



## Millennials and Domestic Tourism

### Who are the millennials?

“Millennials” (or Generation Y) are the demographic cohort born between the early 1980’s to the early 2000’s. In the following analysis, we have focused on the age group 16 – 34 (born between 1980 and 1998). There are just over 15 million UK residents in this age group – or 31% of the adult population.

### Value to Domestic Tourism in England

In 2014, the 16-34 age group took 25.5 million domestic overnight trips in England, 28% of the total, spending £4.4 billion (24% of all spending on domestic overnight trips). They are relatively more important to the day visit market, taking over half a billion tourism day trips – or 40% of the total – with associated spending of £17.2 billion (38% of all spending on day visits).

	All Age Groups	Ages 16-34	Ages 16-34 (as % of total)
<b>Domestic Overnight Trips</b>			
Trips (millions)	92.61	25.51	28%
Spend (£ millions)	18,085	4,362	24%
<b>Day Visits</b>			
Trips (millions)	1,345	538	40%
Spend (£ millions)	45,101	17,190	38%



## Trip Type

### Overnight Travel

Visiting friends and relatives (VFR) is the highest volume trip purpose for this group, accounting for 44% of trips taken, while holiday trips account for 37%.

This is in contrast with the market as a whole, where holiday travel holds the largest share (44%) and VFR travel is relatively less important (39%).

	Total England	% of trips taken by all trip takers	Ages 16-34	% of trips taken by ages 16-34
<b>All Overnight Trips (millions)</b>	<b>92.61</b>	<b>100%</b>	<b>25.51</b>	<b>100%</b>
All Holidays	40.74	44%	9.49	37%
1-3 night holidays	26.47	29%	6.85	27%
4+ night holidays	14.27	15%	2.65	10%
Visiting Friends and Relatives	35.91	39%	11.34	44%
Business Travel	13.55	15%	3.94	15%

### Day Trips

VFR travel is also relatively more important to this age group within the day trip market, accounting for 25% of all the tourism day trips they take (23% of the total market). Nights out and going out for entertainment also account for a higher share of 16-34's day trip activity than for other age groups, whereas outdoor activities and meals out are relatively less important to them.

	Total England	% of trips taken by all trip takers	Ages 16-34	% of trips taken by ages 16-34
<b>All day trips, millions (selected activities)</b>	<b>1,345</b>	<b>100%</b>	<b>361</b>	<b>100%</b>
Visiting friends or family	313	23%	82	23%
Going out for a meal	131	10%	28	8%
Undertaking outdoor activities	100	7%	28	8%
General day out	109	8%	28	8%
Going on a night out	113	8%	27	7%



## Millennials on Holiday

When taking domestic holidays, this younger age group takes shorter breaks than the average, typically staying away for just 2.86 nights, compared to 3.37 nights across all age groups.

Although their total spend on a domestic break is lower than the average (£230 vs £247) they spend more per day (£80 vs £73).

Domestic Holidays	Total England	Ages 16-34
Average spend per trip	£247	£230
Average spend per night	£73	£80
Average trip length (nights)	3.37	2.86

Those in younger age groups are more likely to take their holidays in cities or large towns (34% vs. 31% for the total), particularly London (10% vs. 8%). Millennials are also more likely to travel by public transport (20% compared to 16%).

Those in younger age groups are more likely to book at the last minute (in the week before the trip 15% vs. 13%), and to book online (57% vs. 54%).

	% of trips taken by all trip takers	% of trips taken by ages 16-34
<b>Region visited</b>		
West Midlands	7%	6%
East of England	9%	8%
East Midlands	7%	7%
London	8%	10%
North West	17%	15%
North East	4%	4%
South East	15%	15%
South West	23%	22%
Yorkshire & the Humber	12%	13%



Cont.	% of trips taken by all trip takers	% of trips taken by ages 16-34
<b>Destination Type</b>		
Seaside	32%	32%
Large city/ large town	31%	34%
Small town	19%	16%
Countryside/ village	23%	19%
<b>Transport used</b>		
Public transport	16%	20%
Car	79%	76%
<b>When booked</b>		
More than six months before trip	7%	5%
Between 2 and 6 months before trip	26%	21%
About a month before trip	12%	13%
2-3 weeks before trip	13%	13%
In the week before trip	13%	15%
Same day / after setting off on trip	1%	1%
<b>How booked</b>		
Booked online	54%	57%
<i>On a laptop or desktop PC</i>	40%	42%
<i>On a smartphone</i>	3%	5%
<i>On a tablet</i>	8%	9%
<b>Activities undertaken</b>		
History & heritage	23%	16%
Arts, culture & entertainment	15%	15%
Parks and Gardens	14%	10%
Events, festivals and exhibitions	11%	11%
Outdoor activities (including long walks)	27%	24%
Visited beach	20%	20%
Special shopping	7%	6%
Live sport	3%	3%
Special personal event	3%	4%



## Trends

The period 2009-2013 saw increased volumes of holiday trip taking in England, though a sharp decline was recorded in 2014. However, trends in the younger age group have been much more variable, with significant uplifts in only two years, 2009 and 2012.

<b>Number of domestic holidays Millions</b>	<b>Total England</b>	<b>Ages 16-34</b>
2008	39.75	10.04
2009	47.01	12.07
2010	43.54	10.44
2011	46.16	10.76
2012	45.99	12.10
2013	44.93	10.63
2014	40.74	9.49
Annual average growth 2008-2014	1%	0%