

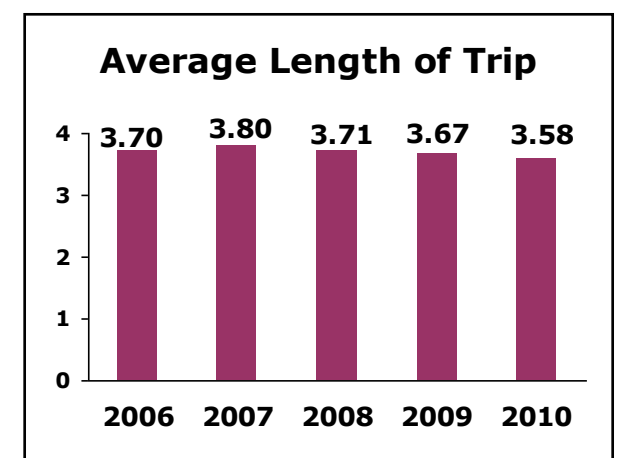
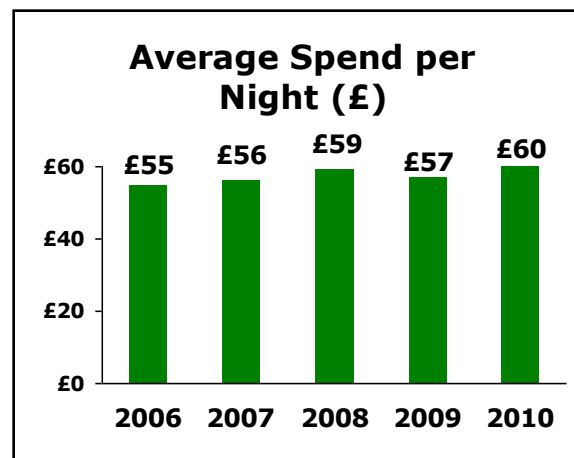
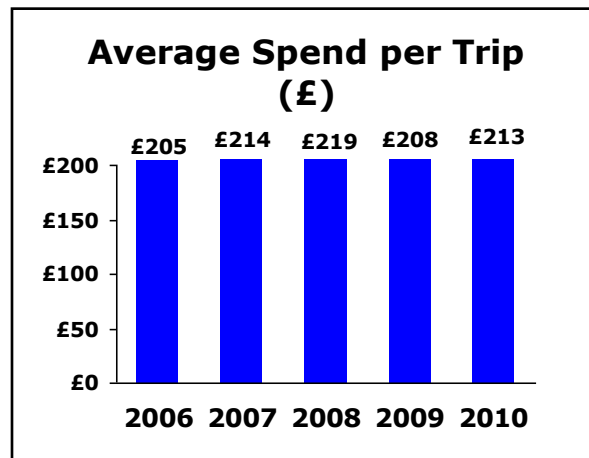
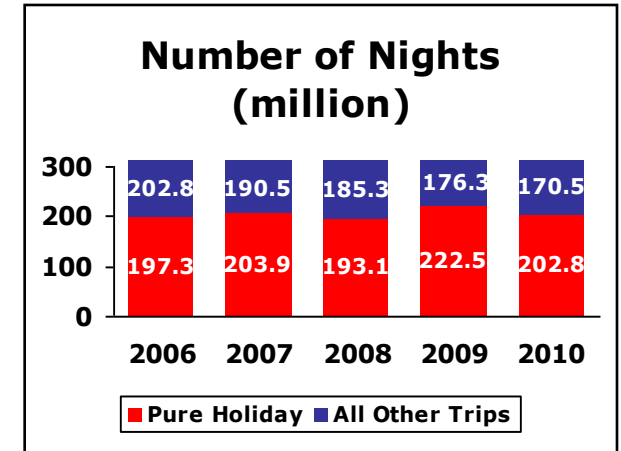
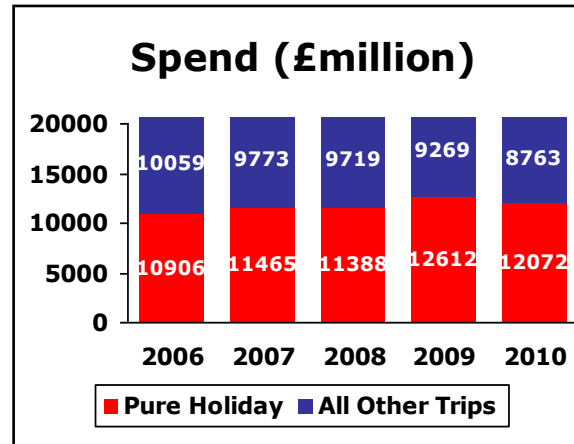
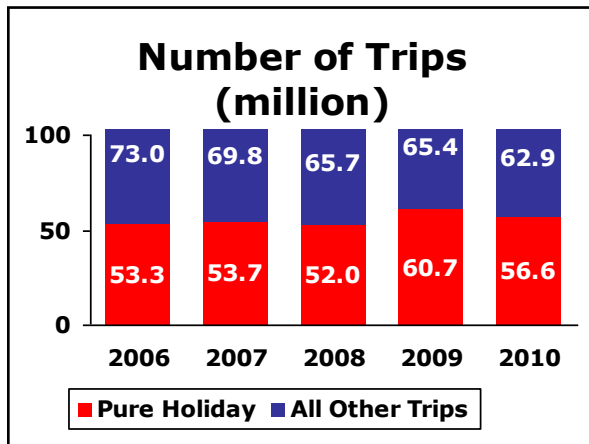
# Topic Summary Holiday Trips in UK



