

The GB Tourist

Statistics 2015



GB Tourist 2015

Volumes and Values of Domestic Tourism in Great Britain – 2015

Tourism by residents of Great Britain in 2015: this report presents the principal findings of the Great Britain Tourism Survey (GBTS). This survey replaces the previous United Kingdom Tourism Survey (UKTS).

GBTS is jointly sponsored by VisitEngland, VisitScotland and Visit Wales (the Tourism Department of the Welsh Government).

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Introduction

This report is the twenty-seventh in an annual series, published to present statistical information on the volume and value of domestic tourism. Prior to 2011, this had focussed on tourism undertaken by the resident population of the United Kingdom to destinations within the UK and the Republic of Ireland. However, since 2011 the scope has covered only the resident populations of Great Britain (England, Scotland and Wales) and trips within these jurisdictions. Northern Ireland data is collected in a separate survey by Northern Ireland Tourist Board.

Consequently, special care must be taken when interpreting trends in domestic tourism to ensure that a consistent base is used throughout. In this case, all pre-2010 data has been recalculated to exclude Northern Ireland as a destination and also to exclude all tourism into Great Britain by Northern Irish residents from the analysis. This provides a consistent basis for trend analysis but means that the data published for 2006-2010 in this report is different from that published in previous editions of 'The UK Tourist', prior to 2011.

All information in the 2015 report comes from a face-to-face interview survey commissioned jointly by the national tourist boards, VisitEngland (VE), VisitScotland (VS) and Visit Wales (the Tourism Department of the Welsh Government). The joint survey is called the Great Britain Tourism Survey (GBTS).

Under its previous guise of the United Kingdom Tourism Survey (UKTS), this was first conducted in 1989 and replaced earlier surveys which the national tourist boards had used to obtain estimates of domestic tourism volume and value. Until 1999, the survey was based on in-home interviews with adults, mainly using a random omnibus survey conducted by NOP Research Group. This survey vehicle for UKTS was discontinued at the end of 1999. A review was then undertaken to select a new research methodology, while maintaining a high degree of consistency in the key principles of the survey design.

In 1999, a five-year contract covering the period 2000-2004 was awarded to BMRB International and in 2000, UKTS switched to a new research methodology based on telephone interviews using random digit dialling. By 2003 and 2004 however, significant concerns were being expressed relating to the UKTS derived data on domestic tourism. Following a further extensive review, UKTS returned to the previous (pre-2000) methodology for measuring the volume and value of domestic overnight trips: face-to-face interviews conducted in-home. TNS was appointed to undertake the survey from May 2005 and for the period 2006 – 2010. The sponsors (the various UK national tourism organisations) concluded that the approach proposed by TNS would yield a more representative sample of the UK population by using a proven face-to-face interview approach instead of the previous random digit dialling telephone approach.

In 2010, TNS was re-appointed to undertake the survey for a further five years from 2011-2015. With the removal of Northern Irish residents and Northern Ireland as a destination from the scope, the survey was re-launched as the Great Britain Tourism Survey. The approach remains identical to UKTS 2006-10 however:

- 100,000 face-to-face interviews per annum, conducted in-home, more than twice the sample size featured in the previous telephone based survey methodology
- A weekly sample size of around 2,000 adults aged 16 years or over – representative of the GB population in relation to various demographic characteristics including gender, age group, socio-economic group, and geographical location
- Respondents are asked about any overnight trips taken in the last four weeks, as opposed to a 12-weeks' recall period (covering the three preceding calendar months) under the previous methodology

- The questions were first added to TNS's Omnibus survey on 4th May 2005 and the survey outputs provide continuous data from May 2005 for total number of trips, nights spent, breakdown of expenditure, purpose of trip, accommodation used and party composition on each trip by destination

Because of these changes in methodology, the GBTS/UKTS results gathered since 2005 are not comparable with those from previous years. In addition, given that the survey fieldwork did not begin until May 2005, no survey data was collected for the first four months of the year, January-April. Consequently, the survey data for 2005 is 'part-year' in nature – only covering the May-December period. Comparative data is therefore restricted to 2006 only. All of the 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014 and 2015 data covers the full 12-month period, allowing for valid comparison.

Objectives

The first objective of GBTS is to provide measurements of tourism by residents of GB, in terms of both volume and value. The second is to collect details of the trips taken and of the people taking them.

These objectives extend to:

- Tourism by people of any age. The core survey is based on adults but collects details of all adults and children present on the trip
- Tourism for any purpose. Although the report places considerable emphasis on the important holiday sector, this is not just a holiday survey. Also included within the scope is tourism for the purpose of visiting friends and relatives, for work or business purposes, conferences and exhibitions, or indeed almost any other purpose
- Day excursion trips, not involving an overnight stay away from home, are not covered by the survey at all
- Tourism to any part of GB, using any accommodation type

GBTS is designed as a continuous measurement of the volume and value of domestic tourism by residents of GB, in such a way as to provide absolute estimates at any point in its currency and relative change over time. Three separate but associated measurements are required from the survey:

- The number of trips (including child trips) taken by GB residents
- The number of bednights (including child nights) spent away from home on these trips
- The value of spending on those trips

In summary, for the purposes of this survey, tourism is taken to be any journey away from home lasting one or more nights, to any destination within GB, by any mode of transport, for any purpose, and staying in any type of accommodation. These topics of destination, purpose, mode of transport, accommodation type and many others, are included in the information collected by the survey, in order to provide meaningful analysis and descriptions of the volume and value estimates.

Using previous methodologies, an upper limit of 60 days was applied to the number of nights spent away from home to qualify as a tourism trip. As respondents are now asked about trips returned from in the four weeks prior to interview, this upper limit is now redundant and no longer applied.

It is worth noting that despite this, results are reported on the basis of the start date of the trip.

Scope of this report

This document is intended to provide all of the information necessary to form an overview of the total GB domestic overnight tourism market. The reader will therefore find details of familiar subjects such as purpose, destination, accommodation, transport and month of trip. Also included are other subjects such as methods of booking or arranging travel and details of the types of location stayed at while away from home.

Inevitably, a publication of this size is selective. The 'core' results of each year's GBTS run into thousands of pages of computer tabulations, which are held by the sponsoring boards. Beyond these core tabulations, further computer analysis can provide – subject to technical limitations – any permutation of any number of parameters contained in the survey, in order to produce data on specific market sectors not already analysed. Survey results not published in this report are available from any of the sponsoring boards. Further information and details of costing can be obtained from any of the survey sponsors, at the addresses shown at the back of this report.

For 2011 to 2015, a similar report has been produced from the Great Britain Day Visits Survey (GBDVS) covering same-day tourism. For comparability and consistency, results have been presented in a similar format in both the 'GB Tourist' and the 'GB Day Visitor'.

Survey method

The GBTS survey is conducted continuously throughout the year, using face-to-face Computer Assisted Personal Interviewing or CAPI, as part of TNS's in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within GB. Respondents are asked whether they have taken trips in Britain in the previous four calendar weeks that involved at least one night away from home.

When such trips are identified, further questions are asked about a maximum of three trips – the most recent three trips – with a core set of questions for all three trips and additional questions for the most recent trip. The questionnaire is thus designed to maximise accuracy of recall, whilst minimising the task for those who have undertaken more than one trip.

The requirement is for a complete dataset for each of the three most recent trips. Therefore, some imputation is necessary and that imputation covers data not collected, or otherwise missing.

The results are reported in terms of total GB population values. Therefore the data are weighted to correct for differences between the sample distribution and that of the population and also to gross the sample values up to the total population.

Reporting periods are defined in terms of groups of weeks. Results published from the data are for trips that started in each calendar month.

The sample design is based on a master sample frame which divides GB into 600 sample points, with a further five sample points north of the Caledonian Canal. The TNS omnibus survey operates using two sets of points which are used on alternate weeks. Each set consists of 162 points within GB. These sets of points are further split into four levels of 118, 133, 152 and 162 which are used depending on the interview length. Sampling points are selected after stratification by Government Office Region and Social Grade. Each sample point is divided into geographical halves. Selected addresses from the point are taken from one half the first time it is used and from the other half when it is next used. This provides for de-clustering or geographical dispersion week on week. Within each point, 130-200 addresses are issued

from the Postal Address File and these consist of one or more Output Area. Depending on the interview length, a target to achieve an adult sample of 13 to 18 completed interviews is set (12 to 15 in London).

Interviewer assignments are conducted over two days of fieldwork and are carried out on weekdays between 2pm-8pm and/or at the weekend. Interviewers are issued with quota targets based on gender, working status and presence of children. All interviewers must leave three addresses between each successful interview.

On average 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing is not normally conducted during the two weeks either side of Christmas. The weighting procedures are amended to compensate for these missing weeks.

It was decided to retain the question wording used in UKTS from 2005-2010 to ensure consistency of data collection (see below). However, subsequent trip details are only collected for trips taken within GB in the preceding four weeks. The questionnaire reads:

"We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.

Q1. Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?

In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom.

The four weeks we are talking about are from Monday (day/month) through to last Sunday (day/month).

Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip."

It should be noted that although the questionnaire (at Q.1) clarifies to the respondent that the Channel Islands and Isle of Man are included within the United Kingdom, all parties involved with the survey are aware that these islands have federacy status and are not part of the United Kingdom.

The change in the method of data collection from telephone interviewing to an in-home face-to-face approach utilising TNS's weekly Omnibus survey in May 2005, necessitated a review of the questionnaire to adapt it for CAPI use. In addition, the client group was keen to rationalise the length of the questionnaire and remove questions no longer deemed essential.

This report

Section 1.1 – 2015 general trends – this section interprets some of the key differences in domestic tourism in 2015 when compared to 2014.

Section 1.2 – 2015 full year summary – an in-depth summary of domestic tourism during 2015.

Section 1.3 – 2011-2015 trends in domestic tourism – this section focuses on trends during the previous five years, examining GB holiday, visiting friends and relatives (VFR) and business tourism. Also included within this section are the following:

- Trends in expenditure over the period, including a detailed breakdown of expenditure by the different spend categories of a trip i.e. accommodation, travel etc.
- GB holidays by lifestage – this section looks at domestic holidays in Britain during the 2010-2015 time period, when analysed by different lifestage segments (Families, Empty Nesters etc.)
- All spend figures quoted throughout the report are presented as historic prices and do not take inflation into account, with the exception of tables 1.1.1 to 1.1.4, where the spend figures have been adjusted to account for inflation

Section 2

A much more in-depth understanding of the characteristics of domestic tourism in GB.

The GBTS reports in terms of trips, nights and spending:

- Trips are trips or journeys away from home involving an overnight stay, taken by adults aged 16 and over and accompanying children aged up to 15. It should be noted that each adult or child present on the trip counts as a trip. Thus a family of two adults and two children taking a trip away would count as four trips
- Bednights 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 two adults and two children taking a three night trip away from home would count as 12 bednights
- Spending 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
- Two further points about spending may be helpful:
 - average expenditure per night is calculated by dividing the total trip costs by the number of nights. The total trip costs include those which are paid in advance of the trip (such as travel and inclusive package trip charges) as well as costs incurred on a daily or nightly basis during the trip
 - analysis of expenditure by country of destination allocates all trip costs to the country of destination, although in reality some of these costs may be paid in the country of residence rather than the country of destination

For simplicity, absolute volumes and values have been rounded. The degree of rounding is generally self-evident in the tables, but where appropriate, an explanatory note has been added for clarity. The appendix contains a detailed set of definitions of terms used in the report.

Part 1 – Interpretation

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Part 1 – Interpretation

Section 1.1 – 2015 general trends

Tourism in Great Britain in 2015

The tables below and overleaf shows that during 2015 the overall volume of trips taken in GB increased by +9% to 124.4 million. The number of bednights spent during GB trips in 2015 increased by +8% to 377.1 million. Expenditure on GB overnight trips also rose during 2015, increasing by +9% to £24.8bn. The volume of holiday trips has risen +6% since 2014, to 56.0m, while visits to friends and relatives increased by +10% to 46.6 million. The volume of business trips taken during 2015 has increased by +4% compared to 2014, rising to 16.5 million trips.

All domestic overnight tourism

	Trips			Bednights			Expenditure		
	2014	2015	% change	2014	2015	% change	2014	2015	% change
GB	114.2m	124.4m	+9%	349.5m	377.1m	+8%	£22.7bn	£24.8bn	+9%
England	92.6m	102.7m	+11%	272.9m	299.6m	+10%	£18.1bn	£19.6bn	+8%
Scotland	12.5m	12.0m	-4%	41.6m	41.3m	-1%	£2.9bn	£3.3bn	+14%
Wales	10.0m	10.4m	+4%	35.1m	36.2m	+3%	£1.7bn	£2.0bn	+14%

Holiday tourism

	Trips			Bednights			Expenditure		
	2014	2015	% change	2014	2015	% change	2014	2015	% change
GB	52.9m	56.0m	+6%	184.8m	194.6m	+5%	£13.1bn	£14.2bn	+8%
England	40.7m	43.7m	+7%	137.3m	146.5m	+7%	£10.1bn	£10.7bn	+7%
Scotland	6.3m	6.4m	+1%	23.1m	24.3m	+5%	£1.7bn	£2.1bn	+19%
Wales	6.4m	6.3m	-2%	24.3m	23.8m	-2%	£1.3bn	£1.4bn	+7%

VFR tourism

	Trips			Bednights			Expenditure		
	2014	2015	% change	2014	2015	% change	2014	2015	% change
GB	42.5m	46.6m	+9%	118.3m	131.3m	+11%	£5.0bn	£5.6bn	+13%
England	35.9m	40.6m	+13%	97.4m	111.7m	+15%	£4.1bn	£4.7bn	+15%
Scotland	4.0m	3.5m	-14%	12.5m	10.8m	-13%	£0.6bn	£0.6bn	-1%
Wales	2.8m	2.8m	-2%	8.4m	8.8m	+5%	£0.3bn	£0.4bn	+24%

Business tourism

	Trips			Bednights			Expenditure		
	2014	2015	% change	2014	2015	% change	2014	2015	% change
GB	15.9m	16.5m	+4%	37.5m	37.6m	0%	£4.1bn	£4.0bn	-2%
England	13.5m	13.9m	+2%	31.0m	30.1m	-3%	£3.5bn	£3.3bn	-5%
Scotland	1.9m	1.7m	-10%	5.1m	4.9m	-4%	£0.5bn	£0.5bn	+8%
Wales	0.6m	1.0m	+70%	1.4m	2.6m	+84%	£0.1bn	£0.2bn	+25%

GB trips, nights and expenditure

Table 1.1.1 – GB trips, nights and expenditure by purpose – 2006 to 2015

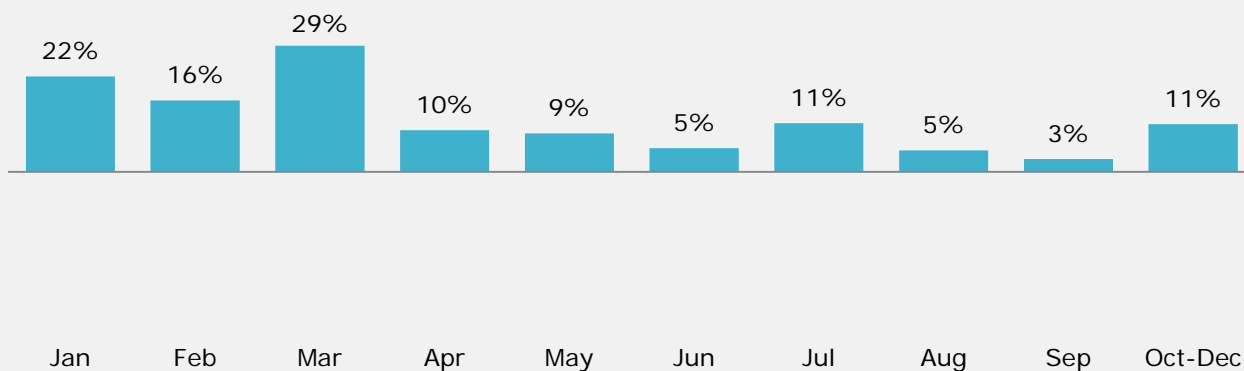
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
All tourism										
Trips (millions)	122.580	119.854	114.442	122.537	115.711	126.635	126.019	122.905	114.242	124.426
Nights (millions)	386.890	382.055	367.635	387.448	361.398	387.329	388.240	373.607	349.546	377.101
Spend – (historic prices – £million)	£20,094	£20,234	£20,168	20,971	£19,797	£22,666	£23,976	£23,294	£22,692	£24,825
Spend – (2015 prices – £million)	£24,809	£24,468	£23,655	£23,904	£21,761	£23,910	£24,627	£23,457	£22,736	£24,825
Holidays										
Trips (millions)	51.775	52.247	50.417	58.974	54.743	58.435	57.695	56.969	52.903	55.960
Nights (millions)	192.292	186.698	188.381	217.536	197.215	208.487	203.095	198.229	184.799	194.635
Spend – (historic prices – £million)	£10,526	£10,998	£10,936	£12,119	£11,534	£13,000	£13,763	£13,472	£13,065	£14,171
Spend – (2015 prices – £million)	£12,996	£13,300	£12,827	£13,814	£12,678	£13,713	£14,137	£13,566	£13,091	£14,171
VFR										
Trips (millions)	48.135	46.396	42.996	43.276	41.554	45.723	45.137	44.200	42.533	46.554
Nights (millions)	137.123	129.300	123.631	121.309	117.435	125.702	129.034	124.768	118.256	131.344
Spend – (historic prices – £million)	£4,540	£4,529	£4,492	£4,299	£4,193	£4,727	£5,083	£4,847	£4,990	£5,646
Spend – (2015 prices – £million)	£5,605	£5,477	£5,269	£4,900	£4,609	£4,986	£5,221	£4,881	£5,000	£5,646
Business										
Trips (millions)	18.602	18.117	17.625	17.453	16.341	18.572	18.944	17.772	15.895	16.495
Nights (millions)	44.614	43.515	41.644	40.774	37.695	41.762	44.470	40.143	37.489	37.636
Spend – (historic prices – £million)	£4,449	£4,233	£4,265	£4,185	£3,645	£4,400	£4,486	£4,388	£4,101	£4,013
Spend – (2015 prices – £million)	£5,493	£5,119	£5,002	£4,770	£4,007	£4,641	£4,608	£4,419	£4,109	£4,013

England trips, nights and expenditure

During 2015, 102.7 million domestic overnight trips were taken in England, with 299.6 million bednights and expenditure of £19.6 billion. These are increases compared to 2014; trips were up +11%, bednights rose by +10% and expenditure by +8%. The number of holiday trips showed signs of recovery after the declines seen in 2014, while the volume of trips to visit friends and relatives was at its highest point since 2006. The volume of business trips in England was similar to 2014, and lower than most of the previous years.

2015 generally saw growth across all months of the year compared to 2014, though the largest percentage increases were seen in January and March, which are relatively low volume months.

Figure 1 – % change in volume of domestic trips in England – 2014 versus 2015



*Please note that in the fourth quarter of 2014 there were fewer than 2,000 useable interviews in some weeks. This was due to fieldwork taking longer than expected, and therefore some interviews were not conducted in the intended week. This resulted in base sizes for October, November and December 2014 being smaller than for the same months in previous years, and therefore the base sizes for the whole of 2014 are also smaller than previous years. There were insufficient remaining interviews to create reliable and robust data for reporting October, November and December 2014 as separate months, so the decision was taken to combine the available interviews into a single Quarter 4 time period.

A more detailed explanation of the fieldwork issue is contained in the GBTS 2014 Methods and Performance Report (page 15).

Table 1.1.2 – England trips, nights and expenditure by purpose – 2006 to 2015

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
All tourism										
Trips (millions)	100.872	99.127	94.782	102.249	95.503	104.280	104.458	101.756	92.613	102.730
Nights (millions)	304.934	304.061	292.814	310.077	284.992	306.806	310.193	297.199	272.859	299.569
Spend – (historic prices – £million)	£15,901	£16,135	£16,079	£17,016	£15,842	£17,914	£19,497	£18,710	£18,085	£19,571
Spend – (2015 prices – £million)	£19,632	£19,512	£18,859	£19,396	£17,413	£18,897	£20,026	£18,841	£18,121	£19,571
Holidays										
Trips (millions)	40.397	41.263	39.753	47.010	43.544	46.157	45.992	44.926	40.740	43.724
Nights (millions)	145.075	151.109	141.816	168.503	151.732	157.961	156.235	149.722	137.334	146.492
Spend – (historic prices – £million)	£8,104	£8,579	£8,478	£9,615	£9,072	£10,031	£11,007	£10,463	£10,046	£10,725
Spend – (2015 prices – £million)	£10,006	£10,374	£9,944	£10,960	£9,972	£10,582	£11,306	£10,536	£10,066	£10,725
VFR										
Trips (millions)	41.531	40.117	37.180	37.997	35.963	39.382	38.920	38.194	35.908	40.552
Nights (millions)	114.366	109.218	104.607	102.214	96.517	105.430	107.193	105.943	97.397	111.678
Spend – (historic prices – £million)	£3,830	£3,762	£3,711	£3,626	£3,478	£3,903	£4,192	£4,078	£4,064	£4,655
Spend – (2015 prices – £million)	£4,729	£4,549	£4,353	£4,133	£3,823	£4,117	£4,306	£4,107	£4,072	£4,655
Business										
Trips (millions)	15.697	15.230	14.966	14.873	13.454	15.502	15.901	15.122	13.547	13.868
Nights (millions)	35.963	35.302	34.322	33.144	29.925	33.718	36.837	32.261	30.960	30.129
Spend – (historic prices – £million)	£3,520	£3,433	£3,510	£3,467	£2,961	£3,538	£3,750	£3,655	£3,499	£3,339
Spend – (2015 prices – £million)	£4,346	£4,151	£4,117	£3,952	£3,255	£3,732	£3,852	£3,681	£3,506	£3,339

Scotland trips, nights and expenditure

In Scotland, 12.0 million domestic tourism trips were taken during 2015, with 41.3 million bednights and expenditure of £3.3 billion. The volume of trips fell by -4%, bednights decreased by -1%, while expenditure rose by +14%. The volume of holiday trips in Scotland during 2015 was fairly similar to 2014, while trips to friends and relatives saw a -14% decrease.

Declines were evident in 6 months during 2015, with the most notable being in October to December. There was a period of growth at the start of 2015, particularly January, which saw +86% increase upon volumes seen for the same period in 2014.

Figure 2 – % change in volume of domestic trips in Scotland – 2014 versus 2015

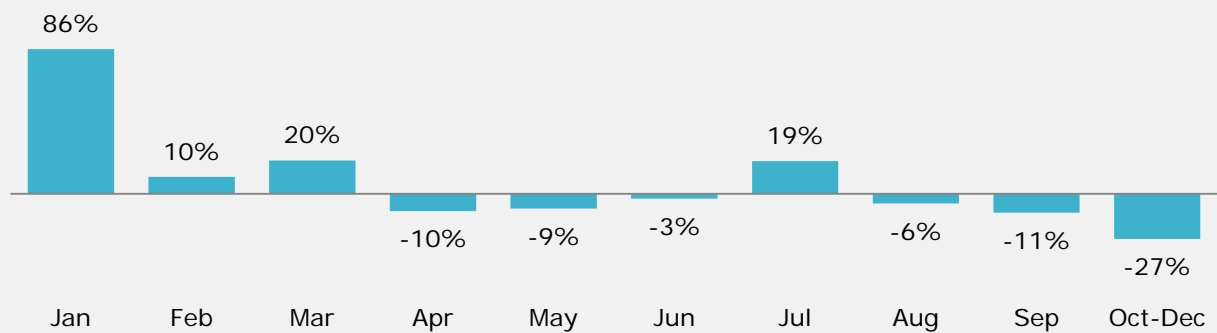


Table 1.1.3 – Scotland trips, nights and expenditure by purpose – 2006 to 2015

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
All tourism										
Trips (millions)	12.898	12.701	11.782	12.041	12.095	13.360	12.752	12.122	12.519	11.988
Nights (millions)	45.911	46.118	43.026	44.789	43.640	45.583	43.320	42.725	41.609	41.336
Spend – (historic prices – £million)	£2,584	£2,691	£2,685	£2,559	£2,517	£3,018	£2,891	£2,889	£2,871	£3,279
Spend – (2015 prices – £million)	£3,190	£3,254	£3,149	£2,917	£2,767	£3,184	£2,969	£2,909	£2,877	£3,279
Holidays										
Trips (millions)	5.794	6.304	5.931	6.651	5.700	6.572	6.168	6.480	6.302	6.364
Nights (millions)	22.335	26.181	25.274	26.301	21.637	25.498	22.469	24.396	23.128	24.349
Spend – (historic prices – £million)	£1,384	£1,508	£1,574	£1,515	£1,414	£1,740	£1,684	£1,814	£1,732	£2,068
Spend – (2015 prices – £million)	£1,709	£1,824	£1,846	£1,727	£1,554	£1,835	£1,730	£1,827	£1,735	£2,068
VFR										
Trips (millions)	4.285	3.859	3.648	3.212	3.614	4.106	4.031	3.470	4.036	3.461
Nights (millions)	15.631	12.398	11.360	12.248	13.506	13.241	14.568	11.734	12.489	10.845
Spend – (historic prices – £million)	£466	£519	£513	£432	£465	£572	£613	£496	£628	£619
Spend – (2015 prices – £million)	£575	£628	£602	£492	£511	£603	£630	£499	£629	£619
Business										
Trips (millions)	2.234	2.227	1.880	2.007	2.311	2.186	2.146	1.929	1.921	1.731
Nights (millions)	5.907	6.205	5.052	5.733	6.450	5.791	5.404	5.852	5.110	4.899
Spend – (historic prices – £million)	£654	£617	£538	£581	£561	£640	£537	£531	£465	£503
Spend – (2015 prices – £million)	£807	£746	£631	£662	£617	£675	£552	£535	£466	£503

Wales trips, nights and expenditure

Around 10.4 million domestic tourism trips were taken in Wales during 2015, staying for 36.2 million bednights and spending £2.0 billion. These are the highest levels of Welsh domestic overnight tourism seen in the past 10 years. There was a +4% increase in trips, a +3% rise in bednights and a +14% increase in expenditure. The increases were driven by a boost to domestic business trips in Wales, up +70% compared to a lean year in 2014, while holiday trips and trips to see friends and relatives experienced small decreases across 2015 (-2% for both).

Across the months during 2015 Wales saw a mixed performance, with notable year-on-year increases for January, March, June and during the last quarter. February and September, however, saw declines compared to 2014.

Figure 3 – % change in volume of domestic trips in Wales – 2014 versus 2015

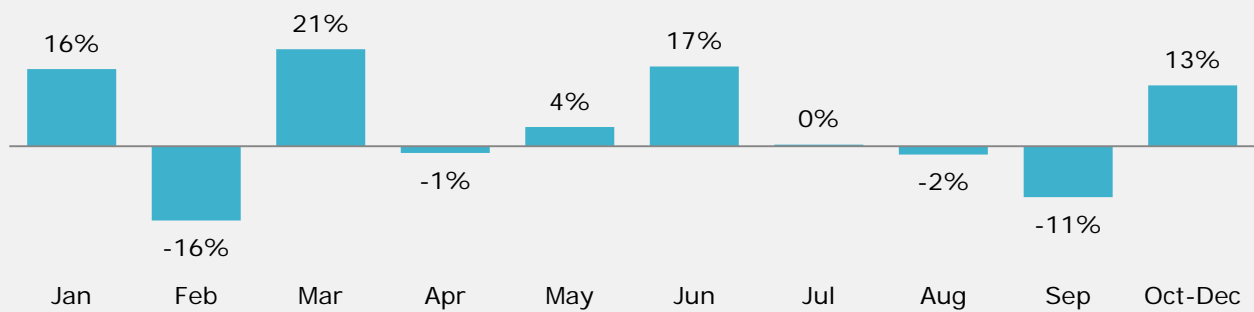


Table 1.1.4 – Wales trips, nights and expenditure by purpose – 2006 to 2015

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
All tourism										
Trips (millions)	9.547	8.811	8.452	8.890	8.666	9.697	9.603	9.929	10.002	10.449
Nights (millions)	36.045	31.876	31.794	32.582	32.765	34.941	34.727	33.682	35.078	36.197
Spend – (historic prices – £million)	£1,608	£1,408	£1,404	£1,396	£1,438	£1,734	£1,588	£1,696	£1,735	£1,975
Spend – (2015 prices – £million)	£1,985	£1,703	£1,647	£1,591	£1,581	£1,829	£1,631	£1,708	£1,738	£1,975
Holidays										
Trips (millions)	5.937	5.100	5.042	5.579	5.762	6.036	5.914	6.091	6.357	6.251
Nights (millions)	24.883	21.407	21.291	22.732	23.846	25.028	24.391	24.110	24.337	23.794
Spend – (historic prices – £million)	£1,037	£911	£884	£989	£1,049	£1,229	£1,072	£1,195	£1,287	£1,378
Spend – (2015 prices – £million)	£1,280	£1,102	£1,037	£1,127	£1,153	£1,296	£1,101	£1,203	£1,290	£1,378
VFR										
Trips (millions)	2.510	2.604	2.348	2.303	2.165	2.438	2.372	2.753	2.839	2.793
Nights (millions)	7.125	7.684	7.665	6.848	7.412	7.030	7.272	7.091	8.370	8.821
Spend – (historic prices – £million)	£245	£248	£268	£241	£250	£251	£279	£274	£298	£371
Spend – (2015 prices – £million)	£302	£300	£314	£275	£275	£265	£287	£276	£299	£371
Business										
Trips (millions)	0.848	0.824	0.845	0.675	0.616	0.994	1.101	0.870	0.574	0.974
Nights (millions)	2.744	2.007	2.270	1.897	1.320	2.253	2.230	2.029	1.419	2.609
Spend – (historic prices – £million)	£275	£183	£216	£136	£123	£223	£199	£202	£137	£171
Spend – (2015 prices – £million)	£340	£221	£253	£155	£135	£235	£204	£203	£137	£171

Completing the picture

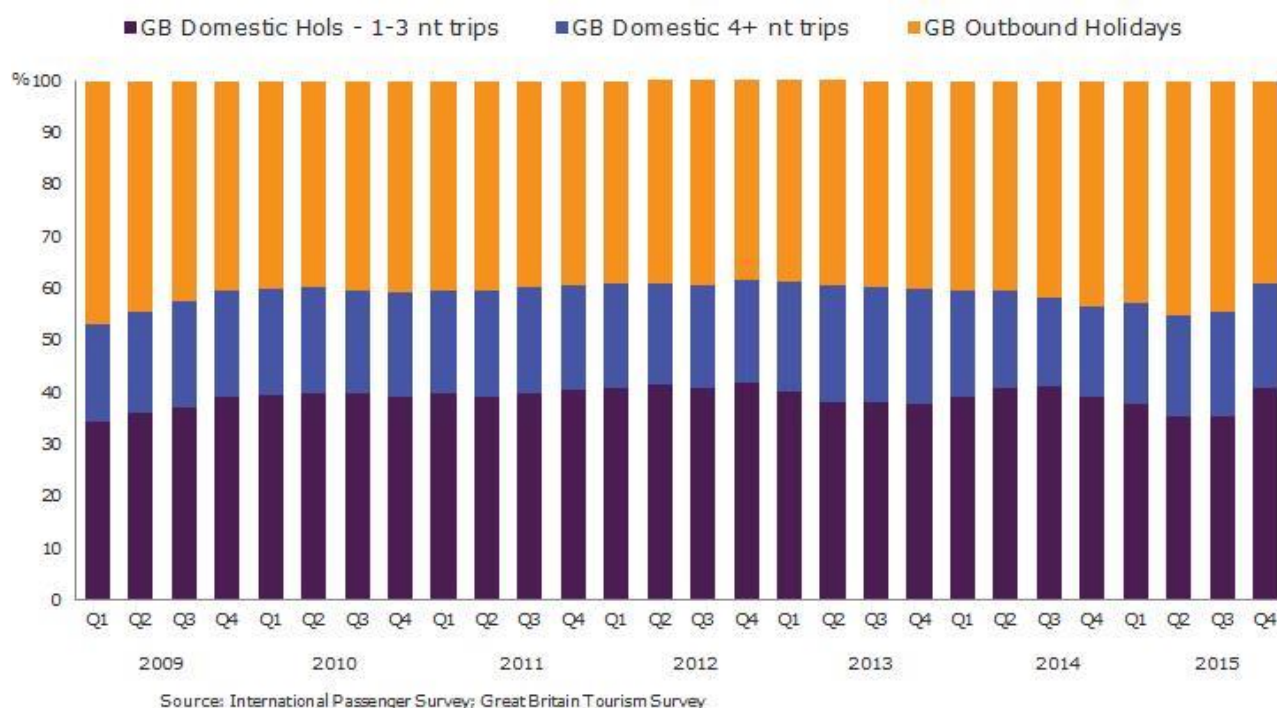
It is important to understand the performance of domestic tourism – and particularly domestic holidays, within the broader context of holiday taking by GB residents generally – both at home and overseas. Since the success for domestic holidays in 2009, the volume of trips taken within GB has fluctuated. Over 2015, holiday trips have increased by +6% after several years of decline. The number of overseas trips taken declined sharply from 2008 to 2010, dropping from 46 million to 36 million. Since 2013, however, this trend has been reversed with steady increases seen in the volume of holiday trips taken abroad by UK residents, with the 2015 marking a +9% increase in overseas trip levels. Volumes of overseas trips are now approaching levels seen in 2008, before the global financial crisis.

Table 1.1.5 – Holiday trip taking by GB residents

Destination	GB residents' holiday trips in GB		UK residents' holiday trips overseas*	
	Total trips (m)	% change on previous year	Total trips (m)	% change on previous year
2008	50.416		45.531	
2009	58.973	+17.0%	38.490	-15.5%
2010	54.472	-7.6%	36.126	-6.1%
2011	58.433	+7.3%	36.356	+0.6%
2012	57.696	-1.3%	36.364	0.0%
2013	56.969	-1.3%	36.932	+1.6%
2014	52.903	-7.1%	38.519	+4.3%
2015	55.960	+5.8%	42.153	+9.4%

* Source: International Passenger Survey (Please note: Data for UK residents)

Overall, as illustrated below, the share of domestic holidays vis-a-vis outbound holidays has reduced to 55% during Q2 of 2015 but recovered to 61% by the end of the year.



Section 1.2 – 2015 full year summary

Tourism volumes and values in 2015

During 2015, GB residents took around 124 million trips of one night or more within GB. These trips involved a total of 377 million nights away from home, resulting in an average tourism trip length of three nights.

Tourism expenditure on these domestic trips was around £25 billion, representing an average spend of £200 per trip and £66 per night away from home.

By relating these levels of tourism volume and value to the total population, the average level of tourism per head of population can be calculated.

In 2015, the average GB adult resident:

- Took two tourism trips of one night or more away from home within GB
- Stayed away from home for approximately three nights per trip
- Spent in the region of £200 per trip

Tourism destinations

This section looks in detail at tourism in GB, and compares the performance of England, Scotland and Wales as destinations.

Over four out of five (82%) British trips taken during 2015 were taken in England (102.7 million). Scotland saw 12.0 million trips during 2015 and a 10% share of British trips, while there were 10.4 million trips taken in Wales, with a share of 8%.

Table 1.2.1 – Tourism trips in GB by country

Destination	Trips	Share of trips
	Millions	%
GB total	124.426	100%
England	102.730	82%
Scotland	11.988	10%
Wales	10.449	8%

When looking at the proportion of trips taken compared to each nation's population as part of Britain, England has a smaller share of trips taken than its share of the overall population, while Scotland and Wales both have a higher proportion of GB trips taken when compared to their population share.

Table 1.2.2 – Tourism trips compared with population

Destination	Population		Trips	
	Millions	%	Millions	%
GB total	63.086	100%	124.426	100%
England	54.614	87%	102.730	82%
Scotland	5.365	9%	11.988	10%
Wales	3.107	5%	10.449	8%

Source: June 2014-based national population projections, office for national statistics

Tourism trips taken in England during 2015 were around 2.92 nights in duration on average. The average length of trips taken in Scotland and Wales was longer, with 3.45 nights for Scottish trips and 3.46 nights being spent on trips in Wales.

Table 1.2.3 – Tourism nights in GB by country

	Nights	Share of nights	Average nights per trip
Destination	Millions	%	
GB total	377.101	100%	3.03
England	299.569	82%	2.92
Scotland	41.336	10%	3.45
Wales	36.197	8%	3.46

With regard to spending on tourism trips, across Britain as a whole, trips cost an average around £200. Scotland saw slightly higher trip values, with trips costing on average £274. Trips to Scottish destinations typically see higher spend figures as they tend to be longer than trips taken elsewhere and involve longer journeys. Trips to Wales had the lowest average spend, with trips costing on average £189, despite longer trip lengths (3.46 nights per trip on average). Therefore, spending per night is notably lower in Wales than in England and Scotland.

Table 1.2.4 – Tourism spending in GB by country

	Spending	Share of spending	Average spend per trip	Average spend per night
Destination	Million	%		
GB total	£24,825	100%	£199.52	£65.83
England	£19,571	82%	£190.51	£65.33
Scotland	£3,279	10%	£273.52	£79.33
Wales	£1,975	8%	£189.01	£54.56

Purpose by destination

This section illustrates the primary purpose of tourism trips taken by British residents within GB in 2015 – be this for a holiday, visiting friends & relatives or travelling for business and work.

Trips taken as a holiday tend to make up the greatest proportion of overnight British trips, with most of these being shorter trips of 1-3 nights in length. There are some variations between the nations, however, and for Wales the proportion of total holiday trips (including VFR-Holidays) is notably higher than for England and Scotland (78% versus 67% for England and 72% for Scotland). Holiday trips in Scotland and Wales were also more likely to be longer (4+ nights) than those taken in England, comprising 29% and 30% respectively of trips taken, compared to 20% in England.

Trips for the purpose of visiting friends and relatives (VFR) were more common in England, where 39% of trips were taken for this reason compared to 29% in Scotland and 27% in Wales.

Business trips were taken less frequently in Wales, with 9% of the trips in Wales having been taken for this reason, while in England and Scotland the proportion was higher at 13% and 12% respectively.

Table 1.2.5 – Trips in GB by purpose

	England	Scotland	Wales
Purpose	Million	Million	Million
Total	102.730	11.988	10.449
Total holiday (including VFR-holiday)	68.920	8.660	8.188
1-3 nights (total holidays)	48.183	5.241	5.056
4+ nights (total holidays)	20.738	3.419	3.132
Holiday	43.724	6.364	6.251
VFR	40.552	3.461	2.793
VFR-holiday	25.196	2.296	1.938
VFR-other	15.356	1.165	0.855
Business/work	13.868	1.494	0.901
Purpose	% share	% share	% share
Total	100%	100%	100%
Total holiday (including VFR-holiday)	67%	72%	78%
1-3 nights (total holidays)	47%	44%	48%
4+ nights (total holidays)	20%	29%	30%
Holiday	43%	53%	60%
VFR	39%	29%	27%
VFR-holiday	25%	19%	19%
VFR-other	15%	10%	8%
Business/work	13%	12%	9%

Bednights show similar characteristics to those in the analysis of trips across the different countries. As noted above, Scotland and Wales have a higher share of nights than trips, driven by a longer average trip length (3.46 nights for Wales and 3.45 nights for Scotland versus 2.92 nights per trip to England). This longer average length is mainly due to the higher share of trips accounted for by longer holidays in Scotland and Wales.

Table 1.2.6 – Nights in GB by purpose

	England	Scotland	Wales
Purpose	Million	Million	Million
Total	299.569	41.336	36.197
Total holiday (including VFR-holiday)	220.947	32.069	30.109
1-3 nights (total holidays)	91.198	10.567	10.251
4+ nights (total holidays)	129.750	21.502	19.858
Holiday	146.492	24.349	23.794
VFR	111.678	10.845	8.821
VFR-holiday	74.456	7.720	6.315
VFR-other	37.222	3.125	2.506
Business/work	30.129	4.277	2.461

Purpose	% share	% share	% share
Total	100%	100%	100%
Total holiday (including VFR-holiday)	74%	78%	83%
1-3 nights (total holidays)	30%	26%	28%
4+ nights (total holidays)	43%	52%	55%
Holiday	49%	59%	66%
VFR	37%	26%	24%
VFR-holiday	25%	19%	17%
VFR-other	12%	8%	7%
Business/work	10%	10%	7%

Table 1.2.7 illustrates how the share of spending varies in each country by purpose of trip. The survey findings reveal that spending follows a similar pattern to those described for trips and bednights (Tables 1.2.5 and 1.2.6 respectively).

Table 1.2.7 – Spending in GB by purpose

	England	Scotland	Wales
Purpose	£million	£million	£million
Total	£19,571	£3,279	£1,975
Total holiday (including VFR-holiday)	£13,790	£2,474	£1,640
1-3 nights (total holidays)	£7,791	£1,062	£831
4+ nights (total holidays)	£5,999	£1,411	£808
Holiday	£10,725	£2,068	£1,378
VFR	£4,655	£619	£371
VFR-holiday	£3,065	£405	£262
VFR-other	£1,591	£214	£109
Business/work	£3,339	£436	£153
Purpose	% share	% share	% share
Total	100%	100%	100%
Total holiday (including VFR-holiday)	70%	75%	83%
1-3 nights (total holidays)	40%	32%	42%
4+ nights (total holidays)	31%	43%	41%
Holiday	55%	63%	70%
VFR	24%	19%	19%
VFR-holiday	16%	12%	13%
VFR-other	8%	7%	6%
Business/work	17%	13%	8%

Origin and destination of trips

This section examines the origin of trips, meaning the GB countries in which those who are taking the tourist trips are normally resident.

Residents of England took 109 million trips in 2015, a share of 88% of all British trips, while Scots took around 9 million and Welsh residents 6 million trips.

The share of trips taken by residents of each nation is broadly in line with their share of the British population, as the average number of trips being taken by residents is fairly similar – averaging around two trips per resident across each of the British nations.

Table 1.2.8 – Trips taken by country of residence

Residents of...	GB	England	Scotland	Wales
Trips taken (million)	124.426	108.995	9.386	6.045
Share of trips taken (%)	100%	88%	8%	5%
Resident population (million)	63.086	54.614	5.365	3.107
Share of population (%)	100%	87%	9%	5%
Average number of trips taken per resident	1.97	2.00	1.75	1.95

British residents spent on average just under six nights away on GB trips in 2015 (across the two trips average taken) and spent on average £394 on these trips overall. Scottish and Welsh residents spent slightly fewer nights away than English residents (5.75 and 5.88 compared to 5.98). Scottish and Welsh residents spent rather more on trips each year, with an average of £405 and £433 respectively.

Table 1.2.9 – Nights taken & spending by country of residence

Residents of...	GB	England	Scotland	Wales
Nights away (million)	377.101	328.015	30.830	18.256
Average number of nights taken per resident	5.98	6.01	5.75	5.88
Spending (£ million)	£24,825	£21,505	£2,172	£1,345
Average spend per resident (£)	£394	£394	£405	£433

The relationship between the country of origin and the country of destination for trips is shown in table 1.2.10.

Table 1.2.10 – Destination of trip by country of residence (number)

Residents of...

Trips	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	124.426	108.995	9.386	6.045
England	102.730	95.216	3.514	4.000
Scotland	11.988	5.989	5.842	0.157
Wales	10.449	8.391	0.097	1.960

Nine out of every ten trips (87%) taken by English residents were within England, with trips to Scotland and Wales making up 5% and 8% of English residents' trips respectively. Residents of Scotland were most likely to take trips within their own nation (62% of trips taken by Scottish residents were in Scotland), nearly two fifths (37%) took trips in England. In contrast to England and Scotland, trips made by Welsh residents were most likely to have been taken outside of their home nation with two thirds being taken in England (66%). Around a third of trips taken by Welsh respondents were in Wales.

Table 1.2.11 – Destination of trip by country of residence (share by origin)

Residents of...

Trips	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	100%	100%	100%
England	82%	87%	37%	66%
Scotland	10%	5%	62%	3%
Wales	8%	8%	1%	32%

In the tables below, both bednights and spending show similar patterns when looking at share by destination:

- English residents generate 87% of trips, 91% of nights and 91% of spend on domestic trips taken in England
- For Scottish residents, equivalent figures for Scotland are 62% of trips, 40% of nights and 35% of spend
- And for Welsh residents, the proportions are 32%, 15% and 14% respectively

The further people travel, the more nights they are likely to be away and the higher their spend is likely to be. Therefore, people taking a trip outside their country of residence will tend to account for a higher proportion of nights and spend, and those taking a trip within their country of residence will make up a lower proportion of nights and spend.

Table 1.2.12 – Destination of nights by country of residence (number)

Residents of...

Nights	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	377.101	328.015	30.830	18.256
England	299.569	273.776	13.698	12.095
Scotland	41.336	23.989	16.674	0.672
Wales	36.197	30.250	0.458	5.489

Table 1.2.13 – Destination of nights by residence (share by destination)

Residents of...

Row percentages	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	87%	8%	5%
England	100%	91%	5%	4%
Scotland	100%	58%	40%	2%
Wales	100%	84%	1%	15%

Table 1.2.14 – Destination of spend by country of residence (£ Million)

Residents of...

