

**The Great Britain Day Visitor
2016 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 2016 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 hour+ 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



Content



Introduction



Scope
of the report



Summary



Tourism
Day Visits



Activities Core
to Tourism Visits



3hr+ Leisure
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Full
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Methods and
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Welcome

This report presents the main findings of the 2016 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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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 2017.

This report contains the results of the 2016 survey, including comparisons of results with those obtained between 2011 and 2015.

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 2016 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 2016 was undertaken using an online methodology with a total of 32,391 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%.

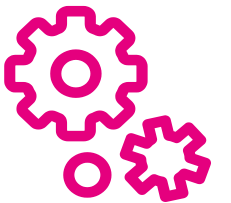
All data for 2011 to 2015 as previously published is referred to as ‘historical’ while the figures which include the 15% adjustment are referred to as ‘reweighted’.

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

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.

3 hour+ Leisure Day Visits

A 3 hour+ 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 hour+ 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 one of those highlighted in purple in the table on the right (*note that 'entertainment' visits including cinema attendance are not included).

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

								
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

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

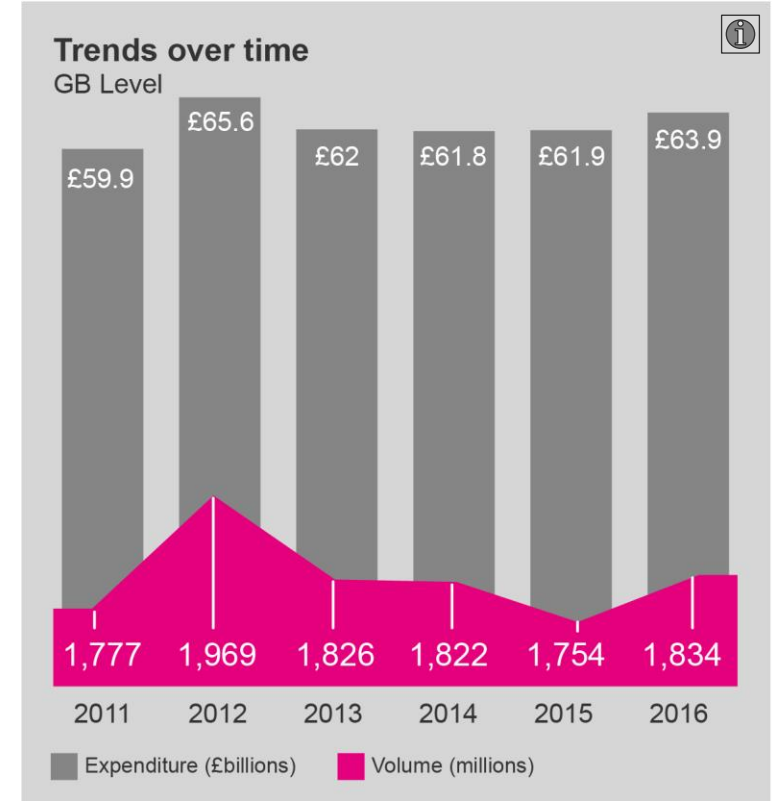
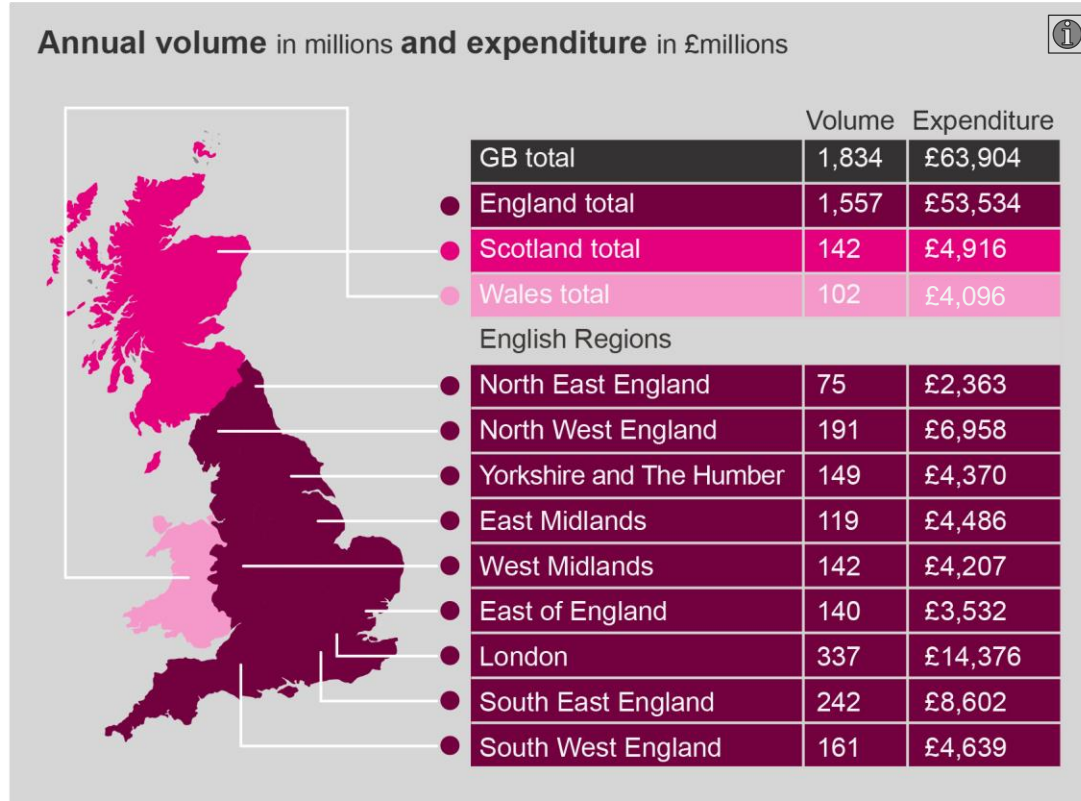
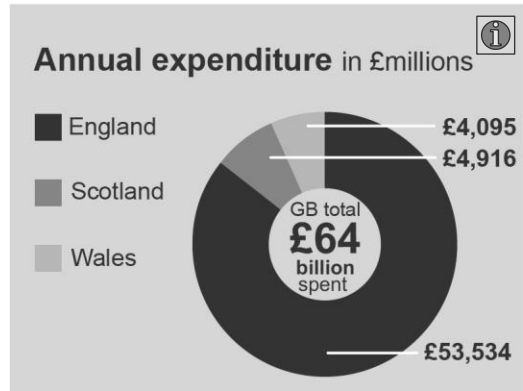
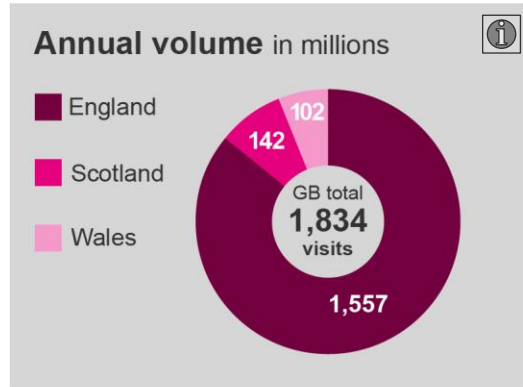
It should be noted that respondents could select more than one of these answer options when describing their visit destination but from 2012 a new subsequent question (Q13a) was added to identify the single main destination type. In this report the results relating to these questions have been analysed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

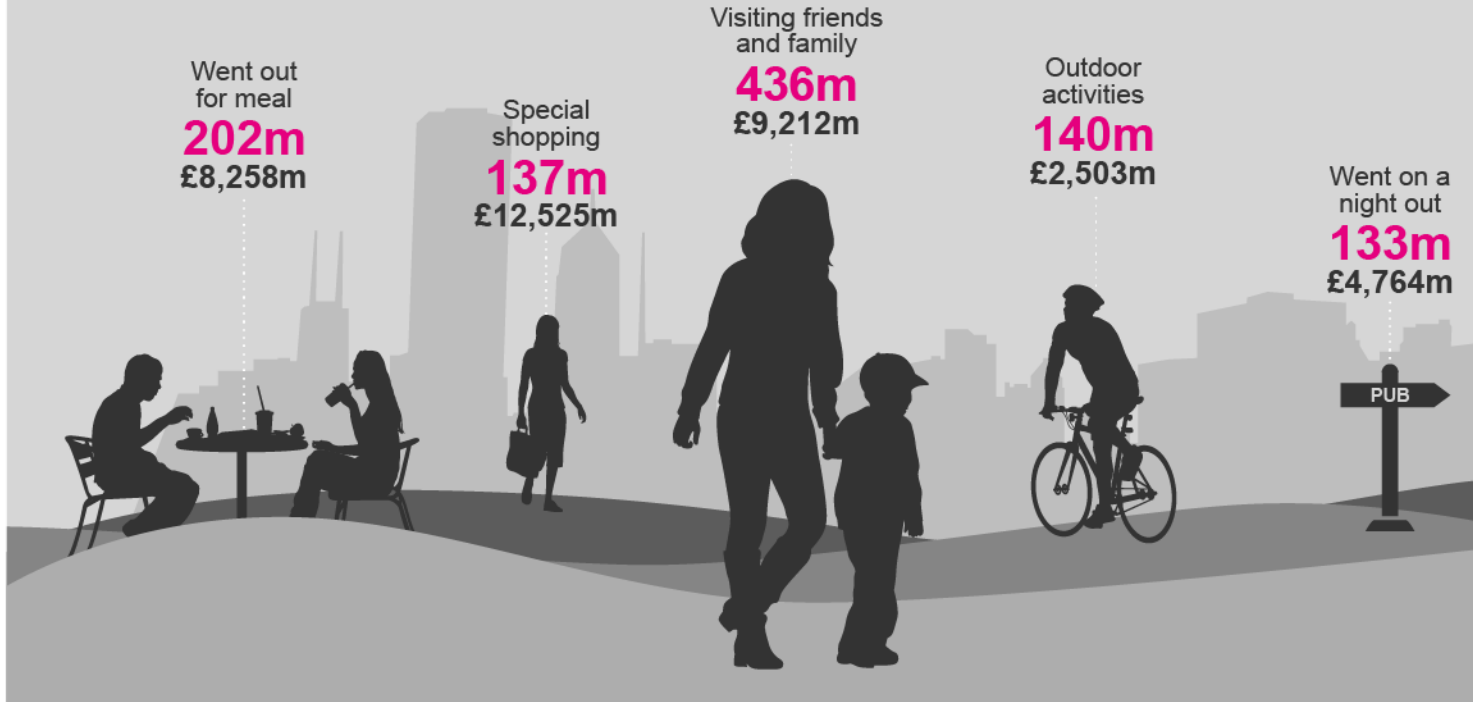
2016 – Tourism Day Visits at a glance



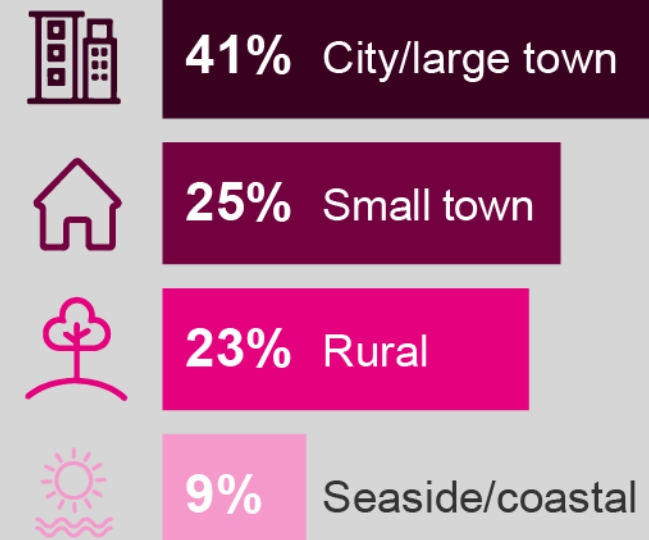
Note: 2011-2015 estimates are reweighted – see note on page 8

2016 – Tourism Day Visits at a glance

Top 5 main activities undertaken by volume in millions and **expenditure** in £millions
GB Level



Volume of visits by destination type
GB level



2. Tourism Day Visits



Defining Tourism Day Visits

Tourism Day Visits are a sub-set of 3 hour+ 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

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- Going out for entertainment – to a cinema, concert or theatre
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- 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)
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- 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 2016.

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



Volume and expenditure of visits

- During 2016, GB residents took a total of 1,834 million Tourism Day Visits to destinations in England, Scotland or Wales; and around £64 billion was spent during these trips.



Geographic distribution of visits

- England saw the highest number of visits (1,557 million visits or 85% of the total) while 8% of visits (142 million) were taken to Scottish destinations and 6% to places in Wales (102 million).
- London had the greatest share of visits amongst the English regions (337 million visits) where the total expenditure of day visits during 2016 was around £14.4 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 West (56 million) while in Wales the largest volume of visits were taken in the South East (38 million).



Volume and expenditure of GB tourism day visits over time

- The 1,834 million Tourism Day Visits that were taken by GB residents during 2016 is higher than compared to those taken in 2015 (1,754 million tourism day visits), increasing by +5%.
- In England visit levels increased between 2015 and 2016, from 1,493 million to 1,557 million, though total expenditure on these trips remained stable at £53.5 billion.
- Scotland saw the volume of Tourism Day Visits stabilising, compared to 2015, at 142 million, while expenditure increased by +9% from £4.5 billion in 2015 to £4.9 billion in 2016.
- Welsh Tourism Day Visits increased from 86 million in 2015 to 102 million in 2016, while the expenditure of these visits rose by 32% from £3.1 billion to £4.1 billion.
- For further details on Tourism Day Visit trends between 2011 and 2016, please refer to page 18.

Geographical distribution

Figure 2.1 2016 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 2016: a total of 1.8 billion visits across the year. England accounts for the ‘lion’s share’ of day trips made (1,557 million). Of the remaining visits, 142 million were taken in Scotland and 102 million were taken in Wales.

Figure 2.1 also illustrates the economic contribution of these visits, with a total of £64 billion spent. Trips made within England account for the bulk of the spend (£53,534 million), with the remainder split fairly evenly between visits taken to Scotland and Wales.

Figure 2.2 2015-2016 Change over time in headline volume and expenditure of Tourism Day Visits (% change)

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

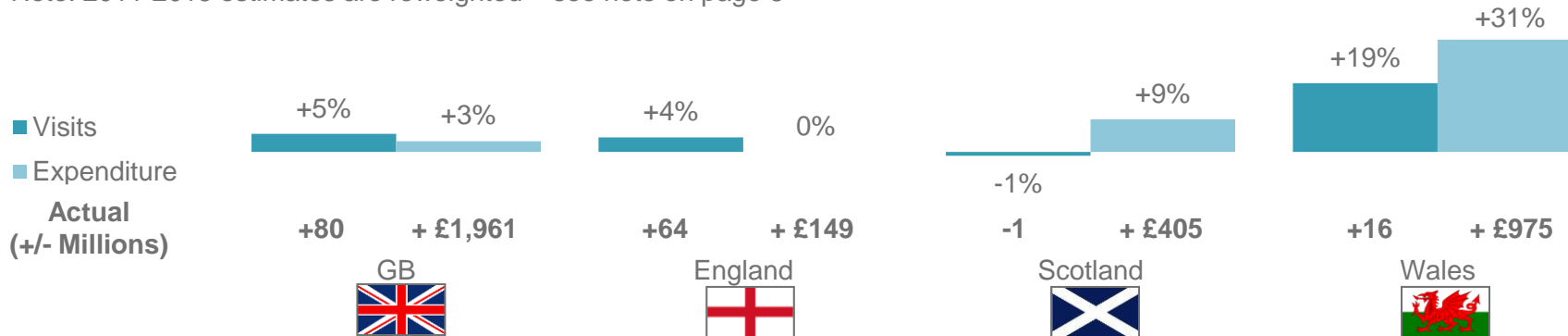


Figure 2.2 shows the difference between the total visits/ spend in 2016 and 2015. At the GB level 5% more visits (80 million) were taken while expenditure increased by 3% (£1,961 million).

Geographical distribution within England

Figure 2.3 2016 volume of Tourism Day Visits by destination (millions) 

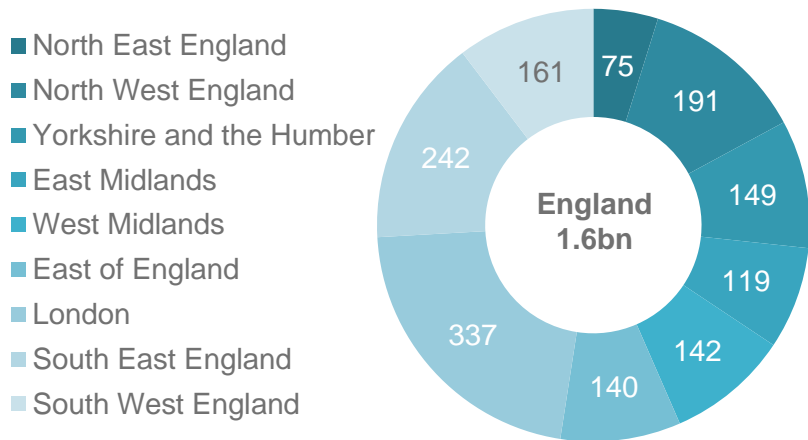


Figure 2.4 2016 expenditure of Tourism Day Visits by destination (£ millions) 

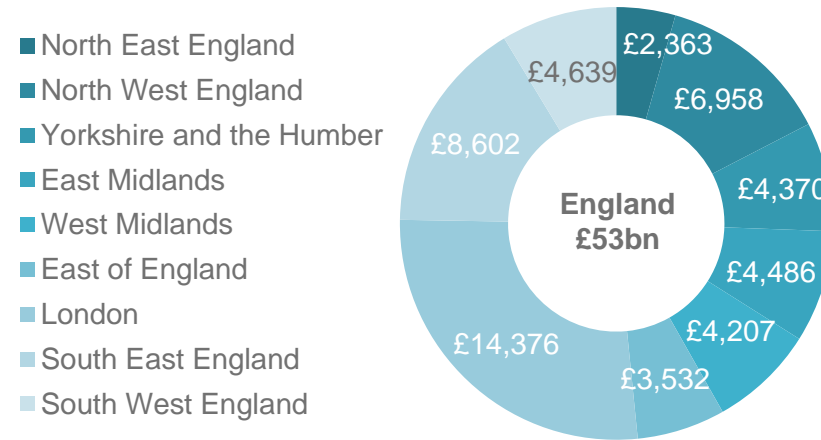


Figure 2.3 and 2.4 illustrate the regional distribution of trips and associated spend on tourism day visits made within England.

London had the greatest share of visits amongst the English regions (337 million visits) - the total expenditure of tourism day visits in this area was around £14,376 million. The English region with the lowest volume of visits was the North East, the destination for an estimated 75 million visits and around £2,363 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

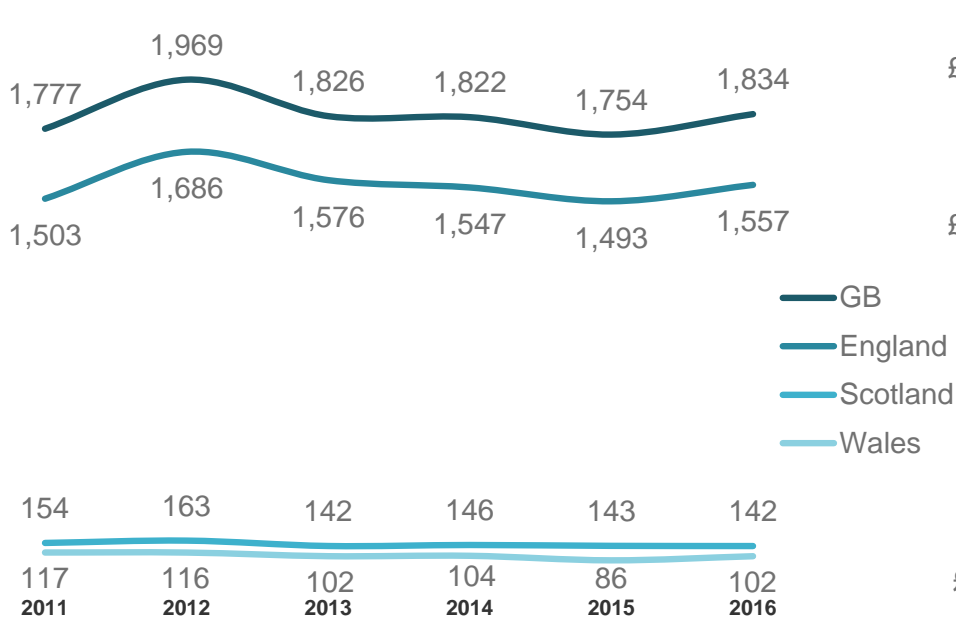
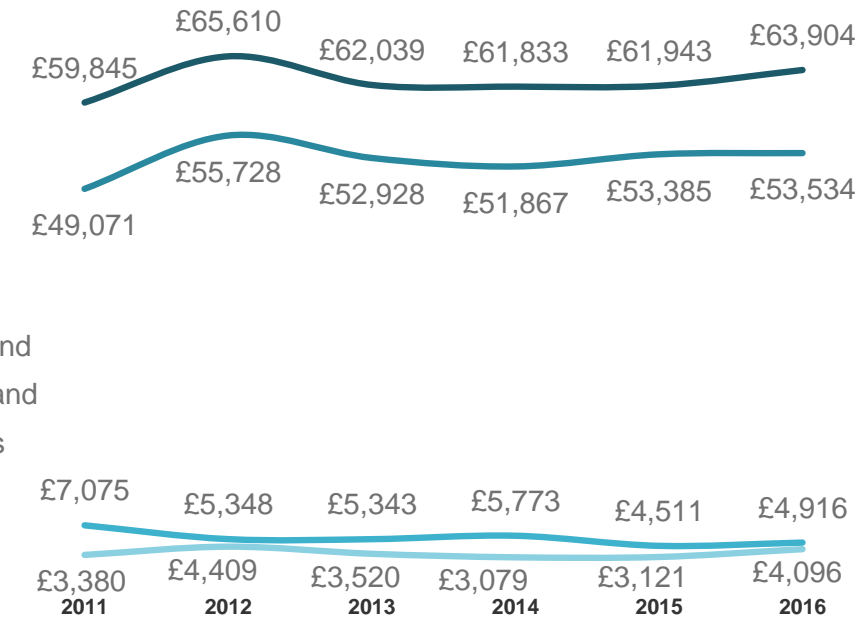


Figure 2.6 expenditure on Tourism Day Visits by year (£ millions) ⓘ

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 2016 the volume of visits in GB and England reached their highest point since 2013 while expenditure levels were at their highest since 2012.

Seasonal distribution

Figure 2.7 2016 volume of Tourism Day Visits by month – all GB residents (millions) 

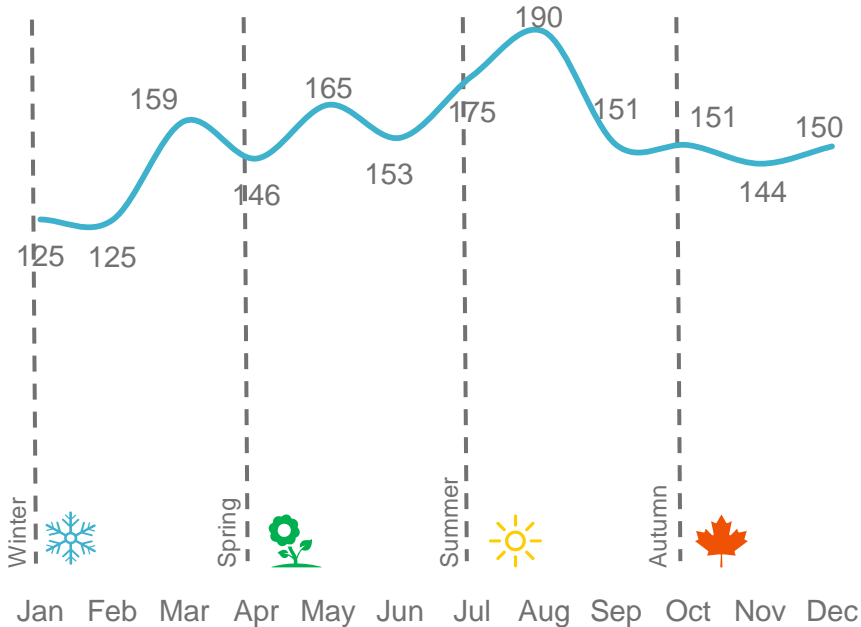
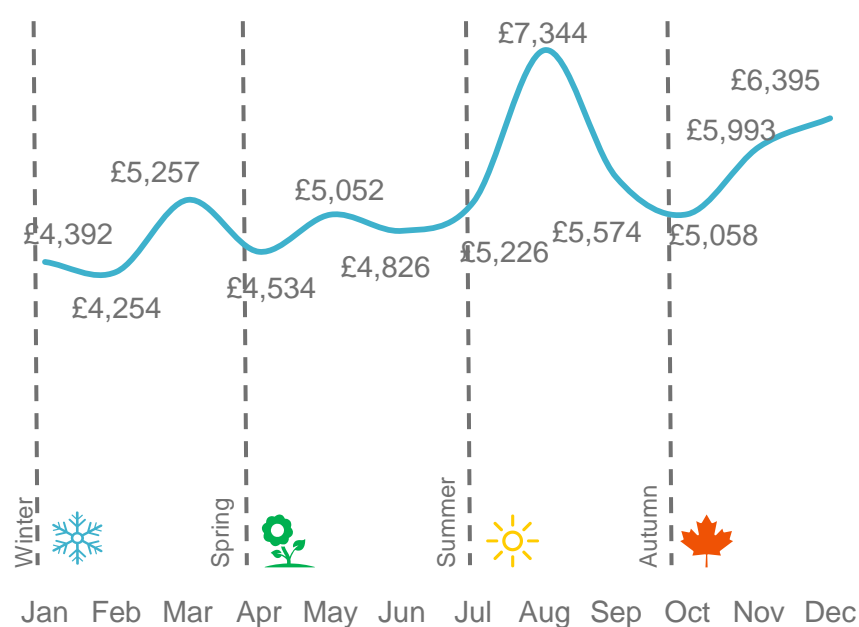


Figure 2.8 2016 expenditure on Tourism Day Visits by month – all GB residents (£ millions) 



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 (190 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 the key month for spend (£7,344 million).

Expenditures on visits

Figure 2.9 2016 expenditure on tourism day visits by destination country (% of total) 

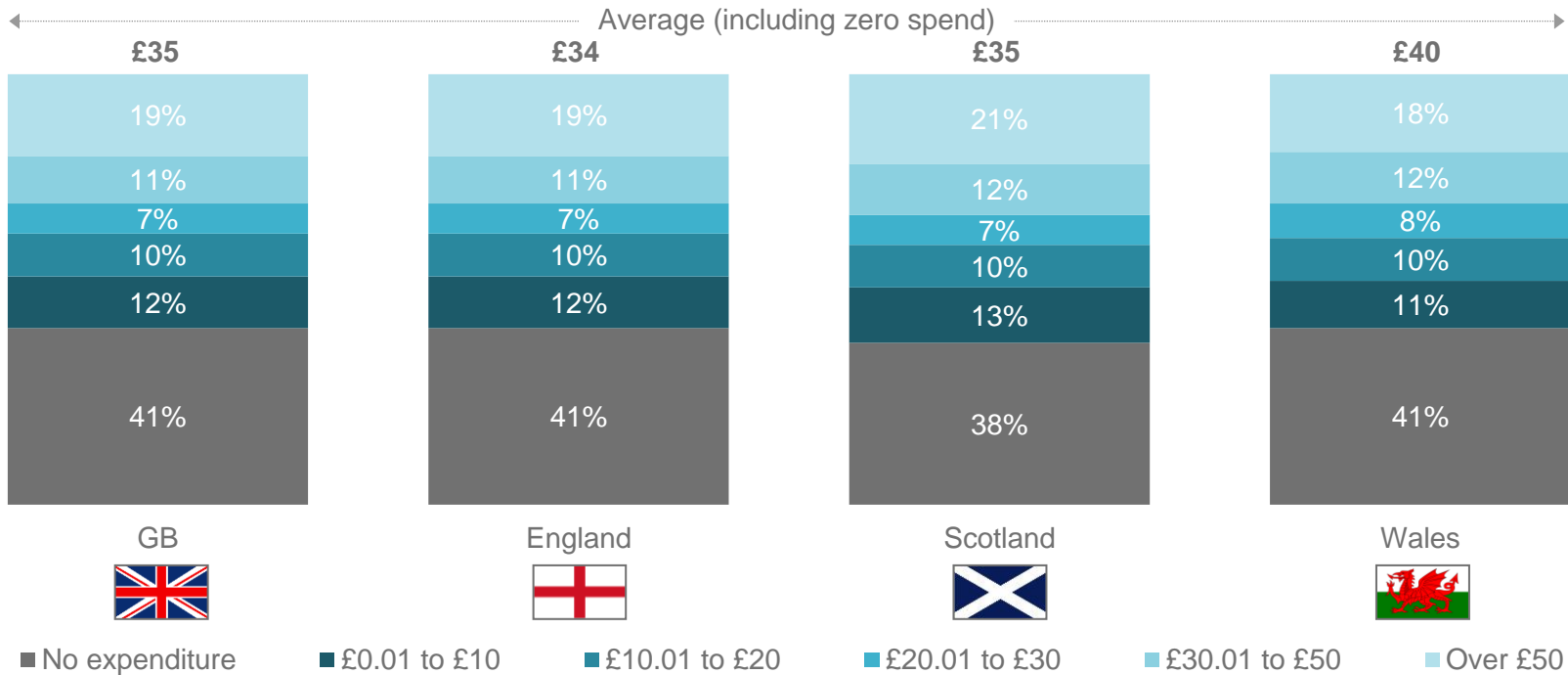


Figure 2.9 illustrates the average expenditure level and its breakdown by destination country.

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

Items purchased on visits

Figure 2.10 2016 items spent money on during Tourism Day Visits – all GB residents (% of total visits) 

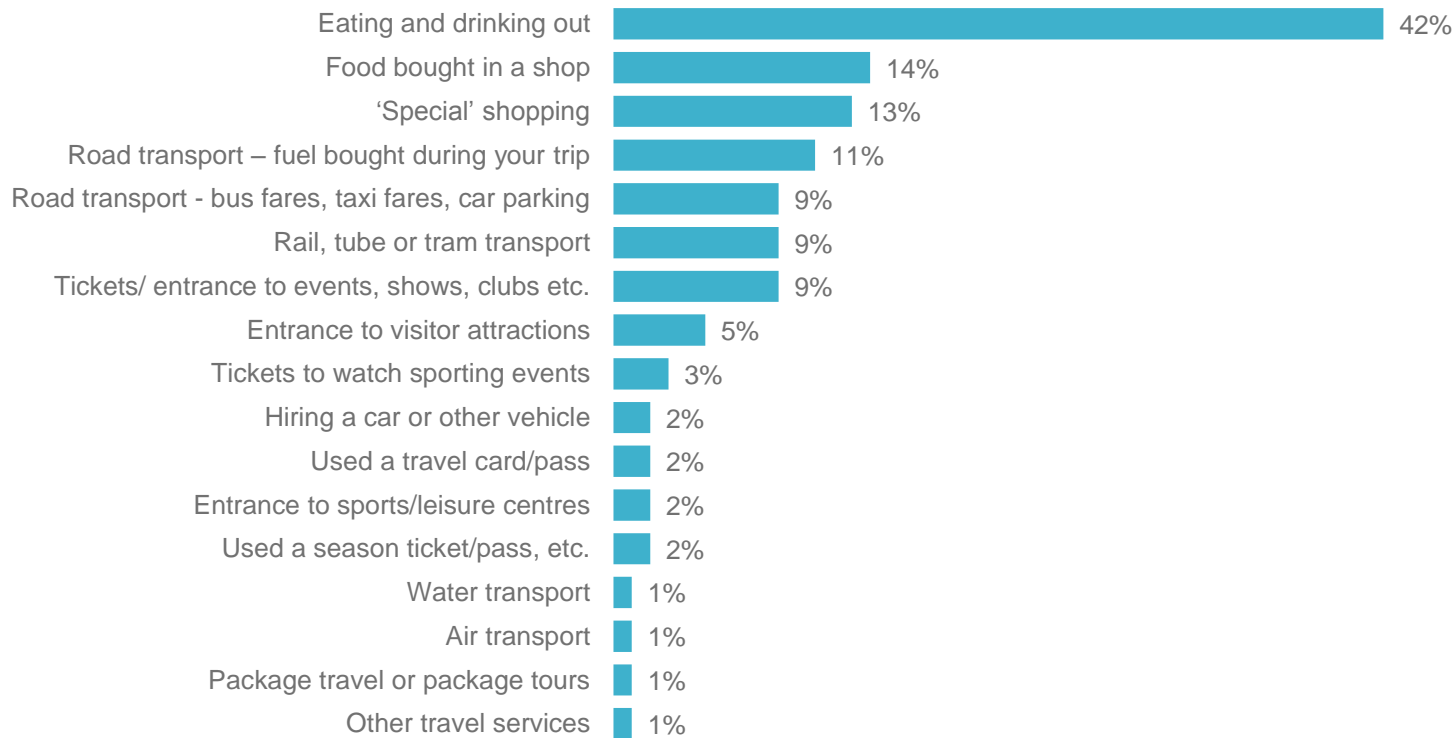


Figure 2.10 illustrates the proportions of tourism day visits that involved expenditure on different items.

By a considerable margin, the items most likely to be purchased related to eating & drinking out (42% of visits overall). Food bought in a shop (14%) was the next most popular item purchased on a day visit, followed closely by 'special' shopping (13%).

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 2016 volume and expenditure of Tourism Day Visits by main activity undertaken – all GB residents (%) 

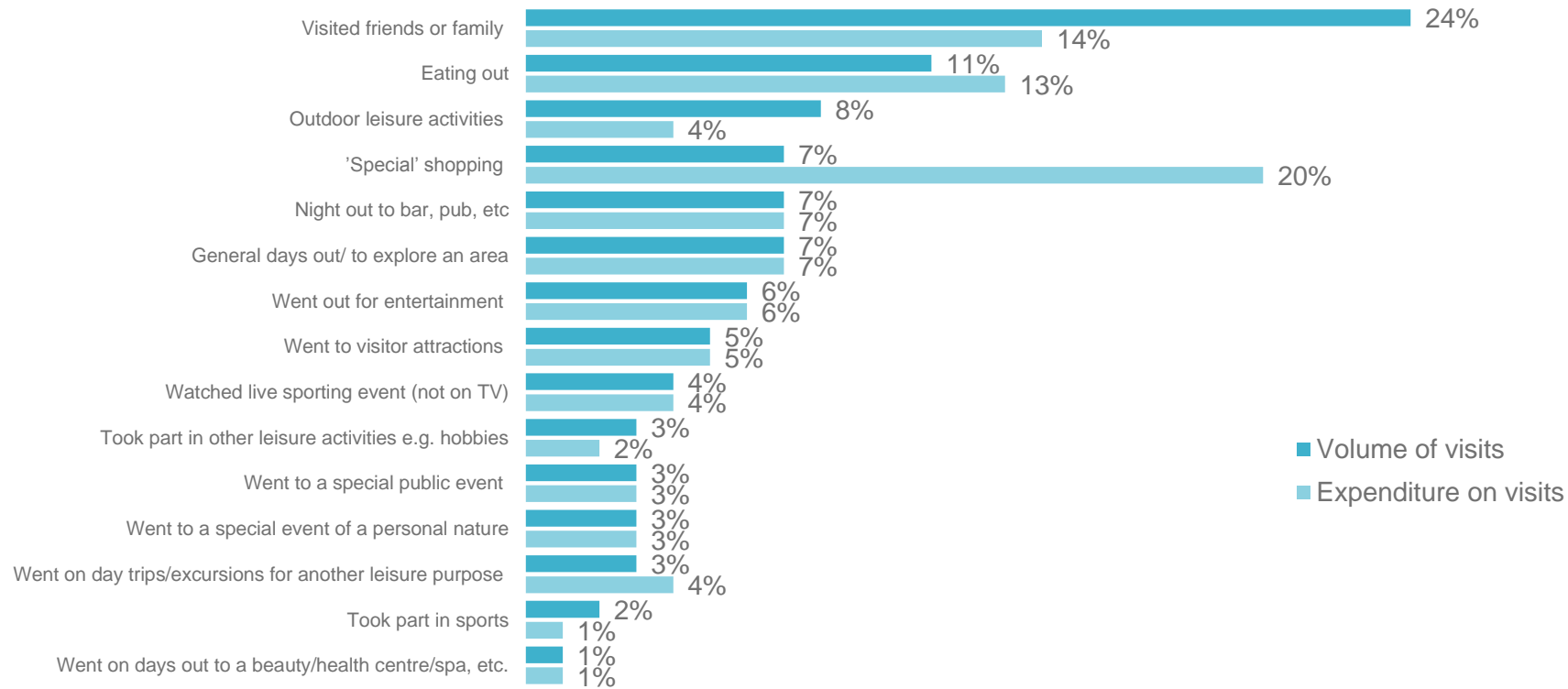


Figure 2.11 details the main activities undertaken on Tourism Day Visits and the related share of expenditure by activity.

The most prominent activity participated in during day trips (in terms of percentage of trips taken) in 2016 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 20% of all spend generated from 7% of all Tourism Day Visits taken.

Activities undertaken by country (i)

Figure 2.12 (i) 2016 volume of Tourism Day Visits by main activity and destination country – all GB residents (%) 

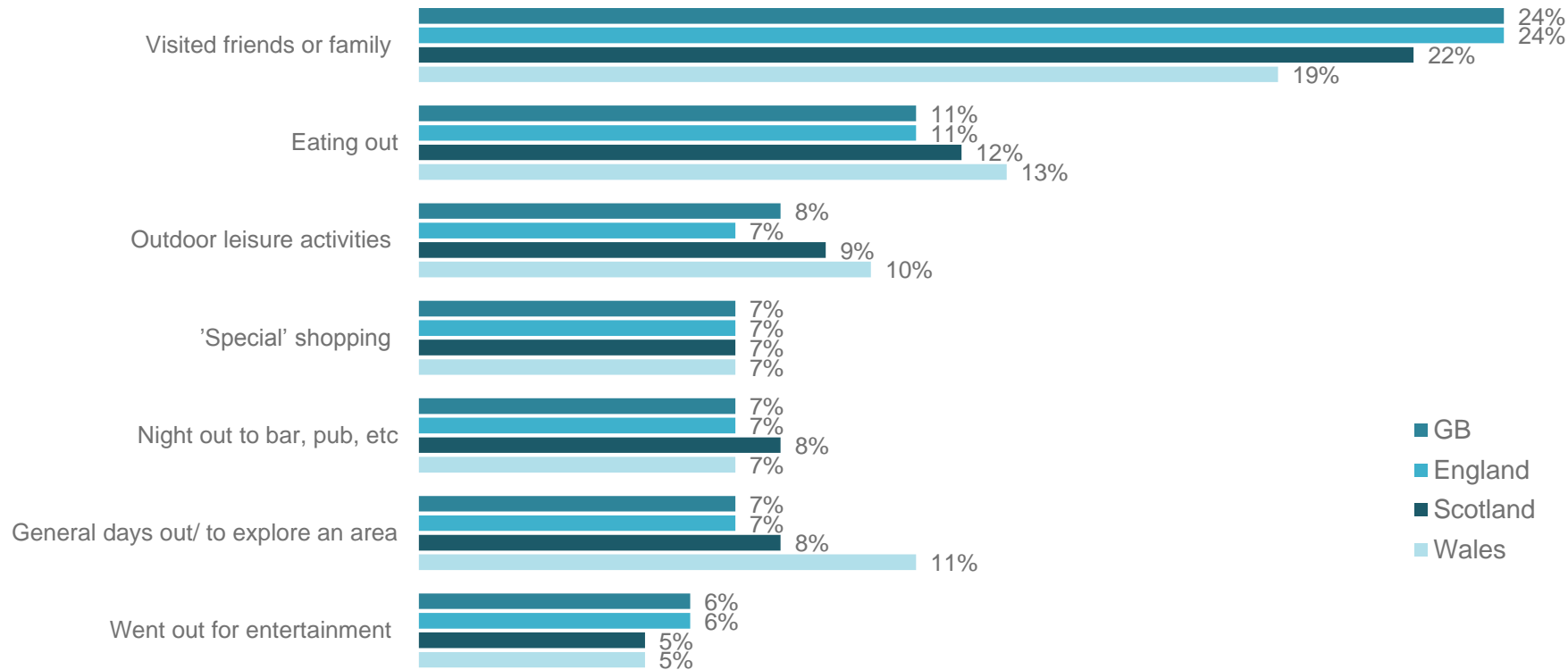


Figure 2.12 (i) illustrates the share of activities undertaken on Tourism Day Visits by destination country (continued on next page).

Tourism Day Visits taken within England were more likely than those taken in Scotland or Wales to involve visiting friends or family.

Tourism Day Visits in Scotland and Wales were more likely to involve outdoor leisure activities.

