



The GB Day Visitor

Statistics 2011



GB Day Visits 2011

This report presents the main findings of the 2011 Great Britain Day Visits Survey (GBDVS 2011). The survey measures participation in Tourism Day Visits taken to destinations in the UK (including Northern Ireland) by the residents of England, Scotland and Wales.

GBDVS 2011 is jointly sponsored by the statutory tourist boards of England and Scotland and Visit Wales (the Tourism Department of the Welsh Government).

No part of this publication may be reproduced for commercial purposes without the written permission of the sponsors. Extracts may be quoted if the source is acknowledged.

Published and copyright of the sponsors:

VisitEngland
VisitScotland
Visit Wales
© April 2012

Contents:

Section 1: Introduction

Survey methods	Page 2
Definitions	Page 4
Scope of this report	Page 6

Section 2: Tourism Day Visits

Volume and value of visits	Page 7
Activities undertaken	Page 10
Visit duration	Page 16
Visit destination	Page 19
Claimed distance travelled	Page 27
Mode of transport	Page 33
Expenditure	Page 37
Visitor profile	Page 41

Section 3: The wider context

General leisure participation	Page 45
Leisure Day Visits	Page 46

Section 4: Summary Data Tables

Tourism Day Visits	Page 48
3 hour+ Leisure Day Visits	Page 58
All Leisure Day Visits	Page 70

Appendices	Page 73
-------------------	----------------

Section 1: Introduction

The 2011 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, value 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 and this will continue through 2012 at least.

While previous surveys have been conducted with similar objectives (most recently the 2002/3 GB Day Visits Survey and 2005 England Leisure Visits Survey), changes in survey methodology and how Tourism Day Visits are defined mean that results are not directly comparable between the various surveys.

Survey methods

This section provides a summary of the survey methods. More details are included in the appendix and the separate 'Methods and Performance' report.

Sample design

GBDVS 2011 was undertaken using an online methodology with 38,083 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 representivity of the achieved sample.

Weighting

Final results were weighted to further improve the representivity of the outputs with the approach used informed by a significant programme of parallel off-line interviewing involving over 6,000 in-home interviews.

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 7 days to allow estimates of the total volume and value of visits taken in each month of the year and, therefore, over 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 3 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 are provided in the appendix. More details of the parallel off-line interviewing are included in the Methods and Performance report.

Questionnaire content

During each survey wave, respondents were 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. Focusing upon leisure participation during the previous week helped to ensure that the responses provided were more accurate than if a longer recall period was used.

Table 1.1 below provides a summary of the GBDVS 2011 questionnaire content, the full questionnaire is appended to the Methods and Performance report.

Table 1.1 – GBDVS 2011 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	How often normally undertake routine shopping for groceries, other routine shopping, other leisure activities like playing sport, gym, walking, hobbies.
3	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
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)
Q20-Q22	Inclusion of secondary destination(s) in visit
Q23	Visit duration – overall, time spent travelling, time in different destinations
Q24-Q25	Party composition
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
	SECTION 4 – VISITOR EXPERIENCE (asked only for visits involving certain activities, used for TRI*M analysis in England only)
Q31	Overall experience of destination
Q32	Likelihood to recommend destination
Q33	Likelihood to revisit destination
Q34	Rating of destination compared to others in UK
	SECTION 5 – CLASSIFICATION QUESTIONS
Q40	Region of residence
Q40b	London borough live in
Q41	Village, town or city live in
Q45-Q47	Place work in if different from place of residence
Q48-Q50	Place study in if different from place of residence
Q51-Q52	Place(s) take part in routine shopping, other routine activities
Demographic questions	Children in household Marital status Car access Working status Age when stopped full time education Socio-Economic Grade Internet usage (hours per week)

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. The weighting approach took account of this cap to ensure that the final aggregated data set was representative of all visits taken.

Visit sample sizes

Following this approach, during the 52 weeks of fieldwork conducted for the 2011 survey, key details were recorded in Section 2 of the questionnaire for 140,148 Leisure Day Visits. Of this total, full details were recorded in Section 3 for those 35,182 Leisure Day Visits which lasted at least 3 hours in duration. As described in the next section, a subset of 20,442 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'.

Table 1.2 illustrates the sample sizes for each of these types of visit by country of residence.

	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits
GB Total	140,148	35,182	20,442
England	97,066	24,897	14,950
Scotland	22,203	5,308	2,633
Wales	20,879	4,977	2,859

Definitions

Survey respondents were asked to provide details of their participation during the previous week in the following leisure activities.

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

Any participation in the above activities, outside of the respondent's home but in any place within the UK¹ 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.

In GBDVS 2011, 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**. Where the details of these visits are reported they are described as **3 hour+ Leisure Day Visits**.

¹ Note: While the survey sample does not include residents of Northern Ireland, day visits taken to Northern Ireland by residents of England, Scotland and Wales are recorded.

However, the main focus of this study is on those visits defined as **Tourism Day Visits**. These visits are a further subset of **3 hour+ Leisure Day Visits** defined as follows:

- **Activities** - involving participation in one or more of the activities listed in Table 1.1.
- **Duration** - lasting at least 3 hours, including time spent travelling to the destination.
- **Regularity** - the participant indicates 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 is 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 is 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.

The above definitions were agreed by the survey sponsors following a significant amount of testing of alternative definitions. Further details of this process and rationale for the final selected definition are provided in the Methods and Performance Report.

Type of place visited

One of the series of questions asked about Leisure Day Visits which lasted 3 hours or longer (question 13) related to the type of place 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. In this report results have been analysed on the basis of four broader type categories:

- City/large town
- Small town
- Village/rural - combining responses of 'a village' or 'countryside'
- Seaside - combining all 3 of the seaside/coastline answer options.

Rounding of percentages

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

Scope of this report

This report provides the main results of GBDVS 2011 including estimates of the total volume and value of Tourism Day Visits and the main results regarding activities undertaken, places visited, 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 regarding visit taken in England are provided on the basis of the former Government Office Region, Welsh results are provided on the basis of the Regional Tourism Partnership areas while 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, Dumbarton and Clydebank, 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.

In a number of tables results are also shown separately for the Edinburgh and Glasgow local authority areas.

While the focus of this report is upon Tourism Day Visits, Section 2 provides some of the broader results regarding general leisure participation and the incidence of 3 hour+ Leisure Day Visits. Data tables containing estimates of the volume and value of Tourism Day Visits and 3 hour+ Leisure Day Visits are included in Section 3.

A Methods and Performance Report containing further details on the survey methods and a summary report is available separately.

Section 2: Tourism Day Visits

This section describes the volume, value and characteristics of Tourism Day Visits taken by GB residents during 2011.

Volume and value of visits

During 2011, GB residents took a total of 1,545 million Tourism Day Visits. Around £52 billion was spent during these trips in the UK by GB residents.

Geographic distribution of visits

The volume and value of visits by country is illustrated in Table 2.1. The largest proportion of visits were taken to destinations in England (1,307 million visits or 85% of the total) while 9% of visits (134 million) were taken to Scottish destinations and 7% to places in Wales (102 million). While the distribution of expenditure during visits broadly reflected this pattern, the larger share of spend in Scotland is notable and reflects the higher spend per visit recorded in visits taken there.

Within the English regions, the highest volume of visits was taken in London (273 million visits) where the total value of day visits during 2011 was around £9.8 billion. The region with the lowest volume of visits was the North East which was the destination for an estimated 43 million visits involving around £1.1 billion expenditure.

The regional distribution of visits generally reflects the population distribution with the notable exception of London which is the destination for 18% of visits but place of residence for just 13% of the population.

Table 2.1 – Tourism Day Visits: Volume of visits and expenditure by destination (millions)

	Visits		Expenditure		GB Population distribution
	Millions	% of total	£ Millions	% of total	% of total
England	1,307	85%	£42,670	82%	86%
Scotland	134	9%	£6,152	12%	9%
Wales	102	7%	£2,939	6%	5%
GB Total	1,542	100%	£51,761	99%	100%
Northern Ireland	3	*	£278	1%	n/a
UK Total	1,545	100%	£52,040	100%	n/a
English Regions	Millions	% of total	£ Millions	% of total	% of total
North East England	43	3%	£1,092	2%	4%
North West England	173	11%	£5,828	11%	12%
Yorkshire and The Humber	139	9%	£3,570	7%	9%
East Midlands	93	6%	£3,507	7%	7%
West Midlands	109	7%	£3,144	6%	9%
East of England	135	9%	£3,823	7%	10%
London	273	18%	£9,816	19%	13%
South East England	201	13%	£7,085	14%	14%
South West England	141	9%	£4,805	9%	9%

* Less than 0.5% Note: The above estimates are based on the regions and countries respondents claimed to visit during their trip. More detailed data on the volumes of visits taken to individual counties and other smaller geographic areas have also been produced on the basis of precise data collected regarding the villages, towns and cities included in trips - see Tables 2.18 to 2.21.

Seasonal distribution of visits

Figures 2.1 and 2.2 illustrate seasonal variations in visit volumes and expenditure. While the largest volume of all visits were taken in the summer months, most notably in July (154 million visits) and August (157 million visits), somewhat fewer visits were taken in the winter months, particularly January (84 million visits). It is notable that a higher volume of Tourism Day Visits were taken in April 2011 than in either May or June - this peak is likely to be as a result of the extended Royal Wedding Holiday during this period.

As illustrated in Figure 2.2, there was a greater degree of fluctuation in total expenditure levels by month with the highest value month in July when some £5.6 billion was spent on Tourism Day Visits.

Figure 2.1 - 2011 Tourism Day Visits: Volume of visits by month (millions)

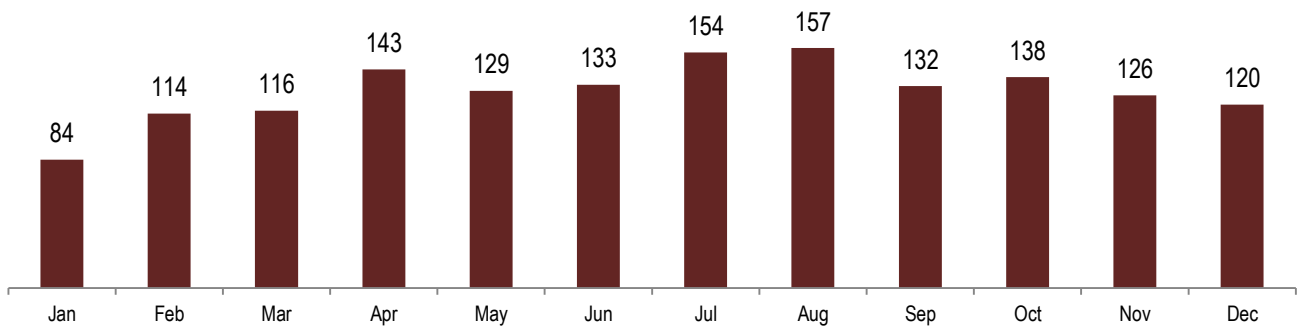


Figure 2.2 - 2011 Tourism Day Visits: Expenditure on visits by month (£ millions)

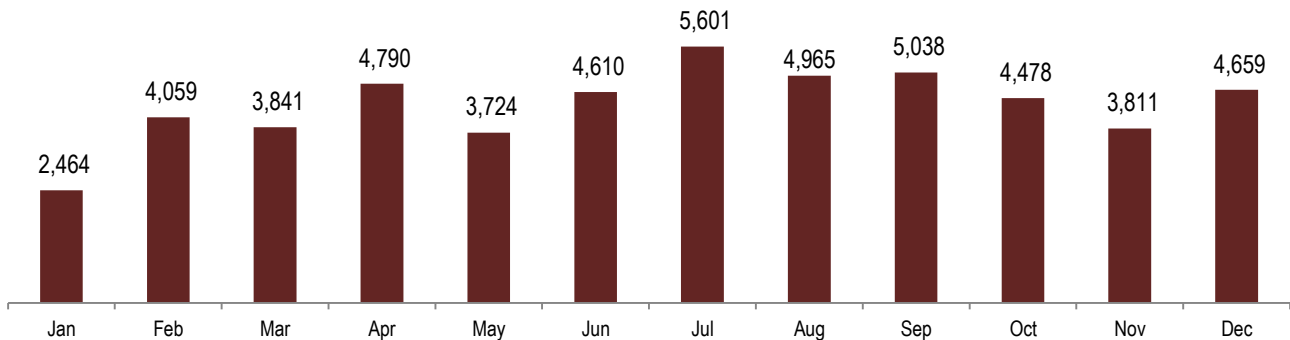


Table 2-2 overleaf illustrates the quarterly volumes of visits and total visit expenditure within each of the GB nations. The seasonal pattern is apparent across all of the countries with the lowest volumes of visits taken during the first three months of the year (20% overall) while the highest volumes were taken between July and September (29% overall).

Comparing the distribution between each country, the seasonal variation appears to be slightly more pronounced in Scotland and Wales than in England.

Table 2.2 – Tourism Day Visits: Volume of visits and expenditure by quarter and destination country (millions)

Visits	UK		England		Scotland		Wales	
Quarter	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan - Mar	314	20%	269	21%	26	19%	18	18%
Apr – Jun	405	26%	341	26%	36	27%	28	27%
Jul – Sep	442	29%	369	28%	40	30%	32	31%
Oct - Dec	384	25%	328	25%	31	23%	24	24%
TOTAL	1,545		1,307		134		102	
Expenditure	UK		England		Scotland		Wales	
Quarter	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan - Mar	£10,364	20%	£8,591	20%	£1,171	19%	£601	20%
Apr – Jun	£13,124	25%	£10,448	24%	£1,776	29%	£707	24%
Jul – Sep	£15,604	30%	£12,655	30%	£2,058	33%	£854	29%
Oct - Dec	£12,948	25%	£10,976	26%	£1,147	19%	£778	26%
TOTAL	£52,040		£42,670		£6,152		£2,939	

GBDVS 2011 and previous surveys of day visits

The 2011 Great Britain Day Visits Survey is the first GB wide survey measuring the incidence of Tourism Day Visits to be undertaken since the 2002-03 Great Britain Day Visits Survey. This survey was commissioned by a consortium of agencies including the national tourist boards, the Countryside Agency and DCMS.

More recently, in 2005 the England Leisure Visits Survey was undertaken in England by the Countryside Agency, DEFRA, Forestry Commission and all of the English National Parks.

Changes in survey methods between each of these studies and the current study (from face to face interviews in 2002/03, to a telephone approach in 2005 to the current online approach) and changes in how a Tourism Day Visit is defined mean that the results from each survey cannot be directly compared.

In the 2002/03 survey it was estimated that over a twelve month period the GB adult population took 1,078 million Tourism Day Visits, spending around £30 billion during these visits (around £40 billion in 2011 prices). Of this total 934 million were taken by residents of England, 98 million were taken by Scots residents and 46 million were taken by residents of Wales.

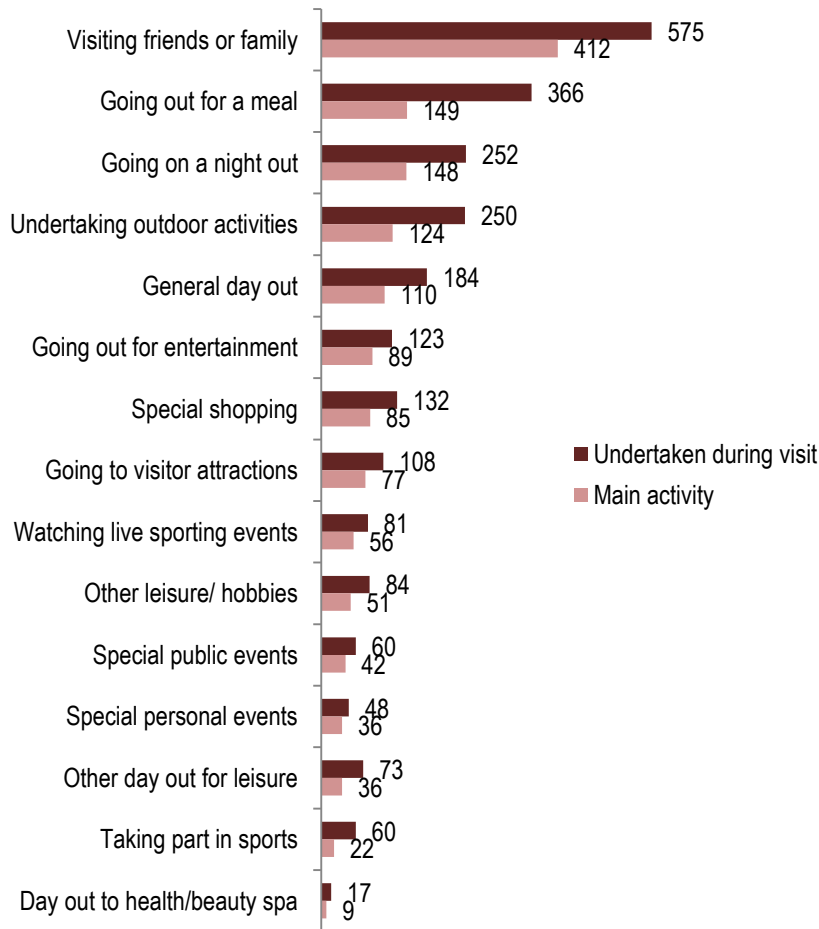
The 2005 survey of the English population reported an estimated 870 million Tourism Day Visits taken by residents of England, spending around £37 billion during these visits (around £45 billion in 2011 prices).

Activities undertaken

General activities

Figure 2.3 below illustrates the volumes of visits involving participation in one or more of a list of general leisure activities and the volumes of visit where these activities were identified as the single main activity undertaken. Overall, 575 million of the Tourism Day Visits taken by GB residents in 2011 included visits to friends or relatives (37% of visits) while this was the main activity for 412 million visits (27%). The other most frequently undertaken activities included eating out (included in 366 million visits), nights out (252 million visits) and undertaking outdoor activities (250 million visits).

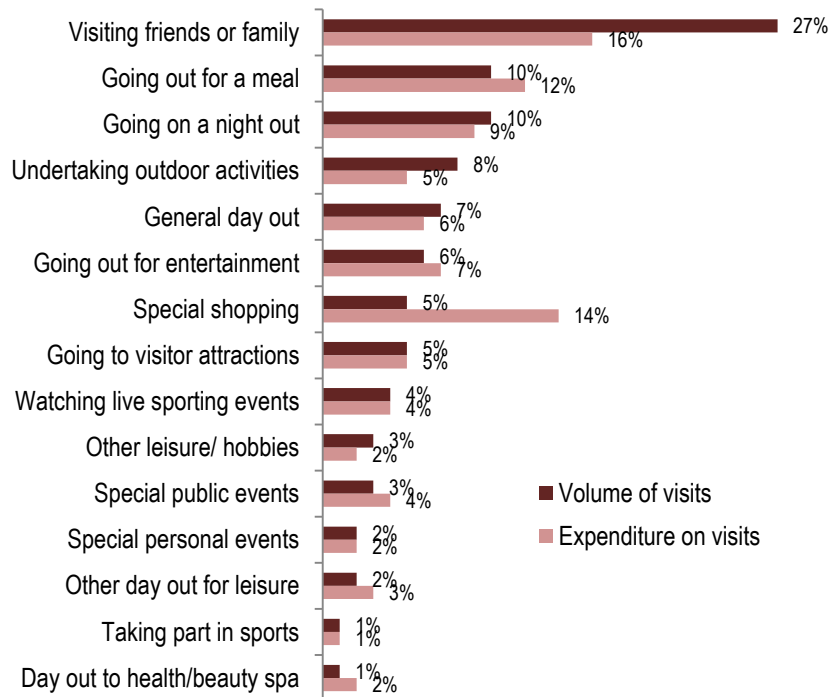
Figure 2.3 - 2011 Tourism Day Visits: Volume of visits by activities undertaken – all GB residents (millions)



N.B. See Table 1.3 for full wording of activities used in questionnaire. 6% of visits (89m) had no single main activity.

Figure 2.4 overleaf illustrates the main activities undertaken during visits as percentages of total visit volumes and total expenditure. Visits where the main activity was eating out, going out for entertainment and, most notably, special shopping represented a higher share of total expenditure than their total share of the volume of visits. These variations are a result of the higher average level of spend on visits involving these activities. Conversely a lower average spend per visit means that visiting friends or relatives is the main activity in 27% of visits but these visits represent just 16% of total visit expenditure.

Figure 2.4 - 2011 Tourism Day Visits: Volume and value of visits by main activities undertaken – all GB residents (% of total)



N.B. See Table 1.3 for full wording of activities used in questionnaire. 6% of visits (89m) had no single main activity.

Table 2.3 below details the volumes of visits taken to each country by main activity undertaken and total expenditure on these visits. In all three countries, visiting friends and family accounted for over a fifth of all visits. 356 million visits were taken in England for this purpose (27% of all visits), 33 million were taken in Scotland (25%) and 22 million were taken in Wales (22%).

While the profile of activities undertaken was broadly similar in each country there were some variations including a higher proportion of expenditure in England during visits in which the main activity was 'special shopping' (£7,399 million or 14% of visit spend compared to 9% of visit spend in Scotland and 10% in Wales).

Main activity	Visits				Expenditure			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	412	356	33	22	£8,292	£6,478	£1,242	£543
Going out for a meal	149	124	14	11	£6,243	£5,201	£626	£415
Going on a night out	148	125	11	12	£4,875	£3,577	£810	£486
Undertaking outdoor activities	124	102	12	10	£2,828	£2,367	£263	£197
General day out	110	88	11	10	£2,950	£2,344	£369	£236
Going out for entertainment	89	76	7	6	£3,558	£3,046	£381	£131
Special shopping	85	74	7	4	£7,399	£6,557	£537	£305
Going to visitor attractions	77	66	6	5	£2,754	£2,405	£238	£89
Watching live sporting events	56	48	4	3	£2,199	£1,833	£202	£130
Other leisure/ hobbies	51	43	5	3	£934	£780	£96	£57
Special public events	42	35	4	2	£1,855	£1,682	£119	£54
Special personal events	36	31	4	2	£1,078	£789	£222	£67
Other day out for leisure	36	31	4	2	£1,695	£1,379	£281	£34
Taking part in sports	22	18	2	2	£403	£331	£58	£14
Day out to health/beauty spa	9	7	1	1	£787	£421	£177	£12
TOTAL	1,545	1,307	134	102	£52,040	£42,670	£6,152	£2,939

N.B. See Table 1.3 for full wording of activities used in questionnaire. 6% of visits (89m) had no single main activity.

Table 2.4 shows the volume and value of visits by main activity and type of place visited. Across all of the types of place visited, the most popular activity was visiting friends and family while in cities and both large and small towns, going out for a meal accounted for the second highest volume of trips. By comparison, undertaking outdoor activities was the second most undertaken activity in visits to villages and rural countryside while the second most undertaken activity in seaside visits was given as a 'general day out'.

Main activity	City/ large town		Small town		Village/ rural		Seaside	
	Millions	%	Millions	%	Millions	%	Millions	%
Visiting friends or family	164	24	135	35	101	25	27	19
Going out for a meal	60	9	40	10	40	10	10	7
Going on a night out	83	12	37	10	24	6	8	5
Undertaking outdoor activities	23	3	20	5	66	17	19	13
General day out	35	5	23	6	37	9	30	21
Going out for entertainment	61	9	16	4	8	2	5	3
Special shopping	58	9	19	5	6	1	4	2
Going to visitor attractions	29	4	12	3	28	7	8	6
Watching live sporting events	34	5	13	3	8	2	2	2
Other leisure/ hobbies	20	3	13	3	16	4	4	3
Special public events	20	3	9	2	10	3	4	3
Special personal events	13	2	11	3	12	3	2	1
Other day out for leisure	12	2	8	2	10	2	8	5
Taking part in sports	8	1	7	2	6	2	1	1
Day out to health/beauty spa	4	1	1	*	3	1	1	1
TOTAL	671		383		400		147	

N.B. See Table 1.3 for full wording of activities used in questionnaire. 6% of visits (89m) had no single main activity.

Visiting friends and family also the most frequently reported main activity in all of the English regions (see Table 2.5), most notably in the South East of England where it was the main activity in 1 in 3 visits taken.

