

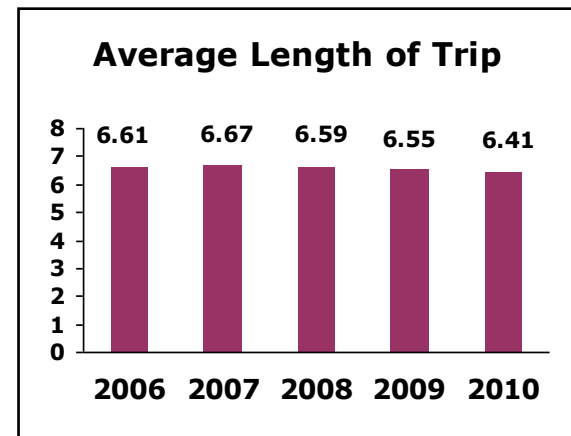
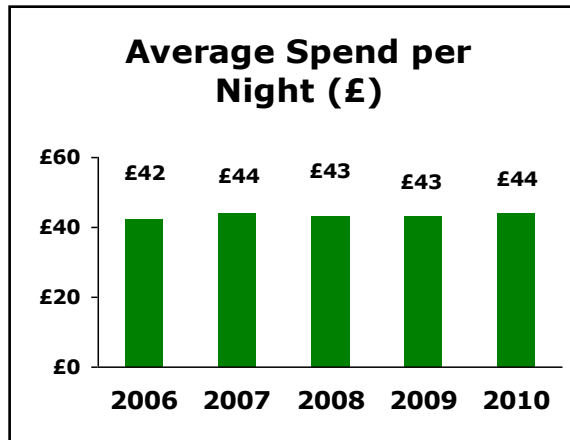
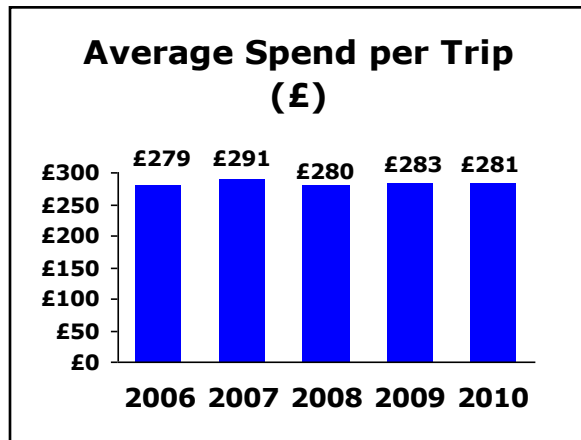
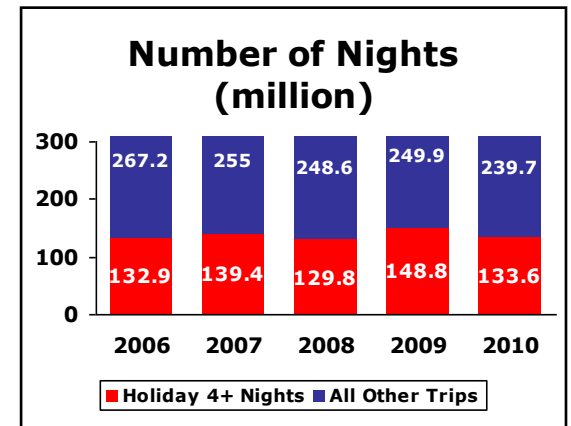
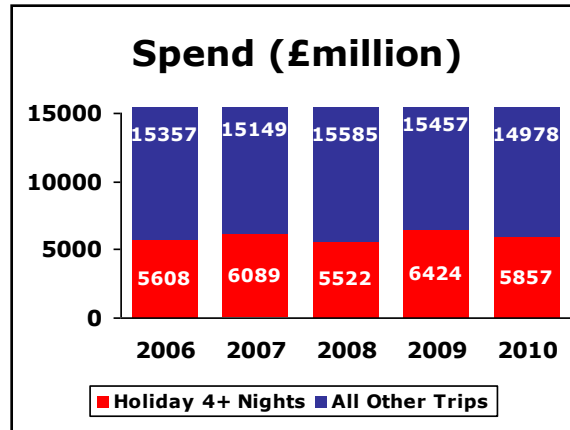
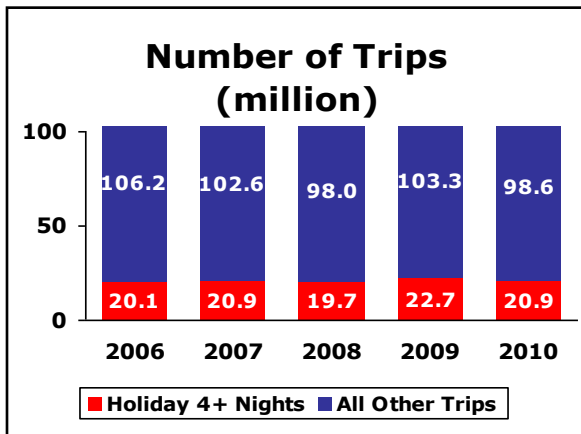


Topic Summary
Holiday Trips in UK
Longer Holidays (4+ nights)

