



The GB Day Visitor

Statistics 2012

GB Day Visits 2012

This report presents the main findings of the 2012 Great Britain Day Visits Survey (GBDVS 2012). 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 2012 is jointly sponsored by the statutory tourist boards of England and Scotland and Visit Wales (the Tourism Department of the Welsh Government).

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Section 1: Introduction

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

The survey aims to measure the volume, value and profile of Tourism Day Visits taken by GB residents to destinations in England, Scotland, Wales and Northern Ireland. Fieldwork commenced at the beginning of 2011 and will continue until at least the end of 2013.

This report contains the results of the 2012 survey, including comparisons of these results with those obtained in 2011. 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 from the GBDVS surveys are not directly comparable with those from these earlier surveys.

Survey methods

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

Sample design

GBDVS 2012 was undertaken using an online methodology with a total of 35,262 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

The survey data 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 during 2011.

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

The second stage involved the 'grossing up' of the data provided by respondents regarding the leisure visits they had taken in the last 7 days to allow estimates of the total volume and value of visits taken in each month of the year and for the full 12 months to be calculated. At this stage of the weighting, any under-reporting of visits by a respondent (the questionnaire allows details of up to 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 visits of 3+ hour duration) 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 had been used.

Table 1.1 below provides a summary of the GBDVS 2012 questionnaire content, the full questionnaire is appended to the Methods and Performance report.

Table 1.1 – GBDVS 2012 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
4	When most recently took part in any of the 15 activity categories – answer options include last week.
	SECTION 2 – LEISURE DAY VISITS IN PREVIOUS WEEK
5	Number of leisure visits taken in previous week involving any of 15 activities as determined at Q4
6	Activities undertaken during each visit
8	Duration of trip
	SECTION 3 - 3+ HOUR LEISURE DAY VISITS IN PREVIOUS WEEK (questions asked only for visits lasting 3+ hours. A maximum of 3 visits asked about per respondent – selected randomly when more have been taken)
13	General type of place visited
13a	General type of place visited – single main place if more than one chosen at Q13
13b	Region of main visit destination
11	Main destination - village, town or city
12	London borough visited
14	Type of place visit started from (home, work, other)
15	Name of village, town or city visit started from
16	Total distance travelled during visit (round trip from start to finish)
17	Single main form of transport used
18	Single main activity undertaken during visit
19	Detailed activity/activities undertaken during visit (list of 48 answer options)
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)

Note: Question numbers 2 and 3 and 35 to 39 were included in the 2011 survey but not in 2012. However, question numbering has been maintained over the two years.

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 2012 survey, key details were recorded in Section 2 of the questionnaire for 126,054 Leisure Day Visits. Of this total, full details were recorded in Section 3 for those 33,788 Leisure Day Visits which lasted at least 3 hours in duration. As described in the next section, a subset of 20,689 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.

Table 1.2 – Visit sample sizes by country of residence			
	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits
GB Total	126,054	33,788	20,689
England	83,822	23,085	14,544
Scotland	21,224	5,471	3,004
Wales	21,008	5,232	3,141

Definitions

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

Table 1.3 – 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

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.

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.

In GBDVS 2012, 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**.

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 but from 2012 a new subsequent question (Q13a) was added to identify the single main destination type. In this report the results relating to these questions have been analysed on the basis of four broader type categories:

- City/large town
- Small town
- Village/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 2012 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 relating to visits taken in England are provided on the basis of the former Government Office Regions, Welsh results are provided on the basis of the Regional Tourism Partnership areas 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 4 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 5.

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 2012.

Volume and value of visits

During 2012, GB residents took a total of 1,712 million Tourism Day Visits. Around £57 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 (1,467 million visits or 86% of the total) while 8% of visits (142 million) were taken to Scottish destinations and 6% to places in Wales (101 million). The distribution of expenditure during visits broadly reflects this pattern.

Within the English regions, the highest volume of visits was taken in London (315 million visits) where the total value of day visits during 2012 was around £12.9 billion. The English region with the lowest volume of visits was the North East which was the destination for an estimated 75 million visits involving around £2.5 billion expenditure.

In Scotland the largest volume of visits were taken to destinations in the West (64 million) while in Wales the largest volume of visits were taken in the South East.

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	1467	86%	£48,459	85%	86%
Scotland	142	8%	£4,651	8%	9%
Wales	101	6%	£3,834	7%	5%
GB Total	1,710	100%	£56,944	100%	100%
Northern Ireland	2	*	£108	*	n/a
UK Total	1,712	100%	£57,052	100%	n/a
English Regions	Millions	% of total	£ Millions	% of total	% of total
North East England	75	4%	£2,472	4%	4%
North West England	170	10%	£5,394	9%	12%
Yorkshire and The Humber	141	8%	£3,802	7%	9%
East Midlands	111	6%	£3,327	6%	7%
West Midlands	128	7%	£3,913	7%	9%
East of England	126	7%	£3,825	7%	10%
London	315	18%	£12,852	23%	13%
South East England	245	14%	£7,547	13%	14%
South West England	157	9%	£5,328	9%	9%
Scottish Regions	Millions	% of total	£ Millions	% of total	% of total
North Scotland	22	1%	£750	1%	1%
West Scotland	64	4%	£2,135	4%	4%
East Scotland	50	3%	£1,522	3%	3%
South Scotland	7	*	£206	*	*
Welsh Regions	Millions	% of total	£ Millions	% of total	% of total
North Wales	26	2%	£986	1%	1%
Mid Wales	9	1%	£259	*	*
South West Wales	23	1%	£704	1%	1%
South East Wales	43	3%	£1,934	3%	3%

* Less than 0.5% Note: The above estimates for countries and English regions are based on the regions respondents claimed to visit during their trip while estimates of visits to Scottish and Welsh regions are based on a classification of data collected regarding the villages, towns and cities included in trips. More detailed data on the volumes of visits taken to individual counties and other smaller geographic areas is provided in Tables 2.15 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 August (183 million visits), somewhat fewer visits were taken in the first three months of the year. As illustrated in Figure 2.2, there was a greater degree of fluctuation in total expenditure levels by month with the highest value month being August when some £6.1 billion was spent on Tourism Day Visits.

Figure 2.1 - 2012 Tourism Day Visits: Volume of visits by month (millions)

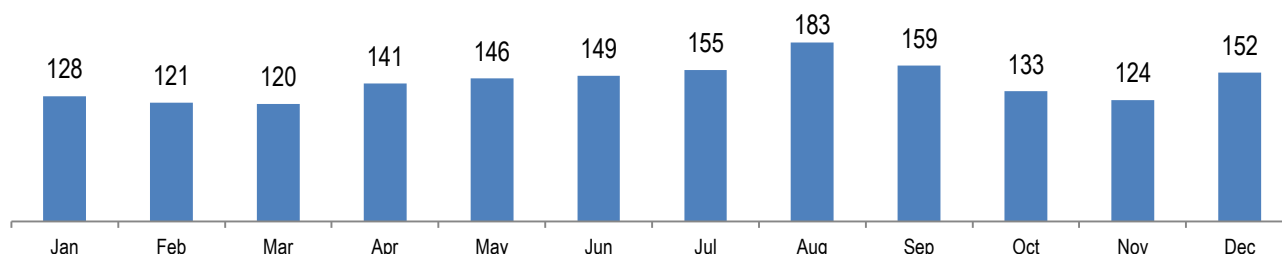


Figure 2.2 - 2012 Tourism Day Visits: Expenditure on visits by month (£ millions)

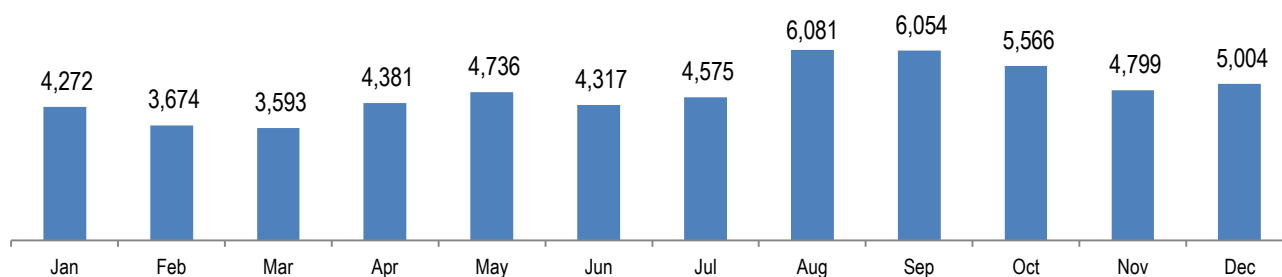


Table 2-2 illustrates the quarterly volumes of visits and total visit expenditure within each of the GB nations. The seasonal pattern observed varies between country with more pronounced seasonal variation in visit volumes recorded in Wales but a more equal season distribution of visits in Scotland.

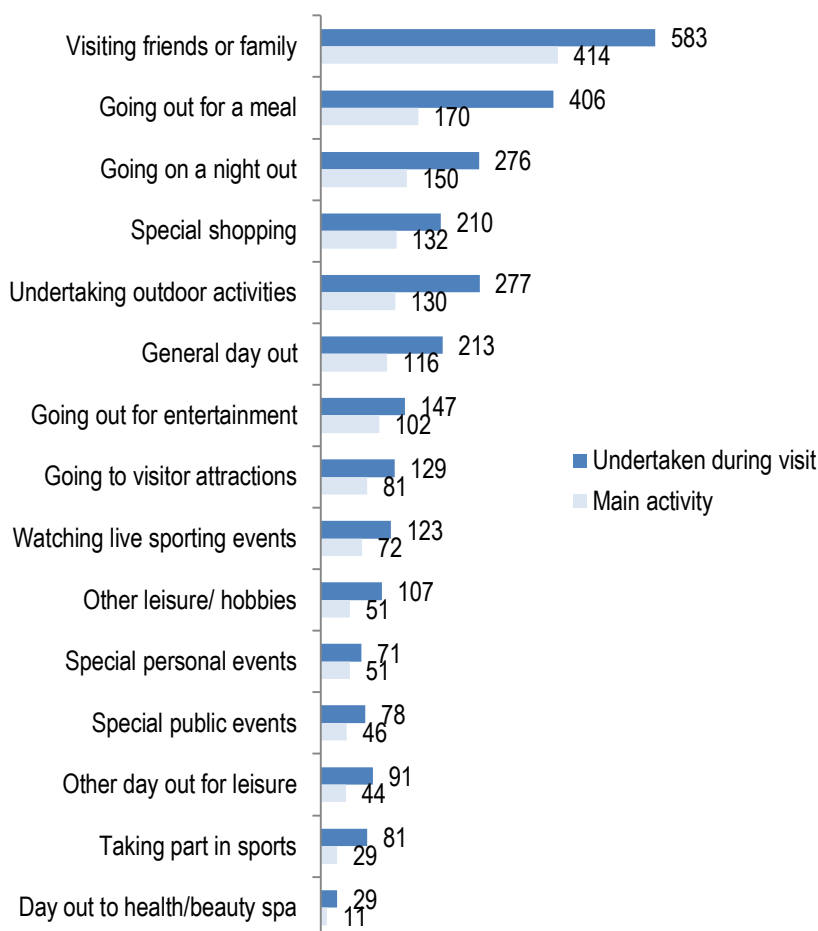
Table 2.2 – Tourism Day Visits: Volume of visits and expenditure by quarter and destination country (millions)								
Visits	UK		England		Scotland		Wales	
Quarter	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan - Mar	369	22%	318	22%	32	23%	18	18%
Apr – Jun	436	25%	370	25%	37	26%	29	29%
Jul – Sep	497	29%	425	29%	40	28%	32	32%
Oct - Dec	409	24%	354	24%	34	24%	22	22%
TOTAL	1,712		1,467		142		101	
Expenditure	UK		England		Scotland		Wales	
Quarter	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan - Mar	£11,539	20%	£9,973	21%	£855	18%	£691	18%
Apr – Jun	£13,434	24%	£10,936	23%	£1,215	26%	£1,269	33%
Jul – Sep	£16,710	29%	£14,240	29%	£1,310	28%	£1,111	29%
Oct - Dec	£15,369	27%	£13,310	27%	£1,271	27%	£763	19%
TOTAL	£57,052		£48,459		£4,651		£3,834	

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, 583 million (34%) of the Tourism Day Visits taken by GB residents in 2012 included visits to friends or relatives while this was the main activity for 414 million visits (24%). The other most frequently undertaken activities included eating out (included in 406 million visits), nights out (276 million visits) and undertaking outdoor activities (277 million visits).

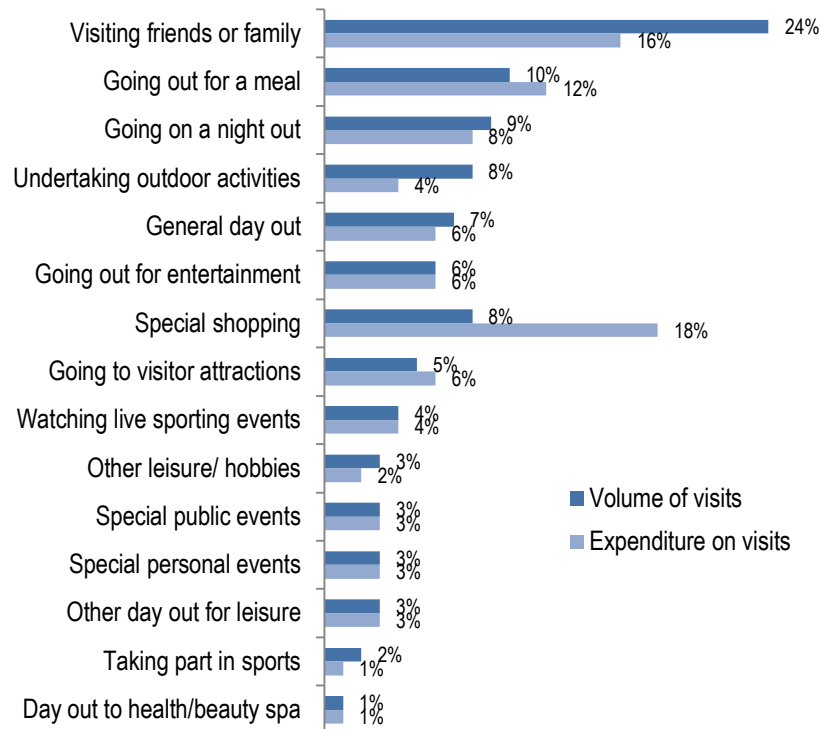
Figure 2.3 - 2012 Tourism Day Visits: Volume of visits by activities undertaken – all GB residents (millions)



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 expressed as percentages of total visit volumes and total expenditure. Visits where the main activity was eating out, going to visitor attractions 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 24% of visits but these visits represent just 16% of total visit expenditure.

Figure 2.4 - 2012 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 a fifth or more of all visits. 361 million visits were taken in England for this purpose (25% of all visits), 33 million were taken in Scotland (23%) and 20 million were taken in Wales (20%). While the profile of activities undertaken was broadly similar in each country, there were some variations including a higher proportion of expenditure during visits in which the main activity was 'special shopping' (most notably in Scotland with 22% of expenditure spent (£1,033 million) during visits where the main activity was 'special shopping').

Table 2.3 –Tourism Day Visits: Volume and value of visits by main activity and destination country (millions)								
	Visits				Expenditure			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	414	361	33	20	£9,155	£7,813	£628	£683
Going out for a meal	170	146	16	8	£6,870	£6,003	£539	£325
Going on a night out	150	130	12	8	£4,561	£3,854	£459	£232
Undertaking outdoor activities	130	108	12	9	£2,276	£1,717	£230	£315
General day out	116	94	9	13	£3,462	£2,881	£223	£358
Going out for entertainment	102	86	10	6	£3,512	£2,989	£351	£170
Special shopping	132	113	12	7	£10,281	£8,706	£1,033	£542
Going to visitor attractions	81	68	7	6	£3,185	£2,667	£197	£313
Watching live sporting events	72	62	7	3	£2,436	£2,176	£174	£83
Other leisure/ hobbies	51	45	4	2	£1,021	£936	£65	£20
Special public events	46	41	3	3	£1,676	£1,528	£80	£68
Special personal events	51	44	4	3	£1,563	£1,278	£183	£101
Other day out for leisure	44	37	4	3	£1,879	£1,648	£86	£144
Taking part in sports	29	26	1	1	£617	£548	£23	£45
Day out to health/beauty spa	11	10	1	*	£674	£608	£54	£13
TOTAL	1,712	1,467	142	101	£57,052	£48,459	£4,651	£3,834

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. In cities, small towns and villages, the most popular activity was visiting friends and family, while in seaside settings, a general day out was the most popular main activity. The second most undertaken activity varied between the type of place visited: in cities, special shopping accounted for the second highest volume of trips, while going out for a meal was the second most undertaken activity on visits taken to small towns. Undertaking outdoor activities was the second most undertaken activity on visits to rural villages.

Table 2.4 –Tourism Day Visits: Volume of visits by main activity and type of place visited (millions)								
	City/ large town		Small town		Village/ rural		Seaside	
Main activity	Millions	%	Millions	%	Millions	%	Millions	%
Visiting friends or family	166	22	134	31	108	25	23	14
Going out for a meal	71	9	48	11	45	11	13	8
Going on a night out	83	11	38	9	24	6	10	6
Undertaking outdoor activities	26	4	21	5	68	16	17	11
General day out	30	4	28	6	38	9	35	21
Going out for entertainment	69	9	25	6	5	1	4	3
Special shopping	92	12	29	7	7	2	5	3
Going to visitor attractions	27	4	15	3	34	8	8	5
Watching live sporting events	41	5	15	4	10	2	5	3
Other leisure/ hobbies	20	3	13	3	15	3	4	2
Special public events	23	3	10	2	11	3	4	3
Special personal events	22	3	12	3	16	4	2	2
Other day out for leisure	16	2	8	2	12	3	10	6
Taking part in sports	10	1	8	2	9	2	2	1
Day out to health/beauty spa	3	*	4	1	3	1	2	1
TOTAL	752		437		430		163	

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 was 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 on 1 in 3 visits taken (29%).

Table 2.5 - Tourism Day Visits: Volume of visits by main activity and England destination region (millions)									
	North East England	North West England	Yorkshire and Humb.	East Midlands	West Midlands	East of England	London	South East England	South West England
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	18	37	33	28	32	32	71	72	38
Going out for a meal	7	17	13	10	13	14	35	22	16
Going on a night out	8	19	15	8	10	8	39	13	9
Outdoor activities	7	12	11	11	9	10	13	19	15
General day out	6	11	10	6	9	9	10	17	16
Going out for entertainment	3	11	6	8	6	6	26	13	6
Special shopping	7	15	11	8	11	11	21	19	10
Going to visitor attractions	3	8	7	5	5	6	13	11	9
Watching live sporting events	3	8	7	4	5	4	17	9	5
Other leisure/ hobbies	2	4	4	3	4	5	10	8	5
Special public events	1	5	2	3	3	3	13	6	4
Special personal events	1	5	4	3	5	4	9	8	4
Other day out for leisure	2	5	4	3	2	4	5	6	5
Taking part in sports	2	4	4	3	4	5	10	8	5
Day out to health/beauty spa	1	*	1	1	1	1	2	3	*
TOTAL	75	170	141	111	128	126	315	245	157

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 have a 'general day out' as the main activity while a larger share of the visits taken in South East Wales included going out for entertainment as the main activity. In Scotland, comparing the profile of visits taken to each region illustrates a larger proportion of the visits taken to the South of Scotland involving outdoor activities (16% compared to just 7% in the West of Scotland).

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	7	13	11	2	4	3
Going out for a meal	1	1	2	4	2	7	7	1	2	3
Going on a night out	2	1	2	4	1	7	4	*	1	4
Outdoor activities	3	1	2	2	2	4	5	1	1	1
General day out	4	1	3	4	2	4	3	1	1	1
Going out for entertainment	1	*	1	4	1	5	3	*	2	3
Special shopping	1	*	2	5	2	5	4	1	1	3
Going to visitor attractions	2	*	2	2	1	3	3	*	1	1
Watching live sporting events	*	*	*	2	*	3	3	*	2	2
Other leisure/ hobbies	*	*	*	1	1	2	1	*	*	*
Special public events	1	1	1	1	1	1	1	*	1	1
Special personal events	*	*	1	1	1	2	1	*	*	1
Other day out for leisure	1	*	*	1	*	2	1	*	*	*
Taking part in sports	1	*	*	1	*	1	*	*	*	*
Day out to health/beauty spa	*	*	*	*	*	1	*	*	*	*
TOTAL	26	9	23	43	22	64	50	7	20	24

* Less 0.5m visits

Detailed activity

Table 2.7 overleaf details the volume and value of visits taken to each country and also, by type of place in terms of the list of 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 2012. Note that 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 – 342 million visits (20% of all visits).
- Visiting family for leisure - 275 million visits (16%).
- Having a drink in a pub or club - 244 million visits (14%).
- Visiting friends for leisure – 173 million visits (10%).

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 eating and drinking while visits taken to rural areas or the coast were more likely to include walking.

