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## South West England and Domestic Tourism

### South West England

The South West comprises the counties of Gloucestershire, Bristol / Bath, Wiltshire, Somerset, Dorset, Devon, Cornwall, and Isles of Scilly. It has a population of 5.4 million, representing 10% of the total England population.

### Value to Domestic Tourism in England

The South West represents the highest proportion of all English regions for domestic overnight trips, 19% of total trips, and 23% of spend, in 2015 – 19.7 million trips and £4.4 billion in spend. There were also 136 million day trips (10% of all day trips in England), with £5.2 billion in spending.

	Total England	South West trips	South West trips (as % of total)
<b>Domestic Overnight Trips</b>			
Trips (millions)	102.73	19.68	19%
Spend (£ millions)	19,571	4,434	23%
<b>Day Visits</b>			
Trips (millions)	1,298	136	10%
Spend (£ millions)	46,422	5,186	11%



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## Trip Type

### Overnight Travel

Over half (55%) of domestic overnight trips taken to the South West are holidays, higher than the national average (43%), and almost 3 in 10 trips are holidays of 4 nights or more. Trips to the South West are less likely to be for visiting friends and relatives (34% vs. 39%), or for business reasons (8% vs. 14%).

	Total England	% of trips taken by all trip takers	South West trips	% of South West trips taken
<b>All Overnight Trips (millions)</b>	<b>102.73</b>	<b>100%</b>	<b>19.68</b>	<b>100%</b>
All Holidays	43.72	43%	10.79	55%
1-3 night holidays	29.18	28%	5.35	27%
4+ night holidays	14.55	14%	5.44	28%
Visiting Friends and Relatives	40.55	39%	6.69	34%
Leisure VFR	25.20	25%	4.31	22%
Other VFR	15.37	15%	2.38	12%
Business Travel	13.87	14%	1.52	8%

### Day Trips

As is the case across the country, visits to friends and relatives is the top day visits activity in the South West. While day visits in the South West are less likely for dining out (8% vs. 10%), or a night out (6% vs. 7%), they are more likely to be a general day out (11% vs. 8%) or for outdoor pursuits (10% vs. 7%).

	Total England	% of trips taken by all trip takers	South West trips	% of South West trips taken
<b>All Day Trips, millions (selected activities)</b>	<b>1,298</b>	<b>100%</b>	<b>136</b>	<b>100%</b>
Visiting friends or family	327	25%	34	25%
Going out for a meal	134	10%	11	8%
Going on a night out	97	7%	8	6%
General day out	101	8%	15	11%
Undertaking outdoor activities	96	7%	13	10%
Special shopping	88	7%	10	7%
Going to visitor attractions	65	5%	8	6%



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## Holidays in South West England

As longer holidays are more common in the South West compared to the national average, the average trip length is also longer. Though expenditure per night is less than average by around £7, the longer trip length means that around £40 more is spent on a holiday in the South West than a holiday in England generally.

Domestic Holidays	Total England	South West trips
Average spend per trip	£245	£285
Average spend per night	£73	£66
Average trip length (nights)	3.35	4.34

Over half (55%) of holiday trips to the South West are to the seaside. Self-catering accommodation is used more commonly in the South West than in England overall (45% compared to 33%), with 27% of the trips stayed at camping or caravanning accommodation. About 9 in 10 holiday trips to the South West travelled by car.

The age and social grade profile of those taking holidays in the South West is similar to the national profile, though somewhat slightly more in the 15-34 yrs group. 30% of those visiting the South West are from the local area, with the South East (18%) and the West Midlands (14%) are other key source markets.

Outdoor activities, visiting the beach and visiting visitor attractions are key activities on holidays in the South West.

	% of trips taken by all trip takers	% of South West trips taken
<b>Destination Type</b>		
Seaside	31%	55%
Large city/ large town	30%	15%
Small town	17%	15%
Countryside/ village	24%	20%
<b>Accommodation used</b>		
Serviced rented	48%	38%
Self-catering rented	33%	45%
<i>Camping / Caravanning</i>	23%	27%
<i>Other self-catering rented</i>	14%	21%



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Cont.	% of trips taken by all trip takers	% of South West trips taken
<b>Transport used</b>		
Public transport	17%	9%
Car	79%	86%
<b>When booked</b>		
More than six months before trip	7%	11%
Between 2 and 6 months before trip	25%	26%
About a month before trip	13%	11%
2-3 weeks before trip	12%	12%
In the week before trip	12%	10%
Same day / after setting off on trip	1%	1%
<b>How booked</b>		
Booked online	53%	51%
<i>On a laptop or desktop PC</i>	35%	35%
<i>On a smartphone</i>	5%	4%
<i>On a tablet</i>	10%	10%
<b>Age groups</b>		
16-34	24%	27%
35-54	42%	40%
55+	34%	34%
<b>Social grade</b>		
AB	41%	42%
C1	28%	27%
C2	18%	18%
DE	13%	13%
<b>Children in household</b>	37%	38%



