



# The UK Tourist

# Statistics 2009



## **Tourism Volumes and Values in 2009**

Tourism by residents of the United Kingdom in 2009: this report presents the principal findings of the United Kingdom Tourism Survey (UKTS).

UKTS is jointly sponsored by the statutory tourist boards of England, Scotland, Northern Ireland and Visit Wales (the Tourism Department of the Welsh Assembly Government).

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Introduction	Page 2
Objectives	Page 2
Scope of this report	Page 3
Survey method	Page 3
This report	Page 4
2008 & 2009 comparisons	Page 5
UKTS results in context	Page 8
2009 – full year summary	Page 9
<b>Table 1:</b> All tourism in the United Kingdom	Page 15
<b>Table 2:</b> Holiday tourism (including holiday-VFR) in the United Kingdom	
2a: Trips	Page 20
2b: Bednights	Page 25
2c: Expenditure	Page 29
<b>Table 3:</b> All tourism - destination & purpose	Page 34
<b>Table 4:</b> Business & work tourism in the United Kingdom	Page 35
<b>Table 5:</b> Visiting friends and relatives (non-holiday) in the United Kingdom	Page 39
<b>Appendix:</b> Definition of terms used	Page 44
UK resident population	Page 47

## Introduction

This report is the twenty-first 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 to destinations within the UK and the Republic of Ireland.

All information in the report comes from a face-to-face interview survey commissioned jointly by the national tourist boards of VisitEngland (VE), VisitScotland (VS), Northern Ireland Tourist Board (NITB) and Visit Wales (the Tourism Department of the Welsh Assembly Government). The joint survey is called the United Kingdom Tourism Survey (UKTS).

The UKTS was first conducted in 1989 and replaced earlier surveys which the three national tourist boards and Visit Wales (the Tourism Department of the Welsh Assembly Government) 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 for UKTS 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 1999, a five-year contract covering the period 2000-2004 was awarded to BMRB International and in 2000, UKTS switched to a new research methodology based on telephone interviews using random digit dialling.

By 2003 and 2004 however, significant concerns were being expressed regarding the UKTS derived data on domestic tourism. Following a further extensive review, UKTS has now returned to the previous (pre-2000) methodology for measuring the volume and value of domestic overnight trips: face-to-face interviews conducted in-home. TNS Travel & Tourism (now known as TNS-RI Travel & Tourism after a merger with Research International in 2009) were appointed to undertake the survey from May 2005 and for the period 2006 - 2010. The sponsors (the various UK national tourism organisations) concluded that the approach proposed by TNS-RI would yield a more representative sample of the UK population by using a proven face-to-face interview approach instead of the previous random digit dialling telephone approach.

From May 2005, UKTS now comprises:

- 100,000 face-to-face interviews per annum, conducted in-home, more than twice the sample size featured in the previous telephone based survey methodology.
- A weekly sample size of around 2,000 adults aged 16 or over - representative of the UK population in relation to various demographic characteristics including gender, age group, socio-economic group, and geographical location.
- Respondents are asked about any overnight trips taken in the last four weeks, as opposed to a 12-weeks' recall period, covering the three preceding calendar months, under the previous methodology.
- The questions were first added to TNS-RI's RSGB Omnibus survey on 4th May 2005 and the survey outputs provide data from May 2005 for total number of trips, nights spent, breakdown of expenditure, purpose of trip, accommodation used and party composition on each trip by destination.

Because of these changes in methodology, the UKTS results for 2005 are not comparable with those from previous years. In addition, given that the survey fieldwork did not begin until May 2005, no survey data was collected for the first four months of the year, January-April. Consequently, the survey data for 2005 is 'part-year' in nature – only covering the May-December period. Comparative data is therefore restricted to 2006 only. All of the 2006, 2007, 2008 and 2009 data covers the full 12-months' period allowing for valid comparison.

## Objectives

The first objective of UKTS is to provide measurements of tourism by residents of the United Kingdom, in terms of both volume and value. 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.

- Day excursion trips are not covered by the survey at all.
- Tourism to any part of the UK or Ireland, using any accommodation type. The previous survey included coverage of trips outside of the British Isles, but this element was removed when TNS were appointed in 2005.

UKTS is designed as a continuous measurement of the volume and value of tourism by residents of the United Kingdom, in such a way as to provide absolute estimates at any point in its currency and relative change over time. Three separate but associated measurements are required from the survey:

- the number of trips (including child trips) taken by UK residents.
- the number of nights (including child nights) spent away from home on these trips.
- the value of spending on those trips.

In summary, for the purposes of this survey, tourism is taken to be any journey away from home lasting one or more nights, to any destination within the United Kingdom and the Republic of Ireland, by any mode of transport, for any purpose, and staying in any type of accommodation. These topics of destination, purpose, mode of transport, accommodation type, and many others, are included in the information collected by the survey, in order to provide meaningful analysis and descriptions of the volume and value estimates.

Using previous methodologies, an upper limit of 60 days was applied to the number of nights spent away from home to qualify as a tourism trip. As respondents are now asked about trips returned from in the 4 weeks prior to interview, this upper limit is now redundant and no longer used.

It is worth noting that despite this, results are reported on the basis of the start date of the trip.

## 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 familiar subjects such as purpose, destination, accommodation, transport and month of trip. However also included are other subjects such as 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 this report.

## Survey method

The UKTS survey is conducted continuously throughout the year, using face-to-face Computer Assisted Personal Interviews or CAPI interviewing, as part of TNS-RI's in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within the UK. Respondents are asked whether they have taken trips in the UK in the previous four calendar weeks that involve at least one night away from home.

When such trips are identified, further questions are asked about a maximum of three trips - the most recent three trips - with a core set of questions for all three trips and additional questions for the most recent trip. The questionnaire is thus designed to maximise accuracy of recall, whilst minimising the task for those who have undertaken more than one trip.

The requirement is for a complete dataset for each of the three most recent trips. Therefore, some imputation is necessary and that imputation covers data not collected, or otherwise missing.

The results are reported in terms of total UK population values. Therefore the data are weighted to correct for differences between the sample distribution and that of the population and also to gross the sample values up to the population.

Reporting periods are defined in terms of groups of weeks. Results published from the data are for trips that started in each calendar month.

The sample design is based on the TNS-RI master sample frame which divides the UK into 630 sample points.

The TNS-RI omnibus survey operates on pairs of weeks. One week of the pair uses 143 points. The other week of the pair uses 144 different points. The difference relates to representation of the population in Scotland, north of the Caledonian Canal. Sampling points are selected after stratification by Government Office Region and Social Grade.

Each sample point is divided into geographical halves. Selected addresses from the point are taken from one half the first time it is used, and from the other half when it is next used. This provides for de-clustering or geographical dispersion week on week. Within each geographic half-block of 160 addresses, taken from the Postcode Address File, an interviewer assignment is issued to achieve an adult sample of 15 interviews (13 in London).

Interviewer assignments are conducted over two days of fieldwork and are carried out on weekdays between 2pm-8pm and/or at the weekend. Interviewers are issued with quota targets based on gender, working status and presence of children. All interviewers must leave 3 addresses between each successful interview.

On average 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing is not normally conducted during the two weeks either side of Christmas. The weighting procedures are amended to compensate for these missing weeks.

Respondents report on all trips taken in the UK and Ireland in the preceding 4 weeks. The questionnaire reads:

*"We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.*

*Q.1 Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?*

*In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom.*

*The four weeks we are talking about are from Monday (day/month) through to last Sunday (day/month).*

*Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip."*

It should be noted that although the UKTS questionnaire (at Q.1) clarifies to the respondent that the Channel Islands and Isle of Man are included within the United Kingdom, all parties involved with the survey are aware that these islands have federacy status and are not part of the United Kingdom.

The change in the method of data collection from telephone interviewing to an in-home face-to-face approach utilising TNS-RI's weekly RSGB Omnibus survey in May 2005, necessitated a review of the questionnaire to adapt it for CAPI use. In addition, the client group was keen to rationalise the length of the questionnaire and remove questions no longer deemed essential.

## This report

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

The UKTS reports 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.
- *Bednights* are the number of nights away taken by adults and accompanying children on these trips. Each night away spent by an adult or a child present on the trip counts as a night. Thus, a family of 2 adults and 2 children taking a 3 night trip away from home would count as 12 bednights.
- *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 cost of a business trip.

Two further points about spending may be helpful:

- Average expenditure 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 expenditure 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 where appropriate, an explanatory note has been added for clarity.

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

## Volumes & Values 2008 & 2009

This section of the report presents the key findings for January to December 2009 compared to January to December 2008.

### Tourism Trips taken in the UK

2009 was a positive year for domestic tourism and reported an increase in the number of trips taken in the UK. This followed a difficult year in 2008 which was thought to have been affected by the economic recession which became evident in the second half of the year. This increase in 2009 was due to a rise in demand for domestic holiday trips during the year as people took holidays closer to home. Business and VFR trips on the other hand, continued to struggle. Overall, trips increased to 126.0 million (a rise of +7%) with a similar increase in bednights (+5%). Spending increased but to a lesser extent than trips and nights (an increase of +4% to £21,881 million) although it should be noted that this does not take account of inflation – the 2009 spend would have recorded a lesser increase in ‘real terms’.

The average trip length in the UK remained consistent with the previous year, falling slightly from 3.21 to 3.16 nights, whilst spend per trip was £174 and spend per night was £55.

Table 1 – Tourism Trips taken in the UK

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change
Trips (Millions)	117.715	126.006	+7.04%
Nights (Millions)	378.388	398.749	+5.38%
Spending (£Millions)	£21,109	£21,881	+3.66%
Av. Nights per trip	3.21	3.16	-1.55%
Av. Spend per trip	£179	£174	-3.15%
Av. Spend per night	£56	£55	-1.63%

In terms of trip purpose, holidays (including visits to friends and relatives while on holiday) represent the largest proportion of domestic tourism. In the period January to December 2009, they accounted for 84.3 million of the 126.0 million trips within the UK. 1-3 night holidays were more common than 4+ night holidays (55.5 million and 28.9 million respectively). Visits to friends and relatives for non holiday purposes accounted for 20.8 million trips while business and work tourism accounted for 18.0 million trips in this period.

Compared with the equivalent period in 2008, the largest increase was recorded for 4+ night holidays (a rise of +13%).

Please note that Tables 2 – 12 below do not include any respondent answers that have been classified under the ‘Other’ category for purpose. Therefore, the figures in the tables may not necessarily sum to 100%.

Table 2 – Purpose of Domestic Trips in the UK

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change
Purpose	Millions	Millions	
Total	117.715	126.006	+7.04%
Holiday	75.428	84.321	+11.79%
1-3 Nights	49.837	55.454	+11.27%
4+ nights	25.591	28.868	+12.81%
VFR	20.626	20.766	+0.68%
Business/work	18.199	17.950	-1.37%

As in previous years, the largest single ‘purpose of trip’ segment in terms of bednights is the 4+ night holiday market, accounting for just under 193 million bednights in 2009. Compared to 2008, the largest decline in bednights was reported for VFR trips, which fell by -9%.

Table 3 – Purpose of Domestic Nights in the UK

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change
<b>Purpose</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>
Total	378.388	398.749	+5.38%
Holiday	266.931	298.525	+11.84%
1-3 Nights	95.127	105.589	+11.00%
4+ nights	171.804	192.936	+12.30%
VFR	54.468	49.670	-8.81%
Business/work	42.876	42.183	-1.62%

In spending terms, 1-3 night holidays is the largest purpose of trip segment with a total spend of £7.8 billion in the January-December 2009 period in the UK. 4+ night holidays reported a slightly lower figure, accounting for £7.4 billion and business and work tourism accounts for £4.3 billion of expenditure. Compared with January to December 2008; spending levels of 4+ night holidays increased by +13%, reflecting a trend towards a rise in demand for longer domestic holiday trips.

Once again, it is important to emphasise that the 2008 figures are in historic prices and have not been converted to take account of inflation.

Table 4 – Purpose of Domestic Spend in the UK

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change
<b>Purpose</b>	<b>£Millions</b>	<b>£Millions</b>	<b>£Millions</b>
Total	£21,109	£21,881	+3.66%
Holiday	£14,098	£15,194	+7.77%
1-3 Nights	£7,516	£7,774	+3.43%
4+ nights	£6,582	£7,420	+12.73%
VFR	£2,040	£1,927	-5.54%
Business/work	£4,483	£4,336	-3.28%

### Tourism Trips taken in England

Reflecting its size and share of the market, the volume and value pattern for domestic tourism in England in January to December 2009 (as illustrated in Table 5) is very similar to that described for the UK as a whole. There were increases in terms of trips (+8%), bednights (+6%) and expenditure (+5%). Average length of stay was around 3.0 nights. Average spend per trip and per night decreased slightly by -2% and -1% to £168 and £55 (historic prices) respectively.

Table 5 – Tourism Trips taken in England

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change
<b>Purpose</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>
Trips (Millions)	95.533	102.949	+7.76%
Nights (Millions)	295.379	312.914	+5.94%
Spending (£Millions)	£16,433	£17,281	+5.16%
Av. Nights per trip	3.09	3.04	-1.69%
Av. Spend per trip	£172	£168	-2.41%
Av. Spend per night	£56	£55	-0.73%

### Purpose of Domestic Trips in England

As was the case for the UK as a whole, in England, the most common purpose of trip was a 1-3 night holiday (as illustrated in Table 6 below), accounting for 45.0 million of the 102.9 million domestic tourism trips in the January to December 2009 period. This segment reported an increase on the January to December 2008 period (+12%) – the increase in demand for longer holiday trips is evident with 4+ night holidays reporting an even larger increase of +16%. In contrast, both VFR and business and work tourism were at a standstill (a rise of +1% for VFR, and a fall of -1% for business and work tourism respectively).

Table 6 – Purpose of Domestic Trips in England

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change
<b>Purpose</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>
Total	95.533	102.949	+7.76%
Holiday	59.496	67.354	+13.21%
1-3 Nights	40.206	45.018	+11.97%
4+ nights	19.290	22.336	+15.79%
VFR	17.957	18.146	+1.05%
Business/work	15.172	15.027	-0.96%

### Tourism Trips taken in Northern Ireland

The volume and value of UK tourism in Northern Ireland reported an increase in tourism trips during 2009. Trips recorded an increase of +6% (2.3 million trips in total), bednights fell however by -1%. Spending was at a standstill, increasing slightly by +0.4%. The average trip length decreased by -7% compared to 2008 at 3.0 nights per trip. Average spend per trip decreased by -6% with

spend per night increasing by +1% compared to the previous year at £195 (per trip) and £66 (per night) respectively.

