

The GB Tourist

Statistics 2014



GB Tourist 2014

Volumes and Values of Domestic Tourism in Great Britain – 2014

Tourism by residents of Great Britain in 2014: this report presents the principal findings of the Great Britain Tourism Survey (GBTS). This survey replaces the previous United Kingdom Tourism Survey (UKTS).

GBTS is jointly sponsored by VisitEngland, VisitScotland and Visit Wales (the Tourism Department of the Welsh Government).

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Part 1 - Introduction

GB Tourist 2014



Introduction

This report is the twenty-sixth in an annual series, published to present statistical information on the volume and value of domestic tourism. Previously, this has focussed on tourism undertaken by the resident population of the United Kingdom to destinations within the UK and the Republic of Ireland. Since 2011 the scope has covered only the resident populations of Great Britain (England, Scotland and Wales) and trips within these jurisdictions. Northern Ireland data is collected in a separate survey by Northern Ireland Tourist Board.

Consequently, special care must be taken when interpreting trends in domestic tourism to ensure that a consistent base is used throughout. In this case, all pre-2010 data has been recalculated to exclude Northern Ireland as a destination and also to exclude all tourism into Great Britain by Northern Irish residents from the analysis. This provides a consistent basis for trend analysis but means that the data published for 2006-2010 in this report is different from that published in previous editions of 'The UK Tourist', prior to 2011.

All information in the 2014 report comes from a face-to-face interview survey commissioned jointly by the national tourist boards, VisitEngland (VE), VisitScotland (VS) and Visit Wales (the Tourism Department of the Welsh Government). The joint survey is called the Great Britain Tourism Survey (GBTS).

Under its previous guise of the United Kingdom Tourism Survey (UKTS), this was first conducted in 1989 and replaced earlier surveys which the national tourist boards had used to obtain estimates of domestic tourism volume and value. Until 1999, the survey was based on in-home interviews with adults, mainly using a random omnibus survey conducted by NOP Research Group. This survey vehicle for UKTS was discontinued at the end of 1999. A review was then undertaken to select a new research methodology, while maintaining a high degree of consistency in the key principles of the survey design.

In 1999, a five-year contract covering the period 2000-2004 was awarded to BMRB International and in 2000, UKTS switched to a new research methodology based on telephone interviews using random digit dialling. By 2003 and 2004 however, significant concerns were being expressed relating to the UKTS derived data on domestic tourism. Following a further extensive review, UKTS returned to the previous (pre-2000) methodology for measuring the volume and value of domestic overnight trips: face-to-face interviews conducted in-home. TNS was appointed to undertake the survey from May 2005 and for the period 2006 – 2010. The sponsors (the various UK national tourism organisations) concluded that the approach proposed by TNS would yield a more representative sample of the UK population by using a proven face-to-face interview approach instead of the previous random digit dialling telephone approach.

In 2010, TNS was re-appointed to undertake the survey for a further five years from 2011-2015. With the removal of Northern Irish residents and Northern Ireland as a destination from the scope, the survey was re-launched as the Great Britain Tourism Survey. The approach remains identical to UKTS 2006-10 however:

- 100,000 face-to-face interviews per annum, conducted in-home, more than twice the sample size featured in the previous telephone based survey methodology
- A weekly sample size of around 2,000 adults aged 16 years or over – representative of the GB population in relation to various demographic characteristics including gender, age group, socio-economic group, and geographical location
- Respondents are asked about any overnight trips taken in the last four weeks, as opposed to a 12-weeks' recall period (covering the three preceding calendar months) under the previous methodology

- The questions were first added to TNS's Omnibus survey on 4th May 2005 and the survey outputs provide continuous data from May 2005 for total number of trips, nights spent, breakdown of expenditure, purpose of trip, accommodation used and party composition on each trip by destination

Because of these changes in methodology, the GBTS/UKTS results gathered since 2005 are not comparable with those from previous years. In addition, given that the survey fieldwork did not begin until May 2005, no survey data was collected for the first four months of the year, January-April. Consequently, the survey data for 2005 is 'part-year' in nature – only covering the May-December period. Comparative data is therefore restricted to 2006 only. All of the 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013 and 2014 data covers the full 12-month period, allowing for valid comparison.

Objectives

The first objective of GBTS is to provide measurements of tourism by residents of GB, in terms of both volume and value. The second is to collect details of the trips taken and of the people taking them.

These objectives extend to:

- Tourism by people of any age. The core survey is based on adults but collects details of all adults and children present on the trip
- Tourism for any purpose. Although the report places considerable emphasis on the important holiday sector, this is not just a holiday survey. Also included within the scope is tourism for the purpose of visiting friends and relatives, for work or business purposes, conferences and exhibitions, or indeed almost any other purpose
- Day excursion trips, not involving an overnight stay away from home, are not covered by the survey at all
- Tourism to any part of GB, using any accommodation type

GBTS is designed as a continuous measurement of the volume and value of domestic tourism by residents of GB, in such a way as to provide absolute estimates at any point in its currency and relative change over time. Three separate but associated measurements are required from the survey:

- The number of trips (including child trips) taken by GB residents
- The number of nights (including child nights) spent away from home on these trips
- The value of spending on those trips

In summary, for the purposes of this survey, tourism is taken to be any journey away from home lasting one or more nights, to any destination within GB, by any mode of transport, for any purpose, and staying in any type of accommodation. These topics of destination, purpose, mode of transport, accommodation type and many others, are included in the information collected by the survey, in order to provide meaningful analysis and descriptions of the volume and value estimates.

Using previous methodologies, an upper limit of 60 days was applied to the number of nights spent away from home to qualify as a tourism trip. As respondents are now asked about trips returned from in the four weeks prior to interview, this upper limit is now redundant and no longer applied.

It is worth noting that despite this, results are reported on the basis of the start date of the trip.

Scope of this report

This document is intended to provide all of the information necessary to form an overview of the total GB domestic overnight tourism market. The reader will therefore find details of familiar subjects such as purpose, destination, accommodation, transport and month of trip. Also included are other subjects such as methods of booking or arranging travel and details of the types of location stayed at while away from home.

Inevitably, a publication of this size is selective. The 'core' results of each year's GBTS run into thousands of pages of computer tabulations, which are held by the sponsoring boards. Beyond these core tabulations, further computer analysis can provide – subject to technical limitations – any permutation of any number of parameters contained in the survey, in order to produce data on specific market sectors not already analysed. Survey results not published in this report are available from any of the sponsoring boards. Further information and details of costing can be obtained from any of the survey sponsors, at the addresses shown at the back of this report.

For 2011 to 2014, a similar report has been produced from the Great Britain Day Visits Survey (GBDVS) covering same day tourism. For comparability and consistency, results have been presented in a similar format in both the 'GB Tourist' and the 'GB Day Visitor'.

Survey method

The GBTS survey is conducted continuously throughout the year, using face-to-face Computer Assisted Personal Interviewing or CAPI, as part of TNS's in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within GB. Respondents are asked whether they have taken trips in Britain in the previous four calendar weeks that involved at least one night away from home.

When such trips are identified, further questions are asked about a maximum of three trips – the most recent three trips – with a core set of questions for all three trips and additional questions for the most recent trip. The questionnaire is thus designed to maximise accuracy of recall, whilst minimising the task for those who have undertaken more than one trip.

The requirement is for a complete dataset for each of the three most recent trips. Therefore, some imputation is necessary and that imputation covers data not collected, or otherwise missing.

The results are reported in terms of total GB population values. Therefore the data are weighted to correct for differences between the sample distribution and that of the population and also to gross the sample values up to the total population.

Reporting periods are defined in terms of groups of weeks. Results published from the data are for trips that started in each calendar month.

The sample design is based on a master sample frame which divides GB into 600 sample points, with a further five sample points north of the Caledonian Canal. The TNS omnibus survey operates using two sets of points which are used on alternate weeks. Each set consists of 162 points within GB. These sets of points are further split into four levels of 118, 133, 152 and 162 which are used depending on the interview length. Sampling points are selected after stratification by Government Office Region and Social Grade. Each sample point is divided into geographical halves. Selected addresses from the point are taken from one half the first time it is used and from the other half when it is next used. This provides for de-clustering or geographical dispersion week on week. Within each point, 130-200 addresses are issued

from the Postal Address File and these consist of one or more Output Area. Depending on the interview length, a target to achieve an adult sample of 13 to 18 completed interviews is set (12 to 15 in London).

Interviewer assignments are conducted over two days of fieldwork and are carried out on weekdays between 2pm-8pm and/or at the weekend. Interviewers are issued with quota targets based on gender, working status and presence of children. All interviewers must leave three addresses between each successful interview.

On average 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing is not normally conducted during the two weeks either side of Christmas. The weighting procedures are amended to compensate for these missing weeks.

Please note that in the fourth quarter of 2014 there were fewer than 2,000 useable interviews in some weeks. This was due to fieldwork taking longer than expected, and therefore some interviews were not conducted in the intended week. This resulted in base sizes for October, November and December 2014 being smaller than for the same months in previous years, and therefore the base sizes for the whole of 2014 are also smaller than previous years. A more detailed explanation of the fieldwork issue is contained in the GBTS 2014 Methods and Performance Report.

It was decided to retain the question wording used in UKTS from 2005-2010 to ensure consistency of data collection (see below). However, subsequent trip details are only collected for trips taken within GB in the preceding four weeks. The questionnaire reads:

"We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.

Q1. Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?

In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom.

The four weeks we are talking about are from Monday (day/month) through to last Sunday (day/month).

Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip."

It should be noted that although the questionnaire (at Q.1) clarifies to the respondent that the Channel Islands and Isle of Man are included within the United Kingdom, all parties involved with the survey are aware that these islands have federacy status and are not part of the United Kingdom.

The change in the method of data collection from telephone interviewing to an in-home face-to-face approach utilising TNS's weekly Omnibus survey in May 2005, necessitated a review of the questionnaire to adapt it for CAPI use. In addition, the client group was keen to rationalise the length of the questionnaire and remove questions no longer deemed essential.

This report

Section 1.1 – 2014 general trends – this section interprets some of the key differences in domestic tourism in 2014 when compared to 2013.

Section 1.2 – 2014 full year summary – an in-depth summary of domestic tourism during 2014.

Section 1.3 – 2010-2014 trends in domestic tourism – this section focuses on trends during the previous five years, examining GB holiday, visiting friends and relatives (VFR) and business tourism. Also included within this section are the following:

- Trends in expenditure over the period, including a detailed breakdown of expenditure by the different spend categories of a trip i.e. accommodation, travel etc.
- GB holidays by lifestage – this section looks at domestic holidays in Britain during the 2010-2014 time period, when analysed by different lifestage segments (Families, Empty Nesters etc.)
- All spend figures quoted throughout the report are presented as historic prices and do not take inflation into account, with the exception of tables 1.1.1 to 1.1.4, where the spend figures have been adjusted to account for inflation

Section 2

A much more in-depth understanding of the characteristics of domestic tourism in GB.

The GBTS reports in terms of trips, nights and spending:

- Trips are trips or journeys away from home involving an overnight stay, taken by adults aged 16 and over and accompanying children aged up to 15. It should be noted that each adult or child present on the trip counts as a trip. Thus a family of two adults and two children taking a trip away would count as four trips
- Bednights are the number of nights away taken by adults and accompanying children on these trips. Each night away spent by an adult or a child present on the trip counts as a night. Thus, a family of two adults and two children taking a three night trip away from home would count as 12 bednights
- Spending is the expenditure relating to these trips. It includes costs paid in advance of the trip, costs paid during the trip itself and also any bills relating to the trip received after returning home. It covers costs paid by adults on the trip for themselves and on behalf of others on the trip, including children. It also includes costs paid on behalf of the person taking the trip, such as an employer paying the cost of a business trip
- Two further points about spending may be helpful:
- average expenditure per night is calculated by dividing the total trip costs by the number of nights. The total trip costs include those which are paid in advance of the trip (such as travel and inclusive package trip charges) as well as costs incurred on a daily or nightly basis during the trip
- analysis of expenditure by country of destination allocates all trip costs to the country of destination, although in reality some of these costs may be paid in the country of residence rather than the country of destination

For simplicity, absolute volumes and values have been rounded. The degree of rounding is generally self-evident in the tables, but where appropriate, an explanatory note has been added for clarity. The appendix contains a detailed set of definitions of terms used in the report.

Part 2 – Interpretation

GB Tourist 2014



Part 2 – Interpretation

Section 1.1 – 2014 general trends

Tourism in Great Britain in 2014

The tables below and overleaf show that during 2014 the overall volume of trips taken in GB fell by -7% to 114.2 million. The number of bednights spent during GB trips in 2014 decreased by -6% to 349.5 million. Along with the decline in trips since 2013, the amount of expenditure on GB trips in 2014 has also fallen by -3% to £22.7 billion. The volume of trips taken for holidays reflects the decline seen at an overall level, having dropped by -7% to 52.9 million. Visits to friends and relatives dropped by -4% to 42.5 million and there was also a decrease in the volume of business trips taken within GB to 15.9 million trips (-11% compared to 2013).

All domestic overnight tourism

	Trips			Bednights			Expenditure		
	2013	2014	% change	2013	2014	% change	2013	2014	% change
GB	122.9m	114.2m	-7%	373.6m	349.5m	-6%	£23.3bn	£22.7bn	-3%
England	101.8m	92.6m	-9%	297.2m	272.9m	-8%	£18.7bn	£18.1bn	-3%
Scotland	12.1m	12.5m	+3%	42.7m	41.6m	-3%	£2.9bn	£2.9bn	0%
Wales	9.9m	10.0m	+1%	33.7m	35.1m	+4%	£1.7bn	£1.7bn	0%

Holiday tourism

	Trips			Bednights			Expenditure		
	2013	2014	% change	2013	2014	% change	2013	2014	% change
GB	57.0m	52.9m	-7%	198.2m	184.8m	-7%	£13.5bn	£13.1bn	-3%
England	44.9m	40.7m	-9%	149.7m	137.3m	-8%	£10.5bn	£10.1bn	-4%
Scotland	6.5m	6.3m	-3%	24.4m	23.1m	-5%	£1.8bn	£1.7bn	-6%
Wales	6.1m	6.4m	+5%	24.1m	24.3m	+1%	£1.2bn	£1.3bn	+8%

VFR tourism

	Trips			Bednights			Expenditure		
	2013	2014	% change	2013	2014	% change	2013	2014	% change
GB	44.2m	42.5m	-4%	124.8m	118.3m	-5%	£4.8bn	£5.0bn	+4%
England	38.2m	35.9m	-6%	105.9m	97.4m	-8%	£4.1bn	£4.1bn	0%
Scotland	3.5m	4.0m	+14%	11.7m	12.5m	+7%	£0.5bn	£0.6bn	+20%
Wales	2.8m	2.8m	+0%	7.1m	8.4m	+18%	£0.3bn	£0.3bn	0%

Business tourism

	Trips			Bednights			Expenditure		
	2013	2014	% change	2013	2014	% change	2013	2014	% change
GB	17.8m	15.9m	-11%	40.1m	37.5m	-6%	£4.4bn	£4.1bn	-7%
England	15.1m	13.5m	-11%	32.3m	31.0m	-4%	£3.7bn	£3.5bn	-5%
Scotland	1.9m	1.9m	0%	5.9m	5.1m	-14%	£0.5bn	£0.5bn	0%
Wales	0.9m	0.6m	-33%	2.0m	1.4m	-30%	£0.2bn	£0.1bn	-50%

GB trips, nights and expenditure

Table 1.1.1 – GB trips, nights and expenditure by purpose – 2006 to 2014

	2006	2007	2008	2009	2010	2011	2012	2013	2014
All tourism									
Trips (millions)	122.580	119.854	114.442	122.537	115.711	126.635	126.019	122.905	114.242
Nights (millions)	386.890	382.055	367.635	387.448	361.398	387.329	388.240	373.607	349.546
Spend – (historic prices – £million)	£20,094	£20,234	£20,168	20,971	£19,797	£22,666	£23,976	£23,294	£22,692
Spend – (2014 prices – £million)	£24,760	£24,420	£23,608	£23,856	£21,717	£23,862	£24,578	£23,410	£22,692
Holidays									
Trips (millions)	51.775	52.247	50.417	58.974	54.743	58.435	57.695	56.969	52.903
Nights (millions)	192.292	186.698	188.381	217.536	197.215	208.487	203.095	198.229	184.799
Spend – (historic prices – £million)	£10,526	£10,998	£10,936	£12,119	£11,534	£13,000	£13,763	£13,472	£13,065
Spend – (2014 prices – £million)	£12,970	£13,273	£12,801	£13,786	£12,653	£13,686	£14,108	£13,539	£13,065
VFR									
Trips (millions)	48.135	46.396	42.996	43.276	41.554	45.723	45.137	44.200	42.533
Nights (millions)	137.123	129.300	123.631	121.309	117.435	125.702	129.034	124.768	118.256
Spend – (historic prices – £million)	£4,540	£4,529	£4,492	£4,299	£4,193	£4,727	£5,083	£4,847	£4,990
Spend – (2014 prices – £million)	£5,594	£5,466	£5,258	£4,890	£4,600	£4,976	£5,211	£4,871	£4,990
Business									
Trips (millions)	18.602	18.117	17.625	17.453	16.341	18.572	18.944	17.772	15.895
Nights (millions)	44.614	43.515	41.644	40.774	37.695	41.762	44.470	40.143	37.489
Spend – (historic prices – £million)	£4,449	£4,233	£4,265	£4,185	£3,645	£4,400	£4,486	£4,388	£4,101
Spend – (2014 prices – £million)	£5,482	£5,109	£4,992	£4,761	£3,999	£4,632	£4,599	£4,410	£4,101

England trips, nights and expenditure

92.6 million domestic overnight trips were taken in England during 2014, with 273 million bednights and spending of £18.1 billion. These are decreases on 2013; trips were down -9%, bednights dropped by -8% and expenditure by -3%. The number of holiday trips fell back to levels similar to those seen prior to the peak of 2009. At the same time, the number of trips to visit friends and relatives also fell, to a level similar to that of 2010.

2014 saw two periods of growth and seven periods of decline in the number of visits within England. March was the month with the biggest decline, due to the move of Easter from March in 2013 to April in 2014. The summer and second half of 2014 saw a significant reduction in the number of trips taken in England.

Figure 1 – % change in volume of domestic trips in England – 2013 versus 2014

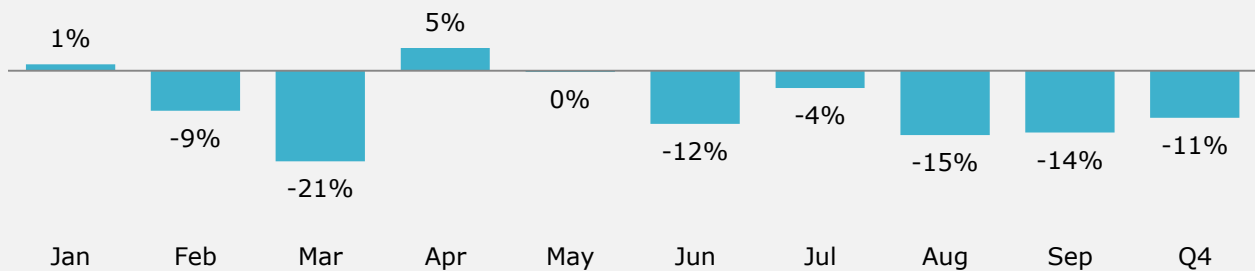


Table 1.1.2 – England trips, nights and expenditure by purpose – 2006 to 2014

	2006	2007	2008	2009	2010	2011	2012	2013	2014
All tourism									
Trips (millions)	100.872	99.127	94.782	102.249	95.503	104.280	104.458	101.756	92.613
Nights (millions)	304.934	304.061	292.814	310.077	284.992	306.806	310.193	297.199	272.859
Spend – (historic prices – £million)	£15,901	£16,135	£16,079	£17,016	£15,842	£17,914	£19,497	£18,710	£18,085
Spend (2014 prices – £m)	£19,593	£19,473	£18,822	£19,357	£17,379	£18,859	£19,986	£18,804	£18,085
Holidays									
Trips (millions)	40.397	41.263	39.753	47.010	43.544	46.157	45.992	44.926	40.740
Nights (millions)	145.075	151.109	141.816	168.503	151.732	157.961	156.235	149.722	137.334
Spend – (historic prices – £million)	£8,104	£8,579	£8,478	£9,615	£9,072	£10,031	£11,007	£10,463	£10,046
Spend (2014 prices – £m)	£9,986	£10,354	£9,924	£10,938	£9,952	£10,560	£11,283	£10,515	£10,046
VFR									
Trips (millions)	41.531	40.117	37.180	37.997	35.963	39.382	38.920	38.194	35.908
Nights (millions)	114.366	109.218	104.607	102.214	96.517	105.430	107.193	105.943	97.397
Spend – (historic prices – £million)	£3,830	£3,762	£3,711	£3,626	£3,478	£3,903	£4,192	£4,078	£4,064
Spend (2014 prices – £m)	£4,719	£4,540	£4,344	£4,125	£3,815	£4,109	£4,297	£4,098	£4,064
Business									
Trips (millions)	15.697	15.230	14.966	14.873	13.454	15.502	15.901	15.122	13.547
Nights (millions)	35.963	35.302	34.322	33.144	29.925	33.718	36.837	32.261	30.960
Spend – (historic prices – £million)	£3,520	£3,433	£3,510	£3,467	£2,961	£3,538	£3,750	£3,655	£3,499
Spend (2014 prices – £m)	£4,337	£4,143	£4,109	£3,944	£3,248	£3,725	£3,844	£3,673	£3,499

Scotland trips, nights and expenditure

In Scotland, 12.5 million domestic tourism trips were taken during 2014, with 41.6 million bednights and expenditure of £2.9 billion in spend. These figures are similar to those seen in 2013 – trips increased by +3%, bednights decreased by -3% and expenditure was unchanged.

Declines were evident in five months during 2014, with the most notable being January. Conversely the final quarter witnessed substantial growth and there were four months with increases.

Comparing 2014 as a whole to previous years, overall overnight domestic tourism within Scotland remained at similar levels to recent years, although somewhat below the peak of 2011. The number of holiday trips also remained at a level similar to recent years. In 2014 VFR trips recovered to the levels seen in 2011 and 2012, after a quiet year in 2013.

Figure 2 – % change in volume of domestic trips in Scotland – 2013 versus 2014

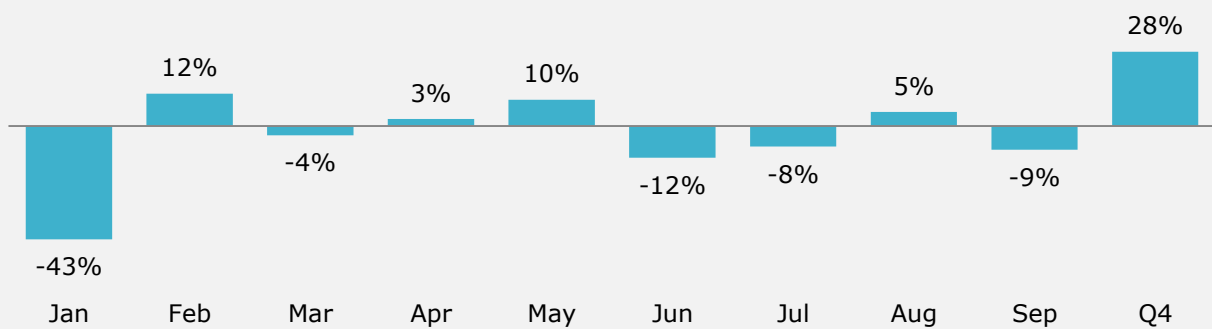


Table 1.1.3 – Scotland trips, nights and expenditure by purpose – 2006 to 2014

	2006	2007	2008	2009	2010	2011	2012	2013	2014
All tourism									
Trips (millions)	12.898	12.701	11.782	12.041	12.095	13.360	12.752	12.122	12.519
Nights (millions)	45.911	46.118	43.026	44.789	43.640	45.583	43.320	42.725	41.609
Spend – (historic prices – £million)	£2,584	£2,691	£2,685	£2,559	£2,517	£3,018	£2,891	£2,889	£2,871
Spend – (2014 prices – £million)	£3,184	£3,248	£3,143	£2,911	£2,761	£3,177	£2,964	£2,903	£2,871
Holidays									
Trips (millions)	5.794	6.304	5.931	6.651	5.700	6.572	6.168	6.480	6.302
Nights (millions)	22.335	26.181	25.274	26.301	21.637	25.498	22.469	24.396	23.128
Spend – (historic prices – £million)	£1,384	£1,508	£1,574	£1,515	£1,414	£1,740	£1,684	£1,814	£1,732
Spend – (2014 prices – £million)	£1,705	£1,820	£1,842	£1,723	£1,551	£1,832	£1,726	£1,823	£1,732
VFR									
Trips (millions)	4.285	3.859	3.648	3.212	3.614	4.106	4.031	3.470	4.036
Nights (millions)	15.631	12.398	11.360	12.248	13.506	13.241	14.568	11.734	12.489
Spend – (historic prices – £million)	£466	£519	£513	£432	£465	£572	£613	£496	£628
Spend – (2014 prices – £million)	£574	£626	£601	£491	£510	£602	£628	£498	£628
Business									
Trips (millions)	2.234	2.227	1.880	2.007	2.311	2.186	2.146	1.929	1.921
Nights (millions)	5.907	6.205	5.052	5.733	6.450	5.791	5.404	5.852	5.110
Spend – (historic prices – £million)	£654	£617	£538	£581	£561	£640	£537	£531	£465
Spend – (2014 prices – £million)	£806	£745	£630	£661	£615	£674	£550	£534	£465

Wales trips, nights and expenditure

In Wales, during 2014, some 10 million domestic tourism trips were taken, staying for 35 million bednights and spending £1.7 billion. These figures are all at the peak or close to the peak seen for Wales in the past nine years. This was driven by growth in the number of both holiday and VFR trips during 2014. Compared to 2013, the number of trips made and the bednights increased year on year (+1% and +4% respectively), and the expenditure remained unchanged.

In 2014 Wales had mostly small changes each month compared to the same period the year before. The exceptions being declines in June and August and increases in April and Quarter 4. The substantial increase in April being due to the move of Easter from March in 2013 to April in 2014.

Figure 3 – % change in volume of domestic trips in Wales – 2013 versus 2014

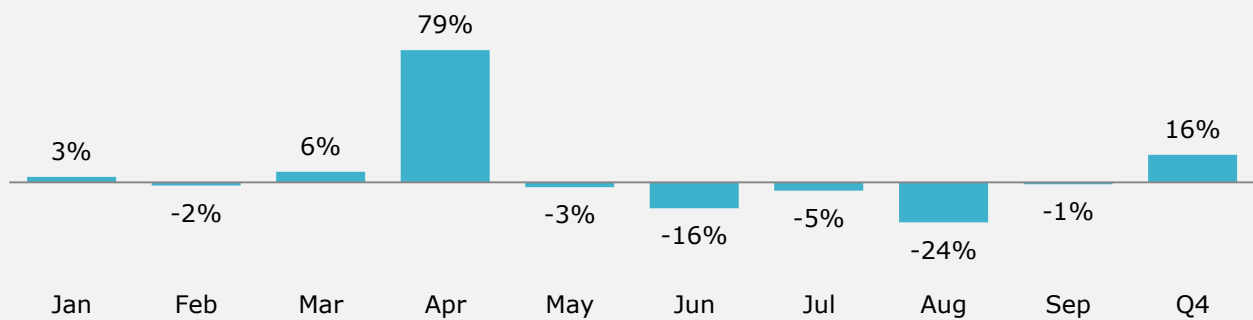


Table 1.1.4 – Wales trips, nights and expenditure by purpose – 2006 to 2014

	2006	2007	2008	2009	2010	2011	2012	2013	2014
All tourism									
Trips (millions)	9.547	8.811	8.452	8.890	8.666	9.697	9.603	9.929	10.002
Nights (millions)	36.045	31.876	31.794	32.582	32.765	34.941	34.727	33.682	35.078
Spend – (historic prices – £million)	£1,608	£1,408	£1,404	£1,396	£1,438	£1,734	£1,588	£1,696	£1,735
Spend – (2014 prices – £million)	£1,981	£1,699	£1,643	£1,588	£1,577	£1,826	£1,628	£1,704	£1,735
Holidays									
Trips (millions)	5.937	5.100	5.042	5.579	5.762	6.036	5.914	6.091	6.357
Nights (millions)	24.883	21.407	21.291	22.732	23.846	25.028	24.391	24.110	24.337
Spend – (historic prices – £million)	£1,037	£911	£884	£989	£1,049	£1,229	£1,072	£1,195	£1,287
Spend – (2014 prices – £million)	£1,278	£1,099	£1,035	£1,125	£1,151	£1,294	£1,099	£1,201	£1,287
VFR									
Trips (millions)	2.510	2.604	2.348	2.303	2.165	2.438	2.372	2.753	2.839
Nights (millions)	7.125	7.684	7.665	6.848	7.412	7.030	7.272	7.091	8.370
Spend – (historic prices – £million)	£245	£248	£268	£241	£250	£251	£279	£274	£298
Spend – (2014 prices – £million)	£302	£299	£314	£274	£274	£264	£286	£275	£298
Business									
Trips (millions)	0.848	0.824	0.845	0.675	0.616	0.994	1.101	0.870	0.574
Nights (millions)	2.744	2.007	2.270	1.897	1.320	2.253	2.230	2.029	1.419
Spend – (historic prices – £million)	£275	£183	£216	£136	£123	£223	£199	£202	£137
Spend – (2014 prices – £million)	£339	£221	£253	£155	£135	£235	£204	£203	£137

Completing the picture

It is important to understand the performance of domestic tourism – and particularly domestic holidays, within the broader context of holiday taking by GB residents generally – both at home and overseas. Since the success for domestic holidays seen in 2009, the volume of trips taken within GB has fluctuated. In 2012 the level of domestic trips levelled off, with a year on year reduction of -1% in both 2012 and 2013. However, in 2014 the reduction was -7%, similar to the decline in 2010.

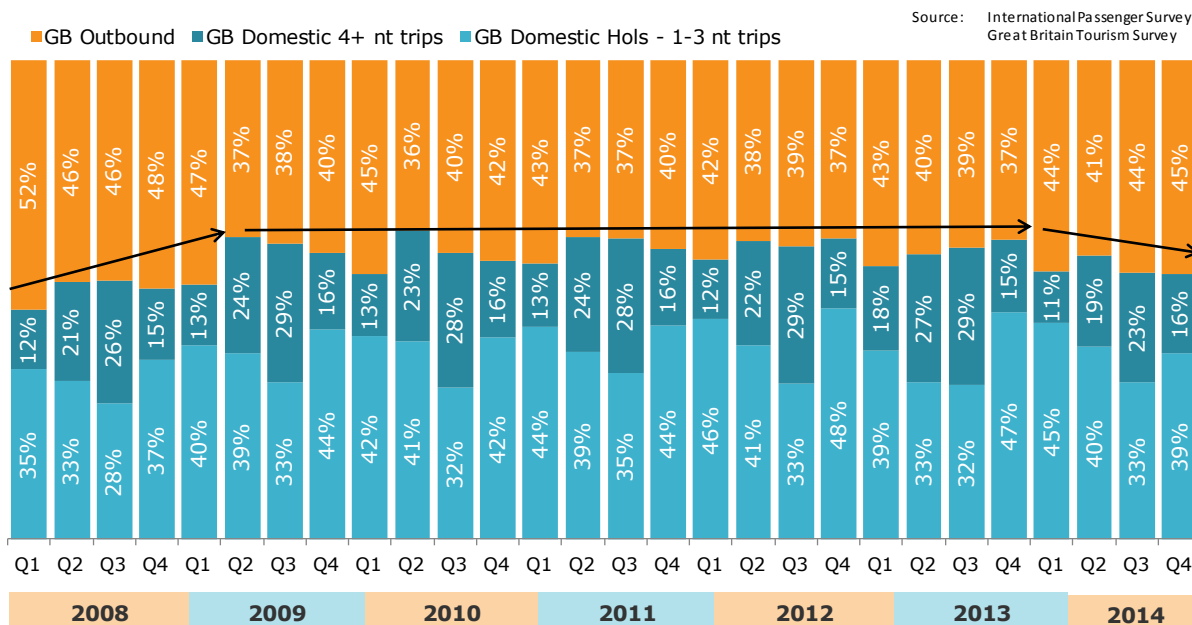
The number of overseas trips taken declined sharply from 2008 to 2010, dropping from 46 million to 36 million. In 2011 the decline halted and in 2014 increased back to 2009 levels.

Table 1.1.5 – Holiday trip taking by GB residents

Destination	GB residents' holiday trips in GB		UK residents' holiday trips overseas*	
	Total trips (m)	% change on previous year	Total trips (m)	% change on previous year
2008	50.416		45.531	
2009	58.973	+17%	38.490	-15.5%
2010	54.472	-7.2%	36.126	-6.1%
2011	58.433	+6.7%	36.356	+0.6%
2012	57.696	-1.3%	36.364	0.0%
2013	56.969	-1.3%	36.932	+1.6%
2014	52.903	-7.1%	38.519	+4.3%

* Source: 2014 International Passenger Survey (Please note: Data for UK residents)

Consequently, as illustrated below, the share of domestic holidays vis-a-vis outbound holidays has reduced during 2014 from around 60% in 2013 to 55% by the end of the year.



Section 1.2 – 2014 full year summary

Tourism volumes and values in 2014

It is estimated that in 2014, GB residents took around 114 million trips of one night or more within GB. These trips involved a total of 350 million nights away from home, resulting in an average tourism trip length of three nights.

Tourism expenditure on these domestic trips was around £23 billion, representing an average spend of £199 per trip and £65 per night away from home.

By relating these levels of tourism volume and value to the total population, the average level of tourism per head of population can be calculated.

In 2014, the average GB adult resident:

- Took 1.8 tourism trips of one night or more away from home within GB
- Stayed away from home for approximately three nights per trip
- Spent in the region of £199 per trip

Tourism destinations

This section looks in detail at tourism in GB, and compares the performance of England, Scotland and Wales as destinations.

Over four out of five (81%) British trips taken during 2014 were taken in England (92.6 million). Scotland saw 12.5 million trips during 2014 and a 11% share of British trips, while there were 10.0 million trips taken in Wales, with a share of 8%.

Table 1.2.1 – Tourism trips in GB by country

Destination	Trips	
	Millions	Share of trips %
GB total	114.242	100%
England	92.613	81%
Scotland	12.519	11%
Wales	10.002	8%

It should be taken into account that the proportion of trips taken within each nation is largely commensurate with the size of its respective populations. When looking at the proportion of trips taken compared to each nation's population as part of Britain, England has a smaller share of trips taken than its share of the overall population, while Scotland and Wales both have a higher proportion of GB trips taken when compared to their population share.

Table 1.2.2 – Tourism trips compared with population

Destination	Population		Trips	
	Millions	%	Millions	%
GB total	62.757	100%	114.242	100%
England	54.317	87%	92.613	81%
Scotland	5.348	9%	12.519	11%
Wales	3.092	5%	10.002	8%

Source: June 2014-based national population projections, office for national statistics

Tourism trips taken in Britain during 2014 were around 3.06 nights' duration on average. The average length of trips taken in Scotland and Wales was longer, with 3.32 nights for Scottish trips and 3.51 nights being spent on trips in Wales.

Table 1.2.3 – Tourism nights in GB by country

Destination	Nights Millions	Share of nights %	Average nights per trip
GB total	349.546	100%	3.06
England	272.859	81%	2.95
Scotland	41.609	12%	3.32
Wales	35.078	8%	3.51

With regard to spending on tourism trips, domestic British trips cost on average around £199. Scotland saw slightly higher trip values, with trips costing on average £229. Trips to Scottish destinations typically see higher spend figures as they tend to be longer than trips taken elsewhere and involve longer journeys. Trips to Wales had the lowest average spend, with trips costing on average £173, despite longer trip lengths (3.51 nights per trip on average). Therefore, spending per night is notably lower in Wales than in England and Scotland.

Table 1.2.4 – Tourism spending in GB by country

Destination	Spending Million	Share of spending %	Average spend per trip	Average spend per night
GB total	£22,692	100%	£198.63	£64.92
England	£18,085	81%	£195.27	£66.28
Scotland	£2,871	12%	£229.33	£69.00
Wales	£1,735	8%	£173.47	£49.46

Purpose by destination

This section illustrates the primary purpose of tourism trips taken by British residents within GB in 2014 – be this for a holiday, visiting friends & relatives or travelling for business and work.

Trips taken as a holiday tend to make up the greatest proportion of overnight British trips, with most of these being shorter trips of 1-3 nights in length. There are some variations between the nations, however, and for Wales the proportion of Total Holiday trips (including VFR-Holidays) is notably higher than for England and Scotland (78% versus 66% for England and 69% for Scotland). Trips in Scotland and Wales were also more likely to be longer (4+ nights) than those taken in England, comprising 23% and 30% respectively of trips taken, compared to 20.7% in England.

Trips for the purpose of visiting friends and relatives (VFR) were taken more often in England, where 38% of trips were taken for this reason compared to 32% in Scotland and 30% in Wales.

During 2014, Wales saw a smaller proportion of business trips than England and Scotland (7% versus 17% in both England and Scotland).

Table 1.2.5 – Trips in GB by purpose

	England	Scotland	Wales
Purpose	Million	Million	Million
Total	92.613	12.519	10.002
Total holiday (including VFR-holiday)	63.003	8.867	7.972
1-3 nights	43.535	5.754	4.744
4+ nights	19.468	3.113	3.227
Holiday	40.740	6.302	6.357
VFR	35.908	4.036	2.839
VFR-holiday	22.263	2.565	1.615
VFR-other	13.645	1.471	1.224
Business/work	13.547	1.921	0.574
Purpose	% share	% share	% share
Total	100%	100%	100%
Total holiday (including VFR-holiday)	66%	69%	78%
1-3 nights	46%	46%	48%
4+ nights	20%	23%	30%
Holiday	42%	49%	61%
VFR	38%	32%	30%
VFR-holiday	23%	20%	17%
VFR-other	15%	12%	14%
Business/work	17%	17%	7%

Bednights show similarities with the analysis of trips across the different countries. As noted above, Scotland and Wales have a higher share of nights than trips, driven by a longer average trip length (3.51 nights for Wales and 3.32 nights for Scotland versus 2.95 nights per trip to England). This longer average length is mainly due to the higher share of trips accounted for by longer holidays in Scotland and Wales.

Table 1.2.6 – Nights in GB by purpose

	England	Scotland	Wales
Purpose	Million	Million	Million
Total	272.859	41.609	35.078
Total holiday (including VFR-holiday)	203.136	31.559	29.750
1-3 nights	82.765	11.004	9.521
4+ nights	120.371	20.555	20.230
Holiday	137.334	23.128	24.337
VFR	97.397	12.489	8.370
VFR-holiday	65.802	8.431	5.414
VFR-other	31.595	4.059	2.956
Business/work	30.960	5.110	1.419

Purpose	% share	% share	% share
Total	100%	100%	100%
Total holiday (including VFR-holiday)	66%	70%	78%
1-3 nights	44%	43%	48%
4+ nights	21%	27%	30%
Holiday	42%	50%	61%
VFR	38%	31%	31%
VFR-holiday	23%	20%	17%
VFR-other	15%	11%	14%
Business/work	17%	17%	7%

Table 1.2.7 illustrates how the share of spending varies in each country by purpose of trip. The survey findings reveal that spending follows a similar pattern to those described for trips and bednights (Tables 1.2.5 and 1.2.6 respectively).

Table 1.2.7 – Spending in GB by purpose			
	England	Scotland	Wales
Purpose	£million	£million	£million
Total	£18,085	£2,871	£1,735
Total holiday (including VFR-holiday)	£12,690	£2,124	£1,471
1-3 nights	£6,956	£1,012	£653
4+ nights	£5,735	£1,112	£818
Holiday	£10,046	£1,732	£1,287
VFR	£4,064	£628	£298
VFR-holiday	£2,644	£392	£184
VFR-other	£1,419	£236	£114
Business/work	£3,499	£465	£137
Purpose	% share	% share	% share
Total	100%	100%	100%
Total holiday (including VFR-holiday)	66%	70%	78%
1-3 nights	44%	43%	48%
4+ nights	21%	27%	30%
Holiday	42%	50%	61%
VFR	38%	31%	31%
VFR-holiday	23%	20%	17%
VFR-other	15%	11%	14%
Business/work	17%	17%	7%

Origin and destination of trips

This section examines the origin of trips, meaning the GB countries in which those who are taking the tourist trips are normally resident.

Residents of England took 97 million trips in 2014, a share of 84% of all British trips, while those from Scotland took close to 10 million and Welsh residents almost 7 million trips.

The share of trips taken by residents of each nation is broadly in line with their share of the British population, as the average number of trips being taken by residents is fairly similar – averaging around two trips per resident across each of the British nations.

Table 1.2.8 – Trips taken by country of residence

Residents of...	GB	England	Scotland	Wales
Trips taken (million)	114.242	97.335	9.979	6.928
Share of trips taken (%)	100%	84%	9%	6%
Resident population (million)	62.757	54.317	5.348	3.092
Share of population (%)	100%	87%	9%	5%
Average number of trips taken per resident	1.82	1.79	1.86	2.24

British residents spent on average just under six nights away on GB trips in 2014 (across the 1.8 trips average taken, as mentioned above) and spent on average £362 on these trips overall. Scottish and Welsh residents spent slightly more nights away than English residents (5.94 compared to 5.51). Scottish and Welsh residents also spent considerably more on trips each year, with an average of £425 and £435 respectively.

Table 1.2.9 – Nights taken & spending by country of residence

Residents of...	GB	England	Scotland	Wales
Nights away (million)	349.55	299.40	31.77	18.37
Average number of nights taken per resident	5.57	5.51	5.94	5.94
Spending (£ million)	£22,692	£19,069	£2,277	£1,345
Average spend per resident (£)	£362	£351	£425	£435

The relationship between the country of origin and the country of destination for trips is shown in table 1.2.10.

Note: a small number of tourist trips have more than one destination – for example, a holiday to more than one country, or an overnight stay in one country en route to another.

Table 1.2.10 – Destination of trip by country of residence (number)

Residents of...

Trips	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	114.242	97.335	9.979	6.928
England	92.613	85.020	3.482	4.111
Scotland	12.519	5.569	6.516	0.435
Wales	10.002	7.442	0.044	2.517

Nine out of every ten trips taken by English residents were within England, with the remainder being evenly split between trips taken in Scotland (6%) and Wales (7%). While residents of Scotland were most likely to take trips within their own nation (65% of trips taken by Scottish residents were in Scotland), one third were taken in England (35%). In contrast to England and Scotland, trips made by Welsh residents were most likely to have been taken outside of their home nation with three fifths being taken in England (60%). Just over a third of trips taken by Welsh respondents were in Wales.

Table 1.2.11 – Destination of trip by country of residence (share by origin)

Residents of...

Trips	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	100%	100%	100%
England	81%	88%	35%	60%
Scotland	11%	6%	65%	7%
Wales	8%	7%	*	35%

Note: *= less than 0.5%

In the tables below, both bednights and spending show similar patterns to one another when looking at share by destination:

- English residents generate 88% of trips, 91% of nights and 89% of spend on domestic trips taken in England
- For Scottish residents, equivalent figures for trips in Scotland are 65% of trips, 46% of nights and 41% of spend
- And for Welsh residents, the proportions are 35%, 17% and 18% respectively

The further people travel, the more nights they are likely be away and the higher their spend is likely to be. Therefore, people taking a trip outside their country of residence will tend to account for a higher proportion of nights and spend, and those taking a trip within their country of residence will make up a lower proportion of nights and spend.

Table 1.2.12 – Destination of nights by country of residence (number)

Residents of...

Nights	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	349.546	299.402	31.774	18.370
England	272.859	249.211	12.240	11.408
Scotland	41.609	21.426	19.131	1.052
Wales	35.078	28.765	0.403	5.910

Table 1.2.13 – Destination of nights by residence (share by destination)

Residents of...

Row percentages	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	85%	9%	6%
England	100%	91%	5%	4%
Scotland	100%	52%	46%	2%
Wales	100%	82%	1%	17%

Table 1.2.14 – Destination of spend by country of residence (£)

Residents of...

Spend	GB	England	Scotland	Wales
Destination	£Million	£Million	£Million	£Million
GB	£22,692	£19,069	£2,277	£1,345
England	£18,085	£16,057	£1,094	£933
Scotland	£2,871	£1,608	£1170	£93
Wales	£1,735	£1,404	£12	£319

Table 1.2.15 – Destination of spend by residence (Share by destination)

Residents of...

