Domestic Leisure Tourism to England’s Cities

Volume & value of urban leisure trips in England

England’s cities are a valuable part of the tourism economy.

£28BN
SPENT ON TRIPS TO CITIES IN 2012

14M
URBAN HOLIDAYS
worth £2.3BN

630M
URBAN DAY TRIPS
worth £25BN

Cities and large towns have been one of the drivers of the “Staycation” trend.

HOLIDAYS TAKEN IN URBAN DESTINATIONS

22%
higher than 2006-8

2010-12

Where in England do people go for urban leisure trips?

The profile of urban visitors is significantly younger than for other destination types.

HOLIDAYS TAKEN BY UNDER 34’s

26%
all holidays

32%
urban holidays

DAY TRIPS TAKEN BY UNDER 34’s

34%
all day trips

44%
urban day trips

Who takes trips to cities?

Hotels are more important for city holidays than other destination types.

HOTELS/MOTELS

66%
compared to 40% across all holiday types

What types of holidays do they take?

DURATION OF TRIP - 3 NIGHTS OR LESS

TIME OF YEAR

City breaks are far less seasonal in nature than trips to other destination types.

October - March
54% urban trips
34% all trips

MODE OF TRAVEL TO DESTINATION

26% urban holidays compared to
3% all holidays

64% urban holidays compared to
78% all holidays

What do people think of urban destinations?

Trips to urban destinations appeal particularly to those outside the family life stage, although they can be of interest for those with older children.

HERITAGE CITIES

Historic also have a range of activities

POST-INDUSTRIAL CITIES

Individually cities with a distinct identity

BARRIERS FOR BUSINESSES

Lack of knowledge especially among younger groups

How do visitors rate their experience of urban holidays?

Ease of access is a key strength of urban destinations, even over alternatives

% rating excellent / good

Ease of getting around by public transport
55%

Availability of festivals/sports/social events
46%

Lowest ratings for urban destinations compared with other types of urban destination mainly relate to the environment and value

% not meeting

Safety and secure
57%

Welcome and friendly
61%

Value for money
60%

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