



Live Sport and Domestic Tourism

Live Sport trips

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

Watching a live football match (not on TV)

Watching other live sport (not on TV)

Value to Domestic Tourism in England

In 2015, there were 2.57 million domestic overnight trips in England which involved watching live sport, 3% of the total, with spending of nearly £631 million (3% of all spending on domestic overnight trips).

Also, there were 55 million day visits which involved live sport, 4% of all tourism day visits in England, with an associated spending of nearly £2.2 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 watched live sports. However, this is not the spending attributable to (that is, motivated by) live sports. Spend attributable to live sport is estimated to be £3Bn among domestic visitors. For more information, please see our "Value of Activities" research: <https://www.visitbritain.org/visitor-activities>

	Total England	Live Sport trips	Live sport trips (as % of total)
Domestic Overnight Trips			
Trips (millions)	102.73	2.57	3%
Spend (£ millions)	19,571	631	3%
Day Visits			
Trips (millions)	1,298	55	4%
Spend (£ millions)	46,422	2,186	5%

Trip Type

Overnight Travel

Half of trips which involved watching live sports were taken on holiday (49% such trips taken), with visits to friends and relatives (VFR) trips accounting for another 39% of trips.



	Total England	% of trips taken by all trip takers	Watching Live Sport	% of trips involving watching live sport
All Overnight Trips (millions)	102.73	100%	2.57	100%
All Holidays	43.72	43%	1.26	49%
1-3 night holidays	29.18	28%	1.06	41%
4+ night holidays	14.55	14%	0.20	8%
Visiting Friends and Relatives	40.55	39%	0.99	39%
Business Travel	13.87	14%	0.18	7%

Watching Live Sports on Holiday Trips

Holidays involving live sport tend to be slightly longer breaks than the average, lasting 3.63 days on average.

Average spend on this type of break is higher than the average (£271 vs £245) while average spend per day is marginally higher than the national average (£75 vs £73).

Domestic Holidays	Total England	Live sports trips
Average spend per trip	£245	£271
Average spend per night	£73	£75
Average trip length (nights)	3.35	3.63

The main type of destination for watching live sports on holidays is overwhelmingly large towns or cities (61%). The North West accounts for over a quarter of those domestic holidays. These holidays are particularly popular with younger holiday makers. 30% of trips involving watching live sports are taken by 16-34 compared to 24% in average. Men are much more likely than on average to take part in this type of trip (60% vs 46% on average).

These holidays are slightly more likely to be taken by public transport (22% vs 17% of all trips), and these trips are more likely to be booked online (60% vs 53% of all holidays).

	% of trips taken by all trip takers	% of trips involving watching live sports
Age		
16-34	24%	30%
35-54	42%	45%
55+	34%	26%
Gender		
Male	46%	60%
Female	54%	40%
Accommodation used		
Serviced rented	48%	62%
Self-catering rented	33%	20%
<i>Camping / Caravanning</i>	23%	13%
<i>Other self-catering rented</i>	14%	9%



Cont.	% of trips taken by all trip takers	% of trips involving watching live sports
Region		
West Midlands	7%	6%
East of England	8%	9%
East Midlands	8%	10%
London	9%	13%
North West	15%	26%
North East	3%	5%
South East	14%	7%
South West	25%	10%
Yorkshire & the Humber	12%	13%
Destination Type		
Seaside	31%	16%
Large city/ large town	30%	61%
Small town	17%	11%
Countryside/ village	24%	14%
Transport used		
Public transport	17%	22%
Car	79%	72%
When booked		
More than six months before trip	7%	6%
Between 2 and 6 months before trip	26%	29%
About a month before trip	13%	15%
2-3 weeks before trip	12%	10%
In the week before trip	12%	13%
Same day / after setting off on trip	1%	0%
How booked		
Booked online	53%	60%
<i>On a laptop or desktop PC</i>	35%	33%
<i>On a smartphone</i>	5%	11%
<i>On a tablet</i>	10%	13%

Trends

The number of holidays involving live sports has increased everywhere since 2011 except for 2014. The average annual growth for this type of trip is much stronger than for England holidays as a whole. Major sporting events such as the Olympics and the Rugby World Cup appear to have had an effect on the number of trips.



Number of domestic holidays Millions	Total England	Trips involving watching live sports
2011	46.16	0.97
2012	45.99	1.16
2013	44.93	1.29
2014	40.74	1.12
2015	43.72	1.26
Annual average growth 2011-2015	-1%	5%