

Trips taken in: Apr - Jun 2010	Trips (Millions)			Bednights (Millions)			Expenditure (£ Millions) ★		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	35.060	34.216	-2.41%	111.428	102.784	-7.76%	£6,353	£5,779	-9.04%
England Total	28.557	27.241	-4.61%	88.391	79.344	-10.24%	£5,042	£4,489	-10.97%
East	2.805	2.856	+1.82%	8.640	8.641	+0.01%	£349	£420	+20.34%
East Midlands	2.081	2.299	+10.48%	6.107	6.403	+4.85%	£293	£324	+10.58%
London	3.209	2.729	-14.96%	7.003	5.872	-16.15%	£720	£608	-15.56%
North East	0.964	0.974	+1.04%	2.678	2.557	-4.52%	£156	£178	+14.10%
North West	3.704	3.574	-3.51%	10.687	9.830	-8.02%	£669	£623	-6.88%
South East	5.097	4.636	-9.04%	15.269	12.557	-17.76%	£739	£618	-16.37%
South West	6.321	5.521	-12.66%	24.326	21.004	-13.66%	£1,314	£1,021	-22.30%
West Midlands	2.160	2.122	-1.76%	5.133	4.693	-8.57%	£299	£280	-6.35%
Yorks & Humb	2.907	2.943	+1.24%	8.292	7.409	-10.65%	£483	£389	-19.46%

Trips taken in: Apr - Jun 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	3.18	3.00	-5.48%	£57	£56	-1.39%	£181	£169	-6.79%
England Total	3.10	2.91	-5.90%	£57	£57	-0.82%	£177	£165	-6.67%
East	3.08	3.03	-1.77%	£40	£49	+20.33%	£124	£147	+18.19%
East Midlands	2.93	2.79	-5.10%	£48	£51	+5.47%	£141	£141	+0.09%
London	2.18	2.15	-1.40%	£103	£104	+0.71%	£224	£223	-0.70%
North East	2.78	2.63	-5.50%	£58	£70	+19.50%	£162	£183	+12.93%
North West	2.89	2.75	-4.67%	£63	£63	+1.24%	£181	£174	-3.49%
South East	3.00	2.71	-9.58%	£48	£49	+1.69%	£145	£133	-8.06%
South West	3.85	3.80	-1.14%	£54	£49	-10.01%	£208	£185	-11.04%
West Midlands	2.38	2.21	-6.93%	£58	£60	+2.43%	£138	£132	-4.68%
Yorks & Humb	2.85	2.52	-11.74%	£58	£53	-9.86%	£166	£132	-20.45%

Trips taken in: Jan – Jun 2010	Trips (Millions)			Bednights (Millions)			Expenditure (£ Millions) ★		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	56.050	56.017	-0.06%	166.382	158.484	-4.75%	£9,731	£9,243	-5.01%
England Total	46.155	45.145	-2.19%	133.542	122.917	-7.96%	£7,741	£7,190	-7.12%
East	4.786	4.379	-8.50%	13.604	12.358	-9.16%	£589	£605	+2.72%
East Midlands	3.454	3.679	+6.51%	9.238	10.018	+8.44%	£475	£479	+0.84%
London	5.461	5.530	+1.26%	11.717	11.41	-2.62%	£1,189	£1,192	+0.25%
North East	1.662	1.711	+2.95%	4.465	4.490	+0.56%	£241	£302	+25.31%
North West	5.906	5.824	-1.39%	16.199	15.434	-4.72%	£1,097	£1,034	-5.74%
South East	7.986	8.013	+0.34%	22.558	20.453	-9.33%	£1,104	£1,019	-7.70%
South West	9.073	8.273	-8.82%	33.358	28.976	-13.14%	£1,729	£1,427	-17.47%
West Midlands	3.952	3.635	-8.02%	8.979	7.972	-11.22%	£556	£489	-12.05%
Yorks & Humb	4.872	4.716	-3.20%	12.996	11.264	-13.33%	£732	£603	-17.62%