Figure 2.5 - 2012 Tourism Day Visits: Volume of visits by detailed activities undertaken as part of visit – all GB residents

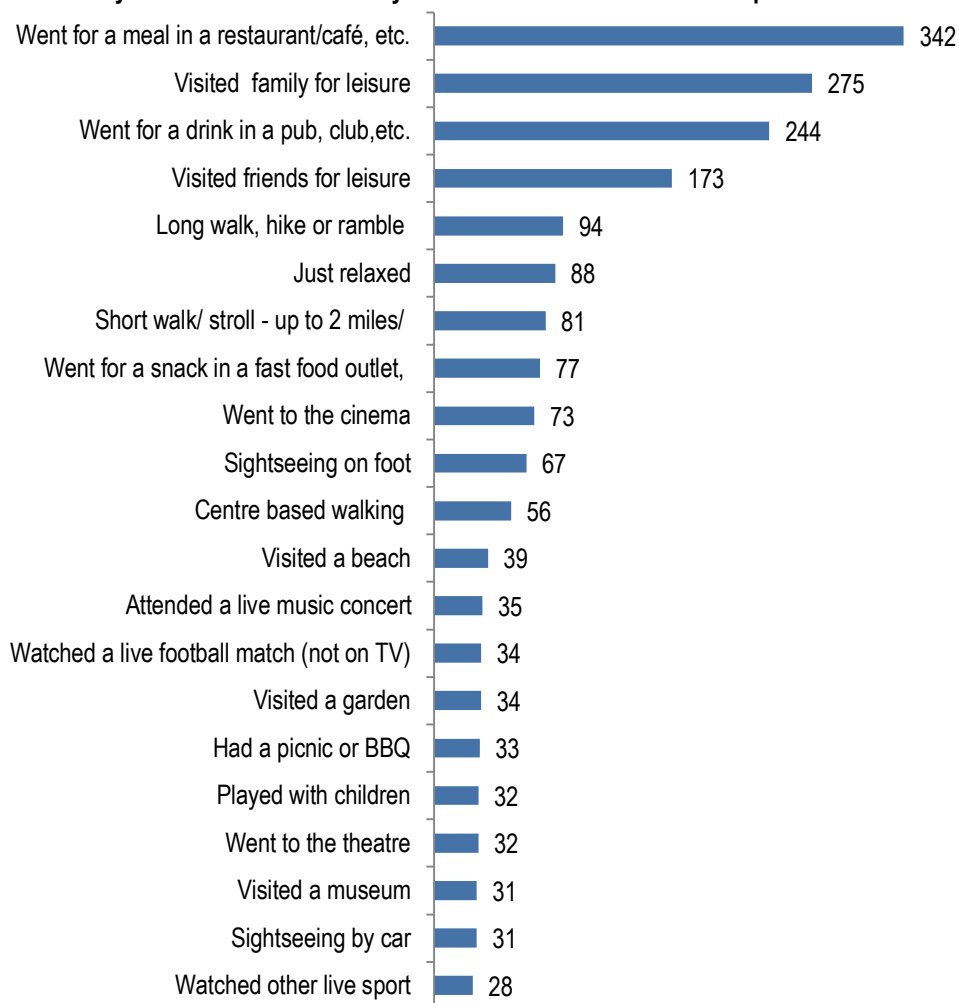


Table 2.7 –Tourism Day Visits: Volume of visits by detailed activity, destination country and type of place (millions)

	Destination country				Type of place			
	UK	England	Scotland	Wales	City/ large town	Small town	Rural	Any coastal/ seaside
Detailed activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Attending events*								
Attended a live music concert	35	30	3	2	22	7	5	3
Attended a music festival	6	6	*	1	3	1	2	1
Attended an indoor exhibition	15	14	1	1	9	3	3	1
Attended an outdoor fair/ exhibition/show	23	21	1	1	9	4	10	2
Attended another arts/ cultural festival	9	8	1	*	6	2	1	1
Attended a food/local produce event	15	13	1	1	7	4	4	2
Other arts/cultural event/show	16	13	2	1	10	2	3	1
Watched a live football match (not on TV)	34	28	5	2	23	7	4	2
Watched other live sport (not on TV)	28	24	3	2	15	6	5	2
Attending events (NET)	157	134	15	8	88	33	32	11
Walking								
Centre based walking	56	46	5	5	28	13	11	13
Short walk/ stroll - up to 2 miles/	81	63	8	9	23	19	26	27
Long walk, hike or ramble	94	75	9	10	17	15	55	20
Any walking (NET)	206	166	20	20	58	41	91	60
Active pursuits/ sports other than walking								
Cycled - on a road/ surfaced path	18	14	2	2	6	4	8	2
Went to the gym, aerobics class, etc.	17	15	1	1	9	6	3	1
Played golf	19	15	3	1	3	4	9	2
Running, jogging, orienteering	10	9	1	*	5	3	3	2
Swimming	21	18	1	2	7	4	4	7
Outdoor sports	9	9	1	*	4	4	2	1
Active pursuits/sports (NET)	124	106	10	8	36	21	38	32
Visiting attractions and sightseeing								
Went on a guided tour	12	10	2	1	7	3	3	2
Sightseeing by car	31	22	4	5	6	8	15	11
Sightseeing on foot	67	53	6	7	24	13	20	19
Sightseeing/ guided tours (NET)	99	78	10	10	36	21	38	32
Visited a cathedral, church, abbey or other religious building	18	14	1	2	8	4	6	4
Visited a castle/other historic site	20	13	3	4	7	6	7	4
Visited a historic house, stately home, palace	23	20	2	1	4	5	12	2
Visited a museum	31	27	3	1	19	5	4	5
Visiting heritage (NET)	85	69	8	8	32	19	29	15
Visited a beach	39	29	4	5	5	7	7	31
Visited a country park	24	20	2	2	7	5	13	2
Visited a garden	34	30	3	2	11	6	15	3
Visited a theme/ amusement park	17	15		2	3	2	5	5
Visited a wildlife attraction/ nature reserve	17	14	2	1	2	3	12	3
Visited a zoo/safari park	12	10	1	1	4	2	5	2
Visited an art gallery	11	10	1	*	8	2	1	1
Visited another type of attraction	18	14	2	2	6	4	5	5
Viewed architecture	21	17	2	2	9	4	7	3
Visiting attractions and sightseeing (NET)	269	220	24	24	89	53	93	61
Eating and drinking								
Went for a drink in a pub, club, etc.	244	212	18	13	138	55	45	23
Went for a meal in a restaurant/café, etc.	342	288	32	21	163	86	81	42
Went for a snack in a fast food outlet,	77	66	6	5	41	18	12	15
Eating and drinking (NET)	533	454	46	31	266	131	115	59
Friends and family								
Visited family for leisure	275	240	21	13	108	92	73	18
Visited friends for leisure	173	149	15	9	81	50	41	12
Played with children	32	26	4	3	7	8	10	10
Friends and family (NET)	454	391	37	23	183	141	117	36

*Excluding Olympics and Paralympics – see overleaf for details

Continued overleaf...

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

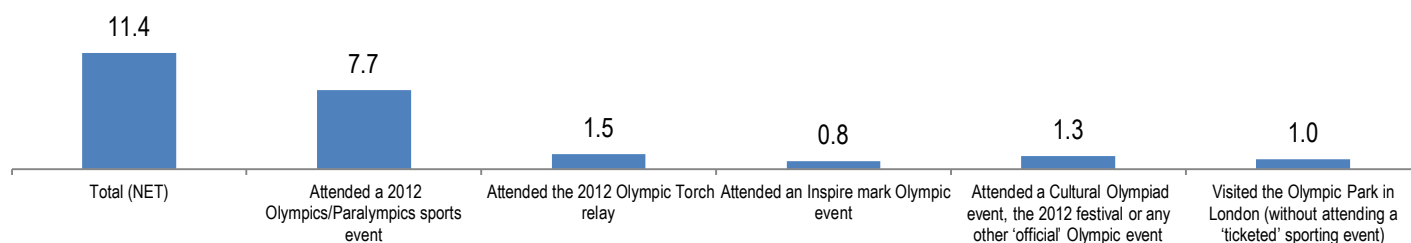
	Destination country				Type of place			
	UK	England	Scotland	Wales	City/ large town	Small town	Rural (country side/ village)	Any coastal/ seaside
Detailed activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Other activities								
Went to the cinema	73	62	7	5	49	19	4	3
Went to the theatre	32	28	2	1	22	7	2	3
Had a picnic or BBQ	33	26	3	4	7	5	15	11
Just relaxed	88	72	7	8	30	19	29	22
Spa treatments	9	8	1	1	3	2	3	1
Sunbathing	9	7	1	2	2		1	7
Watched wildlife, bird watching	18	13	2	2	2	3	11	5
TOTAL	1,712	1,467	142	101	752	437	430	163

* Less than 0.5m visits

Olympics and Paralympics related activities

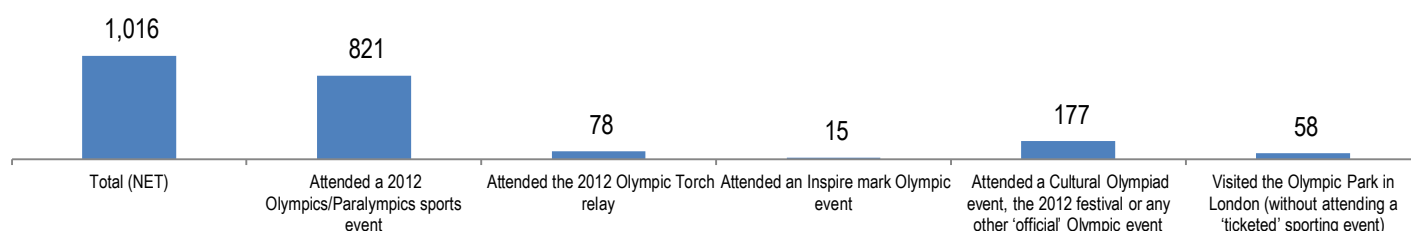
The London Olympics took place from 27th July to 12th August and the London Paralympics took place from 29th August to 9th September 2012. Figure 2.6 illustrates the volume of visits which were taken during the July to September period and involved Olympic or Paralympics related activities. Overall, an estimated 11.4 million visits involved one or more of the activities asked about. More specifically, 7.7 million Tourism Day Visits involved attendance at an Olympic or Paralympic sports event.

Figure 2.6 - Volume of Tourism Day Visits taken in July to September 2012 which involved participation in Olympic or Paralympic related activities (millions)



As shown in Figure 2.7, around £1 billion was spent during these visits including £821 million during visits taken to attend a 2012 Olympic or Paralympic event. The average spend during visits which involved one or more Olympic or Paralympic events was £89 per visit, significantly more than the average for all Tourism Day Visits (£33).

Figure 2.7 - Value of Tourism Day Visits taken in July to September 2012 which involved participation in Olympic or Paralympic related activities (£ millions)



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 2.8 below, the length of visit did not vary to any significant degree between different destination countries.

Figure 2.8 - 2012 Tourism Day Visits: Duration of Tourism Day Visits by destination country (% of total)

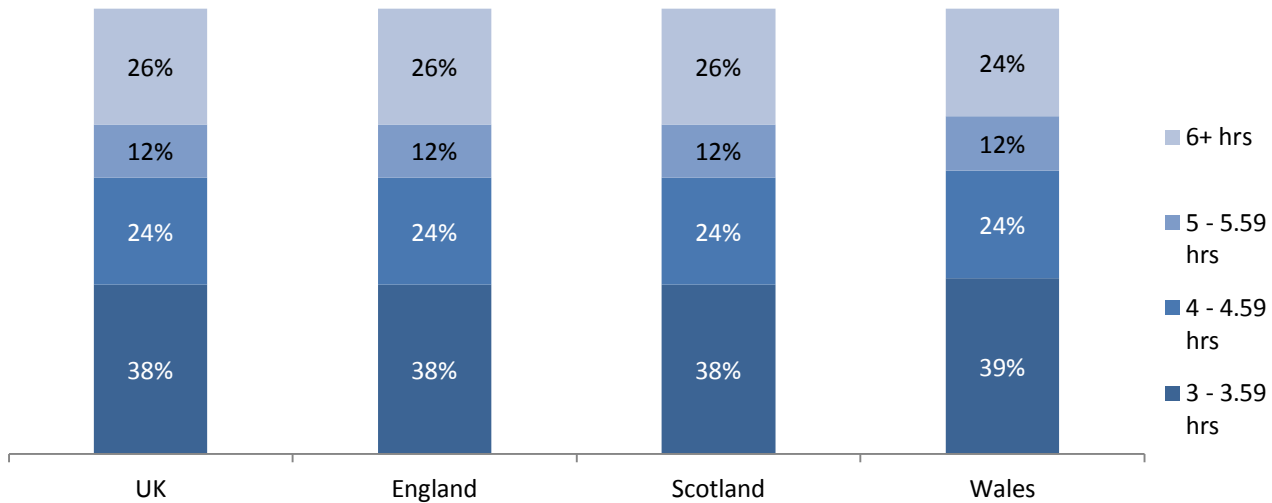


Table 2.8 overleaf details visit durations by destination country in terms of the total volume of visits in each duration band and total expenditure during these visits. The largest volume of visits lasted between 3 and 4 hours (658 million visits), and in value terms accounted for the highest expenditure (£19.2 billion or 34% of total expenditure). This pattern was largely consistent across all destination countries.

Table 2.8 –Tourism Day Visits: Volume and value of visits by trip duration and destination country (millions)								
	Visits				Expenditure			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	658	563	54	40	£19,187	£16,201	£1,557	£1,389
4 hours to 4 hours 59	405	346	34	25	£12,301	£10,362	£1,143	£778
5 hours to 5 hours 59	211	182	17	12	£7,843	£6,666	£533	£644
6 hours or more	438	375	37	24	£17,722	£15,231	£1,418	£1,023
TOTAL	1,712	1,467	142	101	£57,052	£48,459	£4,651	£3,834

The volume of visits by duration and type of place visited is illustrated in Table 2.9 below. While the largest share of visits taken to all types of destinations lasted between 3 and 4 hours, it is notable that a larger share of visits to seaside destinations were in the longest duration band of 6+ hours (32%).

Table 2.9 –Tourism Day Visits: Volume of visits by trip duration and type of place visited on trip (millions)								
	City/ large town		Small town		Village/ rural		Seaside	
	Millions	%	Millions	%	Millions	%	Millions	%
	Millions	%	Millions	%	Millions	%	Millions	%
3 hours to 3 hours 59	284	38%	179	41%	164	38%	54	33%
4 hours to 4 hours 59	176	23%	105	24%	102	24%	36	22%
5 hours to 5 hours 59	98	13%	48	11%	53	12%	20	12%
6 hours or more	193	26%	105	24%	112	26%	53	32%
TOTAL	752		437		430		163	

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 over a quarter of visits in London, the South East and South West lasting for 6 hours or more (24%, 29% and 29% respectively).

Table 2.10 –Tourism Day Visits: Volume of visits by trip duration and region of visit (millions)									
	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	31	69	51	42	53	50	124	87	56
4 hours to 4 hours 59	16	38	38	28	32	29	73	57	36
5 hours to 5 hours 59	10	21	16	11	14	19	41	31	19
6 hours or more	18	41	37	29	29	27	77	71	46
TOTAL	75	170	141	111	128	126	315	245	157

In Wales (Table 2.11) a larger proportion of the visits taken in North Wales lasted between 3 hours and 3 hours 59 (44%) while in Scotland, visits taken in the North were more likely to last 5 hours or more (45%).

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	11	3	10	16	8	24	20	3	8	10
4 hours to 4 hours 59	6	3	6	11	4	16	12	1	5	6
5 hours to 5 hours 59	2	1	3	6	3	8	6	1	3	4
6 hours or more	6	2	5	10	7	16	12	2	4	5
TOTAL	26	9	23	43	22	64	50	7	20	24

Figure 2.9 overleaf 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 the longest. About half of visits where the main activity was going out for a meal, taking part in sports, going out for entertainment, or special shopping lasted between 3 and 4 hours while those visits where the main activity was visiting friends or family, going to a visitor attraction, attending a personal event or another type of leisure day out were likely to last significantly longer.

Figure 2.9 - 2012 Tourism Day Visits: Duration of Tourism Day Visits by main activity undertaken (% of total)

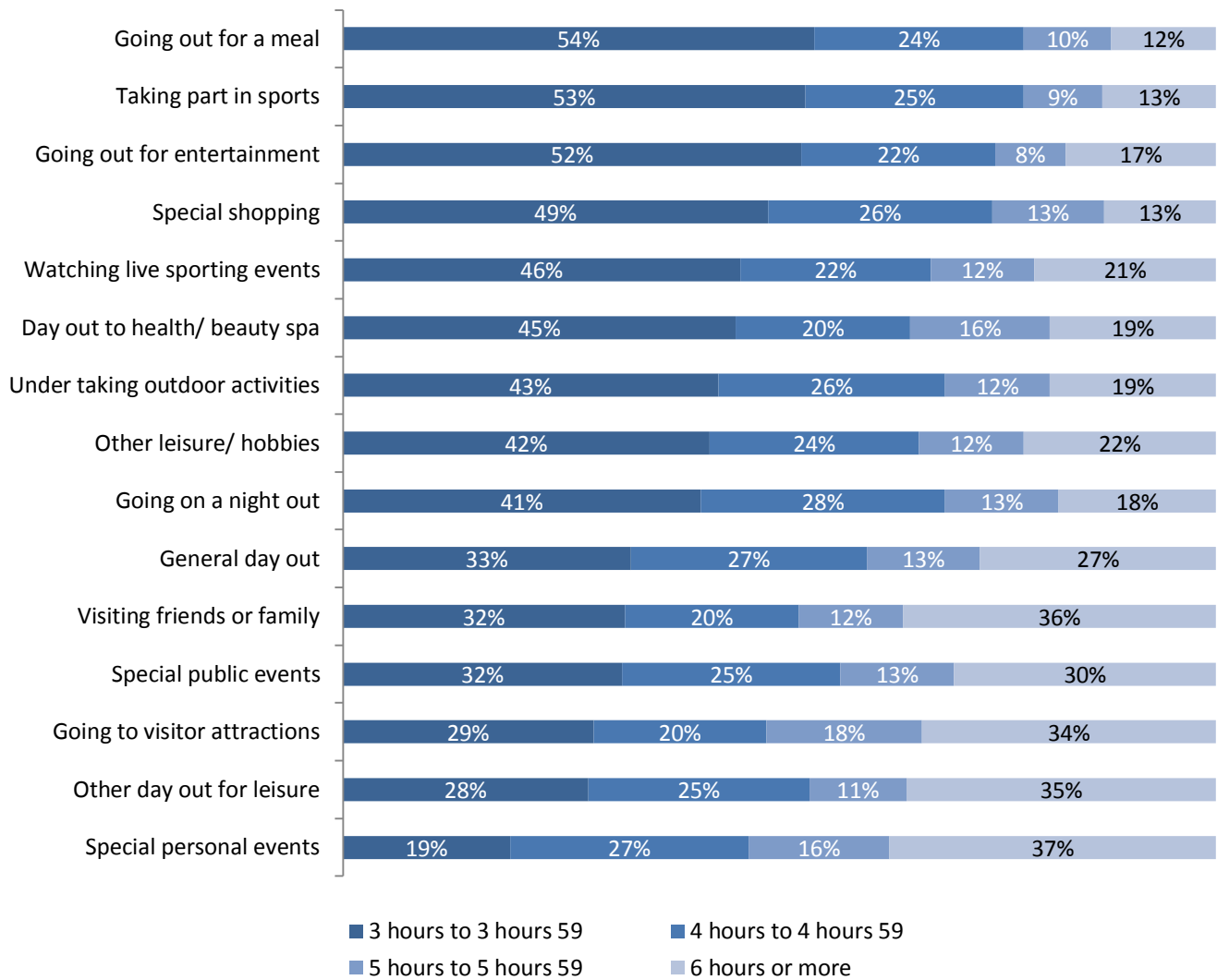


Table 2.12 details the volume of visits by duration and main activity.

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	131	64	92	61	53	56	22	15	33	23	15	10	5	38	13
4 hours to 4 hours 59	83	34	41	41	23	34	12	7	16	16	12	14	2	31	11
5 hours to 5 hours 59	49	17	16	19	9	15	6	3	8	14	6	8	2	15	5
6 hours or more	151	17	21	28	18	25	11	4	15	28	14	19	2	31	16
TOTAL	414	132	170	150	102	130	51	29	72	81	46	51	11	116	44

Visit destination

Type of place visited

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

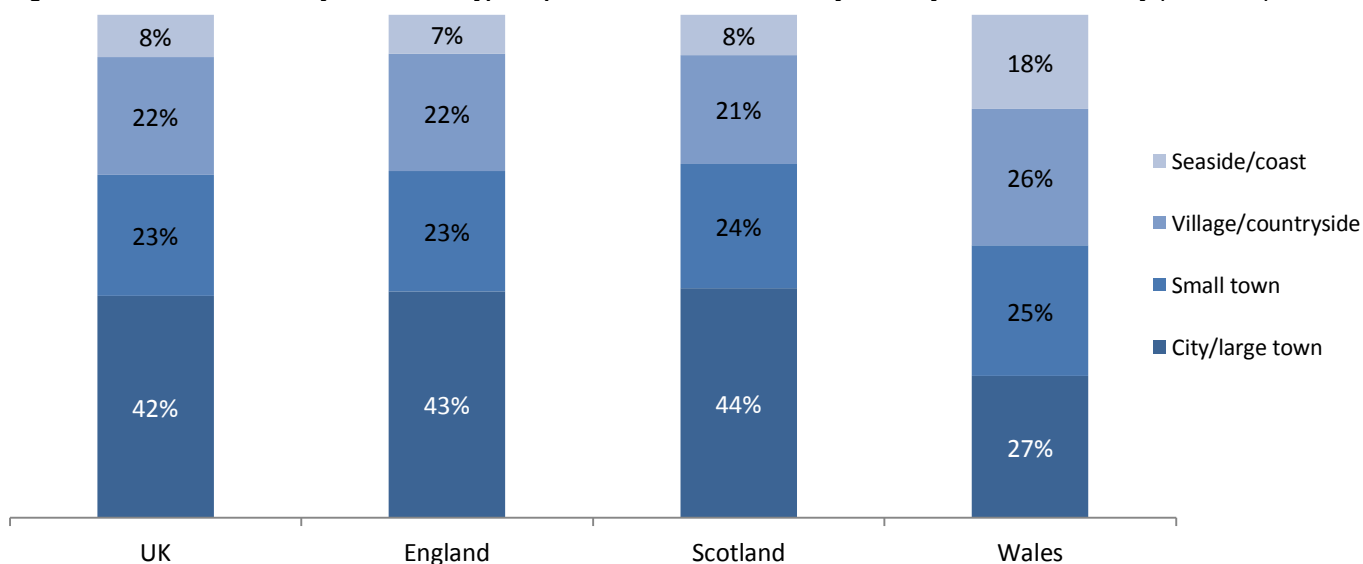
- City/large town
- Small town
- Village
- Rural countryside
- Seaside resort or town
- Seaside coastline – a beach
- Other seaside coastline

In this section, results are shown in 4 combined categories – cities/large towns, small towns, villages/ countryside and seaside/coast (visits including any of the three seaside options). A more detailed analysis for each of the individual place types is included in table 5.1.3 in Section 5.

In 2012 two questions were asked on this topic; the first question allowed respondents to select more than one type of place as their destination while the second question asked those who had visited more than one type of place to indicate which was their single main destination type.

