

United Kingdom Tourism Survey- 2007 East of England

	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Overall	10.69	10.57	-1	31.94	32.78	3	1278	1474	15

Purpose of Trip (1)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
(1) Holiday, Pleasure/leisure	3.72	3.92	5	13.55	14.81	9	579	723	25
(2) Holiday, visiting friends or relatives	2.69	2.63	-2	7.96	8.04	1	205	236	15
ALL HOLIDAYS	6.41	6.55	2	21.51	22.85	6	783	959	22
(3) Other visits to friends or relatives	2.23	2.26	1	5.53	5.58	1	163	155	-5
ALL VISITS TO FRIENDS OR RELATIVES (2+3)	4.92	4.89	-1	13.49	13.62	1	367	391	6
(4) Attend conferences	0.15	0.16	7	0.27	0.34	26	18	30	66
(5) Attend Exhibition/Trade Show/Agricultural	0.03	0.02	-33	0.06	0.03	-50	4	1	-83
(6) Conduct Paid Work / On business	1.46	1.31	-10	3.29	3.06	-7	271	289	7
ALL BUSINESS TRAVEL (4+5+6)	1.64	1.48	-10	3.62	3.43	-5	294	321	9
(7) Travel/Transport is my business	0.1	0.04	-60	0.16	0.08	-50	11	3	-72
(8) Other/School Trip/Missing	0.3	0.24	-20	1.12	0.84	-25	27	37	34

Purpose of Trip (2)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Holidays 1-3 Nights	2.29	2.29	0	4.4	4.42	0	267	323	21
Holiday 4-7 Nights	1.16	1.37	18	6.15	7.18	17	237	306	29
Holidays 8+ Nights	0.26	0.27	4	3	3.21	7	75	94	26
Visiting Friends and Relatives	4.92	4.89	-1	13.49	13.62	1	367	391	6
Business and work	1.75	1.53	-13	3.78	3.51	-7	304	323	6
Other	0.19	0.18	-5	0.95	0.68	-28	23	21	-12
Don't know	0.03	0.01	-67	0.09	0.02	-78	4	3	-10

Transport Used on Longest Part of Journey	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Train	0.85	0.91	7	2.79	2.63	-6	112	142	27
Regular bus/coach	0.24	0.32	33	0.77	1.11	44	28	27	-2
Organised coach tour	0.1	0.2	100	0.25	0.63	152	22	51	131
Car	8.8	8.45	-4	26.12	26.14	0	1017	1152	13
Plane	0.25	0.21	-16	0.67	0.57	-15	36	37	3
Others	0.31	0.3	-3	0.81	1.12	38	42	49	17

Length of Stay In Nights	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	2.58	2.65	3	2.58	2.65	3	241	271	12
Two-Three	3.85	3.6	-6	7.92	7.96	1	447	514	15
Four-Seven	2.27	2.44	7	8.65	9.85	14	320	381	19
Eight+	1.7	1.55	-9	12.29	11.69	-5	248	283	14
Mean	4.64	4.39	-5	9.88	8.78	-11	5	5	5

Region of Residence	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
England	10.00	10.19	2	29.44	31.38	7	1163	1392	20
Scotland	0.32	0.12	-63	1.23	0.35	-72	46	24	-47
Wales	0.30	0.18	-40	1.07	0.65	-39	53	29	-45
Northern Ireland	0.07	0.08	14	0.20	0.39	95	17	28	63
North East	0.23	0.15	-35	0.81	0.4	-51	33	28	-14
North West	0.60	0.57	-5	1.74	1.9	9	97	77	-21
Yorkshire & Humberside	0.77	0.65	-16	2.64	1.89	-28	112	105	-7
East Midlands	0.92	1.15	25	3.37	3.62	7	109	148	36
West Midlands	0.53	0.58	9	1.73	1.65	-5	73	97	33
East of England	3.58	3.5	-2	9.45	10.51	11	318	406	28
London	1.45	1.33	-8	4.02	4	0	172	188	10
South East	1.26	1.46	16	3.81	4.66	22	164	223	36
South West	0.66	0.8	21	1.88	2.75	46	84	120	43