Row percentages	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	84%	10%	6%
England	100%	89%	6%	5%
Scotland	100%	56%	41%	3%
Wales	100%	81%	1%	18%

Table 1.2.16 presents analysis of the extent to which each country is a net 'winner' or 'loser' in terms of domestic tourism. For example, if residents of country X take 10 trips outside country X, in countries Y and Z, but 12 trips are taken in country X, by residents of countries Y and Z then country X has a net gain of two trips.

Both Scotland and Wales have more domestic tourism trips, nights and expenditure from elsewhere in Britain than residents of those countries who take trips to other parts of Britain. The converse is true for England, with a net loss in numbers of trips, nights and spend versus the rest of Britain.

Table 1.2.16 – Net gains/losses of domestic tourism

	Trips	Nights	Spend
	Millions	Millions	£millions
England	-5.418	-26.543	-£985
Scotland	+2.540	+9.835	+£595
Wales	+3.074	+16.708	+£390

GB Regions – All tourism – Analysis by region of residence and region visited

Table 1.2.17 – Overnight tourism: All tourism trips by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	6.516	0.044	0.345	0.971	0.326	0.221	0.301	0.169	0.898	0.236	0.186
Wales	0.435	2.517	0.051	0.616	0.218	0.237	0.505	0.233	0.691	0.605	1.119
North East England	0.929	0.134	0.781	1.152	0.999	0.368	0.258	0.275	0.593	0.288	0.159
North West England	1.352	2.016	0.532	3.550	1.352	0.872	0.795	0.585	1.580	1.011	1.175
Yorkshire and the Humber	0.727	0.442	0.657	1.605	2.839	1.172	0.543	0.725	1.363	0.979	0.722
East Midlands	0.379	0.545	0.247	0.852	0.953	1.599	0.707	1.162	0.963	1.122	1.068
West Midlands	0.252	1.504	0.241	0.951	0.432	0.599	1.133	0.509	0.788	1.002	1.639
East of England	0.561	0.452	0.243	0.596	0.745	0.534	0.599	2.154	0.754	1.481	1.249
London	0.402	0.425	0.187	0.944	0.479	0.370	0.707	1.083	0.608	2.072	1.353
South East England	0.653	0.939	0.264	0.905	0.739	0.805	0.947	1.473	1.896	5.655	3.758
South West England	0.313	0.986	0.146	0.593	0.363	0.363	0.755	0.607	1.242	1.736	4.879
Total	12.519	10.002	3.694	12.735	9.445	7.141	7.251	8.975	11.376	16.186	17.309

Table 1.2.18 – Overnight tourism: All tourism trips by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	52.0%	0.4%	9.3%	7.6%	3.5%	3.1%	4.2%	1.9%	7.9%	1.5%	1.1%
Wales	3.5%	25.2%	1.4%	4.8%	2.3%	3.3%	7.0%	2.6%	6.1%	3.7%	6.5%
North East England	7.4%	1.3%	21.1%	9.0%	10.6%	5.2%	3.6%	3.1%	5.2%	1.8%	0.9%
North West England	10.8%	20.2%	14.4%	27.9%	14.3%	12.2%	11.0%	6.5%	13.9%	6.2%	6.8%
Yorkshire and the Humber	5.8%	4.4%	17.8%	12.6%	30.1%	16.4%	7.5%	8.1%	12.0%	6.0%	4.2%
East Midlands	3.0%	5.4%	6.7%	6.7%	10.1%	22.4%	9.8%	12.9%	8.5%	6.9%	6.2%
West Midlands	2.0%	15.0%	6.5%	7.5%	4.6%	8.4%	15.6%	5.7%	6.9%	6.2%	9.5%
East of England	4.5%	4.5%	6.6%	4.7%	7.9%	7.5%	8.3%	24.0%	6.6%	9.1%	7.2%
London	3.2%	4.2%	5.1%	7.4%	5.1%	5.2%	9.8%	12.1%	5.3%	12.8%	7.8%
South East England	5.2%	9.4%	7.1%	7.1%	7.8%	11.3%	13.1%	16.4%	16.7%	34.9%	21.7%
South West England	2.5%	9.9%	4.0%	4.7%	3.8%	5.1%	10.4%	6.8%	10.9%	10.7%	28.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1.2.19 – Overnight tourism: All tourism nights by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	19.13	0.40	0.91	3.11	1.09	0.53	0.68	0.79	2.85	1.26	1.00
Wales	1.05	5.91	0.12	1.31	0.51	0.91	1.16	0.78	1.73	1.44	3.46
North East England	2.45	0.48	1.76	3.05	2.44	1.31	0.70	0.86	1.42	1.24	0.72
North West England	4.44	7.46	1.77	9.85	3.59	2.00	1.78	1.57	3.44	2.89	4.60
Yorkshire and the Humber	3.31	1.59	1.82	3.86	7.29	3.19	1.35	3.21	2.88	3.05	3.79
East Midlands	1.84	2.32	0.60	2.32	2.64	4.87	1.46	4.35	1.97	2.85	4.33
West Midlands	1.10	6.13	0.72	2.60	1.44	1.52	2.22	1.63	1.72	2.82	7.58
East of England	2.52	2.17	0.91	1.49	2.50	1.36	1.51	5.69	1.32	4.57	5.49
London	1.73	1.63	0.66	2.99	1.56	1.03	2.24	3.13	0.93	4.59	4.87
South East England	2.74	3.30	0.89	2.72	2.15	2.31	2.07	5.07	3.48	14.23	13.19
South West England	1.29	3.69	0.54	2.74	1.21	0.92	2.17	2.71	2.65	4.76	13.65
Total	41.61	35.08	10.70	36.04	26.44	19.94	17.34	29.78	24.36	43.70	62.70

Table 1.2.20 – Overnight tourism: All tourism nights by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	46.0%	1.1%	8.5%	8.6%	4.1%	2.6%	3.9%	2.6%	11.7%	2.9%	8.5%
Wales	2.5%	16.8%	1.1%	3.6%	1.9%	4.6%	6.7%	2.6%	7.1%	3.3%	1.1%
North East England	5.9%	1.4%	16.4%	8.5%	9.2%	6.6%	4.0%	2.9%	5.8%	2.8%	16.4%
North West England	10.7%	21.3%	16.5%	27.3%	13.6%	10.0%	10.3%	5.3%	14.1%	6.6%	16.5%
Yorkshire and the Humber	8.0%	4.5%	17.0%	10.7%	27.6%	16.0%	7.8%	10.8%	11.8%	7.0%	17.0%
East Midlands	4.4%	6.6%	5.6%	6.4%	10.0%	24.4%	8.4%	14.6%	8.1%	6.5%	5.6%
West Midlands	2.7%	17.5%	6.7%	7.2%	5.5%	7.6%	12.8%	5.5%	7.0%	6.4%	6.7%
East of England	6.1%	6.2%	8.5%	4.1%	9.5%	6.8%	8.7%	19.1%	5.4%	10.5%	8.5%
London	4.2%	4.7%	6.2%	8.3%	5.9%	5.2%	12.9%	10.5%	3.8%	10.5%	6.2%
South East England	6.6%	9.4%	8.3%	7.5%	8.1%	11.6%	11.9%	17.0%	14.3%	32.6%	8.3%
South West England	3.1%	10.5%	5.0%	7.6%	4.6%	4.6%	12.5%	9.1%	10.9%	10.9%	5.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1.2.21 – Overnight tourism: All tourism expenditure by region of residence and region visited (£millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M
Scotland	£1,170	£12	£65	£241	£90	£45	£63	£89	£369	£64	£63
Wales	£93	£319	£6	£109	£41	£53	£108	£71	£228	£88	£229
North East England	£182	£27	£81	£230	£165	£93	£37	£51	£213	£70	£47
North West England	£326	£379	£112	£646	£248	£120	£141	£110	£490	£215	£285
Yorkshire and the Humber	£236	£125	£79	£276	£411	£162	£81	£158	£464	£228	£237
East Midlands	£125	£128	£34	£177	£201	£176	£99	£171	£210	£172	£321
West Midlands	£93	£236	£38	£177	£72	£87	£136	£127	£164	£204	£449
East of England	£153	£75	£56	£127	£172	£104	£106	£288	£109	£214	£334
London	£118	£87	£43	£168	£98	£63	£97	£171	£45	£260	£393
South East England	£242	£182	£57	£182	£161	£142	£160	£270	£323	£695	£873
South West England	£132	£166	£43	£134	£70	£61	£124	£99	£274	£239	£701
Total	£2,871	£1,735	£616	£2,465	£1,728	£1,107	£1,153	£1,604	£2,889	£2,448	£3,933

Table 1.2.22 – Overnight tourism: All tourism expenditure by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	40.8%	0.7%	10.6%	9.8%	5.2%	4.1%	5.5%	5.5%	12.8%	2.6%	1.6%
Wales	3.2%	18.4%	1.0%	4.4%	2.4%	4.8%	9.4%	4.4%	7.9%	3.6%	5.8%
North East England	6.3%	1.6%	13.1%	9.3%	9.5%	8.4%	3.2%	3.2%	7.4%	2.9%	1.2%
North West England	11.4%	21.8%	18.2%	26.2%	14.4%	10.8%	12.2%	6.9%	17.0%	8.8%	7.2%
Yorkshire and the Humber	8.2%	7.2%	12.8%	11.2%	23.8%	14.6%	7.0%	9.9%	16.1%	9.3%	6.0%
East Midlands	4.4%	7.4%	5.5%	7.2%	11.6%	15.9%	8.6%	10.7%	7.3%	7.0%	8.2%
West Midlands	3.2%	13.6%	6.2%	7.2%	4.2%	7.9%	11.8%	7.9%	5.7%	8.3%	11.4%
East of England	5.3%	4.3%	9.1%	5.2%	10.0%	9.4%	9.2%	18.0%	3.8%	8.7%	8.5%
London	4.1%	5.0%	7.0%	6.8%	5.7%	5.7%	8.4%	10.7%	1.6%	10.6%	10.0%
South East England	8.4%	10.5%	9.3%	7.4%	9.3%	12.8%	13.9%	16.8%	11.2%	28.4%	22.2%
South West England	4.6%	9.6%	7.0%	5.4%	4.1%	5.5%	10.8%	6.2%	9.5%	9.8%	17.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Tables 1.2.17 and 1.2.18 show that, with the exception of London, the greatest proportion of trips made in each region is made by residents of the same area. The origins of visitors to London were slightly more diverse, drawing visitors from a wider range of regions – more than nine out of ten (94%) overnight visits are made by non-London residents and therefore London sees a far smaller proportion of those who live in the region taking overnight visits there than do other regions.

In terms of bednights spent in each region (tables 1.2.19 and 1.2.20), the northern and southern regions of England tended to see a larger proportion of nights spent by those living in the same region. For other regions, including the East and West Midlands, East of England and London, larger shares of nights were spent by those from outside the region. A similar pattern was also seen in terms of the expenditure in each region by origin of visitor.

GB Regions – Holiday trips – Analysis by region of residence and region visited

Table 1.2.23 – Overnight tourism: All holiday trips by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	3.463	0.012	0.164	0.529	0.201	0.053	0.089	0.074	0.218	0.063	0.072
Wales	0.153	1.515	0.013	0.333	0.086	0.047	0.156	0.045	0.316	0.153	0.747
North East England	0.488	0.065	0.391	0.719	0.576	0.145	0.125	0.088	0.154	0.075	0.092
North West England	0.603	1.507	0.248	2.317	0.651	0.173	0.355	0.156	0.432	0.287	0.509
Yorkshire and the Humber	0.342	0.235	0.329	0.906	1.821	0.677	0.179	0.291	0.472	0.386	0.353
East Midlands	0.206	0.309	0.039	0.348	0.533	0.844	0.230	0.516	0.266	0.368	0.514
West Midlands	0.144	1.171	0.071	0.570	0.211	0.269	0.654	0.203	0.296	0.494	1.215
East of England	0.254	0.214	0.079	0.263	0.245	0.228	0.274	1.105	0.202	0.698	0.667
London	0.248	0.204	0.055	0.269	0.197	0.089	0.143	0.462	0.100	0.867	0.816
South East England	0.264	0.475	0.088	0.308	0.179	0.227	0.240	0.576	0.496	2.299	1.901
South West England	0.138	0.650	0.059	0.245	0.130	0.088	0.257	0.149	0.288	0.455	2.634
Total	6.302	6.357	1.535	6.807	4.830	2.840	2.703	3.665	3.242	6.145	9.520

Table 1.2.24 – Overnight tourism: All holiday trips by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	55.0%	0.2%	10.7%	7.8%	4.2%	1.9%	3.3%	2.0%	6.7%	1.0%	0.8%
Wales	2.4%	23.8%	0.8%	4.9%	1.8%	1.7%	5.8%	1.2%	9.7%	2.5%	7.8%
North East England	7.7%	1.0%	25.5%	10.6%	11.9%	5.1%	4.6%	2.4%	4.8%	1.2%	1.0%
North West England	9.6%	23.7%	16.2%	34.0%	13.5%	6.1%	13.1%	4.3%	13.3%	4.7%	5.3%
Yorkshire and the Humber	5.4%	3.7%	21.4%	13.3%	37.7%	23.8%	6.6%	7.9%	14.6%	6.3%	3.7%
East Midlands	3.3%	4.9%	2.5%	5.1%	11.0%	29.7%	8.5%	14.1%	8.2%	6.0%	5.4%
West Midlands	2.3%	18.4%	4.6%	8.4%	4.4%	9.5%	24.2%	5.5%	9.1%	8.0%	12.8%
East of England	4.0%	3.4%	5.1%	3.9%	5.1%	8.0%	10.1%	30.2%	6.2%	11.4%	7.0%
London	3.9%	3.2%	3.6%	4.0%	4.1%	3.1%	5.3%	12.6%	3.1%	14.1%	8.6%
South East England	4.2%	7.5%	5.7%	4.5%	3.7%	8.0%	8.9%	15.7%	15.3%	37.4%	20.0%
South West England	2.2%	10.2%	3.8%	3.6%	2.7%	3.1%	9.5%	4.1%	8.9%	7.4%	27.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1.2.25 – Overnight tourism: All holiday nights by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	10.34	0.05	0.52	1.58	0.75	0.14	0.22	0.34	0.94	0.28	0.56
Wales	0.51	4.05	0.01	0.82	0.29	0.16	0.36	0.12	0.70	0.35	2.66
North East England	1.47	0.31	0.84	2.02	1.34	0.66	0.33	0.35	0.38	0.18	0.44
North West England	2.45	5.68	0.93	7.19	2.07	0.55	0.82	0.58	0.99	1.03	2.45
Yorkshire and the Humber	1.83	0.97	1.10	2.01	5.27	1.83	0.55	1.40	1.22	1.28	2.52
East Midlands	1.32	1.63	0.14	0.78	1.66	2.85	0.45	2.63	0.53	1.08	2.72
West Midlands	0.78	5.07	0.30	1.67	0.80	0.91	1.25	1.02	0.60	1.49	6.22
East of England	1.27	0.99	0.50	0.79	1.01	0.71	0.62	3.300	0.33	2.32	3.51
London	1.12	0.97	0.18	0.72	0.67	0.28	0.41	1.55	0.18	2.13	3.27
South East England	1.39	2.04	0.37	1.06	0.66	1.01	0.76	2.24	0.81	6.29	8.37
South West England	0.63	2.58	0.34	1.15	0.58	0.21	0.90	0.90	0.64	1.20	8.31
Total	23.13	24.34	5.22	19.80	15.09	9.30	6.68	14.42	7.30	17.63	41.03

Table 1.2.26 – Overnight tourism: All holiday nights by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	44.8%	0.2%	9.9%	8.0%	5.0%	1.5%	3.3%	2.4%	12.9%	1.6%	1.4%
Wales	2.2%	16.6%	0.2%	4.1%	1.9%	1.7%	5.3%	0.8%	9.5%	2.0%	6.5%
North East England	6.3%	1.3%	16.1%	10.2%	8.8%	7.0%	5.0%	2.5%	5.2%	1.0%	1.1%
North West England	10.6%	23.4%	17.7%	36.3%	13.7%	5.9%	12.3%	4.0%	13.6%	5.8%	6.0%
Yorkshire and the Humber	7.9%	4.0%	21.1%	10.2%	34.9%	19.7%	8.3%	9.7%	16.7%	7.2%	6.1%
East Midlands	5.7%	6.7%	2.7%	3.9%	11.0%	30.7%	6.8%	18.2%	7.2%	6.1%	6.6%
West Midlands	3.4%	20.6%	5.8%	8.4%	5.3%	9.8%	18.8%	7.1%	8.3%	8.5%	15.2%
East of England	5.5%	4.1%	9.5%	4.0%	6.7%	7.6%	9.3%	22.9%	4.5%	13.2%	8.6%
London	4.8%	4.0%	3.4%	3.6%	4.5%	3.0%	6.2%	10.7%	2.4%	12.1%	8.0%
South East England	6.0%	6.4%	7.1%	5.4%	4.4%	10.8%	11.4%	15.5%	11.1%	35.7%	20.4%
South West England	2.7%	10.6%	6.5%	5.8%	3.8%	2.2%	13.4%	6.2%	8.7%	6.8%	20.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1.2.27 – Overnight tourism: All holiday expenditure by region of residence and region visited (£ millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M
Scotland	£742	£6	£46	£144	£62	£15	£22	£44	£99	£24	£33
Wales	£56	£246	£1	£77	£22	£17	£53	£22	£143	£33	£167
North East England	£112	£20	£52	£162	£108	£49	£13	£22	£106	£19	£31
North West England	£175	£300	£55	£522	£159	£36	£75	£42	£140	£91	£132
Yorkshire and the Humber	£134	£77	£49	£183	£333	£112	£41	£71	£171	£105	£165
East Midlands	£79	£81	£12	£91	£148	£112	£43	£103	£66	£72	£191
West Midlands	£63	£203	£9	£125	£45	£63	£96	£75	£82	£81	£364
East of England	£94	£58	£28	£66	£75	£52	£46	£203	£42	£130	£224
London	£89	£51	£7	£66	£35	£29	£28	£115	£24	£127	£302
South East England	£118	£113	£26	£71	£56	£71	£59	£176	£114	£417	£616
South West England	£70	£131	£16	£74	£36	£22	£60	£41	£90	£95	£491
Total	£1,732	£1,287	£301	£1,582	£1,080	£578	£538	£913	£1,078	£1,193	£2,715

Table 1.2.28 – Overnight tourism: All holiday expenditure by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	42.8%	0.5%	15.3%	9.1%	5.7%	2.6%	4.1%	4.8%	9.2%	2.0%	1.2%
Wales	3.2%	19.1%	0.3%	4.9%	2.0%	2.9%	9.9%	2.4%	13.3%	2.8%	6.2%
North East England	6.5%	1.6%	17.3%	10.2%	10.0%	8.5%	2.4%	2.4%	9.8%	1.6%	1.1%
North West England	10.1%	23.3%	18.3%	33.0%	14.7%	6.2%	13.9%	4.6%	13.0%	7.6%	4.9%
Yorkshire and the Humber	7.7%	6.0%	16.3%	11.6%	30.8%	19.4%	7.6%	7.8%	15.9%	8.8%	6.1%
East Midlands	4.6%	6.3%	4.0%	5.8%	13.7%	19.4%	8.0%	11.3%	6.1%	6.0%	7.0%
West Midlands	3.6%	15.8%	3.0%	7.9%	4.2%	10.9%	17.8%	8.2%	7.6%	6.8%	13.4%
East of England	5.4%	4.5%	9.3%	4.2%	6.9%	9.0%	8.6%	22.2%	3.9%	10.9%	8.3%
London	5.1%	4.0%	2.3%	4.2%	3.2%	5.0%	5.2%	12.6%	2.2%	10.6%	11.1%
South East England	6.8%	8.8%	8.6%	4.5%	5.2%	12.3%	11.0%	19.3%	10.6%	35.0%	22.7%
South West England	4.0%	10.2%	5.3%	4.7%	3.3%	3.8%	11.2%	4.5%	8.3%	8.0%	18.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

As with All Tourism Trips, Holiday Trips tended to have the greater proportion of trips being taken by people from the same region as residence. The exception being London, where visitors were more likely to have come from the rest of the South East or from further regions. This pattern was also reflected in the number of bednights and expenditure within each region. Each region had its own residents accounting for the largest share of nights/spend, apart from London, where visitors from elsewhere made up a larger proportion.

Booking method and lead time analysis

Trips booked by trip purpose

Table 1.2.29 – Booking method by trip purpose								
Purpose	All trips		Holiday trips		VFR trips		Business trips	
	Million	%	Million	%	Million	%	Million	%
GB	114.242	100%	52.903	100%	42.533	100%	15.895	100%
Firm booking	63.856	56%	37.450	71%	14.237	33%	10.332	65%
No firm bookings	44.100	39%	12.535	24%	26.947	63%	3.739	24%
England	92.613	100%	40.740	100%	35.908	100%	13.547	100%
Firm booking	51.981	56%	29.691	73%	11.992	33%	8.711	65%
No firm bookings	35.565	38%	8.806	22%	22.874	64%	3.197	24%
Scotland	12.519	100%	6.302	100%	4.036	100%	1.921	100%
Firm booking	7.294	58%	4.288	68%	1.612	40%	1.242	65%
No firm bookings	4.590	37%	1.717	28%	2.259	56%	0.541	28%
Wales	10.002	100%	6.357	100%	2.839	100%	0.574	100%
Firm booking	5.269	53%	3.945	62%	0.821	29%	0.406	71%
No firm bookings	4.122	41%	2.032	32%	1.876	66%	0.096	17%

More than half (56%) of trips undertaken in GB during 2014 were booked in advance of taking the trip. The proportion of trips booked in advance varied by the purpose of the trip. Holidays and business trips were most likely to be booked in advance (71% and 65% respectively) and VFR trips were less likely to be booked in advance (33%). When considering holiday trips, those to Wales were less likely to be booked in advance (62%) than those to Scotland (68%) or England (73%).

Trips taken in GB by booking method

Table 1.2.30 – Booking method by volume of trips, nights and expenditure – Overall GB

	Trips Million	Nights Million	Expenditure £Million
Total	114.242	349.55	£22,692
Net: Firm booking	63.856	195.50	£15,987
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	8.076	21.06	£2,197
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	5.480	20.57	£1,585
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	37.482	112.65	£9,552
Directly through a transport provider (e.g. rail, air, sea, coach)	9.744	30.05	£2,116
Directly through a Tourist Board or Tourist Information Centre	0.936	3.14	£239
Through some other source	6.922	25.21	£1,664
Did not make any firm bookings before trip	44.100	133.16	£5,347
Don't know	6.286	20.89	£1,358

In table 1.2.30 it can be seen that 56% of GB trips in 2014 were booked in advance, but accounted for 70% of overall expenditure, because a higher proportion of more expensive trips were booked in advance than those costing less.

Overall, bookings made directly through the accommodation provider (e.g. hotel, B&B or cottage owner) account for the largest share of GB domestic overnight trips, with 37.5 million trips (33%) booked in this way. This method of booking also accounted for a slightly larger share of expenditure with more than two fifths (42%) of all expenditure being accounted for by direct bookings with accommodation providers. The nights spent by each booking method broadly reflected the share of trips overall, with the largest share of nights spent on trips where the booking was made directly with the accommodation provider. Other popular methods of booking trips included bookings made through a transport provider (e.g. rail, air, sea or coach), accounting for 9% of trips, or through a high street or online travel agent (7%). Just under two fifths (39%) of trips are made without a firm booking, but account for only a quarter (24%) of expenditure on GB trips overall.

GB trip volumes by booking methods and country visited

Table 1.2.31 – Trip volumes by booking method – by country visited

	GB	England	Scotland	Wales
Booking method	Million	Million	Million	Million
Total	114.242	92.613	12.519	10.002
Net: Firm booking	63.856	51.981	7.294	5.269
Through a high street or on-line travel agent (e.g. Thomas Cook, Expedia)	8.076	6.528	1.189	0.529
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	5.480	4.429	0.531	0.599
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	37.482	30.692	3.963	3.189
Directly through a transport provider (e.g. rail, air, sea, coach)	9.744	7.913	1.247	0.665
Directly through a Tourist Board or Tourist Information Centre	0.936	0.762	0.129	0.059
Through some other source	6.922	5.506	0.732	0.718
Did not make any firm bookings before trip	44.100	35.565	4.590	4.122
Don't know	6.286	5.067	0.635	0.611

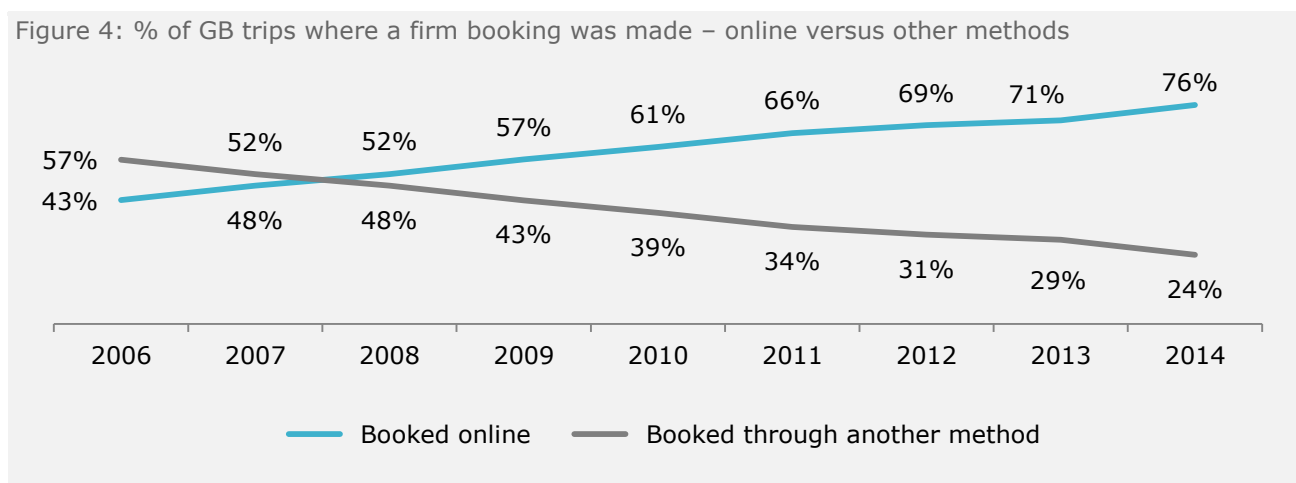
When comparing across different GB nations visited, there were similar proportions of visitors making firm bookings ahead of their trip, although Wales saw a slightly lower share (53% compared to 56% for GB overall).

In terms of the method of booking, going directly through the accommodation provider was the most popular choice across each of the nations, accounting for around a third in each (33% England, 32% Scotland and 32% Wales). Other methods of booking saw similar levels of take-up across the nations.

Booking online versus other methods

Table 1.2.32 – GB trip volumes by booking method – trends over time									
Purpose	2006	2007	2008	2009	2010	2011	2012	2013	2014
	Million	Million	Million	Million	Million	Million	Million	Million	Million
Total	122.580	119.854	114.442	122.537	115.711	126.635	126.019	122.905	114.242
Net: Firm booking	54.265	55.105	53.616	60.738	56.902	64.829	68.249	68.640	63.856
Booked online	23.341	26.526	27.656	34.448	34.739	42.973	47.093	48.545	48.354
	43%	48%	52%	57%	61%	66%	69%	71%	76%
Booked through another method	30.924	28.579	25.960	26.290	22.163	21.856	21.156	20.095	15.502
	57%	52%	48%	43%	39%	34%	31%	29%	24%

Figure 4: % of GB trips where a firm booking was made – online versus other methods



The growth of the importance of online methods of booking GB overnight trips can clearly be seen in Figure 4. Around three quarters of trips where a firm booking is made were booked online and the volume of trips booked online has doubled since 2006.

Figure 5: % of 2014 trips vs 2013 trips booking made online - by type of provider

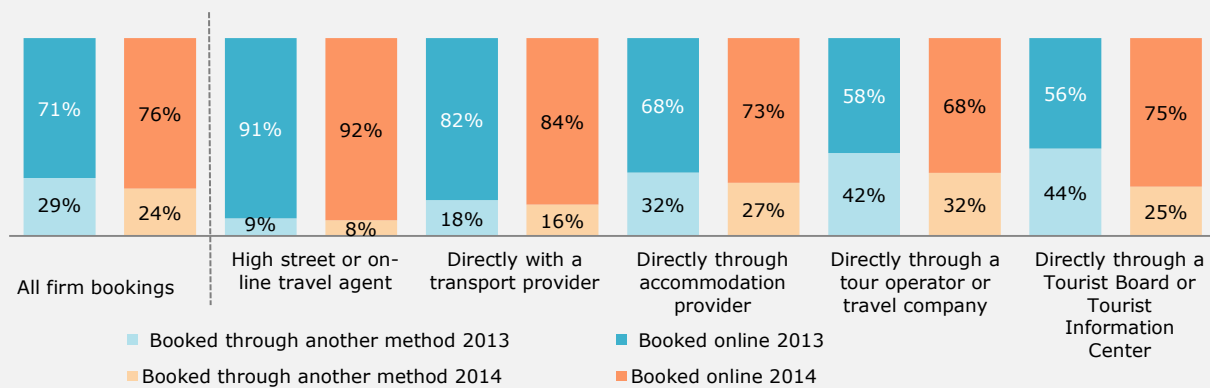


Figure 5 shows that in 2014 three quarters (76%) of all pre-booked trips were booked on line, up from 71% in 2013. Although the proportion varied by the type of channel through which the booking was made, in all cases the proportion booking online grew during 2014.

The highest levels of online booking were seen for those booking through a high street or online travel agent (e.g. Thomas Cook or Expedia) and around nine in ten (92%) of these trips were booked online. Booking accommodation through a transport provider was also highly likely to be done online (84%). Almost three quarters of those booking directly through an accommodation provider did so online (73%). Tour operators had 68% of trip-takers booking online and tourist boards and information centres 75%.

Figure 6: % of 2014 trips where a firm booking was made – booking method by trip purpose

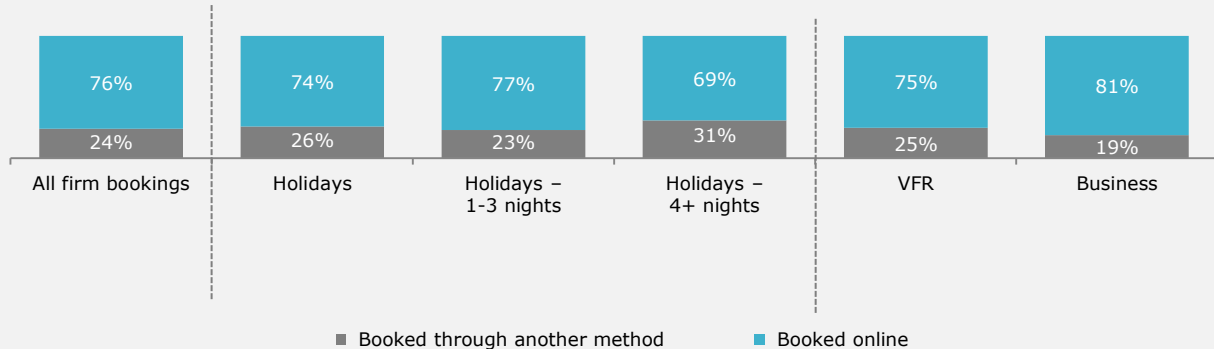


Figure 6 highlights that trip purpose did not have a significant impact upon propensity to book online or through other methods, with fairly consistent levels of take-up across all types. Business trips were more likely to be booked online, with more than four in five (81%) of pre-booked trips being done this way.

In terms of holiday trips, nearly three quarters (74%) of trips are booked in this way. Shorter holidays were more likely to have been booked online than longer ones (77% versus 69%).

Table 1.2.33– Booking online – device used by accommodation booking channel

		All online firm bookings	Through a high street or on-line travel agent (e.g. Thomas Cook, Expedia)	Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	Directly through a transport provider (e.g. rail, air, sea, coach)	Directly through a Tourist Board or Tourist Information Centre
Device used	Year	Million	Million	Million	Million	Million	Million
All firm online bookings		48.354	7.436	3.746	27.306	8.156	0.702
On a laptop or desktop PC	2014	32.403 67%	5.107 69%	2.460 66%	18.607 68%	5.794 71%	0.527 75%
	2013	72%	72%	76%	74%	71%	72%
On a tablet device e.g. iPad, Kindle Fire etc.	2014	5.919 12%	1.121 15%	0.452 12%	3.447 13%	0.819 10%	0.126 18%
	2013	7%	10%	5%	8%	5%	14%
On a smartphone e.g. iPhone, Blackberry etc.	2014	2.259 5%	0.487 7%	0.121 3%	1.185 4%	0.403 5%	0.031 4%
	2013	3%	4%	2%	3%	4%	-
On TV/games console e.g. Smart TV, Xbox etc.	2014	0.125 0%	- -	0.018 0%	0.080 0%	0.006 0%	- -
	2013	0%	0%	0%	0%	0%	-
Other	2014	0.111 0%	0.011 0%	0.017 0%	0.063 0%	0.031 0%	- -
	2013	0%	0%	0%	0%	0%	-
None/don't know	2014	6.372 13%	0.762 10%	0.577 15%	3.620 13%	1.119 14%	0.027 4%
	2013	13%	10%	15%	13%	14%	4%

Table 1.2.33 shows that two thirds of firm bookings that were made online were booked on larger devices such as a laptop or desktop PC (which is a lower proportion than the 72% in 2013). Conversely the proportion of bookings made on mobile devices (12% tablet device and 5% smartphone) was higher than in 2013 (7% and 3% respectively). There were few variations from this pattern of online bookings, with the majority of bookings having been made on a laptop or desktop PC, regardless of booking channel.

Booking lead times by trips, nights and expenditure

In February 2013 a question was added to the GB Tourism Survey to examine the accommodation booking lead times, the length of time between booking and travelling for GB overnight holiday trips. This question was asked only of those who had made a firm booking ahead of arriving at their trip destination.

Table 1.2.34 – Booking lead times by volume of trips, nights and expenditure – Overall GB

Accommodation booking lead times	Trips		Nights		Expenditure	
	Million	%	Million	%	£million	%
Holidays booked in advance	37.450	100%	128.02	100%	£10,298	100%
More than 6 months before (365 days)	3.367	9%	17.75	14%	£1,206	12%
4-6 months before (150 days)	4.454	12%	20.10	16%	£1,581	15%
2-3 months before (45 days)	9.221	25%	32.97	26%	£2,732	27%
About a month before (30 days)	6.646	18%	21.26	17%	£1,776	17%
2-3 weeks before (17.5 days)	6.563	18%	18.68	15%	£1,658	16%
4-7 days before (5.5 days)	4.220	11%	10.96	9%	£826	8%
2-3 days before (2.5 days)	2.015	5%	4.69	4%	£434	4%
The day before (1 day)	0.825	2%	1.95	2%	£147	1%
Booked same day/booked after setting off on the trip (0 days)	0.348	1%	0.68	1%	£62	1%
Average booking lead time in days	70.5		-		-	

Of those GB domestic overnight trips where accommodation was booked, on average it is booked 70.5 days in advance of the trip, around two months and one week, and two days longer than in 2013. Around three fifths (63%) of trips were booked at least a month ahead of the trip, a similar proportion to 2013. Trips booked at least a month in advance tended to have a slightly higher share of nights (72%) and expenditure (71%), meaning that longer, more expensive trips are more likely to be booked further in advance.

Table 1.2.35 – Trip volumes by booking lead times and country visited

	GB	England	Scotland	Wales
Accommodation booking lead times	Million	Million	Million	Million
Total all holidays	52.903	40.740	6.302	6.357
Holidays booked in advance	37.450	29.691	4.288	3.945
Percent of holidays booked in advance	71%	73%	68%	62%
More than 6 months before (365 days)	3.367	2.763	0.291	0.359
4-6 months before (150 days)	4.454	3.488	0.372	0.711
2-3 months before (45 days)	9.221	7.382	1.131	0.820
About a month before (30 days)	6.646	5.324	0.885	0.574
2-3 weeks before (17.5 days)	6.563	5.356	0.745	0.515
4-7 days before (5.5 days)	4.220	3.313	0.483	0.433
2-3 days before (2.5 days)	2.015	1.554	0.270	0.191
The day before (1 day)	0.825	0.585	0.068	0.172
Booked same day/booked after setting off on the trip (0 days)	0.348	0.279	0.035	0.034
Average booking lead time in days	70.5	71.2	59.8	79.8

Comparison of individual GB nations show they tended to be broadly similar in terms of the proportion of holiday trips booked in advance (GB 71%, England 73%, Scotland 68% and Wales 62%), though holiday trips to Wales were slightly less likely to be booked in advance, as a proportion of all holiday trips.

Trips booked in advance tended to be booked on average over two months in advance. Trips to Wales were more likely to be booked further in advance, with an average booking lead time of 79.8 days whereas trips to Scotland tended to have the shortest average booking lead times, at 59.8 days average.

Table 1.2.36 – Trip volumes by booking lead times and accommodation booking channel – Overall GB

	Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	Directly through a transport provider (e.g. rail, air, sea, coach)	Directly through a Tourist Board or Tourist Information Centre
Accommodation booking lead times	Million	Million	Million	Million	Million
Holidays booked in advance	4.329	3.786	23.033	2.789	0.732
More than 6 months before (365 days)	0.268	0.652	1.999	0.091	0.043
4-6 months before (150 days)	0.491	0.592	2.558	0.177	0.079
2-3 months before (45 days)	0.867	1.076	5.559	0.881	0.169
About a month before (30 days)	0.827	0.580	4.152	0.526	0.083
2-3 weeks before (17.5 days)	0.743	0.529	4.003	0.483	0.173
4-7 days before (5.5 days)	0.504	0.195	2.654	0.325	0.136
2-3 days before (2.5 days)	0.358	0.092	1.147	0.156	0.029
The day before (1 day)	0.186	0.033	0.417	0.055	0.016
Booked same day/booked after setting off on the trip (0 days)	0.035	-	0.292	0.023	-
Average booking lead time in days (2014)	58.9	107.5	69.2	46.3	57.0
Average booking lead time in days (2013)	47.1	95.7	69.6	59.4	65.1

Table 1.2.36 illustrates that there were notable variations in booking lead times by the different booking channels used for GB holiday overnight trips. Trips where accommodation was booked through a transport provider tended to see shorter booking lead times (46.3 days). Trips booked via a high street or online travel agent also tended to see the shorter booking lead times, being booked on average 58.9 days ahead.

Booking directly through an accommodation provider saw slightly longer average booking lead times of 69.2 days. The range of booking lead times for this method were slightly wider, with around a fifth (20%) having booked under a week before travelling, and a further fifth (20%) having been booked at least 4 months in advance. Trips that were booked through a tour operator or travel company saw the longest average booking lead time (107.5 days). Nearly a third of these trips were booked at least 4 months ahead of travelling.

In 2014 booking lead times were longer for trips booked through travel agents and tour operators compared to 2013, and trips booked through transport providers had a shorter lead time in 2014.

Table 1.2.37 – Trip volumes by booking lead times and length of trips – Overall GB

	1 to 3 nights	4 to 7 nights	8+ nights
Accommodation booking lead times	Million	Million	Million
Holidays booked in advance	24.265	12.349	1.733
More than 6 months before (365 days)	1.175	1.757	0.435
4-6 months before (150 days)	1.985	2.066	0.403
2-3 months before (45 days)	5.397	3.462	0.362
About a month before (30 days)	4.372	2.012	0.261
2-3 weeks before (17.5 days)	4.798	1.618	0.147
4-7 days before (5.5 days)	3.402	0.753	0.065
2-3 days before (2.5 days)	1.739	0.249	0.027
The day before (1 day)	0.677	0.134	0.013
Booked same day/booked after setting off on the trip (0 days)	0.319	0.029	-
Average booking lead time in days	50.6	99.4	143.8

As may be expected, shorter trips tended to have shorter booking lead times, with an average of 50.6 days between booking and travelling for trips that were one to three nights in length (around one month and three weeks). Trips of four to seven days had an average booking lead time of 99.4 days (over three months), while trips of over one week duration had much longer average booking lead times (143.8 days).

Accessibility

Respondents were asked whether they or any members of the party during their visit had any of the following disabilities or impairments. More than one in six (16%) trips were made with a member of the party having one or more of these conditions. Long-term illness, mobility impairment (non-wheelchair user) or deafness/partial hearing loss were the most common conditions.

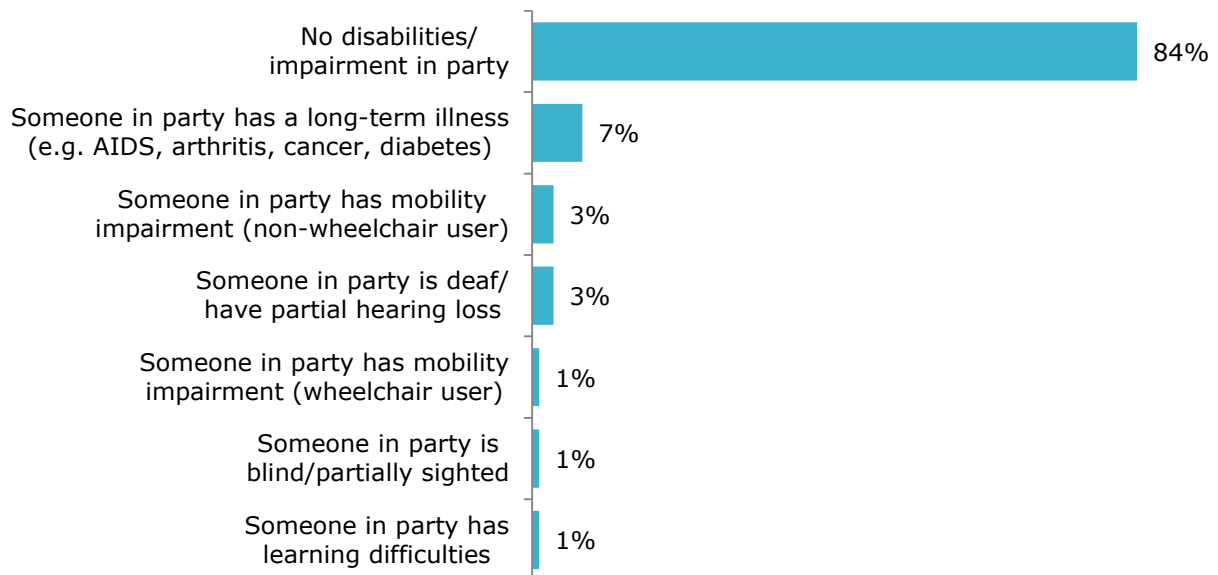


Figure 2.9 – 2014 Disabilities: Percentage of trips where one or more party member has a disability or impairment - All GB trips

The tables below also examine the number of trips, nights and expenditure by the presence of disabilities in the party. Looking across each of the GB nations, the share of trips where a member of the party has a disability or impairment is comparable across each (England 14%, Scotland 13%, Wales 16%). The volume of nights spent on overnight trips for parties of this type was also comparable across each of the nations, though these trips tended to be slightly longer than those where there were no disabilities or impairments in the party, 3.6 nights long on average versus 3.0 for those with no disability or impairment. For expenditure too, trips including someone in the party with a disability or impairment saw slightly higher average expenditure (£213) than for those who did not (£196). In terms of differences between the nations for these party types, Scotland saw the largest difference in average spend made by parties with a disability or impairment compared to parties without (£249 versus £226). In England the difference was £210 versus £192, and Wales £185 compared to £174, for those trips including someone with a disability or impairment compared to those without.

