

## Great Britain Domestic Overnight Trips Summary - All Trip Purposes - 2015

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### How to read these tables

The below tables summarise trip characteristics and demographics of travellers for domestic overnight trips taken in Great Britain 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 - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Purpose of trip</b>						
All trip purposes	124.43	100%	377.1	100%	24,825	100%
Holidays	55.96	45%	194.63	52%	14,171	57%
Holidays 1-3 nights	36.53	29%	71.84	19%	7,378	30%
Holidays 4+ nights	19.43	16%	122.79	33%	6,793	27%
Visits to Friends and Relatives	46.55	37%	131.34	35%	5,646	23%
Business	16.49	13%	37.64	10%	4,013	16%
Other	5.16	4%	12.91	3%	950	4%
<b>Destination type</b>						
Seaside	24.87	20%	92.43	25%	5,514	22%
Large city/ large town	50.75	41%	122.77	33%	10,240	41%
Small town	27.5	22%	80.65	21%	4,495	18%
Countryside/ village	24.58	20%	79.94	21%	4,519	18%
<b>Regions visited</b>						
West Midlands	8.83	7%	20.99	6%	1,454	6%
East of England	9.73	8%	28.22	7%	1,630	7%
East Midlands	8.02	6%	21.76	6%	1,146	5%
London	12.94	10%	30.16	8%	3,080	12%
North West	13.55	11%	36.82	10%	2,555	10%
North East	3.84	3%	11.38	3%	710	3%
South East	16.8	14%	45.6	12%	2,572	10%
South West	19.68	16%	72.26	19%	4,434	18%
Yorkshire & the Humber	11.32	9%	30.88	8%	1,922	8%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Accommodation</b>						
Total Commercial Accommodation	73.46	59%	214.53	57%	18,975	76%
Serviced Rented Accommodation	49.56	40%	107.62	29%	12,805	52%
Hotel/Motel	41.82	34%	87.33	23%	10,904	44%
Guest House / B&B	7.34	6%	17.46	5%	1,695	7%
Self Catering Rented Accommodation (including Camping & Caravan)	22.15	18%	99.81	26%	5,730	23%
Camping and Caravan	15.39	12%	64.65	17%	2,492	10%
Self Catering Rented Accommodation (excluding Camping & Caravan)	9.91	8%	48.15	13%	3,663	15%
Own home/ friend's home / relative's home	49.42	40%	150.24	40%	5,142	21%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Transport Used</b>						
<u>Total Public Transport</u>	27.32	22%	80.93	21%	6,122	25%
Train	18.62	15%	54.76	15%	4,058	16%
Regular bus\coach	3.18	3%	9.08	2%	499	2%
Organised coach tour	1.96	2%	6.08	2%	452	2%
Plane	3.21	3%	9.88	3%	1,038	4%
Boat\ship\ferry	0.35	0%	1.14	0%	76	0%
<u>Personal Transport</u>	96.93	78%	295.64	78%	18,655	75%
Car	92.24	74%	281.35	75%	17,750	72%
Car - owned	90.28	73%	275.42	73%	17,238	69%
Car - hired	1.95	2%	5.93	2%	512	2%
Other	5.16	4%	12.91	3%	950	4%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Month Trip Started</b>						
January	6.95	6%	16.69	4%	1,233	5%
February	7.83	6%	18.42	5%	1,328	5%
March	8.84	7%	24.79	7%	1,769	7%
April	10.96	9%	32.57	9%	2,020	8%
May	11.97	10%	35.69	9%	2,426	10%
June	10.27	8%	31.05	8%	2,173	9%
July	13.7	11%	49	13%	3,037	12%
August	14.8	12%	55.94	15%	3,318	13%
September	9.46	8%	29.47	8%	2,195	9%
October	9.97	8%	27.57	7%	1,827	7%
November	7.2	6%	16.39	4%	1,443	6%
December	12.49	10%	39.54	10%	2,057	8%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>How Trip Booked</b>						
Booked online	53.34	43%	160.27	43%	13,430	54%
Didn't book online	71.09	57%	216.83	57%	11,395	46%
Did not make any firm bookings before trip	46.86	38%	138.24	37%	5,666	23%
Firm booking	70.4	57%	216.5	57%	17,730	71%
Through a high street or on-line travel agent (e.g Thomas Cook, Expedia)	9.24	7%	23.94	6%	2,495	10%
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	5.24	4%	22.18	6%	1,678	7%
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	38.96	31%	115.6	31%	9,962	40%
Directly through a transport provider (e.g. rail, air, sea, coach)	11.93	10%	37.02	10%	2,655	11%
Directly through a Tourist Board or Tourist Information Centre	1.01	1%	4.13	1%	306	1%
Through some other source	9.22	7%	32.74	9%	2,148	9%
Don't know	0.26	0%	0.58	0%	45	0%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions	%	Millions	%	Millions	%
<b>Activities Undertaken on Trip</b>						
Just relaxing	40.7	33%	143.6	38%	8,638	35%
Sightseeing on foot	32.55	26%	125.59	33%	8,414	34%
Short walk\ stroll - up to 2 miles\ 1 hour	27.21	22%	104.29	28%	6,226	25%
Sightseeing by car	17.2	14%	77.49	21%	4,715	19%
Visiting a beach	14.91	12%	69.97	19%	3,839	15%
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	16.52	13%	69.93	19%	4,239	17%
Centre based walking (i.e. around a city\town centre)	10.55	8%	39.36	10%	2,715	11%
Swimming (indoors or outdoors)	6.9	6%	30.51	8%	1,864	8%
Had a picnic or BBQ	7.07	6%	34.56	9%	1,691	7%
Visiting a museum	8.16	7%	34.25	9%	2,396	10%
Visiting a country park	7.58	6%	33.47	9%	2,000	8%
Visiting a castle\other historic site	6.81	5%	32.94	9%	2,241	9%
Visiting a cathedral, church, abbey or other religious building	5.89	5%	25.5	7%	1,894	8%
Visiting a historic house, stately home, palace	6.5	5%	32.1	9%	2,110	8%
Visiting a garden	5.98	5%	28.31	8%	1,768	7%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	5.59	4%	13.63	4%	1,097	4%

