



The UK Tourist

Statistics 2008



Tourism Volumes and Values in 2008

Tourism by residents of the United Kingdom in 2008: this report presents the principal findings of the United Kingdom Tourism Survey (UKTS).

UKTS is jointly sponsored by the statutory tourist boards of England, Scotland, Northern Ireland and Visit Wales (the Tourism Department of the Welsh Assembly Government).

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Introduction

This report is the twentieth in an annual series, published to present statistical information on the volume and value of tourism undertaken by the resident population of the United Kingdom to destinations within the UK and Ireland.

All information in the report comes from a face-to-face interview survey commissioned jointly by the national tourist boards of VisitBritain (VB), VisitScotland (VS), Northern Ireland Tourist Board (NITB) and Visit Wales (the Tourism Department of the Welsh Assembly Government). The joint survey is called the United Kingdom Tourism Survey (UKTS).

The UKTS was first conducted in 1989 and replaced earlier surveys which the three national tourist boards and Visit Wales (the Tourism Department of the Welsh Assembly Government) had used to obtain estimates of domestic tourism volume and value. Until 1999, the survey was based on in-home interviews with adults, mainly using a random omnibus survey conducted by NOP Research Group.

This survey vehicle for UKTS was discontinued at the end of 1999. A review was then undertaken to select a new research methodology, while maintaining a high degree of consistency in the key principles of the survey design.

In 1999, a five-year contract covering the period 2000-2004 was awarded to BMRB International and in 2000, UKTS switched to a new research methodology based on telephone interviews using random digit dialling.

By 2003 and 2004 however, significant concerns were being expressed regarding the UKTS derived data on domestic tourism. Following a further extensive review, UKTS has now returned to the previous (pre-2000) methodology for measuring the volume and value of domestic overnight trips: face-to-face interviews conducted in-home. TNS Travel & Tourism were appointed to undertake the survey from May 2005 and for the period 2006 - 2010. The sponsors (the various UK national tourism organisations) concluded that the approach proposed by TNS would yield a more representative sample of the UK population by using a proven face-to-face interview approach instead of the previous random digit dialling telephone approach.

From May 2005, UKTS now comprises:

- 100,000 face-to-face interviews per annum, conducted in-home, more than twice the sample

size featured in the previous telephone based survey methodology.

- A weekly sample size of around 2,000 adults aged 16 or over - representative of the UK population in relation to various demographic characteristics including gender, age group, socio-economic group, and geographical location.
- Respondents are asked about any overnight trips taken in the last four weeks, as opposed to a 12-weeks' recall period, covering the three preceding calendar months, under the previous methodology.
- The questions were first added to TNS's RSGB Omnibus survey on 4th May 2005 and the survey outputs provide data from May 2005 for total number of trips, nights spent, breakdown of expenditure, purpose of trip, accommodation used and party composition on each trip by destination.

Because of these changes in methodology, the UKTS results for 2005 are not comparable with those from previous years. In addition, given that the survey fieldwork did not begin until May 2005, no survey data was collected for the first four months of the year, January-April. Consequently, the survey data for 2005 is 'part-year' in nature – only covering the May-December period. Comparative data is therefore restricted to 2006 only. All of the 2006, 2007 and 2008 data covers the full 12-months' period allowing for valid comparison.

Objectives

The first objective of UKTS is to provide measurements of tourism by residents of the United Kingdom, in terms of both volume and value. The second is to collect details of the trips taken and of the people taking them.

These objectives extend to:

- Tourism by people of any age. The core survey is based on adults but collects details of all adults and children present on the trip.
- Tourism for any purpose. Although the report naturally lays great emphasis on the important holiday sector, this is not just a holiday survey. Also covered is tourism for the purpose of visiting friends and relatives, for work or business

purposes, conferences and exhibitions, or indeed almost any other purpose.

- Day excursion trips are not covered by the survey at all.
- Tourism to any part of the UK or Ireland, using any accommodation type. The previous survey included coverage of trips outside of the British Isles, but this element was removed when TNS were appointed in 2005.

UKTS is designed as a continuous measurement of the volume and value of tourism by residents of the United Kingdom, in such a way as to provide absolute estimates at any point in its currency and relative change over time. Three separate but associated measurements are required from the survey:

- the number of trips (including child trips) taken by UK residents.
- the number of nights (including child nights) spent away from home on these trips.
- the value of spending on those trips.

In summary, for the purposes of this survey, tourism is taken to be any journey away from home lasting one or more nights, to any destination within the United Kingdom and Ireland, by any mode of transport, for any purpose, and staying in any type of accommodation. These topics of destination, purpose, mode of transport, accommodation type, and many others, are included in the information collected by the survey, in order to provide meaningful analysis and descriptions of the volume and value estimates.

Using previous methodologies, an upper limit of 60 days was applied to the number of nights spent away from home to qualify as a tourism trip. As respondents are now asked about trips returned from in the 4 weeks prior to interview, this upper limit is now redundant and no longer used.

It is worth noting that despite this, results are reported on the basis of the start date of the trip.

Scope of this report

This document is intended to provide all of the information necessary to form an overview of the total UK tourism market. The reader will therefore find details of familiar subjects such as purpose, destination, accommodation, transport and month of trip. However

also included are other subjects such as methods of booking or arranging travel and details of the types of location stayed at while away from home.

Inevitably, a publication of this size is selective. The 'core' results of each year's UKTS run into thousands of computer tabulations, which are held by the sponsoring boards. Beyond these core tabulations, further computer analysis can provide – subject to technical limitations – any permutation of any number of parameters contained in the survey, in order to produce data on specific market sectors not already analysed. Survey results not published in this report are available from any of the sponsoring boards. Further information and details of costing can be obtained from any of the survey sponsors, at the address shown at the back of this report.

Survey method

The UKTS survey is conducted continuously throughout the year, using face-to-face Computer Assisted Personal Interviews or CAPI interviewing, as part of TNS' in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within the UK. Respondents are asked whether they have taken trips in the UK in the previous four calendar weeks that involve at least one night away from home.

When such trips are identified, further questions are asked about a maximum of three trips - the most recent three trips - with a core set of questions for all three trips and additional questions for the most recent trip. The questionnaire is thus designed to maximise accuracy of recall, whilst minimising the task for those who have undertaken more than one trip.

The requirement is for a complete dataset for each of the three most recent trips. Therefore, some imputation is necessary and that imputation covers data not collected, or otherwise missing.

The results are reported in terms of total UK population values. Therefore the data are weighted to correct for differences between the sample distribution and that of the population and also to gross the sample values up to the population.

Reporting periods are defined in terms of groups of weeks. Results published from the data are for trips that started in each calendar month.

The sample design is based on the TNS master sample frame which divides the UK into 630 sample points.

The TNS omnibus survey operates on pairs of weeks. One week of the pair uses 143 points. The other week of the pair uses 144 different points. The difference relates to representation of the population in Scotland, north of the Caledonian Canal. Sampling points are selected after stratification by Government Office Region and Social Grade.

Each sample point is divided into geographical halves. Selected addresses from the point are taken from one half the first time it is used, and from the other half when it is next used. This provides for de-clustering or geographical dispersion week on week. Within each geographic half-block of 160 addresses, taken from the Postcode Address File, an interviewer assignment is issued to achieve an adult sample of 15 interviews (13 in London).

Interviewer assignments are conducted over two days of fieldwork and are carried out on weekdays between 2pm-8pm and/or at the weekend. Interviewers are issued with quota targets based on gender, working status and presence of children. All interviewers must leave 3 addresses between each successful interview.

On average 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing is not normally conducted during the two weeks either side of Christmas. The weighting procedures are amended to compensate for these missing weeks.

Respondents report on all trips taken in the UK and Ireland in the preceding 4 weeks. The questionnaire reads:

"We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.

Q.1 Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?

In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom.

The four weeks we are talking about are from Monday (day/month) through to last Sunday (day/month).

Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip."

It should be noted that although the UKTS questionnaire (at Q.1) clarifies to the respondent that the Channel Islands and Isle of Man are included within the United

Kingdom, all parties involved with the survey are aware that these islands have federacy status and are not part of the United Kingdom.

The change in the method of data collection from telephone interviewing to an in-home face-to-face approach utilising TNS' weekly RSGB Omnibus survey in May 2005, necessitated a review of the questionnaire to adapt it for CAPI use. In addition, the client group was keen to rationalise the length of the questionnaire and remove questions no longer deemed essential.

This report

It may be useful to provide some explanatory notes about some of the key concepts used in this report.

The UKTS reports in terms of trips, nights and spending:

- *Trips* are trips or journeys away from home involving an overnight stay, taken by adults aged 16 and over and accompanying children aged up to 15. It should be noted that each adult or child present on the trip counts as a trip. Thus a family of 2 adults and 2 children taking a trip away would count as 4 trips.
- *Bednights* are the number of nights away taken by adults and accompanying children on these trips. Each night away spent by an adult or a child present on the trip counts as a night. Thus, a family of 2 adults and 2 children taking a 3 night trip away from home would count as 12 bednights.
- *Spending* is the expenditure relating to these trips. It includes costs paid in advance of the trip, costs paid during the trip itself, and also any bills relating to the trip received after returning home. It covers costs paid by adults on the trip for themselves and on behalf of others on the trip, including children. It also includes costs paid on behalf of the person taking the trip, such as an employer paying the cost of a business trip.

Two further points about spending may be helpful:

- Average expenditure per night is calculated by dividing the total trip costs by the number of nights. The total trip costs include those costs which are paid in advance of the trip (such as travel and inclusive package trip charges) as well as costs incurred on a daily or nightly basis during the trip.

- Analysis of expenditure by country of destination allocates all trip costs to the country of destination, although in reality some of these costs may be paid in the country of residence rather than the country of destination.

For simplicity, absolute volumes and values have been rounded. The degree of rounding is generally self-evident in the tables, but where appropriate, an explanatory note has been added for clarity.

The appendix contains a detailed set of definitions of terms used in the report.

Volumes & Values 2007 & 2008

This section of the report presents the key findings for January to December 2008 compared to January to December 2007.

Tourism Trips taken in the UK

Reflecting the economic slowdown and generally poor weather throughout the year, there was an overall decline in domestic tourism in the United Kingdom during the period from January to December 2008 when compared to 2007. Trips declined to 117.7 million (a fall of 5%) with a similar decrease in bednights (-4%). Spending remained consistent from £21,238 million to £21,107 million – a decrease of 1%, although it should be noted that this does not take account of inflation – the 2008 spend would have recorded a larger decrease in ‘real terms’.

The average trip length remained at 3.2 nights in the UK over the January-December 2008 period, whilst spend per trip was £179 and spend per night was £56.

Table 1 – Tourism Trips taken in the UK

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change
Trips (Millions)	123.458	117.715	-4.65%
Nights (Millions)	394.413	378.388	-4.06%
Spending (£Millions)	£21,238	£21,107	-0.62%
Av. Nights per trip	3.19	3.21	+0.62%
Av. Spend per trip	£172	£179	+4.23%
Av. Spend per night	£54	£56	+3.59%

In terms of trip purpose, holidays (including visits to friends and relatives while on holiday) represent the largest proportion of domestic tourism. In the period January to December 2008, they accounted for 75.4 million of the 117.7 million trips within the UK. 1-3 night holidays were more common than 4+ night holidays (49.8 million and 25.7 million respectively). Visits to friends and relatives for non holiday purposes accounted for 20.6 million trips while business and work tourism accounted for 18.2 million trips in this period.

Compared with the equivalent period in 2007, the biggest decline was in visits to friends and relatives (-16.5%).

Please note that Tables 2 – 12 below do not include any respondent answers that have been classified under the ‘Other’ category for purpose. Therefore, the figures in the tables may not necessarily sum to 100%.

Table 2 – Purpose of Domestic Trips in the UK

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	123.458	117.715	-4.65%
Holiday	76.828	75.428	-1.82%
1-3 Nights	49.543	49.767	+0.45%
4+ nights	27.285	25.661	-5.95%
VFR	24.708	20.626	-16.52%
Business/work	18.745	18.199	-2.91%

As in previous years, the largest single ‘purpose of trip’ segment in terms of bednights is the 4+ night holiday market, accounting for just under 172 million bednights in 2008. As was the case with trips, comparing January to December with the same period in the previous year, trips involving visiting friends and relatives reported the largest decrease (a 10% decline in bednights) followed by 4+ night holidays (-6%).

Table 3 – Purpose of Domestic Nights in the UK

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	394.413	378.388	-4.06%
Holiday	278.307	266.931	-4.09%
1-3 Nights	96.345	95.034	-1.36%
4+ nights	181.962	171.896	-5.53%
VFR	60.469	54.468	-9.92%
Business/work	44.965	42.876	-4.65%

In spending terms, 1-3 night holidays is the largest purpose of trip segment, a total spend of £7.5 billion in the January-December 2008 period in the UK. 4+ night holidays account for £6.6 billion and business and work tourism accounts for £4.5 billion of expenditure. Compared with January to December 2007; spending levels increased by 9% for 1-3 night holidays. In contrast, 4+ night holidays reported a decrease of 6% reflecting a trend towards shorter trips, most likely due to the economic slowdown and rising living costs. Once again, it is important to emphasise that the 2007 figures are in historic prices and have not been converted to take account of inflation.

Table 4 – Purpose of Domestic Spend in the UK

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change
Purpose	£Millions	£Millions	£Millions
Total	£21,238	£21,107	-0.62%
Holiday	£14,040	£14,100	+0.43%
1-3 Nights	£6,902	£7,508	+8.78%
4+ nights	£7,138	£6,590	-7.68%
VFR	£2,261	£2,040	-9.77%
Business/work	£4,451	£4,483	+0.72%

Tourism Trips taken in England

As reported in previous years, the volume and value pattern for domestic tourism in England in January to December 2008 (as illustrated in Table 5) is very similar to that described for the UK as a whole. Once again, there were decreases in terms of trips (-5%), bednights (-4%) and expenditure (-1%). Average length of stay was around 3.1 nights – a 1% increase on the previous year. Average spend per trip and per night increased by 4% to £172 and £56 (historic prices).

Table 5 – Tourism Trips taken in England

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Trips (Millions)	100.173	95.533	-4.63%
Nights (Millions)	307.798	295.379	-4.03%
Spending (£Millions)	£16,531	£16,433	-0.59%
Av. Nights per trip	3.07	3.09	+0.63%
Av. Spend per trip	£165	£172	+4.24%
Av. Spend per night	£54	£56	+3.59%

Purpose of Domestic Trips in England

As was the case for the UK as a whole, in England, the most common purpose of trip was a 1-3 night holiday (as illustrated in Table 6 below), accounting for 40.2 million of the 95.5 million domestic tourism trips in the January to December 2008 period. This segment reported a slight increase on the January to December 2007 period (+1%) – while longer (4+ night) holidays recorded a decrease. VFR non-holiday trips declined significantly (-15%) compared to the previous year.

Table 6 – Purpose of Domestic Trips in England

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	100.173	95.533	-4.63%
Holiday	60.938	59.496	-2.37%
1-3 Nights	39.988	40.183	+0.49%
4+ nights	20.950	19.313	-7.81%
VFR	21.234	17.957	-15.43%
Business/work	15.448	15.172	-1.79%

Tourism Trips taken in Northern Ireland

The volume and value of UK tourism in Northern Ireland was more consistent over the January to December 2008 period compared to the previous year (as illustrated in Table 7 overleaf). Trips recorded a small increase of around 1% (2.2 million trips in total), with bednights falling by 2%. Spending reduced by 1% to £450 million. The average trip length decreased by 3% compared to 2007 at 3.2 nights per trip. Average spend per trip decreased by 2% with spend per night increasing by 2%

compared to the previous year at £207 (per trip) and £65 (per night) respectively.

