

England Domestic Overnight Trips Summary - All Trip Purposes - 2014

How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight trips taken in England in 2014.

'Trips' are classified as trips or journeys away from home involving an overnight stay, taken by adults aged 16 and over and accompanying children aged up to 15. Each adult or child present on the trip counts as a trip, for example, a family of 2 adults and 2 children taking a trip away would count as 4 trips. Each line should be read separately – it is not possible to combine trip results from the GBTS survey.

'Nights' 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 2 adults and 2 children taking a 3 night trip away from home would count as 12 nights.

'Spend' 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.

All numerical results are in millions. All data is from the Great Britain Tourism Survey (GBTS).

All trip purposes - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Purpose of trip						
All trip purposes	92.61	100%	272.86	100%	18,085	100%
Holidays	40.74	44%	137.33	50%	10,046	56%
Holidays 1-3 nights	26.47	29%	51.17	19%	5,264	29%
Holidays 4+ nights	14.27	15%	86.16	32%	4,782	26%
Visits to Friends and Relatives	35.91	39%	97.40	36%	4,064	22%
Business	13.55	15%	30.96	11%	3,499	19%
Other	2.17	2%	6.47	2%	454	2%
Destination type						
Seaside	17.64	19%	66.18	24%	3,860	21%
Large city/ large town	40.03	43%	92.96	34%	7,778	43%
Small town	20.83	22%	58.01	21%	3,277	18%
Countryside/ village	17.08	18%	55.09	20%	3,111	17%
Regions visited						
West Midlands	7.25	8%	17.34	6%	1,153	6%
East of England	8.98	10%	29.77	11%	1,604	9%
East Midlands	7.14	8%	19.94	7%	1,107	6%
London	11.38	12%	24.36	9%	2,889	16%
North West	12.74	14%	36.04	13%	2,465	14%
North East	3.69	4%	10.70	4%	616	3%
South East	16.19	17%	43.70	16%	2,448	14%
South West	17.31	19%	62.67	23%	3,933	22%
Yorkshire & the Humber	9.45	10%	26.44	10%	1,728	10%

All trip purposes - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Accommodation						
Total Commercial Accommodation	54.71	59%	155.23	57%	14,243	79%
Serviced Rented Accommodation	38.94	42%	84.79	31%	10,137	56%
Hotel/Motel	33.77	36%	71.20	26%	8,903	49%
Guest House / B&B	4.80	5%	11.55	4%	1,118	6%
Self Catering Rented Accommodation (including Camping & Caravan)	17.48	19%	76.10	28%	4,156	23%
Camping and Caravan	10.79	12%	43.57	16%	1,691	9%
Self Catering Rented Accommodation (excluding Camping & Caravan)	6.72	7%	32.54	12%	2,465	14%
Own home/ friend's home / relative's home	34.76	38%	99.72	37%	3,152	17%

All trip purposes - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Transport Used						
<u>Total Public Transport</u>	19.19	21%	53.61	20%	4,411	24%
Train	13.66	15%	37.02	14%	3,141	17%
Regular bus\coach	2.24	2%	7.38	3%	346	2%
Organised coach tour	1.69	2%	5.16	2%	412	2%
Plane	1.39	2%	3.65	1%	483	3%
Boat\ship\ferry	0.21	0%	0.39	0%	29	0%
<u>Personal Transport</u>	73.32	79%	218.96	80%	13,660	76%
Car	70.07	76%	207.96	76%	13,071	72%
Car - owned	68.1	74%	202.80	74%	12,671	70%
Car - hired	1.97	2%	5.16	2%	400	2%
Other	3.25	4%	11.00	4%	588	3%

All trip purposes - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Month Trip Started						
January	4.85	5%	11.49	4%	834	5%
February	5.71	6%	14.19	5%	973	5%
March	5.52	6%	13.23	5%	980	5%
April	8.21	9%	23.33	9%	1,455	8%
May	9.10	10%	24.80	9%	1,645	9%
June	7.97	9%	23.21	9%	1,758	10%
July	9.98	11%	35.52	13%	2,229	12%
August	11.37	12%	42.69	16%	2,518	14%
September	7.63	8%	20.72	8%	1,587	9%
October	9.43	10%	23.97	9%	1,756	10%
November	3.85	4%	9.72	4%	858	5%
December	9.02	10%	29.99	11%	1,492	8%

