



The UK Tourist

Statistics 2007



Tourism Volumes and Values in 2007

Tourism by residents of the United Kingdom in 2007: this report presents the principal findings of the United Kingdom Tourism Survey (UKTS).

UKTS is jointly sponsored by the statutory tourist boards of England, Scotland, Northern Ireland and Visit Wales (the Tourism Department of the Welsh Assembly Government).

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Introduction

This report is the nineteenth in an annual series, published to present statistical information on the volume and value of tourism undertaken by the resident population of the United Kingdom.

All information in the report comes from a face-to-face interview survey commissioned jointly by the national tourist boards of Visit Britain (VB), VisitScotland (VS), Northern Ireland Tourist Board (NITB) and Visit Wales (the tourism Department of the Welsh Assembly Government). The joint survey is called the United Kingdom Tourism Survey (UKTS).

The UKTS was first conducted in 1989 and replaced earlier surveys which the three national tourist boards and Visit Wales (the Tourism Department of the Welsh Assembly Government) had used to obtain estimates of domestic tourism volume and value. Until 1999, the survey was based on in-home interviews with adults, mainly using a random omnibus survey conducted by NOP Research Group.

This survey vehicle for UKTS was discontinued at the end of 1999. A review was then undertaken to select a new research methodology, while maintaining a high degree of consistency in the key principles of the survey design.

In 1999, a five-year contract covering the period 2000-2004 was awarded to BMRB International and in 2000, UKTS switched to a new research methodology based on telephone interviews using random digit dialling.

By 2003 and 2004 however, significant concerns were being expressed regarding the UKTS derived data on domestic tourism. Following a further extensive review, UKTS has now returned to the previous (pre-2000) methodology for measuring the volume and value of domestic overnight trips: face-to-face interviews conducted in-home. TNS Travel & Tourism were appointed to undertake the survey from May 2005 and for the period 2006 - 2010. The sponsors (the various UK national tourism organisations) concluded that the approach proposed by TNS would yield a more representative sample of the UK population by using a proven face-to-face interview approach instead of the previous random digit dialling telephone approach.

From May 2005, UKTS now comprises:

- 100,000 face-to-face interviews per annum, conducted in-home, more than twice the sample

size featured in the previous telephone based survey methodology.

- A weekly sample size of around 2,000 adults aged 16 or over - representative of the UK population in relation to various demographic characteristics including gender, age group, socio-economic group, and geographical location.
- Respondents are asked about any overnight trips taken in the last four weeks, as opposed to a 12-weeks' recall period, covering the three preceding calendar months, under the previous methodology.
- The questions were first added to TNS's RSGB Omnibus survey on 4th May 2005 and the survey outputs provide data from May 2005 for total number of trips, nights spent, breakdown of expenditure, purpose of trip, accommodation used and party composition on each trip by destination.

Because of these changes in methodology, the UKTS results for 2005 are not comparable with those from previous years. In addition, given that the survey fieldwork did not begin until May 2005, no survey data was collected for the first four months of the year, January-April. Consequently, the survey data for 2005 is 'part-year' in nature – only covering the May-December period. Comparative data is therefore restricted to 2006 only. All of the 2006 and 2007 data covers the full 12-months' period allowing for valid comparison.

Objectives

The first objective of UKTS is to provide measurements of tourism by residents of the United Kingdom, in terms of both volume and value. The second is to collect details of the trips taken and of the people taking them.

These objectives extend to:

- Tourism by people of any age. The core survey is based on adults but collects details of all adults and children present on the trip.
- Tourism for any purpose. Although the report naturally lays great emphasis on the important holiday sector, this is not just a holiday survey. Also covered is tourism for the purpose of visiting friends and relatives, for work or business

purposes, conferences and exhibitions, or indeed almost any other purpose.

- Day excursion trips are not covered by the survey at all.
- Tourism to any part of the UK or Ireland, using any accommodation type. The previous survey included coverage of trips outside of the British Isles, but this element was removed when TNS were appointed in 2005.

UKTS is designed as a continuous measurement of the volume and value of tourism by residents of the United Kingdom, in such a way as to provide absolute estimates at any point in its currency and relative change over time. Three separate but associated measurements are required from the survey:

- the number of trips (including child trips) taken by UK residents.
- the number of nights (including child nights) spent away from home on these trips.
- the value of spending on those trips.

In summary, for the purposes of this survey, tourism is taken to be any journey away from home lasting one or more nights, to any destination within the United Kingdom and Ireland, by any mode of transport, for any purpose, and staying in any type of accommodation. These topics of destination, purpose, mode of transport, accommodation type, and many others, are included in the information collected by the survey, in order to provide meaningful analysis and descriptions of the volume and value estimates.

Using previous methodologies, an upper limit of 60 days was applied to the number of nights spent away from home to qualify as a tourism trip. As respondents are now asked about trips returned from in the 4 weeks prior to interview, this upper limit is now redundant and no longer used.

It is worth noting that despite this, results are reported on the basis of the start date of the trip.

Scope of this report

This document is intended to provide all of the information necessary to form an overview of the total UK tourism market. The reader will therefore find details of familiar subjects such as purpose, destination, accommodation, transport and month of trip. However

also included are other subjects such as methods of booking or arranging travel and details of the types of location stayed at while away from home.

Inevitably, a publication of this size is selective. The 'core' results of each year's UKTS run into thousands of computer tabulations, which are held by the sponsoring boards. Beyond these core tabulations, further computer analysis can provide – subject to technical limitations – any permutation of any number of parameters contained in the survey, in order to produce data on specific market sectors not already analysed. Survey results not published in this report are available from any of the sponsoring boards. Further information and details of costing can be obtained from any of the survey sponsors, at the address shown at the back of this report.

Survey method

The UKTS survey is conducted continuously throughout the year, using face-to-face Computer Assisted Personal Interviews or CAPI interviewing, as part of TNS' in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within the UK. Respondents are asked whether they have taken trips in the UK in the previous four calendar weeks that involve at least one night away from home.

When such trips are identified, further questions are asked about a maximum of three trips - the most recent three trips - with a core set of questions for all three trips and additional questions for the most recent trip. The questionnaire is thus designed to maximise accuracy of recall, whilst minimising the task for those who have undertaken more than one trip.

The requirement is for a complete dataset for each of the three most recent trips. Therefore, some imputation is necessary and that imputation covers data not collected, or otherwise missing.

The results are reported in terms of total UK population values. Therefore the data are weighted to correct for differences between the sample distribution and that of the population and also to gross the sample values up to the population.

Reporting periods are defined in terms of groups of weeks. Results published from the data are for trips that started in each calendar month.

The sample design is based on the TNS master sample frame which divides the UK into 630 sample points.

The TNS omnibus survey operates on pairs of weeks. One week of the pair uses 143 points. The other week of the pair uses 144 different points. The difference relates to representation of the population in Scotland, north of the Caledonian Canal. Sampling points are selected after stratification by Government Office Region and Social Grade.

Each sample point is divided into geographical halves. Selected addresses from the point are taken from one half the first time it is used, and from the other half when it is next used. This provides for de-clustering or geographical dispersion week on week. Within each geographic half-block of 160 addresses, taken from the Postcode Address File, an interviewer assignment is issued to achieve an adult sample of 15 interviews (13 in London).

Interviewer assignments are conducted over two days of fieldwork and are carried out on weekdays between 2pm-8pm and/or at the weekend. Interviewers are issued with quota targets based on gender, working status and presence of children. All interviewers must leave 3 addresses between each successful interview.

On average 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing is not conducted during the two weeks either side of Christmas. The weighting procedures are amended to compensate for these missing weeks.

Respondents report on all trips taken in the UK and Ireland in the preceding 4 weeks. The questionnaire reads:

"We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.

Q.1 Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?

In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom.

The four weeks we are talking about are from Monday (day/month) through to last Sunday (day/month).

Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip."

It should be noted that although the UKTS questionnaire (at Q.1) clarifies to the respondent that the Channel Islands and Isle of Man are included within the United

Kingdom, all parties involved with the survey are aware that these islands have federacy status and are not part of the United Kingdom.

The change in the method of data collection from telephone interviewing to an in-home face-to-face approach utilising TNS' weekly RSGB Omnibus survey in May 2005, necessitated a review of the questionnaire to adapt it for CAPI use. In addition, the client group was keen to rationalise the length of the questionnaire and remove questions no longer deemed essential.

This report

It may be useful to provide some explanatory notes about some of the key concepts used in this report.

The UKTS reports in terms of trips, nights and spending:

- *Trips* are trips or journeys away from home involving an overnight stay, taken by adults aged 16 and over and accompanying children aged up to 15. It should be noted that each adult or child present on the trip counts as a trip. Thus a family of 2 adults and 2 children taking a trip away would count as 4 trips.
- *Bednights* are the number of nights away taken by adults and accompanying children on these trips. Each night away spent by an adult or a child present on the trip counts as a night. Thus, a family of 2 adults and 2 children taking a 3-night trip away from home would count as 12 bednights.
- *Spending* is the expenditure relating to these trips. It includes costs paid in advance of the trip, costs paid during the trip itself, and also any bills relating to the trip received after returning home. It covers costs paid by adults on the trip for themselves and on behalf of others on the trip, including children. It also includes costs paid on behalf of the person taking the trip, such as an employer paying the cost of a business trip.

Two further points about spending may be helpful:

- Average expenditure per night is calculated by dividing the total trip costs by the number of nights. The total trip costs include those costs which are paid in advance of the trip (such as travel and inclusive package trip charges) as well as costs incurred on a daily or nightly basis during the trip.

- Analysis of expenditure by country of destination allocates all trip costs to the country of destination, although in reality some of these costs may be paid in the country of residence rather than the country of destination.

For simplicity, absolute volumes and values have been rounded. The degree of rounding is generally self-evident in the tables, but where appropriate, an explanatory note has been added for clarity.

The appendix contains a detailed set of definitions of terms used in the report.

Volumes & Values 2006 & 2007

This section of the report presents the key findings for January to December 2007 compared to January to December 2006.

Tourism Trips taken in the UK

Compared to 2006, there was an overall decline in domestic tourism in the United Kingdom during the period from January to December 2007. Trips declined to 123.5 million (a fall of 2%) whilst the decrease in terms of bednights was smaller (1%). Spending rose from £20,965 million to £21,238 million – an increase of 1%, although it must be recognised that this does not take account of inflation – the 2007 spend would be an actual decrease in ‘real terms’.

The average trip length remained at 3.2 nights in the UK over the January-December 2007 period, whilst spend per trip was £172 and spend per night was £54.

	2006 (Jan-Dec)	2007 (Jan-Dec)	% Change
Trips (Millions)	126.293	123.458	-2.24%
Nights (Millions)	400.073	394.413	-1.41%
Spending (EMillions)	£20,965	£21,238	+1.30%
Av. Nights per trip	3.17	3.19	+0.85%
Av. Spend per trip	£166	£172	+3.63%
Av. Spend per night	£52	£54	+2.76%

In terms of trip purpose, holidays (including visits to friends and relatives while on holiday) represent the

largest proportion of domestic tourism. In the period January to December 2007, they accounted for 76.8 million of the 123.5 million trips within the UK. 1-3 night holidays were more common than 4+ night holidays (49.5 million and 27.3 million respectively). Visits to friends and relatives for non holiday purposes accounted for 24.7 million trips while business and work tourism accounted for 18.7 million trips in this period.

Compared with the equivalent period in 2006, the biggest decline was in 1-3 night holidays (-5%) and in business/work tourism (-2%).

Please note that Tables 2 – 12 below do not include any respondent answers that have been classified under the ‘Other’ category for Purpose. Therefore, the figures in the tables may not necessarily sum to 100%.

	2006 (Jan-Dec)	2007 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	126.293	123.458	-2.24%
Holiday	79.207	76.828	-3.00%
1-3 Nights	52.111	49.543	-4.93%
4+ nights	27.096	27.285	+0.70%
VFR	23.68	24.708	+4.34%
Business/work	19.217	18.745	-2.46%

As in 2006, the largest single ‘purpose of trip’ segment in terms of bednights is the 4+ night holiday market, accounting for just under 182 million bednights in 2007. As was the case with trips, comparing January to December with the same period in the previous year, 1-3 night holidays shows the largest decrease (a 3% decline in bednights) followed by business/work tourism (-2%).

Table 3 – Purpose of Domestic Nights in the UK

	2006 (Jan-Dec)	2007 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	400.073	394.413	-1.41%
Holiday	280.306	278.307	-0.71%
1-3 Nights	99.338	96.345	-3.01%
4+ nights	180.968	181.962	+0.55%
VFR	60.619	60.469	-0.25%
Business/work	46.08	44.965	-2.42%

In spending terms, as with bednights, 4+ night holidays are the largest purpose of trip segment, totalling spend of £7.1 billion in the January-December 2007 period in the UK. 1-3 night holidays account for £6.9 billion of value and business and work tourism accounts for £4.5 billion of expenditure. Compared with January to December 2006, spending levels increased across all purposes except for business and work spend which fell by 4%. Once again, it is important to emphasise that the 2006 figures are in historic prices and have not been converted to take account of inflation.

Table 4 – Purpose of Domestic Spend in the UK

	2006 (Jan-Dec)	2007 (Jan-Dec)	% Change
Purpose	£Millions	£Millions	£Millions
Total	£20,965	£21,238	+1.30%
Holiday	£13,592	£14,040	+3.30%
1-3 Nights	£6,893	£6,902	+0.13%
4+ nights	£6,699	£7,138	+6.55%
VFR	£2,133	£2,261	+6.00%
Business/work	£4,643	£4,451	-4.14%

Tourism Trips taken in England

As in the previous year, the volume and value pattern for domestic tourism in England in January to December 2007 (as illustrated in Table 5) is very similar to that described for the UK as a whole. Once again, there were small decreases in terms of trips (-2%) and bednights (less than -0.5%) with minor growth for expenditure (+2%). Average length of stay was around 3 nights – a 1% increase on the previous year. Average spend per trip and per night increased by 4% and 2% respectively to £165 and £54 (historic prices).

Table 5 – Tourism Trips taken in England

	2006 (Jan-Dec)	2007 (Jan-Dec)	% Change
Trips (Millions)	101.834	100.173	-1.63%
Nights (Millions)	308.832	307.798	-0.33%
Spending (£Millions)	£16,212	£16,531	+1.97%
Av. Nights per trip	3.03	3.07	+1.32%
Av. Spend per trip	£159	£165	+3.66%
Av. Spend per night	£52	£54	+2.31%

Purpose of Domestic Trips in England

As was the case for the UK as a whole, in England, the most common purpose of trip was a 1-3 night holiday (as illustrated in Table 6 below), accounting for 40 million of the 100.2 million domestic tourism trips in the January to December 2007 period. This segment showed a decrease on the January to December 2006 period (-4%) – as opposed to longer (4+ night) holidays which recorded a small increase (+2%). VFR non-holiday trips grew by the largest amount (+5%) compared to the previous year.

Table 6 – Purpose of Domestic Trips in England

	2006 (Jan-Dec)	2007 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	101.834	100.173	-1.63%
Holiday	62.237	60.938	-2.09%
1-3 Nights	41.766	39.988	-4.26%
4+ nights	20.472	20.95	+2.33%
VFR	20.319	21.234	+4.50%
Business/work	16.005	15.448	-3.48%

Tourism Trips taken in Northern Ireland

The volume and value of UK tourism in Northern Ireland showed a more varied picture in the January to December 2007 period compared to the previous year (as illustrated in Table 7 overleaf). Trips recorded a fairly major decline of around 10% (2.2 million trips in total), with bednights falling by 8%. Spending however grew significantly by 13% to £453 million. The average trip length remained relatively static compared to 2006 at 3.3 nights per trip. Average spend per trip and per night

increased compared to the previous year at £211 (per trip) and £64 (per night) respectively.

