

## England Domestic Overnight Trips Summary - Holidays - 2015

---

### How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight holiday trips taken in England in 2015.

'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	%
<b>Holiday trips</b>	43.72	100%	146.49	100%	10725	100%
<b>Destination type</b>						
Seaside	13.73	31%	55.33	38%	3443	32%
Large city/ large town	13.26	30%	31.32	21%	3360	31%
Small town	7.62	17%	24.26	17%	1657	15%
Countryside/ village	10.33	24%	35.46	24%	2254	21%
<b>Regions visited</b>						
West Midlands	2.94	7%	7.31	5%	581	5%
East of England	3.51	8%	12.9	9%	875	8%
East Midlands	3.43	8%	10.72	7%	650	6%
London	4.11	9%	9.93	7%	1338	12%
North West	6.66	15%	19.39	13%	1496	14%
North East	1.47	3%	4.87	3%	319	3%
South East	6.26	14%	18.34	13%	1238	12%
South West	10.79	25%	46.78	32%	3076	29%
Yorkshire & the Humber	5.24	12%	15.88	11%	1120	10%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Accommodation</b>						
Total Commercial Accommodation	36.01	82%	117.14	80%	9442	88%
Serviced Rented Accommodation	20.97	48%	48.51	33%	5519	51%
Hotel/Motel	16.99	39%	37.72	26%	4543	42%
Guest House / B&B	3.68	8%	9.08	6%	864	8%
Self Catering Rented Accommodation (including Camping & Caravan)	14.48	33%	65.75	45%	3709	35%
Camping and Caravan	10.12	23%	43.1	29%	1598	15%
Self Catering Rented Accommodation (excluding Camping & Caravan)	6.22	14%	30.15	21%	2358	22%
Own home/ friend's home / relative's home	7.07	16%	25.09	17%	963	9%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Transport Used</b>						
<u>Total Public Transport</u>	7.26	17%	21.02	14%	2080	19%
Train	4.69	11%	13.48	9%	1351	13%
Regular bus\coach	0.84	2%	2.56	2%	217	2%
Organised coach tour	1.13	3%	3.37	2%	281	3%
Plane	0.44	1%	1.16	1%	178	2%
Boat\ship\ferry	0.16	0%	0.44	0%	52	0%
<u>Personal Transport</u>	36.36	83%	125.13	85%	8613	80%
Car	34.64	79%	119.18	81%	8275	77%
Car - owned	34	78%	117.02	80%	8074	75%
Car - hired	0.65	1%	2.16	1%	201	2%
Other	0	0%	0	0%	0	0%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Month Trip Started</b>						
January	1.61	4%	3.64	2%	368	3%
February	2.37	5%	5.71	4%	493	5%
March	2.62	6%	7.48	5%	617	6%
April	3.74	9%	12.32	8%	808	8%
May	4.4	10%	14.76	10%	1092	10%
June	3.61	8%	12.03	8%	974	9%
July	6.04	14%	23.59	16%	1507	14%
August	6.79	16%	28.11	19%	1773	17%
September	3.98	9%	14.95	10%	1083	10%
October	3.72	9%	11.08	8%	802	7%
November	2.01	5%	4.7	3%	473	4%
December	2.83	6%	8.12	6%	735	7%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>How Trip Booked</b>						
Booked online	23.21	53%	74.79	51%	6327	59%
Didn't book online	20.51	47%	71.7	49%	4398	41%
Did not make any firm bookings before trip	9.6	22%	31.84	22%	1606	15%
Firm booking	31.51	72%	104.79	72%	8523	79%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	4.01	9%	10.87	7%	1165	11%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	3.15	7%	14.27	10%	1043	10%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	19.48	45%	63.44	43%	5075	47%
Directly through a transport provider (e.g. rail, air, sea, coach)	2.51	6%	7.12	5%	754	7%
Directly through a Tourist Board or Tourist Information Centre	0.67	2%	2.75	2%	198	2%
Through some other source	4.48	10%	17.57	12%	1113	10%
Don't know	0	0%	0	0%	0	0%

<b>Holidays - England</b>	<b>Trips</b>	<b>% of Trips</b>	<b>Nights</b>	<b>% of Nights</b>	<b>Spend</b>	<b>% of Spend</b>
	Millions	%	Millions	%	Millions	%
<b>Activities Undertaken on Trip</b>						
Just relaxing	17.9	41%	67.84	46%	4756	44%
Sightseeing on foot	16.76	38%	66.83	46%	4732	44%
Short walk\ stroll - up to 2 miles\ 1 hour	11.73	27%	47.54	32%	3229	30%
Sightseeing by car	8.59	20%	40.53	28%	2637	25%
Visiting a beach	8.53	20%	41.09	28%	2448	23%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	7.85	18%	33.54	23%	2189	20%
Centre based walking (i.e. around a city\town centre)	5.03	12%	19.87	14%	1453	14%
Swimming (indoors or outdoors)	4.44	10%	20.38	14%	1244	12%
Had a picnic or BBQ	3.75	9%	19.6	13%	994	9%
Visiting a museum	4.16	10%	17.27	12%	1320	12%
Visiting a historic house, stately home, palace	3.69	8%	17.37	12%	1233	11%
Visiting a cathedral, church, abbey or other religious building	2.88	7%	12.96	9%	1005	9%
Visiting a country park	3.59	8%	17.24	12%	1088	10%
Visiting a garden	2.98	7%	13.94	10%	987	9%
Visiting a castle\other historic site	3.47	8%	16.83	11%	1109	10%
Sunbathing	2.4	5%	13.57	9%	747	7%
Visiting a theme\amusement park	2.95	7%	11.94	8%	712	7%