Table 7 – Tourism Trips taken in Northern Ireland

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change
Trips (Millions)	2.152	2.177	+1.16%
Nights (Millions)	7.070	6.922	-2.09%
Spending (EMillions)	£453	£450	-0.66%
Av. Nights per trip	3.29	3.18	-3.22%
Av. Spend per trip	£211	£207	-1.80%
Av. Spend per night	£64	£65	+1.46%

Purpose of Domestic Trips in Northern Ireland

In terms of purpose of UK trip in Northern Ireland, the largest change compared with January to December 2007 was in visiting friends and relatives for non holiday purposes tourism (as illustrated in Table 8) where a 24% decrease in the number of trips was observed. On the other hand, holidays trips of 4+ nights in length observed a rise of 10% compared to 2007.

Care should be taken when interpreting all these results for Northern Ireland because of the relatively small sample sizes involved.

Table 8 – Purpose of Domestic Trips in Northern Ireland

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	2.152	2.177	+1.16%
Holiday	1.403	1.523	+8.55%
1-3 Nights	0.980	1.061	+8.27%
4+ nights	0.422	0.462	+9.48%
VFR	0.383	0.293	-23.50%
Business/work	0.352	0.331	-5.97%

Tourism Trips taken in Scotland

In Scotland, in the January to December 2008 period, trips declined by 7% compared to the previous 12 months with nights and expenditure recording a 7% and 1% decrease respectively. Consequently, the reduction in bednights and broadly similar spend throughout the year has resulted in the average spend levels per trip and per night both increasing by around 7%.

Table 9 – Tourism Trips taken in Scotland

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change
Trips (Millions)	13.120	12.145	-7.43%
Nights (Millions)	47.445	44.187	-6.87%
Spending (EMillions)	£2,836	£2,812	-0.85%
Av. Nights per trip	3.62	3.64	+0.61%
Av. Spend per trip	£216	£232	+7.11%
Av. Spend per night	£60	£64	+6.46%

Purpose of Domestic Trips in Scotland

In terms of trip purpose, the largest fall in Scotland relative to the same period in 2007 was in business and work tourism – this decreased by 16% to 1.9 million trips (as illustrated in Table 10 below). Reflecting the challenging conditions for the tourism industry, all other trip purposes were down compared to 2007.

Table 10 – Purpose of Domestic Trips in Scotland

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	13.120	12.145	-7.43%
Holiday	8.638	8.287	-4.06%
1-3 Nights	4.950	4.791	-3.21%
4+ nights	3.688	3.496	-5.21%
VFR	1.854	1.603	-13.54%
Business/work	2.285	1.926	-15.71%

Tourism Trips taken in Wales

UK tourism in Wales recorded a stronger 2008 following a challenging 2007 – albeit with decreases recorded for trips (down -4%) and nights and spend, falling by 1%. Average nights and spend per trip recorded an increase of 4% with average spend per night reporting no change.

Table 11 – Tourism Trips taken in Wales

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change
Trips (Millions)	8.846	8.489	-4.04%
Nights (Millions)	32.101	31.901	-0.62%
Spending (£Millions)	£1,418	£1,411	-0.49%
Av. Nights per trip	3.63	3.76	+3.56%
Av. Spend per trip	£160	£166	+3.69%
Av. Spend per night	£44	£44	+0.13%

Purpose of Domestic Trips in Wales

When purpose of trip to Wales is examined and compared with the January to December 2007 period, VFR non-holiday tourism has been hit hardest by the recession and poor weather (as illustrated in Table 12) with a fall of 34% observed. More positively, 1-3 night holiday trips increased by 3% in the principality.

Table 12 – Purpose of Domestic Trips in Wales

	2007 (Jan-Dec)	2008 (Jan-Dec)	% Change
Purpose	Millions	Millions	Millions
Total	8.846	8.489	-4.04%
Holiday	6.460	6.564	+1.61%
1-3 Nights	3.716	3.838	+3.28%
4+ nights	2.744	2.726	-0.66%
VFR	1.279	0.847	-33.78%
Business/work	0.824	0.852	+3.40%

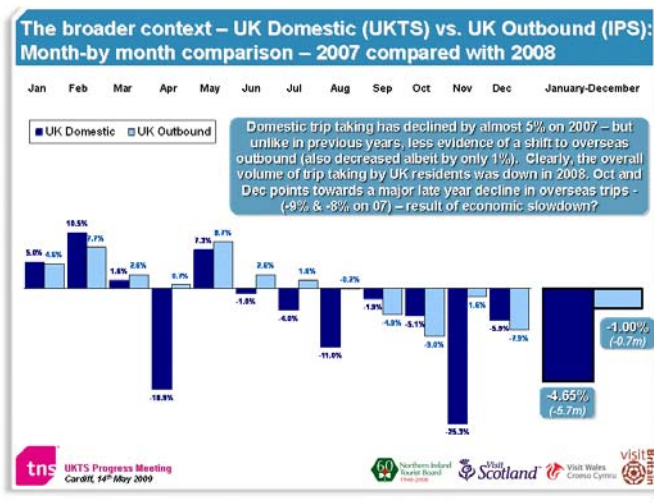
UKTS results in context

The findings above illustrate a pattern of decline in UK domestic tourism when compared to 2006 and 2007 that could be attributed to a number of factors, including the economic slowdown (which became more evident throughout the summer of 2008), rising fuel and living costs and relatively poor weather, most notably during the peak summer period. To add a degree of context to the UKTS results, it is worthwhile examining some of the other tourism related data sources.

Figure 1 below compares UKTS data over the 2007 and 2008 period with data from the International Passenger Survey (IPS) which measures tourism by UK residents overseas. As the chart illustrates, the economic slowdown is impacting on both domestic and outbound tourism – particularly during Q4 2008

Figure 1 – Comparison of UK Domestic (UKTS) with UK Outbound (IPS)

Figure 1 Comparison of UK Domestic (UKTS) with UK Outbound (IPS)



Looking at the UK domestic tourism variations between 2007 and 2008 in Figure 1, domestic trip taking has declined by almost 5% on 2007 – but unlike in previous years, there is less evidence of a shift to overseas outbound (also decreased, albeit by only 1%). Clearly, the overall volume of trip taking by UK residents was down in 2008. Data for October and December points towards a major decline in overseas trips - down 9% and 8% on 2007 respectively – most likely as a result of the economic slowdown.

As we go through 2009, it will be interesting to see how the continuing economic slowdown impacts on both domestic and outbound tourism. In particular, if domestic tourism can benefit from any sustained slowdown in outbound travel?

2008 – Full Year Summary

Tourism volumes & values in 2008

In 2008, UK residents are estimated to have taken around 118 million trips of one night or more within the UK. These trips involved a total of 378 million nights away from home, resulting in an average tourism trip length of 3.2 nights.

Tourism expenditure on these domestic trips was £21 billion, representing an average spend of £179 per trip and £56 per night away from home.

By relating these levels of tourism volume and value to the total population, the average level of tourism per head of population can be calculated:

In 2008, the average UK resident:

- took 2.0 tourism trips of one night or more away from home within the UK
- stayed away from home for 6.3 nights in total on tourism trips in the UK
- spent £351 in total on domestic tourism trips.

Tourism Destinations

This section looks in detail at tourism in the UK, and contrasts the performance of England, Northern Ireland, Scotland and Wales as destinations.

Of the 118 million trips taken in the UK in 2008, four-fifths (81%) were taken in England with just over 95 million trips. Scotland, with 12.2 million trips had a 10% share, Wales with 8.5 million trips had a 7% share, and Northern Ireland, with 2.2 million trips, had a 2% share.

Table 13 – Tourism Trips in the UK by country

Destination	Trips	
	Millions	%
UK Total	117.715	100%
England	95.533	81%
Northern Ireland	2.177	2%
Scotland	12.145	10%
Wales	8.489	7%

Clearly, these shares are a reflection of the respective populations of the different countries, so it is helpful to factor this into the analysis.

When the pattern of trips taken is compared with the pattern of population distribution, it can be seen that England's share of tourist trips (81%) is lower than its share of total population (84%). Northern Ireland accounts for 3% of the UK population, but 2% of the trips.

In contrast, Scotland and Wales both have a higher share of tourism trips than of total population.

Table 14 – Tourism Trips compared with population

Destination	Population:		Trips:	
	Millions	%	Millions	%
UK Total	60.21	100%	117.715	100%
England	50.43	84%	95.533	81%
Northern Ireland	1.72	3%	2.177	2%
Scotland	5.10	8%	12.145	10%
Wales	2.96	5%	8.489	7%

Source: Census 2001; 2003 based Population Projections for 2005
BARB Establishment Survey

Tourism trips in Wales and Scotland tend to be longer in duration than trips in Northern Ireland and England (3.8 and 3.6 nights respectively per trip for Wales and Scotland compared to 3.2 and 3.1 nights per trip respectively for trips in Northern Ireland and England). As a result, Scotland and Wales have higher shares of nights than trips.

Table 15 – Tourism Nights in UK by country

Destination	Nights	Share of Nights	Av. nights per trip
	Millions	%	No.
UK Total	378.388	100%	3.21
England	295.379	78%	3.09
Northern Ireland	6.922	2%	3.18
Scotland	44.187	12%	3.64
Wales	31.901	8%	3.76

Turning to spending, the average spend per trip is higher in Scotland and Northern Ireland than in England and Wales. Trips in Scotland have an average spend of £232 and Northern Ireland £207, well above the UK average of £179. England and Wales have broadly similar 'per trip' spending levels - £172 and £166 respectively.

The higher than average spending in Scotland is largely a reflection of the longer trip length that was discussed earlier. In addition however, the level of spending per night in Scotland is slightly above the UK average (£64

compared with the UK average of £56). The average spend per night in Northern Ireland (£65) is even higher than that recorded for Scotland but this should be viewed with caution due to the relatively low sample size.

In contrast, the low average spend on trips in Wales is driven by a low level of spending per night (£44 per night compared with the UK average of £56).

Table 16 – Tourism Spending in UK by country

	Spending	Share of Spending	Av. Spend per trip	Av. Spend per night
Destination	£Million	%	£	£
UK Total	£21,107	100%	£179	£56
England	£16,433	78%	£172	£56
Northern Ireland	£450	2%	£207	£65
Scotland	£2,812	13%	£232	£64
Wales	£1,411	7%	£166	£44

The end result is that Scotland and Wales both have a higher share of tourism spending compared to their population base. For both England and Northern Ireland however, their respective shares of tourism by UK residents, on all measures, are below the population shares of each country.

Purpose by Destination

This section looks at the primary purpose of tourism trips taken by UK residents within the UK in 2008 – be this for a holiday, visiting friends & relatives or travelling for business & work.

It was noted earlier (Table 13) that England is the destination for four-fifths (81%) of all UK trips, but that this is lower than its share of the population (84%). The same was the case for Northern Ireland (3% of the population compared to 2% of trips). In contrast, Scotland and Wales have a higher share of trips than population.

Looking at the types of trips taken in each country, although the overall pattern is fairly similar, there are some important differences.

First of all, as in 2007, holiday trips make up a greater percentage of all trips in Wales and to a lesser extent Northern Ireland, than is the case in Scotland or England (77%, 70%, 68% and 62% respectively). Holidays of 4 or more nights account for almost a third of Wales' trips (32%) and 29% of Scottish trips. For Northern Ireland

and England however, the shares are 21% and 20% respectively. Short holidays of 1-3 nights' duration were especially common in Northern Ireland (49% of all trips) compared with 39% in Scotland.

Business trips are much less common in Wales – one in ten (10%) of domestic trips were for this purpose compared with 16% in Scotland and England. VFR non-holiday trips were slightly more common in England than elsewhere (19%) compared with 13% in Northern Ireland and Scotland and 10% in Wales.

Table 17 – Trips in UK by purpose

	England	Northern Ireland	Scotland	Wales
Purpose	Millions	Millions)	Millions	Millions)
Total	95.533	2.177	12.145	8.489
Holiday	59.496	1.523	8.287	6.564
1-3 nights	40.183	1.061	4.791	3.838
4+ nights	19.313	0.462	3.496	2.726
VFR	17.957	0.293	1.603	0.847
Business/work	15.172	0.331	1.926	0.852
Purpose	% Share	% Share	% Share	% Share
Total	100%	100%	100%	100%
Holiday	62%	70%	68%	77%
1-3 nights	42%	49%	39%	45%
4+ nights	20%	21%	29%	32%
VFR	19%	13%	13%	10%
Business/work	16%	15%	16%	10%

Turning now to bednights, there are similarities with the analysis on trips across the different countries. We noted earlier that Wales and Scotland have a slightly higher share of nights than of trips, driven by a longer average trip length (3.8 and 3.6 nights respectively per trip for Wales and Scotland vs. 3.2 and 3.1 nights per trip respectively for trips to Northern Ireland and England). This longer average trip length comes largely from the higher share accounted for by long holidays in Scotland and Wales.

Table 18 – Nights in UK by purpose

	England	Northern Ireland	Scotland	Wales
Purpose	Millions	Millions	Millions	Millions
Total	295.379	6.922	44.187	31.901
Holiday	201.751	5.645	33.526	26.009
1-3 nights	75.584	2.042	9.580	7.827
4+ nights	126.166	3.603	23.946	18.181
VFR	46.631	0.667	4.164	3.007
Business/work	34.876	0.566	5.143	2.292
Purpose	% Share	% Share	% Share	% Share
Total	100%	100%	100%	100%
Holiday	68%	82%	76%	82%
1-3 nights	26%	30%	22%	25%
4+ nights	43%	52%	54%	57%
VFR	16%	10%	9%	9%
Business/work	12%	8%	12%	7%

Table 19 illustrates how the share of spending varies in each country by purpose of trip. The survey findings reveal that spending follows a similar pattern to those described for trips and bednights (Tables 17 and 18 respectively).

Table 19 – Spending in UK by purpose

	England	Northern Ireland	Scotland	Wales
Purpose	£Millions	£Millions	£Millions	£Millions
Total	£16,433	£450	£2,812	£1,411
Holiday	£10,750	£297	£1,986	£1,066
1-3 nights	£5,977	£173	£873	£485
4+ nights	£4,773	£124	£1,112	£581
VFR	£1,702	£40	£208	£90
Business/work	£3,594	£113	£557	£220
Purpose	% Share	% Share	% Share	% Share
Total	100%	100%	100%	100%
Holiday	65%	66%	71%	76%
1-3 nights	36%	38%	31%	34%
4+ nights	29%	28%	40%	41%
VFR	10%	9%	7%	6%
Business/work	22%	25%	20%	16%

Origin & Destination of Trips

So far, this report has looked at the destination of trips. This section now looks at the origin of trips – the UK countries in which those who are taking the tourist trips are normally resident.

Of the 117.7 million trips taken in the UK in 2008, 100.0 million were taken by English residents, 9.8 million by residents of Scotland, 5.8 million by Welsh residents and 2.2 million by Northern Ireland residents.

