

England Domestic Overnight Trips Summary - All Trip Purposes - 2015

How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight trips taken in England in 2015.

'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	102.73	100%	299.57	100%	19,571	100%
Holidays	43.72	43%	146.49	49%	10,725	55%
Holidays 1-3 nights	29.18	28%	56.49	19%	5,854	30%
Holidays 4+ nights	14.54	14%	90	30%	4,871	25%
Visits to Friends and Relatives	40.55	39%	111.68	37%	4,655	24%
Business	13.87	14%	30.13	10%	3,339	17%
Other	4.35	4%	10.77	4%	811	4%
Destination type						
Seaside	19.36	19%	71.34	24%	4,354	22%
Large city/ large town	43.97	43%	104.03	35%	8,421	43%
Small town	22.11	22%	61.11	20%	3,411	17%
Countryside/ village	19.9	19%	61.95	21%	3,349	17%
Regions visited						
West Midlands	8.83	9%	20.99	7%	1,454	7%
East of England	9.73	9%	28.22	9%	1,630	8%
East Midlands	8.02	8%	21.76	7%	1,146	6%
London	12.94	13%	30.16	10%	3,080	16%
North West	13.55	13%	36.82	12%	2,555	13%
North East	3.84	4%	11.38	4%	710	4%
South East	16.8	16%	45.6	15%	2,572	13%
South West	19.68	19%	72.26	24%	4,434	23%
Yorkshire & the Humber	11.32	11%	30.88	10%	1,922	10%

All trip purposes - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Accommodation						
Total Commercial Accommodation	59.77	58%	167.39	56%	14,955	76%
Serviced Rented Accommodation	41.31	40%	86.86	29%	10,366	53%
Hotel/Motel	35.13	34%	71.31	24%	8,907	46%
Guest House / B&B	5.9	6%	13.62	5%	1,325	7%
Self Catering Rented Accommodation (including Camping & Caravan)	17.08	17%	74.69	25%	4,240	22%
Camping and Caravan	11.65	11%	48	16%	1,803	9%
Self Catering Rented Accommodation (excluding Camping & Caravan)	7.43	7%	34.54	12%	2,704	14%
Own home/ friend's home / relative's home	41.68	41%	122.67	41%	4,088	21%

All trip purposes - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Transport Used						
<u>Total Public Transport</u>	22.33	22%	64.18	21%	4,740	24%
Train	16.05	16%	45.98	15%	3,397	17%
Regular bus\coach	2.41	2%	7	2%	384	2%
Organised coach tour	1.53	1%	4.66	2%	334	2%
Plane	2.04	2%	5.48	2%	566	3%
Boat\ship\ferry	0.31	0%	1.05	0%	60	0%
<u>Personal Transport</u>	80.22	78%	234.94	78%	14,790	76%
Car	76.36	74%	223.76	75%	14,026	72%
Car - owned	74.76	73%	219.45	73%	13,645	70%
Car - hired	1.6	2%	4.31	1%	381	2%
Other	4.35	4%	10.77	4%	811	4%

All trip purposes - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Month Trip Started						
January	5.91	6%	13.84	5%	1,000	5%
February	6.65	6%	15.28	5%	1,090	6%
March	7.12	7%	19.64	7%	1,368	7%
April	9	9%	25.29	8%	1,530	8%
May	9.91	10%	27.76	9%	1,883	10%
June	8.4	8%	24.25	8%	1,748	9%
July	11.11	11%	38.38	13%	2,350	12%
August	11.93	12%	43.1	14%	2,558	13%
September	7.85	8%	23.68	8%	1,737	9%
October	8.21	8%	22.07	7%	1,466	7%
November	5.96	6%	13.06	4%	1,161	6%
December	10.69	10%	33.23	11%	1,679	9%

All trip purposes - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
How Trip Booked						
Booked online	44.08	43%	126.95	42%	10,533	54%
Didn't book online	58.65	57%	172.62	58%	9,038	46%
Did not make any firm bookings before trip	38.97	38%	111.27	37%	4,551	23%
Firm booking	58.12	57%	170.89	57%	13,895	71%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	7.67	7%	18.66	6%	1,981	10%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	4.15	4%	17.01	6%	1,291	7%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	32.48	32%	91.95	31%	7,811	40%
Directly through a transport provider (e.g. rail, air, sea, coach)	9.77	10%	29.1	10%	2,037	10%
Directly through a Tourist Board or Tourist Information Centre	0.83	1%	3.17	1%	239	1%
Through some other source	7.62	7%	25.91	9%	1,677	9%
Don't know	0.24	0%	0.5	0%	40	0%

All trip purposes - England	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
Activities Undertaken on Trip						
Just relaxing	32.82	32%	111.72	37%	6,735	34%
Sightseeing on foot	25.33	25%	94.22	31%	6,353	32%
Short walk\ stroll - up to 2 miles\ 1 hour	21.67	21%	79.36	26%	4,695	24%
Sightseeing by car	12.57	12%	54.87	18%	3,351	17%
Visiting a beach	11.22	11%	52.34	17%	2,958	15%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	12.32	12%	50.48	17%	2,931	15%
Centre based walking (i.e. around a city\town centre)	8.67	8%	31.93	11%	2,135	11%
Visiting a museum	6.47	6%	26.54	9%	1,848	9%
Had a picnic or BBQ	5.6	5%	26.88	9%	1,300	7%
Visiting a country park	6.03	6%	26.89	9%	1,513	8%
Visiting a historic house, stately home, palace	5.24	5%	24.68	8%	1,552	8%
Visiting a cathedral, church, abbey or other religious building	4.55	4%	19.05	6%	1,365	7%
Swimming (indoors or outdoors)	5.68	6%	25.02	8%	1,533	8%
Visiting a garden	4.73	5%	21.27	7%	1,322	7%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	4.84	5%	11.39	4%	851	4%
Special shopping for items you do not regularly buy	3.6	4%	12.73	4%	1,126	6%

