

United Kingdom Tourism Survey- 2007 North East

	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Overall	3.43	3.64	6	9.57	12.35	29	546	651	19

Purpose of Trip (1)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
(1) Holiday, Pleasure/leisure	1.41	1.47	4	4.05	5.06	25	261	269	3
(2) Holiday, visiting friends or relatives	0.8	0.82	2	2.64	2.69	2	94	120	28
ALL HOLIDAYS	2.21	2.3	4	6.7	7.76	16	355	389	10
(3) Other visits to friends or relatives	0.57	0.6	5	1.33	2.07	56	59	61	3
ALL VISITS TO FRIENDS OR RELATIVES (2+3)	1.37	1.43	4	3.98	4.76	20	153	181	18
(4) Attend conferences	0.05	0.04	-20	0.16	0.1	-38	8	8	-1
(5) Attend Exhibition/Trade Show/Agricultural	0.01	0	-	0.04	0.01	-75	1	1	15
(6) Conduct Paid Work / On business	0.43	0.66	53	1	2.23	123	103	184	78
ALL BUSINESS TRAVEL (4+5+6)	0.49	0.7	43	1.2	2.34	95	112	192	72
(7) Travel/Transport is my business	0.02	0	-	0.02	0	-	1	0	-
(8) Other/School Trip/Missing	0.13	0.04	-69	0.33	0.18	-45	19	10	-50

Purpose of Trip (2)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Holidays 1-3 Nights	0.99	0.9	-9	1.72	1.73	1	170	137	-19
Holiday 4-7 Nights	0.34	0.42	24	1.61	2.04	27	71	100	39
Holidays 8+ Nights	0.09	0.15	67	0.72	1.3	81	20	33	63
Visiting Friends and Relatives	1.37	1.43	4	3.98	4.76	20	153	181	18
Business and work	0.51	0.7	37	1.22	2.34	92	113	192	70
Other	0.12	0.04	-67	0.32	0.18	-44	17	10	-45
Don't know	0	0	-	0	0	-	0	0	-

Transport Used on Longest Part of Journey	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Train	0.41	0.32	-22	1.16	1.16	0	62	71	13
Regular bus/coach	0.13	0.08	-38	0.48	0.22	-54	21	14	-33
Organised coach tour	0.08	0.03	-63	0.17	0.08	-53	10	8	-24
Car	2.55	2.92	15	7.02	10.18	45	398	495	24
Plane	0.13	0.14	8	0.44	0.34	-23	41	38	-8
Others	0.1	0.14	40	0.26	0.33	27	13	24	83

Length of Stay In Nights	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	0.8	0.73	-9	0.8	0.73	-9	86	111	29
Two-Three	1.45	1.23	-15	3	2.68	-11	256	203	-21
Four-Seven	0.79	0.93	18	3.15	3.67	17	144	209	45
Eight+	0.32	0.63	97	2.47	4.97	101	49	115	137
Mean	3.8	4.95	30	6.89	9.31	35	4	5	24

Region of Residence	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
England	2.82	2.92	4	7.67	9.97	30	428	509	19
Scotland	0.49	0.55	12	1.36	1.9	40	76	106	40
Wales	0.05	0.11	120	0.17	0.34	100	11	19	70
Northern Ireland	0.08	0.06	-25	0.37	0.14	-62	31	17	-44
North East	0.6	0.54	-10	1.33	1.35	2	54	58	8
North West	0.57	0.45	-21	1.33	1.49	12	92	74	-19
Yorkshire & Humberside	0.43	0.57	33	1.14	1.57	38	64	71	11
East Midlands	0.3	0.27	-10	0.65	1.01	55	48	55	15
West Midlands	0.1	0.17	70	0.34	0.74	118	15	30	98
East of England	0.27	0.28	4	0.95	1.07	13	59	62	5
London	0.12	0.16	33	0.57	0.58	2	20	57	183
South East	0.29	0.34	17	1.04	1.16	12	53	78	47
South West	0.13	0.13	0	0.33	0.99	200	23	24	4

