

Great Britain Domestic Overnight Holidays 1-3 Nights Summary - 2013

How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight short break holidays (1-3 nights) 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.

'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 1-3 nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Purpose of trip						
All trip purposes	36.79	100%	70.28	100%	7008	100%
Destination type						
Seaside	8.47	23%	18.03	26%	1386	20%
Large city/ large town	13.58	37%	22.61	32%	3105	44%
Small town	7.10	19%	13.74	20%	1130	16%
Countryside/ village	7.85	21%	15.70	22%	1365	19%
Regions visited		0%		0%		0%
West Midlands	2.53	7%	4.16	6%	424	6%
East of England	2.07	6%	4.23	6%	308	4%
East Midlands	2.34	6%	4.60	7%	320	5%
London	3.26	9%	5.36	8%	958	14%
North West	5.23	14%	9.64	14%	927	13%
North East	1.10	3%	1.97	3%	190	3%
South East	4.68	13%	8.42	12%	714	10%
South West	4.88	13%	9.95	14%	1138	16%
Yorkshire & the Humber	3.53	10%	6.71	10%	629	9%

Holidays 1-3 nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Accommodation						
Total Commercial Accommodation	30.23	82%	56.90	81%	6254	89%
Serviced Rented Accommodation	21.87	59%	37.61	54%	5017	72%
Hotel/Motel	18.52	50%	31.15	44%	4338	62%
Guest House / B&B	3.23	9%	6.07	9%	637	9%
Self Catering Rented Accommodation (including Camping & Caravan)	9.51	26%	21.82	31%	1300	19%
Camping and Caravan	7.20	20%	15.88	23%	716	10%
Self Catering Rented Accommodation (excluding Camping & Caravan)	2.31	6%	5.94	8%	585	8%
Own home/ friend's home / relative's home	4.40	12%	8.30	12%	489	7%

Holidays 1-3 nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Transport Used						
<u>Total Public Transport</u>	6.85	19%	12.30	18%	1632	23%
Train	4.61	13%	8.13	12%	1175	17%
Regular bus\coach	0.80	2%	1.39	2%	140	2%
Organised coach tour	0.87	2%	1.64	2%	163	2%
Plane	0.45	1%	0.90	1%	128	2%
Boat\ship\ferry	0.11	0%	0.23	0%	26	0%
<u>Personal Transport</u>	29.85	81%	56.86	81%	5293	76%
Car	28.21	77%	54.49	78%	5086	73%
Car - owned	27.75	75%	53.60	76%	4972	71%
Car - hired	0.46	1%	0.89	1%	114	2%
Other	1.64	4%	3.30	5%	276	4%

Holidays 1-3 nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Month Trip Started						
January	1.54	4%	2.61	4%	293	4%
February	2.10	6%	3.60	5%	369	5%
March	2.52	7%	4.71	7%	491	7%
April	3.09	8%	5.84	8%	582	8%
May	3.89	11%	7.96	11%	629	9%
June	3.52	10%	6.31	9%	684	10%
July	3.63	10%	7.13	10%	611	9%
August	4.97	14%	10.18	14%	884	13%
September	3.26	9%	6.44	9%	657	9%
October	3.21	9%	6.29	9%	595	8%
November	2.98	8%	5.44	8%	753	11%
December	2.08	6%	3.76	5%	459	7%

Holidays 1-3 nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
How Trip Booked						
Booked online	18.20	49%	33.77	48%	4001	57%
Didn't book online	18.59	51%	36.51	52%	3007	43%
Did not make any firm bookings before trip	9.13	25%	17.93	26%	1214	17%
Firm booking	25.64	70%	48.53	69%	5386	77%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	2.48	7%	4.31	6%	590	8%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	1.44	4%	2.95	4%	300	4%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	17.58	48%	33.29	47%	3681	53%
Directly through a transport provider (e.g. rail, air, sea, coach)	2.14	6%	4.12	6%	451	6%
Directly through a Tourist Board or Tourist Information Centre	0.35	1%	0.67	1%	72	1%
Through some other source	1.86	5%	3.67	5%	363	5%
Don't know	2.01	5%	3.82	5%	408	6%

Holidays 1-3 nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Activities Undertaken on Trip						
Just relaxing	10.56	29%	21.60	31%	1940	28%
Sightseeing on foot	10.38	28%	21.54	31%	2213	32%
Short walk\ stroll - up to 2 miles\ 1 hour	7.33	20%	15.80	22%	1408	20%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	4.84	13%	10.90	16%	940	13%
Sightseeing by car	4.71	13%	10.65	15%	992	14%
Centre based walking (i.e. around a city\town centre)	3.85	10%	7.48	11%	945	13%
Visiting a beach	3.78	10%	8.49	12%	652	9%
Visiting a museum	2.30	6%	5.00	7%	596	9%
Swimming (indoors or outdoors)	2.16	6%	4.90	7%	477	7%
Any other single particular activity	1.98	5%	3.55	5%	344	5%
Had a picnic or BBQ	1.97	5%	4.46	6%	370	5%
Visiting a castle\other historic site	1.94	5%	4.19	6%	526	8%
Visiting a theme\amusement park	1.94	5%	3.73	5%	332	5%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	1.90	5%	3.09	4%	336	5%
Visiting a cathedral,church, abbey or other religious building	1.80	5%	3.84	5%	470	7%