All trip purposes - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
How Trip Booked						
Booked online	39.21	42%	112.12	41%	9,718	54%
Didn't book online	53.40	58%	160.94	59%	8,367	46%
Did not make any firm bookings before trip	35.57	38%	104.03	38%	4,184	23%
Firm booking	51.98	56%	152.31	56%	12,788	71%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	6.53	7%	16.46	6%	1,738	10%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	4.43	5%	15.67	6%	1,263	7%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	30.69	33%	88.49	32%	7,689	43%
Directly through a transport provider (e.g. rail, air, sea, coach)	7.91	9%	23.48	9%	1,720	10%
Directly through a Tourist Board or Tourist Information Centre	0.76	1%	2.36	1%	183	1%
Through some other source	5.51	6%	19.13	7%	1,312	7%
Don't know	5.07	5%	16.52	6%	1,113	6%

All trip purposes - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Activities Undertaken on Trip						
Just relaxing	26.84	29%	93.61	34%	5,587	31%
Sightseeing on foot	24.42	26%	87.56	32%	5,867	32%
Short walk\ stroll - up to 2 miles\ 1 hour	18.84	20%	71.38	26%	4,025	22%
Sightseeing by car	14.87	16%	62.65	23%	3,896	22%
Visiting a beach	10.48	11%	47.83	18%	2,574	14%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	10.13	11%	41.90	15%	2,511	14%
Centre based walking (i.e. around a city\town centre)	8.86	10%	32.01	12%	2,224	12%
Visiting a museum	5.68	6%	23.66	9%	1,568	9%
Had a picnic or BBQ	5.45	6%	25.29	9%	1,351	7%
Visiting a country park	5.44	6%	23.95	9%	1,375	8%
Visiting a historic house, stately home, palace	5.35	6%	23.46	9%	1,602	9%
Visiting a cathedral, church, abbey or other religious building	5.34	6%	22.17	8%	1,482	8%
Swimming (indoors or outdoors)	5.27	6%	23.61	9%	1,426	8%
Visiting a garden	5.06	5%	21.66	8%	1,341	7%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	4.87	5%	10.29	4%	865	5%
Special shopping for items you do not regularly buy	4.80	5%	16.98	6%	1,432	8%

Visiting a castle\other historic site	4.14	4%	19.20	7%	1,271	7%
Visting another type of attraction	3.43	4%	12.58	5%	839	5%
Sunbathing	3.42	4%	17.71	6%	967	5%
Visiting a theme\amusement park	3.40	4%	12.90	5%	783	4%
Viewing architecture and buildings	2.96	3%	12.04	4%	916	5%
Other sightseeing (e.g. on a coach, boat trip)	2.93	3%	12.39	5%	916	5%
Visiting an art gallery	2.69	3%	11.06	4%	813	4%
Going to the theatre	2.58	3%	9.33	3%	815	5%
Watching wildlife, bird watching	2.35	3%	10.76	4%	652	4%
Going to the cinema	2.30	2%	10.00	4%	498	3%
A live music concert	2.26	2%	6.66	2%	585	3%
Cycling - on a road\surfaced path	2.04	2%	8.91	3%	438	2%
Visiting a wildlife attraction\ nature reserve	1.91	2%	8.73	3%	504	3%
Visiting a zoo\safari park	1.67	2%	7.95	3%	479	3%
A music festival (e.g. Glastonbury)	1.56	2%	5.41	2%	462	3%
Visiting an interpretation\visitor\ heritage centre	1.49	2%	7.55	3%	462	3%
Attending a food\local produce event (e.g. food festival, farmers market)	1.47	2%	6.03	2%	414	2%
Visiting a scenic\historic railway	1.45	2%	7.34	3%	477	3%
Running, jogging, orienteering	1.36	1%	6.84	3%	362	2%
Spalbeauty\health treatments	1.33	1%	3.70	1%	455	3%

