

## Volume and Value of Holiday Trips to the UK, 2006

There were 53.26m overnight trips taken during 2006 where the main purpose was leisure or for a holiday. Holiday trips were the most popular trip purpose, accounting for 42% of all overnight trips. This compared to 39% being taken to visit friends and relatives and 15% for business. Expenditure on holiday trips was almost £11bn, 52% of all spend.

## Volume and Value of Holiday Trips to the UK

Purpose of Trip	Trips (millions)				Nights (millions)				Spend (£ millions)			
	2006	May-Dec 2005	May-Dec 2006	% Change	2006	May-Dec 2005	May-Dec 2006	% Change	2006	May-Dec 2005	May-Dec 2006	% Change
Holiday, Pleasure/leisure	53.26	44.94	41.92	-7	197.27	177.48	164.08	-8	10906	8931	8888	0
Visits to Friends and Relatives	49.62	35.45	35.85	1	143.65	108.48	105.8	-2	4819	3715	3562	-4
Business Travel	19.22	14.43	12.97	-10	46.08	37.42	31.2	-17	4643	3380	3189	-6

## Average spend and length of stay for UK Holiday Trips, 2006

Trip Purpose	Average Length of Stay	Average Spend per night	Average Spend per trip
Holiday	3.7 nights	£55	£205
Business	2.5 nights	£100	£250
VFR	2.9 nights	£34	£97

## Average Length of Spend, Stay

The average holiday trip lasted 3.7 nights in 2006, over a night longer than a business trip.

Holiday trips had less average spend per night and per trip than for business purposes, as business travellers tend to expense costs and stay in higher end accommodation.

## Holiday Trips by English Region Visited, 2006

	(millions)	As % of all UK Hol Trips	As % of all Eng Hol Trips
West Midlands	2.44	5	6
East of England	3.72	7	9
East Midlands	3.25	6	8
London	3.18	6	8
North West	6.21	12	15
North East	1.41	3	3
South East	5.93	11	15
South West	11.08	21	27
Yorkshire	4.16	8	10

## Holiday Trips by English Region Visited, 2006

The South West was the most popular English region for a trip in 2006, accounting for over one in four (27%) English holiday trips.

There were over 20 million holidays made to the South of England (London, South East, South West) in 2006, accounting for half of all English holiday trips.

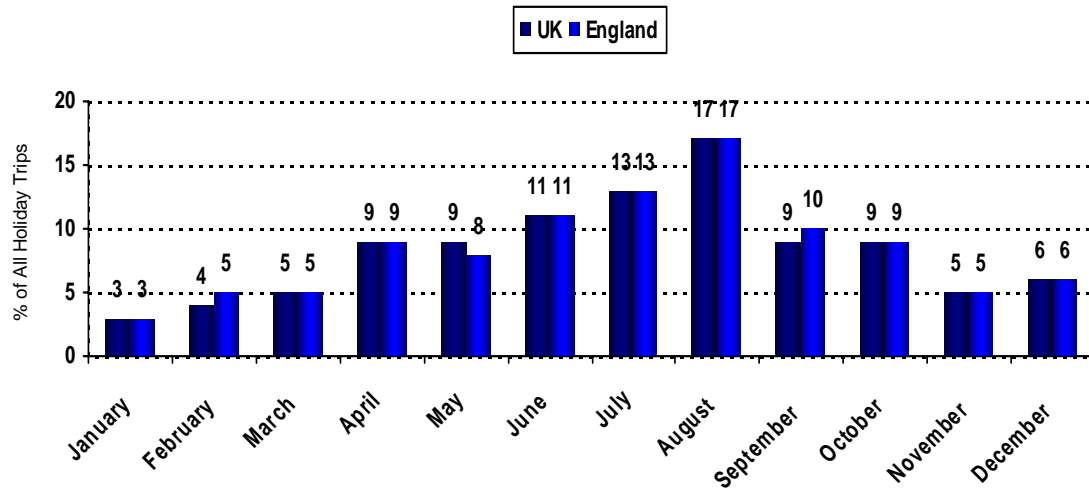
### The United Kingdom Tourism Survey

This document examines results from the 2006 United Kingdom Tourism Survey (UKTS), a national consumer survey that measures volume and value of overnight trips taken within the UK, by UK residents.

