

England Domestic Overnight Trips Summary - Holidays - 2014

How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight holiday trips taken in England in 2014.

'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.

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	%
Holiday trips	40.74	100%	137.33	100%	10,046	100%
Destination type						
Seaside	12.89	32%	52.25	38%	3,112	31%
Large city/ large town	12.49	31%	28.49	21%	3,034	30%
Small town	7.68	19%	23.83	17%	1,694	17%
Countryside/ village	9.21	23%	32.58	24%	2,195	22%
Regions visited						
West Midlands	2.70	7%	6.68	5%	538	5%
East of England	3.66	9%	14.42	11%	913	9%
East Midlands	2.84	7%	9.3	7%	578	6%
London	3.24	8%	7.3	5%	1078	11%
North West	6.81	17%	19.8	14%	1582	16%
North East	1.54	4%	5.22	4%	301	3%
South East	6.14	15%	17.63	13%	1193	12%
South West	9.52	23%	41.03	30%	2715	27%
Yorkshire & the Humber	4.83	12%	15.09	11%	1080	11%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Accommodation						
Total Commercial Accommodation	33.77	83%	110.98	81%	9,018	90%
Serviced Rented Accommodation	20.20	50%	48.01	35%	5,395	54%
Hotel/Motel	16.97	42%	39.38	29%	4,634	46%
Guest House / B&B	2.88	7%	6.77	5%	660	7%
Self Catering Rented Accommodation (including Camping & Caravan)	15.27	37%	68.62	50%	3,695	37%
Camping and Caravan	9.51	23%	39.26	29%	1,541	15%
Self Catering Rented Accommodation (excluding Camping & Caravan)	5.79	14%	29.36	21%	2,154	21%
Own home/ friend's home / relative's home	4.75	11%	15.35	11%	603	6%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Transport Used						
<u>Total Public Transport</u>	6.70	16%	19.43	14%	1,952	19%
Train	4.1	10%	11.00	8%	1,211	12%
Regular bus\coach	0.91	2%	2.99	2%	205	2%
Organised coach tour	1.26	3%	4.10	3%	321	3%
Plane	0.32	1%	1.11	1%	193	2%
Boat\ship\ferry	0.11	0%	0.23	0%	22	0%
<u>Personal Transport</u>	34.00	83%	117.72	86%	8,090	81%
Car	32.35	79%	111.35	81%	7,775	77%
Car - owned	31.66	78%	109.40	80%	7,610	76%
Car - hired	0.69	2%	1.94	1%	165	2%
Other	1.65	4%	6.37	5%	314	3%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Month Trip Started						
January	1.50	4%	3.56	3%	358	4%
February	2.21	5%	5.4	4%	445	4%
March	2.21	5%	5.81	4%	530	5%
April	3.78	9%	11.75	9%	799	8%
May	4.49	11%	13.98	10%	970	10%
June	3.81	9%	12.53	9%	1,003	10%
July	5.44	13%	22.95	17%	1,430	14%
August	6.62	16%	27.81	20%	1,741	17%
September	3.49	9%	10.93	8%	929	9%
October	3.71	9%	11.15	8%	820	8%
November	1.44	4%	4.02	3%	416	4%
December	2.06	5%	7.43	5%	606	6%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
How Trip Booked						
Booked online	21.84	54%	70.45	51%	5,932	59%
Didn't book online	18.90	46%	66.88	49%	4,114	41%
Did not make any firm bookings before trip	8.81	22%	30.95	23%	1,473	15%
Firm booking	29.69	73%	97.72	71%	8,041	80%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	3.50	9%	9.90	7%	1,030	10%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	3.14	8%	12.22	9%	973	10%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	18.81	46%	61.99	45%	5,035	50%
Directly through a transport provider (e.g. rail, air, sea, coach)	2.48	6%	7.04	5%	717	7%
Directly through a Tourist Board or Tourist Information Centre	0.58	1%	1.82	1%	146	1%
Through some other source	3.49	9%	13.48	10%	884	9%
Don't know	2.24	5%	8.67	6%	532	5%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Activities Undertaken on Trip						
Just relaxing	16.72	41%	59.89	44%	4,102	41%
Sightseeing on foot	15.54	38%	62.58	46%	4,520	45%
Short walk\ stroll - up to 2 miles\ 1 hour	10.84	27%	44.14	32%	2,941	29%
Sightseeing by car	10.32	25%	46.00	33%	3,116	31%
Visiting a beach	8.05	20%	38.55	28%	2,174	22%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	7.01	17%	29.69	22%	1,982	20%
Centre based walking (i.e. around a city\town centre)	5.13	13%	18.75	14%	1,570	16%
Swimming (indoors or outdoors)	4.12	10%	19.27	14%	1,212	12%
Had a picnic or BBQ	4.03	10%	19.69	14%	1,113	11%
Visiting a museum	4.00	10%	16.41	12%	1,264	13%
Visiting a historic house, stately home, palace	3.72	9%	16.74	12%	1,264	13%
Visiting a cathedral, church, abbey or other religious building	3.71	9%	15.50	11%	1,117	11%
Visiting a country park	3.39	8%	16.23	12%	1,058	11%
Visiting a garden	3.25	8%	14.95	11%	1,015	10%
Visiting a castle\other historic site	3.10	8%	14.30	10%	1,048	10%
Sunbathing	2.88	7%	15.64	11%	870	9%
Visiting a theme\amusement park	2.85	7%	10.90	8%	654	7%

