

GB TOURISM SURVEY - November 2011 SUMMARY OF RESULTS

1. Headlines

- In the month of November, there were 7.9 million domestic overnight tourism trips in Great Britain, a 13% increase from 7.0 million in November 2010.
- The amount spent also increased, by 4%; however, bednights were down slightly (by 1%).
- Considering the first eleven months of 2011, trip volumes were 8% higher than in 2010, while expenditure grew by 13%.
- Reflecting the GB trend, in England, trips in November grew by 14% from 6.0 million in 2010 to 6.8 million in 2011. In November, both total nights and spending also increased in England, by 4%.

2. Trip Characteristics

- Temperatures in the UK in November were significantly above average, while rainfall was lower than average in England.
- All trip type volumes increased in Great Britain in November 2011 compared to November 2010, particularly visits to friends and relatives (VFR) and business trips, which increased by 16% and 15% respectively. Holidays increased by 3%.
- However, although more VFR trips were taken, they were of shorter duration, and as a result both the number of nights (-5%) and spend (-6%) decreased. The number of holiday nights also decreased (-5%).
- Volumes for all trip purposes have increased for the year-to-date. Business trips have increased the most over the first eleven months of the year, by 14%, while VFR trips have increased by 7% and holidays 5%.
- While trip volumes in Great Britain increased for all age groups and social grades between January and November 2011, they have increased particularly among those in older age groups (especially 45+) and the higher social grades of AB and C1.
- Most types of accommodation have continued to benefit from increased trip volumes. However, trips involving a stay in a bed & breakfast have fallen back by 2% over the course of the year.

3. Overseas Travel by UK Residents

- In the first eleven months of 2011, UK residents made a similar number of trips abroad compared to the same period in 2010, while spend decreased by 3%. The month of November saw a 3% decline in trip volumes.

4. Other Tourism Surveys

- The UK Occupancy Survey showed that bedspace occupancy in the UK in November 2011 was increased from the same time in 2010 from 41% to 44%, while room occupancy also increased from 58% to 61%.
- The England attractions monitor showed that visits to visitor attractions in England increased by 9% year-on-year in November 2011.

KEY MEASURES



Year on Year Comparison – All Trips

	TRIPS (MILLIONS)			NIGHTS (MILLIONS)			SPEND (£M)		
	2010	2011	% +/-	2010	2011	% +/-	2010	2011	% +/-
November '11									
GB	7.0	7.9	+13%	17.4	17.3	-1%	1,267	1,313	+4%
England	6.0	6.8	+14%	13.8	14.4	+4%	1,045	1,085	+4%
Jan-Nov '11									
GB	107.5	115.6	+8%	336.1	355.1	+6%	18,581	20,975	+13%
England	88.6	95.1	+7%	264.6	280.7	+6%	14,852	16,593	+12%

Purpose of Trip – November 2011

	TRIPS (MILLIONS)			NIGHTS (MILLIONS)			SPEND (£M)		
	2010	2011	% +/-	2010	2011	% +/-	2010	2011	% +/-
GB									
Holiday	2.4	2.5	+3%	6.2	5.8	-5%	513	512	0%
Business	1.7	2.0	+15%	3.7	4.0	+6%	409	446	+9%
VFR	2.8	3.2	+16%	7.1	6.8	-5%	326	306	-6%
England									
Holiday	1.9	2.1	+7%	4.7	4.8	2%	414	433	+5%
Business	1.4	1.6	+13%	3.1	3.0	-2%	333	338	+2%
VFR	2.5	2.9	+16%	5.6	5.9	+6%	278	271	-3%

Purpose of Trip – Year to Date (January - November 2011)

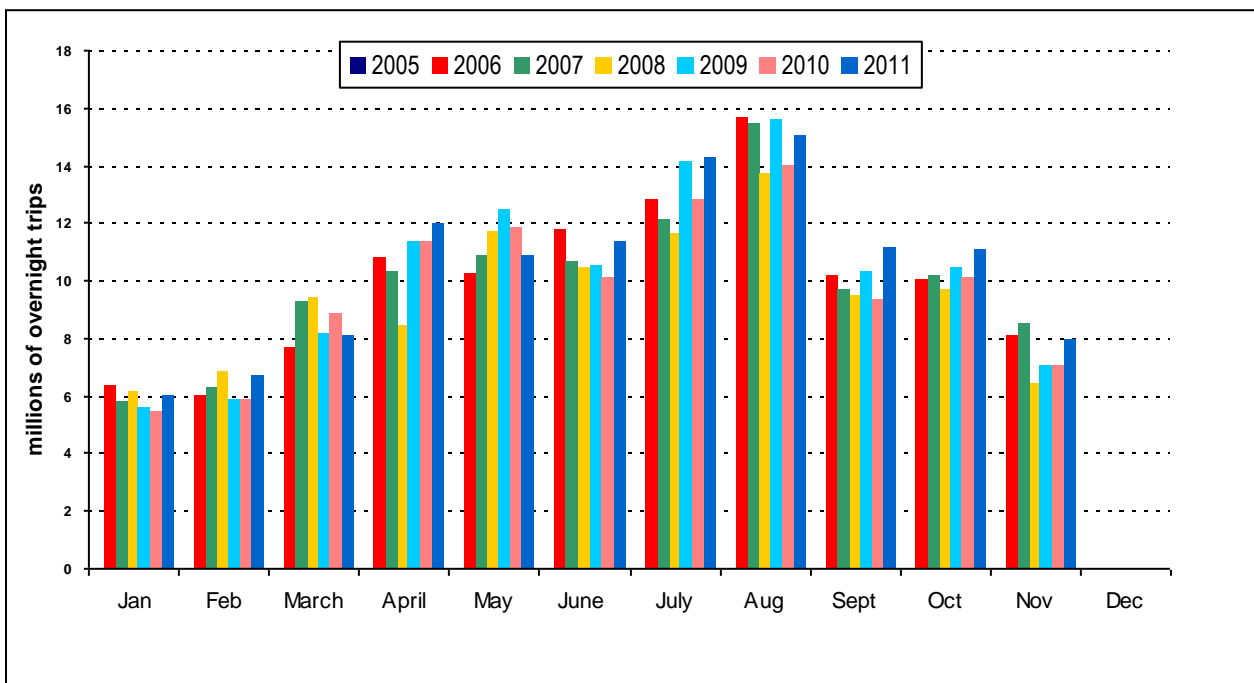
	TRIPS (MILLIONS)			NIGHTS (MILLIONS)			SPEND (£M)		
	2010	2011	% +/-	2010	2011	% +/-	2010	2011	% +/-
GB									
Holiday	52.6	55.4	+5%	191.5	200.8	+5%	11,012	12,319	+12%
Business	15.3	17.4	+14%	35.7	39.3	+10%	3,442	4,109	+19%
VFR	36.6	39.1	+7%	100.1	104.1	+4%	3,721	4,066	+9%
England									
Holiday	41.7	43.8	+5%	146.9	152.0	+4%	8,609	9,482	+10%
Business	12.6	14.7	+16%	28.4	31.9	+12%	2,798	3,339	+19%
VFR	31.9	33.7	+6%	82.6	87.4	+6%	3,117	3,376	+8%