Activities undertaken by country (ii)

Figure 2.12 (ii) 2016 volume of Tourism Day Visits by main activity and destination country – all GB residents (%) 

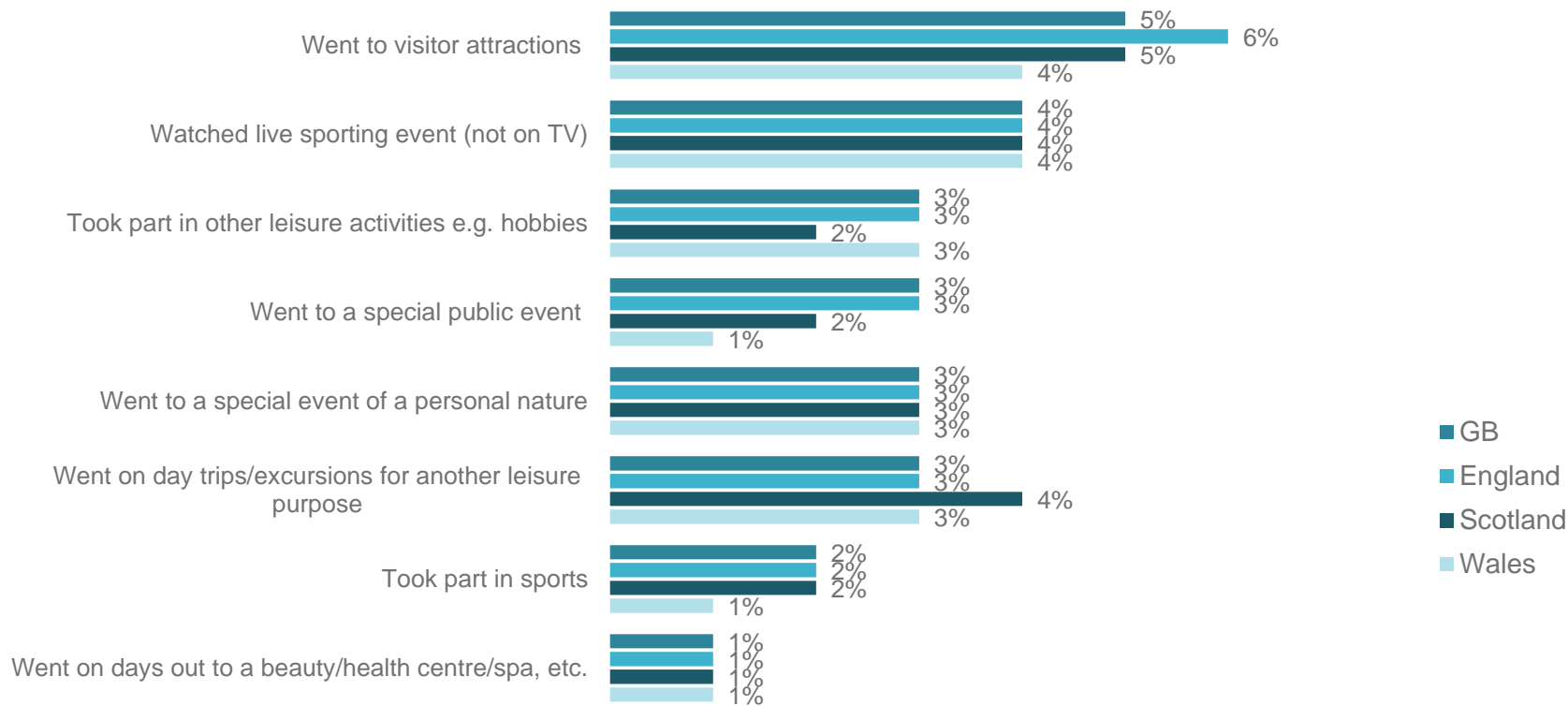


Figure 2.12 (ii) illustrates the share of activities undertaken on Tourism Day Visits by destination country (continued from previous page).

Activities undertaken by destination type (i)

Figure 2.13(i) 2016 volume of Tourism Day Visits by main activity and destination type – all GB residents (%) 

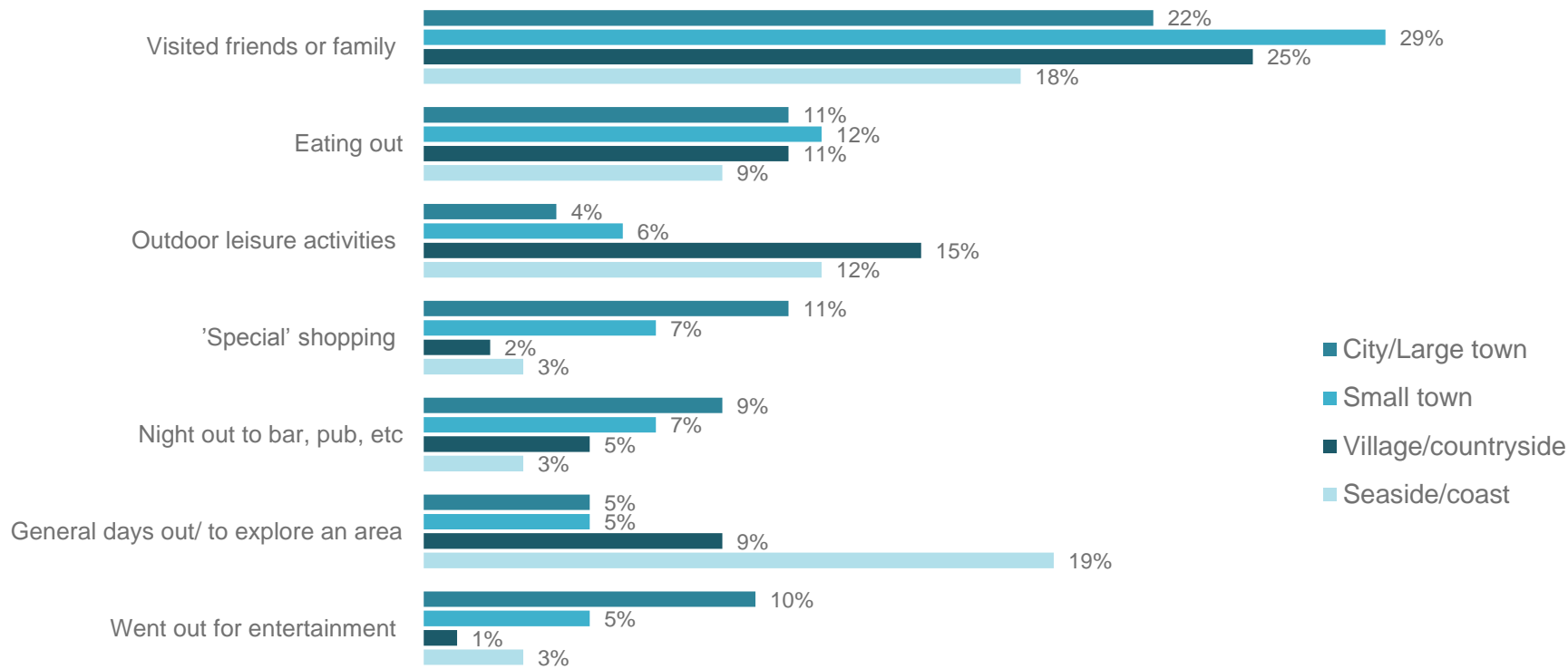


Figure 2.13 (i) illustrates the share of activities undertaken on Tourism Day Visits by destination type in Great Britain (continued on next page).

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 than other destinations.

Tourism Day Visits to seaside locations were more likely to relate to general day trips than other destination types.

Activities undertaken by destination type (ii)

Figure 2.13 (ii) 2016 volume of Tourism Day Visits by main activity and destination type – all GB residents (%) 

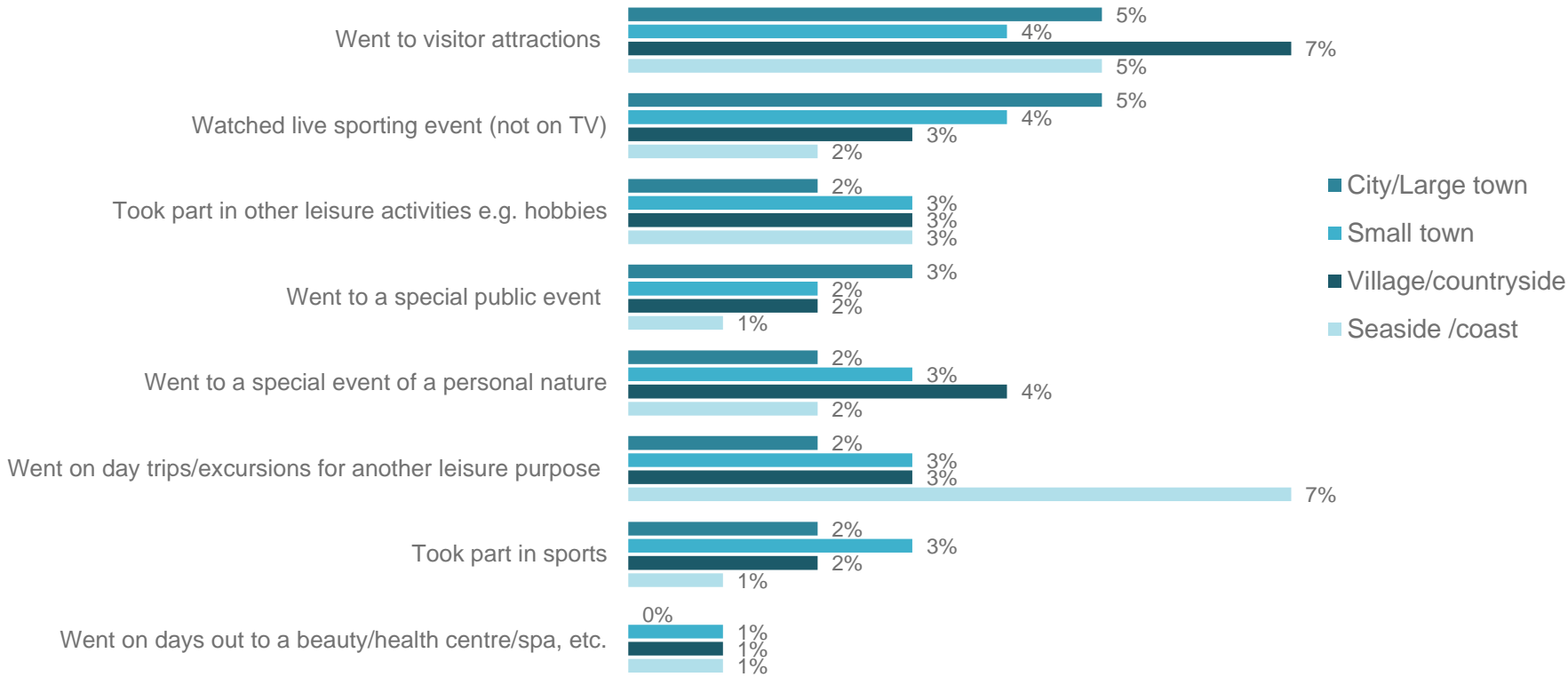


Figure 2.13 (ii) illustrates the share of activities undertaken on Tourism Day Visits by destination type in Great Britain (continued from previous page).

Detailed activities undertaken

Figure 2.14 2016 volume of Tourism Day Visits by detailed activities undertaken as part of visit – all GB residents (%) 

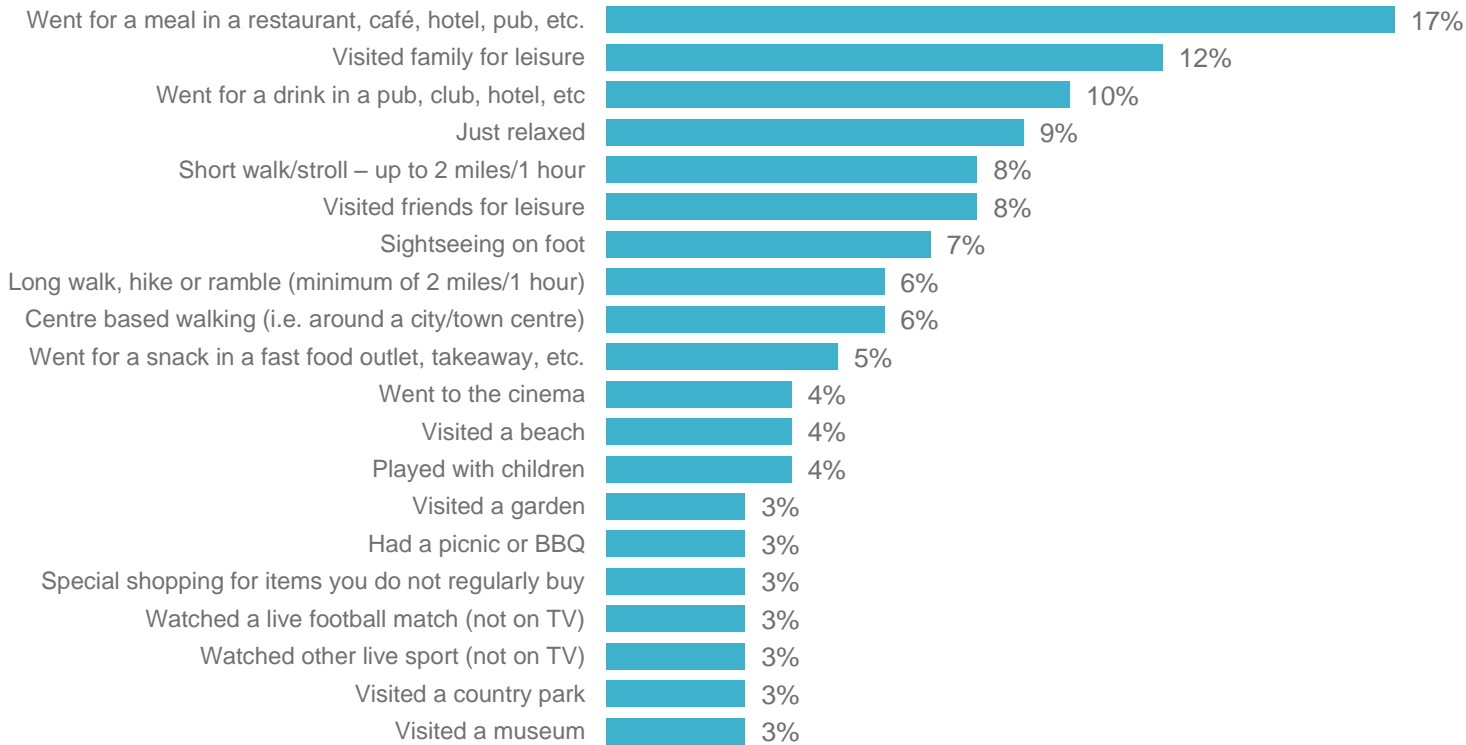


Figure 2.14 illustrates the top 20 most popular activities undertaken during Tourism Day Visits taken by GB residents in 2016 (based on extensive list of ‘detailed’ activities shown to survey participants).

Of this more detailed list of activities, the most frequently undertaken was going for a meal in a restaurant/café/hotel/pub, etc. (included in 17% 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 2016 volume of Tourism Day Visits by top ten detailed activity by destination country (%) 

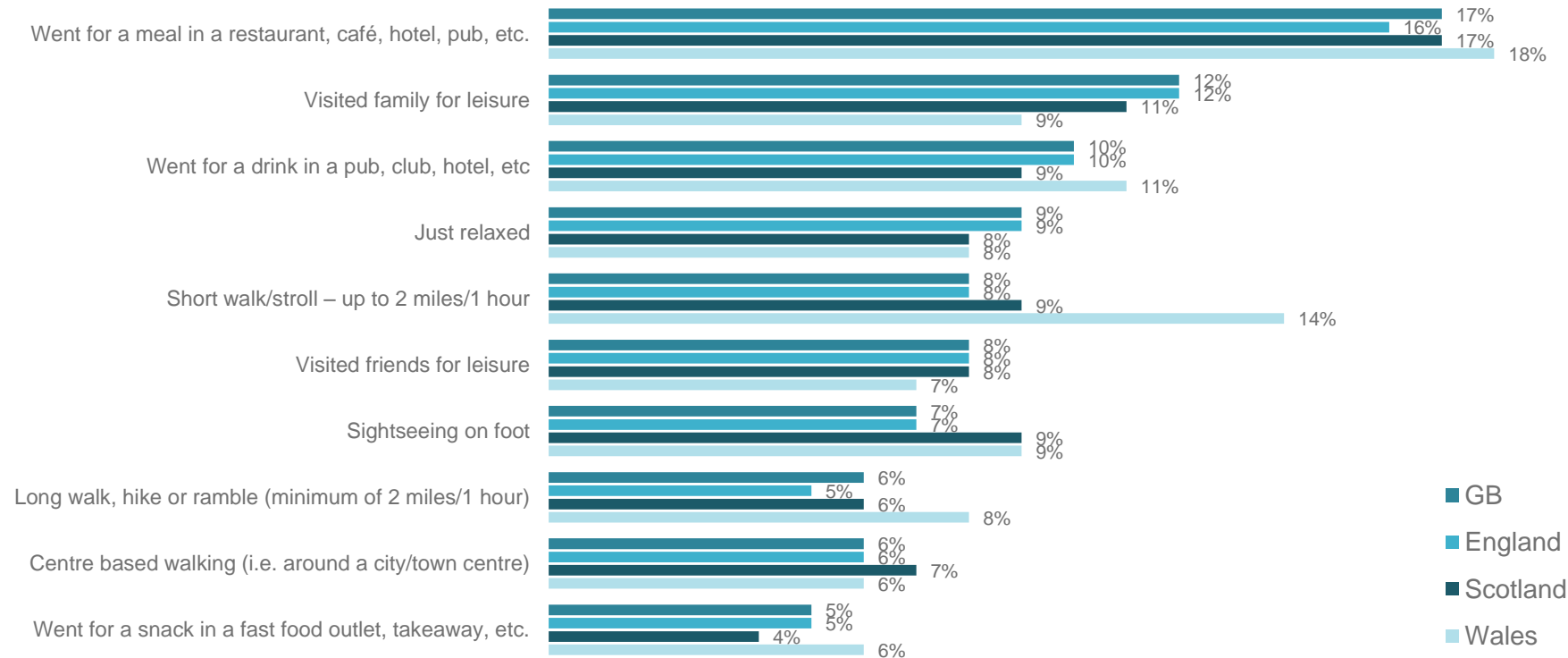


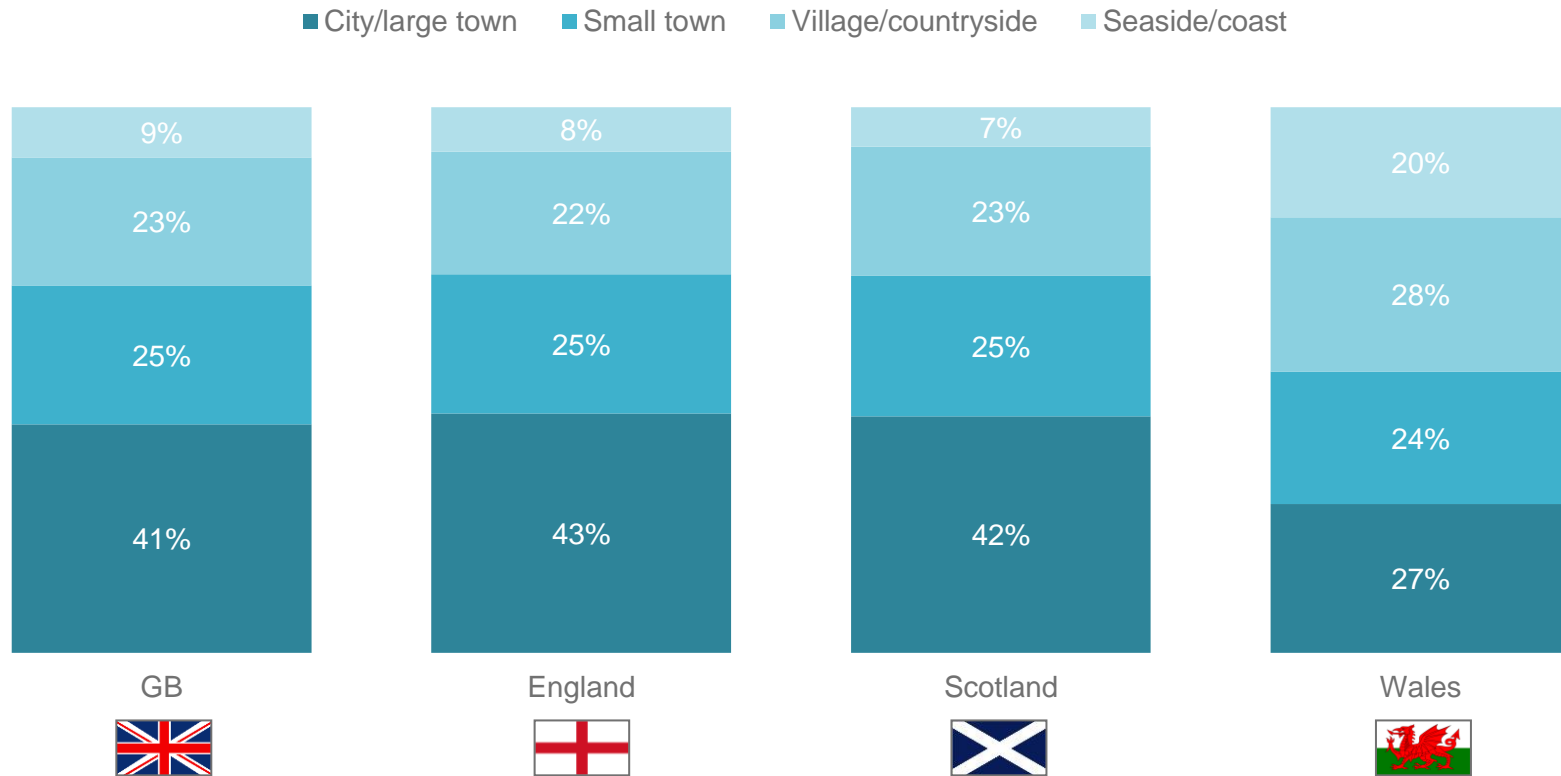
Figure 2.15 details the top ten detailed activities analysed by destination country.

Tourism Day Visits taken in Wales were considerably more likely to involve going for a short walk/stroll (14%) than visits in England (8%) or Scotland (9%).

Tourism Day Visits taken in Scotland (9%) and Wales (9%) were more likely to include sightseeing on foot than visits in England (7%).

Destination type


Figure 2.16 2016 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.

In terms of destination type visited, there is little or no 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 more likely to include a trip to village/countryside destinations.

Destination type – changes over time

Figure 2.17 2015-2016 change over time in main destination type on tourism day visits by destination country – all GB residents (% change) Note: 2015 estimates are reweighted – see note on page 8 

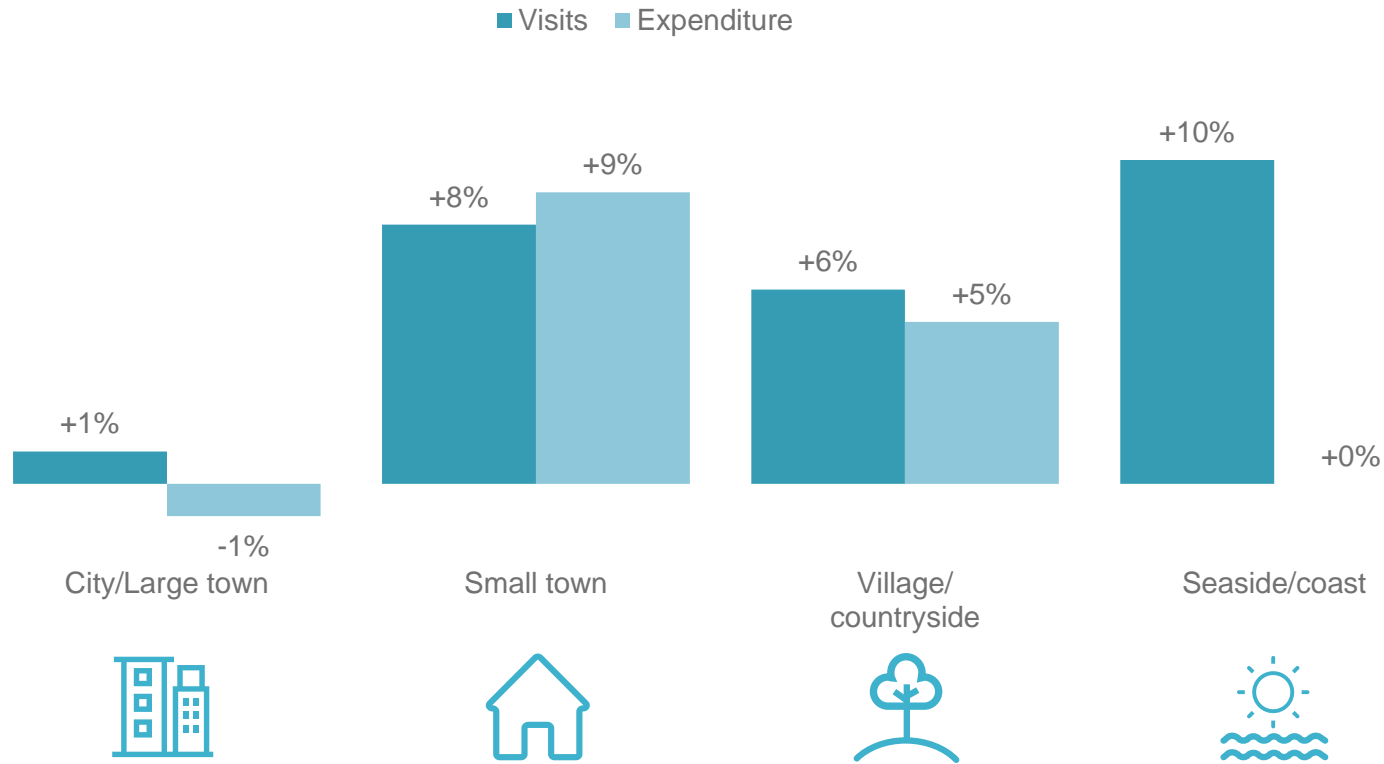


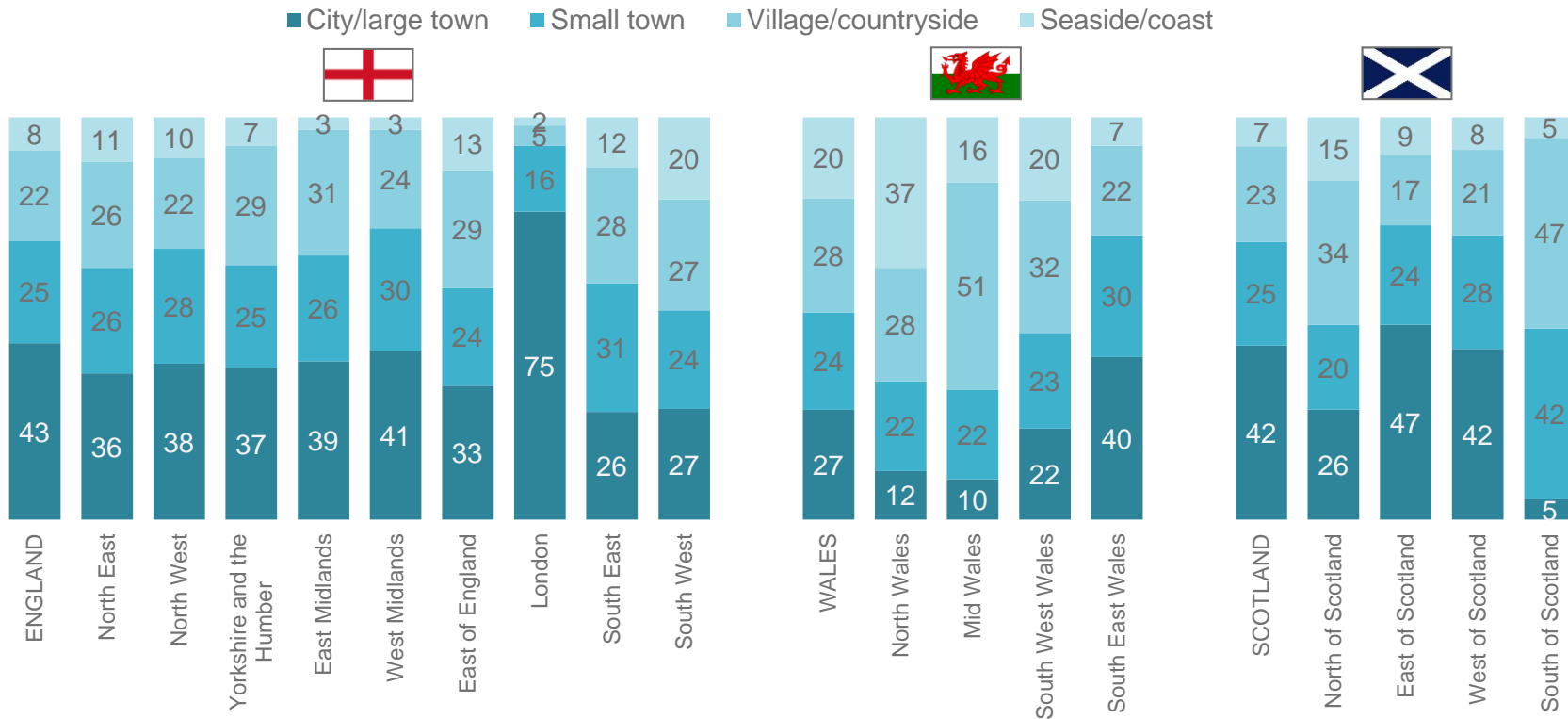
Figure 2.17 illustrates the percentage change in the number of visits and related spend between 2015 and 2016.

There have been significant increases in the volume of trips to seaside/coast (+10%), small town (+8%) and village/countryside (+6%) destinations. There was a marginal increase (+1%) in visits to cities/large towns.

Spend has increased for both small town (+9%) and village/countryside (+5%) destinations, whereas spend at seaside/coast locations has remained unchanged. There has been a marginal decrease (-1%) in spend for cities/large towns.

Destination type - by region

Figure 2.18 2016 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. We see slightly lower proportions visiting cities/large towns in the South East and South West.

In Wales, nearly two fifths (37%) of visits to the North were to seaside/coastal locations while over half (51%) of visits to Mid Wales were village/countryside.

In Scotland, visits to City/Large town locations made up the largest proportion of visits across the East and West (47% and 42% respectively), while visits to the North of Scotland were more likely to be classed as a village/countryside visit (30%).

Destination type – volume and expenditure of visits

Figure 2.19 2016 volume and expenditure of Tourism Day Visits by main destination type and destination country (£ millions)

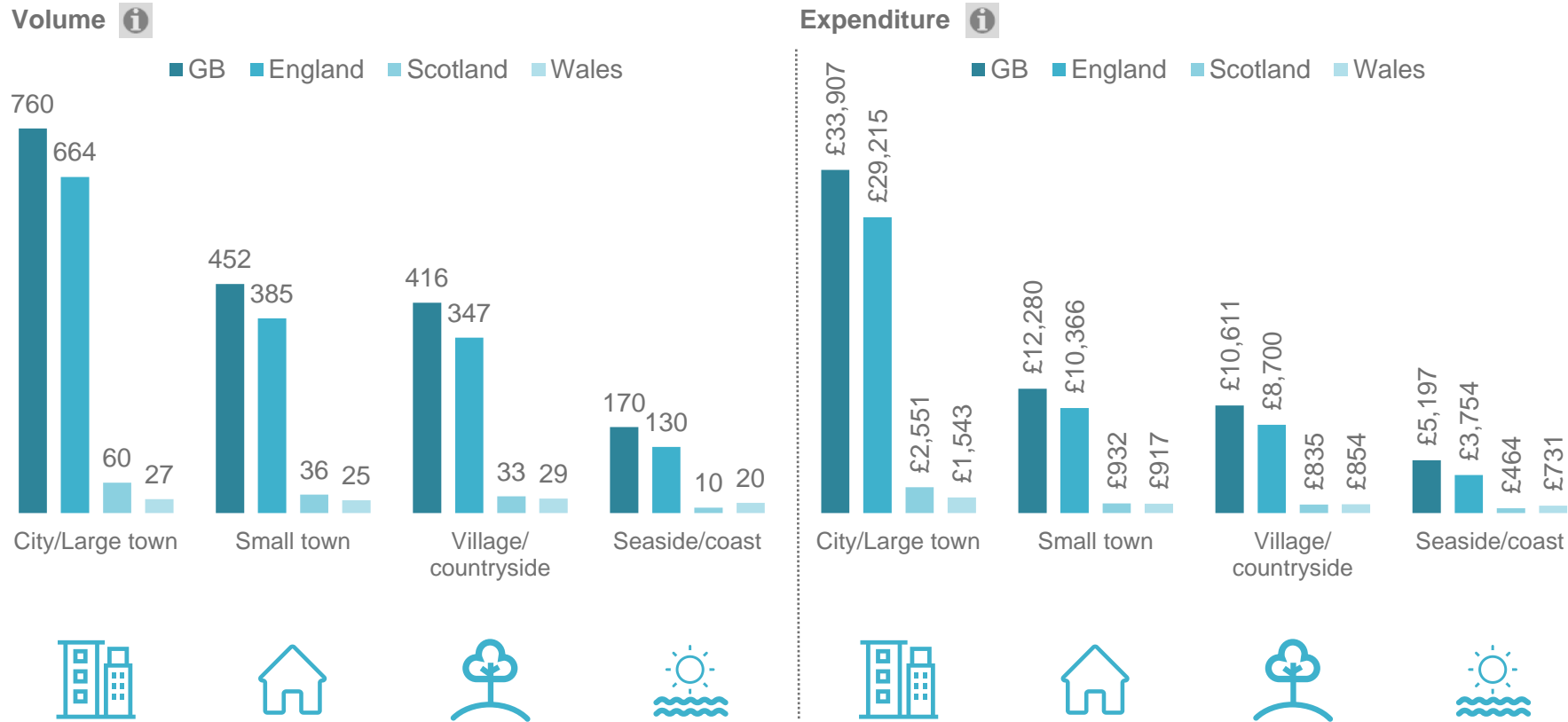


Figure 2.19 shows that by far the largest volume of tourism day visits taken across GB were to city/large town locations, accounting for 760 million visits and £33,907 million in expenditure.

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 452 million visits and £12,280 million spend; village/countryside locations accounted for 416 million visits netting £10,611 million spend.

Origin and destination of visits

Figure 2.20 2016 origin of Tourism Day Visit visitors by destination country (%)

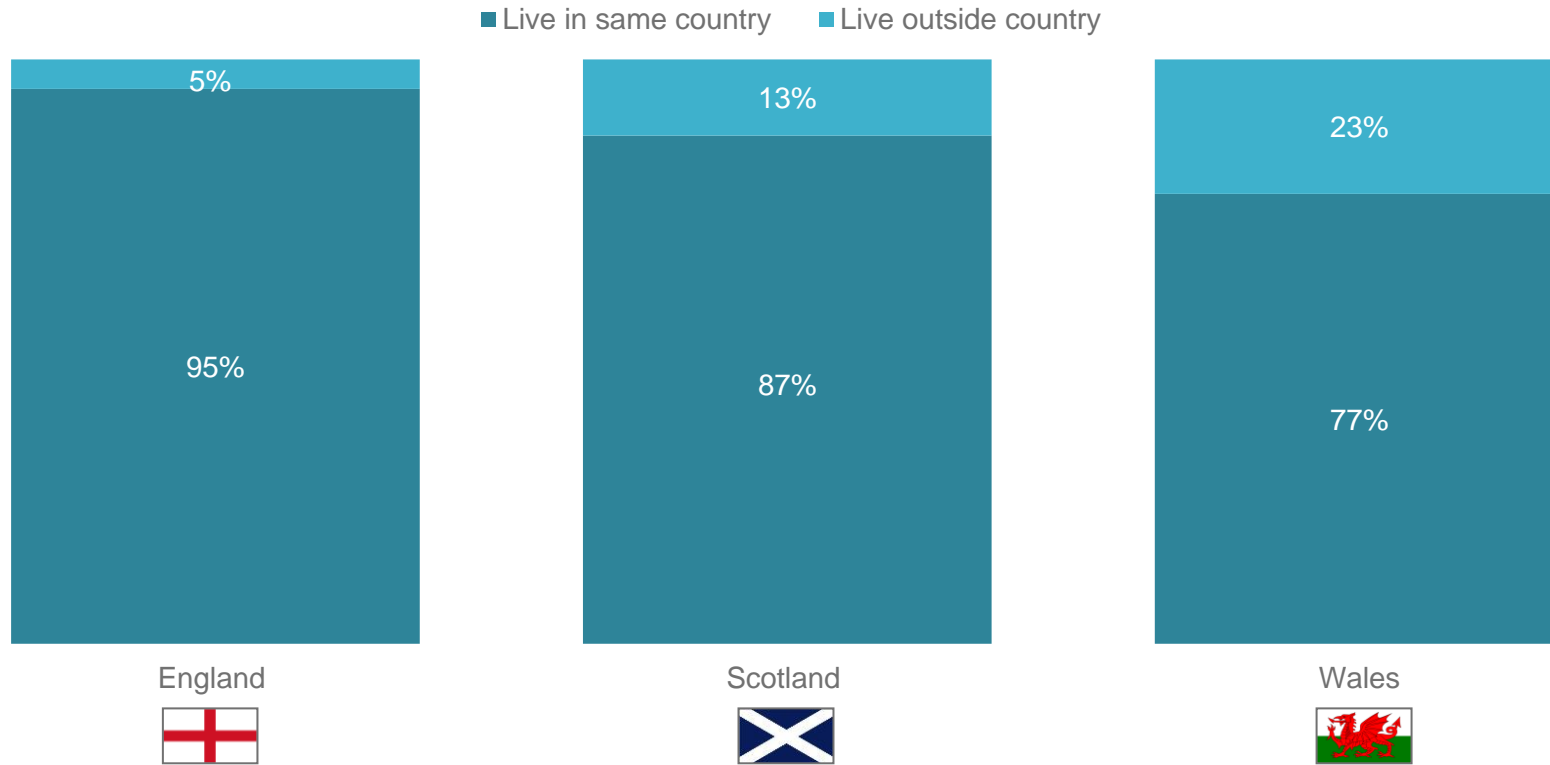


Figure 2.20 demonstrates that, tourism day visits in each individual nation were predominantly taken by those who live there, with the vast majority of English trips taken by its residents (95%).

Scotland and Wales saw higher proportions of visitors from other nations: 13% of visitors to destinations in Scotland and 23% 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 2014-2016 (millions)

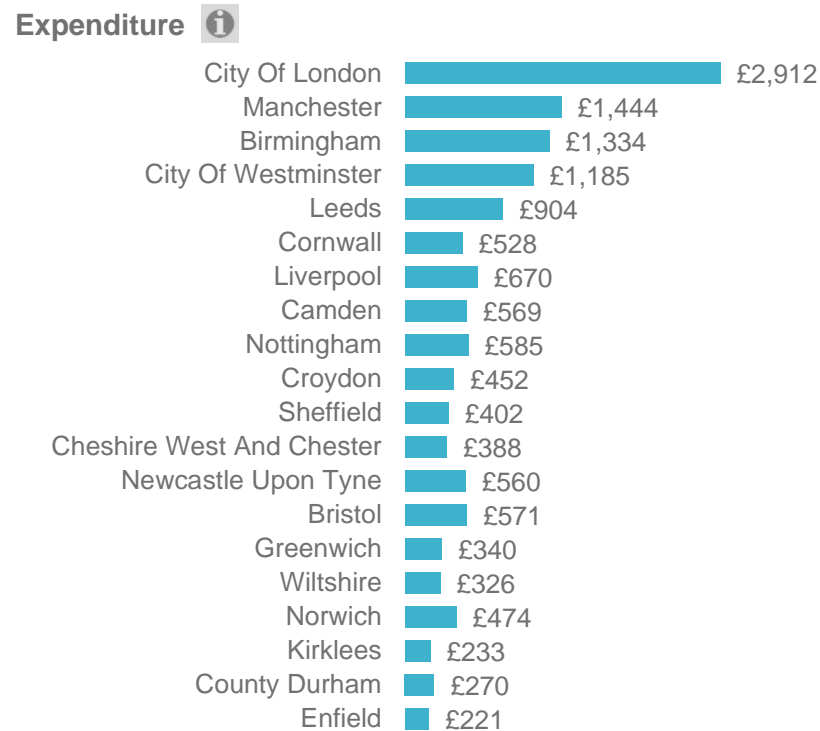
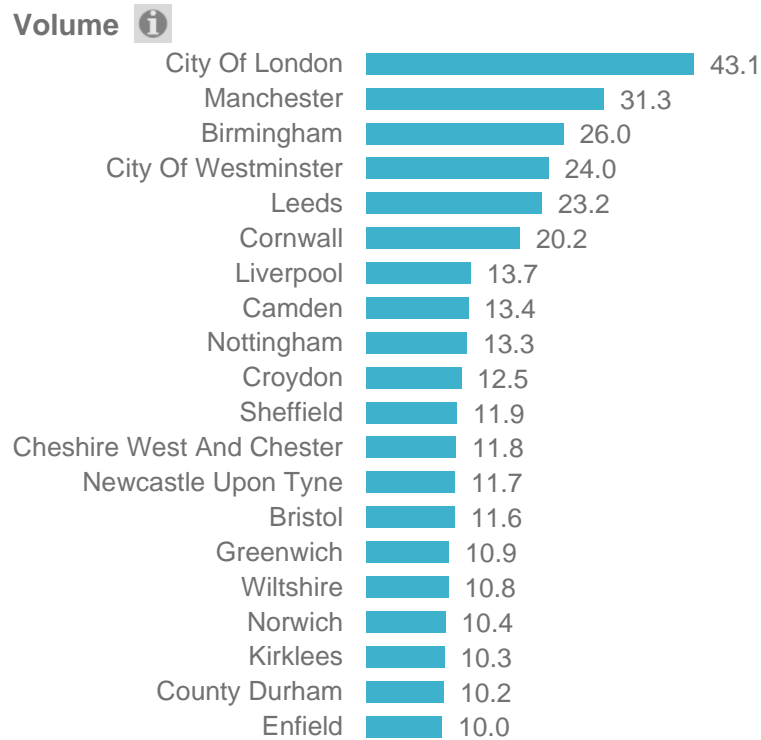
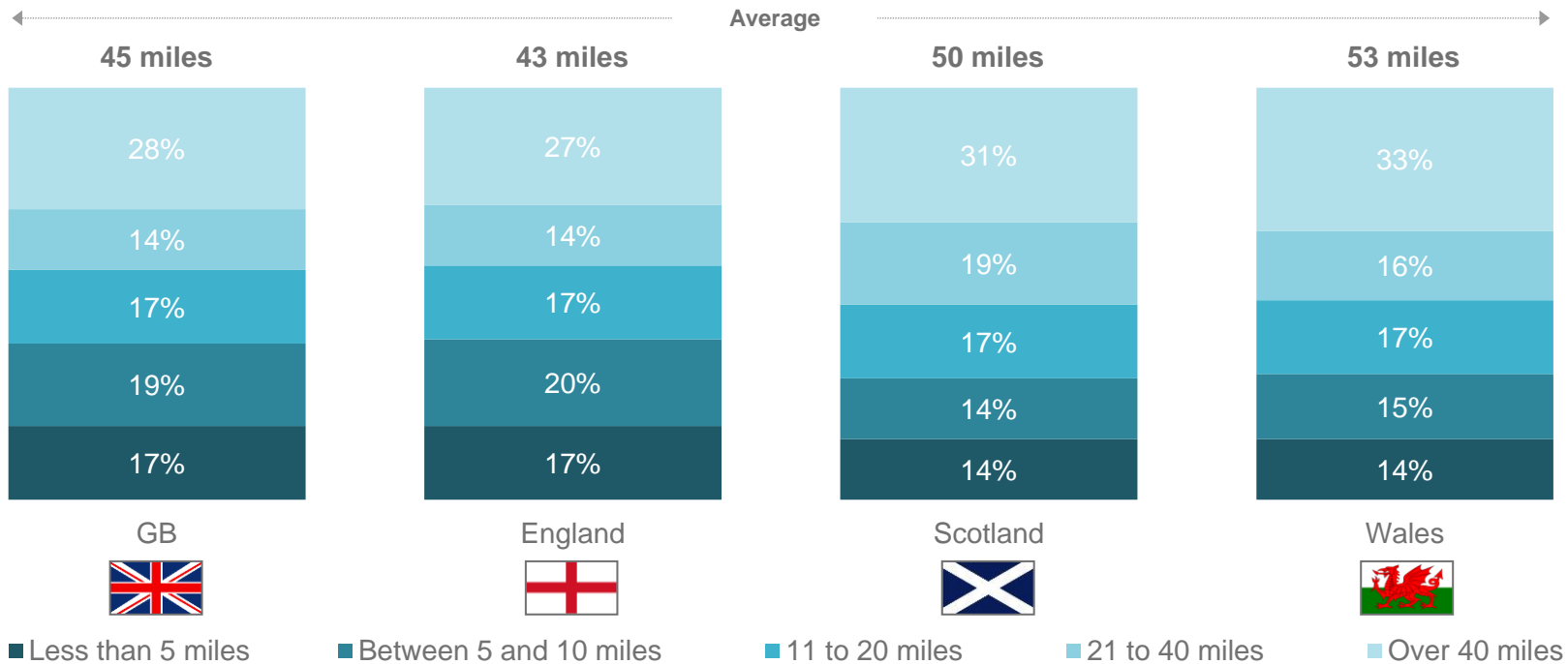


Figure 2.21 shows that, at a Local Authority level (based on three year averages), the most visited areas in England were the City of London (43 million), Manchester (31 million), Birmingham (26 million), City of Westminster (24 million) and Leeds (23 million).