Figure 2.10 illustrates the **single or main type of place visited**. The profile of types of place visited followed a similar pattern across the UK, England and Scotland where just over two-fifths of visits had a city or large town main destination while just under 1 in 10 had a main destination on the coast. In contrast, visits taken in Wales were more likely to include rural or coastal locations, with 26% of visits with a village or other countryside main destination while 18% had a main destination by the coast.

Figure 2.10 - 2012 Tourism Day Visits: Main type of place visited on Tourism Day Visits by destination country (% of total)

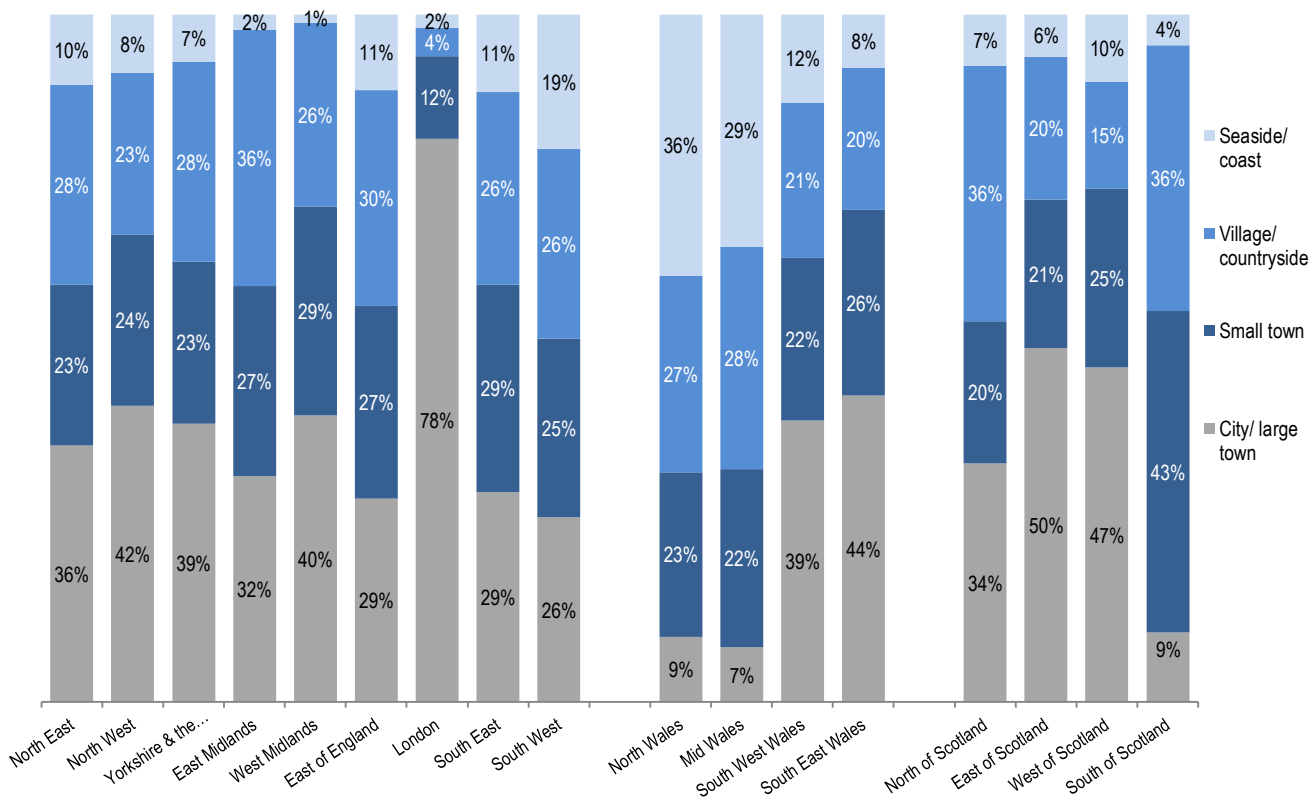


Note: Sum of percentages is less than 100% as in a small proportion of visits (4% overall), respondents did not know or could not select a single main destination type

The profile of main places visited on Tourism Day Visits taken in each of the English and Welsh regions and Scottish areas is shown in Table 2.9. As might be expected, the vast majority of visits taken in the London region were described as being to a city or large town (78%). Other variations included a greater proportion of visits in the South West of England having a coastal destination (19%) and a greater share of visits in the East Midlands with a village or countryside destination (36%).

In Wales, the proportion of seaside visits was highest in North Wales (36%) while the largest proportion of visits taken in South East Wales were to a city or large town (44%). In Scotland, in both the East and West areas, the largest share of visits taken were to cities and large towns (50% and 47% respectively) while visits taken in the North and South were much more likely to have a rural destination.

Figure 2.11 - 2012 Tourism Day Visits: Main type of place visited on Tourism Day Visits by region visited (% of total)



Note: Sum of percentages is less than 100% as in a small proportion of visits (4% overall), respondents did not know or could not select a single main destination type

Table 2.13 below illustrates the results relating to the single or main type of place visited in terms of the volume and value of visit. Overall some 723 million visits had a city or large town as a main destination with around £29 billion spent in this type of destination. In contrast, while 22% of visits had a rural location as the main destination, this destination type accounted for 17% of total spend.

Table 2.13 –Tourism Day Visits: Volume and value of visits by <u>main type of place visited</u> and destination country (millions)								
	Visits				Expenditure			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/ large town	723	632	63	27	£28,919	£24,953	£2,619	£1,301
Small town	395	335	34	25	£10,522	£8,907	£885	£701
Rural (countryside or village)	384	164	30	26	£9,658	£7,939	£735	£966
Any seaside/coastal	139	110	11	18	£4,763	£3,773	£258	£717
TOTAL	1,712	1,467	142	101	£57,052	£48,459	£4,651	£3,834

Note: Sum of values is less than total as in a small proportion of visits (4% overall), respondents did not know or could not select a single main destination type

Table 2.14 below illustrates the results in terms of **all places visited** on Tourism Day Visits, including time spent in a location which was not the main destination. This data illustrates the overall volumes of visits including each type of place.

Table 2.14 –Tourism Day Visits: Volume and value of visits by all places visited and destination country (millions)								
	Visits				Expenditure			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/ large town	752	656	65	29	£30,660	£26,512	£2,704	£1,397
Small town	437	368	38	30	£12,864	£10,851	£1,058	£910
Rural (countryside or village)	430	364	35	32	£12,212	£10,062	£878	£1,314
Any seaside/coastal	163	128	13	21	£6,267	£5,009	£323	£918
TOTAL	1,712	1,467	142	101	£57,052	£48,459	£4,651	£3,834

Counties and regions visited

The survey recorded the names of the cities, towns and villages visited on 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 at the Local Authority level.

Figure 2.12 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 5% were taken by residents of Wales (by comparison the latest ONS population estimates indicate that 86% of the GB 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 98% in England to 67% in Wales where a third of the visits taken (32%) were by English residents. By comparison 9% of the Tourism Day Visits taken in Scotland were by English residents.

Figure 2.12 - 2012 Tourism Day Visits: Origin of visitors by destination country (% of total)

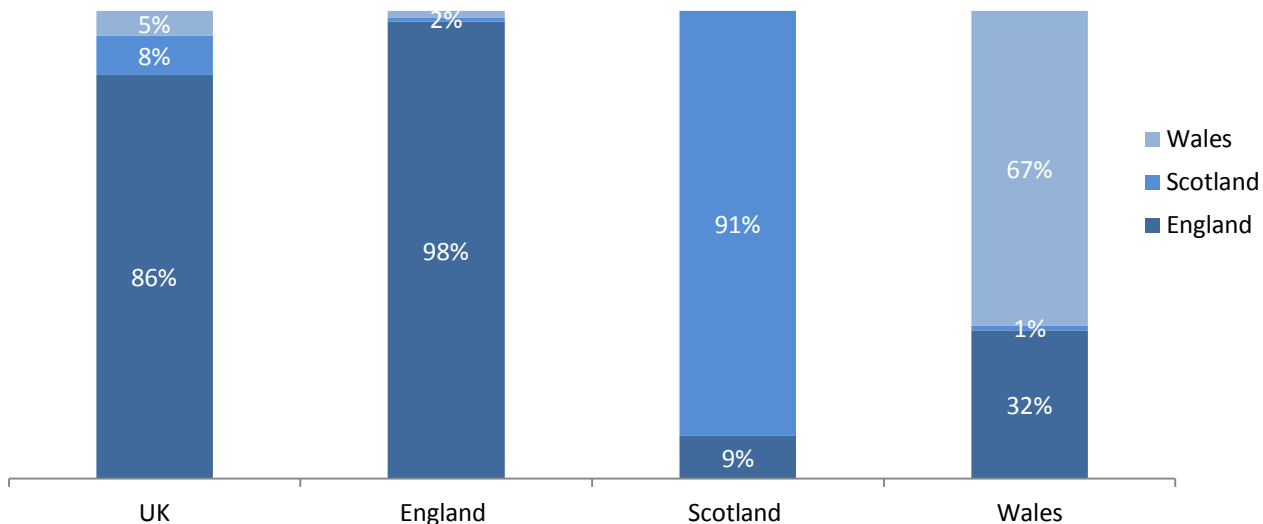


Table 2.15 illustrates the area of origin of visits to each of the English regions. The majority of visits taken in each region were made by people who live in the same area – most notably in the North West and Yorkshire where 79% visits were taken by residents.

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	3	2	1	1	1	*	3	1	*
Wales	1	6	1	1	5	*	3	2	6
North East England	48	3	4	1	1	1	2	1	*
North West England	7	134	6	4	4	1	3	4	1
Yorkshire and the Humber	4	9	111	7	3	2	5	2	2
East Midlands	1	3	9	77	8	8	9	3	5
West Midlands	2	4	2	5	91	2	5	6	7
East of England	2	1	2	5	3	95	16	13	4
London	2	3	2	5	6	10	240	37	10
South East England	2	3	3	4	3	6	25	167	15
South West England	3	2	1	1	3	1	6	8	106
TOTAL	75	170	141	111	128	126	315	245	157

* Less than 0.5m visits

In Wales (Table 2.16) over half (55%) of the Tourism Day Visits taken to destinations in North Wales originated from outside of Wales but there was less movement of visitors between the 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	11	*	*	*
Mid Wales	1	3	1	1
South West Wales	*	*	12	3
South East Wales	*	1	3	29
North West England	8	*	*	1
West Midlands	3	1	1	1
South West England	*	1	3	2
South East England	1	*	*	2
Other outside Wales	2	2	2	5
TOTAL	26	9	23	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 or England. While 9% of all Tourism Day Visits taken in Scotland originated from outside of Scotland, this proportion was considerably higher in the South (23%).

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	13	1	2	*
West Scotland	2	50	7	1
East Scotland	3	8	33	1
South Scotland	*	1	2	4
Outside Scotland	3	5	7	2
TOTAL	22	64	50	7

* Less than 0.5m visits

Sub-regional estimates

The large combined survey sample size accumulated over the first two years of the survey and the level of detail on places visited which has been collected 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 estimates have been produced as 2 year averages.**

These results and sample sizes are illustrated in Tables 2.18 to 2.21 on the following pages (for clarity darker shading has been used on these tables to distinguish them from other results which related to 2012 only). 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), over the two year period, the largest volumes of Tourism Day Visits were taken to London (average of 319 million visits per year) followed by West Yorkshire (54 million visits) and Greater Manchester (53 million visits). 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 (30 million), City of Westminster (29 million), Cornwall (25 million) and Leeds (23 million).

**Table 2.18 – Tourism Day Visits: Volume of visits and expenditure by English Ceremonial County
– 2 YEAR ANNUAL AVERAGES 2011-2012**

	Visits	Expenditure	Total Sample 2011-2012 (visits)
	Millions	£ Millions	
Bedfordshire	8.09	£143.96	181
Berkshire	13.63	£374.04	339
Bristol/Bath area	23.88	£753.97	591
Buckinghamshire	16.96	£769.18	347
Cambridgeshire	20.15	£725.01	392
Cheshire	25.89	£931.35	722
Cornwall and Isles of Scilly	25.19	£900.89	507
Cumbria	17.10	£602.14	391
Derbyshire	24.10	£645.84	533
Devon	42.94	£1,271.11	913
Dorset	11.22	£487.50	263
Durham	10.71	£303.66	250
East Sussex	23.30	£946.86	554
Essex	35.55	£917.88	654
Gloucestershire	14.65	£749.77	364
Greater Manchester	53.27	£1,941.29	1226
Hampshire	37.54	£1,211.74	865
Herefordshire	4.33	£114.54	137
Hertfordshire	18.21	£411.33	354
Isle of Wight	4.53	£146.90	106
Kent	41.10	£1,392.66	922
Lancashire	35.14	£966.71	741
Leicestershire	19.72	£550.90	403
Lincolnshire	22.40	£635.65	464
London	319.04	£12,294.09	6369
Merseyside	29.29	£836.83	611
Norfolk	37.36	£1,052.05	608
North Lincolnshire/Humberside	20.50	£527.25	587
North Yorkshire	35.67	£1,094.67	1021
Northamptonshire	12.33	£355.16	238
Northumberland	9.90	£269.22	232
Nottinghamshire	23.66	£1,205.86	494
Oxfordshire	15.78	£445.34	371
Rutland	1.45	£51.07	28
Shropshire	12.59	£395.40	300
Somerset	10.03	£375.06	229
South Gloucestershire	3.38	£81.97	63
South Yorkshire	26.07	£751.88	689
Staffordshire	22.47	£763.88	484
Suffolk	18.85	£484.93	343
Surrey	22.77	£569.04	493
Tees Valley	5.88	£85.97†	118
Tyne and Wear	20.87	£582.05	466
Warwickshire	13.06	£343.61	304
West Midlands	48.46	£1,395.41	1036
West Sussex	19.25	£515.65	417
West Yorkshire	53.79	£1,265.69	1546
Wiltshire	15.76	£401.72	360
Worcestershire	14.12	£455.34	326

† Results for the highlighted counties suggest an average spend per visit of more than double or less than half of the GB average of £33. 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 – 2 YEAR ANNUAL AVERAGES 2011-2012

	Visits	Expenditure	Total Sample 2011-2012 (visits)
	Millions	£ Millions	
City of London	35.17	£2,082.23	704
Manchester	30.40	£1,497.68	688
Westminster	29.48	£1,794.78	657
Cornwall	25.07	£906.03	502
Birmingham	23.27	£802.88	498
Leeds	23.02	£683.43	681
Liverpool	15.76	£609.94	358
Camden	14.67	£594.13	308
Norwich	13.51	£427.35	181
Bristol	13.03	£481.88	305
York	12.93	£460.75	310
Cheshire West and Chester	12.80	£489.42	403
Southwark	12.45	£219.66	227
Islington	12.39	£282.76	197
Sheffield	12.10	£439.41	336
Wiltshire	11.93	£288.88	272
Kensington and Chelsea	11.49	£646.19	266
Nottingham	11.20	£894.75†	253
Greenwich	11.02	£466.61	229
Newcastle upon Tyne	11.00	£356.24	244

* 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 average of 43 million visits per year.

Table 2.20 – Tourism Day Visits: Volume of visits and expenditure by Wales Region – 2 YEAR ANNUAL AVERAGES 2011-2012

	Visits	Expenditure	Total Sample 2011-2012 (visits)
	Millions	£ Millions	
North Wales	25.98	£783	1,112
Mid Wales	9.62	£306	441
South West Wales	22.30	£623	1,235
South East Wales	42.89	£1,679	2,378

In Scotland (Table 2.21), the former Glasgow & Clyde Valley and Edinburgh and Lothian Area Tourist Board areas were the destinations for the largest volumes of visits (average of 37 million and 27 million visits per year respectively).

Table 2.21 – Tourism Day Visits: Volume of visits and expenditure by Scottish regions and former Scottish Area Tourist Board area – 2 YEAR ANNUAL AVERAGES 2011-2012			
	Visits	Expenditure	Sample (visits)
	Millions	£ Millions	
North of Scotland	21.89	£1,026	870
Highlands & Islands	9.25	£558	391
Aberdeen & Grampian	12.64	£467	479
West of Scotland	59.49	£2,065	2,299
Argyll, the Isles, Loch Lomond, Stirling & Trossachs	12.73	£411	506
Greater Glasgow & Clyde Valley	37.10	£1,361	1,429
Ayrshire & Arran	9.66	£293	364
East of Scotland	48.27	£2,095	1,924
Angus & Dundee	6.26	£194	262
Perthshire	7.34	£462	260
Kingdom of Fife	7.40	£249	301
Edinburgh & Lothians	27.26	£1,190	1,101
South of Scotland	7.99	£198	282
Dumfries & Galloway	3.87	£101	139
Scottish Borders	4.12	£97	143

† Results for the highlighted areas suggest an average spend per visit of more than double or less than half of the GB average of £33. 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
- 101 to 149 miles
- 150 to 200 miles
- 201 to 250 miles
- 250 to 300 miles
- Over 300 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 300 miles was given a value of 350 miles.

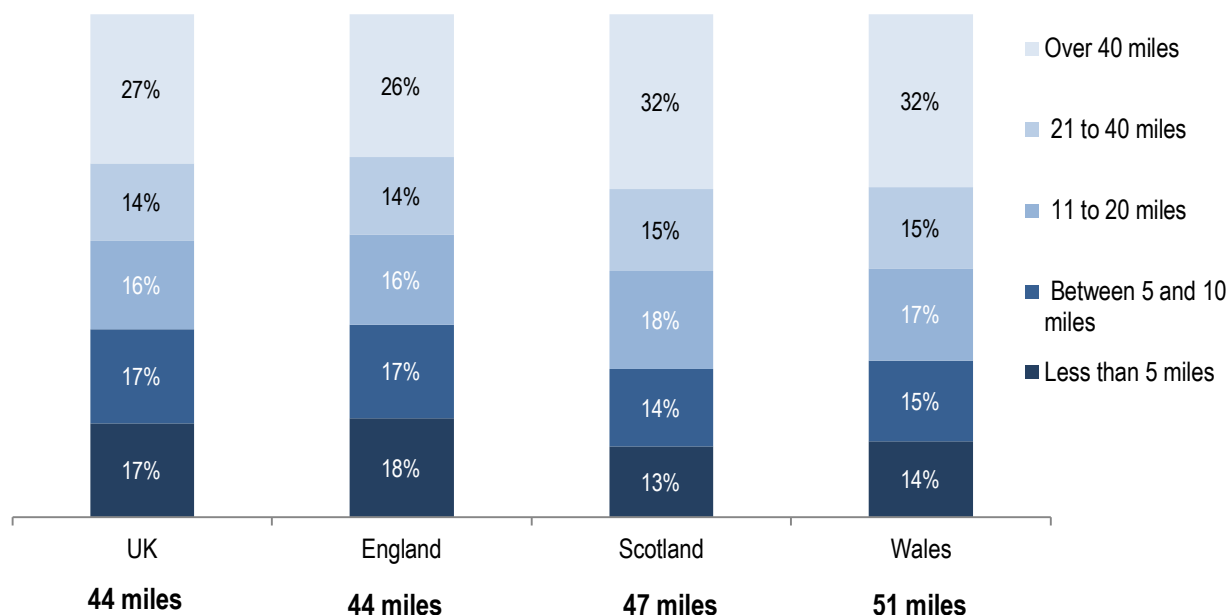
The responses to this question should be treated with some caution as validation work, comparing the distances which survey respondents claimed to travel on a visit with actual distances (derived from an analysis of visit start and end points) suggested that claimed distances could often be inaccurate. 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. Also the number of bands included in the question increased between the 2011 and 2012 surveys from a single category of 'over 100 miles' in 2011 to the range of categories shown above in 2012. 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 was 44 miles. As illustrated in Figure 2.13, distances travelled varied by country from 44 miles in England to 51 miles in Wales. Reflecting these variations, while 40% of all visits taken in England involved a journey of over 20 miles, this proportion increased to 47% in Wales and Scotland.

Figure 2.13 - 2012 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 highlight the wide range of distances travelled on Tourism Day Visits with around 1 in 5 visits (290 million) involving a journey of 5 miles or less while 245 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), 22% of expenditure (£12.3 billion) was on journeys of over 100 miles, even though journeys of this distance accounted for only 11% of all UK visits. We see a similar pattern amongst visits to England, Scotland and Wales in this regard.

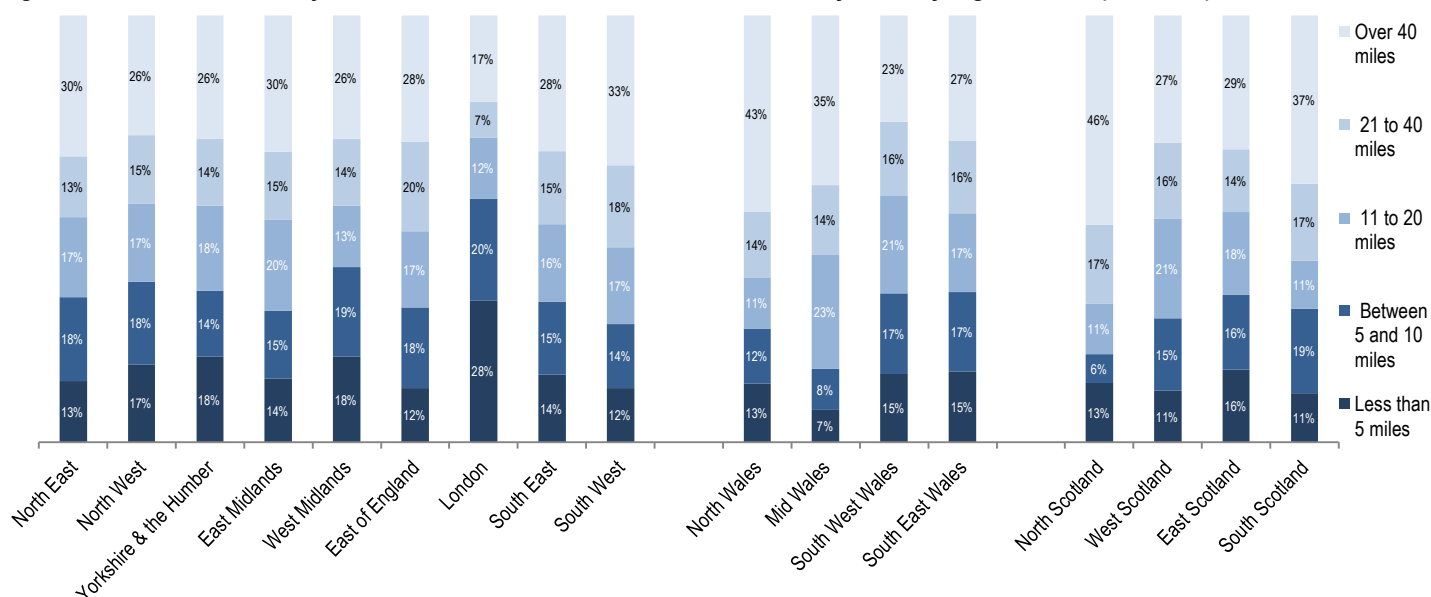
Table 2.22 –Tourism Day Visits: Volume and value of visits by claimed distance travelled and destination country (millions)								
	Visits				Expenditure			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	290	257	19	14	£6,145	£5,513	£352	£273
Between 5 and 10 miles	287	252	20	15	£7,497	£6,657	£532	£307
11 to 20 miles	272	230	26	17	£7,415	£6,206	£656	£537
21 to 40 miles	242	204	22	16	£7,876	£6,474	£798	£562
41 to 60 miles	128	103	15	10	£5,328	£4,571	£473	£284
61 to 80 miles	79	66	7	6	£3,410	£2,845	£366	£199
81 to 100 miles	63	50	7	6	£3,343	£2,566	£340	£437
Over 100 miles	182	156	15	12	£12,346	£10,475	£922	£909
TOTAL	1,712	1,467	142	101	£57,052	£48,459	£4,651	£3,834

Note: Table does not include Don't Know responses

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. The average distance travelled was smallest on visits taken to places in London (35 miles) while the average distance was greatest on visits taken to destinations in the South West of England (55 miles), Mid Wales (65 miles) and the North of Scotland (68 miles) – each of which is characterised as being relatively rural.