Main activity	North East England	North West England	Yorkshire and Humb.	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	9	39	36	27	29	41	72	66	37
Going out for a meal	3	14	14	9	11	12	24	21	15
Going on a night out	6	18	17	9	11	9	35	12	8
Outdoor activities	4	17	10	10	10	11	14	13	12
General day out	4	14	10	5	6	10	12	10	17
Going out for entertainment	2	11	8	3	6	4	25	12	5
Special shopping	3	11	7	4	5	9	16	12	7
Going to visitor attractions	3	8	5	6	7	6	14	10	8
Watching live sporting events	2	7	6	3	3	7	11	6	3
Other leisure/ hobbies	2	6	4	3	4	5	9	6	5
Special public events	*	5	3	2	3	4	9	4	4
Special personal events	1	5	4	2	3	4	6	4	2
Other day out for leisure	*	5	4	2	2	2	4	6	6
Taking part in sports	*	2	1	1	1	2	5	3	2
Day out to health/beauty spa	1	1	1	1	*	1	1	1	1
TOTAL	43	173	139	93	109	135	273	201	141

N.B. See Table 1.3 for full wording of activities used in questionnaire. 6% of visits (89m) had no single main activity. * Less than 0.5m visits

Comparing the activities undertaken in the Welsh regions (Table 2.6) illustrates that visits taken in North Wales were more likely to include participation in outdoor activities while a larger share of the visits taken in South West Wales included a visit to friends or family as the main activity. In Scotland, comparing the profile of visits taken to the two main cities, a larger share of the visits taken in Glasgow involved visiting friends or family, eating out or a night out while more visits taken in Edinburgh involved visiting attractions or shopping.

Table 2.6 - Tourism Day Visits: Volume of visits by main activity and Welsh and Scottish destination region (millions)

	Welsh destination region				Scottish destination Region					
	North	Mid	South West	South East	North	West	East	South	Edinburgh	Glasgow
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	5	2	5	9	5	14	11	3	3	5
Going out for a meal	2	1	3	5	2	7	4	1	1	3
Going on a night out	2	1	2	6	2	5	4	1	2	3
Outdoor activities	4	1	2	3	2	4	4	1	2	1
General day out	5	1	2	2	2	4	4	1	1	1
Going out for entertainment	1	1	1	3	1	3	3	*	1	1
Special shopping	1	*	*	3	1	2	2	*	2	1
Going to visitor attractions	2	*	1	2	1	2	3	*	2	1
Watching live sporting events	*	*	1	2	*	2	2	*	1	1
Other leisure/ hobbies	1	1	1	1	*	2	2	*	1	1
Special public events	1	*	*	1	*	2	1	*	1	1
Special personal events	1	*	*	1	1	2	1	*	*	*
Other day out for leisure	5	1	2	2	1	2	2	*	1	*
Taking part in sports	*	*	*	1	*	1	1	*	*	*
Day out to health/beauty spa	*	*	*	*	*	*	1	*	*	*
TOTAL	26	10	21	43	22	55	46	9	19	21

* Less 0.5m visits

Detailed activity

Table 2.7 overleaf details the volume and value of visits taken to each country and by type of place in terms of the list of 48 more specific activities asked about. Figure 2.5 below illustrates which of these activities were undertaken in 2% or more of the visits taken by GB residents in 2011. Note that the sum of these percentages is more than 100% as more than one activity could be undertaken in a single visit.

Of this more detailed list of activities, the most frequently undertaken were as follows:

- Going for a meal in a restaurant/café/hotel/pub – 311 million visits (20% of all visits).
- Visiting family for leisure - 265 million visits (17%).
- Having a drink in a pub or club - 233 million visits (15%).
- Visiting friends for leisure – 181 million visits (12%).

While the profile of specific activities undertaken in visits taken in England, Scotland and Wales was broadly similar, visits taken in Scotland were marginally more likely to involve eating out while visits taken in Wales were marginally more likely to involve walks, visits to a beach or visits to a castle.

In terms of the type of place visited, a larger proportion of visits taken to urban locations included visits to friends or visits to museums while visits taken to rural areas or the coast were more likely to include walking or other outdoor activities.

Figure 2.5 - 2011 Tourism Day Visits: Volume of visits by detailed activities undertaken as part of visit – all GB residents (% of total)

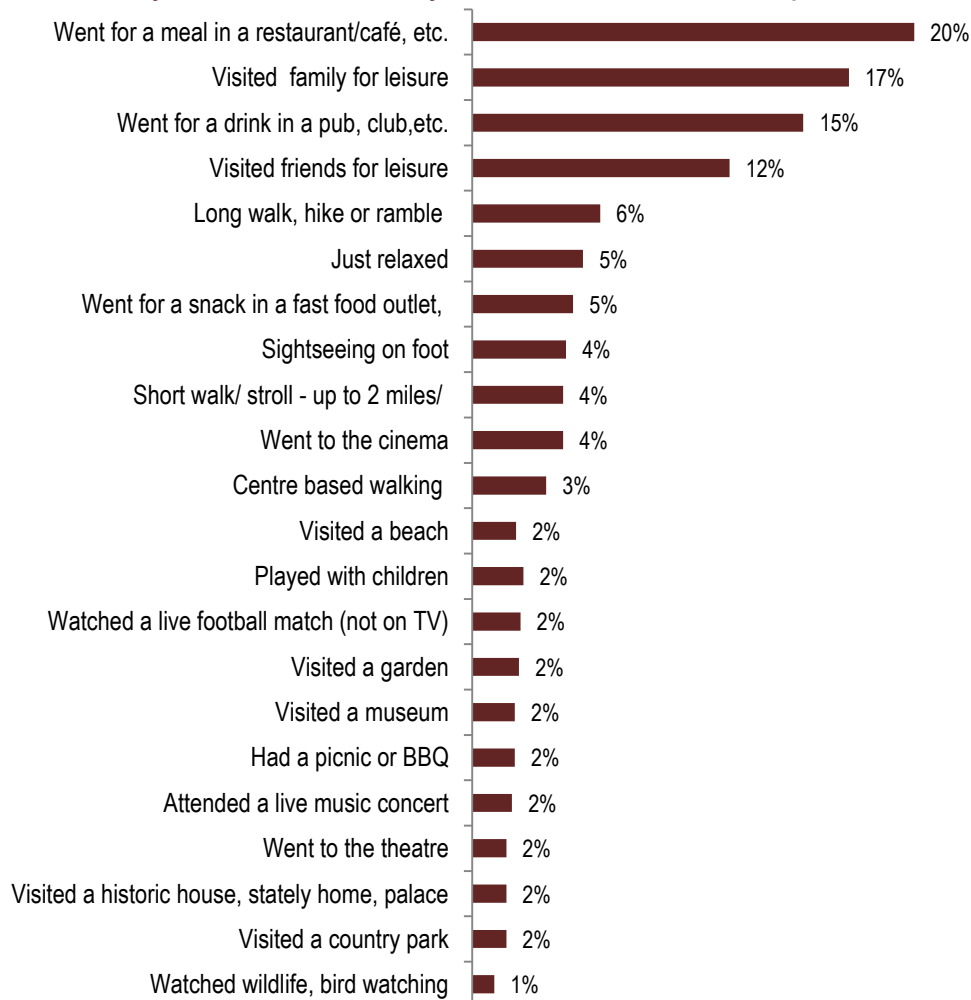


Table 2.7 –Tourism Day Visits: Volume of visits by detailed activity, destination country and type of place (millions)

Detailed activity	Destination country				Type of place			
	UK	England	Scotland	Wales	City/ large town	Small town	Rural (country side/ village)	Any coastal/ seaside
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Attending events								
Attended a live music concert	28	24	3	1	17	5	7	3
Attended a music festival	11	10	*	*	4	2	4	3
Attended an indoor exhibition	9	7	1	*	5	1	2	1
Attended an outdoor fair/ exhibition/show	22	19	1	1	6	5	9	2
Attended another arts/ cultural festival	9	8	1	*	5	3	1	1
Attended a food/local produce event	10	8	1	1	3	3	4	2
Other arts/cultural event/show	17	15	2	*	12	2	2	1
Watched a live football match (not on TV)	34	30	3	1	24	7	4	2
Watched other live sport (not on TV)	21	17	2	2	11	6	5	1
Walking								
Centre based walking	52	42	6	4	27	12	9	10
Short walk/ stroll - up to 2 miles/	64	53	6	6	21	15	22	18
Long walk, hike or ramble	90	74	8	8	21	12	49	17
<i>Any walking (NET)</i>	<i>181</i>	<i>148</i>	<i>17</i>	<i>15</i>	<i>57</i>	<i>34</i>	<i>73</i>	<i>39</i>
Active pursuits/ sports other than walking								
Cycled - on a road/ surfaced path	18	15	1	1	5	3	10	2
Went to the gym, aerobics class, etc.	17	15	1	2	11	3	3	2
Played golf	20	15	3	2	3	4	10	3
Running, jogging, orienteering	8	7	*	1	5	2	2	1
Swimming	17	14	1	1	8	2	3	4
Outdoor sports	8	6	1	1	2	2	3	1
<i>Any active pursuits/sports (NET)</i>	<i>109</i>	<i>88</i>	<i>12</i>	<i>9</i>	<i>34</i>	<i>19</i>	<i>45</i>	<i>16</i>
Visiting attractions and sightseeing								
Went on a guided tour	11	9	1	1	4	2	4	2
Sightseeing by car	22	16	3	3	4	6	11	7
Sightseeing on foot	66	54	7	5	25	13	20	18
<i>Sightseeing/ guided tours (NET)</i>	<i>91</i>	<i>74</i>	<i>10</i>	<i>7</i>	<i>33</i>	<i>19</i>	<i>31</i>	<i>23</i>
Visited a cathedral, church, abbey or other religious building	16	13	2	*	7	4	5	2
Visited a castle/other historic site	19	13	2	4	6	5	7	4
Visited a historic house, stately home, palace	24	20	1	2	6	4	14	3
Visited a museum	30	26	3	1	21	3	5	2
<i>Visiting heritage (NET)</i>	<i>79</i>	<i>64</i>	<i>7</i>	<i>8</i>	<i>33</i>	<i>14</i>	<i>28</i>	<i>11</i>
Visited a beach	39	30	4	4	6	6	7	30
Visited a country park	24	20	2	2	6	4	14	3
Visited a garden	33	27	3	3	9	6	16	4
Visited a theme/ amusement park	13	12	1	*	5	2	4	4
Visited a wildlife attraction/ nature reserve	17	15	2	1	2	3	9	4
Visited a zoo/safari park	14	13	1	*	7	2	3	2
Visited an art gallery	12	9	1	1	8	2	2	2
Visited another type of attraction	17	15	1	1	6	3	6	4
Viewed architecture	18	16	2	1	9	4	5	3
Eating and drinking								
Went for a drink in a pub, club, etc.	233	196	20	17	123	56	46	22
Went for a meal in a restaurant/café, etc.	311	259	32	20	145	74	74	36
Went for a snack in a fast food outlet,	71	58	8	6	38	16	12	13
Friends and family								
Visited family for leisure	265	227	23	14	107	88	68	17
Visited friends for leisure	181	155	15	10	80	53	41	14
Played with children	36	30	3	3	11	8	10	11

Continued overleaf...

Table 2.7 (continued) –Tourism Day Visits: Volume of visits by detailed activity, destination country and type of place (millions)

Detailed activity	Destination country				Type of place			
	UK	England	Scotland	Wales	City/ large town	Small town	Rural (country side/ village)	Any coastal/ seaside
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Other activities								
Went to the cinema	64	54	5	4	42	14	5	4
Went to the theatre	24	20	2	2	18	4	2	2
Had a picnic or BBQ	30	24	4	3	7	5	13	10
Just relaxed	78	64	8	6	25	17	29	16
Spa treatments	11	9	2	1	5	2	4	1
Sunbathing	8	6	1	1	2	1	3	4
Watched wildlife, bird watching	24	19	4	2	3	3	14	6
TOTAL	1,545	1,307	134	102	671	383	400	147

* Less than 0.5m visits

Visit duration

Some 38% of the Tourism Day Visits taken by GB residents to destinations in the UK lasted between 3 and 4 hours and around a quarter (24%) lasted between 4 and 5 hours. As illustrated in Figure 2.6 below, visits taken to destinations in Wales were more likely than those taken in England or Scotland to be of a shorter duration with 43% lasting between 3 and 4 hours.

Figure 2.6 - 2011 Tourism Day Visits: Duration of Tourism Day Visits by destination country (% of total)

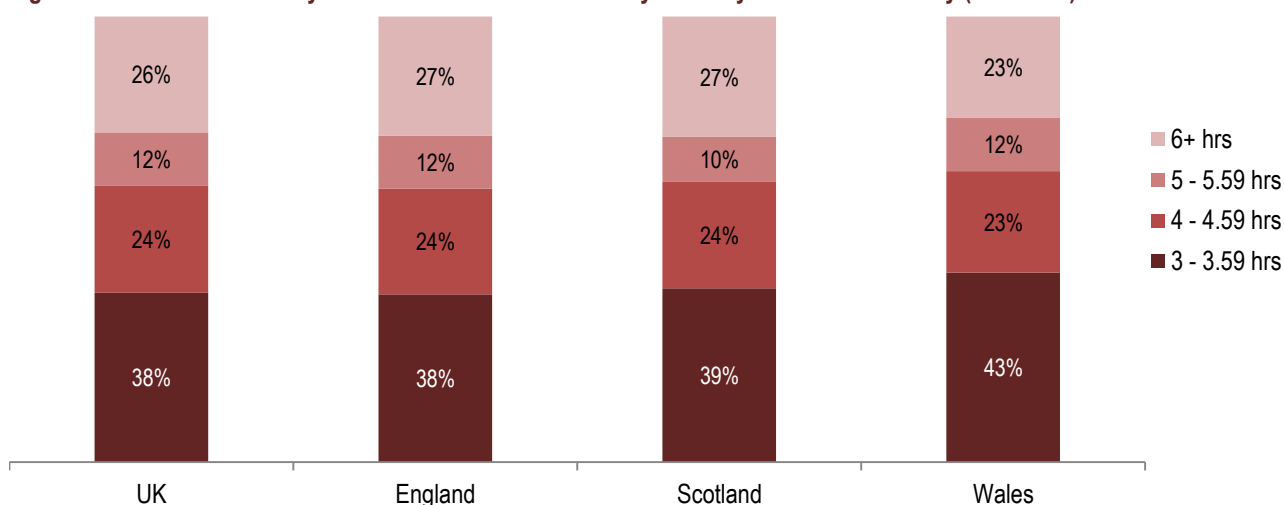


Table 2.8 overleaf details visit durations by destination country in terms of the total volume of visits in each duration band and total expenditure during these visits. Although the largest volume of visits lasted between 3 and 4 hours (591 million visits), in value terms visits lasting 6 hours or more represented a larger proportion of the total (£16.9 billion or 32% of total expenditure). This pattern was particularly apparent in the visits taken to destinations in Scotland where 27% of all visits lasted 6 hours or more but these trips represented 41% of total expenditure.

	Visits				Expenditure			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	591	494	52	44	£16,412	£13,207	£2,052	£1,121
4 hours to 4 hours 59	364	308	33	23	£12,273	£10,395	£1,093	£608
5 hours to 5 hours 59	182	157	13	12	£6,462	£5,604	£494	£336
6 hours or more	408	347	36	23	£16,893	£13,464	£2,513	£875
TOTAL	1,545	1,307	134	102	£52,040	£42,670	£6,152	£2,939

The volume of visits by duration and type of place visited is illustrated in Table 2.9 below. The largest volume of visits taken to cities and large towns, small towns and villages and the countryside lasted between 3 and 4 hours while the largest volume of seaside visits lasted 6 hours or more.

	City/ large town		Small town		Village/ rural		Seaside	
	Millions	%	Millions	%	Millions	%	Millions	%
3 hours to 3 hours 59	247	37%	160	42%	148	37%	47	32%
4 hours to 4 hours 59	162	24%	86	23%	96	24%	32	22%
5 hours to 5 hours 59	80	12%	44	11%	46	11%	18	13%
6 hours or more	182	27%	92	24%	111	28%	49	34%
TOTAL	671		383		400		147	

Table 2.10 illustrates the volume of visits by duration and English region of visit. Reflecting the national pattern in all the regions, the highest volumes of visits lasted between 3 and 4 hours. However, visits taken in the South of England were more likely than those taken in other regions to last longer with around a third of visits (32%) in both the South East and South West lasting 6 hours or more.

	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	17	66	54	35	43	50	104	75	50
4 hours to 4 hours 59	11	40	39	22	25	31	69	41	30
5 hours to 5 hours 59	5	21	17	11	13	16	37	21	16
6 hours or more	10	46	30	25	27	38	64	63	45
TOTAL	43	173	139	93	109	135	273	201	141

In Wales (Table 2.11) a larger proportion of the visits taken in South East Wales lasted between 3 hours and 3 hours 59 (46%) while visits taken in the more rural North and Mid Wales areas were more likely to last longer. In Scotland the largest proportion of shorter visits lasting between 3 hours and 3 hours 59 took place in Glasgow (43%) while more than a quarter of visits taken in the North of Scotland (27%) lasted more than 6 hours.

Table 2.11 - Tourism Day Visits: Volume of visits by trip duration and Wales destination region (millions)										
	Welsh destination region				Scottish destination Region					
	North	Mid	South West	South East	North	West	East	South	Edinburgh	Glasgow
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	10	4	10	20	9	22	17	3	7	9
4 hours to 4 hours 59	6	1	5	10	5	15	10	2	4	5
5 hours to 5 hours 59	4	1	2	4	2	5	5	1	3	2
6 hours or more	6	3	5	9	6	13	14	3	5	5
TOTAL	26	10	21	43	22	55	46	9	19	21

Figure 2.7 below illustrates the distribution of visit duration by main activity undertaken with activities ranked from those most likely to last the shortest duration to those typically lasting longest. About half of visits where the main activity was going out for a meal, attending a health or beauty spa, special shopping or going out for entertainment lasted between 3 and 4 hours while those visits where the main activity was visiting friends or family, attending a special public or personal event or going to an attraction were likely to last significantly longer.

Figure 2.7 - 2011 Tourism Day Visits: Duration of Tourism Day Visits by main activity undertaken (% of total)

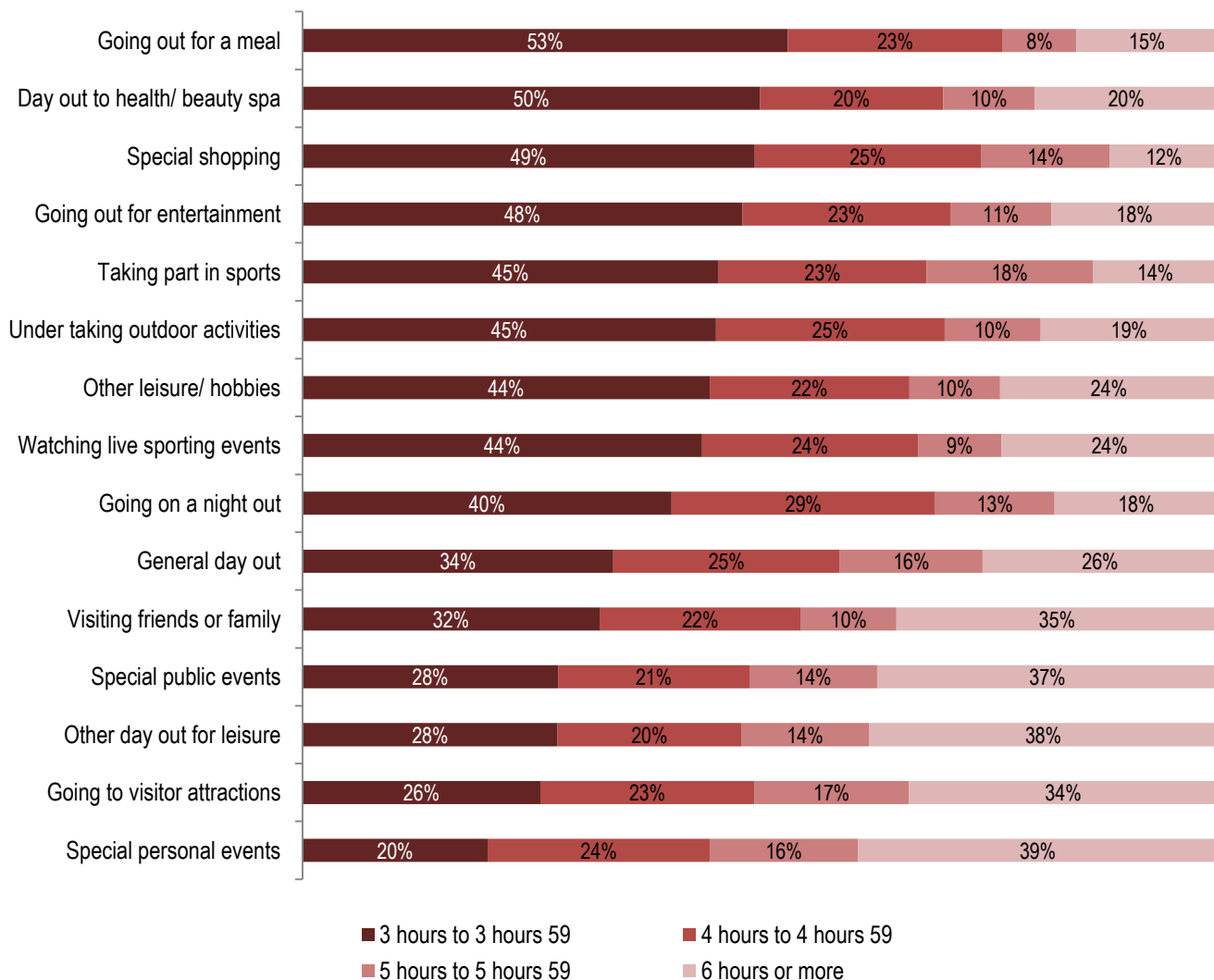


Table 2.12 overleaf details the volume of visits by duration and main activity.

Table 2.12 –Tourism Day Visits: Volume of visits by trip duration and 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	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	134	42	79	60	43	56	23	10	24	20	12	7	5	37	10
4 hours to 4 hours 59	91	21	35	42	20	31	11	5	13	18	9	9	2	27	7
5 hours to 5 hours 59	43	12	12	19	9	13	5	4	5	13	6	6	1	17	5
6 hours or more	145	10	23	26	16	24	12	3	13	26	16	14	2	28	14
TOTAL	412	85	149	148	89	124	51	22	56	77	42	36	9	110	36

Visit destination

Type of place visited

Respondents were asked to indicate which of the following best described the type of place they visited:

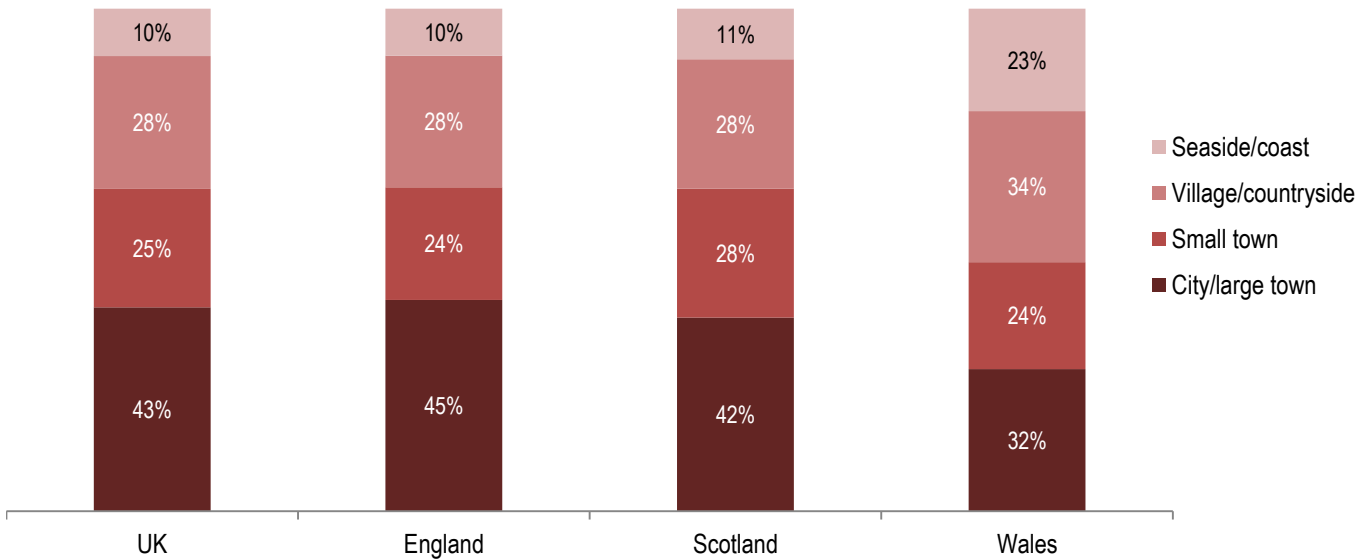
- City/large town
- Small town
- Village
- Rural countryside
- Seaside resort or town
- Seaside coastline – a beach
- Other seaside coastline

In this section, results are shown in 4 combined groups of types of place – cities and large towns, small towns, rural (visits including villages or rural countryside) and seaside/coastal (visits including any of the three seaside options). A more detailed analysis for each of the individual place types is included in table 4.1.3 in Section 4.

