

United Kingdom Tourism Survey- 2007 West Midlands

	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Overall	8.36	8.4	0	20.58	20.12	-2	1145	1184	3

Purpose of Trip (1)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
(1) Holiday, Pleasure/leisure	2.44	2.52	3	6.22	6.4	3	414	433	5
(2) Holiday, visiting friends or relatives	2	1.76	-12	5.53	4.94	-11	176	148	-16
ALL HOLIDAYS	4.44	4.28	-4	11.74	11.34	-3	590	581	-2
(3) Other visits to friends or relatives	1.67	1.9	14	4.19	4.1	-2	119	146	23
ALL VISITS TO FRIENDS OR RELATIVES (2+3)	3.67	3.66	0	9.72	9.04	-7	295	294	0
(4) Attend conferences	0.25	0.25	0	0.52	0.5	-4	52	37	-30
(5) Attend Exhibition/Trade Show/Agricultural	0.08	0.17	113	0.13	0.3	131	11	19	67
(6) Conduct Paid Work / On business	1.66	1.59	-4	3.3	3.34	1	327	368	13
ALL BUSINESS TRAVEL (4+5+6)	1.99	2	1	3.94	4.14	5	390	424	9
(7) Travel/Transport is my business	0.06	0.03	-50	0.19	0.1	-47	23	12	-46
(8) Other/School Trip/Missing	0.2	0.19	-5	0.52	0.43	-17	23	21	-10

Purpose of Trip (2)	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Holidays 1-3 Nights	1.9	1.9	0	3.39	3.35	-1	313	275	-12
Holiday 4-7 Nights	0.43	0.52	21	1.94	2.44	26	84	110	31
Holidays 8+ Nights	0.11	0.11	0	0.89	0.61	-31	17	48	181
Visiting Friends and Relatives	3.67	3.66	0	9.72	9.04	-7	295	294	0
Business and work	2.06	2.03	-1	4.12	4.24	3	413	436	6
Other	0.19	0.15	-21	0.51	0.36	-29	23	15	-35
Don't know	0.01	0	-	0.01	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	0.83	0.93	12	2.47	2.39	-3	139	152	9
Regular bus/coach	0.23	0.2	-13	0.85	0.55	-35	32	23	-30
Organised coach tour	0.15	0.11	-27	0.35	0.25	-29	33	18	-45
Car	6.47	6.51	1	14.81	15.09	2	833	904	9
Plane	0.28	0.22	-21	0.93	0.46	-51	65	34	-47
Others	0.29	0.29	0	0.7	0.84	20	32	36	12

Length of Stay In Nights	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	2.48	2.58	4	2.48	2.58	4	297	281	-5
Two-Three	3.09	3.27	6	6.39	6.97	9	470	472	0
Four-Seven	1.7	1.7	0	6.02	5.71	-5	261	281	8
Eight+	0.8	0.7	-13	5.3	4.6	-13	94	132	41
Mean	3.55	3.52	-1	6.59	6.63	1	4	4	15

Region of Residence	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
England	7.51	7.56	1	17.82	18.18	2	974	1027	5
Scotland	0.38	0.34	-11	1.33	0.81	-39	72	61	-15
Wales	0.35	0.42	20	0.97	0.98	1	56	74	32
Northern Ireland	0.12	0.07	-42	0.47	0.14	-70	43	21	-50
North East	0.24	0.23	-4	0.53	0.39	-26	53	24	-55
North West	1.1	0.98	-11	2.34	2.65	13	143	151	6
Yorkshire & Humberside	0.38	0.46	21	1.12	1.12	0	53	58	9
East Midlands	0.62	0.62	0	1.35	1.33	-1	69	81	18
West Midlands	1.3	1.37	5	2.51	3.01	20	90	119	32
East of England	0.87	0.83	-5	2.11	1.63	-23	125	105	-16
London	0.81	0.96	19	2.15	2.6	21	119	155	31
South East	1.12	1.02	-9	2.93	2.67	-9	167	189	13
South West	1.08	1.1	2	2.79	2.78	0	154	145	-6