Special shopping for items you do not regularly buy	2.74	7%	9.62	7%	990	10%
Other sightseeing (e.g. on a coach, boat trip)	2.48	6%	10.78	8%	891	9%
Visiting another type of attraction	2.30	6%	8.71	6%	659	7%
Viewing architecture and buildings	2.12	5%	8.35	6%	734	7%
Watching wildlife, bird watching	1.87	5%	6.48	5%	574	6%
Cycling - on a road/surfaced path	1.66	4%	7.14	5%	378	4%
Visiting an art gallery	1.6	4%	6.47	5%	556	6%
Going to the theatre	1.57	4%	4.69	3%	599	6%
A live music concert	1.47	4%	3.82	3%	443	4%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	1.33	3%	2.51	2%	267	3%
Visiting a wildlife attraction\ nature reserve	1.29	3%	6.48	5%	405	4%
Visiting an interpretation\visitor\heritage centre	1.24	3%	5.67	4%	404	4%
Visiting a scenic\historic railway	1.24	3%	6.41	5%	435	4%
Visiting a zoo\safari park	1.21	3%	6.11	4%	385	4%
A music festival (e.g. Glastonbury)	1.2	3%	3.62	3%	370	4%
Visiting an aquarium\sea life centre	1.04	3%	4.35	3%	281	3%
Canal\boating trips	0.98	2%	4.51	3%	426	4%

Attending a food\local produce event (e.g. food festival, farmers market)	0.95	2%	4.24	3%	311	3%
Going to the cinema	0.92	2%	3.47	3%	204	2%
Spa\beauty\health treatments	0.92	2%	2.57	2%	347	3%
Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	0.80	2%	4.02	3%	212	2%
Attending an outdoor fair\exhibition\show (e.g gardening or agricultural show)	0.76	2%	2.94	2%	203	2%
Running, jogging, orienteering	0.7	2%	3.53	3%	247	2%
Other arts\cultural event\show	0.69	2%	2.08	2%	203	2%
Watching other live sport (not on TV)	0.68	2%	1.86	1%	197	2%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.67	2%	2.72	2%	223	2%
Going on a guided tour - on foot, bus or other transport	0.66	2%	2.44	2%	265	3%
Golf	0.65	2%	2.36	2%	169	2%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.58	1%	1.96	1%	139	1%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.52	1%	2.41	2%	97	1%

Watching a live football match (not on TV)	0.50	1%	1.65	1%	174	2%
Mountainbiking	0.36	1%	1.60	1%	91	1%
Motorsports	0.34	1%	0.88	1%	78	1%
Another arts\cultural festival (e.g. a book festival)	0.33	1%	1.42	1%	104	1%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.30	1%	1.16	1%	112	1%
Horse riding, pony trekking	0.30	1%	1.43	1%	125	1%
Sailing\yachting	0.26	1%	1.13	1%	79	1%
Fishing - sea angling	0.25	1%	1.60	1%	68	1%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.23	1%	1.10	1%	67	1%
Fishing - coarse fishing (still water\pike & perch)	0.19	0%	1.04	1%	44	0%
Other watersports - motorised	0.16	0%	0.72	1%	43	0%
Fishing - game fishing (river\salmon)	0.15	0%	0.71	1%	63	1%
Field sports - hunting, shooting etc	0.13	0%	0.44	0%	23	0%
Genealogy\tracing ancestors	0.13	0%	0.57	0%	21	0%
Snow sports (e.g. skiing, snowboarding)	0.04	0%	0.07	0%	4	0%
Any other single particular activity	2.15	5%	5.52	4%	494	5%
None	18.01	44%	52.49	38%	3,910	39%

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Lifecycle						
16-34, Unmarried, no children	3.55	9%	9.33	7%	897	9%
16-34, Married, no children	2.19	5%	5.79	4%	598	6%
16-34, Married or unmarried, with children	3.76	9%	12.01	9%	687	7%
35-54, Married or unmarried, no children	6.63	16%	20.03	15%	1,959	20%
35-54, Married or unmarried, with children	10.53	26%	36.85	27%	2,159	21%
55+	14.08	35%	53.31	39%	3,746	37%
Car						
Car in household	37.99	93%	127.13	93%	9,420	94%
No car in household	2.75	7%	10.2	7%	626	6%
Children						
With children	14.11	35%	53.79	39%	2,772	28%
No children	26.63	65%	83.54	61%	7,274	72%
Working						
Working full time	25.9	64%	81	59%	6,429	64%
Not working	14.85	36%	56.33	41%	3,617	36%
Marital Status						
Married	30.11	74%	102.74	75%	7,132	71%
Not married	10.63	26%	34.6	25%	2,915	29%

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Social Grade						
AB	16.03	39%	54.00	39%	4,284	43%
C1	11.46	28%	37.2	27%	2,774	28%
C2	7.88	19%	27.22	20%	1,831	18%
DE	5.38	13%	18.91	14%	1,157	12%
Age						
16-24	3.43	8%	9.37	7%	812	8%
25-34	6.06	15%	17.76	13%	1,371	14%
35-44	8.73	21%	29.35	21%	1,886	19%
45-54	8.43	21%	27.54	20%	2,232	22%
55-64	7.11	17%	23.55	17%	1,858	18%
65+	6.98	17%	29.76	22%	1,887	19%