In most cases respondents selected a single type of place to describe their visit destination but in 5% of visits more than one place was selected. As such the percentages in Figures 2.8 and 2.9 total more than 100%.

In 43% of all Tourism Day Visits (Figure 2.8) the destination included a city or large town while 25% of visits included a small town, 28% included a more rural village or countryside location and the 10% included a seaside resort or other coastal location such as a beach. The profile of types of place visited varied by country, most notably in Wales where almost a quarter of visits included a seaside/ coastal location (23%) and 34% were taken to a village or countryside location but a smaller proportion of visits were taken to more urban locations.

Figure 2.8 - 2011 Tourism Day Visits: Type of place visited on Tourism Day Visits by destination country (% of total)



The profile of types of place visited on Tourism Day Visits taken in each of the English and Welsh regions is shown in Table 2.9. As might be expected, the vast majority of visits taken in the London region were described as a city or large town (80%). Other variations included a greater proportion of visits in the South West of England having a coastal destination (22%) and a greater share of visits in the East Midlands with a village or countryside destination (44%).

In Wales, the proportion of seaside visits was highest in North Wales (39%) while around half of visits taken in South East Wales were to a city or large town (51%). In Scotland, in both the East and West areas, the largest share of visits taken were to cities and large towns (50% and 45% respectively) while visits taken in the North and South were much more likely to have a rural or coastal destination.

Figure 2.9 - 2011 Tourism Day Visits: Type of place visited on Tourism Day Visits by region visited (% of total)

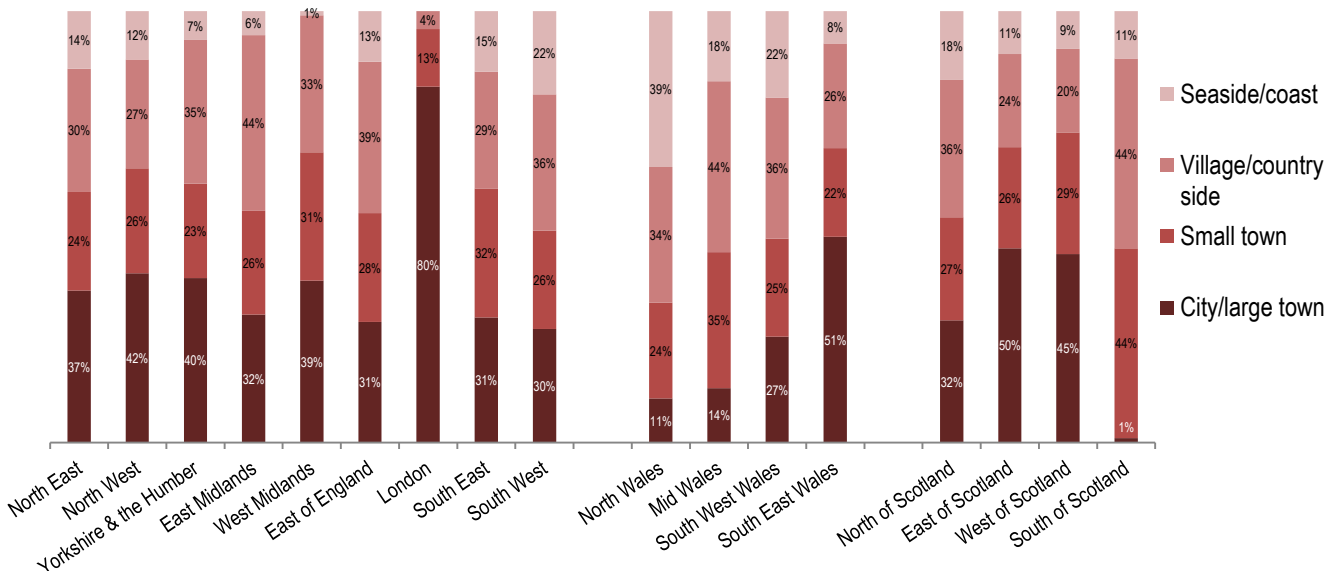


Table 2.13 overleaf illustrates the volume and value of visits taken to each type of place overall and by country of destination. This table illustrates the volumes of visits which only included each place type, those including a place type and others and the total volume of visits. At an overall level 671 million visits included a city or large town and in 634 million of these visits (94%) this was the only type of place visited. However visits taken to the coast were more likely to include other types of place with 38 million of the 147 million visits which included the coast (25%) also including another place type.

Table 2.13 –Tourism Day Visits: Volume and value of visits by types of place visited and destination country (millions)

	Visits				Expenditure			
	City/large town	Small town	Rural (countryside or village)	Any coastal/ seaside	City/large town	Small town	Rural (countryside or village)	Any coastal/ seaside
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
ALL VISITS								
Visit only included this type of place	634	332	346	109	24,586	8,965	7,875	3,672
Visit included this type of place and others	37	51	54	38	2,278	2,468	3,289	2,831
Total visits	671	383	400	147	26,864	11,433	11,164	6,503
VISITS TO DESTINATIONS IN ENGLAND								
Visit only included this type of place	551	278	291	84	21,022	7,233	6,533	2,640
Visit included this type of place and others	31	41	43	28	1,869	1,930	2,209	1,767
Total visits	582	319	333	111	22,891	9,163	8,742	4,407
VISITS TO DESTINATIONS IN SCOTLAND								
Visit only included this type of place	54	33	28	9	2,495	1,250	820	639
Visit included this type of place and others	3	55	6	6	258	349	705	688
Total visits	57	88	34	14	2,754	1,598	1,525	1,327
VISITS TO DESTINATIONS IN WALES								
Visit only included this type of place	29	20	27	16	1,049	478	703	384
Visit included this type of place and others	3	5	5	5	137	179	192	157
Total visits	32	25	32	21	1,186	657	895	541

Table 2.14 provides further details of the combinations of types of place included in visits, illustrating the low proportion of visits to cities and large towns including any other types of place but the high proportion of visits to coastal locations which also included places described as rural (13%) or a small town (10%).

Table 2.14 –Tourism Day Visits: Volume of visits by types of place visited

Type of place visited	City/large town		Small town		Rural (countryside or village)		Any seaside/coastal	
	Millions	%	Millions	%	Millions	%	Millions	%
City/ large town	671	100%	15	4%	17	4%	12	8%
Small town	15	2%	383	100%	28	7%	15	10%
Rural (countryside or village)	17	2%	28	7%	400	100%	19	13%
Any seaside/coastal	12	2%	15	4%	19	5%	147	100%

Counties and regions visited

The survey recorded the names of the cities, towns and villages visited during Tourism Day Visits, allowing an analysis of destinations at a number of different geographical levels from country to region and, where sample sizes permit robust analysis, even smaller areas such as Local Authority.

Figure 2.10 illustrates the profile of visits in terms of visitor origins. At the UK level some 86% of all Tourism Day Visits were taken by people who live in England, 8% were taken by people who live in Scotland and 6% were taken by residents of Wales (by comparison the latest ONS population estimates indicate that 84% of the UK population live in England, 9% live in Scotland and 5% live in Wales). While the majority of Tourism Day Visits taken in each country are taken by residents of that country, this proportion varies from 97% in England to just 61% in Wales where a large proportion of the visits taken (38%) originate in England. By comparison 15% of the Tourism Day Visits taken in Scotland originated in England.

Figure 2.10 - 2011 Tourism Day Visits: Origin of visitors by destination country (% of total)

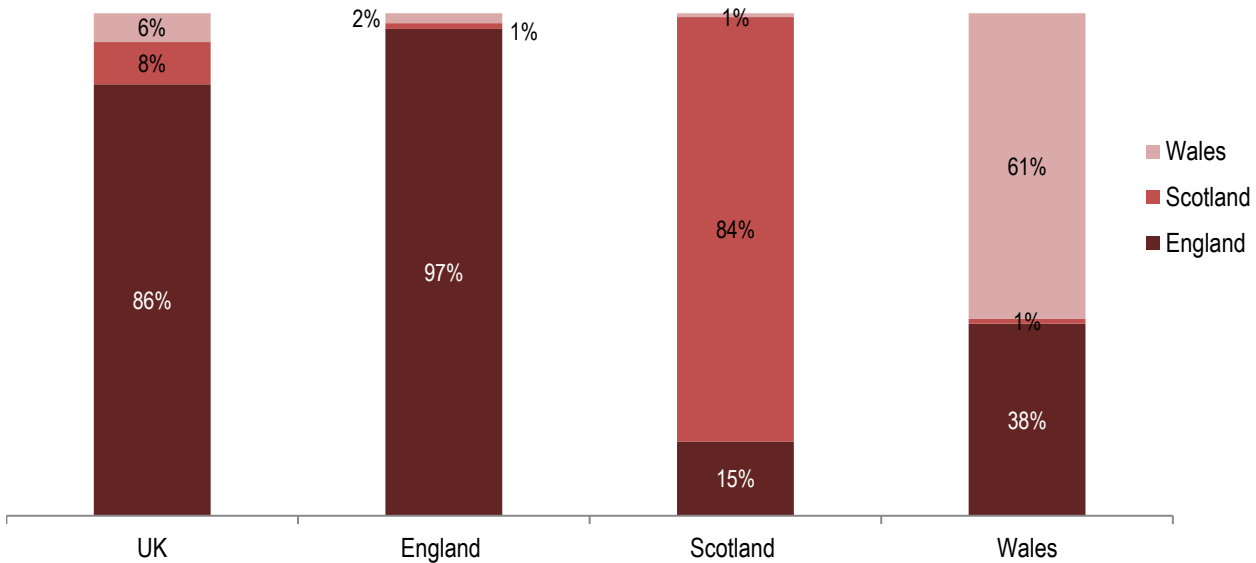


Table 2.15 illustrates the area of origin of visits to each of the English regions. The majority of visits taken in each region are made by people who live in the same area – most notably in the North East and London where some 3 in 4 visits are taken by residents.

However, it is also notable that a large proportion of the visits taken to the North West, North East and East Midlands are taken by people who live in the Yorkshire & the Humber area. There is also a significant ‘flow’ of visitors between London and the South East.

Table 2.15 –Tourism Day Visits: Volume of visits by region of residence and 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
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	2	4	1	*	1	1	3	2	1
Wales	*	6	2	1	4	1	3	3	6
North East England	31	3	8	2	*	1	1	*	*
North West England	3	118	10	4	6	2	4	5	2
Yorkshire and the Humber	4	12	94	10	3	3	4	2	3
East Midlands	1	5	9	52	7	11	4	6	3
West Midlands	*	7	3	6	66	3	5	7	7
East of England	*	5	1	7	6	90	15	17	9
London	1	6	6	2	5	12	202	30	8
South East England	*	5	4	4	4	9	28	117	16
South West England	*	3	1	2	7	3	5	12	85
TOTAL	43	173	139	93	109	135	273	201	141

* Less than 0.5m visits

In Wales (Table 2.16) over half of the Tourism Day Visits taken to destinations in North and Mid Wales originated from outside of Wales but there was less movement of visitors between regions of Wales.

Table 2.16 - Tourism Day Visits: Volume of visits by region of residence and Wales destination region (millions)

	North Wales	Mid Wales	South West Wales	South East Wales
Area of origin	Millions	Millions	Millions	Millions
North Wales	10	1	*	*
Mid Wales	*	2	1	1
South West Wales	*	1	11	4
South East Wales	1	1	4	25
North West England	8	1	1	1
West Midlands	3	2	1	2
South West England	1	*	2	4
Other outside Wales	3	2	2	5
TOTAL	26	10	21	43

* Less than 0.5m visits

In Scotland (Table 2.17) most visits taken in the North, West and East originated from within the same area while visits to the South were more likely to be taken from adjacent areas. While 15% of all Tourism Day Visits taken in Scotland originated from outside of Scotland, this proportion was higher in the North and South.

Table 2.17 - Tourism Day Visits: Volume of visits by region of residence and Scottish destination region (millions)

	North Scotland	West Scotland	East Scotland	South Scotland
Area of origin	Millions	Millions	Millions	Millions
North Scotland	12	1	3	*
West Scotland	2	40	9	2
East Scotland	4	6	26	2
South Scotland	*	1	1	3
Outside Scotland	4	7	8	2
TOTAL	22	55	47	9

* Less than 0.5m visits

The large survey sample size and level of detail on places visited collected in the survey also allows for analysis at a sub-regional level including the production of estimates of total visits taken to counties and certain local authorities in England, the Regional Tourism Partnership areas in Wales and the former Area Tourist Board areas in Scotland.

These results and sample sizes are illustrated in Tables 2.18 to 2.21 on the following pages. Caution should be taken when using data based on low sample sizes, as these results are likely to have a much wider margin of error than, for example, survey results at national level. In the following charts and in the more detailed listings in the appendix, results based on a sample of less than 50 interviews are shown in grey text.

In terms of the English counties (Table 2.18), the largest volumes of Tourism Day Visits were taken to London (297 million) followed by West Yorkshire (57 million) and Greater Manchester (55 million). At a Local Authority level (Table 2.19 lists the 20 most visited areas), the most visited areas were the City of London (35 million), Manchester (33 million), City of Westminster (27 million), Leeds (25 million) and Birmingham (21 million).

Table 2.18 – Tourism Day Visits: Volume of visits and expenditure by English Ceremonial County

	Visits	Expenditure	Sample (visits)
	Millions	£ Millions	
Avon	27.73	£839.64	365
Bedfordshire	7.52	£276.83	93
Berkshire	14.28	£358.40	183
Buckinghamshire	14.43	£724.17	132
Cambridgeshire	19.45	£607.82	199
Cheshire	28.08	£1,103.01	381
Cornwall & Isles Of Scilly	23.69	£1,087.11	232
Cumbria	16.96	£ 581.81	198
Derbyshire	23.02	£673.83	280
Devon	38.8	£1,014.30	433
Dorset	12.76	£ 615.94	149
Durham	8.82	£201.02	121
East Sussex	21.18	£932.71	261
Essex	33.01	£868.19	300
Gloucestershire	9.57	£274.57	135
Greater Manchester	55.09	£2,214.13	624
Hampshire	33.34	£1,283.76	390
Herefordshire	5.27	£ 145.60	72
Hertfordshire	17.55	£464.52	180
Isle Of Wight	5.78	£186.99	66
Kent	34.09	£1,180.45	428
Lancashire	36.21	£ 989.63	406
Leicestershire	16.85	£479.13	192
Lincolnshire	18.06	£455.31	223
London	296.70	£10,857.75	2990
Merseyside	34.24	£ 930.05	335
Norfolk	39.52	£1,135.70	312
Humberside	19.09	£ 490.63	370
North Yorkshire	33.33	£908.34	614
Northamptonshire	8.44	£230.42	97
Northumberland	7.42	£214.34	99
Nottinghamshire	23.14	£1,589.02†	242
Other Yorkshire	4.63	£79.06	64
Oxfordshire	14.63	£ 386.88	186
Shropshire	10.36	£ 314.00	146
Somerset	9.99	£468.34	118
South Yorkshire	24.70	£715.09	424
Staffordshire	19.14	£577.11	224
Suffolk	17.52	£421.48	166
Surrey	18.92	£376.90	205
Tyne & Wear	20.80	£566.01	260
Warwickshire	14.01	£436.86	157
West Midlands	47.21	£1,150.90	516
West Sussex	19.45	£ 538.92	200
West Yorkshire	57.01	£1,238.50	1065
Wiltshire	15.99	£ 395.06	177
Worcestershire	11.86	£527.47	136

† Results for the highlighted counties suggest an average spend per visit of more than double or less than half of the GB average of £34. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact VisitEngland to discuss how best to interpret the findings.

Table 2.19 – Tourism Day Visits: Volume of visits and expenditure by English Local Authority – 20 most visited areas

	Visits	Expenditure	Sample (visits)
	Millions	£ Millions	
City Of London*	34.99	2182.29	356
Manchester	32.61	1603.93	361
City Of Westminster*	27.17	1468.30	287
Leeds	24.88	654.87	467
Birmingham	21.37	681.30	242
Liverpool	19.67	692.02	217
Norwich	17.70	572.69	123
City of Bristol	15.74	492.15	197
Camden*	14.74	540.62	163
Islington*	14.32	275.34	98
York	13.02	385.34	219
Nottingham	12.08	1229.94†	138
Kensington and Chelsea*	11.32	789.87†	133
Newcastle Upon Tyne	11.18	342.42	148
Southwark*	11.00	194.49	104
Sheffield	10.63	354.09	201
Croydon*	10.49	297.74	96
Brighton And Hove	10.30	639.74	114
Bradford	10.24	205.64	200
Chester	9.78	391.52	153

* Note: It is likely that in some visits taken to destinations in Central London, respondents were unsure of the borough visited so may have provided inaccurate responses regarding the area visited. Also, in around 5% of visits taken to destinations in London respondents did not know which borough was visited.

† Results for the highlighted Local Authorities suggest an average spend per visit of more than double or less than half of the GB average of £34. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spend estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact VisitEngland to discuss how best to interpret the findings.

In Wales (Table 2.20), the most visited Regional Tourism Partnership region was South East Wales which was the destination for an estimated 43 million visits.

Table 2.20 – Tourism Day Visits: Volume of visits and expenditure by Wales Region

	Visits	Expenditure	Sample (visits)
	Millions	£ Millions	
North Wales	26.35	580	532
Mid Wales	10.11	353	213
South West Wales	21.41	542	600
South East Wales	42.85	1,423	1,170

In Scotland (Table 2.21), the former Glasgow & Clyde Valley and Edinburgh and Lothian Area Tourist Board areas were destinations for the largest volumes of visits (35 million and 27 million visits respectively).

Table 2.21 – Tourism Day Visits: Volume of visits and expenditure by Scottish regions and former Scottish Area Tourist Board area

	Visits	Expenditure	Sample (visits)
	Millions	£ Millions	
North of Scotland	21.95	1,301	403
Highlands & Islands	8.34	662†	163
Aberdeen & Grampian	13.61	639	240
West of Scotland	55.08	1,995	1,039
Argyll, the Isles, Loch Lomond, Stirling & Trossachs	11.80	445	225
Greater Glasgow & Clyde Valley	34.75	1,301	643
Ayrshire & Arran	8.53	249	171
East of Scotland	46.93	2,668	925
Angus & Dundee	6.93	242	127
Perthshire	7.83	631†	135
Kingdom of Fife	5.51	257	135
Edinburgh & Lothians	26.66	1,538	528
South of Scotland	9.21	189	156
Dumfries & Galloway	4.59	105	81
Scottish Borders	4.62	84	75

† Results for the highlighted areas suggest an average spend per visit of more than double or less than half of the GB average of £34. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact VisitScotland to discuss how best to interpret the findings.

Claimed distance travelled

Survey respondents were asked to provide an estimate of the total, round trip distance travelled on visits, selecting their response from the following list of distance bands:

- Less than 5 miles
- Between 5 and 10 miles
- 11 to 20 miles
- 21 to 40 miles
- 41 to 60 miles
- 61 to 80 miles
- 81 to 100 miles
- Over 100 miles

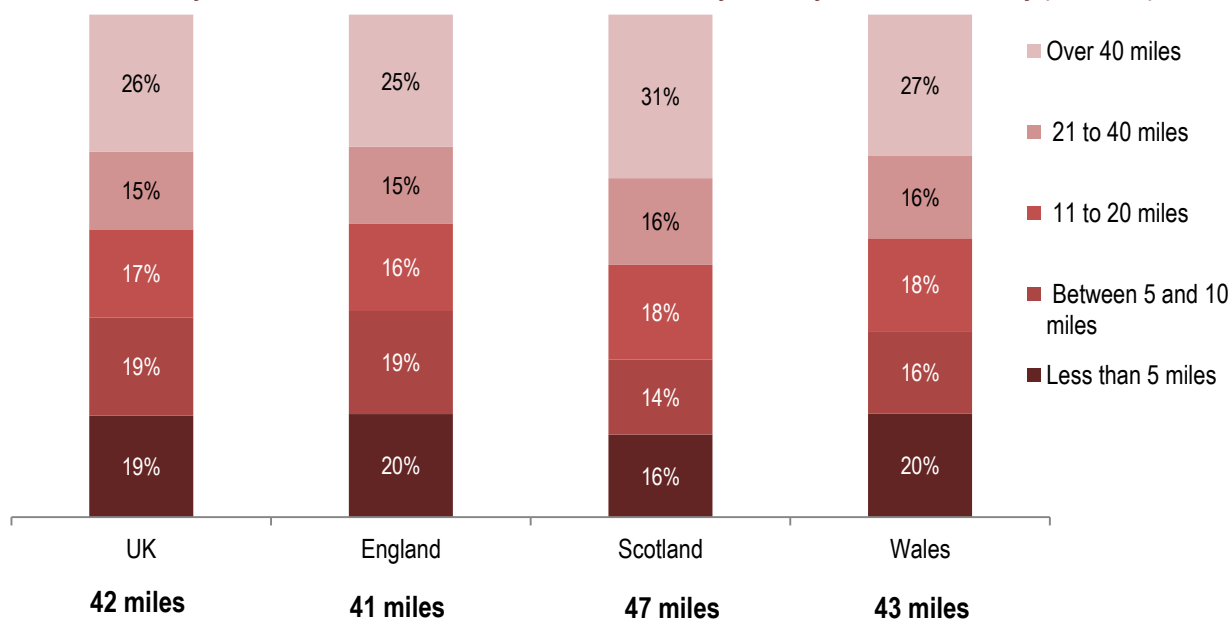
In the analysis of this data, average distances have been calculated by applying mid points to each of these ranges (e.g. a value of 15.5 miles is applied to a response of 11 to 20 miles) while a response of over 100 miles was given a value of 210 miles.

The responses to this question should be treated with some caution as validation work, comparing the distances survey respondents claimed to travel on a visit with actual distances (derived from an analysis of visit start and end points) suggested that claimed distances could often be inaccurate. While data checks have been undertaken to identify and correct the most inaccurate responses, it is not possible to validate all of the responses provided. Further details are provided in the Methods and Performance report.

Claimed distance by place visited

Overall the average claimed distance travelled on Tourism Day Visits taken by GB residents to UK destinations was 42 miles. As illustrated in Figure 2.11 distances travelled varied by country from 41 miles in England to 47 miles in Scotland. Reflecting these variations, while 40% of all visits taken in England involved a journey of over 20 miles, this proportion increased to 47% in Scotland.

Figure 2.11 - 2011 Tourism Day Visits: Claimed distance travelled on Tourism Day Visits by destination country (% of total)



Note: Chart does not include Don't Know responses so values do not total 100%

Table 2.22 details the volume and value of visits by distance travelled and destination country. These results emphasise the wide range of distances travelled on Tourism Day Visits with around 1 in 5 visits (298 million) involving a journey of 5 miles or less while over 200 million visits involved a journey of over 80 miles.