Table 1.2.38 – Trips by disabilities/impairments in party by country of visit

	Trips							
	GB		England		Scotland		Wales	
	2013	2014	2013	2014	2013	2014	2013	2014
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness	7.880	7.578	6.401	6.146	0.787	0.763	0.770	0.799
% share	6%	7%	6%	7%	6%	6%	8%	8%
Someone in party has mobility impairment (non-wheelchair user)	4.442	3.561	3.673	2.833	0.358	0.303	0.415	0.464
% share	4%	3%	4%	3%	3%	2%	4%	5%
Someone in party is deaf/have partial hearing loss	4.014	3.904	3.332	3.255	0.419	0.558	0.288	0.189
% share	3%	3%	3%	4%	3%	4%	3%	2%
Someone in party has mobility impairment (wheelchair user)	1.148	1.144	1.002	0.975	0.106	0.109	0.052	0.061
% share	1%	1%	1%	1%	1%	1%	1%	1%
Someone in party is blind/partially sighted	1.376	1.058	1.142	0.834	0.102	0.104	0.152	0.126
% share	1%	1%	1%	1%	1%	1%	2%	1%
Someone in party has learning difficulties	2.034	1.461	1.777	1.107	0.118	0.171	0.155	0.198
% share	2%	1%	2%	1%	1%	1%	2%	2%
Net: disability or impairment in party	17.021	15.733	13.974	12.760	1.671	1.585	1.512	1.554
% share	14%	14%	14%	14%	14%	13%	15%	16%
No disabilities/impairments in party	105.884	96.300	87.782	78.070	10.451	10.645	8.417	8.306
% share	86%	84%	86%	84%	86%	85%	85%	83%
Total	122.905	114.242	101.760	92.613	12.122	12.519	9.929	10.002

Table 1.2.39 – Nights by disabilities/impairments in party by country of visit

	Nights							
	GB		England		Scotland		Wales	
	2013	2014	2013	2014	2013	2014	2013	2014
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	27.18	26.63	21.20	21.00	3.18	2.83	2.80	2.80
	7%	8%	7%	8%	7%	7%	8%	8%
Someone in party has mobility impairment (non-wheelchair user)	15.55	13.81	12.63	10.10	1.31	1.47	1.61	2.25
	4%	4%	4%	4%	3%	4%	5%	6%
Someone in party is deaf/have partial hearing loss	13.79	14.15	11.33	11.01	1.41	2.11	1.05	1.03
	4%	4%	4%	4%	3%	5%	3%	3%
Someone in party has mobility impairment (wheelchair user)	4.21	5.04	3.64	4.20	0.39	0.44	0.18	0.39
	1%	1%	1%	2%	1%	1%	1%	1%
Someone in party is blind/partially sighted	5.20	3.67	4.21	2.79	0.46	0.55	0.53	0.34
	1%	1%	1%	1%	1%	1%	2%	1%
Someone in party has learning difficulties	6.85	4.90	5.60	3.70	0.31	0.59	0.55	0.61
	2%	1%	2%	1%	1%	1%	2%	2%
Net: disability or impairment in party	58.49	56.57	46.73	44.24	6.36	6.21	5.40	6.57
	16%	16%	16%	16%	15%	15%	16%	19%
No disabilities/impairments in party	315.12	285.20	250.47	222.25	35.85	34.46	28.28	28.50
	84%	82%	84%	81%	84%	83%	84%	81%
Total	373.61	349.55	297.20	272.86	42.73	41.61	33.68	35.08

Table 1.2.40 – Expenditure by disabilities/impairments in party by country of visit

	Expenditure							
	GB		England		Scotland		Wales	
	2013	2014	2013	2014	2013	2014	2013	2014
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	£1,611	£1,516	£1,222	£1,227	£211	£181	£178	£108
	7%	7%	7%	7%	7%	6%	10%	6%
Someone in party has mobility impairment (non-wheelchair user)	£883	£828	£735	£630	£69	£91	£79	£107
	4%	4%	4%	3%	2%	3%	5%	6%
Someone in party is deaf/have partial hearing loss	£767	£825	£623	£643	£96	£136	£48	£46
	3%	4%	3%	4%	3%	5%	3%	3%
Someone in party has mobility impairment (wheelchair user)	£325	£316	£299	£252	£14	£46	£12	£19
	1%	1%	2%	1%	0%	2%	1%	1%
Someone in party is blind/partially sighted	£242	£202	£197	£160	£18	£23	£27	£19
	1%	1%	1%	1%	1%	1%	2%	1%
Someone in party has learning difficulties	£349	£300	£293	£227	£25	£41	£32	£32
	1%	1%	2%	1%	1%	1%	2%	2%
Net: disability or impairment in party	£3,351	£3,351	£2,662	£2,685	£391	£395	£298	£289
	14%	15%	14%	15%	14%	14%	18%	17%
No disabilities/impairments in party	£19,943	£18,895	£16,048	£15,047	£2,498	£2,402	£1,398	£1,446
	86%	83%	86%	83%	86%	84%	82%	83%
Total	£23,294	£22,692	£18,710	£18,085	£2,889	£2,871	£1,696	£1,735

Section 1.3 – 2010-14 domestic tourism

Trends in domestic tourism 2010-14

This section of the report presents the key findings for each year from 2010. Comparing five years of data provides a better understanding of the longer term trends in domestic tourism which are less apparent when comparing 'year-on-year'. The main body of the text focuses on the most recent 2014 time period when compared to 2013. However, any apparent trends over the 2010 – 2014 period are also highlighted.

Please note that the focus is on trips taken by British residents within GB – Northern Ireland as both a destination and an origin has been removed (reflecting the change in the survey coverage from 2011 onwards). All data presented here has Northern Ireland residents and destination information removed. Consequently, care should be taken when comparing results from this year's report with those of previous years. Also, please note that all expenditure figures are presented in their original state as collected (historic prices). They do not therefore take account of inflation (in comparison to the expenditure data in Section 1.1 where inflation is taken into account).

Tourism trips taken in GB

Table 1.3.1 – Tourism trips taken in GB (2010-2014)

	2010 (Jan-Dec)	2011 (Jan-Dec)	% change (10-11)	2012 (Jan-Dec)	% change (11-12)	2013 (Jan-Dec)	% change (12-13)	2014 (Jan-Dec)	% change (13-14)	Average annual % change 10-14
Trips (millions)	115.711	126.635	+9.4%	126.019	-0.5%	122.905	-2.5%	114.242	-7.1%	-0.3%
Nights (millions)	361.398	387.329	+7.2%	388.240	+0.2%	373.607	-3.8%	349.546	-6.4%	-0.7%
Spending (£millions)	£19,797	£22,666	+14.5%	£23,976	+5.8%	£23,294	-2.8%	£22,691	-2.6%	+2.9%
Average nights per trip	3.12	3.06	-2.1%	3.08	+0.7%	3.04	-1.3%	3.06	+0.7%	-0.4%
Average spend per trip	£171	£179	+4.6%	£190	+6.2%	£190	0.0%	£199	+4.7%	+3.3%
Average spend per night	£55	£59	+6.8%	£62	+5.1%	£62	0.0%	£65	+4.8%	+3.6%

Looking at the longer term trends, domestic tourism saw a significantly more positive performance in 2011 compared to 2010, and continued at a similar level in 2013. 2013 saw a decline of -2.5%, which has continued in 2014 and now stands at 114.2 million (-7.1% compared to 2013). Despite the +9.4% growth in trips in 2011, the declines over the last two years mean the average annual change over the five years is now a negligible -0.3%.

The number of nights spent on trips in Britain rose significantly during 2011 compared to the previous year and 2012 saw the level being maintained with a small increase of +0.2%. However in 2013 this level dropped by -3.8% year on year, and in 2014 fell a further -6.4%. This has resulted in an average annual change of -0.7% since 2010.

Expenditure (before taking account of inflation) had been growing between 2010 and 2012, however 2013 saw a drop in spending to £23.3 billion and 2014 has seen a fall of -2.6% to £22.7 billion. The overall performance of GB trip expenditure over the past five years has resulted in an average annual percentage change of +2.9% since 2010.

Purpose of domestic trips in GB

Table 1.3.2 – Purpose of domestic trips in GB (2010-2014)

	2010 (Jan- Dec)	2011 (Jan-Dec)	% change (10-11)	2012 (Jan-Dec)	% change (11-12)	2013 (Jan-Dec)	% change (12-13)	2014 (Jan-Dec)	% change (13-14)	Average annual % change 10-14
	Millions	Millions		Millions		Millions		Millions		
All tourism	115.711	126.635	+9.4%	126.019	-0.5%	122.905	-2.5%	114.242	-7.1%	-0.1%
Total holiday (including VFR-holiday)	76.001	82.350	+8.4%	83.142	+1.0%	82.616	-0.6%	79.210	-4.1%	1.1%
1-3 Nights	50.070	55.279	+10.4%	56.357	+2.0%	56.221	-0.2%	53.929	-4.1%	+2.0%
4-7 Nights	21.761	22.406	+3.0%	22.277	-0.6%	22.171	-0.5%	21.346	-3.7%	-0.5%
8+ Nights	4.171	4.665	+11.8%	4.508	-3.4%	4.224	-6.3%	3.935	-6.8%	-1.2%
Holiday	54.743	58.435	+6.7%	57.695	-1.3%	56.969	-1.3%	52.903	-7.1%	-0.7%
1-3 Nights	34.406	37.090	+7.8%	37.331	+0.7%	36.785	-1.5%	33.869	-7.9%	-0.2%
4-7 Nights	17.328	18.081	+4.4%	17.213	-4.8%	17.236	+0.1%	16.326	-5.3%	-1.4%
8+ Nights	3.009	3.263	+8.4%	3.151	-3.4%	2.498	-20.7%	2.709	+8.5%	-1.8%
VFR	41.554	45.723	+10.0%	45.137	-1.3%	44.200	-2.1%	42.533	-3.8%	+0.7%
VFR-holiday	21.259	23.916	+12.5%	25.446	+6.4%	25.647	+0.8%	26.307	+2.6%	+5.6%
VFR-other	20.295	21.808	+7.5%	19.690	-9.7%	18.553	-5.8%	16.227	-12.5%	-5.1%
Business/work	16.341	18.572	+13.7%	18.944	+2.0%	18.290	-3.5%	15.895	-13.1%	-0.2%

Total holiday trips (including those to visit friends and relatives) made up the largest proportion of domestic trips taken in GB, with 79.2 million trips having been taken for this purpose during the period of January to December 2014, a decline of -4.1%. More than two thirds (53.9 million) of these trips were shorter in length, lasting 1-3 nights, so trips lasting four days or longer made up about a third (25.3 million).

Holiday trips in Britain have seen a decrease in 2014 (to 52.9 million), a decline of -7.1% compared to 2013. Within this, holiday trips lasting over a week grew, while those lasting a week or less declined.

2014 saw a drop in VFR trips, with 42.5 million trips taken, a reduction of -3.8%.

15.9 million overnight business trips were taken in 2014, down -13.1% on 2013.

Table 1.3.3 – Purpose of domestic nights in GB (2010-2014)

	2010 (Jan- Dec)	2011 (Jan- Dec)	% change (10-11)	2012 (Jan- Dec)	% change (11-12)	2013 (Jan- Dec)	% change (12-13)	2014 (Jan- Dec)	% change (13-14)	Average annual % change 10-14
	Millions	Millions		Millions		Millions		Millions		
All tourism	361.40	387.33	+7.2%	388.24	+0.2%	373.61	-3.8%	349.55	-6.4%	-0.7%
Total holiday (including VFR-holiday)	263.96	281.51	+6.7%	282.41	+0.3%	277.70	-1.7%	264.45	-4.8%	0.1%
1-3 Nights	95.70	104.60	+9.3%	107.32	+2.6%	106.88	-0.4%	103.29	-3.4%	+2.0%
4-7 Nights	116.00	119.10	+2.7%	117.96	-1.0%	117.08	-0.8%	112.78	-3.7%	-0.7%
8+ Nights	52.26	57.81	+10.6%	57.13	-1.2%	53.74	-5.9%	48.38	-10.0%	-1.6%
Holiday	197.22	208.49	+5.7%	203.10	-2.6%	198.23	-2.4%	184.80	-6.8%	-1.5%
1-3 Nights	66.76	71.32	+6.8%	71.36	+0.1%	70.28	-1.5%	65.75	-6.4%	-0.3%
4-7 Nights	93.25	97.26	+4.3%	92.28	-5.1%	91.99	-0.3%	87.21	-5.2%	-1.6%
8+ Nights	37.21	39.91	+7.3%	39.45	-1.2%	35.96	-8.9%	31.84	-11.5%	-3.6%
VFR	117.44	125.70	+7.0%	129.03	+2.7%	124.77	-3.3%	118.26	-5.2%	+0.3%
VFR-holiday	66.74	73.02	+9.4%	79.31	+8.6%	79.47	+0.2%	79.65	+0.2%	+4.6%
VFR-other	50.69	52.68	+3.9%	49.72	-5.6%	45.23	-8.9%	38.61	-14.8%	-6.3%
Business/work	37.70	41.76	+10.8%	44.47	+6.5%	41.53	-6.6%	38.11	-8.2%	+0.6%

The number of nights spent on British trips grew between 2010 and 2012 peaking with 388.2 million domestic bednights in 2012. However 2013 saw this figure drop to 373.6 million, a decline of -3.8% which was followed by a further decline of -6.4% to 349.5 million in 2014. Across the 2010 to 2014 period the overall average annual percentage change was -0.7%

Total domestic holiday bednights (including VFR) grew between 2010 and 2012 to 282.4 million, but this fell by -1.7% in 2013 and -4.8% in 2014 to 264.4 million. Trips of over a week in length declined the most, by -10.0%.

For the third year running there was a decline (-6.8%) in the number of bednights used during holiday trips. The decline is sharpest for the longest holidays, -11.5% lower than 2013 for holidays of over a week.

The number of nights spent on business trips also fell (by -8.2%) to 38.1 million. Similarly nights on visits to friends and relatives declined by -5.2% to 118.2 million.

Table 1.3.4 – Purpose of domestic spend in GB (2010-2014)

	2010 (Jan-Dec)	2011 (Jan-Dec)	% change (10-11)	2012 (Jan-Dec)	% change (11-12)	2013 (Jan-Dec)	% change (12-13)	2014 (Jan-Dec)	% change (13-14)	Average annual % change 10-14
	£millions	£millions	£millions	£millions	£millions	£millions	£millions	£millions	£millions	£millions
All tourism	£19,797	£22,666	+14.5%	£23,976	+5.8%	£23,294	-2.8%	£22,692	-2.6%	+3.7%
Total holiday (including VFR-holiday)	£13,943	£15,698	+12.6%	£16,765	+6.8%	£16,457	-1.8%	£16,286	-1.0%	+4.1%
1-3 Nights	£7,388	£8,171	+10.6%	£9,064	+10.9%	£8,950	-1.3%	£8,620	-3.7%	+6.8%
4-7 Nights	£5,190	£5,833	+12.4%	£6,052	+3.8%	£5,980	-1.2%	£6,196	+3.6%	+2.8%
8+ Nights	£1,366	£1,694	+24.0%	£1,649	-2.7%	£1,527	-7.4%	£1,470	-3.7%	+4.4%
Holiday	£11,534	£13,000	+12.7%	£13,763	+5.9%	£13,472	-2.1%	£13,065	-3.0%	+3.2%
1-3 Nights	£5,845	£6,484	+10.9%	£7,183	+10.8%	£7,008	-2.4%	£6,586	-6.0%	-1.5%
4-7 Nights	£4,563	£5,148	+12.8%	£5,214	+1.3%	£5,194	-0.4%	£5,343	+2.9%	+1.9%
8+ Nights	£1,126	£1,368	+21.5%	£1,366	-0.2%	£1,271	-7.00%	£1,137	-10.5%	+4.3%
VFR	£4,193	£4,727	+12.7%	£5,083	+7.5%	£4,847	-4.6%	£4,990	+3.0%	+1.3%
VFR-holiday	£2,409	£2,698	+12.0%	£3,001	+11.2%	£2,986	-0.5%	£3,221	+7.9%	+6.4%
VFR-other	£1,784	£2,029	+13.7%	£2,082	+2.6%	£1,862	-11.6%	£1,769	-5.0%	+3.2%
Business/work	£3,645	£4,400	+20.7%	£4,486	+2.0%	£4,514	+0.6%	£4,101	-9.2%	+3.5%

It is important to note that 2013 and earlier figures are in historic prices and have not been converted to take account of inflation.

In terms of revenue, British domestic overnight tourism experienced growth from 2010 to 2012, but 2013 and 2014 both saw declines, -2.8% and -2.6% respectively to give a value for 2014 of £22.7 billion. That is an average annual rate of growth of +3.7% since 2010.

Expenditure on Total holidays (including VFR) also declined in both 2013 (-1.8%) and 2014 (-1.0%) to £16.3 billion.

Spend on true holidays was down -3.0% compared to 2013 at £13.1 billion, driven particularly by the decline in domestic holidays lasting over a week (-10.5%).

Conversely spend on trips to visit friends and relatives was up +3.0% in 2014 to £5.0 billion.

Spend on business trips was down by -9.2% to £4.1 billion.

Tourism trips taken in England

Table 1.3.5 – Tourism trips taken in England (2010-2014)

	2010 (Jan-Dec)	2011 (Jan-Dec)	% change (10-11)	2012 (Jan-Dec)	% change (11-12)	2013 (Jan-Dec)	% change (12-13)	2014 (Jan-Dec)	% change (13-14)	Average annual % change 10-14
Trips (millions)	95.503	104.280	+9.2%	104.458	+0.2%	101.756	-2.6%	92.613	-9.0%	-0.6%
Nights (millions)	284.99	306.81	+7.7%	310.91	+1.1%	297.20	-4.4%	272.86	-8.2%	-1.0%
Spending (£millions)	£15,842	£17,914	+13.1%	£19,497	+8.8%	£18,710	-4.0%	£18,085	-3.3%	+3.6%
Average nights per trip	2.98	2.94	-1.4%	2.97	+1.0%	2.92	-1.78%	2.95	+1.0%	-0.2%
Average spend per trip	£166	£172	+3.6%	£187	+8.5%	£184	-1.6%	£195	+6.0%	+3.5%
Average spend per night	£56	£58	+5.0%	£63	+8.4%	£63	0.0%	£66	+4.8%	+3.6%

As the largest proportion of the overall market, the English performance for domestic tourism trips tends to reflect the GB performance. For 2014, the volume of overnight domestic trips to England stood at 92.6 million, a decline of -9.0% compared to 2013.

There was also a decrease in the number of nights spent in England to 272.9 million (-8.2%) and consequently a decrease in spend to £18.1 billion (-3.3%).

While the average length of trips in England has remained relatively unchanged during the five year period from 2010 to 2014, the value of these trips has risen both in terms of overall spend and spend per night (an average percentage change of +3.5% and +3.6% respectively over the five year period).

Purpose of domestic trips in England

Table 1.3.6 – Purpose of domestic trips in England (2010-2014)

	2010 (Jan- Dec)	2011 (Jan- Dec)	% change (10-11)	2012 (Jan- Dec)	% change (11-12)	2013 (Jan- Dec)	% change (12-13)	2014 (Jan- Dec)	% change (13-14)	Average annual % change 10-14
	Millions	Millions		Millions		Millions		Millions		
All tourism	95.503	104.280	+9.2%	104.458	+0.2%	101.756	-2.6%	92.613	-9.0%	-0.6%
Total holiday (including VFR-holiday)	61.443	66.645	+8.5%	67.468	+1.2%	66.868	-0.9%	63.003	-5.8%	0.7%
1-3 Nights	41.393	45.789	+10.6%	46.467	+1.5%	46.417	-0.1%	43.535	-6.2%	+1.5%
4-7 Nights	16.875	17.227	+2.1%	17.512	+1.7%	17.198	-1.8%	16.531	-3.9%	-0.5%
8+ Nights	3.174	3.629	+14.3%	3.489	-3.9%	3.253	-6.8%	2.938	-9.7%	-1.5%
Holiday	43.544	46.157	+6.0%	45.992	-0.4%	44.926	-2.3%	40.740	-9.3%	-1.5%
1-3 Nights	27.859	30.055	+7.9%	30.200	+0.5%	29.583	-2.0%	26.472	-10.5%	-1.1%
4-7 Nights	13.399	13.678	+2.1%	13.295	-2.8%	13.134	-1.2%	12.329	-6.1%	-2.0%
8+ Nights	2.286	2.424	+6.0%	2.497	+3.0%	2.209	-11.5%	1.940	-12.2%	-3.7%
VFR	35.963	39.382	+9.5%	38.920	-1.2%	38.194	-1.9%	35.908	-6.0%	+0.1%
VFR-holiday	17.899	20.487	+14.5%	21.476	+4.8%	21.942	+2.2%	22.263	+1.5%	+5.7%
VFR-other	18.064	18.895	+4.6%	17.445	-7.7%	16.523	-5.3%	13.645	-17.4%	-6.5%
Business/work	13.454	15.502	+15.2%	15.901	+2.6%	15.589	-2.0%	13.547	-13.1%	+0.7%

Total holiday trips (including VFR) amounted to 63.0 million in 2014, a fall of -5.8% since 2013. Within this, holidays lasting more than a week declined more than those of up to a week (-9.7%).

True domestic holidays to England declined proportionally more, by -9.3%, to 40.7 million. Shorter holiday breaks (1-3 nights) constitute the largest part of English tourism trips. The volume of holiday trips lasting one to three nights reached its highest point within the last five years in 2012, at 30.2 million trips, and has declined in the last 2 years to a 2014 level of 26.5 million.

Following the trend seen with the overall GB results, English VFR trips have suffered a decline (-6.0%) from 2013 to 2014 to 35.9 million.

In line with overall GB, business tourism volumes to England have dropped to 13.5 million in 2014 (-13.1%).

Tourism trips taken in Scotland

Table 1.3.7 – Tourism trips taken in Scotland (2009-2014)

	2010 (Jan- Dec)	2011 (Jan- Dec)	% change (10-11)	2012 (Jan- Dec)	% change (11-12)	2013 (Jan- Dec)	% change (12-13)	2014 (Jan- Dec)	% change (13-14)	Average annual % change 10-14
Trips (millions)	12.095	13.360	+10.5%	12.752	-4.6%	12.122	-4.9%	12.519	+3.3%	+1.1%
Nights (millions)	43.64	45.58	+4.5%	43.32	-5.0%	42.73	-1.4%	41.61	-2.6%	-1.1%
Spending (£millions)	£2,517	£3,018	+19.9%	£2,891	-4.2%	£2,889	-0.1%	£2,871	-0.6%	+3.8%
Average nights per trip	3.61	3.41	-5.4%	3.40	-0.4%	3.52	+3.5%	3.32	-5.7%	-1.6%
Average spend per trip	£208	£226	+8.6%	£227	+0.3%	£238	+4.9%	£229	-3.8%	+2.0%
Average spend per night	£58	£66	+14.8%	£67	+1.1%	£68	+1.5%	£69	+1.5%	+3.8%

The volume of trips taken in Scotland during 2014 has increased +3.3% compared to the same period in 2013, now standing at around 12.5 million, although this is still below the peak of 13.4 million in 2011. During the period from 2010 to 2014 the average annual percentage change has been +1.1%.

The average length of trips fell from 2013 (3.52 nights) to 2014 (3.32 nights), which resulted in a -2.6% reduction in the total number of bednights taken up by domestic tourists in Scotland, at 41.6 million. Over the five year period, the number of bednights decreased at an annual average rate of -1.1%.

The (unadjusted) value of Scottish trips taken over the past three years has remained fairly consistent and was £2.9 billion in 2014. However, whilst the average spend per night remained similar, at £69, the average spend per trip fell from £238 to £229 due to the reduction in average trip length.

Purpose of domestic trips in Scotland

Table 1.3.8 – Purpose of domestic trips in Scotland (2010-2014)

	2010 (Jan- Dec)	2011 (Jan- Dec)	% change (10-11)	2012 (Jan- Dec)	% change (11-12)	2013 (Jan- Dec)	% change (12-13)	2014 (Jan- Dec)	% change (13- 14)	Average annual % change 10-14
	Millions	Millions		Millions		Millions		Millions		
All tourism	12.095	13.360	+10.5%	12.752	-4.6%	12.122	-4.9%	12.519	+3.28%	1.1%
Total holiday (including VFR- holiday)	8.039	8.908	+10.8%	8.718	-2.1%	8.799	+0.9%	8.867	+0.77%	+2.6%
1-3 Nights	4.878	5.534	+13.5%	5.459	-1.4%	5.301	-2.9%	5.754	+8.55%	+4.4%
4-7 Nights	2.512	2.633	+4.8%	2.555	-3.0%	2.815	+10.2%	2.432	-13.61%	-0.4%
8+ Nights	0.649	0.742	+14.3%	0.704	-5.1%	0.684	-2.8%	0.681	-0.44%	+1.5%
Holiday	5.700	6.572	+15.3%	6.168	-6.2%	6.480	+5.1%	6.302	-2.75%	+2.9%
1-3 Nights	3.400	3.918	+15.2%	3.705	-5.4%	3.847	+3.8%	3.827	-0.52%	+3.3%
4-7 Nights	1.859	2.079	+11.8%	2.031	-2.3%	2.122	+4.5%	1.948	-8.20%	+1.5%
8+ Nights	0.441	0.576	+30.6%	0.431	-25.2%	0.510	+18.3%	0.527	+3.33%	+6.8%
VFR	3.614	4.106	+13.6%	4.031	-1.8%	3.470	-13.9%	4.036	+16.31%	+3.5%
VFR-holiday	2.339	2.336	-0.1%	2.551	+9.2%	2.319	-9.1%	2.565	+10.61%	+2.7%
VFR-other	1.275	1.770	+38.8%	1.480	-16.4%	1.151	-22.2%	1.471	+27.80%	+7.0%
Business/work	2.311	2.186	-5.4%	2.146	-1.8%	1.973	-8.1%	1.921	-2.64%	-4.5%

In 2014, total holiday trips (including VFR) made up nearly three quarters of all overnight domestic visits to Scotland, with 8.9 million, which is a similar number to 2013. As has already been noted, the average trip length reduced, which meant that the number of trips shorter than four nights increased by +8.6% and those of four to seven nights reduced by -13.6%.

Holiday trips (excluding VFR) showed a slightly different pattern, with a -2.8% reduction in this type of trip compared to 2013, although again it was holiday trips of four to seven nights duration that declined most. The average annual rate of change for holiday trips over the five year period in Scotland was +2.9%

Overnight trips to visit friends and relatives in Scotland accounted for the entire increase in tourism trips to Scotland, with a year on year increase of +16.3% to 4.0 million. Non-holiday VFR trips increased by more than a quarter (+27.8%). It is likely that the multitude of events and activities throughout 2014, such as the Commonwealth Games and Homecoming would have been the main reasons for this increase.

The performance of business trip volumes in Scotland has differed to that seen across GB in total, declining each year since 2010. The average annual percentage change across the five years was -4.5% and the fall in 2014 was -2.6%.

Tourism trips taken in Wales

Table 1.3.9 – Tourism trips taken in Wales (2010-2014)

	2010 (Jan-Dec)	2011 (Jan-Dec)	% change (10-11)	2012 (Jan-Dec)	% change (11-12)	2013 (Jan-Dec)	% change (12-13)	2014 (Jan-Dec)	% change (13-14)	Average annual % change 10-14
Trips (millions)	8.666	9.697	+11.9%	9.603	-1.0%	9.929	+3.4%	10.002	+0.7%	+3.8%
Nights (millions)	32.77	34.94	+6.6%	34.73	-0.6%	33.68	-3.0%	35.08	+4.1%	+1.8%
Spending (£millions)	£1,438	£1,734	+20.6%	£1,588	-8.4%	£1,696	+6.8%	£1,735	+2.3%	+5.3%
Average nights per trip	3.78	3.60	-4.7%	3.62	+0.5%	3.39	-6.4%	3.51	+3.5%	-1.4%
Average spend per trip	£166	£179	+7.8%	£165	-7.6%	£171	+3.6%	£173	+1.2%	+0.8%
Average spend per night	£44	£50	+13.1%	£46	-8.5%	£50	+9.5%	£49	-2.0%	+2.3%

Trip volumes to Wales reached 10.0 million in 2014, the highest level in Wales since 2006. This is a small increase (+0.7%) from 2013. The average annual increase across the five years was +3.8%.

In 2014 the number of bednights in Wales increased to 35.1 million, the highest level since 2006, an increase of +4.1% since 2013. This gives an average annual increase of +1.8%.

The expenditure of £1.7 billion in 2014 was equivalent to the amount spent in 2011 (not adjusted for inflation), and an increase of +2.3% over 2013, giving an annual average increase of +5.3%

Purpose of domestic trips in Wales

Table 1.3.10 – Purpose of domestic trips in Wales (2010-2014)

	2010 (Jan- Dec)	2011 (Jan- Dec)	% change (10-11)	2012 (Jan- Dec)	% change (11-12)	2013 (Jan- Dec)	% change (12-13)	2014 (Jan- Dec)	% change (13-14)	Average annual % change 10-14
	Millions	Millions		Millions				Millions		
All Tourism	8.666	9.697	+11.9%	9.603	-1.0%	9.929	+3.4%	10.002	+0.7%	+3.8%
Total holiday (including VFR- holiday)	6.908	7.290	+5.5%	7.458	+2.3%	7.652	+2.6%	7.972	+4.2%	+3.7%
1-3 Nights	3.870	4.046	+4.6%	4.519	+11.7%	4.614	+2.1%	4.744	+2.8%	+5.3%
4-7 Nights	2.569	2.682	+4.4%	2.434	-9.3%	2.421	-0.5%	2.708	+11.9%	+1.6%
8+ Nights	0.469	0.562	+19.8%	0.504	-10.3%	0.618	+22.6%	0.519	-16.0%	+4.0%
Holiday	5.762	6.036	+4.8%	5.914	-2.0%	6.091	+3.0%	6.357	+4.4%	+2.5%
1-3 Nights	3.214	3.168	-1.4%	3.499	+10.5%	3.419	-2.3%	3.647	+6.7%	+3.4%
4-7 Nights	2.173	2.422	+11.5%	2.045	-15.6%	2.160	+5.6%	2.313	+7.1%	+2.2%
8+ Nights	0.375	0.446	+18.9%	0.370	-17.0%	0.513	+38.7%	0.398	-22.4%	+4.5%
VFR	2.165	2.438	+12.6%	2.372	-2.7%	2.753	+16.1%	2.839	+3.1%	+7.3%
VFR-holiday	1.146	1.254	+9.4%	1.544	+23.1%	1.561	+1.1%	1.615	+3.5%	+9.3%
VFR-other	1.018	1.184	+16.3%	0.828	-30.1%	1.192	+44.0%	1.224	+2.7%	+8.2%
Business/work	0.616	0.994	+61.4%	1.101	+10.8%	0.883	-19.8%	0.574	-35.0%	+4.3%

Total holiday trips (including VFR holidays) make up four in five of all domestic overnight tourism trips in Wales. Volume of these types of trip was up +4.2% to 8.0 million in 2014. Growth has been consistent over the past five years, with an average annual rise of +3.7%. The largest increase in 2014 was in total holiday trips of between four and seven night duration (+11.9%).

The number of holiday trips (excluding VFR) has risen by +4.3% in 2014 to 6.4 million, nearly two thirds of all Welsh overnight tourism trips. This growth came from trips of up to a week duration, whereas the number of trips longer than a week declined.

There was a rise (+3.1%) in the number of VFR trips made in Wales during 2014, building on the large rise seen in 2013.

In 2014 business trips made up only a small proportion of overall trips in Wales (around 6%), which is somewhat lower than in 2013, when they were about 9% of the total.

Expenditure during 2014

This section examines the breakdown of domestic tourism expenditure; first at a GB level between 2010 and 2014 (for all tourism and holidays) then at the country level (comparing 2013 with 2014 for all tourism and holidays).

When a survey respondent is interviewed, they are asked to specify how much money they spent on their trip within eight categories:

- Price of package holiday/inclusive trip
- Accommodation
- Travel costs to and from destination, and during the trip
- Services or advice (e.g. travel guides, tourist information)
- Buying clothes
- Eating and drinking out
- Other shopping
- Entertainment

Although it can be informative to compare total spend when broken down into these categories, the results should be interpreted with caution due to the smaller sample size at this level.

Note: It is also important to emphasise that, as in the previous section, the 2010 to 2014 figures are in historic prices and have not been converted to take account of inflation.

Table 1.3.11 below illustrates total spending on domestic overnight trips within GB between 2010 and 2014.

Table 1.3.11 – Tourism expenditure breakdown in GB (2010-2014)										
	2010 (Jan-Dec)	2011 (Jan-Dec)	% change (10-11)	2012 (Jan-Dec)	% change (11-12)	2013 (Jan-Dec)	% change (12-13)	2014 (Jan-Dec)	% change (13-14)	Average annual % change 10-14
	£millions	£millions		£millions		£millions		£millions		
Total	£19,797	£22,666	+14.5%	£23,976	+5.8%	£23,294	-2.8%	£22,692	-2.6%	+3.6%
Price of package holiday/ inclusive trip	£722	£891	+23.4%	£1,046	+17.4%	£912	-12.8%	£875	-4.1%	+6.0%
% share	4%	4%	-	4%	-	4%		4%	-	-
Accommodation	£6,733	£7,528	+11.8%	£7,870	+4.5%	£7,888	+0.2%	£8,091	+2.6%	+4.9%
% share	34%	33%	-	33%	-	34%	-	36%	-	-
Travel costs to and from destination, and during the trip	£3,898	£4,813	+23.5%	£5,024	+4.4%	£4,864	-3.2%	£4,521	-7.1%	+4.4%
% share	20%	21%	-	21%	-	21%	-	20%	-	-
Services or advice (e.g. travel guides, tourist information)	£47	£39	-17.0%	£74	+89.7%	£5,953	-43.2%	£57	-99.0%	-17.3%
% share	*	*	-	*	-	-	-	*	-	-
Buying clothes	£1,113	£1,191	+7.0%	£1,313	+10.2%	£1,155	-12.0%	£1,080	-6.5%	-0.2%
% share	6%	5%	-	5%	-	5%	-	5%	-	-
Eating and drinking out	£3,990	£4,543	+13.9%	£4,640	+2.1%	£4,635	-0.1%	£4,563	-1.6%	+3.5%
% share	20%	20%	-	19%	-	20%	-	20%	-	-
Other shopping	£1,836	£2,073	+12.9%	£2,133	+2.9%	£2,038	-4.5%	£1,881	-7.7%	+0.8%
% share	9%	9%	-	9%	-	9%	-	8%	-	-
Entertainment	£1,106	£1,223	+10.6%	£1,450	+18.6%	£1,398	-3.6%	£1,303	-6.8%	+4.6%
% share	6%	5%	-	6%	-	6%	-	6%	-	-
Anything else	*	£364	-	£427	+17.3%	£362	-15.2%	£321	-11.3%	-2.2%
% share	*	2%	-	2%	-	2%	-	1%	-	-

Note: *= less than 0.5%

Just under £23 billion was spent on British tourism during 2014. This represents a decrease of -2.6% compared to domestic tourism value for 2013 and follows from a similar decline in 2012. The annual average growth rate for the five year period from 2010 to 2014 was positive, indexing at +3.6%.

Accommodation continued to make up the largest portion of spend. A third (36%) of the total value of trips was spent on accommodation and this has remained relatively unchanged over the five year period. Travel costs made up a fifth (20%) of the value of British overnight trips, and eating and drinking out a further fifth (20%), neither of which changed over the past five years.

British expenditure for holidays (excludes VFR-holiday)

Table 1.3.12 – Holiday tourism expenditure breakdown in GB (2010-2014)

	2010 (Jan-Dec)	2011 (Jan-Dec)	% change (10-11)	2012 (Jan-Dec)	% change (11-12)	2013 (Jan-Dec)	% change (12-13)	2014 (Jan-Dec)	% change (13-14)	Average annual % change 10-14
	£millions	£millions		£millions		£millions		£millions		
Total	£11,534	£13,000	+12.7%	£13,763	+5.9%	£13,472	-2.1%	£13,065	-3.0%	+3.4%
Price of package holiday/ inclusive trip	£581	£745	+28.2%	£812	+9.0%	£678	-16.5%	£699	+3.1%	+6.0%
% share	5%	6%	-	6%	-	5%	-	5%	-	-
Accommodation	£4,280	£4,649	+8.6%	£4,913	+5.7%	£4,911	0.0%	£5,097	+3.8%	+4.5%
% share	37%	36%	-	36%	-	36%	-	39%	-	-
Travel costs to and from destination, and during the trip	£1,565	£1,906	+21.8%	£1,944	+2.0%	£1,964	+1.0%	£1,774	-9.7%	+3.8%
% share	14%	15%	-	14%	-	15%	-	14%	-	-
Services or advice (e.g. travel guides, tourist information)	£31	£28	-9.7%	£36	+28.6%	£27	-25.0%	£32	+18.5%	+3.1%
% share	*	*	-	*	-	-	-	*	-	-
Buying clothes	£655	£696	+6.3%	£807	+16.0%	£742	-8.1%	£619	-16.6%	-0.6%
% share	6%	5%	-	6%	-	6%	-	5%	-	-
Eating and drinking out	£2,313	£2,620	+13.3%	£2,688	+2.6%	£2,631	-2.1%	£2,618	-0.5%	+3.3%
% share	20%	20%	-	20%	-	20%	-	20%	-	-
Other shopping	£1,182	£1,317	+11.4%	£1,373	+4.3%	£1,360	-1.0%	£1,194	-12.2%	+0.6%
% share	10%	10%	-	10%	-	10%	-	9%	-	-
Entertainment	£727	£829	+14.0%	£980	+18.2%	£951	-3.0%	£863	-9.3%	+5.0%
% share	6%	6%	-	7%	-	7%	-	7%	-	-
Anything else	*	£211	-	£211	0.0%	£208	-1.4%	£168	-19.2%	-5.2%
% share	-	2%	-	2%	-	2%	-	1%	-	-

Note: * = less than 0.5%

Holidays (excluding VFR) were worth £13.1 billion across GB in 2014, a decrease of -3.0% compared to the value figure for 2013 holidays. Over the course of the five year period there has been some variation in direction of growth, although this averages out at a positive average annual rate of growth (+3.4%).

As with the overall level of spend on British trips, the items/services that visitors spend their money on has been relatively consistent over the past five years. Again, accommodation makes up the single-biggest area of expenditure on Holiday trips and is worth around £5.1 billion (39% of overall spend). Money spent on eating and drinking makes up a fifth of holiday spend and travel costs account for 14% of overall spend.

Total spending on domestic overnight trips within England between 2013 and 2014

Table 1.3.13 – Tourism expenditure breakdown in England (2013-14)

	All domestic tourism			Domestic holidays		
	2013 (Jan-Dec)	2014 (Jan-Dec)	% change (13-14)	2013 (Jan-Dec)	2014 (Jan-Dec)	% change (13-14)
	£millions	£millions		£millions	£millions	
Total	£18,710	£18,085	-3.3%	£10,463	£10,046	-4.0%
Price of package holiday/inclusive trip	£725	£728	+0.4%	£512	£571	+11.5%
% share	4%	4%		5%	6%	
Accommodation	£6,360	£6,486	+2.0%	£3,860	£3,959	+2.6%
% share	34%	36%		37%	39%	
Travel costs to and from destination, and during the trip	£3,896	£3,564	-8.5%	£1,483	£1,296	-12.6%
% share	21%	20%		14%	13%	
Services or advice (e.g. travel guides, tourist information)	£36	£42	+16.7%	£23	£22	-4.4%
% share	*	*		*	*	
Buying clothes	£920	£891	-3.2%	£562	£494	-12.1%
% share	5%	5%		5%	5%	
Eating and drinking out	£3,752	£3,610	-3.8%	£2,052	£2,005	-2.3%
% share	20%	20%		20%	20%	
Other shopping	£1,562	£1,483	-5.1%	£1,025	£907	-11.5%
% share	8%	8%		10%	9%	
Entertainment	£1,169	£1,039	-11.1%	£780	£675	-13.5%
% share	6%	6%		7%	7%	
Anything else	£291	£243	-16.5%	£165	116	-29.7%
% share	2%	1%		2%	1%	

Note: *= less than 0.5%

Given the relative size of England, it is little surprise that the expenditure results reflect those of GB as a whole. During the period from January to December 2014, domestic overnight trips were worth £18.1 billion to England, with more than half (56%) of this value being attributed to holidays.

Overall spend has declined by -3.3% but spend on accommodation actually increased by +2.0%, whereas travel costs fell by -8.5% (possibly due to reduced fuel prices). Spend on eating and drinking out also fell, by -3.8%. This pattern of change in spend was also evident for holidays.

Total spending on domestic overnight trips within Scotland between 2013 and 2014

Table 1.3.14 – Tourism expenditure breakdown in Scotland (2013-14)

	All domestic tourism			Domestic holidays		
	2013 (Jan-Dec)	2014 (Jan-Dec)	% change (13-14)	2013 (Jan-Dec)	2014 (Jan-Dec)	% change (13-14)
	£millions	£millions		£millions	£millions	
Total	£2,889	£2,871	-0.6%	£1,814	£1,732	-4.5%
Price of package holiday/inclusive trip	£138	£191	+38.4%	£127	£88	-30.7%
% share	5%	3%		7%	4%	
Accommodation	£954	£978	+2.5%	£618	£725	+17.3%
% share	33%	34%		34%	34%	
Travel costs to and from destination, and during the trip	£632	£644	+1.9%	£289	£411	+42.2%
% share	22%	22%		16%	19%	
Services or advice (e.g. travel guides, tourist information)	£3	£7	133.3%	£2	£5	150.0%
% share	*	*		*	*	
Buying clothes	£171	£131	-23.4%	£132	£103	-22.0%
% share	6%	5%		7%	5%	
Eating and drinking out	£546	£576	+5.5%	£341	£434	+27.3%
% share	19%	20%		19%	20%	
Other shopping	£266	£238	-10.5%	£184	£197	+7.1%
% share	9%	8%		10%	9%	
Entertainment	£135	£155	+14.8%	£97	£126	+29.9%
% share	5%	5%		5%	6%	
Anything else	£44	£45	+2.3%	£25	£34	+36.0%
% share	2%	2%		1%	2%	

Note: * less than 0.5%

Around £2.9 billion was spent on domestic tourism trips in Scotland during 2014, the same as 2013. In comparison the holiday market, saw a decline of -4.5% to £1.7 billion.

The value of package holidays/inclusive trips decreased in Scotland, down -30.7% to £88 million, with the majority of other categories experiencing an uplift.

Total spending on domestic overnight trips within Wales between 2013 and 2014

Table 1.3.15 – Tourism Expenditure Breakdown in Wales (2013-14)

	All domestic tourism			Domestic Holidays		
	2013 (Jan-Dec)	2014 (Jan-Dec)	% change (13-14)	2013 (Jan-Dec)	2014 (Jan-Dec)	% change (13-14)
	£millions	£millions		£millions	£millions	
Total	£1,696	£1,735	+2.3%	£1,195	£1,287	+7.7%
Price of package holiday/inclusive trip	£50	£50	0.0%	£39	£46	+18.0%
% share	3%	3%		3%	4%	
Accommodation	£574	£627	+9.2%	£433	£510	+17.8%
% share	34%	36%		36%	40%	
Travel costs to and from destination, and during the trip	£337	£313	-7.1%	£192	£189	-1.6%
% share	20%	18%		16%	15%	
Services or advice (e.g. travel guides, tourist information)	£2	£8	+300.0%	£2	£6	+200.0%
% share	*	*		*	*	
Buying clothes	£64	£58	-9.4%	£48	£35	-27.1%
% share	4%	3%		4%	3%	
Eating and drinking out	£337	£377	+11.9%	£238	£268	+12.6%
% share	20%	22%		20%	21%	
Other shopping	£210	£160	-23.8%	£152	£125	-17.8%
% share	12%	9%		13%	10%	
Entertainment	£94	£109	+16.0%	£73	£84	+15.1%
% share	6%	6%		6%	7%	
Anything else	£27	£33	+22.2%	£18	£24	+33.3%
% share	2%	2%		2%	2%	

Note: * less than 0.5%

Spending on Welsh domestic tourism trips continues to grow. The value of Welsh tourism trips was just over £1.7 billion in 2014 which was up +2.3% on 2013. Accommodation still represents the largest portion of expenditure at 36%, which was an increase of +9.2% on 2013. Eating and drinking out makes up 22% of spend - an increase of +11.9% since 2013 and travel costs now account for 18%, down -7.1% in 12 months.

Accommodation accounted for a greater proportion of expenditure on holiday trips in Wales, at 40% (up 17.8%), whereas a similar proportion is spent on eating and drinking out (21%) and a smaller proportion is accounted for by travel costs (15%).

Holidays taken in GB by lifestage

This section examines the trends and characteristics of holiday tourism and how it varies by lifestage. The number of trips and the percentage change between years has been illustrated for GB and each constituent country between 2010 and 2014.

