

United Kingdom Tourism Survey 2006- West Midlands



West Midlands			
Purpose of Trip	Trips (millions)	Nights (millions)	Spend (millions)
(1) Holiday, Pleasure/leisure	2.44	6.22	413.78
(2) Holiday, visiting friends or relatives	2	5.53	176.44
ALL HOLIDAYS	4.44	11.74	590.22
(3) Other visits to friends or relatives	1.67	4.19	118.74
ALL VISITS TO FRIENDS OR RELATIVES (2+3)	3.67	9.72	295.18
(4) Attend conferences	0.25	0.52	52.23
(5) Attend Exhibition/Trade Show/Agricultural	0.08	0.13	11.22
(6) Conduct Paid Work / On business	1.66	3.3	326.99
ALL BUSINESS TRAVEL (4+5+6)	1.99	3.94	390.44
(7) Travel/Transport is my business	0.06	0.19	22.55
(8) Other	0.2	0.52	23.06

Region of Residence	Trips (millions)	Nights (millions)	Spend (millions)
GB	8.24	20.12	1102
NI	0.12	0.47	43
Scotland	0.38	1.33	72
Wales	0.35	0.97	56
England	7.51	17.82	974
North East	0.24	0.53	53
NW / Mersey	1.1	2.34	143
Yorks / H'side	0.38	1.12	53
East Midlands	0.62	1.35	69
West Midlands	1.3	2.51	90
East of England	0.87	2.11	125
London	0.81	2.15	119
South East	1.12	2.93	167
South West	1.08	2.79	154

Main method of transport	Trips (millions)	Nights (millions)	Spend (millions)
Train	0.83	2.47	139.23
Regular bus/coach	0.23	0.85	32.29
Organised coach tour	0.15	0.35	33.31
Car	6.47	14.81	832.61
Plane	0.28	0.93	64.61
Others	0.29	0.7	31.88

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	Trips (millions)	Nights (millions)	Spend (millions)
Accommodation Used			
(1a) Hotel/Motel	3.24	5.92	671.8
(1b) Guest house	0.1	0.28	17.57
(1) Hotel/Motel/Guest house	3.32	6.2	689.37
Paying Guest In			
(2) Paying guest in - farmhouse	0.03	0.07	5.09
(3) Paying guest in - Other private house /B&B	0.3	0.66	51.36
TOTAL PAYING GUEST (2+3)	0.33	0.73	56.45
Self Catering in Rented			
(4) Self-catering in Rented - Flat/Apartment	0.03	0.14	6.52
(5) Self-catering in Rented - House/villa/bungalow	0.12	0.81	30.17
(6) Hotel/University/School	0.14	0.5	21.17
(6a) Hostel	0.1	0.21	16.6
(7) Friend's /relatives home	3.69	10.11	270.21
(8) Own Second home/timeshare	0.02	0.06	1.35
Holiday Camp/Village			
(9) Holiday camp/Village - Self-catering	0	0	0
(10) Holiday camp/Village - Serviced	0	0	0
(11) Camping	0.27	0.52	26.37
Caravan			
(12) Caravan - Towed	0.19	0.56	12.9
(13) Caravan - Static owned	0.08	0.28	11.9
(14) Caravan - Static not owned	0.04	0.09	2.71
(15) Boat(s)	0.05	0.22	6.78
(16) Sleeper cab of lorry/truck	0.06	0.06	2.61
(17) Other/Transit	0.06	0.3	6.67

Age Group	Trips (millions)	Nights (millions)	Spend (millions)
16-24	0.99	3.08	147.36
25-34	1.83	4.24	214.28
35-44	1.98	4.2	279.3
45-54	1.69	3.79	247.99
55-64	1.07	2.51	155.49
65+	0.81	2.77	100.78

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Social Economic Grouping	Trips (millions)	Nights (millions)	Spend (millions)
AB	3.06	6.98	452.09
C1	2.9	7.16	394.87
C2	1.24	2.99	190.22
DE	1.16	3.46	108.02

Quarter of Trip	Trips (millions)	Nights (millions)	Spend (millions)
JAN-MARCH	1.77	4.58	246.11
APR-JUNE	2.02	4.3	248.04
JUL-SEPT	2.13	6.01	330.03
OCT-DEC	2.43	5.69	321.01

	Trips (millions)	Nights (millions)	Spend (millions)
Overall	8.36	20.58	1145.19