

United Kingdom Tourism Survey 2006- East of England



East of England			
Purpose of Trip	Trips (millions)	Nights (millions)	Spend (millions)
(1) Holiday, Pleasure/leisure	3.72	13.55	578.75
(2) Holiday, visiting friends or relatives	2.69	7.96	204.51
ALL HOLIDAYS	6.41	21.51	783.26
(3) Other visits to friends or relatives	2.23	5.53	162.66
ALL VISITS TO FRIENDS OR RELATIVES (2+3)	4.92	13.49	367.16
(4) Attend conferences	0.15	0.27	18.31
(5) Attend Exhibition/Trade Show/Agricultural	0.03	0.06	4.47
(6) Conduct Paid Work / On business	1.46	3.29	271.14
ALL BUSINESS TRAVEL (4+5+6)	1.64	3.62	293.92
(7) Travel/Transport is my business	0.1	0.16	10.51
(8) Other	0.3	1.12	27.49

Region of Residence	Trips (millions)	Nights (millions)	Spend (millions)
GB	10.62	31.73	1261
NI	0.07	0.20	17
Scotland	0.32	1.23	46
Wales	0.30	1.07	53
England	10.00	29.44	1163
North East	0.23	0.81	33
NW / Mersey	0.60	1.74	97
Yorks / H'side	0.77	2.64	112
East Midlands	0.92	3.37	109
West Midlands	0.53	1.73	73
East of England	3.58	9.45	318
London	1.45	4.02	172
South East	1.26	3.81	164
South West	0.66	1.88	84

Main method of transport	Trips (millions)	Nights (millions)	Spend (millions)
Train	0.85	2.79	111.81
Regular bus/coach	0.24	0.77	27.8
Organised coach tour	0.1	0.25	22.11
Car	8.8	26.12	1017.27
Plane	0.25	0.67	35.97
Others	0.31	0.81	41.73

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	Trips (millions)	Nights (millions)	Spend (millions)
Accommodation Used			
(1a) Hotel/Motel	2.41	4.55	447.62
(1b) Guest house	0.14	0.29	26.26
(1) Hotel/Motel/Guest house	2.55	4.84	473.88
Paying Guest In			
(2) Paying guest in - farmhouse	0.11	0.2	17.58
(3) Paying guest in - Other private house /B&B	0.37	0.75	51.32
TOTAL PAYING GUEST (2+3)	0.48	0.95	68.91
Self Catering in Rented			
(4) Self-catering in Rented - Flat/Apartment	0.11	0.61	22.88
(5) Self-catering in Rented - House/villa/bungalow	0.35	2.03	74.29
(6) Hotel/University/School	0.15	0.3	35.05
(6a) Hostel	0.13	0.24	30.88
(7) Friend's /relatives home	4.84	14.31	305.34
(8) Own Second home/timeshare	0.11	0.5	21.07
Holiday Camp/Village			
(9) Holiday camp/Village - Self-catering	0.15	0.83	37.93
(10) Holiday camp/Village - Serviced	0.07	0.27	17.2
(11) Camping	0.44	1.27	35.08
Caravan			
(12) Caravan - Towed	0.4	1.89	51.43
(13) Caravan - Static owned	0.38	1.48	34.61
(14) Caravan - Static not owned	0.37	1.79	69.56
(15) Boat(s)	0.06	0.23	7.34
(16) Sleeper cab of lorry/truck	0.04	0.08	1.24
(17) Other/Transit	0.2	0.54	20.45

Age Group	Trips (millions)	Nights (millions)	Spend (millions)
16-24	1.25	3.46	128.36
25-34	1.97	5.71	210.58
35-44	2.72	7.61	299.29
45-54	1.72	4.64	252.07
55-64	1.52	4.51	212.77
65+	1.51	6	174.77

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Social Economic Grouping	Trips (millions)	Nights (millions)	Spend (millions)
AB	3.07	8.19	436.83
C1	3.97	11.13	421.74
C2	1.74	5.19	201.54
DE	1.9	7.44	217.72

Quarter of Trip	Trips (millions)	Nights (millions)	Spend (millions)
JAN-MARCH	1.72	4.65	199.74
APR-JUNE	2.81	8.13	307.5
JUL-SEPT	3.58	12.13	519.54
OCT-DEC	2.57	7.04	251.06

	Trips (millions)	Nights (millions)	Spend (millions)
Overall	10.69	31.94	1277.84