

The Great Britain Day Visitor 2017 Annual Report





Content



Introduction



Scope of the report



Summary



Tourism Day Visits



Activities Core to Tourism Visits



3hr+ Leisure Day Visits



Full data tables



Methods and Performance

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How to use this report

The structure of the 2017 GBDVS annual report follows the main classifications used by the GBDVS programme with separate sections covering Tourism Day Visit, Activities Core to Tourism and 3 hours+ Leisure Day Visits.

While these sections contain the most widely used figures and tables, more detailed results are also included in a the Full data tables section which can be found at the end of the report.

To facilitate 'on-screen' navigation, hyperlinks connect between the sections and between the individual figures found in the main sections and the corresponding results in the Full data tables section.

These hyperlinks are present in different places throughout the report as follows:

- In the table of contents and in the short cuts at the top of each page
- Next to the title of each chart in the main sections represented with this icon  - linking to more detailed tables



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Welcome

This report presents the main findings of the 2017 Great Britain Day Visits Survey (GBDVS).

Please note that reports with further, more detailed data specific to Wales and Scotland are available separately.

The survey measures participation in Tourism Day Visits taken to destinations in the UK (including Northern Ireland) by residents of England, Scotland and Wales.










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Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

Introduction










The Great Britain Day Visits Survey (GBDVS) was commissioned jointly by VisitEngland, VisitScotland and Visit Wales (the Tourism Department of the Welsh Government).

The survey aims to measure the volume, expenditure and profile of tourism day visits taken by GB residents to destinations in England, Scotland, Wales and Northern Ireland. Fieldwork commenced at the beginning of 2011 and will continue until at least the end of 2018.

This report contains the results of the 2017 survey, including comparisons of results with those obtained between 2011 and 2016.

More information on the [Survey Methodology](#) and [Definitions](#) can be found in the Methods and Performance section.



								
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Scope of the report










This report provides the main results of GBDVS 2017 including estimates of the total volume and expenditure of Tourism Day Visits and the main results regarding activities undertaken, destination type, transport types used, money spent during visits and the profile of visitors. Results are provided at an overall GB level and individually for visits taken to destinations in England, Scotland and Wales.

Wherever possible, results are also provided at a regional level. Results relating to visits taken in England are provided on the basis of the former Government Office Regions. Welsh results are provided on the basis of the Regional Tourism Partnership areas, defined as follows:


- **North Wales** – Anglesey, Gwynedd, Conwy, Denbighshire, Wrexham and Flintshire
- **Mid Wales** – Ceredigion and Powys
- **South West Wales** – Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot
- **South East Wales** – Blaenau Gwent, Bridgend, Cardiff, Caerphilly, Merthyr Tydfil, Monmouthshire, Newport, Rhondda Cynon Taff, Torfaen and Vale of Glamorgan

Scottish results are provided for the following geographical areas:

- **North of Scotland** – Highland, Western Isles, Orkney, Shetland, Aberdeen City, Aberdeenshire and Moray local authority areas
- **West of Scotland** – Argyll & Bute, Clackmannanshire, West Dunbartonshire, Falkirk, Stirling, City of Glasgow, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire, East Ayrshire, North Ayrshire and South Ayrshire local authority areas
- **East of Scotland** – Perth & Kinross, Angus, City of Dundee, Fife, City of Edinburgh, East Lothian, Midlothian and West Lothian local authority areas
- **South of Scotland** – Dumfries & Galloway and Scottish Borders local authority areas

								
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Survey methods

This section provides a summary of the survey methods. Full details are included in the appendix and the 'Methods and Performance' section at the end of this report. 

Sample design

GBDVS 2017 was undertaken using an online methodology with a total of 35,118 interviews conducted with adults aged 16 and over who were resident in England, Scotland and Wales during 52 weekly survey waves.


Survey respondents were selected from an online panel with demographic quotas based on age, gender, working status, socio-economic status and area of residence applied in every survey wave to increase the representativeness of the achieved sample.










Weighting

The survey data was weighted to further improve the representativeness of the outputs with the approach used informed by a significant programme of parallel off-line interviewing involving over 6,000 in-home interviews during 2011.

In summary, the first stage of the weighting solution corrected for non-response biases by applying weights on the basis of a number of demographic variables relevant to levels of participation in leisure (age, gender, age of completing education and socio-economic group) and region of residence.

The second stage involved the 'grossing up' of the data provided by respondents regarding the leisure visits they had taken in the last seven days to allow estimates of the total volume and expenditure of visits taken in each month of the year and for the full 12 months to be calculated. At this stage of the weighting, any under-reporting of visits by a respondent (the questionnaire allows details of up to three visits to be recorded but they may have taken more) was also taken into account to ensure that the final weighted data could be considered to be representative of all visits taken by the wider sample.

Further details of the weighting approach and on the parallel off-line interviewing are included in the 'Methods and Performance' section. 

								
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Note on reweighting of 2011 to 2015 estimates

In 2016 the following changes were identified as necessary and implemented from January 2016:

- Questionnaire improvements to make the survey more engaging and easy to complete
- Questionnaire revisions required as part of the ‘merging’ of GBDVS with the GBTS online piloting
- From January 2016 the weekly sample size contacted for the wider GBDVS – GBTS combined surveying increased from 673 to 1,000

Parallel testing of the survey approaches used before and after these changes found that these changes resulted in increased levels of visits reported by respondents by around **+15%**.

To take account of this change and increase comparability in trends data, the results from 2011 to 2015 presented in this report have been revised, with all previous estimates upweighted by 15%.

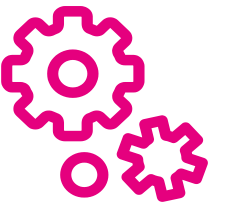
All data for 2011 to 2015 as previously published is referred to as ‘historical’ while the figures which include the 15% adjustment are referred to as ‘reweighted’.

Both historical and reweighted data has been used in the trend sections of this report with historical data shown in tables which are coloured **orange** while reweighted data are coloured **green**.

Note on 2016 Tourism Day Visit data processing issue

In January 2017, a data processing error relating to the application of filters to define Tourism Day Visits was identified. This error had an impact on the accuracy of all previously reported 2016 TDV results for London, with knock on impacts on results for England and GB as a whole.

Following the identification of this error all data was corrected and reports were re-run using accurate estimates.



Definitions used in GBDVS

Definition in GBDVS

Several definitions are used in GBDVS to provide a detailed understanding of the domestic day visits taking place in the UK (3 hours + Leisure Day Visits) and more specifically the domestic tourism market (Tourism Day Visits and Activities Core to Tourism Visits).

Leisure Day Visits

GBDVS captures headline data on the volume of visits from home involving any of the activities listed in the table shown on the right.

Any participation in one or more of these activities, away from home but within the UK is considered to be a Leisure Day Visit. Leisure Day Visits are not reported in the GBDVS annual report

3 hours + Leisure Day Visits

A 3 hours+ Leisure Day Visit is a Leisure Day Visits visit that lasts more than 3 hours from beginning to end (i.e. from leaving home to returning there).

Tourism Day Visits (TDVs)

Tourism Day Visits are a sub-set of 3 hours+ Leisure Day Visits which fulfil 2 additional criteria:










- Regularity - the participant must indicate that the visit (i.e. same activity in same place) is not undertaken 'very regularly'
- Place - the destination of the visit must be different from the place (i.e. city, town, village or London borough) where the participant lives. If the visit is taken from a workplace, the destination must be in a different place from the workplace. This rule is not applied when the visit has involved watching live sporting events, going to visitor attractions or going to special public events

Activities Core to Tourism Visits (ACTs)

Activities Core to Tourism Visits represent the subset of the Tourism Day Visits where the main activity undertaken was focused on tourism and one of those highlighted in **purple** in the table on the right (*note that 'entertainment' visits solely including cinema attendance are not included as a core tourism activity).

Leisure activities included in GBDVS *

Visiting friends or family for leisure
'Special' shopping for items that you do not regularly buy
Going out for a meal
Going on a night out to a bar, pub and/or club
Going out for entertainment – to a cinema, concert or theatre*
Undertaking outdoor leisure activities such as walking, cycling, golf, etc.
Taking part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)
Taking part in sports, including exercise classes, going to the gym, etc.
Watching live sporting events (not on TV)
Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.
Going to special public event such as a festival, exhibition, etc.
Going to special events of a personal nature such as a wedding, graduation, christening, etc.
Going on days out to a beauty or health spa/centre, etc.
Going on general days out/to explore an area
Going on day trips/excursions for other leisure purpose not mentioned above

								
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Definitions used in GBDVS

Destination type

One of the series of questions asked about Leisure Day Visits which lasted 3 hours or longer (Question 13) related to the destination type visited; respondents were asked to select from the following answer options:

- A city or large town
- A small town
- A village
- Countryside
- A seaside resort or town
- Seaside coastline – a beach
- Other seaside coastline

It should be noted that respondents could select more than one of these answer options when describing their visit destination but from 2012 a new subsequent question (Q13a) was added to identify the single main destination type. In this report the results relating to these questions have been analysed on the basis of four broader type categories:

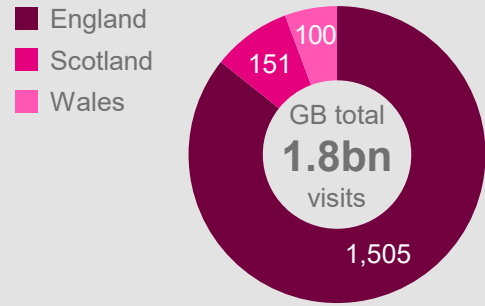
- City/large town
- Small town
- Village/countryside – combining responses of ‘a village’ or ‘countryside’
- Seaside – combining all three of the seaside/coastline answer options

Rounding of percentages

Note that in some tables and figures percentages do not total 100% due to the rounding of figures to the nearest whole number.

2017 – Tourism Day Visits at a glance

Annual volume in millions



Annual expenditure in £m



Annual volume in millions and expenditure in £m

	Volume	Expenditure
GB total	1,793	£62,447
England total	1,505	£50,899
Scotland total	151	£5,995
Wales total	100	£4,332

Scottish regions*

East of Scotland	52	£1,769
West of Scotland	48	£1,717
North of Scotland	31	£1,191
South of Scotland	17	£660

Welsh regions*

Mid Wales	13	£458
North Wales	22	£697
South East Wales	42	£1,558
South West Wales	26	£823



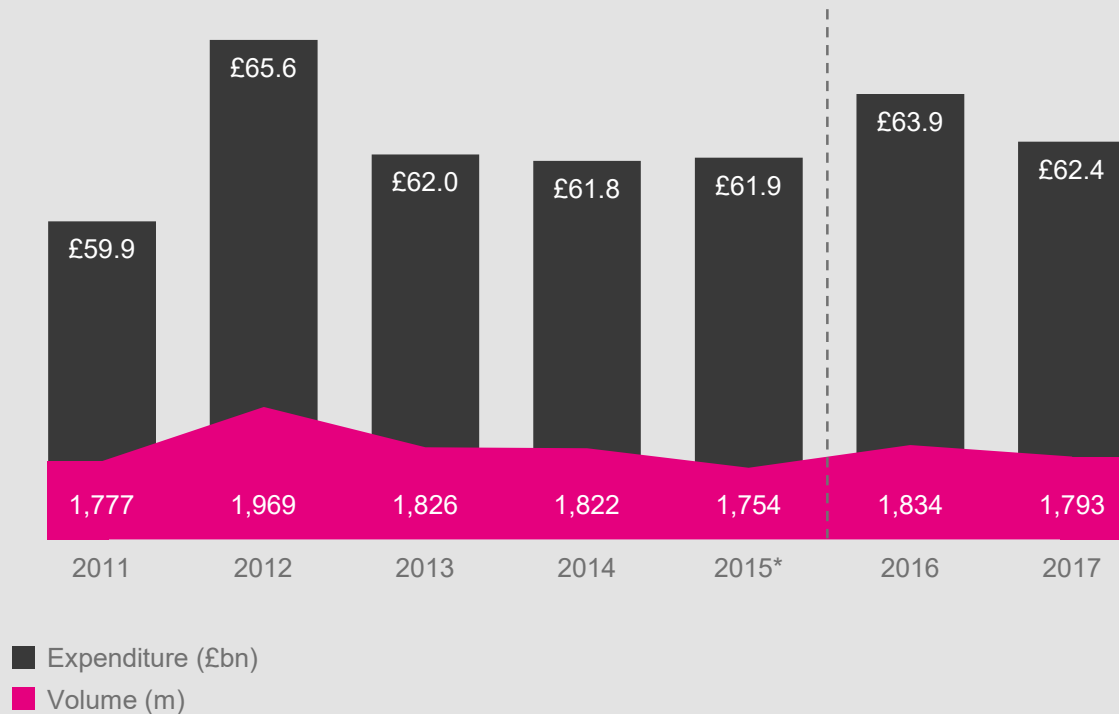
English regions

Region	Volume	Expenditure
North East England	82	£2,451
North West England	189	£7,628
Yorkshire and The Humber	149	£5,023
East Midlands	119	£3,800
West Midlands	127	£4,305
East of England	133	£3,853
London	327	£12,626
South East England	232	£7,068
South West England	147	£4,146

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

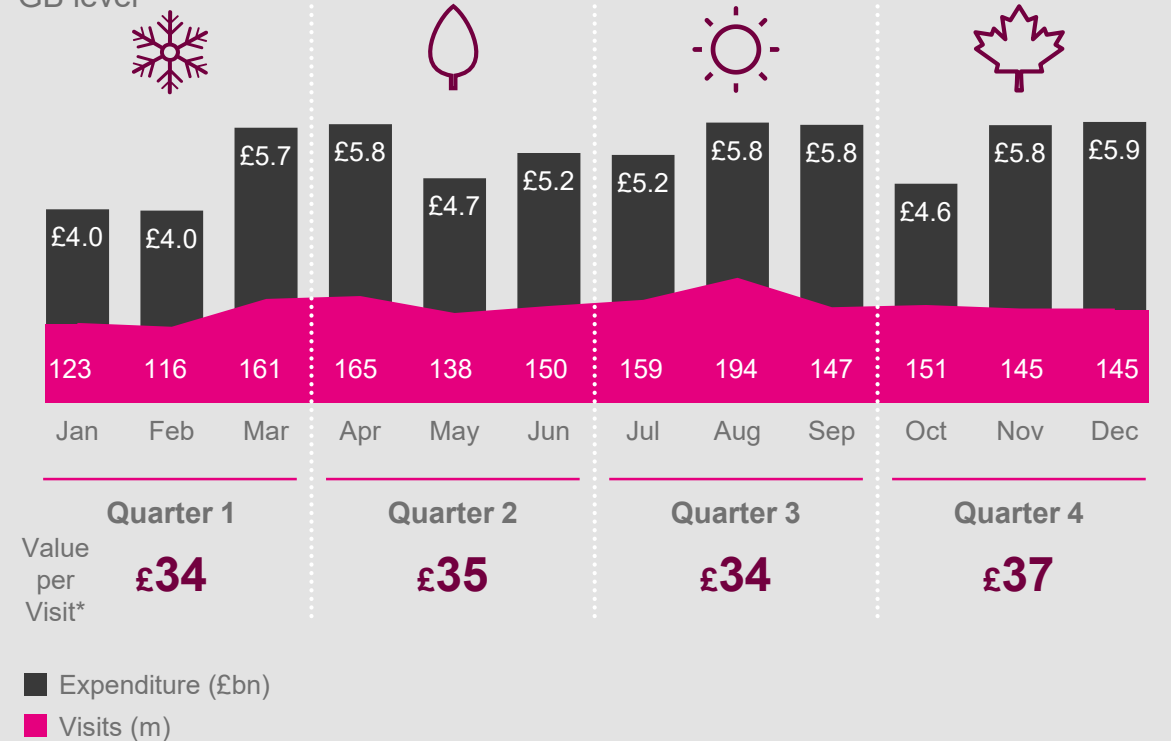
2017 – Tourism Day Visits at a glance

Trends over time
GB level



*Note: 2011-2015 estimates are reweighted – see note on page 8

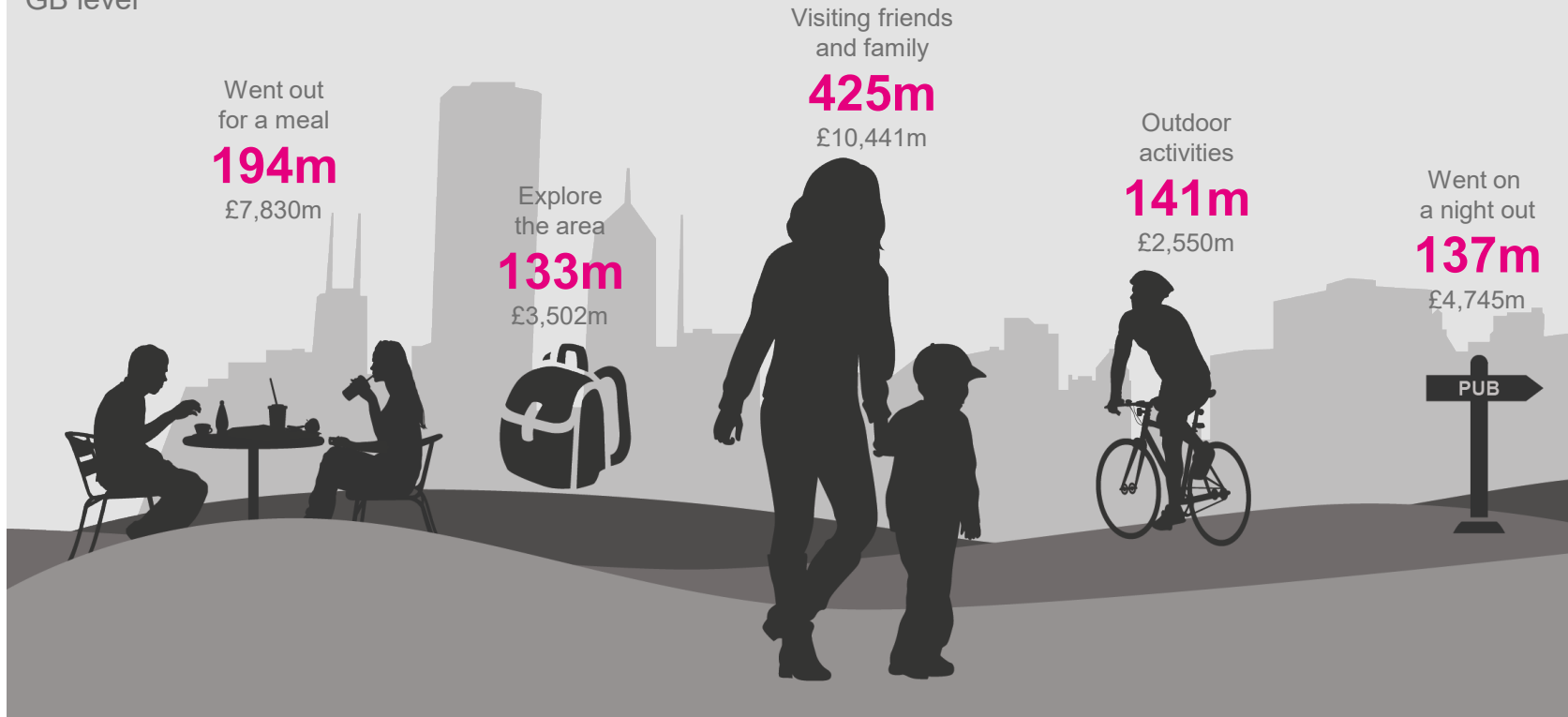
Monthly volume and expenditure
GB level



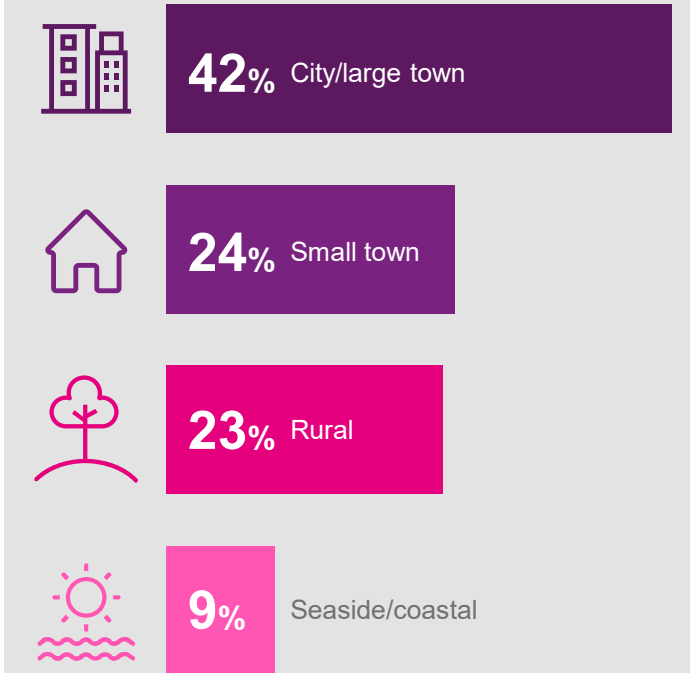
*Including visits with zero spend

2017 – Tourism Day Visits at a glance

Top 5 Main activities undertaken by volume in millions and expenditure in £m GB level



Main Destination type GB level (%)



2. Tourism Day Visits



Defining Tourism Day Visits

Tourism Day Visits are a sub-set of 3 hours+ Leisure Day Visits (i.e. in UK, lasting 3 hours or more and involving one or more of the activities on right) which also fulfil two further criteria:

- Regularity - the participant must indicate that the visit (i.e. same activity in same place) is not undertaken 'very regularly'
- Place - the destination of the visit must be different from the place (i.e. city, town, village or London borough) where the participant lives. If the visit is taken from a workplace, the destination must be in a different place from the workplace. This rule is not applied when the visit has involved watching live sporting events, going to visitor attractions or going to special public events



Leisure activities included in GBDVS

- Visiting friends or family for leisure
- 'Special' shopping for items that you do not regularly buy
- Going out for a meal
- Going on a night out to a bar, pub and/or club
- Going out for entertainment – to a cinema, concert or theatre
- Undertaking outdoor leisure activities such as walking, cycling, golf, etc.
- Taking part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)
- Taking part in sports, including exercise classes, going to the gym, etc.
- Watching live sporting events (not on TV)
- Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.
- Going to special public event such as a festival, exhibition, etc.
- Going to special events of a personal nature such as a wedding, graduation, christening, etc.
- Going on days out to a beauty or health spa/centre, etc.
- Going on general days out/to explore an area
- Going on day trips/excursions for other leisure purpose not mentioned above

Tourism Day Visits – summary of key findings

This section describes the volume, expenditure and characteristics of Tourism Day Visits taken by GB residents during 2017.

Please note: any trends identified are based on re-weighted data



Volume and expenditure of visits

- During 2017, GB residents took a total of 1,793 million Tourism Day Visits to destinations in England, Scotland or Wales; and around £62 billion was spent during these trips.



Geographic distribution of visits

- England saw the highest number of visits (1,505 million visits or 84% of the total) while 8% of visits (151 million) were taken to Scottish destinations and 6% to places in Wales (100 million).
- London had the greatest share of visits amongst the English regions (327 million visits) where the total expenditure of day visits during 2017 was around £12.6 billion. The English region with the lowest volume and value of visits was the North East.
- In Scotland the largest volume of visits were taken to destinations in the East (52 million) while in Wales the largest volume of visits were taken in the South East (42 million).



Volume and expenditure of GB tourism day visits over time

- The 1,793 million Tourism Day Visits that were taken by GB residents during 2017 is slightly lower than compared to those taken in 2016 (1,834 million tourism day visits), decreasing by -2%.
- In England visit levels decreased between 2016 and 2017, from 1,557 million to 1,505 million; a similar decrease was observed in total expenditure on these trips, decreasing by -5% to £50.9 billion.
- Scotland saw the volume of Tourism Day Visits increasing, compared to 2016, at 151 million, while expenditure increased further by +22% from £4.9 billion in 2016 to £6.0 billion in 2017.
- Welsh Tourism Day Visits decreased from 102 million in 2016 to 100 million in 2017, while the expenditure of these visits rose by +6% from £4.1 billion to £4.3 billion.
- For further details on Tourism Day Visit trends between 2011 and 2017, please refer to page 19.

Geographical distribution

Figure 2.1 2017 volume of Tourism Day Visits and expenditure by destination



Figure 2.1 illustrates the total number of tourism day visits taken in England, Scotland and Wales during 2017: a total of 1.8 billion visits across the year. England accounts for the vast majority of day trips made (1,505 million). Of the remaining visits, 151 million were taken in Scotland and 100 million were taken in Wales.

Figure 2.1 also illustrates the economic contribution of these visits, with a total of £62 billion spent. Trips made within England account for the bulk of the spend (£50,899 million), with the remainder split fairly evenly between visits taken to Scotland and Wales.

Figure 2.2 2016-2017 Change over time in headline volume and expenditure of Tourism Day Visits (% change)

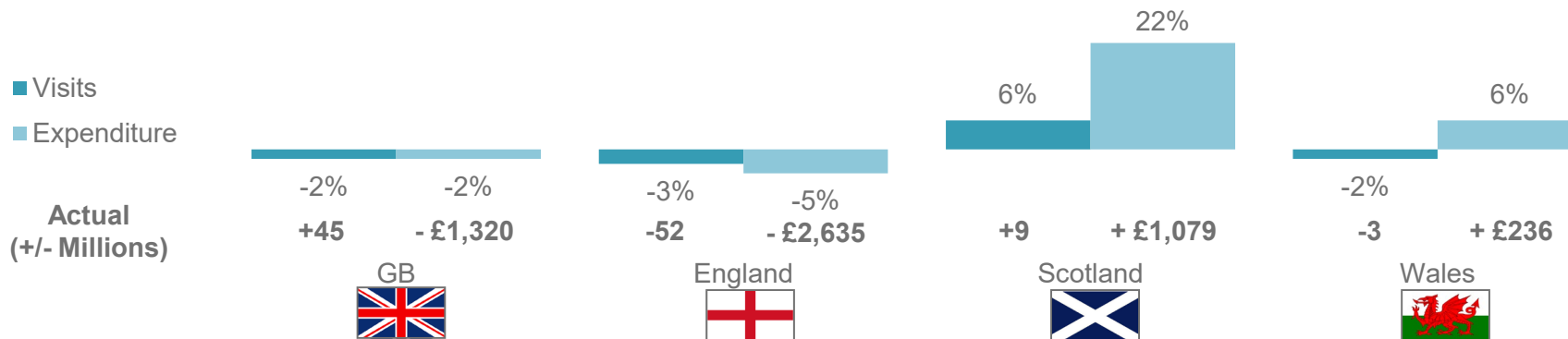


Figure 2.2 shows the difference between the total visits/ spend in 2016 and 2017. At the GB level -2% less visits (-45 million) were taken while expenditure also decreased by -2% (-£1,320 million).

Geographical distribution within England

Figure 2.3 2017 volume of Tourism Day Visits by destination (millions) 

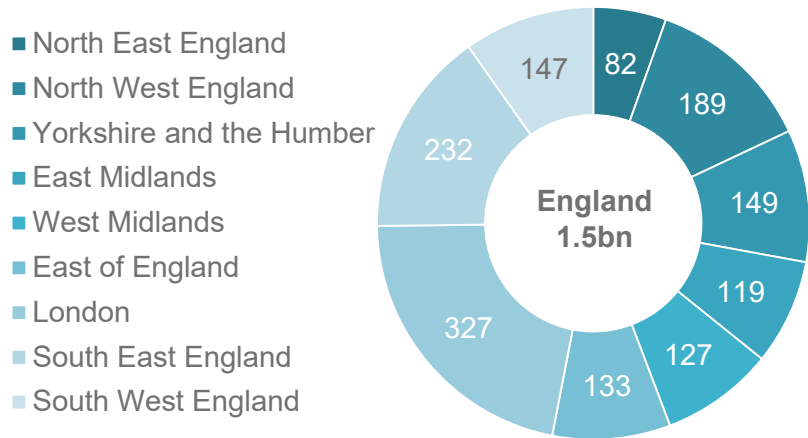


Figure 2.4 2017 expenditure of Tourism Day Visits by destination (£ millions) 

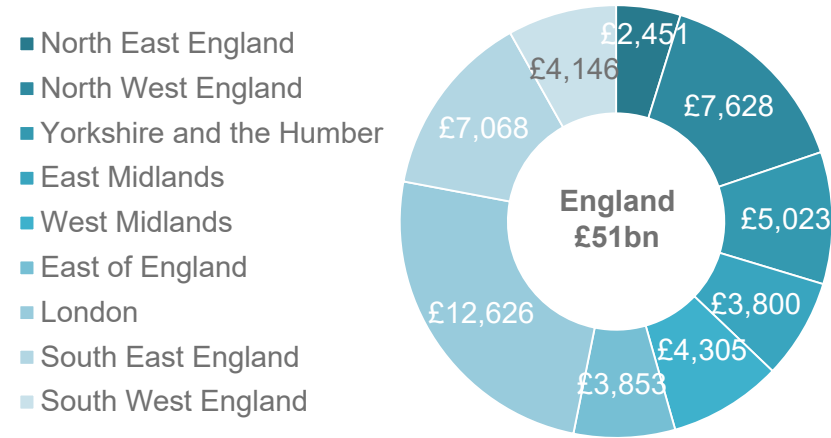


Figure 2.3 and 2.4 illustrate the regional distribution of trips and associated spend on tourism day visits made within England.

London had the greatest share of visits amongst the English regions (327 million visits) - the total expenditure of tourism day visits in this area was around £12,626 million. The English region with the lowest volume of visits was the North East, the destination for an estimated 82 million visits and around £2,451 million in expenditure.

Annual trends

Figure 2.5 volume of Tourism Day Visits by year (millions) ⓘ

*Note: 2011-2015 estimates are reweighted – see note on page 8

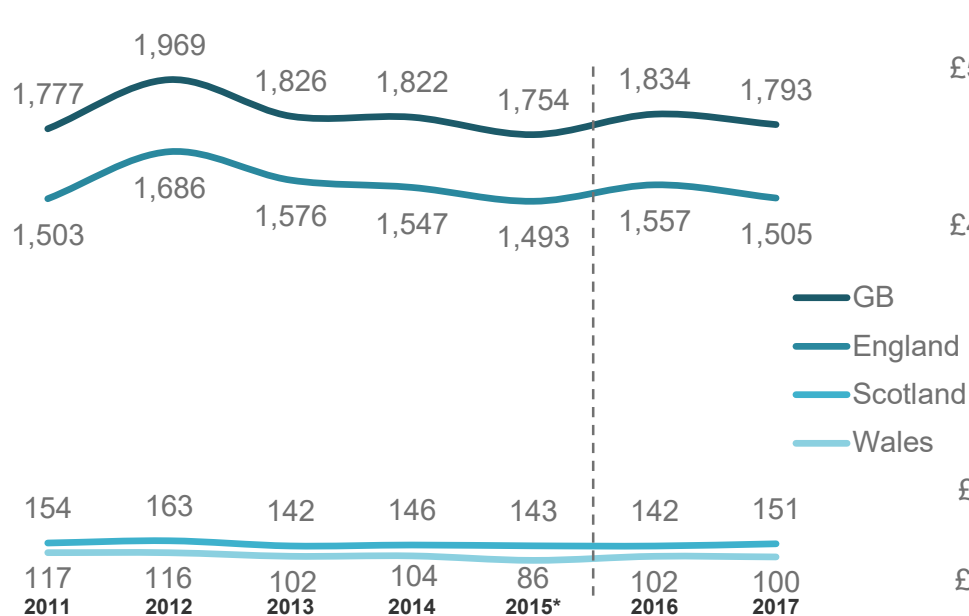
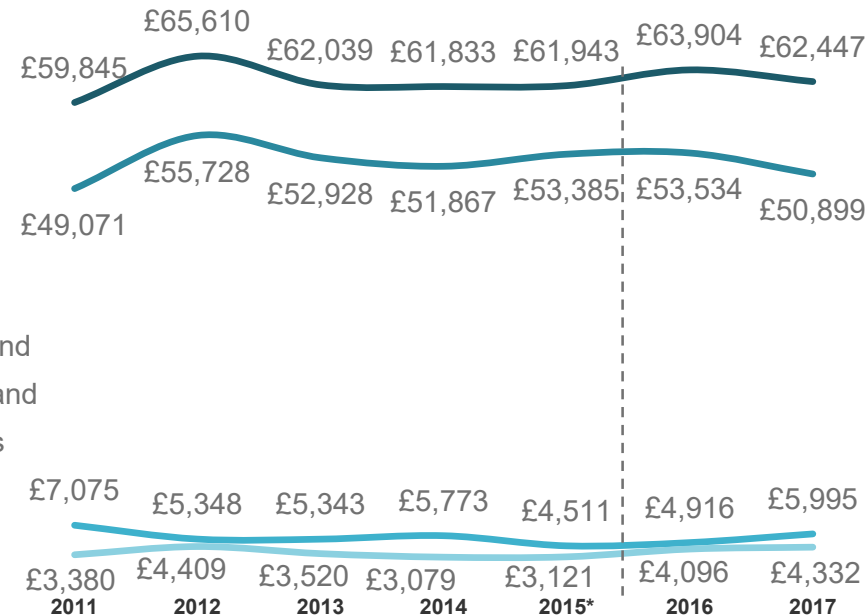


Figure 2.6 expenditure on Tourism Day Visits by year (£ millions) ⓘ

*Note: 2011-2015 estimates are reweighted – see note on page 8



Figures 2.5 and 2.6 illustrate annual variations in visit volumes and expenditure by destination country.

During 2017 the volume of visits in GB and England decreased slightly although remained consistent with previous levels; as was the case for expenditure levels.

In Scotland both the volume of visits and expenditure rose to their highest point since 2012. Wales also saw an increase in expenditure although volume of visits remained stable.

Seasonal distribution

Figure 2.7 2017 volume of Tourism Day Visits by month – all GB residents (millions) 

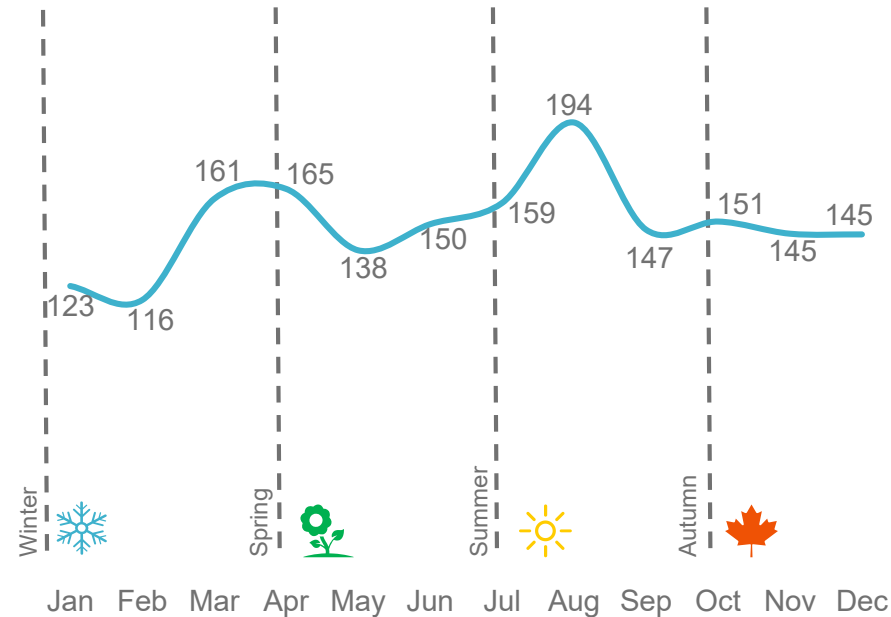
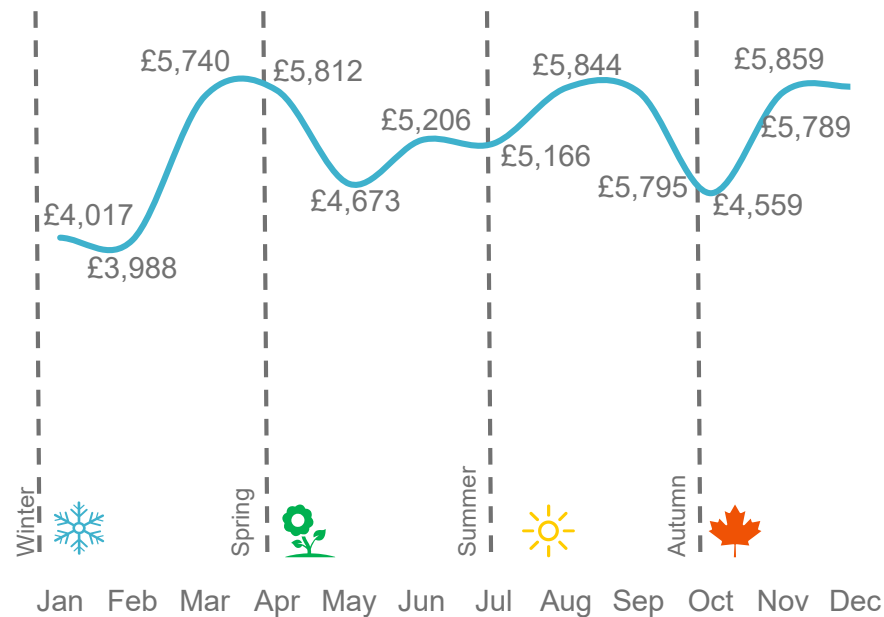


Figure 2.8 2017 expenditure on Tourism Day Visits by month – all GB residents (£ millions) 



Figures 2.7 and 2.8 illustrate seasonal variations in visit volumes and expenditure in Great Britain.

Summer months see the most activity with the largest volume of visits taking place in August (194 million visits), while the first quarter of the year saw the lowest number of visits.

The seasonal variation by total expenditure by month follows a similar pattern as illustrated in Figure 2.8, with August being a key month for spend (£5,844 million), although a notable decrease compared to last year has been seen. Additionally, in contrast to 2016, the highest spend by month was recorded in December (£5,859) as opposed to the summer months.

Expenditures on visits

Figure 2.9 2017 expenditure on tourism day visits by destination country (% of total) 

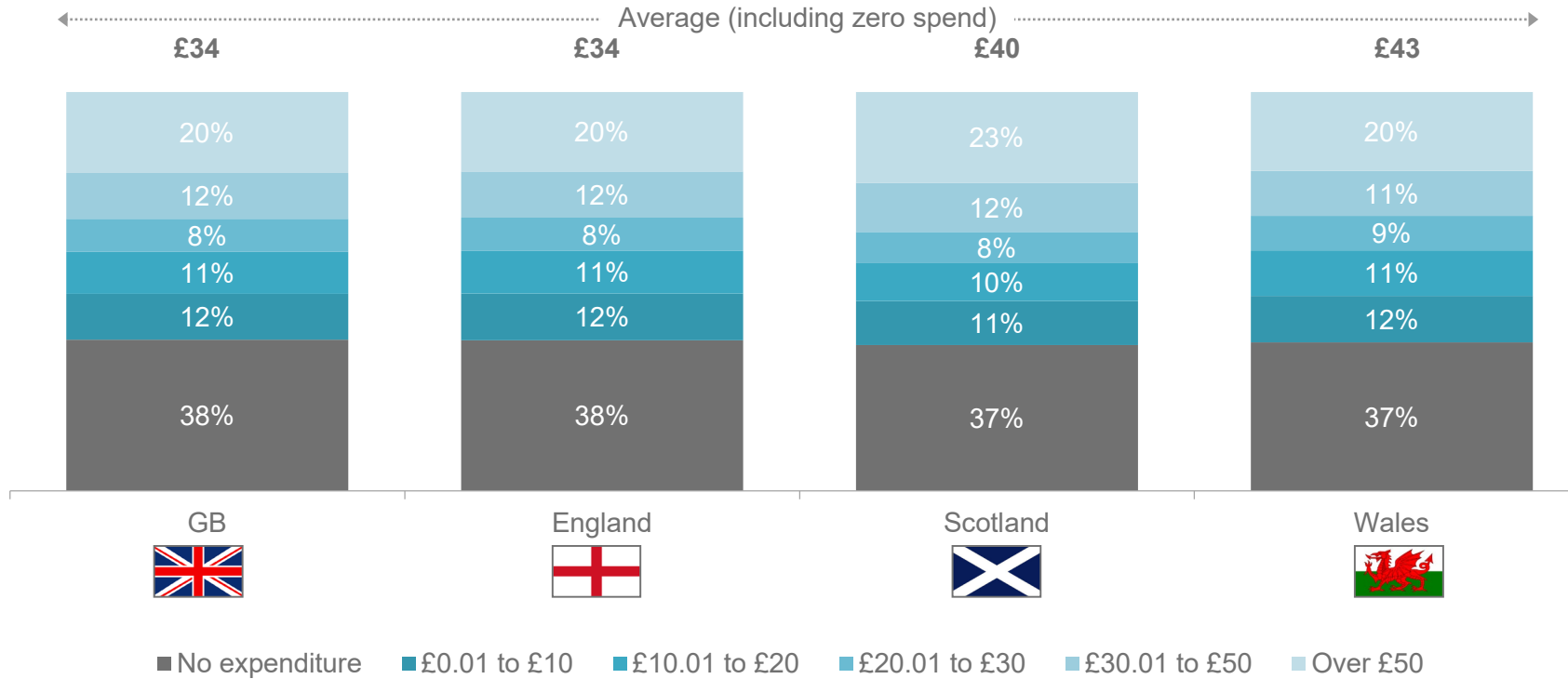


Figure 2.9 illustrates the average expenditure level and its breakdown by destination country.

On average, day visits in Scotland and Wales involved more spend than those taken in England.

Items purchased on visits

Figure 2.10 2017 items spent money on during Tourism Day Visits – all GB residents (% of total visits) 

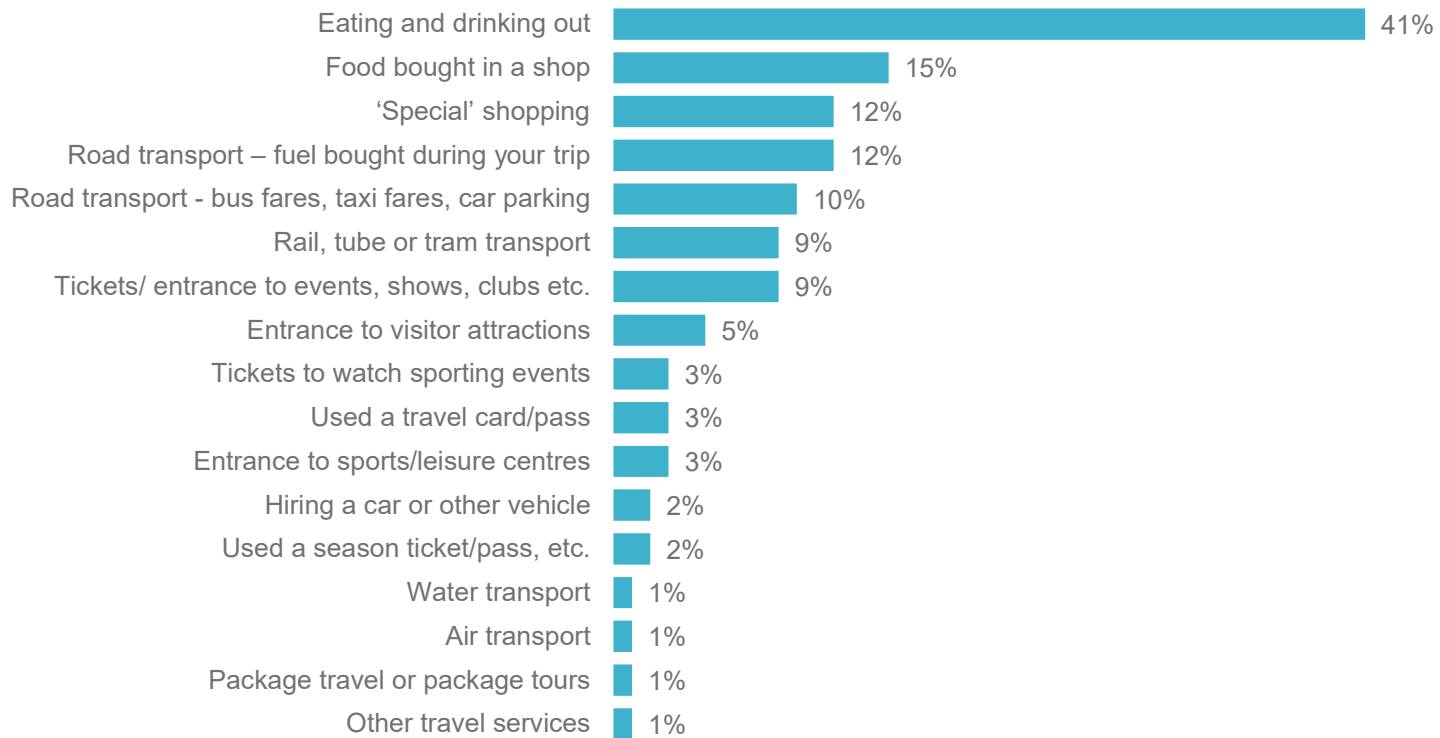


Figure 2.10 illustrates the proportions of tourism day visits that involved expenditure on different items.

By a considerable margin, the items most likely to be purchased related to eating & drinking out in cafes/restaurants (41% of visits overall). Food bought in a shop (15%) was the next most popular item purchased on a day visit, followed closely by 'special' shopping (12%) and road transport (12%).

It should be noted that the survey only recorded expenditure made during the visit so, for example, expenditure on fuel used but not purchased during the visit (and related journey to and from the destination) is not included.

Activities undertaken

Figure 2.11 2017 volume and expenditure of Tourism Day Visits by main activity undertaken – all GB residents (%) 

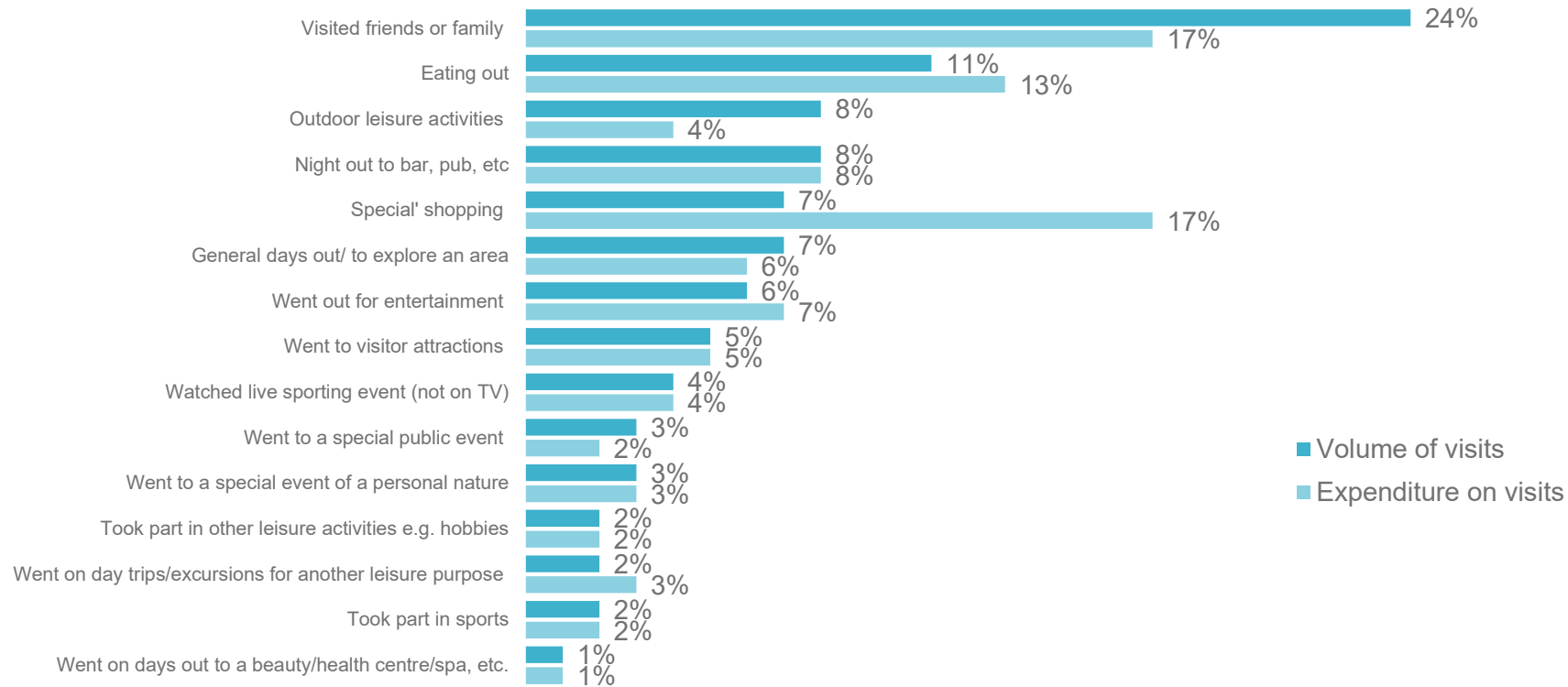


Figure 2.11 details the main activities undertaken on Tourism Day Visits and the related share of expenditure by activity.

The most prominent activity participated in during day trips (in terms of percentage of trips taken) in 2017 was visiting friends or family, which accounted for 24% of trips.

The most prominent activity in terms of related spend was 'special' shopping, which accounted for 17% of all spend generated from 7% of all Tourism Day Visits taken.

Activities undertaken by country (i)

Figure 2.12 (i) 2017 volume of Tourism Day Visits by main activity and destination country – all GB residents (%) 

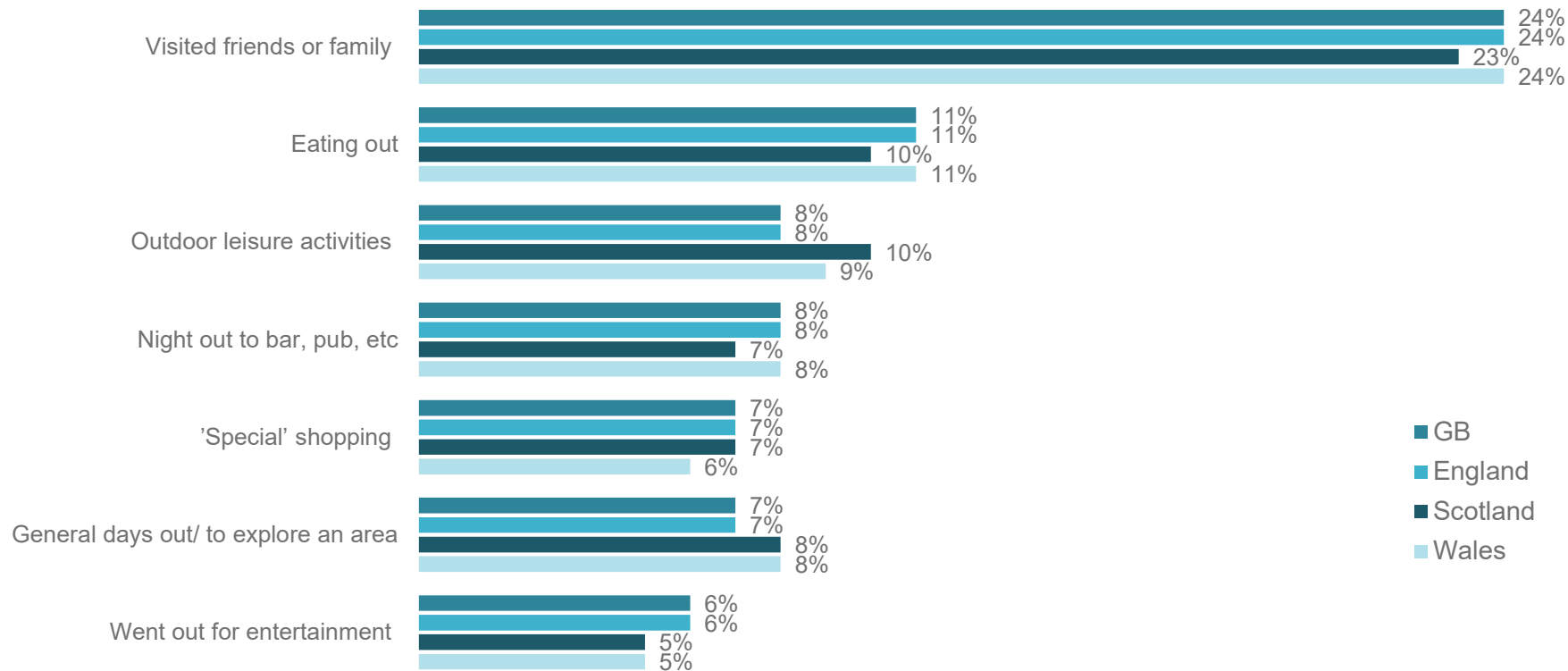


Figure 2.12 (i) illustrates the share of activities undertaken on Tourism Day Visits by destination country (continued on next page).

Tourism Day Visits in Scotland and Wales were more likely than those taken in England to involve outdoor leisure activities or to be described as general days out to explore an area.

