

GB TOURISM SURVEY - October 2011 SUMMARY OF RESULTS

1. Headlines

- In the month of October, there were 11.1 million domestic tourism trips in Great Britain, a 10% increase from 10.0 million in 2010 and for the second month in a row the highest recorded volume for the given month since the start of the current survey.
- The number of bednights and amount spent also increased somewhat, by 6% and 7% respectively compared to October 2010.
- Considering the first ten months of the year, trip volumes are 7% higher than in 2010, while expenditure has grown by 14%.
- Reflecting the GB trend, in England, trips grew by 9% from 8.3 million to 9.0 million. In October both total nights and spending also increased, by 3% and 5% respectively.

2. Trip Characteristics

- Temperatures in the UK in October were above average whilst rainfall was lower than average in England.
- After falling slightly in September year-on-year, business trips in Great Britain showed growth again in October, and volumes are now up by 14% for the year-to-date.
- Visits to friends and relatives (VFR) increased by 10% in October 2011 compared to October 2010 (6% for the year-to-date), while holiday trips increased slightly by 2% (5% for the year-to-date).
- Between January and October 2011, trip volumes in Great Britain have increased particularly among those aged 45+ and those in the higher social grades of AB and C1, while they have increased more slowly among those aged 16-24 and those in the C2 and DE social grades.
- Trip volumes have also increased more slowly this year among households with children (2%) than those without (10%).
- The highest levels of growth in the year to October were in the northern and eastern areas of England, with London and the South East performing less well.

3. Overseas Travel by UK Residents

- In the first ten months of 2011, UK residents made a similar number of trips abroad compared to the same period in 2010, while spend decreased by 4%. The month of October saw a 2% decline in trip volumes.

4. Other Tourism Surveys

- The UK Occupancy Survey showed that bedspace occupancy in the UK in October 2011 was unchanged from October 2010 at 50%, while room occupancy also remained unchanged at 67%.
- VisitEngland's Accommodation Business Confidence Monitor suggested that businesses had a reasonable autumn period, with 32% of businesses reporting increased visitors and 42% reporting the same level as last autumn.

KEY MEASURES



Year on Year Comparison – All Trips

	TRIPS (MILLIONS)			NIGHTS (MILLIONS)			SPEND (£M)		
	2010	2011	% +/-	2010	2011	% +/-	2010	2011	% +/-
October '11									
GB	10.0	11.1	+10%	28.5	30.1	+6%	1,722	1,847	+7%
England	8.3	9.0	+9%	22.8	23.5	+3%	1,366	1,430	+5%
Jan-Oct '11									
GB	100.4	107.6	+7%	318.7	337.0	+6%	17,314	19,662	+14%
England	82.6	88.3	+7%	250.8	265.6	+6%	13,807	15,508	+12%

Purpose of Trip – October 2011

	TRIPS (MILLIONS)			NIGHTS (MILLIONS)			SPEND (£M)		
	2010	2011	% +/-	2010	2011	% +/-	2010	2011	% +/-
GB									
Holiday	4.8	4.8	+2%	14.9	15.0	0%	969	967	0%
Business	1.4	1.9	+36%	3.6	4.0	+13%	340	447	+32%
VFR	3.5	3.8	+10%	8.7	10.2	+17%	372	384	+3%
England									
Holiday	3.8	3.9	0%	11.7	11.5	-2%	745	757	+2%
Business	1.2	1.6	+33%	3.1	3.1	-1%	281	327	+16%
VFR	3.0	3.2	+6%	7.1	8.2	+16%	320	307	-4%

Purpose of Trip – Year to Date (January - October 2011)

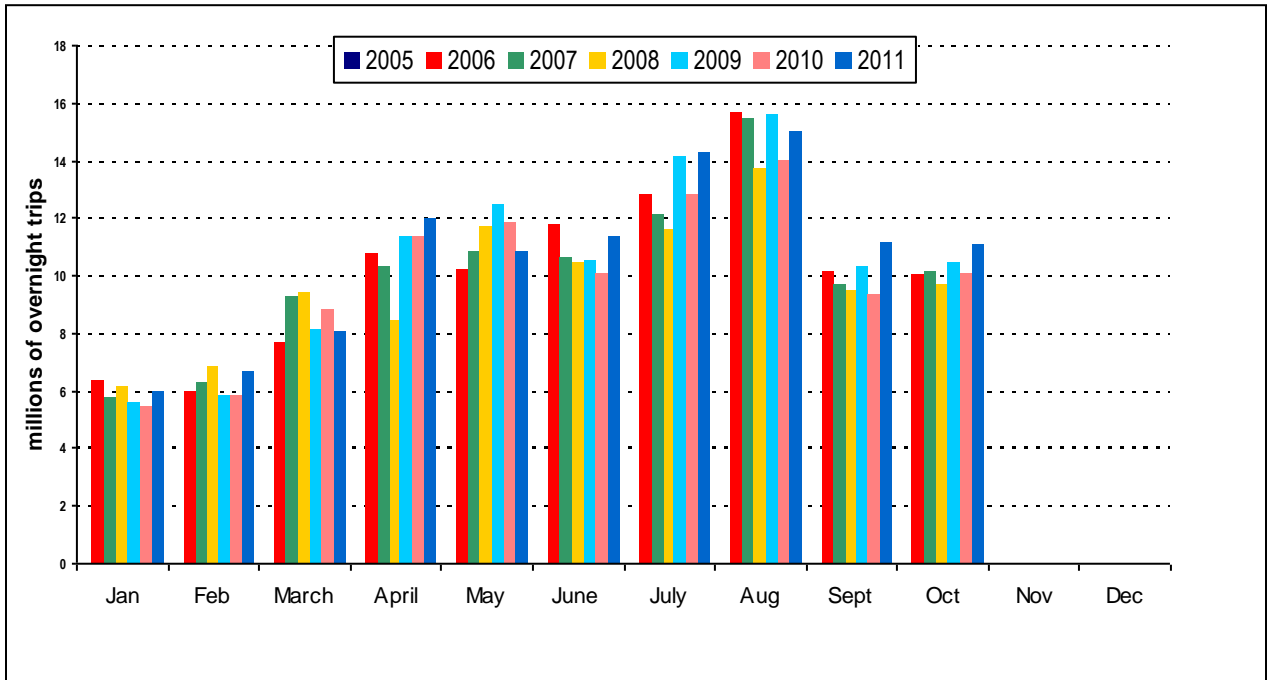
	TRIPS (MILLIONS)			NIGHTS (MILLIONS)			SPEND (£M)		
	2010	2011	% +/-	2010	2011	% +/-	2010	2011	% +/-
GB									
Holiday	50.2	53.0	+5%	185.3	194.9	+5%	10,498	11,807	+13%
Business	13.5	15.4	+14%	31.9	34.6	+8%	3,033	3,663	+21%
VFR	33.8	35.9	+6%	93.0	97.3	+5%	3,395	3,759	+11%
England									
Holiday	39.7	41.7	+5%	142.3	147.3	+4%	8,195	9,049	+10%
Business	11.2	13.0	+17%	25.3	28.1	+11%	2,465	3,001	+22%
VFR	29.4	30.8	+5%	77.0	81.4	+6%	2,839	3,105	+9%