Outbound Travel – UK Residents

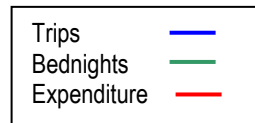
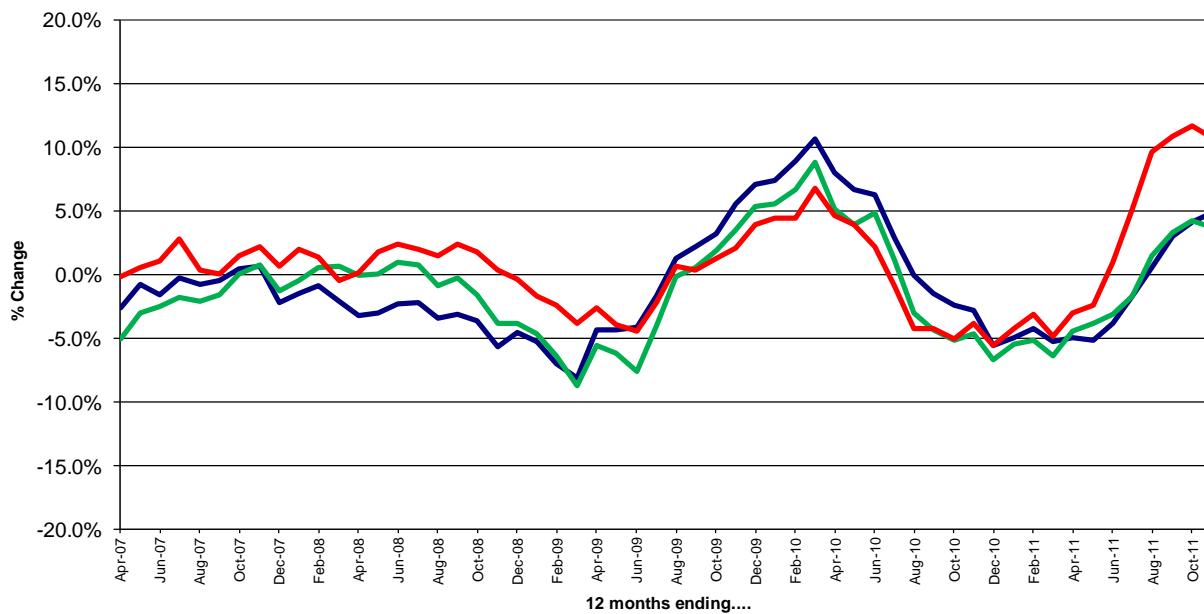
	TRIPS (MILLIONS)			SPEND (£BN)		
	2010	2011	% +/-	2010	2011	% +/-
November	3.4	3.3	-3%	1.8	1.8	0%
January-November	52.9	53.0	0%	30.3	29.4	-3%
Nov '10 – Nov '11	55.9	55.7	0%	31.9	30.9	-3%

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 (November 2010 vs November 2011)
- Year to date (January - November 2010 vs January – November 2011)
- 12 month rolling (December 2009 – November 2010 vs December 2010 – November 2011)

