

# Families and Tourism: The Case of UK

Family holidays account for 32% of all UK holiday trips, 37% of nights and 23% of spending. The number of English holidays taken by families has been increasing since the early 1990s, but at a slower rate than holidays taken by non-families. Families are no more likely to take UK holidays than the population as a whole, although this has changed from the 1990s when families showed slightly greater propensity to holiday in the UK...

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