

England Domestic Overnight Holidays 1-3 Nights Summary - 2013

How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight short break holidays (1-3 nights) taken in England in 2013.

'Trips' are classified as trips or journeys away from home involving an overnight stay, taken by adults aged 16 and over and accompanying children aged up to 15. Each adult or child present on the trip counts as a trip, for example, a family of 2 adults and 2 children taking a trip away would count as 4 trips. Each line should be read separately – it is not possible to combine trip results from the GBTS survey.

'Nights' are the number of nights away taken by adults and accompanying children on these trips. Each night away spent by an adult or a child present on the trip counts as a night. Thus, a family of 2 adults and 2 children taking a 3 night trip away from home would count as 12 nights.

'Spend' is the expenditure relating to these trips. It includes costs paid in advance of the trip, costs paid during the trip itself and also any bills relating to the trip received after returning home. It covers costs paid by adults on the trip for themselves and on behalf of others on the trip, including children. It also includes costs paid on behalf of the person taking the trip, such as an employer paying the cost of a business trip.

'Holidays' are 'pure' holidays, and do not include Visits to Friends and Relatives (VFR) trips for leisure purposes.

All numerical results are in millions. All data is from the Great Britain Tourism Survey (GBTS).

Holidays 1-3 nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Purpose of trip						
Holidays 1-3 nights	29.58	100%	55.36	100%	5643	100%
Destination type						
Seaside	6.61	22%	13.92	25%	1105	20%
Large city/ large town	11.5	39%	18.86	34%	2625	47%
Small town	5.43	18%	10.14	18%	812	14%
Countryside/ village	6.15	21%	12.27	22%	1082	19%
Regions visited						
West Midlands	2.53	9%	4.16	8%	424	8%
East of England	2.07	7%	4.23	8%	308	5%
East Midlands	2.34	8%	4.60	8%	320	6%
London	3.26	11%	5.36	10%	958	17%
North West	5.23	18%	9.64	17%	927	16%
North East	1.10	4%	1.97	4%	190	3%
South East	4.68	16%	8.42	15%	714	13%
South West	4.88	16%	9.95	18%	1138	20%
Yorkshire & the Humber	3.53	12%	6.71	12%	629	11%

Holidays 1-3 nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Accommodation						
Total Commercial Accommodation	24.52	83%	45.18	82%	5060	90%
Serviced Rented Accommodation	18.17	61%	30.81	56%	4144	73%
Hotel/Motel	15.49	52%	25.58	46%	3598	64%
Guest House / B&B	2.58	9%	4.87	9%	507	9%
Self Catering Rented Accommodation (including Camping & Caravan)	7.03	24%	15.96	29%	950	17%
Camping and Caravan	5.42	18%	11.87	21%	521	9%
Self Catering Rented Accommodation (excluding Camping & Caravan)	1.61	5%	4.09	7%	429	8%
Own home/ friend's home / relative's home	3.62	12%	6.70	12%	409	7%

Holidays 1-3 nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Transport Used						
<u>Total Public Transport</u>	5.49	19%	9.56	17%	1321	23%
Train	3.77	13%	6.50	12%	978	17%
Regular bus\coach	0.61	2%	1.03	2%	94	2%
Organised coach tour	0.75	3%	1.36	2%	145	3%
Plane	0.28	1%	0.51	1%	87	2%
Boat\ship\ferry	0.08	0%	0.16	0%	17	0%
<u>Personal Transport</u>	24.01	81%	45.61	82%	4310	76%
Car	22.65	77%	42.87	77%	4068	72%
Car - owned	22.29	75%	42.18	76%	3977	70%
Car - hired	0.35	1%	0.69	1%	91	2%
Other	1.36	5%	2.74	5%	242	4%