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 on 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 2.14 - 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 North East and South West of England.

Table 2.23 –Tourism Day Visits: Volume of visits by distance travelled and region of England destination (millions)									
	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	10	28	25	15	23	15	88	35	18
Between 5 and 10 miles	14	31	20	17	24	23	64	38	23
11 to 20 miles	13	28	25	22	17	21	39	39	26
21 to 40 miles	9	26	20	17	18	25	23	38	27
41 to 60 miles	5	14	11	8	8	13	12	18	13
61 to 80 miles	3	9	7	6	5	8	9	12	7
81 to 100 miles	2	6	5	5	5	4	5	10	7
Over 100 miles	16	15	15	19	14	11	26	29	23
Don't know	6	13	14	8	13	8	50	26	11
TOTAL	75	170	141	111	128	126	315	245	157
<i>Average distance travelled (miles)</i>	<i>54</i>	<i>39</i>	<i>42</i>	<i>49</i>	<i>44</i>	<i>40</i>	<i>35</i>	<i>47</i>	<i>55</i>

In Wales (Table 2.24) visits taken to destinations in Mid Wales typically involved the longest journeys (65 miles on average respectively) while the shortest average distances were recorded on visits taken in South West Wales (38 miles). In Scotland, the longest distances tended to be travelled on visits taken to destinations in the North (68 miles) but journeys were notably shorter in the West (35 miles) - once again highlighting the variations between urban and rural destinations.

Table 2.24 - Tourism Day Visits: Volume of visits by distance travelled 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
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	3	1	3	7	3	7	8	1	3	3
Between 5 and 10 miles	3	1	4	7	1	10	8	1	3	4
11 to 20 miles	3	2	5	7	2	14	9	1	3	5
21 to 40 miles	4	1	4	7	4	10	7	1	3	4
41 to 60 miles	3	*	2	3	3	7	5	1	2	2
61 to 80 miles	2	*	1	3	1	3	2	1	1	1
81 to 100 miles	3	*	*	1	1	3	2	*	1	1
Over 100 miles	3	2	2	5	5	4	5	1	2	1
Don't know	1	1	2	3	1	6	1	*	2	2
TOTAL	26	9	23	43	22	64	50	7	20	24
<i>Average distance (miles)</i>	<i>49</i>	<i>65</i>	<i>38</i>	<i>46</i>	<i>68</i>	<i>35</i>	<i>43</i>	<i>43</i>	<i>47</i>	<i>33</i>

* 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 (65 miles) but shortest on visits taken to places in more urban areas (40 miles on visits to small towns, 44 miles on visits to large towns and cities).

Almost a quarter of visits (24%) taken to the seaside, including coastal resorts involved a round journey of over 80 miles.

Table 2.25 - Tourism Day Visits: Volume of visits by distance travelled and type of place visited (millions)								
	City/ large town		Small town		Village/ rural		Seaside	
	Millions	%	Millions	%	Millions	%	Millions	%
Less than 5 miles	136	18%	80	18%	58	13%	18	11%
Between 5 and 10 miles	127	17%	82	19%	65	15%	19	12%
11 to 20 miles	119	16%	71	16%	71	17%	22	13%
21 to 40 miles	101	13%	62	14%	68	16%	22	14%
41 to 60 miles	48	6%	31	7%	42	10%	16	10%
61 to 80 miles	32	4%	21	5%	24	6%	10	6%
81 to 100 miles	25	3%	14	3%	18	4%	11	7%
Over 100 miles	79	11%	40	9%	50	11%	28	17%
Don't know	85	11%	37	8%	33	8%	17	10%
TOTAL	752		437		430		163	
<i>Average distance (miles)</i>	<i>44</i>		<i>40</i>		<i>47</i>		<i>65</i>	

Claimed distance by activity undertaken

Figure 2.15 illustrates claimed distances travelled on Tourism Day Visits by main activity. Visits where the main activity was going on a night out, going out for a meal or going out for entertainment involved the shortest average distances travelled (23, 29 and 29 miles respectively) while the longest average distances were typical on visits where the activity was described as a other days out for leisure (74 miles) or visiting friends and family (58 miles).

Figure 2.15 - 2012 Tourism Day Visits: Claimed distance by main activity undertaken

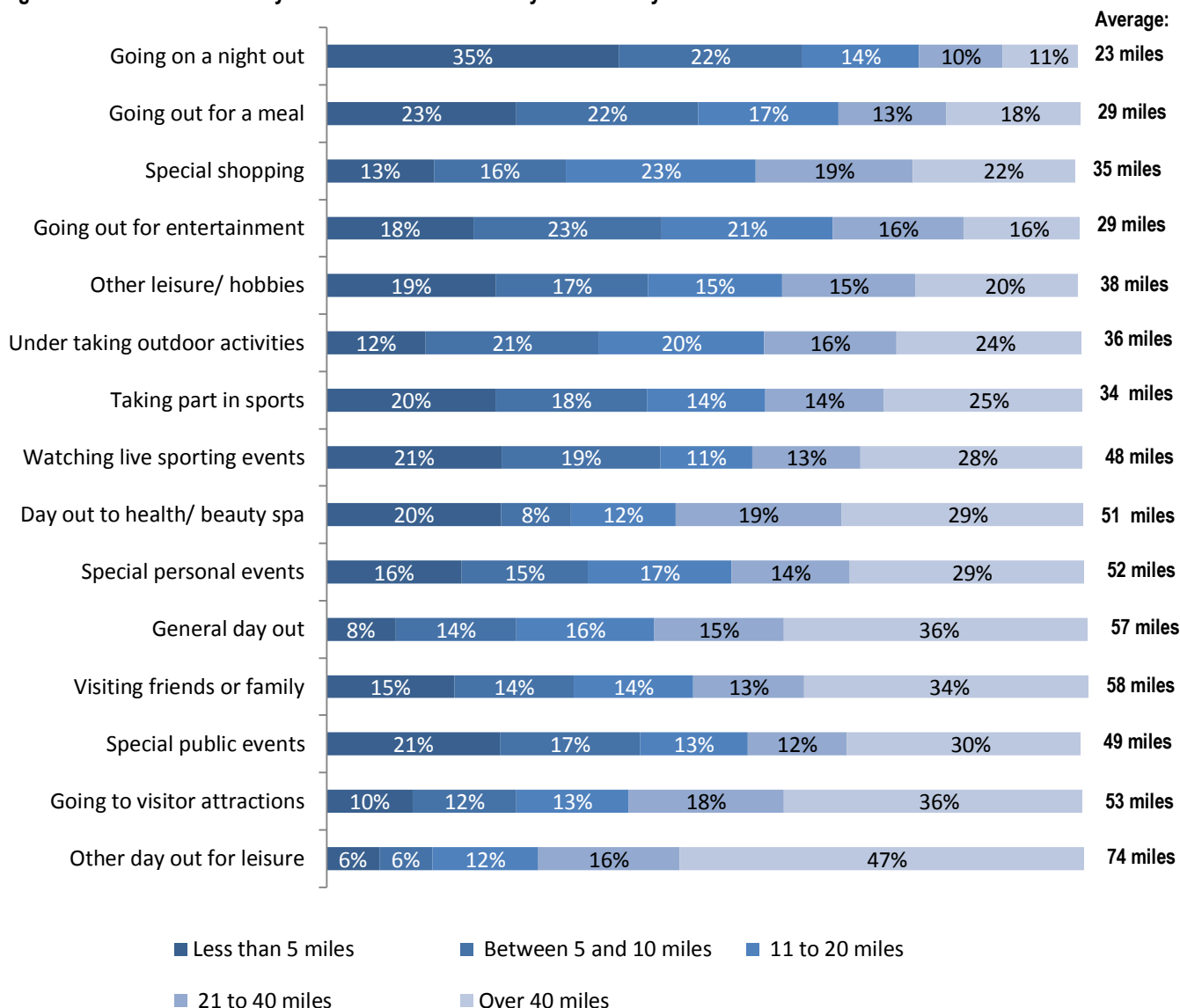


Table 2.26 overleaf details the volume of visits taken by claimed distance travelled and main activity, further illustrating the wide variation in distances travelled on visits where the main purpose was to see friends and relatives. Also, the predominance of shorter duration visits when the purpose 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	62	17	39	52	18	16	10	6	15	8	10	8	2	9	3
Between 5 and 10 miles	59	21	37	33	23	27	9	5	14	10	8	8	1	16	2
11 to 20 miles	58	30	28	21	22	25	8	4	8	10	6	9	1	18	5
21 to 40 miles	53	26	22	14	16	20	8	4	9	15	5	7	2	18	7
41 to 60 miles	33	9	12	5	6	11	4	3	5	8	4	2	1	13	4
61 to 80 miles	21	8	7	3	3	7	2	1	4	6	2	2	1	6	3
81 to 100 miles	20	4	4	1	2	4	1	1	2	4	1	2	*	7	4
Over 100 miles	66	7	8	8	7	14	6	3	12	14	6	8	*	16	9
Don't know	43	10	14	14	7	10	6	2	7	8	3	6	1	12	6
TOTAL	414	132	170	150	102	130	51	29	72	81	46	51	11	116	44
<i>Average distance (miles)</i>	58	35	29	23	29	36	38	34	48	53	49	52	51	57	74

* Less than 0.5m visits

Mode of transport

As illustrated in Figure 2.16 below, the proportion of visits taken by car was greatest in Wales (76%) but lowest in England (62%) where a larger percentage of visits involved travel by public transport.

Figure 2.16 - 2012 Tourism Day Visits: Main mode of transport on Tourism Day Visits by destination country (% of total)

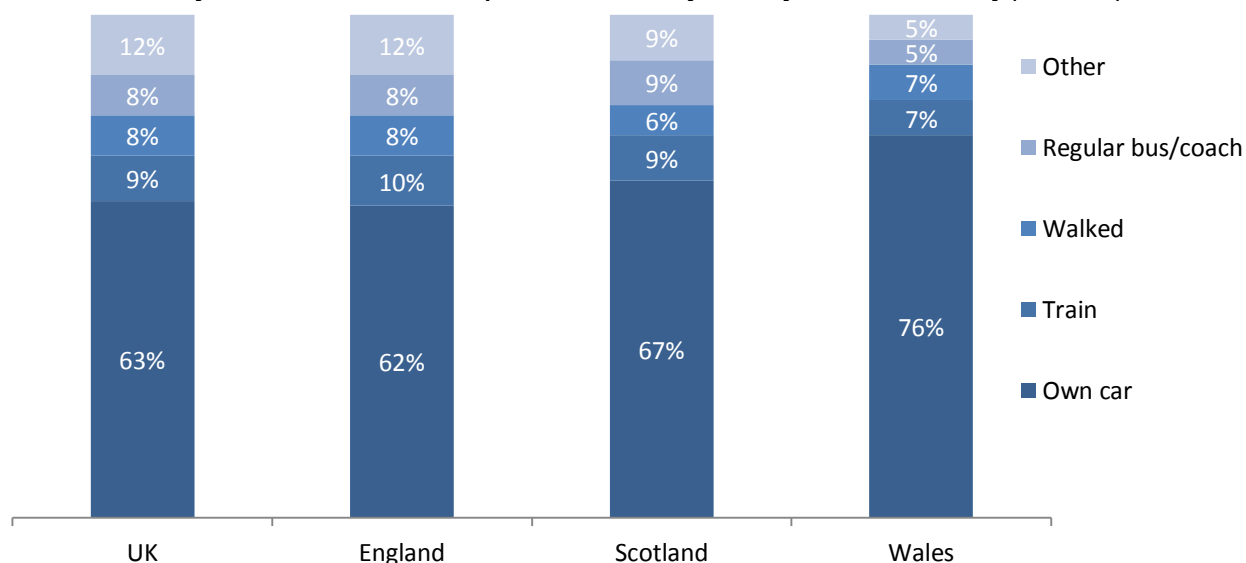


Table 2.27 overleaf details the volume and value of visits by transport used and destination country. Overall, car was by far the most popular mode of transport in all countries with 1.1 billion of the Tourism Day Visits taken by GB residents during 2012 using this method. Train was the next most popular method of transport (162 million visits) followed by regular bus/coach (136 million visits). Table 2.27 also illustrates total expenditure during visits by transport used and destination country. Expenditure on visits taken by car totalled £36.6 billion.

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)	1,099	924	96	78	£36,626	£30,291	£3,215	£3,059
Car - own/friends/family	1,084	910	95	77	£35,831	£29,603	£3,178	£2,988
Car – hired	15	13	1	1	£796	£688	£36	£71
Public transport (Net)	297	261	25	12	£11,568	£10,167	£953	£448
Train	162	142	13	7	£7,561	£6,701	£523	£337
A regular bus/coach	136	118	12	5	£4,008	£3,467	£430	£111
Organised coach tour	18	16	2	1	£766	£699	£42	£25
Taxi	42	37	3	2	£1,775	£1,458	£165	£134
Walked/on foot	130	114	9	7	£2,420	£2,196	£146	£74
Bicycle	18	15	2	1	£132	£125	£3	£4
Minibus	8	8	*	*	£405	£382	£17	£7
Motor cycle	3	2	*	*	£53	£39	£2	£13
Tube	55	55	*	*	£1,899	£1,886	£12	£1
Tram	7	7	*	*	£245	£241	£4	-
Motorised caravan/campervan	3	2	-	*	£50	£45	-	£5
Plane	4	3	*	*	£384	£301	£31	£47
Boat/ship/ferry	3	2	1	*	£107	£53	£32	£1
Lorry/truck/van	7	5	2	*	£188	£171	£17	-
Other	18	17	1	*	£435	£407	£12	£16
TOTAL	1,712	1,467	142	101	£57,052	£48,459	£4,651	£3,834

* Less than 0.5m visits

Figure 2-17 below illustrates the main mode of transport used by region visited. The most notably different region is London where fewer than a third of visits were taken by car but larger proportions were taken by public transport. In contrast, the highest proportion of car borne visits were to destinations in the East of England (77%), North Wales (80%), South West Wales (81%) and the South of Scotland (78%).

Figure 2.17 - 2012 Tourism Day Visits: Main mode of transport on Tourism Day Visits by region visited (% of total)

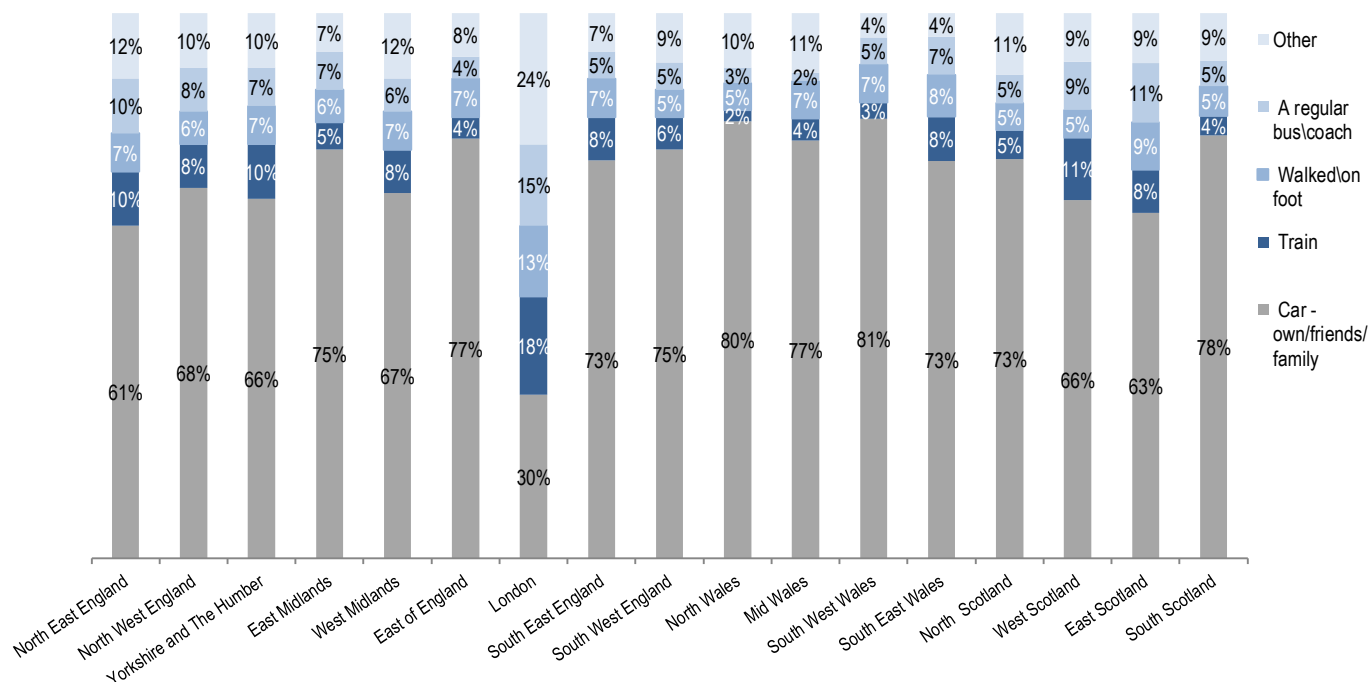


Table 2.28 below provides further details of the volumes of visits taken by mode of transport and English region, emphasising the large volumes of car borne journeys taken, particularly in the South East (181 million visits) and South West (119 million visits).

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)	48	116	95	84	87	98	96	181	119
Car - own/friends/ family	45	115	93	83	86	97	94	180	118
Car – hired	2	2	2	1	1	1	2	1	2
Public transport (Net)	15	28	24	13	18	10	103	32	17
Train	8	14	14	6	10	5	55	20	10
A regular bus/coach	8	14	10	8	8	5	47	12	7
Organised coach tour	1	1	2	1	3	1	1	3	2
Taxi	2	7	6	2	4	2	9	3	1
Walked/on foot	5	10	10	6	9	9	40	16	9
Bicycle	1	1	2	1	1	2	4	2	1
Minibus	1	*	1	*	1	*	3	1	1
Motor cycle	-	1	*	-	*	*	1	1	*
Tube	*	*	*	*	*	*	51	1	2
Tram	-	2	1	1	1	1	1	*	*
Motorised caravan/campervan	*	-	*	*	*	*	*	1	1
Plane	*	-	*	*	*	*	1	*	*
Boat/ship/ferry	*	*	-	*	*	*	*	*	1
Lorry/truck/van	-	*	*	1	1	1	1	1	*
Other	1	1	1	1	3	1	6	2	2
TOTAL	75	170	141	111	128	126	315	245	157

* 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 village/rural locations and small towns were the most likely to be taken by car (78% and 71% of total respectively) while only around half of visits to destinations in large towns and cities used this mode of transport (52% of total). Public transport was more likely to be used to destinations in cities and large towns, accounting for 26% of such visits.

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)	393	52%	310	71%	334	78%	111	68%
Car - own/friends/ family	388	52%	304	70%	330	77%	108	67%
Car – hired	5	1%	6	1%	4	1%	3	2%
Public transport (Net)	194	26%	60	14%	31	7%	22	13%
Train	103	14%	33	8%	18	4%	15	9%
A regular bus\coach	91	12%	27	6%	14	3%	7	4%
Organised coach tour	6	1%	4	1%	5	1%	3	2%
Taxi	23	3%	11	3%	5	1%	3	2%
Walked\on foot	60	8%	32	7%	30	7%	11	7%
Bicycle	5	1%	5	1%	7	2%	1	1%
Minibus	4	1%	1	*	3	1%	1	*
Motor cycle	1	*	1	*	1	*	*	*
Tube	48	6%	4	1%	2	*	3	2%
Tram	4	1%	1	*	1	*	2	1%
Motorised caravan\campervan	1	*	*	*	1	*	1	1%
Plane	1	*	*	*	1	*	1	1%
Boat\ship\ferry	1	*	*	*	1	*	2	1%
Lorry\truck\van	2	*	1	*	3	1%	1	1%
TOTAL	752		437		430		163	

* Less than 0.5m visits or 0.5%

Visit expenditure

As illustrated in Figure 2.18 below, the amount spent on Tourism Day Visits varies greatly. While around a third of UK visits involve no expenditure (35%) 19% involved spend of more than £50 (in 7% of visits more than £100 was spent). While the distribution of spend does not vary significantly between visits taken in England and Scotland, the proportion of visits involving more than £50 of expenditure was marginally higher in Wales (21%) while fewer Welsh visits involved no expenditure (32%).

The average spend per visit in each country reflects these variations with an average of £33 at the overall UK level, in England and in Scotland but an average of £38 in Wales.

