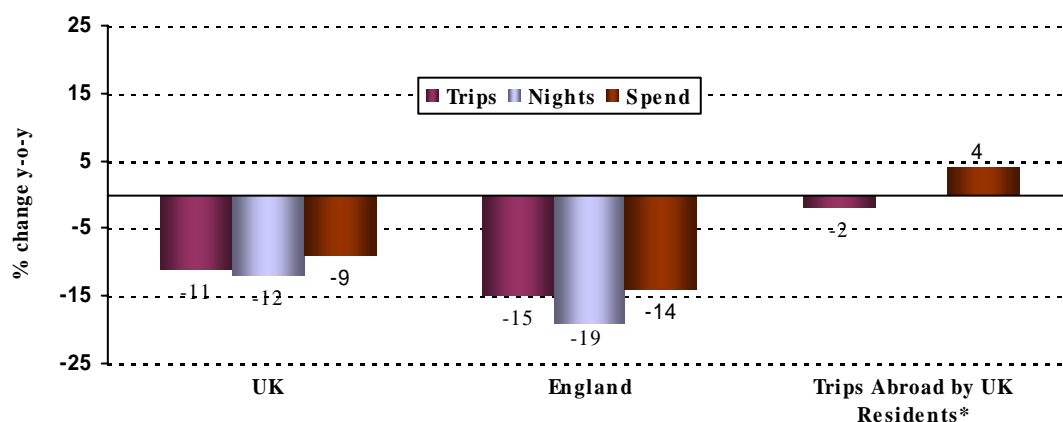


## United Kingdom Tourism Survey – August 2008 Update

### (1) Overview of August 2008 year-on-year changes



Source: UKTS, \*International Passenger Survey

### (2) August 2008

There were 14m overnight trips made in the UK by UK residents in August 2008, a decrease of -11% from the same month in 2007 – equivalent to 1.7m fewer trips. The number of bed nights also declined during the month, with -12% less nights recorded than in August 2007. The average length of stay fell by -1.1% compared to the same month the year before from 4.06 to 4.02 nights.

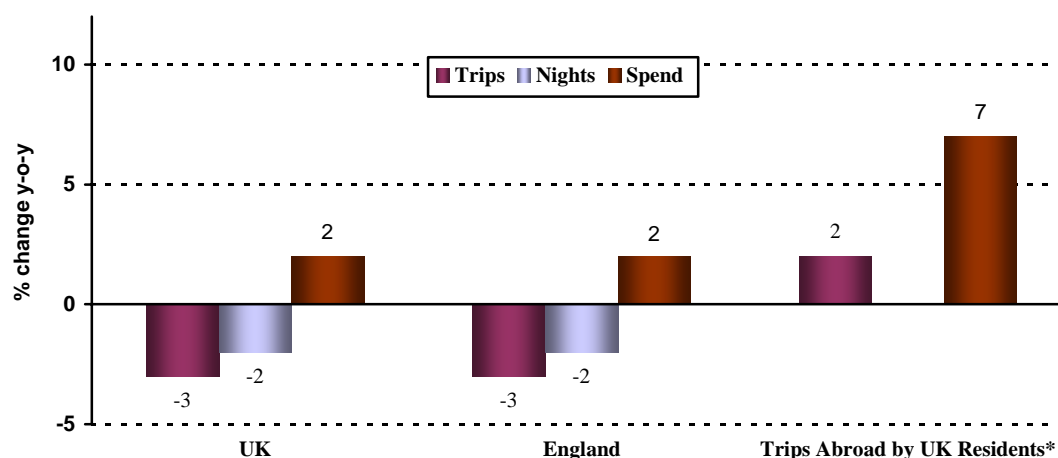
The value of overnight trips dropped by -9% during August and domestic overnight trips were worth £2.65bn during the month compared with £2.9bn in August 2007. Average spend per night increased by +3% to £47 and average spend per trip increased slightly by 2% to £189 compared to August 2007 (note this does not take into account inflation which was around +5% at the time).

Although all trip types have declined, the degree varies widely. Holiday trip volume declined the least – by 0.2m or just -2%. Declines were more extreme in visits to friends and family (23%) and business trips (27%). People are still taking trips, but have cut back on length; bed nights fell by 6% (2.3m) amongst holidaymakers, 23% amongst VFR (or 3.6m trips) and 28% (equivalent to 1.5m nights) amongst business visitors.

Within England there were 10.9m domestic overnight trips -15% less than in August 2007 (equivalent to almost 2m fewer trips) while nights and expenditure decreased by -19% and -14% respectively.

|                       | Trips (millions) | Nights (millions) | Spend (£ millions) | Average length of stay (nights) | Average spend per night (£s) | Average spend per trip (£s) |
|-----------------------|------------------|-------------------|--------------------|---------------------------------|------------------------------|-----------------------------|
| <b>United Kingdom</b> |                  |                   |                    |                                 |                              |                             |
| Total                 | 14.0             | 56.2              | 2,650              | 4.0                             | 47                           | 189                         |
| Holiday               | 8.6              | 39.4              | 1,882              | 4.5                             | 48                           | 217                         |
| VFR                   | 3.8              | 12.3              | 429                | 3.2                             | 35                           | 114                         |
| Business              | 1.3              | 3.8               | 311                | 2.9                             | 81                           | 237                         |
| <b>England</b>        |                  |                   |                    |                                 |                              |                             |
| Total                 | 10.9             | 40.8              | 1,947              | 3.8                             | 48                           | 180                         |
| Holiday               | 6.5              | 28.1              | 1,380              | 4.4                             | 49                           | 214                         |
| VFR                   | 3.1              | 9.3               | 326                | 3.0                             | 35                           | 105                         |
| Business              | 1.1              | 2.7               | 221                | 2.5                             | 81                           | 206                         |

### (3) Overview of Jan-Aug 2008 year-on-year changes



Source: UKTS, International Passenger Survey

### (4) Jan-Aug 2008

81.6m overnight trips were made in the UK by UK residents between January and August 2008, down -3% on the same period in 2007 and bed nights fell by -2% with 273.11m bed nights recorded. Expenditure increased by 2% to £15bn compared to the first eight months of 2007 while average spend per trip increased by 5% to £184 (although again this doesn't take into account inflation).