Spend	GB	England	Scotland	Wales
Destination	£Million	£Million	£Million	£Million
GB	£24,825	£21,505	£2,172	£1,148
England	£19,571	£17,768	£980	£823
Scotland	£3,279	£2,086	£1,154	£39
Wales	£1,975	£1,650	£39	£286

Table 1.2.15 – Destination of spend by residence (Share by destination)

Residents of...

Row percentages	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	87%	9%	5%
England	100%	91%	5%	4%
Scotland	100%	64%	35%	1%
Wales	100%	84%	2%	14%

Table 1.2.16 presents analysis of the extent to which each country is a net ‘winner’ or ‘loser’ in terms of domestic tourism. For example, if residents of country X take 10 trips outside country X, in countries Y and Z, but 12 trips are taken in country X, by residents of countries Y and Z then country X has a net gain of two trips.

Both Scotland and Wales have more domestic tourism trips, nights and expenditure from elsewhere in Britain than residents of those countries who take trips to other parts of Britain. The converse is true for England, with a net loss in numbers of trips, nights and spend versus the rest of Britain.

Table 1.2.16 – Net gains/losses of domestic tourism

	Trips	Nights	Spend
	Millions	Millions	£millions
England	-6.866	-28.446	-£1,933
Scotland	+2.535	+10.505	+£1,106
Wales	+4.331	+17.941	+£827

GB Regions – All tourism – Analysis by region of residence and region visited

Tables 1.2.17 and 1.2.18 show that, with the exception of London, the greatest proportion of trips made in each region is made by residents of the same area. The origins of visitors to London were slightly more diverse, drawing visitors from a wider range of regions – more than nine out of ten (94%) overnight visits are made by non-London residents and therefore London sees a far smaller proportion of those who live in the region taking overnight visits there than do other regions.

Table 1.2.17 – Overnight tourism: All tourism trips by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	5.842	0.097	0.253	0.909	0.471	0.187	0.330	0.207	0.653	0.476	0.220
Wales	0.157	1.960	0.106	0.577	0.190	0.229	0.444	0.174	0.614	0.643	1.137
North East England	0.816	0.192	0.917	1.045	1.217	0.419	0.264	0.277	0.481	0.313	0.308
North West England	1.251	1.944	0.434	3.627	1.555	0.456	0.855	0.482	1.709	0.943	1.165
Yorkshire and the Humber	0.757	0.652	0.668	1.728	3.464	1.106	0.589	0.843	1.331	0.671	0.619
East Midlands	0.576	0.641	0.427	1.031	1.257	2.128	0.911	1.249	1.360	1.044	1.129
West Midlands	0.490	1.916	0.227	1.284	0.644	0.706	1.598	0.528	1.228	1.204	2.183
East of England	0.355	0.358	0.252	0.582	0.527	0.914	0.673	2.464	1.081	1.351	1.348
London	0.731	0.699	0.191	0.844	0.641	0.691	1.015	1.241	0.804	2.780	2.061
South East England	0.614	0.825	0.189	1.012	0.916	0.865	1.206	1.507	1.843	5.243	3.644
South West England	0.399	1.165	0.180	0.914	0.439	0.321	0.946	0.762	1.835	2.135	5.867
Total	11.988	10.449	3.842	13.554	11.320	8.022	8.831	9.734	12.938	16.804	19.683

Table 1.2.18 – Overnight tourism: All tourism trips by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	48.7%	0.9%	6.6%	6.7%	4.2%	2.3%	3.7%	2.1%	5.0%	2.8%	1.1%
Wales	1.3%	18.8%	2.8%	4.3%	1.7%	2.9%	5.0%	1.8%	4.7%	3.8%	5.8%
North East England	6.8%	1.8%	23.9%	7.7%	10.8%	5.2%	3.0%	2.8%	3.7%	1.9%	1.6%
North West England	10.4%	18.6%	11.3%	26.8%	13.7%	5.7%	9.7%	5.0%	13.2%	5.6%	5.9%
Yorkshire and the Humber	6.3%	6.2%	17.4%	12.7%	30.6%	13.8%	6.7%	8.7%	10.3%	4.0%	3.1%
East Midlands	4.8%	6.1%	11.1%	7.6%	11.1%	26.5%	10.3%	12.8%	10.5%	6.2%	5.7%
West Midlands	4.1%	18.3%	5.9%	9.5%	5.7%	8.8%	18.1%	5.4%	9.5%	7.2%	11.1%
East of England	3.0%	3.4%	6.6%	4.3%	4.7%	11.4%	7.6%	25.3%	8.4%	8.0%	6.8%
London	6.1%	6.7%	5.0%	6.2%	5.7%	8.6%	11.5%	12.7%	6.2%	16.5%	10.5%
South East England	5.1%	7.9%	4.9%	7.5%	8.1%	10.8%	13.7%	15.5%	14.2%	31.2%	18.5%
South West England	3.3%	11.1%	4.7%	6.7%	3.9%	4.0%	10.7%	7.8%	14.2%	12.7%	29.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

In terms of bednights spent in each region (tables 1.2.19 and 1.2.20), Yorkshire and the Humber and southern regions of England tended to see a larger proportion of nights spent by those living in the same region. For other regions, including the West Midlands, London and North East larger shares of nights were spent by those from outside the region.

Table 1.2.19 – Overnight tourism: All tourism nights by region of residence and region visited (millions)

	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	16.67	0.46	0.89	2.68	1.92	0.80	1.20	0.86	2.38	1.94	1.04
Wales	0.67	5.49	0.39	1.52	0.51	0.68	1.05	0.38	1.73	1.61	4.23
North East England	2.48	0.71	2.22	3.56	3.31	1.34	0.60	0.80	1.25	1.36	1.31
North West England	5.00	6.47	1.21	8.04	3.93	1.39	1.94	1.65	5.54	2.91	5.19
Yorkshire and the Humber	2.45	2.17	1.85	4.32	9.43	3.01	1.53	2.63	3.18	2.25	2.82
East Midlands	2.76	2.25	1.05	2.98	3.28	5.95	1.80	3.98	2.83	3.24	4.48
West Midlands	2.28	7.41	0.83	3.67	1.60	1.62	3.38	1.45	2.69	3.15	9.47
East of England	1.49	1.40	1.12	1.65	1.66	2.15	1.51	6.86	2.13	3.51	4.91
London	3.01	2.33	0.76	2.78	1.71	1.93	2.80	2.87	1.32	7.06	7.22
South East England	2.32	3.39	0.51	3.02	2.27	2.16	2.87	4.31	3.38	12.93	14.22
South West England	2.21	4.12	0.57	2.60	1.27	0.75	2.33	2.43	3.75	5.65	17.37
Total	41.34	36.20	11.38	36.83	30.88	21.76	20.99	28.22	30.16	45.60	72.26

Table 1.2.20 – Overnight tourism: All tourism nights by region of residence and region visited (%)

	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin											
Scotland	40.3%	1.3%	7.8%	7.3%	6.2%	3.7%	5.7%	3.0%	7.9%	4.3%	1.4%
Wales	1.6%	15.2%	3.4%	4.1%	1.7%	3.1%	5.0%	1.3%	5.7%	3.5%	5.9%
North East England	6.0%	2.0%	19.5%	9.7%	10.7%	6.2%	2.9%	2.8%	4.1%	3.0%	1.8%
North West England	12.1%	17.9%	10.6%	21.8%	12.7%	6.4%	9.2%	5.8%	18.4%	6.4%	7.2%
Yorkshire and the Humber	5.9%	6.0%	16.3%	11.7%	30.5%	13.8%	7.3%	9.3%	10.5%	4.9%	3.9%
East Midlands	6.7%	6.2%	9.2%	8.1%	10.6%	27.3%	8.6%	14.1%	9.4%	7.1%	6.2%
West Midlands	5.5%	20.5%	7.3%	10.0%	5.2%	7.4%	16.1%	5.1%	8.9%	6.9%	13.1%
East of England	3.6%	3.9%	9.8%	4.5%	5.4%	9.9%	7.2%	24.3%	7.1%	7.7%	6.8%
London	7.3%	6.4%	6.7%	7.5%	5.5%	8.9%	13.3%	10.2%	4.4%	15.5%	10.0%
South East England	5.6%	9.4%	4.5%	8.2%	7.4%	9.9%	13.7%	15.3%	11.2%	28.4%	19.7%
South West England	5.3%	11.4%	5.0%	7.1%	4.1%	3.4%	11.1%	8.6%	12.4%	12.4%	24.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

A similar pattern to that evident for bednights was also seen in terms of the expenditure in each region by origin of visitor (Tables 1.2.21 and 1.2.22).

Table 1.2.21 – Overnight tourism: All tourism expenditure by region of residence and region visited (£millions)

	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M
Scotland	£1,154	£39	£41	£194	£130	£32	£73	£36	£281	£128	£63
Wales	£39	£286	£34	£102	£33	£32	£66	£39	£163	£91	£262
North East England	£160	£43	£86	£185	£206	£79	£50	£67	£99	£95	£97
North West England	£366	£332	£81	£561	£256	£73	£148	£112	£488	£184	£305
Yorkshire and the Humber	£218	£134	£111	£368	£449	£166	£135	£164	£405	£132	£174
East Midlands	£223	£152	£102	£206	£221	£269	£135	£202	£273	£192	£325
West Midlands	£157	£362	£57	£228	£99	£109	£185	£93	£292	£182	£653
East of England	£177	£84	£58	£131	£117	£104	£105	£413	£230	£243	£301
London	£278	£143	£38	£178	£117	£105	£239	£146	£60	£394	£433
South East England	£316	£198	£57	£230	£206	£129	£192	£246	£300	£646	£840
South West England	£191	£203	£46	£171	£87	£49	£126	£110	£488	£284	£982
Total	£3,279	£1,975	£710	£2,555	£1,922	£1,146	£1,454	£1,630	£3,080	£2,572	£4,434

Table 1.2.22 – Overnight tourism: All tourism expenditure by region of residence and region visited (%)

	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin											
Scotland	35.2%	2.0%	5.8%	7.6%	6.8%	2.8%	5.0%	2.2%	9.1%	5.0%	1.4%
Wales	1.2%	14.5%	4.8%	4.0%	1.7%	2.8%	4.5%	2.4%	5.3%	3.5%	5.9%
North East England	4.9%	2.2%	12.1%	7.2%	10.7%	6.9%	3.4%	4.1%	3.2%	3.7%	2.2%
North West England	11.2%	16.8%	11.4%	22.0%	13.3%	6.4%	10.2%	6.9%	15.8%	7.2%	6.9%
Yorkshire and the Humber	6.6%	6.8%	15.6%	14.4%	23.4%	14.5%	9.3%	10.1%	13.1%	5.1%	3.9%
East Midlands	6.8%	7.7%	14.4%	8.1%	11.5%	23.5%	9.3%	12.4%	8.9%	7.5%	7.3%
West Midlands	4.8%	18.3%	8.0%	8.9%	5.2%	9.5%	12.7%	5.7%	9.5%	7.1%	14.7%
East of England	5.4%	4.3%	8.2%	5.1%	6.1%	9.1%	7.2%	25.3%	7.5%	9.4%	6.8%
London	8.5%	7.2%	5.4%	7.0%	6.1%	9.2%	16.4%	9.0%	1.9%	15.3%	9.8%
South East England	9.6%	10.0%	8.0%	9.0%	10.7%	11.3%	13.2%	15.1%	9.7%	25.1%	18.9%
South West England	5.8%	10.3%	6.5%	6.7%	4.5%	4.3%	8.7%	6.7%	15.8%	11.0%	22.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

GB Regions – Holiday trips – Analysis by region of residence and region visited

As with All Tourism Trips, Holiday Trips tended to have a notable proportion of trips being taken by people from the same region as residence. The exception being London, where visitors were more likely to have come from the South or from further regions. This pattern was also reflected in the number of bednights and expenditure within each region. Each region had its own residents accounting for the largest share of nights/spend, apart from London and Wales, where visitors from elsewhere made up a larger proportion (tables 1.2.23 – 1.2.28 below)

Table 1.2.23 – Overnight tourism: All holiday trips by region of residence and region visited (millions)

	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	3.354	0.040	0.086	0.411	0.234	0.083	0.079	0.062	0.228	0.194	0.095
Wales	0.043	1.147	0.037	0.224	0.034	0.086	0.184	0.048	0.210	0.255	0.702
North East England	0.422	0.097	0.432	0.657	0.734	0.186	0.038	0.097	0.123	0.097	0.164
North West England	0.717	1.536	0.228	2.239	0.750	0.282	0.307	0.212	0.475	0.274	0.683
Yorkshire and the Humber	0.319	0.256	0.320	0.934	2.028	0.552	0.211	0.201	0.391	0.153	0.317
East Midlands	0.305	0.299	0.131	0.474	0.655	1.010	0.383	0.614	0.445	0.279	0.586
West Midlands	0.222	1.391	0.066	0.674	0.241	0.321	0.678	0.161	0.269	0.419	1.485
East of England	0.175	0.137	0.098	0.210	0.205	0.320	0.185	1.025	0.539	0.479	0.631
London	0.322	0.318	0.022	0.216	0.108	0.206	0.210	0.448	0.084	1.105	0.911
South East England	0.284	0.373	0.026	0.342	0.182	0.272	0.406	0.475	0.541	2.343	1.985
South West England	0.200	0.658	0.022	0.275	0.066	0.106	0.259	0.170	0.809	0.667	3.232
Total	6.364	6.251	1.468	6.656	5.236	3.426	2.94	3.513	4.114	6.264	10.79

Table 1.2.24 – Overnight tourism: All holiday trips by region of residence and region visited (%)

	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin											
Scotland	52.7%	0.6%	5.9%	6.2%	4.5%	2.4%	2.7%	1.8%	5.5%	3.1%	0.9%
Wales	0.7%	18.3%	2.5%	3.4%	0.6%	2.5%	6.3%	1.4%	5.1%	4.1%	6.5%
North East England	6.6%	1.6%	29.4%	9.9%	14.0%	5.4%	1.3%	2.8%	3.0%	1.5%	1.5%
North West England	11.3%	24.6%	15.5%	33.6%	14.3%	8.2%	10.4%	6.0%	11.5%	4.4%	6.3%
Yorkshire and the Humber	5.0%	4.1%	21.8%	14.0%	38.7%	16.1%	7.2%	5.7%	9.5%	2.4%	2.9%
East Midlands	4.8%	4.8%	8.9%	7.1%	12.5%	29.5%	13.0%	17.5%	10.8%	4.5%	5.4%
West Midlands	3.5%	22.3%	4.5%	10.1%	4.6%	9.4%	23.1%	4.6%	6.5%	6.7%	13.8%
East of England	2.7%	2.2%	6.7%	3.2%	3.9%	9.3%	6.3%	29.2%	13.1%	7.6%	5.8%
London	5.1%	5.1%	1.5%	3.2%	2.1%	6.0%	7.1%	12.8%	2.0%	17.6%	8.4%
South East England	4.5%	6.0%	1.8%	5.1%	3.5%	7.9%	13.8%	13.5%	13.2%	37.4%	18.4%
South West England	3.1%	10.5%	1.5%	4.1%	1.3%	3.1%	8.8%	4.8%	19.7%	10.6%	30.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1.2.25 – Overnight tourism: All holiday nights by region of residence and region visited (millions)

	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	10.44	0.21	0.34	1.51	0.97	0.31	0.16	0.22	0.72	0.87	0.45
Wales	0.23	3.37	0.23	0.46	0.09	0.36	0.42	0.15	0.44	0.55	2.93
North East England	1.43	0.39	1.18	2.08	2.07	0.64	0.08	0.41	0.24	0.51	0.86
North West England	3.24	5.18	0.69	5.63	2.17	1.01	0.86	0.95	2.70	1.15	3.52
Yorkshire and the Humber	1.18	1.09	1.12	2.72	5.95	1.65	0.65	1.00	0.76	0.51	1.92
East Midlands	1.50	1.44	0.41	1.64	1.86	3.29	0.77	2.33	0.78	1.23	3.12
West Midlands	1.39	5.88	0.35	1.69	0.76	0.84	1.63	0.70	0.73	1.10	7.19
East of England	0.97	0.71	0.36	0.71	0.77	0.93	0.46	3.48	0.84	1.54	2.87
London	1.47	1.10	0.06	0.83	0.31	0.71	0.45	1.36	0.13	2.90	3.20
South East England	1.22	1.61	0.07	1.31	0.60	0.70	1.01	1.65	0.95	6.15	9.75
South West England	1.27	2.84	0.07	0.82	0.34	0.28	0.83	0.65	1.64	1.84	10.99
Total	24.35	23.79	4.87	19.39	15.88	10.72	7.31	12.90	9.93	18.34	46.78

Table 1.2.26 – Overnight tourism: All holiday nights by region of residence and region visited (%)

	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin											
Scotland	42.9%	0.9%	7.0%	7.8%	6.1%	2.9%	2.2%	1.7%	7.3%	4.7%	1.0%
Wales	0.9%	14.2%	4.7%	2.4%	0.6%	3.4%	5.7%	1.2%	4.4%	3.0%	6.3%
North East England	5.9%	1.6%	24.2%	10.7%	13.0%	6.0%	1.1%	3.2%	2.4%	2.8%	1.8%
North West England	13.3%	21.8%	14.2%	29.0%	13.7%	9.4%	11.8%	7.4%	27.2%	6.3%	7.5%
Yorkshire and the Humber	4.8%	4.6%	23.0%	14.0%	37.5%	15.4%	8.9%	7.8%	7.7%	2.8%	4.1%
East Midlands	6.2%	6.1%	8.4%	8.5%	11.7%	30.7%	10.5%	18.1%	7.9%	6.7%	6.7%
West Midlands	5.7%	24.7%	7.2%	8.7%	4.8%	7.8%	22.3%	5.4%	7.4%	6.0%	15.4%
East of England	4.0%	3.0%	7.4%	3.7%	4.8%	8.7%	6.3%	27.0%	8.5%	8.4%	6.1%
London	6.0%	4.6%	1.2%	4.3%	2.0%	6.6%	6.2%	10.5%	1.3%	15.8%	6.8%
South East England	5.0%	6.8%	1.4%	6.8%	3.8%	6.5%	13.8%	12.8%	9.6%	33.5%	20.8%
South West England	5.2%	11.9%	1.4%	4.2%	2.1%	2.6%	11.4%	5.0%	16.5%	10.0%	23.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1.2.27 –Overnight tourism: All holiday expenditure by region of residence and region visited (£ millions)

	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M
Scotland	£767	£18	£20	£100	£82	£19	£11	£14	£118	£51	£29
Wales	£9	£202	£15	£50	£8	£18	£31	£14	£58	£53	£187
North East England	£98	£29	£58	£141	£140	£43	£8	£37	£32	£31	£52
North West England	£249	£273	£43	£425	£160	£51	£61	£61	£159	£60	£207
Yorkshire and the Humber	£117	£85	£77	£232	£341	£114	£70	£88	£181	£38	£116
East Midlands	£144	£92	£44	£126	£160	£180	£75	£135	£107	£73	£217
West Midlands	£71	£294	£19	£143	£47	£60	£102	£35	£90	£74	£543
East of England	£114	£45	£29	£66	£72	£56	£42	£255	£170	£112	£203
London	£201	£88	£4	£50	£28	£41	£56	£81	£12	£233	£258
South East England	£190	£100	£9	£101	£58	£42	£82	£124	£147	£402	£586
South West England	£109	£152	£2	£62	£23	£25	£44	£30	£263	£110	£678
Total	£2,068	£1,378	£319	£1,496	£1,120	£650	£581	£875	£1,338	£1,238	£3,076

Table 1.2.28 – Overnight tourism: All holiday expenditure by region of residence and region visited (%)

	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin											
Scotland	37.1%	1.3%	6.3%	6.7%	7.3%	2.9%	1.9%	1.6%	8.8%	4.1%	0.9%
Wales	0.4%	14.7%	4.7%	3.3%	0.7%	2.8%	5.3%	1.6%	4.3%	4.3%	6.1%
North East England	4.7%	2.1%	18.2%	9.4%	12.5%	6.6%	1.4%	4.2%	2.4%	2.5%	1.7%
North West England	12.0%	19.8%	13.5%	28.4%	14.3%	7.8%	10.5%	7.0%	11.9%	4.8%	6.7%
Yorkshire and the Humber	5.7%	6.2%	24.1%	15.5%	30.4%	17.5%	12.0%	10.1%	13.5%	3.1%	3.8%
East Midlands	7.0%	6.7%	13.8%	8.4%	14.3%	27.7%	12.9%	15.4%	8.0%	5.9%	7.1%
West Midlands	3.4%	21.3%	6.0%	9.6%	4.2%	9.2%	17.6%	4.0%	6.7%	6.0%	17.7%
East of England	5.5%	3.3%	9.1%	4.4%	6.4%	8.6%	7.2%	29.1%	12.7%	9.0%	6.6%
London	9.7%	6.4%	1.3%	3.3%	2.5%	6.3%	9.6%	9.3%	0.9%	18.8%	8.4%
South East England	9.2%	7.3%	2.8%	6.8%	5.2%	6.5%	14.1%	14.2%	11.0%	32.5%	19.1%
South West England	5.3%	11.0%	0.6%	4.1%	2.1%	3.8%	7.6%	3.4%	19.7%	8.9%	22.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Booking method and lead time analysis

Trips booked by trip purpose

Nearly three in five (57%) trips undertaken in GB during 2015 were booked in advance of taking the trip. The proportion of trips booked in advance varied by the purpose of the trip. Holidays and business trips were more likely to be booked in advance (70% and 67% respectively), while VFR trips were less likely to be booked in advance (35%). When considering holiday trips, those to Wales were less likely to be booked in advance (60%) than those to Scotland (69%) or England (72%).

Note, in the table below, the percentages add to less than 100% in each case: a small proportion of respondents (typically 5-10%) were unsure about whether or not their trip had been booked in advance.

Table 1.2.29 – Booking method by trip purpose

	All trips		Holiday trips		VFR trips		Business trips	
Purpose	Million	%	Million	%	Million	%	Million	%
GB	124.426	100%	55.960	100%	46.544	100%	16.495	100%
Firm booking	70.398	57%	39.344	70%	16.485	35%	11.054	67%
No firm bookings	46.859	38%	13.164	24%	28.489	61%	3.776	23%
England	102.730	100%	43.724	100%	40.552	100%	13.868	100%
Firm booking	58.120	57%	31.511	72%	14.123	35%	9.457	68%
No firm bookings	38.972	38%	9.604	22%	25.083	62%	3.090	22%
Scotland	11.988	100%	6.364	100%	3.461	100%	1.731	100%
Firm booking	7.275	61%	4.405	69%	1.583	46%	1.074	62%
No firm bookings	3.888	32%	1.579	25%	1.711	49%	0.441	25%
Wales	10.449	100%	6.251	100%	2.793	100%	0.974	100%
Firm booking	5.496	53%	3.721	60%	0.935	33%	0.558	57%
No firm bookings	4.233	41%	2.068	33%	1.777	64%	0.289	30%

Trips taken in GB by booking method

In table 1.2.30 it can be seen that 57% of GB trips in 2015 were booked in advance, but accounted for 71% of overall expenditure, because a higher proportion of more expensive trips were booked in advance than those costing less. In particular VFR trips tended to be less expensive and were also less likely to be booked in advance.

Overall, bookings made directly through the accommodation provider (e.g. hotel, B&B or cottage owner) account for the largest share of GB domestic overnight trips, with 39.0 million trips (31%) booked in this way. Bookings made in this way also accounted for a larger proportion of expenditure, accounting for two fifths (40%) of all bookings. The nights spent by each booking method broadly reflected the share of trips overall, with the largest share of nights spent on trips where the booking was made directly with the accommodation provider. Other popular methods of booking trips included bookings made through a transport provider (e.g. rail, air, sea or coach), accounting for 10% of trips, or through a high street or online travel agent (7%). Just under two fifths (38%) of trips are made without a firm booking, but account for less than a quarter (23%) of expenditure on GB trips overall.

Table 1.2.30 – Booking method by volume of trips, nights and expenditure – Overall GB

	Trips Million	Nights Million	Expenditure £Million
Total	124.426	377.101	£24,825
Net: Firm booking	70.398	216.500	£17,730
Through a high street or on-line travel agent (e.g. Thomas Cook, Expedia)	9.238	23.942	£2,495
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	5.239	22.176	£1,678
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	38.957	115.596	£9,962
Directly through a transport provider (e.g. rail, air, sea, coach)	11.927	37.020	£2,655
Directly through a Tourist Board or Tourist Information Centre	1.008	4.127	£306
Through some other source	9.218	32.741	£2,148
Did not make any firm bookings before trip	46.859	138.245	£5,666
Don't know	7.169	22.357	£1,428

GB trip volumes by booking methods and country visited

When comparing across different GB nations visited, there were similar proportions of visitors making firm bookings ahead of their trip, although Wales saw a slightly lower share (53% compared to 57% for GB overall).

In terms of the method of booking, going directly through the accommodation provider was the most popular choice across each of the nations, accounting for nearly a third in each (32% England, 31% Scotland and 30% Wales). Other methods of booking saw similar levels of take-up across the nations.

Table 1.2.31 – Trip volumes by booking method – by country visited

	GB	England	Scotland	Wales
Booking method	Million	Million	Million	Million
Total	124.426	102.730	11.988	10.449
Net: Firm booking	70.398	58.120	7.275	5.496
Through a high street or on-line travel agent (e.g. Thomas Cook, Expedia)	9.238	7.670	1.013	0.612
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	5.239	4.153	0.549	0.582
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	38.957	32.481	3.657	3.127
Directly through a transport provider (e.g. rail, air, sea, coach)	11.927	9.767	1.520	0.709
Directly through a Tourist Board or Tourist Information Centre	1.008	0.834	0.121	0.073
Through some other source	9.218	7.617	0.897	0.769
Did not make any firm bookings before trip	46.859	38.972	3.888	4.233
Don't know	7.169	5.638	0.826	0.719

Booking online versus other methods

The growth of the importance of online methods of booking GB overnight trips can clearly be seen in Tables 1.2.32 and Figure 4. Around three quarters of trips where a firm booking is made were booked online and the volume of trips booked online has doubled since 2006. Although the proportion of firm bookings made online has remained unchanged since 2014.

Table 1.2.32 – GB trip volumes by booking method – trends over time

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Purpose	Million	Million	Million	Million	Million	Million	Million	Million	Million	Million
Total	122.580	119.854	114.442	122.537	115.711	126.635	126.019	122.905	114.242	124.426
Net: Firm booking	54.265	55.105	53.616	60.738	56.902	64.829	68.249	68.640	63.856	70.398
Booked online	23.341	26.526	27.656	34.448	34.739	42.973	47.093	48.545	48.354	53.337
	43%	48%	52%	57%	61%	66%	69%	71%	76%	76%
Booked through another method	30.924	28.579	25.960	26.290	22.163	21.856	21.156	20.095	15.502	17.061
	57%	52%	48%	43%	39%	34%	31%	29%	24%	24%

Figure 4: % of GB trips where a firm booking was made – online versus other methods

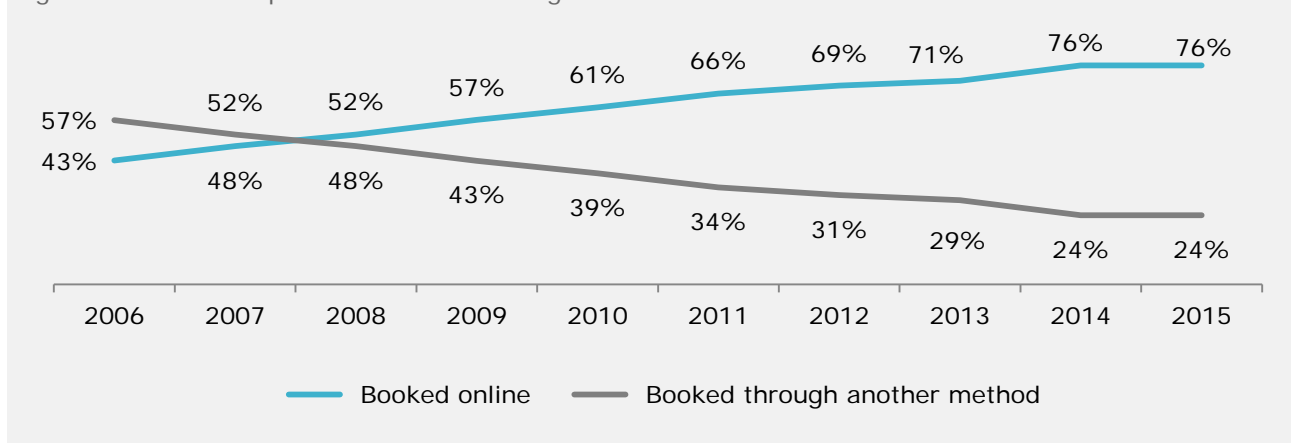


Figure 5 shows that in 2015 three quarters (76%) of all pre-booked trips were booked on line, unchanged from 2014. The proportion varied by the type of channel through which the booking was made and although fairly level, there was some difference between 2014 and 2015 in terms of proportion of online bookings made.

The highest levels of online booking were seen for those booking through a high street or online travel agent (e.g. Thomas Cook or Expedia) and over nine in ten (94%) of these trips were booked online. Booking accommodation through a transport provider was also highly likely to be made online (81%). Two thirds (66%) of those booking directly through an accommodation provider did so online, though this has fallen slightly compared to 2014 (73%). Tour operators had 66% of trip-takers booking online and tourist boards and information centres 74%.

Figure 5: % of 2015 trips vs 2014 trips booking made online - by type of provider

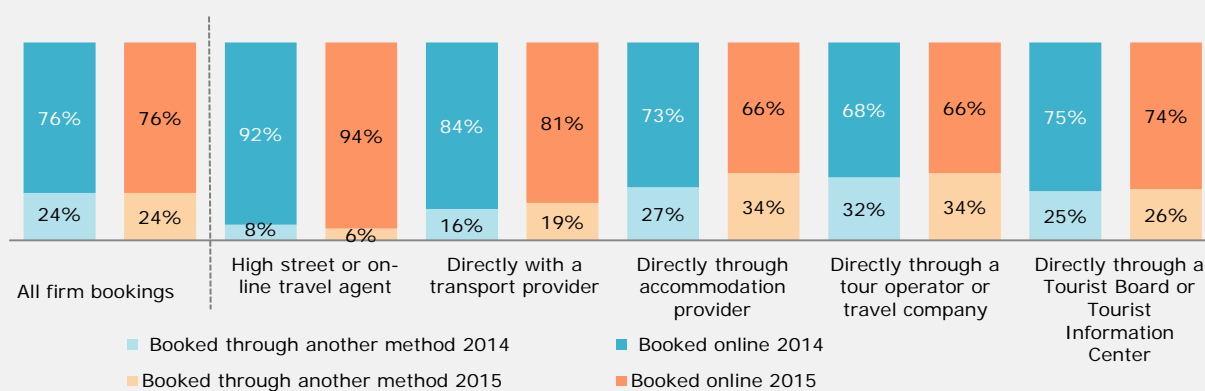


Figure 6 highlights that trip purpose did not have a significant impact upon propensity to book online or through other methods, with fairly consistent levels of take-up across all types. Business trips were more likely to be booked online, with more than four in five (83%) of pre-arranged trips being booked this way.

In terms of holiday trips, nearly three quarters (74%) of trips are booked in this way. Shorter holidays were more likely to have been booked online than longer ones (76% versus 69%).

Figure 6: % of 2015 trips where a firm booking was made – booking method by trip purpose

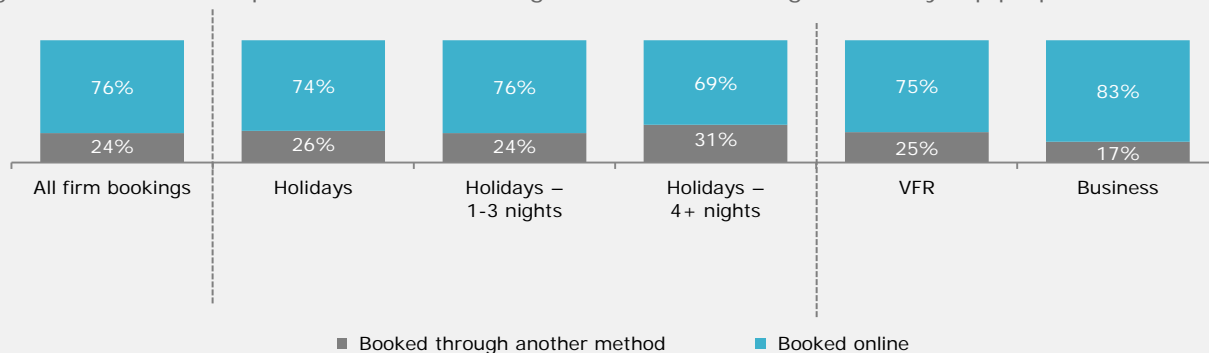


Table 1.2.33 shows that over three fifths (61%) of firm bookings that were made online were booked on larger devices such as a laptop or desktop PC (which is a lower proportion than the 67% in 2014). Conversely the proportion of bookings made on mobile devices (14% tablet device and 8% smartphone) was higher than in 2014 (12% and 5% respectively).

Table 1.2.33– Booking online – device used by accommodation booking channel

		All online firm bookings	Through a high street or on-line travel agent (e.g. Thomas Cook, Expedia)	Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	Directly through a transport provider (e.g. rail, air, sea, coach)	Directly through a Tourist Board or Tourist Information Centre
Device used	Year	Million	Million	Million	Million	Million	Million
All firm online bookings		53.337	8.723	3.445	28.227	9.649	0.741
On a laptop or desktop PC	2015	32.553 61%	5.329 61%	2.097 61%	17.558 62%	6.074 63%	0.507 68%
	2014	32.403 67%	5.107 69%	2.460 66%	18.607 68%	5.794 71%	0.527 75%
On a tablet device e.g. iPad, Kindle Fire etc.	2015	7.468 14%	1.433 16%	0.573 17%	4.108 15%	1.080 11%	0.111 15%
	2014	5.919 12%	1.121 15%	0.452 12%	3.447 13%	0.819 10%	0.126 18%
On a smartphone e.g. iPhone, Blackberry etc.	2015	4.322 8%	0.829 10%	0.248 7%	2.060 7%	0.951 10%	0.071 10%
	2014	2.259 5%	0.487 7%	0.121 3%	1.185 4%	0.403 5%	0.031 4%
On TV/games console e.g. Smart TV, Xbox etc.	2015	0.064 0%	- 0%	0.008 0%	0.044 0%	- 0%	- 0%
	2014	0.125 0%	- 0%	0.018 0%	0.080 0%	0.006 0%	- 0%
Other	2015	0.087 0%	- 0%	- 0%	0.008 0%	- 0%	0.014 2%
	2014	0.111 0%	0.011 0%	0.017 0%	0.063 0%	0.031 0%	- 0%
None/Don't know	2015	7.302 14%	1.047 12%	0.462 13%	3.993 14%	1.485 15%	0.025 3%
	2014	6.372 13%	0.762 10%	0.577 15%	3.620 13%	1.119 14%	0.027 4%

Booking lead times by trips, nights and expenditure

An important area to examine is accommodation booking lead times; the length of time between booking and travelling for GB overnight holiday trips. This question was asked only of those who had made a firm booking ahead of arriving at their trip destination.

Of those GB domestic overnight trips where accommodation was booked, on average it is booked 74.4 days in advance of the trip, around two months and two weeks, and four days longer than in 2014 (see Tables 1.2.34 below). Around three fifths (64%) of trips were booked at least a month ahead of the trip, a similar proportion to 2014. Trips booked at least a month in advance tended to have a slightly higher share of nights (72%) and expenditure (70%), meaning that longer, more expensive trips are more likely to be booked further in advance.

Table 1.2.34 – Booking lead times by volume of trips, nights and expenditure – Overall GB

Accommodation booking lead times	Trips		Nights		Expenditure	
	Million	%	Million	%	£million	%
Booked in advance	39.781	100%	137.553	100%	£11,265	100%
More than 6 months before (365 days)	4.019	10%	20.940	15%	£1,433	13%
4-6 months before (150 days)	4.635	12%	22.757	17%	£1,648	15%
2-3 months before (45 days)	9.445	24%	32.843	24%	£2,901	26%
About a month before (30 days)	7.341	18%	21.968	16%	£1,811	16%
2-3 weeks before (17.5 days)	6.890	17%	19.323	14%	£1,723	15%
4-7 days before (5.5 days)	4.171	10%	11.703	9%	£1,061	9%
2-3 days before (2.5 days)	1.861	5%	4.651	3%	£416	4%
The day before (1 day)	0.983	2%	2.406	2%	£187	2%
Booked same day/booked after setting off on the trip (0 days)	0.436	1%	0.962	1%	£85	1%
Average booking lead time in days	74.4		-		-	

Comparison of individual GB nations (Table 1.2.35) shows they tended to be broadly similar in terms of the proportion of holiday trips booked in advance (GB 70%, England 72%, Scotland 69% and Wales 60%), though holiday trips to Wales were slightly less likely to be booked in advance, as a proportion of all holiday trips.

Trips booked in advance tended to be booked on average over two months prior to the trip. Trips to England tended to be booked further in advance, with an average booking lead time of 75.6 days whereas trips to Scotland and Wales tended to have shorter average booking lead times, at 71.0 days and 72.2 days respectively.

Table 1.2.35 – Trip volumes by booking lead times and country visited

	GB	England	Scotland	Wales
Accommodation booking lead times	Million	Million	Million	Million
Total all holidays	55.960	43.724	6.364	6.251
Holidays booked in advance	39.344	31.511	4.405	3.721
Percent of holidays booked in advance	70%	72%	69%	60%
More than 6 months before (365 days)	3.914	3.195	0.397	0.338
4-6 months before (150 days)	4.499	3.655	0.445	0.419
2-3 months before (45 days)	9.136	7.279	1.100	0.850
About a month before (30 days)	6.988	5.562	0.726	0.796
2-3 weeks before (17.5 days)	6.634	5.293	0.805	0.583
4-7 days before (5.5 days)	4.022	3.343	0.355	0.342
2-3 days before (2.5 days)	1.807	1.387	0.225	0.195
The day before (1 day)	0.889	0.718	0.118	0.053
Booked same day/booked after setting off on the trip (0 days)	0.418	0.326	0.052	0.040
Average booking lead time in days	74.9	75.6	71.0	72.2

Table 1.2.36 illustrates that there were notable variations in booking lead times by the different booking channels used for GB holiday overnight trips. Trips where accommodation was booked through a high street or online travel agent or directly through a transport provider tended to see the shortest booking lead times (50.6 days and 55.0 days respectively).

Bookings made directly through a tour operator saw the longest booking lead times, with an average of 109.0 days. Over a third (34%) of these trips was booked at least 4 months in advance of travelling. Bookings made directly through an accommodation provider also had a longer average booking lead time of 72.7.

In 2015 booking lead times were longer for trips booked through tourist boards and tourist information centres compared to 2014, while the average booking lead time fell for trips booked through a high-street or online travel agent.

Table 1.2.36 – Trip volumes by booking lead times and accommodation booking channel – Overall GB

	Through a high street or on-line travel agent	Directly through a tour operator or travel company	Directly through an accommodation provider	Directly through a transport provider	Directly through a Tourist Board or Tourist Information Centre
Accommodation booking lead times	Million	Million	Million	Million	Million
Holidays booked in advance	5.024	4.028	23.814	3.417	0.818
More than 6 months before (365 days)	0.197	0.620	2.176	0.161	0.080
4-6 months before (150 days)	0.502	0.747	2.409	0.223	0.079
2-3 months before (45 days)	1.096	0.900	5.376	0.837	0.184
About a month before (30 days)	0.889	0.550	4.270	0.401	0.177
2-3 weeks before (17.5 days)	0.870	0.400	4.032	0.533	0.132
4-7 days before (5.5 days)	0.711	0.284	2.231	0.405	0.099
2-3 days before (2.5 days)	0.428	0.120	0.965	0.155	-
The day before (1 day)	0.084	0.075	0.522	0.055	0.027
Booked same day/booked after setting off on the trip (0 days)	0.032	0.014	0.198	0.027	0.024
Average booking lead time in days (2015)	50.6	109.0	72.7	55.0	71.7
Average booking lead time in days (2014)	58.9	107.5	69.2	46.3	57.0
Average booking lead time in days (2013)	47.1	95.7	69.6	59.4	65.1

As might be expected, shorter trips tended to have shorter booking lead times, with an average of 53.9 days between booking and travelling for trips that were one to three nights in length (around one month three and a half weeks). Trips of four to seven days had an average booking lead time of 107.4 days (well over three months), while trips of over one week duration had much longer average booking lead times of 146.9 days (nearly five months). All three of these durations are a few days longer than in 2014.

Table 1.2.37 – Trip volumes by booking lead times and length of trips – Overall GB

	1 to 3 nights	4 to 7 nights	8+ nights
Accommodation booking lead times	Million	Million	Million
Trips booked in advance	25.994	12.007	1.775
More than 6 months before (365 days)	1.453	2.109	0.456
4-6 months before (150 days)	2.194	1.999	0.442
2-3 months before (45 days)	5.900	3.137	0.408
About a month before (30 days)	5.398	1.726	0.217
2-3 weeks before (17.5 days)	5.206	1.553	0.130
4-7 days before (5.5 days)	3.175	0.907	0.088
2-3 days before (2.5 days)	1.516	0.318	0.027
The day before (1 day)	0.769	0.206	0.007
Booked same day/booked after setting off on the trip (0 days)	0.383	0.052	-
Average booking lead time in days	53.9	107.4	146.9

Accessibility

Respondents were asked whether they or any members of the party during their visit had any disabilities or impairments. More than one in six (17%) trips was made with a member of the party having one or more of these conditions. Long-term illness, mobility impairment (non-wheelchair user) or deafness/partial hearing loss were the most common conditions:

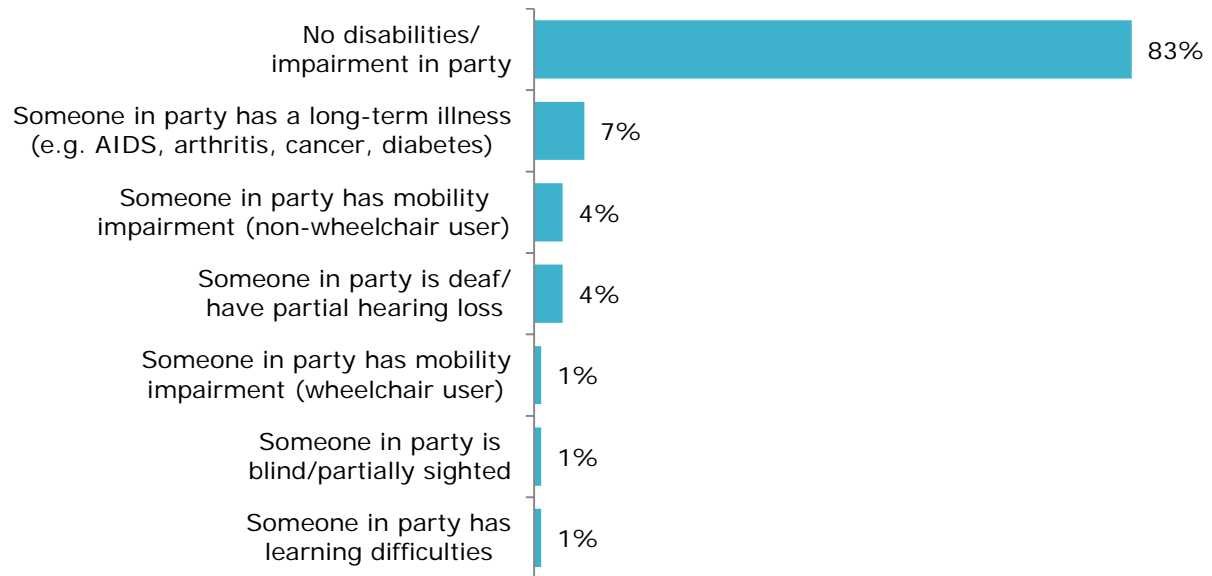


Figure 2.9 – 2015 Disabilities: Percentage of trips where one or more party member has a disability or impairment - All GB trips

The tables below also examine the number of trips, nights and expenditure by the presence of disabilities in the party. Looking across each of the GB nations, the share of trips where a member of the party has a disability or impairment is comparable across each (England 15%, Scotland 15%, Wales 17%). The volume of nights spent on overnight trips for parties of this type was also comparable across each of the nations, though these trips tended to be slightly longer than those where there were no disabilities or impairments in the party, 3.4 nights on average versus 3.0 for those with no disability or impairment. For expenditure too, trips including someone in the party with a disability or impairment saw slightly higher than average expenditure (£215) than for those who did not (£196), which gives a similar price per night. In terms of differences between the nations for these party types, England saw the largest difference in average spend made by parties with a disability or impairment compared to parties without (£211 versus £187). In Scotland the difference was £275 versus £271, and Wales £177 compared to £191, for those trips including someone with a disability or impairment compared to those without.