Figure 2.18 - 2012 Tourism Day Visits: Expenditure on Tourism Day Visits by destination country (% of total)

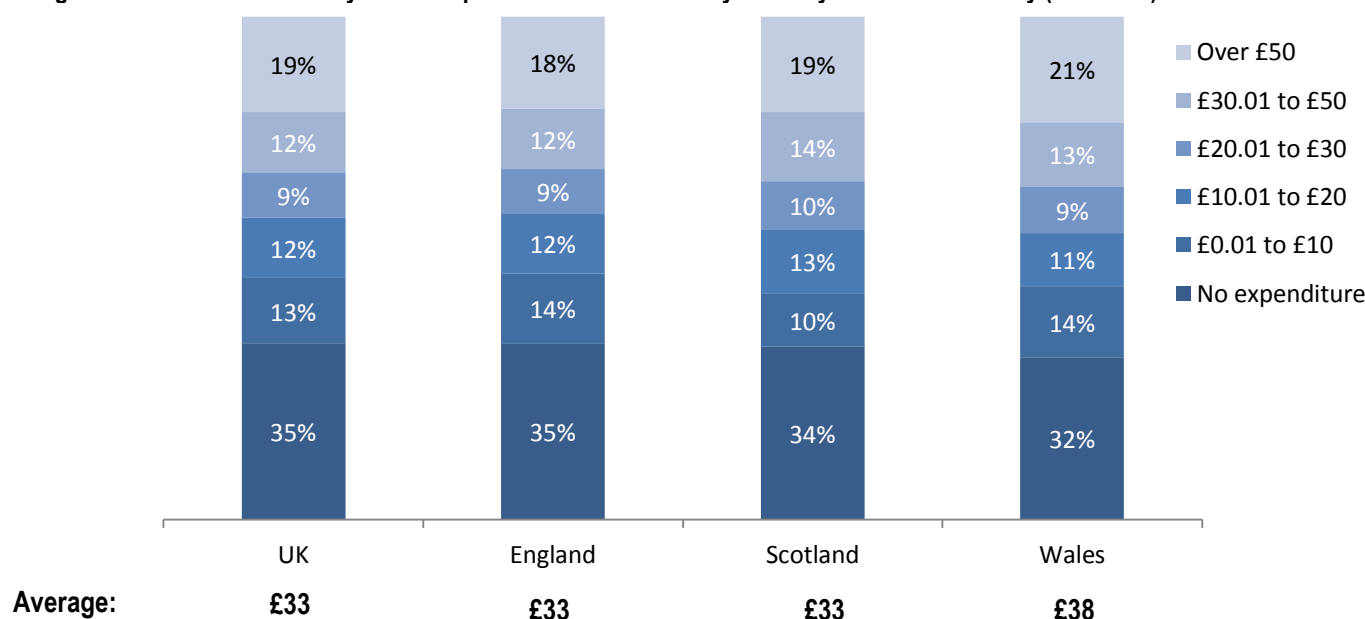


Table 2.30 overleaf provides the results of further analysis of the average levels of spend during Tourism Day Visits. In terms of the main visit activity, the highest average spend was during visits where the main activity was special shopping (£78) while the average spend was just £18 on visits where the main activity was undertaking outdoor activities. Average spend also varied by type of place from £41 on visits to cities/large towns to just £29 on visits to small towns and rural destinations.

Within the English regions, the highest average spend per visit was recorded in London (£41) and the South West (£34) whilst lower levels were recorded in Yorkshire & the Humber (£27) and East of England (£30).

In Wales, average spend was highest in South East Wales (£45) but lowest in Mid Wales (£28) while in Scotland the highest spend was on visits taken in the West of Scotland (£36).

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

Main visit activity		English regions (former GORs)	
Special shopping	£78	North East	£33
Day out to health/beauty spa	£61	North West	£32
Other day out for leisure	£43	Yorkshire & the Humber	£27
Going out for a meal	£40	East Midlands	£30
Going to visitor attractions	£39	West Midlands	£31
Special public events	£36	East of England	£30
Going out for entertainment	£35	London	£41
Watching live sporting events	£34	South East	£31
Special personal events	£31	South West	£34
Going on a night out	£30	Welsh regions (Regional Tourism Partnerships)	
General day out	£30	North	£39
Visiting friends or family	£22	Mid	£28
Taking part in sports	£21	South West	£30
Other leisure/ hobbies	£20	South East	£45
Undertaking outdoor activities	£18	Scottish regions (see page 6 for details)	
Type of place visited		North	£34
Any seaside/coastline	£38	West	£36
City/large town	£41	East	£33
Small town	£29	South	£31
Rural (countryside or village)	£29		

Items purchased

Table 2.31 illustrates the **proportions of Tourism Day Visits involving expenditure on different items**. Overall, money was spent during 72% of the Tourism Day Visits taken by GB residents in 2012 with the largest proportions of visits involving any expenditure being in cafes, restaurants or bars (47%), 16% of visits included expenditure on fuel and 11% included 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 during the visit and related journey to and from the destination is not included.

Table 2.31 –Tourism Day Visits – Items purchased during visits by destination country (% of visits when money is spent on each expenditure item)				
	UK	England	Scotland	Wales
Expenditure items	%	%	%	%
Any expenditure	72%	72%	70%	72%
No expenditure	28%	28%	30%	28%
TRANSPORT - NET	34%	34%	34%	35%
Fuel	16%	15%	16%	21%
Bus fares, car parking	10%	10%	11%	9%
Rail, tube or tram tickets	9%	10%	7%	6%
Water transport	1%	1%	1%	*
Air transport	*	*	*	*
Car/other vehicle hire	1%	1%	1%	1%
EATING AND DRINKING - NET	57%	56%	56%	60%
Eating/drinking out in cafes, restaurants, etc.	47%	46%	45%	50%
Food bought in shops/ takeaways & consumed on trip	16%	16%	16%	17%
ENTRANCE CHARGES – NET	17%	17%	18%	17%
Entrance to visitor attractions	6%	6%	6%	7%
Tickets/entrance to events, shows or clubs	8%	8%	9%	7%
Tickets to watch sporting events	2%	2%	2%	3%
Entrance to sports/leisure centres	2%	2%	2%	1%
SHOPPING				
'Special' shopping (i.e. not routine)	11%	10%	12%	11%
OTHER ITEMS – NET	1%	1%	1%	1%
Package travel or package tours	1%	1%	*	1%
Other travel services	1%	1%	1%	1%
Hiring equipment	1%	*	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 2012 – for the UK as a whole and also for the country destinations.

Overall, around £23 billion was spent on eating and drinking during Tourism Day Visits, about a two-fifths of total expenditure (40%), while £12.3 billion was spent on costs related to transport (22%) and £11.7 billion was spent on 'special shopping' (21%). Comparing the share of total spend in each country, it is notable that fuel represented a higher share of expenditure on 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
TRANSPORT - TOTAL	£12,335	£10,449	£913	£930
% share	22%	22%	20%	24%
Fuel	£6,707	£5,550	£549	£602
% share	12%	11%	12%	16%
Bus fares, car parking	£1,603	£1,316	£140	£144
% share	3%	3%	3%	4%
Rail, tube or tram tickets	£2,576	£2,347	£149	£80
% share	5%	5%	3%	2%
Water transport	£365	£293	£32	£14
% share	1%	1%	1%	*
Air transport	£614	£534	£32	£42
% share	1%	1%	1%	1%
Car/other vehicle hire	£471	£410	£11	£49
% share	1%	1%	*	1%
EATING AND DRINKING - TOTAL	£23,007	£19,548	£1,925	£1,479
% share	40%	40%	41%	39%
Eating/drinking out in cafes, restaurants, etc.	£19,978	£16,924	£1,695	£1,307
% share	35%	35%	36%	34%
Food bought in shops/ takeaways & consumed on trip	£3,029	£2,624	£230	£172
% share	5%	5%	5%	4%
ENTRANCE CHARGES - TOTAL	£7,202	£6,295	£520	£377
% share	13%	13%	11%	10%
Entrance to visitor attractions	£1,943	£1,642	£150	£144
% share	3%	3%	3%	4%
Tickets/entrance to events, shows or clubs	£3,328	£2,918	£269	£140
% share	6%	6%	6%	4%
Tickets to watch sporting events	£1,387	£1,246	£64	£77
% share	2%	3%	1%	2%
Entrance to sports/leisure centres	£543	£490	£37	£16
% share	1%	1%	1%	1%
SHOPPING				
'Special' shopping (i.e. not routine)	£11,722	£9,653	£1,175	£892
% share	21%	20%	25%	23%
OTHER ITEMS – TOTAL	£2,791	£2,518	£116	£156
% share	5%	5%	3%	4%
Package travel or package tours	£714	£666	£11	£37
% share	1%	1%	*	1%
Other travel services	£242	£219	£6	£17
% share	*	*	*	*
Hiring equipment	£177	£126	£12	£39
% share	*	*	*	*
Other	£1,659	£1,507	£88	£64
% share	3%	3%	2%	2%

* Less than 0.5%

Visitor profile

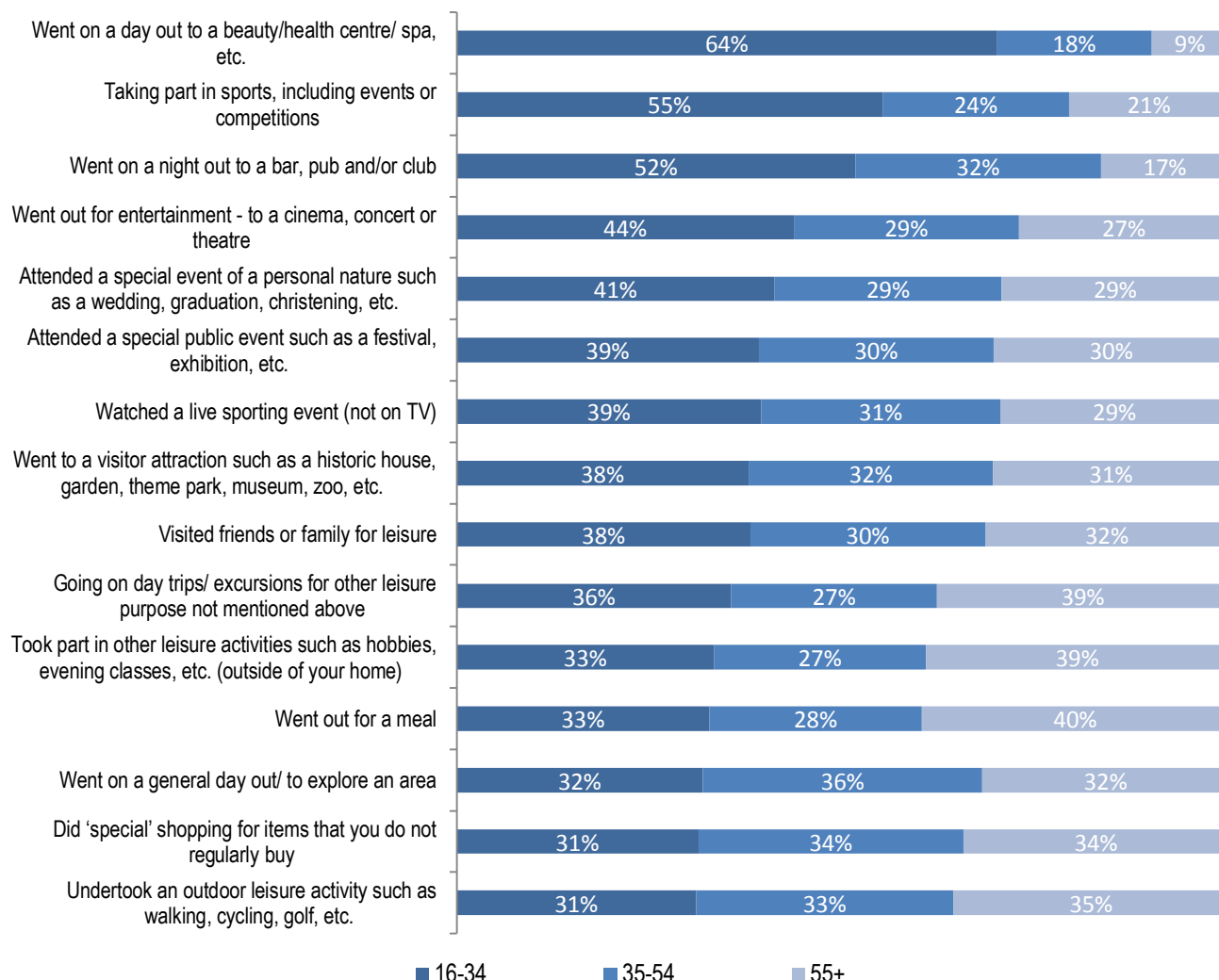
A comparison of the profile of those survey respondents recording taking any Tourism Day Visits in the week before the interview with those who took no visits (Table 2.33) indicates that, while there is no significant variation in profile in terms of sex and age, there are more notable variations in 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 and/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	15%	13%
25-34	19%	16%
35-44	15%	16%
45-54	17%	19%
55-64	14%	14%
65+	20%	21%
Socio-economic status		
AB	26%	18%
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%	18%
Still studying	8%	5%
Car access		
Yes	78%	71%
No	22%	29%
Children in household		
Yes	26%	26%
No	74%	74%

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, the age profile of visit takers did vary significantly by activity undertaken - as illustrated in Figure 2.19 below.

Tourism Day Visits in which the main activity was a day out for beauty/health, taking part in sport or going on a night out were more likely to involve those aged 16 to 34 while general days out were more likely to be taken by those aged 35 to 54. The oldest age profile was for visits involving eating out and other leisure activities such as hobbies.

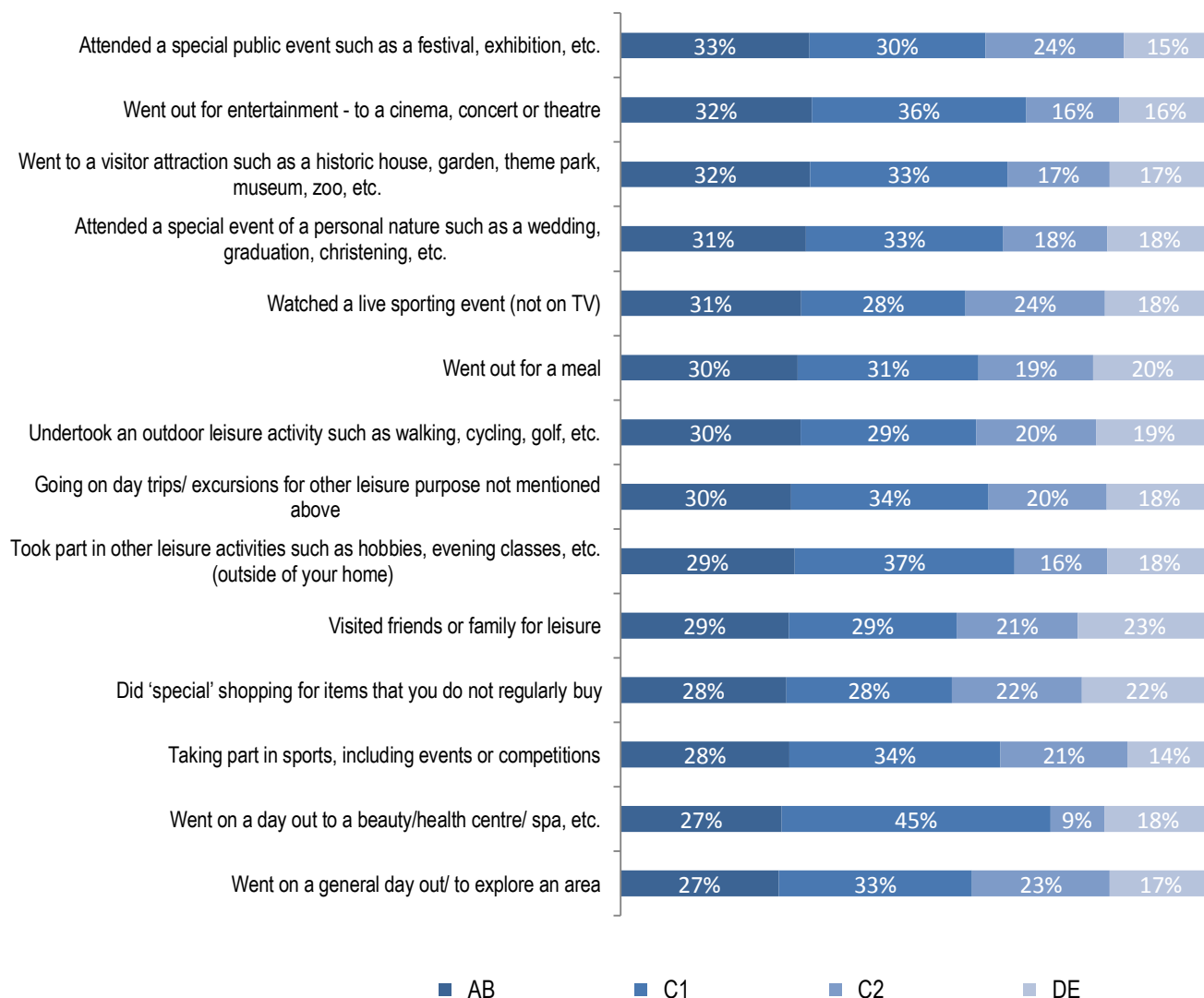
Figure 2.19 - 2012 Tourism Day Visits: Age profile of visit takers by main activity undertaken (% of total)



In terms of socio-economic group (Figure 2-20) the largest proportion of the most affluent AB groups were present amongst those attending a special public event while the greatest proportion of DEs were recorded amongst those visiting friends and family for leisure during a Tourism Day Visit.

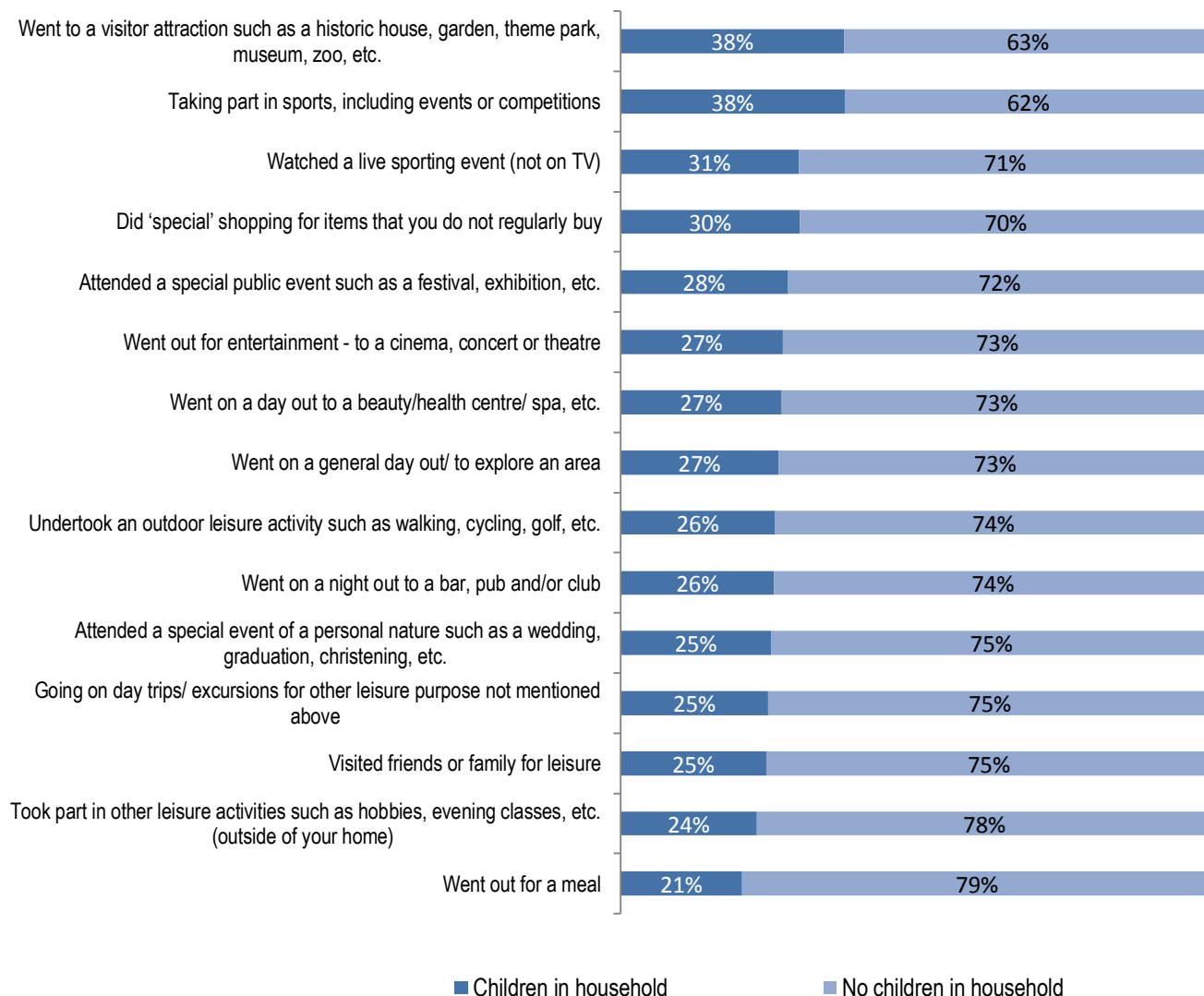
Two thirds or more of those who took visit involving days out to a health or beauty spa, entertainment such as attending the cinema or theatre or other leisure activities such as hobbies were in the ABC1 groups while there was a more even balance of ABC1s and C2DEs in visits which involved special shopping or a night out.

Figure 2.20 - 2012 Tourism Day Visits: Socio Economic group profile of visit takers by main activity undertaken (% of total)



As shown in Figure 2.21, those who took part in sports or visited attractions during Tourism Day Visits were the most likely to have children in their household (38% in both types of visit). Conversely, those who went out for a meal or took part in other leisure activities were least likely to have any children in their household.

Figure 2.21 - 2012 Tourism Day Visits: Presence of children in household amongst visit takers by main activity undertaken (% of total)



Section 3: Summary of changes over time

Volume and value of visits

During 2012, GB residents took a total of 1,712 million Tourism Day Visits in the UK, an increase of 11% compared to the previous year (1,545 million Tourism Day Visits were taken in 2011). Expenditure on Tourism Day Visits increased by 9%, with just over £57 billion spent during Tourism Day Visits taken by GB residents compared to £52 billion in 2011.

