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## History & Heritage and Domestic Tourism

### History & Heritage trips

In the following report we have focused on domestic trips involving history & heritage activities, defined as those where respondents said that they took part in at least one of the following activities during their overnight or day trip:

*Visiting a cathedral, church, abbey or other religious building*

*Visiting a historic house, stately home, palace*

*Visiting a castle/other historic site*

*Visiting a museum*

### Value to Domestic Tourism in England

In 2015, there were 14.85 million domestic overnight trips in England which involved history & heritage activities, 14% of the total, with spending of over £4 billion (21% of all spending on domestic overnight trips).

Also, there were 58 million day visits which involved history & heritage activities, 4% of all tourism day visits in England, with an associated spending just under £2.7 billion.

These are trips where this activity was undertaken at least once. A single trip can involve multiple activities and so this activity was not necessarily the main purpose.

The spend figures outlined in this topic paper relate to spending that took place during trips where visitors took part in history & heritage activities. However, this is not the spending attributable to (that is, motivated by) history & heritage activities. Spend attributable to the following activities is estimated at:

- £1.3Bn for visiting historic buildings among domestic visitors
- £400M for visiting a cathedral/ church among domestic visitors
- £1Bn for visiting museums/ art galleries among domestic visitors

For more information, please see our "Value of Activities" research: <https://www.visitbritain.org/visitor-activities>

	Total England	History & Heritage Activities trips	History & Heritage Activities trips (as % of total)
<b>Domestic Overnight Trips</b>			
Trips (millions)	102.73	14.85	14%
Spend (£ millions)	19,571	4,054	21%
<b>Day Visits</b>			
Trips (millions)	1,298	58	4%
Spend (£ millions)	46,422	2,690	6%

### Trip Type

#### Overnight Travel

Most history & heritage trips were taken on holiday, accounting for 66% of such trips taken, with visits to friends and relatives (VFR) trips accounting for another 28% of trips. These holidays are likely to be slightly longer than usual, with 33% of all trips involving a 4+ night holiday.



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	Total England	% of trips taken by all trip takers	History & Heritage Activities	% of trips involving History & Heritage Activities
<b>All Overnight Trips (millions)</b>	<b>102.73</b>	<b>100%</b>	<b>14.85</b>	<b>100%</b>
All Holidays	43.72	43%	9.75	66%
1-3 night holidays	29.18	28%	4.99	34%
4+ night holidays	14.55	14%	4.77	33%
Visiting Friends and Relatives	40.55	39%	4.16	28%
Business Travel	13.87	14%	0.47	3%

### History & Heritage Holiday Trips

Holidays involving history & heritage activities tend to be longer breaks than the average, typically lasting 4.25 nights, compared to 3.35 across all English trips on average.

Average spend on this type of break is more than 25% higher than the average (£313 vs £245) while average spend per day is very close to the national average (£74 vs £73).

Domestic Holidays	Total England	History & Heritage trips
Average spend per trip	£245	£313
Average spend per night	£73	£74
Average trip length (nights)	3.35	4.25

The main destinations for holidays involving history & heritage activities are large towns & cities (31%) and seaside (27%), although History & Heritage holidays are slightly less likely to take place in the seaside than the national average of holidays. The South West accounts for over a quarter of those domestic holidays whilst the North East is more likely to be part of these trips compared to the national average (6% vs. 3%).

These holidays attract a slightly older profile of holidaymakers. 39% of holiday makers who took part in History & Heritage activities during their domestic holidays were 55+ compared to 34% of holidaymakers being over 55.

These trips are more likely to be booked online (63% vs 53% of all holidays), with a slightly longer booking lead time (39% more than two months in advance, compared to 33% on average).

Age	% of trips taken by all trip takers	% of trips involving History & Heritage
16-34	24%	18%
35-54	42%	43%
55+	34%	39%



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Cont.	% of trips taken by all trip takers	% of trips involving History & Heritage
<b>Accommodation used</b>		
Serviced rented	48%	49%
Self-catering rented	33%	38%
<i>Camping / Caravanning</i>	23%	19%
<i>Other self-catering rented</i>	14%	21%
<b>Region visited</b>		
West Midlands	7%	6%
East of England	8%	7%
East Midlands	8%	6%
London	9%	11%
North West	15%	11%
North East	3%	6%
South East	14%	15%
South West	25%	28%
Yorkshire & the Humber	12%	15%
<b>Destination Type</b>		
Seaside	31%	27%
Large city/ large town	30%	31%
Small town	17%	22%
Countryside/ village	24%	25%
<b>Transport used</b>		
Public transport	17%	20%
Car	79%	77%
<b>When booked</b>		
More than six months before trip	7%	9%
Between 2 and 6 months before trip	26%	30%
About a month before trip	13%	15%
2-3 weeks before trip	12%	14%
In the week before trip	12%	12%
Same day / after setting off on trip	1%	1%
<b>How booked</b>		
Booked online	53%	63%
<i>On a laptop or desktop PC</i>	35%	47%
<i>On a smartphone</i>	5%	3%
<i>On a tablet</i>	10%	10%



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## Trends

The number of holidays involving History & Heritage activities has increased every year since 2011 with the exception of 2013. The average annual growth for this type of trip is stronger than for England holidays as a whole.

Number of domestic holidays Millions	Total England	Trips involving History & Heritage
2011	46.16	8.22
2012	45.99	8.71
2013	44.93	8.52
2014	40.74	9.38
2015	43.72	9.75
Annual average growth 2011-2015	-1%	2%