Activities undertaken by country (ii)

Figure 2.12 (ii) 2017 volume of Tourism Day Visits by main activity and destination country – all GB residents (%) 

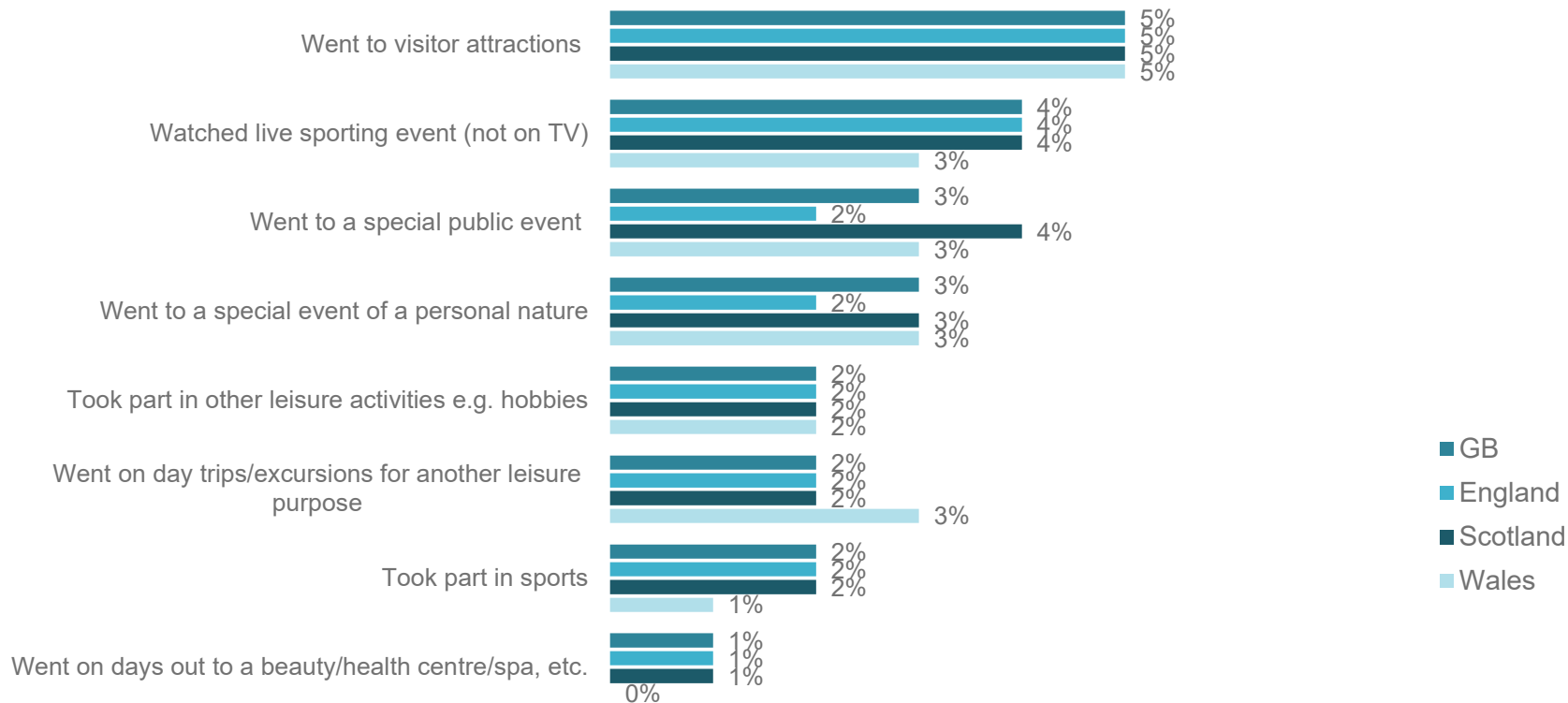


Figure 2.12 (ii) illustrates the share of activities undertaken on Tourism Day Visits by destination country (continued from previous page).

Activities undertaken by destination type (i)

Figure 2.13(i) 2017 volume of Tourism Day Visits by main activity and destination type – all GB residents (%) 

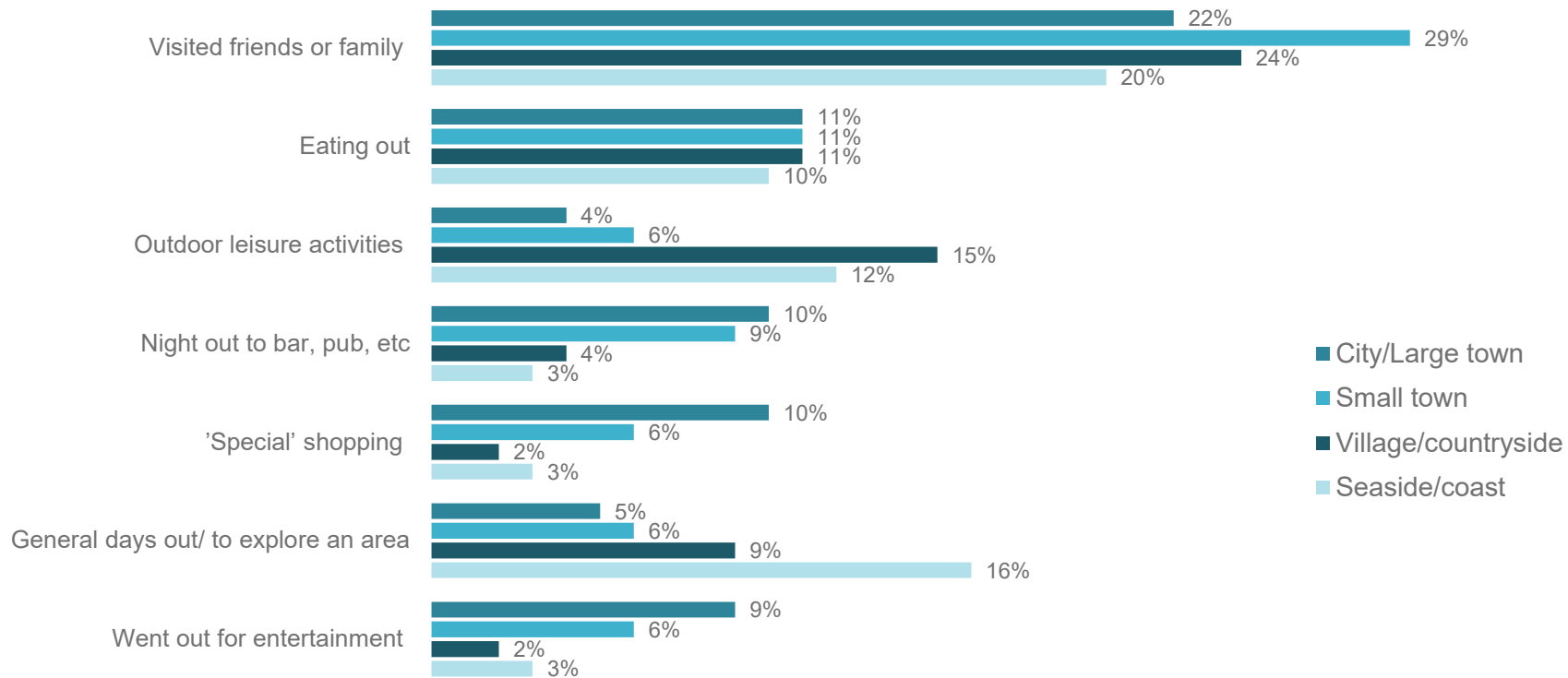


Figure 2.13 (i) illustrates the share of activities undertaken on Tourism Day Visits by destination type in Great Britain (continued on next page).

Tourism Day Visits taken to cities/large towns were more likely to involve special shopping, nights out to bars, entertainment (cinema, concert or theatre), live sport and special events than visits to other destinations.

Tourism Day Visits taken to small towns were more likely to involve visits to family or friends than other destinations types.

Tourism Day Visits to villages / countryside areas were more likely to include outdoor leisure activities and visitor attractions than other destinations.

Tourism Day Visits to seaside locations were more likely to be described as general day trips or excursions.

Activities undertaken by destination type (ii)

Figure 2.13 (ii) 2017 volume of Tourism Day Visits by main activity and destination type – all GB residents (%) 

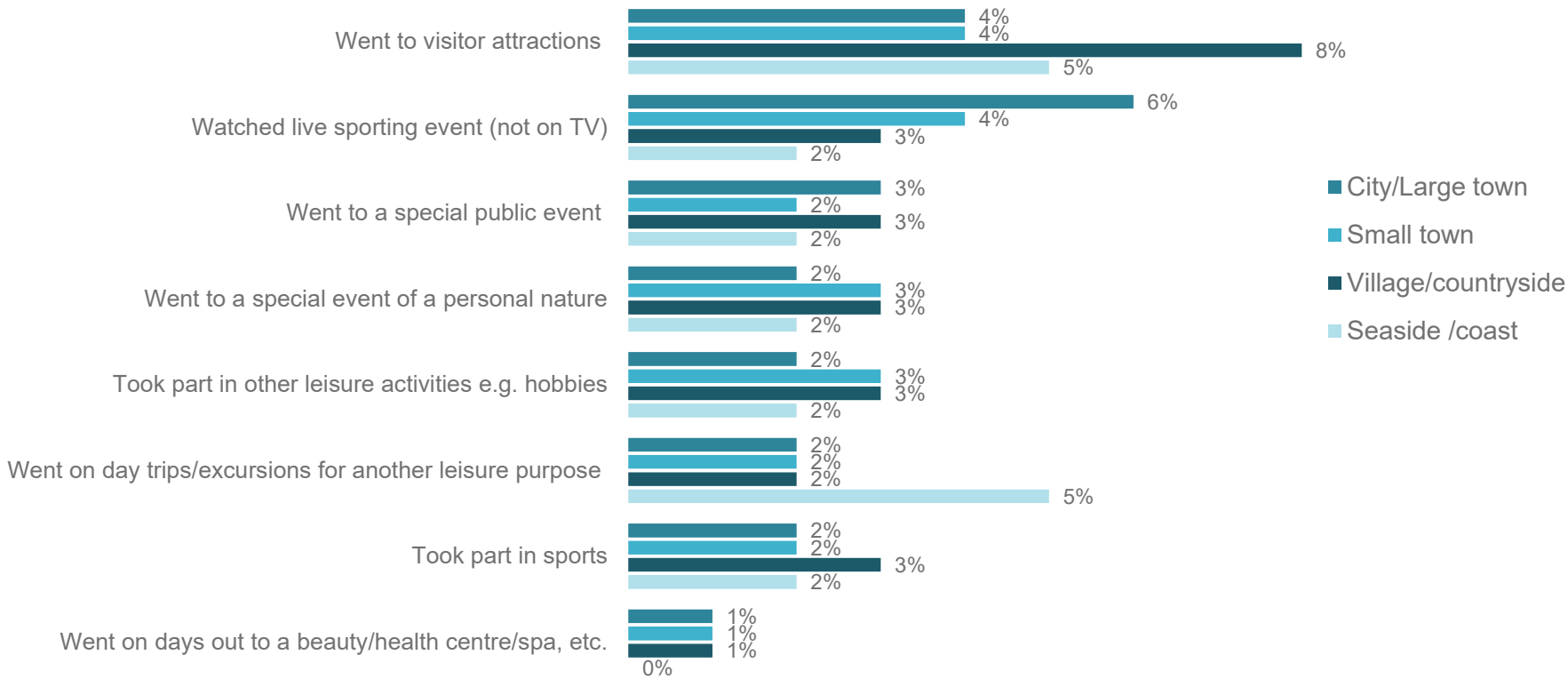


Figure 2.13 (ii) illustrates the share of activities undertaken on Tourism Day Visits by destination type in Great Britain (continued from previous page).

Detailed activities undertaken

Figure 2.14 2017 volume of Tourism Day Visits by detailed activities undertaken as part of visit – all GB residents (%) 

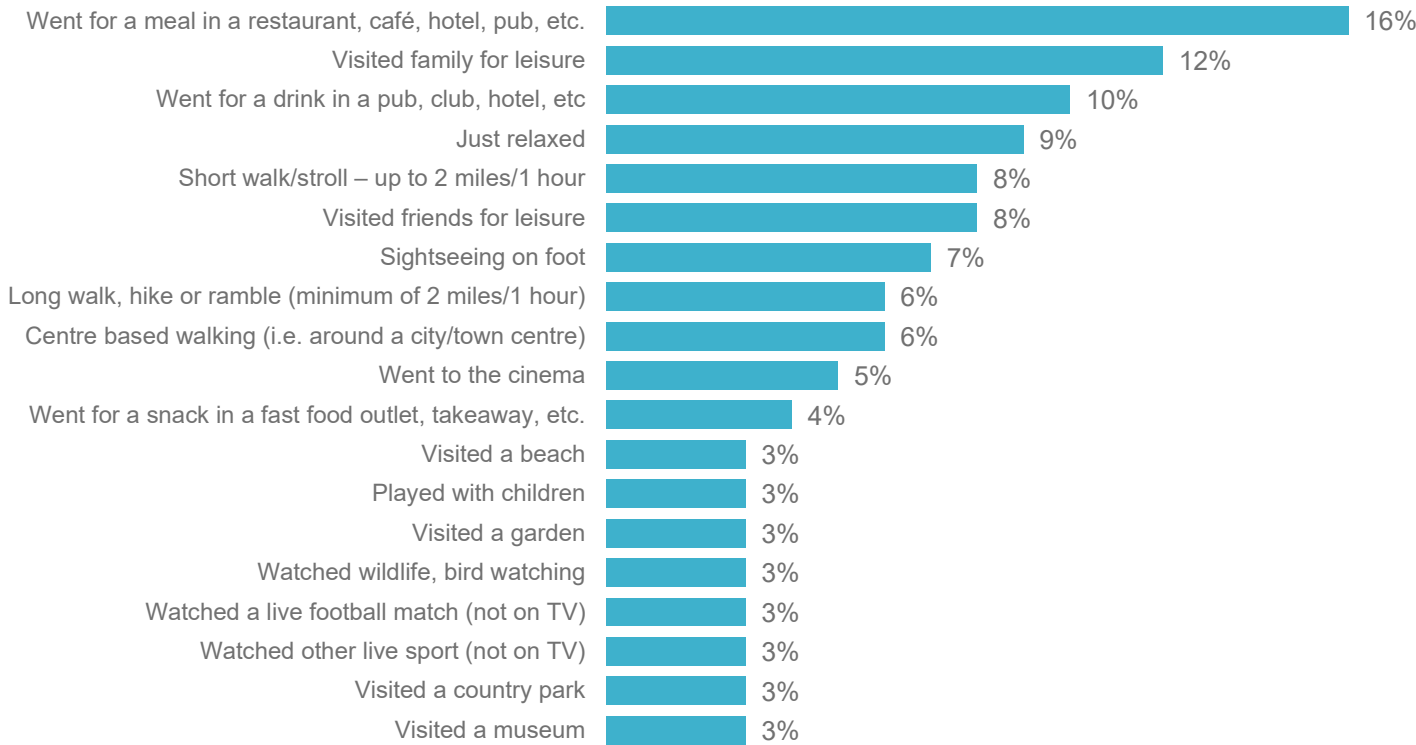


Figure 2.14 illustrates the top 20 most popular activities undertaken during Tourism Day Visits taken by GB residents in 2017 (based on the extensive list of ‘detailed’ activities shown to survey participants).

Of this detailed list of activities, the most frequently undertaken was going for a meal in a restaurant/café/hotel/pub, etc. (included in 16% of all visits).

The next most popular activity was visiting family for leisure visits (12%), followed by having a drink in a pub, club or hotel, etc. (10%).

(Note that the full list of detailed activities is available by clicking on the hyperlink next to the title)

Detailed activities by country

Figure 2.15 2017 volume of Tourism Day Visits by top ten detailed activity by destination country (%) 

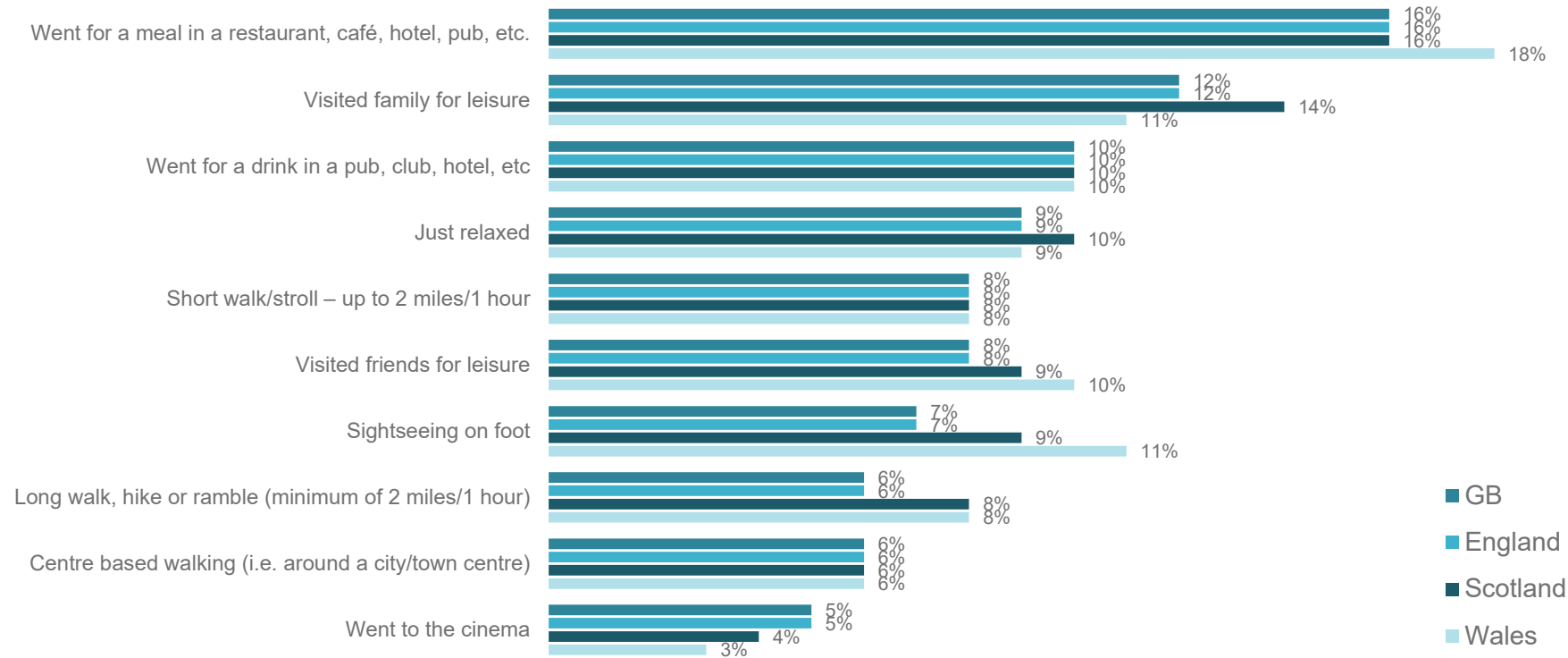


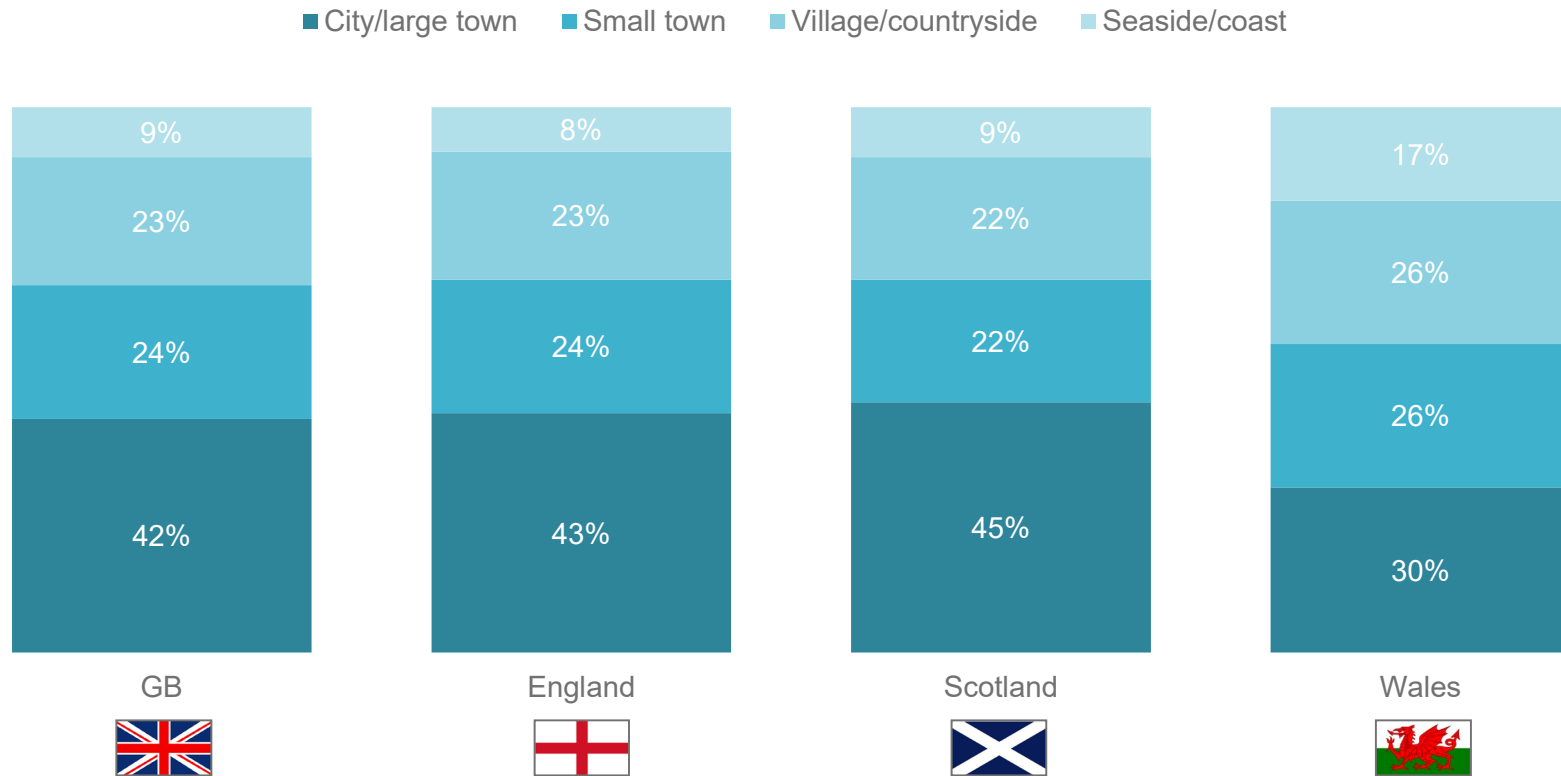
Figure 2.15 details the top ten detailed activities analysed by destination country.

Tourism Day Visits taken in Wales were notably more likely to involve sightseeing on foot (11%) than visits in England (7%) or Scotland (9%).

Tourism Day Visits taken in Scotland were more likely to include visiting family for leisure (14%) than visits in England (12%) or Wales (11%).

Destination type


Figure 2.16 2017 main destination type on Tourism Day Visits by destination country (%) 



The profile of destination types visited on Tourism Day Visits taken in England, Wales & Scotland is shown in Figure 2.16.

There was little difference in the profile of destinations visited in England and Scotland. However, tourism day visits taken in Wales were much more likely to include a visit to the seaside/coast and far less likely to include a trip to a city or large town.

Destination type – changes over time

Figure 2.17 2016-2017 change over time in main destination type on tourism day visits by destination type – all GB residents (% change) 

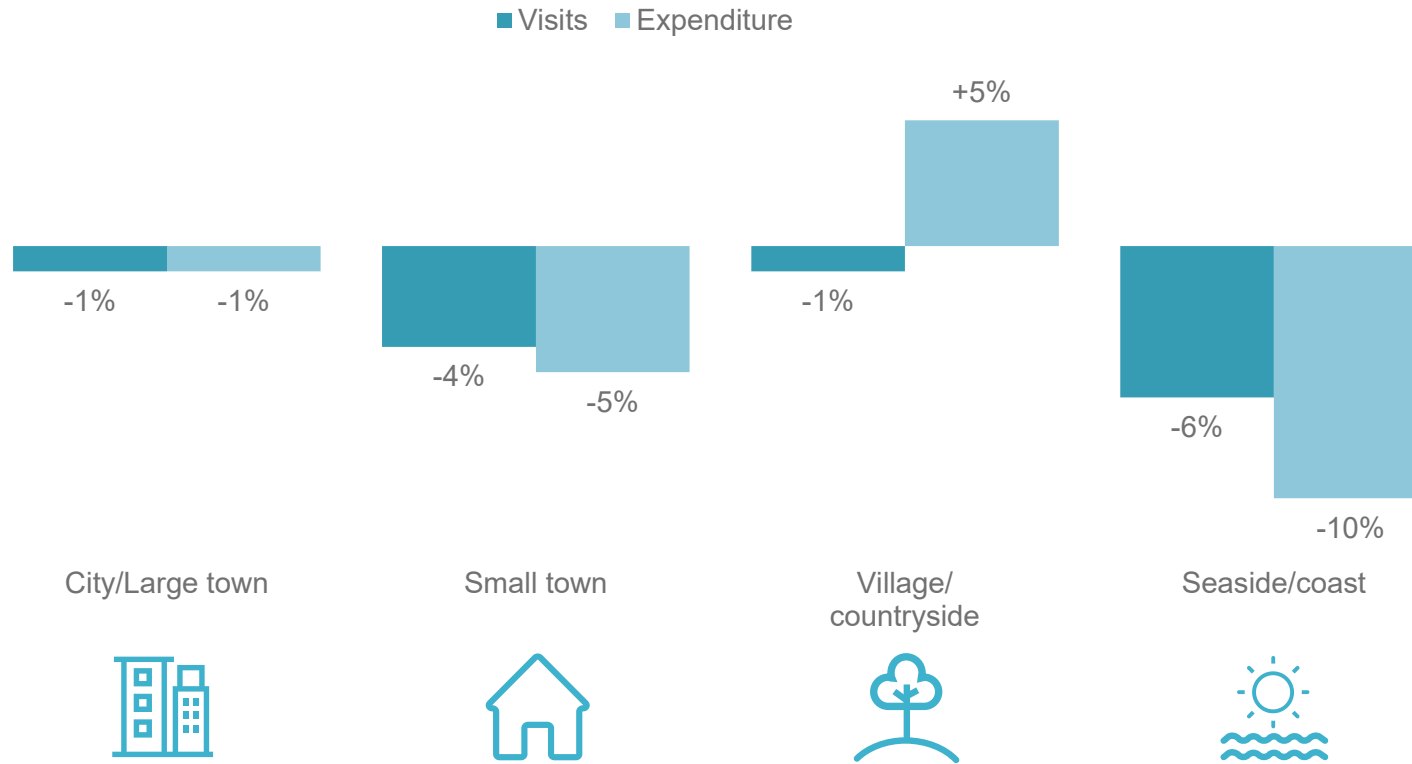


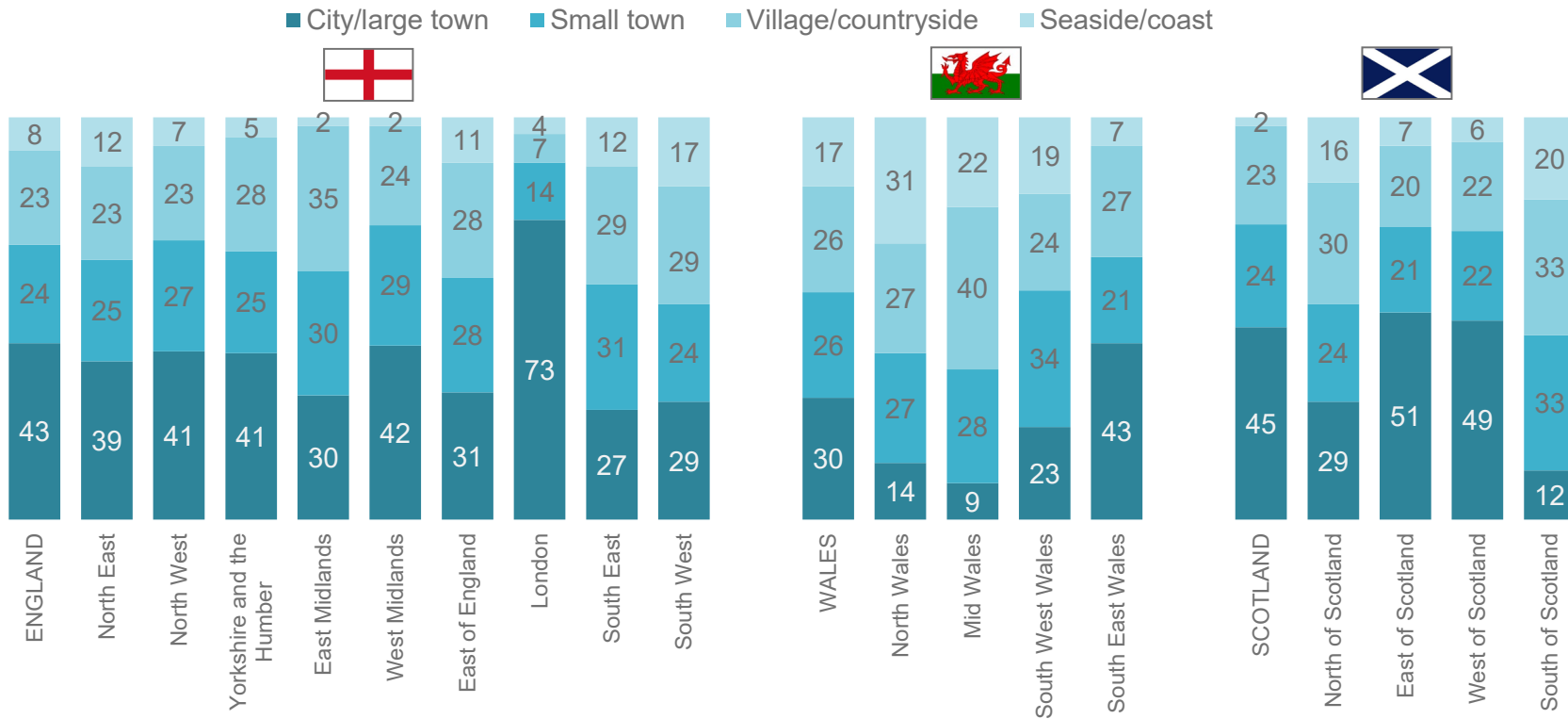
Figure 2.17 illustrates the percentage change in the number of visits and related spend between 2016 and 2017.

There have been notable decreases in the volume of trips to seaside/coast (-6%) and small town (-4%) destinations. Visits to both city/large towns and village/countryside destinations saw much smaller declines (-1%).

Spend has increased for village/countryside (+5%) destinations. However, spend at city/large towns (-1%), small towns (-5%) and seaside/coast (-10%) locations all declined.

Destination type - by region

Figure 2.18 2017 main destination type visited on Tourism Day Visits by region visited (%)



The profile of main destination types on Tourism Day Visits taken in each of the English regions, and Welsh and Scottish areas is shown in Figure 2.18.

As may be expected, the majority of visits taken in London were to city/large town destinations while the pattern across other English regions was fairly consistent. The main differences were the slightly lower proportions visiting cities/large towns in the South East and South West.

In Wales, over a quarter (31%) of visits to the North were to seaside/coastal locations, while a larger proportion (40%) of visits to Mid Wales were village/countryside destinations.

In Scotland, visits to City/Large town locations made up the largest proportion of visits across the East and West (51% and 49% respectively), while visits to the North and South of Scotland were more likely to be classed as a village/ countryside visit (30% and 33% respectively).

Destination type – volume and expenditure of visits

Figure 2.19 2017 volume and expenditure of Tourism Day Visits by main destination type and destination country (£ millions)

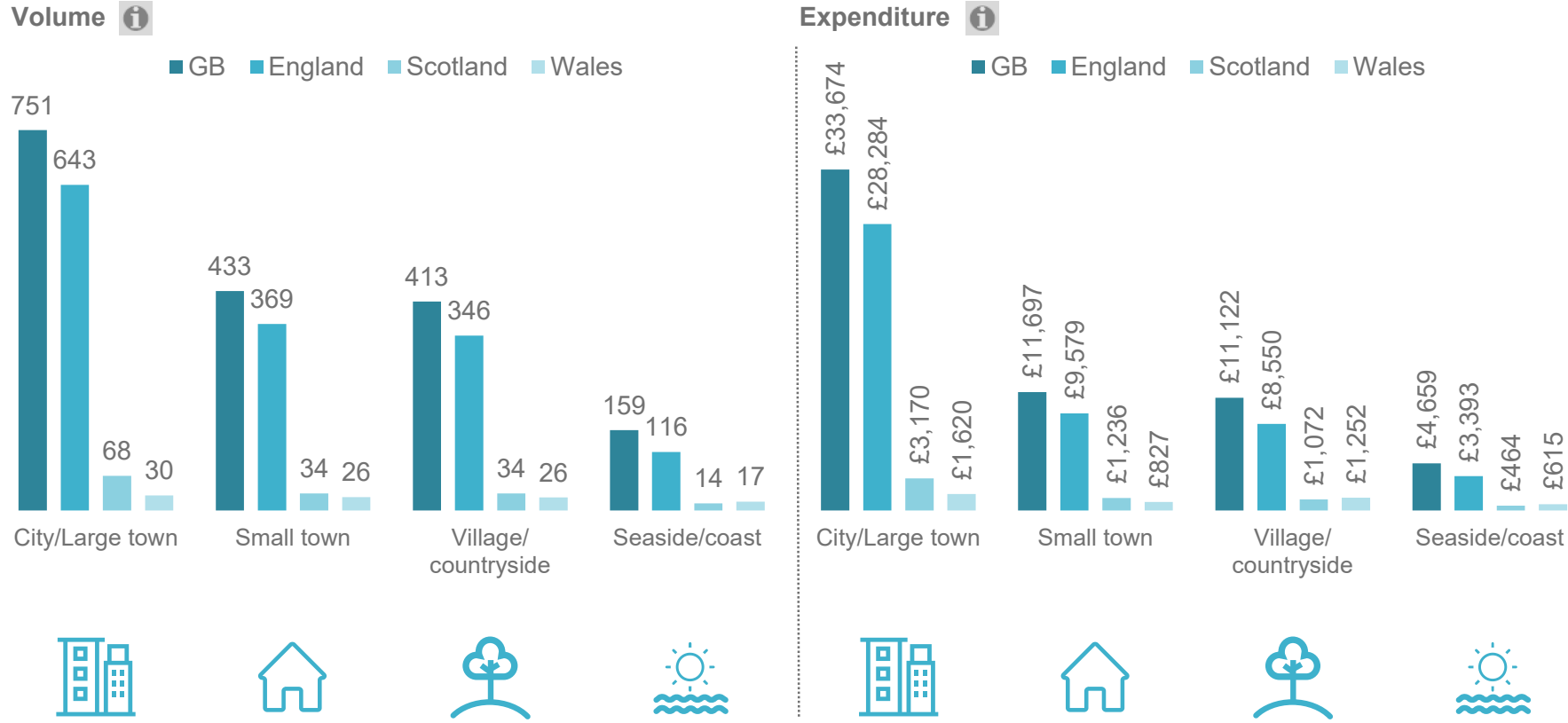


Figure 2.19 shows that by far the largest volume of tourism day visits taken across GB were to city/large town locations, accounting for 751 million visits and £33,674 million in expenditure.

Reflecting lower levels of spend per visit, tourism day visits taken to small towns and village/countryside locations saw a smaller proportion of spend relative to the proportion of visits: small town visits accounted for 433 million visits and £11,697 million spend; village/countryside locations accounted for 413 million visits netting £11,122 million spend; seaside/coast locations accounted for 159 million visits netting £4,659 million spend.

Origin and destination of visits

Figure 2.20 2017 origin of Tourism Day Visit visitors by destination country (%)

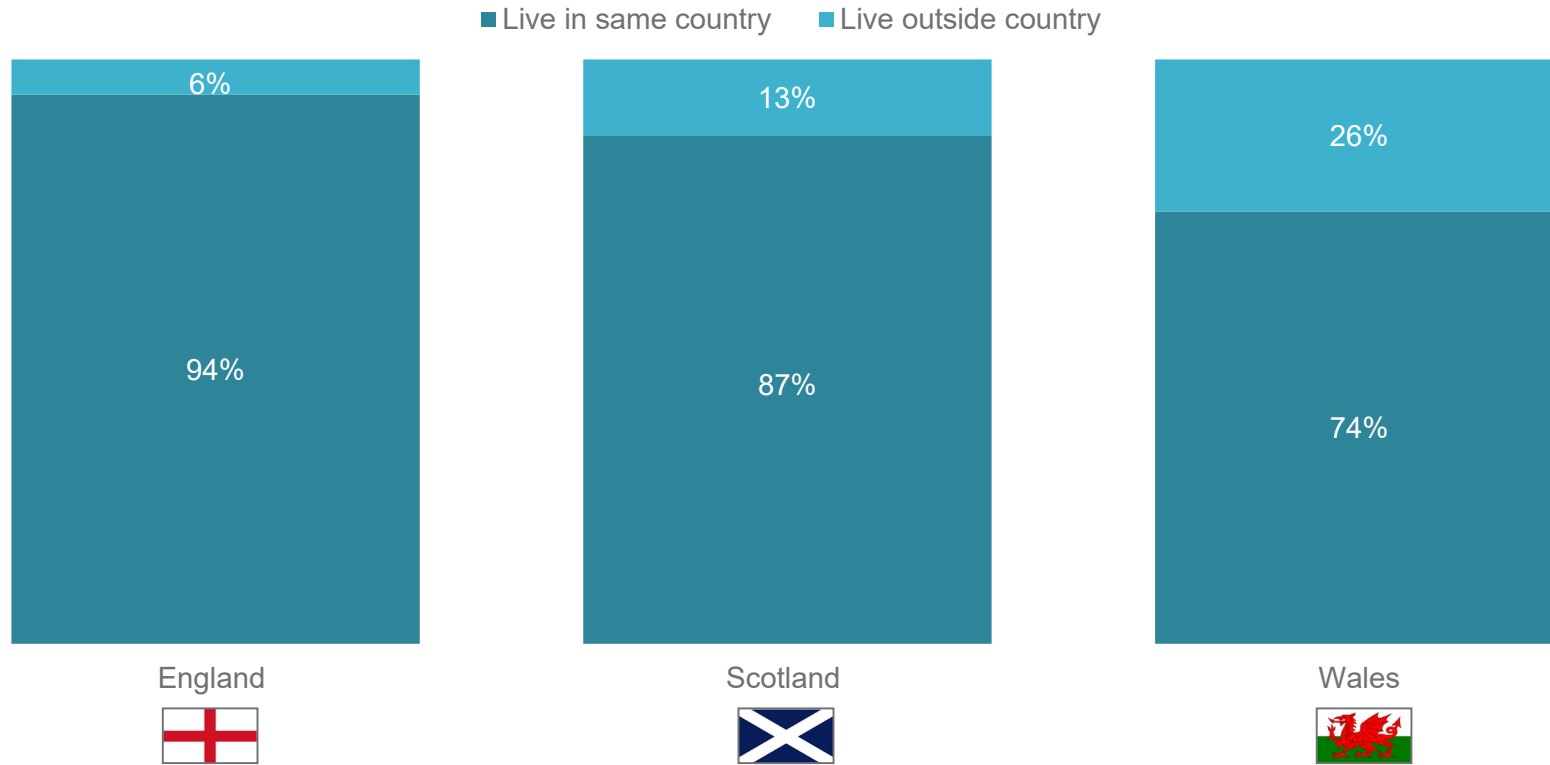


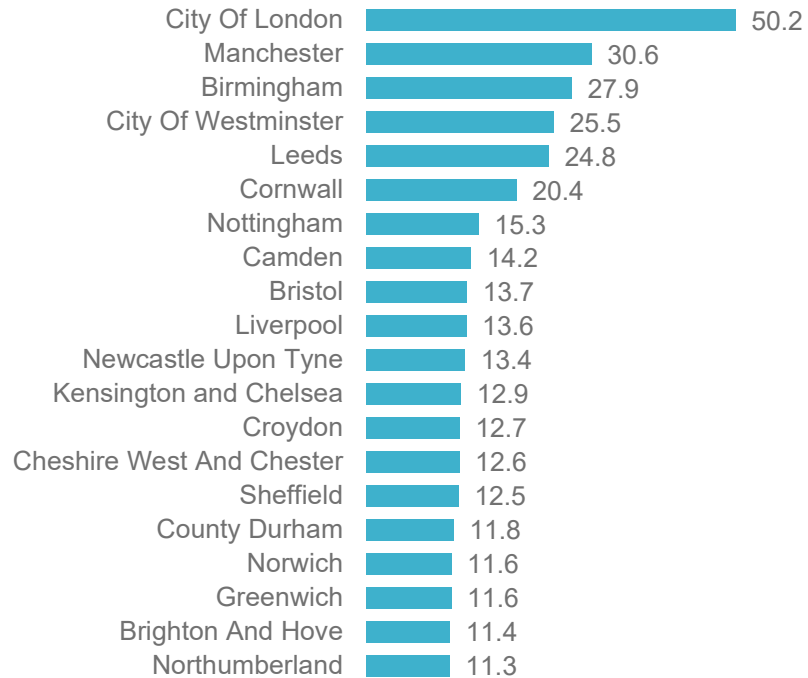
Figure 2.20 demonstrates that, tourism day visits in each individual nation were predominantly taken by those who live there, with the vast majority of English trips taken by its residents (94%).

Scotland and Wales saw higher proportions of visitors from other nations: 13% of visitors to destinations in Scotland and 26% of visitors to destinations in Wales were from elsewhere in GB.

Most visited local authorities in England

Figure 2.21 volume of Tourism Day Visits and expenditure by English local authority: 20 most visited areas: annual averages 2015-2017 (millions)

Volume 



Expenditure 

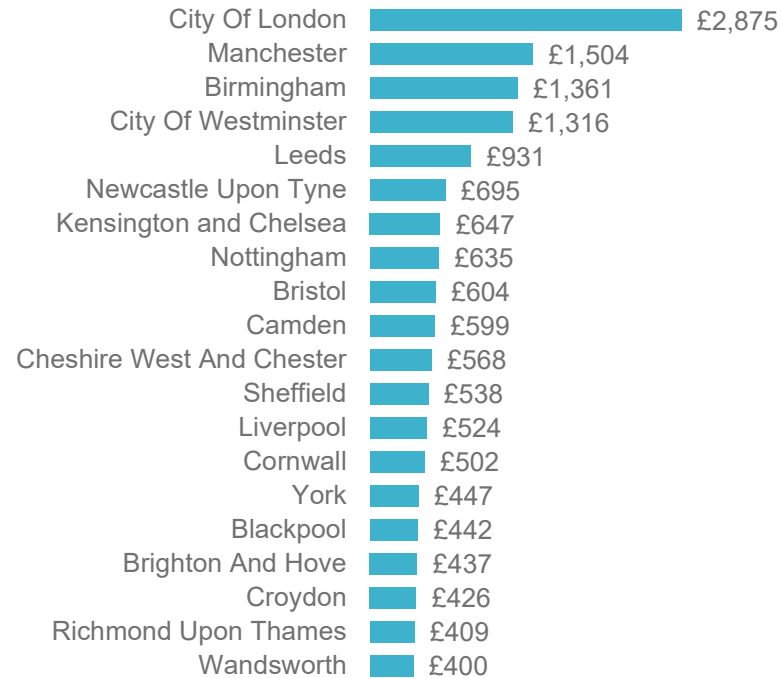
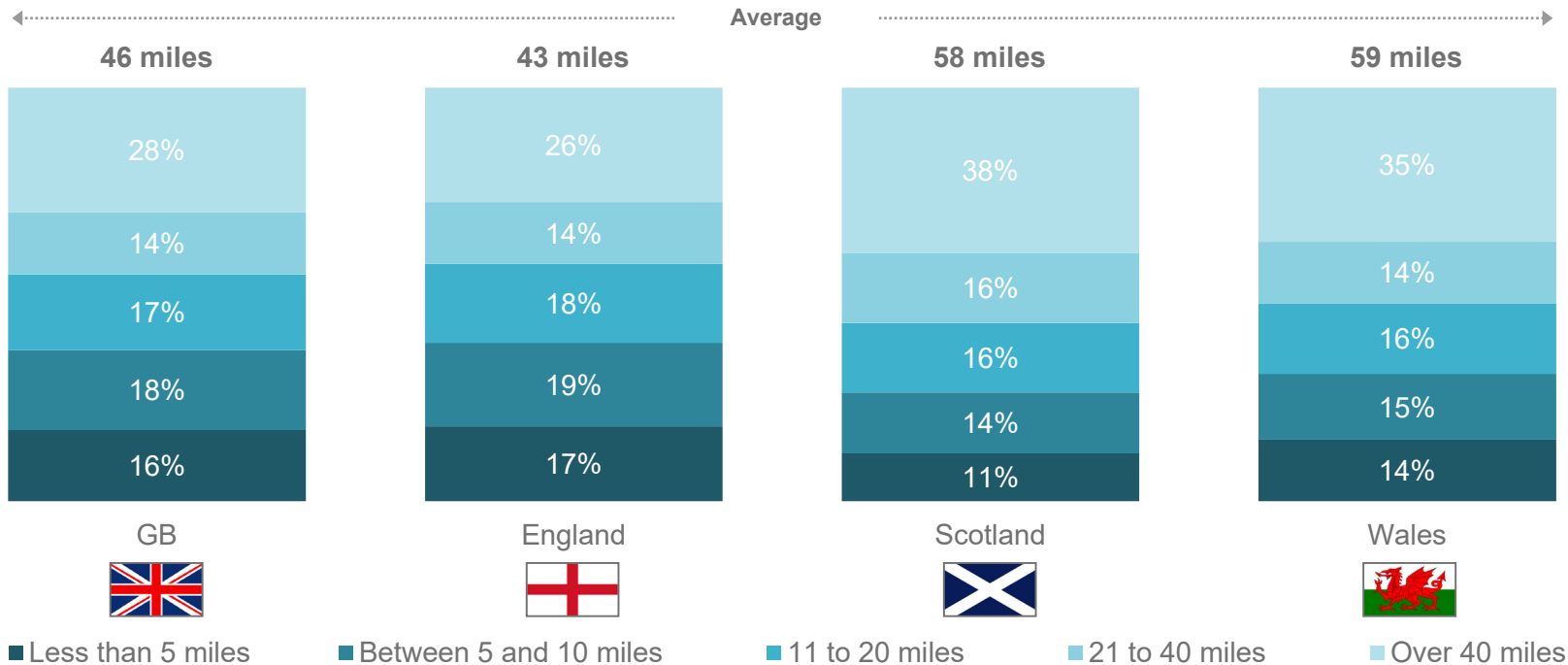


Figure 2.21 shows that, at a Local Authority level (based on three year averages), the most visited areas in England were the City of London (50 million), Manchester (31 million), Birmingham (28 million) and the City of Westminster (26 million).

The City of London (£2,875 million), Manchester (£1,504 million), Birmingham (£1,361) and the City of Westminster (£1,316 million) also contributed the most in terms of expenditure.

Distance travelled

Figure 2.22 2017 claimed distance travelled on Tourism Day Visits by destination country (%) 



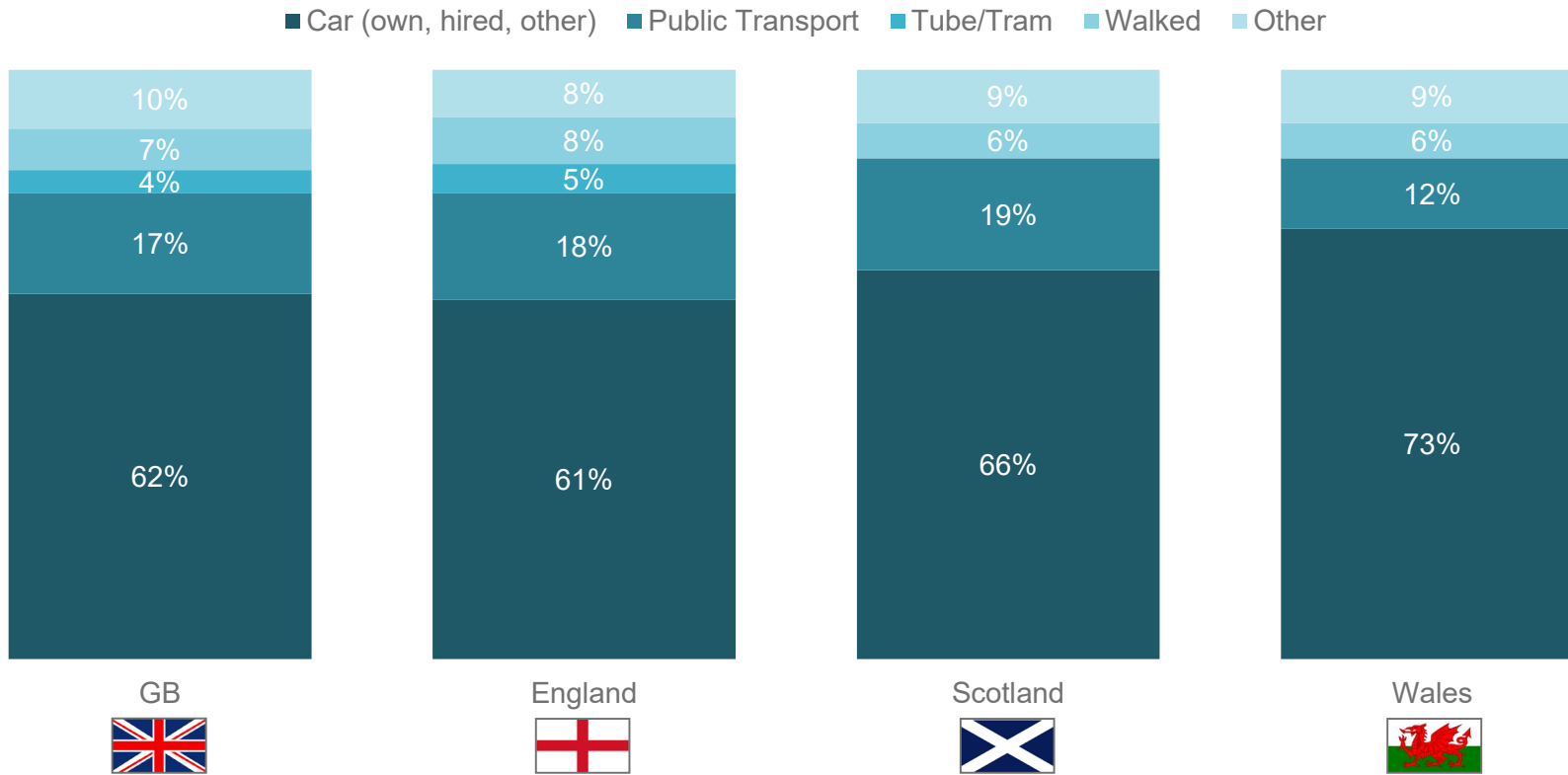
Overall, as shown in Figure 2.22, the average claimed distance travelled on tourism day visits taken by GB residents was 46 miles.

The average distance travelled on day visits was higher in Wales (59 miles) and Scotland (58 miles) than in England (43 miles).

Reflecting these variations, only 26% of all visits taken in England involved a journey of over 40 miles, while this proportion increased to 38% in Scotland and 35% in Wales.

Transport used

Figure 2.23 2017 main mode of transport on Tourism Day Visits by destination country (%)



As illustrated in Figure 2.23, across GB, the majority of travel on day visits was by car, but in Wales the proportion of car vs. public transport was even higher than the average.

Visit duration

Figure 2.24 2017 duration of Tourism Day Visits by destination country (%) 

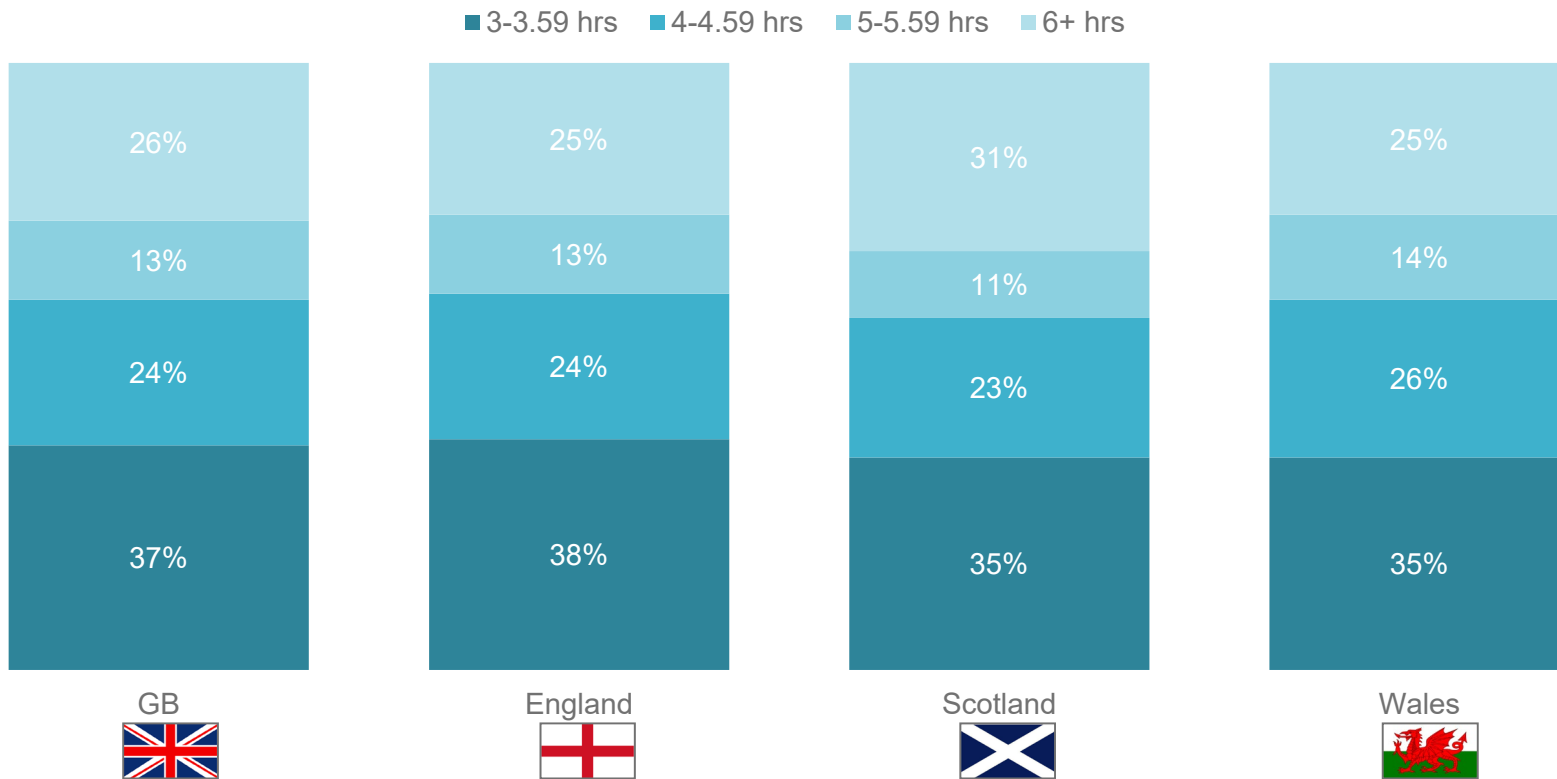


Figure 2.24 demonstrates that nearly two-fifths (37%) of day visits taken to destinations in GB lasted between 3 and 4 hours. Around a quarter of visits lasted between 4 and 5 hours (24%) or 6+ hours (26%), while just over one in twelve (13%) visits were 5 to 6 hours in duration.

