

The Staycation: - 2010 and beyond?

1 October 2010

Undertaken for Visit England



Our Research Aims

To provide a clear indication of what happened to the 19% uplift in domestic travel seen in 2009...**THE STAYCATION**

-To what extent was it repeated in 2010 (& by whom?)

-What did '09 Staycationers do in 2010?

-How was the 2010 England experience?

-What will happen in 2011?...and can people be persuaded to holiday more in England?

The Approach

- 1000+ quantitative online interviews
 - 6 – 13 September 2010
 - 15 minute questionnaire
 - GB population (18yrs +)
- Included key questions on impact of & attitudes towards economic downturn tracked quarterly since Oct 08

THE IN-GOING CLIMATE

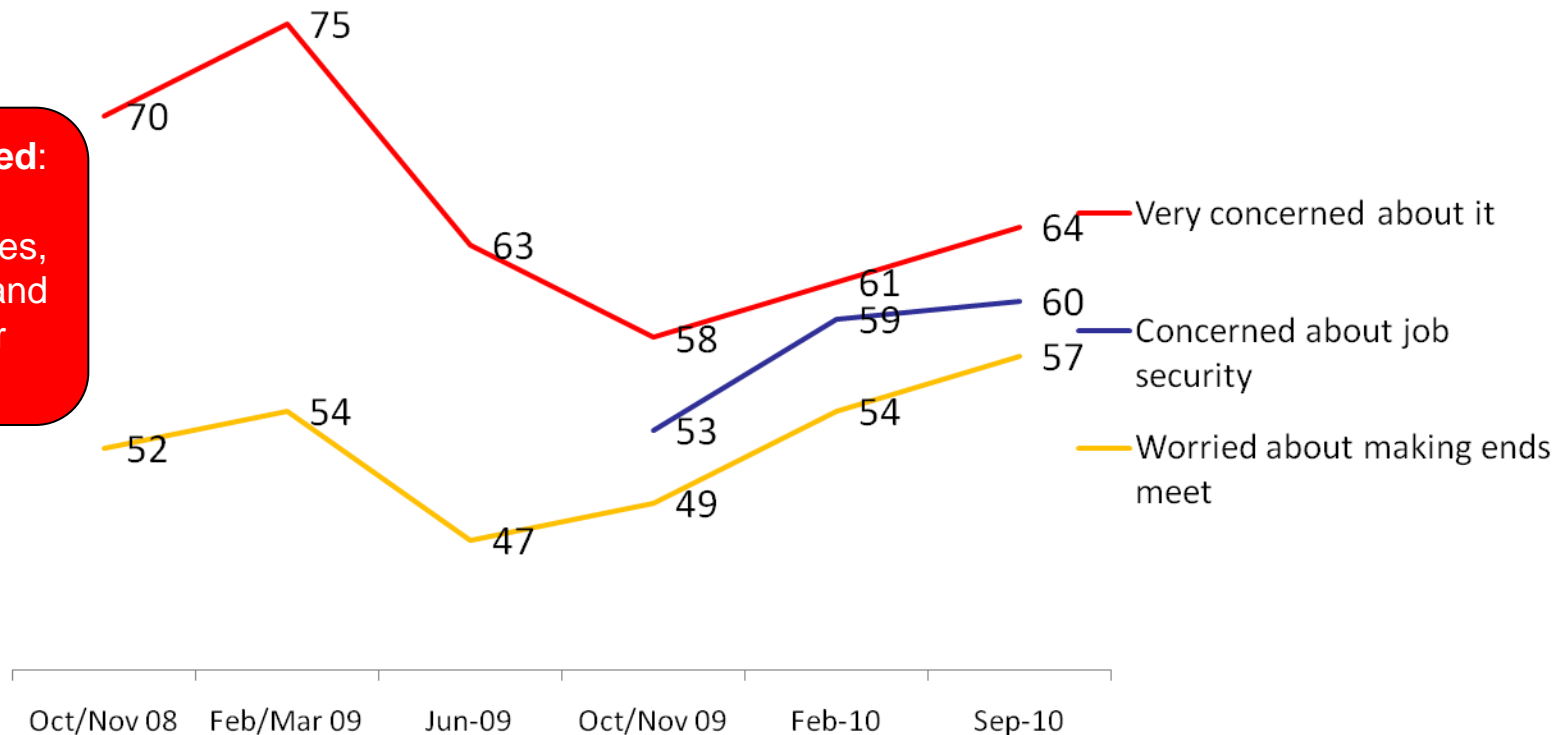
*Ongoing impact of, & attitudes to the
Economic Downturn*

Levels of concern over economy & its personal impact continue to rise

% 'Strongly agree'/'Slightly agree' with each statement

Most concerned:

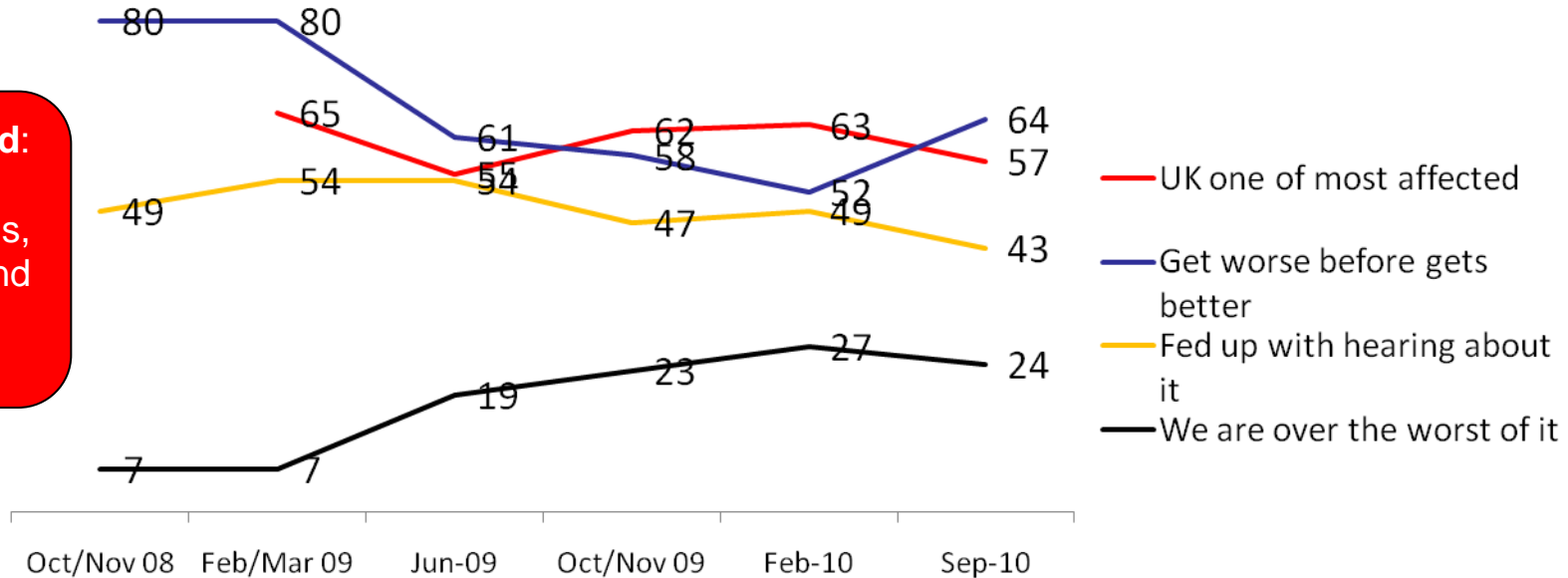
Women, Families,
18-35 yr olds, and
Public sector
workers



Q1. To what extent do you personally agree or disagree with the following statements about the economic downturn or credit crunch? Base: All respondents (1000+) Differences of c 5% are significant)

Almost two-thirds now feel the economic situation will get worse before it gets better

% 'Strongly agree'/'Slightly agree' with each statement



Most concerned:

Women, Families,
18-35 yr olds, and
Public sector
workers

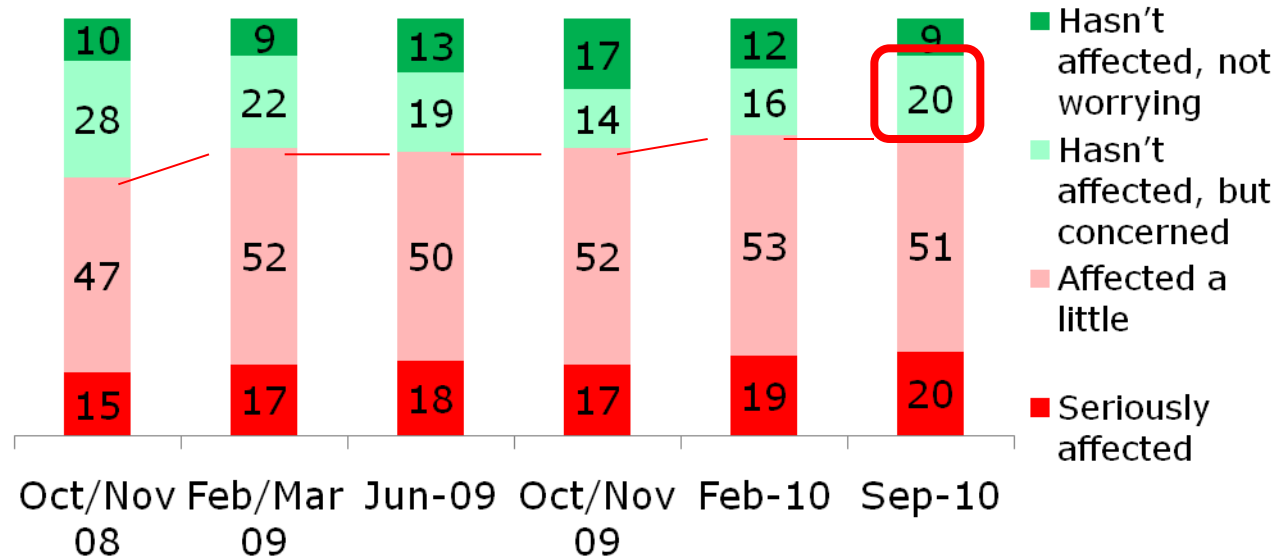
Q1. To what extent do you personally agree or disagree with the following statements about the economic downturn or credit crunch? Base: All respondents (1000+) Differences of c 5% are significant)

No rise in level of those actually affected, but *unaffected* now more concerned

Impact of economic downturn (%)

Most affected:

Women, Families,
35-54 yr olds, DE
social grade



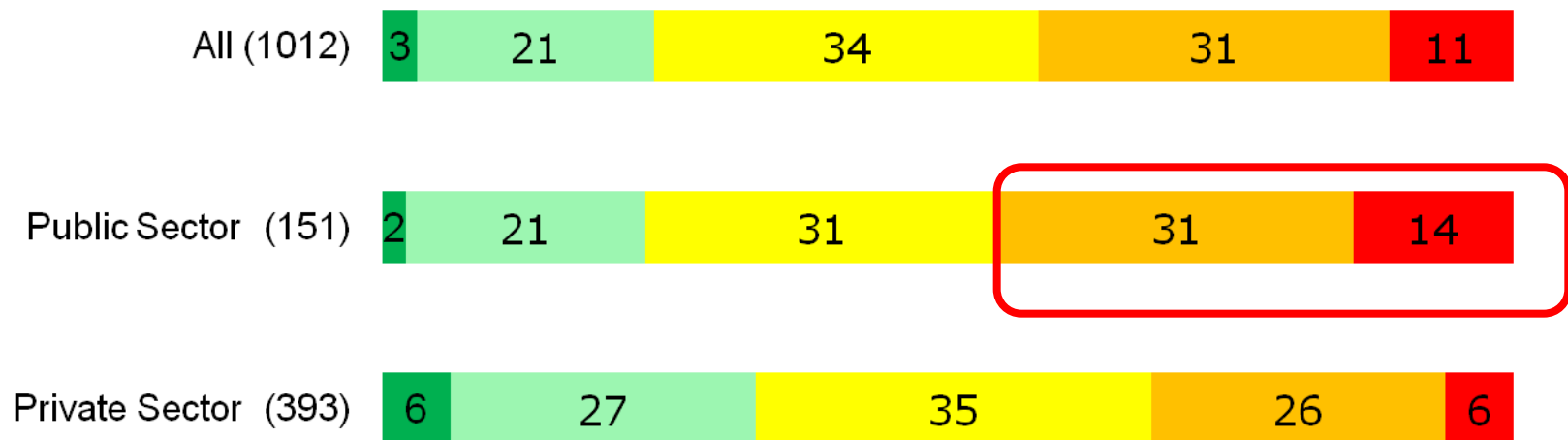
Q2. Which of the following best describes your feelings about the economic downturn or credit crunch?

Base: All respondents (1000+) Differences of c 5% are significant)

4 in 10 expect their financial situation to worsen next year – especially Public sector

How expect personal financial situation to change in coming year (%)

■ Much better ■ A little better ■ No better or worse ■ A little worse ■ Much worse



Q2b. Q2b: How do you think your personal financial situation will change in the coming year?

Base: All respondents (1000+)

Points to Ponder....

- ❑ The rising confidence in the economic situation seen in the last half of 2009 was short-lived, and concern over the recession, job security and future personal finances continue to grow
 - Level of concern now back to that seen in June 2009
 - 6 in 10 are concerned about job security and making ends meet
 - 4 in 10 expect their financial situation to worsen in next 12 months

- ❑ Most concerned are now women, 18-35 year olds, families, and particularly Public sector workers, of whom almost three-quarters are concerned about job security

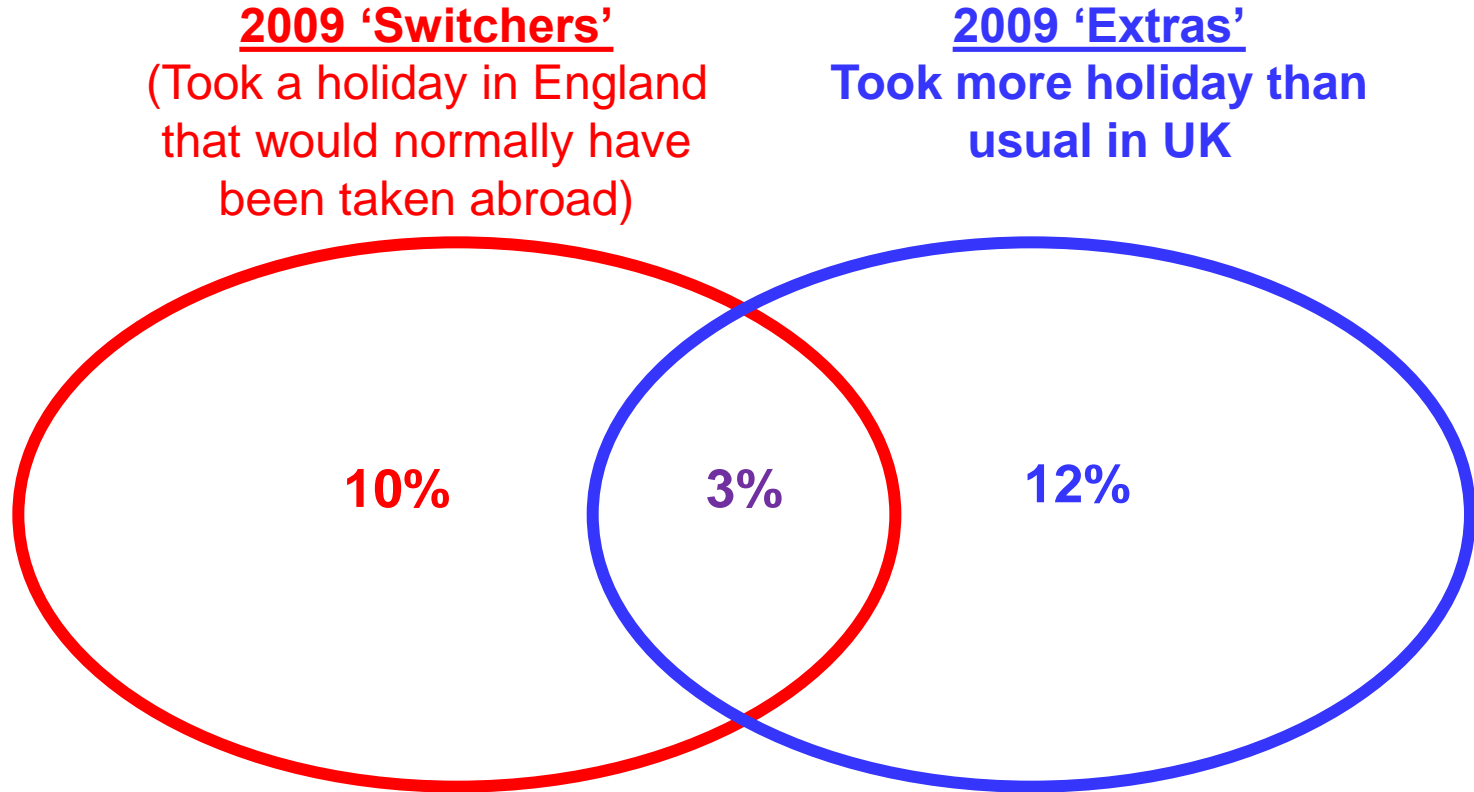
- ❑ The concerns which prompted the rise of the Staycation look set to remain into 2011

THE STAYCATION

- Did it continue in 2010? - by whom?