Table 7 – Tourism Trips taken in Northern Ireland

	2006 (Jan-Dec)	2007 (Jan-Dec)	% Change
Trips (Millions)	2.379	2.152	-9.54%
Nights (Millions)	7.644	7.07	-7.51%
Spending (EMillions)	£400	£453	+13.25%
Av. Nights per trip	3.21	3.29	+2.25%
Av. Spend per trip	£168	£211	+25.20%
Av. Spend per night	£52	£64	+22.44%

Purpose of Domestic Trips in Northern Ireland

In terms of purpose of UK trip in Northern Ireland, the largest change compared with January to December 2006 was in business and work tourism (as illustrated in Table 8) where there was a 24% increase in the number of trips recorded. The other purposes of trip declined compared to the previous year with 1-3 night holidays recording the largest fall (-17%).

Care should be taken when interpreting all these results for Northern Ireland because of the relatively small sample sizes involved.

Table 8 – Purpose of Domestic Trips in Northern Ireland

	2006 (Jan-Dec)	2007 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	2.379	2.152	-9.54%
Holiday	1.614	1.403	-13.07%
1-3 Nights	1.185	0.98	-17.30%
4+ nights	0.429	0.422	-1.63%
VFR	0.425	0.383	-9.88%
Business/work	0.285	0.352	+23.51%

Tourism Trips taken in Scotland

In Scotland, in the January to December 2007 period, trips declined by 1% compared to the previous 12 months with nights and expenditure recording a 1% and 4% growth. Consequently, average spending levels per trip and per night increased by 6% and 4% respectively.

Table 9 – Tourism Trips taken in Scotland

	2006 (Jan-Dec)	2007 (Jan-Dec)	% Change
Trips (Millions)	13.28	13.12	-1.20%
Nights (Millions)	47.163	47.445	+0.60%
Spending (EMillions)	£2,720	£2,836	+4.26%
Av. Nights per trip	3.55	3.62	+1.82%
Av. Spend per trip	£205	£216	+5.54%
Av. Spend per night	£58	£60	+3.64%

Purpose of Domestic Trips in Scotland

In terms of trip purpose, the largest growth in Scotland relative to the same period in 2006 was in 4+ night holidays – these increased by 4% to 3.7 million trips (as illustrated in Table 10 below). There was very little change in the other trip segments compared to 2006.

Table 10 – Purpose of Domestic Trips in Scotland

	2006 (Jan-Dec)	2007 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	13.28	13.12	-1.20%
Holiday	8.512	8.638	+1.48%
1-3 Nights	4.955	4.95	-0.10%
4+ nights	3.557	3.688	+3.68%
VFR	1.865	1.854	-0.59%
Business/work	2.274	2.285	+0.48%

Tourism Trips taken in Wales

With regards to UK tourism to Wales in the January to December 2007 period, compared to other parts of the UK, there was a larger decrease in trips, nights and expenditure (down 8%, 12% and 13% respectively). A possible cause of the fairly major decline in 2007 could be due to Wales having a particularly good tourism year in 2006 which it has been unable to repeat (as illustrated in Table 11 overleaf). The average spend per night was least affected with a fall of just over 1%.

Table 11 – Tourism Trips taken in Wales

	2006 (Jan-Dec)	2007 (Jan-Dec)	% Change
Trips (Millions)	9.611	8.846	-7.96%
Nights (Millions)	36.434	32.101	-11.89%
Spending (£Millions)	£1,633	£1,418	-13.17%
Av. Nights per trip	3.79	3.63	-4.27%
Av. Spend per trip	£170	£160	-5.66%
Av. Spend per night	£45	£44	-1.45%

Purpose of Domestic Trips in Wales

When purpose of trip to Wales is examined and compared with the January to December 2006 period, it is interesting to note that VFR non-holiday tourism appears to have 'bucked the downward trend' of the other elements of domestic tourism in the Principality (as illustrated in Table 12). VFR trips have increased over the previous year by just under 12%. On the other hand, 1-3 night holidays exhibited a major decline (-14%).

Table 12 – Purpose of Domestic Trips in Wales

	2006 (Jan-Dec)	2007 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	9.611	8.846	-7.96%
Holiday	7.36	6.46	-12.23%
1-3 Nights	4.317	3.716	-13.92%
4+ nights	3.043	2.744	-9.83%
VFR	1.143	1.279	+11.90%
Business/work	0.855	0.824	-3.63%

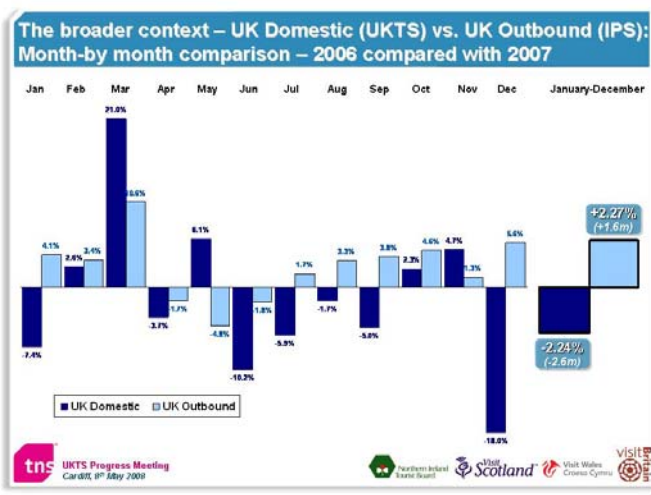
UKTS results in context

The findings above illustrate a pattern of decline in UK domestic tourism when compared to 2006. To add a degree of context to the UKTS results, it is worthwhile examining some of the other tourism related data sources.

Figure 1 below compares UKTS data over the 2006 and 2007 period with data from the International Passenger Survey (IPS) which measures tourism by UK residents overseas. As the chart illustrates, whilst domestic tourism has exhibited a fairly steady decrease over this period (-2%), tourism abroad by UK residents increased (+2%).

Figure 1 – Comparison of UK Domestic (UKTS) with UK Outbound (IPS)

Figure 1 Comparison of UK Domestic (UKTS) with UK Outbound (IPS)



When looking at the UK domestic tourism variations between 2006 and 2007 in Figure 1, across the January to December period, 5 of the 12 months recorded an increase in domestic trips over 2006 – February, March, May, October and November. For trips overseas however, the majority of months (9 out of 12) exhibited increases on the previous year.

It is interesting to compare the characteristics of UK residents' tourism: domestic tourism as measured by UKTS (dark blue columns) has decreased by almost 2%, but this has been balanced by an increase in UK residents' overseas tourism of around 2%. Given the relatively finite nature of holiday entitlement, this would tend to provide some evidence of a shift from domestic trips to overseas trips by UK residents over this period. The huge growth in European air routes by budget carriers over this period has increased the number of access points to the UK, but at the same time has made overseas travel more accessible and less expensive for UK residents.

2007 – Full Year Summary

Tourism volumes & values in 2007

In 2007, UK residents are estimated to have taken around 123 million trips of one night or more within the UK. These trips involved a total of 394 million nights away from home, resulting in an average tourism trip length of 3.2 nights.

Tourism expenditure on these domestic trips was £21 billion, representing an average spending of £172 per trip and £54 per night away from home.

By relating these levels of tourism volume and value to the total population, the average level of tourism per head of population can be calculated:

In 2007, the average UK resident:

- took 2.1 tourism trips of one night or more away from home within the UK
- stayed away for 6.6 nights in total on tourism trips in the UK
- spent £353 in total on domestic tourism trips.

Tourism Destinations

This section looks in detail at tourism in the UK, and contrasts the performance of England, Northern Ireland, Scotland and Wales as destinations.

Of the 123 million trips taken in the UK in 2007, four-fifths (81%) were taken in England with just over 100 million trips. Scotland, with 13.1 million trips had an 11% share, Wales with 8.8 million trips had a 7% share, and Northern Ireland, with 2.2 million trips, had a 2% share.

Table 13 – Tourism Trips in the UK by country

Destination	Trips Millions	Share of Trips %
UK Total	123.458	100%
England	100.173	81%
Northern Ireland	2.152	2%
Scotland	13.120	11%
Wales	8.846	7%

Clearly, these shares are a reflection of the respective populations of the different countries, so it is helpful to factor this into the analysis.

When the pattern of trips taken is compared with the pattern of population distribution, it can be seen that England's share of tourist trips (81%) is lower than its share of total population (84%). Northern Ireland accounts for 3% of the UK population, but 2% of the trips.

In contrast, Scotland and Wales both have a higher share of tourism trips than of total population.

Table 14 – Tourism Trips compared with population

Destination	Population:		Trips:	
	Millions	%	Millions	%
UK Total	60.21	100%	123.458	100%
England	50.43	84%	100.173	81%
Northern Ireland	1.72	3%	2.152	2%
Scotland	5.10	8%	13.12	11%
Wales	2.96	5%	8.846	7%

Source: Census 2001; 2003 based Population Projections for 2005
BARB Establishment Survey

Tourism trips in Wales and Scotland tend to be longer in duration than trips in Northern Ireland and England (3.6 and 3.6 nights respectively per trip for Wales and Scotland vs. 3.3 and 3.1 nights per trip respectively for trips in Northern Ireland and England). As a result, Scotland and Wales have higher shares of nights than trips.

Table 15 – Tourism Nights in UK by country

Destination	Nights Millions	Share of Nights %	Av. nights per trip No.
UK Total	394.413	100%	3.19
England	307.798	78%	3.07
Northern Ireland	7.07	2%	3.29
Scotland	47.445	12%	3.62
Wales	32.101	8%	3.63

Turning to spending, the average spend per trip is higher in Scotland and Northern Ireland than in England and Wales. Trips in Scotland have an average spend of £216 and Northern Ireland £211, well above the UK average of £172. England and Wales have broadly similar 'per trip' spending levels - £165 and £160 respectively.

The higher than average spending in Scotland is largely a reflection of the longer trip length that was discussed earlier. In addition however, the level of spending per night in Scotland is slightly above the UK average (£60 compared with the UK average of £54). The average

spend per night in Northern Ireland (£64) is even higher than that recorded for Scotland but this should be viewed with caution due to the relatively low sample size.

In contrast, the low average spend on trips in Wales is driven by a low level of spending per night (£44 per night compared with the UK average of £54).

Table 16 – Tourism Spending in UK by country

	Spending	Share of Spending	Av. Spend per trip	Av. Spend per night
Destination	£Million	%	£	£
UK Total	£21,238	100%	£172	£54
England	£16,531	78%	£165	£54
Northern Ireland	£453	2%	£211	£64
Scotland	£2,836	13%	£216	£60
Wales	£1,418	7%	£160	£44

The end result is that Scotland and Wales both have a higher share of tourism spending compared with their population base. For both England and Northern Ireland however, their respective shares of tourism by UK residents, on all measures, are below the population shares of each country.

Purpose by Destination

This section looks at the primary purpose of tourism trips taken by UK residents within the UK in 2007 – be this for a holiday, visiting friends & relatives or travelling for business & work.

It was noted earlier (Table 13) that England is the destination for four-fifths (81%) of all UK trips, but that this is lower than its share of the population (84%). The same was the case for Northern Ireland (3% of the population vs. 2% of trip). In contrast, Scotland and Wales have a higher share of trips than population.

Looking at the types of trips taken in each country, although the overall pattern is fairly similar, there are some important differences.

First of all, as in 2006, holiday trips make up a greater percentage of all trips in Wales and to a lesser extent Scotland, than is the case in Northern Ireland or England (73%, 66%, 65% and 61% respectively). Holidays of 4 or more nights account for almost a third of Wales' trips (31%) and 28% of Scottish trips. For England and Northern Ireland however, the shares are 21% and 20% respectively. Short holidays of 1-3 nights' duration were

especially common in Northern Ireland (46% of all trips) compared with 38% in Scotland.

Business trips are much less common in Wales – one in ten (9%) of domestic trips were for this purpose compared with 17% in Scotland. VFR non-holiday trips were slightly more prevalent in England and Northern Ireland than elsewhere (21% and 18% respectively) compared with 14% in both Scotland and Wales.

Table 17 – Trips in UK by purpose

	England	Northern Ireland	Scotland	Wales
Purpose	Millions	Millions)	Millions	Millions)
Total	100.173	2.152	13.12	8.846
Holiday	60.938	1.403	8.638	6.46
1-3 nights	39.988	0.98	4.95	3.716
4+ nights	20.95	0.422	3.688	2.744
VFR	21.234	0.383	1.854	1.279
Business/work	15.448	0.352	2.285	0.824
Purpose	% Share	% Share	% Share	% Share
Total	100%	100%	100%	100%
Holiday	61%	65%	66%	73%
1-3 nights	40%	46%	38%	42%
4+ nights	21%	20%	28%	31%
VFR	21%	18%	14%	14%
Business/work	15%	16%	17%	9%

Turning now to bednights, there are similarities between the findings for trips and bednights across the different countries. We noted earlier that Scotland and Wales have a slightly higher share of nights than of trips, driven by a longer average trip length (3.6 nights respectively per trip for Scotland and Wales vs. 3.1 and 3.2 nights per trip respectively for trips to England and Northern Ireland). This longer average trip length comes largely from the higher share accounted for by long holidays in Scotland and Wales.

Table 18 – Nights in UK by purpose

	England	Northern Ireland	Scotland	Wales
Purpose	Millions	Millions	Millions	Millions
Total	307.798	7.07	47.445	32.101
Holiday	212.723	4.889	34.53	26.164
1-3 nights	76.483	1.922	10.027	7.913
4+ nights	136.24	2.967	24.504	18.251
VFR	50.806	1.286	5.225	3.152
Business/work	35.777	0.874	6.306	2.007
Purpose	% Share	% Share	% Share	% Share
Total	100%	100%	100%	100%
Holiday	69%	69%	73%	82%
1-3 nights	25%	27%	21%	25%
4+ nights	44%	42%	52%	57%
VFR	17%	18%	11%	10%
Business/work	12%	12%	13%	6%

Table 19 illustrates how the share of spending varies in each country by purpose of trip. The survey findings reveal that spending follows a similar pattern to those described for trips and bednights (Tables 17 and 18 respectively).

Table 19 – Spending in UK by purpose

	England	Northern Ireland	Scotland	Wales
Purpose	£Millions	£Millions	£Millions	£Millions
Total	£16,531	£453	£2,836	£1,418
Holiday	£10,852	£263	£1,871	£1,055
1-3 nights	£5,505	£139	£790	£467
4+ nights	£5,346	£124	£1,081	£588
VFR	£1,813	£59	£275	£114
Business/work	£3,500	£131	£637	£183
Purpose	% Share	% Share	% Share	% Share
Total	100%	100%	100%	100%
Holiday	66%	58%	66%	74%
1-3 nights	33%	31%	28%	33%
4+ nights	32%	27%	38%	41%
VFR	11%	13%	10%	8%
Business/work	21%	29%	22%	13%

Origin & Destination of Trips

So far, this report has looked at the destination of trips. This section now looks at the origin of trips – the UK countries in which those who are taking the tourist trips are normally resident.

Of the 123.5 million trips taken in the UK in 2007, 105.4 million were taken by English residents, 10.0 million by residents of Scotland, 5.4 million by Welsh residents and 2.6 million by Northern Ireland residents.

The proportion of trips taken is very similar to the proportion of the population living in the four countries, with residents of England just taking slightly more than their 'share' of the population. This is reflected in the number of trips taken by the average resident of each country. Residents of England took an average of 2.1 domestic trips in 2007 – a slightly higher proportion than amongst Scottish residents (2.0), Welsh residents (1.8) and Northern Ireland residents (1.5).

Table 20 – Trips taken by country of residence

	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Trips taken (Million)	123.458	105.36	2.633	10.018	5.447
Share of trips taken (%)	100%	85%	2%	13%	4%
Resident Population (Million)	60.21	50.43	1.72	5.1	2.96
Share of Population (%)	100%	84%	3%	8%	5%
Av. No. of Trips taken per resident	2.05	2.09	1.53	1.96	1.84

When it comes to spending nights away from home, the English and the Scots tended to take slightly more on average than the Welsh or Northern Ireland residents (6.7, 6.5, 6.0 and 4.7 on average). In terms of average spend on domestic tourism by origin, Northern Ireland residents spent the most at £413, followed by the Scots (£357), English (£351) and the Welsh (£344).