Outbound Travel – UK Residents

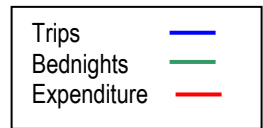
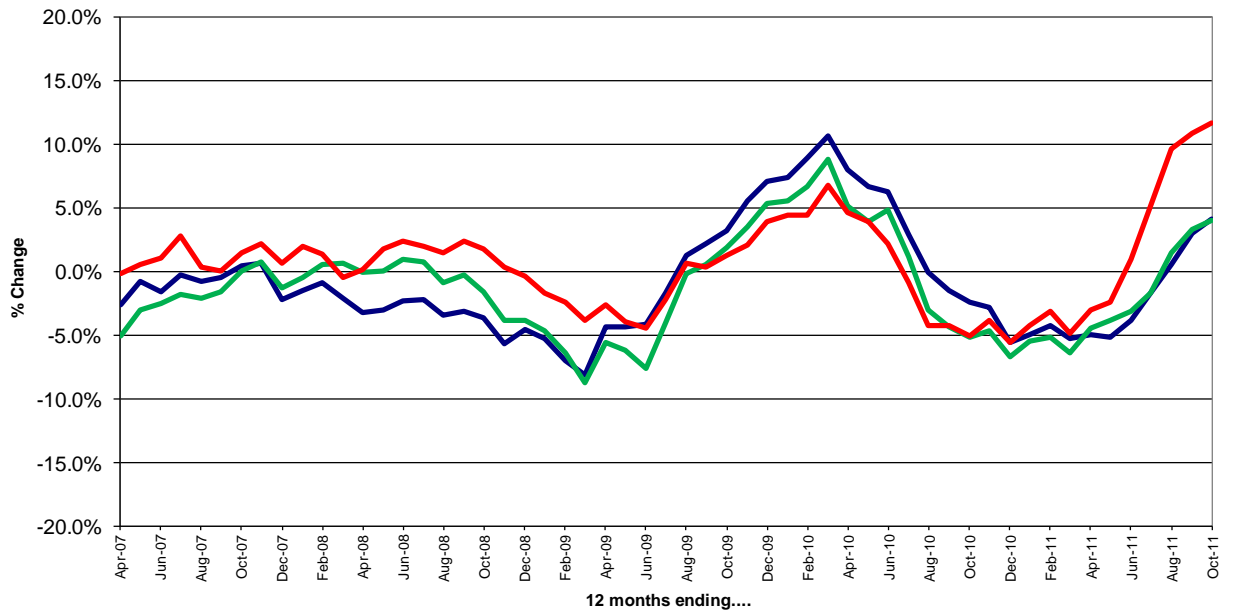
	TRIPS (MILLIONS)			SPEND (£BN)		
	2010	2011	% +/-	2010	2011	% +/-
October	5.2	5.1	-2%	2.8	2.8	-3%
January-October	49.5	49.5	0%	28.5	27.5	-4%
Nov '10 – Oct '11	56.1	55.6	-1%	31.9	30.7	-4%

TREND CHARTS

GB All Trips – Domestic Trip Volume by Month



GB All Trips - Annual Percentage Change



Year on Year Comparison, by Trip Characteristic

Important Note

The analysis on the following page shows year-on-year comparisons across a number of trip characteristics, considering:

- Month (October 2010 vs October 2011)
- Year to date (January - October 2010 vs January – October 2011)
- 12 month rolling (November 2009 – October 2010 vs November 2010 – October 2011)

Percentage changes are colour coded:

Green indicates a change of over 5 percentage points **better** than the average across all trips (so a drop of -4% would be shaded green if all trips had declined by 10% over the same period)

Yellow indicates a change of within +/- 5 percentage points of the average

Orange indicates a change of more than 5 percentage points **worse** than the average

This analysis does **not necessarily indicate differences that are statistically significant**. For many of the categories included, particularly when reviewing single month data, changes would need to be much larger than the +/-5% cut-off point used to be statistically significant, and should always be reviewed in the context of the longer term trends. Even so, we feel that this analysis is helpful in understanding some of the market dynamics behind the overall monthly figures.

Sample sizes (underlying numbers of trips) are indicated on the spreadsheet – those with a very low base (fewer than 75 trips) have been “greyed out” to highlight that results should be treated with caution.

YEAR-ON-YEAR COMPARISON, BY TRIP CHARACTERISTIC

GBTS: Comparisons with equivalent periods, 2010

Comparisons with equivalent periods, 2010

LEGEND: Above Average Performance (Green), Average Performance (Yellow), Below Average Performance (Red)

NOTE: In the tables below, 'average performance' refers to the total trips/nights/expenditure to either GB or England in each time period. Those cells marked 'above average performance' indicate where the percentage change is more than 5 percentage points above the average; those marked 'below average performance' indicate where the percentage change is more than 5 percentage points below the average. These changes are not necessarily statistically significant - they only indicate those cells where changes are further away from the average. The numbers of unweighted trips are also displayed to indicate where sample sizes are relatively small. Where there are 75 or fewer unweighted trips, the % change figures have been 'greyed out' to indicate that they should be treated with caution.