Holidays 1-3 nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Month Trip Started						
January	1.21	4%	2.03	4%	223	4%
February	1.76	6%	2.92	5%	314	6%
March	2.03	7%	3.73	7%	411	7%
April	2.51	8%	4.73	9%	472	8%
May	3.06	10%	6.11	11%	478	8%
June	2.86	10%	5.04	9%	579	10%
July	2.94	10%	5.56	10%	486	9%
August	3.94	13%	7.94	14%	703	12%
September	2.60	9%	4.98	9%	519	9%
October	2.57	9%	5.00	9%	486	9%
November	2.48	8%	4.37	8%	633	11%
December	1.63	6%	2.94	5%	339	6%

Holidays 1-3 nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
How Trip Booked						
Booked online	14.89	50%	26.99	49%	3265	58%
Didn't book online	14.69	50%	28.37	51%	2378	42%
Did not make any firm bookings before trip	7.08	24%	13.64	25%	941	17%
Firm booking	20.86	71%	38.66	70%	4375	78%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	2.02	7%	3.51	6%	500	9%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	1.21	4%	2.41	4%	247	4%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	14.25	48%	26.31	48%	2974	53%
Directly through a transport provider (e.g. rail, air, sea, coach)	1.79	6%	3.34	6%	369	7%
Directly through a Tourist Board or Tourist Information Centre	0.27	1%	0.49	1%	51	1%
Through some other source	1.48	5%	2.89	5%	298	5%
Don't know	1.64	6%	3.06	6%	328	6%

Holidays 1-3 nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Activities Undertaken on Trip						
Just relaxing	8.17	28%	16.42	30%	1522	27%
Sightseeing on foot	8.03	27%	16.30	29%	1727	31%
Short walk\ stroll - up to 2 miles\ 1 hour	5.60	19%	11.91	22%	1105	20%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	3.59	12%	8.05	15%	699	12%
Sightseeing by car	3.31	11%	7.44	13%	676	12%
Centre based walking (i.e. around a city\town centre)	3.17	11%	6.00	11%	794	14%
Visiting a beach	2.76	9%	6.04	11%	492	9%
Visiting a museum	1.94	7%	4.14	7%	489	9%
Visiting a theme\amusement park	1.71	6%	3.16	6%	300	5%
Swimming (indoors or outdoors)	1.65	6%	3.71	7%	388	7%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	1.61	5%	2.59	5%	278	5%
Visiting a cathedral,church, abbey or other religious building	1.53	5%	3.23	6%	380	7%
Viewing architecture and buildings	1.45	5%	2.92	5%	395	7%
Had a picnic or BBQ	1.45	5%	3.21	6%	313	6%
Visting another type of attraction	1.44	5%	2.79	5%	367	7%

Visiting a historic house, stately home, palace	1.37	5%	2.93	5%	357	6%
Visiting a country park	1.36	5%	3.08	6%	274	5%
Visiting a castle\other historic site	1.35	5%	2.90	5%	357	6%
Going to the theatre	1.24	4%	2.01	4%	410	7%
A live music concert	1.16	4%	1.86	3%	291	5%
Other sightseeing (e.g. on a coach, boat trip)	1.08	4%	2.20	4%	277	5%
Special shopping for items you do not regularly buy	1.00	3%	1.96	4%	301	5%
Visiting a garden	0.98	3%	1.96	4%	269	5%
Sunbathing	0.82	3%	1.84	3%	148	3%
Visiting a wildlife attraction\ nature reserve	0.70	2%	1.78	3%	140	2%
Attending a food\local produce event (e.g. food festival, farmers market)	0.69	2%	1.37	2%	161	3%
Visiting an art gallery	0.65	2%	1.36	2%	187	3%
Watching other live sport (not on TV)	0.63	2%	1.10	2%	115	2%
Spa\beauty\health treatments	0.59	2%	1.03	2%	189	3%
Attending an outdoor fair\ exhibition\show (e.g gardening or agricultural show)	0.58	2%	1.12	2%	122	2%
Visiting a scenic\historic railway	0.54	2%	1.23	2%	105	2%
Cycling - on a road\surfaced path	0.53	2%	1.27	2%	87	2%
Visiting a zoo\safari park	0.51	2%	1.07	2%	97	2%

