%	-6.3%	-7.2%	3524	HOLIDAY (TOTAL)	26.9%	24.2%	21.6%	1661	11.8%	11.0%	6.2%	7319	4.4%	1.6%	1.2%	12338	VFR (non-holiday)	12.2%	8.5%	0.6%	265	-3.9%	-16.7%	-5.6%	1703	-13.4%	-18.8%	-13.1%	3000	VFR (TOTAL)	10.5%	20.2%	2.7%	609	-3.5%	-9.3%	-6.9%	3655	-8.1%	-11.7%	-9.9%	6524	Business	-10.1%	7.9%	-19.7%	198	-8.9%	-3.2%	-7.6%	1310	-9.9%	-9.7%	-8.4%	2089	RDAs:													Adv West Midlands	6.6%	13.6%	-3.6%	105	-1.9%	-16.7%	-10.4%	672	-8.2%	-16.6%	-14.9%	1097	East of England	4.6%	-4.8%	-4.3%	175	7.4%	0.7%	-8.0%	916	-8.2%	-12.5%	-13.6%	1480	East Midlands	57.3%	54.1%	17.0%	150	11.2%	8.0%	0.8%	668	5.9%	9.8%	2.4%	1153	London	5.9%	6.3%	-6.3%	128	-5.9%	-16.3%	-5.8%	884	-4.2%	-10.6%	-11.1%	1502	North West	22.4%	18.4%	13.7%	225	6.9%	7.9%	6.0%	1077	5.8%	1.5%	3.3%	1949	ONE North East	21.2%	7.5%	17.4%	54	2.2%	-1.3%	-4.2%	291	11.3%	3.0%	10.0%	559	South East England	41.8%	56.8%	17.9%	325	8.9%	10.8%	2.9%	1557	0.8%	-1.9%	1.2%	2564	South West	20.2%	18.9%	28.4%	420	6.8%	8.5%	9.2%	1837	-3.6%	-6.4%	-2.1%	2986	Yorkshire Forward	35.1%	66.8%	21.6%	189	9.1%	13.6%	13.3%	921	-2.5%	-3.1%	3.7%	1472	LOCATION TYPE:													Seaside	36.7%	33.4%	46.4%	668	21.3%	26.9%	17.7%	2525	6.4%	8.6%	5.3%	4135	Large city/ large town	24.6%	13.2%	0.2%	685	0.8%	-8.4%	-6.1%	3896	-3.4%	-9.9%	-7.5%	6573	Small town	11.5%	12.4%	1.9%	464	-3.1%	-5.3%	-5.1%	2389	-4.9%	-7.5%	-4.9%	4178	Countryside/ village	6.6%	21.7%	2.7%	428	5.3%	3.1%	7.7%	2068	-2.7%	-7.3%	1.9%	3404	AGE:													16-24	1.6%	-1.8%	-1.1%	208	-2.1%	-16.3%	-6.0%	1191	-10.4%	-20.8%	-9.1%	2081	25-34	12.7%	-36.1%	18.0%	343	2.0%	-29.3%	5.5%	1677	-3.9%	-29.9%	-0.8%	2783	35-44	44.2%	50.7%	35.8%	561	13.3%	15.8%	6.2%	2386	2.5%	3.3%	1.2%	4043	45-54	22.1%	27.6%	-4.9%	370	2.7%	3.9%	-2.2%	1795	-1.5%	-4.5%	-5.9%	2951	55+	12.5%	12.1%	10.8%	691	2.4%	0.8%	-0.2%	3539	-0.8%	-3.0%	-2.2%	5963	SEG:													AB	29.5%	22.8%	14.0%	734	4.5%	7.5%	-1.1%	3450	0.5%	0.2%	-2.0%	5716	C1	4.4%	20.3%	15.9%	646	1.0%	1.0%	6.4%	3285	-4.4%	-6.1%	-2.1%	5416	C2	45.2%	28.3%	25.3%	407	7.6%	0.5%	-0.6%	1878	-1.7%	-5.9%	-2.0%	3236	DE	11.1%	16.6%	-3.8%	386	7.3%	-0.4%	-1.9%	1974	-3.1%	-8.7%	-7.0%	3453	CHILDREN IN H/H:													Any	26.7%	21.6%	26.1%	795	9.8%	10.8%	2.8%	3642	-0.1%	-1.2%	-4.2%	6236	None	17.1%	21.9%	8.4%	1378	1.9%	-0.5%	0.6%	6945	-2.8%	-6.0%	-2.1%	11585	ACCOMMODATION:													Commercial accom	24.4%	26.7%	14.4%	1367	9.2%	9.6%	3.4%	6181	2.1%	-0.3%	-0.7%	10101	- Serviced accom	11.6%	18.7%	3.5%	697	2.9%	0.6%	-4.0%	3996	-0.4%	-1.6%	-4.7%	6611	- Hotel/motel/guesthouse	8.6%	19.4%	0.1%	582	2.5%	-0.3%	-5.2%	3520	-0.1%	-1.5%	-5.1%	5802	- Bed & Breakfast	26.1%	15.4%	26.8%	123	3.2%	5.9%	7.2%	493	-3.7%	-2.1%	-1.3%	844	Total self-catering rented	42.9%	31.9%	28.9%	636	27.5%	23.8%	24.0%	1989	7.6%	4.1%	10.2%	3124	- Camping & Caravanning (inc. owned caravans)	43.5%	25.3%	19.9%	561	25.8%	22.7%	19.8%	1605	11.8%	8.5%	12.1%	2546	- Other self-catering rented	35.2%	39.0%	35.8%	186	23.5%	21.7%	23.1%	740	2.8%	0.6%	7.8%	1173	Hostels	5.0%	-7.8%	-11.8%	19	-6.9%	-23.1%	11.1%	138	10.4%	-4.3%	16.5%	238	Own home/friends/relatives'	14.9%	12.6%	11.9%	783	-1.6%	-5.0%	-5.9%	4271	-7.0%	-9.2%	-9.3%	7500
Pure Holiday	32.5%	23.6%	24.8%	1317	18.3%	16.3%	9.5%	5367	7.6%	4.6%	3.2%	8814																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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VFR (TOTAL)	10.5%	20.2%	2.7%	609	-3.5%	-9.3%	-6.9%	3655	-8.1%	-11.7%	-9.9%	6524																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Business	-10.1%	7.9%	-19.7%	198	-8.9%	-3.2%	-7.6%	1310	-9.9%	-9.7%	-8.4%	2089																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