	Great Britain																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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TOTAL	10.2%	5.7%	7.3%	1551	7.2%	5.7%	13.6%	15639	4.2%	3.9%	11.6%	17573																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
PURPOSE:													Pure Holiday	1.8%	0.3%	-0.2%	692	5.4%	5.2%	12.5%	7917	3.3%	3.5%	10.7%	8490	- 1-3 nights holiday	-1.8%	-7.4%	-8.7%	446	5.6%	5.1%	9.5%	4708	3.0%	2.3%	8.1%	5129	- 4+ nights holiday	9.6%	5.8%	13.0%	246	5.1%	5.3%	15.3%	3210	3.6%	4.2%	13.4%	3362	VFR (on holiday)	11.4%	23.1%	12.1%	274	6.8%	5.0%	11.4%	2823	0.9%	1.7%	11.6%	3382	HOLIDAY (TOTAL)	4.2%	5.4%	1.7%	966	5.8%	5.2%	12.3%	10741	2.6%	3.1%	10.9%	11873	VFR (non-holiday)	9.1%	11.8%	-5.3%	307	5.2%	4.1%	9.9%	2576	4.0%	3.8%	8.8%	3080	VFR (TOTAL)	10.1%	17.4%	3.2%	580	6.0%	4.6%	10.7%	5399	2.4%	2.6%	10.4%	6462	Business	35.7%	12.7%	31.5%	217	13.7%	8.3%	20.8%	1858	9.8%	7.5%	16.4%	2126	Regions:													West Midlands	25.6%	-26.5%	27.0%	97	3.4%	-9.1%	6.0%	972	-0.5%	-9.4%	-3.3%	1141	East of England	15.5%	-6.1%	16.3%	127	16.5%	12.6%	16.0%	1293	7.6%	9.4%	10.6%	1447	East Midlands	19.2%	14.7%	4.0%	101	14.5%	14.0%	23.4%	1129	11.0%	6.1%	16.4%	1249	London	4.4%	25.7%	-13.6%	145	-4.4%	7.8%	1.2%	1260	-2.4%	7.8%	4.9%	1481	North West	22.7%	11.5%	11.8%	204	14.2%	11.0%	14.2%	1739	8.1%	5.7%	10.9%	1966	North East	-14.6%	-19.2%	-13.9%	63	20.5%	16.7%	10.6%	548	17.3%	10.5%	13.2%	612	South East	-2.0%	8.3%	14.7%	167	-1.2%	-1.7%	14.3%	2031	-2.7%	-2.4%	12.3%	2314	South West	-7.1%	-15.4%	9.2%	223	4.2%	1.7%	13.8%	2650	0.8%	-0.5%	11.5%	2904	Yorkshire & the Humber	31.0%	55.5%	-4.8%	164	10.0%	13.2%	13.4%	1384	5.5%	9.2%	12.3%	1553	LOCATION TYPE:													Seaside	-2.2%	7.1%	-1.7%	306	4.6%	5.8%	11.6%	3559	1.8%	3.6%	10.7%	3764	Large city/ large town	15.4%	24.6%	14.3%	633	7.2%	6.2%	13.6%	5680	4.0%	2.8%	11.9%	6589	Small town	14.5%	-11.2%	7.6%	378	8.5%	5.0%	13.4%	3683	5.2%	5.3%	10.6%	4207	Countryside/ village	1.3%	-1.7%	-0.6%	256	9.3%	5.2%	16.1%	3064	6.2%	3.7%	13.6%	3393	AGE:													16-24	10.2%	-5.1%	2.2%	180	1.1%	-2.0%	16.0%	1815	1.9%	2.9%	16.9%	2105	25-34	14.7%	36.4%	-0.4%	251	4.3%	9.5%	11.8%	2468	2.2%	6.5%	12.1%	2820	35-44	6.3%	-14.6%	5.3%	344	6.6%	0.9%	12.3%	3392	2.8%	-0.5%	8.6%	3768	45-54	12.8%	15.9%	18.7%	289	11.0%	11.3%	16.8%	2836	9.8%	10.0%	16.6%	3141	55+	9.6%	7.8%	5.4%	488	9.5%	7.6%	12.5%	5129	3.8%	3.1%	8.9%	5738	SEG:													AB	2.2%	-2.9%	-1.9%	498	8.8%	5.5%	16.9%	5188	6.4%	4.5%	16.1%	5829	C1	24.4%	16.1%	19.6%	519	10.9%	12.6%	18.2%	4878	7.9%	11.9%	14.7%	5526	C2	16.7%	-3.8%	6.8%	270	1.9%	-0.3%	3.8%	2774	0.2%	-1.6%	3.0%	3088	DE	-5.0%	20.1%	12.3%	263	1.4%	1.1%	4.6%	2799	-4.8%	-5.3%	0.6%	3129	CHILDREN IN H/H:													Any	6.0%	-1.8%	5.5%	583	2.0%	0.1%	6.5%	5664	0.0%	-0.4%	4.9%	6301	None	12.4%	9.7%	8.0%	968	9.8%	8.7%	16.6%	9975	6.2%	6.0%	14.5%	11272	ACCOMMODATION:													Commercial accom	9.2%	-3.0%	4.9%	921	7.4%	6.4%	13.0%	9420	5.9%	5.1%	11.5%	10286	- Serviced accom	17.8%	6.0%	5.9%	682	7.2%	3.1%	11.3%	6025	5.4%	1.6%	9.7%	6762	- Hotel/motel/guesthouse	22.6%	14.5%	15.0%	627	8.9%	5.8%	13.3%	5361	6.7%	3.7%	11.1%	6050	- Bed & Breakfast	-23.7%	-45.9%	-56.7%	52	-4.6%	-10.5%	-4.9%	608	-4.6%	-9.5%	-3.0%	651	Total self-catering rented	-14.2%	-15.6%	0.3%	204	7.2%	7.6%	16.9%	3150	6.9%	7.4%	17.1%	3250	- Camping & Caravanning (inc. owned caravans)	-5.3%	5.7%	30.8%	165	4.1%	4.4%	12.2%	2405	3.1%	3.7%	12.2%	2422	- Other self-catering rented	-25.7%	-32.0%	-9.3%	88	13.3%	13.3%	22.9%	1243	13.2%	13.2%	22.7%	1328	Hostels	17.3%	21.3%	40.0%	27	-5.8%	-4.8%	-8.5%	175	-8.4%	-8.2%	-14.3%	197	Own home/friends/relatives'	12.7%	21.1%	27.6%	602	7.5%	5.9%	16.8%	6014	2.4%	3.2%	13.1%	7050
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VFR (TOTAL)	10.1%	17.4%	3.2%	580	6.0%	4.6%	10.7%	5399	2.4%	2.6%	10.4%	6462																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Business	35.7%	12.7%	31.5%	217	13.7%	8.3%	20.8%	1858	9.8%	7.5%	16.4%	2126																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Regions:													West Midlands	25.6%	-26.5%	27.0%	97	3.4%	-9.1%	6.0%	972	-0.5%	-9.4%	-3.3%	1141	East of England	15.5%	-6.1%	16.3%	127	16.5%	12.6%	16.0%	1293	7.6%	9.4%	10.6%	1447	East Midlands	19.2%	14.7%	4.0%	101	14.5%	14.0%	23.4%	1129	11.0%	6.1%	16.4%	1249	London	4.4%	25.7%	-13.6%	145	-4.4%	7.8%	1.2%	1260	-2.4%	7.8%	4.9%	1481	North West	22.7%	11.5%	11.8%	204	14.2%	11.0%	14.2%	1739	8.1%	5.7%	10.9%	1966	North East	-14.6%	-19.2%	-13.9%	63	20.5%	16.7%	10.6%	548	17.3%	10.5%	13.2%	612	South East	-2.0%	8.3%	14.7%	167	-1.2%	-1.7%	14.3%	2031	-2.7%	-2.4%	12.3%	2314	South West	-7.1%	-15.4%	9.2%	223	4.2%	1.7%	13.8%	2650	0.8%	-0.5%	11.5%	2904	Yorkshire & the Humber	31.0%	55.5%	-4.8%	164	10.0%	13.2%	13.4%	1384	5.5%	9.2%	12.3%	1553	LOCATION TYPE:													Seaside	-2.2%	7.1%	-1.7%	306	4.6%	5.8%	11.6%	3559	1.8%	3.6%	10.7%	3764	Large city/ large town	15.4%	24.6%	14.3%	633	7.2%	6.2%	13.6%	5680	4.0%	2.8%	11.9%	6589	Small town	14.5%	-11.2%	7.6%	378	8.5%	5.0%	13.4%	3683	5.2%	5.3%	10.6%	4207	Countryside/ village	1.3%	-1.7%	-0.6%	256	9.3%	5.2%	16.1%	3064	6.2%	3.7%	13.6%	3393	AGE:													16-24	10.2%	-5.1%	2.2%	180	1.1%	-2.0%	16.0%	1815	1.9%	2.9%	16.9%	2105	25-34	14.7%	36.4%	-0.4%	251	4.3%	9.5%	11.8%	2468	2.2%	6.5%	12.1%	2820	35-44	6.3%	-14.6%	5.3%	344	6.6%	0.9%	12.3%	3392	2.8%	-0.5%	8.6%	3768	45-54	12.8%	15.9%	18.7%	289	11.0%	11.3%	16.8%	2836	9.8%	10.0%	16.6%	3141	55+	9.6%	7.8%	5.4%	488	9.5%	