Visiting an aquarium\sea life centre	1.28	1%	5.44	2%	335	2%
Attending an outdoor fair\exhibition\show (e.g gardening or agricultural show)	1.28	1%	4.76	2%	334	2%
Canal\boating trips	1.22	1%	5.24	2%	470	3%
Watching other live sport (not on TV)	1.15	1%	3.10	1%	278	2%
Other arts\cultural event\show	1.12	1%	3.71	1%	273	3%
Golf	1.04	1%	3.40	1%	251	1%
Watching a live football match (not on TV)	0.96	1%	3.09	1%	252	1%
Going on a guided tour - on foot, bus or other transport	0.93	1%	3.46	1%	333	2%
Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	0.93	1%	4.53	2%	243	1%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.89	1%	3.58	1%	259	1%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.85	1%	3.19	1%	187	1%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.81	1%	3.27	1%	139	1%
Another arts\cultural festival (e.g. a book festival)	0.62	1%	2.23	1%	147	1%

An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.57	1%	1.95	1%	246	1%
Horse riding, pony trekking	0.51	1%	2.45	1%	159	1%
Mountainbiking	0.45	0%	2.05	1%	116	1%
Motorsports	0.39	0%	1.01	0%	91	1%
Sailing/yachting	0.34	0%	1.53	1%	102	1%
Fishing - sea angling	0.32	0%	1.92	1%	77	0%
Fishing - coarse fishing (still water\pike & perch)	0.31	0%	1.29	0%	56	0%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.28	0%	1.35	0%	78	0%
Field sports - hunting, shooting etc	0.26	0%	1.53	1%	49	0%
Fishing - game fishing (river\salmn)	0.23	0%	0.91	0%	70	0%
Genealogy/tracing ancestors	0.22	0%	0.88	0%	35	0%
Other watersports - motorised	0.18	0%	0.81	0%	44	0%
Snow sports (e.g. skiing, snowboarding)	0.07	0%	0.14	0%	7	0%
Any other single particular activity	7.83	8%	20.56	8%	1,405	8%
None	56.20	61%	143.38	53%	9,709	54%

All trip purposes - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
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Lifecycle						
16-34, Unmarried, no children	11.48	12%	32.90	12%	2,044	11%
16-34, Married, no children	5.84	6%	14.78	5%	1,175	6%
16-34, Married or unmarried, with children	8.19	9%	24.20	9%	1,143	6%
35-54, Married or unmarried, no children	16.67	18%	43.71	16%	3,971	22%
35-54, Married or unmarried, with children	21.18	23%	59.94	22%	3,757	21%
55+	29.25	32%	97.34	36%	5,995	33%
Car						
Car in household	84.97	92%	245.06	90%	16,859	93%
No car in household	7.64	8%	27.80	10%	1,226	7%
Children						
With children	24.59	27%	82.05	30%	3,578	20%
No children	68.03	73%	190.80	70%	14,507	80%
Working						0%
Working full time	59.63	64%	158.60	58%	12,240	68%
Not working	32.98	36%	114.26	42%	5,845	32%
Marital Status						
Married	62.45	67%	180.52	66%	12,352	68%
Not married	30.16	33%	92.34	34%	5,733	32%

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Social Grade						
AB	38.54	42%	106.75	39%	8,081	45%
C1	28.88	31%	85.09	31%	5,560	31%
C2	14.67	16%	46.66	17%	2,794	15%
DE	10.52	11%	34.36	13%	1,649	9%
Age						
16-24	10.39	11%	30.31	11%	1,705	9%
25-34	15.12	16%	41.56	15%	2,657	15%
35-44	18.85	20%	51.84	19%	3,556	20%
45-54	19.00	21%	51.8	19%	4,172	23%
55-64	14.50	16%	42.01	15%	3,119	17%
65+	14.76	16%	55.33	20%	2,876	16%