-What did 2009 Staycationers do in 2010?

A reminder: In 2009, 1/4 were Staycationers – 13% were 'Switchers', 15% 'Extras'



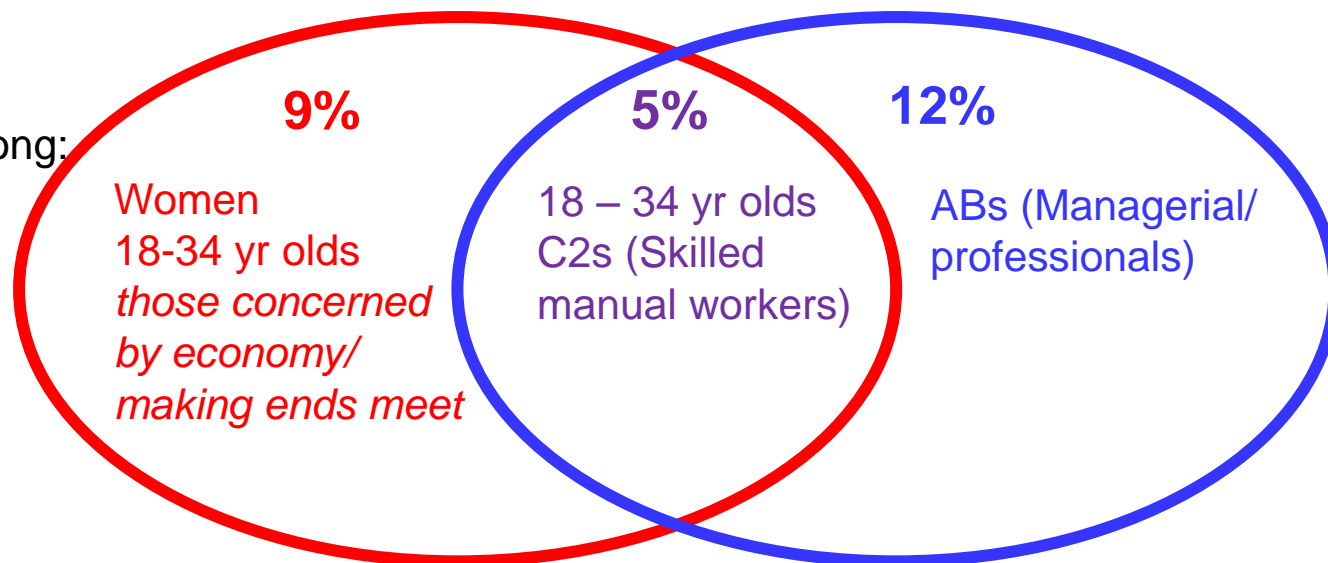
In 2009, 25% were Staycationers (either Switchers or Extras)

As in '09, 1 in 4 are Staycationers in 2010; 14% 'Switchers', 17% 'Extras'

2010 'Switchers' = 14%
(vs 13% in 2009)

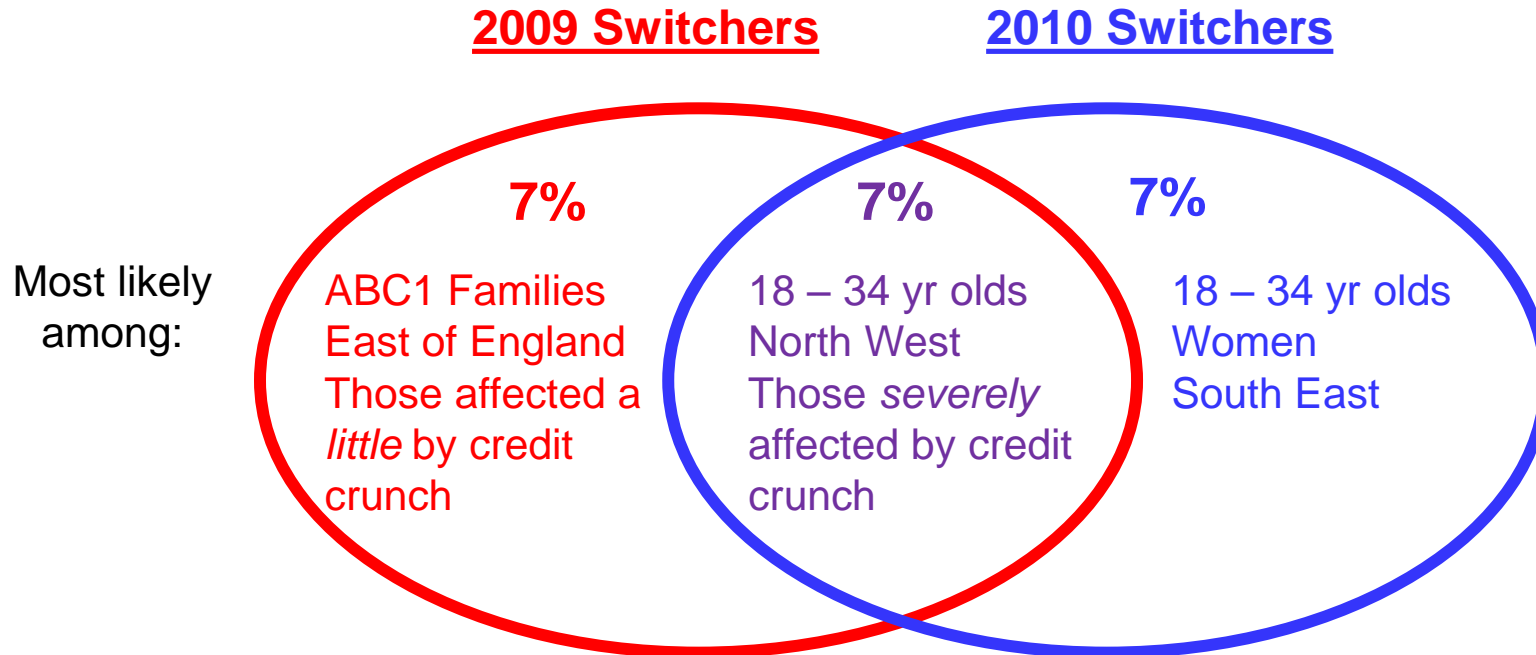
2010 'Extras' = 17%
(vs 15% in 2009)

More likely among:



26% are 2010 Staycationers (either Switchers or Extras)
(vs 25% in 2009)

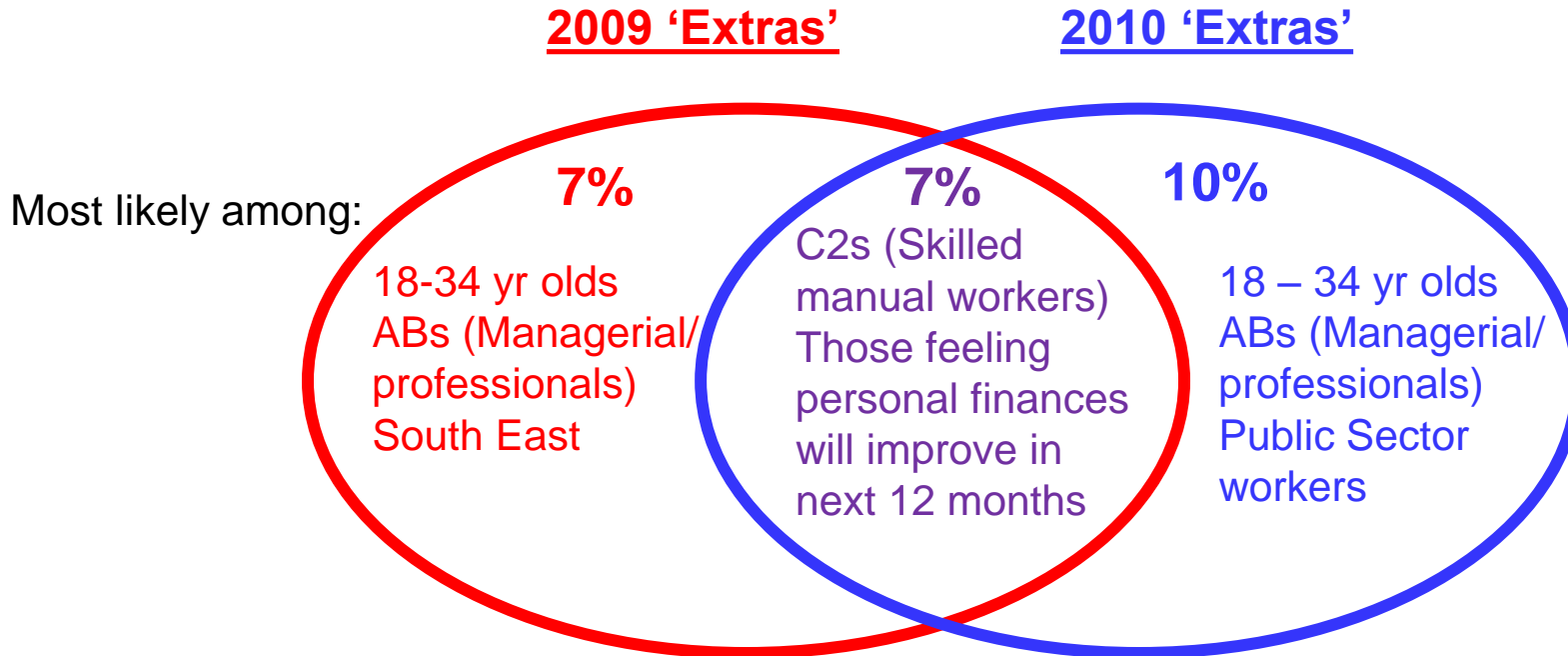
They're not all the same people- half of 2009 Switchers also switched in 2010



21% replaced a holiday abroad with one in England in either year
(higher among Women, 18-34 yr olds, ABC1s, those concerned about the credit crunch and making ends meet)

79% did not Switch in either year *(higher among Men, 55+ yr olds, C2DEs, Empty nesters, those less concerned/ affected by credit crunch)*

Similarly, half of 2009's Extras also took more holiday in the UK in 2010



24% took more holiday in UK in either 2009 or 2010

(higher among Women, 18-34 yr olds, ABC1s, those less concerned/affected by credit crunch)

(76% did not take more UK holiday in either year)

Higher among: Men, 55yrs+, State pensioners, those most concerned & affected by economy

Economy is the main reason for switching a holiday abroad to one in England

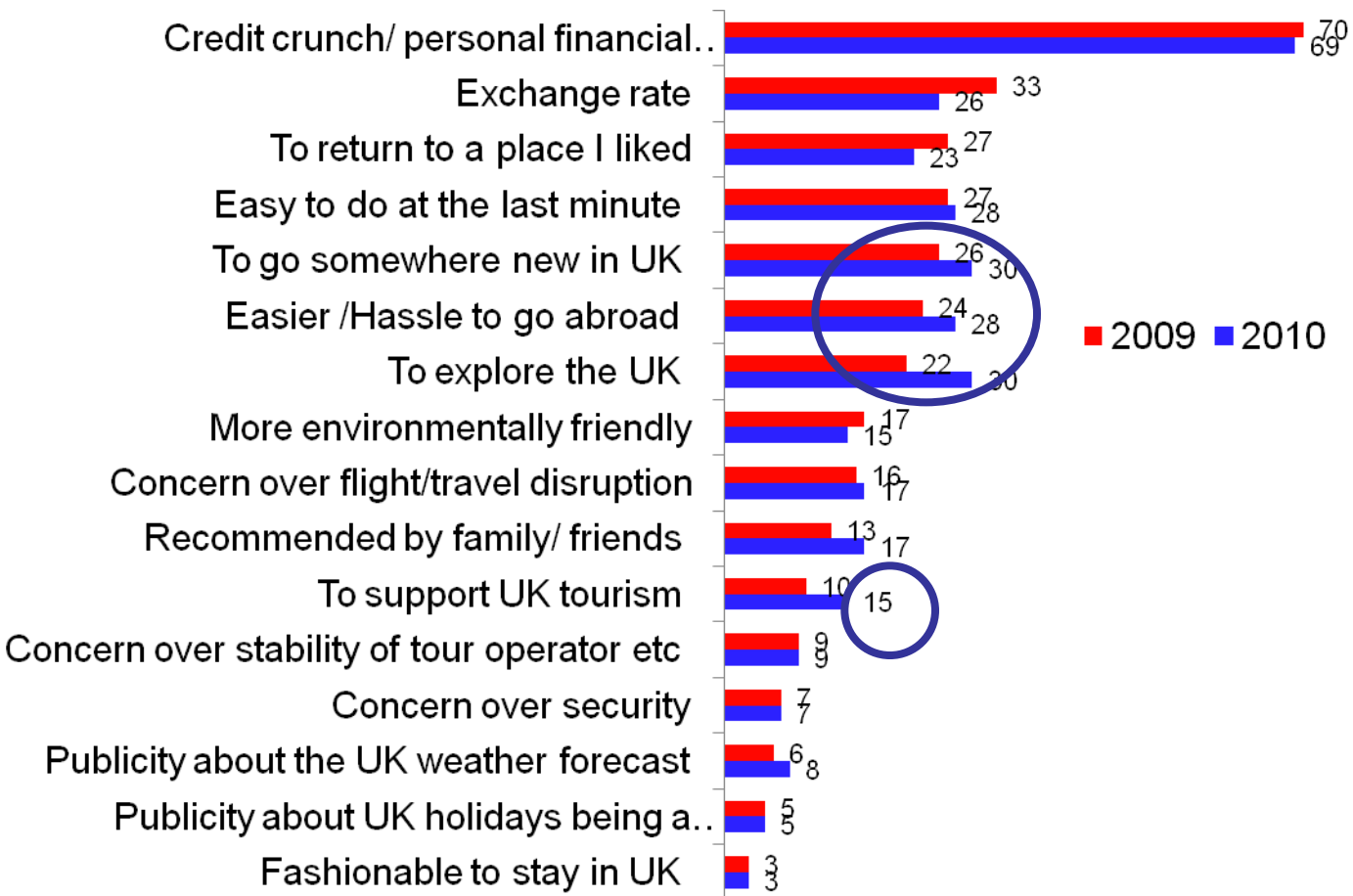
MAIN REASON for replacing a holiday normally taken abroad with one in England



