



## Domestic Seaside Tourism

### Seaside trips

This report focuses on domestic overnight trips to the seaside in England in 2014.

### Value to Domestic Tourism in England

In 2014, there were 17.64 million trips to the seaside on domestic overnight trips in England, 19% of the total, with spend at £3.9 billion (21% of all spending on domestic overnight trips). There were also 116 million tourism day trips involving a trip to the seaside – or 9% of the total – with associated spending of £4 billion (9% of all spending on day visits).

	Total England	Seaside trips	Seaside trips (as % of total)
<b>Domestic Overnight Trips</b>			
Trips (millions)	92.61	17.64	19%
Spend (£ millions)	18,085	3,860	21%
<b>Day Visits</b>			
Trips (millions)	1,345	116	9%
Spend (£ millions)	45,101	3,980	9%



## Trip Type

### Overnight Travel

Holidays are the highest volume trip purpose for seaside trips, accounting for 73% of trips taken, while visits to friends and relatives (VFR) trips account for 21% of trips.

	Total England	% of trips taken by all trip takers	Seaside trips	% of seaside trips taken
<b>All Overnight Trips (millions)</b>	<b>92.61</b>	<b>100%</b>	<b>17.64</b>	<b>100%</b>
All Holidays	40.74	44%	12.89	73%
1-3 night holidays	26.47	29%	6.37	36%
4+ night holidays	14.27	15%	6.53	37%
Visiting Friends and Relatives	35.91	39%	3.76	21%
Business Travel	13.55	15%	0.69	4%

### Day Trips

The profile of seaside trips is very different to the England average, with seaside trips more likely to involve a 'general day out' (20% vs 8%) or outdoor activities (14% vs 7%). They are less likely than average to involve visiting friends or family, nights out or going out for entertainment.

	Total England	% of trips taken by all trip takers	Seaside trips	% of seaside trips taken
<b>All day trips, millions (selected activities)</b>	<b>1,345</b>	<b>100%</b>	<b>116</b>	<b>100%</b>
Visiting friends or family	313	23%	19	17%
Going out for a meal	131	10%	9	8%
Going on a night out	113	8%	5	4%
Undertaking outdoor activities	100	7%	16	14%
General day out	109	8%	23	20%
Going out for entertainment	84	6%	3	2%

### Seaside holidays in England

Domestic holidays to the seaside last longer than the average trip length, at 4.05 nights, compared to 3.37 nights across all English trips.



Spend on a domestic breaks to the seaside is slightly lower than the average (£241 vs £247) as is spend per day (£60 vs £73).

Domestic Holidays	Total England	Seaside trips
Average spend per trip	£247	£241
Average spend per night	£73	£60
Average trip length (nights)	3.37	4.05

The South West accounts for 23% of English holidays in total, but 40% of seaside holiday trips – well ahead of the next most popular regions, the South East (17% of seaside holidays) and the North West (13%).

Domestic Seaside holidays are also more likely to involve a car as the main mode of transport (82% vs 13% for all trips).

Trips tend to be booked in advance (36% booked at least two months before the trip, which is slightly higher than the England average). They are also less likely to be booked online than average.

While the age profile of seaside visitors is similar to the overall population, seaside holidays are more likely to be taken by families, and are more likely to be taken by those in the less affluent social grades C2DE (43% of seaside holidays vs 33% of all trips)

Aside from going to the beach, seaside trips are more likely than average to involve visitor attractions and outdoor activities, with trips less likely than the average to involve activities related to history and heritage or arts, culture and entertainment.

	% of trips taken by all trip takers	% of seaside trips taken
<b>Region visited</b>		
West Midlands	7%	0%
East of England	9%	11%
East Midlands	7%	6%
London	8%	0%
North West	17%	13%
North East	4%	3%
South East	15%	17%
South West	23%	40%
Yorkshire & the Humber	12%	11%



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Cont.	% of trips taken by all trip takers	% of seaside trips taken
<b>Transport used</b>		
Public transport	16%	13%
Car	79%	82%
<b>When booked</b>		
More than six months before tri	7%	9%
Between 2 and 6 months before trip	26%	27%
About a month before trip	12%	10%
2-3 weeks before trip	13%	9%
In the week before trip	13%	11%
Same day / after setting off on trip	1%	1%
<b>How booked</b>		
Booked online	54%	45%
<i>On a laptop or desktop PC</i>	40%	32%
<i>On a smartphone</i>	3%	3%
<i>On a tablet</i>	8%	6%
<b>Activities undertaken</b>		
History & heritage	23%	18%
Arts, culture & entertainment	15%	13%
Visitor Attractions	33%	35%
Parks and Gardens	14%	13%
Events, festivals and exhibitions	11%	11%
Outdoor activities (including long walks)	27%	31%
Outdoor activities (excluding long walks)	14%	17%
Visited beach	20%	43%
Special shopping	7%	6%
Live sport	3%	2%
Special personal event	3%	1%
<b>Age groups</b>		
16-34	23%	23%
35-54	42%	42%
55+	35%	35%



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Cont.	% of trips taken by all trip takers	% of seaside trips taken
<b>Social grade</b>		
AB	39%	31%
C1	28%	26%
C2	19%	25%
DE	13%	18%
<b>Children in household</b>	36%	41%

## Trends

Although the number of seaside holidays increased dramatically between 2008 and 2009, some of the gains made that year have since been reversed, with an annual average growth rate below that of the wider market.

Number of domestic holidays Millions	Total England	Seaside trips
2008	39.75	13.11
2009	47.01	16.12
2010	43.54	14.18
2011	46.16	14.47
2012	45.99	14.36
2013	44.93	13.45
2014	40.74	12.89
Annual average growth 2008-2014	1%	0%