

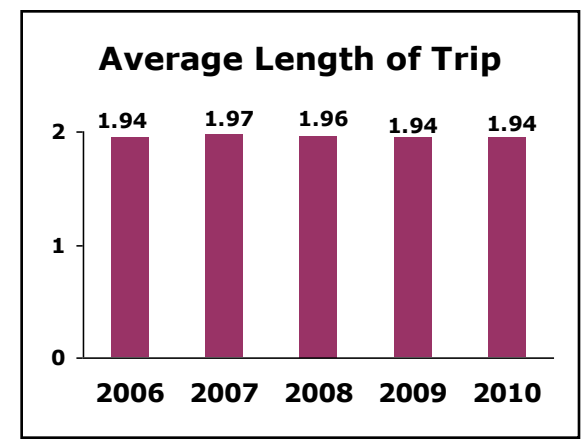
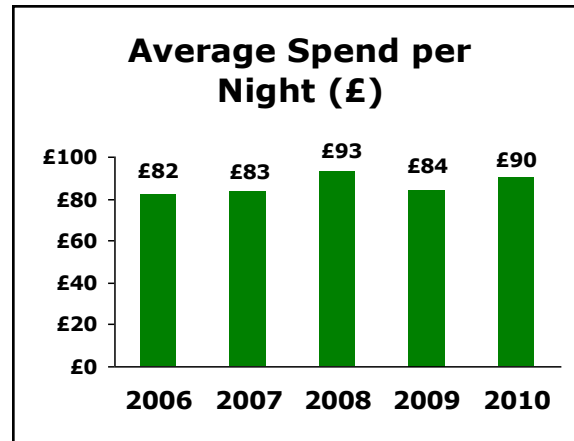
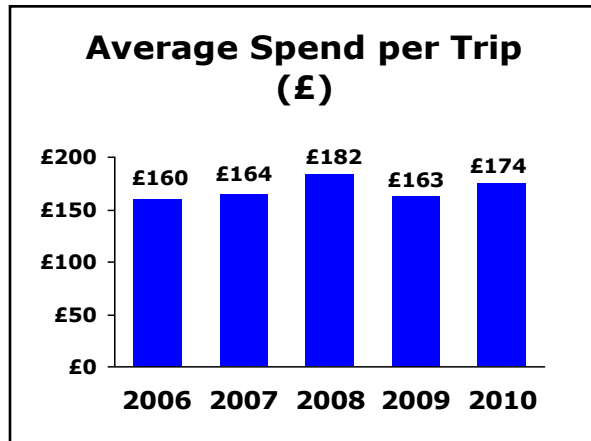
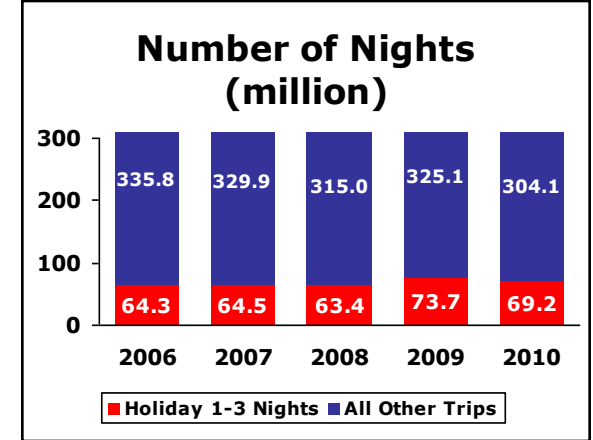
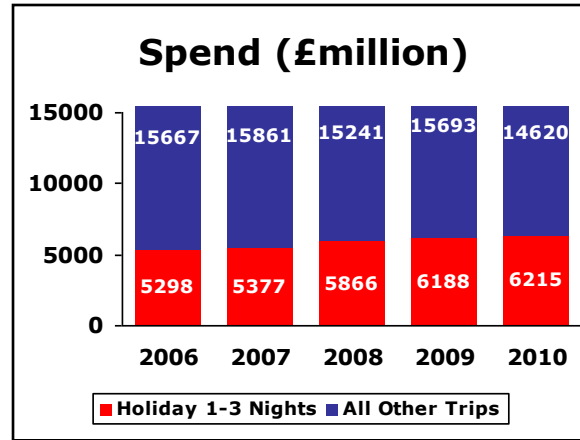
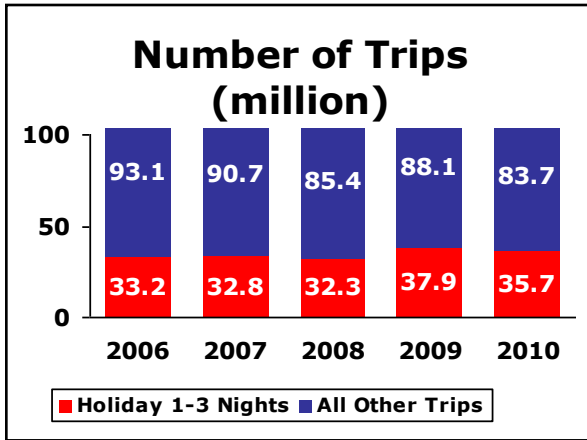


