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East Midlands and Domestic Tourism

East Midlands

East Midlands comprises the counties of Nottinghamshire, Derbyshire, Leicestershire, Rutland, Northamptonshire and most of Lincolnshire. It has a population of 4.6 million, representing 9% of the total population of England.

Value to Domestic Tourism in England

In 2015, there were 8 million domestic overnight trips to the East Midlands, representing 8% of the total of all trips in England, with spending of £1.1 billion. There were a further 97 million day trips, 7% of the England total, with £3.3 billion in spending.

	Total England	East Midlands trips	East Midlands trips (as % of total)
Domestic Overnight Trips			
Trips (millions)	102.73	8.02	8%
Spend (£ millions)	19,571	1,146	6%
Day Visits			
Trips (millions)	1,298	97	7%
Spend (£ millions)	46,422	3,290	7%



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Trip Type

Overnight Travel

Compared to the national average, holidays to the East Midlands are on par with trips in England (both 43%). Leisure visits to friends and relatives to the East Midlands are below national level (21% vs. 25%), while non-leisure visits are comparatively more important (18% vs. 15%). A lower proportion of visits to the East Midlands are for business, compared to trips overall (11% vs. 14%).

	Total England	% of trips taken by all trip takers	East Midlands trips	% of East Midlands trips taken
All Overnight Trips (millions)	102.73	100%	8.02	100%
All Holidays	43.72	43%	3.43	43%
1-3 night holidays	29.18	28%	2.34	29%
4+ night holidays	14.55	14%	1.12	13%
Visiting Friends and Relatives	40.55	39%	3.18	40%
Leisure VFR	25.20	25%	1.70	21%
Other VFR	15.37	15%	1.48	18%
Business Travel	13.87	14%	0.90	11%

Day Trips

Most top activities on day visits to the East Midlands match day the national picture, although outdoor activities (9% vs. 7%) is slightly more common in the East Midlands.

	Total England	% of trips taken by all trip takers	East Midlands trips	% of East Midlands trips taken
All Day Trips, millions (selected activities)	1,298	100%	97	100%
Visiting friends or family	327	25%	23	24%
Going out for a meal	134	10%	11	11%
Going on a night out	97	7%	7	7%
General day out	101	8%	7	7%
Undertaking outdoor activities	96	7%	9	9%
Special shopping	88	7%	6	6%



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Holidays in East Midlands

Expenditure on holidays in the East Midlands is lower than on average by around £12 per night, and trip length is slightly lower than the average, leading to a lower average spend on holidays in the East Midlands when compared to holidays in England overall.

Domestic Holidays	Total England	East Midlands trips
Average spend per trip	£245	£190
Average spend per night	£73	£61
Average trip length (nights)	3.35	3.13

Countryside / village holidays are the most common type of trip taken in the East Midlands, representing just above one-third of holidays (36%), compared to 24% across England as a whole. Self-catering accommodation is popular for the East Midlands (41%, compared to 33% overall) – with camping / caravanning options in particular much more likely to be used for this region than across England as a whole (34% vs. 23%). Cars are the most common form of transport, being used on almost 9 in 10 trips (85%).

Holidaymakers to the East Midlands tend to be younger compared to the national profile. They are also more likely to be less affluent and to have children in their household. Three in ten (29%) are locals, with Yorkshire another key source of visitors (16%).

Taking outdoor activities during visits are common on holidays in the East Midlands (46% including long walks; 38% excluding long walks), although it is slightly lower compared to 47% and 39% nationwide respectively. Visiting attractions is another popular choice (31%), which is just under the England overall level (33%).

	% of trips taken by all trip takers	% of East Midlands trips taken
Destination Type		
Seaside	31%	26%
Large city/ large town	30%	20%
Small town	17%	23%
Countryside/ village	24%	36%
Accommodation used		
Serviced rented	48%	36%
Self-catering rented	33%	41%



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<i>Camping / Caravanning</i>	23%	34%
<i>Other self-catering rented</i>	14%	14%
Cont.	% of trips taken by all trip takers	% of East Midlands trips taken
Transport used		
Public transport	17%	10%
Car	79%	85%
When booked		
More than six months before trip	7%	8%
Between 2 and 6 months before trip	25%	22%
About a month before trip	13%	14%
2-3 weeks before trip	12%	8%
In the week before trip	12%	13%
Same day / after setting off on trip	1%	1%
How booked		
Booked online	53%	48%
<i>On a laptop or desktop PC</i>	35%	0.33
<i>On a smartphone</i>	5%	4%
<i>On a tablet</i>	10%	9%
Age groups		
16-34	24%	25%
35-54	42%	46%
55+	34%	29%
Social grade		
AB	41%	39%
C1	28%	27%
C2	18%	18%
DE	13%	15%
Children in household	37%	41%



