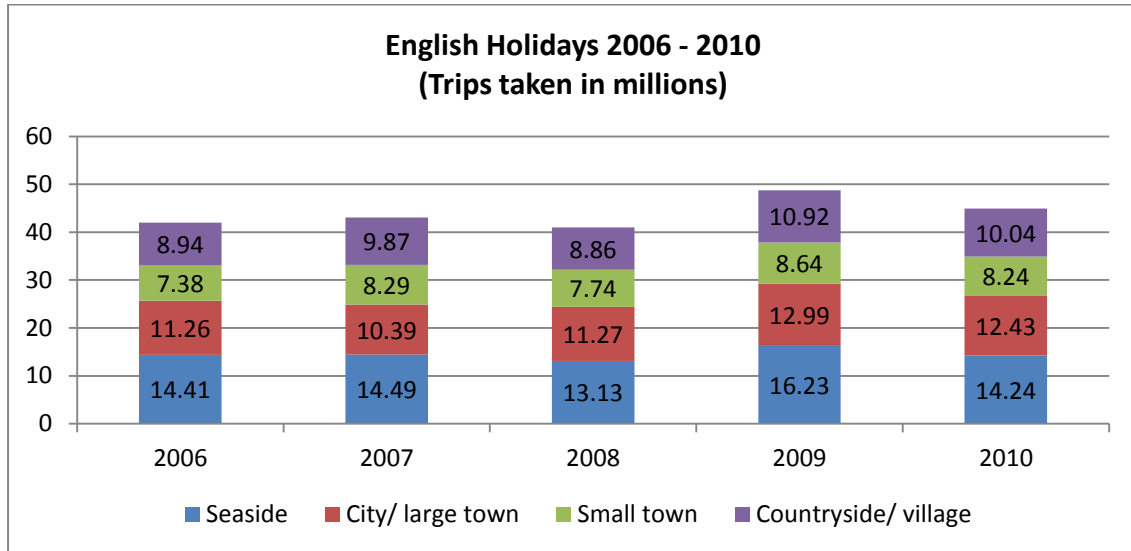


Holidays in Different Types of Destination

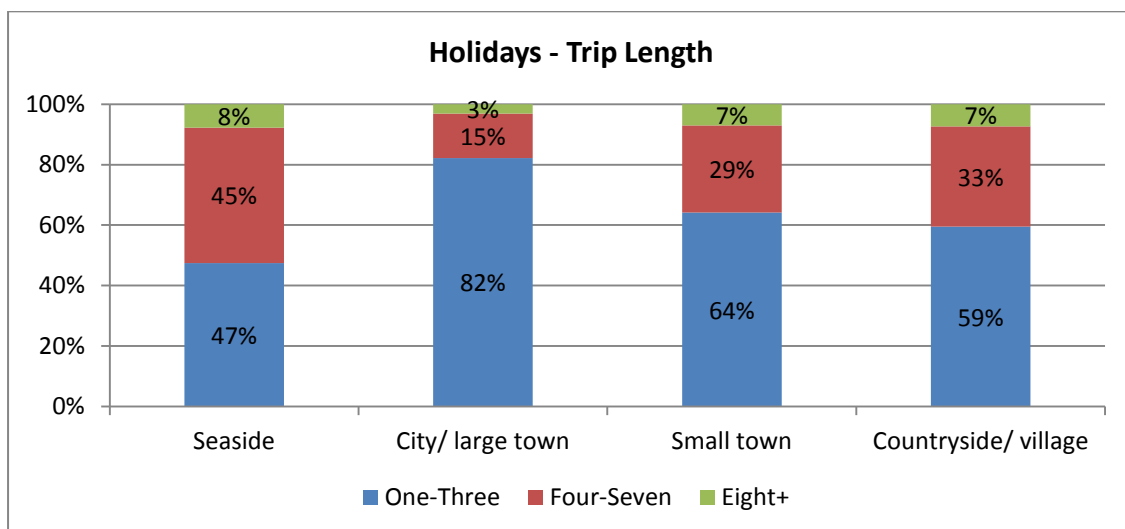
Holidays in England meet a wide range of needs, from the traditional seaside holiday to the short city break. The following analysis looks at differences in trends and trip profiles by the four destination types measured in the GB Tourism Survey – seaside, countryside, small town and city / large town.

