

Volume and Value of Overnight Trips (Fig 1.)

The South West of England was the most popular English region for an overnight trip in 2006, reflecting the popularity of seaside destinations such as Devon and Cornwall as well as other strong tourism product. In 2006, the region attracted over 20 million overnight stays worth £3.7bn to the local economy.

The South East and North West were the second and third most popular regions, attracting 18.14m and 13.53m overnight trips, respectively.

Although London recorded almost 3m fewer trips in 2006 than third placed North West, total expenditure on trips to the capital (2.27bn) was almost equal to that of the North West (2.29bn).

Fig 1. Trips, Nights and Spend by English Region Visited and May-Dec Comparisons

Region Visited	Trips (millions)				Nights (millions)				Spend (£ millions)			
	2006	May-Dec 2005	May-Dec 2006	% Change	2006	May-Dec 2005	May-Dec 2006	% Change	2006	May-Dec 2005	May-Dec 2006	% Change
West Midlands	8.36	6.28	5.99	-4.6	20.58	16.25	14.87	-8.5	1145	1015	849	-16.3
East of England	10.69	8.92	8.01	-10.2	31.94	29.77	24.49	-17.7	1278	1257	972	-22.7
East Midlands	8.36	6.66	5.92	-11.1	23.87	19.29	17.18	-11.0	1113	923	826	-10.5
London	10.96	7.07	7.60	7.5	24.60	16.08	17.33	7.7	2270	1393	1607	15.4
North West	13.53	10.91	9.82	-9.9	37.46	32.71	28.30	-13.5	2290	1984	1711	-13.7
North East	3.43	3.19	2.65	-16.9	9.57	9.65	7.65	-20.7	546	582	419	-28.0
South East	18.14	12.85	13.41	4.4	52.69	37.41	40.38	7.9	2429	1885	1885	0.0
South West	20.31	15.99	16.00	0.1	78.26	67.37	64.64	-4.0	3682	3045	3017	-0.9
Yorkshire & Humberside	10.07	8.15	7.34	-10.0	28.50	25.26	21.81	-13.6	1397	1268	1055	-16.8

Fig 2. Average Length of Stay and Expenditure

Region Visited	Average Length of Stay (days)	Average Spend Per Day (£s)	Average Spend Per Visit (£s)
West Midlands	2.5	55.6	137.0
East of England	3.0	40.0	119.5
East Midlands	2.9	46.6	133.2
London	2.2	92.3	207.1
North West	2.8	61.1	169.2
North East	2.8	57.1	159.2
South East	2.9	46.1	133.9
South West	3.9	47.0	181.3
Yorkshire & Humberside	2.8	49.0	138.7

Average Length of Stay and Spend (Fig. 2)

Trips to the South West were longest in duration in 2006, lasting almost 4 days (3.9). In contrast, a trip to London lasted just over two days (2.2), reflecting the short, city break nature of the London product.

London also proved to be the most expensive destination for a trip, both in terms of average spend per day (£92) and for the entire visit (£207). This reflected both higher accommodation costs in the capital and generally higher prices for goods and services than the rest of the UK.

The more rural based tourism product found in the East of England proved to be the cheapest for an overnight trip in 2006, with an average spend per day and visit around costing around half that of London.