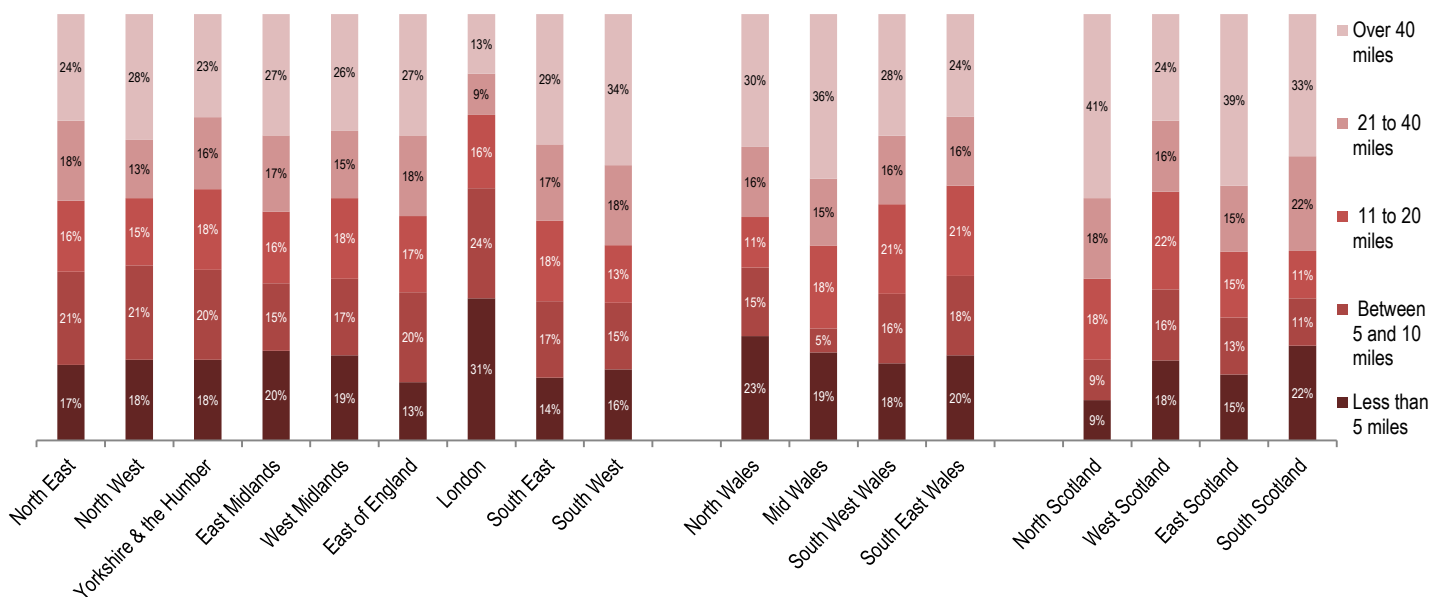
Reflecting the likely higher spend during visits involving longer journeys (for example on fuel and food and drink), while just 10% of all visits were over 100 miles in distance some 21% of expenditure was made during these visits (£10.7 billion). This variation was even more notable in the visits taken in Scotland where 10% of all visits (14 million) involved a journey of over 100 miles but some 26% of expenditure (£1.6 billion) was made during these visits.

Table 2.22 –Tourism Day Visits: Volume and value of visits by claimed distance travelled and destination country (millions)								
	Visits				Expenditure			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	298	255	21	20	£6,587	£5,585	£699	£294
Between 5 and 10 miles	288	254	19	16	£6,535	£5,765	£442	£328
11 to 20 miles	258	215	25	18	£7,770	£6,040	£1,159	£543
21 to 40 miles	228	190	22	16	£7,987	£6,627	£916	£443
41 to 60 miles	115	94	13	9	£4,958	£4,095	£545	£318
61 to 80 miles	77	61	10	5	£2,926	£2,338	£373	£214
81 to 100 miles	52	43	5	4	£2,246	£1,835	£314	£97
Over 100 miles	151	126	14	10	£10,697	£8,222	£1,583	£654
Don't know	77	68	5	3	£2,335	£2,164	£122	£48
TOTAL	1,545	1,307	134	102	£52,040	£42,670	£6,152	£2,939

Figure 2.12 and Tables 2.22 and 2.24 below provide further details of the distances travelled on visits taken in each of the English, Welsh and Scottish regions. At 27 miles, the average distance travelled was smallest in visits taken to places in London while the average distance was greatest in visits taken to destinations in the South West of England, Mid Wales (both 54 miles) and, most notably, the North of Scotland (65 miles).

As described in Section 1, to be included within the definition of a Tourism Day Visit, the destination must have been in a different place from the participant's place of residence (i.e. the city, town, village or, for London residents, London borough). The shorter average distance recorded in visits taken to destinations in London is related to the relatively small geographical size of London boroughs which could 'allow' for a greater volume of the shorter distance visits taken in this region to be defined as Tourism Day Visits.

Figure 2.12 - 2011 Tourism Day Visits: Claimed distance travelled on Tourism Day Visits by region visited (% of total)



Note: Chart does not include Don't Know responses so values do not total 100%

Table 2.23 provides further details of the volume of visits taken in each region by distance travelled, further illustrating the large volume of shorter distance visits taken in London and longer distance visits taken in the South East and South West.

	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	8	30	25	19	20	18	84	29	22
Between 5 and 10 miles	9	37	28	14	18	27	65	33	21
11 to 20 miles	7	27	24	15	20	24	43	37	19
21 to 40 miles	8	22	22	15	16	24	23	33	25
41 to 60 miles	3	15	12	7	8	12	9	17	12
61 to 80 miles	2	8	7	6	6	10	5	10	7
81 to 100 miles	2	7	4	3	4	4	5	7	7
Over 100 miles	3	18	10	9	12	11	17	24	20
Don't know	2	8	5	4	4	6	21	10	7
TOTAL	43	173	139	93	109	135	273	201	141
Average distance travelled (miles)	38	43	37	43	45	41	27	48	54

In Wales (Table 2.24) visits taken to destinations in North and Mid Wales typically involved the longest journeys (45 and 54 miles on average respectively) while the shortest average distances were recorded in visits taken in South East Wales (37 miles). In Scotland, the longest distances tended to be travelled in visits taken to destinations in the North (65 miles) and East of Scotland (57 miles) but journeys were notably shorter in the West (35 miles).

	Welsh destination region				Scottish Destination Region					
	North	Mid	South West	South East	North	West	East	South	Edinburgh	Glasgow
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	6	2	4	8	2	10	7	2	4	4
Between 5 and 10 miles	4	1	3	8	2	9	6	1	2	3
11 to 20 miles	3	2	4	9	4	12	7	1	2	4
21 to 40 miles	4	1	3	7	4	9	7	2	3	3
41 to 60 miles	2	1	2	4	2	4	5	1	2	2
61 to 80 miles	2	*	1	2	2	4	4	1	1	1
81 to 100 miles	1	*	1	2	1	2	2	*	1	*
Over 100 miles	3	2	2	3	4	3	7	1	3	1
Don't know	1	1	*	1	1	2	2	*	1	1
TOTAL	26	10	21	43	22	55	46	9	19	21
<i>Average distance (miles)</i>	45	54	41	37	65	35	57	46	58	31

* Less than 0.5m visits

Table 2.25 illustrates the volume of visits by claimed distance travelled and type of place visited. The average distance travelled was longest for visits to seaside locations (64 miles) but shortest in visits taken to places in more urban areas (39 miles in visits to small towns, 40 miles in visits to large towns and cities).

Almost a quarter of visits (23%) taken to the seaside, including coastal resorts involved a round journey of over 80 miles.

	City/ large town		Small town		Village/ rural		Seaside	
	Millions	%	Millions	%	Millions	%	Millions	%
Less than 5 miles	144	22%	72	19%	61	15%	20	13%
Between 5 and 10 miles	133	20%	78	20%	69	17%	15	10%
11 to 20 miles	104	16%	69	18%	72	18%	19	13%
21 to 40 miles	96	14%	54	14%	66	17%	23	16%
41 to 60 miles	43	6%	29	8%	37	9%	12	9%
61 to 80 miles	28	4%	18	5%	23	6%	13	9%
81 to 100 miles	19	3%	13	3%	16	4%	9	6%
Over 100 miles	67	10%	33	9%	40	10%	25	17%
Don't know	37	6%	16	4%	16	4%	11	7%
TOTAL	671		383		400		147	
<i>Average distance (miles)</i>	40		39		44		64	

Claimed distance by activity undertaken

Figure 2.13 illustrates claimed distances travelled on Tourism Day Visits by main activity undertaken with activities ordered from the shortest average distance travelled to the longest. Visits where the main activity was going on a night out, going out for a meal or special shopping typically involved the shortest average distances travelled (17, 28 and 32 miles respectively) while the longest average distances were typical on visits where the activity was described as a general day out for leisure (67 miles) or trips taken to visit an attraction (55 miles).

Figure 2.13 - 2011 Tourism Day Visits: Claimed distance by main activity undertaken

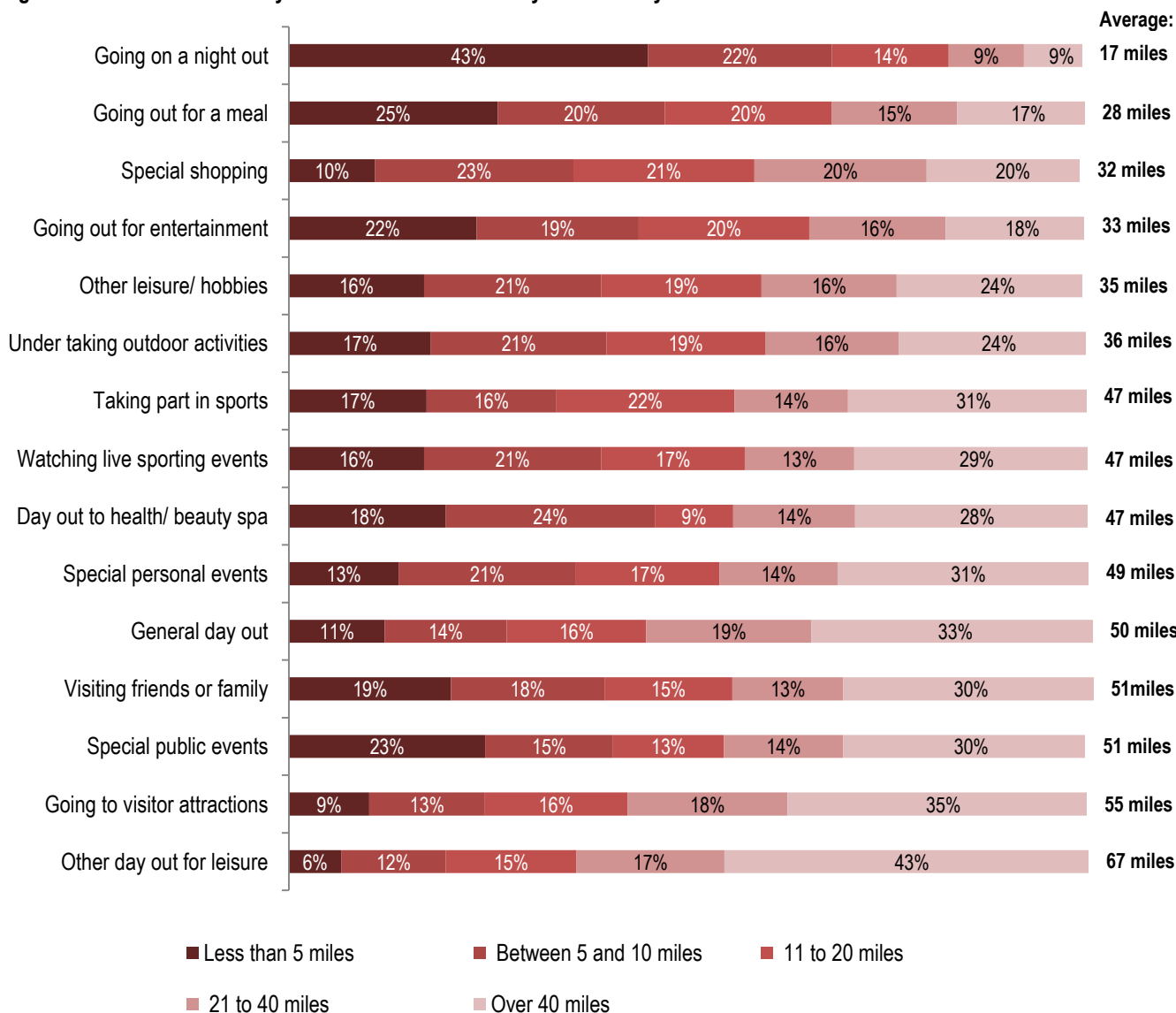


Table 2.26 overleaf details the volume of visits taken by claimed distance travelled and main activity, further illustrating the wide variation in distances travelled on visits where the main purpose was to see friends and relatives, the predominance of shorter duration visits when the purpose was a meal or night out and the larger volumes of visits to attractions or to attend events involving a journey of at least 20 miles.

Table 2.26 –Tourism Day Visits: Volume of visits by claimed distance and 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	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	77	9	36	63	19	21	8	4	9	7	10	5	2	12	2
Between 5 and 10 miles	76	19	30	33	17	26	11	3	12	10	6	8	2	15	4
11 to 20 miles	60	18	30	21	18	23	10	5	9	12	5	6	1	17	5
21 to 40 miles	52	17	22	14	14	20	8	3	7	14	6	5	1	21	6
41 to 60 miles	30	8	9	6	5	9	4	2	5	9	3	4	1	10	3
61 to 80 miles	21	4	6	1	3	7	3	1	3	6	2	2	1	7	3
81 to 100 miles	15	2	2	2	2	4	2	1	2	4	2	1	*	6	3
Over 100 miles	59	4	7	4	6	8	3	3	7	9	6	5	1	12	6
Don't know	22	3	5	5	4	5	2	*	2	6	2	2	1	9	2
TOTAL	412	85	149	148	89	124	51	22	56	77	42	36	9	110	36
<i>Average distance (miles)</i>	51	32	28	17	33	36	35	47	47	55	51	49	47	50	67

* Less than 0.5m visits

Mode of transport

As illustrated in Figure 2.14 below, in around 2 in 3 Tourism Day Visits (64%), the main mode of transport was the visitor's own car, while public transport was the main mode in around 15% of visits (8% by train, 7% by regular, scheduled bus service). A larger proportion of the visits taken in Wales involved travel by car (72% own car).

Figure 2.14 - 2011 Tourism Day Visits: Main mode of transport on Tourism Day Visits by destination country (% of total)

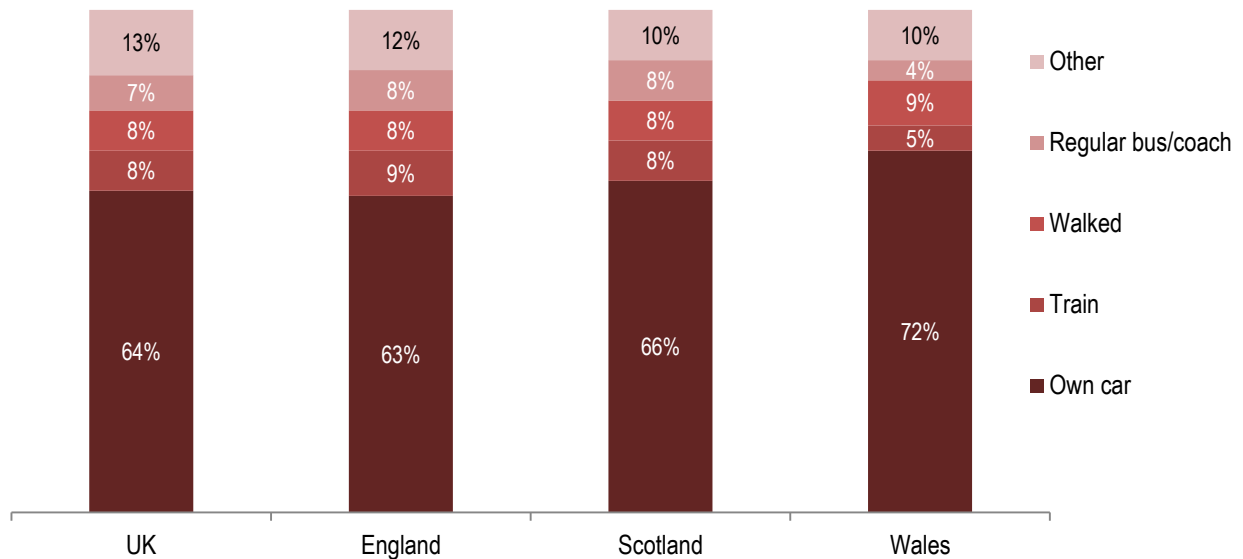


Table 2.26 details the volume and value of visits by transport used and destination country. Overall, car was the main mode of transport in 1 billion of the Tourism Day Visits taken by GB residents to UK destinations during 2011 while 130 million visits involved train journeys and 115 million involved bus journeys. In 128 million visits the main mode of transport was on foot.

Other modes of transport used in a smaller but still significant volume of visits included the tube/underground rail (52 million visits), taxi (40 million visits), organised coach tours (19 million visits) and bicycle (17 million visits).

Table 2.27 also illustrates total expenditure during visits. This analysis emphasises the greater importance of car borne visits in Wales with over three-quarters of total spend (£2,234 million) made on visits taken using this mode of transport.

Table 2.27 –Tourism Day Visits: Volume and value of transport used by destination country (millions)

	Visits				Expenditure			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Any car (Net)	1,000	835	90	73	£32,738	£26,429	£4,039	£2,234
Car - own/friends/family	988	826	88	73	£31,702	£25,835	£3,623	£2,208
Car – hired	12	9	2	1	£1,035	£594	£416	£26
Public transport (Net)	245	213	22	10	£9,902	£8,610	£938	£354
Train	130	113	11	5	£6,383	£5,448	£640	£295
A regular bus/coach	115	100	11	4	£3,519	£3,162	£298	£59
Organised coach tour	19	16	2	1	£713	£626	£58	£28
Taxi	40	32	4	4	£1,907	£1,287	£481	£135
Walked/on foot	128	108	10	9	£2,373	£2,090	£188	£94
Bicycle	17	15	1	1	£175	£165	£6	£4
Minibus	7	5	1	1	£312	£265	£29	£18
Motor cycle	3	2	1	*	£104	£87	£15	£2
Tube	52	52	1	*	£2,290	£2,027	£263	-
Tram	4	3	*	*	£95	£93	£2	-
Motorised caravan/campervan	5	4	*	1	£181	£166	£7	£8
Plane	5	3	1	*	£589	£230	£106	£38
Boat/ship/ferry	4	3	*	*	£300	£271	£15	£14
Lorry/truck/van	5	4	*	1	£137	£108	-	£7
Other	12	12	*	1	£224	£216	£5	£3
TOTAL	1,545	1,307	134	102	£52,040	£42,670	£6,152	£2,939

* Less than 0.5m visits

Figure 2-15 below illustrates the main mode of transport used by region of England or Wales visited. The most notably different region is London where less than a third of visits were taken by car but larger proportions were taken by public transport. 18% of visits in London were taken by tube (included in 'other' group). In contrast, the highest proportion of car borne visits were taken during visits to destinations in the East of England (78%), East Midlands (76%) and South East England (74%). In Wales more visits to the North and South West were taken by car. In Scotland more visits in the South were taken by car whilst those taken in the East were most likely to involve public transport.

Figure 2.15 - 2011 Tourism Day Visits: Main mode of transport on Tourism Day Visits by region visited (% of total)

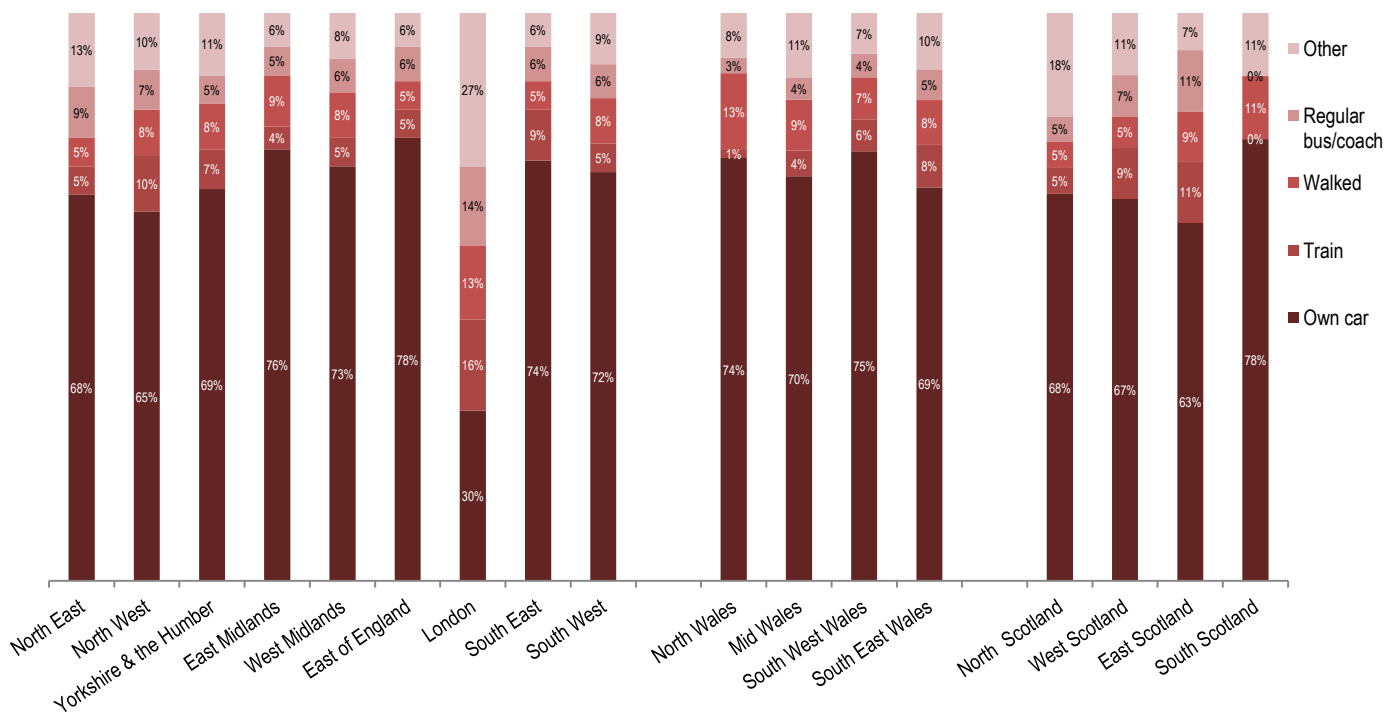


Table 2.28 below provides further details of the volumes of visits taken by mode of transport and English region, emphasising the large volumes of car borne journeys taken in the South East (150 million visits) and by tube (49 million), train (45 million), regular bus (38 million) and on foot (36 million) in London.

Table 2.28 –Tourism Day Visits: Volume of visits by main mode of transport used and 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
Any car (Net)	30	114	98	72	80	106	83	150	103
Car - own/friends/family	30	113	97	71	79	105	82	149	101
Car – hired	*	2	1	1	1	1	2	1	1
Public transport (Net)	6	29	17	8	12	15	83	29	14
Train	2	17	10	3	5	6	45	18	7
A regular bus/coach	4	12	7	4	7	8	38	11	8
Organised coach tour	1	3	1	*	1	1	3	2	2
Taxi	2	6	8	2	3	1	6	2	2
Walked/on foot	2	14	11	9	8	7	36	10	11
Bicycle	*	2	1	1	1	3	4	2	1
Minibus	*	*	*	*	*	1	1	*	2
Motor cycle	*	*	*	*	*	*	*	*	1
Tube	*	*	*	*	*	*	49	2	-
Tram	-	1	1	*	*	*	1	*	-
Motorised caravan/campervan	*	*	*	*	1	*	-	*	2
Plane	*	-	1	*	1	-	1	*	1
Boat/ship/ferry	-	*	*	*	*	*	*	1	*
Lorry/truck/van	*	1	*	*	*	1	1	*	*
Other	1	1	1	*	1	*	3	2	1
TOTAL	43	173	139	93	109	135	273	201	141

* Less than 0.5m visits

Table 2.29 illustrates transport mode used by type of place visited in terms of the total volumes of visits taken and these volumes as percentages of all visits. Visits taken to rural locations (villages or the countryside) were the most likely to be taken by car (311 million visits or 78% of total) while only around half of visits to destinations in large towns and cities used this mode of transport (346 million visits or 52% of total).

Other variations include a larger proportion of visits taken by public transport to destinations in cities and large towns and more visits to seaside destinations taken by organised coach.