Table 21 – Nights taken & spending by country of residence

	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Nights away (Million)	394.413	335.364	8.117	33.187	17.746
Av. No. of Nights taken per resident	6.55	6.65	4.72	6.51	6.00
Spending (£ Million)	£21,238	£17,689	£711	£1,821	£1,018
Av. Spending per resident (£)	£353	£351	£413	£357	£344

Looking at the relationship between the country of origin and the country of destination, the table below outlines the pattern in terms of numbers of trips. Note: a small number of tourist trips have more than one destination – for example a holiday to more than one country, or an overnight stay in one country en route to another.

Table 22 – Destination of trip by country of residence (Number)

Trips	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	Million	Million	Million	Million	Million
UK Total	123.458	105.36	2.633	10.018	5.447
England	100.173	91.987	1.046	3.463	3.677
N Ireland	2.152	0.759	1.154	0.208	0.032
Scotland	13.120	6.293	0.419	6.226	0.181
Wales	8.846	6.994	0.035	0.231	1.586

As with last year's report, there were major variations in the UK destinations visited by origin. Not surprisingly, the vast majority of English residents took trips in England itself (87%). Similarly, the majority of Scots trips were taken in Scotland (62%), and the largest proportion of Northern Irish trips were taken within the Province (44%). A notable exception however was the Welsh – the majority of domestic trips taken by Welsh residents were in England (68%) – under a third were taken within Wales (29%).

Table 23 – Destination of trip by residence (Share by Origin)

Destination	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
UK Total	100%	100%	100%	100%	100%
England	81%	87%	40%	35%	68%
N Ireland	2%	1%	44%	2%	1%
Scotland	11%	6%	16%	62%	3%
Wales	7%	7%	1%	2%	29%

Another means of analysing this information is in terms of the region of origin split within each destination (see below). This illustrates that trips taken in England were dominated by English residents (92%). The much larger size of England in relation to the other constituent countries of the UK accounts for England's pre-eminent position as a domestic tourism generator for the other parts of the UK: 79% of visitors to Wales were from England, as were just under half of the trips made in Scotland (48%) and over a third of the trips in Northern Ireland (35%).

Table 24 – Destination of trip by residence (Share by Destination)

Row percentages	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
UK Total	100%	85%	2%	8%	4%
England	100%	92%	1%	3%	4%
N Ireland	100%	35%	54%	10%	1%
Scotland	100%	48%	3%	47%	1%
Wales	100%	79%	-	3%	18%

As illustrated in the tables below and overleaf, the patterns are very similar in terms of both nights and spending when looking at share by destination:

- The English generate 92% of the trips, 90% of the nights and 88% of the spending on domestic trips taken in England
- In terms of trips in Northern Ireland, home residents account for 54% of trips, 40% of nights and 35% of domestic spending.

- For the Scots, the equivalent figures for trips in Scotland are 47% of trips, 38% of nights and 29% of spending
- And for the Welsh, the proportions are 18%, 15% and 13% respectively.

The proportions are lower in each case for nights and spending than for trips because in general, the further you travel, the longer you will stay and the higher your spending will be. Therefore, people taking a trip in a country other than their own will invariably account for a higher proportion of nights and spending than of trips.

Table 25 – Destination of nights by country of residence (No.)

Nights	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	Million	Million	Million	Million	Million
UK Total	394.413	335.364	8.117	33.187	17.746
England	307.798	278.345	3.736	13.553	12.163
N Ireland	7.070	3.263	2.828	0.917	0.061
Scotland	47.455	27.611	1.327	17.808	0.699
Wales	32.101	26.145	0.225	0.908	4.823

Table 26 – Destination of nights by residence (Share by Destination)

Row percentages	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination					
UK Total	100%	85%	2%	8%	4%
England	100%	90%	1%	4%	4%
N Ireland	100%	46%	40%	13%	1%
Scotland	100%	58%	3%	38%	1%
Wales	100%	81%	1%	3%	15%

Table 27 – Destination of spend by country of residence (£)

Nights	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	£ Mill	£ Mill	£ Mill	£ Mill	£ Mill
UK Total	21238	17689	711	1821	1018
England	16531	14505	396	874	755
N Ireland	453	225	159	58	11
Scotland	2836	1807	146	815	68
Wales	1418	1152	10	73	183

Table 28 – Destination of spend by residence (Share by Destination)

Row percentages	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination					
UK Total	100%	83%	3%	9%	5%
England	100%	88%	2%	5%	5%
N Ireland	100%	50%	35%	13%	2%
Scotland	100%	64%	5%	29%	2%
Wales	100%	81%	1%	5%	13%

Finally, the table below presents an interesting analysis of the extent to which UK country is a net 'winner' or 'loser' in terms of domestic tourism. For example, if country X generates 10 trips by its residents which are taken outside of country X in countries Y and Z, but 12 trips come in from these countries to country X, then it has a net gain of 2 trips.

As can be seen below, both Scotland and Wales gain more in domestic tourism trips, nights and expenditure from elsewhere in the UK than 'leaks' out. The reverse is the case for England and Northern Ireland.

Table 29 – Net Gains/Losses of Domestic Tourism

Purpose	Trips	Nights	Spend
	Millions	Millions	£Millions
England	- 5.86m	- 27.57m	- £1158m
Northern Ireland	- 0.50m	- 1.05m	- £258m
Scotland	+ 2.99m	+ 14.27m	+ £1015m
Wales	+ 3.37m	+ 14.36m	+ £400m

Table 1 – ALL TOURISM IN THE UNITED KINGDOM

- UK residents made an estimated 123 million trips in the UK in 2007, representing 394 million bed nights and £21 billion in spending.
- Holidays are the main purpose of trips taken (62% of all trips) and are even more important in terms of nights (71%) and spending (66%).
- Visits to friends and relatives (VFR) for mainly holiday trips account for nearly one in five trips and nights away (19%) but are less important in terms of spending (12%).
- Business and work is the main purpose for one in seven trips (15%) accounting for slightly over one in ten nights (12%). These are higher spending trips, accounting for just over a fifth (21%) of all tourism spending.
- Friends' and relatives' homes are a widely used type of accommodation accounting for over four in ten of all trips (44%). This reflects not only visits to friends and relatives as such, but also holidays spent staying with friends and relatives. With no real accommodation costs, trips staying at friends' and relatives' homes account for less than a quarter (24%) of spending on all tourism trips.
- Commercial accommodation is used on just over half of trips (55%), but these trips represent a much higher share of spending (74%).
- Commercial accommodation is mainly serviced (36% of trips) where trips tend to be shorter in duration (27% of nights) but higher spending (53%). Hotels, motels and guest houses are the principal types of serviced accommodation used (32% of trips, 23% of nights and 46% of spending).
- Self catering rented accommodation is used on a lower volume of trips (17%), but these trips are longer (26% of nights) and slightly above average in terms of spending (20%).
- The car is the dominant form of transport with 74% of trips using a private car for the longest part of the journey from home to the destination.
- Firm bookings are made before the trip in under half of all trips (47%), but this figure reflects the high level of staying at friends and relatives' homes and using personal transport, where advance booking is not relevant.
- Large cities/large towns (39%) are the major locations of tourism trips, followed by small towns (24%), the seaside (21%) and countryside/villages (19%).

TABLE 1 - All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2006	126.29	101.83	13.28	9.61	400.1	308.8	47.2	36.4	20,965	16,212	2,720	1,633
ALL TOURISM – 2007	123.46	100.17	13.12	8.85	394.4	307.8	47.4	32.1	21,238	16,531	2,836	1,418
PURPOSE	%	%	%	%	%	%	%	%	%	%	%	%
Leisure	82	82	80	87	86	86	84	91	77	77	76	82
Holiday (total)	62	61	66	73	71	69	73	82	66	66	66	74
Holiday/ pleasure/ leisure	44	42	50	58	52	50	57	67	54	53	56	65
Visiting friends or relatives – mainly holiday	19	19	16	15	19	20	16	14	12	13	10	10
Visiting friends or relatives - mainly other reason	20	21	14	14	15	17	11	10	11	11	10	8
Visiting friends or relatives (Total)	39	40	30	29	34	36	27	24	23	24	20	18
Business (total)	15	16	18	10	12	12	14	7	21	21	23	15
Business travel	15	15	17	9	11	12	13	6	21	21	22	13
To attend a conference	2	2	1	1	1	1	1	*	2	2	2	1
To attend an exhibition/ trade show/ agricultural show	1	1	1	1	*	*	1	1	1	1	2	1
To do paid work/ on business	13	13	16	8	10	10	12	5	18	19	19	12
Travel/ transport is my work	*	*	*	1	*	*	*	*	*	*	*	2
School trip	*	*	1	*	*	*	1	*	*	*	*	*
Other reason	2	2	2	2	2	2	1	2	1	2	1	1
COUNTRY OF RESIDENCE	%	%	%	%	%	%	%	%	%	%	%	%
England	85	92	48	79	85	90	58	81	83	88	64	81
Scotland	8	3	47	3	8	4	38	3	9	5	29	5
Wales	4	4	1	18	4	4	1	15	5	5	2	13
Northern Ireland	2	1	3	*	2	1	3	1	3	2	5	1

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2006	126.29	101.83	13.28	9.61	400.1	308.8	47.2	36.4	20,965	16,212	2,720	1,633
ALL TOURISM – 2007	123.46	100.17	13.12	8.85	394.4	307.8	47.4	32.1	21,238	16,531	2,836	1,418
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	55	54	62	55	55	54	58	57	74	74	77	71
Serviced rented accommodation (sub-total)	36	36	45	29	27	26	34	20	53	52	60	42
Hotel/ motel/ guest house (sub-total 2)	32	32	39	23	23	22	29	15	46	47	51	34
Hotel/ Motel	30	30	37	21	21	21	25	13	44	45	47	29
Guest house	2	1	3	3	2	1	4	2	2	2	4	5
Paying guest (sub-total 2)	5	5	6	6	4	4	5	5	6	6	9	8
Farmhouse	1	1	1	1	1	1	1	1	1	1	2	1
Bed & Breakfast	4	4	6	5	3	3	4	4	5	5	7	7
Self-catering rented accommodation (sub-total)	17	16	16	26	26	26	22	36	20	20	15	28
Self catering in rented flat/apartment	2	2	2	2	3	3	3	3	3	3	3	3
Self catering in rented house/chalet/villa/bungalow/cottage	4	3	5	7	7	6	7	11	7	7	6	10
Holiday camp/ village-self catering	1	1	1	2	2	2	1	3	2	2	*	3
Camping	4	4	3	5	5	5	2	5	2	3	1	3
Caravan-towed/ campervan/ motorcaravan/ motorhome	4	4	3	5	6	5	5	9	3	3	3	5
Caravan- static not owned	3	2	2	4	4	4	4	5	3	3	2	5
Hostel (sub-total)	1	1	3	1	1	1	2	1	1	1	2	1
Hostel - official/group	*	*	1	1	*	*	1	*	*	*	1	*
Hostel - independent	1	*	2	*	*	*	1	*	1	1	2	*
Holiday camp/ village-serviced	*	1	*	*	1	1	*	*	1	1	*	*
University/ School	1	1	*	*	1	1	*	*	1	1	*	*
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	36	36	45	29	27	26	34	20	53	52	60	42
Other rented accommodation (EU definition sub-total)	14	13	12	18	18	19	14	23	12	13	9	16
Own home/ friend's home / relative's home (total)	44	45	38	44	43	43	39	42	24	24	21	27
Friend's home	16	16	12	11	12	12	10	9	9	9	7	6
Relative's home	25	26	23	23	26	26	23	21	12	12	11	13
Own second home/timeshare	1	1	2	2	2	2	3	3	1	1	1	2
Caravan- static owned	3	2	2	8	4	3	2	9	2	2	1	5
Boat(s)	1	1	*	*	1	1	*	1	1	1	*	2
Sleeping cab of lorry/truck	*	*	*	1	*	*	*	*	*	*	*	1
Transit	*	*	*	-	*	*	*	-	*	*	*	-
Other	1	1	2	*	2	2	2	*	1	1	1	*

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2006	126.29	101.83	13.28	9.61	400.1	308.8	47.2	36.4	20,965	16,212	2,720	1,633
ALL TOURISM – 2007	123.46	100.17	13.12	8.85	394.4	307.8	47.4	32.1	21,238	16,531	2,836	1,418
MAIN MODE OF TRANSPORT	%	%	%	%	%	%	%	%	%	%	%	%
Public transport	20	19	26	12	19	18	27	10	23	22	31	12
Train	12	13	10	7	11	11	12	6	13	14	12	7
Regular bus/ coach	3	3	4	2	3	3	4	2	2	2	2	2
Sea/ air (sub-total)	5	3	11	2	5	4	10	2	8	5	16	4
Plane	4	3	10	2	4	3	9	2	7	5	15	3
Boat/ ship/ ferry	*	*	1	1	1	*	1	*	1	*	1	*
Personal transport (total)	75	76	67	83	76	77	66	86	71	73	62	82
Car (sub-total)	74	75	66	81	74	75	64	84	70	72	60	81
Car - own/ friend's/ firm's	72	73	64	79	73	74	63	83	68	70	58	78
Car - hired	2	2	2	2	1	1	1	2	2	2	2	3
Motorised caravan/ camper/ dormobile	1	1	1	2	1	1	2	1	1	1	1	1
Motor cycle	*	*	*	*	*	*	*	*	*	*	*	*
Bicycle	*	*	-	*	*	*	-	*	*	*	-	*
Others (total)	5	5	7	5	5	5	7	4	5	5	8	6
Organised coach tour	2	2	4	3	3	2	4	3	3	3	5	4
Hitch-hiking (in any vehicle)	*	-	*	-	*	-	*	-	*	-	*	-
Walked/ on foot	*	1	*	*	*	*	*	*	*	*	*	*
Lorry/ truck/ van	1	1	2	1	1	1	2	1	1	1	2	1
Minibus	1	1	2	1	1	1	1	1	1	1	1	1
Other	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	*	*	*	*	*	*	*	*	*	*	*	*
HOW TRIP BOOKED	%	%	%	%	%	%	%	%	%	%	%	%
Firm booking before trip	47	46	53	44	50	49	57	44	62	61	66	61
High street or on-line travel agent	2	2	4	2	2	2	4	3	3	3	6	4
Directly with a tour operator	4	4	4	3	5	6	5	4	6	6	5	4
Directly with accommodation provider	29	29	29	28	28	29	26	28	39	39	38	42
Directly with a transport provider	9	8	14	7	10	9	16	6	12	11	18	8
Directly with a Tourist Board / TIC	1	1	1	1	1	1	3	1	1	1	3	1
Booked online	23	22	28	19	24	23	29	19	32	31	38	29
Through some other source	3	3	3	3	4	4	4	3	4	4	3	4
Did not make firm bookings before trip	45	46	39	46	42	43	36	46	29	30	26	30
Don't know	8	8	8	10	8	8	7	10	9	9	8	9
WHETHER BOOKED ONLINE	%	%	%	%	%	%	%	%	%	%	%	%
Booked online	23	22	28	19	24	23	29	19	32	31	38	29
Not booked online	77	78	72	81	76	77	71	81	68	69	62	71
PACKAGE TRIP	%	%	%	%	%	%	%	%	%	%	%	%
Package trip	4	4	5	4	4	4	5	4	6	6	7	6
Not a package trip	95	96	94	95	95	95	94	95	93	93	92	93
Don't know	1	1	1	1	1	1	1	*	1	1	1	*

