



Families and Domestic Tourism

Families

In this report families are defined as trips taken where the respondent who took the trip had children aged under 16 in the household, that is, belongs to the family lifestage group. Note that this does not necessarily imply that they were accompanied on their trip by children.

According to the ONS, in 2014 there were 7.9 million families in the UK with dependent children¹, almost 30% of households.

Value to Domestic Tourism in England

In 2014, families took 30.2 million domestic overnight trips in England, 33% of the total, spending £5.1 billion (28% of all spending on domestic overnight trips). They also take 361 million tourism day trips – or 27% of the total – with associated spending of £13.5 billion (30% of all spending on day visits).

	Total England	Families	Families (as % of total)
Domestic Overnight Trips			
Trips (millions)	92.61	30.22	33%
Spend (£ millions)	18,085	5,050	28%
Day Visits			
Trips (millions)	1,345	361	27%
Spend (£ millions)	45,101	13,481	30%

¹ The ONS defines dependent children as all people aged 0 to 15 in households (whether or not in a family) and those aged 16 to 18 in full-time education and living in a family with their parent(s) or grandparent(s)



Trip Type

Overnight Travel

Holidays are the highest volume trip purpose for this group, accounting for 49% of trips taken, while visits to friends and relatives (VFR) trips account for 35% of trips.

	Total England	% of trips taken by all trip takers	Families	% of trips taken by Families
All Overnight Trips (millions)	92.61	100%	30.22	100%
All Holidays	40.74	44%	14.80	49%
1-3 night holidays	26.47	29%	9.44	31%
4+ night holidays	14.27	15%	5.37	18%
Visiting Friends and Relatives	35.91	39%	10.44	35%
Business Travel	13.55	15%	4.47	15%

Day Trips

Compared to the wider population, families are more likely to undertake outdoor activities, and more likely to take day trips to visitor attractions – but are less likely to go out for meals or for nights out.

	Total England	% of trips taken by all trip takers	Families	% of trips taken by Families
All day trips, millions (selected activities)	1,345	100%	361	100%
Visiting friends or family	313	23%	82	23%
Going out for a meal	131	10%	28	8%
Undertaking outdoor activities	100	7%	28	8%
General day out	109	8%	28	8%
Going on a night out	113	8%	27	7%
Going to visitor attractions	66	5%	27	7%



Families on Holiday

When taking domestic holidays, families take longer breaks than the average, typically staying away for 3.41 nights, compared to 3.37 nights across all English trips.

Their total spend on a domestic break is lower than the average (£199 vs £247) and they also spend more per day (£58 vs £73).

Domestic Holidays	Total England	Families
Average spend per trip	£247	£199
Average spend per night	£73	£58
Average trip length (nights)	3.37	3.41

36% of the holidays they take are to seaside destinations – a higher share than for any other destination type, and also a higher share than across the population as a whole (32%) – with the South West accounting for a quarter (25%) of domestic holidays taken by this group.

This group are also more likely to use a car to get to their domestic holiday (87% of all family trips vs 79% of all trips) – likely to reflect their need for convenience, particularly with younger children.

Their trips tend to be more likely to be booked online, and specifically, booked on a tablet device.

Families are more likely to visit attractions, the beach and outdoor activities (including long walks), with their trips less likely than the average to involve activities related to arts, culture and entertainment, and events, festivals and exhibitions.

	% of trips taken by all trip takers	% of trips taken by Families
Region visited		
West Midlands	7%	6%
East of England	9%	10%
East Midlands	7%	8%
London	8%	6%
North West	17%	16%
North East	4%	3%
South East	15%	16%
South West	23%	25%
Yorkshire & the Humber	12%	11%



Cont.	% of trips taken by all trip takers	% of trips taken by Families
Destination Type		
Seaside	32%	36%
Large city/ large town	31%	27%
Small town	19%	18%
Countryside/ village	23%	23%
Transport used		
Public transport	16%	9%
Car	79%	87%
When booked		
More than six months before trip	7%	7%
Between 2 and 6 months before trip	26%	27%
About a month before trip	12%	12%
2-3 weeks before trip	13%	13%
In the week before trip	13%	16%
Same day / after setting off on trip	1%	0%
How booked		
Booked online	54%	60%
<i>On a laptop or desktop PC</i>	40%	41%
<i>On a smartphone</i>	3%	4%
<i>On a tablet</i>	8%	12%
Activities undertaken		
History & heritage	23%	22%
Arts, culture & entertainment	15%	12%
Visitor Attractions	33%	41%
Parks and Gardens	14%	14%
Events, festivals and exhibitions	11%	8%
Outdoor activities (including long walks)	27%	31%
Outdoor activities (excluding long walks)	14%	21%
Visited beach	20%	28%
Special shopping	7%	8%
Live sport	3%	2%
Special personal event	3%	3%



Trends

The period 2009-2013 saw increased volumes of holiday trip taking in England, though a sharp decline was recorded in 2014. Across the period, the average growth rate in terms of trip volumes has been somewhat higher for families than for other groups.

Number of domestic holidays Millions	Total England	Families
2008	39.75	13.30
2009	47.01	16.67
2010	43.54	15.77
2011	46.16	16.39
2012	45.99	16.42
2013	44.93	15.65
2014	40.74	14.80
Annual average growth 2008-2014	1%	2%