

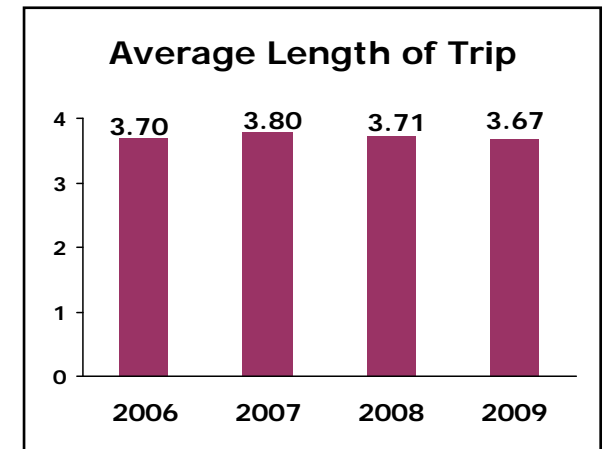
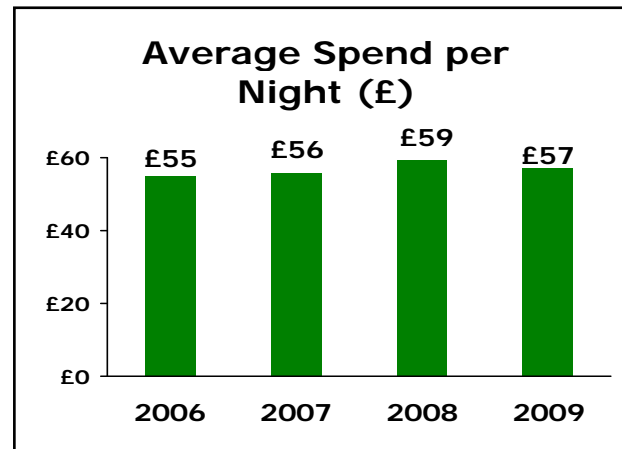
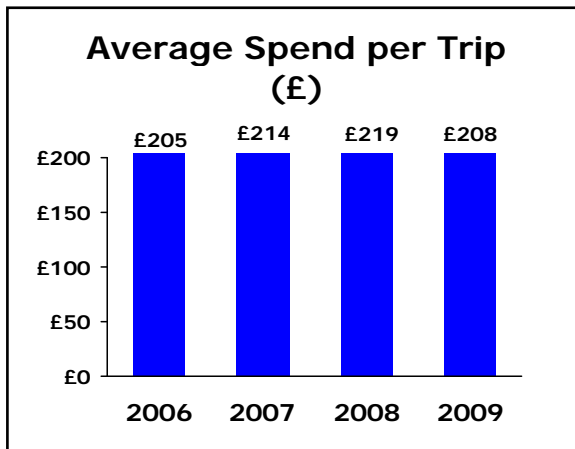
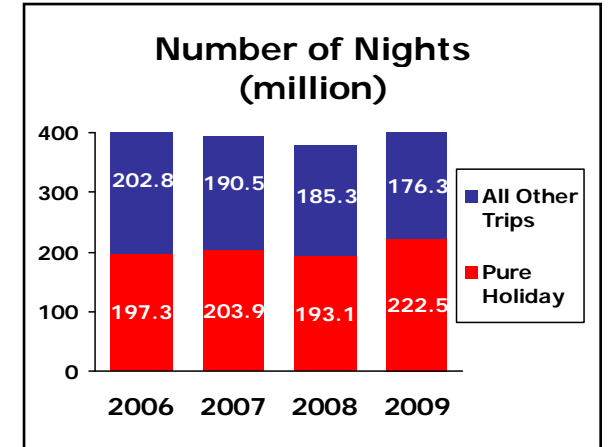
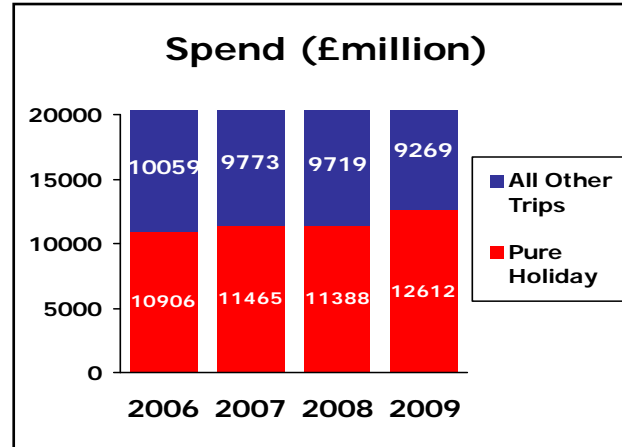
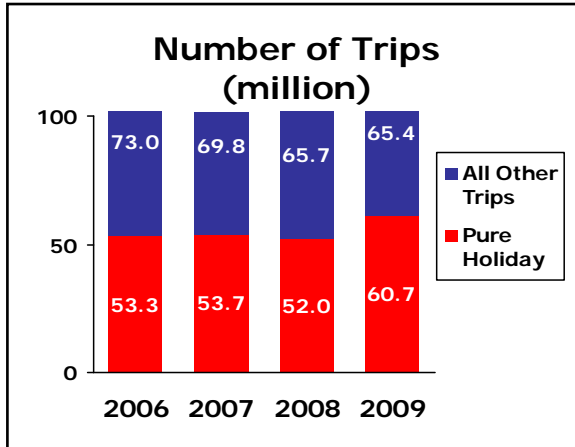
Topic Summary Holiday Trips in UK