Table 7 – Tourism Trips taken in Northern Ireland			
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change
Trips (Millions)	2.177	2.317	+6.43%
Nights (Millions)	6.922	6.881	-0.59%
Spending (£Millions)	£450	£452	+0.44%
Av. Nights per trip	3.18	2.97	-6.60%
Av. Spend per trip	£207	£195	-5.62%
Av. Spend per night	£65	£66	+1.04%

### Purpose of Domestic Trips in Northern Ireland

In terms of purpose of UK trip in Northern Ireland, the largest change compared with January to December 2008 was in visiting friends and relatives for non holiday purposes tourism (as illustrated in Table 8) where a +22% increase in the number of trips was observed. This followed a -24% decrease reported between 2007 and 2008, so VFR trips have effectively returned to 2007 levels. In contrast, 4+ night holiday trips reported a decrease of -20% in 2009. With 1-3 night holidays recording an increase of +16%, it is evident that there has been a trend towards shorter domestic holiday trips within Northern Ireland during the year.

Care should be taken when interpreting all these results for Northern Ireland because of the relatively small sample sizes involved.

Table 8 – Purpose of Domestic Trips in Northern Ireland			
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	2.177	2.317	+6.43%
Holiday	1.523	1.604	+5.32%
1-3 Nights	1.081	1.249	+15.54%
4+ nights	0.443	0.355	-19.86%
VFR	0.293	0.358	+22.18%
Business/work	0.331	0.295	-10.88%

### Tourism Trips taken in Scotland

During 2009, trips to Scotland increased by +3% compared to the previous 12 months with nights and expenditure recording a +4% increase and -3% decrease respectively. Although reporting an increase in trips on the previous year, Scotland recorded the lowest percentage increase in trips of all four constituent countries within the UK during the year. This is likely to have been caused by a reduction in the number of English visitors throughout the year as people took holiday trips closer to home. This localisation of holidays will have hit Scotland hardest given its relative distance from the large population base located in the southern half of England.

Table 9 – Tourism Trips taken in Scotland			
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change
Trips (Millions)	12.145	12.465	+2.63%
Nights (Millions)	44.187	46.075	+4.27%
Spending (£Millions)	£2,812	£2,736	-2.70%
Av. Nights per trip	3.64	3.70	+1.60%
Av. Spend per trip	£232	£219	-5.20%
Av. Spend per night	£64	£59	-6.69%

### Purpose of Domestic Trips in Scotland

In terms of trip purpose, the largest fall in Scotland relative to the same period in 2008 was in VFR tourism – this decreased by -15% to 1.4 million trips (as illustrated in Table 10 below). In contrast, 1-3 night holiday trips increased by +13% compared to 2008 – this is likely to be due to an increase in Scots taking shorter domestic trips closer to home.

Table 10 – Purpose of Domestic Trips in Scotland			
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	12.145	12.465	+2.63%
Holiday	8.287	8.854	+6.84%
1-3 Nights	4.791	5.412	+12.96%
4+ nights	3.496	3.441	-1.57%
VFR	1.603	1.368	-14.66%
Business/work	1.926	2.049	+6.39%



## Tourism Trips taken in Wales

UK tourism in Wales recorded a stronger 2009 following a challenging couple of years, with increases recorded for trips (+5%) and nights (+3). Spend remained at 2008 levels at £1.4 billion. Average nights per trip, average spend per trip and average spend per night all reported decreases of -2%, -5% and -3% respectively.

Table 11 – Tourism Trips taken in Wales

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change
Trips (Millions)	8.489	8.949	+5.42%
Nights (Millions)	31.901	32.880	+3.07%
Spending (£Millions)	£1,411	£1,413	+0.14%
Av. Nights per trip	3.76	3.67	-2.23%
Av. Spend per trip	£166	£158	-5.01%
Av. Spend per night	£44	£43	-2.84%

## Purpose of Domestic Trips in Wales

When purpose of trip is examined within Wales, the overall increase in trips during the year is due to a substantial increase in 4+ night holidays (+16%) – helped by a large increase in the number of English visitors.

Table 12 – Purpose of Domestic Trips in Wales

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	8.489	8.949	+5.42%
Holiday	6.564	6.984	+6.40%
1-3 Nights	3.865	3.842	-0.60%
4+ nights	2.699	3.141	+16.38%
VFR	0.847	0.953	+12.51%
Business/work	0.852	0.681	-20.07%

## UKTS results in context

The findings above reflect a more positive year for the UK tourism industry that could be attributed to a number of factors, such as the improving economic picture, and less concern about rising fuel and living costs when compared to the latter part of 2008. 2009 was not without its challenges however, with the economic climate still very much a topical issue. The weather was also unpredictable throughout the year; in particular, the summer floods in some Western parts of England and

Wales, and the heavy snow across the UK in the latter half of December. These are likely to have impacted on tourism.

At a monthly level, following a slow start to the year in Quarter 1, month-on-month increases were reported for all months at a UK level for domestic trips (see Figure 1). This was due to a substantial increase in demand for domestic holiday trips, particularly during the peak summer months of July and August, as illustrated in Figure 2 below. This localisation of holiday trips was particularly evident in England and Scotland, as people took holidays closer to home. As an example, holiday trips to seaside locations increased by 20% in England during the year.

Figure 1 – Month on month, 2009 vs. 2008 – Domestic Trips in the UK

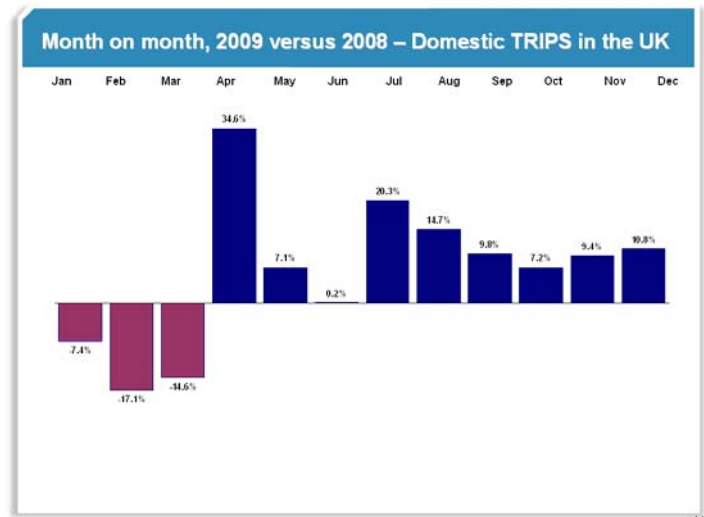
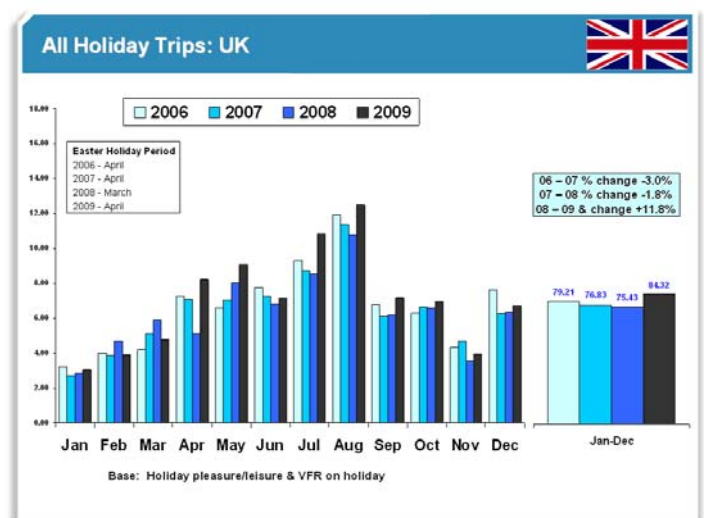


Figure 2 – All Holiday Trips in the UK – 2006 – 2009 Monthly/Yearly Trend



## Completing the Picture

Adding further context, whilst domestic holiday trips have increased substantially during 2009, there has been a corresponding fall in demand in both inbound and outbound visits abroad by UK residents. The provisional International Passenger Survey (IPS) statistics for 2009 are as follows:

	% change
Visits to the UK by overseas residents	-7%
Visits abroad by UK residents	-15%

This would suggest that a greater proportion of the UK population went on holiday within the UK rather than going abroad in 2009.

As we go through 2010, it will be interesting to see if domestic tourism can continue to record this upward trend, particularly in light of the extreme weather conditions at the start of the year when many areas experienced heavy snowfall, the continuing effects of the recession, and the problems associated with the volcanic ash cloud during April and May. The world cup in June may also have a negative impact on holiday tourism in some parts of the UK during June.

## 2009 – Full Year Summary

### Tourism volumes & values in 2009

In 2009, UK residents are estimated to have taken around 126 million trips of one night or more within the UK. These trips involved a total of 399 million nights away from home, resulting in an average tourism trip length of 3.2 nights.

Tourism expenditure on these domestic trips was £22 billion, representing an average spend of £174 per trip and £55 per night away from home.

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

In 2009, the average UK adult resident:

- took 2.1 tourism trips of one night or more away from home within the UK
- stayed away from home for 6.6 nights in total on tourism trips in the UK
- spent £363 in total on domestic tourism trips.

## Tourism Destinations

This section looks in detail at tourism in the UK, and contrasts the performance of England, Northern Ireland, Scotland and Wales as destinations.

Of the 126 million trips taken in the UK in 2009, just over four-fifths (82%) were taken in England with almost 103 million trips. Scotland, with 12.5 million trips had a 10% share, Wales with 8.9 million trips had a 7% share, and Northern Ireland, with 2.3 million trips, had a 2% share.

Table 13 – Tourism Trips in the UK by country

Destination	Trips	
	Millions	Share of Trips %
UK Total	126.006	100%
England	102.949	82%
Northern Ireland	2.317	2%
Scotland	12.465	10%
Wales	8.949	7%

Clearly, these shares are a reflection of the respective populations of the different countries, so it is helpful to factor this into the analysis.

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 (82%) is lower than its share of total population (84%). Northern Ireland accounts for 3% of the UK population, but 2% of the trips.

In contrast, Scotland and Wales both have a higher share of tourism trips than of total population.

Table 14 – Tourism Trips compared with population

Destination	Population:		Trips:	
	Millions	%	Millions	%
UK Total	61.393	100%	126.006	100%
England	51.460	84%	102.949	82%
Northern Ireland	1.775	3%	2.317	2%
Scotland	5.169	8%	12.465	10%
Wales	2.990	5%	8.949	7%

Source: 2008-based national population projections, Office for National Statistics

Tourism trips in Scotland and Wales tend to be longer in duration than trips in England and Northern Ireland (both 3.7 nights respectively per trip for Scotland and Wales compared to 3.0 nights per trip respectively for trips in

England and Northern Ireland). As a result, Scotland and Wales have higher shares of nights than trips.

Table 15 – Tourism Nights in UK by country

	Nights	Share of Nights	Av. nights per trip
Destination	Millions	%	No.
UK Total	398.749	100%	3.16
England	312.914	78%	3.04
Northern Ireland	6.881	2%	2.97
Scotland	46.075	12%	3.70
Wales	32.880	8%	3.67

Turning to spending, the average spend per trip is higher in Scotland and Northern Ireland than in England and Wales. Trips in Scotland have an average spend of £219 and Northern Ireland £195, well above the UK average of £174. England and Wales have broadly similar 'per trip' spending levels - £168 and £158 respectively.

The higher than average spending in Scotland is largely a reflection of the longer trip length that was discussed earlier. In addition however, the level of spending per night in Scotland is slightly above the UK average (£59 compared with the UK average of £55). The average spend per night in Northern Ireland (£66) is even higher than that recorded for Scotland but this should be viewed with caution due to the relatively low sample size.

In contrast, the low average spend on trips in Wales is driven by a low level of spending per night (£43 per night compared with the UK average of £55).

Table 16 – Tourism Spending in UK by country

	Spending	Share of Spending	Av. Spend per trip	Av. Spend per night
Destination	£Million	%	£	£
UK Total	£21,881	100%	£174	£55
England	£17,281	79%	£168	£55
Northern Ireland	£452	2%	£195	£66
Scotland	£2,736	13%	£219	£59
Wales	£1,413	6%	£158	£43

The end result is that Scotland and Wales have a higher share of tourism spending compared to their population base. For England and Northern Ireland however, their respective shares of tourism by UK residents, on all

measures, are below the population shares of each country.

## Purpose by Destination

This section looks at the primary purpose of tourism trips taken by UK residents within the UK in 2009 – be this for a holiday, visiting friends & relatives or travelling for business & work.

It was noted earlier (Table 13) that England is the destination for four-fifths (82%) of all UK trips, but that this is lower than its share of the population (84%). The same was the case for Northern Ireland (3% of the population compared to 2% of trips). In contrast, Scotland and Wales have a higher share of trips than population.

Looking at the types of trips taken in each country, although the overall pattern is fairly similar, there are some important differences.

First of all, holiday trips make up a greater percentage of all trips in Wales than is the case for the other countries (78% compared to 71% for Scotland, 69% for Northern Ireland and 65% for England). Holidays of 4 or more nights account for over a third of Wales' trips (35%) and 28% of Scottish trips. For England and Northern Ireland however, the shares are 22% and 15% respectively. Short holidays of 1-3 nights' duration were especially common in Northern Ireland (54% of all trips) compared with 44% in England and 43% in Scotland and Wales.

Business trips are much less common in Wales, with less than one in ten (8%) of domestic trips taken for this purpose compared with 16% in Scotland and 15% in England. VFR non-holiday trips were slightly more common in England than elsewhere (18%) compared with 15% in Northern Ireland and 11% in Wales and Scotland.

Table 17 – Trips in UK by purpose				
	England	Northern Ireland	Scotland	Wales
Purpose	Millions	Millions	Millions	Millions
Total	102.949	2.317	12.465	8.949
Holiday	67.354	1.604	8.854	6.984
1-3 nights	45.018	1.249	5.412	3.842
4+ nights	22.336	0.355	3.441	3.141
VFR	18.146	0.358	1.368	0.953
Business/work	15.027	0.295	2.049	0.681
Purpose	% Share	% Share	% Share	% Share
Total	100%	100%	100%	100%
Holiday	65%	69%	71%	78%
1-3 nights	44%	54%	43%	43%
4+ nights	22%	15%	28%	35%
VFR	18%	15%	11%	11%
Business/work	15%	13%	16%	8%

Turning now to bednights, there are similarities with the analysis of trips across the different countries. We noted earlier that Scotland and Wales have a slightly higher share of nights than of trips, driven by a longer average trip length (both 3.7 nights respectively vs. 3.0 nights per trip for trips to both Northern Ireland and England). This longer average trip length comes largely from the higher share accounted for by long holidays in Scotland and Wales.

Table 18 – Nights in UK by purpose				
	England	Northern Ireland	Scotland	Wales
Purpose	Millions	Millions	Millions	Millions
Total	312.914	6.881	46.075	32.880
Holiday	230.485	4.996	35.504	27.541
1-3 nights	84.762	2.463	10.608	7.756
4+ nights	145.723	2.532	24.896	19.785
VFR	42.244	0.942	4.221	2.264
Business/work	33.633	0.774	5.805	1.969
Purpose	% Share	% Share	% Share	% Share
Total	100%	100%	100%	100%
Holiday	74%	73%	77%	84%
1-3 nights	27%	35%	23%	23%
4+ nights	47%	37%	54%	60%
VFR	14%	14%	9%	7%
Business/work	11%	11%	13%	6%

Table 19 illustrates how the share of spending varies in each country by purpose of trip. The survey findings reveal that spending follows a similar pattern to those described for trips and bednights (Tables 17 and 18 respectively).

