

## Great Britain Domestic Overnight Holidays 4+ Nights Summary - 2013

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### How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight longer holidays (4+ 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 4+ nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Purpose of trip</b>						
All trip purposes	20.18	100%	127.95	100%	6464	100%
<b>Destination type</b>						
Seaside	8.62	43%	53.68	42%	2474	38%
Large city/ large town	3.02	15%	15.45	12%	936	14%
Small town	4.22	21%	25.05	20%	1244	19%
Countryside/ village	5.59	28%	33.57	26%	1787	28%
<b>Regions visited</b>		0%		0%		0%
West Midlands	0.62	3%	3.14	2%	131	2%
East of England	1.57	8%	9.64	8%	450	7%
East Midlands	1.21	6%	6.24	5%	300	5%
London	0.54	3%	2.80	2%	245	4%
North West	1.91	9%	10.02	8%	543	8%
North East	0.65	3%	3.56	3%	225	3%
South East	2.10	10%	11.80	9%	559	9%
South West	5.97	30%	38.34	30%	1939	30%
Yorkshire & the Humber	1.38	7%	8.09	6%	386	6%

Holidays 4+ nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Accommodation</b>						
Total Commercial Accommodation	16.12	80%	97.46	76%	5545	86%
Serviced Rented Accommodation	5.02	25%	23.97	19%	1838	28%
Hotel/Motel	3.89	19%	18.17	14%	1475	23%
Guest House / B&B	0.94	5%	4.52	4%	295	5%
Self Catering Rented Accommodation (including Camping & Caravan)	12.44	62%	80.53	63%	3735	58%
Camping and Caravan	7.03	35%	45.96	36%	1543	24%
Self Catering Rented Accommodation (excluding Camping & Caravan)	5.44	27%	34.56	27%	2193	34%
Own home/ friend's home / relative's home	2.85	14%	17.66	14%	494	8%

Holidays 4+ nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Transport Used</b>						
<u>Total Public Transport</u>	3.25	16%	18.61	15%	1164	18%
Train	1.41	7%	8.35	7%	562	9%
Regular bus\coach	0.61	3%	3.40	3%	167	3%
Organised coach tour	0.93	5%	4.82	4%	269	4%
Plane	0.19	1%	1.24	1%	109	2%
Boat\ship\ferry	0.11	1%	0.80	1%	57	1%
<u>Personal Transport</u>	16.91	84%	108.82	85%	5268	81%
Car	16.21	80%	104.75	82%	5112	79%
Car - owned	16.02	79%	103.62	81%	4998	77%
Car - hired	0.18	1%	1.13	1%	114	2%
Other	0.70	3%	4.47	3%	185	3%

Holidays 4+ nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Month Trip Started</b>						
January	0.27	1%	1.29	1%	55	1%
February	0.40	2%	2.24	2%	119	2%
March	1.06	5%	7.30	6%	275	4%
April	1.21	6%	7.12	6%	358	6%
May	1.83	9%	11.00	9%	600	9%
June	2.18	11%	13.65	11%	806	12%
July	3.52	17%	24.66	19%	1169	18%
August	5.12	25%	33.78	26%	1609	25%
September	1.95	10%	12.42	10%	685	11%
October	1.54	8%	8.46	7%	462	7%
November	0.43	2%	2.32	2%	117	2%
December	0.67	3%	3.71	3%	208	3%

Holidays 4+ nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>How Trip Booked</b>						
Booked online	9.10	45%	57.10	45%	3431	53%
Didn't book online	11.08	55%	70.85	55%	3033	47%
Did not make any firm bookings before trip	4.80	24%	32.66	26%	991	15%
Firm booking	14.11	70%	87.03	68%	5109	79%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	0.87	4%	4.78	4%	348	5%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	2.25	11%	14.27	11%	842	13%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	8.45	42%	52.51	41%	3098	48%
Directly through a transport provider (e.g. rail, air, sea, coach)	0.89	4%	5.70	4%	346	5%
Directly through a Tourist Board or Tourist Information Centre	0.20	1%	1.37	1%	76	1%
Through some other source	1.37	7%	7.75	6%	440	7%
Don't know	1.27	6%	8.26	6%	364	6%

Holidays 4+ nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Activities Undertaken on Trip</b>						
Just relaxing	8.69	43%	56.89	44%	2825	44%
Sightseeing on foot	8.24	41%	53.72	42%	3051	47%
Short walk\ stroll - up to 2 miles\ 1 hour	7.02	35%	45.43	36%	2359	36%
Visiting a beach	6.40	32%	42.89	34%	2055	32%
Sightseeing by car	6.36	32%	43.26	34%	2338	36%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	5.43	27%	36.35	28%	1885	29%
Swimming (indoors or outdoors)	3.06	15%	19.69	15%	963	15%
Had a picnic or BBQ	3.06	15%	21.84	17%	1102	17%
Sunbathing	2.89	14%	19.88	16%	962	15%
Centre based walking (i.e. around a city\town centre)	2.79	14%	17.68	14%	1126	17%
Visiting a castle\other historic site	2.41	12%	16.97	13%	1042	16%
Visiting a country park	2.20	11%	15.63	12%	871	13%
Visiting a historic house, stately home, palace	2.09	10%	14.83	12%	967	15%
Visiting a garden	2.07	10%	14.04	11%	930	14%
Visiting a museum	2.02	10%	14.20	11%	903	14%
Visiting a cathedral,church, abbey or other religious building	1.81	9%	12.83	10%	891	14%
Other sightseeing (e.g. on a coach, boat trip)	1.65	8%	10.14	8%	672	10%

