### Purpose of Trip

<table>
<thead>
<tr>
<th>Purpose of Trip</th>
<th>May - December 02</th>
<th>May - December 2003</th>
<th>Full Year 2004</th>
<th>Weighting Factor</th>
<th>May - December 02</th>
<th>May - December 2003</th>
<th>Full Year 2004</th>
<th>Weighting Factor</th>
<th>May - December 02</th>
<th>May - December 2003</th>
<th>Full Year 2004</th>
<th>Weighting Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>(2) Holiday, visiting friends or relatives</td>
<td>2.078</td>
<td>1.728</td>
<td>3.116</td>
<td>2.59</td>
<td>1.50</td>
<td>6.702</td>
<td>5.617</td>
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<td>7.99</td>
<td>1.42</td>
<td>2546.3</td>
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<tr>
<td>ALL HOLIDAYS (1+2)</td>
<td>8.839</td>
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<td>11.844</td>
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<td>1.27</td>
<td>27.035</td>
<td>24.102</td>
<td>34.949</td>
<td>31.20</td>
<td>1.20</td>
<td>1.615</td>
<td>1.355</td>
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<tr>
<td>(3) Other visits to friends or relatives</td>
<td>2.752</td>
<td>1.688</td>
<td>4.047</td>
<td>2.48</td>
<td>1.47</td>
<td>7.403</td>
<td>4.551</td>
<td>10.268</td>
<td>6.31</td>
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<tr>
<td>ALL VISITS TO FRIENDS OR RELATIVES</td>
<td>4.83</td>
<td>3.416</td>
<td>7.163</td>
<td>5.07</td>
<td>1.48</td>
<td>14.105</td>
<td>10.167</td>
<td>19.799</td>
<td>14.27</td>
<td>1.40</td>
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<td>(4) Attended Conference</td>
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<td>0.171</td>
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<td>0.22</td>
<td>1.27</td>
<td>0.395</td>
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<td>0.594</td>
<td>0.44</td>
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<tr>
<td>(5) Attend Exhibition/Trade Show/Agri. Show</td>
<td>0.044</td>
<td>0.077</td>
<td>0.057</td>
<td>0.10</td>
<td>1.30</td>
<td>0.06</td>
<td>0.196</td>
<td>0.074</td>
<td>0.24</td>
<td>1.23</td>
<td>5</td>
<td>21</td>
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<tr>
<td>(6) Conduct Paid Work/On Business</td>
<td>1.305</td>
<td>1.335</td>
<td>2.13</td>
<td>2.18</td>
<td>1.63</td>
<td>3.749</td>
<td>2.674</td>
<td>5.325</td>
<td>4.08</td>
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<td>2346</td>
<td>239</td>
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<tr>
<td>ALL BUSINESS TRAVEL (4+6+5)</td>
<td>1.53</td>
<td>1.655</td>
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<td>2.61</td>
<td>1.58</td>
<td>4.174</td>
<td>3.51</td>
<td>5.912</td>
<td>5.01</td>
<td>1.43</td>
<td>2896</td>
<td>441</td>
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<tr>
<td>(7) Travel/Transport Employment</td>
<td>0.089</td>
<td>0.071</td>
<td>0.197</td>
<td>0.16</td>
<td>2.21</td>
<td>0.164</td>
<td>0.151</td>
<td>0.33</td>
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<td>2.01</td>
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<td>(8) Other purpose</td>
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<td>0.07</td>
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<td>2.00</td>
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<td>0.169</td>
<td>0.755</td>
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### Region of Residence

<table>
<thead>
<tr>
<th>Region of Residence</th>
<th>Weighting Factor</th>
<th>Full Year 2004</th>
<th>Weighting Factor</th>
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<tbody>
<tr>
<td>Great Britain</td>
<td>13.149</td>
<td>10.796</td>
<td>18.473</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>0.137</td>
<td>0.109</td>
<td>0.177</td>
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<tr>
<td>Scotland</td>
<td>1.197</td>
<td>1.041</td>
<td>1.611</td>
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<tr>
<td>Wales</td>
<td>0.509</td>
<td>0.649</td>
<td>0.736</td>
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<tr>
<td>North East</td>
<td>0.62</td>
<td>0.653</td>
<td>0.962</td>
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<tr>
<td>North West</td>
<td>3.37</td>
<td>3.097</td>
<td>5.186</td>
</tr>
<tr>
<td>Yorkshire &amp; Humberside</td>
<td>1.467</td>
<td>1.223</td>
<td>2.169</td>
</tr>
<tr>
<td>East Midlands</td>
<td>1.163</td>
<td>0.771</td>
<td>1.429</td>
</tr>
<tr>
<td>West Midlands</td>
<td>1.092</td>
<td>0.855</td>
<td>1.449</td>
</tr>
<tr>
<td>South West</td>
<td>0.66</td>
<td>0.438</td>
<td>0.812</td>
</tr>
<tr>
<td>East of England</td>
<td>0.865</td>
<td>0.619</td>
<td>1.094</td>
</tr>
<tr>
<td>London</td>
<td>0.974</td>
<td>0.645</td>
<td>1.4</td>
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<tr>
<td>South East</td>
<td>1.233</td>
<td>1.703</td>
<td>1.625</td>
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### Main method of transport