Table 19 – Spending in UK by purpose				
	England	Northern Ireland	Scotland	Wales
Purpose	£Millions	£Millions	£Millions	£Millions
Total	£17,281	£452	£2,736	£1,413
Holiday	£11,847	£295	£1,900	£1,153
1-3 nights	£6,190	£209	£915	£460
4+ nights	£5,657	£86	£984	£693
VFR	£1,575	£60	£197	£93
Business/work	£3,516	£82	£601	£138
Purpose	% Share	% Share	% Share	% Share
Total	100%	100%	100%	100%
Holiday	69%	65%	69%	82%
1-3 nights	36%	46%	33%	33%
4+ nights	33%	19%	36%	49%
VFR	9%	13%	7%	7%
Business/work	20%	18%	22%	10%

## Origin & Destination of Trips

So far, this report has looked at the destination of trips. This section now looks at the origin of trips – the UK countries in which those who are taking the tourist trips are normally resident.

Of the 126.0 million trips taken in the UK in 2009, 108.1 million were taken by English residents, 10.2 million by residents of Scotland, 5.2 million by Welsh residents and 2.5 million by Northern Ireland residents.

The proportion of trips taken is very similar to the proportion of the population living in the four countries, with residents of England just taking slightly more than their 'share' of the population. This is reflected in the number of trips taken by the average resident of each country. Residents of England took an average of 2.1 domestic trips in 2009 – a slightly higher proportion than amongst Scottish residents (2.0), Welsh residents (1.8) and Northern Ireland residents (1.5).

Table 20 – Trips taken by country of residence

	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Trips taken (Million)	126.006	108.079	2.539	10.201	5.187
Share of trips taken (%)	100%	86%	2%	8%	4%
Resident Population (Million)	60.21	50.43	1.72	5.1	2.96
Share of Population (%)	100%	84%	3%	8%	5%
Av. No. of Trips taken per resident	2.09	2.14	1.48	2.00	1.75

When it comes to spending nights away from home, English residents tended to take slightly more on average than the residents of the other countries (6.8 compared to 6.4 for Scottish residents, 5.5 for Welsh residents and 4.3 for Northern Ireland residents). In terms of average spend on domestic tourism by origin; Scottish residents spent the most at £401, followed by Northern Ireland residents (£378), English (£363) and the Welsh (£299).

Table 21 – Nights taken & spending by country of residence

	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Nights away (Million)	398.749	342.347	7.377	32.869	16.156
Av. No. of Nights taken per resident	6.62	6.79	4.29	6.44	5.46
Spending (£ Million)	£21,881	£18,302	£650	£2,043	£886
Av. Spending per resident (£)	£363	£363	£378	£401	£299

Looking at the relationship between the country of origin and the country of destination, table 22 outlines the pattern in terms of numbers of trips. Note: a small number of tourist trips have more than one destination – for example a holiday to more than one country, or an overnight stay in one country en route to another.

Table 22 – Destination of trip by country of residence (Number)

Trips	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	Million	Million	Million	Million	Million
UK Total	126.006	108.079	2.539	10.201	5.187
England	102.949	94.862	0.700	4.035	3.352
N Ireland	2.317	0.730	1.375	0.206	0.006
Scotland	12.465	6.008	0.424	5.841	0.192
Wales	8.949	7.077	0.059	0.155	1.659

As with last year's report, there were major variations in the UK destinations visited by origin. Not surprisingly, the vast majority of English residents took trips in England itself (88%). Similarly, the majority of Scots trips were taken in Scotland (57%), and the largest proportion of Northern Irish trips were taken within the Province (54%). A notable exception however was the Welsh – the majority of domestic trips taken by Welsh residents were in England (65%) with a third being taken within Wales (32%).

Table 23 – Destination of trip by residence (Share by Origin)

Destination	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	%	%	%	%	%
UK Total	100%	100%	100%	100%	100%
England	82%	88%	28%	40%	65%
N Ireland	2%	1%	54%	2%	0%
Scotland	10%	6%	17%	57%	4%
Wales	7%	7%	2%	2%	32%

Another means of analysing this information is in terms of the country of origin split within each destination (see below). This illustrates that trips taken in England were dominated by English residents (92%). The much larger size of England in relation to the other constituent countries of the UK accounts for England's pre-eminent position as a domestic tourism generator for the other parts of the UK: 79% of visitors to Wales were from England, as were just under half of the trips made in Scotland (48%) and a third of the trips in Northern Ireland (32%).

Row percentages	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination					
UK Total	100%	86%	2%	8%	4%
England	100%	92%	1%	4%	3%
N Ireland	100%	32%	59%	9%	0%
Scotland	100%	48%	3%	47%	2%
Wales	100%	79%	1%	2%	19%

Row percentages	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination					
UK Total	100%	86%	2%	8%	4%
England	100%	91%	1%	5%	3%
N Ireland	100%	46%	43%	11%	0%
Scotland	100%	59%	3%	36%	3%
Wales	100%	83%	1%	1%	15%

As illustrated in the tables below and overleaf, the patterns are very similar in terms of both nights and spending when looking at share by destination:

- The English generate 92% of the trips, 91% of the nights and 89% of the spending on domestic trips taken in England
- In terms of trips in Northern Ireland, home residents account for 59% of trips, 43% of nights and 42% of domestic spending.
- For the Scots, the equivalent figures for trips in Scotland are 47% of trips, 36% of nights and 32% of spending
- And for the Welsh, the proportions are 19%, 15% and 13% respectively.

The proportions are lower in each case 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 other than their own will invariably account for a higher proportion of nights and spending than of trips.

Nights	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	Million	Million	Million	Million	Million
UK Total	398.749	342.347	7.377	32.869	16.156
England	312.914	284.909	2.837	15.118	10.050
N Ireland	6.881	3.187	2.957	0.732	0.006
Scotland	46.075	26.987	1.286	16.588	1.214
Wales	32.880	27.265	0.298	0.431	4.886

Spend	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	£ Mill	£ Mill	£ Mill	£ Mill	£ Mill
UK Total	£21,881	£18,302	£650	£2,043	£886
England	£17,281	£15,295	£264	£1,081	£641
N Ireland	£452	£205	£192	£52	£2
Scotland	£2,736	£1,612	£176	£886	£61
Wales	£1,413	£1,190	£17	£25	£182

Row percentages	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination					
UK Total	100%	84%	3%	9%	4%
England	100%	89%	2%	6%	4%
N Ireland	100%	45%	42%	12%	0%
Scotland	100%	59%	6%	32%	2%
Wales	100%	84%	1%	2%	13%

Finally, table 29 presents an interesting analysis of the extent to which each UK country is a net 'winner' or 'loser' in terms of domestic tourism. For example, if country X generates 10 trips by its residents which are taken outside of country X in countries Y and Z, but 12 trips come in from these countries to country X, then it has a net gain of 2 trips.

As can be seen below, both Scotland and Wales gain more in domestic tourism trips, nights and expenditure from elsewhere in the UK than 'leaks' out. The reverse is the case for England and Northern Ireland.

Table 29 – Net Gains/Losses of Domestic Tourism			
	Trips	Nights	Spend
Purpose	Millions	Millions	£Millions
England	- 5.13	- 29.43	- £1,021
Northern Ireland	- 0.22	-0.50	- £198
Scotland	+ 2.26	+ 13.21	+ £693
Wales	+ 3.76	+ 16.72	+ £527

## Table 1 – ALL TOURISM IN THE UNITED KINGDOM

- UK residents made an estimated 126 million trips in the UK in 2009, representing 399 million bed nights and £22 billion in spending.
- Holidays are the main purpose of trips taken (67% of all trips) and are even more important in terms of nights (75%) and spending (69%).
- Visits to friends and relatives (VFR) for mainly holiday trips account for one in five trips and nights away (19%) but are less important in terms of spending (12%).
- Business and work is the main purpose for around one in seven trips (15%) accounting for one in ten nights (11%). These are higher spending trips, accounting for a fifth (20%) of all tourism spending.
- Friends' and relatives' homes (including own second homes) are a widely used type of accommodation accounting for over four in ten of all trips (42%). This reflects not only visits to friends and relatives as such, but also holidays spent staying with friends and relatives. With no real accommodation costs, trips staying at friends' and relatives' homes account for less than a quarter (23%) of spending on all tourism trips.
- Commercial accommodation is used on almost three-fifths of trips (57%), but these trips represent a much higher share of spending (76%).
- Commercial accommodation is mainly serviced (37% of trips) where trips tend to be shorter in duration (27% of nights) but higher spending (52%). Hotels, motels and guest houses are the principal types of serviced accommodation used (33% of trips, 23% of nights and 46% of spending).
- Self catering rented accommodation is used on a lower volume of trips (18%), but these trips are longer (27% of nights) and slightly above average in terms of spending (21%).
- The car is the dominant form of transport with 73% of trips using a private car for the longest part of the journey from home to the destination.
- Firm bookings are made before the trip for half of all trips (50%), but this figure reflects the high level of staying at friends and relatives' homes and using personal transport, where advance booking is less relevant.
- Large cities/large towns (39%) are the major destinations of tourism trips, followed by small towns (23%), the seaside (21%) and countryside/villages (19%).

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2008	117.72	95.53	12.15	8.49	378.4	295.4	44.2	31.9	21,107	16,433	2,812	1,411
ALL TOURISM – 2009	126.01	102.95	12.47	8.95	398.7	312.9	46.1	32.9	£21,881	£17,281	£2,736	£1,413
PURPOSE	%	%	%	%	%	%	%	%	%	%	%	%
Leisure	83	83	82	89	87	87	86	91	78	78	77	88
Holiday (total)	67	65	71	78	75	74	77	84	69	69	69	82
Holiday / pleasure / leisure	48	46	56	63	56	54	59	69	58	56	60	71
Visiting friends & relatives – mainly holiday	19	19	15	16	19	19	18	14	12	12	9	11
Visiting friends & relatives – mainly other	16	18	11	11	12	14	9	7	9	9	7	7
Visiting friends or relatives (total)	35	37	26	26	32	33	27	21	21	21	17	18
Business (total)	15	15	17	8	11	11	13	7	20	21	22	10
Business travel	14	15	16	8	11	11	13	6	20	20	22	10
To attend a conference	1	1	1	1	1	1	2	1	2	2	1	2
To attend an exhibition/trade show	1	1	*	*	*	*	*	*	1	1	*	*
To do paid work/on business	12	13	15	6	9	9	11	5	17	17	20	8
Travel/transport is my work	*	*	*	1	*	*	*	1	*	*	1	1
School trip	*	*	*	2	*	*	*	2	*	*	*	1
Other reason	2	2	1	1	1	2	1	1	1	1	1	1



TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2008	117.72	95.53	12.15	8.49	378.4	295.4	44.2	31.9	21,107	16,433	2,812	1,411
ALL TOURISM – 2009	126.01	102.95	12.47	8.95	398.7	312.9	46.1	32.9	£21,881	£17,281	£2,736	£1,413
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	57	56	64	60	56	56	57	59	76	76	79	74
Serviced rented accommodation (sub-total)	37	37	44	27	27	27	31	18	52	52	58	37
Hotel/ motel/ guest house (sub-total 2)	33	33	39	21	23	23	27	13	46	46	51	28
Hotel/ Motel	31	31	37	19	21	22	25	11	44	45	49	25
Guest house	2	1	2	2	2	2	2	2	2	2	3	4
Paying guest (sub-total 2)	5	4	6	6	4	4	4	5	6	6	6	9
Farmhouse	1	1	*	1	1	1	1	2	1	1	1	3
Bed & Breakfast	4	4	5	5	3	3	3	3	5	5	6	6
Self-catering rented accommodation (sub-total)	18	17	18	30	27	27	24	38	21	21	18	35
Self catering in rented flat/apartment	2	2	2	3	3	3	3	4	3	3	3	4
Self catering in rented house/chalet/villa/bungalow/cottage	4	4	5	7	7	7	9	11	7	7	8	13
Holiday camp/ village-self catering	1	1	1	2	2	2	1	2	2	2	1	2
Camping	4	4	4	8	5	5	4	7	3	3	2	4
Caravan-towed/ campervan/ motorcaravan/ motorhome	4	4	3	6	6	6	5	7	3	3	2	5
Caravan- static not owned	3	3	2	6	5	5	3	8	4	4	3	7
Hostel (sub-total)	1	1	2	2	1	1	2	1	1	1	2	1
Hostel - official/group	*	*	1	1	*	*	1	*	*	*	1	1
Hostel - independent	1	1	1	2	1	*	1	1	1	1	1	1
Holiday camp/ village-serviced	*	1	*	*	1	1	*	*	1	1	*	*
University/ School	*	*	*	1	1	1	1	1	*	*	*	*
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	37	37	44	27	27	27	31	18	52	52	58	37
Other rented accommodation (EU definition sub-total)	15	14	13	24	19	19	15	26	14	14	10	20
Own home/ friend's home / relative's home (total)	42	43	36	40	41	41	39	38	23	22	20	24
Friend's home	15	16	13	11	11	11	11	9	8	8	7	8
Relative's home	23	24	20	18	24	25	24	16	12	12	11	9
Own second home/timeshare	1	1	2	1	1	1	2	2	1	1	2	1
Caravan- static owned	3	3	3	10	4	4	2	12	2	2	1	7
Boat(s)	1	1	*	*	1	1	1	1	1	1	1	1
Sleeper cab of lorry/truck	*	*	1	*	*	*	*	*	*	*	*	*
Transit	*	*	*	*	*	*	*	*	*	*	*	*
Other	1	1	1	2	2	2	2	2	1	1	*	1