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2006	126.29	101.83	13.28	9.61	400.1	308.8	47.2	36.4	20,965	16,212	2,720	1,633
ALL TOURISM – 2007	123.46	100.17	13.12	8.85	394.4	307.8	47.4	32.1	21,238	16,531	2,836	1,418
TYPE OF LOCATION STAYED AT	%	%	%	%	%	%	%	%	%	%	%	%
Seaside	21	20	12	37	26	26	14	42	23	24	12	35
Large city / large town	39	40	45	17	30	31	32	10	40	41	46	20
Small town	24	24	30	26	23	22	30	23	20	19	24	24
Countryside / village	19	19	21	22	20	20	23	24	16	16	18	21
MONTH TRIP STARTED	%	%	%	%	%	%	%	%	%	%	%	%
January 2007	5	5	5	4	4	4	4	3	4	4	5	4
February 2007	6	6	5	5	5	5	4	3	6	6	6	4
March 2007	8	8	8	6	6	6	8	5	8	8	8	6
April 2007	9	8	9	8	8	8	9	9	7	7	8	7
May 2007	9	9	10	10	9	9	10	9	9	9	9	9
June 2007	9	9	9	10	9	9	9	10	9	9	11	9
July 2007	10	10	10	11	13	13	13	15	12	12	11	15
August 2007	13	13	10	16	16	16	12	20	14	14	12	16
September 2007	8	8	9	9	8	8	8	7	9	8	9	9
October 2007	9	9	9	9	8	8	8	7	8	8	8	8
November 2007	7	7	8	5	6	6	7	3	7	7	6	5
December 2007	8	8	8	8	8	8	9	8	8	8	6	9
LENGTH OF TRIP	%	%	%	%	%	%	%	%	%	%	%	%
1 night	24	26	18	16	8	8	5	4	17	18	13	13
2 nights	22	22	20	18	13	14	11	10	20	20	18	16
3 nights	13	12	15	15	11	11	12	11	14	14	16	15
4 nights	10	10	11	10	11	11	11	10	11	11	11	12
5 nights	4	4	5	6	6	6	6	7	5	5	5	7
6 nights	5	5	6	6	6	6	8	6	5	5	6	4
7 nights	4	3	5	4	8	7	10	7	7	6	8	7
8–13 nights	7	7	8	10	14	14	13	16	9	8	11	11
14 nights	2	2	2	3	5	5	5	8	3	3	2	5
15-20 nights	2	2	3	3	5	5	6	7	3	3	2	4
21 or more nights	2	2	2	2	10	9	10	10	3	3	3	3
Average duration of trip (nights)	3.19	3.07	3.62	3.63	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
CHILDREN IN HOUSEHOLD	%	%	%	%	%	%	%	%	%	%	%	%
Yes	33	32	34	34	33	33	32	37	29	29	29	28
No	67	68	66	66	67	67	68	63	71	71	71	72

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2006	126.29	101.83	13.28	9.61	400.1	308.8	47.2	36.4	20,965	16,212	2,720	1,633
ALL TOURISM – 2007	123.46	100.17	13.12	8.85	394.4	307.8	47.4	32.1	21,238	16,531	2,836	1,418
SOCIO-ECONOMIC GROUP	%	%	%	%	%	%	%	%	%	%	%	%
AB (Professional and managerial)	35	35	33	35	34	34	33	34	39	39	38	37
C1 (Clerical and supervisory)	32	32	34	28	31	31	32	27	32	32	34	27
C2 (Skilled manual)	17	17	18	18	18	18	17	17	16	16	15	19
DE (Unskilled, state pensioners etc.)	16	16	16	18	18	18	17	21	13	13	13	17
AGE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
16-24	14	14	11	11	13	13	11	10	12	12	9	10
25-34	17	17	16	16	16	15	16	15	17	16	19	18
35-44	25	24	27	26	24	23	27	25	25	24	26	26
45-54	17	17	19	17	16	16	16	15	19	20	20	15
55-64	14	14	15	16	15	15	16	17	16	16	16	18
65+	13	13	12	14	17	17	15	18	12	12	10	13
LIFECYCLE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
Age 16-34, unmarried, no children	16	17	12	12	14	14	12	11	15	15	12	13
Age 16-34, married, no children	6	6	6	6	5	5	6	5	7	6	9	7
Age 16-34, with children	10	9	9	9	10	9	9	10	7	7	7	7
Age 35-54, no children	19	19	21	19	17	16	21	14	23	23	24	21
Age 35-54, with children	22	22	24	24	23	23	22	26	21	21	21	20
Age 55+	27	27	27	30	32	33	31	35	27	28	25	31

Table 2a – HOLIDAY TRIPS IN THE UNITED KINGDOM

- UK residents made 77 million holiday trips in the UK in 2007, representing 278 million nights and almost £14 billion in spending.
- Own homes and friends' or relatives' homes are widely used for holidays, accounting for over two in five trips (42%). They are more often used for short holidays of 1-3 nights (43%) than for long holidays of 4 nights or more (39%).
- The commercial accommodation sector covers three in five holiday trips (59%), with its share being higher for long trips (64%) than for short trips (56%). The pattern is very different between the serviced accommodation sector (principally hotels) and self-catering (mainly cottages and caravans).
- Serviced rented accommodation covers one-third of holiday trips (33%) but tends to be used more for short trips (38%) than for long trips (23%). In contrast, self-catering which also covers 25% of holiday trips is more often used on long holidays (40%) than on short holidays (16%).
- The car is the dominant mode of transport used for the longest part of the journey to the destination (77%). Public transport is used for 17% of holiday trips.
- Firm bookings were made before going for just over half of holiday trips (51%) and even more so on longer holidays (58%). This reflects the widespread use of friends' and relatives' homes and of private cars where advance booking is not relevant.
- Holiday trips are taken to a wide range of locations – in large cities and towns (30% of all trips), small towns (24%), at the seaside (28%) and the countryside/villages accounting for 22%.
- Large cities and towns are more popular for short trips where they are clearly the leading type of location (36% of all short holiday trips). In contrast, the seaside is more popular for long holiday trips (39% of all long holidays).

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2006	79.21	62.24	8.51	7.36	52.11	41.77	4.96	4.32	27.10	20.47	3.56	3.04
HOLIDAY TRIPS – 2007	76.83	60.94	8.64	6.46	49.54	39.99	4.95	3.72	27.28	20.95	3.67	2.74
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	59	59	64	58	56	56	61	54	64	64	67	64
Serviced rented accommodation (sub-total)	33	33	41	25	38	38	44	30	23	23	36	18
Hotel/ motel/ guest house (sub-total 2)	28	28	35	20	32	33	38	24	19	19	32	14
Hotel/ Motel	26	26	33	18	30	31	36	21	18	17	28	13
Guest house	2	2	3	2	2	2	1	3	2	2	5	1
Paying guest (sub-total 2)	5	6	6	6	6	6	6	7	5	5	7	5
Farmhouse	1	1	*	1	*	*	-	1	1	1	1	1
Bed & Breakfast	5	5	6	5	5	5	6	6	3	3	6	4
Self-catering rented accommodation (sub-total)	25	24	23	33	16	16	15	23	40	41	33	46
Self catering in rented flat/apartment	2	2	3	3	1	1	1	3	4	4	6	3
Self catering in rented house/chalet/villa/bungalow/cottage	5	5	7	8	2	2	3	3	12	11	12	16
Holiday camp/ village-self catering	2	2	1	3	1	1	1	2	4	4	1	4
Camping	5	6	4	6	5	5	5	6	6	6	2	6
Caravan-towed/ campervan/ motorcaravan/ motorhome	6	6	5	7	5	5	3	5	8	7	7	10
Caravan- static not owned	4	4	3	6	2	2	2	4	7	7	6	8
Hostel (Sub-total)	1	1	2	1	1	1	2	1	1	1	2	1
Hostel - official/group	*	*	1	*	*	*	1	*	*	*	*	*
Hostel - independent	*	*	1	*	*	*	1	*	1	*	2	1
Holiday camp/ village-serviced	1	1	*	-	*	1	-	-	1	1	1	-
University/ School	*	*	*	-	*	*	*	-	*	*	*	-

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2006	79.21	62.24	8.51	7.36	52.11	41.77	4.96	4.32	27.10	20.47	3.56	3.04
HOLIDAY TRIPS – 2007	76.83	60.94	8.64	6.46	49.54	39.99	4.95	3.72	27.28	20.95	3.67	2.74
ACCOMMODATION USED (CONT)	%	%	%	%	%	%	%	%	%	%	%	%
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	33	33	41	25	38	38	44	30	23	23	36	18
Other rented accommodation (EU definition)	19	19	16	22	15	15	14	18	26	27	18	28
Own home/ friend's home / relative's home	42	42	39	42	43	43	38	45	39	38	40	38
Friend's home	14	14	11	11	17	17	12	12	9	9	11	9
Relative's home	22	23	22	18	21	22	20	20	24	24	24	15
Own second home/timeshare	1	1	3	2	1	1	2	2	2	2	4	3
Caravan- static owned	4	4	3	11	4	3	4	11	5	5	3	11
Boat(s)	1	1	*	1	1	1	*	*	1	1	*	1
Sleeper cab of lorry/truck	*	*	-	*	*	*	-	*	*	*	-	-
Transit	*	*	-	-	*	*	-	-	-	-	-	-
Other	1	1	1	*	1	1	*	*	*	*	1	*
MAIN MODE OF TRANSPORT USED	%	%	%	%	%	%	%	%	%	%	%	%
Public transport	17	16	22	9	18	17	23	10	15	14	21	8
Train	10	10	9	6	11	12	10	7	8	8	8	4
Regular bus/ coach	3	3	4	2	3	3	4	1	3	3	5	2
Sea/ air (Sub-total)	4	3	9	2	4	3	9	2	4	3	8	2
Plane	3	2	8	1	3	2	9	1	4	2	7	1
Boat/ ship/ ferry	1	*	1	1	*	*	*	1	1	1	1	1
Personal transport (total)	79	80	72	87	80	80	73	87	78	80	70	87
Car (Sub-total)	77	78	70	84	77	78	72	83	77	78	68	85
Car – own/ friend's/ firm's	76	77	69	82	76	77	70	82	76	77	68	83
Car – hired	1	1	1	2	1	1	2	2	1	1	*	1
Motorised caravan/ camper/ dormobile	2	1	1	2	2	2	1	2	1	1	2	2
Motor cycle	*	*	*	1	*	*	1	1	*	*	-	-
Bicycle	*	*	-	*	*	-	-	*	*	*	-	-
Others (total)	4	4	6	4	3	3	3	3	6	6	9	5
Organised coach tour	3	3	4	3	1	1	2	2	5	5	8	5
Hitch-hiking (in any vehicle)	*	-	*	-	-	-	-	-	*	-	*	-
Walked/ on foot	*	*	*	*	*	*	*	*	*	*	-	-
Lorry/ truck/ van	*	*	*	-	*	*	1	-	*	*	-	-
Minibus	1	1	1	*	1	1	*	1	1	1	1	*
Other	*	*	-	*	*	*	-	*	*	*	-	-
Don't know	*	*	*	*	*	*	*	-	*	*	-	*

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2006	79.21	62.24	8.51	7.36	52.11	41.77	4.96	4.32	27.10	20.47	3.56	3.04
HOLIDAY TRIPS – 2007	76.83	60.94	8.64	6.46	49.54	39.99	4.95	3.72	27.28	20.95	3.67	2.74
	%	%	%	%	%	%	%	%	%	%	%	%
Firm booking before trip	51	50	56	45	47	46	53	42	58	59	60	50
High street or on-line travel agent	2	2	4	2	2	2	4	2	3	2	5	3
Directly with a tour operator	5	5	5	4	3	3	3	2	9	10	9	7
Directly with accommodation provider	31	32	30	31	31	31	30	30	31	33	28	31
Directly with a Tourist Board / TIC	1	1	2	2	1	1	2	1	2	2	3	2
Booked online	24	25	29	18	24	24	29	16	25	25	29	21
Through some other source	3	4	4	3	3	3	3	3	5	5	5	4
Did not make firm bookings before trip	42	42	37	45	46	46	40	48	34	34	34	40
Don't know	8	8	7	10	8	8	8	10	8	8	6	10
PACKAGE TRIP	%	%	%	%	%	%	%	%	%	%	%	%
Package trip	5	5	6	4	3	3	4	2	8	8	8	7
Not a package trip	95	95	93	95	96	96	95	98	92	92	91	92
Don't know	1	1	1	*	1	1	1	-	1	*	1	1
TYPE OF LOCATION STAYED AT	%	%	%	%	%	%	%	%	%	%	%	%
Seaside	28	28	14	43	22	21	9	38	39	41	22	51
Large city / large town	30	31	38	13	36	36	46	18	19	20	28	6
Small town	24	23	31	23	23	23	28	23	24	23	34	24
Countryside / village	22	22	25	23	20	21	18	22	25	24	34	23
MONTH TRIP STARTED	%	%	%	%	%	%	%	%	%	%	%	%
January 2007	4	4	3	2	4	4	5	2	2	2	1	2
February 2007	5	5	6	3	6	6	8	3	3	3	2	2
March 2007	7	7	6	5	8	8	7	7	4	4	6	3
April 2007	9	9	9	9	9	9	9	9	9	9	10	9
May 2007	9	9	9	11	9	9	9	12	9	9	11	8
June 2007	9	10	9	11	10	10	9	10	9	9	10	11
July 2007	11	11	12	13	9	9	10	9	16	16	16	20
August 2007	15	15	11	18	12	12	10	14	20	21	13	24
September 2007	8	8	8	8	8	8	7	9	8	8	8	6
October 2007	9	9	10	8	9	9	10	10	8	8	10	5
November 2007	6	6	7	4	8	8	9	6	3	3	4	2
December 2007	8	8	8	7	8	8	7	8	8	8	10	6

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2006	79.21	62.24	8.51	7.36	52.11	41.77	4.96	4.32	27.10	20.47	3.56	3.04
HOLIDAY TRIPS – 2007	76.83	60.94	8.64	6.46	49.54	39.99	4.95	3.72	27.28	20.95	3.67	2.74
LENGTH OF TRIP	%	%	%	%	%	%	%	%	%	%	%	%
1 night	16	17	11	11	32	33	26	22	-	-	-	-
2 nights	21	21	20	17	42	42	45	41	-	-	-	-
3 nights	13	13	15	15	26	25	29	36	-	-	-	-
4 nights	11	11	12	10	-	-	-	-	30	30	26	30
5 nights	5	4	5	7	-	-	-	-	16	15	14	16
6 nights	6	6	7	6	-	-	-	-	10	10	13	8
7 nights	5	5	7	5	-	-	-	-	27	26	26	26
8-13 nights	10	10	10	12	-	-	-	-	10	11	14	10
14 nights	2	2	2	4	-	-	-	-	5	4	3	8
15-20 nights	3	3	3	4	-	-	-	-	1	1	2	1
21 or more nights	3	3	3	3	-	-	-	-	1	1	2	1
Average duration of trip (nights)	3.62	3.55	4.21	4.12	1.94	1.92	2.03	2.14	6.68	6.67	7.15	6.85
CHILDREN IN HOUSEHOLD	%	%	%	%	%	%	%	%	%	%	%	%
Yes	34	34	34	35	34	33	37	34	36	37	31	36
No	66	66	66	65	66	67	63	66	64	63	69	64
SOCIO-ECONOMIC GROUP	%	%	%	%	%	%	%	%	%	%	%	%
AB (Professional and managerial)	33	33	32	33	33	34	33	32	31	31	31	33
C1 (Clerical and supervisory)	32	32	31	31	33	33	30	35	30	29	33	27
C2 (Skilled manual)	18	18	20	17	18	18	20	19	19	20	19	15
DE (Unskilled, state pensioners etc.)	17	17	17	19	16	15	16	15	21	20	18	26
AGE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
16-24	12	12	10	10	14	14	12	11	9	9	7	9
25-34	17	17	17	16	19	19	17	18	14	13	17	13
35-44	25	25	26	26	25	25	28	27	24	24	24	24
45-54	16	16	17	16	17	17	19	18	14	15	14	13
55-64	15	15	16	17	14	15	14	14	16	16	18	21
65+	15	15	14	16	10	10	9	13	23	23	21	21
LIFECYCLE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
Age 16-34, unmarried, no children	13	14	11	11	16	16	11	12	8	8	9	10
Age 16-34, married, no children	6	5	7	5	7	7	7	7	3	3	6	3
Age 16-34, with children	10	10	10	10	10	10	10	10	11	11	9	9
Age 35-54, no children	17	17	20	17	19	19	22	21	14	14	17	10
Age 35-54, with children	23	24	24	25	23	23	26	23	25	25	21	26
Age 55+	30	30	30	33	25	25	23	27	39	39	38	41
COUNTRY OF RESIDENCE	%	%	%	%	%	%	%	%	%	%	%	%
England	84	91	46	79	84	93	34	75	85	89	62	84
Scotland	8	3	49	1	8	2	61	2	9	5	33	1
Wales	5	4	1	19	5	4	1	23	5	4	2	14
Northern Ireland	2	1	3	1	3	1	3	-	2	1	3	1

Table 2b – HOLIDAY BEDNIGHTS IN THE UNITED KINGDOM

This section covers holiday tourism in terms of bednights. As evident in recent years, the overall pattern is very similar to that seen for trips, but some differences are highlighted below:

- Self-catering rented accommodation is slightly more important in terms of nights than in terms of trips (34% of nights compared with 25% of trips). This reflects the earlier finding that self-catering accommodation is used more for long holiday trips than for short holiday trips.
- Firm bookings are made before the trip for 54% of nights, slightly higher than for trips (51%), reflecting a greater tendency to pre-book for longer holidays.
- The seaside accounts for 33% of holiday nights, a higher proportion than in terms of trips (28%).
- There is a strong summer seasonal peak in terms of nights, with 33% of nights taken in July and August. This compares to 26% of trips.