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, 2010

Comparisons with equivalent periods, 2010

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 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																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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TOTAL	12.6%	-0.6%	3.6%	914	7.5%	5.6%	12.9%	16554	4.9%	3.6%	10.8%	17621																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
PURPOSE:													Pure Holiday	3.0%	-5.2%	-0.2%	304	5.3%	4.9%	11.9%	8221	3.9%	3.6%	10.6%	8490	- 1-3 nights holiday	8.5%	6.6%	-0.8%	253	5.8%	5.1%	8.8%	4961	4.2%	3.3%	7.6%	5150	- 4+ nights holiday	-17.5%	-19.5%	0.8%	50	4.5%	4.7%	14.9%	3260	3.4%	3.7%	13.7%	3340	VFR (on holiday)	10.2%	-24.5%	-38.3%	169	7.0%	3.1%	6.7%	2992	1.5%	-0.7%	4.4%	3399	HOLIDAY (TOTAL)	5.4%	-12.4%	-10.9%	472	5.8%	4.5%	11.0%	11213	3.2%	2.5%	9.5%	11890	VFR (non-holiday)	20.9%	16.7%	45.6%	222	6.6%	5.1%	12.7%	2798	4.5%	3.6%	11.2%	3095	VFR (TOTAL)	16.3%	-4.5%	-6.1%	391	6.8%	4.0%	9.3%	6790	2.9%	1.1%	7.3%	6494	Business	14.7%	6.2%	9.0%	190	14.0%	10.1%	19.4%	2048	10.7%	8.1%	14.7%	2133	Regions:													West Midlands	0.7%	-11.4%	18.2%	72	3.1%	-9.2%	6.8%	1044	0.6%	-9.1%	0.2%	1143	East of England	10.5%	-1.3%	-14.8%	67	16.2%	11.9%	13.8%	1360	9.1%	8.6%	9.4%	1457	East Midlands	61.8%	48.1%	97.4%	63	16.7%	15.1%	26.5%	1193	14.1%	8.3%	23.0%	1268	London	-15.0%	-12.2%	-30.5%	100	-5.4%	6.0%	-2.2%	1360	-7.1%	3.0%	-2.2%	1458	North West	0.9%	-7.5%	-6.3%	108	13.1%	9.8%	12.6%	1847	9.1%	6.0%	9.2%	1966	North East	46.9%	6.9%	81.8%	32	22.1%	16.0%	14.7%	580	20.7%	9.7%	16.9%	620	South East	20.9%	-1.2%	37.9%	134	0.5%	0.1%	16.0%	2166	-1.5%	-1.4%	13.7%	2323	South West	14.8%	13.3%	-16.7%	123	4.7%	2.1%	12.0%	2773	1.9%	0.2%	9.1%	2911	Yorkshire & the Humber	58.2%	44.0%	35.7%	90	12.8%	14.6%	14.8%	1474	11.2%	13.3%	14.5%	1568	LOCATION TYPE:													Seaside	47.7%	44.3%	8.9%	139	6.1%	6.7%	11.5%	3698	3.8%	5.0%	9.7%	3796	Large city/ large town	15.9%	1.6%	9.9%	457	7.9%	6.6%	13.3%	6138	5.4%	3.4%	11.7%	6631	Small town	-7.7%	-26.5%	-26.2%	200	7.3%	2.9%	10.4%	3883	4.2%	1.7%	6.7%	4177	Countryside/ village	17.1%	5.1%	29.7%	136	9.7%	5.2%	16.6%	3200	6.7%	3.4%	14.8%	3402	AGE:													16-24	16.4%	0.4%	10.2%	156	2.3%	0.0%	15.6%	1972	3.2%	3.4%	16.2%	2127	25-34	14.6%	-1.0%	-10.2%	167	5.0%	8.9%	9.8%	2635	3.5%	6.5%	8.6%	2848	35-44	24.9%	20.5%	22.0%	183	7.6%	1.6%	12.9%	3574	5.0%	0.9%	10.0%	3793	45-54	-15.1%	-30.6%	-26.2%	117	9.2%	8.8%	13.6%	2953	6.7%	5.5%	12.4%	3094	55+	19.9%	6.8%	22.1%	292	10.2%	7.6%	13.0%	5420	5.2%	3.3%	9.7%	5758	SEG:													AB	12.8%	5.9%	-9.8%	283	9.0%	5.5%	14.8%	5471	7.1%	4.3%	13.5%	5824	C1	17.1%	-1.3%	7.8%	333	11.4%	11.7%	17.5%	6211	8.5%	10.7%	14.2%	6572	C2	8.3%	9.9%	38.7%	151	2.4%	1.3%	5.7%	2926	0.7%	-0.6%	4.4%	3096	DE	4.9%	-25.9%	3.1%	147	1.6%	-0.2%	4.5%	2946	-3.7%	-5.8%	1.2%	3130	CHILDREN IN H/H:													Any	20.6%	10.8%	39.6%	277	2.9%	0.5%	8.0%	5941	1.4%	-0.1%	7.0%	6332	None	10.0%	-3.8%	-5.4%	638	9.9%	8.3%	14.9%	10614	6.6%	5.4%	12.3%	11289	ACCOMMODATION:													Commercial accom	8.0%	5.2%	-0.2%	498	7.4%	6.3%	12.1%	9904	6.1%	5.2%	10.3%	10284	- Serviced accom	14.0%	8.6%	3.1%	440	7.7%	3.5%	10.6%	6486	6.0%	1.7%	8.3%	6798	- Hotel/motel/guesthouse	11.8%	5.1%	-1.0%	394	9.1%	5.7%	12.0%	6775	7.1%	3.7%	9.3%	6074	- Bed & Breakfast	48.2%	57.9%	55.6%	43	-1.8%	-7.3%	-1.5%	652	-1.7%	-7.3%	-1.0%	665	Total self-catering rented	-11.2%	4.2%	-12.9%	53	6.8%	7.6%	16.1%	3171	6.8%	7.5%	16.2%	3227	- Camping & Caravanning (inc. owned caravans)	44.7%	133.0%	46.9%	35	4.6%	5.3%	12.7%	2414	4.5%	5.2%	12.8%	2424	- Other self-catering rented	-29.9%	-32.2%	-29.6%	29	11.3%	11.8%	20.8%	1261	11.2%	11.5%	20.8%	1307	Hostels	-84.9%	-84.5%	-77.8%	2	-10.8%	-8.4%	-11.5%	175	-11.2%	-9.4%	-10.2%	186	Own home/friends/relatives'	22.3%	-6.0%	14.6%	409	8.6%	5.1%	16.6%	6436	3.8%	1.7%	12.8%	7109
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VFR (TOTAL)	16.3%	-4.5%	-6.1%	391	6.8%	4.0%	9.3%	6790	2.9%	1.1%	7.3%	6494																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Business	14.7%	6.2%	9.0%	190	14.0%	10.1%	19.4%	2048	10.7%	8.1%	14.7%	2133																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Regions:													West Midlands	0.7%	-11.4%	18.2%	72	3.1%	-9.2%	6.8%	1044	0.6%	-9.1%	0.2%	1143	East of England	10.5%	-1.3%	-14.8%	67	16.2%	11.9%	13.8%	1360	9.1%	8.6%	9.4%	1457	East Midlands	61.8%	48.1%	97.4%	63	16.7%	15.1%	26.5%	1193	14.1%	8.3%	23.0%	1268	London	-15.0%	-12.2%	-30.5%	100	-5.4%	6.0%	-2.2%	1360	-7.1%	3.0%	-2.2%	1458	North West	0.9%	-7.5%	-6.3%	108	13.1%	9.8%	12.6%	1847	9.1%	6.0%	9.2%	1966	North East	46.9%	6.9%	81.8%	32	22.1%	16.0%	14.7%	580	20.7%	9.7%	16.9%	620	South East	20.9%	-1.2%	37.9%	134	0.5%	0.1%	16.0%	2166	-1.5%	-1.4%	13.7%	2323	South West	14.8%	13.3%	-16.7%	123	4.7%	2.1%	12.0%	2773	1.9%	0.2%	9.1%	2911	Yorkshire & the Humber	58.2%	44.0%	35.7%	90	12.8%	14.6%	14.8%	1474	11.2%	13.3%	14.5%	1568	LOCATION TYPE:													Seaside	47.7%	44.3%	8.9%	139	6.1%	6.7%	11.5%	3698	3.8%	5.0%	9.7%	3796	Large city/ large town	15.9%	1.6%	9.9%	457	7.9%	6.6%	13.3%	6138	5.4%	3.4%	11.7%	6631	Small town	-7.7%	-26.5%	-26.2%	200	7.3%	2.9%	10.4%	3883	4.2%	1.7%	6.7%	4177	Countryside/ village	17.1%	5.1%	29.7%	136	9.7%	5.2%	16.6%	3200	6.7%	3.4%	14.8%	3402	AGE:													16-24	16.4%	0.4%	10.2%	156	2.3%	0.0%	15.6%	1972	3.2%	3.4%	16.2%	2127	25-34	14.6%	-1.0%	-10.2%	167	5.0%	8.9%	9.8%	2635	3.5%	6.5%	8.6%	2848	35-44	24.9%	