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2008	117.72	95.53	12.15	8.49	378.4	295.4	44.2	31.9	21,107	16,433	2,812	1,411
ALL TOURISM – 2009	126.01	102.95	12.47	8.95	398.7	312.9	46.1	32.9	£21,881	£17,281	£2,736	£1,413
<b>MAIN MODE OF TRANSPORT USED</b>												
<b>Public transport</b>	<b>19</b>	<b>18</b>	<b>27</b>	<b>10</b>	<b>18</b>	<b>17</b>	<b>27</b>	<b>10</b>	<b>22</b>	<b>21</b>	<b>33</b>	<b>10</b>
Train	12	13	13	7	11	12	13	7	13	14	12	6
Regular bus/ coach	3	3	4	2	3	3	4	1	2	2	3	2
Sea/ air	4	3	10	1	4	3	11	1	7	5	17	2
Plane	3	2	9	1	4	2	10	1	6	4	16	2
Boat/ ship/ ferry	*	*	1	*	1	*	1	*	1	*	1	*
<b>Personal transport</b>	<b>76</b>	<b>77</b>	<b>67</b>	<b>86</b>	<b>77</b>	<b>78</b>	<b>66</b>	<b>85</b>	<b>71</b>	<b>73</b>	<b>60</b>	<b>86</b>
Car	75	75	65	84	75	76	65	82	70	72	59	84
Car - own/ friend's/ firm's	73	74	64	83	73	75	63	81	69	70	57	82
Car - hired	2	2	1	1	2	2	2	1	2	2	2	2
Motorised caravan/ camper/ dormobile	1	1	1	2	1	1	1	3	1	1	1	1
Motor cycle	*	*	*	*	*	*	*	*	*	*	*	*
Bicycle	*	*	*	*	*	*	*	*	9	*	9	1
Others	5	5	6	4	5	5	6	6	6	6	7	5
Organised coach tour	2	2	3	2	3	2	4	2	3	3	5	2
Hitch-hiking (in any vehicle)	-	-	-	-	-	-	-	-	-	-	-	-
Walked/ on foot	*	*	*	1	*	*	*	1	*	*	*	*
Lorry/ truck/ van	1	1	2	1	1	1	2	1	2	2	2	1
Minibus	1	1	1	1	1	1	*	1	1	1	*	*
Other	*	*	*	*	*	*	*	1	*	*	*	*
<b>COUNTRY OF RESIDENCE</b>												
England	86	92	48	79	86	91	59	83	84	89	59	84
Scotland	8	4	47	2	8	5	36	1	9	6	32	2
Wales	4	3	2	19	4	3	3	15	4	4	2	13
Northern Ireland	2	1	3	1	2	1	3	1	3	2	6	1
<b>HOW TRIP BOOKED</b>												
<b>Firm booking</b>	<b>50</b>	<b>50</b>	<b>55</b>	<b>48</b>	<b>52</b>	<b>51</b>	<b>55</b>	<b>49</b>	<b>65</b>	<b>65</b>	<b>68</b>	<b>61</b>
High street or on-line travel agent	3	3	4	2	3	3	4	2	5	5	6	2
Directly with a tour operator	4	4	5	6	6	5	6	7	6	6	6	11
Directly with accommodation provider	31	31	31	30	30	31	30	29	40	41	38	36
Directly with a transport provider	8	8	13	4	9	8	13	4	11	10	18	4
Directly with a Tourist Board / TIC	1	1	1	1	1	1	1	2	1	1	1	1
Booked online	29	28	32	27	29	28	33	28	39	38	44	36
Through some other source	3	3	3	5	4	4	3	5	4	4	3	5
Did not make firm bookings before trip	43	44	38	45	41	42	38	43	28	28	26	32
Don't Know	7	7	7	7	7	7	7	8	7	7	6	7

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2008	117.72	95.53	12.15	8.49	378.4	295.4	44.2	31.9	21,107	16,433	2,812	1,411
ALL TOURISM – 2009	126.01	102.95	12.47	8.95	398.7	312.9	46.1	32.9	£21,881	£17,281	£2,736	£1,413
<b>WHETHER BOOKED ONLINE</b>												
Booked online	29	28	32	27	29	28	33	28	39	38	44	36
Not booked online	71	72	68	73	71	72	67	72	61	62	56	64
<b>PACKAGE TRIP</b>												
Package trip	5	4	7	4	5	5	7	4	7	7	10	6
Not a package trip	95	95	93	95	95	95	93	95	92	93	89	94
Don't Know	*	*	*	1	*	*	*	1	*	*	*	1
<b>TYPE OF LOCATION STAYED AT</b>												
Seaside	21	21	14	37	27	27	16	42	24	24	13	43
Large city / large town	39	41	43	18	30	31	33	11	39	40	44	14
Small town	23	23	26	24	22	21	23	22	20	19	21	20
Countryside / village	19	19	23	25	21	20	28	25	18	17	21	23
<b>MONTH TRIP STARTED</b>												
January 2009	5	5	5	3	4	4	4	2	4	4	6	2
February 2009	6	6	5	4	5	5	4	3	5	6	5	4
March 2009	7	7	6	5	6	6	5	5	6	6	6	4
April 2009	9	9	9	9	9	9	9	9	9	9	8	8
May 2009	10	10	11	11	10	10	9	11	10	10	10	11
June 2009	9	9	8	9	9	9	7	9	10	10	9	10
July 2009	11	11	12	14	14	14	16	17	13	12	13	16
August 2009	13	12	13	19	16	15	20	24	14	13	15	21
September 2009	8	8	10	8	8	8	8	8	9	8	10	9
October 2009	8	9	8	8	8	8	8	7	8	8	8	8
November 2009	6	6	5	3	4	4	3	1	5	5	5	3
December 2009	9	9	7	7	8	8	7	5	7	7	6	4
<b>DURATION OF TRIP</b>												
1 night	30	31	23	19	n/a	n/a	n/a	n/a	19	20	14	10
2 nights	27	27	26	25	n/a	n/a	n/a	n/a	23	24	21	20
3 nights	15	15	15	16	n/a	n/a	n/a	n/a	16	15	17	15
4 nights	9	9	11	13	n/a	n/a	n/a	n/a	12	11	15	14
5 nights	5	5	6	7	n/a	n/a	n/a	n/a	6	5	6	7
6 nights	3	3	4	5	n/a	n/a	n/a	n/a	4	4	4	7
7 nights	7	6	7	10	n/a	n/a	n/a	n/a	11	10	12	16
1-3 nights	72	73	65	59	n/a	n/a	n/a	n/a	58	60	52	45
4-7 nights	24	23	27	34	n/a	n/a	n/a	n/a	33	31	37	44
8+ nights	5	4	8	6	n/a	n/a	n/a	n/a	9	9	11	10
Average duration of trip (nights)	3.16	3.07	3.80	3.77	n/a	n/a	n/a	n/a	4.14	4.05	4.41	4.78

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2008	117.72	95.53	12.15	8.49	378.4	295.4	44.2	31.9	21,107	16,433	2,812	1,411
ALL TOURISM – 2009	126.01	102.95	12.47	8.95	398.7	312.9	46.1	32.9	£21,881	£17,281	£2,736	£1,413
<b>CHILDREN IN HOUSEHOLD</b>												
Yes	32	32	31	36	33	32	35	38	28	28	25	31
No	68	68	69	64	67	68	65	62	72	72	75	69
<b>SOCIO-ECONOMIC GROUP</b>												
AB (Professional and managerial)	36	36	37	31	34	34	39	28	39	39	41	31
C1 (Clerical and supervisory)	32	32	30	36	32	31	28	38	33	33	31	39
C2 (Skilled manual)	17	17	16	17	17	17	14	17	15	15	14	16
DE (Unskilled, state pensioners etc.)	15	15	17	16	18	18	19	17	13	13	13	13
<b>AGE OF RESPONDENT</b>												
16-24	12	12	10	12	11	11	8	11	10	10	7	12
25-34	17	18	17	15	16	16	14	13	17	17	17	13
35-44	25	24	24	28	23	23	25	28	24	24	24	24
45-54	18	17	21	19	17	16	21	19	20	20	23	19
55-64	16	16	16	14	16	17	16	14	17	17	16	17
65+	13	13	12	12	17	18	15	16	13	13	12	15
<b>LIFECYCLE OF RESPONDENT</b>												
Age 16-34, unmarried, no children	15	15	13	14	13	13	10	12	14	13	13	15
Age 16-34, married, no children	6	6	6	5	5	5	5	3	6	6	6	4
Age 16-34, with children	9	9	8	9	9	9	8	8	7	7	5	6
Age 35-54, no children	20	19	22	20	17	17	19	18	24	23	27	20
Age 35-54, with children	22	22	23	27	23	22	27	29	21	21	20	24
Age 55+	29	29	28	26	33	34	32	30	30	30	29	31

## Table 2a – HOLIDAY TRIPS (INCLUDING HOLIDAY VFR TRIPS) IN THE UNITED KINGDOM

- The tables below include visits to friends and relatives which are described by the respondent as being mainly a holiday rather than for some other reason.
- UK residents made 84 million holiday trips in the UK in 2009, representing 299 million nights and over £15 billion in spending.
- Own homes and friends' or relatives' homes are widely used for holidays, accounting for two in five trips (40%). They are more often used for short holidays of 1-3 nights (41%) than for long holidays of 4 nights or more (37%).
- The commercial accommodation sector accounts for three in five holiday trips (61%), with its share being higher for long trips (65%) than for short trips (58%). The pattern is very different between the serviced accommodation sector (principally hotels) and self-catering (mainly cottages and caravans).
- Serviced rented accommodation covers one-third of holiday trips (34%) but tends to be used more for short trips (40%) than for long trips (22%). In contrast, self-catering which also covers 26% of holiday trips is more often used on long holidays (43%) than on short holidays (16%).
- The car is the dominant mode of transport used for the longest part of the journey to the destination (78%). Public transport is used for 16% of holiday trips.
- Firm bookings were made before going on holiday for just over half of holiday trips (53%) and even more so on longer holidays (59%). This reflects the widespread use of friends' and relatives' homes and of private cars where advance booking is less relevant.
- Holiday trips are taken to a wide range of destinations – in large cities and towns (32% of all trips), at the seaside (28%), with small towns and the countryside/villages both accounting for 22% each.
- Large cities and towns are more popular for short trips where they are clearly the leading type of destination (38% of all short holiday trips). In contrast, the seaside is more popular for long holiday trips (41% of all long holidays).

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2008	75.43	59.50	8.29	6.56	49.84	40.21	4.79	3.87	25.59	19.29	3.50	2.70
HOLIDAY TRIPS – 2009	84.32	67.35	8.85	6.98	55.45	45.02	5.41	3.84	28.87	22.34	3.44	3.14
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	61	60	64	63	58	57	63	61	65	66	65	66
Serviced rented accommodation (sub-total)	34	34	40	24	40	40	45	31	22	21	32	17
Hotel/ motel/ guest house (sub-total 2)	29	29	35	18	35	35	40	22	18	18	28	13
Hotel/ Motel	27	28	33	16	33	33	38	20	16	16	26	11
Guest house	2	2	2	2	2	2	2	2	2	2	3	2
Paying guest (sub-total 2)	5	5	6	6	5	5	6	9	4	4	6	4
Farmhouse	1	1	1	1	*	*	-	1	1	1	2	2
Bed & Breakfast	4	4	5	5	5	5	6	8	3	3	5	2
Self-catering rented accommodation (sub-total)	26	25	23	37	16	16	16	27	43	44	35	50
Self catering in rented flat/apartment	2	2	3	3	1	1	1	1	5	5	5	6
Self catering in rented house/chalet/villa/bungalow/cottage	6	5	7	8	2	2	3	4	12	12	14	14
Holiday camp/ village-self catering	2	2	1	2	1	1	1	1	3	4	1	3
Camping	6	6	5	9	6	6	6	11	6	6	3	6
Caravan-towed/ campervan/ motorcaravan/ motorhome	5	5	5	7	4	4	3	6	8	8	7	9
Caravan- static not owned	5	5	3	7	2	2	2	4	9	9	5	12

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2008	75.43	59.50	8.29	6.56	49.84	40.21	4.79	3.87	25.59	19.29	3.50	2.70
HOLIDAY TRIPS – 2009	84.32	67.35	8.85	6.98	55.45	45.02	5.41	3.84	28.87	22.34	3.44	3.14
<b>ACCOMMODATION USED (CONT)</b>	%	%	%	%	%	%	%	%	%	%	%	%
Hostel (Sub-total)	1	1	2	2	1	1	2	2	1	1	2	1
Hostel - official/group	*	*	1	1	*	*	1	1	*	*	2	*
Hostel - independent	1	1	1	1	1	1	2	2	*	*	1	*
Holiday camp/ village-serviced	1	1	*	*	*	*	-	*	1	2	*	1
University/ School	*	*	*	-	*	*	*	-	*	*	*	-
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	34	34	40	24	40	40	45	31	22	21	32	17
Other rented accommodation (EU definition)	20	20	16	28	15	15	15	25	29	30	19	32
Own home/ friend's home / relative's home	40	40	38	38	41	42	36	40	37	36	40	37
Friend's home	14	14	14	9	16	17	15	12	9	9	12	6
Relative's home	21	21	18	15	20	21	15	16	21	22	22	15
Own second home/timeshare	1	1	2	1	1	1	1	1	2	1	4	2
Caravan- static owned	5	4	4	12	4	3	5	11	6	5	2	14
Boat(s)	1	1	*	*	1	1	*	-	1	1	1	1
Sleeper cab of lorry/truck	*	-	*	-	-	-	-	-	*	-	*	-
Transit	*	*	*	*	*	*	*	*	*	*	-	*
Other	1	1	*	*	*	*	*	*	1	1	*	*

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2008	75.43	59.50	8.29	6.56	49.84	40.21	4.79	3.87	25.59	19.29	3.50	2.70
HOLIDAY TRIPS – 2009	84.32	67.35	8.85	6.98	55.45	45.02	5.41	3.84	28.87	22.34	3.44	3.14
<b>MAIN MODE OF TRANSPORT USED</b>												
<b>Public transport</b>	<b>16</b>	<b>15</b>	<b>24</b>	<b>7</b>	<b>16</b>	<b>16</b>	<b>24</b>	<b>8</b>	<b>14</b>	<b>13</b>	<b>24</b>	<b>7</b>
Train	10	11	12	5	11	12	14	5	8	8	8	5
Regular bus/ coach	3	3	4	2	3	3	3	2	3	3	6	1
Sea/ air	3	2	8	1	2	2	7	1	4	2	10	1
Plane	2	1	7	1	2	1	6	1	3	2	9	1
Boat/ ship/ ferry	*	*	1	*	*	*	1	-	1	1	1	*
<b>Personal transport</b>	<b>80</b>	<b>81</b>	<b>71</b>	<b>89</b>	<b>80</b>	<b>80</b>	<b>73</b>	<b>89</b>	<b>80</b>	<b>81</b>	<b>67</b>	<b>89</b>
Car	78	79	68	86	78	79	70	88	77	79	65	84
Car - own/ friend's/ firm's	77	77	67	85	77	77	69	86	76	78	63	84
Car - hired	1	1	1	1	1	1	1	2	1	1	2	1
Motorised caravan/ camper/ dormobile	2	2	2	2	1	1	2	1	2	2	1	4
Motor cycle	*	*	*	*	*	*	1	-	*	*	-	*
Bicycle	*	-	*	*	*	-	*	*	*	-	*	-
Others	4	4	5	4	3	3	3	3	6	6	9	5
Organised coach tour	3	3	4	2	2	2	2	1	5	5	7	3
Hitch-hiking (in any vehicle)	-	-	-	-	-	-	-	-	-	-	-	-
Walked/ on foot	*	*	*	1	*	*	*	1	*	*	-	*
Lorry/ truck/ van	*	*	*	*	*	*	*	*	*	*	1	*
Minibus	1	1	1	1	1	1	1	1	1	1	1	1
Other	*	*	*	*	*	*	-	-	*	*	*	*
<b>HOW TRIP BOOKED</b>												
<b>Firm booking</b>	<b>53</b>	<b>53</b>	<b>57</b>	<b>50</b>	<b>50</b>	<b>49</b>	<b>54</b>	<b>47</b>	<b>59</b>	<b>59</b>	<b>61</b>	<b>54</b>
High street or on-line travel agent	3	3	4	2	3	3	3	2	3	3	4	2
Directly with a tour operator	6	5	6	7	4	4	3	4	9	9	9	10
Directly with accommodation provider	33	34	33	30	34	34	35	30	32	33	30	30
Directly with a transport provider	7	7	12	3	7	7	11	4	8	7	13	3
Directly with a Tourist Board / TIC	1	1	1	2	1	1	1	1	1	1	1	3
Booked online	29	29	33	28	29	29	32	26	30	29	34	29
Through some other source	4	3	3	5	3	2	3	5	5	5	3	6
<b>Did not make firm bookings before trip</b>	<b>41</b>	<b>41</b>	<b>37</b>	<b>43</b>	<b>45</b>	<b>45</b>	<b>40</b>	<b>48</b>	<b>34</b>	<b>33</b>	<b>33</b>	<b>38</b>
Don't Know	6	6	6	7	6	6	6	5	7	8	6	8
<b>PACKAGE TRIP</b>												
Package trip	5	5	7	4	4	4	5	4	7	7	11	5
Not a package trip	94	94	92	95	95	95	95	96	92	93	89	95
Don't Know	*	*	*	1	*	*	1	1	*	*	*	*