7.6%	12.5%	5129	3.8%	3.1%	8.9%	5738	SEG:													AB	2.2%	-2.9%	-1.9%	498	8.8%	5.5%	16.9%	5188	6.4%	4.5%	16.1%	5829	C1	24.4%	16.1%	19.6%	519	10.9%	12.6%	18.2%	4878	7.9%	11.9%	14.7%	5526	C2	16.7%	-3.8%	6.8%	270	1.9%	-0.3%	3.8%	2774	0.2%	-1.6%	3.0%	3088	DE	-5.0%	20.1%	12.3%	263	1.4%	1.1%	4.6%	2799	-4.8%	-5.3%	0.6%	3129	CHILDREN IN H/H:													Any	6.0%	-1.8%	5.5%	583	2.0%	0.1%	6.5%	5664	0.0%	-0.4%	4.9%	6301	None	12.4%	9.7%	8.0%	968	9.8%	8.7%	16.6%	9975	6.2%	6.0%	14.5%	11272	ACCOMMODATION:													Commercial accom	9.2%	-3.0%	4.9%	921	7.4%	6.4%	13.0%	9420	5.9%	5.1%	11.5%	10286	- Serviced accom	17.8%	6.0%	5.9%	682	7.2%	3.1%	11.3%	6025	5.4%	1.6%	9.7%	6762	- Hotel/motel/guesthouse	22.6%	14.5%	15.0%	627	8.9%	5.8%	13.3%	5361	6.7%	3.7%	11.1%	6050	- Bed & Breakfast	-23.7%	-45.9%	-56.7%	52	-4.6%	-10.5%	-4.9%	608	-4.6%	-9.5%	-3.0%	651	Total self-catering rented	-14.2%	-15.6%	0.3%	204	7.2%	7.6%	16.9%	3150	6.9%	7.4%	17.1%	3250	- Camping & Caravanning (inc. owned caravans)	-5.3%	5.7%	30.8%	165	4.1%	4.4%	12.2%	2405	3.1%	3.7%	12.2%	2422	- Other self-catering rented	-25.7%	-32.0%	-9.3%	88	13.3%	13.3%	22.9%	1243	13.2%	13.2%	22.7%	1328	Hostels	17.3%	21.3%	40.0%	27	-5.8%	-4.8%	-8.5%	175	-8.4%	-8.2%	-14.3%	197	Own home/friends/relatives'	12.7%	21.1%	27.6%	602	7.5%	5.9%	16.8%	6014	2.4%	3.2%	13.1%	7050																																																																																																																					
West Midlands	25.6%	-26.5%	27.0%	97	3.4%	-9.1%	6.0%	972	-0.5%	-9.4%	-3.3%	1141																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
East of England	15.5%	-6.1%	16.3%	127	16.5%	12.6%	16.0%	1293	7.6%	9.4%	10.6%	1447																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
East Midlands	19.2%	14.7%	4.0%	101	14.5%	14.0%	23.4%	1129	11.0%	6.1%	16.4%	1249																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
London	4.4%	25.7%	-13.6%	145	-4.4%	7.8%	1.2%	1260	-2.4%	7.8%	4.9%	1481																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
North West	22.7%	11.5%	11.8%	204	14.2%	11.0%	14.2%	1739	8.1%	5.7%	10.9%	1966																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
North East	-14.6%	-19.2%	-13.9%	63	20.5%	16.7%	10.6%	548	17.3%	10.5%	13.2%	612																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
South East	-2.0%	8.3%	14.7%	167	-1.2%	-1.7%	14.3%	2031	-2.7%	-2.4%	12.3%	2314																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
South West	-7.1%	-15.4%	9.2%	223	4.2%	1.7%	13.8%	2650	0.8%	-0.5%	11.5%	2904																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Yorkshire & the Humber	31.0%	55.5%	-4.8%	164	10.0%	13.2%	13.4%	1384	5.5%	9.2%	12.3%	1553																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
LOCATION TYPE:													Seaside	-2.2%	7.1%	-1.7%	306	4.6%	5.8%	11.6%	3559	1.8%	3.6%	10.7%	3764	Large city/ large town	15.4%	24.6%	14.3%	633	7.2%	6.2%	13.6%	5680	4.0%	2.8%	11.9%	6589	Small town	14.5%	-11.2%	7.6%	378	8.5%	5.0%	13.4%	3683	5.2%	5.3%	10.6%	4207	Countryside/ village	1.3%	-1.7%	-0.6%	256	9.3%	5.2%	16.1%	3064	6.2%	3.7%	13.6%	3393	AGE:													16-24	10.2%	-5.1%	2.2%	180	1.1%	-2.0%	16.0%	1815	1.9%	2.9%	16.9%	2105	25-34	14.7%	36.4%	-0.4%	251	4.3%	9.5%	11.8%	2468	2.2%	6.5%	12.1%	2820	35-44	6.3%	-14.6%	5.3%	344	6.6%	0.9%	12.3%	3392	2.8%	-0.5%	8.6%	3768	45-54	12.8%	15.9%	18.7%	289	11.0%	11.3%	16.8%	2836	9.8%	10.0%	16.6%	3141	55+	9.6%	7.8%	5.4%	488	9.5%	7.6%	12.5%	5129	3.8%	3.1%	8.9%	5738	SEG:													AB	2.2%	-2.9%	-1.9%	498	8.8%	5.5%	16.9%	5188	6.4%	4.5%	16.1%	5829	C1	24.4%	16.1%	19.6%	519	10.9%	12.6%	18.2%	4878	7.9%	11.9%	14.7%	5526	C2	16.7%	-3.8%	6.8%	270	1.9%	-0.3%	3.8%	2774	0.2%	-1.6%	3.0%	3088	DE	-5.0%	20.1%	12.3%	263	1.4%	1.1%	4.6%	2799	-4.8%	-5.3%	0.6%	3129	CHILDREN IN H/H:													Any	6.0%	-1.8%	5.5%	583	2.0%	0.1%	6.5%	5664	0.0%	-0.4%	4.9%	6301	None	12.4%	9.7%	8.0%	968	9.8%	8.7%	16.6%	9975	6.2%	6.0%	14.5%	11272	ACCOMMODATION:													Commercial accom	9.2%	-3.0%	4.9%	921	7.4%	6.4%	13.0%	9420	5.9%	5.1%	11.5%	10286	- Serviced accom	17.8%	6.0%	5.9%	682	7.2%	3.1%	11.3%	6025	5.4%	1.6%	9.7%	6762	- Hotel/motel/guesthouse	22.6%	14.5%	15.0%	627	8.9%	5.8%	13.3%	5361	6.7%	3.7%	11.1%	6050	- Bed & Breakfast	-23.7%	-45.9%	-56.7%	52	-4.6%	-10.5%	-4.9%	608	-4.6%	-9.5%	-3.0%	651	Total self-catering rented	-14.2%	-15.6%	0.3%	204	7.2%	7.6%	16.9%	3150	6.9%	7.4%	17.1%	3250	- Camping & Caravanning (inc. owned caravans)	-5.3%	5.7%	30.8%	165	4.1%	4.4%	12.2%	2405	3.1%	3.7%	12.2%	2422	- Other self-catering rented	-25.7%	-32.0%	-9.3%	88	13.3%	13.3%	22.9%	1243	13.2%	13.2%	22.7%	1328	Hostels	17.3%	21.3%	40.0%	27	-5.8%	-4.8%	-8.5%	175	-8.4%	-8.2%	-14.3%	197	Own home/friends/relatives'	12.7%	21.1%	27.6%	602	7.5%	5.9%	16.8%	6014	2.4%	3.2%	13.1%	7050																																																																																																																																																																																																																																																							
Seaside	-2.2%	7.1%	-1.7%	306	4.6%	5.8%	11.6%	3559	1.8%	3.6%	10.7%	3764																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Large city/ large town	15.4%	24.6%	14.3%	633	7.2%	6.2%	13.6%	5680	4.0%	2.8%	11.9%	6589																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Small town	14.5%	-11.2%	7.6%	378	8.5%	5.0%	13.4%	3683	5.2%	5.3%	10.6%	4207																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Countryside/ village	1.3%	-1.7%	-0.6%	256	9.3%	5.2%	16.1%	3064	6.2%	3.7%	13.6%	3393																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