20.5%	22.0%	183	7.6%	1.6%	12.9%	3574	5.0%	0.9%	10.0%	3793	45-54	-15.1%	-30.6%	-26.2%	117	9.2%	8.8%	13.6%	2953	6.7%	5.5%	12.4%	3094	55+	19.9%	6.8%	22.1%	292	10.2%	7.6%	13.0%	5420	5.2%	3.3%	9.7%	5758	SEG:													AB	12.8%	5.9%	-9.8%	283	9.0%	5.5%	14.8%	5471	7.1%	4.3%	13.5%	5824	C1	17.1%	-1.3%	7.8%	333	11.4%	11.7%	17.5%	6211	8.5%	10.7%	14.2%	6572	C2	8.3%	9.9%	38.7%	151	2.4%	1.3%	5.7%	2926	0.7%	-0.6%	4.4%	3096	DE	4.9%	-25.9%	3.1%	147	1.6%	-0.2%	4.5%	2946	-3.7%	-5.8%	1.2%	3130	CHILDREN IN H/H:													Any	20.6%	10.8%	39.6%	277	2.9%	0.5%	8.0%	5941	1.4%	-0.1%	7.0%	6332	None	10.0%	-3.8%	-5.4%	638	9.9%	8.3%	14.9%	10614	6.6%	5.4%	12.3%	11289	ACCOMMODATION:													Commercial accom	8.0%	5.2%	-0.2%	498	7.4%	6.3%	12.1%	9904	6.1%	5.2%	10.3%	10284	- Serviced accom	14.0%	8.6%	3.1%	440	7.7%	3.5%	10.6%	6486	6.0%	1.7%	8.3%	6798	- Hotel/motel/guesthouse	11.8%	5.1%	-1.0%	394	9.1%	5.7%	12.0%	6775	7.1%	3.7%	9.3%	6074	- Bed & Breakfast	48.2%	57.9%	55.6%	43	-1.8%	-7.3%	-1.5%	652	-1.7%	-7.3%	-1.0%	665	Total self-catering rented	-11.2%	4.2%	-12.9%	53	6.8%	7.6%	16.1%	3171	6.8%	7.5%	16.2%	3227	- Camping & Caravanning (inc. owned caravans)	44.7%	133.0%	46.9%	35	4.6%	5.3%	12.7%	2414	4.5%	5.2%	12.8%	2424	- Other self-catering rented	-29.9%	-32.2%	-29.6%	29	11.3%	11.8%	20.8%	1261	11.2%	11.5%	20.8%	1307	Hostels	-84.9%	-84.5%	-77.8%	2	-10.8%	-8.4%	-11.5%	175	-11.2%	-9.4%	-10.2%	186	Own home/friends/relatives'	22.3%	-6.0%	14.6%	409	8.6%	5.1%	16.6%	6436	3.8%	1.7%	12.8%	7109																																																																																																																					
West Midlands	0.7%	-11.4%	18.2%	72	3.1%	-9.2%	6.8%	1044	0.6%	-9.1%	0.2%	1143																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
East of England	10.5%	-1.3%	-14.8%	67	16.2%	11.9%	13.8%	1360	9.1%	8.6%	9.4%	1457																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
East Midlands	61.8%	48.1%	97.4%	63	16.7%	15.1%	26.5%	1193	14.1%	8.3%	23.0%	1268																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
London	-15.0%	-12.2%	-30.5%	100	-5.4%	6.0%	-2.2%	1360	-7.1%	3.0%	-2.2%	1458																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
North West	0.9%	-7.5%	-6.3%	108	13.1%	9.8%	12.6%	1847	9.1%	6.0%	9.2%	1966																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
North East	46.9%	6.9%	81.8%	32	22.1%	16.0%	14.7%	580	20.7%	9.7%	16.9%	620																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
South East	20.9%	-1.2%	37.9%	134	0.5%	0.1%	16.0%	2166	-1.5%	-1.4%	13.7%	2323																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
South West	14.8%	13.3%	-16.7%	123	4.7%	2.1%	12.0%	2773	1.9%	0.2%	9.1%	2911																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Yorkshire & the Humber	58.2%	44.0%	35.7%	90	12.8%	14.6%	14.8%	1474	11.2%	13.3%	14.5%	1568																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
LOCATION TYPE:													Seaside	47.7%	44.3%	8.9%	139	6.1%	6.7%	11.5%	3698	3.8%	5.0%	9.7%	3796	Large city/ large town	15.9%	1.6%	9.9%	457	7.9%	6.6%	13.3%	6138	5.4%	3.4%	11.7%	6631	Small town	-7.7%	-26.5%	-26.2%	200	7.3%	2.9%	10.4%	3883	4.2%	1.7%	6.7%	4177	Countryside/ village	17.1%	5.1%	29.7%	136	9.7%	5.2%	16.6%	3200	6.7%	3.4%	14.8%	3402	AGE:													16-24	16.4%	0.4%	10.2%	156	2.3%	0.0%	15.6%	1972	3.2%	3.4%	16.2%	2127	25-34	14.6%	-1.0%	-10.2%	167	5.0%	8.9%	9.8%	2635	3.5%	6.5%	8.6%	2848	35-44	24.9%	20.5%	22.0%	183	7.6%	1.6%	12.9%	3574	5.0%	0.9%	10.0%	3793	45-54	-15.1%	-30.6%	-26.2%	117	9.2%	8.8%	13.6%	2953	6.7%	5.5%	12.4%	3094	55+	19.9%	6.8%	22.1%	292	10.2%	7.6%	13.0%	5420	5.2%	3.3%	9.7%	5758	SEG:													AB	12.8%	5.9%	-9.8%	283	9.0%	5.5%	14.8%	5471	7.1%	4.3%	13.5%	5824	C1	17.1%	-1.3%	7.8%	333	11.4%	11.7%	17.5%	6211	8.5%	10.7%	14.2%	6572	C2	8.3%	9.9%	38.7%	151	2.4%	1.3%	5.7%	2926	0.7%	-0.6%	4.4%	3096	DE	4.9%	-25.9%	3.1%	147	1.6%	-0.2%	4.5%	2946	-3.7%	-5.8%	1.2%	3130	CHILDREN IN H/H:													Any	20.6%	10.8%	39.6%	277	2.9%	0.5%	8.0%	5941	1.4%	-0.1%	7.0%	6332	None	10.0%	-3.8%	-5.4%	638	9.9%	8.3%	14.9%	10614	6.6%	5.4%	12.3%	11289	ACCOMMODATION:													Commercial accom	8.0%	5.2%	-0.2%	498	7.4%	6.3%	12.1%	9904	6.1%	5.2%	10.3%	10284	- Serviced accom	14.0%	8.6%	3.1%	440	7.7%	3.5%	10.6%	6486	6.0%	1.7%	8.3%	6798	- Hotel/motel/guesthouse	11.8%	5.1%	-1.0%	394	9.1%	5.7%	12.0%	6775	7.1%	3.7%	9.3%	6074	- Bed & Breakfast	48.2%	57.9%	55.6%	43	-1.8%	-7.3%	-1.5%	652	-1.7%	-7.3%	-1.0%	665	Total self-catering rented	-11.2%	4.2%	-12.9%	53	6.8%	7.6%	16.1%	3171	6.8%	7.5%	16.2%	3227	- Camping & Caravanning (inc. owned caravans)	44.7%	133.0%	46.9%	35	4.6%	5.3%	12.7%	2414	4.5%	5.2%	12.8%	2424	- Other self-catering rented	-29.9%	-32.2%	-29.6%	29	11.3%	11.8%	20.8%	1261	11.2%	11.5%	20.8%	1307	Hostels	-84.9%	-84.5%	-77.8%	2	-10.8%	-8.4%	-11.5%	175	-11.2%	-9.4%	-10.2%	186	Own home/friends/relatives'	22.3%	-6.0%	14.6%	409	8.6%	5.1%	16.6%	6436	3.8%	1.7%	12.8%	7109																																																																																																																																																																																																																																																							