Base: Those taking hol in England that would normally have been taken abroad (2009= 155, 2010=161)

2010 Switchers more driven by the wish to explore the UK and go somewhere new

ALL REASONS for replacing a holiday normally taken abroad with one in England



Base: Those taking hol in England that would normally have been taken abroad (2009= 155, 2010=161)

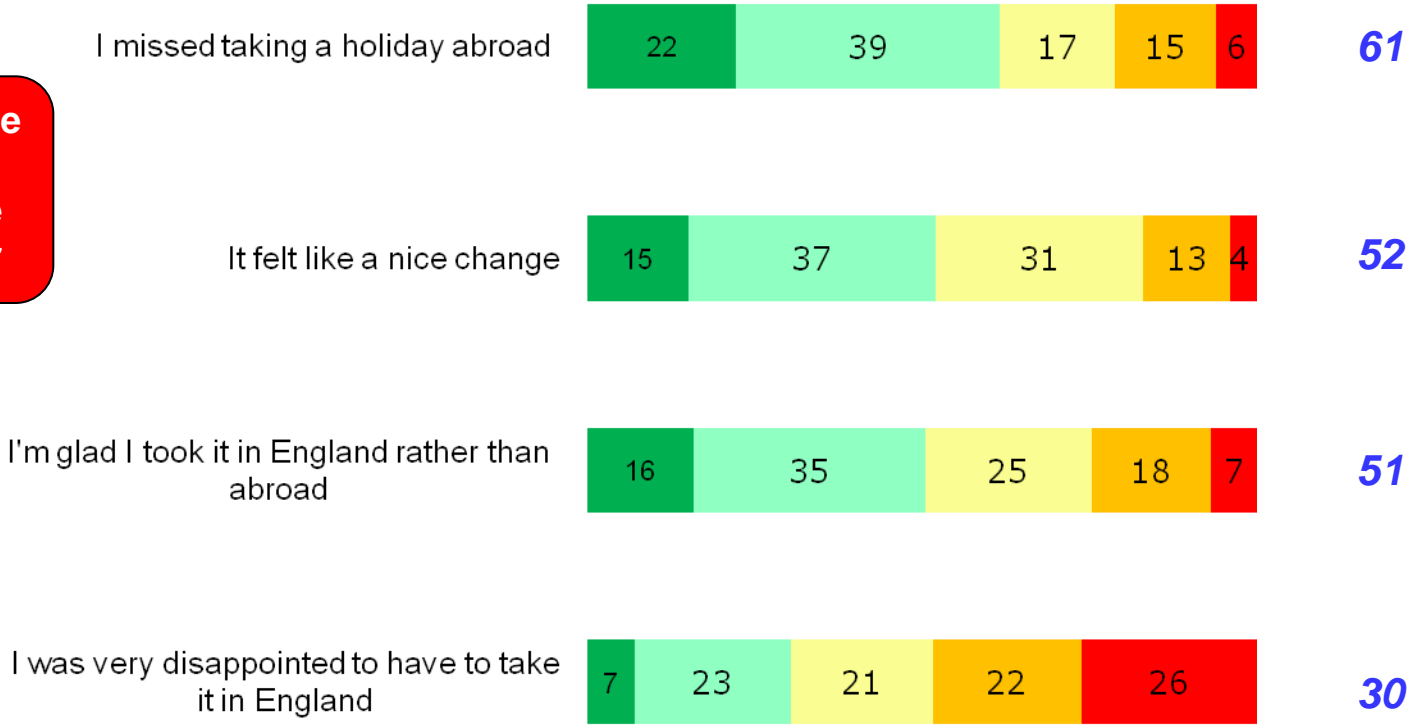


About half of 2010 Switchers feel positive about taking the England holiday...1/2 don't

Attitudes to taking a holiday in England rather than abroad in 2010 (%)

■ Strongly agree
 ■ Slightly agree
 ■ Neither
 ■ Slightly disagree
 ■ Strongly disagree
 % agree

**No difference
by demog
group/ type
of Switcher**



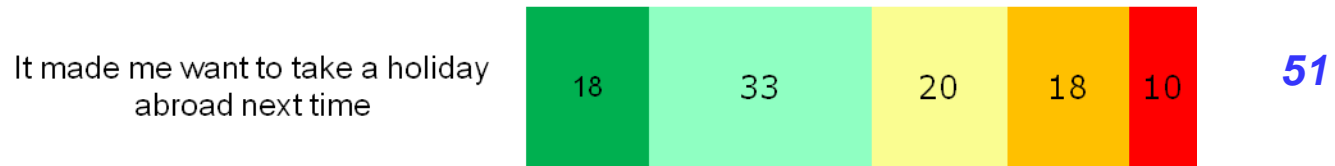
Q4e To what extent do you personally agree or disagree with the following statements about replacing your holiday abroad with one in England? Base: Those taking hol in England that would normally have been taken abroad (2010 so far =122)



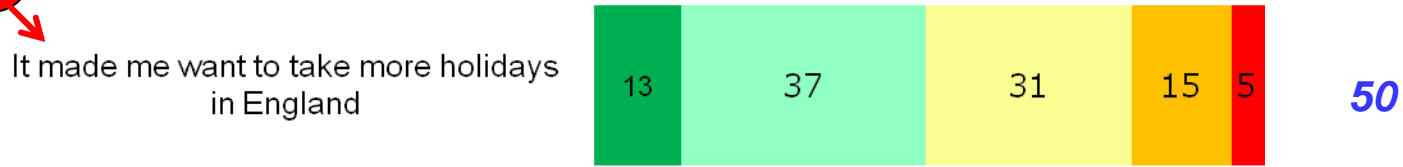
Half of 2010 Switchers now want to take more England hol...but 1/2 want to go abroad

Attitudes to taking a holiday in England rather than abroad in 2010 (%)

■ Strongly agree
 ■ Slightly agree
 ■ Neither
 ■ Slightly disagree
 ■ Strongly disagree
 % agree



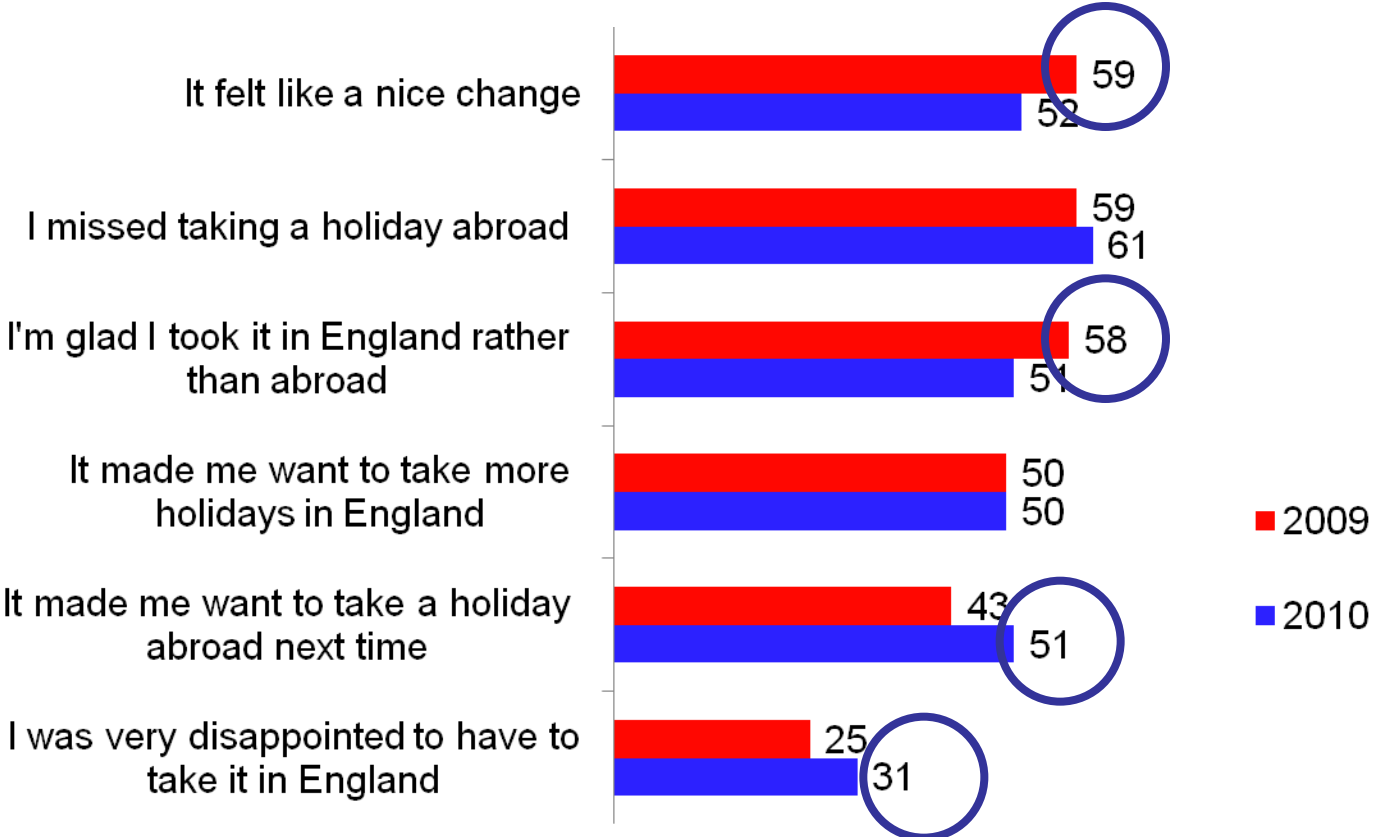
More likely among Switchers on both 09 & 10



Q4e To what extent do you personally agree or disagree with the following statements about replacing your holiday abroad with one in England? Base: Those taking hol in England that would normally have been taken abroad (2010 so far =122)

Feelings towards switching slightly less positive for 2010 than 2009 England holiday

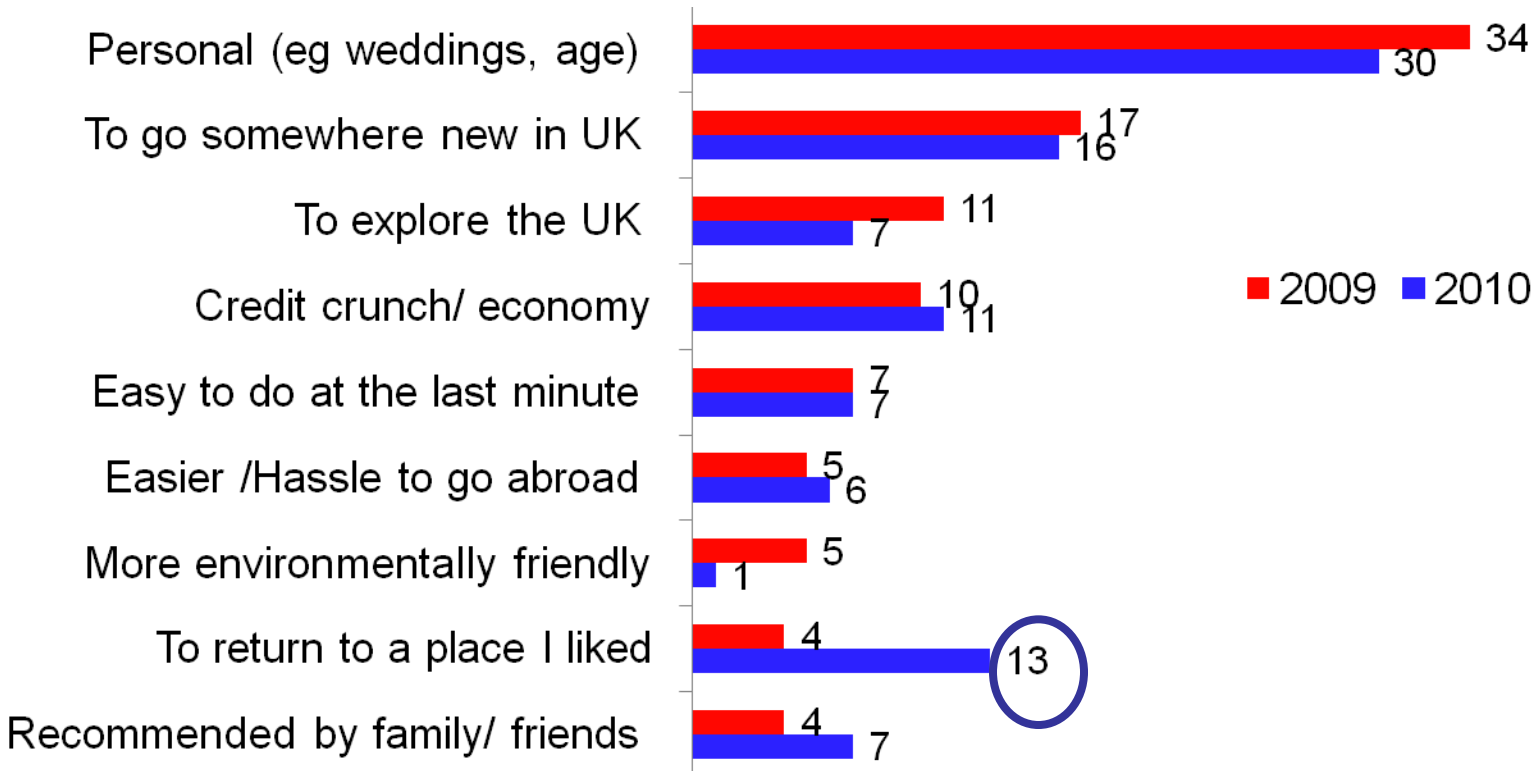
Attitudes to taking a holiday in England rather than abroad:
% Agreeing with each statement



Q3e/4e To what extent do you personally agree or disagree with the following statements about replacing your holiday abroad with one in England? Base: Those taking hol in England that would normally have been taken abroad (2009= 155, 2010 so far =122)

More UK holiday taken mainly for personal and positive reasons rather than economy

MAIN REASON for taking MORE holiday in UK
(among those not replacing a holiday normally taken abroad)