Visiting a castle\other historic site	4.47	4%	20.8	7%	1,331	7%
Visting another type of attraction	4.12	4%	14.53	5%	1,031	5%
Sunbathing	2.98	3%	16.17	5%	870	4%
Visiting a theme\amusement park	3.76	4%	14.99	5%	858	4%
Viewing architecture and buildings	4.11	4%	17.57	6%	1,372	7%
Other sightseeing (e.g. on a coach, boat trip)	3.09	3%	11.64	4%	905	5%
Visiting an art gallery	2.65	3%	9.82	3%	919	5%
Going to the theatre	2.7	3%	8.18	3%	891	5%
Watching wildlife, bird watching	2.76	3%	12.45	4%	684	3%
Going to the cinema	2.93	3%	13.31	4%	777	4%
A live music concert	3.26	3%	9.3	3%	838	4%
Cycling - on a road\surfaced path	1.93	2%	8.73	3%	554	3%
Visiting a wildlife attraction\ nature reserve	2.89	3%	13.25	4%	792	4%
Visiting a zoo\safari park	2.03	2%	9.45	3%	464	2%
A music festival (e.g. Glastonbury)	1.41	1%	4.33	1%	402	2%
Visiting an interpretation\visitor\ heritage centre	1.31	1%	6.06	2%	454	2%
Attending a food\local produce event (e.g. food festival, farmers market)	2.5	2%	9.82	3%	736	4%
Visiting a scenic\historic railway	1.94	2%	9.33	3%	576	3%
Running, jogging, orienteering	1.75	2%	7.74	3%	487	2%
Spalbeauty\health treatments	1.16	1%	3.31	1%	468	2%

Visiting an aquarium\sea life centre	1.47	1%	7.02	2%	436	2%
Attending an outdoor fair\exhibition\show (e.g gardening or agricultural show)	1.52	1%	6.07	2%	377	2%
Canal\boating trips	1.2	1%	5.71	2%	501	3%
Watching other live sport (not on TV)	1.29	1%	3.59	1%	323	2%
Other arts\cultural event\show	1.15	1%	3.72	1%	318	2%
Golf	1	1%	3.96	1%	263	1%
Watching a live football match (not on TV)	1.3	1%	5.33	2%	312	2%
Going on a guided tour - on foot, bus or other transport	1.33	1%	4.43	1%	368	2%
Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	0.8	1%	3.4	1%	232	1%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.99	1%	4.56	2%	309	2%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	1.23	1%	4.78	2%	344	2%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.96	1%	4.7	2%	206	1%
Another arts\cultural festival (e.g. a book festival)	0.8	1%	3.01	1%	258	1%

An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	1.02	1%	2.96	1%	274	1%
Horse riding, pony trekking	0.5	0%	2.48	1%	129	1%
Mountainbiking	0.45	0%	2.18	1%	140	1%
Motorsports	0.54	1%	1.49	0%	105	1%
Sailing/yachting	0.48	0%	1.95	1%	98	1%
Fishing - sea angling	0.25	0%	1.34	0%	96	0%
Fishing - coarse fishing (still water\pike & perch)	0.44	0%	2.11	1%	134	1%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.6	1%	2.02	1%	169	1%
Field sports - hunting, shooting etc	0.41	0%	1.7	1%	152	1%
Fishing - game fishing (river\salmn)	0.11	0%	0.34	0%	23	0%
Genealogy/tracing ancestors	0.17	0%	0.95	0%	31	0%
Other watersports - motorised	0.24	0%	1.12	0%	83	0%
Snow sports (e.g. skiing, snowboarding)	0.02	0%	0.05	0%	3	0%
Any other single particular activity	9.41	9%	23.61	8%	1,700	9%
None	0.41	0%	1.48	0%	68	0%

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Lifecycle						
16-34, Unmarried, no children	13.83	13%	42.32	14%	2,565	13%
16-34, Married, no children	6.27	6%	16.58	6%	1,124	6%
16-34, Married or unmarried, with children	9.3	9%	26.18	9%	1,308	7%
35-54, Married or unmarried, no children	18.1	18%	47.13	16%	4,270	22%
35-54, Married or unmarried, with children	22.72	22%	63.72	21%	3,819	20%
55+	32.51	32%	103.65	35%	6,485	33%
Car	76.36	74%	223.76	75%	14,026	72%
Car in household	93.96	91%	269.1	90%	18,125	93%
No car in household	8.77	9%	30.47	10%	1,446	7%
Children						
With children	32.91	32%	92.52	31%	5,299	27%
No children	69.82	68%	207.05	69%	14,272	73%
Working						
Working full time	66.53	65%	177	59%	13,227	68%
Not working	36.2	35%	122.57	41%	6,344	32%
Marital Status						
Married	69.66	68%	198.91	66%	13,318	68%
Not married	33.07	32%	100.66	34%	6,253	32%

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Social Grade						
AB	45.25	44%	126.24	42%	9,365	48%
C1	30.25	29%	87.78	29%	5,485	28%
C2	15.58	15%	47.71	16%	2,793	14%
DE	11.64	11%	37.84	13%	1,928	10%
Age						
16-24	11.75	11%	37.86	13%	1,950	10%
25-34	17.66	17%	47.21	16%	3,047	16%
35-44	19.58	19%	54.08	18%	3,607	18%
45-54	21.24	21%	56.77	19%	4,481	23%
55-64	15.94	16%	45.99	15%	3,359	17%
65+	16.57	16%	57.66	19%	3,126	16%