

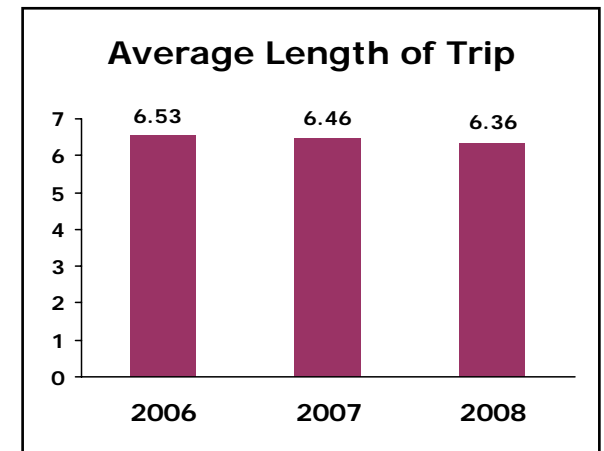
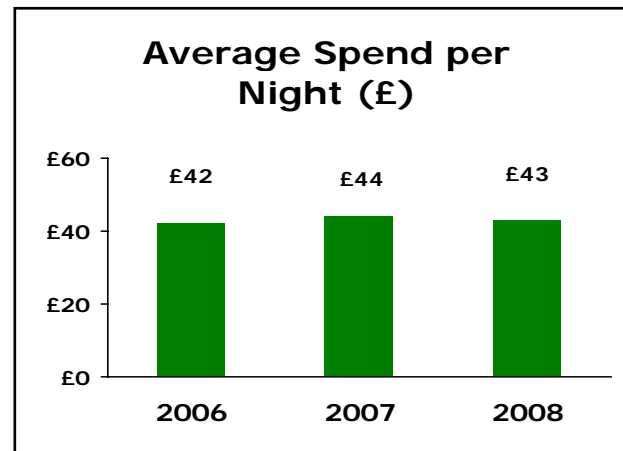
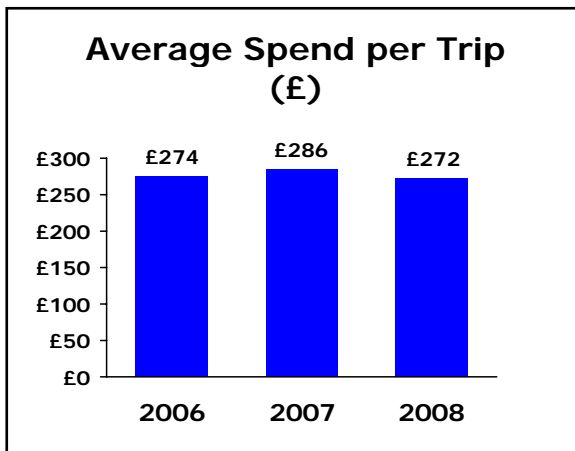
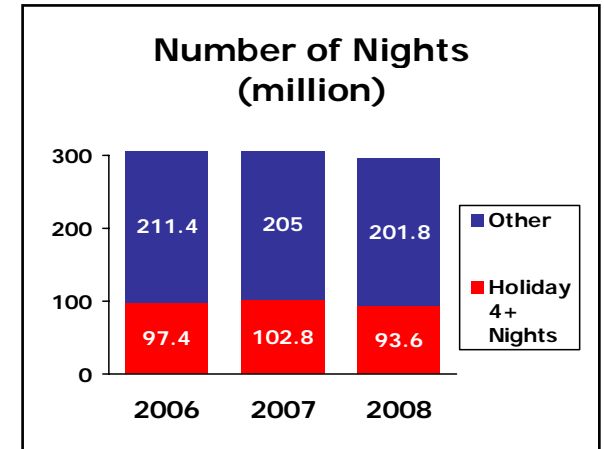
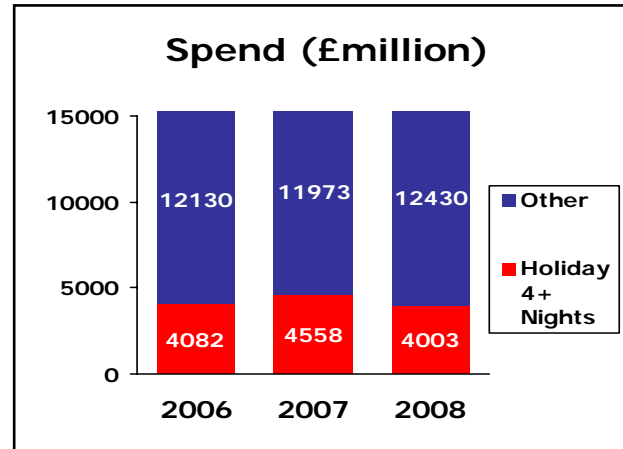
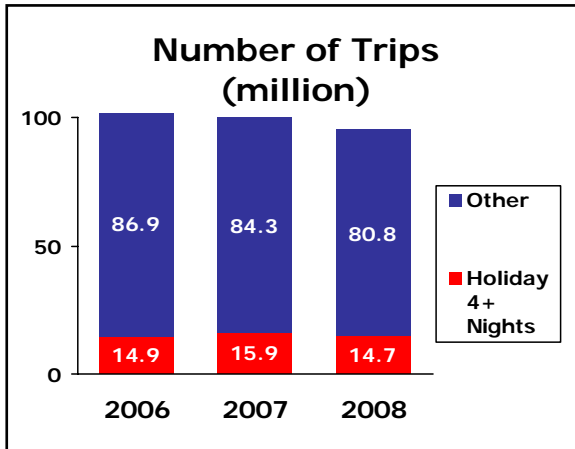


