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## Yorkshire and the Humber and Domestic Tourism

### Yorkshire and the Humber

Yorkshire and The Humber comprises the counties of South, West, North and East Riding of Yorkshire, North Lincolnshire and North East Lincolnshire. It has a population of almost 5.4 million, representing 10% of the total England population.

### Value to Domestic Tourism in England

One in ten overnight trips and day visits in England are to Yorkshire and the Humber - 11.3 million overnight trips and 120 million day trips worth £1.9 billion and £3.7 billion respectively.

	Total England	Yorkshire and the Humber trips	Yorkshire and the Humber trips (as % of total)
<b>Domestic Overnight Trips</b>			
Trips (millions)	102.73	11.32	11%
Spend (£ millions)	19,571	1,922	10%
<b>Day Visits</b>			
Trips (millions)	1,298	120	9%
Spend (£ millions)	46,422	3,701	8%



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## Trip Type

### Overnight Travel

Almost half (46%) of domestic overnight trips to Yorkshire and the Humber are holidays, with shorter breaks of one to three nights (32%) taken more often to this destination than England (28%) as a whole. Conversely, there are slightly fewer visits to friends and relatives (37% vs. 39%) and business trips (13% vs. 14%).

	Total England	% of trips taken by all trip takers	Yorkshire and the Humber trips	% of Yorkshire and the Humber trips taken
<b>All Overnight Trips (millions)</b>	<b>102.73</b>	<b>100%</b>	<b>11.32</b>	<b>100%</b>
All Holidays	43.72	43%	5.24	46%
1-3 night holidays	29.18	28%	3.64	32%
4+ night holidays	14.55	14%	1.59	14%
Visiting Friends and Relatives	40.55	39%	4.20	37%
Business Travel	13.87	14%	1.46	13%

### Day Trips

Trips in Yorkshire and the Humber are more likely to go out for a meal (11% vs. 10%), to involve a night out (8% vs. 7%) or be a general day out (9% vs. 8%) and involve outdoor activities (9% vs. 7%) than the average. Similar to the overnight trips, it is less likely to be visiting friends or family (23% vs. 25%).

	Total England	% of trips taken by all trip takers	Yorkshire and the Humber trips	% of Yorkshire and the Humber trips taken
<b>All Day Trips, millions (selected activities)</b>	<b>1,298</b>	<b>100%</b>	<b>120</b>	<b>100%</b>
Visiting friends or family	327	25%	28	23%
Going out for a meal	134	10%	13	11%
Going on a night out	97	7%	9	8%
General day out	101	8%	11	9%
Undertaking outdoor activities	96	7%	11	9%



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## Holidays in Yorkshire and the Humber

Average spend per night on holidays in Yorkshire and the Humber is comparable with the average for all holidays in England (£71 compared to £73). However, holidays to this region are slightly shorter on average, leading to a lower spend overall on the trip.

Domestic Holidays	Total England	Yorkshire and the Humber trips
Average spend per trip	£245	£214
Average spend per night	£73	£71
Average trip length (nights)	3.35	3.03

Holidays to Yorkshire and the Humber involve all destination types, the proportion of each is at very similar level as the national average. 52% of the trips to the region stayed at serviced accommodation compared to 48% national-wide. More camping / caravanning trips are taken (26% vs. 23%) in Yorkshire and the Humber as well.

Holiday trips to Yorkshire and the Humber is more likely to be booked only in a week before the trip than elsewhere in England (18% vs. 12%). Those taking trips to the region is slightly more likely to be above 55 yrs (40% vs. 34%), with no children (30% vs. 37%) and from a less affluent C2DE social grade (36% vs. 31%). Almost two in five holidaymakers to the region (39%) are local, with other key markets the North West (14%), North East (14%) and East Midlands (13%).

History and heritage activities are a key attraction to the area, occurring on 28% of trips, comparing to 22% on England average.

	% of trips taken by all trip takers	% of Yorkshire and the Humber trips taken
<b>Destination Type</b>		
Seaside	31%	33%
Large city/ large town	30%	28%
Small town	17%	18%
Countryside/ village	24%	23%
<b>Accommodation used</b>		
Serviced rented	48%	52%
Self-catering rented	33%	33%
<i>Camping / Caravanning</i>	23%	26%
<i>Other self-catering rented</i>	14%	13%