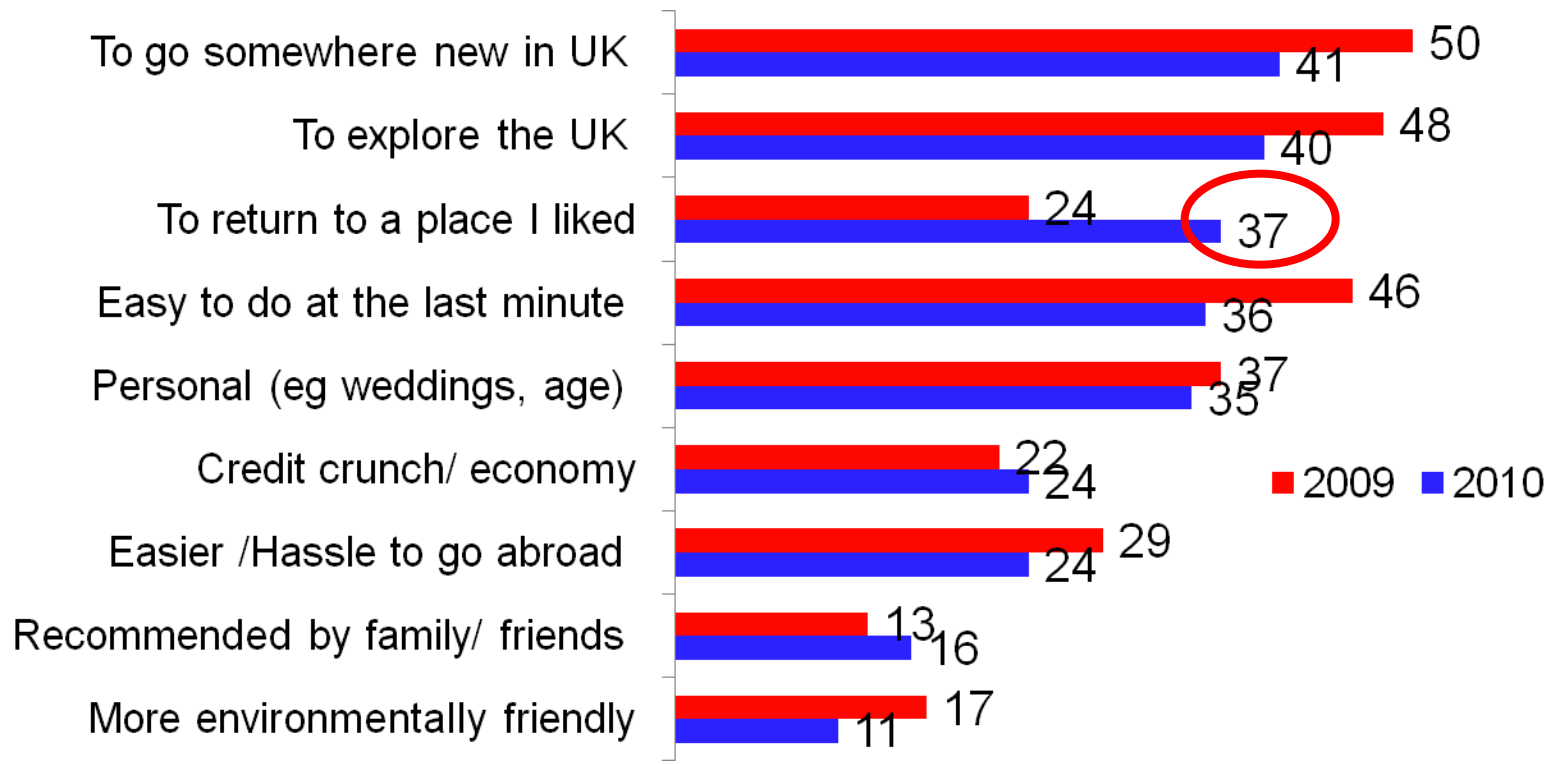


Base: Those taking more hol in England but not having switched from a holiday abroad (2009= 75 , 2010= 98)



Extra 2010 holidays more likely than 2009's to be returning to a place liked

ALL REASONS for taking **MORE** holiday in UK
(among those not replacing a holiday normally taken abroad)

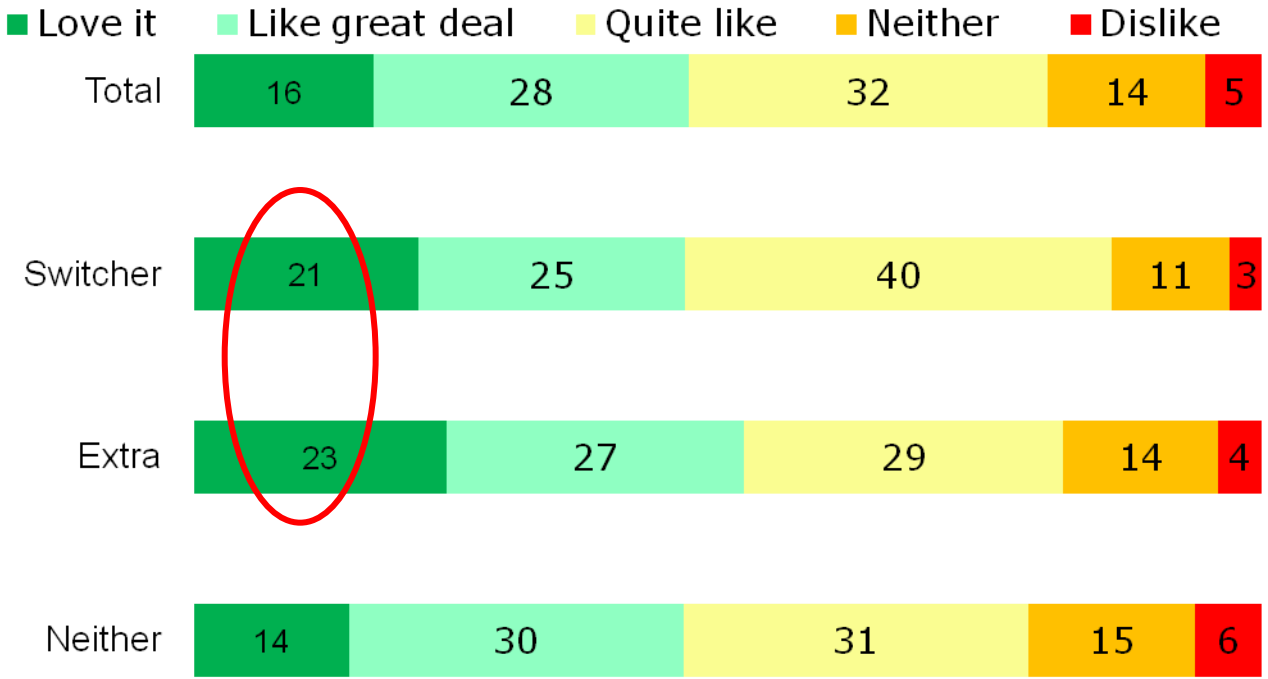


Base: Those taking more hol in England but not having switched from a holiday abroad (2009= 75 , 2010= 98)



Switchers and Extras more strongly positive towards England for holidays

Overall extent of liking holidaying in England (%)

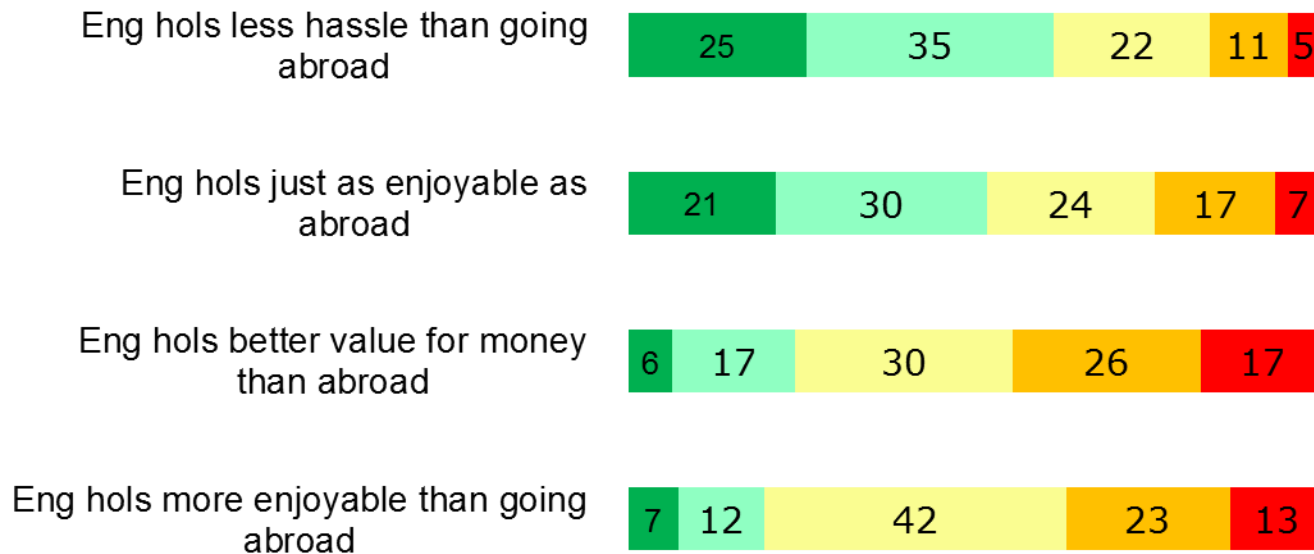


Q10b Overall, how much do you like or dislike taking a holiday in England? Base: All (1000+)

England holidays thought less hassle and *as* enjoyable as abroad, but not better value

Attitudes to taking a holiday in England (%)

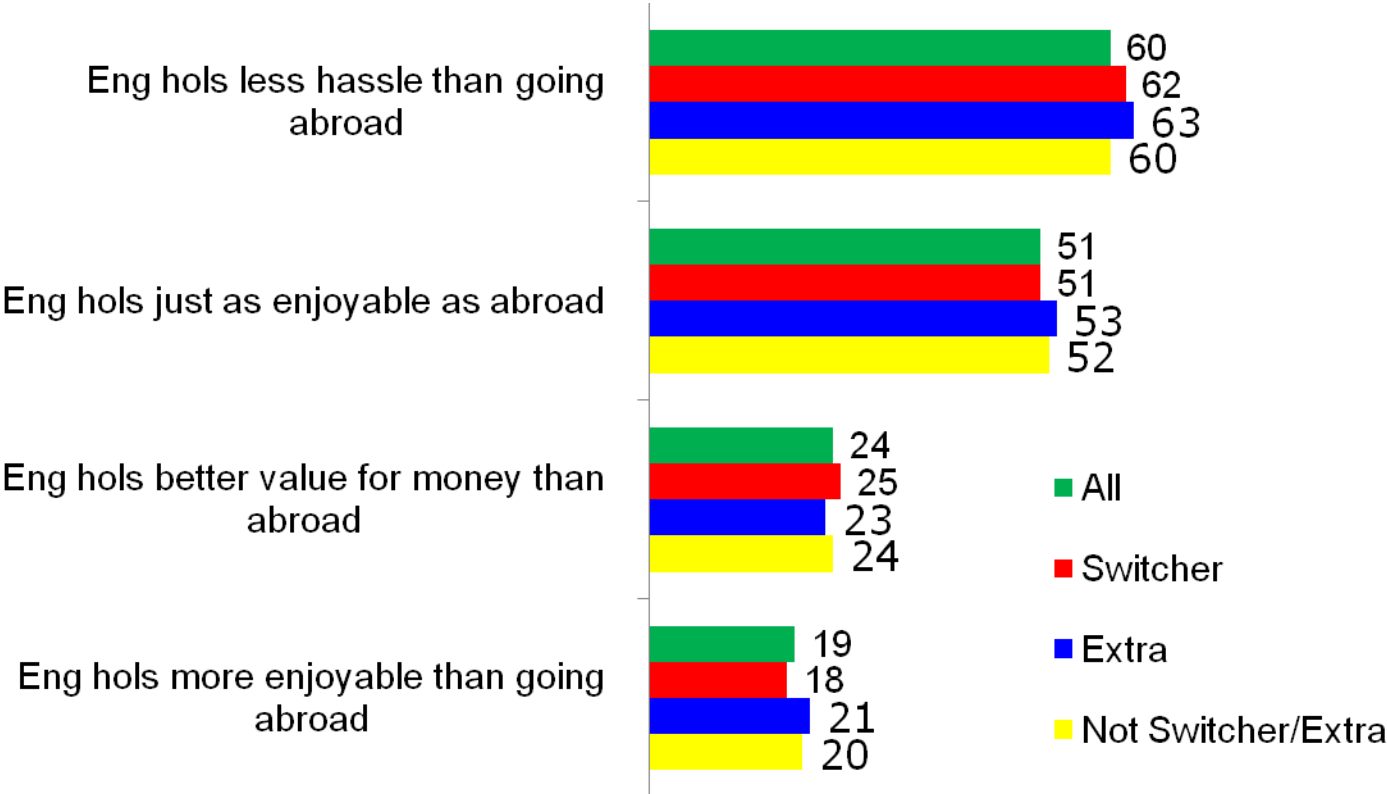
■ Strongly agree ■ Slightly agree ■ Neither ■ Slightly disagree ■ Strongly disagree



Q10a To what extent do you personally agree or disagree with the following statements about taking a holiday in England?
Base: All (1000+)

No difference by type of holidaymaker

Attitudes to taking a holiday in England (% Agreeing with each statement)

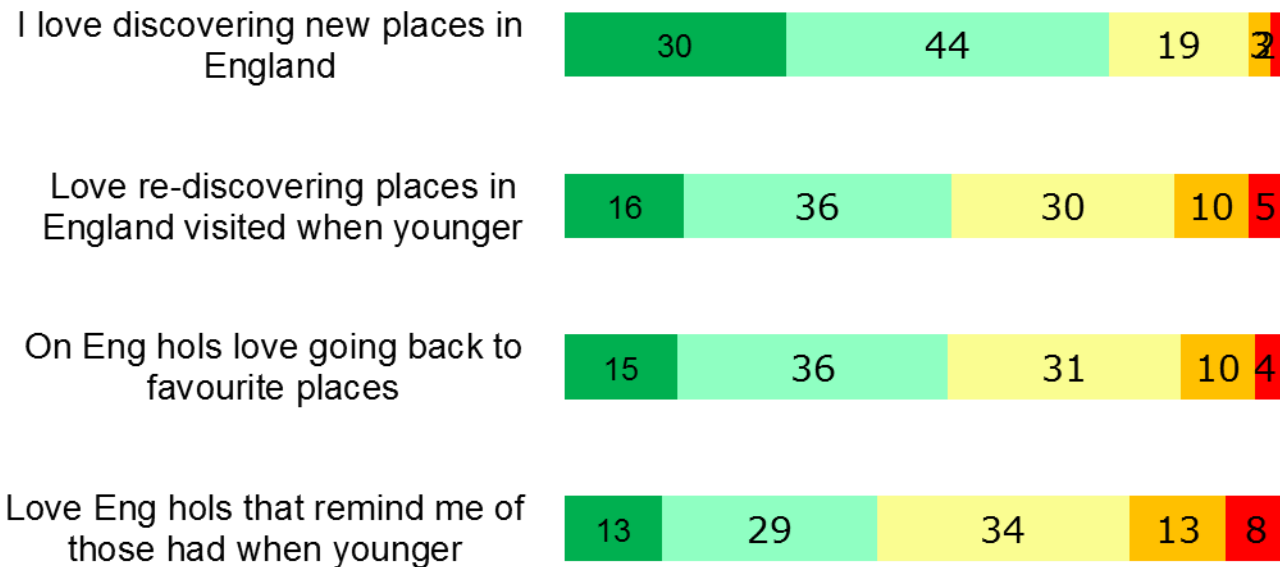


Q10a To what extent do you personally agree or disagree with the following statements about taking a holiday in England?
Base: All (1000+)

Discovering *new* places in England is key, slightly more positive than rediscovery

Attitudes to taking a holiday in England (%)

