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United Kingdom Tourism Survey 2010
Apr - Jun 2010 – Volume and Value

Undertaken by TNS Travel & Tourism
Fieldwork: 7th April 2010 – 25th July 2010
TNS Face-to-Face Omnibus Survey

Trips taken in: Apr - Jun 2010	Trips (Millions)			Bednights (Millions)			Expenditure (£ Millions) ★		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	**35.060**	**34.216**	*-2.41%*	**111.428**	**102.784**	*-7.76%*	**£6,353**	**£5,779**	*-9.04%*
England Total	**28.557**	**27.241**	*-4.61%*	**88.391**	**79.344**	*-10.24%*	**£5,042**	**£4,489**	*-10.97%*
East	**2.805**	**2.856**	*+1.82%*	**8.640**	**8.641**	*+0.01%*	**£349**	**£420**	*+20.34%*
East Midlands	**2.081**	**2.299**	*+10.48%*	**6.107**	**6.403**	*+4.85%*	**£293**	**£324**	*+10.58%*
London	**3.209**	**2.729**	*-14.96%*	**7.003**	**5.872**	*-16.15%*	**£720**	**£608**	*-15.56%*
North East	**0.964**	**0.974**	*+1.04%*	**2.678**	**2.557**	*-4.52%*	**£156**	**£178**	*+14.10%*
North West	**3.704**	**3.574**	*-3.51%*	**10.687**	**9.830**	*-8.02%*	**£669**	**£623**	*-6.88%*
South East	**5.097**	**4.636**	*-9.04%*	**15.269**	**12.557**	*-17.76%*	**£739**	**£618**	*-16.37%*
South West	**6.321**	**5.521**	*-12.66%*	**24.326**	**21.004**	*-13.66%*	**£1,314**	**£1,021**	*-22.30%*
West Midlands	**2.160**	**2.122**	*-1.76%*	**5.133**	**4.693**	*-8.57%*	**£299**	**£280**	*-6.35%*
Yorks & Humb	**2.907**	**2.943**	*+1.24%*	**8.292**	**7.409**	*-10.65%*	**£483**	**£389**	*-19.46%*

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United Kingdom Tourism Survey 2010
Apr - Jun 2010 – Volume and Value

Undertaken by TNS Travel & Tourism
Fieldwork: 7th April 2010 – 25th July 2010
TNS Face-to-Face Omnibus Survey

Trips taken in: Apr - Jun 2010	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	**3.18**	**3.00**	*-5.48%*	**£57**	**£56**	*-1.39%*	**£181**	**£169**	*-6.79%*
England Total	**3.10**	**2.91**	*-5.90%*	**£57**	**£57**	*-0.82%*	**£177**	**£165**	*-6.67%*
East	**3.08**	**3.03**	*-1.77%*	**£40**	**£49**	*+20.33%*	**£124**	**£147**	*+18.19%*
East Midlands	**2.93**	**2.79**	*-5.10%*	**£48**	**£51**	*+5.47%*	**£141**	**£141**	*+0.09%*
London	**2.18**	**2.15**	*-1.40%*	**£103**	**£104**	*+0.71%*	**£224**	**£223**	*-0.70%*
North East	**2.78**	**2.63**	*-5.50%*	**£58**	**£70**	*+19.50%*	**£162**	**£183**	*+12.93%*
North West	**2.89**	**2.75**	*-4.67%*	**£63**	**£63**	*+1.24%*	**£181**	**£174**	*-3.49%*
South East	**3.00**	**2.71**	*-9.58%*	**£48**	**£49**	*+1.69%*	**£145**	**£133**	*-8.06%*
South West	**3.85**	**3.80**	*-1.14%*	**£54**	**£49**	*-10.01%*	**£208**	**£185**	*-11.04%*
West Midlands	**2.38**	**2.21**	*-6.93%*	**£58**	**£60**	*+2.43%*	**£138**	**£132**	*-4.68%*
Yorks & Humb	**2.85**	**2.52**	*-11.74%*	**£58**	**£53**	*-9.86%*	**£166**	**£132**	*-20.45%*

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United Kingdom Tourism Survey 2010
Year to date: Jun 2010 Volume and Value

Undertaken by TNS Travel & Tourism
Fieldwork: 13th January 2010 – 25th July 2010
TNS Face-to-Face Omnibus Survey

