

Parks & Gardens and Domestic Tourism

Trips Including Visits to Parks & Gardens

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

Visiting a country park

Visiting a garden

Value to Domestic Tourism in England

In 2015, there were 9.49 million domestic overnight trips in England which involved visiting parks & gardens, 9% of the total, with spending of nearly £2.5 billion (12% of all spending on domestic overnight trips).

Also, there were 57 million day visits which involved visiting parks & gardens, 4% of all tourism day visits in England, with an associated spending of over £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 visited parks and gardens. However, this is not the spending attributable to (that is, motivated by) parks and gardens. Spend attributable to parks and gardens is estimated at £625M among domestic visitors. For more information, please see our “Value of Activities” research:

<https://www.visitbritain.org/visitor-activities>

	Total England	Trips including Parks & Gardens	Trips including Parks & Gardens (as % of total)
Domestic Overnight Trips			
Trips (millions)	102.73	9.49	9%
Spend (£ millions)	19,571	2,438	12%
Day Visits			
Trips (millions)	1,298	57	4%
Spend (£ millions)	46,422	2,045	4%

Trip Type

Overnight Travel

Nearly 60% of trips involving visiting parks and gardens activities were taken on holiday (59% of such trips taken), with visits to friends and relatives (VFR) trips accounting for another 36% of trips. Only 2% of trips including a visit to parks & gardens were business trips.



	Total England	% of trips taken by all trip takers	Trips including Parks & Gardens	% of trips involving visiting parks & gardens
All Overnight Trips (millions)	102.73	100%	9.49	100%
All Holidays	43.72	43%	5.61	59%
1-3 night holidays	29.18	28%	2.48	26%
4+ night holidays	14.55	14%	3.12	33%
Visiting Friends and Relatives	40.55	39%	3.4	36%
Business Travel	13.87	14%	0.21	2%

Parks & Gardens Activities on Holiday Trips

Holidays involving visiting parks & gardens tend to be about a day longer than the average, lasting nearly 5 days average.

Total spend on this type of break is higher than the average (£312 vs £245) while average spend per day is lower than the national average (£67 vs £73).

Domestic Holidays	Total England	Trips including Parks & Gardens
Average spend per trip	£245	£312
Average spend per night	£73	£67
Average trip length (nights)	3.35	4.67

The main destination type for visiting parks & gardens on holidays is countryside destinations (35% of such trips), followed by seaside (29%). The South West accounts for nearly a third of those domestic holidays.

These holidays are just as likely to be taken by car than the average (80% vs 79% of all trips), but these trips are less likely to be booked online (50% vs 53% of all holidays), with a slightly longer booking lead time (37% more than two months in advance, compared to 33% on average).

	% of trips taken by all trip takers	% of trips involving parks & gardens
Age		
16-34	24%	21%
35-54	42%	46%
55+	34%	33%
Accommodation used		
Serviced rented	48%	36%
Self-catering rented	33%	47%
<i>Camping / Caravanning</i>	23%	27%



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<i>Other self-catering rented</i>	14%	23%
Cont.	% of trips taken by all trip takers	% of trips involving parks & gardens
Region visited		
West Midlands	7%	7%
East of England	8%	9%
East Midlands	8%	6%
London	9%	5%
North West	15%	12%
North East	3%	6%
South East	14%	16%
South West	25%	31%
Yorkshire & the Humber	12%	10%
Destination Type		
Seaside	31%	29%
Large city/ large town	30%	21%
Small town	17%	19%
Countryside/ village	24%	35%
Transport used		
Public transport	17%	15%
Car	79%	80%
When booked		
More than six months before trip	7%	8%
Between 2 and 6 months before trip	26%	29%
About a month before trip	13%	12%
2-3 weeks before trip	12%	11%
In the week before trip	12%	11%
Same day / after setting off on trip	1%	0%
How booked		
Booked online	53%	50%
<i>On a laptop or desktop PC</i>	35%	37%
<i>On a smartphone</i>	5%	4%
<i>On a tablet</i>	10%	10%

Trends

The number of holidays involving visiting parks & gardens has increased every year since 2011 except for 2013. Although the levels of yearly growth have varied over the last 5 years, the average annual growth for this type of trip is higher than for England holidays as a whole.



Number of domestic holidays Millions	Total England	Trips including Parks & Gardens
2011	46.16	4.97
2012	45.99	5.35
2013	44.93	4.92
2014	40.74	5.61
2015	43.72	5.61
Annual average growth 2011-2015	-1%	2%