1. Trends by Destination Type



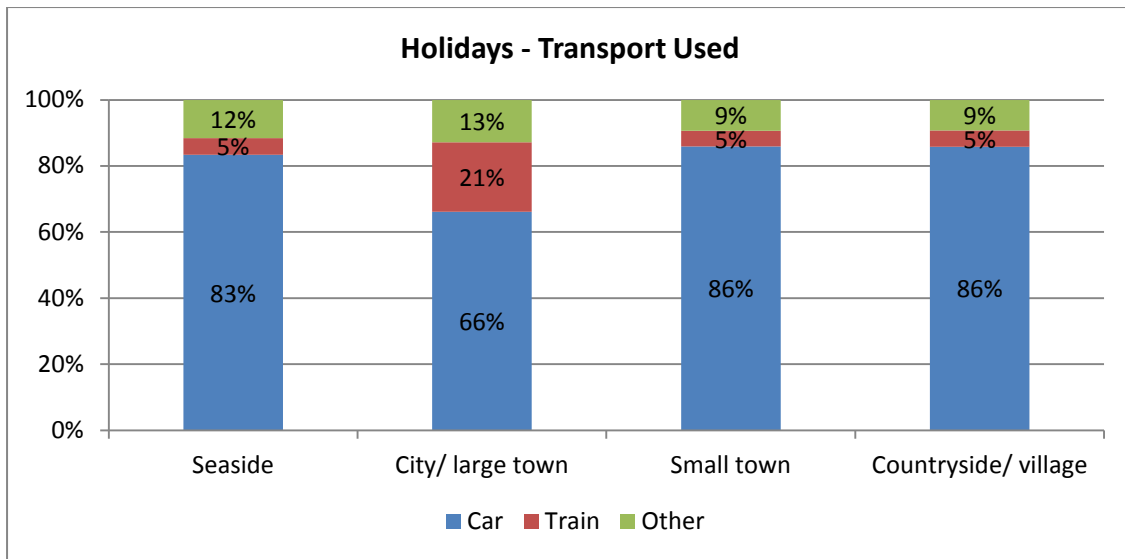
While seaside trips account for a larger share of holiday trips in England than any other destination type, the 14 million seaside holidays taken in 2010 made up just 32% of the total, down from 35% in 2006-7, and with trip numbers in 2010 slightly below pre-recession levels. In contrast, in 2010 city destinations were able to almost maintain the volume uplift generated in the “staycation” year of 2009, with over a million more trips taken than in any of the pre-recession years.

2. Trip Length



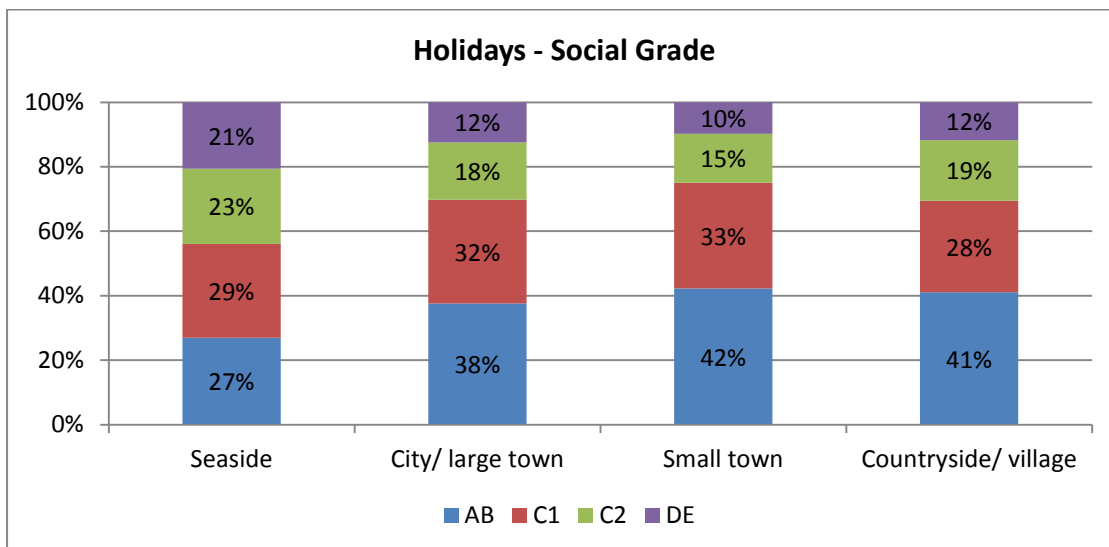
The majority of English holidays, some two thirds, are short breaks of 1-3 nights, though there are clear differences by destination type. At the seaside, the majority of trips taken are longer breaks of four or more nights, whereas short breaks make up over 80% of city holiday trips.