The proportion of trips taken is very similar to the proportion of the population living in the four countries, with residents of England just taking slightly more than their 'share' of the population. This is reflected in the number of trips taken by the average resident of each country. Residents of England and Wales took an average of 2.0 domestic trips in 2008 – a slightly higher proportion than amongst Scottish residents (1.9) and Northern Ireland residents (1.3).

Table 20 – Trips taken by country of residence

	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Trips taken (Million)	117.715	100.000	2.165	9.768	5.782
Share of trips taken (%)	100%	81%	2%	10%	7%
Resident Population (Million)	60.21	50.43	1.72	5.1	2.96
Share of Population (%)	100%	84%	3%	8%	5%
Av. No. of Trips taken per resident	1.96	1.98	1.26	1.92	1.95

When it comes to spending nights away from home, Scottish residents tended to take slightly more on average than the residents of the other countries (6.5 compared to 6.4 for English and Welsh residents and 3.5 for Northern Irish residents). In terms of average spend on domestic tourism by origin, Scottish residents spent the most at £377, followed by Northern Ireland residents (£368), Welsh (£353) and the English (£347).

Table 21 – Nights taken & spending by country of residence					
	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Nights away (Million)	378.388	320.130	6.039	33.202	19.017
Av. No. of Nights taken per resident	6.28	6.35	3.51	6.51	6.42
Spending (£ Million)	£21,107	£17,507	£633	£1,922	£1,046
Av. Spending per resident (£)	£351	£347	£368	£377	£353

Looking at the relationship between the country of origin and the country of destination, the table below outlines the pattern in terms of numbers of trips. Note: a small number of tourist trips have more than one destination – for example a holiday to more than one country, or an overnight stay in one country en route to another.

Table 22 – Destination of trip by country of residence (Number)					
Trips	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	Million	Million	Million	Million	Million
UK Total	117.715	100.000	2.165	9.768	5.782
England	95.533	87.497	0.751	3.595	3.690
N Ireland	2.177	0.820	1.024	0.286	0.048
Scotland	12.145	5.733	0.363	5.839	0.210
Wales	8.489	6.428	0.037	0.137	1.887

As with last year's report, there were major variations in the UK destinations visited by origin. Not surprisingly, the vast majority of English residents took trips in England itself (87%). Similarly, the majority of Scots trips were taken in Scotland (60%), and the largest proportion of Northern Irish trips were taken within the Province (47%). A notable exception however was the Welsh – the majority of domestic trips taken by Welsh residents were in England (64%) with a third being taken within Wales (33%).

Table 23 – Destination of trip by residence (Share by Origin)					
Destination	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
UK Total	100%	100%	100%	100%	100%
England	81%	87%	35%	37%	64%
N Ireland	2%	1%	47%	3%	1%
Scotland	10%	6%	17%	60%	4%
Wales	7%	6%	2%	1%	33%

Another means of analysing this information is in terms of the region of origin split within each destination (see below). This illustrates that trips taken in England were dominated by English residents (92%). The much larger size of England in relation to the other constituent countries of the UK accounts for England's pre-eminent position as a domestic tourism generator for the other parts of the UK: 76% of visitors to Wales were from England, as were just under half of the trips made in Scotland (47%) and over a third of the trips in Northern Ireland (38%).

Table 24 – Destination of trip by residence (Share by Destination)					
Row percentages	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	UK	England	N Ireland	Scotland	Wales
UK Total	100%	85%	2%	8%	5%
England	100%	92%	1%	4%	4%
N Ireland	100%	38%	47%	13%	2%
Scotland	100%	47%	3%	48%	2%
Wales	100%	76%	0%	2%	22%

As illustrated in the tables below and overleaf, the patterns are very similar in terms of both nights and spending when looking at share by destination:

- The English generate 92% of the trips, 91% of the nights and 88% of the spending on domestic trips taken in England
- In terms of trips in Northern Ireland, home residents account for 47% of trips, 32% of nights and 32% of domestic spending.

- For the Scots, the equivalent figures for trips in Scotland are 48% of trips, 43% of nights and 33% of spending
- And for the Welsh, the proportions are 22%, 19% and 15% respectively.

The proportions are lower in each case for nights and spending than for trips because in general, the further you travel, the longer you will stay and the higher your spending will be. Therefore, people taking a trip in a country other than their own will invariably account for a higher proportion of nights and spending than of trips.

Table 25 – Destination of nights by country of residence (No.)

Nights	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	Million	Million	Million	Million	Million
UK Total	378.388	320.130	6.039	33.202	19.017
England	295.379	268.156	2.565	12.542	12.116
N Ireland	6.922	3.648	2.207	0.891	0.175
Scotland	44.187	23.145	1.160	19.187	0.695
Wales	31.901	25.180	0.107	0.582	6.031

Table 26 – Destination of nights by residence (Share by Destination)

Row percentages	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination					
UK Total	100%	85%	2%	9%	5%
England	100%	91%	1%	4%	4%
N Ireland	100%	53%	32%	13%	3%
Scotland	100%	52%	3%	43%	2%
Wales	100%	79%	0%	2%	19%

Table 27 – Destination of spend by country of residence (£)

Nights	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination	£ Mill	£ Mill	£ Mill	£ Mill	£ Mill
UK Total	21,107	17,507	633	1,922	1,046
England	16,433	14,456	354	875	748
N Ireland	450	217	144	74	15
Scotland	2,812	1,682	127	927	76
Wales	1,411	1,151	8	46	207

Table 28 – Destination of spend by residence (Share by Destination)

Row percentages	Residents of.....				
	UK	England	N Ireland	Scotland	Wales
Destination					
UK Total	100%	83%	3%	9%	5%
England	100%	88%	2%	5%	5%
N Ireland	100%	48%	32%	16%	3%
Scotland	100%	60%	5%	33%	3%
Wales	100%	82%	1%	3%	15%

Finally, the table below presents an interesting analysis of the extent to which each UK country is a net 'winner' or 'loser' in terms of domestic tourism. For example, if country X generates 10 trips by its residents which are taken outside of country X in countries Y and Z, but 12 trips come in from these countries to country X, then it has a net gain of 2 trips.

As can be seen below, both Scotland and Wales gain more in domestic tourism trips, nights and expenditure from elsewhere in the UK than 'leaks' out. The reverse is the case for England and Northern Ireland.

Table 29 – Net Gains/Losses of Domestic Tourism

Purpose	Trips	Nights	Spend
	Millions	Millions	£Millions
England	- 4.47m	- 24.75m	- £1074m
Northern Ireland	- 0.01m	+0.88	- £183m
Scotland	+ 2.38m	+ 10.99	+ £890m
Wales	+ 2.71m	+ 12.88	+ £365m

Table 1 – ALL TOURISM IN THE UNITED KINGDOM

- UK residents made an estimated 118 million trips in the UK in 2008, representing 378 million bed nights and £21 billion in spending.
- Holidays are the main purpose of trips taken (64% of all trips) and are even more important in terms of nights (71%) and spending (67%).
- Visits to friends and relatives (VFR) for mainly holiday trips account for one in five trips and nights away (20%) but are less important in terms of spending (13%).
- Business and work is the main purpose for one in seven trips (16%) accounting for one in ten nights (12%). These are higher spending trips, accounting for just over a fifth (22%) of all tourism spending.
- Friends' and relatives' homes (including own second homes) are a widely used type of accommodation accounting for over four in ten of all trips (43%). This reflects not only visits to friends and relatives as such, but also holidays spent staying with friends and relatives. With no real accommodation costs, trips staying at friends' and relatives' homes account for less than a quarter (24%) of spending on all tourism trips.
- Commercial accommodation is used on just over half of trips (55%), but these trips represent a much higher share of spending (74%).
- Commercial accommodation is mainly serviced (37% of trips) where trips tend to be shorter in duration (27% of nights) but higher spending (54%). Hotels, motels and guest houses are the principal types of serviced accommodation used (33% of trips, 23% of nights and 48% of spending).
- Self catering rented accommodation is used on a lower volume of trips (16%), but these trips are longer (23% of nights) and slightly above average in terms of spending (18%).
- The car is the dominant form of transport with 73% of trips using a private car for the longest part of the journey from home to the destination.
- Firm bookings are made before the trip in under half of all trips (47%), but this figure reflects the high level of staying at friends and relatives' homes and using personal transport, where advance booking is less relevant.
- Large cities/large towns (40%) are the major destinations of tourism trips, followed by small towns (24%), the seaside (20%) and countryside/villages (19%).

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2007	123.46	100.17	13.12	8.85	394.4	307.8	47.4	32.1	21,238	16,531	2,836	1,418
ALL TOURISM – 2008	117.72	95.53	12.15	8.49	378.4	295.4	44.2	31.9	21,107	16,433	2,812	1,411
PURPOSE	%	%	%	%	%	%	%	%	%	%	%	%
Leisure	82	81	81	87	85	84	85	91	76	76	78	82
Holiday (total)	64	62	68	77	71	68	76	82	67	65	71	76
Holiday / pleasure / leisure	44	42	51	60	51	48	59	67	54	53	59	63
Visiting friends & relatives – mainly holiday	20	20	18	18	19	20	17	15	13	13	12	13
Visiting friends & relatives – mainly other	18	19	13	10	14	16	9	9	10	10	7	6
Visiting friends or relatives (total)	37	39	31	28	34	36	26	24	23	23	19	19
Business (total)	16	16	17	11	12	12	13	8	22	22	21	17
Business travel	15	16	16	10	11	12	12	7	21	22	20	16
To attend a conference	2	2	2	1	1	1	1	1	2	2	1	1
To attend an exhibition/trade show	1	1	*	*	*	*	*	*	1	1	*	*
To do paid work/on business	13	14	14	8	10	10	11	6	18	19	18	14
Travel/transport is my work	1	1	1	1	*	*	1	*	1	1	1	1
School trip	1	1	*	*	1	1	*	*	*	*	*	*
Other reason	1	2	1	1	2	2	1	1	1	1	1	1

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2007	123.46	100.17	13.12	8.85	394.4	307.8	47.4	32.1	21,238	16,531	2,836	1,418
ALL TOURISM – 2008	117.72	95.53	12.15	8.49	378.4	295.4	44.2	31.9	21,107	16,433	2,812	1,411
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	55	54	61	61	54	53	60	58	74	74	76	74
Serviced rented accommodation (sub-total)	37	37	43	31	27	27	31	22	54	54	56	42
Hotel/ motel/ guest house (sub-total 2)	33	33	38	25	23	24	27	17	48	49	50	34
Hotel/ Motel	31	31	36	23	22	22	25	15	46	47	49	31
Guest house	2	2	2	3	2	2	2	2	2	2	2	4
Paying guest (sub-total 2)	5	5	6	6	4	4	4	5	6	6	5	8
Farmhouse	1	1	1	1	1	1	1	1	1	1	1	1
Bed & Breakfast	4	4	5	5	3	3	3	4	5	5	4	7
Self-catering rented accommodation (sub-total)	16	14	16	28	23	22	26	34	18	18	18	30
Self catering in rented flat/apartment	2	1	2	2	3	2	6	3	3	2	3	3
Self catering in rented house/chalet/villa/bungalow/cottage	3	3	4	5	6	6	8	7	6	6	8	9
Holiday camp/ village-self catering	1	1	1	1	1	2	1	1	1	2	1	2
Camping	4	3	3	8	4	4	3	7	2	2	2	4
Caravan-towed/ campervan/ motorcaravan/ motorhome	3	3	3	6	5	5	5	8	3	3	2	5
Caravan- static not owned	3	2	3	6	4	4	4	8	3	3	3	7
Hostel (sub-total)	1	1	2	2	1	1	2	1	1	1	2	1
Hostel - official/group	1	1	1	1	1	*	1	1	*	*	1	*
Hostel - independent	1	1	1	1	1	1	1	1	1	1	1	1
Holiday camp/ village-serviced	1	1	*	1	1	1	*	1	*	1	*	*
University/ School	1	1	1	*	1	2	1	*	*	*	*	*
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	37	37	43	31	27	27	31	22	54	54	56	42
Other rented accommodation (EU definition sub-total)	13	13	12	24	18	18	15	27	12	12	10	19
Own home/ friend's home / relative's home (total)	43	44	40	39	43	44	38	40	24	24	22	24
Friend's home	15	16	13	10	12	13	10	9	8	9	7	6
Relative's home	24	25	22	19	25	26	21	19	12	12	12	10
Own second home/timeshare	1	1	1	1	1	1	2	2	1	1	1	1
Caravan- static owned	3	3	4	9	4	4	5	11	2	2	2	6
Boat(s)	*	*	*	*	1	1	*	*	1	1	*	*
Sleeper cab of lorry/truck	1	1	1	*	*	*	1	*	*	*	1	1
Transit	*	*	*	-	*	*	*	-	*	*	*	-
Other	1	1	1	1	2	2	1	1	1	1	1	1

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2007	123.46	100.17	13.12	8.85	394.4	307.8	47.4	32.1	21,238	16,531	2,836	1,418
ALL TOURISM – 2008	117.72	95.53	12.15	8.49	378.4	295.4	44.2	31.9	21,107	16,433	2,812	1,411
MAIN MODE OF TRANSPORT USED												
Public transport	21	20	27	13	22	21	27	15	25	24	33	17
Train	13	14	11	8	13	14	10	9	14	15	11	9
Regular bus/ coach	3	3	5	2	4	4	4	3	3	3	4	2
Sea/ air	4	3	12	3	5	3	12	3	8	5	18	5
Plane	4	3	11	2	4	3	11	3	7	5	17	5
Boat/ ship/ ferry	*	*	1	*	1	*	1	*	1	*	2	*
Personal transport	74	75	66	83	74	75	67	81	70	71	59	78
Car	73	74	64	81	72	73	65	79	69	70	58	77
Car - own/ friend's/ firm's	71	72	62	79	71	71	64	78	67	69	56	74
Car - hired	2	2	2	2	2	2	1	1	2	2	2	2
Motorised caravan/ camper/ dormobile	1	1	1	1	1	1	1	2	1	1	1	1
Motor cycle	*	*	*	*	*	*	*	*	*	*	*	*
Bicycle	*	*	*	*	*	*	*	*	*	*	*	*
Others	5	5	7	4	5	5	6	4	5	5	8	5
Organised coach tour	2	2	3	2	2	2	3	2	3	3	3	3
Hitch-hiking (in any vehicle)	*	*	-	-	*	*	-	-	*	*	-	-
Walked/ on foot	*	*	*	*	*	*	*	*	*	*	1	*
Lorry/ truck/ van	1	1	2	2	1	1	2	1	1	1	3	2
Minibus	1	1	1	*	1	1	1	*	1	1	1	*
Other	*	*	*	*	*	*	*	*	*	*	*	*
COUNTRY OF RESIDENCE												
England	85	92	47	76	85	91	52	79	83	88	60	82
Scotland	8	4	48	2	9	4	43	2	9	5	33	3
Wales	5	4	2	22	5	4	2	19	5	5	3	15
Northern Ireland	2	1	3	*	2	1	3	*	3	2	5	1
HOW TRIP BOOKED												
Firm booking	47	47	53	46	49	48	56	48	62	61	65	56
High street or on-line travel agent	3	3	4	2	3	3	4	1	5	4	7	3
Directly with a tour operator	4	4	4	5	5	5	5	7	5	5	5	7
Directly with accommodation provider	28	27	30	28	27	27	31	27	37	37	37	35
Directly with a transport provider	9	8	12	6	9	9	12	7	11	10	15	7
Directly with a Tourist Board / TIC	1	1	1	2	1	1	2	1	2	2	3	1
Booked online	25	24	30	21	25	24	31	22	34	34	39	28
Through some other source	3	3	3	4	4	4	4	4	4	4	4	3
Did not make firm bookings before trip	44	45	39	43	42	43	37	42	29	29	27	33
Don't Know	9	9	8	10	8	9	7	10	9	9	8	11