The City of London (£2,912 million), Manchester (£1,444 million), Birmingham (£1,334 million), City of Westminster (£1,185 million) and Leeds (£904 million) also contributed the most in terms of expenditure.

Distance travelled

Figure 2.22 2016 claimed distance travelled on Tourism Day Visits by destination country (%) 



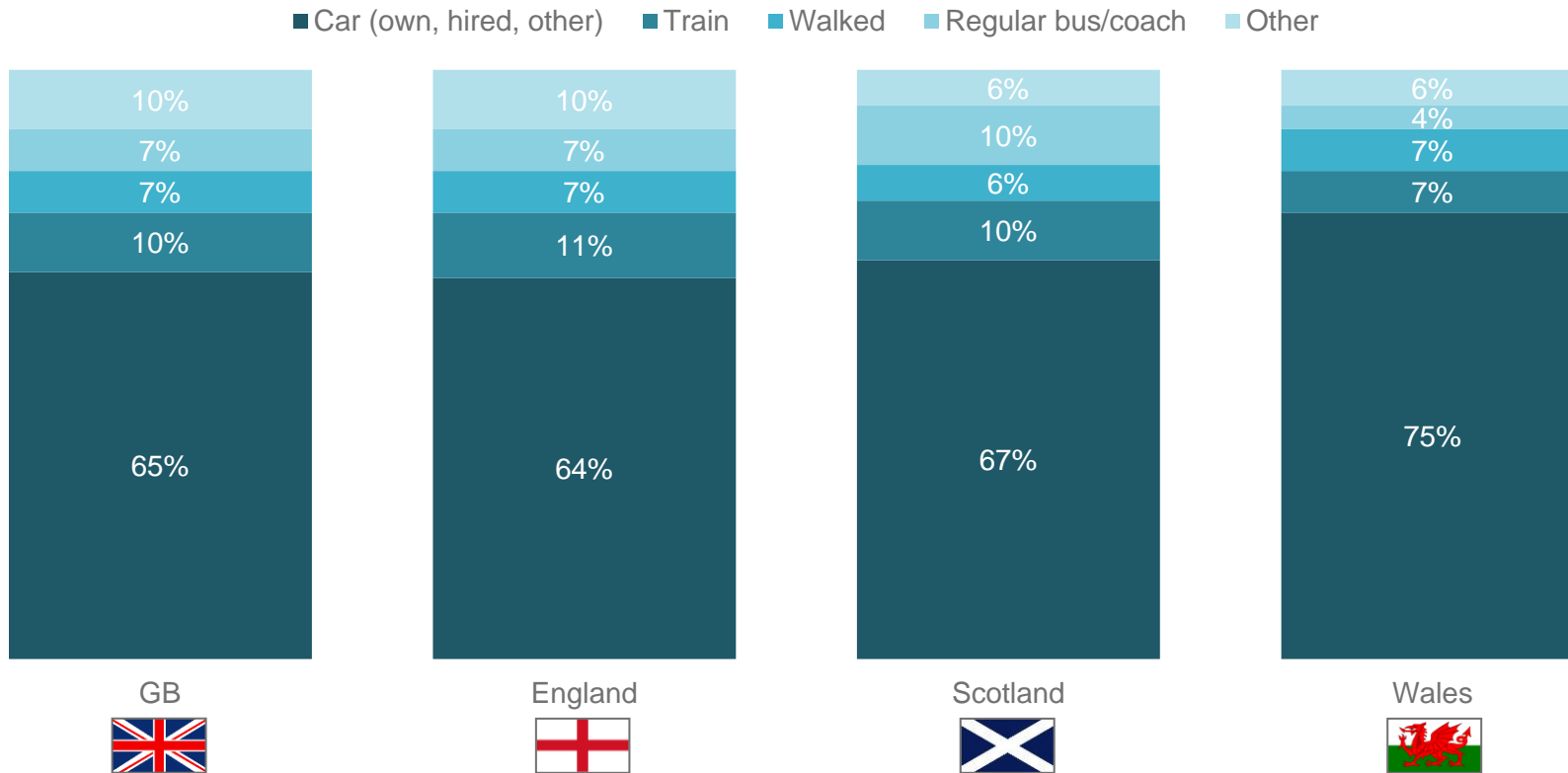
Overall, as shown in Figure 2.22, the average claimed distance travelled on tourism day visits taken by GB residents was 45 miles.

The average distance travelled on day visits was higher in Wales (53 miles) and Scotland (50 miles) than in England (43 miles).

Reflecting these variations, only 27% of all visits taken in England involved a journey of over 40 miles, while this proportion increased to 31% in Scotland and 33% in Wales.

Transport used

Figure 2.23 2016 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 2016 duration of Tourism Day Visits by destination country (%) 

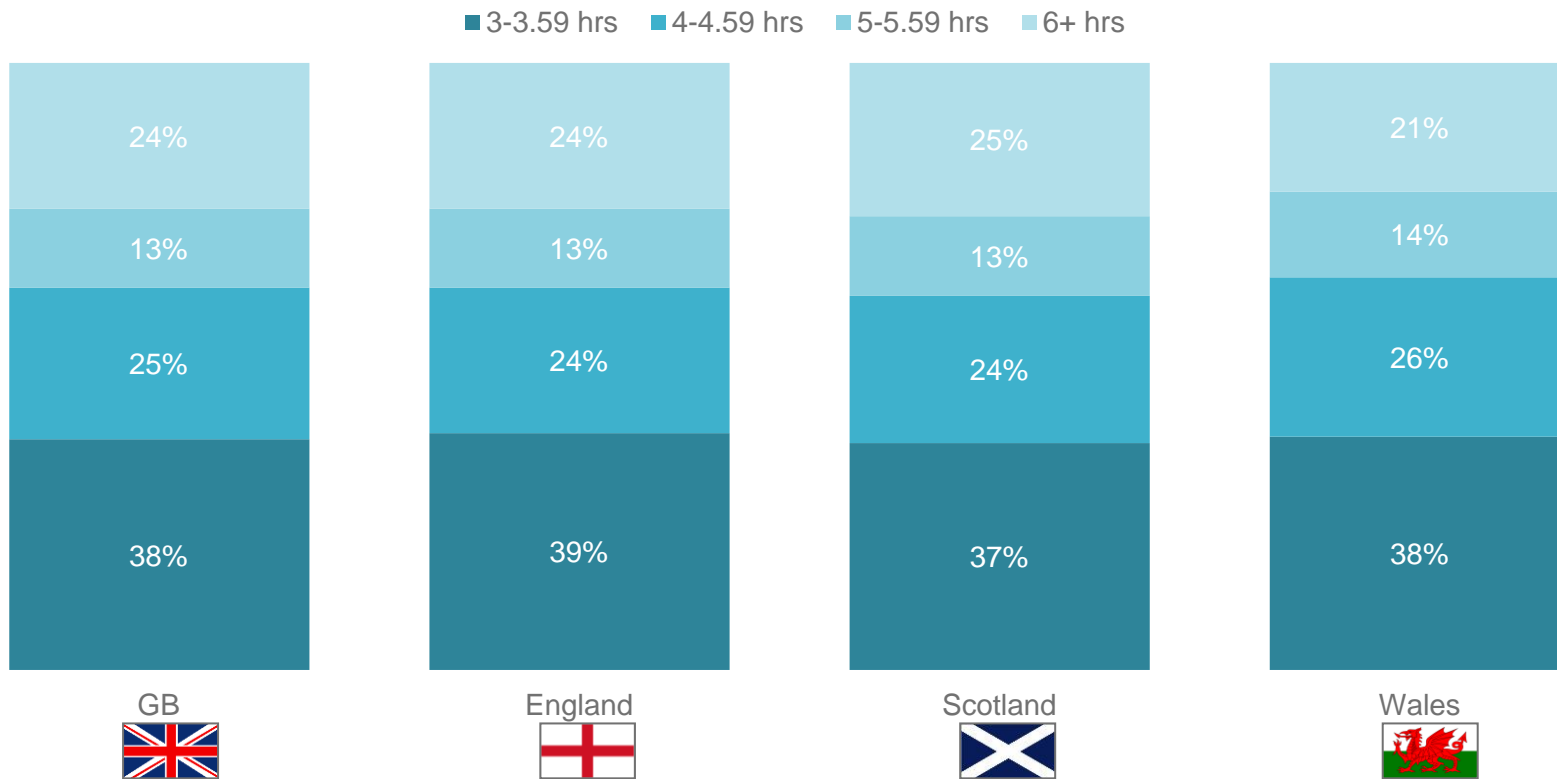


Figure 2.24 demonstrates that nearly two-fifths (38%) of day visits taken to destinations in GB lasted between 3 and 4 hours. A quarter of visits lasted between 4 and 5 hours (25%) or 6+ hours (24%), while just over one in twelve (13%) visits were 5 to 6 hours in duration.

Visit duration – by activities undertaken

Figure 2.25 2016 duration of Tourism Day Visits by main activity undertaken – all GB residents (%) 

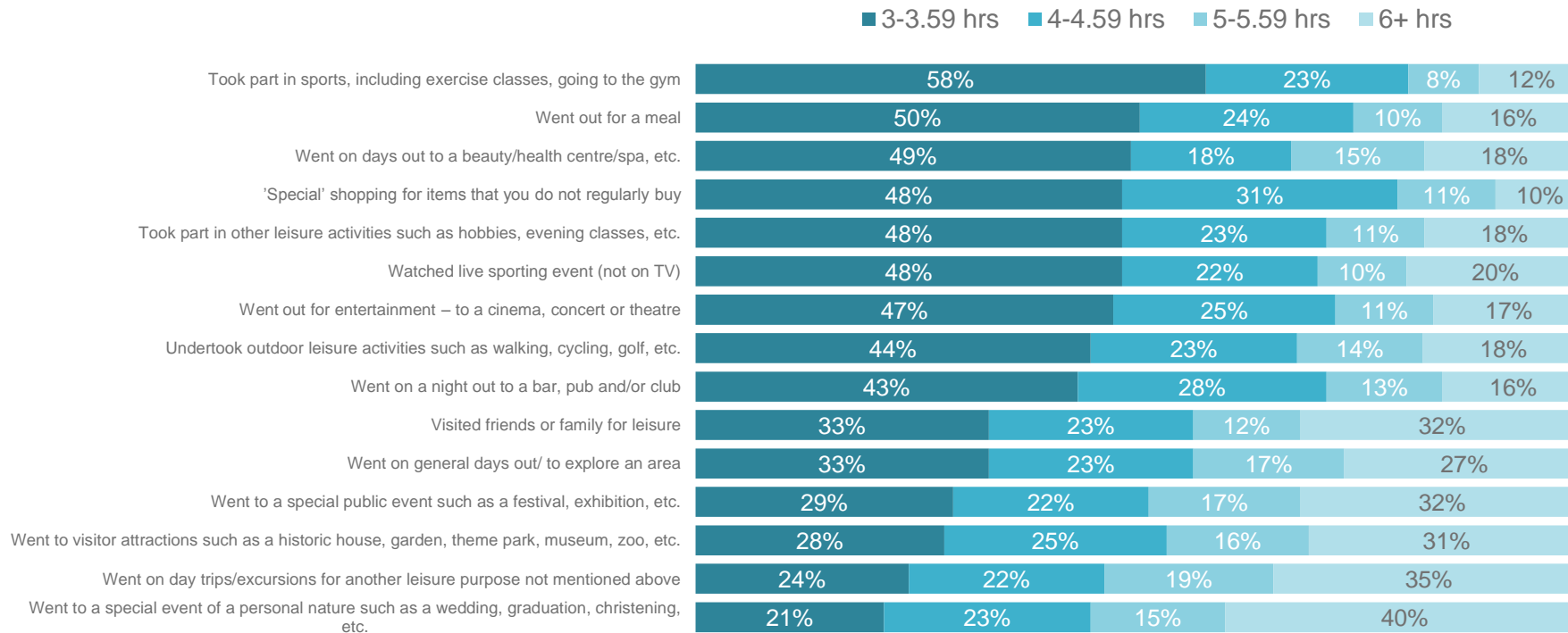


Figure 2.25 illustrates visit durations by activity undertaken. Nearly three-fifths (58%) of visits for which the main activity was taking part in sports lasted between 3 and 4 hours. In contrast, visits for special personal events (40%) or day trips (35%) were more likely to last for 6 hours or more.

Visitor profile

Figure 2.26 2016 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

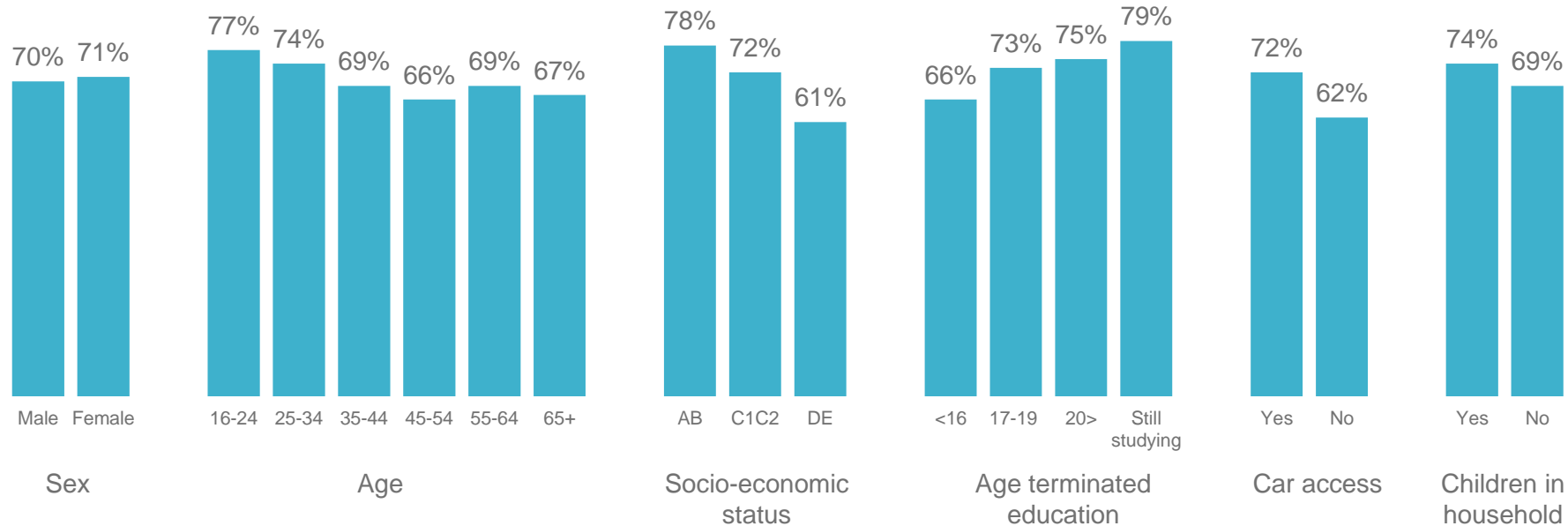


Figure 2.26 illustrates that propensity to take Tourism Day Visits in Great Britain was highest amongst younger age groups, members of the more affluent socio-economic groups, people who stayed in education for longer, people with access to a car and people with children in their household.

Visitor profile

Figure 2.27 2016 age profile of Tourism Day Visit takers by main activity undertaken – all GB residents (%)

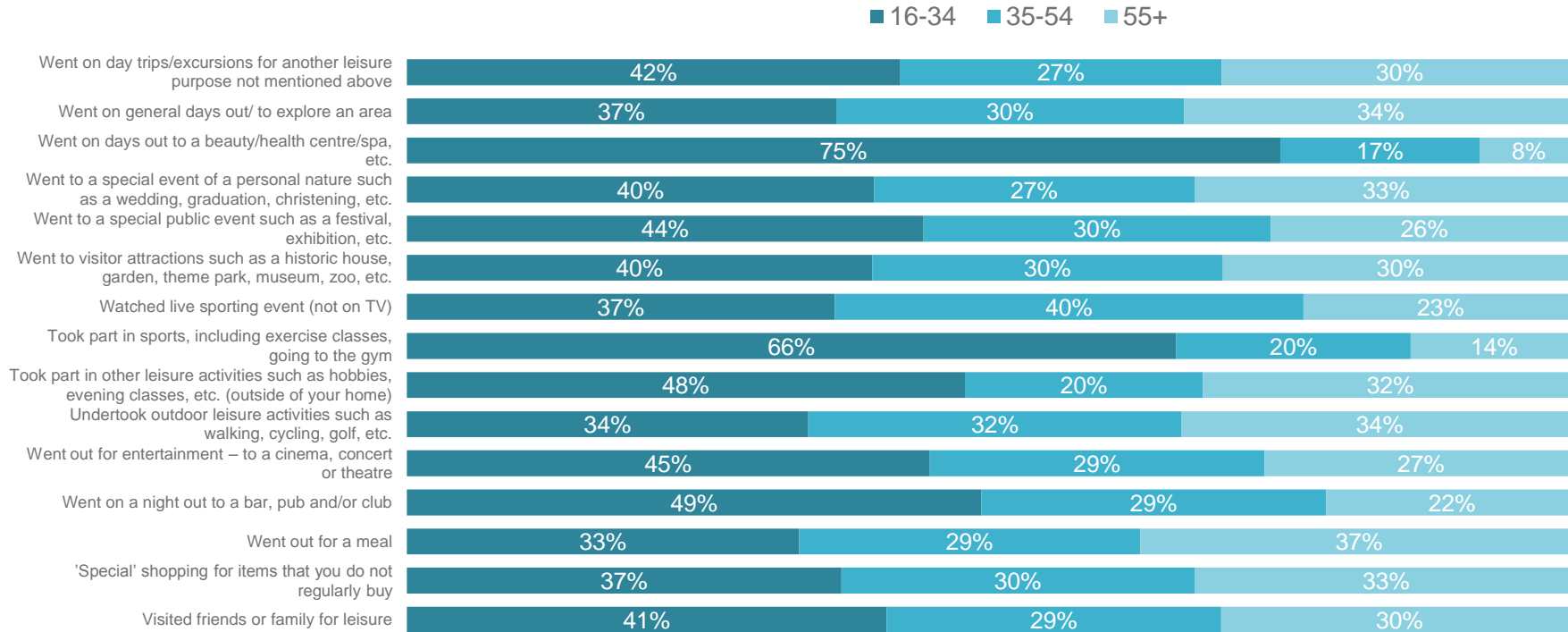


Figure 2.27 shows that day visits in which the main activity was going on a day out to spa/ health club (75%), taking part in a sporting activity (66%), or heading out to a pub/club/bar (49%) were more likely to involve those aged 16 to 34.

Visits which involved watching a live sporting event were more likely to be taken by people aged 35-54 (40%).

However visits which involved going out for a meal (37%) were more likely to be taken by people aged 55 or over.

Visitor profile

Figure 2.28 2016 socio-economic group profile of Tourism Day Visit takers by main activity undertaken – all GB residents (%)

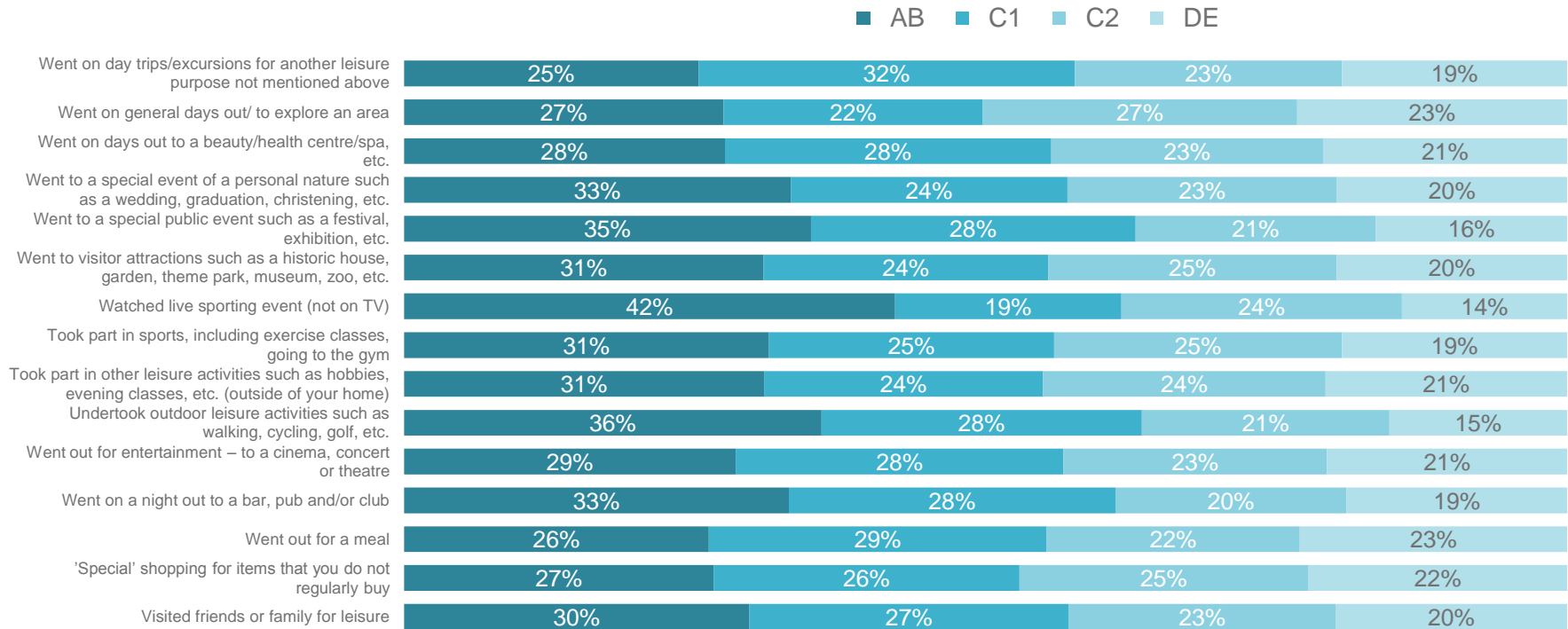


Figure 2.28 demonstrates that, in terms of socio-economic group a higher share of people with a more affluent (AB) background was found amongst those watching live sport (42%). Those from the lower socio-economic grouping, DE, were more likely to be present in visits where the main activity was going for a meal (23%) or a general day out to explore an area (23%). Special shopping was the activity with the most evenly distributed socio-economic profile

Visitor profile

Figure 2.29 2016 presence of children in household amongst Tourism Day Visit takers by main activity undertaken – all GB residents (%)

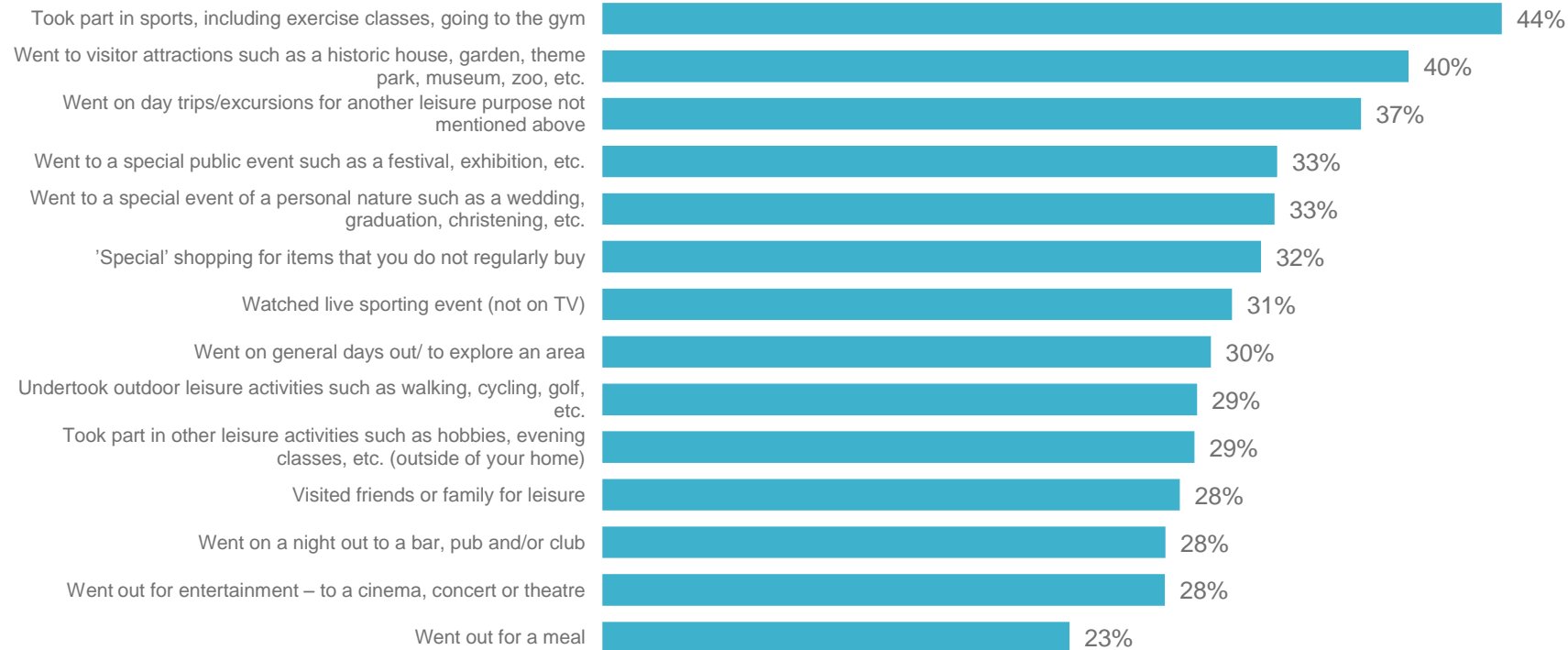











Figure 2.29 illustrates that higher proportions of people with children in visits where the main activities were taking part in sports (44%) or visiting an attraction such as the zoo (40%).

In contrast, less than a quarter of visits where the main activity was eating out (23%) were taken by people with children.

3. Activities Core to Tourism Visits



								
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 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 including cinema attendance are **not** included).

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 2016.



Volume and expenditure of visits

- During 2016, GB residents took a total of 547 million activities core to tourism (ACT) visits to destinations in England, Scotland or Wales; and around £16.8 billion was spent during these trips.



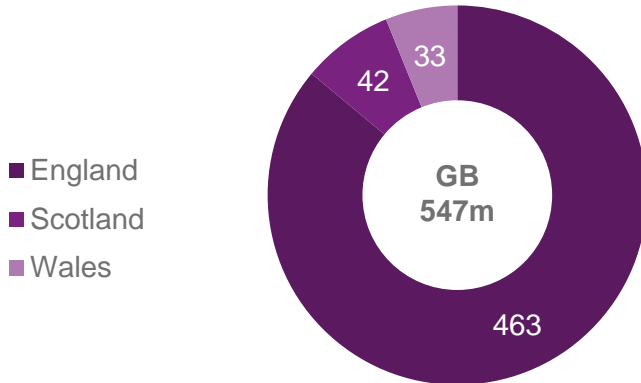
Geographic distribution of visits

- England saw the highest number of visits (463 million visits or 86% of the total) while 8% of visits (42 million) were taken to Scottish destinations and 6% to places in Wales (33 million).
- London had the greatest share of visits amongst the English regions (95 million visits) where the total expenditure of ACT visits during 2016 was around £4 billion.
- In Scotland the largest volume of ACT visits were taken to destinations in the West (17 million).
- In Wales the largest volume of ACT visits were taken in the North (11 million).

Geographical distribution

Figure 3.1 2016 volume of ACT visits and expenditure by destination

Visits (millions) ⓘ



Expenditure (£millions) ⓘ

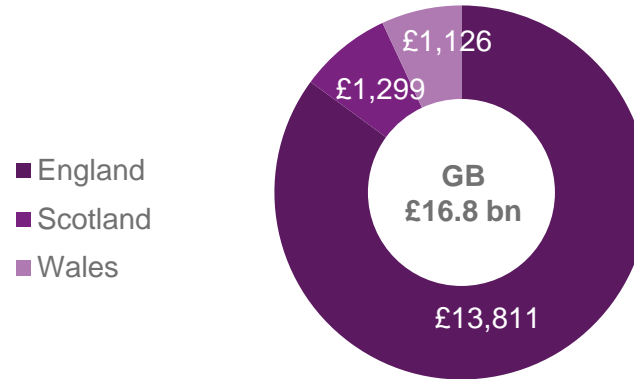


Figure 3.1 illustrates the volume and expenditure of visits in Great Britain involving activities core to tourism (ACT visits) taken during 2016.

In total 547 million ACT visits were taken by Great Britain residents during 2016 (30% of all Tourism Day Visits).

Reflecting the population distribution the vast majority of ACT visits were taken in England (86% or approximately 463 million visits) while 8% (42 million) were taken in Scotland and 6% (33 million) in Wales.

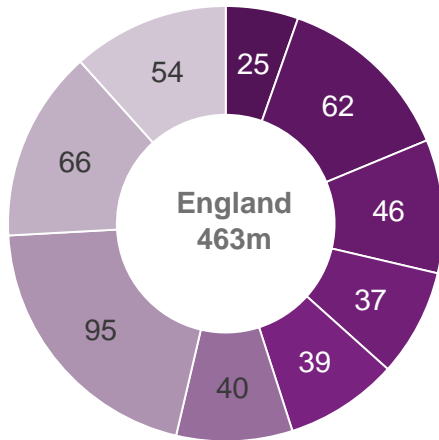
ACT visits accounted for a total expenditure of £16.8 billion, with the contribution by country as follows: England: £13,811 million; Scotland £1,299 million; Wales: £1,126 million.

Geographical distribution (England)

Figure 3.2 2016 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

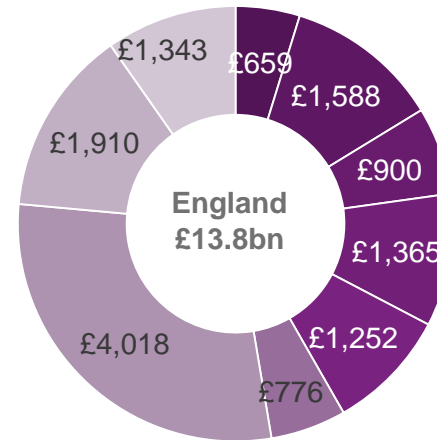


Figure 3.2 illustrates the regional distribution of ACT visits and associated spend within England.

20% of ACT visits (95 million) taken in England had a destination in London while 29% of spend took place on these visits (£4,018 million).

In contrast the English region with the lowest volume of ACT visits was the North East, the destination for an estimated 25 million visits which generated around £659 million in expenditure.

Seasonal distribution

Figure 3.3 2016 volume of ACT visits by month – all GB residents (millions) 

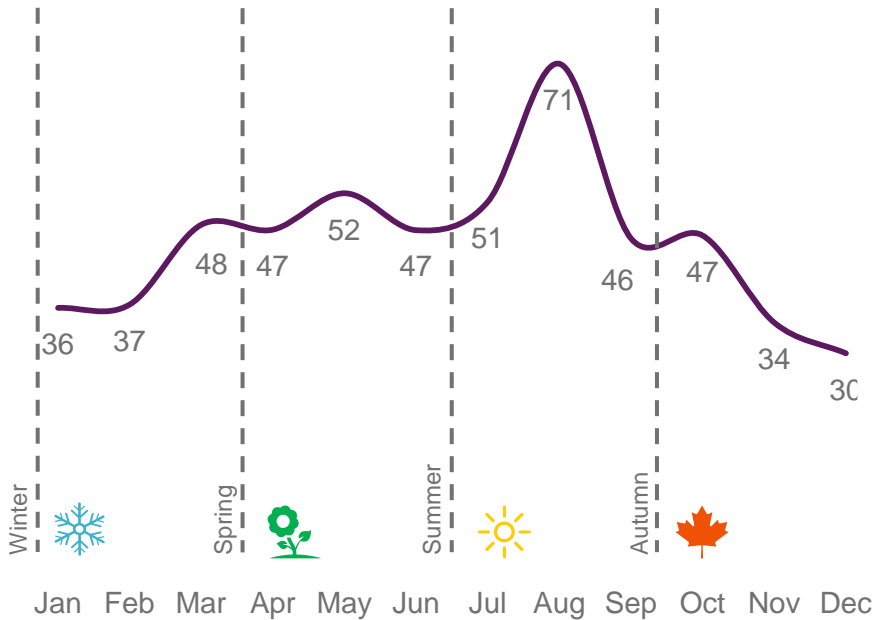
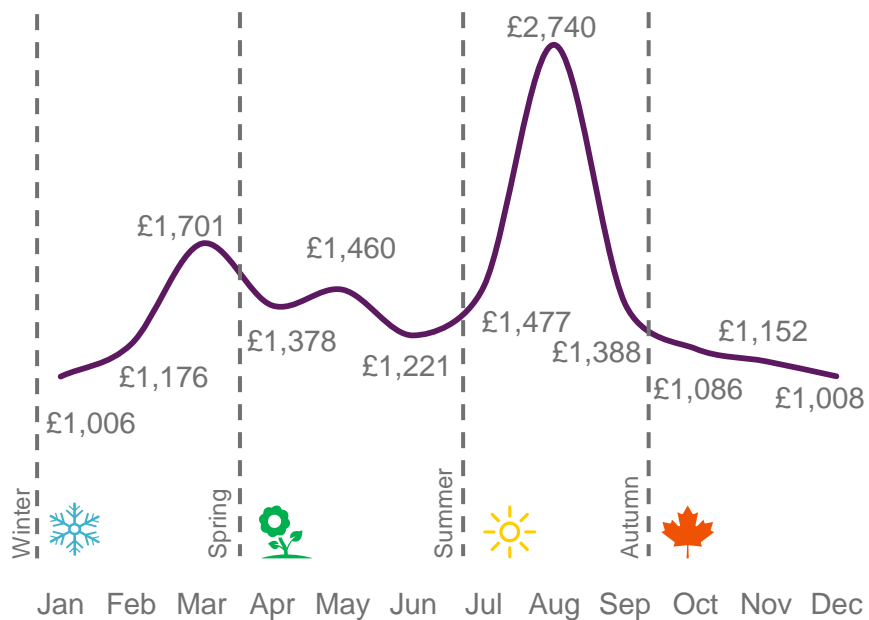


Figure 3.4 2016 expenditure on ACT visits by month – all GB residents (£ millions) 



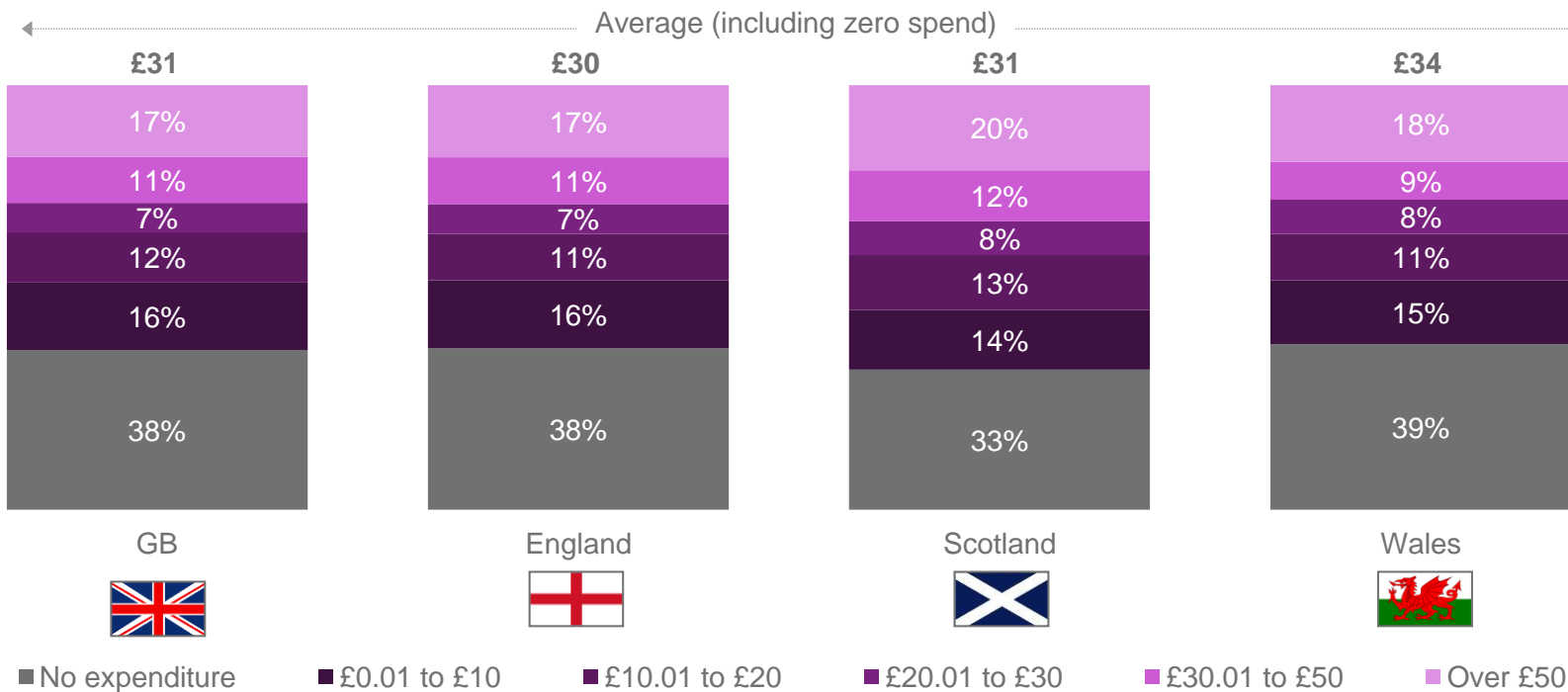
Figures 3.3 and 3.4 illustrate seasonal variations in ACT visit volumes and expenditure in Great Britain.

August recorded by far the most visits (71 million visits), while the lowest number of visits (30 million) took place in December.

The seasonal variation of expenditure followed a similar pattern with 16% of annual expenditure taking place during August (£2,740 million).

Expenditures on visits

Figure 3.5 2016 expenditure on ACT visits by destination country (% of total)



Figures 3.5 illustrates the average expenditure level and its breakdown on an activity core to tourism visit by destination country.

