

Great Britain Domestic Overnight Trips Summary - All Trip Purposes - 2013

How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight trips taken in Great Britain 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.

All numerical results are in millions. All data is from the Great Britain Tourism Survey (GBTS).

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Purpose of trip						
All trip purposes	122.91	100%	373.61	100%	23294	100%
Holidays	56.97	46%	198.23	53%	13472	58%
Holidays 1-3 nights	36.79	30%	70.28	19%	7008	30%
Holidays 4+ nights	20.18	16%	127.95	34%	6464	28%
Visits to Friends and Relatives	44.20	36%	124.77	33%	4847	21%
Business	17.77	14%	40.14	11%	4388	19%
Other	3.83	3%	10.24	3%	561	2%
Destination type						
Seaside	23.47	19%	91.19	24%	4801	21%
Large city/ large town	50.43	41%	119.77	32%	9603	41%
Small town	28.82	23%	84.92	23%	4567	20%
Countryside/ village	23.07	19%	76.88	21%	4241	18%
Regions visited						
West Midlands	9.02	7%	20.71	6%	1318	6%
East of England	8.96	7%	27.29	7%	1415	6%
East Midlands	7.90	6%	20.91	6%	1103	5%
London	12.31	10%	27.44	7%	2793	12%
North West	13.98	11%	35.82	10%	2458	11%
North East	3.90	3%	10.96	3%	749	3%
South East	17.93	15%	49.77	13%	2648	11%
South West	19.40	16%	74.28	20%	4291	18%
Yorkshire & the Humber	10.01	8%	27.83	7%	1792	8%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Accommodation						
Total Commercial Accommodation	72.81	59%	212.46	57%	18056	78%
Serviced Rented Accommodation	50.19	41%	107.45	29%	12530	54%
Hotel/Motel	43.16	35%	89.24	24%	10993	47%
Guest House / B&B	6.73	5%	16.38	4%	1420	6%
Self Catering Rented Accommodation (including Camping & Caravan)	24.89	20%	113.57	30%	5579	24%
Camping and Caravan	15.84	13%	66.89	18%	2432	10%
Self Catering Rented Accommodation (excluding Camping & Caravan)	9.08	7%	46.68	12%	3147	14%
Own home/ friend's home / relative's home	45.37	37%	135.36	36%	4274	18%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
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Transport Used						
<u>Total Public Transport</u>	27.55	22%	80.71	22%	5915	25%
Train	18.09	15%	50.17	13%	3806	16%
Regular bus\coach	3.79	3%	11.90	3%	548	2%
Organised coach tour	2.44	2%	8.24	2%	549	2%
Plane	2.88	2%	8.70	2%	900	4%
Boat\ship\ferry	0.35	0%	1.70	0%	113	0%
<u>Personal Transport</u>	95.14	77%	289.01	77%	17124	74%
Car	89.97	73%	277.06	74%	16375	70%
Car - owned	88.34	72%	272.48	73%	15956	68%
Car - hired	1.62	1%	4.58	1%	419	2%
Other	5.18	4%	15.38	4%	970	4%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Month Trip Started						
January	5.70	5%	12.58	3%	940	4%
February	7.42	6%	19.13	5%	1390	6%
March	8.41	7%	24.58	7%	1455	6%
April	9.36	8%	25.15	7%	1796	8%
May	11.18	9%	31.93	9%	2008	9%
June	11.04	9%	33.78	9%	2280	10%
July	12.95	11%	48.60	13%	2765	12%
August	16.69	14%	63.92	17%	3438	15%
September	10.78	9%	33.29	9%	2258	10%
October	9.97	8%	27.12	7%	1760	8%
November	9.09	7%	21.03	6%	1640	7%
December	10.33	8%	32.51	9%	1565	7%

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How Trip Booked						
Booked online	48.54	39%	144.27	39%	11785	51%
Didn't book online	74.37	61%	229.34	61%	11509	49%
Did not make any firm bookings before trip	46.8	38%	141.67	38%	5438	23%
Firm booking	68.64	56%	208.34	56%	16252	70%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	5.8	5%	15.05	4%	1526	7%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	4.73	4%	19.81	5%	1358	6%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	41.62	34%	120.01	32%	10097	43%
Directly through a transport provider (e.g. rail, air, sea, coach)	10.53	9%	33.51	9%	2099	9%
Directly through a Tourist Board or Tourist Information Centre	0.81	1%	2.79	1%	189	1%
Through some other source	5.81	5%	17.73	5%	1269	5%
Don't know	7.47	6%	23.60	6%	1604	7%

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Activities Undertaken on Trip						
Just relaxing	31.27	25%	118.57	32%	6286	27%
Sightseeing on foot	25.69	21%	100.16	27%	6440	28%
Short walk\ stroll - up to 2 miles\ 1 hour	22.78	19%	91.39	24%	4885	21%
Sightseeing by car	14.74	12%	69.18	19%	3966	17%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	14.57	12%	62.84	17%	3485	15%
Visiting a beach	13.24	11%	64.07	17%	3201	14%
Centre based walking (i.e. around a city\town centre)	10.85	9%	38.95	10%	2892	12%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	7.58	6%	17.33	5%	1287	6%
Had a picnic or BBQ	6.85	6%	33.53	9%	1721	7%
Swimming (indoors or outdoors)	6.50	5%	31.11	8%	1720	7%
Visiting a country park	6.42	5%	28.63	8%	1570	7%
Visiting a museum	6.37	5%	26.80	7%	1932	8%
Visiting a castle\other historic site	5.43	4%	26.41	7%	1791	8%
Visiting a cathedral, church, abbey or other religious building	5.29	4%	23.75	6%	1692	7%
Visiting a historic house, stately home, palace	5.15	4%	23.88	6%	1668	7%

