Domestic Leisure Tourism to England’s Countryside

Volume & value of countryside leisure trips in England

- England’s countryside is a valuable part of the tourism economy.
- £10BN spent on trips to the countryside in 2012. Sources: GBTS and GBDVS.

TRIPS TAKEN IN 2012

<table>
<thead>
<tr>
<th>Type</th>
<th>Trips Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>COUNTRYSIDE HOLIDAYS</td>
<td>10M</td>
</tr>
<tr>
<td>COUNTRYSIDE DAY TRIPS</td>
<td>164M</td>
</tr>
<tr>
<td>DOMESTIC OVERNIGHT HOLIDAYS</td>
<td>2.4BN</td>
</tr>
<tr>
<td>DOMESTIC DAY TRIPS</td>
<td>7.9BN</td>
</tr>
</tbody>
</table>

- The reception has resulted in an increase in the number of holidays taken at home.

HOLIDAYS TAKEN IN COUNTRYSIDE DESTINATIONS

- 12% higher than 2006-8.

Where in England do people go for countryside leisure trips?

- The profile of countryside visitors is slightly different to other destination types.
- 51% all holidays countryside holidays.
- 47% all day trips countryside day trips.

Who takes trips to the countryside?

- Those who travel to the countryside tend to stay away for longer than the average (4+ nights).
- 40% compared to 34% overall.

What types of holidays and day trips do they take?

- Accommodation used for countryside trips is different compared to other holiday types.
- CARAVANS/CARAVANS compared to 27% across all holiday types. Source: GBTS.
- OUTDOOR ACTIVITIES compared to 16% outdoor activities. Source: GBTS.
- GOING OUT FOR A MEAL compared to 11% going out for a meal. Source: GBTS.
- VISITOR ATTRACTIONS compared to 12% visitor attractions. Source: VE Brand & Comms Tracker.

What do people think of the countryside?

- England’s countryside is varied in nature, and the opportunities and barriers for businesses in different types of areas reflect this.
- Dramatic Countryside: almost iconic, escape the crowds and step outside modern life.
- Rural Countryside: picturesque view of England, retaining the charm of cottages or manor houses.
- Market Towns: shops, museums and other attractions for those less interested in nature.
- BARRIERS FOR BUSINESSES: lack of knowledge, especially among younger groups.

How do visitors rate their experience of the countryside?

- Visitors to the countryside tend to be more satisfied with their destination experience than the national average.

- Visitor satisfaction:
  - Public transport: 77%
  - Accommodation quality: 76%
  - Accommodation price: 73%
  - Operations (tours & visits) of local produce: 62%

- Ease of getting around by public transport: 30%.
- Source: VE Brand & Comms Tracker.