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

Activities undertaken

Figure 3.6 2016 volume and expenditure of ACT visits by main activity undertaken – all GB residents (%) 

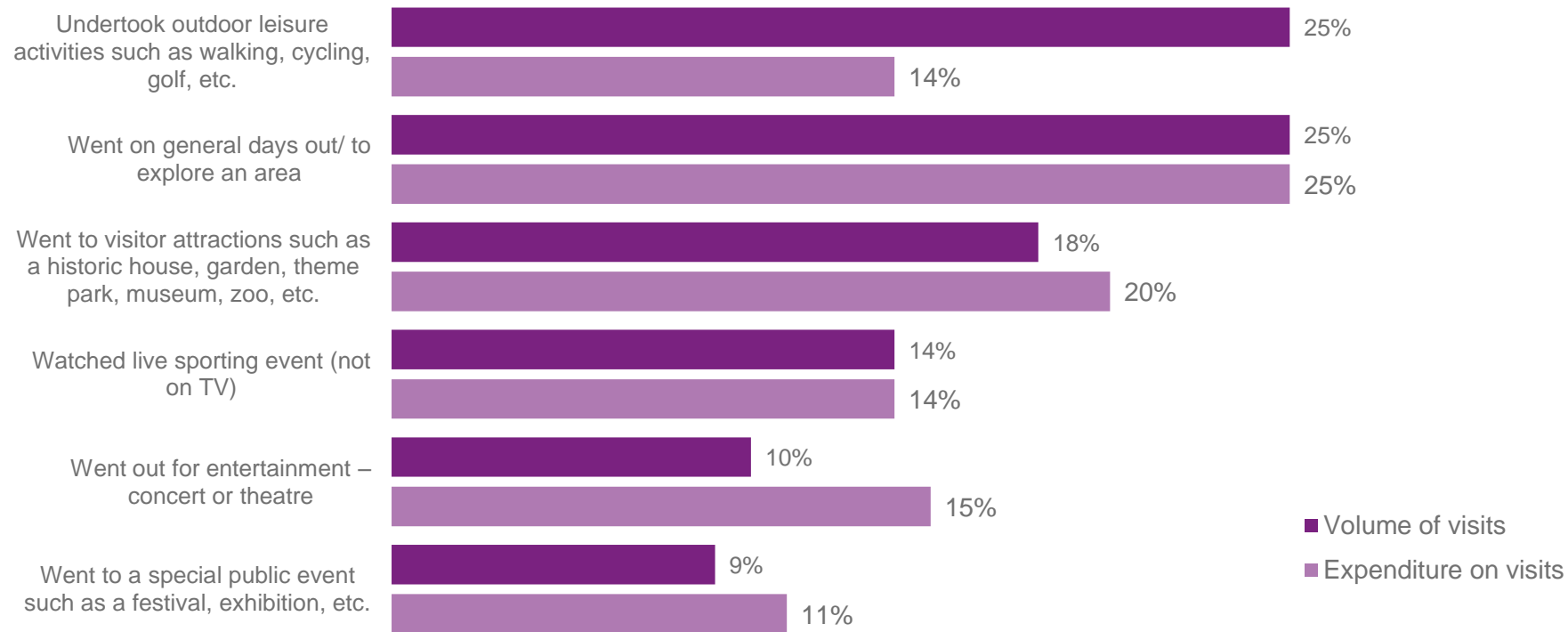


Figure 3.6 details the activities undertaken on ACT visits in Great Britain and the corresponding share of expenditure.

The most prominent activities participated in during ACT visits were outdoor leisure such as walking, cycling, golf (25%) and ‘general days out’ (25%).

The most prominent activity in terms of related spend was ‘general days out’, accounting for a quarter of all expenditure

Interestingly, visitor attractions accounted for a fifth of expenditure (20%), which is a slightly higher percentage than this activity contributed to volume of visits (18%).

Activities undertaken by country

Figure 3.7 2016 volume of ACT visits by main activity and destination country (%) 

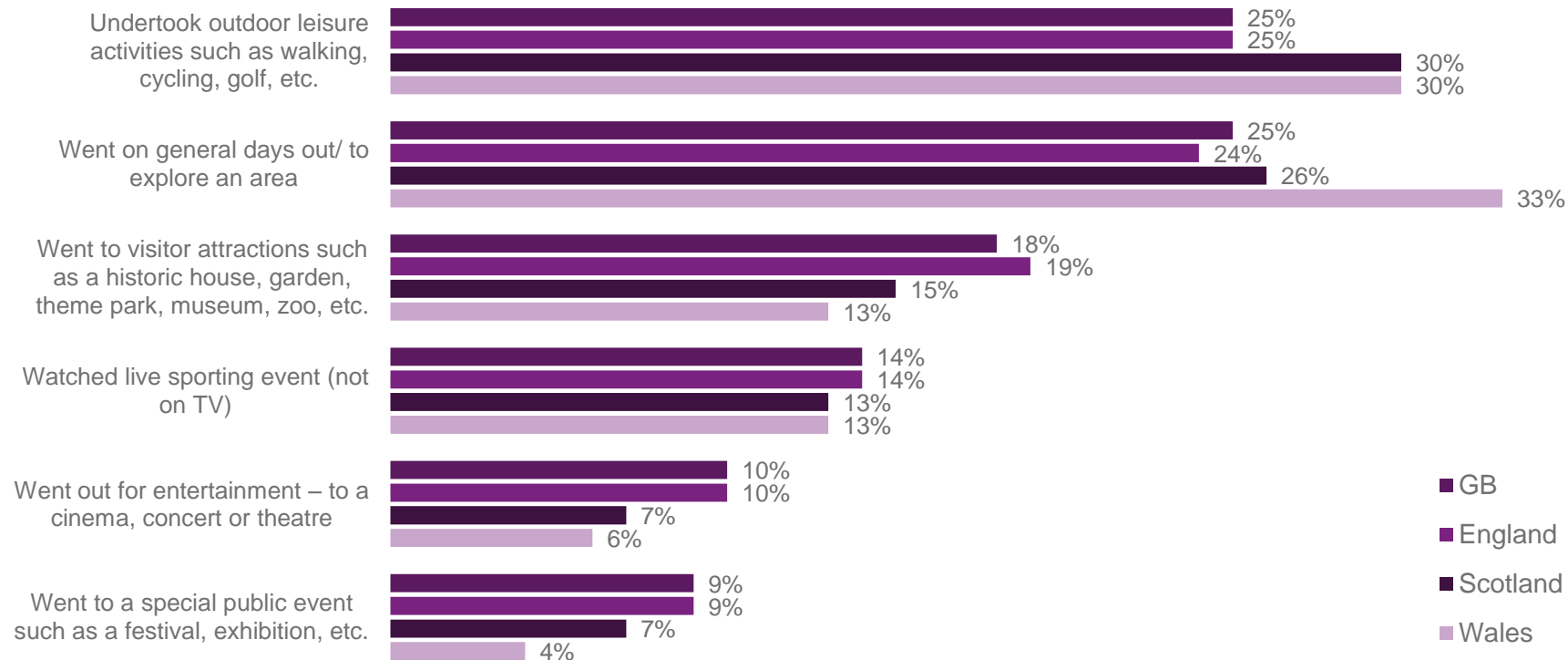


Figure 3.7 illustrates the main activities undertaken on ACT visits by destination country.

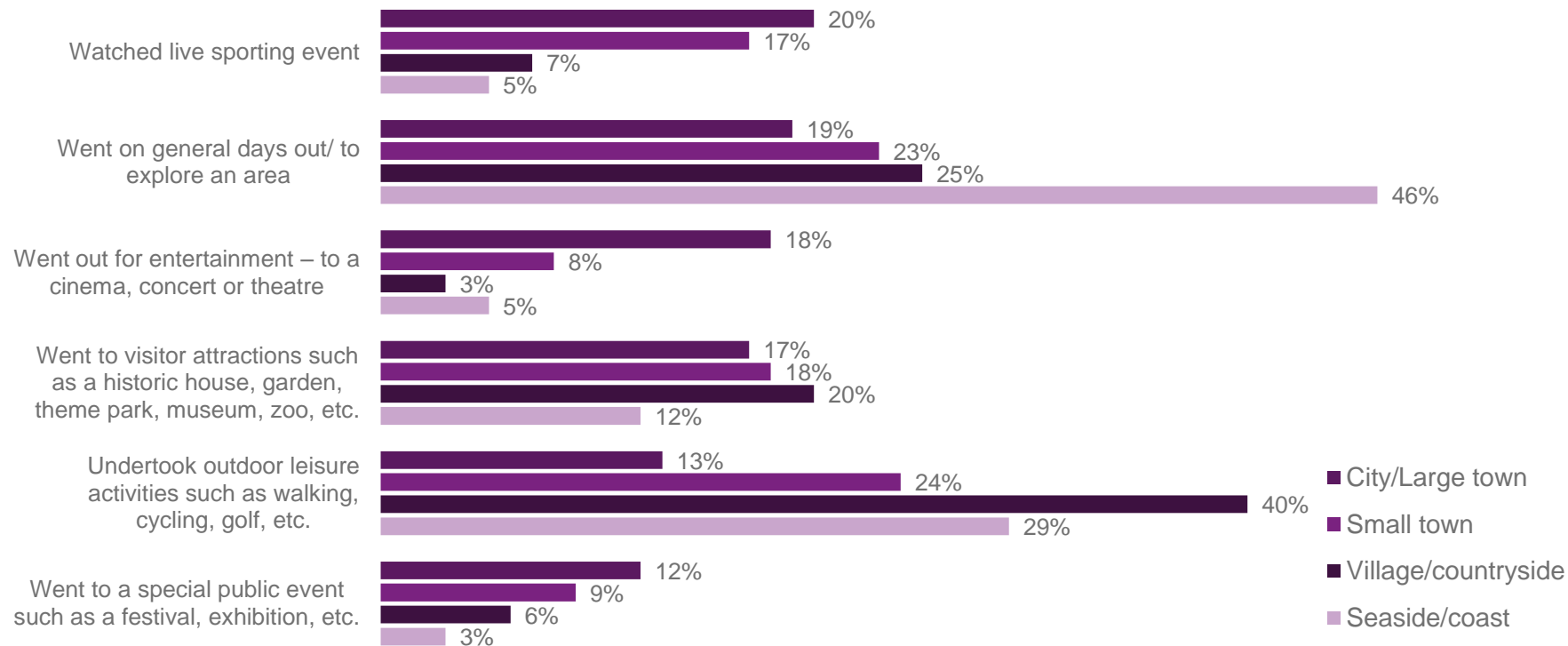
ACT visits taken in Scotland and Wales were more likely to involve outdoor activities than visits in England.

Visits in Wales were significantly more likely to involve general days out/exploring (33%) than trips in either Scotland (26%) or England (24%).

Compared to trips taken in Scotland and Wales, trips taken in England were more likely to involve visiting an attraction, watching a sporting event, going to an entertainment venue or going to a special event.

Activities undertaken by destination type

Figure 3.8 2016 volume of ACT visits by main activity and destination type visited – all GB residents (%) 



As illustrated in Figure 3.8 ACT visits to the seaside were predominately for one activity, namely general days out (46%). Similarly, visits to village/countryside destinations were dominated by one activity: outdoor leisure activities (40%).

City/Large towns have a more even spread of activities, but are much more likely than village/countryside and seaside locations to involve watching live sport (20%) and going out for entertainment (18%).

Detailed activities undertaken

Figure 3.9 2016 volume of ACT visits by detailed activities undertaken as part of visit – all GB residents (%) 

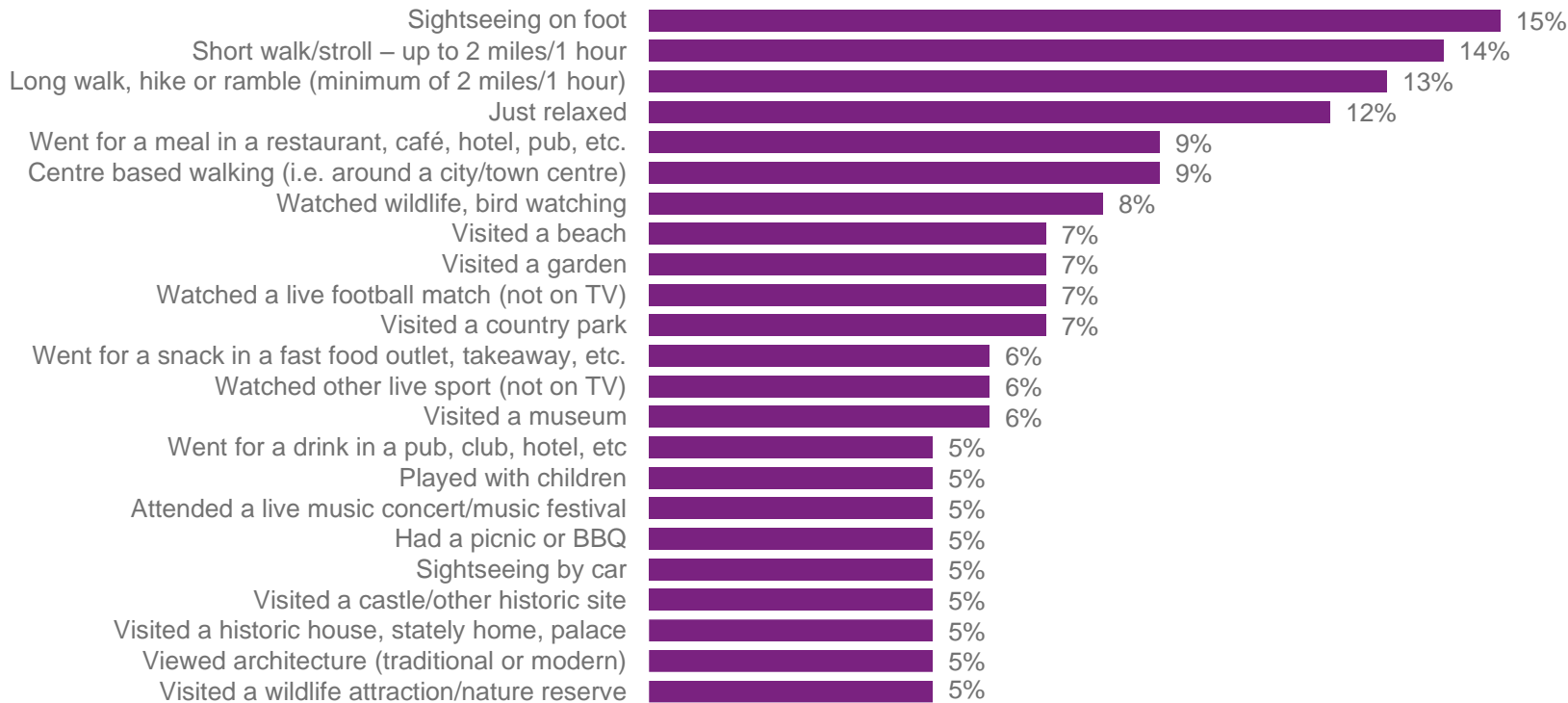


Figure 3.9 shows that around one in seven ACT visits involved sightseeing on foot (15%) and/or a short walk or stroll (14%).

13% of ACT visits included a longer walk while a similar proportion included time spent relaxing (12%).

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

Destination type

Figure 3.10 2016 main destination type on ACT visits by destination country (% of total) 

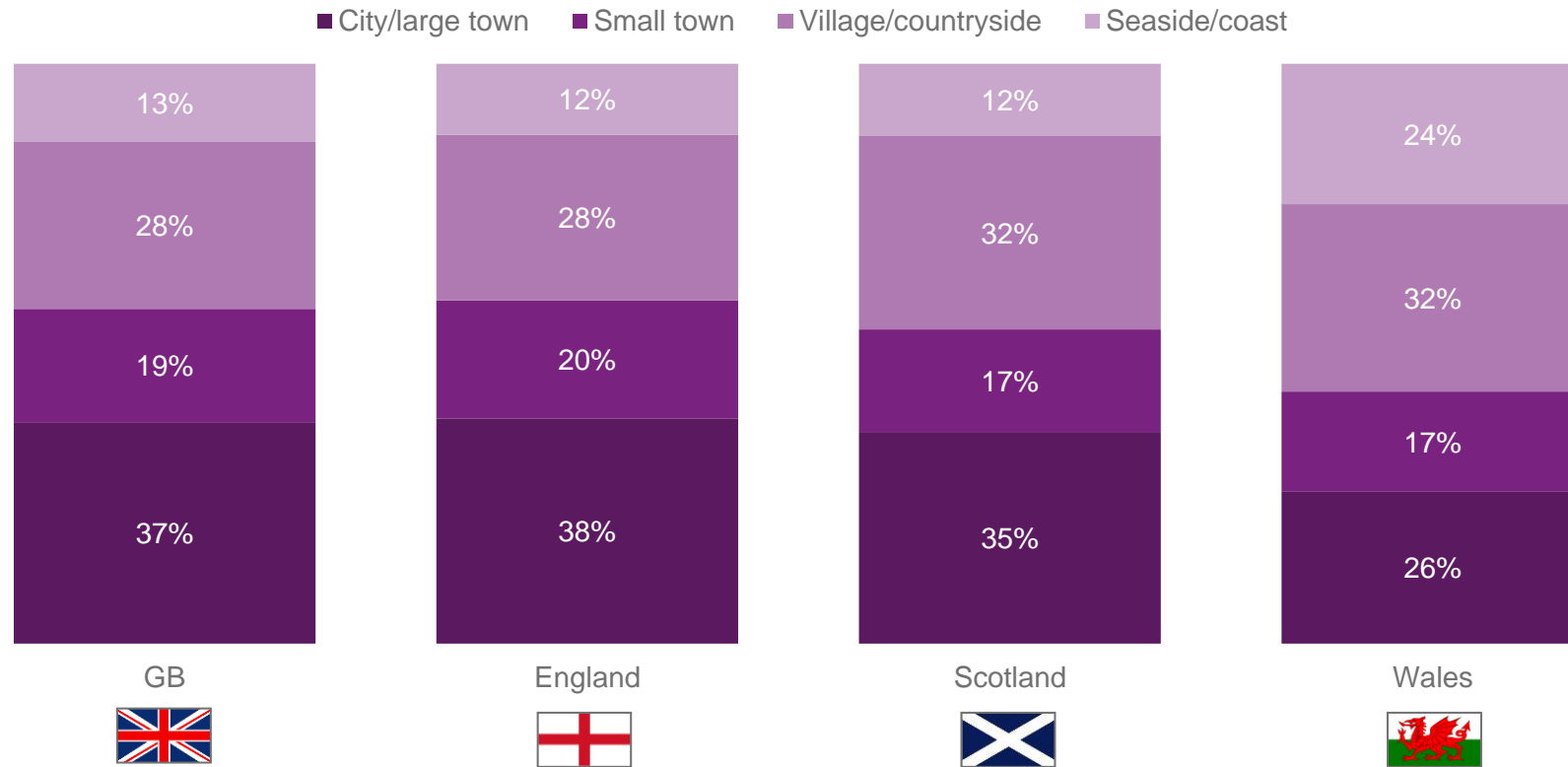


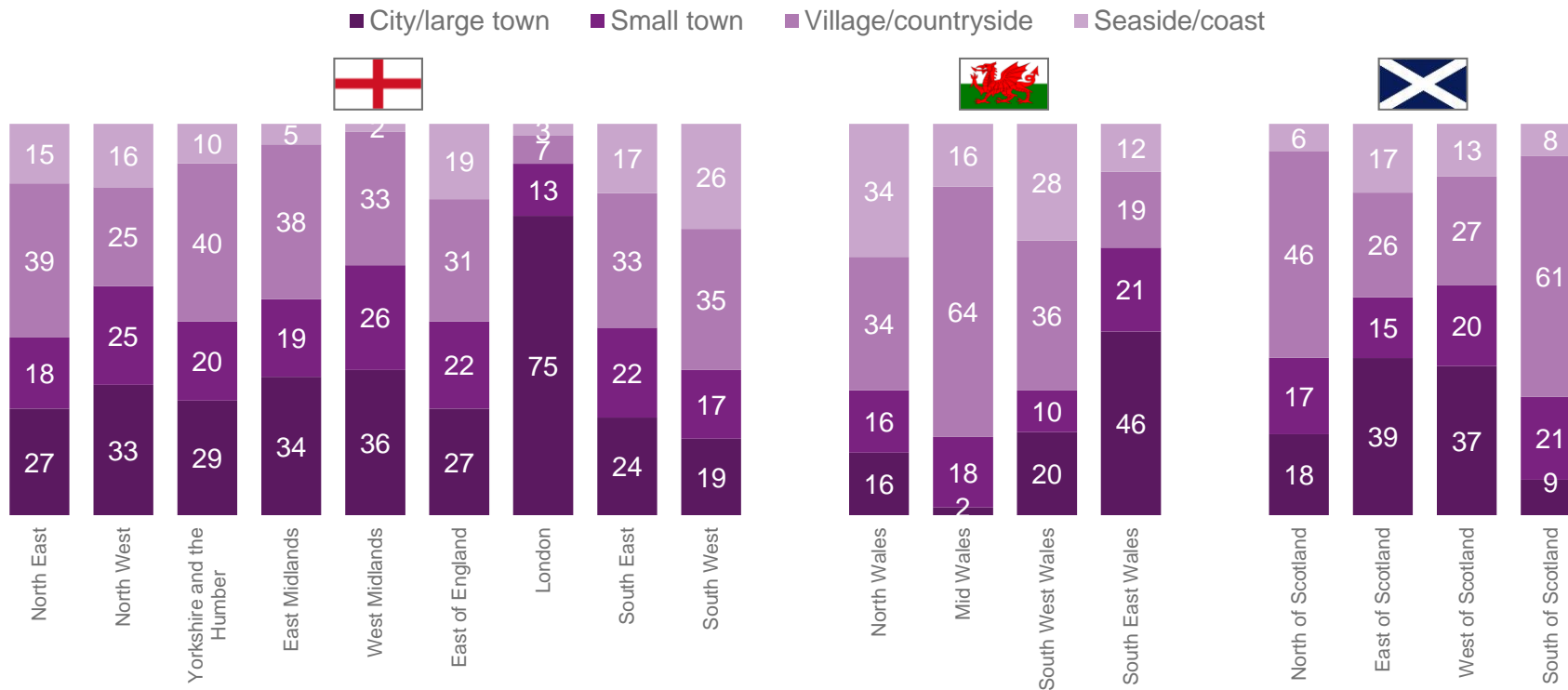
Figure 3.10 demonstrates that nearly two-fifths (37%) of ACT visits were to city/large town destinations, while nearly three in ten (28%) visits were to village/countryside locations. Almost a fifth (19%) of ACT visits were to small towns, while around one in eight (13%) were to seaside/coast areas.

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 (26%) but a higher proportion of visits to seaside/coast destinations.

Destination type – by region

Figure 3.11 2016 main destination type on ACT visits by region visited (% of total)



Comparing the destination type visited on ACT visits we see that, as expected, the vast majority of London visits were to urban locations. A third of visits to the South East and West Midlands were defined as village/countryside.

In Wales, over a third (34%) of visits to the North and almost two-thirds (64%) of visits to Mid Wales were to village/countryside locations. 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 (39% and 37% respectively), while over three fifths (61%) of visits to the South and more than two-fifths (46%) of visits to the North were to village/countryside locations.

Destination type – volume and expenditure of visits

Figure 3.12 2016 volume and expenditure of ACT visits by main destination type and destination country – all GB residents (£ millions)

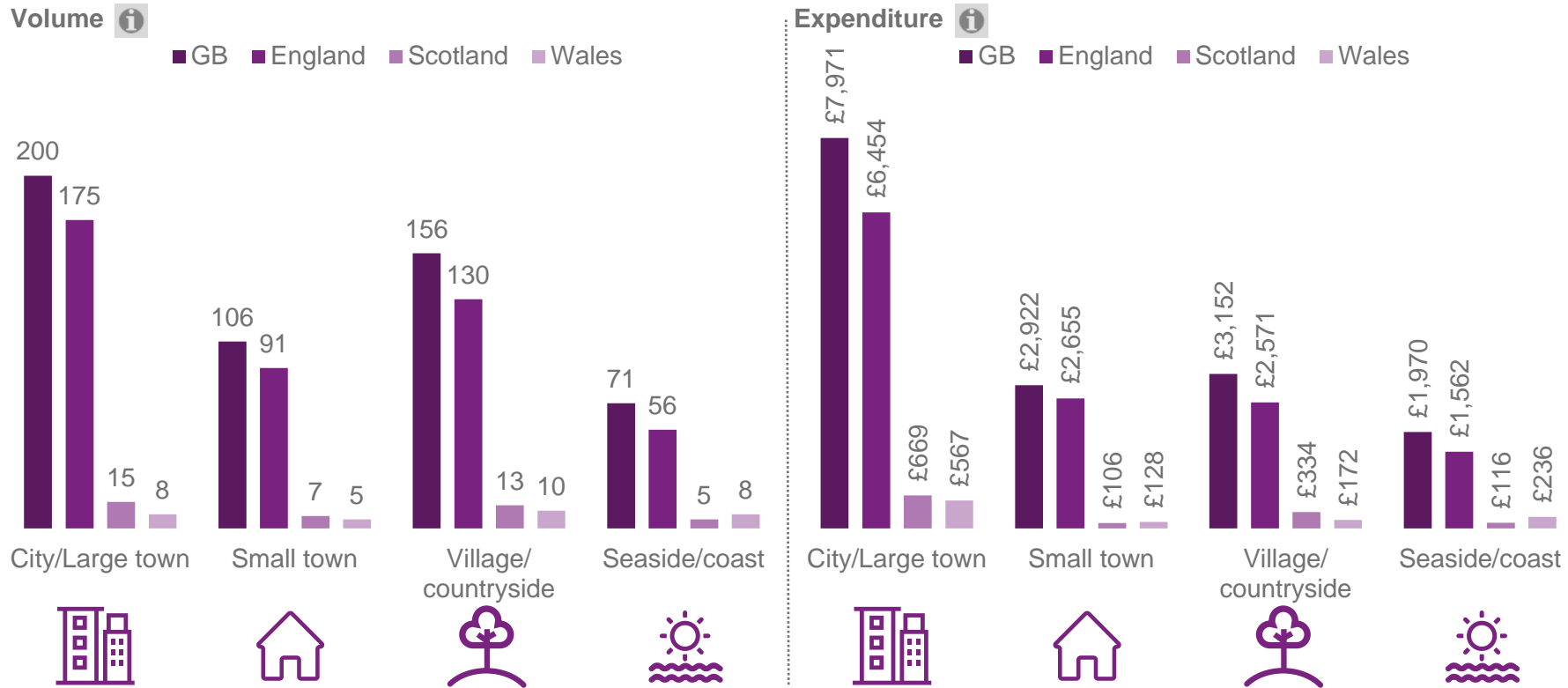











Figure 3.12 illustrates that the majority of ACT visits taken across GB were to city/large town locations, accounting for 200 million visits and nearly £7,971 million in expenditure.

Visits to village/countryside destinations saw a smaller share of spend relative to the proportion of visits taken: village/countryside destinations attracted 156 million visits but, netted only £3,152 million.

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



								
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 3hour + Leisure Day Visits classification

A 3 hour + 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 hour plus leisure day visits taken by GB residents during 2016.

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

Volume and expenditure of visits

- During 2016, GB residents took a total of 3.1 billion 3 hour plus leisure day visits to destinations in England, Scotland or Wales; and around £92 billion was spent during these trips.

Geographic distribution of visits

- England saw the highest number of visits (2,598 million visits or 84% of the total) while 9% of visits (272 million) were taken to Scottish destinations and 5% to places in Wales (167 million).
- London had the greatest share of visits amongst the English regions (452 million visits) where the total expenditure of day visits during 2016 was around £18.9 billion.
- In Scotland the largest volume of visits were taken to destinations in the West (114 million) while in Wales the largest volume of visits were taken in the South East (69 million).



Volume and expenditure of GB tourism day visits over time

- The 3,077 million 3 hour+ leisure day visits that were taken by GB residents during 2016 is 6% more than recorded in 2015 (2,913) and the highest since 2012 (3,228), this growth has been driven by England increases.
- Total expenditure during these visits increased by 9% from £84.4 billion in 2015 to £91.8 billion in 2016.
- When looking individually at each of the GB nations, the volume of 3 hour+ leisure day visits in England also increased between 2015 and 2016, by 6% from 2,452 million to 2,598 million, while expenditure on these trips increased by +7% to £77 billion.
- Scotland saw the volume of 3 hour+ leisure day visits remaining stable compared to 2015 at 272 million, but expenditure rose by +7% from £7.5 billion in 2015 to £8 billion in 2016.
- Wales' volume of 3 hour+ leisure day visits visit volumes increased by +12% from 150 million in 2015 to 167 million in 2016, while the expenditure on these visits rose by a notable +23% to £5.2 billion.
- For further details on 3 hour+ Leisure Day Visits trends between 2011 and 2016, please see page 62.

Geographical distribution

Figure 4.1 2016 volume of 3hr+ visits and expenditure by destination



Figure 4.1 illustrates the volume of leisure day visits (3 hrs +) taken in 2016. A total of 3.1 billion trips were taken across the year. England accounts for the vast majority (86% - approx. 2,598 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 2015-2016 Change over time in headline volume and expenditure of 3hr+ visits (% change)

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

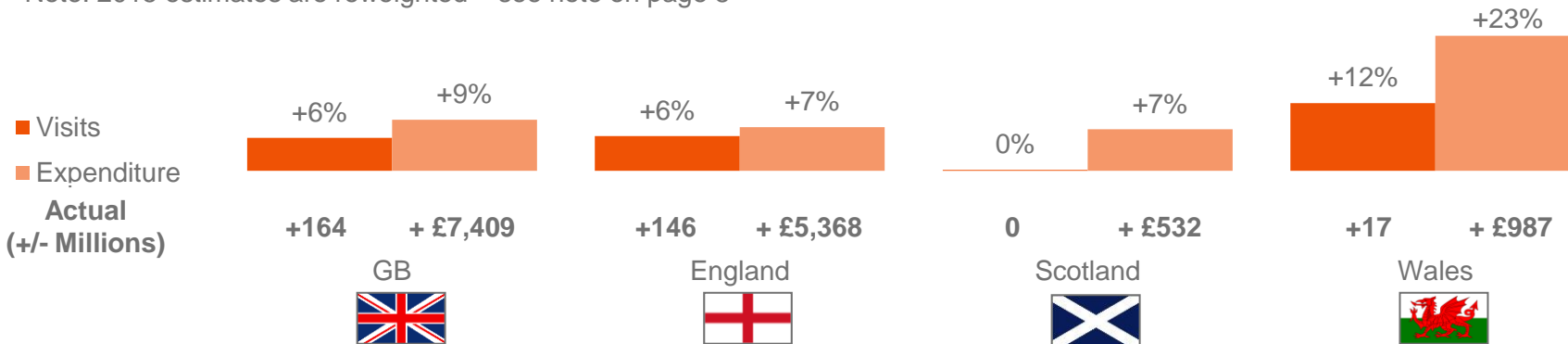


Figure 4.1 also illustrates the economic contribution made by these leisure trips, with a total of £92 billion spent during 2016. Trips made within England account for the bulk of this spend (£77 billion), with the remainder split pro rata with the proportion of trips taken in Scotland and Wales.

Figure 4.2 depicts the percentage difference between the total trips/spend estimated for 2016 compared with 2015. At the GB level 6% more visits were taken in 2016 than in 2015, while expenditure increased by 9 per cent.

Geographical distribution (England)

Figure 4.3 2016 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

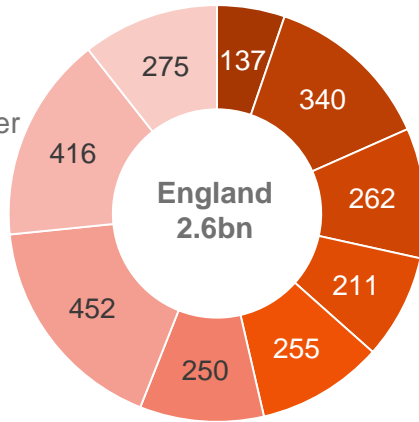



Figure 4.4 2016 expenditure of 3hr+ visits by destination (£ millions) 

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

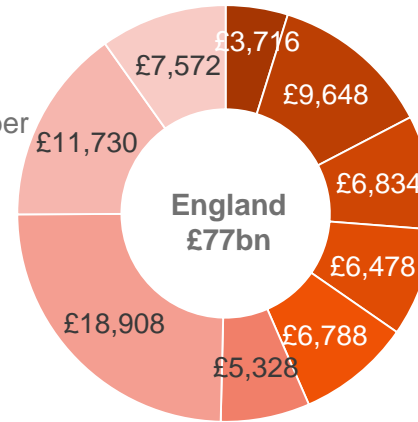


Figure 4.3 and 4.4 illustrates the regional distribution of trips and associated spend on 3hr + visits made within England.

London had the greatest share of visits amongst the English regions (452 million visits) where the total expenditure of day visits during 2016 was around £18,908 million. The English region with the lowest volume of visits was the North East, the destination for an estimated 137 million visits which generated £3,716 million in expenditure.

Annual trends

Figure 4.5 volume of Tourism Day Visits by year (millions) ⓘ
 Note: 2011-2015 estimates are reweighted – see note on page 8

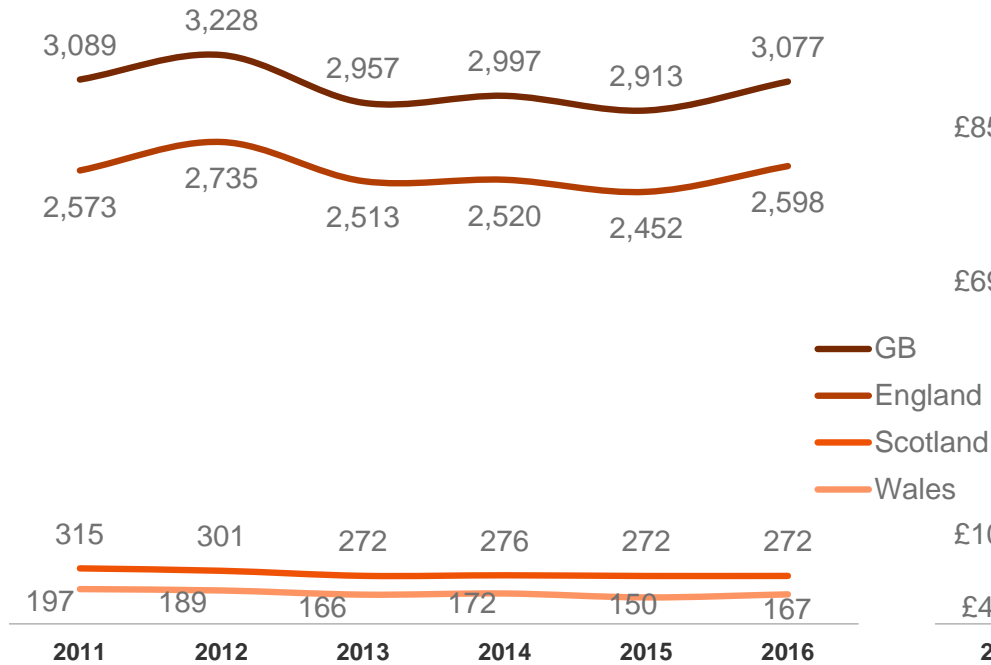
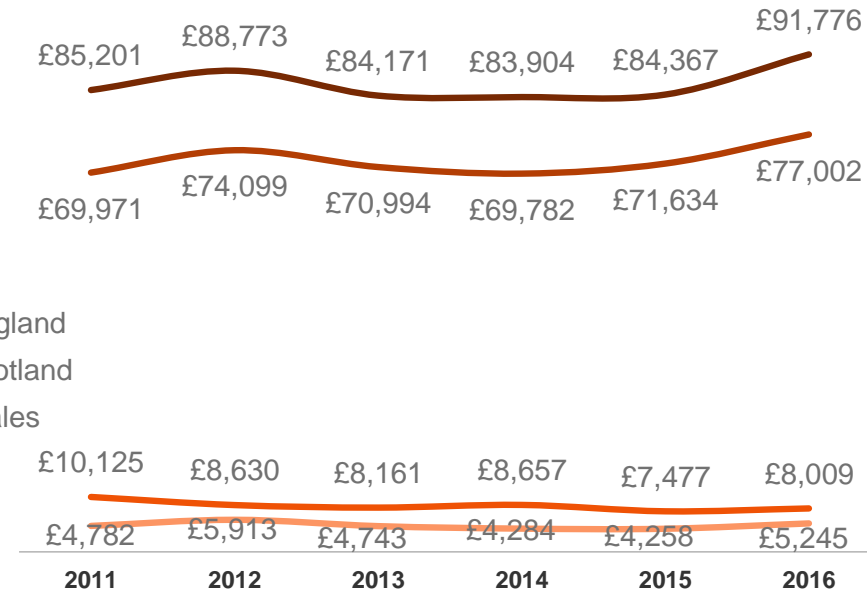


Figure 4.6 expenditure on Tourism Day Visits by year (£ millions) ⓘ
 Note: 2011-2015 estimates are reweighted – see note on page 8



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 at £91,776 million and £77,002 million respectively.

The volume of visits in GB and England in 2016 is the highest since 2012.

Seasonal distribution

Figure 4.7 2016 volume of 3hr+ visits by month – all GB residents (millions) 

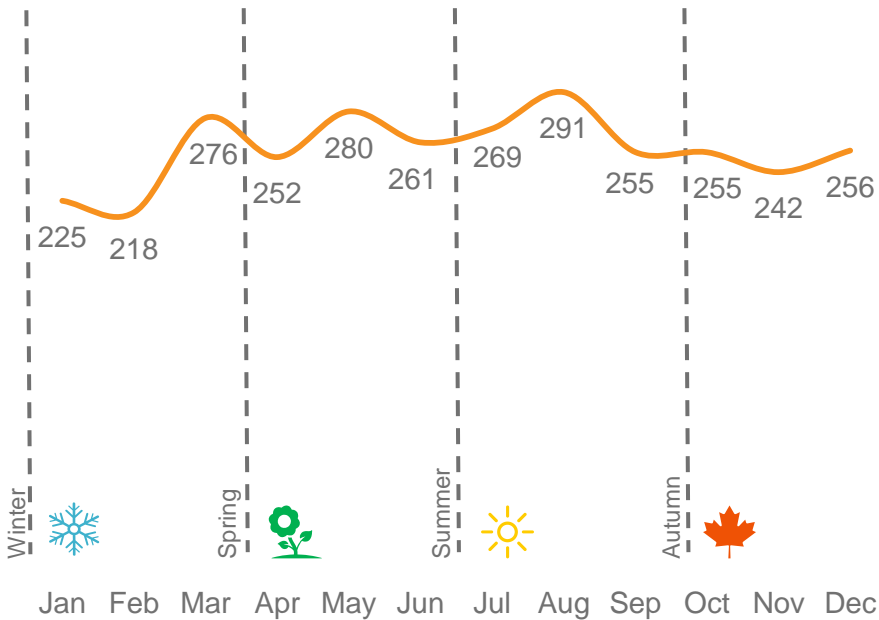
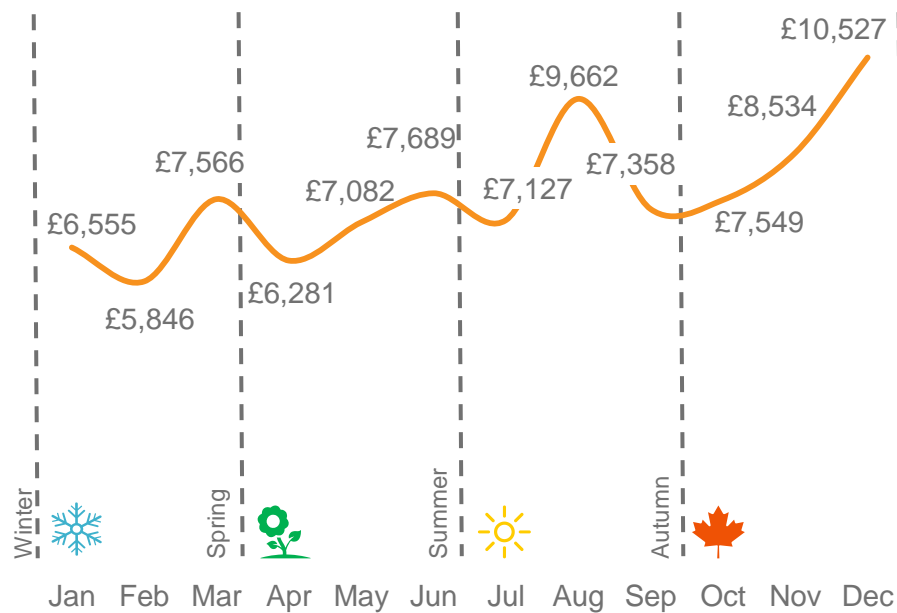


Figure 4.8 2016 expenditure on 3hr+ visits by month – all GB residents (£ millions) 



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 (291 million visits), with similar ‘spikes’ in other holiday periods including May (280 millions visits) and March (276 million visits).

The seasonal variation by total expenditure by month follows a different pattern as illustrated in Figure 4.8, with December being the key month for spend relating to leisure day trips (£10,527 million), followed by August (£9,662 million) and then November (£8,534 million).

Expenditures on visits

Figure 4.9 2016 expenditure on 3hr+ visits by destination country (% of total)

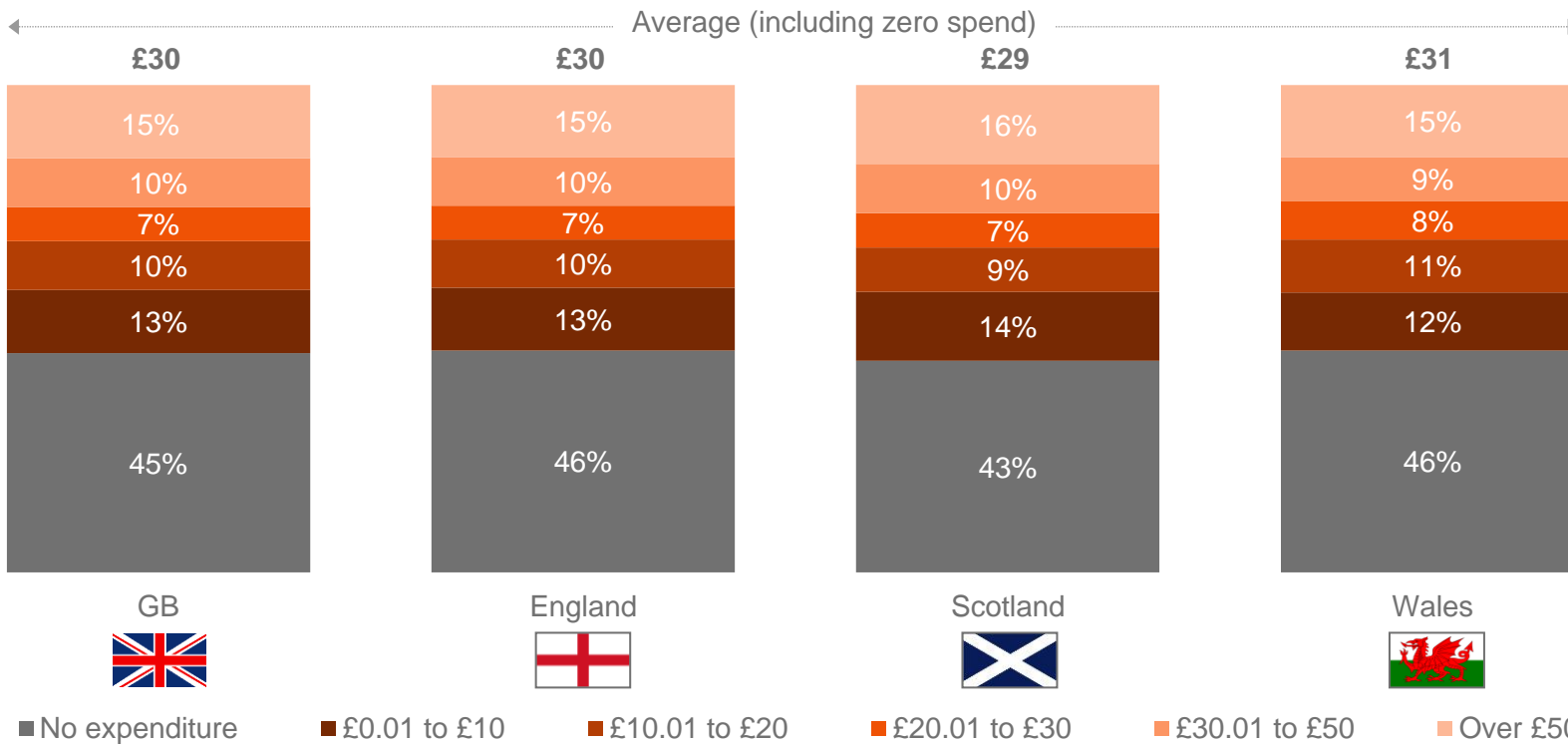


Figure 4.9 illustrates average expenditure levels and expenditure breakdown by destination countries.