RDAs:													Adv West Midlands	6.6%	13.6%	-3.6%	105	-1.9%	-16.7%	-10.4%	672	-8.2%	-16.6%	-14.9%	1097	East of England	4.6%	-4.8%	-4.3%	175	7.4%	0.7%	-8.0%	916	-8.2%	-12.5%	-13.6%	1480	East Midlands	57.3%	54.1%	17.0%	150	11.2%	8.0%	0.8%	668	5.9%	9.8%	2.4%	1153	London	5.9%	6.3%	-6.3%	128	-5.9%	-16.3%	-5.8%	884	-4.2%	-10.6%	-11.1%	1502	North West	22.4%	18.4%	13.7%	225	6.9%	7.9%	6.0%	1077	5.8%	1.5%	3.3%	1949	ONE North East	21.2%	7.5%	17.4%	54	2.2%	-1.3%	-4.2%	291	11.3%	3.0%	10.0%	559	South East England	41.8%	56.8%	17.9%	325	8.9%	10.8%	2.9%	1557	0.8%	-1.9%	1.2%	2564	South West	20.2%	18.9%	28.4%	420	6.8%	8.5%	9.2%	1837	-3.6%	-6.4%	-2.1%	2986	Yorkshire Forward	35.1%	66.8%	21.6%	189	9.1%	13.6%	13.3%	921	-2.5%	-3.1%	3.7%	1472	LOCATION TYPE:													Seaside	36.7%	33.4%	46.4%	668	21.3%	26.9%	17.7%	2525	6.4%	8.6%	5.3%	4135	Large city/ large town	24.6%	13.2%	0.2%	685	0.8%	-8.4%	-6.1%	3896	-3.4%	-9.9%	-7.5%	6573	Small town	11.5%	12.4%	1.9%	464	-3.1%	-5.3%	-5.1%	2389	-4.9%	-7.5%	-4.9%	4178	Countryside/ village	6.6%	21.7%	2.7%	428	5.3%	3.1%	7.7%	2068	-2.7%	-7.3%	1.9%	3404	AGE:													16-24	1.6%	-1.8%	-1.1%	208	-2.1%	-16.3%	-6.0%	1191	-10.4%	-20.8%	-9.1%	2081	25-34	12.7%	-36.1%	18.0%	343	2.0%	-29.3%	5.5%	1677	-3.9%	-29.9%	-0.8%	2783	35-44	44.2%	50.7%	35.8%	561	13.3%	15.8%	6.2%	2386	2.5%	3.3%	1.2%	4043	45-54	22.1%	27.6%	-4.9%	370	2.7%	3.9%	-2.2%	1795	-1.5%	-4.5%	-5.9%	2951	55+	12.5%	12.1%	10.8%	691	2.4%	0.8%	-0.2%	3539	-0.8%	-3.0%	-2.2%	5963	SEG:													AB	29.5%	22.8%	14.0%	734	4.5%	7.5%	-1.1%	3450	0.5%	0.2%	-2.0%	5716	C1	4.4%	20.3%	15.9%	646	1.0%	1.0%	6.4%	3285	-4.4%	-6.1%	-2.1%	5416	C2	45.2%	28.3%	25.3%	407	7.6%	0.5%	-0.6%	1878	-1.7%	-5.9%	-2.0%	3236	DE	11.1%	16.6%	-3.8%	386	7.3%	-0.4%	-1.9%	1974	-3.1%	-8.7%	-7.0%	3453	CHILDREN IN H/H:													Any	26.7%	21.6%	26.1%	795	9.8%	10.8%	2.8%	3642	-0.1%	-1.2%	-4.2%	6236	None	17.1%	21.9%	8.4%	1378	1.9%	-0.5%	0.6%	6945	-2.8%	-6.0%	-2.1%	11585	ACCOMMODATION:													Commercial accom	24.4%	26.7%	14.4%	1367	9.2%	9.6%	3.4%	6181	2.1%	-0.3%	-0.7%	10101	- Serviced accom	11.6%	18.7%	3.5%	697	2.9%	0.6%	-4.0%	3996	-0.4%	-1.6%	-4.7%	6611	- Hotel/motel/guesthouse	8.6%	19.4%	0.1%	582	2.5%	-0.3%	-5.2%	3520	-0.1%	-1.5%	-5.1%	5802	- Bed & Breakfast	26.1%	15.4%	26.8%	123	3.2%	5.9%	7.2%	493	-3.7%	-2.1%	-1.3%	844	Total self-catering rented	42.9%	31.9%	28.9%	636	27.5%	23.8%	24.0%	1989	7.6%	4.1%	10.2%	3124	- Camping & Caravanning (inc. owned caravans)	43.5%	25.3%	19.9%	561	25.8%	22.7%	19.8%	1605	11.8%	8.5%	12.1%	2546	- Other self-catering rented	35.2%	39.0%	35.8%	186	23.5%	21.7%	23.1%	740	2.8%	0.6%	7.8%	1173	Hostels	5.0%	-7.8%	-11.8%	19	-6.9%	-23.1%	11.1%	138	10.4%	-4.3%	16.5%	238	Own home/friends/relatives'	14.9%	12.6%	11.9%	783	-1.6%	-5.0%	-5.9%	4271	-7.0%	-9.2%	-9.3%	7500																																																																																																																					
Adv West Midlands	6.6%	13.6%	-3.6%	105	-1.9%	-16.7%	-10.4%	672	-8.2%	-16.6%	-14.9%	1097																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
East of England	4.6%	-4.8%	-4.3%	175	7.4%	0.7%	-8.0%	916	-8.2%	-12.5%	-13.6%	1480																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
East Midlands	57.3%	54.1%	17.0%	150	11.2%	8.0%	0.8%	668	5.9%	9.8%	2.4%	1153																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
London	5.9%	6.3%	-6.3%	128	-5.9%	-16.3%	-5.8%	884	-4.2%	-10.6%	-11.1%	1502																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
North West	22.4%	18.4%	13.7%	225	6.9%	7.9%	6.0%	1077	5.8%	1.5%	3.3%	1949																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
ONE North East	21.2%	7.5%	17.4%	54	2.2%	-1.3%	-4.2%	291	11.3%	3.0%	10.0%	559																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
South East England	41.8%	56.8%	17.9%	325	8.9%	10.8%	2.9%	1557	0.8%	-1.9%	1.2%	2564																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
South West	20.2%	18.9%	28.4%	420	6.8%	8.5%	9.2%	1837	-3.6%	-6.4%	-2.1%	2986																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Yorkshire Forward	35.1%	66.8%	21.6%	189	9.1%	13.6%	13.3%	921	-2.5%	-3.1%	3.7%	1472																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