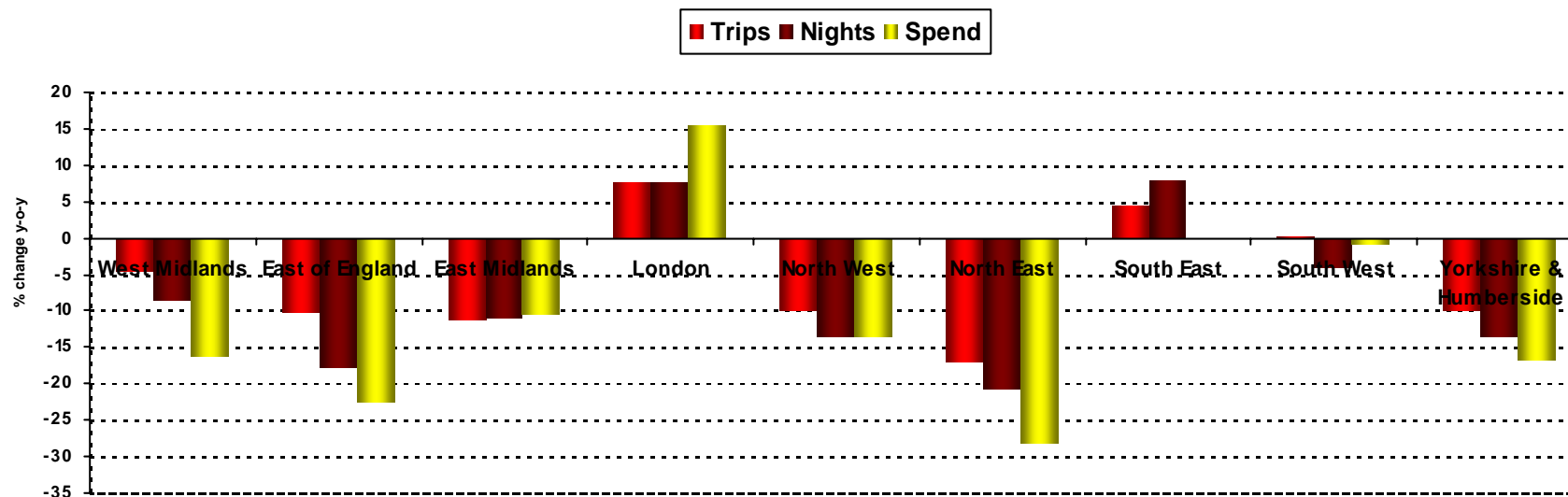
The United Kingdom Tourism Survey

This document examines results from the 2006 United Kingdom Tourism Survey (UKTS), a national consumer survey that measures volume and value of overnight trips taken within the UK, by UK residents.

The UKTS changed methodology in May 2005 and so comparisons should not be made with previous years. In addition, the survey did not run between Jan-April 2005 and so all annual comparisons in this document will be made using May-December results.



Trips, Nights and Spend by English Region Visited, May-Dec 2006 vs May-Dec 2005



May-Dec 2006 vs. May-Dec 2005

Of the nine English regions, just three (London, South East and South West) recorded increases in visitor volume between May-Dec 2006 and May-Dec 2005.

By way of context, the volume of overnight trips to England by UK residents fell -4% during the same eight month period, meaning that the three regions recording growth went against the overall market trend.

Trips to England were generally shorter in duration during May-Dec 2006 compared with the same eight months in 2005, falling -7% overall. The South East and London were the only regions to reverse this declining trend, with both regions able to entice visitors to stay almost +8% longer.

Furthermore, London was the only region to record an increase in expenditure, increasing +15% compared with an average fall for England of -3%. Spend in the South East was flat rather than declining.

The region with the largest recorded declines in trips, nights and spend was the North East, with 16.9% fewer trips, -20.7% less nights and -28% lower spend. However, the North East began with the lowest figures of all regions, and so was starting from a lower base when comparing percentage changes.

Age Profile of Trip Takers to English Regions, 2006

For every region except London and the North East, the largest volume of domestic trips were taken by people aged 35-44 years. This proportion was largest for trips to the North West, with 27% of visitors within this bracket- above the UK average of 25%.