Visiting a theme\amusement park	1.65	8%	11.38	9%	626	10%
Viewing architecture and buildings	1.54	8%	10.01	8%	703	11%
Visiting a wildlife attraction\ nature reserve	1.39	7%	9.34	7%	465	7%
Visiting a scenic\historic railway	0.98	5%	7.15	6%	494	8%
Visting another type of attraction	0.93	5%	6.21	5%	354	5%
Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	0.92	5%	6.51	5%	312	5%
Visiting a zoo\safari park	0.91	5%	5.83	5%	339	5%
Cycling - on a road\surfaced path	0.91	5%	6.36	5%	318	5%
Special shopping for items you do not regularly buy	0.86	4%	5.78	5%	443	7%
Visiting an art gallery	0.82	4%	5.93	5%	435	7%
Watching wildlife, bird watching	0.79	4%	6.41	5%	307	5%
Visiting an interpretation\visitor\heritage centre	0.77	4%	5.54	4%	386	6%
Visiting an aquarium\sea life centre	0.75	4%	4.60	4%	212	3%
Canal\boating trips	0.68	3%	5.05	4%	296	5%
A live music concert	0.63	3%	3.97	3%	292	5%
Attending a food\local produce event (e.g. food festival, farmers market)	0.62	3%	4.72	4%	359	6%



Going to the cinema	0.62	3%	4.62	4%	212	3%
Going to the theatre	0.52	3%	4.05	3%	345	5%
Going on a guided tour - on foot, bus or other transport	0.47	2%	3.00	2%	207	3%
Attending an outdoor fair\ exhibition\show (e.g gardening or agricultural show)	0.46	2%	3.57	3%	186	3%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.45	2%	3.05	2%	133	2%
A music festival (e.g. Glastonbury)	0.38	2%	2.22	2%	140	2%
Running, jogging, orienteering	0.38	2%	2.42	2%	113	2%
Other arts\cultural event\show	0.35	2%	2.66	2%	156	2%
Fishing - sea angling	0.35	2%	3.14	2%	135	2%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.33	2%	2.32	2%	84	1%
Spa\beauty\health treatments	0.33	2%	2.01	2%	138	2%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.32	2%	1.77	1%	98	2%
Golf	0.32	2%	2.31	2%	177	3%
Horse riding, pony trekking	0.30	1%	2.32	2%	127	2%
Mountainbiking	0.30	1%	1.88	1%	99	2%

Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	0.29	1%	1.81	1%	160	2%
Fishing - coarse fishing (still water\pike & perch)	0.27	1%	1.99	2%	122	2%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.25	1%	2.16	2%	151	2%
Sailing\yachting	0.22	1%	1.43	1%	80	1%
Another arts\cultural festival (e.g. a book festival)	0.20	1%	1.41	1%	89	1%
Watching other live sport (not on TV)	0.17	1%	0.96	1%	79	1%
Watching a live football match (not on TV)	0.16	1%	1.31	1%	58	1%
Fishing - game fishing (river\salmn)	0.15	1%	1.05	1%	58	1%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.13	1%	0.93	1%	52	1%
Other watersports - motorised	0.11	1%	0.94	1%	38	1%
Field sports - hunting, shooting etc	0.11	1%	0.88	1%	46	1%
Motorsports	0.10	0%	0.72	1%	45	1%

Snow sports (e.g. skiing, snowboarding)	0.08	0%	0.48	0%	34	1%
Genealogy/tracing ancestors	0.04	0%	0.20	0%	20	0%
Any other single particular activity	0.87	4%	5.27	4%	251	4%
None	7.73	38%	47.66	37%	2097	32%

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	Millions	%	Millions	%	Millions	%
<b>Lifecycle</b>						
16-34, Unmarried, no children	1.41	7%	8.89	7%	418	6%
16-34, Married, no children	0.82	4%	5.01	4%	353	5%
16-34, Married or unmarried, with children	1.82	9%	10.64	8%	419	6%
35-54, Married or unmarried, no children	2.92	14%	18.17	14%	1216	19%
35-54, Married or unmarried, with children	5.16	26%	32.88	26%	1320	20%
55+	8.04	40%	52.36	41%	2738	42%
<b>Car</b>		0%		0%		0%
Car in household	18.58	92%	117.72	92%	5963	92%
No car in household	1.61	8%	10.23	8%	501	8%
<b>Children</b>		0%		0%		0%
With children	8.78	44%	55.12	43%	2215	34%
No children	11.40	56%	72.83	57%	4249	66%
<b>Working</b>		0%		0%		0%
Working full time	11.36	56%	70.79	55%	3816	59%
Not working	8.83	44%	57.16	45%	2649	41%
<b>Marital Status</b>		0%		0%		0%
Married	14.97	74%	95.40	75%	4717	73%
Not married	5.21	26%	32.55	25%	1748	27%

Holidays 4+ nights - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Social Grade</b>						
AB	7.20	36%	45.71	36%	2507	39%
C1	5.87	29%	37.00	29%	1922	30%
C2	3.82	19%	24.24	19%	1102	17%
DE	3.30	16%	21.00	16%	934	14%
<b>Age</b>		0%		0%		0%
16-24	1.54	8%	9.80	8%	443	7%
25-34	2.52	12%	14.75	12%	748	12%
35-44	4.29	21%	27.00	21%	1201	19%
45-54	3.80	19%	24.04	19%	1335	21%
55-64	3.36	17%	21.01	16%	1280	20%
65+	4.69	23%	31.36	25%	1458	23%