AGE:													16-24	10.2%	-5.1%	2.2%	180	1.1%	-2.0%	16.0%	1815	1.9%	2.9%	16.9%	2105	25-34	14.7%	36.4%	-0.4%	251	4.3%	9.5%	11.8%	2468	2.2%	6.5%	12.1%	2820	35-44	6.3%	-14.6%	5.3%	344	6.6%	0.9%	12.3%	3392	2.8%	-0.5%	8.6%	3768	45-54	12.8%	15.9%	18.7%	289	11.0%	11.3%	16.8%	2836	9.8%	10.0%	16.6%	3141	55+	9.6%	7.8%	5.4%	488	9.5%	7.6%	12.5%	5129	3.8%	3.1%	8.9%	5738	SEG:													AB	2.2%	-2.9%	-1.9%	498	8.8%	5.5%	16.9%	5188	6.4%	4.5%	16.1%	5829	C1	24.4%	16.1%	19.6%	519	10.9%	12.6%	18.2%	4878	7.9%	11.9%	14.7%	5526	C2	16.7%	-3.8%	6.8%	270	1.9%	-0.3%	3.8%	2774	0.2%	-1.6%	3.0%	3088	DE	-5.0%	20.1%	12.3%	263	1.4%	1.1%	4.6%	2799	-4.8%	-5.3%	0.6%	3129	CHILDREN IN H/H:													Any	6.0%	-1.8%	5.5%	583	2.0%	0.1%	6.5%	5664	0.0%	-0.4%	4.9%	6301	None	12.4%	9.7%	8.0%	968	9.8%	8.7%	16.6%	9975	6.2%	6.0%	14.5%	11272	ACCOMMODATION:													Commercial accom	9.2%	-3.0%	4.9%	921	7.4%	6.4%	13.0%	9420	5.9%	5.1%	11.5%	10286	- Serviced accom	17.8%	6.0%	5.9%	682	7.2%	3.1%	11.3%	6025	5.4%	1.6%	9.7%	6762	- Hotel/motel/guesthouse	22.6%	14.5%	15.0%	627	8.9%	5.8%	13.3%	5361	6.7%	3.7%	11.1%	6050	- Bed & Breakfast	-23.7%	-45.9%	-56.7%	52	-4.6%	-10.5%	-4.9%	608	-4.6%	-9.5%	-3.0%	651	Total self-catering rented	-14.2%	-15.6%	0.3%	204	7.2%	7.6%	16.9%	3150	6.9%	7.4%	17.1%	3250	- Camping & Caravanning (inc. owned caravans)	-5.3%	5.7%	30.8%	165	4.1%	4.4%	12.2%	2405	3.1%	3.7%	12.2%	2422	- Other self-catering rented	-25.7%	-32.0%	-9.3%	88	13.3%	13.3%	22.9%	1243	13.2%	13.2%	22.7%	1328	Hostels	17.3%	21.3%	40.0%	27	-5.8%	-4.8%	-8.5%	175	-8.4%	-8.2%	-14.3%	197	Own home/friends/relatives'	12.7%	21.1%	27.6%	602	7.5%	5.9%	16.8%	6014	2.4%	3.2%	13.1%	7050																																																																																																																																																																																																																																																																																																																								
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25-34	14.7%	36.4%	-0.4%	251	4.3%	9.5%	11.8%	2468	2.2%	6.5%	12.1%	2820																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
35-44	6.3%	-14.6%	5.3%	344	6.6%	0.9%	12.3%	3392	2.8%	-0.5%	8.6%	3768																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
45-54	12.8%	15.9%	18.7%	289	11.0%	11.3%	16.8%	2836	9.8%	10.0%	16.6%	3141																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
55+	9.6%	7.8%	5.4%	488	9.5%	7.6%	12.5%	5129	3.8%	3.1%	8.9%	5738																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
SEG:													AB	2.2%	-2.9%	-1.9%	498	8.8%	5.5%	16.9%	5188	6.4%	4.5%	16.1%	5829	C1	24.4%	16.1%	19.6%	519	10.9%	12.6%	18.2%	4878	7.9%	11.9%	14.7%	5526	C2	16.7%	-3.8%	6.8%	270	1.9%	-0.3%	3.8%	2774	0.2%	-1.6%	3.0%	3088	DE	-5.0%	20.1%	12.3%	263	1.4%	1.1%	4.6%	2799	-4.8%	-5.3%	0.6%	3129	CHILDREN IN H/H:													Any	6.0%	-1.8%	5.5%	583	2.0%	0.1%	6.5%	5664	0.0%	-0.4%	4.9%	6301	None	12.4%	9.7%	8.0%	968	9.8%	8.7%	16.6%	9975	6.2%	6.0%	14.5%	11272	ACCOMMODATION:													Commercial accom	9.2%	-3.0%	4.9%	921	7.4%	6.4%	13.0%	9420	5.9%	5.1%	11.5%	10286	- Serviced accom	17.8%	6.0%	5.9%	682	7.2%	3.1%	11.3%	6025	5.4%	1.6%	9.7%	6762	- Hotel/motel/guesthouse	22.6%	14.5%	15.0%	627	8.9%	5.8%	13.3%	5361	6.7%	3.7%	11.1%	6050	- Bed & Breakfast	-23.7%	-45.9%	-56.7%	52	-4.6%	-10.5%	-4.9%	608	-4.6%	-9.5%	-3.0%	651	Total self-catering rented	-14.2%	-15.6%	0.3%	204	7.2%	7.6%	16.9%	3150	6.9%	7.4%	17.1%	3250	- Camping & Caravanning (inc. owned caravans)	-5.3%	5.7%	30.8%	165	4.1%	4.4%	12.2%	2405	3.1%	3.7%	12.2%	2422	- Other self-catering rented	-25.7%	-32.0%	-9.3%	88	13.3%	13.3%	22.9%	1243	13.2%	13.2%	22.7%	1328	Hostels	17.3%	21.3%	40.0%	27	-5.8%	-4.8%	-8.5%	175	-8.4%	-8.2%	-14.3%	197	Own home/friends/relatives'	12.7%	21.1%	27.6%	602	7.5%	5.9%	16.8%	6014	2.4%	3.2%	13.1%	7050																																																																																																																																																																																																																																																																																																																																																																																																						
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CHILDREN IN H/H:													Any	6.0%	-1.8%	5.5%	583	2.0%	0.1%	6.5%	5664	0.0%	-0.4%	4.9%	6301	None	12.4%	9.7%	8.0%	968	9.8%	8.7%	16.6%	9975	6.2%	6.0%	14.5%	11272	ACCOMMODATION:													Commercial accom	9.2%	-3.0%	4.9%	921	7.4%	6.4%	13.0%	9420	5.9%	5.1%	11.5%	10286	- Serviced accom	17.8%	6.0%	5.9%	682	7.2%	3.1%	11.3%	6025	5.4%	1.6%	9.7%	6762	- Hotel/motel/guesthouse	22.6%	14.5%	15.0%	627	8.9%	5.8%	13.3%	5361	6.7%	3.7%	11.1%	6050	- Bed & Breakfast	-23.7%	-45.9%	-56.7%	52	-4.6%	-10.5%	-4.9%	608	-4.6%	-9.5%	-3.0%	651	Total self-catering rented	-14.2%	-15.6%	0.3%	204	7.2%	7.6%	16.9%	3150	6.9%	7.4%	17.1%	3250	- Camping & Caravanning (inc. owned caravans)	-5.3%	5.7%	30.8%	165	4.1%	4.4%	12.2%	2405	3.1%	3.7%	12.2%	2422	- Other self-catering rented	-25.7%	-32.0%	-9.3%	88	13.3%	13.3%	22.9%	1243	13.2%	13.2%	22.7%	1328	Hostels	17.3%	21.3%	40.0%	27	-5.8%	-4.8%	-8.5%	175	-8.4%	-8.2%	-14.3%	197	Own home/friends/relatives'	12.7%	21.1%	27.6%	602	7.5%	5.9%	16.8%	6014	2.4%	3.2%	13.1%	7050																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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- Serviced accom	17.8%	6.0%	5.9%	682	7.2%	3.1%	11.3%	6025	5.4%	1.6%	9.7%	6762																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