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

Items purchased on visits

Figure 4.10 2016 items spent money on during 3hr+ visits – all GB residents (% of total visits) 

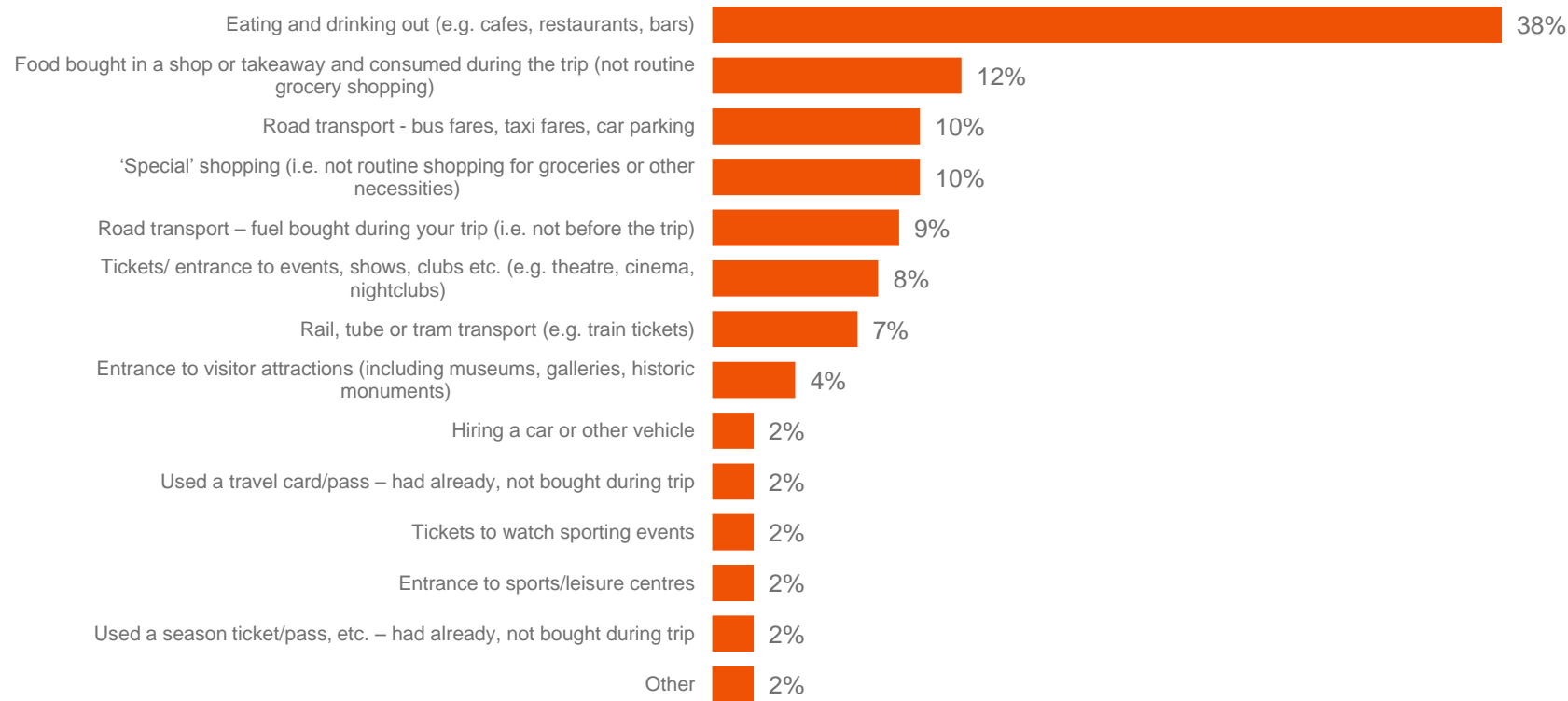


Figure 4.10 illustrates the proportion of visits featuring expenditure on a range of categories in Great Britain.

The most common area of spend was eating and drinking out (38%), followed by food bought in a shop (12%), then road transport (10%) and 'special shopping' (10%).

Other frequent areas of expenditure included bus/train fares (10%), 'special shopping' (10%) and fuel (9%).

Activities undertaken

Figure 4.11 2016 volume and expenditure of 3hr+ visits by main activity undertaken - all GB residents (%) 

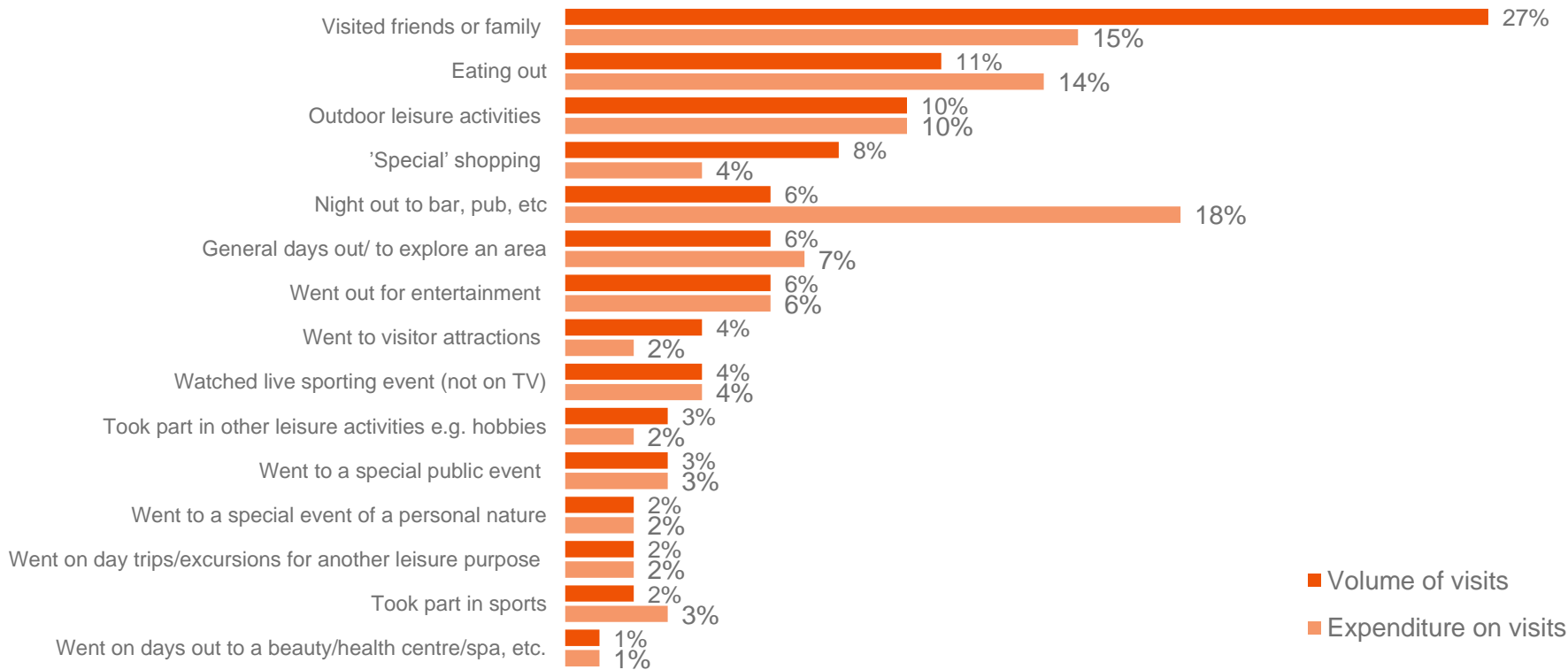


Figure 4.11 details the proportion of 3hr+ visits and related total spend on visits involving key activities.

The most prominent activity participated in during leisure day trips (in terms of percentage of trips taken) in 2016 was visiting friends or family, this was the main activity on 27% of these trips.

The most prominent activity in terms of related spend was 'special' shopping, which accounted for 18% of all spend on 3hr+ visits, during just 6% of the total trips taken.

Activities undertaken by country (i)

Figure 4.12 (i) 2016 volume of 3hr+ visits by main activity destination country (%) 

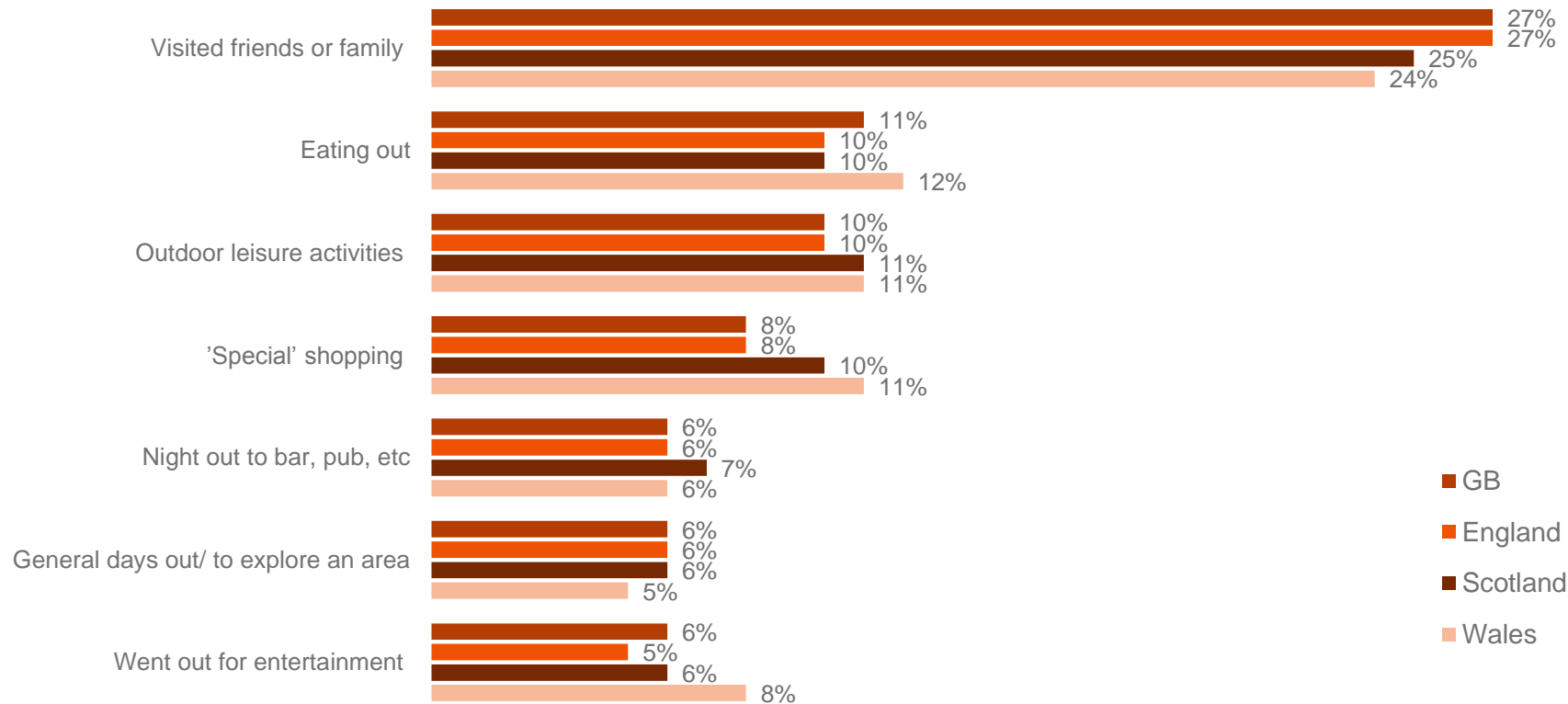


Figure 4.12 (i) illustrates the share of activities undertaken on 3hr+ visits by destination country (continued on next page).

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 out for a meal.

Activities undertaken by country (ii)

Figure 4.12 (ii) 2016 volume of 3hr+ visits by main activity destination country (%) 

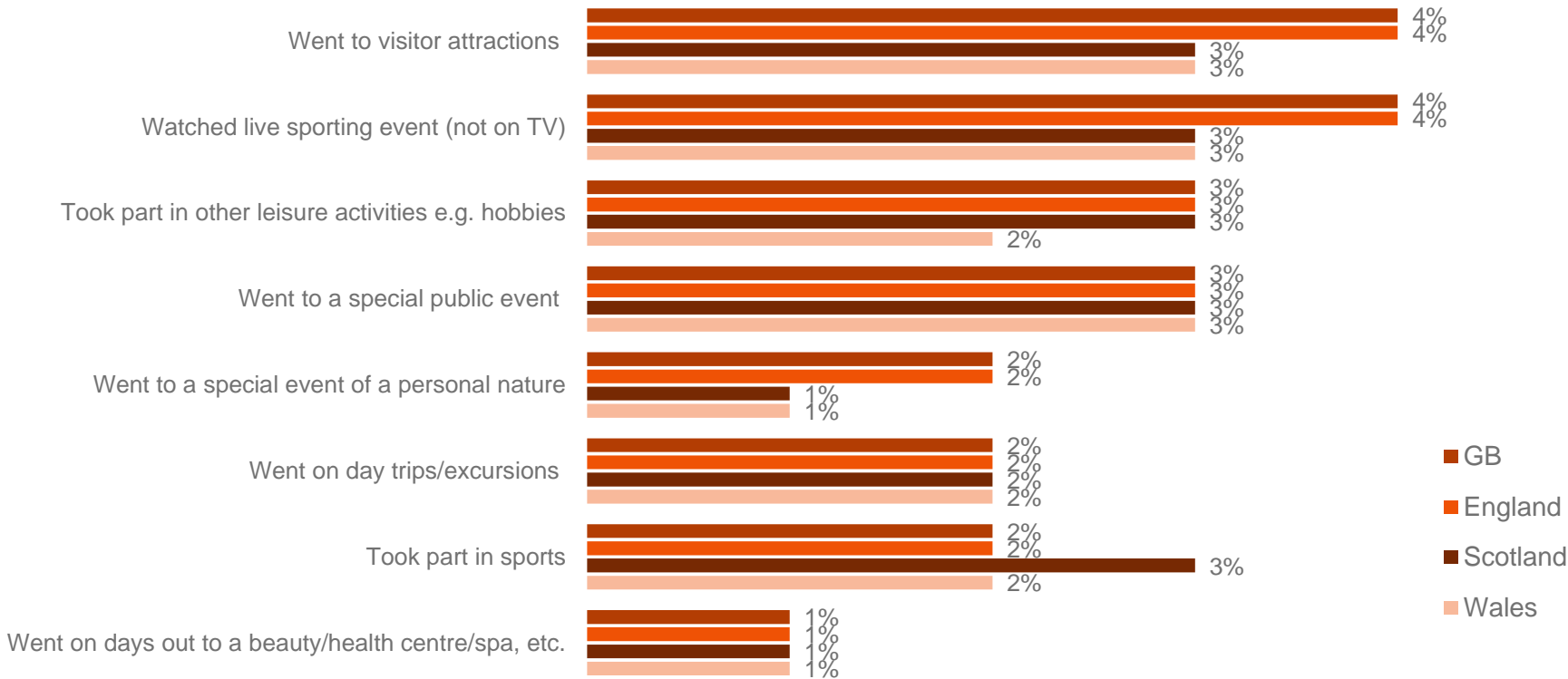


Figure 4.12 (ii) illustrates the share of activities undertaken on 3hr+ visits by destination country (continued from previous page).

Activities undertaken by destination type (i)

Figure 4.13 (i) 2016 volume of 3hr+ visits by main activity and destination type visited – all GB residents (%) 

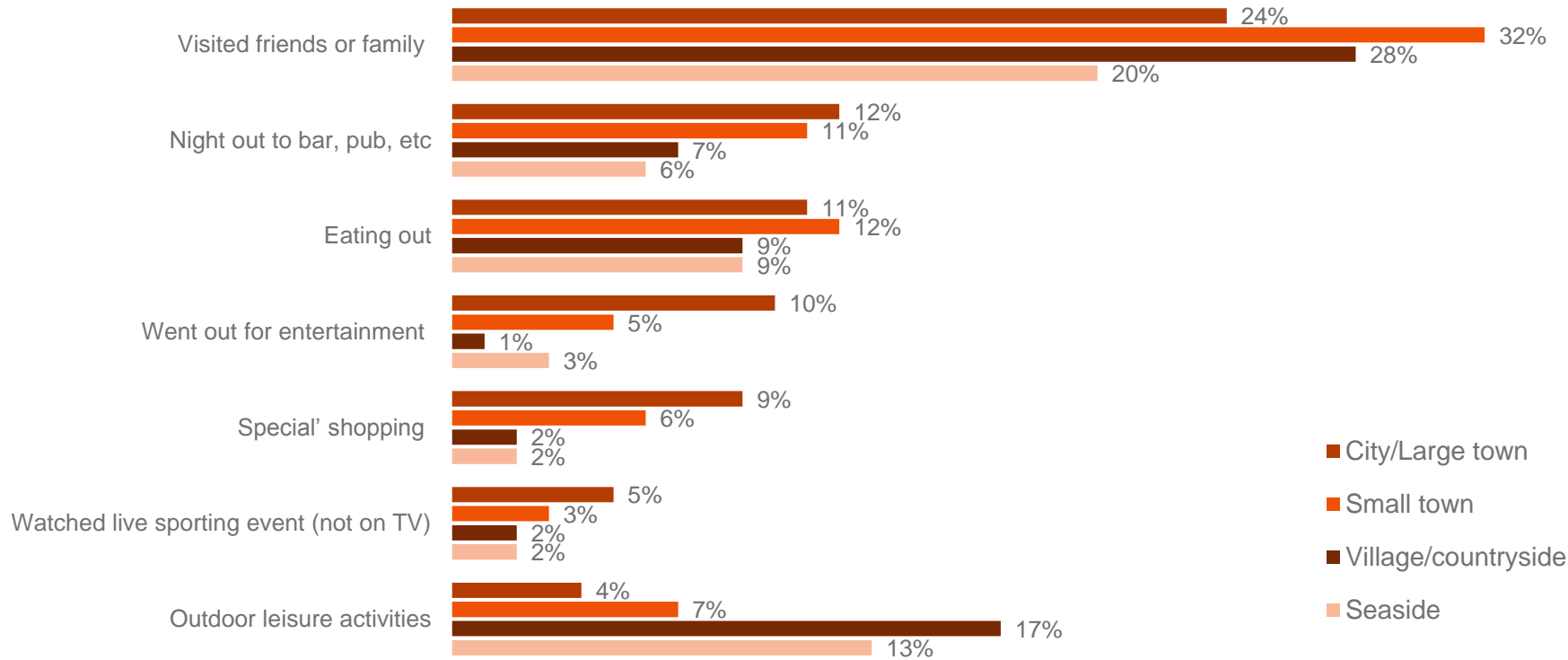


Figure 4.13 (i) illustrates the activities undertaken on 3hr+ visits by type of destination visited in Great Britain (continued on next page).

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, eating out and going out for entertainment.

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) 2016 volume of 3hr+ visits by main activity and destination type visited – all GB residents (%) 

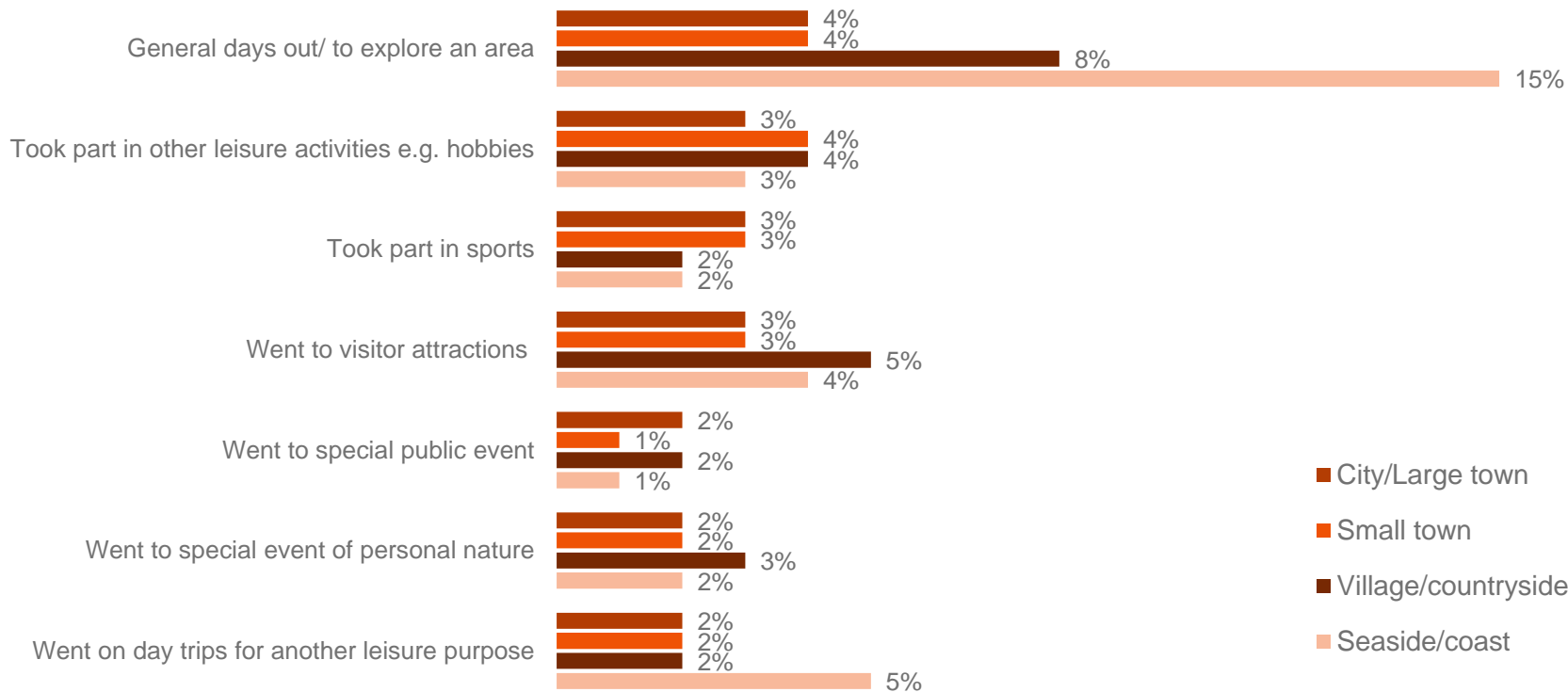
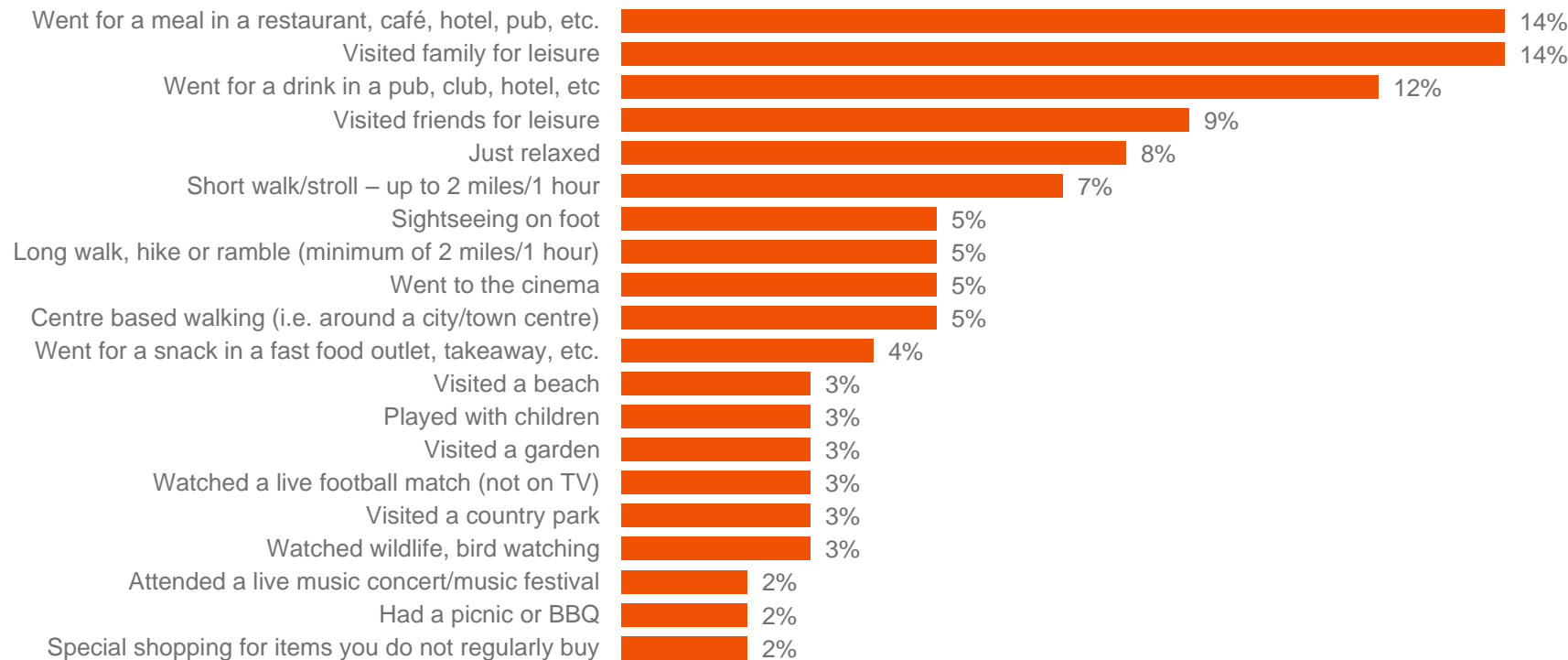


Figure 4.13 (ii) illustrates the activities undertaken on 3hr+ visits by type of destination visited in Great Britain (continued from previous page).

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 2016 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 a meal in a restaurant, café etc. (14%) and/or a visit to family for leisure purposes (14%).

12% of visits included a drink in a pub, club, etc., while approaching one in ten visits included visited friends for leisure (9%) 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 2016 main destination type on 3hr+ visits by destination country (%) 

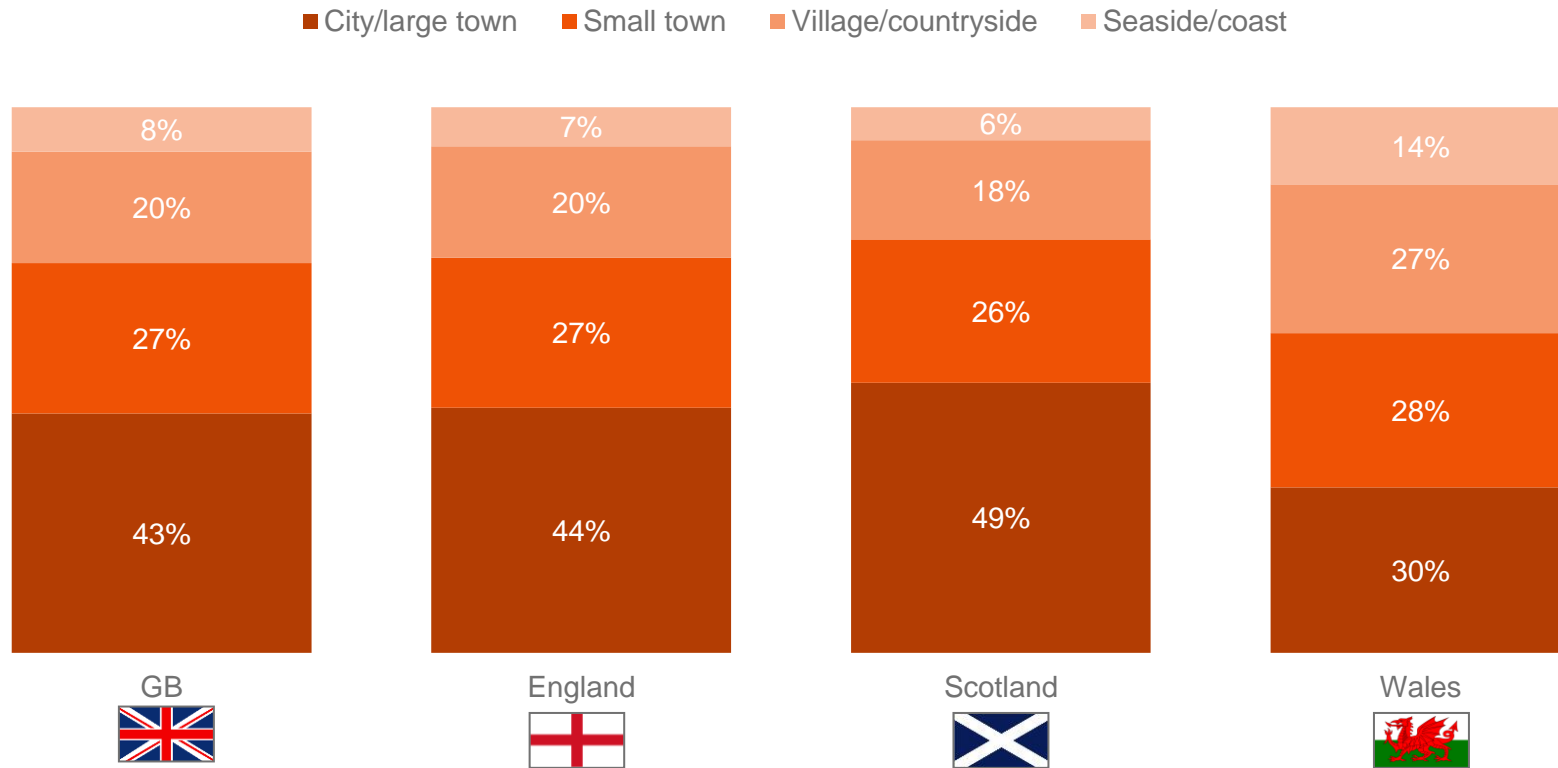


Figure 4.15 demonstrates that over two-fifths (43%) of leisure day visits (3hr+) were to city/large town destinations, while around a quarter (27%) were to small towns and one fifth (20%) were to village/countryside locations. Almost one in ten (8%) visits were to seaside/coast areas.

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

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 2015-2016 change over time in main destination type on 3hr+ visits by destination country – all GB residents (% change) Note: 2015 estimates are reweighted – see note on page 8 

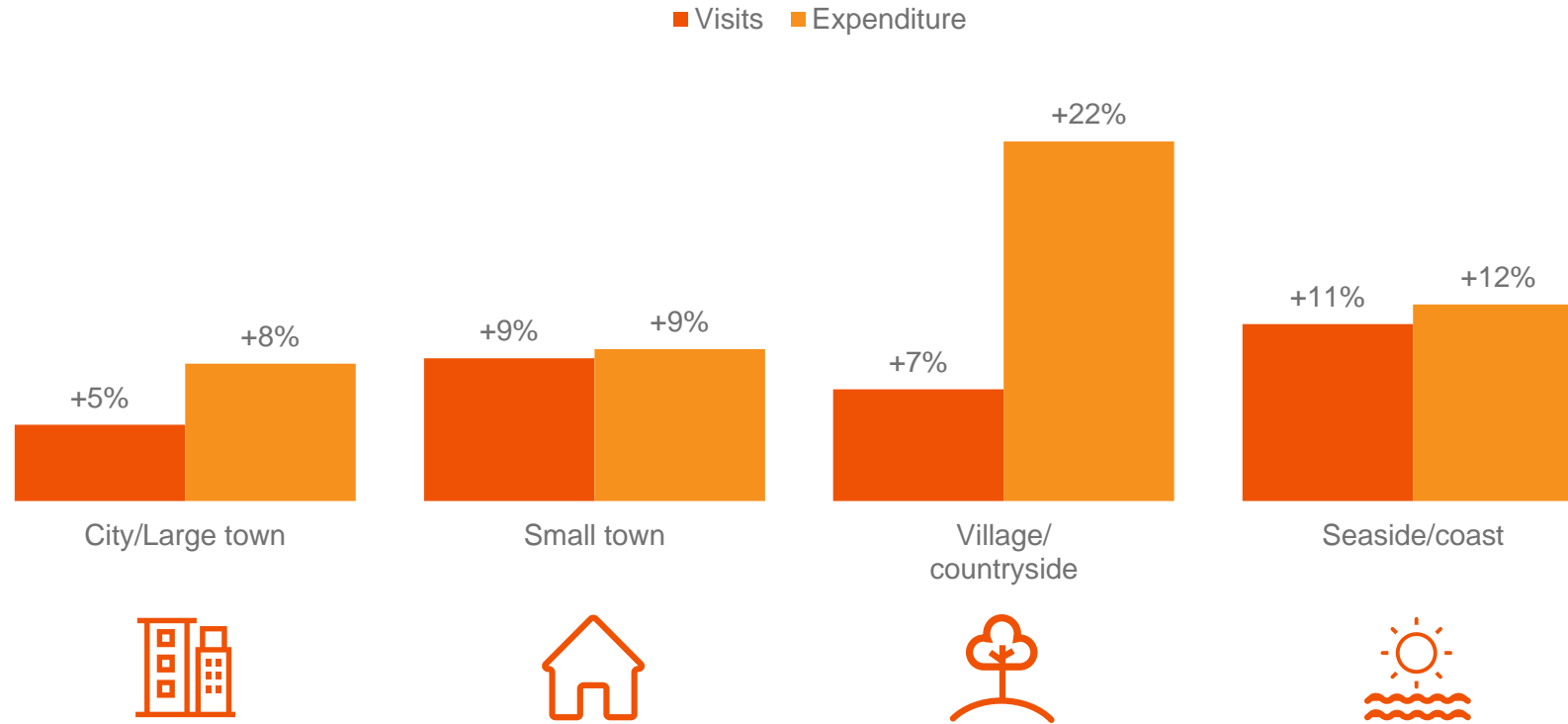


Figure 4.16 illustrates the percentage change in the number of 3hr+ visits in Great Britain and related spend between 2015 and 2016. Volumes and expenditures of visits increased across all types of place.

Destination type by region

Figure 4.17 2016 main destination type on 3hr+ visits by region visited (% of total)

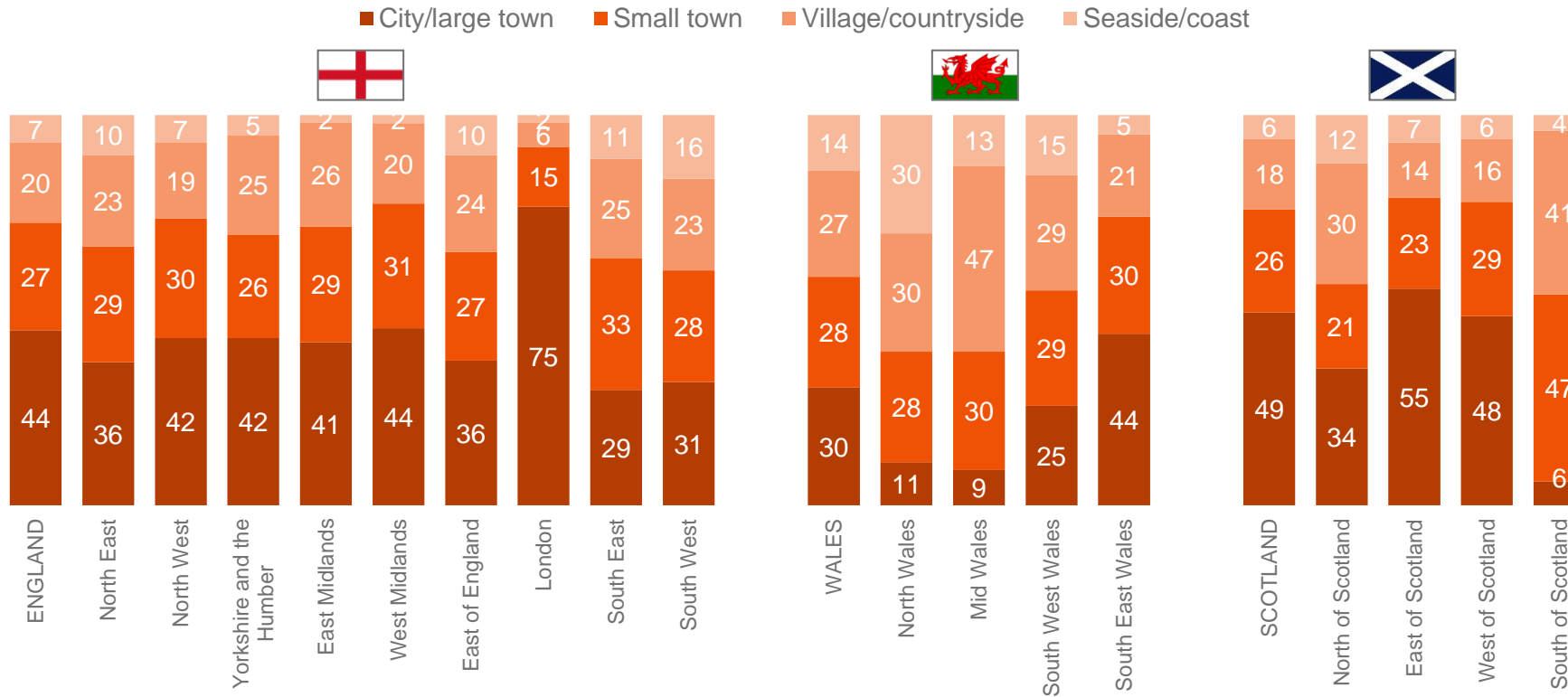


Figure 4.17 shows variations in the destination types visited in different regions of England, Scotland and Wales.

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

In Wales, nearly a third (28%) of visits to the North were to small town destinations, while nearly half (47%) 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 (74% and 54% respectively).

In Scotland, visits to city/large town locations made up the largest proportion of visits across the North, East and West (55%, 78% and 77% respectively), while over a third (41%) of visits to the South were to village/countryside destinations.

Destination type – volume and expenditure of visits

Figure 4.18 2016 volume and expenditure of visits by main destination type and destination country (£ millions)

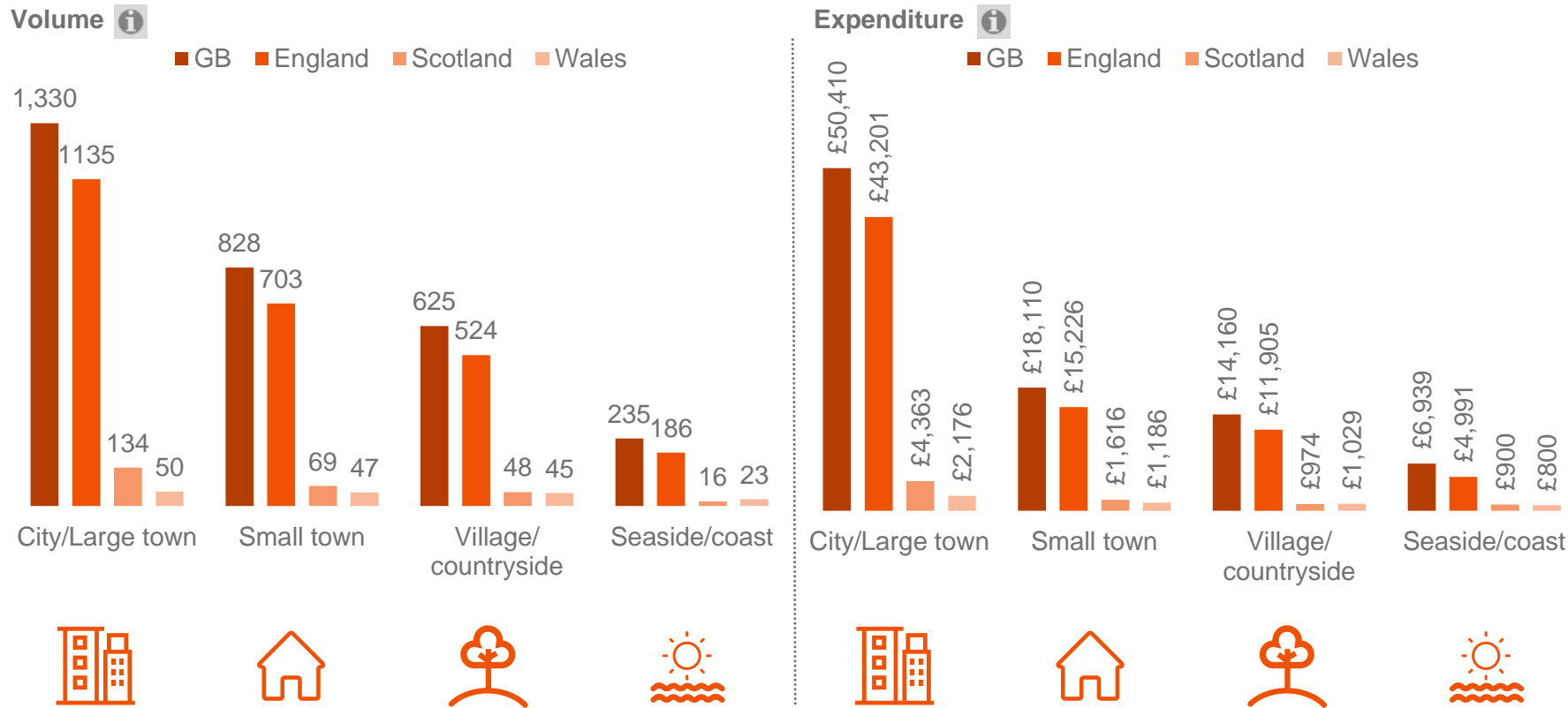


Figure 4.18 illustrates that the majority of leisure day visits (3hr+) taken across GB were to city/large town locations, accounting for 1,330 million visits and £50,410 million in expenditure.