Special shopping for items you do not regularly buy	4.45	4%	15.81	4%	1,459	6%
Sunbathing	3.94	3%	21.37	6%	1,093	4%
Visting another type of attraction	5.04	4%	18.36	5%	1,331	5%
Viewing architecture and buildings	5.33	4%	23.4	6%	1,839	7%
Other sightseeing (e.g. on a coach, boat trip)	3.94	3%	15.29	4%	1,241	5%
Visiting a theme\amusement park	4.27	3%	17.35	5%	981	4%
Watching wildlife, bird watching	3.71	3%	17.79	5%	982	4%
Visiting an art gallery	3.42	3%	14.12	4%	1,254	5%
Going to the theatre	3.1	2%	10.04	3%	1,012	4%
Going to the cinema	3.53	3%	16.6	4%	931	4%
A live music concert	3.86	3%	11.48	3%	1,013	4%
Visiting a wildlife attraction\ nature reserve	3.66	3%	17.53	5%	1,090	4%
Cycling - on a road\surfaced path	2.41	2%	11.2	3%	664	3%
Visiting an interpretation\visitor\heritage centre	1.91	2%	9.5	3%	715	3%
Visiting a scenic\historic railway	2.48	2%	12.69	3%	791	3%
Visiting a zoo\safari park	2.62	2%	12.44	3%	658	3%
Attending a food\local produce event (e.g. food festival, farmers market)	3.03	2%	12.29	3%	878	4%
Running, jogging, orienteering	2.09	2%	9.16	2%	595	2%
A music festival (e.g. Glastonbury)	1.64	1%	5.58	1%	503	2%