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2008	75.43	59.50	8.29	6.56	49.84	40.21	4.79	3.87	25.59	19.29	3.50	2.70
HOLIDAY TRIPS – 2009	84.32	67.35	8.85	6.98	55.45	45.02	5.41	3.84	28.87	22.34	3.44	3.14
TYPE OF LOCATION STAYED AT												
Seaside	28	27	17	44	21	20	14	38	41	42	22	50
Large city / large town	32	33	37	12	38	40	43	15	19	20	29	9
Small town	22	21	25	22	22	21	24	22	22	21	27	23
Countryside / village	22	21	27	25	20	20	19	26	26	25	39	25
MONTH TRIP STARTED												
January 2009	4	4	4	2	5	4	6	4	2	2	2	1
February 2009	5	5	4	3	5	5	6	5	3	3	2	2
March 2009	6	6	5	4	7	7	6	5	4	4	4	3
April 2009	10	10	10	9	10	10	10	9	10	10	11	9
May 2009	11	11	11	13	11	11	12	14	10	10	8	11
June 2009	8	9	7	9	8	8	6	7	9	9	9	11
July 2009	13	13	13	15	11	11	12	14	16	16	16	16
August 2009	15	14	16	21	12	12	10	15	21	19	25	28
September 2009	8	8	10	8	8	8	11	7	9	9	9	8
October 2009	8	8	8	9	9	9	9	11	7	7	7	6
November 2009	5	5	5	2	6	6	5	3	3	3	3	*
December 2009	8	8	7	6	9	9	8	7	7	7	5	4
COUNTRY OF RESIDENCE												
England	85	92	43	79	84	93	30	74	87	91	64	86
Scotland	9	4	51	1	9	3	65	2	8	5	30	1
Wales	5	4	2	19	5	4	1	24	4	3	3	12
Northern Ireland	2	1	4	1	3	1	4	*	1	1	3	1
DURATION OF TRIP												
1 night	23	24	18	14	35	36	30	26	-	-	-	-
2 nights	27	26	27	24	40	40	44	44	-	-	-	-
3 nights	16	16	16	16	25	24	26	30	-	-	-	-
4 nights	11	10	10	13	-	-	-	-	31	31	25	30
5 nights	5	5	6	7	-	-	-	-	16	15	16	16
6 nights	4	4	4	6	-	-	-	-	11	11	11	13
7 nights	9	8	9	12	-	-	-	-	26	25	24	26
1-3 nights	66	67	61	55	100	100	100	100	-	-	-	-
4-7 nights	28	28	30	38	-	-	-	-	83	83	76	85
8+ nights	6	6	9	7	-	-	-	-	17	17	24	15
Average duration of trip (nights)	3.54	3.46	4.11	4.04	1.90	1.89	1.96	2.03	6.68	6.64	7.49	6.50



TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
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HOLIDAY TRIPS – 2009	84.32	67.35	8.85	6.98	55.45	45.02	5.41	3.84	28.87	22.34	3.44	3.14
<b>CHILDREN IN HOUSEHOLD</b>												
Yes	34	34	30	38	33	33	30	36	34	35	30	40
No	66	66	70	62	67	67	70	64	66	65	70	60
<b>SOCIO-ECONOMIC GROUP</b>												
AB (Professional and managerial)	33	34	35	30	35	36	32	32	31	31	41	28
C1 (Clerical and supervisory)	32	32	30	38	33	33	32	37	31	31	28	39
C2 (Skilled manual)	17	17	17	16	17	17	18	16	17	18	15	17
DE (Unskilled, state pensioners etc.)	17	17	17	16	15	15	17	15	20	21	16	16
<b>AGE OF RESPONDENT</b>												
16-24	11	11	10	12	12	12	13	14	8	8	6	8
25-34	17	17	15	14	18	18	18	16	14	15	11	11
35-44	25	25	23	29	26	26	23	28	23	22	23	29
45-54	17	16	20	19	18	18	20	20	15	14	19	17
55-64	16	16	17	15	15	15	16	13	18	18	20	17
65+	14	15	14	13	10	11	10	8	22	23	21	18
<b>LIFECYCLE OF RESPONDENT</b>												
Age 16-34, unmarried, no children	13	13	13	12	15	15	17	15	9	8	8	9
Age 16-34, married, no children	5	5	6	5	6	6	6	7	3	3	4	2
Age 16-34, with children	9	10	7	9	9	9	8	9	10	11	5	8
Age 35-54, no children	18	17	20	19	20	20	21	22	14	13	17	15
Age 35-54, with children	24	24	23	28	24	24	22	27	24	23	25	31
Age 55+	31	31	32	27	26	26	26	21	41	41	41	35

## Table 2b – HOLIDAY BEDNIGHTS IN THE UNITED KINGDOM

This section covers holiday tourism in terms of bednights. As evident in recent years, the overall pattern is very similar to that evident for trips, but some differences are highlighted below:

- Self-catering rented accommodation is slightly more important in terms of nights than in terms of trips (35% of nights compared with 26% of trips). This reflects the earlier finding that self-catering accommodation is used more for long holiday trips than for short holiday trips.
- Firm bookings are made before the trip for 55% of nights, slightly higher than for trips (53%), reflecting a greater tendency to pre-book for longer holidays.
- The seaside accounts for 33% of holiday nights, a higher proportion than in terms of trips (28%). In contrast, large cities and towns account for a lower proportion of nights compared to trips – 22% of nights versus 32% of trips.
- There is a strong summer seasonal peak in terms of nights, with 35% of nights taken in July and August. This compares to 28% of trips.

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY NIGHTS – 2008	266.9	201.8	33.5	26.0	95.1	75.6	9.6	7.9	171.8	126.1	23.9	18.1
HOLIDAY NIGHTS – 2009	298.5	230.5	35.5	27.5	105.6	84.8	10.6	7.8	192.9	145.7	24.9	19.8
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	60	60	59	62	59	58	64	61	61	61	57	62
Serviced rented accommodation (sub-total)	23	24	27	16	37	37	43	28	16	16	20	12
Hotel/ motel/ guest house (sub-total 2)	19	20	23	11	32	32	38	19	13	13	17	8
Hotel/ Motel	18	18	21	9	30	30	36	17	11	12	15	6
Guest house	2	2	2	2	2	2	2	2	1	1	2	2
Paying guest (sub-total 2)	4	4	4	5	5	5	5	9	3	3	3	3
Farmhouse	1	1	1	2	*	1	-	1	1	1	1	2
Bed & Breakfast	3	3	3	3	5	5	5	8	2	2	2	1
Self-catering rented accommodation (sub-total)	35	35	30	44	20	19	18	31	43	44	35	49
Self catering in rented flat/apartment	4	4	3	5	1	1	1	1	5	5	4	6
Self catering in rented house/chalet/villa/bungalow/cottage	9	9	11	12	3	3	4	4	12	12	13	15
Holiday camp/ village-self catering	2	3	1	2	2	2	1	2	3	3	1	2
Camping	6	6	5	8	7	6	6	12	5	6	4	6
Caravan-towed/ campervan/ motorcaravan/ motorhome	7	7	6	8	5	4	4	7	9	9	7	9
Caravan- static not owned	6	6	4	9	3	3	3	5	8	8	5	11
Hostel (Sub-total)	1	1	2	1	1	1	3	2	1	1	2	1
Hostel - official/group	*	*	1	*	*	*	1	1	*	*	1	*
Hostel - independent	1	*	1	1	1	1	2	1	*	*	1	1
Holiday camp/ village-serviced	1	1	*	1	1	1	-	*	1	1	*	1
University/ School	*	*	*	-	*	*	*	-	*	-	*	-

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY NIGHTS – 2008	266.9	201.8	33.5	26.0	95.1	75.6	9.6	7.9	171.8	126.1	23.9	18.1
HOLIDAY NIGHTS – 2009	298.5	230.5	35.5	27.5	105.6	84.8	10.6	7.8	192.9	145.7	24.9	19.8
ACCOMMODATION USED (CONT)	%	%	%	%	%	%	%	%	%	%	%	%
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	23	24	27	16	37	37	43	28	16	16	20	12
Other rented accommodation (EU definition)	24	24	18	29	18	17	16	27	27	28	19	29
Own home/ friend's home / relative's home	39	38	40	37	40	40	35	39	38	37	42	36
Friend's home	10	10	13	8	15	15	13	12	8	7	12	6
Relative's home	21	22	22	13	20	21	15	14	22	22	25	13
Own second home/timeshare	2	1	3	2	1	1	1	1	2	2	4	3
Caravan- static owned	6	5	3	14	4	3	5	12	6	6	2	14
Boat(s)	1	1	*	1	1	1	*	-	1	1	1	1
Sleeper cab of lorry/truck	*	-	*	-	-	-	-	-	*	-	*	-
Transit	*	*	*	*	*	*	*	*	*	*	-	*
Other	1	1	*	*	*	1	1	*	1	1	*	*

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY NIGHTS				SHORT HOLIDAY NIGHTS (1-3 nights)				LONG HOLIDAY NIGHTS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY NIGHTS – 2008	266.9	201.8	33.5	26.0	95.1	75.6	9.6	7.9	171.8	126.1	23.9	18.1
HOLIDAY NIGHTS – 2009	298.5	230.5	35.5	27.5	105.6	84.8	10.6	7.8	192.9	145.7	24.9	19.8
<b>MAIN MODE OF TRANSPORT USED</b>												
<b>Public transport</b>	16	15	25	7	16	15	25	8	15	14	25	7
Train	10	10	12	5	11	11	14	5	9	9	11	5
Regular bus/ coach	3	3	4	1	3	3	3	2	3	2	5	1
Sea/ air	3	2	9	1	3	2	7	1	4	2	10	1
Plane	3	2	8	1	2	2	7	1	3	2	9	1
Boat/ ship/ ferry	1	*	1	*	*	*	1	-	1	1	1	*
<b>Personal transport</b>	80	81	69	88	81	81	71	89	80	81	67	88
Car	78	79	67	85	79	79	69	88	78	79	66	84
Car - own/ friend's/ firm's	77	78	65	84	77	78	68	85	76	78	64	83
Car - hired	1	1	2	1	1	1	1	2	2	2	2	1
Motorised caravan/ camper/ dormobile	2	2	1	3	2	2	2	1	2	2	1	4
Motor cycle	*	*	*	*	*	*	1	-	*	*	-	*
Bicycle	*	-	*	*	*	-	*	*	*	-	*	-
Others	4	4	6	4	3	3	3	3	5	5	7	5
Organised coach tour	3	3	5	2	2	2	2	1	4	4	6	2
Hitch-hiking (in any vehicle)	-	-	-	-	-	-	-	-	-	-	-	-
Walked/ on foot	*	*	*	1	*	*	*	1	*	*	-	*
Lorry/ truck/ van	*	*	*	*	*	*	*	*	*	*	*	*
Minibus	1	1	*	1	1	1	1	1	*	*	*	1
Other	*	*	*	1	*	*	-	-	*	*	*	1
<b>HOW TRIP BOOKED</b>												
<b>Firm booking</b>	55	55	57	51	51	51	57	48	57	58	57	52
High street or on-line travel agent	3	3	5	1	3	3	3	2	3	3	5	1
Directly with a tour operator	7	7	6	9	4	4	4	5	8	9	7	10
Directly with accommodation provider	32	33	31	30	34	34	35	30	31	32	29	30
Directly with a transport provider	8	7	12	3	7	7	12	3	8	8	11	3
Directly with a Tourist Board / TIC	1	1	1	2	1	1	1	1	1	1	1	2
Booked online	30	29	34	29	30	29	33	27	30	29	35	30
Through some other source	4	4	3	5	3	3	3	5	5	5	3	5
<b>Did not make firm bookings before trip</b>	38	38	37	41	43	44	38	47	36	35	37	39
Don't Know	7	7	6	8	6	6	6	5	7	7	6	9
<b>PACKAGE TRIP</b>												
Package trip	5	5	7	4	4	5	5	4	6	6	8	4
Not a package trip	94	94	92	96	95	95	94	96	94	94	92	96
Don't Know	*	*	*	*	*	*	1	1	*	*	*	*
<b>TYPE OF LOCATION STAYED AT</b>												
Seaside	33	34	18	47	24	23	15	40	38	40	20	50
Large city / large town	22	23	27	7	34	35	41	14	16	16	21	4
Small town	21	20	23	22	21	20	23	22	21	20	22	22
Countryside / village	24	22	32	24	21	21	21	25	25	23	37	24