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2007	123.46	100.17	13.12	8.85	394.4	307.8	47.4	32.1	21,238	16,531	2,836	1,418
ALL TOURISM – 2008	117.72	95.53	12.15	8.49	378.4	295.4	44.2	31.9	21,107	16,433	2,812	1,411
WHETHER BOOKED ONLINE												
Booked online	25	24	30	21	25	24	31	22	34	34	39	28
Not booked online	75	76	70	79	75	76	69	78	66	66	61	78
PACKAGE TRIP												
Package trip	5	5	7	3	5	5	7	4	7	7	8	5
Not a package trip	95	95	92	96	94	94	92	96	92	92	91	94
Don't Know	1	1	1	1	1	*	1	1	1	1	1	1
TYPE OF LOCATION STAYED AT												
Seaside	20	19	14	35	24	24	16	40	21	22	14	35
Large city / large town	40	41	44	17	33	34	34	14	42	43	46	19
Small town	24	24	27	29	23	22	24	26	20	19	21	27
Countryside / village	19	18	22	22	20	19	25	20	17	16	19	19
MONTH TRIP STARTED												
January 2008	5	6	5	4	4	5	4	3	5	5	3	5
February 2008	7	7	7	7	6	6	5	5	6	6	5	6
March 2008	8	8	9	7	8	8	8	6	8	7	9	6
April 2008	7	7	7	7	7	7	9	5	8	8	7	7
May 2008	10	10	9	11	10	11	8	12	10	10	10	12
June 2008	9	9	8	10	10	10	10	10	10	10	11	10
July 2008	10	10	11	13	12	12	13	16	11	11	11	14
August 2008	12	11	13	17	15	14	17	23	13	12	15	17
September 2008	8	8	9	7	8	8	7	6	9	9	9	7
October 2008	8	8	9	8	7	7	8	6	8	8	8	9
November 2008	6	6	5	4	4	4	4	3	5	6	6	4
December 2008	8	9	8	5	8	8	7	6	7	7	6	5
DURATION OF TRIP												
1 night	29	31	22	18	n/a	n/a	n/a	n/a	19	21	12	12
2 nights	28	28	26	28	n/a	n/a	n/a	n/a	26	26	23	22
3 nights	14	14	16	17	n/a	n/a	n/a	n/a	15	15	16	18
4 nights	10	9	11	11	n/a	n/a	n/a	n/a	11	11	13	11
5 nights	5	5	6	7	n/a	n/a	n/a	n/a	6	6	7	7
6 nights	3	2	4	4	n/a	n/a	n/a	n/a	4	4	6	4
7 nights	6	6	8	8	n/a	n/a	n/a	n/a	9	9	12	13
8–13 nights	3	3	4	4	n/a	n/a	n/a	n/a	5	4	7	7
14 nights	1	1	1	2	n/a	n/a	n/a	n/a	2	2	2	4
15-20 nights	*	*	*	1	n/a	n/a	n/a	n/a	1	1	1	2
21 or more nights	1	1	1	1	n/a	n/a	n/a	n/a	1	1	2	1
Average duration of trip (nights)	3.21	3.11	3.74	3.81	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

TABLE 1 – All Tourism in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
ALL TOURISM – 2007	123.46	100.17	13.12	8.85	394.4	307.8	47.4	32.1	21,238	16,531	2,836	1,418
ALL TOURISM – 2008	117.72	95.53	12.15	8.49	378.4	295.4	44.2	31.9	21,107	16,433	2,812	1,411
CHILDREN IN HOUSEHOLD												
Yes	31	31	28	37	31	30	27	42	28	27	28	34
No	69	69	72	63	69	70	73	58	72	73	72	66
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	36	37	34	35	34	35	32	33	40	40	43	38
C1 (Clerical and supervisory)	32	33	30	30	30	30	30	32	30	31	27	30
C2 (Skilled manual)	17	16	20	18	18	18	20	17	16	16	18	17
DE (Unskilled, state pensioners etc.)	15	14	16	18	17	17	18	19	13	13	12	15
AGE OF RESPONDENT												
16-24	13	14	11	11	13	14	11	9	11	12	9	8
25-34	17	17	18	18	15	15	15	18	16	16	16	16
35-44	24	23	22	27	22	22	21	28	24	23	24	28
45-54	17	17	19	18	16	15	18	16	20	19	22	20
55-64	16	16	15	14	16	17	15	14	16	17	16	17
65+	13	13	14	12	18	17	21	15	13	13	13	12
LIFECYCLE OF RESPONDENT												
Age 16-34, unmarried, no children	15	16	13	12	14	16	11	10	14	15	11	10
Age 16-34, married, no children	6	6	6	7	5	5	6	5	7	7	6	6
Age 16-34, with children	9	8	9	10	9	8	9	12	7	7	8	8
Age 35-54, no children	20	19	23	19	16	16	20	15	24	23	27	22
Age 35-54, with children	22	22	18	26	22	21	18	29	20	20	19	25
Age 55+	29	29	30	26	34	34	36	29	29	29	29	28

Table 2a – HOLIDAY TRIPS IN THE UNITED KINGDOM

- UK residents made 75 million holiday trips in the UK in 2008, representing 267 million nights and over £14 billion in spending.
- Own homes and friends' or relatives' homes are widely used for holidays, accounting for over two in five trips (42%). They are more often used for short holidays of 1-3 nights (44%) than for long holidays of 4 nights or more (39%).
- The commercial accommodation sector accounts for three in five holiday trips (58%), with its share being higher for long trips (63%) than for short trips (55%). The pattern is very different between the serviced accommodation sector (principally hotels) and self-catering (mainly cottages and caravans).
- Serviced rented accommodation covers one-third of holiday trips (33%) but tends to be used more for short trips (39%) than for long trips (22%). In contrast, self-catering which also covers 23% of holiday trips is more often used on long holidays (39%) than on short holidays (14%).
- The car is the dominant mode of transport used for the longest part of the journey to the destination (76%). Public transport is used for 18% of holiday trips.
- Firm bookings were made before going for just over half of holiday trips (50%) and even more so on longer holidays (57%). This reflects the widespread use of friends' and relatives' homes and of private cars where advance booking is less relevant.
- Holiday trips are taken to a wide range of destinations – in large cities and towns (32% of all trips), small towns (23%), at the seaside (26%) and the countryside/villages accounting for 21%.
- Large cities and towns are more popular for short trips where they are clearly the leading type of destination (38% of all short holiday trips). In contrast, the seaside is more popular for long holiday trips (38% of all long holidays).

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2007	76.83	60.94	8.64	6.46	49.54	39.99	4.95	3.72	27.28	20.95	3.67	2.74
HOLIDAY TRIPS – 2008	75.43	59.50	8.29	6.56	49.84	40.21	4.79	3.87	25.59	19.29	3.50	2.70
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	58	57	62	62	55	54	60	60	63	63	65	65
Serviced rented accommodation (sub-total)	33	34	39	25	39	39	45	30	22	23	32	17
Hotel/ motel/ guest house (sub-total 2)	28	29	34	19	33	33	40	23	19	19	27	13
Hotel/ Motel	26	27	32	17	31	31	38	21	17	17	24	11
Guest house	2	2	2	2	2	2	1	2	2	2	3	2
Paying guest (sub-total 2)	5	5	6	6	6	6	5	7	5	5	7	5
Farmhouse	1	1	1	1	*	*	1	1	1	1	1	2
Bed & Breakfast	5	5	5	5	5	5	5	7	3	4	6	4
Self-catering rented accommodation (sub-total)	23	22	22	35	14	13	13	27	39	39	34	46
Self catering in rented flat/apartment	2	2	3	2	1	1	2	1	4	4	5	4
Self catering in rented house/chalet/villa/bungalow/cottage	5	5	6	6	2	2	1	3	11	11	12	11
Holiday camp/ village-self catering	2	2	1	1	1	1	*	1	3	3	2	2
Camping	5	5	5	10	5	4	5	11	6	6	5	7
Caravan-towed/ campervan/ motorcaravan/ motorhome	5	5	4	7	4	4	3	6	7	7	6	9
Caravan- static not owned	4	4	4	8	2	2	2	5	8	8	6	12

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2007	76.83	60.94	8.64	6.46	49.54	39.99	4.95	3.72	27.28	20.95	3.67	2.74
HOLIDAY TRIPS – 2008	75.43	59.50	8.29	6.56	49.84	40.21	4.79	3.87	25.59	19.29	3.50	2.70
ACCOMMODATION USED (CONT)	%	%	%	%	%	%	%	%	%	%	%	%
Hostel (Sub-total)	1	1	2	2	1	1	2	3	1	1	2	1
Hostel - official/group	*	*	1	1	*	*	1	2	*	*	*	-
Hostel - independent	1	1	1	1	1	1	1	1	1	1	1	1
Holiday camp/ village-serviced	1	1	*	1	*	*	*	*	1	2	*	1
University/ School	*	*	*	*	*	*	-	*	*	*	1	*
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	33	34	39	25	39	39	45	30	22	23	32	17
Other rented accommodation (EU definition)	18	17	16	29	14	13	12	26	26	27	20	33
Own home/ friend's home / relative's home	42	43	41	38	44	45	41	40	39	38	41	37
Friend's home	15	15	14	9	17	18	18	10	10	10	9	8
Relative's home	22	23	21	17	22	23	18	17	22	22	24	16
Own second home/timeshare	1	1	1	1	1	1	1	1	1	1	2	1
Caravan- static owned	5	4	5	12	4	3	4	12	6	6	7	11
Boat(s)	1	1	*	*	*	*	*	*	1	1	-	-
Sleeper cab of lorry/truck	*	*	-	-	*	*	-	-	-	-	-	-
Transit	*	*	*	-	*	*	-	-	*	*	*	-
Other	1	1	1	1	*	1	-	*	1	1	1	1

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2007	76.83	60.94	8.64	6.46	49.54	39.99	4.95	3.72	27.28	20.95	3.67	2.74
HOLIDAY TRIPS – 2008	75.43	59.50	8.29	6.56	49.84	40.21	4.79	3.87	25.59	19.29	3.50	2.70
MAIN MODE OF TRANSPORT USED												
Public transport	18	17	27	10	19	18	28	9	17	15	25	11
Train	11	12	10	6	12	13	12	5	9	9	8	7
Regular bus/ coach	3	3	5	2	3	3	5	2	4	4	6	2
Sea/ air	4	2	11	2	4	2	11	2	4	2	11	2
Plane	4	2	10	2	3	2	10	2	4	2	11	2
Boat/ ship/ ferry	*	*	1	*	*	*	1	*	1	*	1	-
Personal transport	78	79	67	87	78	78	68	88	78	79	66	85
Car	76	77	66	85	76	77	66	86	76	77	65	83
Car - own/ friend's/ firm's	75	76	64	84	75	76	65	85	74	76	64	81
Car - hired	1	1	1	1	1	1	2	*	1	1	1	1
Motorised caravan/ camper/ dormobile	1	1	1	2	1	1	1	1	2	2	2	2
Motor cycle	*	*	*	*	*	*	*	*	*	*	*	-
Bicycle	*	*	*	*	*	*	-	*	*	*	*	-
Others	4	4	5	3	3	3	4	3	5	5	8	4
Organised coach tour	3	3	4	2	2	2	2	2	5	4	7	4
Hitch-hiking (in any vehicle)	*	*	-	-	*	*	-	-	-	-	-	-
Walked/ on foot	*	*	*	*	*	*	*	*	*	*	*	*
Lorry/ truck/ van	*	*	-	*	*	*	-	*	*	*	-	*
Minibus	1	1	1	*	1	1	2	1	1	1	1	-
Other	*	*	*	-	*	*	*	-	*	*	*	-
HOW TRIP BOOKED												
Firm booking	50	50	56	46	46	46	52	41	57	57	61	54
High street or on-line travel agent	3	3	4	2	3	3	4	2	3	3	4	2
Directly with a tour operator	6	6	6	7	4	4	3	3	9	9	9	11
Directly with accommodation provider	29	29	30	27	28	28	31	26	30	31	30	29
Directly with a transport provider	8	7	13	5	8	8	12	5	8	7	14	5
Directly with a Tourist Board / TIC	1	1	2	2	1	1	1	2	2	2	2	2
Booked online	26	25	32	20	25	25	32	19	27	27	31	22
Through some other source	3	4	3	4	3	3	2	3	5	4	5	5
Did not make firm bookings before trip	42	42	37	45	46	46	41	49	34	34	33	38
Don't Know	8	8	7	9	8	8	7	10	9	9	7	8
PACKAGE TRIP												
Package trip	6	6	8	4	4	4	6	2	8	8	11	6
Not a package trip	94	94	91	96	95	95	93	98	91	91	88	94
Don't Know	*	*	1	*	1	*	1	*	*	*	1	*

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2007	76.83	60.94	8.64	6.46	49.54	39.99	4.95	3.72	27.28	20.95	3.67	2.74
HOLIDAY TRIPS – 2008	75.43	59.50	8.29	6.56	49.84	40.21	4.79	3.87	25.59	19.29	3.50	2.70
TYPE OF LOCATION STAYED AT												
Seaside	26	26	16	41	20	19	13	35	38	39	22	50
Large city / large town	32	33	39	12	38	39	46	14	21	21	30	10
Small town	23	23	27	28	24	23	22	31	23	21	33	24
Countryside / village	21	21	25	22	19	19	20	21	25	25	30	24
MONTH TRIP STARTED												
January 2008	4	4	3	3	5	5	4	4	2	2	2	1
February 2008	6	6	6	6	8	8	7	8	3	4	4	2
March 2008	8	8	8	6	8	8	9	7	7	8	7	5
April 2008	7	7	6	6	7	7	6	7	7	7	7	4
May 2008	11	11	10	11	11	11	11	9	10	10	7	14
June 2008	9	9	8	11	9	8	8	13	10	10	9	9
July 2008	11	11	12	13	9	9	9	10	15	14	17	18
August 2008	14	14	16	19	11	11	12	15	20	19	22	24
September 2008	8	8	9	8	8	8	10	8	8	8	7	7
October 2008	9	9	9	8	10	10	10	9	7	7	7	7
November 2008	5	5	5	3	5	6	6	3	3	3	3	3
December 2008	8	9	9	6	9	9	8	6	8	8	9	5
COUNTRY OF RESIDENCE												
England	84	91	47	75	84	92	38	70	85	90	59	84
Scotland	8	4	48	1	8	3	57	1	9	4	36	1
Wales	5	4	1	23	6	4	1	29	5	5	2	15
Northern Ireland	2	1	4	*	2	1	4	1	1	1	3	-
DURATION OF TRIP												
1 night	22	24	16	14	34	35	28	25	-	-	-	-
2 nights	28	28	25	27	42	41	43	46	-	-	-	-
3 nights	16	16	17	17	24	24	29	29	-	-	-	-
4 nights	11	11	12	12	-	-	-	-	32	33	28	29
5 nights	5	5	7	7	-	-	-	-	16	16	18	17
6 nights	3	3	4	4	-	-	-	-	10	10	10	10
7 nights	8	8	10	10	-	-	-	-	24	24	25	23
8-13 nights	4	3	5	5	-	-	-	-	11	10	13	12
14 nights	1	1	2	2	-	-	-	-	4	4	4	6
15-20 nights	*	*	*	1	-	-	-	-	1	1	1	2
21 or more nights	1	-	1	-	-	-	-	-	2	1	2	1
Average duration of trip (nights)	3.54	3.42	4.16	4.02	1.91	1.88	2.01	2.05	6.71	6.61	7.11	6.83