The UKTS changed methodology in May 2005 and so comparisons should not be made with previous years. In addition, the survey did not run between Jan-April 2005 and so annual comparisons in this document will be made using May-December results.

Unless stated otherwise, all holiday trips are referring to ones taken for the purposes of holiday, pleasure/leisure, omitting holiday trips in combination with visiting friends and relatives.

### Holiday Trips by Start Month of Trip, UK & England, 2006



### Holiday Trips by Start Month/Quarter of Trip, UK & England, 2006

As would be expected, the summer months of June, July and August were the peak periods to take a domestic holiday in 2006, as holiday makers aimed to make the most of the better weather. These three months made up 41% of all UK and English Holiday trips.

Interestingly September and October were both popular months for a holiday in 2006. This was in spite of schools being in term time (except half term) and it being early for a Christmas shopping break. Indeed, September and October were as popular for taking a holiday as April, which included the Easter period.

When the data is examined by quarter, Quarter 3 (July-September) dominated UK & England holiday trips, accounting for 40% of the total. Quarter 2 (April-June) was also popular. Trips tailed off significantly in Quarter 1, with just 12% taken during this period, as people stayed indoors during the colder weather or received the bank statements from the extravagant Christmas shopping trips.

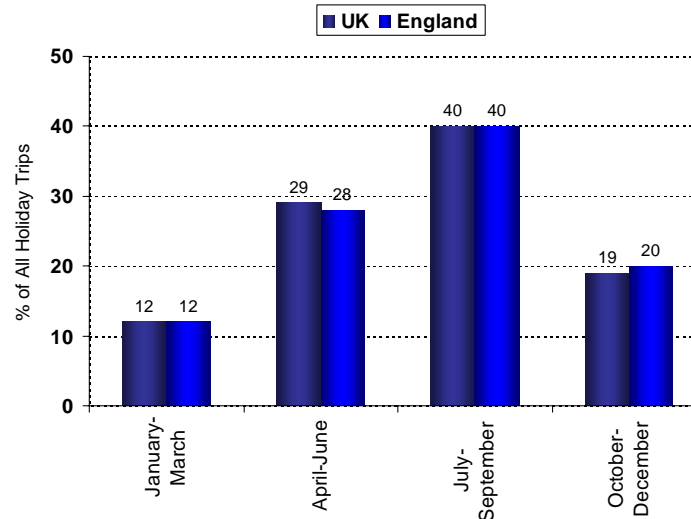
### Holiday Trips by type of place visited, UK & England, 2006

Despite media reports ringing the death toll for English Seaside resorts, they remain a popular destination for domestic holidays, accounting for 36% of all UK trips and 35% of all English trips taken.