Table 2.29 – Tourism Day Visits: Volume of visits by main transport used by type of place (millions)

	City/large town		Small town		Village/rural		Seaside	
	Millions	%	Millions	%	Millions	%	Millions	%
Any car (Net)	346	52%	278	73%	311	78%	104	70%
Car - own/friends/ family	341	51%	275	72%	307	77%	102	69%
Car – hired	4	1%	3	1%	5	1%	2	1%
Public transport (Net)	166	25%	47	12%	27	7%	16	11%
Train	91	14%	21	5%	15	4%	11	7%
A regular bus/coach	75	11%	26	7%	12	3%	6	4%
Organised coach tour	7	1%	4	1%	6	1%	4	3%
Taxi	22	3%	11	3%	5	1%	2	1%
Walked/on foot	62	9%	28	7%	26	7%	12	8%
Bicycle	6	1%	3	1%	9	2%	1	1%
Minibus	3	*	2	1%	1	*	1	1%
Motor cycle	1	*	1	*	1	*	*	*
Tube	46	7%	3	1%	2	1%	1	1%
Tram	2	*	1	*	1	*	*	*
Motorised caravan/campervan	1	*	1	*	3	1%	*	*
Plane	2	*	*	*	1	*	2	1%
Boat/ship/ferry	1	*	1	*	*	*	1	1%
Lorry/truck/van	1	*	1	*	2	1%	1	1%
TOTAL	671		383		400		147	

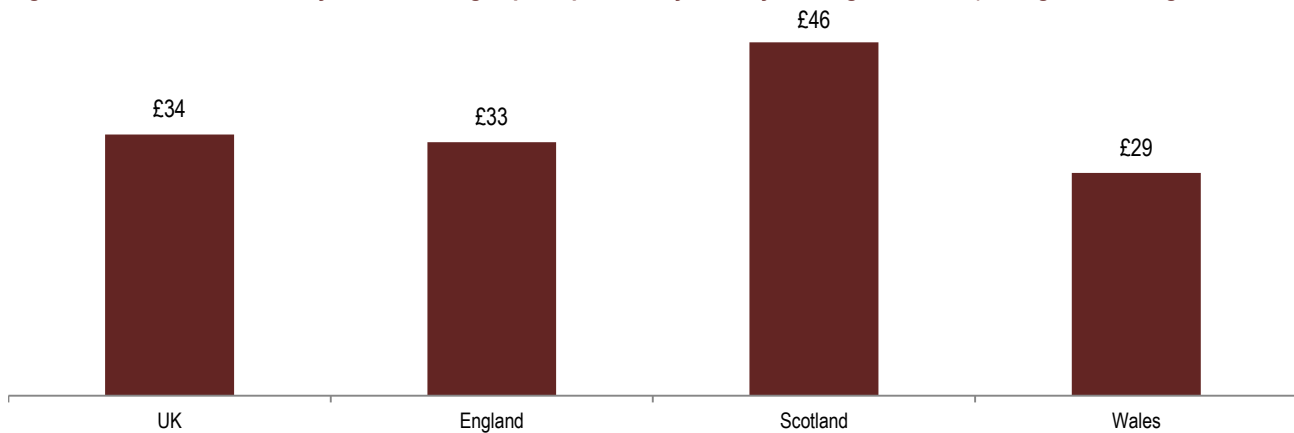
* Less than 0.5m visits or 0.5%

Visit expenditure

Average visit spend

In 2011 the average spend per Tourism Day Visit taken by GB residents to destinations in the UK, including those visits where no money was spent, was £34. As Figure 2.16 below illustrates, the average spend varied from £46 in visits taken to Scottish destinations to £29 in visits taken in Wales.

Figure 2.16 - 2011 Tourism Day Visits: Average spend per visit by country and region visited (averages including zeros)



As shown in Table 2.30, in terms of the main visit activity, the highest average spend per visit was during visits where the main activity was special shopping (£87) while average spend was just £20 on visits where the main activity was visiting friends or family. Average spend also varied by type of place from £44 in visits to the seaside/coastline to just £28 in visits to rural destinations.

Within the English regions, the highest average spend per visit was recorded in the East Midlands (£38) whilst lower levels were recorded in Yorkshire & the Humber (£26) and the North East (£25).

In Wales average spend was highest in Mid Wales (£35) but lowest in North Wales (£22) while in Scotland the most was spent during visits taken in the North and East of Scotland (£59 and £57 respectively).

Table 2.30 –Tourism Day Visits – Average spend per visit (including zero spend)

Main visit activity		English regions (former GORs)	
Special shopping	£87	North East	£25
Day out to health/beauty spa	£87	North West	£34
Other day out for leisure	£47	Yorkshire & the Humber	£26
Special public events	£44	East Midlands	£38
Going out for a meal	£42	West Midlands	£29
Going out for entertainment	£40	East of England	£28
Watching live sporting events	£39	London	£36
Going to visitor attractions	£36	South East	£35
Going on a night out	£33	South West	£34
Special personal events	£30	Welsh regions (Regional Tourism Partnerships)	
General day out	£27	North	£22
Undertaking outdoor activities	£23	Mid	£35
Visiting friends or family	£20	South West	£25
Other leisure/ hobbies	£18	South East	£33
Taking part in sports	£18	Scottish regions (see page 6 for details)	
Type of place visited		North	£59
Any seaside/coastline	£44	West	£36
City/large town	£40	East	£57
Small town	£30	South	£21
Rural (countryside or village)	£28		

Items purchased

Table 2.31 illustrates which items were purchased during Tourism Day Visits. Overall, money was spent during 72% of the Tourism Day Visits taken by GB residents in 2011 with the largest proportions of visits involving any expenditure in cafes, restaurants or bars (46%), 15% including expenditure on fuel and 10% including expenditure on 'special', non routine shopping. It should be noted that the survey only recorded expenditure made during the visit so, for example, expenditure on fuel used during a journey but not purchased as part of the visit is not included.

Reflecting the aforementioned variations in the average amounts spent in each country, by comparison to England and Wales, a larger proportion of visits taken to destinations in Scotland involved any expenditure (76%).

Table 2.31 – Tourism Day Visits – Items money was spent on during visits by destination country (% of visits when money is spent on each expenditure item)				
	UK	England	Scotland	Wales
Expenditure items	%	%	%	%
Any expenditure	72%	71%	76%	71%
No expenditure	28%	29%	24%	29%
TRANSPORT - NET	32%	32%	38%	34%
Fuel	15%	14%	18%	21%
Bus fares, car parking	10%	9%	13%	10%
Rail, tube or tram tickets	9%	9%	8%	5%
Water transport	1%	1%	1%	*
Air transport	*	*	1%	*
Car/other vehicle hire	1%	1%	1%	*
EATING AND DRINKING - NET	57%	56%	61%	57%
Eating/drinking out in cafes, restaurants, etc.	46%	46%	51%	48%
Food bought in shops/ takeaways & consumed on trip	17%	17%	18%	18%
ENTRANCE CHARGES – NET	17%	17%	19%	18%
Entrance to visitor attractions	6%	6%	8%	7%
Tickets/entrance to events, shows or clubs	8%	8%	8%	8%
Tickets to watch sporting events	2%	2%	2%	3%
Entrance to sports/leisure centres	2%	1%	2%	2%
SHOPPING				
'Special' shopping (i.e. not routine)	10%	10%	10%	9%
OTHER ITEMS – NET	2%	2%	3%	2%
Package travel or package tours	1%	1%	1%	*
Other travel services	1%	1%	1%	1%
Hiring equipment	*	*	1%	1%

* Less than 0.5%

Table 2.32 overleaf illustrates the total amounts spent on each category across all of the Tourism Day Visits taken by GB residents in 2011. Details of the total amounts spent on all visits taken in the UK and in visits taken to places in England, Scotland and Wales are shown.

Overall around £21.1 billion was spent on eating and drinking during Tourism Day Visits, about a two-fifths of total expenditure (41%), while £9.9 billion was spent on 'special shopping' (19%) and £6.1 billion was spent on fuel (12%). Comparing the share of total spend in each country, it is notable that fuel represented a higher share of expenditure in visits taken in Wales, a reflection of the greater proportion of visits taken in Wales which involved travel by car.

Table 2.32 –Tourism Day Visits: Total expenditure breakdown by destination country

	UK	England	Scotland	Wales
Expenditure items	Millions	Millions	Millions	Millions
TOTAL	£52,040	£42,670	£6,152	£2,939
TRANSPORT - TOTAL	£10,940	£8,670	£1,498	£691
% share	21%	20%	24%	24%
Fuel	£6,114	£4,743	£857	£509
% share	12%	11%	14%	17%
Bus fares, car parking	£1,398	£1,115	£194	£79
% share	3%	3%	3%	3%
Rail, tube or tram tickets	£2,417	£2,107	£243	£67
% share	5%	5%	4%	2%
Water transport	£292	£257	£29	£4
% share	1%	1%	*	*
Air transport	£344	£204	£71	£28
% share	1%	*	1%	1%
Car/other vehicle hire	£375	£244	£104	£4
% share	1%	1%	2%	*
EATING AND DRINKING - TOTAL	£21,123	£17,105	£2,683	£1,289
% share	41%	40%	44%	44%
Eating/drinking out in cafes, restaurants, etc.	£18,497	£14,974	£2,363	£1,119
% share	36%	35%	38%	38%
Food bought in shops/ takeaways & consumed on trip	£2,626	£2,131	£320	£170
% share	5%	5%	5%	6%
ENTRANCE CHARGES - TOTAL	£7,129	£5,936	£758	£354
% share	14%	14%	12%	12%
Entrance to visitor attractions	£2,030	£1,637	£290	£102
% share	4%	4%	5%	3%
Tickets/entrance to events, shows or clubs	£3,497	£3,021	£323	£153
% share	7%	7%	5%	5%
Tickets to watch sporting events	£1,240	£1,001	£89	£84
% share	2%	2%	1%	3%
Entrance to sports/leisure centres	£362	£277	£56	£15
% share	1%	1%	1%	1%
SHOPPING				
'Special' shopping (i.e. not routine)	£9,948	£8,543	£836	£497
% share	19%	20%	14%	17%
OTHER ITEMS – TOTAL	£2,898	£2,416	£376	£105
% share	6%	6%	6%	4%
Package travel or package tours	£1,140	£1,001	£139	-
% share	2%	2%	2%	-
Other travel services	£169	£158	£9	£2
% share	*	*	*	*
Hiring equipment	£289	£98	£148	£42
% share	1%	*	2%	1%
Other	£1,300	£1,159	£80	£61
% share	2%	3%	1%	2%

* Less than 0.5%

Visitor profile

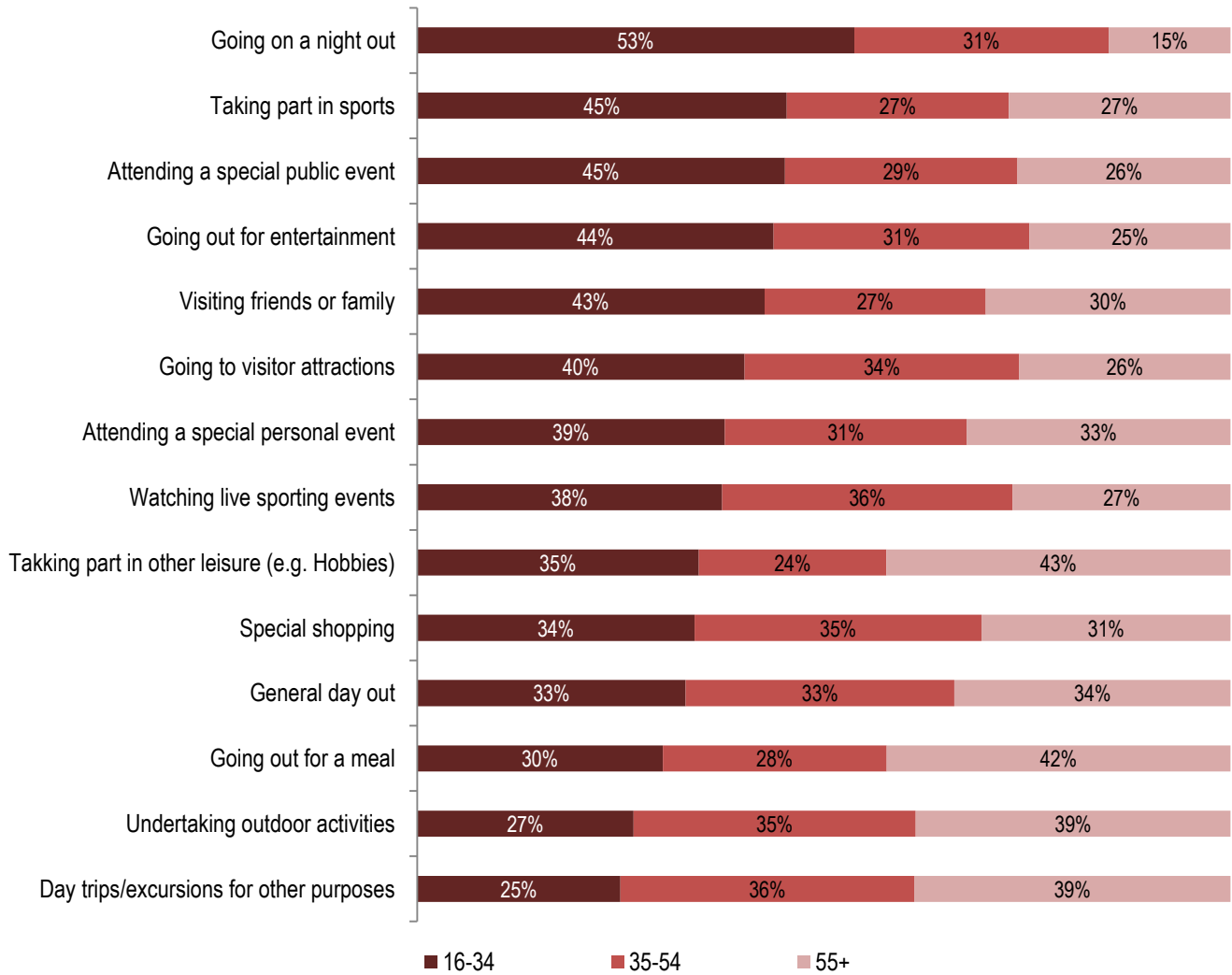
A comparison of the profile of those survey respondents recording taking any Tourism Day Visits in the week before interview with those who took no visits (Table 2.33) indicates that while there is no significant variation in profile in terms of sex and age, there are more notable variations in terms of socio-economic status, age of terminating education and car access. As illustrated below, those taking Tourism Day Visits were more likely than those not taking visits to be in the more affluent AB and C1 socio-economic groups, to have been in full time education until they were older than 16 or to have access to a car.

Table 2.33 –Tourism Day Visits: Demographic profile of those taking and not taking visits in last 7 days		
	One or more visits taken in last 7 days	No visits taken in last 7 days
	%	%
Sex		
Male	48%	50%
Female	52%	50%
Age		
16-24	16%	13%
25-34	18%	16%
35-44	16%	17%
45-54	17%	18%
55-64	14%	15%
65+	20%	21%
Socio-economic status		
AB	26%	21%
C1	30%	26%
C2	21%	21%
DE	23%	35%
Age terminated education		
16 years of younger	45%	56%
17-19 years	22%	20%
20 years or older	24%	19%
Still studying	8%	5%
Car access		
Yes	79%	73%
No	21%	27%
Children in household		
Yes	73%	73%
No	27%	27%

While, there is little significant variation in the age profile of those who had taken a Tourism Day Visit in the week before the survey and those who had taken no visits in this period, as illustrated in Figure 2.17 below, the age profile did vary significantly by activity undertaken.

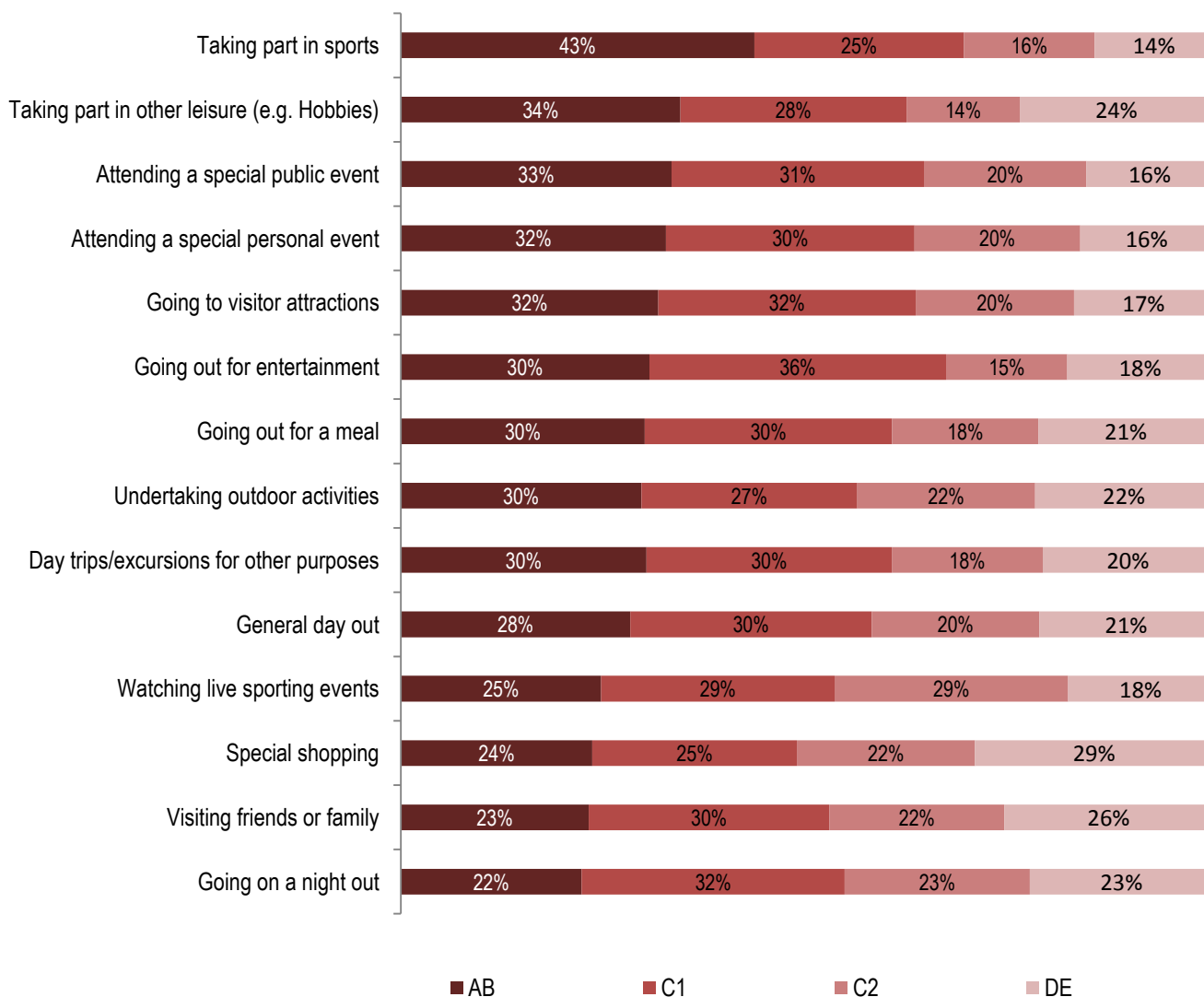
Tourism Day Visits in which the main activity was a night out, taking part in sport or attending special public events were more likely to be taken by those aged 16 to 34 while visits involving watching live sporting events were more likely to be taken by those aged 35 to 54. The oldest age profile was found in visits involving eating out and other leisure activities such as hobbies.

Figure 2.17 - 2011 Tourism Day Visits: Age profile of visit takers by main activity undertaken (% of total)



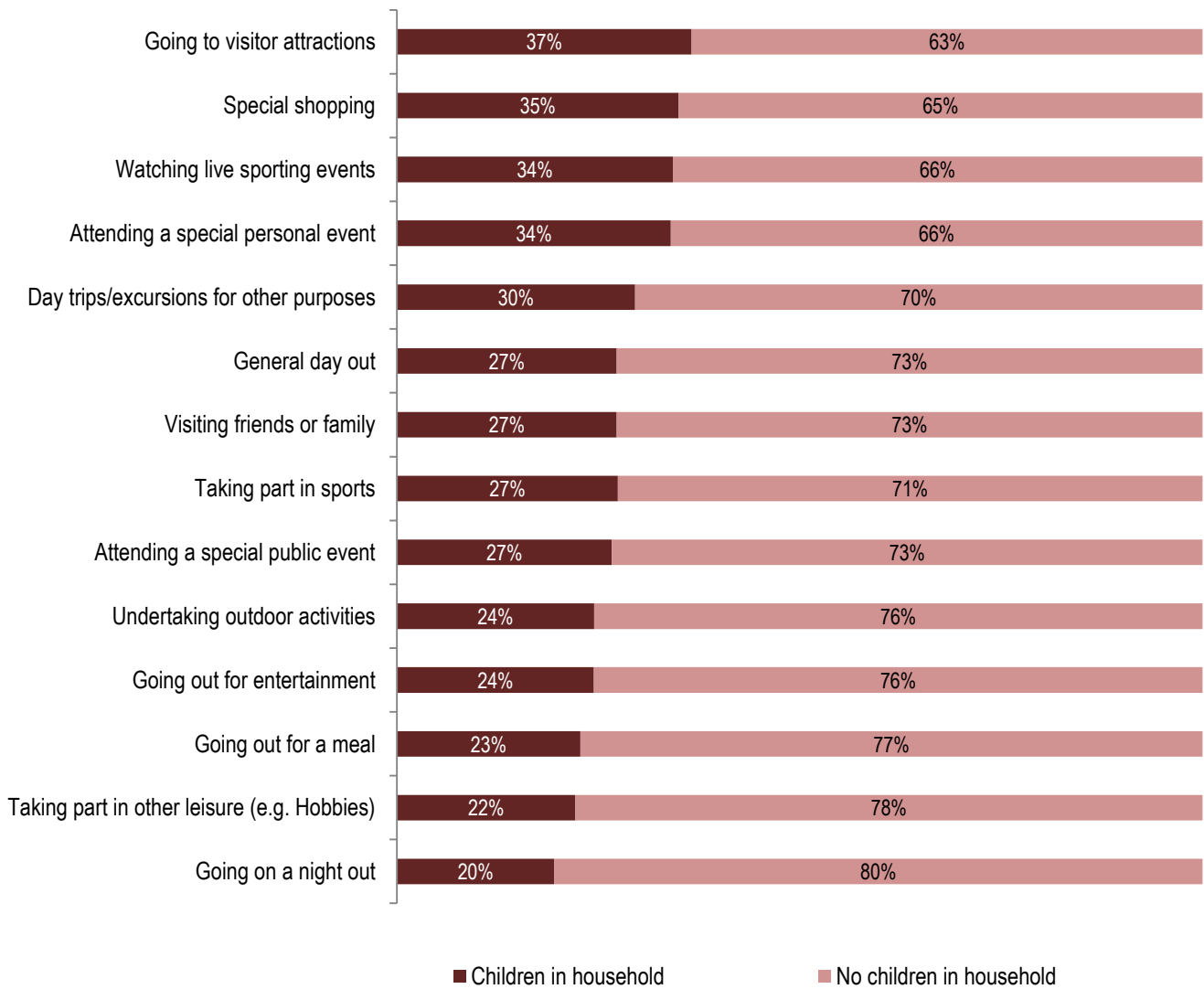
In terms of socio-economic group (Figure 2-18) the largest proportion of the most affluent AB groups were present amongst those participating in sports or taking part in other leisure such as hobbies while the greatest proportion of DEs were recorded amongst those taking part in 'special shopping' during a Tourism Day Visit.

Figure 2.18 - 2011 Tourism Day Visits: Socio Economic profile of visit takers by main activity undertaken (% of total)



Also as shown in Figure 2.19, those who visited attractions during Tourism Day Visits were the most likely to have children in their household (37%). Conversely, those who participated in outdoor activities or took part in entertainment such as attending the cinema were least likely to have any children in their household.