LOCATION TYPE:													Seaside	36.7%	33.4%	46.4%	668	21.3%	26.9%	17.7%	2525	6.4%	8.6%	5.3%	4135	Large city/ large town	24.6%	13.2%	0.2%	685	0.8%	-8.4%	-6.1%	3896	-3.4%	-9.9%	-7.5%	6573	Small town	11.5%	12.4%	1.9%	464	-3.1%	-5.3%	-5.1%	2389	-4.9%	-7.5%	-4.9%	4178	Countryside/ village	6.6%	21.7%	2.7%	428	5.3%	3.1%	7.7%	2068	-2.7%	-7.3%	1.9%	3404	AGE:													16-24	1.6%	-1.8%	-1.1%	208	-2.1%	-16.3%	-6.0%	1191	-10.4%	-20.8%	-9.1%	2081	25-34	12.7%	-36.1%	18.0%	343	2.0%	-29.3%	5.5%	1677	-3.9%	-29.9%	-0.8%	2783	35-44	44.2%	50.7%	35.8%	561	13.3%	15.8%	6.2%	2386	2.5%	3.3%	1.2%	4043	45-54	22.1%	27.6%	-4.9%	370	2.7%	3.9%	-2.2%	1795	-1.5%	-4.5%	-5.9%	2951	55+	12.5%	12.1%	10.8%	691	2.4%	0.8%	-0.2%	3539	-0.8%	-3.0%	-2.2%	5963	SEG:													AB	29.5%	22.8%	14.0%	734	4.5%	7.5%	-1.1%	3450	0.5%	0.2%	-2.0%	5716	C1	4.4%	20.3%	15.9%	646	1.0%	1.0%	6.4%	3285	-4.4%	-6.1%	-2.1%	5416	C2	45.2%	28.3%	25.3%	407	7.6%	0.5%	-0.6%	1878	-1.7%	-5.9%	-2.0%	3236	DE	11.1%	16.6%	-3.8%	386	7.3%	-0.4%	-1.9%	1974	-3.1%	-8.7%	-7.0%	3453	CHILDREN IN H/H:													Any	26.7%	21.6%	26.1%	795	9.8%	10.8%	2.8%	3642	-0.1%	-1.2%	-4.2%	6236	None	17.1%	21.9%	8.4%	1378	1.9%	-0.5%	0.6%	6945	-2.8%	-6.0%	-2.1%	11585	ACCOMMODATION:													Commercial accom	24.4%	26.7%	14.4%	1367	9.2%	9.6%	3.4%	6181	2.1%	-0.3%	-0.7%	10101	- Serviced accom	11.6%	18.7%	3.5%	697	2.9%	0.6%	-4.0%	3996	-0.4%	-1.6%	-4.7%	6611	- Hotel/motel/guesthouse	8.6%	19.4%	0.1%	582	2.5%	-0.3%	-5.2%	3520	-0.1%	-1.5%	-5.1%	5802	- Bed & Breakfast	26.1%	15.4%	26.8%	123	3.2%	5.9%	7.2%	493	-3.7%	-2.1%	-1.3%	844	Total self-catering rented	42.9%	31.9%	28.9%	636	27.5%	23.8%	24.0%	1989	7.6%	4.1%	10.2%	3124	- Camping & Caravanning (inc. owned caravans)	43.5%	25.3%	19.9%	561	25.8%	22.7%	19.8%	1605	11.8%	8.5%	12.1%	2546	- Other self-catering rented	35.2%	39.0%	35.8%	186	23.5%	21.7%	23.1%	740	2.8%	0.6%	7.8%	1173	Hostels	5.0%	-7.8%	-11.8%	19	-6.9%	-23.1%	11.1%	138	10.4%	-4.3%	16.5%	238	Own home/friends/relatives'	14.9%	12.6%	11.9%	783	-1.6%	-5.0%	-5.9%	4271	-7.0%	-9.2%	-9.3%	7500																																																																																																																																																																																																																																																							
Seaside	36.7%	33.4%	46.4%	668	21.3%	26.9%	17.7%	2525	6.4%	8.6%	5.3%	4135																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Large city/ large town	24.6%	13.2%	0.2%	685	0.8%	-8.4%	-6.1%	3896	-3.4%	-9.9%	-7.5%	6573																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Small town	11.5%	12.4%	1.9%	464	-3.1%	-5.3%	-5.1%	2389	-4.9%	-7.5%	-4.9%	4178																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Countryside/ village	6.6%	21.7%	2.7%	428	5.3%	3.1%	7.7%	2068	-2.7%	-7.3%	1.9%	3404																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
AGE:													16-24	1.6%	-1.8%	-1.1%	208	-2.1%	-16.3%	-6.0%	1191	-10.4%	-20.8%	-9.1%	2081	25-34	12.7%	-36.1%	18.0%	343	2.0%	-29.3%	5.5%	1677	-3.9%	-29.9%	-0.8%	2783	35-44	44.2%	50.7%	35.8%	561	13.3%	15.8%	6.2%	2386	2.5%	3.3%	1.2%	4043	45-54	22.1%	27.6%	-4.9%	370	2.7%	3.9%	-2.2%	1795	-1.5%	-4.5%	-5.9%	2951	55+	12.5%	12.1%	10.8%	691	2.4%	0.8%	-0.2%	3539	-0.8%	-3.0%	-2.2%	5963	SEG:													AB	29.5%	22.8%	14.0%	734	4.5%	7.5%	-1.1%	3450	0.5%	0.2%	-2.0%	5716	C1	4.4%	20.3%	15.9%	646	1.0%	1.0%	6.4%	3285	-4.4%	-6.1%	-2.1%	5416	C2	45.2%	28.3%	25.3%	407	7.6%	0.5%	-0.6%	1878	-1.7%	-5.9%	-2.0%	3236	DE	11.1%	16.6%	-3.8%	386	7.3%	-0.4%	-1.9%	1974	-3.1%	-8.7%	-7.0%	3453	CHILDREN IN H/H:													Any	26.7%	21.6%	26.1%	795	9.8%	10.8%	2.8%	3642	-0.1%	-1.2%	-4.2%	6236	None	17.1%	21.9%	8.4%	1378	1.9%	-0.5%	0.6%	6945	-2.8%	-6.0%	-2.1%	11585	ACCOMMODATION:													Commercial accom	24.4%	26.7%	14.4%	1367	9.2%	9.6%	3.4%	6181	2.1%	-0.3%	-0.7%	10101	- Serviced accom	11.6%	18.7%	3.5%	697	2.9%	0.6%	-4.0%	3996	-0.4%	-1.6%	-4.7%	6611	- Hotel/motel/guesthouse	8.6%	19.4%	0.1%	582	2.5%	-0.3%	-5.2%	3520	-0.1%	-1.5%	-5.1%	5802	- Bed & Breakfast	26.1%	15.4%	26.8%	123	3.2%	5.9%	7.2%	493	-3.7%	-2.1%	-1.3%	844	Total self-catering rented	42.9%	31.9%	28.9%	636	27.5%	23.8%	24.0%	1989	7.6%	4.1%	10.2%	3124	- Camping & Caravanning (inc. owned caravans)	43.5%	25.3%	19.9%	561	25.8%	22.7%	19.8%	1605	11.8%	8.5%	12.1%	2546	- Other self-catering rented	35.2%	39.0%	35.8%	186	23.5%	21.7%	23.1%	740	2.8%	0.6%	7.8%	1173	Hostels	5.0%	-7.8%	-11.8%	19	-6.9%	-23.1%	11.1%	138	10.4%	-4.3%	16.5%	238	Own home/friends/relatives'	14.9%	12.6%	11.9%	783	-1.6%	-5.0%	-5.9%	4271	-7.0%	-9.2%	-9.3%	7500																																																																																																																																																																																																																																																																																																																								