Geographic distribution of visits

The volume and value of visits taken in 2011 and 2012 and the percentage change between the two years is illustrated in Table 3.1. While the volume of visits taken to destinations in England and Scotland increased, the volume of visits to Wales remained at around a similar level.

In expenditure terms, while there was a year on year increase in the total amount spent during Tourism Day Visits taken in England (+14%), Scotland experienced a decrease in expenditure (-24%), while expenditure in Wales increased by 30%.

Table 3.1 - Change over time in headline volume and value of visits						
	Visits			Expenditure		
	2011	2012	% Change	2011	2012	% change
	Millions	Millions		Millions	Millions	
England	1,307	1467	+12%	£42,670	£48,459	+14%
Scotland	134	142	+6%	£6,152	£4,651	-24%
Wales	102	101	-1%	£2,939	£3,834	+30%
GB Total	1,542	1,710	+11%	£51,761	£56,944	+10%
Northern Ireland	3	2	-33%	£278	£108	-61%
UK Total	1,545	1,712	+11%	£52,040	£57,052	+9%

Within the English regions (Table 3.2), increases in the volume of visits taken were recorded in 7 of the 9 regions. Most notably, 74% more visits were recorded in the North East (note this result should be treated with some caution given the smaller sample size for this region). In contrast, the North West of England and East of England experienced decreases in visits.

In Wales while there was little or no year on year change in the volume of visits taken in the South East and North, more visits were taken in the South West during 2012 but fewer were taken in Mid Wales. In Scotland the greatest increase in volumes of visits were recorded in the West while fewer visits were recorded in the South.

All of the regional results for Wales and Scotland should be treated with caution given the smaller sample sizes available.

**Table 3.2 - Change over time in headline volume of visits-
by region**

	2011	2012	% change
	Millions	Millions	
English regions			
North East England	43	75	+74%
North West England	173	170	-2%
Yorkshire and The Humber	139	141	+1%
East Midlands	93	111	+19%
West Midlands	109	128	+17%
East of England	135	126	-7%
London	273	315	+15%
South East England	201	245	+22%
South West England	141	157	+11%
Welsh Regions			
North Wales	26	26	-3%
Mid Wales	10	9	-10%
South West Wales	21	23	+8%
South East Wales	43	43	-
Scottish Regions			
North Scotland	22	22	-1%
West Scotland	55	64	+16%
East Scotland	47	50	+6%
South Scotland	9	7	-27%

Seasonal distribution of visits

Figure 3.1 illustrates seasonal variations in visit volumes during 2011 and 2012. Visits in 2012 generally reflected the pattern of visits in the previous year with the largest volume of visits being taken in the summer months while fewer visits were taken in the winter months. Comparing the two years, there are some notable differences including a higher volume of visits taken in August and September during 2012 - this peak could be related to the Olympics taking place in London during this period. Other notable increases were recorded during the months of January and December, reflecting the improved weather in those months compared to 2011.

Figure 3.1 – 2011 & 2012 Tourism Day Visits: Volume of visits by month (millions)

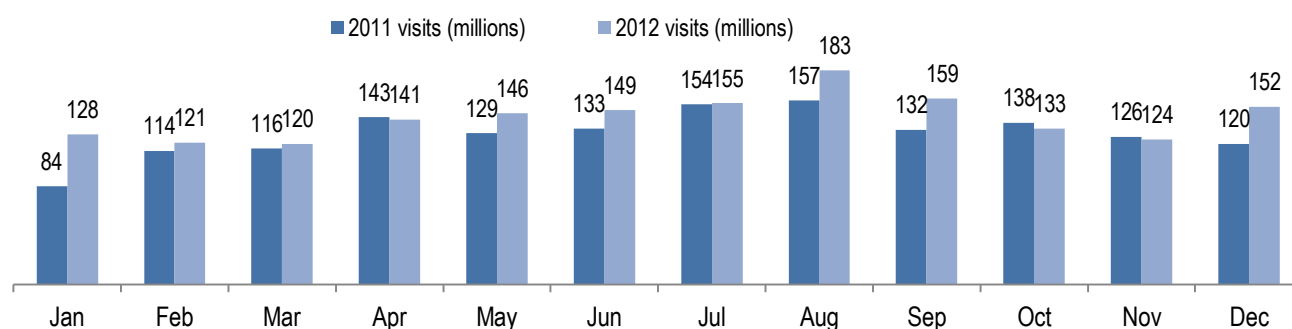


Table 3-3 illustrates changes in the quarterly volume and value of visits taken to each of the countries. At the UK level, the volume of visits increased during every quarter of 2012, with the largest increase in the first quarter (+18%). Similar sized increases were recorded in England, while in Scotland, a 23% increase was recorded in the first quarter, but smaller increases or no changes were recorded in the following quarters. Wales recorded no change in the volume of visits taken in the first quarter, slight increases in the second quarter and a decrease in the fourth quarter (-8%).

Table 3.3 – Change over time in headline volume of visits - by quarter												
Visits	UK 2011	UK 2012	% change	England 2011	England 2012	% change	Scotland 2011	Scotland 2012	% change	Wales 2011	Wales 2012	% change
Quarter	Millions	Millions		Millions	Millions		Millions	Millions		Millions	Millions	
Jan - Mar	314	369	+18%	269	318	+18%	26	32	+23%	18	18	-
Apr – Jun	405	436	+8%	341	370	+8%	36	37	+3%	28	29	+4%
Jul – Sep	442	497	+12%	369	425	+15%	40	40	-	32	32	-
Oct - Dec	384	409	+6%	328	354	+8%	31	34	+10%	24	22	-8%
TOTAL	1,545	1,712	+11%	1,307	1,467	+12%	134	143	+6%	102	101	-1%

Activities undertaken

Table 3.4 illustrates the percentage change in the volume of visits taken involving the 10 main activities which were undertaken the most. At the UK level the largest year on year increase was for visits involving special shopping (55% increase) or watching live sporting events (28% increase).

Table 3.4 —Tourism Day Visits: Change over time in volume and value of visits by main activity and destination country (millions)												
Visits	UK 2011	UK 2012	% change	England 2011	England 2012	% change	Scotland 2011	Scotland 2012	% change	Wales 2011	Wales 2012	% change
	Millions	Millions		Millions	Millions		Millions	Millions		Millions	Millions	
Visiting friends or family	412	414	+1%	356	361	+2%	33	33	-1%	22	20	-11%
Going out for a meal	149	170	+14%	124	146	+18%	14	16	+14%	11	8	-29%
Going on a night out	148	150	+1%	125	130	+4%	11	12	+9%	12	8	-33%
Special shopping	85	132	+55%	74	113	+53%	7	12	+76%	4	7	+74%
Undertaking outdoor activities	124	130	+4%	102	108	+5%	12	12	+6%	10	9	-10%
General day out	110	116	+5%	88	94	+6%	11	9	-20%	10	13	+26%
Going out for entertainment	89	102	+14%	76	86	+13%	7	10	+31%	6	6	+6%
Going to visitor attractions	77	81	+5%	66	68	+4%	6	7	+5%	5	6	+21%
Watching live sporting events	56	72	+28%	48	62	+29%	4	7	+57%	3	3	-9%
Other leisure/hobbies	51	51	-	43	45	+5%	5	4	-9%	3	2	-43%
TOTAL	1,545	1,712	+11%	1,307	1,467	+12%	134	142	+6%	102	101	-1%

Visit duration

As illustrated in Figure 3.2 below, there was little change in the profile of visits in terms of their duration, with no differences reported at the UK level. Wales experienced a slight decline in the proportion of visits which were in the shortest, 3 to 4 hour band.

Figure 3.2 - 2011 & 2012 Tourism Day Visits: Change over time in duration of Tourism Day Visits by destination country (% of total)



In volume terms (Table 3.5), increases were recorded in England and Scotland for visits in all of the duration bands but most notably for those visits lasting between 5 and 6 hours. In Wales there was an overall decrease in the volume of visits in the shortest, 3 to 4 hour duration band (-9%).

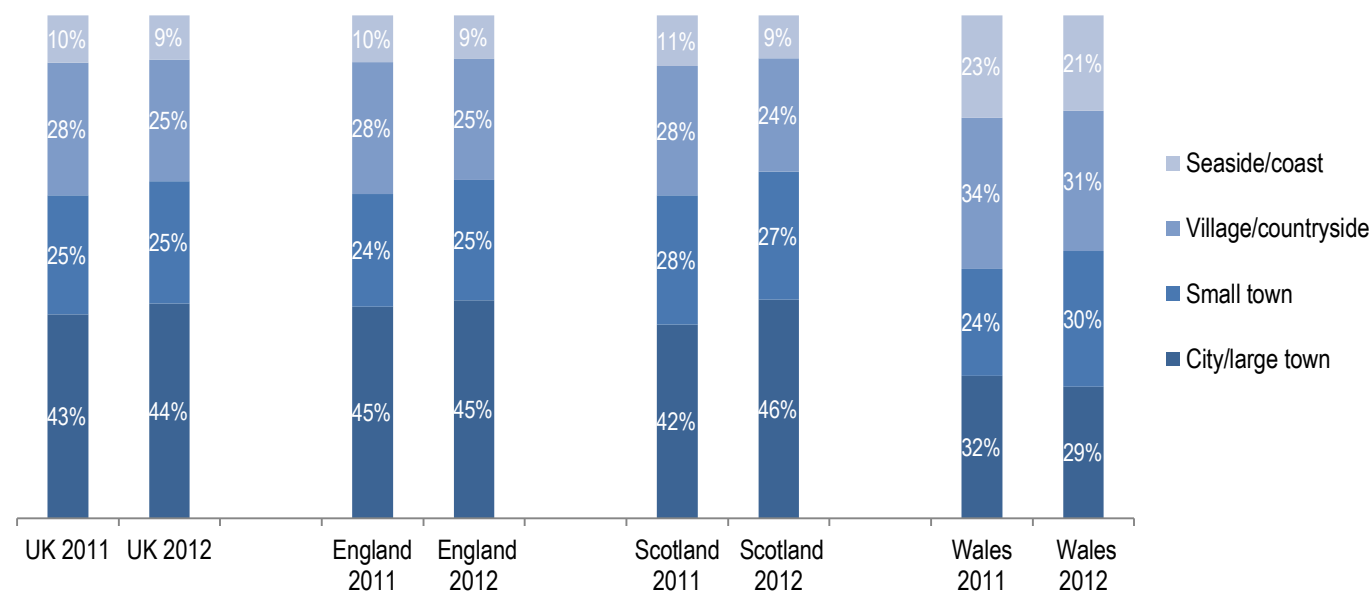
Table 3.5 Change over time in headline volume of visits - by visit duration and destination country

Visits	UK 2011	UK 2012	% change	England 2011	England 2012	% change	Scotland 2011	Scotland 2012	% change	Wales 2011	Wales 2012	% change
	Millions	Millions		Millions	Millions		Millions	Millions		Millions	Millions	
3 hours to 3 hours 59	591	658	+11%	494	563	+14%	52	54	+5%	44	40	-9%
4 hours to 4 hours 59	364	405	+11%	308	346	+13%	33	34	+3%	23	25	+7%
5 hours to 5 hours 59	182	211	+16%	157	182	+16%	13	17	+31%	12	12	+6%
6 hours or more	408	438	+7%	347	375	+8%	36	37	+1%	23	24	+6%
TOTAL	1,545	1,712	+11%	1,307	1,467	+12%	134	142	+6%	102	101	-1%

Type of place visited

In terms of the type(s) of place visited as part of a Tourism Day Visit, at the UK level a slightly reduced proportion of visits taken in 2012 included coastal or rural places, as illustrated in Figure 3.3. This change was recorded across all three countries. In Wales, there was an increased share of visits which included small towns but fewer that included cities and larger towns.

Figure 3.3 – 2011 and 2012 Tourism Day Visits: Change over time in type of place visited on Tourism Day Visits by destination country (% of total)



% add to more than the total as more than 1 type of place could be selected

In volume terms (Table 3.6), at the UK level the largest year on year percentage increases were recorded for urban destinations, especially small towns (+14%). Variations by country included a greater percentage increase in seaside and coastal visits in England (+15%) while in Wales the volume of visits taken to cities and large towns decreased by 9% but visits to small towns increased by a fifth.

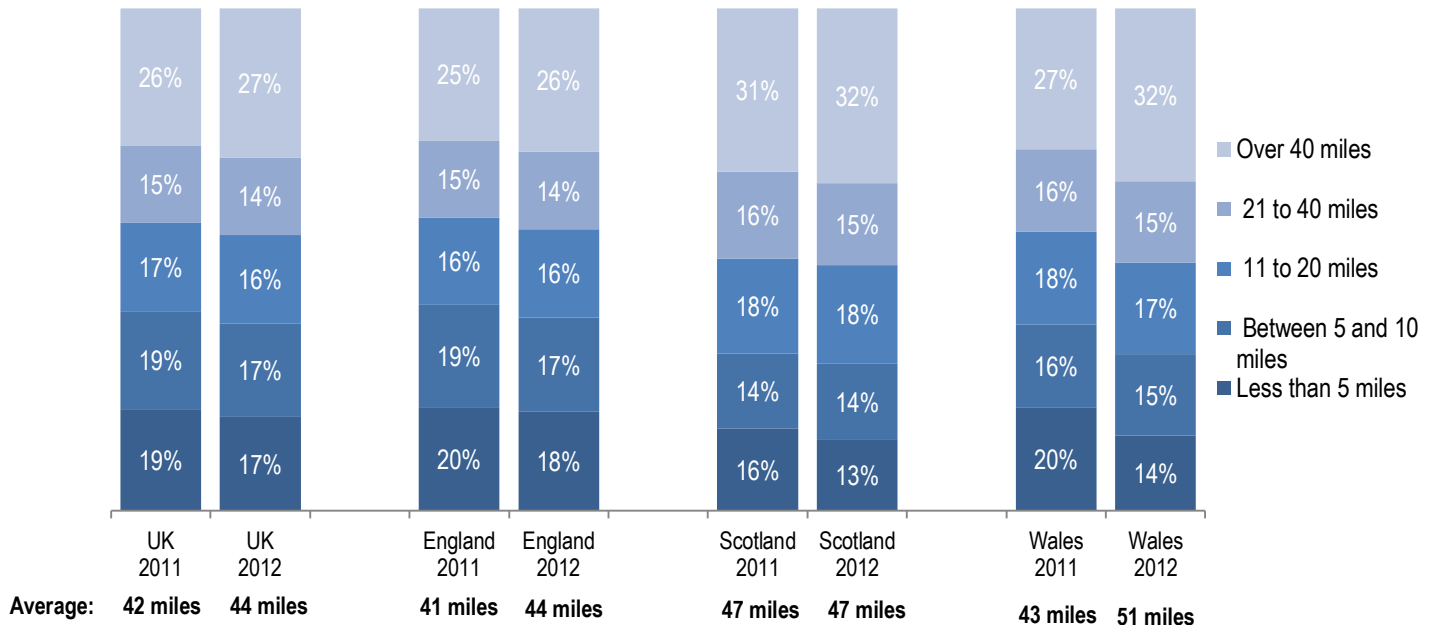
Table 3.6 Change over time in headline volume of visits - by type of place and destination country

Visits	UK 2011	UK 2012	% change	England 2011	England 2012	% change	Scotland 2011	Scotland 2012	% change	Wales 2011	Wales 2012	% change
	Millions	Millions		Millions	Millions		Millions	Millions		Millions	Millions	
City/ large town	671	752	+12%	582	656	+13%	57	65	+14%	32	29	-9%
Small town	383	437	+14%	319	368	+15%	38	38	-	25	30	+20%
Rural (countryside or village)	400	430	+8%	333	364	+9%	34	35	+3%	32	32	-
Any seaside/coastal	147	163	+11%	111	128	+15%	14	13	-7%	21	21	-
TOTAL	1,545	1,712	+11%	1,307	1,467	+12%	134	142	+6%	102	101	-1%

Claimed distance travelled

At the UK level, the profile of distances travelled on Tourism Day Visits was similar in both years and the average distance claimed was similar at 42 miles in 2011 and 44 miles in 2012. However, a change was evident in Wales where there was a decrease in the proportion of visits involving travel of less than 5 miles and an increase in the proportion of visits involving more than 40 miles of travel. Reflecting this change the average distance travelled in visits taken in Wales increased from 43 miles to 51 miles.

Figure 3.4– 2011 & 2012 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%

In volume terms (Table 3.7), the greatest year on year increase was recorded for those visits involving 80 or more miles of travel. Reflecting the above profile changes, in Wales the volume of visits involving travel of less than 5 miles decreased by 32%.

Table 3.7- Volume and value of visits by claimed distance travelled and destination country (millions)												
Visits	UK 2011	UK 2012	% change	England 2011	England 2012	% change	Scotland 2011	Scotland 2012	% change	Wales 2011	Wales 2012	% change
	Millions	Millions		Millions	Millions		Millions	Millions		Millions	Millions	
Less than 5 miles	298	290	-3%	255	257	+1%	21	19	-11%	20	14	-32%
Between 5 and 10 miles	288	287	-1%	254	252	-1%	19	20	+6%	16	15	-5%
11 to 20 miles	258	272	+5%	215	230	+7%	25	26	+4%	18	17	-7%
21 to 40 miles	228	242	+6%	190	204	+7%	22	22	+2%	16	16	-3%
41 to 60 miles	115	128	+11%	94	103	+9%	13	15	+20%	9	10	+12%
61 to 80 miles	77	79	+3%	61	66	+8%	10	7	-29%	5	6	+13%
81 to 100 miles	52	63	+20%	43	50	+16%	5	7	+33%	4	6	+41%
Over 100 miles	151	182	+21%	126	156	+24%	14	15	+2%	10	12	+18%
TOTAL	1,545	1,712	+11%	1,307	1,467	+12%	134	142	+6%	102	101	-1%

Note: Table does not include Don't Know responses

Mode of transport

As illustrated in Figure 3.5 below, at the UK level, the profile of types of transport used did not vary greatly between 2011 and 2012. The most notable difference was recorded in Wales where the proportion of visits involving travel by car increased from 72% to 76%.

Figure 3.5 - 2011 & 2012 Tourism Day Visits: Main mode of transport on Tourism Day Visits by destination country (% of total)

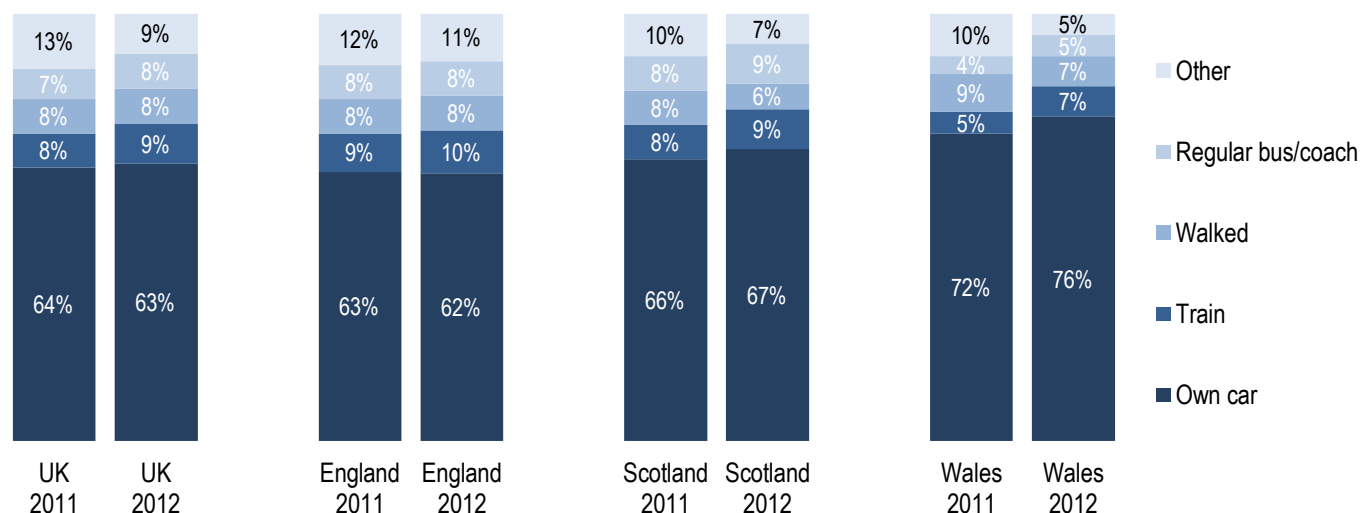


Table 3.8 details the volume of visits by transport used and destination country in 2011 and 2012 and percentage changes (the top 5 modes of transport are shown). This analysis reveals the large percentage increases in travel by train and regular bus recorded in all three countries (+24% and +18% respectively at the UK level).

Table 3.8 - Volume and value of visits by claimed distance travelled and destination country (millions)

Visits	UK 2011	UK 2012	% change	England 2011	England 2012	% change	Scotland 2011	Scotland 2012	% change	Wales 2011	Wales 2012	% change
	Millions	Millions		Millions	Millions		Millions	Millions		Millions	Millions	
Car - own/friends/family	988	1084	+10%	826	910	+10%	88	95	+8%	73	77	+5%
Train	130	162	+24%	113	142	+26%	11	13	+14%	5	7	+24%
A regular bus/coach	115	136	+18%	100	118	+19%	11	12	+11%	4	5	+11%
Walked/on foot	128	130	+1%	108	114	+5%	10	9	-11%	9	7	-27%
Tube	52	55	+6%	52	55	+6%	-	-	-	-	-	-
TOTAL	1,545	1,712	+11%	1,307	1,467	+12%	134	142	+6%	102	101	-1%

Visit expenditure

Figure 3.6 below illustrates changes in overall levels of expenditure in Tourism Day Visits between 2011 and 2012.

At the overall UK level and in England very similar levels of expenditure were recorded in both years. However in Scotland the proportion of visits involving no expenditure increased while the proportion of visits involving expenditure of £50 or more decreased. As such, average expenditure levels in Scotland also decreased from £46 to £33. The changes recorded in Wales were very different with an increased proportion of visits involving more than £50 of expenditure resulting in an increase in average expenditure levels from £29 to £38.