British adults have been defined into four categories:

Lifestage	
Pre-nesters	Under 35 years and no children
Families	All ages and with children
Older Independents	35-54 years and no children
Empty Nesters	55+ years and no children

Table 1.3.16 – Holiday tourism trips taken in GB by Lifestage (2010-2014)

	2010 (Jan-Dec)	2011 (Jan-Dec)	% change (10-11)	2012 (Jan-Dec)	% change (11-12)	2013 (Jan-Dec)	% change (12-13)	2014 (Jan-Dec)	% change (13-14)	Average annual % change 10-14
Holidays	54.743	58.435	+6.7%	57.695	-1.3%	56.969	-1.3%	52.903	-7.1%	-0.7%
Pre-nesters	8.067	8.650	+7.2%	8.963	+3.6%	8.461	-5.6%	7.428	-12.2%	-1.7%
Families	19.649	20.288	+3.3%	19.869	-2.1%	19.252	-3.1%	18.550	-3.7%	-1.4%
Older Independents	10.178	10.751	+5.6%	10.593	-1.5%	10.665	+0.7%	8.753	-17.9%	-3.3%
Empty Nesters	16.849	18.745	+11.3%	18.270	-2.5%	18.591	+1.8%	18.173	-2.3%	+1.6%

Of the 52.9 million holiday trips taken in Britain during 2014, Families represent the largest segment, with 18.6 million trips taken, although Empty Nesters account for nearly as many trips, with 18.2 million. The Family holidays are down by -3.7% on the figure for 2013, and Empty Nesters are down -2.3%. Older Independents account for 8.8 million holidays, down -17.9% and Pre-nesters 7.4 million, down -12.2% on 2013. The only group which has increased the number of trips they take over the past five years is Empty Nesters, whereas older independents are the group which has seen the greatest long term decline.

Holidays taken in England by Lifestage

Table 1.3.17 – Holiday tourism trips taken in England by Lifestage (2010-2014)

	2010 (Jan-Dec)	2011 (Jan-Dec)	% change (10-11)	2012 (Jan-Dec)	% change (11-12)	2013 (Jan-Dec)	% change (12-13)	2014 (Jan-Dec)	% change (13-14)	Average annual % change 10-14
Holidays	43.544	46.157	+6.0%	45.992	-0.4%	44.926	-2.3%	40.740	-9.3%	-1.5%
Pre-nesters	6.381	6.818	+6.9%	7.387	+8.4%	6.487	-12.2%	5.735	-11.6%	-2.1%
Families	15.632	16.071	+2.8%	16.104	+0.2%	15.355	-4.7%	14.291	-6.9%	-2.1%
Older Independents	7.899	8.470	+7.2%	8.541	+0.8%	8.389	-1.8%	6.631	-21.0%	-3.7%
Empty Nesters	13.633	14.799	+8.6%	13.960	-5.7%	14.695	+5.3%	14.083	-4.2%	+1.0%

As for GB, Families and Empty Nesters also accounted for the largest part of English holiday trips at 14.3 million and 14.1 million respectively for 2014. There was a decline (-6.9%) in the number of holiday trips taken by Families and a -4.2% reduction for Empty Nesters, compared to 2013. Holiday trips by Pre-nesters and Older Independents have declined at a faster rate in 2014, -11.6% and -21.0% respectively. Only holiday trips by Empty Nesters have not declined over the past 5 years.

Holidays taken in Scotland by Lifestage

Table 1.3.18 – Pure holiday tourism trips taken in Scotland by Lifestage (2010-2014)

	2010 (Jan- Dec)	2011 (Jan- Dec)	% Change (10-11)	2012 (Jan- Dec)	% Change (11-12)	2013 (Jan- Dec)	% Change (12-13)	2014 (Jan- Dec)	% change (13-14)	Average annual % change 10-14
Holidays	5.700	6.572	+15.3%	6.168	-6.2%	6.48	+5.1%	6.302	-2.8%	+2.9%
Pre-nesters	0.994	1.000	+0.6%	0.829	-17.1%	1.148	+38.5%	1.064	-7.3%	+3.7%
Families	1.699	2.056	+21.0%	1.787	-13.1%	1.859	+4.0%	1.966	+5.8%	+4.4%
Older Independents	1.222	1.347	+10.2%	1.091	-19.0%	1.406	+28.9%	1.196	-14.9%	+1.3%
Empty Nesters	1.785	2.169	+21.5%	2.461	+13.5%	2.067	-16.0%	2.076	+0.4%	+4.9%

The largest lifestage group for Scottish holiday trips in 2014 was Empty Nesters, accounting for 2.1 million of the 6.3 million, virtually unchanged since 2013. However, Families is the group which has grown the most in 2014, having taken 2.0 million holiday trips in Scotland during 2014. The number of holiday trips taken in Scotland by both Pre-nesters and Older Independents fell in 2014. All lifestyle groups have seen growth in Scotland across the last five years.

Holidays taken in Wales by Lifestage

Table 1.3.19 – Holiday tourism trips taken in Wales by Lifestage (2010-2014)

	2010 (Jan-Dec)	2011 (Jan-Dec)	% change (10-11)	2012 (Jan-Dec)	% change (11-12)	2013 (Jan-Dec)	% change (12-13)	2014 (Jan-Dec)	% change (13-14)	Average annual % change 10-14
Holidays	5.762	6.036	+4.8%	5.914	-2.0%	6.091	+3.0%	6.357	+4.4%	+2.5%
Pre-nesters	0.749	0.887	+18.4%	0.780	-12.1%	0.893	+14.5%	0.667	-25.3%	-1.1%
Families	2.415	2.221	-8.0%	2.072	-6.7%	2.180	+5.2%	2.442	+12.0%	+0.6%
Older Independents	1.084	0.977	-9.9%	1.009	+3.3%	0.995	-1.4%	1.010	+1.5%	-1.6%
Empty Nesters	1.514	1.950	+28.8%	2.053	+5.3%	2.023	-1.5%	2.237	+10.6%	+10.8%

As with the other countries, Families and Empty Nesters made up the majority of holiday trips in Wales during 2014, with 2.4 and 2.2 million trips respectively. These were both increases since 2013, +12.0% for Families and +10.6% for Empty Nesters. The number of holiday trips taken by Older Independents remained at a similar level to 2013 (1.0 million trips), whereas holiday trips taken by Pre-nesters fell by -25.3%. Over the past five years the only group to have seen significant growth is the Empty Nesters.

Part 3 – Summary data tables

GB Tourist 2014



Part 3 – Summary data tables

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All tourism in Great Britain

British residents made an estimated 114 million trips in Great Britain in 2013, representing 350 million bed nights and £23 billion in spending.

Total holidays (including visiting friends and relatives) are the main purpose of trips taken, accounting for two thirds (69%) of trips taken and are even more important in terms of nights (76%) and spending (72%). Visits to friends and relatives (VFR) for mainly holiday purposes account for one in four trips and nights away (23%) but are less significant in terms of spending (14%). Business and work is the main purpose for around one in seven trips (14%) accounting for one in nine nights (11%). These are higher spending trips, accounting for just under a fifth (18%) of all tourism spending.

Friends' and relatives' homes (including owned second homes) are a widely used type of accommodation accounting for almost four in ten of all trips (36%). This reflects not only visits to friends and relatives as such, but also holidays spent staying with friends and relatives. With no real accommodation costs, trips staying at friends' and relatives' homes account for only 17% of spending on all tourism trips.

Commercial accommodation is used on just over half of trips (55%), but these trips represent a much higher share of spending (79%). Commercial accommodation is mainly serviced (42% of trips) where trips tend to be shorter in duration (31% of nights) but higher spending (55%). Hotels and motels account for 35% of trips and 47% of spend; guest houses and B&Bs account for 6% of trips and 8% of spend. Self-catering rented accommodation is used on a lower volume of trips (21%), but these trips are longer (26% of nights) and therefore slightly above average in terms of spending (23%).

The car is the dominant form of transport with three quarters (75%) of trips using a private car for the longest part of the journey from home to the destination

Firm bookings are made before more than half of all trips (56%), but it would be higher were it not for the high level of staying at friends and relatives' homes and using personal transport, where advance booking is less relevant

Large cities/large towns (41%) are the major destinations of tourism trips, followed by small towns (23%), the seaside (20%) and countryside/villages (19%)

Table 2.1 – All tourism in GB

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2013	122.91	101.76	12.12	9.93	373.6	297.2	42.7	33.7	£23,294	£18,710	£2,889	£1,696
All tourism – 2014	114.24	92.61	12.52	10.00	349.5	272.9	41.6	35.1	£22,692	£18,085	£2,871	£1,735
Purpose												
Leisure	95.44	76.65	10.34	9.20	303.1	234.7	35.6	32.7	£18,055	£14,110	£2,360	£1,585
Total holiday	79.21	63.00	8.87	7.97	264.4	203.1	31.6	29.8	£16,286	£12,690	£2,124	£1,472
Holiday	52.90	40.74	6.30	6.36	184.8	137.3	23.1	24.3	£13,065	£10,046	£1,732	£1,287
VFR-holiday	26.31	22.26	2.57	1.61	79.6	65.8	8.4	5.4	£3,221	£2,644	£392	£184
VFR-other	16.23	13.65	1.47	1.22	38.6	31.6	4.1	3.0	£1,769	£1,419	£236	£114
VFR	42.53	35.91	4.04	2.84	118.3	97.4	12.5	8.4	£4,990	£4,064	£628	£298

Continued overleaf ►

Table 2.1 – All tourism in GB (continued)

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2013	122.91	101.76	12.12	9.93	373.6	297.2	42.7	33.7	£23,294	£18,710	£2,889	£1,696
All tourism – 2014	114.24	92.61	12.52	10.00	349.5	272.9	41.6	35.1	£22,692	£18,085	£2,871	£1,735
Purpose (continued)												
Total business	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
Business travel	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
To attend a conference	1.05	0.86	0.13	0.06	2.1	1.7	0.2	0.2	£207	£174	£20	£12
To attend an exhibition/trade show	0.60	0.54	0.05	0.02	1.5	1.3	0.1	0.1	£132	£117	£10	£5
Travel/transport is my work	0.26	0.21	0.04	0.01	0.6	0.4	0.1	*	£62	£56	£6	*
To do paid work/on business	14.24	12.15	1.75	0.49	33.9	28.0	4.8	1.2	£3,762	£3,207	£435	£120
School trip	0.31	0.17	*	0.13	1.4	0.6	*	0.8	£47	£42	£1	£3
Other reason	2.06	1.79	0.18	0.08	6.0	5.4	0.5	0.1	£394	£356	£30	£8
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	63.20	50.79	7.72	5.36	201.4	155.2	25.4	20.8	£17,854	£14,243	£2,267	£1,343
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	47.59	39.46	5.79	2.91	107.7	87.4	13.4	6.9	£12,491	£10,307	£1,540	£644
Hotel/motel	40.47	33.77	4.91	2.21	86.4	71.2	10.4	4.7	£10,667	£8,903	£1,280	£484
Guest house/bed and breakfast	6.82	5.32	0.98	0.70	19.2	14.2	2.9	2.1	£1,703	£1,288	£258	£156
Total self-catering rented accommodation and caravan and camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	23.85	17.48	2.69	3.95	92.1	67.0	11.3	13.7	£5,243	£3,880	£674	£689
Self-catering rented accommodation (Flat/apartment/house/chalet/villa/bungalow/cottage and holiday camp/village)	8.97	6.72	1.24	1.16	45.1	32.5	6.5	6.1	£3,319	£2,465	£437	£417

Continued overleaf ►

Table 2.1 – All Tourism in GB (continued)

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All tourism – 2013	122.91	101.76	12.12	9.93	373.6	297.2	42.7	33.7	£23,294	£18,710	£2,889	£1,696
All tourism – 2014	114.24	92.61	12.52	10.00	349.5	272.9	41.6	35.1	£22,692	£18,085	£2,871	£1,735
Accommodation used (continued)												
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	14.91	10.79	1.45	2.79	61.1	43.6	6.1	11.4	£2,339	£1,691	£279	£370
Touring caravan	4.11	3.14	0.50	0.54	18.4	13.3	2.2	2.9	£629	£433	£103	£93
Static (not owned)	3.38	2.39	0.35	0.68	15.4	10.8	1.7	2.9	£779	£570	£84	£125
Static (owned)	3.56	2.21	0.32	1.04	14.2	9.1	1.3	3.8	£415	£276	£42	£98
Camping	3.92	3.08	0.30	0.56	13.2	10.5	0.9	1.8	£516	£412	£50	£54
Hostel	0.71	0.36	0.28	0.08	1.7	0.8	0.7	0.2	£120	£56	£53	£11
Own home/ friend's home/ relative's home	41.38	34.76	3.96	3.02	122.3	99.7	13.2	9.4	£3,923	£3,152	£492	£279
Main mode of transport												
Public transport	23.82	19.19	3.34	1.42	68.9	53.6	10.7	4.5	£5,485	£4,411	£856	£219
Train	16.25	13.66	1.77	0.92	44.8	37.0	5.4	2.4	£3,682	£3,141	£400	£141
Regular bus/coach	2.79	2.24	0.39	0.18	9.1	7.4	1.3	0.4	£435	£346	£68	£21
Organised coach tour	2.12	1.69	0.18	0.25	7.2	5.2	0.8	1.3	£513	£412	£66	£35
Plane	2.29	1.39	0.86	0.06	6.8	3.7	2.7	0.4	£796	£483	£296	£17
Boat/ship/ferry	0.37	0.21	0.14	0.02	1.0	0.4	0.5	0.1	£59	£29	£26	£4
Personal transport	89.42	72.57	9.12	8.49	277.3	216.3	30.6	30.3	£16,998	£13,487	£2,007	£1,505
Car	86.16	70.07	8.67	8.07	266.1	208.0	29.3	28.8	£16,442	£13,071	£1,927	£1,444
Car – own/ friend's/firm's	83.82	68.10	8.44	7.90	259.4	202.8	28.3	28.3	£15,923	£12,671	£1,847	£1,405
Car – hired	2.34	1.97	0.23	0.17	6.7	5.2	1.0	0.5	£518	£400	£79	£39
Camper/motor cycle/bicycle/lorry/truck/van/walking	3.27	2.49	0.45	0.42	11.2	8.3	1.3	1.5	£556	£416	£80	£61
Other	0.89	0.75	0.06	0.07	3.0	2.6	0.3	0.2	£189	£173	£9	£8
Country of residence												
England	97.34	85.02	5.57	7.44	299.4	249.2	21.4	28.8	£19,069	£16,057	£1,608	£1,404
Scotland	9.98	3.48	6.52	0.04	31.8	12.2	19.1	0.4	£2,277	£1,094	£1,170	£12
Wales	6.93	4.11	0.43	2.52	18.4	11.4	1.1	5.9	£1,345	£933	£93	£319
How trip booked												
Firm booking	63.86	51.98	7.29	5.27	195.5	152.3	25.1	18.1	£15,987	£12,788	£2,010	£1,189
High street or on-line travel agent	8.08	6.53	1.19	0.53	21.1	16.5	3.0	1.6	£2,197	£1,738	£325	£134
Directly with a tour operator	5.48	4.43	0.53	0.60	20.6	15.7	2.4	2.5	£1,585	£1,263	£168	£155
Directly with accommodation provider	37.48	30.69	3.96	3.19	112.6	88.5	13.5	10.6	£9,552	£7,689	£1,142	£721
Directly with a transport provider	9.74	7.91	1.25	0.67	30.1	23.5	4.7	1.9	£2,116	£1,720	£301	£95

Continued overleaf ►

Table 2.1 – All tourism in GB (continued)

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2013	122.91	101.76	12.12	9.93	373.6	297.2	42.7	33.7	£23,294	£18,710	£2,889	£1,696
All tourism – 2014	114.24	92.61	12.52	10.00	349.5	272.9	41.6	35.1	£22,692	£18,085	£2,871	£1,735
How trip booked (continued)												
Directly with a Tourist Board/TIC	0.94	0.76	0.13	0.06	3.1	2.4	0.5	0.3	£239	£183	£41	£14
Booked online	48.35	39.21	5.84	3.80	143.5	112.1	19.2	12.2	£12,145	£9,718	£1,581	£846
Through some other source	6.92	5.51	0.73	0.72	25.2	19.1	2.8	3.3	£1,664	£1,312	£196	£157
Did not make firm bookings before trip	44.10	35.57	4.59	4.12	133.2	104.0	14.4	14.7	£5,347	£4,184	£725	£438
Don't know	6.29	5.07	0.63	0.61	20.9	16.5	2.1	2.3	£1,358	£1,113	£136	£108
Whether booked online												
Booked online	48.35	39.21	5.84	3.80	143.5	112.1	19.2	12.2	£12,145	£9,718	£1,581	£846
Not booked online	65.89	53.40	6.68	6.20	206.0	160.8	22.4	22.9	£10,547	£8,367	£1,290	£889
Package trip												
Package trip	4.69	3.89	0.50	0.31	15.7	12.2	2.3	1.3	£1,478	£1,208	£191	£79
Not a package trip	108.87	88.14	11.92	9.68	331.6	258.8	39.0	33.8	£21,051	£16,740	£2,657	£1,655
Don't Know	0.68	0.58	0.09	0.01	2.2	1.8	0.3	*	£163	£137	£23	£2
Type of location stayed at												
Seaside	23.16	17.64	1.49	4.21	88.7	66.2	6.3	16.2	£4,932	£3,860	£334	£738
Large city/large town	46.79	40.03	5.84	1.58	110.7	93.0	14.6	3.2	£9,241	£7,778	£1,202	£262
Small town	26.07	20.83	3.40	2.23	75.7	58.0	10.3	7.3	£4,236	£3,277	£593	£367
Countryside/village	21.70	17.08	2.64	2.28	73.6	55.1	10.2	8.3	£4,213	£3,111	£735	£367
Month trip started												
January 2014	5.53	4.85	0.37	0.32	13.0	11.5	0.8	0.7	£945	£834	£78	£32
February 2014	6.93	5.71	0.73	0.51	17.4	14.2	1.8	1.4	£1,183	£973	£132	£79
March 2014	6.96	5.52	0.82	0.68	17.8	13.2	2.7	1.9	£1,267	£980	£188	£99
April 2014	10.17	8.21	1.17	0.95	30.7	23.3	4.1	3.3	£1,871	£1,455	£256	£161
May 2014	11.27	9.10	1.21	1.01	31.7	24.8	3.9	3.0	£2,100	£1,645	£262	£193
June 2014	9.71	7.97	1.02	0.76	29.7	23.2	3.8	2.7	£2,138	£1,758	£260	£120
July 2014	12.28	9.98	1.29	1.17	46.9	35.5	5.9	5.5	£2,809	£2,229	£335	£244
August 2014	14.42	11.37	1.59	1.55	56.2	42.7	6.0	7.5	£3,287	£2,518	£420	£349
September 2014	9.38	7.63	1.01	0.84	27.0	20.7	3.2	3.1	£2,046	£1,587	£305	£154
Quarter 4 2014	27.59	22.30	3.31	2.20	79.0	63.7	9.4	6.0	£5,046	£4,106	£636	£305
Duration of trip												
1 night	33.07	27.63	3.32	2.12	33.1	27.6	3.3	2.1	£4,429	£3,669	£539	£221
2 nights	31.98	26.37	3.11	2.58	64.0	52.7	6.2	5.1	£5,390	£4,531	£544	£315
3 nights	18.14	14.47	2.19	1.67	54.4	43.1	6.4	4.9	£3,756	£3,005	£458	£293
4 nights	11.35	9.07	1.22	1.15	45.4	36.1	4.8	4.5	£2,829	£2,199	£366	£264
5 nights	5.08	4.01	0.58	0.59	25.4	19.8	2.7	2.9	£1,295	£1,023	£154	£119
6 nights	3.10	2.45	0.46	0.36	18.6	14.1	2.5	1.9	£903	£652	£159	£92
7 nights	6.66	4.92	0.81	0.97	46.6	34.3	5.7	6.7	£2,343	£1,764	£307	£272
1-3 nights	83.18	68.47	8.62	6.36	151.4	123.4	15.9	12.2	£13,575	£11,205	£1,541	£830
4-7 nights	26.18	20.45	3.08	3.07	136.0	104.4	15.7	15.9	£7,370	£5,638	£985	£747
8+ nights	4.87	3.69	0.83	0.57	62.1	45.1	10.0	7.0	£1,746	£1,242	£346	£158
Average duration of trip (nights)	3.06	2.95	3.32	3.51	3.06	2.95	3.32	3.51	3.06	2.95	3.32	3.51

Continued overleaf ►

Table 2.1 – All tourism in GB (continued)

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2013	122.91	101.76	12.12	9.93	373.6	297.2	42.7	33.7	£23,294	£18,710	£2,889	£1,696
All tourism – 2014	114.24	92.61	12.52	10.00	349.5	272.9	41.6	35.1	£22,692	£18,085	£2,871	£1,735
Children on trip												
Yes	30.90	24.59	3.05	3.53	107.5	82.1	11.1	14.3	£4,610	£3,578	£507	£525
No	83.34	68.03	9.47	6.48	242.1	190.8	30.5	20.8	£18,082	£14,507	£2,365	£1,210
Socio-economic group												
AB (Professional and managerial)	48.06	38.54	5.68	4.31	140.4	106.8	18.3	15.3	£10,304	£8,081	£1,406	£817
C1 (Clerical and supervisory)	34.78	28.88	3.54	2.66	105.6	85.1	11.8	8.7	£6,837	£5,560	£821	£456
C2 (Skilled manual)	18.09	14.67	1.93	1.57	59.3	46.7	6.1	6.5	£3,465	£2,794	£402	£269
DE (Unskilled, state pensioners etc.)	13.31	10.52	1.36	1.46	44.3	34.4	5.4	4.6	£2,086	£1,649	£243	£194
Age of respondent												
16-24	12.75	10.39	1.44	0.95	36.6	30.3	3.5	2.8	£2,113	£1,705	£280	£129
25-34	18.87	15.12	2.02	1.83	52.5	41.6	5.8	5.2	£3,312	£2,657	£395	£260
35-44	23.21	18.85	2.47	2.07	67.2	51.8	8.2	7.2	£4,400	£3,556	£567	£278
45-54	23.55	19.00	2.81	1.94	67.1	51.8	8.8	6.5	£5,180	£4,172	£665	£343
55-64	18.07	14.50	2.01	1.73	57.1	42.0	7.8	7.4	£4,024	£3,119	£504	£402
65+	17.80	14.76	1.76	1.48	69.0	55.3	7.6	6.1	£3,661	£2,876	£461	£325
Lifecycle of respondents												
Age 16-34, unmarried, no children	14.24	11.48	1.46	1.36	39.7	32.9	3.7	3.1	£2,504	£2,044	£303	£157
Age 16-34, married, no children	7.03	5.84	0.84	0.37	18.4	14.8	2.4	1.3	£1,440	£1,175	£182	£83
Age 16-34, with children	10.34	8.19	1.17	1.05	31.0	24.2	3.2	3.6	£1,482	£1,143	£189	£149
Age 35-54, no children	20.84	16.67	2.67	1.68	57.2	43.7	8.5	5.0	£4,975	£3,971	£718	£285
Age 35-54, with children	25.92	21.18	2.62	2.33	77.2	59.9	8.5	8.7	£4,605	£3,757	£514	£335
Age 55+	35.87	29.25	3.77	3.21	126.1	97.3	15.3	13.4	£7,686	£5,995	£965	£726

Continued overleaf ►

Table 2.1 – All tourism in GB (continued)

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2013	122.91	101.76	12.12	9.93	373.6	297.2	42.7	33.7	£23,294	£18,710	£2,889	£1,696
All tourism – 2014	114.24	92.61	12.52	10.00	349.5	272.9	41.6	35.1	£22,692	£18,085	£2,871	£1,735
Activities undertaken on trip*												
Just relaxing	34.58	26.84	3.79	4.34	125.2	93.6	14.6	17.0	£7,324	£5,587	£954	£783
Sightseeing on foot	31.56	24.42	3.82	3.74	119.4	87.6	15.6	16.3	£7,603	£5,867	£991	£745
Short walk/stroll – up to 2 miles/1 hour	24.11	18.84	2.67	2.82	96.0	71.4	12.3	12.4	£5,315	£4,025	£716	£574
Sightseeing by car	19.94	14.87	2.79	2.61	88.9	62.6	13.6	12.6	£5,294	£3,896	£814	£584
Visiting a beach	14.27	10.48	1.04	2.89	67.3	47.8	6.0	13.5	£3,416	£2,574	£307	£534
Long walk, hike or ramble (minimum of 2 miles/1 hour)	14.11	10.13	1.75	2.40	61.8	41.9	8.1	11.7	£3,514	£2,511	£528	£474
Centre based walking (i.e. around a city/town centre)	10.75	8.86	1.04	1.02	40.5	32.0	3.9	4.6	£2,678	£2,224	£255	£200
Any other single particular activity	9.23	7.83	0.94	0.59	25.6	20.6	3.2	1.9	£1,766	£1,405	£238	£124
Swimming (indoors or outdoors)	7.17	5.27	0.78	1.17	32.8	23.6	3.7	5.6	£1,850	£1,426	£170	£255
Had a picnic or BBQ	7.16	5.45	0.64	1.16	35.0	25.3	3.3	6.4	£1,784	£1,351	£165	£267
Visiting a museum	7.14	5.68	1.27	0.41	31.0	23.7	5.4	2.0	£2,055	£1,568	£367	£120
Visiting a country park	7.14	5.44	0.91	0.94	33.8	24.0	4.4	5.5	£1,803	£1,375	£208	£219
Visiting a castle/ other historic site	6.65	4.14	1.44	1.29	31.6	19.2	6.4	6.1	£1,993	£1,271	£438	£285
Visiting a cathedral, church, abbey or other religious building	6.56	5.34	0.81	0.54	29.0	22.2	3.7	3.1	£1,918	£1,482	£261	£175
Visiting a historic house, stately home, palace	6.36	5.35	0.75	0.48	30.2	23.5	3.8	2.9	£2,020	£1,602	£250	£167
Visiting a garden	6.02	5.06	0.57	0.52	28.2	21.7	3.4	3.1	£1,691	£1,341	£193	£157
Attending a special event of a personal nature (wedding, graduation, christening, etc.)	5.93	4.87	0.81	0.29	12.7	10.3	1.7	0.7	£1,060	£865	£131	£64
Special shopping for items you do not regularly buy	5.81	4.80	0.58	0.50	21.9	17.0	2.6	2.2	£1,798	£1,432	£223	£143
Sunbathing	4.55	3.42	0.19	0.96	24.4	17.7	1.4	5.4	£1,258	£967	£56	£235
Visiting another type of attraction	4.41	3.43	0.54	0.47	18.0	12.6	2.6	2.8	£895	£783	£29	£83
Other sightseeing (e.g. on a coach, boat trip)	3.97	2.93	0.62	0.46	18.0	12.4	3.1	2.5	£1,337	£997	£251	£89
Viewing architecture and buildings	3.95	2.96	0.61	0.59	18.1	12.0	3.0	3.1	£1,282	£916	£228	£138
Visiting a theme/ amusement park	3.94	3.40	0.19	0.39	15.5	12.9	0.9	1.7	£895	£783	£29	£83
Watching wildlife, bird watching	3.40	2.35	0.61	0.51	18.0	10.8	3.6	3.6	£994	£652	£219	£123
Visiting an art gallery	3.39	2.69	0.56	0.22	14.6	11.1	2.2	1.4	£1,045	£813	£177	£55

Note: *Top 25 activities undertaken on trip illustrated in Table 2-1 above. Sorted by frequency of GB all tourism trips

Holiday trips in Great Britain

Tables 2.2a – 2.2c below are based on holidays (excluding VFR). Visits to friends and relatives, which are described by the respondent as being mainly a holiday rather than for some other reason, are included further below in Tables 2.3a – 2.3c.

British residents made 53 million holiday trips in Great Britain in 2014. Short holidays of 1-3 nights in length accounted for a 64% share whilst long holidays of 4+ nights or more accounted for a smaller share (36%).

The commercial accommodation sector accounts for four in five holiday trips (82%), with the share for short trips (81%) and long trips (82%) being at similar levels. Self-catering accommodation (mainly cottages and caravans), account for 49% of longer trips, and 35% of shorter trips.

The car is the dominant mode of transport used for the longest part of the journey to the destination (80%). Public transport is used for 16% of holiday trips.

Firm bookings were made before going on holiday for over two thirds of holiday trips (71%).

Holiday trips are taken to a wide range of destinations. 36% of short trips are taken to large cities/towns whereas 45% of longer trips are taken to the seaside.

Just under a third (30%) of holiday trips started in July or August.

Table 2.2a – Holiday trips in GB

	All holiday trips				Short holiday trips (1-3 nights)				Long holiday trips (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	56.97	44.93	6.48	6.09	36.79	29.58	3.85	3.42	20.18	15.34	2.63	2.67
All tourism – 2014	52.90	40.74	6.30	6.36	33.87	26.47	3.83	3.65	19.03	14.27	2.48	2.71
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	43.26	33.77	5.25	4.72	27.60	21.69	3.26	2.72	15.66	12.08	1.99	1.99
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	25.61	20.60	3.34	2.01	20.13	16.04	2.60	1.57	5.48	4.56	0.75	0.44
Hotel/motel	21.03	16.97	2.87	1.47	16.98	13.56	2.30	1.18	4.05	3.40	0.57	0.29
Guest house/bed and breakfast	4.25	3.28	0.52	0.55	3.02	2.35	0.31	0.39	1.23	0.93	0.21	0.15

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Table 2.2a – Holiday trips in GB (continued)

	All holiday trips				Short holiday trips (1-3 nights)				Long holiday trips (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	56.97	44.93	6.48	6.09	36.79	29.58	3.85	3.42	20.18	15.34	2.63	2.67
All tourism – 2014	52.90	40.74	6.30	6.36	33.87	26.47	3.83	3.65	19.03	14.27	2.48	2.71
Accommodation used (continued)												
Total self-catering rented accommodation and caravan and camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	17.77	13.30	2.02	2.66	7.24	5.49	0.64	1.10	10.53	7.80	1.37	1.56
Self-catering rented accommodation (flat/apartment/house/chalet/villa/bungalow/cottage and holiday camp/village)	7.77	5.79	1.02	1.06	5.58	4.05	0.81	0.83	2.19	1.74	0.21	0.23
Caravan and camping (touring caravan, static (not owned), static (owned), camping)	13.27	9.51	1.29	2.58	7.06	5.02	0.62	1.42	6.21	4.49	0.67	1.16
Touring caravan	3.65	2.81	0.42	0.48	1.81	1.43	0.15	0.23	1.84	1.38	0.27	0.25
Static (not owned)	3.14	2.20	0.32	0.65	1.11	0.74	0.09	0.28	2.03	1.46	0.23	0.37
Static (owned)	3.25	1.99	0.30	0.97	2.01	1.27	0.19	0.55	1.25	0.72	0.11	0.42
Camping	3.26	2.54	0.27	0.48	2.13	1.58	0.19	0.36	1.13	0.96	0.07	0.12
Hostel	0.36	0.23	0.08	0.05	0.26	0.18	0.02	0.05	0.10	0.04	0.06	-
Own home/friend's home/relative's home	6.07	4.75	0.81	0.67	3.76	3.08	0.33	0.35	2.31	1.68	0.48	0.32
Main mode of transport used												
Public transport	8.32	6.70	1.10	0.58	5.77	4.73	0.67	0.37	2.55	1.96	0.43	0.21
Train	4.94	4.10	0.53	0.36	3.84	3.23	0.37	0.24	1.10	0.87	0.16	0.12
Regular bus/coach	1.12	0.91	0.13	0.09	0.75	0.57	0.10	0.08	0.38	0.34	0.03	0.01
Organised coach tour	1.49	1.26	0.13	0.10	0.71	0.62	0.05	0.04	0.78	0.64	0.08	0.06
Plane	0.61	0.32	0.27	0.02	0.36	0.21	0.13	0.02	0.25	0.11	0.14	0.01
Boat/ship/ferry	0.15	0.11	0.03	0.01	0.12	0.10	0.02	-	0.04	0.01	0.02	0.01
Personal transport	44.11	33.60	5.19	5.76	27.88	21.55	3.15	3.26	16.23	12.05	2.04	2.51
Car	42.40	32.35	4.94	5.50	26.81	20.80	3.01	3.07	15.59	11.55	1.93	2.43
Car – own/friend's/firm's	41.52	31.66	4.83	5.40	26.21	20.30	2.97	3.01	15.31	11.36	1.86	2.39
Car – hired	0.88	0.69	0.12	0.10	0.60	0.50	0.04	0.06	0.28	0.18	0.08	0.04
Camper/motor cycle/bicycle/lorry/truck/van/walking	1.71	1.25	0.25	0.26	1.07	0.75	0.14	0.19	0.64	0.50	0.11	0.08
Other	0.43	0.40	0.02	0.01	0.19	0.17	0.01	0.01	0.24	0.23	0.01	-
Country of residence												
England	44.60	37.48	2.69	4.83	28.00	24.34	1.21	2.51	16.60	13.14	1.47	2.32
Scotland	4.82	1.38	3.46	0.01	3.32	0.79	2.52	0.01	1.51	0.59	0.94	0.01
Wales	3.48	1.88	0.15	1.51	2.55	1.34	0.10	1.13	0.93	0.54	0.06	0.39

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Table 2.2a – Holiday trips in GB (continued)

	All holiday trips				Short holiday trips (1-3 nights)				Long holiday trips (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	56.97	44.93	6.48	6.09	36.79	29.58	3.85	3.42	20.18	15.34	2.63	2.67
All tourism – 2014	52.90	40.74	6.30	6.36	33.87	26.47	3.83	3.65	19.03	14.27	2.48	2.71
How trip booked												
Firm booking	37.45	29.69	4.29	3.95	23.92	19.20	2.55	2.24	13.53	10.49	1.74	1.71
High street or on-line travel agent	4.45	3.50	0.68	0.41	3.28	2.57	0.51	0.24	1.17	0.93	0.17	0.17
Directly with a tour operator	3.98	3.14	0.37	0.52	1.71	1.43	0.11	0.16	2.28	1.71	0.26	0.36
Directly with accommodation provider	23.71	18.81	2.63	2.54	15.49	12.40	1.53	1.60	8.22	6.41	1.10	0.94
Directly with a transport provider	2.96	2.48	0.27	0.24	2.11	1.79	0.15	0.17	0.85	0.69	0.12	0.08
Directly with a Tourist Board/TIC	0.75	0.58	0.12	0.06	0.47	0.37	0.07	0.03	0.28	0.21	0.05	0.03
Booked online	27.74	21.84	3.44	2.83	18.35	14.55	2.11	1.74	9.40	7.28	1.33	1.09
Through some other source	4.54	3.49	0.53	0.55	2.49	1.91	0.30	0.28	2.05	1.58	0.23	0.28
Did not make firm bookings before trip	12.54	8.81	1.72	2.03	8.35	6.09	1.09	1.18	4.19	2.71	0.63	0.85
Don't know	2.92	2.24	0.30	0.38	1.60	1.18	0.19	0.23	1.32	1.07	0.11	0.15
Whether booked online												
Booked online	27.74	21.84	3.44	2.83	18.35	14.55	2.11	1.74	9.40	7.28	1.33	1.09
Not booked online	25.16	18.90	2.86	3.53	15.52	11.92	1.72	1.91	9.63	6.99	1.15	1.62
Package trip												
Package trip	3.50	2.89	0.37	0.24	1.88	1.62	0.15	0.11	1.62	1.27	0.23	0.14
Not a package trip	49.17	37.66	5.89	6.11	31.85	24.72	3.67	3.54	17.32	12.94	2.22	2.57
Don't know	0.23	0.19	0.04	0.01	0.14	0.13	0.01	0.01	0.09	0.06	0.03	-
Type of location stayed at												
Seaside	16.84	12.89	0.90	3.19	8.33	6.37	0.35	1.63	8.51	6.52	0.55	1.56
Large city/large town	15.35	12.49	2.54	0.66	12.30	10.04	1.82	0.51	3.05	2.44	0.72	0.15
Small town	10.21	7.68	1.68	1.13	6.45	4.92	0.89	0.68	3.76	2.76	0.79	0.45
Countryside/village	12.27	9.21	1.71	1.54	7.03	5.35	0.81	0.88	5.24	3.86	0.91	0.66
Month trip started												
January 2014	1.78	1.50	0.14	0.15	1.54	1.30	0.12	0.13	0.24	0.20	0.02	0.02
February 2014	2.79	2.21	0.36	0.23	2.35	1.83	0.32	0.20	0.44	0.38	0.04	0.02
March 2014	2.97	2.21	0.40	0.39	2.23	1.69	0.28	0.27	0.73	0.52	0.12	0.11
April 2014	5.00	3.78	0.68	0.61	3.20	2.47	0.39	0.35	1.80	1.31	0.29	0.26
May 2014	5.83	4.49	0.67	0.70	4.11	3.23	0.41	0.47	1.72	1.26	0.26	0.24
June 2014	4.89	3.81	0.55	0.56	3.04	2.43	0.29	0.32	1.85	1.38	0.26	0.24
July 2014	6.98	5.44	0.82	0.85	3.59	2.79	0.37	0.43	3.40	2.64	0.45	0.42
August 2014	8.83	6.62	1.00	1.28	4.23	3.30	0.45	0.48	4.60	3.31	0.55	0.80
September 2014	4.50	3.49	0.58	0.49	3.05	2.36	0.39	0.31	1.45	1.13	0.19	0.17
Quarter 4 2014	9.33	7.21	1.1	1.11	6.53	5.07	0.81	0.68	2.79	2.14	0.29	0.43

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Table 2.2a – Holiday trips in GB (continued)

	All holiday trips				Short holiday trips (1-3 nights)				Long holiday trips (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	56.97	44.93	6.48	6.09	36.79	29.58	3.85	3.42	20.18	15.34	2.63	2.67
All tourism – 2014	52.90	40.74	6.30	6.36	33.87	26.47	3.83	3.65	19.03	14.27	2.48	2.71
Duration of trip												
1 night	10.85	8.55	1.36	0.94	10.85	8.55	1.36	0.94	-	-	-	-
2 nights	14.15	11.03	1.60	1.56	14.15	11.03	1.60	1.56	-	-	-	-
3 nights	8.87	6.89	0.87	1.15	8.87	6.89	0.87	1.15	-	-	-	-
4 nights	6.51	5.01	0.66	0.89	-	-	-	-	6.51	5.01	0.66	0.89
5 nights	2.74	2.04	0.36	0.38	-	-	-	-	2.74	2.04	0.36	0.38
6 nights	2.08	1.60	0.30	0.30	-	-	-	-	2.08	1.60	0.30	0.30
7 nights	5.00	3.67	0.63	0.73	-	-	-	-	5.00	3.67	0.63	0.73
1-3 nights	33.87	26.47	3.83	3.65	33.87	26.47	3.83	3.65	-	-	-	-
4-7 nights	16.33	12.33	1.95	2.31	-	-	-	-	16.33	12.33	1.95	2.31
8+ nights	2.71	1.94	0.53	0.40	-	-	-	-	2.71	1.94	0.53	0.40
Average duration of trip (nights)	3.49	3.37	3.67	3.82	1.94	1.93	1.85	2.05	6.25	6.04	6.45	6.23
Children on trip												
Yes	18.61	14.11	1.95	2.70	10.21	7.96	0.91	1.34	8.40	6.15	1.04	1.37
No	34.29	26.63	4.35	3.65	23.66	18.51	2.92	2.31	10.63	8.12	1.43	1.34
Socio-economic group												
AB (professional and managerial)	21.15	16.03	2.77	2.67	13.58	10.47	1.63	1.54	7.58	5.56	1.14	1.13
C1 (clerical and supervisory)	14.77	11.46	1.76	1.68	9.71	7.67	1.05	1.00	5.06	3.79	0.71	0.68
C2 (skilled manual)	10.10	7.88	1.16	1.11	6.37	4.98	0.78	0.60	3.73	2.89	0.37	0.51
DE (unskilled, state pensioners etc.)	6.88	5.38	0.62	0.90	4.21	3.35	0.37	0.50	2.67	2.03	0.26	0.40
Age of respondent												
16-24	4.56	3.43	0.68	0.46	3.45	2.61	0.51	0.32	1.11	0.82	0.17	0.14
25-34	7.93	6.06	0.93	1.00	5.59	4.23	0.71	0.66	2.34	1.83	0.22	0.35
35-44	11.20	8.73	1.17	1.37	7.22	5.87	0.63	0.72	3.99	2.86	0.54	0.65
45-54	11.04	8.43	1.44	1.28	7.33	5.68	0.90	0.78	3.71	2.76	0.54	0.51
55-64	9.37	7.11	1.09	1.30	6.10	4.77	0.62	0.73	3.27	2.33	0.46	0.57
65+	8.81	6.98	0.99	0.94	4.19	3.31	0.44	0.45	4.61	3.67	0.55	0.49
Lifecycle of respondents												
Age 16-34, unmarried, no children	4.62	3.55	0.63	0.47	3.61	2.76	0.49	0.36	1.01	0.79	0.13	0.11
Age 16-34, married, no children	2.81	2.19	0.44	0.20	2.20	1.72	0.36	0.13	0.61	0.46	0.08	0.07
Age 16-34, with children	5.06	3.76	0.54	0.80	3.23	2.36	0.37	0.50	1.84	1.40	0.17	0.30
Age 35-54, no children	8.75	6.63	1.20	1.01	6.25	4.85	0.75	0.66	2.50	1.78	0.44	0.35
Age 35-54, with children	13.49	10.53	1.42	1.64	8.30	6.69	0.78	0.83	5.19	3.84	0.64	0.81
Age 55+	18.17	14.08	2.08	2.24	10.29	8.08	1.06	1.17	7.88	6.00	1.01	1.07

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Table 2.2a – Holiday Trips in GB (continued)

	All holiday trips				Short holiday trips (1-3 nights)				Long holiday trips (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	56.97	44.93	6.48	6.09	36.79	29.58	3.85	3.42	20.18	15.34	2.63	2.67
All tourism – 2014	52.90	40.74	6.30	6.36	33.87	26.47	3.83	3.65	19.03	14.27	2.48	2.71
Activities undertaken on trip												
Sightseeing on foot	21.94	16.72	2.54	2.94	12.33	9.79	1.23	1.33	9.60	6.92	1.31	1.61
Just relaxing	20.93	15.54	2.49	3.19	11.76	8.78	1.41	1.62	9.17	6.76	1.08	1.56
Short walk\ stroll - up to 2 miles\ 1 hour	14.36	10.84	1.69	1.97	7.17	5.66	0.62	0.91	7.19	5.18	1.07	1.06
Sightseeing by car	14.31	10.32	2.05	2.16	6.33	4.71	0.76	0.88	7.98	5.60	1.29	1.28
Visiting a beach	11.16	8.05	0.79	2.39	4.40	3.15	0.18	1.07	6.76	4.90	0.61	1.33
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	10.09	7.01	1.30	1.93	4.89	3.53	0.53	0.84	5.20	3.49	0.77	1.08
Centre based walking (i.e. around a city\town centre)	6.29	5.13	0.53	0.72	3.66	3.08	0.26	0.34	2.63	2.05	0.27	0.39
Swimming (indoors or outdoors)	5.71	4.12	0.54	1.11	2.23	1.55	0.17	0.51	3.48	2.57	0.37	0.60
Had a picnic or BBQ	5.55	4.03	0.51	1.07	2.22	1.69	0.15	0.38	3.34	2.34	0.36	0.69
Visiting a country park	4.59	3.39	0.71	0.63	1.83	1.43	0.29	0.14	2.76	1.97	0.41	0.49
Visiting a garden	3.98	3.25	0.40	0.43	1.76	1.52	0.14	0.11	2.21	1.73	0.26	0.32
Sunbathing	3.92	2.88	0.16	0.89	1.30	0.90	0.05	0.35	2.62	1.98	0.11	0.54
Visiting a theme\amusement park	3.27	2.85	0.13	0.32	1.82	1.65	0.03	0.14	1.45	1.20	0.10	0.18
Visiting another type of attraction	2.92	2.30	0.39	0.25	1.50	1.31	0.13	0.07	1.42	0.99	0.26	0.19
Viewing architecture and buildings	2.84	2.12	0.46	0.42	1.38	1.12	0.15	0.12	1.46	1.00	0.30	0.29
Any other single particular activity	2.78	2.15	0.39	0.28	2.18	1.66	0.29	0.23	0.61	0.49	0.11	0.05
Watching wildlife, bird watching	2.72	1.87	0.55	0.36	0.98	0.72	0.18	0.08	1.74	1.14	0.37	0.28
Cycling - on a road\surfaced path	2.04	1.66	0.25	0.22	0.93	0.82	0.07	0.04	1.11	0.84	0.18	0.18
A live music concert	1.90	1.47	0.29	0.19	1.46	1.15	0.17	0.13	0.44	0.32	0.12	0.06
Going to the theatre	1.82	1.57	0.15	0.14	1.32	1.17	0.10	0.05	0.51	0.41	0.05	0.09
Visiting a wildlife attraction\ nature reserve	1.80	1.29	0.28	0.27	0.64	0.48	0.07	0.09	1.16	0.81	0.22	0.17
Visiting a scenic\historic railway	1.79	1.24	0.15	0.42	0.63	0.46	0.03	0.15	1.16	0.78	0.12	0.27
Visiting an interpretation\visitor\ heritage centre	1.69	1.24	0.37	0.12	0.63	0.48	0.12	0.03	1.06	0.77	0.25	0.09
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	1.63	1.33	0.17	0.13	1.44	1.17	0.16	0.11	0.19	0.16	0.01	0.02
Visiting a zoo\safari park	1.56	1.21	0.19	0.16	0.62	0.48	0.06	0.08	0.95	0.73	0.13	0.08

Note: *Top 25 activities undertaken on trip illustrated in Table 2.2a above. Sorted by frequency of GB all holiday trips.