Special shopping for items you do not regularly buy	2.04	5%	7.84	5%	792	7%
Other sightseeing (e.g. on a coach, boat trip)	2.37	5%	9.05	6%	754	7%
Visiting another type of attraction	2.57	6%	9.72	7%	767	7%
Viewing architecture and buildings	2.61	6%	11.1	8%	927	9%
Watching wildlife, bird watching	1.85	4%	8.61	6%	563	5%
Cycling - on a road/surfaced path	1.49	3%	6.45	4%	438	4%
Visiting an art gallery	1.58	4%	5.91	4%	636	6%
Going to the theatre	1.6	4%	4.14	3%	591	6%
A live music concert	1.92	4%	5.25	4%	516	5%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	1.14	3%	2.95	2%	261	2%
Visiting a wildlife attraction\ nature reserve	1.88	4%	9.18	6%	643	6%
Visiting an interpretation\visitor\heritage centre	1	2%	4.68	3%	384	4%
Visiting a scenic\historic railway	1.53	3%	7.62	5%	451	4%
Visiting a zoo\safari park	1.44	3%	6.98	5%	380	4%
A music festival (e.g. Glastonbury)	0.9	2%	2.58	2%	258	2%
Visiting an aquarium\sea life centre	1.18	3%	5.86	4%	338	3%
Canal\boating trips	0.94	2%	4.52	3%	381	4%



Attending a food\local produce event (e.g. food festival, farmers market)	1.34	3%	5.94	4%	511	5%
Going to the cinema	1.1	3%	5.02	3%	382	4%
Spa\beauty\health treatments	0.76	2%	1.98	1%	309	3%
Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	0.55	1%	2.41	2%	168	2%
Attending an outdoor fair\exhibition\show (e.g gardening or agricultural show)	0.81	2%	3.6	2%	221	2%
Running, jogging, orienteering	0.69	2%	2.82	2%	219	2%
Other arts\cultural event\show	0.65	1%	1.97	1%	215	2%
Watching other live sport (not on TV)	0.68	2%	1.49	1%	203	2%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.51	1%	1.91	1%	138	1%
Going on a guided tour - on foot, bus or other transport	0.96	2%	3.07	2%	269	3%
Golf	0.69	2%	3.22	2%	214	2%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.6	1%	2.44	2%	180	2%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.52	1%	2.46	2%	154	1%

Watching a live football match (not on TV)	0.59	1%	3.09	2%	139	1%
Mountainbiking	0.35	1%	1.64	1%	101	1%
Motorsports	0.39	1%	1.15	1%	72	1%
Another arts\cultural festival (e.g. a book festival)	0.5	1%	1.67	1%	201	2%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.42	1%	1.26	1%	149	1%
Horse riding, pony trekking	0.32	1%	1.45	1%	103	1%
Sailing\yachting	0.29	1%	1.17	1%	63	1%
Fishing - sea angling	0.2	0%	1.2	1%	93	1%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.24	1%	1.02	1%	93	1%
Fishing - coarse fishing (still water\pike & perch)	0.39	1%	1.93	1%	126	1%
Other watersports - motorised	0.22	1%	0.98	1%	80	1%
Fishing - game fishing (river\salmon)	0.08	0%	0.26	0%	19	0%
Field sports - hunting, shooting etc	0.19	0%	0.97	1%	66	1%
Genealogy\tracing ancestors	0.05	0%	0.22	0%	13	0%
Snow sports (e.g. skiing, snowboarding)	0.02	0%	0.03	0%	2	0%
Any other single particular activity	2.55	6%	7.07	5%	654	6%
None	0.17	0%	0.36	0%	33	0%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Lifecycle</b>						
16-34, Unmarried, no children	4.01	9%	11.02	8%	1168	11%
16-34, Married, no children	2.19	5%	6.09	4%	536	5%
16-34, Married or unmarried, with children	4.44	10%	14.86	10%	811	8%
35-54, Married or unmarried, no children	7.16	16%	22.67	15%	2124	20%
35-54, Married or unmarried, with children	11.27	26%	38.79	26%	2240	21%
55+	14.67	34%	53.06	36%	3845	36%
<b>Car</b>	34.64	79%	119.18	81%	8275	77%
Car in household	40.78	93%	136.41	93%	9973	93%
No car in household	2.95	7%	10.08	7%	752	7%
<b>Children</b>						
With children	16.16	37%	55.32	38%	3147	29%
No children	27.56	63%	91.17	62%	7578	71%
<b>Working</b>						
Working full time	27.91	64%	88.69	61%	6832	64%
Not working	15.81	36%	57.8	39%	3893	36%
<b>Marital Status</b>						
Married	32.79	75%	111.54	76%	7637	71%
Not married	10.94	25%	34.95	24%	3088	29%

Holidays - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Social Grade</b>						
AB	17.87	41%	59.99	41%	4848	45%
C1	12.33	28%	39.95	27%	2929	27%
C2	7.8	18%	26.27	18%	1677	16%
DE	5.72	13%	20.29	14%	1271	12%
<b>Age</b>						
16-24	3.54	8%	10.91	7%	961	9%
25-34	7.09	16%	21.06	14%	1555	14%
35-44	9.2	21%	30.46	21%	1991	19%
45-54	9.22	21%	31	21%	2374	22%
55-64	7.26	17%	24.61	17%	1941	18%
65+	7.41	17%	28.45	19%	1904	18%