



Domestic Seaside Tourism

Seaside trips

This report focuses on domestic overnight trips to the seaside in England in 2014.

Value to Domestic Tourism in England

In 2014, there were 17.64 million trips to the seaside on domestic overnight trips in England, 19% of the total, with spend at £3.9 billion (21% of all spending on domestic overnight trips). There were also 144 million tourism day trips involving a trip to the seaside – or 11% of the total – with associated spending of £5.3 billion (12% of all spending on day visits).

| | Total England | Seaside trips | Seaside trips (as % of total) |
|---------------------------------|---------------|---------------|----------------------------------|
| Domestic Overnight Trips | | | |
| Trips (millions) | 92.61 | 17.64 | 19% |
| Spend (£ millions) | 18,085 | 3,860 | 21% |
| Day Visits | | | |
| Trips (millions) | 1,345 | 144 | 11% |
| Spend (£ millions) | 45,101 | 5,310 | 12% |



Trip Type

Overnight Travel

Holidays are the highest volume trip purpose for seaside trips, accounting for 73% of trips taken, while visits to friends and relatives (VFR) trips account for 21% of trips.

| | Total England | % of trips taken by all trip takers | Seaside trips | % of seaside trips taken |
|---------------------------------------|---------------|-------------------------------------|---------------|--------------------------|
| All Overnight Trips (millions) | 92.61 | 100% | 17.64 | 100% |
| All Holidays | 40.74 | 44% | 12.89 | 73% |
| 1-3 night holidays | 26.47 | 29% | 6.37 | 36% |
| 4+ night holidays | 14.27 | 15% | 6.53 | 37% |
| Visiting Friends and Relatives | 35.91 | 39% | 3.76 | 21% |
| Business Travel | 13.55 | 15% | 0.69 | 4% |

Day Trips

The profile of seaside trips is very different to the England average, with seaside trips more likely to involve a 'general day out' (21% vs 8%) or outdoor activities (13% vs 7%). They are less likely than average to involve visiting friends or family, nights out or going out for entertainment.

| | Total England | % of trips taken by all trip takers | Seaside trips | % of seaside trips taken |
|--|---------------|-------------------------------------|---------------|--------------------------|
| All day trips, millions (selected activities) | 1,345 | 100% | 144 | 100% |
| Visiting friends or family | 313 | 23% | 25 | 17% |
| Going out for a meal | 131 | 10% | 10 | 7% |
| Going on a night out | 113 | 8% | 6 | 4% |
| Undertaking outdoor activities | 100 | 7% | 19 | 13% |
| General day out | 109 | 8% | 30 | 21% |
| Going out for entertainment | 84 | 6% | 3 | 2% |

Seaside holidays in England

Domestic holidays to the seaside last longer than the average trip length, at 4.05 nights, compared to 3.37 nights across all English trips.



Spend on a domestic breaks to the seaside is slightly lower than the average (£241 vs £247) as is spend per day (£60 vs £73).

| Domestic Holidays | Total England | Seaside trips |
|------------------------------|---------------|---------------|
| Average spend per trip | £247 | £241 |
| Average spend per night | £73 | £60 |
| Average trip length (nights) | 3.37 | 4.05 |

The South West accounts for 23% of English holidays in total, but 40% of seaside holiday trips – well ahead of the next most popular regions, the South East (17% of seaside holidays) and the North West (13%).

Domestic Seaside holidays are also more likely to involve a car as the main mode of transport (82% vs 13% for all trips).

Trips tend to be booked in advance (36% booked at least two months before the trip, which is slightly higher than the England average). They are also less likely to be booked online than average.

While the age profile of seaside visitors is similar to the overall population, seaside holidays are more likely to be taken by families, and are more likely to be taken by those in the less affluent social grades C2DE (43% of seaside holidays vs 33% of all trips)

Aside from going to the beach, seaside trips are more likely than average to involve visitor attractions and outdoor activities, with trips less likely than the average to involve activities related to history and heritage or arts, culture and entertainment.

| | % of trips taken by all trip takers | % of seaside trips taken |
|------------------------|-------------------------------------|--------------------------|
| Region visited | | |
| West Midlands | 7% | 0% |
| East of England | 9% | 11% |
| East Midlands | 7% | 6% |
| London | 8% | 0% |
| North West | 17% | 13% |
| North East | 4% | 3% |
| South East | 15% | 17% |
| South West | 23% | 40% |
| Yorkshire & the Humber | 12% | 11% |



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| Cont. | % of trips taken by all trip takers | % of seaside trips taken |
|---|-------------------------------------|--------------------------|
| Transport used | | |
| Public transport | 16% | 13% |
| Car | 79% | 82% |
| When booked | | |
| More than six months before tri | 7% | 9% |
| Between 2 and 6 months before trip | 26% | 27% |
| About a month before trip | 12% | 10% |
| 2-3 weeks before trip | 13% | 9% |
| In the week before trip | 13% | 11% |
| Same day / after setting off on trip | 1% | 1% |
| How booked | | |
| Booked online | 54% | 45% |
| <i>On a laptop or desktop PC</i> | 40% | 32% |
| <i>On a smartphone</i> | 3% | 3% |
| <i>On a tablet</i> | 8% | 6% |
| Activities undertaken | | |
| History & heritage | 23% | 18% |
| Arts, culture & entertainment | 15% | 13% |
| Visitor Attractions | 33% | 35% |
| Parks and Gardens | 14% | 13% |
| Events, festivals and exhibitions | 11% | 11% |
| Outdoor activities (including long walks) | 27% | 31% |
| Outdoor activities (excluding long walks) | 14% | 17% |
| Visited beach | 20% | 43% |
| Special shopping | 7% | 6% |
| Live sport | 3% | 2% |
| Special personal event | 3% | 1% |
| Age groups | | |
| 16-34 | 23% | 23% |
| 35-54 | 42% | 42% |
| 55+ | 35% | 35% |



| Cont. | % of trips taken by all trip takers | % of seaside trips taken |
|------------------------------|-------------------------------------|--------------------------|
| Social grade | | |
| AB | 39% | 31% |
| C1 | 28% | 26% |
| C2 | 19% | 25% |
| DE | 13% | 18% |
| Children in household | 36% | 41% |

Trends

Although the number of seaside holidays increased dramatically between 2008 and 2009, some of the gains made that year have since been reversed, with an annual average growth rate below that of the wider market.

| Number of domestic holidays Millions | Total England | Seaside trips |
|--------------------------------------|---------------|---------------|
| 2008 | 39.75 | 13.11 |
| 2009 | 47.01 | 16.12 |
| 2010 | 43.54 | 14.18 |
| 2011 | 46.16 | 14.47 |
| 2012 | 45.99 | 14.36 |
| 2013 | 44.93 | 13.45 |
| 2014 | 40.74 | 12.89 |
| Annual average growth 2008-2014 | 1% | 0% |