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Domestic Tourism Trips - Visiting a Beach

Trips including a visit to a beach

In the following report we have focused on domestic trips involving visits to a beach, defined as those where respondents said that they took part in the following activity during their overnight or day trip:
Visiting a beach

Please note that this topic paper refers to the specific activity undertaken and not the destination type stayed in or visited. For an analysis of seaside/coastal trips, please refer to our topic paper: <https://www.visitbritain.org/topic-papers>

Value to Domestic Tourism in England

In 2015, there were 11.22 million domestic overnight trips in England which involved visiting a beach, 15% of the total, with spending of nearly £3 billion (15% of all spending on domestic overnight trips). Also, there were 37 million day visits which involved visiting a beach, 3% of all tourism day visits in England, with an associated spending of over £1.6 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 beaches were visited. However, this is not the spending attributable visiting beaches. Spend attributable to (that is, motivated by) sightseeing at the coast is estimated at £860M among domestic visitors. For more information about attributable spend please see our “Value of Activities” research: <https://www.visitbritain.org/visitor-activities>

	Total England	Trips including a visit to a beach	Trips including a visit to a beach (as % of total)
Domestic Overnight Trips			
Trips (millions)	102.73	11.22	11%
Spend (£ millions)	19,571	£2,958	15%
Day Visits			
Trips (millions)	1,298	37	3%
Spend (£ millions)	46,422	£1,649	4%

Trip Type

Overnight Travel

Over three quarters of trips involving visiting a beach were taken on holiday (76% such trips taken), with visits to friends and relatives (VFR) trips accounting for another 22% of trips.



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	Total England	% of trips taken by all trip takers	Trips including a visit to a beach	% of trips involving visiting a beach
All Overnight Trips (millions)	102.73	100%	11.22	100%
All Holidays	43.72	43%	8.53	76%
1-3 night holidays	29.18	28%	3.64	32%
4+ night holidays	14.55	14%	4.89	43%
Visiting Friends and Relatives	40.55	39%	2.49	22%
Business Travel	13.87	14%	0.11	1%

Holiday Trips Visiting a Beach

Holidays which include visiting a beach tend to be longer breaks than the average, typically lasting 4.82 days compared to 3.35 days on average.

Total spend on this type of break is higher than the average (£287 vs £245) while average spend per day is lower than the national average (£60 vs £73).

Domestic Holidays	Total England	Trips including a visit to a beach
Average spend per trip	£245	£287
Average spend per night	£73	£60
Average trip length (nights)	3.35	4.82

The most popular region for visiting beaches on holidays is the south west (48% of such trips) followed by the South East (14%). These holidays are slightly more popular with holiday makers who are under 55. 72% of trips involving a visit to a beach are taken by under 55s compared to 66% on average. They are also much more popular amongst holiday makers with children. Holidays trips to the beach also involved visiting countryside destinations in 14% of cases.

Self-catering is the accommodation of choice for these holidays as 56% of such trips involve staying in self-catering accommodation. These holidays are more likely to be taken by car (88% vs 79% of all trips), with a somewhat longer booking lead time (40% more than two months in advance, compared to 33% on average).

	% of trips taken by all trip takers	% of trips involving visiting a beach
Age		
16-34	24%	28%
35-54	42%	44%
55+	34%	27%
Accommodation used		
Serviced rented	48%	26%
Self-catering rented	33%	56%
Camping / Caravanning	23%	39%
Other self-catering rented	14%	25%



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Cont.	% of trips taken by all trip takers	% of trips involving visiting a beach
Destination Type		
Seaside	31%	75%
Large city/ large town	30%	5%
Small town	17%	9%
Countryside/ village	24%	14%
Children in household	37%	51%
Region visited		
West Midlands	7%	1%
East of England	8%	12%
East Midlands	8%	6%
London	9%	0%
North West	15%	6%
North East	3%	3%
South East	14%	14%
South West	25%	48%
Yorkshire & the Humber	12%	13%
Transport used		
Public transport	17%	9%
Car	79%	88%
When booked		
More than six months before trip	7%	11%
Between 2 and 6 months before trip	26%	29%
About a month before trip	13%	11%
2-3 weeks before trip	12%	10%
In the week before trip	12%	10%
Same day / after setting off on trip	1%	1%
How booked		
Booked online	53%	52%
<i>On a laptop or desktop PC</i>	35%	35%
<i>On a smartphone</i>	5%	5%
<i>On a tablet</i>	10%	10%

Trends

The number of holidays involving visiting a beach has increased year on year since 2011. Although the levels of yearly growth have varied over the last 5 years, the average annual growth for this type of trip is stronger than for England holidays as a whole.



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Number of domestic holidays Millions	Total England	Trips including a visit to a beach
2011	46.16	7.28
2012	45.99	7.45
2013	44.93	7.68
2014	40.74	8.05
2015	43.72	8.53
Annual average growth 2011-2015	-1%	3%