

England Domestic Overnight Trips Summary – Visits to Friends and Relatives (VFR) - 2014

How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight trips taken to visit friends or relatives 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).

Visits to Friends or Relatives - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
VFR trips	35.91	100%	97.40	100%	4,064	100%
Destination type						
Seaside	3.76	10%	11.10	11%	514	13%
Large city/ large town	16.92	47%	41.54	43%	1,938	48%
Small town	10.05	28%	26.96	28%	977	24%
Countryside/ village	6.40	18%	17.72	18%	634	16%
Regions visited						
West Midlands	2.82	8%	6.97	7%	281	7%
East of England	3.94	11%	11.97	12%	399	10%
East Midlands	3.02	8%	7.07	7%	265	7%
London	4.56	13%	10.42	11%	577	14%
North West	4.09	11%	12.18	13%	497	12%
North East	1.46	4%	3.66	4%	165	4%
South East	7.57	21%	19.55	20%	727	18%
South West	5.87	16%	16.92	17%	754	19%
Yorkshire & the Humber	3.31	9%	8.27	8%	385	9%

Visits to Friends or Relatives - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Accommodation						
Total Commercial Accommodation	7.73	22%	16.04	16%	1,579	16%
Serviced Rented Accommodation	6.59	18%	12.44	13%	1,358	33%
Hotel/Motel	5.70	16%	10.36	11%	1,172	29%
Guest House / B&B	0.89	2%	1.95	2%	175	4%
Self-Catering Rented Accommodation (including Camping & Caravan)	1.16	3%	3.74	4%	212	5%
Camping and Caravan	0.62	2%	2.09	2%	66	2%
Self-Catering Rented Accommodation (excluding Camping & Caravan)	0.54	2%	1.65	2%	146	4%
Own home/ friend's home / relative's home	28.53	79%	79.86	82%	2,409	59%

Visits to Friends or Relatives - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Transport Used						
<u>Total Public Transport</u>	7.52	21%	23.18	24%	997	25%
Train	5.72	16%	17.63	18%	757	19%
Regular bus\coach	1.1	3%	3.47	4%	106	3%
Organised coach tour	0.28	1%	0.78	1%	54	1%
Plane	0.35	1%	1.16	1%	75	2%
Boat\ship\ferry	0.08	0%	0.14	0%	5	0%
<u>Personal Transport</u>	28.37	79%	74.16	76%	3,064	75%
Car	27.82	77%	74.16	74%	3,011	74%
Car - owned	27.11	75%	70.61	72%	2,913	72%
Car - hired	0.71	2%	1.82	2%	99	2%
Other	0.54	2%	1.73	2%	53	1%

Visits to Friends or Relatives - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Month Trip Started						
January	2.25	6%	5.00	5%	234	6%
February	2.49	7%	5.89	6%	228	6%
March	2.26	6%	5.20	5%	226	6%
April	3.13	9%	8.66	9%	377	9%
May	3.15	9%	7.83	8%	327	8%
June	2.36	7%	6.57	7%	321	8%
July	2.92	8%	8.97	9%	364	9%
August	3.49	10%	10.96	11%	471	12%
September	2.63	7%	6.35	7%	310	8%
October	3.86	11%	9.14	9%	454	11%
November	1.45	4%	3.08	3%	153	4%
December	5.92	16%	19.74	20%	600	15%

Visits to Friends or Relatives - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
How Trip Booked						
Booked online	9.05	25%	23.94	25%	1,531	38%
Didn't book online	26.86	75%	73.46	75%	2,533	62%
Did not make any firm bookings before trip	22.87	64%	61.78	63%	1,910	47%
Firm booking	11.99	33%	32.26	33%	2,018	50%
Through a high street or on- line travel agent (e.g Thomas Cook, Expedia)	1.38	4%	3.73	4%	279	7%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	0.76	2%	2.29	2%	160	4%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	6.03	17%	13.64	14%	1,086	27%
Directly through a transport provider (e.g. rail, air, sea, coach)	3.55	10%	11.69	12%	460	11%
Directly through a Tourist Board or Tourist Information Centre	0.08	0%	0.31	0%	15	0%
Through some other source	1.06	3%	3.22	3%	192	5%
Don't know	1.04	3%	3.35	3%	136	3%

Visits to Friends or Relatives - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Activities Undertaken on Trip						
Just relaxing	10.36	29%	30.88	32%	1,254	31%
Short walk\ stroll - up to 2 miles\ 1 hour	7.04	20%	23.72	24%	859	21%
Sightseeing on foot	6.58	18%	21.49	22%	1,076	26%
Sightseeing by car	4.13	12%	15.30	16%	664	16%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	3.25	9%	7.25	7%	512	13%
Centre based walking (i.e. around a city\town centre)	3.11	9%	11.36	12%	509	13%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	2.81	8%	10.69	11%	454	11%
Visiting a beach	2.23	6%	8.34	9%	333	8%
Visiting a country park	1.92	5%	7.25	7%	285	7%
Special shopping for items you do not regularly buy	1.85	5%	6.71	7%	369	9%
Visiting a garden	1.56	4%	5.50	6%	251	6%
Visiting a museum	1.39	4%	5.76	6%	220	5%
Visiting a cathedral, church, abbey or other religious building	1.38	4%	5.65	6%	309	8%
Visiting a historic house, stately home, palace	1.38	4%	5.90	6%	268	7%
Had a picnic or BBQ	1.28	4%	4.89	5%	180	4%

