

United Kingdom Tourism Survey- 2007 South East

	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Overall	18.14	17.86	-2	52.69	49.95	-5	2429	2353	-3

Purpose of Trip (1)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
(1) Holiday, Pleasure/leisure	5.93	6.17	4	20.03	21.07	5	1063	1082	2
(2) Holiday, visiting friends or relatives	4.19	3.78	-10	12.42	11.24	-10	361	367	2
ALL HOLIDAYS	10.12	9.96	-2	32.45	32.31	0	1424	1449	2
(3) Other visits to friends or relatives	4.77	4.99	5	11.68	10.55	-10	359	368	3
ALL VISITS TO FRIENDS OR RELATIVES (2+3)	8.97	8.77	-2	24.1	21.79	-10	720	735	2
(4) Attend conferences	0.22	0.23	5	0.57	0.56	-2	32	44	36
(5) Attend Exhibition/Trade Show/Agricultural	0.11	0.05	-55	0.26	0.08	-69	23	7	-68
(6) Conduct Paid Work / On business	2.32	2.23	-4	6.13	5.17	-16	524	426	-19
ALL BUSINESS TRAVEL (4+5+6)	2.66	2.51	-6	6.96	5.8	-17	579	477	-18
(7) Travel/Transport is my business	0.09	0.05	-44	0.24	0.08	-67	10	13	27
(8) Other/School Trip/Missing	0.51	0.36	-29	1.33	1.2	-10	54	46	-14

Purpose of Trip (2)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Holidays 1-3 Nights	3.81	4.13	8	6.96	7.65	10	561	580	3
Holiday 4-7 Nights	1.78	1.64	-8	9.01	8.71	-3	396	377	-5
Holidays 8+ Nights	0.34	0.4	18	4.06	4.71	16	105	125	18
Visiting Friends and Relatives	8.97	8.77	-2	24.1	21.79	-10	720	735	2
Business and work	2.74	2.56	-7	7.2	5.88	-18	589	490	-17
Other	0.38	0.33	-13	1.04	1.14	10	51	35	-32
Don't know	0.02	0.01	-50	0.03	0.02	-33	4	8	125

Transport Used on Longest Part of Journey	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Train	1.9	2.2	16	5.33	6.34	19	220	274	25
Regular bus/coach	0.52	0.54	4	2.08	1.54	-26	80	76	-5
Organised coach tour	0.45	0.35	-22	1.77	1.45	-18	97	93	-4
Car	13.91	13.4	-4	39.24	36.49	-7	1827	1693	-7
Plane	0.57	0.38	-33	1.66	1.25	-25	112	97	-14
Others	0.58	0.56	-3	1.93	1.58	-18	67	66	-1

Length of Stay In Nights	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	4.89	5.14	5	4.89	5.14	5	489	487	0
Two-Three	6.32	6.64	5	13.36	14.12	6	833	864	4
Four-Seven	4.13	3.59	-13	16.3	14.32	-12	707	607	-14
Eight+	2.15	2.12	-1	17.05	15.77	-8	356	369	4
Mean	4.09	4	-2	8.36	8.23	-2	5	5	3

Region of Residence	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
England	17	16.84	-1	48.42	46.37	-4	2206	2121	-4
Scotland	0.45	0.34	-24	2.01	1.27	-37	112	90	-20
Wales	0.6	0.56	-7	1.78	1.82	2	88	107	21
Northern Ireland	0.09	0.12	33	0.48	0.49	2	22	36	65
North East	0.24	0.16	-33	1.22	0.58	-52	63	28	-55
North West	1.02	0.76	-25	3.66	2.62	-28	194	139	-29
Yorkshire & Humberside	0.78	0.74	-5	2.91	2.88	-1	110	139	26
East Midlands	0.92	1.05	14	2.43	2.69	11	134	144	7
West Midlands	0.91	1.01	11	3.2	3.18	-1	207	147	-29
East of England	2.2	1.9	-14	5.43	6.16	13	310	291	-6
London	2.47	2.61	6	6.32	6.94	10	293	333	14
South East	6.13	6.26	2	16.96	14.78	-13	587	592	1
South West	2.33	2.36	1	6.27	6.53	4	308	309	0