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY NIGHTS				SHORT HOLIDAY NIGHTS (1-3 nights)				LONG HOLIDAY NIGHTS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY NIGHTS – 2008	266.9	201.8	33.5	26.0	95.1	75.6	9.6	7.9	171.8	126.1	23.9	18.1
HOLIDAY NIGHTS – 2009	298.5	230.5	35.5	27.5	105.6	84.8	10.6	7.8	192.9	145.7	24.9	19.8
<b>MONTH TRIP STARTED</b>												
January 2009	3	3	3	1	4	4	6	3	2	2	2	1
February 2009	4	4	3	2	5	5	6	4	3	3	2	1
March 2009	5	5	4	4	6	7	6	5	4	4	4	4
April 2009	10	10	10	9	10	10	10	9	10	10	10	8
May 2009	10	10	8	12	12	11	12	16	10	10	7	10
June 2009	9	9	7	10	8	8	6	8	9	9	7	11
July 2009	16	15	17	18	11	11	12	14	19	18	20	19
August 2009	19	17	23	24	12	12	11	17	22	20	28	27
September 2009	8	8	8	8	8	8	10	7	8	9	7	9
October 2009	7	7	6	7	9	9	9	10	6	6	6	6
November 2009	3	4	3	1	5	6	5	2	2	2	2	*
December 2009	7	8	6	4	8	9	7	6	6	7	5	4
<b>COUNTRY OF RESIDENCE</b>												
England	86	91	57	84	83	92	35	76	87	91	67	87
Scotland	9	4	59	1	8	6	27	1	9	4	59	1
Wales	5	4	1	23	4	3	4	11	5	4	1	23
Northern Ireland	2	1	3	1	3	1	4	*	1	1	3	1
<b>CHILDREN IN HOUSEHOLD</b>												
Yes	35	34	36	40	33	33	31	35	35	34	38	42
No	65	66	64	60	67	67	69	65	65	66	62	58
<b>SOCIO-ECONOMIC GROUP</b>												
AB (Professional and managerial)	32	32	40	29	34	35	34	32	31	31	43	27
C1 (Clerical and supervisory)	32	32	28	40	33	33	31	35	31	31	26	42
C2 (Skilled manual)	17	17	14	16	17	17	18	17	16	17	12	15
DE (Unskilled, state pensioners etc.)	19	19	19	16	15	15	17	16	21	21	19	15
<b>AGE OF RESPONDENT</b>												
16-24	9	9	8	10	11	11	11	15	8	8	6	8
25-34	15	16	12	12	18	18	18	16	14	15	10	11
35-44	24	23	26	28	25	25	22	28	23	22	28	29
45-54	16	15	21	18	18	18	20	19	15	14	21	18
55-64	17	17	16	15	16	16	16	13	18	18	17	17
65+	19	19	17	16	12	12	12	9	22	24	19	18
<b>LIFECYCLE OF RESPONDENT</b>												
Age 16-34, unmarried, no children	11	11	9	10	14	14	15	16	9	9	7	8
Age 16-34, married, no children	4	4	4	3	6	6	6	7	3	3	3	2
Age 16-34, with children	10	10	6	8	9	9	8	8	10	11	5	8
Age 35-54, no children	15	15	18	16	20	19	21	21	13	12	17	14
Age 35-54, with children	25	23	29	31	24	24	22	26	25	23	32	33
Age 55+	36	37	33	31	28	28	28	22	40	42	36	35

## Table 2c – HOLIDAY SPENDING IN THE UNITED KINGDOM

This section covers holiday tourism in terms of spending. The overall pattern, as evident in recent years, is very similar to that for trips and nights, but some differences are highlighted below:

- Serviced rented accommodation (principally hotels) is much more important in terms of spending (45%) than trips (34%) or nights (23%).
- Firm bookings made before going on trips account for two thirds of spending (68%), much higher than in terms of trips (53%) or nights (55%).
- The share of expenditure amongst those staying in own homes or homes of friends or relatives on holiday is much lower than the equivalent shares of trips and nights (22% compared to 40% of trips and 39% of bednights).

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2008	14,098	10,750	1,986	1,066	7,516	5,981	873	487	6,582	4,769	1,112	579
HOLIDAY SPEND – 2009	15,194	11,847	1,900	1,153	7,774	6,190	915	460	7,420	5,657	984	693
<b>ACCOMMODATION USED</b>	%	%	%	%	%	%	%	%	%	%	%	%
<b>Commercial accommodation (total)</b>	76	76	78	75	76	76	80	76	77	77	77	75
Serviced rented accommodation (sub-total)	45	45	51	32	60	60	64	48	29	29	39	21
Hotel/ motel/ guest house (sub-total 2)	39	39	45	23	53	53	58	35	24	23	34	16
Hotel/ Motel	37	37	43	20	51	51	55	32	22	21	31	12
Guest house	2	2	3	3	2	2	3	3	2	2	3	3
Paying guest (sub-total 2)	6	6	6	9	7	7	6	13	6	5	5	6
Farmhouse	1	1	1	3	1	1	-	1	2	2	2	4
Bed & Breakfast	5	5	5	6	6	6	6	12	3	4	3	2
<b>Self-catering rented accommodation (sub-total)</b>	29	29	24	42	14	13	12	26	45	46	35	52
Self catering in rented flat/apartment	4	4	4	5	1	1	1	2	7	7	6	8
Self catering in rented house/chalet/villa/bungalow/cottage	10	9	11	15	3	3	4	7	17	16	18	20
Holiday camp/ village-self catering	2	3	1	2	1	2	1	1	3	4	1	3
Camping	4	4	3	4	4	3	3	7	4	4	2	3
Caravan-towed/ campervan/ motorcaravan/ motorhome	4	4	2	6	2	2	1	4	6	6	4	7
Caravan- static not owned	5	5	4	9	3	2	2	5	8	8	5	12
<b>Hostel (Sub-total)</b>	1	1	3	1	1	1	3	1	1	1	2	*
Hostel - official/group	*	*	1	*	*	*	1	1	*	*	1	*
Hostel - independent	1	1	2	1	1	1	3	1	1	*	1	*
<b>Holiday camp/ village-serviced</b>	1	1	*	*	1	1	-	*	1	2	*	1
<b>University/ School</b>	*	*	*	-	*	*	*	-	*	-	*	-

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2008	14,098	10,750	1,986	1,066	7,516	5,981	873	487	6,582	4,769	1,112	579
HOLIDAY SPEND – 2009	15,194	11,847	1,900	1,153	7,774	6,190	915	460	7,420	5,657	984	693
<b>ACCOMMODATION USED (CONT)</b>	%	%	%	%	%	%	%	%	%	%	%	%
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	45	45	51	32	60	60	64	48	29	29	39	21
Other rented accommodation (EU definition)	18	18	13	23	12	12	11	19	24	25	14	25
Own home/ friend's home / relative's home	22	22	21	23	23	23	20	24	21	21	22	23
Friend's home	8	8	8	7	10	10	10	9	5	5	6	6
Relative's home	11	11	10	7	11	11	9	8	11	11	11	7
Own second home/timeshare	1	1	2	1	1	1	*	1	1	1	4	1
Caravan- static owned	3	3	1	8	2	2	1	6	4	4	1	9
Boat(s)	1	1	1	1	*	*	*	-	1	1	1	1
Sleeper cab of lorry/truck	*	-	*	-	-	-	-	-	*	-	*	-
Transit	*	*	*	*	*	*	*	*	*	*	-	*
Other	1	1	*	*	*	1	*	*	1	1	*	1

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2008	14,098	10,750	1,986	1,066	7,516	5,981	873	487	6,582	4,769	1,112	579
HOLIDAY SPEND – 2009	15,194	11,847	1,900	1,153	7,774	6,190	915	460	7,420	5,657	984	693
<b>MAIN MODE OF TRANSPORT USED</b>												
<b>Public transport</b>	<b>19</b>	<b>18</b>	<b>29</b>	<b>7</b>	<b>22</b>	<b>21</b>	<b>33</b>	<b>9</b>	<b>16</b>	<b>15</b>	<b>24</b>	<b>6</b>
Train	11	12	11	5	14	15	16	6	8	9	6	4
Regular bus/ coach	3	3	4	1	2	2	3	2	3	3	5	1
Sea/ air	5	3	14	1	5	3	14	1	5	3	14	1
Plane	4	3	13	1	5	3	13	1	4	3	13	1
Boat/ ship/ ferry	1	*	1	*	*	*	1	-	1	1	1	1
<b>Personal transport</b>	<b>76</b>	<b>77</b>	<b>64</b>	<b>89</b>	<b>74</b>	<b>75</b>	<b>64</b>	<b>87</b>	<b>78</b>	<b>79</b>	<b>65</b>	<b>90</b>
Car	75	76	63	87	73	74	62	86	76	78	63	88
Car - own/ friend's/ firm's	73	75	61	85	72	73	61	83	75	77	62	87
Car - hired	1	1	1	2	1	1	1	3	1	1	2	1
Motorised caravan/ camper/ dormobile	1	1	1	2	1	1	1	1	1	1	1	2
Motor cycle	*	*	*	*	*	*	1	-	*	*	-	*
Bicycle	*	-	*	*	*	-	1	*	*	-	*	-
Others	5	4	7	4	3	3	3	4	6	6	10	4
Organised coach tour	4	4	6	3	2	2	3	2	5	5	9	3
Hitch-hiking (in any vehicle)	-	-	-	-	-	-	-	-	-	-	-	-
Walked/ on foot	*	*	*	1	*	*	*	1	*	*	-	*
Lorry/ truck/ van	*	*	*	*	*	*	*	*	*	*	1	*
Minibus	*	1	*	*	1	1	1	*	*	*	*	*
Other	*	*	*	*	*	*	-	-	*	*	*	*
<b>HOW TRIP BOOKED</b>												
<b>Firm booking</b>	<b>68</b>	<b>68</b>	<b>71</b>	<b>62</b>	<b>65</b>	<b>65</b>	<b>68</b>	<b>61</b>	<b>70</b>	<b>71</b>	<b>75</b>	<b>64</b>
High street or on-line travel agent	5	5	6	3	5	5	5	3	4	4	7	2
Directly with a tour operator	8	8	8	12	5	5	5	6	11	11	12	16
Directly with accommodation provider	42	43	41	36	44	45	43	40	40	41	39	35
Directly with a transport provider	10	9	16	4	11	10	19	5	9	8	15	3
Directly with a Tourist Board / TIC	1	1	1	2	1	1	1	1	1	1	1	2
Booked online	39	39	45	37	41	41	43	38	38	36	47	36
Through some other source	4	4	3	6	3	3	3	5	5	6	4	6
<b>Did not make firm bookings before trip</b>	<b>26</b>	<b>26</b>	<b>24</b>	<b>31</b>	<b>29</b>	<b>30</b>	<b>27</b>	<b>34</b>	<b>23</b>	<b>23</b>	<b>20</b>	<b>28</b>
Don't Know	6	6	5	7	5	5	5	5	7	7	5	9
<b>PACKAGE TRIP</b>												
Package trip	8	8	11	6	7	7	7	6	10	9	15	6
Not a package trip	91	92	88	93	92	92	92	92	90	91	85	94
Don't Know	*	*	*	1	*	*	1	1	*	*	*	*



TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2008	14,098	10,750	1,986	1,066	7,516	5,981	873	487	6,582	4,769	1,112	579
HOLIDAY SPEND – 2009	15,194	11,847	1,900	1,153	7,774	6,190	915	460	7,420	5,657	984	693
<b>TYPE OF LOCATION STAYED AT</b>												
Seaside	30	31	15	49	20	20	11	40	41	43	19	55
Large city / large town	30	30	37	8	43	43	52	14	16	16	23	4
Small town	19	18	20	19	19	19	19	19	18	17	22	20
Countryside / village	21	20	28	23	18	18	18	27	25	23	37	21
<b>MONTH TRIP STARTED</b>												
January 2009	3	3	4	2	4	4	5	3	1	1	2	1
February 2009	4	4	4	3	6	6	6	6	2	3	2	1
March 2009	5	6	5	3	7	7	7	5	4	4	3	2
April 2009	9	9	9	8	10	9	9	8	9	9	9	8
May 2009	10	10	9	12	11	11	10	15	9	9	8	10
June 2009	10	10	10	11	9	9	10	7	11	11	10	14
July 2009	14	14	14	18	10	10	10	17	19	19	18	18
August 2009	17	16	18	24	12	12	11	15	22	21	26	30
September 2009	8	8	9	7	8	8	10	7	9	9	8	8
October 2009	8	8	9	8	10	10	11	11	6	6	7	6
November 2009	4	5	4	1	6	7	5	2	2	2	3	*
December 2009	6	7	5	3	8	8	6	5	5	6	4	2
<b>COUNTRY OF RESIDENCE</b>												
England	84	90	55	85	81	89	39	78	87	90	71	88
Scotland	9	5	35	2	10	5	49	1	8	6	21	2
Wales	4	4	2	13	5	4	2	19	4	3	3	10
Northern Ireland	3	1	8	1	5	2	11	1	2	1	5	1
<b>DURATION OF TRIP</b>												
1 night	13	14	10	8	26	27	22	20	-	-	-	-
2 nights	21	22	20	17	42	42	42	42	-	-	-	-
3 nights	16	16	17	15	32	31	36	38	-	-	-	-
4 nights	12	12	12	14	-	-	-	-	25	25	22	23
5 nights	6	6	7	7	-	-	-	-	13	13	13	13
6 nights	5	5	4	8	-	-	-	-	10	10	9	13
7 nights	15	14	17	19	-	-	-	-	30	29	31	32
1-3 nights	51	52	48	40	100	100	100	100	-	-	-	-
4-7 nights	38	37	40	49	-	-	-	-	78	77	75	80
8+ nights	11	11	12	12	-	-	-	-	22	23	25	20
Average duration of trip (nights)	4.60	4.53	4.83	5.12	2.06	2.04	2.14	2.19	7.26	7.30	7.47	7.15

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2008	14,098	10,750	1,986	1,066	7,516	5,981	873	487	6,582	4,769	1,112	579
HOLIDAY SPEND – 2009	15,194	11,847	1,900	1,153	7,774	6,190	915	460	7,420	5,657	984	693
<b>CHILDREN IN HOUSEHOLD</b>												
Yes	27	28	23	31	26	27	24	29	29	30	24	33
No	73	72	77	69	74	73	76	71	71	70	76	67
<b>SOCIO-ECONOMIC GROUP</b>												
AB (Professional and managerial)	36	36	41	30	37	37	37	32	35	34	45	28
C1 (Clerical and supervisory)	32	32	29	41	33	33	30	37	32	32	28	44
C2 (Skilled manual)	16	16	16	15	17	17	18	15	16	16	13	15
DE (Unskilled, state pensioners etc.)	16	16	15	14	14	13	15	15	18	18	14	13
<b>AGE OF RESPONDENT</b>												
16-24	9	9	8	13	11	11	13	18	7	8	3	9
25-34	16	16	15	12	19	19	18	16	12	13	11	9
35-44	23	23	23	25	24	24	25	25	21	21	19	24
45-54	18	18	21	19	20	19	20	21	17	16	22	19
55-64	18	18	19	17	15	16	14	12	21	20	23	20
65+	16	16	15	15	11	11	10	8	21	22	21	19
<b>LIFECYCLE OF RESPONDENT</b>												
Age 16-34, unmarried, no children	13	12	13	14	16	15	20	18	9	9	7	10
Age 16-34, married, no children	5	5	5	4	7	8	6	8	3	3	4	1
Age 16-34, with children	7	8	4	7	7	7	5	7	8	8	3	6
Age 35-54, no children	21	21	24	20	25	24	26	25	18	17	21	16
Age 35-54, with children	20	20	20	24	19	19	19	21	21	21	21	26
Age 55+	34	34	34	32	26	27	24	20	42	42	44	40

## Table 3 – ALL TOURISM – DESTINATION & PURPOSE

This section provides a regional breakdown of tourism volume and value in England, Scotland and Wales in 2009.

The relative 'strengths' of individual English regions include:

- Holidays – South West
- VFR – South East
- Business - London

The regional breakdowns for Scotland and Wales are based on small sample sizes and are therefore subject to much wider margins of error.

