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## East of England and Domestic Tourism

### The East of England

The East of England comprises the counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk. It has a population of around 6 million, representing 11% of the total population of England.

### Value to Domestic Tourism in England

In 2015, there were almost 10 million domestic overnight trips to the East of England, 9% of the England total. Expenditure on these trips was £1.6 billion. Day trips to the East were also 9% of England's total, with 118 million trips, which worth £3.5 billion in spend.

	Total England	East of England trips	East of England trips (as % of total)
<b>Domestic Overnight Trips</b>			
Trips (millions)	102.73	9.73	9%
Spend (£ millions)	19,571	1,630	8%
<b>Day Visits</b>			
Trips (millions)	1,298	118	9%
Spend (£ millions)	46,422	3,526	8%



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## Trip Type

### Overnight Travel

Although a lower proportion of trips to the East than on average are holiday trips, a higher proportion of trips to the East are longer, 4+ night holidays (16% compared to 14%). Visits to friends and relatives are relatively more important to the East than across all trips (46% compared to 39%), while there are same proportion of business trips (14%).

	Total England	% of trips taken by all trip takers	East of England trips	% of East of England trips taken
<b>All Overnight Trips (millions)</b>	<b>102.73</b>	<b>100%</b>	<b>9.73</b>	<b>100%</b>
All Holidays	43.72	43%	3.51	36%
1-3 night holidays	29.18	28%	2.02	21%
4+ night holidays	14.55	14%	1.49	16%
Visiting Friends and Relatives	40.55	39%	4.50	46%
Business Travel	13.87	14%	1.39	14%

### Day Trips

As with overnight trips, day trips to visit friends or family occur slightly more frequently in the East of England than in England as a whole (31% compared to 25%). While going for a night out is undertaken less often (5% vs. 7%).

	Total England	% of trips taken by all trip takers	East of England trips	% of East of England trips taken
<b>All Day Trips, millions (selected activities)</b>	<b>1,298</b>	<b>100%</b>	<b>118</b>	<b>100%</b>
Visiting friends or family	327	25%	36	31%
Going out for a meal	134	10%	11	9%
Going on a night out	97	7%	6	5%
General day out	101	8%	9	8%
Undertaking outdoor activities	96	7%	8	7%



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## Holidays in the East of England

The proportion of holidays that are in the longer, 4+ night category is reflected in the higher average trip length of holidays in the East. However, average spend per night is £5 lower in the East than in England as a whole. The average spend per trip is slightly higher than the average across England.

Domestic Holidays	Total England	East of England trips
Average spend per trip	£245	£249
Average spend per night	£73	£68
Average trip length (nights)	3.35	3.68

Holidays in the East of England are less likely to be to the large city/town, and more likely to be to other places (Seaside, Small town, Countryside), than holidays across England. They are also more likely to be taken in self-catering accommodation, particularly camping and caravanning (30% vs. 23%) and the transport used is more likely to be a car (82%).

The profile of those visiting the East is very similar to England as a whole, with somewhat more in the C1 social grade (32% compared to 28% overall) and over 55 yrs (39% vs. 34%). Almost a third of visitors are from the East region (29%), with other notable source markets the East Midlands (17%), South East (14%) and London (13%).

Activities undertaken on trips to the East of England are more likely to involve outdoor pursuits than holidays throughout the country (including long walk - 50% vs. 47%; excluding long walk – 42% vs. 39%), particularly going to the beach (28% vs. 20%).

Destination Type	% of trips taken by all trip takers	% of East of England trips taken
Seaside	31%	35%
Large city/ large town	30%	24%
Small town	17%	20%
Countryside/ village	24%	25%



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Cont.	% of trips taken by all trip takers	% of East of England trips taken
<b>Accommodation used</b>		
Serviced rented	48%	34%
Self-catering rented	33%	40%
<i>Camping / Caravanning</i>	23%	30%
<i>Other self-catering rented</i>	14%	16%
<b>Transport used</b>		
Public transport	17%	13%
Car	79%	82%
<b>When booked</b>		
More than six months before trip	7%	8%
Between 2 and 6 months before trip	25%	27%
About a month before trip	13%	11%
2-3 weeks before trip	12%	11%
In the week before trip	12%	10%
Same day / after setting off on trip	1%	2%
<b>How booked</b>		
Booked online	53%	48%
<i>On a laptop or desktop PC</i>	35%	32%
<i>On a smartphone</i>	5%	3%
<i>On a tablet</i>	10%	8%
<b>Age groups</b>		
16-34	24%	18%
35-54	42%	42%
55+	34%	39%
<b>Social grade</b>		
AB	41%	38%
C1	28%	32%
C2	18%	13%
DE	13%	17%
<b>Children in household</b>	37%	38%