Holiday bed nights in Great Britain

This section covers holiday tourism (excluding VFR) in terms of bed nights. As evident in recent years, the overall pattern is very similar to that for trips, but some differences are highlighted below. Furthermore, some clear patterns emerge between short and long holidays.

Serviced accommodation is less important in terms of nights (34%) than it is for trips (48%). This is reflected in the share of bed nights based on the duration of the holiday with serviced accommodation accounting for a 54% share of short trips and a 23% share of longer trips. In contrast, self-catering accommodation accounts for 56% of bed nights on longer trips but only 26% on short trips.

The seaside accounts for 37% of holiday nights, a smaller share of shorter trips (26%) than long trips (43%). In contrast, trips within large towns and cities represent a larger share of bed nights on shorter trips (32%) when compared to longer trips (13%).

There is a strong summer seasonal peak in terms of nights, with 38% of nights taken in July and August. July and August account for an even larger share of bed nights on longer trips (45%) than for short trips (24%) reflecting the fact that many tourists take their main holiday during these summer months.

Table 2.2b – Holiday nights in GB

	All holiday nights				Short holiday nights (1-3 nights)				Long holiday nights (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2013	198.2	149.7	24.4	24.1	70.3	55.4	7.7	7.2	128.0	94.4	16.7	16.9
All tourism – 2014	184.8	137.3	23.1	24.3	65.8	51.2	7.1	7.5	119.0	86.2	16.0	16.9
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	146.7	111.0	18.2	17.6	52.6	41.2	6.0	5.4	94.1	69.8	12.2	12.2
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	62.9	49.9	8.1	4.9	35.3	28.2	4.4	2.7	27.6	21.8	3.7	2.2
Hotel/motel	49.1	39.4	6.5	3.2	29.1	23.3	3.8	1.9	20.0	16.1	2.7	1.3
Guest house/bed and breakfast	11.9	8.7	1.6	1.6	5.8	4.4	0.6	0.8	6.1	4.3	1.0	0.9
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	82.9	60.5	9.8	12.6	16.8	12.7	1.5	2.5	66.1	47.8	8.3	10.0

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Table 2.2b – Holiday nights in GB (continued)

	All holiday nights				Short holiday nights (1-3 nights)				Long holiday nights (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	198.2	149.7	24.4	24.1	70.3	55.4	7.7	7.2	128.0	94.4	16.7	16.9
All tourism – 2014	184.8	137.3	23.1	24.3	65.8	51.2	7.1	7.5	119.0	86.2	16.0	16.9
Accommodation used (continued)												
Self-catering rented accommodation (flat/apartment/house chalet/villa/bungalow/cottage and holiday camp/village)	40.3	29.4	5.5	5.5	5.5	4.4	0.5	0.6	34.8	25.0	4.9	4.9
Caravan and camping (touring caravan, static (not owned), static (owned), camping)	55.5	39.3	5.5	10.7	15.7	11.2	1.4	3.1	39.7	28.0	4.1	7.6
Touring caravan	17.0	12.3	2.0	2.7	4.0	3.2	0.3	0.5	13.0	9.1	1.6	2.2
Static (not owned)	14.4	10.1	1.5	2.8	2.7	1.8	0.2	0.7	11.7	8.3	1.3	2.1
Static (owned)	12.9	8.1	1.2	3.6	4.5	2.9	0.4	1.2	8.4	5.2	0.8	2.4
Camping	11.2	8.8	0.8	1.6	4.5	3.4	0.4	0.8	6.7	5.4	0.4	0.9
Hostel	0.9	0.5	0.3	0.1	0.5	0.3	*	0.1	0.4	0.2	0.3	-
Own home/friend's home/relative's home	21.5	15.4	3.3	2.9	7.5	6.0	0.6	0.8	14.0	9.3	2.7	2.1
Main mode of transport used												
Public transport	25.0	19.4	3.7	1.9	10.8	8.8	1.3	0.7	14.3	10.6	2.4	1.2
Train	13.8	11.0	1.6	1.2	7.1	6.0	0.7	0.4	6.6	5.0	0.9	0.8
Regular bus/coach	3.5	3.0	0.3	0.2	1.3	1.0	0.1	0.1	2.2	2.0	0.2	0.1
Organised coach tour	5.1	4.1	0.6	0.4	1.3	1.2	0.1	0.1	3.7	2.9	0.5	0.3
Plane	2.2	1.1	1.1	0.1	0.8	0.4	0.3	*	1.5	0.7	0.8	*
Boat/ship/ferry	0.4	0.2	0.1	*	0.2	0.2	*	-	0.2	0.1	0.1	*
Personal transport	157.7	116.0	19.4	22.4	54.6	42.0	5.8	6.7	103.1	73.9	13.4	15.7
Car	151.3	111.3	18.5	21.5	52.5	40.5	5.6	6.4	98.8	70.8	12.9	15.1
Car – own/friend's/firm's	148.6	109.4	17.9	21.2	51.3	39.5	5.5	6.2	97.2	69.9	12.4	15.0
Car – hired	2.8	1.9	0.5	0.3	1.2	1.0	0.1	0.1	1.6	1.0	0.5	0.2
Camper/motor cycle/bicycle/lorry/truck/van/walking	9.1	6.6	1.5	1.2	3.3	2.5	0.3	0.5	5.9	4.0	1.1	0.7
Other	1.9	1.7	0.1	-	0.3	0.3	-	-	1.5	1.5	0.1	-
Country of residence												
England	159.0	126.5	12.3	20.2	54.5	46.7	2.4	5.4	104.5	79.8	9.8	14.9
Scotland	15.8	5.3	10.4	*	6.2	1.7	4.5	*	9.5	3.6	5.8	*
Wales	10.0	5.5	0.5	4.0	5.0	2.7	0.2	2.1	5.0	2.7	0.3	2.0
How trip booked												
Firm booking	128.0	97.7	15.9	14.4	46.0	36.7	4.9	4.4	82.1	61.0	11.1	10.0
High street or on-line travel agent	13.1	9.9	1.9	1.3	5.9	4.6	0.9	0.4	7.2	5.3	1.0	0.9
Directly with a tour operator	16.2	12.2	1.9	2.2	3.6	3.0	0.2	0.4	12.6	9.2	1.6	1.8
Directly with accommodation provider	80.8	62.0	10.1	8.7	29.8	23.9	2.9	3.1	51.0	38.1	7.1	5.7
Directly with a transport provider	8.7	7.0	0.9	0.8	4.1	3.4	0.3	0.4	4.6	3.6	0.6	0.4
Directly with a Tourist Board/TIC	2.6	1.8	0.5	0.3	0.9	0.7	0.1	0.1	1.7	1.2	0.3	0.2

Table 2.2b – Holiday nights in GB (continued)

	All holiday nights				Short holiday nights (1-3 nights)				Long holiday nights (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	198.2	149.7	24.4	24.1	70.3	55.4	7.7	7.2	128.0	94.4	16.7	16.9
All tourism – 2014	184.8	137.3	23.1	24.3	65.8	51.2	7.1	7.5	119.0	86.2	16.0	16.9
How trip booked (continued)												
Booked online	92.4	70.5	12.2	9.7	34.7	27.5	3.9	3.3	57.7	43.0	8.3	6.4
Through some other source	18.3	13.5	2.1	2.7	5.1	3.8	0.6	0.6	13.2	9.7	1.5	2.0
Did not make firm bookings before trip	45.6	30.9	6.2	8.5	16.6	12.2	1.9	2.6	29.0	18.8	4.3	5.9
Don't know	11.2	8.7	1.0	1.5	3.2	2.3	0.4	0.5	8.0	6.4	0.6	1.0
Whether booked online												
Booked online	92.4	70.5	12.2	9.7	34.7	27.5	3.9	3.3	57.7	43.0	8.3	6.4
Not booked online	92.4	66.8	10.9	14.6	31.1	23.7	3.2	4.2	61.3	43.2	7.7	10.5
Package trip												
Package trip	12.5	9.7	1.7	1.1	3.8	3.3	0.3	0.2	8.7	6.4	1.4	0.9
Not a package trip	171.2	126.8	21.3	23.2	61.7	47.6	6.8	7.2	109.6	79.1	14.4	16.0
Don't know	1.1	0.9	0.2	*	0.3	0.3	*	*	0.8	0.6	0.1	-
Type of location stayed at												
Seaside	69.2	52.2	4.1	12.8	18.1	13.8	0.7	3.6	51.1	38.4	3.4	9.3
Large city/large town	35.9	28.5	6.1	1.3	20.8	17.0	3.0	0.8	15.1	11.5	3.1	0.5
Small town	33.7	23.8	5.9	4.1	12.4	9.2	1.8	1.4	21.4	14.6	4.0	2.7
Countryside/village	45.5	32.6	6.9	6.1	14.4	11.1	1.6	1.7	31.2	21.5	5.3	4.4
Month trip started												
January 2014	4.2	3.6	0.3	0.3	2.9	2.4	0.2	0.2	1.3	1.1	0.1	0.1
February 2014	6.7	5.4	0.7	0.6	4.1	3.2	0.5	0.4	2.6	2.2	0.2	0.2
March 2014	8.3	5.8	1.2	1.3	4.0	3.0	0.5	0.5	4.2	2.8	0.7	0.8
April 2014	16.2	11.7	2.5	2.0	6.4	4.9	0.8	0.7	9.8	6.8	1.7	1.2
May 2014	18.6	14.0	2.3	2.3	8.2	6.5	0.7	1.0	10.4	7.5	1.6	1.3
June 2014	17.1	12.5	2.5	2.1	5.8	4.6	0.6	0.6	11.4	8.0	1.9	1.5
July 2014	31.0	23.0	4.0	4.0	7.2	5.6	0.8	0.9	23.7	17.4	3.2	3.1
August 2014	38.6	27.8	4.3	6.5	8.8	6.9	0.9	1.1	29.8	20.9	3.4	5.5
September 2014	14.9	10.9	2.2	1.7	6.0	4.6	0.7	0.7	8.9	6.3	1.5	1.1
Quarter 4 2014	29.2	22.6	3.1	3.5	12.2	9.5	1.3	1.2	17.0	13.0	1.7	2.1
Duration of trip												
1 night	10.9	8.6	1.4	0.9	10.9	8.6	1.4	0.9	-	-	-	-
2 nights	28.3	22.0	3.2	3.1	28.3	22.0	3.2	3.1	-	-	-	-
3 nights	26.6	20.6	2.6	3.4	26.6	20.6	2.6	3.4	-	-	-	-
4 nights	26.0	20.0	2.6	3.4	-	-	-	-	26.0	20.0	2.6	3.4
5 nights	13.7	10.1	1.7	1.9	-	-	-	-	13.7	10.1	1.7	1.9
6 nights	12.5	9.2	1.6	1.6	-	-	-	-	12.5	9.2	1.6	1.6
7 nights	35.0	25.6	4.4	5.0	-	-	-	-	35.0	25.6	4.4	5.0
1-3 nights	65.8	51.2	7.1	7.5	65.8	51.2	7.1	7.5	-	-	-	-
4-7 nights	87.2	64.9	10.3	12.0	-	-	-	-	87.2	64.9	10.3	12.0
8+ nights	31.8	21.3	5.7	4.9	-	-	-	-	31.8	21.3	5.7	4.9
Average duration of trip (nights)	3.49	3.37	3.67	3.82	1.94	1.93	1.85	2.05	6.25	6.04	6.45	6.23

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Table 2.2b – Holiday nights in GB (continued)

	All holiday nights				Short holiday nights (1-3 nights)				Long holiday nights (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	198.2	149.7	24.4	24.1	70.3	55.4	7.7	7.2	128.0	94.4	16.7	16.9
All tourism – 2014	184.8	137.3	23.1	24.3	65.8	51.2	7.1	7.5	119.0	86.2	16.0	16.9
Children on trip												
Yes	73.0	53.8	8.2	11.1	21.3	16.4	1.9	3.0	51.7	37.4	6.3	8.0
No	111.8	83.5	15.0	13.3	44.5	34.8	5.2	4.4	67.3	48.7	9.7	8.8
Socio-economic group												
AB (Professional and managerial)	75.0	54.0	10.5	10.5	26.4	20.3	3.0	3.1	48.6	33.7	7.5	7.3
C1 (Clerical and supervisory)	49.6	37.2	6.3	6.1	18.6	14.6	2.0	2.0	31.0	22.6	4.3	4.1
C2 (Skilled manual)	35.6	27.2	3.9	4.5	12.5	9.8	1.4	1.3	23.1	17.5	2.5	3.2
DE (Unskilled, state pensioners etc.)	24.6	18.9	2.5	3.3	8.3	6.6	0.7	1.0	16.4	12.3	1.8	2.3
Age of respondent												
16-24	12.8	9.4	1.8	1.6	6.2	4.7	0.8	0.7	6.6	4.6	1.0	0.9
25-34	23.3	17.8	2.4	3.2	10.5	7.9	1.2	1.4	12.9	9.9	1.2	1.8
35-44	38.9	29.3	4.5	5.0	14.2	11.5	1.2	1.4	24.8	17.8	3.3	3.6
45-54	37.5	27.5	5.3	4.7	13.9	10.6	1.8	1.6	23.6	17.0	3.5	3.1
55-64	33.6	23.6	4.4	5.6	12.2	9.6	1.2	1.4	21.4	13.9	3.3	4.2
65+	38.6	29.8	4.7	4.2	8.7	6.9	0.9	0.9	29.9	22.9	3.8	3.2
Lifecycle of respondents												
Age 16-34, unmarried, no children	12.2	9.3	1.6	1.2	6.5	5.0	0.8	0.7	5.7	4.3	0.8	0.5
Age 16-34, married, no children	7.8	5.8	1.1	0.9	4.0	3.1	0.6	0.3	3.8	2.7	0.5	0.6
Age 16-34, with children	16.2	12.0	1.5	2.7	6.2	4.5	0.6	1.2	9.9	7.5	0.9	1.5
Age 35-54, no children	27.6	20.0	4.2	3.3	12.0	9.3	1.4	1.3	15.6	10.7	2.8	2.1
Age 35-54, with children	48.9	36.9	5.6	6.4	16.1	12.8	1.6	1.7	32.8	24.1	4.0	4.7
Age 55+	72.2	53.3	9.1	9.8	21.0	16.5	2.1	2.4	51.3	36.8	7.0	7.4
Activities undertaken on trip												
Sightseeing on foot	86.5	62.6	10.9	13.1	25.7	20.4	2.4	2.8	60.8	42.1	8.5	10.2
Just relaxing	83.2	59.9	9.9	13.4	24.3	18.3	2.7	3.3	58.9	41.6	7.3	10.0
Sightseeing by car	66.9	46.0	10.2	10.7	14.3	10.7	1.6	2.0	52.6	35.3	8.7	8.6
Short walk\ stroll - up to 2 miles\ 1 hour	62.1	44.1	8.9	9.1	15.4	12.1	1.3	2.0	46.7	32.1	7.5	7.2
Visiting a beach	54.4	38.5	4.8	11.1	10.2	7.3	0.4	2.4	44.3	31.2	4.4	8.7
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	45.3	29.7	6.5	9.2	10.4	7.6	1.0	1.8	34.9	22.1	5.4	7.4
Had a picnic or BBQ	28.6	19.7	2.9	6.0	5.0	3.9	0.3	0.8	23.6	15.8	2.5	5.2
Swimming (indoors or outdoors)	27.2	19.3	2.7	5.2	5.2	3.7	0.3	1.2	22.0	15.6	2.4	4.0
Visiting a castle\other historic site	23.9	14.3	5.0	4.7	4.7	2.8	0.9	1.0	19.2	11.5	4.1	3.7
Centre based walking (i.e. around a city\town centre)	23.6	18.8	2.0	2.9	7.0	5.9	0.5	0.7	16.7	12.9	1.5	2.2
Visiting a country park	23.4	16.2	3.5	3.7	4.1	3.2	0.6	0.3	19.4	13.0	2.9	3.4

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Table 2.2b – Holiday nights in GB (continued)

	All holiday nights				Short holiday nights (1-3 nights)				Long holiday nights (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2013	198.2	149.7	24.4	24.1	70.3	55.4	7.7	7.2	128.0	94.4	16.7	16.9
All tourism – 2014	184.8	137.3	23.1	24.3	65.8	51.2	7.1	7.5	119.0	86.2	16.0	16.9
Activities undertaken on trip (continued)												
Visiting a historic house, stately home, palace	22.3	16.7	3.2	2.4	4.2	3.6	0.4	0.2	18.1	13.1	2.8	2.2
Visiting a museum	21.8	16.4	4.1	1.3	5.8	4.6	0.9	0.3	16.0	11.8	3.2	1.0
Sunbathing	21.8	15.6	1.2	5.0	2.9	2.0	0.1	0.8	18.9	13.6	1.1	4.2
Visiting a cathedral, church, abbey or other religious building	20.9	15.5	2.8	2.6	4.5	3.8	0.3	0.3	16.4	11.7	2.5	2.3
Visiting a garden	19.9	14.9	2.5	2.5	3.9	3.4	0.3	0.2	16.1	11.6	2.2	2.3
Other sightseeing (e.g. on a coach, boat trip)	14.9	10.8	2.7	1.4	2.7	2.1	0.3	0.2	12.2	8.7	2.3	1.2
Watching wildlife, bird watching	14.5	8.7	3.4	2.4	2.2	1.7	0.3	0.2	12.4	7.1	3.1	2.2
Visiting a theme\amusement park	13.1	10.9	0.7	1.4	3.8	3.3	0.1	0.4	9.3	7.6	0.7	1.0
Special shopping for items you do not regularly buy	12.7	9.6	1.6	1.4	4.2	3.6	0.2	0.3	8.5	6.0	1.4	1.1
Viewing architecture and buildings	12.7	8.3	2.3	2.1	2.9	2.4	0.3	0.3	9.8	6.0	2.0	1.8
Visiting another type of attraction	12.2	8.7	1.8	1.7	3.1	2.6	0.3	0.2	9.1	6.1	1.5	1.5
Visiting a scenic\historic railway	10.0	6.4	0.9	2.7	1.4	1.0	*	0.3	8.6	5.4	0.8	2.4
Visiting a wildlife attraction\ nature reserve	9.9	6.5	1.7	1.7	1.5	1.1	0.1	0.2	8.4	5.4	1.5	1.5
Cycling - on a road\surfaced path	9.7	7.1	1.2	1.3	2.0	1.8	0.2	0.1	7.6	5.3	1.1	1.3

Note: *Top 25 activities undertaken on trip illustrated in Table 2.2b above. Sorted by frequency of GB all holiday nights

Holiday spending in Great Britain

This section covers holiday tourism (excluding VFR) in terms of spending. The overall pattern, as evident in recent years, is very similar to that for trips and nights. Key differences between short and long holidays have been highlighted below.

Serviced accommodation (principally hotels) is slightly more important in terms of spending (53%) than trips (48%) or especially nights (34%), particularly spending on short trips (73%). Self-catering accommodation is more popular on longer trips, accounting for over half of the share of spend (56%).

Firm bookings made before going on trips account for a 79% share of all spend. There is no difference between the share of spend for short trips vs long with firm bookings accounting for 79% of short and 79% of long trips.

The share of overall holiday expenditure for those staying in their own homes or homes of friends or relatives is lower (6%) and the share of trips (11%) and nights (12%). As with firm bookings, there is little difference between short and long trips where the accommodation is in a home, accounting for 7% of short trips and 6% of longer trips.

Table 2.2c – Holiday spend in GB

	All holiday spend				Short holiday spend (1-3 nights)				Long holiday spend (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£millions				£millions				£millions			
All tourism – 2013	£13,472	£10,463	£1,814	£1,195	£7,008	£5,643	£873	£491	£6,464	£4,819	£941	£704
All tourism – 2014	£13,065	£10,046	£1,732	£1,287	£6,586	£5,264	£779	£542	£6,480	£4,782	£952	£745
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, Holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	£11,669	£9,018	£1,552	£1,099	£5,901	£4,743	£699	£460	£5,768	£4,275	£853	£640
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	£6,928	£5,538	£925	£465	£4,797	£3,891	£585	£322	£2,130	£1,647	£341	£143
Hotel/motel	£5,727	£4,634	£761	£332	£4,131	£3,369	£520	£243	£1,596	£1,265	£241	£89
Guest house/bed and breakfast	£1,095	£803	£163	£130	£633	£490	£65	£78	£462	£312	£98	£52
Total self-catering rented accommodation and caravan and camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	£4,664	£3,445	£591	£628	£1,065	£828	£106	£131	£3,599	£2,617	£485	£497

Continued overleaf ►

Table 2.2c – Holiday spend in GB (continued)

	All holiday spend				Short holiday spend (1-3 nights)				Long holiday spend (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£millions				£millions				£millions			
All tourism – 2013	£13,472	£10,463	£1,814	£1,195	£7,008	£5,643	£873	£491	£6,464	£4,819	£941	£704
All tourism – 2014	£13,065	£10,046	£1,732	£1,287	£6,586	£5,264	£779	£542	£6,480	£4,782	£952	£745
Accommodation used (continued)												
Self-catering rented accommodation (Flat/apartment/house/chalet/villa/bungalow/cottage & holiday camp/village)	£2,907	£2,154	£380	£372	£533	£421	£57	£55	£2,373	£1,733	£323	£318
Caravan and camping (touring caravan, static (not owned), static (owned), camping)	£2,141	£1,541	£250	£350	£693	£509	£69	£115	£1,448	£1,032	£181	£235
Touring caravan	£582	£401	£94	£87	£155	£122	£18	£16	£426	£279	£76	£72
Static (not owned)	£717	£527	£74	£117	£169	£124	£12	£33	£547	£403	£61	£83
Static (owned)	£384	£250	£39	£95	£162	£102	£20	£40	£222	£147	£20	£55
Camping	£459	£364	£43	£52	£207	£161	£19	£27	£252	£203	£25	£24
Hostel	£78	£35	£36	£7	£39	£23	£8	£7	£39	£11	£28	-
Own home/friend's home/relative's home	£790	£603	£105	£82	£429	£346	£44	£38	£362	£257	£61	£44
Main mode of transport used												
Public transport	£2,468	£1,952	£387	£129	£1,508	£1,282	£164	£62	£960	£670	£222	£67
Train	£1,465	£1,211	£177	£78	£1,029	£897	£92	£39	£436	£313	£84	£39
Regular bus/coach	£254	£205	£34	£15	£140	£109	£21	£10	£115	£96	£13	£6
Organised coach tour	£396	£321	£46	£28	£148	£128	£12	£8	£248	£193	£34	£21
Plane	£320	£193	£120	£7	£172	£130	£36	£5	£148	£63	£84	£2
Boat/ship/ferry	£33	£22	£10	£1	£20	£17	£2	-	£13	£5	£7	£1
Personal transport	£10,459	£7,962	£1,342	£1,155	£5,037	£3,946	£614	£477	£5,422	£4,016	£728	£678
Car	£10,197	£7,775	£1,299	£1,123	£4,926	£3,864	£598	£464	£5,271	£3,911	£700	£659
Car – own/friend's/firm's	£9,956	£7,610	£1,246	£1,100	£4,804	£3,769	£581	£454	£5,152	£3,841	£665	£646
Car – hired	£241	£165	£53	£22	£122	£95	£17	£10	£119	£70	£35	£13
Camper/motor cycle/bicycle/lorry/truck/van/walking	£262	£187	£43	£32	£111	£82	£16	£13	£151	£105	£28	£19
Other	£133	£128	£2	£3	£38	£34	£1	£3	£95	£94	£1	-
Country of residence												
England	£10,989	£9,020	£934	£1,036	£5,396	£4,692	£295	£409	£5,594	£4,328	£639	£627
Scotland	£1,240	£492	£742	£6	£702	£238	£460	£4	£538	£254	£282	£2
Wales	£835	£534	£56	£246	£487	£333	£25	£129	£348	£201	£31	£117
How trip booked												
Firm booking	£10,298	£8,041	£1,313	£943	£5,195	£4,242	£557	£395	£5,103	£3,799	£756	£548
High street or on-line travel agent	£1,354	£1,030	£218	£107	£803	£637	£118	£48	£552	£393	£100	£59
Directly with a tour operator	£1,226	£973	£121	£132	£345	£301	£15	£29	£880	£672	£106	£103
Directly with accommodation provider	£6,429	£5,035	£803	£591	£3,300	£2,675	£336	£290	£3,129	£2,360	£467	£301
Directly with a transport provider	£831	£717	£78	£37	£556	£505	£30	£21	£275	£212	£47	£16

Continued overleaf ►

Table 2.2c – Holiday spend in GB (continued)

	All holiday spend				Short holiday spend (1-3 nights)				Long holiday spend (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£millions				£millions				£millions			
All tourism – 2013	£13,472	£10,463	£1,814	£1,195	£7,008	£5,643	£873	£491	£6,464	£4,819	£941	£704
All tourism – 2014	£13,065	£10,046	£1,732	£1,287	£6,586	£5,264	£779	£542	£6,480	£4,782	£952	£745
Accommodation used (continued)												
Directly with a Tourist Board/TIC	£200	£146	£39	£14	£121	£100	£16	£5	£79	£46	£23	£10
Booked online	£7,628	£5,932	£1,032	£664	£4,092	£3,325	£461	£307	£3,536	£2,608	£572	£357
Through some other source	£1,156	£884	£143	£129	£458	£344	£70	£44	£698	£540	£72	£85
Did not make firm bookings before trip	£2,092	£1,473	£339	£279	£1,123	£825	£176	£123	£968	£648	£164	£156
Don't know	£676	£532	£79	£65	£268	£197	£46	£24	£408	£335	£33	£41
Whether booked online												
Booked online	£7,628	£5,932	£1,032	£664	£4,092	£3,325	£461	£307	£3,536	£2,608	£572	£357
Not booked online	£5,437	£4,114	£700	£623	£2,494	£1,939	£318	£235	£2,944	£2,174	£380	£388
Package trip												
Package trip	£1,139	£916	£154	£69	£517	£452	£49	£16	£622	£464	£105	£53
Not a package trip	£11,858	£9,080	£1,562	£1,216	£6,042	£4,788	£729	£524	£5,816	£4,292	£833	£692
Don't know	£68	£50	£16	£2	£27	£23	£1	£2	£42	£27	£15	-
Type of location stayed at												
Seaside	£3,961	£3,112	£222	£627	£1,347	£1,060	£63	£224	£2,613	£2,052	£159	£403
Large city/large town	£3,747	£3,034	£580	£133	£2,801	£2,319	£383	£98	£946	£714	£197	£34
Small town	£2,304	£1,694	£370	£239	£1,204	£929	£163	£113	£1,100	£766	£207	£127
Countryside/village	£3,035	£2,195	£553	£287	£1,226	£950	£170	£106	£1,808	£1,244	£383	£181
Month trip started												
January 2014	£407	£358	£29	£20	£330	£292	£22	£16	£76	£65	£7	£4
February 2014	£559	£445	£72	£43	£450	£363	£53	£34	£109	£82	£19	£8
March 2014	£688	£530	£95	£64	£456	£372	£50	£35	£232	£158	£45	£29
April 2014	£1,083	£799	£174	£109	£599	£427	£103	£69	£484	£372	£71	£40
May 2014	£1,279	£970	£163	£146	£731	£566	£76	£89	£548	£403	£87	£57
June 2014	£1,269	£1,003	£168	£98	£562	£481	£44	£36	£708	£522	£124	£62
July 2014	£1,887	£1,430	£253	£204	£616	£473	£81	£62	£1,271	£957	£172	£142
August 2014	£2,359	£1,741	£299	£319	£826	£678	£92	£56	£1,533	£1,063	£207	£263
September 2014	£1,232	£929	£208	£95	£650	£524	£75	£51	£582	£405	£133	£44
Quarter 4 2014	£2,302	£1,842	£271	£190	£1,365	£1,087	£184	£94	£936	£756	£85	£95
Duration of trip												
1 night	£1,732	£1,369	£236	£127	£1,732	£1,369	£236	£127	-	-	-	-
2 nights	£2,731	£2,207	£319	£205	£2,731	£2,207	£319	£205	-	-	-	-
3 nights	£2,123	£1,687	£225	£211	£2,123	£1,687	£225	£211	-	-	-	-
4 nights	£1,827	£1,399	£225	£203	-	-	-	-	£1,827	£1,399	£225	£203
5 nights	£793	£593	£114	£86	-	-	-	-	£793	£593	£114	£86
6 nights	£697	£514	£100	£83	-	-	-	-	£697	£514	£100	£83
7 nights	£2,026	£1,516	£257	£253	-	-	-	-	£2,026	£1,516	£257	£253
1-3 nights	£6,586	£5,264	£779	£542	£6,586	£5,264	£779	£542	-	-	-	-
4-7 nights	£5,343	£4,022	£696	£625	-	-	-	-	£5,343	£4,022	£696	£625
8+ nights	£1,137	£761	£257	£120	-	-	-	-	£1,137	£761	£257	£120
Average duration of trip (nights)	3.49	3.37	3.67	3.82	1.94	1.93	1.85	2.05	6.25	6.04	6.45	6.23

Continued overleaf ►

Table 2.2c – Holiday spend in GB (continued)

	All holiday spend				Short holiday spend (1-3 nights)				Long holiday spend (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£millions				£millions				£millions			
All tourism – 2013	£13,472	£10,463	£1,814	£1,195	£7,008	£5,643	£873	£491	£6,464	£4,819	£941	£704
All tourism – 2014	£13,065	£10,046	£1,732	£1,287	£6,586	£5,264	£779	£542	£6,480	£4,782	£952	£745
Children on trip												
Yes	£3,624	£2,772	£384	£468	£1,355	£1,069	£125	£161	£2,269	£1,703	£260	£306
No	£9,441	£7,274	£1,347	£820	£5,231	£4,195	£655	£381	£4,210	£3,079	£692	£439
Socio-economic group												
AB (Professional and managerial)	£5,720	£4,284	£825	£610	£2,857	£2,260	£342	£255	£2,862	£2,024	£483	£356
C1 (Clerical and supervisory)	£3,591	£2,774	£483	£335	£1,897	£1,517	£223	£157	£1,694	£1,257	£260	£178
C2 (Skilled manual)	£2,306	£1,831	£287	£189	£1,098	£882	£150	£66	£1,208	£949	£137	£122
DE (Unskilled, state pensioners etc.)	£1,448	£1,157	£137	£153	£733	£605	£64	£64	£715	£552	£73	£90
Age of respondent												
16-24	£1,057	£812	£157	£88	£695	£554	£94	£48	£362	£258	£63	£40
25-34	£1,778	£1,371	£234	£173	£1,091	£819	£164	£109	£686	£552	£70	£64
35-44	£2,401	£1,886	£298	£218	£1,199	£1,006	£111	£83	£1,202	£880	£187	£135
45-54	£2,867	£2,232	£407	£227	£1,542	£1,253	£186	£103	£1,325	£979	£222	£124
55-64	£2,510	£1,858	£310	£341	£1,235	£992	£123	£119	£1,276	£866	£187	£222
65+	£2,453	£1,887	£326	£240	£824	£641	£102	£80	£1,629	£1,246	£224	£159
Lifecycle of respondents												
Age 16-34, unmarried, no children	£1,144	£897	£166	£81	£750	£591	£97	£62	£394	£307	£69	£18
Age 16-34, married, no children	£778	£598	£120	£59	£540	£402	£99	£39	£238	£196	£21	£20
Age 16-34, with children	£913	£687	£104	£122	£496	£379	£61	£56	£417	£308	£43	£66
Age 35-54, no children	£2,562	£1,959	£431	£173	£1,490	£1,222	£175	£94	£1,072	£737	£256	£79
Age 35-54, with children	£2,706	£2,159	£274	£273	£1,251	£1,037	£122	£92	£1,455	£1,122	£153	£180
Age 55+	£4,963	£3,746	£636	£581	£2,058	£1,633	£226	£199	£2,905	£2,113	£411	£382
Activities undertaken on trip												
Sightseeing on foot	£5,938	£4,520	£767	£651	£2,512	£2,037	£272	£202	£3,427	£2,482	£495	£449
Just relaxing	£5,486	£4,102	£719	£665	£2,269	£1,776	£289	£204	£3,217	£2,326	£430	£460
Sightseeing by car	£4,293	£3,116	£668	£509	£1,385	£1,063	£178	£144	£2,908	£2,052	£491	£365
Short walk\ stroll - up to 2 miles\ 1 hour	£3,956	£2,941	£554	£461	£1,425	£1,141	£145	£139	£2,531	£1,800	£409	£323
Visiting a beach	£2,906	£2,174	£255	£476	£699	£538	£37	£123	£2,206	£1,636	£218	£353
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	£2,842	£1,982	£431	£429	£927	£704	£117	£106	£1,915	£1,278	£314	£323
Centre based walking (i.e. around a city\town centre)	£1,885	£1,570	£156	£159	£905	£793	£62	£49	£981	£777	£94	£110
Visiting a museum	£1,663	£1,264	£302	£97	£643	£502	£117	£24	£1,020	£763	£185	£73
Visiting a castle\other historic site	£1,652	£1,048	£353	£251	£535	£336	£113	£85	£1,117	£712	£240	£166
Visiting a historic house, stately home, palace	£1,629	£1,264	£216	£148	£504	£432	£48	£24	£1,125	£833	£168	£124
Swimming (indoors or outdoors)	£1,589	£1,212	£136	£240	£452	£346	£33	£74	£1,136	£867	£104	£166

Continued overleaf ►

Table 2.2c – Holiday spend in GB (continued)

	All holiday spend				Short holiday spend (1-3 nights)				Long holiday spend (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£millions				£millions				£millions			
All tourism – 2013	£13,472	£10,463	£1,814	£1,195	£7,008	£5,643	£873	£491	£6,464	£4,819	£941	£704
All tourism – 2014	£13,065	£10,046	£1,732	£1,287	£6,586	£5,264	£779	£542	£6,480	£4,782	£952	£745
Activities undertaken on trip (continued)												
Had a picnic or BBQ	£1,513	£1,113	£145	£255	£350	£289	£23	£38	£1,162	£824	£122	£217
Visiting a cathedral, church, abbey or other religious building	£1,478	£1,117	£209	£152	£474	£405	£42	£27	£1,004	£712	£167	£125
Visiting a country park	£1,427	£1,058	£175	£194	£409	£342	£44	£23	£1,018	£717	£131	£170
Visiting a garden	£1,310	£1,015	£156	£139	£364	£316	£28	£19	£946	£699	£127	£120
Special shopping for items you do not regularly buy	£1,265	£990	£163	£112	£604	£541	£36	£28	£661	£449	£127	£84
Other sightseeing (e.g. on a coach, boat trip)	£1,191	£891	£223	£77	£331	£264	£53	£15	£860	£627	£170	£62
Sunbathing	£1,144	£870	£50	£224	£232	£166	£15	£51	£912	£705	£34	£173
Viewing architecture and buildings	£1,047	£734	£192	£121	£336	£274	£36	£26	£711	£460	£156	£95
Watching wildlife, bird watching	£883	£574	£203	£106	£189	£138	£37	£14	£695	£436	£166	£92
Visiting another type of attraction	£849	£659	£131	£60	£294	£261	£23	£10	£555	£398	£107	£50
Visiting an art gallery	£753	£556	£148	£49	£322	£256	£55	£11	£431	£300	£93	£38
Visiting a theme/amusement park	£750	£654	£23	£72	£300	£270	£3	£26	£450	£383	£20	£46
Going to the theatre	£705	£599	£66	£40	£420	£374	£29	£17	£285	£225	£37	£23
Any other single particular activity	£658	£494	£110	£54	£433	£342	£54	£38	£225	£152	£56	£17

Note: *Top 25 activities undertaken on trip illustrated in Table 2.2c above. Sorted by frequency of GB all holiday spend.

Visits to friends and relatives (VFR)

Tables 2.3a – 2.3c illustrate the value and volume of trips, bed nights and expenditure for visits to friends and relatives. These trips are further split by visits to friends and relatives which are described by the respondent as being mainly a holiday and visits to friends and relatives for some other reason.

British residents made 43 million VFR trips within Great Britain in 2014. 26 million of these trips were VFR-holiday trips (62%) and the remaining 16 million were VFR-other trips (38%). VFR-other trips tended to be shorter (2.38 nights on average versus 3.03 for VFR-holiday) and spread more evenly across the year.

As would be expected, the majority of VFR trips involve staying in own homes or homes of friends and relatives (79% of trips), however this is not always the case, with a fifth (22%) using commercial accommodation.

As with other types of tourism, the private car is the most widely used transport type for the journey to the destination (76% of trips).

Large cities/large towns and small towns are the main types of destination for VFR trips (45% and 28% respectively), reflecting the population distribution.

VFR trips are spread fairly evenly throughout the year, albeit with a peak in December (16%), reflecting the Christmas period.

Some 15% of VFR trips are made by 16-24 year olds, a greater proportion than for All Tourism, where only 11% of trips are made by this youngest age-group.

Table 2.3a – VFR trips in GB

	All VFR trips				VFR-holiday trips				VFR-other trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	44.20	38.19	3.47	2.75	25.65	21.94	2.32	1.56	18.55	16.25	1.15	1.19
All tourism – 2014	42.53	35.91	4.04	2.84	26.31	22.26	2.57	1.61	16.23	13.65	1.47	1.22
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	9.40	7.73	1.27	0.56	5.40	4.34	0.74	0.39	4.01	3.39	0.53	0.17
Serviced accommodation (hotel/motel, GHBB, holiday camp /village (serviced))	7.90	6.66	0.93	0.41	4.25	3.52	0.51	0.28	3.64	3.14	0.42	0.14
Hotel/motel	6.71	5.70	0.77	0.33	3.45	2.87	0.40	0.21	3.26	2.83	0.37	0.12
Guest house/ bed and Breakfast	1.19	0.97	0.17	0.08	0.79	0.64	0.11	0.06	0.40	0.33	0.06	0.02

Continued overleaf ►

Table 2.3a – VFR trips in GB (continued)

	All VFR trips				VFR-holiday trips				VFR-other trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	44.20	38.19	3.47	2.75	25.65	21.94	2.32	1.56	18.55	16.25	1.15	1.19
All tourism – 2014	42.53	35.91	4.04	2.84	26.31	22.26	2.57	1.61	16.23	13.65	1.47	1.22
Accommodation used (continued)												
Total self-catering rented accommodation and Caravan and Camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	1.37	1.05	0.22	0.15	1.00	0.81	0.10	0.12	0.37	0.25	0.12	0.04
Self-catering rented accommodation (flat/apartment/house/chalet/villa/bungalow/cottage and holiday camp/village)	0.71	0.54	0.16	0.06	0.51	0.40	0.08	0.05	0.20	0.14	0.08	0.01
Caravan and camping (touring caravan, static (not owned), static (owned), camping)	0.81	0.62	0.07	0.13	0.62	0.50	0.03	0.09	0.19	0.12	0.04	0.04
Touring caravan	0.24	0.20	0.02	0.02	0.17	0.15	0.01	0.01	0.07	0.05	0.02	0.01
Static (not owned)	0.15	0.11	0.01	0.03	0.12	0.10	0.01	0.01	0.03	0.01	0.01	0.01
Static (owned)	0.18	0.11	0.01	0.07	0.16	0.10	0.01	0.05	0.03	0.01	-	0.02
Camping	0.26	0.20	0.02	0.05	0.20	0.15	0.01	0.05	0.06	0.05	0.02	-
Hostel	0.19	0.03	0.15	0.01	0.19	0.03	0.15	0.01	-	-	-	-
Own home/friend's home/relative's home	33.48	28.53	2.84	2.30	21.09	18.11	1.86	1.23	12.39	10.42	0.99	1.06
Main mode of transport used												
Public transport	9.32	7.52	1.34	0.52	5.93	4.73	1.03	0.19	3.39	2.79	0.31	0.32
Train	6.88	5.72	0.79	0.40	4.29	3.57	0.59	0.14	2.59	2.15	0.20	0.26
Regular bus/coach	1.35	1.10	0.20	0.06	0.90	0.71	0.17	0.04	0.45	0.39	0.03	0.02
Organised coach tour	0.34	0.28	0.04	0.03	0.17	0.13	0.04	*	0.17	0.15	*	0.02
Plane	0.59	0.35	0.23	0.03	0.41	0.25	0.16	0.01	0.18	0.10	0.07	0.01
Boat/ship/ferry	0.16	0.08	0.08	0.16	0.16	0.08	0.08	-	0.01	0.01	-	-
Personal transport	33.03	28.24	2.68	2.30	20.31	17.47	1.52	1.42	12.72	10.77	1.16	0.88
Car	32.51	27.82	2.66	2.23	20.02	17.24	1.51	1.37	12.49	10.58	1.14	0.86
Car – own/friend's/firm's	31.75	27.11	2.62	2.21	19.58	16.82	1.50	1.36	12.17	10.29	1.12	0.84
Car – hired	0.76	0.71	0.04	0.02	0.44	0.42	0.01	*	0.32	0.29	0.02	0.01
Camper/motor cycle/bicycle/lorry/truck/van/walking	0.52	0.42	0.02	0.07	0.29	0.23	0.01	0.05	0.23	0.19	0.02	0.02
Other	0.15	0.12	0.02	0.01	0.06	0.05	0.01	-	0.09	0.08	0.01	0.01
Country of residence												
England	36.87	33.48	1.64	1.97	22.87	20.58	1.09	1.31	13.99	12.89	0.55	0.66
Scotland	3.36	1.10	2.25	0.03	2.11	0.79	1.33	0.01	1.25	0.32	0.92	0.02
Wales	2.31	1.33	0.14	0.84	1.32	0.89	0.14	0.30	0.99	0.44	0.01	0.54

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Table 2.3a – VFR trips in GB (continued)

