



Holiday and touring parks - facts and figures

Results from the Great Britain Tourism Survey, published by VisitEngland, VisitScotland and Visit Wales, show that during 2015 the overall volume of overnight domestic trips taken in Great Britain rose to 124.4 million, up 9% on the 2014 figure

Parks industry

Results from the Great Britain Tourism Survey show that, in 2015, British holidaymakers staying on holiday parks during their domestic holidays spent a total of £2.23 billion - 15.8% of all spending during domestic holidays in Britain - and accounted for almost a third (30%) of all holiday bednights. (Detailed figures are provided in the table right.)

Note: In the Great Britain Tourism Survey, holiday parks are defined as 'caravan and camping (touring caravan, static (not owned), static (owned), camping)'.

Tourist trips

Out of 56 million domestic holiday trips in 2015 in Great Britain, 13.52 million trips relate to the parks industry. This makes up just under a quarter (24.1%) of the GB total. Touring caravans are most popular, making up 6.6% of the GB total tourist trips, followed by camping at 6.4%.

Tourist spend

In 2015, spending during domestic holidays which involved staying in a privately owned static caravan was £386 million, which represents 2.7% of the GB total in 2015. For touring caravans, it was £582 million, which is 4.1% of the GB total. For camping, it was £488 million, accounting for 3.4% of the GB total.

Spending during domestic holidays which involved staying in a rented caravan holiday home increased from £717 million in 2014 to £776 million, 5.5% of the 2015 GB total. Spend on all holidays, totalling £14.2 billion, was up 8.5% compared to 2014.

Tourist bednights

Almost a third (30%) of all domestic holiday bednights are spent on parks in Britain. This figure is made up of 8.2% of the GB total in caravan holiday homes to let, 6.3% in privately owned caravans, 9.1% in touring caravans and 6.4% camping.

Tourist trips, tourist spend and tourist bednights

The figures below represent 'pure' holidays (pleasure and leisure) tourist statistics for 2015 for Great Britain.

They come from the Great Britain Tourism Survey figures and are published by the VisitEngland Insight team. ➤

Domestic holiday trips

	Trips	% of GB total
Caravan holiday homes - let	3,360,000	6.0
Caravan holiday homes - privately owned	2,920,000	5.2
Touring caravans	3,720,000	6.6
Camping	3,560,000	6.4
Total parks industry	13,520,000	24.1
All holiday	55,960,000	

Domestic holiday spend

	Spend (£)	% of GB total
Caravan holiday homes - let	776,000,000	5.5
Caravan holiday homes - privately owned	386,000,000	2.7
Touring caravans	582,000,000	4.1
Camping	488,000,000	3.4
Total parks industry	2,232,000,000	15.8
All holiday	14,171,000,000	

Domestic holiday bednights

	Tourist bednights	% of GB total
Caravan holiday homes - let	16,000,000	8.2
Caravan holiday homes - privately owned	12,200,000	6.3
Touring caravans	17,700,000	9.1
Camping	12,400,000	6.4
Total parks industry	58,300,000	30.0
All holiday	194,600,000	

Bigger picture

The number of nights spent during domestic trips in Great Britain increased by 8% to 377.1 million in 2015.

Along with the increase in trips, the amount of expenditure during trips in Great Britain in 2015 also rose by 9% to £24.8 billion. Between 2011 and 2015, the overall performance of trip expenditure in Great Britain has increased by 9.5%.

Accommodation continues to make up the largest proportion of spend. A third (35%) of the total value of trips was spent on accommodation and this has remained relatively unchanged over the five-year period. Travel costs made up almost a fifth (19%) of the value of British overnight domestic trips with a 5.1% increase on 2014, and eating and drinking out a further fifth (21%).

