Topic Summary
Holiday Trips in UK
Short Breaks (1 – 3 nights)
1 – 3 Night Holiday Travel Trends - UK

• 35.7 million holiday short holiday breaks were taken in the UK in 2010 – less than in 2009, but still above pre-recession levels.

• Spend on 1-3 night holidays increased in 2010 compared to 2009, both per trip and in overall value.

• There is a slight bias towards the summer months, but nonetheless, 36% of short holiday trips are taken outside the peak season, between October and March.

• Almost half of short holiday breaks use hotel or guest house accommodation, and a further 23% self-catering. There is a somewhat less urban focus than for the average, with a quarter of trips taken at the seaside and 22% in the countryside.

• The car is the main mode of transport used in almost 4-in-5 of 1-3 night holiday trips.
UK Short Holiday (1-3 Nights) Travel Trends

- **Number of Trips (million)**
  - **Holiday 1-3 Nights**
  - **All Other Trips**

- **Spend (£million)**
  - **Holiday 1-3 Nights**
  - **All Other Trips**

- **Number of Nights (million)**

- **Average Spend per Trip (£)**

- **Average Spend per Night (£)**

- **Average Length of Trip**

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

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UK Short Holiday Trip (1-3 Nights) 2010 Profile

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