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY NIGHTS				SHORT HOLIDAY NIGHTS (1-3 nights)				LONG HOLIDAY NIGHTS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY NIGHTS – 2006	280.3	212.5	33.1	29.4	99.3	78.2	9.8	9.0	181.0	134.3	23.3	20.4
HOLIDAY NIGHTS – 2007	278.3	212.7	34.5	26.2	96.3	76.5	10.0	7.9	182.0	136.2	24.5	18.3
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	59	59	61	59	56	56	61	54	61	61	61	62
Serviced rented accommodation (sub-total)	24	24	30	17	35	35	41	27	18	17	26	13
Hotel/ motel/ guest house (sub-total 2)	19	19	26	13	29	29	35	21	14	14	22	9
Hotel/ Motel	18	18	22	11	27	28	33	17	13	13	17	9
Guest house	2	1	4	1	2	2	1	3	2	1	5	1
Paying guest (sub-total 2)	4	4	5	5	6	6	7	7	3	3	4	4
Farmhouse	1	1	1	1	1	1	-	1	1	1	1	1
Bed & Breakfast	3	3	4	4	5	5	7	6	2	2	3	3
Self-catering rented accommodation	34	34	29	42	19	19	17	26	41	42	34	48
Self catering in rented flat/apartment	3	3	4	3	1	1	1	4	4	5	5	3
Self catering in rented house/chalet/villa/bungalow/cottage	9	9	9	12	2	2	4	3	12	12	12	16
Holiday camp/ village-self catering	2	3	1	3	2	2	1	2	3	3	1	3
Camping	6	6	3	6	6	6	5	6	6	6	1	7
Caravan-towed/ campervan/ motorcaravan/ motorhome	8	7	7	11	6	5	4	6	9	9	8	13
Caravan- static not owned	6	6	5	6	3	3	2	4	7	8	6	7
Hostel (Sub-total)	1	*	1	1	1	1	2	1	*	*	1	1
Hostel - official/group	*	*	*	*	*	*	1	*	*	*	*	*
Hostel - independent	*	*	1	*	*	*	1	*	*	*	1	*
Holiday camp/ village-serviced	1	1	*	-	1	1	-	-	1	1	*	-
University/ School	*	*	*	-	*	*	*	-	*	*	*	-
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	24	24	30	17	35	35	41	27	18	17	26	13
Commercial accommodation	23	24	17	27	17	17	15	19	26	28	18	30
Serviced rented accommodation	39	39	38	40	43	43	38	45	37	37	38	37

TABLE 2b - Holiday Nights in the UK		ALL HOLIDAY NIGHTS				SHORT HOLIDAY NIGHTS (1-3 nights)				LONG HOLIDAY NIGHTS (4+ nights)			
		UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
		Millions				Millions				Millions			
HOLIDAY NIGHTS – 2006		280.3	212.5	33.1	29.4	99.3	78.2	9.8	9.0	181.0	134.3	23.3	20.4
HOLIDAY NIGHTS – 2007		278.3	212.7	34.5	26.2	96.3	76.5	10.0	7.9	182.0	136.2	24.5	18.3
ACCOMMODATION USED	(CONTINUED)	%	%	%	%	%	%	%	%	%	%	%	%
Friend's home		10	10	9	9	16	16	12	13	7	7	8	7
Relative's home		22	23	22	16	22	22	20	20	23	23	23	15
Own second home/timeshare		2	1	4	3	1	1	3	3	2	2	5	3
Caravan- static owned		5	4	3	11	4	4	4	11	5	5	3	12
Boat(s)		1	1	*	1	1	1	*	*	1	1	*	1
Sleeper cab of lorry/truck		*	*	-	*	*	*	-	*	*	*	-	-
Transit		*	*	-	-	*	*	-	-	-	-	-	-
Other		1	1	1	*	1	1	1	*	*	*	1	*
MAIN MODE OF TRANSPORT USED		%	%	%	%	%	%	%	%	%	%	%	%
Public transport (total)		16	15	24	8	17	17	25	11	15	14	24	7
Train		9	9	11	5	10	11	10	7	8	8	11	4
Regular bus/ coach		3	3	5	2	3	3	4	1	3	3	5	2
Sea/ air (Sub-total)		4	3	9	2	4	3	10	2	4	3	8	1
Plane		4	3	8	1	4	3	10	2	4	3	7	1
Boat/ ship/ ferry		1	1	1	1	*	*	*	*	1	1	1	1
Personal transport (total)		80	81	70	89	80	80	72	87	80	81	69	89
Car (Sub-total)		78	79	68	87	78	78	70	83	78	79	67	88
Car - own/ friend's/ firm's		77	78	67	85	76	77	69	81	77	78	66	87
Car - hired		1	1	1	1	1	1	2	2	1	1	*	1
Motorised caravan/ camper/ dormobile		2	1	2	2	2	2	1	3	1	1	2	1
Motor cycle		*	*	*	*	*	*	1	1	*	*	-	-
Bicycle		*	*	-	*	*	-	-	*	*	*	-	-
Others (total)		4	4	6	3	3	3	3	2	5	5	7	4
Organised coach tour		3	3	5	3	1	1	2	2	4	4	6	4
Hitch-hiking (in any vehicle)		*	-	*	-	-	-	-	-	*	-	*	-
Walked/ on foot		*	*	*	*	*	*	*	*	*	*	-	-
Lorry/ truck/ van		*	*	*	-	*	*	*	-	*	*	-	-
Minibus		1	1	1	*	1	1	*	*	1	1	1	*
Other		*	*	-	*	*	*	-	*	*	*	-	-
Don't know		*	*	*	*	*	*	*	-	*	*	-	*

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY NIGHTS				SHORT HOLIDAY NIGHTS (1-3 nights)				LONG HOLIDAY NIGHTS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY NIGHTS – 2006	280.3	212.5	33.1	29.4	99.3	78.2	9.8	9.0	181.0	134.3	23.3	20.4
HOLIDAY NIGHTS – 2007	278.3	212.7	34.5	26.2	96.3	76.5	10.0	7.9	182.0	136.2	24.5	18.3
HOW TRIP BOOKED	%	%	%	%	%	%	%	%	%	%	%	%
Firm booking before trip	54	55	59	46	47	47	52	43	58	59	62	47
High street or on-line travel agent	2	2	4	2	2	2	4	2	3	2	4	3
Directly with a tour operator	7	8	6	5	3	3	3	2	9	10	8	6
Directly with accommodation provider	31	32	28	31	31	31	29	31	32	33	27	31
Directly with a transport provider	9	8	14	5	8	8	12	4	9	9	14	5
Directly with a Tourist Board / TIC	2	1	4	2	1	1	2	1	2	2	5	2
Booked online	25	25	28	18	24	24	28	16	25	25	29	19
Through some other source	4	4	5	3	3	3	3	3	5	5	6	4
Did not make firm bookings before trip	38	38	34	45	45	45	41	48	34	34	32	43
Don't know	8	8	6	9	8	8	7	9	7	8	6	9
PACKAGE TRIP	%	%	%	%	%	%	%	%	%	%	%	%
Package trip	5	5	6	5	3	3	5	2	6	6	7	6
Not a package trip	94	94	93	95	96	96	95	98	93	93	93	94
Don't know	1	1	1	*	1	1	*	-	*	*	1	1
TYPE OF LOCATION STAYED AT	%	%	%	%	%	%	%	%	%	%	%	%
Seaside	33	34	17	47	23	23	10	40	38	40	19	50
Large city / large town	22	23	26	7	32	33	43	15	16	17	19	4
Small town	22	21	30	22	23	23	27	22	22	20	31	22
Countryside / village	23	22	27	24	21	22	19	23	23	22	30	24
MONTH TRIP STARTED	%	%	%	%	%	%	%	%	%	%	%	%
January 2007	3	3	2	2	4	4	4	2	2	2	1	2
February 2007	3	4	4	2	6	6	8	3	2	2	2	1
March 2007	6	5	8	4	8	8	7	7	4	4	8	2
April 2007	8	8	9	10	9	9	9	9	8	7	9	10
May 2007	9	9	11	9	10	10	9	12	9	9	12	8
June 2007	10	10	10	11	10	10	9	10	10	10	10	11
July 2007	15	14	15	17	9	9	11	9	18	17	16	21
August 2007	18	19	12	23	12	13	10	15	22	22	13	26
September 2007	8	8	8	7	8	8	7	9	8	8	8	6
October 2007	8	8	8	6	9	9	10	10	7	7	8	4
November 2007	4	5	5	3	8	8	9	6	3	3	3	2
December 2007	8	8	9	6	8	8	8	7	8	8	9	5
CHILDREN IN HOUSEHOLD	%	%	%	%	%	%	%	%	%	%	%	%
Yes	35	35	32	38	33	33	35	35	36	36	31	39
No	65	65	68	62	66	67	65	65	64	64	69	61

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY NIGHTS				SHORT HOLIDAY NIGHTS (1-3 nights)				LONG HOLIDAY NIGHTS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY NIGHTS – 2006	280.3	212.5	33.1	29.4	99.3	78.2	9.8	9.0	181.0	134.3	23.3	20.4
HOLIDAY NIGHTS – 2007	278.3	212.7	34.5	26.2	96.3	76.5	10.0	7.9	182.0	136.2	24.5	18.3
SOCIO-ECONOMIC GROUP	%	%	%	%	%	%	%	%	%	%	%	%
AB (Professional and managerial)	32	32	34	33	34	34	33	32	31	31	34	32
C1 (Clerical and supervisory)	30	30	31	29	33	33	30	34	29	29	31	26
C2 (Skilled manual)	18	19	17	16	18	17	19	19	19	20	16	15
DE (Unskilled, state pensioners etc.)	20	19	18	23	16	15	18	15	21	21	19	27
AGE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
16-24	10	11	8	9	13	13	11	10	9	9	7	8
25-34	15	14	17	15	19	19	17	19	13	12	18	13
35-44	25	25	27	25	25	25	28	27	25	25	26	24
45-54	15	15	14	14	17	17	19	18	14	14	12	12
55-64	16	16	16	18	15	15	16	14	17	16	17	20
65+	19	19	17	20	11	11	11	13	23	24	20	22
LIFECYCLE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
Age 16-34, unmarried, no children	11	11	9	10	15	16	11	12	9	9	9	9
Age 16-34, married, no children	4	4	6	4	7	6	6	6	3	2	5	3
Age 16-34, with children	10	10	10	10	10	10	10	11	10	10	10	10
Age 35-54, no children	15	15	20	12	19	18	22	20	13	13	19	8
Age 35-54, with children	24	25	21	27	23	23	24	24	25	26	20	28
Age 55+	35	35	34	37	27	27	26	26	40	40	37	42
COUNTRY OF RESIDENCE	%	%	%	%	%	%	%	%	%	%	%	%
England	85	90	59	82	84	92	38	76	85	89	67	84
Scotland	8	4	37	2	8	3	57	2	8	5	29	2
Wales	5	4	1	16	5	4	1	22	5	4	1	13
Northern Ireland	2	1	3	1	3	1	4	-	2	1	2	1

Table 2c – HOLIDAY SPENDING IN THE UNITED KINGDOM

This section covers holiday tourism in terms of spending. The overall pattern, as evident in recent years, is very similar to that seen for trips and nights, but some differences are highlighted below:

- Serviced rented accommodation (principally hotels) is much more important in terms of spending (45%) than trips (33%) or nights (22%).
- Firm bookings made before going on trips account for two thirds of spending (65%), much higher than in terms of trips (51%) or nights (54%).
- The share of expenditure amongst those staying in own homes or homes of friends or relatives on holiday is much lower than the equivalent shares of trips and nights (23%, 42% and 39% respectively).

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2006	13,592	10,342	1,779	1,189	6,898	5,459	785	503	6,756	4,990	1,057	730
HOLIDAY SPEND – 2007	14,040	10,852	1,871	1,055	6,902	5,505	790	467	7,138	5,346	1,081	588
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	75	76	78	71	74	75	79	72	76	77	77	70
Serviced rented accommodation (sub-total)	45	46	53	35	60	60	65	50	32	31	44	23
Hotel/ motel/ guest house (sub-total 2)	38	39	43	27	52	52	56	40	26	25	34	17
Hotel/ Motel	36	37	39	24	49	50	54	36	23	23	29	15
Guest house	2	2	4	3	2	2	2	4	2	2	5	2
Paying guest (sub-total 2)	7	7	9	8	8	8	9	10	6	5	10	6
Farmhouse	1	1	2	1	1	1	-	1	2	2	3	1
Bed & Breakfast	6	5	7	7	7	7	9	9	4	4	6	5
Self-catering rented accommodation (sub-total)	28	28	22	35	13	13	11	21	42	44	30	47
Self catering in rented flat/apartment	4	3	4	4	1	1	1	4	6	6	7	4
Self catering in rented house/chalet/villa/bungalow/cottage	10	9	9	12	2	2	4	3	16	17	12	20
Holiday camp/ village-self catering	2	3	1	3	1	1	1	1	3	4	*	4
Camping	3	4	2	4	3	3	3	4	4	4	1	4
Caravan-towed/ campervan/ motorcaravan/ motorhome	4	4	4	6	3	3	2	4	6	5	5	8
Caravan- static not owned	5	5	3	6	2	2	1	4	7	8	4	8
Hostel (sub-total)	1	1	2	1	1	1	3	1	1	*	2	1
Hostel - official/group	*	*	1	*	*	*	2	*	*	*	*	*
Hostel - independent	*	*	1	*	*	*	1	*	1	*	2	*
Holiday camp/ village-serviced	1	1	1	-	1	1	-	-	1	2	1	-
University/ School	*	*	*	-	*	*	*	-	*	*	*	-
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	45	46	53	35	60	60	65	50	32	31	44	23
Other rented accommodation (EU definition sub-total)	17	17	12	19	11	11	9	14	22	24	14	24
Own home/ friend's home / relative's home (total)	23	23	21	27	25	24	21	27	22	21	22	26
Friend's home	8	8	7	6	11	11	9	7	5	5	5	5
Relative's home	11	11	11	11	11	11	9	15	12	11	12	9
Own second home/timeshare	1	1	2	3	1	1	1	2	2	1	3	4
Caravan- static owned	3	3	1	7	2	2	1	4	4	4	1	9

