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Self-catering Domestic Tourism

Self-catered trips

In the following report we have focused on domestic trips involving self-catering stays, defined as those where the respondent said that they stayed in either self-catered flats/apartments, houses, chalets, villas, bungalows, cottages or holiday villages.

Value to Domestic Tourism in England

In 2014, there were 6.72 million domestic overnight trips in England which involved self-catered accommodation, 7% of the total, with spending of nearly £2.5 billion (14% of all spending on domestic overnight trips).

	Total England	Self-catered trips	Self-catered trips (as % of total)
Domestic Overnight Trips			
Trips (millions)	92.61	6.72	7%
Spend (£ millions)	18,085	2,465	14%

Trip Type

Overnight Travel

Most self-catered trips were taken on holiday, accounting for 86% of such trips taken, with visits to friends and relatives (VFR) trips accounting for only 8% of trips. These trips are likely to be longer than usual, with 60% of trips involving a 4+ night holiday.

	Total England	% of trips taken by all trip takers	Self-catering	% of trips involving self-catering
All Overnight Trips (millions)	92.61	100%	6.72	100%
All Holidays	40.74	44%	5.79	86%
<i>1-3 night holidays</i>	<i>26.47</i>	<i>29%</i>	<i>1.74</i>	<i>26%</i>
<i>4+ night holidays</i>	<i>14.27</i>	<i>15%</i>	<i>4.06</i>	<i>60%</i>
Visiting Friends and Relatives	35.91	39%	0.54	8%
Business Travel	13.55	15%	0.31	5%



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Self-catered Holiday Trips

Self-catered holidays tend to be longer breaks than the average, typically lasting over 5 nights, compared to just over 3 across all English trips on average.

Linked to this, total spend on this type of break is higher than the average (£372 vs £247) while average spend per day is the same as the national average (£73).

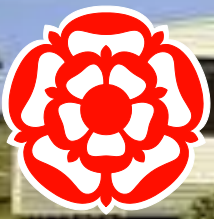
Domestic Holidays	Total England	Self-catered trips
Average spend per trip	£247	£372
Average spend per night	£73	£73
Average trip length (nights)	3.37	5.07

The main destinations for self-catered holidays are countryside & villages (41%), followed by seaside (38%). The South West accounts for over a third of those domestic holidays.

Almost all of these holidays are taken by car (95% vs 79% of all trips), and these trips are more likely to be booked online (67% vs 54% of all holidays), with a longer booking lead time (55% more than two months in advance, compared to 33% on average).

Self-catered trips are more likely than average to involve a wide range of activities, especially outdoor activities and History & Heritage activities. They are, however, less likely to involve Arts, culture & entertainment activities.

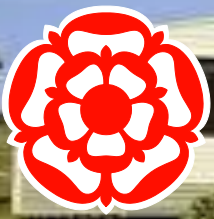
	% of trips taken by all trip takers	% of trips involving self-catering
Region visited		
West Midlands	7%	3%
East of England	9%	14%
East Midlands	7%	9%
London	8%	1%
North West	17%	13%
North East	4%	3%
South East	15%	8%
South West	23%	38%



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Yorkshire & the Humber	12%	12%
Cont.	% of trips taken by all trip takers	% of trips involving self-catering
Destination Type		
Seaside	32%	38%
Large city/ large town	31%	10%
Small town	19%	18%
Countryside/ village	23%	41%
Transport used		
Public transport	16%	4%
Car	79%	95%
When booked		
More than six months before trip	7%	14%
Between 2 and 6 months before trip	26%	41%
About a month before trip	12%	9%
2-3 weeks before trip	13%	11%
In the week before trip	13%	7%
Same day / after setting off on trip	1%	0%
How booked		
Booked online	54%	67%
<i>On a laptop or desktop PC</i>	40%	53%
<i>On a smartphone</i>	3%	2%
<i>On a tablet</i>	8%	8%
Activities undertaken		
History & heritage	23%	31%
Arts, culture & entertainment	15%	9%
Visitor Attractions	33%	44%
Parks and Gardens	14%	21%
Events, festivals and exhibitions	11%	8%
Outdoor activities (including long walks)	27%	46%
Outdoor activities (excluding long walks)	14%	27%
Visited beach	20%	33%
Special shopping	7%	7%
Live sport	3%	2%
Special personal event	3%	2%



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Trends

The number of self-catered trips increased strongly in 2009, with 30% growth compared to 2008. Although the levels of yearly growth have varied since then, the average annual growth in the sector is stronger than for England holidays as a whole.

Number of domestic holidays Millions	Total England	Self-catering
2008	39.75	4.69
2009	47.01	6.09
2010	43.54	5.90
2011	46.16	5.95
2012	45.99	6.11
2013	44.93	5.77
2014	40.74	5.79
Annual average growth 2008-2014	1%	4%