Visit duration – by activities undertaken

Figure 2.25 2017 duration of Tourism Day Visits by main activity undertaken – all GB residents (%) 

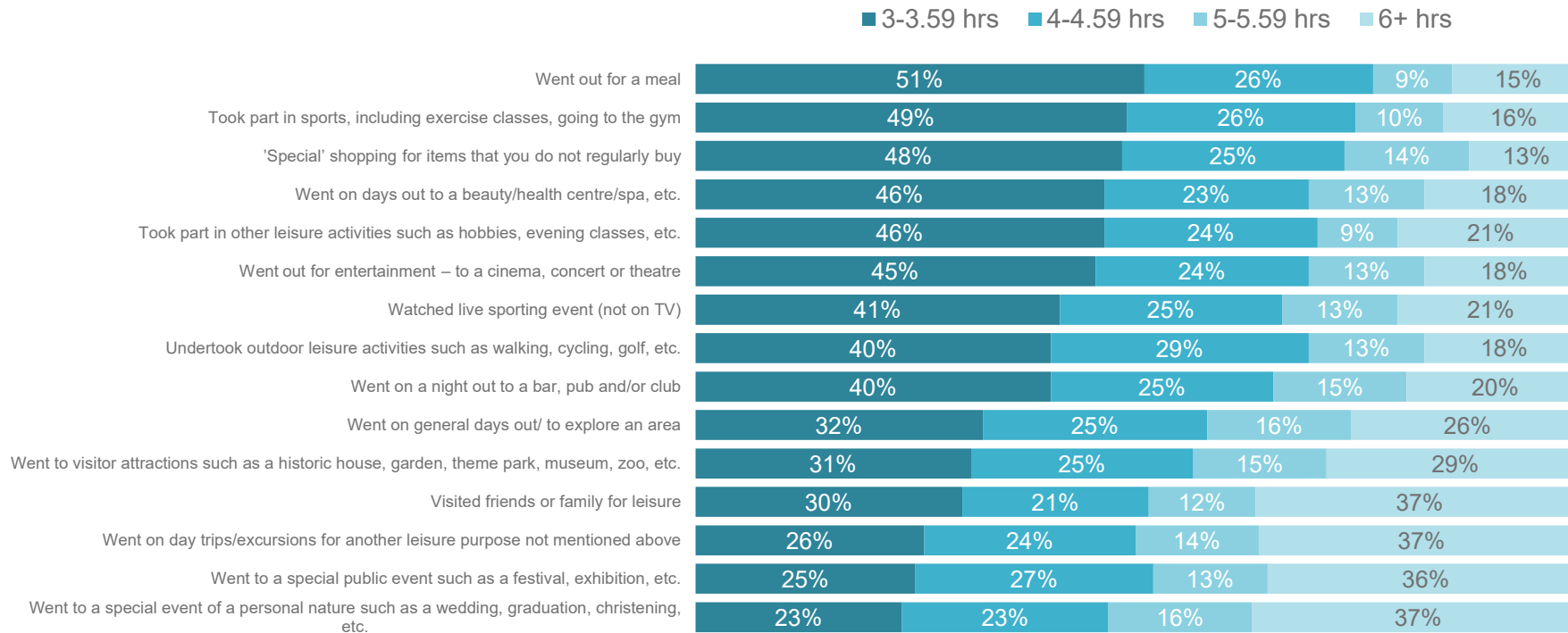


Figure 2.25 illustrates visit durations by activity undertaken. The majority (51%) of visits for which the main activity was going out for a meal lasted between 3 and 4 hours. In contrast, visits for special personal events (37%), day trips (37%) or visits to friends and family (37%) were more likely to last for +6 hours.

Visitor profile

Figure 2.26 2017 Tourism Day Visits taken in last seven days – variations by demographic – all GB residents (%)
One or more visits taken in last seven days

One or more visits taken in last seven days

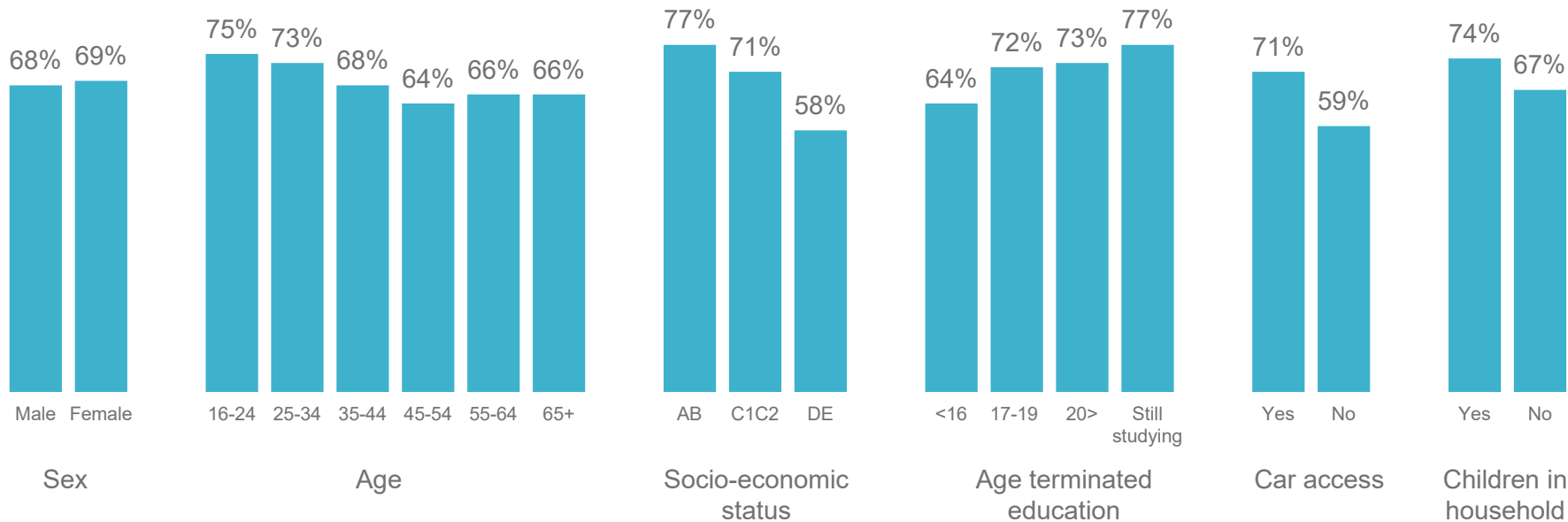


Figure 2.26 illustrates that propensity to take Tourism Day Visits in Great Britain was highest amongst younger age groups, members of the more affluent socio-economic groups, people who stayed in education for longer, people with access to a car and those with children in their household.

Visitor profile

Figure 2.27 2017 age profile of Tourism Day Visit takers by main activity undertaken – all GB residents (%)

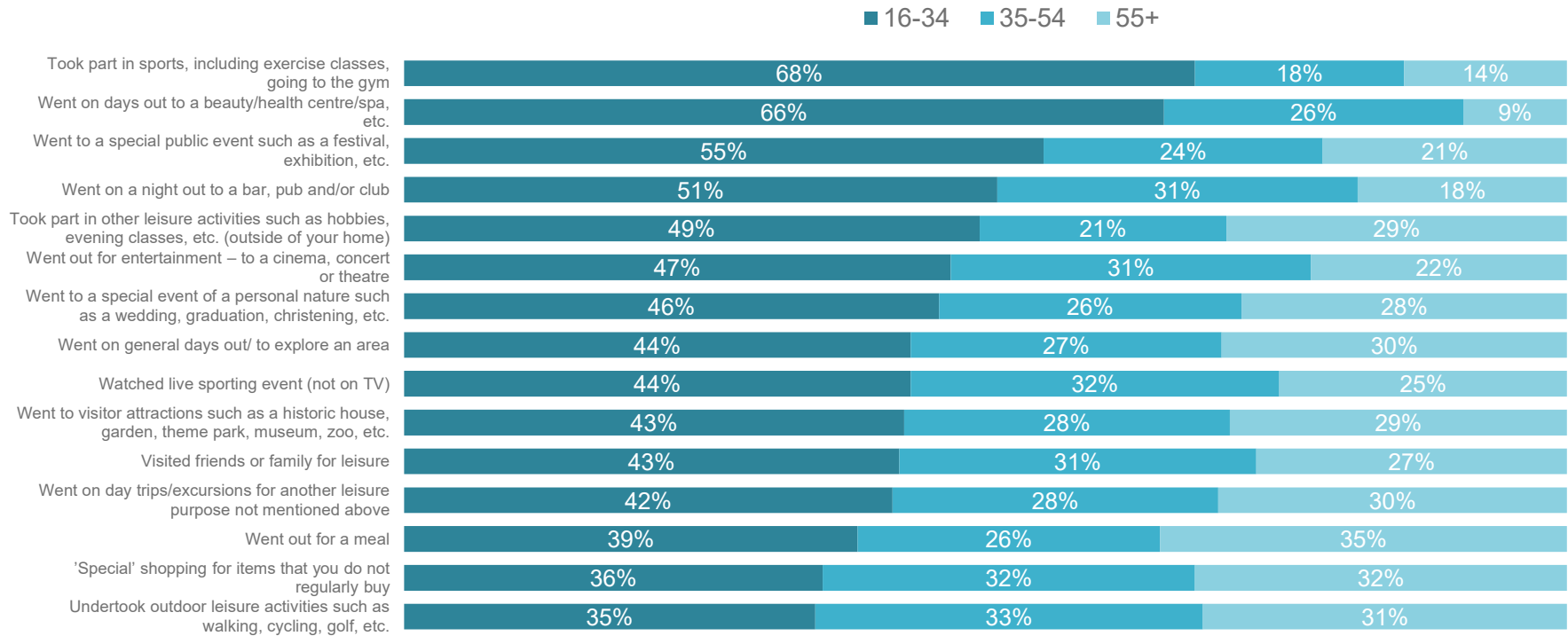


Figure 2.27 shows that day visits in which the main activity was taking part in a sporting activity (68%), going on a day out to spa/ health club (66%), or attending a special public event (55%) were more likely to involve those aged 16 to 34.

Visits which involved outdoor leisure activities were more likely to be taken by people aged 35-54 (33%).

However going out for a meal (35%) was the most common activity undertaken by people aged 55 or over.

Visitor profile

Figure 2.28 2017 socio-economic group profile of Tourism Day Visit takers by main activity undertaken – all GB residents (%)

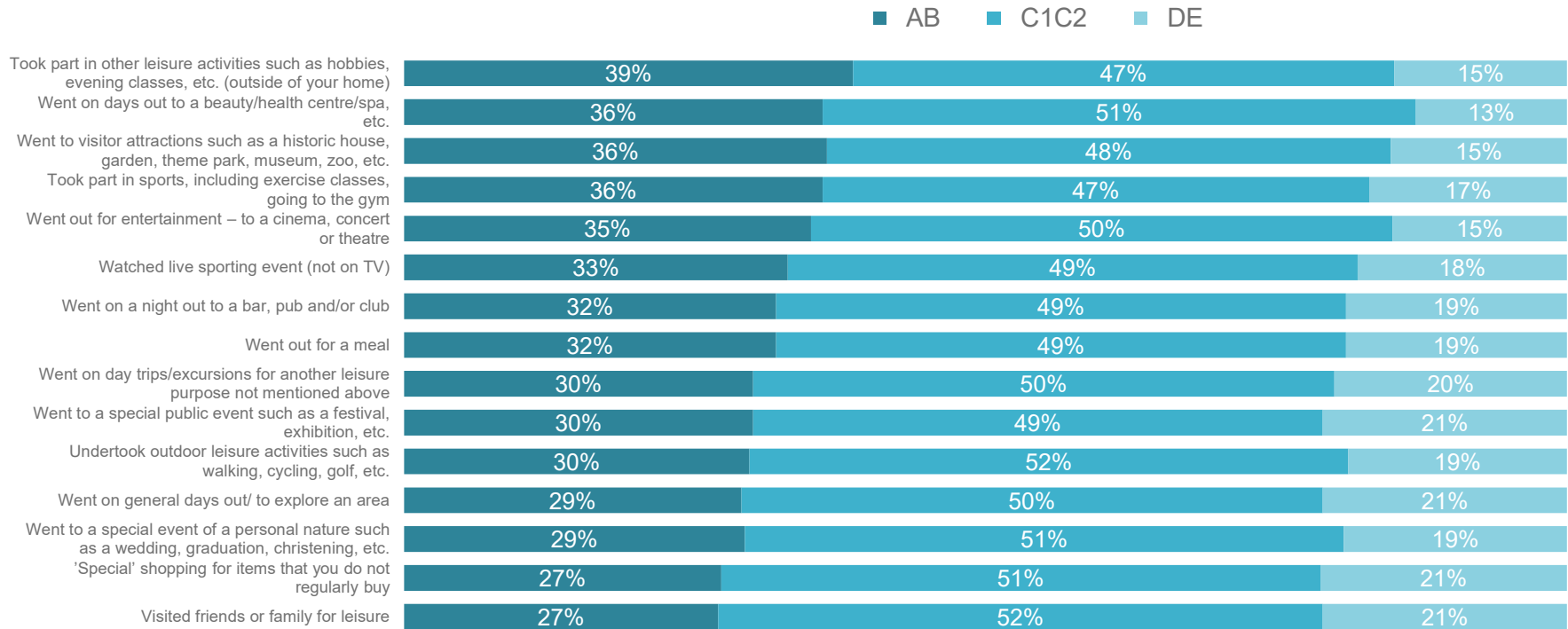


Figure 2.28 demonstrates that, in terms of socio-economic group a higher share of people with a more affluent (AB) background was found amongst those who took part in 'other' leisure activities (39%). Those from the lower socio-economic grouping, DE, were more likely to be present in visits where the main activity was visiting friends or family for leisure, special shopping, general days out or attending a special public event (21%).

Visitor profile

Figure 2.29 2017 presence of children in household amongst Tourism Day Visit takers by main activity undertaken – all GB residents (%)

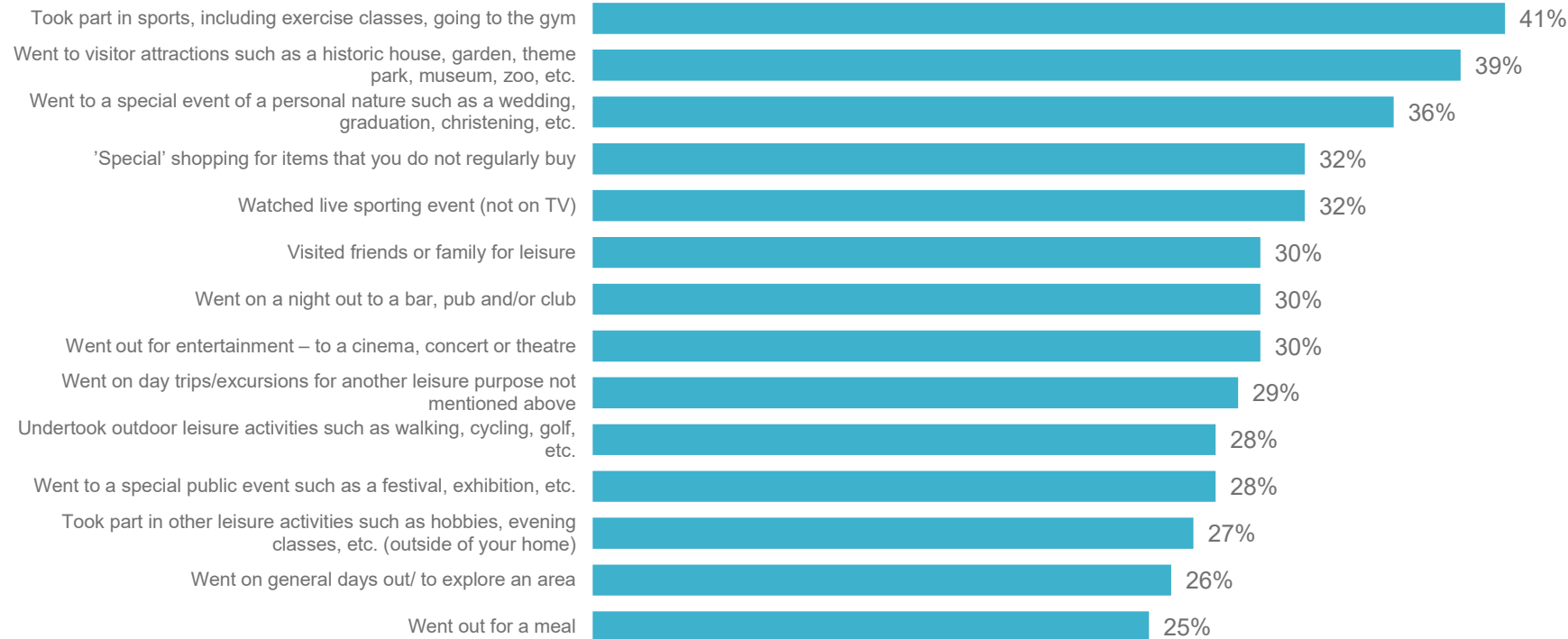


Figure 2.29 illustrates that higher proportions of people with children were seen in visits where the main activities were days out taking part in sports (41%).

In contrast, only a quarter of visits where the main activity was eating out (25%) were taken by people with children.

3. Activities Core to Tourism Visits



Defining Activities Core to Tourism Visits

Activities Core to Tourism Visits represent the subset of the Tourism Day Visits where the main activity undertaken was one of those present in the table below (*note that 'entertainment' visits solely including cinema attendance are **not** included as a core tourism activity).

Activities Core to Tourism

Going out for entertainment – to a cinema, concert or theatre*

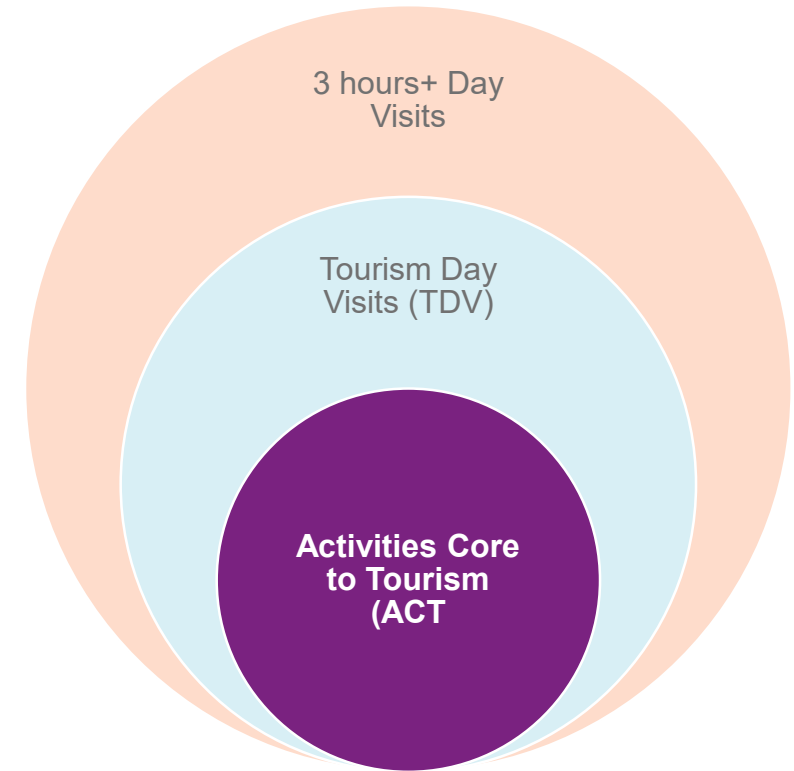
Undertaking outdoor leisure activities such as walking, cycling, golf, etc.

Watching live sporting events (not on TV)

Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.

Going to special public event such as a festival, exhibition, etc.

Going on general days out/to explore an area



Activities Core to Tourism Visits – summary of key findings

This section describes the volume, expenditure and characteristics of activities core to tourism visits taken by GB residents during 2017.



Volume and expenditure of visits

- During 2017, GB residents took a total of 540 million activities core to tourism (ACT) visits to destinations in England, Scotland or Wales; and around £16.2 billion was spent during these trips.



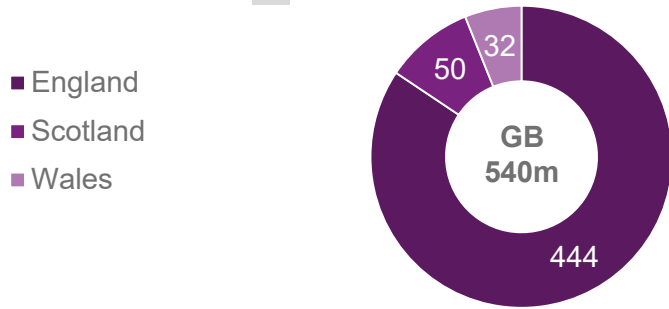
Geographic distribution of visits

- England saw the highest number of visits (444 million visits or 82% of the total) while 9% of visits (50 million) were taken to Scottish destinations and 6% to places in Wales (32 million).
- London had the greatest share of visits amongst the English regions (84 million visits) where the total expenditure of ACT visits during 2016 was around £3.2 billion.
- In Scotland the largest volume of ACT visits were taken to destinations in the East (14 million).
- In Wales the largest volume of ACT visits were taken in the South East (10 million).

Geographical distribution

Figure 3.1 2017 volume of ACT visits and expenditure by destination

Visits (millions)



Expenditure (£millions)

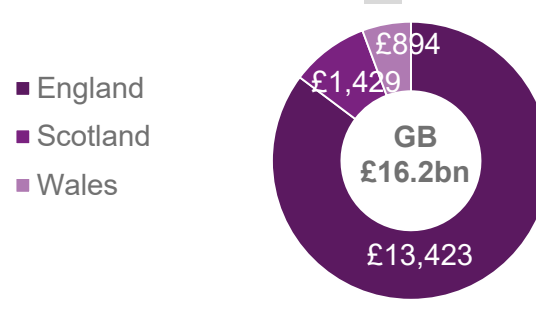


Figure 3.2 2016-2017 Change over time in headline volume and expenditure of Tourism Day Visits (% change)

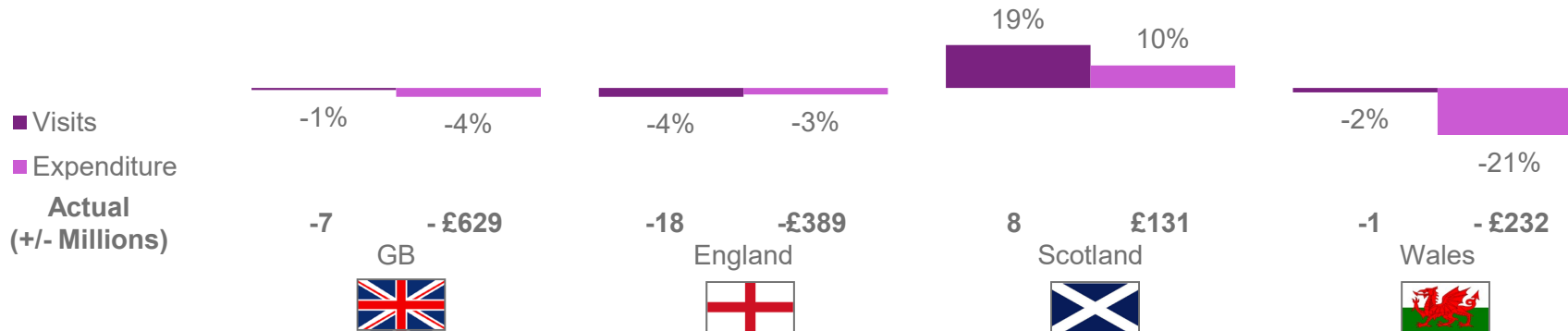


Figure 3.1 illustrates the volume and expenditure of visits in Great Britain involving activities core to tourism (ACT visits) taken during 2017.

In total 540 million ACT visits were taken by Great Britain residents during 2017 (30% of all Tourism Day Visits).

Reflecting the population distribution the vast majority of ACT visits were taken in England (82% or approximately 444 million visits) while 9% (50 million) were taken in Scotland and 6% (32 million) in Wales.

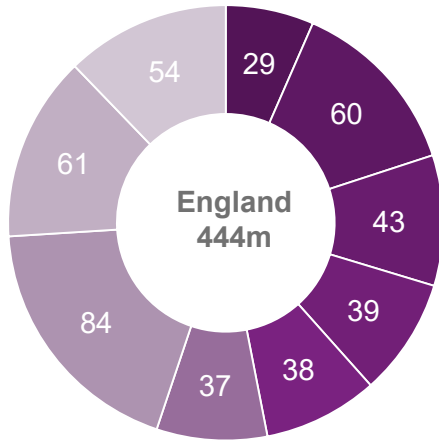
ACT visits accounted for a total expenditure of £16.2 billion, with the contribution by country as follows: England: £13,423 million; Scotland £1,429 million; Wales: £894 million.

Geographical distribution (England)

Figure 3.3 2017 volume of ACT visits and expenditure by destination

Visits (millions) 

- North East England
- North West England
- Yorkshire and the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East England
- South West England



Expenditure (£millions) 

- North East England
- North West England
- Yorkshire and the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East England
- South West England

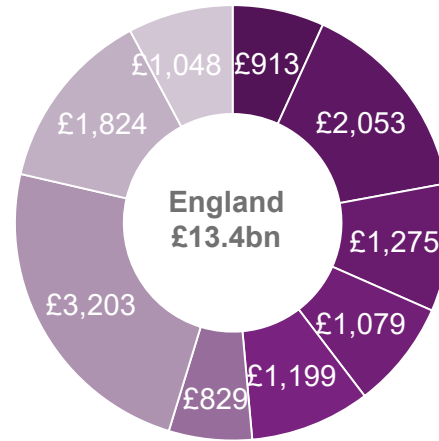


Figure 3.3 illustrates the regional distribution of ACT visits and associated spend within England.

19% of ACT visits (84 million) taken in England had a destination in London with £3,203 million spend taking place on these visits.

In contrast the English region with the lowest volume of ACT visits was the North East, the destination for an estimated 29 million visits which generated around £913 million in expenditure.

Annual trends

Figure 3.4 volume of ACT visits by year (millions)

*Note: 2011-2015 estimates are reweighted – see note on page 8

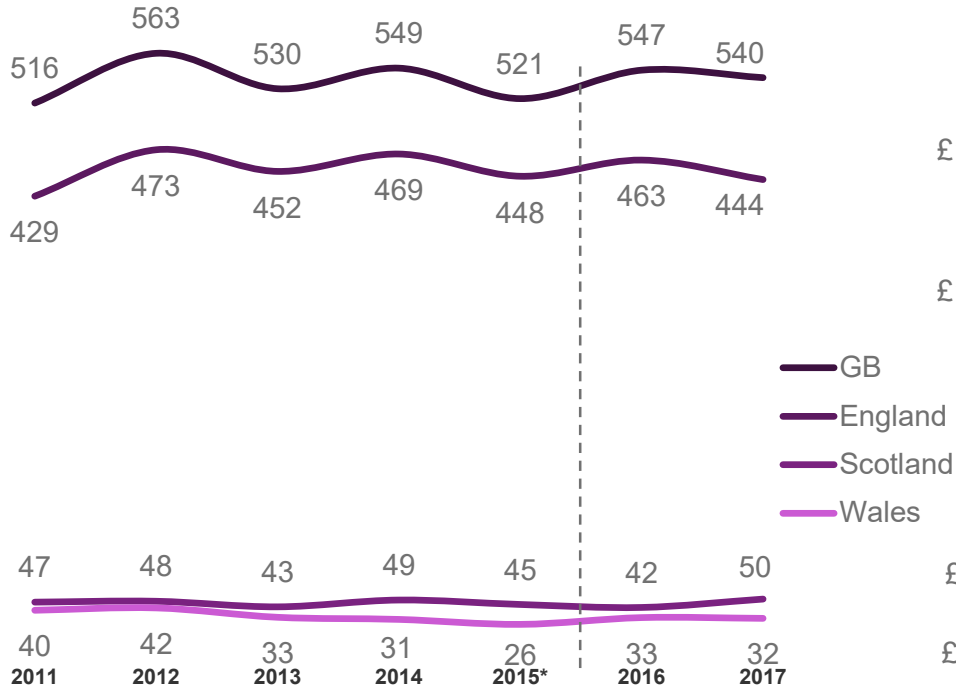
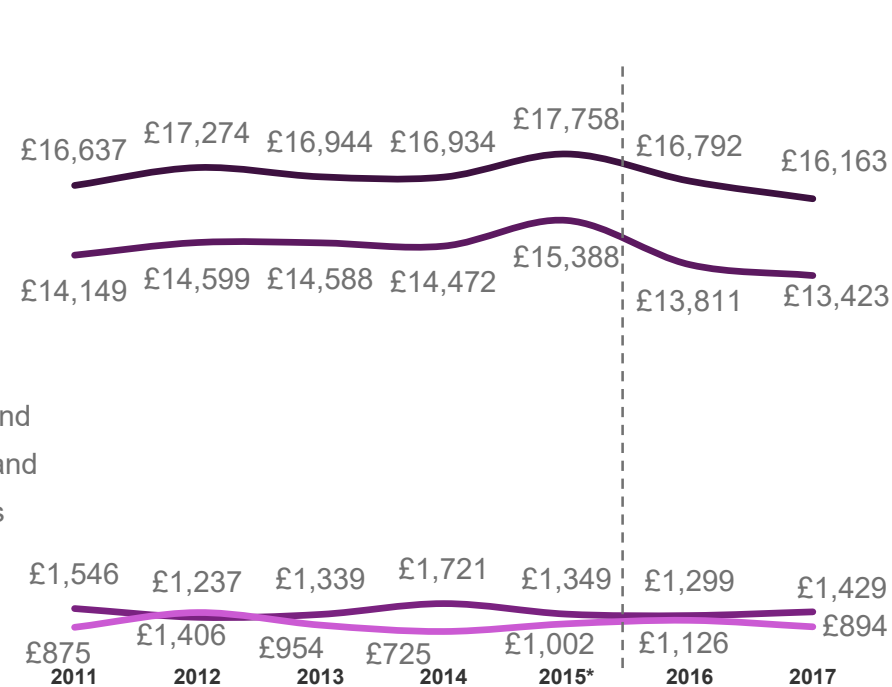


Figure 3.5 expenditure on Act visits by year (£ millions)

*Note: 2011-2015 estimates are reweighted – see note on page 8



Figures 3.4 and 3.5 illustrate annual variations in visit volumes and expenditure by destination country.

During 2017 the volume of visits in GB and England saw slight declines compared to 2016, as did expenditure levels, which continues the downward trend emerging since 2015.

Seasonal distribution

Figure 3.6 2017 volume of ACT visits by month – all GB residents (millions) 

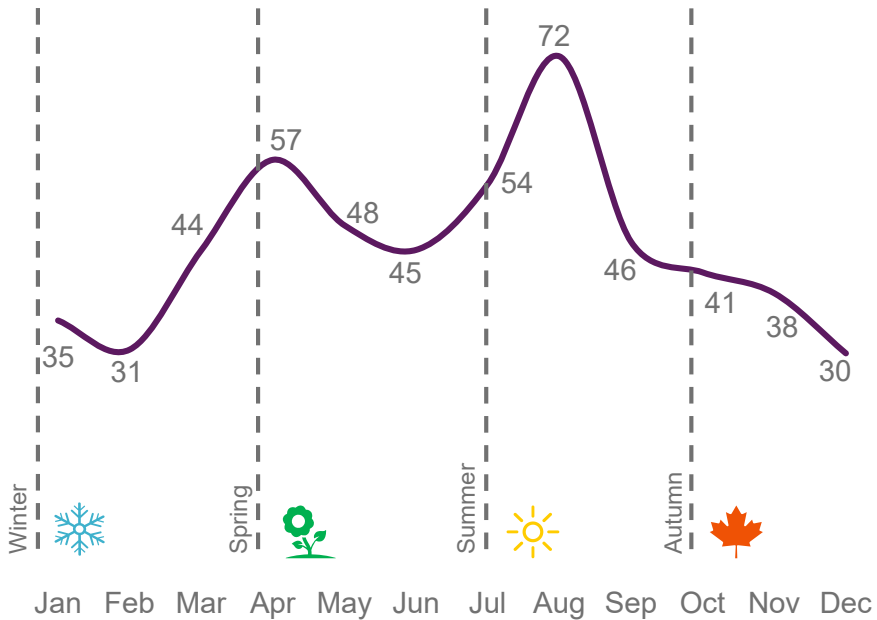
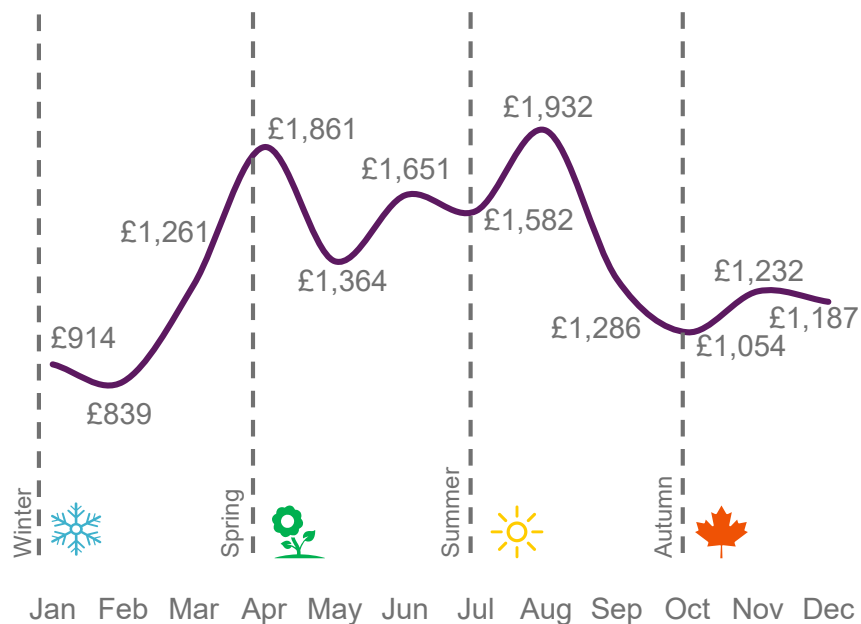


Figure 3.7 2017 expenditure on ACT visits by month – all GB residents (£ millions) 



Figures 3.6 and 3.7 illustrate seasonal variations in ACT visit volumes and expenditure in Great Britain.

August recorded by far the most visits (72 million visits), while the lowest number of visits (30 million) took place in December.

The seasonal variation of expenditure followed a similar pattern with the greatest monthly expenditure also taking place during August (£1,932 million).

Expenditures on visits

Figure 3.8 2017 expenditure on ACT visits by destination country (% of total)

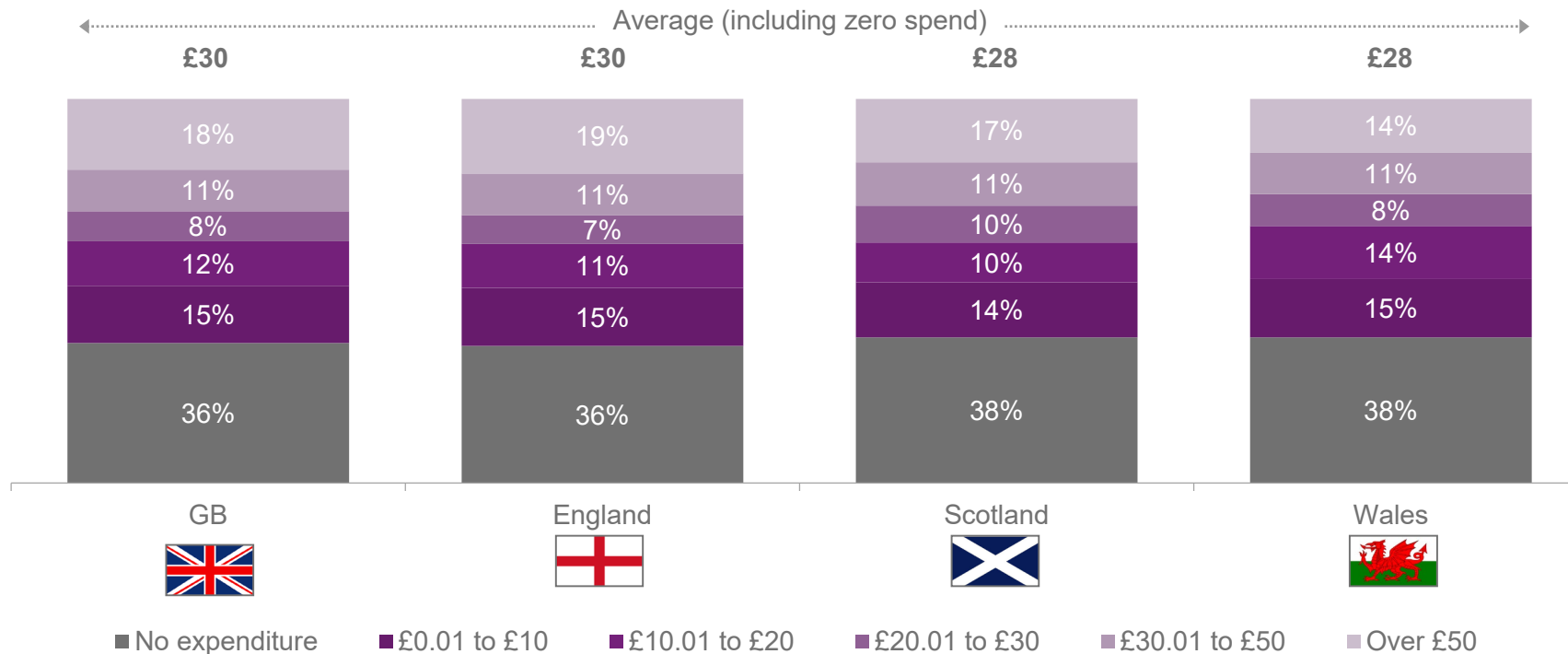


Figure 3.8 illustrates the average expenditure level and its breakdown by destination country.

On average, ACTs taken in England involved slightly more spend than those taken in Scotland and Wales.

Activities undertaken

Figure 3.9 2017 volume and expenditure of ACT visits by main activity undertaken – all GB residents (%) 

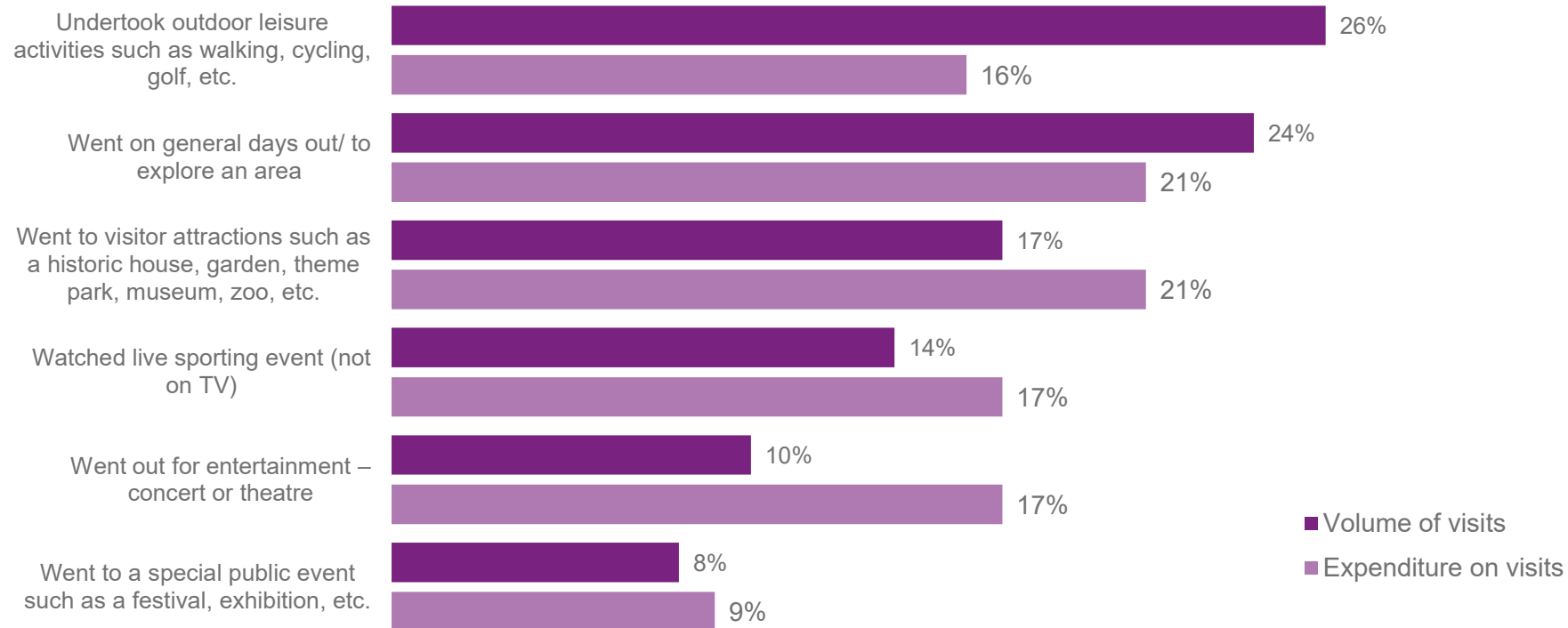


Figure 3.9 details the activities undertaken on ACT visits in Great Britain and the corresponding share of expenditure.

The most prominent activities participated in during ACT visits were outdoor leisure such as walking, cycling, golf (26%) and 'general days out' (24%).

The most prominent activities in terms of related spend were 'general days out' and trips to visitor attractions, accounting for 21% of all expenditure each.

Activities undertaken by country

Figure 3.10 2017 volume of ACT visits by main activity and destination country (%) 

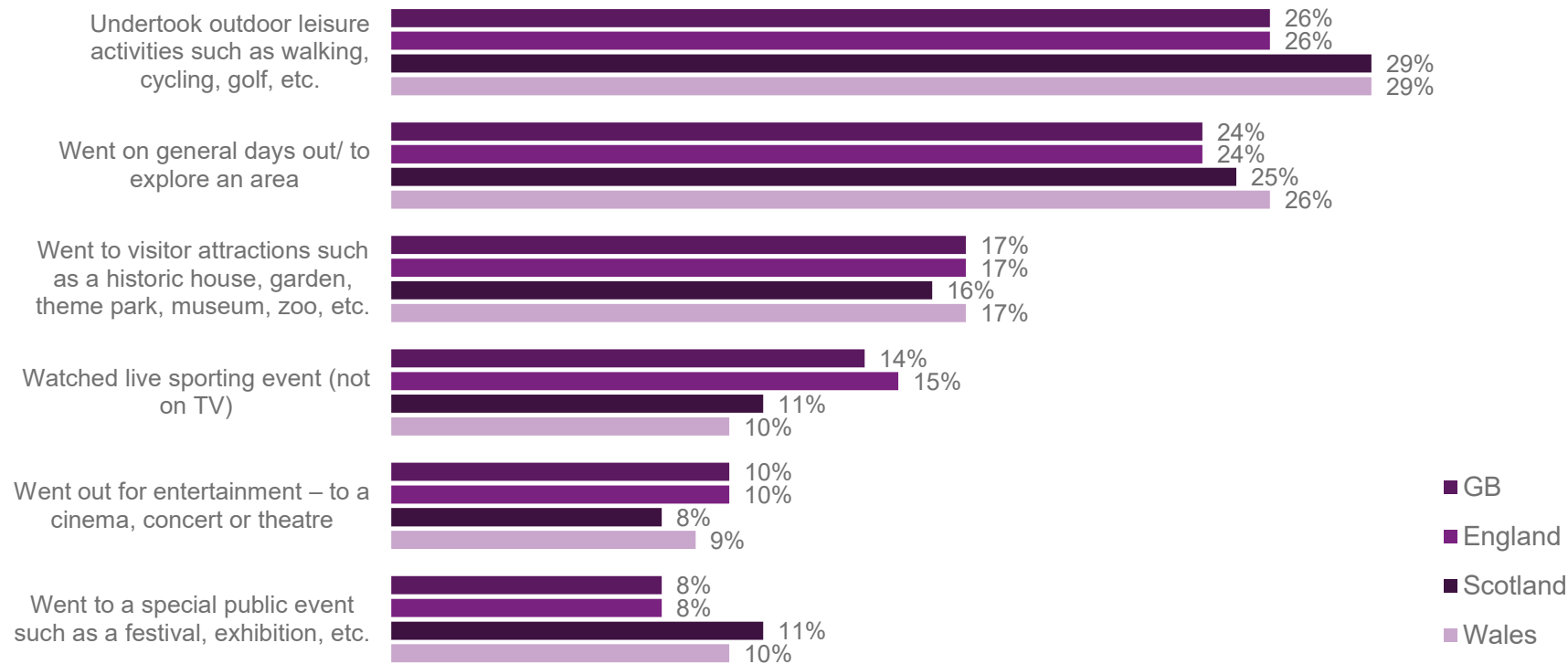


Figure 3.10 illustrates the main activities undertaken on ACT visits by destination country.

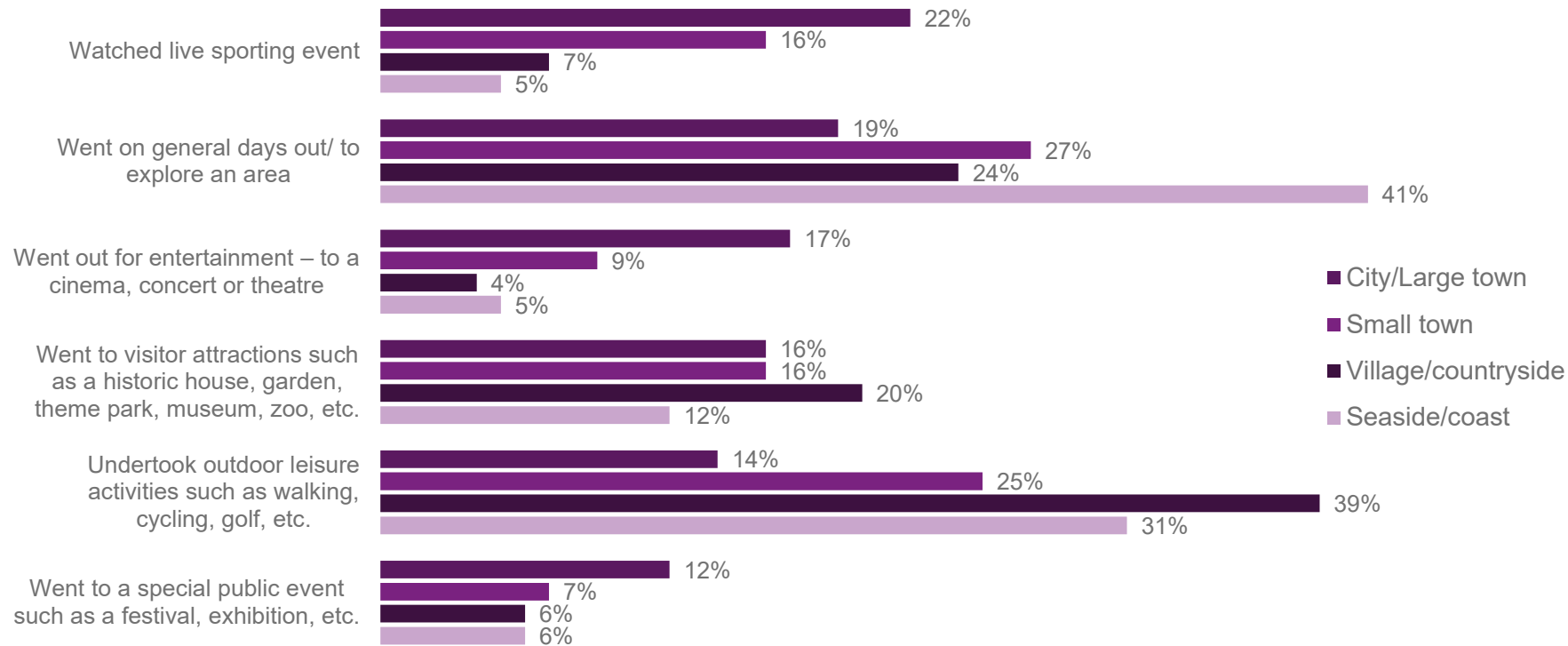
ACT visits taken in Scotland and Wales were more likely to involve outdoor leisure activities than visits in England.

Visits in Wales were also slightly more likely to involve general days out/exploring (26%) than trips in either Scotland (25%) or England (24%).

Compared to trips taken in Scotland and Wales, trips taken in England were more likely to involve watching a live sporting event (15%) or going to an entertainment venue (10%).

Activities undertaken by destination type

Figure 3.11 2017 volume of ACT visits by main activity and destination type visited – all GB residents (%) 



As illustrated in Figure 3.11 ACT visits to the seaside were predominately described as general days out (41%). Visits to village/countryside destinations were dominated by one activity: outdoor leisure activities (39%).

City/large towns had a more even spread of activities, but were much more likely than village/countryside and seaside locations to involve watching live sport (22%) and going out for entertainment (17%). Small towns were popular for general days out (27%) and outdoor leisure activities (25%).

Detailed activities undertaken

Figure 3.12 2017 volume of ACT visits by detailed activities undertaken as part of visit – all GB residents (%) 

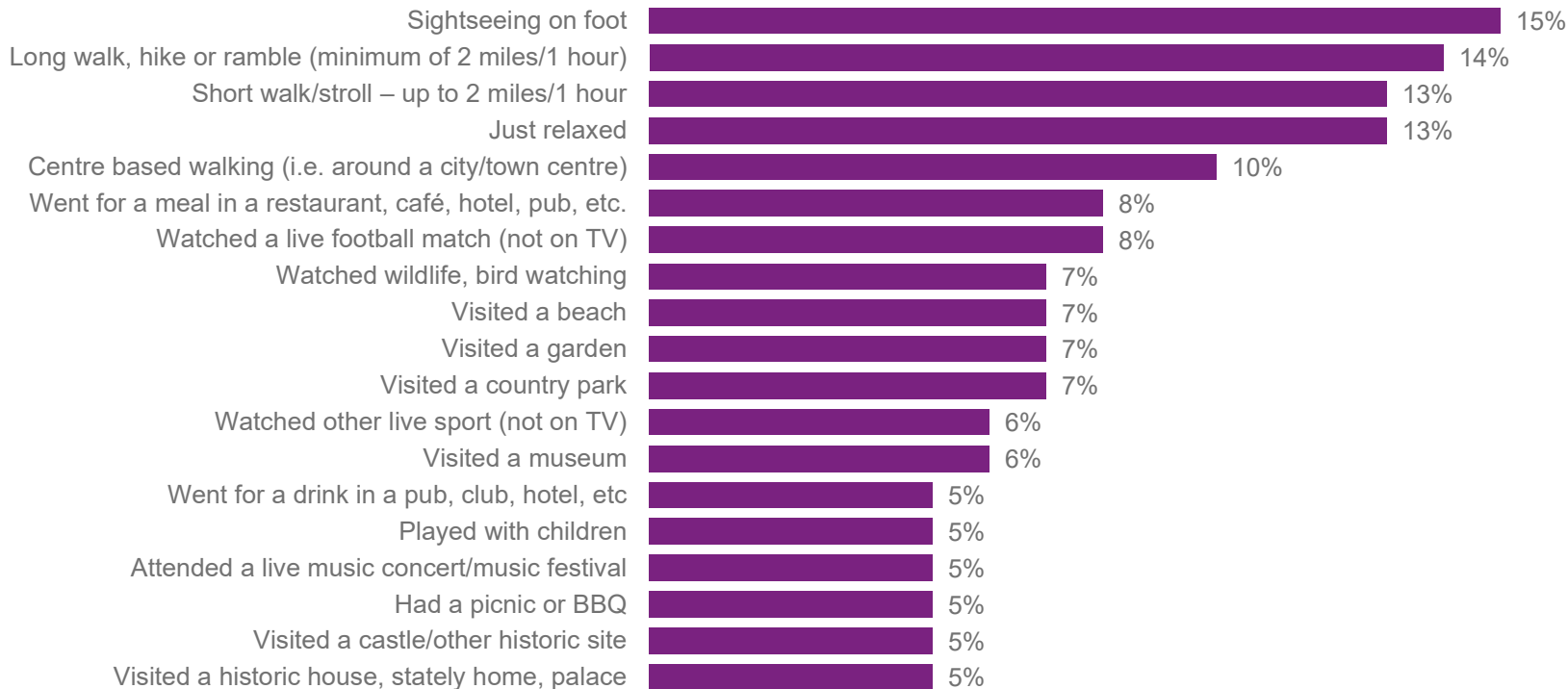


Figure 3.12 shows that around one in seven ACT visits involved sightseeing on foot (15%) and/or a short walks or strolls (13%) .

14% of ACT visits included a longer walk while the same proportion included time spent relaxing (13%).