TABLE 2c - Holiday Spend in the UK		ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
		UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
		£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2006		13,592	10,342	1,779	1,189	6,898	5,459	785	503	6,756	4,990	1,057	730
HOLIDAY SPEND – 2007		14,040	10,852	1,871	1,055	6,902	5,505	790	467	7,138	5,346	1,081	588
ACCOMMODATION USED (CONTINUED)		%	%	%	%	%	%	%	%	%	%	%	%
Boat(s)		1	1	*	2	1	1	*	*	2	1	*	4
Sleeper cab of lorry/truck		*	*	-	*	*	*	-	*	*	*	-	-
Transit		*	*	-	-	*	*	-	-	-	-	-	-
Other		*	*	1	*	1	1	*	1	*	*	1	*
MAIN MODE OF TRANSPORT USED		%	%	%	%	%	%	%	%	%	%	%	%
Public transport		20	19	27	10	23	22	33	12	16	15	22	9
Train		11	12	11	5	14	15	13	7	8	8	11	3
Regular bus/ coach		3	3	3	2	2	2	3	1	3	3	2	2
Sea/ air (Sub-total)		6	5	12	3	7	5	17	3	6	4	9	4
Plane		6	4	12	2	6	5	16	3	5	3	8	2
Boat/ ship/ ferry		1	1	1	1	*	*	*	1	1	1	1	1
Personal transport (total)		75	77	66	86	73	74	62	85	77	79	70	84
Car (Sub-total)		74	75	64	84	72	73	60	82	76	78	68	83
Car - own/ friend's/ firm's		73	74	63	81	70	72	58	79	75	76	67	82
Car - hired		2	2	1	2	2	2	2	3	1	1	1	1
Motorised caravan/ camper/ dormobile		1	1	2	1	1	1	1	1	1	1	3	1
Motor cycle		*	*	*	1	*	*	1	1	*	*	-	-
Bicycle		*	*	-	*	*	-	-	1	*	*	-	-
Others (total)		5	4	7	5	3	3	6	3	6	6	8	6
Organised coach tour		4	4	6	4	2	2	4	3	6	5	8	5
Hitch-hiking (in any vehicle)		*	-	*	-	-	-	-	-	*	-	*	-
Walked/ on foot		*	*	*	*	*	*	*	*	*	*	-	-
Lorry/ truck/ van		*	*	1	-	*	*	1	-	*	*	-	-
Minibus		*	*	*	*	*	*	*	*	*	*	*	*
Other		*	*	-	*	*	*	-	*	*	*	-	-
Don't know		*	*	*	*	1	1	*	-	*	*	-	1
HOW TRIP BOOKED		%	%	%	%	%	%	%	%	%	%	%	%
Firm booking before trip		65	65	69	62	61	60	67	59	70	70	72	64
High street or on-line travel agent		3	3	5	4	3	3	5	4	3	3	5	4
Directly with a tour operator		8	8	6	5	3	3	4	4	12	13	8	7
Directly with accommodation provider		41	41	41	43	41	42	39	44	41	41	42	43
Directly with a transport provider		11	10	15	6	12	11	18	5	10	9	14	7
Directly with a Tourist Board / TIC		2	2	4	2	1	1	2	1	2	2	6	2
Booked online		33	33	38	27	33	34	37	26	33	32	38	28
Through some other source		4	4	3	4	3	3	3	3	5	5	4	5
Did not make firm bookings before trip		27	27	24	30	30	31	25	32	23	22	22	27
Don't know		8	8	7	8	9	9	8	8	8	8	6	9

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2006	13,592	10,342	1,779	1,189	6,898	5,459	785	503	6,756	4,990	1,057	730
HOLIDAY SPEND – 2007	14,040	10,852	1,871	1,055	6,902	5,505	790	467	7,138	5,346	1,081	588
PACKAGE TRIP	%	%	%	%	%	%	%	%	%	%	%	%
Package trip	8	8	9	7	5	5	8	4	10	10	9	8
Not a package trip	92	92	91	93	94	94	91	96	90	90	91	90
Don't know	1	1	1	*	1	1	1	-	1	1	1	2
TYPE OF LOCATION STAYED AT	%	%	%	%	%	%	%	%	%	%	%	%
Seaside	30	32	13	41	20	21	8	33	39	43	17	48
Large city / large town	30	30	38	15	44	43	60	27	17	17	22	6
Small town	20	18	25	23	18	18	19	22	21	18	29	25
Countryside / village	20	19	24	20	17	17	13	19	23	22	32	21
MONTH TRIP STARTED	%	%	%	%	%	%	%	%	%	%	%	%
January 2007	3	3	3	2	4	4	6	3	2	2	1	1
February 2007	4	4	6	3	6	6	11	3	2	3	2	2
March 2007	6	6	7	4	8	8	7	6	4	4	8	3
April 2007	8	8	8	8	8	8	9	8	8	8	8	9
May 2007	8	8	8	9	9	9	6	11	8	7	9	7
June 2007	11	10	13	10	9	10	7	9	12	11	17	11
July 2007	14	14	14	18	8	8	10	7	20	19	18	27
August 2007	16	17	12	18	12	13	8	14	20	20	14	22
September 2007	8	9	8	7	8	8	6	10	9	9	9	5
October 2007	8	8	9	7	10	10	12	11	6	7	6	5
November 2007	6	6	5	4	9	9	9	7	3	3	2	2
December 2007	8	8	7	9	8	8	8	11	7	7	6	6
LENGTH OF TRIP	%	%	%	%	%	%	%	%	%	%	%	%
1 night	10	11	7	8	25	26	19	19	-	-	-	-
2 nights	18	18	15	14	43	42	43	39	-	-	-	-
3 nights	14	14	14	16	33	32	38	42	-	-	-	-
4 nights	11	11	11	10	-	-	-	-	23	24	19	22
5 nights	5	4	6	7	-	-	-	-	13	12	12	15
6 nights	6	6	7	5	-	-	-	-	11	11	10	9
7 nights	9	9	11	8	-	-	-	-	31	30	29	33
8-13 nights	11	11	14	14	-	-	-	-	12	12	20	7
14 nights	4	3	2	6	-	-	-	-	7	7	4	9
15-20 nights	4	4	3	5	-	-	-	-	2	2	2	2
21 or more nights	4	4	4	4	-	-	-	-	1	1	1	*

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2006	13,592	10,342	1,779	1,189	6,898	5,459	785	503	6,756	4,990	1,057	730
HOLIDAY SPEND – 2007	14,040	10,852	1,871	1,055	6,902	5,505	790	467	7,138	5,346	1,081	588
CHILDREN IN HOUSEHOLD	%	%	%	%	%	%	%	%	%	%	%	%
Yes	29	29	28	29	29	28	34	37	30	31	24	30
No	71	71	72	71	71	72	66	73	70	69	76	70
SOCIO-ECONOMIC GROUP	%	%	%	%	%	%	%	%	%	%	%	%
AB (Professional and managerial)	36	35	35	34	36	36	36	38	35	35	36	33
C1 (Clerical and supervisory)	32	31	32	31	34	34	31	33	29	29	34	31
C2 (Skilled manual)	18	18	17	16	17	17	18	16	19	20	15	14
DE (Unskilled, state pensioners etc.)	15	15	16	19	13	12	16	13	17	17	15	22
AGE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
16-24	11	12	8	11	14	14	11	12	9	9	6	10
25-34	16	15	21	17	18	18	20	20	13	12	21	13
35-44	24	24	23	24	24	24	27	24	23	23	22	24
45-54	18	18	18	15	19	18	20	19	17	18	16	11
55-64	17	17	17	19	16	16	15	13	18	18	18	25
65+	15	15	13	15	9	10	7	12	19	20	17	17
LIFECYCLE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
Age 16-34, unmarried, no children	13	13	10	14	16	16	11	15	10	10	10	13
Age 16-34, married, no children	6	5	11	6	7	7	8	9	5	3	12	3
Age 16-34, with children	8	8	8	7	8	8	12	9	7	8	5	6
Age 35-54, no children	21	21	23	17	23	22	25	24	18	19	20	12
Age 35-54, with children	21	21	18	22	20	20	21	18	22	22	17	24
Age 55+	32	32	30	34	25	26	22	25	38	38	35	42
COUNTRY OF RESIDENCE	%	%	%	%	%	%	%	%	%	%	%	%
England	83	88	60	82	82	89	45	75	84	87	71	87
Scotland	8	5	32	2	9	4	45	3	8	6	22	1
Wales	5	5	3	15	6	5	3	22	4	4	2	9
Northern Ireland	4	3	6	1	4	2	7	-	4	3	5	2

Table 3 – ALL TOURISM – DESTINATION & PURPOSE

This section provides a regional breakdown of tourism volume and value in England, Scotland and Wales in 2007.

Relative strengths of individual English regions include:

- Holidays – South West
 - VFR – South East
 - Business - London, South East and the North West
- The regional breakdowns for Scotland and Wales are based on small sample sizes and are therefore subject to much wider margins of error.

TABLE 3 – Destination & Purpose	ALL TOURISM			ALL HOLIDAYS			VFR NON HOLIDAY			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
January-December 2007	Millions			Millions			Millions			Millions		
ENGLAND												
North East (ONE)	3.64	12.35	651	2.30	7.76	389	0.60	2.07	61	0.70	2.34	192
North West (NWDA)	13.04	37.61	2282	8.62	27.22	1533	2.18	5.48	233	1.95	4.12	476
Yorkshire	10.35	30.12	1427	6.20	19.90	890	2.38	5.47	205	1.43	3.40	305
West Midlands (AWM)	8.40	20.12	1184	4.28	11.34	581	1.90	4.10	146	2.00	4.14	424
East Midlands (EMDA)	7.37	20.17	1055	4.48	14.03	691	1.54	3.50	134	1.06	1.84	195
East of England (EEDA)	10.57	32.78	1474	6.55	22.85	959	2.26	5.58	155	1.48	3.43	321
London	10.14	23.36	2204	5.05	11.94	1243	2.25	5.40	226	2.60	5.56	686
South West (SWRDA)	20.46	79.33	3802	14.51	63.77	3037	3.41	8.41	278	2.04	5.04	416
South East (SEEDA)	17.86	49.95	2353	9.96	32.31	1449	4.99	10.55	368	2.51	5.80	477
SCOTLAND												
Scotland - North	3.58	14.73	771	2.56	11.13	562	0.36	1.38	49	0.56	2.00	154
Scotland - West	4.66	16.04	998	2.98	11.58	624	0.66	1.63	100	0.89	2.46	246
Scotland – East	4.21	11.89	865	2.65	8.08	533	0.66	1.64	95	0.81	1.51	222
Scotland - South	1.13	4.20	185	0.87	3.55	143	0.18	0.46	30	0.07	0.15	9
Edinburgh	2.11	5.01	481	1.28	3.42	284	0.22	0.50	43	0.59	1.06	153
Glasgow	1.84	4.55	423	0.99	2.68	232	0.28	0.74	38	0.52	1.02	147
WALES												
North Wales	2.95	11.43	476	2.43	10.08	402	0.29	0.66	28	0.17	0.55	37
Mid Wales	1.64	6.08	199	1.39	5.52	178	0.17	0.37	10	0.06	0.17	10
South West Wales	1.90	7.87	315	1.44	6.58	249	0.26	0.79	28	0.16	0.40	31
South East Wales	2.23	5.82	365	1.15	3.30	195	0.53	1.24	47	0.42	0.86	105

Table 4 – BUSINESS & WORK TOURISM IN THE UNITED KINGDOM

- UK residents made 18.7 million business and work trips in the United Kingdom in 2007. This represents 45 million bed nights and £4.5 billion expenditure.
- Commercial accommodation is used on six in every seven business trips (85%), mainly in hotels/motels/guesthouses (71%). However it is worth noting that one in ten of business and work trips involve staying in own or friends' and relatives' homes (10%).
- The car is the main form of transport used for the journey to the destination (64% of trips). Public transport is used in a quarter of business and work trips (26%) – especially train (18%) and plane (7%).
- Business and work trips tend to be short, with nearly half involving only one night away from home (47%).
- Almost half (47%) of trips are taken by those in the professional and managerial (AB) socio-economic group, over twice the share of the UK adult population (20%).

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
BUSINESS & WORK TOURISM – 2006	19.21	16.01	2.27	0.86	46.1	36.6	6.1	2.9	4,643	3,621	679	279
BUSINESS & WORK TOURISM – 2007	18.74	15.45	2.28	0.82	45.0	35.8	6.3	2.0	4,451	3,500	637	183
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	85	85	88	83	80	81	76	83	92	92	94	94
Serviced rented accommodation (sub-total)	77	77	80	70	65	65	64	66	86	85	90	83
Hotel/ motel/ guest house (Sub-total 2)	71	72	72	63	59	59	54	57	80	80	82	75
Hotel/ Motel	70	71	70	58	57	58	52	51	79	79	79	72
Guest house	2	1	2	5	2	1	2	6	2	1	3	4
Paying guest (sub-total 2)	6	6	8	8	7	6	10	9	6	5	8	8
Farmhouse	1	*	1	3	1	*	2	4	*	*	1	1
Bed & Breakfast	6	5	7	5	6	6	8	5	5	5	7	7
Self-catering rented accommodation (sub-total)	5	5	3	8	11	12	5	13	3	4	1	7
Self catering in rented flat/apartment	1	2	-	1	4	5	-	3	1	2	-	1
Self catering in rented house/chalet/villa/bungalow/cottage	1	1	*	2	2	2	1	2	1	1	*	2
Holiday camp/ village-self catering	*	*	-	2	*	*	-	3	*	*	-	3
Camping	2	2	1	1	3	4	1	1	1	1	*	*
Caravan-towed/ campervan/ motorcaravan/ motorhome	1	1	2	2	2	1	2	3	*	*	*	2
Caravan- static not owned	*	*	-	-	*	*	-	-	*	*	-	-
Hostel (sub-total)	1	1	4	3	2	1	7	3	1	1	2	2
Hostel – official/group	*	*	1	3	*	*	2	3	*	*	*	2
Hostel – independent	1	1	3	-	1	1	5	-	1	1	2	-
Holiday camp/ village-serviced	*	*	-	1	*	*	-	1	*	*	-	2
University/ School	1	1	1	1	2	2	1	*	1	1	1	*
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	77	77	80	70	65	65	64	66	86	85	90	83
Other rented accommodation (EU definition sub-total)	6	5	7	9	9	9	11	11	4	4	3	8
Own home/ friend's home / relative's home (total)	10	10	8	8	12	13	11	8	5	5	4	3

TABLE 4 – Business & Work Tourism		TRIPS				NIGHTS				EXPENDITURE			
		UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
		Millions				Millions				£ Millions			
BUSINESS & WORK TOURISM – 2006		19.21	16.01	2.27	0.86	46.1	36.6	6.1	2.9	4,643	3,621	679	279
BUSINESS & WORK TOURISM – 2007		18.74	15.45	2.28	0.82	45.0	35.8	6.3	2.0	4,451	3,500	637	183
ACCOMMODATION USED (CONTINUED)		%	%	%	%	%	%	%	%	%	%	%	%
Friend's home		5	5	4	3	6	6	7	3	3	3	3	1
Relative's home		4	4	3	2	4	5	2	2	1	2	1	*
Own second home/timeshare		1	1	1	3	1	2	1	3	*	*	*	1
Caravan- static owned		*	*	*	-	*	*	1	-	*	*	*	-
Boat(s)		*	*	*	-	1	*	*	-	*	*	*	-
Sleeper cab of lorry/truck		2	2	2	9	1	1	1	5	1	1	*	3
Transit		*	*	1	-	*	*	1	-	*	*	1	-
Other		4	4	4	2	5	5	11	2	2	2	1	*
MAIN MODE OF TRANSPORT USED		%	%	%	%	%	%	%	%	%	%	%	%
Public transport		26	25	34	22	25	24	27	22	31	28	42	21
Train		18	19	15	17	16	17	14	15	19	21	14	14
Regular bus/ coach		1	2	1	1	2	2	*	3	1	1	*	1
Sea/ air (Sub-total)		7	5	18	4	7	6	13	4	11	7	27	7
Plane		7	5	17	4	7	6	11	4	10	7	26	7
Boat/ ship/ ferry		*	*	2	-	1	*	2	-	1	*	1	-
Personal transport (total)		64	66	54	64	64	66	55	65	61	64	49	68
Car (sub-total)		64	66	53	64	63	65	55	65	61	63	49	68
Car - own/ friend's/ firm's		61	63	52	59	60	61	54	58	57	60	47	61
Car - hired		3	3	2	5	3	4	1	7	4	4	2	8
Motorised caravan/ camper/ dormobile		*	*	*	-	1	1	*	-	*	*	*	-
Motor cycle		*	*	-	-	*	*	-	-	*	*	-	-
Bicycle		-	-	-	-	-	-	-	-	-	-	-	-
Others (total)		9	9	13	14	11	10	18	13	8	8	9	10
Organised coach tour		1	1	2	1	1	1	2	1	1	1	1	1
Hitch-hiking (in any vehicle)		-	-	-	-	-	-	-	-	-	-	-	-
Walked/ on foot		*	*	*	-	*	*	*	-	*	*	*	-
Lorry/ truck/ van		6	6	7	9	7	7	10	8	6	6	5	8
Minibus		2	1	3	4	2	1	5	4	1	1	2	2
Other		*	*	*	-	*	*	1	-	*	*	*	-
Don't know		*	*	-	-	*	*	-	-	*	*	-	-

