

England Domestic Overnight Holidays 4+ Nights Summary - 2013

How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight longer holidays (4+ 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 4+ nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Purpose of trip						
Holidays 4+ nights	15.34	100%	94.37	100%	4819	100%
Destination type						
Seaside	6.83	45%	41.21	44%	2004	42%
Large city/ large town	2.47	16%	12.22	13%	710	15%
Small town	2.99	19%	17.01	18%	823	17%
Countryside/ village	4.18	27%	23.79	25%	1270	26%
Regions visited						
West Midlands	0.62	4%	3.14	3%	131	3%
East of England	1.57	10%	9.64	10%	450	9%
East Midlands	1.21	8%	6.24	7%	300	6%
London	0.54	4%	2.80	3%	245	5%
North West	1.91	12%	10.02	11%	543	11%
North East	0.65	4%	3.56	4%	225	5%
South East	2.10	14%	11.80	13%	559	12%
South West	5.97	39%	38.34	41%	1939	40%
Yorkshire & the Humber	1.38	9%	8.09	9%	386	8%

Holidays 4+ nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Accommodation						
Total Commercial Accommodation	12.39	81%	72.56	77%	4140	86%
Serviced Rented Accommodation	3.86	25%	17.46	19%	1325	27%
Hotel/Motel	2.94	19%	12.92	14%	1058	22%
Guest House / B&B	0.72	5%	3.26	3%	198	4%
Self Catering Rented Accommodation (including Camping & Caravan)	9.43	61%	59.29	63%	2815	58%
Camping and Caravan	5.28	34%	33.85	36%	1151	24%
Self Catering Rented Accommodation (excluding Camping & Caravan)	4.16	27%	25.44	27%	1664	35%
Own home/ friend's home / relative's home	2.28	15%	13.39	14%	370	8%

Holidays 4+ nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Transport Used						
<u>Total Public Transport</u>	2.37	15%	12.67	13%	799	17%
Train	1.09	7%	6.30	7%	419	9%
Regular bus\coach	0.41	3%	2.08	2%	102	2%
Organised coach tour	0.67	4%	3.05	3%	198	4%
Plane	0.11	1%	0.72	1%	59	1%
Boat\ship\ferry	0.08	1%	0.52	1%	21	0%
<u>Personal Transport</u>	12.95	84%	81.57	86%	4016	83%
Car	12.41	81%	78.22	83%	3896	81%
Car - owned	12.24	80%	77.17	82%	3790	79%
Car - hired	0.17	1%	1.05	1%	106	2%
Other	0.54	4%	3.35	4%	120	2%

Holidays 4+ nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Month Trip Started						
January	0.22	1%	1.04	1%	46	1%
February	0.26	2%	1.39	1%	62	1%
March	0.75	5%	4.86	5%	196	4%
April	0.94	6%	5.53	6%	287	6%
May	1.46	10%	8.51	9%	448	9%
June	1.62	11%	9.83	10%	587	12%
July	2.63	17%	18.13	19%	900	19%
August	3.89	25%	24.43	26%	1199	25%
September	1.49	10%	9.31	10%	496	10%
October	1.20	8%	6.53	7%	344	7%
November	0.31	2%	1.70	2%	88	2%
December	0.56	4%	3.10	3%	167	3%

Holidays 4+ nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
How Trip Booked						
Booked online	7.10	46%	42.79	45%	2566	53%
Didn't book online	8.24	54%	51.58	55%	2253	47%
Did not make any firm bookings before trip	3.40	22%	22.96	24%	726	15%
Firm booking	10.99	72%	65.23	69%	3827	79%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	0.64	4%	3.54	4%	242	5%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	1.74	11%	10.49	11%	645	13%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	6.59	43%	39.29	42%	2303	48%
Directly through a transport provider (e.g. rail, air, sea, coach)	0.72	5%	4.32	5%	253	5%
Directly through a Tourist Board or Tourist Information Centre	0.15	1%	1.10	1%	55	1%
Through some other source	1.11	7%	6.10	6%	350	7%
Don't know	0.95	6%	6.18	7%	266	6%

Holidays 4+ nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Activities Undertaken on Trip						
Just relaxing	6.72	44%	42.87	45%	2126	44%
Sightseeing on foot	6.12	40%	38.66	41%	2259	47%
Short walk\ stroll - up to 2 miles\ 1 hour	5.25	34%	33.31	35%	1742	36%
Visiting a beach	4.92	32%	32.24	34%	1582	33%
Sightseeing by car	4.49	29%	29.71	31%	1627	34%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	4.09	27%	26.50	28%	1404	29%
Swimming (indoors or outdoors)	2.41	16%	14.82	16%	738	15%
Sunbathing	2.38	16%	16.19	17%	806	17%
Had a picnic or BBQ	2.33	15%	15.94	17%	830	17%
Centre based walking (i.e. around a city\town centre)	2.21	14%	13.63	14%	865	18%
Visiting a garden	1.68	11%	11.35	12%	751	16%
Visiting a historic house, stately home, palace	1.67	11%	11.29	12%	753	16%
Visiting a country park	1.64	11%	11.03	12%	631	13%
Visiting a museum	1.59	10%	10.52	11%	667	14%
Visiting a castle\other historic site	1.55	10%	10.00	11%	629	13%
Visiting a theme\amusement park	1.44	9%	9.73	10%	529	11%
Visiting a cathedral, church, abbey or other religious building	1.40	9%	8.99	10%	661	14%