3. Transport used



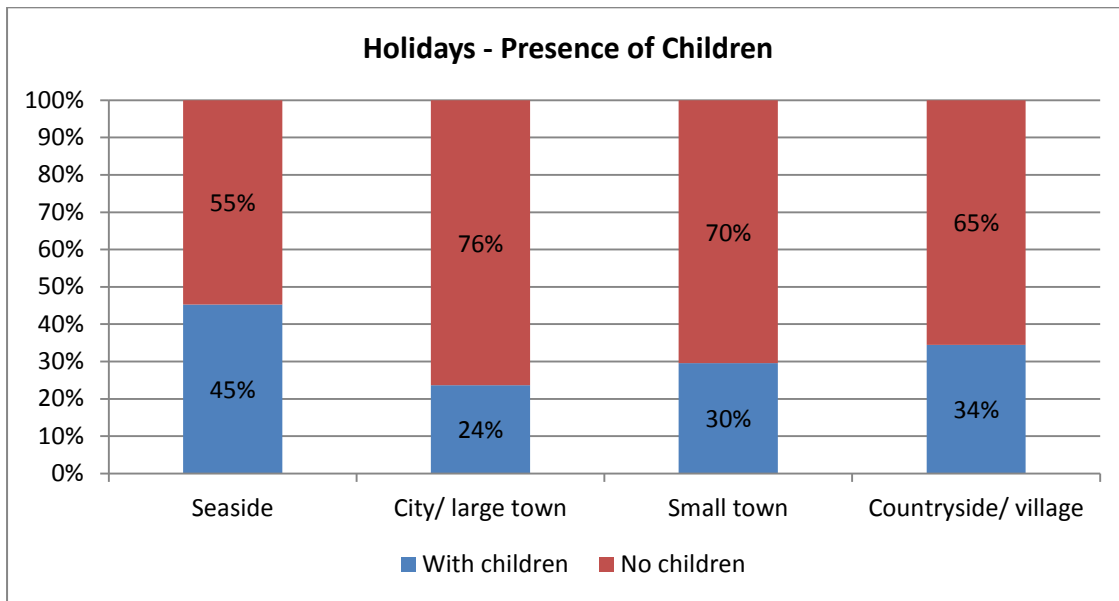
The car dominates across all holiday types. Not surprisingly, trips to the countryside, where there tend to be fewer public transport options, are most likely to be taken by car, while the incidence of public transport usage is far higher for city breaks.

4. Visitor Profile



Trips to countryside, city and small town destinations are broadly similar in profile by social grade, with four out of ten trips taken by the most affluent AB social grade, and around one in ten taken by the DE group.

In contrast, seaside trips reveal a very different visitor profile. Each of the four social grade groups accounts for around a quarter of trips taken – meaning that the share of AB visitors is much lower than for other destination types, and the share of C2DE visitors relatively higher.



The contrast between seaside destinations and others is also reflected in the relative importance of family trips to each destination type, with almost half of seaside holidays including children in the travelling group. This compares to one in three for countryside and small town trips (close to the population average percentage for households with children), and only 24% for city breaks.