Figure 3.6 - 2012 Tourism Day Visits: Expenditure on Tourism Day Visits by destination country (% of total)

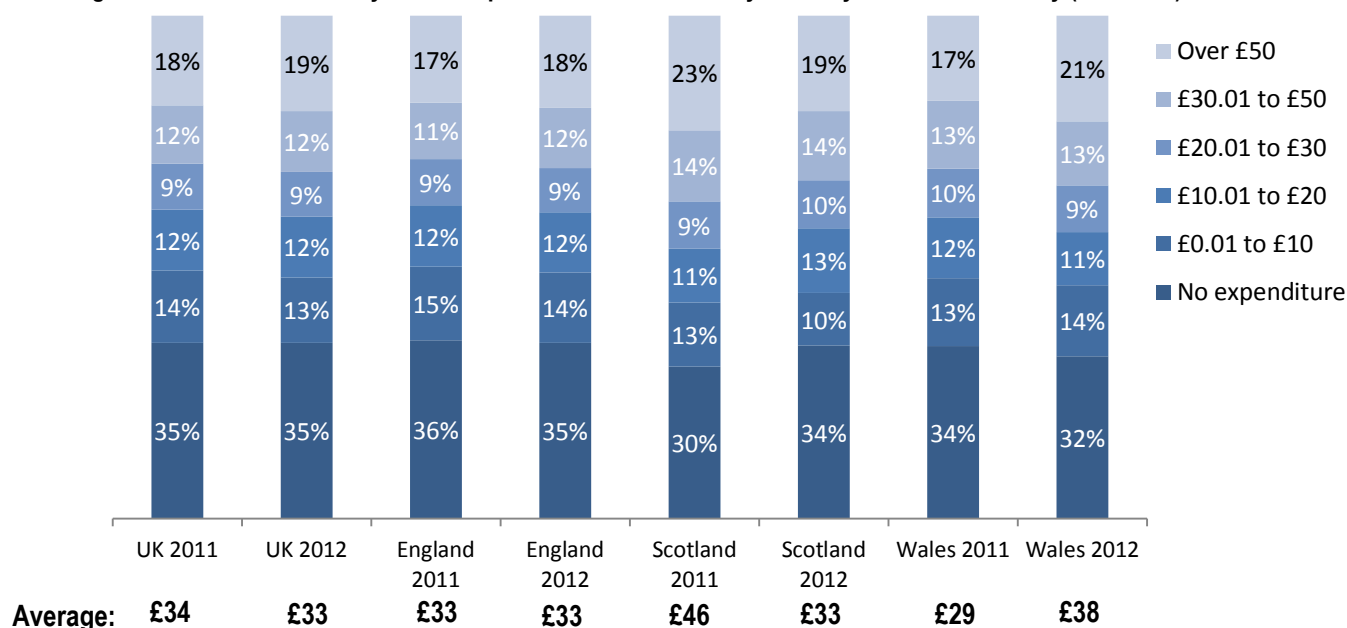


Table 3.9 overleaf illustrates estimates of total annual Tourism Day Visits expenditure on different categories during 2011 and 2012 and the percentage changes. While overall expenditure on Tourism Day Visits has increased by 9% between 2011 and 2012 (see table 3.1), the amounts spent on transport and shopping have increased at a greater rate (+13% and +18% respectively).

Table 3.9 –Tourism Day Visits: Total expenditure breakdown by destination country			
	UK 2011	UK 2012	% change
Expenditure items	Millions	Millions	
TRANSPORT – TOTAL	£10,940	£12,335	+13%
Fuel	£6,114	£6,707	+10%
Bus fares, car parking	£1,398	£1,603	+15%
Rail, tube or tram tickets	£2,417	£2,576	+7%
Water transport	£292	£365	+25%
Air transport	£344	£614	+78%
Car/other vehicle hire	£375	£471	+26%
EATING AND DRINKING – TOTAL	£21,123	£23,007	+9%
Eating/drinking out in cafes, restaurants, etc.	£18,497	£19,978	+8%
Food bought in shops/ takeaways & consumed on trip	£2,626	£3,029	+15%
ENTRANCE CHARGES – TOTAL	£7,129	£7,202	+1%
Entrance to visitor attractions	£2,030	£1,943	-4%
Tickets/entrance to events, shows or clubs	£3,497	£3,328	-5%
Tickets to watch sporting events	£1,240	£1,387	+12%
Entrance to sports/leisure centres	£362	£543	+50%
'Special' shopping (i.e. not routine)	£9,948	£11,722	+18%
OTHER ITEMS – TOTAL	£2,898	£2,791	-4%
Package travel or package tours	£1,140	£714	-37%
Other travel services	£169	£242	+43%
Hiring equipment	£289	£177	-39%
Other	£1,300	£1,659	+28%

Section 4 : The wider context

While the main focus of this report relates to the volume, value and characteristics of Tourism Day Visits, GBDVS 2011 and 2012 also collected more general data regarding the population's levels of participation in leisure activities through Leisure Day Visits which could involve participation in any of these activities on visits of any duration, undertaken in any place (see Section 1 for details of definitions).

Leisure Day Visits

Table 4.1 illustrates the estimated volume of Leisure Day Visits taken by GB residents overall and, more specifically, by residents of England, Scotland and Wales during 2012. 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.

Table 4.1 – Volume of Leisure Day Visits, 3+ hour Leisure Day Visits and Tourism Day Visits by country of residence												
Visits	UK 2011	UK 2012	% change	England 2011	England 2012	% change	Scotland 2011	Scotland 2012	% change	Wales 2011	Wales 2012	% change
	Millions	Millions		Millions	Millions		Millions	Millions		Millions	Millions	
Leisure Day Visits	8,981	8,799	-2%	7,473	7,358	-1%	962	920	-4%	546	521	-5%
Leisure Day Visits lasting 3 hours or more	2,686	2,807	+4%	2,265	2,390	+6%	266	261	-2%	156	156	-
Tourism Day Visits	1,545	1,712	+11%	1,327	1,477	+11%	129	143	+11%	89	92	+4%

This comparison illustrates that while the overall volume of Tourism Day Visits taken in the UK increased by 11% from 2011 to 2012, this was actually in the context of a small overall decline in wider Leisure Day Visit participation (-2%). Correspondingly, the proportion of Leisure Day Visits classified as being Tourism Day Visits increased from 17% in 2011 to 19% in 2012.

Activities undertaken during Leisure Day Visits, Leisure Day Visits which last 3 hours or more and Tourism Day Visits are compared in Table 4.2 overleaf (note this data relates to all activities undertaken rather than the single main activity). This comparison suggests that the increase in the volume of Tourism Day Visits involving special shopping was driven by a similar large increase in the volume of participation in this activity generally (+53% increase in Leisure Day Visits involving 'special shopping').

Table 4.2– Volume of Leisure Day Visits, 3+ hour Leisure Day Visits and Tourism Day Visits by all activities undertaken

Activities undertaken	Leisure Day Visits 2011	Leisure Day Visits 2012	% change	Leisure Day Visits lasting 3 hours or more 2011	Leisure Day Visits lasting 3 hours or more 2012	% change	Tourism Day Visits 2011	Tourism Day Visits 2012	% change
	Millions	Millions		Millions	Millions		Millions	Millions	
Visiting friends or family	2,692	2,402	-11%	1,077	1,043	-3%	575	583	+1%
Special shopping	619	945	+53%	196	298	+52%	132	210	+59%
Going out for a meal	1,382	1,448	+5%	532	567	+7%	366	406	+11%
Going on a night out	1,057	1,073	+2%	535	558	+4%	252	276	+10%
Going out for entertainment	379	443	+17%	183	221	+21%	123	147	+20%
Undertaking outdoor activities	2515	2,314	-8%	443	456	+3%	250	277	+11%
Other leisure/ hobbies	591	650	+10%	186	215	+16%	84	107	+27%
Taking part in sports	1,003	936	-7%	138	159	+15%	60	81	+35%
Watching live sporting events	306	389	+27%	111	161	+45%	81	123	+52%
Going to visitor attractions	217	262	+21%	119	152	+28%	108	129	+19%
Special public events	153	204	+33%	71	96	+35%	60	78	+30%
Special personal events	131	171	+31%	70	102	+46%	48	71	+48%
Day out to health/beauty spa	83	112	+35%	25	45	+80%	17	29	+71%
General day out	441	506	+15%	230	262	+14%	184	213	+16%
Other day out for leisure	180	204	+13%	90	113	+26%	73	91	+25%

Section 5 of this report includes tables which contain more details on Leisure Day Visits.

Section 5 : Summary Data Tables

Table 5-1 – 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 2012.

TABLE 5.1.1 –Tourism Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1712	1467	142	101	£57,052	£48,459	£4,651	£3,834
General Activity – Any Undertaken								
Visiting friends or family	583	503	48	30	£15,925	£13,520	£1,287	£1,048
Special shopping	210	179	19	12	£14,046	£11,769	£1,412	£865
Going out for a meal	406	345	37	23	£19,580	£16,522	£1,784	£1,238
Going on a night out	276	237	22	16	£11,433	£9,278	£1,097	£1,025
Going out for entertainment	147	125	14	8	£5,895	£4,994	£624	£274
Undertaking outdoor activities	277	231	25	20	£7,405	£6,072	£581	£735
Other leisure/ hobbies	107	92	9	6	£2,821	£2,377	£233	£211
Taking part in sports	81	70	6	5	£2,535	£1,997	£168	£366
Watching live sporting events	123	107	10	5	£4,239	£3,749	£288	£199
Going to visitor attractions	129	107	11	11	£4,976	£4,064	£301	£601
Special public events	78	69	5	4	£2,789	£2,530	£123	£136
Special personal events	71	61	5	4	£2,591	£2,152	£244	£193
Day out to health/beauty spa	29	26	1	1	£1,639	£1,525	£71	£44
General day out	213	173	18	22	£7,479	£6,138	£489	£827
Other day out for leisure	91	76	8	7	£3,738	£2,942	£256	£527
General Activity – Single/Main Activity								
Visiting friends or family	414	361	33	20	£9,155	£7,813	£628	£683
Special shopping	132	113	12	7	£10,281	£8,706	£1,033	£542
Going out for a meal	170	146	16	8	£6,870	£6,003	£539	£325
Going on a night out	150	130	12	8	£4,561	£3,854	£459	£232
Going out for entertainment	102	86	10	6	£3,512	£2,989	£351	£170
Undertaking outdoor activities	130	108	12	9	£2,276	£1,717	£230	£315
Other leisure/ hobbies	51	45	4	2	£1,021	£936	£65	£20
Taking part in sports	29	26	1	1	£617	£548	£23	£45
Watching live sporting events	72	62	7	3	£2,436	£2,176	£174	£83
Going to visitor attractions	81	68	7	6	£3,185	£2,667	£197	£313
Special public events	46	41	3	3	£1,676	£1,528	£80	£68
Special personal events	51	44	4	3	£1,563	£1,278	£183	£101
Day out to health/beauty spa	11	10	1	*	£674	£608	£54	£13
General day out	116	94	9	13	£3,462	£2,881	£223	£358
Other day out for leisure	44	37	4	3	£1,879	£1,648	£86	£144
None - 2+ activities were of equal importance	96	81	7	8	£3,730	£2,990	£324	£387
Don't know	17	15	1	1	£130	£92	£2	£36

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

TABLE 5.1.2 – All Tourism Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1712	1467	142	101	£57,052	£48,459	£4,651	£3,834
Detailed Activity (<1% UK level visits not shown)								
Attended a food/local produce event (e.g. food festival, farmers market)	15	13	1	1	£689	£589	£63	£28
Attended a live music concert	35	30	3	2	£1,492	£1,340	£102	£51
Attended an indoor exhibition such as Ideal Home, a motor show or holiday exhibition	15	14	1	1	£571	£498	£56	£17
Attended an outdoor fair/ exhibition/show (e.g. gardening or agricultural show)	23	21	1	1	£958	£888	£33	£33
Attended another arts/ cultural festival (e.g. a book festival)	9	8	1	*	£379	£339	£26	£15
Centre based walking (i.e. around acity/town centre)	56	46	5	5	£2,559	£2,211	£134	£205
Cycled - on a road/ surfaced path	18	14	2	2	£479	£354	£33	£93
Fishing - sea angling, coarse fishing, game fishing	9	8	*	1	£187	£123	£4	£60
Had a picnic or BBQ	33	26	3	4	£1,383	£954	£85	£344
Informal sport (e.g. cricket, rounders, football, skateboarding)	10	9	1	1	£505	£460	£24	£21
Just relaxed	88	72	7	8	£3,173	£2,666	£185	£282
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	94	75	9	10	£2,635	£2,008	£213	£414
Other arts/cultural event/show	16	13	2	1	£874	£802	£52	£20
Played golf	19	15	3	1	£613	£512	£47	£53
Played with children	32	26	4	3	£1,200	£1,036	£104	£60
Running, jogging, orienteering	10	9	1	*	£445	£410	£26	£9
Short walk/ stroll - up to 2 miles/ 1hour	81	63	8	9	£2,612	£2,094	£167	£324
Sightseeing by car	31	22	4	5	£1,560	£1,041	£113	£406
Sightseeing on foot	67	53	6	7	£3,158	£2,544	£185	£414
Spa/beauty/health treatments	9	8	1	1	£385	£293	£63	£29
Special" shopping for items you do not regularly buy	20	17	1	2	£1,201	£1,022	£87	£92
Sunbathing	9	7	1	2	£386	£299	£7	£80
Swimming (indoors or outdoors)	21	18	1	2	£1,244	£1,053	£64	£128
Took part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	9	9	1	*	£455	£444	£8	£3
Viewed architecture Traditional(Victorian/ pre-Victorian etc.)	21	17	2	2	£1,069	£885	£26	£154
Visited family for leisure	275	240	21	13	£7,733	£6,815	£566	£309
Visited a beach	39	29	4	5	£1,564	£1,165	£96	£291
Visited a castle/other historic site	20	13	3	4	£1,044	£609	£121	£313
Visited a cathedral,church, abbey or other religious building	18	14	1	2	£855	£639	£48	£168
Visited a country park	24	20	2	2	£909	£684	£60	£165

* Less than 0.5m visits

Continued overleaf...

TABLE 5.1.3 – All Tourism Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1712	1467	142	101	£57,052	£48,459	£4,651	£3,834
Detailed Activity (cont.) (<1% UK level visits not shown)								
Visited a garden	34	30	3	2	£1,252	£999	£69	£185
Visited a historic house, stately home, palace	23	20	2	1	£892	£659	£48	£184
Visited a museum	31	27	3	1	£1,409	£1,081	£145	£179
Visited a theme/ amusement park	17	15	*	2	£1,356	£1,043	£9	£301
Visited a wildlife attraction/ nature reserve	17	14	2	1	£674	£413	£37	£224
Visited a zoo/safari park	12	10	1	1	£881	£556	£73	£252
Visited an art gallery	11	10	1	*	£605	£450	£28	£128
Visited friends for leisure	173	149	15	9	£4,681	£4,019	£339	£298
Visited another type of attraction	18	14	2	2	£968	£741	£99	£127
Watched a live football match (not on TV)	34	28	5	2	£1,190	£965	£119	£103
Watched other live sport (not on TV)	28	24	3	2	£1,018	£851	£73	£94
Watched wildlife, bird watching	18	13	2	2	£625	£418	£28	£168
Went for a drink in a pub, club, hotel, etc.	244	212	18	13	£10,739	£9,219	£871	£603
Went for a meal in a restaurant/café/hotel/ pub, etc.	342	288	32	21	£17,816	£14,994	£1,607	£1,151
Went for a snack in a fast food outlet, takeaway, etc.	77	66	6	5	£3,809	£3,271	£311	£224
Went on a guided tour on foot, bus or other transport	12	10	2	1	£753	£595	£90	£68
Went to the cinema	73	62	7	5	£2,338	£1,943	£248	£147
Went to the gym, aerobics class, yoga, etc.	17	15	1	1	£465	£389	£37	£36
Went to the theatre	32	28	2	2	£2,109	£1,714	£136	£256
Type of place								
City/large town	752	656	65	29	£30,660	£26,512	£2,704	£1,397
Small town	437	368	38	30	£12,864	£10,851	£1,058	£910
Village	218	186	16	16	£5,802	£4,801	£442	£556
Rural countryside	240	199	21	20	£7,635	£6,034	£536	£1,050
Seaside resort or town	113	91	8	14	£5,090	£4,107	£229	£750
Seaside coastline - a beach	56	41	5	9	£1,853	£1,344	£102	£405
Other seaside coastline	18	13	2	3	£425	£217	£26	£170
Other	48	43	3	2	£1,776	£1,666	£93	£17
Month of visit								
January	128	110	12	6	£4,272	£3,792	£261	£200
February	121	102	11	7	£3,674	£3,054	£304	£315
March	120	106	9	5	£3,593	£3,127	£290	£176
April	141	120	13	8	£4,381	£3,613	£421	£347
May	146	123	12	12	£4,736	£3,823	£378	£525
June	149	127	12	9	£4,317	£3,500	£416	£397
July	155	133	13	9	£4,575	£3,876	£466	£213
August	183	156	15	12	£6,081	£5,099	£417	£535
September	159	136	12	11	£6,054	£5,265	£427	£363
October	133	115	12	7	£5,566	£5,001	£384	£163
November	124	108	9	7	£4,799	£4,133	£405	£261
December	152	131	13	8	£5,004	£4,176	£482	£339

TABLE 5.1.4 – All Tourism Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1712	1467	142	101	£57,052	£48,459	£4,651	£3,834
Transport								
Any car (Net)	1099	924	96	78	£36,626	£30,291	£3,215	£3,059
Car - own/friends/family	1084	910	95	77	£35,831	£29,603	£3,178	£2,988
Car – hired	15	13	1	1	£796	£688	£36	£71
Public transport (Net)	297	261	25	12	£11,568	£10,167	£953	£448
Train	162	142	13	7	£7,561	£6,701	£523	£337
A regular bus/coach	136	118	12	5	£4,008	£3,467	£430	£111
Organised coach tour	18	16	2	1	£766	£699	£42	£25
Taxi	42	37	3	2	£1,775	£1,458	£165	£134
Walked/on foot	130	114	9	7	£2,420	£2,196	£146	£74
Bicycle	18	15	2	1	£132	£125	£3	£4
Minibus	8	8	*	*	£405	£382	£17	£7
Motor cycle	3	2	*	*	£53	£39	£2	£13
Tube	55	55	*	*	£1,899	£1,886	£12	£1
Tram	7	7	*	*	£245	£241	£24	-
Motorised caravan/campervan	3	2	-	*	£50	£45	-	£5
Plane	4	3	*	*	£384	£301	£31	£47
Boat/ship/ferry	3	2	1	*	£107	£53	£32	£1
Lorry/truck/van	7	5	2	*	£188	£171	£17	-
Other	12	12	*	1	£435	£407	£12	£16
Distance travelled								
Less than 5 miles	290	257	19	14	£6,145	£5,513	£352	£273
Between 5 and 10 miles	287	252	20	15	£7,497	£6,657	£532	£307
11 to 20 miles	272	230	26	17	£7,415	£6,206	£656	£537
21 to 40 miles	242	204	22	16	£7,876	£6,474	£798	£562
41 to 60 miles	128	103	15	10	£5,328	£4,571	£473	£284
61 to 80 miles	79	66	7	6	£3,410	£2,845	£366	£199
81 to 100 miles	63	50	7	6	£3,343	£2,566	£340	£437
Over 100 miles	182	156	15	12	£12,346	£10,475	£922	£909
Don't know	168	149	12	7	£3,694	£3,152	£211	£325
Average distance travelled (miles)	44	44	47	51	n/a	n/a	n/a	n/a
Duration								
3 hours to 3 hours 59	658	563	54	40	£19,187	£16,201	£1,557	£1,389
4 hours to 4 hours 59	405	346	34	25	£12,301	£10,362	£1,143	£778
5 hours to 5 hours 59	211	182	17	12	£7,843	£6,666	£533	£644
6 hours or more	438	375	37	24	£17,722	£15,231	£1,418	£1,023

* Less than 0.5m visits

TABLE 5.1.5 – All Tourism Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1712	1467	142	101	£57,052	£48,459	£4,651	£3,834
Age								
16-24	314	271	23	20	£8,142	£7,083	£606	£452
25-34	335	291	28	15	£12,361	£10,412	£1,045	£884
35-44	252	219	17	15	£9,444	£8,216	£585	£637
45-54	270	229	25	16	£10,700	£8,915	£966	£787
55-64	232	195	22	15	£7,881	£6,514	£834	£500
65+	309	262	27	20	£8,526	£7,318	£614	£574
Children in household								
Children in household	451	388	33	29	£17,128	£14,556	£1,329	£1,240
None	1262	1079	109	72	£39,925	£33,903	£3,322	£2,594
SEG								
AB	496	421	45	30	£20,083	£16,989	£1,596	£1,442
C1	528	444	50	32	£15,715	£13,219	£1,533	£946
C2	355	304	28	24	£12,551	£10,685	£956	£875
DE	333	298	20	16	£8,704	£7,567	£565	£571
Party composition								
No one, I was on my own	270	235	23	12	5113	4550	335	219
I was with spouse/ partner	759	640	66	52	31096	25801	2759	2484
I was with my child(ren)	273	234	23	16	11252	9613	948	679
I was with other members of my family	316	267	27	20	11631	9676	965	945
I was with a friend / friends	425	368	33	23	13832	12048	981	778
I was with an organised group	60	51	5	3	2407	2155	134	117
I was with someone else	24	21	1	1	864	806	12	42
Marital Status								
Married/ living with partner	983	828	92	62	£37,429	£31,346	£3,341	£2,667
Never married (single)	351	311	22	17	£10,185	£9,070	£575	£510
Divorced/ widowed	201	171	17	13	£5,005	£4,148	£412	£445
Living with parents	107	93	7	6	£2,606	£2,250	£220	£136
Domestic partner/ living with other adults	39	35	2	1	£1,120	£988	£75	£53
Prefer not to state/ other	32	29	1	2	£706	£656	£27	£22

TABLE 5.1.6 - Tourism Day Visits by English Ceremonial County 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (Tourism Day Visits) (Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Bedfordshire	8.09	£143.96	181
Berkshire	13.63	£374.04	339
Bristol/Bath area	23.88	£753.97	591
Buckinghamshire	16.96	£769.18	347
Cambridgeshire	20.15	£725.01	392
Cheshire	25.89	£931.35	722
Cornwall and Isles of Scilly	25.19	£900.89	507
Cumbria	17.10	£602.14	391
Derbyshire	24.10	£645.84	533
Devon	42.94	£1,271.11	913
Dorset	11.22	£487.50	263
Durham	10.71	£303.66	250
East Sussex	23.30	£946.86	554
Essex	35.55	£917.88	654
Gloucestershire	14.65	£749.77	364
Greater Manchester	53.27	£1,941.29	1,226
Hampshire	37.54	£1,211.74	865
Herefordshire	4.33	£114.54	137
Hertfordshire	18.21	£411.33	354
Isle of Wight	4.53	£146.90	106
Kent	41.10	£1,392.66	922
Lancashire	35.14	£966.71	741
Leicestershire	19.72	£550.90	403
Lincolnshire	22.40	£635.65	464
London	319.04	£12,294.09	6,369
Merseyside	29.29	£836.83	611
Norfolk	37.36	£1,052.05	608
North Lincolnshire/Humberside	20.50	£527.25	587
North Yorkshire	35.67	£1,094.67	1,021
Northamptonshire	12.33	£355.16	238
Northumberland	9.90	£269.22	232
Nottinghamshire	23.66	£1,205.86	494
Oxfordshire	15.78	£445.34	371
Rutland	1.45	£51.07	28
Shropshire	12.59	£395.40	300
Somerset	10.03	£375.06	229
South Gloucestershire	3.38	£81.97	63
South Yorkshire	26.07	£751.88	689
Staffordshire	22.47	£763.88	484
Suffolk	18.85	£484.93	343
Surrey	22.77	£569.04	493
Tees Valley	5.88	£85.97†	118
Tyne and Wear	20.87	£582.05	466
Warwickshire	13.06	£343.61	304
West Midlands	48.46	£1,395.41	1,036
West Sussex	19.25	£515.65	417
West Yorkshire	53.79	£1,265.69	1,546
Wiltshire	15.76	£401.72	360
Worcestershire	14.12	£455.34	326

† Results for the highlighted counties suggest an average spend per visit of more than double or less than half of the GB average of £33. 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.