Table 1.2.38 – Trips by disabilities/impairments in party by country of visit

	Trips							
	GB		England		Scotland		Wales	
	2014	2015	2014	2015	2014	2015	2014	2015
Disability or impairment	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness	7.578	8.640	6.146	6.810	0.763	0.958	0.799	0.954
% share	7%	7%	7%	7%	6%	8%	8%	9%
Someone in party has mobility impairment (non-wheelchair user)	3.561	4.719	2.833	3.755	0.303	0.504	0.464	0.472
% share	3%	4%	3%	4%	2%	4%	5%	5%
Someone in party is deaf/have partial hearing loss	3.904	4.722	3.255	3.912	0.558	0.435	0.189	0.386
% share	3%	4%	4%	4%	4%	4%	2%	4%
Someone in party has mobility impairment (wheelchair user)	1.144	1.425	0.975	1.122	0.109	0.182	0.061	0.126
% share	1%	1%	1%	1%	1%	2%	1%	1%
Someone in party is blind/partially sighted	1.058	1.527	0.834	1.308	0.104	0.060	0.126	0.167
% share	1%	1%	1%	1%	1%	1%	1%	2%
Someone in party has learning difficulties	1.461	1.822	1.107	1.535	0.171	0.194	0.198	0.104
% share	1%	1%	1%	1%	1%	2%	2%	1%
Net: disability or impairment in party	15.733	18.626	12.760	15.102	1.585	1.832	1.554	1.811
% share	14%	15%	14%	15%	13%	15%	16%	17%
Total	114.242	124.426	92.613	102.730	12.519	11.988	10.002	10.449

Table 1.2.39 – Nights by disabilities/impairments in party by country of visit

	Nights							
	GB		England		Scotland		Wales	
	2014	2015	2014	2015	2014	2015	2014	2015
Disability or impairment	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness	26.63	28.24	21.00	21.91	2.83	3.31	2.80	3.02
% share	8%	7%	8%	7%	7%	8%	8%	8%
Someone in party has mobility impairment (non-wheelchair user)	13.81	16.85	10.10	13.33	1.47	1.94	2.25	1.59
% share	4%	4%	4%	4%	4%	5%	6%	4%
Someone in party is deaf/have partial hearing loss	14.15	15.83	11.01	12.66	2.11	1.66	1.03	1.51
% share	4%	4%	4%	4%	5%	4%	3%	4%
Someone in party has mobility impairment (wheelchair user)	5.04	5.16	4.20	3.91	0.44	0.78	0.39	0.47
% share	1%	1%	2%	1%	1%	2%	1%	1%
Someone in party is blind/partially sighted	3.67	5.30	2.79	4.36	0.55	0.26	0.34	0.67
% share	1%	1%	1%	1%	1%	1%	1%	2%
Someone in party has learning difficulties	4.90	6.40	3.70	5.30	0.59	0.72	0.61	0.37
% share	1%	2%	1%	2%	1%	2%	2%	1%
Net: disability or impairment in party	56.57	62.74	44.24	49.71	6.21	6.83	6.57	6.20
% share	16%	17%	16%	17%	15%	17%	19%	17%
Total	349.55	377.10	272.86	299.57	41.61	41.34	35.08	36.20

Table 1.2.40 – Expenditure by disabilities/impairments in party by country of visit

	Expenditure							
	GB		England		Scotland		Wales	
	2014	2015	2014	2015	2014	2015	2014	2015
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness	£1,516	£1,796	£1,227	£1,387	£181	£247	£108	£163
% share	7%	7%	7%	7%	6%	8%	6%	8%
Someone in party has mobility impairment (non-wheelchair user)	£828	£997	£630	£781	£91	£120	£107	£97
% share	4%	4%	3%	4%	3%	4%	6%	5%
Someone in party is deaf/have partial hearing loss	£825	£1,044	£643	£810	£136	£161	£46	£73
% share	4%	4%	4%	4%	5%	5%	3%	4%
Someone in party has mobility impairment (wheelchair user)	£316	£375	£252	£283	£46	£57	£19	£35
% share	1%	2%	1%	1%	2%	2%	1%	2%
Someone in party is blind/partially sighted	£202	£343	£160	£294	£23	£12	£19	£37
% share	1%	1%	1%	2%	1%	0%	1%	2%
Someone in party has learning difficulties	£300	£430	£227	£376	£41	£35	£32	£19
% share	1%	2%	1%	2%	1%	1%	2%	1%
Net: disability or impairment in party	£3,351	£4,008	£2,685	£3,183	£395	£504	£289	£321
% share	15%	16%	15%	16%	14%	15%	17%	16%
Total	£22,692	£24,825	£18,085	£19,571	£2,871	£3,279	£1,735	£1,975

Section 1.3 – 2010-15 domestic tourism

Trends in domestic tourism 2010-15

This section of the report presents the key findings for each year from 2010. Comparing six years of data provides a better understanding of the longer term trends in domestic tourism which are less apparent when comparing 'year-on-year'. The main body of the text focuses on the most recent 2015 time period when compared to 2014. However, any apparent trends over the 2010 – 2015 period are also highlighted.

Please note that the focus is on trips taken by British residents within GB – Northern Ireland as both a destination and an origin has been removed (reflecting the change in the survey coverage from 2011 onwards). Also, please note that all expenditure figures are presented in their original state as collected (historic prices). They do not therefore take account of inflation (in comparison to the expenditure data in Section 1.1 where inflation is taken into account).

Tourism trips taken in GB

Looking at the longer term trends, domestic tourism saw a significantly more positive performance in 2011 compared to 2010, and continued at a similar level in 2012. 2013 saw a decline of -2.5%, which continued in 2014 with 114.2 million (-7.1% compared to 2013). However, 2015 shows a strong recovery to 124.4 million, with an increase of +8.9%. The average annual change over the six years is now an increase of +1.6%.

The number of nights spent on trips in Britain rose significantly during 2011 compared to the previous year and 2012 saw the level being maintained with a small increase of +0.2%. However in 2013 this level dropped by -3.8% year on year, and in 2014 fell a further -6.4%. In 2015, the number picked up again and increased by +7.9% compared to 2014. This has resulted in an average annual change of +1.0% since 2010.

Expenditure (before taking account of inflation) had been growing between 2010 and 2012, however 2013 saw a drop in spending to £23.3 billion and 2014 saw a fall of -2.6% to £22.7 billion. 2015 has achieved a growth in spending at +9.4% to £24.8 billion. The overall performance of GB trip expenditure over the past six years has resulted in an average annual percentage change of +4.9% since 2010.

Table 1.3.1 – Tourism trips taken in GB (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change (10-15)
Trips (millions)	115.711	126.635	+9.4%	126.019	-0.5%	122.905	-2.5%	114.242	-7.1%	124.426	+8.9%	+1.6%
Nights (millions)	361.398	387.329	+7.2%	388.240	+0.2%	373.607	-3.8%	349.546	-6.4%	377.101	+7.9%	+1.0%
Spending (£millions)	£19,797	£22,666	+14.5%	£23,976	+5.8%	£23,294	-2.8%	£22,691	-2.6%	£24,825	+9.4%	+4.9%
Average nights per trip	3.12	3.06	-2.1%	3.08	+0.7%	3.04	-1.3%	3.06	+0.7%	3.03	-1.0%	-0.6%
Average spend per trip	£171	£179	+4.6%	£190	+6.2%	£190	0.0%	£199	+4.7%	£200	+0.3%	+3.2%
Average spend per night	£55	£59	+6.8%	£62	+5.1%	£62	0.0%	£65	+4.8%	£66	+1.3%	+3.6%

Purpose of domestic trips in GB

Total holiday trips (including those to visit friends and relatives) made up the largest proportion of domestic trips taken in GB, with 85.2 million trips having been taken for this purpose during the period of January to December 2015, an increase of +7.5%. More than two thirds (58.3 million) of these trips were shorter in length, lasting 1-3 nights, so trips lasting four days or longer made up about a third (26.9 million).

Holiday trips in Britain (excluding VFR) have seen an increase in 2015 of +5.8% (to 56.0 million), compared to 2014. Within this, holiday trips lasting over a week declined, while those lasting a week or less grew.

2015 saw an increase in VFR trips, with 46.6 million trips taken, a growth of +9.5%. 16.5 million overnight business trips were taken in 2015, down -8.8% on 2014.

Table 1.3.2 – Purpose of domestic trips in GB (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change (10-15)
	Millions	Millions		Millions		Millions		Millions		Millions		
All tourism	115.711	126.635	+9.4%	126.019	-0.5%	122.905	-2.5%	114.242	-7.1%	124.426	+8.9%	+1.6%
Total holiday (including VFR-holiday)	76.001	82.350	+8.4%	83.142	+1.0%	82.616	-0.6%	79.210	-4.1%	85.185	+7.5%	+2.5%
1-3 Nights	50.070	55.279	+10.4%	56.357	+2.0%	56.221	-0.2%	53.929	-4.1%	58.328	+8.2%	+3.3%
4-7 Nights	21.761	22.406	+3.0%	22.277	-0.6%	22.171	-0.5%	21.346	-3.7%	22.748	+6.6%	+1.0%
8+ Nights	4.171	4.665	+11.8%	4.508	-3.4%	4.224	-6.3%	3.935	-6.8%	4.109	+4.4%	-0.1%
Holiday	54.743	58.435	+6.7%	57.695	-1.3%	56.969	-1.3%	52.903	-7.1%	55.960	+5.8%	+0.6%
1-3 Nights	34.406	37.090	+7.8%	37.331	+0.7%	36.785	-1.5%	33.869	-7.9%	36.533	+7.9%	+1.4%
4-7 Nights	17.328	18.081	+4.4%	17.213	-4.8%	17.236	+0.1%	16.326	-5.3%	16.793	+2.9%	-0.6%
8+ Nights	3.009	3.263	+8.4%	3.151	-3.4%	2.498	-20.7%	2.709	+8.5%	2.634	-2.8%	-2.0%
VFR	41.554	45.723	+10.0%	45.137	-1.3%	44.200	-2.1%	42.533	-3.8%	46.554	+9.5%	+2.5%
VFR-holiday	21.259	23.916	+12.5%	25.446	+6.4%	25.647	+0.8%	26.307	+2.6%	29.225	+11.1%	+6.7%
VFR-other	20.295	21.808	+7.5%	19.690	-9.7%	18.553	-5.8%	16.227	-12.5%	17.329	+6.8%	-2.7%
Business/work	16.341	18.572	+13.7%	18.944	+2.0%	18.290	-3.5%	15.895	-13.1%	16.495	-8.8%	-1.9%

The number of nights spent on British trips grew between 2010 and 2012 peaking with 388.2 million domestic bednights in 2012. However 2013 saw this figure drop to 373.6 million, a decline of -3.8% which was followed by a further decline of -6.4% to 349.5 million in 2014. In 2015, the number of nights spent has increased to 377.1 million, with a +7.9% growth. Across the 2010 to 2015 period the overall average annual percentage change was +1.0%

Total domestic holiday bednights (including VFR) grew between 2010 and 2012 to 282.4 million, but this fell by -1.7% in 2013 and -4.8% in 2014 to 264.4 million. In 2015 however, it has reached 283.1 million with a +7.0% growth. Trips that last for 1-3 nights increased the most, by +8.5%.

There is an increase (+5.3%) in the number of holiday bednights in 2015. The growth is strongest for short holidays, +9.3% higher than 2014 for holidays of 1-3 nights.

The number of nights spent on business trips fell (by -1.2%) to 37.6 million. Nights on visits to friends and relatives increased by +11.1% to 131.3 million.

Table 1.3.3 – Purpose of domestic nights in GB (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change (10-15)
	Millions	Millions		Millions		Millions		Millions		Millions		
All tourism	361.40	387.33	+7.2%	388.24	+0.2%	373.61	-3.8%	349.55	-6.4%	377.10	+7.9%	+1.0%
Total holiday (including VFR-holiday)	263.96	281.51	+6.7%	282.41	+0.3%	277.70	-1.7%	264.45	-4.8%	283.13	+7.0%	+1.5%
1-3 Nights	95.70	104.60	+9.3%	107.32	+2.6%	106.88	-0.4%	103.29	-3.4%	112.02	+8.5%	+3.3%
4-7 Nights	116.00	119.10	+2.7%	117.96	-1.0%	117.08	-0.8%	112.78	-3.7%	120.98	+7.3%	+0.9%
8+ Nights	52.26	57.81	+10.6%	57.13	-1.2%	53.74	-5.9%	48.38	-10.0%	50.13	+3.6%	-0.6%
Holiday	197.22	208.49	+5.7%	203.10	-2.6%	198.23	-2.4%	184.80	-6.8%	194.64	+5.3%	-0.2%
1-3 Nights	66.76	71.32	+6.8%	71.36	+0.1%	70.28	-1.5%	65.75	-6.4%	71.84	+9.3%	+1.7%
4-7 Nights	93.25	97.26	+4.3%	92.28	-5.1%	91.99	-0.3%	87.21	-5.2%	90.57	+3.9%	-0.5%
8+ Nights	37.21	39.91	+7.3%	39.45	-1.2%	35.96	-8.9%	31.84	-11.5%	32.22	+1.2%	-2.6%
VFR	117.44	125.70	+7.0%	129.03	+2.7%	124.77	-3.3%	118.26	-5.2%	131.34	+11.1%	+2.5%
VFR-holiday	66.74	73.02	+9.4%	79.31	+8.6%	79.47	+0.2%	79.65	+0.2%	88.49	+11.1%	+5.9%
VFR-other	50.69	52.68	+3.9%	49.72	-5.6%	45.23	-8.9%	38.61	-14.8%	42.85	+11.0%	-2.9%
Business/work	37.70	41.76	+10.8%	44.47	+6.5%	41.53	-6.6%	38.11	-8.2%	37.64	-1.2%	-2.0%

In terms of revenue, British domestic overnight tourism experienced growth from 2010 to 2012, but 2013 and 2014 both saw declines, -2.8% and -2.6% respectively to give a value for 2014 of £22.7 billion. However, 2015 has reported growth of +9.4%, an average annual rate of growth of +4.9% since 2010.

Expenditure on total holidays (including VFR) declined in both 2013 (-1.8%) and 2014 (-1.0%) to £16.3 billion. In 2015, it showed an increase of +10.0% to £17.9 billion.

Spend on holidays (excluding VFR) was up +8.5% compared to 2014 at £14.2 billion, driven particularly by the increase in shorter domestic holidays, those lasting 1-3 nights (+12.0%).

Spend on trips to visit friends and relatives was also up +13.2% in 2015 to £5.6 billion. However, spend on business trips dropped by -2.1% to £4.0 billion.

Table 1.3.4 – Purpose of domestic spend in GB (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
	millions	millions		millions		millions		millions		millions		millions
All tourism	£19,797	£22,666	+14.5%	£23,976	+5.8%	£23,294	-2.8%	£22,692	-2.6%	£24,825	+9.4%	+4.9%
Total holiday (including VFR-holiday)	£13,943	£15,698	+12.6%	£16,765	+6.8%	£16,457	-1.8%	£16,286	-1.0%	£17,903	+9.9%	+9.9%
1-3 Nights	£7,388	£8,171	+10.6%	£9,064	+10.9%	£8,950	-1.3%	£8,620	-3.7%	£9,684	+12.3%	+5.8%
4-7 Nights	£5,190	£5,833	+12.4%	£6,052	+3.8%	£5,980	-1.2%	£6,196	+3.6%	£6,638	+7.1%	+5.2%
8+ Nights	£1,366	£1,694	+24.0%	£1,649	-2.7%	£1,527	-7.4%	£1,470	-3.7%	£1,581	+7.6%	+3.6%
Holiday	£11,534	£13,000	+12.7%	£13,763	+5.9%	£13,472	-2.1%	£13,065	-3.0%	£14,171	+8.5%	+4.4%
1-3 Nights	£5,845	£6,484	+10.9%	£7,183	+10.8%	£7,008	-2.4%	£6,586	-6.0%	£7,378	+12.0%	+5.1%
4-7 Nights	£4,563	£5,148	+12.8%	£5,214	+1.3%	£5,194	-0.4%	£5,343	+2.9%	£5,548	+3.8%	+4.1%
8+ Nights	£1,126	£1,368	+21.5%	£1,366	-0.2%	£1,271	-7.00%	£1,137	-10.5%	£1,245	+9.5%	+2.7%
VFR	£4,193	£4,727	+12.7%	£5,083	+7.5%	£4,847	-4.6%	£4,990	+3.0%	£5,646	+13.2%	+6.4%
VFR-holiday	£2,409	£2,698	+12.0%	£3,001	+11.2%	£2,986	-0.5%	£3,221	+7.9%	£3,732	+15.9%	+9.3%
VFR-other	£1,784	£2,029	+13.7%	£2,082	+2.6%	£1,862	-11.6%	£1,769	-5.0%	£1,914	+8.2%	+1.6%
Business/work	£3,645	£4,400	+20.7%	£4,486	+2.0%	£4,514	+0.6%	£4,101	-9.2%	£4,013	-2.1%	+0.1%

Note – all of these expenditure figures are in historic prices and do not take account of inflation.

Tourism trips taken in England

As the largest proportion of the overall market, English domestic tourism trips tend to reflect the GB performance. For 2015, the volume of overnight domestic trips to England reached 102.7 million, an increase of +10.9% compared to 2014.

There was also an increase in the number of nights spent in England to 299.6 million (+9.8%) and a +8.2% increase in spend to £19.6 billion.

While the average length of trips in England remained relatively unchanged during the six year period from 2010 to 2015, the value of these trips rose, both in terms of overall spend and spend per night (an average percentage change of +4.6% and +3.4% respectively over the six year period).

Table 1.3.5 – Tourism trips taken in England (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
Trips (millions)	95.503	104.280	+9.2%	104.458	+0.2%	101.756	-2.6%	92.613	-9.0%	102.730	+10.9%	+1.7%
Nights (millions)	284.99	306.81	+7.7%	310.91	+1.1%	297.20	-4.4%	272.86	-8.2%	299.569	+9.8%	+1.2%
Spending (millions)	£15,842	£17,914	+13.1%	£19,497	+8.8%	£18,710	-4.0%	£18,085	-3.3%	£19,571	+8.2%	+4.6%
Average nights per trip	2.98	2.94	-1.4%	2.97	+1.0%	2.92	-1.78%	2.95	+1.0%	2.92	-1.2%	-0.5%
Average spend per trip	£166	£172	+3.6%	£187	+8.5%	£184	-1.6%	£195	+6.0%	£191	-2.3%	+2.8%
Average spend per night	£56	£58	+5.0%	£63	+8.4%	£63	0.0%	£66	+4.8%	£65	-1.0%	+3.4%

Note – all of these expenditure figures are in historic prices and do not take account of inflation.

Purpose of domestic trips in England

In 2015 total holiday trips to England (including VFR) rose +9.4% compared to 2014, to 68.9 million, reaching the highest point since 2010. During this time the volume of English holiday trips has changed +1.7% on average. While there were increases across all holiday lengths, the greatest increase was for shorter holidays, lasting 1-3 nights, which constitute the largest part of English holiday trips.

Non-VFR holidays rose by +7.3% to 43.7 million compared to 2014, and again, the shorter trips of 1-3 nights saw the largest increase, growing by +10.2%. English VFR holiday trips grew at a faster rate of +13.2% to 25.2 million.

The total for VFR trips in 2015 was +12.9% higher than seen in 2014, at 40.5 million, showing signs of recovery from a trend of decline seen since 2012.

In contrast to the overall GB performance, business trips in England have increased by +2.4% compared to 2014.

Table 1.3.6 – Purpose of domestic trips in England (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
	Millions	Millions		Millions		Millions		Millions		Millions		
All tourism	95.503	104.280	+9.2%	104.458	+0.2%	101.756	-2.6%	92.613	-9.0%	102.730	+10.9%	+1.7%
Total holiday (including VFR holiday)	61.443	66.645	+8.5%	67.468	+1.2%	66.868	-0.9%	63.003	-5.8%	68.920	+9.4%	+2.5%
1-3 Nights	41.393	45.789	+10.6%	46.467	+1.5%	46.417	-0.1%	43.535	-6.2%	48.183	+10.7%	+3.3%
4-7 Nights	16.875	17.227	+2.1%	17.512	+1.7%	17.198	-1.8%	16.531	-3.9%	17.603	+6.5%	+0.9%
8+ Nights	3.174	3.629	+14.3%	3.489	-3.9%	3.253	-6.8%	2.938	-9.7%	3.135	+6.7%	+0.1%
Holiday	43.544	46.157	+6.0%	45.992	-0.4%	44.926	-2.3%	40.740	-9.3%	43.724	+7.3%	+0.3%
1-3 Nights	27.859	30.055	+7.9%	30.200	+0.5%	29.583	-2.0%	26.472	-10.5%	29.180	+10.2%	+1.2%
4-7 Nights	13.399	13.678	+2.1%	13.295	-2.8%	13.134	-1.2%	12.329	-6.1%	12.658	+2.7%	-1.1%
8+ Nights	2.286	2.424	+6.0%	2.497	+3.0%	2.209	-11.5%	1.940	-12.2%	1.887	-2.7%	-3.5%
VFR	35.963	39.382	+9.5%	38.920	-1.2%	38.194	-1.9%	35.908	-6.0%	40.552	+12.9%	+2.7%
VFR-holiday	17.899	20.487	+14.5%	21.476	+4.8%	21.942	+2.2%	22.263	+1.5%	25.196	+13.2%	+7.2%
VFR-other	18.064	18.895	+4.6%	17.445	-7.7%	16.523	-5.3%	13.645	-17.4%	15.356	+12.5%	-2.7%
Business/ work	13.454	15.502	+15.2%	15.901	+2.6%	15.589	-2.0%	13.547	-13.1%	13.868	+2.4%	+1.0%

Note – all of these expenditure figures are in historic prices and do not take account of inflation.

Tourism trips taken in Scotland

The volume of trips taken in Scotland during 2015 decreased by -4.2% compared to 2014, falling to 12.0 million trips. On average, there has been no change in volume across the period 2010 to 2015.

The length of trips in Scotland has fluctuated since 2010 but has risen by +3.9% compared to 2014, with 3.45 nights being spent on average. After a period of remaining stable between 2011 to 2014 there have also been increases for the average spend per trip (+19.7% to £274) and average spend per night (+14.5% to £79), and these measures have grown on average by +5.9% and +6.7% respectively each year since 2010.

Table 1.3.7 – Tourism trips taken in Scotland (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
Trips (millions)	12.095	13.360	+10.5%	12.752	-4.6%	12.122	-4.9%	12.519	+3.3%	11.988	-4.2%	0.0%
Nights (millions)	43.64	45.58	+4.5%	43.32	-5.0%	42.73	-1.4%	41.61	-2.6%	41.336	-0.7%	-1.0%
Spending (£millions)	£2,517	£3,018	+19.9%	£2,891	-4.2%	£2,889	-0.1%	£2,871	-0.6%	£3,279	+14.2%	+5.8%
Average nights per trip	3.61	3.41	-5.4%	3.40	-0.4%	3.52	+3.5%	3.32	-5.7%	3.45	+3.9%	-0.8%
Average spend per trip	£208	£226	+8.6%	£227	+0.3%	£238	+4.9%	£229	-3.8%	£274	+19.7%	+5.9%
Average spend per night	£58	£66	+14.8%	£67	+1.1%	£68	+1.5%	£69	+1.5%	£79	+14.5%	+6.7%

Note – all of these expenditure figures are in historic prices and do not take account of inflation.

Purpose of domestic trips in Scotland

Overall, the volume of total holiday trips taken in Scotland fell during 2015, decreasing by -2.3% to 8.7 million. The volume of shorter trips, which make up the larger part of Scottish holiday trips, fell -8.9%, however, the volume of this type of trip has grown +4.4% on average during the period 2010 to 2015.

Holiday trips (excluding VFR) followed a slightly different pattern, with a +1.0% increase over 2014, driven by an increase in mid-length holidays of 4 to 7 nights, which grew by +8.5% to 2.1 million in 2015. The average annual rate of change for holiday trips between 2010 and 2015 in Scotland was +2.9%.

In contrast to trips taken only for holiday purposes, VFR trips to Scotland fell by -14.3% during 2015, accounting largely for the overall fall in trips to Scotland since 2014. Non-holiday VFR trips saw the larger decline, falling by -20.8% to a volume of 1.2 million in 2015. This may however, be a readjustment in volumes after 2014, when a multitude of events and activities such as the Commonwealth Games and Homecoming contributed towards increases in domestic overnight tourism in Scotland.

Business trips taken in Scotland continue to decline, falling by -9.9% to 1.7 million, the lowest volume seen during the period of 2010 to 2015. During this period the volume of business trips has fallen -4.5% per annum overall.

Table 1.3.8 – Purpose of domestic trips in Scotland (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
	Millions	Millions		Millions		Millions		Millions		Millions		
All tourism	12.095	13.360	+10.5%	12.752	-4.6%	12.122	-4.9%	12.519	+3.3%	11.988	-4.2%	0.0%
Total holiday (including VFR holiday)	8.039	8.908	+10.8%	8.718	-2.1%	8.799	+0.9%	8.867	+0.8%	8.660	-2.3%	+2.6%
1-3 Nights	4.878	5.534	+13.5%	5.459	-1.4%	5.301	-2.9%	5.754	+8.6%	5.241	-8.9%	+4.4%
4-7 Nights	2.512	2.633	+4.8%	2.555	-3.0%	2.815	+10.2%	2.432	-13.6%	2.748	+13.0%	-0.4%
8+ Nights	0.649	0.742	+14.3%	0.704	-5.1%	0.684	-2.8%	0.681	-0.4%	0.671	-1.5%	+1.5%
Holiday	5.700	6.572	+15.3%	6.168	-6.2%	6.480	+5.1%	6.302	-2.8%	6.364	+1.0%	+2.9%
1-3 Nights	3.400	3.918	+15.2%	3.705	-5.4%	3.847	+3.8%	3.827	-0.5%	3.731	-2.5%	+3.3%
4-7 Nights	1.859	2.079	+11.8%	2.031	-2.3%	2.122	+4.5%	1.948	-8.2%	2.114	+8.5%	+1.5%
8+ Nights	0.441	0.576	+30.6%	0.431	-25.2%	0.510	+18.3%	0.527	+3.3%	0.519	-1.5%	+6.8%
VFR	3.614	4.106	+13.6%	4.031	-1.8%	3.470	-13.9%	4.036	+16.3%	3.461	-14.3%	+3.5%
VFR-holiday	2.339	2.336	-0.1%	2.551	+9.2%	2.319	-9.1%	2.565	+10.6%	2.296	-10.5%	+2.7%
VFR-other	1.275	1.770	+38.8%	1.480	-16.4%	1.151	-22.2%	1.471	+27.8%	1.165	-20.8%	+7.0%
Business/work	2.311	2.186	-5.4%	2.146	-1.8%	1.973	-8.1%	1.921	-2.6%	1.731	-9.9%	-4.5%

Note – all of these expenditure figures are in historic prices and do not take account of inflation.

Tourism trips taken in Wales

Overnight domestic tourism trips in Wales reached the highest point for six years in 2015 rising +4.5% 10.4 million trips. Overall, the volume of these trips has increased +3.9% on average since 2010.

The volume of bednights also increased during 2015, by +3.2% to 35.2 million, though at a slower rate than the volume of trips. This leaves the average trip length -1.3% shorter in duration than was the case in 2014 at 3.46 nights.

The increase seen for expenditure on these trips, up by +13.8% to £2.0 billion, has also resulted in a higher average spend per trip (+9.3% to £189) and per night (+11.4% to £55).

Table 1.3.9 – Tourism trips taken in Wales (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
Trips (millions)	8.666	9.697	+11.9%	9.603	-1.0%	9.929	+3.4%	10.002	+0.7%	10.449	+4.5%	+3.9%
Nights (millions)	32.77	34.94	+6.6%	34.73	-0.6%	33.68	-3.0%	35.08	+4.1%	36.197	+3.2%	+2.1%
Spending (£millions)	£1,438	£1,734	+20.6%	£1,588	-8.4%	£1,696	+6.8%	£1,735	+2.3%	£1,975	+13.8%	+7.0%
Average nights per trip	3.78	3.60	-4.7%	3.62	+0.5%	3.39	-6.4%	3.51	+3.5%	3.46	-1.3%	-1.7%
Average spend per trip	£166	£179	+7.8%	£165	-7.6%	£171	+3.6%	£173	+1.2%	£189	+9.3%	+2.9%
Average spend per night	£44	£50	+13.1%	£46	-8.5%	£50	+9.5%	£49	-2.0%	£55	+11.4%	+4.7%

Note – all of these expenditure figures are in historic prices and do not take account of inflation.

Purpose of domestic trips in Wales

In 2015, Wales saw an increase in the volume of overnight holiday trips taken, rising +2.7% compared to 2014, to 8.2 million. This continues a trend of growth for this type of trip since 2010 and the volume has grown by an average of +3.5% per year during this period.

It has been shorter holiday breaks of 1 to 3 nights which have been the main drivers of this increase, rising by +6.6% during 2015, while the volume of mid-length breaks (4 to 7 nights) fell by -3.8%. The other factor behind the increase in holiday trips has been an increase in VFR holiday trips, which rose by +20.0% compared to 2015.

Also contributing to the overall increase in overnight trips within Wales in 2015 was a rise in business trips, which increased by +69.7% to just under one million trips.

In contrast, trips that were taken purely for the purpose of holidays and non-holiday VFR trips fell in volume, by -1.7% and -30.2% respectively. Over the period of 2010 to 2015, however, the volumes of both of these types of trip have increased on average across the six year period.

Table 1.3.10 – Purpose of domestic trips in Wales (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
	Millions	Millions		Millions		Millions		Millions		Millions		
All Tourism	8.666	9.697	+11.9%	9.603	-1.0%	9.929	+3.4%	10.002	+0.7%	10.449	+4.5%	3.9%
Total holiday (including VFR holiday)	6.908	7.290	+5.5%	7.458	+2.3%	7.652	+2.6%	7.972	+4.2%	8.188	+2.7%	+3.5%
1-3 Nights	3.870	4.046	+4.6%	4.519	+11.7%	4.614	+2.1%	4.744	+2.8%	5.056	+6.6%	+5.6%
4-7 Nights	2.569	2.682	+4.4%	2.434	-9.3%	2.421	-0.5%	2.708	+11.9%	2.604	-3.8%	+0.5%
8+ Nights	0.469	0.562	+19.8%	0.504	-10.3%	0.618	+22.6%	0.519	-16.0%	0.528	+1.7%	+3.6%
Holiday	5.762	6.036	+4.8%	5.914	-2.0%	6.091	+3.0%	6.357	+4.4%	6.251	-1.7%	+1.7%
1-3 Nights	3.214	3.168	-1.4%	3.499	+10.5%	3.419	-2.3%	3.647	+6.7%	3.74	+2.6%	+3.2%
4-7 Nights	2.173	2.422	+11.5%	2.045	-15.6%	2.160	+5.6%	2.313	+7.1%	2.142	-7.4%	+0.2%
8+ Nights	0.375	0.446	+18.9%	0.370	-17.0%	0.513	+38.7%	0.398	-22.4%	0.369	-7.3%	+2.2%
VFR	2.165	2.438	+12.6%	2.372	-2.7%	2.753	+16.1%	2.839	+3.1%	2.793	-1.6%	+5.5%
VFR-holiday	1.146	1.254	+9.4%	1.544	+23.1%	1.561	+1.1%	1.615	+3.5%	1.938	+20.0%	+11.4%
VFR-other	1.018	1.184	+16.3%	0.828	-30.1%	1.192	+44.0%	1.224	+2.7%	0.855	-30.2%	+0.6%
Business/work	0.616	0.994	+61.4%	1.101	+10.8%	0.883	-19.8%	0.574	-35.0%	0.974	+69.7%	+17.4%

Note – all of these expenditure figures are in historic prices and do not take account of inflation.

Expenditure during 2015

This section examines the breakdown of domestic tourism expenditure; first at a GB level between 2010 and 2015 (for all tourism and holidays) then at the country level (comparing 2014 with 2015 for all tourism and holidays).

When a survey respondent is interviewed, they are asked to specify how much money they spent on their trip within eight categories:

- Price of package holiday/inclusive trip
- Accommodation
- Travel costs to and from destination, and during the trip
- Services or advice (e.g. travel guides, tourist information)
- Buying clothes
- Eating and drinking out
- Other shopping
- Entertainment

Although it can be informative to compare total spend when broken down into these categories, the results should be interpreted with caution due to the smaller sample size at this level.

Note: It is also important to emphasise that, as in the previous section, the 2010 to 2015 figures are in historic prices and have not been converted to take account of inflation.

Table 1.3.11 below illustrates total spending on domestic overnight trips within GB between 2010 and 2015.

In 2015, £24.8 billion was spent on GB domestic overnight tourism, marking an increase of +9.4% in spending. This reverses the trend of decline in recent years and for the period of 2010 to 2015, overall, spending has increased by +4.9% on average.

Accommodation remains the largest item of expenditure, constituting over a third of spend (35%). Worth around £8.6 billion during 2015 and with an increase of +6.6%, expenditure on accommodation has risen steadily since 2010. Spend on travel has the second largest share of the trip value at 19%, and has also seen an increase during 2015 by +5.1% to £4.8 billion. The only item of expenditure that did not increase in value over 2015 was services or advice (e.g. travel guides, tourist information), which dropped -1.8% and has seen an annual decline of -14.3% since 2010.

Table 1.3.11 – Tourism expenditure breakdown in GB (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
	£million	£million		£million		£million		£million		£million		
Total	£19,797	£22,666	+14.5%	£23,976	+5.8%	£23,294	-2.8%	£22,692	-2.6%	£24,825	+9.4%	+4.9%
Price of package holiday/ inclusive trip	£722	£891	+23.4%	£1,046	+17.4%	£912	-12.8%	£875	-4.1%	£920	+5.1%	+5.8%
% share	4%	4%	-	4%	-	4%		4%	-	4%		-
Accommodation	£6,733	£7,528	+11.8%	£7,870	+4.5%	£7,888	+0.2%	£8,091	+2.6%	£8,627	+6.6%	+5.1%
% share	34%	33%	-	33%	-	34%	-	36%	-	35%		-
Travel costs to and from destination, and during the trip	£3,898	£4,813	+23.5%	£5,024	+4.4%	£4,864	-3.2%	£4,521	-7.1%	£4,750	+5.1%	+4.5%
% share	20%	21%	-	21%	-	21%	-	20%	-	19%		-
Services or advice (e.g. travel guides, tourist information)	£47	£39	-17.0%	£74	+89.7%	£5,953	-43.2%	£57	-99.0%	£56	-1.8%	-14.3%
% share	*	*	-	*	-	-	-	*	-	*		-
Buying clothes	£1,113	£1,191	+7.0%	£1,313	+10.2%	£1,155	-12.0%	£1,080	-6.5%	£1,147	+6.2%	+1.0%
% share	6%	5%	-	5%	-	5%	-	5%	-	5%		-
Eating and drinking out	£3,990	£4,543	+13.9%	£4,640	+2.1%	£4,635	-0.1%	£4,563	-1.6%	£5,269	+15.5%	+6.0%
% share	20%	20%	-	19%	-	20%	-	20%	-	21%		-
Other shopping	£1,836	£2,073	+12.9%	£2,133	+2.9%	£2,038	-4.5%	£1,881	-7.7%	£2,201	+17.0%	+4.1%
% share	9%	9%	-	9%	-	9%	-	8%	-	9%		-
Entertainment	£1,106	£1,223	+10.6%	£1,450	+18.6%	£1,398	-3.6%	£1,303	-6.8%	£1,452	+11.4%	+6.0%
% share	6%	5%	-	6%	-	6%	-	6%	-	6%		-
Anything else	*	£364	-	£427	+17.3%	£362	-15.2%	£321	-11.3%	£402	+25.2%	+4.0%
% share	*	2%	-	2%	-	2%	-	1%	-	2%		-

Note: * = less than 0.5%

Note – all of these expenditure figures are in historic prices and do not take account of inflation.

British expenditure for holidays (excludes VFR-holiday)

During 2015, the value of GB domestic holidays (excluding VFR) rose by +8.5% to be worth £14.2 billion, breaking a recent downward trend. The period for 2010 to 2015 has typically seen an overall increase, with average year-on-year change standing at +2.5%.

Reflecting the profile of expenditure on all GB domestic trips, accommodation has the largest share of spend at nearly two fifths (38%). The value of this item was worth £5.4 billion during 2015, an increase of +6.2% compared to the previous year. Increases have been across all items of expenditure on these holiday trips, except for package/inclusive holiday trips, which has fallen by -5.0% over 2015, and has seen a negative average annual growth of -2.0% since 2010.

Table 1.3.12 – Holiday tourism expenditure breakdown in GB (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
	£million	£million		£million		£million		£million		£million		
Total	£11,534	£13,000	+12.7%	£13,763	+5.9%	£13,472	-2.1%	£13,065	-3.0%	£14,171	+8.5%	+2.5%
Price of package holiday/inclusive trip	£581	£745	+28.2%	£812	+9.0%	£678	-16.5%	£699	+3.1%	£664	-5.0%	-2.0%
% share	5%	6%	-	6%	-	5%	-	5%	-	5%		-
Accommodation	£4,280	£4,649	+8.6%	£4,913	+5.7%	£4,911	0.0%	£5,097	+3.8%	£5,415	+6.2%	+3.5%
% share	37%	36%	-	36%	-	36%	-	39%	-	38%		-
Travel costs to and from destination, and during the trip	£1,565	£1,906	+21.8%	£1,944	+2.0%	£1,964	+1.0%	£1,774	-9.7%	£1,839	+3.7%	+3.0%
% share	14%	15%	-	14%	-	15%	-	14%	-	13%		-
Services or advice (e.g. travel guides, tourist information)	£31	£28	-9.7%	£36	+28.6%	£27	-25.0%	£32	+18.5%	£38	+18.8%	-2.7%
% share	*	*	-	*	-	-	-	*	-	*		-
Buying clothes	£655	£696	+6.3%	£807	+16.0%	£742	-8.1%	£619	-16.6%	£676	+9.2%	-1.3%
% share	6%	5%	-	6%	-	6%	-	5%	-	5%		-
Eating and drinking out	£2,313	£2,620	+13.3%	£2,688	+2.6%	£2,631	-2.1%	£2,618	-0.5%	£3,000	+14.6%	+3.4%
% share	20%	20%	-	20%	-	20%	-	20%	-	21%		-
Other shopping	£1,182	£1,317	+11.4%	£1,373	+4.3%	£1,360	-1.0%	£1,194	-12.2%	£1,373	+15.0%	+2.2%
% share	10%	10%	-	10%	-	10%	-	9%	-	10%		-
Entertainment	£727	£829	+14.0%	£980	+18.2%	£951	-3.0%	£863	-9.3%	£967	+12.1%	+3.7%
% share	6%	6%	-	7%	-	7%	-	7%	-	7%		-
Anything else	*	£211	-	£211	0.0%	£208	-1.4%	£168	-19.2%	£199	+18.5%	-0.8%
% share	-	2%	-	2%	-	2%	-	1%	-	1%		-

Note: * = less than 0.5%

Note – all of these expenditure figures are in historic prices and do not take account of inflation.

Total spending on domestic overnight trips within England between 2013 and 2015

In line with the performance of overall GB trips, the expenditure on overnight trips in England increased during 2015, reaching a value of £19.6 billion. Holiday trips accounted for more than half of this value at £10.7 billion.

Spend on accommodation, the largest item of expenditure on English overnight trips, has increased by +6%, continuing a trend of growth since 2013. As seen for all GB overnight trips, expenditure on English trips has increased for most of these items apart from services or advice (e.g. travel guides, tourist information), which fell by -7% compared to 2014. All items of expenditure on English holiday trips have increased since 2014, with the exception of package/inclusive trips (-21%), again, reflecting the pattern seen for GB holiday trips overall.

Table 1.3.13 – Tourism expenditure breakdown in England (2013-15)

	All domestic tourism				Domestic holidays			
	2013	2014	2015	% change (14-15)	2013	2014	2015	% change (14-15)
	£million	£million	£million		£million	£million	£million	
Total	£18,710	£18,085	£19,571	+8%	£10,463	£10,046	£10,725	+7%
Price of package holiday/inclusive trip	£725	£728	£682	-6%	£512	£571	£453	-21%
% share	4%	4%	3%		5%	6%	4%	
Accommodation	£6,360	£6,486	£6,896	+6%	£3,860	£3,959	£4,212	+6%
% share	34%	36%	35%		37%	39%	39%	
Travel costs to and from destination, and during the trip	£3,896	£3,564	£3,706	+4%	£1,483	£1,296	£1,328	+2%
% share	21%	20%	19%		14%	13%	12%	
Services or advice (e.g. travel guides, tourist information)	£36	£42	£39	-7%	£23	£22	£24	+9%
% share	*	*	*		*	*	*	
Buying clothes	£920	£891	£934	+5%	£562	£494	£542	+10%
% share	5%	5%	5%		5%	5%	5%	
Eating and drinking out	£3,752	£3,610	£4,211	+17%	£2,052	£2,005	£2,299	+15%
% share	20%	20%	22%		20%	20%	21%	
Other shopping	£1,562	£1,483	£1,639	+11%	£1,025	£907	£978	+8%
% share	8%	8%	8%		10%	9%	9%	
Entertainment	£1,169	£1,039	£1,179	+13%	£780	£675	£759	+12%
% share	6%	6%	6%		7%	7%	7%	
Anything else	£291	£243	£285	+17%	£165	£116	£129	+11%
% share	2%	1%	1%		2%	1%	1%	

Note: * = less than 0.5%

Note – all of these expenditure figures are in historic prices and do not take account of inflation.

Total spending on domestic overnight trips within Scotland between 2013 and 2015

Both overall and holiday domestic trips in Scotland saw an increase in expenditure during 2015, increasing by +14% and +19% respectively. Scottish trips taken during 2015 were worth £3.3 billion, with holiday trips making up a large proportion of this value at £2.1 billion.

Most of the expenditure categories rose in value for Scottish overnight trips, apart from package/inclusive trips, which fell by -30% compared to 2014. For Scottish holiday trips, however, several areas of expenditure saw declines in value, including accommodation (-1%), travel (-22%), eating and drinking out (-3%) and buying clothes(-22%).

Table 1.3.14 – Tourism expenditure breakdown in Scotland (2013-15)

	All domestic tourism				Domestic holidays			
	2013	2014	2015	% change (14-15)	2013	2014	2015	% change (14-15)
	£millions	£millions	£millions		£millions	£millions	£millions	
Total	£2,889	£2,871	£3,279	+14%	£1,814	£1,732	£2,068	+19%
Price of package holiday/inclusive trip	£138	£191	£134	-30%	£127	£88	£123	+40%
% share	5%	3%	4%		7%	4%	6%	
Accommodation	£954	£978	£1,064	+9%	£618	£725	£720	-1%
% share	33%	34%	32%		34%	34%	35%	
Travel costs to and from destination, and during the trip	£632	£644	£683	+6%	£289	£411	£320	-22%
% share	22%	22%	21%		16%	19%	15%	
Services or advice (e.g. travel guides, tourist information)	£3	£7	£14	+100%	£2	£5	£11	+120%
% share	*	*	*		*	*	1%	
Buying clothes	£171	£131	£133	+2%	£132	£103	£80	-22%
% share	6%	5%	4%		7%	5%	4%	
Eating and drinking out	£546	£576	£664	+15%	£341	£434	£420	-3%
% share	19%	20%	20%		19%	20%	20%	
Other shopping	£266	£238	£331	+39%	£184	£197	£212	+8%
% share	9%	8%	10%		10%	9%	10%	
Entertainment	£135	£155	£170	+10%	£97	£126	£127	+1%
% share	5%	5%	5%		5%	6%	6%	
Anything else	£44	£45	£84	+87%	£25	£34	£55	+62%
% share	2%	2%	3%		1%	2%	3%	

Note: * less than 0.5%

Note – all of these expenditure figures are in historic prices and do not take account of inflation.

Total spending on domestic overnight trips within Wales between 2013 and 2015

Expenditure on Welsh domestic tourism trips continued its upward trend, with an increase of +14% during 2015. Although holiday trips in Wales make up more than two thirds of the overall value of Welsh trips, their value grew at a slightly slower rate of +7%.

Travel (+6%), package/inclusive trips (+108%) and shopping (buying clothes +38% and other shopping +44%) appear to be driving much of the increase, although a number of expenditure items for Welsh holiday trips have fallen in value since 2014. These include accommodation, services or advice (e.g. travel guides or tourist information), and entertainment.

Table 1.3.15 – Tourism Expenditure Breakdown in Wales (2013-15)

	All domestic tourism				Domestic Holidays			
	2013	2014	2015	% change (14-15)	2013	2014	2015	% change (14-15)
	£million	£million	£million		£million	£million	£million	
Total	£1,696	£1,735	£1,975	+14%	£1,195	£1,287	£1,378	+7%
Price of package holiday/inclusive trip	£50	£50	£104	+108%	£39	£46	£88	+91%
% share	3%	3%	5%		3%	4%	6%	
Accommodation	£574	£627	£666	+6%	£433	£510	£484	-5%
% share	34%	36%	34%		36%	40%	35%	
Travel costs to and from destination, and during the trip	£337	£313	£361	+15%	£192	£189	£190	+1%
% share	20%	18%	18%		16%	15%	14%	
Services or advice (e.g. travel guides, tourist information)	£2	£8	£3	-63%	£2	£6	£3	-50%
% share	*	*	*		*	*	*	
Buying clothes	£64	£58	£80	+38%	£48	£35	£54	+54%
% share	4%	3%	4%		4%	3%	4%	
Eating and drinking out	£337	£377	£394	+5%	£238	£268	£282	+5%
% share	20%	22%	20%		20%	21%	20%	
Other shopping	£210	£160	£231	+44%	£152	£125	£183	+46%
% share	12%	9%	12%		13%	10%	13%	
Entertainment	£94	£109	£102	-6%	£73	£84	£81	-4%
% share	6%	6%	5%		6%	7%	6%	
Anything else	£27	£33	£33	0%	£18	£24	£15	-38%
% share	2%	2%	2%		2%	2%	1%	

Note: * less than 0.5%

Note – all of these expenditure figures are in historic prices and do not take account of inflation.