16-24	1.6%	-1.8%	-1.1%	208	-2.1%	-16.3%	-6.0%	1191	-10.4%	-20.8%	-9.1%	2081																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
25-34	12.7%	-36.1%	18.0%	343	2.0%	-29.3%	5.5%	1677	-3.9%	-29.9%	-0.8%	2783																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
35-44	44.2%	50.7%	35.8%	561	13.3%	15.8%	6.2%	2386	2.5%	3.3%	1.2%	4043																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
45-54	22.1%	27.6%	-4.9%	370	2.7%	3.9%	-2.2%	1795	-1.5%	-4.5%	-5.9%	2951																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
55+	12.5%	12.1%	10.8%	691	2.4%	0.8%	-0.2%	3539	-0.8%	-3.0%	-2.2%	5963																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
SEG:													AB	29.5%	22.8%	14.0%	734	4.5%	7.5%	-1.1%	3450	0.5%	0.2%	-2.0%	5716	C1	4.4%	20.3%	15.9%	646	1.0%	1.0%	6.4%	3285	-4.4%	-6.1%	-2.1%	5416	C2	45.2%	28.3%	25.3%	407	7.6%	0.5%	-0.6%	1878	-1.7%	-5.9%	-2.0%	3236	DE	11.1%	16.6%	-3.8%	386	7.3%	-0.4%	-1.9%	1974	-3.1%	-8.7%	-7.0%	3453	CHILDREN IN H/H:													Any	26.7%	21.6%	26.1%	795	9.8%	10.8%	2.8%	3642	-0.1%	-1.2%	-4.2%	6236	None	17.1%	21.9%	8.4%	1378	1.9%	-0.5%	0.6%	6945	-2.8%	-6.0%	-2.1%	11585	ACCOMMODATION:													Commercial accom	24.4%	26.7%	14.4%	1367	9.2%	9.6%	3.4%	6181	2.1%	-0.3%	-0.7%	10101	- Serviced accom	11.6%	18.7%	3.5%	697	2.9%	0.6%	-4.0%	3996	-0.4%	-1.6%	-4.7%	6611	- Hotel/motel/guesthouse	8.6%	19.4%	0.1%	582	2.5%	-0.3%	-5.2%	3520	-0.1%	-1.5%	-5.1%	5802	- Bed & Breakfast	26.1%	15.4%	26.8%	123	3.2%	5.9%	7.2%	493	-3.7%	-2.1%	-1.3%	844	Total self-catering rented	42.9%	31.9%	28.9%	636	27.5%	23.8%	24.0%	1989	7.6%	4.1%	10.2%	3124	- Camping & Caravanning (inc. owned caravans)	43.5%	25.3%	19.9%	561	25.8%	22.7%	19.8%	1605	11.8%	8.5%	12.1%	2546	- Other self-catering rented	35.2%	39.0%	35.8%	186	23.5%	21.7%	23.1%	740	2.8%	0.6%	7.8%	1173	Hostels	5.0%	-7.8%	-11.8%	19	-6.9%	-23.1%	11.1%	138	10.4%	-4.3%	16.5%	238	Own home/friends/relatives'	14.9%	12.6%	11.9%	783	-1.6%	-5.0%	-5.9%	4271	-7.0%	-9.2%	-9.3%	7500																																																																																																																																																																																																																																																																																																																																																																																																						
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- Serviced accom	11.6%	18.7%	3.5%	697	2.9%	0.6%	-4.0%	3996	-0.4%	-1.6%	-4.7%	6611																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
- Hotel/motel/guesthouse	8.6%	19.4%	0.1%	582	2.5%	-0.3%	-5.2%	3520	-0.1%	-1.5%	-5.1%	5802																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
- Bed & Breakfast	26.1%	15.4%	26.8%	123	3.2%	5.9%	7.2%	493	-3.7%	-2.1%	-1.3%	844																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Total self-catering rented	42.9%	31.9%	28.9%	636	27.5%	23.8%	24.0%	1989	7.6%	4.1%	10.2%	3124																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
- Camping & Caravanning (inc. owned caravans)	43.5%	25.3%	19.9%	561	25.8%	22.7%	19.8%	1605	11.8%	8.5%	12.1%	2546																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
- Other self-catering rented	35.2%	39.0%	35.8%	186	23.5%	21.7%	23.1%	740	2.8%	0.6%	7.8%	1173																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Hostels	5.0%	-7.8%	-11.8%	19	-6.9%	-23.1%	11.1%	138	10.4%	-4.3%	16.5%	238																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Own home/friends/relatives'	14.9%	12.6%	11.9%	783	-1.6%	-5.0%	-5.9%	4271	-7.0%	-9.2%	-9.3%	7500																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