Seaside	47.7%	44.3%	8.9%	139	6.1%	6.7%	11.5%	3698	3.8%	5.0%	9.7%	3796																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Large city/ large town	15.9%	1.6%	9.9%	457	7.9%	6.6%	13.3%	6138	5.4%	3.4%	11.7%	6631																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Small town	-7.7%	-26.5%	-26.2%	200	7.3%	2.9%	10.4%	3883	4.2%	1.7%	6.7%	4177																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Countryside/ village	17.1%	5.1%	29.7%	136	9.7%	5.2%	16.6%	3200	6.7%	3.4%	14.8%	3402																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
AGE:													16-24	16.4%	0.4%	10.2%	156	2.3%	0.0%	15.6%	1972	3.2%	3.4%	16.2%	2127	25-34	14.6%	-1.0%	-10.2%	167	5.0%	8.9%	9.8%	2635	3.5%	6.5%	8.6%	2848	35-44	24.9%	20.5%	22.0%	183	7.6%	1.6%	12.9%	3574	5.0%	0.9%	10.0%	3793	45-54	-15.1%	-30.6%	-26.2%	117	9.2%	8.8%	13.6%	2953	6.7%	5.5%	12.4%	3094	55+	19.9%	6.8%	22.1%	292	10.2%	7.6%	13.0%	5420	5.2%	3.3%	9.7%	5758	SEG:													AB	12.8%	5.9%	-9.8%	283	9.0%	5.5%	14.8%	5471	7.1%	4.3%	13.5%	5824	C1	17.1%	-1.3%	7.8%	333	11.4%	11.7%	17.5%	6211	8.5%	10.7%	14.2%	6572	C2	8.3%	9.9%	38.7%	151	2.4%	1.3%	5.7%	2926	0.7%	-0.6%	4.4%	3096	DE	4.9%	-25.9%	3.1%	147	1.6%	-0.2%	4.5%	2946	-3.7%	-5.8%	1.2%	3130	CHILDREN IN H/H:													Any	20.6%	10.8%	39.6%	277	2.9%	0.5%	8.0%	5941	1.4%	-0.1%	7.0%	6332	None	10.0%	-3.8%	-5.4%	638	9.9%	8.3%	14.9%	10614	6.6%	5.4%	12.3%	11289	ACCOMMODATION:													Commercial accom	8.0%	5.2%	-0.2%	498	7.4%	6.3%	12.1%	9904	6.1%	5.2%	10.3%	10284	- Serviced accom	14.0%	8.6%	3.1%	440	7.7%	3.5%	10.6%	6486	6.0%	1.7%	8.3%	6798	- Hotel/motel/guesthouse	11.8%	5.1%	-1.0%	394	9.1%	5.7%	12.0%	6775	7.1%	3.7%	9.3%	6074	- Bed & Breakfast	48.2%	57.9%	55.6%	43	-1.8%	-7.3%	-1.5%	652	-1.7%	-7.3%	-1.0%	665	Total self-catering rented	-11.2%	4.2%	-12.9%	53	6.8%	7.6%	16.1%	3171	6.8%	7.5%	16.2%	3227	- Camping & Caravanning (inc. owned caravans)	44.7%	133.0%	46.9%	35	4.6%	5.3%	12.7%	2414	4.5%	5.2%	12.8%	2424	- Other self-catering rented	-29.9%	-32.2%	-29.6%	29	11.3%	11.8%	20.8%	1261	11.2%	11.5%	20.8%	1307	Hostels	-84.9%	-84.5%	-77.8%	2	-10.8%	-8.4%	-11.5%	175	-11.2%	-9.4%	-10.2%	186	Own home/friends/relatives'	22.3%	-6.0%	14.6%	409	8.6%	5.1%	16.6%	6436	3.8%	1.7%	12.8%	7109																																																																																																																																																																																																																																																																																																																								
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35-44	24.9%	20.5%	22.0%	183	7.6%	1.6%	12.9%	3574	5.0%	0.9%	10.0%	3793																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
45-54	-15.1%	-30.6%	-26.2%	117	9.2%	8.8%	13.6%	2953	6.7%	5.5%	12.4%	3094																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
55+	19.9%	6.8%	22.1%	292	10.2%	7.6%	13.0%	5420	5.2%	3.3%	9.7%	5758																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
SEG:													AB	12.8%	5.9%	-9.8%	283	9.0%	5.5%	14.8%	5471	7.1%	4.3%	13.5%	5824	C1	17.1%	-1.3%	7.8%	333	11.4%	11.7%	17.5%	6211	8.5%	10.7%	14.2%	6572	C2	8.3%	9.9%	38.7%	151	2.4%	1.3%	5.7%	2926	0.7%	-0.6%	4.4%	3096	DE	4.9%	-25.9%	3.1%	147	1.6%	-0.2%	4.5%	2946	-3.7%	-5.8%	1.2%	3130	CHILDREN IN H/H:													Any	20.6%	10.8%	39.6%	277	2.9%	0.5%	8.0%	5941	1.4%	-0.1%	7.0%	6332	None	10.0%	-3.8%	-5.4%	638	9.9%	8.3%	14.9%	10614	6.6%	5.4%	12.3%	11289	ACCOMMODATION:													Commercial accom	8.0%	5.2%	-0.2%	498	7.4%	6.3%	12.1%	9904	6.1%	5.2%	10.3%	10284	- Serviced accom	14.0%	8.6%	3.1%	440	7.7%	3.5%	10.6%	6486	6.0%	1.7%	8.3%	6798	- Hotel/motel/guesthouse	11.8%	5.1%	-1.0%	394	9.1%	5.7%	12.0%	6775	7.1%	3.7%	9.3%	6074	- Bed & Breakfast	48.2%	57.9%	55.6%	43	-1.8%	-7.3%	-1.5%	652	-1.7%	-7.3%	-1.0%	665	Total self-catering rented	-11.2%	4.2%	-12.9%	53	6.8%	7.6%	16.1%	3171	6.8%	7.5%	16.2%	3227	- Camping & Caravanning (inc. owned caravans)	44.7%	133.0%	46.9%	35	4.6%	5.3%	12.7%	2414	4.5%	5.2%	12.8%	2424	- Other self-catering rented	-29.9%	-32.2%	-29.6%	29	11.3%	11.8%	20.8%	1261	11.2%	11.5%	20.8%	1307	Hostels	-84.9%	-84.5%	-77.8%	2	-10.8%	-8.4%	-11.5%	175	-11.2%	-9.4%	-10.2%	186	Own home/friends/relatives'	22.3%	-6.0%	14.6%	409	8.6%	5.1%	16.6%	6436	3.8%	1.7%	12.8%	7109																																																																																																																																																																																																																																																																																																																																																																																																						
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CHILDREN IN H/H:													Any	20.6%	10.8%	39.6%	277	2.9%	0.5%	8.0%	5941	1.4%	-0.1%	7.0%	6332	None	10.0%	-3.8%	-5.4%	638	9.9%	8.3%	14.9%	10614	6.6%	5.4%	12.3%	11289	ACCOMMODATION:													Commercial accom	8.0%	5.2%	-0.2%	498	7.4%	6.3%	12.1%	9904	6.1%	5.2%	10.3%	10284	- Serviced accom	14.0%	8.6%	3.1%	440	7.7%	3.5%	10.6%	6486	6.0%	1.7%	8.3%	6798	- Hotel/motel/guesthouse	11.8%	5.1%	-1.0%	394	9.1%	5.7%	12.0%	6775	7.1%	3.7%	9.3%	6074	- Bed & Breakfast	48.2%	57.9%	55.6%	43	-1.8%	-7.3%	-1.5%	652	-1.7%	-7.3%	-1.0%	665	Total self-catering rented	-11.2%	4.2%	-12.9%	53	6.8%	7.6%	16.1%	3171	6.8%	7.5%	16.2%	3227	- Camping & Caravanning (inc. owned caravans)	44.7%	133.0%	46.9%	35	4.6%	5.3%	12.7%	2414	4.5%	5.2%	12.8%	2424	- Other self-catering rented	-29.9%	-32.2%	-29.6%	29	11.3%	11.8%	20.8%	1261	11.2%	11.5%	20.8%	1307	Hostels	-84.9%	-84.5%	-77.8%	2	-10.8%	-8.4%	-11.5%	175	-11.2%	-9.4%	-10.2%	186	Own home/friends/relatives'	22.3%	-6.0%	14.6%	409	8.6%	5.1%	16.6%	6436	3.8%	1.7%	12.8%	7109																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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- Serviced accom	14.0%	8.6%	3.1%	440	7.7%	3.5%	10.6%	6486	6.0%	1.7%	8.3%	6798																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