Accommodation Used	Trips (millions)		Nights (millions)		Spend (£ millions)	
	2006	2007	2006	2007	2006	2007
(1a) Hotel/Motel	3.24	3.07	5.92	5.55	672	677
(1b) Guest house	0.1	0.09	0.28	0.22	18	19
(1) Hotel/Motel/Guest house	3.32	3.15	6.2	5.77	689	696
Paying Guest In						
(2) Paying guest in - farmhouse	0.03	0.05	0.07	0.15	5	7
(3) Paying guest in - Other private house /B	0.3	0.25	0.66	0.44	51	35
TOTAL PAYING GUEST (2+3)	0.33	0.3	0.73	0.59	56	42
Self Catering in Rented						
(4) Self-catering in Rented - Flat/Apartment	0.03	0.05	0.14	0.36	7	15
(5) Self-catering in Rented - House/villa/bungalow/cotta	0.12	0.11	0.81	0.57	30	25
(6) Hotel/University/School	0.14	0.22	0.5	0.61	21	38
(6a) Hostel	0.1	0.07	0.21	0.16	17	6
(7) Friend's /relatives home	3.69	3.62	10.11	9.23	270	250
(8) Own Second home/timeshare	0.02	0.04	0.06	0.12	1	5
Holiday Camp/Village						
(9) Holiday camp/Village - Self-catering	0	0.02	0	0.02	0	3
(10) Holiday camp/Village - Serviced	0	0.01	0	0.02	0	2
(11) Camping	0.27	0.24	0.52	0.69	26	23
Caravan						
(12) Caravan - Towed	0.19	0.27	0.56	0.87	13	25
(13) Caravan - Static owned	0.08	0.09	0.28	0.39	12	11
(14) Caravan - Static not owned	0.04	0.02	0.09	0.03	3	2
(15) Boat(s)	0.05	0.13	0.22	0.56	7	30
(16) Sleeper cab of lorry/truck	0.06	0.04	0.06	0.07	3	6
(17) Other/Transit	0.06	0.1	0.3	0.23	7	10

Age Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
16-24	0.99	1.14	15	3.08	2.89	-6	147	158	7
25-34	1.83	1.56	-15	4.24	3.63	-14	214	217	1
35-44	1.98	2.02	2	4.2	4.52	8	279	281	1
45-54	1.69	1.55	-8	3.79	3.27	-14	248	254	2
55-64	1.07	1.17	9	2.51	2.76	10	155	153	-2
65+	0.81	0.96	19	2.77	3.05	10	101	121	20

Social Economic Grouping	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
AB	3.06	3.37	10	6.98	7.69	10	452	524	16
C1	2.9	2.89	0	7.16	6.7	-6	395	426	8
C2	1.24	1.15	-7	2.99	2.76	-8	190	151	-21
DE	1.16	0.99	-15	3.46	2.97	-14	108	83	-23

Quarter of Trip	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
JAN-MARCH	1.77	1.88	6	4.58	4.05	-12	246	276	12
APR-JUNE	2.02	2.16	7	4.3	4.84	13	248	300	21
JUL-SEPT	2.13	2.05	-4	6.01	5.51	-8	330	284	-14
OCT-DEC	2.43	2.3	-5	5.69	5.71	0	321	325	1

Type of destination	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Seaside	0.07	0.07	0	0.11	0.43	291	6	14	139
Large city/ large town	4.52	4.45	-2	10.55	10.43	-1	695	684	-1
Small town	2.62	2.73	4	6.95	6.59	-5	328	334	2
Countryside/ village	1.58	1.49	-6	4.2	3.92	-7	177	196	11

Travelling Group	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Alone	3.02	3.27	8	7.42	7.41	0	443	475	7
Husband/ wife/ partner	3.32	3.55	7	8.24	9.1	10	361	379	5
Children (aged 15 or under)	2.03	1.82	-10	5.03	4.76	-5	144	125	-14
Other female adults (aged 16+)	1.28	1.32	3	3.17	3.13	-1	258	250	-3
Other male adults (aged 16+)	1.14	1.27	11	2.49	3.54	42	206	283	38
Missing	0	0	-	0	0	-	0	0	-

Party Size	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
One	3.02	3.27	8	7.42	7.41	0	443	475	7
Two	2.77	2.46	-11	6.88	5.67	-18	397	315	-21
Three	1.01	0.79	-22	2.3	2.09	-9	93	144	54
Four	1.07	1.14	7	2.64	2.66	1	126	155	22
Five	0.29	0.38	31	0.88	1.4	59	54	42	-23
Six-Ten	0.06	0.2	233	0.13	0.61	369	5	23	334
Ten or more	0	0	-	0	0	-	0	0	-
Average	2.24	2.31	3	2.25	2.41	7	2	2	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 not 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.**