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Arts, Culture & Entertainment Activities and Domestic Tourism

Arts, Culture & Entertainment Activities trips

In the following report we have focused on domestic trips involving Arts, Culture & Entertainment activities, defined as those where respondents said that they took part in at least one of the following activities during their overnight or day trip:

Visiting an art gallery

A music festival (e.g. Glastonbury)

Another arts\cultural festival (e.g. a book festival)

A live music concert

Going to the theatre

Going to the cinema

Other arts\cultural event\show

Value to Domestic Tourism in England

In 2015, there were 12.07 million domestic overnight trips in England which involved Arts, Culture & Entertainment activities, 12% of the total, with spending of over £3.3 billion (17% of all spending on domestic overnight trips).

Also, there were 129 million day visits which involved Arts, Culture & Entertainment activities, 10% of all tourism day visits in England, with an associated spend of over £5.8 billion.

These are trips where this activity was undertaken at least once. A single trip can involve multiple activities and so this activity was not necessarily the main purpose.

The spend figures outlined in this topic paper relate to spending that took place during trips where visitors took part in Arts, Culture & Entertainment activities. However, this is not the spending attributable to (that is, motivated by) visitor attractions. Spend attributable to the following activities is estimated at:

- £1Bn for visiting museums/ art galleries among domestic visitors
- £1.5Bn for attending the theatre among domestic visitors
- £2.8Bn for attending live music/ some other festival, etc. among domestic visitors

For more information, please see our "Value of Activities" research: <https://www.visitbritain.org/visitor-activities>

	Total England	Trips including Arts, Culture & Entertainment Activities	Trips including Arts, Culture & Entertainment Activities (as % of total)
Domestic Overnight Trips			
Trips (millions)	102.73	12.07	12%
Spend (£ millions)	19,571	3,308	17%
Day Visits			
Trips (millions)	1,298	129	10%
Spend (£ millions)	46,422	5,812	13%



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Trip Type

Overnight Travel

The majority of trips involving Arts, Culture & Entertainment activities were taken on holiday, accounting for 56% of such trips taken, with visits to friends and relatives (VFR) trips accounting for a third of trips.

	Total England	% of trips taken by all trip takers	Arts, Culture & Entertainment	% of trips involving Arts, Culture & Entertainment Activities
All Overnight Trips (millions)	102.73	100%	12.07	100%
All Holidays	43.72	43%	6.73	56%
1-3 night holidays	29.18	28%	4.69	39%
4+ night holidays	14.55	14%	2.04	17%
Visiting Friends and Relatives	40.55	39%	4.00	33%
Business Travel	13.87	14%	0.82	7%

Arts, Culture & Entertainment Activities Holiday Trips

Holidays involving Arts, Culture & Entertainment activities tend to be slightly shorter breaks than the average. However the average spend per trip including these activities is £319 compared to £245 for the average, representing a 30% increase.

Due to shorter trips but higher average spend, the average spend per day is much higher than the national average (£102 vs £73).

Domestic Holidays	Total England	Trips including Arts, Culture & Entertainment
Average spend per trip	£245	£319
Average spend per night	£73	£102
Average trip length (nights)	3.35	3.13

Nearly half of holidays involving Arts, Culture & Entertainment activities are in large towns and cities (49%). A further 27% of these holidays are spent in seaside destinations. London accounts for nearly a quarter of those domestic holidays.

These trips are more likely to be taken by public transport (30% vs 17% of all trips), and these trips are more likely to be booked online (62% vs 53% of all holidays). They are also more likely to be using serviced accommodation but slightly less likely to be taken by families (34% vs 37%).



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	% of trips taken by all trip takers	% of trips involving Arts, Culture & Entertainment Activities
Age		
16-34	24%	28%
35-54	42%	45%
55+	34%	27%
Children in household	37%	34%
Accommodation used		
Serviced rented	48%	56%
Self-catering rented	33%	28%
<i>Camping / Caravanning</i>	23%	17%
<i>Other self-catering rented</i>	14%	13%
Region visited		
West Midlands	7%	8%
East of England	8%	7%
East Midlands	8%	5%
London	9%	24%
North West	15%	14%
North East	3%	3%
South East	14%	11%
South West	25%	20%
Yorkshire & the Humber	12%	12%
Destination Type		
Seaside	31%	27%
Large city/ large town	30%	49%
Small town	17%	14%
Countryside/ village	24%	13%
Transport used		
Public transport	17%	30%
Car	79%	67%
When booked		
More than six months before trip	7%	9%
Between 2 and 6 months before trip	26%	28%
About a month before trip	13%	17%
2-3 weeks before trip	12%	12%
In the week before trip	12%	10%
Same day / after setting off on trip	1%	1%



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Cont.	% of trips taken by all trip takers	% of trips involving Arts, Culture & Entertainment Activities
How booked		
Booked online	53%	62%
<i>On a laptop or desktop PC</i>	35%	45%
<i>On a smartphone</i>	5%	9%
<i>On a tablet</i>	10%	8%

Trends

The number of holidays involving Arts, Culture & Entertainment activities increased strongly in 2015. Although the levels of yearly growth have varied since 2011, the average annual growth for this type of trip is stronger than for England holidays as a whole.

Number of domestic holidays Millions	Total England	Trips involving Arts, Culture & Entertainment Activities
2011	46.16	5.89
2012	45.99	6.46
2013	44.93	5.97
2014	40.74	6.00
2015	43.72	6.73
Annual average growth 2011-2015	-1%	3%