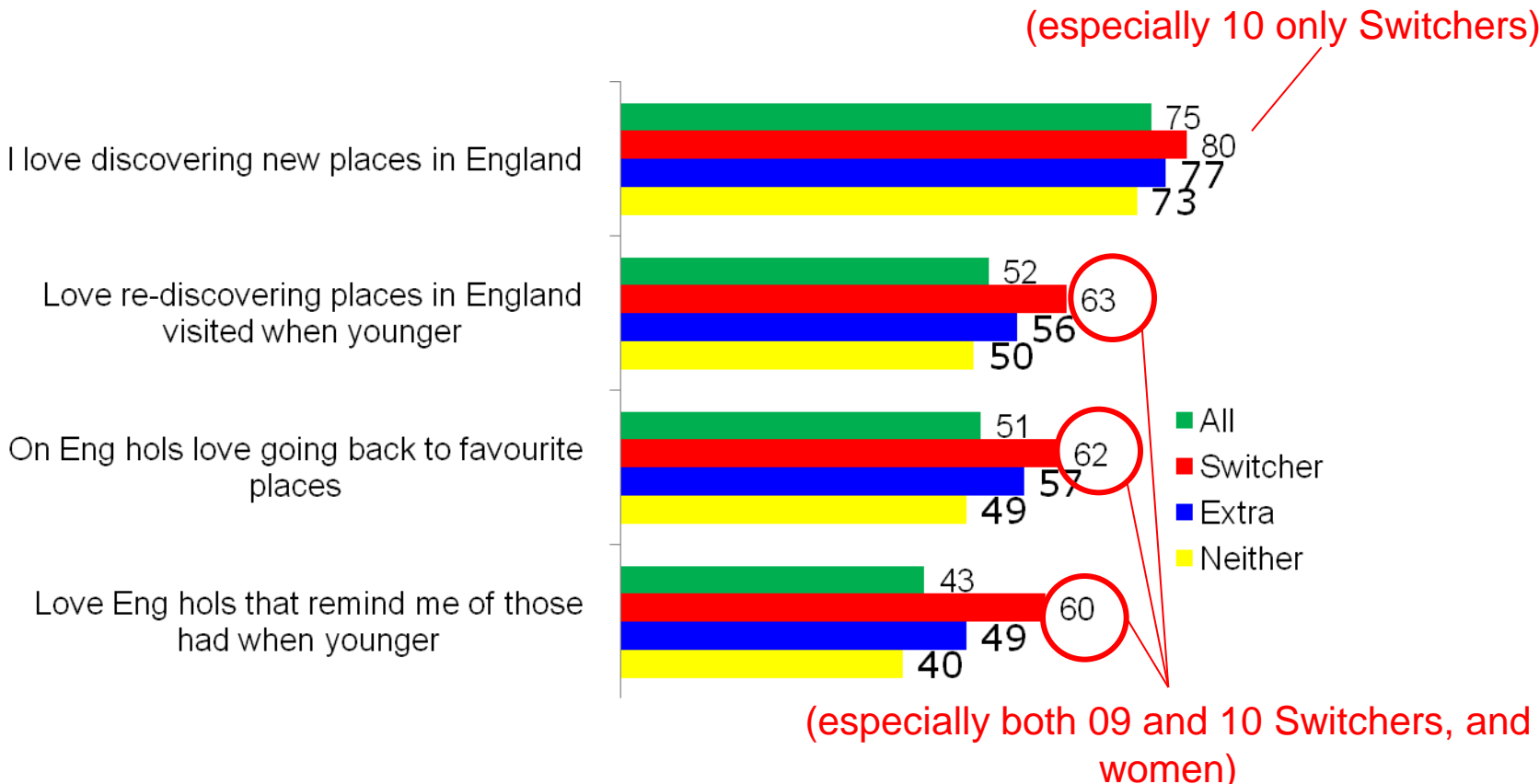
■ Strongly agree ■ Slightly agree ■ Neither ■ Slightly disagree ■ Strongly disagree



Q10a To what extent do you personally agree or disagree with the following statements about taking a holiday in England?
Base: All (1000+)

Switchers also enjoy old haunts

Attitudes to taking a holiday in England (% Agreeing with each statement)



Q10a To what extent do you personally agree or disagree with the following statements about taking a holiday in England?
Base: All (1000+)

Half feel pride in England when holidaying there

Attitudes to taking a holiday in England (%)

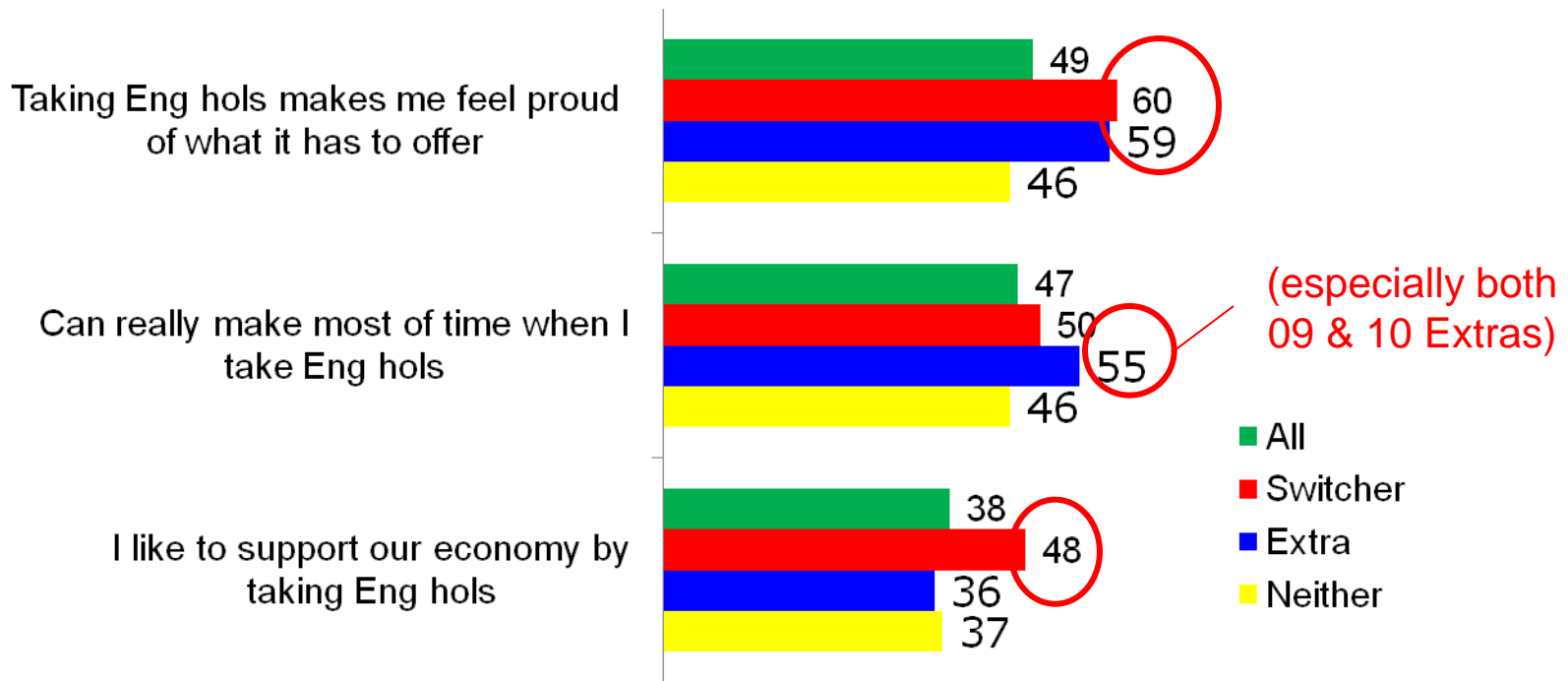
■ Strongly agree ■ Slightly agree ■ Neither ■ Slightly disagree ■ Strongly disagree



Q10a To what extent do you personally agree or disagree with the following statements about taking a holiday in England?
Base: All (1000+)

Switchers and Extras display more pride in England, Switchers supporting the economy

Attitudes to taking a holiday in England (% Agreeing with each statement)



Q10a To what extent do you personally agree or disagree with the following statements about taking a holiday in England?
 Base: All (1000+)



Points to Ponder....

- ❑ As in 2009, 1 in 4 are Staycationers in 2010
 - 14% **switched** a holiday abroad to one in England
 - 17% took **more** holiday in UK than normal (pre 2009)
 - Around half of 2009 Switchers/ Extras repeat the behaviour in 2010

- ❑ 2010 Switching behaviour is driven by the economy
 - Although ½ feel positively about making the change, and are motivated to take more holidays in England as a result, ½ want to take a holiday abroad next time
 - However, Switchers enjoy both new and known places, are proud of what England has to offer, and ½ actively want to support its economy...emotions to tap into to retain behaviour

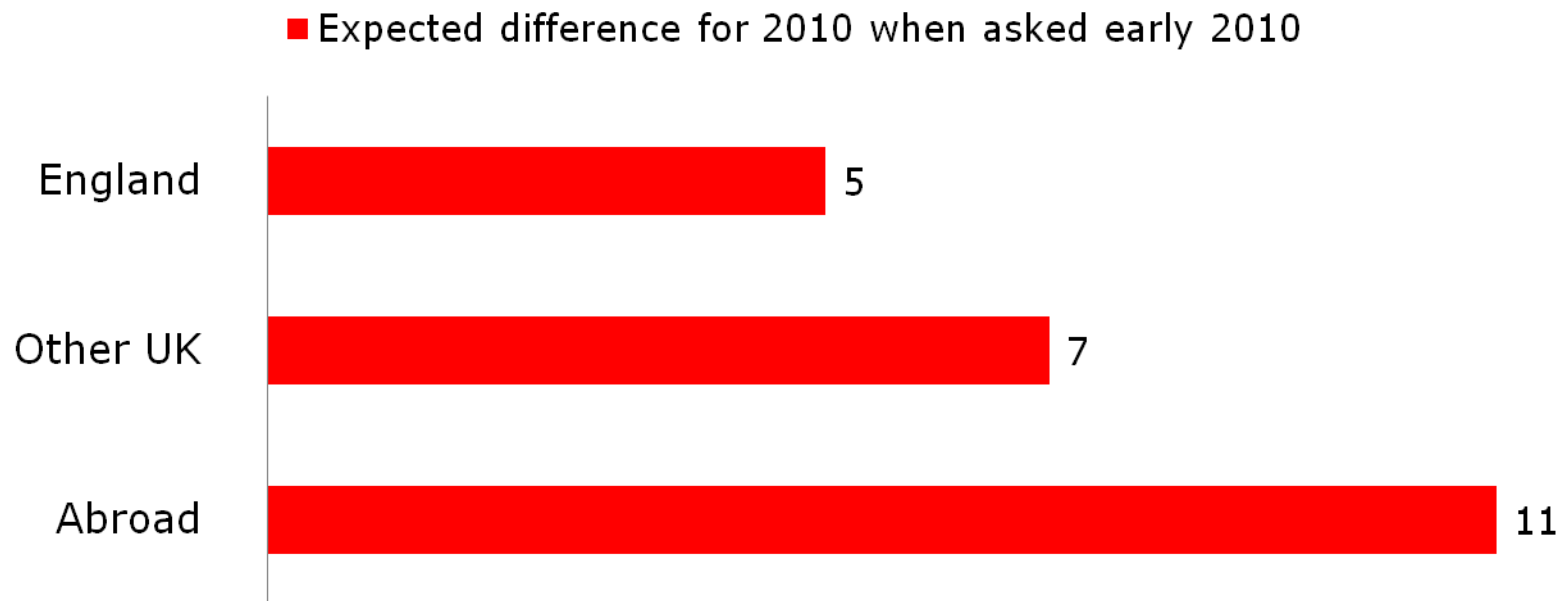
- ❑ 2010 Extras more likely to be LESS affected by the economy
 - Behaviour often driven by personal circumstances, and positive choice to explore UK/ and in 2010, to return somewhere liked

THE 2010 HOLIDAY

- What holiday was taken?*
- How did this differ from 2009? from normal?*
- How was the 2010 England holiday experience?*

When asked in early 10, people hoped to take *more* hol than 09, especially abroad

% points difference between 2009 and 2010 holidays taken

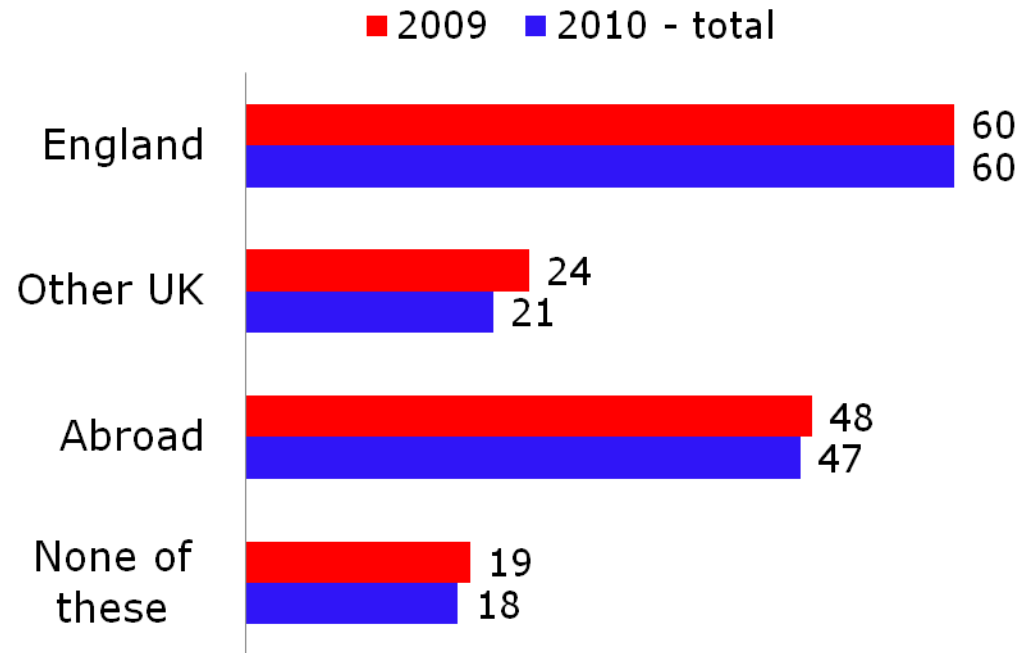


(Read as: When asked in early 2010, 5% more expected to take holiday in England in 2010 than had taken it in 2009

In fact, *similar* levels took holidays/breaks in England (and elsewhere) in 2010 vs 2009

- Increased concern over economy during 2010 may have changed plans

% having taken holiday type: 2009 vs 2010



Women, 18-35 yr olds and ABC1 social grades most likely to have visited England, also abroad

Q3a Did you take any holidays or short breaks to the following places in 2009? / Q4a Have you taken any holidays ... to the following places so far in 2010? / Q5a Are you planning to take any holidays ... to the following places between now and the end of 2010?