- Hotel/motel/guesthouse	22.6%	14.5%	15.0%	627	8.9%	5.8%	13.3%	5361	6.7%	3.7%	11.1%	6050																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
- Bed & Breakfast	-23.7%	-45.9%	-56.7%	52	-4.6%	-10.5%	-4.9%	608	-4.6%	-9.5%	-3.0%	651																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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- Camping & Caravanning (inc. owned caravans)	-5.3%	5.7%	30.8%	165	4.1%	4.4%	12.2%	2405	3.1%	3.7%	12.2%	2422																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
- Other self-catering rented	-25.7%	-32.0%	-9.3%	88	13.3%	13.3%	22.9%	1243	13.2%	13.2%	22.7%	1328																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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	Trips	Bednights	Expenditure		Trips	Bednights	Expenditure		Trips	Bednights	Expenditure																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
TOTAL	8.7%	3.1%	4.7%	1265	6.9%	5.9%	12.3%	12833	3.4%	3.0%	9.9%	14466																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
PURPOSE:													Pure Holiday	0.3%	-1.7%	1.6%	550	4.9%	3.5%	10.4%	6232	2.7%	1.5%	8.7%	6721	- 1-3 nights holiday	-2.0%	-9.2%	-10.2%	364	6.1%	5.5%	9.5%	3799	3.5%	-2.3%	8.2%	4168	- 4+ nights holiday	5.4%	4.1%	22.9%	186	2.9%	2.5%	11.3%	2424	1.3%	1.1%	9.2%	2541	VFR (on holiday)	10.1%	31.4%	5.4%	224	7.7%	8.9%	12.8%	2412	0.4%	1.9%	10.5%	2869	HOLIDAY (TOTAL)	2.8%	5.4%	2.4%	774	5.7%	4.8%	10.8%	8642	2.0%	1.6%	9.0%	9588	VFR (non-holiday)	1.8%	2.0%	5.3%	2221	1.8%	3.4%	12.1%	264	0.6%	0.8%	4.0%	2669	VFR (TOTAL)	5.8%	16.0%	-4.1%	487	4.8%	5.8%	9.4%	4633	0.5%	1.4%	7.6%	5538	Business	33.0%	-0.7%	16.4%	178	16.5%	11.1%	21.7%	1575	11.2%	9.9%	16.6%	1788	Regions:													West Midlands	25.6%	-26.5%	27.0%	97	3.4%	-9.1%	6.0%	972	-0.5%	-9.4%	-3.3%	1141	East of England	15.5%	-6.1%	16.3%	127	16.5%	12.6%	16.0%	1293	7.6%	9.4%	10.6%	1447	East Midlands	19.2%	14.7%	4.0%	101	14.5%	14.0%	23.4%	1129	11.0%	6.1%	16.4%	1249	London	4.4%	25.7%	-13.6%	145	-4.4%	7.8%	1.2%	1260	-2.4%	7.8%	4.9%	1481	North West	22.7%	11.5%	11.8%	204	14.2%	11.0%	14.2%	1739	8.1%	5.7%	10.9%	1966	North East	-14.6%	-19.2%	-13.9%	63	20.5%	16.7%	10.6%	548	17.3%	10.5%	13.2%	612	South East	-2.0%	8.3%	14.7%	167	-1.2%	-1.7%	14.3%	2031	-2.7%	-2.4%	12.3%	2314	South West	-7.1%	-15.4%	9.2%	223	4.2%	1.7%	13.8%	2650	0.8%	-0.5%	11.5%	2904	Yorkshire & the Humber	31.0%	55.5%	-4.8%	164	10.0%	13.2%	13.4%	1384	5.5%	9.2%	12.3%	1553	LOCATION TYPE:													Seaside	-7.7%	0.3%	-2.4%	245	5.0%	5.6%	12.0%	2863	2.2%	3.1%	10.8%	3039	Large city/ large town	12.9%	18.6%	10.3%	531	5.7%	5.8%	11.0%	4877	2.3%	1.8%	8.8%	5662	Small town	16.9%	-17.3%	4.9%	303	8.2%	8.3%	15.5%	2923	3.5%	4.8%	10.7%	3350	Countryside/ village	4.8%	7.5%	-3.0%	204	10.2%	3.1%	12.3%	2429	7.0%	1.7%	10.4%	2704	AGE:													16-24	8.2%	-8.5%	-9.8%	154	-1.0%	-2.4%	13.4%	1534	-0.2%	0.3%	13.8%	1779	25-34	18.2%	39.7%	-1.6%	207	2.0%	9.7%	11.8%	2006	0.3%	6.7%	11.4%	2308	35-44	-2.0%	-22.3%	-4.3%	276	8.2%	4.8%	11.8%	2798	3.7%	2.2%	8.0%	3114	45-54	13.6%	9.8%	12.6%	229	13.6%	9.5%	17.7%	2314	11.1%	7.1%	16.4%	2563	55+	11.2%	10.9%	12.4%	401	8.0%	6.3%	9.2%	4176	1.7%	0.9%	5.3%	4698	SEG:													AB	1.7%	-3.9%	-3.6%	417	8.3%	4.2%	12.9%	4314	5.1%	2.5%	11.5%	4848	C1	20.2%	8.2%	10.6%	416	10.1%	14.8%	18.8%	4024	7.1%	13.3%	15.5%	4574	C2	16.3%	-2.9%	19.1%	216	4.2%	2.8%	8.7%	2253	1.3%	-0.4%	6.1%	2508	DE	-4.1%	20.2%	3.3%	214	-0.9%	-3.1%	-1.2%	2212	-7.0%	-10.4%	-5.1%	2508	CHILDREN IN H/H:													Any	4.9%	-4.9%	7.6%	488	1.7%	1.4%	7.9%	4624	-0.6%	0.4%	5.7%	5167	None	10.8%	7.8%	3.4%	779	9.5%	8.2%	14.2%	8205	5.3%	4.2%	11.7%	9296	ACCOMMODATION:													Commercial accom	5.5%	-9.1%	-0.4%	737	6.6%	6.1%	11.8%	7612	4.8%	4.1%	10.0%	8336	- Serviced accom	18.7%	5.1%	3.0%	561	7.5%	4.1%	11.8%	5004	5.5%	2.2%	10.1%	5643	- Hotel/motel/guesthouse	23.3%	13.0%	10.8%	520	8.9%	7.3%	13.7%	4465	6.5%	4.6%	11.4%	5058	- Bed & Breakfast	-14.2%	-43.3%	-51.1%	42	-1.2%	-11.3%	-2.9%	494	-0.6%	-9.3%	-0.1%	537	Total self-catering rented	-23.8%	-25.8%	-9.7%	151	4.5%	6.2%	12.6%	2409	3.1%	4.7%	11.5%	2467	- Camping & Caravanning (inc. owned caravans)	-10.5%	-4.6%	26.2%	117	6.4%	7.1%	17.7%	1836	5.2%	6.1%	16.8%	1844	- Other self-catering rented	-37.5%	-40.4%</
Pure Holiday	0.3%	-1.7%	1.6%	550	4.9%	3.5%	10.4%	6232	2.7%	1.5%	8.7%	6721																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
- 1-3 nights holiday	-2.0%	-9.2%	-10.2%	364	6.1%	5.5%	9.5%	3799	3.5%	-2.3%	8.2%	4168																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
- 4+ nights holiday	5.4%	4.1%	22.9%	186	2.9%	2.5%	11.3%	2424	1.3%	1.1%	9.2%	2541																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
VFR (on holiday)	10.1%	31.4%	5.4%	224	7.7%	8.9%	12.8%	2412	0.4%	1.9%	10.5%	2869																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
HOLIDAY (TOTAL)	2.8%	5.4%	2.4%	774	5.7%	4.8%	10.8%	8642	2.0%	1.6%	9.0%	9588																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
VFR (non-holiday)	1.8%	2.0%	5.3%	2221	1.8%	3.4%	12.1%	264	0.6%	0.8%	4.0%	2669																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