TABLE 3 – Destination & Purpose	ALL TOURISM			ALL HOLIDAYS			VFR NON HOLIDAY			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
January-December 2009	Millions			Millions			Millions			Millions		
<b>ENGLAND</b>												
<b>ALL TOURISM - 2009</b>	102.95	312.9	17,281	67.35	230.5	11,847	18.15	42.2	1,575	15.03	33.6	3,516
North East (ONE)	3.78	11.7	600	2.39	8.3	400	0.61	1.8	60	0.62	1.2	113
North West (NWDA)	13.73	38.1	2,420	9.72	29.5	1,751	1.76	3.8	176	1.97	4.0	445
Yorkshire	10.61	29.6	1,540	7.15	21.7	1,092	1.89	3.8	160	1.35	3.5	263
West Midlands (AWM)	8.45	20.1	1,214	4.55	11.7	620	1.64	3.8	141	2.01	4.0	422
East Midlands (EMDA)	7.76	21.9	1,051	4.97	16.3	718	1.41	2.9	92	1.19	2.2	218
East of England (EEDA)	10.61	31.5	1,409	6.81	22.8	969	2.23	5.0	167	1.36	3.2	258
London	10.80	23.8	2,230	5.63	13.1	1,189	2.12	4.7	196	2.70	5.4	785
South West (SWRDA)	21.02	82.0	4,124	15.67	68.6	3,368	3.12	7.3	251	1.85	4.7	447
South East (SEEDA)	18.26	52.8	2,595	11.80	37.4	1,672	3.61	8.9	326	2.35	5.3	538
<b>SCOTLAND</b>												
<b>ALL TOURISM - 2009</b>	12.47	46.1	2,736	8.85	35.5	1,900	1.37	4.2	197	2.05	5.8	601
Scotland - North	3.14	13.2	736	2.20	10.3	481	0.25	1.0	42	0.65	1.8	201
Scotland - West	4.46	15.6	910	3.12	11.9	634	0.52	1.6	67	0.74	2.0	195
Scotland - East	4.04	13.2	866	2.99	10.2	627	0.44	1.2	60	0.59	1.7	177
Scotland - South	1.13	3.6	199	0.85	2.9	144	0.15	0.4	27	0.10	0.2	23
Edinburgh	2.20	5.6	558	1.61	4.3	401	0.16	0.4	20	0.41	0.8	134
Glasgow	1.60	4.4	335	0.88	2.4	169	0.26	0.9	40	0.43	1.1	118
<b>WALES</b>												
<b>ALL TOURISM - 2009</b>	8.95	32.9	1,413	6.98	27.5	1,153	0.95	2.3	93	0.68	2.0	138
North Wales	2.99	12.2	517	2.61	11.3	476	0.19	0.4	18	0.74	0.2	18
Mid Wales	1.75	6.6	251	1.46	5.6	216	0.11	0.4	6	0.15	0.5	21
South West Wales	2.13	8.2	357	1.71	7.1	302	0.25	0.6	25	0.11	0.3	25
South East Wales	1.96	5.0	243	1.14	2.9	125	0.39	0.9	42	0.32	0.8	67

## Table 4 – BUSINESS & WORK TOURISM IN THE UNITED KINGDOM

- UK residents made 18.0 million business and work trips in the United Kingdom in 2009. This represents 42 million bed nights and £4.3 billion expenditure.
- Commercial accommodation is used on six in every seven business trips (84%), mainly in hotels/motels/guesthouses (72%). However it is worth noting that nearly one in ten of business and work trips involve staying in own or friends' and relatives' homes (9%).
- The car is the main form of transport used for the journey to the destination (61% of trips). Public transport is used in a quarter of business and work trips (28%) – especially the train (19%).
- Business and work trips tend to be short, with nearly half involving only one night away from home (47%).
- Almost half (47%) of trips are taken by those in the professional and managerial (AB) socio-economic group, over twice the share of the UK adult population (20%).

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
BUSINESS & WORK TOURISM – 2008	18.20	15.17	1.93	0.85	42.9	34.9	5.1	2.3	4,483	3,594	557	220
BUSINESS & WORK TOURISM – 2009	17.95	15.03	2.05	0.68	42.2	33.6	5.8	2.0	4,336	3,516	601	138
<b>ACCOMMODATION USED</b>	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	84	84	90	82	79	79	78	83	92	92	95	92
Serviced rented accommodation (sub-total)	77	78	79	69	68	70	65	55	84	85	86	81
Hotel/ motel/ guest house (sub-total 2)	72	73	71	64	62	64	58	49	79	80	78	77
Hotel/ Motel	70	72	69	59	59	61	56	45	77	78	76	69
Guest house	2	2	2	7	3	3	2	5	2	2	2	8
Paying guest (sub-total 2)	5	5	8	6	6	6	7	6	5	5	8	4
Farmhouse	*	*	-	2	1	1	-	4	*	*	-	1
Bed & Breakfast	5	5	8	4	6	6	7	2	5	5	8	2
Self-catering rented accommodation (sub-total)	4	4	5	7	7	6	8	16	5	5	6	6
Self catering in rented flat/apartment	1	1	3	-	2	1	5	-	1	1	4	-
Self catering in rented house/chalet/villa/bungalow/cottage	1	1	1	2	2	1	3	8	1	1	2	4
Holiday camp/ village-self catering	*	*	-	1	*	*	-	2	*	*	-	1
Camping	1	1	1	4	1	1	1	6	*	*	*	2
Caravan-towed/ campervan/ motorcaravan/ motorhome	1	1	-	-	2	2	-	-	2	3	-	-
Caravan- static not owned	*	*	*	-	*	*	*	-	*	*	*	-
Hostel (Sub-total)	2	1	5	2	2	1	4	2	1	1	3	1
Hostel - official/group	1	1	4	1	1	1	2	1	1	*	2	*
Hostel - independent	1	1	1	1	1	1	2	*	1	1	1	1
Holiday camp/ village-serviced	*	*	-	-	*	*	-	-	*	*	-	-
University/ School	1	1	1	5	2	2	1	10	1	1	*	4

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
BUSINESS & WORK TOURISM – 2008	18.20	15.17	1.93	0.85	42.9	34.9	5.1	2.3	4,483	3,594	557	220
BUSINESS & WORK TOURISM – 2009	17.95	15.03	2.05	0.68	42.2	33.6	5.8	2.0	4,336	3,516	601	138
<b>ACCOMMODATION USED (CONT)</b>	%	%	%	%	%	%	%	%	%	%	%	%
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	77	78	79	69	68	70	65	55	84	85	86	81
Other rented accommodation (EU definition)	5	5	7	12	7	7	6	19	5	5	3	7
Own home/ friend's home / relative's home	9	10	5	11	11	11	4	8	5	5	2	5
Friend's home	5	5	3	9	6	6	3	7	3	3	2	4
Relative's home	3	3	1	2	3	3	*	*	2	2	*	*
Own second home/timeshare	1	1	1	-	1	1	1	-	1	1	1	-
Caravan- static owned	*	*	-	-	*	*	-	-	*	*	-	-
Boat(s)	*	*	*	-	*	*	1	-	*	*	*	-
Sleeper cab of lorry/truck	2	2	2	2	1	1	1	1	1	1	*	*
Transit	1	1	1	-	1	1	*	-	*	*	1	-
Other	4	4	3	7	9	7	16	9	2	2	1	3

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
BUSINESS & WORK TOURISM – 2008	18.20	15.17	1.93	0.85	42.9	34.9	5.1	2.3	4,483	3,594	557	220
BUSINESS & WORK TOURISM – 2009	17.95	15.03	2.05	0.68	42.2	33.6	5.8	2.0	4,336	3,516	601	138
<b>MAIN MODE OF TRANSPORT USED</b>												
Public transport	28	27	40	18	27	25	36	21	32	29	47	18
Train	19	19	18	14	17	17	18	14	19	20	18	13
Regular bus/ coach	1	1	1	-	1	1	1	-	1	1	2	-
Sea/ air	9	7	20	4	9	6	17	7	12	8	28	5
Plane	8	6	19	4	8	6	16	7	12	8	27	5
Boat/ ship/ ferry	*	*	1	-	1	*	1	-	*	*	1	-
Personal transport	62	64	50	72	62	64	54	60	57	59	44	71
Car	61	63	50	72	61	63	54	60	57	59	44	71
Car - own/ friend's/ firm's	59	60	49	69	59	61	51	58	54	56	42	66
Car - hired	2	3	2	3	3	3	4	2	3	3	2	6
Motorised caravan/ camper/ dormobile	*	1	-	-	*	1	-	-	*	*	-	-
Motor cycle	*	*	-	-	*	*	-	-	*	*	-	-
Bicycle	-	-	-	-	-	-	-	-	-	-	-	-
Others	10	10	10	10	11	11	10	19	11	12	8	10
Organised coach tour	2	2	*	-	2	2	*	-	1	1	*	-
Hitch-hiking (in any vehicle)	-	-	-	-	-	-	-	-	-	-	-	-
Walked/ on foot	-	-	-	-	-	-	-	-	-	-	-	-
Lorry/ truck/ van	6	6	8	9	8	7	9	17	9	10	7	10
Minibus	1	1	1	1	1	1	*	2	*	1	*	*
Other	*	*	*	-	*	*	*	-	*	*	1	-
<b>MONTH TRIP STARTED</b>												
January 2009	6	6	8	5	7	7	8	2	7	6	13	3
February 2009	8	9	9	5	7	7	8	5	9	9	7	8
March 2009	8	8	10	10	8	9	7	10	7	7	9	12
April 2009	8	8	5	8	8	9	4	8	8	9	4	9
May 2009	9	9	13	6	11	10	14	11	10	9	15	7
June 2009	10	10	7	7	11	12	6	4	12	13	8	4
July 2009	9	9	9	7	9	9	10	13	8	8	9	5
August 2009	7	7	6	15	8	7	7	21	6	5	6	12
September 2009	9	9	10	9	9	9	10	7	9	9	11	11
October 2009	8	8	8	6	9	9	13	3	9	9	6	8
November 2009	9	9	8	13	7	8	5	8	8	8	6	16
December 2009	8	8	9	8	6	6	9	7	7	8	7	5
<b>COUNTRY OF RESIDENCE</b>												
England	85	88	67	78	83	87	61	77	82	84	69	83
Scotland	9	7	30	5	11	8	36	3	12	10	25	4
Wales	4	4	1	16	4	4	1	16	4	4	2	12
Northern Ireland	1	1	2	1	2	1	1	4	2	1	3	1

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
BUSINESS & WORK TOURISM – 2008	18.20	15.17	1.93	0.85	42.9	34.9	5.1	2.3	4,483	3,594	557	220
BUSINESS & WORK TOURISM – 2009	17.95	15.03	2.05	0.68	42.2	33.6	5.8	2.0	4,336	3,516	601	138
<b>DURATION OF TRIP</b>												
1 night	47	49	39	36	n/a	n/a	n/a	n/a	34	36	26	23
2 nights	26	26	20	24	n/a	n/a	n/a	n/a	26	27	19	32
3 nights	10	10	14	14	n/a	n/a	n/a	n/a	13	12	16	12
4 nights	9	8	16	14	n/a	n/a	n/a	n/a	14	11	29	17
5 nights	4	4	3	4	n/a	n/a	n/a	n/a	4	4	2	3
6 nights	1	1	3	3	n/a	n/a	n/a	n/a	2	2	1	6
7 nights	1	1	1	1	n/a	n/a	n/a	n/a	1	1	1	1
1–3 nights	83	84	73	73	n/a	n/a	n/a	n/a	74	76	61	68
4-7 nights	15	14	23	21	n/a	n/a	n/a	n/a	20	17	33	27
8+ nights	2	2	5	6	n/a	n/a	n/a	n/a	7	7	7	6
Average duration of trip (nights)	2.35	2.25	2.97	2.92	n/a	n/a	n/a	n/a	3.08	3.03	3.28	3.46
<b>SOCIO-ECONOMIC GROUP</b>												
AB (Professional and managerial)	47	47	45	37	41	41	34	28	48	48	46	38
C1 (Clerical and supervisory)	34	34	32	38	31	31	30	38	35	34	40	36
C2 (Skilled manual)	15	15	14	18	19	20	16	16	13	13	8	21
DE (Unskilled, state pensioners etc.)	5	5	9	8	10	8	21	18	5	5	6	5
<b>AGE OF RESPONDENT</b>												
16-24	8	8	7	8	11	11	8	15	7	7	4	3
25-34	20	20	19	14	22	21	26	21	20	19	25	23
35-44	32	31	34	39	30	30	25	29	32	32	31	33
45-54	24	24	25	16	21	22	22	16	26	26	29	15
55-64	14	14	12	15	13	13	16	10	12	12	9	16
65+	3	3	2	8	4	4	3	8	3	3	2	10

## Table 5 – VISITS TO FRIENDS & RELATIVES

It should be noted that VFR trips do not include holiday trips to visit friends and relatives – these are included in Holiday Tourism trips.

- UK residents made 21 million VFR trips in the UK in 2009. They stayed away from home for some 50 million bed nights, generating in the region of £1.9 billion expenditure
- As would be expected, the vast majority of VFR trips do involve staying in own homes or homes of friends and relatives (83% of trips), however a minority (18%) use commercial accommodation, and this accounts for a third of spending (33%).
- As with other types of tourism, the private car is the most widely used transport for the journey to the destination (75% of trips).
- Large cities/large towns and small towns are the main types of destination for VFR trips (47% and 26% respectively), reflecting the concentration of population.
- VFR trips are spread fairly evenly throughout the year, with a slight peak in December (12%), reflecting the Christmas period.
- One in five of VFR trips (19%) are made by 16-24 year olds, a greater proportion than for All Tourism, where only 12% of trips are made by this youngest age-group.