**Topic Summary
Holiday Trips in UK
Short Breaks (1 – 3 nights)**

1 – 3 Night Holiday Travel Trends - UK

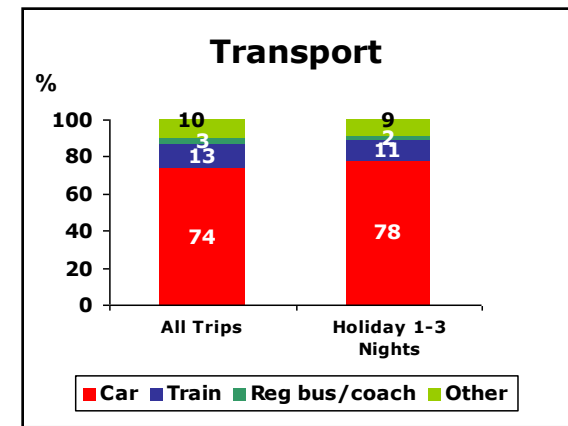
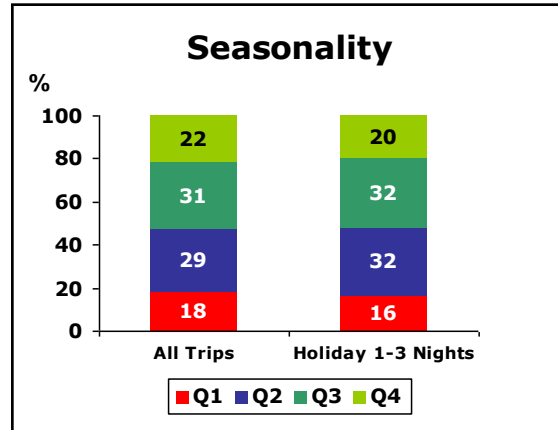
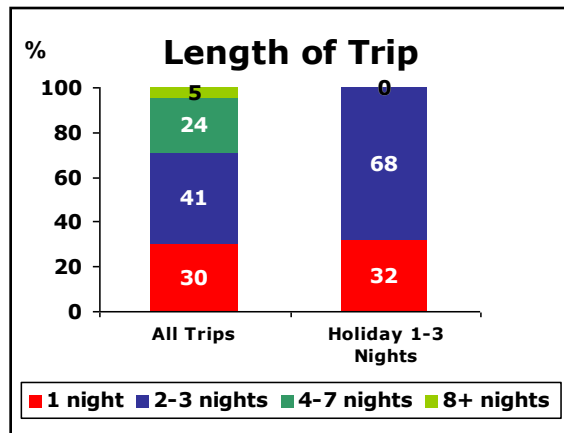
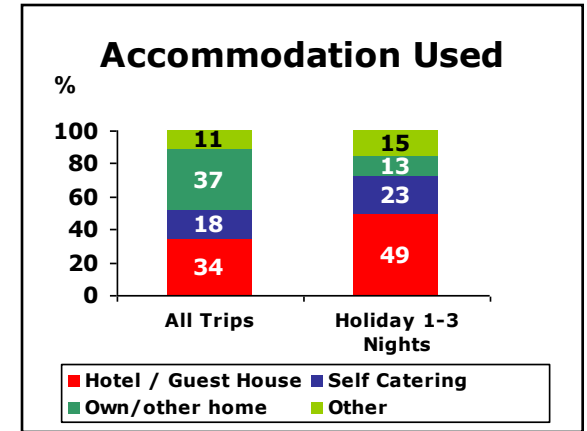
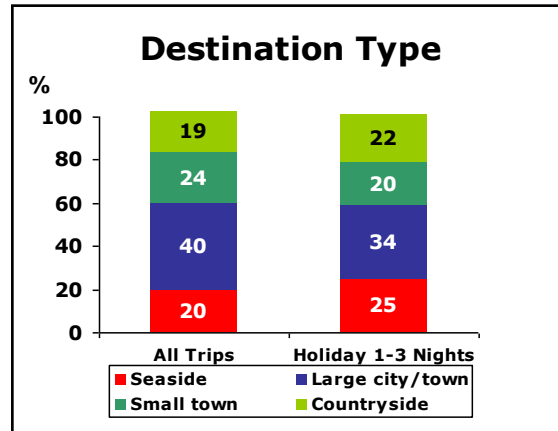
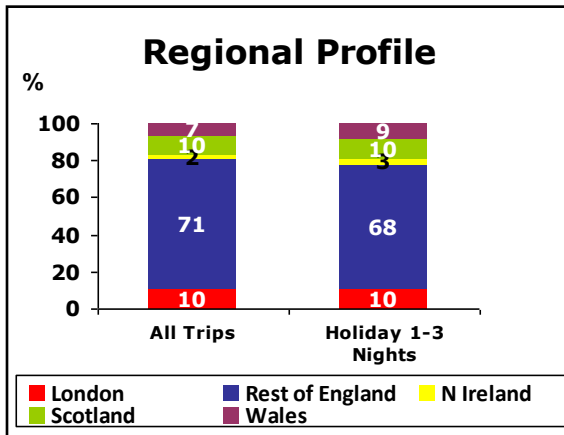
- 35.7 million holiday short holiday breaks were taken in the UK in 2010 – less than in 2009, but still above pre-recession levels.
- Spend on 1-3 night holidays increased in 2010 compared to 2009, both per trip and in overall value.
- There is a slight bias towards the summer months, but nonetheless, 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



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

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



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