★ All expenditure figures are in HISTORIC PRICES

Trips taken in: Jan – Jun 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	2.97	2.83	-4.69%	£58	£58	-0.28%	£174	£165	-4.96%
England Total	2.89	2.72	-5.90%	£58	£58	+0.91%	£168	£159	-5.04%
East	2.84	2.82	-0.72%	£43	£49	+13.07%	£123	£138	+12.26%
East Midlands	2.67	2.72	+1.81%	£51	£48	-7.01%	£138	£130	-5.33%
London	2.15	2.06	-3.84%	£101	£104	+2.95%	£218	£216	-1.00%
North East	2.69	2.62	-2.32%	£54	£67	+24.61%	£145	£177	+21.72%
North West	2.74	2.65	-3.38%	£68	£67	-1.07%	£186	£178	-4.42%
South East	2.82	2.55	-9.64%	£49	£50	+1.80%	£138	£127	-8.01%
South West	3.68	3.50	-4.74%	£52	£49	-4.99%	£191	£172	-9.49%
West Midlands	2.27	2.19	-3.47%	£62	£61	-0.94%	£141	£135	-4.38%
Yorks & Humb	2.67	2.39	-10.46%	£56	£54	-4.96%	£150	£128	-14.90%

Trips taken in: Jul 09 – Jun 10	Trips (Millions)			Bednights (Millions)			Expenditure (£ Millions) ★		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	118.154	125.978	+6.62%	373.771	391.205	+4.66%	£20,931	£21,392	+2.20%
England Total	96.175	101.944	+6.00%	292.429	302.642	+3.49%	£16,348	£16,729	+2.33%
East	9.588	10.200	+6.38%	30.045	30.303	+0.86%	£1,306	£1,424	+9.04%
East Midlands	7.358	7.989	+8.58%	22.049	23.076	+4.66%	£1,047	£1,055	+0.76%
London	10.868	10.864	-0.04%	24.649	23.525	-4.56%	£2,283	£2,233	-2.19%
North East	3.995	3.832	-4.08%	12.045	11.700	-2.86%	£671	£660	-1.64%
North West	13.170	13.643	+3.59%	37.092	37.039	-0.14%	£2,381	£2,356	-1.05%
South East	16.491	18.286	+10.88%	47.902	50.957	+6.38%	£2,342	£2,511	+7.22%
South West	19.209	20.222	+5.27%	72.449	77.601	+7.11%	£3,687	£3,822	+3.66%
West Midlands	7.633	8.130	+6.51%	18.365	19.122	+4.12%	£1,075	£1,147	+6.70%
Yorks & Humb	9.732	10.456	+7.44%	26.791	27.819	+3.84%	£1,472	£1,410	-4.21%

Trips taken in: Jul 09 – Jun 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	3.16	3.11	-1.84%	£56	£55	-2.35%	£177	£170	-4.14%
England Total	3.04	2.97	-2.36%	£56	£55	-1.12%	£170	£164	-3.46%
East	3.13	2.97	-5.19%	£43	£47	+8.11%	£136	£140	+2.49%
East Midlands	3.00	2.89	-3.61%	£47	£46	-3.72%	£142	£132	-7.19%
London	2.27	2.17	-4.52%	£93	£95	+2.48%	£210	£206	-2.15%
North East	3.02	3.05	+1.27%	£56	£56	+1.26%	£168	£172	+2.54%
North West	2.82	2.71	-3.60%	£64	£64	-0.91%	£181	£173	-4.48%
South East	2.90	2.79	-4.06%	£49	£49	+0.79%	£142	£137	-3.31%
South West	3.77	3.84	+1.75%	£51	£49	-3.22%	£192	£189	-1.53%
West Midlands	2.41	2.35	-2.24%	£59	£60	+2.47%	£141	£141	+0.18%
Yorks & Humb	2.75	2.66	-3.35%	£55	£51	-7.75%	£151	£135	-10.84%

Trips taken in: Mar 10 – Jun 10	Trips		Nights		Spend	
	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
Destination:						
UK Total	4.1%	2.2%	5.2%	2.8%	5.4%	2.9%
England Total	4.3%	2.4%	5.6%	3.0%	5.8%	3.2%
East	7.7%	5.5%	15.3%	8.6%	13.3%	8.1%
East Midlands	8.3%	6.3%	13.0%	7.9%	18.7%	9.5%
London	6.4%	5.2%	11.3%	7.1%	12.1%	7.5%
North East	10.0%	7.7%	16.1%	10.6%	23.1%	11.0%
North West	5.9%	4.6%	10.5%	6.1%	12.9%	7.0%
South East	5.7%	4.0%	8.5%	5.2%	9.7%	6.7%
South West	5.5%	4.3%	9.6%	5.3%	8.4%	6.7%
West Midlands	8.5%	5.7%	16.1%	8.4%	16.0%	9.1%
Yorks & Humb	6.5%	5.4%	10.7%	7.0%	15.4%	7.8%

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