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 828 million visits but only £18,110 million; village/countryside visits accounted for 625 million visits but only £14,160 million.

5. Full data tables

Tourism Day Visits

- Detailed visit profiles
- 2011 to 2016 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	1,834	100%	£63,904	100%	
English Regions	Millions	% of total	Millions	% of total	% of total
North East England	75	5%	£2,363	4%	4%
North West England	191	12%	£6,958	13%	12%
Yorkshire and The Humber	149	10%	£4,370	8%	9%
East Midlands	119	8%	£4,486	8%	7%
West Midlands	142	9%	£4,207	8%	9%
East of England	140	9%	£3,532	7%	10%
London	337	22%	£14,376	27%	13%
South East England	242	16%	£8,602	16%	14%
South West England	161	10%	£4,639	9%	9%
England total	1,557	85%	£53,534	84%	86%
Scottish Regions	Millions	% of total	Millions	% of total	% of total
North Scotland	28	20%	£940	19%	2%
West Scotland	56	39%	£1,820	37%	4%
East Scotland	49	35%	£1,889	38%	3%
South Scotland	8	6%	£244	5%	1%
Scotland total	142	8%	£4,916	7%	9%
Welsh Regions	Millions	% of total	Millions	% of total	% of total
North Wales	30	29%	£1,241	30%	1%
Mid Wales	8	8%	£300	7%	*
South West Wales	23	23%	£733	18%	1%
South East Wales	38	37%	£1,781	43%	2%
Wales total	102	6%	£4,096	6%	5%

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	% Change 2016/2015	2011	2012	2013	2014	2015	2016	% Change 2016/2015
England	1,503	1,687	1,576	1,547	1,493	1,557	+4%	£49,071	£55,728	£52,928	£51,867	£53,385	£53,534	0%
Scotland	154	163	142	146	143	142	-1%	£7,075	£5,348	£5,343	£5,773	£4,511	£4,916	+9%
Wales	117	117	102	104	86	102	+19%	£3,380	£4,409	£3,520	£3,079	£3,121	£4,096	+31%
GB total	1,777	1,969	1,826	1,822	1,754	1,834	+5%	£59,845	£65,610	£62,039	£61,833	£61,943	£63,904	+3%

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

	Volume							Expenditure						
	2011	2012	2013	2014	2015	2016	% Change 2016/2015	2011	2012	2013	2014	2015	2016	% Change 2016/2015
England	1,307	1,467	1,370	1,345	1,298	1,557	+20%	£42,670	£48,459	£46,024	£45,101	£46,422	£53,534	+15%
Scotland	134	142	124	127	124	142	+15%	£6,152	£4,651	£4,647	£5,020	£3,922	£4,916	+25%
Wales	102	101	89	90	75	102	+36%	£2,939	£3,834	£3,061	£2,677	£2,715	£4,096	+51%
GB total	1,545	1,712	1,588	1,585	1,525	1,834	+20%	£52,040	£57,052	£53,947	£53,768	£53,863	£63,904	+19%

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
Quarter								
Jan – Mar	408	22%	352	23%	34	24%	17	17%
Apr – Jun	464	25%	396	25%	33	23%	29	28%
Jul – Sep	516	28%	432	28%	41	29%	31	30%
Oct – Dec	445	24%	377	24%	35	25%	26	25%
Total	1,834		1,557		142		102	

Table 5.4 TDV detailed visit profiles

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

	Volumes				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Visiting friends or family	436	380	32	19	£9,212	£7,830	£631	£619
'Special' shopping	133	114	10	7	£12,525	£10,782	£795	£857
Going out for a meal	202	169	17	13	£8,258	£6,921	£611	£490
Going on a night out	129	109	12	7	£4,764	£4,129	£434	£195
Going out for entertainment	107	94	7	5	£4,066	£3,521	£337	£141
Undertaking outdoor activities	140	116	13	10	£2,503	£1,776	£311	£206
Other leisure/hobbies	51	44	2	3	£1,272	£1,032	£98	£86
Taking part in sports	35	31	2	1	£920	£854	£42	£17
Watching live sporting events	75	63	6	4	£2,423	£2,052	£211	£142
Going to visitor attractions	99	86	6	4	£3,442	£3,037	£195	£133
Special public events	48	43	3	1	£1,879	£1,681	£95	£90
Special personal events	51	43	4	3	£1,610	£949	£248	£324
Day out to health/beauty spa	14	13	1	1	£466	£382	£39	£5
General day out	137	112	11	11	£4,204	£3,257	£297	£480
Other day out for leisure	55	45	6	3	£2,250	£1,919	£179	£133
Total	1,834	1,557	142	102	£63,904	£53,534	£4,916	£4,096

Table 5.5 TDV detailed visit profiles

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

	City/large town		Small town		Village/countryside		Seaside/coast	
Main activity	Millions	%	Millions	%	Millions	%	Millions	%
Visiting friends or family	165	22%	130	29%	103	25%	30	18%
‘Special’ shopping	84	11%	30	7%	10	2%	4	3%
Going out for a meal	84	11%	56	12%	45	11%	15	9%
Going on a night out	70	9%	33	7%	19	5%	6	3%
Going out for entertainment	73	10%	22	5%	6	1%	5	3%
Undertaking outdoor activities	27	4%	26	6%	62	15%	21	12%
Other leisure/hobbies	17	2%	14	3%	13	3%	5	3%
Taking part in sports	13	2%	12	3%	7	2%	2	1%
Watching live sporting events	41	5%	18	4%	11	3%	4	2%
Going to visitor attractions	34	5%	19	4%	31	7%	8	5%
Special public events	25	3%	10	2%	10	2%	2	1%
Special personal events	19	2%	14	3%	15	4%	3	2%
Day out to health/beauty spa	3	*	4	1%	6	1%	2	1%
General day out	39	5%	25	5%	39	9%	32	19%
Other day out for leisure	18	2%	12	3%	12	3%	12	7%
Total	760		452		416		170	

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	35	28	36	41	74	65	42
'Special' shopping	5	16	12	9	13	9	22	18	10
Going out for a meal	8	17	15	12	15	14	42	28	17
Going on a night out	6	16	11	7	8	8	32	12	8
Going out for entertainment	5	11	7	6	8	7	30	14	7
Outdoor activities	6	20	14	9	8	10	18	15	15
Other leisure/hobbies	2	6	3	4	3	3	10	9	4
Taking part in sports	1	2	3	4	4	3	7	4	3
Watching live sporting events	5	9	7	5	8	6	11	8	5
Going to visitor attractions	3	10	7	10	9	7	19	14	8
Special public events	2	5	3	3	4	4	11	6	5
Special personal events	2	5	6	4	6	3	8	7	3
Day out to health/ beauty spa	1	1	2	1	1	1	3	2	0
General day out	8	13	12	8	8	10	18	17	17
Other day out for leisure	2	6	4	2	4	6	8	6	6
Total	75	191	149	119	142	140	337	242	161

Table 5.7 TDV detailed visit profiles

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

Main activity	Welsh destination region					Scottish destination region			
	Mid Millions	North Millions	South East Millions	South West Millions	East Millions	West Millions	North Millions	South Millions	
Visiting friends or family	1	5	9	4	10	13	9	3	
'Special' shopping	0	1	4	1	4	3	2	0	
Going out for a meal	1	4	5	2	5	7	3	1	
Going on a night out	0	1	2	2	5	5	1	1	
Going out for entertainment	0	1	2	2	2	3	1	0	
Outdoor activities	2	4	3	2	4	4	3	1	
Other leisure/hobbies	0	1	1	0	1	1	0	0	
Taking part in sports	0	1	1	0	1	1	1	0	
Watching live sporting events	0	1	2	1	1	4	1	0	
Going to visitor attractions	0	1	2	1	2	2	2	1	
Special public events	0	0	0	0	1	1	1	0	
Special personal events	0	1	1	1	2	2	0	0	
Day out to health/beauty spa	0	0	0	0	0	1	0	-	
General day out	1	5	2	3	3	4	2	1	
Other day out for leisure	0	2	1	1	3	1	0	0	
Total	8	30	38	23	49	56	28	8	

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	42	38	2	1	27	7	6	2
Attended an indoor exhibition	21	17	2	1	11	4	3	1
Attended an outdoor fair/exhibition/show	32	27	2	2	11	8	10	3
Attended another arts/cultural festival	33	28	4	1	18	7	5	3
Attended a food/local produce event	23	18	1	3	10	4	7	2
Watched a live football match (not on TV)	55	46	5	3	32	12	7	3
Watched other live sport (not on TV)	48	38	6	4	22	14	8	3
Net: Attending events	253	213	22	15	130	56	47	17
Walking								
Centre based walking	106	88	9	6	54	23	12	17
Short walk/stroll – up to 2 miles	151	123	13	14	40	35	43	31
Long walk, hike or ramble	103	84	8	8	23	14	47	18
Net: Any walking	360	295	30	29	117	72	103	66

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.	27	25	2	1	12	8	4	2
Played golf	25	21	3	1	6	7	10	3
Running, jogging, orienteering	29	25	2	2	10	8	9	3
Swimming	32	28	2	1	10	9	6	6
Outdoor sports	30	26	1	2	10	8	9	3
Net: Active pursuits/sports	145	125	10	7	47	41	37	17
Visiting attractions and sightseeing								
Went on a guided tour	22	18	1	1	7	4	8	2
Sightseeing by car	48	37	5	5	9	9	17	13
Sightseeing on foot	132	107	13	9	40	23	41	26
Net: Sightseeing/ guided tours	202	162	19	16	55	36	66	41
Visited a cathedral, church, abbey or other religious building	31	26	2	2	13	7	8	2
Visited a castle/other historic site	47	35	6	4	17	10	13	6
Visited a historic house, stately home, palace	44	39	2	2	13	8	18	4
Visited a museum	55	46	4	3	32	9	9	3
Net: Visiting heritage	176	145	14	11	76	33	48	15

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	65	50	5	8	6	7	9	42
Visited a country park	61	53	4	3	15	12	29	5
Visited a garden	62	52	6	3	19	13	22	5
Visited a theme/ amusement park	29	26	0	2	7	7	5	9
Visited a wildlife attraction/nature reserve	48	41	2	4	7	8	24	7
Visited a zoo/safari park	28	22	3	2	8	6	10	2
Visited an art gallery	22	18	3	1	10	4	5	2
Visited another type of attraction	37	30	4	2	13	7	9	5
Viewed architecture	44	36	4	3	20	7	11	5
Net: Visiting attractions and sightseeing	396	327	32	27	105	70	125	82
Eating and drinking								
Went for a drink in a pub, club, etc.	184	155	13	12	84	48	33	17
Went for a meal in a restaurant/café, etc.	306	257	24	19	134	71	63	33
Went for a snack in a fast food outlet,	90	77	6	7	41	17	15	14
Net: Eating and drinking	579	489	44	37	260	137	111	64

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	211	185	15	10	71	67	56	15
Visited friends for leisure	145	125	11	8	54	41	37	12
Played with children	65	55	5	5	16	15	19	13
Net: Friends and family	422	364	31	22	141	123	112	40
Other activities								
Went to the cinema	83	72	6	5	53	21	6	2
Went to the theatre	35	32	1	2	19	9	4	3
Had a picnic or BBQ	47	40	3	3	9	7	18	12
Just relaxed	156	134	11	8	51	36	42	25
Spa treatments	18	15	1	1	5	5	6	1
Sunbathing	32	28	2	2	7	7	7	11
Watched wildlife, bird watching	63	51	7	5	8	11	30	12
Total	1,834	1,557	142	102	760	452	416	170

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)	148	125	13	9	£5,376	£4,517	£588	£271
Someone in party has mobility impairment (non-wheelchair user)	137	114	14	8	£5,507	£4,757	£367	£383
Someone in party is deaf/have partial hearing loss	101	86	8	5	£3,865	£3,032	£608	£225
Someone in party has mobility impairment (wheelchair user)	42	35	4	2	£1,960	£1,601	£121	£239
Someone in party has learning difficulties	28	24	3	1	£1,754	£1,693	£54	£7
Someone in party is blind/partially sighted	44	36	2	5	£1,987	£1,751	£202	£34
Net: Disability or impairment in party	369	308	34	22	£14,406	£12,201	£1,328	£878
No disabilities/impairments in party	1365	1172	99	75	£48,039	£41,362	£4,057	£2,619
Total	1,834	1,557	142	102	£63,904	£53,534	£4,916	£4,096

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)	5	17	12	10	13	15	18	20	15
Someone in party has mobility impairment (non-wheelchair user)	5	15	9	9	11	11	18	20	15
Someone in party is deaf/have partial hearing loss	4	15	7	10	8	5	14	14	11
Someone in party has mobility impairment (wheelchair user)	2	5	3	2	3	5	6	5	4
Someone in party has learning difficulties	1	4	1	3	2	1	6	3	2
Someone in party is blind/partially sighted	3	7	3	2	3	3	9	4	3
Net: Disability or impairment in party	15	41	27	27	31	31	49	47	39
No disabilities/impairments in party	56	141	113	87	100	104	273	185	114
Total	75	191	149	119	142	140	337	242	161

Table 5.11 TDV detailed visit profiles

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

	Welsh destination region					Scottish destination region		
	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)	1	2	3	3	3	4	5	0
Someone in party has mobility impairment (non-wheelchair user)	1	2	3	1	5	5	3	1
Someone in party is deaf/have partial hearing loss	1	2	2	1	3	2	2	0
Someone in party has mobility impairment (wheelchair user)	0	0	1	1	1	2	1	0
Someone in party has learning difficulties	0	0	0	0	1	1	1	-
Someone in party is blind/partially sighted	1	3	1	1	1	1	1	-
NET: Disability or impairment in party	3	7	6	6	10	12	8	2
No disabilities/impairments in party	5	22	27	15	35	41	16	6
Total	8	30	38	23	49	56	28	8

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%	36	8%	40	10%	17	10%
Someone in party has mobility impairment (non-wheelchair user)	50	7%	34	7%	32	8%	17	10%
Someone in party is deaf/have partial hearing loss	33	4%	26	6%	30	7%	11	6%
Someone in party has mobility impairment (wheelchair user)	20	3%	10	2%	9	2%	3	2%
Someone in party is blind/partially sighted	12	2%	7	2%	6	2%	2	1%
Someone in party has learning difficulties	13	2%	14	3%	10	2%	7	4%
Net: disability or impairment in party	136	18%	88	19%	94	23%	42	25%
No disabilities/impairments in party	588	77%	341	75%	297	72%	112	66%
Total	760		452		416		170	

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	704	604	52	39	£21,145	£18,564	£1,444	£953
4 hours to 4 hours 59	451	381	35	27	£14,188	£11,870	£995	£1,110
5 hours to 5 hours 59	240	200	19	15	£8,739	£7,031	£658	£857
6 hours or more	440	372	36	22	£19,832	£16,068	£1,820	£1,177
Total	1,834	1,557	142	102	£63,904	£53,534	£4,916	£4,096

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	287	38%	190	42%	164	39%	52	31%
4 hours to 4 hours 59	186	25%	116	26%	101	24%	41	24%
5 hours to 5 hours 59	104	14%	57	13%	50	12%	24	14%
6 hours or more	183	24%	90	20%	101	24%	53	31%
Total	760		452		416		170	

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	30	71	59	45	56	54	132	95	61
4 hours to 4 hours 59	21	41	36	31	38	34	83	56	40
5 hours to 5 hours 59	9	27	18	16	17	19	47	29	19
6 hours or more	15	52	36	27	31	33	75	62	41
Total	75	191	149	119	142	140	337	242	161

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

	Welsh destination region					Scottish destination region			
	Mid	North	South East	South West	East	West	North	South	
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	
3 hours to 3 hours 59	3	11	16	9	17	22	9	3	
4 hours to 4 hours 59	2	8	10	5	13	13	8	2	
5 hours to 5 hours 59	1	4	4	3	6	8	4	1	
6 hours or more	2	8	8	5	13	13	7	2	
Total	8	30	38	23	49	56	28	8	

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	142	64	100	55	50	62	24	20	36	28	14	11	7	45	13
4 hours to 4 hours 59	101	41	49	36	27	32	12	8	16	24	11	12	3	32	12
5 hours to 5 hours 59	53	15	20	16	12	20	6	3	8	16	8	8	2	23	10
6 hours or more	139	13	32	21	19	26	9	4	15	30	15	21	3	37	19
Total	436	133	202	129	107	140	51	35	75	99	48	51	14	137	55

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	760	664	60	27	£33,907	£29,215	£2,551	£1,543
Small town	452	385	36	25	£12,280	£10,366	£932	£917
Village/countryside	416	347	33	29	£10,611	£8,700	£835	£854
Seaside/coast	170	130	10	20	£5,197	£3,754	£464	£731
Total	1,834	1,557	142	102	£63,904	£53,534	£4,916	£4,096

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	779	680	61	28	£34,916	£29,938	£2,630	£1,588
Small town	486	412	39	27	£13,717	£11,506	£1,037	£1,013
Village/countryside	444	369	35	32	£11,947	£9,820	£896	£922
Seaside/coast	189	144	13	22	£6,486	£4,866	£565	£805
Total	1,834	1,557	142	102	£63,904	£53,534	£4,916	£4,096

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	307	269	20	14	£6,440	£5,430	£368	£612
Between 5 and 10 miles	343	305	20	15	£9,389	£8,479	£538	£310
11 to 20 miles	312	268	24	17	£8,729	£7,488	£627	£570
21 to 40 miles	261	214	27	17	£9,470	£7,867	£1,004	£517
41 to 60 miles	150	125	13	11	£5,742	£4,817	£428	£457
61 to 80 miles	85	72	7	5	£4,364	£3,745	£336	£151
81 to 100 miles	69	57	7	4	£3,654	£2,970	£414	£180
Over 100 miles	196	160	17	14	£12,891	£10,104	£1,103	£1,162
Total	1,834	1,557	142	102	£63,904	£53,534	£4,916	£4,096

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	11	36	25	18	20	21	83	37	19
Between 5 and 10 miles	15	39	26	19	31	21	82	48	26
11 to 20 miles	16	30	26	22	25	27	49	45	27
21 to 40 miles	10	28	19	18	24	26	30	37	24
41 to 60 miles	5	15	13	12	12	16	16	18	16
61 to 80 miles	2	7	8	9	6	6	9	14	9
81 to 100 miles	4	6	6	5	6	5	9	9	7
Over 100 miles	9	20	18	13	12	12	32	23	21
Don't know	3	11	8	4	6	6	27	12	11
Average distance travelled (miles)	46	42	48	47	40	41	37	43	53

Table 5.22 TDV detailed visit profiles

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

	Welsh destination region					Scottish Destination Region		
	Mid Millions	North Millions	South East Millions	South West Millions	East Millions	West Millions	North Millions	South Millions
Less than 5 miles	1	3	5	4	7	8	3	1
Between 5 and 10 miles	1	6	7	4	6	9	3	0
11 to 20 miles	1	3	7	4	7	10	5	1
21 to 40 miles	1	3	6	4	10	11	6	1
41 to 60 miles	1	3	5	2	4	5	2	1
61 to 80 miles	0	1	2	2	4	3	1	0
81 to 100 miles	1	1	1	1	2	2	1	0
Over 100 miles	1	6	4	2	7	5	6	2
Don't know	0	2	2	1	2	2	1	1
Average distance (miles)	53	67	42	42	54	43	63	69

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%	87	19%	60	14%	20	12%
Between 5 and 10 miles	146	19%	92	20%	75	18%	23	14%
11 to 20 miles	126	17%	82	18%	74	18%	23	14%
21 to 40 miles	104	14%	65	14%	64	15%	23	14%
41 to 60 miles	55	7%	35	8%	42	10%	16	10%
61 to 80 miles	33	4%	19	4%	21	5%	11	7%
81 to 100 miles	27	4%	14	3%	17	4%	9	5%
Over 100 miles	88	12%	34	8%	43	10%	26	15%
Don't know	47	6%	26	6%	18	4%	17	10%
Average distance (miles)	45		37		45		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	70	15	41	47	17	20	9	8	13	11	10	6	2	13	4
Between 5 and 10 miles	81	24	43	28	28	30	8	8	13	14	7	9	2	19	6
11 to 20 miles	70	27	36	20	24	27	10	5	13	14	8	8	4	22	7
21 to 40 miles	54	26	33	12	14	23	6	5	11	15	7	6	2	21	8
41 to 60 miles	33	13	13	5	6	13	5	2	6	12	3	4	1	17	7
61 to 80 miles	19	7	7	2	3	6	3	2	4	7	2	3	1	9	4
81 to 100 miles	19	4	4	1	4	4	2	2	2	6	2	2	0	7	5
Over 100 miles	65	11	13	7	5	8	5	1	10	12	6	9	1	19	10
Don't know	25	8	10	5	6	7	3	2	3	7	2	3	1	11	3
Average distance (miles)	53	41	32	24	29	34	42	30	49	54	48	61	38	57	69

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	1,187	996	94	77	£40,710	£33,621	£3,172	£3,190
Car – own/ friends/family	1,156	971	92	75	£38,987	£32,248	£3,025	£3,102
Car – hired	31	25	3	2	£1,724	£1,373	£146	£88
Net: Public transport	312	269	28	11	£13,291	£11,526	£1,178	£470
Train	187	164	14	7	£9,849	£8,643	£763	£333
A regular bus/coach	124	105	14	4	£3,443	£2,883	£415	£137
Organised coach tour	24	20	2	1	£890	£703	£59	£38
Taxi	52	45	5	1	£2,108	£1,731	£278	£65
Walked/on foot	132	115	8	8	£2,246	£1,998	£135	£78
Bicycle	22	20	1	1	£263	£252	£9	£2
Tube	51	49	1	1	£1,996	£1,751	£6	£218
Tram	10	9	0	-	£502	£494	£6	-
Motorised caravan/ campervan	4	2	1	1	£93	£44	£38	£11
Plane	7	4	1	0	£1,025	£685	£8	£2
Boat/ship/ferry	6	4	0	1	£159	£156	£2	£1
Lorry/truck/van	4	3	0	0	£66	£60	£4	£1
Other	25	21	2	1	£556	£512	£21	£20
Total	1,834	1,557	142	102	£63,904	£53,534	£4,916	£4,096

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	52	122	100	83	99	106	133	174	127
Car – own/friends/family	50	119	97	82	97	104	125	172	124
Car – hired	2	3	3	1	2	2	8	2	2
Net: Public transport	10	36	23	17	23	15	92	37	16
Train	6	21	14	7	10	6	65	25	11
A regular bus/coach	4	15	10	11	13	8	27	12	6
Organised coach tour	2	2	2	2	4	2	3	2	2
Taxi	3	7	7	3	4	4	8	6	4
Walked/on foot	4	12	11	8	7	9	41	15	8
Bicycle	1	3	1	2	1	1	5	3	2
Minibus	-	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-	-
Tube	1	1	1	0	0	0	44	1	1
Tram	0	5	1	0	1	0	1	0	-
Motorised caravan/campervan	0	0	0	0	0	0	0	1	0
Plane	0	0	0	1	0	0	2	0	0
Boat/ship/ferry	0	1	0	-	0	0	1	1	0
Lorry/truck/van	0	0	0	0	1	0	0	0	0
Other	1	2	2	2	1	1	8	2	1
Total	75	191	149	119	142	140	337	242	161

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	408	54%	322	71%	319	77%	113	67%
Car – own/ friends/family	398	52%	313	69%	310	75%	109	64%
Car – hired	10	1%	9	2%	8	2%	4	2%
Net: Public transport	185	24%	63	14%	34	8%	27	16%
Train	115	15%	36	8%	21	5%	14	9%
A regular bus/coach	70	9%	27	6%	13	3%	12	7%
Organised coach tour	8	1%	7	2%	5	1%	3	2%
Taxi	22	3%	14	3%	13	3%	3	2%
Walked/on foot	63	8%	31	7%	26	6%	10	6%
Bicycle	8	1%	4	1%	7	2%	2	1%
Tube	43	6%	2	*	2	1%	2	1%
Tram	5	1%	1	*	1	*	2	1%
Motorised caravan/ campervan	0	*	1	*	1	*	2	1%
Plane	3	*	1	*	2	*	0	*
Boat/ship/ferry	1	*	0	*	1	*	3	2%
Lorry/truck/van	1	*	1	*	1	*	1	1%
Other	12	2%	5	1%	5	1%	2	1%
Total	760		452		416		170	

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	29%	29%	30%	27%
Fuel	11%	11%	11%	15%
Bus fares, car parking	9%	10%	10%	8%
Rail, tube or tram tickets	9%	10%	9%	5%
Water transport	1%	1%	1%	1%
Air transport	1%	1%	1%	1%
Car/other vehicle hire	2%	2%	1%	2%
Net: Eating and drinking	50%	50%	51%	48%
Eating/drinking out in cafes, restaurants, etc.	42%	42%	42%	40%
Food bought in shops/ takeaways and consumed on trip	14%	14%	15%	13%
Net: Entrance charges	17%	16%	17%	17%
Entrance to visitor attractions	5%	5%	5%	6%
Tickets/entrance to events, shows or clubs	9%	9%	9%	8%
Tickets to watch sporting events	3%	3%	4%	2%
Entrance to sports/leisure centres	2%	2%	3%	2%
Shopping				
'Special' shopping (i.e. not routine)	13%	13%	12%	13%
Net: Other items	2%	2%	2%	3%
Package travel or package tours	1%	1%	1%	1%
Other travel services	*	*	*	1%
Hiring equipment	*	*	*	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	£94	North East England	£31
Day out to beauty/ health spa	£32	North West England	£36
Going out for entertainment	£38	Yorkshire and The Humber	£29
Special public event	£39	East Midlands	£38
Went out for a meal	£41	West Midlands	£30
Going on a night out	£37	East of England	£25
Watched live sporting events (not on TV)	£32	London	£43
Going to visitor attractions	£35	South East England	£36
Other day out for leisure	£41	South West England	£29
General day out	£31	Welsh regions (Regional Tourism Partnerships)	
Special personal events	£31	Mid	£38
Undertaking outdoor activities	£18	North	£41
Visiting friends or family for leisure	£21	South West	£47
Other leisure/hobbies	£25	South East	£32
Taking part in sports	£26		
Destination type visited		Scottish regions (see page 10 for details)	
City/large town	£46	North	£33
Seaside/ coast	£38	West	£33
Small town	£30	East	£39
Village/ countryside	£29	South	£31

Tourism Day Visits – 2011 to 2016 trends

Table 5.29 TDV 2011 to 2016 trends

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

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

	2011	2012	2013	2014	2015	2016	2015/2016
English Regions	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
North East England	49	86	85	72	64	75	+17%
North West England	199	196	184	184	183	191	+5%
Yorkshire and The Humber	160	162	154	152	138	149	+8%
East Midlands	107	128	118	109	112	119	+7%
West Midlands	125	147	153	137	131	142	+8%
East of England	155	145	151	150	136	140	+3%
London	314	362	301	315	322	337	+5%
South East England	231	282	252	261	248	242	-3%
South West England	162	181	177	168	156	161	+3%

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

	2011	2012	2013	2014	2015	2016	2015/2016
English Regions	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
North East England	43	75	74	63	56	75	+34%
North West England	173	170	160	160	159	191	+20%
Yorkshire and The Humber	139	141	134	132	120	149	+24%
East Midlands	93	111	103	95	97	119	+23%
West Midlands	109	128	133	119	114	142	+25%
East of England	135	126	131	130	118	140	+19%
London	273	315	262	274	280	337	+20%
South East England	201	245	219	227	216	242	+12%
South West England	141	157	154	146	136	161	+18%

Table 5.30 TDV 2011 to 2016 trends

Rewighted 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	2015/2016
English Regions	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
North East England	£2,507	£2,843	£3,251	£2,561	£2,361	£2,363	0%
North West England	£6,702	£6,203	£6,491	£6,176	£6,642	£6,958	+5%
Yorkshire and The Humber	£4,106	£4,372	£4,859	£4,769	£4,256	£4,370	+3%
East Midlands	£4,032	£3,826	£3,351	£2,974	£3,784	£4,486	+19%
West Midlands	£3,616	£4,500	£5,552	£4,442	£5,396	£4,207	-22%
East of England	£4,396	£4,399	£4,750	£4,500	£4,055	£3,532	-13%
London	£11,288	£14,780	£10,606	£12,342	£13,307	£14,376	+8%
South East England	£8,148	£8,679	£8,158	£8,707	£7,621	£8,602	+13%
South West England	£5,526	£6,127	£5,909	£5,395	£5,964	£4,639	-22%

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

	2011	2012	2013	2014	2015	2016	2015/2016
English Regions	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
North East England	£1,092	£2,472	£2,827	£2,227	£2,053	£2,363	+15%
North West England	£5,828	£5,394	£5,644	£5,370	£5,776	£6,958	+20%
Yorkshire and The Humber	£3,570	£3,802	£4,225	£4,147	£3,701	£4,370	+18%
East Midlands	£3,507	£3,327	£2,914	£2,586	£3,290	£4,486	+36%
West Midlands	£3,144	£3,913	£4,828	£3,863	£4,692	£4,207	-10%
East of England	£3,823	£3,825	£4,130	£3,913	£3,526	£3,532	0%
London	£9,816	£12,852	£9,223	£10,732	£11,571	£14,376	+24%
South East England	£7,085	£7,547	£7,094	£7,571	£6,627	£8,602	+30%
South West England	£4,805	£5,328	£5,138	£4,691	£5,186	£4,639	-11%

Table 5.31 TDV 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	361	426	385	381	348	408	+17%
Apr – Jun	466	501	478	474	470	464	-1%
Jul – Sep	509	572	522	519	515	516	0%
Oct – Dec	442	472	442	450	421	445	+6%
Total	1,777	1,969	1,826	1,823	1,754	1,834	+5%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	314	370	335	331	303	408	+35%
Apr – Jun	405	436	416	412	409	464	+13%
Jul – Sep	443	497	454	451	448	516	+15%
Oct – Dec	384	410	384	391	366	445	+22%
Total	1,545	1,712	1,588	1,585	1,525	1,834	+20%

Table 5.32 TDV 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	309	366	331	329	298	352	+18%
Apr – Jun	392	426	409	394	401	396	-1%
Jul – Sep	424	489	449	434	431	432	0%
Oct – Dec	377	406	386	390	362	377	+4%
Total	1,503	1,687	1,576	1,547	1,493	1,557	+4%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	269	318	288	286	259	352	+36%
Apr – Jun	341	370	356	343	349	396	+13%
Jul – Sep	369	425	390	377	375	432	+15%
Oct – Dec	328	353	336	339	315	377	+20%
Total	1,307	1,467	1,370	1,345	1,298	1,557	+20%

Table 5.33 TDV 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	30	37	32	31	28	34	+22%
Apr – Jun	41	43	39	36	37	33	-11%
Jul – Sep	46	46	37	47	47	41	-13%
Oct – Dec	36	39	33	33	32	35	+7%
Total	154	164	143	146	143	142	0%

Table 5.34 TDV 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	21	22	20	18	20	17	-11%
Apr – Jun	32	33	26	37	21	29	+38%
Jul – Sep	37	37	36	29	24	31	+26%
Oct – Dec	28	25	21	21	22	26	+18%
Total	117	116	102	104	86	102	+19%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	26	32	28	27	24	34	+42%
Apr – Jun	36	37	34	31	32	33	+3%
Jul – Sep	40	40	32	41	41	41	0%
Oct – Dec	31	34	29	29	28	35	+25%
Total	134	143	124	127	124	142	+15%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	18	19	17	16	17	17	0%
Apr – Jun	28	29	23	32	18	29	+61%
Jul – Sep	32	32	31	25	21	31	+48%
Oct – Dec	24	22	18	18	19	26	+37%
Total	102	101	89	90	75	102	+36%

Table 5.35 TDV 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£11,918	£13,270	£12,524	£13,003	£12,339	£13,904	+13%
Apr – Jun	£15,093	£15,448	£16,558	£14,631	£14,805	£14,411	-3%
Jul – Sep	£17,943	£19,217	£17,702	£18,217	£19,458	£18,144	-7%
Oct – Dec	£14,889	£17,675	£15,255	£15,981	£15,341	£17,445	+14%
Total	£59,845	£65,610	£62,039	£61,833	£61,943	£63,904	+3%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£10,363	£11,539	£10,890	£11,307	£10,730	£13,904	+30%
Apr – Jun	£13,124	£13,433	£14,398	£12,723	£12,874	£14,411	+12%
Jul – Sep	£15,603	£16,710	£15,393	£15,841	£16,920	£18,144	+7%
Oct – Dec	£12,947	£15,370	£13,265	£13,897	£13,340	£17,445	+31%
Total	£52,039	£57,052	£53,947	£53,768	£53,863	£63,904	+19%

Table 5.36 TDV 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£9,880	£11,470	£10,646	£11,418	£10,604	£11,693	+10%
Apr – Jun	£12,016	£12,576	£14,479	£12,274	£12,898	£12,453	-3%
Jul – Sep	£14,553	£16,376	£14,720	£14,657	£16,720	£14,786	-12%
Oct – Dec	£12,622	£15,307	£13,082	£13,518	£13,164	£14,602	+11%
Total	£49,071	£55,728	£52,928	£51,867	£53,385	£53,534	0%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£8,591	£9,974	£9,257	£9,929	£9,221	£11,693	+27%
Apr – Jun	£10,449	£10,936	£12,590	£10,673	£11,216	£12,453	+11%
Jul – Sep	£12,655	£14,240	£12,800	£12,745	£14,539	£14,786	+2%
Oct – Dec	£10,976	£13,310	£11,376	£11,755	£11,447	£14,602	+28%
Total	£42,670	£48,459	£46,024	£45,102	£46,422	£53,534	+15%

Table 5.37 TDV 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£1,348	£983	£1,162	£1,059	£1,009	£1,220	+21%
Apr – Jun	£2,042	£1,397	£1,284	£1,081	£1,050	£863	-18%
Jul – Sep	£2,367	£1,507	£1,585	£2,067	£1,248	£1,445	+16%
Oct – Dec	£1,319	£1,461	£1,313	£1,565	£1,204	£1,388	+15%
Total	£7,075	£5,348	£5,343	£5,773	£4,511	£4,916	+9%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£1,172	£855	£1,010	£921	£877	£1,220	+39%
Apr – Jun	£1,776	£1,215	£1,117	£940	£913	£863	-5%
Jul – Sep	£2,058	£1,310	£1,378	£1,797	£1,085	£1,445	+33%
Oct – Dec	£1,147	£1,270	£1,142	£1,361	£1,047	£1,388	+33%
Total	£6,152	£4,650	£4,646	£5,020	£3,923	£4,916	+25%

Table 5.38 TDV 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£690	£795	£706	£470	£661	£763	+15%
Apr – Jun	£814	£1,459	£667	£938	£545	£830	+52%
Jul – Sep	£982	£1,278	£1,343	£1,022	£1,109	£1,315	+19%
Oct – Dec	£894	£877	£804	£649	£806	£1,188	+47%
Total	£3,380	£4,409	£3,520	£3,079	£3,121	£4,096	+31%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£600	£691	£614	£409	£575	£763	+33%
Apr – Jun	£708	£1,269	£580	£816	£474	£830	+75%
Jul – Sep	£854	£1,111	£1,168	£889	£964	£1,315	+36%
Oct – Dec	£777	£763	£699	£564	£701	£1,188	+69%
Total	£2,939	£3,834	£3,061	£2,677	£2,714	£4,096	+51%

Table 5.39 TDV 2011 to 2016 trends

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

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

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	474	476	436	417	438	436	-1%
Going out for a meal	171	196	190	175	179	190	+12%
Going on a night out	170	173	163	151	129	163	0%
General day out	98	133	141	150	139	141	-2%
'Special' shopping	143	152	133	127	117	133	+13%
Undertaking outdoor activities	127	150	128	140	130	128	+8%
Going out for entertainment	102	117	117	112	106	117	+1%
Going to visitor attractions	89	93	98	89	87	98	+13%
Watching live sporting events	64	83	67	72	77	67	-2%
Other leisure /hobbies	59	59	54	60	55	54	-7%

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	412	414	379	363	381	436	+14%
Going out for a meal	149	170	165	152	156	190	+22%
Going on a night out	148	150	142	131	112	163	+46%
General day out	85	116	123	130	121	141	+17%
'Special' shopping	124	132	116	110	102	133	+30%
Undertaking outdoor activities	110	130	111	122	113	128	+13%
Going out for entertainment	89	102	102	97	92	117	+27%
Going to visitor attractions	77	81	85	77	76	98	+29%
Watching live sporting events	56	72	58	63	67	67	0%
Other leisure /hobbies	51	51	47	52	48	54	+13%

Table 5.40 TDV 2011 to 2016 trends

Rewighted : 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	409	415	381	360	376	380	+1%
Going out for a meal	143	168	166	151	154	169	+10%
Going on a night out	144	150	144	130	112	109	-3%
General day out	85	108	118	125	116	112	-4%
'Special' shopping	117	130	114	109	101	114	+13%
Undertaking outdoor activities	101	124	104	115	110	116	+5%
Going out for entertainment	87	99	102	97	93	94	+1%
Going to visitor attractions	76	78	85	76	75	86	+16%
Watching live sporting events	55	71	58	60	63	63	0%
Other leisure /hobbies	49	52	48	51	47	44	-6%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	356	361	331	313	327	380	+16%
Going out for a meal	124	146	144	131	134	169	+26%
Going on a night out	125	130	125	113	97	109	+12%
General day out	74	94	103	109	101	112	+11%
'Special' shopping	102	113	99	95	88	114	+30%
Undertaking outdoor activities	88	108	90	100	96	116	+21%
Going out for entertainment	76	86	89	84	81	94	+16%
Going to visitor attractions	66	68	74	66	65	86	+32%
Watching live sporting events	48	62	50	52	55	63	+15%
Other leisure /hobbies	43	45	42	44	41	44	+7%

Table 5.41 TDV 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	38	38	32	32	37	32	-14%
Going out for a meal	16	18	12	14	14	17	+20%
Going on a night out	13	14	12	10	8	12	+44%
General day out	8	10	12	12	10	11	+9%
'Special' shopping	14	14	10	10	9	10	+13%
Undertaking outdoor activities	13	14	12	13	10	13	+23%
Going out for entertainment	8	12	9	9	8	7	-14%
Going to visitor attractions	7	8	7	8	6	6	+13%
Watching live sporting events	5	8	6	7	8	6	-30%
Other leisure /hobbies	6	5	3	5	5	2	-47%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	33	33	28	28	32	32	0%
Going out for a meal	14	16	10	12	12	17	+42%
Going on a night out	11	12	10	9	7	12	+71%
General day out	7	9	10	10	9	11	+22%
'Special' shopping	12	12	9	9	8	10	+25%
Undertaking outdoor activities	11	12	10	11	9	13	+44%
Going out for entertainment	7	10	8	8	7	7	0%
Going to visitor attractions	6	7	6	7	5	6	+20%
Watching live sporting events	4	7	5	6	7	6	-14%
Other leisure /hobbies	5	4	3	4	4	2	-50%

Table 5.42 TDV 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	25	23	22	20	21	19	-8%
Going out for a meal	13	9	12	10	8	13	+64%
Going on a night out	14	9	8	8	6	7	+20%
General day out	5	15	9	10	10	11	+4%
'Special' shopping	12	8	8	6	6	7	+30%
Undertaking outdoor activities	12	10	12	10	7	10	+47%
Going out for entertainment	7	7	6	5	5	5	+12%
Going to visitor attractions	6	7	5	3	2	4	+90%
Watching live sporting events	3	3	3	3	3	4	+21%
Other leisure /hobbies	3	2	3	3	2	3	+20%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	22	20	19	17	18	19	+6%
Going out for a meal	11	8	10	9	7	13	+86%
Going on a night out	12	8	7	7	5	7	+40%
General day out	4	13	8	9	9	11	+22%
'Special' shopping	10	7	7	5	5	7	+40%
Undertaking outdoor activities	10	9	10	9	6	10	+67%
Going out for entertainment	6	6	5	4	4	5	+25%
Going to visitor attractions	5	6	4	3	2	4	+100%
Watching live sporting events	3	3	3	3	3	4	+33%
Other leisure /hobbies	3	2	3	3	2	3	+50%

Table 5.43 TDV 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£9,536	£10,528	£8,405	£9,383	£9,505	£9,212	-3%
Going out for a meal	£7,179	£7,901	£8,145	£7,593	£7,661	£8,258	+8%
Going on a night out	£5,606	£5,245	£5,728	£5,399	£5,249	£4,764	-9%
General day out	£3,393	£3,981	£3,826	£4,218	£4,047	£4,204	+4%
'Special' shopping	£10,555	£11,823	£10,489	£10,395	£10,026	£12,525	+25%
Undertaking outdoor activities	£3,252	£2,617	£2,553	£2,277	£3,010	£2,503	-17%
Going out for entertainment	£4,092	£4,039	£4,345	£4,413	£4,641	£4,066	-12%
Going to visitor attractions	£3,167	£3,663	£4,015	£3,389	£3,144	£3,442	+9%
Watching live sporting events	£2,529	£2,801	£2,496	£2,843	£2,953	£2,423	-18%
Other leisure /hobbies	£1,074	£1,174	£1,336	£1,049	£1,081	£1,272	+18%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£8,292	£9,155	£7,309	£8,159	£8,265	£9,212	+11%
Going out for a meal	£6,243	£6,870	£7,083	£6,603	£6,662	£8,258	+24%
Going on a night out	£4,875	£4,561	£4,981	£4,695	£4,564	£4,764	+4%
General day out	£2,950	£3,462	£3,327	£3,668	£3,519	£4,204	+19%
'Special' shopping	£9,178	£10,281	£9,121	£9,039	£8,718	£12,525	+44%
Undertaking outdoor activities	£2,828	£2,276	£2,220	£1,980	£2,617	£2,503	-4%
Going out for entertainment	£3,558	£3,512	£3,778	£3,837	£4,036	£4,066	+1%
Going to visitor attractions	£2,754	£3,185	£3,491	£2,947	£2,734	£3,442	+26%
Watching live sporting events	£2,199	£2,436	£2,170	£2,472	£2,568	£2,423	-6%
Other leisure /hobbies	£934	£1,021	£1,162	£912	£940	£1,272	+35%