Base: All 2010 respondents (1000+)

Slight increase in % taking each England length 10 vs 09, drop in long hol abroad

% taken/taking 2009 vs 2010		All	
	No of nights	2009	2010
England	1-3	46	49
	4-7	26	28
	8+	4	6
Abroad	1-3	6	10
	4-7	22	22
	8+	30	27

Q11 Which of the following holidays or breaks have you taken, or will you be taking this year (ie 2010)? Base: All respondents (1000+)

Slight increase in % taking each England length 10 vs 09 driven by Staycationers

- Extras take more holiday abroad, Switchers cut long hol abroad

% taken/taking 2009 vs 2010		All		2010 Switcher		2010 Extra		Neither	
	No of nights	2009	2010	2009	2010	2009	2010	2009	2010
England	1-3	46	49	59	70	49	70	43	43
	4-7	26	28	37	51	24	40	25	22
	8+	4	6	8	12	5	13	4	4
Abroad	1-3	6	10	8	9	8	14	6	9
	4-7	22	22	21	21	22	30	22	21
	8+	30	27	38	19	31	34	28	27

Q11 Which of the following holidays or breaks have you taken, or will you be taking this year (ie 2010)? Base: All respondents (1000+)

Holidays abroad harder hit than England since pre-09

% taking holiday		All		
	No of nights	Pre 09	2009	2010
England	1-3	56	46	49
	4-7	30	26	28
	8+	9	4	6
Abroad	1-3	14	6	10
	4-7	35	22	22
	8+	44	30	27

Q12 How many of each type did you take/ will you be taking this year (ie 2010). Q15 How many of each type did you normally take per year before 2009? Base: All respondents (1000+)

Vs Pre 09, Switchers cut all lengths abroad & took more 4-7 night England breaks

- Extras took more England holidays of all length, longer hols abroad suffered. Others cut all types

% taking holiday		All		2010 Switcher		2010 Extra		Neither	
	No of nights	Pre 09	2010	Pre 09	2010	Pre 09	2010	Pre 09	2010
England	1-3	56	49	69	70	60	70	53	43
	4-7	30	28	32	51	31	40	29	22
	8+	9	6	11	12	9	13	8	4
Abroad	1-3	14	10	22	9	18	14	12	9
	4-7	35	22	48	21	50	30	31	21
	8+	44	27	54	19	44	34	43	27

Q12 How many of each type did you take/ will you be taking this year (ie 2010). Q15 How many of each type did you normally take per year before 2009? Base: All respondents (1000+)

Switchers in 09 not 10 took longer holiday abroad in 10 at expense of England hols

- Switchers in 09 and 10 drastically cut holidays abroad, most England uplift in 4-7 night breaks. 2010 only Switchers cut longer hols abroad

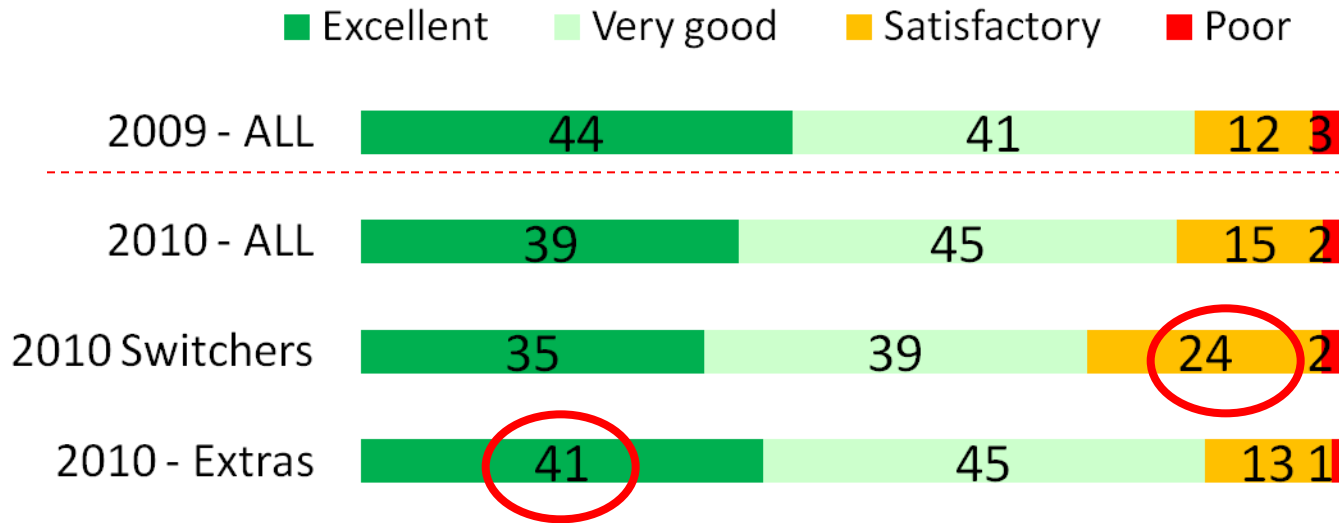
% taking holiday types		09 & 10 Switcher (80)			09 not 10 Switcher (75)			10 not 09 Switcher (81)		
	No of nights	Pre 09	2009	2010	Pre 09	2009	2010	Pre 09	2009	2010
England	1-3	67	64	71	72	63	57	72	55	70
	4-7	39	42	53	28	40	25	25	32	48
	8+	14	10	14	2	4	2	7	6	10
Abroad	1-3	28	5	9	11	8	7	16	10	9
	4-7	42	19	22	47	16	22	54	24	19
	8+	46	27	19	52	19	42	62	48	20

Q12 How many of each type did you take/ will you be taking this year (ie 2010). Q13 How many did you take in 2009?

Q15 How many of each type did you normally take per year before 2009? Base: All Switchers

In both 09 & 10, over 8 in 10 rate England holiday as 'Very good/ excellent' overall

Overall rating of the England holiday experience



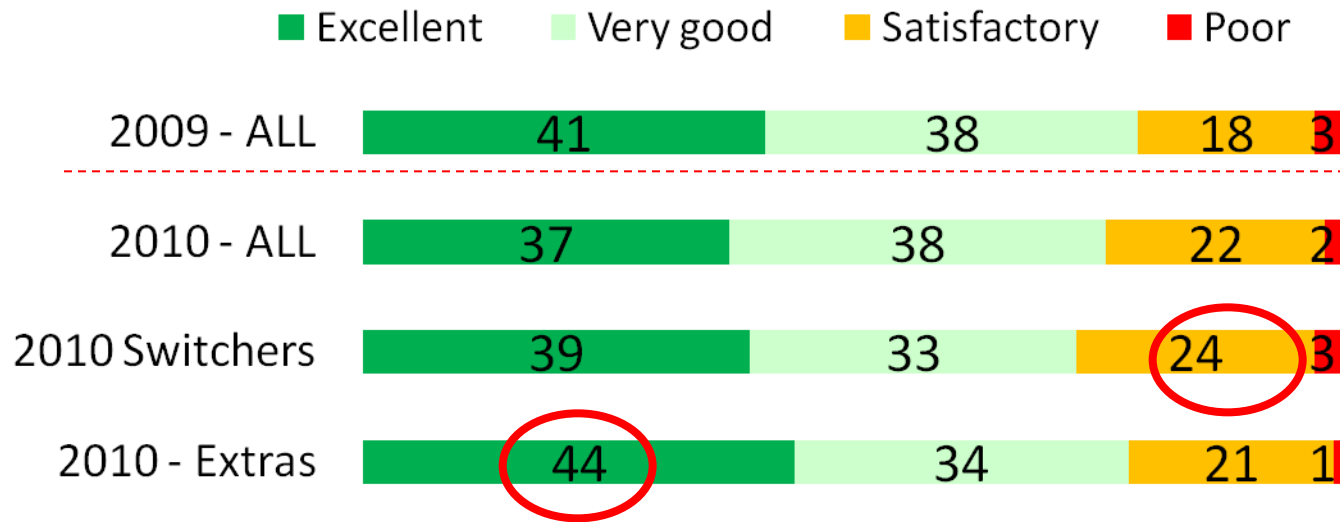
Highest ratings among those going to village/ countryside and those in own caravan/camping. Slightly lower among those going to small towns, B&B/Guesthouses, holiday camps, or other camping/caravans

Q19 How would you rate this holiday/break overall?

Base: All England holidays taken (2010: 890 – Switchers 226, Non Switchers 664)

Value rating dropped slightly in 2010, best among Extras

Rating of the England holiday on VALUE FOR MONEY



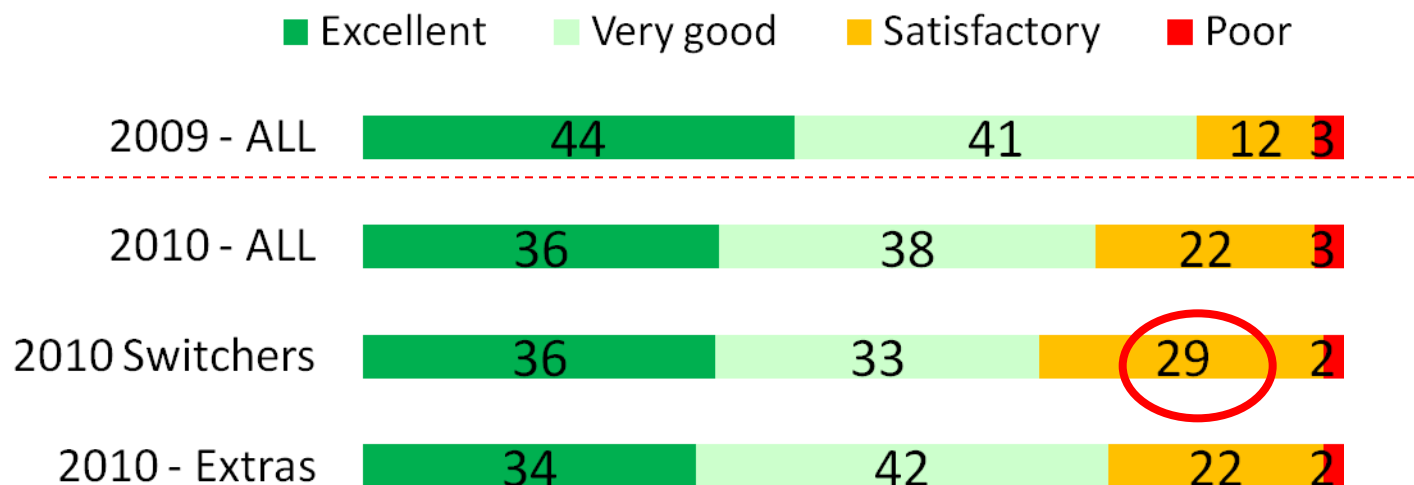
Highest ratings for seaside and village/country holidays
Lower ratings for city/towns and hotels/ B&B/guest houses
(Switchers more likely than others to have been to hotels/ B&B/guest houses)

Q19 How would you rate this holiday/break on value for money?

Base: All England holidays taken (2010: 890 – Switchers 226, Non Switchers 664)

Quality rating lower in 2010 than 2009

Rating of the England holiday on QUALITY OF ACCOMMODATION



Lower ratings for city/towns and hotels/ B&B/guest houses
(Switchers more likely than others to have been to hotels/ B&B/guest houses)

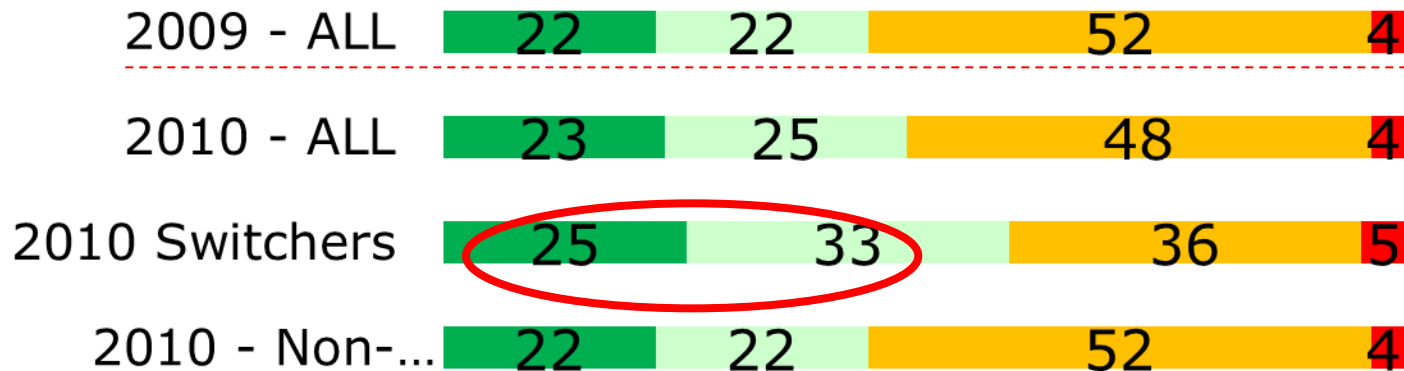
Q19 How would you rate this holiday/break overall?

Base: All England holidays taken (2010: 890 – Switchers 226, Non Switchers 664)

Almost half taking an England holiday in 2010 found it better than expected

Extent to which England holiday compared to expectations

The holiday was... ■ Much better ■ A little better ■ As expected ■ Worse ...than expected



Q20 Compared to your expectations, was this holiday/ break...?

Base: All England holidays taken (2010: 890 – Switchers 226, Non Switchers 664)

Good weather reported for marginally more England holidays in 2010 than '09

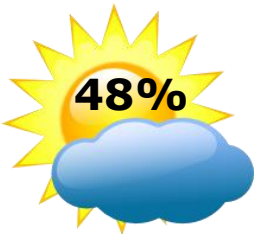
Weather on Holiday

Good

Mixed

Poor

2010 holiday



(2009 holiday)

(39%)

(50%)

(10%)

- As may be expected, the weather affects the overall rating of the holiday

Holiday Experience

% Excellent/Very Good

90%

79%

62%

Points to Ponder....

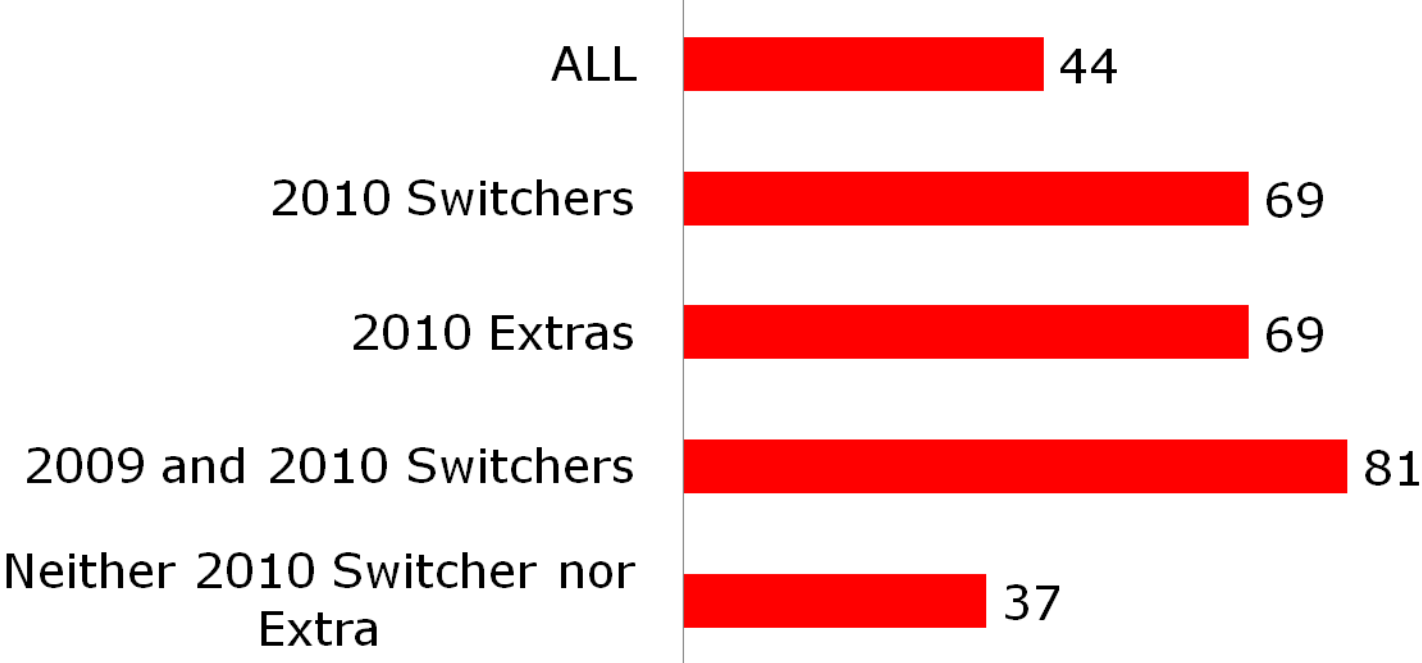
- ❑ People's hope for more holidays being taken in 2010 not realised (as concerns over economy grew)
 - 2010 pattern similar to 2009:
 - Slight drop in long holidays abroad driven by Switchers
 - Slight rise in % taking each length of holiday in England, driven by Staycationers
- ❑ Compared to pre-2009 levels, fewer now taking holidays abroad, especially of 8+ nights, driven by Switchers
 - England holidays less affected overall, thanks to Staycationers increasing hols in England, esp 4-7 nights
- ❑ 09 but not 10 Switchers tended to go back to an 8+ night holiday abroad, at the expense of 4-7 nights in England
- ❑ 2010 England hols rated very well...though slightly less well than 2009's

FUTURE OF THE STAYCATION

What will happen in 2011?

