Topic Summary
VFR Trips in England
VFR Travel Trends - England

• 37 million trips were made last year in England to visit friends and relatives, almost 40% of the total, though a decline of 8% on 2007.

• While VFR trips account for a high share of total trip volume, their share of value is much lower, under a quarter of the total.

• This is accounted for by their lower spend per night – only £36 on average – not surprising, as the majority (84%) save accommodation costs by staying in a private home (nonetheless, 1 in 10 use a hotel)

• These trips are slightly more likely than the average to be made to urban areas (75% vs 65% overall), and while they are spread through the year, the single highest share of trips is in the 4th quarter (29%), as people travel to friends and family over the Christmas period.
Domestic VFR Travel Trends

Domestic Overnight Travel in England – Includes all VFR travel (i.e. including VFR-mainly holiday)
### Domestic VFR Trip 2008 Profile

#### Regional Profile

- **All Trips**: 20% in NE, 17% in NW, 12% in Yorks & Hum, 12% in E Midlands, 11% in W Midlands, 10% in London, 9% in SE, 8% in SW, 8% in England, and 4% in Mids.
- **VFR**: 16% in NE, 21% in NW, 12% in Yorks & Hum, 12% in E Midlands, 11% in W Midlands, 10% in London, 9% in SE, 8% in SW, 8% in England, and 4% in Mids.

#### Destination Type

- **All Trips**: 18% in Seaside, 24% in Large city/town, 46% in Small town, 10% in Countryside.
- **VFR**: 19% in Seaside, 10% in Large city/town, 46% in Small town, 10% in Countryside.

#### Accommodation Used

- **All Trips**: 11% in Hotel/GH, 42% in S/C, 84% in Own/other home, 2% in Other.
- **VFR**: 11% in Hotel/GH, 42% in S/C, 84% in Own/other home, 2% in Other.

#### Length of Trip

- **All Trips**: 5% in 1 night, 22% in 2-3 nights, 42% in 4-7 nights, 44% in 8+ nights.
- **VFR**: 5% in 1 night, 22% in 2-3 nights, 42% in 4-7 nights, 36% in 8+ nights.

#### Seasonality

- **All Trips**: 23% in Q1, 30% in Q2, 27% in Q3, 24% in Q4.
- **VFR**: 29% in Q1, 24% in Q2, 24% in Q3, 23% in Q4.

#### Transport

- **All Trips**: 74% in Car, 14% in Train, 15% in Reg bus/coach, 5% in Other.
- **VFR**: 76% in Car, 15% in Train, 15% in Reg bus/coach, 4% in Other.

**Domestic Overnight Trips in England** – Includes all VFR travel (i.e. including VFR-mainly holiday)