Going to the cinema	1.19	3%	5.36	6%	207	5%
Visiting a castle\other historic site	0.91	3%	4.22	4%	184	5%
Swimming (indoors or outdoors)	0.90	3%	3.49	4%	150	4%
Visiting another type of attraction	0.88	2%	3.19	3%	112	3%
Visiting an art gallery	0.86	2%	3.72	4%	166	4%
Going to the theatre	0.85	2%	4.10	4%	159	4%
Viewing architecture and buildings	0.68	2%	3.02	3%	149	4%
Visiting a wildlife attraction\ nature reserve	0.62	2%	2.18	2%	97	2%
A live music concert	0.53	1%	1.94	2%	94	2%
Visiting a theme\amusement park	0.47	1%	1.46	1%	75	2%
Watching wildlife, bird watching	0.47	1%	1.98	2%	76	2%
Attending a food\local produce event (e.g. food festival, farmers market)	0.46	1%	1.33	1%	80	2%
Sunbathing	0.46	1%	1.66	2%	80	2%
Running, jogging, orienteering	0.42	1%	2.21	2%	60	1%
Visiting a zoo\safari park	0.41	1%	1.73	2%	54	1%
Watching a live football match (not on TV)	0.40	1%	1.32	1%	67	2%
Watching other live sport (not on TV)	0.37	1%	0.94	1%	51	1%
Other sightseeing (e.g. on a coach, boat trip)	0.35	1%	1.19	1%	74	2%
Spa\beauty\health treatments	0.35	1%	1.01	1%	78	2%
Other arts\cultural event\show	0.33	1%	1.33	1%	54	1%
Golf	0.31	1%	0.88	1%	58	1%

Cycling - on a road\surfaced path	0.31	1%	1.53	2%	47	1%
Attending an outdoor fair\exhibition\show (e.g gardening or agricultural show)	0.27	1%	1.08	1%	82	2%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.24	1%	0.70	1%	37	1%
Another arts\cultural festival (e.g. a book festival)	0.22	1%	0.56	1%	26	1%
Visiting an aquarium\sea life centre	0.21	1%	0.88	1%	42	1%
Canal\boating trips	0.21	1%	0.68	1%	38	1%
Visiting an interpretation\visitor\heritage centre	0.20	1%	1.71	2%	48	1%
A music festival (e.g. Glastonbury)	0.20	1%	1.25	1%	66	2%
Horse riding, pony trekking	0.19	1%	0.99	1%	33	1%
Going on a guided tour - on foot, bus or other transport	0.18	1%	0.83	1%	54	1%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.18	1%	0.94	1%	33	1%
Visiting a scenic\historic railway	0.17	0%	0.68	1%	39	1%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.12	0%	0.50	1%	18	0%
Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	0.12	0%	0.50	1%	29	1%

Field sports - hunting, shooting etc	0.11	0%	1.08	1%	24	1%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.09	0%	0.34	0%	23	1%
Mountainbiking	0.09	0%	0.36	0%	24	1%
Genealogy/tracing ancestors	0.09	0%	0.28	0%	13	0%
Fishing - sea angling	0.07	0%	0.32	0%	9	0%
Fishing - coarse fishing (still water\pike & perch)	0.07	0%	0.16	0%	10	0%
Fishing - game fishing (river\salmon)	0.07	0%	0.13	0%	7	0%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.03	0%	0.09	0%	11	0%
Sailing\yachting	0.03	0%	0.06	0%	1	0%
Snow sports (e.g. skiing, snowboarding)	0.02	0%	0.05	0%	1	0%
Motorsports	0.01	0%	0.01	0%	1	0%
Other watersports - motorised	0.00	0%	0.00	0%	-	-%
Any other single particular activity	3.23	9%	9.02	9%	356	9%
None	24.24	68%	59.22	61%	2,328	57%

Visits to Friends or Relatives - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Lifecycle						
16-34, Unmarried, no children	5.8	16%	16.82	17%	608	15%
16-34, Married, no children	2.14	6%	5.19	5%	251	6%
16-34, Married or unmarried, with children	3.4	9%	9.14	9%	222	5%
35-54, Married or unmarried, no children	5.38	15%	12.85	13%	783	19%
35-54, Married or unmarried, with children	6.81	19%	16.14	17%	601	15%
55+	12.38	34%	37.25	38%	1,599	39%
Car						
Car in household	32.12	89%	83.67	86%	3,684	91%
No car in household	3.79	11%	13.72	14%	380	9%
Children				0%		
With children	9.84	27%	26.14	27%	744	18%
No children	26.07	73%	71.26	73%	3,320	82%
Working				0%		
Working full time	19.82	55%	46.48	48%	2,255	55%
Not working	16.08	45%	50.92	52%	1,809	45%
Marital Status						
Married	21.33	59%	53.74	55%	2,429	60%
Not married	14.58	41%	43.66	45%	1,634	40%

Visits to Friends or Relatives - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Social Grade						
AB	14.99	42%	37.77	39%	1,713	42%
C1	11.72	33%	33.7	35%	1,458	36%
C2	4.82	13%	12.35	13%	516	13%
DE	4.38	12%	13.57	14%	376	9%
Age						
16-24	5.44	15%	15.89	16%	573	13%
25-34	5.90	16%	15.27	16%	568	14%
35-44	6.07	17%	13.61	14%	574	14%
45-54	6.12	17%	15.39	16%	810	20%
55-64	5.43	15%	14.16	15%	792	19%
65+	6.94	19%	23.09	24%	807	20%