Viewing architecture and buildings	1.80	5%	3.72	5%	490	7%
Visting another type of attraction	1.72	5%	3.37	5%	418	6%
Visiting a country park	1.71	5%	3.88	6%	356	5%
Visiting a historic house, stately home, palace	1.54	4%	3.38	5%	427	6%
A live music concert	1.50	4%	2.46	4%	341	5%
Other sightseeing (e.g. on a coach, boat trip)	1.40	4%	3.03	4%	349	5%
Going to the theatre	1.39	4%	2.32	3%	441	6%
Sunbathing	1.22	3%	2.84	4%	197	3%
Special shopping for items you do not regularly buy	1.17	3%	2.34	3%	373	5%
Visiting a garden	1.16	3%	2.35	3%	328	5%
Visiting an art gallery	0.89	2%	1.88	3%	264	4%
Visiting a wildlife attraction\ nature reserve	0.86	2%	2.14	3%	182	3%
Attending a food\local produce event (e.g. food festival, farmers market)	0.84	2%	1.73	2%	186	3%
Watching other live sport (not on TV)	0.73	2%	1.30	2%	132	2%
Visiting a scenic\historic railway	0.71	2%	1.60	2%	137	2%
Spa\beauty\health treatments	0.71	2%	1.26	2%	226	3%
Attending an outdoor fair\ exhibition\show (e.g gardening or agricultural show)	0.68	2%	1.35	2%	147	2%

Cycling - on a road\surfaced path	0.66	2%	1.58	2%	110	2%
Visiting an interpretation\visitor\heritage centre	0.64	2%	1.49	2%	154	2%
Visiting a zoo\safari park	0.64	2%	1.42	2%	117	2%
Golf	0.58	2%	1.17	2%	157	2%
Watching wildlife, bird watching	0.56	2%	1.31	2%	89	1%
Other arts\cultural event\show	0.54	1%	1.00	1%	119	2%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.54	1%	1.18	2%	105	1%
Going on a guided tour - on foot, bus or other transport	0.52	1%	1.03	1%	129	2%
Going to the cinema	0.52	1%	1.05	1%	108	2%
Another arts\cultural festival (e.g. a book festival)	0.50	1%	1.03	1%	129	2%
Watching a live football match (not on TV)	0.47	1%	0.80	1%	98	1%
Visiting an aquarium\sea life centre	0.43	1%	0.99	1%	111	2%
A music festival (e.g. Glastonbury)	0.43	1%	0.80	1%	115	2%
Canal\boating trips	0.42	1%	0.91	1%	92	1%
Running, jogging, orienteering	0.39	1%	0.82	1%	68	1%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.34	1%	0.78	1%	72	1%

Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	0.34	1%	0.77	1%	62	1%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.33	1%	0.71	1%	82	1%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.31	1%	0.58	1%	60	1%
Fishing - sea angling	0.26	1%	0.57	1%	49	1%
Sailing/yachting	0.25	1%	0.50	1%	54	1%
Motorsports	0.22	1%	0.42	1%	23	0%
Mountainbiking	0.18	0%	0.45	1%	31	0%
Fishing - coarse fishing (still water\pike & perch)	0.16	0%	0.35	0%	21	0%
Field sports - hunting, shooting etc	0.16	0%	0.29	0%	114	2%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.14	0%	0.30	0%	36	1%
Horse riding, pony trekking	0.12	0%	0.31	0%	28	0%
Fishing - game fishing (river\salmn)	0.11	0%	0.24	0%	32	0%

Snow sports (e.g. skiing, snowboarding)	0.06	0%	0.08	0%	8	0%
Other watersports - motorised	0.05	0%	0.14	0%	10	0%
Genealogy/tracing ancestors	0.03	0%	0.08	0%	18	0%
None	20.89	57%	37.53	53%	3701	53%

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Lifecycle						
16-34, Unmarried, no children	3.82	10%	6.92	10%	759	11%
16-34, Married, no children	2.40	7%	4.42	6%	536	8%
16-34, Married or unmarried, with children	3.50	10%	6.71	10%	489	7%
35-54, Married or unmarried, no children	7.74	21%	14.25	20%	1846	26%
35-54, Married or unmarried, with children	8.77	24%	16.59	24%	1305	19%
55+	10.55	29%	21.38	30%	2072	30%
Car		0%		0%		0%
Car in household	34.56	94%	66.09	94%	6598	94%
No car in household	2.22	6%	4.18	6%	409	6%
Children		0%		0%		0%
With children	10.88	30%	22.21	32%	1407	20%
No children	25.90	70%	48.07	68%	5600	80%
Working		0%		0%		0%
Working full time	25.79	70%	48.29	69%	5113	73%
Not working	11.00	30%	21.98	31%	1895	27%
Marital Status		0%		0%		0%
Married	26.87	73%	51.83	74%	4912	70%
Not married	9.91	27%	18.45	26%	2095	30%

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Social Grade						
AB	13.66	37%	25.93	37%	3007	43%
C1	11.77	32%	22.57	32%	2179	31%
C2	6.94	19%	13.14	19%	1136	16%
DE	4.42	12%	8.63	12%	685	10%
Age		0%		0%		0%
16-24	3.42	9%	6.20	9%	635	9%
25-34	6.30	17%	11.84	17%	1149	16%
35-44	8.60	23%	16.06	23%	1337	19%
45-54	7.91	22%	14.78	21%	1814	26%
55-64	6.14	17%	12.30	18%	1277	18%
65+	4.41	12%	9.08	13%	795	11%