

UK Tourist 2001

Tourism by residents of the United Kingdom in 2001: this report presents the principal findings of United Kingdom Tourism Survey (UKTS).

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Introduction

This report is the thirteenth in an annual series, published to present statistical information on the volume and value of tourism undertaken by the resident population of the United Kingdom.

All information in the report comes from an interview survey commissioned jointly by the national tourist boards of the four UK countries, that is the English Tourism Council (ETC), VisitScotland (VS), Wales Tourist Board (WTB) and Northern Ireland Tourist Board (NITB). The joint survey is called the United Kingdom Tourism Survey (UKTS).

The UKTS was first conducted in 1989, and replaced earlier surveys which the four national tourist boards had used to obtain estimates of domestic tourism volume and value. Until 1999 the survey was based on in-home interviews with adults, mainly using a random omnibus survey conducted by NOP Research Group.

This survey vehicle in which UKTS was operated was discontinued at the end of 1999. A review was then undertaken to select a new research methodology, while maintaining a high degree of consistency in the key principles of the survey design

In 2000 UKTS switched to a new research methodology based on telephone interviews using random digit dialling. The survey is conducted by BMRB International as an exclusive ad hoc survey on behalf of the UKTS sponsors. While the key principles of the survey design remained unchanged, there were some changes in the research methodology which affected the level of tourism volume and value reported by the survey.

The new UKTS methodology permits a longer time period for interviewing, and this enhances the potential to make contact with those respondents who are difficult to contact because of absence from home and other reasons – including those away from home on tourism trips. This change in methodology has resulted in higher estimates of the volume and value of tourism than in the previous UKTS methodology.

Because of these changes in methodology, the UKTS results for 2000 onwards are not comparable with the results of the previous UKTS. Therefore this report covers the results of UKTS in 2001 and 2000 only.

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Objectives

The first objective of the UKTS is to provide measurements of tourism by residents of the United Kingdom, in terms of both volume (trips taken, nights spent away from home) and value (expenditure on those trips and nights). The second is to collect details of the trips taken and of the people taking them.

These objectives extend to:

- Tourism by people of any age. The core survey is based on adults but collects details of all adults and children present on the trip.
- Tourism for any purpose. Although the report naturally lays great emphasis on the important holiday sector, this is not just a holiday survey. Also covered is tourism for the purpose of visiting friends and relatives, for work or business purposes, conferences and exhibitions or indeed almost any other purpose.
- Tourism in the sense of trips away from home which last for one night or more, up to a maximum of 60 nights. Day excursion trips are not covered by the survey at all. Trips of more than 60 nights' duration cannot be adequately and representatively covered by the method of survey adopted, and are therefore excluded from coverage
- Tourism to any destination in any country in the world, using any accommodation type.

Scope of this Report

This document is intended to provide all of the information necessary to form an overview of the total UK Tourism market. The reader will therefore find details of the familiar subjects such as purpose, destination, accommodation, transport and month of trip. However, also included are other subjects such as leisure activities undertaken on the trip, methods of booking or arranging travel, and details of the types of location stayed at while away from home.

Inevitably, a publication of this size is selective. The "core" results of each year's UKTS run into thousands of computer tabulations, which are held by the sponsoring boards. Beyond these core tabulations, further computer analysis can provide – subject to technical limitations – any permutation of any number of parameters contained in the survey, in order to produce data on specific market sectors not already analysed. Survey results not published in this report are available from any of the sponsoring Boards. Further information and details of costing can be obtained from any of the survey sponsors, at the address shown at the back of the report.

Survey Method

The UKTS survey is conducted continuously throughout the year, using telephone interviews with a representative sample of adults aged 16 and over in the United Kingdom.

The survey design is a two-stage probability or 'random' sample. The first stage is the selection of telephone numbers or households.

Residential telephone numbers are randomly selected using an EPSEM (Equal Probability of Selection Method) sampling method. From a database of all exchange codes allocated for residential use in the UK, numbers are selected with equal probability. The last 4 digits of each selected number are then randomised and checked to ascertain that the number is an assigned working number. This process ensures that a totally unclustered random digit dialling (RDD) design is produced.

The second stage is the selection of a respondent in the household. A household member is selected at random by choosing the person aged 16 or over with the most recent birthday.

Around 4,150 interviews are conducted each month, making a total of 50,000 interviews per year. Interviewing is carried out by telephone using Computer Assisted Telephone Interviewing (CATI) from a telephone interviewing centre in London.

The questionnaire asks about trips that were taken away from home overnight during the two months preceding the month of interview. Detailed information is then obtained about up to three trips taken during this two-month period, covering topics such as destination, adults and children accompanying on the trip, form of transport, method of booking, activities, type of accommodation and expenditure relating to the trip.

The survey data is weighted to ensure that it is representative of the UK adult population aged 16 and over. Weights are applied to equalise the probability of selection in the household and to ensure consistency with known demographic characteristics of the population in terms of gender, age, social grade, working status and region.

Additional weights are then applied to the data to convert from a base of adults to the reporting base of trips, nights and spending.

Further details of the survey methodology may be obtained from the survey sponsors.

The United Kingdom Tourism Survey in 2000/2001 was designed and conducted by BMRB International, London.

This Report

It may be useful to provide some explanatory notes about some of the key concepts used in this report.

The UKTS reports results in terms of trips, nights and spending.

- *Trips* are trips or journeys away from home involving an overnight stay, taken by adults aged 16 and over and accompanying children aged up to 15. It should be noted that each adult or child present on the trip counts as a trip. Thus a family of 2 adults and 2 children taking a trip away would count as 4 trips.
- *Nights* are the number of nights away taken by adults and accompanying children on these trips. Each night away spent by an adult or child present on the trip counts as a night. Thus a family of 2 adults and 2 children taking a 3-night trip away would count as 12 nights.
- *Spending* is the expenditure relating to these trips. It includes costs paid in advance of the trip, costs paid during the trip itself, and also any bills relating to the trip received after returning home. It covers costs paid by adults on the trip for themselves and on behalf of others on the trip, including children. It also includes costs paid on behalf of the person taking the trip, such as an employer paying the costs of a business trip.

Two further points about spending may be helpful:

- *Average spending per night* is calculated by dividing the total trip costs by the number of nights. The total trip costs include those costs which are paid in advance of the trip (such as travel and inclusive package trip charges) as well as costs incurred on a daily or nightly basis during the trip.
- Analysis of spending by country of destination allocates all trip costs to the country of destination, although in reality some of these costs may be paid in the country of residence rather than the country of destination.