Holidays taken in GB by lifestage

This section examines the trends and characteristics of holiday tourism and how it varies by lifestage. The number of trips and the percentage change between years has been illustrated for GB and each constituent country between 2010 and 2015.

British adults have been defined into four categories:

Lifestage	
Pre-nesters	Under 35 years and no children
Families	All ages and with children
Older Independents	35-54 years and no children
Empty Nesters	55+ years and no children

Of the 56.0 million holiday trips taken in Britain during 2015, Families represent the largest segment, with 19.6 million trips taken, although Empty Nesters account for nearly as many trips, with 19.0 million (see Table 1.3.16 below). The volumes of trips taken by all types of holiday-makers have increased since 2014. The increase in family trips of +5.7% represents a change in direction, as this group had seen a decline in holiday trips since 2012. The uplift in family holiday trips accompanies an increase in holiday trips overall.

Table 1.3.16 – Holiday tourism trips taken in GB by Lifestage (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
Holidays	54.743	58.435	+6.7%	57.695	-1.3%	56.969	-1.3%	52.903	-7.1%	55.96	+5.8%	+0.6%
Pre-nesters	8.067	8.650	+7.2%	8.963	+3.6%	8.461	-5.6%	7.428	-12.2%	7.951	+7.0%	0.0%
Families	19.649	20.288	+3.3%	19.869	-2.1%	19.252	-3.1%	18.550	-3.7%	19.602	+5.7%	0.0%
Older Independents	10.178	10.751	+5.6%	10.593	-1.5%	10.665	+0.7%	8.753	-17.9%	9.370	+7.0%	-1.2%
Empty Nesters	16.849	18.745	+11.3%	18.270	-2.5%	18.591	+1.8%	18.173	-2.3%	19.038	+4.8%	+2.6%

Holidays taken in England by Lifestage

In England, again Families and Empty Nesters account made up the largest share of holiday trips (see Table 1.3.17 below). Also reflecting the overall GB picture, each of the lifestage types saw an increase in volume of holiday trips during 2015. The longer term view across 2010 to 2015 shows that on average, annual growth has remained flat for Families and Pre-Nesters, while Empty Nesters have seen an annual increase of +1.6% on average, while trips taken by Older Independents have declined by -1.4% on average.

Table 1.3.17 – Holiday tourism trips taken in England by Lifestage (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
Holidays	43.544	46.157	+6.0%	45.992	-0.4%	44.926	-2.3%	40.740	-9.3%	43.724	+7.3%	+0.3%
Pre-nesters	6.381	6.818	+6.9%	7.387	+8.4%	6.487	-12.2%	5.735	-11.6%	6.191	+8.0%	-0.1%
Families	15.632	16.071	+2.8%	16.104	+0.2%	15.355	-4.7%	14.291	-6.9%	15.706	+9.9%	+0.3%
Older Independents	7.899	8.470	+7.2%	8.541	+0.8%	8.389	-1.8%	6.631	-21.0%	7.159	+8.0%	-1.4%
Empty Nesters	13.633	14.799	+8.6%	13.960	-5.7%	14.695	+5.3%	14.083	-4.2%	14.669	+4.2%	+1.6%

Holidays taken in Scotland by Lifestage

Differing from the GB and England profile, Empty Nesters are the largest group taking trips in Scotland, making up nearly two fifths (39%) of trips (see Table 1.3.18). This group has seen a +19.2% increase in volume of trips taken during 2015, but this increase was offset by declines for the Family group and Older Independents, which saw declines of -10.0% and -12.4% respectively. Since 2010, the volume of trips taken by Empty Nesters has increased by an average of +7.7% each year, making them the fastest growing lifestage groups for domestic tourism in Scotland.

Table 1.3.18 – Pure holiday tourism trips taken in Scotland by Lifestage (2010-2015)

	2010	2011	% Change (10-11)	2012	% Change (11-12)	2013	% Change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
Holidays	5.700	6.572	+15.3%	6.168	-6.2%	6.48	+5.1%	6.302	-2.8%	6.364	+1.0%	+2.5%
Pre-nesters	0.994	1.000	+0.6%	0.829	-17.1%	1.148	+38.5%	1.064	-7.3%	1.071	+0.7%	+3.1%
Families	1.699	2.056	+21.0%	1.787	-13.1%	1.859	+4.0%	1.966	+5.8%	1.770	-10.0%	+1.5%
Older Independents	1.222	1.347	+10.2%	1.091	-19.0%	1.406	+28.9%	1.196	-14.9%	1.048	-12.4%	-1.4%
Empty Nesters	1.785	2.169	+21.5%	2.461	+13.5%	2.067	-16.0%	2.076	+0.4%	2.475	+19.2%	+7.7%

Holidays taken in Wales by Lifestage

As was the case in England, Families and Empty Nesters made up the majority of holiday trips in Wales during 2015, representing 36% and 33% of Welsh holiday trips respectively (see Table 1.3.19 below). Both of these groups, however, have seen a decline in trip volumes since 2014, falling by -8.3% and -7.0% respectively. In both cases, this latest performance follows a fluctuating trend but overall for the period between 2010 and 2015, Families has seen an average annual decrease of -1.2%, while the numbers of Empty Nesters have risen overall, with an average annual increase of +7.2%.

Table 1.3.19 – Holiday tourism trips taken in Wales by Lifestage (2010-2015)

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	Average annual % change 10-15
Holidays	5.762	6.036	+4.8%	5.914	-2.0%	6.091	+3.0%	6.357	+4.4%	6.251	-1.7%	+1.7%
Pre-nesters	0.749	0.887	+18.4%	0.780	-12.1%	0.893	+14.5%	0.667	-25.3%	0.741	+11.1%	+1.3%
Families	2.415	2.221	-8.0%	2.072	-6.7%	2.180	+5.2%	2.442	+12.0%	2.240	-8.3%	-1.2%
Older Independents	1.084	0.977	-9.9%	1.009	+3.3%	0.995	-1.4%	1.010	+1.5%	1.190	+17.8%	+2.3%
Empty Nesters	1.514	1.950	+28.8%	2.053	+5.3%	2.023	-1.5%	2.237	+10.6%	2.080	-7.0%	+7.2%

Part 2 – Summary data tables

GB Tourist 2015



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Part 2 – Summary data tables

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All tourism in Great Britain

British residents made an estimated 124 million overnight trips in Great Britain in 2015, representing 377 million bed nights and £25 billion in spending.

Total holidays (including visiting friends and relatives) are the main purpose of trips taken, accounting for two thirds (68%) of trips taken and are even more important in terms of nights (75%) and spending (72%). Visits to friends and relatives (VFR) for mainly holiday purposes account for one in four trips and nights away (23%) but are less significant in terms of spending (15%). Business and work is the main purpose for around one in eight trips (13%), accounting for one in nine nights (10%). These are higher spending trips, accounting for 16% of all tourism spending.

Friends' and relatives' homes (including owned second homes) are a widely used type of accommodation accounting for almost four in ten of all trips (37%). This reflects not only visits to friends and relatives as such, but also holidays spent staying with friends and relatives. With no real accommodation costs, trips staying at friends' and relatives' homes account for only 19% of spending on all tourism trips.

Commercial accommodation is used on just over half of trips (58%), but these trips represent a much higher share of spending (75%). Commercial accommodation is mainly serviced (40% of trips) where trips tend to be shorter in duration (28% of nights) but higher spending (51%). Hotels and motels account for 34% of trips and 44% of spend; guest houses and B&Bs account for 6% of trips and 7% of spend. Self-catering rented accommodation is used on a lower volume of trips (19%), but these trips are longer (27% of nights) and therefore slightly above average in terms of spending (24%).

The car is the dominant form of transport with three quarters (74%) of trips using a private car for the longest part of the journey from home to the destination

Firm bookings are made before more than half of all trips (57%), but it would be higher were it not for the high level of staying at friends and relatives' homes and using personal transport, where advance booking is less relevant

Large cities/large towns (41%) are the major destinations of tourism trips, with small towns, the seaside and countryside/villages representing the remainder with a share of 20% each.

Table 2.1 – All tourism in GB

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2014	114.24	92.61	12.52	10.00	349.5	272.9	41.6	35.1	£22,692	£18,085	£2,871	£1,735
All tourism – 2015	124.43	102.73	11.99	10.45	377.1	299.6	41.3	36.2	£24,825	£19,571	£3,279	£1,975
Purpose												
Leisure	102.51	84.28	9.83	9.04	326.0	258.2	35.2	32.6	£19,817	£15,380	£2,688	£1,749
Total holiday	85.18	68.92	8.66	8.19	283.1	220.9	32.1	30.1	£17,903	£13,790	£2,474	£1,640
Holiday	55.96	43.72	6.36	6.25	194.6	146.5	24.3	23.8	£14,171	£10,725	£2,068	£1,378
VFR-holiday	29.23	25.20	2.30	1.94	88.5	74.5	7.7	6.3	£3,732	£3,065	£405	£262
VFR-other	17.33	15.36	1.17	0.86	42.9	37.2	3.1	2.5	£1,914	£1,591	£214	£109
VFR	46.55	40.55	3.46	2.79	131.3	111.7	10.8	8.8	£5,646	£4,655	£619	£371

Continued overleaf ►

Table 2.1 – All tourism in GB (continued)

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2014	114.24	92.61	12.52	10.00	349.5	272.9	41.6	35.1	£22,692	£18,085	£2,871	£1,735
All tourism – 2015	124.43	102.73	11.99	10.45	377.1	299.6	41.3	36.2	£24,825	£19,571	£3,279	£1,975
Purpose (continued)												
Total business	16.49	13.87	1.73	0.97	37.6	30.1	4.9	2.6	£4,013	£3,339	£503	£171
To attend a conference	1.29	1.13	0.12	0.04	3.0	2.6	0.3	0.1	£312	£261	£43	£8
To attend an exhibition/ trade show	0.71	0.56	0.12	0.04	1.3	1.0	0.3	0.1	£166	£132	£24	£10
Travel/transport is my work	0.57	0.50	0.08	0.02	1.0	0.8	0.2	*	£103	£92	£11	£1
To do paid work/ on business	14.50	12.18	1.49	0.90	33.3	26.6	4.3	2.5	£3,535	£2,946	£436	£153
School trip	0.56	0.44	0.02	0.11	1.4	1.1	*	0.2	£98	£86	£2	£9
Other reason	4.02	3.41	0.34	0.29	10.5	8.8	1.0	0.7	£749	£633	£74	£42
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned))	72.36	58.89	7.88	6.16	209.6	163.5	25.7	20.4	£18,713	£14,768	£2,518	£1,427
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	49.58	41.44	5.44	3.14	107.3	87.1	13.4	6.8	£12,771	£10,389	£1,647	£735
Hotel/motel	41.82	35.13	4.75	2.28	87.3	71.3	11.2	4.8	£10,904	£8,907	£1,443	£554
Guest house/ bed and breakfast	7.34	5.90	0.72	0.82	17.5	13.6	2.1	1.7	£1,695	£1,325	£203	£167
Total self-catering rented accommodation and caravan and camping (flat/apartment/ house/chalet/villa/ bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	23.28	17.82	2.61	3.07	102.4	76.4	12.4	13.6	£5,943	£4,379	£871	£692
Self-catering rented accommodation (Flat/apartment/ house/chalet/villa/ bungalow/cottage and holiday camp/village)	9.91	7.43	1.50	1.10	48.2	34.5	7.7	6.0	£3,663	£2,704	£617	£342

Continued overleaf ►

Table 2.1 – All Tourism in GB (continued)

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All tourism – 2014	114.24	92.61	12.52	10.00	349.5	272.9	41.6	35.1	£22,692	£18,085	£2,871	£1,735
All tourism – 2015	124.43	102.73	11.99	10.45	377.1	299.6	41.3	36.2	£24,825	£19,571	£3,279	£1,975
Accommodation used (continued)												
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	15.39	11.65	1.24	2.61	64.7	48.0	5.6	11.0	£2,492	£1,803	£261	£428
Touring caravan	4.24	3.44	0.39	0.47	19.7	15.9	1.8	2.0	£664	£522	£68	£74
Static (not owned)	3.62	2.58	0.30	0.74	17.0	12.5	1.4	3.1	£829	£573	£85	£171
Static (owned)	3.19	2.02	0.28	0.90	13.0	7.8	1.3	3.9	£425	£268	£54	£103
Camping	4.38	3.63	0.27	0.52	15.0	11.8	1.2	2.0	£574	£440	£55	£79
Glamping	0.24	0.16	0.01	0.07	1.1	0.6	0.0	0.5	£51	£39	£1	£11
Hostel	1.13	0.74	0.16	0.24	2.5	1.7	0.4	0.5	£213	£140	£47	£26
Airbnb/Someone's home	0.34	0.28	0.02	0.04	1.6	1.4	0.1	0.2	£62	£50	£2	£11
Own home/ friend's home/ relative's home	46.23	39.66	3.79	3.17	137.2	114.8	12.7	9.8	£4,717	£3,820	£566	£332
Main mode of transport												
Public transport	27.32	22.33	3.63	1.46	80.9	64.2	11.9	4.8	£6,122	£4,740	£1,066	£317
Train	18.62	16.05	1.81	0.84	54.8	46.0	5.7	3.1	£4,058	£3,397	£473	£189
Regular bus/coach	3.18	2.41	0.46	0.31	9.1	7.0	1.2	0.9	£499	£384	£69	£45
Organised coach tour	1.96	1.53	0.25	0.18	6.1	4.7	0.9	0.5	£452	£334	£83	£35
Plane	3.21	2.04	1.06	0.13	9.9	5.5	4.1	0.3	£1,038	£566	£424	£48
Boat/ship/ferry	0.35	0.31	0.05	-	1.1	1.0	0.1	-	£76	£60	£16	-
Personal transport	95.69	79.21	8.21	8.89	292.2	232.2	29.0	31.0	£18,438	£14,598	£2,199	£1,641
Car	92.24	76.36	7.82	8.64	281.3	223.8	27.4	30.2	£17,750	£14,026	£2,113	£1,612
Car – own/ friend's/firm's	90.28	74.76	7.61	8.48	275.4	219.4	26.4	29.5	£17,238	£13,645	£2,027	£1,566
Car – hired	1.95	1.60	0.21	0.16	5.9	4.3	0.9	0.7	£512	£381	£85	£46
Camper/motor cycle/bicycle/lorry/ truck/van/walking	3.74	3.10	0.42	0.27	11.4	8.9	1.7	0.8	£714	£596	£87	£32
Other	0.95	0.77	0.12	0.06	2.9	2.2	0.4	0.2	£191	£169	£14	£8
Country of residence												
England	108.99	95.22	5.99	8.39	328.0	273.8	24.0	30.2	£21,505	£17,768	£2,086	£1,650
Scotland	9.39	3.51	5.84	0.10	30.8	13.7	16.7	0.5	£2,172	£980	£1,154	£39
Wales	6.05	4.00	0.16	1.96	18.3	12.1	0.7	5.5	£1,148	£823	£39	£286
How trip booked												
Firm booking	70.40	58.12	7.27	5.50	216.5	170.9	26.1	19.5	£17,730	£13,895	£2,501	£1,334
High street or on-line travel agent	9.24	7.67	1.01	0.61	23.9	18.7	3.4	1.9	£2,495	£1,981	£376	£138
Directly with a tour operator	5.24	4.15	0.55	0.58	22.2	17.0	2.2	3.0	£1,678	£1,291	£206	£181
Directly with accommodation provider	38.96	32.48	3.66	3.13	115.6	92.0	12.9	10.8	£9,962	£7,811	£1,374	£777
Directly with a transport provider	11.93	9.77	1.52	0.71	37.0	29.1	5.7	2.3	£2,655	£2,037	£455	£163

Continued overleaf ►

Table 2.1 – All tourism in GB (continued)

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2014	114.24	92.61	12.52	10.00	349.5	272.9	41.6	35.1	£22,692	£18,085	£2,871	£1,735
All tourism – 2015	124.43	102.73	11.99	10.45	377.1	299.6	41.3	36.2	£24,825	£19,571	£3,279	£1,975
How trip booked (continued)												
Directly with a Tourist Board/TIC	1.01	0.83	0.12	0.07	4.1	3.2	0.7	0.2	£306	£239	£54	£13
Booked online	53.34	44.08	5.65	3.99	160.3	126.9	19.7	13.6	£13,430	£10,533	£1,925	£972
Through some other source	9.22	7.62	0.90	0.77	32.7	25.9	3.7	3.2	£2,148	£1,677	£302	£168
Did not make firm bookings before trip	46.86	38.97	3.89	4.23	138.2	111.3	12.5	14.5	£5,666	£4,551	£593	£523
Don't know	7.17	5.64	0.83	0.72	22.4	17.4	2.8	2.2	£1,428	£1,125	£185	£118
Whether booked online												
Booked online	53.34	44.08	5.65	3.99	160.3	126.9	19.7	13.6	£13,430	£10,533	£1,925	£972
Not booked online	71.09	58.65	6.34	6.46	216.8	172.7	21.6	22.6	£11,395	£9,038	£1,354	£1,003
Package trip												
Package trip	4.72	3.86	0.50	0.38	14.6	11.7	1.7	1.2	£1,430	£1,092	£195	£142
Not a package trip	119.00	98.29	11.42	10.01	360.6	286.5	39.4	34.7	£23,251	£18,363	£3,069	£1,820
Don't Know	0.70	0.59	0.06	0.06	1.9	1.4	0.2	0.2	£144	£116	£15	£13
Type of location stayed at												
Seaside	24.87	19.36	1.56	4.11	92.4	71.3	5.8	15.3	£5,514	£4,354	£360	£800
Large city/large town	50.75	43.97	5.31	1.90	122.8	104.0	14.8	4.0	£10,240	£8,421	£1,488	£331
Small town	27.50	22.11	3.43	2.36	80.6	61.1	10.9	8.7	£4,495	£3,411	£692	£393
Countryside/village	24.58	19.90	2.46	2.43	79.9	62.0	9.8	8.2	£4,519	£3,349	£726	£443
Month trip started												
January 2015	6.95	5.91	0.69	0.38	16.7	13.8	1.7	1.2	£1,233	£1,000	£170	£63
February 2015	7.83	6.65	0.80	0.43	18.4	15.3	2.1	1.0	£1,328	£1,090	£169	£69
March 2015	8.84	7.12	0.98	0.81	24.8	19.6	2.7	2.5	£1,769	£1,368	£256	£145
April 2015	10.96	9.00	1.05	0.94	32.6	25.3	3.9	3.4	£2,020	£1,530	£292	£197
May 2015	11.97	9.91	1.10	1.05	35.7	27.8	4.1	3.8	£2,426	£1,883	£332	£211
June 2015	10.27	8.40	1.00	0.89	31.0	24.2	3.6	3.2	£2,173	£1,748	£257	£168
July 2015	13.70	11.11	1.54	1.17	49.0	38.4	5.8	4.8	£3,037	£2,350	£445	£242
August 2015	14.80	11.93	1.50	1.53	55.9	43.1	6.0	6.8	£3,318	£2,558	£462	£298
September 2015	9.46	7.85	0.90	0.75	29.5	23.7	3.4	2.4	£2,195	£1,737	£250	£208
October 2015	9.97	8.21	0.89	0.92	27.6	22.1	2.8	2.7	£1,827	£1,466	£213	£148
November 2015	7.20	5.96	0.63	0.63	16.4	13.1	1.8	1.5	£1,443	£1,161	£180	£102
December 2015	12.49	10.69	0.91	0.95	39.5	33.2	3.5	2.8	£2,057	£1,679	£253	£124
Duration of trip												
1 night	36.20	31.45	2.56	2.19	36.2	31.5	2.6	2.2	£4,819	£4,113	£446	£261
2 nights	35.01	29.34	3.13	2.68	70.0	58.5	6.2	5.3	£5,852	£4,723	£683	£447
3 nights	20.15	16.18	2.12	1.95	60.4	48.4	6.3	5.8	£4,289	£3,401	£528	£360
4 nights	11.72	9.37	1.25	1.20	46.9	37.2	4.9	4.7	£3,045	£2,361	£443	£241
5 nights	5.51	4.30	0.81	0.46	27.5	21.3	4.0	2.2	£1,404	£1,056	£254	£94
6 nights	3.49	2.68	0.48	0.39	21.0	16.0	2.7	2.3	£1,070	£809	£157	£103
7 nights	7.26	5.53	0.80	0.96	50.8	38.6	5.6	6.6	£2,422	£1,813	£351	£258
1-3 nights	91.35	76.98	7.81	6.82	166.7	138.4	15.0	13.2	£14,960	£12,237	£1,657	£1,067
4-7 nights	27.98	21.88	3.34	3.00	146.2	113.2	17.3	15.8	£7,942	£6,040	£1,206	£696
8+ nights	21.36	16.38	2.93	2.44	163.6	123.9	21.3	18.3	£6,819	£4,973	£1,180	£666
Average duration of trip (nights)	3.03	2.92	3.44	3.46	3.03	2.92	3.44	3.46	3.03	2.92	3.44	3.46

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Table 2.1 – All tourism in GB (continued)

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2014	114.24	92.61	12.52	10.00	349.5	272.9	41.6	35.1	£22,692	£18,085	£2,871	£1,735
All tourism – 2015	124.43	102.73	11.99	10.45	377.1	299.6	41.3	36.2	£24,825	£19,571	£3,279	£1,975
Children on trip												
Yes	33.25	27.51	2.47	3.40	112.4	89.4	9.9	13.1	£5,023	£4,017	£466	£540
No	91.18	75.22	9.52	7.05	264.7	210.2	31.5	23.1	£19,802	£15,554	£2,813	£1,435
Socio-economic group												
AB (Professional and managerial)	54.25	45.25	5.36	4.04	158.1	126.2	18.1	13.7	£11,725	£9,365	£1,533	£827
C1 (Clerical and supervisory)	36.44	30.25	3.30	3.11	109.2	87.8	11.1	10.4	£6,953	£5,485	£897	£571
C2 (Skilled manual)	19.55	15.58	2.17	1.86	62.8	47.7	8.5	6.6	£3,797	£2,793	£641	£363
DE (Unskilled, state pensioners etc.)	14.19	11.64	1.16	1.44	46.9	37.8	3.7	5.4	£2,350	£1,928	£208	£214
Age of respondent												
16-24	13.88	11.75	1.17	1.03	44.7	37.9	3.6	3.3	£2,387	£1,950	£245	£193
25-34	21.12	17.66	1.81	1.72	58.4	47.2	5.7	5.5	£3,857	£3,047	£500	£309
35-44	23.91	19.58	2.36	2.08	69.4	54.1	7.8	7.5	£4,576	£3,607	£583	£386
45-54	25.46	21.24	2.26	2.15	70.5	56.8	7.4	6.3	£5,536	£4,481	£681	£373
55-64	19.79	15.94	2.18	1.82	59.9	46.0	7.3	6.7	£4,385	£3,359	£639	£386
65+	20.27	16.57	2.22	1.66	74.2	57.7	9.6	7.0	£4,084	£3,126	£631	£327
Lifecycle of respondents												
Age 16-34, unmarried, no children	16.42	13.83	1.42	1.26	50.9	42.3	4.4	4.2	£3,178	£2,565	£387	£227
Age 16-34, married, no children	7.51	6.27	0.82	0.42	20.2	16.6	2.5	1.1	£1,414	£1,124	£214	£77
Age 16-34, with children	11.07	9.30	0.73	1.06	32.0	26.2	2.3	3.5	£1,652	£1,308	£145	£199
Age 35-54, no children	22.12	18.10	2.18	1.98	60.0	47.1	7.0	5.9	£5,416	£4,270	£720	£427
Age 35-54, with children	27.25	22.72	2.44	2.25	79.9	63.7	8.3	7.9	£4,696	£3,819	£544	£333
Age 55+	40.06	32.51	4.39	3.48	134.1	103.6	16.8	13.6	£8,469	£6,485	£1,270	£713

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Table 2.1 – All tourism in GB (continued)

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2014	114.24	92.61	12.52	10.00	349.5	272.9	41.6	35.1	£22,692	£18,085	£2,871	£1,735
All tourism – 2015	124.43	102.73	11.99	10.45	377.1	299.6	41.3	36.2	£24,825	£19,571	£3,279	£1,975
Activities undertaken on trip*												
Just relaxing	40.70	32.82	4.01	4.17	143.6	111.7	15.5	16.4	£8,638	£6,735	£1,097	£806
Sightseeing on foot	32.55	25.33	3.87	3.66	125.6	94.2	16.0	15.4	£8,414	£6,353	£1,251	£811
Short walk/stroll – up to 2 miles/1 hour	27.21	21.67	3.06	2.77	104.3	79.4	13.2	11.8	£6,226	£4,695	£959	£573
Sightseeing by car	17.20	12.57	2.45	2.39	77.5	54.9	12.1	10.5	£4,715	£3,351	£800	£564
Long walk, hike or ramble (minimum of 2 miles/1 hour)	16.52	12.32	2.07	2.30	69.9	50.5	10.1	9.4	£4,239	£2,931	£776	£532
Visiting a beach	14.91	11.22	0.95	2.81	70.0	52.3	5.1	12.5	£3,839	£2,958	£325	£555
Any other single particular activity	11.10	9.41	0.92	0.83	29.0	23.6	3.0	2.4	£2,052	£1,700	£227	£126
Centre based walking (i.e. around a city/town centre)	10.55	8.67	1.03	0.93	39.4	31.9	3.8	3.6	£2,715	£2,135	£386	£194
Visiting a museum	8.16	6.47	1.19	0.61	34.2	26.5	5.2	2.5	£2,396	£1,848	£417	£131
Visiting a country park	7.58	6.03	0.93	0.68	33.5	26.9	3.9	2.7	£2,000	£1,513	£318	£169
Had a picnic or BBQ	7.07	5.60	0.55	1.00	34.6	26.9	2.8	4.8	£1,691	£1,300	£171	£221
Swimming (indoors or outdoors)	6.90	5.68	0.50	0.76	30.5	25.0	2.0	3.5	£1,864	£1,533	£153	£178
Visiting a castle/ other historic site	6.81	4.47	1.50	0.98	32.9	20.8	7.6	4.6	£2,241	£1,331	£604	£306
Visiting a historic house, stately home, palace	6.50	5.24	0.75	0.58	32.1	24.7	4.3	3.1	£2,110	£1,552	£370	£189
Visiting a garden	5.98	4.73	0.90	0.43	28.3	21.3	4.5	2.5	£1,768	£1,322	£343	£103
Visiting a cathedral, church, abbey or other religious building	5.89	4.55	0.80	0.61	25.5	19.1	3.7	2.7	£1,894	£1,365	£377	£152
Attending a special event of a personal nature (wedding, graduation, christening, etc.)	5.59	4.84	0.53	0.25	13.6	11.4	1.4	0.9	£1,097	£851	£147	£99
Viewing architecture and buildings	5.33	4.11	0.76	0.53	23.4	17.6	3.4	2.5	£1,839	£1,372	£302	£165
Visiting another type of attraction	5.04	4.12	0.47	0.49	18.4	14.5	2.0	1.8	£1,331	£1,031	£165	£135
Special shopping for items you do not regularly buy	4.45	3.60	0.44	0.42	15.8	12.7	1.9	1.2	£1,459	£1,126	£213	£121
Visiting a theme/ amusement park	4.27	3.76	0.13	0.38	17.3	15.0	0.4	1.9	£981	£858	£32	£91
Other sightseeing (e.g. on a coach, boat trip)	3.94	3.09	0.60	0.30	15.3	11.6	2.4	1.2	£1,241	£905	£240	£96
Sunbathing	3.94	2.98	0.18	0.81	21.4	16.2	1.0	4.2	£1,093	£870	£44	£178
A live music concert	3.86	3.26	0.45	0.19	11.5	9.3	1.4	0.8	£1,013	£838	£129	£46
Watching wildlife, bird watching	3.71	2.76	0.49	0.51	17.8	12.5	2.7	2.6	£982	£684	£187	£111

Note: *Top 25 activities undertaken on trip illustrated in Table 2-1 above. Sorted by frequency of GB all tourism trips

Holiday trips in Great Britain

Tables 2.2a – 2.2c below are based on holidays (excluding VFR). Visits to friends and relatives, which are described by the respondent as being mainly a holiday rather than for some other reason, are included further below in Tables 2.3a – 2.3c.

British residents made 56 million holiday trips in Great Britain in 2015. Short holidays of 1-3 nights in length accounted for a 65% share whilst long holidays of 4+ nights or more accounted for a smaller share (35%).

The commercial accommodation sector accounts for four in five holiday trips (80%), with the share for short trips (81%) and long trips (78%) being at similar levels. Self-catering accommodation (mainly cottages and caravans), account for 56% of longer trips, and 24% of shorter trips.

The car is the dominant mode of transport used for the longest part of the journey to the destination (79%). Public transport is used for 17% of holiday trips.

Firm bookings were made before going on holiday for over two thirds of holiday trips (70%).

Holiday trips are taken to a wide range of destinations. 36% of short trips are taken to large cities/towns whereas 43% of longer trips are taken to the seaside.

The summer months see the largest share of holiday trips, with July and August accounting for just under a third (29%) of holiday trips.

Table 2.2a – Holiday trips in GB

	All holiday trips				Short holiday trips (1-3 nights)				Long holiday trips (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	52.90	40.74	6.30	6.36	33.87	26.47	3.83	3.65	19.03	14.27	2.48	2.71
All tourism – 2015	55.96	43.72	6.36	6.25	36.53	29.18	3.73	3.74	19.43	14.54	2.63	2.51
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	44.84	35.57	5.16	4.43	29.65	24.08	2.99	2.65	15.19	11.49	2.16	1.78
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	25.81	21.14	3.11	1.78	21.03	17.50	2.17	1.44	4.78	3.65	0.94	0.34
Hotel/motel	20.74	16.99	2.73	1.20	17.19	14.29	1.98	0.99	3.55	2.70	0.75	0.21
Guest house/bed and breakfast	1.43	1.09	0.12	0.24	1.00	0.76	0.06	0.18	0.43	0.32	0.06	0.06

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Table 2.2a – Holiday trips in GB (continued)

	All holiday trips				Short holiday trips (1-3 nights)				Long holiday trips (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	52.90	40.74	6.30	6.36	33.87	26.47	3.83	3.65	19.03	14.27	2.48	2.71
All tourism – 2015	55.96	43.72	6.36	6.25	36.53	29.18	3.73	3.74	19.43	14.54	2.63	2.51
Accommodation used (continued)												
Total self-catering rented accommodation and caravan and camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	19.50	14.76	2.21	2.69	8.68	6.64	0.85	1.22	10.82	8.12	1.36	1.48
Self-catering rented accommodation (flat/apartment/house/chalet/villa/bungalow/cottage and holiday camp/village)	8.36	6.22	1.25	0.98	2.71	2.11	0.37	0.24	5.65	4.11	0.88	0.74
Caravan and camping (touring caravan, static (not owned), static (owned), camping)	13.52	10.12	1.08	2.39	7.21	5.42	0.53	1.29	6.31	4.70	0.56	1.10
Touring caravan	3.72	2.99	0.35	0.43	1.78	1.41	0.17	0.20	1.94	1.58	0.17	0.23
Static (not owned)	3.36	2.39	0.29	0.68	1.44	0.91	0.14	0.38	1.92	1.48	0.15	0.30
Static (owned)	2.92	1.88	0.24	0.80	1.70	1.16	0.12	0.43	1.21	0.72	0.12	0.37
Camping	3.56	2.87	0.21	0.50	2.30	1.94	0.10	0.29	1.26	0.93	0.12	0.21
Hostel	0.50	0.28	0.11	0.11	0.45	0.27	0.07	0.11	0.05	0.01	0.04	-
Own home/friend's home/relative's home	6.80	5.19	0.94	0.81	4.18	3.13	0.52	0.57	2.62	2.06	0.42	0.24
Main mode of transport used												
Public transport	9.24	7.10	1.62	0.56	6.85	5.52	1.07	0.27	2.60	1.74	0.60	0.28
Train	5.77	4.69	0.80	0.31	4.65	3.88	0.59	0.19	1.12	0.80	0.21	0.12
Regular bus/coach	1.09	0.84	0.19	0.07	0.65	0.51	0.15	-	0.44	0.33	0.04	0.07
Organised coach tour	1.48	1.13	0.22	0.13	0.79	0.67	0.05	0.07	0.69	0.47	0.17	0.06
Plane	0.90	0.44	0.41	0.05	0.60	0.35	0.23	0.02	0.30	0.09	0.18	0.04
Boat/ship/ferry	0.21	0.16	0.05	-	0.16	0.11	0.05	-	0.05	0.05	-	-
Personal transport	45.90	35.95	4.66	5.63	29.26	23.27	2.64	3.44	16.64	12.67	2.02	2.20
Car	44.26	34.64	4.46	5.48	28.22	22.44	2.55	3.33	16.04	12.21	1.91	2.15
Car – own/friend's/firm's	43.34	34.00	4.29	5.38	27.61	21.99	2.44	3.28	15.73	12.01	1.85	2.10
Car – hired	0.92	0.65	0.17	0.10	0.61	0.45	0.11	0.05	0.32	0.19	0.07	0.06
Camper/motor cycle/bicycle/lorry/truck/van/walking	0.74	0.60	0.05	0.09	0.51	0.43	0.03	0.06	0.22	0.17	0.02	0.03
Other	0.42	0.35	0.02	0.04	0.26	0.23	0.01	0.02	0.16	0.12	0.02	0.02
Country of residence												
England	48.30	40.57	2.97	5.06	31.35	27.20	1.29	2.92	16.95	13.37	1.68	2.15
Scotland	4.76	1.41	3.35	0.04	3.17	0.76	2.43	0.01	1.60	0.65	0.93	0.03
Wales	2.90	1.74	0.04	1.15	2.02	1.22	0.01	0.82	0.88	0.53	0.03	0.33

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Table 2.2a – Holiday trips in GB (continued)

	All holiday trips				Short holiday trips (1-3 nights)				Long holiday trips (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	52.90	40.74	6.30	6.36	33.87	26.47	3.83	3.65	19.03	14.27	2.48	2.71
All tourism – 2015	55.96	43.72	6.36	6.25	36.53	29.18	3.73	3.74	19.43	14.54	2.63	2.51
How trip booked												
Firm booking	39.34	31.51	4.40	3.72	25.63	21.06	2.51	2.13	13.72	10.45	1.89	1.59
High street or on-line travel agent	5.02	4.01	0.66	0.38	3.77	3.14	0.41	0.24	1.25	0.88	0.25	0.14
Directly with a tour operator	4.03	3.15	0.40	0.50	1.61	1.27	0.17	0.17	2.41	1.88	0.22	0.34
Directly with accommodation provider	23.81	19.48	2.43	2.11	16.14	13.50	1.39	1.31	7.68	5.98	1.04	0.80
Directly with a transport provider	3.42	2.51	0.64	0.28	2.32	1.86	0.33	0.14	1.09	0.65	0.31	0.15
Directly with a Tourist Board/TIC	0.82	0.67	0.11	0.06	0.45	0.35	0.06	0.04	0.37	0.31	0.06	0.02
Booked online	28.93	23.21	3.31	2.62	19.48	16.02	1.97	1.55	9.45	7.19	1.34	1.07
Through some other source	5.57	4.48	0.56	0.58	3.00	2.43	0.27	0.30	2.57	2.05	0.29	0.28
Did not make firm bookings before trip	13.16	9.60	1.58	2.07	8.87	6.57	1.02	1.33	4.29	3.03	0.56	0.74
Don't know	3.45	2.61	0.38	0.46	2.03	1.55	0.20	0.28	1.42	1.06	0.18	0.18
Whether booked online												
Booked online	28.93	23.21	3.31	2.62	19.48	16.02	1.97	1.55	9.45	7.19	1.34	1.07
Not booked online	27.03	20.51	3.05	3.63	17.05	13.16	1.76	2.19	9.98	7.35	1.29	1.44
Package trip												
Package trip	3.25	2.57	0.42	0.28	1.91	1.61	0.16	0.15	1.34	0.96	0.26	0.12
Not a package trip	52.44	40.93	5.92	5.95	34.43	27.41	3.55	3.57	18.01	13.52	2.37	2.38
Don't know	0.27	0.23	0.02	0.02	0.20	0.17	0.01	0.02	0.07	0.06	*	0.01
Type of location stayed at												
Seaside	17.93	13.73	1.05	3.25	9.49	7.18	0.53	1.80	8.44	6.55	0.52	1.45
Large city/large town	16.03	13.26	2.33	0.64	13.05	11.03	1.55	0.54	2.98	2.23	0.78	0.10
Small town	10.27	7.62	1.80	1.08	6.42	4.85	0.98	0.65	3.85	2.77	0.83	0.43
Countryside/village	13.28	10.33	1.65	1.40	7.99	6.45	0.74	0.82	5.29	3.87	0.92	0.57
Month trip started												
January 2015	2.07	1.61	0.29	0.19	1.73	1.39	0.21	0.14	0.35	0.22	0.08	0.05
February 2015	2.76	2.37	0.30	0.11	2.22	1.91	0.21	0.10	0.55	0.46	0.10	0.01
March 2015	3.46	2.62	0.47	0.40	2.51	1.93	0.33	0.26	0.94	0.69	0.13	0.14
April 2015	4.89	3.74	0.63	0.55	3.09	2.46	0.34	0.31	1.80	1.28	0.29	0.25
May 2015	5.79	4.40	0.69	0.74	3.67	2.93	0.38	0.36	2.12	1.48	0.30	0.38
June 2015	4.64	3.61	0.50	0.55	2.87	2.29	0.28	0.30	1.77	1.32	0.22	0.25
July 2015	7.62	6.04	0.87	0.79	4.34	3.46	0.45	0.45	3.28	2.58	0.42	0.34
August 2015	8.84	6.79	0.98	1.14	4.70	3.73	0.50	0.52	4.13	3.07	0.48	0.62
September 2015	5.00	3.98	0.49	0.55	3.21	2.59	0.28	0.34	1.79	1.39	0.22	0.21
October 2015	4.78	3.72	0.51	0.58	3.42	2.69	0.32	0.41	1.36	1.03	0.18	0.17
November 2015	2.53	2.01	0.24	0.28	2.14	1.66	0.22	0.27	0.39	0.35	0.03	0.01
December 2015	3.59	2.83	0.40	0.36	2.64	2.15	0.21	0.28	0.95	0.68	0.19	0.08

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Table 2.2a – Holiday trips in GB (continued)

	All holiday trips				Short holiday trips (1-3 nights)				Long holiday trips (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	52.90	40.74	6.30	6.36	33.87	26.47	3.83	3.65	19.03	14.27	2.48	2.71
All tourism – 2015	55.96	43.72	6.36	6.25	36.53	29.18	3.73	3.74	19.43	14.54	2.63	2.51
Duration of trip												
1 night	11.50	9.59	1.03	0.88	11.50	9.59	1.03	0.88	-	-	-	-
2 nights	14.76	11.73	1.46	1.62	14.76	11.73	1.46	1.62	-	-	-	-
3 nights	10.28	7.86	1.24	1.23	10.28	7.86	1.24	1.23	-	-	-	-
4 nights	6.44	4.97	0.81	0.72	-	-	-	-	6.44	4.97	0.81	0.72
5 nights	2.73	2.06	0.39	0.29	-	-	-	-	2.73	2.06	0.39	0.29
6 nights	2.18	1.56	0.34	0.33	-	-	-	-	2.18	1.56	0.34	0.33
7 nights	5.44	4.08	0.57	0.80	-	-	-	-	5.44	4.08	0.57	0.80
1-3 nights	36.53	29.18	3.73	3.74	36.53	29.18	3.73	3.74	-	-	-	-
4-7 nights	16.79	12.66	2.11	2.14	-	-	-	-	16.79	12.66	2.11	2.14
8+ nights	2.63	1.89	0.52	0.37	-	-	-	-	2.63	1.89	0.52	0.37
Average duration of trip (nights)	3.48	3.35	3.83	3.81	1.97	1.94	2.03	2.08	6.32	6.19	6.38	6.39
Children on trip												
Yes	20.06	15.86	1.75	2.56	11.39	9.20	0.86	1.39	8.67	6.66	0.89	1.17
No	35.90	27.86	4.62	3.69	25.14	19.98	2.87	2.35	10.76	7.88	1.74	1.34
Socio-economic group												
AB (professional and managerial)	22.72	17.87	2.67	2.37	14.60	11.74	1.54	1.37	8.11	6.12	1.12	1.00
C1 (clerical and supervisory)	15.79	12.33	1.87	1.73	10.68	8.43	1.21	1.09	5.11	3.90	0.65	0.64
C2 (skilled manual)	10.24	7.80	1.20	1.26	6.82	5.43	0.59	0.80	3.42	2.37	0.62	0.46
DE (unskilled, state pensioners etc.)	7.22	5.72	0.63	0.89	4.43	3.57	0.39	0.48	2.79	2.15	0.24	0.41
Age of respondent												
16-24	4.64	3.54	0.60	0.51	3.28	2.57	0.39	0.34	1.35	0.97	0.21	0.17
25-34	8.98	7.09	0.94	1.00	6.31	5.03	0.60	0.70	2.67	2.06	0.34	0.30
35-44	11.80	9.20	1.17	1.48	7.91	6.37	0.72	0.84	3.89	2.83	0.45	0.64
45-54	11.51	9.22	1.18	1.17	7.89	6.41	0.72	0.77	3.63	2.81	0.46	0.41
55-64	9.41	7.26	1.19	1.06	6.10	4.73	0.71	0.67	3.31	2.53	0.48	0.39
65+	9.63	7.41	1.29	1.02	5.05	4.07	0.59	0.42	4.58	3.34	0.69	0.60
Lifecycle of respondents												
Age 16-34, unmarried, no children	5.19	4.01	0.66	0.56	3.98	3.21	0.42	0.38	1.20	0.80	0.24	0.18
Age 16-34, married, no children	2.77	2.19	0.41	0.18	1.98	1.60	0.25	0.14	0.78	0.59	0.16	0.04
Age 16-34, with children	5.66	4.44	0.47	0.77	3.62	2.79	0.32	0.52	2.04	1.64	0.15	0.25
Age 35-54, no children	9.37	7.16	1.05	1.19	6.84	5.38	0.68	0.79	2.52	1.78	0.37	0.40
Age 35-54, with children	13.94	11.27	1.30	1.47	8.95	7.41	0.77	0.82	4.99	3.86	0.54	0.65
Age 55+	19.04	14.67	2.48	2.08	11.15	8.79	1.30	1.09	7.89	5.87	1.18	0.99

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Table 2.2a – Holiday Trips in GB (continued)

	All holiday trips				Short holiday trips (1-3 nights)				Long holiday trips (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	52.90	40.74	6.30	6.36	33.87	26.47	3.83	3.65	19.03	14.27	2.48	2.71
All tourism – 2015	55.96	43.72	6.36	6.25	36.53	29.18	3.73	3.74	19.43	14.54	2.63	2.51
Activities undertaken on trip												
Just relaxing	23.46	17.90	2.65	3.08	13.76	10.59	1.53	1.70	9.69	7.31	1.13	1.38
Sightseeing on foot	22.24	16.76	2.79	2.89	12.38	9.57	1.38	1.46	9.86	7.19	1.41	1.43
Short walk\ stroll - up to 2 miles\ 1 hour	15.52	11.73	1.94	2.04	8.16	6.32	0.85	1.02	7.37	5.41	1.09	1.02
Sightseeing by car	12.28	8.59	1.86	1.96	5.39	3.69	0.74	0.97	6.89	4.89	1.12	0.99
Visiting a beach	11.55	8.53	0.74	2.33	4.94	3.64	0.19	1.11	6.61	4.88	0.55	1.22
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	11.02	7.85	1.54	1.74	5.31	3.96	0.55	0.82	5.71	3.90	0.99	0.92
Centre based walking (i.e. around a city\town centre)	6.34	5.03	0.66	0.72	3.69	3.03	0.34	0.33	2.65	2.00	0.32	0.39
Swimming (indoors or outdoors)	5.47	4.44	0.39	0.67	2.45	1.96	0.20	0.31	3.02	2.48	0.20	0.36
Visiting a castle\other historic site	5.40	3.47	1.21	0.84	2.12	1.35	0.44	0.35	3.27	2.12	0.77	0.49
Visiting a museum	5.39	4.16	0.86	0.43	2.87	2.34	0.37	0.17	2.52	1.82	0.49	0.26
Had a picnic or BBQ	5.02	3.75	0.43	0.91	1.84	1.44	0.14	0.29	3.18	2.31	0.29	0.62
Visiting a country park	4.65	3.59	0.63	0.47	2.05	1.63	0.21	0.21	2.60	1.95	0.42	0.26
Visiting a historic house, stately home, palace	4.64	3.69	0.62	0.40	1.89	1.62	0.15	0.12	2.75	2.07	0.47	0.28
Visiting a garden	3.90	2.98	0.66	0.32	1.55	1.23	0.25	0.09	2.35	1.75	0.41	0.23
Visiting a cathedral, church, abbey or other religious building	3.77	2.88	0.56	0.39	1.61	1.27	0.20	0.14	2.16	1.60	0.36	0.25
Viewing architecture and buildings	3.59	2.61	0.61	0.43	1.95	1.47	0.27	0.21	1.64	1.14	0.34	0.23
Visiting a theme\amusement park	3.37	2.95	0.09	0.32	1.82	1.66	0.06	0.10	1.54	1.29	0.03	0.22
Visiting another type of attraction	3.26	2.57	0.34	0.38	1.89	1.46	0.17	0.27	1.37	1.11	0.17	0.10
Sunbathing	3.26	2.40	0.17	0.71	1.20	0.82	0.05	0.32	2.07	1.58	0.12	0.39
Other sightseeing (e.g. on a coach, boat trip)	3.10	2.37	0.51	0.27	1.51	1.20	0.21	0.12	1.58	1.17	0.30	0.15
Watching wildlife, bird watching	2.65	1.85	0.37	0.45	1.04	0.77	0.11	0.16	1.61	1.08	0.26	0.29
Special shopping for items you do not regularly buy	2.60	2.04	0.28	0.29	1.49	1.17	0.13	0.19	1.11	0.86	0.15	0.10
Visiting a wildlife attraction\ nature reserve	2.52	1.88	0.35	0.34	0.97	0.71	0.11	0.15	1.55	1.17	0.24	0.19
A live music concert	2.27	1.92	0.23	0.13	1.69	1.46	0.17	0.08	0.58	0.46	0.07	0.06
Visiting an art gallery	2.09	1.58	0.35	0.21	1.07	0.91	0.12	0.06	1.02	0.67	0.23	0.15

Note: *Top 25 activities undertaken on trip illustrated in Table 2.2a above. Sorted by frequency of GB all holiday trips.

