



## Events, Festivals & Exhibitions and Domestic Tourism

### Events, Festivals & Exhibitions Activities trips

In the following report we have focused on domestic trips involving Events, Festivals & Exhibitions, defined as those where respondents said that they took part in at least one of the following activities during their overnight or day trip:

*A music festival (e.g. Glastonbury)*

*Another arts\cultural festival (e.g. a book festival)*

*Attending an outdoor fair\ exhibition\show (e.g. gardening or agricultural show)*

*An indoor exhibition such as Ideal Home, a motor show or holiday exhibition*

*Attending a food\local produce event (e.g. food festival, farmers market)*

*A live music concert*

*Other arts\cultural event\show*

### Value to Domestic Tourism in England

In 2015, there were 9.7 million domestic overnight trips in England which involved events, festivals & exhibitions, 9% of the total, with spending of nearly £2.5 billion (13% of all spending on domestic overnight trips).

Also, there were 65 million day visits which involved events, festivals & exhibitions, 5% of all tourism day visits in England, with an associated spend of nearly £3.6 billion.

These are trips where this activity was undertaken at least once. A single trip can involve multiple activities and so this activity was not necessarily the main purpose.

The spend figures outlined in this topic paper relate to spending that took place during trips where visitors went to an event, festival or exhibition. However, this is not the spending attributable to (that is, motivated by) events, festivals and exhibitions. Spend attributable to the following activities is estimated at:

- £1.5Bn for attending the theatre among domestic visitors
- £2.8Bn for attending live music/ some other festival, etc. among domestic visitors

For more information, please see our "Value of Activities" research: <https://www.visitbritain.org/visitor-activities>

	Total England	Trips involving Events, Festivals & Exhibitions	Events, Festivals & Exhibitions trips (as % of total)
<b>Domestic Overnight Trips</b>			
Trips (millions)	102.73	9.68	9%
Spend (£ millions)	19,571	£2,480	13%
<b>Day Visits</b>			
Trips (millions)	1,298	65	5%
Spend (£ millions)	46,422	3,575	8%



## Trip Type

### Overnight Travel

A majority of trips involving events, festivals & exhibitions were holidays, with visits to friends and relatives (VFR) trips for a further 30% of trips. These trips are more likely than the average to be 1-3 nights holidays (39% vs 28% on average).

	Total England	% of trips taken by all trip takers	Trips involving Events, Festivals & Exhibitions	% of trips involving Events, Festivals & Exhibitions
<b>All Overnight Trips (millions)</b>	<b>102.73</b>	<b>100%</b>	<b>9.67</b>	<b>100%</b>
All Holidays	43.72	43%	5.41	56%
1-3 night holidays	29.18	28%	3.76	39%
4+ night holidays	14.55	14%	1.65	17%
Visiting Friends and Relatives	40.55	39%	2.93	30%
Business Travel	13.87	14%	0.98	10%

### Events, Festivals & Exhibitions Holiday Trips

Holidays with events, festivals & exhibitions activities tend to be shorter breaks than the average, typically lasting 3.29, compared to 3.35 across all English trips on average.

The average spend on this type of break is higher than the national average (£293 vs £245) while average spend per day is 20% higher than the national average (£89 vs £73).

Domestic Holidays	Total England	Events, Festivals & Exhibitions trips
Average spend per trip	£245	£293
Average spend per night	£73	£89
Average trip length (nights)	3.35	3.29

Holidays involving events, festivals & exhibitions activities are more likely than the average to be in cities and large towns (37%). London, Yorkshire & Humberside and the West Midlands are more likely to be holiday destinations involving events, festivals & exhibitions than on average.

Such holidays are also more popular with younger travellers as 30% of holidays involving events, festivals & exhibitions activities were taken by 16-34 year olds compared to 24% for the national average.

These holidays are slightly more likely to be taken by public transport than the average (22% vs 17%), and these trips are more likely to be booked online (59% vs 53% of all holidays), with a longer booking lead time (42% more than two months in advance, compared to 33% on average).



	% of trips taken by all trip takers	% of trips involving Events, Festivals & Exhibitions
<b>Age</b>		
16-34	24%	30%
35-54	42%	43%
55+	34%	28%
<b>Children in household</b>	37%	35%
<b>Region visited</b>		
West Midlands	7%	9%
East of England	8%	9%
East Midlands	8%	8%
London	9%	15%
North West	15%	13%
North East	3%	2%
South East	14%	11%
South West	25%	22%
Yorkshire & the Humber	12%	14%
<b>Destination Type</b>		
Seaside	31%	28%
Large city/ large town	30%	37%
Small town	17%	16%
Countryside/ village	24%	23%
<b>Transport used</b>		
Public transport	17%	22%
Car	79%	73%
<b>When booked</b>		
More than six months before trip	7%	11%
Between 2 and 6 months before trip	26%	31%
About a month before trip	13%	12%
2-3 weeks before trip	12%	11%
In the week before trip	12%	10%
Same day / after setting off on trip	1%	0%
<b>How booked</b>		
Booked online	53%	59%
<i>On a laptop or desktop PC</i>	35%	41%
<i>On a smartphone</i>	5%	8%
<i>On a tablet</i>	10%	10%



## Trends

The number of holidays involving events, festivals & exhibitions activities increased strongly in 2015. Although the levels of yearly growth have varied since 2011, the average annual growth for this type of holiday is stronger than for England holidays as a whole.

Number of domestic holidays Millions	Total England	Trips involving Events, Festivals & Exhibitions
2011	46.16	4.77
2012	45.99	5.28
2013	44.93	5.09
2014	40.74	4.42
2015	43.72	5.41
Annual average growth 2011-2015	-1%	3%