



## Origin and Destination of Holiday Trips to England

The table below shows the distribution of holiday trips (millions) in England by region of residence and the region visited.

Holiday trips (millions)		Region Visited								
Region of residence	All trips to England	North East	Yorks & Humber	East Midlands	East of England	London	South East	South West	West Midlands	North West
GB	40.74	1.54	4.83	2.84	3.66	3.24	6.14	9.52	2.7	6.81
<b>England</b>	<b>37.48</b>	<b>1.36</b>	<b>4.54</b>	<b>2.74</b>	<b>3.55</b>	<b>2.71</b>	<b>5.93</b>	<b>8.7</b>	<b>2.46</b>	<b>5.95</b>
North East	2.35	0.39	0.58	0.14	0.09	0.15	0.07	0.09	0.12	0.72
Yorks & Humber	5.3	0.33	1.82	0.68	0.29	0.47	0.39	0.35	0.18	0.91
East Midlands	3.61	0.04	0.53	0.84	0.52	0.27	0.37	0.51	0.23	0.35
East of England	3.69	0.08	0.24	0.23	1.11	0.2	0.7	0.67	0.27	0.26
London	2.9	0.05	0.2	0.09	0.46	0.1	0.87	0.82	0.14	0.27
South East	6.26	0.09	0.18	0.23	0.58	0.5	2.3	1.9	0.24	0.31
South West	4.28	0.06	0.13	0.09	0.15	0.29	0.45	2.63	0.26	0.25
West Midlands	3.94	0.07	0.21	0.27	0.20	0.3	0.49	1.22	0.65	0.57
North West	5.16	0.25	0.65	0.17	0.16	0.43	0.29	0.51	0.36	2.32
Scotland	1.38	0.16	0.2	0.05	0.07	0.22	0.06	0.07	0.09	0.53
Wales	1.88	0.01	0.09	0.05	0.04	0.32	0.15	0.75	0.16	0.33

### How to read this table

In 2014, 1.54 million holiday trips were taken to North East England. Of these, 0.39 million trips were taken by residents of the North East, 0.33 million by residents of Yorkshire & Humberside, and so on. Source: GBTS



The same data can be expressed in percentage form to give a clearer overview of the most important source markets for each region.

This shows that for all areas of the country except London, the greatest share of holiday visitors come from within the same region. Local visitors are particularly important for Yorkshire and the South East, where they account for almost 4 in 10 holiday trips. Neighbouring regions are also important – in the North East and East Midlands, for example, over one in five holiday trips are taken by residents of neighbouring Yorkshire.

Holiday trips (millions)		Regions Visited								
Region of residence	All trips to England	North East	Yorks & Humber	East Midlands	East of England	London	South East	South West	West Midlands	North West
<b>England</b>	<b>92%</b>	<b>88%</b>	<b>94%</b>	<b>96%</b>	<b>97%</b>	<b>84%</b>	<b>97%</b>	<b>91%</b>	<b>91%</b>	<b>87%</b>
North East	6%	25%	12%	5%	2%	5%	1%	1%	4%	11%
Yorks & Humber	13%	21%	38%	24%	8%	15%	6%	4%	7%	13%
East Midlands	9%	3%	11%	30%	14%	8%	6%	5%	9%	5%
East of England	9%	5%	5%	8%	30%	6%	11%	7%	10%	4%
London	7%	3%	4%	3%	13%	3%	14%	9%	5%	4%
South East	15%	6%	4%	8%	16%	15%	37%	20%	9%	5%
South West	11%	4%	3%	3%	4%	9%	7%	28%	10%	4%
West Midlands	10%	5%	4%	10%	5%	9%	8%	13%	24%	8%
North West	13%	16%	13%	6%	4%	13%	5%	5%	13%	34%
Scotland	3%	10%	4%	2%	2%	7%	1%	1%	3%	8%
Wales	5%	1%	2%	2%	1%	10%	2%	8%	6%	5%

*How to read this table*

*In 2014, 25% of holiday trips to the North East were taken by North east residents. 21% of holidays in the North East were taken by Yorkshire residents, 3% by East Midlands residents, and so on. Source: GBTS*



The table can be reversed to give a better understanding of the holiday habits of regional residents.

Again, the importance of local populations to each region’s tourism industry is clear – but the extent of this varies by region.

Residents of the South West are most loyal to their own tourism destinations, taking 61% of all their English holidays within their own region, followed by the North West, where 45% of trips taken by the region’s residents are close to home.

As might be expected, London residents tend to travel outside the capital for their holidays – mainly to the South West or South East, with the West Midlands and North East also taking a greater proportion of trips in neighbouring parts of the country than within their own borders.

Holiday trips (millions)		Region of residence										
Region Visited	All trips to England	North East	Yorks & Humberside	East Midlands	East of England	London	South East	South West	West Midlands	North West	Scotland	Wales
North East	4%	17%	6%	1%	2%	2%	1%	1%	2%	5%	12%	1%
Yorks & Humber	12%	25%	34%	15%	7%	7%	3%	3%	5%	13%	14%	5%
East Midlands	7%	6%	13%	23%	6%	3%	4%	2%	7%	3%	4%	3%
East of England	9%	4%	5%	14%	30%	16%	9%	4%	5%	3%	5%	2%
London	8%	6%	9%	7%	5%	3%	8%	7%	8%	8%	16%	17%
South East	15%	3%	7%	10%	19%	30%	37%	11%	12%	6%	4%	8%
South West	23%	4%	7%	14%	18%	28%	30%	61%	31%	10%	5%	40%
West Midlands	7%	5%	3%	6%	7%	5%	4%	6%	16%	7%	7%	9%
North West	17%	31%	17%	10%	7%	9%	5%	6%	14%	45%	38%	18%

*How to read this table*

*In 2014, 17% of holiday trips taken by North East residents were within their own region. 25% of trips taken by North East residents were to Yorkshire, 6% to the East Midlands, and so on. Source: GBTS*