For simplicity, absolute volumes and values have been rounded. The degree of rounding is generally self-evident in the tables, but in some cases an explanatory note is added for clarity.

The Appendix contains a detailed set of definitions of terms used in the report.

Summary

Tourism Volumes and Values in 2001

In 2001 UK residents are estimated to have taken 222 million trips of one night or more away from home.

These trips involved a total of 1088 million nights away from home. This means an average tourism trip length of 4.9 nights per trip.

Tourism expenditure by UK residents on these trips was £72 billion. This represents an average spending of £324 per trip and £66 per night away.

By relating these levels of tourism volume and value to the total population level, the average level of tourism per head of population can be calculated.

In 2001 the average UK resident

- took 3.7 tourism trips of one night or more away
- spent 18 nights away on tourism trips
- spent £1200 on tourism trips

Within the UK in 2001 the average UK resident

- took 2.7 tourism trips of one night or more
- spent 9 nights away on tourism trips
- spent £435 on tourism trips

Tourism Destinations: UK vs. Non-UK

This section reviews where UK residents take tourism trips, looking first at the split between trips taken within the UK and trips taken abroad.

Of the 222 million trips taken in 2001, three-quarters (74%) were taken in the UK and a quarter (27%) taken abroad. The average UK resident took 2.7 trips in the UK compared with 1.0 abroad.

Table 1: Tourism trips taken by UK residents

	Trips	Share of trips	Trips per head of population
Destination	Million	%	No.
All destinations	222	100	3.7
UK	163	74	2.7
Non-UK	61	27	1.0

(Note: A small number of tourist trips have more than one destination – for example a holiday in more than one country, or nights spent in one country en route to another country.)

UK trips tend to be much shorter in duration than trips abroad. As was noted earlier, the average trip to all destinations lasts 4.9 nights. But the average trip abroad lasts almost three times longer than the average UK trip – 9.2 nights per trip abroad compared with 3.2 nights per trip in the UK.

In consequence, the volume of tourism in terms of nights away is fairly evenly split between UK trips and trips abroad.

Table 2: Tourism nights away taken by UK residents

	Nights	Share of nights	Average nights per trip
Destination	Million	%	No.
All destinations	1088	100	4.9
UK	530	49	3.2
Non-UK	558	51	9.2

The difference between UK trips and trips abroad continues in terms of spending.

Spending per trip is much higher for trips abroad than for UK trips - £756 per trip abroad compared with £160 per UK trip, almost five times higher.

This partly reflects the fact that trips abroad tend to be longer. But the level of spending per night is also much higher - £82 per night on trips abroad compared with £49 per UK trip.

The result is that only just over a third (36%) of spending on tourism is spent on UK trips, while almost two-thirds (64%) is spent on trips abroad.

Table 3: Tourism spending by UK residents

	Spending	Share of spending	Average spending per trip	Average spending per night
Destination	£ billion	%	£	£
All destinations	72	100	324	66
UK	26	36	160	49
Non-UK	46	64	756	82

So out of the £1200 that the average UK resident spends on tourism in a year, £440 is spent on UK trips and £760 on trips abroad.

The chart below summarises the pattern in terms of trips, nights and spending. Overall the balance between UK trips and trips abroad changes from being strongly in favour of the UK in terms of trips, to being strongly in favour of abroad in terms of spending.

Figure 1: Tourism UK vs. Non-UK (Bar Chart)

	Share of trips	Share of nights	Share of spending
Destination	Million	Million	£ billion
All destinations	222	1088	72
	%	%	%
UK	74	49	36
Non-UK	27	51	64

Tourism Destination within the UK

This section looks in more detail at tourism in the UK, and contrasts the position of England, Scotland and Wales.

Of the 163 million trips taken in the UK in 2001, four-fifths (81%) were taken in England with almost 132 million trips. Scotland with 17.5 million trips had an 11 percent share, and Wales with 11.6 million trips had a 7 percent share.

Table 4: Tourism trips in UK by country

	Trips	Share of trips
Destination	Million	%
UK total	163.1	100
England	131.9	81
Scotland	17.5	11
Wales	11.6	7

Clearly these shares are a reflection of the respective sizes of the different countries, so it is helpful to benchmark this pattern with that of the total population.

When the pattern of trips taken is compared with the pattern of population distribution, it can be seen that England's share of tourist trips (81%) is lower than its share of the total population (84%). So tourism in England is slightly below "fair share".

In contrast Scotland and Wales both have a higher share of tourism trips than of total population, so are slightly higher than "fair share".

Table 5: Tourism trips compared with population

Destination	Population		Trips	
	Million	%	Million	%
UK total	59.8	100	163.1	100
England	50.0	84	131.9	81
Scotland	5.1	9	17.5	11
Wales	2.9	5	11.6	7

Tourism trips to Scotland and Wales tend to be longer than trips to England (3.6 and 3.8 nights per trip for Scotland and Wales respectively vs. 3.1 nights per trip for England). As a result, Scotland and Wales have a higher share of nights than of trips.

Table 6: Tourism nights in UK by country

	Nights	Share of nights	Average nights per trip
Destination	Million	%	No.
UK total	530	100	3.2
England	409	77	3.1
Scotland	63	12	3.6
Wales	45	8	3.8

Turning to spending, the average spending per trip is higher in Scotland than in England and Wales. Trips to Scotland have an average spending of £195, well above the UK average of £160. England at £154 is fairly close to the UK average, but Wales is lower at £143.

The higher average spending in Scotland is mainly a reflection of the longer trip length that was discussed earlier. But in addition the level of spending per night in Scotland is

slightly above the UK average (£54 compared with the UK average of £49)

In contrast, the low average spend on trips in Wales is driven by a low level of spending per night (£37 per night compared with the UK average of £49)

Table 7: Tourism spending in UK by country

	Spending	Share of spending	Average spending per trip	Average spending per night
Destination	£ billion	%	£	£
UK total	26.1	100	160	49
England	20.3	78	154	50
Scotland	3.4	13	195	54
Wales	1.7	6	143	37

The end result is that Scotland has a much higher share of tourism spending compared with its population base. Wales's share of spending is above its population share, but below its share of nights and trips. While England's share of tourism by UK residents on all measures is below its population share.

