

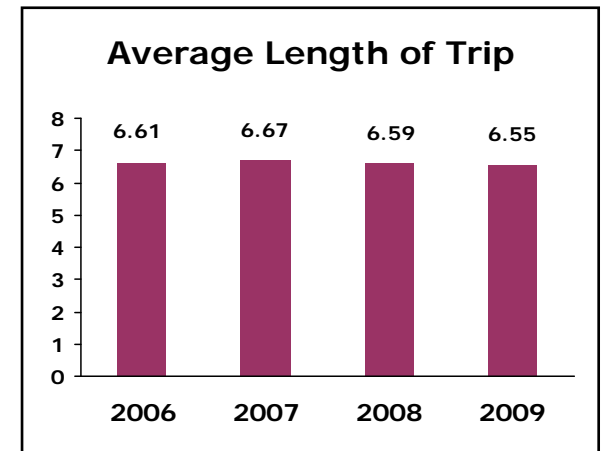
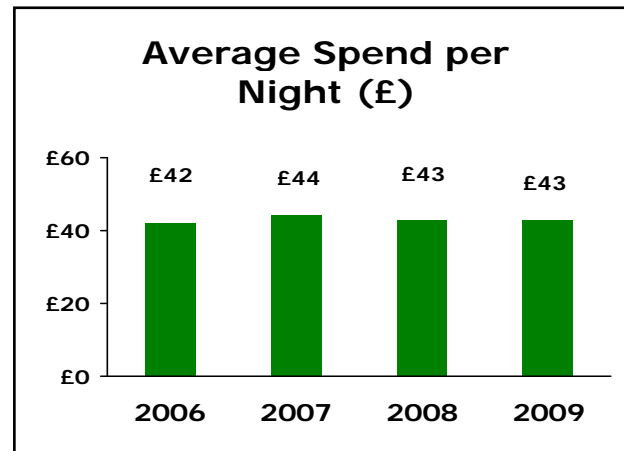
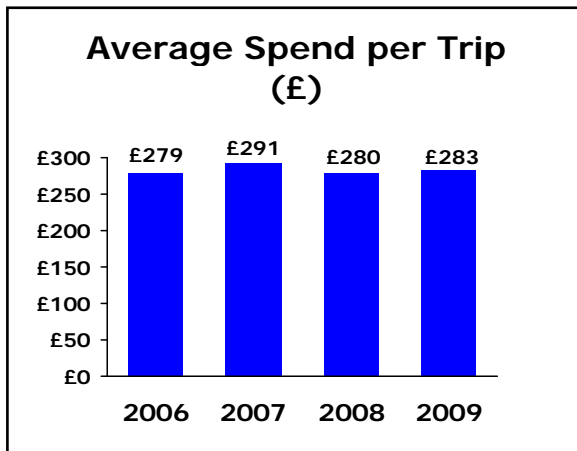
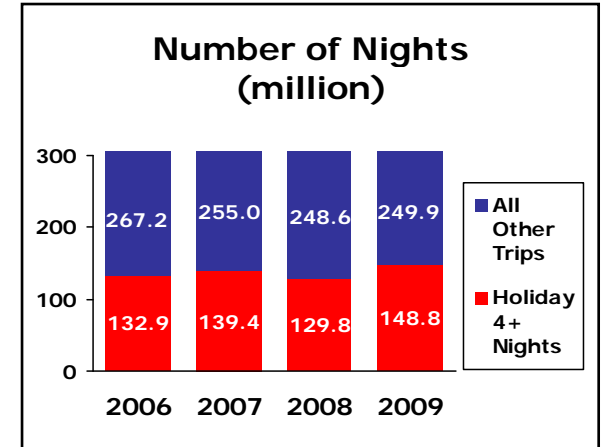
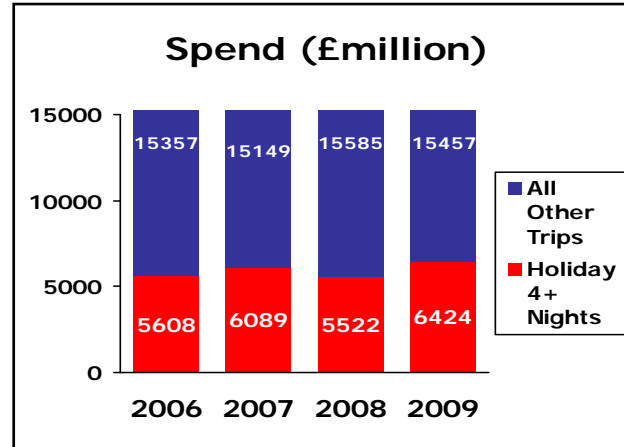
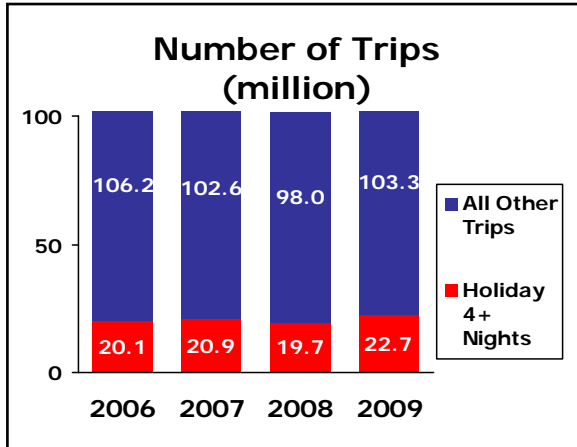