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	Month: July 2009			Unweighted Trips	YTD: January - July 2009			Unweighted Trips	12 month rolling July 2008 - July 2009			Unweighted Trips																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
	Trips	Bednights	Expenditure		Trips	Bednights	Expenditure		Trips	Bednights	Expenditure																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
TOTAL	23.5%	25.9%	15.8%	1742	5.2%	3.6%	2.1%	8670	-1.4%	-4.8%	-2.8%	14538																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
PURPOSE:													Pure Holiday	40.1%	33.1%	28.6%	1029	19.7%	20.6%	10.2%	4205	7.5%	5.4%	1.5%	6845	- 1-3 nights holiday	43.4%	40.7%	14.0%	522	18.9%	16.4%	1.6%	2546	8.8%	7.0%	0.9%	4108	- 4+ nights holiday	36.4%	30.9%	37.7%	506	21.2%	22.9%	20.4%	1658	5.4%	4.7%	2.2%	2731	VFR (on holiday)	9.0%	20.6%	12.1%	279	-0.2%	-4.5%	-2.8%	1670	-1.1%	-8.7%	-6.4%	2968	HOLIDAY (TOTAL)	32.2%	30.8%	26.0%	1307	13.3%	13.3%	7.7%	5873	4.8%	1.3%	0.0%	9815	VFR (non-holiday)	20.8%	11.0%	-2.9%	232	-2.5%	-16.1%	-4.5%	1469	-11.6%	-16.4%	-8.3%	2634	VFR (TOTAL)	14.1%	17.0%	5.7%	510	-1.3%	-9.7%	-3.5%	3140	-6.4%	-12.1%	-7.2%	5603	Business	-12.5%	-1.1%	-20.1%	165	-8.8%	-5.6%	-7.8%	1104	-8.1%	-9.9%	-7.3%	1741	RDAs:													Adv West Midlands	6.6%	13.6%	-3.6%	105	-1.9%	-16.7%	-10.4%	672	-8.2%	-16.6%	-14.9%	1097	East of England	4.6%	-4.8%	-4.3%	175	7.4%	0.7%	-8.0%	916	-8.2%	-12.5%	-13.6%	1480	East Midlands	57.3%	54.1%	17.0%	150	11.2%	8.0%	0.8%	668	5.9%	9.8%	2.4%	1153	London	5.9%	6.3%	-6.3%	128	-5.9%	-16.3%	-5.8%	884	-4.2%	-10.6%	-11.1%	1502	North West	22.4%	18.4%	13.7%	225	6.9%	7.9%	6.0%	1077	5.8%	1.5%	3.3%	1949	ONE North East	21.2%	7.5%	17.4%	54	2.2%	-1.3%	-4.2%	291	11.3%	3.0%	10.0%	559	South East England	41.8%	56.8%	17.9%	325	8.9%	10.8%	2.9%	1557	0.8%	-1.9%	1.2%	2564	South West	20.2%	18.9%	28.4%	420	6.8%	8.5%	9.2%	1837	-3.6%	-6.4%	-2.1%	2986	Yorkshire Forward	35.1%	66.8%	21.6%	189	9.1%	13.6%	13.3%	921	-2.5%	-3.1%	3.7%	1472	LOCATION TYPE:													Seaside	37.4%	31.3%	45.2%	511	24.7%	30.9%	21.1%	1994	7.6%	9.9%	7.4%	3271	Large city/ large town	31.7%	22.3%	3.8%	586	1.2%	-8.4%	-6.2%	3310	-2.3%	-10.4%	-7.0%	5575	Small town	18.0%	27.0%	14.7%	372	-2.1%	-3.7%	-2.8%	1936	-4.1%	-8.2%	-5.5%	3345	Countryside/ village	5.0%	19.8%	-2.7%	331	6.6%	2.8%	7.3%	1660	-3.9%	-8.1%	-1.4%	2705	AGE:													16-24	-1.3%	-2.4%	-16.2%	165	-3.4%	-19.5%	-9.2%	978	-9.2%	-21.6%	-8.6%	1747	25-34	21.1%	26.3%	12.7%	287	5.2%	11.4%	6.0%	1380	-1.8%	0.5%	0.4%	2273	35-44	53.2%	62.4%	54.4%	449	15.2%	16.0%	11.2%	1951	3.0%	0.6%	2.4%	3273	45-54	13.2%	11.5%	-8.5%	279	2.0%	1.6%	-1.9%	1432	-2.3%	-8.4%	-6.4%	2355	55+	18.8%	18.9%	20.4%	561	3.3%	3.0%	0.2%	2937	-0.3%	-1.9%	-3.9%	4895	SEG:													AB	36.4%	23.9%	21.8%	615	5.9%	6.5%	0.4%	2866	1.2%	-2.1%	-2.8%	4731	C1	-2.2%	20.0%	10.8%	496	-0.5%	1.6%	3.0%	2688	-3.8%	-5.6%	-3.3%	4447	C2	60.8%	40.6%	32.5%	322	11.9%	3.4%	5.6%	1523	-0.2%	-6.4%	0.3%	2611	DE	21.0%	26.7%	-4.3%	305	9.5%	1.9%	1.5%	1580	-3.8%	-6.9%	-5.1%	2715	CHILDREN IN H/H:													Any	39.0%	32.2%	39.2%	646	12.2%	10.3%	7.0%	2975	1.2%	-3.7%	-3.2%	5066	None	16.4%	22.4%	7.7%	1086	2.3%	0.9%	0.4%	5694	-2.6%	-5.3%	-2.6%	9469	ACCOMMODATION:													Commercial accom	26.3%	29.7%	14.8%	1083	10.5%	12.5%	4.0%	4993	2.4%	-0.8%	-1.6%	8083	- Serviced accom	14.5%	22.6%	3.0%	565	4.0%	2.5%	-4.0%	3273	0.5%	-1.0%	-5.1%	5384	- Hotel/motel/guesthouse	8.0%	17.0%	-3.4%	469	3.2%	0.5%	-5.9%	2896	0.5%	-1.8%	-6.1%	4733	- Bed & Breakfast	53.6%	54.3%	57.6%	99	6.0%	15.5%	13.9%	389	-1.2%	3.6%	2.6%	678	Total self-catering rented	46.8%	34.8%	29.5%	492	32.4%	30.7%	27.7%	1565	7.1%	3.9%	7.6%	2410</
Pure Holiday	40.1%	33.1%	28.6%	1029	19.7%	20.6%	10.2%	4205	7.5%	5.4%	1.5%	6845																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
- 1-3 nights holiday	43.4%	40.7%	14.0%	522	18.9%	16.4%	1.6%	2546	8.8%	7.0%	0.9%	4108																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
