

Trips taken in: Jul – Sep 2010	Trips (Millions)			Bednights (Millions)			Expenditure (£ Millions) ★		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	41.205	37.432	-9.16%	154.002	140.165	-8.98%	£7,678	£7,169	-6.63%
England Total	32.553	29.886	-8.19%	114.829	107.212	-6.63%	£5,872	£5,558	-5.35%
East	3.163	2.518	-20.39%	11.661	9.823	-15.76%	£486	£442	-9.05%
East Midlands	2.507	2.504	-0.12%	7.865	7.992	+1.61%	£349	£365	+4.58%
London	2.598	3.095	+19.13%	6.369	7.333	15.14%	£508	£616	+21.26%
North East	1.320	0.917	-30.53%	4.563	3.600	-21.10%	£234	£168	-28.21%
North West	4.203	3.636	-13.49%	12.340	10.844	-12.12%	£768	£690	-10.16%
South East	6.090	4.878	-19.90%	19.012	16.197	-14.81%	£906	£771	-14.90%
South West	7.787	7.368	-5.38%	35.757	33.854	-5.32%	£1,746	£1,592	-8.82%
West Midlands	2.224	2.332	+4.86%	5.639	6.902	+22.40%	£307	£347	+13.03%
Yorks & Humb	3.389	3.199	-5.61%	10.966	10.004	-8.77%	£520	£539	+3.65%

Trips taken in: Jul – Sep 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	3.74	3.74	+0.19%	£50	£51	+2.59%	£186	£192	+2.78%
England Total	3.53	3.59	+1.70%	£51	£52	+1.38%	£180	£186	+3.10%
East	3.69	3.90	+5.82%	£42	£45	+7.96%	£154	£176	+14.24%
East Midlands	3.14	3.19	+1.74%	£44	£46	+2.92%	£139	£146	+4.71%
London	2.45	2.37	-3.35%	£80	£84	+5.32%	£196	£199	+1.79%
North East	3.46	3.93	+13.57%	£51	£47	-9.00%	£177	£183	+3.35%
North West	2.94	2.98	+1.58%	£62	£64	+2.24%	£183	£190	+3.85%
South East	3.12	3.32	+6.36%	£48	£48	-0.11%	£149	£158	+6.24%
South West	4.59	4.59	+0.06%	£49	£47	-3.69%	£224	£216	-3.63%
West Midlands	2.54	2.96	+16.73%	£54	£50	-7.65%	£138	£149	+7.79%
Yorks & Humb	3.24	3.13	-3.35%	£47	£54	+13.62%	£153	£168	+9.81%



★ All expenditure figures are in HISTORIC PRICES

Trips taken in: Jan – Sep 2010	Trips (Millions)			Bednights (Millions)			Expenditure (£ Millions) ★		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	97.258	93.465	-3.90%	320.664	299.977	-6.45%	£17,410	£16,423	-5.67%
England Total	78.711	75.038	-4.67%	248.651	230.499	-7.30%	£13,614	£12,748	-6.36%
East	7.950	6.897	-13.25%	25.266	22.181	-12.21%	£1,075	£1,047	-2.60%
East Midlands	5.961	6.183	+3.72%	17.103	18.011	+5.31%	£824	£844	+2.43%
London	8.059	8.624	+7.01%	18.087	18.743	+3.63%	£1,697	£1,809	+6.60%
North East	2.981	2.627	-11.88%	9.028	8.090	-10.39%	£476	£469	-1.47%
North West	10.112	9.461	-6.44%	28.819	26.277	-8.82%	£1,866	£1,724	-7.61%
South East	14.076	12.892	-8.41%	41.571	36.650	-11.84%	£2,010	£1,790	-10.95%
South West	16.860	15.641	-7.23%	69.115	62.830	-9.09%	£3,475	£3,019	-13.12%
West Midlands	6.177	5.975	-3.27%	14.618	15.244	+4.28%	£863	£837	-3.01%
Yorks & Humb	8.261	7.915	-4.19%	23.962	21.268	-11.24%	£1,252	£1,141	-8.87%