Table 5.44 TDV 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£7,450	£8,985	£7,308	£7,818	£8,160	£7,830	0%
Going out for a meal	£5,981	£6,903	£7,238	£6,154	£6,652	£6,921	+12%
Going on a night out	£4,114	£4,432	£4,884	£4,658	£4,677	£4,129	-11%
General day out	£2,696	£3,313	£3,258	£3,366	£3,404	£3,257	-3%
'Special' shopping	£9,586	£10,012	£8,739	£9,021	£8,890	£10,782	+20%
Undertaking outdoor activities	£2,722	£1,975	£1,893	£1,900	£2,420	£1,776	-6%
Going out for entertainment	£3,503	£3,437	£3,685	£3,943	£4,099	£3,521	-11%
Going to visitor attractions	£2,766	£3,067	£3,600	£2,904	£2,747	£3,037	+5%
Watching live sporting events	£2,108	£2,502	£2,172	£2,210	£2,514	£2,052	-7%
Other leisure /hobbies	£897	£1,076	£1,171	£821	£955	£1,032	+26%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£6,478	£7,813	£6,355	£6,798	£7,096	£7,830	+10%
Going out for a meal	£5,201	£6,003	£6,294	£5,351	£5,784	£6,921	+20%
Going on a night out	£3,577	£3,854	£4,247	£4,050	£4,067	£4,129	+2%
General day out	£2,344	£2,881	£2,833	£2,927	£2,960	£3,257	+10%
'Special' shopping	£8,336	£8,706	£7,599	£7,844	£7,730	£10,782	+39%
Undertaking outdoor activities	£2,367	£1,717	£1,646	£1,652	£2,104	£1,776	-16%
Going out for entertainment	£3,046	£2,989	£3,204	£3,429	£3,564	£3,521	-1%
Going to visitor attractions	£2,405	£2,667	£3,130	£2,525	£2,389	£3,037	+27%
Watching live sporting events	£1,833	£2,176	£1,889	£1,922	£2,186	£2,052	-6%
Other leisure /hobbies	£780	£936	£1,018	£714	£830	£1,032	+24%

Table 5.45 TDV 2011 to 2016 trends

Reweighted : 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£1,428	£722	£545	£702	£739	£631	-15%
Going out for a meal	£720	£620	£496	£1,044	£480	£611	+27%
Going on a night out	£932	£528	£545	£422	£343	£434	+26%
General day out	£424	£256	£327	£455	£220	£297	+35%
'Special' shopping	£618	£1,188	£1,151	£874	£718	£795	+11%
Undertaking outdoor activities	£302	£265	£317	£201	£214	£311	+45%
Going out for entertainment	£438	£404	£408	£352	£370	£337	-9%
Going to visitor attractions	£274	£227	£289	£324	£191	£195	+2%
Watching live sporting events	£232	£200	£168	£368	£265	£211	-20%
Other leisure /hobbies	£110	£75	£81	£196	£97	£98	+2%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£1,242	£628	£474	£610	£643	£631	-2%
Going out for a meal	£626	£539	£431	£908	£417	£611	+47%
Going on a night out	£810	£459	£474	£367	£298	£434	+46%
General day out	£369	£223	£284	£396	£191	£297	+55%
'Special' shopping	£537	£1,033	£1,001	£760	£624	£795	+27%
Undertaking outdoor activities	£263	£230	£276	£175	£186	£311	+67%
Going out for entertainment	£381	£351	£355	£306	£322	£337	+5%
Going to visitor attractions	£238	£197	£251	£282	£166	£195	+17%
Watching live sporting events	£202	£174	£146	£320	£230	£211	-8%
Other leisure /hobbies	£96	£65	£70	£170	£84	£98	+17%

Table 5.46 TDV 2011 to 2016 trends

Reweighted : 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£624	£785	£460	£537	£484	£619	+28%
Going out for a meal	£477	£374	£391	£339	£416	£490	+18%
Going on a night out	£559	£267	£299	£239	£207	£195	-6%
General day out	£271	£412	£243	£243	£313	£480	+53%
'Special' shopping	£351	£623	£599	£472	£400	£857	+114%
Undertaking outdoor activities	£227	£362	£344	£153	£345	£206	-40%
Going out for entertainment	£151	£196	£252	£109	£171	£141	-18%
Going to visitor attractions	£102	£360	£84	£99	£74	£133	+81%
Watching live sporting events	£150	£95	£105	£113	£143	£142	0%
Other leisure /hobbies	£66	£23	£84	£32	£24	£86	+254%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£543	£683	£400	£467	£421	£619	+47%
Going out for a meal	£415	£325	£340	£295	£362	£490	+35%
Going on a night out	£486	£232	£260	£208	£180	£195	+8%
General day out	£236	£358	£211	£211	£272	£480	+76%
'Special' shopping	£305	£542	£521	£410	£348	£857	+146%
Undertaking outdoor activities	£197	£315	£299	£133	£300	£206	-31%
Going out for entertainment	£131	£170	£219	£95	£149	£141	-5%
Going to visitor attractions	£89	£313	£73	£86	£64	£133	+108%
Watching live sporting events	£130	£83	£91	£98	£124	£142	+15%
Other leisure /hobbies	£57	£20	£73	£28	£21	£86	+310%

Table 5.47 TDV 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	772	865	806	803	772	779	+1%
Small town	440	503	468	455	451	486	+8%
Village/ countryside	460	495	451	438	420	444	+6%
Seaside /coast	169	187	182	184	171	189	+11%
Total	1,777	1,969	1,826	1,823	1,754	1,834	+5%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	671	752	701	698	671	779	+13%
Small town	383	437	407	396	392	486	+15%
Village/ countryside	400	430	392	381	365	444	+14%
Seaside /coast	147	163	158	160	149	189	+14%
Total	1,545	1,712	1,588	1,585	1,525	1,834	+18%

Table 5.48 TDV 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	669	754	706	644	669	680	+2%
Small town	367	423	398	381	380	412	+8%
Village/ countryside	383	419	382	369	355	369	+4%
Seaside /coast	128	147	147	146	136	144	+6%
Total	1,503	1,687	1,576	1,547	1,493	1,557	+4%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	582	656	614	560	582	680	+17%
Small town	319	368	346	331	330	412	+25%
Village/ countryside	333	364	332	321	309	369	+19%
Seaside /coast	111	128	128	127	118	144	+22%
Total	1,307	1,467	1,370	1,345	1,298	1,557	+20%

Table 5.49 TDV 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	66	75	68	68	68	61	-10%
Small town	44	44	38	40	37	39	5%
Village/ countryside	39	40	36	33	31	35	13%
Seaside /coast	16	15	15	15	14	13	-7%
Total	154	164	143	146	143	142	-1%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	57	65	59	59	59	61	+3%
Small town	38	38	33	35	32	39	+22%
Village/ countryside	34	35	31	29	27	35	+30%
Seaside /coast	14	13	13	13	13	13	0%
Total	134	143	124	127	124	142	+15%

Table 5.50 TDV 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	37	33	29	36	24	28	+17%
Small town	29	35	31	29	24	27	+13%
Village/ countryside	37	37	32	31	29	32	+10%
Seaside /coast	24	24	18	17	16	22	+38%
Total	117	116	102	104	86	102	+19%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	32	29	25	31	21	28	+33%
Small town	25	30	27	25	21	27	+29%
Village/ countryside	32	32	28	27	25	32	+28%
Seaside /coast	21	21	16	15	14	22	+57%
Total	102	101	89	90	75	102	+36%

Table 5.51 TDV 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£30,892	£35,259	£32,768	£34,445	£35,444	£34,916	-1%
Small town	£15,194	£14,794	£13,791	£12,854	£12,601	£13,717	+9%
Village/ countryside	£13,634	£14,113	£12,805	£11,290	£11,347	£11,947	+5%
Seaside /coast	£8,730	£7,207	£6,309	£6,604	£6,508	£6,486	0%
Total	£61,892	£65,610	£62,039	£61,833	£61,942	£63,904	+3%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£26,863	£30,660	£28,494	£29,952	£30,821	£34,916	+13%
Small town	£13,212	£12,864	£11,992	£11,177	£10,957	£13,717	+25%
Village/ countryside	£11,856	£12,272	£11,135	£9,817	£9,867	£11,947	+21%
Seaside /coast	£7,591	£6,267	£5,486	£5,743	£5,659	£6,486	+15%
Total	£53,819	£57,052	£53,947	£53,768	£53,863	£63,904	+19%

Table 5.52 TDV 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£26,325	£30,489	£28,249	£29,226	£30,698	£29,938	-2%
Small town	£12,583	£12,479	£11,426	£10,319	£10,804	£11,506	+6%
Village/ countryside	£10,849	£11,571	£10,627	£9,162	£9,645	£9,820	+2%
Seaside /coast	£6,319	£5,760	£5,167	£5,107	£5,215	£4,866	-7%
Total	£51,116	£55,728	£52,928	£51,866	£53,385	£53,534	0%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£22,891	£26,512	£24,564	£25,414	£26,694	£29,938	+12%
Small town	£10,942	£10,851	£9,936	£8,973	£9,395	£11,506	+22%
Village/ countryside	£9,434	£10,062	£9,241	£7,967	£8,387	£9,820	+17%
Seaside /coast	£5,495	£5,009	£4,493	£4,441	£4,535	£4,866	+7%
Total	£44,449	£48,459	£46,024	£45,101	£46,422	£53,534	+15%

Table 5.53 TDV 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£3,167	£3,110	£3,278	£3,304	£2,592	£2,630	+1%
Small town	£1,838	£1,217	£1,190	£1,608	£1,051	£1,037	-1%
Village/ countryside	£1,754	£1,010	£1,078	£1,064	£779	£896	+15%
Seaside /coast	£1,526	£371	£473	£606	£365	£565	+55%
Total	£7,075	£5,349	£5,344	£5,773	£4,510	£4,916	+9%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£2,754	£2,704	£2,850	£2,873	£2,254	£2,630	+17%
Small town	£1,598	£1,058	£1,035	£1,398	£914	£1,037	+13%
Village/ countryside	£1,525	£878	£937	£925	£677	£896	+32%
Seaside /coast	£1,327	£323	£411	£527	£317	£565	+78%
Total	£6,152	£4,651	£4,647	£5,020	£3,922	£4,916	+25%

Table 5.54 TDV 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£1,364	£1,607	£1,198	£1,270	£1,546	£1,588	+3%
Small town	£756	£1,047	£1,093	£796	£657	£1,013	+54%
Village/ countryside	£1,029	£1,511	£995	£992	£753	£922	+22%
Seaside /coast	£622	£1,056	£628	£661	£834	£805	-3%
Total	£3,380	£4,409	£3,519	£3,079	£3,122	£4,096	+31%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£1,186	£1,397	£1,042	£1,104	£1,344	£1,588	+18%
Small town	£657	£910	£950	£692	£571	£1,013	+77%
Village/ countryside	£895	£1,314	£865	£863	£655	£922	+41%
Seaside /coast	£541	£918	£546	£575	£725	£805	+11%
Total	£2,939	£3,834	£3,060	£2,677	£2,715	£4,096	+51%

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 and Counties reports – 3 year averages using historical figures

England

Scotland

Wales



GBDVS 2016 English Ceremonial Counties



GBDVS 2016 English Local Authorities



GBDVS 2016 Scottish Local Authorities



GBDVS 2016 Wales Local Authorities



Please find the files mentioned above attached in the attachment area of Adobe Reader on the left hand side and symbolised with the following icon

Activities Core to Tourism Visits

- Detailed visit profiles



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	547	100%	£16,792	100%		
English Regions	Millions	% of total	Millions	% of total		% of total
North East England	25	5%	£659	5%		4%
North West England	62	13%	£1,588	11%		12%
Yorkshire and The Humber	46	10%	£900	7%		9%
East Midlands	37	8%	£1,365	10%		7%
West Midlands	39	8%	£1,252	9%		9%
East of England	40	9%	£776	6%		10%
London	95	21%	£4,018	29%		13%
South East England	66	14%	£1,910	14%		14%
South West England	54	12%	£1,343	10%		9%
England total	463	85%	£13,811	82%		87%
Scottish Regions	Millions	% of total	Millions	% of total		% of total
North Scotland	9	21%	£313	24%		2%
West Scotland	17	40%	£466	36%		4%
East Scotland	13	31%	£476	37%		3%
South Scotland	2	5%	£63	5%		1%
Scotland total	42	8%	£1,299	8%		9%
Welsh Regions	Millions	% of total	Millions	% of total		% of total
North Wales	11	33%	£463	41%		1%
Mid Wales	3	9%	£49	4%		*
South West Wales	8	24%	£303	27%		1%
South East Wales	11	33%	£361	32%		2%
Wales total	33	6%	£1,126	7%		5%

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
Quarter								
Jan – Mar	121	22%	103	85%	11	9%	5	4%
Apr – Jun	147	27%	124	84%	10	6%	11	8%
Jul – Sep	168	31%	141	84%	13	8%	11	6%
Oct – Dec	111	20%	94	85%	8	7%	6	6%
Total	547		463		42		33	

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
Quarter								
Jan – Mar	£3,883	23%	£3,199	82%	£353	9%	£142	4%
Apr – Jun	£4,059	24%	£3,494	86%	£224	6%	£282	7%
Jul – Sep	£5,605	33%	£4,379	78%	£461	8%	£535	10%
Oct – Dec	£3,245	19%	£2,740	84%	£261	8%	£168	5%
Total	£16,792		£13,811		£1,299		£1,126	

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	52	46	3	2	£2,563	£2,202	£204	£91
Undertaking outdoor activities	139	115	13	10	£2,431	£1,719	£311	£190
Watching live sporting events	75	63	6	4	£2,380	£2,010	£211	£142
Going to visitor attractions	98	86	6	4	£3,416	£3,011	£195	£133
Special public events	47	42	3	1	£1,871	£1,673	£95	£90
General day out	136	111	11	11	£4,131	£3,197	£284	£480
Total	547	463	42	33	£16,792	£13,811	£1,299	£1,126

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	18%	9	8%	4	3%	4	5%
Undertaking outdoor activities	26	13%	26	24%	62	40%	21	29%
Watching live sporting events	41	20%	18	17%	11	7%	4	5%
Going to visitor attractions	34	17%	19	18%	31	20%	8	12%
Special public events	25	12%	10	9%	9	6%	2	3%
General day out	39	19%	24	23%	38	25%	32	46%
Total	200		106		156		71	

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	30	2	1	27	20	4	4	2
Attended an indoor exhibition	13	1	0	11	7	2	1	1
Attended an outdoor fair/exhibition/show	17	1	1	15	6	4	6	2
Attended an arts/ cultural festival / arts show	19	2	1	16	11	4	3	1
Attended a food/local produce event	13	1	2	10	5	3	3	1
Watched a live football match (not on TV)	40	3	2	35	25	8	4	3
Watched other live sport (not on TV)	31	2	2	26	13	9	6	2
Walking								
Centre based walking	52	5	2	44	24	11	7	9
Short walk/stroll – up to 2 miles	76	6	7	62	16	17	23	19
Long walk, hike or ramble	71	6	6	58	11	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.	4	0	0	4	1	1	1	1	
Played golf	14	2	1	11	2	3	7	2	
Running, jogging, orienteering	11	1	1	9	2	2	5	1	
Swimming	9	1	1	8	2	3	1	3	
Outdoor sports	14	1	2	11	5	3	5	1	
Visiting attractions and sightseeing									
Went on a guided tour	14	1	1	12	4	3	5	1	
Sightseeing by car	26	4	2	19	3	4	11	8	
Sightseeing on foot	82	7	5	68	21	15	27	17	
Visiting heritage									
Visited a cathedral, church, abbey or other religious building	18	1	0	15	7	4	5	1	
Visited a castle/other historic site	30	4	3	21	11	6	9	4	
Visited a historic house, stately home, palace	30	1	2	27	8	5	13	3	
Visited a museum	33	2	2	28	20	5	5	1	

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	40	4	5	30	2	4	5	28
Visited a country park	41	2	2	36	7	7	22	3
Visited a garden	39	4	2	32	10	6	16	4
Visited a theme/ amusement park	19	0	2	16	4	4	3	6
Visited a wildlife attraction/nature reserve	27	1	2	23	3	3	16	4
Visited a zoo/safari park	18	1	2	15	5	4	6	2
Visited an art gallery	12	2	0	9	5	2	3	2
Visited another type of attraction	20	2	1	18	8	3	5	3
Viewed architecture	26	4	1	20	11	4	7	3
Eating and drinking								
Went for a drink in a pub, club, etc.	26	2	1	22	9	6	5	6
Went for a meal in a restaurant/café, etc.	49	4	3	41	16	8	13	11
Went for a snack in a fast food outlet,	31	2	2	27	11	6	7	7

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	10	1	0	9	2	2	4	1
Visited friends for leisure	16	1	1	14	5	5	5	2
Played with children	30	2	2	25	6	5	10	8
Other activities								
Went to the theatre	22	1	1	20	14	5	2	1
Had a picnic or BBQ	25	2	2	21	4	4	11	6
Just relaxed	68	5	3	59	18	15	20	14
Spa treatments	2	0	-	1	0	1	0	-
Sunbathing	17	1	1	14	2	4	3	7
Watched wildlife, bird watching	41	5	3	33	4	6	21	10
Total	547	463	42	33	200	106	156	71

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)	42	35	4	3	£1,311	£1,054	£120	£79
Someone in party has mobility impairment (non-wheelchair user)	41	35	4	2	£1,212	£1,056	£77	£65
Someone in party is deaf/have partial hearing loss	34	29	2	2	£818	£632	£85	£67
Someone in party has mobility impairment (wheelchair user)	12	11	1	1	£467	£396	£22	£47
Someone in party has learning difficulties	9	8	1	0	£420	£381	£27	£13
Someone in party is blind/partially sighted	15	13	1	2	£676	£412	£7	£252
Net: Disability or impairment in party	112	94	10	7	£3,643	£2,794	£304	£443
No disabilities/impairments in party	413	352	30	25	£12,743	£10,663	£951	£676
Total	547	463	42	33	£16,792	£13,811	£1,299	£1,126

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

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	203	174	16	11	£4,611	£3,967	£397	£191
4 hours to 4 hours 59	127	107	10	7	£3,389	£2,712	£275	£261
5 hours to 5 hours 59	81	66	7	6	£2,420	£1,731	£206	£365
6 hours or more	137	116	9	9	£6,372	£5,401	£422	£309
Total	547	463	42	33	£16,792	£13,811	£1,299	£1,126

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	73	36%	46	43%	59	38%	22	32%
4 hours to 4 hours 59	44	22%	25	24%	38	24%	18	26%
5 hours to 5 hours 59	31	16%	16	15%	21	14%	10	14%
6 hours or more	52	26%	19	18%	38	25%	21	29%
Total	200		106		156		71	

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	19	62	36	28	13	44
4 hours to 4 hours 59	12	32	16	24	11	32
5 hours to 5 hours 59	7	19	8	16	8	23
6 hours or more	14	26	15	30	15	37
Total	52	139	75	98	47	136

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	200	175	15	8	£7,971	£6,454	£669	£567
Small town	106	91	7	5	£2,922	£2,655	£106	£128
Village/ countryside	156	130	13	10	£3,152	£2,571	£334	£172
Seaside /coast	71	56	5	8	£1,970	£1,562	£116	£236
Total	547	463	42	33	£16,792	£13,811	£1,299	£1,126

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	205	178	15	9	£ 8,282	£ 6,664	£ 731	£ 606
Small town	119	101	9	6	£ 3,406	£ 2,973	£ 181	£ 179
Village/ countryside	167	138	14	12	£ 3,750	£ 3,085	£ 346	£ 204
Seaside /coast	79	61	7	8	£ 2,554	£ 2,040	£ 189	£ 268
Total	547	463	42	33	£ 6,792	£ 13,811	£ 1,299	£ 1,126

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	74	65	5	3	£1,159	£1,014	£71	£61
Between 5 and 10 miles	94	82	6	5	£1,967	£1,768	£93	£100
11 to 20 miles	94	81	7	5	£2,163	£1,783	£225	£141
21 to 40 miles	84	70	8	5	£2,238	£1,870	£216	£119
41 to 60 miles	55	47	4	3	£1,778	£1,510	£134	£128
61 to 80 miles	30	26	2	2	£1,248	£1,060	£95	£77
81 to 100 miles	23	18	3	2	£1,124	£917	£66	£64
Over 100 miles	59	46	5	5	£4,042	£3,011	£356	£397
Total	547	463	42	33	£16,792	£13,811	£1,299	£1,126

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	33	16%	17	16%	14	9%	8	12%
Between 5 and 10 miles	35	17%	19	18%	28	18%	10	14%
11 to 20 miles	32	16%	18	17%	30	20%	11	15%
21 to 40 miles	25	13%	17	16%	31	20%	8	12%
41 to 60 miles	17	8%	12	11%	18	11%	8	11%
61 to 80 miles	9	5%	5	5%	9	6%	6	9%
81 to 100 miles	8	4%	4	4%	6	4%	4	6%
Over 100 miles	27	13%	7	6%	14	9%	8	12%
Don't know	15	8%	6	6%	5	3%	7	10%
Average distance (miles)	51		37		44		54	

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	71	200	132	112	104	124
Between 5 and 10 miles	115	298	129	135	65	194
11 to 20 miles	107	271	128	142	78	214
21 to 40 miles	61	235	108	151	71	211
41 to 60 miles	35	133	60	124	29	168
61 to 80 miles	21	59	41	72	22	87
81 to 100 miles	29	42	22	56	14	64
Over 100 miles	41	79	100	117	62	188
Don't know	41	75	27	73	25	109
Average distance (miles)	39	34	49	54	48	57

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	344	287	27	25	£9,894	£7,972	£804	£910
Car – own/ friends/family	336	281	27	24	£9,570	£7,704	£788	£872
Car – hired	8	6	1	0	£325	£267	£16	£37
Net: Public transport	87	76	7	3	£3,541	£2,966	£334	£145
Train	55	48	4	2	£2,783	£2,345	£259	£85
A regular bus/coach	33	28	3	1	£758	£621	£74	£61
Organised coach tour	11	10	1	1	£299	£244	£30	£24
Taxi	9	8	1	0	£441	£393	£40	£8
Walked/on foot	48	41	3	3	£674	£597	£39	£31
Bicycle	12	11	1	0	£142	£134	£6	£2
Tube	17	17	0	-	£692	£682	£5	-
Tram	3	3	0	-	£189	£186	£3	-
Motorised caravan/ campervan	2	1	0	0	£33	£18	£15	-
Plane	3	1	0	0	£738	£491	£8	£2
Boat/ship/ferry	1	1	-	0	£35	£34	-	£1
Lorry/truck/van	2	1	0	-	£48	£45	£3	-
Other	7	5	1	0	£67	£50	£12	£4
Total	547	463	42	33	£16,792	£13,811	£1,299	£1,126

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	94	47%	73	37%	117	58%	49	24%
Car – own/ friends/family	93	46%	71	35%	114	57%	48	24%
Car – hired	2	1%	3	1%	3	1%	1	1%
Net: Public transport	51	26%	13	6%	12	6%	10	5%
Train	35	17%	8	4%	6	3%	5	3%
A regular bus/coach	17	8%	5	2%	6	3%	5	2%
Organised coach tour	4	2%	3	1%	3	2%	1	1%
Taxi	3	1%	2	1%	2	1%	1	0%
Walked/on foot	21	11%	9	5%	11	6%	6	3%
Bicycle	4	2%	3	1%	4	2%	1	1%
Tube	16	8%	1	0%	1	0%	0	0%
Tram	2	1%	0	0%	-	-	1	1%
Motorised caravan/ campervan	0	0%	0	0%	0	0%	0	0%
Plane	2	1%	0	0%	1	0%	0	0%
Boat/ship/ferry	0	0%	0	0%	0	0%	1	0%
Lorry/truck/van	0	0%	0	0%	0	0%	0	0%
Total	200		106		156		71	

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	30%	30%	27%	27%
Fuel	12%	12%	10%	16%
Bus fares, car parking	9%	10%	8%	8%
Rail, tube or tram tickets	10%	11%	8%	6%
Water transport	1%	1%	2%	*
Air transport	1%	1%	1%	1%
Car/other vehicle hire	2%	2%	1%	2%
Net: Eating and drinking	53%	54%	52%	52%
Eating/drinking out in cafes, restaurants, etc.	43%	43%	39%	40%
Food bought in shops/ takeaways and consumed on trip	18%	18%	18%	19%
Net: Entrance charges	26%	26%	26%	27%
Entrance to visitor attractions	10%	10%	11%	14%
Tickets/entrance to events, shows or clubs	12%	12%	13%	10%
Tickets to watch sporting events	5%	5%	5%	5%
Entrance to sports/leisure centres	2%	3%	2%	3%
Shopping	18%	18%	18%	19%
'Special' shopping (i.e. not routine)	10%	10%	9%	7%
Net: Other items	3%	2%	3%	7%
Package travel or package tours	1%	1%	*	2%
Other travel services	1%	1%	1%	4%
Hiring equipment	1%	*	1%	4%

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	£49	North East England	£27
Special public event	£40	North West England	£26
Watched live sporting events (not on TV)	£32	Yorkshire and The Humber	£20
Going to visitor attractions	£35	East Midlands	£37
General day out	£30	West Midlands	£32
Undertaking outdoor activities	£17	East of England	£20
		London	£42
Destination type visited		South East England	£29
City/ large town	£40	South West England	£25
Small town	£28	Welsh regions (Regional Tourism Partnerships)	
Village/ countryside	£28	Mid	£15
Seaside/ coast	£20	North	£42
		South West	£34
		South East	£39
		Scottish regions (see page 10 for details)	
		North	£35
		West	£28
		East	£35
		South	£29

3 hour + Visits

- Detailed visit profiles
- 2011 to 2016 trends
- Sub-national results



3 hour + 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	3,077	100%	£91,776	100%	
English Regions	Millions	% of total	Millions	% of total	% of total
North East England	137	11%	£3,716	5%	4%
North West England	340	26%	£9,648	13%	12%
Yorkshire and The Humber	262	20%	£6,834	9%	9%
East Midlands	211	16%	£6,478	8%	7%
West Midlands	255	20%	£6,788	9%	9%
East of England	250	19%	£5,328	7%	10%
London	452	35%	£18,908	25%	13%
South East England	416	32%	£11,730	15%	14%
South West England	275	21%	£7,572	10%	9%
England total	2,598	84%	£77,002	84%	86%
Scottish Regions	Millions	% of total	Millions	% of total	% of total
North Scotland	43	16%	£1,312	16%	2%
West Scotland	114	42%	£3,235	40%	4%
East Scotland	100	37%	£2,892	36%	3%
South Scotland	12	4%	£277	3%	1%
Scotland total	272	9%	£8,009	9%	9%
Welsh Regions	Millions	% of total	Millions	% of total	% of total
North Wales	42	25%	£1,422	27%	1%
Mid Wales	11	7%	£408	8%	*
South West Wales	38	23%	£984	19%	1%
South East Wales	69	41%	£2,473	47%	2%
Wales total	167	5%	£5,245	6%	5%

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	% Change 2016/2015	2011	2012	2013	2014	2015	2016	% Change 2016/2015
	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	+6%	£69,971	£74,099	£70,994	£69,782	£71,634	£77,002	+7%
Scotland	315	301	272	276	272	272	0%	£10,125	£8,630	£8,161	£8,657	£7,477	£8,009	+7%
Wales	197	189	166	172	150	167	+12%	£4,782	£5,913	£4,743	£4,284	£4,258	£5,245	+23%
GB total	3,089	3,228	2,957	2,997	2,913	3,077	+6%	£85,201	£88,773	£84,171	£83,904	£84,367	£91,776	+9%

Historical change over time in headline volume and expenditure of visits

	Volume							Expenditure						
	2011	2012	2013	2014	2015	2016	% Change 2016/2015	2011	2012	2013	2014	2015	2016	% Change 2016/2015
	Millions	Millions	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	Millions	Millions	
England	2,237	2,378	2,185	2,191	2,132	2,598	+22%	£60,844	£64,434	£61,734	£60,680	£62,290	£77,002	+24%
Scotland	274	262	237	240	237	272	+15%	£8,804	£7,504	£7,097	£7,528	£6,502	£8,009	+23%
Wales	171	164	144	150	130	167	+29%	£4,158	£5,142	£4,124	£3,725	£3,703	£5,245	+42%
GB total	2,686	2,807	2,571	2,606	2,533	3,077	+21%	£74,088	£77,194	£73,192	£72,960	£73,363	£91,776	+25%

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	718	23%	609	23%	68	25%	34	20%
Apr – Jun	792	26%	670	26%	69	25%	44	26%
Jul – Sep	815	26%	681	26%	73	27%	46	28%
Oct – Dec	753	24%	638	25%	62	23%	44	26%
Total	3,077		2,598		272		167	

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	825	709	69	40	£13,969	£12,076	£1,020	£732
Special' shopping	194	164	18	10	£16,902	£14,226	£1,483	£1,102
Going out for a meal	324	273	28	19	£12,781	£10,866	£940	£687
Going on a night out	310	259	31	18	£9,078	£7,566	£991	£472
Going out for entertainment	183	156	17	9	£6,728	£5,875	£577	£207
Undertaking outdoor activities	259	212	26	18	£3,253	£2,413	£384	£242
Other leisure/hobbies	110	95	7	6	£1,922	£1,641	£121	£104
Taking part in sports	86	74	9	3	£1,584	£1,444	£108	£25
Watching live sporting events	102	86	8	5	£3,170	£2,517	£471	£164
Going to visitor attractions	110	95	9	5	£3,796	£3,197	£369	£135
Special public events	53	48	3	2	£2,292	£2,074	£95	£110
Special personal events	67	56	6	4	£2,053	£1,320	£297	£345
Day out to health/beauty spa	20	17	2	1	£852	£740	£56	£16
General day out	174	142	16	13	£5,151	£4,093	£362	£519
Other day out for leisure	68	56	7	4	£2,548	£2,201	£186	£142
Total	3,077	2,598	272	167	£91,776	£78,598	£7,982	£5,197

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	322	24%	266	32%	176	28%	48	20%
Special' shopping	124	9%	47	6%	13	2%	6	2%
Going out for a meal	145	11%	96	12%	59	9%	20	9%
Going on a night out	161	12%	87	11%	45	7%	15	6%
Going out for entertainment	127	10%	38	5%	9	1%	7	3%
Undertaking outdoor activities	57	4%	57	7%	105	17%	30	13%
Other leisure/hobbies	40	3%	33	4%	26	4%	8	3%
Taking part in sports	38	3%	27	3%	15	2%	4	2%
Watching live sporting events	60	5%	22	3%	13	2%	5	2%
Going to visitor attractions	40	3%	21	3%	34	5%	9	4%
Special public events	29	2%	11	1%	10	2%	2	1%
Special personal events	24	2%	21	2%	18	3%	4	2%
Day out to health/beauty spa	6	*	5	1%	7	1%	2	1%
General day out	54	4%	34	4%	48	8%	35	15%
Other day out for leisure	24	2%	15	2%	14	2%	12	5%
Total	1,330		828		625		235	

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	31	87	70	59	74	80	107	124	78
Special' shopping	8	21	18	14	19	13	32	24	15
Going out for a meal	14	30	28	19	25	25	54	49	29
Going on a night out	22	38	28	17	28	23	44	35	23
Going out for entertainment	8	19	15	13	16	11	37	22	15
Outdoor activities	12	36	23	21	16	21	26	33	26
Other leisure/hobbies	4	15	8	8	8	8	16	18	10
Taking part in sports	4	10	6	7	7	7	14	12	6
Watching live sporting events	6	14	11	6	10	7	15	10	6
Going to visitor attractions	3	11	8	10	10	8	22	15	9
Special public events	2	6	3	4	4	4	13	6	6
Special personal events	3	7	8	6	8	4	10	8	4
Day out to health/beauty spa	1	2	2	2	1	1	4	3	1
General day out	10	16	15	10	12	14	21	22	22
Other day out for leisure	2	8	6	3	5	8	8	8	7
Total	137	340	262	211	255	250	452	416	275

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

Main activity	Welsh destination region					Scottish destination region			
	Mid Millions	North Millions	South East Millions	South West Millions	East Millions	West Millions	North Millions	South Millions	
Visiting friends or family	2	8	19	9	25	31	12	5	
Special' shopping	0	1	6	2	6	8	3	1	
Going out for a meal	1	5	7	4	9	12	4	1	
Going on a night out	0	2	9	5	13	14	3	1	
Going out for entertainment	0	2	4	2	6	7	3	0	
Outdoor activities	3	6	6	4	10	10	5	1	
Other leisure/ hobbies	1	1	2	1	3	3	1	1	
Taking part in sports	0	1	2	1	4	2	2	0	
Watching live sporting events	0	1	3	2	2	5	1	0	
Going to visitor attractions	0	2	2	1	3	2	2	1	
Special public events	0	0	1	0	1	1	1	0	
Special personal events	0	1	2	1	2	3	0	0	
Day out to health/ beauty spa	0	0	0	0	0	1	0		
General day out	1	5	3	4	5	7	3	1	
Other day out for leisure	0	2	1	1	3	2	0	0	
Total	11	42	69	38	100	114	43	12	

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
Attending events								
Went for a meal in a restaurant, café, hotel, pub, etc.	445	375	37	27	207	112	82	38
Visited family for leisure	417	361	33	21	151	137	96	26
Went for a drink in a pub, club, hotel, etc	377	316	33	23	183	108	57	27
Visited friends for leisure	243	206	21	12	89	60	58	32
Just relaxed	226	185	20	19	72	53	60	38
Short walk/stroll – up to 2 miles/1 hour	161	129	17	11	53	28	48	29
Long walk, hike or ramble (minimum of 2 miles/1 hour)	162	132	16	12	45	23	69	23
Sightseeing on foot	131	111	11	9	62	29	21	16
Went to the cinema	153	130	13	9	101	36	10	5
Centre based walking (i.e. around a city/town centre)	147	121	14	9	78	33	15	20
Went for a snack in a fast food outlet, takeaway, etc.	89	67	9	10	14	11	12	50
Played with children	102	84	9	8	29	24	30	18
Watched wildlife, bird watching	84	68	10	4	30	17	27	6
Visited a country park	63	56	4	2	40	12	7	3
Total	3077	2598	272	167	1330	828	625	235

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
Attending events								
Visited a beach	67	56	6	5	17	10	25	14
Visited a garden	69	56	6	5	32	16	10	10
Watched a live football match (not on TV)	82	67	9	4	51	16	9	5
Visited a museum	68	55	8	5	37	16	10	4
Went to the gym, aerobics class, yoga, etc.	90	78	7	4	27	17	39	6
Special shopping for items you do not regularly buy	73	60	8	4	45	11	11	4
Watched other live sport (not on TV)	61	47	7	6	16	10	21	14
Had a picnic or BBQ	48	40	5	2	27	10	7	4
Visited a wildlife attraction/nature reserve	94	76	11	7	18	17	42	15
Played golf	54	48	2	3	33	12	5	4
Visited a castle/other historic site	63	47	8	6	26	13	15	8
Attended a live music concert/music festival	58	50	4	3	21	10	21	5
Sightseeing by car	58	47	6	3	29	9	13	6
Did outdoor sports – football, rugby, hockey, cricket, athletics, etc.	46	39	4	3	18	12	12	3
Total	3077	2598	272	167	1330	828	625	235

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 Millions	England Millions	Scotland Millions	Wales Millions	City/ large town Millions	Small town Millions	Village/ countryside Millions	Seaside/coast Millions
Attending events								
Swimming (indoors or outdoors)	60	51	4	3	24	17	9	9
Viewed architecture (traditional or modern)	48	41	3	3	21	11	11	4
Visited a historic house, stately home, palace	65	52	10	3	16	18	24	5
Running, jogging, orienteering	265	224	25	13	108	82	55	16
Went to the theatre	40	31	5	3	16	8	11	3
Sunbathing	39	33	1	3	12	9	7	9
Visited another type of attraction	50	43	4	3	18	11	8	13
Cycled – on a road/surfaced path	41	33	4	3	18	10	9	3
Attended an arts/cultural festival/cultural event/arts show	35	28	2	4	16	7	9	2
Outdoor fair/exhibition/show (e.g. gardening or agricultural show)	61	51	5	4	24	15	16	5
Visited a cathedral, church, abbey or other religious building	70	61	6	2	37	19	8	4
Informal sport (e.g. cricket, rounders, football, skateboarding)	54	45	4	3	22	15	12	5
Visited a zoo/safari park/aquarium	30	25	2	2	13	8	7	2
Visited a theme/amusement park	35	29	4	2	19	5	7	3
Visited a location associated with a TV series, film or literature	32	25	3	2	13	6	9	3
Total	3077	2598	272	167	1330	828	625	235

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
Attending events								
Did indoor sport - 5-a-side football, badminton, basketball, ice hockey, etc.	31	26	3	2	18	5	5	2
Mountain biking	33	26	3	2	10	8	9	5
Visited an art gallery	40	35	2	1	19	8	9	2
Attended a food/local produce event (e.g. food festival, farmers market)	18	14	1	1	9	4	3	1
Fishing – sea angling, coarse fishing, game fishing	24	19	3	2	11	4	4	4
Went on a guided tour on foot, bus or other transport	25	21	2	2	8	6	6	4
Indoor exhibition (e.g. Ideal Home, motor show, holiday exhibition)	35	29	3	2	15	10	6	2
Adventure sports (e.g. skiing, snowboarding, rafting, canyoning)	30	25	3	1	12	7	9	2
Horse riding, pony trekking	29	24	2	2	13	9	4	2
Spa/beauty/health treatments	30	23	4	2	13	6	9	2
Attended an evening class	35	29	3	2	17	7	8	2
Visited a scenic/historic railway	28	22	3	3	10	7	6	4
Boating/sailing/watersports - on or by the sea (e.g. canoeing, surfing, jet ski)	36	30	3	2	18	9	5	3
Boating/sailing/watersports - inland (e.g. canoeing, motor boat, canal boating)	66	56	4	5	14	11	31	9
Attended a special event of a personal nature (e.g. wedding, graduation, christening)	48	41	4	2	18	11	11	6
Total	3077	2598	272	167	1330	828	625	235

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	Scotland	Wales	England
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has mobility impairment (wheelchair user) (NET)	86	75	6	4	£4,494	£4,034	£197	£193
Someone in party has mobility impairment (non-wheelchair user) NET	235	198	23	13	£8,092	£6,877	£593	£510
Someone in party is blind/partially sighted (NET)	84	72	5	7	£3,734	£2,959	£247	£512
Someone in party is deaf/has partial hearing loss (NET)	171	143	16	8	£6,180	£5,193	£618	£313
Someone in party has learning difficulties (NET)	56	48	4	1	£3,077	£2,787	£160	£36
Someone in party has long-term illness (NET)	262	221	23	15	£7,752	£6,372	£801	£488
Net: Disability or impairment in party	639	537	60	36	£22,045	£18,128	£1,886	£1,615
No disabilities/ impairments in party	2,282	1,939	197	124	£67,293	£57,248	£5,565	£3,518
Total	3,077	2,598	272	167	£91,776	£8,009	£5,425	£77,002

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)	4	8	8	5	10	8	21	8	6
Someone in party has mobility impairment (non-wheelchair user) NET	10	28	18	15	19	22	29	32	25
Someone in party is blind/partially sighted (NET)	4	12	6	4	8	4	23	6	4
Someone in party is deaf/has partial hearing loss (NET)	6	23	12	12	14	11	27	21	18
Someone in party has learning difficulties (NET)	2	8	4	5	5	4	11	6	3
Someone in party has long-term illness (NET)	10	31	23	19	23	27	28	34	26
Net: Disability or impairment in party	26	72	52	45	59	55	86	78	63
No disabilities/ impairments in party	104	255	194	156	178	185	346	323	198
Total	137	340	262	211	255	250	452	416	275

Table 5.83 3hr+ visits detailed visit profiles

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

	Welsh destination region				Scottish destination region			
	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	1	2	2	1	3	1	0
Someone in party has mobility impairment (non-wheelchair user) NET	2	3	5	3	7	10	4	1
Someone in party is blind/partially sighted (NET)	1	3	1	-	2	2	2	-
Someone in party is deaf/has partial hearing loss (NET)	1	3	3	3	6	5	3	0
Someone in party has learning difficulties (NET)	0	0	0	0	2	1	1	0
Someone in party has long-term illness (NET)	1	3	6	4	7	9	7	1
Net: Disability or impairment in party	3	10	12	9	20	23	13	3
No disabilities/ impairments in party	8	30	52	27	75	85	25	9
Total	11	42	69	38	100	114	43	12

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	Millions
Visited friends or family for leisure	26	69	18	36	15	80	173	611
'Special' shopping for items that you do not regularly buy	9	15	6	12	4	18	43	143
Went out for a meal	8	30	7	21	5	29	72	239
Went on a night out to a bar, pub and/or club	7	19	7	13	3	21	53	245
Went out for entertainment – to a cinema, concert or theatre	6	11	4	7	3	11	32	143
Undertook outdoor leisure activities such as walking, cycling, golf, etc.	4	17	11	19	4	25	54	197
Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)	3	8	3	7	3	10	25	78
Took part in sports, including exercise classes, going to the gym	1	4	3	4	1	7	15	66
Watched live sporting event (not on TV)	4	7	4	4	3	6	21	76
Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.	2	10	3	9	3	6	25	82
Went to a special public event such as a festival, exhibition, etc.	3	4	2	3	2	3	11	40
Went to a special event of a personal nature such as a wedding, graduation, christening, etc.	2	6	3	6	2	7	21	43
Went on days out to a beauty/health centre /spa, etc.	0	1	2	2	0	1	4	13
Went on general days out/ to explore an area	3	14	4	10	2	14	33	131
Went on day trips/excursions for another leisure purpose not mentioned above	2	6	1	5	3	7	17	48