(Note that the full list of detailed activities is available by clicking on the hyperlink next to the title).

Destination type

Figure 3.13 2017 main destination type on ACT visits by destination country (% of total) 

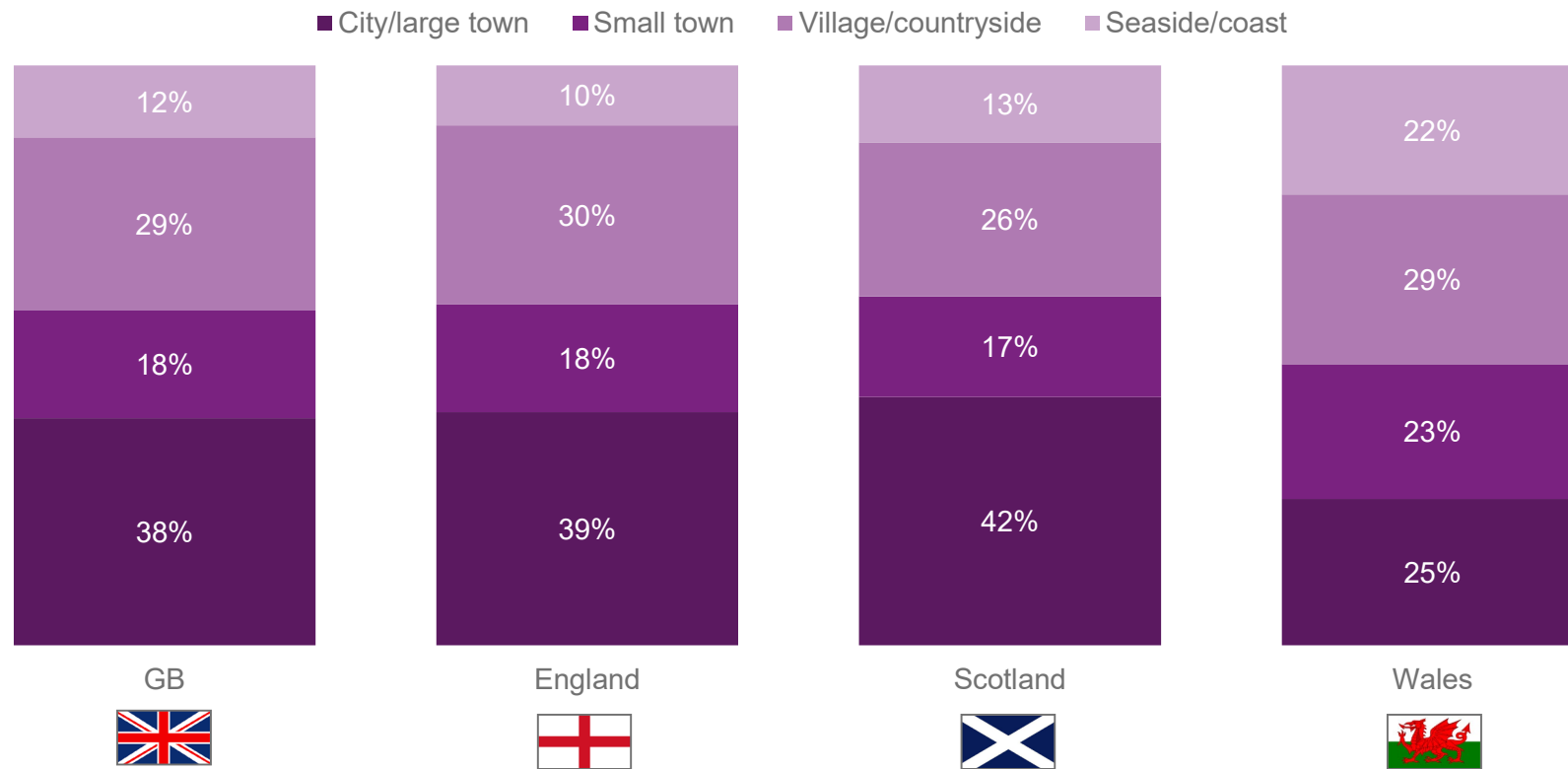


Figure 3.13 demonstrates that nearly two-fifths (38%) of ACT visits in GB were to city/large town destinations, while nearly three in ten (29%) visits were to village/countryside locations. Almost a fifth (18%) of ACT visits were to small towns, while around one in eight (12%) were to seaside/coast areas.

In England and Scotland, the proportions of visits to each place type was similar to the profile for GB as a whole.

Wales had a lower proportion of visits to city/large town areas (25%) but a higher proportion of visits to seaside/coast destinations (22%).

Destination type – changes over time

Figure 3.14 2016-2017 change over time in main destination type on tourism day visits by destination type – all GB residents (% change)

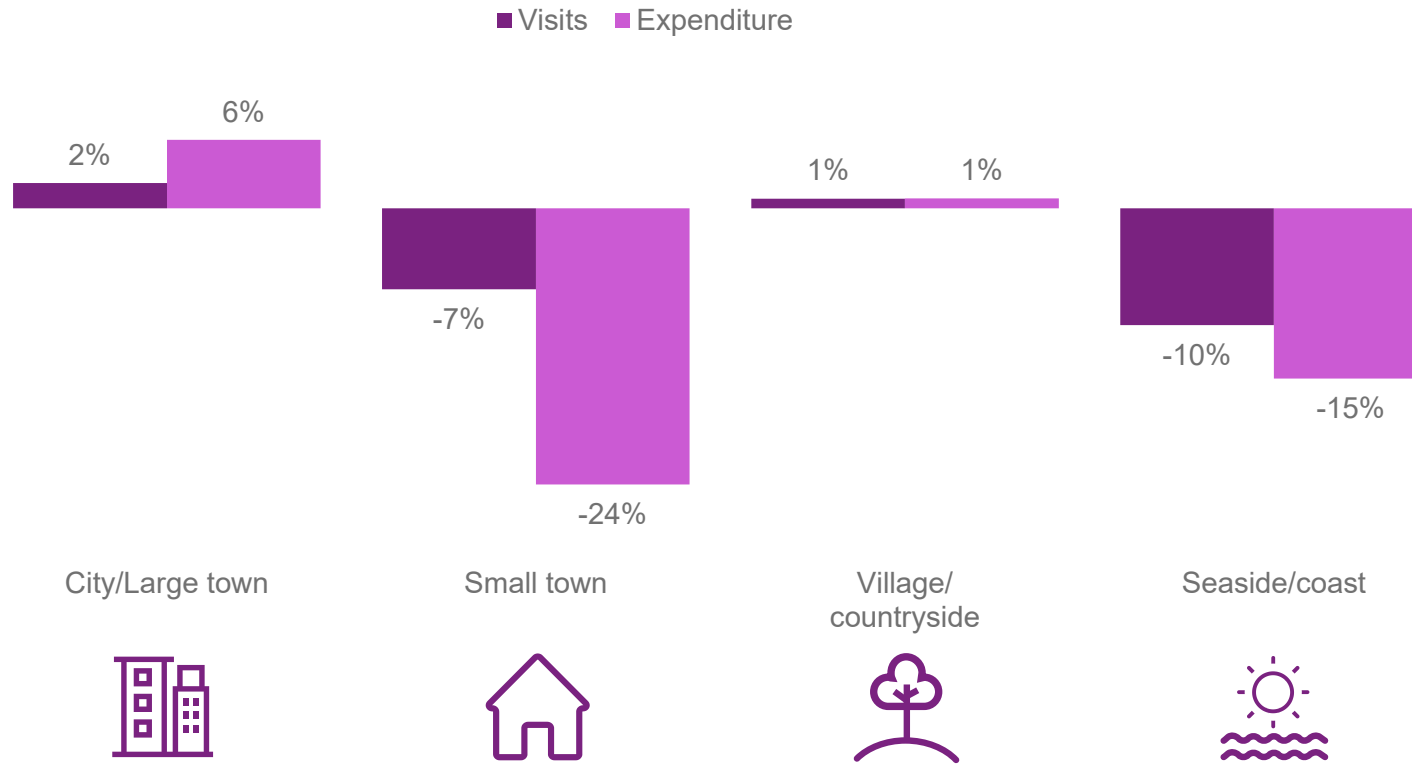


Figure 3.14 illustrates the percentage change in the number of visits and related spend between 2016 and 2017.

There have been notable decreases in the volume of trips to small town (-10%) and seaside (-7%) destinations. Visits to both city/large towns and village/countryside destinations increased slightly (respectively 2% and 1%).

Like for the volume of day visits, there have been notable decreases in the value generated by the visits to small town (-24%) and seaside (-15%) destinations. On the other hand, the value of the visits to city/large towns increased (6%).

Destination type – by region

Figure 3.15 2017 main destination type on ACT visits by region visited (% of total)

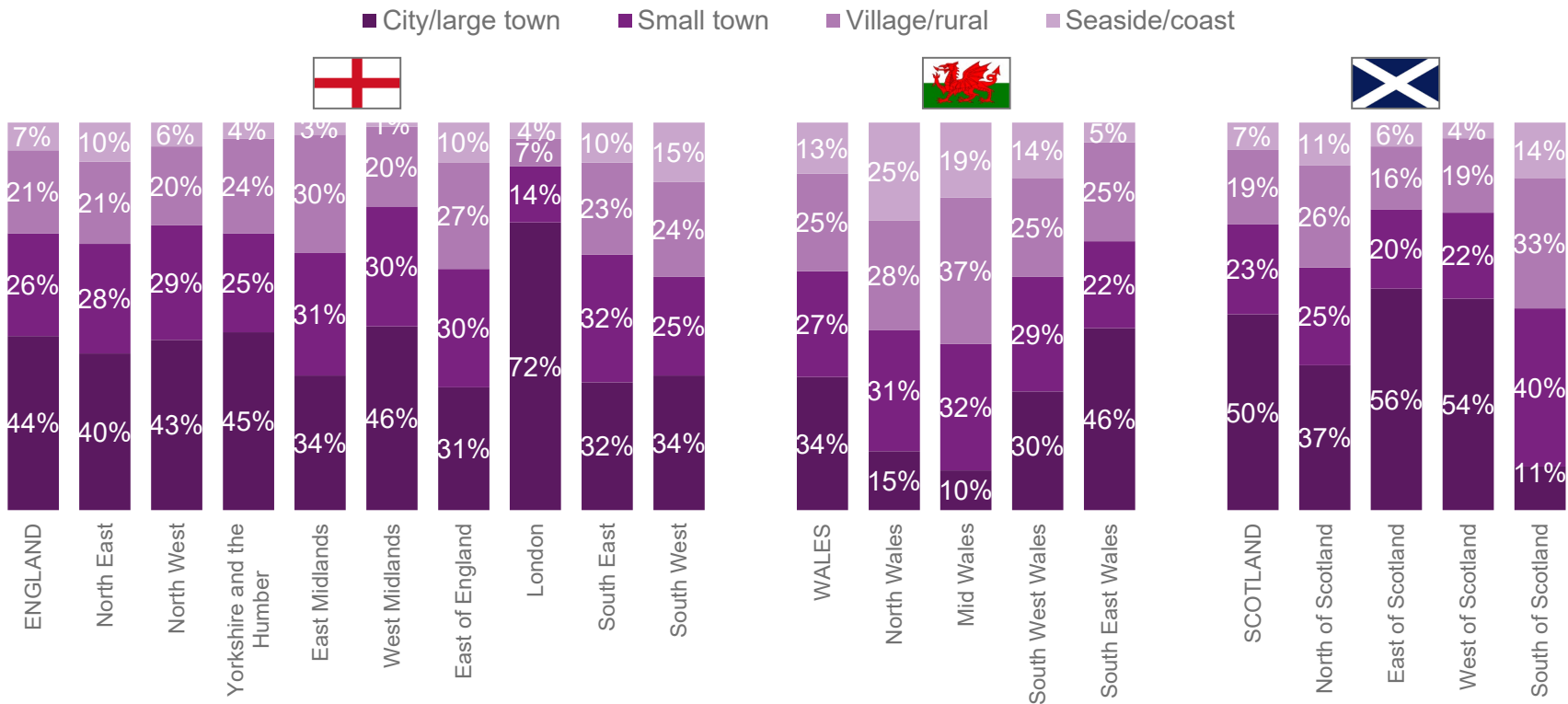


Figure 3.15 compares the destination type visited on ACT visits. As expected, the vast majority of London visits were to urban locations. The South East had the highest proportion of visits to small towns as did the East Midlands for villages/rural visits. The South West had the most visits to the seaside/coast.

In Wales, nearly two-fifths (37%) of visits to Mid Wales were to village/countryside locations; whereas North Wales saw a quarter of visits to the seaside/coast. The South East of Wales saw the largest proportion of city/large town visits (46%).

In Scotland, visits to city/large town locations made up the largest proportion of visits across the East and West (56% and 54% respectively), while 26% of visits to the North and 33% of visits to the South were to village/countryside locations.

Destination type – volume and expenditure of visits

Figure 3.16 2017 volume and expenditure of ACT visits by main destination type and destination country – all GB residents (£ millions)

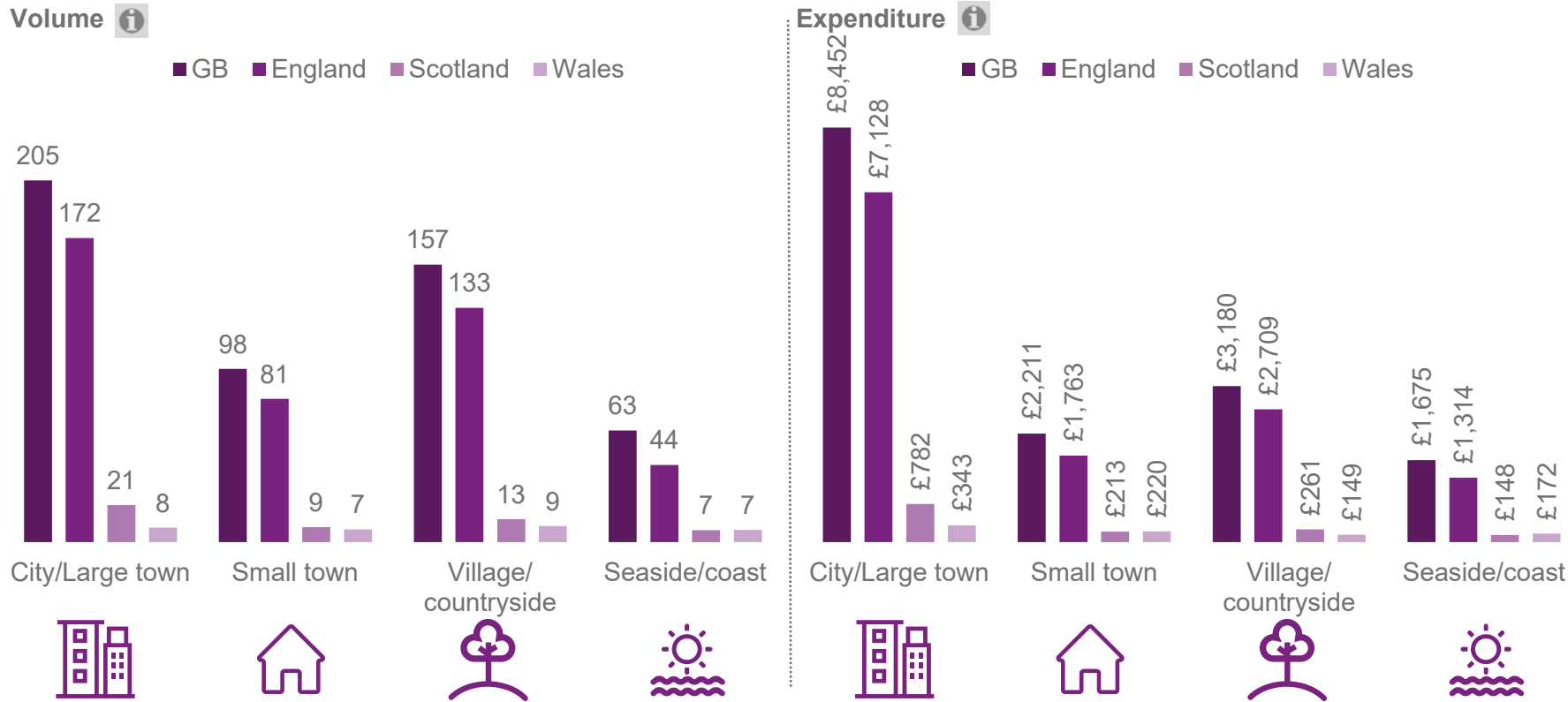


Figure 3.16 illustrates that the majority of ACT visits taken across GB were to city/large town locations, accounting for 205 million visits and £8,452 million in expenditure.

Visits to village/countryside destinations saw a smaller share of spend relative to the proportion of visits taken: village/countryside destinations attracted 157 million visits but, netted only £3,180 million.

**4. 3 hours +
Leisure Day Visits**



Defining 3 hours + Leisure Day Visits classification

A 3 hours + Leisure Day Visit is a day visit that is away from home but within the UK, lasts more than 3 hours from beginning to end (i.e. from leaving home to returning there) and involves any of the activities listed in the table on the right.



Leisure activities included in GBDVS

- Visiting friends or family for leisure
- 'Special' shopping for items that you do not regularly buy
- Going out for a meal
- Going on a night out to a bar, pub and/or club
- Going out for entertainment – to a cinema, concert or theatre
- Undertaking outdoor leisure activities such as walking, cycling, golf, etc.
- Taking part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)
- Taking part in sports, including exercise classes, going to the gym, etc.
- Watching live sporting events (not on TV)
- Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.
- Going to special public event such as a festival, exhibition, etc.
- Going to special events of a personal nature such as a wedding, graduation, christening, etc.
- Going on days out to a to a beauty or health spa/centre, etc.
- Going on general days out/to explore an area
- Going on day trips/excursions for other leisure purpose not mentioned above

3hr+ Leisure Day Visits – summary of key findings

This section describes the volume, expenditure and characteristics of 3 hours plus leisure day visits taken by GB residents during 2017.

Please note: any trends identified are based on re-weighted data

Volume and expenditure of visits

- During 2017, GB residents took a total of 2.9 billion 3 hours +leisure day visits to destinations in England, Scotland or Wales; and around £88 billion was spent during these trips.

Geographic distribution of visits

- England saw the highest number of visits (2,471 million visits or 84% of the total) while 9% of visits (266 million) were taken to Scottish destinations and 6% to places in Wales (163 million).
- London had the greatest share of visits amongst the English regions (423 million visits) where the total expenditure of day visits during 2017 was around £16.3 billion.
- In Scotland the largest volume of visits were taken to destinations in the East (95 million) while in Wales the largest volume of visits were taken in the South East (73 million).



Volume and expenditure of GB tourism day visits over time

- The 2,943 million 3 hours + leisure day visits that were taken by GB residents during 2017 is -4% less than recorded in 2016 (3,077 million), this decline has been driven by decreases in England.
- Total expenditure during these visits decreased by -4% from £91.8 billion in 2016 to £87.9 billion in 2017.
- When looking individually at each of the GB nations, the volume of 3 hours+ leisure day visits in England also decreased between 2016 and 2017, by -5% from 2,598 million to 2,471 million, while expenditure on these trips decreased by -7% to £72 billion.
- Scotland saw the volume of 3 hours + leisure day visits decline compared to 2016 at 266 million, but expenditure rose by +11% from £8 billion in 2016 to £8.9 billion in 2017.
- Wales' volume of 3 hours + leisure day visits visit volumes decreased by -3% from 167 million in 2016 to 163 million in 2017, while the expenditure on these visits rose by +9% to £5.7 billion.
- For further details on 3 hours+ Leisure Day Visits trends between 2011 and 2017, please see page 64.

Geographical distribution

Figure 4.1 2017 volume of 3hr+ visits and expenditure by destination



Figure 4.1 illustrates the volume of leisure day visits (3hr+) taken in 2017. A total of 2.9 billion trips were taken across the year. England accounts for the vast majority (85% - approx. 2,471 million) of these trips, while around 1 in 10 trips (9%) were made in Scotland and around 1 in 20 (6%) were made in Wales.

Figure 4.2 2016-2017 Change over time in headline volume and expenditure of 3hr+ visits (% change)

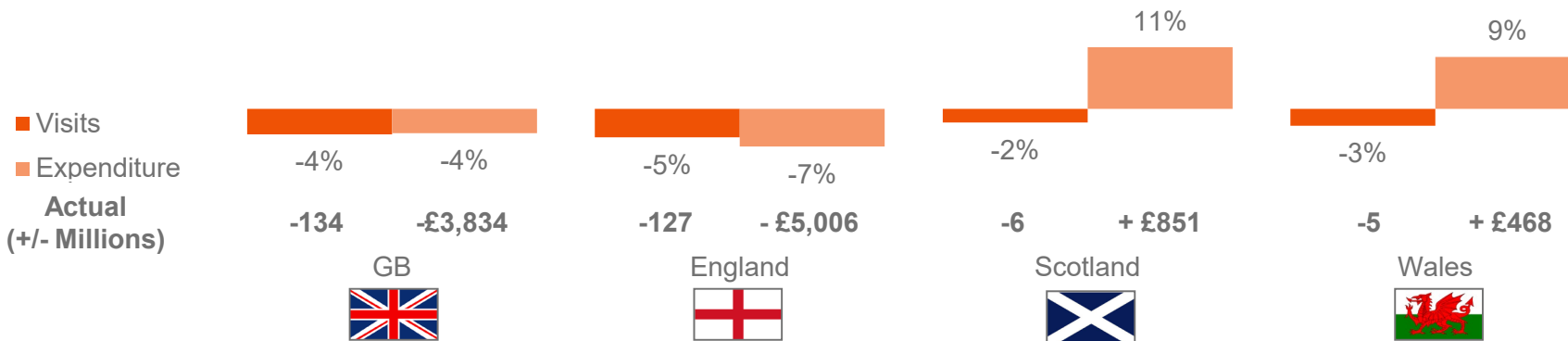


Figure 4.1 also illustrates the economic contribution made by these leisure trips, with a total of £88 billion spent during 2017. Trips made within England account for the bulk of this spend (£72 billion), with the remainder split pro rata with the proportion of trips taken in Scotland and Wales.

Figure 4.2 depicts the percentage difference between the total trips/spend estimated for 2017 compared with 2016. At the GB level -4% less visits were taken in 2017 than in 2016, expenditure saw the same decline (-4%).

Geographical distribution (England)

Figure 4.3 2017 volume of 3hr+ visits by destination (millions) 

- North East England
- North West England
- Yorkshire and the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East England
- South West England

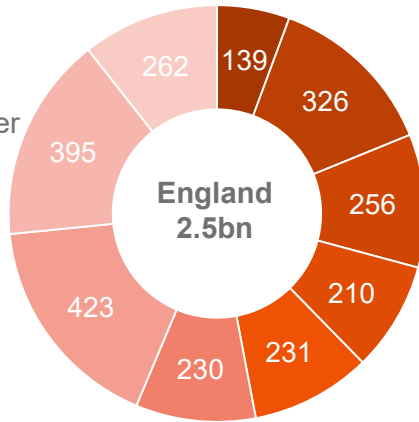



Figure 4.4 2017 expenditure of 3hr+ visits by destination (£ millions) 

- North East England
- North West England
- Yorkshire and the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East England
- South West England

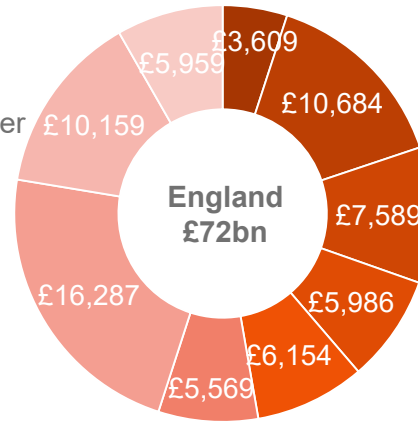


Figure 4.3 and 4.4 illustrates the regional distribution of trips and associated spend on 3hr + visits made within England.

London had the greatest share of visits amongst the English regions (423 million visits) where the total expenditure of day visits during 2017 was around £16,287 million. The English region with the lowest volume of visits was the North East, the destination for an estimated 139 million visits which generated £3,609 million in expenditure.

Annual trends

Figure 4.5 volume of 3hr+ visits by year (millions) ⓘ

*Note: 2011-2015 estimates are reweighted – see note on page 8

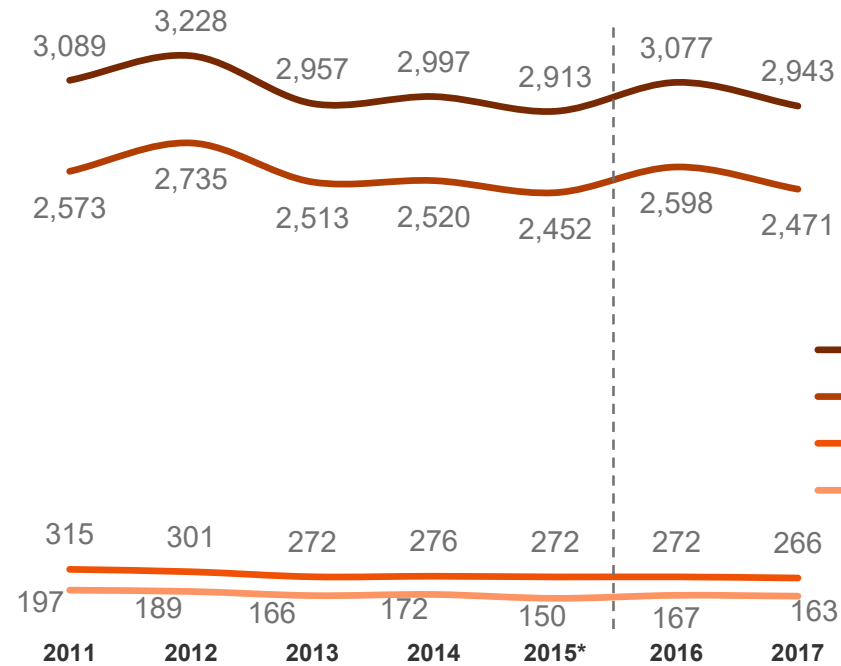
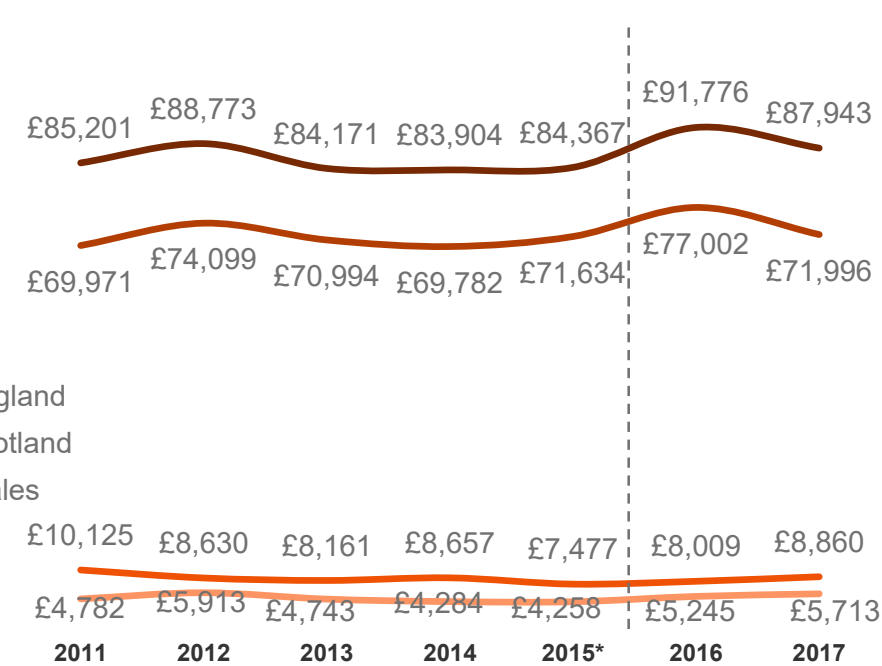


Figure 4.6 expenditure on 3hr+ visits by year (£ millions) ⓘ

*Note: 2011-2015 estimates are reweighted – see note on page 8




Figures 4.5 and 4.6 illustrate annual variations in visit volumes and expenditure by destination countries.

In 2016, the visit expenditure peaked in Great Britain and England, both of which have decreased in 2017 slightly to £87,943 and £71,996 million respectively.

The volume of visits in GB (2,943 million) and England (2,471 million) in 2017 remain consistent with the trend of the last 7 years.

Seasonal distribution

Figure 4.7 2017 volume of 3hr+ visits by month – all GB residents (millions) 

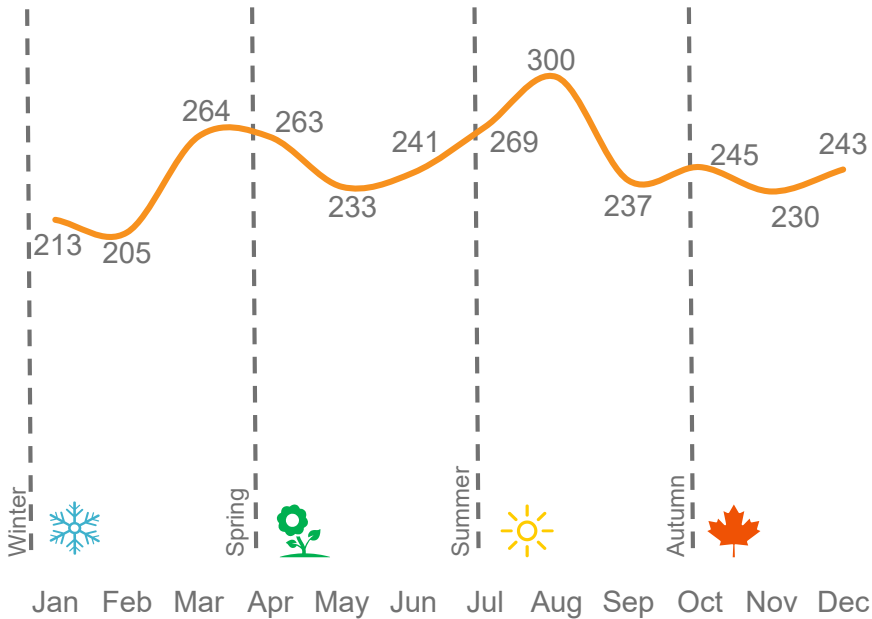
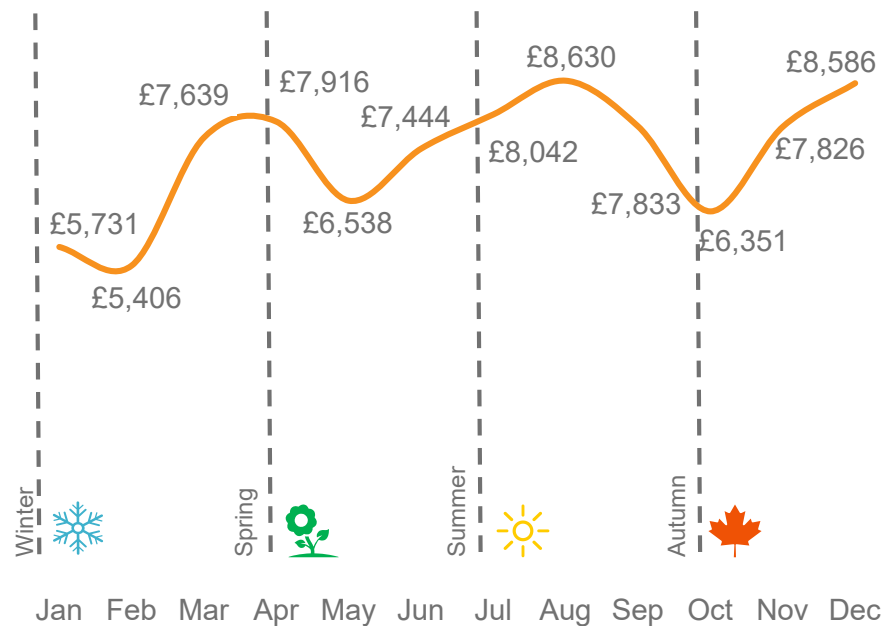


Figure 4.8 2017 expenditure on 3hr+ visits by month – all GB residents (£ millions) 



Figures 4.7 and 4.8 illustrate seasonal variations in visit volumes and expenditure in Great Britain.

August was the month with the most visits (300 million visits), notably higher than in other holiday periods, with the next highest being in July (269 million visits) and March (264 million visits).

The seasonal variation by total expenditure by month follows a different pattern as illustrated in Figure 4.8, with August being the key month for spend relating to leisure day trips (£8,630 million), followed by December (£8,586 million) and then July (£8,042 million).

Expenditures on visits

Figure 4.9 2017 expenditure on 3hr+ visits by destination country (% of total)

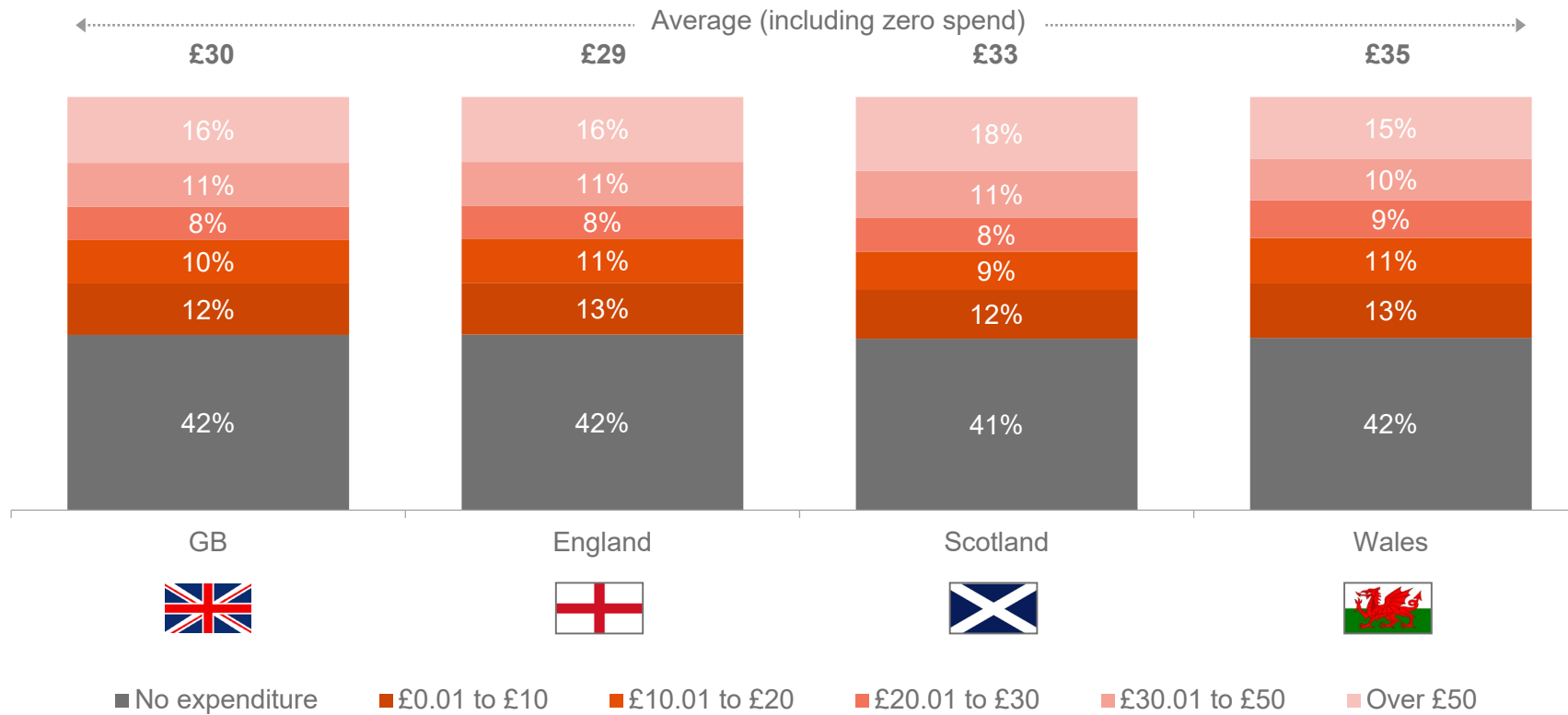


Figure 4.9 illustrates average expenditure levels and expenditure breakdown by destination countries.

On average, day visitors in Wales and Scotland spend more per visit than those taking visits in England.

Items purchased on visits

Figure 4.10 2017 items spent money on during 3hr+ visits – all GB residents (% of total visits) 

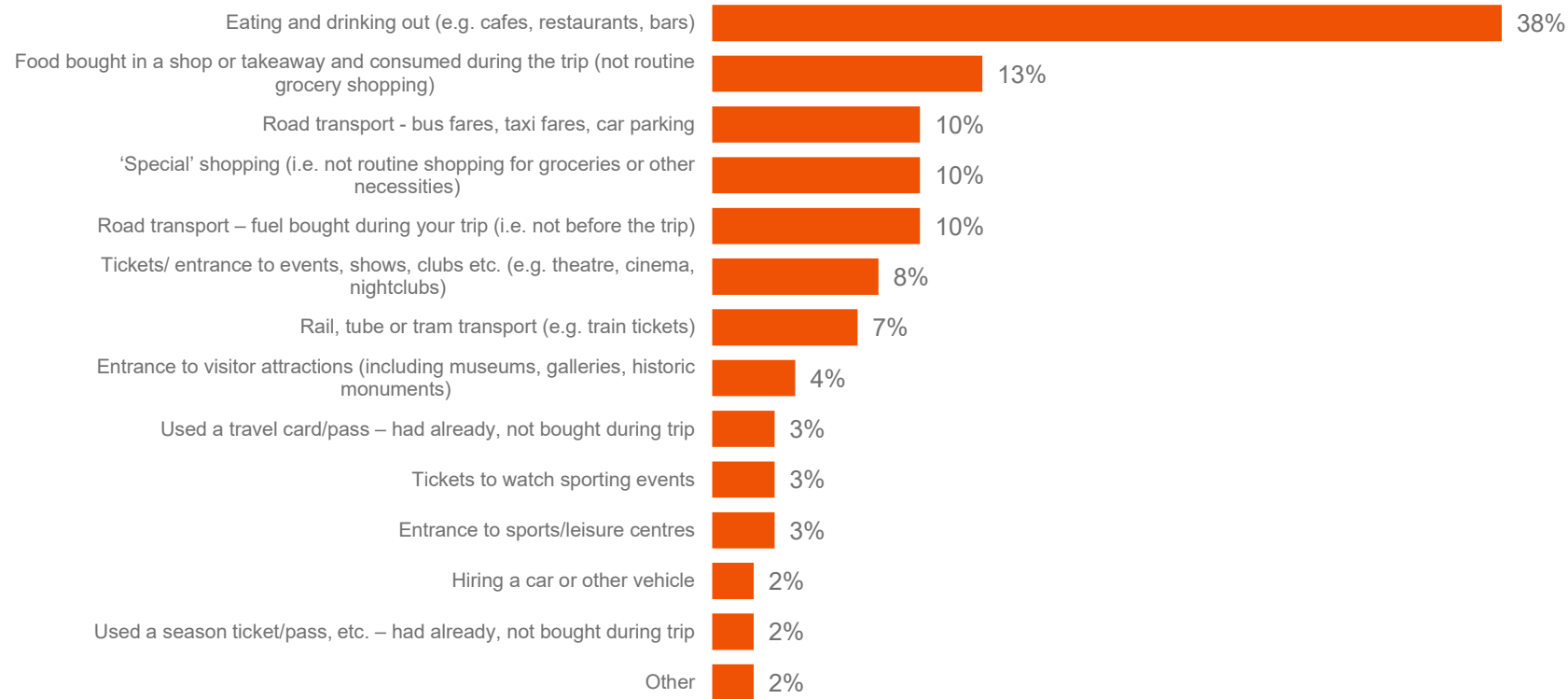


Figure 4.10 illustrates the proportion of visits featuring expenditure on a range of categories in Great Britain.

The most common area of spend was eating and drinking out (38%), followed by food bought in a shop or takeaway (13%), then road transport – both fuel and fares (10% each) and 'special shopping' (10%).

Activities undertaken

Figure 4.11 2017 volume and expenditure of 3hr+ visits by main activity undertaken - all GB residents (%) 

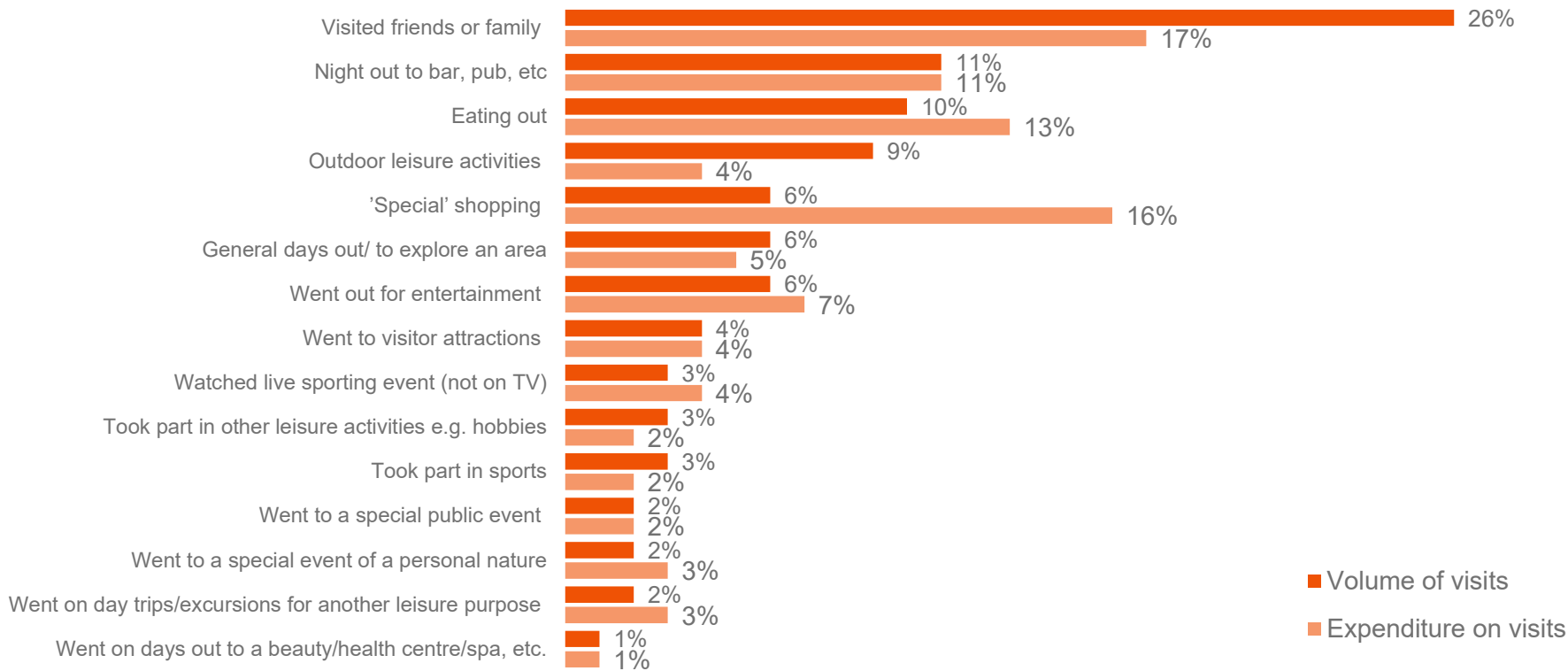


Figure 4.11 details the proportion of 3hr+ visits and related total spend on visits involving key activities.

The most prominent activity participated in during leisure day trips (in terms of percentage of trips taken) in 2017 was visiting friends or family, this was the main activity on 26% of these trips and accounted for 17% of expenditure.

The second most prominent activity in terms of related spend was 'special' shopping, which accounted for 16% of all spend on 3hr+ visits, during just 6% of the total trips taken.

Activities undertaken by country (i)

Figure 4.12 (i) 2017 volume of 3hr+ visits by main activity destination country (%) 

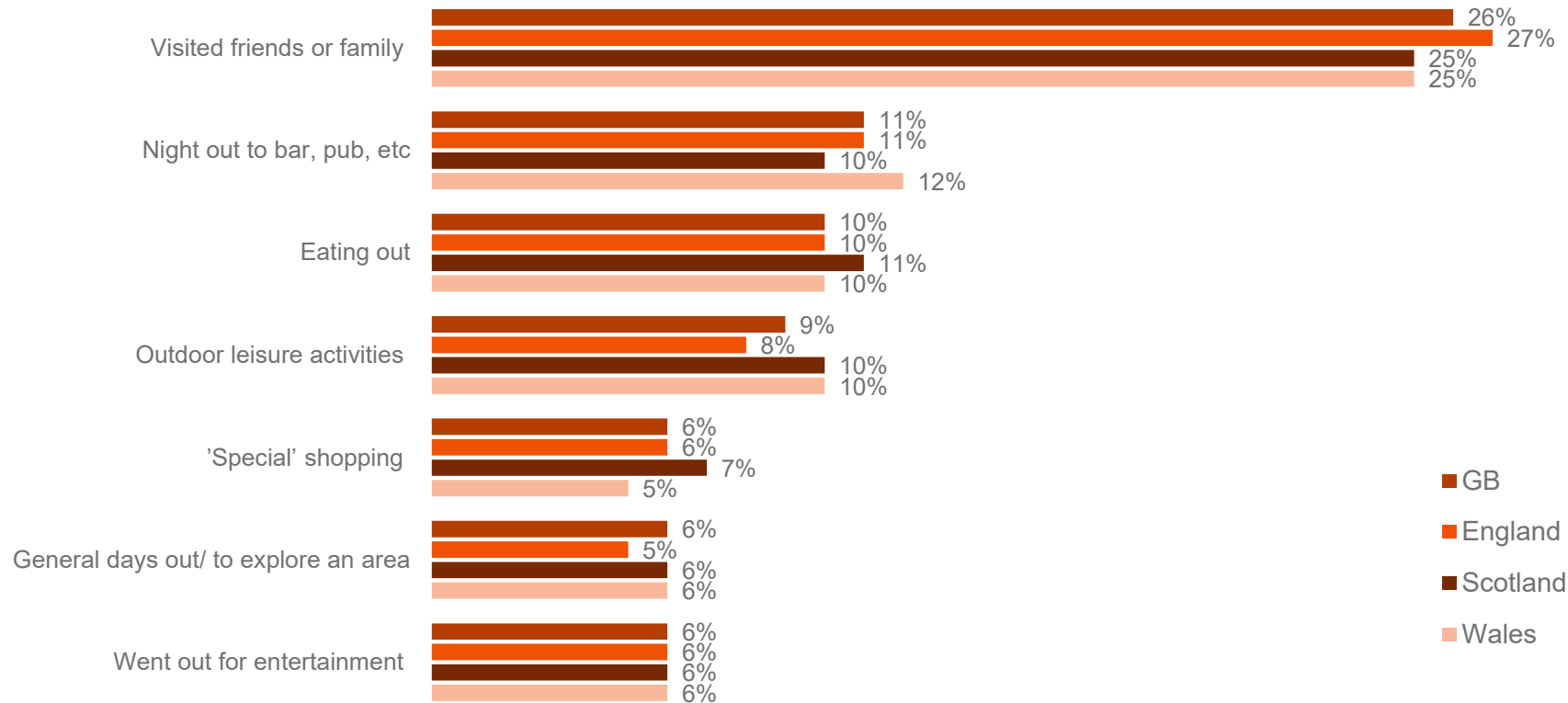


Figure 4.12 (i) illustrates the share of activities undertaken on 3hr+ visits by destination country (continued on next page).

Around a quarter of the 3hr+ visits taken in England, Scotland and Wales involved visiting friends or family.

Around 10% of the 3hr+ Visits in England, Scotland and Wales involved going on a night out to a pub or bar or going out for a meal.

Activities undertaken by country (ii)

Figure 4.12 (ii) 2017 volume of 3hr+ visits by main activity destination country (%) 

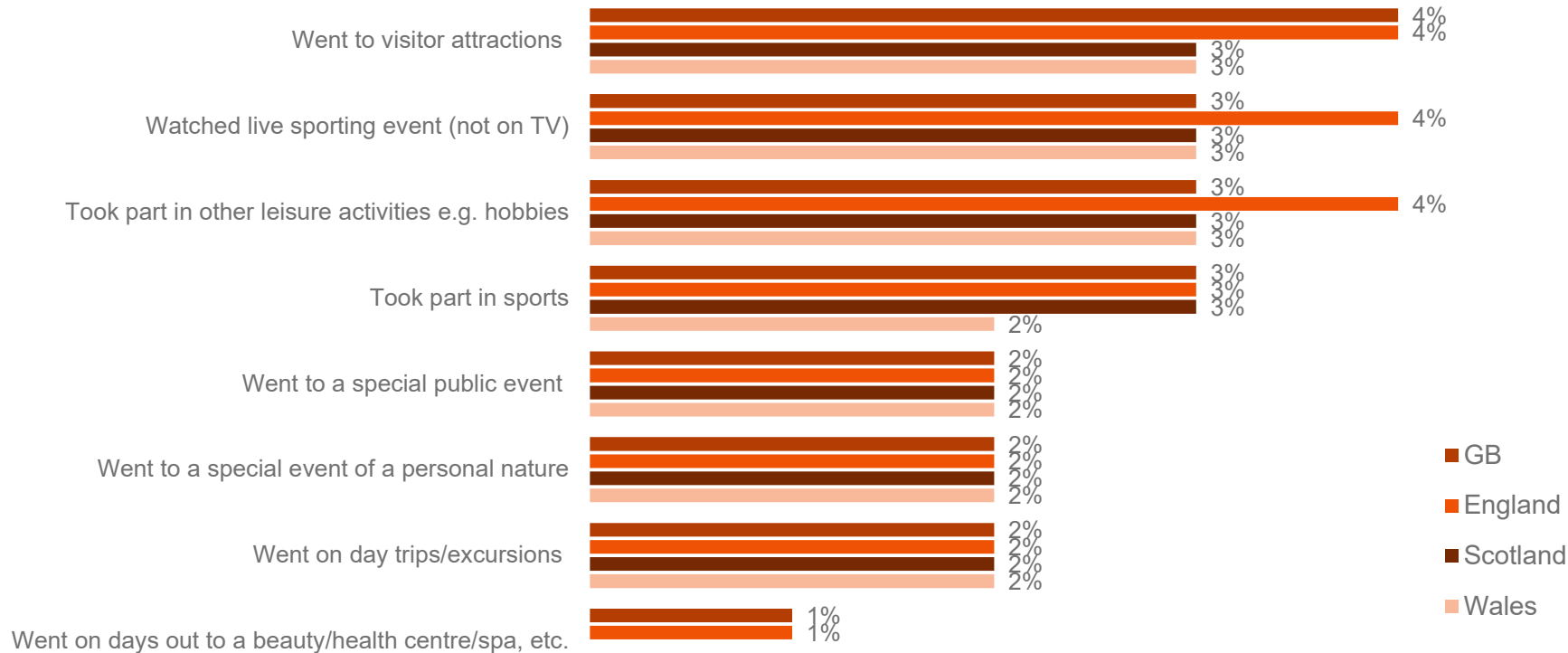


Figure 4.12 (ii) illustrates the share of activities undertaken on 3hr+ visits by destination country (continued from previous page).

Activities undertaken by destination type (i)

Figure 4.13 (i) 2017 volume of 3hr+ visits by main activity and destination type visited – all GB residents (%) 

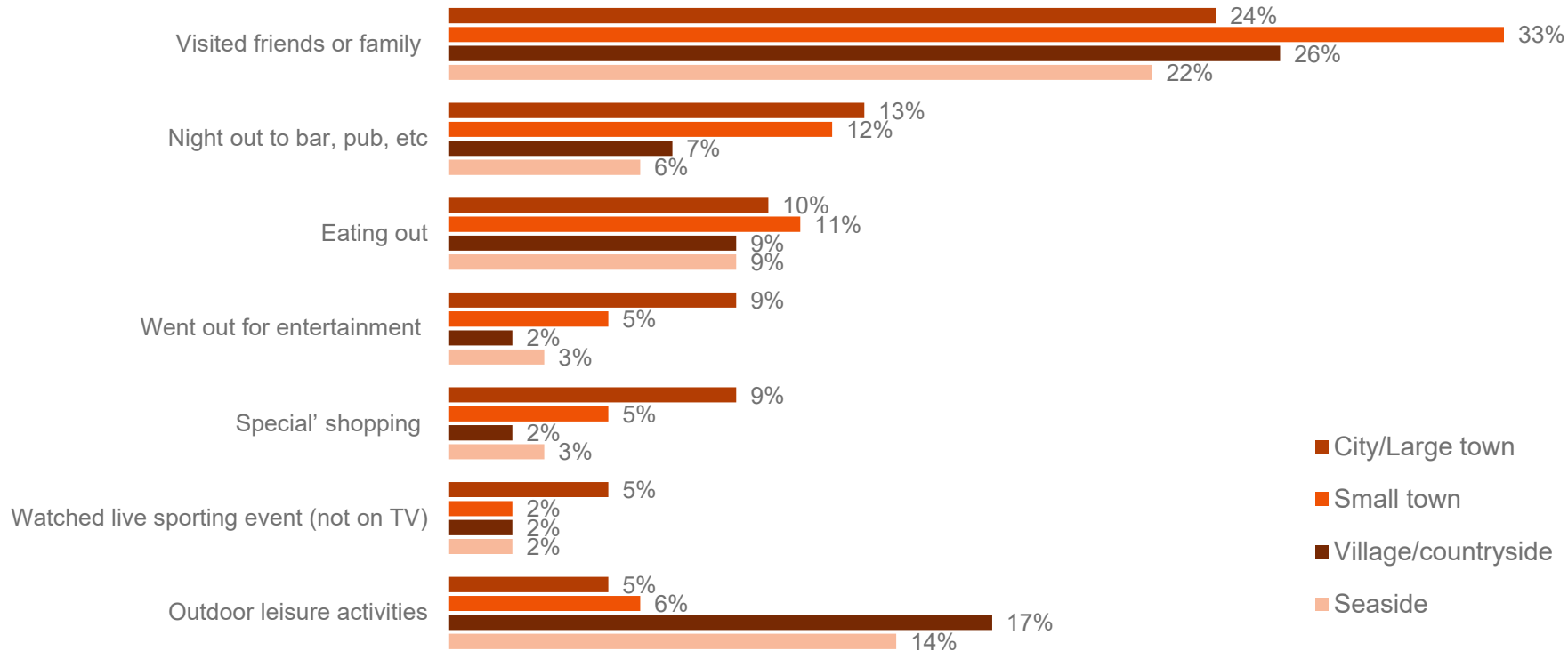


Figure 4.13 (i) illustrates the activities undertaken on 3hr+ visits by type of destination visited in Great Britain (continued on next page).

