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## London and Domestic Tourism

### London

London has a population of 8.5 million, representing 16% of the total England population.

### Value to Domestic Tourism in England

In 2015, there were 12.9 million domestic overnight trips to London, 13% of the total of all trips to England. £3.1 billion was spent on these trips, 16% of the England total. There were 280 million day trips to London, which represents a higher proportion of all England trips than overnight – one in five day trips and a quarter of spend on day trips in England is to London.

	Total England	London trips	London trips (as % of total)
<b>Domestic Overnight Trips</b>			
Trips (millions)	102.73	12.94	13%
Spend (£ millions)	19,571	3,080	16%
<b>Day Visits</b>			
Trips (millions)	1,298	280	22%
Spend (£ millions)	46,422	11,571	25%

### Trip Type

#### Overnight Travel

Compared to the national profile, a lower proportion of trips to London are for holidays (32% compared to 43%) and a higher proportion for business (23% vs. 14%). Two in five trips (40%) are to visit friends and relatives, a similar proportion as for England as a whole.

	Total England	% of trips taken by all trip takers	London trips	% of London trips taken
<b>All Overnight Trips (millions)</b>	<b>102.73</b>	<b>100%</b>	<b>12.94</b>	<b>100%</b>
All Holidays	43.72	43%	4.11	32%
1-3 night holidays	29.18	28%	3.59	28%
4+ night holidays	14.55	14%	0.52	4%
Visiting Friends and Relatives	40.55	39%	5.15	40%
Business Travel	13.87	14%	3.04	23%



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## Day Trips

Day trips in London are less likely to be for a general day out (6% vs. 8%) than elsewhere in the country, but going on a night out (10% vs. 7%) or going out for entertainment (10% vs. 6%) is more popular in London than nationwide. Slightly fewer day trips in London are for visiting friends and relatives (22%) than across England as a whole (25%).

	Total England	% of trips taken by all trip takers	London trips	% of London trips taken
<b>All Day Trips, millions (selected activities)</b>	<b>1,298</b>	<b>100%</b>	<b>280</b>	<b>100%</b>
Visiting friends or family	327	25%	61	22%
Going out for a meal	134	10%	31	11%
Going on a night out	97	7%	28	10%
General day out	101	8%	17	6%
Going out for entertainment	81	6%	27	10%
Special shopping	88	7%	17	6%

## Holidays in London

Although holidays in London are shorter in duration than holidays to England overall, spending per night is around double the norm, resulting in a significantly higher spend per trip of £325 compared to a national average of £245.

Domestic Holidays	Total England	London trips
Average spend per trip	£245	£325
Average spend per night	£73	£135
Average trip length (nights)	3.35	2.41



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More than three-quarters (77%) of those visiting London stay in serviced accommodation, with only a small number using self-catering accommodation (3%). Public transport is the main form of transport for almost three in five visitors to London (57%) and a car for about two in five (42%) – a significant difference to holidays across the country as a whole, where cars are the main form of transport (79%).

Trips to London are more likely to be booked closer to the time of the trip, with 14% booked in the week before the trip (compared to 12% overall), although most of t trips were booked between 2 and 6 months in advance (27%). Trips to London are also more likely to be booked online (66% vs. 53%).

The age profile of those taking holiday trips to London is younger than for all domestic holidays, with seven in ten (73%) below the age of 55. Those taking holidays in London are also more likely to be in the more affluent social grades of AB (45% vs. 41%). Visitors to London come from across the country, with key source markets the South West (20%), South East (13%) and the East of England (13%).

Arts, culture and entertainment activities are much more popular on holidays to London than for England as a whole (39% vs. 15%). Visiting visitor attractions (37%) and history and heritage activities (26%) are also particularly popular. Perhaps unsurprisingly, activities undertaken on trips to London are less likely to involve outdoor activities than elsewhere.