- Hotel/motel/guesthouse	11.8%	5.1%	-1.0%	394	9.1%	5.7%	12.0%	6775	7.1%	3.7%	9.3%	6074																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
- Bed & Breakfast	48.2%	57.9%	55.6%	43	-1.8%	-7.3%	-1.5%	652	-1.7%	-7.3%	-1.0%	665																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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- Camping & Caravanning (inc. owned caravans)	44.7%	133.0%	46.9%	35	4.6%	5.3%	12.7%	2414	4.5%	5.2%	12.8%	2424																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
- Other self-catering rented	-29.9%	-32.2%	-29.6%	29	11.3%	11.8%	20.8%	1261	11.2%	11.5%	20.8%	1307																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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	Month: November 2011			Unweighted Trips	YTD: January - November 2011			Unweighted Trips	month rolling December 2010 - November 2011			Unweighted Trips																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
	Trips	Bednights	Expenditure		Trips	Bednights	Expenditure		Trips	Bednights	Expenditure																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
TOTAL	13.6%	4.4%	3.8%	783	7.3%	6.1%	11.7%	13625	4.4%	3.4%	9.3%	14518																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
PURPOSE:													Pure Holiday	6.9%	1.8%	4.6%	256	5.0%	3.5%	10.1%	6491	3.8%	2.2%	9.1%	6732	- 1-3 nights holiday	11.6%	11.3%	3.3%	220	6.4%	5.9%	9.0%	4021	5.1%	3.9%	8.2%	4193	- 4+ nights holiday	-14.9%	-12.4%	10.3%	36	2.5%	2.2%	11.3%	2459	1.6%	1.2%	10.0%	2527	VFR (on holiday)	12.7%	-12.2%	-37.1%	150	8.0%	7.7%	7.8%	2562	1.2%	1.3%	3.3%	2887	HOLIDAY (TOTAL)	9.0%	-3.2%	-7.7%	405	5.8%	4.5%	9.8%	9051	3.0%	1.9%	8.0%	9618	VFR (non-holiday)	18.8%	21.8%	51.4%	200	3.4%	3.6%	8.9%	2423	1.1%	1.3%	6.5%	2680	VFR (TOTAL)	16.3%	5.9%	-2.5%	350	5.7%	5.8%	8.3%	4986	1.2%	1.3%	4.9%	5568	Business	13.2%	-1.7%	1.5%	162	16.3%	12.3%	19.3%	1725	12.5%	10.4%	14.3%	1791	Regions:													West Midlands	0.7%	-11.4%	18.2%	72	3.1%	-9.2%	6.8%	1044	0.6%	-9.1%	0.2%	1143	East of England	10.5%	-1.3%	-14.8%	67	16.2%	11.9%	13.8%	1360	9.1%	8.6%	9.4%	1457	East Midlands	61.8%	48.1%	97.4%	63	16.7%	15.1%	26.5%	1193	14.1%	8.3%	23.0%	1268	London	-15.0%	-12.2%	-30.5%	100	-5.4%	6.0%	-2.2%	1360	-7.1%	3.0%	-2.2%	1458	North West	0.9%	-7.5%	-6.3%	108	13.1%	9.8%	12.6%	1847	9.1%	6.0%	9.2%	1966	North East	46.9%	6.9%	81.8%	32	22.1%	16.0%	14.7%	580	20.7%	9.7%	16.9%	620	South East	20.9%	-1.2%	37.9%	134	0.5%	0.1%	16.0%	2166	-1.5%	-1.4%	13.7%	2323	South West	14.8%	13.3%	-16.7%	123	4.7%	2.1%	12.0%	2773	1.9%	0.2%	9.1%	2911	Yorkshire & the Humber	58.2%	44.0%	35.7%	90	12.8%	14.6%	14.8%	1474	11.2%	13.3%	14.5%	1568	LOCATION TYPE:													Seaside	33.7%	26.2%	-8.0%	104	6.0%	6.1%	11.1%	2964	3.7%	4.2%	9.2%	3052	Large city/ large town	17.2%	2.3%	13.3%	402	6.7%	6.4%	11.2%	5283	3.9%	2.8%	9.1%	5705	Small town	-6.4%	-11.5%	-24.9%	170	7.1%	7.0%	12.2%	3096	3.1%	3.8%	7.1%	3328	Countryside/ village	26.1%	17.2%	36.1%	121	11.0%	3.6%	13.4%	2554	8.1%	2.1%	12.3%	2723	AGE:													16-24	16.4%	11.3%	21.4%	133	0.4%	0.5%	13.9%	1668	1.7%	3.1%	15.0%	1798	25-34	20.0%	6.0%	0.0%	155	3.3%	9.5%	10.7%	2164	1.8%	7.0%	8.5%	2341	35-44	26.2%	15.2%	5.9%	147	9.1%	5.2%	11.4%	2943	6.6%	3.9%	8.5%	3135	45-54	-16.4%	-23.8%	-27.0%	98	11.4%	7.5%	14.2%	2413	7.8%	3.6%	12.6%	2522	55+	20.7%	11.3%	24.9%	253	8.8%	6.6%	10.2%	4433	3.2%	1.7%	6.3%	4719	SEG:													AB	19.3%	11.4%	-6.5%	248	9.1%	4.6%	11.3%	4566	6.6%	2.8%	9.1%	4862	C1	16.7%	4.4%	2.9%	286	10.5%	14.1%	17.6%	4312	7.9%	12.8%	14.8%	4613	C2	4.0%	11.8%	46.2%	122	4.3%	4.8%	10.7%	2376	1.7%	1.4%	8.8%	2509	DE	0.0%	-21.9%	1.3%	124	-0.9%	-4.0%	-1.1%	2337	-5.9%	-9.8%	-4.3%	2502	CHILDREN IN H/H:													Any	21.1%	17.4%	29.8%	228	2.6%	1.9%	9.0%	4852	1.3%	1.6%	7.9%	5194	None	11.3%	1.1%	-2.6%	554	9.7%	8.1%	12.9%	8768	5.9%	4.3%	9.8%	9321	ACCOMMODATION:													Commercial accom	10.9%	10.1%	-0.4%	417	6.9%	6.2%	10.9%	8017	5.5%	4.9%	9.0%	8342	- Serviced accom	13.2%	6.0%	-1.3%	368	7.9%	4.3%	10.6%	5387	6.2%	2.6%	8.3%	5666	- Hotel/motel/guesthouse	12.7%	3.5%	-3.6%	333	9.2%	7.0%	12.1%	4812	7.2%	4.9%	9.3%	5077	- Bed & Breakfast	24.0%	34.0%	20.4%	33	0.4%	-8.9%	-1.5%	528	1.5%	-7.8%	0.3%	542	Total self-catering rented	18.8%	49.5%	21.1%	45	4.8%	6.8%	12.9%	2429	4.2%	6.1%	12.3%	2463	- Camping & Caravanning (inc. owned caravans)	42.8%	164.0%	110.0%	28	6.9%	8.4%	18.7%	1844	6.4%	8.0%	18.5%	1844	- Other self-catering rented	
Pure Holiday	6.9%	1.8%	4.6%	256	5.0%	3.5%	10.1%	6491	3.8%	2.2%	9.1%	6732																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
- 1-3 nights holiday	11.6%	11.3%	3.3%	220	6.4%	5.9%	9.0%	4021	5.1%	3.9%	8.2%	4193																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
- 4+ nights holiday	-14.9%	-12.4%	10.3%	36	2.5%	2.2%	11.3%	2459	1.6%	1.2%	10.0%	2527																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
VFR (on holiday)	12.7%	-12.2%	-37.1%	150	8.0%	7.7%	7.8%	2562	1.2%	1.3%	3.3%	2887																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
HOLIDAY (TOTAL)	9.0%	-3.2%	-7.7%	405	5.8%	4.5%	9.8%	9051	3.0%	1.9%	8.0%	9618																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
