

United Kingdom Tourism Survey- 2007 South West

	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Overall	20.31	20.46	1	78.26	79.33	1	3682	3802	3

Purpose of Trip (1)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
(1) Holiday, Pleasure/leisure	11.08	10.98	-1	51.2	51.4	0	2557	2617	2
(2) Holiday, visiting friends or relatives	3.63	3.53	-3	11.84	12.36	4	386	419	9
ALL HOLIDAYS	14.71	14.51	-1	63.04	63.77	1	2943	3037	3
(3) Other visits to friends or relatives	3.05	3.41	12	8.53	8.41	-1	281	278	-1
ALL VISITS TO FRIENDS OR RELATIVES (2+3)	6.68	6.94	4	20.37	20.77	2	667	697	5
(4) Attend conferences	0.17	0.21	24	0.62	0.59	-5	33	50	53
(5) Attend Exhibition/Trade Show/Agricultural	0.09	0.05	-44	0.19	0.1	-47	15	7	-53
(6) Conduct Paid Work / On business	1.54	1.78	16	3.59	4.35	21	308	359	16
ALL BUSINESS TRAVEL (4+5+6)	1.81	2.04	13	4.4	5.04	15	355	416	17
(7) Travel/Transport is my business	0.07	0.06	-14	0.27	0.06	-78	30	3	-91
(8) Other/School Trip/Missing	0.15	0.45	200	2.03	2.06	1	73	70	-4

Purpose of Trip (2)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Holidays 1-3 Nights	5.02	4.91	-2	10.64	10.37	-3	777	729	-6
Holiday 4-7 Nights	4.84	4.9	1	26.52	27.69	4	1348	1423	6
Holidays 8+ Nights	1.22	1.17	-4	14.04	13.34	-5	432	465	8
Visiting Friends and Relatives	6.68	6.94	4	20.37	20.77	2	667	697	5
Business and work	1.88	2.09	11	4.67	5.1	9	385	418	9
Other	0.48	0.34	-29	1.44	1.63	13	64	61	-5
Don't know	0.04	0.01	-75	0.07	0.02	-71	2	1	-37

Transport Used on Longest Part of Journey	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Train	1.64	1.52	-7	6.45	4.98	-23	336	269	-20
Regular bus/coach	0.65	0.66	2	2.37	2.68	13	97	79	-19
Organised coach tour	0.62	0.58	-6	2.49	2.55	2	153	144	-6
Car	16.09	16.25	1	62.37	63.63	2	2879	3064	6
Plane	0.54	0.47	-13	2.13	2.19	3	118	136	16
Others	0.42	0.51	21	1.06	1.55	46	42	55	29

Length of Stay In Nights	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	3.2	3.09	-3	3.2	3.09	-3	346	307	-11
Two-Three	6.41	6.41	0	14.29	14.29	0	925	966	4
Four-Seven	5.95	5.99	1	26.01	26.15	1	1256	1325	5
Eight+	4.31	4.43	3	33.71	34.41	2	1102	1143	4
Mean	5.99	5.88	-2	10.47	9.91	-5	7	7	2

Region of Residence	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
England	18.58	19.15	3	70.67	73.4	4	3308	3491	6
Scotland	0.32	0.3	-6	1.93	1.88	-3	93	94	1
Wales	1.32	0.91	-31	5.17	3.65	-29	251	193	-23
Northern Ireland	0.1	0.1	0	0.49	0.4	-18	30	25	-18
North East	0.17	0.19	12	0.83	1.15	39	51	50	-1
North West	1.05	0.92	-12	4.86	4.56	-6	247	218	-12
Yorkshire & Humberside	0.78	0.78	0	3.88	4.51	16	209	219	5
East Midlands	1.16	1.3	12	5.18	6.08	17	244	270	11
West Midlands	1.86	1.76	-5	8.44	7.38	-13	394	362	-8
East of England	1.76	1.77	1	7.23	7.67	6	344	391	14
London	1.89	2.22	17	6.58	8.16	24	356	458	29
South East	3.79	3.48	-8	14.61	13.96	-4	709	692	-2
South West	6.12	6.73	10	19.06	19.94	5	754	831	10