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)	44	3%	19	2%	17	3%	5	2%
Someone in party has mobility impairment (non-wheelchair user) NET	95	7%	62	7%	48	8%	23	10%
Someone in party is blind/partially sighted (NET)	36	3%	24	3%	15	2%	9	4%
Someone in party is deaf/has partial hearing loss (NET)	62	5%	48	6%	43	7%	14	6%
Someone in party has learning difficulties (NET)	29	2%	13	2%	9	1%	3	1%
Someone in party has long-term illness (NET)	103	8%	71	9%	59	9%	22	9%
Net: disability or impairment in party	258	19%	170	20%	141	23%	55	24%
No disabilities/impairments in party	1,013	76%	617	75%	451	72%	158	67%
Total	1,330		828		625		235	

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	1304	1105	117	71	£32,891	£28,557	£2,652	£1,410
4 hours to 4 hours 59	755	634	68	43	£20,478	£16,826	£1,996	£1,421
5 hours to 5 hours 59	388	326	34	23	£13,567	£11,146	£1,146	£1,076
6 hours or more	630	533	54	31	£24,841	£20,473	£2,214	£1,338
Total	3077	2598	272	167	£91,776	£77,002	£8,008	£5,245

Table 5.87 3hr+ visits detailed visit profiles

Volume and expenditure 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	555	42%	373	45%	271	43%	81	35%
4 hours to 4 hours 59	325	24%	208	25%	150	24%	59	25%
5 hours to 5 hours 59	173	13%	100	12%	78	12%	31	13%
6 hours or more	276	21%	146	18%	127	20%	64	27%
Total	1330		828		625		235	

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	47	41	44	41	46	43	40	43	41
4 hours to 4 hours 59	26	22	24	26	25	25	24	24	24
5 hours to 5 hours 59	11	13	12	13	12	12	15	11	13
6 hours or more	16	23	20	19	18	20	21	21	21
Total	137	340	262	211	255	250	452	416	275

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

	Welsh destination region					Scottish destination region		
	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	5	16	30	17	44	49	17	5
4 hours to 4 hours 59	3	11	17	10	25	29	11	2
5 hours to 5 hours 59	1	5	9	5	12	14	5	2
6 hours or more	2	10	13	7	19	21	10	2
Total	11	42	69	38	100	114	43	12

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	305	101	170	145	96	121	54	53	49	32	15	16	10	63	19
4 hours to 4 hours 59	194	55	78	82	43	66	28	19	22	27	12	16	4	42	15
5 hours to 5 hours 59	105	20	33	40	18	33	11	6	12	18	11	10	3	27	12
6 hours or more	221	17	42	43	26	39	17	9	19	32	16	25	3	42	23
Total	825	194	324	310	183	259	110	86	102	110	53	67	20	174	68

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	1,330	1,135	134	50	£50,410	£43,201	£4,363	£2,176
Small town	828	703	69	47	£18,110	£15,226	£1,616	£1,186
Village/ countryside	625	524	48	45	£14,160	£11,905	£974	£1,029
Seaside /coast	235	186	16	23	£6,939	£4,991	£900	£800
Total	3,077	2,598	272	167	£91,776	£77,002	£8,009	£5,245

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	1,359	1,158	136	51	£51,905	£2,224	£44,127	£4,680
Small town	888	755	73	51	£21,171	£1,323	£17,852	£1,818
Village/ countryside	682	569	53	50	£18,167	£1,168	£14,720	£1,896
Seaside /coast	267	210	20	26	£9,611	£898	£7,120	£1,301
Total	3,077	2,598	272	167	£91,776	£5,245	£77,002	£8,009

Table 5.93 3hr+ visits 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	915	782	79	48	£15,963	£13,493	£1,270	£1,143
Between 5 and 10 miles	622	538	52	28	£14,562	£12,743	£1,126	£566
11 to 20 miles	444	373	43	24	£12,457	£10,686	£974	£732
21 to 40 miles	337	279	35	21	£11,771	£9,934	£1,174	£581
41 to 60 miles	191	158	17	14	£6,789	£5,766	£486	£486
61 to 80 miles	110	93	9	6	£5,584	£4,497	£764	£191
81 to 100 miles	83	69	8	4	£4,505	£3,634	£587	£186
Over 100 miles	236	195	19	16	£15,789	£12,586	£1,452	£1,221
Total	3,077	2,598	272	167	£91,776	£77,002	£8,009	£5,245

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	47	115	75	62	72	82	115	134	79
Between 5 and 10 miles	26	75	56	41	53	45	101	88	53
11 to 20 miles	22	44	39	31	40	38	60	61	38
21 to 40 miles	14	35	24	23	33	32	41	45	31
41 to 60 miles	7	19	16	14	20	18	23	22	18
61 to 80 miles	3	9	11	11	8	8	16	15	12
81 to 100 miles	4	8	7	5	8	6	14	10	8
Over 100 miles	10	22	22	16	13	13	51	25	23
Don't know	4	14	12	6	8	7	31	15	13
Average distance travelled (miles)	30	29	35	34	29	28	41	29	36

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

	Welsh destination region					Scottish Destination Region		
	Mid Millions	North Millions	South East Millions	South West Millions	East Millions	West Millions	North Millions	South Millions
Less than 5 miles	2	9	21	12	32	35	8	3
Between 5 and 10 miles	2	8	15	7	20	23	6	1
11 to 20 miles	2	4	10	5	14	19	7	1
21 to 40 miles	2	4	7	5	13	14	8	1
41 to 60 miles	1	3	6	2	5	7	4	2
61 to 80 miles	0	2	2	2	4	4	1	0
81 to 100 miles	1	1	1	1	2	2	2	0
Over 100 miles	1	7	4	2	7	6	6	2
Don't know	0	3	3	1	3	4	1	1
Average distance (miles)	43	53	30	29	54	48	70	70

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	392	30%	295	36%	156	25%	54	23%
Between 5 and 10 miles	280	21%	176	21%	117	19%	36	15%
11 to 20 miles	190	14%	116	14%	99	16%	28	12%
21 to 40 miles	139	10%	81	10%	85	14%	26	11%
41 to 60 miles	76	6%	44	5%	50	8%	18	8%
61 to 80 miles	45	3%	25	3%	26	4%	14	6%
81 to 100 miles	33	3%	18	2%	19	3%	10	4%
Over 100 miles	111	8%	41	5%	50	8%	30	13%
Don't know	63	5%	32	4%	22	4%	18	8%
Average distance (miles)	34		26		36		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	258	36	101	178	51	73	38	33	20	13	12	14	5	26	10
Between 5 and 10 miles	170	40	73	53	48	62	23	21	19	16	8	13	3	30	8
11 to 20 miles	111	35	47	31	34	43	18	10	17	17	8	10	5	26	9
21 to 40 miles	75	30	39	18	18	35	10	9	15	16	8	7	3	24	9
41 to 60 miles	46	15	18	9	8	16	6	4	7	14	3	4	2	19	8
61 to 80 miles	27	10	11	4	4	7	3	3	6	7	3	4	1	9	4
81 to 100 miles	24	5	6	2	5	5	3	2	3	6	2	2	1	7	5
Over 100 miles	82	14	16	9	7	9	5	1	12	13	8	10	1	20	11
Don't know	32	9	13	6	9	10	4	3	3	8	2	3	1	12	4
Average distance (miles)	37	36	27	15	24	24	26	18	45	53	49	50	33	49	62

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	1,849	1,550	162	114	£55,931	£46,590	£4,809	£3,726
Car – own/ friends/family	1,802	1,513	157	112	£53,149	£44,338	£4,496	£3,624
Car – hired	46	37	5	2	£2,783	£2,252	£313	£102
Net: Public transport	463	395	48	15	£17,170	£14,692	£1,719	£594
Train	237	206	19	8	£11,247	£9,815	£929	£351
A regular bus/coach	226	188	29	7	£5,924	£4,878	£790	£244
Organised coach tour	32	28	2	1	£974	£776	£70	£38
Taxi	110	94	10	3	£4,379	£3,699	£468	£150
Walked/on foot	433	366	39	26	£6,880	£5,886	£544	£414
Bicycle	44	39	2	2	£410	£388	£11	£11
Minibus	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-
Tube	60	57	1	1	£2,433	£2,160	£34	£219
Tram	15	14	1	0	£1,019	£759	£239	£19
Motorised caravan/ campervan	5	3	1	1	£130	£81	£38	£11
Plane	8	6	1	0	£1,272	£925	£8	£2
Boat/ship/ferry	6	5	0	1	£170	£166	£2	£1
Lorry/truck/van	6	5	0	0	£76	£70	£4	£1
Other	46	38	5	2	£933	£809	£62	£60
Total	3,077	2,598	272	167	£91,776	£77,002	£8,009	£5,245

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	83	196	158	130	159	169	193	270	192
Car – own/ friends/family	80	192	155	129	154	166	180	268	189
Car – hired	3	4	3	1	5	3	13	2	2
Net: Public transport	18	57	35	28	38	24	113	54	28
Train	8	29	15	9	18	7	75	31	13
A regular bus/coach	10	27	20	18	20	17	38	23	15
Organised coach tour	2	3	3	2	7	3	5	2	2
Taxi	8	17	15	8	9	8	11	12	7
Walked/on foot	18	48	41	29	34	37	58	63	38
Bicycle	2	5	3	6	4	4	7	4	4
Minibus	-	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-	-
Tube	2	1	1	0	0	0	50	1	1
Tram	0	7	1	1	1	1	2	0	-
Motorised caravan/ campervan	0	0	0	0	0	0	1	1	0
Plane	0	0	1	2	0	0	2	0	0
Boat/ship/ferry	0	1	0	-	0	1	1	1	1
Lorry/truck/van	1	0	1	0	1	0	0	1	1
Other	2	5	3	4	3	3	9	5	3
Total	137	340	262	211	255	250	452	416	275

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	696	52%	524	63%	444	71%	144	61%
Car – own/ friends/family	678	51%	513	62%	432	69%	139	59%
Car – hired	18	1%	11	1%	12	2%	5	2%
Net: Public transport	274	21%	102	12%	48	8%	34	14%
Train	142	11%	51	6%	25	4%	17	7%
A regular bus/coach	132	10%	50	6%	23	4%	17	7%
Organised coach tour	12	1%	10	1%	7	1%	3	1%
Taxi	53	4%	32	4%	16	3%	8	3%
Walked/on foot	188	14%	128	16%	80	13%	29	12%
Bicycle	18	1%	11	1%	11	2%	4	2%
Minibus	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-
Tube	50	4%	3	*	3	1%	2	1%
Tram	9	1%	3	*	2	*	2	1%
Motorised caravan/ campervan	1	*	1	*	1	*	2	1%
Plane	5	*	1	*	2	*	0	*
Boat/ship/ferry	2	*	0	*	1	*	3	1%
Lorry/truck/van	1	*	2	*	1	*	1	1%
Total	1,330		828		625		235	

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	26%	26%	26%	22%
Fuel	9%	9%	8%	12%
Bus fares, car parking	10%	10%	11%	7%
Rail, tube or tram tickets	7%	7%	6%	4%
Water transport	1%	1%	1%	1%
Air transport	1%	1%	1%	1%
Car/other vehicle hire	2%	2%	1%	1%
Net: Eating and drinking	46%	46%	47%	46%
Eating/drinking out in cafes, restaurants, etc.	38%	38%	38%	39%
Food bought in shops/ takeaways and consumed on trip	12%	12%	13%	11%
Net: Entrance charges	14%	14%	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	2%	2%	4%	2%
Entrance to sports/leisure centres	2%	2%	3%	2%
Shopping	10%	10%	10%	10%
'Special' shopping (i.e. not routine)	2%	2%	1%	3%
Net: Other items	1%	1%	1%	1%
Package travel or package tours	1%	1%	1%	1%
Other travel services	1%	*	*	1%
Hiring equipment				

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	£87	North East England	£27
Day out to beauty/ health spa	£42	North West England	£28
Going out for entertainment	£37	Yorkshire and The Humber	£26
Special public event	£43	East Midlands	£31
Went out for a meal	£39	West Midlands	£27
Going a night out	£29	East of England	£21
Watched live sporting events (not on TV)	£31	London	£42
Going to visitor attractions	£35	South East England	£28
Other day out for leisure	£37	South West England	£28
General day out	£30	Welsh regions (Regional Tourism Partnerships)	
Special personal events	£31	Mid	£36
Undertaking outdoor activities	£13	North	£34
Visiting friends or family for leisure	£17	South West	£36
Other leisure/hobbies	£17	South East	£26
Taking part in sports	£18		
Destination type visited		Scottish regions (see page 6 for details)	
City/ large town	£38	North	£31
Small town	£30	West	£28
Village/ countryside	£22	East	£29
Seaside/ coast	£23	South	£24

3 hour + Visits – 2011 to 2016 trends

Table 5.101 3hr+ 2011 to 2016 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	2015/2016
English Regions	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
North East England	95	301	150	133	119	137	+15%
North West England	369	190	316	339	326	340	+5%
Yorkshire and The Humber	291	282	265	257	250	262	+5%
East Midlands	205	229	207	187	197	211	+7%
West Midlands	236	260	250	237	235	255	+9%
East of England	297	253	243	256	240	250	+4%
London	422	455	401	410	416	452	+9%
South East England	383	472	404	427	407	416	+2%
South West England	275	296	277	275	261	275	+5%

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

	2011	2012	2013	2014	2015	2016	2015/2016
English Regions	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
North East England	83	262	130	116	103	137	+33%
North West England	321	165	275	295	283	340	+20%
Yorkshire and The Humber	253	245	230	223	217	262	+21%
East Midlands	178	199	180	163	171	211	+23%
West Midlands	205	226	217	206	204	255	+25%
East of England	258	220	211	223	209	250	+20%
London	367	396	349	357	362	452	+25%
South East England	333	410	351	371	354	416	+18%
South West England	239	257	241	239	227	275	+21%

Table 5.102 3hr+ 2011 to 2016 trends

Rewighted 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	2015/2016
English Regions	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
North East England	£3,212	£4,038	£5,208	£3,908	£3,337	£3,716	+11%
North West England	£9,509	£8,878	£8,881	£9,131	£9,657	£9,648	0%
Yorkshire and The Humber	£6,538	£6,066	£6,830	£6,610	£6,354	£6,834	+8%
East Midlands	£5,486	£5,382	£4,751	£4,485	£5,149	£6,478	+26%
West Midlands	£6,312	£6,857	£7,124	£6,117	£6,969	£6,788	-3%
East of England	£6,116	£5,851	£6,147	£6,081	£5,695	£5,328	-6%
London	£14,257	£17,561	£13,754	£14,646	£16,488	£18,908	+15%
South East England	£10,739	£11,433	£10,383	£11,854	£10,172	£11,730	+15%
South West England	£7,806	£8,033	£7,914	£6,953	£7,811	£7,572	-3%

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

	2011	2012	2013	2014	2015	2016	2015/2016
English Regions	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
North East England	£2,793	£3,511	£4,529	£3,398	£2,902	£3,716	+28%
North West England	£8,269	£7,720	£7,723	£7,940	£8,397	£9,648	+15%
Yorkshire and The Humber	£5,685	£5,275	£5,939	£5,748	£5,525	£6,834	+24%
East Midlands	£4,770	£4,680	£4,131	£3,900	£4,477	£6,478	+45%
West Midlands	£5,489	£5,963	£6,195	£5,319	£6,060	£6,788	+12%
East of England	£5,318	£5,088	£5,345	£5,288	£4,952	£5,328	+8%
London	£12,397	£15,270	£11,960	£12,736	£14,337	£18,908	+32%
South East England	£9,338	£9,942	£9,029	£10,308	£8,845	£11,730	+33%
South West England	£6,788	£6,985	£6,882	£6,046	£6,792	£7,572	+11%

Table 5.103 3hr+ 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	669	742	669	684	635	718	+13%
Apr – Jun	804	821	758	773	749	792	+6%
Jul – Sep	849	883	810	799	807	815	+1%
Oct – Dec	767	781	723	741	721	753	+4%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	582	645	582	595	552	718	+30%
Apr – Jun	699	714	659	672	651	792	+22%
Jul – Sep	738	768	704	695	702	815	+16%
Oct – Dec	667	679	629	644	627	753	+20%

Table 5.104 3hr+ 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	564	629	568	576	534	609	+14%
Apr – Jun	667	696	637	638	631	670	+6%
Jul – Sep	699	746	691	669	672	681	+1%
Oct – Dec	643	664	619	637	614	638	+4%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	490	547	494	501	464	609	+31%
Apr – Jun	580	605	554	555	549	670	+22%
Jul – Sep	608	649	601	582	584	681	+17%
Oct – Dec	559	577	538	554	534	638	+19%

Table 5.105 3hr+ 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	67	72	67	72	57	68	+18%
Apr – Jun	83	74	75	67	71	69	-2%
Jul – Sep	89	79	66	76	79	73	-8%
Oct – Dec	77	74	66	62	65	62	-4%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	58	63	58	63	50	68	+36%
Apr – Jun	72	64	65	58	62	69	+11%
Jul – Sep	77	69	57	66	69	73	+6%
Oct – Dec	67	64	57	54	57	62	+9%

Table 5.106 3hr+ 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	39	40	35	33	38	34	-10%
Apr – Jun	53	51	44	61	35	44	+28%
Jul – Sep	60	56	52	45	41	46	+11%
Oct – Dec	46	43	39	35	37	44	+19%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	34	35	30	29	33	34	+3%
Apr – Jun	46	44	38	53	30	44	+47%
Jul – Sep	52	49	45	39	36	46	+28%
Oct – Dec	40	37	34	30	32	44	+38%

Table 5.107 3hr+ 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£17,349	£18,791	£17,680	£17,968	£17,627	£19,967	+13%
Apr – Jun	£20,431	£22,857	£21,312	£21,009	£19,640	£21,052	+7%
Jul – Sep	£23,221	£23,857	£24,074	£23,137	£25,215	£24,147	-4%
Oct – Dec	£22,157	£23,268	£21,106	£21,790	£21,886	£26,610	+22%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£15,086	£16,340	£15,374	£15,624	£15,328	£19,967	+30%
Apr – Jun	£17,766	£19,876	£18,532	£18,269	£17,078	£21,052	+23%
Jul – Sep	£20,192	£20,745	£20,934	£20,119	£21,926	£24,147	+10%
Oct – Dec	£19,267	£20,233	£18,353	£18,948	£19,031	£26,610	+40%

Table 5.108 3hr+ 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£14,312	£15,573	£14,674	£15,474	£14,737	£16,961	+15%
Apr – Jun	£16,266	£18,539	£18,293	£17,198	£16,898	£17,885	+6%
Jul – Sep	£18,729	£20,178	£20,131	£18,620	£21,491	£19,512	-9%
Oct – Dec	£18,621	£19,809	£17,897	£18,491	£18,507	£22,645	+22%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£12,445	£13,542	£12,760	£13,456	£12,815	£16,961	+32%
Apr – Jun	£14,144	£16,121	£15,907	£14,955	£14,694	£17,885	+22%
Jul – Sep	£16,286	£17,546	£17,505	£16,191	£18,688	£19,512	+4%
Oct – Dec	£16,192	£17,225	£15,563	£16,079	£16,093	£22,645	+41%

Table 5.109 3hr+ 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£2,045	£2,033	£2,025	£1,735	£1,787	£1,694	-5%
Apr – Jun	£2,727	£2,316	£2,002	£2,067	£1,659	£1,793	+8%
Jul – Sep	£3,092	£2,023	£2,124	£2,701	£1,958	£2,405	+23%
Oct – Dec	£2,260	£2,256	£2,009	£2,156	£2,072	£2,116	+2%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£1,778	£1,768	£1,761	£1,509	£1,554	£1,694	+9%
Apr – Jun	£2,371	£2,014	£1,741	£1,797	£1,443	£1,793	+24%
Jul – Sep	£2,689	£1,759	£1,847	£2,349	£1,703	£2,405	+41%
Oct – Dec	£1,965	£1,962	£1,747	£1,875	£1,802	£2,116	+17%

Table 5.110 3hr+ 2011 to 2016 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	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£989	£1,162	£972	£666	£1,034	£1,044	+1%
Apr – Jun	£1,216	£1,986	£889	£1,380	£756	£1,056	+40%
Jul – Sep	£1,355	£1,594	£1,745	£1,347	£1,383	£1,607	+16%
Oct – Dec	£1,224	£1,172	£1,141	£891	£1,084	£1,537	+42%

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

	2011	2012	2013	2014	2015	2016	2015/2016
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Jan – Mar	£860	£1,010	£845	£579	£899	£1,044	+16%
Apr – Jun	£1,057	£1,727	£773	£1,200	£657	£1,056	+61%
Jul – Sep	£1,178	£1,386	£1,517	£1,171	£1,203	£1,607	+34%
Oct – Dec	£1,064	£1,019	£992	£775	£943	£1,537	+63%

Table 5.111 3hr+ 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	950	910	826	812	814	825	+1%
'Special' shopping	141	205	176	169	159	194	+22%
Going out for a meal	268	292	281	271	283	324	+14%
Going on a night out	419	416	378	363	334	310	-7%
Going out for entertainment	155	173	175	177	162	183	+13%
Undertaking outdoor activities	268	262	222	254	239	259	+8%
Other leisure/hobbies	140	137	120	137	127	110	-13%
Watching live sporting events	84	105	90	93	99	102	+3%
Going to visitor attractions	94	101	105	97	95	110	+15%
General day out	152	158	162	174	176	174	-1%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	826	791	718	706	708	825	+17%
'Special' shopping	123	178	153	147	138	194	+41%
Going out for a meal	233	254	244	236	246	324	+32%
Going on a night out	364	362	329	316	290	310	+7%
Going out for entertainment	135	150	152	154	141	183	+30%
Undertaking outdoor activities	233	228	193	221	208	259	+25%
Other leisure/hobbies	122	119	104	119	110	110	0%
Watching live sporting events	73	91	78	81	86	102	+19%
Going to visitor attractions	82	88	91	84	83	110	+33%
General day out	132	137	141	151	153	174	+14%

Table 5.112 3hr+ 2011 to 2016 trends

Rewighted : 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	806	785	711	695	689	709	+3%
'Special' shopping	122	175	150	145	135	164	+22%
Going out for a meal	217	246	243	230	236	273	+16%
Going on a night out	348	348	319	304	284	259	-9%
Going out for entertainment	129	141	150	151	138	156	+13%
Undertaking outdoor activities	217	219	178	206	201	212	+6%
Other leisure	117	118	104	113	107	95	-11%
Watching live sporting events	71	90	78	78	82	86	+6%
Going to visitor attractions	81	85	92	84	82	95	+16%
General day out	121	127	133	144	145	142	-2%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	701	683	618	604	599	709	+18%
'Special' shopping	106	152	130	126	117	164	+40%
Going out for a meal	189	214	211	200	205	273	+33%
Going on a night out	303	303	277	264	247	259	+5%
Going out for entertainment	112	123	130	131	120	156	+30%
Undertaking outdoor activities	189	190	155	179	175	212	+21%
Other leisure/hobbies	102	103	90	98	93	95	+2%
Watching live sporting events	62	78	68	68	71	86	+21%
Going to visitor attractions	70	74	80	73	71	95	+34%
General day out	105	110	116	125	126	142	+13%

Table 5.113 3hr+ 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	92	78	72	69	78	69	-12%
'Special' shopping	13	20	16	15	14	18	+34%
Going out for a meal	31	30	22	25	28	28	0%
Going on a night out	40	43	39	33	30	31	+4%
Going out for entertainment	16	21	17	18	16	17	+5%
Undertaking outdoor activities	31	25	25	30	22	26	+20%
Other leisure	14	13	9	15	13	7	-41%
Watching live sporting events	7	10	8	9	10	8	-19%
Going to visitor attractions	8	8	8	8	7	9	+32%
General day out	16	14	16	15	15	16	+5%

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	80	68	63	60	68	69	+1%
'Special' shopping	11	17	14	13	12	18	+50%
Going out for a meal	27	26	19	22	24	28	+17%
Going on a night out	35	37	34	29	26	31	+19%
Going out for entertainment	14	18	15	16	14	17	+21%
Undertaking outdoor activities	27	22	22	26	19	26	+37%
Other leisure/hobbies	12	11	8	13	11	7	-36%
Watching live sporting events	6	9	7	8	9	8	-11%
Going to visitor attractions	7	7	7	7	6	9	+50%
General day out	14	12	14	13	13	16	+23%

Table 5.114 3hr+ 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	49	45	41	41	39	40	+3%
'Special' shopping	7	10	10	8	8	10	+27%
Going out for a meal	20	16	16	15	15	19	+30%
Going on a night out	30	25	21	24	17	18	+4%
Going out for entertainment	10	10	9	8	8	9	+14%
Undertaking outdoor activities	21	18	18	17	14	18	+29%
Other leisure	9	6	7	8	7	6	-20%
Watching live sporting events	5	5	3	3	5	5	+18%
Going to visitor attractions	7	7	5	3	2	5	+96%
General day out	14	16	12	12	13	13	+0%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	43	39	36	36	34	40	+18%
'Special' shopping	6	9	9	7	7	10	+43%
Going out for a meal	17	14	14	13	13	19	+46%
Going on a night out	26	22	18	21	15	18	+20%
Going out for entertainment	9	9	8	7	7	9	+29%
Undertaking outdoor activities	18	16	16	15	12	18	+50%
Other leisure/hobbies	8	5	6	7	6	6	0%
Watching live sporting events	4	4	3	3	4	5	+25%
Going to visitor attractions	6	6	4	3	2	5	+150%
General day out	12	14	10	10	11	13	+18%

Table 5.115 3hr+ 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£14,162	£13,730	£11,728	£12,676	£13,340	£13,969	+5%
'Special' shopping	£10,754	£14,744	£13,196	£13,792	£12,475	£16,902	+35%
Going out for a meal	£10,450	£11,397	£11,526	£11,165	£11,101	£12,781	+15%
Going on a night out	£12,437	£11,397	£11,563	£10,711	£10,579	£9,078	-14%
Going out for entertainment	£5,353	£6,034	£5,591	£5,883	£6,169	£6,728	+9%
Undertaking outdoor activities	£4,126	£3,313	£4,242	£2,949	£4,062	£3,253	-20%
Other leisure/hobbies	£2,057	£1,954	£1,908	£1,586	£1,810	£1,922	+6%
Watching live sporting events	£2,878	£3,190	£3,141	£3,345	£3,414	£3,170	-7%
Going to visitor attractions	£3,282	£3,770	£4,142	£3,590	£3,318	£3,796	+14%
General day out	£3,798	£4,488	£4,157	£4,628	£4,647	£5,151	+11%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£12,315	£11,939	£10,198	£11,023	£11,600	£13,969	+20%
'Special' shopping	£9,351	£12,821	£11,475	£11,993	£10,848	£16,902	+56%
Going out for a meal	£9,087	£9,910	£10,023	£9,709	£9,653	£12,781	+32%
Going on a night out	£10,815	£9,910	£10,055	£9,314	£9,199	£9,078	-1%
Going out for entertainment	£4,655	£5,247	£4,862	£5,116	£5,364	£6,728	+25%
Undertaking outdoor activities	£3,588	£2,881	£3,689	£2,564	£3,532	£3,253	-8%
Other leisure/hobbies	£1,789	£1,699	£1,659	£1,379	£1,574	£1,922	+22%
Watching live sporting events	£2,503	£2,774	£2,731	£2,909	£2,969	£3,170	+7%
Going to visitor attractions	£2,854	£3,278	£3,602	£3,122	£2,885	£3,796	+32%
General day out	£3,303	£3,903	£3,615	£4,024	£4,041	£5,151	+27%

Table 5.116 3hr+ 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£11,464	£11,583	£10,033	£10,719	£11,493	£12,076	+5%
'Special' shopping	£9,428	£12,379	£11,076	£11,738	£10,871	£14,226	+31%
Going out for a meal	£8,338	£9,776	£10,120	£8,931	£9,351	£10,866	+16%
Going on a night out	£9,821	£9,174	£9,354	£8,862	£9,078	£7,566	-17%
Going out for entertainment	£4,493	£5,068	£4,666	£5,100	£5,300	£5,875	+11%
Undertaking outdoor activities	£3,312	£2,550	£3,342	£2,422	£3,368	£2,413	-28%
Other leisure	£1,733	£1,679	£1,645	£1,268	£1,595	£1,641	+3%
Watching live sporting events	£2,398	£2,821	£2,677	£2,655	£2,931	£2,517	-14%
Going to visitor attractions	£2,844	£3,166	£3,705	£3,103	£2,911	£3,197	+10%
General day out	£2,975	£3,613	£3,453	£3,637	£3,869	£4,093	+6%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£9,969	£10,072	£8,724	£9,321	£9,994	£12,076	+21%
'Special' shopping	£8,198	£10,764	£9,631	£10,207	£9,453	£14,226	+50%
Going out for a meal	£7,250	£8,501	£8,800	£7,766	£8,131	£10,866	+34%
Going on a night out	£8,540	£7,977	£8,134	£7,706	£7,894	£7,566	-4%
Going out for entertainment	£3,907	£4,407	£4,057	£4,435	£4,609	£5,875	+27%
Undertaking outdoor activities	£2,880	£2,217	£2,906	£2,106	£2,929	£2,413	-18%
Other leisure/hobbies	£1,507	£1,460	£1,430	£1,103	£1,387	£1,641	+18%
Watching live sporting events	£2,085	£2,453	£2,328	£2,309	£2,549	£2,517	-1%
Going to visitor attractions	£2,473	£2,753	£3,222	£2,698	£2,531	£3,197	+26%
General day out	£2,587	£3,142	£3,003	£3,163	£3,364	£4,093	+22%

Table 5.117 3hr+ 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£1,868	£1,133	£781	£966	£1,068	£1,020	-5%
'Special' shopping	£863	£1,618	£1,472	£1,420	£1,060	£1,483	+40%
Going out for a meal	£1,412	£1,037	£858	£1,651	£1,015	£940	-7%
Going on a night out	£1,703	£1,536	£1,607	£1,061	£948	£991	+5%
Going out for entertainment	£644	£704	£628	£615	£633	£577	-9%
Undertaking outdoor activities	£496	£343	£537	£273	£265	£384	+45%
Other leisure	£174	£221	£121	£247	£153	£121	-21%
Watching live sporting events	£270	£246	£186	£404	£290	£471	+63%
Going to visitor attractions	£276	£231	£304	£327	£200	£369	+85%
General day out	£511	£419	£443	£583	£304	£362	+19%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£1,624	£985	£679	£840	£929	£1,020	+10%
'Special' shopping	£750	£1,407	£1,280	£1,235	£922	£1,483	+61%
Going out for a meal	£1,228	£902	£746	£1,436	£883	£940	+6%
Going on a night out	£1,481	£1,336	£1,397	£923	£824	£991	+20%
Going out for entertainment	£560	£612	£546	£535	£550	£577	+5%
Undertaking outdoor activities	£431	£298	£467	£237	£230	£384	+67%
Other leisure/hobbies	£151	£192	£105	£215	£133	£121	-9%
Watching live sporting events	£235	£214	£162	£351	£252	£471	+87%
Going to visitor attractions	£240	£201	£264	£284	£174	£369	+112%
General day out	£444	£364	£385	£507	£264	£362	+37%

Table 5.118 3hr+ 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£796	£974	£819	£665	£621	£732	+18%
'Special' shopping	£462	£746	£649	£605	£526	£1,102	+110%
Going out for a meal	£700	£578	£528	£497	£622	£687	+10%
Going on a night out	£912	£667	£603	£705	£514	£472	-8%
Going out for entertainment	£216	£259	£298	£161	£235	£207	-12%
Undertaking outdoor activities	£317	£405	£363	£201	£394	£242	-39%
Other leisure	£151	£53	£141	£70	£58	£104	+81%
Watching live sporting events	£171	£120	£227	£135	£160	£164	+2%
Going to visitor attractions	£137	£363	£92	£99	£75	£135	+81%
General day out	£308	£453	£260	£252	£354	£519	+47%

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
Visiting friends or family	£692	£847	£712	£578	£540	£732	+36%
'Special' shopping	£402	£649	£564	£526	£457	£1,102	+141%
Going out for a meal	£609	£503	£459	£432	£541	£687	+27%
Going on a night out	£793	£580	£524	£613	£447	£472	+6%
Going out for entertainment	£188	£225	£259	£140	£204	£207	+1%
Undertaking outdoor activities	£276	£352	£316	£175	£343	£242	-29%
Other leisure/hobbies	£131	£46	£123	£61	£50	£104	+108%
Watching live sporting events	£149	£104	£197	£117	£139	£164	+18%
Going to visitor attractions	£119	£316	£80	£86	£65	£135	+108%
General day out	£268	£394	£226	£219	£308	£519	+69%

Table 5.119 3hr+ 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	1401	1451	1313	1350	1298	1359	+5%
Small town	898	898	826	804	817	888	+9%
Village/ countryside	783	783	727	703	639	682	+7%
Any seaside /coastal	294	296	281	284	241	267	+11%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	1218	1262	1142	1174	1129	1359	+20%
Small town	781	781	718	699	710	888	+25%
Village/ countryside	681	681	632	611	556	682	+23%
Any seaside /coastal	256	257	244	247	210	267	+27%

Table 5.120 3hr+ 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	1173	1236	1121	1132	1092	1158	+6%
Small town	695	759	698	679	695	755	+9%
Village/ countryside	659	654	613	591	534	569	+7%
Any seaside /coastal	228	232	225	230	192	210	+10%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	1020	1075	975	984	950	1158	+22%
Small town	604	660	607	590	604	755	+25%
Village/ countryside	573	569	533	514	464	569	+23%
Any seaside /coastal	198	202	196	200	167	210	+26%

Table 5.121 3hr+ 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	154	152	137	145	143	136	-5%
Small town	89	84	72	70	66	73	+11%
Village/ countryside	66	66	61	54	53	30	-43%
Any seaside /coastal	30	25	26	22	19	20	+1%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	134	132	119	126	124	136	+10%
Small town	77	73	63	61	57	73	+28%
Village/ countryside	57	57	53	47	46	30	-35%
Any seaside /coastal	26	22	23	19	17	20	+18%

Table 5.122 3hr+ 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	72	61	52	63	50	51	+3%
Small town	48	55	53	49	45	51	+15%
Village/ countryside	61	62	51	52	46	50	+9%
Any seaside /coastal	36	38	28	24	21	26	+24%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	63	53	45	55	43	51	+19%
Small town	42	48	46	43	39	51	+31%
Village/ countryside	53	54	44	45	40	50	+25%
Any seaside /coastal	31	33	24	21	18	26	+44%

Table 5.123 3hr+ 2011 to 2016 trends

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

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£45,310	£49,246	£46,091	£47,572	£47,902	£51,905	+8%
Small town	£21,123	£21,182	£19,590	£18,690	£19,380	£21,171	+9%
Village/ countryside	£22,411	£20,019	£17,636	£15,117	£14,905	£18,167	+22%
Any seaside /coastal	£14,841	£11,754	£9,405	£9,401	£8,584	£9,611	+12%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£39,400	£42,823	£40,079	£41,367	£41,654	£51,905	+25%
Small town	£18,368	£18,419	£17,035	£16,252	£16,852	£21,171	+26%
Village/ countryside	£19,488	£17,408	£15,336	£13,145	£12,961	£18,167	+40%
Any seaside /coastal	£12,905	£10,221	£8,178	£8,175	£7,464	£9,611	+29%

Table 5.124 3hr+ 2011 to 2016 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£37,820	£41,285	£39,385	£39,655	£40,650	£44,127	+9%
Small town	£17,427	£17,539	£15,879	£15,235	£16,441	£17,852	+9%
Village/ countryside	£18,462	£15,769	£14,155	£12,177	£12,696	£14,720	+16%
Any seaside /coastal	£11,094	£8,681	£7,330	£7,566	£7,011	£7,120	+2%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£32,887	£35,900	£34,248	£34,483	£35,348	£44,127	+25%
Small town	£15,154	£15,251	£13,808	£13,248	£14,297	£17,852	+25%
Village/ countryside	£16,054	£13,712	£12,309	£10,589	£11,040	£14,720	+33%
Any seaside /coastal	£9,647	£7,549	£6,374	£6,579	£6,097	£7,120	+17%

Table 5.125 3hr+ 2011 to 2016 trends

Rewighted : 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£5,285	£5,417	£4,833	£5,380	£4,509	£4,680	+4%
Small town	£2,623	£2,029	£2,063	£2,131	£1,821	£1,818	0%
Village/ countryside	£2,532	£1,731	£1,772	£1,576	£1,030	£1,896	+84%
Any seaside /coastal	£2,405	£1,024	£888	£784	£487	£1,301	+167%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£4,596	£4,710	£4,203	£4,678	£3,921	£4,680	+19%
Small town	£2,281	£1,764	£1,794	£1,853	£1,583	£1,818	+15%
Village/ countryside	£2,202	£1,505	£1,541	£1,370	£896	£1,896	+112%
Any seaside /coastal	£2,091	£890	£772	£682	£423	£1,301	+208%

Table 5.126 3hr+ 2011 to 2016 trends

Rewighted : 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	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£2,164	£2,492	£1,801	£1,887	£2,074	£2,224	+7%
Small town	£1,056	£1,564	£1,565	£1,191	£1,018	£1,323	+30%
Village/ countryside	£1,415	£2,489	£1,602	£1,282	£1,010	£1,168	+16%
Any seaside /coastal	£876	£2,029	£1,144	£796	£986	£898	-9%

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

	2011	2012	2013	2014	2015	2016	2015/2016
	Millions	Millions	Millions	Millions	Millions	Millions	% change (estimated)
City /large town	£1,882	£2,167	£1,566	£1,641	£1,803	£2,224	+23%
Small town	£918	£1,360	£1,361	£1,036	£885	£1,323	+49%
Village/ countryside	£1,230	£2,164	£1,393	£1,115	£878	£1,168	+33%
Any seaside /coastal	£762	£1,764	£995	£692	£857	£898	+5%

3 hour + 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 and Counties report – 3 year averages using historical figures

England

Scotland

Wales



GBDVS 2016 English Ceremonial Counties



GBDVS 2016 English Local Authorities



GBDVS 2016 Scottish Local Authorities












GBDVS 2016 Wales Local Authorities



Please find the files mentioned above attached in the attachment area of Adobe Reader on the left hand side and symbolised with the following icon

Methods and performance












								
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

GB Day Visits 2016 Methods and Performance

This report section provides details of the approaches followed in the 2016 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).

								
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 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 2017.

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 2016, including the work undertaken to develop the survey approach.



Survey method

This section of the report outlines the survey methods used in GBDVS 2016, 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 sixth year of GBDVS took place from January to December 2016. During this period some 32,391 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 32,764 visits which lasted 3 hours or more and in subsequent analysis a sub-set of 19,806 of these visits were defined as Tourism Day Visits, taken outside of the participants' usual environment. Furthermore, 6,033 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.

								
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

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 232 for more information.)

								
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

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.

								
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

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.

								
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

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.

								
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

Sample

Sample sources

During 2016, a total of 32,391 online participants took part in GBDVS during 52 weeks of surveying, slightly below the target sample of 35,000 interviews. This shortfall was a result of lower sample sizes in January and February 2016 due to the use of the wider survey for GBTS online piloting (see page 222). 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

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 (see page 222).

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 441,000 in 2016.

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.

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 (see page 222).

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 245).

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		Weekly target	
Gender	N	%	
Male	330	49	
Female	343	51	
Age			
16-34	215	32	
35-54	229	34	
55-64	94	14	
65+	135	20	
Working status			
Working full or part time	404	60	
Not working (including retired, unemployed)	269	40	
Socio-economic group			
ABC1	350	52	
C2DE	323	48	
Total	673	100	

While age of completing education was no longer set as a 'fixed' quota target this variable continued to be monitored to ensure that the profile of respondents did not become less representative than achieved during the first 3 months.

The table in the next page illustrates the final sample composition in 2011 to 2016 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		Population
	N	%	N	%	N	%	N	%	N	%	N	%	%
Gender													
Male	18566	49	17312	49	17225	49	17,154	49	17483	49	15879	49%	49
Female	19517	51	17950	51	17860	51	17,836	51	18181	51	16512	51%	51
Age													
16-34	12063	31	11180	32	11172	32	11169	32	11389	32	9909	31%	32
35-54	13100	35	12096	34	11628	33	11909	34	12136	34	10677	33%	34
55-64	5560	15	5020	14	4913	14	4888	14	4982	14	4608	14%	14
65+	7360	19	6966	20	7096	20	7024	20	7157	20	7197	22%	20
Working status													
Working full or part time	23231	61	20993	60	20891	60	21310	61	21457	60	19446	60%	60
Not working (including retired, unemployed)	14852	39	14269	40	14194	40	13953	39	14207	40	12967	40%	40
Socio-economic status													
ABC1	20468	54	18436	52	18328	52	18124	52	18470	52	17330	54%	52
C2DE	17615	46	16826	48	16757	48	16866	48	17194	48	15061	46%	48
When stopped full time education													
16 years or younger	12604	33	11015	31	10948	31	10868	31	10677	30	9792	30%	49
17-19 years	10323	27	10095	29	10193	29	10480	30	10679	30	9639	30%	21
20 years or older	12421	33	11908	34	11767	34	11488	33	11831	33	10885	34%	22
Still studying	2735	7	2244	6	2177	6	2154	6	2477	7	2075	6%	8
Total	38083	100	35262	100	35085	100	34990	100	35664	100	32391	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 2016 survey, key details were recorded for 102,066 Leisure Day Visits and, of this total, full details were recorded for those 32,764 Leisure Day Visits which lasted at least 3 hours in duration. A subset of 19,806 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 6,033 were classified as Activities Core to Tourism (a new classification for 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 2016 surveys.

Final visit sample sizes

Table 1.3– Visit sample sizes by country of residence

	2011			2012			2013			2014			2015			2016			
	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hour+ 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
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
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
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

								
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

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 hour 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+ hour 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 2016 Questionnaire

Please find the questionnaire attached in the attachment area of Adobe Reader on the left hand side and symbolised with the following icon



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*™ 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'.

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+hour 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 32,391 interviews were conducted in GBDVS during 2016, 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 hour+ 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.

Offline survey

Further results comparison

As mentioned above, the off-line approach provides estimates of the volume of 3 hour+ 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 2016 involved some 32,391 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%.

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