

## Great Britain Domestic Overnight Holidays Summary - 2013

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### How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight holidays 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 - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Purpose of trip</b>						
All trip purposes	56.97	100%	198.23	100%	13472	100%
<b>Destination type</b>						
Seaside	17.09	30%	71.72	36%	3860	29%
Large city/ large town	16.60	29%	38.06	19%	4040	30%
Small town	11.32	20%	38.79	20%	2374	18%
Countryside/ village	13.44	24%	49.27	25%	3152	23%
<b>Regions visited</b>		0%		0%		0%
West Midlands	3.15	6%	7.30	4%	555	4%
East of England	3.63	6%	13.87	7%	757	6%
East Midlands	3.55	6%	10.84	5%	619	5%
London	3.80	7%	8.16	4%	1203	9%
North West	7.14	13%	19.67	10%	1471	11%
North East	1.74	3%	5.52	3%	415	3%
South East	6.78	12%	20.22	10%	1273	9%
South West	10.86	19%	48.29	24%	3076	23%
Yorkshire & the Humber	4.91	9%	14.79	7%	1015	8%

Holidays - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Accommodation</b>						
Total Commercial Accommodation	46.35	81%	154.36	78%	11799	88%
Serviced Rented Accommodation	26.88	47%	61.58	31%	6855	51%
Hotel/Motel	22.42	39%	49.32	25%	5814	43%
Guest House / B&B	4.17	7%	10.59	5%	932	7%
Self Catering Rented Accommodation (including Camping & Caravan)	21.95	39%	102.35	52%	5036	37%
Camping and Caravan	14.23	25%	61.84	31%	2258	17%
Self Catering Rented Accommodation (excluding Camping & Caravan)	7.75	14%	40.50	20%	2778	21%
Own home/ friend's home / relative's home	7.25	13%	25.95	13%	983	7%

Holidays - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Transport Used</b>						
<u>Total Public Transport</u>	10.10	18%	30.90	16%	2796	21%
Train	6.01	11%	16.48	8%	1737	13%
Regular bus\coach	1.41	2%	4.79	2%	308	2%
Organised coach tour	1.81	3%	6.45	3%	432	3%
Plane	0.65	1%	2.14	1%	237	2%
Boat\ship\ferry	0.22	0%	1.03	1%	83	1%
<u>Personal Transport</u>	46.76	82%	165.68	84%	10561	78%
Car	44.42	78%	159.24	80%	10198	76%
Car - owned	43.78	77%	157.21	79%	9970	74%
Car - hired	0.64	1%	2.02	1%	228	2%
Other	2.34	4%	7.77	4%	461	3%

Holidays - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Month Trip Started</b>						
January	1.81	3%	3.90	2%	348	3%
February	2.50	4%	5.84	3%	489	4%
March	3.58	6%	12.01	6%	766	6%
April	4.30	8%	12.95	7%	941	7%
May	5.72	10%	18.95	10%	1229	9%
June	5.70	10%	19.96	10%	1491	11%
July	7.15	13%	31.79	16%	1779	13%
August	10.09	18%	43.97	22%	2493	19%
September	5.21	9%	18.87	10%	1342	10%
October	4.75	8%	14.75	7%	1057	8%
November	3.41	6%	7.76	4%	871	6%
December	2.75	5%	7.48	4%	667	5%

Holidays - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>How Trip Booked</b>						
Booked online	27.30	48%	90.87	46%	7433	55%
Didn't book online	29.67	52%	107.36	54%	6039	45%
Did not make any firm bookings before trip	13.94	24%	50.58	26%	2205	16%
Firm booking	39.75	70%	135.56	68%	10496	78%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	3.36	6%	9.09	5%	939	7%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	3.69	6%	17.22	9%	1141	8%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	26.04	46%	85.80	43%	6779	50%
Directly through a transport provider (e.g. rail, air, sea, coach)	3.03	5%	9.81	5%	797	6%
Directly through a Tourist Board or Tourist Information Centre	0.55	1%	2.04	1%	148	1%
Through some other source	3.23	6%	11.42	6%	803	6%
Don't know	3.28	6%	12.08	6%	772	6%

Holidays - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Activities Undertaken on Trip</b>						
Just relaxing	19.25	34%	78.49	40%	4765	35%
Sightseeing on foot	18.62	33%	75.26	38%	5265	39%
Short walk\ stroll - up to 2 miles\ 1 hour	14.35	25%	61.23	31%	3767	28%
Sightseeing by car	11.07	19%	53.91	27%	3330	25%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	10.26	18%	47.25	24%	2825	21%
Visiting a beach	10.18	18%	51.38	26%	2707	20%
Centre based walking (i.e. around a city\town centre)	6.64	12%	25.16	13%	2071	15%
Swimming (indoors or outdoors)	5.22	9%	24.59	12%	1440	11%
Had a picnic or BBQ	5.03	9%	26.30	13%	1472	11%
Visiting a castle\other historic site	4.35	8%	21.16	11%	1568	12%
Visiting a museum	4.32	8%	19.19	10%	1499	11%
Sunbathing	4.11	7%	22.71	11%	1159	9%
Visiting a country park	3.91	7%	19.51	10%	1227	9%
Visiting a historic house, stately home, palace	3.64	6%	18.21	9%	1394	10%
Visiting a cathedral,church, abbey or other religious building	3.61	6%	16.67	8%	1361	10%
Visiting a theme\amusement park	3.59	6%	15.11	8%	958	7%
Viewing architecture and buildings	3.33	6%	13.73	7%	1193	9%