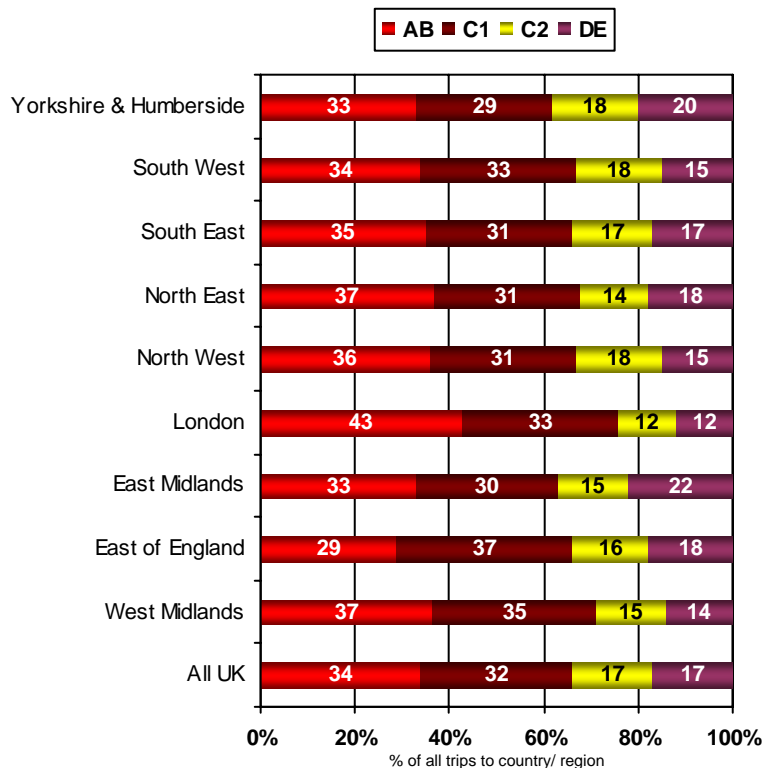
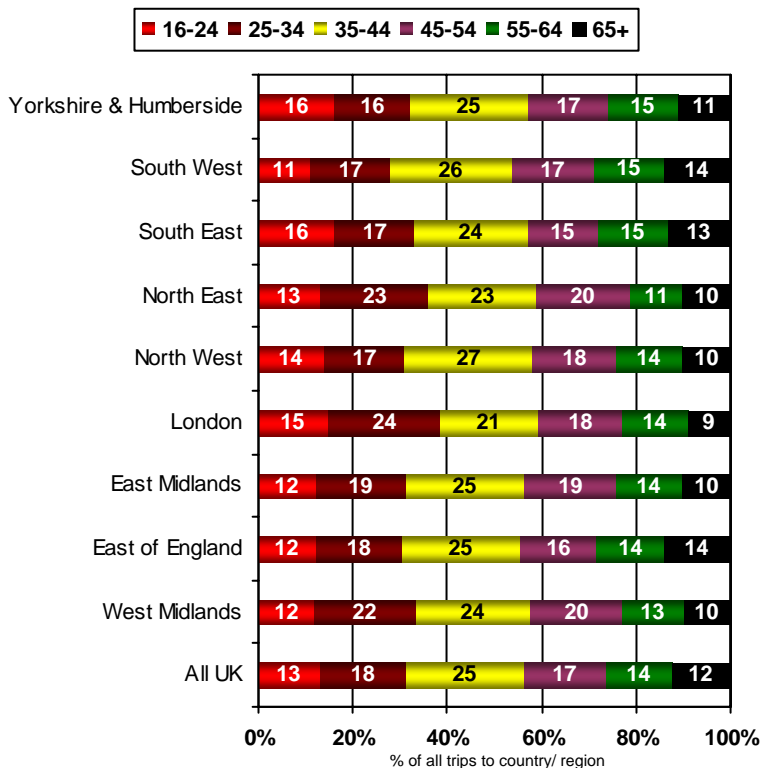
The South West and East of England recorded an older than average visitor in 2006. 46% of visitors to the South West and 44% of visitors to the East of England were aged 45 or above.

In contrast, Yorkshire, South East, North East, London and West Midlands all recorded a higher than average number of visitors aged 16-34.

Socio Economic Profile of Trip Takers to English Regions, 2006

Overall, 66% of UK domestic trip takers were classified as being ABC1 socio economic status in 2006. Visitors to the South West, North East, North West, London and West Midlands were more typically from these classifications.

Visitors to the East Midlands and Yorkshire were more inclined than the UK trip taking average to be classified as C2DE socio economic status.



Travelling to...		Travelling from...									
Area	England	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire	
Northern Ireland	0.96	0.12	0.07	0.08	0.2	0.2	0.08	0.09	0.10	0.09	
	1%	1%	1%	1%	2%	1%	2%	0%	0%	1%	
Scotland	4.00	0.38	0.32	0.29	0.59	1.03	0.49	0.45	0.32	0.41	
	4%	5%	3%	4%	5%	8%	14%	2%	2%	4%	
Wales	4.07	0.35	0.30	0.26	0.50	0.61	0.05	0.60	1.32	0.21	
	4%	4%	3%	3%	5%	5%	1%	3%	7%	2%	
England	92.8	7.5	9.99	7.72	9.66	11.69	2.82	17.00	18.57	9.37	
	91%	90%	94%	92%	88%	86%	82%	94%	91%	93%	
North East	1.13	0.06	0.06	0.17	0.09	0.20	0.18	0.09	0.07	0.23	
	1%	1%	1%	2%	1%	2%	5%	1%	0%	2%	
North West	4.05	0.50	0.20	0.22	0.57	1.26	0.16	0.30	0.37	0.5	
	4%	6%	2%	3%	5%	9%	5%	2%	2%	5%	
Yorks & Humber	3.06	0.13	0.26	0.40	0.39	0.40	0.16	0.23	0.17	0.97	
	3%	1%	2%	5%	4%	3%	5%	1%	1%	10%	
East Midlands	2.83	0.25	0.36	0.63	0.34	0.33	0.10	0.31	0.27	0.24	
	3%	3%	3%	8%	3%	2%	3%	2%	1%	2%	
West Midlands	2.48	0.34	0.17	0.22	0.31	0.38	0.02	0.29	0.63	0.16	
	2%	4%	2%	3%	3%	3%	0%	2%	3%	2%	
East of England	12.09	0.87	3.58	0.95	1.07	0.81	0.27	2.20	1.76	0.82	
	12%	10%	33%	11%	10%	6%	8%	12%	9%	8%	
London	9.43	0.80	1.45	0.62	0.70	0.98	0.12	2.47	1.89	0.55	
	9%	10%	14%	7%	6%	7%	3%	14%	9%	5%	
South East	17.25	1.12	1.62	1.02	2.02	1.10	0.29	6.13	3.8	0.85	
	17%	13%	12%	12%	18%	8%	8%	34%	19%	8%	
South West	13.14	1.08	0.66	0.41	1.23	0.89	0.13	2.33	6.12	0.60	
	13%	13%	6%	5%	11%	7%	4%	13%	30%	6%	