Figure 2.19 - 2011 Tourism Day Visits: Presence of children in household amongst visit takers by main activity undertaken (% of total)



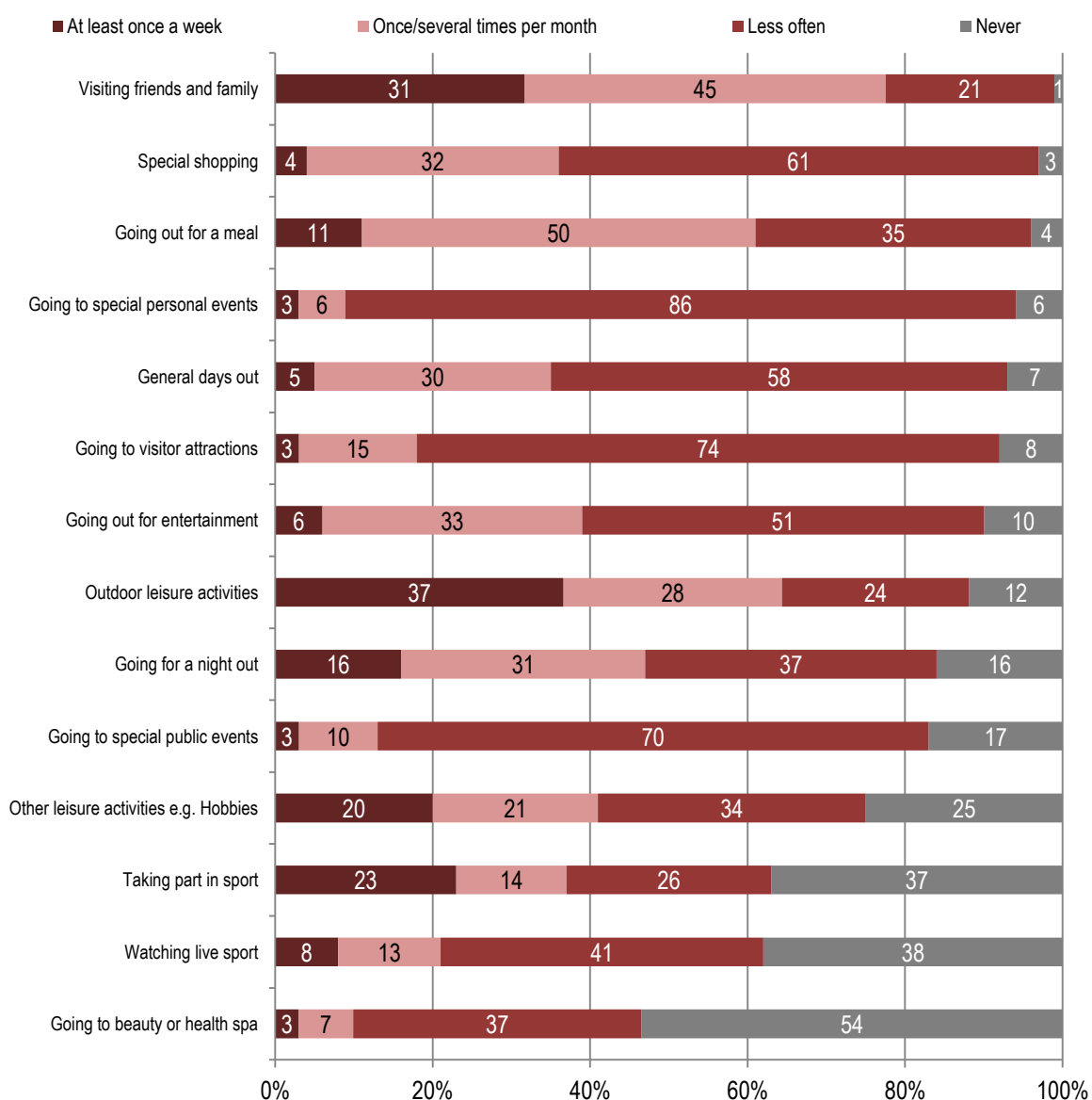
Section 3: The wider context

While the main focus of GBDVS 2011 and this report relates to the volume, value and characteristics of Tourism Day Visits, GBDVS 2011 also collected more general data regarding the population's levels of participation in leisure activities and Leisure Day Visits which could involve any of these activities (see Section 1 for details of definitions).

General leisure participation

Survey respondents were asked to specify how often they generally took part in the 15 broad activities included within the definition of a Tourism Day Visit. Figure 3.1 illustrates the overall results amongst the GB population with the activities ranked in terms of levels of overall participation from visiting friends and family, an activity undertaken by nearly all of the population at least occasionally, to going to a spa or beauty/health centre, an activity which over half of the population (54%) indicated that they never do.

Figure 3.1 – GB Adult Population: General frequency of participation in leisure activities (%)



N.B. See Table 1.3 for full wording of activities used in questionnaire.

While some activities were undertaken regularly by the majority of GB adults (most notably visiting friends and relatives and eating out), levels of participation in other activities were more varied. For example, while 37% of the population

undertook outdoor leisure activities at least once a week, 12% never participated in this type of activity. Similarly 23% of the population took part in sport at least once a week but 37% never participated.

Comparing these results by GB country of residence, levels of the frequency of participation in these activities was very similar.

Leisure Day Visits

Table 3.1 illustrates the estimated volume of Leisure Day Visits taken by GB residents overall and, more specifically, by residents of England, Scotland and Wales during 2011. The volume of those visits lasting 3 hours or more and the volume of visits classified as Tourism Day Visits are also shown.

N.B A Leisure Day Visit is defined as any excursion of any duration from home which involves any leisure activities. Tourism Day Visits are a sub-set of those Leisure Day Visits which last 3 hours or more.

	UK	England	Scotland	Wales
Quarter	Millions	Millions	Millions	Millions
Leisure Day Visits	8,981	7,473	962	546
Leisure Day Visits lasting 3 hours or more	2,686	2,265	266	156
% of all Leisure Day Visits	30%	30%	28%	29%
Tourism Day Visits	1,545	1,327	129	89
% of all Leisure Day Visits	17%	18%	13%	16%

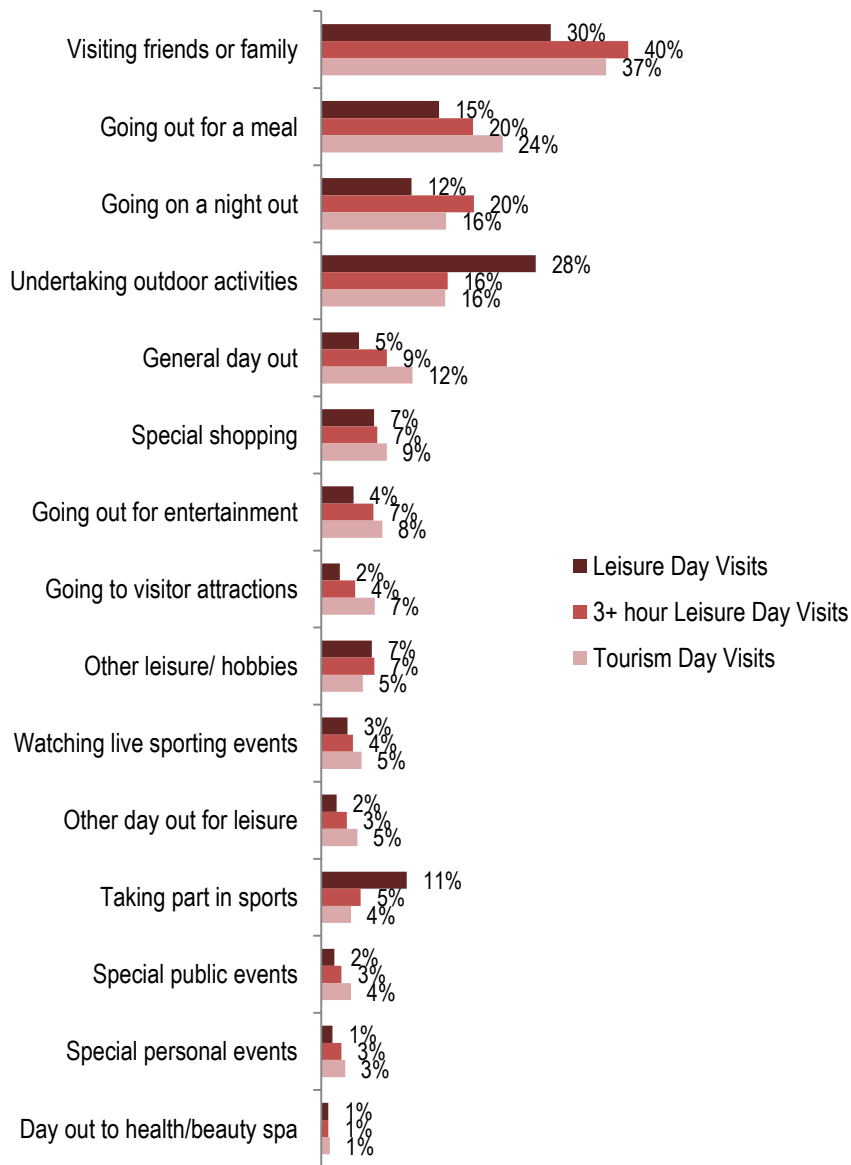
Overall, 30% of the Leisure Day Visits taken by GB residents during 2011 lasted 3 hours or more and 17% were classified as Tourism Day Visits.

Figure 3.2 illustrates the profile of Leisure Day Visits, those Leisure Day Visits which lasted 3 hours or more and Tourism Day Visits in terms of the activities undertaken during the visit and by country of residence². By comparison to the wider definition of a Leisure Day Visit, a greater proportion of Tourism Day Visits included participation in a number of the activities including visiting friends and relatives, eating out, and visiting attractions while a smaller proportion included participation in outdoor activities or sport.

Section 4 of this report includes tables containing more details on Leisure Day Visits.

² Note that this analysis relates to all activities undertaken rather than single main activity and geographical analysis is based upon country of residence rather than country of destination.

Figure 3.2 - 2011 Leisure Day Visits, 3+ hour Leisure Day Visits and Tourism Day Visits: Volume of visits by activities undertaken by place or origin (% of total)



N.B. See Table 1.3 for full wording of activities used in questionnaire.

Section 4 : Summary Data Tables

Table 4-1 – Tourism Day Visits

The following tables provide estimates of the total volume and value of Tourism Day Visits taken by GB residents in the UK and to destinations in England, Scotland and Wales during 2011.

TABLE 4.1.1 –Tourism Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1545	1307	134	102	£52,040	£42,670	£6,152	£2,939
General Activity – Any Undertaken								
Visiting friends or family	575	493	47	33	£14,597	£11,765	£1,862	£939
Special shopping	132	114	12	7	£9,835	£8,552	£797	£462
Going out for a meal	366	307	34	23	£17,541	£14,357	£1,961	£996
Going on a night out	252	212	21	19	£10,031	£7,718	£1,466	£814
Going out for entertainment	123	104	10	9	£5,270	£4,424	£599	£246
Undertaking outdoor activities	250	209	22	19	£7,093	£5,881	£643	£566
Other leisure/ hobbies	84	72	7	6	£2,112	£1,821	£162	£128
Taking part in sports	60	50	6	5	£2,001	£1,564	£352	£85
Watching live sporting events	81	69	7	5	£3,013	£2,483	£320	£175
Going to visitor attractions	108	91	10	7	£4,204	£3,653	£397	£129
Special public events	60	50	6	4	£3,130	£2,764	£256	£111
Special personal events	48	41	5	2	£1,667	£1,297	£265	£77
Day out to health/beauty spa	17	12	3	1	£1,507	£736	£546	£48
General day out	184	150	18	17	£5,956	£4,794	£650	£476
Other day out for leisure	73	61	7	5	£3,415	£2,832	£431	£151
General Activity – Single/Main Activity								
Visiting friends or family	412	356	33	22	£8,292	£6,478	£1,242	£543
Special shopping	85	74	7	4	£7,399	£6,557	£537	£305
Going out for a meal	149	124	14	11	£6,243	£5,201	£626	£415
Going on a night out	148	125	11	12	£4,875	£3,577	£810	£486
Going out for entertainment	89	76	7	6	£3,558	£3,046	£381	£131
Undertaking outdoor activities	124	102	12	10	£2,828	£2,367	£263	£197
Other leisure/ hobbies	51	43	5	3	£934	£780	£96	£57
Taking part in sports	22	18	2	2	£403	£331	£58	£14
Watching live sporting events	56	48	4	3	£2,199	£1,833	£202	£130
Going to visitor attractions	77	66	6	5	£2,754	£2,405	£238	£89
Special public events	42	35	4	2	£1,855	£1,682	£119	£54
Special personal events	36	31	4	2	£1,078	£789	£222	£67
Day out to health/beauty spa	9	7	1	1	£787	£421	£177	£12
General day out	110	88	11	10	£2,950	£2,344	£369	£236
Other day out for leisure	36	31	4	2	£1,695	£1,379	£281	£34
None - 2+ activities were of equal importance	89	76	8	5	£3,798	£3,109	£527	£160
Don't know	8	7	*	1	£392	£371	£5	£9

N.B. See Table 1.3 for full wording of activities used in questionnaire. * Less than 0.5m visits

TABLE 4.1.2 – All Tourism Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1545	1307	134	102	£52,040	£42,670	£6,152	£2,939
Detailed Activity (<1% UK level visits not shown)								
Attended a live music concert	28	24	3	1	£1,825	£1,579	£199	£47
Attended a music festival	11	10	*	*	£996	£955	£23	£18
Attended an indoor exhibition	9	7	1	*	£738	£723	£12	£3
Attended an outdoor fair/ exhibition/show	22	19	1	1	£989	£888	£66	£34
Attended another arts/ cultural festival	9	8	1	*	£556	£510	£40	£7
Attended a food/local produce event	10	8	1	1	£600	£495	£54	£50
Centre based walking	52	42	6	4	£2,195	£1,746	£289	£136
Cycled - on a road/ surfaced path	18	15	1	1	£1,036	£950	£53	£33
Went for a drink in a pub, club, etc.	233	196	20	17	£10,342	£8,088	£1,587	£660
Went for a meal in a restaurant/café/hotel/ pub, etc.	311	259	32	20	£16,775	£13,478	£2,209	£900
Went for a snack in a fast food outlet,	71	58	8	6	£4,210	£3,028	£928	£252
Went on a guided tour on foot, bus or other transport	11	9	1	1	£614	£529	£54	£6
Went to the cinema	64	54	5	4	£2,843	£2,439	£282	£123
Went to the gym, aerobics class, etc.	17	15	1	2	£742	£623	£94	£25
Went to the theatre	24	20	2	2	£1,871	£1,612	£182	£77
Played golf	20	15	3	2	£545	£415	£88	£42
Had a picnic or BBQ	30	24	4	3	£1,273	£883	£303	£87
Just relaxed	78	64	8	6	£2,915	£2,198	£539	£171
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	90	74	8	8	£2,222	£1,773	£270	£178
Other arts/cultural event/show	17	15	2	*	£1,077	£966	£90	£21
Played with children	36	30	3	3	£1,539	£1,162	£279	£98
Running, jogging, orienteering	8	7	*	1	£195	£122	£73	*
Short walk/ stroll - up to 2 miles/	64	53	6	6	£2,687	£2,044	£478	£139
Sightseeing by car	22	16	3	3	£876	£662	£112	£78
Sightseeing on foot	66	54	7	5	£2,999	£2,475	£362	£137
Spa/beauty/health treatments	11	9	2	1	£1,353	£737	£407	£32
Sunbathing	8	6	1	1	£762	£590	£154	£17
Swimming (indoors or outdoors)	17	14	1	1	£1,885	£1,507	£314	£65
Took part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	8	6	1	1	£205	£175	£23	£8
Viewed architecture Traditional (Victorian/ pre-Victorian etc.)	18	16	2	1	£1,039	£920	£98	£20
Visited family for leisure	265	227	23	14	£6,027	£4,993	£648	£379
Visited friends for leisure	181	155	15	10	£5,083	£3,923	£891	£239

* Less than 0.5m visits

Continued overleaf...

TABLE 4.1.3 – All Tourism Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1545	1307	134	102	£52,040	£42,670	£6,152	£2,939
Detailed Activity (cont.) (<1% UK level visits not shown)								
Visited a beach	39	30	4	4	£1,817	£1,371	£318	£129
Visited a cathedral, church, abbey or other religious building	16	13	2	*	£822	£704	£103	£15
Visited a country park	24	20	2	2	£708	£594	£69	£43
Visited a garden	33	27	3	3	£1,432	£1,056	£266	£87
Visited a historic house, stately home, palace	24	20	1	2	£1,021	£951	£44	£24
Visited a museum	30	26	3	1	£1,350	£1,239	£93	£17
Visited a theme/ amusement park	13	12	1	*	£1,124	£1,061	£39	£25
Visited a wildlife attraction/ nature reserve	17	15	2	1	£1,145	£1,057	£59	£28
Visited a zoo/safari park	14	13	1	*	£749	£666	£69	£14
Visited an art gallery	12	9	1	1	£594	£521	£41	£10
Visited a castle/other historic site	19	13	2	4	£637	£472	£97	£67
Visited another type of attraction	17	15	1	1	£874	£697	£141	£36
Watched a live football match (not on TV)	34	30	3	1	£1,286	£1,176	£86	£18
Watched other live sport (not on TV)	21	17	2	2	£1,166	£873	£139	£126
Watched wildlife, bird watching	24	19	4	2	£537	£336	£163	£37
None of these	118	102	9	7	£2,433	£2,170	£180	£84
Type of place								
City/large town	671	582	57	32	£26,863	£22,891	£2,754	£1,186
Small town	383	319	38	25	£11,433	£9,163	£1,598	£657
Village	210	178	16	16	£5,689	£4,267	£907	£515
Rural countryside	220	180	21	19	£6,516	£5,187	£813	£514
Seaside resort or town	100	77	9	15	£4,348	£2,571	£1,149	£422
Seaside coastline - a beach	53	39	6	8	£2,998	£2,049	£604	£146
Other seaside coastline	15	12	2	1	£355	£309	£26	£20
Other	47	42	3	2	£1,614	£1,467	£108	£40
Month of visit								
January	84	70	9	4	£2,464	£2,034	£320	£109
February	114	99	9	6	£4,059	£3,442	£387	£231
March	116	99	9	8	£3,841	£3,115	£464	£261
April	143	121	12	10	£4,790	£3,481	£858	£273
May	129	107	13	8	£3,724	£2,928	£507	£274
June	133	113	11	9	£4,610	£4,039	£411	£160
July	154	128	15	10	£5,601	£4,667	£651	£247
August	157	127	15	14	£4,965	£4,030	£553	£382
September	132	114	10	8	£5,038	£3,958	£854	£225
October	138	118	10	10	£4,478	£3,833	£386	£259
November	126	106	11	8	£3,811	£3,230	£298	£259
December	120	104	10	6	£4,659	£3,913	£463	£260

TABLE 4.1.4 – All Tourism Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1545	1307	134	102	£52,040	£42,670	£6,152	£2,939
Transport								
Any car (Net)	1000	835	90	73	£32,738	£26,429	£4,039	£2,234
Car - own/friends/family	988	826	88	73	£31,702	£25,835	£3,623	£2,208
Car - hired	12	9	2	1	£1,035	£594	£416	£26
Public transport (Net)	245	213	22	10	£9,902	£8,610	£938	£354
Train	130	113	11	5	£6,383	£5,448	£640	£295
A regular bus\coach	115	100	11	4	£3,519	£3,162	£298	£59
Organised coach tour	19	16	2	1	£713	£626	£58	£28
Taxi	40	32	4	4	£1,907	£1,287	£481	£135
Walked/on foot	128	108	10	9	£2,373	£2,090	£188	£94
Bicycle	17	15	1	1	£175	£165	£6	£4
Minibus	7	5	1	1	£312	£265	£29	£18
Motor cycle	3	2	1	*	£104	£87	£15	£2
Tube	52	52	1	-	£2,290	£2,027	£263	-
Tram	4	3	*	-	£95	£93	£2	-
Motorised caravan\campervan	5	4	*	1	£181	£166	£7	£8
Plane	5	3	1	*	£589	£230	£106	£38
Boat\ship\ferry	4	3	*	*	£300	£271	£15	£14
Lorry\truck\van	5	4	*	1	£137	£108	-	£7
Other	12	12	*	1	£224	£216	£5	£3
Distance travelled								
Less than 5 miles	298	255	21	20	£6,587	£5,585	£699	£294
Between 5 and 10 miles	288	254	19	16	£6,535	£5,765	£442	£328
11 to 20 miles	258	215	25	18	£7,770	£6,040	£1,159	£543
21 to 40 miles	228	190	22	16	£7,987	£6,627	£916	£443
41 to 60 miles	115	94	13	9	£4,958	£4,095	£545	£318
61 to 80 miles	77	61	10	5	£2,926	£2,338	£373	£214
81 to 100 miles	52	43	5	4	£2,246	£1,835	£314	£97
Over 100 miles	151	126	14	10	£10,697	£8,222	£1,583	£654
Don't know	77	68	5	3	£2,335	£2,164	£122	£48
Average distance travelled (miles)	42	41	46	43	n/a	n/a	n/a	n/a
Duration								
3 hours to 3 hours 59	591	494	52	44	£16,412	£13,207	£2,052	£1,121
4 hours to 4 hours 59	364	308	33	23	£12,273	£10,395	£1,093	£608
5 hours to 5 hours 59	182	157	13	12	£6,462	£5,604	£494	£336
6 hours or more	408	347	36	23	£16,893	£13,464	£2,513	£875

* Less than 0.5m visits

TABLE 4.1.5 – All Tourism Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1545	1307	134	102	£52,040	£42,670	£6,152	£2,939
Age								
16-24	313	260	26	25	£8,525	£6,720	£1,053	£518
25-34	284	242	25	17	£11,445	£9,373	£1,578	£490
35-44	239	205	20	13	£9,557	£7,868	£1,141	£541
45-54	228	186	25	17	£7,849	£6,095	£1,128	£602
55-64	203	172	19	12	£6,059	£4,985	£691	£381
65+	279	241	19	18	£8,606	£7,630	£562	£407
Children in household								
Children in household	405	344	33	27	£16,323	£13,337	£2,050	£910
None	1140	962	101	74	£35,717	£29,333	£4,102	£2,029
SEG								
AB	450	374	45	31	£17,681	£14,395	£2,277	£973
C1	472	389	45	37	£15,269	£12,424	£1,592	£1,014
C2	310	266	26	17	£10,449	£8,264	£1,716	£468
DE	313	278	19	17	£8,640	£7,587	£567	£485
Party composition								
No one, I was on my own	235	201	20	13	£4,601	£3,917	£485	£175
I was with spouse/ partner	694	585	60	48	£29,726	£23,727	£3,944	£1,841
I was with my child(ren)	238	202	20	16	£10,156	£8,165	£1,382	£585
I was with other members of my family	288	241	26	19	£10,944	£8,851	£1,542	£542
I was with a friend / friends	394	330	34	28	£12,282	£10,159	£1,340	£766
I was with an organised group	47	39	5	2	£1,359	£884	£422	£52
I was with someone else	17	15	1	1	£548	£526	£18	£4
Marital Status								
Married/ living with partner	901	754	86	61	£35,037	£27,766	£4,950	£2,081
Never married (single)	320	271	25	22	£8,178	£7,189	£503	£479
Divorced/ widowed	172	153	11	9	£4,777	£4,294	£285	£198
Living with parents	92	78	7	7	£2,176	£1,852	£199	£117
Domestic partner/ living with other adults	35	30	3	2	£1,251	£1,091	£113	£47
Prefer not to state/ other	25	21	2	2	£621	£479	£102	£17

TABLE 4.1.6 - Tourism Day Visits by English Ceremonial County			Sample (Tourism Day Visits) (Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Avon	27.73	£839.64	365
Bedfordshire	7.52	£276.83	93
Berkshire	14.28	£358.40	183
Buckinghamshire	14.43	£724.17	132
Cambridgeshire	19.45	£607.82	199
Cheshire	28.08	£1,103.01	381
Cornwall & Isles Of Scilly	23.69	£1,087.11	232
Cumbria	16.96	£ 581.81	198
Derbyshire	23.02	£673.83	280
Devon	38.8	£1,014.30	433
Dorset	12.76	£ 615.94	149
Durham	8.82	£201.02	121
East Sussex	21.18	£932.71	261
Essex	33.01	£868.19	300
Gloucestershire	9.57	£274.57	135
Greater Manchester	55.09	£2,214.13	624
Hampshire	33.34	£1,283.76	390
Herefordshire	5.27	£ 145.60	72
Hertfordshire	17.55	£464.52	180
Isle Of Wight	5.78	£186.99	66
Kent	34.09	£1,180.45	428
Lancashire	36.21	£ 989.63	406
Leicestershire	16.85	£479.13	192
Lincolnshire	18.06	£455.31	223
London	296.70	£10,857.75	2990
Merseyside	34.24	£ 930.05	335
Norfolk	39.52	£1,135.70	312
Humberside	19.09	£ 490.63	370
North Yorkshire	33.33	£908.34	614
Northamptonshire	8.44	£230.42	97
Northumberland	7.42	£214.34	99
Nottinghamshire	23.14	£1,589.02†	242
Other Yorkshire	4.63	£79.06	64
Oxfordshire	14.63	£ 386.88	186
Shropshire	10.36	£ 314.00	146
Somerset	9.99	£468.34	118
South Yorkshire	24.70	£715.09	424
Staffordshire	19.14	£577.11	224
Suffolk	17.52	£421.48	166
Surrey	18.92	£376.90	205
Tyne & Wear	20.80	£566.01	260
Warwickshire	14.01	£436.86	157
West Midlands	47.21	£1,150.90	516
West Sussex	19.45	£ 538.92	200
West Yorkshire	57.01	£1,238.50	1065
Wiltshire	15.99	£ 395.06	177
Worcestershire	11.86	£527.47	136

† Results for the highlighted counties suggest an average spend per visit of more than double or less than half of the GB average of £34. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact VisitEngland to discuss how best to interpret the findings.