Visiting a garden	3.23	6%	16.39	8%	1259	9%
Other sightseeing (e.g. on a coach, boat trip)	3.05	5%	13.17	7%	1021	8%
Visiting another type of attraction	2.65	5%	9.58	5%	773	6%
Visiting a wildlife attraction\ nature reserve	2.25	4%	11.49	6%	647	5%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	2.19	4%	4.90	2%	495	4%
A live music concert	2.13	4%	6.43	3%	633	5%
Special shopping for items you do not regularly buy	2.04	4%	8.12	4%	817	6%
Going to the theatre	1.91	3%	6.37	3%	785	6%
Visiting an art gallery	1.71	3%	7.81	4%	699	5%
Visiting a scenic\historic railway	1.69	3%	8.75	4%	632	5%
Cycling - on a road\surfaced path	1.57	3%	7.94	4%	428	3%
Visiting a zoo\safari park	1.54	3%	7.25	4%	456	3%
Attending a food\local produce event (e.g. food festival, farmers market)	1.46	3%	6.45	3%	544	4%
Visiting an interpretation\visitor\heritage centre	1.40	2%	7.02	4%	540	4%
Watching wildlife, bird watching	1.35	2%	7.72	4%	396	3%



Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	1.27	2%	7.28	4%	374	3%
Visiting an aquarium\sea life centre	1.18	2%	5.59	3%	322	2%
Attending an outdoor fair\exhibition\show (e.g gardening or agricultural show)	1.15	2%	4.92	2%	333	2%
Going to the cinema	1.14	2%	5.67	3%	320	2%
Canal\boating trips	1.1	2%	5.96	3%	389	3%
Spa\beauty\health treatments	1.04	2%	3.27	2%	364	3%
Going on a guided tour - on foot, bus or other transport	0.99	2%	4.03	2%	336	2%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.98	2%	4.23	2%	238	2%
Watching other live sport (not on TV)	0.91	2%	2.25	1%	211	2%
Golf	0.90	2%	3.48	2%	335	2%
Other arts\cultural event\show	0.89	2%	3.65	2%	276	2%
A music festival (e.g. Glastonbury)	0.8	1%	3.01	2%	255	2%
Running, jogging, orienteering	0.77	1%	3.24	2%	180	1%
Another arts\cultural festival (e.g. a book festival)	0.7	1%	2.44	1%	218	2%

Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.67	1%	3.09	2%	156	1%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.64	1%	2.35	1%	158	1%
Watching a live football match (not on TV)	0.62	1%	2.10	1%	155	1%
Fishing - sea angling	0.61	1%	3.72	2%	184	1%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.58	1%	2.87	1%	233	2%
Mountainbiking	0.48	1%	2.33	1%	130	1%
Sailing/yachting	0.47	1%	1.93	1%	134	1%
Fishing - coarse fishing (still water\pike & perch)	0.43	1%	2.34	1%	143	1%
Horse riding, pony trekking	0.42	1%	2.63	1%	155	1%
Motorsports	0.32	1%	1.14	1%	68	1%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.27	0%	1.23	1%	88	1%
Field sports - hunting, shooting etc	0.27	0%	1.17	1%	160	1%
Fishing - game fishing (river\salmn)	0.26	0%	1.29	1%	90	1%

Other watersports - motorised	0.16	0%	1.09	1%	48	0%
Snow sports (e.g. skiing, snowboarding)	0.14	0%	0.56	0%	43	0%
Genealogy/tracing ancestors	0.07	0%	0.28	0%	37	0%
Any other single particular activity	2.85	5%	8.82	4%	595	4%
None	28.62	50%	85.19	43%	5798	43%

Holidays - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Lifecycle</b>						
16-34, Unmarried, no children	5.24	9%	15.81	8%	1178	9%
16-34, Married, no children	3.22	6%	9.43	5%	889	7%
16-34, Married or unmarried, with children	5.32	9%	17.36	9%	908	7%
35-54, Married or unmarried, no children	10.66	19%	32.42	16%	3062	23%
35-54, Married or unmarried, with children	13.93	24%	49.47	25%	2625	19%
55+	18.59	33%	73.75	37%	4810	36%
<b>Car</b>		0%		0%		0%
Car in household	53.14	93%	183.81	93%	12561	93%
No car in household	3.83	7%	14.42	7%	911	7%
<b>Children</b>		0%		0%		0%
With children	19.67	35%	77.33	39%	3623	27%
No children	37.30	65%	120.90	61%	9850	73%
<b>Working</b>	37.15	65%		0%		0%
Working full time	19.82	35%	119.09	60%	8928	66%
Not working		0%	79.14	40%	4544	34%
<b>Marital Status</b>		0%		0%		0%
Married	41.85	73%	147.23	74%	9629	71%
Not married	15.12	27%	51.00	26%	3843	29%

Holidays - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Social Grade</b>						
AB	20.86	37%	71.64	36%	5514	41%
C1	17.63	31%	59.58	30%	4101	30%
C2	10.76	19%	37.39	19%	2238	17%
DE	7.72	14%	29.62	15%	1619	12%
<b>Age</b>		0%		0%		0%
16-24	4.96	9%	16.00	8%	1078	8%
25-34	8.82	15%	26.59	13%	1897	14%
35-44	12.88	23%	43.06	22%	2538	19%
45-54	11.71	21%	38.83	20%	3149	23%
55-64	9.50	17%	33.31	17%	2557	19%
65+	9.09	16%	40.43	20%	2253	17%