Sunbathing	4.83	4%	26.56	7%	1289	6%
Viewing architecture and buildings	4.68	4%	18.81	5%	1510	6%
Visiting a garden	4.63	4%	22.02	6%	1481	6%
Visiting a theme/amusement park	4.36	4%	19.05	5%	1086	5%
Special shopping for items you do not regularly buy	3.92	3%	14.62	4%	1268	5%
Visiting another type of attraction	3.74	3%	13.92	4%	939	4%
Other sightseeing (e.g. on a coach, boat trip)	3.73	3%	16.10	4%	1165	5%
A live music concert	3.24	3%	10.41	3%	887	4%
Visiting a wildlife attraction/nature reserve	2.91	2%	14.59	4%	744	3%
Visiting an art gallery	2.83	2%	12.53	3%	924	4%
Going to the theatre	2.70	2%	9.27	2%	975	4%
Going to the cinema	2.65	2%	12.18	3%	602	3%
Attending a food/local produce event (e.g. food festival, farmers market)	2.40	2%	9.41	3%	694	3%
Visiting a scenic/historic railway	2.08	2%	9.98	3%	688	3%
Cycling - on a road/surfaced path	2.06	2%	10.23	3%	502	2%
Attending an outdoor fair/exhibition/show (e.g. gardening or agricultural show)	1.93	2%	7.69	2%	498	2%
Visiting a zoo/safari park	1.92	2%	8.78	2%	536	2%

Visiting an interpretation\visitor\heritage centre	1.74	1%	8.24	2%	609	3%
Watching wildlife, bird watching	1.70	1%	9.48	3%	463	2%
Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	1.67	1%	8.86	2%	447	2%
Watching other live sport (not on TV)	1.64	1%	4.24	1%	319	1%
Visiting an aquarium\sea life centre	1.45	1%	6.65	2%	373	2%
Running, jogging, orienteering	1.45	1%	7.29	2%	321	1%
Informal sport (e.g. cricket, rounders, football, skateboarding)	1.32	1%	5.64	2%	278	1%
Spa\beauty\health treatments	1.30	1%	4.12	1%	450	2%
Going on a guided tour - on foot, bus or other transport	1.26	1%	5.22	1%	409	2%
Other arts\cultural event\show	1.25	1%	4.84	1%	342	1%
Canal\boating trips	1.25	1%	6.63	2%	423	2%
A music festival (e.g. Glastonbury)	1.19	1%	4.58	1%	366	2%
Watching a live football match (not on TV)	1.19	1%	4.14	1%	288	1%

An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	1.13	1%	4.32	1%	336	1%
Golf	1.12	1%	4.32	1%	380	2%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	1.09	1%	4.90	1%	273	1%
Another arts\cultural festival (e.g. a book festival)	1.04	1%	3.76	1%	297	1%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	1.00	1%	4.78	1%	202	1%
Sailing\yachting	0.70	1%	2.93	1%	152	1%
Fishing - sea angling	0.67	1%	4.05	1%	197	1%
Horse riding, pony trekking	0.61	0%	3.51	1%	198	1%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.60	0%	2.40	1%	104	0%
Mountainbiking	0.60	0%	2.92	1%	146	1%
Fishing - coarse fishing (still water\pike & perch)	0.53	0%	2.73	1%	160	1%
Field sports - hunting, shooting etc	0.48	0%	2.33	1%	192	1%
Motorsports	0.46	0%	1.42	0%	112	0%

Fishing - game fishing (river/salmon)	0.31	0%	1.58	0%	96	0%
Other watersports - motorised	0.21	0%	1.29	0%	61	0%
Snow sports (e.g. skiing, snowboarding)	0.19	0%	0.74	0%	65	0%
Genealogy/tracing ancestors	0.14	0%	0.46	0%	47	0%
Any other single particular activity	11.03	9%	29.68	8%	1786	8%
None	80.26	65%	211.50	57%	13302	57%

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Lifecycle						
16-34, Unmarried, no children	16.31	13%	47.05	13%	2597	11%
16-34, Married, no children	7.99	7%	20.42	5%	1527	7%
16-34, Married or unmarried, with children	11.31	9%	33.07	9%	1580	7%
35-54, Married or unmarried, no children	23.94	19%	63.90	17%	5580	24%
35-54, Married or unmarried, with children	26.86	22%	81.35	22%	4570	20%
55+	36.49	30%	127.81	34%	7440	32%
Car						
Car in household	112.12	91%	334.99	90%	21591	93%
No car in household	10.78	9%	38.62	10%	1704	7%
Children						0%
With children	32.65	27%	114.42	31%	4578	20%
No children	90.25	73%	259.19	69%	18716	80%
Working						0%
Working full time	81.12	66%	221.75	59%	16187	69%
Not working	41.79	34%	151.86	41%	7108	31%
Marital Status		0%				
Married	82.06	67%	247.61	66%	15939	68%
Not married	40.84	33%	126.00	34%	7356	32%

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Social Grade						
AB	47.88	39%	136.65	37%	10082	43%
C1	38.99	32%	118.29	32%	7206	31%
C2	20.59	17%	65.61	18%	3593	15%
DE	15.44	13%	53.05	14%	2414	10%
Age						
16-24	14.61	12%	43.83	12%	2147	9%
25-34	21.00	17%	56.71	15%	3558	15%
35-44	26.35	21%	76.28	20%	4718	20%
45-54	24.46	20%	68.98	18%	5432	23%
55-64	18.85	15%	58.24	16%	4103	18%
65+	17.64	14%	69.58	19%	3337	14%