Figure 2: Tourism share pattern (Bar chart?)
(Stacked column to 100%)

Destination	Share of:			
	Population	Trips	Nights	Spend
	Million	Million	Million	Billion
UK total	59.8	163.1	530	26.1
	%	%	%	%
England	84	81	77	78
Scotland	9	11	12	13
Wales	5	7	8	6

Tourism Destination outside the UK

This section looks briefly at the pattern of tourism outside the UK by UK residents.

About two-thirds of tourist trips taken abroad are to other European Union (EU) countries, with the balance in other parts of the world.

Table 8: Tourism trips outside the UK

	Trips	Share of trips
Destination	Million	%
Non-UK Total	60.5	100
EU (excluding UK)	39.9	66
Elsewhere	21.5	36

(Note: A small number of tourist trips have more than one destination – for example a holiday in more than one country, or nights spent in one country en route to another country.)

Trips to other EU countries tend to be shorter than trips to other parts of the world. In consequence, nights spent abroad are more evenly split between other EU countries (54%) and elsewhere (46%).

Table 9: Tourism nights outside the UK

	Nights	Share of nights	Average nights per trip
Destination	Million	%	No.
Non-UK Total	558	100	9.2
EU (exc. UK)	303	54	7.6
Elsewhere	254	46	11.8

Trips outside the EU have almost twice the average spending per trip compared with those taken to other EU countries (£1060 versus £575). This is mainly a reflection of the longer trip length to these destinations, but also a higher level of spending per night (£90 versus £76), which includes the cost of travel.

Table 10: Tourism spending outside the UK

	Spending	Share of spending	Average spending per trip	Average spending per night
Destination	£ billion	%	£	£
Non-UK Total	45.7	100	756	82
EU (exc. UK)	23.0	50	575	76
Elsewhere	22.8	50	1060	90

Tourism by purpose

This section looks at the primary purpose of tourism trips taken by UK residents in 2001 – holiday, visiting friends and relatives, business and work, and other purposes.

Two-thirds (67%) of all tourism trips to all destinations in 2001 were for the purpose of holiday. The average UK resident took 2.5 holiday trips in 2001. *(Note: the term 'holiday' is based on the respondents' own definition of holiday, and does not necessarily mean a commercially-organised holiday. It includes trips staying with friends or relatives which were mainly taken as a holiday rather than just to see friends or relatives)*

Visiting friends and relatives (VFR) was the primary purpose of around one in six (17%) of all trips, equivalent to 0.6 trips per UK resident on average. *(Note: Trips staying with friends or relatives but taken mainly as a holiday are not included in VFR)*

Business and work-related trips accounted for around one in seven trips (14%). Additionally there were a small number of trips (1%) for other purposes, including educational, social, sporting and personal or family reasons.

Looking further into holidays, they are fairly evenly divided between short holidays of 1-3 nights (32% of all trips) and long holidays of 4 or more nights (35% of all trips). However these 'long' holidays are mainly of between 4 and 7 nights (21%) rather than 8 nights or more (14%).

Table 11: Purpose of trips

	Trips	Share of trips	Trips per head of population
	Million	%	No.
All destinations	222	100	3.7
Holiday	149	67	2.5
1-3 nights	72	32	1.2
4+ nights	78	35	1.3
4-7 nights	47	21	0.8
8+ nights	31	14	0.5
VFR	39	17	0.6
Business/work	30	14	0.5
Other purposes	3	1	0.1

Holiday trips tend to last longer than VFR or business trips, and as a result have a higher share of nights away. Almost four fifths (79%) of nights away were on holiday trips. In contrast, VFR and business each account for only around one in ten nights

Table 12: Tourism nights away by purpose

	Nights	Share of nights	Average nights per trip
Destination	Million	%	No.
All destinations	1088	100	4.9
Holiday	859	79	5.7
1-3 nights	140	13	2.0
4+ nights	719	66	9.2
4-7 nights	267	25	5.7
8+ nights	452	42	14.6
VFR	115	11	3.0
Business/work	100	9	3.3
Other purposes	14	1	4.3

Spending per trip for holiday trips (£360) is slightly higher than the average for all trips (£324), but not as high as business trips (£427). In contrast, VFR trips have a much lower spending level (£106)

Table 13: Tourism spending by purpose

	Spending	Share of spending	Average spending per trip
	£ billion	%	£
All destinations	71.8	100	324
Holiday	53.9	75	360
1-3 nights	11.3	16	158
4+ nights	42.6	59	548
4-7 nights	17.0	24	363
8+ nights	25.6	36	827
VFR	4.1	6	106
Business/work	12.9	18	427
Other purposes	0.9	1	289

Business and work trips have a high level of spending per trip because of high spending per night (£129) rather than the length of the trip (3.3 nights) which is shorter than average. In contrast, VFR trips have a low level of spending per night (£36).

For holiday trips the spending per night is close to the overall average, but is higher for short trips than for long trips.

Table 14: Average nights and spending by purpose

	Nights per trip	Average spending per night	Average spending per trip
	No.	£	£
All destinations	4.9	66	324
Holiday	5.7	63	360
1-3 nights	2.0	81	158
4+ nights	9.2	59	548
4-7 nights	5.7	64	363
8+ nights	14.6	57	827
VFR	3.0	36	106
Business/work	3.3	129	427
Other purposes	4.3	67	289

Comparing the pattern of shares for trips, nights and spending, holiday tourism is somewhat more important in terms of nights and spending than trips. In contrast, VFR follows the opposite pattern, with a much lower share of spending than of nights and trips.

Business tourism, while having a smaller share of trips and nights than VFR, becomes very much more important in terms of spending.

Figure 3: Purpose of tourism (Pie charts?)

	Share of trips	Share of nights	Share of spending
	%	%	%
Holiday	67	79	75
VFR	17	11	6
Business	14	9	18
Other	1	1	1

Purpose by destination: UK vs. Non-UK

This section looks first at the key differences between UK trips and trips abroad.

UK has a very high share of two types of trips:

- Short holidays of 1-3 nights, which account for almost two-fifths (39%) of UK trips. Nine out of ten (89%) of all short holidays are taken in the UK
- VFR trips, which make up 22% of UK trips. More than nine in ten (94%) of VFR trips are taken in the UK.

In contrast, the UK has a much weaker share of long holidays of four nights or more – but especially holidays lasting more than one week, almost three-quarters of which (73%) are taken abroad.