	All VFR trips				VFR-holiday trips				VFR-other trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	44.20	38.19	3.47	2.75	25.65	21.94	2.32	1.56	18.55	16.25	1.15	1.19
All tourism – 2014	42.53	35.91	4.04	2.84	26.31	22.26	2.57	1.61	16.23	13.65	1.47	1.22
How trip booked												
Firm booking	14.24	11.99	1.61	0.82	8.69	7.30	1.01	0.49	5.55	4.69	0.60	0.33
High street or on-line travel agent	1.71	1.38	0.27	0.08	1.13	0.87	0.23	0.06	0.58	0.52	0.04	0.02
Directly with a tour operator	0.89	0.76	0.08	0.07	0.53	0.46	0.05	0.05	0.36	0.30	0.03	0.03
Directly with accommodation provider	6.96	6.03	0.68	0.35	3.89	3.38	0.33	0.23	3.06	2.64	0.35	0.12
Directly with a transport provider	4.40	3.55	0.59	0.31	2.86	2.33	0.38	0.16	1.55	1.22	0.21	0.14
Directly with a TIC	0.09	0.08	0.01	-	0.07	0.06	0.01	-	0.02	0.02	-	-
Booked online	10.73	9.05	1.25	0.55	6.66	5.63	0.80	0.31	4.07	3.42	0.44	0.24
Through some other source	1.21	1.06	0.08	0.08	0.81	0.69	0.06	0.06	0.41	0.37	0.02	0.01
Did not make firm bookings before trip	26.95	22.87	2.26	1.88	16.86	14.38	1.44	1.06	10.09	8.49	0.82	0.81
Don't know	1.35	1.04	0.17	0.14	0.76	0.58	0.12	0.07	0.59	0.47	0.05	0.08
Whether booked online												
Booked online	10.73	9.05	1.25	0.55	6.66	5.63	0.80	0.31	4.07	3.42	0.44	0.24
Not booked online	31.80	26.86	2.79	2.29	19.65	16.63	1.77	1.30	12.16	10.23	1.03	0.98
Package trip												
Package trip	0.50	0.42	0.05	0.04	0.34	0.27	0.05	0.03	0.16	0.15	-	0.01
Not a package trip	41.73	35.24	3.94	2.80	25.82	21.86	2.51	1.59	15.91	13.38	1.43	1.21
Don't know	0.30	0.25	0.05	-	0.14	0.13	0.01	-	0.16	0.12	0.04	-
Type of location stayed at												
Seaside	4.91	3.76	0.50	0.68	3.35	2.70	0.34	0.33	1.56	1.07	0.16	0.35
Large city/large town	19.22	16.92	1.80	0.67	12.06	10.57	1.18	0.40	7.15	6.35	0.62	0.27
Small town	12.09	10.05	1.22	0.91	7.19	5.98	0.72	0.56	4.90	4.07	0.50	0.36
Countryside/village	7.72	6.40	0.73	0.69	4.59	3.79	0.42	0.43	3.13	2.61	0.31	0.26
Month trip started												
January 2014	2.52	2.25	0.13	0.15	1.47	1.30	0.10	0.07	1.05	0.94	0.02	0.09
February 2014	2.82	2.49	0.18	0.17	1.73	1.53	0.12	0.10	1.08	0.96	0.05	0.07
March 2014	2.67	2.26	0.19	0.22	1.51	1.24	0.12	0.15	1.16	1.02	0.08	0.07
April 2014	3.73	3.13	0.38	0.28	2.52	2.10	0.25	0.20	1.21	1.04	0.13	0.08
May 2014	3.74	3.15	0.39	0.22	2.22	1.89	0.21	0.13	1.52	1.26	0.18	0.09
June 2014	2.74	2.36	0.24	0.16	1.59	1.38	0.14	0.09	1.15	0.98	0.10	0.07
July 2014	3.36	2.92	0.30	0.17	2.22	1.91	0.18	0.13	1.15	1.01	0.11	0.04
August 2014	4.06	3.49	0.36	0.23	2.62	2.33	0.21	0.08	1.45	1.16	0.15	0.15
September 2014	3.08	2.63	0.22	0.27	1.78	1.49	0.17	0.16	1.30	1.14	0.05	0.11
Quarter 4 2014	13.79	11.23	1.65	0.96	8.64	7.10	1.05	0.50	5.15	4.14	0.60	0.46

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Table 2.3a – VFR trips in GB (continued)

	All VFR trips				VFR-holiday trips				VFR-other trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	44.20	38.19	3.47	2.75	25.65	21.94	2.32	1.56	18.55	16.25	1.15	1.19
All tourism – 2014	42.53	35.91	4.04	2.84	26.31	22.26	2.57	1.61	16.23	13.65	1.47	1.22
Duration of trip												
1 night	13.61	11.73	0.95	0.93	7.33	6.39	0.56	0.38	6.28	5.34	0.38	0.55
2 nights	13.29	11.32	1.14	0.83	7.98	6.78	0.76	0.45	5.31	4.54	0.39	0.38
3 nights	7.11	5.76	0.99	0.41	4.75	3.89	0.60	0.27	2.36	1.86	0.38	0.15
4 nights	3.09	2.67	0.31	0.14	2.19	1.92	0.15	0.13	0.90	0.74	0.16	0.01
5 nights	1.68	1.37	0.18	0.18	1.22	0.97	0.13	0.14	0.46	0.39	0.05	0.04
6 nights	0.83	0.71	0.11	0.06	0.58	0.47	0.07	0.03	0.26	0.23	0.04	0.02
7 nights	1.32	1.06	0.16	0.12	1.04	0.83	0.13	0.09	0.28	0.23	0.03	0.02
1-3 nights	34.00	28.81	3.08	2.18	20.06	17.06	1.93	1.10	13.94	11.75	1.15	1.08
4-7 nights	6.91	5.80	0.76	0.50	5.02	4.20	0.48	0.40	1.89	1.60	0.27	0.10
8+ nights	1.62	1.30	0.20	0.17	1.23	1.00	0.15	0.12	0.39	0.30	0.05	0.05
Average duration of trip (nights)	2.78	2.71	3.09	2.96	3.03	2.95	3.27	3.35	2.38	2.32	2.79	2.46
Children on trip												
Yes	11.41	9.84	1.00	0.68	7.75	6.69	0.63	0.48	3.66	3.15	0.37	0.21
No	44.82	37.22	4.69	3.18	27.80	23.01	3.09	1.87	17.01	14.21	1.59	1.31
Socio-economic group												
AB (Professional and managerial)	17.93	14.99	1.81	1.26	10.92	9.10	1.12	0.77	7.01	5.88	0.69	0.49
C1 (Clerical and supervisory)	13.52	11.72	1.12	0.76	8.54	7.36	0.77	0.45	4.98	4.36	0.35	0.31
C2 (Skilled manual)	5.61	4.82	0.49	0.32	3.63	3.15	0.28	0.21	1.98	1.66	0.21	0.11
DE (Unskilled, state pensioners etc.)	5.48	4.38	0.62	0.50	3.22	2.65	0.40	0.18	2.26	1.74	0.22	0.32
Age of respondent												
16-24	6.41	5.44	0.61	0.37	4.14	3.51	0.43	0.21	2.27	1.92	0.18	0.16
25-34	7.33	5.90	0.78	0.69	4.33	3.60	0.50	0.25	3.00	2.30	0.28	0.44
35-44	7.07	6.07	0.58	0.48	4.72	4.04	0.38	0.33	2.35	2.02	0.20	0.16
45-54	7.33	6.12	0.78	0.46	4.40	3.75	0.39	0.27	2.93	2.37	0.39	0.19
55-64	6.40	5.43	0.64	0.36	3.79	3.15	0.39	0.26	2.61	2.28	0.25	0.09
65+	7.98	6.94	0.65	0.48	4.92	4.21	0.48	0.29	3.06	2.74	0.17	0.19
Lifecycle of respondents												
Age 16-34, unmarried, no children	7.12	5.80	0.62	0.71	4.40	3.65	0.46	0.31	2.72	2.15	0.17	0.40
Age 16-34, married, no children	2.48	2.14	0.20	0.14	1.52	1.29	0.16	0.07	0.97	0.85	0.05	0.07
Age 16-34, with children	4.14	3.40	0.56	0.22	2.55	2.17	0.31	0.09	1.59	1.22	0.25	0.13
Age 35-54, no children	6.62	5.38	0.76	0.48	3.75	3.14	0.40	0.22	2.88	2.24	0.37	0.27
Age 35-54, with children	7.78	6.81	0.59	0.46	5.38	4.65	0.37	0.38	2.41	2.15	0.22	0.08
Age 55+	14.39	12.38	1.29	0.83	8.71	7.36	0.87	0.55	5.67	5.02	0.42	0.28
Activities undertaken on trip												
Just relaxing	12.53	10.36	1.15	1.12	8.47	7.31	0.70	0.52	4.06	3.05	0.45	0.60
Short walk/stroll – up to 2 miles/1 hour	8.46	7.04	0.86	0.65	5.75	4.82	0.57	0.41	2.71	2.22	0.29	0.24
Sightseeing on foot	8.20	6.58	1.14	0.63	6.24	5.03	0.76	0.51	1.95	1.54	0.38	0.11

Continued overleaf ►

Table 2.3a – VFR trips in GB (continued)

	All VFR trips				VFR-holiday trips				VFR-other trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	44.20	38.19	3.47	2.75	25.65	21.94	2.32	1.56	18.55	16.25	1.15	1.19
All tourism – 2014	42.53	35.91	4.04	2.84	26.31	22.26	2.57	1.61	16.23	13.65	1.47	1.22
Activities undertaken on trip (continued)												
Sightseeing by car	5.10	4.13	0.66	0.43	3.81	3.04	0.52	0.32	1.29	1.09	0.15	0.11
Attending a special event of a personal nature such as a wedding, graduation, christening, etc	3.97	3.25	0.61	0.16	1.36	1.03	0.31	0.02	2.60	2.22	0.30	0.13
Centre based walking (i.e. around a city/town centre)	3.66	3.11	0.45	0.16	2.48	2.09	0.30	0.12	1.17	1.02	0.15	0.04
Any other single particular activity	3.59	3.23	0.18	0.18	2.09	1.92	0.08	0.09	1.50	1.30	0.09	0.10
Long walk, hike or ramble (minimum of 2 miles/1 hour)	3.49	2.81	0.40	0.30	2.71	2.19	0.30	0.23	0.78	0.62	0.10	0.07
Visiting a beach	2.76	2.23	0.22	0.37	2.22	1.83	0.19	0.27	0.54	0.41	0.03	0.10
Visiting a country park	2.25	1.92	0.17	0.18	1.67	1.47	0.07	0.16	0.57	0.45	0.10	0.02
Special shopping for items you do not regularly buy	2.14	1.85	0.18	0.13	1.48	1.31	0.11	0.06	0.66	0.54	0.06	0.07
Visiting a garden	1.75	1.56	0.15	0.07	1.32	1.16	0.12	0.06	0.44	0.41	0.03	0.01
Visiting a cathedral, church, abbey or other religious building	1.74	1.38	0.29	0.09	1.23	0.91	0.28	0.05	0.50	0.47	0.01	0.03
Visiting a museum	1.69	1.39	0.28	0.09	1.29	1.07	0.18	0.08	0.40	0.33	0.09	0.01
Visiting a historic house, stately home, palace	1.56	1.38	0.15	0.08	1.20	1.06	0.11	0.07	0.36	0.32	0.05	0.01
Going to the cinema	1.47	1.19	0.16	0.14	1.06	0.91	0.09	0.09	0.41	0.28	0.07	0.06
Had a picnic or BBQ	1.43	1.28	0.10	0.08	1.05	0.95	0.08	0.02	0.39	0.32	0.02	0.05
Visiting a castle/other historic site	1.23	0.91	0.25	0.14	0.87	0.62	0.18	0.11	0.36	0.29	0.07	0.03
Going to the cinema	1.47	1.19	0.16	0.14	1.06	0.91	0.09	0.09	0.41	0.28	0.07	0.06
Had a picnic or BBQ	1.43	1.28	0.10	0.08	1.05	0.95	0.08	0.02	0.39	0.32	0.02	0.05
Visiting a castle\other historic site	1.23	0.91	0.25	0.14	0.87	0.62	0.18	0.11	0.36	0.29	0.07	0.03
Swimming (indoors or outdoors)	1.18	0.90	0.22	0.06	0.87	0.65	0.19	0.04	0.31	0.25	0.03	0.03
Visiting another type of attraction	1.12	0.88	0.13	0.11	0.73	0.57	0.13	0.03	0.39	0.31	-	0.08
Going to the theatre	0.99	0.85	0.06	0.07	0.68	0.58	0.04	0.06	0.31	0.27	0.02	0.01
Visiting an art gallery	0.95	0.86	0.09	0.04	0.68	0.61	0.06	0.04	0.27	0.25	0.03	-
Viewing architecture and buildings	0.82	0.68	0.12	0.06	0.58	0.45	0.09	0.04	0.24	0.23	0.03	0.02
Visiting a wildlife attraction\ nature reserve	0.69	0.62	0.03	0.04	0.57	0.51	0.03	0.04	0.12	0.11	-	0.01
A live music concert	0.65	0.53	0.09	0.04	0.37	0.31	0.05	0.02	0.28	0.22	0.04	0.02

Note: *Top 25 activities undertaken on trip illustrated in Table 2.2c above. Sorted by frequency of GB all VFR spend.

VFR bednights in Great Britain

This section covers VFR bednights of which there were 118 million during 2014. 80 million of these (67%) were to visit friends and relatives whilst on holiday.

Staying in own homes or homes of friends and relatives is slightly more important when expressed in bed nights (81%) than it is for when expressed in terms of trips (79%).

The majority (62%) of VFR bednights were taken without a firm booking.

Reflecting the popularity of visiting friends and relatives over the Christmas period, December accounted for an 19% share of all bednights, a higher share than for trips (16%).

Table 2.3b – VFR nights in GB

	All VFR nights				VFR-holiday nights				VFR-other nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	124.8	105.9	11.7	7.1	79.5	66.6	8.6	4.4	45.3	39.4	3.2	2.7
All tourism – 2014	118.3	97.4	12.5	8.4	79.6	65.8	8.4	5.4	38.6	31.6	4.1	3.0
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	20.9	16.0	3.1	1.8	13.5	10.0	2.1	1.4	7.4	6.0	0.9	0.4
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	15.9	12.9	2.0	1.0	9.6	7.5	1.3	0.7	6.4	5.3	0.7	0.3
Hotel/motel	12.8	10.4	1.6	0.8	7.2	5.6	1.0	0.6	5.6	4.7	0.6	0.2
Guest house/bed and breakfast	3.0	2.4	0.4	0.2	2.2	1.8	0.3	0.2	0.8	0.6	0.1	0.1
Total self-catering rented accommodation and caravan and camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	4.6	3.1	0.8	0.7	3.6	2.4	0.5	0.6	1.0	0.7	0.2	0.1
Self-catering rented accommodation (flat/apartment/house/chalet/villa/bungalow/cottage and holiday camp/village)	2.6	1.7	0.6	0.4	2.0	1.2	0.4	0.3	0.6	0.4	0.1	-
Caravan and camping (Touring caravan, static (not owned), static (owned), camping)	2.9	2.1	0.3	0.5	2.4	1.8	0.2	0.4	0.5	0.3	0.1	0.1
Touring caravan	0.8	0.5	0.1	0.1	0.6	0.4	0.1	0.1	0.2	0.1	-	-

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Table 2.3b – VFR nights in GB (continued)

	All VFR nights				VFR-holiday nights				VFR-other nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	124.8	105.9	11.7	7.1	79.5	66.6	8.5	4.4	45.3	39.4	3.2	2.7
All tourism – 2014	118.3	97.4	12.5	8.4	79.6	65.8	8.4	5.4	38.6	31.6	4.1	3.0
Accommodation used (continued)												
Static (not owned)	0.6	0.4	-	0.1	0.4	0.3	-	-	0.2	0.1	-	0.1
Static (owned)	0.9	0.6	0.1	0.2	0.8	0.6	0.1	0.8	*	*	-	*
Camping	0.7	0.5	0.1	0.1	0.6	0.4	*	0.6	0.1	0.1	*	-
Hostel	0.4	0.1	0.3	*	0.4	0.1	0.3	*	-	-	-	-
Own home/friend's home/relative's home	95.4	79.9	9.2	6.4	64.6	54.7	6.1	3.8	30.7	25.2	3.1	2.5
Main mode of transport used												
Public transport	29.0	23.2	4.3	1.5	20.3	16.4	3.3	0.6	8.7	6.8	1.0	0.9
Train	21.1	17.6	2.5	1.0	14.6	12.3	1.8	0.5	6.5	5.3	0.7	0.5
Regular bus/coach	4.3	3.5	0.7	0.1	3.2	2.5	0.6	0.1	1.1	1.0	0.1	*
Organised coach tour	1.0	0.8	0.1	0.1	0.6	0.5	0.1	*	0.4	0.3	*	0.1
Plane	2.2	1.2	0.7	0.3	1.5	1.0	0.5	*	0.7	0.2	0.2	0.3
Boat/ship/ferry	0.4	0.1	0.3	-	0.4	0.1	0.3	-	*	*	-	-
Personal transport	88.9	73.9	8.2	6.8	59.2	49.3	5.1	4.8	29.7	24.7	3.0	2.0
Car	86.9	72.4	8.1	6.4	58.0	48.4	5.1	4.4	29.0	24.0	3.0	2.0
Car – own/friend's/firm's	85.0	70.6	8.0	6.4	56.6	47.1	5.1	4.4	28.5	23.5	3.0	1.9
Car – hired	1.9	1.8	0.1	*	1.4	1.4	*	*	0.5	0.5	*	*
Camper/motor cycle/bicycle/lorry/truck/van/walking	2.0	1.5	0.1	0.4	1.2	0.9	-	0.4	0.7	0.7	-	-
Other	0.3	0.2	-	-	0.1	0.1	-	-	0.1	0.1	-	-
Country of residence												
England	101.2	88.9	5.8	6.5	68.4	59.4	4.2	4.7	32.8	29.4	1.6	1.8
Scotland	11.7	4.9	6.4	0.4	7.6	3.6	4.0	*	4.0	1.3	2.4	*
Wales	5.4	3.6	0.2	1.5	3.7	2.8	0.2	0.7	1.7	0.9	*	0.8
How trip booked												
Firm booking	40.2	32.3	5.3	2.6	27.5	22.1	3.6	1.8	12.7	10.2	1.7	0.8
High street or on-line travel agent	4.6	3.7	0.7	0.2	3.3	2.6	0.5	0.2	1.4	1.2	0.2	*
Directly with a tour operator	2.9	2.3	0.3	0.3	2.1	1.6	0.2	0.2	0.9	0.7	0.1	0.1
Directly with accommodation provider	16.7	13.6	1.9	1.2	10.6	8.6	1.2	0.9	6.1	5.1	0.7	0.3
Directly with a transport provider	15.0	11.7	2.5	0.8	10.6	8.4	1.6	0.5	4.4	3.2	0.9	0.3
Directly with a Tourist Board/TIC	0.3	0.3	*	-	0.3	0.3	*	-	*	*	-	-
Booked online	29.6	23.9	4.1	1.6	20.5	16.7	2.8	1.0	9.1	7.3	1.3	0.5
Through some other source	4.0	3.2	0.3	0.4	3.0	2.4	0.2	0.4	0.9	0.8	0.1	*
Did not make firm bookings before trip	73.6	61.8	6.6	5.2	49.2	41.5	4.4	3.3	24.4	20.3	2.2	1.9
Don't know	4.5	3.4	0.6	0.6	2.9	2.2	0.4	0.3	1.5	1.2	0.1	0.3
Whether booked online												
Booked online	29.6	23.9	4.1	1.6	20.5	16.7	2.8	1.0	9.1	7.3	1.3	0.5
Not booked online	88.7	73.5	8.4	6.8	59.1	49.1	5.6	4.4	29.5	24.3	2.8	2.5

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Table 2.3b – VFR nights in GB (continued)

	All VFR nights				VFR-holiday nights				VFR-other nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	124.8	105.9	11.7	7.1	79.5	66.6	8.6	4.4	45.3	39.4	3.2	2.7
All tourism – 2014	118.3	97.4	12.5	8.4	79.6	65.8	8.4	5.4	38.6	31.6	4.1	3.0
Package trip												
Package trip	1.4	1.2	0.1	0.1	1.1	0.9	0.1	0.1	0.4	0.3	-	*
Not a package trip	116.1	95.6	12.2	8.3	78.2	64.6	8.3	5.3	37.9	31.0	3.9	2.9
Don't know	0.7	0.6	0.1	-	0.3	0.3	*	-	0.4	0.2	0.1	-
Type of location stayed at												
Seaside	14.9	11.1	1.9	2.0	11.2	8.5	1.3	1.4	3.8	2.6	0.5	0.6
Large city/large town	47.9	41.5	4.9	1.5	32.3	27.9	3.4	1.0	15.6	13.7	1.5	0.5
Small town	33.1	27.0	3.3	2.9	21.2	17.4	2.2	1.7	11.9	9.6	1.1	1.2
Countryside/village	22.1	17.7	2.4	2.0	14.9	12.0	1.5	1.3	7.2	5.7	0.9	0.7
Month trip started												
January 2014	5.7	5.0	0.4	0.3	3.6	3.1	0.3	0.2	2.0	1.9	0.1	0.1
February 2014	7.1	5.9	0.7	0.5	4.5	3.6	0.5	0.4	2.7	2.3	0.2	0.1
March 2014	6.3	5.2	0.6	0.5	3.7	2.9	0.4	0.4	2.6	2.3	0.2	0.1
April 2014	11.1	8.7	1.3	1.1	8.2	6.4	0.9	0.8	2.9	2.3	0.3	0.3
May 2014	9.5	7.8	1.1	0.5	5.8	4.8	0.7	0.4	3.6	3.0	0.5	0.2
June 2014	8.0	6.6	1.0	0.5	5.3	4.4	0.7	0.2	2.7	2.2	0.3	0.3
July 2014	10.8	9.0	1.2	0.6	8.0	6.7	0.7	0.6	2.8	2.3	0.5	0.1
August 2014	12.9	11.0	1.1	0.8	8.8	7.7	0.7	0.4	4.0	3.2	0.4	0.5
September 2014	8.1	6.4	0.5	1.2	4.9	3.8	0.4	0.6	3.2	2.5	0.1	0.6
Quarter 4 2014	38.9	31.9	4.6	2.3	26.9	22.2	3.1	1.6	11.9	9.6	1.6	0.7
Duration of trip												
1 night	13.6	11.7	0.9	0.9	7.3	6.4	0.6	0.4	6.3	5.3	0.4	0.6
2 nights	26.6	22.6	2.3	1.7	16.0	13.5	1.5	0.9	10.6	9.1	0.8	0.8
3 nights	21.3	17.2	2.9	1.2	14.2	11.7	1.8	0.8	7.1	5.5	1.1	0.4
4 nights	12.3	10.6	1.2	0.5	8.7	7.7	0.6	0.5	3.6	2.9	0.6	0.1
5 nights	8.4	6.7	0.8	0.9	6.1	4.8	0.6	0.7	2.3	1.9	0.2	0.2
6 nights	5.0	4.1	0.6	0.3	3.5	2.8	0.4	0.2	1.5	1.3	0.2	0.1
7 nights	9.2	7.3	1.1	0.8	7.3	5.7	0.9	0.6	1.9	1.6	0.2	0.2
1-3 nights	61.5	51.5	6.2	3.8	37.5	31.6	3.9	2.1	24.0	19.9	2.3	1.7
4-7 nights	34.9	28.7	3.7	2.5	25.6	21.0	2.5	2.0	9.4	7.7	1.2	0.5
8+ nights	21.8	17.1	2.6	2.0	16.5	13.2	2.0	1.3	5.3	3.9	0.6	0.7
Average duration (nights)	2.78	2.71	3.09	2.96	3.03	2.95	3.27	3.35	2.38	2.32	2.79	2.46
Children on trip												
Yes	31.3	26.1	2.8	2.4	22.5	18.9	1.8	1.8	8.8	7.3	1.0	0.6
No	86.9	71.3	9.7	6.0	57.1	46.9	6.6	3.6	29.8	24.3	3.1	2.4
Socio-economic group												
AB (Professional and managerial)	46.2	37.8	4.9	3.5	29.6	24.2	3.1	2.4	16.6	13.6	1.8	1.1
C1 (Clerical and supervisory)	39.6	33.7	3.7	2.2	28.4	24.1	2.7	1.6	11.2	9.6	1.0	0.6
C2 (Skilled manual)	15.4	12.4	1.5	1.6	10.2	8.4	1.0	0.9	5.2	4.0	0.5	0.7
DE (Unskilled, state pensioners etc.)	17.1	13.6	2.3	1.2	11.4	9.1	1.7	0.6	5.6	4.5	0.6	0.6

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Table 2.3b – VFR nights in GB (continued)

	All VFR nights				VFR-holiday nights				VFR-other nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	124.8	105.9	11.7	7.1	79.5	66.6	8.6	4.4	45.3	39.4	3.2	2.7
All tourism – 2014	118.3	97.4	12.5	8.4	79.6	65.8	8.4	5.4	38.6	31.6	4.1	3.0
Age of respondent												
16-24	18.3	15.9	1.4	1.0	13.3	11.7	1.0	0.6	5.0	4.2	0.4	0.4
25-34	18.9	15.3	2.1	1.6	12.0	9.7	1.4	0.9	6.9	5.6	0.7	0.7
35-44	16.8	13.6	1.9	1.2	12.2	9.8	1.4	1.0	4.6	3.8	0.5	0.3
45-54	19.0	15.4	2.3	1.3	12.2	10.3	1.2	0.8	6.7	5.1	1.2	0.4
55-64	17.9	14.2	2.2	1.5	11.3	8.9	1.4	1.1	6.5	5.2	0.8	0.5
65+	27.4	23.1	2.6	1.7	18.6	15.4	2.1	1.1	8.8	7.7	0.5	0.6
Lifecycle of respondents												
Age 16-34, unmarried, no children	19.8	16.8	1.5	1.5	13.9	11.9	1.2	0.8	5.9	4.9	0.3	0.7
Age 16-34, married, no children	6.0	5.2	0.5	0.3	4.2	3.6	0.4	0.1	1.9	1.6	0.1	0.2
Age 16-34, with children	11.4	9.1	1.4	0.8	7.2	5.9	0.8	0.5	4.1	3.2	0.6	0.3
Age 35-54, no children	16.6	12.8	2.6	1.2	10.2	8.1	1.5	0.6	6.4	4.8	1.1	0.6
Age 35-54, with children	19.1	16.1	1.6	1.4	14.2	12.0	1.0	1.2	4.9	4.2	0.6	0.2
Age 55+	45.3	37.2	4.8	3.3	30.0	24.3	3.4	2.2	15.3	12.9	1.4	1.1
Activities undertaken on trip												
Just relaxing	38.5	30.9	4.0	3.6	27.8	23.1	2.6	2.1	10.6	7.8	1.5	1.4
Short walk\ stroll - up to 2 miles\ 1 hour	29.1	23.7	3.1	2.3	20.9	17.3	2.0	1.5	8.3	6.4	1.1	0.8
Sightseeing on foot	27.9	21.5	4.1	2.3	22.6	17.6	2.9	2.0	5.4	3.9	1.2	0.3
Sightseeing by car	20.1	15.3	3.0	1.8	16.3	12.3	2.4	1.5	3.8	3.0	0.6	0.3
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	13.7	10.7	1.4	1.6	10.8	8.5	1.0	1.3	3.0	2.2	0.4	0.3
Centre based walking (i.e. around a city\town centre)	13.7	11.4	1.5	0.9	10.0	8.3	1.0	0.7	3.7	3.0	0.4	0.2
Visiting a beach	11.0	8.3	1.1	1.6	9.3	7.1	0.9	1.2	1.8	1.2	0.2	0.4
Any other single particular activity	10.6	9.0	0.8	0.8	6.6	6.0	0.4	0.2	4.0	3.0	0.4	0.6
Visiting a country park	9.0	7.3	0.7	1.0	7.3	5.9	0.4	1.0	1.7	1.4	0.3	*
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	8.9	7.3	1.3	0.3	3.5	2.7	0.7	0.1	5.4	4.5	0.7	0.2
Special shopping for items you do not regularly buy	8.4	6.7	0.9	0.8	6.1	5.2	0.5	0.3	2.3	1.5	0.3	0.5
Visiting a museum	7.5	5.8	1.1	0.7	6.2	4.8	0.8	0.6	1.3	1.0	0.3	*
Visiting a cathedral, church, abbey or other religious building	7.0	5.7	0.9	0.5	5.5	4.3	0.9	0.3	1.6	1.4	0.1	0.1
Visiting a historic house, stately home, palace	7.0	5.9	0.6	0.5	5.9	4.9	0.5	0.5	1.1	1.0	0.1	*
Visiting a garden	6.9	5.5	0.9	0.6	5.6	4.3	0.7	0.5	1.4	1.2	0.1	*
Going to the cinema	6.7	5.4	0.8	0.5	5.4	4.5	0.5	0.3	1.3	0.8	0.3	0.2
Visiting a castle\other historic site	5.8	4.2	1.1	0.6	4.7	3.3	0.8	0.5	1.2	0.9	0.2	0.1
Had a picnic or BBQ	5.7	4.9	0.4	0.4	4.4	3.9	0.3	0.2	1.2	1.0	0.1	0.2
Going to the theatre	4.8	4.1	0.3	0.3	3.7	3.1	0.2	0.3	1.1	1.0	0.1	*

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Table 2.3b – VFR nights in GB (continued)

	All VFR nights				VFR-holiday nights				VFR-other nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	124.8	105.9	11.7	7.1	79.5	66.6	8.6	4.4	45.3	39.4	3.2	2.7
All tourism – 2014	118.3	97.4	12.5	8.4	79.6	65.8	8.4	5.4	38.6	31.6	4.1	3.0
Activities undertaken on trip (continued)												
Swimming (indoors or outdoors)	4.8	3.5	0.9	0.4	3.6	2.6	0.7	0.3	1.2	0.9	0.2	0.1
Visiting an art gallery	4.3	3.7	0.3	0.3	3.4	2.9	0.2	0.3	0.9	0.8	0.1	-
Visiting another type of attraction	4.3	3.2	0.7	0.4	3.1	2.3	0.7	0.1	1.2	0.9	-	0.3
Viewing architecture and buildings	4.0	3.0	0.6	0.3	3.3	2.5	0.6	0.3	0.7	0.6	0.1	*
Visiting an interpretation\visitor\heritage centre	2.5	1.7	0.5	0.4	2.4	1.6	0.4	0.3	0.2	0.1	*	0.1
A live music concert	2.5	1.9	0.3	0.2	1.8	1.4	0.2	0.2	0.7	0.5	0.1	*

Notes: *Top 25 activities undertaken on trip illustrated in Table 2.3b above. Sorted by frequency of GB all VFR nights.

VFR spending in Great Britain

The overall pattern for VFR spending is consistent with trips and bed nights. These types of trips are less reliant on commercial accommodation (accounting for a 39% share of spend) with friends and relatives homes the most popular type of accommodation (59% share of spend).

Trips to large cities and towns and small towns accounted for a 70% share of all VFR spend, reflecting the large population bases in built up conurbations where most of these trips are taken.

Short trips (1-3 nights) accounted for a 68% share of spend – this was particularly so for VFR-other trips (77%). In contrast, VFR-holidays accounted for a larger share of spend for trips that lasted between 4-7 nights (26% compared to 17% for VFR-other trips).

Table 2.3c – VFR spend in GB

	All VFR spend				VFR-holiday spend				VFR-other spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	£4,847	£4,078	£496	£274	£2,985	£2,462	£357	£166	£1,862	£1,616	£138	£108
All tourism – 2014	£4,990	£4,064	£628	£298	£3,221	£2,644	£392	£184	£1,769	£1,419	£236	£114
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, Holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	£1,953	£1,579	£273	£101	£1,142	£921	£159	£62	£811	£658	£115	£39
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	£1,664	£1,379	£216	£69	£940	£781	£118	£40	£725	£597	£98	£29
Hotel/motel	£1,405	£1,172	£175	£58	£752	£629	£89	£34	£653	£543	£86	£24
Guest house/bed and breakfast	£249	£197	£41	£11	£177	£142	£30	£6	£71	£55	£12	£5
Total self-catering rented accommodation and caravan and camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	£274	£195	£48	£31	£187	£135	£31	£21	£87	£60	£17	£10
Self-catering rented accommodation (flat/apartment/house/chalet/villa/bungalow/cottage and holiday camp/village)	£202	£146	£37	£18	£135	£92	£27	£16	£67	£54	£11	£2
Caravan and camping (touring caravan, static (not owned), static (owned), camping)	£93	£66	£12	£15	£72	£59	£5	£7	£21	£7	£6	£9

Continued overleaf ►

Table 2.3c – VFR spend in GB (continued)

	All VFR spend				VFR-holiday spend				VFR-other spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	£4,847	£4,078	£496	£274	£2,985	£2,462	£357	£166	£1,862	£1,616	£138	£108
All tourism – 2014	£4,990	£4,064	£628	£298	£3,221	£2,644	£392	£184	£1,769	£1,419	£236	£114
Accommodation used (continued)												
Touring caravan	£24	£17	£4	£3	£20	£14	£3	£3	£4	£3	£1	£1
Static (not owned)	£31	£20	£2	£9	£21	£18	£1	£2	£10	£2	£1	£7
Static (owned)	£21	£17	£1	£3	£20	£16	£1	£2	£1	£1	-	£1
Camping	£17	£12	£5	*	£12	£11	*	*	£6	£1	£4	-
Hostel	£15	£5	£10	£1	£15	£5	£10	£1	-	-	-	-
Own home/friend's home/relative's home	£2,939	£2,409	£337	£194	£1,999	£1,663	£216	£120	£940	£746	£121	£74
Main mode of transport used												
Public transport	£1,278	£997	£230	£51	£865	£668	£177	£20	£412	£329	£53	£30
Train	£907	£757	£114	£37	£597	£498	£81	£19	£310	£259	£33	£18
Regular bus/coach	£135	£106	£26	£2	£97	£72	£24	£1	£38	£34	£3	£1
Organised coach tour	£75	£54	£14	£6	£48	£34	£14	*	£27	£20	£1	£6
Plane	£144	£75	£63	£6	£107	£60	£47	*	£37	£15	£17	£6
Boat/ship/ferry	£17	£5	£12	-	£16	£4	£12	-	£1	£1	-	-
Personal transport	£3,683	£3,045	£395	£244	£2,342	£1,964	£213	£164	£1,341	£1,080	£182	£80
Car	£3,645	£3,011	£394	£240	£2,315	£1,941	£213	£162	£1,330	£1,071	£181	£78
Car – own/friend's/firm's	£3,539	£2,913	£390	£236	£2,246	£1,877	£210	£159	£1,293	£1,036	£180	£77
Car – hired	£106	£99	£4	£4	£69	£64	£3	£2	£37	£35	£1	£2
Camper/motor cycle/bicycle/lorry/truck/van/walking	£38	£34	£1	£4	£27	£23	-	£2	£11	£9	£1	£2
Other	£23	£19	£3	-	£12	£9	£2	-	£11	£10	£1	*
Country of residence												
England	£4,224	£3,626	£353	£244	£2,759	£2,370	£230	£159	£1,464	£1,256	£123	£85
Scotland	£515	£252	£257	£6	£309	£162	£146	*	£207	£90	£110	£6
Wales	£251	£185	£18	£48	£153	£112	£15	£25	£98	£73	£2	£22
How trip booked												
Firm booking	£2,500	£2,018	£342	£140	£1,560	£1,259	£219	£82	£940	£759	£123	£58
High street or on-line travel agent	£335	£279	£46	£9	£213	£179	£26	£8	£122	£100	£20	£2
Directly with a tour operator	£208	£160	£25	£23	£126	£103	£16	£7	£82	£57	£10	£16
Directly with accommodation provider	£1,303	£1,086	£154	£63	£767	£635	£89	£43	£536	£451	£64	£21
Directly with a transport provider	£614	£460	£117	£37	£415	£316	£78	£21	£199	£144	£39	£16
Directly with a Tourist Board/TIC	£16	£15	£1	-	£14	£13	£1	-	£2	£2	-	-
Booked online	£1,867	£1,531	£245	£90	£1,159	£953	£156	£49	£708	£578	£89	£41
Through some other source	£230	£192	£23	£15	£157	£127	£17	£13	£73	£65	£6	£2
Did not make firm bookings before trip	£2,314	£1,910	£263	£142	£1,545	£1,297	£154	£95	£769	£613	£109	£47
Don't know	£176	£136	£23	£16	£116	£89	£20	£7	£60	£48	£3	£9
Whether booked online												
Booked online	£1,867	£1,531	£245	£90	£1,159	£953	£156	£49	£708	£578	£89	£41
Not booked online	£3,123	£2,533	£383	£208	£2,062	£1,691	£236	£135	£1,061	£841	£147	£73

Continued overleaf ►

Table 2.3c – VFR spend in GB (continued)

	All VFR spend				VFR-holiday spend				VFR-other spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	£4,847	£4,078	£496	£274	£2,985	£2,462	£357	£166	£1,862	£1,616	£138	£108
All tourism – 2014	£4,990	£4,064	£628	£298	£3,221	£2,644	£392	£184	£1,769	£1,419	£236	£114
Package trip												
Package trip	£136	£113	£17	£6	£91	£72	£17	£1	£46	£41	-	£5
Not a package trip	£4,810	£3,913	£605	£292	£3,100	£2,544	£372	£183	£1,710	£1,369	£232	£109
Don't know	£43	£37	£6	-	£30	£28	£2	-	£13	£9	£4	-
Type of location stayed at												
Seaside	£660	£514	£92	£54	£487	£374	£70	£44	£173	£140	£22	£11
Large city/large town	£2,300	£1,938	£289	£73	£1,493	£1,266	£184	£43	£807	£672	£105	£30
Small town	£1,208	£977	£134	£97	£734	£615	£68	£51	£474	£362	£66	£46
Countryside/village	£818	£634	£111	£74	£504	£389	£69	£46	£314	£245	£42	£27
Month trip started												
January 2014	£262	£234	£19	£9	£173	£152	£15	£5	£89	£81	£4	£4
February 2014	£273	£228	£32	£13	£191	£159	£23	£9	£81	£68	£9	£4
March 2014	£275	£226	£26	£23	£156	£125	£16	£15	£120	£101	£10	£9
April 2014	£469	£377	£63	£29	£309	£251	£38	£20	£160	£126	£25	£9
May 2014	£415	£327	£58	£31	£242	£190	£28	£23	£173	£136	£30	£8
June 2014	£379	£321	£42	£16	£225	£190	£22	£12	£154	£131	£20	£4
July 2014	£440	£364	£54	£21	£304	£259	£29	£16	£136	£105	£25	£5
August 2014	£571	£471	£74	£26	£385	£332	£40	£13	£185	£139	£34	£13
September 2014	£399	£310	£48	£40	£251	£197	£34	£19	£148	£113	£14	£21
Quarter 4 2014	£1,508	£1,207	£212	£89	£987	£788	£146	£53	£521	£419	£65	£37
Duration of trip												
1 night	£1,021	£862	£107	£53	£530	£448	£56	£26	£492	£414	£51	£27
2 nights	£1,448	£1,216	£150	£83	£864	£731	£88	£45	£585	£484	£62	£38
3 nights	£930	£732	£139	£59	£641	£513	£88	£40	£289	£219	£51	£19
4 nights	£477	£396	£67	£14	£350	£295	£42	£13	£127	£101	£25	£1
5 nights	£272	£214	£27	£31	£186	£150	£18	£19	£86	£64	£10	£12
6 nights	£152	£110	£33	£9	£110	£82	£24	£5	£41	£29	£9	£4
7 nights	£254	£195	£45	£14	£207	£161	£37	£9	£47	£35	£7	£5
1-3 nights	£3,400	£2,809	£396	£194	£2,035	£1,692	£232	£111	£1,365	£1,118	£164	£83
4-7 nights	£1,155	£916	£172	£67	£853	£687	£121	£45	£302	£229	£51	£22
8+ nights	£435	£338	£60	£36	£333	£265	£39	£28	£102	£73	£21	£8
Average duration of trip (nights)	2.78	2.71	3.09	2.96	3.03	2.95	3.27	3.35	2.38	2.32	2.79	2.46
Children on trip												
Yes	£908	£744	£111	£53	£627	£518	£66	£42	£281	£226	£45	£10
No	£4,082	£3,320	£517	£245	£2,594	£2,126	£326	£142	£1,488	£1,194	£191	£103
Socio-economic group												
AB (Professional and managerial)	£2,152	£1,713	£301	£137	£1,307	£1,055	£168	£84	£845	£659	£133	£53
C1 (Clerical and supervisory)	£1,716	£1,458	£176	£83	£1,167	£987	£128	£52	£549	£471	£48	£31
C2 (Skilled manual)	£634	£516	£71	£47	£421	£354	£37	£31	£213	£162	£34	£16
DE (Unskilled, state pensioners etc.)	£487	£376	£80	£31	£326	£249	£59	£18	£161	£128	£21	£13

Continued overleaf ►

Table 2.3c – VFR spend in GB (continued)

	All VFR spend				VFR-holiday spend				VFR-other spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	£4,847	£4,078	£496	£274	£2,985	£2,462	£357	£166	£1,862	£1,616	£138	£108
All tourism – 2014	£4,990	£4,064	£628	£298	£3,221	£2,644	£392	£184	£1,769	£1,419	£236	£114
Age of respondent												
16-24	£639	£513	£96	£31	£458	£387	£52	£19	£181	£126	£44	£12
25-34	£721	£568	£100	£53	£483	£394	£56	£32	£238	£174	£44	£21
35-44	£698	£574	£82	£41	£440	£360	£54	£26	£257	£214	£28	£15
45-54	£978	£810	£109	£60	£602	£514	£56	£32	£376	£295	£52	£28
55-64	£957	£792	£125	£40	£601	£485	£86	£30	£356	£307	£39	£10
65+	£996	£807	£117	£73	£636	£503	£88	£45	£360	£304	£29	£28
Lifecycle of respondents												
Age 16-34, unmarried, no children	£751	£608	£100	£43	£539	£451	£59	£30	£212	£157	£41	£14
Age 16-34, married, no children	£298	£251	£28	£19	£219	£188	£24	£8	£78	£63	£4	£11
Age 16-34, with children	£312	£222	£68	£22	£183	£143	£26	£14	£129	£79	£42	£8
Age 35-54, no children	£962	£783	£114	£64	£580	£492	£61	£27	£382	£291	£53	£37
Age 35-54, with children	£714	£601	£77	£37	£463	£383	£49	£31	£251	£218	£28	£6
Age 55+	£1,953	£1,599	£241	£113	£1,237	£988	£174	£75	£716	£611	£68	£37
Activities undertaken on trip												
Just relaxing	£1,561	£1,254	£196	£111	£1,104	£901	£130	£73	£457	£353	£66	£39
Sightseeing on foot	£1,347	£1,076	£186	£85	£1,006	£812	£128	£67	£341	£264	£58	£19
Short walk\ stroll - up to 2 miles\ 1 hour	£1,079	£859	£125	£94	£786	£634	£92	£61	£292	£225	£34	£34
Sightseeing by car	£843	£664	£112	£68	£646	£519	£78	£48	£198	£144	£34	£20
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	£635	£512	£96	£27	£229	£189	£38	£2	£407	£324	£58	£25
Centre based walking (i.e. around a city\town centre)	£623	£509	£80	£34	£437	£361	£49	£26	£186	£148	£30	£8
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	£569	£454	£80	£36	£433	£354	£53	£25	£136	£99	£26	£10
Special shopping for items you do not regularly buy	£447	£369	£49	£28	£324	£278	£33	£13	£123	£91	£16	£15
Visiting a beach	£428	£333	£44	£51	£352	£276	£36	£40	£76	£58	£8	£10
Any other single particular activity	£406	£356	£30	£21	£253	£232	£12	£10	£153	£124	£18	£12
Visiting a cathedral, church, abbey or other religious building	£374	£309	£46	£19	£260	£203	£45	£13	£114	£107	£1	£6
Visiting a country park	£329	£285	£23	£21	£263	£233	£12	£18	£66	£52	£11	£3
Visiting a historic house, stately home, palace	£318	£268	£33	£18	£263	£219	£28	£17	£55	£49	£5	£1
Visiting a garden	£296	£251	£30	£15	£233	£192	£27	£15	£63	£59	£3	*

Continued overleaf ►

Table 2.3c – VFR spend in GB (continued)

	All VFR spend				VFR-holiday spend				VFR-other spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2013	£4,847	£4,078	£496	£274	£2,985	£2,462	£357	£166	£1,862	£1,616	£138	£108
All tourism – 2014	£4,990	£4,064	£628	£298	£3,221	£2,644	£392	£184	£1,769	£1,419	£236	£114
Activities undertaken on trip (continued)												
Visiting a museum	£291	£220	£52	£20	£233	£175	£39	£19	£58	£45	£13	£1
Visiting a castle\other historic site	£282	£184	£74	£24	£213	£139	£54	£20	£69	£46	£20	£4
Going to the cinema	£257	£207	£33	£17	£197	£165	£21	£11	£61	£41	£13	£6
Had a picnic or BBQ	£206	£180	£17	£9	£168	£146	£15	£7	£38	£34	£2	£2
Viewing architecture and buildings	£197	£149	£32	£16	£143	£107	£24	£13	£53	£42	£8	£3
Going to the theatre	£195	£159	£22	£14	£138	£116	£9	£12	£57	£42	£13	£2
Swimming (indoors or outdoors)	£193	£150	£29	£14	£144	£112	£19	£12	£49	£37	£10	£2
Visiting an art gallery	£191	£166	£20	£6	£156	£136	£14	£6	£35	£30	£5	-
Visiting another type of attraction	£157	£112	£33	£13	£109	£74	£33	£2	£49	£38	-	£10
A live music concert	£119	£94	£21	£5	£74	£55	£16	£2	£46	£39	£4	£2
Other sightseeing (e.g. on a coach, boat trip)	£110	£74	£28	£9	£75	£55	£11	£9	£35	£19	£16	-

Note: *Top 25 activities undertaken on trip illustrated in Table 2.3c above. Sorted by frequency of GB all VFR spend.

Table 2.4 – Business and work tourism in Great Britain

British residents made 16 million overnight business and work trips within Great Britain in 2014. This represents 38 million bed nights and £4.1 billion expenditure.

