

United Kingdom Tourism Survey - UK 2010 Results



	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Overall	126.01	119.434	-5	398.75	373.321	-6	21881	20835	-5

Purpose of Trip (1)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
(1) Holiday, Pleasure/leisure	60.66	56.58	-7	222.47	202.84	-9	12612	12072	-4
(2) Holiday, visiting friends or relatives	23.66	22.12	-7	76.05	70.1	-8	2583	2572	0
ALL HOLIDAYS	84.32	78.7	-7	298.53	272.95	-9	15194	14644	-4
(3) Other visits to friends or relatives	20.77	20.64	-1	49.67	51.99	5	1927	1863	-3
ALL VISITS TO FRIENDS OR RELATIVES (2+3)	44.43	42.76	-4	125.72	122.09	-3	4509	4434	-2
(4) Attend conferences	1.7	1.26	-26	4.35	2.43	-44	400	263	-34
(5) Attend Exhibition/Trade Show/Agricultural	0.73	0.53	-27	1.52	1.23	-19	221	100	-55
(6) Conduct Paid Work / On business	15.52	15.12	-3	36.31	35.44	-2	3714	3522	-5
ALL BUSINESS TRAVEL (4+5+6)	17.95	16.91	-6	42.18	39.1	-7	4336	3885	-10
(7) Travel/Transport is my business	0.46	0.6	30	1.14	1.34	18	79	101	28
(8) Other/School Trip/Missing	2.51	2.58	3	7.23	7.95	10	345	344	0

Purpose of Trip (2)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Holidays 1-3 Nights	37.94	35.72	-6	73.67	69.2	-6	6188	6215	0
Holiday 4-7 Nights	19.15	17.76	-7	103.99	95.5	-8	5052	4704	-7
Holidays 8+ Nights	3.56	3.1	-13	44.82	38.14	-15	1372	1153	-16
Visiting Friends and Relatives	44.43	42.76	-4	125.72	122.09	-3	4509	4434	-2
Business and work	18.41	17.51	-5	43.32	40.44	-7	4415	3986	-10
Other	2.02	1.95	-3	5.79	6.53	13	297	295	-1
Don't know	0.08	0.12	50	0.13	0.18	38	14	16	14



Region Visited	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
West Midlands	8.45	7.88	-7	20.13	20.9	4	1214	1078	-11
East of England	10.61	8.88	-16	31.55	27.94	-11	1409	1306	-7
East Midlands	7.76	7.69	-1	21.89	21.57	-1	1051	1029	-2
London	10.8	11.58	7	23.83	24.85	4	2230	2515	13
North West	13.73	12.52	-9	38.08	34.47	-9	2420	2260	-7
North East	3.78	3.59	-5	11.68	10.86	-7	600	627	5
South East	18.25	16.37	-10	52.84	46.07	-13	2595	2232	-14
South West	21.02	19.22	-9	81.98	73.79	-10	4124	3606	-13
Yorkshire & Humberside	10.61	10.04	-5	29.55	26.25	-11	1540	1478	-4

Transport Used on Longest Part of Journey	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Train	15.27	15.13	-1	44.95	44.57	-1	2920	2858	-2
Regular bus/coach	3.51	4.09	17	10.84	12.8	18	503	575	14
Organised coach tour	2.85	2.27	-20	10.09	7.75	-23	657	515	-22
Car	94.23	88.24	-6	298.79	279.91	-6	15412	14831	-4
Plane	4.05	4.01	-1	14.36	12.16	-15	1337	1202	-10
Others	3.22	3.13	-3	9.6	7.01	-27	630	426	-32



Length of Stay In Nights	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
One	30.24	30.07	-1	30.24	30.07	-1	3786	3852	2
Two-Three	45.66	42.92	-6	99.75	94.02	-6	7657	7542	-2
Four-Seven	30.77	27.8	-10	128.89	115.05	-11	6374	5754	-10
Eight+	15.99	15.67	-2	133.17	128.26	-4	3688	3364	-9

Region of Residence	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
England	108.08	100.63	-7	342.35	311.04	-9	18302	17037	-7
Scotland	10.2	10.89	7	32.87	38.44	17	2043	2186	7
Wales	5.19	5.36	3	16.16	16.92	5	886	913	3
Northern Ireland	2.54	2.56	1	7.38	6.92	-6	650	699	8
North East	5.24	5.83	11	16.09	18.07	12	1026	1109	8
North West	13.09	13.41	2	42.75	41.12	-4	2290	2450	7
Yorkshire & Humberside	13.29	12.57	-5	41.22	37.39	-9	2259	2059	-9
East Midlands	9.7	10.15	5	30.55	32.31	6	1691	1840	9
West Midlands	8.71	8.11	-7	29.97	29.63	-1	1598	1345	-16
East of England	13.13	10.66	-19	41.04	33.04	-19	2183	1880	-14
London	10.34	8.67	-16	30.55	23.26	-24	1684	1387	-18
South East	19.19	17.37	-9	61.92	52.88	-15	3272	2803	-14
South West	15.38	13.86	-10	48.26	43.33	-10	2298	2164	-6