VFR (non-holiday)	18.8%	21.8%	51.4%	200	3.4%	3.6%	8.9%	2423	1.1%	1.3%	6.5%	2680																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
VFR (TOTAL)	16.3%	5.9%	-2.5%	350	5.7%	5.8%	8.3%	4986	1.2%	1.3%	4.9%	5568																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Business	13.2%	-1.7%	1.5%	162	16.3%	12.3%	19.3%	1725	12.5%	10.4%	14.3%	1791																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Regions:													West Midlands	0.7%	-11.4%	18.2%	72	3.1%	-9.2%	6.8%	1044	0.6%	-9.1%	0.2%	1143	East of England	10.5%	-1.3%	-14.8%	67	16.2%	11.9%	13.8%	1360	9.1%	8.6%	9.4%	1457	East Midlands	61.8%	48.1%	97.4%	63	16.7%	15.1%	26.5%	1193	14.1%	8.3%	23.0%	1268	London	-15.0%	-12.2%	-30.5%	100	-5.4%	6.0%	-2.2%	1360	-7.1%	3.0%	-2.2%	1458	North West	0.9%	-7.5%	-6.3%	108	13.1%	9.8%	12.6%	1847	9.1%	6.0%	9.2%	1966	North East	46.9%	6.9%	81.8%	32	22.1%	16.0%	14.7%	580	20.7%	9.7%	16.9%	620	South East	20.9%	-1.2%	37.9%	134	0.5%	0.1%	16.0%	2166	-1.5%	-1.4%	13.7%	2323	South West	14.8%	13.3%	-16.7%	123	4.7%	2.1%	12.0%	2773	1.9%	0.2%	9.1%	2911	Yorkshire & the Humber	58.2%	44.0%	35.7%	90	12.8%	14.6%	14.8%	1474	11.2%	13.3%	14.5%	1568	LOCATION TYPE:													Seaside	33.7%	26.2%	-8.0%	104	6.0%	6.1%	11.1%	2964	3.7%	4.2%	9.2%	3052	Large city/ large town	17.2%	2.3%	13.3%	402	6.7%	6.4%	11.2%	5283	3.9%	2.8%	9.1%	5705	Small town	-6.4%	-11.5%	-24.9%	170	7.1%	7.0%	12.2%	3096	3.1%	3.8%	7.1%	3328	Countryside/ village	26.1%	17.2%	36.1%	121	11.0%	3.6%	13.4%	2554	8.1%	2.1%	12.3%	2723	AGE:													16-24	16.4%	11.3%	21.4%	133	0.4%	0.5%	13.9%	1668	1.7%	3.1%	15.0%	1798	25-34	20.0%	6.0%	0.0%	155	3.3%	9.5%	10.7%	2164	1.8%	7.0%	8.5%	2341	35-44	26.2%	15.2%	5.9%	147	9.1%	5.2%	11.4%	2943	6.6%	3.9%	8.5%	3135	45-54	-16.4%	-23.8%	-27.0%	98	11.4%	7.5%	14.2%	2413	7.8%	3.6%	12.6%	2522	55+	20.7%	11.3%	24.9%	253	8.8%	6.6%	10.2%	4433	3.2%	1.7%	6.3%	4719	SEG:													AB	19.3%	11.4%	-6.5%	248	9.1%	4.6%	11.3%	4566	6.6%	2.8%	9.1%	4862	C1	16.7%	4.4%	2.9%	286	10.5%	14.1%	17.6%	4312	7.9%	12.8%	14.8%	4613	C2	4.0%	11.8%	46.2%	122	4.3%	4.8%	10.7%	2376	1.7%	1.4%	8.8%	2509	DE	0.0%	-21.9%	1.3%	124	-0.9%	-4.0%	-1.1%	2337	-5.9%	-9.8%	-4.3%	2502	CHILDREN IN H/H:													Any	21.1%	17.4%	29.8%	228	2.6%	1.9%	9.0%	4852	1.3%	1.6%	7.9%	5194	None	11.3%	1.1%	-2.6%	554	9.7%	8.1%	12.9%	8768	5.9%	4.3%	9.8%	9321	ACCOMMODATION:													Commercial accom	10.9%	10.1%	-0.4%	417	6.9%	6.2%	10.9%	8017	5.5%	4.9%	9.0%	8342	- Serviced accom	13.2%	6.0%	-1.3%	368	7.9%	4.3%	10.6%	5387	6.2%	2.6%	8.3%	5666	- Hotel/motel/guesthouse	12.7%	3.5%	-3.6%	333	9.2%	7.0%	12.1%	4812	7.2%	4.9%	9.3%	5077	- Bed & Breakfast	24.0%	34.0%	20.4%	33	0.4%	-8.9%	-1.5%	528	1.5%	-7.8%	0.3%	542	Total self-catering rented	18.8%	49.5%	21.1%	45	4.8%	6.8%	12.9%	2429	4.2%	6.1%	12.3%	2463	- Camping & Caravanning (inc. owned caravans)	42.8%	164.0%	110.0%	28	6.9%	8.4%	18.7%	1844	6.4%	8.0%	18.5%	1844	- Other self-catering rented																																																																																																																						
West Midlands	0.7%	-11.4%	18.2%	72	3.1%	-9.2%	6.8%	1044	0.6%	-9.1%	0.2%	1143																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
East of England	10.5%	-1.3%	-14.8%	67	16.2%	11.9%	13.8%	1360	9.1%	8.6%	9.4%	1457																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
East Midlands	61.8%	48.1%	97.4%	63	16.7%	15.1%	26.5%	1193	14.1%	8.3%	23.0%	1268																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
London	-15.0%	-12.2%	-30.5%	100	-5.4%	6.0%	-2.2%	1360	-7.1%	3.0%	-2.2%	1458																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
North West	0.9%	-7.5%	-6.3%	108	13.1%	9.8%	12.6%	1847	9.1%	6.0%	9.2%	1966																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
North East	46.9%	6.9%	81.8%	32	22.1%	16.0%	14.7%	580	20.7%	9.7%	16.9%	620																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
South East	20.9%	-1.2%	37.9%	134	0.5%	0.1%	16.0%	2166	-1.5%	-1.4%	13.7%	2323																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
South West	14.8%	13.3%	-16.7%	123	4.7%	2.1%	12.0%	2773	1.9%	0.2%	9.1%	2911																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Yorkshire & the Humber	58.2%	44.0%	35.7%	90	12.8%	14.6%	14.8%	1474	11.2%	13.3%	14.5%	1568																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
LOCATION TYPE:													Seaside	33.7%	26.2%	-8.0%	104	6.0%	6.1%	11.1%	2964	3.7%	4.2%	9.2%	3052	Large city/ large town	17.2%	2.3%	13.3%	402	6.7%	6.4%	11.2%	5283	3.9%	2.8%	9.1%	5705	Small town	-6.4%	-11.5%	-24.9%	170	7.1%	7.0%	12.2%	3096	3.1%	3.8%	7.1%	3328	Countryside/ village	26.1%	17.2%	36.1%	121	11.0%	3.6%	13.4%	2554	8.1%	2.1%	12.3%	2723	AGE:													16-24	16.4%	11.3%	21.4%	133	0.4%	0.5%	13.9%	1668	1.7%	3.1%	15.0%	1798	25-34	20.0%	6.0%	0.0%	155	3.3%	9.5%	10.7%	2164	1.8%	7.0%	8.5%	2341	35-44	26.2%	15.2%	5.9%	147	9.1%	5.2%	11.4%	2943	6.6%	3.9%	8.5%	3135	45-54	-16.4%	-23.8%	-27.0%	98	11.4%	7.5%	14.2%	2413	7.8%	3.6%	12.6%	2522	55+	20.7%	11.3%	24.9%	253	8.8%	6.6%	10.2%	4433	3.2%	1.7%	6.3%	4719	SEG:													AB	19.3%	11.4%	-6.5%	248	9.1%	4.6%	11.3%	4566	6.6%	2.8%	9.1%	4862	C1	16.7%	4.4%	2.9%	286	10.5%	14.1%	17.6%	4312	7.9%	12.8%	14.8%	4613	C2	4.0%	11.8%	46.2%	122	4.3%	4.8%	10.7%	2376	1.7%	1.4%	8.8%	2509	DE	0.0%	-21.9%	1.3%	124	-0.9%	-4.0%	-1.1%	2337	-5.9%	-9.8%	-4.3%	2502	CHILDREN IN H/H:													Any	21.1%	17.4%	