

Domestic Tourism

Domestic tourism refers to holidays and "staycations" in the country that you normally live in.

TRAVEL MOTIVATION

The Brown family live in Glasgow and are avid supporters of their local football team. They try to follow the team to matches across the country. So when Celtic were playing in Liverpool it was a great opportunity for Mr Brown and his younger son to have a boys weekend away.

ACCESS TO INFORMATION

The Browns decided to check and book their trip independently, so they checked online the cost of travelling by train, flying or driving. They checked the hotels near Anfield in Liverpool and also looked at the other activities they could do while they were there.

Trip advisor was a great source of information from other travellers on the hotels standards.

COST AND STANDARDS

There were no flights but to drive was only 3 hours and a half hours and Mrs Browns sister lives in Kendal in the Lake District so they decided that they would stop overnight with her sister and Mrs Brown could stay with her while the boys enjoyed their football. Mrs Brown was excited at the idea of her VFR break in the Beautiful Lake District and she was looking forward to a free weekend of long country walks and home cooking. The boys would stop one night in Kendal for free and then drive to the match on Saturday and stay one night in Liverpool in a 3 star hotel at a cost of £95 plus food.

TRANSPORT

The Browns checked the route and they could see that it was a straight forward drive down the M24 and M6, and Kendal was virtually on the way. They were fortunate to have a nice family car so they decided this was the best method of travel as it gave them freedom to be flexible on times.



ACCESSIBILITY

The family has no accessibility issues in terms of needing to take into account disabilities. Additionally all the locations were on main transport routes and easy to get to.

VALUE FOR MONEY

The weekend away was not the Browns main holiday so they needed to do it as cheaply as possible and staying with family meant the cost was significantly reduced.

ACTIVITIES

Mrs Brown was looking forward to long walks in the beautiful Lake District National Park. As she lives in an apartment in the centre of Glasgow she is looking forward to the exercise. Mr Brown and his son are particularly excited for this match and then to enjoy the nightlife that Liverpool is well known for.