Viewing architecture and buildings	1.19	8%	6.93	7%	511	11%
Other sightseeing (e.g. on a coach, boat trip)	1.18	8%	6.67	7%	467	10%
Visiting a wildlife attraction\ nature reserve	1.02	7%	6.81	7%	362	8%
Visiting another type of attraction	0.76	5%	4.84	5%	282	6%
Cycling - on a road\surfaced path	0.75	5%	4.88	5%	245	5%
Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	0.72	5%	5.01	5%	261	5%
Visiting a scenic\historic railway	0.71	5%	4.91	5%	358	7%
Special shopping for items you do not regularly buy	0.68	4%	4.09	4%	302	6%
Visiting a zoo\safari park	0.68	4%	4.44	5%	263	5%
Visiting an aquarium\sea life centre	0.64	4%	3.78	4%	179	4%
Canal\boating trips	0.58	4%	4.07	4%	249	5%
Visiting an interpretation\visitor\heritage centre	0.57	4%	3.83	4%	268	6%
Visiting an art gallery	0.56	4%	4.08	4%	280	6%
A live music concert	0.53	3%	3.05	3%	228	5%
Attending a food\local produce event (e.g. food festival, farmers market)	0.52	3%	3.87	4%	283	6%

Watching wildlife, bird watching	0.52	3%	4.06	4%	192	4%
Going to the cinema	0.48	3%	3.67	4%	178	4%
Going to the theatre	0.47	3%	3.35	4%	290	6%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.36	2%	1.91	2%	97	2%
Attending an outdoor fair\ exhibition\show (e.g gardening or agricultural show)	0.34	2%	2.58	3%	133	3%
Going on a guided tour - on foot, bus or other transport	0.32	2%	1.78	2%	123	3%
Spa\beauty\health treatments	0.31	2%	1.64	2%	117	2%
Running, jogging, orienteering	0.30	2%	1.77	2%	88	2%
A music festival (e.g. Glastonbury)	0.28	2%	1.42	2%	105	2%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.27	2%	1.38	1%	80	2%
Golf	0.25	2%	1.68	2%	137	3%
Other arts\cultural event\show	0.24	2%	1.54	2%	98	2%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.23	1%	1.56	2%	59	1%
Fishing - sea angling	0.23	1%	2.21	2%	93	2%
Fishing - coarse fishing (still water\pike & perch)	0.23	1%	1.72	2%	97	2%

Horse riding, pony trekking	0.23	1%	1.77	2%	96	2%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	0.23	1%	1.38	1%	118	2%
Mountainbiking	0.22	1%	1.45	2%	72	1%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.20	1%	1.57	2%	98	2%
Sailing\yachting	0.17	1%	1.16	1%	73	2%
Watching a live football match (not on TV)	0.16	1%	1.28	1%	57	1%
Another arts\cultural festival (e.g. a book festival)	0.12	1%	0.81	1%	51	1%
Watching other live sport (not on TV)	0.12	1%	0.63	1%	36	1%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.10	1%	0.58	1%	29	1%
Other watersports - motorised	0.09	1%	0.62	1%	28	1%
Field sports - hunting, shooting etc	0.08	1%	0.65	1%	30	1%
Motorsports	0.06	0%	0.30	0%	32	1%
Fishing - game fishing (river\salmn)	0.05	0%	0.32	0%	18	0%
Genealogy\tracing ancestors	0.03	0%	0.14	0%	10	0%

Snow sports (e.g. skiing, snowboarding)	0.02	0%	0.10	0%	3	0%
Any other single particular activity	0.67	4%	3.83	4%	177	4%
None	5.92	39%	35.17	37%	1585	33%

Holidays 4+ nights - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
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Lifecycle						
16-34, Unmarried, no children	1.03	7%	6.38	7%	290	6%
16-34, Married, no children	0.60	4%	3.53	4%	251	5%
16-34, Married or unmarried, with children	1.42	9%	8.07	9%	340	7%
35-54, Married or unmarried, no children	2.18	14%	12.59	13%	921	19%
35-54, Married or unmarried, with children	4.03	26%	24.76	26%	1029	21%
55+	6.09	40%	39.04	41%	1989	41%
Car						
Car in household	14.10	92%	86.70	92%	4420	92%
No car in household	1.25	8%	7.66	8%	400	8%
Children						0%
With children	6.87	45%	41.62	44%	1761	37%
No children	8.47	55%	52.75	56%	3058	63%
Working						0%
Working full time	8.61	56%	51.75	55%	2817	58%
Not working	6.73	44%	42.62	45%	2002	42%
Marital Status		0%				
Married	11.39	74%	71.06	75%	3540	73%
Not married	3.95	26%	23.31	25%	1279	27%

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Social Grade						
AB	5.42	35%	32.42	34%	1818	38%
C1	4.52	29%	28.32	30%	1441	30%
C2	2.95	19%	18.50	20%	852	18%
DE	2.46	16%	15.13	16%	709	15%
Age						
16-24	1.13	7%	7.15	8%	313	6%
25-34	1.91	12%	10.83	11%	568	12%
35-44	3.34	22%	20.52	22%	931	19%
45-54	2.86	19%	16.82	18%	1018	21%
55-64	2.45	16%	15.27	16%	877	18%
65+	3.64	24%	23.77	25%	1113	23%