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Cont.	% of trips taken by all trip takers	% of East Midlands trips taken
Region of origin		
North East	6%	6%
Yorks & Humberside	12%	16%
East Midlands	10%	29%
East of England	8%	9%
London	7%	6%
South East (excluding London)	15%	8%
South West	13%	3%
West Midlands	10%	9%
North West	12%	8%
Scotland	3%	2%
Wales	4%	3%
Activities undertaken		
History & heritage	22%	17%
Arts, culture & entertainment	15%	10%
Visitor Attractions	33%	31%
Parks and Gardens	13%	10%
Events, festivals and exhibitions	12%	12%
Outdoor activities (including long walks)	47%	46%
Outdoor activities (excluding long walks)	39%	38%
Visited beach	20%	15%
Special shopping	5%	2%
Live sport	3%	4%
Special personal event	3%	3%



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Trends

Trips to the East Midlands have on average decreased slightly each year since 2008, compared to slight growth in the rest of the country.

Number of domestic holidays Millions	Total England	East Midlands trips
2008	39.75	3.23
2009	47.01	3.68
2010	43.54	3.53
2011	46.16	4.07
2012	45.99	3.61
2013	44.93	3.55
2014	40.74	2.84
2015	43.72	3.43
Annual average growth 2008-2015	2%	2%



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Appendix

Sub-Regional Volume and Value – Domestic Overnight Tourism - 3-year averages 2013 - 2015

East Midlands Counties

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
England	99028	289850	18788	43127	144492	10411
Nottinghamshire	1612	3977	243	588	1668	129
Derbyshire	1673	4306	236	744	2180	147
Leicestershire	1213	2768	151	320	672	50
Northamptonshire	942	2178	123	313	775	50
Lincolnshire	2198	7342	354	1283	4897	234

East Midlands Local Authorities

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
England	99028	289850	18788	43127	144492	10411
Ashfield	42	117	6	9	45	2
Bassetlaw	143	393	14	53	170	7
Broxtowe	77	171	11	9	34	3
Gedling	58	110	6	13	22	4
Mansfield	68	253	8	10	22	1
Newark and Sherwood	278	736	46	123	360	26
Nottingham	876	2060	148	352	968	83
Rushcliffe	66	115	4	14	25	1
Nottinghamshire	1612	3977	243	588	1668	129
Amber Valley	114	334	15	31	108	8
Bolsover	35	69	2	8	20	1
Chesterfield	166	334	22	40	76	5



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Cont.						
Derby	318	697	37	76	179	14
Derbyshire Dales	436	1299	82	319	1006	68
Erewash	70	144	3	7	7	0
High Peak	366	997	54	199	598	38
North East Derbyshire	82	169	9	33	48	6
South Derbyshire	72	179	7	22	76	4
Derbyshire	1673	4306	236	744	2180	147
Blaby	59	158	5	10	27	1
Charnwood	195	361	19	28	52	3
Harborough	134	323	16	35	94	5
Hinckley and Bosworth	148	371	15	54	104	6
Leicester	386	722	46	94	160	12
Melton	129	439	23	41	91	12
North West Leicestershire	158	366	27	61	139	11
Oadby and Wigston	10	28	1	2	4	0
Rutland	125	335	14	42	106	6
Leicestershire	1213	2768	151	320	672	50
Corby	88	211	9	18	40	2
Daventry	133	290	20	76	193	12
East Northamptonshire	95	232	13	32	115	8
Kettering	115	306	19	32	77	4
Northampton	314	617	33	85	174	11
South Northamptonshire	155	424	24	62	163	12
Wellingborough	40	95	5	8	12	1
Northamptonshire	942	2178	123	313	775	50
Boston	65	196	10	20	83	4
East Lindsey	1305	4935	220	1009	4151	178
Lincoln	356	948	54	127	328	22
North Kesteven	88	212	10	25	54	5
South Holland	53	144	9	14	30	2
South Kesteven	253	653	40	74	195	17
West Lindsey	67	238	10	14	57	5
Lincolnshire	2198	7342	354	1283	4897	234