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North West England and Domestic Tourism

North West England

North West England comprises the counties Cumbria, Lancashire, Greater Manchester, Merseyside and Cheshire. It has a population of just over 7 million, representing 13% of the total population of England.

Value to Domestic Tourism in England

In 2015, there were 13.55 million domestic overnight trips to the North West, with associated spending of £2.6bn, representing 13% of the English total. 159 million tourism day visits are taken to the region, worth £5.8 billion, equating to 12% of England's day visit market.

	Total England	North West trips	North West trips (as % of total)
Domestic Overnight Trips			
Trips (millions)	102.73	13.55	13%
Spend (£ millions)	19,571	2,554	13%
Day Visits			
Trips (millions)	1,298	159	12%
Spend (£ millions)	46,422	5,776	12%



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Trip Type

Overnight Travel

Almost half of overnight trips to the North West are taken as holidays (49%) – a higher proportion than the national average (43%). This is mainly due to the greater significance of short breaks of 1-3 nights, which account for more than a third (35%) of all overnight trips to the region, though the 1.9 million longer holidays taken each year are also an important part of the market.

13% of all trips are for business purposes, which is similar with the national average (14%), whereas the VFR market is relatively less important to the North West (33%) than other parts of England (39%), representing just about a third of the domestic market.

	Total England	% of trips taken by all trip takers	North West trips	% of North West trips taken
All Overnight Trips (millions)	102.73	100%	13.55	100%
All Holidays	43.72	43%	6.66	49%
<i>1-3 night holidays</i>	<i>29.18</i>	<i>28%</i>	<i>4.81</i>	<i>35%</i>
<i>4+ night holidays</i>	<i>14.55</i>	<i>14%</i>	<i>1.85</i>	<i>14%</i>
Visiting Friends and Relatives	40.55	39%	4.47	33%
Business Travel	13.87	14%	1.75	13%



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Day Trips

About one in four day trips in the North West is for the purpose of visiting friends and family, which is in line with national average. Going out for a meal, nights out, general day out, special shopping and outdoor activities are slightly more important to the region than for the country as a whole.

	Total England	% of trips taken by all trip takers	North West trips	% of North West trips taken
All Day Trips, millions (selected activities)	1,298	100%	159	100%
Visiting friends or family	327	25%	38	24%
Going out for a meal	134	10%	19	12%
Going on a night out	97	7%	13	8%
General day out	101	8%	14	9%
Undertaking outdoor activities	96	7%	13	8%
Special shopping	88	7%	13	8%
Going out for entertainment	81	6%	9	6%
Watching live sporting events	55	4%	7	4%

Holidays in the North West

The importance of short breaks to the region is seen in the lower than average trip length, with holiday visitors staying on average for 2.91 nights, compared to a national figure of 3.35.

While the total spend per trip on a domestic holiday break in the region is lower than the average (£225 vs £245), spend per night is higher (£77 vs £73).

Domestic Holidays	Total England	North West trips
Average spend per trip	£245	£225
Average spend per night	£73	£77
Average trip length (nights)	3.35	2.91



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Rural tourism and city breaks represent a similar share of holidays in the North West, with each accounting for about one in three trips, a higher proportion than the national average.

Over half of the holidays to the region are spent in serviced accommodation (vs. 48% nationally) and North West holidays are slightly more likely to be booked closer to the time of travel. Compared to the national profile, visitors to the North West are more likely to be aged 35-54 (45% vs 42%). One in three holiday visitors is resident in the region, with neighbouring Yorkshire (14%) , North East (10%) and West Midlands (10%) are also important source markets.

Visitors to the region have a slightly higher propensity to take part in outdoor activities, as well as for live sports. However, history & heritage, visiting beach, attractions, parks and gardens, or attending events/festivals are less likely to feature as part of a North West holiday than they are elsewhere in the country.