TABLE 4.1.7 - Tourism Day Visits by English Local Authority			Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Allerdale	3.02	£70.13	39
Arun	3.64	£75.66	33
Ashford	2.64	£101.60	30
Barking And Dagenham*	5.29	£139.60	47
Barnet*	5.66	£61.02†	59
Barnsley	2.74	£110.82	50
Basingstoke And Deane	3.53	£139.71	37
Bassetlaw	3.11	£228.85†	36
Bath And North East Somerset	6.66	£221.73	92
Bedford	3.48	£91.73	40
Berwick-Upon-Tweed	2.34	£52.43	35
Bexley*	4.84	£106.51	41
Birmingham	21.37	£681.30	242
Blackpool	9.09	£362.45	86
Bolton	4.14	£110.34	44
Bournemouth	3.53	£72.90	37
Bradford	10.24	£205.64	200
Breckland	4.51	£80.21	34
Brent*	7.42	£153.28	56
Brighton And Hove	10.30	£639.74	114
Bristol, City Of	15.74	£492.15	197
Bromley*	9.42	£161.54	93
Bury	2.46	£82.42	32
Calderdale	6.52	£83.76†	95
Cambridge	6.76	£293.95	72
Camden*	14.74	£540.62	163
Canterbury	4.92	£144.81	62
Caradon	3.57	£414.28†	30
Carlisle	2.96	£159.28	37
Carrick	5.03	£200.68	54
Chelmsford	3.99	£156.17	35
Cheltenham	3.66	£137.76	45
Cherwell	2.69	£80.51	35
Chester	9.78	£391.52	153
Chesterfield	2.61	£63.91	37
Chichester	4.02	£129.96	45
City Of London*	34.99	£2,182.29	356
City Of Westminster*	27.17	£1,468.30	287
Colchester	6.74	£246.22	57
Cotswold	2.17	£44.00	31
Coventry	7.10	£155.09	68
Craven	3.22	£67.07	65
Crewe And Nantwich	2.57	£80.90	30
Croydon*	10.49	£297.74	96
Dartford	3.55	£197.90	39
Derby	8.00	£219.76	83
Derbyshire Dales	5.62	£135.12	73
Doncaster	8.20	£170.62	125
Dudley	6.00	£141.70	66
Durham	3.21	£91.50	45
Ealing*	4.91	£308.99	53
			Continued overleaf...

TABLE 4.1.7 - Tourism Day Visits by English Local Authority			Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
East Devon	3.38	£97.87	44
East Hertfordshire	4.09	£74.86	31
East Lindsey	6.00	£133.46	76
East Riding Of Yorkshire	6.14	£148.85	135
Eastbourne	3.49	£81.86	42
Ellesmere Port & Neston	2.49	£101.49	33
Enfield*	6.99	£119.72	60
Exeter	7.09	£212.88	73
Gateshead	3.12	£93.00	35
Gloucester	3.50	£102.21	43
Great Yarmouth	4.62	£121.66	43
Greenwich*	9.75	£504.16	99
Guildford	2.88	£70.02	34
Hackney*	6.82	£178.22	61
Hambleton	3.74	£61.36†	38
Hammersmith And Fulham*	7.82	£249.64	73
Haringey*	4.79	£115.91	51
Harrogate	5.04	£155.09	106
Harrow*	7.35	£245.25	60
Havering*	4.18	£149.35	49
Herefordshire, County Of	5.27	£145.60	72
High Peak	2.29	£38.06†	32
Hillingdon*	4.35	£93.98	46
Hounslow*	5.22	£137.53	58
Huntingdonshire	3.07	£35.47†	35
Ipswich	4.85	£175.88	48
Isle Of Wight	5.79	£186.99	66
Islington*	14.32	£275.34	98
Kensington And Chelsea*	11.32	£789.87†	133
Kerrier	3.41	£80.70	37
King's Lynn And West Norfolk	4.78	£183.07	40
Kingston Upon Hull, City Of	4.56	£106.27	105
Kingston Upon Thames*	4.86	£207.06	50
Kirklees	7.78	£120.93†	156
Lambeth*	7.40	£167.98	80
Lancaster	5.79	£163.26	78
Leeds	24.88	£654.87	467
Leicester	8.45	£389.39	100
Lewisham*	6.09	£103.70	71
Lincoln	3.80	£109.35	54
Liverpool	19.67	£692.02	217
Macclesfield	4.58	£285.86	50
Maidstone	4.25	£188.06	48
Manchester	32.61	£1,603.93	361
Medway	3.32	£188.23	46
Mendip	2.92	£124.89	34
Merton*	3.63	£58.85†	38
Mid Sussex	3.36	£68.16	33
Middlesbrough	2.42	£53.39	30
Milton Keynes	8.16	£610.12†	61
			Continued overleaf...

TABLE 4.1.7 - Tourism Day Visits by English Local Authority	VISITS	EXPENDITURE	Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
New Forest	3.45	£151.79	39
Newcastle Upon Tyne	11.18	£342.42	148
Newham*	7.72	£215.83	73
North Cornwall	3.74	£120.69	45
North Devon	4.30	£79.35	44
North East Lincolnshire	5.58	£155.05	68
North Lincolnshire	2.82	£80.47	62
North Norfolk	4.72	£108.13	46
North Somerset	2.91	£55.84	47
Northampton	3.88	£116.00	52
Norwich	17.70	£572.69	123
Nottingham	12.08	£1,229.94†	138
Oxford	4.38	£153.11	48
Peterborough	5.85	£207.10	54
Plymouth	6.50	£185.23†	71
Portsmouth	5.92	£415.03†	61
Preston	5.28	£111.72	61
Reading	5.97	£144.53	80
Redbridge*	3.04	£73.12	33
Restormel	5.39	£160.57	38
Ribble Valley	2.32	£62.43	30
Richmond Upon Thames*	6.57	£299.74	71
Rother	2.46	£91.16	32
Rotherham	3.14	£79.56	48
Salisbury	2.34	£42.66	30
Sandwell	2.90	£41.08†	33
Scarborough	7.42	£283.69	151
Sefton	4.52	£95.99	44
Sheffield	10.63	£354.09	201
Shrewsbury And Atcham	2.89	£146.52	42
Solihull	2.55	£46.47	36
South Hams	2.99	£67.55	32
South Kesteven	3.95	£61.45†	37
South Lakeland	6.90	£260.22	76
South Oxfordshire	3.59	£67.71	46
Southampton	8.67	£308.01	104
Southwark*	11.00	£194.49	104
Stafford	3.02	£211.06†	34
Staffordshire Moorlands	2.59	£70.72	34
Stockport	5.64	£157.91	61
Stoke-On-Trent	3.96	£116.58	55
Stratford-On-Avon	4.02	£140.85	45
Suffolk Coastal	3.29	£39.75†	36
Sutton*	4.90	£45.86†	42
Swale	2.32	£31.90†	33
Swindon	5.49	£159.52	61
Teignbridge	3.38	£85.05	41
Telford And Wrekin	3.26	£45.71†	36
Torbay	5.43	£172.54	63
Tower Hamlets*	6.90	£195.66	84
			Continued overleaf...

TABLE 4.1.7 - Tourism Day Visits by English Local Authority			Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	
Tunbridge Wells	2.47	£30.29†	31
Vale Royal	2.28	£82.19	35
Wakefield	7.60	£173.29	147
Walsall	2.90	£27.08†	30
Wandsworth*	6.36	£173.93	72
Warrington	3.50	£121.11	46
Warwick	4.82	£173.47	49
West Berkshire	2.55	£56.94	30
West Oxfordshire	2.54	£49.80	35
West Wiltshire	3.56	£107.65	36
Windsor And Maidenhead	3.62	£119.43	52
Wirral	8.95	£99.07†	63
Wolverhampton	4.41	£58.18†	41
Worcester	3.56	£60.51	36
Wychavon	2.81	£352.31†	31
York	13.02	£385.34	219

* Note: It is likely that in some visits taken to destinations in Central London, respondents were unsure of the borough visited so may have provided inaccurate responses regarding the area visited. Also, in around 5% of visits taken to destinations in London respondents did not know which borough was visited.

† Results for the highlighted Local Authorities suggest an average spend per visit of more than double or less than half of the GB average of £34. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact VisitEngland to discuss how best to interpret the findings.

TABLE 4.1.8 - Tourism Day Visits by Welsh Local Authority			Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	
Blaenau Gwent	0.59	£8.30†	18
Bridgend	4.79	£116.84	123
Caerphilly	1.41	£23.98	45
Cardiff	19.98	£845.77	536
Carmarthenshire	5.69	£97.31	156
Ceredigion	3.97	£102.32	98
Conwy	6.79	£187.40	154
Denbighshire	4.05	£87.78	68
Flintshire	2.63	£43.65†	56
Gwynedd	6.72	£137.57	133
Isle Of Anglesey	3.5	£75.68	55
Merthyr Tydfil	1.17	£24.89	32
Monmouthshire	3.32	£124.43	88
Neath Port Talbot	2.94	£68.86	78
Newport	3.02	£60.79	81
Pembrokeshire	4.61	£121.18	134
Powys	6.14	£250.92	116
Rhondda, Cynon, Taff	3.54	£115.15	92
Swansea	8.17	£255.52	233
The Vale Of Glamorgan	3.13	£74.05	91
Torfaen	1.88	£28.83†	64
Wrexham	2.65	£48.15	66

† Results for the highlighted Local Authorities suggest an average spend per visit of more than double or less than half of the GB average of £34. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact Visit Wales to discuss how best to interpret the findings.

TABLE 4.1.9 - Tourism Day Visits by Scottish Local Authority			Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Aberdeen City	6.11	£350.06	91
Aberdeenshire	4.94	£155.40	102
Angus	2.55	£39.14†	48
Argyll and Bute	3.73	£87.42	57
Dumfries and Galloway	4.59	£105.34	81
Dundee City	4.39	£203.83	79
East Ayrshire	1.87	£51.31	37
East Lothian	2.21	£84.62	45
Edinburgh	19.09	£1,214.43	384
Falkirk	1.61	£93.82	38
Fife	5.51	£257.25	135
Glasgow	20.76	£925.86	395
Highland	7.04	£606.00†	141
Moray	2.56	£133.71	47
North Ayrshire	2.74	£62.32	54
North Lanarkshire	2.20	£62.24	51
Perth and Kinross	7.84	£631.14†	135
Renfrewshire	3.69	£99.07	69
Scottish Borders	4.62	£84.38	75
South Ayrshire	3.91	£135.58	80
South Lanarkshire	5.34	£180.45	90
Stirling	3.54	£180.11	79
West Dunbartonshire	2.13	£66.64	30
West Lothian	4.29	£224.94	77

† Results for the highlighted Local Authorities suggest an average spend per visit of more than double or less than half of the GB average of £34. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact VisitScotland to discuss how best to interpret the findings.

Table 4.2 – 3 HOUR+ LEISURE DAY VISITS

The following tables provide estimates of the total volume and value of all Leisure Day Visits lasting 3 hours or more taken by GB residents in the UK and to destinations in England, Scotland and Wales during 2011.

N.B A Leisure Day Visit is defined as any excursion of any duration from home which involves any leisure activities. Tourism Day Visits are a sub-set of those Leisure Day Visits which last 3 hours or more.

TABLE 4.2.1 – 3 Hour+ Leisure Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All 3 Hour+ Leisure Day Visits	2686	2237	274	171	£72,311	£59,067	£8,805	£4,158
General Activity – Any Undertaken								
Visiting friends or family	1077	909	105	61	£20,631	£16,833	£2,508	£1,260
Special shopping	196	167	19	10	£13,612	£11,804	£1,169	£616
Going out for a meal	532	440	56	35	£23,593	£19,105	£2,838	£1,420
Going on a night out	535	441	55	39	£17,978	£14,127	£2,557	£1,261
Going out for entertainment	183	151	18	14	£6,913	£5,666	£865	£383
Undertaking outdoor activities	443	364	47	31	£9,190	£7,417	£996	£775
Other leisure/ hobbies	186	155	19	12	£4,483	£3,963	£286	£233
Taking part in sports	138	112	16	9	£3,018	£2,368	£469	£181
Watching live sporting events	111	92	11	7	£3,698	£3,030	£424	£209
Going to visitor attractions	119	100	11	8	£5,013	£4,396	£423	£169
Special public events	71	59	8	4	£5,299	£4,886	£293	£120
Special personal events	70	58	8	4	£2,187	£1,689	£365	£105
Day out to health/beauty spa	25	18	5	2	£1,963	£1,013	£715	£58
General day out	230	187	22	20	£7,437	£6,036	£801	£562
Other day out for leisure	90	73	9	7	£4,428	£3,701	£503	£224
General Activity – Single/Main Activity								
Visiting friends or family	826	701	80	43	£12,315	£9,969	£1,624	£692
Special shopping	123	106	11	6	£9,351	£8,198	£750	£402
Going out for a meal	233	189	27	17	£9,087	£7,250	£1,228	£609
Going on a night out	364	303	35	26	£10,815	£8,540	£1,481	£793
Going out for entertainment	135	112	14	9	£4,655	£3,907	£560	£188
Undertaking outdoor activities	233	189	27	18	£3,588	£2,880	£431	£276
Other leisure/ hobbies	122	102	12	8	£1,789	£1,507	£151	£131
Taking part in sports	63	51	8	3	£789	£651	£91	£48
Watching live sporting events	73	62	6	4	£2,503	£2,085	£235	£149
Going to visitor attractions	82	70	7	6	£2,854	£2,473	£240	£119
Special public events	45	37	5	2	£1,869	£1,693	£121	£55
Special personal events	50	42	6	3	£1,381	£1,028	£272	£81
Day out to health/beauty spa	13	9	2	1	£911	£523	£196	£15
General day out	132	105	14	12	£3,303	£2,587	£444	£268
Other day out for leisure	44	36	5	3	£1,881	£1,514	£314	£53
None - 2+ activities were of equal importance	136	112	14	10	£4,773	£3,837	£663	£271
Don't know	13	11	1	1	£447	£424	£7	£10

N.B. See Table 1.3 for full wording of activities used in questionnaire.

TABLE 4.2.2 – 3 Hour+ Leisure Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All 3 Hour+ Leisure Day Visits	2686	2237	274	171	£72,311	£59,067	£8,805	£4,158
Detailed Activity (<1% UK level visits not shown)								
Attended a live music concert	41	34	4	2	£3,691	£3,301	£291	£98
Attended a music festival	15	14	1	1	£2,477	£2,393	£61	£21
Attended an outdoor fair/ exhibition/show	29	25	2	2	£2,142	£1,991	£104	£47
Attended an evening class	18	14	2	2	£194	£160	£16	£19
Attended a food/local produce event	15	11	2	1	£729	£580	£91	£58
Centre based walking	67	54	8	5	£3,085	£2,479	£394	£188
Cycled - on a road/ surfaced path	34	29	4	2	£1,225	£1,041	£108	£75
Went for a drink in a pub, club etc.	486	401	50	34	£17,308	£13,583	£2,648	£1,067
Went for a meal in a restaurant/café/hotel/ pub, etc.	444	361	52	30	£22,273	£17,693	£3,127	£1,261
Went for a snack in a fast food outlet, takeaway, etc.	102	81	13	8	£5,660	£4,175	£1,173	£311
Went to the cinema	100	82	10	8	£4,236	£3,676	£386	£174
Went to the gym, aerobics class, etc.	49	40	5	4	£1,230	£882	£289	£59
Went to the theatre	34	29	3	2	£2,315	£1,957	£279	£79
Played golf	56	40	11	5	£1,004	£804	£141	£58
Had a picnic or BBQ	42	33	5	3	£1,553	£1,085	£365	£100
Informal sport (e.g. cricket, football etc)	14	12	1	1	£427	£307	£77	£43
Just relaxed	122	101	13	8	£3,629	£2,734	£672	£216
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	128	105	13	10	£2,621	£2,036	£382	£202
Other arts/cultural event/show	21	18	2	1	£1,709	£1,571	£97	£41
Played with children	55	45	6	4	£1,796	£1,377	£303	£116
Running, jogging, orienteering	14	11	1	1	£378	£281	£89	£8
Short walk/ stroll - up to 2 miles/ 1hour	91	73	9	8	£3,165	£2,392	£578	£169
Sightseeing by car	25	19	3	3	£1,127	£868	£154	£81
Sightseeing on foot	78	63	8	6	£3,283	£2,655	£445	£156
Spa/beauty/health treatments	15	12	3	1	£1,696	£884	£591	£45
Swimming (indoors or outdoors)	28	23	2	3	£2,309	£1,870	£325	£115
Took part in indoor sports - 5-a-side football, badminton, basketball, ice hockey, etc.	15	12	2	1	£257	£193	£20	£43
Took part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	17	13	3	1	£337	£265	£53	£19
Viewed architecture Traditional (Victorian/ pre-Victorian etc.)	21	18	2	1	£1,673	£1,519	£104	£48
Visited family for leisure	540	457	53	29	£8,752	£7,287	£938	£520
Visited friends for leisure	336	282	35	18	£7,546	£6,058	£1,121	£334
					Continued overleaf...			

TABLE 4.2.3 – 3 Hour+ Leisure Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All 3 Hour+ Leisure Day Visits	2686	2237	274	171	£72,311	£59,067	£8,805	£4,158
Detailed Activity (cont.) (<1% UK level visits not shown)								
Visited a beach	47	36	5	5	£2,268	£1,723	£388	£158
Visited a cathedral, church, abbey or other religious building	20	17	2	1	£916	£762	£134	£19
Visited a country park	35	28	4	3	£887	£704	£112	£66
Visited a garden	44	36	4	3	£2,082	£1,644	£312	£101
Visited a historic house, stately home	27	23	2	2	£1,162	£1,061	£73	£27
Visited a museum	33	28	3	1	£1,510	£1,366	£124	£20
Visited a theme/ amusement park	14	13	1	*	£1,165	£1,074	£61	£31
Visited a wildlife attraction/ nature	21	17	2	2	£1,275	£1,111	£116	£47
Visited a zoo/safari park	15	14	1	*	£829	£734	£80	£15
Visited an art gallery	14	11	2	1	£1,270	£1,158	£79	£10
Visited a castle/other historic site	20	14	2	4	£692	£522	£98	£71
Visited another type of attraction	19	16	2	1	£910	£722	£147	£40
Watched a live football match	48	41	5	2	£2,193	£2,038	£120	£29
Watched other live sport (not on TV)	26	22	2	2	£1,261	£932	£171	£131
Watched wildlife, bird watching	34	27	4	3	£915	£666	£203	£45
None of these	214	182	19	12	£3,386	£2,944	£264	£179
Type of place visited								
City/large town	1218	1020	134	63	£39,400	£32,887	£4,596	£1,882
Small town	724	604	77	42	£18,368	£15,154	£2,281	£918
Village	363	307	28	27	£9,441	£7,613	£1,184	£644
Rural countryside	321	266	29	26	£10,047	£8,441	£1,018	£586
Seaside resort or town	155	120	15	19	£7,563	£5,425	£1,406	£527
Seaside coastline - a beach	76	58	8	10	£4,665	£3,608	£652	£205
Other seaside coastline	25	20	3	2	£677	£614	£33	£30
Other	76	67	6	4	£1,854	£1,679	£123	£52
Month of visit								
January	155	127	20	8	£3,565	£2,841	£537	£185
February	210	178	20	12	£5,569	£4,622	£625	£321
March	217	185	18	14	£5,952	£4,982	£616	£354
April	245	204	25	16	£6,296	£4,642	£1,063	£413
May	221	181	24	15	£5,183	£4,087	£726	£354
June	233	195	23	15	£6,287	£5,415	£582	£290
July	259	213	29	16	£7,046	£5,738	£916	£356
August	260	210	29	21	£6,344	£5,072	£806	£466
September	219	185	19	15	£6,802	£5,476	£967	£356
October	234	195	23	15	£5,972	£4,985	£601	£386
November	218	183	23	12	£5,240	£4,398	£492	£326
December	215	181	21	13	£8,055	£6,809	£872	£352

* Less than 0.5m visits

TABLE 4.2.4 – 3 Hour+ Leisure Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All 3 Hour+ Leisure Day Visits	2686	2237	274	171	£72,311	£59,067	£8,805	£4,158
Transport								
Any car (Net)	1624	1344	163	116	£43,626	£35,331	£5,271	£2,989
Car - own/friends/family	1607	1331	160	115	£42,430	£34,617	£4,849	£2,928
Car – hired	17	13	4	1	£1,196	£713	£422	£61
Public transport (Net)	366	309	43	14	£13,324	£11,395	£1,455	£475
Train	163	140	15	8	£8,161	£6,946	£850	£365
A regular bus/coach	203	169	28	7	£5,164	£4,449	£605	£109
Organised coach tour	21	18	2	1	£739	£650	£59	£29
Taxi	84	65	12	6	£3,474	£2,425	£820	£224
Walked/on foot	405	335	42	28	£5,703	£4,689	£679	£334
Bicycle	42	37	3	2	£280	£248	£26	£6
Minibus	9	7	1	1	£329	£278	£29	£22
Motor cycle	6	4	1	*	£131	£111	£18	£2
Tube	68	66	2	-	£2,831	£2,557	£274	-
Tram	6	6	*	-	£144	£142	£2	-
Motorised caravan/campervan	6	4	*	1	£194	£179	£7	£8
Plane	6	4	1	*	£636	£256	£126	£38
Boat/ship/ferry	4	3	*	*	£310	£281	£15	£14
Lorry/truck/van	7	5	1	1	£148	£119	-	£7
Other	34	30	3	1	£441	£405	£25	£11
Distance travelled								
Less than 5 miles	900	752	90	57	£14,449	£11,827	£1,790	£822
Between 5 and 10 miles	528	445	53	29	£10,567	£8,690	£1,333	£541
11 to 20 miles	395	325	41	28	£10,089	£7,860	£1,454	£746
21 to 40 miles	288	238	30	20	£9,084	£7,509	£1,012	£563
41 to 60 miles	141	115	16	11	£5,565	£4,585	£612	£367
61 to 80 miles	90	72	12	6	£3,272	£2,634	£402	£234
81 to 100 miles	64	52	7	5	£2,668	£2,174	£387	£126
Over 100 miles	186	157	17	11	£13,530	£10,919	£1,674	£699
Don't know	94	82	8	5	£3,068	£2,869	£139	£60
Average distance travelled (miles)	30	30	30	30				
Duration								
3 hours to 3 hours 59	1133	937	118	77	£24,561	£19,737	£3,149	£1,643
4 hours to 4 hours 59	643	534	69	39	£17,482	£14,633	£1,733	£937
5 hours to 5 hours 59	301	253	29	19	£8,603	£7,171	£929	£475
6 hours or more	609	513	57	36	£21,665	£17,526	£2,994	£1,104