Accommodation Used	Trips (millions)		Nights (millions)		Spend (£ millions)	
	2006	2007	2006	2007	2006	2007
(1a) Hotel/Motel	4.57	4.8	10.36	11.13	1091	1044
(1b) Guest house	0.2	0.18	0.5	0.48	41	46
(1) Hotel/Motel/Guest house	4.77	4.98	10.85	11.61	1133	1090
Paying Guest In						
(2) Paying guest in - farmhouse	0.03	0.03	0.11	0.13	5	6
(3) Paying guest in - Other private house /B	0.78	0.59	1.58	1.42	146	104
TOTAL PAYING GUEST (2+3)	0.81	0.62	1.7	1.55	151	110
Self Catering in Rented						
(4) Self-catering in Rented - Flat/Apartment	0.06	0.16	0.22	1.02	18	48
(5) Self-catering in Rented - House/villa/bungalow/cotta	0.37	0.21	2.21	0.89	119	68
(6) Hotel/University/School	0.37	0.17	1.13	0.55	53	18
(6a) Hostel	0.22	0.05	0.58	0.14	35	5
(7) Friend's /relatives home	9.21	9.03	25.58	23.31	622	659
(8) Own Second home/timeshare	0.23	0.29	1.05	1.27	18	31
Holiday Camp/Village						
(9) Holiday camp/Village - Self-catering	0.21	0.16	1.01	0.58	38	30
(10) Holiday camp/Village - Serviced	0.11	0.12	0.39	0.44	24	30
(11) Camping	0.69	0.61	2.33	2.27	68	53
Caravan						
(12) Caravan - Towed	0.37	0.51	1.84	2.09	43	66
(13) Caravan - Static owned	0.35	0.23	1.55	1.16	37	26
(14) Caravan - Static not owned	0.27	0.31	1.23	1.61	42	69
(15) Boat(s)	0.13	0.16	0.39	0.54	18	19
(16) Sleeper cab of lorry/truck	0.08	0.05	0.17	0.08	5	3
(17) Other/Transit	0.23	0.37	0.99	0.92	36	31

Age Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
16-24	2.85	2.88	1	7.42	6.85	-8	314	244	-22
25-34	3.07	2.88	-6	8.09	7.06	-13	396	378	-4
35-44	4.27	4.33	1	10.68	11.39	7	536	554	3
45-54	2.76	2.8	1	7.44	7.14	-4	435	435	0
55-64	2.77	2.58	-7	8.93	8.01	-10	437	384	-12
65+	2.43	2.39	-2	10.13	9.51	-6	312	358	15

Social Economic Grouping	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
AB	6.39	6.9	8	16.92	18.19	8	905	953	5
C1	5.7	5.84	2	14.83	16.13	9	761	739	-3
C2	3	2.75	-8	10.17	7.96	-22	418	397	-5
DE	3.05	2.37	-22	10.77	7.67	-29	345	265	-23

Quarter of Trip	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
JAN-MARCH	3.27	3.69	13	8.34	8.76	5	385	476	23
APR-JUNE	4.49	4.65	4	12.94	12.25	-5	600	630	5
JUL-SEPT	5.82	5.78	-1	19.28	18.42	-4	901	767	-15
OCT-DEC	4.56	3.74	-18	12.13	10.53	-13	543	481	-11

Type of destination	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Seaside	4.67	4.49	-4	17.05	14.97	-12	732	768	5
Large city/ large town	5.38	5.8	8	13.82	14.73	7	739	702	-5
Small town	5.43	4.91	-10	14.86	12.83	-14	683	610	-11
Countryside/ village	3.49	3.5	0	10.45	10.92	4	394	380	-3

Travelling Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Alone	6.15	6.4	4	17.37	16.55	-5	757	745	-2
Husband/ wife/ partner	8.05	7.73	-4	24.29	22.59	-7	1044	1012	-3
Children (aged 15 or under)	4.76	4.17	-12	14.79	13.31	-10	414	386	-7
Other female adults (aged 16+)	2.8	2.78	-1	8.34	8.3	0	557	499	-11
Other male adults (aged 16+)	2.92	2.79	-4	8.63	8.32	-4	583	499	-14
Missing	0.01	0.01	-	0.01	0.03	-	1	1	-

Party Size	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	6.15	6.4	4	17.37	16.55	-5	757	745	-2
Two	5.88	5.97	2	16.15	16.3	1	836	870	4
Three	2.12	1.81	-15	6.46	5.03	-22	252	191	-24
Four	2.27	2.25	-1	6.34	7.17	13	268	295	10
Five	0.86	0.66	-23	2.85	2.23	-22	150	74	-51
Six-Ten	0.51	0.41	-20	2.53	1.7	-33	77	80	3
Ten or more	0.06	0	-100	0.06	0	-100	0	0	-100
Average	2.5	2.32	-7	2.55	2.46	-4	3	3	-1

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.