

Trips taken in: Jan – Mar 2010	Trips (Millions)			Bednights (Millions)			Expenditure (£ Millions) ★		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	20.990	21.797	+3.84%	54.953	55.428	+0.86%	£3,378	£3,463	+2.52%
England Total	17.598	17.904	+1.74%	45.151	43.573	-3.49%	£2,699	£2,702	+0.11%
East	1.982	1.524	-23.11%	4.964	3.717	-25.12%	£241	£184	-23.65%
East Midlands	1.374	1.381	+0.51%	3.131	3.615	+15.46%	£182	£155	-14.84%
London	2.252	2.801	+24.38%	4.714	5.537	+17.46%	£469	£585	+24.73%
North East	0.698	0.737	+5.59%	1.787	1.932	+8.11%	£86	£123	+43.02%
North West	2.202	2.250	+2.18%	5.512	5.603	+1.65%	£428	£411	-3.97%
South East	2.889	3.377	+16.89%	7.289	7.896	+8.33%	£365	£401	+9.86%
South West	2.752	2.752	0.00%	9.032	7.972	-11.74%	£415	£406	-2.17%
West Midlands	1.793	1.514	-15.56%	3.846	3.279	-14.74%	£257	£209	-18.68%
Yorks & Humb	1.965	1.774	-9.72%	4.705	3.855	-18.07%	£250	£214	-14.40%

Trips taken in: Jan – Mar 2010	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	2.62	2.54	-2.87%	£61	£62	+1.64%	£161	£159	-1.28%
England Total	2.57	2.43	-5.14%	£60	£62	+3.74%	£153	£151	-1.60%
East	2.50	2.44	-2.62%	£49	£50	+1.96%	£122	£121	-0.71%
East Midlands	2.28	2.62	+14.87%	£58	£43	-26.24%	£132	£112	-15.27%
London	2.09	1.98	-5.56%	£99	£106	+6.19%	£208	£209	+0.29%
North East	2.56	2.62	+2.39%	£48	£64	+32.29%	£123	£167	+35.45%
North West	2.50	2.49	-0.52%	£78	£73	-5.53%	£194	£183	-6.02%
South East	2.52	2.34	-7.33%	£50	£51	+1.42%	£126	£119	-6.01%
South West	3.28	2.90	-11.74%	£46	£51	+10.84%	£151	£148	-2.17%
West Midlands	2.15	2.17	+0.97%	£67	£64	-4.61%	£143	£138	-3.69%
Yorks & Humb	2.39	2.17	-9.24%	£53	£56	+4.47%	£127	£121	-5.18%

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Trips taken in: Apr 09 – Mar 10	Trips (Millions)			Bednights (Millions)			Expenditure (£ Millions) ★		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	114.399	126.822	+10.86%	367.237	399.857	+8.88%	£20,534	£21,967	+6.98%
England Total	93.199	103.263	+10.80%	286.971	311.969	+8.71%	£16,006	£17,284	+7.98%
East	9.205	10.149	+10.26%	29.426	30.302	+2.98%	£1,366	£1,352	-1.02%
East Midlands	7.257	7.771	+7.08%	21.736	22.781	+4.81%	£1,060	£1,024	-3.40%
London	10.612	11.344	+6.90%	24.906	24.656	-1.00%	£2,179	£2,346	+7.66%
North East	3.960	3.822	-3.48%	12.154	11.820	-2.75%	£677	£637	-5.91%
North West	12.765	13.776	+7.92%	36.230	38.176	+5.37%	£2,384	£2,403	+0.80%
South East	15.893	18.746	+17.95%	46.174	53.670	+16.23%	£2,259	£2,632	+16.51%
South West	18.161	21.021	+15.75%	69.661	80.923	+16.17%	£3,498	£4,115	+17.64%
West Midlands	7.617	8.168	+7.23%	19.762	19.561	-1.02%	£1,130	£1,165	+3.10%
Yorks & Humb	9.478	10.421	+9.95%	25.766	28.702	+11.39%	£1,371	£1,504	+9.70%

Trips taken in: Apr 09 – Mar 10	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	3.21	3.15	-1.78%	£56	£55	-1.75%	£179	£173	-3.50%
England Total	3.08	3.02	-1.88%	£56	£55	-0.67%	£172	£167	-2.54%
East	3.20	2.99	-6.60%	£46	£45	-3.89%	£148	£133	-10.23%
East Midlands	3.00	2.93	-2.12%	£49	£45	-7.83%	£146	£132	-9.79%
London	2.35	2.17	-7.39%	£87	£95	+8.76%	£205	£207	+0.72%
North East	3.07	3.09	+0.76%	£56	£54	-3.25%	£171	£167	-2.51%
North West	2.84	2.77	-2.36%	£66	£63	-4.34%	£187	£174	-6.60%
South East	2.91	2.86	-1.46%	£49	£49	+0.24%	£142	£140	-1.22%
South West	3.84	3.85	+0.36%	£50	£51	+1.27%	£193	£196	+1.63%
West Midlands	2.59	2.39	-7.69%	£57	£60	+4.16%	£148	£143	-3.86%
Yorks & Humb	2.72	2.75	+1.31%	£53	£52	-1.52%	£145	£144	-0.23%

Trips taken in: Jan 10 – Mar 10	Trips		Nights		Spend	
	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
Destination:						
UK Total	4.9%	2.2%	6.4%	2.8%	7.1%	2.9%
England Total	5.3%	2.4%	6.9%	3.0%	7.8%	3.2%
East	11.3%	5.5%	24.9%	8.6%	21.1%	8.1%
East Midlands	11.2%	6.3%	14.9%	7.9%	18.8%	9.5%
London	8.5%	5.2%	13.7%	7.1%	13.1%	7.5%
North East	14.0%	7.7%	18.6%	10.6%	15.5%	11.0%
North West	8.1%	4.6%	10.5%	6.1%	20.4%	7.0%
South East	7.6%	4.0%	10.7%	5.2%	13.0%	6.7%
South West	6.8%	4.3%	9.5%	5.3%	12.7%	6.7%
West Midlands	8.0%	5.7%	11.2%	8.4%	17.9%	9.1%
Yorks & Humb	11.6%	5.4%	14.4%	7.0%	16.2%	7.8%

Figures are based on **average** annual / quarterly base sizes – actual levels are subject to seasonal variance