

United Kingdom Tourism Survey- 2007 East Midlands

	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Overall	8.36	7.37	-12	23.87	20.17	-16	1113	1055	-5

Purpose of Trip (1)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
(1) Holiday, Pleasure/leisure	3.25	3.1	-5	11.45	10.46	-9	519	570	10
(2) Holiday, visiting friends or relatives	1.97	1.39	-29	5.43	3.57	-34	180	121	-33
ALL HOLIDAYS	5.22	4.48	-14	16.88	14.03	-17	699	691	-1
(3) Other visits to friends or relatives	1.64	1.54	-6	3.8	3.5	-8	142	134	-6
ALL VISITS TO FRIENDS OR RELATIVES (2+3)	3.61	2.93	-19	9.23	7.07	-23	322	255	-21
(4) Attend conferences	0.14	0.11	-21	0.3	0.22	-27	23	26	15
(5) Attend Exhibition/Trade Show/Agricultural	0.08	0.04	-50	0.15	0.08	-47	9	7	-21
(6) Conduct Paid Work / On business	1.01	0.91	-10	2.07	1.54	-26	210	162	-23
ALL BUSINESS TRAVEL (4+5+6)	1.22	1.06	-13	2.52	1.84	-27	242	195	-19
(7) Travel/Transport is my business	0.08	0.01	-88	0.13	0.03	-77	4	2	-44
(8) Other/School Trip/Missing	0.2	0.27	35	0.54	0.77	43	27	33	22

Purpose of Trip (2)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Holidays 1-3 Nights	2.06	1.89	-8	3.85	3.82	-1	248	297	20
Holiday 4-7 Nights	0.92	1.05	14	4.79	5.22	9	203	227	12
Holidays 8+ Nights	0.27	0.16	-41	2.81	1.42	-49	68	46	-32
Visiting Friends and Relatives	3.61	2.93	-19	9.23	7.07	-23	322	255	-21
Business and work	1.3	1.07	-18	2.64	1.87	-29	245	197	-20
Other	0.19	0.22	16	0.53	0.59	11	25	27	5
Don't know	0.01	0.01	0	0.01	0.01	0	2	1	-40

Transport Used on Longest Part of Journey	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Train	0.72	0.84	17	2.28	2.21	-3	115	93	-20
Regular bus/coach	0.2	0.15	-25	0.63	0.49	-22	15	16	3
Organised coach tour	0.08	0.1	25	0.21	0.37	76	15	28	86
Car	6.8	5.89	-13	19.05	16.1	-15	867	873	1
Plane	0.2	0.12	-40	0.86	0.3	-65	39	17	-57
Others	0.23	0.16	-30	0.59	0.38	-36	49	16	-66

Length of Stay In Nights	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	2.02	1.71	-15	2.02	1.71	-15	217	184	-15
Two-Three	3.01	2.68	-11	6.32	5.78	-9	376	388	3
Four-Seven	1.93	1.75	-9	7.31	6.54	-11	277	299	8
Eight+	1.12	0.95	-15	7.74	5.65	-27	214	162	-25
Mean	4.57	3.97	-13	9.8	6.24	-36	6	4	-25

Region of Residence	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
England	7.72	6.9	-11	21.89	18.64	-15	1016	960	-5
Scotland	0.29	0.13	-55	1.12	0.52	-54	45	26	-43
Wales	0.26	0.28	8	0.58	0.69	19	33	53	60
Northern Ireland	0.08	0.06	-25	0.28	0.32	14	19	16	-16
North East	0.34	0.28	-18	1.1	0.95	-14	67	40	-40
North West	0.65	0.66	2	1.42	1.59	12	79	89	13
Yorkshire & Humberside	1.26	1.03	-18	3.95	3.15	-20	150	150	0
East Midlands	1.85	1.72	-7	5.06	4.5	-11	205	174	-15
West Midlands	0.63	0.58	-8	2.19	1.53	-30	79	71	-10
East of England	0.95	0.81	-15	2.31	1.88	-19	131	129	-2
London	0.63	0.54	-14	1.58	1.49	-6	84	90	7
South East	1.02	0.71	-30	3.25	2.16	-34	167	134	-20
South West	0.41	0.57	39	1.06	1.4	32	55	84	53

Accommodation Used	Trips (millions)		Nights (millions)		Spend (£ millions)	
	2006	2007	2006	2007	2006	2007

Seaside	1.3	1.13	-13	6.22	4.47	-28	207	215	4
Large city/ large town	2.74	2.38	-13	6.11	5.53	-9	368	370	1
Small town	2.56	2.04	-20	6.17	5.01	-19	287	239	-17
Countryside/ village	2.09	2.07	-1	6.36	5.8	-9	277	263	-5

Travelling Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Alone	2.47	2.36	-4	6.27	5.55	-11	329	283	-14
Husband/ wife/ partner	4.16	3.5	-16	12.58	10.21	-19	514	497	-3
Children (aged 15 or under)	2.47	2.17	-12	8.31	6.94	-16	283	252	-11
Other female adults (aged 16+)	1.29	1.22	-5	3.64	3.98	9	220	241	9
Other male adults (aged 16+)	1.39	1.23	-12	3.91	4.04	3	268	282	5
Missing	0.01	0.01	0	0.05	0.05	0	2	5	168

Party Size	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	2.47	2.36	-4	6.27	5.55	-11	329	283	-14
Two	2.75	2.29	-17	7.8	5.87	-25	348	304	-13
Three	0.81	0.87	7	2.35	2.68	14	108	138	28
Four	1.13	1.03	-9	3.09	3.3	7	146	159	10
Five	0.6	0.32	-47	2.28	1.22	-46	67	47	-31
Six-Ten	0.34	0.3	-12	1.59	1.04	-35	82	44	-46
Ten or more	0	0		0	0		0	0	
Average	2.64	2.55	-3	2.8	2.77	-1	3	3	7

The United Kingdom Tourism Survey (UKTS) is a national consumer survey measuring the volume and value of tourism trips taken by residents of the United Kingdom. It is jointly sponsored by VisitBritain, VisitScotland, Visit Wales and the Northern Ireland Tourist Board.

The survey covers trips away from home lasting one night or more taken by UK residents for the purpose of holidays, visits to friends and relatives, business and conferences or any other purpose. Tourism is measured in terms of volume (trips taken, nights away) and value (expenditure on trips)

The UKTS survey is conducted continuously throughout the year, using face-to-face CAPI interviewing, as part of an in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within the UK.

Please note that all expenditure figures are in HISTORIC PRICES

**The UKTS is designed as a national survey and only reliable at a English regional level for top line information only.
Please use extreme caution when interpreting results and annual changes as these could be the result of small sample sizes.**