	% of trips taken by all trip takers	% of North West trips taken
Destination Type		
Seaside	31%	22%
Large city/ large town	30%	32%
Small town	17%	18%
Countryside/ village	24%	33%
Accommodation used		
Serviced rented	48%	55%
Self-catering rented	33%	30%
<i>Camping / Caravanning</i>	23%	21%
<i>Other self-catering rented</i>	14%	14%
Transport used		
Public transport	17%	14%
Car	79%	82%
When booked		
More than six months before trip	7%	8%
Between 2 and 6 months before trip	25%	24%
About a month before trip	13%	14%
2-3 weeks before trip	12%	12%
In the week before trip	12%	13%
Same day / after setting off on trip	1%	1%
Cont.	% of trips taken by all trip takers	% of North West trips taken



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How booked		
Booked online	53%	54%
<i>On a laptop or desktop PC</i>	35%	34%
<i>On a smartphone</i>	5%	7%
<i>On a tablet</i>	10%	10%
Age groups		
16-34	24%	23%
35-54	42%	45%
55+	34%	32%
Social grade		
AB	41%	41%
C1	28%	27%
C2	18%	19%
DE	13%	13%
Children in household	37%	39%
Region of origin		
North East	6%	10%
Yorks & Humberside	12%	14%
East Midlands	10%	7%
East of England	8%	3%
London	7%	3%
South East (excluding London)	15%	5%
South West	13%	4%
West Midlands	10%	10%
North West	12%	34%
Scotland	3%	6%
Wales	4%	3%



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Cont.	% of trips taken by all trip takers	% of North West trips taken
Activities undertaken		
History & heritage	22%	15%
Arts, culture & entertainment	15%	14%
Visitor Attractions	33%	28%
Parks and Gardens	13%	10%
Events, festivals and exhibitions	12%	10%
Outdoor activities (including long walks)	47%	48%
Outdoor activities (excluding long walks)	39%	38%
Visited beach	20%	7%
Special shopping	5%	5%
Live sport	3%	5%
Special personal event	3%	3%

Trends

Since 2008, holiday trip volumes to the North West have grown at an average rate of 1% per year, half of the national average.

Number of domestic holidays Millions	Total England	North West trips
2008	39.75	6.26
2009	47.01	7.46
2010	43.54	6.75
2011	46.16	7.30
2012	45.99	7.16
2013	44.93	7.14
2014	40.74	6.81
2015	43.72	6.66
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 West 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
Greater Manchester	3525	7538	631	1065	1867	244
Merseyside	2010	4801	347	850	1801	182
Cheshire	1629	3536	251	660	1299	113
Cumbria	3457	11788	737	2605	9328	613
Lancashire	2890	8456	519	1711	5219	358

North West 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
Bolton	164	347	18	25	41	2
Bury	74	208	9	8	23	2
Manchester	2551	5238	509	885	1506	207
Oldham	73	163	11	8	10	1
Rochdale	70	135	7	12	26	4
Salford	181	351	30	56	105	13
Stockport	139	347	16	23	57	3
Tameside	41	96	7	4	4	2
Trafford	109	351	13	24	47	6
Wigan	138	302	13	23	47	4
Greater Manchester	3525	7538	631	1065	1867	244
Knowsley	7	42	1	0	0	0



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Cont.	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
Liverpool	1406	3162	271	598	1115	142
Sefton	357	967	52	216	595	34
St. Helens	73	184	8	4	4	1
Wirral	167	445	15	31	87	6
Merseyside	2010	4801	347	850	1801	182
Cheshire East	452	976	53	161	275	18
Cheshire West and Chester	890	1866	149	432	852	83
Halton	82	206	13	16	37	3
Warrington	204	433	34	55	109	8
Cheshire	1629	3536	251	660	1299	113
Allerdale	752	2560	150	539	1933	123
Barrow-in-Furness	69	212	26	14	42	2
Carlisle	241	529	32	130	273	20
Copeland	197	639	31	125	427	21
Eden	575	2146	128	453	1718	112
South Lakeland	1577	5344	344	1305	4665	313
Cumbria	3457	11788	737	2605	9328	613
Blackburn with Darwen	67	115	9	21	33	5
Blackpool	1336	3975	282	1086	3279	240
Burnley	70	201	10	10	18	2
Chorley	103	187	14	13	29	3
Fylde	157	481	38	114	364	33
Hyndburn	10	69	2	2	4	0
Lancaster	466	1707	73	236	849	41
Pendle	54	117	6	9	31	2
Preston	219	484	30	41	87	5
Ribble Valley	126	340	24	69	207	12
Rosendale	40	114	5	3	3	0
South Ribble	29	43	3	8	13	1
West Lancashire	58	167	4	26	64	2
Wyre	157	451	20	70	232	11
Lancashire	2890	8456	519	1711	5219	358