Table 15: Trips by purpose UK vs. Non-UK

	Trips		Share of trips	
	UK	Non-UK	UK	Non-UK
	Million	Million	%	%
All destinations	163.1	60.5	100	100
Holiday	101.2	50.0	62	83
1-3 nights	63.8	8.1	39	13
4+ nights	37.4	41.9	23	69
4-7 nights	28.9	18.2	18	30
8+ nights	8.6	23.7	5	39
VFR	36.5	2.3	22	4
Business/work	22.8	7.5	14	12
Other purposes	2.5	0.7	2	1

It was noted earlier (see Tables 1 & 2) earlier that the UK has a 74% share of tourism trips, but only a 49% share of all nights spent on tourism trips.

One key reason for this is that the two types of trips where UK has a high share (short trips and VFR trips) are the two types of trips with the lowest average number of nights per trip.

And a second reason is that all types of trip are shorter on average for UK trips than for trips abroad.

Table 16: Average nights by purpose UK vs. Non-UK

	Average nights per trip	
	UK	Non-UK
	No.	No.
Total	3.2	9.2
Holiday	3.6	9.8
1-3 nights	1.9	2.3
4+ nights	6.6	11.3
4-7 nights	5.3	6.2
8+ nights	10.8	15.1
VFR	2.4	11.1
Business/work	2.8	4.9
Other purposes	3.4	7.6

Short holidays and VFR trips each account for around a fifth of UK nights (23% and 17% respectively). While long holidays of 4 or more nights are a weak area for the UK, they still represent almost a half (47%) of all nights in the UK.

In contrast, long holidays of 4 or more nights are much more important for trips abroad, accounting for over four-fifths (84%) of nights abroad.

Table 17: Nights by purpose UK vs. Non-UK

	Nights		Share of nights	
	UK	Non-UK	UK	Non-UK
	Million	Million	%	%
All destinations	530	558	100	100
Holiday	369	490	70	88
1-3 nights	122	19	23	3
4+ nights	247	471	47	84
4-7 nights	154	113	29	20
8+ nights	93	358	18	64
VFR	89	26	17	5
Business/work	63	37	12	7
Other purposes	9	5	2	1

Holiday trips account for almost two-thirds (65%) of spending on UK trips, with short trips of 1-3 nights accounting for almost a half of this (31%). Business trips, with a high spend per trip, represent over a fifth of UK spending on UK trips (22%). VFR trips, with a lower spend per trip, account for around a ninth (11%) of UK trip spending.

Table 18: Spending by purpose UK vs. Non-UK

	Spending		Share of spending	
	UK	Non-UK	UK	Non-UK
	Billion	Billion	%	%
All destinations	26.1	45.7	100	100
Holiday	17.0	36.9	65	81
1-3 nights	8.1	3.2	31	7
4+ nights	8.9	33.7	34	74
4-7 nights	6.3	10.7	24	23
8+ nights	2.6	23.0	10	50
VFR	3.0	1.1	11	2
Business/work	5.7	7.2	22	16
Other purposes	0.4	0.5	2	1

Figure 4: Purpose of tourism UK and Non-UK (Pie charts, row of 3 UK then row of 3 Non-UK)

UK	Trips	Nights	Spending
	%	%	%
Holiday	62	70	65
VFR	22	17	11
Business	14	12	22
Other	2	2	2
Non-UK	Trips	Nights	Spending
	%	%	%
Holiday	83	88	81
VFR	4	5	2
Business	12	7	16
Other	1	1	1

It was noted earlier (Table 16) that for all types of purpose, UK trips are shorter in length than trips abroad. As a result, UK has a lower share in terms of nights than trips for all types of trips.

Similarly, the average spending per night is lower for UK trips than for trips abroad for all types of trips. A key reason for this is higher travel costs for trips abroad than for UK trips. In consequence UK has a lower share in terms of spending than nights for all types of trips

Table 19: UK Share by purpose of trip

	UK share of		
	Trips	Nights	Spending
	%	%	%
Total	74	49	36
Holiday	68	43	32
1-3 nights	89	87	72
4+ nights	48	34	21
4-7 nights	62	58	37
8+ nights	28	21	10
VFR	94	78	73
Business/work	75	63	44
Other purposes	79	61	43

Purpose by destination: Within UK

This section looks in more detail at tourism within the UK, comparing the position for England, Scotland and Wales.

It was noted earlier (*Table 5*) that England is the destination for four-fifths (81%) of all UK trips, but this is lower than its share of population (84%). In contrast, Scotland and Wales have a higher share of trips than of population.

Looking at the types of trips taken in England, Scotland and Wales, the overall pattern is fairly similar in the three countries. But there are some important differences.

Firstly, holiday trips, and particularly long holiday trips, make up a greater proportion of all trips in Scotland and Wales than in England. Holidays of 4 nights or more account for 33 percent of trips in Wales and 28 percent in Scotland, compared with only 22 percent in England.

Short holiday trips make up a similar proportion of all trips in each of the three countries.

Business trips have a higher share in Scotland and England than in Wales (16% and 14% compared with 11%).

VFR trips are relatively more important in England (24% of trips) than in Scotland and Wales.

Table 20: Trips in UK by purpose

	Trips			Share of trips		
	England	Scotland	Wales	England	Scotland	Wales
	Million	Million	Million	%	%	%
Total	131.9	17.5	11.6	100	100	100
Holiday	80.1	11.5	8.3	61	65	72
1-3 nights	51.6	6.6	4.5	39	38	39
4+ nights	28.5	4.9	3.8	22	28	33
4-7 nights	21.7	3.7	3.1	16	21	27
8+ nights	6.8	1.2	0.7	5	7	6
VFR	31.2	3.0	1.8	24	17	16
Business	18.4	2.8	1.3	14	16	11
Other	2.1	0.2	0.1	2	1	1

Turning now to nights, a similar pattern can be seen. We noted earlier (*Tables 5 & 6*) that Scotland and Wales have a higher share of nights than of trips, driven by a longer average trip length (3.6 nights in Scotland and 3.8 nights in Wales compared with 3.1 nights in England). This longer average trip length comes mainly from the higher share held by long holidays in Scotland and Wales, since the average length of long (4+ night) and short (1-3 night) holidays is similar in the three countries. Hence the pattern of relative strengths and weaknesses of each of the three countries for each type of trip is similar for nights to the pattern seen for trips.