Watching other live sport (not on TV)	1.56	1%	4.42	1%	408	2%
Spa\beauty\health treatments	1.48	1%	4.28	1%	589	2%
Visiting an aquarium\sea life centre	1.63	1%	7.98	2%	479	2%
Canal\boating trips	1.44	1%	7.22	2%	604	2%
Attending an outdoor fair\exhibition\show (e.g gardening or agricultural show)	1.85	1%	7.23	2%	488	2%
Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)	1.01	1%	4.76	1%	305	1%
Golf	1.37	1%	5.61	1%	376	2%
Other arts\cultural event\show	1.43	1%	4.93	1%	406	2%
Going on a guided tour - on foot, bus or other transport	1.69	1%	6.11	2%	525	2%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	1.24	1%	5.73	2%	367	1%
Watching a live football match (not on TV)	1.57	1%	6.49	2%	395	2%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	1.45	1%	5.81	2%	407	2%
Informal sport (e.g. cricket, rounders, football, skateboarding)	1.16	1%	5.34	1%	239	1%

Another arts\cultural festival (e.g. a book festival)	1.05	1%	3.93	1%	339	1%
Mountainbiking	0.61	0%	3.02	1%	216	1%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	1.28	1%	3.65	1%	331	1%
Horse riding, pony trekking	0.64	1%	3	1%	146	1%
Fishing - sea angling	0.43	0%	2.06	1%	131	1%
Motorsports	0.64	1%	1.91	1%	128	1%
Sailing\yachting	0.56	0%	2.36	1%	132	1%
Fishing - coarse fishing (still water\pike & perch)	0.51	0%	2.33	1%	148	1%
Fishing - game fishing (river\salmon)	0.2	0%	0.88	0%	39	0%
Organised adventure sports (whitewater rafting\sphering\canyoning\gorge walking)	0.68	1%	2.5	1%	201	1%
Field sports - hunting, shooting etc	0.48	0%	2.06	1%	158	1%
Genealogy\tracing ancestors	0.21	0%	1.06	0%	57	0%
Other watersports - motorised	0.28	0%	1.23	0%	103	0%
Snow sports (e.g. skiing, snowboarding)	0.04	0%	0.11	0%	15	0%
Any other single particular activity	11.1	9%	29.03	8%	2,052	8%
None	0.41	0%	1.48	0%	68	0%

All trip purposes - GB	Trips	% of Trips	Nights	% of Nights	Spend	% of Spend
	Millions		Millions		Millions	
<b>Lifecycle</b>						
16-34, Unmarried, no children	16.42	13%	50.92	14%	3,178	13%
16-34, Married, no children	7.51	6%	20.22	5%	1,414	6%
16-34, Married or unmarried, with children	11.07	9%	31.95	8%	1,652	7%
35-54, Married or unmarried, no children	22.12	18%	59.98	16%	5,416	22%
35-54, Married or unmarried, with children	27.25	22%	79.94	21%	4,696	19%
55+	40.06	32%	134.09	36%	8,469	34%
<b>Car</b>	92.24	74%	281.35	75%	17,750	72%
Car in household	113.8	91%	339.32	90%	23,032	93%
No car in household	10.62	9%	37.78	10%	1,793	7%
<b>Children</b>						
With children	39.45	32%	115.51	31%	6,578	26%
No children	84.97	68%	261.59	69%	18,247	74%
<b>Working</b>						
Working full time	80.21	64%	221.26	59%	16,622	67%
Not working	44.22	36%	155.84	41%	8,203	33%
<b>Marital Status</b>						
Married	84.64	68%	252.86	67%	16,975	68%
Not married	39.79	32%	124.24	33%	7,850	32%

All trip purposes - GB	<b>Trips</b>	<b>% of Trips</b>	<b>Nights</b>	<b>% of Nights</b>	<b>Spend</b>	<b>% of Spend</b>
	Millions	%	Millions	%	Millions	%
<b>Social Grade</b>						
AB	54.25	44%	158.1	42%	11,725	47%
C1	36.44	29%	109.23	29%	6,953	28%
C2	19.55	16%	62.83	17%	3,797	15%
DE	14.19	11%	46.94	12%	2,350	9%
<b>Age</b>						
16-24	13.88	11%	44.73	12%	2,387	10%
25-34	21.12	17%	58.36	15%	3,857	16%
35-44	23.91	19%	69.44	18%	4,576	18%
45-54	25.46	20%	70.48	19%	5,536	22%
55-64	19.79	16%	59.9	16%	4,385	18%
65+	20.27	16%	74.19	20%	4,084	16%