**Topic Summary**  
**Holiday Trips in UK**  
**Longer Holidays (4+ nights)**

## 4+ Night Holiday Travel Trends - UK

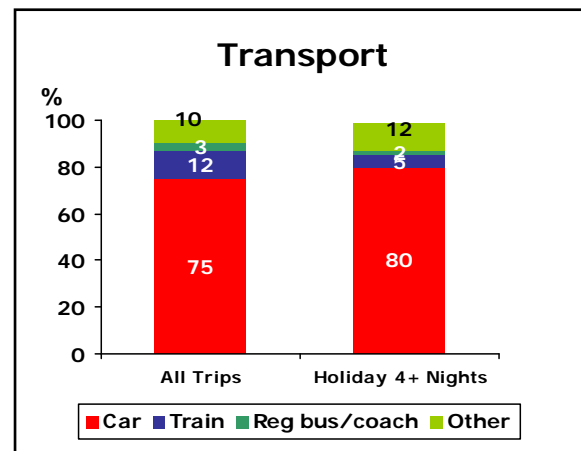
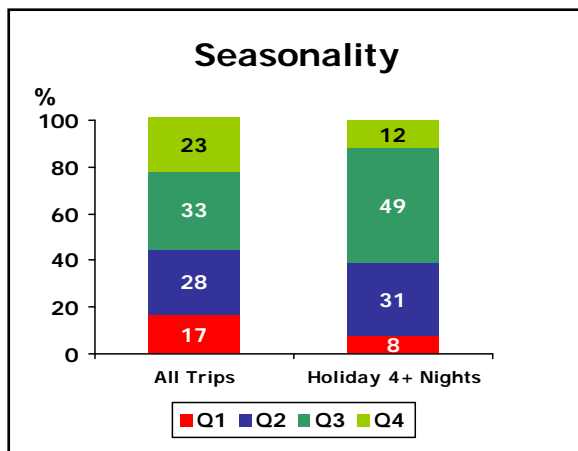
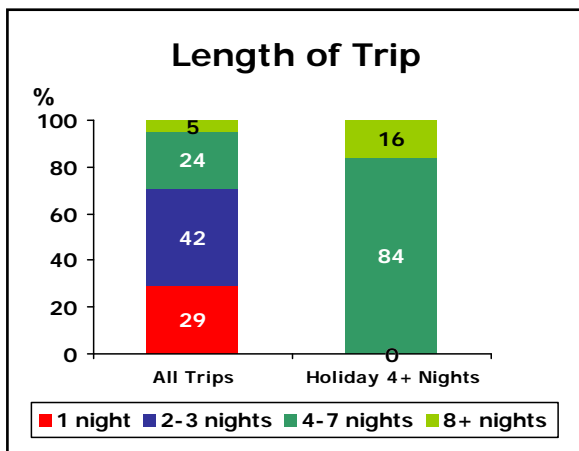
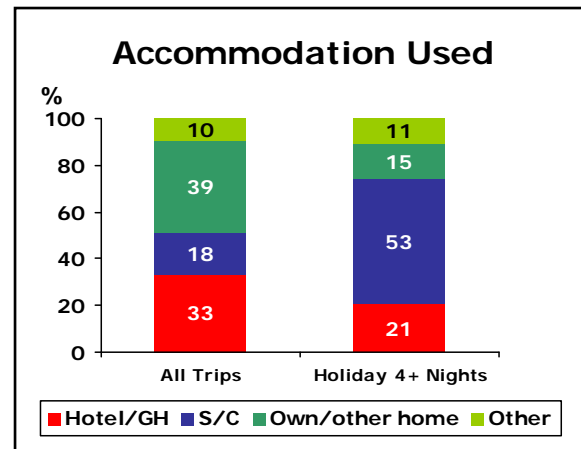
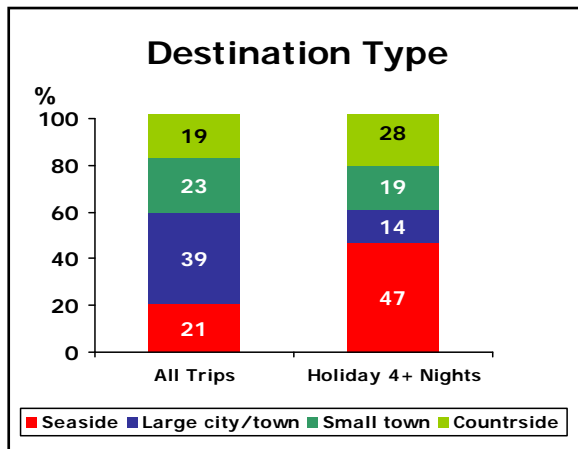
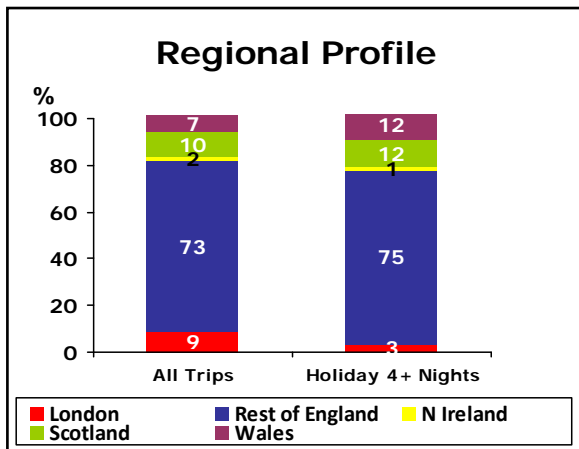
- 22.7 million holiday trips of 4 nights or longer were taken in 2009, 16% higher than in 2008. Spend also rose by 16% to £6.4 billion.
- While spend per trip is relatively high (£283), it is evident that economies can be made on longer trips, leading to a low spend per night of £43.
- This lower spend is likely to be linked to accommodation used – 53% of these trips used self-catering accommodation (vs. just 18% on average), while only 21% used a hotel (33% on average)
- Longer holiday trips show strong seasonality – 49% are taken between July and September – and the popularity of the seaside for this trip type is evident, accounting for almost half(47%) of trips taken.

# 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) 2009 Profile



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