Accommodation Used	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
(1a) Hotel/Motel	39.11	38.98	0	84.28	82.92	-2	9588	9274	-3
(1b) Guest house	2.00	1.92	-4	6.27	5.28	-16	440	467	6
(1) Hotel/Motel/Guest house	41.03	40.82	-1	90.55	88.21	-3	10028	9742	-3
Paying Guest In									
(2) Paying guest in - farmhouse	0.75	0.6	-20	3.54	2.68	-24	236	152	-36
(3) Paying guest in - Other private house /B&B	4.98	4.85	-3	12.03	12.28	2	1047	1054	1
TOTAL PAYING GUEST (2+3)	5.73	5.44	-5	15.56	14.95	-4	1283	1206	-6
Self Catering in Rented									
(4) Self-catering in Rented - Flat/Apartment	2.12	1.96	-8	12.1	10	-17	688	634	-8
(5) Self-catering in Rented - House/villa/bungalow/c	5.04	5.08	1	28.39	29.06	2	1553	1668	7
(6) Hotel/University/School	2.09	1.93	-8	6.26	4.87	-22	361	308	-15
(6a) Hostel	1.5	1.54	3	3.93	3.74	-5	273	241	-12
(7) Friend's /relatives home	47.8	43.53	-9	141.53	131.89	-7	4301	3926	-9
(8) Own Second home/timeshare	1.26	1.09	-13	5.82	4.28	-26	186	149	-20
Holiday Camp/Village									
(9) Holiday camp/Village - Self-catering	1.68	1.48	-12	7.31	6.35	-13	372	330	-11
(10) Holiday camp/Village - Serviced	0.61	0.3	-51	2.57	1.27	-51	149	70	-53
(11) Camping	5.43	4.67	-14	18.42	15.9	-14	583	548	-6
Caravan									
(12) Caravan - Towed	4.79	4.75	-1	22.71	21.58	-5	692	656	-5
(13) Caravan - Static owned	3.93	3.38	-14	16.81	14.04	-16	450	334	-26
(14) Caravan - Static not owned	3.96	3.83	-3	18.90	19.35	2	813	806	-1
(15) Boat(s)	0.66	0.47	-29	2.67	1.94	-27	125	111	-11
(16) Sleeper cab of lorry/truck	0.49	0.44	-10	0.97	0.87	-10	67	61	-9
(17) Other/Transit	1.95	2.08	7	7.92	8.56	8	220	276	25





Age Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
16-24	14.95	15.37	3	42.11	47.46	13	2089	2048	-2
25-34	21.89	19.77	-10	63.29	52.53	-17	3631	3127	-14
35-44	30.89	28.71	-7	93.50	87.61	-6	5278	5011	-5
45-54	22.32	22.19	-1	66.65	63.92	-4	4407	4311	-2
55-64	19.83	18.16	-8	65.49	56.57	-14	3660	3485	-5
65+	16.13	15.23	-6	67.7	65.23	-4	2815	2853	1

Social Economic Grouping	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
AB	45.11	45	0	134.63	131.36	-2	8459	8500	0
C1	40.38	37.15	-8	125.72	112.91	-10	7167	6439	-10
C2	20.89	20.67	-1	66.16	69.38	5	3352	3564	6
DE	19.62	16.61	-15	72.25	59.67	-17	2903	2333	-20

Quarter of Trip	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
JAN-MARCH	20.99	21.8	4	54.95	55.7	1	3378	3463	3
APR-JUNE	35.06	34.23	-2	111.71	104.11	-7	6354	5790	-9
JUL-SEPT	41.21	37.43	-9	154.12	140.16	-9	7678	7169	-7
OCT-DEC	28.75	25.97	-10	77.96	73.34	-6	4471	4412	-1



Type of destination	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Seaside	27.04	24.07	-11	108.67	94.89	-13	5152	4584	-11
Large city/ large town	49.31	47.28	-4	118.19	113.17	-4	8473	8440	0
Small town	28.79	28.18	-2	86.57	86.75	0	4300	4197	-2
Countryside/ village	24.25	22.28	-8	84.57	77.96	-8	3919	3559	-9

Travelling Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Alone	37.09	35.17	-5	101.1	98.22	-3	5801	5475	-6
Husband/ wife/ partner	61.33	57.97	-5	209.75	195.2	-7	10196	9987	-2
Children (aged 15 or under)	33.89	31.85	-6	127.67	118.54	-7	4234	4045	-4
Other female adults (aged 16+)	24.04	21.63	-10	82.16	72.55	-12	5626	5068	-10
Other male adults (aged 16+)	22.27	20.29	-9	74.89	68.93	-8	5329	4888	-8
Missing	0.07	0.09	29	0.2	0.23	15	11	19	73

Party Size	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
One	37.09	35.17	-5	101.1	98.22	-3	5801	5475	-6
Two	42.64	41.24	-3	132.28	121.79	-8	7981	7697	-4
Three	14.24	13.16	-8	47.5	43.28	-9	2310	2175	-6
Four	18.47	16.98	-8	66.19	62.79	-5	3019	2986	-1
Five	6.28	5.84	-7	23.58	22.4	-5	1047	1009	-4
Six-Ten	4.5	4.19	-7	19.2	17	-11	864	764	-12
Ten or more	0.17	0.29	71	0.6	0.81	35	5	5	0
Average	2.59	2.61	1	2.77	2.75	-1	2.67	2.65	-1

The United Kingdom Tourism Survey (UKTS) is a national consumer survey measuring the volume and value of tourism trips taken by residents of the United Kingdom. It is jointly sponsored by VisitEngland, VisitScotland, Visit Wales and the Northern Ireland Tourist Board.

The survey covers trips away from home lasting one night or more taken by UK residents for the purpose of holidays, visits to friends and relatives, business and conferences or any other purpose. Tourism is measured in terms of volume (trips taken, nights away) and value (expenditure on trips).

The UKTS survey is conducted continuously throughout the year, using face-to-face CAPI interviewing, as part of an in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within the UK.

Please not that all expenditure figures are in HISTORIC PRICES

Please use caution when interpreting annual percentage change as some comparisons may be based on low sample sizes and comparative bases