VFR (TOTAL)	5.8%	16.0%	-4.1%	487	4.8%	5.8%	9.4%	4633	0.5%	1.4%	7.6%	5538																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Business	33.0%	-0.7%	16.4%	178	16.5%	11.1%	21.7%	1575	11.2%	9.9%	16.6%	1788																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Regions:													West Midlands	25.6%	-26.5%	27.0%	97	3.4%	-9.1%	6.0%	972	-0.5%	-9.4%	-3.3%	1141	East of England	15.5%	-6.1%	16.3%	127	16.5%	12.6%	16.0%	1293	7.6%	9.4%	10.6%	1447	East Midlands	19.2%	14.7%	4.0%	101	14.5%	14.0%	23.4%	1129	11.0%	6.1%	16.4%	1249	London	4.4%	25.7%	-13.6%	145	-4.4%	7.8%	1.2%	1260	-2.4%	7.8%	4.9%	1481	North West	22.7%	11.5%	11.8%	204	14.2%	11.0%	14.2%	1739	8.1%	5.7%	10.9%	1966	North East	-14.6%	-19.2%	-13.9%	63	20.5%	16.7%	10.6%	548	17.3%	10.5%	13.2%	612	South East	-2.0%	8.3%	14.7%	167	-1.2%	-1.7%	14.3%	2031	-2.7%	-2.4%	12.3%	2314	South West	-7.1%	-15.4%	9.2%	223	4.2%	1.7%	13.8%	2650	0.8%	-0.5%	11.5%	2904	Yorkshire & the Humber	31.0%	55.5%	-4.8%	164	10.0%	13.2%	13.4%	1384	5.5%	9.2%	12.3%	1553	LOCATION TYPE:													Seaside	-7.7%	0.3%	-2.4%	245	5.0%	5.6%	12.0%	2863	2.2%	3.1%	10.8%	3039	Large city/ large town	12.9%	18.6%	10.3%	531	5.7%	5.8%	11.0%	4877	2.3%	1.8%	8.8%	5662	Small town	16.9%	-17.3%	4.9%	303	8.2%	8.3%	15.5%	2923	3.5%	4.8%	10.7%	3350	Countryside/ village	4.8%	7.5%	-3.0%	204	10.2%	3.1%	12.3%	2429	7.0%	1.7%	10.4%	2704	AGE:													16-24	8.2%	-8.5%	-9.8%	154	-1.0%	-2.4%	13.4%	1534	-0.2%	0.3%	13.8%	1779	25-34	18.2%	39.7%	-1.6%	207	2.0%	9.7%	11.8%	2006	0.3%	6.7%	11.4%	2308	35-44	-2.0%	-22.3%	-4.3%	276	8.2%	4.8%	11.8%	2798	3.7%	2.2%	8.0%	3114	45-54	13.6%	9.8%	12.6%	229	13.6%	9.5%	17.7%	2314	11.1%	7.1%	16.4%	2563	55+	11.2%	10.9%	12.4%	401	8.0%	6.3%	9.2%	4176	1.7%	0.9%	5.3%	4698	SEG:													AB	1.7%	-3.9%	-3.6%	417	8.3%	4.2%	12.9%	4314	5.1%	2.5%	11.5%	4848	C1	20.2%	8.2%	10.6%	416	10.1%	14.8%	18.8%	4024	7.1%	13.3%	15.5%	4574	C2	16.3%	-2.9%	19.1%	216	4.2%	2.8%	8.7%	2253	1.3%	-0.4%	6.1%	2508	DE	-4.1%	20.2%	3.3%	214	-0.9%	-3.1%	-1.2%	2212	-7.0%	-10.4%	-5.1%	2508	CHILDREN IN H/H:													Any	4.9%	-4.9%	7.6%	488	1.7%	1.4%	7.9%	4624	-0.6%	0.4%	5.7%	5167	None	10.8%	7.8%	3.4%	779	9.5%	8.2%	14.2%	8205	5.3%	4.2%	11.7%	9296	ACCOMMODATION:													Commercial accom	5.5%	-9.1%	-0.4%	737	6.6%	6.1%	11.8%	7612	4.8%	4.1%	10.0%	8336	- Serviced accom	18.7%	5.1%	3.0%	561	7.5%	4.1%	11.8%	5004	5.5%	2.2%	10.1%	5643	- Hotel/motel/guesthouse	23.3%	13.0%	10.8%	520	8.9%	7.3%	13.7%	4465	6.5%	4.6%	11.4%	5058	- Bed & Breakfast	-14.2%	-43.3%	-51.1%	42	-1.2%	-11.3%	-2.9%	494	-0.6%	-9.3%	-0.1%	537	Total self-catering rented	-23.8%	-25.8%	-9.7%	151	4.5%	6.2%	12.6%	2409	3.1%	4.7%	11.5%	2467	- Camping & Caravanning (inc. owned caravans)	-10.5%	-4.6%	26.2%	117	6.4%	7.1%	17.7%	1836	5.2%	6.1%	16.8%	1844	- Other self-catering rented	-37.5%	-40.4%</																																																																																																																					
West Midlands	25.6%	-26.5%	27.0%	97	3.4%	-9.1%	6.0%	972	-0.5%	-9.4%	-3.3%	1141																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
East of England	15.5%	-6.1%	16.3%	127	16.5%	12.6%	16.0%	1293	7.6%	9.4%	10.6%	1447																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
East Midlands	19.2%	14.7%	4.0%	101	14.5%	14.0%	23.4%	1129	11.0%	6.1%	16.4%	1249																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
London	4.4%	25.7%	-13.6%	145	-4.4%	7.8%	1.2%	1260	-2.4%	7.8%	4.9%	1481																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
North West	22.7%	11.5%	11.8%	204	14.2%	11.0%	14.2%	1739	8.1%	5.7%	10.9%	1966																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
North East	-14.6%	-19.2%	-13.9%	63	20.5%	16.7%	10.6%	548	17.3%	10.5%	13.2%	612																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
South East	-2.0%	8.3%	14.7%	167	-1.2%	-1.7%	14.3%	2031	-2.7%	-2.4%	12.3%	2314																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
South West	-7.1%	-15.4%	9.2%	223	4.2%	1.7%	13.8%	2650	0.8%	-0.5%	11.5%	2904																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Yorkshire & the Humber	31.0%	55.5%	-4.8%	164	10.0%	13.2%	13.4%	1384	5.5%	9.2%	12.3%	1553																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
LOCATION TYPE:													Seaside	-7.7%	0.3%	-2.4%	245	5.0%	5.6%	12.0%	2863	2.2%	3.1%	10.8%	3039	Large city/ large town	12.9%	18.6%	10.3%	531	5.7%	5.8%	11.0%	4877	2.3%	1.8%	8.8%	5662	Small town	16.9%	-17.3%	4.9%	303	8.2%	8.3%	15.5%	2923	3.5%	4.8%	10.7%	3350	Countryside/ village	4.8%	7.5%	-3.0%	204	10.2%	3.1%	12.3%	2429	7.0%	1.7%	10.4%	2704	AGE:													16-24	8.2%	-8.5%	-9.8%	154	-1.0%	-2.4%	13.4%	1534	-0.2%	0.3%	13.8%	1779	25-34	18.2%	39.7%	-1.6%	207	2.0%	9.7%	11.8%	2006	0.3%	6.7%	11.4%	2308	35-44	-2.0%	-22.3%	-4.3%	276	8.2%	4.8%	11.8%	2798	3.7%	2.2%	8.0%	3114	45-54	13.6%	9.8%	12.6%	229	13.6%	9.5%	17.7%	2314	11.1%	7.1%	16.4%	2563	55+	11.2%	10.9%	12.4%	401	8.0%	6.3%	9.2%	4176	1.7%	0.9%	5.3%	4698	SEG:													AB	1.7%	-3.9%	-3.6%	417	8.3%	4.2%	12.9%	4314	5.1%	2.5%	11.5%	4848	C1	20.2%	8.2%	10.6%	416	10.1%	14.8%	18.8%	4024	7.1%	13.3%	15.5%	4574	C2	16.3%	-2.9%	19.1%	216	4.2%	2.8%	8.7%	2253	1.3%	-0.4%	6.1%	2508	DE	-4.1%	20.2%	3.3%	214	-0.9%	-3.1%	-1.2%	2212	-7.0%	-10.4%	-5.1%	2508	CHILDREN IN H/H:													Any	4.9%	-4.9%	7.6%	488	1.7%	1.4%	7.9%	4624	-0.6%	