

United Kingdom Tourism Survey- 2007 North West

	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Overall	13.53	13.03	-4	37.46	37.61	0	2290	2282	0

Purpose of Trip (1)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
(1) Holiday, Pleasure/leisure	6.21	6.53	5	19.19	21.2	10	1241	1307	5
(2) Holiday, visiting friends or relatives	2.49	2.08	-16	7.3	6.02	-18	277	226	-18
ALL HOLIDAYS	8.7	8.62	-1	26.49	27.22	3	1517	1533	1
(3) Other visits to friends or relatives	2.28	2.18	-4	5.2	5.48	5	242	233	-4
ALL VISITS TO FRIENDS OR RELATIVES (2+3)	4.77	4.26	-11	12.51	11.5	-8	519	459	-12
(4) Attend conferences	0.25	0.24	-4	0.59	0.49	-17	66	51	-22
(5) Attend Exhibition/Trade Show/Agricultural	0.04	0.06	50	0.07	0.1	43	6	8	33
(6) Conduct Paid Work / On business	1.93	1.65	-15	3.86	3.53	-9	411	417	1
ALL BUSINESS TRAVEL (4+5+6)	2.21	1.95	-12	4.52	4.12	-9	483	476	-1
(7) Travel/Transport is my business	0.03	0.02	-33	0.09	0.12	33	7	3	-59
(8) Other/School Trip/Missing	0.31	0.25	-19	1.15	0.67	-42	41	37	-8

Purpose of Trip (2)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Holidays 1-3 Nights	4.19	4.19	0	8.02	8.18	2	699	697	0
Holiday 4-7 Nights	1.68	1.93	15	8.37	9.72	16	450	540	20
Holidays 8+ Nights	0.34	0.41	21	2.79	3.31	19	92	70	-24
Visiting Friends and Relatives	4.77	4.26	-11	12.51	11.5	-8	519	459	-12
Business and work	2.25	1.98	-12	4.62	4.24	-8	490	478	-2
Other	0.28	0.22	-21	1.08	0.56	-48	39	31	-20
Don't know	0.02	0	-100	0.04	0.01	-75	0	1	100

Transport Used on Longest Part of Journey	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Train	1.64	1.44	-12	4.48	4.17	-7	285	284	0
Regular bus/coach	0.4	0.3	-25	1.35	0.97	-28	62	46	-25
Organised coach tour	0.38	0.31	-18	1.1	1.06	-4	71	48	-32
Car	10.08	10.01	-1	28.09	28.76	2	1643	1651	0
Plane	0.42	0.49	17	0.97	1.45	49	103	144	40
Others	0.45	0.32	-29	0.99	0.67	-32	106	63	-40

Length of Stay In Nights	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	3.38	2.85	-16	3.38	2.85	-16	414	402	-3
Two-Three	4.99	4.8	-4	10.69	10.25	-4	869	833	-4
Four-Seven	3.1	3.44	11	11.8	13.36	13	625	744	19
Eight+	1.61	1.59	-1	10.71	10.38	-3	335	253	-25
Mean	4.07	4.34	7	7.05	7.48	6	5	4	-3

Region of Residence	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
England	11.69	11.25	-4	31.8	31.67	0	1909	1857	-3
Scotland	1.03	0.9	-13	3.27	3.25	-1	226	180	-20
Wales	0.61	0.61	0	1.76	1.9	8	91	132	45
Northern Ireland	0.2	0.27	35	0.64	0.79	23	64	113	77
North East	0.77	0.85	10	1.98	2.5	26	117	138	18
North West	3.9	3.58	-8	9.25	9.13	-1	494	430	-13
Yorkshire & Humberside	1.48	1.44	-3	4.12	3.98	-3	250	226	-10
East Midlands	0.81	0.93	15	2.11	2.58	22	146	157	8
West Midlands	0.97	1	3	2.99	2.73	-9	163	165	1
East of England	0.8	0.78	-3	2.35	2.33	-1	156	164	5
London	0.98	1.01	3	2.72	3.35	23	171	214	25
South East	1.1	1.02	-7	3.25	3.46	6	232	246	6
South West	0.89	0.63	-29	3.03	1.62	-47	180	117	-35