<table>
<thead>
<tr>
<th>Main method of transport</th>
<th>Weighting Factor</th>
<th>Full Year 2004</th>
<th>Weighting Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>9.965</td>
<td>8.16</td>
<td>14.043</td>
</tr>
<tr>
<td>Train</td>
<td>1.611</td>
<td>1.025</td>
<td>2.266</td>
</tr>
<tr>
<td>Regular Bus/Coach</td>
<td>0.57</td>
<td>0.377</td>
<td>0.696</td>
</tr>
<tr>
<td>Organised Coach</td>
<td>0.271</td>
<td>0.38</td>
<td>0.347</td>
</tr>
<tr>
<td>Plane</td>
<td>0.333</td>
<td>0.285</td>
<td>0.449</td>
</tr>
<tr>
<td>Other</td>
<td>0.526</td>
<td>0.88</td>
<td>0.829</td>
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### Accommodation Used

<table>
<thead>
<tr>
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<th>Weighting Factor</th>
<th>Full Year 2004</th>
<th>Weighting Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Hotel/Inn</td>
<td>3.969</td>
<td>4.09</td>
<td>5.728</td>
</tr>
<tr>
<td>(2) Guest house</td>
<td>0.163</td>
<td>0.375</td>
<td>0.257</td>
</tr>
<tr>
<td>(3) Hotel/Inn/Guest house</td>
<td>4.127</td>
<td>4.369</td>
<td>5.977</td>
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</table>

### Paying guests in

<table>
<thead>
<tr>
<th>Paying guests in</th>
<th>Weighting Factor</th>
<th>Full Year 2004</th>
<th>Weighting Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Farmhouse</td>
<td>0.058</td>
<td>0.052</td>
<td>0.081</td>
</tr>
<tr>
<td>(2) Other private house</td>
<td>1.27</td>
<td>0.792</td>
<td>1.63</td>
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<tr>
<td>TOTAL PAYING GUEST (2+3)</td>
<td>1.324</td>
<td>0.843</td>
<td>1.714</td>
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### Self catering in Rental

<table>
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<th>Weighting Factor</th>
<th>Full Year 2004</th>
<th>Weighting Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Flat/Department</td>
<td>0.29</td>
<td>0.126</td>
<td>0.377</td>
</tr>
<tr>
<td>(2) House/Chalet/Villa/Cottage</td>
<td>0.506</td>
<td>0.394</td>
<td>0.719</td>
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</tbody>
</table>