Holiday bed nights in Great Britain

This section covers holiday tourism (excluding VFR) in terms of bed nights. As evident in recent years, the overall pattern is very similar to that for trips, but some differences are highlighted below.

Furthermore, some clear patterns emerge between short and long holidays.

Serviced accommodation is less important in terms of nights (31%) than it is for trips (46%). This is reflected in the share of bed nights based on the duration of the holiday with serviced accommodation accounting for a 52% share of short trips and a 19% share of longer trips. In contrast, self-catering accommodation accounts for 56% of bed nights on longer trips but only 28% on short trips.

The seaside accounts for 37% of holiday nights, a smaller share of shorter trips (29%) than long trips (42%). In contrast, trips within large towns and cities represent a larger share of bed nights on shorter trips (31%) when compared to longer trips (14%).

There is a strong summer seasonal peak in terms of nights, with 35% of nights taken in July and August. July and August account for an even larger share of bed nights on longer trips (40%) than for short trips (25%) reflecting the fact that many tourists take their main holiday during these summer months.

Table 2.2b – Holiday nights in GB

	All holiday nights				Short holiday nights (1-3 nights)				Long holiday nights (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	184.8	137.3	23.1	24.3	65.8	51.2	7.1	7.5	119.0	86.2	16.0	16.9
All tourism – 2015	194.6	146.5	24.3	23.8	71.8	56.5	7.6	7.8	122.8	90.0	16.8	16.0
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	150.3	115.2	18.9	16.3	57.2	46.0	5.9	5.2	93.1	69.2	12.9	11.1
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	61.0	48.9	8.0	4.1	37.1	30.6	4.0	2.5	23.9	18.3	4.0	1.6
Hotel/motel	47.1	37.7	6.7	2.7	29.7	24.4	3.6	1.7	17.5	13.4	3.1	1.0
Guest house/bed and breakfast	11.7	9.1	1.3	1.3	6.6	5.5	0.3	0.7	5.1	3.6	0.9	0.6
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	89.3	66.3	10.8	12.2	20.1	15.4	1.9	2.8	69.2	50.9	8.9	9.4

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Table 2.2b – Holiday nights in GB (continued)

	All holiday nights				Short holiday nights (1-3 nights)				Long holiday nights (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Emillions			
All tourism – 2014	184.8	137.3	23.1	24.3	65.8	51.2	7.1	7.5	119.0	86.2	16.0	16.9
All tourism – 2015	194.6	146.5	24.3	23.8	71.8	56.5	7.6	7.8	122.8	90.0	16.8	16.0
Accommodation used (continued)												
Self-catering rented accommodation (flat/apartment/house chalet/villa/bungalow/cottage and holiday camp/village)	42.1	30.1	6.6	5.4	6.7	5.2	0.9	0.6	35.4	24.9	5.7	4.8
Caravan and camping (touring caravan, static (not owned), static (owned), camping)	58.3	43.1	5.1	10.1	16.4	12.3	1.1	2.9	41.9	30.8	4.0	7.2
Touring caravan	17.7	14.2	1.7	1.9	4.0	3.3	0.3	0.4	13.7	10.9	1.3	1.5
Static (not owned)	16.0	11.8	1.3	2.8	3.7	2.4	0.4	0.9	12.3	9.4	1.0	1.9
Static (owned)	12.2	7.5	1.2	3.5	3.9	2.6	0.3	0.9	8.3	4.9	0.9	2.6
Camping	12.4	9.6	1.0	1.9	4.8	4.0	0.2	0.6	7.6	5.6	0.8	1.2
Hostel	1.1	0.6	0.3	0.2	0.9	0.5	0.2	0.2	0.2	0.1	0.1	-
Own home/friend's home/relative's home	23.8	17.6	3.7	2.6	8.3	5.9	1.1	1.2	15.5	11.7	2.5	1.3
Main mode of transport used												
Public transport	28.7	21.0	5.5	2.1	12.9	10.1	2.2	0.6	15.8	10.9	3.3	1.6
Train	17.1	13.5	2.5	1.2	8.7	7.1	1.2	0.4	8.4	6.4	1.3	0.8
Regular bus/coach	3.3	2.6	0.4	0.4	1.1	0.8	0.2	-	2.3	1.7	0.2	0.4
Organised coach tour	4.6	3.4	0.9	0.4	1.5	1.3	0.1	0.1	3.1	2.1	0.8	0.3
Plane	3.0	1.2	1.7	0.2	1.3	0.7	0.6	*	1.7	0.4	1.1	0.2
Boat/ship/ferry	0.5	0.4	0.1	-	0.3	0.2	0.1	-	0.2	0.2	-	-
Personal transport	163.8	123.8	18.7	21.4	58.2	45.7	5.4	7.2	105.7	78.1	13.3	14.2
Car	157.7	119.2	17.6	20.9	56.0	43.9	5.1	6.9	101.7	75.3	12.5	14.0
Car – own/friend's/firm's	154.3	117.0	16.8	20.5	54.7	43.0	4.9	6.8	99.7	74.1	12.0	13.6
Car – hired	3.3	2.2	0.8	0.4	1.3	0.9	0.3	0.1	2.0	1.2	0.5	0.3
Camper/motor cycle/bicycle/lorry/truck/van/walking	6.3	4.7	1.1	0.5	2.3	1.9	0.2	0.3	4.0	2.8	0.9	0.2
Other	1.6	1.3	0.1	0.2	0.5	0.4	*	*	1.1	0.8	0.1	0.2
Country of residence												
England	169.2	135.3	13.7	20.2	61.6	52.6	2.9	6.1	107.6	82.7	10.8	14.1
Scotland	16.2	5.5	10.4	0.2	6.3	1.6	4.7	*	9.9	3.9	5.8	0.2
Wales	9.2	5.6	0.2	3.4	4.0	2.3	*	1.6	5.3	3.3	0.2	1.8
How trip booked												
Firm booking	136.4	104.8	16.9	14.7	49.8	40.3	5.1	4.4	86.6	64.5	11.8	10.3
High street or on-line travel agent	14.4	10.9	2.2	1.3	6.8	5.6	0.8	0.4	7.6	5.3	1.4	0.9
Directly with a tour operator	18.4	14.3	1.7	2.5	3.5	2.8	0.4	0.4	14.9	11.5	1.3	2.1
Directly with accommodation provider	81.0	63.4	9.3	8.3	31.4	25.8	2.8	2.7	49.7	37.6	6.4	5.6
Directly with a transport provider	11.1	7.1	2.9	1.1	4.5	3.5	0.7	0.2	6.7	3.6	2.2	0.9
Directly with a Tourist Board/TIC	3.6	2.7	0.7	0.2	1.0	0.7	0.1	0.1	2.6	2.0	0.6	0.1

Table 2.2b – Holiday nights in GB (continued)

	All holiday nights				Short holiday nights (1-3 nights)				Long holiday nights (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Emillions			
All tourism – 2014	184.8	137.3	23.1	24.3	65.8	51.2	7.1	7.5	119.0	86.2	16.0	16.9
All tourism – 2015	194.6	146.5	24.3	23.8	71.8	56.5	7.6	7.8	122.8	90.0	16.8	16.0
How trip booked (continued)												
Booked online	97.0	74.8	12.2	10.0	37.1	30.0	3.9	3.2	59.9	44.7	8.3	6.8
Through some other source	22.7	17.6	2.5	2.7	6.3	5.0	0.6	0.7	16.4	12.6	1.9	2.0
Did not make firm bookings before trip	45.2	31.8	5.8	7.6	18.0	13.1	2.0	2.8	27.2	18.7	3.8	4.7
Don't know	13.1	9.9	1.6	1.5	4.1	3.1	0.4	0.6	9.0	6.8	1.2	1.0
Whether booked online												
Booked online	97.0	74.8	12.2	10.0	37.1	30.0	3.9	3.2	59.9	44.7	8.3	6.8
Not booked online	97.6	71.7	12.1	13.8	34.7	26.5	3.7	4.6	62.9	45.3	8.5	9.2
Package trip												
Package trip	10.7	8.2	1.5	1.0	3.8	3.2	0.3	0.3	6.9	5.0	1.2	0.7
Not a package trip	183.1	137.7	22.8	22.7	67.6	53.0	7.2	7.4	115.5	84.7	15.6	15.3
Don't know	0.8	0.6	*	0.1	0.4	0.3	*	*	0.4	0.3	*	0.1
Type of location stayed at												
Seaside	72.6	55.3	4.5	12.7	20.5	15.4	1.1	4.0	52.1	39.9	3.4	8.8
Large city/large town	39.2	31.3	6.6	1.3	22.0	18.2	3.0	0.8	17.2	13.1	3.6	0.5
Small town	34.8	24.3	6.1	4.5	12.5	9.4	1.9	1.3	22.3	14.9	4.2	3.2
Countryside/village	47.7	35.5	7.1	5.2	16.8	13.4	1.6	1.8	30.9	22.0	5.5	3.5
Month trip started												
January 2015	5.0	3.6	0.7	0.6	3.3	2.6	0.4	0.3	1.7	1.0	0.3	0.3
February 2015	6.8	5.7	0.9	0.2	3.9	3.3	0.4	0.2	2.9	2.4	0.4	*
March 2015	10.2	7.5	1.4	1.3	4.9	3.7	0.7	0.5	5.3	3.8	0.8	0.8
April 2015	17.1	12.3	2.8	2.0	6.3	4.9	0.7	0.7	10.8	7.4	2.1	1.3
May 2015	20.9	14.8	3.0	3.1	7.6	6.0	0.8	0.7	13.4	8.8	2.2	2.4
June 2015	16.6	12.0	2.2	2.3	5.7	4.5	0.5	0.6	10.9	7.5	1.7	1.7
July 2015	30.4	23.6	3.5	3.4	8.6	6.9	0.8	0.9	21.8	16.7	2.7	2.4
August 2015	37.5	28.1	4.0	5.4	9.7	7.5	1.0	1.2	27.8	20.6	3.0	4.2
September 2015	19.0	15.0	2.1	2.0	6.1	4.9	0.6	0.6	12.9	10.1	1.5	1.3
October 2015	14.6	11.1	1.7	1.8	6.8	5.2	0.7	0.9	7.8	5.9	1.0	0.9
November 2015	5.8	4.7	0.5	0.6	3.9	3.0	0.4	0.5	1.9	1.8	0.1	*
December 2015	10.7	8.1	1.5	1.0	5.1	4.0	0.5	0.6	5.6	4.1	1.0	0.4
Duration of trip												
1 night	11.5	9.6	1.0	0.9	11.5	9.6	1.0	0.9	-	-	-	-
2 nights	29.5	23.4	2.9	3.2	29.5	23.4	2.9	3.2	-	-	-	-
3 nights	30.8	23.5	3.7	3.7	30.8	23.5	3.7	3.7	-	-	-	-
4 nights	25.8	19.7	3.2	2.8	-	-	-	-	25.8	19.7	3.2	2.8
5 nights	13.6	10.3	1.9	1.4	-	-	-	-	13.6	10.3	1.9	1.4
6 nights	13.1	9.2	1.9	1.9	-	-	-	-	13.1	9.2	1.9	1.9
7 nights	38.0	28.5	4.0	5.6	-	-	-	-	38.0	28.5	4.0	5.6
1-3 nights	71.8	56.5	7.6	7.8	71.8	56.5	7.6	7.8	-	-	-	-
4-7 nights	90.6	67.7	11.1	11.8	-	-	-	-	90.6	67.7	11.1	11.8
8+ nights	32.2	22.3	5.7	4.2	-	-	-	-	32.2	22.3	5.7	4.2
Average duration of trip (nights)	3.29	3.17	3.32	3.63	1.92	1.89	1.97	2.02	5.63	5.50	4.84	5.97

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Table 2.2b – Holiday nights in GB (continued)

	All holiday nights				Short holiday nights (1-3 nights)				Long holiday nights (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	184.8	137.3	23.1	24.3	65.8	51.2	7.1	7.5	119.0	86.2	16.0	16.9
All tourism – 2015	194.6	146.5	24.3	23.8	71.8	56.5	7.6	7.8	122.8	90.0	16.8	16.0
Children on trip												
Yes	78.3	60.3	7.3	10.7	23.7	18.9	1.9	3.0	54.5	41.4	5.4	7.7
No	116.4	86.2	17.0	13.1	48.1	37.6	5.7	4.8	68.3	48.6	11.3	8.3
Socio-economic group												
AB (Professional and managerial)	79.5	60.0	10.5	9.1	28.8	22.8	3.1	2.9	50.7	37.2	7.3	6.2
C1 (Clerical and supervisory)	52.9	39.9	6.6	6.3	20.6	15.9	2.4	2.2	32.3	24.0	4.2	4.1
C2 (Skilled manual)	36.1	26.3	5.1	4.8	13.7	10.8	1.3	1.6	22.4	15.5	3.8	3.1
DE (Unskilled, state pensioners etc.)	26.1	20.3	2.2	3.7	8.8	7.0	0.8	1.0	17.4	13.3	1.4	2.6
Age of respondent												
16-24	14.5	10.9	1.9	1.6	6.1	4.7	0.7	0.7	8.4	6.2	1.2	1.0
25-34	27.2	21.1	2.9	3.3	11.9	9.3	1.2	1.5	15.3	11.8	1.7	1.8
35-44	40.4	30.5	4.1	5.8	15.5	12.3	1.6	1.7	24.9	18.2	2.5	4.2
45-54	39.8	31.0	4.7	4.1	15.1	12.2	1.3	1.5	24.7	18.8	3.4	2.5
55-64	33.6	24.6	4.6	4.4	12.5	9.5	1.5	1.5	21.0	15.1	3.1	2.8
65+	39.2	28.4	6.1	4.6	10.7	8.5	1.3	0.9	28.5	19.9	4.8	3.7
Lifecycle of respondents												
Age 16-34, unmarried, no children	14.9	11.0	2.2	1.7	7.4	5.8	0.8	0.8	7.5	5.2	1.4	0.9
Age 16-34, married, no children	7.9	6.1	1.3	0.5	3.6	2.9	0.5	0.2	4.3	3.2	0.8	0.3
Age 16-34, with children	19.0	14.9	1.4	2.7	7.0	5.3	0.7	1.1	11.9	9.6	0.8	1.5
Age 35-54, no children	30.5	22.7	3.8	4.0	13.3	10.4	1.3	1.6	17.2	12.3	2.5	2.4
Age 35-54, with children	49.7	38.8	5.0	5.9	17.3	14.1	1.6	1.6	32.4	24.7	3.4	4.3
Age 55+	72.7	53.1	10.7	9.0	23.2	18.1	2.8	2.4	49.5	35.0	7.9	6.6
Activities undertaken on trip												
Just relaxing	91.4	67.8	10.5	13.0	29.0	21.8	3.3	3.8	62.4	46.0	7.2	9.2
Sightseeing on foot	91.2	66.8	12.0	12.4	26.5	20.4	2.9	3.2	64.7	46.4	9.0	9.2
Short walk\ stroll - up to 2 miles\ 1 hour	65.5	47.5	8.8	9.2	17.8	13.6	1.9	2.3	47.7	33.9	7.0	6.9
Sightseeing by car	58.9	40.5	9.6	8.7	12.1	8.3	1.6	2.2	46.8	32.3	8.0	6.5
Visiting a beach	56.1	41.1	4.2	10.8	11.2	8.3	0.4	2.6	44.8	32.8	3.8	8.2
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	48.8	33.5	7.8	7.5	11.8	8.9	1.1	1.7	37.1	24.6	6.7	5.8
Visiting a castle\other historic site	27.0	16.8	6.1	4.1	4.8	3.1	1.0	0.8	22.2	13.8	5.1	3.3
Had a picnic or BBQ	26.4	19.6	2.3	4.6	4.2	3.2	0.3	0.7	22.3	16.4	1.9	3.9
Centre based walking (i.e. around a city\town centre)	25.5	19.9	2.6	3.0	7.4	5.9	0.7	0.7	18.1	13.9	1.9	2.3
Swimming (indoors or outdoors)	25.3	20.4	1.6	3.3	5.8	4.5	0.4	0.8	19.5	15.8	1.2	2.5
Visiting a historic house, stately home, palace	23.2	17.4	3.6	2.3	4.3	3.7	0.4	0.3	18.9	13.7	3.2	2.0

Continued overleaf ►

Table 2.2b – Holiday nights in GB (continued)

	All holiday nights				Short holiday nights (1-3 nights)				Long holiday nights (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Emillions			
All tourism – 2014	184.8	137.3	23.1	24.3	65.8	51.2	7.1	7.5	119.0	86.2	16.0	16.9
All tourism – 2015	194.6	146.5	24.3	23.8	71.8	56.5	7.6	7.8	122.8	90.0	16.8	16.0
Activities undertaken on trip (continued)												
Visiting a museum	23.1	17.3	3.8	2.0	6.0	4.8	0.8	0.4	17.1	12.5	3.0	1.7
Visiting a country park	22.3	17.2	3.0	2.1	4.7	3.8	0.4	0.5	17.6	13.4	2.5	1.6
Visiting a garden	19.4	13.9	3.6	1.8	3.5	2.7	0.6	0.2	16.0	11.2	3.1	1.7
Sunbathing	18.3	13.6	1.0	3.7	2.9	1.9	0.1	0.8	15.4	11.7	0.8	2.9
Visiting a cathedral, church, abbey or other religious building	17.5	13.0	2.7	1.9	3.5	2.7	0.5	0.3	14.0	10.2	2.2	1.5
Viewing architecture and buildings	16.0	11.1	2.8	2.2	4.1	3.1	0.6	0.4	11.9	8.0	2.2	1.7
Visiting a theme\amusement park	13.9	11.9	0.3	1.6	3.6	3.2	0.1	0.2	10.3	8.7	0.2	1.4
Watching wildlife, bird watching	13.2	8.6	2.2	2.4	2.5	1.9	0.3	0.4	10.7	6.7	1.9	2.0
Visiting a wildlife attraction\ nature reserve	12.8	9.2	2.1	1.5	2.4	1.7	0.3	0.4	10.5	7.5	1.8	1.2
Visiting another type of attraction	12.5	9.7	1.4	1.4	3.6	2.7	0.3	0.6	8.9	7.0	1.1	0.8
Other sightseeing (e.g. on a coach, boat trip)	12.3	9.1	2.1	1.2	3.2	2.4	0.5	0.2	9.2	6.6	1.6	0.9
Visiting a scenic\historic railway	10.5	7.6	1.2	1.7	1.4	1.2	0.1	0.2	9.1	6.4	1.1	1.5
Special shopping for items you do not regularly buy	10.1	7.8	1.3	1.0	2.9	2.3	0.3	0.4	7.2	5.6	1.1	0.6
Visiting a zoo\safari park	9.5	7.0	1.1	1.5	1.5	1.1	0.3	0.1	8.0	5.9	0.8	1.4

Note: *Top 25 activities undertaken on trip illustrated in Table 2.2b above. Sorted by frequency of GB all holiday nights

Holiday spending in Great Britain

This section covers holiday tourism (excluding VFR) in terms of spending. The overall pattern, as evident in recent years, is very similar to that for trips and nights. Key differences between short and long holidays have been highlighted below.

Serviced accommodation (principally hotels) is slightly more important in terms of spending (49%) than trips (46%) or especially nights (31%), particularly spending on short trips (58%). Self-catering accommodation is more popular on longer trips, accounting for over half of the share of spend (56%).

Firm bookings made before going on trips account for a 79% share of all spend. There is little difference between the share of spend for short trips vs long with firm bookings accounting for 78% of short and 81% of long trips.

The share of overall holiday expenditure for those staying in their own homes or homes of friends or relatives is lower (7%) compared to its share of trips (12%) and nights (12%). As with firm bookings, there is little difference in share of expenditure between short and long trips where the accommodation is in a home, accounting for 6% of short trips and 8% of longer trips.

Table 2.2c – Holiday spend in GB

	All holiday spend				Short holiday spend (1-3 nights)				Long holiday spend (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£millions				£millions				£millions			
All tourism – 2014	£13,065	£10,046	£1,732	£1,287	£6,586	£5,264	£779	£542	£6,480	£4,782	£952	£745
All tourism – 2015	£14,171	£10,725	£2,068	£1,378	£7,378	£5,854	£852	£673	£6,793	£4,871	£1,217	£705
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, Holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	£12,148	£9,319	£1,742	£1,088	£6,462	£5,206	£707	£550	£5,687	£4,113	£1,035	£538
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	£6,976	£5,558	£961	£457	£5,097	£4,172	£567	£358	£1,879	£1,386	£394	£100
Hotel/motel	£5,695	£4,543	£821	£331	£4,314	£3,520	£529	£265	£1,381	£1,023	£292	£66
Guest house/bed and breakfast	£1,298	£976	£156	£166	£764	£617	£43	£103	£534	£359	£113	£63
Total self-catering rented accommodation and caravan and camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	£5,172	£3,761	£781	£630	£1,365	£1,033	£140	£192	£3,808	£2,727	£641	£439

Continued overleaf ►

Table 2.2c – Holiday spend in GB (continued)

	All holiday spend				Short holiday spend (1-3 nights)				Long holiday spend (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£millions				£millions				£millions			
All tourism – 2014	£13,065	£10,046	£1,732	£1,287	£6,586	£5,264	£779	£542	£6,480	£4,782	£952	£745
All tourism – 2015	£14,171	£10,725	£2,068	£1,378	£7,378	£5,854	£852	£673	£6,793	£4,871	£1,217	£705
Accommodation used (continued)												
Self-catering rented accommodation (Flat/apartment/house/chalet/villa/bungalow/cottage & holiday camp/village)	£3,214	£2,358	£543	£314	£685	£555	£79	£51	£2,530	£1,803	£464	£263
Caravan and camping (touring caravan, static (not owned), static (owned), camping)	£2,232	£1,598	£247	£387	£753	£532	£66	£155	£1,479	£1,066	£181	£233
Touring caravan	£582	£453	£63	£67	£164	£134	£12	£18	£418	£319	£50	£49
Static (not owned)	£776	£538	£81	£157	£217	£139	£20	£58	£559	£398	£61	£99
Static (owned)	£386	£246	£50	£89	£154	£102	£20	£32	£232	£144	£31	£57
Camping	£488	£361	£53	£74	£217	£157	£14	£46	£271	£204	£39	£27
Hostel	£112	£51	£42	£19	£81	£48	£14	£19	£31	£4	£27	-
Own home/friend's home/relative's home	£991	£717	£172	£102	£466	£355	£57	£54	£525	£361	£116	£48
Main mode of transport used												
Public transport	£2,822	£2,080	£570	£171	£1,797	£1,440	£297	£60	£1,024	£640	£273	£111
Train	£1,671	£1,351	£239	£81	£1,227	£1,042	£142	£43	£444	£309	£97	£38
Regular bus/coach	£281	£217	£42	£22	£145	£111	£35	-	£136	£106	£7	£22
Organised coach tour	£391	£281	£77	£32	£185	£158	£13	£15	£206	£123	£65	£18
Plane	£409	£178	£196	£36	£203	£109	£91	£2	£206	£69	£105	£33
Boat/ship/ferry	£69	£52	£16	-	£36	£20	£16	-	£32	£32	-	-
Personal transport	£11,213	£8,522	£1,497	£1,194	£5,504	£4,340	£554	£610	£5,708	£4,182	£942	£584
Car	£10,892	£8,275	£1,441	£1,176	£5,359	£4,217	£544	£597	£5,533	£4,058	£897	£579
Car – own/friend's/firm's	£10,584	£8,074	£1,367	£1,143	£5,193	£4,087	£519	£587	£5,391	£3,987	£848	£557
Car – hired	£308	£201	£74	£33	£166	£130	£25	£10	£142	£71	£49	£22
Camper/motor cycle/bicycle/lorry/truck/van/walking	£329	£254	£55	£19	£154	£130	£10	£14	£175	£125	£45	£5
Other	£91	£84	£1	£5	£41	£39	*	£2	£49	£44	£1	£3
Country of residence												
England	£12,297	£9,847	£1,293	£1,158	£6,332	£5,401	£394	£537	£5,965	£4,445	£899	£621
Scotland	£1,229	£444	£767	£18	£655	£196	£456	£3	£574	£248	£311	£15
Wales	£645	£434	£9	£202	£391	£256	£2	£132	£254	£178	£6	£70
How trip booked												
Firm booking	£11,223	£8,523	£1,704	£996	£5,739	£4,591	£661	£487	£5,484	£3,932	£1,043	£510
High street or on-line travel agent	£1,540	£1,165	£282	£93	£962	£758	£150	£54	£578	£407	£132	£39
Directly with a tour operator	£1,340	£1,043	£154	£143	£381	£288	£55	£37	£960	£755	£99	£106
Directly with accommodation provider	£6,633	£5,075	£987	£571	£3,550	£2,862	£374	£315	£3,083	£2,213	£613	£257
Directly with a transport provider	£1,123	£754	£263	£106	£591	£475	£76	£39	£533	£279	£187	£67

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Table 2.2c – Holiday spend in GB (continued)

	All holiday spend				Short holiday spend (1-3 nights)				Long holiday spend (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£millions				£millions				£millions			
All tourism – 2014	£13,065	£10,046	£1,732	£1,287	£6,586	£5,264	£779	£542	£6,480	£4,782	£952	£745
All tourism – 2015	£14,171	£10,725	£2,068	£1,378	£7,378	£5,854	£852	£673	£6,793	£4,871	£1,217	£705
Accommodation used (continued)												
Directly with a Tourist Board/TIC	£264	£198	£54	£12	£91	£68	£15	£9	£173	£130	£39	£4
Booked online	£8,317	£6,327	£1,280	£710	£4,417	£3,536	£530	£350	£3,901	£2,791	£751	£360
Through some other source	£1,436	£1,113	£187	£137	£608	£510	£54	£45	£828	£603	£133	£92
Did not make firm bookings before trip	£2,180	£1,606	£282	£292	£1,271	£960	£157	£154	£909	£646	£125	£138
Don't know	£768	£596	£82	£89	£368	£303	£33	£32	£400	£294	£49	£58
Whether booked online												
Booked online	£8,317	£6,327	£1,280	£710	£4,417	£3,536	£530	£350	£3,901	£2,791	£751	£360
Not booked online	£5,854	£4,398	£788	£668	£2,961	£2,318	£322	£323	£2,892	£2,080	£466	£345
Package trip												
Package trip	£1,049	£752	£177	£120	£543	£417	£61	£65	£506	£336	£116	£54
Not a package trip	£13,062	£9,925	£1,886	£1,251	£6,792	£5,400	£786	£606	£6,270	£4,525	£1,101	£644
Don't know	£61	£48	£6	£8	£43	£37	£5	£1	£18	£11	*	£7
Type of location stayed at												
Seaside	£4,416	£3,443	£284	£689	£1,615	£1,237	£92	£286	£2,800	£2,206	£192	£403
Large city/large town	£4,258	£3,360	£756	£142	£3,180	£2,621	£449	£110	£1,078	£739	£306	£32
Small town	£2,312	£1,657	£429	£226	£1,139	£871	£160	£109	£1,172	£787	£269	£117
Countryside/village	£3,154	£2,254	£587	£312	£1,433	£1,115	£151	£168	£1,720	£1,139	£437	£145
Month trip started												
January 2015	£489	£368	£75	£45	£368	£291	£55	£21	£121	£77	£20	£24
February 2015	£589	£493	£72	£24	£422	£366	£33	£23	£167	£127	£40	£1
March 2015	£828	£617	£130	£81	£485	£374	£75	£36	£343	£243	£55	£45
April 2015	£1,130	£808	£187	£135	£605	£464	£83	£58	£525	£344	£104	£77
May 2015	£1,515	£1,092	£247	£176	£782	£623	£73	£85	£733	£469	£173	£91
June 2015	£1,242	£974	£150	£117	£583	£478	£60	£45	£659	£496	£90	£72
July 2015	£1,978	£1,507	£304	£167	£806	£646	£103	£57	£1,172	£862	£201	£109
August 2015	£2,377	£1,773	£362	£242	£928	£723	£106	£98	£1,449	£1,050	£255	£144
September 2015	£1,420	£1,083	£163	£174	£684	£523	£55	£106	£736	£560	£108	£68
October 2015	£1,041	£802	£137	£102	£631	£504	£69	£58	£410	£297	£68	£45
November 2015	£578	£473	£60	£45	£474	£377	£55	£41	£104	£95	£5	£4
December 2015	£986	£735	£181	£69	£612	£484	£84	£44	£373	£251	£97	£25
Duration of trip												
1 night	£1,933	£1,625	£190	£118	£1,933	£1,625	£190	£118	-	-	-	-
2 nights	£2,862	£2,224	£325	£313	£2,862	£2,224	£325	£313	-	-	-	-
3 nights	£2,583	£2,005	£336	£242	£2,583	£2,005	£336	£242	-	-	-	-
4 nights	£1,891	£1,391	£334	£166	-	-	-	-	£1,891	£1,391	£334	£166
5 nights	£845	£611	£155	£78	-	-	-	-	£845	£611	£155	£78
6 nights	£756	£534	£128	£95	-	-	-	-	£756	£534	£128	£95
7 nights	£2,056	£1,524	£298	£234	-	-	-	-	£2,056	£1,524	£298	£234
1-3 nights	£7,378	£5,854	£852	£673	£7,378	£5,854	£852	£673	-	-	-	-
4-7 nights	£5,548	£4,060	£914	£573	-	-	-	-	£5,548	£4,060	£914	£573
8+ nights	£1,245	£811	£302	£132	-	-	-	-	£1,245	£811	£302	£132
Average duration of trip (nights)	3.29	3.17	3.32	3.63	1.92	1.89	1.97	2.02	5.63	5.50	4.84	5.97

Continued overleaf ►

Table 2.2c – Holiday spend in GB (continued)

	All holiday spend				Short holiday spend (1-3 nights)				Long holiday spend (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£millions				£millions				£millions			
All tourism – 2014	£13,065	£10,046	£1,732	£1,287	£6,586	£5,264	£779	£542	£6,480	£4,782	£952	£745
All tourism – 2015	£14,171	£10,725	£2,068	£1,378	£7,378	£5,854	£852	£673	£6,793	£4,871	£1,217	£705
Children on trip												
Yes	£3,911	£3,050	£393	£468	£1,536	£1,220	£103	£212	£2,375	£1,830	£289	£256
No	£10,260	£7,675	£1,676	£910	£5,842	£4,633	£748	£460	£4,419	£3,042	£927	£450
Socio-economic group												
AB (Professional and managerial)	£6,280	£4,848	£878	£554	£3,152	£2,566	£328	£258	£3,128	£2,282	£551	£296
C1 (Clerical and supervisory)	£3,897	£2,929	£595	£373	£2,115	£1,638	£285	£192	£1,782	£1,290	£310	£181
C2 (Skilled manual)	£2,424	£1,677	£453	£294	£1,315	£996	£160	£159	£1,109	£681	£293	£135
DE (Unskilled, state pensioners etc.)	£1,571	£1,271	£142	£157	£796	£653	£79	£64	£775	£619	£63	£93
Age of respondent												
16-24	£1,250	£961	£175	£114	£715	£566	£85	£64	£535	£395	£89	£50
25-34	£2,117	£1,555	£344	£217	£1,275	£956	£170	£149	£842	£599	£175	£68
35-44	£2,588	£1,991	£292	£306	£1,397	£1,125	£126	£146	£1,191	£865	£166	£160
45-54	£3,022	£2,374	£394	£253	£1,620	£1,339	£156	£126	£1,401	£1,035	£239	£128
55-64	£2,590	£1,941	£393	£256	£1,316	£1,018	£175	£122	£1,274	£923	£218	£134
65+	£2,605	£1,904	£470	£231	£1,055	£849	£140	£65	£1,551	£1,055	£330	£166
Lifecycle of respondents												
Age 16-34, unmarried, no children	£1,585	£1,168	£284	£133	£1,004	£783	£146	£76	£581	£386	£138	£57
Age 16-34, married, no children	£698	£536	£125	£36	£415	£333	£58	£24	£283	£204	£67	£12
Age 16-34, with children	£1,084	£811	£111	£162	£572	£407	£52	£113	£512	£404	£59	£48
Age 35-54, no children	£2,845	£2,124	£412	£309	£1,630	£1,296	£170	£164	£1,216	£828	£242	£146
Age 35-54, with children	£2,765	£2,240	£274	£250	£1,388	£1,168	£112	£108	£1,377	£1,072	£163	£142
Age 55+	£5,195	£3,845	£863	£487	£2,370	£1,868	£315	£188	£2,825	£1,977	£548	£300
Activities undertaken on trip												
Sightseeing on foot	£6,399	£4,732	£970	£698	£2,748	£2,132	£357	£260	£3,651	£2,600	£613	£438
Just relaxing	£6,263	£4,756	£850	£658	£2,773	£2,144	£339	£290	£3,490	£2,612	£510	£368
Short walk\ stroll - up to 2 miles\ 1 hour	£4,430	£3,229	£718	£484	£1,608	£1,244	£183	£181	£2,822	£1,985	£534	£303
Sightseeing by car	£3,819	£2,637	£687	£496	£1,139	£807	£162	£169	£2,681	£1,830	£524	£326
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	£3,295	£2,189	£641	£465	£1,127	£824	£131	£172	£2,168	£1,366	£509	£293
Visiting a beach	£3,202	£2,448	£263	£491	£834	£642	£29	£163	£2,368	£1,806	£234	£328
Visiting a castle\ other historic site	£1,911	£1,109	£530	£272	£535	£312	£123	£100	£1,376	£797	£406	£172
Centre based walking (i.e. around a city\ town centre)	£1,865	£1,453	£252	£160	£890	£719	£112	£59	£975	£734	£140	£101
Visiting a museum	£1,754	£1,320	£319	£115	£704	£580	£91	£33	£1,050	£739	£228	£82
Visiting a historic house, stately home, palace	£1,725	£1,233	£329	£163	£506	£412	£44	£50	£1,219	£821	£285	£113
Swimming (indoors or outdoors)	£1,548	£1,244	£138	£166	£403	£315	£33	£55	£1,145	£929	£105	£111

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Table 2.2c – Holiday spend in GB (continued)

	All holiday spend				Short holiday spend (1-3 nights)				Long holiday spend (4+ nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£millions				£millions				£millions			
All tourism – 2014	£13,065	£10,046	£1,732	£1,287	£6,586	£5,264	£779	£542	£6,480	£4,782	£952	£745
All tourism – 2015	£14,171	£10,725	£2,068	£1,378	£7,378	£5,854	£852	£673	£6,793	£4,871	£1,217	£705
Activities undertaken on trip (continued)												
Visiting a country park	£1,481	£1,088	£260	£132	£466	£358	£47	£61	£1,015	£731	£213	£71
Visiting a cathedral, church, abbey or other religious building	£1,428	£1,005	£304	£119	£470	£345	£93	£32	£958	£660	£210	£88
Visiting a garden	£1,368	£987	£296	£85	£386	£309	£61	£15	£982	£678	£235	£69
Had a picnic or BBQ	£1,340	£994	£136	£210	£270	£198	£27	£45	£1,070	£797	£109	£165
Viewing architecture and buildings	£1,335	£927	£258	£151	£559	£403	£94	£62	£777	£524	£164	£89
Special shopping for items you do not regularly buy	£1,064	£792	£161	£110	£484	£363	£46	£75	£580	£429	£115	£36
Other sightseeing (e.g. on a coach, boat trip)	£1,059	£754	£213	£92	£375	£284	£68	£23	£684	£470	£145	£69
Visiting another type of attraction	£1,021	£767	£137	£116	£437	£322	£50	£64	£584	£445	£87	£52
Sunbathing	£952	£747	£42	£163	£200	£139	£12	£50	£752	£609	£30	£113
Visiting a wildlife attraction\ nature reserve	£912	£643	£165	£104	£225	£160	£33	£32	£687	£484	£132	£72
Visiting an art gallery	£898	£636	£187	£75	£360	£284	£44	£31	£539	£352	£143	£44
Any other single particular activity	£831	£654	£126	£50	£559	£429	£94	£36	£271	£225	£32	£14
Watching wildlife, bird watching	£826	£563	£158	£106	£211	£152	£37	£22	£615	£411	£121	£83
Visiting a theme\amusement park	£819	£712	£26	£81	£307	£273	£11	£23	£511	£439	£15	£58

Note: *Top 25 activities undertaken on trip illustrated in Table 2.2c above. Sorted by frequency of GB all holiday spend.

Visits to friends and relatives (VFR)

Tables 2.3a – 2.3c illustrate the value and volume of trips, bed nights and expenditure for visits to friends and relatives. These trips are further split by visits to friends and relatives which are described by the respondent as being mainly a holiday and visits to friends and relatives for some other reason.

British residents made 47 million VFR trips within Great Britain in 2015. 29 million of these trips were VFR-holiday trips (63%) and the remaining 16 million were VFR-other trips (37%). VFR-other trips tended to be shorter (2.48 nights on average versus 3.03 for VFR-holiday) and spread more evenly across the year.

As would be expected, the majority of VFR trips involve staying in own homes or homes of friends and relatives (79% of trips), however this is not always the case, with a fifth (22%) using commercial accommodation.

As with other types of tourism, the private car is the most widely used transport type for the journey to the destination (75% of trips).

Large cities/large towns and small towns are the main types of destination for VFR trips (45% and 28% respectively), reflecting the population distribution.

VFR trips are spread fairly evenly throughout the year, albeit with a peak in December (17%), reflecting the Christmas period.

Some 15% of VFR trips are made by 16-24 year olds, a greater proportion than for All Tourism, where only 11% of trips are made by this youngest age-group.