Almost half feel likely to take more England hol than usual post '10 – esp Staycationers

% likely to take more holiday in England beyond 2010 than normal



Q9 In future, beyond 2010, do you think you'll continue replacing holidays you normally took abroad with holidays in the UK?

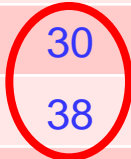
OR In future, beyond 2010, do you think you'll continue to take more holidays in the UK than you used to?

OR In future, beyond 2010, do you think you'll take more of your holidays in the UK than you've normally taken? Base All (1000+)

Normal pre-2009 levels taking each England holiday type are expected to return in 2011

Holidays of 4+ days abroad which were hardest hit in '09 and '10 not likely to recover to pre-credit crunch levels in 2011

		% normally took/ taken/will take each holiday			
		Pre 2009	2009	2010	2011
No of nights					
ENGLAND:	1-3	56	46	49	57
	4-7	30	26	28	33
	8+	9	4	6	8
SCOTLAND/ WALES/N.I	1-3	18	14	14	21
	4-7	12	9	11	13
	8+	2	2	2	2
ABROAD	1-3	14	6	10	13
	4-7	35	22	22	30
	8+	44	30	27	38
None of these		13	19	18	15



Q11 Which of the following holidays have you taken/ or will you be taking? with holidays in the UK? Base All (1000+)

2011 may lose some mid-length Switcher hols in England, as they return abroad

- Extras hols in England unchanged in 2011, Others hope to go back to pre 2009 levels

% taking holiday types		2010 Switcher			2010 Extra			Neither		
	No of nights	Pre 09	2010	2011	Pre 09	2010	2011	Pre 09	2010	2011
England	1-3	69	70	72	60	70	67	53	43	52
	4-7	32	51	46	31	40	38	29	22	30
	8+	11	12	13	9	13	12	8	4	7
Abroad	1-3	22	9	15	18	14	19	12	9	12
	4-7	48	21	32	50	30	35	31	21	29
	8+	54	19	41	44	34	45	43	27	36

Q12 How many of each type did you take/ will you be taking this year (ie 2010). Q15 How many of each type did you normally take per year before 2009? Q16 And thinking ahead, how many of each type do you think you'll take in 2011? Base: All respondents

Points to Ponder....

- ❑ England holidays are expected to return to pre-recession levels in 2011
 - Some loss of 4-7 night holidays from 2010 Switchers returning to a long holiday abroad
 - Replaced by increased % of non-Staycationer taking each England break
- ❑ 2010 Extras' behaviour likely to remain similar in 2011
 - They are less concerned about the economy and its personal impact
- ❑ Longer holidays abroad unlikely to return to pre-recession levels (among all types)
- ❑ **HOWEVER, hoped increase in 2010 proved optimistic in the face of growing economic concerns; these conditions remain, and may well suppress these future plans**

POWER OF PERSUASION

Can more people be persuaded to take more holiday in England in 2011?

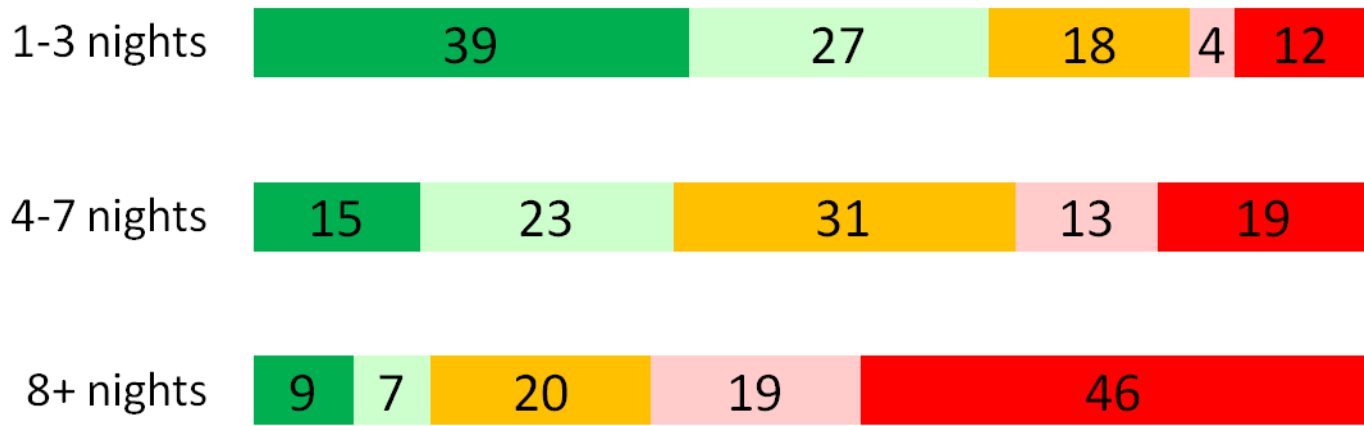
Who?

16% could be persuaded to take an 8+ day hol in England, 4 in 10 a 4-7 night break

- Even higher opportunity to persuade extra short breaks

How easily could be persuaded to take extra holiday in England in next 12 months (%)

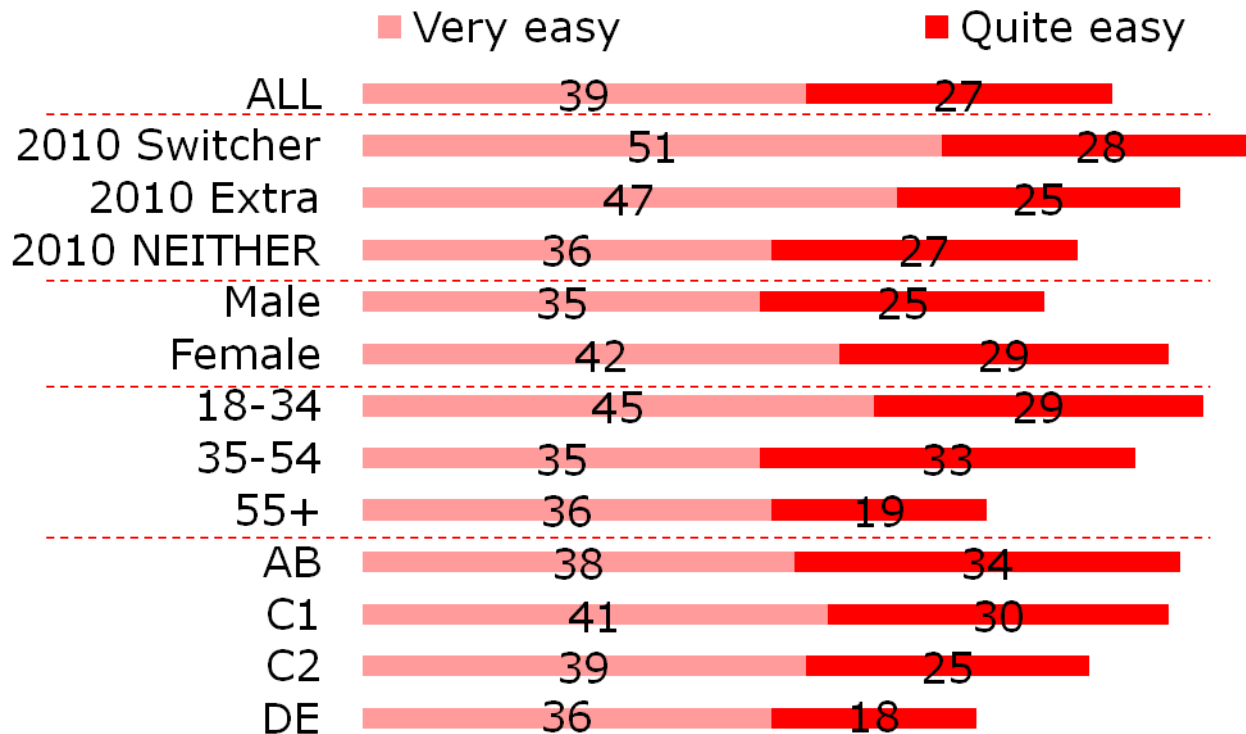
■ Very easy ■ Quite easy ■ Not easy, but possible ■ Quite difficult ■ Very difficult



Q23 Apart from the breaks you have already planned (in England and elsewhere), how easy do you think it would be to persuade you to take an extra break within England over the next 12 months? Base: All (1000+)

Staycationers, 18-34 yr olds, women, ABC1 most persuadable to take short Eng break

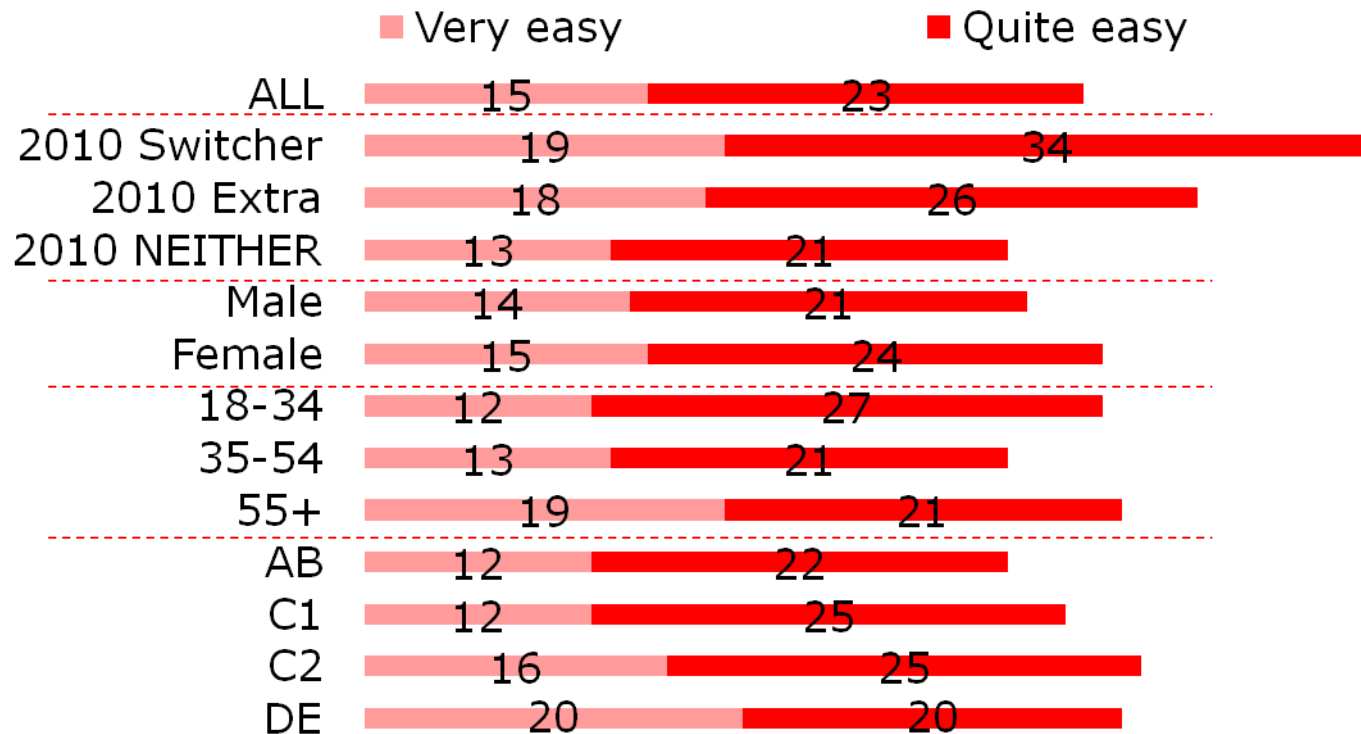
% saying it would be Very/ Quite easy to persuade them to take extra SHORT (1-3 night) break in England in next 12 months



Q23 Apart from the breaks you have already planned (in England and elsewhere), how easy do you think it would be to persuade you to take an extra break within England over the next 12 months? Base: All (1000+)

Staycationers, 55+ yr olds, women, C2DE most persuadable to take med Eng break

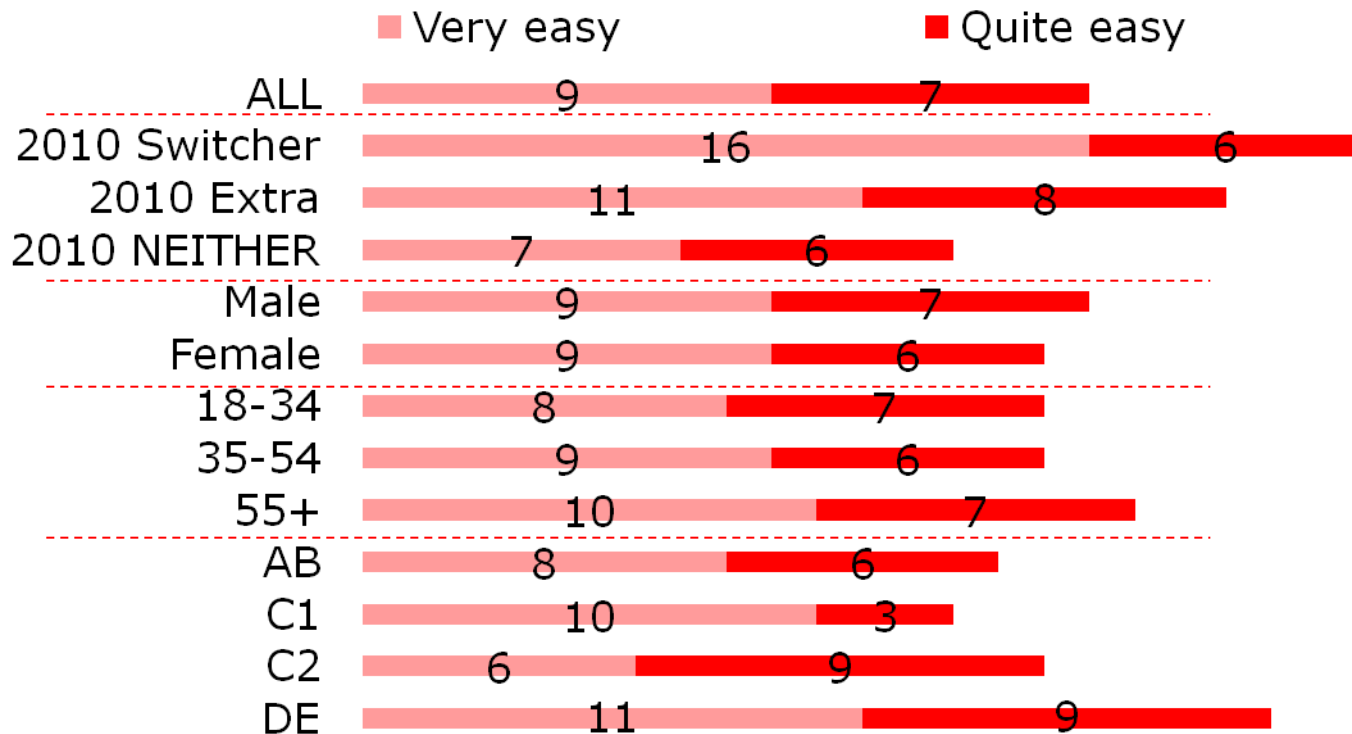
% saying it would be Very/ Quite easy to persuade them to take extra Medium (4-7 night) holiday in England in next 12 months



