

Trips taken in: Oct - Dec 2010	Trips (Millions)			Bednights (Millions)			Expenditure (£ Millions) ★		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	28.745	25.969	-9.66%	77.963	73.344	-5.92%	£4,471	£4,412	-1.32%
England Total	24.238	21.338	-11.96%	64.263	57.612	-10.35%	£3,666	£3,462	-5.56%
East	2.658	1.987	-25.24%	6.283	5.759	-8.34%	£333	£259	-22.22%
East Midlands	1.798	1.509	-16.07%	4.784	3.557	-25.65%	£226	£185	-18.14%
London	2.736	2.955	8.00%	5.746	6.107	6.28%	£533	£706	32.46%
North East	0.802	0.962	19.95%	2.647	2.769	4.61%	£124	£158	27.42%
North West	3.616	3.055	-15.51%	9.266	8.191	-11.60%	£554	£535	-3.43%
South East	4.179	3.481	-16.70%	11.268	9.423	-16.37%	£586	£442	-24.57%
South West	4.162	3.58	-13.98%	12.868	10.957	-14.85%	£649	£587	-9.55%
West Midlands	2.271	1.902	-16.25%	5.51	5.656	2.65%	£351	£241	-31.34%
Yorks & Humb	2.351	2.127	-9.53%	5.59	4.987	-10.79%	£287	£337	17.42%

Trips taken in: Oct - Dec 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	2.71	2.82	4.13%	£57	£60	4.89%	£156	£170	9.23%
England Total	2.65	2.70	1.83%	£57	£60	5.34%	£151	£162	7.27%
East	2.36	2.90	22.61%	£53	£45	-15.15%	£125	£130	4.04%
East Midlands	2.66	2.36	-11.41%	£47	£52	10.10%	£126	£123	-2.46%
London	2.10	2.07	-1.59%	£93	£116	24.63%	£195	£239	22.64%
North East	3.30	2.88	-12.79%	£47	£57	21.81%	£155	£164	6.23%
North West	2.56	2.68	4.63%	£60	£65	9.24%	£153	£175	14.30%
South East	2.70	2.71	0.39%	£52	£47	-9.81%	£140	£127	-9.45%
South West	3.09	3.06	-1.01%	£50	£54	6.22%	£156	£164	5.15%
West Midlands	2.43	2.97	22.56%	£64	£43	-33.11%	£155	£127	-18.02%
Yorks & Humb	2.38	2.34	-1.39%	£51	£68	31.62%	£122	£158	29.79%



★ All expenditure figures are in HISTORIC PRICES

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	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	126.006	119.434	-5.22%	398.749	373.321	-6.38%	£21,881	£20,835	-4.78%
England Total	102.949	96.377	-6.38%	312.914	288.111	-7.93%	£17,281	£16,210	-6.20%
East	10.607	8.885	-16.23%	31.549	27.94	-11.44%	£1,409	£1,306	-7.31%
East Midlands	7.759	7.692	-0.86%	21.887	21.567	-1.46%	£1,051	£1,029	-2.09%
London	10.795	11.58	7.27%	23.833	24.85	4.27%	£2,230	£2,515	12.78%
North East	3.783	3.589	-5.13%	11.675	10.859	-6.99%	£600	£627	4.50%
North West	13.728	12.516	-8.83%	38.084	34.469	-9.49%	£2,420	£2,260	-6.61%
South East	18.255	16.372	-10.31%	52.839	46.073	-12.80%	£2,595	£2,232	-13.99%
South West	21.022	19.222	-8.56%	81.982	73.788	-9.99%	£4,124	£3,606	-12.56%
West Midlands	8.447	7.877	-6.75%	20.128	20.9	3.84%	£1,214	£1,078	-11.20%
Yorks & Humb	10.612	10.042	-5.37%	29.551	26.254	-11.16%	£1,540	£1,478	-4.03%

Trips taken in: Jan – Dec 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	3.16	3.13	-1.23%	£55	£56	1.71%	£174	£174	0.46%
England Total	3.04	2.99	-1.65%	£55	£56	1.88%	£168	£168	0.20%
East	2.97	3.14	5.72%	£45	£47	4.66%	£133	£147	10.65%
East Midlands	2.82	2.80	-0.60%	£48	£48	-0.64%	£135	£134	-1.24%
London	2.21	2.15	-2.80%	£94	£101	8.16%	£207	£217	5.13%
North East	3.09	3.03	-1.96%	£51	£58	12.35%	£159	£175	10.15%
North West	2.77	2.75	-0.73%	£64	£66	3.18%	£176	£181	2.43%
South East	2.89	2.81	-2.78%	£49	£48	-1.36%	£142	£136	-4.10%
South West	3.90	3.84	-1.57%	£50	£49	-2.85%	£196	£188	-4.37%
West Midlands	2.38	2.65	11.35%	£60	£52	-14.48%	£144	£137	-4.78%
Yorks & Humb	2.78	2.61	-6.11%	£52	£56	8.03%	£145	£147	1.42%

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Trips taken in: Oct - Dec 10	Trips		Nights		Spend	
	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
Destination:						
UK Total	4.9%	2.2%	6.0%	2.8%	6.2%	2.9%
England Total	5.1%	2.4%	6.4%	3.0%	6.8%	3.2%
East	14.9%	5.5%	17.2%	8.6%	18.2%	8.1%
East Midlands	18.3%	6.3%	21.0%	7.9%	24.6%	9.5%
London	14.5%	5.2%	16.8%	7.1%	18.3%	7.5%
North East	21.9%	7.7%	28.9%	10.6%	26.4%	11.0%
North West	12.2%	4.6%	13.8%	6.1%	14.7%	7.0%
South East	10.7%	4.0%	12.2%	5.2%	19.9%	6.7%
South West	14.7%	4.3%	14.2%	5.3%	16.3%	6.7%
West Midlands	15.5%	5.7%	20.5%	8.4%	21.3%	9.1%
Yorks & Humb	15.2%	5.4%	18.0%	7.0%	12.6%	7.8%

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