TABLE 2a - Holiday Trips in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY TRIPS – 2007	76.83	60.94	8.64	6.46	49.54	39.99	4.95	3.72	27.28	20.95	3.67	2.74
HOLIDAY TRIPS – 2008	75.43	59.50	8.29	6.56	49.84	40.21	4.79	3.87	25.59	19.29	3.50	2.70
CHILDREN IN HOUSEHOLD												
Yes	32	32	29	39	31	31	28	33	35	34	30	46
No	68	68	71	61	69	69	72	67	65	66	70	54
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	34	33	32	33	34	36	30	34	32	31	37	32
C1 (Clerical and supervisory)	32	33	30	30	33	34	31	28	30	30	27	32
C2 (Skilled manual)	18	17	20	18	17	16	23	19	18	18	16	17
DE (Unskilled, state pensioners etc.)	17	17	18	19	16	15	16	18	20	20	20	19
AGE OF RESPONDENT												
16-24	12	13	10	9	14	14	10	14	9	10	8	3
25-34	16	16	17	18	18	18	19	16	14	13	15	21
35-44	24	23	21	27	24	24	22	26	23	22	20	29
45-54	17	16	18	17	18	18	19	18	14	14	18	15
55-64	16	16	17	15	16	16	17	15	17	18	16	14
65+	15	15	17	14	10	10	12	10	24	24	23	19
LIFECYCLE OF RESPONDENT												
Age 16-34, unmarried, no children	14	15	11	10	16	17	14	14	9	10	8	5
Age 16-34, married, no children	6	6	5	6	7	7	6	9	3	3	4	2
Age 16-34, with children	9	9	10	11	8	8	9	7	10	10	11	16
Age 35-54, no children	18	18	21	17	20	20	23	20	13	12	18	14
Age 35-54, with children	22	22	18	27	22	22	18	25	24	23	19	30
Age 55+	31	31	34	28	26	26	29	25	41	42	40	33

Table 2b – HOLIDAY BEDNIGHTS IN THE UNITED KINGDOM

This section covers holiday tourism in terms of bednights. As evident in recent years, the overall pattern is very similar to that evident for trips, but some differences are highlighted below:

- Self-catering rented accommodation is slightly more important in terms of nights than in terms of trips (31% of nights compared with 23% of trips). This reflects the earlier finding that self-catering accommodation is used more for long holiday trips than for short holiday trips.
- Firm bookings are made before the trip for 53% of nights, slightly higher than for trips (50%), reflecting a greater tendency to pre-book for longer holidays.
- The seaside accounts for 31% of holiday nights, a higher proportion than in terms of trips (28%).
- There is a strong summer seasonal peak in terms of nights, with 32% of nights taken in July and August. This compares to 25% of trips.

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY NIGHTS – 2007	278.3	212.7	34.5	26.2	96.3	76.5	10.0	7.9	182.0	136.2	24.5	18.3
HOLIDAY NIGHTS – 2008	266.9	201.8	33.5	26.0	95.1	75.6	9.6	7.9	171.8	126.1	23.9	18.1
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	57	57	61	60	55	54	59	60	58	58	62	60
Serviced rented accommodation (sub-total)	24	24	27	18	36	37	42	28	17	17	21	13
Hotel/ motel/ guest house (sub-total 2)	20	20	23	13	31	31	37	22	14	14	17	9
Hotel/ Motel	18	19	21	11	29	29	36	19	12	13	15	7
Guest house	2	2	2	2	2	2	2	2	1	1	2	1
Paying guest (sub-total 2)	4	4	4	5	6	6	5	7	3	3	4	5
Farmhouse	1	1	1	2	*	*	1	1	1	1	1	2
Bed & Breakfast	3	3	3	4	5	5	4	6	2	2	2	3
Self-catering rented accommodation (sub-total)	31	30	32	40	17	16	15	29	39	39	39	45
Self catering in rented flat/apartment	4	3	7	3	1	1	2	1	5	4	9	4
Self catering in rented house/chalet/villa/bungalow/cottage	8	8	10	8	2	2	2	4	11	11	13	10
Holiday camp/ village-self catering	2	2	1	2	1	1	*	1	3	3	2	2
Camping	5	5	4	7	5	5	6	10	5	5	4	6
Caravan-towed/ campervan/ motorcaravan/ motorhome	7	7	5	10	4	4	3	7	8	8	6	11
Caravan- static not owned	6	6	5	10	3	2	2	6	8	7	6	12
Hostel (Sub-total)	1	1	1	1	1	1	2	2	1	1	1	1
Hostel - official/group	*	*	*	1	*	*	1	2	*	*	*	-
Hostel - independent	1	1	1	1	1	1	2	1	1	*	1	1
Holiday camp/ village-serviced	1	1	*	1	1	1	1	*	1	1	*	1
University/ School	*	*	*	*	*	*	-	*	*	*	1	*

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY NIGHTS – 2007	278.3	212.7	34.5	26.2	96.3	76.5	10.0	7.9	182.0	136.2	24.5	18.3
HOLIDAY NIGHTS – 2008	266.9	201.8	33.5	26.0	95.1	75.6	9.6	7.9	171.8	126.1	23.9	18.1
ACCOMMODATION USED (CONT)	%	%	%	%	%	%	%	%	%	%	%	%
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	24	24	27	18	36	37	42	28	17	17	21	13
Other rented accommodation (EU definition)	22	22	17	31	15	15	13	26	25	26	19	33
Own home/ friend's home / relative's home	41	41	38	38	44	44	41	40	40	40	37	38
Friend's home	12	13	9	8	16	16	17	10	10	11	6	8
Relative's home	22	22	20	15	22	23	18	16	21	21	21	15
Own second home/timeshare	2	1	2	1	1	1	1	2	2	2	2	1
Caravan- static owned	6	5	7	13	5	4	4	12	7	6	8	14
Boat(s)	1	1	*	*	*	*	*	*	1	1	-	-
Sleeper cab of lorry/truck	*	*	-	-	*	*	-	-	-	-	-	-
Transit	*	*	-	-	*	*	-	-	*	*	-	-
Other	1	*	1	1	*	1	-	*	1	*	1	1

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY NIGHTS				SHORT HOLIDAY NIGHTS (1-3 nights)				LONG HOLIDAY NIGHTS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY NIGHTS – 2007	278.3	212.7	34.5	26.2	96.3	76.5	10.0	7.9	182.0	136.2	24.5	18.3
HOLIDAY NIGHTS – 2008	266.9	201.8	33.5	26.0	95.1	75.6	9.6	7.9	171.8	126.1	23.9	18.1
MAIN MODE OF TRANSPORT USED												
Public transport	19	18	25	12	19	18	29	10	19	18	24	12
Train	10	11	9	7	12	13	11	6	10	10	8	7
Regular bus/ coach	4	4	5	3	3	2	5	2	4	5	5	3
Sea/ air	5	3	11	3	4	2	13	2	5	3	11	3
Plane	4	2	10	3	4	2	11	2	4	2	10	3
Boat/ ship/ ferry	1	*	1	*	*	*	1	*	1	*	1	-
Personal transport	77	78	69	85	78	79	67	87	77	78	70	85
Car	75	76	67	83	76	77	65	85	75	76	68	82
Car - own/ friend's/ firm's	74	75	67	82	75	76	64	84	73	75	68	81
Car - hired	1	1	1	1	1	1	1	*	1	1	1	1
Motorised caravan/ camper/ dormobile	2	2	1	2	1	1	1	1	2	2	1	3
Motor cycle	*	*	*	*	*	*	*	*	*	*	*	-
Bicycle	*	*	*	*	*	*	-	*	*	*	*	-
Others	4	4	6	3	3	3	4	3	4	4	6	3
Organised coach tour	3	3	4	2	2	2	2	2	3	3	5	2
Hitch-hiking (in any vehicle)	*	*	-	-	*	*	-	-	-	-	-	-
Walked/ on foot	*	*	*	*	*	*	*	*	*	*	*	*
Lorry/ truck/ van	*	*	-	*	*	*	-	*	*	*	-	*
Minibus	1	1	1	*	1	1	2	1	*	1	1	-
Other	*	*	*	-	*	*	*	-	*	*	*	-
HOW TRIP BOOKED												
Firm booking	53	53	60	50	48	47	54	43	57	56	62	52
High street or on-line travel agent	3	3	4	1	3	3	5	2	3	2	3	1
Directly with a tour operator	7	7	7	8	4	5	4	3	8	8	8	10
Directly with accommodation provider	30	30	32	28	29	28	31	27	30	31	33	28
Directly with a transport provider	9	8	13	7	8	8	13	6	9	8	13	7
Directly with a Tourist Board / TIC	2	2	2	2	1	1	1	2	2	2	2	1
Booked online	26	25	33	22	26	25	33	20	27	26	33	22
Through some other source	4	4	4	4	3	3	3	3	5	4	5	5
Did not make firm bookings before trip	38	39	34	41	44	45	39	48	35	36	32	38
Don't Know	8	8	6	9	8	8	7	9	8	9	6	9
PACKAGE TRIP												
Package trip	6	6	8	4	4	4	6	2	7	7	9	4
Not a package trip	94	94	91	96	95	95	93	97	93	93	91	95
Don't Know	*	*	1	*	1	1	1	1	*	*	1	*
TYPE OF LOCATION STAYED AT												
Seaside	31	31	17	46	22	21	13	37	36	38	18	50
Large city / large town	25	26	29	9	35	36	43	12	20	20	23	8
Small town	21	20	25	23	23	23	22	29	20	19	27	21
Countryside / village	23	22	29	21	20	20	21	22	24	23	32	21

TABLE 2b - Holiday Nights in the UK	ALL HOLIDAY NIGHTS				SHORT HOLIDAY NIGHTS (1-3 nights)				LONG HOLIDAY NIGHTS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				Millions			
HOLIDAY NIGHTS – 2007	278.3	212.7	34.5	26.2	96.3	76.5	10.0	7.9	182.0	136.2	24.5	18.3
HOLIDAY NIGHTS – 2008	266.9	201.8	33.5	26.0	95.1	75.6	9.6	7.9	171.8	126.1	23.9	18.1
MONTH TRIP STARTED												
January 2008	3	3	2	2	5	5	5	4	2	2	1	1
February 2008	5	5	5	3	8	8	8	8	3	3	3	1
March 2008	7	7	6	4	8	8	8	7	6	7	6	3
April 2008	7	7	9	4	7	7	6	7	7	7	10	3
May 2008	11	11	8	12	11	11	12	9	11	11	6	13
June 2008	10	9	10	10	9	8	8	13	10	10	12	9
July 2008	14	13	15	17	10	9	9	11	16	15	17	20
August 2008	18	17	19	25	12	11	13	16	21	20	22	29
September 2008	8	8	7	7	8	8	9	8	8	9	6	7
October 2008	7	7	8	7	10	10	10	9	6	6	7	5
November 2008	4	4	3	3	5	5	5	3	3	3	2	2
December 2008	8	8	8	6	8	9	7	5	8	7	9	6
COUNTRY OF RESIDENCE												
England	84	91	52	79	84	92	41	72	85	91	57	82
Scotland	9	4	43	1	8	3	53	1	9	4	39	1
Wales	5	4	2	19	6	4	1	26	5	4	2	16
Northern Ireland	2	1	3	*	3	1	5	1	1	1	2	-
CHILDREN IN HOUSEHOLD												
Yes	34	33	28	46	31	31	28	34	35	34	28	51
No	66	67	72	54	69	69	72	66	65	66	72	49
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	32	32	32	32	34	34	30	33	31	30	33	33
C1 (Clerical and supervisory)	31	31	31	30	32	33	32	28	30	29	30	31
C2 (Skilled manual)	18	18	19	18	18	17	22	21	18	19	17	17
DE (Unskilled, state pensioners etc.)	19	19	18	19	16	15	17	19	21	22	20	19
AGE OF RESPONDENT												
16-24	10	11	9	5	13	13	11	12	9	10	8	2
25-34	14	14	14	18	17	17	18	15	13	12	13	19
35-44	23	23	20	31	24	24	23	28	23	22	18	32
45-54	15	15	18	15	18	18	18	19	14	14	17	13
55-64	17	17	16	15	17	17	18	15	17	17	16	14
65+	20	20	24	16	11	11	12	11	24	25	28	18
LIFECYCLE OF RESPONDENT												
Age 16-34, unmarried, no children	11	12	9	7	15	16	14	12	9	10	7	4
Age 16-34, married, no children	4	4	5	4	7	7	6	8	3	3	4	2
Age 16-34, with children	9	9	9	13	8	8	9	6	10	9	10	15
Age 35-54, no children	15	15	19	14	20	20	23	20	13	12	18	12
Age 35-54, with children	23	23	18	32	22	22	18	27	24	24	18	34
Age 55+	37	37	40	31	28	28	30	26	41	42	44	33

Table 2c – HOLIDAY SPENDING IN THE UNITED KINGDOM

This section covers holiday tourism in terms of spending. The overall pattern, as evident in recent years, is very similar to that for trips and nights, but some differences are highlighted below:

- Serviced rented accommodation (principally hotels) is much more important in terms of spending (47%) than trips (33%) or nights (24%).
- Firm bookings made before going on trips account for two thirds of spending (64%), much higher than in terms of trips (50%) or nights (53%).
- The share of expenditure amongst those staying in own homes or homes of friends or relatives on holiday is much lower than the equivalent shares of trips and nights (24% compared to 42% of trips and 41% of bednights).