Table 2.3a – VFR trips in GB

	All VFR trips				VFR-holiday trips				VFR-other trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	42.53	35.91	4.04	2.84	26.31	22.26	2.57	1.61	16.23	13.65	1.47	1.22
All tourism – 2015	46.55	40.55	3.46	2.79	29.23	25.2	2.3	1.94	17.33	15.36	1.17	0.86
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	10.03	8.52	0.97	0.70	6.11	5.16	0.58	0.51	3.92	3.36	0.38	0.20
Serviced accommodation (hotel/motel, GHBB, holiday camp /village (serviced))	8.16	7.03	0.74	0.51	4.84	4.20	0.41	0.33	3.32	2.83	0.33	0.18
Hotel/motel	6.82	5.95	0.57	0.38	4.00	3.52	0.31	0.24	2.82	2.43	0.26	0.14
Guest house/ bed and Breakfast	1.39	1.12	0.17	0.13	0.89	0.73	0.10	0.09	0.50	0.40	0.07	0.04

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Table 2.3a – VFR trips in GB (continued)

	All VFR trips				VFR-holiday trips				VFR-other trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	42.53	35.91	4.04	2.84	26.31	22.26	2.57	1.61	16.23	13.65	1.47	1.22
All tourism – 2015	46.55	40.55	3.46	2.79	29.23	25.2	2.3	1.94	17.33	15.36	1.17	0.86
Accommodation used (continued)												
Total self-catering rented accommodation and Caravan and Camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	1.90	1.52	0.23	0.19	1.31	0.99	0.17	0.18	0.59	0.53	0.05	0.02
Self-catering rented accommodation (flat/apartment/house/chalet/villa/bungalow/cottage and holiday camp/village)	0.96	0.73	0.16	0.10	0.59	0.40	0.12	0.08	0.38	0.32	0.04	0.02
Caravan and camping (touring caravan, static (not owned), static (owned), camping)	1.04	0.80	0.10	0.17	0.83	0.61	0.08	0.15	0.21	0.18	0.02	0.02
Touring caravan	0.34	0.28	0.03	0.04	0.31	0.25	0.03	0.04	0.03	0.03	-	-
Static (not owned)	0.19	0.14	0.01	0.04	0.19	0.14	0.01	0.04	*	*	-	-
Static (owned)	0.26	0.13	0.04	0.09	0.20	0.10	0.03	0.07	0.06	0.03	*	0.02
Camping	0.25	0.24	0.02	-	0.13	0.12	0.01	-	0.12	0.12	0.01	-
Hostel	0.15	0.13	0.01	0.01	0.09	0.07	*	0.01	0.06	0.06	0.01	-
Own home/friend's home/relative's home	36.70	32.26	2.58	2.08	23.30	20.28	1.77	1.43	13.39	11.98	0.81	0.65
Main mode of transport used												
Public transport	10.83	9.16	1.22	0.51	6.94	5.72	0.88	0.38	3.89	3.44	0.33	0.13
Train	7.99	6.98	0.71	0.33	5.29	4.55	0.55	0.22	2.70	2.43	0.16	0.11
Regular bus/coach	1.59	1.23	0.21	0.15	0.93	0.66	0.13	0.14	0.66	0.57	0.08	0.01
Organised coach tour	0.20	0.18	0.02	-	0.10	0.09	0.01	-	0.10	0.09	0.01	-
Plane	0.91	0.62	0.28	0.03	0.53	0.33	0.20	0.02	0.38	0.29	0.08	0.01
Boat/ship/ferry	0.14	0.14	-	-	0.09	0.09	-	-	0.05	0.05	-	-
Personal transport	35.25	30.98	2.20	2.27	21.94	19.18	1.37	1.55	13.31	11.80	0.82	0.72
Car	34.75	30.54	2.17	2.23	21.67	18.94	1.37	1.51	13.08	11.60	0.81	0.72
Car – own/friend's/firm's	34.26	30.08	2.17	2.20	21.33	18.62	1.36	1.48	12.93	11.45	0.81	0.71
Car – hired	0.49	0.46	0.01	0.03	0.34	0.32	0.01	0.03	0.15	0.14	-	*
Camper/motor cycle/bicycle/lorry/truck/van/walking	0.70	0.62	0.04	0.06	0.40	0.34	0.02	0.05	0.31	0.27	0.03	0.01
Other	0.20	0.17	0.03	-	0.33	0.28	0.04	0.01	0.05	0.05	-	-
Country of residence												
England	41.48	37.80	1.69	2.17	25.57	23.17	1.10	1.45	15.91	14.63	0.59	0.72
Scotland	3.09	1.35	1.71	0.05	2.21	1.04	1.16	0.02	0.88	0.31	0.55	0.03
Wales	1.99	1.40	0.06	0.57	1.45	0.98	0.04	0.46	0.54	0.41	0.02	0.11

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Table 2.3a – VFR trips in GB (continued)

	All VFR trips				VFR-holiday trips				VFR-other trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	42.53	35.91	4.04	2.84	26.31	22.26	2.57	1.61	16.23	13.65	1.47	1.22
All tourism – 2015	46.55	40.55	3.46	2.79	29.23	25.2	2.3	1.94	17.33	15.36	1.17	0.86
How trip booked												
Firm booking	16.48	14.12	1.58	0.93	10.28	8.66	1.06	0.69	6.21	5.46	0.52	0.25
High street or on-line travel agent	1.83	1.55	0.22	0.08	1.21	1.02	0.14	0.06	0.62	0.54	0.08	0.02
Directly with a tour operator	0.77	0.66	0.08	0.05	0.39	0.33	0.04	0.04	0.38	0.33	0.04	0.01
Directly with accommodation provider	7.36	6.32	0.58	0.52	4.38	3.69	0.35	0.40	2.98	2.63	0.24	0.13
Directly with a transport provider	5.65	4.81	0.64	0.24	3.73	3.12	0.48	0.18	1.91	1.69	0.16	0.07
Directly with a TIC	0.15	0.13	0.01	0.01	0.09	0.08	-	0.01	0.06	0.05	0.01	-
Booked online	12.43	10.55	1.34	0.67	7.98	6.68	0.90	0.51	4.45	3.88	0.44	0.16
Through some other source	1.65	1.45	0.11	0.10	1.08	0.92	0.08	0.09	0.57	0.53	0.03	0.02
Did not make firm bookings before trip	28.49	25.08	1.71	1.78	17.96	15.73	1.12	1.17	10.53	9.35	0.59	0.60
Don't know	1.58	1.35	0.17	0.08	0.98	0.81	0.11	0.08	0.60	0.54	0.05	*
Whether booked online												
Booked online	12.43	10.55	1.34	0.67	7.98	6.68	0.90	0.51	4.45	3.88	0.44	0.16
Not booked online	34.12	30.00	2.12	2.12	21.25	18.52	1.40	1.43	12.88	11.48	0.73	0.70
Package trip												
Package trip	0.56	0.48	0.02	0.05	0.31	0.23	0.02	0.05	0.25	0.25	-	-
Not a package trip	45.77	39.87	3.41	2.73	28.72	24.79	2.25	1.88	17.05	15.08	1.17	0.86
Don't know	0.23	0.20	0.02	*	0.19	0.17	0.02	*	0.03	0.03	-	-
Type of location stayed at												
Seaside	5.20	4.32	0.37	0.55	3.58	3.02	0.21	0.38	1.63	1.31	0.16	0.17
Large city/large town	21.04	18.73	1.68	0.80	13.02	11.46	1.18	0.52	8.02	7.27	0.50	0.28
Small town	12.88	11.06	1.09	0.85	8.26	7.01	0.73	0.61	4.62	4.04	0.36	0.24
Countryside/village	8.85	7.62	0.54	0.79	5.32	4.50	0.32	0.58	3.53	3.12	0.22	0.21
Month trip started												
January 2015	3.09	2.84	0.14	0.12	1.75	1.60	0.09	0.07	1.34	1.24	0.05	0.05
February 2015	3.56	3.02	0.33	0.22	1.96	1.65	0.20	0.12	1.60	1.37	0.13	0.11
March 2015	3.07	2.59	0.25	0.25	1.97	1.63	0.18	0.18	1.09	0.96	0.07	0.07
April 2015	4.02	3.49	0.23	0.30	2.48	2.15	0.13	0.19	1.54	1.34	0.09	0.11
May 2015	3.91	3.53	0.22	0.17	2.33	2.05	0.16	0.15	1.58	1.48	0.07	0.03
June 2015	3.64	3.20	0.28	0.17	1.98	1.79	0.09	0.10	1.66	1.40	0.19	0.07
July 2015	4.10	3.48	0.40	0.25	2.75	2.33	0.25	0.20	1.35	1.15	0.15	0.05
August 2015	4.52	3.89	0.40	0.29	3.08	2.61	0.30	0.21	1.44	1.28	0.10	0.07
September 2015	2.74	2.40	0.27	0.08	1.43	1.24	0.14	0.07	1.30	1.16	0.13	0.01
October 2015	3.23	2.82	0.23	0.22	2.01	1.75	0.17	0.12	1.22	1.07	0.06	0.10
November 2015	2.81	2.42	0.24	0.15	1.39	1.18	0.16	0.05	1.42	1.24	0.08	0.10
December 2015	7.87	6.88	0.47	0.57	6.08	5.21	0.44	0.48	1.80	1.67	0.03	0.09

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Table 2.3a – VFR trips in GB (continued)

	All VFR trips				VFR-holiday trips				VFR-other trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	42.53	35.91	4.04	2.84	26.31	22.26	2.57	1.61	16.23	13.65	1.47	1.22
All tourism – 2015	46.55	40.55	3.46	2.79	29.23	25.2	2.3	1.94	17.33	15.36	1.17	0.86
Duration of trip												
1 night	14.47	13.01	0.77	0.68	8.14	7.19	0.48	0.47	6.33	5.83	0.29	0.22
2 nights	14.60	12.82	1.03	0.79	8.93	7.88	0.57	0.51	5.67	4.94	0.46	0.28
3 nights	7.34	6.21	0.63	0.52	4.72	3.94	0.46	0.34	2.61	2.27	0.17	0.18
4 nights	3.45	2.94	0.28	0.27	2.46	2.10	0.20	0.19	0.99	0.84	0.08	0.08
5 nights	2.11	1.76	0.24	0.13	1.56	1.29	0.18	0.11	0.55	0.47	0.06	0.02
6 nights	1.06	0.91	0.12	0.05	0.79	0.67	0.09	0.05	0.27	0.24	0.03	-
7 nights	1.60	1.26	0.21	0.13	1.15	0.89	0.16	0.11	0.45	0.38	0.05	0.02
1-3 nights	36.41	32.05	2.42	1.99	21.79	19.00	1.51	1.32	14.61	13.04	0.91	0.67
4-7 nights	8.21	6.87	0.85	0.59	5.96	4.95	0.63	0.46	2.26	1.92	0.22	0.13
8+ nights	1.93	1.63	0.18	0.21	1.47	1.24	0.15	0.16	0.46	0.39	0.03	0.05
Average duration of trip (nights)	2.82	2.75	3.12	3.15	3.03	2.96	3.35	3.25	2.48	2.42	2.65	2.91
Children on trip												
Yes	11.55	10.30	0.61	0.67	7.64	6.70	0.45	0.52	3.91	3.60	0.16	0.16
No	35.00	30.25	2.86	2.12	21.58	18.49	1.85	1.42	13.42	11.76	1.01	0.70
Socio-economic group												
AB (Professional and managerial)	20.36	17.90	1.61	1.00	12.60	11.10	1.03	0.60	7.76	6.80	0.58	0.40
C1 (Clerical and supervisory)	14.10	12.40	0.84	0.93	9.25	8.02	0.58	0.70	4.85	4.38	0.26	0.23
C2 (Skilled manual)	6.31	5.33	0.58	0.41	3.95	3.26	0.39	0.30	2.36	2.07	0.19	0.11
DE (Unskilled, state pensioners etc.)	5.78	4.92	0.43	0.45	3.42	2.81	0.30	0.33	2.36	2.12	0.13	0.12
Age of respondent												
16-24	7.21	6.49	0.41	0.35	4.53	3.97	0.29	0.30	2.68	2.52	0.12	0.05
25-34	8.10	7.09	0.51	0.50	5.06	4.33	0.35	0.39	3.03	2.76	0.16	0.11
35-44	7.44	6.52	0.62	0.33	5.10	4.46	0.43	0.23	2.34	2.06	0.20	0.10
45-54	7.77	6.72	0.52	0.59	4.99	4.29	0.34	0.41	2.78	2.43	0.18	0.18
55-64	6.86	5.74	0.66	0.49	4.01	3.37	0.40	0.27	2.85	2.37	0.26	0.22
65+	9.18	7.99	0.75	0.53	5.54	4.77	0.49	0.34	3.64	3.22	0.25	0.19
Lifecycle of respondents												
Age 16-34, unmarried, no children	8.22	7.28	0.54	0.45	5.07	4.40	0.34	0.37	3.15	2.87	0.20	0.08
Age 16-34, married, no children	3.27	2.87	0.22	0.18	2.27	1.94	0.16	0.16	1.00	0.92	0.06	0.02
Age 16-34, with children	3.82	3.44	0.17	0.22	2.25	1.96	0.14	0.16	1.57	1.48	0.03	0.06
Age 35-54, no children	6.82	5.83	0.58	0.45	4.67	4.04	0.39	0.28	2.15	1.79	0.19	0.18
Age 35-54, with children	8.39	7.41	0.56	0.47	5.42	4.71	0.37	0.37	2.97	2.70	0.18	0.10
Age 55+	16.04	13.73	1.40	1.02	9.55	8.14	0.89	0.61	6.49	5.59	0.51	0.41
Activities undertaken on trip												
Just relaxing	15.89	13.83	1.19	0.98	11.20	9.62	0.89	0.79	4.68	4.21	0.31	0.19
Short walk\ stroll - up to 2 miles\ 1 hour	9.91	8.54	0.92	0.54	6.56	5.55	0.67	0.41	3.35	2.99	0.25	0.12
Sightseeing on foot	8.15	6.86	0.82	0.58	5.98	4.96	0.63	0.49	2.18	1.90	0.19	0.09

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Table 2.3a – VFR trips in GB (continued)

	All VFR trips				VFR-holiday trips				VFR-other trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	42.53	35.91	4.04	2.84	26.31	22.26	2.57	1.61	16.23	13.65	1.47	1.22
All tourism – 2015	46.55	40.55	3.46	2.79	29.23	25.2	2.3	1.94	17.33	15.36	1.17	0.86
Activities undertaken on trip (continued)												
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	4.55	3.76	0.44	0.38	3.37	2.75	0.34	0.32	1.17	1.01	0.10	0.07
Any other single particular activity	4.39	3.84	0.28	0.29	2.42	2.05	0.16	0.21	1.97	1.78	0.12	0.08
Sightseeing by car	4.24	3.44	0.53	0.35	3.21	2.61	0.37	0.30	1.03	0.82	0.16	0.05
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	3.72	3.28	0.36	0.10	1.47	1.39	0.07	0.03	2.25	1.89	0.29	0.07
Centre based walking (i.e. around a city\town centre)	3.41	2.96	0.29	0.20	2.48	2.15	0.23	0.12	0.94	0.81	0.06	0.08
Visiting a beach	3.04	2.49	0.20	0.38	2.26	1.81	0.18	0.31	0.78	0.68	0.02	0.08
Visiting a country park	2.56	2.13	0.27	0.18	1.88	1.55	0.20	0.15	0.68	0.58	0.07	0.03
Visiting a museum	2.17	1.84	0.28	0.09	1.58	1.33	0.20	0.09	0.59	0.51	0.08	-
Visiting a garden	1.85	1.53	0.23	0.11	1.36	1.12	0.17	0.09	0.49	0.41	0.05	0.02
Going to the cinema	1.74	1.51	0.12	0.15	1.23	1.09	0.09	0.10	0.51	0.42	0.03	0.05
Had a picnic or BBQ	1.67	1.51	0.09	0.08	1.30	1.15	0.09	0.07	0.37	0.35	*	0.01
Visiting a cathedral, church, abbey or other religious building	1.66	1.38	0.19	0.10	1.10	0.93	0.11	0.08	0.56	0.45	0.08	0.03
Special shopping for items you do not regularly buy	1.57	1.37	0.16	0.05	1.06	0.92	0.12	0.02	0.51	0.45	0.04	0.03
Visiting a historic house, stately home, palace	1.50	1.27	0.11	0.12	1.13	0.95	0.08	0.10	0.37	0.32	0.03	0.02
Visiting another type of attraction	1.39	1.19	0.12	0.09	1.01	0.87	0.08	0.07	0.38	0.32	0.04	0.02
Viewing architecture and buildings	1.26	1.08	0.11	0.08	1.02	0.86	0.10	0.07	0.24	0.22	0.02	0.01
Attending a food\local produce event (e.g. food festival, farmers market)	1.17	1.05	0.07	0.07	0.81	0.71	0.06	0.06	0.36	0.34	0.01	0.02
Visiting a castle\other historic site	1.16	0.83	0.25	0.09	0.83	0.61	0.17	0.06	0.32	0.22	0.08	0.02
Swimming (indoors or outdoors)	1.10	0.97	0.06	0.07	0.73	0.63	0.06	0.04	0.37	0.34	-	0.03
Visiting an art gallery	1.01	0.82	0.17	0.03	0.79	0.67	0.11	0.02	0.22	0.15	0.06	0.01
Going to the theatre	1.01	0.87	0.12	0.04	0.76	0.63	0.11	0.03	0.25	0.24	0.01	0.01
A live music concert	1.00	0.87	0.11	0.05	0.64	0.56	0.07	0.03	0.36	0.31	0.04	0.02

Note: *Top 25 activities undertaken on trip illustrated in Table 2.2c above. Sorted by frequency of GB all VFR spend.

VFR bednights in Great Britain

This section covers VFR bednights of which there were 131 million during 2015. 89 million of these (67%) were to visit friends and relatives whilst on holiday.

Staying in own homes or homes of friends and relatives is slightly more important when expressed in bed nights (81%) than it is for when expressed in terms of trips (79%).

The majority (60%) of VFR bednights were taken without a firm booking.

Reflecting the popularity of visiting friends and relatives over the Christmas period, December accounted for a 20% share of all bednights, a higher share than for trips (16%).

Table 2.3b – VFR nights in GB

	All VFR nights				VFR-holiday nights				VFR-other nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	118.3	97.4	12.5	8.4	79.6	65.8	8.4	5.4	38.6	31.6	4.1	3.0
All tourism – 2015	131.3	111.7	10.8	8.8	88.5	74.5	7.7	6.3	42.9	37.2	3.1	2.5
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	22.8	18.2	2.5	2.1	15.2	11.9	1.7	1.6	7.5	6.3	0.8	0.5
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	15.9	13.1	1.6	1.2	10.0	8.3	0.9	0.7	5.9	4.9	0.6	0.4
Hotel/motel	12.6	10.6	1.1	0.8	7.6	6.5	0.6	0.4	5.0	4.1	0.5	0.4
Guest house/bed and breakfast	3.1	2.5	0.5	0.2	2.2	1.7	0.3	0.1	1.0	0.8	0.1	0.1
Total self-catering rented accommodation and caravan and camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	6.9	5.0	0.9	0.9	5.3	3.6	0.7	0.9	1.6	1.4	0.1	*
Self-catering rented accommodation (flat/apartment/house/chalet/villa/bungalow/cottage and holiday camp/village)	3.7	2.5	0.7	0.5	2.7	1.6	0.6	0.5	1.0	0.8	0.1	*
Caravan and camping (Touring caravan, static (not owned), static (owned), camping)	3.5	2.5	0.2	0.7	2.9	2.0	0.2	0.7	0.6	0.6	*	*
Touring caravan	1.3	1.1	0.1	0.1	1.2	1.0	0.1	0.1	0.1	0.1	-	-

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Table 2.3b – VFR nights in GB (continued)

	All VFR nights				VFR-holiday nights				VFR-other nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	118.3	97.4	12.5	8.4	79.6	65.8	8.4	5.4	38.6	31.6	4.1	3.0
All tourism – 2015	131.3	111.7	10.8	8.8	88.5	74.5	7.7	6.3	42.9	37.2	3.1	2.5
Accommodation used (continued)												
Static (not owned)	0.7	0.4	*	0.2	0.6	0.4	*	0.2	*	*	-	-
Static (owned)	0.8	0.3	0.1	0.3	0.6	0.2	0.1	0.3	0.2	0.1	*	*
Camping	0.7	0.7	*	-	0.4	0.3	*	-	0.3	0.3	-	-
Hostel	0.4	0.3	*	*	0.3	0.2	*	*	0.1	0.1	*	-
Own home/friend's home/relative's home	105.8	91.4	8.1	6.3	71.2	61.0	5.9	4.4	34.6	30.4	2.3	1.9
Main mode of transport used												
Public transport	35.7	29.6	4.2	1.9	24.4	19.9	3.2	1.3	11.4	9.7	1.0	0.6
Train	26.8	23.0	2.3	1.5	18.6	15.9	1.8	0.9	8.2	7.1	0.5	0.6
Regular bus/coach	4.6	3.6	0.6	0.4	2.8	2.1	0.3	0.3	1.8	1.5	0.3	*
Organised coach tour	0.6	0.6	*	-	0.4	0.3	*	-	0.3	0.2	*	-
Plane	3.2	1.8	1.3	*	2.2	1.1	1.0	*	1.0	0.7	0.3	*
Boat/ship/ferry	0.6	0.6	-	-	0.5	0.5	-	-	0.1	0.1	-	-
Personal transport	94.5	81.1	6.6	6.9	63.4	53.9	4.5	5.0	31.1	27.2	2.1	1.9
Car	93.2	80.0	6.5	6.7	62.5	53.2	4.5	4.9	30.6	26.8	2.0	1.8
Car – own/friend's/firm's	91.7	78.8	6.4	6.5	61.3	52.3	4.4	4.7	30.4	26.5	2.0	1.8
Car – hired	1.5	1.2	0.1	0.2	1.2	0.9	0.1	0.2	0.3	0.2	-	*
Camper/motor cycle/bicycle/lorry/truck/van/walking	1.9	1.5	0.1	0.2	1.2	0.9	*	0.2	0.7	0.6	0.1	*
Other	0.5	0.4	*	-	0.3	0.3	*	-	0.2	0.2	-	-
Country of residence												
England	116.0	102.1	6.7	7.2	76.7	67.2	4.6	4.9	39.2	34.9	2.0	2.2
Scotland	9.7	5.6	3.9	0.2	7.6	4.5	2.9	0.2	2.1	1.0	1.0	0.1
Wales	5.7	4.0	0.3	1.4	4.1	2.7	0.2	1.2	1.5	1.3	0.1	0.2
How trip booked												
Firm booking	48.4	39.8	5.6	3.0	32.5	26.3	4.0	2.2	15.9	13.5	1.6	0.9
High street or on-line travel agent	5.4	4.3	0.8	0.3	3.4	2.6	0.5	0.2	2.0	1.6	0.3	0.1
Directly with a tour operator	2.6	1.9	0.3	0.4	1.3	0.9	0.2	0.2	1.3	1.0	0.1	0.2
Directly with accommodation provider	18.0	14.7	2.0	1.4	12.1	9.7	1.3	1.2	5.9	5.0	0.7	0.3
Directly with a transport provider	19.2	16.2	2.2	0.8	13.6	11.2	1.8	0.6	5.7	5.0	0.4	0.3
Directly with a Tourist Board/TIC	0.4	0.3	*	0.1	0.3	0.2	-	0.1	0.1	0.1	*	-
Booked online	37.3	30.5	4.7	2.1	25.7	20.7	3.4	1.7	11.6	9.8	1.3	0.5
Through some other source	5.4	4.5	0.5	0.4	3.8	3.0	0.4	0.4	1.6	1.5	0.1	*
Did not make firm bookings before trip	78.8	68.4	4.8	5.6	53.2	45.9	3.4	3.9	25.6	22.6	1.4	1.6
Don't know	4.1	3.4	0.5	0.2	2.8	2.3	0.4	0.2	1.3	1.2	0.1	*
Whether booked online												
Booked online	37.3	30.5	4.7	2.1	25.7	20.7	3.4	1.7	11.6	9.8	1.3	0.5
Not booked online	94.0	81.2	6.1	6.7	62.8	53.8	4.3	4.6	31.3	27.4	1.8	2.0

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Table 2.3b – VFR nights in GB (continued)

	All VFR nights				VFR-holiday nights				VFR-other nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	118.3	97.4	12.5	8.4	79.6	65.8	8.4	5.4	38.6	31.6	4.1	3.0
All tourism – 2015	131.3	111.7	10.8	8.8	88.5	74.5	7.7	6.3	42.9	37.2	3.1	2.5
Package trip												
Package trip	1.4	1.3	*	0.1	0.9	0.8	*	0.1	0.5	0.5	-	-
Not a package trip	129.3	110.0	10.7	8.7	87.1	73.3	7.5	6.2	42.3	36.7	3.1	2.5
Don't know	0.6	0.4	0.2	*	0.5	0.3	0.2	*	*	*	-	-
Type of location stayed at												
Seaside	16.1	13.2	1.0	2.0	11.6	9.5	0.7	1.4	4.5	3.6	0.3	0.6
Large city/large town	54.6	47.8	5.0	1.8	35.0	30.3	3.6	1.1	19.6	17.5	1.4	0.7
Small town	35.2	29.2	3.1	2.9	24.7	20.1	2.3	2.2	10.6	9.1	0.8	0.6
Countryside/village	24.5	20.6	1.8	2.1	16.4	13.7	1.2	1.5	8.1	6.9	0.6	0.6
Month trip started												
January 2015	7.2	6.5	0.4	0.3	4.1	3.7	0.3	0.2	3.1	2.8	0.1	0.2
February 2015	8.5	7.0	0.9	0.6	5.0	4.1	0.6	0.2	3.5	2.9	0.3	0.4
March 2015	9.4	7.8	0.7	0.8	6.7	5.5	0.5	0.7	2.7	2.3	0.2	0.2
April 2015	10.9	9.4	0.6	1.0	7.2	6.2	0.4	0.7	3.7	3.2	0.1	0.3
May 2015	9.8	8.8	0.5	0.5	6.2	5.4	0.4	0.4	3.6	3.4	0.1	*
June 2015	9.3	8.2	0.6	0.5	5.5	5.0	0.2	0.3	3.8	3.2	0.4	0.2
July 2015	12.8	10.2	1.5	1.2	9.5	7.3	1.1	1.0	3.4	2.9	0.4	0.2
August 2015	14.6	11.9	1.6	1.1	10.3	8.3	1.2	0.9	4.3	3.6	0.4	0.2
September 2015	6.9	5.9	0.8	0.2	3.6	3.0	0.4	0.2	3.2	2.8	0.4	*
October 2015	8.9	7.7	0.7	0.6	5.5	4.7	0.5	0.3	3.4	3.0	0.2	0.2
November 2015	6.5	5.3	0.8	0.3	3.2	2.7	0.4	0.1	3.3	2.6	0.5	0.2
December 2015	26.6	23.1	1.8	1.7	21.6	18.6	1.7	1.3	5.0	4.5	0.1	0.4
Duration of trip												
1 night	14.5	13.0	0.8	0.7	8.1	7.2	0.5	0.5	6.3	5.8	0.3	0.2
2 nights	29.2	25.6	2.0	1.6	17.9	15.7	1.1	1.0	11.3	9.9	0.9	0.6
3 nights	22.0	18.6	1.9	1.5	14.2	11.8	1.4	1.0	7.8	6.8	0.5	0.5
4 nights	13.8	11.7	1.1	1.0	9.8	8.3	0.8	0.7	3.9	3.3	0.3	0.3
5 nights	10.5	8.7	1.2	0.6	7.8	6.4	0.9	0.5	2.8	2.3	0.3	0.1
6 nights	6.3	5.4	0.7	0.3	4.7	4.0	0.5	0.3	1.6	1.4	0.2	-
7 nights	11.2	8.8	1.5	0.9	8.1	6.2	1.2	0.7	3.1	2.6	0.3	0.2
1-3 nights	65.7	57.2	4.7	3.8	40.2	34.7	3.0	2.5	25.5	22.5	1.7	1.3
4-7 nights	41.9	34.6	4.5	2.8	30.4	24.9	3.3	2.2	11.5	9.7	1.1	0.6
8+ nights	23.2	19.2	1.7	2.3	17.3	14.3	1.4	1.6	5.9	5.0	0.3	0.6
Average duration (nights)	2.82	2.75	3.12	3.15	3.03	2.96	3.35	3.25	2.48	2.42	2.65	2.91
Children on trip												
Yes	30.2	25.8	2.3	2.1	21.4	17.9	1.9	1.6	8.9	7.9	0.4	0.6
No	101.1	85.9	8.5	6.7	67.1	56.6	5.8	4.7	34.0	29.3	2.7	1.9
Socio-economic group												
AB (Professional and managerial)	54.7	46.2	5.1	3.4	36.3	30.6	3.5	2.2	18.5	15.6	1.6	1.2
C1 (Clerical and supervisory)	41.5	36.0	2.6	2.9	29.2	25.0	1.9	2.3	12.3	11.0	0.7	0.6
C2 (Skilled manual)	17.6	14.6	1.9	1.1	11.4	9.2	1.4	0.9	6.2	5.4	0.5	0.2
DE (Unskilled, state pensioners etc.)	17.5	14.9	1.2	1.4	11.6	9.7	0.9	1.0	5.9	5.2	0.3	0.4

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Table 2.3b – VFR nights in GB (continued)

	All VFR nights				VFR-holiday nights				VFR-other nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	118.3	97.4	12.5	8.4	79.6	65.8	8.4	5.4	38.6	31.6	4.1	3.0
All tourism – 2015	131.3	111.7	10.8	8.8	88.5	74.5	7.7	6.3	42.9	37.2	3.1	2.5
Age of respondent												
16-24	23.1	20.8	1.2	1.2	15.8	14.0	0.8	1.0	7.3	6.8	0.3	0.2
25-34	20.5	17.9	1.3	1.4	14.1	12.0	1.0	1.2	6.4	5.9	0.3	0.2
35-44	19.2	15.9	2.2	1.1	13.7	11.3	1.6	0.7	5.6	4.6	0.6	0.4
45-54	18.0	15.1	1.3	1.5	11.8	9.8	0.9	1.0	6.2	5.3	0.4	0.5
55-64	19.0	15.5	1.9	1.6	11.6	9.6	1.1	0.8	7.5	5.9	0.8	0.8
65+	31.5	26.5	2.9	2.1	21.6	17.8	2.2	1.6	9.9	8.8	0.7	0.5
Lifecycle of respondents												
Age 16-34, unmarried, no children	25.3	22.4	1.4	1.5	17.4	15.2	0.9	1.3	7.9	7.2	0.5	0.2
Age 16-34, married, no children	8.7	7.6	0.6	0.5	6.2	5.3	0.5	0.4	2.5	2.3	0.1	*
Age 16-34, with children	9.7	8.6	0.4	0.6	6.3	5.5	0.4	0.4	3.4	3.1	0.1	0.2
Age 35-54, no children	16.6	13.8	1.7	1.2	11.3	9.5	1.1	0.7	5.3	4.3	0.6	0.5
Age 35-54, with children	20.6	17.2	1.9	1.5	14.1	11.6	1.5	1.0	6.5	5.6	0.4	0.4
Age 55+	50.5	42.0	4.8	3.7	33.1	27.4	3.3	2.4	17.4	14.7	1.5	1.2
Activities undertaken on trip												
Just relaxing	48.4	40.8	4.5	3.1	35.4	29.2	3.6	2.6	13.0	11.6	0.9	0.6
Short walk\ stroll - up to 2 miles\ 1 hour	33.2	27.3	3.7	2.2	23.4	18.7	2.8	1.8	9.8	8.6	0.9	0.4
Sightseeing on foot	27.6	21.9	3.2	2.5	21.0	16.3	2.5	2.2	6.6	5.6	0.7	0.4
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	17.3	13.8	2.0	1.4	13.0	10.4	1.5	1.1	4.2	3.4	0.5	0.3
Sightseeing by car	16.1	12.4	2.0	1.7	12.9	10.0	1.5	1.4	3.2	2.4	0.6	0.2
Visiting a beach	12.2	10.1	0.9	1.2	9.4	7.5	0.8	1.0	2.9	2.6	0.1	0.2
Any other single particular activity	11.9	10.1	1.0	0.9	6.8	5.6	0.6	0.6	5.1	4.5	0.4	0.3
Centre based walking (i.e. around a city\town centre)	11.3	9.7	0.9	0.6	8.5	7.4	0.8	0.4	2.7	2.4	0.2	0.2
Visiting a country park	9.7	8.3	0.8	0.5	7.2	6.1	0.6	0.5	2.5	2.2	0.2	0.1
Visiting a museum	9.3	7.8	1.2	0.3	6.8	5.6	0.8	0.3	2.5	2.1	0.4	-
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	9.0	7.7	0.9	0.4	3.9	3.6	0.2	0.1	5.2	4.2	0.7	0.3
Going to the cinema	8.3	6.9	0.7	0.6	5.8	4.9	0.5	0.4	2.5	2.1	0.2	0.2
Visiting a garden	7.6	6.1	0.8	0.7	6.2	4.9	0.6	0.6	1.5	1.2	0.2	0.1
Visiting a historic house, stately home, palace	7.5	6.1	0.7	0.7	5.7	4.5	0.6	0.6	1.8	1.5	0.2	0.1
Visiting a cathedral, church, abbey or other religious building	6.9	5.3	1.0	0.6	4.6	3.5	0.6	0.5	2.3	1.8	0.4	0.1
Had a picnic or BBQ	6.5	5.9	0.4	0.2	5.2	4.6	0.4	0.2	1.3	1.2	*	*
Special shopping for items you do not regularly buy	5.2	4.4	0.5	0.2	3.8	3.2	0.4	0.1	1.4	1.2	0.1	0.1
Viewing architecture and buildings	5.1	4.4	0.5	0.3	4.1	3.5	0.4	0.2	1.0	0.9	0.1	*
Visiting a castle\other historic site	4.9	3.2	1.4	0.3	4.6	3.5	0.6	0.5	2.3	1.8	0.4	0.1

Continued overleaf ►

Table 2.3b – VFR nights in GB (continued)

	All VFR nights				VFR-holiday nights				VFR-other nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	118.3	97.4	12.5	8.4	79.6	65.8	8.4	5.4	38.6	31.6	4.1	3.0
All tourism – 2015	131.3	111.7	10.8	8.8	88.5	74.5	7.7	6.3	42.9	37.2	3.1	2.5
Activities undertaken on trip (continued)												
Visiting another type of attraction	4.5	3.6	0.5	0.3	3.2	2.6	0.3	0.3	1.3	1.0	0.2	0.1
Visiting an art gallery	4.0	3.1	0.8	0.1	3.1	2.6	0.4	0.1	0.8	0.5	0.3	*
Attending a food\local produce event (e.g. food festival, farmers market)	4.0	3.5	0.2	0.3	3.0	2.5	0.2	0.3	1.0	1.0	*	*
Swimming (indoors or outdoors)	4.0	3.5	0.2	0.2	3.0	2.6	0.2	0.1	1.0	0.9	-	0.1
Going to the theatre	3.8	3.0	0.5	0.3	3.0	2.3	0.4	0.3	0.8	0.7	*	*
Watching wildlife, bird watching	3.6	3.1	0.4	0.1	2.3	1.9	0.4	*	1.3	1.2	*	0.1

Notes: *Top 25 activities undertaken on trip illustrated in Table 2.3b above. Sorted by frequency of GB all VFR nights.

VFR spending in Great Britain

The overall pattern for VFR spending is consistent with trips and bed nights. These types of trips are less reliant on commercial accommodation (accounting for a 38% share of spend) with friends and relatives homes the most popular type of accommodation (60% share of spend).

Trips to large cities and towns and small towns accounted for a 70% share of all VFR spend, reflecting the large population bases in built up conurbations where most of these trips are taken.

Short trips (1-3 nights) accounted for a 66% share of spend – this was particularly so for VFR-other trips (75%). In contrast, VFR-holidays accounted for a larger share of spend for trips that lasted between 4-7 nights (29% compared to 9% for VFR-other trips).

Table 2.3c – VFR spend in GB

	All VFR spend				VFR-holiday spend				VFR-other spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	£4,990	£4,064	£628	£298	£3,221	£2,644	£392	£184	£1,769	£1,419	£236	£114
All tourism – 2015	£5,646	£4,655	£619	£371	£3,732	£3,065	£405	£262	£1,914	£1,591	£214	£109
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, Holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned)))	£2,128	£1,707	£263	£157	£1,328	£1,044	£171	£113	£800	£664	£93	£44
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	£1,706	£1,392	£203	£112	£1,043	£845	£126	£72	£663	£547	£77	£40
Hotel/motel	£1,440	£1,190	£168	£81	£869	£715	£104	£49	£571	£475	£64	£32
Guest house/bed and breakfast	£258	£200	£34	£24	£166	£128	£21	£16	£93	£72	£13	£8
Total self-catering rented accommodation and caravan and camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	£422	£316	£61	£45	£285	£199	£45	£41	£137	£117	£16	£4
Self-catering rented accommodation (flat/apartment/house/chalet/villa/bungalow/cottage and holiday camp/village)	£290	£209	£54	£27	£181	£119	£39	£22	£109	£90	£15	£4
Caravan and camping (touring caravan, static (not owned), static (owned), camping)	£143	£103	£9	£31	£122	£83	£8	£30	£21	£19	£1	£1

Continued overleaf ►

Table 2.3c – VFR spend in GB (continued)

	All VFR spend				VFR-holiday spend				VFR-other spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	£4,990	£4,064	£628	£298	£3,221	£2,644	£392	£184	£1,769	£1,419	£236	£114
All tourism – 2015	£5,646	£4,655	£619	£371	£3,732	£3,065	£405	£262	£1,914	£1,591	£214	£109
Accommodation used (continued)												
Touring caravan	£48	£39	£2	£7	£45	£36	£2	£7	£3	£3	-	-
Static (not owned)	£37	£24	£3	£11	£37	£23	£3	£11	£1	£1	-	-
Static (owned)	£38	£21	£3	£14	£34	£18	£2	£13	£4	£2	£1	£1
Camping	£20	£19	£1	-	£6	£6	£1	-	£13	£13	-	-
Hostel	£27	£24	£2	£1	£16	£14	£1	£1	£11	£10	£1	-
Own home/friend's home/relative's home	£3,389	£2,857	£339	£193	£2,316	£1,958	£227	£131	£1,074	£899	£112	£63
Main mode of transport used												
Public transport	£1,554	£1,221	£252	£80	£1,068	£830	£187	£51	£486	£391	£65	£30
Train	£1,150	£932	£155	£63	£826	£664	£128	£35	£324	£268	£28	£28
Regular bus/coach	£160	£125	£20	£15	£105	£76	£14	£14	£55	£48	£6	£1
Organised coach tour	£43	£38	£4	-	£21	£19	£2	-	£22	£19	£2	-
Plane	£193	£119	£73	£2	£111	£66	£43	£1	£83	£53	£29	£1
Boat/ship/ferry	£7	£7	-	-	£6	£6	-	-	£2	£2	-	-
Personal transport	£4,041	£3,389	£361	£290	£2,619	£2,196	£213	£210	£1,422	£1,194	£148	£80
Car	£3,991	£3,347	£359	£286	£2,591	£2,172	£212	£207	£1,400	£1,175	£147	£79
Car – own/friend's/firm's	£3,921	£3,290	£356	£275	£2,537	£2,129	£209	£198	£1,385	£1,161	£147	£77
Car – hired	£70	£57	£3	£10	£54	£43	£3	£9	£15	£14	-	£1
Camper/motor cycle/bicycle/lorry/truck/van/walking	£67	£59	£3	£6	£43	£37	£1	£5	£25	£22	£2	£1
Other	£25	£20	£5	-	£21	£16	£5	-	£3	£3	-	-
Country of residence												
England	£4,874	£4,192	£376	£306	£3,166	£2,713	£237	£216	£1,708	£1,479	£139	£90
Scotland	£517	£274	£226	£16	£374	£207	£159	£7	£143	£67	£67	£10
Wales	£255	£189	£17	£49	£193	£144	£9	£39	£63	£45	£8	£9
How trip booked												
Firm booking	£2,943	£2,365	£392	£186	£1,923	£1,517	£270	£137	£1,020	£848	£122	£49
High street or on-line travel agent	£380	£314	£51	£15	£250	£209	£29	£12	£130	£105	£22	£3
Directly with a tour operator	£181	£132	£19	£30	£95	£63	£11	£20	£86	£69	£7	£10
Directly with accommodation provider	£1,433	£1,123	£189	£120	£942	£714	£134	£94	£491	£410	£55	£26
Directly with a transport provider	£848	£683	£134	£32	£603	£473	£105	£26	£245	£210	£28	£6
Directly with a Tourist Board/TIC	£25	£24	*	*	£17	£17	-	*	£8	£7	*	-
Booked online	£2,241	£1,770	£334	£137	£1,476	£1,143	£222	£110	£765	£627	£111	£27
Through some other source	£268	£228	£23	£16	£167	£137	£15	£14	£101	£91	£8	£2
Did not make firm bookings before trip	£2,491	£2,117	£196	£178	£1,666	£1,434	£113	£119	£825	£683	£83	£58
Don't know	£212	£173	£32	£7	£143	£114	£23	£6	£69	£59	£9	£1
Whether booked online												
Booked online	£2,241	£1,770	£334	£137	£1,476	£1,143	£222	£110	£765	£627	£111	£27
Not booked online	£3,405	£2,885	£285	£234	£2,256	£1,922	£183	£152	£1,149	£964	£103	£82

Continued overleaf ►

Table 2.3c – VFR spend in GB (continued)

	All VFR spend				VFR-holiday spend				VFR-other spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	£4,990	£4,064	£628	£298	£3,221	£2,644	£392	£184	£1,769	£1,419	£236	£114
All tourism – 2015	£5,646	£4,655	£619	£371	£3,732	£3,065	£405	£262	£1,914	£1,591	£214	£109
Package trip												
Package trip	£146	£129	£4	£14	£91	£73	£4	£14	£56	£56	-	-
Not a package trip	£5,469	£4,501	£611	£357	£3,614	£2,969	£397	£248	£1,855	£1,532	£214	£109
Don't know	£31	£25	£5	£1	£28	£22	£5	£1	£3	£3	-	-
Type of location stayed at												
Seaside	£723	£594	£52	£77	£539	£450	£37	£53	£183	£144	£15	£24
Large city/large town	£2,644	£2,209	£337	£98	£1,705	£1,413	£235	£57	£939	£796	£103	£40
Small town	£1,334	£1,091	£140	£103	£918	£752	£87	£79	£416	£339	£53	£24
Countryside/village	£934	£751	£90	£94	£563	£444	£47	£73	£371	£307	£43	£21
Month trip started												
January 2015	£293	£263	£22	£8	£190	£167	£17	£6	£103	£96	£5	£2
February 2015	£399	£324	£43	£33	£238	£198	£29	£11	£162	£126	£14	£22
March 2015	£384	£305	£46	£34	£248	£198	£24	£26	£136	£107	£22	£7
April 2015	£514	£407	£63	£44	£332	£264	£34	£33	£182	£143	£29	£11
May 2015	£460	£399	£42	£19	£280	£242	£22	£16	£180	£157	£20	£3
June 2015	£478	£404	£46	£29	£279	£247	£17	£16	£199	£157	£29	£13
July 2015	£550	£430	£60	£60	£392	£298	£41	£53	£159	£132	£19	£7
August 2015	£608	£491	£77	£41	£396	£311	£53	£32	£213	£180	£24	£9
September 2015	£345	£285	£46	£14	£198	£161	£24	£13	£147	£124	£22	£1
October 2015	£376	£311	£38	£27	£270	£224	£29	£17	£106	£87	£9	£10
November 2015	£379	£296	£73	£11	£211	£152	£54	£4	£169	£143	£19	£6
December 2015	£858	£742	£64	£52	£700	£604	£62	£34	£158	£138	£2	£18
Duration of trip												
1 night	£1,060	£908	£92	£60	£605	£500	£61	£44	£455	£408	£30	£17
2 nights	£1,665	£1,425	£154	£85	£1,022	£891	£79	£53	£643	£534	£75	£33
3 nights	£1,016	£825	£111	£80	£679	£546	£70	£63	£337	£279	£41	£17
4 nights	£614	£508	£73	£33	£450	£379	£49	£22	£164	£129	£24	£11
5 nights	£350	£276	£63	£11	£283	£223	£51	£9	£67	£54	£12	£2
6 nights	£227	£195	£25	£7	£163	£143	£13	£7	£63	£51	£12	-
7 nights	£271	£200	£52	£20	£193	£136	£41	£16	£78	£64	£11	£4
1-3 nights	£3,740	£3,159	£357	£225	£2,306	£1,937	£210	£159	£1,434	£1,222	£146	£67
4-7 nights	£1,462	£1,178	£212	£72	£1,090	£881	£154	£55	£164	£129	£24	£11
8+ nights	£442	£317	£50	£74	£335	£246	£41	£49	£107	£71	£10	£26
Average duration of trip (nights)	2.82	2.75	3.12	3.15	3.03	2.96	3.35	3.25	2.48	2.42	2.65	2.91
Children on trip												
Yes	£894	£771	£61	£62	£608	£518	£45	£45	£286	£253	£16	£17
No	£4,752	£3,885	£559	£309	£3,124	£2,546	£361	£217	£1,628	£1,338	£198	£92
Socio-economic group												
AB (Professional and managerial)	£2,782	£2,309	£312	£160	£1,805	£1,522	£189	£93	£977	£787	£123	£66
C1 (Clerical and supervisory)	£1,598	£1,322	£148	£127	£1,103	£896	£102	£105	£495	£426	£47	£22
C2 (Skilled manual)	£708	£555	£108	£44	£467	£356	£77	£33	£241	£200	£31	£11
DE (Unskilled, state pensioners etc.)	£559	£468	£50	£40	£358	£291	£37	£31	£201	£178	£14	£10

Continued overleaf ►

Table 2.3c – VFR spend in GB (continued)

	All VFR spend				VFR-holiday spend				VFR-other spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	£4,990	£4,064	£628	£298	£3,221	£2,644	£392	£184	£1,769	£1,419	£236	£114
All tourism – 2015	£5,646	£4,655	£619	£371	£3,732	£3,065	£405	£262	£1,914	£1,591	£214	£109
Age of respondent												
16-24	£777	£669	£51	£57	£567	£475	£38	£53	£211	£194	£13	£4
25-34	£771	£644	£72	£55	£515	£422	£46	£48	£256	£222	£26	£7
35-44	£819	£656	£120	£43	£544	£443	£77	£23	£275	£213	£43	£19
45-54	£1,094	£923	£106	£65	£751	£634	£78	£39	£343	£288	£28	£26
55-64	£1,020	£793	£151	£75	£615	£482	£87	£46	£405	£311	£64	£30
65+	£1,164	£970	£119	£76	£739	£607	£78	£54	£425	£363	£40	£22
Lifecycle of respondents												
Age 16-34, unmarried, no children	£952	£816	£74	£62	£669	£567	£46	£56	£283	£249	£27	£6
Age 16-34, married, no children	£350	£289	£33	£29	£258	£208	£25	£26	£92	£81	£9	£2
Age 16-34, with children	£246	£208	£16	£22	£154	£123	£13	£18	£92	£85	£3	£4
Age 35-54, no children	£1,090	£901	£127	£61	£766	£651	£81	£33	£325	£251	£46	£28
Age 35-54, with children	£823	£677	£100	£46	£530	£427	£74	£29	£293	£250	£25	£18
Age 55+	£2,184	£1,763	£270	£151	£1,354	£1,090	£166	£99	£830	£674	£104	£52
Activities undertaken on trip												
Just relaxing	£2,022	£1,666	£221	£134	£1,525	£1,243	£165	£117	£497	£423	£56	£17
Sightseeing on foot	£1,488	£1,191	£208	£89	£1,110	£872	£158	£80	£379	£319	£50	£9
Short walk\ stroll - up to 2 miles\ 1 hour	£1,374	£1,099	£199	£75	£966	£763	£138	£65	£408	£336	£61	£10
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	£741	£586	£104	£51	£570	£446	£83	£41	£171	£140	£21	£10
Sightseeing by car	£712	£556	£98	£57	£564	£444	£70	£50	£148	£112	£29	£7
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	£625	£507	£85	£33	£255	£227	£14	£14	£370	£279	£71	£19
Centre based walking (i.e. around a city\town centre)	£614	£482	£101	£32	£473	£363	£87	£22	£142	£118	£13	£10
Visiting a beach	£542	£433	£61	£48	£453	£357	£54	£42	£89	£76	£7	£6
Visiting a museum	£503	£405	£85	£12	£383	£312	£59	£12	£120	£93	£27	-
Any other single particular activity	£470	£394	£45	£30	£263	£218	£26	£19	£207	£176	£19	£11
Visiting a country park	£424	£338	£54	£31	£338	£272	£40	£26	£86	£66	£14	£5
Visiting a cathedral, church, abbey or other religious building	£369	£285	£64	£20	£255	£206	£33	£16	£114	£79	£31	£4
Going to the cinema	£335	£286	£24	£24	£256	£219	£17	£20	£79	£67	£7	£5
Special shopping for items you do not regularly buy	£332	£274	£52	£7	£245	£205	£37	£3	£87	£68	£14	£4

Continued overleaf ►

Table 2.3c – VFR spend in GB (continued)

	All VFR spend				VFR-holiday spend				VFR-other spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All tourism – 2014	£4,990	£4,064	£628	£298	£3,221	£2,644	£392	£184	£1,769	£1,419	£236	£114
All tourism – 2015	£5,646	£4,655	£619	£371	£3,732	£3,065	£405	£262	£1,914	£1,591	£214	£109
Activities undertaken on trip (continued)												
Visiting a garden	£331	£269	£44	£18	£259	£208	£34	£17	£73	£62	£10	£1
Viewing architecture and buildings	£326	£289	£25	£12	£289	£260	£17	£12	£37	£29	£8	£1
Visiting a historic house, stately home, palace	£305	£243	£37	£24	£233	£183	£30	£20	£71	£60	£7	£4
Had a picnic or BBQ	£281	£248	£23	£9	£233	£202	£22	£9	£47	£46	£1	£1
Visiting an art gallery	£262	£205	£47	£11	£215	£176	£30	£9	£48	£29	£17	£1
Visiting a castle\other historic site	£254	£164	£65	£25	£188	£126	£41	£21	£66	£38	£24	£4
Going to the theatre	£251	£218	£22	£10	£189	£163	£18	£8	£62	£55	£4	£2
Visiting another type of attraction	£237	£198	£26	£14	£175	£150	£13	£12	£63	£48	£13	£2
Attending a food\local produce event (e.g. food festival, farmers market)	£236	£196	£25	£14	£183	£148	£21	£13	£53	£48	£4	£1
Swimming (indoors or outdoors)	£232	£214	£8	£10	£156	£142	£8	£6	£76	£71	-	£5
A live music concert	£228	£198	£24	£6	£170	£153	£15	£3	£58	£45	£9	£3

Note: *Top 25 activities undertaken on trip illustrated in Table 2.3c above. Sorted by frequency of GB all VFR spend.