TABLE 4 - Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
BUSINESS & WORK TOURISM – 2006	19.21	16.01	2.27	0.86	46.1	36.6	6.1	2.9	4,643	3,621	679	279
BUSINESS & WORK TOURISM – 2007	18.74	15.45	2.28	0.82	45.0	35.8	6.3	2.0	4,451	3,500	637	183
HOW TRIP BOOKED	%	%	%	%	%	%	%	%	%	%	%	%
Firm booking before trip	57	57	58	58	53	53	54	57	63	63	62	67
High street or on-line travel agent	4	4	4	8	3	3	3	9	4	4	5	7
Directly with a tour operator	2	2	1	-	1	2	1	-	3	3	3	-
Directly with accommodation provider	38	39	37	32	34	35	32	32	42	42	38	41
Directly with a transport provider	10	9	17	13	11	10	18	13	13	11	22	16
Directly with a Tourist Board / TIC	1	1	*	1	1	1	*	*	1	1	*	1
Booked online	29	29	31	30	27	26	29	30	35	34	36	38
Through some other source	4	4	3	8	5	6	4	6	4	4	4	6
Did not make firm bookings before trip	29	30	29	30	35	36	32	27	25	25	27	22
WHETHER BOOKED ONLINE	%	%	%	%	%	%	%	%	%	%	%	%
Booked online	29	29	31	30	27	26	29	30	35	34	36	38
Not booked online	71	71	69	70	73	74	71	70	65	66	64	62
PACKAGE TRIP	%	%	%	%	%	%	%	%	%	%	%	%
Package trip	4	4	2	2	4	4	3	1	5	5	2	3
Not a package trip	96	96	96	98	96	96	97	99	95	95	97	97
Don't know	1	1	2	-	1	1	1	-	*	*	1	-
TYPE OF LOCATION STAYED AT	%	%	%	%	%	%	%	%	%	%	%	%
Seaside	7	7	6	18	9	8	6	24	8	8	6	13
Large city / large town	64	65	70	39	59	61	59	29	67	68	67	44
Small town	21	21	21	29	20	20	18	28	18	18	21	25
Countryside / village	9	9	10	19	11	11	15	18	6	6	6	18
MONTH TRIP STARTED	%	%	%	%	%	%	%	%	%	%	%	%
January 2007	8	8	7	11	7	7	6	11	8	8	8	6
February 2007	8	8	4	11	7	7	3	11	10	10	7	11
March 2007	11	11	12	10	10	9	8	11	12	12	10	18
April 2007	8	8	9	6	7	7	10	4	6	6	7	4
May 2007	10	10	11	11	10	10	11	10	11	10	13	10
June 2007	7	8	7	8	6	7	4	8	6	6	6	7
July 2007	8	8	4	5	9	10	5	3	7	8	5	7
August 2007	9	9	11	10	12	11	16	15	9	8	14	8
September 2007	9	8	11	11	9	9	9	9	9	8	12	14
October 2007	9	9	6	7	8	8	6	9	7	8	5	8
November 2007	9	8	12	8	10	8	17	8	9	8	10	6
December 2007	6	6	6	2	6	6	5	2	6	7	3	2
COUNTRY OF RESIDENCE	%	%	%	%	%	%	%	%	%	%	%	%
England	85	89	66	82	84	88	63	81	84	86	78	87
Scotland	9	6	31	7	11	6	35	8	9	7	18	8
Wales	4	4	1	11	4	4	1	11	4	5	*	5
Northern Ireland	2	1	3	-	1	1	2	-	2	2	3	-

TABLE 4 - Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
BUSINESS & WORK TOURISM – 2006	19.21	16.01	2.27	0.86	46.1	36.6	6.1	2.9	4,643	3,621	679	279
BUSINESS & WORK TOURISM – 2007	18.74	15.45	2.28	0.82	45.0	35.8	6.3	2.0	4,451	3,500	637	183
LENGTH OF TRIP	%	%	%	%	%	%	%	%	%	%	%	%
1 night	47	49	39	33	20	21	14	13	36	37	32	26
2 nights	22	22	21	21	18	19	15	16	23	23	20	24
3 nights	11	10	16	16	13	12	17	19	14	12	20	15
4 nights	9	9	10	15	15	15	14	24	13	13	12	21
5 nights	4	4	3	6	8	9	5	11	7	8	2	10
6 nights	2	1	4	3	4	3	10	3	2	1	4	*
7 nights	1	1	2	3	3	2	4	8	1	1	1	4
8-13 nights	2	2	1	3	6	6	2	6	2	2	5	1
14 nights	1	*	2	-	4	2	11	-	1	1	2	-
15-20 nights	*	1	*	-	3	3	2	-	*	*	*	-
21 or more nights	*	*	1	-	6	7	6	-	1	1	3	-
Average duration of trip (nights)	2.40	2.35	2.82	2.58	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
CHILDREN IN HOUSEHOLD	%	%	%	%	%	%	%	%	%	%	%	%
Yes	34	33	41	28	31	31	36	27	35	34	39	28
No	66	67	59	72	69	69	64	73	65	66	61	72
SOCIO-ECONOMIC GROUP	%	%	%	%	%	%	%	%	%	%	%	%
AB (Professional and managerial)	47	49	40	49	43	44	34	45	51	52	48	54
C1 (Clerical and supervisory)	33	33	37	20	32	32	35	18	34	39	37	19
C2 (Skilled manual)	14	13	17	24	17	16	19	27	11	33	12	21
DE (Unskilled, state pensioners etc.)	6	6	6	8	8	8	12	10	5	5	3	6
AGE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
16-24	9	9	8	11	13	13	13	11	10	10	8	10
25-34	18	18	15	17	19	20	13	20	21	21	16	29
35-44	32	32	35	32	30	29	35	30	31	31	34	30
45-54	27	27	30	22	24	23	26	25	26	26	29	14
55-64	11	11	12	16	12	12	12	12	11	10	12	16
65+	2	2	1	2	3	3	1	2	1	2	*	1
LIFECYCLE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
Age 16-34, unmarried, no children	14	14	11	12	17	18	13	12	14	15	13	13
Age 16-34, married, no children	8	8	7	12	9	10	7	14	10	10	8	19
Age 16-34, with children	6	6	5	4	6	6	6	5	6	6	4	7
Age 35-54, no children	31	32	28	31	29	28	31	34	29	30	29	25
Age 35-54, with children	28	27	36	23	25	24	30	21	28	27	35	19
Age 55+	14	14	13	18	14	15	13	14	12	12	12	17

Table 5 – VISITS TO FRIENDS & RELATIVES

It should be noted that VFR trips do not include holiday trips to visit friends and relatives – these are included in Holiday Tourism trips.

- UK residents made 25 million VFR trips in the UK in 2007. They stayed away for some 60 million bed nights, generating in the region of £2.3 billion expenditure
- As would be expected, the great majority of VFR trips do involve staying in own homes or homes of friends and relatives (83% of trips), however a minority (18%) use commercial accommodation, and this accounts for over a third of spending (34%).
- As with other types of tourism, the private car is the most widely used transport for the journey to the destination (73% of trips).
- Large cities/large towns and small towns are the main types of location for VFR trips (45% and 29% respectively), reflecting the concentration of population.
- VFR trips are spread fairly evenly throughout the year, with a slight peak for Christmas in December and also in August.
- One in five of VFR trips (22%) are made by 16-24 year olds, a greater proportion than for All Tourism, where only 14% of trips are made by this younger age-group.

TABLE 5 – Visiting Friends/Relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
VFR TOURISM – 2006	23.68	20.32	1.87	1.14	60.6	50.1	5.9	2.9	2,133	1,789	181	112
VFR TOURISM – 2007	24.71	21.23	1.85	1.28	60.5	50.8	5.2	3.2	2,261	1,813	275	114
COUNTRY OF RESIDENCE	%	%	%	%	%	%	%	%	%	%	%	%
England	89	95	35	79	88	93	45	80	84	90	54	81
Scotland	7	2	60	5	7	3	48	8	9	5	35	9
Wales	3	2	2	16	3	3	3	12	4	3	7	10
Northern Ireland	1	1	3	-	2	1	4	-	3	2	5	-
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	18	17	23	18	14	13	17	12	34	34	40	24
Serviced rented accommodation (sub-total)	16	15	22	17	11	11	16	10	31	31	36	22
Hotel/ motel/ guest house (sub-total 2)	14	14	18	13	10	10	13	7	28	28	32	16
Hotel/ Motel	13	13	17	12	9	9	12	6	26	27	28	15
Guest house	1	1	2	1	*	*	1	1	1	1	4	1
Paying guest (sub-total 2)	2	2	4	5	2	1	3	3	3	3	5	6
Farmhouse	*	*	-	1	*	*	-	1	*	*	-	2
Bed & Breakfast	2	2	4	4	1	1	3	2	3	3	5	3
Self-catering rented accommodation (sub-total)	1	1	1	1	2	2	1	2	2	3	*	2
Self catering in rented flat/apartment	*	*	-	-	*	*	-	-	*	*	-	-
Self catering in rented house/chalet/villa/bungalow/cottage	*	*	-	-	*	*	-	-	1	1	-	-
Holiday camp/ village-self catering	*	*	-	1	*	*	-	2	*	*	-	2
Camping	*	*	*	-	*	*	*	-	*	*	*	-
Caravan-towed/ campervan/ motorcaravan/ motorhome	*	*	*	-	*	*	*	-	*	*	*	-
Caravan- static not owned	*	*	-	-	*	*	-	-	*	1	-	-
Hostel (Sub-total)	*	*	*	-	*	*	*	-	1	*	3	-
Hostel - official/group	*	*	-	-	*	*	-	-	*	*	-	-
Hostel - independent	*	*	*	-	*	*	*	-	*	*	3	-

TABLE 5 – Visiting Friends/Relatives		TRIPS				NIGHTS				EXPENDITURE			
		UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
		Millions				Millions				£ Millions			
VFR TOURISM – 2006		23.68	20.32	1.87	1.14	60.6	50.1	5.9	2.9	2,133	1,789	181	112
VFR TOURISM – 2007		24.71	21.23	1.85	1.28	60.5	50.8	5.2	3.2	2,261	1,813	275	114
ACCOMMODATION USED (CONTINUED)		%	%	%	%	%	%	%	%	%	%	%	%
Holiday camp/ village-serviced		*	*	-	-	*	*	-	-	*	*	-	-
University/ School		*	*	-	-	*	*	-	-	*	*	-	-
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)		16	15	22	17	11	11	16	10	31	31	36	22
Other rented accommodation (EU definition sub-total)		1	1	1	1	2	2	1	2	2	1	3	2
Own home/ friend's home / relative's home (total)		83	83	78	82	86	86	83	88	65	65	60	76
Friend's home		30	31	24	20	24	25	22	14	23	24	19	20
Relative's home		52	52	55	62	61	59	62	73	41	39	42	55
Own second home/timeshare		1	1	-	-	1	1	-	-	1	1	-	-
Caravan- static owned		*	*	-	2	*	*	-	1	*	*	-	*
Boat(s)		*	*	-	-	*	*	-	-	*	*	-	-
Sleeper cab of lorry/truck		-	-	-	-	-	-	-	-	-	-	-	-
Transit		-	-	-	-	-	-	-	-	-	-	-	-
Other		*	*	-	-	*	*	-	-	*	*	-	-
MAIN MODE OF TRANSPORT USED		%	%	%	%	%	%	%	%	%	%	%	%
Public transport		23	22	32	14	27	25	38	16	28	26	36	19
Train		13	14	10	8	14	15	13	8	15	16	13	10
Regular bus/ coach		5	5	8	2	6	6	8	3	4	4	4	1
Sea/ air (sub-total)		5	3	14	4	7	5	17	6	10	6	20	8
Plane		4	3	12	4	7	4	16	6	9	6	18	8
Boat/ ship/ ferry		*	*	2	-	*	*	2	-	1	*	2	-
Personal transport (total)		74	75	64	82	70	72	60	79	68	71	58	78
Car (sub-total)		73	74	64	82	70	71	60	79	68	70	58	78
Car – own/ friend's/ firm's		72	73	61	81	69	70	57	78	66	69	53	78
Car – hired		1	1	3	1	1	1	3	1	2	1	6	*
Motorised caravan/ camper/ dormobile		*	1	-	-	*	*	-	-	*	*	-	-
Motor cycle		*	*	-	-	*	*	-	-	*	*	-	-
Bicycle		*	*	-	-	*	*	-	-	*	*	-	-
Others (total)		3	3	3	3	3	3	2	4	3	3	5	2
Organised coach tour		1	1	1	1	*	*	1	1	1	1	2	1
Hitch-hiking (in any vehicle)		-	-	-	-	-	-	-	-	-	-	-	-
Walked/ on foot		1	2	1	-	1	1	1	-	1	1	1	-
Lorry/ truck/ van		*	*	*	1	*	*	*	3	1	1	*	1
Minibus		*	*	1	1	*	*	*	1	1	*	3	*
Other		*	*	*	-	*	*	*	-	*	*	*	-

TABLE 5 – Visiting Friends/Relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
VFR TOURISM – 2006	23.68	20.32	1.87	1.14	60.6	50.1	5.9	2.9	2,133	1,789	181	112
VFR TOURISM – 2007	24.71	21.23	1.85	1.28	60.5	50.8	5.2	3.2	2,261	1,813	275	114
HOW TRIP BOOKED	%	%	%	%	%	%	%	%	%	%	%	%
Firm booking before trip	26	25	36	29	28	26	38	27	41	38	57	44
High street or on-line travel agent	1	1	3	-	1	1	2	-	2	1	10	-
Directly with a tour operator	1	1	1	1	1	1	*	4	1	1	1	3
Directly with accommodation provider	14	14	14	14	11	11	12	10	22	22	23	22
Directly with a transport provider	10	9	18	13	14	12	22	15	16	13	24	21
Directly with a Tourist Board / TIC	*	*	*	-	*	1	*	-	1	1	1	-
Booked online	13	12	21	16	15	13	24	17	24	19	42	28
Through some other source	1	1	1	-	1	1	1	-	1	1	2	-
Did not make firm bookings before trip	69	71	60	66	68	70	57	70	53	56	37	53
WHETHER BOOKED ONLINE	%	%	%	%	%	%	%	%	%	%	%	%
Booked online	13	12	21	16	15	13	24	17	24	19	42	28
Not booked online	87	88	79	84	85	87	76	83	76	81	58	72
PACKAGE TRIP	%	%	%	%	%	%	%	%	%	%	%	%
Package trip	1	1	2	2	1	1	2	1	3	2	8	6
Not a package trip	99	99	98	97	99	99	98	98	96	97	90	93
Don't know	1	*	*	2	*	*	1	1	1	*	2	1
TYPE OF LOCATION STAYED AT	%	%	%	%	%	%	%	%	%	%	%	%
Seaside	10	9	7	24	10	9	10	23	11	10	17	21
Large city / large town	45	47	46	21	44	45	44	14	47	48	49	25
Small town	29	29	33	36	28	28	31	34	27	28	26	34
Countryside / village	17	17	16	21	18	18	14	27	14	14	9	19
MONTH TRIP STARTED	%	%	%	%	%	%	%	%	%	%	%	%
January 2007	6	6	7	6	6	6	7	4	6	6	5	4
February 2007	8	8	7	8	8	8	5	6	7	8	5	7
March 2007	8	8	11	9	8	8	9	10	8	9	5	8
April 2007	7	7	9	7	7	7	7	8	6	6	4	5
May 2007	8	8	10	4	9	9	8	5	8	9	7	6
June 2007	8	8	9	8	7	7	7	7	8	8	10	6
July 2007	8	8	8	6	9	9	11	7	8	8	11	4
August 2007	10	10	7	9	11	11	7	10	10	10	13	7
September 2007	8	8	8	6	7	7	7	7	9	8	15	6
October 2007	8	8	5	13	9	9	6	12	10	10	7	16
November 2007	9	9	6	8	8	8	9	5	8	9	6	10
December 2007	12	12	13	15	12	11	15	20	11	11	12	21

