

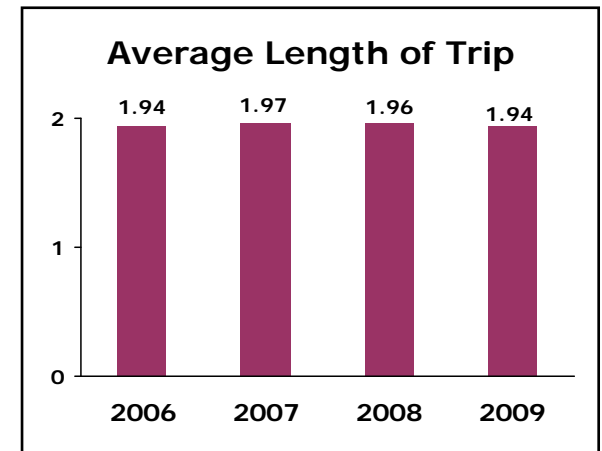
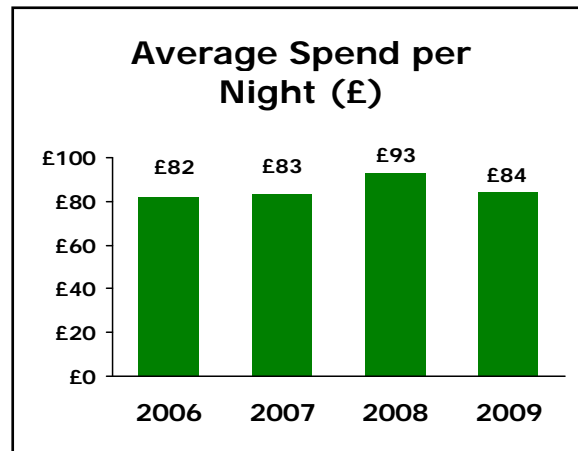
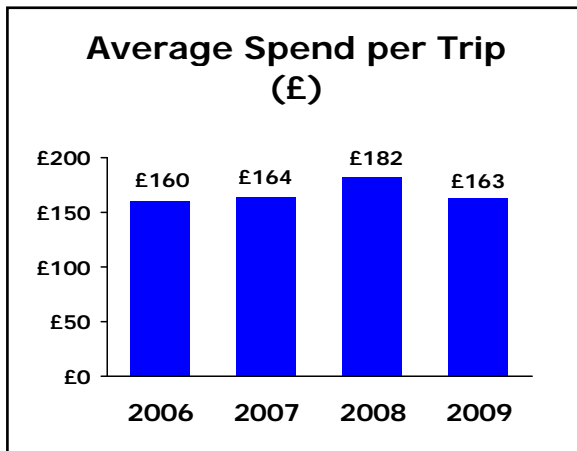
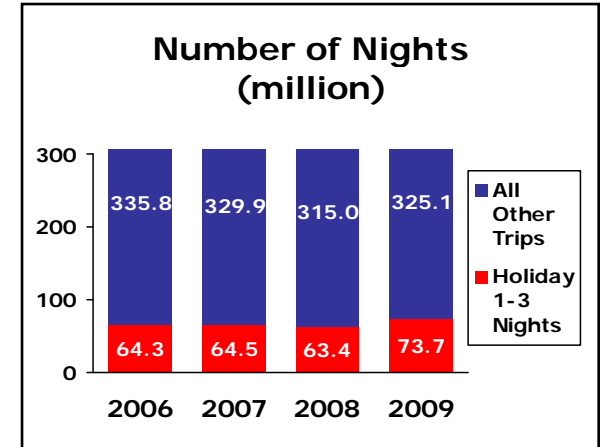
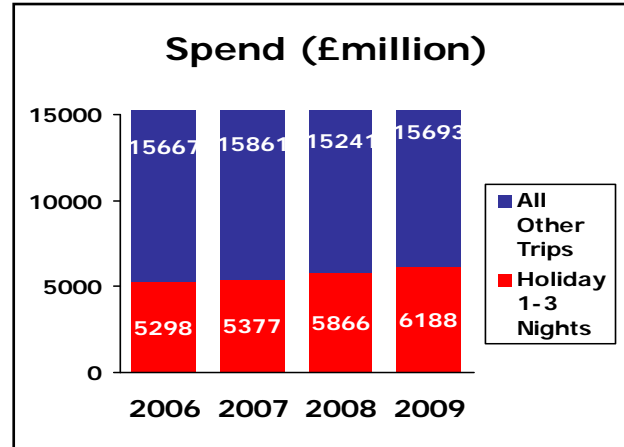
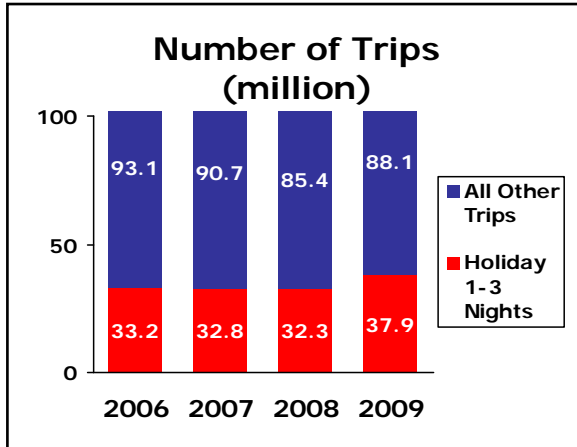