Table 2.4 – Business and work tourism in Great Britain

British residents made 16 million overnight business and work trips within Great Britain in 2015. This represents 38 million bed nights and £4 billion expenditure.

Commercial accommodation is used for the vast majority of business trips (83%), predominantly hotels and motels (72%). However it is worth noting that nearly one in ten of business and work trips involve staying in their own second homes or those of friends' and relatives (10%).

Cars are the main form of transport used for the journey to the destination (59% of trips). Public transport is used for a third of business and work trips (33%) – especially the train (24%).

Business and work trips tend to be relatively short, with nearly half involving only one night away from home (48%).

Almost half (52%) of trips are taken by those in the professional and managerial (AB) socio-economic group.

Table 2.4 – Business and work tourism

	Business trips				Business nights				Business expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2014	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
All tourism – 2015	16.49	13.87	1.73	0.97	37.6	30.1	4.9	2.6	£4,013	£3,339	£503	£171
Purpose of trip												
Total business	16.49	13.87	1.73	0.97	37.6	30.1	4.9	2.6	£4,013	£3,339	£503	£171
To attend a conference	1.29	1.13	0.12	0.04	3.0	2.6	0.3	0.1	£312	£261	£43	£8
To attend an exhibition/trade show	0.71	0.56	0.12	0.04	1.3	1.0	0.3	0.1	£166	£132	£24	£10
Travel/transport is my work	0.57	0.50	0.07	0.01	1.0	0.8	0.2	-	£103	£92	£11	£1
To do paid work/ on business	14.50	12.18	1.49	0.90	33.3	26.6	4.3	2.5	£3,535	£2,946	£436	£153
Accommodation used												
Commercial accommodation (hotel/motel, GHBB, holiday camp/village (serviced), self-catering, hostel, caravan and camping (excluding static (owned))	13.76	11.65	1.46	0.73	28.6	23.5	3.7	1.4	£3,638	£3,050	£448	£141
Serviced accommodation (hotel/motel, GHBB, holiday camp/village (serviced))	12.94	10.99	1.35	0.67	25.9	21.3	3.4	1.2	£3,487	£2,922	£430	£136
Hotel/motel	11.89	10.19	1.23	0.54	23.7	19.6	3.0	1.0	£3,260	£2,740	£404	£116
Guest house/ bed and breakfast	1.09	0.84	0.12	0.14	2.2	1.7	0.4	0.1	£229	£183	£26	£20

Continued overleaf ►

Table 2.4 – Business and work tourism (continued)

	Business trips				Business nights				Business expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2014	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
All tourism – 2015	16.49	13.87	1.73	0.97	37.6	30.1	4.9	2.6	£4,013	£3,339	£503	£171
Accommodation used (continued)												
Total self-catering rented accommodation and caravan and camping (flat/apartment/house/chalet/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	0.83	0.66	0.10	0.07	2.7	2.1	0.3	0.3	£151	£128	£18	£5
Self-catering rented accommodation (flat/ apartment/ house/ chalet/villa/bungalow/ cottage and holiday camp/village)	0.34	0.27	0.07	0.01	1.3	1.0	0.2	*	£91	£77	£13	£1
Caravan and Camping	0.33	0.28	0.02	0.03	1.1	0.9	0.1	0.2	£43	£36	£3	£4
Touring caravan	0.11	0.09	0.02	-	0.3	0.3	0.1	-	£20	£17	£3	-
Static (not owned)	0.03	0.01	-	0.02	0.1	*	-	0.1	£7	£4	-	£3
Static (owned)	-	-	-	-	-	-	-	-	-	-	-	-
Camping	0.19	0.18	-	0.01	0.7	0.6	-	0.1	£16	£15	-	*
Hostel	0.16	0.11	0.02	0.03	0.3	0.3	*	0.1	£17	£15	£2	£1
Own home/friend's home/relative's home	1.70	1.37	0.16	0.17	4.5	3.4	0.5	0.6	£223	£163	£35	£25
Main mode of transport used												
Public transport	5.48	4.66	0.61	0.22	12.3	10.2	1.7	0.4	£1,474	£1,218	£208	£47
Train	3.93	3.52	0.26	0.16	0.7	0.5	0.1	*	1041	929	75	37
Regular bus/coach	0.24	0.21	0.02	0.02	0.2	0.2	-	*	35	31	3	1
Organised coach tour	0.10	0.08	-	0.02	3.1	2.2	0.8	*	7	6	-	1
Plane	1.20	0.85	0.32	0.03	8.4	7.3	0.8	0.3	392	253	130	9
Boat/ship/ferry	-	-	-	-	-	-	-	-	-	-	-	-
Personal transport	10.90	9.12	1.11	0.74	25.1	19.8	3.1	2.2	£2,516	£2,105	£290	£121
Car	9.78	8.19	0.97	0.69	22.3	17.5	2.8	2.1	£2,246	£1,868	£264	£113
Car – own/friend's/ firm's	9.31	7.77	0.94	0.67	21.3	16.6	2.7	2.0	£2,129	£1,763	£256	£111
Car – hired	0.47	0.42	0.03	0.02	1.0	0.9	0.1	0.1	£117	£106	£9	£3
Camper/motor cycle/ bicycle/lorry/ truck/ van/ walking	1.12	0.93	0.14	0.05	2.8	2.3	0.4	0.1	£270	£237	£25	£8
Other	0.12	0.10	0.02	0.01	0.2	0.1	*	*	£23	£16	£5	£3
Country of residence												
England	14.38	12.56	1.09	0.81	30.7	25.8	2.9	2.0	£3,433	£2,936	£358	£139
Scotland	1.22	0.62	0.59	0.01	4.1	2.3	1.9	*	£372	£237	£131	£4
Wales	0.90	0.68	0.05	0.16	2.8	2.0	0.2	0.6	£207	£166	£13	£28
How trip booked												
Firm booking	11.05	9.46	1.07	0.56	23.3	19.1	3.0	1.2	£2,846	£2,393	£342	£111
High street or on-line travel agent	1.90	1.68	0.12	0.10	3.3	2.8	0.4	0.1	£446	£395	£31	£20
Directly with a tour operator	0.31	0.22	0.07	0.02	0.8	0.6	0.2	0.1	£98	£68	£27	£3
Directly with accommodation provider	5.94	5.12	0.54	0.31	12.5	10.4	1.4	0.7	£1,551	£1,312	£176	£64
Directly with a transport provider	2.06	1.80	0.19	0.08	4.5	3.9	0.4	0.2	£550	£480	£52	£19

Continued overleaf ►

Table 2.4 – Business and work tourism (continued)

	Business trips				Business nights				Business Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2014	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
All tourism – 2015	16.49	13.87	1.73	0.97	37.6	30.1	4.9	2.6	£4,013	£3,339	£503	£171
How trip booked (continued)												
Directly with a Tourist Board/TIC	0.02	0.02	-	-	*	*	-	-	£4	£4	-	-
Booked online	9.22	7.97	0.83	0.45	19.2	15.9	2.3	1.0	£2,342	£1,989	£260	£93
Through some other source	1.40	1.13	0.20	0.07	3.1	2.4	0.6	0.1	£353	£258	£81	£14
Did not make firm bookings before trip	3.78	3.09	0.44	0.29	10.4	7.9	1.4	1.1	£793	£651	£100	£42
Don't Know	1.66	1.32	0.22	0.13	4.0	3.2	0.5	0.3	£373	£295	£61	£17
Whether booked online												
Booked online	9.22	7.97	0.83	0.45	19.2	15.9	2.3	1.0	£2,342	£1,989	£260	£93
Not booked online	7.27	5.90	0.90	0.52	18.4	14.2	2.6	1.6	£1,671	£1,350	£243	£78
Package trip												
Package trip	0.40	0.36	0.03	0.01	1.0	1.0	0.1	*	£116	£105	£10	£1
Not a package trip	15.97	13.42	1.68	0.95	36.4	29.0	4.8	2.6	£3,858	£3,202	£488	£167
Don't Know	0.12	0.09	0.02	0.02	0.2	0.1	*	*	£39	£32	£5	£2
Type of location stayed at												
Seaside	1.11	0.88	0.09	0.15	2.5	1.9	0.2	0.4	£263	£229	£11	£23
Large city/large town	11.07	9.62	1.10	0.39	23.1	19.7	2.7	0.7	£2,804	£2,377	£352	£75
Small town	3.26	2.58	0.43	0.31	7.9	5.5	1.3	1.1	£675	£522	£103	£50
Countryside/village	1.32	1.01	0.17	0.16	4.0	2.9	0.6	0.5	£266	£206	£38	£22
Month trip started												
January 2015	1.38	1.11	0.22	0.04	3.4	2.8	0.5	0.2	£363	£295	£61	£7
February 2015	1.15	0.99	0.12	0.06	2.4	2.0	0.3	0.1	£275	£222	£46	£8
March 2015	1.87	1.54	0.22	0.14	3.8	3.1	0.4	0.2	£475	£377	£70	£28
April 2015	1.40	1.21	0.13	0.06	3.2	2.4	0.3	0.4	£286	£242	£32	£12
May 2015	1.42	1.24	0.13	0.05	3.0	2.6	0.4	*	£320	£285	£28	£7
June 2015	1.37	1.15	0.14	0.08	3.6	2.9	0.4	0.2	£340	£275	£51	£14
July 2015	1.46	1.14	0.22	0.10	4.0	3.2	0.6	0.2	£390	£317	£62	£12
August 2015	1.12	0.93	0.11	0.09	2.5	1.8	0.4	0.3	£246	£209	£23	£14
September 2015	1.41	1.19	0.12	0.10	3.0	2.3	0.5	0.2	£371	£315	£39	£17
October 2015	1.61	1.39	0.14	0.09	3.5	2.9	0.4	0.2	£352	£303	£37	£12
November 2015	1.47	1.17	0.14	0.16	3.3	2.4	0.5	0.5	£405	£321	£47	£37
December 2015	0.85	0.80	0.03	0.01	1.9	1.7	0.2	*	£190	£180	£7	£2
Duration of trip												
1 night	7.88	6.84	0.62	0.42	7.9	6.8	0.6	0.4	£1,467	£1,266	£134	£67
2 nights	4.11	3.46	0.51	0.19	8.2	6.9	1.0	0.3	£1,033	£817	£181	£35
3 nights	1.94	1.63	0.21	0.14	5.8	4.8	0.6	0.4	£575	£473	£72	£30
4 nights	1.43	1.16	0.13	0.15	5.7	4.6	0.5	0.6	£468	£408	£31	£29
5 nights	0.42	0.28	0.12	0.02	2.1	1.4	0.6	0.1	£160	£128	£30	£2
6 nights	0.18	0.15	0.02	0.01	1.1	0.9	0.1	*	£75	£69	£5	£1
7 nights	0.13	0.12	-	0.01	0.9	0.8	-	0.1	£50	£48	-	£2
1-3 nights	13.94	11.92	1.35	0.74	21.9	18.5	2.3	1.1	£3,074	£2,555	£388	£132
4-7 nights	2.17	1.71	0.27	0.19	9.9	7.8	1.3	0.8	£754	£652	£67	£34
8+ nights	0.38	0.24	0.11	0.04	5.8	3.8	1.4	0.7	£185	£132	£48	£4
Average duration of trip (nights)	2.28	2.17	2.83	2.68	2.28	2.17	2.83	2.68	2.28	2.17	2.83	2.68

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Table 2.4 – Business and work tourism (continued)

	Business trips				Business nights				Business expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2014	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
All tourism – 2015	16.49	13.87	1.73	0.97	37.6	30.1	4.9	2.6	£4,013	£3,339	£503	£171
Children on trip												
Yes	0.41	0.32	0.06	0.03	0.8	0.6	0.1	0.1	£42	£34	£5	£4
No	16.09	13.55	1.68	0.94	36.9	29.6	4.8	2.5	£3,971	£3,306	£498	£167
Socio-economic group												
AB (Professional and managerial)	8.57	7.28	0.93	0.42	17.7	15.0	1.9	0.8	£2,179	£1,792	£304	£83
C1 (Clerical and supervisory)	5.00	4.20	0.48	0.33	11.4	8.9	1.6	0.9	£1,177	£990	£130	£56
C2 (Skilled manual)	2.23	1.81	0.28	0.16	6.6	4.7	1.3	0.6	£504	£424	£60	£20
DE (Unskilled, state pensioners etc.)	0.69	0.58	0.05	0.06	1.9	1.6	0.1	0.2	£153	£133	£8	£11
Age of respondent												
16-24	1.26	1.13	0.08	0.05	4.7	4.1	0.3	0.3	£252	£233	£12	£7
25-34	3.27	2.77	0.30	0.20	8.8	6.8	1.2	0.8	£826	£731	£59	£36
35-44	3.81	3.17	0.44	0.21	7.6	6.0	1.2	0.4	£986	£806	£147	£33
45-54	4.86	4.12	0.51	0.28	9.5	7.7	1.3	0.5	£1,194	£971	£174	£49
55-64	2.54	2.04	0.30	0.20	5.1	4.0	0.6	0.5	£573	£445	£83	£45
65+	0.76	0.64	0.11	0.01	1.8	1.5	0.3	*	£182	£152	£27	£2
Lifecycle of respondents												
Age 16-34, unmarried, no children	2.14	1.88	0.13	0.14	8.1	6.7	0.6	0.7	£505	£469	£19	£17
Age 16-34, married, no children	1.24	1.03	0.16	0.05	3.0	2.4	0.5	0.1	£310	£261	£39	£10
Age 16-34, with children	1.14	0.99	0.09	0.07	2.5	1.8	0.4	0.3	£263	£235	£13	£15
Age 35-54, no children	4.78	4.06	0.47	0.30	10.0	8.0	1.3	0.7	£1,235	£1,020	£163	£52
Age 35-54, with children	3.89	3.23	0.48	0.19	7.2	5.7	1.2	0.3	£945	£757	£158	£29
Age 55+	3.30	2.69	0.40	0.22	6.9	5.5	0.9	0.6	£755	£597	£111	£47
Activities undertaken on trip												
Any other single particular activity	2.75	2.35	0.17	0.23	6.6	5.3	0.6	0.7	£622	£534	£47	£41
Sightseeing on foot	1.12	0.85	0.17	0.09	3.4	2.5	0.6	0.3	£310	£238	£59	£13
Short walk\ stroll - up to 2 miles\ 1 hour	0.97	0.79	0.13	0.05	2.9	2.3	0.5	0.1	£251	£212	£33	£7
Just relaxing	0.81	0.72	0.08	0.01	2.5	2.1	0.3	*	£224	£205	£17	£3
Centre based walking (i.e. around a city\town centre)	0.47	0.41	0.06	-	1.8	1.6	0.2	-	£131	£104	£28	-
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.45	0.34	0.11	-	1.0	0.8	0.3	-	£104	£85	£19	-
Sightseeing by car	0.35	0.28	0.05	0.02	1.5	1.1	0.4	*	£110	£96	£13	£2
A live music concert	0.35	0.29	0.06	-	1.2	1.1	0.1	-	£98	£87	£11	-
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	0.34	0.19	0.08	0.07	1.5	1.1	0.2	0.2	£82	£47	£29	£6

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Table 2.4 – Business and work tourism (continued)

	Business trips				Business nights				Business expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£millions			
All tourism – 2014	15.89	13.55	1.92	0.57	37.5	31.0	5.1	1.4	£4,101	£3,499	£465	£137
All tourism – 2015	16.49	13.87	1.73	0.97	37.6	30.1	4.9	2.6	£4,013	£3,339	£503	£171
Activities undertaken on trip												
Running, jogging, orienteering	0.30	0.25	0.03	0.02	1.7	1.4	0.2	0.1	£88	£70	£17	£1
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.29	0.22	0.05	0.02	1.6	1.1	0.1	0.4	£74	£49	£23	£2
Visiting a museum	0.26	0.21	0.04	0.01	1.0	0.8	0.1	*	£86	£74	£11	£1
Visiting an art gallery	0.25	0.20	0.05	-	0.7	0.6	0.1	-	£64	£51	£13	-
Swimming (indoors or outdoors)	0.24	0.20	0.04	-	1.0	0.9	0.1	-	£64	£59	£5	-
Other arts\cultural event\show	0.23	0.23	0.01	-	0.8	0.8	*	-	£50	£49	£1	-
Going to the theatre	0.20	0.19	0.01	-	0.9	0.9	*	-	£63	£60	£3	-
Viewing architecture and buildings	0.18	0.16	0.02	-	1.1	1.0	0.1	-	£82	£65	£16	-
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	0.18	0.17	0.01	-	0.4	0.3	0.1	-	£33	£31	£2	-
Visiting a historic house, stately home, palace	0.17	0.15	0.02	-	0.4	0.3	*	-	£35	£32	£3	-
Other sightseeing (e.g. on a coach, boat trip)	0.16	0.11	0.03	0.01	0.6	0.5	0.1	*	£44	£31	£11	£2
Visiting a country park	0.16	0.11	0.02	0.02	0.8	0.7	*	*	£56	£50	£1	£5
Visiting a cathedral, church, abbey or other religious building	0.15	0.12	0.03	0.01	0.3	0.2	*	*	£32	£23	£6	£3
Visiting a castle\other historic site	0.14	0.09	0.03	0.02	0.6	0.5	0.1	*	£37	£24	£7	£5
Visiting another type of attraction	0.14	0.14	-	-	0.5	0.5	-	-	£43	£43	-	-
Attending an outdoor fair\ exhibition\show (e.g. gardening or agricultural show)	0.14	0.09	0.05	-	0.3	0.2	0.1	-	£32	£27	£6	-

Note: *Top 25 activities undertaken on trip illustrated in Table 2.4 above. Sorted by frequency of GB all business trips.

Table 2.5 – All tourism – Destination and purpose

This section provides a regional breakdown of tourism volume and value in 2015.

The relative 'strengths' of individual English regions include:

- Holidays – South West
- VFR – South East
- Business – London

Great caution should be exercised when using data from tables 2.5 to 2.8 below, as some smaller geographies are based on limited sample sizes and are therefore subject to much wider margins of error than the national data.

Table 2.5 – Destination and purpose

	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England												
All tourism – 2015	102.73	299.57	£19,571	43.72	146.49	£10,725	40.55	111.68	£4,655	13.87	30.13	£3,339
West Midlands	8.83	20.99	£1,454	2.94	7.31	£581	3.83	9.24	£396	1.53	2.73	£356
East of England	9.73	28.22	£1,630	3.51	12.90	£875	4.50	11.78	£430	1.39	2.73	£256
East Midlands	8.02	21.76	£1,146	3.43	10.72	£650	3.18	8.10	£268	0.89	1.66	£144
London	12.94	30.16	£3,080	4.11	9.93	£1,338	5.15	12.88	£729	3.04	6.14	£882
North West	13.55	36.83	£2,555	6.66	19.39	£1,496	4.47	12.45	£496	1.75	3.85	£416
North East	3.84	11.38	£710	1.47	4.87	£319	1.69	5.07	£220	0.53	1.01	£145
South East	16.80	45.60	£2,572	6.26	18.34	£1,238	7.87	20.97	£819	2.04	4.85	£440
South West	19.68	72.26	£4,434	10.79	46.78	£3,076	6.69	19.61	£886	1.52	3.65	£351
Yorkshire & the Humber	11.32	30.88	£1,922	5.24	15.88	£1,120	4.20	10.63	£392	1.46	3.48	£342
Scotland												
All tourism – 2015	11.99	41.34	£3,279	6.36	24.35	£2,068	3.46	10.85	£619	1.73	4.90	£503
Scotland – North	2.93	11.98	£896	1.74	7.57	£604	0.59	2.03	£118	0.52	2.05	£156
Scotland – West	3.66	10.83	£868	1.64	5.49	£464	1.23	3.58	£197	0.63	1.48	£177
Scotland – East	4.33	12.29	£1,137	2.42	7.43	£755	1.26	3.47	£228	0.53	1.09	£133
Scotland – South	1.67	5.88	£362	0.92	3.64	£238	0.52	1.62	£67	0.12	0.28	£37
Edinburgh	2.47	6.57	£786	1.37	3.88	£515	0.71	1.97	£168	0.34	0.63	£97
Glasgow	1.56	3.91	£392	0.49	1.26	£143	0.54	1.60	£94	0.44	0.91	£134
Wales												
All tourism – average of 2013, 2014 and 2015	10.13	35.0	£1,802	6.23	24.1	£1,286	2.80	8.1	£314	0.81	2.0	£171
North Wales	3.72	13.2	£640	2.58	9.9	£518	0.87	2.5	£83	0.16	0.4	£32
Mid Wales	1.76	6.8	£309	1.30	5.4	£257	0.34	1.1	£35	0.08	0.2	£12
South West Wales	2.08	8.2	£386	1.36	5.8	£286	0.53	1.7	£68	0.15	0.5	£28
South East Wales	2.47	6.1	£418	0.93	2.5	£196	1.05	2.6	£121	0.40	0.8	£85

Table 2.6 – All tourism – National Parks (see note on page 109)

Table 2.6 – National Parks												
	All tourism			Holidays			VFR			Business		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
Average of 3 years 2013, 2014 and 2015												
	Millions			Millions			Millions			Millions		
England												
All tourism	99.03	289.85	£18,788	43.13	144.49	£10,411	38.22	105.00	£4,266	14.18	31.12	£3,498
Dartmoor National Park	0.23	0.90	£42	0.11	0.45	£30	0.09	0.34	£9	0.01	0.01	£2
Exmoor National Park	0.52	1.84	£107	0.38	1.50	£88	0.10	0.26	£12	0.03	0.06	£5
Lake District National Park	1.91	6.71	£435	1.60	5.88	£395	0.18	0.45	£24	0.06	0.12	£11
North York Moors National Park	0.62	2.03	£129	0.46	1.57	£86	0.10	0.26	£11	0.04	0.17	£30
Northumberland National Park	0.10	0.33	£15	0.05	0.16	£10	0.03	0.10	£3	0.01	0.04	£1
Peak District National Park	0.45	1.21	£74	0.30	0.88	£57	0.12	0.26	£12	0.01	0.03	£3
The Broads National Park	0.31	1.37	£65	0.22	1.04	£58	0.08	0.24	£6	0.01	0.08	£2
Yorkshire Dales National Park	0.39	1.31	£75	0.30	1.05	£63	0.07	0.21	£8	0.00	0.01	£1
Scotland												
All tourism	12.21	41.89	£3013	6.38	23.96	£1,871	3.66	11.69	£581	1.86	5.29	£500
Cairngorms National Park	0.41	1.64	£100	0.33	1.41	£89	0.05	0.15	£6	0.02	0.05	£3
Loch Lomond and the Trossachs National Park	0.35	1.12	£74	0.25	0.81	£61	0.07	0.25	£8	0.02	0.03	£4
Wales												
All tourism	10.13	34.99	£1,802	6.23	24.09	£1,286	2.80	8.10	£314	0.81	2.02	£170
Brecon Beacons National Park	0.50	1.56	£75	0.26	0.90	£50	0.19	0.46	£17	0.04	0.16	£7
Pembrokeshire Coast National Park	0.90	4.15	£198	0.79	3.70	£179	0.07	0.36	£12	0.03	0.09	£6
Snowdonia National Park	0.70	2.60	£134	0.56	2.12	£115	0.11	0.38	£13	0.03	0.06	£4

Table 2.7 – English Counties – By purpose of trip (see note on page 109)

Table 2.7 – County destination and purpose												
	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015												
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
England – Total												
All tourism	99.03	289.85	£18,788	43.13	144.49	£10,411	38.22	105.00	£4,266	14.18	31.12	£3,498
Bedfordshire	0.65	1.51	£99	0.16	0.37	£42	0.30	0.83	£24	0.17	0.29	£31
Berkshire	1.71	3.72	£259	0.52	1.12	£98	0.74	1.76	£72	0.40	0.72	£82
Bristol/ Bath area	2.75	6.26	£487	0.96	2.34	£208	1.17	2.66	£136	0.54	1.08	£124
Buckingham-shire	1.09	2.55	£142	0.23	0.50	£37	0.64	1.56	£56	0.19	0.40	£42
Cambridge-shire	1.35	3.40	£193	0.38	0.98	£63	0.68	1.85	£75	0.22	0.41	£41
Cheshire	1.63	3.54	£251	0.66	1.30	£113	0.67	1.66	£76	0.25	0.51	£52
Cornwall and Isles of Scilly	3.89	19.33	£1,148	2.82	15.41	£953	0.77	3.15	£132	0.23	0.57	£47
Cumbria	3.46	11.79	£737	2.61	9.33	£613	0.57	1.55	£65	0.17	0.46	£48
Derbyshire	1.67	4.31	£236	0.74	2.18	£147	0.70	1.57	£57	0.14	0.30	£22
Devon	4.72	18.74	£1,033	2.87	12.72	£765	1.44	4.76	£178	0.28	0.79	£66
Dorset	2.92	10.59	£649	1.75	7.28	£468	0.89	2.57	£108	0.20	0.42	£53
Durham	0.83	2.23	£111	0.31	0.93	£49	0.37	0.91	£35	0.12	0.23	£22
East Sussex	2.18	6.32	£354	1.04	3.24	£220	0.94	2.66	£97	0.16	0.33	£30
Essex	1.81	4.55	£209	0.51	1.26	£65	0.96	2.51	£79	0.31	0.64	£55
Gloucester-shire	1.61	4.16	£269	0.71	1.97	£149	0.70	1.79	£76	0.16	0.33	£40
Greater Manchester	3.53	7.54	£631	1.07	1.87	£244	1.48	3.80	£165	0.81	1.57	£186
Hampshire	3.49	9.80	£501	1.33	3.79	£237	1.65	4.50	£166	0.35	1.01	£73
Herefordshire	0.48	1.49	£84	0.26	0.98	£60	0.18	0.45	£17	0.03	0.05	£7
Hertfordshire	1.28	3.35	£171	0.25	0.63	£47	0.81	2.22	£77	0.18	0.40	£42
Isle of Wight	0.93	3.90	£243	0.66	2.93	£187	0.23	0.84	£46	0.03	0.10	£9
Kent	3.04	7.47	£402	1.13	2.87	£180	1.41	3.50	£109	0.37	0.88	£104
Lancashire	2.89	8.46	£519	1.71	5.22	£358	0.83	2.46	£98	0.25	0.56	£50
Leicestershire	1.21	2.77	£151	0.32	0.67	£50	0.59	1.54	£46	0.22	0.40	£40
Lincolnshire	2.20	7.34	£354	1.28	4.90	£234	0.65	1.71	£65	0.20	0.45	£41
London	12.21	27.32	£2,921	3.72	8.46	£1,206	4.79	11.77	£637	3.22	6.16	£976
Merseyside	2.01	4.80	£347	0.85	1.80	£182	0.84	2.30	£98	0.24	0.50	£57
Norfolk	2.79	10.94	£598	1.67	7.79	£447	0.81	2.39	£84	0.24	0.61	£48
North Lincolnshire/ Humberside	1.37	4.11	£192	0.62	2.01	£94	0.55	1.63	£59	0.17	0.38	£36
North Yorkshire	4.79	14.66	£1,021	3.32	10.84	£779	1.06	2.75	£130	0.30	0.77	£91
Northampton-shire	0.94	2.18	£123	0.31	0.78	£50	0.39	0.92	£28	0.17	0.38	£37
Northumber-land	1.10	3.89	£236	0.79	3.00	£189	0.22	0.65	£26	0.07	0.18	£17
Nottingham-shire	1.61	3.98	£243	0.59	1.67	£129	0.71	1.61	£56	0.23	0.53	£47

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Table 2.7 – County destination and purpose

	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
	England – Total (continued)											
All tourism	99.03	289.85	£18,788	43.13	144.49	£10,411	38.22	105.00	£4,266	14.18	31.12	£3,498
Oxfordshire	1.61	3.99	£239	0.53	1.34	£104	0.74	1.80	£74	0.30	0.62	£55
Rutland	0.13	0.34	£14	0.04	0.11	£6	0.07	0.20	£7	0.01	0.02	£1
Shropshire	1.15	3.19	£201	0.49	1.50	£109	0.46	1.21	£55	0.16	0.32	£32
Somerset	1.87	6.65	£369	0.99	3.87	£246	0.70	2.01	£87	0.14	0.49	£28
South Gloucester-shire	0.11	0.24	£15	0.02	0.04	£8	0.07	0.15	£4	0.02	0.04	£2
South Yorkshire	1.50	3.40	£209	0.42	0.81	£75	0.70	1.85	£62	0.28	0.53	£57
Staffordshire	1.31	2.78	£177	0.56	1.23	£92	0.57	1.23	£50	0.13	0.24	£22
Suffolk	1.40	4.62	£278	0.67	2.66	£184	0.55	1.53	£56	0.14	0.34	£32
Surrey	1.48	3.63	£166	0.25	0.60	£29	0.90	2.28	£77	0.28	0.65	£57
Tees Valley	0.43	1.19	£63	0.10	0.31	£16	0.25	0.72	£24	0.08	0.15	£19
Tyne and Wear	1.49	3.69	£282	0.41	0.97	£92	0.73	1.97	£108	0.28	0.57	£71
Warwickshire	1.12	2.57	£190	0.46	1.01	£89	0.39	0.99	£40	0.25	0.52	£56
West Midlands	3.48	7.49	£547	0.86	1.56	£163	1.48	3.66	£145	0.97	1.74	£208
West Sussex	1.67	4.99	£246	0.77	2.34	£140	0.66	2.03	£57	0.19	0.53	£43
West Yorkshire	2.67	6.15	£392	0.67	1.56	£124	1.35	3.22	£134	0.53	1.15	£120
Wiltshire	1.33	3.73	£248	0.54	1.73	£159	0.64	1.65	£59	0.13	0.29	£26
Worcestershire	0.93	2.15	£111	0.32	0.84	£47	0.42	0.95	£34	0.13	0.26	£23

Table 2.8 – English local authorities – By purpose of trip (see note on page 109)

Table 2.8 – Local authority destination and purpose												
	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015												
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total												
All tourism	99.03	289.85	£18,788	43.13	144.49	£10,411	38.22	105.00	£4,266	14.18	31.12	£3,498
Adur	0.02	0.08	£2	0.00	0.00	£0	0.02	0.08	£2	0.00	0.00	£0
Allerdale	0.75	2.56	£150	0.54	1.93	£123	0.12	0.35	£18	0.03	0.06	£7
Amber Valley	0.11	0.33	£15	0.03	0.11	£8	0.07	0.21	£6	0.01	0.01	£1
Arun	0.37	1.20	£58	0.23	0.83	£46	0.12	0.33	£11	0.01	0.03	£1
Ashfield	0.04	0.12	£6	0.01	0.05	£2	0.01	0.04	£2	0.02	0.03	£2
Ashford	0.26	0.58	£51	0.10	0.21	£17	0.10	0.24	£8	0.05	0.10	£24
Aylesbury Vale	0.24	0.50	£23	0.06	0.14	£7	0.15	0.25	£10	0.01	0.05	£2
Babergh	0.12	0.37	£20	0.04	0.10	£9	0.05	0.21	£5	0.03	0.05	£5
Barking and Dagenham	0.12	0.34	£32	0.02	0.09	£5	0.05	0.18	£13	0.05	0.08	£14
Barnet	0.21	0.44	£30	0.06	0.15	£8	0.11	0.22	£13	0.03	0.04	£7
Barnsley	0.15	0.33	£17	0.03	0.07	£5	0.08	0.17	£4	0.04	0.08	£7
Barrow-in-Furness	0.07	0.21	£26	0.01	0.04	£2	0.04	0.08	£5	0.02	0.09	£19
Basildon	0.12	0.26	£18	0.02	0.03	£2	0.06	0.14	£7	0.04	0.09	£8
Basingstoke and Deane	0.22	0.72	£29	0.05	0.10	£8	0.13	0.46	£10	0.04	0.07	£8
Bassetlaw	0.14	0.39	£14	0.05	0.17	£7	0.07	0.16	£5	0.02	0.03	£2
Bath and North East Somerset	0.80	1.96	£179	0.42	1.11	£118	0.29	0.67	£43	0.06	0.14	£15
Bedford	0.26	0.52	£34	0.06	0.16	£14	0.14	0.29	£10	0.05	0.07	£9
Bexley	0.16	0.34	£13	0.01	0.01	£0	0.13	0.29	£9	0.00	0.01	£2
Birmingham	2.31	4.84	£393	0.64	1.10	£125	0.90	2.16	£94	0.64	1.15	£148
Blaby	0.06	0.16	£5	0.01	0.03	£1	0.04	0.10	£3	0.01	0.03	£1
Blackburn with Darwen	0.07	0.12	£9	0.02	0.03	£5	0.03	0.07	£2	0.01	0.01	£2
Blackpool	1.34	3.98	£282	1.09	3.28	£240	0.15	0.46	£22	0.06	0.18	£13
Bolsover	0.04	0.07	£2	0.01	0.02	£1	0.03	0.05	£1	0.00	0.00	£0
Bolton	0.16	0.35	£18	0.03	0.04	£2	0.12	0.26	£11	0.02	0.04	£4
Boston	0.07	0.20	£10	0.02	0.08	£4	0.04	0.09	£4	0.01	0.01	£1
Bournemouth	0.85	2.55	£189	0.45	1.55	£125	0.26	0.73	£30	0.10	0.21	£26
Bracknell Forest	0.13	0.32	£23	0.02	0.03	£3	0.06	0.20	£6	0.05	0.08	£15
Bradford	0.40	0.91	£56	0.09	0.23	£13	0.23	0.53	£24	0.07	0.12	£16
Braintree	0.13	0.21	£11	0.03	0.04	£2	0.08	0.13	£5	0.02	0.03	£3
Breckland	0.19	0.63	£48	0.12	0.44	£39	0.05	0.13	£7	0.02	0.04	£2
Brent	0.15	0.35	£22	0.04	0.06	£8	0.07	0.22	£7	0.03	0.07	£6
Brentwood	0.07	0.23	£9	0.02	0.05	£3	0.05	0.17	£6	0.00	0.00	£0
Brighton and Hove	0.98	2.24	£174	0.40	0.90	£98	0.47	1.12	£52	0.09	0.16	£19
Bristol	1.55	3.16	£255	0.31	0.55	£55	0.73	1.57	£79	0.45	0.90	£106
Broadland	0.11	0.50	£35	0.08	0.34	£32	0.03	0.08	£3	0.00	0.07	£0

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Table 2.8 – Local authority destination and purpose (continued)

	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015												
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total (continued)												
All tourism	99.03	289.85	£18,788	43.13	144.49	£10,411	38.22	105.00	£4,266	14.18	31.12	£3,498
Bromley	0.37	0.88	£27	0.04	0.09	£4	0.28	0.70	£20	0.05	0.09	£3
Bromsgrove	0.13	0.24	£13	0.05	0.09	£3	0.06	0.12	£5	0.01	0.02	£4
Broxbourne	0.06	0.13	£5	0.02	0.03	£2	0.03	0.07	£1	0.01	0.02	£1
Broxtowe	0.08	0.17	£11	0.01	0.03	£3	0.05	0.11	£4	0.02	0.03	£4
Burnley	0.07	0.20	£10	0.01	0.02	£2	0.05	0.16	£5	0.01	0.02	£3
Bury	0.07	0.21	£9	0.01	0.02	£2	0.06	0.15	£5	0.01	0.02	£1
Calderdale	0.17	0.40	£21	0.05	0.18	£9	0.10	0.18	£7	0.02	0.03	£3
Cambridge	0.52	1.16	£82	0.14	0.31	£24	0.26	0.64	£33	0.09	0.14	£16
Camden	0.58	1.28	£134	0.17	0.37	£51	0.20	0.56	£29	0.17	0.30	£49
Cannock Chase	0.07	0.14	£9	0.02	0.06	£5	0.04	0.07	£3	0.01	0.01	£1
Canterbury	0.39	0.92	£50	0.17	0.40	£28	0.19	0.42	£16	0.03	0.08	£4
Carlisle	0.24	0.53	£32	0.13	0.27	£20	0.08	0.21	£9	0.03	0.04	£3
Castle Point	0.02	0.04	£1	0.00	0.00	£0	0.01	0.03	£1	0.00	0.01	£0
Central Bedfordshire	0.19	0.50	£29	0.06	0.14	£18	0.10	0.32	£7	0.03	0.04	£3
Charnwood	0.20	0.36	£19	0.03	0.05	£3	0.10	0.23	£8	0.04	0.06	£6
Chelmsford	0.21	0.48	£25	0.04	0.08	£4	0.13	0.29	£9	0.05	0.10	£12
Cheltenham	0.37	0.89	£60	0.13	0.30	£27	0.19	0.49	£21	0.04	0.07	£10
Cherwell	0.34	0.80	£50	0.10	0.24	£22	0.19	0.44	£16	0.05	0.11	£12
Cheshire East	0.45	0.98	£53	0.16	0.28	£18	0.23	0.60	£25	0.05	0.08	£9
Cheshire West and Chester	0.89	1.87	£149	0.43	0.85	£83	0.31	0.69	£35	0.13	0.28	£24
Chesterfield	0.17	0.33	£22	0.04	0.08	£5	0.10	0.19	£12	0.02	0.05	£4
Chichester	0.45	1.53	£75	0.24	0.90	£52	0.17	0.53	£14	0.03	0.09	£9
Chiltern	0.13	0.27	£11	0.01	0.03	£2	0.11	0.23	£8	0.01	0.01	£1
Chorley	0.10	0.19	£14	0.01	0.03	£3	0.07	0.12	£5	0.02	0.04	£6
Christchurch	0.09	0.29	£20	0.05	0.20	£16	0.04	0.08	£4	0.00	0.00	£0
City of London	2.28	5.20	£687	0.94	2.42	£304	0.44	1.13	£77	0.82	1.52	£290
Colchester	0.25	0.68	£36	0.05	0.13	£8	0.15	0.47	£20	0.04	0.07	£5
Copeland	0.20	0.64	£31	0.13	0.43	£21	0.05	0.13	£4	0.02	0.07	£6
Corby	0.09	0.21	£9	0.02	0.04	£2	0.05	0.14	£3	0.02	0.02	£4
Cornwall	3.76	18.45	£1,101	2.72	14.71	£915	0.75	3.04	£127	0.22	0.51	£43
Cotswold	0.43	1.06	£88	0.26	0.70	£68	0.14	0.32	£16	0.02	0.04	£3
County Durham	0.62	1.69	£82	0.25	0.76	£39	0.29	0.69	£28	0.06	0.09	£12
Coventry	0.59	1.25	£76	0.13	0.28	£22	0.27	0.63	£23	0.17	0.28	£29
Craven	0.36	1.16	£69	0.29	1.00	£61	0.06	0.13	£6	0.00	0.01	£1
Crawley	0.36	0.85	£49	0.19	0.33	£24	0.07	0.25	£7	0.08	0.24	£15
Croydon	0.26	0.60	£45	0.04	0.14	£7	0.18	0.41	£33	0.03	0.03	£4
Dacorum	0.21	0.63	£33	0.06	0.19	£12	0.10	0.34	£9	0.03	0.08	£11
Darlington	0.21	0.51	£28	0.06	0.17	£10	0.08	0.19	£7	0.06	0.14	£10
Dartford	0.18	0.33	£31	0.02	0.03	£2	0.12	0.21	£5	0.04	0.09	£23
Daventry	0.13	0.29	£20	0.08	0.19	£12	0.03	0.06	£4	0.01	0.01	£2
Derby	0.32	0.70	£37	0.08	0.18	£14	0.15	0.36	£12	0.06	0.13	£8

Continued overleaf ►

Table 2.8 – Local authority destination and purpose (continued)

	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015												
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total (continued)												
All tourism	99.03	289.85	£18,788	43.13	144.49	£10,411	38.22	105.00	£4,266	14.18	31.12	£3,498
Derbyshire												
Dales	0.44	1.30	£82	0.32	1.01	£68	0.10	0.25	£12	0.01	0.02	£2
Doncaster	0.30	0.59	£36	0.08	0.14	£15	0.14	0.33	£10	0.06	0.08	£10
Dover	0.28	0.65	£36	0.16	0.35	£24	0.08	0.22	£7	0.04	0.07	£5
Dudley	0.10	0.25	£10	0.02	0.02	£1	0.07	0.20	£5	0.02	0.03	£4
Ealing	0.30	0.57	£44	0.06	0.14	£17	0.18	0.33	£14	0.06	0.09	£13
East Cambridge-shire												
	0.10	0.24	£14	0.04	0.11	£6	0.06	0.11	£8	0.01	0.02	£0
East Devon	0.73	2.99	£178	0.49	2.30	£149	0.21	0.62	£23	0.02	0.04	£4
East Dorset	0.10	0.33	£12	0.02	0.09	£4	0.08	0.24	£7	0.00	0.00	£0
East Hampshire	0.15	0.41	£24	0.03	0.05	£5	0.09	0.26	£13	0.03	0.06	£6
East Hertfordshire												
	0.15	0.34	£20	0.03	0.08	£2	0.09	0.19	£12	0.02	0.05	£4
East Lindsey	1.31	4.94	£220	1.01	4.15	£178	0.21	0.61	£24	0.05	0.11	£13
East Northamptonshire												
	0.10	0.23	£13	0.03	0.12	£8	0.05	0.11	£3	0.00	0.00	£0
East Riding of Yorkshire												
	0.67	2.15	£86	0.41	1.33	£59	0.21	0.66	£19	0.04	0.12	£8
East Staffordshire												
	0.14	0.26	£19	0.05	0.09	£8	0.09	0.16	£8	0.01	0.01	£2
Eastbourne												
	0.28	0.91	£50	0.15	0.54	£36	0.10	0.31	£11	0.02	0.06	£3
Eastleigh												
	0.07	0.17	£7	0.02	0.05	£3	0.03	0.09	£2	0.01	0.03	£2
Eden												
	0.58	2.15	£128	0.45	1.72	£112	0.08	0.20	£10	0.01	0.07	£1
Elmbridge												
	0.16	0.32	£18	0.02	0.03	£2	0.11	0.23	£7	0.03	0.05	£9
Enfield												
	0.14	0.30	£21	0.00	0.02	£1	0.09	0.19	£13	0.04	0.07	£6
Epping Forest												
	0.11	0.34	£11	0.02	0.03	£3	0.08	0.28	£5	0.01	0.03	£2
Epsom and Ewell												
	0.07	0.14	£8	0.01	0.02	£1	0.05	0.10	£5	0.01	0.02	£2
Erewash												
	0.07	0.14	£3	0.01	0.01	£0	0.06	0.14	£3	0.00	0.00	£0
Exeter												
	0.48	1.61	£66	0.18	0.59	£27	0.21	0.79	£21	0.07	0.21	£16
Fareham												
	0.11	0.33	£21	0.02	0.08	£9	0.08	0.24	£11	0.01	0.01	£1
Fenland												
	0.11	0.48	£16	0.03	0.09	£7	0.06	0.37	£6	0.00	0.00	£2
Forest Heath												
	0.17	0.49	£41	0.11	0.36	£37	0.05	0.08	£3	0.01	0.04	£2
Forest of Dean												
	0.16	0.54	£25	0.09	0.37	£14	0.06	0.17	£10	0.01	0.01	£1
Fylde												
	0.16	0.48	£38	0.11	0.36	£33	0.04	0.10	£4	0.00	0.01	£0
Gateshead												
	0.06	0.15	£9	0.01	0.02	£1	0.04	0.10	£4	0.01	0.03	£4
Gedling												
	0.06	0.11	£6	0.01	0.02	£4	0.04	0.08	£2	0.01	0.01	£1
Gloucester												
	0.28	0.68	£46	0.08	0.19	£17	0.15	0.38	£15	0.04	0.10	£13
Gosport												
	0.06	0.17	£7	0.01	0.04	£2	0.04	0.09	£3	0.01	0.03	£2
Gravesham												
	0.10	0.18	£5	0.02	0.05	£2	0.07	0.12	£3	0.00	0.00	£0
Great Yarmouth												
	0.47	2.16	£108	0.38	1.83	£88	0.07	0.30	£11	0.01	0.02	£2
Greenwich												
	0.38	0.80	£82	0.12	0.20	£39	0.18	0.44	£25	0.07	0.15	£16

Continued overleaf ►

Table 2.8 – Local authority destination and purpose (continued)