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Cont.	% of trips taken by all trip takers	% of Yorkshire and the Humber trips taken
<b>Transport used</b>		
Public transport	17%	15%
Car	79%	80%
<b>When booked</b>		
More than six months before trip	7%	5%
Between 2 and 6 months before trip	25%	22%
About a month before trip	13%	13%
2-3 weeks before trip	12%	13%
In the week before trip	12%	18%
Same day / after setting off on trip	1%	1%
<b>How booked</b>		
Booked online	53%	52%
<i>On a laptop or desktop PC</i>	35%	36%
<i>On a smartphone</i>	5%	3%
<i>On a tablet</i>	10%	8%
<b>Age groups</b>		
16-34	24%	20%
35-54	42%	39%
55+	34%	40%
<b>Social grade</b>		
AB	41%	37%
C1	28%	26%
C2	18%	21%
DE	13%	15%
<b>Children in household</b>	37%	30%





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Cont.	% of trips taken by all trip takers	% of Yorkshire and the Humber trips taken
<b>Region of origin</b>		
North East	6%	14%
Yorks & Humberside	12%	39%
East Midlands	10%	13%
East of England	8%	4%
London	7%	2%
South East (excluding London)	15%	3%
South West	13%	1%
West Midlands	10%	5%
North West	12%	14%
Scotland	3%	4%
Wales	4%	1%
<b>Activities undertaken</b>		
History & heritage	22%	28%
Arts, culture & entertainment	15%	16%
Visitor Attractions	33%	32%
Parks and Gardens	13%	11%
Events, festivals and exhibitions	12%	14%
Outdoor activities (including long walks)	47%	46%
Outdoor activities (excluding long walks)	39%	38%
Visited beach	20%	20%
Special shopping	5%	6%
Live sport	3%	3%
Special personal event	3%	4%



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## Trends

Holiday trips to Yorkshire & Humberside have grown by 4% on average each year since 2008, higher than the national average of 2%.

Number of domestic holidays Millions	Total England	Yorkshire and the Humber trips
2008	39.75	4.05
2009	47.01	5.05
2010	43.54	5.11
2011	46.16	5.06
2012	45.99	5.21
2013	44.93	4.91
2014	40.74	4.83
2015	43.72	5.24
Annual average growth 2008-2015	2%	4%



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## Appendix

### Sub-Regional Volume and Value – Domestic Overnight Tourism - 3-year averages 2013 - 2015

#### Yorkshire and the Humber Counties

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
<b>England</b>	<b>99028</b>	<b>289850</b>	<b>18788</b>	<b>43127</b>	<b>144492</b>	<b>10411</b>
South Yorkshire	1497	3404	209	419	812	75
West Yorkshire	2669	6149	392	671	1560	124
East Riding of Yorkshire	669	2146	86	409	1332	59
North Lincolnshire/Humber side	1367	4111	192	617	2006	94
North Yorkshire	4793	14661	1021	3321	10836	779

#### Yorkshire and the Humber Local Authorities

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
<b>England</b>	<b>99028</b>	<b>289850</b>	<b>18788</b>	<b>43127</b>	<b>144492</b>	<b>10411</b>
Barnsley	147	326	17	25	68	5
Doncaster	295	585	36	81	138	15
Rotherham	164	365	23	55	123	7
Sheffield	892	2128	133	258	483	48
<b>South Yorkshire</b>	<b>1497</b>	<b>3404</b>	<b>209</b>	<b>419</b>	<b>812</b>	<b>75</b>
Bradford	402	905	56	87	231	13
Calderdale	168	398	21	47	183	9
Kirklees	301	749	34	64	165	12
Leeds	1547	3632	254	413	849	83
Wakefield	261	465	28	65	133	6
<b>West Yorkshire</b>	<b>2669</b>	<b>6149</b>	<b>392</b>	<b>671</b>	<b>1560</b>	<b>124</b>



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Cont.	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
<b>East Riding of Yorkshire</b>	<b>669</b>	<b>2146</b>	<b>86</b>	<b>409</b>	<b>1332</b>	<b>59</b>
Kingston upon Hull, City of	361	877	62	69	175	11
North East Lincolnshire	216	788	26	98	355	15
North Lincolnshire	122	301	17	41	144	8
<b>North Lincolnshire/Humbe rside</b>	<b>1367</b>	<b>4111</b>	<b>192</b>	<b>617</b>	<b>2006</b>	<b>94</b>
Craven	363	1156	69	290	996	61
Hambleton	183	621	25	102	362	17
Harrogate	709	1904	141	410	1143	94
Richmondshire	284	995	58	209	673	44
Ryedale	321	1205	67	252	967	61
Scarborough	1671	5658	361	1385	4874	294
Selby	74	180	11	38	87	8
York	1244	2931	288	682	1735	201
<b>North Yorkshire</b>	<b>4793</b>	<b>14661</b>	<b>1021</b>	<b>3321</b>	<b>10836</b>	<b>779</b>