

England Domestic Overnight Holidays Summary - 2013

How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight holidays 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 - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Purpose of trip						
Holidays	44.93	100%	149.72	100%	10463	100%
Destination type						
Seaside	13.45	30%	55.13	37%	3109	30%
Large city/ large town	13.98	31%	31.08	21%	3335	32%
Small town	8.42	19%	27.14	18%	1634	16%
Countryside/ village	10.34	23%	36.07	24%	2351	22%
Regions visited						
West Midlands	3.15	7%	7.30	5%	555	5%
East of England	3.63	8%	13.87	9%	757	7%
East Midlands	3.55	8%	10.84	7%	619	6%
London	3.80	8%	8.16	5%	1203	11%
North West	7.14	16%	19.67	13%	1471	14%
North East	1.74	4%	5.52	4%	415	4%
South East	6.78	15%	20.22	14%	1273	12%
South West	10.86	24%	48.29	32%	3076	29%
Yorkshire & the Humber	4.91	11%	14.79	10%	1015	10%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Accommodation						
Total Commercial Accommodation	36.92	82%	117.74	79%	9200	88%
Serviced Rented Accommodation	22.03	49%	48.27	32%	5469	52%
Hotel/Motel	18.43	41%	38.50	26%	4656	44%
Guest House / B&B	3.30	7%	8.13	5%	705	7%
Self Catering Rented Accommodation (including Camping & Caravan)	16.45	37%	75.25	50%	3764	36%
Camping and Caravan	10.70	24%	45.72	31%	1672	16%
Self Catering Rented Accommodation (excluding Camping & Caravan)	5.77	13%	29.53	20%	2092	20%
Own home/ friend's home / relative's home	5.89	13%	20.09	13%	779	7%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Transport Used						
<u>Total Public Transport</u>	7.86	17%	22.23	15%	2120	20%
Train	4.86	11%	12.80	9%	1397	13%
Regular bus\coach	1.02	2%	3.11	2%	196	2%
Organised coach tour	1.42	3%	4.41	3%	343	3%
Plane	0.39	1%	1.24	1%	146	1%
Boat\ship\ferry	0.16	0%	0.68	0%	38	0%
<u>Personal Transport</u>	36.96	82%	127.19	85%	8326	80%
Car	35.06	78%	121.09	81%	7964	76%
Car - owned	34.54	77%	119.35	80%	7767	74%
Car - hired	0.52	1%	1.74	1%	197	2%
Other	1.90	4%	6.09	4%	362	3%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Month Trip Started						
January	1.43	3%	3.07	2%	269	3%
February	2.02	4%	4.31	3%	377	4%
March	2.78	6%	8.60	6%	607	6%
April	3.45	8%	10.27	7%	759	7%
May	4.52	10%	14.61	10%	927	9%
June	4.48	10%	14.87	10%	1166	11%
July	5.57	12%	23.69	16%	1385	13%
August	7.83	17%	32.37	22%	1902	18%
September	4.09	9%	14.29	10%	1015	10%
October	3.77	8%	11.53	8%	830	8%
November	2.79	6%	6.07	4%	721	7%
December	2.19	5%	6.04	4%	506	5%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
How Trip Booked						
Booked online	21.99	49%	69.78	47%	5830	56%
Didn't book online	22.94	51%	79.94	53%	4633	44%
Did not make any firm bookings before trip	10.48	23%	36.60	24%	1666	16%
Firm booking	31.85	71%	103.89	69%	8203	78%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	2.66	6%	7.05	5%	741	7%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	2.95	7%	12.90	9%	892	9%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	20.85	46%	65.60	44%	5278	50%
Directly through a transport provider (e.g. rail, air, sea, coach)	2.52	6%	7.66	5%	622	6%
Directly through a Tourist Board or Tourist Information Centre	0.42	1%	1.60	1%	106	1%
Through some other source	2.59	6%	8.99	6%	648	6%
Don't know	2.59	6%	9.24	6%	594	6%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Activities Undertaken on Trip						
Just relaxing	14.89	33%	59.29	40%	3648	35%
Sightseeing on foot	14.15	31%	54.96	37%	3986	38%
Short walk\ stroll - up to 2 miles\ 1 hour	10.86	24%	45.23	30%	2847	27%
Sightseeing by car	7.80	17%	37.14	25%	2303	22%
Visiting a beach	7.68	17%	38.28	26%	2074	20%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	7.67	17%	34.55	23%	2103	20%
Centre based walking (i.e. around a city\town centre)	5.38	12%	19.63	13%	1659	16%
Swimming (indoors or outdoors)	4.06	9%	18.53	12%	1126	11%
Had a picnic or BBQ	3.78	8%	19.15	13%	1143	11%
Visiting a museum	3.54	8%	14.66	10%	1156	11%
Sunbathing	3.19	7%	18.03	12%	954	9%
Visiting a theme\amusement park	3.16	7%	12.89	9%	829	8%
Visiting a historic house, stately home, palace	3.04	7%	14.23	10%	1110	11%
Visiting a country park	3.00	7%	14.11	9%	905	9%
Visiting a cathedral,church, abbey or other religious building	2.94	7%	12.21	8%	1042	10%
Visiting a castle\other historic site	2.90	6%	12.89	9%	986	9%
Visiting a garden	2.67	6%	13.31	9%	1020	10%