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Cont.	% of trips taken by all trip takers	% of South West trips taken
<b>Region of origin</b>		
North East	6%	1%
Yorks & Humberside	12%	3%
East Midlands	10%	5%
East of England	8%	6%
London	7%	8%
South East (excluding London)	15%	18%
South West	13%	30%
West Midlands	10%	14%
North West	12%	6%
Scotland	3%	1%
Wales	4%	6%
<b>Activities undertaken</b>		
History & heritage	22%	25%
Arts, culture & entertainment	15%	12%
Visitor Attractions	33%	38%
Parks and Gardens	13%	16%
Events, festivals and exhibitions	12%	11%
Outdoor activities (including long walks)	47%	55%
Outdoor activities (excluding long walks)	39%	48%
Visited beach	20%	38%
Special shopping	5%	5%
Live sport	3%	1%
Special personal event	3%	2%



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## Trends

On average, holiday trips to the South West have increased 1% each year since 2008, compared to a 2% growth in holidays overall.

Number of domestic holidays Millions	Total England	South West trips
2008	39.75	10.19
2009	47.01	12.31
2010	43.54	11.09
2011	46.16	11.21
2012	45.99	11.01
2013	44.93	10.86
2014	40.74	9.52
2015	43.72	10.79
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

#### South West Counties

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
<b>England</b>	<b>99028</b>	<b>289850</b>	<b>18788</b>	<b>43127</b>	<b>144492</b>	<b>10411</b>
Gloucestershire	1611	4162	269	707	1973	149
Bristol/Bath area	2750	6263	487	956	2344	208
Wiltshire	1333	3726	248	537	1732	159
Somerset	1872	6653	369	991	3866	246
Dorset	2923	10593	649	1747	7283	468
Devon	4717	18740	1033	2871	12718	765
Cornwall and the Isles of Scilly	3887	19332	1148	2820	15405	953

#### South West Local Authorities

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
<b>England</b>	<b>99028</b>	<b>289850</b>	<b>18788</b>	<b>43127</b>	<b>144492</b>	<b>10411</b>
Cheltenham	370	888	60	132	303	27
Cotswold	428	1055	88	259	697	68
Forest of Dean	163	542	25	92	365	14
Gloucester	283	677	46	78	187	17
Stroud	197	555	22	62	209	10
Tewkesbury	175	432	28	81	203	12
<b>Gloucestershire</b>	<b>1611</b>	<b>4162</b>	<b>269</b>	<b>707</b>	<b>1973</b>	<b>149</b>
Bristol	1551	3160	255	308	554	55
South Gloucestershire	112	236	15	22	41	8



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Cont.	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
Bath and North East Somerset	803	1961	179	420	1113	118
North Somerset	402	1142	53	231	677	35
<b>Bristol/Bath area</b>	<b>2750</b>	<b>6263</b>	<b>487</b>	<b>956</b>	<b>2344</b>	<b>208</b>
Swindon	293	785	42	81	206	16
Wiltshire	1039	2920	205	455	1524	143
<b>Wiltshire</b>	<b>1333</b>	<b>3726</b>	<b>248</b>	<b>537</b>	<b>1732</b>	<b>159</b>
Mendip	393	1358	74	192	694	55
Sedgemoor	395	1587	82	261	1144	49
South Somerset	384	1089	71	162	488	49
Taunton Deane	239	814	40	42	119	10
West Somerset	425	1601	95	315	1324	79
<b>Somerset</b>	<b>1872</b>	<b>6653</b>	<b>369</b>	<b>991</b>	<b>3866</b>	<b>246</b>
Bournemouth	848	2548	189	450	1548	125
Christchurch	90	288	20	50	201	16
East Dorset	101	334	12	22	89	4
North Dorset	130	448	22	50	217	14
Poole	333	1055	61	176	626	37
Purbeck	253	956	53	192	802	43
West Dorset	643	2522	170	393	1832	127
Weymouth and Portland	519	2271	116	408	1843	98
<b>Dorset</b>	<b>2923</b>	<b>10593</b>	<b>649</b>	<b>1747</b>	<b>7283</b>	<b>468</b>
East Devon	731	2991	178	489	2298	149
Exeter	475	1607	66	177	592	27
Mid Devon	144	509	22	64	286	15
North Devon	692	2869	155	521	2356	128
Plymouth	538	1637	92	149	415	28
South Hams	575	2455	149	416	1894	123
Teignbridge	287	1289	67	166	848	46
Torbay	726	2761	170	538	2104	140
Torridge	267	1337	64	177	991	51
West Devon	253	898	50	146	587	39
<b>Devon</b>	<b>4717</b>	<b>18740</b>	<b>1033</b>	<b>2871</b>	<b>12718</b>	<b>765</b>
Isles of Scilly	68	444	27	54	390	24
Cornwall	3759	18454	1101	2724	14708	915
<b>Cornwall and the Isles of Scilly</b>	<b>3887</b>	<b>19332</b>	<b>1148</b>	<b>2820</b>	<b>15405</b>	<b>953</b>