Trips taken in: Jan – Jun 2010	Trips (Millions)			Bednights (Millions)			Expenditure (£ Millions) ★		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	**56.050**	**56.017**	*-0.06%*	**166.382**	**158.484**	*-4.75%*	**£9,731**	**£9,243**	*-5.01%*
England Total	**46.155**	**45.145**	*-2.19%*	**133.542**	**122.917**	*-7.96%*	**£7,741**	**£7,190**	*-7.12%*
East	**4.786**	**4.379**	*-8.50%*	**13.604**	**12.358**	*-9.16%*	**£589**	**£605**	*+2.72%*
East Midlands	**3.454**	**3.679**	*+6.51%*	**9.238**	**10.018**	*+8.44%*	**£475**	**£479**	*+0.84%*
London	**5.461**	**5.530**	*+1.26%*	**11.717**	**11.41**	*-2.62%*	**£1,189**	**£1,192**	*+0.25%*
North East	**1.662**	**1.711**	*+2.95%*	**4.465**	**4.490**	*+0.56%*	**£241**	**£302**	*+25.31%*
North West	**5.906**	**5.824**	*-1.39%*	**16.199**	**15.434**	*-4.72%*	**£1,097**	**£1,034**	*-5.74%*
South East	**7.986**	**8.013**	*+0.34%*	**22.558**	**20.453**	*-9.33%*	**£1,104**	**£1,019**	*-7.70%*
South West	**9.073**	**8.273**	*-8.82%*	**33.358**	**28.976**	*-13.14%*	**£1,729**	**£1,427**	*-17.47%*
West Midlands	**3.952**	**3.635**	*-8.02%*	**8.979**	**7.972**	*-11.22%*	**£556**	**£489**	*-12.05%*
Yorks & Humb	**4.872**	**4.716**	*-3.20%*	**12.996**	**11.264**	*-13.33%*	**£732**	**£603**	*-17.62%*

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United Kingdom Tourism Survey 2010
Year to date: Jun 2010 Volume and Value

Undertaken by TNS Travel & Tourism
Fieldwork: 13th January 2010 – 25th July 2010
TNS Face-to-Face Omnibus Survey

Trips taken in: Jan – Jun 2010	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	**2.97**	**2.83**	*-4.69%*	**£58**	**£58**	*-0.28%*	**£174**	**£165**	*-4.96%*
England Total	**2.89**	**2.72**	*-5.90%*	**£58**	**£58**	*+0.91%*	**£168**	**£159**	*-5.04%*
East	**2.84**	**2.82**	*-0.72%*	**£43**	**£49**	*+13.07%*	**£123**	**£138**	*+12.26%*
East Midlands	**2.67**	**2.72**	*+1.81%*	**£51**	**£48**	*-7.01%*	**£138**	**£130**	*-5.33%*
London	**2.15**	**2.06**	*-3.84%*	**£101**	**£104**	*+2.95%*	**£218**	**£216**	*-1.00%*
North East	**2.69**	**2.62**	*-2.32%*	**£54**	**£67**	*+24.61%*	**£145**	**£177**	*+21.72%*
North West	**2.74**	**2.65**	*-3.38%*	**£68**	**£67**	*-1.07%*	**£186**	**£178**	*-4.42%*
South East	**2.82**	**2.55**	*-9.64%*	**£49**	**£50**	*+1.80%*	**£138**	**£127**	*-8.01%*
South West	**3.68**	**3.50**	*-4.74%*	**£52**	**£49**	*-4.99%*	**£191**	**£172**	*-9.49%*
West Midlands	**2.27**	**2.19**	*-3.47%*	**£62**	**£61**	*-0.94%*	**£141**	**£135**	*-4.38%*
Yorks & Humb	**2.67**	**2.39**	*-10.46%*	**£56**	**£54**	*-4.96%*	**£150**	**£128**	*-14.90%*

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United Kingdom Tourism Survey 2010
12 Month Comparison – Year ending Jun 2010
Volume and Value

Undertaken by TNS Travel & Tourism
Fieldwork: 8th July 2009 – 25th July 2010
TNS Face-to-Face Omnibus Survey