- 4+ nights holiday	36.4%	30.9%	37.7%	506	21.2%	22.9%	20.4%	1658	5.4%	4.7%	2.2%	2731																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
VFR (on holiday)	9.0%	20.6%	12.1%	279	-0.2%	-4.5%	-2.8%	1670	-1.1%	-8.7%	-6.4%	2968																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
HOLIDAY (TOTAL)	32.2%	30.8%	26.0%	1307	13.3%	13.3%	7.7%	5873	4.8%	1.3%	0.0%	9815																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
VFR (non-holiday)	20.8%	11.0%	-2.9%	232	-2.5%	-16.1%	-4.5%	1469	-11.6%	-16.4%	-8.3%	2634																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
VFR (TOTAL)	14.1%	17.0%	5.7%	510	-1.3%	-9.7%	-3.5%	3140	-6.4%	-12.1%	-7.2%	5603																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Business	-12.5%	-1.1%	-20.1%	165	-8.8%	-5.6%	-7.8%	1104	-8.1%	-9.9%	-7.3%	1741																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
RDAs:													Adv West Midlands	6.6%	13.6%	-3.6%	105	-1.9%	-16.7%	-10.4%	672	-8.2%	-16.6%	-14.9%	1097	East of England	4.6%	-4.8%	-4.3%	175	7.4%	0.7%	-8.0%	916	-8.2%	-12.5%	-13.6%	1480	East Midlands	57.3%	54.1%	17.0%	150	11.2%	8.0%	0.8%	668	5.9%	9.8%	2.4%	1153	London	5.9%	6.3%	-6.3%	128	-5.9%	-16.3%	-5.8%	884	-4.2%	-10.6%	-11.1%	1502	North West	22.4%	18.4%	13.7%	225	6.9%	7.9%	6.0%	1077	5.8%	1.5%	3.3%	1949	ONE North East	21.2%	7.5%	17.4%	54	2.2%	-1.3%	-4.2%	291	11.3%	3.0%	10.0%	559	South East England	41.8%	56.8%	17.9%	325	8.9%	10.8%	2.9%	1557	0.8%	-1.9%	1.2%	2564	South West	20.2%	18.9%	28.4%	420	6.8%	8.5%	9.2%	1837	-3.6%	-6.4%	-2.1%	2986	Yorkshire Forward	35.1%	66.8%	21.6%	189	9.1%	13.6%	13.3%	921	-2.5%	-3.1%	3.7%	1472	LOCATION TYPE:													Seaside	37.4%	31.3%	45.2%	511	24.7%	30.9%	21.1%	1994	7.6%	9.9%	7.4%	3271	Large city/ large town	31.7%	22.3%	3.8%	586	1.2%	-8.4%	-6.2%	3310	-2.3%	-10.4%	-7.0%	5575	Small town	18.0%	27.0%	14.7%	372	-2.1%	-3.7%	-2.8%	1936	-4.1%	-8.2%	-5.5%	3345	Countryside/ village	5.0%	19.8%	-2.7%	331	6.6%	2.8%	7.3%	1660	-3.9%	-8.1%	-1.4%	2705	AGE:													16-24	-1.3%	-2.4%	-16.2%	165	-3.4%	-19.5%	-9.2%	978	-9.2%	-21.6%	-8.6%	1747	25-34	21.1%	26.3%	12.7%	287	5.2%	11.4%	6.0%	1380	-1.8%	0.5%	0.4%	2273	35-44	53.2%	62.4%	54.4%	449	15.2%	16.0%	11.2%	1951	3.0%	0.6%	2.4%	3273	45-54	13.2%	11.5%	-8.5%	279	2.0%	1.6%	-1.9%	1432	-2.3%	-8.4%	-6.4%	2355	55+	18.8%	18.9%	20.4%	561	3.3%	3.0%	0.2%	2937	-0.3%	-1.9%	-3.9%	4895	SEG:													AB	36.4%	23.9%	21.8%	615	5.9%	6.5%	0.4%	2866	1.2%	-2.1%	-2.8%	4731	C1	-2.2%	20.0%	10.8%	496	-0.5%	1.6%	3.0%	2688	-3.8%	-5.6%	-3.3%	4447	C2	60.8%	40.6%	32.5%	322	11.9%	3.4%	5.6%	1523	-0.2%	-6.4%	0.3%	2611	DE	21.0%	26.7%	-4.3%	305	9.5%	1.9%	1.5%	1580	-3.8%	-6.9%	-5.1%	2715	CHILDREN IN H/H:													Any	39.0%	32.2%	39.2%	646	12.2%	10.3%	7.0%	2975	1.2%	-3.7%	-3.2%	5066	None	16.4%	22.4%	7.7%	1086	2.3%	0.9%	0.4%	5694	-2.6%	-5.3%	-2.6%	9469	ACCOMMODATION:													Commercial accom	26.3%	29.7%	14.8%	1083	10.5%	12.5%	4.0%	4993	2.4%	-0.8%	-1.6%	8083	- Serviced accom	14.5%	22.6%	3.0%	565	4.0%	2.5%	-4.0%	3273	0.5%	-1.0%	-5.1%	5384	- Hotel/motel/guesthouse	8.0%	17.0%	-3.4%	469	3.2%	0.5%	-5.9%	2896	0.5%	-1.8%	-6.1%	4733	- Bed & Breakfast	53.6%	54.3%	57.6%	99	6.0%	15.5%	13.9%	389	-1.2%	3.6%	2.6%	678	Total self-catering rented	46.8%	34.8%	29.5%	492	32.4%	30.7%	27.7%	1565	7.1%	3.9%	7.6%	2410</																																																																																																																					
Adv West Midlands	6.6%	13.6%	-3.6%	105	-1.9%	-16.7%	-10.4%	672	-8.2%	-16.6%	-14.9%	1097																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
East of England	4.6%	-4.8%	-4.3%	175	7.4%	0.7%	-8.0%	916	-8.2%	-12.5%	-13.6%	1480																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
East Midlands	57.3%	54.1%	17.0%	150	11.2%	8.0%	0.8%	668	5.9%	9.8%	2.4%	1153																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
London	5.9%	6.3%	-6.3%	128	-5.9%	-16.3%	-5.8%	884	-4.2%	-10.6%	-11.1%	1502																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