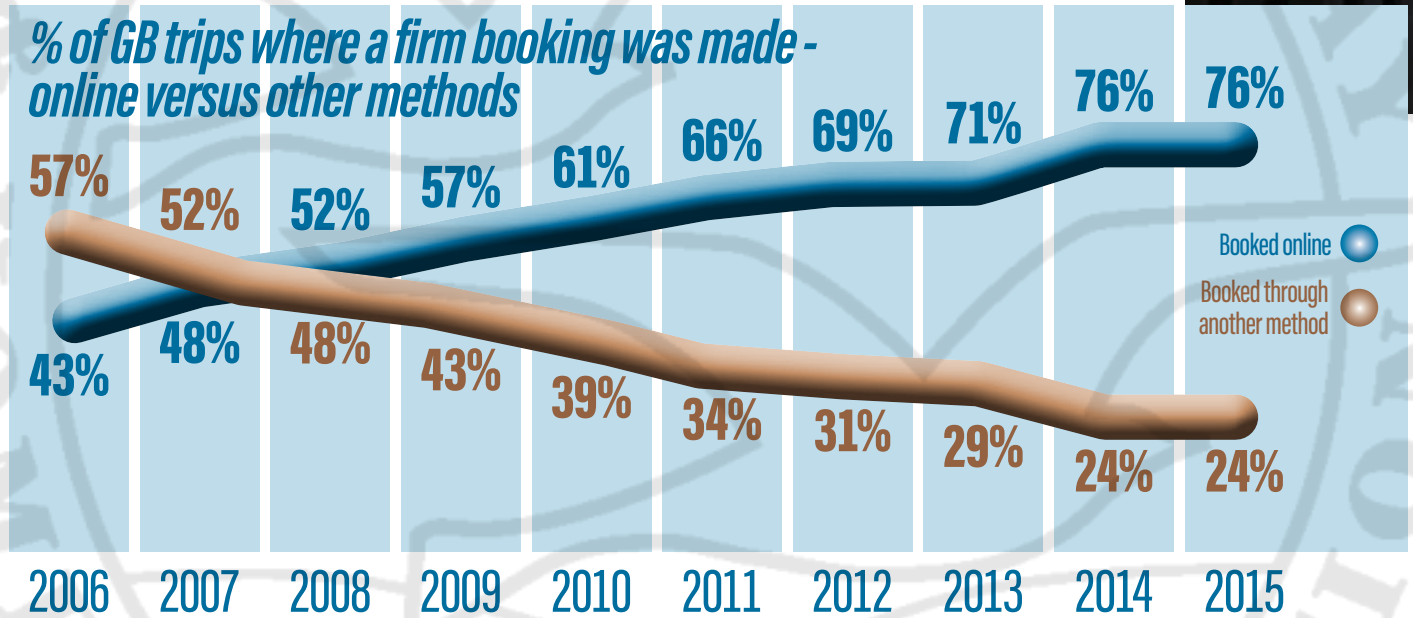
How bookings are made

Domestic holiday trips are most likely to be booked in advance (70%) and bookings made directly through the accommodation provider account for the largest share of domestic overnight trips in Great Britain, with 39 million trips (31%).

