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North East England and Domestic Tourism

North East England

The North East comprises the counties of Northumberland, County Durham, Tyne & Wear, and the Tees Valley. It has a population of 2.6 million, representing 5% of the total England population, the smallest English region in population terms.

Value to Domestic Tourism in England

The North East represents the lowest proportion of all English regions for domestic trips, 4% of overnight trips and spending, and 4% of volume and spending for day visits. Nonetheless, in 2015, there were 3.8 million overnight trips to the region, with spending on these trips of £710 million, and 57 million day trips with £2.1 billion in spend.

	Total England	North East trips	North East trips (as % of total)
Domestic Overnight Trips			
Trips (millions)	102.73	3.84	4%
Spend (£ millions)	19,571	710	4%
Day Visits			
Trips (millions)	1,298	57	4%
Spend (£ millions)	46,422	2,053	4%



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Trip Type

Overnight Travel

While 38% of trips to the North East are holidays, which is less than the national average (43%), the holidays taken tend to be longer in duration (16% holiday trips 4+ nights compared to 14% England average).

The proportion of trips taken to the North East that are visits to friends and relatives (44%) are higher than the national average (39%). For business travel, trips to the North East (14%) is in line with the England overall level.

	Total England	% of trips taken by all trip takers	North East trips	% of North East trips taken
All Overnight Trips (millions)	102.73	100%	3.84	100%
All Holidays	43.72	43%	1.47	38%
1-3 night holidays	29.18	28%	0.88	23%
4+ night holidays	14.55	14%	0.59	16%
Visiting Friends and Relatives	40.55	39%	1.69	44%
Business Travel	13.87	14%	0.53	14%

Day Trips

While 23% of the day trips to the North East are for visiting friends or family, it is lower than the England overall level (25%). Going out for a meal (11%) and a night out (12%) are relatively more important to the North East than for day trips in the country as a whole (10% and 7% respectively). The proportion of day trips involving outdoor activities in North East is on par with national level (7%).

	Total England	% of trips taken by all trip takers	North East trips	% of North East trips taken
All Day Trips, millions (selected activities)	1,298	100%	57	100%
Visiting friends or family	327	25%	13	23%
Going out for a meal	134	10%	6	11%
Going on a night out	97	7%	7	12%
General day out	101	8%	4	7%
Special shopping	88	7%	3	5%
Going to visitor attractions	65	5%	2	4%
Undertaking outdoor activities	96	7%	4	7%



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Holidays in North East England

The average trip length to the North East is very similar as for England (3.35 vs. 3.32). However, the average spend per night in the North Easter is lower than the national average by £8 per night, resulting in a lower average spend per trip.

Domestic Holidays	Total England	North East trips
Average spend per trip	£245	£217
Average spend per night	£73	£65
Average trip length (nights)	3.35	3.32

Over one-thirds (33%) of holidays to the North East are to countryside/village, compared to 24% of all holidays in England. Visits to small towns in particular are popular, with 24% of holidays in the North East compared to 17% on average.

Serviced accommodation makes up the same proportion of trips in the North East as in England (48%). Self-catering rented accommodation (non-camping/caravan type - including self-catering flat/apartment/house/cottage/holiday camp etc.) has proved particularly popular (20% vs. 14%), which was used more often than the national average. Trips to the North East are also more likely to be booked over a month prior to the trip than holidays on average.

Compared to the national profile, those visiting the North East for a holiday are more likely to be empty nesters who are aged 55+ (46% vs. 34%), in the more affluent AB social grade (48% vs. 41%), and without having children at home. Almost one-third of holiday trips (29%) taken in the North East are by those local to the area. Other key domestic source markets are Yorkshire (22% of holidays), the North West (16%).

Visitors to the North East are more likely to engage in history and heritage activities (37% vs. 22%), visiting visitor attractions (37% vs. 33%) or parks and gardens (22% vs. 13%) than the average of holidays across England (see tables overleaf).



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	% of trips taken by all trip takers	% of North East trips taken
Destination Type		
Seaside	31%	20%
Large city/ large town	30%	31%
Small town	17%	24%
Countryside/ village	24%	33%
Accommodation used		
Serviced rented	48%	48%
Self-catering rented	33%	32%
<i>Camping / Caravanning</i>	23%	18%
<i>Other self-catering rented</i>	14%	20%
Transport used		
Public transport	17%	12%
Car	79%	82%
When booked		
More than six months before trip	7%	3%
Between 2 and 6 months before trip	25%	28%
About a month before trip	13%	14%
2-3 weeks before trip	12%	10%
In the week before trip	12%	10%
Same day / after setting off on trip	1%	1%
How booked		
Booked online	53%	52%
<i>On a laptop or desktop PC</i>	35%	32%
<i>On a smartphone</i>	5%	3%
<i>On a tablet</i>	10%	11%
Age groups		
16-34	24%	15%
35-54	42%	39%
55+	34%	46%
Social grade		
AB	41%	48%
C1	28%	22%
C2	18%	19%
DE	13%	11%
Children in household	37%	29%
Cont.		



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Region of origin		
North East	6%	29%
Yorks & Humberside	12%	22%
East Midlands	10%	9%
East of England	8%	7%
London	7%	1%
South East (excluding London)	15%	2%
South West	13%	1%
West Midlands	10%	5%
North West	12%	16%
Scotland	3%	6%
Wales	4%	3%
Activities undertaken		
History & heritage	22%	37%
Arts, culture & entertainment	15%	12%
Visitor Attractions	33%	37%
Parks and Gardens	13%	22%
Events, festivals and exhibitions	12%	7%
Outdoor activities (including long walks)	47%	46%
Outdoor activities (excluding long walks)	39%	42%
Visited beach	20%	17%
Special shopping	5%	6%
Live sport	3%	4%
Special personal event	3%	3%



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Trends

The number of holidays taken in the North East has decreased in recent years, leaving an annual average change of -1% when considered over the period 2008 – 2015, below the national average of +2%.

Number of domestic holidays Millions	Total England	North East trips
2008	39.75	1.65
2009	47.01	1.52
2010	43.54	1.52
2011	46.16	1.82
2012	45.99	2.02
2013	44.93	1.75
2014	40.74	1.54
2015	43.72	1.47
Annual average growth 2008-2015	2%	-1%



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Appendix

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

North East Counties

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
England	99028	289850	18788	43127	144492	10411
Northumberland	1096	3889	236	787	2995	189
Durham	831	2233	111	312	928	49
Tyne and Wear	1489	3685	282	411	966	92
Tees Valley	434	1190	63	100	311	16

North East Local Authorities

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
England	99028	289850	18788	43127	144492	10411
Northumberland	1096	3889	236	787	2995	189
Darlington	209	506	28	61	165	10
County Durham	619	1690	82	252	763	39
Durham	831	2233	111	312	928	49
Gateshead	62	145	9	11	16	1
Newcastle upon Tyne	1158	2864	237	346	819	81
North Tyneside	92	227	12	24	64	5
South Tyneside	42	112	5	9	29	1
Sunderland	140	336	20	22	38	3
Tyne and Wear	1489	3685	282	411	966	92
Middlesbrough	117	369	19	18	32	6
Redcar and Cleveland	96	273	12	32	104	4
Hartlepool	139	304	23	35	96	2
Stockton-on-Tees	99	244	8	32	79	4
Tees Valley	434	1190	63	100	311	16