**Topic Summary**  
**Holiday Trips in UK**  
**Short Breaks (1 – 3 nights)**

# 1 – 3 Night Holiday Travel Trends - UK

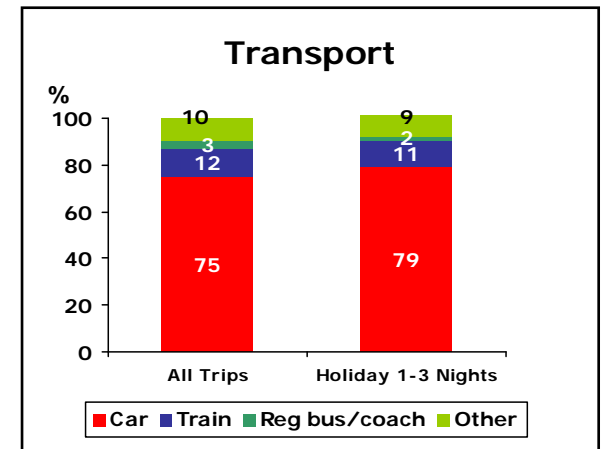
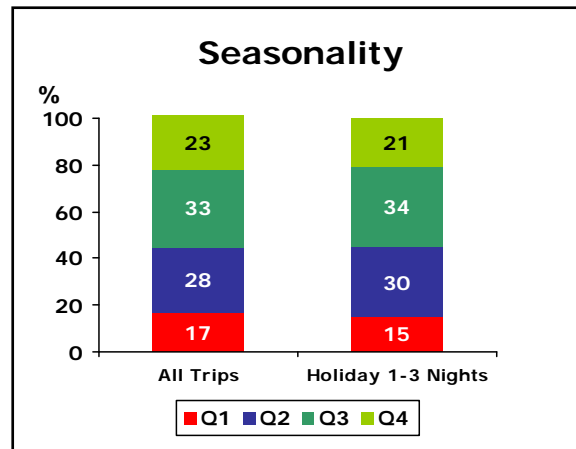
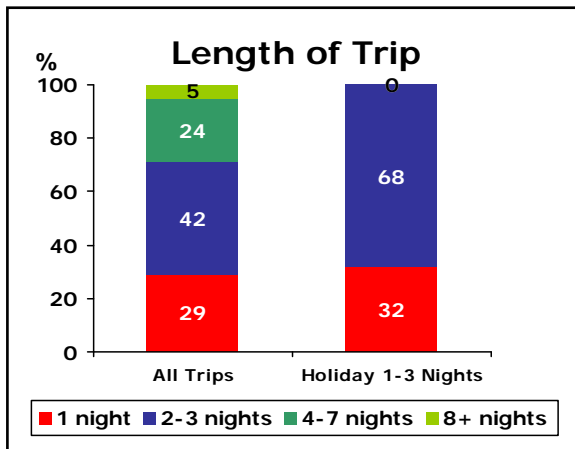
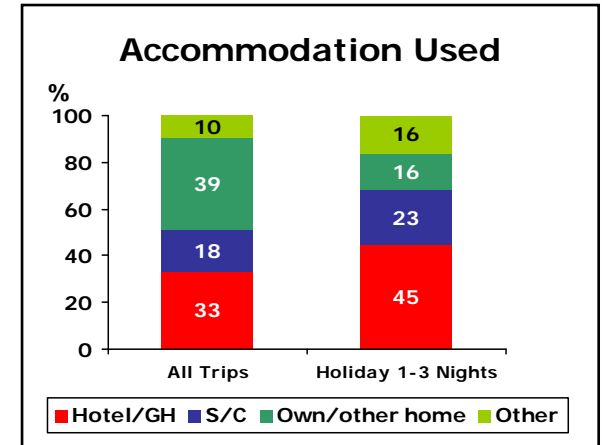
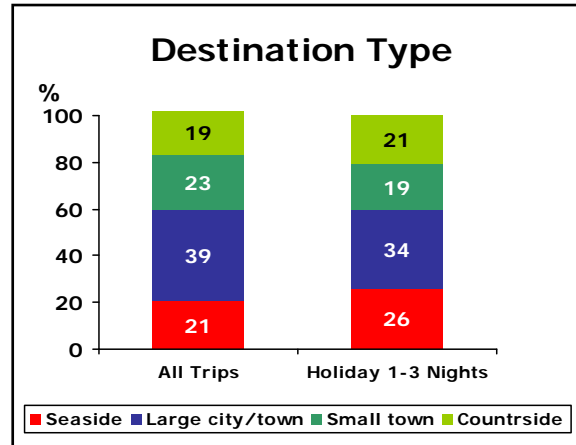
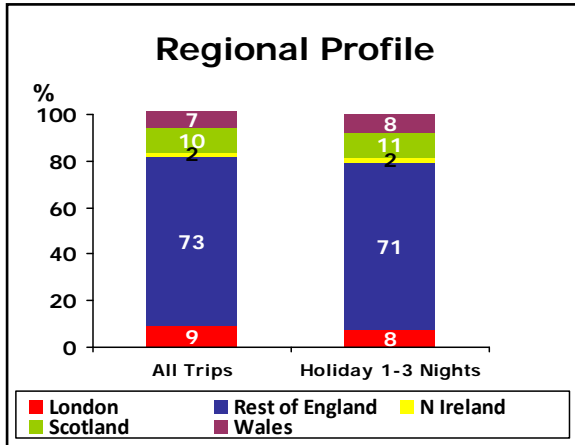
- 37.9 million holiday short holiday breaks were taken in the UK in 2009 – 18% more than in 2008, accounting for £6.2 billion worth of expenditure.
- Spend per night on holiday short breaks fell back in 2009, and as a result, the increase in spend (+6%) was less dramatic than the growth in trip volume.
- 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. Over 1 in 4 trips are taken at the seaside, and 21% in the countryside, with a slightly less urban focus than the national average.
- 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) 2009 Profile



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