Regional Spread

The table opposite shows the number of trips made to a region (in millions) by country and region of residence. The data includes all trips to England.

Residents of the South East made the most trips in England in 2006, taking 17.25 million.

Residents of Scotland made 4 million trips to England in 2006, with the North West proving to be the most popular English region, reflecting its close proximity.

For the 4m trips taken in England by Welsh residents, the South West proved to be the most popular destination, with over a million (1.32m) travelling there.

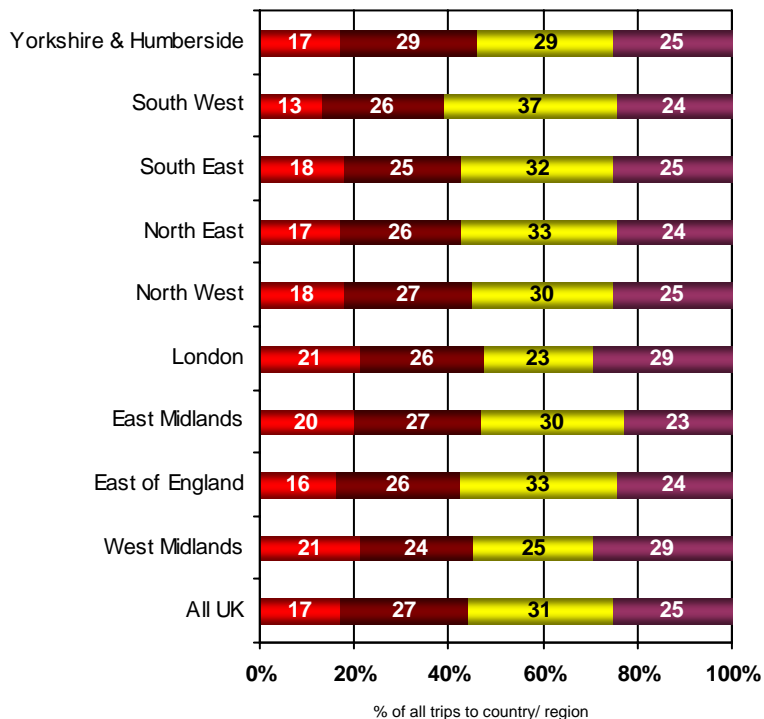
Interestingly, for residents from the North West, Yorkshire, East Midlands, East of England, South East & South West, taking a trip within their own region was the most popular for all trips within England.

Seasonal Spread of Trips by English Region

Overall, 58% of all domestic trips within the UK were taken during the 'peak' months of April-September. Of the English regions, trips to the South West had the highest proportion within this period, 63% in total. Trips to the East of England and North East were also more likely to be taken during April-September than the UK average.

Trips to the West Midlands and London were more evenly spread throughout the year, with 51% of trips to both regions taken during October-March.

■ January-March ■ April-June ■ July-September ■ October-December



Method of transport used on longest section of trip

The car was the primary method of transport for the majority of trips taken in 2006, although there were significant differences depending on region visited.

Trips taken to the East of England and East Midlands were far more likely to involve the car, possibly reflecting the rural nature of the regions.

In contrast, over one third of visits to London involved the train, far above the UK average of 12%.