Visiting an interpretation\visitor\heritage centre	0.49	2%	1.13	2%	111	2%
Going on a guided tour - on foot, bus or other transport	0.47	2%	0.92	2%	115	2%
Watching wildlife, bird watching	0.46	2%	1.05	2%	73	1%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.45	2%	1.00	2%	99	2%
Other arts\cultural event\show	0.44	1%	0.81	1%	101	2%
Watching a live football match (not on TV)	0.41	1%	0.67	1%	84	1%
Going to the cinema	0.40	1%	0.77	1%	89	2%
Golf	0.40	1%	0.79	1%	109	2%
Canal\boating trips	0.39	1%	0.83	1%	87	2%
Another arts\cultural festival (e.g. a book festival)	0.37	1%	0.74	1%	98	2%
A music festival (e.g. Glastonbury)	0.35	1%	0.68	1%	101	2%
Visiting an aquarium\sea life centre	0.32	1%	0.73	1%	95	2%
Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	0.29	1%	0.63	1%	53	1%
Running, jogging, orienteering	0.29	1%	0.64	1%	54	1%

Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.26	1%	0.46	1%	40	1%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.26	1%	0.58	1%	53	1%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.24	1%	0.51	1%	66	1%
Sailing/yachting	0.22	1%	0.44	1%	50	1%
Fishing - sea angling	0.20	1%	0.43	1%	37	1%
Motorsports	0.19	1%	0.36	1%	18	0%
Field sports - hunting, shooting etc	0.16	1%	0.29	1%	114	2%
Fishing - coarse fishing (still water\pike & perch)	0.14	0%	0.30	1%	11	0%
Mountainbiking	0.11	0%	0.29	1%	16	0%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.09	0%	0.18	0%	21	0%
Fishing - game fishing (river\salmn)	0.08	0%	0.17	0%	16	0%
Horse riding, pony trekking	0.08	0%	0.21	0%	25	0%
Snow sports (e.g. skiing, snowboarding)	0.04	0%	0.04	0%	3	0%

Other watersports - motorised	0.02	0%	0.04	0%	5	0%
Genealogy/tracing ancestors	0.02	0%	0.05	0%	14	0%
Any other single particular activity	1.55	5%	2.77	5%	264	5%
None	17.06	58%	30.08	54%	3003	53%

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Lifecycle						
16-34, Unmarried, no children	3.00	10%	5.31	10%	614	11%
16-34, Married, no children	1.86	6%	3.30	6%	426	8%
16-34, Married or unmarried, with children	2.73	9%	5.06	9%	388	7%
35-54, Married or unmarried, no children	6.21	21%	11.07	20%	1479	26%
35-54, Married or unmarried, with children	7.18	24%	13.37	24%	1089	19%
55+	8.61	29%	17.24	31%	1648	29%
Car						
Car in household	27.86	94%	52.22	94%	5328	94%
No car in household	1.73	6%	3.14	6%	315	6%
Children						0%
With children	8.78	30%	17.48	32%	1155	20%
No children	20.8	70%	37.88	68%	4489	80%
Working						0%
Working full time	20.73	70%	38.07	69%	4126	73%
Not working	8.86	30%	17.29	31%	1518	27%
Marital Status						
Married	21.56	73%	40.66	73%	3933	70%
Not married	8.03	27%	14.69	27%	1711	30%

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Social Grade						
AB	11.20	38%	20.82	38%	2504	44%
C1	9.42	32%	17.67	32%	1697	30%
C2	5.47	18%	10.32	19%	898	16%
DE	3.49	12%	6.55	12%	545	10%
Age						
16-24	2.67	9%	4.70	8%	510	9%
25-34	4.91	17%	8.97	16%	918	16%
35-44	6.99	24%	12.76	23%	1082	19%
45-54	6.40	22%	11.68	21%	1486	26%
55-64	5.01	17%	9.96	18%	1004	18%
65+	3.60	12%	7.29	13%	643	11%