29.8%	228	2.6%	1.9%	9.0%	4852	1.3%	1.6%	7.9%	5194	None	11.3%	1.1%	-2.6%	554	9.7%	8.1%	12.9%	8768	5.9%	4.3%	9.8%	9321	ACCOMMODATION:													Commercial accom	10.9%	10.1%	-0.4%	417	6.9%	6.2%	10.9%	8017	5.5%	4.9%	9.0%	8342	- Serviced accom	13.2%	6.0%	-1.3%	368	7.9%	4.3%	10.6%	5387	6.2%	2.6%	8.3%	5666	- Hotel/motel/guesthouse	12.7%	3.5%	-3.6%	333	9.2%	7.0%	12.1%	4812	7.2%	4.9%	9.3%	5077	- Bed & Breakfast	24.0%	34.0%	20.4%	33	0.4%	-8.9%	-1.5%	528	1.5%	-7.8%	0.3%	542	Total self-catering rented	18.8%	49.5%	21.1%	45	4.8%	6.8%	12.9%	2429	4.2%	6.1%	12.3%	2463	- Camping & Caravanning (inc. owned caravans)	42.8%	164.0%	110.0%	28	6.9%	8.4%	18.7%	1844	6.4%	8.0%	18.5%	1844	- Other self-catering rented																																																																																																																																																																																																																																																								
Seaside	33.7%	26.2%	-8.0%	104	6.0%	6.1%	11.1%	2964	3.7%	4.2%	9.2%	3052																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Large city/ large town	17.2%	2.3%	13.3%	402	6.7%	6.4%	11.2%	5283	3.9%	2.8%	9.1%	5705																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Small town	-6.4%	-11.5%	-24.9%	170	7.1%	7.0%	12.2%	3096	3.1%	3.8%	7.1%	3328																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Countryside/ village	26.1%	17.2%	36.1%	121	11.0%	3.6%	13.4%	2554	8.1%	2.1%	12.3%	2723																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
AGE:													16-24	16.4%	11.3%	21.4%	133	0.4%	0.5%	13.9%	1668	1.7%	3.1%	15.0%	1798	25-34	20.0%	6.0%	0.0%	155	3.3%	9.5%	10.7%	2164	1.8%	7.0%	8.5%	2341	35-44	26.2%	15.2%	5.9%	147	9.1%	5.2%	11.4%	2943	6.6%	3.9%	8.5%	3135	45-54	-16.4%	-23.8%	-27.0%	98	11.4%	7.5%	14.2%	2413	7.8%	3.6%	12.6%	2522	55+	20.7%	11.3%	24.9%	253	8.8%	6.6%	10.2%	4433	3.2%	1.7%	6.3%	4719	SEG:													AB	19.3%	11.4%	-6.5%	248	9.1%	4.6%	11.3%	4566	6.6%	2.8%	9.1%	4862	C1	16.7%	4.4%	2.9%	286	10.5%	14.1%	17.6%	4312	7.9%	12.8%	14.8%	4613	C2	4.0%	11.8%	46.2%	122	4.3%	4.8%	10.7%	2376	1.7%	1.4%	8.8%	2509	DE	0.0%	-21.9%	1.3%	124	-0.9%	-4.0%	-1.1%	2337	-5.9%	-9.8%	-4.3%	2502	CHILDREN IN H/H:													Any	21.1%	17.4%	29.8%	228	2.6%	1.9%	9.0%	4852	1.3%	1.6%	7.9%	5194	None	11.3%	1.1%	-2.6%	554	9.7%	8.1%	12.9%	8768	5.9%	4.3%	9.8%	9321	ACCOMMODATION:													Commercial accom	10.9%	10.1%	-0.4%	417	6.9%	6.2%	10.9%	8017	5.5%	4.9%	9.0%	8342	- Serviced accom	13.2%	6.0%	-1.3%	368	7.9%	4.3%	10.6%	5387	6.2%	2.6%	8.3%	5666	- Hotel/motel/guesthouse	12.7%	3.5%	-3.6%	333	9.2%	7.0%	12.1%	4812	7.2%	4.9%	9.3%	5077	- Bed & Breakfast	24.0%	34.0%	20.4%	33	0.4%	-8.9%	-1.5%	528	1.5%	-7.8%	0.3%	542	Total self-catering rented	18.8%	49.5%	21.1%	45	4.8%	6.8%	12.9%	2429	4.2%	6.1%	12.3%	2463	- Camping & Caravanning (inc. owned caravans)	42.8%	164.0%	110.0%	28	6.9%	8.4%	18.7%	1844	6.4%	8.0%	18.5%	1844	- Other self-catering rented																																																																																																																																																																																																																																																																																																																									
16-24	16.4%	11.3%	21.4%	133	0.4%	0.5%	13.9%	1668	1.7%	3.1%	15.0%	1798																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
25-34	20.0%	6.0%	0.0%	155	3.3%	9.5%	10.7%	2164	1.8%	7.0%	8.5%	2341																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
35-44	26.2%	15.2%	5.9%	147	9.1%	5.2%	11.4%	2943	6.6%	3.9%	8.5%	3135																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
45-54	-16.4%	-23.8%	-27.0%	98	11.4%	7.5%	14.2%	2413	7.8%	3.6%	12.6%	2522																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
55+	20.7%	11.3%	24.9%	253	8.8%	6.6%	10.2%	4433	3.2%	1.7%	6.3%	4719																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
SEG:													AB	19.3%	11.4%	-6.5%	248	9.1%	4.6%	11.3%	4566	6.6%	2.8%	9.1%	4862	C1	16.7%	4.4%	2.9%	286	10.5%	14.1%	17.6%	4312	7.9%	12.8%	14.8%	4613	C2	4.0%	11.8%	46.2%	122	4.3%	4.8%	10.7%	2376	1.7%	1.4%	8.8%	2509	DE	0.0%	-21.9%	1.3%	124	-0.9%	-4.0%	-1.1%	2337	-5.9%	-9.8%	-4.3%	2502	CHILDREN IN H/H:													Any	21.1%	17.4%	29.8%	228	2.6%	1.9%	9.0%	4852	1.3%	1.6%	7.9%	5194	None	11.3%	1.1%	-2.6%	554	9.7%	8.1%	12.9%	8768	5.9%	4.3%	9.8%	9321	ACCOMMODATION:													Commercial accom	10.9%	10.1%	-0.4%	417	6.9%	6.2%	10.9%	8017	5.5%	4.9%	9.0%	8342	- Serviced accom	13.2%	6.0%	-1.3%	368	7.9%	4.3%	10.6%	5387	6.2%	2.6%	8.3%	5666	- Hotel/motel/guesthouse	12.7%	3.5%	-3.6%	333	9.2%	7.0%	12.1%	4812	7.2%	4.9%	9.3%	5077	- Bed & Breakfast	24.0%	34.0%	20.4%	33	0.4%	-8.9%	-1.5%	528	1.5%	-7.8%	0.3%	542	Total self-catering rented	18.8%	49.5%	21.1%	45	4.8%	6.8%	12.9%	2429	4.2%	6.1%	12.3%	2463	- Camping & Caravanning (inc. owned caravans)	42.8%	164.0%	110.0%	28	6.9%	8.4%	18.7%	1844	6.4%	8.0%	18.5%	1844	- Other self-catering rented																																																																																																																																																																																																																																																																																																																																																																																																							
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