Accommodation Used	Trips (millions)		Nights (millions)		Spend (£ millions)	
	2006	2007	2006	2007	2006	2007
(1a) Hotel/Motel	1.11	1.31	1.98	2.76	245	324
(1b) Guest house	0.06	0.02	0.14	0.06	21	6
(1) Hotel/Motel/Guest house	1.17	1.33	2.12	2.82	266	331
Paying Guest In						
(2) Paying guest in - farmhouse	0.01	0	0.06	0	6	0
(3) Paying guest in - Other private house /B	0.16	0.18	0.3	0.61	27	29
TOTAL PAYING GUEST (2+3)	0.17	0.18	0.37	0.61	32	29
Self Catering in Rented						
(4) Self-catering in Rented - Flat/Apartment	0.02	0.05	0.09	0.34	5	15
(5) Self-catering in Rented - House/villa/bungalow/cotta	0.07	0.19	0.41	1.12	26	43
(6) Hotel/University/School	0.02	0.01	0.04	0.03	3	2
(6a) Hostel	0.01	0.01	0.03	0.03	2	2
(7) Friend's /relatives home	1.46	1.4	4.7	5.17	143	153
(8) Own Second home/timeshare	0.02	0.02	0.05	0.15	3	5
Holiday Camp/Village						
(9) Holiday camp/Village - Self-catering	0	0	0	0	0	0
(10) Holiday camp/Village - Serviced	0	0	0	0	0	0
(11) Camping	0.06	0.05	0.13	0.41	2	2
Caravan						
(12) Caravan - Towed	0.12	0.14	0.34	0.61	10	14
(13) Caravan - Static owned	0.14	0.14	0.45	0.36	10	15
(14) Caravan - Static not owned	0.09	0.13	0.44	0.57	16	32
(15) Boat(s)	0	0	0	0	0	0
(16) Sleeper cab of lorry/truck	0.01	0	0.01	0	0	0
(17) Other/Transit	0.11	0.01	0.37	0.16	30	8

Age Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
16-24	0.43	0.5	16	1.09	1.98	82	67	88	31
25-34	0.8	0.6	-25	2.03	2.16	6	108	100	-7
35-44	0.8	0.97	21	2.17	3.17	46	141	161	15
45-54	0.67	0.68	1	1.73	1.78	3	105	143	37
55-64	0.38	0.52	37	1.1	1.56	42	86	97	13
65+	0.34	0.38	12	1.46	1.7	16	39	62	59

Social Economic Grouping	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
AB	1.26	1.11	-12	3.19	3.49	9	204	219	7
C1	1.08	1.35	25	2.63	5.07	93	133	245	84
C2	0.47	0.64	36	1.39	1.99	43	98	106	8
DE	0.63	0.55	-13	2.36	1.8	-24	111	81	-27

Quarter of Trip	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
JAN-MARCH	0.57	0.63	11	1.36	1.79	32	99	119	20
APR-JUNE	0.9	0.99	10	2.11	2.99	42	136	177	30
JUL-SEPT	1.14	1.19	4	3.93	4.72	20	200	224	12
OCT-DEC	0.83	0.83	0	2.18	2.85	31	112	132	18

Type of destination	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Seaside	0.44	0.61	39	1.45	2.28	57	61	92	50
Large city/ large town	1.91	1.58	-17	4.93	4.67	-5	298	318	7
Small town	0.77	1.01	31	1.99	3.62	82	117	167	43
Countryside/ village	0.53	0.7	32	1.73	2.73	58	97	114	17

Travelling Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Alone	1.07	0.91	-15	3.13	3.21	3	158	188	20
Husband/ wife/ partner	1.56	1.83	17	4.31	5.82	35	220	272	24
Children (aged 15 or under)	0.78	1.04	33	2.14	3.68	72	70	115	64
Other female adults (aged 16+)	0.56	0.58	4	1.74	2.02	16	114	122	7
Other male adults (aged 16+)	0.58	0.77	33	1.96	2.7	38	155	177	14

Party Size	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	1.07	0.91	-15	3.13	3.21	3	158	188	20
Two	1.26	1.24	-2	3.29	3.62	10	226	223	-1
Three	0.36	0.56	56	0.81	1.97	143	43	92	112
Four	0.41	0.57	39	1.44	1.69	17	68	71	5
Five	0.17	0.14	-18	0.48	0.6	25	19	20	7
Six-Ten	0.08	0.13	63	0.25	0.58	132	10	27	163
Ten or more	0	0		0	0		0	0	
Average	2.39	2.63	10	2.41	2.78	15	2	3	8

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.**