TABLE 5 – Visiting Friends/Relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
VFR TOURISM – 2006	23.68	20.32	1.87	1.14	60.6	50.1	5.9	2.9	2,133	1,789	181	112
VFR TOURISM – 2007	24.71	21.23	1.85	1.28	60.5	50.8	5.2	3.2	2,261	1,813	275	114
LENGTH OF TRIP	%	%	%	%	%	%	%	%	%	%	%	%
1 night	32	33	25	28	13	14	9	12	22	23	12	33
2 nights	25	26	21	23	19	20	14	16	27	27	28	20
3 nights	13	13	17	12	14	14	15	12	16	16	18	8
4 nights	9	9	11	7	11	11	13	10	10	10	13	4
5 nights	3	3	5	5	5	5	8	9	4	3	6	10
6 nights	4	4	4	8	6	6	5	12	5	5	4	11
7 nights	2	2	3	1	5	5	7	4	3	3	4	2
8-13 nights	4	4	3	7	10	10	8	15	5	5	3	6
14 nights	1	1	2	-	4	4	5	-	2	2	1	-
15-20 nights	1	1	3	1	2	2	9	3	1	*	6	*
21 or more nights	1	1	*	*	6	6	2	3	1	2	*	*
Average duration of trip (nights)	2.45	2.40	2.84	2.49	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
CHILDREN IN HOUSEHOLD	%	%	%	%	%	%	%	%	%	%	%	%
Yes	27	27	28	36	26	25	29	39	22	22	21	23
No	73	73	72	64	74	75	71	61	78	78	79	77
SOCIO-ECONOMIC GROUP	%	%	%	%	%	%	%	%	%	%	%	%
AB (Professional and managerial)	33	33	30	42	33	32	28	41	35	34	35	45
C1 (Clerical and supervisory)	30	30	39	22	30	30	33	22	33	33	36	19
C2 (Skilled manual)	17	17	12	19	16	16	16	16	16	16	15	20
DE (Unskilled, state pensioners etc.)	20	19	20	16	21	21	22	21	16	16	14	16
AGE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
16-24	22	23	16	12	20	21	15	11	16	17	14	6
25-34	17	17	18	16	16	16	16	18	17	16	19	18
35-44	19	19	18	18	17	17	20	17	18	17	23	13
45-54	13	13	15	25	12	12	13	23	17	17	18	30
55-64	14	14	15	13	15	14	18	13	18	18	15	16
65+	15	14	18	16	20	21	19	19	14	15	11	16
LIFECYCLE OF RESPONDENT	%	%	%	%	%	%	%	%	%	%	%	%
Age 16-34, unmarried, no children	24	25	15	12	21	22	13	7	21	22	20	10
Age 16-34, married, no children	5	4	6	6	4	4	6	7	4	4	7	6
Age 16-34, with children	11	10	12	12	11	10	12	14	8	8	6	8
Age 35-54, no children	16	15	18	19	14	14	16	15	21	20	25	28
Age 35-54, with children	17	16	16	24	15	14	17	25	14	14	16	15
Age 55+	29	29	33	28	35	35	36	32	32	33	26	33

Appendix

Definitions of terms used

Most terms used in this report will be familiar to users of tourism data without further explanation. However, definitions of the main terms used in the report are provided below for reference.

Trips

The estimated number of tourism trips made by adults aged 16 and over and by children up to the age of 15 who accompany them. A trip must consist of at least one night spent away from home, has no upper limit (unlike in the previous versions of UKTS where a maximum limit of 60 nights was imposed), and has its end marked by the respondent's return to home. However, the reported timing of trips is reported on the basis of the start date of individual trips. This start date approach is consistent with previous methodologies.

Not included are 'unaccompanied child trips' - trips taken by children up to the age of 15 when not accompanied by an adult.

Bednights

The estimated number of nights spent away from home by adults and by children accompanying them on tourism trips.

Spending

The estimated expenditure incurred relating to all tourism trips. This includes all expenditure by adults on the trip both for themselves and for other people for whom the adults paid (for example, children). This covers those costs incurred in advance of the trip, costs paid during the trip itself, and also any bills relating to the trip paid after returning home. Costs paid on behalf of the person taking the trip, for example by an employer paying the cost of a business trip, are also included.

Expenditure includes items such as package holidays, accommodation, travel to and from the destination and during the trip, services and advice, buying clothes, eating and drinking out, shopping, entertainment and other items relating to the trip.

Allocation of Spending

When spending is reported by country of destination, all of the spending is allocated to the relevant country of destination. In reality, not all of the spending may take place in the country of destination. For example, travel costs or inclusive trip charges may be incurred in the

country of origin rather than the country of destination. No attempt has been made in this report to adjust for this.

Where a trip involves overnight stays in more than one destination, the expenditure for the trip is allocated to each destination proportionally to the number of nights spent in each destination.

Holiday

'Holiday' includes trips where the main reason for taking the trip is described by the respondent as "holiday, leisure or pleasure" and trips where the main reason for taking the trip is initially described as "visiting friends and relatives", but which on subsequent probing is described as being mainly a holiday rather than for some other reason.

VFR

'Visiting friends and relatives' or 'VFR' is the term used for trips where the main reason for taking the trip is initially described as "visiting friends and relatives", and which on subsequent probing is described as being mainly for some other reason rather than a holiday.

Business/work

'Business/work' trips are those trips where the main reason for taking the trip is described as "to do paid work/on business", "to attend a conference" or "to attend an exhibition, trade show or agricultural show".

Other Purposes

This covers all trips for purposes other than holiday, VFR and business/work as described above. It includes trips where "travel/transport is my work" (such as those made by overnight delivery drivers), and trips made for educational, social, sporting and personal or family reasons (such as attending weddings and funerals, taking someone to university, and similar reasons).

United Kingdom

The United Kingdom as a destination in this survey includes England, Scotland, Wales, Northern Ireland, the Isle of Man and the Channel Islands.

Serviced rented accommodation

Serviced rented accommodation includes hotel, motel, guest house, farmhouse, bed & breakfast, and holiday camp/village with any meals provided.

Self-catering rented accommodation

Self-catering rented accommodation includes rented flat/apartment, rented house/chalet/villa/bungalow/cottage without any meals provided, self-catering holiday camp/village, camping, towed caravan and static caravan which is not owned.

Rented accommodation

Rented accommodation is a sub-total formed by adding together the Serviced rented and Self-catering rented accommodation types.

Other types of accommodation

Other types of accommodation cover all accommodation types not included under rented accommodation above. It includes friends' or relatives' home, static caravan which is owned, second home or timeshare which is owned, hostel, university or school, boat, sleeper cab of lorry/truck, transit and any other type of accommodation.

Personal transport

Personal transport includes own/friend's/firm's car, hired car, motorised caravan/camper/dormobile, motor cycle and bicycle.

Public transport

Public transport includes train, regular bus/coach, organised coach tour and plane.

Inclusive trip

Inclusive trip is defined in the questionnaire as "a package or inclusive trip - that is, where you paid a single price for accommodation plus some form of transport"

Type of location

The classification of type of location as 'seaside', 'large city/large town', 'small town' or 'countryside/village' is a subjective assessment made by the respondent by selecting from these four options.

Touring

A 'touring' trip is defined in the questionnaire as "a touring holiday, where you moved around spending nights in different places".

Children in household

Children in household means a child aged up to 15 living in the household.

It is important to note that this classification is actually based only on the adult respondent interviewed about the trip, rather than all people taking the trip. While technically this characteristic only relates to the individual, it can in practice be interpreted as applying to all people on the trip since these will generally be people in the same household.

Socio-economic group (social grade)

This classification is derived from the occupation of the Chief Income Earner in the respondent's home, and is based on the system used by the National Readership Survey (NRS). It is generally used in market research in the UK and consists of six social grades:

<i>Grade</i>	<i>Occupation</i>
<i>A</i>	<i>Higher managerial, administrative or professional</i>
<i>B</i>	<i>Intermediate managerial, administrative or professional</i>
<i>C1</i>	<i>Supervisory or clerical, and junior managerial, administrative or professional</i>
<i>C2</i>	<i>Skilled manual workers</i>
<i>D</i>	<i>Semi and unskilled manual workers</i>
<i>E</i>	<i>State pensioners or widows (with no other earners in household), casual or lowest grade workers</i>

It is important to note that this classification is actually based only on the adult respondent interviewed about the trip, rather than all people taking the trip. While technically this characteristic only relates to the individual, it can in practice be interpreted as applying to all people on the trip. Those on the trip will generally be people in the same household who would be therefore be allocated the same social grade.

Age of respondent

Information on age is obtained for the respondent being interviewed about the trip, but no information is obtained for other adults or children accompanying on the trip.

In tabulating the results, the characteristics of the individual reporting the trip are applied to other trip members, although in reality these other trip members will have different characteristics. Information on age characteristics must therefore be interpreted with caution.

Lifecycle of respondent

'Single' includes widowed, separated, divorced and civil partnerships that have terminated. 'Married' includes married and living with partner. As with age, this information is based on the characteristics of the respondent being interviewed about the trip and is not available for the other trip members. The lifecycle characteristics of the respondent are applied to all trip members, although in reality their own characteristics will be substantially different. Information on lifecycle must therefore be interpreted with caution.

Regions

Regions of England, Scotland and Wales shown in this report are defined as follows

ENGLAND

Cumbria: County of Cumbria

Northumbria: Northumberland, Durham, Tyne & Wear, Tees Valley

North West: Lancashire, Merseyside, Greater Manchester, Cheshire

Yorkshire: North Yorkshire, West Yorkshire, South Yorkshire, East Riding of Yorkshire, Kingston upon Hull, North Lincolnshire, North East Lincolnshire

Heart of England: Staffordshire, Shropshire, West Midlands, Warwickshire, Herefordshire, Worcestershire, Gloucestershire (except South Gloucestershire), Derbyshire, Leicestershire, Northamptonshire, Nottinghamshire, Rutland, Lincolnshire

East of England: Norfolk, Suffolk, Cambridgeshire, Essex, Bedfordshire, Hertfordshire

London: Greater London

South West: Cornwall, Devon, Somerset, Wiltshire, Western Dorset, South Gloucestershire

Southern: Hampshire, Isle of Wight, Eastern Dorset, Berkshire, Buckinghamshire, Oxfordshire

South East: Kent, Surrey, East Sussex, West Sussex

In most of the English level analysis, the above regional destinations are also combined, where appropriate, to allow analysis at each of the Regional Development Agency areas:

Advantage West Midlands (AWM)

East of England Development Agency (EEDA)

East Midlands Development Agency (EMDA)

London Development Agency (LDA)

North West Development Agency (NWDA)

One North East (ONE)

South East England Development Agency (SEEDA)

South West Regional Development Agency (SWRDA)

SCOTLAND

Grampian: Aberdeen City and Shire

Tayside: Dundee, Perth & Kinross, Angus

Edinburgh and East Central: Edinburgh, the Lothians, Fife, Clackmannanshire, Falkirk, Stirling

South of Scotland: Borders, Dumfries and Galloway

Glasgow and West Central: Glasgow, Renfrewshire, East Renfrewshire, Inverclyde, East and West Dunbartonshire, North South and East Ayrshire and North and South Lanarkshire

Highlands & Islands: including Argyll & the Islands, Caithness and Sutherland, Inverness and East Highlands, Lochaber, Moray, Orkney, Shetland, Skye and Wester Ross, and Innes Gail

For 2007, the primary Scottish levels analysis has been at the newly defined macro-tourism areas:

Scotland - North - (Highlands & Islands, Aberdeen & Grampian, Western and Northern Isles)

Scotland - West - (AILLST + Glasgow & Clyde Valley, Ayrshire & Arran)

Scotland - East - (Perthshire + Angus & Dundee + Kingdom of Fife + Edinburgh & Lothians)

Scotland - South (Dumfries & Galloway + Scottish Borders),

Edinburgh

Glasgow

WALES

North Wales: Anglesey, Conwy, Denbighshire, Flintshire, Wrexham, Gwynedd North (former Arfon and Dwyfor)

Mid Wales: Ceredigion, Powys, Gwynedd South (Meirionnydd)

South West Wales: Neath/Port Talbot, Carmarthenshire, Swansea, Pembrokeshire

South East Wales: Bridgend, Rhondda Cynon Taf, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Vale of Glamorgan, Cardiff, Newport, Monmouthshire

Levels of Statistical Confidence

The estimates of the numbers of trips, nights away, and the expenditure on those trips are subject to sampling variation as the data are from a survey. Those sampling variations are quantifiable in terms of confidence limits. For the 2007 UKTS data those values are given in the table below.

Confidence limits of UKTS 2007 at the 95% level

	Trips %	Nights %	Spend %
UK	2.0	3.1	2.1
GB	2.1	3.0	2.1
England	2.1	2.3	2.1
Scotland	7.1	11.2	8.1
Wales	8.2	10.3	11.2
Northern Ireland	13.6	17.7	25.5

It must be emphasised that sampling variation is not the only possible source of error. Others include bias through non response and measurement errors caused by memory distortion and/or lack of knowledge of the respondent. These are not quantifiable and can affect the survey results. In particular it is often difficult for respondents to recall expenditure on trips with high levels of accuracy. Nevertheless, it is possible to state, for example, that assuming no bias, the true value of the number of UK trips in 2007 will lie in the range of plus or minus 2.0% of the estimate on 95% of occasions.

United Kingdom resident population

This table describes the characteristics of adults resident in the United Kingdom which formed the basis for the weighting of the sample survey.

United Kingdom Adult Population

TOTAL ADULT POPULATION	47,564
Age by Sex	
Male 16-24	3,469
Male 25-34	3,841
Male 35-44	4,490
Male 45-54	3,750
Male 55-64	3,400
Male 65-74	2,353
Male 75-84	1,378
Male 85+	343
Female 16-24	3,341
Female 25-34	3,866
Female 35-44	4,583
Female 45-54	3,826
Female 55-64	3,517
Female 65-74	2,613
Female 75-84	1,984
Female 85+	810
Government Office Regions	
North East	2022
North West	5389
Yorkshire & Humber	3984
East Midlands	3409
West Midlands	4209
East of England	4378
London	5951
South East	6430
South West	4040
Wales	2366
Scotland	4072
Northern Ireland	1314
Social Grade	
AB	9518
C1	13897
C2	9446
D	8107
E	6596
Presence of Children	
Yes	14043
No	33521
Car Ownership	
1	20084
2+	17630
0	9850

Source: Census 2001; 2003 based Population Projections for 2005
BARB Establishment Survey

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The statutory tourist boards and Visit Wales (the Tourism Department of the Welsh Assembly Government) who jointly sponsor the United Kingdom Tourism Survey.

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