



## Special Shopping and Domestic Tourism

### Trips involving Special Shopping

In the following report we have focused on domestic trips involving special shopping, defined as those where respondents said that they took part in the following activity during their day or overnight trip: *Special shopping for items you do not regularly buy*

### Value to Domestic Tourism in England

In 2015, there were 3.6 million domestic overnight trips in England which involved special shopping, 4% of the total, with spending of over £1.1 billion (6% of all spending on domestic overnight trips). Also, there were 88 million day visits which involved special shopping, 7% of all tourism day visits in England, with an associated spending of over £7.7 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 special shopping took place. However, this is not the spending attributable to (that is, motivated by) special shopping. Spend attributable to special shopping is estimated at £7.8Bn among domestic visitors. For more information, please see our "Value of Activities" research:

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

	Total England	Trips involving Special Shopping	Special Shopping trips (as % of total)
<b>Domestic Overnight Trips</b>			
Trips (millions)	102.73	3.6	4%
Spend (£ millions)	19,571	1,126	6%
<b>Day Visits (main purpose)</b>			
Trips (millions)	1,298	88	7%
Spend (£ millions)	46,422	7,730	17%

### Trip Type

#### Overnight Travel

Over half of trips involving special shopping were taken on holiday (57% such trips taken), with visits to friends and relatives (VFR) trips accounting for another 38% of trips.

	Total England	% of trips taken by all trip takers	Trips involving Special Shopping	% of trips involving special shopping
<b>All Overnight Trips (millions)</b>	<b>102.73</b>	<b>100%</b>	<b>3.60</b>	<b>100%</b>
All Holidays	43.72	43%	2.04	57%
1-3 night holidays	29.18	28%	1.17	33%
4+ night holidays	14.55	14%	0.87	24%
Visiting Friends and Relatives	40.55	39%	1.37	38%
Business Travel	13.87	14%	0.1	3%



## Special Shopping on Overnight Holiday Trips

Holidays involving special shopping tend to be slightly longer breaks than the average, lasting on average 3.84 days compared to 3.35 days of the national average.

Total spend on this type of break is nearly 60% higher than the average (£388 vs £245) while average spend per day is higher than the national average (£101 vs £73).

Domestic Holidays	Total England	Trips involving Special Shopping
Average spend per trip	£245	£388
Average spend per night	£73	£101
Average trip length (nights)	3.35	3.84

The main destination type for special shopping trips on holidays is large towns or cities (36%), followed by seaside (31%). London is much more likely to be a destination for such trips as 13% of trips including special are in London compared to 9% on average. These holidays are particularly popular among 35-54s. 50% of trips involving special shopping are taken by 35-54s compared to 42% on average. Those in the AB social group are more likely to take part in trips involving special shopping (50% vs. 41% in the national average).

These trips are more likely to be booked online (68% vs 53% of all holidays), with a longer booking lead time (42% more than two months in advance, compared to 33% on average). This type of holiday is more likely to use serviced accommodation than on average.

	% of trips taken by all trip takers	% of trips involving special shopping
<b>Age</b>		
16-34	24%	17%
35-54	42%	50%
55+	34%	34%
<b>Social grade</b>		
AB	41%	50%
C1	28%	29%
C2	18%	10%
DE	13%	11%
<b>Accommodation used</b>		
Serviced rented	48%	55%
Self-catering rented	33%	32%
<i>Camping / Caravanning</i>	23%	15%
<i>Other self-catering rented</i>	14%	20%



Cont.	% of trips taken by all trip takers	% of trips involving special shopping
<b>Region visited</b>		
West Midlands	7%	4%
East of England	8%	9%
East Midlands	8%	4%
London	9%	13%
North West	15%	16%
North East	3%	4%
South East	14%	12%
South West	25%	26%
Yorkshire & the Humber	12%	17%
<b>Destination Type</b>		
Seaside	31%	31%
Large city/ large town	30%	36%
Small town	17%	22%
Countryside/ village	24%	18%
<b>Transport used</b>		
Public transport	17%	19%
Car	79%	78%
<b>When booked</b>		
More than six months before trip	7%	11%
Between 2 and 6 months before trip	26%	31%
About a month before trip	13%	15%
2-3 weeks before trip	12%	14%
In the week before trip	12%	11%
Same day / after setting off on trip	1%	1%
<b>How booked</b>		
Booked online	53%	68%
<i>On a laptop or desktop PC</i>	35%	46%
<i>On a smartphone</i>	5%	7%
<i>On a tablet</i>	10%	11%

## Trends

The levels of yearly growth have varied over the last 5 years for trips including special shopping. The average annual growth for this type of trip is similar to the one for England holidays as a whole.



<b>Number of domestic holidays Millions</b>	<b>Total England</b>	<b>Trips involving Special Shopping</b>
2011	46.16	2.08
2012	45.99	2.21
2013	44.93	1.68
2014	40.74	2.74
2015	43.72	2.04
Annual average growth 2011-2015	-1%	0%