Accommodation Used	Trips (millions)		Nights (millions)		Spend (£ millions)	
	2006	2007	2006	2007	2006	2007
(1a) Hotel/Motel	4.53	4.46	12.41	12.13	1117	1100
(1b) Guest house	0.42	0.38	1.35	1.25	81	74
(1) Hotel/Motel/Guest house	4.94	4.83	13.76	13.38	1198	1174
Paying Guest In						
(2) Paying guest in - farmhouse	0.14	0.25	0.59	1.19	37	85
(3) Paying guest in - Other private house /B	1.06	1.09	2.69	2.88	223	235
TOTAL PAYING GUEST (2+3)	1.2	1.34	3.28	4.07	260	321
Self Catering in Rented						
(4) Self-catering in Rented - Flat/Apartment	0.42	0.64	2.31	3.7	154	187
(5) Self-catering in Rented - House/villa/bungalow/cotta	1.22	1.36	7.27	8.76	443	522
(6) Hotel/University/School	0.29	0.21	0.89	0.55	77	30
(6a) Hostel	0.2	0.14	0.48	0.36	61	20
(7) Friend's /relatives home	7.24	7.2	22.89	22.15	630	601
(8) Own Second home/timeshare	0.31	0.25	1.03	1.44	39	42
Holiday Camp/Village						
(9) Holiday camp/Village - Self-catering	0.53	0.5	2.81	2.64	122	121
(10) Holiday camp/Village - Serviced	0.18	0.24	0.82	1.21	36	58
(11) Camping	1.08	1.5	5.46	6.71	136	216
Caravan						
(12) Caravan - Towed	1.2	0.96	7.43	5.75	178	164
(13) Caravan - Static owned	0.54	0.6	2.59	2.62	84	129
(14) Caravan - Static not owned	1.01	0.83	5.89	4.58	279	184
(15) Boat(s)	0.08	0.1	0.31	0.42	11	13
(16) Sleeper cab of lorry/truck	0.03	0.07	0.04	0.09	1	2
(17) Other/Transit	0.32	0.31	1.1	1.26	24	38

Age Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
16-24	2.19	2.39	9	8.26	7.91	-4	376	380	1
25-34	3.44	3.62	5	12.1	12.03	-1	591	578	-2
35-44	5.32	4.82	-9	19.34	19.07	-1	883	923	5
45-54	3.38	3.46	2	12.54	13.19	5	717	740	3
55-64	3.07	3.19	4	12.44	12.7	2	577	618	7
65+	2.92	2.99	2	13.57	14.43	6	539	563	5

Social Economic Grouping	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
AB	6.81	7.28	7	23.84	27.14	14	1236	1448	17
C1	6.75	6.07	-10	26.05	22.87	-12	1275	1154	-10
C2	3.65	3.99	9	14.87	15.7	6	645	711	10
DE	3.11	3.12	0	13.5	13.62	1	526	489	-7

Quarter of Trip	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
JAN-MARCH	2.7	3.01	11	8.19	8.77	7	401	481	20
APR-JUNE	5.25	5.82	11	18.92	22.4	18	981	1009	3
JUL-SEPT	7.57	7.34	-3	37.05	35.29	-5	1656	1655	0
OCT-DEC	4.79	4.3	-10	14.1	12.87	-9	644	657	2

Type of destination	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Seaside	8.46	8.18	-3	40.28	38.14	-5	1840	1856	1
Large city/ large town	4.65	4.3	-8	13.07	12.78	-2	719	680	-5
Small town	4.22	4.89	16	15.54	17.34	12	698	766	10
Countryside/ village	4.04	3.96	-2	14.77	16.09	9	657	719	9

Travelling Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Alone	4.69	5.31	13	14.1	16.25	15	679	697	3
Husband/ wife/ partner	11.2	10.82	-3	47.36	46.76	-1	2029	2060	2
Children (aged 15 or under)	6.63	6.75	2	30.9	31.53	2	1044	1186	14
Other female adults (aged 16+)	4.45	4.19	-6	20.59	18.54	-10	1067	1134	6
Other male adults (aged 16+)	4.08	4.03	-1	18.72	16.87	-10	1058	1004	-5
Missing	0.01	0	-	0.03	0	-	1	0	-

Party Size	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	4.69	5.31	13	14.1	16.25	15	679	697	3
Two	7.14	6.3	-12	25.46	23.33	-8	1341	1218	-9
Three	2.08	2.42	16	8.19	9.92	21	343	502	46
Four	3.55	3.46	-3	16.33	15.26	-7	662	718	8
Five	1.26	1.5	19	5.86	6.84	17	275	311	13
Six-Ten	1.08	1.11	3	6.39	6.38	0	237	281	19
Ten or more	0.12	0.07	-42	0.47	0.26	-45	2	2	13
Average	2.96	2.91	-2	3.26	3.19	-2	3	3	1

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.**