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2007	14,040	10,852	1,871	1,055	6,902	5,505	790	467	7,138	5,346	1,081	588
HOLIDAY SPEND – 2008	14,098	10,750	1,986	1,066	7,516	5,981	873	487	6,582	4,769	1,112	579
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	74	75	76	73	74	75	75	71	75	76	76	75
Serviced rented accommodation (sub-total)	47	48	50	33	60	61	63	46	31	31	39	23
Hotel/ motel/ guest house (sub-total 2)	40	41	45	25	53	54	58	35	26	26	34	17
Hotel/ Motel	38	39	42	22	50	51	56	31	23	23	32	14
Guest house	3	3	2	4	3	3	2	4	3	3	3	3
Paying guest (sub-total 2)	6	6	5	8	7	7	5	11	5	5	4	6
Farmhouse	1	1	1	1	*	*	1	1	1	1	1	2
Bed & Breakfast	5	6	4	7	7	7	4	10	4	4	3	4
Self-catering rented accommodation (sub-total)	26	25	24	38	12	12	10	23	42	43	35	50
Self catering in rented flat/apartment	3	3	4	4	2	1	3	2	5	5	5	6
Self catering in rented house/chalet/villa/bungalow/cottage	9	8	10	12	3	2	2	6	16	15	17	17
Holiday camp/ village-self catering	2	2	1	2	1	1	*	1	3	4	1	3
Camping	3	4	2	5	3	3	3	6	4	5	2	3
Caravan-towed/ campervan/ motorcaravan/ motorhome	4	4	2	6	2	2	1	3	6	6	4	9
Caravan- static not owned	5	5	4	9	2	2	1	4	8	8	7	12
Hostel (Sub-total)	1	1	1	1	1	1	2	2	1	1	1	1
Hostel - official/group	*	*	*	*	*	*	*	1	*	*	*	-
Hostel - independent	1	1	1	1	1	1	1	1	1	1	1	1
Holiday camp/ village-serviced	1	1	*	*	*	1	*	*	1	1	*	1
University/ School	*	*	*	*	*	*	-	1	*	*	*	*

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY TRIPS				SHORT HOLIDAY TRIPS (1-3 nights)				LONG HOLIDAY TRIPS (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2007	14,040	10,852	1,871	1,055	6,902	5,505	790	467	7,138	5,346	1,081	588
HOLIDAY SPEND – 2008	14,098	10,750	1,986	1,066	7,516	5,981	873	487	6,582	4,769	1,112	579
ACCOMMODATION USED (CONT)	%	%	%	%	%	%	%	%	%	%	%	%
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	47	48	50	33	60	61	63	46	31	31	39	23
Other rented accommodation (EU definition)	16	16	12	24	10	10	7	17	23	24	15	30
Own home/ friend's home / relative's home	24	24	24	26	25	24	25	29	23	23	23	23
Friend's home	9	9	8	7	11	11	12	9	6	6	5	5
Relative's home	12	11	12	9	11	11	10	10	12	11	14	9
Own second home/timeshare	1	1	1	1	1	1	1	2	1	1	1	1
Caravan- static owned	3	3	3	8	2	2	2	7	4	4	3	8
Boat(s)	1	1	*	*	*	*	*	*	1	2	-	-
Sleeper cab of lorry/truck	*	*	-	-	*	*	-	-	-	-	-	-
Transit	*	*	-	-	*	*	-	-	*	*	-	-
Other	*	*	1	1	*	*	-	*	1	*	1	1

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2007	14,040	10,852	1,871	1,055	6,902	5,505	790	467	7,138	5,346	1,081	588
HOLIDAY SPEND – 2008	14,098	10,750	1,986	1,066	7,516	5,981	873	487	6,582	4,769	1,112	579
MAIN MODE OF TRANSPORT USED												
Public transport	22	20	31	12	25	24	34	13	18	15	28	12
Train	12	13	10	6	15	16	13	6	8	8	8	7
Regular bus/ coach	3	3	5	2	3	3	4	1	4	4	5	2
Sea/ air	7	4	15	5	7	5	17	6	6	3	14	4
Plane	6	4	14	4	7	5	15	5	5	3	14	4
Boat/ ship/ ferry	1	*	1	*	1	*	2	*	1	*	1	-
Personal transport	74	75	63	84	71	72	62	84	77	80	64	83
Car	72	74	62	81	70	71	61	82	75	78	63	80
Car - own/ friend's/ firm's	71	73	60	81	69	70	57	82	73	77	62	79
Car - hired	1	1	2	1	1	1	4	*	2	2	1	2
Motorised caravan/ camper/ dormobile	1	1	1	2	1	1	1	1	1	1	1	2
Motor cycle	*	*	*	*	*	*	*	1	*	*	1	-
Bicycle	*	*	*	*	*	*	-	*	*	*	*	-
Others	5	4	6	4	4	4	3	3	6	5	8	5
Organised coach tour	3	3	4	3	2	2	2	2	5	4	6	4
Hitch-hiking (in any vehicle)	*	*	-	-	*	*	-	-	-	-	-	-
Walked/ on foot	*	*	1	*	*	*	*	*	*	*	1	*
Lorry/ truck/ van	*	*	-	1	*	*	-	1	*	*	-	*
Minibus	1	1	1	*	1	1	1	*	*	*	*	-
Other	*	*	*	-	*	*	*	-	*	*	*	-
HOW TRIP BOOKED												
Firm booking	64	64	68	57	61	61	68	51	68	69	68	61
High street or on-line travel agent	5	4	6	2	5	5	7	3	4	3	5	2
Directly with a tour operator	7	7	7	9	4	5	3	3	10	10	9	13
Directly with accommodation provider	39	39	38	35	38	38	40	32	39	40	38	37
Directly with a transport provider	10	9	15	7	11	10	17	9	9	8	14	5
Directly with a Tourist Board / TIC	2	2	4	2	2	2	4	3	3	3	4	1
Booked online	35	35	40	27	36	36	43	26	34	34	38	27
Through some other source	4	4	3	3	3	3	2	3	4	5	5	3
Did not make firm bookings before trip	27	27	25	34	31	31	24	40	24	23	25	30
Don't Know	8	8	7	9	8	8	7	10	8	8	8	8
PACKAGE TRIP												
Package trip	8	8	10	6	7	8	8	3	9	10	10	7
Not a package trip	91	91	90	94	92	92	91	96	90	90	89	92
Don't Know	*	*	1	*	1	*	1	*	*	*	*	*

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2007	14,040	10,852	1,871	1,055	6,902	5,505	790	467	7,138	5,346	1,081	588
HOLIDAY SPEND – 2008	14,098	10,750	1,986	1,066	7,516	5,981	873	487	6,582	4,769	1,112	579
TYPE OF LOCATION STAYED AT												
Seaside	28	29	16	42	19	20	10	31	38	41	20	51
Large city / large town	32	33	39	12	44	45	53	19	19	18	27	7
Small town	19	18	23	25	19	18	18	31	19	17	27	21
Countryside / village	20	20	22	20	17	16	18	20	24	24	26	21
MONTH TRIP STARTED												
January 2008	3	4	2	3	5	5	4	6	1	1	1	1
February 2008	5	5	5	5	7	7	7	9	3	3	4	1
March 2008	7	7	8	5	8	8	8	6	7	6	7	5
April 2008	7	8	7	6	8	8	6	10	7	7	7	4
May 2008	10	11	9	11	11	11	13	9	10	10	5	13
June 2008	10	10	11	11	9	9	10	12	12	12	11	11
July 2008	13	12	13	15	9	9	8	10	17	16	17	19
August 2008	15	14	17	20	10	10	10	11	21	20	22	28
September 2008	9	9	8	7	8	8	9	6	9	10	7	7
October 2008	8	8	8	8	10	10	10	11	5	5	6	5
November 2008	5	5	6	4	6	7	6	4	3	3	6	3
December 2008	7	6	8	5	7	7	9	7	6	5	6	4
COUNTRY OF RESIDENCE												
England	82	88	59	82	80	87	50	75	84	89	67	88
Scotland	9	5	34	2	9	5	40	3	9	5	27	1
Wales	5	5	2	16	6	5	2	21	5	5	3	11
Northern Ireland	3	2	5	*	5	3	8	1	2	1	3	-
DURATION OF TRIP												
1 night	13	14	7	8	24	26	17	19	-	-	-	-
2 nights	24	24	21	20	44	44	49	44	-	-	-	-
3 nights	17	17	15	17	31	30	35	38	-	-	-	-
4 nights	12	12	12	12	-	-	-	-	25	27	21	22
5 nights	6	6	9	7	-	-	-	-	14	13	16	13
6 nights	5	5	8	5	-	-	-	-	11	10	15	10
7 nights	13	12	14	15	-	-	-	-	28	28	26	28
8-13 nights	6	5	8	8	-	-	-	-	13	12	15	15
14 nights	3	3	2	5	-	-	-	-	6	6	3	9
15-20 nights	1	1	*	1	-	-	-	-	2	2	1	2
21 or more nights	1	1	2	1	-	-	-	-	2	2	3	1
Average duration of trip (nights)	4.5	4.33	5.08	5.08	2.07	2.04	2.18	2.19	7.29	7.22	7.48	7.52

TABLE 2c - Holiday Spend in the UK	ALL HOLIDAY SPEND				SHORT HOLIDAY SPEND (1-3 nights)				LONG HOLIDAY SPEND (4+ nights)			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
HOLIDAY SPEND – 2007	14,040	10,852	1,871	1,055	6,902	5,505	790	467	7,138	5,346	1,081	588
HOLIDAY SPEND – 2008	14,098	10,750	1,986	1,066	7,516	5,981	873	487	6,582	4,769	1,112	579
CHILDREN IN HOUSEHOLD												
Yes	27	26	26	36	25	25	29	28	29	29	23	42
No	73	74	74	64	75	75	71	72	71	71	77	58
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	37	36	41	36	38	39	36	32	36	34	46	40
C1 (Clerical and supervisory)	30	31	28	30	31	32	29	33	29	29	28	27
C2 (Skilled manual)	17	17	16	18	17	16	22	20	17	18	12	17
DE (Unskilled, state pensioners etc.)	16	16	14	17	13	13	14	16	18	19	15	16
AGE OF RESPONDENT												
16-24	12	13	8	7	14	15	9	12	9	11	8	2
25-34	15	15	15	15	17	17	20	16	12	12	10	15
35-44	22	21	22	27	23	23	23	25	20	19	20	29
45-54	19	18	21	18	20	20	23	20	17	17	21	16
55-64	18	17	18	18	16	16	16	18	19	19	19	19
65+	16	16	16	14	9	9	9	9	23	23	22	19
LIFECYCLE OF RESPONDENT												
Age 16-34, unmarried, no children	13	14	9	9	17	18	11	14	9	10	7	5
Age 16-34, married, no children	6	6	6	5	7	7	9	8	4	5	4	2
Age 16-34, with children	7	7	8	8	7	7	8	5	8	7	7	10
Age 35-54, no children	21	21	26	19	26	25	26	23	17	15	26	15
Age 35-54, with children	19	19	18	26	18	17	20	22	20	20	15	30
Age 55+	33	33	34	33	26	26	25	27	42	42	41	38

Table 3 – ALL TOURISM – DESTINATION & PURPOSE

This section provides a regional breakdown of tourism volume and value in England, Scotland and Wales in 2008.

The relative 'strengths' of individual English regions include:

- Holidays – South West
- VFR – South East
- Business - London, South East and the West Midlands.

The regional breakdowns for Scotland and Wales are based on small sample sizes and are therefore subject to much wider margins of error.

TABLE 3 – Destination & Purpose	ALL TOURISM			ALL HOLIDAYS			VFR NON HOLIDAY			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
January-December 2008	Millions			Millions			Millions			Millions		
ENGLAND												
North East (ONE)	4.02	12.2	697	2.44	7.9	381	0.69	1.9	89	0.73	2.0	206
North West (NWDA)	12.97	36.6	2,338	8.60	25.5	1,614	2.14	6.0	239	1.89	3.7	434
Yorkshire	9.55	26.5	1,397	6.32	19.4	929	1.52	3.7	138	1.45	3.0	302
West Midlands (AWM)	7.76	20.7	1,149	4.03	11.4	568	1.57	3.8	142	1.90	3.8	397
East Midlands (EMDA)	7.28	22.3	1,060	4.66	15.8	715	1.17	2.8	109	0.99	2.5	204
East of England (EEDA)	9.22	29.1	1,362	5.87	20.5	876	1.85	4.5	151	1.28	3.3	295
London	11.32	27.4	2,356	6.05	15.0	1,344	2.25	6.0	228	2.78	6.1	753
South West (SWRDA)	18.93	71.7	3,639	13.10	55.6	2,779	3.08	8.8	281	2.17	4.9	503
South East (SEEDA)	16.30	47.5	2,350	9.51	29.8	1,476	4.03	9.1	322	2.30	5.5	491
SCOTLAND												
Scotland - North	3.01	13.4	726	2.07	10.3	471	0.31	1.0	49	0.54	1.9	187
Scotland - West	4.37	14.0	937	3.02	11.1	674	0.69	1.6	83	0.61	1.1	165
Scotland – East	4.10	12.4	916	2.76	8.6	650	0.47	1.2	59	0.73	2.0	189
Scotland - South	1.09	3.8	214	0.81	3.2	176	0.15	0.3	17	0.09	0.2	16
Edinburgh	2.12	6.1	540	1.44	4.1	375	0.21	0.5	32	0.43	1.2	130
Glasgow	1.46	3.7	376	0.93	2.8	230	0.16	0.4	22	0.36	0.6	121
WALES												
North Wales	3.18	12.0	499	2.76	10.7	431	0.22	0.7	20	0.17	0.4	41
Mid Wales	1.43	5.7	241	1.20	5.0	212	0.10	0.4	7	0.10	0.3	16
South West Wales	1.64	6.7	262	1.34	5.9	214	0.12	0.3	14	0.14	0.4	28
South East Wales	2.22	6.8	386	1.23	3.7	185	0.42	1.6	48	0.46	1.3	135

Table 4 – BUSINESS & WORK TOURISM IN THE UNITED KINGDOM

- UK residents made 18.2 million business and work trips in the United Kingdom in 2008. This represents 43 million bed nights and £4.5 billion expenditure.
- Commercial accommodation is used on six in every seven business trips (86%), mainly in hotels/motels/guesthouses (74%). However it is worth noting that nearly one in ten of business and work trips involve staying in own or friends' and relatives' homes (8%).
- The car is the main form of transport used for the journey to the destination (61% of trips). Public transport is used in a quarter of business and work trips (31%) – especially train (20%) and plane (8%).
- Business and work trips tend to be short, with nearly half involving only one night away from home (47%).
- Almost half (48%) of trips are taken by those in the professional and managerial (AB) socio-economic group, over twice the share of the UK adult population (20%).

