



VisitEngland™

Domestic Rural Tourism

Countryside trips

This report focuses on domestic overnight trips in England to rural areas (countryside/villages) in 2014.

Value to Domestic Tourism in England

In 2014, there were 17.08 million trips to the countryside on domestic overnight trips in England, 18% of the total, with spend at £3.1 billion (17% of all spending on domestic overnight trips). There were also 340 million tourism day trips involving a trip to the countryside – or 25% of the total – with associated spending of £8.4 billion (19% of all spending on day visits).

	Total England	Countryside trips	Countryside trips (as % of total)
Domestic Overnight Trips			
Trips (millions)	92.61	17.08	18%
Spend (£ millions)	18,085	3,111	17%
Day Visits			
Trips (millions)	1,345	340	25%
Spend (£ millions)	45,101	8,443	19%



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Trip Type

Overnight Travel

Holidays account for 54% of trips taken to rural areas, with almost one in four trips being longer stays of four or more nights, higher than the national average of 15%. Only a minority of rural trips, 6%, are taken for business purposes.

	Total England	% of trips taken by all trip takers	Countryside trips	% of trips taken to the countryside
All Overnight Trips (millions)	92.61	100%	17.08	100%
All Holidays	40.74	44%	9.21	54%
1-3 night holidays	26.47	29%	5.35	31%
4+ night holidays	14.27	15%	3.86	23%
Visiting Friends and Relatives	35.91	39%	6.40	37%
Business Travel	13.55	15%	1.04	6%

Day Trips

A quarter of all day trips to the countryside involve visiting friends or family (25%), with countryside trips more likely than average to involve outdoor activities (15% vs 7%). They are less likely than average to involve going out for a night out, going out for entertainment or special shopping.

	Total England	% of trips taken by all trip takers	Countryside trips	% of trips taken to the countryside
All day trips, millions (selected activities)	1,345	100%	340	100%
Visiting friends or family	313	23%	84	25%
Going out for a meal	131	10%	34	10%
Going on a night out	113	8%	18	5%
Undertaking outdoor activities	100	7%	51	15%
General day out	109	8%	35	10%
Going out for entertainment	84	6%	6	2%



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Holidays in the English countryside

Countryside holidays tend to be longer than the average trip length, at 3.54 nights, compared to 3.37 nights across all English trips.

Spend on a rural holiday is slightly lower than the average for all holiday trips (£238 vs £247), as is spend per day (£67 vs £73).

Domestic Holidays	Total England	Countryside trips
Average spend per trip	£247	£238
Average spend per night	£73	£67
Average trip length (nights)	3.37	3.54

Holidays to rural areas are more likely than the average to be taken by car (89% vs. 79%). They are also more likely than average to be taken to the East Midlands (12% vs. 7%) and the North West (21% vs. 17%).

Outdoor activities including long walks are popular on rural holidays (39% of trips include this activity, compared to 27% of all trips), as are visits to parks and gardens (18% vs. 14%), but holidays to rural areas are less likely to include arts, cultural and entertainment activities (9% vs. 15%).

	% of trips taken by all trip takers	% of trips taken to the countryside
Region visited		
West Midlands	7%	7%
East of England	9%	10%
East Midlands	7%	12%
London	8%	1%
North West	17%	21%
North East	4%	4%
South East	15%	13%
South West	23%	21%
Yorkshire & the Humber	12%	12%



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Cont.	% of trips taken by all trip takers	% of trips taken to the countryside
Transport used		
Public transport	16%	6%
Car	79%	89%
When booked		
More than six months before trip	7%	7%
Between 2 and 6 months before trip	26%	28%
About a month before trip	12%	13%
2-3 weeks before trip	13%	14%
In the week before trip	13%	10%
Same day / after setting off on trip	1%	0%
How booked		
Booked online	54%	53%
<i>On a laptop or desktop PC</i>	40%	40%
<i>On a smartphone</i>	3%	2%
<i>On a tablet</i>	8%	6%
Activities undertaken		
History & heritage	23%	23%
Arts, culture & entertainment	15%	9%
Visitor Attractions	33%	30%
Parks and Gardens	14%	18%
Events, festivals and exhibitions	11%	9%
Outdoor activities (including long walks)	27%	39%
Outdoor activities (excluding long walks)	14%	21%
Visited beach	20%	14%
Special shopping	7%	6%
Live sport	3%	2%
Special personal event	3%	3%
Age groups		
16-34	23%	20%
35-54	42%	43%
55+	35%	37%



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Cont.	% of trips taken by all trip takers	% of trips taken to the countryside
Social grade		
AB	39%	44%
C1	28%	29%
C2	19%	17%
DE	13%	9%
Children in household	36%	37%

Trends

Although the number of rural trips taken fell back in 2014, volumes remained higher than in 2008, with the annual average growth rate on a par with the national average.

Number of domestic holidays Millions	Total England	Countryside trips
2008	39.75	8.85
2009	47.01	10.87
2010	43.54	10.03
2011	46.16	10.75
2012	45.99	10.10
2013	44.93	10.34
2014	40.74	9.21
Annual average growth 2008-2014	1%	1%