Topic Summary
Holiday Trips in England
Longer Holidays (4+ nights)

4+ Night Holiday Travel Trends - England

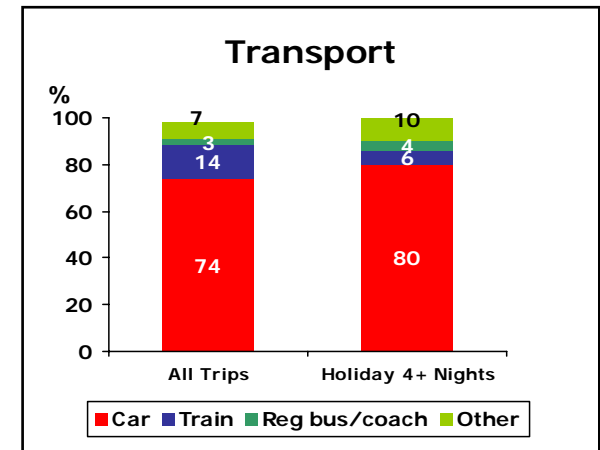
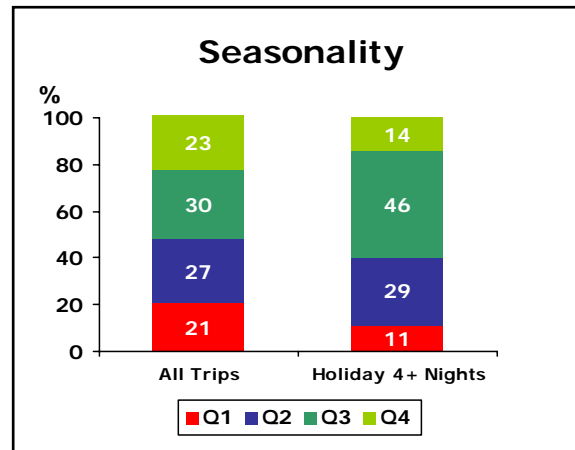
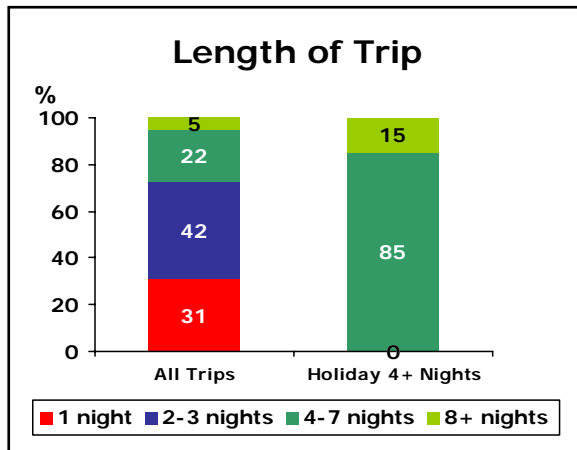
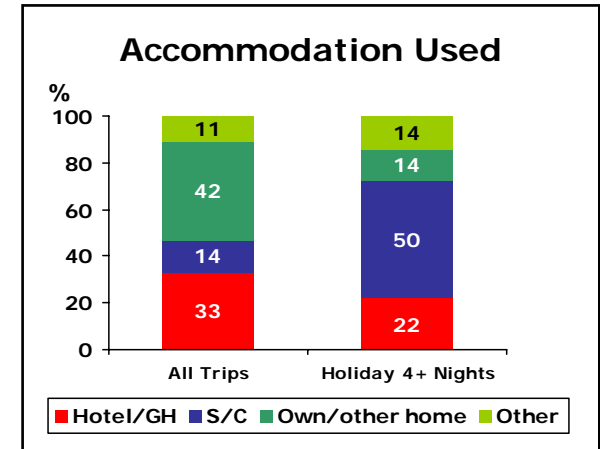
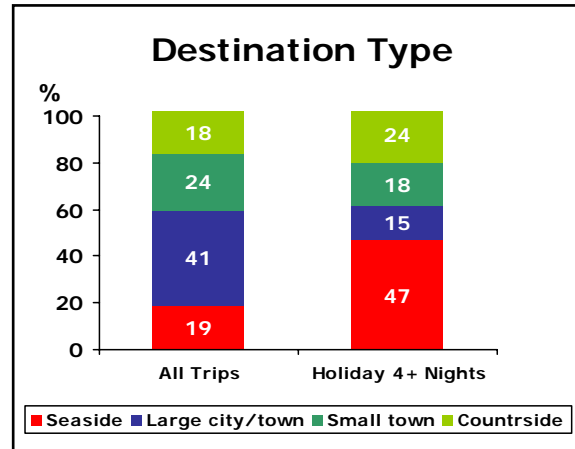
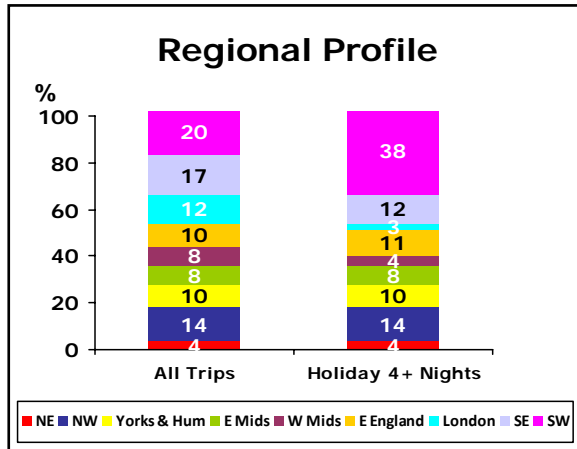
- 14.7 million holiday trips of 4 nights or longer were taken in 2008, down c.8% on 2007. Although longer holiday breaks represent only 15% of the total, together they generate almost 25% of spend.
- While spend per trip is relatively high (£272), it is evident that economies can be made on longer trips, leading to a low spend per night of £43.
- This lower spend is likely to be linked to accommodation used – 50% of these trips used self-catering accommodation (vs. just 14% on average), while only 22% used a hotel (33% on average)
- Longer holiday trips show strong seasonality – 75% are taken between April and September – and the popularity of the seaside for this trip type is evident, accounting for almost half of trips taken.

Domestic Long Holiday (4+ Nights) Travel Trends



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

Domestic Long Holiday Trip (4+ Nights) 2008 Profile



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