	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total (continued)												
All tourism	99.03	289.85	£18,788	43.13	144.49	£10,411	38.22	105.00	£4,266	14.18	31.12	£3,498
Guildford	0.29	0.68	£34	0.05	0.12	£5	0.18	0.43	£19	0.05	0.08	£9
Hackney	0.19	0.48	£30	0.04	0.13	£8	0.12	0.28	£14	0.03	0.07	£7
Halton	0.08	0.21	£13	0.02	0.04	£3	0.04	0.11	£2	0.02	0.05	£7
Hambleton	0.18	0.62	£25	0.10	0.36	£17	0.07	0.21	£7	0.01	0.05	£1
Hammersmith and Fulham	0.16	0.33	£33	0.04	0.07	£15	0.09	0.21	£11	0.03	0.04	£5
Harborough	0.13	0.32	£16	0.04	0.09	£5	0.07	0.16	£7	0.03	0.05	£4
Haringey	0.13	0.28	£23	0.02	0.07	£5	0.09	0.15	£7	0.02	0.06	£11
Harlow	0.08	0.19	£7	0.02	0.03	£2	0.05	0.11	£3	0.02	0.02	£2
Harrogate	0.71	1.90	£141	0.41	1.14	£94	0.24	0.59	£31	0.04	0.09	£11
Harrow	0.17	0.46	£25	0.02	0.02	£3	0.12	0.30	£14	0.02	0.14	£6
Hart	0.11	0.20	£9	0.01	0.01	£1	0.09	0.16	£5	0.02	0.03	£4
Hartlepool	0.14	0.30	£23	0.04	0.10	£2	0.06	0.11	£6	0.04	0.10	£15
Hastings	0.26	0.89	£31	0.15	0.51	£21	0.10	0.32	£8	0.01	0.06	£1
Havant	0.15	0.41	£22	0.08	0.28	£14	0.05	0.11	£4	0.01	0.01	£2
Havering	0.10	0.30	£11	0.02	0.04	£2	0.05	0.23	£6	0.03	0.03	£3
Herefordshire	0.48	1.47	£84	0.26	0.97	£59	0.18	0.44	£17	0.03	0.05	£7
Hertsmere	0.07	0.15	£9	0.01	0.01	£1	0.04	0.10	£6	0.02	0.03	£2
High Peak	0.37	1.00	£54	0.20	0.60	£38	0.10	0.19	£8	0.02	0.06	£4
Hillingdon	0.28	0.55	£65	0.05	0.09	£10	0.09	0.19	£13	0.12	0.24	£40
Hinckley and Bosworth	0.15	0.37	£15	0.05	0.10	£6	0.08	0.24	£5	0.01	0.02	£2
Horsham	0.15	0.51	£24	0.04	0.11	£4	0.07	0.31	£10	0.04	0.09	£10
Hounslow	0.39	0.68	£79	0.11	0.20	£16	0.09	0.18	£9	0.17	0.29	£52
Huntingdonshire	0.18	0.49	£21	0.06	0.20	£8	0.09	0.21	£7	0.02	0.07	£5
Hyndburn	0.01	0.07	£2	0.00	0.00	£0	0.01	0.07	£2	0.00	0.00	£0
Ipswich	0.28	0.69	£36	0.07	0.23	£9	0.15	0.34	£15	0.05	0.10	£12
Isle of Wight	0.93	3.90	£243	0.66	2.93	£187	0.23	0.84	£46	0.03	0.10	£9
Isles of Scilly	0.07	0.44	£27	0.05	0.39	£24	0.01	0.02	£0	0.00	0.03	£2
Islington	0.23	0.49	£56	0.09	0.17	£27	0.08	0.22	£15	0.06	0.10	£13
Kensington and Chelsea	0.58	1.22	£212	0.24	0.44	£109	0.13	0.28	£26	0.18	0.38	£63
Kettering	0.12	0.31	£19	0.03	0.08	£4	0.05	0.13	£4	0.03	0.10	£11
Kings Lynn and West Norfolk	0.48	1.81	£102	0.30	1.40	£85	0.15	0.33	£14	0.02	0.06	£3
Kingston upon Hull	0.36	0.88	£62	0.07	0.18	£11	0.20	0.50	£31	0.08	0.16	£19
Kingston upon Thames	0.18	0.47	£34	0.06	0.11	£12	0.09	0.28	£15	0.03	0.06	£7
Kirklees	0.30	0.75	£34	0.06	0.17	£12	0.19	0.51	£17	0.03	0.04	£4
Knowsley	0.01	0.04	£1	0.00	0.00	£0	0.01	0.01	£0	0.00	0.00	£0
Lambeth	0.41	1.10	£67	0.08	0.28	£24	0.22	0.55	£25	0.09	0.24	£16
Lancaster	0.47	1.71	£73	0.24	0.85	£41	0.16	0.68	£20	0.05	0.13	£10
Leeds	1.55	3.63	£254	0.41	0.85	£83	0.72	1.75	£76	0.35	0.87	£83
Leicester	0.39	0.72	£46	0.09	0.16	£12	0.18	0.33	£13	0.09	0.17	£14

Continued overleaf ►

Table 2.8 – Local authority destination and purpose (continued)

	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total (continued)												
All tourism	99.03	289.85	£18,788	43.13	144.49	£10,411	38.22	105.00	£4,266	14.18	31.12	£3,498
Lewes	0.14	0.36	£14	0.05	0.11	£7	0.08	0.22	£6	0.01	0.02	£1
Lewisham	0.14	0.28	£10	0.01	0.02	£2	0.12	0.24	£7	0.01	0.01	£2
Lichfield	0.10	0.26	£13	0.04	0.12	£8	0.05	0.13	£4	0.00	0.00	£0
Lincoln	0.36	0.95	£54	0.13	0.33	£22	0.15	0.34	£16	0.07	0.15	£13
Liverpool	1.41	3.16	£271	0.60	1.12	£142	0.55	1.58	£70	0.20	0.37	£51
Luton	0.20	0.46	£35	0.04	0.08	£10	0.06	0.19	£6	0.09	0.17	£18
Maidstone	0.23	0.54	£24	0.07	0.16	£8	0.12	0.32	£10	0.04	0.06	£5
Maldon	0.06	0.19	£5	0.02	0.05	£2	0.02	0.06	£1	0.02	0.08	£1
Malvern Hills	0.18	0.45	£24	0.09	0.22	£14	0.06	0.16	£5	0.02	0.04	£4
Manchester	2.55	5.24	£509	0.89	1.51	£207	0.86	2.20	£113	0.66	1.27	£155
Mansfield	0.07	0.25	£8	0.01	0.02	£1	0.05	0.06	£3	0.01	0.17	£4
Medway	0.25	0.67	£34	0.08	0.21	£12	0.12	0.34	£7	0.05	0.12	£15
Melton	0.13	0.44	£23	0.04	0.09	£12	0.06	0.30	£5	0.02	0.03	£5
Mendip	0.39	1.36	£74	0.19	0.69	£55	0.14	0.37	£9	0.05	0.22	£7
Merton	0.19	0.57	£28	0.05	0.13	£9	0.12	0.32	£16	0.02	0.11	£3
Mid Devon	0.14	0.51	£22	0.06	0.29	£15	0.08	0.21	£6	0.00	0.00	£0
Mid Suffolk	0.10	0.36	£14	0.03	0.09	£6	0.06	0.26	£6	0.01	0.01	£1
Mid Sussex	0.19	0.51	£25	0.05	0.09	£9	0.11	0.31	£8	0.03	0.08	£7
Middlesbrough	0.12	0.37	£19	0.02	0.03	£6	0.08	0.31	£6	0.02	0.03	£4
Milton Keynes	0.38	0.83	£65	0.09	0.16	£20	0.19	0.44	£17	0.10	0.21	£27
Mole Valley	0.13	0.29	£15	0.03	0.07	£2	0.07	0.16	£6	0.03	0.06	£6
New Forest	0.70	2.32	£116	0.47	1.68	£87	0.18	0.46	£24	0.03	0.08	£4
Newark and Sherwood	0.28	0.74	£46	0.12	0.36	£26	0.12	0.31	£12	0.02	0.04	£5
Newcastle upon Tyne	1.16	2.86	£237	0.35	0.82	£81	0.51	1.37	£81	0.24	0.51	£64
Newcastle-under-Lyme	0.13	0.33	£19	0.05	0.18	£9	0.07	0.14	£8	0.01	0.01	£1
Newham	0.10	0.22	£13	0.03	0.07	£5	0.05	0.11	£4	0.02	0.03	£4
Northumberland	1.08	3.82	£230	0.77	2.92	£184	0.22	0.65	£26	0.07	0.18	£17
North Devon	0.69	2.87	£155	0.52	2.36	£128	0.15	0.40	£19	0.01	0.03	£4
North Dorset	0.13	0.45	£22	0.05	0.22	£14	0.06	0.17	£4	0.02	0.05	£4
North East Derbyshire	0.08	0.17	£9	0.03	0.05	£6	0.04	0.10	£2	0.00	0.00	£0
North East Lincolnshire	0.22	0.79	£26	0.10	0.36	£15	0.09	0.37	£6	0.02	0.06	£4
North Hertfordshire	0.13	0.28	£15	0.03	0.10	£6	0.09	0.16	£8	0.01	0.01	£1
North Kesteven	0.09	0.21	£10	0.03	0.05	£5	0.06	0.14	£4	0.01	0.02	£1
North Lincolnshire	0.12	0.30	£17	0.04	0.14	£8	0.05	0.11	£3	0.03	0.04	£5
North Norfolk	0.73	3.39	£155	0.53	2.76	£134	0.14	0.47	£11	0.03	0.07	£3
North Somerset	0.40	1.14	£53	0.23	0.68	£35	0.15	0.42	£14	0.02	0.05	£3
North Tyneside	0.09	0.23	£12	0.02	0.06	£5	0.06	0.15	£5	0.01	0.01	£1
North Warwickshire	0.04	0.12	£5	0.01	0.04	£1	0.03	0.07	£2	0.00	0.02	£2

Continued overleaf ►

Table 2.8 – Local authority destination and purpose (continued)

	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total (continued)												
All tourism	99.03	289.85	£18,788	43.13	144.49	£10,411	38.22	105.00	£4,266	14.18	31.12	£3,498
North West												
Leicestershire	0.16	0.37	£27	0.06	0.14	£11	0.06	0.16	£5	0.02	0.05	£8
Northampton	0.31	0.62	£33	0.09	0.17	£11	0.13	0.26	£9	0.07	0.13	£10
Norwich	0.63	1.73	£115	0.19	0.53	£42	0.29	0.91	£34	0.14	0.27	£36
Nottingham	0.88	2.06	£148	0.35	0.97	£83	0.33	0.76	£27	0.14	0.23	£31
Nuneaton and Bedworth	0.07	0.17	£7	0.01	0.02	£1	0.04	0.11	£4	0.01	0.03	£2
Oadby and Wigston	0.01	0.03	£1	0.00	0.00	£0	0.01	0.02	£1	0.00	0.00	£0
Oldham	0.07	0.16	£11	0.01	0.01	£1	0.05	0.11	£5	0.02	0.04	£6
Oxford	0.63	1.49	£103	0.21	0.50	£42	0.28	0.57	£32	0.14	0.25	£28
Pendle	0.05	0.12	£6	0.01	0.03	£2	0.04	0.08	£4	0.00	0.01	£0
Peterborough	0.32	0.74	£41	0.10	0.23	£12	0.14	0.33	£12	0.08	0.14	£15
Plymouth	0.54	1.64	£92	0.15	0.42	£28	0.26	0.81	£32	0.09	0.34	£26
Poole	0.33	1.06	£61	0.18	0.63	£37	0.10	0.32	£16	0.04	0.08	£6
Portsmouth	0.68	1.60	£89	0.26	0.59	£42	0.31	0.68	£30	0.08	0.27	£13
Preston	0.22	0.48	£30	0.04	0.09	£5	0.14	0.34	£20	0.04	0.04	£5
Purbeck	0.25	0.96	£53	0.19	0.80	£43	0.05	0.15	£8	0.01	0.01	£1
Reading	0.49	1.18	£68	0.09	0.22	£18	0.26	0.65	£24	0.12	0.25	£25
Redbridge	0.11	0.29	£11	0.01	0.01	£2	0.07	0.23	£5	0.01	0.03	£3
Redcar and Cleveland	0.10	0.27	£12	0.03	0.10	£4	0.06	0.16	£8	0.01	0.01	£0
Redditch	0.06	0.15	£7	0.00	0.00	£1	0.04	0.11	£2	0.02	0.04	£4
Reigate and Banstead	0.13	0.31	£14	0.02	0.04	£1	0.08	0.22	£5	0.03	0.05	£7
Ribble Valley	0.13	0.34	£24	0.07	0.21	£12	0.04	0.11	£7	0.01	0.01	£4
Richmond upon Thames	0.32	0.77	£59	0.08	0.21	£21	0.16	0.41	£17	0.07	0.14	£16
Richmondshire	0.28		£58	0.21		£44	0.05		£8	0.01		£1
Rochdale	0.07	0.14	£7	0.01	0.03	£4	0.06	0.10	£2	0.00	0.01	£0
Rochford	0.04	0.17	£4	0.00	0.06	£0	0.03	0.07	£1	0.01	0.04	£2
Rossendale	0.04	0.11	£5	0.00	0.00	£0	0.02	0.05	£2	0.02	0.06	£2
Rother	0.36	1.25	£56	0.23	0.95	£42	0.12	0.27	£10	0.01	0.02	£3
Rotherham	0.16	0.37	£23	0.06	0.12	£7	0.07	0.17	£9	0.03	0.04	£5
Rugby	0.14	0.41	£17	0.03	0.11	£5	0.08	0.23	£7	0.03	0.06	£6
Runnymede	0.10	0.32	£12	0.03	0.11	£4	0.06	0.18	£6	0.02	0.03	£2
Rushcliffe	0.07	0.12	£4	0.01	0.03	£1	0.05	0.09	£2	0.00	0.00	£0
Rushmoor	0.10	0.32	£9	0.01	0.02	£1	0.07	0.23	£6	0.01	0.03	£2
Ryedale	0.32	1.21	£67	0.25	0.97	£61	0.06	0.20	£4	0.01	0.03	£2
Salford	0.18	0.35	£30	0.06	0.11	£13	0.08	0.18	£7	0.05	0.07	£9
Sandwell	0.05	0.10	£5	0.01	0.02	£0	0.03	0.07	£4	0.01	0.01	£1
Scarborough	1.67	5.66	£361	1.39	4.87	£294	0.20	0.53	£28	0.06	0.19	£35
Sedgemoor	0.40	1.59	£82	0.26	1.14	£49	0.12	0.42	£31	0.01	0.02	£2
Sefton	0.36	0.97	£52	0.22	0.60	£34	0.10	0.23	£14	0.03	0.11	£5
Selby	0.07	0.18	£11	0.04	0.09	£8	0.03	0.09	£1	0.01	0.01	£2

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Table 2.8 – Local authority destination and purpose (continued)

	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total (continued)												
All tourism	99.03	289.85	£18,788	43.13	144.49	£10,411	38.22	105.00	£4,266	14.18	31.12	£3,498
Sevenoaks	0.19	0.41	£20	0.05	0.09	£5	0.11	0.28	£9	0.03	0.05	£6
Sheffield	0.89	2.13	£133	0.26	0.48	£48	0.41	1.18	£39	0.16	0.33	£35
Shepway	0.31	0.97	£42	0.19	0.59	£31	0.09	0.29	£8	0.02	0.07	£1
Shropshire	0.90	2.68	£161	0.44	1.38	£101	0.35	0.98	£38	0.08	0.17	£18
Slough	0.13	0.26	£23	0.01	0.02	£1	0.05	0.11	£5	0.07	0.11	£15
Solihull	0.20	0.50	£35	0.04	0.06	£11	0.09	0.30	£12	0.06	0.14	£12
Somerset	1.87	6.65	£369	0.99	3.87	£246	0.70	2.01	£87	0.14	0.49	£28
South Bucks	0.08	0.24	£12	0.02	0.07	£2	0.05	0.15	£8	0.01	0.02	£2
South Cambridgeshire	0.13	0.29	£16	0.02	0.04	£5	0.08	0.20	£9	0.02	0.04	£2
South Derbyshire	0.07	0.18	£7	0.02	0.08	£4	0.04	0.07	£1	0.01	0.03	£2
South Gloucestershire	0.11	0.24	£15	0.02	0.04	£8	0.07	0.15	£4	0.02	0.04	£2
South Hams	0.58	2.46	£149	0.42	1.89	£123	0.14	0.50	£19	0.00	0.01	£0
South Holland	0.05	0.14	£9	0.01	0.03	£2	0.02	0.09	£2	0.01	0.02	£2
South Kesteven	0.25	0.65	£40	0.07	0.20	£17	0.11	0.27	£10	0.06	0.16	£12
South Lakeland	1.58	5.34	£344	1.31	4.67	£313	0.20	0.54	£18	0.05	0.08	£11
South Norfolk	0.13	0.36	£17	0.05	0.21	£12	0.07	0.14	£4	0.01	0.01	£1
South Northamptonshire	0.16	0.42	£24	0.06	0.16	£12	0.06	0.17	£3	0.03	0.08	£8
South Oxfordshire	0.24	0.62	£28	0.08	0.27	£11	0.11	0.27	£11	0.04	0.07	£6
South Ribble	0.03	0.04	£3	0.01	0.01	£1	0.01	0.02	£1	0.01	0.01	£2
South Somerset	0.38	1.09	£71	0.16	0.49	£49	0.20	0.55	£17	0.01	0.03	£4
South Staffordshire	0.09	0.21	£17	0.03	0.06	£3	0.04	0.10	£2	0.01	0.02	£2
South Tyneside	0.04	0.11	£5	0.01	0.03	£1	0.03	0.08	£4	0.00	0.00	£0
Southampton	0.66	1.77	£97	0.21	0.56	£35	0.31	0.85	£29	0.09	0.27	£22
Southend-on-Sea	0.27	0.63	£37	0.10	0.21	£13	0.11	0.31	£9	0.05	0.07	£11
Southwark	0.32	0.61	£59	0.09	0.16	£30	0.19	0.37	£18	0.04	0.06	£10
Spelthorne	0.09	0.17	£10	0.02	0.04	£2	0.06	0.12	£5	0.01	0.02	£4
St Albans	0.24	0.71	£25	0.03	0.05	£5	0.18	0.61	£15	0.03	0.05	£4
St Edmundsbury	0.13	0.42	£25	0.06	0.21	£13	0.06	0.17	£12	0.01	0.04	£1
St Helens	0.07	0.18	£8	0.00	0.00	£1	0.06	0.13	£5	0.01	0.01	£1
Stafford	0.21	0.44	£23	0.06	0.12	£7	0.10	0.24	£7	0.04	0.07	£8
Staffordshire Moorlands	0.27	0.55	£45	0.20	0.38	£36	0.06	0.15	£8	0.01	0.01	£1
Stevenage	0.09	0.27	£13	0.01	0.04	£2	0.06	0.19	£7	0.02	0.04	£5
Stockport	0.14	0.35	£16	0.02	0.06	£3	0.08	0.23	£7	0.03	0.06	£6
Stockton-on-Tees	0.10	0.24	£8	0.03	0.08	£4	0.06	0.15	£3	0.01	0.01	£1
Stoke-on-Trent	0.20	0.37	£23	0.07	0.12	£10	0.08	0.17	£6	0.03	0.06	£6
Stratford-on-Avon	0.47	1.14	£109	0.25	0.56	£62	0.12	0.35	£14	0.09	0.22	£31

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Table 2.8 – Local authority destination and purpose (continued)

	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015												
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total (continued)												
All tourism	99.03	289.85	£18,788	43.13	144.49	£10,411	38.22	105.00	£4,266	14.18	31.12	£3,498
Stroud	0.20	0.56	£22	0.06	0.21	£10	0.11	0.30	£8	0.01	0.01	£1
Suffolk Coastal	0.24	0.82	£47	0.14	0.52	£32	0.08	0.23	£8	0.02	0.06	£6
Sunderland	0.14	0.34	£20	0.02	0.04	£3	0.10	0.27	£14	0.02	0.02	£2
Surrey Heath	0.13	0.48	£12	0.02	0.05	£3	0.09	0.26	£5	0.02	0.17	£4
Sutton	0.10	0.21	£12	0.01	0.01	£1	0.09	0.16	£9	0.01	0.01	£1
Swale	0.22	0.50	£30	0.08	0.22	£11	0.09	0.17	£9	0.04	0.10	£10
Swindon	0.29	0.79	£42	0.08	0.21	£16	0.14	0.41	£11	0.06	0.15	£15
Tameside	0.04	0.10	£7	0.00	0.00	£2	0.03	0.08	£3	0.01	0.01	£1
Tamworth	0.10	0.21	£9	0.04	0.08	£5	0.05	0.08	£3	0.01	0.04	£2
Tandridge	0.10	0.19	£8	0.01	0.02	£1	0.06	0.14	£4	0.01	0.02	£1
Taunton Deane	0.24	0.81	£40	0.04	0.12	£10	0.16	0.45	£21	0.03	0.08	£6
Teignbridge	0.29	1.29	£67	0.17	0.85	£46	0.10	0.37	£15	0.01	0.01	£4
Telford and Wrekin	0.23	0.45	£36	0.06	0.11	£8	0.09	0.18	£13	0.08	0.15	£14
Tendring	0.25	0.65	£24	0.15	0.46	£19	0.07	0.16	£3	0.02	0.03	£2
Test Valley	0.17	0.54	£28	0.04	0.11	£9	0.12	0.37	£15	0.01	0.01	£2
Tewkesbury	0.18	0.43	£28	0.08	0.20	£12	0.05	0.13	£5	0.04	0.10	£11
Thanet	0.27	0.72	£41	0.12	0.32	£23	0.13	0.36	£12	0.02	0.04	£6
Three Rivers	0.06	0.13	£7	0.01	0.02	£2	0.05	0.11	£4	0.00	0.01	£1
Thurrock	0.06	0.14	£6	0.00	0.01	£1	0.04	0.08	£3	0.01	0.03	£1
Tonbridge and Malling	0.12	0.35	£13	0.03	0.06	£4	0.08	0.24	£5	0.01	0.02	£2
Torbay	0.73	2.76	£170	0.54	2.10	£140	0.14	0.51	£23	0.03	0.08	£6
Torridge	0.27	1.34	£64	0.18	0.99	£51	0.08	0.31	£10	0.01	0.04	£3
Tower Hamlets	0.19	0.41	£56	0.05	0.11	£14	0.06	0.13	£8	0.07	0.13	£25
Trafford	0.11	0.35	£13	0.02	0.05	£6	0.08	0.30	£7	0.00	0.00	£0
Tunbridge Wells	0.21	0.49	£20	0.06	0.13	£9	0.09	0.20	£7	0.02	0.07	£3
Uttlesford	0.14	0.24	£14	0.04	0.06	£3	0.07	0.13	£5	0.03	0.04	£5
Vale of White Horse	0.15	0.35	£15	0.03	0.09	£5	0.07	0.13	£6	0.04	0.12	£5
Wakefield	0.26	0.47	£28	0.07	0.13	£6	0.12	0.24	£9	0.07	0.09	£12
Walsall	0.10	0.21	£8	0.02	0.04	£1	0.07	0.12	£3	0.02	0.04	£3
Waltham Forest	0.12	0.26	£11	0.01	0.02	£2	0.10	0.21	£8	0.01	0.03	£2
Wandsworth	0.78	1.82	£195	0.25	0.54	£82	0.34	0.90	£45	0.16	0.33	£61
Warrington	0.20	0.43	£34	0.06	0.11	£8	0.10	0.23	£13	0.05	0.09	£13
Warwick	0.39	0.73	£51	0.16	0.28	£21	0.12	0.24	£13	0.11	0.20	£15
Watford	0.16	0.39	£26	0.04	0.08	£11	0.09	0.25	£7	0.03	0.06	£7
Waveney	0.35	1.38	£90	0.23	1.08	£75	0.10	0.25	£8	0.02	0.04	£5
Waverley	0.12	0.33	£13	0.02	0.05	£4	0.08	0.23	£7	0.01	0.03	£2
Wealden	0.17	0.68	£29	0.06	0.23	£16	0.09	0.42	£9	0.01	0.02	£3
Wellingborough	0.04	0.10	£5	0.01	0.01	£1	0.02	0.04	£1	0.01	0.04	£3
Welwyn Hatfield	0.12	0.26	£16	0.02	0.03	£3	0.08	0.18	£7	0.02	0.06	£6
West Berkshire	0.20	0.46	£30	0.05	0.15	£15	0.11	0.23	£9	0.04	0.07	£6

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Table 2.8 – Local authority destination and purpose (continued)

	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015												
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
England – Total (continued)												
All tourism	99.03	289.85	£18,788	43.13	144.49	£10,411	38.22	105.00	£4,266	14.18	31.12	£3,498
West Devon	0.25	0.90	£50	0.15	0.59	£39	0.07	0.21	£8	0.01	0.02	£2
West Dorset	0.64	2.52	£170	0.39	1.83	£127	0.20	0.58	£25	0.03	0.05	£15
West Lancashire	0.06	0.17	£4	0.03	0.06	£2	0.02	0.09	£1	0.00	0.01	£0
West Lindsey	0.07	0.24	£10	0.01	0.06	£5	0.04	0.16	£4	0.00	0.00	£0
West Oxfordshire	0.24	0.69	£40	0.09	0.22	£22	0.11	0.39	£10	0.03	0.07	£5
West Somerset	0.43	1.60	£95	0.32	1.32	£79	0.07	0.18	£8	0.04	0.09	£8
Westminster	1.13	2.16	£409	0.50	1.00	£219	0.14	0.32	£32	0.45	0.75	£147
Weymouth and Portland	0.52	2.27	£116	0.41	1.84	£98	0.09	0.26	£11	0.01	0.02	£2
Wigan	0.14	0.30	£13	0.02	0.05	£4	0.09	0.20	£5	0.02	0.05	£4
Wiltshire	1.04	2.92	£205	0.46	1.52	£143	0.50	1.22	£48	0.06	0.14	£11
Winchester	0.33	0.75	£42	0.12	0.22	£21	0.17	0.42	£13	0.03	0.10	£8
Windsor and Maidenhead	0.67	1.29	£102	0.35	0.68	£59	0.19	0.40	£19	0.11	0.17	£20
Wirral	0.17	0.45	£15	0.03	0.09	£6	0.13	0.35	£9	0.01	0.01	£1
Woking	0.15	0.34	£19	0.02	0.04	£2	0.08	0.19	£7	0.05	0.11	£10
Wokingham	0.10	0.21	£11	0.00	0.00	£0	0.08	0.17	£8	0.02	0.02	£2
Wolverhampton	0.14	0.29	£19	0.01	0.05	£3	0.06	0.14	£4	0.05	0.08	£9
Worcester	0.20	0.44	£24	0.06	0.15	£11	0.08	0.19	£8	0.05	0.08	£3
Worthing	0.14	0.32	£12	0.03	0.07	£3	0.10	0.22	£6	0.01	0.01	£2
Wychavon	0.21	0.57	£28	0.08	0.26	£12	0.09	0.22	£7	0.04	0.08	£7
Wycombe	0.26	0.70	£31	0.05	0.11	£7	0.15	0.48	£13	0.05	0.11	£9
Wyre	0.16	0.45	£20	0.07	0.23	£11	0.06	0.12	£3	0.02	0.04	£4
Wyre Forest	0.14	0.29	£16	0.05	0.11	£6	0.08	0.15	£7	0.01	0.01	£1
York	1.24	2.93	£288	0.68	1.74	£201	0.37	0.83	£45	0.16	0.31	£38

Note: * Less than 0.01 million visits/nights or less than £1 million

Table 2.8 – Local authority destination and purpose

	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
Scotland – Total (continued)												
All tourism	12.21	41.89	£3,013	6.38	23.96	£1,871	3.66	11.69	£581	1.86	5.29	£500
Aberdeen City	0.66	1.85	£158	0.18	0.43	£42	0.19	0.58	£28	0.27	0.76	£82
Aberdeenshire	0.32	1.35	£58	0.15	0.77	£34	0.11	0.30	£11	0.05	0.24	£11
Angus	0.14	0.46	£24	0.06	0.24	£14	0.05	0.14	£5	0.02	0.05	£3
Argyll and Bute	0.89	3.63	£224	0.61	2.64	£181	0.20	0.80	£30	0.07	0.18	£11
Clackmannan-shire	0.05	0.14	£6	0.01	0.07	£2	0.03	0.06	£3	0.00	0.00	£0
Dumfries and Galloway	0.70	2.53	£126	0.40	1.69	£87	0.21	0.60	£23	0.05	0.10	£11
Dundee City	0.23	0.61	£46	0.07	0.15	£10	0.10	0.32	£24	0.05	0.13	£11
East Ayrshire	0.06	0.17	£10	0.02	0.03	£4	0.03	0.09	£4	0.01	0.02	£2
East Dunbartonshire	0.00	0.00	£0	0.00	0.00	£0	0.00	0.00	£0	0.00	0.00	£0
East Lothian	0.17	0.60	£32	0.11	0.45	£24	0.05	0.12	£7	0.01	0.01	£1
East Renfrewshire	0.00	0.00	£0	0.00	0.00	£0	0.00	0.00	£0	0.00	0.00	£0
Edinburgh, City of	2.28	5.75	£619	1.24	3.15	£385	0.63	1.81	£125	0.37	0.72	£103
Eilean Siar	0.12	0.68	£41	0.06	0.40	£26	0.03	0.18	£9	0.02	0.09	£7
Falkirk	0.10	0.26	£15	0.02	0.09	£3	0.07	0.15	£9	0.01	0.01	£2
Fife	0.53	1.58	£89	0.26	0.85	£45	0.19	0.57	£28	0.07	0.15	£15
Glasgow City	1.68	4.28	£373	0.62	1.56	£168	0.56	1.68	£85	0.45	0.90	£108
Highland	1.78	7.08	£506	1.26	5.36	£402	0.29	1.07	£54	0.19	0.54	£46
Inverclyde	0.07	0.20	£10	0.04	0.11	£6	0.02	0.09	£3	0.00	0.00	£0
Midlothian	0.03	0.11	£6	0.01	0.03	£2	0.01	0.06	£1	0.01	0.02	£2
Moray	0.27	1.30	£60	0.12	0.48	£27	0.09	0.47	£12	0.05	0.30	£18
North Ayrshire	0.28	0.93	£59	0.14	0.61	£42	0.13	0.29	£13	0.01	0.02	£1
North Lanarkshire	0.14	0.39	£19	0.02	0.06	£6	0.10	0.28	£9	0.02	0.05	£3
Orkney Islands	0.05	0.33	£21	0.04	0.26	£19	0.01	0.04	£1	0.01	0.04	£1
Perth and Kinross	0.72	2.29	£157	0.52	1.70	£135	0.14	0.43	£15	0.06	0.15	£6
Renfrewshire	0.08	0.17	£20	0.02	0.05	£12	0.05	0.12	£7	0.01	0.01	£1
Scottish Borders	0.35	1.15	£73	0.19	0.63	£43	0.12	0.38	£17	0.03	0.12	£12
Shetland Islands	0.07	0.77	£39	0.02	0.19	£17	0.01	0.07	£2	0.07	0.50	£18
South Ayrshire	0.37	1.07	£57	0.22	0.69	£39	0.12	0.29	£11	0.37	0.04	£6
South Lanarkshire	0.12	0.27	£23	0.05	0.11	£11	0.05	0.11	£6	0.12	0.05	£6
Stirling	0.43	1.18	£87	0.27	0.79	£58	0.12	0.29	£21	0.43	0.04	£5
West Dunbartonshire	0.06	0.12	£7	0.04	0.06	£4	0.02	0.05	£2	0.06	0.00	£0
West Lothian	0.14	0.29	£15	0.02	0.04	£2	0.09	0.21	£8	0.14	0.02	£3

Table 2.8 – Local authority destination and purpose

	All tourism			Holidays			VFR			Business		
Average of three years: 2013, 2014, 2015	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
	Millions			Millions			Millions			Millions		
	Wales											
All tourism	10.13	35.00	£1,802	6.23	24.09	£1,286	2797	8.10	£314	0.81	2.02	£170
Blaenau Gwent	0.04	0.13	£7	0.00	0.01	£0	17	0.03	£2	0.02	0.09	£5
Bridgend	0.21	0.68	£34	0.15	0.50	£26	60	0.17	£8	0.00	0.00	£0
Caerphilly	0.06	0.14	£6	0.01	0.02	£1	41	0.12	£3	0.00	0.00	£0
Cardiff	1.27	2.84	£242	0.48	1.01	£108	474	1.22	£64	0.26	0.52	£60
Carmarthenshire	0.33	1.20	£49	0.18	0.73	£31	119	0.33	£13	0.03	0.15	£5
Ceredigion	0.62	2.48	£94	0.44	1.99	£79	156	0.45	£13	0.02	0.03	£1
Conwy	0.98	3.56	£184	0.64	2.38	£143	209	0.73	£23	0.06	0.16	£16
Denbighshire	0.71	2.22	£98	0.46	1.66	£81	224	0.51	£16	0.02	0.04	£2
Flintshire	0.21	0.69	£26	0.09	0.27	£13	113	0.41	£12	0.01	0.01	£1
Gwynedd	1.68	6.60	£321	1.42	5.90	£291	188	0.56	£20	0.05	0.10	£7
Isle Of Anglesey	0.50	1.83	£80	0.38	1.48	£69	91	0.27	£10	0.02	0.07	£1
Merthyr Tydfil	0.04	0.13	£6	0.01	0.05	£2	23	0.07	£2	0.01	0.01	£2
Monmouthshire	0.37	1.04	£57	0.15	0.51	£31	183	0.43	£18	0.02	0.05	£3
Neath Port Talbot	0.08	0.18	£8	0.02	0.02	£2	57	0.12	£5	0.01	0.03	£1
Newport	0.19	0.36	£31	0.05	0.10	£14	83	0.18	£8	0.05	0.08	£9
Pembrokeshire	1.12	5.14	£241	0.90	4.25	£207	147	0.70	£24	0.04	0.11	£7
Powys	0.62	2.11	£113	0.41	1.46	£86	131	0.40	£16	0.06	0.19	£10
Rhondda, Cynon, Taff	0.09	0.22	£9	0.02	0.06	£4	58	0.15	£4	0.01	0.01	£1
Swansea	0.56	1.63	£87	0.26	0.83	£45	213	0.57	£26	0.07	0.19	£14
The Vale Of Glamorgan	0.16	0.41	£20	0.06	0.18	£10	75	0.16	£6	0.03	0.06	£4
Torfaen	0.06	0.15	£7	0.01	0.02	£1	44	0.13	£5	0.00	0.01	£1
Wrexham	0.18	0.45	£25	0.05	0.16	£11	98	0.24	£9	0.02	0.02	£4

Appendix

GB Tourist 2015



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Appendix

Definitions of terms used

Most terms used in this report will be familiar to users of tourism data without further explanation. However, definitions of the main terms used in the report are provided below for reference.

Trips

The estimated number of tourism trips made by adults aged 16 and over and by children up to the age of 15 who accompany them. A trip must consist of at least one night spent away from home, has no upper limit (unlike in the previous versions of the survey where a maximum limit of 60 nights was imposed), and has its end marked by the respondent's return to home. However, the reported timing of trips is reported on the basis of the start date of individual trips. This start date approach is consistent with previous methodologies.

Not included are 'unaccompanied child trips' – trips taken by children up to the age of 15 when not accompanied by an adult.

Bednights

The estimated number of nights spent away from home by adults and by children accompanying them on tourism trips.

Spending

The estimated expenditure incurred relating to all tourism trips. This includes all expenditure by adults on the trip both for themselves and for other people for whom the adults paid (for example, children). This covers those costs incurred in advance of the trip, costs paid during the trip itself, and also any bills relating to the trip paid after returning home. Costs paid on behalf of the person taking the trip, for example by an employer paying the cost of a business trip, are also included.

Expenditure includes items such as package holidays, accommodation, travel to and from the destination and during the trip, services and advice, buying clothes, eating and drinking out, shopping, entertainment and other items relating to the trip.

Allocation of spending

When spending is reported by country of destination, all of the spending is allocated to the relevant country of destination. In reality, not all of the spending may take place in the country of destination. For example, travel costs or inclusive trip charges may be incurred in the country of origin rather than the country of destination. No attempt has been made in this report to adjust for this.

Where a trip involves overnight stays in more than one destination, the expenditure for the trip is allocated to each destination proportionally to the number of nights spent in each destination.

Holiday

'Holiday' indicates trips where the main reason for taking the trip is described by the respondent as "holiday, leisure or pleasure" (with no visiting friends or relatives element to the trip).

Total holiday (including VFR holiday)

'Total Holiday' includes trips where the main reason for taking the trip is described by the respondent as "holiday, leisure or pleasure" and also trips where the main reason for taking the trip is initially described as "visiting friends and relatives", but which on subsequent probing is also described as a holiday.

VFR

'Visiting friends and relatives' or 'VFR' is the term used for trips where the main reason for taking the trip is described as "visiting friends and relatives". It can be split further, into two sub-categories. VFR-holiday, is where the main reason for taking the trip is initially described as "visiting friends and relatives", but which on subsequent probing is also described as a holiday. VFR-other, is where the main reason for taking the trip is described as "visiting friends and relatives" mainly for some reason other than a holiday.

Business/work

'Business/work' trips are those trips where the main reason for taking the trip is described as "to do paid work/on business", "to attend a conference" or "to attend an exhibition, trade show or agricultural show".

Other purposes

This covers all trips for purposes other than holiday, VFR and business/work as described above. It includes trips where "travel/transport is my work" (such as those made by overnight delivery drivers), and trips made for educational, social, sporting and personal or family reasons (such as attending weddings and funerals, taking someone to university, and similar reasons).

Great Britain

Great Britain as a destination in this survey includes England, Scotland, Wales, the Isle of Man and the Channel Islands.

Commercial accommodation

Commercial accommodation is the total of serviced and self-catering rented accommodation. So it includes hotel, motel, guest house, farmhouse, bed & breakfast, and holiday camp/village with any meals provided. Rented flat /apartments, rented house/chalet/villa/bungalow/cottage without any meals provided, self-catering holiday camp/village, camping, towed caravan and static caravan which is not owned.

Serviced accommodation

Serviced accommodation includes hotel, motel, guest house, farmhouse, bed & breakfast, and holiday camp/village with any meals provided.

Total self-catering rented accommodation and caravan and camping

Total Self-catering rented accommodation and Caravan and Camping includes rented flat /apartment, rented house/chalet/villa/bungalow/cottage without any meals provided, self-catering holiday camp/village, camping, towed caravan and static caravan which is not owned.

Self-catering rented accommodation

Self-catering rented accommodation includes rented flat /apartment, rented house/chalet/villa/bungalow/cottage without any meals provided and self-catering holiday camp/village.

Caravan and camping accommodation

Caravan and camping accommodation includes camping, towed caravan, static caravan which is not owned and static caravan which is owned.

Other types of accommodation

Other types of accommodation cover all accommodation types not included under rented accommodation above. It includes friends' or relatives' home, static caravan which is owned, second home or timeshare which is owned, hostel, university or school, boat, sleeper cab of lorry/truck, transit and any other type of accommodation.

Personal transport

Personal transport includes own/friend's/firm's car, hired car, motorised caravan/camper/dormobile, motor cycle and bicycle.

Public transport

Public transport includes train, regular bus/coach, organised coach tour, plane, boat or ship.

Inclusive trip

Inclusive trip is defined in the questionnaire as "a package or inclusive trip – that is, where you paid a single price for accommodation plus some form of transport".

Type of location

The classification of type of location as 'seaside', 'large city/large town', 'small town' or 'countryside/village' is a subjective assessment made by the respondent by selecting from these four options.

Touring

A 'touring' trip is defined in the questionnaire as "a touring holiday, where you moved around spending nights in different places".

Children on trip

Children on trip means that at least one child aged up to 15 was part of the group for all or part of the trip.

Socio-economic group (social grade)

This classification is derived from the occupation of the Chief Income Earner in the respondent's home, and is based on the system used by the National Readership Survey (NRS). It is generally used in market research in the UK and consists of six social grades:

Grade	Occupation
A	Higher managerial, administrative or professional
B	Intermediate managerial, administrative or professional
C1	Supervisory or clerical, and junior managerial, administrative or professional
C2	Skilled manual workers
D	Semi and unskilled manual workers
E	State pensioners or widows (with no other earners in household), casual or lowest grade workers

It is important to note that this classification is actually based only on the adult respondent interviewed about the trip, rather than all people taking the trip. While technically this characteristic only relates to the individual, it can in practice be interpreted as applying to all people on the trip. Those on the trip will generally be people in the same household who would be therefore be allocated the same social grade.

Age of respondent

Information on age is obtained for the respondent being interviewed about the trip, but no information is obtained for other adults or children accompanying on the trip.

In tabulating the results, the characteristics of the individual reporting the trip are applied to other trip members, although in reality these other trip members will have different characteristics. Information on age characteristics must therefore be interpreted with caution.

Lifestage of respondent

'Single' includes widowed, separated, divorced and civil partnerships that have terminated. 'Married' includes married and living with partner. As with age, this information is based on the characteristics of the respondent being interviewed about the trip and is not available for the other trip members. The lifecycle characteristics of the respondent are applied to all trip members, although in reality their own characteristics will be substantially different. Information on lifecycle must therefore be interpreted with caution.

Regions

Regions of England, Scotland and Wales shown in this report are defined as follows:

England	
Cumbria	County of Cumbria
Northumbria	Northumberland, Durham, Tyne & Wear, Tees Valley
North West	Lancashire, Merseyside, Greater Manchester, Cheshire
Yorkshire	North Yorkshire, West Yorkshire, South Yorkshire, East Riding of Yorkshire, Kingston upon Hull, North Lincolnshire, North East Lincolnshire
Heart of England	Staffordshire, Shropshire, West Midlands, Warwickshire, Herefordshire, Worcestershire, Gloucestershire (except South Gloucestershire), Derbyshire, Leicestershire, Northamptonshire, Nottinghamshire, Rutland, Lincolnshire
East of England	Norfolk, Suffolk, Cambridgeshire, Essex, Bedfordshire, Hertfordshire
London	Greater London
South West	Cornwall, Devon, Somerset, Wiltshire, Western Dorset, South Gloucestershire
Southern	Hampshire, Isle of Wight, Eastern Dorset, Berkshire, Buckinghamshire, Oxfordshire
South East	Kent, Surrey, East Sussex, West Sussex

In most of the English level analysis, the above regional destinations are also combined, where appropriate, to allow analysis at a regional level.

- West Midlands
- East England
- East Midlands
- London
- North West
- North East
- South East
- South West
- Yorkshire

Scotland	
Grampian	Aberdeen City and Shire
Tayside	Dundee, Perth & Kinross, Angus
Edinburgh and East Central	Edinburgh, the Lothians, Fife, Clackmannanshire, Falkirk, Stirling
South of Scotland	Borders, Dumfries and Galloway
Glasgow and West Central	Glasgow, Renfrewshire, East Renfrewshire, Inverclyde, East and West Dunbartonshire, North South and East Ayrshire and North and South Lanarkshire
Highlands and Islands	including Argyll & the Islands, Caithness and Sutherland, Inverness and East Highlands, Lochaber, Moray, Orkney, Shetland, Skye and Wester Ross, and Innse Gall

Since 2007, the primary Scottish levels analysis has been at the newly defined macro-tourism areas:

- **Scotland – North** – (Highlands & Islands, Aberdeen & Grampian, Western and Northern Isles)
- **Scotland – West** – (Argyll, The Isles, Loch Lomond, The Trossachs + Glasgow & Clyde Valley, Ayrshire & Arran)
- **Scotland – East** – (Perthshire + Angus & Dundee + Kingdom of Fife + Edinburgh & Lothians)
- **Scotland – South** (Dumfries & Galloway + Scottish Borders),
- **Edinburgh**
- **Glasgow**

Wales	
North Wales	Anglesey, Conwy, Denbighshire, Flintshire, Wrexham, Gwynedd North (former Arfon and Dwyfor)
Mid Wales	Ceredigion, Powys, Gwynedd South (Meirionnydd)
South West Wales	Neath/Port Talbot, Carmarthenshire, Swansea, Pembrokeshire
South East Wales	Bridgend, Rhondda Cynon Taf, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Vale of Glamorgan, Cardiff, Newport, Monmouthshire

Levels of statistical confidence

	Trips %	Nights %	Spend %
GB	2.5%	3.0%	3.6%
England	2.8%	3.2%	4.0%
Scotland	6.3%	8.1%	8.3%
Wales	5.3%	8.0%	9.1%

It must be emphasised that sampling variation is not the only possible source of error. Others include bias through non response and measurement errors caused by memory distortion and/or lack of knowledge of the respondent. These are not quantifiable and can affect the survey results. In particular it is often difficult for respondents to recall expenditure on trips with high levels of accuracy. Nevertheless, it is possible to state, for example, that assuming no bias, the true value of the number of GB trips in 2014 will lie in the range of plus or minus 2.5% of the estimate on 95% of occasions.

Great Britain – Resident population

This table describes the characteristics of adults resident in Great Britain which formed the basis for the weighting of the sample survey. These 2014 figures are the latest available.

Great Britain adult population

Total adult population	49484	Total adult population	49484
Age by sex		Government office regions	
Male 16-24	3601	North East	2115
Male 25-34	4284	North West	5640
Male 35-44	3935	Yorkshire & Humber	4275
Male 45-54	4227	East Midlands	3706
Male 55-64	3379	West Midlands	4449
Male 65-74	2739	East of England	4732
Male 75-84	1538	London	6598
Male 85+	502	South East	6884
		South West	4319
Female 16-24	3433	Wales	2451
Female 25-34	4084	Scotland	4315
Female 35-44	3979		
Female 45-54	4350	Presence of children	
Female 55-64	3525	Yes	14037
Female 65-74	2985	No	35447
Female 75-84	1960		
Female 85+	963	Social grade	
		AB	12570
Car ownership		C1	13858
1	20895	C2	10419
2+	18342	D	7656
0	10247	E	4981

Note: The values above were derived from:
A. Census 2011
B. 2010 based Population Projections for 2014
C. BARB Establishment Survey 2008 & 2012

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The statutory tourist boards and Visit Wales (the Tourism Department of the Welsh Government) who jointly sponsor the Great Britain Tourism Survey.



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