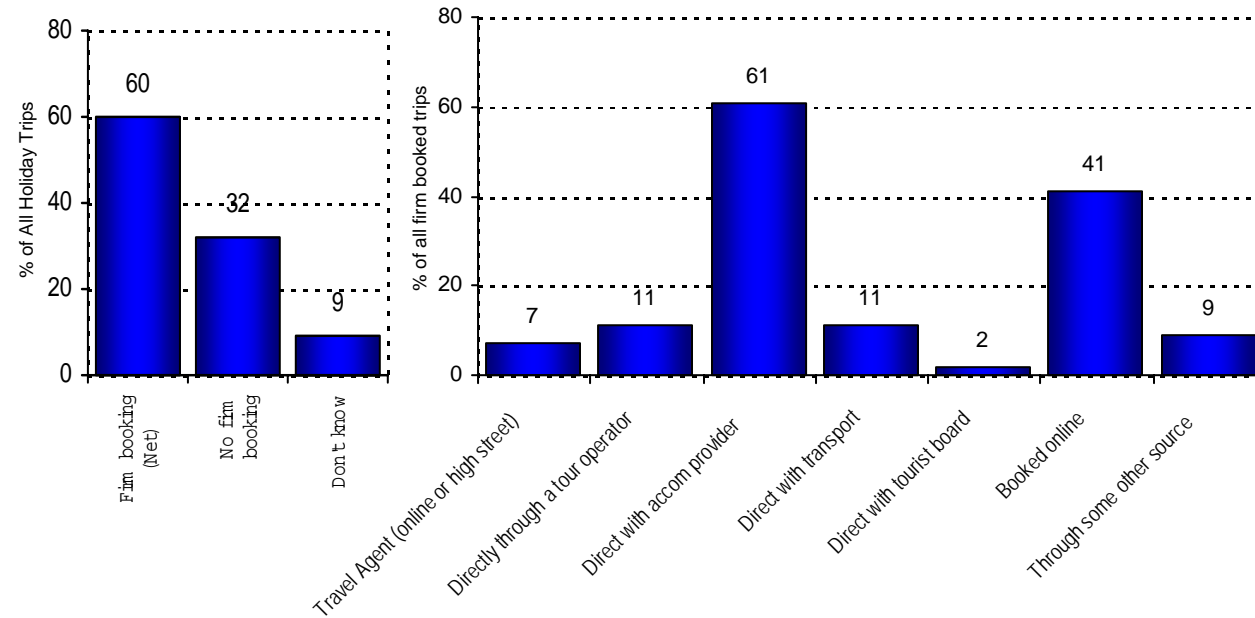
In addition, the popularity of city breaks over recent years has coincided with a large amount of urban regeneration and investment in new tourism infrastructure in many cities. Holidays to large cities/towns accounted for over a quarter of all trips in the UK (26%) and England (28%).

	% of all UK Hol trips	% of all Eng Hol Trips
Seaside	36	35
Large city/ large town	26	28
Small town	19	18
Countryside/ village	23	22

### Holiday Trips by Start Quarter of Trip, UK & England, 2006



## Means Used to Book UK Holiday Trips in Advance, 2006



## Means Used to Book Holiday Trips in Advance, 2006

60% of holiday trips to the UK involved some form of firm booking made in advance during 2006.

The most popular type of advanced booking was directly through an accommodation provider such as a hotel or B&B, with 61% of bookings using this method.

## Party Composition, 2006

	UK
Alone	11%
Husband/ wife/ partner	64%
Children (aged 15 or under)	36%
Other female adults (aged 16+)	27%
Other male adults (aged 16+)	23%
Missing	0

## Party Size, 2006

	UK
One	12%
Two	41%
Three	12%
Four	20%
Five	8%
Six-Ten	7%
Ten or more	0%

## Party Size

Respondents were asked about the total number of people who travelled with them on a holiday trip.

41% of holiday trips involved two people travelling during 2006 whilst 12% of respondents took a holiday alone.

47% of trips involved parties of three or more people.

## Package/Inclusive trip, 2006

	UK
Package/inclusive	8%
Not package/inclusive	91%
Don't know whether package/inclusive	1%

## Package/inclusive trips

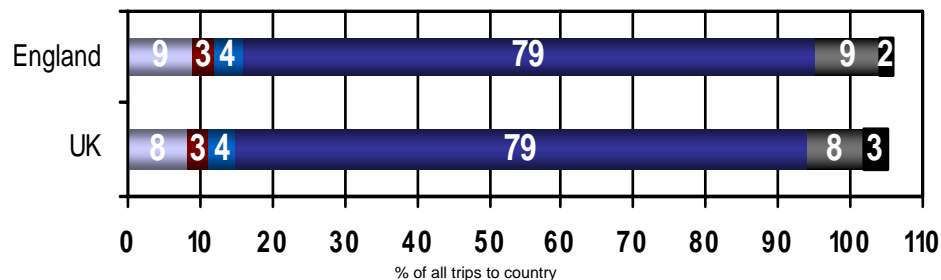
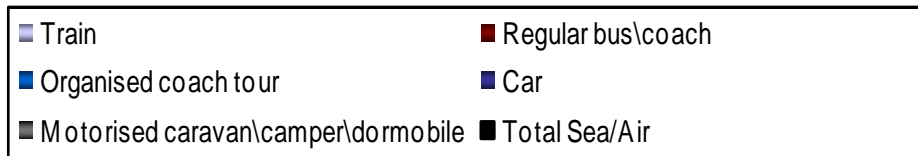
The vast majority (91%) of holiday trips were not taken as an all inclusive or package holiday in 2006. This could be attributed to the rise in information available to consumers to book directly through a website or accommodation provider and the so-called decline in the traditional high street travel agent.