Accommodation Used	Trips (millions)		Nights (millions)		Spend (£ millions)	
	2006	2007	2006	2007	2006	2007
(1a) Hotel/Motel	2.41	2.49	4.55	4.9	448	511
(1b) Guest house	0.14	0.11	0.29	0.26	26	20
(1) Hotel/Motel/Guest house	2.55	2.59	4.84	5.17	474	531
Paying Guest In						
(2) Paying guest in - farmhouse	0.11	0.08	0.2	0.29	18	17
(3) Paying guest in - Other private house /B	0.37	0.32	0.75	0.62	51	45
TOTAL PAYING GUEST (2+3)	0.48	0.39	0.95	0.91	69	62
Self Catering in Rented						
(4) Self-catering in Rented - Flat/Apartment	0.11	0.08	0.61	0.36	23	11
(5) Self-catering in Rented - House/villa/bungalow/cotta	0.35	0.38	2.03	2.92	74	145
(6) Hotel/University/School	0.15	0.06	0.3	0.28	35	18
(6a) Hostel	0.13	0.02	0.24	0.05	31	6
(7) Friend's /relatives home	4.84	4.95	14.31	14.31	305	364
(8) Own Second home/timeshare	0.11	0.11	0.5	0.39	21	7
Holiday Camp/Village						
(9) Holiday camp/Village - Self-catering	0.15	0.22	0.83	0.86	38	50
(10) Holiday camp/Village - Serviced	0.07	0.11	0.27	0.41	17	23
(11) Camping	0.44	0.36	1.27	1.63	35	39
Caravan						
(12) Caravan - Towed	0.4	0.46	1.89	2.06	51	65
(13) Caravan - Static owned	0.38	0.32	1.48	1.27	35	34
(14) Caravan - Static not owned	0.37	0.33	1.79	1.6	70	81
(15) Boat(s)	0.06	0.11	0.23	0.37	7	26
(16) Sleeper cab of lorry/truck	0.04	0.08	0.08	0.13	1	7
(17) Other/Transit	0.2	0.05	0.54	0.11	20	11

Age Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
16-24	1.25	1.38	10	3.46	4.29	24	128	180	41
25-34	1.97	1.48	-25	5.71	3.62	-37	211	155	-26
35-44	2.72	2.65	-3	7.61	7.67	1	299	331	11
45-54	1.72	1.81	5	4.64	4.96	7	252	350	39
55-64	1.52	1.56	3	4.51	5.1	13	213	245	15
65+	1.51	1.69	12	6	7.13	19	175	213	22

Social Economic Grouping	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
AB	3.07	3.66	19	8.19	9.95	21	437	583	33
C1	3.97	3.4	-14	11.13	10.73	-4	422	443	5
C2	1.74	1.74	0	5.19	5.93	14	202	246	22
DE	1.9	1.77	-7	7.44	6.18	-17	218	202	-7

Quarter of Trip	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
JAN-MARCH	1.72	1.96	14	4.65	4.65	0	200	254	27
APR-JUNE	2.81	2.68	-5	8.13	7.85	-3	308	346	13
JUL-SEPT	3.58	3.38	-6	12.13	13.2	9	520	531	2
OCT-DEC	2.57	2.56	0	7.04	7.08	1	251	342	36

Type of destination	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Seaside	2.11	2.09	-1	8.96	9.16	2	342	388	13
Large city/ large town	3.2	3.1	-3	7.67	7.93	3	360	377	5
Small town	3	3.13	4	8.77	9.27	6	369	409	11
Countryside/ village	2.77	2.58	-7	7.76	7.76	0	259	341	32

Travelling Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Alone	3.35	3.24	-3	9.17	9.59	5	389	445	14
Husband/ wife/ partner	4.78	5.1	7	15.37	16.88	10	558	700	26
Children (aged 15 or under)	3.35	2.7	-19	11.47	9.65	-16	294	289	-2
Other female adults (aged 16+)	1.97	1.73	-12	6.5	6.01	-8	327	362	10
Other male adults (aged 16+)	1.85	1.79	-3	5.74	6.01	5	328	389	19
Missing	0.01	0.01	0	0.04	0.02	-50	1	1	-37

Party Size	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	3.35	3.24	-3	9.17	9.59	5	389	445	14
Two	3.25	3.69	14	9.12	10.59	16	377	464	23
Three	1.29	1.27	-2	4.01	3.62	-10	130	154	18
Four	1.42	1.4	-1	4.62	4.97	8	163	207	27
Five	0.57	0.54	-5	2.33	2.13	-9	75	84	13
Six-Ten	0.5	0.24	-52	1.92	1.32	-31	77	61	-21
Ten or more	0.08	0	-100	0.08	0	-100	0	0	-100
Average	2.96	2.44	-18	2.87	2.59	-10	3	3	-6

The United Kingdom Tourism Survey (UKTS) is a national consumer survey measuring the volume and value of tourism trips taken by residents of the United Kingdom. It is jointly sponsored by VisitBritain, VisitScotland, Visit Wales and the Northern Ireland Tourist Board.

The survey covers trips away from home lasting one night or more taken by UK residents for the purpose of holidays, visits to friends and relatives, business and conferences or any other purpose. Tourism is measured in terms of volume (trips taken, nights away) and value (expenditure on trips).

The UKTS survey is conducted continuously throughout the year, using face-to-face CAPI interviewing, as part of an in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within the UK.

Please note that all expenditure figures are in HISTORIC PRICES

**The UKTS is designed as a national survey and only reliable at a English regional level for top line information only.
Please use extreme caution when interpreting results and annual changes as these could be the result of small sample sizes.**