Trips taken in: Jul 09 – Jun 10	Trips (Millions)			Bednights (Millions)			Expenditure (£ Millions) ★		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	**118.154**	**125.978**	*+6.62%*	**373.771**	**391.205**	*+4.66%*	**£20,931**	**£21,392**	*+2.20%*
England Total	**96.175**	**101.944**	*+6.00%*	**292.429**	**302.642**	*+3.49%*	**£16,348**	**£16,729**	*+2.33%*
East	**9.588**	**10.200**	*+6.38%*	**30.045**	**30.303**	*+0.86%*	**£1,306**	**£1,424**	*+9.04%*
East Midlands	**7.358**	**7.989**	*+8.58%*	**22.049**	**23.076**	*+4.66%*	**£1,047**	**£1,055**	*+0.76%*
London	**10.868**	**10.864**	*-0.04%*	**24.649**	**23.525**	*-4.56%*	**£2,283**	**£2,233**	*-2.19%*
North East	**3.995**	**3.832**	*-4.08%*	**12.045**	**11.700**	*-2.86%*	**£671**	**£660**	*-1.64%*
North West	**13.170**	**13.643**	*+3.59%*	**37.092**	**37.039**	*-0.14%*	**£2,381**	**£2,356**	*-1.05%*
South East	**16.491**	**18.286**	*+10.88%*	**47.902**	**50.957**	*+6.38%*	**£2,342**	**£2,511**	*+7.22%*
South West	**19.209**	**20.222**	*+5.27%*	**72.449**	**77.601**	*+7.11%*	**£3,687**	**£3,822**	*+3.66%*
West Midlands	**7.633**	**8.130**	*+6.51%*	**18.365**	**19.122**	*+4.12%*	**£1,075**	**£1,147**	*+6.70%*
Yorks & Humb	**9.732**	**10.456**	*+7.44%*	**26.791**	**27.819**	*+3.84%*	**£1,472**	**£1,410**	*-4.21%*

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United Kingdom Tourism Survey 2010
12 Month Comparison – Year ending Mar 2010
Volume and Value

Undertaken by TNS Travel & Tourism
Fieldwork: 8th July 2009 – 25th July 2010
TNS Face-to-Face Omnibus Survey

Trips taken in: Jul 09 – Jun 10	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Destination:									
UK Total	**3.16**	**3.11**	*-1.84%*	**£56**	**£55**	*-2.35%*	**£177**	**£170**	*-4.14%*
England Total	**3.04**	**2.97**	*-2.36%*	**£56**	**£55**	*-1.12%*	**£170**	**£164**	*-3.46%*
East	**3.13**	**2.97**	*-5.19%*	**£43**	**£47**	*+8.11%*	**£136**	**£140**	*+2.49%*
East Midlands	**3.00**	**2.89**	*-3.61%*	**£47**	**£46**	*-3.72%*	**£142**	**£132**	*-7.19%*
London	**2.27**	**2.17**	*-4.52%*	**£93**	**£95**	*+2.48%*	**£210**	**£206**	*-2.15%*
North East	**3.02**	**3.05**	*+1.27%*	**£56**	**£56**	*+1.26%*	**£168**	**£172**	*+2.54%*
North West	**2.82**	**2.71**	*-3.60%*	**£64**	**£64**	*-0.91%*	**£181**	**£173**	*-4.48%*
South East	**2.90**	**2.79**	*-4.06%*	**£49**	**£49**	*+0.79%*	**£142**	**£137**	*-3.31%*
South West	**3.77**	**3.84**	*+1.75%*	**£51**	**£49**	*-3.22%*	**£192**	**£189**	*-1.53%*
West Midlands	**2.41**	**2.35**	*-2.24%*	**£59**	**£60**	*+2.47%*	**£141**	**£141**	*+0.18%*
Yorks & Humb	**2.75**	**2.66**	*-3.35%*	**£55**	**£51**	*-7.75%*	**£151**	**£135**	*-10.84%*

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United Kingdom Tourism Survey 2010
Confidence Limits at the 95% Level

Trips taken in: Mar 10 – Jun 10	Trips		Nights		Spend	
	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
Destination:						
UK Total	**4.1%**	**2.2%**	**5.2%**	**2.8%**	**5.4%**	**2.9%**
England Total	**4.3%**	**2.4%**	**5.6%**	**3.0%**	**5.8%**	**3.2%**
East	**7.7%**	**5.5%**	**15.3%**	**8.6%**	**13.3%**	**8.1%**
East Midlands	**8.3%**	**6.3%**	**13.0%**	**7.9%**	**18.7%**	**9.5%**
London	**6.4%**	**5.2%**	**11.3%**	**7.1%**	**12.1%**	**7.5%**
North East	**10.0%**	**7.7%**	**16.1%**	**10.6%**	**23.1%**	**11.0%**
North West	**5.9%**	**4.6%**	**10.5%**	**6.1%**	**12.9%**	**7.0%**
South East	**5.7%**	**4.0%**	**8.5%**	**5.2%**	**9.7%**	**6.7%**
South West	**5.5%**	**4.3%**	**9.6%**	**5.3%**	**8.4%**	**6.7%**
West Midlands	**8.5%**	**5.7%**	**16.1%**	**8.4%**	**16.0%**	**9.1%**
Yorks & Humb	**6.5%**	**5.4%**	**10.7%**	**7.0%**	**15.4%**	**7.8%**

Figures are based on **average** annual / quarterly base sizes – actual levels are subject to seasonal variance