Viewing architecture and buildings	2.64	6%	9.85	7%	907	9%
Other sightseeing (e.g. on a coach, boat trip)	2.26	5%	8.88	6%	744	7%
Visiting another type of attraction	2.20	5%	7.62	5%	649	6%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	1.84	4%	3.97	3%	396	4%
Visiting a wildlife attraction\ nature reserve	1.71	4%	8.60	6%	501	5%
Going to the theatre	1.71	4%	5.37	4%	700	7%
A live music concert	1.69	4%	4.91	3%	518	5%
Special shopping for items you do not regularly buy	1.68	4%	6.05	4%	604	6%
Cycling - on a road\surfaced path	1.27	3%	6.15	4%	332	3%
Visiting a scenic\historic railway	1.25	3%	6.14	4%	463	4%
Visiting an art gallery	1.21	3%	5.44	4%	467	4%
Attending a food\local produce event (e.g. food festival, farmers market)	1.21	3%	5.24	3%	443	4%
Visiting a zoo\safari park	1.19	3%	5.51	4%	360	3%
Visiting an interpretation\visitor\heritage centre	1.05	2%	4.96	3%	379	4%

Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	1.01	2%	5.64	4%	315	3%
Canal\boating trips	0.97	2%	4.90	3%	336	3%
Watching wildlife, bird watching	0.97	2%	5.11	3%	264	3%
Visiting an aquarium\sea life centre	0.96	2%	4.51	3%	274	3%
Attending an outdoor fair\exhibition\show (e.g gardening or agricultural show)	0.92	2%	3.70	2%	255	2%
Spa\beauty\health treatments	0.90	2%	2.67	2%	307	3%
Going to the cinema	0.88	2%	4.44	3%	267	3%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.81	2%	2.90	2%	196	2%
Going on a guided tour - on foot, bus or other transport	0.79	2%	2.71	2%	238	2%
Watching other live sport (not on TV)	0.75	2%	1.72	1%	151	1%
Other arts\cultural event\show	0.68	2%	2.36	2%	199	2%
Golf	0.65	1%	2.47	2%	246	2%
A music festival (e.g. Glastonbury)	0.64	1%	2.10	1%	206	2%
Running, jogging, orienteering	0.60	1%	2.41	2%	141	1%
Watching a live football match (not on TV)	0.56	1%	1.95	1%	140	1%

Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.53	1%	1.84	1%	120	1%
Another arts/cultural festival (e.g. a book festival)	0.49	1%	1.55	1%	149	1%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.49	1%	2.13	1%	113	1%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.44	1%	2.08	1%	164	2%
Fishing - sea angling	0.43	1%	2.63	2%	130	1%
Sailing/yachting	0.39	1%	1.59	1%	123	1%
Fishing - coarse fishing (still water/pike & perch)	0.37	1%	2.02	1%	108	1%
Mountainbiking	0.33	1%	1.74	1%	88	1%
Horse riding, pony trekking	0.31	1%	1.98	1%	121	1%
Motorsports	0.25	1%	0.66	0%	50	0%
Field sports - hunting, shooting etc	0.24	1%	0.94	1%	143	1%
Organised adventure sports (whitewater rafting/sphering/canyoning/gorge walking)	0.19	0%	0.76	1%	50	0%
Fishing - game fishing (river/salmon)	0.13	0%	0.48	0%	34	0%

Other watersports - motorised	0.11	0%	0.66	0%	33	0%
Snow sports (e.g. skiing, snowboarding)	0.06	0%	0.14	0%	6	0%
Genealogy/tracing ancestors	0.05	0%	0.19	0%	24	0%
Any other single particular activity	2.22	5%	6.60	4%	441	4%
None	22.97	51%	65.26	44%	4588	44%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
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Lifecycle						
16-34, Unmarried, no children	4.03	9%	11.69	8%	904	9%
16-34, Married, no children	2.46	5%	6.83	5%	677	6%
16-34, Married or unmarried, with children	4.14	9%	13.14	9%	728	7%
35-54, Married or unmarried, no children	8.39	19%	23.66	16%	2400	23%
35-54, Married or unmarried, with children	11.21	25%	38.13	25%	2118	20%
55+	14.70	33%	56.28	38%	3637	35%
Car						
Car in household	41.95	93%	138.92	93%	9748	93%
No car in household	2.97	7%	10.80	7%	715	7%
Children						0%
With children	15.66	35%	59.10	39%	2916	28%
No children	29.27	65%	90.63	61%	7546	72%
Working						0%
Working full time	29.34	65%	89.81	60%	6943	66%
Not working	15.59	35%	59.91	40%	3520	34%
Marital Status						
Married	32.95	73%	111.72	75%	7473	71%
Not married	11.97	27%	38.00	25%	2990	29%

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Social Grade						
AB	16.62	37%	53.24	36%	4321	41%
C1	13.94	31%	45.99	31%	3137	30%
C2	8.42	19%	28.81	19%	1750	17%
DE	5.95	13%	21.68	14%	1254	12%
Age						
16-24	3.81	8%	11.85	8%	823	8%
25-34	6.82	15%	19.80	13%	1486	14%
35-44	10.34	23%	33.29	22%	2013	19%
45-54	9.26	21%	28.51	19%	2504	24%
55-64	7.46	17%	25.23	17%	1881	18%
65+	7.24	16%	31.05	21%	1756	17%