4+ Night Holiday Travel Trends - UK

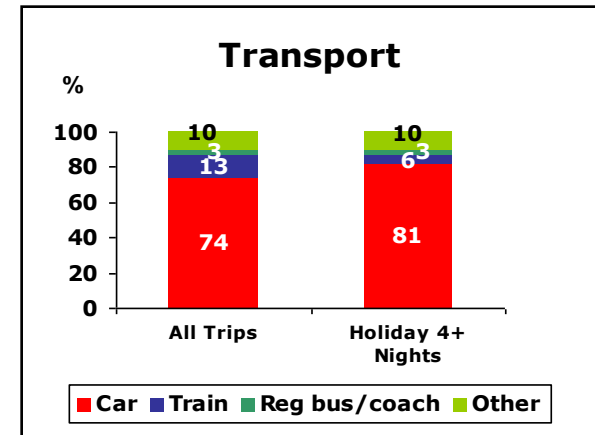
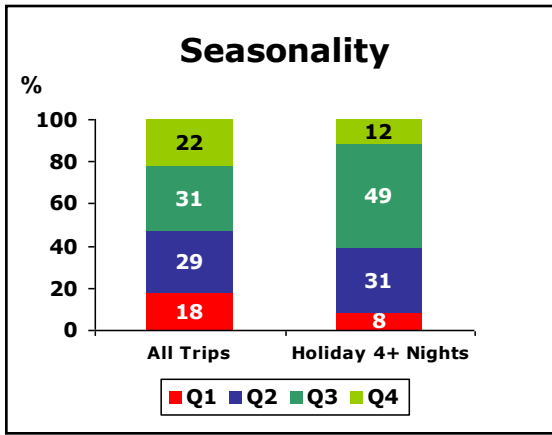
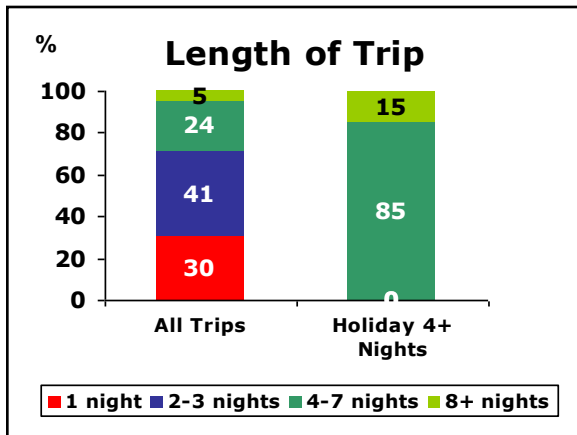
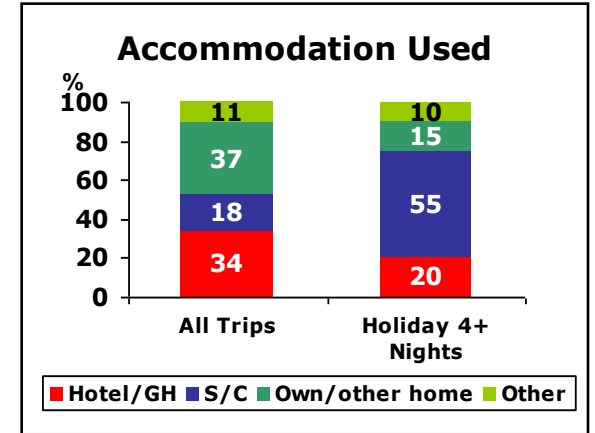
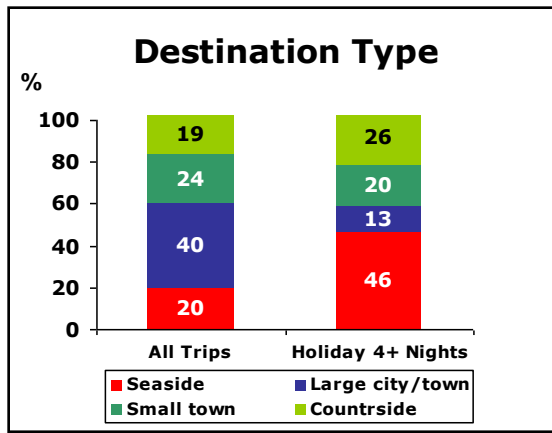
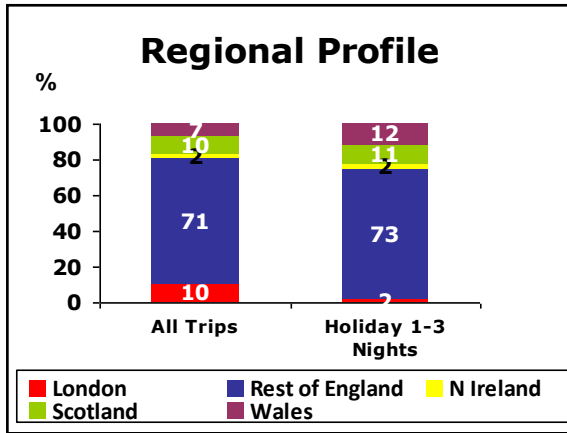
- 20.9 million holiday trips of 4 nights or longer were taken in 2010, less than in 2009, the year of the staycation, but on-par with pre-recession levels.
- While spend per trip is relatively high (£281), it is evident that economies can be made on longer trips, leading to a low spend per night of £44.
- This lower spend is likely to be linked to accommodation used – 55% of these trips used self-catering accommodation (vs. just 18% on average), while only 20% used a hotel (34% on average).
- Longer holiday trips show strong seasonality – 49% are taken between July and September.
- The popularity of the seaside for this trip type is evident, accounting for almost half (46%) of trips taken, and over a quarter (26%) are taken in the countryside. Only 13% are taken in large cities / towns (compared to 40% of all trips).

UK Long Holiday (4+ Nights) Travel Trends



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

UK Long Holiday Trip (4+ Nights) 2010 Profile



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