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Special Personal Event and Domestic Tourism

Trips Including a Personal Event

In the following report we have focused on domestic trips involving special personal events such as weddings and christenings, defined as those where respondents said that they took part in at least one of the following activities during their overnight or day trip:

Special personal event

Value to Domestic Tourism in England

In 2015, there were 4.84 million domestic overnight trips in England which involved special personal events, 5% of the total, with spending of over £850 million (4% of all spending on domestic overnight trips).

Also, there were 34 million day visits which involved special personal events, 3% of all tourism day visits in England, with an associated spending of nearly £900 million.

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 special personal events took place. However, this is not the spending attributable to (that is, motivated by) special personal events. Spend attributable to special personal events is estimated at £2.3Bn among domestic visitors. For more information, please see our "Value of Activities" research:

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

	Total England	Special Personal Events	Special Personal Events (as % of total)
Domestic Overnight Trips			
Trips (millions)	102.73	4.84	5%
Spend (£ millions)	19,571	851	4%
Day Visits			
Trips (millions)	1,298	34	3%
Spend (£ millions)	46,422	888	2%

Trip Type

Overnight Travel

Only a quarter of trips involving special personal events were taken on holiday (24% such trips taken), but the vast majority of these trips were during visits to friends and relatives (VFR) trips as they accounted for another 68% of trips.



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	Total England	% of trips taken by all trip takers	Trips Including a Personal Event	% of trips involving special personal events
All Overnight Trips (millions)	102.73	100%	4.84	100%
All Holidays	43.72	43%	1.14	24%
1-3 night holidays	29.18	28%	0.92	19%
4+ night holidays	14.55	14%	0.22	5%
Visiting Friends and Relatives	40.55	39%	3.28	68%
Business Travel	13.87	14%	0.17	4%

Special personal events on Holiday Trips

Overnight holidays involving special personal events activities tend to be shorter breaks than the average, typically lasting about 2 and a half days.

Total spend on this type of break is lower than the average (£229 vs £245) while average spend per day is higher than the national average (£88 vs £73).

Domestic Holidays	Total England	Trips including special personal events
Average spend per trip	£245	£229
Average spend per night	£73	£88
Average trip length (nights)	3.35	2.59

The main destination for taking part in special personal events on holidays is large towns or cities (47%), followed by small towns (25%). Both have a much higher proportion of these trips compared to the average proportion for all trips. In terms of regional spread, this type of holidays is much more in line with the average regional spread. These holidays are slightly less popular amongst 55+. 25% of trips involving special personal events are taken by 55+ compared to 34% in average.

Holiday makers are more likely to stay in serviced accommodation during this type of holiday than on average.

Age	% of trips taken by all trip takers	% of trips involving special personal events
16-34	24%	29%
35-54	42%	46%
55+	34%	25%



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Cont.	% of trips taken by all trip takers	% of trips involving special personal events
Accommodation used		
Serviced rented	48%	64%
Self-catering rented	33%	16%
<i>Camping / Caravanning</i>	23%	4%
<i>Other self-catering rented</i>	14%	13%
Region visited		
West Midlands	7%	6%
East of England	8%	11%
East Midlands	8%	8%
London	9%	11%
North West	15%	18%
North East	3%	4%
South East	14%	11%
South West	25%	17%
Yorkshire & the Humber	12%	17%
Destination Type		
Seaside	31%	11%
Large city/ large town	30%	47%
Small town	17%	25%
Countryside/ village	24%	20%
Transport used		
Public transport	17%	18%
Car	79%	78%
When booked		
More than six months before trip	7%	6%
Between 2 and 6 months before trip	26%	26%
About a month before trip	13%	15%
2-3 weeks before trip	12%	13%
In the week before trip	12%	4%
Same day / after setting off on trip	1%	0%
How booked		
Booked online	53%	54%
<i>On a laptop or desktop PC</i>	35%	36%
<i>On a smartphone</i>	5%	5%
<i>On a tablet</i>	10%	12%



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Trends

The number of holidays involving special personal events decreased every year since 2011 except for 2012. Overall they have decreased more than the national average.

Number of domestic holidays Millions	Total England	Trips involving special personal events
2011	46.16	1.50
2012	45.99	1.91
2013	44.93	1.84
2014	40.74	1.33
2015	43.72	1.14
Annual average growth 2011-2015	-1%	-3%