Trips taken in: Jan – Sep 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	3.30	3.21	-2.65%	£54	£55	+0.84%	£179	£176	-1.84%
England Total	3.16	3.07	-2.76%	£55	£55	+1.01%	£173	£170	-1.78%
East	3.18	3.22	+1.19%	£43	£47	+10.94%	£135	£152	+12.27%
East Midlands	2.87	2.91	+1.53%	£48	£47	-2.74%	£138	£137	-1.25%
London	2.24	2.17	-3.16%	£94	£97	+2.87%	£211	£210	-0.38%
North East	3.03	3.08	+1.69%	£53	£58	+9.95%	£160	£179	+11.81%
North West	2.85	2.78	-2.55%	£65	£66	+1.33%	£185	£182	-1.25%
South East	2.95	2.84	-3.74%	£48	£49	+1.01%	£143	£139	-2.77%
South West	4.10	4.02	-2.01%	£50	£48	-4.43%	£206	£193	-6.35%
West Midlands	2.37	2.55	+7.81%	£59	£55	-7.00%	£140	£140	+0.27%
Yorks & Humb	2.90	2.69	-7.36%	£52	£54	+2.68%	£152	£144	-4.88%

Trips taken in: Oct 09 – Sep 10	Trips (Millions)			Bednights (Millions)			Expenditure (£ Millions) ★		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	123.605	122.219	-1.12%	394.975	378.574	-4.15%	£21,662	£20,894	-3.55%
England Total	100.519	99.285	-1.23%	307.598	295.395	-3.97%	£16,943	£16,415	-3.12%
East	9.866	9.555	-3.15%	31.442	28.464	-9.47%	£1,308	£1,380	+5.50%
East Midlands	7.664	7.985	+4.19%	21.549	23.203	+7.68%	£1,062	£1,071	+0.85%
London	10.625	11.361	+6.93%	24.072	24.489	+1.73%	£2,199	£2,342	+6.50%
North East	4.050	3.430	-15.31%	11.774	10.737	-8.81%	£631	£593	-6.02%
North West	13.250	13.077	-1.31%	36.889	35.543	-3.65%	£2,441	£2,278	-6.68%
South East	17.944	17.075	-4.84%	51.826	48.142	-7.11%	£2,520	£2,376	-5.71%
South West	20.730	19.803	-4.47%	80.628	75.698	-6.11%	£4,055	£3,668	-9.54%
West Midlands	7.915	8.246	+4.18%	18.729	20.754	+10.81%	£1,076	£1,187	10.32%
Yorks & Humb	10.542	10.266	-2.62%	29.369	26.857	-8.55%	£1,541	£1,429	-7.27%

Trips taken in: Oct 09 – Sep 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	3.20	3.10	-3.07%	£55	£55	+0.63%	£175	£171	-2.45%
England Total	3.06	2.98	-2.77%	£55	£56	+0.89%	£169	£165	-1.91%
East	3.19	2.98	-6.52%	£42	£48	+16.54%	£133	£144	+8.94%
East Midlands	2.81	2.91	+3.35%	£49	£46	-6.34%	£139	£134	-3.21%
London	2.27	2.16	-4.86%	£91	£96	+4.69%	£207	£206	-0.40%
North East	2.91	3.13	+7.68%	£54	£55	+3.05%	£156	£173	+10.97%
North West	2.78	2.72	-2.37%	£66	£64	-3.14%	£184	£174	-5.44%
South East	2.89	2.82	-2.38%	£49	£49	+1.50%	£140	£139	-0.92%
South West	3.89	3.82	-1.72%	£50	£48	-3.65%	£196	£185	-5.31%
West Midlands	2.37	2.52	+6.36%	£57	£57	-0.45%	£136	£144	+5.89%
Yorks & Humb	2.79	2.62	-6.09%	£52	£53	+1.41%	£146	£139	-4.77%

Trips taken in: Jul 10 – Sep 10	Trips		Nights		Spend	
	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
Destination:						
UK Total	4.0%	2.2%	5.0%	2.8%	5.2%	2.9%
England Total	5.3%	2.4%	5.3%	3.0%	5.8%	3.2%
East	9.4%	5.5%	14.1%	8.6%	13.9%	8.1%
East Midlands	10.6%	6.3%	13.5%	7.9%	14.8%	9.5%
London	10.7%	5.2%	15.1%	7.1%	15.8%	7.5%
North East	14.2%	7.7%	18.5%	10.6%	18.7%	11.0%
North West	8.6%	4.6%	11.7%	6.1%	10.8%	7.0%
South East	7.2%	4.0%	9.8%	5.2%	10.5%	6.7%
South West	6.8%	4.3%	8.5%	5.3%	12.2%	6.7%
West Midlands	10.3%	5.7%	15.2%	8.4%	15.5%	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