Table 21: Nights in UK by purpose

	Nights			Share of nights		
	England	Scotland	Wales	England	Scotland	Wales
	Million	Million	Million	%	%	%
Total	409.2	63.2	44.6	100	100	100
Holiday	281.4	45.8	33.4	69	73	75
1-3 nights	97.3	13.0	9.2	24	21	21
4+ nights	184.1	32.9	24.2	45	52	54
4-7 nights	115.4	19.1	16.3	28	30	37
8+ nights	68.8	13.7	7.9	17	22	18
VFR	74.3	9.0	4.4	18	14	10
Business	46.3	7.7	6.6	11	12	15
Other	7.0	0.6	0.3	2	1	1

It was noted earlier (*Table 7*) that Wales has a lower share of tourism in terms of spending than in terms of trips and nights, and this reflected a lower average spending per trip and also per night. In contrast, Scotland has a high average spending per trip and per night.

These patterns of higher spending in Scotland and lower spending in Wales apply across all types of trip. In consequence the overall pattern of strengths and weaknesses remains largely the same in terms of spending for the three countries.

Table 22: Spending in UK by purpose

	Spending			Share of spending		
	England	Scotland	Wales	England	Scotland	Wales
	Million	Million	Million	%	%	%
Total	20280	3410	1660	100	100	100
Holiday	12990	2300	1240	64	67	75
1-3 nights	6410	1040	510	32	31	31
4+ nights	6580	1250	730	32	37	44
4-7 nights	4690	850	560	23	25	34
8+ nights	1890	400	170	9	12	10
VFR	2510	310	120	12	9	7
Business	4430	760	280	22	22	17
Other	330	40	10	2	1	1

(Note: Spending is rounded to the nearest £10 million)

The charts below summarise the shares of the three countries for holiday, VFR and business trips. Scotland and Wales have a slightly stronger share in terms of nights than trips because of a higher trip length for all types of trips.

Scotland increases its share in terms of spending because of a higher level spending per night for all types of trips, while Wales's share decreases because of a lower level of spending per night.

Figure 5: Tourism share pattern (Bar chart?)
(Stacked column to 100%)

Holidays	Share of		
	Trips	Nights	Spend
	%	%	%
Total UK	100	100	100
England	81	78	79
Scotland	12	13	14
Wales	8	9	8

VFR	Share of		
	Trips	Nights	Spend
	%	%	%
Total UK	100	100	100
England	87	85	85
Scotland	8	10	10
Wales	5	5	4

Business	Share of		
	Trips	Nights	Spend
	%	%	%
Total UK	100	100	100
England	82	76	81
Scotland	13	13	14
Wales	6	11	5

Origin and destination of trips

So far this report has looked at the destination of trips. This section now looks at the origin of trips – the countries in which the trip-takers are resident.

Of the 222 million trips taken by UK residents in 2000, 189 million (85%) were taken by residents of England, 18 million (8%) by residents of Scotland, and 10 million (4%) by residents of Wales. The proportion of trips taken is very similar to the proportion of the population living in the three countries, with residents of England taking just slightly more than their “fair share” of all trips.

This is reflected in the number of trips taken by the average resident of each country. Residents of England took an average of 3.8 trips per year, while residents of Scotland and Wales took fewer trips – 3.5 and 3.3 per year respectively.

Table 23: Trips taken by country of residence

	Residents of:			
	UK	England	Scotland	Wales
Trips taken (Million)	221.7	189.3	17.7	9.6
Share of trips taken (%)	100.0	85.4	8.0	4.3
Resident population (Million)	59.8	50.0	5.1	2.9
Share of population (%)	100.0	83.7	8.6	4.9
Average no. of trips taken per resident	3.7	3.8	3.5	3.3

The English tended to spend slightly more nights away on average, and spend slightly more on tourism trips than the UK average. In contrast, the Welsh tended to spend slightly fewer nights away and spend slightly less than the UK average

Table 24: Nights and spending by country of residence

	Residents of:			
	UK	England	Scotland	Wales
Nights away (Million)	1088	928	90	46
Average no. of nights taken per resident	18.2	18.6	17.6	15.6
Spending (£ billion)	71.8	61.5	5.7	2.9
Average spending per resident (£)	1200	1230	1110	970

(Note: Spending per resident is rounded to the nearest £10)

Looking at the relationship between the country of origin and the country of destination, the table below outlines the pattern in terms of numbers of trips.

Table 25: Destination of trip by country of residence

Trips	Residents of:			
	UK	England	Scotland	Wales
Destination:	Million	Million	Million	Million
All destinations	221.7	189.3	17.7	9.6
UK	163.1	139.0	13.8	7.6
England	131.9	121.4	4.8	4.8
Scotland	17.5	8.0	8.7	0.3
Wales	11.6	8.9	0.1	2.4
Non-UK	60.5	51.8	4.1	2.1

(Note: A small number of tourist trips have more than one destination – for example a holiday in more than one country, or nights spent in one country en route to another country.)

The Welsh take the highest proportion of trips in UK (79%) while the English take the highest proportion of trips abroad (27%).

Table 26: Destination by country of origin

Trips	Residents of:			
	UK	England	Scotland	Wales
Destination:	%	%	%	%
All destinations	100	100	100	100
UK	74	73	78	79
England	59	64	27	50
Scotland	8	4	49	4
Wales	5	5	1	25
Non-UK	27	27	23	22

The proportion of trips taken by residents in their home country is higher for England (64%) than for Scotland (49%) and Wales (25%).

Although it might appear that the Welsh are less “loyal” than the English and the Scots, this would be a misleading interpretation. The differences in the proportions taking a trip in their own country are largely a reflection of the different sizes of the countries.

This can be seen by looking at the data from a different perspective – what proportion of trips in a country are generated by people living in the country as opposed to coming in from other countries.

This is shown in the table below.

- Over nine in ten trips to England by UK residents (92%) are made by the English – so there are very few trips in England made by residents of other countries in the UK
- Half of trips to Scotland (50%) are made by Scots – so half of trips in Scotland are made by outsiders
- About one in five trips to Wales (21%) are made by the Welsh – so about four-fifths of trips in Wales are made by residents of other parts of the UK.

Table 27: Country of origin by destination : Trips

Trips		Country of origin			
		UK	England	Scotland	Wales
<i>Percentages are horizontal</i>					
Destination:		%	%	%	%
All destinations	%	100	85	8	4
UK	%	100	85	8	5
England	%	100	92	4	4
Scotland	%	100	46	50	2
Wales	%	100	77	1	21
Non-UK	%	100	86	7	4

The pattern is similar in terms of nights and spending:

- The English generate 92 percent of the trips, 90 percent of the nights, and 88 percent of the spending on trips in England
- For the Scots, the equivalent figures are 50 percent for trips, 43 percent for nights, and 34 percent for spending.
- And for the Welsh the proportions are 21 percent for trips, 14 percent for nights and 15 percent for spending.