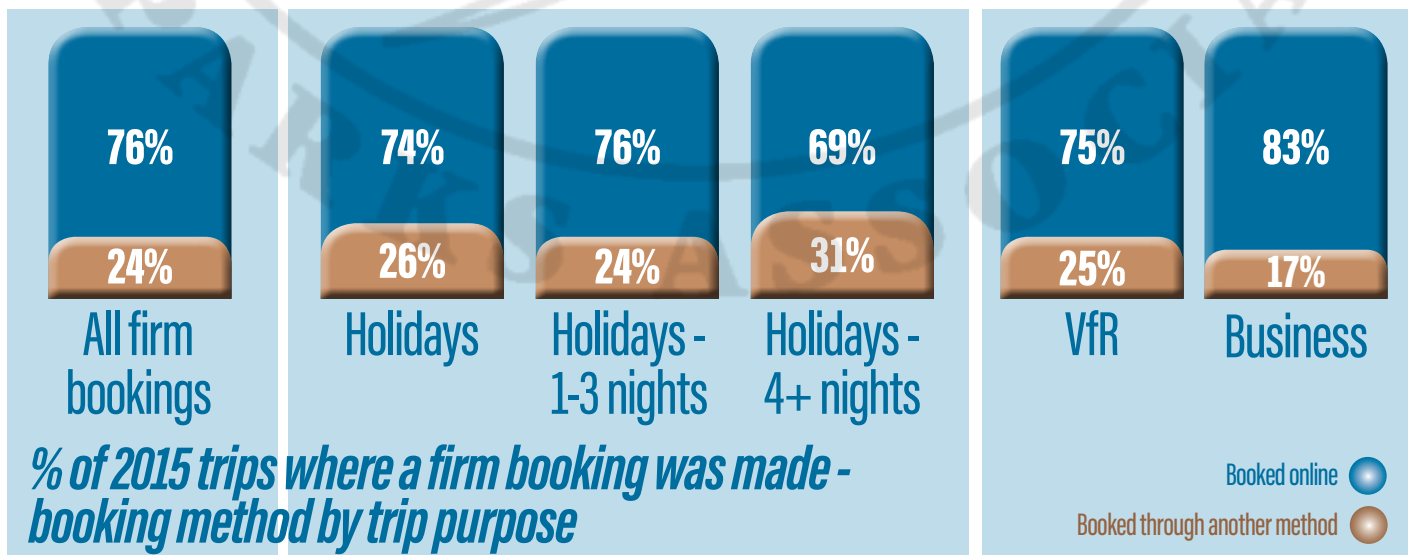
Booking online

Around three quarters (73.5%) of domestic overnight trips where a firm booking is made were booked online in 2015 and the volume of trips booked online has almost doubled since 2006.

5.2%



The diagram below highlights that nearly three quarters (74%) of domestic holiday trips are booked online. Shorter holidays were more likely to have been booked online than longer ones (76% versus 69%).



£386,000,000

17,700,000

3,720,000

£582,000,000

6.6% <

£776,000,000

2,920,000

12,200,000

3,360,000

16,000,000

6.0%

Parks' contribution

The figures above demonstrate the park industry's huge contribution to the tourism economy. Parks across Britain generate employment and support many other regional businesses and their workers. Shops, pubs, restaurants and visitor attractions are among the many enterprises which, in holiday areas, are kept viable by the patronage of holiday park visitors.

Jobs

The 53,000 direct and indirect jobs in the UK¹ provided by parks also have another social benefit in that they provide work in areas where there is little alternative employment. This helps prevent the breakup of communities which occurs when younger people are forced to migrate to larger centres of population to find work.

Environment

Many parks have also taken various environmental initiatives which have led to them receiving special conservation and sustainable tourism awards from national and local bodies. 585 parks, for example, received the David Bellamy Conservation Award for their efforts in protecting the countryside and encouraging wildlife. In addition, 347 parks have achieved Honey Bee Friendly status.

Family businesses

The majority of parks are family-owned businesses, some with farming histories stretching back over generations, and for which tourism is now a much more realistic alternative to the declining agricultural industry.

It can be easy to underestimate the importance of holiday parks to rural regions – not least because parks are generally far less visible than hotels and guest houses. However, as the figures show, collectively, their contribution to local economies is both substantial and irreplaceable. ■

Almost two thirds (61%) of firm bookings that were made online were booked on a larger device such as a laptop or desktop PC. The proportion of bookings made on mobile devices (14% tablet device and 8% smartphone) was notably higher than in 2014 (12% and 5% respectively).

Shorter breaks

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

Shorter holiday breaks (1-3 nights) constitute the largest part of tourism trips. The volume of holiday trips lasting 1-3 nights reached its highest point within the last five years in 2012, at 37.3 million trips, and has increased in 2015 to 36.5 million, up from 33.9 million in 2014.

Holidays by life stage

Of the 56 million domestic holiday trips taken in Britain during 2015, families (all ages and with children) represent the largest segment, with 19.6 million trips taken, although 'empty nesters' (55+ years and no children) account for nearly as many trips, with 19 million.

In 2015, family holidays were up by 5.7% on the figure for 2014. Empty nesters' holidays were also up by 4.8%.

'Older independents' (35-54 years and no children) account for 9.4 million holidays, up 7%, and 'pre-nesters' (under 35 years and no children) account for 8.0 million, also up 7% on 2014.

Further information

The GB Tourist Statistics 2015: <http://tinyurl.com/gvr7wqg>

Overview Domestic Overnight Tourism (GBTS): <http://tinyurl.com/oehgwns>

BH&HPA Journal 2012, 'Economic contribution: holiday and touring parks across the UK': <http://tinyurl.com/pqny366>

¹ Source: 'Overview of the UK holiday and touring parks industry' – commissioned by Roger Tym & Partners by BH&HPA in 2012.