North West	22.4%	18.4%	13.7%	225	6.9%	7.9%	6.0%	1077	5.8%	1.5%	3.3%	1949																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
ONE North East	21.2%	7.5%	17.4%	54	2.2%	-1.3%	-4.2%	291	11.3%	3.0%	10.0%	559																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
South East England	41.8%	56.8%	17.9%	325	8.9%	10.8%	2.9%	1557	0.8%	-1.9%	1.2%	2564																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
South West	20.2%	18.9%	28.4%	420	6.8%	8.5%	9.2%	1837	-3.6%	-6.4%	-2.1%	2986																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Yorkshire Forward	35.1%	66.8%	21.6%	189	9.1%	13.6%	13.3%	921	-2.5%	-3.1%	3.7%	1472																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
LOCATION TYPE:													Seaside	37.4%	31.3%	45.2%	511	24.7%	30.9%	21.1%	1994	7.6%	9.9%	7.4%	3271	Large city/ large town	31.7%	22.3%	3.8%	586	1.2%	-8.4%	-6.2%	3310	-2.3%	-10.4%	-7.0%	5575	Small town	18.0%	27.0%	14.7%	372	-2.1%	-3.7%	-2.8%	1936	-4.1%	-8.2%	-5.5%	3345	Countryside/ village	5.0%	19.8%	-2.7%	331	6.6%	2.8%	7.3%	1660	-3.9%	-8.1%	-1.4%	2705	AGE:													16-24	-1.3%	-2.4%	-16.2%	165	-3.4%	-19.5%	-9.2%	978	-9.2%	-21.6%	-8.6%	1747	25-34	21.1%	26.3%	12.7%	287	5.2%	11.4%	6.0%	1380	-1.8%	0.5%	0.4%	2273	35-44	53.2%	62.4%	54.4%	449	15.2%	16.0%	11.2%	1951	3.0%	0.6%	2.4%	3273	45-54	13.2%	11.5%	-8.5%	279	2.0%	1.6%	-1.9%	1432	-2.3%	-8.4%	-6.4%	2355	55+	18.8%	18.9%	20.4%	561	3.3%	3.0%	0.2%	2937	-0.3%	-1.9%	-3.9%	4895	SEG:													AB	36.4%	23.9%	21.8%	615	5.9%	6.5%	0.4%	2866	1.2%	-2.1%	-2.8%	4731	C1	-2.2%	20.0%	10.8%	496	-0.5%	1.6%	3.0%	2688	-3.8%	-5.6%	-3.3%	4447	C2	60.8%	40.6%	32.5%	322	11.9%	3.4%	5.6%	1523	-0.2%	-6.4%	0.3%	2611	DE	21.0%	26.7%	-4.3%	305	9.5%	1.9%	1.5%	1580	-3.8%	-6.9%	-5.1%	2715	CHILDREN IN H/H:													Any	39.0%	32.2%	39.2%	646	12.2%	10.3%	7.0%	2975	1.2%	-3.7%	-3.2%	5066	None	16.4%	22.4%	7.7%	1086	2.3%	0.9%	0.4%	5694	-2.6%	-5.3%	-2.6%	9469	ACCOMMODATION:													Commercial accom	26.3%	29.7%	14.8%	1083	10.5%	12.5%	4.0%	4993	2.4%	-0.8%	-1.6%	8083	- Serviced accom	14.5%	22.6%	3.0%	565	4.0%	2.5%	-4.0%	3273	0.5%	-1.0%	-5.1%	5384	- Hotel/motel/guesthouse	8.0%	17.0%	-3.4%	469	3.2%	0.5%	-5.9%	2896	0.5%	-1.8%	-6.1%	4733	- Bed & Breakfast	53.6%	54.3%	57.6%	99	6.0%	15.5%	13.9%	389	-1.2%	3.6%	2.6%	678	Total self-catering rented	46.8%	34.8%	29.5%	492	32.4%	30.7%	27.7%	1565	7.1%	3.9%	7.6%	2410</																																																																																																																																																																																																																																																							
Seaside	37.4%	31.3%	45.2%	511	24.7%	30.9%	21.1%	1994	7.6%	9.9%	7.4%	3271																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Large city/ large town	31.7%	22.3%	3.8%	586	1.2%	-8.4%	-6.2%	3310	-2.3%	-10.4%	-7.0%	5575																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Small town	18.0%	27.0%	14.7%	372	-2.1%	-3.7%	-2.8%	1936	-4.1%	-8.2%	-5.5%	3345																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Countryside/ village	5.0%	19.8%	-2.7%	331	6.6%	2.8%	7.3%	1660	-3.9%	-8.1%	-1.4%	2705																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
AGE:													16-24	-1.3%	-2.4%	-16.2%	165	-3.4%	-19.5%	-9.2%	978	-9.2%	-21.6%	-8.6%	1747	25-34	21.1%	26.3%	12.7%	287	5.2%	11.4%	6.0%	1380	-1.8%	0.5%	0.4%	2273	35-44	53.2%	62.4%	54.4%	449	15.2%	16.0%	11.2%	1951	3.0%	0.6%	2.4%	3273	45-54	13.2%	11.5%	-8.5%	279	2.0%	1.6%	-1.9%	1432	-2.3%	-8.4%	-6.4%	2355	55+	18.8%	18.9%	20.4%	561	3.3%	3.0%	0.2%	2937	-0.3%	-1.9%	-3.9%	4895	SEG:													AB	36.4%	23.9%	21.8%	615	5.9%	6.5%	0.4%	2866	1.2%	-2.1%	-2.8%	4731	C1	-2.2%	20.0%	10.8%	496	-0.5%	1.6%	3.0%	2688	-3.8%	-5.6%	-3.3%	4447	C2	60.8%	40.6%	32.5%	322	11.9%	3.4%	5.6%	1523	-0.2%	-6.4%	0.3%	2611	DE	21.0%	26.7%	-4.3%	305	9.5%	1.9%	1.5%	1580	-3.8%	-6.9%	-5.1%	2715	CHILDREN IN H/H:													Any	39.0%	32.2%	39.2%	646	12.2%	10.3%	7.0%	2975	1.2%	-3.7%	-3.2%	5066	None	16.4%	22.4%	7.7%	1086	2.3%	0.9%	0.4%	5694	-2.6%	-5.3%	-2.6%	9469	ACCOMMODATION:													