Domestic Leisure Tourism to England’s Seaside

Volume & value of seaside leisure trips in England

- England’s seaside is a valuable part of the tourism economy.
- £7BN spent on trips to the seaside in 2012 (Source: GBTS and GBDVS)

Holidays taken in seaside destinations

- 14m seaside holidays worth £3.5BN (Source: GBTS)
- 110m seaside day trips worth £2.8BN (Source: GBDVS)

Holidays taken by families

- 34% of all holidays are seaside holidays
- 16% of day trips are seaside day trips

Day trips taken by families

- 47% of all trips are seaside trips
- 34% of day trips are seaside trips

Where in England do people go for seaside leisure trips?

- 66% of all trips are to seaside destinations
- 76% of seaside trips are taken in April-September

Who takes trips to the seaside?

- 52% of all trips are taken in the average of the time of year

What types of holidays do they take?

- Seaside holidays are much longer than the average (4+ nights)
- Camping and caravanning (including holiday camps) is much more important to our seaside destinations than to other areas.

What do people think of the seaside?

- Traditional seaside resort: nostalgic
- English coastline: getting away from it all
- Seaside towns: quaint, link to local history, more things to do

How do visitors rate their experience of the seaside?

- Satisfaction with the seaside is generally better than other destinations, but particularly in terms of being seen as a low cost destination

SOURCES:

- GBTS: The Great Britain Tourism Survey, measures the volume and value of domestic overnight tourism in Great Britain
- GBDVS: The Great Britain Day Visits Survey, measures the volume and value of tourism day visits in Great Britain
- VE Brand and Comms Tracker: Tracks measures relating to England holidays, visitor satisfaction, and VisitEngland marketing campaigns
- Other VisitEngland Research: Quantitative and qualitative consumer and tourism business research on topics relating to the tourism industry in England

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