

Great Britain 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 Great Britain 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 - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Purpose of trip						
All trip purposes	114.24	100%	349.55	100%	22,692	100%
Holidays	52.90	46%	184.80	53%	13,065	58%
Holidays 1-3 nights	33.87	30%	65.75	19%	6,586	29%
Holidays 4+ nights	19.03	17%	119.05	34%	6,480	29%
Visits to Friends and Relatives	42.53	37%	118.26	34%	4,990	22%
Business	15.89	14%	37.49	11%	4,101	18%
Other	2.62	2%	8.11	2%	503	2%
Destination type						
Seaside	23.16	20%	88.67	25%	4,932	22%
Large city/ large town	46.79	41%	110.72	32%	9,241	41%
Small town	26.07	23%	75.68	22%	4,236	19%
Countryside/ village	21.70	19%	73.63	21%	4,213	19%
Regions visited						
West Midlands	7.25	6%	17.34	5%	1,153	5%
East of England	8.98	8%	29.77	9%	1,604	7%
East Midlands	7.14	6%	19.94	6%	1,107	5%
London	11.38	10%	24.36	7%	2,889	13%
North West	12.74	11%	36.04	10%	2,465	11%
North East	3.69	3%	10.70	3%	616	3%
South East	16.19	14%	43.70	13%	2,448	11%
South West	17.31	15%	62.67	18%	3,933	17%
Yorkshire & the Humber	9.45	8%	26.44	8%	1,728	8%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Accommodation						
Total Commercial Accommodation	68.10	60%	201.45	58%	17,854	79%
Serviced Rented Accommodation	46.87	41%	103.99	30%	12,259	54%
Hotel/Motel	40.47	35%	86.35	25%	10,667	47%
Guest House / B&B	6.09	5%	15.51	4%	1,471	6%
Self Catering Rented Accommodation (including Camping & Caravan)	23.85	21%	106.22	30%	5,658	25%
Camping and Caravan	14.91	13%	61.11	17%	2,339	10%
Self Catering Rented Accommodation (excluding Camping & Caravan)	8.97	8%	45.11	13%	3,319	15%
Own home/ friend's home / relative's home	41.38	36%	122.31	35%	3,923	17%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Transport Used						
<u>Total Public Transport</u>	23.82	21%	68.86	20%	5,485	24%
Train	16.25	14%	44.83	13%	3,682	16%
Regular bus\coach	2.79	2%	9.07	3%	435	2%
Organised coach tour	2.12	2%	7.25	2%	513	2%
Plane	2.29	2%	6.75	2%	796	4%
Boat\ship\ferry	0.37	0%	0.96	0%	59	0%
<u>Personal Transport</u>	90.31	79%	280.34	80%	17,188	76%
Car	86.16	75%	266.07	76%	16,442	72%
Car - owned	83.82	73%	259.37	74%	15,923	70%
Car - hired	2.34	2%	6.69	2%	518	2%
Other	4.15	4%	14.27	4%	746	3%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Month Trip Started						
January	5.53	5%	12.99	4%	945	4%
February	6.93	6%	17.39	5%	1,183	5%
March	6.96	6%	17.84	5%	1,183	6%
April	10.17	9%	30.72	9%	1,871	8%
May	11.27	10%	31.73	9%	2,100	9%
June	9.71	8%	29.67	8%	2,138	9%
July	12.28	11%	46.93	13%	2,809	12%
August	14.42	13%	56.19	16%	3,287	14%
September	9.38	8%	27.05	8%	2,046	9%
October	11.74	10%	31.02	9%	2,250	10%
November	5.30	5%	13.20	4%	1,056	5%
December	10.55	9%	34.81	10%	1,740	8%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
How Trip Booked						
Booked online	48.35	42%	143.53	41%	12,145	54%
Didn't book online	65.89	58%	206.02	59%	10,547	46%
Did not make any firm bookings before trip	44.10	39%	133.16	38%	5,347	24%
Firm booking	63.86	56%	195.50	56%	15,987	70%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	8.08	7%	21.06	6%	2,197	10%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	5.48	5%	20.57	6%	1,585	7%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	37.48	33%	112.65	32%	9,552	42%
Directly through a transport provider (e.g. rail, air, sea, coach)	9.74	9%	30.05	9%	2,116	9%
Directly through a Tourist Board or Tourist Information Centre	0.94	1%	3.13	1%	239	1%
Through some other source	6.92	6%	25.21	7%	1,664	7%
Don't know	6.29	6%	20.89	6%	1,358	6%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Activities Undertaken on Trip						
Just relaxing	34.58	30%	125.24	36%	7,324	32%
Sightseeing on foot	31.56	28%	119.43	34%	7,603	34%
Short walk\ stroll - up to 2 miles\ 1 hour	24.11	21%	96.01	27%	5,315	23%
Sightseeing by car	19.94	17%	88.85	25%	5,294	23%
Visiting a beach	14.27	12%	67.31	19%	3,416	15%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	14.11	12%	61.76	18%	3,514	15%
Centre based walking (i.e. around a city\town centre)	10.75	9%	40.47	12%	2,678	12%
Swimming (indoors or outdoors)	7.17	6%	32.84	9%	1,850	8%
Had a picnic or BBQ	7.16	6%	34.99	10%	1,784	8%
Visiting a museum	7.14	6%	31.04	9%	2,055	9%
Visiting a country park	7.14	6%	33.83	10%	1,803	8%
Visiting a castle\other historic site	6.65	6%	31.64	9%	1,993	9%
Visiting a cathedral, church, abbey or other religious building	6.56	6%	29.04	8%	1,918	8%
Visiting a historic house, stately home, palace	6.36	6%	30.16	9%	2,020	9%
Visiting a garden	6.02	5%	28.22	8%	1,691	7%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	5.93	5%	12.65	4%	1,060	5%