The proportions are lower for nights and spending than for trips because in general the further you travel, the longer you will stay and the higher your spending will be. Therefore people taking a trip in a country who reside in other countries in the UK will invariably account for a higher proportion of nights and spending than of trips.

Table 28: Country of origin by destination : Nights (absolute numbers)

Nights	Residents of:			
	UK	England	Scotland	Wales
Destination:	Million	Million	Million	Million
All destinations	1088	928	90	46
UK	530	447	49	25
England	409	369	21	16
Scotland	63	33	26	2
Wales	45	37	1	6
Non-UK	558	481	41	22

Table 29: Country of origin by destination : Nights (percentages)

Percentages are horizontal	Destination:	Country of origin			
		UK	England	Scotland	Wales
		%	%	%	%
All destinations	%	100	85	8	4
UK	%	100	84	9	5
England	%	100	90	5	4
Scotland	%	100	53	42	3
Wales	%	100	83	1	14
Non-UK	%	100	86	7	4

Table 30: Country of origin by destination : Spending (absolute numbers)

Spending	Residents of:			
	UK	England	Scotland	Wales
Destination:	Million	Million	Million	Million
All destinations	71830	61510	5680	2870
UK	26090	21740	2530	1190
England	20280	17890	1280	820
Scotland	3410	2010	1160	100
Wales	1660	1350	30	260
Non-UK	45740	39770	3140	1680

(Note: Spending is rounded to the nearest £10 million)

Table 31: Country of origin by destination : Spending (percentages)

Percentages are horizontal	Destination:	Country of origin			
		UK	England	Scotland	Wales
		%	%	%	%
All destinations	%	100	86	8	4
UK	%	100	83	10	5
England	%	100	88	6	4
Scotland	%	100	59	34	3
Wales	%	100	81	2	15
Non-UK	%	100	87	7	4

Balance of tourism for trips in UK

This section now looks at the “balance of tourism” for the three countries – whether the country is a net importer or net exporter of tourist trips in the UK. (Note: This analysis is based on trips taken in the UK by UK residents only. It does not include the outbound flow of trips to countries outside the UK, because this survey does not cover the corresponding inbound flow of tourism from outside the UK)

Taking the example of tourism in England.

- On the positive side, there are 131.9 million trips in England taken by residents of the UK. Of these, 121.4

million are taken by residents of England. So the positive inward flow of tourism from other parts of the UK is 10.5 million trips (131.9 minus 121.4)

- On the negative side, residents of England take 139.0 million trips in the UK. Of these, 121.4 million are taken in England. So the negative outward flow of tourism to other parts of the UK is 17.6 million trips (139.0 minus 121.4)
- This leaves a negative balance – a net outward flow of 7.1 million trips from England to other parts of the UK.

The calculations for England, Scotland and Wales are given in the table below.

In contrast with England’s net outward flow of 7.1 million trips, Wales and Scotland both have a net inward flow. Wales has a positive net balance of 4.0 million trips and Scotland of 3.7 million trips.

Table 32: Balance of UK tourism : Trips

Trips (million)	England	Scotland	Wales
<i>Positive</i>			
Trips taken in country by UK residents	131.9	17.5	11.6
Minus trips taken in country by residents of country	121.4	8.7	2.4
“Inflow” Trips taken in country by residents of other countries in UK	10.5	8.8	9.2
<i>Negative</i>			
Trips taken in UK by residents of country	139.0	13.8	7.6
Minus trips taken in country by residents of country	121.4	8.7	2.4
“Outflow” Trips taken in other countries in UK by residents of country	17.6	5.1	5.2
<i>Net balance</i>			
Positive/(Negative)	(7.1)	3.7	4.0

The pattern is very similar for nights. Wales has a positive net balance of 20 million nights and Scotland of 15 million nights, while England has a negative net balance of 38 million nights.

Table 33: Balance of UK tourism : Nights

Nights (million)	England	Scotland	Wales
<i>Positive</i>			
Nights spent in country by UK residents	409	63	45
Minus nights spent in country by residents of country	369	26	6
“Inflow” Nights spent in country by residents of other countries in UK	40	37	39
<i>Negative</i>			
Nights spent in UK by residents of country	447	49	25
Minus nights spent in country by residents of country	369	26	6
“Outflow” Nights spent in other countries in UK by residents of country	78	22	19
<i>Net balance</i>			
Positive/(Negative)	(38)	15	20

For spending, there is also a positive net balance for Wales and Scotland, but it is larger for Scotland (£880 million) than

for Wales (£470 million). This is a reflection of the relatively low spending per night on trips taken in Wales that was noted earlier (see Table 7).

Table 34: Balance of UK tourism : Spending

Spending (£ million)	England	Scotland	Wales
<i>Positive</i>			
Spending on trips taken in country by UK residents	20280	3410	1660
Minus spending on trips taken in country by residents of country	17890	1160	260
"Inflow" Spending on trips taken in country by residents of other countries in UK	2390	2250	1400
<i>Negative</i>			
Spending on trips taken in UK by residents of country	21740	2530	1190
Minus spending on trips taken in country by residents of country	17890	1160	260
"Outflow" Spending on trips taken in other countries in UK by residents of country	3850	1370	930
<i>Net balance</i>			
Positive/(Negative)	(1460)	880	470

(Note: Spending is rounded to the nearest £10 million)

Note: It is important to bear in mind that all spending on trips is allocated to the country of destination, even though on reality some costs may be paid in the country of origin rather than the country of destination – see point 4 in the Appendix.

Balance of tourism for holiday trips in UK

The balance of tourism for holidays is outlined below, but the pattern is very similar to that for all trips.

In terms of trips, Wales has a positive net balance of 3.5 million trips and Scotland of 2.7 million trips. In contrast, England has a negative net balance of 5.6 million holiday trips.

Table 35: Balance of UK holiday tourism : Trips

Trips (million)	England	Scotland	Wales
<i>Positive</i>			
Trips taken in country by UK residents	80.1	11.5	8.3
Minus trips taken in country by residents of country	73.6	5.6	1.6
"Inflow" Trips taken in country by residents of other countries in UK	6.5	5.9	6.7
<i>Negative</i>			
Trips taken in UK by residents of country	85.7	8.8	4.8
Minus trips taken in country by residents of country	73.6	5.6	1.6
"Outflow" Trips taken in other countries in UK by residents of country	12.1	3.2	3.2
<i>Net balance</i>			
Positive/(Negative)	(5.6)	2.7	3.5

For holiday nights the relative positions of England Scotland and Wales are similar to those seen for holiday trips.