Trips to visit friends or family were the most common activity across all destination types.

Trips to cities and large towns were more likely to involve nights out to bars, going out for entertainment and special shopping.

Trips to small towns were more likely to involve eating out than other destination types.

Trips to villages / countryside areas were more likely to include outdoor leisure activities.

Activities undertaken by destination type (ii)

Figure 4.13 (ii) 2017 volume of 3hr+ visits by main activity and destination type visited – all GB residents (%) 

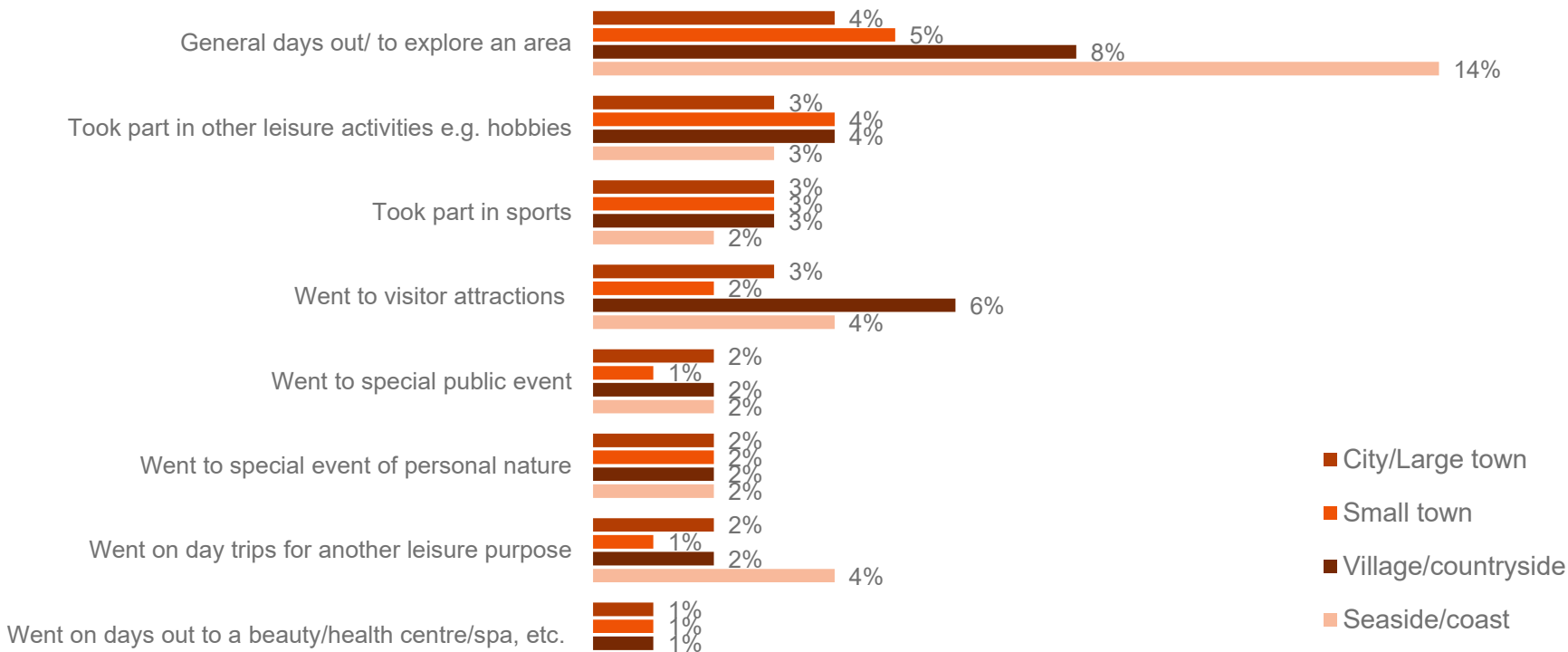
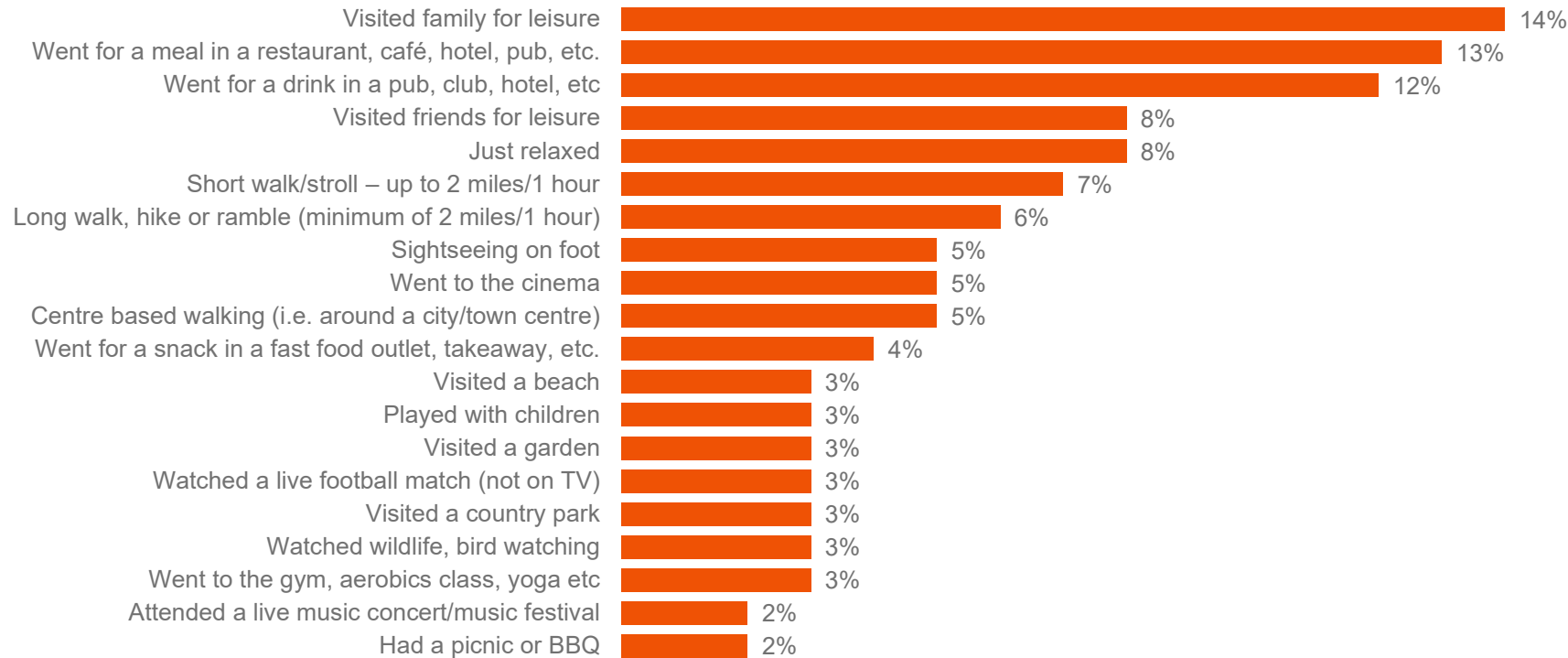


Figure 4.13 (ii) illustrates the activities undertaken on 3hr+ visits by type of destination visited in Great Britain (continued from previous page).

Trips to seaside locations were more likely to be classed as general day trips and excursions not related to a particular activity.

Detailed activities undertaken

Figure 4.14 2017 volume of 3hr+ visits by detailed activities undertaken as part of visit – all GB residents (%) 



In terms of more detailed activities, Figure 4.14 shows that around one in seven 3hr+ leisure day visits in Great Britain involved visiting family for leisure purposes (14%) and/or going out for a meal in a restaurant, café etc. (13%).

12% of visits included a drink in a pub, club, etc., while approaching one in ten visits included visited friends for leisure (8%) or just relaxation (8%).

(Note that the full list of detailed activities is available by clicking on the hyperlink next to the title).

Destination type

Figure 4.15 2017 main destination type on 3hr+ visits by destination country (%) 

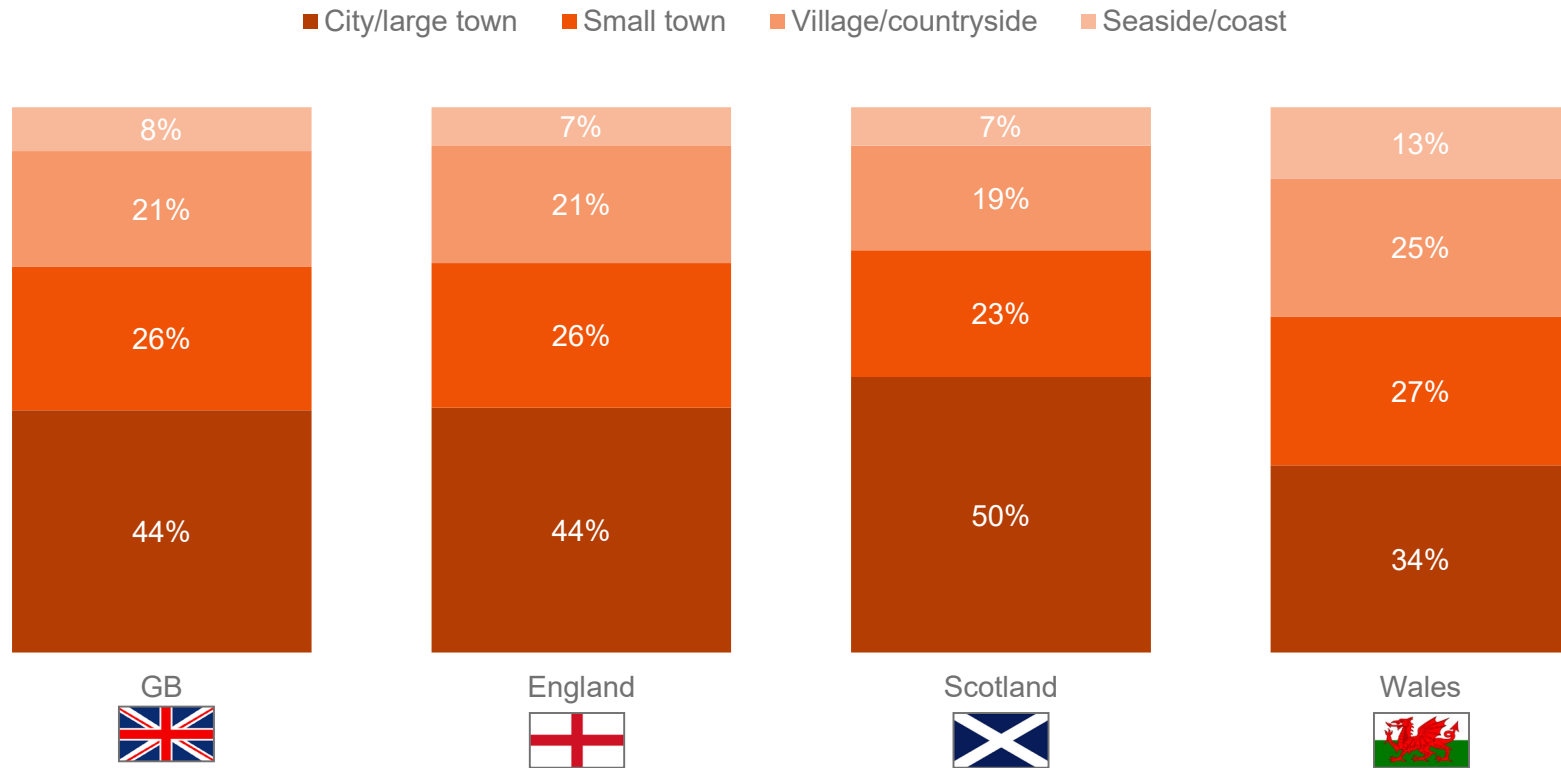



Figure 4.15 demonstrates that over two-fifths (44%) of leisure day visits (3hr+) were to city/large town destinations, while around a quarter (26%) were to small towns and one fifth (21%) were to village/countryside locations. Almost one in ten (8%) visits were to seaside/coast areas.

In England, the proportions of visits to each destination type closely mirrors that of GB as a whole.

Scotland had a slightly higher proportion of visits to cities/large towns than either England or Wales. Whereas Wales had a higher proportion of visits to village/countryside or coastal areas than England or Scotland.

Destination type – changes over time

Figure 4.16 2016-2017 change over time in main destination type on 3hr+ visits by destination country – all GB residents (% change) 

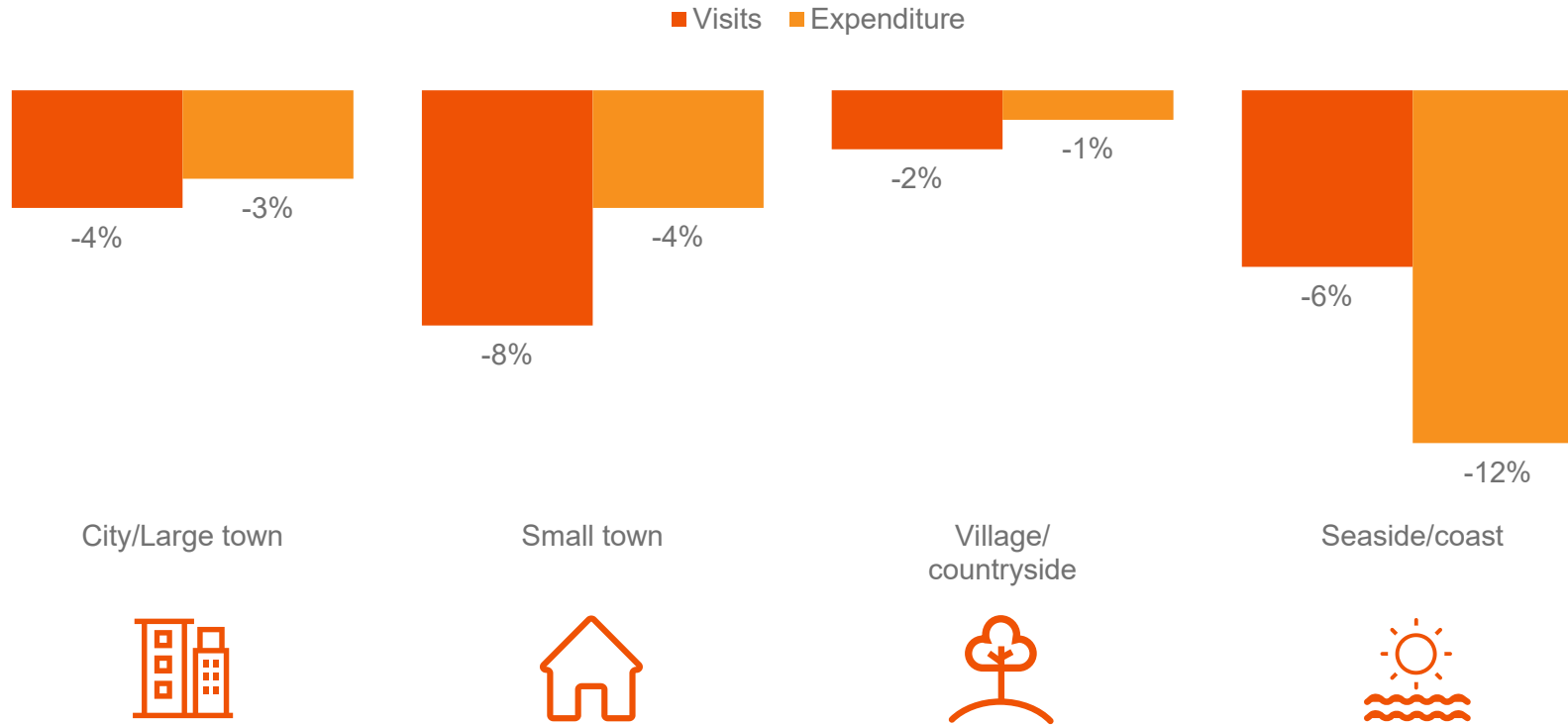


Figure 4.16 illustrates the percentage change in the number of 3hr+ visits in Great Britain and related spend between 2016 and 2017. Volumes and expenditure of visits decreased across all types of place, with small towns seeing the largest decrease in volume of trips (-8%) and seaside/coastal locations seeing the greatest decline in expenditure (-12%).

Destination type by region

Figure 4.17 2017 main destination type on 3hr+ visits by region visited (% of total)

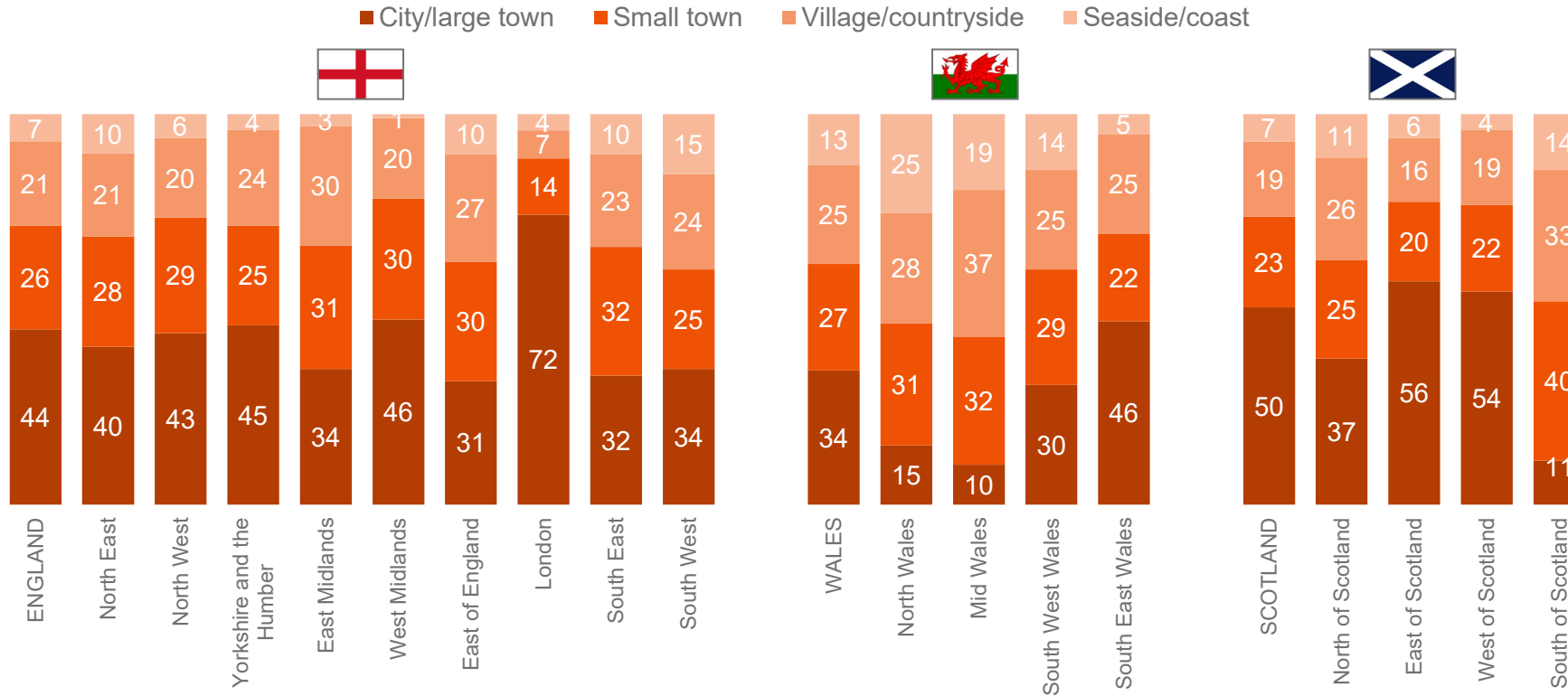


Figure 4.17 shows variations in the destination types visited in different regions of England, Scotland and Wales.

Across all regions in England, the largest share of leisure day visits were to cities/large towns.

In Wales, around a third (31%) of visits to the North were to small town destinations, while the majority (37%) of the visits to Mid Wales were to village/countryside locations. The South East and South West saw the largest proportion of city/large town visits (46% and 30% respectively).

In Scotland, visits to city/large town locations made up the largest proportion of visits across the North, East and West (37%, 56% and 54% respectively), while visits to the South were to be divided on the whole between small towns (40%) and village/countryside destinations (33%).

Destination type – volume and expenditure of visits

Figure 4.18 2017 volume and expenditure of visits by main destination type and destination country (£ millions)

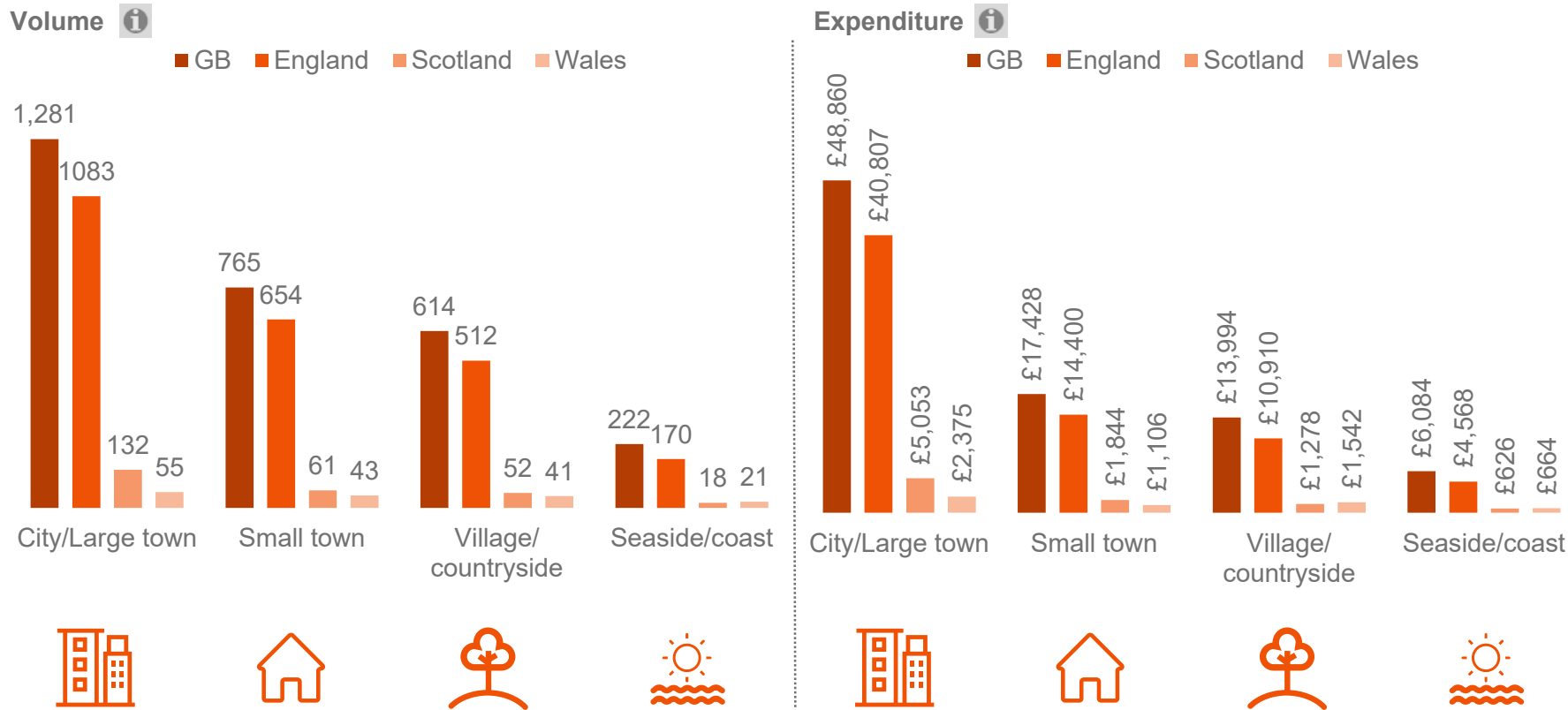


Figure 4.18 illustrates that the majority of leisure day visits (3hr+) taken across GB were to city/large town locations, accounting for 1,281 million visits and £48,860 million in expenditure.

Visits to small towns, villages and countryside locations saw a smaller proportion of spend relative to the proportion of leisure visits: small town leisure visits accounted for 765 million visits but only £17,428 million; village/countryside visits accounted for 614 million visits but only £13,994 million.

5. Full data tables

Tourism Day Visits

- Detailed visit profiles
- 2011 to 2017 trends
- Sub-national results



Tourism Day Visits – detailed visit profiles

Table 5.1 TDV detailed visit profiles

Volume of visits and expenditure by destination (millions)

	Volume		Expenditure		GB population distribution (16+ population)
	Millions	% of total	Millions	% of total	% of total
GB total	1,793	100%	£62,447	100%	
English Regions	Millions	% of total	Millions	% of total	% of total
North East England	82	5%	£2,451	4%	4%
North West England	189	11%	£7,628	12%	12%
Yorkshire and The Humber	149	8%	£5,023	8%	9%
East Midlands	119	7%	£3,800	6%	7%
West Midlands	127	7%	£4,305	7%	9%
East of England	133	7%	£3,853	6%	10%
London	327	18%	£12,626	20%	13%
South East England	232	13%	£7,068	11%	14%
South West England	147	8%	£4,146	7%	9%
England total	1,505	84%	£50,899	82%	86%
Scottish Regions*	Millions	% of total	Millions	% of total	% of total
North Scotland	31	21%	£1,191	22%	2%
West Scotland	48	32%	£1,717	32%	4%
East Scotland	52	35%	£1,769	33%	3%
South Scotland	17	11%	£660	12%	1%
Scotland total	151	8%	£5,995	10%	9%
Welsh Regions*	Millions	% of total	Millions	% of total	% of total
North Wales	22	21%	£697	20%	1%
Mid Wales	13	13%	£458	13%	*
South West Wales	26	25%	£823	23%	1%
South East Wales	42	41%	£1,558	44%	2%
Wales total	100	6%	£4,332	7%	5%

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.










								
Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

Table 5.2 TDV detailed visit profiles

Rewighted change over time in headline volume and expenditure of visits (millions)

Note: 2011-2015 estimates are reweighted – see note on page 8

	Volume								Expenditure							
	2011	2012	2013	2014	2015	2016	2017	% Change 2017/2016	2011	2012	2013	2014	2015	2016	2017	% Change 2017/2016
England	1,503	1,687	1,576	1,547	1,493	1,557	1,505	-3%	£49,071	£55,728	£52,928	£51,867	£53,385	£53,534	£50,899	-5%
Scotland	154	163	142	146	143	142	151	+6%	£7,075	£5,348	£5,343	£5,773	£4,511	£4,916	£5,995	+22%
Wales	117	117	102	104	86	102	100	-2%	£3,380	£4,409	£3,520	£3,079	£3,121	£4,096	£4,332	+6%
GB total	1,777	1,969	1,826	1,822	1,754	1,834	1,793	-2%	£59,845	£65,610	£62,039	£61,833	£61,943	£63,904	£62,447	-2%

Table 5.3 TDV detailed visit profiles

Volume of visits by quarter and destination country (millions)

Visits	GB		England		Scotland		Wales	
	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan – Mar	400	22%	338	22%	34	22%	20	20%
Apr – Jun	453	25%	381	25%	39	26%	24	25%
Jul – Sep	500	28%	414	28%	43	28%	31	32%
Oct – Dec	441	25%	372	25%	36	24%	24	24%
Total	1,793		1,505		151		100	

Table 5.4 TDV detailed visit profiles
Volume and expenditure of visits - main activity by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Visiting friends or family	425	360	35	24	£10,441	£8,038	£1,144	£1,015
'Special' shopping	122	103	11	6	£10,611	£8,626	£1,007	£841
Going out for a meal	194	164	15	11	£7,830	£6,632	£744	£369
Going on a night out	137	117	11	8	£4,745	£3,729	£632	£361
Going out for entertainment	109	95	8	5	£4,180	£3,549	£334	£155
Undertaking outdoor activities	141	114	15	9	£2,550	£2,013	£265	£252
Other leisure/hobbies	43	37	4	2	£1,290	£1,139	£59	£77
Taking part in sports	37	32	3	1	£1,070	£797	£21	£253
Watching live sporting events	77	67	6	3	£2,722	£2,317	£290	£116
Going to visitor attractions	94	77	8	5	£3,329	£2,802	£228	£185
Special public events	47	37	5	3	£1,438	£1,139	£192	£80
Special personal events	45	37	4	3	£1,730	£1,482	£172	£58
Day out to health/beauty spa	12	10	1	*	£556	£512	£41	£3
General day out	133	108	13	8	£3,502	£2,930	£264	£185
Other day out for leisure	44	36	4	3	£2,003	£1,550	£133	£115
Total	1,793	1,505	151	100	£62,447	£50,899	£5,995	£4,332

Table 5.5 TDV detailed visit profiles

Volume of visits - main activity by destination type visited (millions)

Main activity	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Visiting friends or family	163	22%	127	29%	98	24%	32	20%
‘Special’ shopping	78	10%	27	6%	7	2%	4	3%
Going out for a meal	81	11%	49	11%	46	11%	16	10%
Going on a night out	74	10%	39	9%	18	4%	6	3%
Going out for entertainment	70	9%	24	6%	8	2%	5	3%
Undertaking outdoor activities	29	4%	25	6%	62	15%	20	12%
Other leisure/hobbies	15	2%	13	3%	11	3%	3	2%
Taking part in sports	14	2%	8	2%	12	3%	3	2%
Watching live sporting events	45	6%	16	4%	11	3%	4	2%
Going to visitor attractions	34	4%	15	4%	32	8%	8	5%
Special public events	25	3%	7	2%	10	3%	4	2%
Special personal events	15	2%	14	3%	12	3%	3	2%
Day out to health/beauty spa	4	1%	3	1%	4	1%	3	*
General day out	39	5%	28	6%	38	9%	26	16%
Other day out for leisure	15	2%	8	2%	10	2%	8	5%
Total	751		433		413		159	

Table 5.6 TDV detailed visit profiles
Volume of visits- main activity by England destination region (millions)

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	18	40	34	27	32	35	73	67	35
'Special' shopping	7	14	12	8	7	10	22	15	9
Going out for a meal	9	22	15	13	11	15	39	26	13
Going on a night out	5	14	14	9	10	8	37	12	6
Going out for entertainment	5	13	9	4	7	7	30	14	7
Outdoor activities	9	15	11	11	9	8	17	16	18
Other leisure/ hobbies	1	4	2	3	5	4	8	7	3
Taking part in sports	2	7	4	2	1	2	8	3	3
Watching live sporting events	3	12	6	8	5	5	14	8	5
Going to visitor attractions	5	8	8	6	8	7	16	12	8
Special public events	3	3	3	4	4	3	7	6	4
Special personal events	2	5	5	3	3	4	7	7	2
Day out to health/ beauty spa	1	2	2	1	2	1	1	1	1
General day out	6	15	12	7	9	10	16	15	17
Other day out for leisure	2	4	4	2	4	4	6	5	4
Total	82	189	149	119	127	133	327	232	147

Table 5.7 TDV detailed visit profiles

Volume of visits - main activity by Welsh and Scottish destination region (millions)

Main activity	Welsh destination regions*					Scottish destination regions*			
	Mid Millions	North Millions	South East Millions	South West Millions	East Millions	West Millions	North Millions	South Millions	
Visiting friends or family	2	5	9	5	11	10	5	5	
'Special' shopping	1	1	3	1	3	4	2	1	
Going out for a meal	1	3	4	3	5	4	3	2	
Going on a night out	1	1	4	2	3	4	2	0	
Going out for entertainment	0	1	2	0	2	3	1	0	
Outdoor activities	1	2	2	3	5	3	4	2	
Other leisure/hobbies	1	0	1	0	1	1	0	1	
Taking part in sports	0	0	0	1	1	1	1	0	
Watching live sporting events	0	0	2	1	2	3	1	0	
Going to visitor attractions	1	1	2	2	2	1	1	1	
Special public events	0	0	1	1	3	1	1	0	
Special personal events	0	0	1	1	1	1	1	0	
Day out to health/beauty spa	0	0	0	0	0	1	-	0	
General day out	1	2	3	2	4	3	4	2	
Other day out for leisure	1	1	1	0	1	1	1	1	
Total	13	21	39	24	51	46	30	17	

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

Table 5.8 TDV detailed visit profiles

Volume of visits - detailed activity by destination country and destination type (millions)

Detailed activity	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/countryside	Seaside/coast
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Attending events								
Attended a live music concert/music festival	39	31	4	2	24	5	6	3
Attended an indoor exhibition	16	13	1	1	10	3	3	1
Attended an outdoor fair/exhibition/show	28	24	3	2	9	6	9	4
Attended another arts/cultural festival	30	23	4	2	16	5	6	2
Attended a food/local produce event	22	17	2	2	9	3	6	3
Watched a live football match (not on TV)	57	49	5	3	36	11	8	2
Watched other live sport (not on TV)	49	41	3	4	28	11	7	2
Net: Attending events	206	171	19	13	114	37	37	15
Walking								
Centre based walking	103	87	9	6	54	23	12	13
Short walk/stroll – up to 2 miles	138	116	12	8	41	26	41	25
Long walk, hike or ramble	110	88	12	8	27	14	49	18
Net: Any walking	300	250	28	18	100	54	92	47

Table 5.8 TDV detailed visit profiles (continued)
Volume of visits - detailed activity by destination country and destination type (millions)

Detailed activity	Destination country				Destination type				
	GB Millions	England Millions	Scotland Millions	Wales Millions	City/ large town Millions	Small town Millions	Village/ countryside Millions	Seaside/coast Millions	
Went to the gym, aerobics class, etc.	31	26	2	1	14	7	7	3	
Played golf	23	19	3	1	5	5	10	3	
Running, jogging, orienteering	27	21	3	2	9	5	7	4	
Swimming	32	26	3	2	10	6	10	5	
Outdoor sports	25	21	2	1	8	7	8	2	
Net: Active pursuits/sports	112	93	10	6	39	24	34	13	
Visiting attractions and sightseeing									
Went on a guided tour	22	16	3	1	7	5	6	3	
Sightseeing by car	43	31	6	5	10	8	14	10	
Sightseeing on foot	127	101	14	11	44	23	35	24	
Net: Sightseeing/ guided tours	165	129	19	13	55	31	47	30	
Visited a cathedral, church, abbey or other religious building	31	26	2	2	12	8	9	2	
Visited a castle/other historic site	41	31	4	5	15	8	12	6	
Visited a historic house, stately home, palace	38	31	3	3	11	5	18	2	
Visited a museum	51	43	5	2	25	8	12	5	
Net: Visiting heritage	127	104	11	8	49	23	41	12	

Table 5.8 TDV detailed visit profiles (continued)
Volume of visits - detailed activity by destination country and destination type (millions)

Detailed activity	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/ coast
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visited a beach	62	44	8	8	7	8	9	38
Visited a country park	59	50	5	3	15	10	27	5
Visited a garden	57	47	7	2	17	10	24	4
Visited a theme/ amusement park	24	20	2	1	8	3	4	5
Visited a wildlife attraction/nature reserve	42	35	3	2	10	6	17	7
Visited a zoo/safari park	25	21	2	1	11	4	6	3
Visited an art gallery	28	23	4	1	14	5	6	3
Visited another type of attraction	29	23	3	2	8	8	7	4
Viewed architecture	38	31	4	2	17	6	9	4
Net: Visiting attractions and sightseeing	264	216	25	17	78	46	79	52
Eating and drinking								
Went for a drink in a pub, club, etc.	182	154	15	10	92	44	29	15
Went for a meal in a restaurant/café, etc.	284	236	25	18	124	66	59	30
Went for a snack in a fast food outlet,	79	66	6	4	38	16	11	12
Net: Eating and drinking	453	381	37	27	205	110	86	44

Table 5.8 TDV detailed visit profiles (continued)
Volume of visits- detailed activity by destination country and destination type (millions)

Detailed activity	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/ coast
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Friends and family								
Visited family for leisure	219	184	21	11	77	69	56	15
Visited friends for leisure	141	114	14	10	58	38	29	13
Played with children	60	49	5	4	18	13	14	12
Net: Friends and family	374	312	34	22	135	111	89	34
Other activities								
Went to the cinema	83	73	6	3	49	21	6	4
Went to the theatre	32	26	4	2	19	6	4	3
Had a picnic or BBQ	43	36	4	3	10	8	15	9
Just relaxed	159	134	15	9	53	35	45	22
Spa treatments	23	19	2	1	9	6	6	2
Sunbathing	25	20	2	2	5	6	5	8
Watched wildlife, bird watching	56	44	7	4	9	7	27	10
Total	1,793	1,505	151	100	751	433	413	159

Table 5.9 TDV detailed visit profiles

Volume and expenditure of visits - disabilities/impairments in party by country of visit (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	134	111	11	10	£4,234	£3,418	£434	£292
Someone in party has mobility impairment (non-wheelchair user)	138	115	14	8	£5,322	£4,100	£552	£641
Someone in party is deaf/have partial hearing loss	91	76	7	6	£3,164	£2,468	£363	£236
Someone in party has mobility impairment (wheelchair user)	45	36	7	2	£1,727	£1,339	£119	£202
Someone in party has learning difficulties	32	26	4	2	£1,189	£726	£244	£113
Someone in party is blind/partially sighted	52	44	3	4	£2,197	£1,598	£331	£19
Net: Disability or impairment in party	362	300	32	24	£13,096	£10,206	£1,474	£1,210
No disabilities/impairments in party	1,333	1,125	112	72	£47,635	£39,308	£4,244	£3,079
Total	1,793	1,505	151	100	£62,447	£50,899	£5,995	£4,332

Table 5.10 TDV detailed visit profiles
Volume of visits - disability/impairments in party by England destination region (millions)

	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
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	8	16	11	9	9	12	18	18	11
Someone in party has mobility impairment (non-wheelchair user)	7	15	9	10	10	15	16	20	12
Someone in party is deaf/have partial hearing loss	6	11	7	7	8	7	13	10	7
Someone in party has mobility impairment (wheelchair user)	2	2	4	5	3	5	7	4	3
Someone in party has learning difficulties	1	4	2	2	2	4	5	2	2
Someone in party is blind/partially sighted	3	7	4	4	5	5	10	3	2
Net: Disability or impairment in party	20	39	28	27	28	34	52	44	28
No disabilities/impairments in party	59	141	110	84	91	94	255	179	112
Total	82	189	149	119	127	133	327	232	147

Table 5.11 TDV detailed visit profiles

Volume of visits - disability/impairments in party by Welsh and Scottish destination region (millions)

	Welsh destination regions*					Scottish destination regions*			
	Mid	North	South East	South West	East	West	North	South	
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	0	1	1	1	1	2	1	0	
Someone in party has mobility impairment (non-wheelchair user)	0	1	1	1	2	1	1	0	
Someone in party is deaf/have partial hearing loss	0	0	1	1	1	1	1	0	
Someone in party has mobility impairment (wheelchair user)	0	0	0	0	1	1	0	0	
Someone in party has learning difficulties	0	0	0	0	0	1	0	1	
Someone in party is blind/partially sighted	0	0	1	0	1	0	0	0	
NET: Disability or impairment in party	4	5	8	6	9	9	7	3	
No disabilities/impairments in party	8	15	29	17	39	34	21	13	
Total	13	21	39	24	51	46	30	17	

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

Table 5.12 TDV detailed visit profiles
Volume of visits - disability/impairments in party by main destination type visited (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
Disability or impairment in party	Millions	%	Millions	%	Millions	%	Millions	%
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	51	7%	32	7%	34	8%	15	9%
Someone in party has mobility impairment (non-wheelchair user)	50	7%	34	8%	36	9%	15	10%
Someone in party is deaf/have partial hearing loss	28	4%	22	5%	25	6%	12	8%
Someone in party has mobility impairment (wheelchair user)	20	3%	7	2%	13	3%	3	11%
Someone in party is blind/partially sighted	19	2%	11	3%	16	4%	5	3%
Someone in party has learning difficulties	10	1%	7	2%	11	3%	4	2%
Net: disability or impairment in party	126	17%	85	20%	101	25%	41	26%
No disabilities/impairments in party	589	78%	321	74%	292	71%	104	65%
Total	751		433		413		159	

Table 5.13 TDV detailed visit profiles
Volume and expenditure of visits - trip duration by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	665	566	53	35	£20,071	£16,404	£1,800	£1,724
4 hours to 4 hours 59	434	363	34	26	£15,612	£12,738	£1,513	£1,088
5 hours to 5 hours 59	235	198	17	14	£7,688	£6,276	£704	£517
6 hours or more	459	379	46	25	£19,076	£15,482	£1,978	£1,003
Total	1,793	1,505	151	100	£62,447	£50,899	£5,995	£4,332

Table 5.14 TDV detailed visit profiles
Volume of visits - trip duration by destination country (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
3 hours to 3 hours 59	272	36%	175	40%	158	38	48	30%
4 hours to 4 hours 59	183	24%	108	25%	98	24	38	24%
5 hours to 5 hours 59	95	13%	53	12%	57	14	25	15%
6 hours or more	202	27%	97	22%	101	24	48	30%
Total	751		433		413		159	

Table 5.15 TDV detailed visit profiles
Volume of visits - trip duration by English region of visit (millions)

	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
3 hours to 3 hours 59	33	70	59	45	48	50	125	85	52
4 hours to 4 hours 59	19	48	34	30	32	34	78	57	32
5 hours to 5 hours 59	10	24	19	14	16	18	45	30	22
6 hours or more	20	47	38	30	31	31	79	60	41
Total	82	189	149	119	127	133	327	232	147

Table 5.16 TDV detailed visit profiles
Volume of visits - trip duration by Welsh and Scottish destination regions (millions)

	Welsh destination regions*					Scottish destination regions*			
	Mid	North	South East	South West	East	West	North	South	
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	
3 hours to 3 hours 59	4	7	14	8	19	16	9	6	
4 hours to 4 hours 59	3	5	9	7	11	12	7	3	
5 hours to 5 hours 59	1	4	5	4	5	6	5	2	
6 hours or more	4	5	11	5	15	13	9	5	
Total	13	21	39	24	51	46	30	17	

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

Table 5.17 TDV detailed visit profiles
Volume of visits- trip duration by main activity undertaken (millions)

	Visiting friends or family	'Special' shopping	Going out for a meal	Going on a night out	Going out for entertainment	Under taking outdoor activities	Other leisure/hobbies	Taking part in sports	Watching live sporting events	Going to visitor attractions	Special public events	Special personal events	Day out to health/beauty spa	General day out	Other day out for leisure
	Millions														
3 hours to 3 hours 59	128	59	98	54	49	57	20	18	32	29	11	10	5	43	11
4 hours to 4 hours 59	90	30	49	35	26	40	10	10	19	23	12	10	3	34	11
5 hours to 5 hours 59	50	17	18	21	15	19	4	4	10	14	6	7	2	22	6
6 hours or more	157	16	28	27	20	25	9	6	16	27	17	17	2	35	16
Total	425	122	194	137	109	141	43	37	77	94	47	45	12	133	44

Table 5.18 TDV detailed visit profiles

Volume and expenditure of visits - main destination type visited by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/large town	751	643	68	30	£33,674	£28,284	£3,170	£1,620
Small town	433	369	34	26	£11,697	£9,579	£1,236	£827
Village/countryside	413	346	34	26	£11,122	£8,550	£1,072	£1,252
Seaside/coast	159	116	14	17	£4,659	£3,393	£464	£615
Total	1,793	1,505	151	100	£62,447	£50,899	£5,995	£4,332

Table 5.19 TDV detailed visit profiles
Volume and expenditure of visits – destination type by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/large town	769	657	70	31	£34,506	£28,782	£3,379	£1,743
Small town	470	395	40	29	£13,192	£10,771	£1,377	£984
Village/countryside	445	371	37	28	£12,736	£9,701	£1,426	£1,357
Seaside/coast	183	135	17	19	£6,235	£4,549	£598	£868
Total	1,793	1,505	151	100	£62,447	£50,899	£5,995	£4,332

Table 5.20 TDV detailed visit profiles

Volume and expenditure of visits - claimed distance travelled by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	290	256	17	14	£5,840	£5,162	£410	£224
Between 5 and 10 miles	326	286	21	15	£8,433	£7,430	£468	£450
11 to 20 miles	309	267	24	16	£9,285	£7,940	£832	£446
21 to 40 miles	256	216	24	14	£9,136	£7,827	£847	£409
41 to 60 miles	136	107	18	8	£5,703	£4,414	£774	£436
61 to 80 miles	92	74	10	6	£3,857	£3,196	£416	£170
81 to 100 miles	76	60	8	4	£3,153	£2,535	£218	£225
Over 100 miles	195	147	23	17	£13,072	£9,204	£1,873	£1,517
Total	1,793	1,505	151	100	£62,447	£50,899	£5,995	£4,332

Table 5.21 TDV detailed visit profiles

Volume of visits - distance travelled by region of England destination (millions)

	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
Less than 5 miles	12	32	23	19	20	16	79	35	19
Between 5 and 10 miles	18	40	26	19	24	18	72	44	24
11 to 20 miles	16	36	25	21	24	26	51	39	29
21 to 40 miles	12	27	28	17	20	26	29	34	25
41 to 60 miles	7	13	10	11	9	12	16	18	11
61 to 80 miles	4	8	6	6	5	7	14	15	8
81 to 100 miles	2	6	5	5	4	6	15	10	6
Over 100 miles	7	18	17	14	13	15	29	19	16
Don't know	4	9	8	6	7	7	24	17	9
Average distance travelled (miles)	39	40	46	47	43	48	38	42	46

Table 5.22 TDV detailed visit profiles

Volume of visits - distance travelled by Welsh and Scottish destination region (millions)

	Welsh destination regions*					Scottish destination regions*			
	Mid Millions	North Millions	South East Millions	South West Millions	East Millions	West Millions	North Millions	South Millions	
Less than 5 miles	1	2	6	4	6	6	3	1	
Between 5 and 10 miles	2	4	6	3	7	8	4	2	
11 to 20 miles	3	3	8	4	8	8	4	2	
21 to 40 miles	1	3	6	3	7	9	4	3	
41 to 60 miles	0	2	3	1	5	5	4	2	
61 to 80 miles	1	1	1	2	3	2	2	1	
81 to 100 miles	0	1	2	1	4	2	1	1	
Over 100 miles	3	4	6	3	7	5	5	3	
Don't know	1	1	1	3	3	1	2	2	
Average distance (miles)	77	65	52	48	58	47	62	63	

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

Table 5.23 TDV detailed visit profiles
Volume of visits - distance travelled by destination type visited (millions)

	City/large town		Small town		Village/countryside		Seaside/Coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Less than 5 miles	134	18%	78	18%	53	13%	19	12%
Between 5 and 10 miles	138	18%	89	20%	70	17%	22	14%
11 to 20 miles	125	17%	82	19%	76	18%	20	13%
21 to 40 miles	103	14%	60	14%	67	16%	21	13%
41 to 60 miles	55	7%	30	7%	37	9%	12	7%
61 to 80 miles	38	5%	16	4%	22	5%	14	9%
81 to 100 miles	29	4%	13	3%	20	5%	14	9%
Over 100 miles	84	11%	41	9%	44	11%	23	14%
Don't know	46	6%	25	6%	24	6%	15	10%
Average distance (miles)	45		40		47		60	

Table 5.24 TDV detailed visit profiles
Volume of visits - claimed distance by main activity undertaken (millions)

	Visiting friends or family	'Special' shopping	Going out for a meal	Going on a night out	Going out for entertainment	Under taking outdoor activities	Other leisure/hobbies	Taking part in sports	Watching live sporting events	Going to visitor attractions	Special public events	Special personal events	Day out to health/beauty spa	General day out	Other day out for leisure
	Millions														
Less than 5 miles	64	12	39	48	21	17	8	5	13	11	11	7	1	12	3
Between 5 and 10 miles	67	24	38	32	25	35	8	6	13	13	8	8	2	21	5
11 to 20 miles	65	26	38	20	19	25	8	9	13	17	6	7	3	26	6
21 to 40 miles	56	25	31	14	17	23	5	4	11	13	6	5	2	22	7
41 to 60 miles	36	8	13	6	6	10	3	3	6	10	4	3	1	12	5
61 to 80 miles	20	8	8	3	4	8	3	1	3	5	2	4	1	8	4
81 to 100 miles	21	3	5	4	4	6	2	2	3	5	2	2	1	5	3
Over 100 miles	69	8	12	8	7	9	4	4	12	11	5	7	1	17	7
Don't know	29	9	9	4	6	8	2	3	2	9	3	3	0	9	4
Average distance (miles)	58	37	33	26	33	36	42	45	53	51	44	58	44	52	68

Table 5.25 TDV detailed visit profiles

Volume and expenditure of transport used by destination country (millions)

	Volume				Expenditure			
	GB Millions	England Millions	Scotland Millions	Wales Millions	GB Millions	England Millions	Scotland Millions	Wales Millions
Net: Any car	1,119	925	99	73	£38,441	£31,204	£3,579	£3,091
Car – own/ friends/family	1,082	897	93	71	£36,650	£29,811	£3,325	£2,950
Car – hired	37	29	6	1	£1,791	£1,394	£254	£142
Net: Public transport	313	266	29	12	£13,726	£11,256	£1,730	£548
Train	192	164	16	7	£10,278	£8,357	£1,276	£464
A regular bus/coach	121	102	13	5	£3,448	£2,899	£454	£84
Organised coach tour	25	19	3	2	£950	£743	£106	£93
Taxi	60	51	4	3	£2,026	£1,730	£152	£74
Walked/on foot	132	116	9	6	£2,492	£2,184	£169	£118
Bicycle	28	24	1	1	£222	£188	£29	£6
Tube	54	53	1	0	£1,945	£1,935	£10	-
Tram	11	10	1	0	£523	£279	£10	£227
Motorised caravan/ campervan	5	3	1	1	£105	£49	£11	£37
Plane	11	7	2	0	£640	£277	£115	£1
Boat/ship/ferry	3	2	1	0	£296	£96	£28	£72
Lorry/truck/van	6	4	1	0	£155	£125	£10	£20
Other	26	23	1	1	£926	£833	£47	£46
Total	1,793	1,505	151	100	£62,447	£50,899	£5,995	£4,332

Table 5.26 TDV detailed visit profiles
Volume of visits - transport used by English region visited (millions)

	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
Net: Any car	56	124	101	79	84	100	109	166	107
Car – own/friends/family	53	120	98	76	81	98	103	162	105
Car – hired	3	4	3	3	3	2	6	4	2
Net: Public transport	11	33	24	18	20	12	97	32	19
Train	6	21	16	9	13	8	64	19	9
A regular bus/coach	5	12	8	10	8	5	32	13	10
Organised coach tour	2	2	1	2	3	2	4	2	1
Taxi	2	6	7	4	8	4	13	6	3
Walked/on foot	6	14	8	8	7	8	36	17	11
Bicycle	1	2	3	3	2	2	4	3	3
Minibus	-	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-	-
Tube	1	1	0	0	0	1	49	1	0
Tram	0	2	1	1	1	1	3	0	0
Motorised caravan/campervan	0	0	0	1	-	1	-	0	0
Plane	1	0	1	1	0	1	2	1	0
Boat/ship/ferry	0	-	0	0	-	0	0	1	0
Lorry/truck/van	0	0	-	0	0	0	1	1	1
Other	1	2	1	2	2	1	8	3	2
Total	82	189	149	119	127	133	327	232	147

Table 5.27 TDV detailed visit profiles
Volume of visits - transport used by destination type (millions)

	City/large town		Small town		Village/countryside		Seaside/Coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Net: Any car	398	53%	299	69%	293	71%	106	67%
Car – own/ friends/family	381	51%	291	67%	283	69%	103	65%
Car – hired	16	2%	8	2%	10	2%	3	2%
Net: Public transport	183	24%	66	15%	41	10%	20	12%
Train	111	15%	39	9%	27	7%	12	8%
A regular bus/coach	72	10%	27	6%	13	3%	7	5%
Organised coach tour	9	1%	4	1%	8	2%	3	2%
Taxi	28	4%	16	4%	12	3%	4	2%
Walked/on foot	58	8%	27	6%	31	7%	12	8%
Bicycle	8	1%	7	2%	10	2%	2	1%
Tube	43	6%	2	1%	4	1%	4	3%
Tram	6	1%	2	*	2	*	2	1%
Motorised caravan/ campervan	1	*	0	*	2	1%	2	1%
Plane	5	1%	1	*	3	1%	1	1%
Boat/ship/ferry	1	*	0	*	1	*	1	*
Lorry/truck/van	2	*	1	*	2	1%	1	1%
Other	11	1%	7	2%	5	1%	1	1%
Total	751		433		413		159	

Table 5.28 TDV detailed visit profiles

Items purchased during visits by destination country (% of visits when money is spent on each expenditure item)