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Page 1 of 2
<table>
<thead>
<tr>
<th></th>
<th>May - December 02</th>
<th>May - December 2005</th>
<th>Full Year 2002</th>
<th>Weighting Factor</th>
<th>May - December 02</th>
<th>May - December 2005</th>
<th>Full Year 2002</th>
<th>Weighting Factor</th>
<th>May - December 02</th>
<th>May - December 2005</th>
<th>Full Year 2002</th>
<th>Weighting Factor</th>
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</thead>
<tbody>
<tr>
<td>(b) Hostel/University/School</td>
<td>0.136</td>
<td>0.244</td>
<td>0.184</td>
<td>0.33</td>
<td>0.445</td>
<td>0.701</td>
<td>0.571</td>
<td>0.90</td>
<td>1.28</td>
<td>£19</td>
<td>£29</td>
<td>£30</td>
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<tr>
<td>(c) Hostel</td>
<td>0.057</td>
<td>0.178</td>
<td>0.087</td>
<td>0.27</td>
<td>0.139</td>
<td>0.563</td>
<td>0.227</td>
<td>0.92</td>
<td>1.63</td>
<td>£7</td>
<td>£21</td>
<td>£14</td>
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<tr>
<td>(d) University/ school</td>
<td>0.079</td>
<td>0.066</td>
<td>0.097</td>
<td>0.08</td>
<td>0.305</td>
<td>0.138</td>
<td>0.344</td>
<td>0.16</td>
<td>1.13</td>
<td>£13</td>
<td>£8</td>
<td>£17</td>
</tr>
<tr>
<td>(g) Own Second home/Timeshare</td>
<td>0.14</td>
<td>0.068</td>
<td>0.163</td>
<td>0.08</td>
<td>0.539</td>
<td>0.258</td>
<td>0.647</td>
<td>0.31</td>
<td>1.20</td>
<td>£13</td>
<td>£10</td>
<td>£16</td>
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<table>
<thead>
<tr>
<th></th>
<th>Spend (per night)</th>
<th>Spend (per stay)</th>
<th>Spend (per year)</th>
<th>Weighting Factor</th>
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</thead>
<tbody>
<tr>
<td>Hostel/University/School</td>
<td>£19</td>
<td>£29</td>
<td>£30</td>
<td>£45</td>
</tr>
<tr>
<td>Hostel</td>
<td>£7</td>
<td>£21</td>
<td>£14</td>
<td>£43</td>
</tr>
<tr>
<td>University/ school</td>
<td>£13</td>
<td>£8</td>
<td>£17</td>
<td>£11</td>
</tr>
<tr>
<td>Friends/Relatives' home</td>
<td>£551</td>
<td>£430</td>
<td>£776</td>
<td>£606</td>
</tr>
<tr>
<td>Own Second home/Timeshare</td>
<td>£13</td>
<td>£10</td>
<td>£16</td>
<td>£12</td>
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<table>
<thead>
<tr>
<th></th>
<th>Spend (per night)</th>
<th>Spend (per stay)</th>
<th>Spend (per year)</th>
<th>Weighting Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-catering</td>
<td>£8</td>
<td>£46</td>
<td>£9</td>
<td>£53</td>
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<tr>
<td>Serviced</td>
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<td>£29</td>
<td>£15</td>
<td>£39</td>
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<tr>
<td>Camping</td>
<td>£25</td>
<td>£43</td>
<td>£27</td>
<td>£46</td>
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<table>
<thead>
<tr>
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<th>Weighting Factor</th>
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<tbody>
<tr>
<td>Towed</td>
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<td>£2</td>
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<tr>
<td>Static owned</td>
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<td>£7</td>
<td>£2</td>
<td>£7</td>
</tr>
<tr>
<td>Static not owned</td>
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<td>£8</td>
<td>£2</td>
<td>£7</td>
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<tr>
<td>Sleeper Cab of Lorry/Truck</td>
<td>£8</td>
<td>£11</td>
<td>£14</td>
<td>£19</td>
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<table>
<thead>
<tr>
<th></th>
<th>Spend (per night)</th>
<th>Spend (per stay)</th>
<th>Spend (per year)</th>
<th>Weighting Factor</th>
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<tbody>
<tr>
<td>Age Group</td>
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<td>16-24</td>
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<td>£222</td>
<td>£508</td>
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<td>25-34</td>
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<td>35-44</td>
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<td>55-64</td>
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<td>65+</td>
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<table>
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<th>Spend (per year)</th>
<th>Weighting Factor</th>
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<tbody>
<tr>
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<td>AB</td>
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<td>C1</td>
<td>£629</td>
<td>£596</td>
<td>£842</td>
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<td>C2</td>
<td>£370</td>
<td>£325</td>
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<td>DE</td>
<td>£463</td>
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<table>
<thead>
<tr>
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<th>Spend (per stay)</th>
<th>Spend (per year)</th>
<th>Weighting Factor</th>
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<tbody>
<tr>
<td>Pure Holidays</td>
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<td></td>
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</tr>
<tr>
<td>1-3 Nights</td>
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<td>£611</td>
<td>£1,220</td>
<td>£797</td>
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<tr>
<td>4+ Nights</td>
<td>£680</td>
<td>£679</td>
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<table>
<thead>
<tr>
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<th>Spend (per stay)</th>
<th>Spend (per year)</th>
<th>Weighting Factor</th>
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<tbody>
<tr>
<td>Quarter of Trip</td>
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<td></td>
<td></td>
</tr>
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<td>JAN-MARCH</td>
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<td>APR-JUNE</td>
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<td>JUL-AUG</td>
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<td>5.465</td>
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<td>Overall</td>
<td>13.29</td>
<td>18.85</td>
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