In England, trips declined by -3% with VFR experiencing the steepest decline during the eight month period (-8%) compared to Jan-August 2007. Holiday trips fell by -2% while nights dropped by -5%, again suggesting a slight tendency towards shorter domestic holidays.

| Trips taken<br>Jan-Aug 2008 | Trips (Millions) |      |          | Bed nights (millions) |       |          | Expenditure (£ million) |        |          |
|-----------------------------|------------------|------|----------|-----------------------|-------|----------|-------------------------|--------|----------|
|                             | 2007             | 2008 | % Change | 2007                  | 2008  | % Change | 2007*                   | 2008   | % Change |
| <b>United Kingdom</b>       |                  |      |          |                       |       |          |                         |        |          |
| Total                       | 83.8             | 81.6 | -3       | 277.5                 | 273.1 | -2       | 14,673                  | 14,981 | 2        |
| Holiday                     | 38.5             | 37.9 | -2       | 153.5                 | 148.3 | -3       | 7,852                   | 8,342  | 6        |
| VFR                         | 30.3             | 28.3 | -7       | 86.2                  | 83.5  | -3       | 3,016                   | 3,124  | 4        |
| Business                    | 13.1             | 13.2 | 0        | 30.9                  | 31.6  | 2        | 3,051                   | 3,227  | 6        |
| <b>England</b>              |                  |      |          |                       |       |          |                         |        |          |
| Total                       | 68.1             | 65.8 | -3       | 215.9                 | 211.1 | -2       | 11,380                  | 11,614 | 2        |
| Holiday                     | 29.8             | 29.1 | -2       | 114.3                 | 108.6 | -5       | 6,252                   | 6,331  | 1        |
| VFR                         | 25.8             | 23.7 | -8       | 71.4                  | 68.5  | -4       | 2,459                   | 2,462  | 0        |
| Business                    | 10.8             | 11.0 | 2        | 24.8                  | 25.6  | 3        | 2,437                   | 2,579  | 6        |

\* all expenditure figures are in historic prices

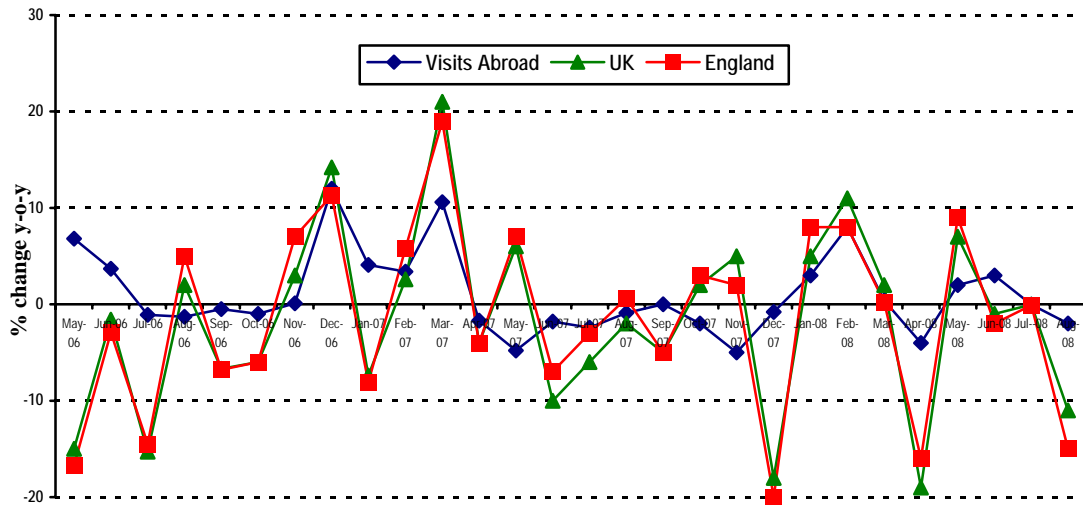
### (5) Trips Abroad by UK Residents in August 2008

UK residents made 8.5m trips abroad in August 2008, representing a year-on-year decrease of -2%. Spend on overseas trips increased by +4% during the month to £4.8bn.

|              | Trips '07 | Trips '08 | Difference | Exp '07 | Exp '08 | Difference |
|--------------|-----------|-----------|------------|---------|---------|------------|
| August 2008  | 8.7m      | 8.5m      | -2%        | £4.6bn  | £4.8bn  | +4%        |
| Jan-Aug 2008 | 47.0m     | 47.9m     | +2%        | £23.9bn | £25.5bn | +7%        |

Source: International Passenger Survey

(6) UK Resident Trips Abroad vs. UK and England Domestic Trips, May 2006-August 2008



Source: UKTS, International Passenger Survey

(7) UK Domestic Trip Volume by Month, 2005-2008