Commercial accom	26.3%	29.7%	14.8%	1083	10.5%	12.5%	4.0%	4993	2.4%	-0.8%	-1.6%	8083	- Serviced accom	14.5%	22.6%	3.0%	565	4.0%	2.5%	-4.0%	3273	0.5%	-1.0%	-5.1%	5384	- Hotel/motel/guesthouse	8.0%	17.0%	-3.4%	469	3.2%	0.5%	-5.9%	2896	0.5%	-1.8%	-6.1%	4733	- Bed & Breakfast	53.6%	54.3%	57.6%	99	6.0%	15.5%	13.9%	389	-1.2%	3.6%	2.6%	678	Total self-catering rented	46.8%	34.8%	29.5%	492	32.4%	30.7%	27.7%	1565	7.1%	3.9%	7.6%	2410</																																																																																																																																																																																																																																																																																																																								
16-24	-1.3%	-2.4%	-16.2%	165	-3.4%	-19.5%	-9.2%	978	-9.2%	-21.6%	-8.6%	1747																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
25-34	21.1%	26.3%	12.7%	287	5.2%	11.4%	6.0%	1380	-1.8%	0.5%	0.4%	2273																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
35-44	53.2%	62.4%	54.4%	449	15.2%	16.0%	11.2%	1951	3.0%	0.6%	2.4%	3273																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
45-54	13.2%	11.5%	-8.5%	279	2.0%	1.6%	-1.9%	1432	-2.3%	-8.4%	-6.4%	2355																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
55+	18.8%	18.9%	20.4%	561	3.3%	3.0%	0.2%	2937	-0.3%	-1.9%	-3.9%	4895																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
SEG:													AB	36.4%	23.9%	21.8%	615	5.9%	6.5%	0.4%	2866	1.2%	-2.1%	-2.8%	4731	C1	-2.2%	20.0%	10.8%	496	-0.5%	1.6%	3.0%	2688	-3.8%	-5.6%	-3.3%	4447	C2	60.8%	40.6%	32.5%	322	11.9%	3.4%	5.6%	1523	-0.2%	-6.4%	0.3%	2611	DE	21.0%	26.7%	-4.3%	305	9.5%	1.9%	1.5%	1580	-3.8%	-6.9%	-5.1%	2715	CHILDREN IN H/H:													Any	39.0%	32.2%	39.2%	646	12.2%	10.3%	7.0%	2975	1.2%	-3.7%	-3.2%	5066	None	16.4%	22.4%	7.7%	1086	2.3%	0.9%	0.4%	5694	-2.6%	-5.3%	-2.6%	9469	ACCOMMODATION:													Commercial accom	26.3%	29.7%	14.8%	1083	10.5%	12.5%	4.0%	4993	2.4%	-0.8%	-1.6%	8083	- Serviced accom	14.5%	22.6%	3.0%	565	4.0%	2.5%	-4.0%	3273	0.5%	-1.0%	-5.1%	5384	- Hotel/motel/guesthouse	8.0%	17.0%	-3.4%	469	3.2%	0.5%	-5.9%	2896	0.5%	-1.8%	-6.1%	4733	- Bed & Breakfast	53.6%	54.3%	57.6%	99	6.0%	15.5%	13.9%	389	-1.2%	3.6%	2.6%	678	Total self-catering rented	46.8%	34.8%	29.5%	492	32.4%	30.7%	27.7%	1565	7.1%	3.9%	7.6%	2410</																																																																																																																																																																																																																																																																																																																																																																																																						
AB	36.4%	23.9%	21.8%	615	5.9%	6.5%	0.4%	2866	1.2%	-2.1%	-2.8%	4731																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
C1	-2.2%	20.0%	10.8%	496	-0.5%	1.6%	3.0%	2688	-3.8%	-5.6%	-3.3%	4447																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
C2	60.8%	40.6%	32.5%	322	11.9%	3.4%	5.6%	1523	-0.2%	-6.4%	0.3%	2611																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
DE	21.0%	26.7%	-4.3%	305	9.5%	1.9%	1.5%	1580	-3.8%	-6.9%	-5.1%	2715																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
CHILDREN IN H/H:													Any	39.0%	32.2%	39.2%	646	12.2%	10.3%	7.0%	2975	1.2%	-3.7%	-3.2%	5066	None	16.4%	22.4%	7.7%	1086	2.3%	0.9%	0.4%	5694	-2.6%	-5.3%	-2.6%	9469	ACCOMMODATION:													Commercial accom	26.3%	29.7%	14.8%	1083	10.5%	12.5%	4.0%	4993	2.4%	-0.8%	-1.6%	8083	- Serviced accom	14.5%	22.6%	3.0%	565	4.0%	2.5%	-4.0%	3273	0.5%	-1.0%	-5.1%	5384	- Hotel/motel/guesthouse	8.0%	17.0%	-3.4%	469	3.2%	0.5%	-5.9%	2896	0.5%	-1.8%	-6.1%	4733	- Bed & Breakfast	53.6%	54.3%	57.6%	99	6.0%	15.5%	13.9%	389	-1.2%	3.6%	2.6%	678	Total self-catering rented	46.8%	34.8%	29.5%	492	32.4%	30.7%	27.7%	1565	7.1%	3.9%	7.6%	2410</																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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