Q23 Apart from the breaks you have already planned (in England and elsewhere), how easy do you think it would be to persuade you to take an extra break within England over the next 12 months? Base: All (1000+)

Staycationers, 55+ yr olds, DE most persuadable to take longer Eng break

% saying it would be Very/ Quite easy to persuade them to take extra Longer (8+ night) holiday in England in next 12 months



Q23 Apart from the breaks you have already planned (in England and elsewhere), how easy do you think it would be to persuade you to take an extra break within England over the next 12 months? Base: All (1000+)

Conclusions

- ❑ The Staycation was as strong in 2010 as in 2009
 - In part driven by continued economic concern switching trips from abroad
 - And in part by a continued rise in levels choosing to take more England holiday
- ❑ Financial pressures will suppress wholesale switching back to a holiday abroad in the shorter term
 - Though it looks likely that those forced to switch will return abroad when more able to do so (despite enjoying their England holiday)
- ❑ Plans for 2011 are slightly up on 2010 behaviour, but bear in mind that plans for 2010 proved slightly optimistic
- ❑ Decent level open to persuasion to take more England holidays; opportunity there to be grabbed

APPENDIX

Additional charts

Sample In Detail

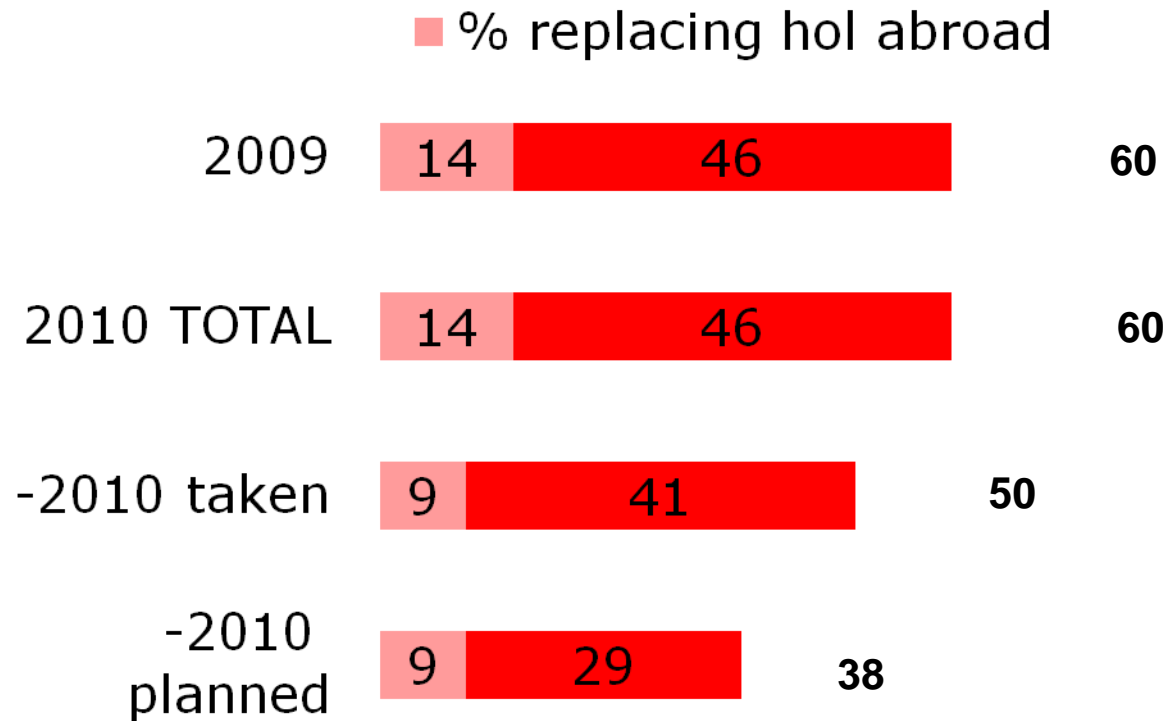
- sample reflects England, Wales & Scotland demographic profile by gender, age, and social grade
- weighted to correct minor imbalances

	Wave 1 sample	Wave 2 sample	Wave 3 sample	Wave 4 sample	Wave 5 sample	Current Sample	Weighted to:
Gender	%	%	%	%	%	%	%
Male	50	50	51	52	49	47	50
Female	50	50	49	48	51	53	50
Age							
18 - 34 yrs	28	27	30	30	30	32	32
35 - 54 yrs	35	35	36	39	35	36	34
55 +yrs	36	37	34	32	35	32	33
Social Grade							
ABC1	60	53	55	57	68	61	60
C2DE	40	47	45	43	32	39	40

- sufficiently large base sizes for analysis of those living in London, and weighted data to reflect correct proportions by RDA

In both '09 and '10, 14% took a holiday/ break in England that replaced one abroad

% taking holiday type during 2009/2010

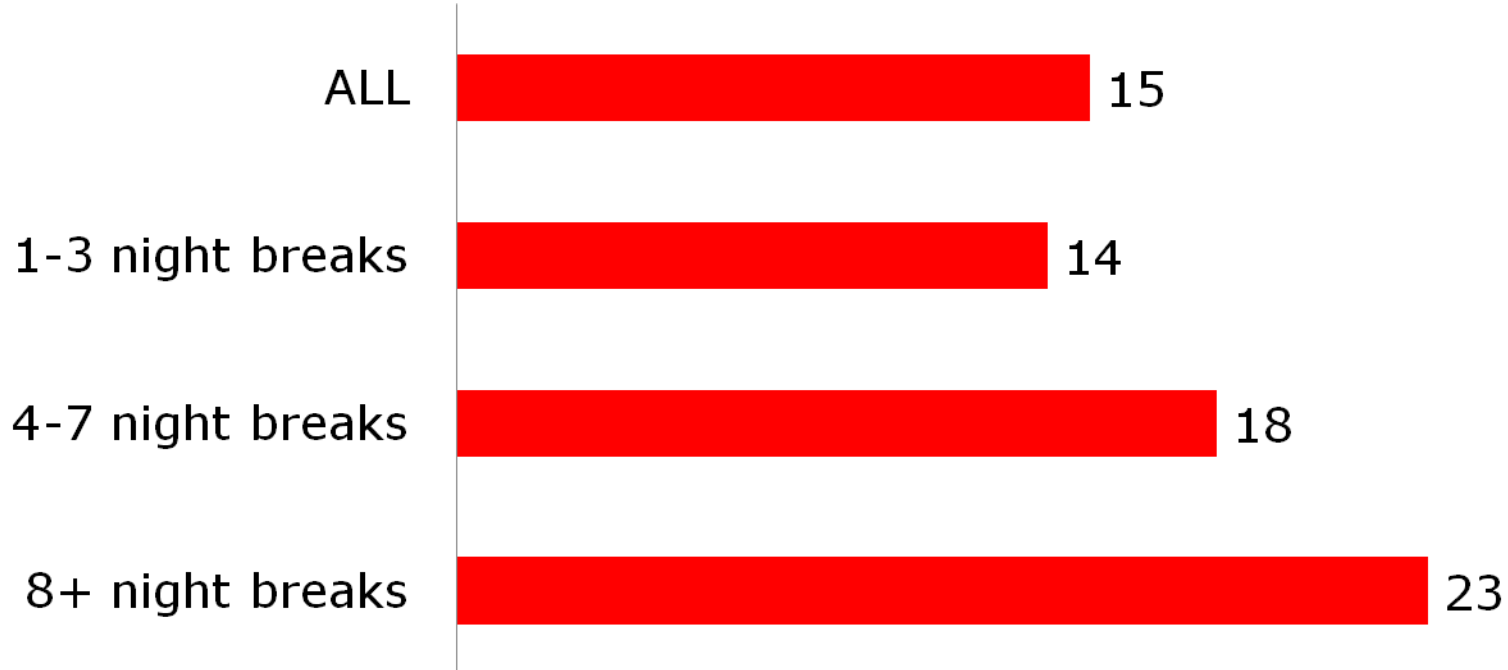


Q3b/4b/5b Did any of the holidays/short breaks that you took within England in 2009/ that you've taken so far in 2010/ that you plan to take within England between now and the end of 2010 replace trips that you would normally have taken abroad?

Base: England holidays taken: (2009 = 607, 2010 to date = 510, 2020 to come = 389)

1 in 4 longer holidays in England replaced a holiday abroad

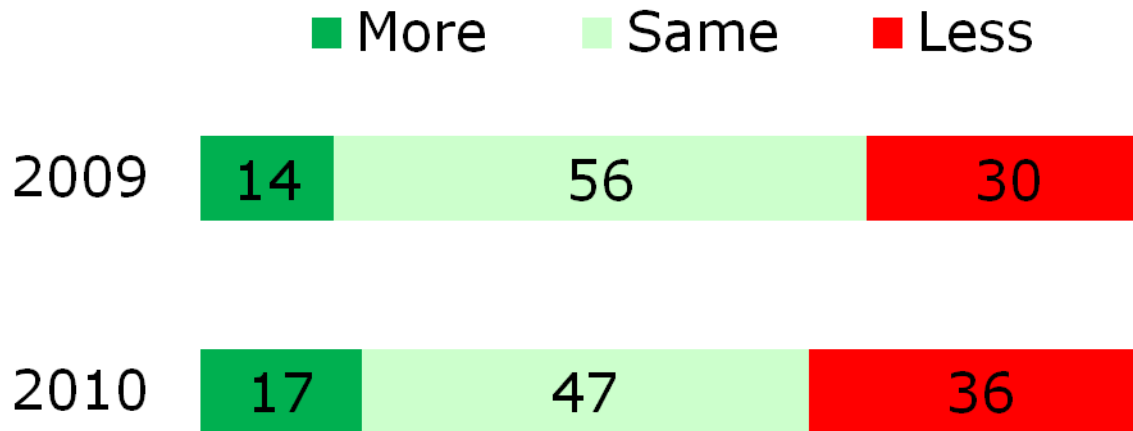
% of England holidays taken replacing a holiday abroad



Q22 Did this holiday replace one you'd normally have taken abroad?
Base All 2010 England holidays taken (890)

Slightly higher proportion took *more* UK holiday than normal in 2010 than did in '09

Amount of UK holiday taken vs normal before 2009



Q3f Overall, did you take MORE, LESS, or THE SAME amount of holidays in the UK during 2009 than you normally tended to take before 2009? Q5f Overall, by the end of 2010, will you have taken MORE, LESS, or THE SAME amount of holidays in the UK during 2010 than you normally tended to take in the years **before 2009**? Base: All (1000+)

SWITCHER HOLIDAYS

% taking holiday types		09 & 10 Switcher (80)				09 not 10 Switcher (75)				10 not 09 Switcher (81)			
	No of nights	Pre 09	2009	2010	2011	Pre 09	2009	2010	2011	Pre 09	2009	2010	2011
England	1-3	67	64	71	69	72	63	57	62	72	55	70	75
	4-7	39	42	53	45	28	40	25	31	25	32	48	47
	8+	14	10	14	17	2	4	2	2	7	6	10	9
Abroad	1-3	28	5	9	18	11	8	7	15	16	10	9	13
	4-7	42	19	22	25	47	16	22	40	54	24	19	39
	8+	46	27	19	35	52	19	42	33	62	48	20	47

Q12 How many of each type did you take/ will you be taking this year (ie 2010). Q15 How many of each type did you normally take per year before 2009? Q16 And thinking ahead, how many of each type do you think you'll take in 2011? Base: All Switchers

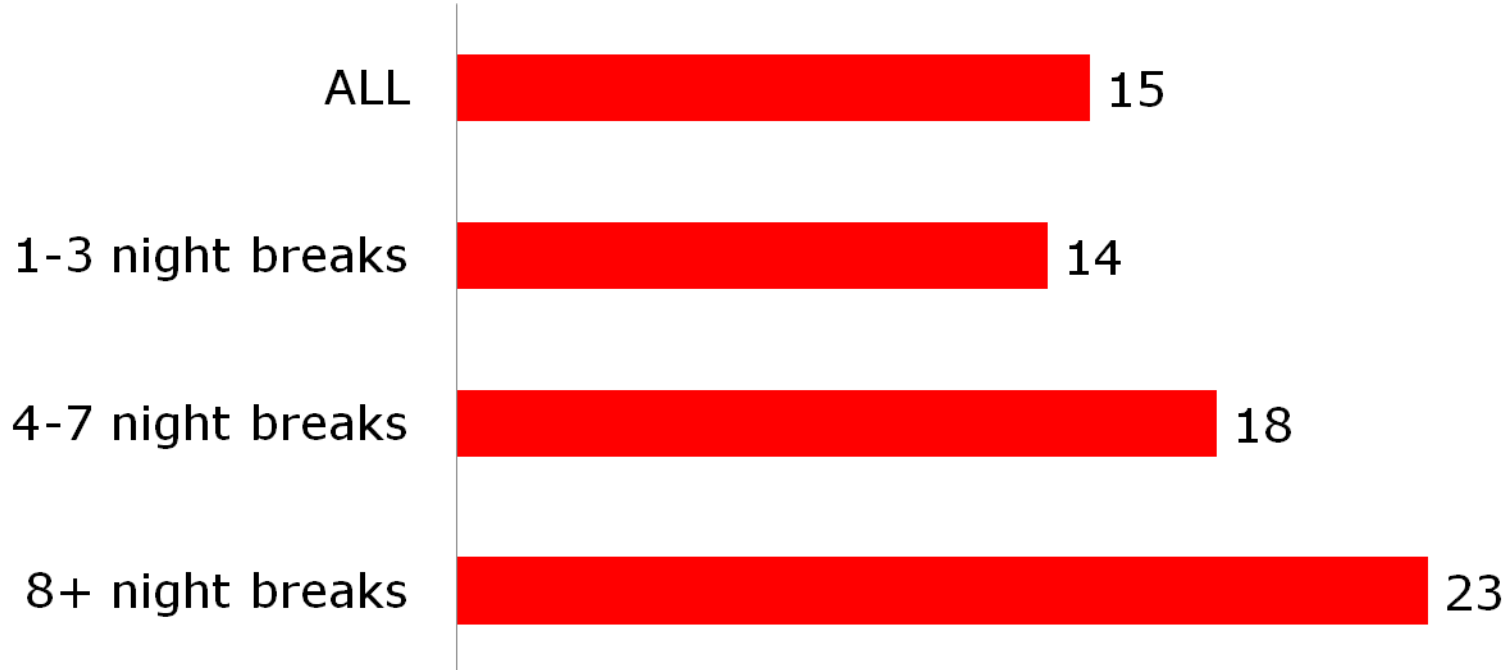
EXTRA HOLIDAYS

% taking holiday types		09 & 10 Extra (66)				09 not 10 Extra (79)				10 not 09 Extra (104)			
	No of nights	Pre 09	2009	2010	2011	Pre 09	2009	2010	2011	Pre 09	2009	2010	2011
England	1-3	58	65	76	70	69	63	62	78	61	38	66	65
	4-7	29	27	47	38	35	40	41	39	32	22	35	37
	8+	12	10	17	21	10	7	6	9	7	2	10	6
Abroad	1-3	16	9	11	18	15	10	20	24	19	7	16	20
	4-7	44	24	21	28	43	34	34	42	54	21	37	40
	8+	46	32	30	33	50	35	32	48	42	30	36	54

Q12 How many of each type did you take/ will you be taking this year (ie 2010). Q15 How many of each type did you normally take per year before 2009? Q16 And thinking ahead, how many of each type do you think you'll take in 2011? Base: All Extras

1 in 4 longer holidays in England replaced a holiday abroad

% of England holidays taken replacing a holiday abroad



Q22 Did this holiday replace one you'd normally have taken abroad?
Base All 2010 England holidays taken (890)