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Cont.	% of trips taken by all trip takers	% of East of England trips taken
<b>Region of origin</b>		
North East	6%	3%
Yorks & Humberside	12%	6%
East Midlands	10%	17%
East of England	8%	29%
London	7%	13%
South East (excluding London)	15%	14%
South West	13%	5%
West Midlands	10%	5%
North West	12%	6%
Scotland	3%	2%
Wales	4%	1%
<b>Activities undertaken</b>		
History & heritage	22%	20%
Arts, culture & entertainment	15%	14%
Visitor Attractions	33%	31%
Parks and Gardens	13%	15%
Events, festivals and exhibitions	12%	14%
Outdoor activities (including long walks)	47%	50%
Outdoor activities (excluding long walks)	39%	42%
Visited beach	20%	28%
Special shopping	5%	5%
Live sport	3%	3%
Special personal event	3%	4%



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## Trends

On average, holiday trips to the east of England have been consistent since 2008, although it was slightly slower than the growth in holidays across the whole of England.

Number of domestic holidays Millions	Total England	East of England trips
2008	39.75	3.63
2009	47.01	4.06
2010	43.54	3.72
2011	46.16	4.34
2012	45.99	4.04
2013	44.93	3.63
2014	40.74	3.66
2015	43.72	3.51
Annual average growth 2008-2015	2%	0%



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## Appendix

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

#### East of England Counties

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
<b>England</b>	<b>99028</b>	<b>289850</b>	<b>18788</b>	<b>43127</b>	<b>144492</b>	<b>10411</b>
Bedfordshire	649	1512	99	163	369	42
Cambridgeshire	1347	3401	193	383	982	63
Essex	1813	4545	209	506	1260	65
Hertfordshire	1282	3349	171	251	633	47
Norfolk	2791	10941	598	1668	7787	447
Suffolk	1400	4618	278	673	2661	184

#### East of England Local Authorities

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
<b>England</b>	<b>99028</b>	<b>289850</b>	<b>18788</b>	<b>43127</b>	<b>144492</b>	<b>10411</b>
Bedford	256	522	34	63	156	14
Luton	196	458	35	36	78	10
Central Bedfordshire	194	500	29	64	135	18
<b>Bedfordshire</b>	<b>649</b>	<b>1512</b>	<b>99</b>	<b>163</b>	<b>369</b>	<b>42</b>
Cambridge	518	1156	82	135	306	24
East Cambridgeshire	101	237	14	41	110	6
Fenland	105	481	16	29	85	7
Huntingdonshire	177	491	21	58	203	8
Peterborough	323	735	41	97	228	12
South Cambridgeshire	127	293	16	22	42	5
<b>Cambridgeshire</b>	<b>1347</b>	<b>3401</b>	<b>193</b>	<b>383</b>	<b>982</b>	<b>63</b>
Basildon	116	264	18	19	34	2



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Cont.						
Braintree	132	209	11	25	44	2
Brentwood	69	225	9	22	51	3
Castle Point	16	43	1	2	3	0
Chelmsford	212	483	25	35	78	4
Colchester	250	680	36	54	129	8
Epping Forest	107	342	11	16	34	3
Harlow	79	190	7	15	30	2
Maldon	61	187	5	20	49	2
Rochford	44	170	4	1	59	0
Southend-on-Sea	269	627	37	97	211	13
Tendring	249	648	24	150	455	19
Thurrock	57	141	6	4	11	1
Uttlesford	136	240	14	40	58	3
<b>Essex</b>	<b>1813</b>	<b>4545</b>	<b>209</b>	<b>506</b>	<b>1260</b>	<b>65</b>
Broxbourne	56	132	5	17	33	2
Dacorum	207	625	33	64	188	12
East Hertfordshire	147	343	20	25	84	2
Hertsmere	69	147	9	9	13	1
North Hertfordshire	126	275	15	26	103	6
St Albans	237	713	25	25	46	5
Stevenage	91	272	13	13	40	2
Three Rivers	58	130	7	9	19	2
Watford	163	385	26	44	76	11
Welwyn Hatfield	121	261	16	19	30	3
<b>Hertfordshire</b>	<b>1282</b>	<b>3349</b>	<b>171</b>	<b>251</b>	<b>633</b>	<b>47</b>
Breckland	194	631	48	120	442	39
Broadland	114	496	35	78	342	32
Great Yarmouth	471	2163	108	384	1833	88
North Norfolk	728	3388	155	528	2761	134
Norwich	633	1732	115	185	531	42
South Norfolk	130	359	17	50	205	12
<b>Norfolk</b>	<b>2791</b>	<b>10941</b>	<b>598</b>	<b>1668</b>	<b>7787</b>	<b>447</b>
Babergh	124	367	20	39	100	9
Forest Heath	174	486	41	109	355	37
Ipswich	275	685	36	69	226	9
Mid Suffolk	98	361	14	25	89	6
St Edmundsbury	129	419	25	58	207	13





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Cont.	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
Suffolk Coastal	235	817	47	135	524	32
Waveney	352	1378	90	227	1075	75
<b>Suffolk</b>	<b>1400</b>	<b>4618</b>	<b>278</b>	<b>673</b>	<b>2661</b>	<b>184</b>