



**5.4m  
Trips**

Average Spend per Trip

**£224.45**



**16.5m  
Nights**

Average Spend per Night

**£73.44**



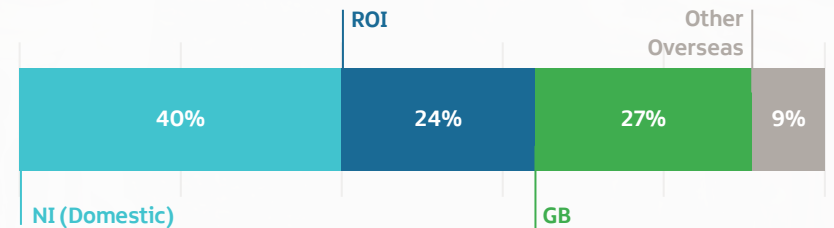
**£1.2bn  
Spend**

Average Length of Stay

**3.1 Nights**



Proportion of Trips by Market



Data Source:



\*Figures relate to overnight trips only (ie exclude day trips)