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## The 55+ age group and Domestic Tourism

### The 55+ age group

In the following report we have focused on those aged 55+ who take domestic trips.

According to the ONS, in 2014 there were 19.4 million people aged 55+ in England (36% of the total England population).

### Value to Domestic Tourism in England

In 2014, those aged 55+ took 29.3 million domestic overnight trips in England, 32% of the total, spending £6.0 billion (33% of all spending on domestic overnight trips). This age group also takes 425 million tourism day visits; spending £13.4 billion (30% of all spending on day visits).

	Total England	Age 55+	Age 55+'s (as % of total)
<b>Domestic Overnight Trips</b>			
Trips (millions)	92.61	29.25	32%
Spend (£ millions)	18,085	5,995	33%
<b>Day Visits</b>			
Trips (millions)	1,345	425	32%
Spend (£ millions)	45,101	13,396	30%



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## Trip Type

### Overnight Travel

Holidays are the highest volume trip purpose for this group, accounting for 48% of trips taken, with visits to friends and relatives (VFR) trips accounting for 42% of trips. This age group are more likely than average to take longer breaks of 4+ nights.

	Total England	% of trips taken by all trip takers	Age 55+	% of trips taken by 55+'s
<b>All Overnight Trips (millions)</b>	<b>92.61</b>	<b>100%</b>	<b>29.25</b>	<b>100%</b>
All Holidays	40.74	44%	14.08	48%
1-3 night holidays	26.47	29%	8.08	28%
4+ night holidays	14.27	15%	6.00	20%
Visiting Friends and Relatives	35.91	39%	12.38	42%
Business Travel	13.55	15%	2.09	7%

### Day Trips

Going for meals and general days out are more important to this age group than to the population as a whole.

	Total England	% of trips taken by all trip takers	Age 55+	% of trips taken by 55+'s
<b>All Day Trips, millions (selected activities)</b>	<b>1,345</b>	<b>100%</b>	<b>95</b>	<b>100%</b>
Visiting friends or family	313	23%	95	22%
Going out for a meal	131	10%	51	12%
Going on a night out	113	8%	23	5%
General day out	100	7%	33	8%
Undertaking outdoor activities	109	8%	35	8%
Special shopping	84	6%	25	6%

### The 55+ age group on Holiday



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When taking domestic holidays, those aged 55+ take longer breaks than the average, typically staying away for 3.79 nights, compared to 3.37 nights across all English trips.

For this reason their total spend on a domestic break is higher than the average (£266 vs £247) but they tend to spend slightly less per day (£70 vs £73).

Domestic Holidays	Total England	Age 55+'s
Average spend per trip	£247	£266
Average spend per night	£73	£70
Average trip length (nights)	3.37	3.79

30% of the holidays they take are to seaside destinations, closely following by large towns/cities at 26%. The South West accounts for 22% of domestic holidays taken by this group, with trip taking across the country largely mirroring the England average.

This age group have a slightly lower car usage on trips than average (73% vs 79% of all trips).

Their trips are less likely to be booked at the last minute compared to younger age groups, and are also more likely to be booked offline (43% of trips are booked online compared to 54% for England overall).

Overnight trips amongst those aged 55+ are more likely than average to involve history and heritage activities and parks and gardens. They are less likely to involve outdoor activities, beaches, and visiting visitor attractions.

	% of trips taken by all trip takers	% of trips taken by 55+'s
<b>Destination Type</b>		
Seaside	32%	30%
Large city/ large town	31%	26%
Small town	19%	20%
Countryside/ village	23%	23%
<b>Transport used</b>		
Public transport	16%	18%
Car	79%	73%
<b>Cont.</b>	<b>% of trips taken by all trip takers</b>	<b>% of trips taken by 55+'s</b>



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<b>When booked</b>		
More than six months before trip	7%	6%
Between 2 and 6 months before trip	26%	27%
About a month before trip	12%	12%
2-3 weeks before trip	13%	11%
In the week before trip	13%	10%
Same day / after setting off on trip	1%	0%
<b>How booked</b>		
Booked online	54%	43%
<i>On a laptop or desktop PC</i>	40%	34%
<i>On a smartphone</i>	3%	0%
<i>On a tablet</i>	8%	5%
<b>Social grade</b>		
AB	39%	39%
C1	28%	24%
C2	19%	17%
DE	13%	15%
<b>Children in household</b>	36%	3%
<b>Region of origin</b>		
West Midlands	7%	8%
East of England	9%	9%
East Midlands	7%	6%
London	8%	6%
North West	17%	15%
North East	4%	4%
South East	15%	15%
South West	23%	22%
Yorkshire & the Humber	12%	12%
West Midlands	7%	8%
East of England	9%	9%



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Cont.	% of trips taken by all trip takers	% of trips taken by 55+'s
<b>Region of origin</b>		
West Midlands	7%	8%
East of England	9%	9%
East Midlands	7%	6%
London	8%	6%
North West	17%	15%
North East	4%	4%
South East	15%	15%
South West	23%	22%
Yorkshire & the Humber	12%	12%
West Midlands	7%	8%
East of England	9%	9%
<b>Activities undertaken</b>		
History & heritage	23%	27%
Arts, culture & entertainment	15%	16%
Visitor Attractions	33%	31%
Parks and Gardens	14%	16%
Events, festivals and exhibitions	11%	10%
Outdoor activities (including long walks)	27%	24%
Outdoor activities (excluding long walks)	14%	10%
Visited beach	20%	17%
Special shopping	7%	6%
Live sport	3%	2%
Special personal event	3%	3%



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## Trends

The over 55 age group have been one of the most important sources of growth for the domestic market, with a faster average annual growth rate than the wider market.

<b>Number of domestic holidays Millions</b>	<b>Total England</b>	<b>% of trips taken by 55+'s</b>
2008	39.75	12.92
2009	47.01	14.62
2010	43.54	13.63
2011	46.16	14.80
2012	45.99	13.96
2013	44.93	14.70
2014	40.74	14.08
Annual average growth 2008-2014	1%	2%