Special shopping for items you do not regularly buy	5.81	5%	21.86	6%	1,798	8%
Sunbathing	4.55	4%	24.45	7%	1,258	6%
Visting another type of attraction	4.41	4%	17.95	5%	1,082	5%
Viewing architecture and buildings	3.95	3%	18.13	5%	1,282	6%
Other sightseeing (e.g. on a coach, boat trip)	3.97	3%	17.95	5%	1,337	6%
Visiting a theme\amusement park	3.94	3%	15.55	4%	895	4%
Watching wildlife, bird watching	3.40	3%	17.95	5%	994	4%
Visiting an art gallery	3.39	3%	14.56	4%	1,045	5%
Going to the theatre	2.98	3%	11.31	3%	994	4%
Going to the cinema	2.89	3%	13.03	4%	629	3%
A live music concert	2.84	2%	9.01	3%	783	3%
Visiting a wildlife attraction\nature reserve	2.53	2%	12.45	4%	672	3%
Cycling - on a road\surfaced path	2.25	2%	11.93	3%	583	3%
Visiting an interpretation\visitor\heritage centre	2.18	2%	12.14	3%	691	3%
Visiting a scenic\historic railway	2.17	2%	12.06	3%	696	3%
Visiting a zoo\safari park	2.07	2%	10.14	3%	619	3%
Attending a food\local produce event (e.g. food festival, farmers market)	1.79	2%	7.90	2%	534	2%
Running, jogging, orienteering	1.77	2%	8.93	3%	439	2%
A music festival (e.g. Glastonbury)	1.76	2%	6.14	2%	531	2%

Watching other live sport (not on TV)	1.59	1%	4.40	1%	320	1%
Spa\beauty\health treatments	1.53	1%	4.56	1%	523	2%
Visiting an aquarium\sea life centre	1.51	1%	6.78	2%	418	2%
Canal\boating trips	1.50	1%	7.32	2%	588	3%
Attending an outdoor fair\exhibition\show (e.g gardening or agricultural show)	1.48	1%	5.59	2%	394	2%
Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	1.44	1%	7.00	2%	363	2%
Golf	1.42	1%	5.49	2%	384	2%
Other arts\cultural event\show	1.35	1%	5.21	1%	359	2%
Going on a guided tour - on foot, bus or other transport	1.34	1%	5.88	2%	435	2%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	1.23	1%	5.41	2%	320	1%
Watching a live football match (not on TV)	1.20	1%	4.36	1%	320	1%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	1.11	1%	4.41	1%	230	1%
Informal sport (e.g. cricket, rounders, football, skateboarding)	1.02	1%	4.27	1%	189	1%

Another arts\cultural festival (e.g. a book festival)	0.86	1%	3.45	1%	234	1%
Mountainbiking	0.73	1%	3.32	1%	177	1%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.70	1%	2.48	1%	276	1%
Horse riding, pony trekking	0.60	1%	2.98	1%	185	1%
Fishing - sea angling	0.59	1%	4.02	1%	151	1%
Motorsports	0.48	0%	1.16	1%	118	1%
Sailing\yachting	0.44	0%	2.40	1%	129	1%
Fishing - coarse fishing (still water\pike & perch)	0.43	0%	2.07	1%	88	0%
Fishing - game fishing (river\salmon)	0.42	0%	2.40	1%	154	1%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.36	0%	1.84	1%	88	0%
Field sports - hunting, shooting etc	0.33	0%	1.85	1%	62	0%
Genealogy\tracing ancestors	0.24	0%	1.08	0%	44	0%
Other watersports - motorised	0.20	0%	0.86	0%	45	0%
Snow sports (e.g. skiing, snowboarding)	0.08	0%	0.19	0%	12	0%
Any other single particular activity	9.23	8%	25.61	7%	1,766	8%
None	68.17	60%	176.74	51%	11,873	52%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions		Millions		Millions	
Lifecycle						
16-34, Unmarried, no children	14.24	12%	39.71	11%	2,504	11%
16-34, Married, no children	7.03	6%	18.43	5%	1,440	6%
16-34, Married or unmarried, with children	10.34	9%	31.00	9%	1,482	7%
35-54, Married or unmarried, no children	20.84	18%	57.18	16%	4,975	22%
35-54, Married or unmarried, with children	25.92	23%	77.15	22%	4,605	20%
55+	35.87	31%	126.07	36%	7,686	34%
Car						
Car in household	104.68	92%	315.56	90%	21,133	93%
No car in household	9.57	8%	33.99	10%	1,559	7%
Children						
With children	30.90	27%	107.48	31%	4,610	20%
No children	83.34	73%	242.07	69%	18,082	80%
Working						
Working full time	73.63	64%	202.68	58%	15,127	67%
Not working	40.62	36%	146.86	42%	7,565	33%
Marital Status						
Married	77.40	68%	236.26	68%	15,680	69%
Not married	36.84	32%	113.29	32%	7,011	31%

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	Millions	%	Millions	%	Millions	%
Social Grade						
AB	48.06	42%	140.39	40%	10,304	45%
C1	34.78	30%	105.56	30%	6,837	30%
C2	18.09	16%	59.26	17%	3,465	15%
DE	13.31	12%	44.34	13%	2,086	9%
Age						
16-24	12.75	11%	36.64	10%	2,113	9%
25-34	18.87	17%	52.51	15%	3,312	15%
35-44	23.21	20%	67.20	19%	4,400	19%
45-54	23.55	21%	67.14	19%	5,180	23%
55-64	18.07	16%	57.11	16%	4,024	18%
65+	17.80	16%	68.96	20%	3,661	16%