Commercial accommodation is used for the vast majority of business trips (86%), predominantly hotels and motels (72%). However it is worth noting that nearly one in ten of business and work trips involve staying in their own second homes or those of friends' and relatives (8%).

Car is the main form of transport used for the journey to the destination (59% of trips). Public transport is used for a third of business and work trips (33%) – especially the train (25%).

Business and work trips tend to be relatively short, with nearly half involving only one night away from home (47%).

Almost half (49%) of trips are taken by those in the professional and managerial (AB) socio-economic group, over twice the share of the British adult population (20%).

Table 2.4 – Business and work tourism

	Business trips				Business nights				Business expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2013	17.77	15.12	1.93	0.87	40.1	32.3	5.9	2.0	£4,388	£3,655	£531	£202
All tourism – 2014	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
Purpose of trip												
Total business	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
Business travel	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
To attend a conference	1.05	0.86	0.13	0.06	2.1	1.7	0.2	0.2	£207	£174	£20	£12
To attend an exhibition/trade show	0.60	0.54	0.05	0.02	1.5	1.3	0.1	0.1	£132	£117	£10	£5
Travel/transport is my work	-	-	-	-	-	-	-	-	-	-	-	-
To do paid work/ on business	14.24	12.15	1.75	0.49	33.9	28.0	4.8	1.2	£3,762	£3,207	£435	£120
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	13.60	11.63	1.55	0.53	29.7	24.7	3.7	1.3	£3,809	£3,274	£404	£132
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	12.68	10.96	1.41	0.43	26.2	22.3	3.0	0.9	£3,545	£3,073	£371	£101
Hotel/motel	11.51	10.01	1.20	0.35	22.4	19.5	2.2	0.7	£3,254	£2,840	£328	£86
Guest house/ bed and breakfast	1.13	0.88	0.23	0.07	3.7	2.7	0.8	0.2	£287	£228	£43	£15

Continued overleaf ►

Table 2.4 – Business and work tourism (continued)

	Business trips				Business nights				Business expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2013	17.77	15.12	1.93	0.87	40.1	32.3	5.9	2.0	£4,388	£3,655	£531	£202
All tourism – 2014	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
Accommodation used (continued)												
Total self-catering rented accommodation and caravan and camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	0.96	0.74	0.12	0.10	3.3	2.3	0.6	0.3	£245	£188	£27	£30
Self-catering rented accommodation (flat/ apartment/ house/ chalet/villa/bungalow/ cottage and holiday camp/village)	0.87	0.65	0.12	0.10	1.9	1.2	0.4	0.2	£178	£135	£17	£26
Caravan and Camping	0.55	0.43	0.07	0.05	1.7	1.4	0.2	0.1	£74	£60	£11	£3
Touring caravan	0.18	0.09	0.05	0.04	0.6	0.4	0.1	0.1	£18	£10	£6	£2
Static (not owned)	0.05	0.04	0.01	-	0.2	0.2	*	-	£21	£18	£3	-
Static (owned)	0.09	0.09	-	-	0.3	0.3	-	-	£7	£7	-	-
Camping	0.23	0.21	0.01	0.01	0.6	0.5	*	*	£28	£24	£2	£1
Hostel	0.10	0.07	0.02	0.01	0.3	0.1	0.1	*	£20	£13	£6	£1
Own home/friend's home/relative's home	1.26	0.99	0.24	0.03	3.3	2.5	0.7	0.1	£141	£94	£45	£2
Main mode of transport used												
Public transport	5.31	4.38	0.79	0.17	11.5	9.0	2.2	0.3	£1,565	£1,312	£218	£35
Train	4.00	3.47	0.43	0.11	8.6	7.1	1.3	0.2	£1,210	£1,080	£107	£23
Regular bus/coach	0.20	0.15	0.03	0.03	0.6	0.5	0.1	*	£33	£25	£4	£3
Organised coach tour	0.10	0.10	-	-	0.2	0.2	-	-	£28	£28	-	-
Plane	0.96	0.63	0.31	0.01	2.0	1.2	0.8	*	£287	£178	£105	£5
Boat/ship/ferry	0.04	0.01	0.02	0.01	0.1	*	*	0.1	£6	£2	£1	£3
Personal transport	10.37	9.00	1.10	0.39	25.3	21.5	2.8	1.0	£2,509	£2,164	£244	£100
Car	9.45	8.29	0.92	0.31	23.1	19.8	2.4	0.8	£2,272	£1,988	£209	£75
Car – own/friend's/ firm's	8.79	7.75	0.85	0.26	21.2	18.5	1.9	0.7	£2,105	£1,856	£186	£63
Car – hired	0.66	0.54	0.07	0.05	1.9	1.3	0.4	0.1	£167	£132	£23	£12
Camper/motor cycle/ bicycle/lorry/ truck/ van/ walking	0.92	0.71	0.18	0.08	2.2	1.7	0.4	0.2	£237	£176	£35	£25
Other	0.18	0.14	0.03	0.02	0.6	0.4	0.1	*	£20	£15	£3	£1
Country of residence												
England	13.39	11.89	1.14	0.44	31.2	27.1	2.9	1.1	£3,427	£3,017	£295	£115
Scotland	1.49	0.83	0.65	-	3.5	1.7	1.8	-	£443	£291	£152	-
Wales	1.02	0.83	0.13	0.13	2.8	2.2	0.3	0.3	£230	£191	£18	£21
How trip booked												
Firm booking	10.33	8.71	1.24	0.41	22.5	18.2	3.3	1.0	£2,805	£2,376	£334	£96
High street or on-line travel agent	1.70	1.45	0.23	0.02	2.9	2.5	0.4	0.1	£452	£378	£59	£15
Directly with a tour operator	0.53	0.45	0.08	-	1.2	0.9	0.2	-	£136	£115	£21	-
Directly with accommodation provider	5.73	4.91	0.57	0.25	12.7	10.7	1.4	0.6	£1,595	£1,360	£174	£60
Directly with a transport provider	2.09	1.65	0.34	0.10	5.0	3.7	1.0	0.2	£612	£491	£100	£20

Continued overleaf ►

Table 2.4 – Business and work tourism (continued)

	Business trips				Business nights				Business Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2013	17.77	15.12	1.93	0.87	40.1	32.3	5.9	2.0	£4,388	£3,655	£531	£202
All tourism – 2014	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
How trip booked (continued)												
Directly with a Tourist Board/TIC	0.08	0.08	0.01	-	0.2	0.2	*	-	£22	£21	£1	-
Booked online	8.39	7.07	1.01	0.33	17.9	14.7	2.4	0.7	£2,329	£1,963	£283	£83
Through some other source	0.95	0.74	0.12	0.09	2.0	1.5	0.3	0.2	£218	£175	£29	£13
Did not make firm bookings before trip	3.74	3.20	0.54	0.10	10.3	8.5	1.5	0.2	£828	£702	£111	£16
Don't Know	1.82	1.64	0.14	0.07	4.7	4.2	0.3	0.2	£467	£421	£21	£25
Whether booked online												
Booked online	8.39	7.07	1.01	0.33	17.9	14.7	2.4	0.7	£2,329	£1,963	£283	£83
Not booked online	7.50	6.48	0.91	0.24	19.6	16.3	2.7	0.7	£1,772	£1,536	£182	£54
Package trip												
Package trip	0.50	0.42	0.07	0.01	1.0	0.7	0.3	0.1	£151	£136	£13	£1
Not a package trip	15.28	13.02	1.85	0.56	36.2	30.0	4.8	1.4	£3,905	£3,319	£451	£135
Don't Know	0.12	0.11	0.01	-	0.3	0.3	*	-	£45	£43	£1	-
Type of location stayed at												
Seaside	0.96	0.68	0.09	0.20	2.9	2.0	0.3	0.6	£216	£144	£20	£52
Large city/large town	10.69	9.27	1.34	0.22	22.6	19.1	3.1	0.4	£2,894	£2,536	£305	£53
Small town	3.24	2.72	0.42	0.13	7.4	6.1	1.0	0.2	£646	£542	£78	£26
Countryside/village	1.25	1.04	0.18	0.04	4.3	3.4	0.7	0.2	£297	£231	£62	£5
Month trip started												
January 2014	1.10	0.97	0.11	0.02	2.1	1.9	0.2	*	£239	£205	£30	£3
February 2014	1.15	0.87	0.18	0.09	2.6	2.0	0.3	0.3	£311	£263	£27	£22
March 2014	1.14	0.92	0.20	0.05	2.9	2.0	0.8	0.1	£280	£209	£61	£10
April 2014	1.21	1.09	0.08	0.06	2.9	2.5	0.3	0.2	£270	£232	£16	£22
May 2014	1.38	1.20	0.13	0.07	3.0	2.5	0.3	0.2	£336	£284	£37	£15
June 2014	1.74	1.51	0.21	0.03	3.8	3.4	0.3	0.1	£412	£366	£43	£3
July 2014	1.57	1.43	0.12	0.03	3.8	3.0	0.7	0.1	£438	£397	£25	£16
August 2014	1.25	1.00	0.21	0.04	3.9	3.1	0.6	0.1	£316	£269	£43	£4
September 2014	1.47	1.21	0.18	0.08	3.4	2.8	0.4	0.2	£358	£292	£48	£18
Quarter 4 2014	3.87	3.34	0.50	0.10	9.3	7.7	1.4	0.2	£1,141	£982	£135	£23
Duration of trip												
1 night	7.45	6.38	0.90	0.17	7.5	6.4	0.9	0.2	£1,506	£1,297	£175	£34
2 nights	3.77	3.32	0.31	0.17	7.5	6.6	0.6	0.3	£1,048	£953	£70	£26
3 nights	1.83	1.54	0.30	0.09	5.5	4.5	0.8	0.2	£635	£524	£89	£21
4 nights	1.54	1.20	0.23	0.11	6.2	4.8	0.9	0.4	£473	£354	£72	£47
5 nights	0.54	0.50	0.03	0.01	2.7	2.5	0.2	0.1	£207	£199	£8	£1
6 nights	0.15	0.11	0.04	-	0.9	0.7	0.2	-	£47	£22	£25	-
7 nights	0.18	0.14	0.02	0.01	1.3	1.0	0.2	0.1	£57	£47	£5	£5
1-3 nights	13.05	11.24	1.51	0.43	20.5	17.5	2.3	0.7	£3,190	£2,774	£334	£82
4-7 nights	2.42	1.96	0.33	0.14	11.0	9.0	1.5	0.6	£784	£621	£109	£53
8+ nights	0.43	0.35	0.08	0.01	6.0	4.5	1.4	0.1	£127	£103	£22	£2
Average duration of trip (nights)	2.36	2.29	2.66	2.46	2.36	2.29	2.66	2.46	2.36	2.29	2.66	2.46

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Table 2.4 – Business and work tourism (continued)

	Business trips				Business nights				Business expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2013	17.77	15.12	1.93	0.87	40.1	32.3	5.9	2.0	£4,388	£3,655	£531	£202
All tourism – 2014	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
Children on trip												
Yes	0.42	0.32	0.06	0.03	1.2	1.0	0.1	0.1	£48	£37	£7	£4
No	15.48	13.22	1.86	0.54	36.3	29.9	5.0	1.3	£4,053	£3,462	£458	£132
Socio-economic group												
AB (Professional and managerial)	7.85	6.66	0.98	0.24	15.8	12.5	2.7	0.6	£2,206	£1,875	£264	£67
C1 (Clerical and supervisory)	5.67	4.95	0.62	0.20	13.9	12.1	1.5	0.4	£1,380	£1,194	£152	£34
C2 (Skilled manual)	1.91	1.59	0.24	0.10	6.3	5.4	0.6	0.3	£427	£361	£36	£30
DE (Unskilled, state pensioners etc.)	0.47	0.35	0.08	0.03	1.5	1.0	0.4	0.1	£87	£68	£14	£6
Age of respondent												
16-24	1.27	1.12	0.14	0.03	3.6	3.3	0.3	0.1	£323	£294	£25	£4
25-34	3.22	2.82	0.27	0.14	8.7	7.3	1.0	0.4	£746	£656	£56	£34
35-44	4.51	3.80	0.67	0.09	10.0	8.3	1.6	0.2	£1,250	£1,058	£177	£15
45-54	4.45	3.75	0.55	0.20	9.2	7.5	1.2	0.5	£1,188	£990	£143	£56
55-64	1.92	1.62	0.25	0.07	4.6	3.5	0.9	0.2	£464	£392	£54	£19
65+	0.53	0.43	0.05	0.05	1.4	1.1	0.1	0.1	£129	£109	£11	£10
Lifecycle of respondents												
Age 16-34, unmarried, no children	1.98	1.70	0.19	0.11	5.5	4.8	0.3	0.3	£494	£432	£35	£27
Age 16-34, married, no children	1.53	1.36	0.14	0.02	4.0	3.3	0.6	0.1	£335	£301	£29	£4
Age 16-34, with children	0.98	0.88	0.07	0.03	2.9	2.5	0.4	0.1	£240	£218	£17	£6
Age 35-54, no children	4.84	4.11	0.65	0.16	11.7	9.6	1.6	0.4	£1,325	£1,113	£166	£45
Age 35-54, with children	4.11	3.44	0.57	0.13	7.5	6.1	1.2	0.2	£1,114	£934	£154	£25
Age 55+	2.45	2.05	0.30	0.12	6.0	4.6	1.0	0.3	£594	£500	£65	£29
Activities undertaken on trip												
Any other single particular activity	2.44	2.09	0.34	0.10	5.8	4.4	1.2	0.3	£625	£485	£95	£45
Sightseeing on foot	0.82	0.69	0.08	0.04	2.9	2.2	0.5	0.1	£212	£178	£28	£6
Short walk\ stroll - up to 2 miles\ 1 hour	0.78	0.66	0.08	0.04	2.4	2.1	0.2	0.1	£204	£161	£32	£11
Just relaxing	0.76	0.62	0.12	0.02	2.0	1.4	0.6	0.1	£188	£152	£31	£4
Centre based walking (i.e. around a city\town centre)	0.53	0.47	0.05	0.01	1.7	1.2	0.4	0.1	£134	£113	£18	£4
Sightseeing by car	0.33	0.25	0.06	0.01	1.2	0.9	0.3	0.1	£88	£58	£25	£5
Attending an outdoor fair\ exhibition\ show (e.g gardening or agricultural show)	0.26	0.22	0.02	0.02	0.8	0.6	0.1	*	£50	£47	£3	£1
A live music concert	0.23	0.21	0.02	-	0.8	0.7	0.1	-	£39	£35	£4	-
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	0.23	0.18	0.03	0.02	0.9	0.8	*	0.1	£50	£36	£9	£5

Continued overleaf ►

Table 2.4 – Business and work tourism (continued)

	Business trips				Business nights				Business expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2013	17.77	15.12	1.93	0.87	40.1	32.3	5.9	2.0	£4,388	£3,655	£531	£202
All tourism – 2014	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
Activities undertaken on trip												
Running, jogging, orienteering	0.23	0.21	-	0.02	1.1	1.0	-	*	£55	£53	-	£2
Visiting a museum	0.22	0.18	0.02	0.01	0.9	0.7	0.2	*	£71	£58	£10	£3
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.21	0.18	0.02	0.01	0.5	0.4	0.1	*	£114	£106	£4	£3
Visiting an art gallery	0.19	0.18	0.02	-	0.5	0.4	0.1	-	£75	£68	£7	-
Special shopping for items you do not regularly buy	0.18	0.14	0.03	0.01	0.6	0.5	0.1	*	£56	£45	£10	£1
Visiting a historic house, stately home, palace	0.18	0.17	*	-	0.6	0.6	*	-	£43	£41	£1	-
Swimming (indoors or outdoors)	0.17	0.16	0.01	-	0.4	0.4	*	-	£54	£50	£4	-
Visiting a garden	0.16	0.14	0.02	0.01	0.6	0.5	0.1	*	£44	£36	£6	£2
Visiting a beach	0.15	0.11	0.03	0.02	0.8	0.6	0.1	0.1	£40	£26	£8	£6
Visiting a cathedral, church, abbey or other religious building	0.14	0.12	0.01	0.01	0.5	0.4	*	0.1	£37	£27	£6	£4
Visiting a country park	0.14	0.11	0.02	0.02	0.5	0.4	0.1	*	£30	£22	£6	£2
Visiting a castle\other historic site	0.13	0.09	0.02	0.02	0.8	0.4	0.3	0.1	£33	£19	£8	£7
A music festival (e.g. Glastonbury)	0.13	0.13	0.01	-	0.5	0.4	*	-	£22	£21	£2	-
Going to the theatre	0.13	0.11	0.01	0.01	0.5	0.4	*	*	£45	£42	£1	£3
Going to the cinema	0.13	0.10	0.02	0.01	0.6	0.5	*	*	£49	£40	£5	£3
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	0.13	0.11	0.01	0.01	0.2	0.2	*	*	£25	£22	£1	£1

Note: *Top 25 activities undertaken on trip illustrated in Table 2.4 above. Sorted by frequency of GB all business trips.

Table 2.5 – All tourism – Destination and purpose

This section provides a regional breakdown of tourism volume and value in England, Scotland and Wales in 2014.

The relative 'strengths' of individual English regions include:

- Holidays – South West
- VFR – South East
- Business – London

The regional breakdowns for Scotland and Wales are based on small sample sizes and are therefore subject to much wider margins of error.

Table 2.5 – Destination and purpose

	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England												
All tourism – 2014	92.61	272.86	£18,085	40.74	137.33	£10,046	35.91	97.40	£4,064	13.55	30.96	£3,499
West Midlands	7.25	17.34	£1,153	2.70	6.68	£538	2.82	6.97	£281	1.56	3.38	£302
East of England	8.98	29.78	£1,604	3.66	14.42	£913	3.94	11.97	£399	1.14	2.87	£239
East Midlands	7.14	19.94	£1,107	2.84	9.30	£578	3.02	7.07	£265	1.05	2.64	£227
London	11.38	24.36	£2,889	3.24	7.30	£1,078	4.56	10.42	£577	3.29	6.04	£1,143
North West	12.74	36.04	£2,465	6.81	19.80	£1,582	4.09	12.18	£497	1.50	3.27	£337
North East	3.69	10.70	£616	1.54	5.22	£301	1.46	3.66	£165	0.55	1.22	£121
South East	16.19	43.70	£2,448	6.14	17.63	£1,193	7.57	19.55	£727	1.98	4.63	£447
South West	17.31	62.67	£3,933	9.52	41.03	£2,715	5.87	16.92	£754	1.60	3.90	£394
Yorkshire & the Humber	9.45	26.44	£1,728	4.83	15.09	£1,080	3.31	8.27	£385	1.07	2.41	£229
Scotland												
All tourism – 2014	12.52	41.61	£2,871	6.30	23.13	£1,732	4.04	12.49	£628	1.92	5.11	£465
Scotland – North	3.07	12.68	£830	1.59	6.86	£509	0.78	3.45	£126	0.62	2.13	£184
Scotland – West	4.71	13.51	£954	2.26	7.47	£588	1.77	4.50	£235	0.61	1.26	£117
Scotland – East	4.28	11.27	£880	2.21	5.91	£490	1.31	3.71	£228	0.69	1.54	£152
Scotland – South	0.98	3.80	£175	0.57	2.60	£118	0.30	0.78	£36	0.06	0.17	£11
Edinburgh	2.21	5.27	£513	1.18	2.57	£290	0.57	1.69	£112	0.43	0.97	£107
Glasgow	2.13	5.27	£442	0.89	2.36	£232	0.69	1.68	£104	0.51	1.00	£95
Wales												
All tourism – average of 2012, 2013 and 2014	9.85	34.51	£1,673	6.12	24.29	£1,184	2.66	7.58	£283	0.85	1.89	£179
North Wales	3.65	13.57	£591	2.75	11.07	£491	0.82	2.32	£75	0.16	0.38	£35
Mid Wales	1.71	6.52	£279	1.33	5.35	£242	0.36	1.09	£34	0.08	0.21	£11
South West Wales	2.09	8.16	£390	1.46	6.26	£291	0.53	1.73	£67	0.18	0.51	£39
South East Wales	2.23	5.26	£361	0.99	2.68	£189	0.91	2.25	£100	0.40	0.70	£79

Table 2.6 – All tourism – National Parks

Table 2.6 – National Parks												
	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
Average of 3 years 2012, 2013 and 2014	Millions			Millions			Millions			Millions		
England												
All tourism	99.61	293.54	£18,764	43.88	147.74	£10,505	37.68	103.66	£4,112	14.86	33.35	£3,635
Dartmoor National Park	0.39	1.32	£74	0.27	0.87	£59	0.13	0.45	£16	0.02	0.01	£4
Exmoor National Park	0.61	2.33	£127	0.48	1.91	£109	0.17	0.46	£20	0.03	0.09	£5
Lake District National Park	2.40	8.29	£552	2.13	7.34	£504	0.31	0.79	£45	0.08	0.21	£19
North York Moors National Park	1.20	3.84	£239	1.02	3.17	£197	0.18	0.50	£19	0.04	0.24	£29
Northumberland National Park	0.19	0.53	£23	0.14	0.33	£18	0.06	0.16	£5	0.02	0.10	£3
Peak District National Park	0.74	1.95	£120	0.53	1.37	£98	0.24	0.53	£22	0.02	0.02	£4
The Broads National Park	0.57	2.67	£143	0.48	2.13	£124	0.10	0.43	£11	0.02	0.15	£5
Yorkshire Dales National Park	0.57	1.90	£103	0.49	1.61	£92	0.12	0.45	£13	0.01	0.00	£3
Scotland												
All tourism	12.46	42.55	£2,884	6.32	23.33	£1,743	3.85	12.93	£579	2.00	5.46	£511
Cairngorms National Park	0.44	1.63	£99	0.33	1.44	£88	0.05	0.13	£7	0.06	0.08	£4
Loch Lomond and the Trossachs National Park	0.44	1.42	£88	0.34	1.00	£70	0.09	0.34	£10	0.04	0.11	£9
Wales												
All tourism	9.85	34.51	£1,673	6.12	24.29	£1,184	2.66	7.58	£283	0.85	1.89	£179
Brecon Beacons National Park	0.46	1.25	£69	0.32	0.79	£55	0.17	0.36	£15	0.04	0.09	£5
Pembrokeshire Coast National Park	1.10	5.03	£232	0.96	4.39	£210	0.16	0.72	£25	0.04	0.10	£7
Snowdonia National Park	1.10	4.13	£185	0.96	3.54	£168	0.16	0.54	£12	0.03	0.09	£6

Table 2.7 – English Counties – By purpose of trip

Table 2.7 – County destination and purpose												
Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
	England – Total											
All tourism	99.61	293.54	£18,764	43.88	147.74	£10,505	37.68	103.66	£4,112	14.86	33.35	£3,635
Bedfordshire	0.64	1.49	£98	0.15	0.36	£41	0.30	0.75	£23	0.18	0.36	£32
Berkshire	1.87	4.00	£289	0.63	1.28	£117	0.72	1.73	£70	0.45	0.86	£93
Bristol/Bath area	2.67	6.30	£468	0.93	2.31	£199	1.14	2.74	£130	0.54	1.09	£123
Buckinghamshire	1.16	2.74	£142	0.21	0.51	£27	0.66	1.71	£57	0.24	0.44	£52
Cambridgeshire	1.31	3.42	£187	0.38	0.90	£61	0.65	1.85	£61	0.24	0.54	£51
Cheshire	1.56	3.56	£241	0.64	1.35	£112	0.65	1.69	£75	0.22	0.45	£47
Cornwall and Isles of Scilly	3.90	19.75	£1,126	2.88	16.15	£965	0.75	2.80	£110	0.22	0.56	£42
Cumbria	3.54	12.08	£761	2.68	9.49	£636	0.61	1.71	£75	0.16	0.47	£36
Derbyshire	1.76	4.37	£265	0.75	2.14	£159	0.73	1.63	£62	0.21	0.42	£35
Devon	4.75	18.75	£1,036	2.85	12.50	£757	1.42	4.83	£178	0.31	0.72	£71
Dorset	3.06	11.12	£649	1.83	7.43	£476	0.93	2.75	£100	0.23	0.64	£58
Durham	0.84	2.29	£126	0.34	1.02	£67	0.36	0.89	£34	0.11	0.23	£21
East Sussex	2.19	6.28	£363	1.03	3.24	£217	0.94	2.52	£104	0.17	0.39	£31
Essex	1.92	4.91	£237	0.55	1.47	£73	1.00	2.62	£90	0.33	0.74	£68
Gloucestershire	1.60	4.26	£254	0.71	2.15	£134	0.67	1.61	£72	0.18	0.44	£44
Greater Manchester	3.69	7.66	£648	1.14	2.02	£249	1.57	3.86	£169	0.86	1.56	£210
Hampshire	3.48	9.63	£510	1.33	3.75	£246	1.53	4.11	£153	0.42	1.16	£90
Herefordshire	0.50	1.46	£82	0.26	0.91	£54	0.19	0.46	£18	0.04	0.07	£8
Hertfordshire	1.24	3.04	£158	0.23	0.53	£35	0.74	1.97	£68	0.22	0.38	£50
Isle of Wight	0.96	4.14	£244	0.66	3.06	£199	0.26	0.88	£37	0.02	0.15	£6
Kent	3.20	8.43	£458	1.21	3.16	£202	1.52	3.98	£126	0.39	1.09	£121
Lancashire	2.94	8.59	£527	1.72	5.25	£369	0.87	2.54	£101	0.25	0.58	£46
Leicestershire	1.17	2.74	£149	0.31	0.67	£45	0.59	1.41	£46	0.22	0.43	£46
Lincolnshire	2.23	7.72	£371	1.34	5.27	£247	0.59	1.59	£67	0.23	0.59	£46
London	11.94	26.45	£2,821	3.73	8.16	£1,168	4.50	11.09	£565	3.29	6.41	£1,000
Merseyside	2.01	4.61	£346	0.88	1.81	£185	0.80	2.09	£93	0.25	0.48	£61
Norfolk	2.81	11.75	£621	1.84	8.87	£489	0.74	2.16	£81	0.19	0.57	£39
North Lincolnshire/Humberside	1.39	4.08	£197	0.66	2.06	£94	0.51	1.52	£60	0.17	0.39	£37
North Yorkshire	4.67	14.32	£970	3.27	10.68	£750	1.04	2.73	£130	0.26	0.64	£75
Northamptonshire	0.97	2.23	£127	0.29	0.71	£45	0.40	0.99	£32	0.21	0.44	£45
Northumberland	1.15	4.03	£225	0.85	3.27	£191	0.22	0.59	£22	0.06	0.13	£9
Nottinghamshire	1.71	4.32	£263	0.63	1.76	£145	0.77	1.78	£62	0.23	0.61	£46

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Table 2.7 – County destination and purpose

Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total (continued)												
All tourism	99.61	293.54	£18,764	43.88	147.74	£10,505	37.68	103.66	£4,112	14.86	33.35	£3,635
Oxfordshire	1.61	3.85	£232	0.48	1.11	£98	0.73	1.76	£76	0.33	0.68	£52
Rutland	0.12	0.32	£13	0.04	0.11	£5	0.06	0.14	£4	0.03	0.07	£3
Shropshire	1.05	2.78	£171	0.50	1.40	£103	0.38	1.00	£47	0.13	0.23	£18
Somerset	1.80	6.40	£333	1.01	3.97	£225	0.62	1.84	£78	0.15	0.53	£27
South Gloucestershire	0.12	0.37	£19	0.03	0.07	£8	0.07	0.18	£5	0.03	0.11	£5
South Yorkshire	1.57	3.92	£208	0.37	0.80	£68	0.83	2.39	£71	0.28	0.53	£56
Staffordshire	1.28	2.89	£164	0.51	1.19	£86	0.56	1.18	£46	0.16	0.43	£27
Suffolk	1.44	4.81	£262	0.69	2.73	£170	0.56	1.72	£56	0.15	0.28	£31
Surrey	1.48	3.52	£176	0.26	0.57	£39	0.89	2.31	£74	0.28	0.54	£57
Tees Valley	0.44	1.11	£65	0.12	0.37	£19	0.25	0.56	£25	0.07	0.17	£17
Tyne and Wear	1.56	3.75	£297	0.48	1.15	£115	0.73	1.91	£104	0.29	0.58	£67
Warwickshire	1.17	2.81	£182	0.50	1.15	£88	0.39	1.02	£35	0.26	0.60	£53
West Midlands	3.44	7.50	£525	0.90	1.62	£164	1.44	3.67	£135	0.99	2.00	£209
West Sussex	1.62	4.90	£258	0.77	2.38	£156	0.61	1.83	£57	0.18	0.46	£38
West Yorkshire	2.64	5.87	£400	0.72	1.56	£131	1.24	3.09	£128	0.58	1.04	£128
Wiltshire	1.35	3.76	£244	0.53	1.63	£162	0.64	1.71	£45	0.17	0.39	£35
Worcestershire	0.95	2.16	£113	0.29	0.73	£43	0.45	1.01	£34	0.17	0.33	£31

Table 2.8 – English local authorities – By purpose of trip

Table 2.8 – Local authority destination and purpose												
Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
	England – Total											
All tourism	99.61	293.54	£18,764	43.88	147.74	£10,505	37.68	103.66	£4,112	14.86	33.35	£3,635
Adur	0.02	0.08	£2	-	-	-	0.02	0.08	£2	-	-	-
Allerdale	0.02	0.08	£2	-	-	-	0.02	0.08	£2	-	-	-
Amber Valley	0.76	2.57	£145	0.55	1.89	£117	0.12	0.39	£20	0.02	0.04	£5
Arun	0.12	0.30	£15	0.03	0.11	£7	0.07	0.16	£5	0.01	0.03	£3
Ashfield	0.37	1.25	£66	0.24	0.92	£52	0.10	0.28	£11	0.02	0.04	£2
Ashford	0.04	0.13	£6	0.01	0.05	£2	0.01	0.05	£2	0.02	0.03	£2
Aylesbury Vale	0.24	0.55	£52	0.10	0.22	£26	0.10	0.23	£9	0.03	0.06	£17
Babergh	0.24	0.52	£23	0.06	0.14	£7	0.15	0.29	£11	0.02	0.06	£2
Barking and Dagenham	0.14	0.39	£25	0.06	0.14	£14	0.05	0.21	£5	0.03	0.03	£5
Barnet	0.11	0.30	£28	0.03	0.12	£6	0.04	0.12	£11	0.04	0.06	£11
Barnsley	0.20	0.48	£28	0.05	0.15	£8	0.11	0.25	£11	0.03	0.04	£7
Barrow-in-Furness	0.17	0.37	£21	0.04	0.11	£8	0.09	0.19	£6	0.03	0.07	£7
Basildon	0.08	0.23	£12	0.03	0.10	£4	0.04	0.08	£4	0.02	0.06	£5
Basingstoke and Deane	0.14	0.34	£18	0.02	0.04	£2	0.07	0.20	£6	0.05	0.10	£9
Bassetlaw	0.20	0.51	£26	0.04	0.09	£7	0.12	0.27	£9	0.03	0.06	£6
Bath and North East Somerset	0.17	0.42	£15	0.05	0.15	£6	0.09	0.19	£5	0.02	0.04	£2
Bedford	0.74	1.78	£161	0.37	0.98	£102	0.28	0.62	£40	0.08	0.15	£16
Bexley	0.20	0.47	£32	0.05	0.11	£12	0.10	0.25	£9	0.06	0.12	£11
Birmingham	0.13	0.28	£14	0.01	0.02	£1	0.10	0.23	£9	0.01	0.02	£3
Blaby	2.32	4.84	£383	0.67	1.13	£131	0.87	2.14	£83	0.70	1.41	£156
Blackburn with Darwen	0.05	0.10	£7	0.01	0.02	£1	0.02	0.02	£1	0.01	0.03	£2
Blackpool	0.07	0.12	£8	0.02	0.02	£4	0.04	0.09	£3	0.01	0.02	£1
Bolsover	1.34	4.04	£293	1.10	3.30	£255	0.16	0.49	£24	0.06	0.22	£12
Bolton	0.05	0.15	£4	0.01	0.04	£2	0.03	0.10	£2	0.00	0.01	*
Boston	0.19	0.37	£20	0.03	0.07	£5	0.13	0.25	£10	0.03	0.05	£5
Bournemouth	0.08	0.24	£10	0.02	0.08	£3	0.04	0.09	£4	0.02	0.06	£3
Bracknell Forest	0.87	2.60	£184	0.49	1.57	£130	0.26	0.75	£24	0.11	0.25	£27
Bradford	0.12	0.33	£26	0.02	0.05	£3	0.05	0.18	£6	0.05	0.10	£17
Braintree	0.43	1.04	£60	0.07	0.19	£12	0.27	0.70	£29	0.08	0.13	£18
Breckland	0.15	0.27	£15	0.03	0.04	£2	0.11	0.19	£9	0.02	0.03	£3
Brent	0.20	0.69	£46	0.13	0.50	£39	0.05	0.11	£5	0.02	0.05	£2
Brentwood	0.20	0.46	£30	0.05	0.08	£11	0.10	0.27	£8	0.04	0.10	£10
Brighton and Hove	0.08	0.24	£11	0.02	0.04	£3	0.06	0.19	£7	0.00	0.00	£1
Bristol	1.00	2.33	£179	0.40	0.97	£100	0.47	1.09	£53	0.09	0.17	£16
Broadland	1.51	3.18	£253	0.34	0.60	£66	0.69	1.60	£74	0.43	0.86	£101

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Table 2.8 – Local authority destination and purpose (continued)

Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
	England – Total (continued)											
All tourism	99.61	293.54	£18,764	43.88	147.74	£10,505	37.68	103.66	£4,112	14.86	33.35	£3,635
Bromley	0.35	0.77	£27	0.04	0.08	£4	0.25	0.61	£19	0.05	0.07	£3
Bromsgrove	0.13	0.22	£11	0.04	0.06	£2	0.08	0.15	£5	0.01	0.01	£3
Broxbourne	0.05	0.10	£4	0.01	0.01	£1	0.03	0.08	£3	0.01	0.01	£1
Broxtowe	0.11	0.21	£15	0.02	0.05	£6	0.06	0.13	£5	0.02	0.03	£4
Burnley	0.07	0.19	£11	0.02	0.03	£3	0.05	0.14	£5	0.01	0.02	£3
Bury	0.10	0.27	£12	0.02	0.05	£3	0.08	0.19	£8	0.01	0.03	£1
Calderdale	0.16	0.46	£22	0.06	0.17	£10	0.07	0.25	£8	0.03	0.04	£4
Cambridge	0.50	1.22	£75	0.15	0.32	£23	0.24	0.61	£21	0.09	0.23	£23
Camden	0.56	1.18	£140	0.18	0.38	£59	0.16	0.34	£26	0.20	0.43	£53
Cannock Chase	0.08	0.23	£12	0.03	0.09	£5	0.04	0.07	£3	0.02	0.08	£3
Canterbury	0.43	1.19	£58	0.20	0.59	£37	0.19	0.47	£16	0.03	0.08	£4
Carlisle	0.26	0.60	£43	0.15	0.34	£27	0.09	0.25	£12	0.02	0.02	£2
Castle Point	0.02	0.05	£2	-	-	-	0.02	0.04	£1	0.00	0.01	*
Central Bedfordshire	0.21	0.50	£31	0.06	0.13	£20	0.12	0.28	£6	0.04	0.10	£5
Charnwood	0.21	0.49	£21	0.04	0.08	£4	0.12	0.24	£10	0.04	0.05	£5
Chelmsford	0.21	0.46	£27	0.04	0.11	£5	0.10	0.22	£7	0.07	0.13	£15
Cheltenham	0.36	0.91	£64	0.13	0.37	£23	0.18	0.44	£23	0.04	0.09	£15
Cherwell	0.28	0.65	£37	0.08	0.16	£15	0.15	0.37	£13	0.04	0.10	£9
Cheshire East	0.45	1.09	£63	0.18	0.37	£27	0.21	0.62	£24	0.05	0.09	£11
Cheshire West and Chester	0.82	1.85	£133	0.40	0.85	£76	0.29	0.73	£34	0.10	0.23	£20
Chesterfield	0.19	0.39	£24	0.02	0.04	£4	0.12	0.22	£12	0.04	0.10	£8
Chichester	0.44	1.48	£82	0.25	0.93	£57	0.13	0.42	£13	0.05	0.11	£11
Chiltern	0.11	0.23	£8	0.02	0.04	£2	0.09	0.18	£6	0.01	0.01	£1
Chorley	0.09	0.17	£16	0.01	0.03	£3	0.06	0.12	£8	0.02	0.02	£4
Christchurch	0.11	0.33	£18	0.06	0.21	£12	0.05	0.12	£6	-	-	-
City of London	2.91	6.04	£855	1.17	2.43	£370	0.57	1.45	£89	1.08	2.01	£377
Colchester	0.30	0.80	£46	0.07	0.19	£9	0.17	0.46	£20	0.06	0.15	£15
Copeland	0.20	0.65	£35	0.14	0.49	£27	0.04	0.09	£2	0.02	0.08	£6
Corby	0.08	0.17	£9	0.02	0.05	£2	0.03	0.07	£2	0.02	0.05	£4
Cornwall	3.74	18.72	£1,078	2.77	15.39	£925	0.73	2.72	£107	0.21	0.51	£38
Cotswold	0.41	1.12	£72	0.24	0.72	£52	0.14	0.31	£17	0.03	0.09	£3
County Durham	0.65	1.79	£99	0.28	0.85	£57	0.29	0.71	£28	0.06	0.10	£12
Coventry	0.53	1.11	£71	0.13	0.27	£21	0.24	0.56	£23	0.14	0.23	£23
Craven	0.34	1.08	£64	0.27	0.89	£55	0.05	0.16	£6	0.01	0.01	£2
Crawley	0.31	0.64	£47	0.17	0.24	£30	0.07	0.23	£8	0.06	0.15	£9
Croydon	0.24	0.53	£25	0.03	0.10	£6	0.16	0.38	£13	0.05	0.05	£6
Dacorum	0.22	0.61	£32	0.05	0.14	£5	0.11	0.35	£10	0.05	0.11	£16
Darlington	0.19	0.49	£27	0.06	0.17	£10	0.07	0.17	£6	0.06	0.14	£9
Dartford	0.23	0.44	£37	0.02	0.04	£4	0.15	0.30	£9	0.04	0.09	£23
Daventry	0.14	0.27	£18	0.07	0.16	£8	0.03	0.06	£4	0.03	0.03	£5
Derby	0.37	0.75	£52	0.11	0.26	£20	0.16	0.32	£15	0.08	0.14	£13

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Table 2.8 – Local authority destination and purpose (continued)

Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	England – Total (continued)											
All tourism	99.61	293.54	£18,764	43.88	147.74	£10,505	37.68	103.66	£4,112	14.86	33.35	£3,635
Derbyshire Dales	0.44	1.37	£88	0.30	0.96	£69	0.11	0.28	£13	0.01	0.03	£3
Doncaster	0.32	0.77	£36	0.07	0.13	£13	0.20	0.52	£14	0.04	0.08	£7
Dover	0.28	0.69	£34	0.17	0.34	£22	0.07	0.23	£7	0.04	0.12	£5
Dudley	0.12	0.33	£12	0.02	0.02	£1	0.08	0.25	£7	0.02	0.06	£5
Ealing	0.30	0.68	£50	0.05	0.13	£13	0.18	0.43	£19	0.07	0.11	£18
East Cambridgeshire	0.09	0.20	£14	0.03	0.08	£6	0.04	0.10	£7	0.01	0.03	£2
East Devon	0.66	2.61	£149	0.43	1.98	£118	0.19	0.56	£20	0.03	0.03	£9
East Dorset	0.10	0.24	£11	0.02	0.05	£4	0.08	0.18	£6	-	-	-
East Hampshire	0.18	0.40	£24	0.02	0.03	£5	0.10	0.26	£13	0.03	0.05	£5
East Hertfordshire	0.15	0.31	£17	0.02	0.06	£2	0.11	0.23	£13	0.01	0.01	£1
East Lindsey	1.35	5.26	£236	1.07	4.50	£198	0.22	0.59	£24	0.05	0.11	£13
East Northamptonshire	0.08	0.23	£6	0.02	0.07	£2	0.06	0.15	£3	-	-	-
East Riding of Yorkshire	0.72	2.20	£99	0.45	1.50	£66	0.19	0.53	£18	0.05	0.14	£12
East Staffordshire	0.14	0.28	£20	0.04	0.10	£9	0.09	0.16	£8	0.01	0.02	£2
Eastbourne	0.31	0.96	£54	0.18	0.58	£34	0.10	0.31	£12	0.03	0.06	£8
Eastleigh	0.06	0.12	£4	0.02	0.02	£1	0.03	0.06	£1	0.01	0.02	£1
Eden	0.58	2.15	£137	0.48	1.81	£125	0.06	0.14	£7	0.02	0.08	£3
Elmbridge	0.21	0.44	£26	0.03	0.04	£5	0.15	0.34	£10	0.03	0.05	£10
Enfield	0.14	0.38	£24	0.01	0.06	£3	0.10	0.25	£15	0.02	0.06	£4
Epping Forest	0.07	0.23	£12	0.01	0.02	£5	0.05	0.18	£5	0.01	0.04	£2
Epsom and Ewell	0.06	0.14	£9	0.00	0.01	*	0.04	0.11	£5	0.01	0.02	£2
Erewash	0.07	0.14	£4	0.01	0.01	£1	0.06	0.12	£3	-	-	-
Exeter	1.92	4.91	£237	0.55	1.47	£73	1.00	2.62	£90	0.33	0.74	£68
Fareham	0.10	0.24	£15	0.02	0.04	£6	0.06	0.15	£4	0.01	0.03	£5
Fenland	0.09	0.41	£14	0.03	0.06	£6	0.06	0.35	£6	0.00	0.00	£2
Forest Heath	0.14	0.39	£39	0.09	0.31	£36	0.04	0.07	£2	0.01	0.01	£1
Forest of Dean	0.16	0.52	£24	0.11	0.43	£20	0.04	0.09	£3	0.00	0.01	*
Fylde	0.16	0.47	£31	0.10	0.33	£25	0.05	0.12	£4	0.01	0.01	£1
Gateshead	0.06	0.15	£10	0.01	0.03	£2	0.03	0.09	£3	0.02	0.04	£5
Gedling	0.06	0.10	£6	0.01	0.01	£1	0.05	0.08	£4	0.01	0.01	£1
Gloucester	0.29	0.70	£45	0.08	0.20	£18	0.14	0.36	£13	0.06	0.14	£13
Gosport	0.08	0.22	£15	0.02	0.04	£2	0.06	0.13	£11	0.01	0.04	£2
Gravesham	0.11	0.17	£5	0.01	0.02	£1	0.09	0.15	£4	0.01	0.01	£1
Great Yarmouth	0.56	2.72	£127	0.48	2.38	£112	0.07	0.33	£9	-	-	-
Greenwich	0.27	0.61	£57	0.09	0.18	£27	0.14	0.35	£20	0.03	0.06	£8

Continued overleaf ►

Table 2.8 – Local authority destination and purpose (continued)

Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
	England – Total (continued)											
All tourism	99.61	293.54	£18,764	43.88	147.74	£10,505	37.68	103.66	£4,112	14.86	33.35	£3,635
Guildford	0.28	0.68	£33	0.05	0.09	£6	0.17	0.46	£17	0.05	0.10	£9
Hackney	0.18	0.41	£25	0.04	0.07	£8	0.09	0.21	£9	0.04	0.12	£7
Halton	0.08	0.19	£13	0.01	0.01	£1	0.04	0.10	£2	0.03	0.06	£8
Hambleton	0.19	0.58	£29	0.10	0.34	£20	0.08	0.19	£7	0.01	0.05	£1
Hammersmith and Fulham	0.18	0.39	£30	0.03	0.05	£10	0.10	0.23	£11	0.03	0.07	£7
Harborough	0.12	0.29	£15	0.04	0.10	£5	0.08	0.18	£9	0.01	0.01	£1
Haringey	0.12	0.33	£29	0.03	0.08	£7	0.06	0.14	£8	0.03	0.11	£14
Harlow	0.07	0.16	£7	0.01	0.02	£1	0.05	0.11	£3	0.01	0.01	£2
Harrogate	0.70	1.94	£148	0.39	1.12	£95	0.24	0.60	£33	0.06	0.15	£16
Harrow	0.13	0.34	£14	-	-	-	0.11	0.29	£9	0.02	0.05	£5
Hart	0.08	0.14	£10	0.01	0.01	£3	0.06	0.12	£5	0.01	0.01	£2
Hartlepool	0.12	0.30	£18	0.03	0.09	£2	0.06	0.10	£4	0.03	0.11	£12
Hastings	0.26	0.82	£38	0.13	0.43	£23	0.12	0.33	£14	0.01	0.06	£2
Havant	0.14	0.43	£23	0.08	0.24	£16	0.04	0.15	£3	0.01	0.03	£3
Havering	0.11	0.29	£10	0.01	0.02	£1	0.07	0.23	£6	0.03	0.03	£3
Herefordshire	0.49	1.43	£80	0.25	0.89	£53	0.19	0.46	£18	0.04	0.07	£8
Hertsmere	0.08	0.19	£13	0.02	0.03	£3	0.04	0.11	£4	0.02	0.04	£6
High Peak	0.33	0.81	£56	0.20	0.54	£42	0.10	0.19	£9	0.03	0.07	£4
Hillingdon	0.35	0.71	£66	0.09	0.20	£19	0.14	0.29	£18	0.09	0.16	£26
Hinckley and Bosworth	0.11	0.26	£10	0.04	0.08	£5	0.06	0.17	£3	0.01	0.01	£2
Horsham	0.16	0.55	£22	0.05	0.12	£4	0.09	0.35	£9	0.03	0.08	£9
Hounslow	0.33	0.60	£65	0.08	0.15	£9	0.08	0.17	£9	0.16	0.26	£45
Huntingdonshire	0.19	0.54	£27	0.06	0.19	£8	0.10	0.24	£10	0.02	0.10	£9
Hyndburn	0.01	0.07	£2	0.00	0.00	*	0.01	0.07	£2	-	-	-
Ipswich	0.28	0.75	£35	0.07	0.21	£10	0.14	0.42	£15	0.06	0.10	£10
Isle of Wight	0.96	4.14	£244	0.66	3.06	£199	0.26	0.88	£37	0.02	0.15	£6
Isles of Scilly	0.08	0.48	£29	0.06	0.42	£26	0.01	0.05	£1	0.00	0.00	£1
Islington	0.19	0.43	£41	0.08	0.18	£26	0.07	0.16	£8	0.04	0.09	£8
Kensington and Chelsea	0.56	1.21	£202	0.25	0.47	£112	0.12	0.30	£25	0.16	0.37	£53
Kettering	0.14	0.33	£21	0.03	0.07	£4	0.09	0.22	£9	0.02	0.05	£8
Kings Lynn and West Norfolk	0.44	1.67	£89	0.29	1.37	£75	0.14	0.29	£13	0.01	0.01	£1
Kingston upon Hull	0.33	0.87	£58	0.06	0.15	£11	0.19	0.52	£31	0.07	0.15	£16
Kingston upon Thames	0.17	0.43	£31	0.04	0.07	£7	0.09	0.24	£14	0.04	0.10	£8
Kirklees	0.31	0.77	£37	0.09	0.20	£16	0.18	0.52	£15	0.02	0.03	£5
Knowsley	0.01	0.05	£2	0.00	0.00	£1	0.01	0.01	£1	-	-	-
Lambeth	0.34	0.81	£55	0.08	0.23	£21	0.16	0.41	£20	0.07	0.14	£11
Lancaster	0.49	1.68	£76	0.25	0.91	£44	0.16	0.58	£19	0.05	0.13	£10
Leeds	1.51	3.17	£251	0.46	0.88	£86	0.63	1.45	£68	0.36	0.70	£87
Leicester	0.42	0.83	£46	0.08	0.14	£8	0.21	0.41	£17	0.11	0.22	£19

Continued overleaf ►

Table 2.8 – Local authority destination and purpose (continued)

Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total (continued)												
All tourism	99.61	293.54	£18,764	43.88	147.74	£10,505	37.68	103.66	£4,112	14.86	33.35	£3,635
Lewes	0.14	0.32	£15	0.04	0.11	£7	0.07	0.18	£5	0.02	0.02	£2
Lewisham	0.16	0.32	£11	0.00	0.01	*	0.14	0.30	£9	0.01	0.01	£1
Lichfield	0.09	0.20	£9	0.03	0.07	£5	0.05	0.12	£4	0.00	0.00	*
Lincoln	0.34	0.97	£57	0.11	0.30	£21	0.14	0.33	£17	0.07	0.16	£12
Liverpool	1.43	3.01	£270	0.64	1.15	£146	0.52	1.38	£65	0.20	0.34	£53
Luton	0.22	0.66	£35	0.05	0.12	£9	0.09	0.37	£8	0.08	0.15	£16
Maidstone	0.26	0.62	£30	0.08	0.16	£9	0.11	0.30	£5	0.07	0.16	£15
Maldon	0.08	0.26	£6	0.03	0.10	£3	0.03	0.09	£2	0.02	0.08	£1
Malvern Hills	0.17	0.44	£21	0.07	0.17	£11	0.07	0.18	£7	0.02	0.04	£3
Manchester	2.69	5.30	£522	0.93	1.55	£204	0.96	2.30	£123	0.71	1.26	£177
Mansfield	0.06	0.24	£6	0.01	0.03	£1	0.04	0.06	£2	0.01	0.14	£3
Medway	0.29	0.80	£41	0.08	0.19	£11	0.15	0.47	£13	0.06	0.14	£16
Melton	0.13	0.50	£28	0.05	0.13	£13	0.05	0.29	£4	0.02	0.07	£10
Mendip	0.33	1.02	£52	0.18	0.56	£35	0.11	0.27	£8	0.05	0.17	£7
Merton	0.17	0.56	£26	0.04	0.10	£8	0.11	0.35	£14	0.02	0.12	£3
Mid Devon	0.13	0.45	£20	0.05	0.23	£12	0.07	0.21	£7	0.00	0.00	*
Mid Suffolk	0.10	0.35	£9	0.03	0.09	£3	0.06	0.24	£5	0.00	0.00	*
Mid Sussex	0.18	0.60	£23	0.04	0.08	£8	0.10	0.29	£8	0.02	0.07	£6
Middlesbrough	0.13	0.27	£23	0.02	0.03	£7	0.08	0.21	£10	0.03	0.03	£3
Milton Keynes	0.42	0.89	£61	0.08	0.18	£11	0.21	0.46	£18	0.14	0.24	£31
Mole Valley	0.12	0.28	£14	0.03	0.07	£3	0.06	0.16	£6	0.03	0.04	£5
New Forest	0.61	2.07	£94	0.40	1.47	£72	0.16	0.47	£20	0.01	0.02	£1
Newark and Sherwood	0.25	0.65	£40	0.13	0.41	£26	0.08	0.18	£7	0.02	0.04	£4
Newcastle upon Tyne	1.16	2.77	£239	0.38	0.93	£97	0.49	1.25	£74	0.24	0.49	£57
Newcastle-under-Lyme	0.15	0.38	£21	0.06	0.20	£13	0.07	0.15	£5	0.01	0.01	£1
Newham	0.15	0.34	£18	0.03	0.11	£4	0.08	0.14	£4	0.04	0.09	£10
Northumberland	1.13	3.92	£219	0.84	3.18	£186	0.21	0.56	£21	0.06	0.13	£9
North Devon	0.76	3.30	£174	0.60	2.76	£152	0.14	0.43	£16	0.01	0.02	£2
North Dorset	0.18	0.61	£26	0.07	0.30	£16	0.08	0.19	£5	0.02	0.05	£5
North East Derbyshire	0.11	0.23	£10	0.04	0.07	£7	0.06	0.15	£2	0.01	0.01	£1
North East Lincolnshire	0.22	0.67	£23	0.11	0.34	£14	0.08	0.28	£6	0.01	0.04	£2
North Hertfordshire	0.12	0.25	£15	0.03	0.10	£6	0.07	0.12	£5	0.02	0.03	£4
North Kesteven	0.08	0.23	£10	0.03	0.07	£4	0.05	0.16	£6	0.00	0.01	*
North Lincolnshire	0.12	0.34	£16	0.03	0.07	£4	0.05	0.19	£5	0.04	0.06	£7
North Norfolk	0.71	3.38	£165	0.54	2.83	£150	0.13	0.41	£9	0.02	0.09	£3
North Somerset	0.43	1.34	£54	0.23	0.74	£32	0.17	0.53	£16	0.03	0.07	£6
North Tyneside	0.12	0.29	£17	0.04	0.12	£10	0.08	0.15	£6	0.01	0.01	£1
North Warwickshire	0.04	0.12	£5	0.03	0.06	£2	0.02	0.04	£1	0.00	0.02	£2

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Table 2.8 – Local authority destination and purpose (continued)

Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total (continued)												
All tourism	99.61	293.54	£18,764	43.88	147.74	£10,505	37.68	103.66	£4,112	14.86	33.35	£3,635
North West Leicestershire	0.13	0.27	£22	0.06	0.12	£8	0.04	0.08	£3	0.02	0.05	£8
Northampton	0.31	0.70	£40	0.07	0.13	£9	0.13	0.33	£9	0.09	0.18	£18
Norwich	0.59	1.76	£105	0.19	0.64	£37	0.27	0.82	£37	0.12	0.23	£29
Nottingham	0.93	2.31	£171	0.40	1.04	£102	0.34	0.84	£32	0.13	0.32	£31
Nuneaton and Bedworth	0.06	0.15	£5	0.01	0.02	£1	0.04	0.11	£3	0.01	0.02	£1
Oadby and Wigston	0.01	0.03	£1	0.00	0.01	*	0.01	0.02	£1	-	-	-
Oldham	0.08	0.23	£14	0.01	0.07	£4	0.04	0.10	£3	0.02	0.05	£7
Oxford	0.65	1.53	£105	0.22	0.49	£45	0.27	0.55	£30	0.14	0.28	£27
Pendle	0.06	0.14	£7	0.01	0.02	£1	0.05	0.11	£6	0.00	0.01	*
Peterborough	0.33	0.71	£38	0.08	0.19	£12	0.14	0.33	£10	0.09	0.15	£14
Plymouth	0.50	1.52	£78	0.14	0.44	£23	0.25	0.78	£32	0.08	0.24	£20
Poole	0.34	1.07	£64	0.19	0.72	£41	0.10	0.26	£14	0.04	0.08	£6
Portsmouth	0.74	1.95	£114	0.31	0.80	£58	0.29	0.73	£31	0.11	0.34	£21
Preston	0.27	0.64	£32	0.06	0.13	£9	0.14	0.39	£13	0.06	0.09	£9
Purbeck	0.29	1.27	£64	0.21	0.94	£53	0.05	0.18	£8	0.02	0.13	£2
Reading	0.51	1.25	£71	0.11	0.23	£23	0.26	0.71	£25	0.12	0.26	£21
Redbridge	0.11	0.30	£11	0.02	0.02	£3	0.07	0.20	£5	0.01	0.04	£3
Redcar and Cleveland	0.09	0.29	£12	0.04	0.14	£5	0.05	0.14	£6	0.01	0.01	*
Redditch	0.11	0.19	£14	0.01	0.01	£1	0.07	0.13	£4	0.03	0.05	£10
Reigate and Banstead	0.15	0.29	£16	0.01	0.02	£1	0.08	0.20	£5	0.05	0.07	£9
Ribble Valley	0.12	0.30	£24	0.06	0.16	£11	0.05	0.12	£9	0.01	0.01	£4
Richmond upon Thames	0.29	0.72	£56	0.08	0.23	£22	0.15	0.36	£15	0.06	0.12	£15
Richmondshire	0.29	0.98	£47	0.19	0.68	£35	0.08	0.23	£10	0.01	0.04	£1
Rochdale	0.07	0.17	£6	0.01	0.03	£4	0.06	0.14	£2	-	-	-
Rochford	0.04	0.17	£4	0.00	0.07	*	0.03	0.06	£1	0.01	0.04	£2
Rossendale	0.04	0.10	£4	0.01	0.01	*	0.03	0.07	£3	0.00	0.02	£1
Rother	0.34	1.17	£54	0.23	0.91	£41	0.09	0.21	£9	0.02	0.04	£3
Rotherham	0.13	0.27	£20	0.03	0.09	£7	0.08	0.14	£9	0.01	0.02	£2
Rugby	0.15	0.48	£17	0.03	0.10	£4	0.08	0.23	£6	0.04	0.13	£7
Runnymede	0.12	0.36	£18	0.03	0.11	£5	0.07	0.18	£6	0.02	0.08	£7
Rushcliffe	0.08	0.24	£4	0.01	0.01	*	0.08	0.23	£4	-	-	-
Rushmoor	0.13	0.47	£15	0.02	0.03	£3	0.07	0.26	£5	0.03	0.09	£6
Ryedale	0.31	1.04	£60	0.25	0.87	£55	0.04	0.15	£4	0.00	0.01	*
Salford	0.13	0.26	£26	0.05	0.08	£13	0.04	0.13	£4	0.04	0.04	£9
Sandwell	0.04	0.08	£5	0.01	0.02	*	0.03	0.06	£4	0.00	0.00	*
Scarborough	1.62	5.68	£344	1.38	4.94	£286	0.18	0.52	£23	0.04	0.15	£30
Sedgemoor	0.40	1.63	£80	0.28	1.21	£50	0.10	0.37	£27	0.01	0.04	£3
Sefton	0.36	1.01	£55	0.21	0.58	£34	0.12	0.28	£15	0.04	0.12	£6
Selby	0.06	0.11	£9	0.03	0.06	£6	0.02	0.04	£1	0.01	0.01	£2

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Table 2.8 – Local authority destination and purpose (continued)

Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total (continued)												
All tourism	99.61	293.54	£18,764	43.88	147.74	£10,505	37.68	103.66	£4,112	14.86	33.35	£3,635
Sevenoaks	0.18	0.36	£22	0.05	0.08	£7	0.11	0.24	£8	0.03	0.05	£7
Sheffield	0.96	2.50	£132	0.23	0.47	£41	0.46	1.55	£42	0.20	0.37	£40
Shepway	0.34	1.14	£53	0.21	0.71	£36	0.10	0.27	£12	0.02	0.12	£5
Shropshire	0.80	2.73	£167	0.40	1.39	£102	0.31	0.96	£43	0.06	0.22	£17
Slough	0.22	0.49	£43	0.02	0.07	£4	0.07	0.13	£8	0.13	0.28	£30
Solihull	0.16	0.44	£22	0.02	0.04	£2	0.09	0.30	£11	0.04	0.10	£9
Somerset	1.80	6.40	£333	1.01	3.97	£225	0.62	1.84	£78	0.15	0.53	£27
South Bucks	0.10	0.26	£19	0.01	0.05	£2	0.05	0.13	£8	0.03	0.07	£9
South Cambridgeshire	0.14	0.34	£18	0.03	0.07	£6	0.08	0.22	£7	0.02	0.04	£2
South Derbyshire	0.07	0.15	£6	0.01	0.04	£2	0.04	0.07	£1	0.02	0.04	£3
South Gloucestershire	0.12	0.37	£19	0.03	0.07	£8	0.07	0.18	£5	0.03	0.11	£5
South Hams	0.56	2.43	£153	0.35	1.57	£118	0.16	0.56	£20	0.00	0.01	£1
South Holland	0.07	0.22	£10	0.01	0.03	£1	0.02	0.09	£2	0.03	0.08	£4
South Kesteven	0.23	0.63	£39	0.08	0.21	£15	0.09	0.25	£11	0.06	0.17	£13
South Lakeland	1.59	5.36	£357	1.27	4.46	£308	0.24	0.71	£29	0.07	0.16	£13
South Norfolk	0.11	0.38	£21	0.05	0.23	£14	0.04	0.09	£4	0.02	0.06	£3
South Northamptonshire	0.17	0.44	£28	0.08	0.21	£17	0.05	0.13	£2	0.04	0.09	£9
South Oxfordshire	0.29	0.64	£35	0.08	0.16	£10	0.13	0.35	£17	0.07	0.09	£6
South Ribble	0.03	0.05	£3	0.01	0.01	£1	0.02	0.03	£1	0.01	0.01	£1
South Somerset	0.35	1.02	£65	0.15	0.46	£45	0.18	0.51	£16	0.02	0.04	£3
South Staffordshire	0.08	0.18	£6	0.04	0.08	£3	0.03	0.09	£2	0.01	0.02	£2
South Tyneside	0.05	0.14	£6	0.01	0.03	*	0.04	0.11	£5	0.00	0.00	*
Southampton	0.67	1.75	£107	0.24	0.58	£48	0.28	0.78	£29	0.10	0.30	£22
Southend-on-Sea	0.25	0.63	£34	0.10	0.20	£12	0.11	0.36	£12	0.03	0.05	£9
Southwark	0.24	0.43	£40	0.05	0.09	£14	0.15	0.29	£13	0.03	0.05	£12
Spelthorne	0.09	0.17	£9	0.02	0.04	£3	0.05	0.11	£4	0.02	0.02	£2
St Albans	0.20	0.57	£16	0.01	0.02	£1	0.17	0.52	£13	0.02	0.03	£2
St Edmundsbury	0.15	0.46	£29	0.06	0.20	£16	0.08	0.24	£10	0.02	0.02	£3
St Helens	0.07	0.22	£9	0.01	0.05	£3	0.05	0.13	£5	0.01	0.01	£1
Stafford	0.21	0.51	£24	0.06	0.12	£8	0.11	0.28	£8	0.04	0.11	£8
Staffordshire Moorlands	0.23	0.51	£39	0.17	0.36	£31	0.05	0.14	£7	0.01	0.01	£1
Stevenage	0.07	0.15	£9	0.01	0.04	£2	0.04	0.10	£3	0.02	0.02	£4
Stockport	0.16	0.48	£17	0.03	0.07	£3	0.09	0.34	£7	0.03	0.06	£6
Stockton-on-Tees	0.11	0.24	£12	0.04	0.11	£5	0.06	0.11	£5	0.01	0.01	£2
Stoke-on-Trent	0.20	0.37	£24	0.07	0.13	£9	0.06	0.11	£6	0.04	0.08	£6
Stratford-on-Avon	0.50	1.23	£98	0.27	0.64	£59	0.13	0.39	£14	0.09	0.18	£23

Continued overleaf ►

Table 2.8 – Local authority destination and purpose (continued)

Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	England – Total (continued)											
All tourism	99.61	293.54	£18,764	43.88	147.74	£10,505	37.68	103.66	£4,112	14.86	33.35	£3,635
Stroud	0.18	0.48	£20	0.06	0.19	£7	0.11	0.25	£9	0.01	0.02	£2
Suffolk Coastal	0.27	1.06	£51	0.15	0.76	£36	0.09	0.24	£8	0.02	0.06	£6
Sunderland	0.17	0.40	£25	0.03	0.05	£5	0.11	0.31	£16	0.03	0.04	£4
Surrey Heath	0.14	0.37	£15	0.03	0.07	£6	0.09	0.26	£5	0.02	0.03	£3
Sutton	0.07	0.18	£7	0.01	0.01	£1	0.06	0.13	£5	0.01	0.01	£1
Swale	0.20	0.52	£25	0.08	0.21	£8	0.09	0.22	£8	0.03	0.09	£8
Swindon	0.29	0.83	£38	0.08	0.18	£13	0.15	0.47	£11	0.06	0.17	£14
Tameside	0.05	0.12	£6	0.01	0.02	£3	0.04	0.10	£3	-	-	-
Tamworth	0.09	0.21	£10	0.02	0.04	£2	0.04	0.06	£3	0.03	0.11	£5
Tandridge	0.10	0.19	£9	0.02	0.04	£2	0.05	0.12	£4	0.01	0.02	£1
Taunton Deane	0.24	0.76	£33	0.05	0.19	£12	0.15	0.44	£17	0.03	0.12	£4
Teignbridge	0.31	1.25	£62	0.18	0.91	£45	0.10	0.31	£12	0.02	0.02	£3
Telford and Wrekin	0.23	0.46	£32	0.09	0.20	£13	0.06	0.13	£11	0.07	0.12	£8
Tendring	0.28	0.81	£34	0.17	0.57	£25	0.08	0.20	£6	0.02	0.03	£2
Test Valley	0.14	0.45	£19	0.04	0.13	£8	0.09	0.27	£9	0.01	0.01	£2
Tewkesbury	0.20	0.50	£29	0.09	0.24	£13	0.07	0.16	£7	0.04	0.09	£9
Thanet	0.32	0.99	£55	0.13	0.37	£27	0.16	0.55	£19	0.02	0.06	£8
Three Rivers	0.06	0.12	£9	0.01	0.02	£2	0.04	0.08	£4	0.02	0.02	£4
Thurrock	0.06	0.15	£5	0.00	0.01	£1	0.05	0.11	£3	0.01	0.03	£2
Tonbridge and Malling	0.14	0.38	£16	0.03	0.08	£6	0.07	0.23	£5	0.02	0.04	£2
Torbay	0.81	3.23	£187	0.61	2.43	£153	0.15	0.62	£25	0.03	0.09	£6
Torrige	0.25	1.08	£58	0.14	0.68	£42	0.09	0.36	£13	0.01	0.04	£3
Tower Hamlets	0.17	0.37	£54	0.04	0.13	£16	0.04	0.07	£5	0.07	0.14	£25
Trafford	0.11	0.17	£10	0.03	0.04	£6	0.07	0.13	£4	-	-	-
Tunbridge Wells	0.15	0.37	£13	0.06	0.11	£6	0.08	0.19	£4	0.01	0.06	£2
Uttlesford	0.14	0.25	£15	0.05	0.06	£4	0.07	0.15	£6	0.02	0.04	£4
Vale of White Horse	0.13	0.30	£13	0.02	0.03	£3	0.07	0.13	£5	0.04	0.13	£4
Wakefield	0.25	0.44	£30	0.05	0.11	£8	0.09	0.18	£8	0.09	0.13	£14
Walsall	0.12	0.24	£11	0.03	0.06	£2	0.07	0.11	£4	0.03	0.07	£5
Waltham Forest	0.10	0.21	£7	0.01	0.02	£2	0.08	0.17	£4	0.01	0.02	£1
Wandsworth	0.49	1.29	£106	0.13	0.33	£30	0.25	0.71	£35	0.09	0.22	£39
Warrington	0.19	0.36	£29	0.05	0.09	£8	0.10	0.20	£13	0.04	0.07	£8
Warwick	0.41	0.82	£55	0.16	0.32	£23	0.12	0.25	£11	0.12	0.24	£19
Watford	0.17	0.37	£26	0.05	0.07	£10	0.08	0.22	£7	0.04	0.07	£9
Waveney	0.34	1.31	£68	0.22	0.95	£51	0.10	0.31	£11	0.02	0.05	£6
Waverley	0.12	0.33	£16	0.02	0.04	£4	0.08	0.25	£9	0.03	0.04	£3
Wealden	0.16	0.67	£24	0.05	0.23	£12	0.10	0.40	£10	0.01	0.03	£1
Wellingborough	0.04	0.09	£5	0.01	0.02	£2	0.02	0.03	£1	0.01	0.04	£2
Welwyn Hatfield	0.12	0.30	£15	0.02	0.04	£4	0.08	0.15	£6	0.02	0.04	£4
West Berkshire	0.20	0.41	£31	0.05	0.14	£17	0.12	0.23	£9	0.02	0.04	£5

Continued overleaf ►

Table 2.8 – Local authority destination and purpose (continued)

Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
	England – Total (continued)											
All tourism	99.61	293.54	£18,764	43.88	147.74	£10,505	37.68	103.66	£4,112	14.86	33.35	£3,635
West Devon	0.23	0.76	£44	0.13	0.45	£32	0.07	0.21	£8	0.01	0.02	£2
West Dorset	0.66	2.74	£175	0.41	1.95	£130	0.22	0.70	£28	0.03	0.07	£15
West Lancashire	0.07	0.20	£5	0.02	0.05	£2	0.04	0.13	£2	0.00	0.01	*
West Lindsey	0.05	0.14	£6	0.02	0.06	£4	0.03	0.07	£2	-	-	-
West Oxfordshire	0.25	0.69	£39	0.09	0.24	£23	0.12	0.36	£10	0.03	0.07	£5
West Somerset	0.43	1.75	£97	0.32	1.45	£79	0.07	0.21	£9	0.03	0.08	£7
Westminster	1.00	1.95	£369	0.47	0.92	£193	0.12	0.31	£29	0.39	0.66	£140
Weymouth and Portland	0.50	2.14	£100	0.38	1.63	£84	0.10	0.32	£9	0.01	0.05	£3
Wigan	0.14	0.29	£15	0.02	0.04	£4	0.07	0.17	£4	0.03	0.07	£5
Wiltshire	1.05	2.88	£206	0.45	1.44	£149	0.48	1.19	£34	0.11	0.22	£21
Winchester	0.36	0.81	£43	0.12	0.23	£17	0.17	0.41	£12	0.06	0.16	£13
Windsor and Maidenhead	0.73	1.36	£110	0.42	0.78	£67	0.16	0.36	£19	0.12	0.17	£19
Wirral	0.13	0.32	£10	0.02	0.03	£2	0.11	0.28	£7	0.00	0.01	£1
Woking	0.10	0.20	£10	0.01	0.03	£1	0.07	0.12	£5	0.02	0.05	£4
Wokingham	0.08	0.14	£5	0.01	0.01	*	0.06	0.11	£3	0.01	0.02	£1
Wolverhampton	0.16	0.42	£20	0.02	0.08	£5	0.07	0.22	£3	0.06	0.12	£11
Worcester	0.21	0.45	£27	0.06	0.12	£11	0.08	0.20	£8	0.06	0.12	£7
Worthing	0.14	0.29	£14	0.03	0.07	£3	0.10	0.18	£7	0.01	0.01	£2
Wychavon	0.22	0.60	£27	0.08	0.25	£13	0.10	0.24	£6	0.04	0.09	£7
Wycombe	0.29	0.83	£31	0.04	0.09	£5	0.16	0.63	£13	0.05	0.07	£10
Wyre	0.13	0.39	£15	0.07	0.24	£10	0.04	0.09	£3	0.01	0.01	£1
Wyre Forest	0.11	0.26	£13	0.04	0.12	£6	0.06	0.11	£4	0.01	0.02	£1
York	1.20	2.90	£270	0.71	1.79	£198	0.35	0.84	£44	0.12	0.22	£23

Note: * Less than 0.01 million visits/nights or less than £1 million

Table 2.8 – Local authority destination and purpose

Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
	Scotland – Total (continued)											
All tourism	12.46	42.55	£2,884	6.32	23.33	£1,743	3.85	12.93	£579	2.00	5.46	£511
Aberdeen City	0.72	1.78	£148	0.19	0.42	£38	0.23	0.68	£33	0.28	0.64	£75
Aberdeenshire	0.39	1.47	£67	0.16	0.82	£41	0.18	0.43	£15	0.04	0.21	£10
Angus	0.13	0.45	£19	0.05	0.22	£8	0.05	0.17	£6	0.03	0.06	£4
Argyll and Bute	0.82	3.32	£193	0.57	2.42	£154	0.18	0.73	£25	0.07	0.13	£11
Clackmannan-shire	0.04	0.10	£5	0.01	0.03	£1	0.02	0.04	£2	0.02	0.03	£3
Dumfries and Galloway	0.67	2.32	£115	0.39	1.58	£75	0.19	0.46	£20	0.06	0.17	£13
Dundee City	0.28	0.70	£53	0.10	0.20	£15	0.10	0.30	£24	0.07	0.17	£13
East Ayrshire	0.06	0.15	£11	0.02	0.03	£4	0.03	0.10	£4	0.01	0.01	£2
East Dunbartonshire	0.01	0.04	£1	0.00	0.02	£0	0.01	0.02	£1	0.00	0.00	£0
East Lothian	0.20	0.70	£33	0.13	0.52	£22	0.06	0.16	£11	0.01	0.02	£1
East Renfrewshire	-	-	-	-	-	-	-	-	-	-	-	-
Edinburgh, City of	2.28	5.73	£595	1.21	2.94	£345	0.61	1.72	£113	0.41	0.96	£128
Eilean Siar	0.11	0.68	£44	0.06	0.39	£27	0.03	0.18	£9	0.02	0.09	£8
Falkirk	0.12	0.29	£17	0.03	0.12	£6	0.08	0.16	£10	0.01	0.02	£1
Fife	0.49	1.47	£94	0.23	0.69	£48	0.19	0.63	£30	0.06	0.14	£15
Glasgow City	1.73	4.40	£343	0.62	1.50	£156	0.60	1.85	£80	0.46	0.90	£99
Highland	1.82	6.99	£459	1.23	5.13	£365	0.31	1.16	£48	0.22	0.58	£40
Inverclyde	0.07	0.24	£11	0.04	0.11	£8	0.03	0.11	£3	0.01	0.01	£0
Midlothian	0.04	0.33	£4	0.00	0.01	£1	0.03	0.31	£2	0.01	0.02	£1
Moray	0.27	1.24	£51	0.12	0.47	£21	0.08	0.44	£9	0.07	0.28	£18
North Ayrshire	0.29	0.93	£53	0.12	0.51	£34	0.15	0.40	£17	0.02	0.02	£1
North Lanarkshire	0.15	0.41	£23	0.03	0.07	£8	0.11	0.30	£13	0.01	0.03	£2
Orkney Islands	0.08	0.54	£29	0.05	0.37	£24	0.01	0.11	£2	0.01	0.06	£2
Perth and Kinross	0.74	2.43	£159	0.53	1.76	£130	0.15	0.51	£19	0.05	0.12	£9
Renfrewshire	0.09	0.20	£20	0.02	0.04	£9	0.06	0.15	£10	0.01	0.01	£1
Scottish Borders	0.36	1.24	£69	0.19	0.59	£45	0.13	0.55	£18	0.02	0.09	£6
Shetland Islands	0.08	0.78	£42	0.03	0.25	£20	0.01	0.08	£3	0.03	0.44	£18
South Ayrshire	0.36	1.25	£61	0.22	0.77	£40	0.11	0.42	£13	0.03	0.05	£8
South Lanarkshire	0.14	0.30	£19	0.05	0.10	£6	0.07	0.13	£7	0.02	0.06	£6
Stirling	0.39	1.11	£83	0.24	0.76	£58	0.11	0.26	£16	0.02	0.06	£6
West Dunbartonshire	0.07	0.19	£9	0.04	0.11	£4	0.01	0.07	£4	0.01	0.01	£1
West Lothian	0.14	0.33	£15	0.01	0.03	£2	0.10	0.25	£9	0.02	0.04	£4

Table 2.8 – Local authority destination and purpose

Average of three years: 2012, 2013, 2014	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
Wales												
All tourism	9.85	34.51	£1,673	6.12	24.29	£1,184	2.66	7.58	£283	0.85	1.89	£179
Blaenau Gwent	0.03	0.07	£3	0.01	0.03	£1	0.02	0.04	£2	-	-	-
Bridgend	0.24	0.72	£44	0.15	0.51	£29	0.07	0.18	£11	0.01	0.03	£4
Caerphilly	0.06	0.18	£6	0.02	0.05	£2	0.04	0.13	£3	-	-	-
Cardiff	1.10	2.42	£206	0.43	0.92	£98	0.34	0.94	£47	0.26	0.47	£54
Carmarthenshire	0.37	1.29	£60	0.20	0.84	£34	0.11	0.31	£11	0.04	0.13	£14
Ceredigion	0.57	2.41	£88	0.38	1.81	£69	0.14	0.44	£13	0.03	0.08	£3
Conwy	0.93	3.40	£164	0.64	2.40	£131	0.19	0.60	£19	0.05	0.14	£14
Denbighshire	0.78	2.38	£104	0.55	1.88	£86	0.22	0.47	£16	0.01	0.03	£3
Flintshire	0.20	0.69	£27	0.10	0.36	£15	0.09	0.33	£11	0.01	0.01	£1
Gwynedd	1.66	7.09	£300	1.39	6.37	£274	0.20	0.56	£15	0.05	0.11	£9
Isle Of Anglesey	0.45	1.63	£63	0.35	1.32	£50	0.08	0.25	£8	0.02	0.06	£5
Merthyr Tydfil	0.03	0.07	£3	0.01	0.01	£0	0.01	0.04	£1	0.01	0.01	£2
Monmouthshire	0.35	0.84	£47	0.12	0.36	£25	0.18	0.39	£17	0.04	0.06	£4
Neath Port Talbot	0.08	0.16	£7	0.02	0.04	£2	0.05	0.10	£3	0.01	0.02	£1
Newport	0.19	0.34	£25	0.05	0.10	£7	0.07	0.12	£5	0.07	0.11	£12
Pembrokeshire	1.14	5.20	£241	0.89	4.25	£202	0.19	0.79	£28	0.05	0.10	£8
Powys	0.62	2.03	£100	0.40	1.40	£74	0.16	0.46	£17	0.05	0.13	£8
Rhondda, Cynon, Taff	0.10	0.22	£9	0.02	0.04	£3	0.07	0.17	£5	0.07	0.01	£1
Swansea	0.51	1.51	£83	0.22	0.69	£38	0.19	0.52	£25	0.08	0.25	£15
The Vale Of Glamorgan	0.11	0.32	£13	0.04	0.17	£7	0.05	0.13	£5	0.01	0.01	£1
Torfaen	0.04	0.14	£6	*	0.01	£1	0.04	0.12	£4	-	-	-
Wrexham	0.17	0.42	£22	0.04	0.11	£8	0.10	0.28	£10	0.03	0.03	£4

Appendix

GB Tourist 2014



Appendix

Definitions of terms used

Most terms used in this report will be familiar to users of tourism data without further explanation. However, definitions of the main terms used in the report are provided below for reference.

Trips

The estimated number of tourism trips made by adults aged 16 and over and by children up to the age of 15 who accompany them. A trip must consist of at least one night spent away from home, has no upper limit (unlike in the previous versions of the survey where a maximum limit of 60 nights was imposed), and has its end marked by the respondent's return to home. However, the reported timing of trips is reported on the basis of the start date of individual trips. This start date approach is consistent with previous methodologies.

Not included are 'unaccompanied child trips' – trips taken by children up to the age of 15 when not accompanied by an adult.

Bednights

The estimated number of nights spent away from home by adults and by children accompanying them on tourism trips.

Spending

The estimated expenditure incurred relating to all tourism trips. This includes all expenditure by adults on the trip both for themselves and for other people for whom the adults paid (for example, children). This covers those costs incurred in advance of the trip, costs paid during the trip itself, and also any bills relating to the trip paid after returning home. Costs paid on behalf of the person taking the trip, for example by an employer paying the cost of a business trip, are also included.

Expenditure includes items such as package holidays, accommodation, travel to and from the destination and during the trip, services and advice, buying clothes, eating and drinking out, shopping, entertainment and other items relating to the trip.

Allocation of spending

When spending is reported by country of destination, all of the spending is allocated to the relevant country of destination. In reality, not all of the spending may take place in the country of destination. For example, travel costs or inclusive trip charges may be incurred in the country of origin rather than the country of destination. No attempt has been made in this report to adjust for this.

Where a trip involves overnight stays in more than one destination, the expenditure for the trip is allocated to each destination proportionally to the number of nights spent in each destination.

Holiday

'Holiday' indicates trips where the main reason for taking the trip is described by the respondent as "holiday, leisure or pleasure" (with no visiting friends or relatives element to the trip).

Total holiday (including VFR holiday)

'Total Holiday' includes trips where the main reason for taking the trip is described by the respondent as "holiday, leisure or pleasure" and also trips where the main reason for taking the trip is initially described as "visiting friends and relatives", but which on subsequent probing is also described as a holiday.

VFR

'Visiting friends and relatives' or 'VFR' is the term used for trips where the main reason for taking the trip is described as "visiting friends and relatives". It can be split further, into two sub-categories. VFR-holiday, is where the main reason for taking the trip is initially described as "visiting friends and relatives", but which on subsequent probing is also described as a holiday. VFR-other, is where the main reason for taking the trip is described as "visiting friends and relatives" mainly for some reason other than a holiday.

Business/work

'Business/work' trips are those trips where the main reason for taking the trip is described as "to do paid work/on business", "to attend a conference" or "to attend an exhibition, trade show or agricultural show".

Other purposes

This covers all trips for purposes other than holiday, VFR and business/work as described above. It includes trips where "travel/transport is my work" (such as those made by overnight delivery drivers), and trips made for educational, social, sporting and personal or family reasons (such as attending weddings and funerals, taking someone to university, and similar reasons).

Great Britain

Great Britain as a destination in this survey includes England, Scotland, Wales, the Isle of Man and the Channel Islands.

Commercial accommodation

Commercial accommodation is the total of serviced and self-catering rented accommodation. So it includes hotel, motel, guest house, farmhouse, bed & breakfast, and holiday camp/village with any meals provided. Rented flat /apartments, rented house/chalet/villa/bungalow/cottage without any meals provided, self-catering holiday camp/village, camping, towed caravan and static caravan which is not owned.

Serviced accommodation

Serviced accommodation includes hotel, motel, guest house, farmhouse, bed & breakfast, and holiday camp/village with any meals provided.

Total self-catering rented accommodation and caravan and camping

Total Self-catering rented accommodation and Caravan and Camping includes rented flat /apartment, rented house/chalet/villa/bungalow/cottage without any meals provided, self-catering holiday camp/village, camping, towed caravan and static caravan which is not owned.

Self-catering rented accommodation

Self-catering rented accommodation includes rented flat /apartment, rented house/chalet/villa/bungalow/cottage without any meals provided and self-catering holiday camp/village.

Caravan and camping accommodation

Caravan and camping accommodation includes camping, towed caravan, static caravan which is not owned and static caravan which is owned.

Other types of accommodation

Other types of accommodation cover all accommodation types not included under rented accommodation above. It includes friends' or relatives' home, static caravan which is owned, second home or timeshare which is owned, hostel, university or school, boat, sleeper cab of lorry/truck, transit and any other type of accommodation.

Personal transport

Personal transport includes own/friend's/firm's car, hired car, motorised caravan/camper/dormobile, motor cycle and bicycle.

Public transport

Public transport includes train, regular bus/coach, organised coach tour, plane, boat or ship.

Inclusive trip

Inclusive trip is defined in the questionnaire as "a package or inclusive trip – that is, where you paid a single price for accommodation plus some form of transport".

Type of location

The classification of type of location as 'seaside', 'large city/large town', 'small town' or 'countryside/village' is a subjective assessment made by the respondent by selecting from these four options.

Touring

A 'touring' trip is defined in the questionnaire as "a touring holiday, where you moved around spending nights in different places".

Children on trip

Children on trip means that at least one child aged up to 15 was part of the group for all or part of the trip.

Socio-economic group (social grade)

This classification is derived from the occupation of the Chief Income Earner in the respondent's home, and is based on the system used by the National Readership Survey (NRS). It is generally used in market research in the UK and consists of six social grades:

Grade	Occupation
A	Higher managerial, administrative or professional
B	Intermediate managerial, administrative or professional
C1	Supervisory or clerical, and junior managerial, administrative or professional
C2	Skilled manual workers
D	Semi and unskilled manual workers
E	State pensioners or widows (with no other earners in household), casual or lowest grade workers

It is important to note that this classification is actually based only on the adult respondent interviewed about the trip, rather than all people taking the trip. While technically this characteristic only relates to the individual, it can in practice be interpreted as applying to all people on the trip. Those on the trip will generally be people in the same household who would be therefore be allocated the same social grade.

Age of respondent

Information on age is obtained for the respondent being interviewed about the trip, but no information is obtained for other adults or children accompanying on the trip.

In tabulating the results, the characteristics of the individual reporting the trip are applied to other trip members, although in reality these other trip members will have different characteristics. Information on age characteristics must therefore be interpreted with caution.

Lifestage of respondent

'Single' includes widowed, separated, divorced and civil partnerships that have terminated. 'Married' includes married and living with partner. As with age, this information is based on the characteristics of the respondent being interviewed about the trip and is not available for the other trip members. The lifecycle characteristics of the respondent are applied to all trip members, although in reality their own characteristics will be substantially different. Information on lifecycle must therefore be interpreted with caution.

Regions

Regions of England, Scotland and Wales shown in this report are defined as follows:

England	
Cumbria	County of Cumbria
Northumbria	Northumberland, Durham, Tyne & Wear, Tees Valley
North West	Lancashire, Merseyside, Greater Manchester, Cheshire
Yorkshire	North Yorkshire, West Yorkshire, South Yorkshire, East Riding of Yorkshire, Kingston upon Hull, North Lincolnshire, North East Lincolnshire
Heart of England	Staffordshire, Shropshire, West Midlands, Warwickshire, Herefordshire, Worcestershire, Gloucestershire (except South Gloucestershire), Derbyshire, Leicestershire, Northamptonshire, Nottinghamshire, Rutland, Lincolnshire
East of England	Norfolk, Suffolk, Cambridgeshire, Essex, Bedfordshire, Hertfordshire
London	Greater London
South West	Cornwall, Devon, Somerset, Wiltshire, Western Dorset, South Gloucestershire
Southern	Hampshire, Isle of Wight, Eastern Dorset, Berkshire, Buckinghamshire, Oxfordshire
South East	Kent, Surrey, East Sussex, West Sussex

In most of the English level analysis, the above regional destinations are also combined, where appropriate, to allow analysis at a regional level.

- West Midlands
- East England
- East Midlands
- London
- North West
- North East
- South East
- South West
- Yorkshire

Scotland	
Grampian	Aberdeen City and Shire
Tayside	Dundee, Perth & Kinross, Angus
Edinburgh and East Central	Edinburgh, the Lothians, Fife, Clackmannanshire, Falkirk, Stirling
South of Scotland	Borders, Dumfries and Galloway
Glasgow and West Central	Glasgow, Renfrewshire, East Renfrewshire, Inverclyde, East and West Dunbartonshire, North South and East Ayrshire and North and South Lanarkshire
Highlands and Islands	including Argyll & the Islands, Caithness and Sutherland, Inverness and East Highlands, Lochaber, Moray, Orkney, Shetland, Skye and Wester Ross, and Inne Gall

Since 2007, the primary Scottish levels analysis has been at the newly defined macro-tourism areas:

- **Scotland – North** – (Highlands & Islands, Aberdeen & Grampian, Western and Northern Isles)
- **Scotland – West** – (Argyll, The Isles, Loch Lomond, The Trossachs + Glasgow & Clyde Valley, Ayrshire & Arran)
- **Scotland – East** – (Perthshire + Angus & Dundee + Kingdom of Fife + Edinburgh & Lothians)
- **Scotland – South** (Dumfries & Galloway + Scottish Borders),
- **Edinburgh**
- **Glasgow**

Wales	
North Wales	Anglesey, Conwy, Denbighshire, Flintshire, Wrexham, Gwynedd North (former Arfon and Dwyfor)
Mid Wales	Ceredigion, Powys, Gwynedd South (Meirionnydd)
South West Wales	Neath/Port Talbot, Carmarthenshire, Swansea, Pembrokeshire
South East Wales	Bridgend, Rhondda Cynon Taf, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Vale of Glamorgan, Cardiff, Newport, Monmouthshire

Levels of statistical confidence

	Trips %	Nights %	Spend %
GB	2.5%	3.0%	3.6%
England	2.8%	3.2%	4.0%
Scotland	6.3%	8.1%	8.3%
Wales	5.3%	8.0%	9.1%

It must be emphasised that sampling variation is not the only possible source of error. Others include bias through non response and measurement errors caused by memory distortion and/or lack of knowledge of the respondent. These are not quantifiable and can affect the survey results. In particular it is often difficult for respondents to recall expenditure on trips with high levels of accuracy. Nevertheless, it is possible to state, for example, that assuming no bias, the true value of the number of GB trips in 2014 will lie in the range of plus or minus 2.5% of the estimate on 95% of occasions.

Great Britain – Resident population

This table describes the characteristics of adults resident in Great Britain which formed the basis for the weighting of the sample survey. These 2014 figures are the latest available.

Great Britain adult population

Total adult population	49484	Total adult population	49484
Age by sex		Government office regions	
Male 16-24	3601	North East	2115
Male 25-34	4284	North West	5640
Male 35-44	3935	Yorkshire & Humber	4275
Male 45-54	4227	East Midlands	3706
Male 55-64	3379	West Midlands	4449
Male 65-74	2739	East of England	4732
Male 75-84	1538	London	6598
Male 85+	502	South East	6884
		South West	4319
Female 16-24	3433	Wales	2451
Female 25-34	4084	Scotland	4315
Female 35-44	3979		
Female 45-54	4350	Presence of children	
Female 55-64	3525	Yes	14037
Female 65-74	2985	No	35447
Female 75-84	1960		
Female 85+	963	Social grade	
		AB	12570
Car ownership		C1	13858
1	20895	C2	10419
2+	18342	D	7656
0	10247	E	4981

Note: The values above were derived from:
A. Census 2011
B. 2010 based Population Projections for 2014
C. BARB Establishment Survey 2008 & 2012

Further information

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The statutory tourist boards and Visit Wales (the Tourism Department of the Welsh Government) who jointly sponsor the Great Britain Tourism Survey.



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