* Less than 0.5m visits

TABLE 4.2.5 – 3 Hour+ Leisure Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All 3 Hour+ Leisure Day Visits	2686	2237	274	171	£72,311	£59,067	£8,805	£4,158
Age								
16-24	576	477	56	42	£14,234	£11,819	£1,448	£731
25-34	481	399	51	30	£15,621	£12,647	£2,111	£858
35-44	392	330	38	23	£12,722	£10,228	£1,753	£734
45-54	400	327	46	26	£10,823	£8,439	£1,607	£753
55-64	351	291	40	20	£8,123	£6,555	£1,049	£519
65+	487	413	42	31	£10,788	£9,380	£837	£564
Children in household								
Children in household	697	593	58	46	£21,920	£17,887	£2,711	£1,297
None	1989	1644	216	126	£50,390	£41,180	£6,094	£2,862
SEG								
AB	722	583	88	50	£23,095	£18,444	£3,190	£1,422
C1	803	651	91	60	£20,768	£16,724	£2,413	£1,392
C2	550	467	52	30	£14,424	£11,509	£2,156	£757
DE	611	536	43	31	£14,023	£12,389	£1,047	£587
Party composition								
No one, I was on my own	545	460	58	27	£8,583	£7,484	£762	£313
I was with spouse/ partner	1082	901	106	74	£38,625	£30,735	£5,261	£2,414
I was with my child(ren)	380	323	32	24	£13,024	£10,656	£1,611	£731
I was with other members of my family	429	356	43	29	£13,802	£11,071	£1,911	£807
I was with a friend / friends	704	579	76	48	£18,853	£15,415	£2,262	£1,159
I was with an organised group	79	64	9	6	£1,799	£1,196	£507	£94
I was with someone else	27	23	2	2	£800	£757	£34	£9
Marital Status								
Married/ living with partner	1533	1265	164	103	£46,131	£36,289	£6,682	£2,920
Never married (single)	563	470	55	37	£14,036	£12,346	£978	£704
Divorced/ widowed	326	283	28	15	£6,335	£5,571	£494	£270
Living with parents	162	137	15	10	£2,999	£2,517	£320	£152
Domestic partner/ living with other adults	62	51	7	4	£1,887	£1,621	£181	£85
Prefer not to state/ other	40	32	5	3	£922	£723	£149	£27

* Less than 0.5m visits

TABLE 4.2.6 - 3 Hour+ Leisure Day Visits by English Ceremonial County	VISITS	EXPENDITURE	Sample (3 Hour+ Visits)
	Millions	Millions	N
Avon	55.71	£1,201.92	663
Bedfordshire	19.23	£397.16	197
Berkshire	24.89	£559.59	307
Buckinghamshire	22.99	£829.13	228
Cambridgeshire	33.98	£763.11	310
Cheshire	52.49	£1,423.24	622
Cornwall & Isles Of Scilly	36.57	£1,250.15	369
Cumbria	26.01	£730.76	285
Derbyshire	39.66	£905.81	456
Devon	72.11	£1,471.91	754
Dorset	15.30	£664.67	184
Durham	17.80	£274.99	218
East Sussex	34.10	£1,115.80	419
Essex	58.31	£1,134.96	512
Gloucestershire	17.41	£373.48	195
Greater Manchester	106.26	£3,327.32	1129
Hampshire	65.97	£1,688.21	746
Herefordshire	7.18	£188.00	97
Hertfordshire	36.01	£760.22	340
Isle Of Wight	7.87	£203.93	90
Kent	54.19	£1,455.97	652
Lancashire	65.09	£1,411.98	670
Leicestershire	34.41	£676.41	336
Lincolnshire	32.79	£672.62	370
London	400.20	£14,054.53	3884
Merseyside	57.74	£1,273.34	565
Norfolk	69.77	£1,500.74	525
Humber	42.44	£772.61	757
North Yorkshire	49.22	£1,110.84	939
Northamptonshire	23.13	£484.71	222
Northumberland	13.29	£306.81	160
Nottinghamshire	42.36	£1,921.91	440
Other Yorkshire	11.34	£174.41	137
Oxfordshire	24.55	£517.27	298
Shropshire	18.74	£430.31	236
Somerset	13.60	£507.93	156
South Yorkshire	55.28	£1,731.36	1024
Staffordshire	36.59	£834.51	386
Suffolk	39.90	£709.89	327
Surrey	33.85	£530.57	347
Tyne & Wear	38.98	£888.89	480
Warwickshire	22.65	£514.91	249
West Midlands	97.84	£2,873.31	974
West Sussex	30.61	£684.73	320
West Yorkshire	100.20	£1,841.96	1917
Wiltshire	25.80	£516.51	286
Worcestershire	20.80	£654.40	232

TABLE 4.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority	VISITS	EXPENDITURE	Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
Allerdale	4.85	£123.74	54
Amber Valley	3.53	£41.07	37
Arun	5.98	£99.94	59
Ashford	5.01	£140.21	54
Aylesbury Vale	3.60	£23.53	37
Barking And Dagenham*	7.60	£690.53	60
Barnet*	7.06	£100.89	79
Barnsley	6.56	£167.45	123
Basildon	4.89	£84.79	43
Basingstoke And Deane	6.93	£219.62	72
Bassetlaw	5.01	£251.71	59
Bath And North East Somerset	9.37	£250.70	121
Bedford	6.94	£145.83	73
Berwick-Upon-Tweed	4.02	£101.94	50
Bexley*	7.82	£152.28	65
Birmingham	48.44	£2,033.06	470
Blackburn With Darwen	5.92	£120.21	45
Blackpool	12.51	£444.60	126
Bolton	11.32	£287.60	96
Boston	2.83	£89.88	36
Bournemouth	4.48	£94.98	50
Bradford	16.99	£368.07	344
Braintree	6.84	£63.19	52
Breckland	7.27	£82.34	57
Brent*	10.18	£168.30	73
Brighton And Hove	15.40	£717.55	180
Bristol, City Of	36.33	£767.06	412
Bromley*	13.42	£210.65	146
Burnley	6.01	£119.16	49
Bury	5.35	£121.55	58
Calderdale	11.39	£149.29	193
Cambridge	10.66	£336.80	109
Camden*	18.66	£641.58	200
Cannock Chase	3.23	£52.27	34
Canterbury	6.06	£157.54	76
Caradon	6.04	£433.69	58
Carlisle	6.05	£195.33	62
Carrick	8.34	£271.65	88
Castle Morpeth	3.35	£59.81	43
Charnwood	3.87	£43.71	46
Chelmsford	6.96	£186.32	61
Cheltenham	5.48	£162.35	69
Cherwell	3.81	£93.55	46
Chester	15.44	£477.01	198
Chesterfield	5.39	£96.77	63
Chichester	5.76	£187.04	62
Chorley	4.19	£42.86	46
City Of London*	49.64	£3,308.59	446
City Of Westminster*	34.67	£1,650.71	354
Colchester	13.20	£339.01	100
Congleton	2.78	£38.13	30
			Continued overleaf..

TABLE 4.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority	VISITS	EXPENDITURE	Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
Cotswold	2.97	£51.13	37
Coventry	14.61	£265.66	133
Craven	4.21	£75.43	82
Crawley	5.02	£196.18	51
Crewe And Nantwich	5.40	£114.21	53
Croydon*	13.51	£345.96	128
Dacorum	3.52	£40.74	35
Darlington	4.47	£53.05	56
Dartford	4.56	£211.55	47
Derby	15.16	£318.48	166
Derbyshire Dales	6.91	£168.58	87
Doncaster	13.18	£219.63	223
Dover	3.32	£64.32	44
Dudley	9.81	£200.48	112
Durham	4.87	£112.08	68
Ealing*	5.92	£409.02	65
East Cambridgeshire	4.08	£46.64	31
East Devon	4.88	£104.51	64
East Hertfordshire	8.44	£146.09	64
East Lindsey	7.95	£207.36	93
East Riding Of Yorkshire	13.16	£204.17	238
East Staffordshire	3.96	£67.35	39
Eastbourne	5.94	£125.92	69
Eden	3.29	£60.07	32
Ellesmere Port & Neston	5.15	£135.61	58
Enfield*	10.01	£147.25	85
Exeter	12.70	£300.56	123
Fareham	3.49	£86.72	40
Gateshead	5.07	£124.93	63
Gloucester	6.38	£131.80	80
Gosport	2.84	£19.09	37
Great Yarmouth	8.88	£203.59	61
Greenwich*	13.28	£553.28	127
Guildford	4.70	£82.10	59
Hackney*	8.61	£187.78	78
Halton	4.95	£86.02	53
Hambleton	5.31	£65.51	54
Hammersmith And Fulham*	9.95	£269.92	98
Haringey*	6.61	£176.57	67
Harlow	3.17	£55.29	36
Harrogate	6.94	£178.87	157
Harrow*	9.65	£338.60	80
Hastings	3.22	£98.02	44
Havering*	6.49	£178.36	71
Herefordshire, County Of	7.18	£188.00	97
High Peak	2.62	£42.00	39
Hillingdon*	8.45	£144.22	79
Horsham	3.59	£75.91	37
Hounslow*	6.81	£173.40	75
			Continued overleaf..

TABLE 4.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority	VISITS	EXPENDITURE	Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
Huntingdonshire	6.20	£57.73	49
Ipswich	12.95	£251.09	108
Isle Of Wight	7.87	£203.93	90
Islington*	18.16	£371.41	137
Kennet	3.85	£54.50	36
Kensington And Chelsea*	12.51	£817.12	147
Kerrier	5.22	£89.29	58
King's Lynn And West Norfolk	9.25	£206.38	70
Kingston Upon Hull, City Of	14.22	£225.17	262
Kingston Upon Thames*	8.01	£267.06	80
Kirklees	15.17	£210.52	289
Lambeth*	9.86	£217.44	104
Lancaster	7.11	£193.98	98
Leeds	43.14	£874.26	826
Leicester	19.53	£511.55	186
Lewes	2.60	£62.24	39
Lewisham*	9.58	£115.75	101
Lichfield	5.72	£58.01	54
Lincoln	10.67	£187.47	113
Liverpool	32.93	£923.77	364
Luton	4.68	£75.60	58
Macclesfield	7.57	£327.59	82
Maidstone	7.10	£244.62	75
Malvern Hills	2.59	£96.36	31
Manchester	57.59	£2,184.73	609
Mansfield	4.36	£37.00	36
Medway	6.40	£217.62	78
Mendip	4.29	£127.33	45
Merton*	4.81	£75.05	52
Mid Devon	2.80	£54.58	33
Mid Sussex	4.33	£77.46	46
Middlesbrough	5.27	£87.27	59
Milton Keynes	13.42	£675.42	111
Mole Valley	3.78	£48.57	41
New Forest	4.55	£161.31	53
Newark And Sherwood	3.71	£98.00	45
Newcastle Upon Tyne	21.00	£508.03	257
Newcastle-Under-Lyme	2.87	£53.68	37
Newham*	10.11	£266.20	93
North Cornwall	4.55	£132.15	54
North Devon	6.48	£108.89	69
North East Lincolnshire	8.75	£209.57	119
North Hertfordshire	5.98	£161.56	52
North Lincolnshire	6.32	£133.70	138
North Norfolk	7.29	£145.10	68
North Somerset	4.95	£84.64	66
North Tyneside	5.04	£117.34	57
North West Leicestershire	2.82	£23.46	31
North Wiltshire	3.14	£58.67	43
Northampton	11.54	£264.61	106
			Continued overleaf..

TABLE 4.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority			Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	N
	Millions	Millions	
Norwich	31.12	£765.84	219
Nottingham	21.99	£1,378.58	245
Nuneaton And Bedworth	2.78	£48.77	39
Oldham	4.30	£121.64	54
Oxford	8.79	£217.05	90
Pendle	3.79	£50.75	38
Penwith	3.59	£84.80	39
Peterborough	9.71	£279.13	83
Plymouth	19.29	£378.35	185
Portsmouth	12.37	£509.43	119
Preston	10.76	£216.73	112
Reading	11.54	£278.68	143
Redbridge*	5.32	£112.47	49
Redcar And Cleveland	3.00	£34.35	35
Redditch	3.62	£44.01	36
Reigate And Banstead	4.33	£75.05	43
Restormel	8.48	£207.80	67
Ribble Valley	4.04	£81.77	43
Richmond Upon Thames*	7.95	£309.98	86
Richmondshire	1.32	£13.99	32
Rochdale	3.70	£90.52	44
Rother	3.58	£101.89	44
Rotherham	7.16	£147.88	116
Rugby	3.24	£56.45	38
Rushmoor	2.85	£37.74	34
Rutland	2.61	£20.99	30
Ryedale	2.00	£28.66	40
Salisbury	4.52	£80.40	52
Sandwell	4.97	£54.23	54
Scarborough	9.76	£319.35	194
Sefton	8.02	£145.31	75
Selby	3.56	£57.70	55
Sevenoaks	3.24	£132.86	43
Sheffield	28.38	£1,196.40	562
Shepway	3.65	£81.03	43
Shrewsbury And Atcham	6.44	£188.52	87
Solihull	4.78	£97.36	59
South Bedfordshire	6.24	£35.46	46
South Hams	4.10	£75.70	45
South Kesteven	6.14	£85.30	62
South Lakeland	8.81	£273.80	101
South Oxfordshire	5.01	£93.55	64
South Shropshire	2.16	£41.99	34
South Somerset	2.45	£79.42	34
South Tyneside	2.64	£32.90	37
Southampton	17.39	£433.46	200
Southend-On-Sea	4.81	£85.94	41
Southwark*	17.07	£236.65	141
St Albans	3.15	£64.62	37
St Edmundsbury	5.62	£81.85	47
			Continued overleaf..

TABLE 4.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority	VISITS	EXPENDITURE	Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
Stafford	5.16	£263.00	49
Staffordshire Moorlands	3.34	£79.61	42
Stevenage	4.64	£58.59	36
Stockport	8.72	£185.29	99
Stockton-On-Tees	2.31	£16.57	31
Stoke-On-Trent	9.35	£234.89	104
Stratford-On-Avon	6.16	£160.12	66
Stroud	2.93	£51.87	42
Suffolk Coastal	5.78	£88.61	54
Sunderland	5.23	£105.70	66
Sutton*	6.23	£60.03	55
Swale	3.45	£38.54	49
Swindon	8.15	£205.91	96
Tamworth	3.35	£65.70	40
Taunton Deane	2.80	£190.02	36
Teignbridge	4.64	£114.49	54
Telford And Wrekin	6.26	£94.23	56
Tending	4.01	£78.86	30
Test Valley	3.14	£64.53	39
Thanet	2.88	£57.33	42
Thurrock	2.71	£41.63	30
Torbay	10.73	£250.77	109
Torridge	3.23	£61.20	38
Tower Hamlets*	8.94	£219.31	103
Trafford	3.79	£69.71	37
Tunbridge Wells	4.68	£78.38	52
Vale Of White Horse	3.35	£58.30	46
Vale Royal	4.28	£100.06	59
Wakefield	13.52	£239.82	265
Walsall	6.42	£118.91	61
Waltham Forest*	2.79	£65.58	30
Wandsworth*	8.56	£193.91	94
Warrington	6.74	£144.61	87
Warwick	8.85	£209.25	86
Watford	4.22	£121.62	40
Waveney	9.53	£123.48	61
Waverley	2.90	£56.88	37
Wealden	3.91	£53.29	50
Wellingborough	3.13	£44.07	36
West Berkshire	3.96	£60.36	44
West Devon	3.26	£22.87	34
West Lancashire	3.45	£53.68	39
West Lindsey	2.14	£16.00	31
West Oxfordshire	3.59	£54.82	52
West Wiltshire	6.14	£117.02	59
Wigan	7.78	£184.71	85
Winchester	4.44	£42.40	48
Windsor And Maidenhead	4.89	£141.90	70
Wirral	13.85	£138.27	95
Woking	3.16	£35.67	34
			Continued overleaf..

TABLE 4.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority	VISITS	EXPENDITURE	Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
Wolverhampton	8.81	£103.62	85
Worcester	4.66	£73.09	51
Worthing	4.44	£37.94	47
Wychavon	3.40	£354.92	39
Wycombe	2.67	£57.34	41
Wyre Forest	4.39	£67.38	50
York	19.09	£481.18	365

* Note: It is likely that in some visits taken to destinations in Central London, respondents were unsure of the borough visited so may have provided inaccurate responses regarding the area visited. Also, in around 5% of visits taken to destinations in London respondents did not know which borough was visited.

TABLE 4.2.8 - 3 Hour+ Leisure Day Visits by Welsh Local Authority	VISITS	EXPENDITURE	Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
Blaenau Gwent	1.58	£22.05	42
Bridgend	8.04	£172.44	201
Caerphilly	3.13	£43.09	91
Cardiff	37.07	£1,192.11	1069
Carmarthenshire	8.90	£111.27	254
Ceredigion	5.46	£162.81	152
Conwy	9.26	£213.61	215
Denbighshire	5.22	£111.44	98
Flintshire	4.76	£56.92	116
Gwynedd	8.96	£177.79	211
Isle Of Anglesey	4.17	£89.09	76
Merthyr Tydfil	1.86	£37.8	57
Monmouthshire	5.15	£147.63	146
Neath Port Talbot	5.02	£111.23	143
Newport	8.04	£142.48	219
Pembrokeshire	6.12	£165.39	194
Powys	8.54	£268.11	200
Rhondda, Cynon, Taff	6.16	£157.49	189
Swansea	18.06	£460.05	484
The Vale Of Glamorgan	5.13	£115.07	163
Torfaen	3.54	£60.04	132
Wrexham	5.89	£89.51	167

TABLE 4.2.9 - 3 Hour+ Leisure Day Visits by Scottish Local Authority	VISITS	EXPENDITURE	Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
Aberdeen City	15.35	£649.95	265
Aberdeenshire	8.71	£237.00	171
Angus	5.40	£65.54	96
Argyll and Bute	5.27	£137.71	86
Clackmannanshire	1.26	£17.58	33
Dumfries and Galloway	7.23	£134.07	140
Dundee City	11.66	£342.22	210
East Ayrshire	3.58	£71.03	74
East Lothian	4.14	£103.93	82
Edinburgh	42.50	£1,697.06	903
Falkirk	3.87	£138.27	86
Fife	11.54	£344.07	244
Glasgow	50.67	£1,608.08	1013
Highland	11.45	£665.86	220
Inverclyde	3.64	£43.34	52
Midlothian	2.58	£29.79	52
Moray	5.19	£162.48	82
North Ayrshire	5.62	£100.63	108
North Lanarkshire	6.52	£121.40	113
Perth and Kinross	11.13	£679.22	204
Renfrewshire	8.09	£157.84	146
Scottish Borders	7.66	£95.52	118
South Ayrshire	6.48	£178.98	137
South Lanarkshire	11.38	£261.37	188
Stirling	4.72	£193.09	113
West Dunbartonshire	3.19	£78.62	56
West Lothian	7.84	£272.28	127

Table 4.3 – ALL LEISURE DAY VISITS

The table below provides estimates of the total volume Leisure Day Visits taken to destinations in the UK by GB residents and residents of England, Scotland and Wales during 2011.

TABLE 4.3 – All Leisure Day Visits taken to UK destinations by country of residence	VISITS			
	GB residents	England residents	Scotland residents	Wales residents
	Millions			
All Leisure Day Visits	8981	7473	962	546
General Activity – Any Undertaken				
Visiting friends or family	2692	2242	290	159
Special shopping	619	517	67	35
Going out for a meal	1382	1147	146	88
Going on a night out	1057	890	101	66
Going out for entertainment	379	316	41	21
Undertaking outdoor activities	2515	2087	270	159
Other leisure/ hobbies	591	495	59	37
Taking part in sports	1003	828	115	59
Watching live sporting events	306	254	32	20
Going to visitor attractions	217	184	21	12
Special public events	153	128	17	8
Special personal events	131	109	14	7
Day out to health/beauty spa	83	68	11	4
General day out	441	367	46	28
Other day out for leisure	180	148	21	10
Visit Duration				
Less than an hour	1567	1297	175	96
1 hour to 1 hour 59	2713	2235	302	176
2 hours to 2 hours 59	1983	1650	216	117
3 hours to 3 hours 59	1146	964	116	66
4 hours to 4 hours 59	644	540	68	36
5 hours to 5 hours 59	308	262	28	18
6 hours or more	620	524	58	37

N.B. See Table 1.3 for full wording of activities used in questionnaire.

Appendices

Summary of survey approach

During the first 12 months of GBDVS from January to December 2011 some 38,083 interviews were conducted using an online survey method. Respondents provided details of their leisure participation with a focus on visits taken during the previous week. Full details were collected for some 35,182 visits which lasted 3 hours or more and in subsequent analysis a sub-set of 20,442 of these visits were defined as Tourism Day Visits, taken outside of the participants' usual environment.

All survey data have been weighted to ensure that they are as representative as possible of the GB adult population and the day visits taken during 2011. Six waves of parallel off line surveying (6,363 interviews) have been undertaken in 2011 to help measure the accuracy of the online approach and to inform the approaches used in weighting.

Sample sources

The Lightspeed Panel, was the main source of sample for the survey. However although this panel is one of the largest available in the UK, it was not large enough to provide sufficient sample to achieve the volume of interviews required for GBDVS 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, Lightspeed worked with a panel partner, Research Now.

As such, in around two-thirds (25,341) of the completed interviews respondents were drawn from the Lightspeed Sample while the remaining 12,742 interviews were conducted with members of the Research Now panel. To help ensure consistency in the data collected over the 52 survey waves, the use of these sources was managed continuously with all respondents resident in Scotland and Wales drawn from the Research Now sample while all respondents resident in England (apart from those included in a survey boosting exercise conducted in Yorkshire from July to December) were drawn from the Lightspeed Panel.

Demographic quotas

On commencing fieldwork in January 2011, an annual target of 35,000 interviews was set with 52 broadly equal sized weekly waves of fieldwork to be completed to achieve around 650 to 700 interviews per week. However from the start of July 2011, fieldwork for an extension to the GBDVS contract commenced in the Yorkshire region, requiring a further c.100 interviews to be completed in this region each week.

When fieldwork commenced in January 2011, sex, age, working status and the age of completing education were set as quota targets in each survey wave. However during the first three months of fieldwork while the target 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 2011 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 such, from April 2011 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.

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.

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. See <http://www.statistics.gov.uk/geography/nuts.asp> for further details.

Weighting the survey data

As described above, quotas were 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 were 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.

Demographic weighting

This stage of weighting was applied to correct for variations between the demographic distribution of respondents and the GB population. The following series of demographic weights are 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

The weighting targets used are detailed below.

Social grade and TAE weighting targets ('000s)	Social Grade
AB	11370
C1	14067
C2	10342
DE	13457
	Terminal Age Education
16 years or younger	24188
17-19 years	10635
20 years or older	10961
Still Studying	3453

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	1442	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	1368	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
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	1115		
South East Male 45-64	1096		
South East Male 65+	646		
South East Female 16-24	469		
South East Female 25-44	1133		
South East Female 45-64	1131		
South East Female 65+	823		

Visit weighting

In many of the data outputs from GBDVS 2011, 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.

Full details are included in the Methods and Performance report. 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.

Value of visit weighting

GBDVS visit based results are also presented in terms of the value 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.

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 outlined below.

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

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
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 above 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.

Accuracy of results

As described in detail in the Methods and Performance report, many measures have been taken to ensure that the data collected in GBDVS 2012 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 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 2011 involved some 38,083 interviews and the weighting solution used was estimated to have an efficiency of 69%. On that basis the effective total sample size could be estimated at being around 26,000.

The table below 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 1.9	Margin of error at 95% levels of confidence with a Simple Random Sample		
	All respondents	Respondents in England	Respondents in Scotland and Wales
Effective sample size	26,000	19,000	3,500
Result			
10% or 90%	+/- 0.36%	+/- 0.43%	+/- 0.99%
20% or 80%	+/- 0.49%	+/- 0.57%	+/- 1.33%
30% or 70%	+/- 0.56%	+/- 0.65%	+/- 1.52%
40% or 60%	+/- 0.60%	+/- 0.70%	+/- 1.62%
50%	+/- 0.61%	+/- 0.71%	+/- 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 the MENE 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%.

Further information

For information about GB Day Visits, write to the nearest address below:

Sharon Orrell

Head of Research & Insight
VisitEngland
1 Palace Street
London
SW1E 5HE
Sharon.orrell@visitengland.org

Chris Greenwood

Senior Tourism Insight Manager
VisitScotland
94 Ocean Drive
Edinburgh
EH6 6JH
chris.greenwood@visitscotland.com

Robert Lewis

Head of Research
Visit Wales
QED Centre
Treforest Estate
Pontypridd
Rhondda Cynon Taf
CF37 5YR
robert.lewis@wales.gsi.gov.uk

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



Produced by TNS
23 Alva Street
Edinburgh
EH2 4PS

The information contained in this report has been published in good faith on the basis of information supplied to VisitEngland, VisitScotland and Visit Wales. VisitEngland, VisitScotland and Visit Wales cannot guarantee the accuracy of information in this report and accept no responsibility for any error or misrepresentation. All liability for loss, disappointment, negligence or other damage caused by reliance on the information contained in this report for any other reason is hereby excluded.