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
BUSINESS & WORK TOURISM – 2007	18.74	15.45	2.28	0.82	45.0	35.8	6.3	2.0	4,451	3,500	637	183
BUSINESS & WORK TOURISM – 2008	18.20	15.17	1.93	0.85	42.9	34.9	5.1	2.3	4,483	3,594	557	220
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	86	85	86	92	81	79	84	94	93	93	91	97
Serviced rented accommodation (sub-total)	79	79	78	85	70	69	70	80	87	88	85	90
Hotel/ motel/ guest house (sub-total 2)	74	74	71	81	64	63	63	74	83	83	78	87
Hotel/ Motel	72	72	68	75	61	61	61	69	81	81	77	81
Guest house	2	2	3	6	3	3	2	6	2	2	1	5
Paying guest (sub-total 2)	5	5	8	5	6	6	7	5	5	5	7	4
Farmhouse	*	*	-	1	*	*	-	-	*	*	-	-
Bed & Breakfast	5	5	8	5	6	5	7	5	4	4	7	4
Self-catering rented accommodation (sub-total)	4	4	2	7	7	6	8	12	3	3	2	5
Self catering in rented flat/apartment	1	1	1	1	2	1	3	2	1	1	1	3
Self catering in rented house/chalet/villa/bungalow/cottage	1	1	-	2	2	2	-	3	1	1	-	1
Holiday camp/ village-self catering	*	*	-	-	*	*	-	-	*	*	-	-
Camping	1	1	-	4	1	1	-	8	*	*	-	1
Caravan-towed/ campervan/ motorcaravan/ motorhome	1	1	1	-	2	1	5	-	*	*	1	-
Caravan- static not owned	*	*	-	-	*	*	-	-	*	*	-	-
Hostel (Sub-total)	2	2	3	2	2	2	4	2	2	1	3	2
Hostel - official/group	1	1	3	*	1	1	4	1	1	1	1	*
Hostel - independent	1	1	*	1	1	1	*	1	1	1	1	1
Holiday camp/ village-serviced	-	-	-	-	-	-	-	-	-	-	-	-
University/ School	1	1	2	-	2	2	2	-	1	1	1	-

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
BUSINESS & WORK TOURISM – 2007	18.74	15.45	2.28	0.82	45.0	35.8	6.3	2.0	4,451	3,500	637	183
BUSINESS & WORK TOURISM – 2008	18.20	15.17	1.93	0.85	42.9	34.9	5.1	2.3	4,483	3,594	557	220
ACCOMMODATION USED (CONT)	%	%	%	%	%	%	%	%	%	%	%	%
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	79	79	78	85	70	69	70	80	87	88	85	90
Other rented accommodation (EU definition)	5	5	6	6	7	7	12	9	3	3	5	3
Own home/ friend's home / relative's home	8	9	7	7	10	11	6	5	4	4	3	3
Friend's home	5	5	2	5	6	7	1	2	2	2	1	1
Relative's home	3	3	4	-	3	3	4	-	1	1	2	-
Own second home/timeshare	1	1	1	2	2	2	1	3	*	*	*	1
Caravan- static owned	-	-	-	-	-	-	-	-	-	-	-	-
Boat(s)	*	*	*	-	1	1	*	-	*	*	2	-
Sleeper cab of lorry/truck	2	2	4	-	2	2	3	-	1	1	2	-
Transit	*	*	1	-	*	*	1	-	*	*	1	-
Other	4	4	3	1	7	7	5	1	2	2	2	*

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
BUSINESS & WORK TOURISM – 2007	18.74	15.45	2.28	0.82	45.0	35.8	6.3	2.0	4,451	3,500	637	183
BUSINESS & WORK TOURISM – 2008	18.20	15.17	1.93	0.85	42.9	34.9	5.1	2.3	4,483	3,594	557	220
MAIN MODE OF TRANSPORT USED												
Public transport	31	30	36	23	30	29	33	23	35	33	46	34
Train	20	22	13	12	19	21	10	11	21	23	12	19
Regular bus/ coach	2	2	3	3	3	2	2	8	2	2	2	6
Sea/ air	8	6	20	8	8	6	21	4	12	8	33	9
Plane	8	6	19	8	8	6	20	4	11	8	28	9
Boat/ ship/ ferry	*	*	1	-	*	*	1	-	1	*	4	-
Personal transport	62	63	50	67	62	63	53	63	58	61	41	58
Car	61	63	48	67	60	62	51	63	57	60	41	58
Car - own/ friend's/ firm's	57	59	44	60	57	58	49	60	54	56	38	51
Car - hired	4	3	4	7	3	4	2	3	4	4	2	7
Motorised caravan/ camper/ dormobile	*	*	1	-	1	1	1	-	*	*	*	-
Motor cycle	*	*	2	-	*	*	1	-	*	*	*	-
Bicycle	*	*	-	-	*	*	-	-	*	*	-	-
Others	8	7	14	10	9	8	14	14	7	6	13	8
Organised coach tour	1	1	1	2	1	1	2	1	1	1	1	2
Hitch-hiking (in any vehicle)	*	*	-	-	*	*	-	-	*	*	-	-
Walked/ on foot	*	*	-	-	*	*	-	-	*	*	-	-
Lorry/ truck/ van	5	5	11	7	6	4	11	11	5	4	11	6
Minibus	1	1	2	1	1	2	1	1	1	1	1	1
Other	*	*	-	1	*	*	-	2	*	*	-	*
MONTH TRIP STARTED												
January 2008	8	9	6	7	8	8	6	12	9	10	6	11
February 2008	9	9	7	10	8	8	5	10	8	9	5	8
March 2008	9	8	9	12	8	8	6	10	8	7	9	9
April 2008	9	9	8	8	10	11	7	7	9	10	8	7
May 2008	9	9	10	9	9	9	9	13	9	9	12	15
June 2008	10	10	10	7	11	11	11	4	10	10	11	6
July 2008	10	10	8	8	8	9	6	8	10	10	6	10
August 2008	7	7	7	10	9	8	12	14	7	6	11	7
September 2008	9	9	11	6	10	10	13	6	10	10	13	7
October 2008	8	7	9	11	8	8	10	12	8	7	7	15
November 2008	7	6	10	8	6	6	10	4	6	6	8	6
December 2008	6	6	5	3	5	5	6	1	6	6	3	1
COUNTRY OF RESIDENCE												
England	86	90	60	80	84	89	61	81	84	88	65	82
Scotland	9	5	35	5	9	5	35	4	10	6	27	8
Wales	4	3	3	14	5	4	2	13	3	3	5	8
Northern Ireland	2	1	2	1	2	2	2	1	3	2	3	2

TABLE 4 – Business & Work Tourism	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
BUSINESS & WORK TOURISM – 2007	18.74	15.45	2.28	0.82	45.0	35.8	6.3	2.0	4,451	3,500	637	183
BUSINESS & WORK TOURISM – 2008	18.20	15.17	1.93	0.85	42.9	34.9	5.1	2.3	4,483	3,594	557	220
DURATION OF TRIP												
1 night	46	47	40	37	n/a	n/a	n/a	n/a	33	35	27	24
2 nights	27	28	23	27	n/a	n/a	n/a	n/a	30	31	21	27
3 nights	9	8	15	15	n/a	n/a	n/a	n/a	12	10	18	18
4 nights	9	8	13	7	n/a	n/a	n/a	n/a	11	10	17	8
5 nights	4	5	3	6	n/a	n/a	n/a	n/a	6	6	3	7
6 nights	1	1	1	4	n/a	n/a	n/a	n/a	1	1	*	1
7 nights	1	1	2	2	n/a	n/a	n/a	n/a	2	1	3	6
8–13 nights	1	1	1	1	n/a	n/a	n/a	n/a	2	2	4	2
14 nights	*	*	1	-	n/a	n/a	n/a	n/a	1	1	4	--
15-20 nights	*	*	*	2	n/a	n/a	n/a	n/a	1	*	2	6
21 or more nights	*	*	1	-	n/a	n/a	n/a	n/a	2	2	2	-
Average duration of trip (nights)	2.36	2.31	2.7	2.76	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	48	48	45	51	41	42	37	40	53	53	51	50
C1 (Clerical and supervisory)	33	34	29	32	32	33	26	36	31	33	22	34
C2 (Skilled manual)	13	12	20	9	20	19	34	13	13	11	24	10
DE (Unskilled, state pensioners etc.)	5	5	7	7	7	7	3	12	4	4	4	5
AGE OF RESPONDENT												
16-24	8	7	13	11	11	11	12	10	6	5	11	12
25-34	20	20	21	14	21	20	23	21	20	21	17	17
35-44	31	31	30	29	29	29	36	20	34	33	38	30
45-54	25	25	23	30	22	22	18	35	25	25	24	28
55-64	13	14	10	15	13	14	9	12	12	13	10	11
65+	3	3	2	2	3	3	1	2	2	2	1	1

Table 5 – VISITS TO FRIENDS & RELATIVES

It should be noted that VFR trips do not include holiday trips to visit friends and relatives – these are included in Holiday Tourism trips.

- UK residents made 21 million VFR trips in the UK in 2008. They stayed away from home for some 55 million bed nights, generating in the region of £2 billion expenditure
- As would be expected, the vast majority of VFR trips do involve staying in own homes or homes of friends and relatives (82% of trips), however a minority (19%) use commercial accommodation, and this accounts for a third of spending (33%).
- As with other types of tourism, the private car is the most widely used transport for the journey to the destination (76% of trips).
- Large cities/large towns and small towns are the main types of destination for VFR trips (46% and 29% respectively), reflecting the concentration of population.
- VFR trips are spread fairly evenly throughout the year, with a slight peak in December, reflecting the Christmas period.
- One in five of VFR trips (21%) are made by 16-24 year olds, a greater proportion than for All Tourism, where only 13% of trips are made by this youngest age-group.

TABLE 5 – Visiting Friends/Relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
VFR TOURISM – 2007	24.71	21.23	1.85	1.28	60.5	50.8	5.2	3.2	2,261	1,813	275	114
VFR TOURISM – 2008	20.63	17.96	1.60	0.85	54.5	46.6	4.2	3.0	2,040	1,702	208	90
ACCOMMODATION USED	%	%	%	%	%	%	%	%	%	%	%	%
Commercial accommodation (total)	19	18	27	26	15	14	22	19	33	32	43	38
Serviced rented accommodation (sub-total)	17	16	24	24	13	12	18	17	30	28	36	35
Hotel/ motel/ guest house (sub-total 2)	15	14	19	19	11	10	13	14	25	25	30	20
Hotel/ Motel	14	14	19	16	10	9	13	13	25	25	30	19
Guest house	*	*	-	3	1	1	-	1	1	1	-	2
Paying guest (sub-total 2)	2	2	5	6	2	2	5	3	4	3	6	15
Farmhouse	*	*	1	1	*	*	2	*	1	*	1	2
Bed & Breakfast	2	2	4	5	2	1	4	3	4	3	5	13
Self-catering rented accommodation (sub-total)	1	1	3	1	2	2	5	1	3	2	7	2
Self catering in rented flat/apartment	*	*	1	-	*	*	1	-	1	1	1	-
Self catering in rented house/chalet/villa/bungalow/cottage	*	*	2	-	*	*	3	-	1	*	5	-
Holiday camp/ village-self catering	-	-	-	-	-	-	-	-	-	-	-	-
Camping	*	*	-	-	*	*	-	-	*	*	-	-
Caravan-towed/ campervan/ motorcaravan/ motorhome	*	*	*	*	1	1	*	1	*	*	*	1
Caravan- static not owned	*	*	*	1	*	*	*	*	*	*	*	1
Hostel (Sub-total)	*	*	-	-	*	*	-	-	1	1	-	-
Hostel - official/group	*	*	-	-	*	*	-	-	*	*	-	-
Hostel - independent	*	*	-	-	*	*	-	-	1	1	-	-
Holiday camp/ village-serviced	-	-	-	-	-	-	-	-	-	-	-	-
University/ School	*	*	-	1	*	*	-	*	*	*	-	1

TABLE 5 - Holiday Trips in the UK	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
VFR TOURISM – 2007	24.71	21.23	1.85	1.28	60.5	50.8	5.2	3.2	2,261	1,813	275	114
VFR TOURISM – 2008	20.63	17.96	1.60	0.85	54.5	46.6	4.2	3.0	2,040	1,702	208	90
ACCOMMODATION USED (CONT)	%	%	%	%	%	%	%	%	%	%	%	%
Hotel/ motel/ guesthouse/ B&B (EU definition sub-total)	17	16	24	24	13	12	18	17	30	28	36	35
Other rented accommodation (EU definition)	1	1	1	2	1	1	1	2	2	2	*	3
Own home/ friend's home / relative's home	82	83	77	75	85	86	78	81	66	67	57	62
Friend's home	28	29	25	18	21	21	21	18	22	22	22	13
Relative's home	54	55	51	57	63	64	55	64	44	44	33	49
Own second home/timeshare	*	*	1	-	*	1	*	-	*	*	*	-
Caravan- static owned	*	*	2	-	*	*	1	-	*	*	1	-
Boat(s)	*	*	-	-	*	*	-	-	*	*	-	-
Sleeper cab of lorry/truck	-	-	-	-	-	-	-	-	-	-	-	-
Transit	*	*	-	-	*	*	-	-	*	*	-	-
Other	*	*	-	1	*	*	-	*	*	1	-	*

TABLE 5 - Visiting Friends & relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
VFR TOURISM – 2007	24.71	21.23	1.85	1.28	60.5	50.8	5.2	3.2	2,261	1,813	275	114
VFR TOURISM – 2008	20.63	17.96	1.60	0.85	54.5	46.6	4.2	3.0	2,040	1,702	208	90
MAIN MODE OF TRANSPORT USED												
Public transport	20	20	20	20	24	23	22	32	24	24	24	17
Train	13	14	9	15	16	16	11	23	15	16	10	14
Regular bus/ coach	4	4	4	3	5	5	3	7	3	4	2	2
Sea/ air	3	2	7	2	3	2	8	1	6	4	13	1
Plane	2	2	6	2	3	2	7	1	5	4	13	1
Boat/ ship/ ferry	*	*	*	-	*	*	1	-	1	1	*	-
Personal transport	77	77	77	80	74	75	76	68	73	74	73	83
Car	76	77	77	80	74	74	75	68	73	73	73	83
Car - own/ friend's/ firm's	75	75	75	76	73	73	73	65	71	72	68	75
Car - hired	1	1	1	4	1	1	2	3	2	1	5	8
Motorised caravan/ camper/ dormobile	*	*	1	-	*	*	1	-	*	*	*	-
Motor cycle	*	*	-	-	*	*	-	-	*	*	-	-
Bicycle	*	*	-	-	*	*	-	-	*	*	-	-
Others	2	3	3	-	2	2	2	-	2	2	2	-
Organised coach tour	1	1	1	-	1	1	1	-	1	1	2	-
Hitch-hiking (in any vehicle)	-	-	-	-	-	-	-	-	-	-	-	-
Walked/ on foot	1	1	2	-	1	1	1	-	*	*	*	-
Lorry/ truck/ van	*	*	-	-	*	*	-	-	*	*	-	-
Minibus	1	1	-	-	*	*	-	-	*	*	-	-
Other	*	*	-	-	*	*	-	-	*	*	-	-
HOW TRIP BOOKED												
Firm booking	28	26	31	36	29	28	30	34	41	39	46	49
High street or on-line travel agent	1	1	2	-	1	1	2	-	2	2	4	-
Directly with a tour operator	1	2	1	1	2	2	1	2	1	1	1	2
Directly with accommodation provider	15	15	17	23	12	12	16	17	24	24	25	32
Directly with a transport provider	8	8	8	12	12	11	10	16	12	11	11	14
Directly with a Tourist Board / TIC	*	*	1	-	*	*	1	-	*	*	2	-
Booked online	14	13	20	14	16	15	22	18	22	20	32	21
Through some other source	1	1	1	-	2	2	*	-	2	2	2	-
Did not make firm bookings before trip	67	69	61	59	67	68	63	63	53	54	48	45
Don't Know	5	5	9	6	5	5	7	3	6	6	7	6
PACKAGE TRIP												
Package trip	1	1	1	-	1	1	1	-	3	3	2	-
Not a package trip	98	98	97	99	99	99	98	99	97	96	96	100
Don't Know	1	1	1	1	1	*	1	1	1	1	2	*