	GB	England	Scotland	Wales
Expenditure items	%	%	%	%
Net: Transport	31%	31%	36%	27%
Fuel	12%	11%	13%	15%
Bus fares, car parking	10%	10%	13%	9%
Rail, tube or tram tickets	9%	10%	9%	5%
Water transport	1%	1%	4%	1%
Air transport	1%	1%	4%	1%
Car/other vehicle hire	2%	2%	3%	2%
Net: Eating and drinking	50%	50%	49%	52%
Eating/drinking out in cafes, restaurants, etc.	41%	41%	42%	43%
Food bought in shops/ takeaways and consumed on trip	15%	15%	15%	17%
Net: Entrance charges	17%	17%	17%	16%
Entrance to visitor attractions	5%	5%	5%	5%
Tickets/entrance to events, shows or clubs	9%	9%	10%	9%
Tickets to watch sporting events	3%	3%	3%	3%
Entrance to sports/leisure centres	3%	3%	3%	2%
'Special' shopping (i.e. not routine)	12%	12%	13%	15%
Net: Other items	3%	3%	2%	3%
Package travel or package tours	1%	1%	1%	1%
Other travel services	1%	1%	1%	2%
Hiring equipment	1%	1%	1%	*

Table 5.28 TDV detailed visit profiles (continued)
Average spend per visit (including zero spend)

Main visit activity		English regions (former GORs)	
'Special' shopping	£87	North East England	£30
Day out to beauty/ health spa	£46	North West England	£40
Going out for entertainment	£38	Yorkshire and The Humber	£34
Special public event	£31	East Midlands	£32
Went out for a meal	£40	West Midlands	£34
Going on a night out	£35	East of England	£29
Watched live sporting events (not on TV)	£36	London	£39
Going to visitor attractions	£35	South East England	£30
Other day out for leisure	£46	South West England	£28
General day out	£26	Welsh regions (Regional Tourism Partnerships)	
Special personal events	£38	Mid	£35
Undertaking outdoor activities	£18	North	£32
Visiting friends or family for leisure	£25	South West	£31
Other leisure/hobbies	£30	South East	£37
Taking part in sports	£29	Scottish regions (see page 10 for details)	
City/large town	£45	North	£38
Seaside/ coast	£29	West	£36
Small town	£27	East	£34
Village/ countryside	£27	South	£39

Tourism Day Visits – 2011 to 2017 trends

Table 5.29 TDV 2011 to 2017 trends

Reweight change over time in volume by English regions (millions)

Note: 2011-2015 estimates are reweighted – see note on page 8

	2011	2012	2013	2014	2015	2016	2017	2016/2017
English Regions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
North East England	49	86	85	72	64	75	82	+9%
North West England	199	196	184	184	183	191	189	-1%
Yorkshire and The Humber	160	162	154	152	138	149	149	0%
East Midlands	107	128	118	109	112	119	119	0%
West Midlands	125	147	153	137	131	142	127	-11%
East of England	155	145	151	150	136	140	133	-5%
London	314	362	301	315	322	337	327	-3%
South East England	231	282	252	261	248	242	232	-4%
South West England	162	181	177	168	156	161	147	-9%

Historical change over time in volume by English regions (millions)

	2011	2012	2013	2014	2015
English Regions	Millions	Millions	Millions	Millions	Millions
North East England	43	75	74	63	56
North West England	173	170	160	160	159
Yorkshire and The Humber	139	141	134	132	120
East Midlands	93	111	103	95	97
West Midlands	109	128	133	119	114
East of England	135	126	131	130	118
London	273	315	262	274	280
South East England	201	245	219	227	216
South West England	141	157	154	146	136

Table 5.30 TDV 2011 to 2017 trends

Rewighted change over time in volume by Scottish and Welsh regions (millions)

Note: 2011-2015 estimates are reweighted – see note on page 8

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Scottish Regions*	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
North Scotland	25	25	14	15	16	28	31	+11%
West Scotland	63	74	58	71	52	56	48	-15%
East Scotland	54	58	49	56	46	49	52	+7%
South Scotland	10	8	8	8	20	8	17	+117%
Welsh Regions*								
North Wales	30	30	22	29	21	30	22	-29%
Mid Wales	12	10	16	18	12	8	13	+66%
South West Wales	24	26	21	22	18	23	26	+14%
South East Wales	49	49	43	39	35	38	42	+10%

Historical change over time in volume by Scottish and Welsh regions (millions)

	2011	2012	2013	2014	2015
Scottish Regions*	Millions	Millions	Millions	Millions	Millions
North Scotland	22	22	12	13	14
West Scotland	55	64	50	62	45
East Scotland	47	50	43	49	40
South Scotland	9	7	7	7	17
Welsh Regions*					
North Wales	26	26	19	25	18
Mid Wales	10	9	14	16	10
South West Wales	21	23	18	19	16
South East Wales	43	43	37	34	30

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

Table 5.31 TDV 2011 to 2017 trends

Reweight change over time in expenditure by English regions (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Historical change over time in expenditure by English regions (millions)

	2011	2012	2013	2014	2015	2016	2017	2016/2017
English Regions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
North East England	£2,507	£2,843	£3,251	£2,561	£2,361	£2,363	£2,451	+4%
North West England	£6,702	£6,203	£6,491	£6,176	£6,642	£6,958	£7,628	+10%
Yorkshire and The Humber	£4,106	£4,372	£4,859	£4,769	£4,256	£4,370	£5,023	+15%
East Midlands	£4,032	£3,826	£3,351	£2,974	£3,784	£4,486	£3,800	-15%
West Midlands	£3,616	£4,500	£5,552	£4,442	£5,396	£4,207	£4,305	+2%
East of England	£4,396	£4,399	£4,750	£4,500	£4,055	£3,532	£3,853	+9%
London	£11,288	£14,780	£10,606	£12,342	£13,307	£14,376	£12,626	-12%
South East England	£8,148	£8,679	£8,158	£8,707	£7,621	£8,602	£7,068	-18%
South West England	£5,526	£6,127	£5,909	£5,395	£5,967	£4,639	£4,146	-11%

	2011	2012	2013	2014	2015
English Regions	Millions	Millions	Millions	Millions	Millions
North East England	£1,092	£2,472	£2,827	£2,227	£2,053
North West England	£5,828	£5,394	£5,644	£5,370	£5,776
Yorkshire and The Humber	£3,570	£3,802	£4,225	£4,147	£3,701
East Midlands	£3,507	£3,327	£2,914	£2,586	£3,290
West Midlands	£3,144	£3,913	£4,828	£3,863	£4,692
East of England	£3,823	£3,825	£4,130	£3,913	£3,526
London	£9,816	£12,852	£9,223	£10,732	£11,571
South East England	£7,085	£7,547	£7,094	£7,571	£6,627
South West England	£4,805	£5,328	£5,138	£4,691	£5,186

Table 5.32 TDV 2011 to 2017 trends

Reweighted change over time in expenditure by Scottish and Welsh regions (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Historical change over time in expenditure by Scottish and Welsh regions (millions)

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Scottish Regions*	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
North Scotland	£1,496	£863	£521	£856	£492	£940	£1,191	+27%
West Scotland	£2,294	£2,455	£2,072	£2,437	£1,795	£1,820	£1,717	-6%
East Scotland	£3,068	£1,750	£1,960	£2,354	£1,429	£1,889	£1,769	-6%
South Scotland	£217	£237	£293	£239	£582	£244	£660	+170%
Welsh Regions*								
North Wales	£667	£1,134	£691	£1,208	£553	£1,241	£697	-44%
Mid Wales	£406	£298	£576	£406	£365	£300	£458	+53%
South West Wales	£623	£810	£845	£658	£695	£732	£823	+12%
South East Wales	£1,636	£2,224	£1,507	£1,323	£1,497	£1,781	£1,558	-13%

	2011	2012	2013	2014	2015
Scottish Regions*	Millions	Millions	Millions	Millions	Millions
North Scotland	£1,301	£750	£453	£744	£428
West Scotland	£1,995	£2,135	£1,802	£2,119	£1,561
East Scotland	£2,668	£1,522	£1,704	£2,047	£1,243
South Scotland	£189	£206	£255	£208	£506
Welsh Regions*					
North Wales	£580	£986	£601	£1,050	£481
Mid Wales	£353	£259	£501	£353	£317
South West Wales	£542	£704	£735	£572	£604
South East Wales	£1,423	£1,934	£1,310	£1,150	£1,302

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

Table 5.33 TDV 2011 to 2017 trends

Rewighted change over time in volume by quarter in GB (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	361	426	385	381	348	408	400	-2%
Apr – Jun	466	501	478	474	470	464	453	-2%
Jul – Sep	509	572	522	519	515	516	500	-3%
Oct – Dec	442	472	442	450	421	445	441	-1%
Total	1,777	1,969	1,826	1,823	1,754	1,834	1,793	-2%

Table 5.34 TDV 2011 to 2017 trends

Rewighted change over time in volume by quarter in England (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	309	366	331	329	298	352	338	-4%
Apr – Jun	392	426	409	394	401	396	381	-4%
Jul – Sep	424	489	449	434	431	432	414	-4%
Oct – Dec	377	406	386	390	362	377	372	-1%
Total	1,503	1,687	1,576	1,547	1,493	1,557	1,505	-3%

Historical change over time in volume by quarter in GB (millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	314	370	335	331	303
Apr – Jun	405	436	416	412	409
Jul – Sep	443	497	454	451	448
Oct – Dec	384	410	384	391	366
Total	1,545	1,712	1,588	1,585	1,525

Historical change over time in volume by quarter in England (millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	269	318	288	286	259
Apr – Jun	341	370	356	343	349
Jul – Sep	369	425	390	377	375
Oct – Dec	328	353	336	339	315
Total	1,307	1,467	1,370	1,345	1,298

Table 5.35 TDV 2011 to 2017 trends

Rewighted change over time in volume by quarter in Scotland (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	30	37	32	31	28	34	34	0%
Apr – Jun	41	43	39	36	37	33	39	+18%
Jul – Sep	46	46	37	47	47	41	43	+5%
Oct – Dec	36	39	33	33	32	35	36	+3%
Total	154	164	143	146	143	142	151	+6%

Historical change over time in volume by quarter in Scotland (millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	26	32	28	27	24
Apr – Jun	36	37	34	31	32
Jul – Sep	40	40	32	41	41
Oct – Dec	31	34	29	29	28
Total	134	143	124	127	124

Table 5.36 TDV 2011 to 2017 trends

Rewighted change over time in volume by quarter in Wales (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	21	22	20	18	20	17	20	+18%
Apr – Jun	32	33	26	37	21	29	24	-17%
Jul – Sep	37	37	36	29	24	31	31	0%
Oct – Dec	28	25	21	21	22	26	24	-8%
Total	117	116	102	104	86	102	100	-2%

Historical change over time in volume by quarter in Wales (millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	18	19	17	16	17
Apr – Jun	28	29	23	32	18
Jul – Sep	32	32	31	25	21
Oct – Dec	24	22	18	18	19
Total	102	101	89	90	75

Table 5.37 TDV 2011 to 2017 trends

Rewighted change over time in expenditure by quarter in GB (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	£11,918	£13,270	£12,524	£13,003	£12,339	£13,904	£13,745	-1%
Apr – Jun	£15,093	£15,448	£16,558	£14,631	£14,805	£14,411	£15,690	+9%
Jul – Sep	£17,943	£19,217	£17,702	£18,217	£19,458	£18,144	£16,804	-7%
Oct – Dec	£14,889	£17,675	£15,255	£15,981	£15,341	£17,445	£16,208	-7%
Total	£59,845	£65,610	£62,039	£61,833	£61,943	£63,904	£62,447	-2%

Historical change over time in expenditure by quarter in GB (£ millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	£10,363	£11,539	£10,890	£11,307	£10,730
Apr – Jun	£13,124	£13,433	£14,398	£12,723	£12,874
Jul – Sep	£15,603	£16,710	£15,393	£15,841	£16,920
Oct – Dec	£12,947	£15,370	£13,265	£13,897	£13,340
Total	£52,039	£57,052	£53,947	£53,768	£53,863

Table 5.38 TDV 2011 to 2017 trends

Rewighted change over time in expenditure by quarter in England (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	£9,880	£11,470	£10,646	£11,418	£10,604	£11,693	£11,136	-5%
Apr – Jun	£12,016	£12,576	£14,479	£12,274	£12,898	£12,453	£12,380	-1%
Jul – Sep	£14,553	£16,376	£14,720	£14,657	£16,720	£14,786	£13,998	-5%
Oct – Dec	£12,622	£15,307	£13,082	£13,518	£13,164	£14,602	£13,386	-8%
Total	£49,071	£55,728	£52,928	£51,867	£53,385	£53,534	£50,899	-5%

Historical change over time in expenditure by quarter in England (£ millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	£8,591	£9,974	£9,257	£9,929	£9,221
Apr – Jun	£10,449	£10,936	£12,590	£10,673	£11,216
Jul – Sep	£12,655	£14,240	£12,800	£12,745	£14,539
Oct – Dec	£10,976	£13,310	£11,376	£11,755	£11,447
Total	£42,670	£48,459	£46,024	£45,102	£46,422

Table 5.39 TDV 2011 to 2017 trends

Rewighted change over time in expenditure by quarter in Scotland (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	£1,348	£983	£1,162	£1,059	£1,009	£1,220	£1,267	+4%
Apr – Jun	£2,042	£1,397	£1,284	£1,081	£1,050	£863	£1,828	+112%
Jul – Sep	£2,367	£1,507	£1,585	£2,067	£1,248	£1,445	£1,466	+1%
Oct – Dec	£1,319	£1,461	£1,313	£1,565	£1,204	£1,388	£1,434	+3%
Total	£7,075	£5,348	£5,343	£5,773	£4,511	£4,916	£5,995	+22%

Historical change over time in expenditure by quarter in Scotland (£ millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	£1,172	£855	£1,010	£921	£877
Apr – Jun	£1,776	£1,215	£1,117	£940	£913
Jul – Sep	£2,058	£1,310	£1,378	£1,797	£1,085
Oct – Dec	£1,147	£1,270	£1,142	£1,361	£1,047
Total	£6,152	£4,650	£4,646	£5,020	£3,923

Table 5.40 TDV 2011 to 2017 trends

Rewighted change over time in expenditure by quarter in Wales (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	£690	£795	£706	£470	£661	£763	£1,013	+33%
Apr – Jun	£814	£1,459	£667	£938	£545	£830	£1,194	+44%
Jul – Sep	£982	£1,278	£1,343	£1,022	£1,109	£1,315	£1,089	-17%
Oct – Dec	£894	£877	£804	£649	£806	£1,188	£1,035	-13%
Total	£3,380	£4,409	£3,520	£3,079	£3,121	£4,096	£4,332	+6%

Historical change over time in expenditure by quarter in Wales (£ millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	£600	£691	£614	£409	£575
Apr – Jun	£708	£1,269	£580	£816	£474
Jul – Sep	£854	£1,111	£1,168	£889	£964
Oct – Dec	£777	£763	£699	£564	£701
Total	£2,939	£3,834	£3,061	£2,677	£2,714

Table 5.41 TDV 2011 to 2017 trends

Rewighted : change over time in volume by main activity in GB (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	474	476	436	417	438	436	425	-3%
Going out for a meal	171	196	190	175	179	190	194	+2%
Going on a night out	170	173	163	151	129	163	137	-16%
General day out	98	133	141	150	139	141	133	-6%
'Special' shopping	143	152	133	127	117	133	122	-8%
Undertaking outdoor activities	127	150	128	140	130	128	141	+10%
Going out for entertainment	102	117	117	112	106	117	109	-7%
Going to visitor attractions	89	93	98	89	87	98	94	-4%
Watching live sporting events	64	83	67	72	77	67	77	+15%
Other leisure /hobbies	59	59	54	60	55	54	43	-20%

Historical: change over time in volume by main activity in GB (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	412	414	379	363	381
Going out for a meal	149	170	165	152	156
Going on a night out	148	150	142	131	112
General day out	85	116	123	130	121
'Special' shopping	124	132	116	110	102
Undertaking outdoor activities	110	130	111	122	113
Going out for entertainment	89	102	102	97	92
Going to visitor attractions	77	81	85	77	76
Watching live sporting events	56	72	58	63	67
Other leisure /hobbies	51	51	47	52	48

Table 5.42 TDV 2011 to 2017 trends

Reweighted : change over time in volume by main activity in England (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	409	415	381	360	376	380	360	-5%
Going out for a meal	143	168	166	151	154	169	164	-3%
Going on a night out	144	150	144	130	112	109	117	+7%
General day out	85	108	118	125	116	112	108	-4%
'Special' shopping	117	130	114	109	101	114	103	-10%
Undertaking outdoor activities	101	124	104	115	110	116	114	-2%
Going out for entertainment	87	99	102	97	93	94	95	+1%
Going to visitor attractions	76	78	85	76	75	86	77	-10%
Watching live sporting events	55	71	58	60	63	63	67	+6%
Other leisure /hobbies	49	52	48	51	47	44	37	-16%

Historical: change over time in volume by main activity in England (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	356	361	331	313	327
Going out for a meal	124	146	144	131	134
Going on a night out	125	130	125	113	97
General day out	74	94	103	109	101
'Special' shopping	102	113	99	95	88
Undertaking outdoor activities	88	108	90	100	96
Going out for entertainment	76	86	89	84	81
Going to visitor attractions	66	68	74	66	65
Watching live sporting events	48	62	50	52	55
Other leisure /hobbies	43	45	42	44	41

Table 5.43 TDV 2011 to 2017 trends

Rewighted : change over time in volume by main activity in Scotland (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	38	38	32	32	37	32	35	+9%
Going out for a meal	16	18	12	14	14	17	15	-12%
Going on a night out	13	14	12	10	8	12	11	-8%
General day out	8	10	12	12	10	11	13	+18%
'Special' shopping	14	14	10	10	9	10	11	+10%
Undertaking outdoor activities	13	14	12	13	10	13	15	+15%
Going out for entertainment	8	12	9	9	8	7	8	+14%
Going to visitor attractions	7	8	7	8	6	6	8	+33%
Watching live sporting events	5	8	6	7	8	6	6	0%
Other leisure /hobbies	6	5	3	5	5	2	4	+100%

Historical : change over time in volume by main activity in Scotland (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	33	33	28	28	32
Going out for a meal	14	16	10	12	12
Going on a night out	11	12	10	9	7
General day out	7	9	10	10	9
'Special' shopping	12	12	9	9	8
Undertaking outdoor activities	11	12	10	11	9
Going out for entertainment	7	10	8	8	7
Going to visitor attractions	6	7	6	7	5
Watching live sporting events	4	7	5	6	7
Other leisure /hobbies	5	4	3	4	4

Table 5.44 TDV 2011 to 2017 trends

Rewighted : change over time in volume by main activity in Wales (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	25	23	22	20	21	19	24	+26%
Going out for a meal	13	9	12	10	8	13	11	-15%
Going on a night out	14	9	8	8	6	7	8	+14%
General day out	5	15	9	10	10	11	8	-27%
'Special' shopping	12	8	8	6	6	7	6	-14%
Undertaking outdoor activities	12	10	12	10	7	10	9	-10%
Going out for entertainment	7	7	6	5	5	5	5	0%
Going to visitor attractions	6	7	5	3	2	4	5	+25%
Watching live sporting events	3	3	3	3	3	4	3	-25%
Other leisure /hobbies	3	2	3	3	2	3	2	-33%

Historical : change over time in volume by main activity in Wales (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	22	20	19	17	18
Going out for a meal	11	8	10	9	7
Going on a night out	12	8	7	7	5
General day out	4	13	8	9	9
'Special' shopping	10	7	7	5	5
Undertaking outdoor activities	10	9	10	9	6
Going out for entertainment	6	6	5	4	4
Going to visitor attractions	5	6	4	3	2
Watching live sporting events	3	3	3	3	3
Other leisure /hobbies	3	2	3	3	2

Table 5.45 TDV 2011 to 2017 trends

Rewighted : change over time in expenditure by main activity in GB (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	£9,536	£10,528	£8,405	£9,383	£9,505	£9,212	£10,441	+13%
Going out for a meal	£7,179	£7,901	£8,145	£7,593	£7,661	£8,258	£7,830	-5%
Going on a night out	£5,606	£5,245	£5,728	£5,399	£5,249	£4,764	£4,745	0%
General day out	£3,393	£3,981	£3,826	£4,218	£4,047	£4,204	£3,502	-17%
'Special' shopping	£10,555	£11,823	£10,489	£10,395	£10,026	£12,525	£10,611	-15%
Undertaking outdoor activities	£3,252	£2,617	£2,553	£2,277	£3,010	£2,503	£2,550	+2%
Going out for entertainment	£4,092	£4,039	£4,345	£4,413	£4,641	£4,066	£4,180	+3%
Going to visitor attractions	£3,167	£3,663	£4,015	£3,389	£3,144	£3,442	£3,329	-3%
Watching live sporting events	£2,529	£2,801	£2,496	£2,843	£2,953	£2,423	£2,722	+12%
Other leisure /hobbies	£1,074	£1,174	£1,336	£1,049	£1,081	£1,272	£1,290	+1%

Historical : change over time in expenditure by main activity in GB (£ millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	£8,292	£9,155	£7,309	£8,159	£8,265
Going out for a meal	£6,243	£6,870	£7,083	£6,603	£6,662
Going on a night out	£4,875	£4,561	£4,981	£4,695	£4,564
General day out	£2,950	£3,462	£3,327	£3,668	£3,519
'Special' shopping	£9,178	£10,281	£9,121	£9,039	£8,718
Undertaking outdoor activities	£2,828	£2,276	£2,220	£1,980	£2,617
Going out for entertainment	£3,558	£3,512	£3,778	£3,837	£4,036
Going to visitor attractions	£2,754	£3,185	£3,491	£2,947	£2,734
Watching live sporting events	£2,199	£2,436	£2,170	£2,472	£2,568
Other leisure /hobbies	£934	£1,021	£1,162	£912	£940

Table 5.46 TDV 2011 to 2017 trends

Rewighted : change over time in expenditure by main activity in England (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	£7,450	£8,985	£7,308	£7,818	£8,160	£7,830	£8,038	+3%
Going out for a meal	£5,981	£6,903	£7,238	£6,154	£6,652	£6,921	£6,632	-4%
Going on a night out	£4,114	£4,432	£4,884	£4,658	£4,677	£4,129	£3,729	-10%
General day out	£2,696	£3,313	£3,258	£3,366	£3,404	£3,257	£2,930	-10%
'Special' shopping	£9,586	£10,012	£8,739	£9,021	£8,890	£10,782	£8,626	-20%
Undertaking outdoor activities	£2,722	£1,975	£1,893	£1,900	£2,420	£1,776	£2,013	+13%
Going out for entertainment	£3,503	£3,437	£3,685	£3,943	£4,099	£3,521	£3,549	+1%
Going to visitor attractions	£2,766	£3,067	£3,600	£2,904	£2,747	£3,037	£2,802	-8%
Watching live sporting events	£2,108	£2,502	£2,172	£2,210	£2,514	£2,052	£2,317	+13%
Other leisure /hobbies	£897	£1,076	£1,171	£821	£955	£1,032	£1,139	+10%

Historical : change over time in expenditure by main activity in England (£ millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	£6,478	£7,813	£6,355	£6,798	£7,096
Going out for a meal	£5,201	£6,003	£6,294	£5,351	£5,784
Going on a night out	£3,577	£3,854	£4,247	£4,050	£4,067
General day out	£2,344	£2,881	£2,833	£2,927	£2,960
'Special' shopping	£8,336	£8,706	£7,599	£7,844	£7,730
Undertaking outdoor activities	£2,367	£1,717	£1,646	£1,652	£2,104
Going out for entertainment	£3,046	£2,989	£3,204	£3,429	£3,564
Going to visitor attractions	£2,405	£2,667	£3,130	£2,525	£2,389
Watching live sporting events	£1,833	£2,176	£1,889	£1,922	£2,186
Other leisure /hobbies	£780	£936	£1,018	£714	£830

Table 5.47 TDV 2011 to 2017 trends

Rewighted : change over time in expenditure by main activity in Scotland (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	£1,428	£722	£545	£702	£739	£631	£1,144	+81%
Going out for a meal	£720	£620	£496	£1,044	£480	£611	£744	+22%
Going on a night out	£932	£528	£545	£422	£343	£434	£632	+46%
General day out	£424	£256	£327	£455	£220	£297	£264	-11%
'Special' shopping	£618	£1,188	£1,151	£874	£718	£795	£1,007	+27%
Undertaking outdoor activities	£302	£265	£317	£201	£214	£311	£265	-15%
Going out for entertainment	£438	£404	£408	£352	£370	£337	£334	-1%
Going to visitor attractions	£274	£227	£289	£324	£191	£195	£228	+17%
Watching live sporting events	£232	£200	£168	£368	£265	£211	£290	+37%
Other leisure /hobbies	£110	£75	£81	£196	£97	£98	£59	-40%

Historical : change over time in expenditure by main activity in Scotland (£ millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	£1,242	£628	£474	£610	£643
Going out for a meal	£626	£539	£431	£908	£417
Going on a night out	£810	£459	£474	£367	£298
General day out	£369	£223	£284	£396	£191
'Special' shopping	£537	£1,033	£1,001	£760	£624
Undertaking outdoor activities	£263	£230	£276	£175	£186
Going out for entertainment	£381	£351	£355	£306	£322
Going to visitor attractions	£238	£197	£251	£282	£166
Watching live sporting events	£202	£174	£146	£320	£230
Other leisure /hobbies	£96	£65	£70	£170	£84

Table 5.48 TDV 2011 to 2017 trends

Rewighted : change over time in expenditure by main activity in Wales (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	£624	£785	£460	£537	£484	£619	£1,015	+64%
Going out for a meal	£477	£374	£391	£339	£416	£490	£369	-25%
Going on a night out	£559	£267	£299	£239	£207	£195	£361	+85%
General day out	£271	£412	£243	£243	£313	£480	£185	-61%
'Special' shopping	£351	£623	£599	£472	£400	£857	£841	-2%
Undertaking outdoor activities	£227	£362	£344	£153	£345	£206	£252	+22%
Going out for entertainment	£151	£196	£252	£109	£171	£141	£155	+10%
Going to visitor attractions	£102	£360	£84	£99	£74	£133	£185	+39%
Watching live sporting events	£150	£95	£105	£113	£143	£142	£116	+18%
Other leisure /hobbies	£66	£23	£84	£32	£24	£86	£77	-10%

Historical : change over time in expenditure by main activity in Wales (£ millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	£543	£683	£400	£467	£421
Going out for a meal	£415	£325	£340	£295	£362
Going on a night out	£486	£232	£260	£208	£180
General day out	£236	£358	£211	£211	£272
'Special' shopping	£305	£542	£521	£410	£348
Undertaking outdoor activities	£197	£315	£299	£133	£300
Going out for entertainment	£131	£170	£219	£95	£149
Going to visitor attractions	£89	£313	£73	£86	£64
Watching live sporting events	£130	£83	£91	£98	£124
Other leisure /hobbies	£57	£20	£73	£28	£21

Table 5.49 TDV 2011 to 2017 trends

Rewighted : change over time in volume by destination type in GB (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	772	865	806	803	772	779	751	-4%
Small town	440	503	468	455	451	486	433	-11%
Village/ countryside	460	495	451	438	420	444	413	-7%
Seaside/coast	169	187	182	184	171	189	159	-16%
Total	1,777	1,969	1,826	1,823	1,754	1,834	1,793	-2%

Historical : change over time in volume by destination type in GB (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	671	752	701	698	671
Small town	383	437	407	396	392
Village/ countryside	400	430	392	381	365
Seaside/coast	147	163	158	160	149
Total	1,545	1,712	1,588	1,585	1,525

Table 5.50 TDV 2011 to 2017 trends

Rewighted : change over time in volume by destination type in England (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	669	754	706	644	669	680	643	-5%
Small town	367	423	398	381	380	412	369	-10%
Village/ countryside	383	419	382	369	355	369	346	-6%
Seaside/coast	128	147	147	146	136	144	116	-19%
Total	1,503	1,687	1,576	1,547	1,493	1,557	1,505	-3%

Historical : change over time in volume by destination type in England(millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	582	656	614	560	582
Small town	319	368	346	331	330
Village/ countryside	333	364	332	321	309
Seaside/coast	111	128	128	127	118
Total	1,307	1,467	1,370	1,345	1,298

Table 5.51 TDV 2011 to 2017 trends

Rewighted : change over time in volume by destination type in Scotland (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	66	75	68	68	68	61	68	+11%
Small town	44	44	38	40	37	39	34	-13%
Village/ countryside	39	40	36	33	31	35	34	-3%
Seaside/coast	16	15	15	15	14	13	14	+8%
Total	154	164	143	146	143	142	151	+6%

Historical : change over time in volume by destination type in Scotland (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	57	65	59	59	59
Small town	38	38	33	35	32
Village/ countryside	34	35	31	29	27
Seaside/coast	14	13	13	13	13
Total	134	143	124	127	124

Table 5.52 TDV 2011 to 2017 trends

Rewighted : change over time in volume by destination type in Wales (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	37	33	29	36	24	28	30	+7%
Small town	29	35	31	29	24	27	26	-4%
Village/ countryside	37	37	32	31	29	32	26	-19%
Seaside/coast	24	24	18	17	16	22	17	-23%
Total	117	116	102	104	86	102	100	-2%

Historical : change over time in volume by destination type in Wales (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	32	29	25	31	21
Small town	25	30	27	25	21
Village/ countryside	32	32	28	27	25
Seaside/coast	21	21	16	15	14
Total	102	101	89	90	75

Table 5.53 TDV 2011 to 2017 trends

Rewighted : change over time in expenditure by destination type in GB (£millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	£30,892	£35,259	£32,768	£34,445	£35,444	£34,916	£33,674	-4%
Small town	£15,194	£14,794	£13,791	£12,854	£12,601	£13,717	£11,697	-15%
Village/ countryside	£13,634	£14,113	£12,805	£11,290	£11,347	£11,947	£11,122	-7%
Seaside/coast	£8,730	£7,207	£6,309	£6,604	£6,508	£6,486	£4,659	-28%
Total	£61,892	£65,610	£62,039	£61,833	£61,942	£63,904	£62,447	-2%

Historical : change over time in expenditure by destination type in GB (£ millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	£26,863	£30,660	£28,494	£29,952	£30,821
Small town	£13,212	£12,864	£11,992	£11,177	£10,957
Village/ countryside	£11,856	£12,272	£11,135	£9,817	£9,867
Seaside/coast	£7,591	£6,267	£5,486	£5,743	£5,659
Total	£53,819	£57,052	£53,947	£53,768	£53,863

Table 5.54 TDV 2011 to 2017 trends

Rewighted : change over time in expenditure by destination type in England (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	£26,325	£30,489	£28,249	£29,226	£30,698	£29,938	£28,284	-6%
Small town	£12,583	£12,479	£11,426	£10,319	£10,804	£11,506	£9,579	-17%
Village/ countryside	£10,849	£11,571	£10,627	£9,162	£9,645	£9,820	£8,550	-13%
Seaside/coast	£6,319	£5,760	£5,167	£5,107	£5,215	£4,866	£3,393	-30%
Total	£51,116	£55,728	£52,928	£51,866	£53,385	£53,534	£50,899	-5%

Historical : change over time in expenditure by destination type in England (£ millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	£22,891	£26,512	£24,564	£25,414	£26,694
Small town	£10,942	£10,851	£9,936	£8,973	£9,395
Village/ countryside	£9,434	£10,062	£9,241	£7,967	£8,387
Seaside/coast	£5,495	£5,009	£4,493	£4,441	£4,535
Total	£44,449	£48,459	£46,024	£45,101	£46,422

Table 5.55 TDV 2011 to 2017 trends

Rewighted : change over time in expenditure by destination type in Scotland (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	£3,167	£3,110	£3,278	£3,304	£2,592	£2,630	£3,170	+21%
Small town	£1,838	£1,217	£1,190	£1,608	£1,051	£1,037	£1,236	+19%
Village/ countryside	£1,754	£1,010	£1,078	£1,064	£779	£896	£1,072	+20%
Seaside/coast	£1,526	£371	£473	£606	£365	£565	£464	-18%
Total	£7,075	£5,349	£5,344	£5,773	£4,510	£4,916	£5,995	+22%

Historical : change over time in expenditure by destination type in Scotland (£ millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	£2,754	£2,704	£2,850	£2,873	£2,254
Small town	£1,598	£1,058	£1,035	£1,398	£914
Village/ countryside	£1,525	£878	£937	£925	£677
Seaside/coast	£1,327	£323	£411	£527	£317
Total	£6,152	£4,651	£4,647	£5,020	£3,922

Table 5.56 TDV 2011 to 2017 trends

Rewighted : change over time in expenditure by destination type in Wales (£ millions)










Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	£1,364	£1,607	£1,198	£1,270	£1,546	£1,588	£1,620	+2%
Small town	£756	£1,047	£1,093	£796	£657	£1,013	£827	-18%
Village/ countryside	£1,029	£1,511	£995	£992	£753	£922	£1,252	36%
Seaside/coast	£622	£1,056	£628	£661	£834	£805	£615	-24%
Total	£3,380	£4,409	£3,519	£3,079	£3,122	£4,096	£4,332	+6%

Historical : change over time in expenditure by destination type in Wales (£ millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	£1,186	£1,397	£1,042	£1,104	£1,344
Small town	£657	£910	£950	£692	£571
Village/ countryside	£895	£1,314	£865	£863	£655
Seaside/coast	£541	£918	£546	£575	£725
Total	£2,939	£3,834	£3,060	£2,677	£2,715

Tourism Day Visits – Sub-national results

								
Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

Volume and expenditure

Local Authorities, LEP and Counties report – 3 year average using reweighted figures*

England



GBDVS 2017 English Ceremonial Counties



GBDVS 2017 English Local Authorities



GBDVS 2017 Local Enterprise Partnerships

Scotland

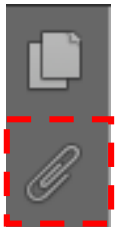


GBDVS 2017 Scottish Local Authorities

Wales



GBDVS 2017 Wales Local Authorities



To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.

*2015 estimates are reweighted - see page 8 for details

Activities Core to Tourism Visits

- Detailed visit profiles
- Sub-national results



Activities Core to Tourism Visits – detailed visit profiles

Table 5.55 ACT detailed visit profiles
Volume of visits and expenditure by destination (£ millions)

	Volume		Expenditure		GB population distribution (16+ population)	
	Millions	% of total	Millions	% of total		% of total
GB total	540	100%	£16,163	100%		
English Regions						% of total
North East England	29	5%	£913	6%		4%
North West England	60	11%	£2,053	13%		12%
Yorkshire and The Humber	43	8%	£1,275	8%		9%
East Midlands	39	7%	£1,079	7%		7%
West Midlands	38	7%	£1,199	7%		9%
East of England	37	7%	£829	5%		10%
London	84	16%	£3,203	20%		13%
South East England	61	11%	£1,824	11%		14%
South West England	54	10%	£1,048	6%		9%
England total	444	82%	£13,423	83%		87%
Scottish Regions*	Millions	% of total	Millions	% of total		% of total
North Scotland	9	23%	£167	17%		2%
West Scotland	12	30%	£325	33%		4%
East Scotland	14	36%	£349	36%		3%
South Scotland	4	11%	£140	14%		1%
Scotland total	50	9%	£1,429	9%		9%
Welsh Regions*	Millions	% of total	Millions	% of total		% of total
North Wales	5	20%	£272	28%		1%
Mid Wales	4	14%	£113	12%		*
South West Wales	8	29%	£228	2%		1%
South East Wales	10	37%	£367	37%		2%
Wales total	32	6%	£894	6%		5%

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

Table 5.56 (i) ACT detailed visit profiles
Volume of visits - quarter by destination country (millions)

Visits	GB		England		Scotland		Wales	
	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan – Mar	110	20%	93	21%	9	18%	5	16%
Apr – Jun	150	28%	124	28%	14	28%	9	28%
Jul – Sep	171	32%	136	31%	17	34%	12	38%
Oct – Dec	110	20%	91	20%	11	22%	6	19%
Total	540		444		50		32	

Table 5.56 (ii) ACT detailed visit profiles
Expenditure of visits - quarter by destination country (£ millions)

Visits	GB		England		Scotland		Wales	
	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan – Mar	£3,014	19%	£2,461	18%	£258	18%	£93	10%
Apr – Jun	£4,875	30%	£4,058	30%	£395	28%	£338	38%
Jul – Sep	£4,800	30%	£4,060	30%	£396	28%	£288	32%
Oct – Dec	£3,473	21%	£2,844	21%	£381	27%	£176	20%
Total	£16,163		£13,423		£1,429		£894	

Table 5.57 ACT detailed visit profiles
Volume and expenditure of visits - main activity by destination country (£ millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Going out for entertainment	54	45	4	3	£2,824	£2,392	£206	£94
Undertaking outdoor activities	141	114	14	9	£2,538	£2,008	£262	£248
Watching live sporting events	76	67	6	3	£2,722	£2,317	£290	£116
Going to visitor attractions	94	77	8	5	£3,329	£2,802	£228	£185
Special public events	45	36	5	3	£1,395	£1,097	£192	£80
General day out	130	105	13	8	£3,355	£2,807	£253	£172
Total	540	444	50	32	£16,163	£13,423	£1,429	£894

Table 5.58 ACT detailed visit profiles
Volume of visits - main activity by destination type visited (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Going out for entertainment	35	17%	9	9%	6	4%	3	5%
Undertaking outdoor activities	29	14%	25	25%	62	39%	20	31%
Watching live sporting events	45	22%	16	16%	11	7%	3	5%
Going to visitor attractions	34	16%	15	16%	32	20%	8	12%
Special public events	25	12%	7	7%	10	6%	4	6%
General day out	38	19%	27	27%	37	24%	26	41%
Total	205		98		157		63	

Table 5.59 ACT detailed visit profiles

Volume of visits - detailed activity, destination country and destination type (millions)

Detailed activity	Destination country				Destination type			
	GB Millions	England Millions	Scotland Millions	Wales Millions	City/ large town Millions	Small town Millions	Village/ countryside Millions	Seaside/ coast Millions
Attending events								
Attended a live music concert/ music festival	29	24	3	1	19	3	4	2
Attended an indoor exhibition	11	9	1	1	6	1	2	1
Attended an outdoor fair/exhibition/show	17	15	1	1	5	3	6	2
Attended an arts/ cultural festival / arts show	19	14	3	1	10	3	4	1
Attended a food/local produce event	10	8	1	1	4	2	3	1
Watched a live football match (not on TV)	44	39	4	1	29	8	5	2
Watched other live sport (not on TV)	34	30	2	2	20	8	4	1
Walking								
Centre based walking	52	45	3	3	25	13	7	7
Short walk/stroll – up to 2 miles	72	59	6	5	17	12	27	12
Long walk, hike or ramble	76	60	9	5	14	8	38	13

Table 5.60 ACT detailed visit profiles (continued)
Volume of visits - detailed activity by destination country and destination type (millions)

Detailed activity	Destination country				Destination type			
	GB Millions	England Millions	Scotland Millions	Wales Millions	City/ large town Millions	Small town Millions	Village/ countryside Millions	Seaside/ coast Millions
Sport activities								
Went to the gym, aerobics class, etc.	5	4	0	0	2	1	1	1
Played golf	13	10	2	1	2	3	6	1
Running, jogging, orienteering	9	7	1	1	3	2	3	1
Swimming	8	6	1	1	3	1	2	2
Outdoor sports	11	8	1	1	2	3	4	1
Visiting attractions and sightseeing								
Went on a guided tour	12	9	2	0	4	2	3	2
Sightseeing by car	23	16	4	3	5	4	9	5
Sightseeing on foot	81	65	9	6	26	13	25	15
Visiting heritage								
Visited a cathedral, church, abbey or other religious building	19	16	1	1	6	6	6	1
Visited a castle/other historic site	27	20	3	3	10	5	9	3
Visited a historic house, stately home, palace	27	22	2	2	7	3	14	1
Visited a museum	32	26	3	1	17	5	7	2

Table 5.60 ACT detailed visit profiles (continued)
Volume of visits - detailed activity by destination country and destination type (millions)

Detailed activity	Destination country				Destination type			
	GB Millions	England Millions	Scotland Millions	Wales Millions	City/ large town Millions	Small town Millions	Village/ countryside Millions	Seaside/ coast Millions
Visiting attractions and sightseeing								
Visited a beach	35	24	6	4	4	4	4	23
Visited a country park	37	33	2	2	8	6	20	2
Visited a garden	38	32	4	2	10	5	19	2
Visited a theme/ amusement park	15	13	0	1	5	2	2	3
Visited a wildlife attraction/nature reserve	22	19	1	1	4	3	12	3
Visited a zoo/safari park	15	13	1	1	7	2	4	1
Visited an art gallery	14	11	2	0	9	2	3	1
Visited another type of attraction	16	12	2	1	4	4	4	2
Viewed architecture	23	18	2	2	10	4	6	2
Eating and drinking								
Went for a drink in a pub, club, etc.	25	20	2	9	9	4	6	5
Went for a meal in a restaurant/café, etc.	46	36	5	3	17	7	11	9
Went for a snack in a fast food outlet,	23	19	3	2	8	4	4	5

Table 5.60 ACT detailed visit profiles (continued)
Volume of visits - detailed activity by destination country and destination type (millions)

Detailed activity	Destination country				Destination type			
	GB Millions	England Millions	Scotland Millions	Wales Millions	City/ large town Millions	Small town Millions	Village/ countryside Millions	Seaside/ coast Millions
Friends and family								
Visited family for leisure	12	9	2	1	5	4	3	1
Visited friends for leisure	12	10	1	1	4	3	3	2
Played with children	28	22	3	2	7	5	7	6
Other activities								
Went to the theatre	20	17	2	1	13	3	3	1
Had a picnic or BBQ	26	21	3	2	5	4	11	5
Just relaxed	70	58	7	5	20	15	22	10
Spa treatments	4	4	0	0	2	1	1	0
Sunbathing	12	10	1	1	2	3	3	4
Watched wildlife, bird watching	35	28	4	3	4	4	20	7
Total	540	444	50	32	205	98	157	63

Table 5.61 ACT detailed visit profiles

Volume and expenditure of visits - disabilities/impairments in party by country of visit (£ millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	41	34	3	3	£1,182	£1,046	£68	£59
Someone in party has mobility impairment (non-wheelchair user)	38	33	3	2	£1,265	£1,025	£146	£90
Someone in party is deaf/have partial hearing loss	29	22	3	3	£788	£475	£124	£182
Someone in party has mobility impairment (wheelchair user)	13	10	2	1	£248	£218	£11	£10
Someone in party has learning difficulties	9	7	1	0	£219	£191	£6	£4
Someone in party is blind/partially sighted	16	13	2	2	£524	£307	£115	£92
Net: Disability or impairment in party	111	91	10	9	£3,114	£2,537	£274	£259
No disabilities/impairments in party	403	332	38	22	£12,532	£10,437	£1,115	£608
Total	540	444	50	32	£16,163	£13,423	£1,429	£894

Table 5.62 ACT detailed visit profiles
Volume and expenditure of visits - trip duration by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	186	154	18	11	£4,442	£3,698	£484	£213
4 hours to 4 hours 59	142	117	12	9	£3,531	£2,934	£347	£213
5 hours to 5 hours 59	78	65	7	4	£2,214	£1,759	£186	£190
6 hours or more	135	109	14	8	£5,976	£5,031	£413	£278
Total	540	444	50	32	£16,163	£13,423	£1,429	£894

Table 5.63 ACT detailed visit profiles
Volume of visits - trip duration by destination country (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
3 hours to 3 hours 59	63	31%	40	41%	59	37%	18	29%
4 hours to 4 hours 59	53	26%	28	29%	40	26%	17	27%
5 hours to 5 hours 59	30	15%	13	13%	24	15%	9	15%
6 hours or more	59	29%	17	18%	34	22%	18	29%
Total	205		98		157		63	

Table 5.64 ACT detailed visit profiles
Volume of visits - trip duration by main activity undertaken (millions)

	Going out for entertainment	Other day out for leisure	Watching live sporting events	Going to visitor attractions	Special public events	General day out
	Millions					
3 hours to 3 hours 59	16	57	32	29	11	42
4 hours to 4 hours 59	14	40	19	23	12	32
5 hours to 5 hours 59	8	19	10	14	5	22
6 hours or more	15	25	16	27	17	35
Total	54	141	76	94	45	130

Table 5.65 ACT detailed visit profiles

Volume and expenditure of visits - main destination type visited by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/large town	205	172	21	8	£8,626	£7,241	£798	£388
Small town	98	81	9	7	£2,590	£2,022	£291	£262
Village/ countryside	157	133	13	9	£3,584	£2,942	£355	£225
Seaside/coast	63	44	7	7	£1,911	£1,474	£182	£192
Total	540	444	50	32	£16,163	£13,423	£1,429	£894

Table 5.66 ACT detailed visit profiles
Volume and expenditure of visits - destination type by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/large town	211	177	21	9	£8,626	£7,241	£798	£388
Small town	109	90	10	8	£2,590	£2,022	£291	£262
Village/countryside	170	143	15	10	£3,584	£2,942	£355	£225
Seaside/coast	73	52	8	8	£1,911	£1,474	£182	£192
Total	540	444	50	32	£16,163	£13,423	£1,429	£894

Table 5.67 ACT detailed visit profiles

Volume and expenditure of visits - claimed distance travelled by destination country (millions)

	Volume				Expenditure			
	GB Millions	England Millions	Scotland Millions	Wales Millions	GB Millions	England Millions	Scotland Millions	Wales Millions
Less than 5 miles	71	60	6	5	£1,338	£1,104	£121	£68
Between 5 and 10 miles	101	87	8	5	£1,932	£1,689	£122	£109
11 to 20 miles	94	81	7	6	£2,293	£2,014	£105	£140
21 to 40 miles	81	68	8	4	£2,177	£1,884	£219	£66
41 to 60 miles	46	36	6	3	£1,474	£1,093	£242	£102
61 to 80 miles	30	24	3	2	£1,213	£1,054	£86	£32
81 to 100 miles	24	17	3	1	£981	£857	£47	£62
Over 100 miles	58	44	7	4	£3,602	£2,747	£458	£229
Total	540	444	50	32	£16,163	£13,423	£1,429	£894

Table 5.68 ACT detailed visit profiles
Volume of visits - distance travelled by destination type visited (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Less than 5 miles	31	15%	17	18%	15	9%	6	9%
Between 5 and 10 miles	39	19%	19	19%	29	19%	11	17%
11 to 20 miles	33	16%	18	18%	32	20%	9	14%
21 to 40 miles	25	12%	15	15%	29	19%	10	15%
41 to 60 miles	17	9%	7	7%	15	9%	6	9%
61 to 80 miles	10	5%	4	4%	10	6%	5	7%
81 to 100 miles	10	5%	3	3%	6	4%	4	7%
Over 100 miles	25	12%	8	9%	13	9%	8	13%
Don't know	13	6%	7	7%	8	5%	5	8%
Average distance (miles)	49		39		43		56	

Table 5.69 ACT detailed visit profiles
Volume of visits - claimed distance by main activity undertaken (millions)

	Going out for entertainment	Other day out for leisure	Watching live sporting events	Going to visitor attractions	Special public events	General day out
	Millions					
Less than 5 miles	7	17	13	11	11	12
Between 5 and 10 miles	11	35	13	13	8	21
11 to 20 miles	8	25	13	17	6	25
21 to 40 miles	8	23	11	13	6	21
41 to 60 miles	4	10	6	10	4	12
61 to 80 miles	3	8	3	5	2	8
81 to 100 miles	4	6	3	5	1	5
Over 100 miles	6	9	12	11	5	17
Don't know	4	8	2	9	3	9
Average distance (miles)	48	36	53	51	44	52

Table 5.70 ACT detailed visit profiles

Volume and expenditure of transport used by destination country (millions)

	Volume				Expenditure			
	GB Millions	England Millions	Scotland Millions	Wales Millions	GB Millions	England Millions	Scotland Millions	Wales Millions
Net: Any car	326	263	32	23	£9,683	£7,976	£910	£660
Car – own/ friends/family	315	254	31	22	£9,370	£7,707	£872	£656
Car – hired	12	10	1	0	£314	£269	£39	£4
Net: Public transport	92	78	8	4	£3,443	£2,954	£271	£117
Train	57	48	5	2	£2,668	£2,315	£183	£76
A regular bus/coach	35	30	4	2	£775	£639	£89	£40
Organised coach tour	10	8	1	0	£295	£274	£17	£1
Taxi	11	9	1	1	£303	£253	£21	£7
Walked/on foot	49	41	4	4	£808	£632	£81	£79
Bicycle	14	12	1	0	£95	£74	£19	-
Tube	18	17	0	0	£755	£753	-	-
Tram	3	3	0	-	£114	£107	-	-
Motorised caravan/ campervan	2	1	1	0	£42	£26	£4	£12
Plane	2	1	1	0	£130	£21	£78	-
Boat/ship/ferry	1	1	0	0	£134	£29	£3	£2
Lorry/truck/van	2	2	0	0	£66	£59	£7	-
Other	9	8	1	0	£297	£265	£16	£16
Total	540	444	50	32	£16,163	£13,423	£1,429	£894

Table 5.71 ACT detailed visit profiles
Volume of visits - transport used by destination type (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Net: Any car	97	47%	63	64%	111	71%	44	70%
Car – own/ friends/family	92	45%	61	62%	108	69%	44	69%
Car – hired	5	2%	3	3%	3	2%	1	1%
Net: Public transport	55	27%	16	16%	13	8%	7	10%
Train	36	18%	8	8%	8	5%	4	6%
A regular bus/coach	19	9%	8	8%	5	3%	3	4%
Organised coach tour	4	2%	1	1%	3	2%	1	2%
Taxi	4	2%	3	3%	3	2%	1	1%
Walked/on foot	17	9%	10	10%	15	10%	6	9%
Bicycle	3	2%	3	3%	6	4%	1	2%
Tube	15	7%	1	1%	1	*	0	1%
Tram	2	1%	0	*	0	*	0	1%
Motorised caravan/ campervan	0	*	0	*	1	1%	1	2%
Plane	2	1	-	-	0	*	0	1%
Boat/ship/ferry	0	*	0	*	0	*	0	*
Lorry/truck/van	0	*	0	*	1	1%	1	1%
Total	205		98		157		63	

Table 5.72 ACT detailed visit profiles

Items purchased during visits by destination country (% of visits when money is spent on each expenditure item)

	GB	England	Scotland	Wales
Expenditure items	%	%	%	%
Net: Transport	32%	32%	33%	27%
Fuel	12%	12%	13%	13%
Bus fares, car parking	10%	10%	10%	9%
Rail, tube or tram tickets	11%	11%	10%	6%
Water transport	1%	1%	2%	1%
Air transport	1%	1%	2%	1%
Car/other vehicle hire	2%	2%	2%	2%
Net: Eating and drinking	51%	52%	49%	51%
Eating/drinking out in cafes, restaurants, etc.	40%	41%	39%	39%
Food bought in shops/ takeaways and consumed on trip	18%	18%	18%	18%
Net: Entrance charges	26%	26%	24%	23%
Entrance to visitor attractions	10%	10%	8%	10%
Tickets/entrance to events, shows or clubs	12%	12%	12%	10%
Tickets to watch sporting events	5%	6%	6%	5%
Entrance to sports/leisure centres	3%	3%	3%	3%
'Special' shopping (i.e. not routine)	9%	10%	9%	10%
Net: Other items	3%	3%	3%	2%
Package travel or package tours	1%	1%	2%	1%
Other travel services	1%	1%	*	1%
Hiring equipment	1%	1%	1%	1%

Table 5.72 ACT detailed visit profiles (continued)
 Historical average spend per visit (including zero spend)

Main visit activity		English regions (former GORs)	
Going out for entertainment	£53	North East England	£31
Special public event	£31	North West England	£34
Watched live sporting events (not on TV)	£36	Yorkshire and The Humber	£30
Going to visitor attractions	£35	East Midlands	£28
General day out	£26	West Midlands	£32
Undertaking outdoor activities	£18	East of England	£23
		London	£38
Destination type visited		South East England	£30
City/ large town	£41	South West England	£19
Small town	£23	Welsh regions (Regional Tourism Partnerships)	
Village/ countryside	£20	Mid	£27
Seaside/ coast	£26	North	£43
		South West	£29
		South East	£35
		Scottish regions (see page 10 for details)	
		North	£21
		West	£29
		East	£25
		South	£31

3 hours + Visits

- Detailed visit profiles
- 2011 to 2017 trends
- Sub-national results



3 hours + Visits – detailed visit profiles

Table 5.73 3hr+ visits detailed visit profiles
Volume of visits and expenditure by destination (millions)

	Volume		Expenditure		GB population distribution (16+ population)
	Millions	% of total	Millions	% of total	% of total
GB total	2,943	100%	£87,943	100%	
English Regions	Millions	% of total	Millions	% of total	% of total
North East England	139	5%	£3,609	4%	4%
North West England	326	11%	£10,684	12%	12%
Yorkshire and The Humber	256	9%	£7,590	9%	9%
East Midlands	210	7%	£5,986	7%	7%
West Midlands	231	8%	£6,154	7%	9%
East of England	230	8%	£5,569	6%	10%
London	423	14%	£16,287	19%	13%
South East England	395	13%	£10,159	12%	14%
South West England	262	9%	£5,959	7%	9%
England total	2,471	84%	£71,996	82%	86%
Scottish Regions*	Millions	% of total	Millions	% of total	% of total
North Scotland	52	19%	£1,753	21%	2%
West Scotland	91	34%	£2,875	35%	4%
East Scotland	95	36%	£2,691	33%	3%
South Scotland	28	10%	£926	11%	1%
Scotland total	266	9%	£8,860	10%	9%
Welsh Regions*	Millions	% of total	Millions	% of total	% of total
North Wales	33	19%	£938	19%	1%
Mid Wales	19	11%	£793	16%	*
South West Wales	43	26%	£1,116	22%	1%
South East Wales	73	44%	£2,186	43%	2%
Wales total	163	6%	£5,713	6%	5%