Table 36: Balance of UK holiday tourism : Nights

Nights (million)	England	Scotland	Wales
<i>Positive</i>			
Nights spent in country by UK residents	281	46	33
Minus nights spent in country by residents of country	254	19	5
"Inflow" Nights spent in country by residents of other countries in UK	27	27	28
<i>Negative</i>			
Nights spent in UK by residents of country	310	35	18
Minus nights spent in country by residents of country	254	19	5
"Outflow" Nights spent in other countries in UK by residents of country	56	16	13
<i>Net balance</i>			
Positive/(Negative)	(29)	11	15

For holiday spending, the relatively low levels of spending per night in Wales result in Scotland having a more positive balance than Wales. England continues to have a negative net balance

Table 37: Balance of UK holiday tourism : Spending

Spending (£ million)	England	Scotland	Wales
<i>Positive</i>			
Spending on trips taken in country by UK residents	12990	2300	1240
Minus spending on trips taken in country by residents of country	11580	800	190
"Inflow" Spending on trips taken in country by residents of other countries in UK	1410	1500	1050
<i>Negative</i>			
Spending on trips taken in UK by residents of country	14200	1620	770
Minus spending on trips taken in country by residents of country	11580	800	190
"Outflow" Spending on trips taken in other countries in UK by residents of country	2620	820	580
<i>Net balance</i>			
Positive/(Negative)	(1210)	680	470

(Note: Spending is rounded to the nearest £10 million)

Note: It is important to bear in mind that all spending on trips is allocated to the country of destination, even though on reality some costs may be paid in the country of origin rather than the country of destination – see point 4 in the Appendix.

Appendix

Definitions of Terms Used

Most terms used in this report will be familiar to users of tourism data without further explanation. However, definitions of the main terms used in the report are provided below for reference.

Trips

The estimated number of tourism trips made by adults aged 16 and over and by children up to the age of 15 who accompany them. A trip must consist of at least one night spent away from home, can last up to a maximum of 60 nights away from home, and has its end marked by the respondent's return to home.

Not included are 'unaccompanied child trips' -- trips taken by children up to the age of 15 when not accompanied by an adult.

Nights

The estimated number of nights spent away from home by adults and by children accompanying them on tourism trips.

Spending

The estimated expenditure incurred relating to all tourism trips. This includes all expenditure by adults on the trip both for themselves and for other people for whom the adults paid (for example, children). This covers those costs incurred in advance of the trip, costs paid during the trip itself, and also any bills relating to the trip paid after returning home. Costs paid on behalf of the person taking the trip, for example by an employer paying the cost of a business trip, are also included.

Expenditure includes items such as package holidays, accommodation, travel to and from the destination and during the trip, services and advice, buying clothes, eating and drinking out, shopping, entertainment and other items relating to the trip.

Allocation of spending

When spending is reported by country of destination, all of the spending is allocated to the relevant country of destination. In reality, not all of the spending may take place in the country of destination. For example, travel costs or inclusive trip charges may be incurred in the country of origin rather than the country of destination. No attempt has been made in this report to adjust for this.

Where a trip involves overnight stays in more than one destination, the expenditure for the trip is allocated to each destination proportionally to the number of nights spent in each destination.

Holiday

'Holiday' includes

- trips where the main reason for taking the trip is described by the respondent as "holiday, leisure or pleasure"
- and trips where the main reason for taking the trip is initially described as "visiting friends and relatives", but which on subsequent probing are described as being mainly a holiday rather than for some other reason.

VFR

'Visiting friends and relatives' or 'VFR' is the term used for trips where the main reason for taking the trip is initially

described as "visiting friends and relatives", and which on subsequent probing are described as being mainly for some other reason rather than a holiday.

Business/work

'Business/work' trips are those trips where the main reason for taking the trip is described as "to do paid work/on business", "to attend a conference" or "to attend an exhibition, trade show or agricultural show".

Other purpose

This covers all trips for purposes other than holiday, VFR and business/work as described above. It includes trips where "travel/transport is my work" (such as those made by overnight delivery drivers), and trips made for educational, social, sporting and personal or family reasons (such as attending weddings and funerals, taking someone to university, and similar reasons).

UK – United Kingdom

The United Kingdom as a destination in this survey includes England, Scotland, Wales, Northern Ireland, the Isle of Man and the Channel Islands.

EU – European Union

The European Union is defined by its membership in 2001, that is Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Luxembourg, Netherlands, Portugal, Republic of Ireland, Spain, Sweden and the United Kingdom.

Serviced Accommodation

Serviced accommodation includes hotel, motel, guest house, farmhouse, bed & breakfast, and holiday camp/village with any meals provided.

Self-Catering Accommodation

Self-catering accommodation includes rented flat /apartment, rented house/chalet/villa/bungalow/cottage without any meals provided, self-catering holiday camp/village, camping, towed caravan and static caravan which is not owned.

Commercial Accommodation

Commercial accommodation is a sub-total formed by adding together the Serviced and Self-catering accommodation types.

Non-Commercial Accommodation

Non-commercial accommodation covers all accommodation types not included under Commercial accommodation above. It includes friends' or relatives' home, static caravan which is owned, second home or timeshare which is owned, hostel, university or school, boat, sleeper cab of lorry/truck, transit and other types of accommodation.

Personal transport

Personal transport includes own/friend's/firm's car, hired car, motorised caravan/camper/dormobile, motor cycle and bicycle.

Public transport

Public transport includes train, regular bus/coach, organised coach tour and plane.

Inclusive trip

Inclusive trip is defined in the questionnaire as "a package or inclusive trip – that is, where you paid a single price for accommodation plus some form of transport"

Type of location

The classification of type of location as 'seaside', 'large city/large town', 'small town' or 'countryside/village' is a subjective assessment made by the respondent by selecting from these four options.

Touring

A 'touring' trip is defined in the questionnaire as "a touring holiday, where you moved around spending nights in different places".

Activities

There are a number of summary lines of activities in the tables, such as 'Water sports'. Each summary line is defined by the activities which are indented in the table below the relevant summary line. For example:

- 'Water sports' is motor boat cruising or other sailing/yachting/boating/canoeing/windsurfing or water-skiing/power boating
- 'Water-based activities' is swimming or scuba diving or water sports
- 'Participant activities' is water-based activities or fishing or outdoor activities or sport

Children in household

Children in household means a child aged up to 15 living in the household.