TABLE 5 - Visiting Friends & relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
VFR TOURISM – 2007	24.71	21.23	1.85	1.28	60.5	50.8	5.2	3.2	2,261	1,813	275	114
VFR TOURISM – 2008	20.63	17.96	1.60	0.85	54.5	46.6	4.2	3.0	2,040	1,702	208	90
TYPE OF LOCATION STAYED AT												
Seaside	9	8	11	18	9	9	11	15	10	10	11	18
Large city / large town	46	48	43	23	47	49	40	27	49	50	44	25
Small town	29	29	32	33	27	26	31	39	25	24	28	37
Countryside / village	17	16	19	27	16	16	18	20	15	15	16	20
MONTH TRIP STARTED												
January 2008	8	8	8	10	7	7	7	5	6	6	5	9
February 2008	9	8	10	12	8	8	9	9	7	7	10	7
March 2008	8	7	11	11	9	8	11	13	8	7	15	9
April 2008	8	8	11	8	8	7	12	11	8	8	9	12
May 2008	9	9	8	11	10	10	11	8	10	10	14	13
June 2008	8	8	9	4	10	10	11	10	9	9	10	2
July 2008	7	7	7	16	8	7	9	10	9	8	8	15
August 2008	8	8	8	12	8	8	5	11	9	9	9	14
September 2008	8	9	6	2	7	8	6	1	8	9	5	1
October 2008	9	9	10	3	8	8	9	2	10	10	7	8
November 2008	7	8	4	4	6	6	3	6	7	8	1	2
December 2008	11	11	8	6	12	12	6	15	9	9	6	8
COUNTRY OF RESIDENCE												
England	87	93	35	76	86	91	46	80	84	89	58	79
Scotland	8	3	62	3	9	5	52	2	9	5	39	4
Wales	4	3	2	22	4	4	2	18	6	5	2	17
Northern Ireland	1	*	1	-	1	*	1	-	1	1	1	-
DURATION OF TRIP												
1 night	40	41	32	24	n/a	n/a	n/a	n/a	26	28	19	13
2 nights	30	30	33	35	n/a	n/a	n/a	n/a	30	30	30	36
3 nights	13	12	15	20	n/a	n/a	n/a	n/a	16	15	17	28
4 nights	5	5	8	8	n/a	n/a	n/a	n/a	8	7	9	7
5 nights	3	3	4	3	n/a	n/a	n/a	n/a	5	5	4	2
6 nights	1	1	2	-	n/a	n/a	n/a	n/a	2	2	3	-
7 nights	3	3	3	3	n/a	n/a	n/a	n/a	4	4	6	6
8-13 nights	2	2	3	3	n/a	n/a	n/a	n/a	5	5	5	3
14 nights	1	1	1	1	n/a	n/a	n/a	n/a	1	1	1	2
15-20 nights	*	*	*	-	n/a	n/a	n/a	n/a	1	1	4	-
21 or more nights	1	1	*	3	n/a	n/a	n/a	n/a	1	1	1	2
Average duration of trip (nights)	2.64	2.61	2.73	3.57	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

TABLE 5 - Visiting Friends & relatives	TRIPS				NIGHTS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions				£ Millions			
VFR TOURISM – 2007	24.71	21.23	1.85	1.28	60.5	50.8	5.2	3.2	2,261	1,813	275	114
VFR TOURISM – 2008	20.63	17.96	1.60	0.85	54.5	46.6	4.2	3.0	2,040	1,702	208	90
CHILDREN IN HOUSEHOLD												
Yes	26	26	23	37	23	23	18	26	21	20	21	39
No	74	74	77	63	77	77	82	74	79	80	79	61
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	36	37	29	36	37	38	32	29	41	41	42	36
C1 (Clerical and supervisory)	31	32	28	31	30	30	26	44	30	31	22	31
C2 (Skilled manual)	16	16	20	16	14	14	20	10	17	17	21	14
DE (Unskilled, state pensioners etc.)	17	16	23	17	19	18	22	17	13	13	15	18
AGE OF RESPONDENT												
16-24	21	22	13	19	20	19	13	32	16	17	9	11
25-34	17	16	19	22	15	15	15	18	18	16	25	29
35-44	17	17	18	24	16	15	14	15	15	15	13	23
45-54	14	13	18	13	12	11	16	9	16	15	18	16
55-64	16	17	13	12	18	19	14	8	20	21	17	10
65+	15	15	19	10	21	20	27	17	16	16	19	12
LIFECYCLE OF RESPONDENT												
Age 16-34, unmarried, no children	22	23	17	22	21	21	14	34	19	20	17	14
Age 16-34, married, no children	5	5	6	7	4	4	8	6	6	5	8	10
Age 16-34, with children	10	10	9	12	9	9	7	10	9	8	10	16
Age 35-54, no children	15	15	22	12	14	13	20	9	19	19	19	16
Age 35-54, with children	16	15	14	24	13	13	11	15	12	11	11	22
Age 55+	32	32	32	22	39	39	41	25	36	37	35	22

Appendix

Definitions of terms used

Most terms used in this report will be familiar to users of tourism data without further explanation. However, definitions of the main terms used in the report are provided below for reference.

Trips

The estimated number of tourism trips made by adults aged 16 and over and by children up to the age of 15 who accompany them. A trip must consist of at least one night spent away from home, has no upper limit (unlike in the previous versions of UKTS where a maximum limit of 60 nights was imposed), and has its end marked by the respondent's return to home. However, the reported timing of trips is reported on the basis of the start date of individual trips. This start date approach is consistent with previous methodologies.

Not included are 'unaccompanied child trips' - trips taken by children up to the age of 15 when not accompanied by an adult.

Bednights

The estimated number of nights spent away from home by adults and by children accompanying them on tourism trips.

Spending

The estimated expenditure incurred relating to all tourism trips. This includes all expenditure by adults on the trip both for themselves and for other people for whom the adults paid (for example, children). This covers those costs incurred in advance of the trip, costs paid during the trip itself, and also any bills relating to the trip paid after returning home. Costs paid on behalf of the person taking the trip, for example by an employer paying the cost of a business trip, are also included.

Expenditure includes items such as package holidays, accommodation, travel to and from the destination and during the trip, services and advice, buying clothes, eating and drinking out, shopping, entertainment and other items relating to the trip.

Allocation of Spending

When spending is reported by country of destination, all of the spending is allocated to the relevant country of destination. In reality, not all of the spending may take place in the country of destination. For example, travel costs or inclusive trip charges may be incurred in the

country of origin rather than the country of destination. No attempt has been made in this report to adjust for this.

Where a trip involves overnight stays in more than one destination, the expenditure for the trip is allocated to each destination proportionally to the number of nights spent in each destination.

Holiday

'Holiday' includes trips where the main reason for taking the trip is described by the respondent as "holiday, leisure or pleasure" and trips where the main reason for taking the trip is initially described as "visiting friends and relatives", but which on subsequent probing is described as being mainly a holiday rather than for some other reason.

VFR

'Visiting friends and relatives' or 'VFR' is the term used for trips where the main reason for taking the trip is initially described as "visiting friends and relatives", and which on subsequent probing is described as being mainly for some other reason rather than a holiday.

Business/work

'Business/work' trips are those trips where the main reason for taking the trip is described as "to do paid work/on business", "to attend a conference" or "to attend an exhibition, trade show or agricultural show".

Other Purposes

This covers all trips for purposes other than holiday, VFR and business/work as described above. It includes trips where "travel/transport is my work" (such as those made by overnight delivery drivers), and trips made for educational, social, sporting and personal or family reasons (such as attending weddings and funerals, taking someone to university, and similar reasons).

United Kingdom

The United Kingdom as a destination in this survey includes England, Scotland, Wales, Northern Ireland, the Isle of Man and the Channel Islands.

Serviced rented accommodation

Serviced rented accommodation includes hotel, motel, guest house, farmhouse, bed & breakfast, and holiday camp/village with any meals provided.

Self-catering rented accommodation

Self-catering rented accommodation includes rented flat/apartment, rented house/chalet/villa/bungalow/cottage without any meals provided, self-catering holiday camp/village, camping, towed caravan and static caravan which is not owned.

Rented accommodation

Rented accommodation is a sub-total formed by adding together the Serviced rented and Self-catering rented accommodation types.

Other types of accommodation

Other types of accommodation cover all accommodation types not included under rented accommodation above. It includes friends' or relatives' home, static caravan which is owned, second home or timeshare which is owned, hostel, university or school, boat, sleeper cab of lorry/truck, transit and any other type of accommodation.

Personal transport

Personal transport includes own/friend's/firm's car, hired car, motorised caravan/camper/dormobile, motor cycle and bicycle.

Public transport

Public transport includes train, regular bus/coach, organised coach tour and plane.

Inclusive trip

Inclusive trip is defined in the questionnaire as "a package or inclusive trip - that is, where you paid a single price for accommodation plus some form of transport"

Type of location

The classification of type of location as 'seaside', 'large city/large town', 'small town' or 'countryside/village' is a subjective assessment made by the respondent by selecting from these four options.

Touring

A 'touring' trip is defined in the questionnaire as "a touring holiday, where you moved around spending nights in different places".

Children in household

Children in household means a child aged up to 15 living in the household.

It is important to note that this classification is actually based only on the adult respondent interviewed about the trip, rather than all people taking the trip. While technically this characteristic only relates to the individual, it can in practice be interpreted as applying to all people on the trip since these will generally be people in the same household.

Socio-economic group (social grade)

This classification is derived from the occupation of the Chief Income Earner in the respondent's home, and is based on the system used by the National Readership Survey (NRS). It is generally used in market research in the UK and consists of six social grades:

<i>Grade</i>	<i>Occupation</i>
<i>A</i>	<i>Higher managerial, administrative or professional</i>
<i>B</i>	<i>Intermediate managerial, administrative or professional</i>
<i>C1</i>	<i>Supervisory or clerical, and junior managerial, administrative or professional</i>
<i>C2</i>	<i>Skilled manual workers</i>
<i>D</i>	<i>Semi and unskilled manual workers</i>
<i>E</i>	<i>State pensioners or widows (with no other earners in household), casual or lowest grade workers</i>

It is important to note that this classification is actually based only on the adult respondent interviewed about the trip, rather than all people taking the trip. While technically this characteristic only relates to the individual, it can in practice be interpreted as applying to all people on the trip. Those on the trip will generally be people in the same household who would be therefore be allocated the same social grade.

Age of respondent

Information on age is obtained for the respondent being interviewed about the trip, but no information is obtained for other adults or children accompanying on the trip.

In tabulating the results, the characteristics of the individual reporting the trip are applied to other trip members, although in reality these other trip members will have different characteristics. Information on age characteristics must therefore be interpreted with caution.

Lifecycle of respondent

'Single' includes widowed, separated, divorced and civil partnerships that have terminated. 'Married' includes married and living with partner. As with age, this information is based on the characteristics of the respondent being interviewed about the trip and is not available for the other trip members. The lifecycle characteristics of the respondent are applied to all trip members, although in reality their own characteristics will be substantially different. Information on lifecycle must therefore be interpreted with caution.

Regions

Regions of England, Scotland and Wales shown in this report are defined as follows

ENGLAND

Cumbria: County of Cumbria

Northumbria: Northumberland, Durham, Tyne & Wear, Tees Valley

North West: Lancashire, Merseyside, Greater Manchester, Cheshire

Yorkshire: North Yorkshire, West Yorkshire, South Yorkshire, East Riding of Yorkshire, Kingston upon Hull, North Lincolnshire, North East Lincolnshire

Heart of England: Staffordshire, Shropshire, West Midlands, Warwickshire, Herefordshire, Worcestershire, Gloucestershire (except South Gloucestershire), Derbyshire, Leicestershire, Northamptonshire, Nottinghamshire, Rutland, Lincolnshire

East of England: Norfolk, Suffolk, Cambridgeshire, Essex, Bedfordshire, Hertfordshire

London: Greater London

South West: Cornwall, Devon, Somerset, Wiltshire, Western Dorset, South Gloucestershire

Southern: Hampshire, Isle of Wight, Eastern Dorset, Berkshire, Buckinghamshire, Oxfordshire

South East: Kent, Surrey, East Sussex, West Sussex

In most of the English level analysis, the above regional destinations are also combined, where appropriate, to allow analysis at each of the Regional Development Agency areas:

Advantage West Midlands (AWM)

East of England Development Agency (EEDA)

East Midlands Development Agency (EMDA)

London Development Agency (LDA)

North West Development Agency (NWD)

One North East (ONE)

South East England Development Agency (SEEDA)

South West Regional Development Agency (SWRDA)

SCOTLAND

Grampian: Aberdeen City and Shire

Tayside: Dundee, Perth & Kinross, Angus

Edinburgh and East Central: Edinburgh, the Lothians, Fife, Clackmannanshire, Falkirk, Stirling

South of Scotland: Borders, Dumfries and Galloway

Glasgow and West Central: Glasgow, Renfrewshire, East Renfrewshire, Inverclyde, East and West Dunbartonshire, North South and East Ayrshire and North and South Lanarkshire

Highlands & Islands: including Argyll & the Islands, Caithness and Sutherland, Inverness and East Highlands, Lochaber, Moray, Orkney, Shetland, Skye and Wester Ross, and Innes Gair

Since 2007, the primary Scottish levels analysis has been at the newly defined macro-tourism areas:

Scotland - North - (Highlands & Islands, Aberdeen & Grampian, Western and Northern Isles)

Scotland - West - (AILLST + Glasgow & Clyde Valley, Ayrshire & Arran)

Scotland - East - (Perthshire + Angus & Dundee + Kingdom of Fife + Edinburgh & Lothians)

Scotland - South (Dumfries & Galloway + Scottish Borders),

Edinburgh

Glasgow

WALES

North Wales: Anglesey, Conwy, Denbighshire, Flintshire, Wrexham, Gwynedd North (former Arfon and Dwyfor)

Mid Wales: Ceredigion, Powys, Gwynedd South (Meirionnydd)

South West Wales: Neath/Port Talbot, Carmarthenshire, Swansea, Pembrokeshire

South East Wales: Bridgend, Rhondda Cynon Taf, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Vale of Glamorgan, Cardiff, Newport, Monmouthshire

Levels of Statistical Confidence

The estimates of the numbers of trips, nights away, and the expenditure on those trips are subject to sampling variation as the data are from a survey. Those sampling variations are quantifiable in terms of confidence limits. For the 2008 UKTS data those values are given in the table below.

Confidence limits of UKTS 2008 at the 95% level

	Trips %	Nights %	Spend %
UK	2.3	3.2	3.0
GB	2.3	3.2	3.0
England	2.5	3.6	3.3
Scotland	5.6	8.0	8.7
Wales	5.5	9.9	9.4
Northern Ireland	10.8	19.5	18.8

It must be emphasised that sampling variation is not the only possible source of error. Others include bias through non response and measurement errors caused by memory distortion and/or lack of knowledge of the respondent. These are not quantifiable and can affect the survey results. In particular it is often difficult for respondents to recall expenditure on trips with high levels of accuracy. Nevertheless, it is possible to state, for example, that assuming no bias, the true value of the number of UK trips in 2008 will lie in the range of plus or minus 2.3% of the estimate on 95% of occasions.

United Kingdom resident population

This table describes the characteristics of adults resident in the United Kingdom which formed the basis for the weighting of the sample survey.

United Kingdom Adult Population

TOTAL ADULT POPULATION	47,564
Age by Sex	
Male 16-24	3,469
Male 25-34	3,841
Male 35-44	4,490
Male 45-54	3,750
Male 55-64	3,400
Male 65-74	2,353
Male 75-84	1,378
Male 85+	343
Female 16-24	3,341
Female 25-34	3,866
Female 35-44	4,583
Female 45-54	3,826
Female 55-64	3,517
Female 65-74	2,613
Female 75-84	1,984
Female 85+	810
Government Office Regions	
North East	2022
North West	5389
Yorkshire & Humber	3984
East Midlands	3409
West Midlands	4209
East of England	4378
London	5951
South East	6430
South West	4040
Wales	2366
Scotland	4072
Northern Ireland	1314
Social Grade	
AB	9518
C1	13897
C2	9446
D	8107
E	6596
Presence of Children	
Yes	14043
No	33521
Car Ownership	
1	20084
2+	17630
0	9850

Source: Census 2001; 2003 based Population Projections for 2005
BARB Establishment Survey

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