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

Table 5.74 3hr+ visits detailed visit profiles

Rewighted change over time in headline volume and expenditure of visits

	Volume								Expenditure							
	2011	2012	2013	2014	2015	2016	2017	% Change 2017/2016	2011	2012	2013	2014	2015	2016	2017	% Change 2017/2016
	Millions	Millions	Millions	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	Millions	Millions	Millions	
England	2,573	2,735	2,513	2,520	2,452	2,598	2,471	-5%	£69,971	£74,099	£70,994	£69,782	£71,634	£77,002	£71,996	-7%
Scotland	315	301	272	276	272	272	266	-2%	£10,125	£8,630	£8,161	£8,657	£7,477	£8,009	£8,860	+11%
Wales	197	189	166	172	150	167	163	-2%	£4,782	£5,913	£4,743	£4,284	£4,258	£5,245	£5,713	+9%
GB total	3,089	3,228	2,957	2,997	2,913	3,077	2,943	-4%	£85,201	£88,773	£84,171	£83,904	£84,367	£91,776	£87,943	-4%

Table 5.75 3hr+ visits detailed visit profiles

Volume of visits by quarter and destination country (millions)

Visits	GB		England		Scotland		Wales	
	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan – Mar	681	23%	574	23%	63	24%	34	21%
Apr – Jun	738	25%	620	25%	67	25%	41	25%
Jul – Sep	806	27%	670	27%	73	27%	50	31%
Oct – Dec	718	24%	607	25%	63	24%	38	23%
Total	2,943		2,471		266		163	

Table 5.76 3hr+ visits detailed visit profiles
Volume and expenditure of visits - main activity by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Visiting friends or family	776	660	68	41	£15,012	£12,039	£1,534	£1,175
Special' shopping	173	145	17	9	£14,292	£11,592	£1,531	£1,013
Going out for a meal	295	245	29	17	£11,661	£9,572	£1,303	£635
Going on a night out	319	273	26	19	£10,061	£8,345	£1,048	£635
Going out for entertainment	178	150	16	9	£5,840	£4,929	£530	£238
Undertaking outdoor activities	255	208	26	17	£3,511	£2,721	£479	£287
Other leisure/hobbies	102	88	8	6	£2,083	£1,754	£89	£222
Taking part in sports	94	82	7	4	£2,098	£1,754	£79	£265
Watching live sporting events	100	88	8	4	£3,233	£2,686	£418	£130
Going to visitor attractions	104	87	8	6	£3,497	£2,921	£232	£230
Special public events	52	42	6	3	£1,609	£1,307	£195	£80
Special personal events	59	49	6	3	£2,208	£1,901	£204	£86
Day out to health/beauty spa	18	15	1	0	£861	£809	£49	£3
General day out	168	136	17	10	£4,082	£3,306	£367	£285
Other day out for leisure	54	45	4	4	£2,338	£1,865	£144	£124
Total	2,943	2,471	266	163	£87,943	£71,996	£8,860	£5,713

Table 5.77 3hr+ visits detailed visit profiles
Volume of visits - main activity by destination type visited (millions)

Main activity	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Visiting friends or family	310	24%	249	33%	157	26%	48	22%
Special' shopping	111	9%	40	5%	10	2%	6	3%
Going out for a meal	133	10%	81	11%	58	9%	21	9%
Going on a night out	165	13%	94	12%	45	7%	14	6%
Going out for entertainment	119	9%	39	5%	10	2%	6	3%
Undertaking outdoor activities	59	5%	49	6%	105	17%	31	14%
Other leisure/hobbies	42	3%	27	4%	23	4%	6	3%
Taking part in sports	42	3%	25	3%	21	3%	5	2%
Watching live sporting events	61	5%	18	2%	15	2%	4	2%
Going to visitor attractions	38	3%	17	2%	34	6%	9	4%
Special public events	27	2%	8	1%	12	2%	4	2%
Special personal events	22	2%	18	2%	15	2%	4	2%
Day out to health/beauty spa	7	1%	5	1%	5	1%	1	*
General day out	51	4%	35	5%	49	8%	30	14%
Other day out for leisure	20	2%	11	1%	13	2%	9	4%
Total	1,280		765		614		222	

Table 5.78 3hr+ visits detailed visit profiles
Volume of visits - main activity by England destination region (millions)

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	34	85	63	54	67	64	101	120	72
Special' shopping	9	20	20	11	10	14	26	22	12
Going out for a meal	13	33	24	21	20	23	46	42	22
Going on a night out	22	37	36	22	28	20	48	38	22
Going out for entertainment	7	20	14	9	14	14	37	19	16
Outdoor activities	14	26	19	27	20	18	23	30	31
Other leisure/ hobbies	4	9	7	6	13	10	15	16	9
Taking part in sports	3	13	8	5	6	9	15	13	9
Watching live sporting events	5	17	9	9	6	7	18	10	6
Going to visitor attractions	5	10	8	6	9	9	19	13	8
Special public events	3	4	3	4	4	5	8	6	4
Special personal events	2	8	6	4	5	4	7	9	3
Day out to health/ beauty spa	0	3	2	1	2	1	2	3	1
General day out	8	18	14	9	11	14	18	20	22
Other day out for leisure	2	6	6	3	4	5	7	7	5
Total	139	326	256	210	231	230	423	395	262

Table 5.79 3hr+ visits detailed visit profiles
Volume of visits - main activity by Welsh and Scottish destination region (millions)

Main activity	Welsh destination regions*					Scottish destination regions*			
	Mid Millions	North Millions	South East Millions	South West Millions	East Millions	West Millions	North Millions	South Millions	
Visiting friends or family	3	8	16	10	24	21	10	8	
Special' shopping	1	2	4	2	5	7	4	1	
Going out for a meal	1	4	6	4	9	10	5	3	
Going on a night out	2	2	10	5	8	12	4	2	
Going out for entertainment	0	3	5	1	5	7	3	1	
Outdoor activities	2	3	6	5	10	7	6	3	
Other leisure/ hobbies	2	1	3	1	3	2	1	2	
Taking part in sports	0	1	2	1	3	2	2	1	
Watching live sporting events	0	1	2	1	3	3	1	1	
Going to visitor attractions	1	1	3	2	4	1	2	1	
Special public events	0	1	1	1	3	1	1	1	
Special personal events	0	0	1	1	2	2	2	1	
Day out to health/ beauty spa		0	0	0	0	1	0	0	
General day out	2	3	4	2	6	5	5	2	
Other day out for leisure	1	1	1	1	2	1	2	1	
Total	18	31	69	40	93	89	50	27	

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

Table 5.80 3hr+ visits detailed visit profiles
Volume of visits - detailed activity by destination country and destination type (millions)

Detailed activity	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/coast
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Went for a meal in a restaurant, café, hotel, pub, etc.	395	324	40	25	183	98	72	38
Visited family for leisure	402	340	38	20	148	135	90	24
Went for a drink in a pub, club, hotel, etc	361	304	32	21	181	97	57	23
Visited friends for leisure	246	203	23	16	104	72	47	18
Just relaxed	245	206	23	14	90	56	65	29
Short walk/stroll – up to 2 miles/1 hours	201	168	19	11	64	46	55	30
Long walk, hike or ramble (minimum of 2 miles/1 hours)	165	133	19	11	41	25	71	24
Sightseeing on foot	155	123	17	13	55	29	41	28
Went to the cinema	140	119	12	7	88	36	9	6
Centre based walking (i.e. around a city/town centre)	138	117	13	7	76	32	14	15
Went for a snack in a fast food outlet, takeaway, etc.	115	96	10	7	58	25	15	14
Played with children	88	73	7	7	28	22	20	15
Watched wildlife, bird watching	84	69	9	5	15	13	40	13
Visited a country park	80	68	7	4	23	15	34	6
Total	2,943	2,471	266	163	1,281	765	614	222

Table 5.80 3hr+ visits detailed visit profiles (continued)
Volume of visits - detailed activity by destination country and destination type (millions)

Detailed activity	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/coast
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visited a beach	78	58	10	9	11	10	11	46
Visited a garden	77	64	9	3	26	13	28	6
Watched a live football match (not on TV)	80	69	7	3	52	14	10	3
Visited a museum	63	53	5	2	34	10	13	5
Went to the gym, aerobics class, yoga, etc.	78	68	5	4	44	19	11	4
Special shopping for items you do not regularly buy	58	49	5	4	27	12	11	7
Watched other live sport (not on TV)	67	57	5	4	38	14	10	3
Had a picnic or BBQ	60	51	5	3	17	12	20	10
Visited a wildlife attraction/nature reserve	55	46	4	3	15	9	22	8
Played golf	53	42	7	3	11	11	21	7
Visited a castle/other historic site	51	39	5	6	20	9	15	6
Attended a live music concert/music festival	58	47	6	3	37	8	8	3
Sightseeing by car	53	39	8	6	16	10	16	11
Did outdoor sports – football, rugby, hockey, cricket, athletics, etc.	51	44	4	2	18	14	14	3
Total	2,943	2,471	266	163	1,281	765	614	222

Table 5.80 3hr+ visits detailed visit profiles (continued)
Volume of visits - detailed activity by destination country and destination type (millions)

Detailed activity	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/coast
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Swimming (indoors or outdoors)	56	46	5	4	24	12	13	6
Viewed architecture (traditional or modern)	47	39	4	3	22	9	11	4
Visited a historic house, stately home, palace	45	37	3	3	14	7	20	3
Running, jogging, orienteering	50	42	5	2	21	11	11	5
Went to the theatre	49	40	5	3	30	8	6	4
Sunbathing	36	30	3	2	12	7	6	9
Visited another type of attraction	40	33	4	2	13	11	9	5
Cycled – on a road/surfaced path	46	39	3	3	17	9	16	3
Attended an arts/cultural festival/cultural event/arts show	41	32	5	3	23	8	7	3
Outdoor fair/exhibition/show (e.g. gardening or agricultural show)	37	31	3	2	13	7	12	5
Visited a cathedral, church, abbey or other religious building	41	35	3	2	17	10	11	3
Informal sport (e.g. cricket, rounders, football, skateboarding)	31	26	2	2	14	7	8	2
Visited a zoo/safari park/aquarium	34	29	2	1	15	5	9	3
Visited a theme/amusement park	32	27	2	2	14	5	5	6
Visited a location associated with a TV series, film or literature	25	20	2	2	11	6	6	2
Total	2,943	2,471	266	163	1,281	765	614	222

Table 5.80 3hr+ visits detailed visit profiles (continued)
Volume of visits - detailed activity by destination country and destination type (millions)

Detailed activity	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/coast
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Did indoor sport - 5-a-side football, badminton, basketball, ice hockey, etc.	34	30	2	2	14	8	9	2
Mountain biking	35	28	4	2	11	7	13	3
Visited an art gallery	36	29	4	1	19	6	8	3
Attended a food/local produce event (e.g. food festival, farmers market)	29	23	2	2	13	4	8	3
Fishing – sea angling, coarse fishing, game fishing	26	22	1	2	7	4	10	4
Went on a guided tour on foot, bus or other transport	28	22	4	2	10	8	6	3
Indoor exhibition (e.g. Ideal Home, motor show, holiday exhibition)	22	19	1	2	13	4	3	2
Adventure sports (e.g. skiing, snowboarding, rafting, canyoning)	26	21	3	1	9	5	8	3
Horse riding, pony trekking	34	28	4	1	13	5	14	2
Spa/beauty/health treatments	35	30	3	2	14	9	9	2
Attended an evening class	24	21	2	1	11	7	4	2
Visited a scenic/historic railway	24	21	2	1	9	5	7	4
Boating/sailing/watersports - on or by the sea (e.g. canoeing, surfing, jet ski)	17	15	1	1	7	2	4	3
Boating/sailing/watersports - inland (e.g. canoeing, motor boat, canal boating)	21	18	1	1	6	3	6	4
Attended a special event of a personal nature (e.g. wedding, graduation, christening)	16	13	2	1	8	4	3	1
Total	2,943	2,471	266	163	1,281	765	614	222

Table 5.81 3hr+ visits detailed visit profiles

Volume and expenditure of visits - disabilities/impairments in party by country of visit (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has mobility impairment (wheelchair user) (NET)	78	65	9	3	2,550	1,975	164	342
Someone in party has mobility impairment (non-wheelchair user) NET	234	198	21	15	7,662	6,043	816	773
Someone in party is blind/partially sighted (NET)	85	74	5	5	3,265	2,597	378	215
Someone in party is deaf/has partial hearing loss (NET)	156	131	12	10	4,548	3,654	484	310
Someone in party has learning difficulties (NET)	56	47	5	3	2,133	1,579	272	127
Someone in party has long-term illness (NET)	230	192	20	16	6,031	4,888	633	419
Net: Disability or impairment in party	606	511	50	39	19,064	15,174	1,994	1,636
No disabilities/ impairments in party	2,194	1,845	202	118	66,760	55,089	6,552	4,019
Total	2,943	2,471	266	163	87,943	71,996	8,860	5,713

Table 5.82 3hr+ visits detailed visit profiles
Volume of visits - disability/impairments in party by England destination region (millions)

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has mobility impairment (wheelchair user) (NET)	3	6	7	9	6	7	15	7	6
Someone in party has mobility impairment (non-wheelchair user) NET	12	29	18	19	18	24	26	32	20
Someone in party is blind/partially sighted (NET)	4	11	8	9	10	8	17	4	4
Someone in party is deaf/has partial hearing loss (NET)	9	18	13	14	13	11	21	17	15
Someone in party has learning difficulties (NET)	2	7	4	3	4	7	11	6	4
Someone in party has long-term illness (NET)	11	28	19	18	18	21	22	35	19
Net: Disability or impairment in party	30	73	50	49	52	55	75	77	48
No disabilities/ impairments in party	104	241	190	150	166	168	322	301	202
Total	139	326	256	210	231	230	423	395	262

Table 5.83 3hr+ visits detailed visit profiles
Volume of visits - disability/impairments in party by Welsh and Scottish destination region (millions)

	Welsh destination regions*				Scottish destination regions*			
	Mid	North	South East	South West	East	West	North	South
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has mobility impairment (wheelchair user) (NET)	0	0	1	0	1	1	0	0
Someone in party has mobility impairment (non-wheelchair user) NET	1	1	2	1	2	2	2	0
Someone in party is blind/partially sighted (NET)	0	0	1	0	1	0	1	0
Someone in party is deaf/has partial hearing loss (NET)	1	1	1	2	2	1	1	0
Someone in party has learning difficulties (NET)	0	1	1	0	0	1	0	1
Someone in party has long-term illness (NET)	0	2	2	2	2	3	2	1
Net: Disability or impairment in party	6	8	15	9	14	16	12	5
No disabilities/ impairments in party	11	23	51	30	75	67	34	21
Total	18	31	69	40	93	89	50	27

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

Table 5.84 3hr+ visits detailed visit profiles
Volume of visits - disability by main activity undertaken (millions)

Main activity	Someone in party has mobility impairment (wheelchair user)	Someone in party has mobility impairment (non-wheelchair user)	Someone in party is blind/partially sighted	Someone in party is deaf/has partial hearing loss	Someone in party has learning difficulties	Someone in party has long-term illness	Net: disability or impairment in party	No disabilities/ impairments in party
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visited friends or family for leisure	22	68	14	36	11	71	158	586
'Special' shopping for items that you do not regularly buy	5	13	3	7	3	15	35	129
Went out for a meal	10	28	9	21	6	23	68	214
Went on a night out to a bar, pub and/or club	6	26	7	14	6	22	57	247
Went out for entertainment – to a cinema, concert or theatre	5	12	5	5	3	12	31	140
Undertook outdoor leisure activities such as walking, cycling, golf, etc.	3	14	6	16	3	21	47	196
Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)	3	9	5	8	3	9	25	72
Took part in sports, including exercise classes, going to the gym	2	5	5	5	3	6	19	71
Watched live sporting event (not on TV)	3	6	4	5	1	6	19	75
Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.	2	11	6	8	2	9	28	73
Went to a special public event such as a festival, exhibition, etc.	2	4	2	4	3	3	13	37
Went to a special event of a personal nature such as a wedding, graduation, christening, etc.	2	5	3	5	2	5	15	42
Went on days out to a beauty/health centre /spa, etc.	1	1	1	1	-	1	4	12
Went on general days out/ to explore an area	6	12	4	9	4	13	34	126
Went on day trips/excursions for another leisure purpose not mentioned above	1	5	4	3	1	4	13	38

Table 5.85 3hr+ visits detailed visit profiles
Volume of visits - disability by main destination type visited (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
Disability or impairment in party	Millions	%	Millions	%	Millions	%	Millions	%
Someone in party has mobility impairment (wheelchair user) (NET)	36	3%	16	2%	19	3%	6	3%
Someone in party has mobility impairment (non-wheelchair user) NET	93	7%	64	8%	53	9%	19	9%
Someone in party is blind/partially sighted (NET)	38	3%	17	2%	22	4%	7	3%
Someone in party is deaf/has partial hearing loss (NET)	56	4%	41	5%	37	6%	17	8%
Someone in party has learning difficulties (NET)	21	2%	15	2%	14	2%	5	2%
Someone in party has long-term illness (NET)	89	7%	62	8%	51	8%	21	10%
Net: disability or impairment in party	233	18%	157	21%	145	24%	56	25%
No disabilities/impairments in party	992	77%	570	74%	440	72%	149	67%
Total	1,281		765		614		222	

Table 5.86 3hr+ visits detailed visit profiles
Volume and expenditure of visits - trip duration by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	1,194	1,009	105	64	£30,412	£24,716	£3,029	£2,427
4 hours to 4 hours 59	714	598	64	40	£22,278	£18,374	£2,273	£1,352
5 hours to 5 hours 59	379	319	30	23	£11,077	£9,166	£960	£735
6 hours or more	657	546	66	35	£24,177	£19,741	£2,598	£1,199
Total	2,943	2,471	266	163	£87,943	£71,996	£8,860	£5,713

Table 5.87 3hr+ visits detailed visit profiles
Volume of visits - trip duration by destination country (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
3 hours to 3 hours 59	507	40%	333	44%	256	42%	74	33%
4 hours to 4 hours 59	312	24%	191	25%	143	23%	55	25%
5 hours to 5 hours 59	163	13%	88	12%	86	14%	33	15%
6 hours or more	299	23%	154	20%	129	21%	60	27%
Total	1,281		765		614		222	

Table 5.88 3hr+ visits detailed visit profiles
Volume of visits - trip duration by English region of visit (millions)

	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
3 hours to 3 hours 59	58	138	108	86	100	95	161	158	106
4 hours to 4 hours 59	34	83	59	52	58	58	102	94	58
5 hours to 5 hours 59	15	39	30	26	27	29	64	50	39
6 hours or more	31	67	58	46	46	49	96	93	59
Total	139	326	256	210	231	230	423	395	262

Table 5.89 3hr+ visits detailed visit profiles
Volume of visits - trip duration by Welsh and Scottish destination regions (millions)

	Welsh destination regions*					Scottish destination regions*			
	Mid Wales	North	South East	South West	East	West	North	South	
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	
3 hours to 3 hours 59	7	13	27	16	37	37	19	10	
4 hours to 4 hours 59	4	7	16	11	22	23	12	6	
5 hours to 5 hours 59	2	5	10	6	10	11	6	3	
6 hours or more	5	6	16	8	23	18	13	8	
Total	18	31	69	40	93	89	50	27	

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

Table 5.90 3hr+ visits detailed visit profiles
Volume of visits - trip duration by main activity undertaken (millions)

	Visiting friends or family	'Special' shopping	Going out for a meal	Going on a night out	Going out for entertainment	Under taking outdoor activities	Other leisure/hobbies	Taking part in sports	Watching live sporting events	Going to visitor attractions	Special public events	Special personal events	Day out to health/beauty spa	General day out	Other day out for leisure
	Millions														
3 hours to 3 hours 59	267	87	156	135	87	111	53	49	42	33	14	15	8	59	14
4 hours to 4 hours 59	173	42	73	85	43	68	26	21	24	26	14	13	4	44	13
5 hours to 5 hours 59	95	22	30	44	21	35	8	9	13	16	7	10	3	25	8
6 hours or more	241	22	37	55	26	41	16	15	21	30	17	21	3	40	18
Total	776	173	295	319	178	255	102	94	100	104	52	59	18	168	54

Table 5.91 3hr+ visits detailed visit profiles

Volume and expenditure of visits - main destination type visited by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/large town	1,281	1,083	132	55	£48,860	£40,807	£5,053	£2,375
Small town	765	654	61	43	£17,428	£14,400	£1,844	£1,106
Village/countryside	614	512	52	41	£13,994	£10,910	£1,278	£1,542
Seaside/coast	222	170	18	21	£6,084	£4,568	£626	£664
Total	2,943	2,471	266	163	£87,943	£71,996	£8,860	£5,713

Table 5.92 3hr+ visits detailed visit profiles
Volume and expenditure of visits – destination type by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/large town	1,305	1,102	135	57	£50,005	£41,408	£5,302	£2,620
Small town	822	698	69	48	£19,617	£16,182	£2,006	£1,345
Village/countryside	664	553	56	44	£16,648	£13,012	£1,658	£1,660
Seaside/coast	258	198	22	24	£8,326	£6,266	£769	£984
Total	2,943	2,471	266	163	£87,943	£71,996	£8,860	£5,713

Table 5.93 3hr+ visits detailed visit profiles

Volume and expenditure of visits - claimed distance travelled by destination country (millions)

	Volume				Expenditure			
	GB Millions	England Millions	Scotland Millions	Wales Millions	GB Millions	England Millions	Scotland Millions	Wales Millions
Less than 5 miles	839	717	71	47	£14,220	£11,968	£1,458	£710
Between 5 and 10 miles	581	503	46	28	£13,407	£11,582	£1,055	£631
11 to 20 miles	438	374	39	23	£12,068	£10,067	£1,297	£637
21 to 40 miles	330	277	33	18	£11,350	£9,631	£1,142	£503
41 to 60 miles	168	133	21	10	£6,786	£5,155	£871	£681
61 to 80 miles	113	92	12	8	£4,912	£4,118	£467	£249
81 to 100 miles	91	73	9	5	£4,540	£3,796	£264	£294
Over 100 miles	239	185	28	19	£16,166	£12,017	£2,107	£1,544
Total	2,943	2,471	266	163	£87,943	£71,996	£8,860	£5,713

Table 5.94 3hr+ visits detailed visit profiles
Volume of visits - distance travelled by region of England destination (millions)

	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
Less than 5 miles	43	104	74	61	70	61	109	122	75
Between 5 and 10 miles	29	68	52	39	52	42	91	81	50
11 to 20 miles	21	50	37	32	36	38	61	54	43
21 to 40 miles	14	35	36	22	26	32	36	43	34
41 to 60 miles	8	18	12	14	12	16	19	22	13
61 to 80 miles	5	10	10	8	6	9	17	17	9
81 to 100 miles	3	8	7	7	5	6	19	12	7
Over 100 miles	9	23	19	16	15	17	43	22	20
Don't know	6	11	9	9	9	9	28	22	12
Average distance travelled (miles)	30	30	33	35	29	34	40	29	33

Table 5.95 3hr+ visits detailed visit profiles
Volume of visits - distance travelled by Welsh and Scottish destination region (millions)

	Welsh destination regions*					Scottish destination regions*		
	Mid Millions	North Millions	South East Millions	South West Millions	East Millions	West Millions	North Millions	South Millions
Less than 5 miles	4	8	22	11	26	26	12	5
Between 5 and 10 miles	3	5	13	7	17	17	9	3
11 to 20 miles	3	4	11	7	12	14	7	4
21 to 40 miles	1	4	7	4	10	12	7	4
41 to 60 miles	1	2	4	2	6	6	5	3
61 to 80 miles	1	1	2	2	4	3	2	2
81 to 100 miles	0	1	2	1	5	2	1	1
Over 100 miles	4	5	7	3	8	6	6	4
Don't know	1	1	1	3	4	2	2	2
Average distance (miles)	81	73	61	56	59	52	67	70

*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

Table 5.96 3hr+ visits detailed visit profiles
Volume of visits - distance travelled by destination type visited (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Less than 5 miles	368	29%	263	34%	139	23%	50	23%
Between 5 and 10 miles	266	21%	154	20%	115	19%	33	15%
11 to 20 miles	183	14%	116	15%	104	17%	26	12%
21 to 40 miles	133	10%	79	10%	85	14%	25	11%
41 to 60 miles	69	5%	38	5%	43	7%	14	6%
61 to 80 miles	51	4%	19	3%	26	4%	16	7%
81 to 100 miles	36	3%	16	2%	23	4%	15	7%
Over 100 miles	111	9%	48	6%	51	8%	26	12%
Don't know	63	5%	32	4%	27	4%	16	7%
Average distance (miles)	36		28		37		49	

Table 5.125 3hr+ visits detailed visit profiles
Volume of visits - claimed distance by main activity undertaken (millions)

	Visiting friends or family	'Special' shopping	Going out for a meal	Going on a night out	Going out for entertainment	Under taking outdoor activities	Other leisure/hobbies	Taking part in sports	Watching live sporting events	Going to visitor attractions	Special public events	Special personal events	Day out to health/beauty spa	General day out	Other day out for leisure
	Millions														
Less than 5 miles	238	27	87	173	50	62	36	31	19	13	12	14	2	24	6
Between 5 and 10 miles	138	39	60	60	44	70	20	21	17	15	10	11	3	32	7
11 to 20 miles	101	32	49	30	27	41	16	15	18	20	6	8	3	30	7
21 to 40 miles	78	29	38	18	21	30	9	8	15	15	6	6	3	25	8
41 to 60 miles	47	9	16	7	8	14	5	4	8	10	5	3	1	13	5
61 to 80 miles	26	12	10	5	5	9	5	3	4	5	2	4	1	10	5
81 to 100 miles	26	4	7	5	5	7	3	3	4	6	2	2	1	6	4
Over 100 miles	84	12	17	13	10	10	5	5	14	11	6	8	1	18	8
Don't know	38	10	10	8	8	12	3	4	3	9	3	4	1	10	4
Average distance (miles)	40	35	29	18	28	26	26	27	49	49	43	47	40	45	61

Table 5.97 3hr+ visits detailed visit profiles

Volume and expenditure of transport used by destination country (millions)

	Volume				Expenditure			
	GB Millions	England Millions	Scotland Millions	Wales Millions	GB Millions	England Millions	Scotland Millions	Wales Millions
Net: Any car	1,719	1,429	157	108	£52,618	£42,944	£5,120	£3,930
Car – own/ friends/family	1,664	1,385	149	106	£49,878	£40,734	£4,737	£3,786
Car – hired	55	44	8	2	£2,740	£2,210	£383	£144
Net: Public transport	437	366	47	18	£18,027	£14,711	£2,295	£779
Train	233	198	21	8	£12,741	£10,423	£1,495	£594
A regular bus/coach	205	168	26	9	£5,286	£4,288	£801	£184
Organised coach tour	32	25	3	2	£1,072	£861	£110	£93
Taxi	116	99	9	6	£4,124	£3,548	£346	£160
Walked/on foot	424	363	36	22	£6,261	£5,264	£636	£328
Bicycle	47	41	3	2	£364	£306	£40	£17
Minibus	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-
Tube	65	64	1	0	£2,267	£2,225	£43	-
Tram	17	15	1	1	£677	£428	£16	£227
Motorised caravan/ campervan	7	4	1	1	£119	£63	£11	£37
Plane	14	10	2	0	£750	£350	£120	£1
Boat/ship/ferry	5	3	1	0	£318	£117	£28	£72
Lorry/truck/van	9	7	1	0	£192	£149	£23	£20
Other	51	44	4	2	£1,153	£1,029	£73	£51
Total	2,943	2,471	266	163	£87,943	£71,996	£8,860	£5,713

Table 5.98 3hr+ visits detailed visit profiles
Volume of visits - main mode of transport used by English region visited (millions)

	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
Net: Any car	82	192	154	127	145	156	153	255	166
Car – own/friends/family	79	184	147	122	141	154	144	250	164
Car – hired	3	8	7	5	4	2	9	4	2
Net: Public transport	17	48	38	26	31	20	113	43	30
Train	8	27	19	10	15	11	73	24	10
A regular bus/coach	10	21	19	16	16	9	41	19	19
Organised coach tour	2	4	3	2	4	3	5	2	1
Taxi	7	15	14	7	12	7	16	13	6
Walked/on foot	23	50	34	32	29	34	51	64	45
Bicycle	2	4	4	5	4	4	6	6	6
Minibus	-	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-	-
Tube	1	1	0	0	0	1	59	1	0
Tram	0	5	2	2	1	1	3	1	0
Motorised caravan/campervan	0	0	1	1	0	1	0	0	1
Plane	1	0	1	3	0	1	3	1	0
Boat/ship/ferry	0	-	0	1	-	0	1	1	1
Lorry/truck/van	0	1	1	0	1	0	1	1	2
Other	3	5	3	4	4	3	12	6	5
Total	139	326	256	210	231	230	423	395	262

Table 5.99 3hr+ visits detailed visit profiles
Volume of visits - main transport used by destination type (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Net: Any car	656	51%	477	62%	409	67%	140	63%
Car – own/friends/family	630	49%	467	61%	395	64%	135	61%
Car – hired	26	2%	10	1%	14	2%	5	2%
Net: Public transport	263	21%	90	12%	55	9%	23	10%
Train	135	11%	48	6%	34	5%	14	6%
A regular bus/coach	128	10%	42	6%	22	4%	9	4%
Organised coach tour	11	1%	6	1%	10	2%	3	2%
Taxi	60	5%	33	4%	15	2%	7	3%
Walked/on foot	174	14%	123	16%	85	14%	31	14%
Bicycle	19	1%	12	2%	13	2%	3	1%
Minibus	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-
Tube	51	4%	3	*	6	1%	4	2%
Tram	10	1%	3	*	2	*	2	1%
Motorised caravan/campervan	1	*	0	*	3	*	2	1%
Plane	7	1%	2	*	4	1%	1	1%
Boat/ship/ferry	1	*	0	*	1	*	2	1%
Lorry/truck/van	3	*	1	*	3	1%	1	1%
Total	1,281		765		614		222	

Table 5.100 3hr+ visits detailed visit profiles

Historical items purchased during visits by destination country (% of visits when money is spent on each expenditure item)

	GB	England	Scotland	Wales
Expenditure items	%	%	%	%
Net: Transport	27	27	30	23
Fuel	10	10	10	12
Bus fares, car parking	10	10	12	8
Rail, tube or tram tickets	7	7	7	4
Water transport	1	1	3	1
Air transport	1	1	3	1
Car/other vehicle hire	2	2	2	1
Net: Eating and drinking	47	47	47	50
Eating/drinking out in cafes, restaurants, etc.	38	38	40	42
Food bought in shops/ takeaways and consumed on trip	13	13	13	15
Net: Entrance charges	15	15	15	14
Entrance to visitor attractions	4	4	4	4
Tickets/entrance to events, shows or clubs	8	8	9	8
Tickets to watch sporting events	3	3	3	2
Entrance to sports/leisure centres	3	3	2	2
'Special' shopping (i.e. not routine)	10	10	11	12
Net: Other items	2	2	2	2
Package travel or package tours	1	1	1	1
Other travel services	1	1	1	1
Hiring equipment	1	1	1	1

Table 5.100 3hr+ visits detailed visit profiles (continued)
 Historical average spend per visit (including zero spend)

Main visit activity		English regions (former GORs)	
'Special' shopping	£82	North East England	£26
Day out to beauty/ health spa	£48	North West England	£33
Going out for entertainment	£33	Yorkshire and The Humber	£30
Special public event	£31	East Midlands	£29
Went out for a meal	£39	West Midlands	£27
Going a night out	£31	East of England	£24
Watched live sporting events (not on TV)	£32	London	£39
Going to visitor attractions	£33	South East England	£26
Other day out for leisure	£43	South West England	£23
General day out	£24	Welsh regions (Regional Tourism Partnerships)	
Special personal events	£37	Mid	£42
Undertaking outdoor activities	£14	North	£29
Visiting friends or family for leisure	£19	South West	£26
Other leisure/hobbies	£20	South East	£30
Taking part in sports	£22		
Destination type visited		Scottish regions (see page 6 for details)	
City/ large town	£38	North	£34
Small town	£23	West	£32
Village/ countryside	£23	East	£28
Seaside/ coast	£27	South	£34

3 hours + Visits – 2011 to 2017 trends

Table 5.101 3hr+ 2011 to 2017 trends
 Reweighted change over time in volume by English region (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
English Regions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
North East England	95	301	150	133	119	137	139	+1%
North West England	369	190	316	339	326	340	326	-4%
Yorkshire and The Humber	291	282	265	257	250	262	256	-2%
East Midlands	205	229	207	187	197	211	210	0%
West Midlands	236	260	250	237	235	255	231	-9%
East of England	297	253	243	256	240	250	230	-8%
London	422	455	401	410	416	452	423	-6%
South East England	383	472	404	427	407	416	395	-5%
South West England	275	296	277	275	261	275	262	-5%

Historical change over time in volume by English region (millions)

	2011	2012	2013	2014	2015
English Regions	Millions	Millions	Millions	Millions	Millions
North East England	83	262	130	116	103
North West England	321	165	275	295	283
Yorkshire and The Humber	253	245	230	223	217
East Midlands	178	199	180	163	171
West Midlands	205	226	217	206	204
East of England	258	220	211	223	209
London	367	396	349	357	362
South East England	333	410	351	371	354
South West England	239	257	241	239	227

Table 5.102 3hr+ 2011 to 2017 trends

Reweight change over time in expenditure by English region (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
English Regions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
North East England	£3,212	£4,038	£5,208	£3,908	£3,337	£3,716	£3,609	-3%
North West England	£9,509	£8,878	£8,881	£9,131	£9,657	£9,648	£10,684	+11%
Yorkshire and The Humber	£6,538	£6,066	£6,830	£6,610	£6,354	£6,834	£7,589	+11%
East Midlands	£5,486	£5,382	£4,751	£4,485	£5,149	£6,478	£5,986	-8%
West Midlands	£6,312	£6,857	£7,124	£6,117	£6,969	£6,788	£6,154	-9%
East of England	£6,116	£5,851	£6,147	£6,081	£5,695	£5,328	£5,569	+5%
London	£14,257	£17,561	£13,754	£14,646	£16,488	£18,908	£16,287	-14%
South East England	£10,739	£11,433	£10,383	£11,854	£10,172	£11,730	£10,159	-13%
South West England	£7,806	£8,033	£7,914	£6,953	£7,811	£7,572	£5,959	-21%

Historical change over time in expenditure by English region (£ millions)

	2011	2012	2013	2014	2015
English Regions	Millions	Millions	Millions	Millions	Millions
North East England	£2,793	£3,511	£4,529	£3,398	£2,902
North West England	£8,269	£7,720	£7,723	£7,940	£8,397
Yorkshire and The Humber	£5,685	£5,275	£5,939	£5,748	£5,525
East Midlands	£4,770	£4,680	£4,131	£3,900	£4,477
West Midlands	£5,489	£5,963	£6,195	£5,319	£6,060
East of England	£5,318	£5,088	£5,345	£5,288	£4,952
London	£12,397	£15,270	£11,960	£12,736	£14,337
South East England	£9,338	£9,942	£9,029	£10,308	£8,845
South West England	£6,788	£6,985	£6,882	£6,046	£6,792

Table 5.103 3hr+ 2011 to 2017 trends

Rewighted change over time in volume by quarter in GB (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	669	742	669	684	635	718	681	-5%
Apr – Jun	804	821	758	773	749	792	738	-7%
Jul – Sep	849	883	810	799	807	815	806	-1%
Oct – Dec	767	781	723	741	721	753	718	-5%

Historical change over time in volume by quarter in GB (millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	582	645	582	595	552
Apr – Jun	699	714	659	672	651
Jul – Sep	738	768	704	695	702
Oct – Dec	667	679	629	644	627

Table 5.104 3hr+ 2011 to 2017 trends

Rewighted change over time in volume by quarter in England (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	564	629	568	576	534	609	574	-6%
Apr – Jun	667	696	637	638	631	670	620	-7%
Jul – Sep	699	746	691	669	672	681	670	-2%
Oct – Dec	643	664	619	637	614	638	607	-5%

Historical change over time in volume by quarter in England (millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	490	547	494	501	464
Apr – Jun	580	605	554	555	549
Jul – Sep	608	649	601	582	584
Oct – Dec	559	577	538	554	534

Table 5.105 3hr+ 2011 to 2017 trends

Rewighted change over time in volume by quarter in Scotland (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	67	72	67	72	57	68	63	-7%
Apr – Jun	83	74	75	67	71	69	67	-3%
Jul – Sep	89	79	66	76	79	73	73	0%
Oct – Dec	77	74	66	62	65	62	63	+2%

Historical change over time in volume by quarter in Scotland (millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	58	63	58	63	50
Apr – Jun	72	64	65	58	62
Jul – Sep	77	69	57	66	69
Oct – Dec	67	64	57	54	57

Table 5.106 3hr+ 2011 to 2017 trends

Rewighted change over time in volume by quarter in Wales (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	39	40	35	33	38	34	34	0%
Apr – Jun	53	51	44	61	35	44	41	-7%
Jul – Sep	60	56	52	45	41	46	50	+9%
Oct – Dec	46	43	39	35	37	44	38	-14%

Historical change over time in volume by quarter in Wales (millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	34	35	30	29	33
Apr – Jun	46	44	38	53	30
Jul – Sep	52	49	45	39	36
Oct – Dec	40	37	34	30	32

Table 5.107 3hr+ 2011 to 2017 trends

Rewighted change over time in expenditure by quarter in GB (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	£17,349	£18,791	£17,680	£17,968	£17,627	£19,967	£18,777	-6%
Apr – Jun	£20,431	£22,857	£21,312	£21,009	£19,640	£21,052	£21,899	+4%
Jul – Sep	£23,221	£23,857	£24,074	£23,137	£25,215	£24,147	£24,504	+1%
Oct – Dec	£22,157	£23,268	£21,106	£21,790	£21,886	£26,610	£22,763	-14%

Table 5.108 3hr+ 2011 to 2017 trends

Rewighted change over time in expenditure by quarter in England (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	£14,312	£15,573	£14,674	£15,474	£14,737	£16,961	£15,125	-11%
Apr – Jun	£16,266	£18,539	£18,293	£17,198	£16,898	£17,885	£17,375	-3%
Jul – Sep	£18,729	£20,178	£20,131	£18,620	£21,491	£19,512	£20,471	+5%
Oct – Dec	£18,621	£19,809	£17,897	£18,491	£18,507	£22,645	£19,026	-16%

Historical change over time in expenditure by quarter in GB (£ millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	£15,086	£16,340	£15,374	£15,624	£15,328
Apr – Jun	£17,766	£19,876	£18,532	£18,269	£17,078
Jul – Sep	£20,192	£20,745	£20,934	£20,119	£21,926
Oct – Dec	£19,267	£20,233	£18,353	£18,948	£19,031

Historical change over time in expenditure by quarter in England (£ millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	£12,445	£13,542	£12,760	£13,456	£12,815
Apr – Jun	£14,144	£16,121	£15,907	£14,955	£14,694
Jul – Sep	£16,286	£17,546	£17,505	£16,191	£18,688
Oct – Dec	£16,192	£17,225	£15,563	£16,079	£16,093

Table 5.109 3hr+ 2011 to 2017 trends

Rewighted change over time in expenditure by quarter in Scotland (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	£2,045	£2,033	£2,025	£1,735	£1,787	£1,694	£2,083	+23%
Apr – Jun	£2,727	£2,316	£2,002	£2,067	£1,659	£1,793	£2,596	+45%
Jul – Sep	£3,092	£2,023	£2,124	£2,701	£1,958	£2,405	£2,254	-6%
Oct – Dec	£2,260	£2,256	£2,009	£2,156	£2,072	£2,116	£1,928	-9%

Historical change over time in expenditure by quarter in Scotland (£ millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	£1,778	£1,768	£1,761	£1,509	£1,554
Apr – Jun	£2,371	£2,014	£1,741	£1,797	£1,443
Jul – Sep	£2,689	£1,759	£1,847	£2,349	£1,703
Oct – Dec	£1,965	£1,962	£1,747	£1,875	£1,802

Table 5.110 3hr+ 2011 to 2017 trends

Rewighted change over time in expenditure by quarter in Wales (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	£989	£1,162	£972	£666	£1,034	£1,044	£1,232	+18%
Apr – Jun	£1,216	£1,986	£889	£1,380	£756	£1,056	£1,611	+53%
Jul – Sep	£1,355	£1,594	£1,745	£1,347	£1,383	£1,607	£1,482	-8%
Oct – Dec	£1,224	£1,172	£1,141	£891	£1,084	£1,537	£1,387	-10%

Historical change over time in expenditure by quarter in Wales (£ millions)

	2011	2012	2013	2014	2015
Quarter	Millions	Millions	Millions	Millions	Millions
Jan – Mar	£860	£1,010	£845	£579	£899
Apr – Jun	£1,057	£1,727	£773	£1,200	£657
Jul – Sep	£1,178	£1,386	£1,517	£1,171	£1,203
Oct – Dec	£1,064	£1,019	£992	£775	£943

Table 5.111 3hr+ 2011 to 2017 trends

Rewighted : change over time in volume by main activity in GB (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	950	910	826	812	814	825	776	-6%
'Special' shopping	141	205	176	169	159	194	173	-11%
Going out for a meal	268	292	281	271	283	324	295	-9%
Going on a night out	419	416	378	363	334	310	319	+3%
Going out for entertainment	155	173	175	177	162	183	178	-3%
Undertaking outdoor activities	268	262	222	254	239	259	255	-2%
Other leisure/ hobbies	140	137	120	137	127	110	102	-7%
Watching live sporting events	84	105	90	93	99	102	100	-2%
Going to visitor attractions	94	101	105	97	95	110	104	-5%
General day out	152	158	162	174	176	174	168	-3%

Historical : change over time in volume by main activity in GB (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	826	791	718	706	708
'Special' shopping	123	178	153	147	138
Going out for a meal	233	254	244	236	246
Going on a night out	364	362	329	316	290
Going out for entertainment	135	150	152	154	141
Undertaking outdoor activities	233	228	193	221	208
Other leisure/ hobbies	122	119	104	119	110
Watching live sporting events	73	91	78	81	86
Going to visitor attractions	82	88	91	84	83
General day out	132	137	141	151	153

Table 5.112 3hr+ 2011 to 2017 trends

Rewighted : change over time in volume by main activity in England (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Historical : change over time in volume by main activity in England (millions)

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	806	785	711	695	689	709	660	-7%
'Special' shopping	122	175	150	145	135	164	145	-12%
Going out for a meal	217	246	243	230	236	273	245	-10%
Going on a night out	348	348	319	304	284	259	273	+5%
Going out for entertainment	129	141	150	151	138	156	150	-4%
Undertaking outdoor activities	217	219	178	206	201	212	208	-2%
Other leisure/ hobbies	117	118	104	113	107	95	88	-7%
Watching live sporting events	71	90	78	78	82	86	88	+2%
Going to visitor attractions	81	85	92	84	82	95	87	-8%
General day out	121	127	133	144	145	142	136	-4%

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	701	683	618	604	599
'Special' shopping	106	152	130	126	117
Going out for a meal	189	214	211	200	205
Going on a night out	303	303	277	264	247
Going out for entertainment	112	123	130	131	120
Undertaking outdoor activities	189	190	155	179	175
Other leisure/ hobbies	102	103	90	98	93
Watching live sporting events	62	78	68	68	71
Going to visitor attractions	70	74	80	73	71
General day out	105	110	116	125	126

Table 5.113 3hr+ 2011 to 2017 trends

Rewighted : change over time in volume by main activity in Scotland (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Historical : change over time in volume by main activity in Scotland (millions)

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	92	78	72	69	78	69	68	-1%
'Special' shopping	13	20	16	15	14	18	17	-6%
Going out for a meal	31	30	22	25	28	28	29	+4%
Going on a night out	40	43	39	33	30	31	26	-16%
Going out for entertainment	16	21	17	18	16	17	16	-6%
Undertaking outdoor activities	31	25	25	30	22	26	26	0%
Other leisure/ hobbies	14	13	9	15	13	7	8	+14%
Watching live sporting events	7	10	8	9	10	8	8	0%
Going to visitor attractions	8	8	8	8	7	9	8	-11%
General day out	16	14	16	15	15	16	17	+6%

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	80	68	63	60	68
'Special' shopping	11	17	14	13	12
Going out for a meal	27	26	19	22	24
Going on a night out	35	37	34	29	26
Going out for entertainment	14	18	15	16	14
Undertaking outdoor activities	27	22	22	26	19
Other leisure/ hobbies	12	11	8	13	11
Watching live sporting events	6	9	7	8	9
Going to visitor attractions	7	7	7	7	6
General day out	14	12	14	13	13

Table 5.114 3hr+ 2011 to 2017 trends

Rewighted : change over time in volume by main activity in Wales (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	49	45	41	41	39	40	41	+3%
'Special' shopping	7	10	10	8	8	10	9	-10%
Going out for a meal	20	16	16	15	15	19	17	-11%
Going on a night out	30	25	21	24	17	18	19	+6%
Going out for entertainment	10	10	9	8	8	9	9	0%
Undertaking outdoor activities	21	18	18	17	14	18	17	-6%
Other leisure/ hobbies	9	6	7	8	7	6	6	0%
Watching live sporting events	5	5	3	3	5	5	4	-20%
Going to visitor attractions	7	7	5	3	2	5	6	+20%
General day out	14	16	12	12	13	13	10	-23%

Historical : change over time in volume by main activity in Wales (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	43	39	36	36	34
'Special' shopping	6	9	9	7	7
Going out for a meal	17	14	14	13	13
Going on a night out	26	22	18	21	15
Going out for entertainment	9	9	8	7	7
Undertaking outdoor activities	18	16	16	15	12
Other leisure/ hobbies	8	5	6	7	6
Watching live sporting events	4	4	3	3	4
Going to visitor attractions	6	6	4	3	2
General day out	12	14	10	10	11

Table 5.115 3hr+ 2011 to 2017 trends

Rewighted : change over time in expenditure by main activity in GB (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	£14,162	£13,730	£11,728	£12,676	£13,340	£13,969	£15,012	+7%
'Special' shopping	£10,754	£14,744	£13,196	£13,792	£12,475	£16,902	£14,292	-15%
Going out for a meal	£10,450	£11,397	£11,526	£11,165	£11,101	£12,781	£11,661	-9%
Going on a night out	£12,437	£11,397	£11,563	£10,711	£10,579	£9,078	£10,061	+11%
Going out for entertainment	£5,353	£6,034	£5,591	£5,883	£6,169	£6,728	£5,840	-13%
Undertaking outdoor activities	£4,126	£3,313	£4,242	£2,949	£4,062	£3,253	£3,511	+8%
Other leisure/ hobbies	£2,057	£1,954	£1,908	£1,586	£1,810	£1,922	£2,083	+8%
Watching live sporting events	£2,878	£3,190	£3,141	£3,345	£3,414	£3,170	£3,233	+2%
Going to visitor attractions	£3,282	£3,770	£4,142	£3,590	£3,318	£3,796	£3,497	-8%
General day out	£3,798	£4,488	£4,157	£4,628	£4,647	£5,151	£4,082	-21%

Rewighted : change over time in expenditure by main activity in GB (£ millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	£12,315	£11,939	£10,198	£11,023	£11,600
'Special' shopping	£9,351	£12,821	£11,475	£11,993	£10,848
Going out for a meal	£9,087	£9,910	£10,023	£9,709	£9,653
Going on a night out	£10,815	£9,910	£10,055	£9,314	£9,199
Going out for entertainment	£4,655	£5,247	£4,862	£5,116	£5,364
Undertaking outdoor activities	£3,588	£2,881	£3,689	£2,564	£3,532
Other leisure/ hobbies	£1,789	£1,699	£1,659	£1,379	£1,574
Watching live sporting events	£2,503	£2,774	£2,731	£2,909	£2,969
Going to visitor attractions	£2,854	£3,278	£3,602	£3,122	£2,885
General day out	£3,303	£3,903	£3,615	£4,024	£4,041

Table 5.116 3hr+ 2011 to 2017 trends

Rewighted : change over time in expenditure by main activity in England (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	£11,464	£11,583	£10,033	£10,719	£11,493	£12,076	£12,039	0%
'Special' shopping	£9,428	£12,379	£11,076	£11,738	£10,871	£14,226	£11,592	-19%
Going out for a meal	£8,338	£9,776	£10,120	£8,931	£9,351	£10,866	£9,572	-12%
Going on a night out	£9,821	£9,174	£9,354	£8,862	£9,078	£7,566	£8,345	+10%
Going out for entertainment	£4,493	£5,068	£4,666	£5,100	£5,300	£5,875	£4,929	-16%
Undertaking outdoor activities	£3,312	£2,550	£3,342	£2,422	£3,368	£2,413	£2,721	+13%
Other leisure	£1,733	£1,679	£1,645	£1,268	£1,595	£1,641	£1,754	+7%
Watching live sporting events	£2,398	£2,821	£2,677	£2,655	£2,931	£2,517	£2,686	+7%
Going to visitor attractions	£2,844	£3,166	£3,705	£3,103	£2,911	£3,197	£2,921	-9%
General day out	£2,975	£3,613	£3,453	£3,637	£3,869	£4,093	£3,306	-19%

Historical : change over time in expenditure by main activity in England (£ millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	£9,969	£10,072	£8,724	£9,321	£9,994
'Special' shopping	£8,198	£10,764	£9,631	£10,207	£9,453
Going out for a meal	£7,250	£8,501	£8,800	£7,766	£8,131
Going on a night out	£8,540	£7,977	£8,134	£7,706	£7,894
Going out for entertainment	£3,907	£4,407	£4,057	£4,435	£4,609
Undertaking outdoor activities	£2,880	£2,217	£2,906	£2,106	£2,929
Other leisure/ hobbies	£1,507	£1,460	£1,430	£1,103	£1,387
Watching live sporting events	£2,085	£2,453	£2,328	£2,309	£2,549
Going to visitor attractions	£2,473	£2,753	£3,222	£2,698	£2,531
General day out	£2,587	£3,142	£3,003	£3,163	£3,364

Table 5.117 3hr+ 2011 to 2017 trends

Rewighted : change over time in expenditure by main activity in Scotland (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	£1,868	£1,133	£781	£966	£1,068	£1,020	£1,534	+50%
'Special' shopping	£863	£1,618	£1,472	£1,420	£1,060	£1,483	£1,531	+3%
Going out for a meal	£1,412	£1,037	£858	£1,651	£1,015	£940	£1,303	+39%
Going on a night out	£1,703	£1,536	£1,607	£1,061	£948	£991	£1,048	+6%
Going out for entertainment	£644	£704	£628	£615	£633	£577	£530	-8%
Undertaking outdoor activities	£496	£343	£537	£273	£265	£384	£479	+25%
Other leisure	£174	£221	£121	£247	£153	£121	£89	-26%
Watching live sporting events	£270	£246	£186	£404	£290	£471	£418	-11%
Going to visitor attractions	£276	£231	£304	£327	£200	£369	£232	-37%
General day out	£511	£419	£443	£583	£304	£362	£367	+1%

Historical : change over time in expenditure by main activity in Scotland (£ millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	£1,624	£985	£679	£840	£929
'Special' shopping	£750	£1,407	£1,280	£1,235	£922
Going out for a meal	£1,228	£902	£746	£1,436	£883
Going on a night out	£1,481	£1,336	£1,397	£923	£824
Going out for entertainment	£560	£612	£546	£535	£550
Undertaking outdoor activities	£431	£298	£467	£237	£230
Other leisure/ hobbies	£151	£192	£105	£215	£133
Watching live sporting events	£235	£214	£162	£351	£252
Going to visitor attractions	£240	£201	£264	£284	£174
General day out	£444	£364	£385	£507	£264

Table 5.118 3hr+ 2011 to 2017 trends

Rewighted : change over time in expenditure by main activity in Wales (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Historical : change over time in expenditure by main activity in Wales (£ millions)

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	£796	£974	£819	£665	£621	£732	£1,175	+61%
'Special' shopping	£462	£746	£649	£605	£526	£1,102	£1,013	-8%
Going out for a meal	£700	£578	£528	£497	£622	£687	£635	-8%
Going on a night out	£912	£667	£603	£705	£514	£472	£635	+35%
Going out for entertainment	£216	£259	£298	£161	£235	£207	£238	+15%
Undertaking outdoor activities	£317	£405	£363	£201	£394	£242	£287	+19%
Other leisure	£151	£53	£141	£70	£58	£104	£222	+113%
Watching live sporting events	£171	£120	£227	£135	£160	£164	£130	+3%
Going to visitor attractions	£137	£363	£92	£99	£75	£135	£230	+70%
General day out	£308	£453	£260	£252	£354	£519	£285	-45%

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	£692	£847	£712	£578	£540
'Special' shopping	£402	£649	£564	£526	£457
Going out for a meal	£609	£503	£459	£432	£541
Going on a night out	£793	£580	£524	£613	£447
Going out for entertainment	£188	£225	£259	£140	£204
Undertaking outdoor activities	£276	£352	£316	£175	£343
Other leisure/ hobbies	£131	£46	£123	£61	£50
Watching live sporting events	£149	£104	£197	£117	£139
Going to visitor attractions	£119	£316	£80	£86	£65
General day out	£268	£394	£226	£219	£308

Table 5.119 3hr+ 2011 to 2017 trends

Rewighted : change over time in volume by destination type in GB (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	1,401	1,451	1,313	1,350	1,298	1,359	1,281	-6%
Small town	898	898	826	804	817	888	765	-14%
Village/countryside	783	783	727	703	639	682	614	-10%
Any seaside/coastal	294	296	281	284	241	267	222	-17%

Historical : change over time in volume by destination type in GB (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	1,218	1,262	1,142	1,174	1,129
Small town	781	781	718	699	710
Village/countryside	681	681	632	611	556
Any seaside/coastal	256	257	244	247	210

Table 5.120 3hr+ 2011 to 2017 trends

Rewighted : change over time in volume by destination type in England (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	1,173	1,236	1,121	1,132	1,092	1,158	1,083	-6%
Small town	695	759	698	679	695	755	654	-13%
Village/ countryside	659	654	613	591	534	569	512	-10%
Any seaside/ coastal	228	232	225	230	192	210	170	-19%

Historical : change over time in volume by destination type in England(millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	1,020	1,075	975	984	950
Small town	604	660	607	590	604
Village/ countryside	573	569	533	514	464
Any seaside/ coastal	198	202	196	200	167

Table 5.121 3hr+ 2011 to 2017 trends

Rewighted : change over time in volume by destination type in Scotland (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	154	152	137	145	143	136	132	-3%
Small town	89	84	72	70	66	73	61	-16%
Village/ countryside	66	66	61	54	53	30	52	+73%
Any seaside/ coastal	30	25	26	22	19	20	18	-10%

Historical : change over time in volume by destination type in Scotland (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	134	132	119	126	124
Small town	77	73	63	61	57
Village/ countryside	57	57	53	47	46
Any seaside/ coastal	26	22	23	19	17

Table 5.122 3hr+ 2011 to 2017 trends

Rewighted : change over time in volume by destination type in Wales (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	72	61	52	63	50	51	55	+8%
Small town	48	55	53	49	45	51	43	-16%
Village/ countryside	61	62	51	52	46	50	41	-18%
Any seaside/ coastal	36	38	28	24	21	26	21	-19%

Historical : change over time in volume by destination type in Wales (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	63	53	45	55	43
Small town	42	48	46	43	39
Village/ countryside	53	54	44	45	40
Any seaside/ coastal	31	33	24	21	18

Table 5.123 3hr+ 2011 to 2017 trends

Rewighted : change over time in value by destination type in GB (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Historical : change over time in value by destination type in GB (millions)

	2011	2012	2013	2014	2015	2016	2017	2016/2017		2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change		Millions	Millions	Millions	Millions	Millions
City/large town	£45,310	£49,246	£46,091	£47,572	£47,902	£51,905	£48,860	-6%	City/large town	£39,400	£42,823	£40,079	£41,367	£41,654
Small town	£21,123	£21,182	£19,590	£18,690	£19,380	£21,171	£17,428	-18%	Small town	£18,368	£18,419	£17,035	£16,252	£16,852
Village/ countryside	£22,411	£20,019	£17,636	£15,117	£14,905	£18,167	£13,994	-23%	Village/ countryside	£19,488	£17,408	£15,336	£13,145	£12,961
Any seaside/ coastal	£14,841	£11,754	£9,405	£9,401	£8,584	£9,611	£6,084	-37%	Any seaside/ coastal	£12,905	£10,221	£8,178	£8,175	£7,464

Table 5.124 3hr+ 2011 to 2017 trends

Rewighted : change over time in value by destination type in England (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	£37,820	£41,285	£39,385	£39,655	£40,650	£44,127	£40,807	-8%
Small town	£17,427	£17,539	£15,879	£15,235	£16,441	£17,852	£14,400	-19%
Village/ countryside	£18,462	£15,769	£14,155	£12,177	£12,696	£14,720	£10,910	-26%
Any seaside/ coastal	£11,094	£8,681	£7,330	£7,566	£7,011	£7,120	£4,568	-36%

Historical : change over time in value by destination type in England(millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	£32,887	£35,900	£34,248	£34,483	£35,348
Small town	£15,154	£15,251	£13,808	£13,248	£14,297
Village/ countryside	£16,054	£13,712	£12,309	£10,589	£11,040
Any seaside/ coastal	£9,647	£7,549	£6,374	£6,579	£6,097

Table 5.125 3hr+ 2011 to 2017 trends

Reweighted : change over time in value by destination type in Scotland (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	£5,285	£5,417	£4,833	£5,380	£4,509	£4,680	£5,053	+8%
Small town	£2,623	£2,029	£2,063	£2,131	£1,821	£1,818	£1,844	+1%
Village/ countryside	£2,532	£1,731	£1,772	£1,576	£1,030	£1,896	£1,278	-33%
Any seaside/ coastal	£2,405	£1,024	£888	£784	£487	£1,301	£626	-52%

Historical : change over time in value by destination type in Scotland (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	£4,596	£4,710	£4,203	£4,678	£3,921
Small town	£2,281	£1,764	£1,794	£1,853	£1,583
Village/ countryside	£2,202	£1,505	£1,541	£1,370	£896
Any seaside/ coastal	£2,091	£890	£772	£682	£423

Table 5.126 3hr+ 2011 to 2017 trends

Reweighted : change over time in value by destination type in Wales (millions)










Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2016/2017
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	£2,164	£2,492	£1,801	£1,887	£2,074	£2,224	£2,375	+7%
Small town	£1,056	£1,564	£1,565	£1,191	£1,018	£1,323	£1,106	-16%
Village/ countryside	£1,415	£2,489	£1,602	£1,282	£1,010	£1,168	£1,542	+32%
Any seaside/ coastal	£876	£2,029	£1,144	£796	£986	£898	£664	-26%

Historical : change over time in value by destination type in Wales (millions)

	2011	2012	2013	2014	2015
	Millions	Millions	Millions	Millions	Millions
City/large town	£1,882	£2,167	£1,566	£1,641	£1,803
Small town	£918	£1,360	£1,361	£1,036	£885
Village/ countryside	£1,230	£2,164	£1,393	£1,115	£878
Any seaside/ coastal	£762	£1,764	£995	£692	£857

3 hours + Visits – sub national results

								
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Volume and expenditure

Local Authorities, LEP and Counties report – 3 year average using reweighted figures*

England



GBDVS 2017 English Ceremonial Counties



GBDVS 2017 English Local Authorities



GBDVS 2017 Scottish Local Authorities



GBDVS 2017 Wales Local Authorities



GBDVS 2017 Local Enterprise Partnerships












To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.