	% of trips taken by all trip takers	% of London trips taken
<b>Accommodation used</b>		
Serviced rented	48%	77%
Self-catering rented	33%	3%
<i>Camping / Caravanning</i>	23%	1%
<i>Other self-catering rented</i>	14%	2%
<b>Transport used</b>		
Public transport	17%	57%
Car	79%	42%
<b>When booked</b>		
More than six months before trip	7%	2%
Between 2 and 6 months before trip	25%	27%
About a month before trip	13%	16%
2-3 weeks before trip	12%	14%
In the week before trip	12%	14%
Same day / after setting off on trip	1%	1%



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Cont.	% of trips taken by all trip takers	% of London trips taken
<b>How booked</b>		
Booked online	53%	66%
<i>On a laptop or desktop PC</i>	35%	43%
<i>On a smartphone</i>	5%	9%
<i>On a tablet</i>	10%	13%
<b>Age groups</b>		
16-34	24%	32%
35-54	42%	41%
55+	34%	27%
<b>Social grade</b>		
AB	41%	45%
C1	28%	28%
C2	18%	16%
DE	13%	11%
<b>Children in household</b>	37%	33%
<b>Region of origin</b>		
North East	6%	3%
Yorks & Humberside	12%	9%
East Midlands	10%	11%
East of England	8%	13%
London	7%	2%
South East (excluding London)	15%	13%
South West	13%	20%
West Midlands	10%	7%
North West	12%	11%
Scotland	3%	6%
Wales	4%	5%



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Cont.	% of trips taken by all trip takers	% of London trips taken
<b>Activities undertaken</b>		
History & heritage	22%	26%
Arts, culture & entertainment	15%	39%
Visitor Attractions	33%	37%
Parks and Gardens	13%	7%
Events, festivals and exhibitions	12%	19%
Outdoor activities (including long walks)	47%	32%
Outdoor activities (excluding long walks)	39%	28%
Visited beach	20%	0%
Special shopping	5%	6%
Live sport	3%	4%
Special personal event	3%	3%

## Trends

On average, trips to London have increased 3% for each year since 2008, slight higher than in the rest of the country.

Number of domestic holidays Millions	Total England	London trips
2008	39.75	3.66
2009	47.01	3.56
2010	43.54	4.02
2011	46.16	3.70
2012	45.99	4.17
2013	44.93	3.80
2014	40.74	3.24
2015	43.72	4.11
Annual average growth 2008-2015	2%	3%



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## Appendix

### Sub-Regional Volume and Value – Domestic Overnight Tourism - 3-year averages 2013 - 2015

#### London Local Authorities

**Note:** In the GBTS questionnaire, respondents are asked which London borough they stayed in. It is likely that many visitors to London are unfamiliar with the exact borders of the boroughs, particularly in central London, and so for a proportion of trips attributed to “City of London” or “Westminster,” the accommodation used will in fact have been in other boroughs. The list below represents responses as provided by respondents, without any additional verification.

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
<b>England</b>	<b>99028</b>	<b>289850</b>	<b>18788</b>	<b>43127</b>	<b>144492</b>	<b>10411</b>
City of London	2278	5196	687	939	2423	304
Lambeth	406	1099	67	84	277	24
Newham	97	223	13	27	66	5
Southwark	318	605	59	86	159	30
Westminster City of	1130	2156	409	497	1003	219
Camden	575	1277	134	169	368	51
Hackney	190	484	30	35	134	8
Hammersmith and Fulham	160	327	33	38	67	15
Haringey	133	278	23	21	65	5
Islington	234	491	56	87	169	27
Kensington and Chelsea	580	1218	212	244	440	109
Lewisham	141	279	10	9	21	2
Tower Hamlets	189	411	56	45	112	14
Wandsworth	776	1822	195	245	540	82
Barking and Dagenham	123	341	32	21	86	5
Bromley	369	883	27	43	87	4
Croydon	257	596	45	39	138	7
Ealing	296	569	44	56	144	17
Greenwich	383	803	82	118	204	39
Harrow	169	464	25	15	20	3



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Cont.	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
Havering	102	304	11	21	40	2
Hillingdon	277	554	65	47	85	10
Hounslow	392	682	79	114	199	16
Kingston upon Thames	179	467	34	57	111	12
Merton	191	569	28	50	132	9
Waltham Forest	122	262	11	13	21	2
Barnet	209	443	30	55	152	8
Bexley	155	336	13	5	7	0
Brent	153	353	22	39	58	8
Enfield	139	303	21	4	21	1
Redbridge	105	294	11	10	12	2
Richmond upon Thames	319	772	59	80	206	21
Sutton	104	205	12	5	8	1
<b>London</b>	<b>12206</b>	<b>27317</b>	<b>2921</b>	<b>3715</b>	<b>8460</b>	<b>1,206</b>