# Holiday Travel Trends - UK

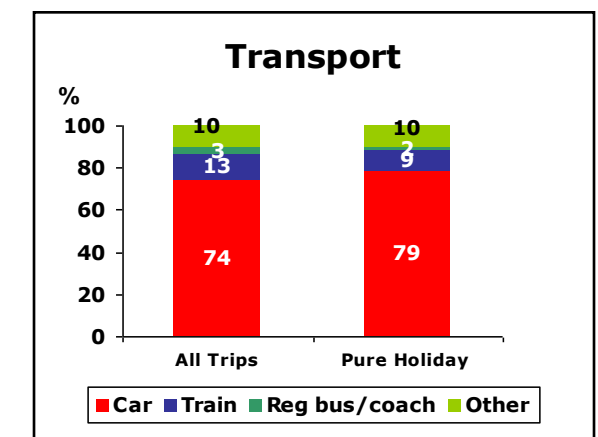
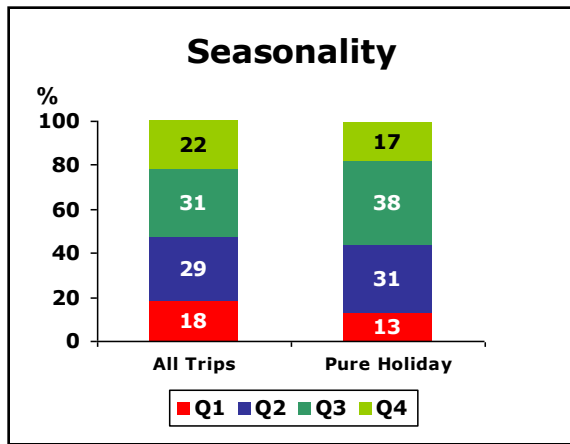
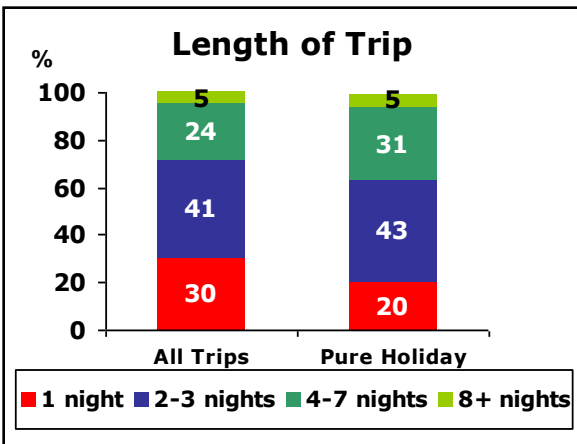
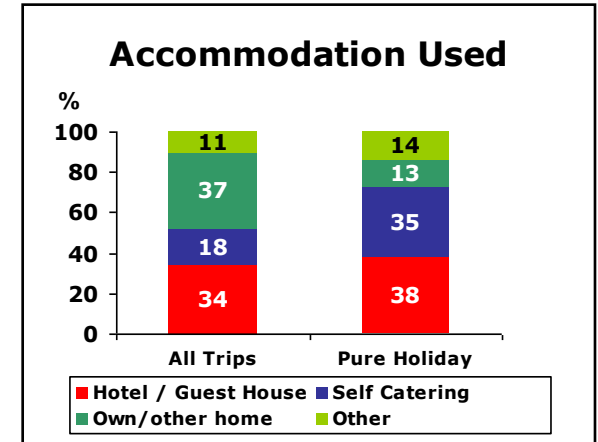
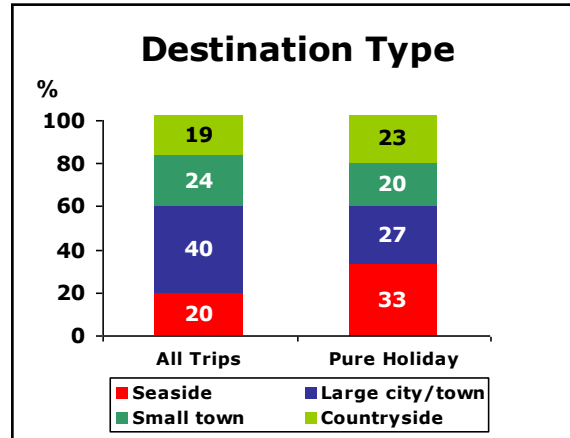
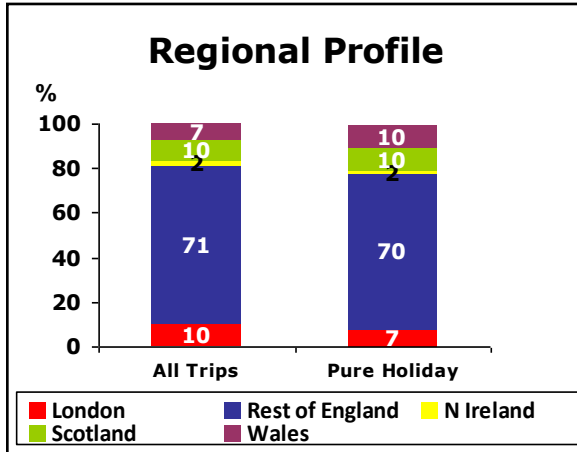
- 56.6 million “pure” holiday trips were taken in the UK in 2010, generating £12.1bn spend, over half the annual total. Though this was below the number of trips taken in 2009, the year of the staycation, the number of holiday trips taken remains above pre-recession levels.
- 33% of these trips were made to the seaside, and a further 23% to the countryside – both higher than the average.
- Holiday trips show greater seasonality than other trip types, with over two thirds (69%) of holiday travel in the six months from April – September.
- Over a third (36%) of these trips were holidays of 4 nights or more.
- Hotel/guest house accommodation was the most popular accommodation type used in 38% of trips closely followed by self-catering accommodation, which was significantly more likely to be stayed in on holiday trips (35% vs. 18% overall).

# UK Holiday Travel Trends



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

# UK Holiday Trip 2010 Profile



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