## Party Composition

Almost two thirds (64%) of respondents stated that they were accompanied by their husband, wife or partner on holiday trips during 2006.

In addition, over one third (36%) of trips involved respondents travelling with children during the year, defined as those under 16.

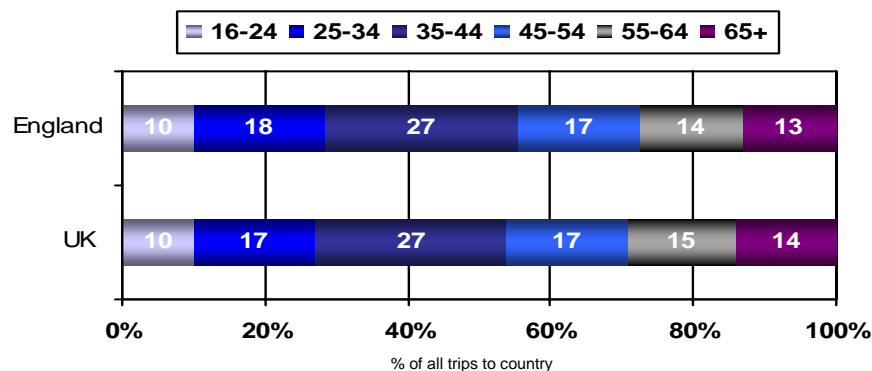
# United Kingdom Tourism Survey 2006.... The domestic holidaymaker



## Method of Transport Used for Longest Part of Journey, 2006

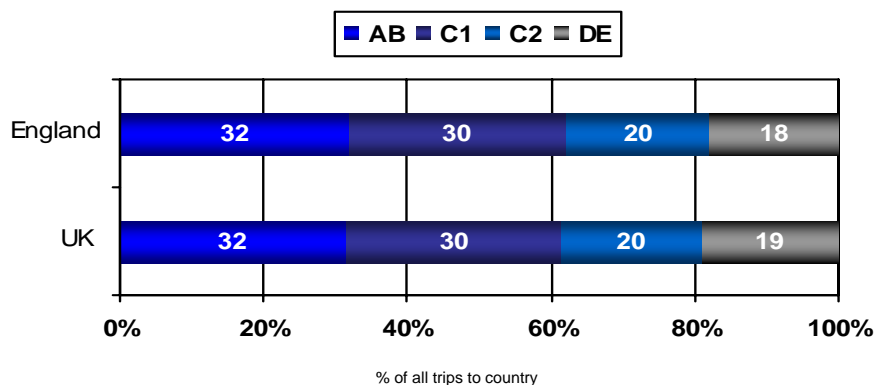
Holidays both within the UK and England were heavily reliant on the car during 2006, with 79% of holiday trips using it as the main method of transport for the longest part of a journey. Nevertheless, train and regular bus/coach were also popular, with just over 10% of journeys using either type.

Also popular as a method of transport was the traditional caravan, campervan and dormobile, which accounted for almost 10% of trips.



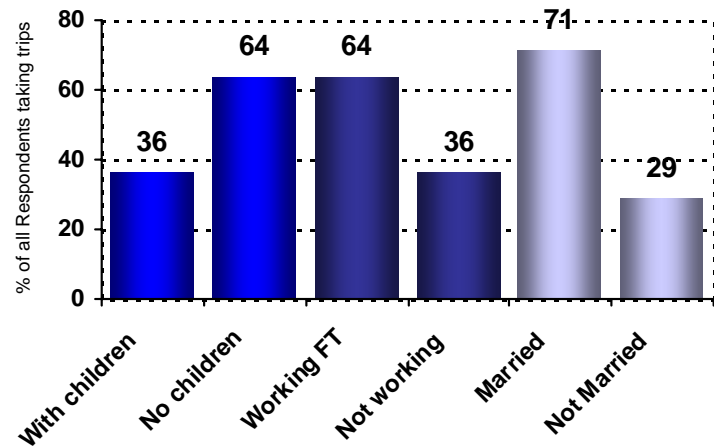
## Age of Respondent, 2006

Holiday trip takers to both England and the UK were of similar age brackets during 2006. Almost half (44%) of respondents were aged between 35-54. Younger and more mature respondents also represented significant proportions of trip takers. Those aged 16-34 represented 28% of England trip takers and 27% of UK ones. For 55+ respondents these figures were 29% for UK and 27% for England.