It is important to note that this classification is actually based only on the adult respondent interviewed about the trip, rather than all people taking the trip. While technically this characteristic only relates to the individual, it can in practice be interpreted as applying to all people on the trip since these will generally be people in the same household.

Socio-economic group (social grade)

This classification is derived from the occupation of the Chief Income Earner in the respondent's home, and is based on the system used by the National Readership Survey (NRS). It is generally used in market research in the UK and consists of six social grades:

Grade	Occupation
A	Higher managerial, administrative or professional
B	Intermediate managerial, administrative or professional
C1	Supervisory or clerical, and junior managerial, administrative or professional
C2	Skilled manual workers
D	Semi and unskilled manual workers
E	State pensioners or widows (with no other earners in household), casual or lowest grade workers

It is important to note that this classification is actually based only on the adult respondent interviewed about the trip, rather than all people taking the trip. While technically this characteristic only relates to the individual, it can in practice be interpreted as applying to all people on the trip. Those on the trip will generally be people in the same household who would be therefore be allocated the same social grade.

Age of respondent

Information on age is obtained for the respondent being interviewed about the trip, but no information is obtained for other adults or children accompanying on the trip.

In tabulating the results, the characteristics of the individual reporting the trip are applied to other trip members, although in reality these other trip members will have different characteristics. Information on age characteristics must therefore be interpreted with caution.

Lifecycle of respondent

'Single' includes widowed, separated and divorced.

'Married' includes married and living with partner.

As with age, this information is based on the characteristics of the respondent being interviewed about the trip and is not available for the other trip members. The lifecycle characteristics of the respondent are applied to all trip members, although in reality their own characteristics will be substantially different. Information on lifecycle must therefore be interpreted with caution.

Regions

Regions of England, Scotland and Wales shown in this report are defined as follows:

England

Cumbria: County of Cumbria

Northumbria: Northumberland, Durham, Tyne and Wear, Tees Valley

North West: Lancashire, Merseyside, Greater Manchester, Cheshire

Yorkshire: North Yorkshire, West Yorkshire, South Yorkshire, East Riding of Yorkshire, Kingston upon Hull, North Lincolnshire, North East Lincolnshire

Heart of England: Staffordshire, Shropshire, West Midlands, Warwickshire, Herefordshire, Worcestershire, Gloucestershire (except South Gloucestershire), Derbyshire, Leicestershire, Northamptonshire, Nottinghamshire, Rutland, Lincolnshire

East of England: Norfolk, Suffolk, Cambridgeshire, Essex, Bedfordshire, and Hertfordshire

London: Greater London

South West: Cornwall, Devon, Somerset, Wiltshire, western Dorset, South Gloucestershire.

Southern: Hampshire, Isle of Wight, eastern Dorset, Berkshire, Buckinghamshire, Oxfordshire

South East: Kent, Surrey, East Sussex, West Sussex

Scotland

Highlands & Islands: Highland, Western Isles, Orkney, Shetland

Aberdeen & Grampian: Aberdeen City, Aberdeenshire, Moray

Angus & Dundee: Angus, City of Dundee

Perthshire: Perth & Kinross

Argyll, the Isles, Loch Lomond, Stirling & Trossachs: Argyll & Bute, Clackmannanshire, Dumbarton and Clydebank, Falkirk, Stirling

Kingdom of Fife: Fife

Greater Glasgow & Clyde Valley: City of Glasgow, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire

Argyll & Arran: East Ayrshire, North Ayrshire and South Ayrshire

Edinburgh & Lothians: City of Edinburgh, East Lothian, Midlothian, West Lothian

Dumfries & Galloway: Dumfries & Galloway

Scottish Borders: Scottish Borders

Wales

North Wales: Anglesey, Conwy, Denbighshire, Flintshire, Wrexham, Gwynedd North (Caernarfonshire)

Mid Wales: Ceredigion, Powys, Gwynedd South (Meirionnydd)

South West Wales: Neath/Port Talbot, Carmarthenshire, Swansea, Pembrokeshire

South East Wales: Bridgend, Rhondda Cynon Taff, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Vale of Glamorgan, Cardiff, Newport, Monmouthshire

Symbols

The symbol * is used throughout this report to indicate a percentage of less than 0.5

Levels of Statistical Confidence

The boards which jointly publish this report are confident that UKTS provides reliable estimates of the volume and value of tourism and of trip-taking patterns in the UK. However, the data are based on a sample survey which, like any other survey, is subject to the normal errors inherent in survey research.

Sampling error is one of the sources of error in survey research which is quantifiable in terms of confidence limits. Estimates of the confidence limits for the 2001 UKTS are given in the table below.

Confidence limits of UKTS 2001 at the 95% level

	Trips	Nights	Spending
	%	%	%
All destinations	1.6	2.1	2.7
UK	2.0	2.6	3.0
England	2.2	2.9	3.3
Scotland	6.0	7.9	8.3
Wales	7.3	10.0	10.1
Non-UK	2.8	3.4	3.8

It may be helpful to provide an example of how the confidence limits can be applied to the UKTS results. The example chosen is the estimated volume of trips in UK in 2001 – 163.1 million trips. The 95% confidence limit for the volume of trips in UK is 2.0%.

This means that there is 95% confidence that the true number of trips is within the range of plus or minus 2.0% of this estimate. So it can be said with 95% confidence that the true number of trips taken is within the range of 159.8 to 166.4 million trips.

It is important to emphasise that confidence limits only relate to one form of survey error, namely sampling variability. Other sources of error in survey research include sampling bias, notably through non-response, and measurement errors, including memory distortion and lack of knowledge among respondents.

These other sources of error are not quantifiable, but can have an important effect on the survey results. In particular, information on expenditure is difficult for respondents to recall with very high levels of accuracy.

United Kingdom resident population

This table describes the characteristics of adults resident in the United Kingdom who formed the basis of the sample survey.

United Kingdom adult population	
Adult population aged 16+ in 2001	47,379
	%
<i>Age</i>	
16-24	14
25-34	19
35-44	18
45-54	16
55-64	13
65+	20
<i>Social Grade</i>	
AB	22
C1	27
C2	22
DE	29
<i>Presence of Children</i>	
Present in household	32
Not present in household	68
<i>Lifecycle</i>	
16-34 single, no children under 16	13
16-34 married, no children under 16	5
16-34 married or single, with children under 16	14
35-54 married or single, no children under 16	18
35-54 married or single, with children under 16	17
55+	32

Source: TGI/NRS/BMRB International