TABLE 5 – Visiting Friends/Relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
VFR TOURISM – 2008	20.63	17.96	1.60	0.85	54.5	46.6	4.2	3.0	2,040	1,702	208	90
VFR TOURISM – 2009	20.77	18.15	1.37	0.95	49.7	42.2	4.2	2.3	1,927	1,575	197	93
<b>ACCOMMODATION USED</b>	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	18	17	24	20	13	13	16	16	33	34	36	37
Serviced rented accommodation (sub-total)	16	15	22	17	11	11	14	12	30	31	33	32
Hotel/ motel/ guest house (sub-total 2)	14	13	19	11	9	9	12	7	27	28	27	21
Hotel/ Motel	13	13	17	11	9	9	11	7	25	26	23	20
Guest house	1	1	2	1	1	1	2	*	1	1	4	1
Paying guest (sub-total 2)	2	2	3	5	2	1	2	5	4	3	6	11
Farmhouse	*	*	-	-	*	*	-	-	*	*	-	-
Bed & Breakfast	2	2	3	5	1	1	2	5	3	3	6	11
Self-catering rented accommodation (sub-total)	2	2	2	4	2	2	1	4	2	2	3	5
Self catering in rented flat/apartment	*	*	1	2	*	*	1	2	*	*	2	2
Self catering in rented house/chalet/villa/bungalow/cottage	1	1	1	1	1	1	1	1	1	1	1	1
Holiday camp/ village-self catering	-	-	-	-	-	-	-	-	-	-	-	-
Camping	*	*	*	-	*	*	*	-	*	*	1	-
Caravan-towed/ campervan/ motorcaravan/ motorhome	*	*	-	1	*	*	-	2	*	*	-	2
Caravan- static not owned	*	*	-	-	*	*	-	-	*	1	-	-
Hostel (Sub-total)	*	*	-	-	*	*	-	-	*	1	-	-
Hostel - official/group	-	-	-	-	-	-	-	-	-	-	-	-
Hostel - independent	*	*	-	-	*	*	-	-	*	1	-	-
Holiday camp/ village-serviced	-	-	-	-	-	-	-	-	-	-	-	-
University/ School	*	*	-	-	*	*	-	-	*	*	-	-



TABLE 5 - Visiting Friends & relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
VFR TOURISM – 2008	20.63	17.96	1.60	0.85	54.5	46.6	4.2	3.0	2,040	1,702	208	90
VFR TOURISM – 2009	20.77	18.15	1.37	0.95	49.7	42.2	4.2	2.3	1,927	1,575	197	93
<b>ACCOMMODATION USED (CONT)</b>	%	%	%	%	%	%	%	%	%	%	%	%
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	16	15	22	17	11	11	14	12	30	31	33	32
Other rented accommodation (EU definition)	1	1	*	1	1	1	*	2	2	2	1	2
Own home/ friend's home / relative's home	83	84	79	81	87	87	84	83	66	66	63	62
Friend's home	29	30	19	24	23	25	12	22	21	23	12	19
Relative's home	55	54	59	57	63	62	72	61	44	42	51	43
Own second home/timeshare	*	*	-	-	*	*	-	-	*	*	-	-
Caravan- static owned	*	*	*	1	*	*	*	1	*	*	*	*
Boat(s)	*	*	-	-	*	*	-	-	*	*	-	-
Sleeper cab of lorry/truck	-	-	-	-	-	-	-	-	-	-	-	-
Transit	*	-	*	-	*	-	*	-	*	-	1	-
Other	*	*	-	*	*	*	-	*	*	*	-	*

TABLE 5 - Visiting Friends & relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
VFR TOURISM – 2008	20.63	17.96	1.60	0.85	54.5	46.6	4.2	3.0	2,040	1,702	208	90
VFR TOURISM – 2009	20.77	18.15	1.37	0.95	49.7	42.2	4.2	2.3	1,927	1,575	197	93
<b>MAIN MODE OF TRANSPORT USED</b>												
<b>Public transport</b>	20	20	27	15	25	23	34	21	25	23	26	21
Train	14	14	11	10	16	16	13	15	15	17	9	12
Regular bus/ coach	4	4	5	2	5	5	3	2	3	3	2	2
Sea/ air	3	2	12	3	4	2	18	3	7	3	15	7
Plane	2	1	11	3	4	2	17	3	6	3	14	7
Boat/ ship/ ferry	*	*	1	-	*	*	1	-	1	*	1	-
<b>Personal transport</b>	76	77	69	81	72	74	63	72	72	73	68	75
Car	75	76	69	81	72	73	63	72	71	73	68	75
Car - own/ friend's/ firm's	74	74	68	81	70	72	62	72	70	71	67	75
Car - hired	2	2	1	-	1	1	1	-	2	1	2	-
Motorised caravan/ camper/ dormobile	*	1	-	-	*	*	-	-	*	*	-	-
Motor cycle	*	*	-	-	*	*	-	-	*	*	-	-
Bicycle	*	*	-	-	*	*	-	-	*	*	-	-
Others	3	3	4	4	3	2	3	7	3	2	6	4
Organised coach tour	1	1	2	*	1	*	2	1	1	1	5	1
Hitch-hiking (in any vehicle)	-	-	-	-	-	-	-	-	-	-	-	-
Walked/ on foot	1	2	1	1	1	1	*	2	*	*	-	-
Lorry/ truck/ van	*	*	1	1	*	*	1	3	1	*	1	2
Minibus	*	*	-	1	*	*	-	1	*	*	-	1
Other	*	*	-	-	*	*	-	-	*	*	-	-
<b>HOW TRIP BOOKED</b>												
<b>Firm booking</b>	29	28	37	29	28	26	40	32	45	42	58	46
High street or on-line travel agent	1	1	2	2	1	1	1	2	2	1	3	3
Directly with a tour operator	1	1	4	*	1	1	7	1	2	2	5	1
Directly with accommodation provider	16	16	17	18	13	13	14	21	26	25	33	29
Directly with a transport provider	9	9	15	7	11	10	18	11	14	11	20	11
Directly with a Tourist Board / TIC	*	*	-	-	*	*	-	-	*	*	-	-
Booked online	17	17	21	17	17	16	23	23	29	26	31	33
Through some other source	1	1	2	1	1	1	1	1	1	1	2	2
<b>Did not make firm bookings before trip</b>	67	68	57	66	67	69	57	64	50	53	38	51
Don't Know	5	4	5	5	4	5	3	4	5	5	3	3
<b>PACKAGE TRIP</b>												
Package trip	1	1	2	1	1	1	2	2	3	3	5	3
Not a package trip	98	98	98	99	98	99	98	98	96	96	95	97
Don't Know	*	*	-	-	*	*	-	-	*	*	-	-

TABLE 5 - Visiting Friends & relatives	TRIPS				NIGHTS				EXPENDITURE			
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VFR TOURISM – 2009	20.77	18.15	1.37	0.95	49.7	42.2	4.2	2.3	1,927	1,575	197	93
<b>TYPE OF LOCATION STAYED AT</b>												
Seaside	10	10	7	17	10	10	5	14	12	13	5	20
Large city / large town	47	47	50	36	46	46	49	29	45	46	44	33
Small town	26	27	26	23	26	26	23	19	25	24	29	18
Countryside / village	19	19	20	27	18	17	23	38	18	17	21	29
<b>MONTH TRIP STARTED</b>												
January 2009	7	7	7	9	6	6	4	7	5	5	6	5
February 2009	7	7	6	9	7	8	4	8	7	8	2	9
March 2009	8	8	7	7	8	8	6	8	7	7	8	5
April 2009	8	8	10	12	9	8	12	15	9	8	10	15
May 2009	9	8	9	5	8	8	8	4	11	12	5	5
June 2009	8	8	11	11	7	7	9	6	9	8	8	5
July 2009	8	8	8	8	8	8	13	9	9	8	16	12
August 2009	10	10	10	9	10	10	12	10	9	9	10	12
September 2009	8	7	10	9	7	6	7	11	9	8	11	16
October 2009	10	10	7	6	9	10	8	6	9	10	6	4
November 2009	7	7	6	2	6	6	4	3	6	7	8	2
December 2009	12	12	10	13	15	15	14	12	10	10	10	10
<b>COUNTRY OF RESIDENCE</b>												
England	92	96	55	80	91	95	70	81	89	92	68	81
Scotland	4	2	43	*	4	2	25	1	6	4	26	*
Wales	2	2	1	18	3	2	3	16	3	3	2	12
Northern Ireland	1	*	1	2	2	1	1	2	2	1	4	6
<b>DURATION OF TRIP</b>												
1 night	41	41	29	38	n/a	n/a	n/a	n/a	28	31	14	20
2 nights	31	31	29	32	n/a	n/a	n/a	n/a	31	31	32	36
3 nights	13	13	14	12	n/a	n/a	n/a	n/a	16	15	19	17
4 nights	6	6	8	10	n/a	n/a	n/a	n/a	8	8	10	15
5 nights	3	3	6	1	n/a	n/a	n/a	n/a	4	4	8	4
6 nights	1	1	3	3	n/a	n/a	n/a	n/a	3	3	6	1
7 nights	3	2	5	3	n/a	n/a	n/a	n/a	5	3	4	4
1-3 nights	85	86	73	82	n/a	n/a	n/a	n/a	75	78	64	73
4-7 nights	13	12	21	16	n/a	n/a	n/a	n/a	20	18	27	24
8+ nights	3	2	6	2	n/a	n/a	n/a	n/a	5	5	8	3
Average duration of trip (nights)	2.39	2.34	3.16	2.44	n/a	n/a	n/a	n/a	3.06	2.90	3.77	3.05

TABLE 5 - Visiting Friends & relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
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VFR TOURISM – 2008	20.63	17.96	1.60	0.85	54.5	46.6	4.2	3.0	2,040	1,702	208	90
VFR TOURISM – 2009	20.77	18.15	1.37	0.95	49.7	42.2	4.2	2.3	1,927	1,575	197	93
<b>CHILDREN IN HOUSEHOLD</b>												
Yes	26	25	34	31	24	23	33	24	20	20	25	20
No	74	75	66	69	76	77	67	76	80	80	75	80
<b>SOCIO-ECONOMIC GROUP</b>												
AB (Professional and managerial)	35	35	32	44	34	34	36	40	40	40	32	47
C1 (Clerical and supervisory)	30	31	27	21	31	32	28	22	31	32	33	20
C2 (Skilled manual)	16	16	17	12	14	14	15	14	14	15	19	10
DE (Unskilled, state pensioners etc.)	19	19	24	23	21	21	21	25	14	14	17	24
<b>AGE OF RESPONDENT</b>												
16-24	19	19	12	12	17	17	10	12	15	16	9	7
25-34	18	17	23	20	16	15	18	14	17	16	21	19
35-44	18	18	18	22	17	16	20	23	18	19	17	18
45-54	15	14	20	19	15	14	17	19	19	17	22	24
55-64	16	16	15	12	17	17	16	11	19	20	17	17
65+	14	15	12	15	19	19	18	21	12	12	13	16
<b>LIFECYCLE OF RESPONDENT</b>												
Age 16-34, unmarried, no children	20	21	13	14	18	18	9	14	18	19	11	16
Age 16-34, married, no children	7	6	7	6	5	5	4	5	7	8	7	6
Age 16-34, with children	10	10	15	11	10	9	16	7	6	6	12	4
Age 35-54, no children	17	17	19	22	18	17	20	25	23	22	26	26
Age 35-54, with children	16	16	19	19	14	14	17	17	14	14	14	16
Age 55+	30	31	27	27	36	36	34	32	31	32	31	33

## 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, has no upper limit (unlike in the previous versions of UKTS where a maximum limit of 60 nights was imposed), and has its end marked by the respondent's return to home. However, the reported timing of trips is reported on the basis of the start date of individual trips. This start date approach is consistent with previous methodologies.

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

#### **Bednights**

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 is 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 is 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 Purposes**

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).

#### **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.

#### **Serviced rented accommodation**

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

#### **Self-catering rented accommodation**

Self-catering rented 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.

### **Rented accommodation**

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

### **Other types of accommodation**

Other types of accommodation cover all accommodation types not included under rented 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 any other type 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".

### **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, divorced and civil partnerships that have terminated. '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 & 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, 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

In most of the English level analysis, the above regional destinations are also combined, where appropriate, to allow analysis at each of the Regional Development Agency areas:

Advantage West Midlands (AWM)

East of England Development Agency (EEDA)

East Midlands Development Agency (EMDA)

London Development Agency (LDA)

North West Development Agency (NWD)

One North East (ONE)

South East England Development Agency (SEEDA)

South West Regional Development Agency (SWRDA)

### SCOTLAND

**Grampian:** Aberdeen City and Shire

**Tayside:** Dundee, Perth & Kinross, Angus

**Edinburgh and East Central:** Edinburgh, the Lothians, Fife, Clackmannanshire, Falkirk, Stirling

**South of Scotland:** Borders, Dumfries and Galloway

**Glasgow and West Central:** Glasgow, Renfrewshire, East Renfrewshire, Inverclyde, East and West Dunbartonshire, North South and East Ayrshire and North and South Lanarkshire

**Highlands & Islands:** including Argyll & the Islands, Caithness and Sutherland, Inverness and East Highlands, Lochaber, Moray, Orkney, Shetland, Skye and Wester Ross, and Innes Galloway

Since 2007, the primary Scottish levels analysis has been at the newly defined macro-tourism areas:

**Scotland - North -** (Highlands & Islands, Aberdeen & Grampian, Western and Northern Isles)

**Scotland - West -** (AILLST + Glasgow & Clyde Valley, Ayrshire & Arran)

**Scotland - East -** (Perthshire + Angus & Dundee + Kingdom of Fife + Edinburgh & Lothians)

**Scotland - South** (Dumfries & Galloway + Scottish Borders),

**Edinburgh**

**Glasgow**

### WALES

**North Wales:** Anglesey, Conwy, Denbighshire, Flintshire, Wrexham, Gwynedd North (former Arfon and Dwyfor)

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

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

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

## Levels of Statistical Confidence

The estimates of the numbers of trips, nights away, and the expenditure on those trips are subject to sampling variation as the data are from a survey. Those sampling variations are quantifiable in terms of confidence limits. For the 2009 UKTS data those values are given in the table below.

### Confidence limits of UKTS 2009 at the 95% level

	Trips %	Nights %	Spend %
UK	2.2	2.8	2.9
GB	2.2	2.9	3.0
England	2.4	3.0	3.2
Scotland	5.2	9.0	8.0
Wales	5.9	8.6	8.9
Northern Ireland	10.5	17.2	20.1

It must be emphasised that sampling variation is not the only possible source of error. Others include bias through non response and measurement errors caused by memory distortion and/or lack of knowledge of the respondent. These are not quantifiable and can affect the survey results. In particular it is often difficult for respondents to recall expenditure on trips with high levels of accuracy. Nevertheless, it is possible to state, for example, that assuming no bias, the true value of the number of UK trips in 2009 will lie in the range of plus or minus 2.2% of the estimate on 95% of occasions.

## United Kingdom resident population

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

### United Kingdom Adult Population

TOTAL ADULT POPULATION	48,777
<b>Age by Sex</b>	
Male 16-24	3849
Male 25-34	3862
Male 35-44	4615
Male 45-54	3959
Male 55-64	3578
Male 65-74	2414
Male 75-84	1397
Male 85+	359
Female 16-24	3386
Female 25-34	3921
Female 35-44	4739
Female 45-54	4058
Female 55-64	3719
Female 65-74	2658
Female 75-84	1950
Female 85+	673
<b>Government Office Regions</b>	
North East	2071
North West	5529
Yorkshire & Humber	4089
East Midlands	3504
West Midlands	4301
East of England	4469
London	6102
South East	6602
South West	4164
Wales	2414
Scotland	4184
Northern Ireland	1348
<b>Social Grade</b>	
AB	10440
C1	13749
C2	10109
D	8172
E	6307
<b>Presence of Children</b>	
Yes	14084
No	34693
<b>Car Ownership</b>	
1	20596
2+	18080
0	10101

The values above were derived from:

- Census 2001
- Broadcasters' Audience Research Board Establishment Survey
- Office for National Statistics Population Projections for 2008



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The statutory tourist boards and Visit Wales (the Tourism Department of the Welsh Assembly Government) who jointly sponsor the United Kingdom Tourism Survey.



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