## Socio-Economic Group of Respondent, 2006

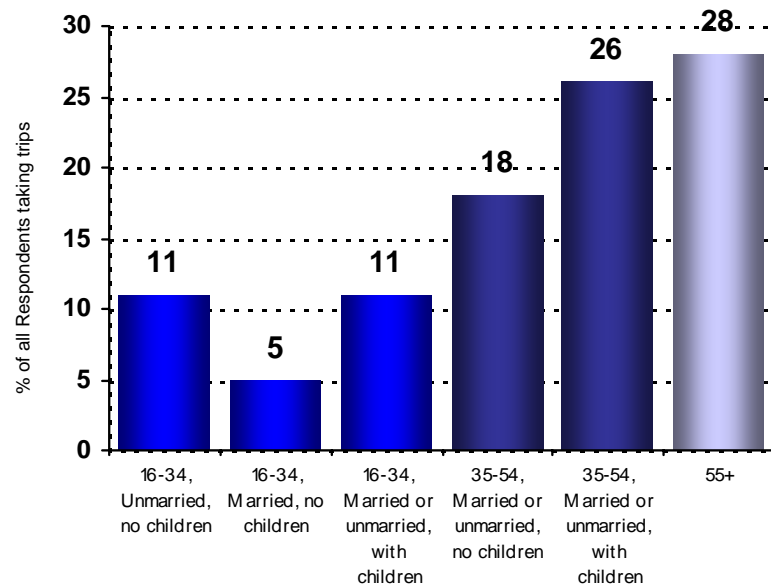
Almost one third (32%) of domestic holiday trip takers were classified as AB socio-economic group during 2006. In addition, 62% of trip takers were from ABC1 socio-economic groups.



## Status of Respondent for UK Holiday Trips, 2006

Almost two thirds (64%) of respondents taking holiday trips were parents in 2006, whilst the same proportion of respondents were in full time employment.

71% of UK holiday trip takers were married during 2006, leaving 29% not married.



## Lifecycle of Respondent, 2006

The most popular life stage of UK holiday trip takers were those aged 55+, representing 28% of all respondents. However, this indicator did not break data down by marital status or whether respondents were parents. When marital status is taken into account, those aged 35-54 and with children were the most popular group, representing 26% of all respondents.

## Alternative Holiday Trips and Long vs Short Holidays

This document has examined domestic overnight holiday trips taken purely for pleasure or leisure purposes. The UKTS also records and codes data on trips taken for wider definitions of a holiday. Data is recorded for holiday trips taken partly for holiday but also combined with visiting friends and relatives or others purposes. These trips are usually more difficult for companies and destinations to market towards as the locations are usually predetermined by where friends and relatives happen to live rather than by proactive marketing activities. In addition, trips involving visits to friends and relatives are typically of lower value due to reduced accommodation costs.

Below is a table detailing top line information for other definitions of holiday trips from UKTS. For detailed data from these alternative measurements of holidays please see the UK Tourist 2006 publication available online at [visitbritain.com/research](http://visitbritain.com/research).

Purpose of Trip	Trips (millions)	Spend (£ millions)
<b>ALL HOLIDAYS</b>	79.2	13,592.2
1-3 nights holiday	52.1	6,893.3
4+ nights holiday	27.1	6,698.8
<b>(1) Holiday, Pleasure/leisure</b>	53.3	10,906.0
1-3 nights hol (non VFR)	33.2	5,298.2
4+ nights hol (non VFR)	20.1	5,607.8
<b>(2) Holiday, visiting friends or relatives</b>	25.9	2,686.2
1-3 nights hol (VFR)	18.9	1,595.1
4+ nights hol (VFR)	7.0	1,091.1



**This document was produced by the VisitBritain Insight Team.**

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