Holiday Travel Trends - UK

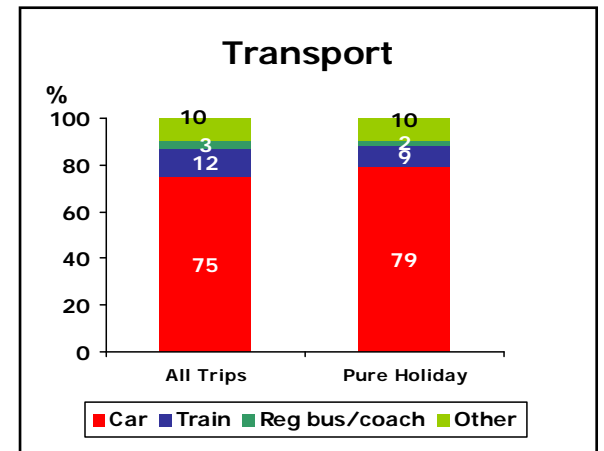
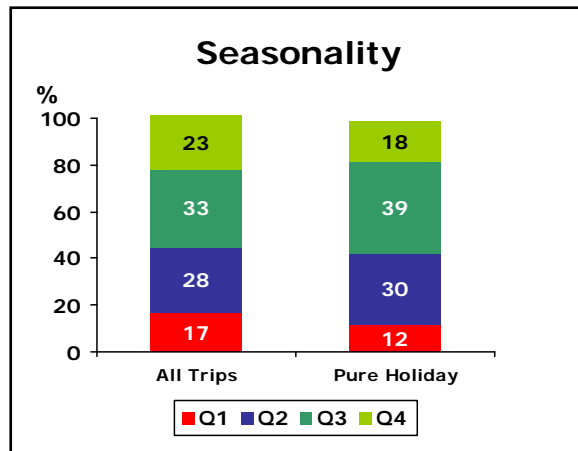
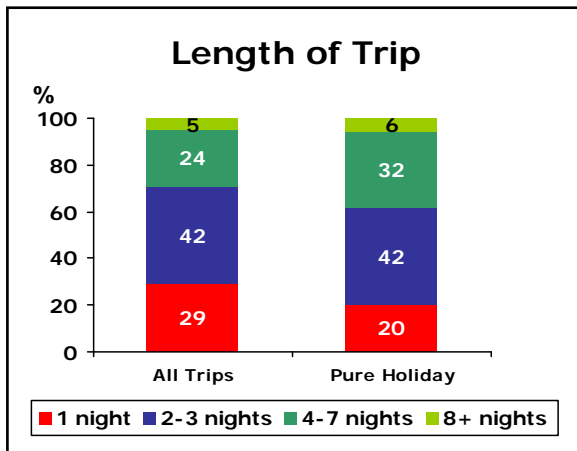
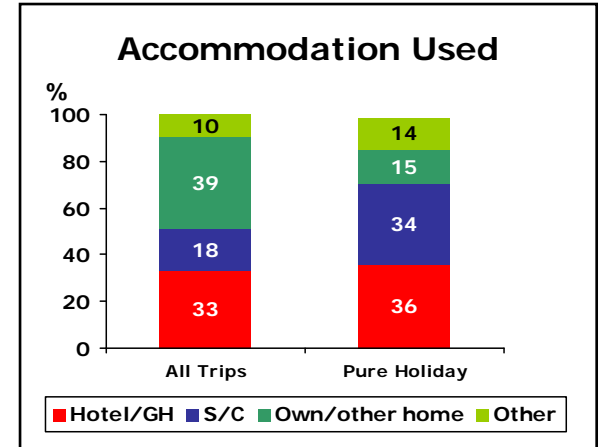
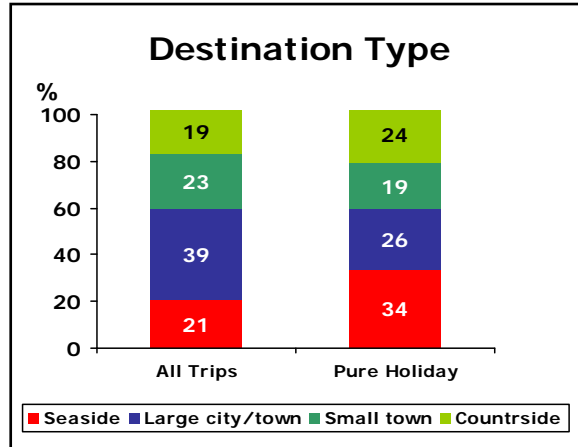
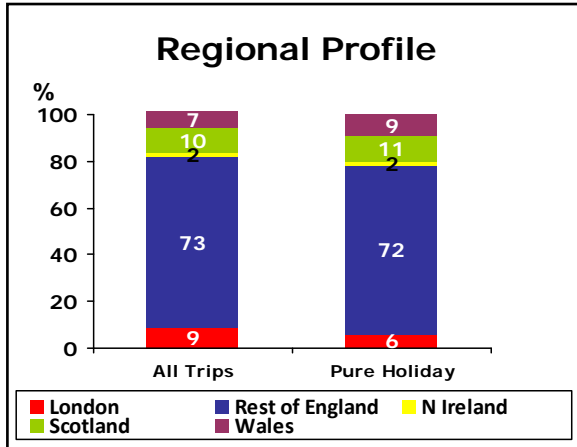
- 61 million “pure” holiday trips were taken in the UK in 2009 – a 17% increase in trips compared with 2008, generating £12.6bn spend, over half the annual total.
- 34% of these trips were made to the seaside, and a further 24% to the countryside – both higher than the average.
- Holiday trips show greater seasonality than other trip types, with over two thirds of holiday travel in the six months from April – September.
- Almost 2-in-5 of these trips were holidays of 4 nights or more.
- Hotel/guest house accommodation was the most popular accommodation type used in 36% of trips closely followed by self-catering accommodation which was significantly more likely to be stayed in on holiday trips overall (34% vs. 18% overall).

UK Holiday Travel Trends



Domestic Overnight Travel in UK – includes “pure” holiday trips only (excluding VFR holiday travel)

UK Holiday Trip 2009 Profile



Domestic Overnight Trips in UK – includes “pure” holiday trips only (excluding VFR holiday travel)