Accommodation Used	Trips (millions)		Nights (millions)		Spend (£ millions)	
	2006	2007	2006	2007	2006	2007
(1a) Hotel/Motel	4.82	5.07	10.07	11.3	1133	1163
(1b) Guest house	0.34	0.31	0.87	0.68	74	61
(1) Hotel/Motel/Guest house	5.14	5.38	10.94	11.98	1207	1224
Paying Guest In						
(2) Paying guest in - farmhouse	0.06	0.09	0.38	0.21	20	18
(3) Paying guest in - Other private house /B	0.7	0.77	1.51	1.65	116	153
TOTAL PAYING GUEST (2+3)	0.76	0.86	1.89	1.86	136	171
Self Catering in Rented						
(4) Self-catering in Rented - Flat/Apartment	0.22	0.29	0.89	1.45	45	79
(5) Self-catering in Rented - House/villa/bungalow/cotta	0.36	0.46	2.2	2.54	108	155
(6) Hotel/University/School	0.34	0.19	1.3	0.48	53	34
(6a) Hostel	0.24	0.16	0.86	0.41	34	28
(7) Friend's /relatives home	4.75	4.09	12.95	12.12	439	385
(8) Own Second home/timeshare	0.15	0.05	0.87	0.18	28	6
Holiday Camp/Village						
(9) Holiday camp/Village - Self-catering	0.2	0.29	0.9	1.08	62	50
(10) Holiday camp/Village - Serviced	0.09	0.01	0.29	0.04	12	3
(11) Camping	0.49	0.47	1.15	1.48	50	27
Caravan						
(12) Caravan - Towed	0.38	0.54	1.39	2.02	37	56
(13) Caravan - Static owned	0.16	0.19	0.67	0.9	11	21
(14) Caravan - Static not owned	0.24	0.21	1.02	1.15	41	55
(15) Boat(s)	0.07	0.04	0.5	0.13	26	5
(16) Sleeper cab of lorry/truck	0.03	0.03	0.03	0.05	4	5
(17) Other/Transit	0.15	0.07	0.42	0.14	24	10

Age Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
16-24	1.95	1.59	-18	4.96	4.41	-11	283	304	7
25-34	2.28	2.25	-1	5.44	6.13	13	361	380	5
35-44	3.71	3.58	-4	10.1	10.16	1	671	568	-15
45-54	2.38	2.3	-3	6.09	5.6	-8	444	446	0
55-64	1.91	1.73	-9	5.64	5.26	-7	336	356	6
65+	1.31	1.58	21	5.22	6.05	16	194	228	17

Social Economic Grouping	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
AB	4.87	4.35	-11	13.15	12	-9	924	845	-9
C1	4.19	4.12	-2	11.6	11.45	-1	697	711	2
C2	2.47	2.39	-3	6.62	7.33	11	393	389	-1
DE	2	2.17	9	6.1	6.83	12	276	337	22

Quarter of Trip	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
JAN-MARCH	2.39	2.45	3	5.78	5.71	-1	367	412	12
APR-JUNE	3.65	3.34	-8	9.73	9.29	-5	615	535	-13
JUL-SEPT	4.04	3.89	-4	12.69	12.06	-5	741	727	-2
OCT-DEC	3.45	3.36	-3	9.25	10.56	14	567	608	7

Type of destination	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Seaside	2.21	2.3	4	6.48	6.71	4	395	430	9
Large city/ large town	5.9	5.59	-5	13.62	14.04	3	984	1019	4
Small town	3.25	2.93	-10	9.85	8.77	-11	490	469	-4
Countryside/ village	2.87	2.84	-1	9.66	10.06	4	519	491	-6

Travelling Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Alone	4.17	3.21	-23	10.23	7.91	-23	593	517	-13
Husband/ wife/ partner	5.99	6.55	9	18.53	20.05	8	997	1040	4
Children (aged 15 or under)	3.56	3.8	7	11.81	12.33	4	493	431	-13
Other female adults (aged 16+)	2.57	2.82	10	7.08	8.44	19	545	629	15
Other male adults (aged 16+)	2.51	2.78	11	6.64	8.32	25	600	670	12
Missing	0	0.01	-	0	0.02	-	0	4	-

Party Size	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	4.17	3.21	-23	10.23	7.91	-23	593	517	-13
Two	4.49	4.41	-2	12.18	12.78	5	825	822	0
Three	1.53	1.56	2	4.19	4.59	10	270	259	-4
Four	1.87	2.04	9	5.95	5.8	-3	315	337	7
Five	0.68	0.89	31	2.35	3.85	64	127	166	31
Six-Ten	0.48	0.53	10	1.95	1.63	-16	90	83	-8
Ten or more	0	0	-	0	0	-	0	0	-
Average	2.52	2.74	9	2.69	2.87	7	3	3	5

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.**