0.4%	5.7%	5167	None	10.8%	7.8%	3.4%	779	9.5%	8.2%	14.2%	8205	5.3%	4.2%	11.7%	9296	ACCOMMODATION:													Commercial accom	5.5%	-9.1%	-0.4%	737	6.6%	6.1%	11.8%	7612	4.8%	4.1%	10.0%	8336	- Serviced accom	18.7%	5.1%	3.0%	561	7.5%	4.1%	11.8%	5004	5.5%	2.2%	10.1%	5643	- Hotel/motel/guesthouse	23.3%	13.0%	10.8%	520	8.9%	7.3%	13.7%	4465	6.5%	4.6%	11.4%	5058	- Bed & Breakfast	-14.2%	-43.3%	-51.1%	42	-1.2%	-11.3%	-2.9%	494	-0.6%	-9.3%	-0.1%	537	Total self-catering rented	-23.8%	-25.8%	-9.7%	151	4.5%	6.2%	12.6%	2409	3.1%	4.7%	11.5%	2467	- Camping & Caravanning (inc. owned caravans)	-10.5%	-4.6%	26.2%	117	6.4%	7.1%	17.7%	1836	5.2%	6.1%	16.8%	1844	- Other self-catering rented	-37.5%	-40.4%</																																																																																																																																																																																																																																																							
Seaside	-7.7%	0.3%	-2.4%	245	5.0%	5.6%	12.0%	2863	2.2%	3.1%	10.8%	3039																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Large city/ large town	12.9%	18.6%	10.3%	531	5.7%	5.8%	11.0%	4877	2.3%	1.8%	8.8%	5662																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Small town	16.9%	-17.3%	4.9%	303	8.2%	8.3%	15.5%	2923	3.5%	4.8%	10.7%	3350																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Countryside/ village	4.8%	7.5%	-3.0%	204	10.2%	3.1%	12.3%	2429	7.0%	1.7%	10.4%	2704																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
AGE:													16-24	8.2%	-8.5%	-9.8%	154	-1.0%	-2.4%	13.4%	1534	-0.2%	0.3%	13.8%	1779	25-34	18.2%	39.7%	-1.6%	207	2.0%	9.7%	11.8%	2006	0.3%	6.7%	11.4%	2308	35-44	-2.0%	-22.3%	-4.3%	276	8.2%	4.8%	11.8%	2798	3.7%	2.2%	8.0%	3114	45-54	13.6%	9.8%	12.6%	229	13.6%	9.5%	17.7%	2314	11.1%	7.1%	16.4%	2563	55+	11.2%	10.9%	12.4%	401	8.0%	6.3%	9.2%	4176	1.7%	0.9%	5.3%	4698	SEG:													AB	1.7%	-3.9%	-3.6%	417	8.3%	4.2%	12.9%	4314	5.1%	2.5%	11.5%	4848	C1	20.2%	8.2%	10.6%	416	10.1%	14.8%	18.8%	4024	7.1%	13.3%	15.5%	4574	C2	16.3%	-2.9%	19.1%	216	4.2%	2.8%	8.7%	2253	1.3%	-0.4%	6.1%	2508	DE	-4.1%	20.2%	3.3%	214	-0.9%	-3.1%	-1.2%	2212	-7.0%	-10.4%	-5.1%	2508	CHILDREN IN H/H:													Any	4.9%	-4.9%	7.6%	488	1.7%	1.4%	7.9%	4624	-0.6%	0.4%	5.7%	5167	None	10.8%	7.8%	3.4%	779	9.5%	8.2%	14.2%	8205	5.3%	4.2%	11.7%	9296	ACCOMMODATION:													Commercial accom	5.5%	-9.1%	-0.4%	737	6.6%	6.1%	11.8%	7612	4.8%	4.1%	10.0%	8336	- Serviced accom	18.7%	5.1%	3.0%	561	7.5%	4.1%	11.8%	5004	5.5%	2.2%	10.1%	5643	- Hotel/motel/guesthouse	23.3%	13.0%	10.8%	520	8.9%	7.3%	13.7%	4465	6.5%	4.6%	11.4%	5058	- Bed & Breakfast	-14.2%	-43.3%	-51.1%	42	-1.2%	-11.3%	-2.9%	494	-0.6%	-9.3%	-0.1%	537	Total self-catering rented	-23.8%	-25.8%	-9.7%	151	4.5%	6.2%	12.6%	2409	3.1%	4.7%	11.5%	2467	- Camping & Caravanning (inc. owned caravans)	-10.5%	-4.6%	26.2%	117	6.4%	7.1%	17.7%	1836	5.2%	6.1%	16.8%	1844	- Other self-catering rented	-37.5%	-40.4%</																																																																																																																																																																																																																																																																																																																								
16-24	8.2%	-8.5%	-9.8%	154	-1.0%	-2.4%	13.4%	1534	-0.2%	0.3%	13.8%	1779																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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35-44	-2.0%	-22.3%	-4.3%	276	8.2%	4.8%	11.8%	2798	3.7%	2.2%	8.0%	3114																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
45-54	13.6%	9.8%	12.6%	229	13.6%	9.5%	17.7%	2314	11.1%	7.1%	16.4%	2563																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
55+	11.2%	10.9%	12.4%	401	8.0%	6.3%	9.2%	4176	1.7%	0.9%	5.3%	4698																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
SEG:													AB	1.7%	-3.9%	-3.6%	417	8.3%	4.2%	12.9%	4314	5.1%	2.5%	11.5%	4848	C1	20.2%	8.2%	10.6%	416	10.1%	14.8%	18.8%	4024	7.1%	13.3%	15.5%	4574	C2	16.3%	-2.9%	19.1%	216	4.2%	2.8%	8.7%	2253	1.3%	-0.4%	6.1%	2508	DE	-4.1%	20.2%	3.3%	214	-0.9%	-3.1%	-1.2%	2212	-7.0%	-10.4%	-5.1%	2508	CHILDREN IN H/H:													Any	4.9%	-4.9%	7.6%	488	1.7%	1.4%	7.9%	4624	-0.6%	0.4%	5.7%	5167	None	10.8%	7.8%	3.4%	779	9.5%	8.2%	14.2%	8205	5.3%	4.2%	11.7%	9296	ACCOMMODATION:													Commercial accom	5.5%	-9.1%	-0.4%	737	6.6%	6.1%	11.8%	7612	4.8%	4.1%	10.0%	8336	- Serviced accom	18.7%	5.1%	3.0%	561	7.5%	4.1%	11.8%	5004	5.5%	2.2%	10.1%	5643	- Hotel/motel/guesthouse	23.3%	13.0%	10.8%	520	8.9%	7.3%	13.7%	4465	6.5%	4.6%	11.4%	5058	- Bed & Breakfast	-14.2%	-43.3%	-51.1%	42	-1.2%	-11.3%	-2.9%	494	-0.6%	-9.3%	-0.1%	537	Total self-catering rented	-23.8%	-25.8%	-9.7%	151	4.5%	6.2%	12.6%	2409	3.1%	4.7%	11.5%	2467	- Camping & Caravanning (inc. owned caravans)	-10.5%	-4.6%	26.2%	117	6.4%	7.1%	17.7%	1836	5.2%	6.1%	16.8%	1844	- Other self-catering rented	-37.5%	-40.4%</																																																																																																																																																																																																																																																																																																																																																																																																						
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