*2015 estimates are reweighted - see page 8 for details

Methods and performance












								
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GB Day Visits 2017 Methods and Performance

This report section provides details of the approaches followed in the 2017 Great Britain Day Visits Survey (GBDVS) and the work undertaken to develop these methods.

GBDVS measures participation in Tourism Day Visits taken to destinations in the UK (including Northern Ireland) by the residents of England, Scotland and Wales.

GBDVS is jointly sponsored by the statutory tourist boards of England and Scotland and Visit Wales (the Tourism Department of the Welsh Government).

								
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Introduction

The Great Britain Day Visit Survey (GBDVS) was commissioned jointly by VisitEngland (VE), VisitScotland (VS) and Visit Wales (the Tourism Department of the Welsh Government).

The survey aims to measure the volume, expenditure and profile of Tourism Day Visits taken by GB residents to destinations in England, Scotland, Wales and Northern Ireland. Fieldwork is undertaken on a weekly basis, commenced in January 2011 and will continue until at least the end of December 2018.

While previous surveys have been conducted with similar objectives (most recently the 2005 England Leisure Visits Survey and 2002/3 GB Day Visits Survey), GBDVS represented a significant change in terms of the survey methods used and the approach followed to define a Tourism Day Visit.

Scope

This report section provides details of the methods used in GBDVS 2017, including the work undertaken to develop the survey approach.



Survey method

This section of the report outlines the survey methods used in GBDVS 2017, including details of why an online approach was followed and the steps taken to maximise the accuracy of the survey outputs.

Summary of approach

Fieldwork for the seventh year of GBDVS took place from January to December 2017. During this period some **35,118** interviews were conducted using an online survey method with the sample drawn from the Lightspeed and Research Now online panels. Respondents provided details of their leisure participation with a focus on visits taken during the previous week. Full details were collected for some **33,691** visits which lasted 3 hours or more and in subsequent analysis a sub-set of **20,564** of these visits were defined as Tourism Day Visits, taken outside of the participants' usual environment. Furthermore, **6,203** of these visits were defined as Activities Core to Tourism.

Design considerations

2009 and 2010 Pilot Surveys

Prior to the start of GBDVS fieldwork in 2011, during 2009 and 2010 VisitEngland and the English Tourism Intelligence Partnership (ETIP) commissioned a series of pilot surveys which aimed to determine the best approach for a new Tourism Day Visits Survey.

This pilot exercise involved the parallel testing of identical question-sets through the Kantar TNS in-home, telephone and online omnibus surveys. Fieldwork was conducted over identical periods allowing a direct comparison of the results collected using each mode. Alternative question wording was also used to test the impacts of asking respondents about alternative time periods and using different question wording.

Following this piloting, it was recommended that an online data collection approach would represent a cost effective yet suitably robust approach for a future longitudinal survey of Tourism Day Visits.

Issues to address

While the 2009 and 2010 piloting established that an online approach could be a viable option for the new GBDVS survey, prior to the launch of the main study in 2011 it was necessary to conduct further scoping and developmental work to ensure that the final approach would collect robust data. Where possible the approach used in GBDVS needed to address the drawbacks and weaknesses often associated with online research as described below under the following headings:

- Bias
- Replicability
- Consistency
- Reliability

Bias

The main possible sources of bias in a survey conducted online are as follows:

- Coverage of the universe
- Recruitment
- Response
- Mode effect

During the first year of GBDVS approximately 77% of UK households were estimated to have an internet connection from home (based on ONS data from 2011) but this coverage varies considerably by demographic group.

Eurobarometer data, based on a quasi probability sample, illustrates this with, for example, in excess of 75% under 55s having access to the Internet from home compared to only 32% of over 65s. A similar skew is seen by education level, with over 80% of adults who completed or are still in further education (after 18 years old) having access at home compared to only 38% of those who left school at or before 16 years.

When sampling from an online panel while it is possible to correct for the broad demographic skews, it must be accepted that there may be a difference in attitudes and behaviours between, for example, older people who have internet access and those who do not, even after correcting for education, gender and so on.










This previous point is also true for the potential difference between those people who join an online survey panel and those who do not, and further to this, between panel members who complete a particular survey and those who do not.

Together these three points generate a combined bias that is difficult to measure and hence difficult to correct for.

In addition to coverage and response bias, mode effect must also be considered. By presenting a survey as an online questionnaire for self completion, this can lead to different experiences across respondents due to factors such as connection speed, computer set up, respondent literacy, respondent eyesight and so on. Again, it is virtually impossible to measure the resultant bias.

To minimise the effects of these types of bias the following steps have been taken in GBDVS:

- Ensuring the panel source being used is of high quality with recognised best practice in recruitment and panel management.
- Minimising the number of sample sources used.
- Designing a sample to correct for known skews in demographics profile.
- Keeping the questionnaire as simple as possible and ensure it works for all browsers and connection types.
- Running an offline survey in parallel for validation purposes.

								
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Replicability

This means that in every month of GBDVS there is a need to replicate the survey conditions as closely as possible. Many online research providers are now moving to alternative approaches to panel recruitment and sampling, for example with the use of survey routers and river sampling. Depending upon the design and control, these can introduce an element of uncertainty that means the conditions cannot be replicated.

However the panels used for GBDVS follow a constant recruitment approach with as little change to sourcing and process as possible. More details on these panel sources are provided later in this report.










Consistency

In order to achieve a high level of consistency over time, a sample plan was designed at the outset of GBDVS 2011 to ensure that in each month the same proportion of responses were achieved from each of the panels used and from each broad demographic group.

Whilst the sample plan can demonstrate a consistent approach, this can be a challenge to achieve in practice for a number of reasons. The variability in response rates across demographic groups, changes in workloads and hence exclusions across panels and over time, unpredictable issues in fielding surveys and so on may lead to changes in the sample profile from month to month. Kantar TNS, in partnership with their panel partners, have taken every measure to minimise this.

Consistency in the questionnaire was managed by making no significant changes to the questionnaire throughout the 2011 to 2015 period.










In 2016, changes were implemented to improve the questionnaire. (See page 233 for more information.)

								
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Reliability

In surveys of this nature it is common place to measure and report upon the accuracy of results by calculating the statistical standard errors associated with key results. However, it is important to note that when using an online survey approach it is questionable whether these types of calculation are valid. This is an area which has been investigated in detail by AAPOR (the American Association for Public Opinion Research). In summary, they suggest that “reporting a margin of sampling error associated with an opt-in or self identified sample is misleading”. This is because whilst “a sample selected at random has known mathematical properties that allows for the computation of sampling error... surveys based on self-selected volunteers do not have that sort of known relationship to the target population and are subject to unknown, non-measurable biases”.

The mixed mode approach used in GBDVS during 2011 allowed for some validation of data collected online and a measure of some of the biases inherent in an online panel. Later in this report information on the standard errors that would be associated with a survey with a similar effective sample size which was undertaken using an approach not using a self selecting sample are included for information. When using these estimates it is important to take account of the AAPOR recommendations.

								
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Scoping, planning and piloting stages

Prior to the start of main GBDVS fieldwork in January 2011 the following initial stages were undertaken to verify certain key elements of the approach:

- Consultation with survey stakeholders
- Cognitive test interviews
- Online omnibus pilot

Further details of each of these stages is provided.

Consultations with survey stakeholders

The purpose of this stage was to ensure that potential future users of the GBDVS results could provide their input in key areas such as questionnaire coverage and the definition of a Tourism Day Visit. These consultations were undertaken during October 2010 and included discussions with members of the English Tourism Intelligence Partnership and representatives of a number of organisations including VisitBritain, the National Parks Authority, North West Development Agency and Natural England.

Scoping, planning and piloting stages

Cognitive test interviews

Two days of cognitive test interviewing were undertaken in early November 2010 with 10 interviews conducted in London and 10 conducted in Edinburgh. In both locations a range of respondents in different age groups, in different socio-economic groups and with different levels of educational qualifications were included in the sample. All of the respondents were regular Internet users.

In each interview respondents were asked to complete the draft GBDVS questionnaire on a computer. Respondents were encouraged to take as much time as they needed to complete the questions and, if necessary, ask for help if they required clarification.

The researcher observed the questionnaire completion to determine which questions took particularly long to complete or where sections were completed more quickly and/or with less care than expected.

Following the questionnaire completion, respondents were asked to provide their general views regarding the questionnaire and then asked about specific areas of interest including their interpretation of what types of visit should be recorded by respondents when completing the questionnaire.

As a result of these interviews a number of changes were made to the survey including the following:

- Large banks of rating scale type questions were split over multiple screens

- Wherever possible wording was shortened and simplified
- Certain more complex questions were split into a series of simpler questions
- A question regarding visit motivations was removed as it added little useful data over that collected regarding activities undertaken
- Respondents taking multiple visits were allowed to 'name' each of their visits to help them to subsequently recall the details when the visit was asked about later in the survey

Online omnibus pilot

Following the cognitive testing stage, a final draft version of the questionnaires was produced and included in a wave of the Kantar TNS online omnibus. A total of 1,267 GB residents were interviewed between the 18th and 22nd November 2010.

The purpose of this piloting was to test the questionnaire wording in a situation which reflected the main survey methods and to test levels of incidence and questionnaire duration. A question was also included in the survey following the Day Visit questions asking respondents to provide feedback on the questions they had just answered. This pilot wave confirmed the effectiveness of the questionnaire and an average interview length of around 15 minutes.

Sample

Sample sources

During 2017, a total of 35,118 online participants took part in GBDVS during 52 weeks of surveying, slightly above the target sample of 35,000 interviews. Weighting was used to ensure that results for these months and the whole year remained comparable to other years.

Year of GBDVS fieldwork	Total sample of interviews achieved
2011	38,083
2012	35,262
2013	35,085
2014	34,990
2015	35,664
2016	32,391
2017	35,118

The Lightspeed Panel, has been the main source of sample for the survey since fieldwork commenced in 2011. However at the outset of the survey although this panel was one of the largest available in the UK, it was not large enough to provide sufficient sample to achieve the required volume of interviews across a year.

This was partly due to the disproportional regional design whereby 5,000 interviews were required in each of Scotland and Wales. To address this shortfall, during 2011 and 2012 Lightspeed worked with a panel partner, Research Now to provide all of the sample for respondents living in Scotland and Wales (while all English sample was from the Lightspeed Panel).

For the 2013 survey, the increased size of the Lightspeed Panel since 2011 made it possible for all respondents to be taken from this source. To prevent any impact on the continuity of data, the transition from using a mix of Research Now and Lightspeed panel sources to only Lightspeed was managed carefully with a gradual transition over the January to October 2013 period.

However, from 2016 the weekly sample size contacted for the survey increased from 673 to 1,000. Of this total 673 respondents continued to be asked the GBDVS questions, forming the sample for this study while others were used as part of piloting of an online method for the GBTS study.

This change was made to facilitate the online piloting of GBTS to ensure that sufficient sample sizes were asked different versions of GBTS questions. Making this change meant that instead of all respondents being sourced from the Lightspeed panel a wider range of panel partners were used than in previous years.

Ensuring panel quality

The Lightspeed Panel is managed by Lightspeed Research, a sister company to Kantar TNS and also part of the Kantar Group. At the beginning of 2011 when GBDVS commenced, the Lightspeed Panel contained around 321,000 individuals all of whom had actively opted to join. This total reached around 457,000 in 2017.

Key panel quality measures which have been put in place by Lightspeed Research include the checks shown in the table on the right hand side.

Further quality procedures used include the removal of inactive panellists who do not respond to surveys for more than 12 months and ensuring that respondents are not over used by limiting the number of surveys they complete to a maximum of 3 per month and 24 in a 12 months' period. Research Now have agreed to a Service Level Agreement to ensure that similar quality measures are implemented in the work they conduct for Kantar TNS.

<p>Ensuring respondents are who they say they are</p>	<ul style="list-style-type: none"> ▪ <i>IP GeoFencing</i> – using the respondents IP address to ensure that they are where they say they are. ▪ <i>Proxy Detection</i> – detecting if a proxy server is being used to mask the respondent's real IP address and past fraudulent activity.; ▪ <i>Postal Address Verification</i> – verifying the respondent's postal address against an address directory. ▪ <i>CAPTCHA</i> – technology which prevents automated programs from registering to the panel. ▪ <i>E-mail Address Verification</i> – checks that e-mail addresses are only included once on our database – all respondents must verify their e-mail address during a double opt in registration process. ▪ <i>Machine ID</i> – technology which blocks survey respondents who attempt to complete the same survey multiple times from the same computer (e.g. using a different identity).
<p>Ensuring responses are valid and properly thought out</p>	<p>Procedures in place to ensure that respondents have properly engaged with the survey and taken time to provide considered responses. This includes the following checks:</p> <ul style="list-style-type: none"> ▪ <i>Survey Speedsters</i> – respondents who rush through the survey are identified by comparing survey completion times to the norm; ▪ <i>Grid Speedsters</i> – similar checks are used to identify respondents who rush through completion of grid questions (e.g. rating scales); ▪ <i>Trap Questions</i> – the addition of survey questions with obvious answers to determine whether a respondent is fully engaged with the survey; ▪ <i>Respondent Satisfaction</i> – feedback is obtained from respondents and assessed to help determine the quality of the survey.



Content



Introduction



Scope of the report



Summary



Tourism Day Visits



Activities Core to Tourism Visits



3hr+ Leisure Day Visits



Full data tables



Methods and Performance

Recontacting respondents

GBDVS has had an annual target of 35,000 interviews with 52 broadly equal sized weekly waves of fieldwork to be completed to achieve around 650 to 700 interviews per week. In 2016 this was increased to 1000 per week for the purposes of GBTS online piloting although the same volumes of respondents continued to be asked GBDVS questions, forming the sample for this study.

In selecting the most appropriate quotas, the demographics likely to be correlated to levels of participation in Tourism Day Visits were considered and the effectiveness of approaches taken in other surveys relating to tourism and leisure were taken into account. Also, given the online approach to be followed, the demographic variables correlated to levels of use of the Internet were also taken into account as described in more detail later in this report (see Section regarding offline survey outputs on page 247).

Demographic quotas

Whilst using a panel partner to achieve the target number of interviews over the course of a year helped achieve the demographic and geographic quotas, it was necessary to include some respondents in more than one wave of the survey. Measures were put in place to minimise the incidence of recontact and to ensure a gap of at least 4 months between each contact.

Evidence suggests there is very little likelihood of introducing bias through this level of recontact and any resultant conditioning. Kantar TNS have conducted research in the past and concluded that for most surveys an 8 week exclusion period led to no measurable conditioning effect. Furthermore the information being collected in GBDVS is factual rather than attitudinal or a measure of awareness. Future behaviour in Tourism Day Visits is very unlikely to be affected by the interview.

However in designing the sampling approach it was also important to minimise the number of quotas used as having too many quota cells would lead to inefficient use of sample and low effective sample sizes.

As such, having taken all of these factors into account, when fieldwork commenced in January 2011, gender, age, working status and the age of completing education were set as quota targets in each survey wave. During the first three months of fieldwork in 2011 while the quotas based on gender, age and working status could be achieved consistently, achieving the targets relating to the education quota was found to be impossible. While around half of the GB population completed education aged 16 or under, the somewhat lower representation of this group within the online population (c.20%) meant that it was very difficult to achieve this particularly quota target.

By the end of March 34% of respondents were in this quota group against a target of 49%.

It was therefore decided, in consultation with the client group, to implement a revised series of quotas and to subsequently address the variations related to education status in the weighting stages (as discussed later in this report). As such, from April 2010 the education status quota was removed and a quota was set on socio-economic status with a target reflecting the GB population of 52% of respondents in the ABC1 socio-economic groups and 48% in the C2DE groups.

The table in the following page illustrates these weekly targets.

Demographic quotas










Table 1.1 Quota targets	Typical weekly target	
	N	%
Gender		
Male	329	49
Female	345	51
Age		
16-34	206	31
35-54	224	33
55-64	95	14
65+	148	22
Working status		
Working full or part time	351	52
Not working (including retired, unemployed)	322	48
Socio-economic group		
ABC1	365	54
C2DE	308	46
Total	673	100

The annual sample size is divided by 52 to calculate an ideal weekly target. This is to ensure as even a spread as possible across the year, but there is some flexibility each week to ensure the target of 673 interviews is achieved. Future weeks are then reconciled slightly.

The table in the next page illustrates the final sample composition in 2011 to 2017 on the basis of each of the quota targets, including the original age of completing full time education target. In all years all of the targets were achieved or were within 1 or 2 percentage points from target.

Demographic quotas

Table 1.2 – Achieved sample	Final sample profile 2011		Final sample profile 2012		Final sample profile 2013		Final sample profile 2014		Final sample profile 2015		Final sample profile 2016		Final sample profile 2017		Population	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%		
Gender																
Male	18566	49	17312	49	17225	49	17,154	49	17483	49	15879	49	17091	49	49	
Female	19517	51	17950	51	17860	51	17,836	51	18181	51	16512	51	18027	51	51	
Age																
16-34	12063	31	11180	32	11172	32	11169	32	11389	32	9909	31	10702	30	32	
35-54	13100	35	12096	34	11628	33	11909	34	12136	34	10677	33	11685	33	34	
55-64	5560	15	5020	14	4913	14	4888	14	4982	14	4608	14	5011	14	14	
65+	7360	19	6966	20	7096	20	7024	20	7157	20	7197	22	7720	22	20	
Working status																
Working full or part time	23231	61	20993	60	20891	60	21310	61	21457	60	19446	60	21093	60	60	
Not working (including retired, unemployed)	14852	39	14269	40	14194	40	13953	39	14207	40	12967	40	14063	40	40	
Socio-economic status																
ABC1	20468	54	18436	52	18328	52	18124	52	18470	52	17330	54	19098	54	52	
C2DE	17615	46	16826	48	16757	48	16866	48	17194	48	15061	46	16020	46	48	
When stopped full time education																
16 years or younger	12604	33	11015	31	10948	31	10868	31	10677	30	9792	30	10484	30	49	
17-19 years	10323	27	10095	29	10193	29	10480	30	10679	30	9639	30	10422	30	21	
20 years or older	12421	33	11908	34	11767	34	11488	33	11831	33	10885	34	11768	34	22	
Still studying	2735	7	2244	6	2177	6	2154	6	2477	7	2075	6	2444	7	8	
Total	38083	100	35262	100	35085	100	34990	100	35664	100	32391	100	35118	100	100	

								
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Geographic quotas

To ensure geographic representivity in the survey sample, the outgoing sample (i.e. invitations to participate in the survey) were stratified on the basis of NUTS II geography taking into account urban/rural classification of areas. This geography divides England into 30 regions, Scotland into 4 regions and Wales into 2 regions.










As described in more detail in the next section, the GBDVS questionnaire collected details of participation in visit taking during the week prior to interview. As such during the 2017 survey, key details were recorded for 105,936 Leisure Day Visits and, of this total, full details were recorded for those 35,118 Leisure Day Visits which lasted at least 3 hours in duration. A subset of 20,564 of these visits were subsequently classified as Tourism Day Visits, defined as not taken on a regular basis and located outside of the participant's 'usual environment'. Finally, a further 6,203 were classified as Activities Core to Tourism (a classification introduced in 2016).

The table on the next page illustrate the sample sizes for each of these types of visit by the country of residence of respondents during the 2011 to 2017 surveys.

Final visit sample sizes

Table 1.3– Visit sample sizes by country of residence

	2011			2012			2013			2014			2015			2016				2017			
	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Activities Core to Tourism	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Activities Core to Tourism
GB Total	140,148	35,182	20,442	126,054	33,788	20,689	114,494	30,960	19,146	113,417	31,075	19,096	114,339	30,991	18,732	102,066	32,764	19,806	6,033	105,936	33,691	20,564	6,203
England	97,066	24,897	14,950	83,822	23,085	14,544	79,359	21,750	13,801	79,191	22,020	13,857	81,500	22,222	13,796	72,464	23,651	14,791	4,416	75,643	24,132	15,079	4,516
Scotland	22,203	5,308	2,633	21,224	5,471	3,004	17,503	4,640	2,534	17,116	4,585	2,528	16,483	4,486	2,425	15,093	4,586	2,412	763	15,514	4,795	2,712	838
Wales	20,879	4,977	2,859	21,008	5,232	3,141	17,632	4,570	2,811	17,110	4,470	2,711	16,356	4,283	2,511	14,509	4,186	2,332	854	14,779	4,212	2,773	849

								
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Survey administration and questionnaire

Since the survey commenced in January 2011, the GBDVS data collection has been conducted through a series of weekly surveys. In each week, an appropriate quantity of sample has been sourced from the online panel and e-mails are sent to these panellists inviting them to participate.

This invitation contains the name of the survey, the survey length (15 minutes), the incentive for survey completion and a link to the survey. Invites are always sent on a Monday morning with most respondents completing the questionnaire within a 48 hours period. After selecting the link, the respondent signs-in using his or her password, thereby preventing others with access to that mailbox from completing the questionnaire.

A copy of the survey questionnaire is provided at the end of this section. This questionnaire is presented to respondents in an online electronic format. Benefits of this approach includes automated routing and the ability to include checks where responses were outside of expected ranges (for example in relation to amounts of money spent on a visit).

Using this questionnaire respondents are asked to record details of their general leisure participation, leisure activities they had undertaken during the previous week (focusing on 3+ hours duration visits) and key information about their demographics and place of residence and work or study. While the sample coverage contains only residents of GB (i.e. England, Scotland and Wales), visits taken to any location in the UK could be recorded in the questionnaire, including places in Northern Ireland.

Focusing upon leisure participation during the previous week helps to ensure that the responses provided are more accurate than if a longer recall period was used.

To avoid an excessively long questionnaire length, details of a maximum of 3 visits lasting three hours or more could be recorded in Section 3 of the questionnaire. The weighting approach took account of this cap to ensure that the final aggregated data set was representative of all visits taken.

The full questionnaire is embedded on the right (click on the icon to access the questionnaire).

Note that question numbers 2 and 3 were only included in the 2011 survey, Q13a was added from 2012 and questions regarding disabilities amongst members of the visit party (Q61) and the respondent's sexual orientation and ethnicity (Q62 & Q63) were added in 2013. The TRI*M questions (Q31-Q34) were removed in 2015.



GBDVS 2017 Questionnaire



To open the questionnaire, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.

GBDVS methodological changes in 2016 and reweighting of 2011 – 2015 data

Questionnaire improvements

At the start of 2016, improvements were implemented to make the survey more engaging and easy to complete. The primary reason for making these changes was to ensure that the survey could just as easily be completed on a mobile device as on a PC.

It was agreed with the GBDVS sponsors that these changes should be made to allow for the increasing demand from respondents to participate in the survey using a mobile device. Evidence from the first 5 years of GBDVS surveying suggested that whilst an increasing proportion of respondents wanted to complete the survey using a mobile phone, levels of drop out were higher amongst this group due to certain questions not being suited to smaller screens.

Reweighting of 2011 to 2015 estimates

Parallel testing undertaken in early 2016 found that the combined effect of these changes was an increase in levels of visits reported by respondents of around **+15%**.

To take account of this change and maintain comparability of trends, the data from the past years in this report have all been revised to take into account this increase of +15%..

All data for 2011 to 2015 as previously published is referred to as 'historical' while the figures which include the 15% adjustment are referred to as 'reweighted'.

The changes made involved the simplification of certain questions by, for example, reducing the number of answer options provided and splitting questions with long lists of answer options over a number of screens/sub-questions.

It was expected that these improvements would make the questionnaire easier to complete and more engaging for all respondents including both those using a mobile device and those completing using a PC.

Questionnaire revisions

Piloting of the GBDVS 'sister' survey the Great Britain Tourism Survey (GBTS) using an online approach commenced in January 2016. It was agreed that the most efficient and cost effective way to conduct this online test was to add the GBTS questions to the ongoing GBDVS survey.

In practice this change involved the introduction of a number of the GBTS introductory/ screener questions to be asked prior to the existing GBDVS questions and the removal of a historic GBDVS question regarding overnight trips as it had become redundant due to the additions. With these changes some minor 'tweaking' was also required in the wording of questions to make the text clear and to ensure consistency between the two surveys.










As part of the GBTS online piloting some respondents received a questionnaire which had more significant changes to ordering, for example asking all of the GBTS questions of respondents prior to GBDVS. However, none of the data from the respondents in these survey cells was used in production of final GBVDS data.

Table 1.4 – GBDVS - Summary of questionnaire content

Question No.	Question (N.B. exact wording is not used below)
SECTION 1 - GENERAL LIFE AND ACTIVITIES SECTION	
1	When most recently returned from an overnight trip in the UK
2 (2011 SURVEY ONLY)	How often normally undertake routine shopping for groceries, other routine shopping, other leisure activities like playing sport, gym, walking, hobbies.
3 (2011 SURVEY ONLY)	How often normally undertake leisure activities – see list of 15 categories in Table 1.2 below.
4	When most recently took part in any of the 15 activity categories – answer options include last week.
SECTION 2 – LEISURE DAY VISITS IN PREVIOUS WEEK	
5	Number of leisure visits taken in previous week involving any of 15 activities as determined at Q4
6	Activities undertaken during each visit
8	Duration of trip
SECTION 3 - 3+ HOUR LEISURE DAY VISITS IN PREVIOUS WEEK (questions asked only for visits lasting 3+ hours. A maximum of 3 visits asked about per respondent – selected randomly when more have been taken)	
13	General type of place visited
13a (INCLUDED FROM 2012)	General type of place visited – single main place if more than one chosen at Q13
13b	Region of main visit destination
11	Main destination - village, town or city
12	London borough visited
14	Type of place visit started from (home, work, other)
15	Name of village, town or city visit started from
16	Total distance travelled during visit (round trip from start to finish)
17	Single main form of transport used
18	Single main activity undertaken during visit
19	Detailed activity/activities undertaken during visit (list of 48 answer options)

Table 1.4 (continued) – GBDVS - Summary of questionnaire content

Question No.	Question (N.B. exact wording is not used below)
SECTION 1 - GENERAL LIFE AND ACTIVITIES SECTION	
Q20-Q22	Inclusion of secondary destination(s) in visit
Q23	Visit duration – overall, time spent travelling, time in different destinations
Q24-Q25	Party composition
Q61	Whether any members of visit party had a disability (INCLUDED FROM 2013)
Q26-Q28	Visit expenditure - items purchased, amounts spent
Q29	Regularity take visit i.e. to same place to do same activity
Q30	Frequency take visit i.e. to same place to do same activity
(Only 2011 to 2013)	SECTION 4 – VISITOR EXPERIENCE (asked only for visits involving certain activities, used form TRI*M analysis in England only)
Q31	Overall experience of destination
Q32	Likelihood to recommend destination
Q33	Likelihood to revisit destination
Q34	Rating of destination compared to others in UK
SECTION 5 – CLASSIFICATION QUESTIONS	
Q40	Region of residence
Q40b	London borough live in
Q41	Village, town or city live in
Q45-Q47	Place work in if different from place of residence
Q48-Q50	Place study in if different from place of residence
Q51-Q52	Place(s) take part in routine shopping, other routine activities
Demographic questions	Children in household Marital status Car access Working status Age when stopped full time education Socio-Economic Grade Internet usage (hours per week) Sexual orientation (Q62, INCLUDED FROM 2013) Ethnicity (Q63, INCLUDED FROM 2013)

								
Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance










Data preparation and analysis

Data quality checks

The general quality checks in place to ensure the validity of panel respondents and the responses they provide are described on page 224. In addition to these general checks, a number of further checks were implemented either as part of the GBDVS questionnaire script, whereby respondents were asked to validate their own responses at certain points, or post fieldwork when checks were conducted by the Kantar TNS study team to identify then correct or remove invalid responses.

The following quality checks were included within the survey script:

- Question 5 – number of visits taken - if respondents indicated that they had taken more than one leisure visit within a single day, a subsequent question was asked to ensure that these were actually separate outings (i.e. with the participant returning to their home/ workplace/ holiday accommodation) between visits rather than just separate stages of a single longer trip
- Question 23 – visit duration - if the sum of the durations spent at different stages of the visit varied from the previous response at Question 8 regarding total trip duration, respondents were asked to confirm or re-enter their response
- Question 27 – expenditure – if respondents claimed to have spent £500 or more on any single expenditure category they were asked to confirm or re-enter their response

								
Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

Data preparation and analysis

In the processing of the annual data, further quality checks and edits were undertaken as follows:

- Region visited – question 13b asks respondents to indicate where they visited, selecting answers from a list of Government Office Regions while question 11 recorded the name of the specific village, town or city visited. Post fieldwork, responses to question 11 were profiled at a number of geographic levels including Local Authority, Country and Government Office Region. Where the region of the village, town or city selected at question 11 did not match the region selected by the same respondent at question 13, responses were manually checked and corrected where possible. Also where a response of Don't Know was provided at question 13b, the response from question 11 was used to determine the region visited
- Visit Expenditure - where the reported total expenditure for an individual visit exceeded £5,000 this visit was removed from the data as it was felt that the data was either unreliable or would have an undesirably disproportionate impact on the grossed estimates of total visits. Also, all other visits with a reported spend of over £500 were manually reviewed and any answers considered not to be viable were removed
- Very large expenditure weights – similarly if following the above removal of visit spend outliers, the expenditure of visit weight for any individual visit still exceeded 500 (i.e. meaning that this single visit contributed £0.5m or more to grossed estimates) this visit would be removed from the data










Distance travelled

Question 16 asks respondents to indicate the total distance they travelled during their trip, selecting their response from a list of distance bands.

During 2011, an analysis was undertaken to determine the accuracy of responses to this question by taking data on the start and end points of visits to derive the actual distances between these points. Full details of this exercise and its outcomes are provided in the appendix.

In summary, this comparison found that the distances provided by respondents were often inaccurate with the claimed distance typically lower than the real distance travelled. To improve the accuracy of responses at this question, from January 2012, a change was made to the question to increase the number of distance bands available to respondents who claimed to have travelled more than 100 miles. The change made involved the replacement of the original single answer option of 'over 100 miles' with 5 new bands - '101 to 149 miles', '150 to 200 miles', '201 to 250 miles', '251 to 300 miles' and 'over 300 miles'. Also from January 2012 the 'don't know' answer option was made more prominent to ensure that respondents with no idea of the distance travelled on their visit provided this response rather than a guessed distance.

Given the above, the data collected at question 16 should be treated as indicative of total distances travelled. Accordingly when results from this question are presented they are labelled 'claimed distances'.

								
Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

Defining Tourism Day Visits

The World Tourism Organisation (UNWTO) defines a Tourism Day Visit as a same day visit taken for leisure purposes outside of the participants 'usual environment'. However, there is no definitive UNWTO definition of 'usual environment'. Instead, recognising the impact of national variations in factors such as population density and transport accessibility, UNWTO recommend that national tourism organisations determine their own definitions of 'usual environment', taking account of the following criteria:

- The frequency of trip – UNWTO propose that places frequently visited within an individual's 'current life routine' should be considered as their 'usual environment'. This includes usual places of work or study and other regularly visited places such as the homes of friends or relatives or shopping centres, even if they are some distance from home or in a different administrative area
- The duration of trip – UNWTO propose that countries should take account of the duration of visits when determining a definition of usual environment. No specific recommendations such as minimum durations are provided
- The crossing of administrative borders and distance from usual place of residence – recognising the varying scale of administrative areas in different countries and the fact that individuals live at different distances from borders, UNWTO recommend that the crossing of administrative borders and distance from home should be considered together when establishing the limits of an individual's usual environment

These criteria were all taken into account in the design of the GBDVS questionnaire and subsequent decisions regarding how best to analyse Tourism Day Visits as discussed in the next page.

Defining Tourism Day Visits

GBDVS captures headline data on the volume of visits from home involving any of the activities listed in the table below. Any participation in the above activities, outside of the respondent’s home but in any place within the UK could be considered to be a Leisure Day Visit. When more than one activity was undertaken within a single trip away from home (e.g. undertaking outdoor leisure activities and going out for a meal), this would be treated as a single Leisure Day Visit and the main activity undertaken was also recorded.

Table 1.6 – Leisure activities included in definition of Leisure Day Visit

Visiting friends or family for leisure
'Special' shopping for items that you do not regularly buy
Going out for a meal
Going on a night out to a bar, pub and/or club
Going out for entertainment – to a cinema, concert or theatre

Table 1.6 (continued) – Leisure activities included in definition of Leisure Day Visit

Undertaking outdoor leisure activities such as walking, cycling, golf, etc.
Taking part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)
Taking part in sports, including exercise classes, going to the gym, etc.
Watching live sporting events (not on TV)
Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.
Going to special public event such as a festival, exhibition, etc.
Going to special events of a personal nature such as a wedding, graduation, christening, etc.
Going on days out to a beauty or health spa/centre, etc.
Going on general days out/ to explore an area
Going on day trips/excursions for other leisure purpose not mentioned above

Respondents provided information on the volume of Leisure Day Visits taken and then full details of any Leisure Day Visits lasting 3 hours or more. Further filters based on the regularity of visit and place visited were then applied to these visits to define the subset of Tourism Day Visits:

- **Regularity** - the participant must indicate that the visit (i.e. same activity in same place) is not undertaken 'very regularly' (i.e. as recorded at question 29)
- **Place** - the destination of the visit must be different from the place (i.e. city, town, village or London borough) where the participant lives. If the visit is taken from a workplace, the destination must be in a different place from the workplace. However this rule is not applied when the visit has involved watching live sporting events, going to visitor attractions or going to special public events

The definitions were agreed by the survey sponsors following a significant amount of discussion and testing of alternative definitions. The final definition meets the UNWTO recommendations by taking account of the activity undertaken (i.e., as listed above), visit duration (at least 3 hours overall), how regularly the trip is taken and the place visited.

Defining Activities Core to Tourism

In addition to 3+hours and Tourism Day Visits sections, a new section allowing a better view of the volume and expenditure of the touristic activities in the UK was added: the Activities Core to Tourism section.

Effectively, this new section is a subset of the Tourism Day Visit and includes only respondents that undertook certain activities as seen in the table on the right hand side.

Like with the TDV section, the definition of this new section was agreed by the survey sponsors following a significant amount of discussion.

Table 1.7 – Leisure activities included in definition of Activities Core to Tourism

Going out for entertainment (i.e. concert or theatre)
Undertake outdoor leisure activities such as walking, cycling, golf etc.
Watch live sporting event (not on TV)
Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.
Going to a special public event such as a festival, exhibition, etc.
Going to special public event such as a festival, exhibition, etc.
Going to special events of a personal nature such as a wedding, graduation, christening, etc.
Going on general days out/ to explore an area
But excluding going to the cinema

Weighting development

As described previously, quotas are used in the GBDVS data collection stage to increase the representivity of the survey sample on the basis of certain key demographics and by geography. However to correct for any remaining biases and further increase the representivity of the survey, data weights are also applied during the processing of each month's results.

The outputs of this process include estimates of the total volume of Tourism Day Visits taken by the GB adult population and results representative of the adult population and the visits they have taken over the study period. The following sections describe the weighting stages applied and some of the key considerations when each of the stages were developed.

Demographic weighting

This stage of weighting is applied to correct for variations between the demographic distribution of respondents and the GB population. Table 1.2 illustrates how the fieldwork quotas applied ensured that the sample was representative of the wider population in terms of a number of broad gender, age, working status and socio-economic groups. However when the profile of survey data set is compared with the population profile on the basis of other demographic variables, certain groups can be seen to be over or under represented. For example when age and gender are interlocked there is an under representation of males aged 16 to 24 but over representation of males aged 65 and over.

Similarly, as discussed previously, the sample contains a lower proportion of people who terminated education aged 16 years or over than is found in the GB population and, as might be expected given the survey mode, most panelists are very regular Internet users (93% accessing on a daily basis compared to 60% amongst the GB adult population).

In developing the weighting solution it was important to take account of these variations between the sample population and GB population profile. The review undertaken to develop a weight solution also found that the demographics most correlated to levels of visit taking included age, socio-economic group, age of terminating education and car ownership and data from the offline surveying indicated that certain groups were more likely than others to use the Internet very frequently (more details are provided later in the report).

As such, based on the results of this review, during 2011 a large number of alternative weighting solutions were tested to find the best balance between increasing the representivity of the survey data and maintaining an acceptably high level of weighting efficiency (i.e. data is 'lost' when weighting is applied to data and increasing the number of weighting factors will typically have a negative effect on weighting efficiency). Each of these solutions was reviewed and discussed in detail with the client group to determine the most appropriate solution for the ongoing survey.

Weighting development

Following this process it was decided that the following series of demographic weights should be applied to each month's data:

- Gender (male/female), age (16-24/25-44/45-64/65+) and region (GOR x 11) interlocked
- Social grade
- Age terminated education

By applying this combination of weights the overall weighting efficiency has been found to be around 70% on average.

This means that while a total of 35,118 interviews were conducted in GBDVS during 2017, the effective sample size is around 25,000. The weighting targets used are provided in the tables in this page and the next one (figures in thousands) the overall sum of these weights is 49.236 million, reflecting the size of the GB adult population.

Table 1.8 Social grade and TAE weighting targets ('000s)

	Social Grade
AB	11,370
C1	14,067
C2	10,342
DE	13,457
	Terminal Age Education
16 years or younger	24,188
17-19 years	10,635
20 years or older	10,961
Still Studying	3,453

Weighting development

Table 1.9 Age x Gender x Region weighting targets ('000s)

East Midlands Male 16-24	284	South West Male 16-24	322
East Midlands Male 25-44	580	South West Male 25-44	650
East Midlands Male 45-64	585	South West Male 45-64	685
East Midlands Male 65+	346	South West Male 65+	460
East Midlands Female 16-24	269	South West Female 16-24	293
East Midlands Female 25-44	584	South West Female 25-44	641
East Midlands Female 45-64	593	South West Female 45-64	721
East Midlands Female 65+	423	South West Female 65+	575
East of England Male 16-24	334	West Midlands Male 16-24	339
East of England Male 25-44	782	West Midlands Male 25-44	705
East of England Male 45-64	748	West Midlands Male 45-64	685
East of England Male 65+	455	West Midlands Male 65+	415
East of England Female 16-24	308	West Midlands Female 16-24	325
East of England Female 25-44	774	West Midlands Female 25-44	710
East of England Female 45-64	769	West Midlands Female 45-64	699
East of England Female 65+	564	West Midlands Female 65+	522
London Male 16-24	455	Yorkshire and the Humber Male 16-24	363
London Male 25-44	1,442	Yorkshire and the Humber Male 25-44	709
London Male 45-64	827	Yorkshire and the Humber Male 45-64	664
London Male 65+	390	Yorkshire and the Humber Male 65+	382
London Female 16-24	440	Yorkshire and the Humber Female 16-24	344
London Female 25-44	1,368	Yorkshire and the Humber Female 25-44	703
London Female 45-64	861	Yorkshire and the Humber Female 45-64	677
London Female 65+	512	Yorkshire and the Humber Female 65+	486

Table 1.9 Age x Gender x Region weighting targets ('000s)

North East Male 16-24	175	Scotland Male 16-24	319
North East Male 25-44	329	Scotland Male 25-44	682
North East Male 45-64	344	Scotland Male 45-64	688
North East Male 65+	197	Scotland Male 65+	375
North East Female 16-24	163	Scotland Female 16-24	306
North East Female 25-44	334	Scotland Female 25-44	704
North East Female 45-64	355	Scotland Female 45-64	732
North East Female 65+	252	Scotland Female 65+	504
North West Male 16-24	447	Wales Male 16-24	193
North West Male 25-44	907	Wales Male 25-44	358
North West Male 45-64	887	Wales Male 45-64	390
North West Male 65+	508	Wales Male 65+	247
North West Female 16-24	427	Wales Female 16-24	182
North West Female 25-44	898	Wales Female 25-44	369
North West Female 45-64	912	Wales Female 45-64	408
North West Female 65+	652	Wales Female 65+	311
South East Male 16-24	500		
South East Male 25-44	1,115		
South East Male 45-64	1096		
South East Male 65+	646		
South East Female 16-24	469		
South East Female 25-44	1,133		
South East Female 45-64	1,131		
South East Female 65+	823		

Visit weighting

In many of the data outputs from GBDVS, the weighted base represents all of the visits taken by GB residents over the period of interest (i.e. month, quarter or year). To obtain data at this level, further weights must be applied in addition to the demographic weights.

The approaches followed to apply this visit level weighting are very similar to those followed in previous surveys of Day Visits (e.g. ELVS in 2005 and GBDVS in 2002) and in other ongoing monitors of leisure participation such as the Monitor of Engagement with the Natural Environment which is undertaken by Natural England.

In summary the following steps are followed:

- The total claimed number of trips is calculated for each respondent (TCT). That is the total number of trips of 3 hours duration taken in the previous week, as recorded at question 8
- The total number of trips with details given is calculated for each respondent (TDT). That is the number of trips asked about in Section 3 of the questionnaire (Q13 to Q30) which is capped at a maximum of 3
- The Trip Correction Factor (TCF) for each respondent is calculated as follows: $TCF = TCT / TDT$
- The Calendar Month Factor (CMF) is calculated as the total days in the reporting month divided by the number of days reported by each respondent as falling into that month
- The Total Visit Weight (TVW) is calculated for each respondent as the product of their Demographic Weight (DW), Trip Correction Factor (TCF) and Calendar Month Factor (CMF)
- The estimate of the total number of visits taken in each month by the GB adult population is the sum of the Total Visit Weights

Following this process weighted estimates of the volume of visits taken and the profile of these visits have been produced for each month. Quarterly and annual results have then been obtained by combining these estimates.

Expenditure of visit weighting

GBDVS visit based results are also presented in terms of the expenditure of expenditure made during visits. To obtain results at this level, a further weight is applied to each visit recorded using responses to question 27 regarding total visit spend. In summary, the Total Visit expenditure Weight (TVVW) is obtained by multiplying the Total Visit Weight (TVW) by total visit spend.

Offline survey

Undertaking GBDVS using an online survey method represented a significant change from the approaches followed in previous surveys regarding leisure and tourism participation. Indeed GBDVS is one of the largest monitors undertaken using an online approach with most other surveys conducted by the public sector in the UK continuing to administered through ‘traditional’ face to face or telephone survey methods.

Given this innovative nature of the GBDVS approach, during the first year of fieldwork it was felt important that some parallel offline surveying was undertaken. The purpose of this parallel data collection was to provide a measure of the validity of the data collected online and thereby identify measures that could be taken to increase the robustness of data. Comparison of the data collected online and offline focused upon the following key areas:

- Mode effect – i.e. differences in the data collected through the interviewer administered approach traditionally used in surveys of this nature to an online self completion approach
- The effect of the online sample being dominated by people who regularly access the Internet
- Details of visits report – comparing the profile of visits reported using each mode

Approach

6 waves of offline surveying were undertaken on the following dates to achieve a total sample of 6,363:

- w/b 21st February 2011 – 1,009 interviews
- w/b 23rd May 2011 – 1,255 interviews
- w/b 27th July 2011 - 1,026 interviews
- w/b 8th August 2011 – 980 interviews
- w/b 10th October 2011 – 1,052 interviews
- w/b 12th December 2011 – 1,041 interviews

In each survey wave a shortened version of the GBDVS questionnaire was included in the Kantar TNS in-home omnibus. To minimise the mode effect the questions were worded identically and scripted in a self completion format, allowing interviewers to hand their CAPI tablet computer to the respondent to allow them to complete the questionnaire themselves.

The profile of this sample was in line with the standard in-home omnibus quotas (based on gender, age and working status) and the data were subsequently weighted using an identical approach to that used for the online data.

Offline survey

Mode effect

Comparing the weighted data collected online with the weighted data collected offline, we see that in the offline approach details of around a third (34%) fewer 3 hours+ visits are recorded overall. A similar difference is found if this comparison is based only on those respondents who access the Internet daily.

These differences provide an indication of the scale of the mode effect i.e. when demographic and internet usage variations are controlled for through the application of weights and focusing the analysis on regular Internet users only, most of the remaining difference in the results is likely to relate to differences in how responses are given when completing the survey in different ways.

For example the lower volume of visits typically recorded in the off line survey may relate to respondents abbreviating their responses as they feel under pressure to complete the survey quickly as an interviewer is present. However, while the online survey provides respondents with more time to provide a full and considered response, its self completion nature could lead to respondents misunderstanding questions so potentially providing invalid responses.










Sample profile

As shown in the table below by definition, all of those who responded to the main GBDVS online in 2011 had internet access while in the parallel offline surveying 24% of respondents had no access to the Internet. Also, over the course of 2011, 78% of the online survey interviews were conducted with respondents who claimed to access the Internet on a daily basis some for many hours per day, this compared with 53% of the offline sample.

Table 1.10 sample profile by internet usage	Full GBDVS online sample	Off-line sample
No Internet access	-	24%
Any Internet access	100%	76%
Daily Internet access	78%	53%

The data collected in the off-line survey could be used to compare the demographic profile of daily Internet users with those people who accessed the Internet less frequently or never. This comparison found that age, gender, working status and age of completing education were all found to be correlated to whether or not an individual accessed the Internet daily. Most significantly, daily internet users were more likely to be male, aged under 45, working and to have completed education aged 17 or over.

These findings reinforced the importance of using these demographic variables as survey quotas and in the final weighting solution to counteract for some of the potential biases caused by the high proportion of daily Internet users in a sample drawn from an online panel.

								
Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

Offline survey

Further results comparison

As mentioned above, the off-line approach provides estimates of the volume of 3 hours+ visits taken which area around a third higher than obtained from the online approach. Following a review it has been concluded that most of this difference is likely to be a mode effect rather than related to the sample profile.

The off-line survey waves also collected details regarding general frequency of participation in leisure activities and the profile of day visits (i.e. destination type, activities undertaken, etc.).

In summary a comparison of this range of different results illustrated the following:

- In results where respondents were asked whether or not they had undertaken a particular leisure activity and frequency of participation in this activity (i.e. at questions 3 and 4), respondents in the online survey were consistently more likely to report participation than those interviewed in the off-line interviewer administered approach. This is similar to the overall higher levels of reporting of visit participation and is also likely to be related to how respondents complete the questionnaire i.e. with online respondents taking more time to complete responses than those conducting the interviewer administered questionnaire
- However it is notable that in results relating to the profile of visits taken – for example the places visited, activities undertaken and distances travelled - the results obtained in the online and off-line surveying were very similar. This similarity was also found in the piloting of different methods undertaken by ETIP in 2009 and 2010

Further outputs from the off-line surveying (including data tables and further charts illustrating comparisons of the data collected using the different modes) are available separately.

Accuracy of results

The previous sections of this report have outlined the many measures taken to ensure that the data collected in GBDVS are as accurate as possible and that subsequent analysis stages provide results which are as representative as possible of the GB adult population.

Normally in a large survey of this nature the confidence intervals associated with key results are calculated to provide an indication of the accuracy of these findings. However, as discussed previously, in any survey conducted through an online panel approach, rather than being selected at random the respondents 'opt-in' to the survey. Therefore the approaches normally followed to calculate confidence intervals cannot be relied upon to provide a complete measure of the accuracy of the survey findings and only indicative estimates of the accuracy of GBDVS can be provided.

GBDVS 2017 involved some 35,118 interviews and the weighting solution used was estimated to have an efficiency of around 70%. On that basis the effective total sample size was estimated at around 25,000.










The table on the right hand side illustrates the margins of error that would be associated with results obtained with this total effective sample and with the equivalent national samples if data collection was undertaken using a pure random probability sampling approach.

Table 1.11 Margin of error at 95% levels of confidence with a Simple Random Sample

	All Respondents	In England	In Scotland and Wales
Effective sample size	25,000	17,500	3,500
Result			
10% or 90%	+/- 0.31%	+/- 0.37%	+/- 0.99%
20% or 80%	+/- 0.42%	+/- 0.50%	+/- 1.33%
30% or 70%	+/- 0.48%	+/- 0.57%	+/- 1.52%
40% or 60%	+/- 0.51%	+/- 0.61%	+/- 1.62%
50%	+/- 0.52%	+/- 0.62%	+/- 1.66%

By comparison Natural England's MENE survey which also collects details of frequency of leisure participation through weekly waves of fieldwork and a 7 day diary approach has an annual effective sample size of around 28,000 interviews. The data collected in this survey is used to obtain an estimate of total annual visits to the natural environment, following a very similar weighting and grossing approach to that applied in GBDVS.

As this survey is conducted using an in-home interviewing approach with respondents selected to participate in the survey it is possible to calculate the complex standard errors associated with key results. As such it has been estimated that the total estimate of volume of visits obtained from MENE are accurate to within a range of around +/-2%.

								
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Further details

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