TABLE 5.1.7 - Tourism Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Allerdale	3.26	£94.15	79
Amber Valley	1.68	£33.18	40
Arun	3.66	£81.16	74
Ashford	3.03	£165.10	69
Aylesbury Vale	2.14	£30.60†	50
Babergh	1.85	£36.03	43
Barking and Dagenham	4.89	£129.68	81
Barnet	6.50	£137.97	127
Barnsley	2.74	£72.62	86
Basildon	2.53	£79.25	48
Basingstoke and Deane	3.90	£108.16	84
Bassetlaw	2.73	£129.66	62
Bath and North East Somerset	6.14	£184.58	165
Bedford	2.78	£51.67	60
Bexley	5.18	£114.74	91
Birmingham	23.27	£802.88	498
Blaby	1.71	£20.15†	30
Blackburn with Darwen	1.89	£60.32	41
Blackpool	9.26	£388.41	158
Bolton	4.65	£100.67	95
Boston	1.67	£59.64	32
Bournemouth	2.88	£97.73	70
Bradford	9.93	£218.38	283
Braintree	3.16	£63.52	61
Breckland	3.46	£67.66	58
Brent	6.45	£139.46	113
Brighton and Hove	10.58	£557.17	228
Bristol	13.03	£481.88	305
Broadland	3.33	£46.94†	47
Bromley	9.30	£193.17	176
Bromsgrove	2.54	£58.58	58
Burnley	1.94	£41.56	37
Bury	3.20	£68.51	72
Calderdale	5.31	£79.48†	137
Cambridge	5.78	£218.93	109
Camden	14.67	£594.13	308
Cannock Chase	2.27	£106.16	44
Canterbury	5.12	£174.17	119
Carlisle	2.45	£122.93	68
			Continued overleaf...

TABLE 5.1.7 - Tourism Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Central Bedfordshire	3.13	£60.34	74
Charnwood	2.91	£48.62	61
Chelmsford	4.37	£140.78	80
Cheltenham	3.36	£168.81	82
Cherwell	2.71	£97.43	65
Cheshire East	8.51	£296.88	199
Cheshire West and Chester	12.80	£489.42	403
Chesterfield	2.42	£71.04	57
Chichester	5.16	£144.33	109
Chiltern	1.84	£46.30	42
Chorley	2.18	£31.06†	51
City of London	35.17	£2,082.23	704
Colchester	5.83	£192.31	94
Copeland	1.45	£36.57	36
Cornwall	25.07	£906.03	502
Cotswold	3.28	£255.95†	78
County Durham	8.94	£259.14	208
Coventry	5.15	£150.61	114
Craven	3.45	£82.02	115
Crawley	2.78	£138.90	61
Croydon	10.25	£258.29	196
Dacorum	2.30	£38.44	53
Darlington	1.76	£44.51	42
Dartford	2.92	£180.91	65
Daventry	2.06	£39.39	40
Derby	6.36	£164.35	133
Derbyshire Dales	5.86	£130.57	139
Doncaster	8.41	£175.04	213
Dover	3.85	£131.41	70
Dudley	6.27	£197.69	108
Ealing	4.93	£224.27	104
East Cambridgeshire	1.93	£56.33	36
East Devon	4.56	£163.09	106
East Hampshire	1.91	£32.35	46
East Hertfordshire	3.26	£83.14	51
East Lindsey	7.38	£231.32	148
East Riding of Yorkshire	8.18	£179.41	264
East Staffordshire	1.84	£57.47	45
Eastbourne	4.02	£135.73	90
			Continued overleaf...

TABLE 5.1.7 - Tourism Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Eastleigh	1.68	£42.03	43
Eden	2.04	£35.76	40
Elmbridge	2.67	£18.54†	31
Enfield	8.19	£209.96	136
Epping Forest	2.17	£21.91†	36
Exeter	6.34	£202.12	133
Fareham	2.58	£76.88	54
Forest Heath	2.65	£92.37	42
Forest of Dean	1.41	£28.47	35
Fylde	1.71	£51.23	38
Gateshead	3.82	£107.38	85
Gloucester	3.23	£121.79	75
Gravesham	1.51	£6.52†	31
Great Yarmouth	4.10	£172.75	77
Greenwich	11.02	£466.61	229
Guildford	3.97	£162.36	96
Hackney	7.56	£519.18†	139
Halton	1.61	£29.67	39
Hambleton	3.81	£51.07†	75
Hammersmith and Fulham	7.03	£240.26	135
Harborough	1.05	£21.35	32
Haringey	4.80	£119.34	109
Harrogate	4.99	£137.77	171
Harrow	8.28	£307.57	133
Hart	0.99	£27.78	30
Hastings	1.67	£72.70	44
Havering	5.09	£170.47	99
Herefordshire	4.33	£114.54	137
High Peak	2.95	£56.11	64
Hillingdon	5.92	£209.41	109
Hinckley and Bosworth	3.05	£82.67	66
Horsham	1.95	£47.81	47
Hounslow	4.86	£185.85	105
Huntingdonshire	3.51	£65.43	75
Ipswich	3.31	£133.18	61
Isle of Wight	4.53	£146.90	106
Islington	12.39	£282.76	197
Kensington and Chelsea	11.49	£646.19	266
King's Lynn and West Norfolk	5.53	£169.12	99
			Continued overleaf...

TABLE 5.1.7 - Tourism Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Kingston upon Hull	4.46	£144.62	128
Kingston upon Thames	5.88	£257.34	119
Kirklees	8.77	£113.47†	238
Lambeth	8.29	£214.74	181
Lancaster	3.60	£91.79	99
Leeds	23.02	£683.43	681
Leicester	6.74	£257.69	142
Lewes	1.57	£38.01	42
Lewisham	7.10	£95.62†	147
Lichfield	2.67	£34.94†	64
Lincoln	3.69	£155.29	76
Liverpool	15.76	£609.94	358
Luton	2.17	£31.96†	47
Maidstone	6.02	£220.90	122
Maldon	1.44	£12.56†	32
Malvern Hills	2.76	£46.12	65
Manchester	30.40	£1,497.68	688
Mansfield	1.61	£27.29	36
Medway	4.64	£164.59	102
Melton	2.36	£105.96	30
Mendip	2.43	£89.64	67
Merton	3.87	£92.31	80
Mid Devon	2.11	£56.56	51
Mid Suffolk	2.41	£42.40	33
Mid Sussex	2.80	£59.25	65
Middlesbrough	2.47	£43.00	39
Milton Keynes	7.45	£479.35	132
Mole Valley	2.54	£32.48†	57
New Forest	3.84	£155.82	89
Newark and Sherwood	2.97	£74.98	59
Newcastle upon Tyne	11.00	£356.24	244
Newcastle-under-Lyme	2.38	£91.33	51
Newham	9.80	£373.42	176
North Devon	4.15	£70.20	82
North East Derbyshire	1.16	£20.66	31
North East Lincolnshire	5.03	£140.70	102
North Hertfordshire	3.27	£65.21	57
North Kesteven	2.36	£33.29†	50
North Lincolnshire	2.83	£62.52	93
			Continued overleaf...

TABLE 5.1.7 - Tourism Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011- 2012 Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
North Norfolk	5.60	£109.23	105
North Somerset	4.93	£96.87	126
North Tyneside	3.41	£58.94	69
North Warwickshire	1.15	£19.17	31
North West Leicestershire	2.37	£38.09†	54
Northampton	3.56	£111.08	79
Northumberland	9.90	£269.22	232
Norwich	13.51	£427.35	181
Nottingham	11.20	£894.75†	253
Oldham	2.10	£35.40	54
Oxford	5.52	£171.43	109
Peterborough	5.21	£218.40	97
Plymouth	7.24	£307.08	153
Poole	1.24	£23.08	31
Portsmouth	5.93	£306.78	133
Preston	3.83	£94.50	75
Reading	4.04	£142.39	110
Redbridge	3.72	£74.25	74
Redcar and Cleveland	1.89	£16.20†	37
Reigate and Banstead	2.25	£44.43	49
Ribble Valley	2.76	£67.44	73
Richmond upon Thames	7.08	£341.90	141
Richmondshire	1.71	£35.37	47
Rochdale	2.14	£59.12	55
Rochford	1.55	£29.07	33
Rother	2.60	£92.75	63
Rotherham	3.50	£89.49	76
Rugby	1.88	£42.22	46
Rushcliffe	2.20	£42.89	30
Rushmoor	1.29	£25.26	34
Ryedale	2.23	£50.49	71
Salford	2.41	£76.27	47
Sandwell	1.98	£33.18	47
Scarborough	7.30	£318.83	237
Sefton	6.84	£153.21	139
Selby	1.41	£24.39	50
Sevenoaks	2.54	£122.95	57
Sheffield	12.10	£439.41	336
Shepway	2.96	£110.90	67
			Continued overleaf...

TABLE 5.1.7 - Tourism Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Shropshire	9.58	£301.24	238
Solihull	4.53	£107.54	112
South Bucks	1.61	£44.45	35
South Cambridgeshire	2.59	£129.67	53
South Derbyshire	1.57	£60.40	33
South Gloucestershire	3.38	£81.97	63
South Hams	3.49	£83.09	75
South Holland	1.62	£38.92	34
South Kesteven	4.01	£98.14	80
South Lakeland	8.04	£338.35	164
South Lanarkshire	5.21	£142.01	187
South Norfolk	2.41	£60.18	50
South Northamptonshire	2.49	£119.32	45
South Oxfordshire	2.71	£42.00†	78
South Somerset	2.24	£58.76	49
South Staffordshire	1.91	£42.83	36
South Tyneside	1.46	£21.48†	36
Southampton	6.96	£252.52	153
Southend-on-Sea	2.15	£41.43	38
Southwark	12.45	£219.66	227
Spelthorne	1.78	£36.81	38
St Albans	1.31	£24.52	36
St Edmundsbury	1.89	£41.32	33
Stafford	3.71	£186.87	79
Staffordshire Moorlands	4.01	£147.69	86
Stockport	4.30	£116.89	91
Stockton-on-Tees	1.11	£16.44†	31
Stoke-on-Trent	2.77	£78.75	63
Stratford-on-Avon	4.84	£149.87	109
Stroud	2.11	£46.83	64
Suffolk Coastal	3.71	£67.34	74
Sunderland	1.85	£56.87	45
Surrey Heath	1.37	£36.70	37
Sutton	4.92	£122.28	86
Swale	2.64	£45.11	64
Swindon	3.89	£117.40	90
Tameside	2.03	£35.84	52
Tamworth	1.80	£47.69	42
Tandridge	1.26	£34.50	31
			Continued overleaf...

TABLE 5.1.7 - Tourism Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Taunton Deane	2.64	£141.33	52
Teignbridge	4.71	£118.83	92
Telford and Wrekin	3.26	£101.13	71
Tendring	3.11	£65.42	59
Test Valley	3.06	£71.95	65
Tewkesbury	1.26	£127.92†	30
Thanet	2.70	£113.18	60
Thurrock	3.38	£190.15	67
Tonbridge and Malling	1.88	£20.89†	48
Torbay	5.21	£137.74	120
Torridge	2.52	£72.22	55
Tower Hamlets	8.11	£185.93	173
Trafford	3.04	£63.66	65
Tunbridge Wells	2.90	£69.93	79
Uttlesford	2.24	£38.69	38
Vale of White Horse	2.23	£54.89	51
Wakefield	6.85	£171.53	211
Walsall	3.58	£61.92	78
Waltham Forest	2.52	£87.74	53
Wandsworth	8.99	£240.33	180
Warrington	3.54	£149.09	88
Warwick	4.65	£147.85	99
Watford	1.48	£60.35	32
Waveney	3.06	£74.19	58
Waverley	2.66	£77.91	60
Wealden	3.07	£69.26	92
Welwyn Hatfield	1.54	£60.65	33
West Berkshire	2.70	£44.50†	63
West Devon	2.61	£60.18	46
West Dorset	2.14	£136.03	43
West Lindsey	1.67	£19.05†	44
West Oxfordshire	2.62	£79.59	68
West Somerset	1.39	£49.41	32
Westminster	29.48	£1,794.78	657
Weymouth and Portland	1.66	£98.49	38
Wigan	2.52	£81.69	67
Wiltshire	11.93	£288.88	272
Winchester	3.46	£75.21	90
Windsor and Maidenhead	4.22	£142.82	102
			Continued overleaf...

TABLE 5.1.7 - Tourism Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES	VISITS	EXPENDITURE	2011-2012 Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
Wirral	7.72	£135.20	133
Woking	2.03	£41.73	48
Wokingham	1.21	£20.18	33
Wolverhampton	4.22	£71.59	91
Worcester	2.84	£55.64	68
Worthing	2.15	£32.63†	44
Wychavon	3.30	£218.37†	67
Wycombe	4.03	£181.89	90
Wyre	2.26	£32.67†	46
Wyre Forest	2.01	£46.78	54
York	12.93	£460.75	310

* 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 £33. 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 a 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 5.1.8 - Tourism Day Visits by Welsh Local Authority 2011-2012 2 YEAR AVERAGES	VISITS	EXPENDITURE	2011-2012 Sample (Tourism Day Visits)
	Millions	Millions	N
Blaenau Gwent	0.54	9.43	37
Bridgend	4.48	113.50	239
Caerphilly	1.77	35.44	116
Cardiff	19.28	1048.13	1090
Carmarthenshire	5.28	114.93	299
Ceredigion	3.58	84.65	191
Conwy	6.89	238.48	320
Denbighshire	4.85	101.59	164
Flintshire	2.77	50.15	142
Gwynedd	6.31	179.02	257
Isle of Anglesey	2.95	167.94	110
Merthyr Tydfil	1.04	26.01	74
Monmouthshire	2.98	94.67	153
Neath Port Talbot	2.65	61.24	155
Newport	3.35	139.21	168
Pembrokeshire	5.90	161.18	276
Powys	6.14	221.98	254
Rhondda, Cynon, Taff	3.26	78.86	193
Swansea	8.48	286.24	506
The Vale of Glamorgan	3.46	80.21	177
Torfaen	2.72	53.32	131
Wrexham	2.39	50.66	127

TABLE 5.1.9 - Tourism Day Visits by Scottish Local Authority 2011-2012 2 YEAR AVERAGES	VISITS	EXPENDITURE	2011-2012 Sample (Tourism Day Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
Aberdeen City	5.62	£249.89	195
Aberdeenshire	4.61	£122.55	194
Angus	2.02	£31.50†	86
Argyll and Bute	3.57	£82.36	120
Clackmannanshire	0.80	£17.00	38
Dumfries and Galloway	3.87	£101.15	139
Dundee City	4.25	£163.04	176
East Ayrshire	1.83	£50.96	72
East Lothian	2.68	£81.40	87
Edinburgh	19.36	£927.39	809
Eilean Siar	0.92	£25.68	34
Falkirk	2.32	£85.55	98
Fife	7.40	£248.70	301
Glasgow City	22.54	£1,012.13	878
Highland	7.29	£485.51†	319
Inverclyde	1.85	£38.36	53
Midlothian	1.34	£26.72	53
Moray	2.42	£94.88	90
North Ayrshire	2.80	£92.02	101
North Lanarkshire	2.64	£60.42	123
Perth and Kinross	7.35	£462.57	260
Renfrewshire	3.74	£95.61	148
Scottish Borders	4.12	£96.98	143
South Ayrshire	5.03	£150.54	191
Stirling	4.20	£172.35	186
West Dunbartonshire	1.84	£54.07	64
West Lancashire	2.35	£44.22	49
West Lothian	3.89	£154.69	152

† 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 £33. 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 5.2 – 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 2012.

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 5.2.1 – 3 Hour+ Leisure Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All 3 Hour+ Leisure Day Visits	2807	2378	262	165	£77,194	£64,434	£7,504	£5,142
General Activity – Any Undertaken								
Visiting friends or family	1043	894	93	54	£21,982	£18,325	£2,067	£1,517
Special shopping	298	251	30	17	£18,448	£14,914	£2,309	£1,225
Going out for a meal	567	475	57	34	£25,757	£21,380	£2,594	£1,743
Going on a night out	558	466	56	35	£19,274	£15,297	£2,232	£1,710
Going out for entertainment	221	184	25	11	£8,718	£7,327	£1,045	£343
Undertaking outdoor activities	456	380	44	32	£10,336	£8,212	£1,077	£1,029
Other leisure/ hobbies	215	183	21	11	£4,972	£4,032	£626	£314
Taking part in sports	159	136	14	8	£4,585	£3,437	£582	£562
Watching live sporting events	161	139	14	7	£6,046	£5,180	£454	£409
Going to visitor attractions	152	127	13	12	£6,407	£4,931	£850	£614
Special public events	96	85	6	4	£3,631	£3,341	£130	£160
Special personal events	102	88	9	5	£4,532	£3,654	£448	£429
Day out to health/beauty spa	45	41	2	1	£2,594	£2,286	£86	£222
General day out	262	212	24	25	£9,307	£7,267	£1,127	£884
Other day out for leisure	113	94	11	8	£4,494	£3,314	£633	£535
General Activity – Single/Main Activity								
Visiting friends or family	791	683	68	39	£11,939	£10,072	£985	£847
Special shopping	178	152	17	9	£12,821	£10,764	£1,407	£649
Going out for a meal	254	214	26	14	£9,910	£8,501	£902	£503
Going on a night out	362	303	37	22	£9,910	£7,977	£1,336	£580
Going out for entertainment	150	123	18	9	£5,247	£4,407	£612	£225
Undertaking outdoor activities	228	190	22	16	£2,881	£2,217	£298	£352
Other leisure/ hobbies	119	103	11	5	£1,699	£1,460	£192	£46
Taking part in sports	65	57	5	3	£1,077	£811	£54	£212
Watching live sporting events	91	78	9	4	£2,774	£2,453	£214	£104
Going to visitor attractions	88	74	7	6	£3,278	£2,753	£201	£316
Special public events	50	44	3	3	£1,838	£1,680	£82	£76
Special personal events	67	57	6	4	£1,942	£1,558	£265	£117
Day out to health/beauty spa	15	14	1	1	£713	£637	£60	£17
General day out	137	110	12	14	£3,903	£3,142	£364	£394
Other day out for leisure	52	43	5	4	£2,071	£1,823	£98	£150
None - 2+ activities were of equal importance	139	114	14	11	£5,011	£4,036	£431	£516
Don't know	21	19	1	1	£156	£117	£4	£36

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

TABLE 5.2.2 – 3 Hour+ Leisure Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All 3 Hour+ Leisure Day Visits	2807	2378	262	165	£77,194	£64,434	£7,504	£5,142
Detailed Activity (<1% UK level visits not shown)								
Attended a live music concert	49	41	5	2	£1,996	£1,782	£146	£68
Attended an indoor exhibition	22	20	2	*	£1,129	£906	£206	£17
Attended an outdoor fair/ exhibition/show	30	26	2	1	£1,294	£1,079	£178	£34
Attended an evening class	16	13	1	1	£310	£292	£8	£10
Attended a food/local produce event	21	18	2	1	£1,048	£787	£221	£30
Centre based walking	76	62	8	6	£3,163	£2,557	£209	£388
Cycled - on a road/ surfaced path	28	23	3	2	£1,132	£721	£145	£266
Fishing	14	12	1	2	£906	£528	£152	£226
Went for a drink in a pub, club etc.	482	404	48	29	£17,273	£14,326	£1,660	£1,237
Went for a meal in a restaurant/café/hotel/ pub, etc.	472	391	49	30	£22,999	£19,015	£2,196	£1,719
Went for a snack in a fast food outlet, takeaway, etc.	108	92	9	7	£4,950	£4,196	£412	£339
Went on a guided tour	16	13	2	1	£983	£798	£116	£68
Went to the cinema	114	93	13	7	£3,254	£2,678	£373	£202
Went to the gym, aerobics class, etc.	43	35	4	3	£833	£640	£140	£50
Went to the theatre	42	36	3	2	£2,392	£1,939	£190	£261
Played golf	49	40	6	3	£930	£760	£89	£81
Had a picnic or BBQ	46	37	4	5	£1,965	£1,188	£417	£360
Informal sport (e.g. cricket, football etc)	20	17	2	1	£795	£650	£124	£21
Just relaxed	127	103	13	11	£4,173	£3,395	£422	£317
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	135	108	14	13	£3,582	£2,701	£257	£624
Other arts/cultural event/show	22	17	4	1	£1,186	£939	£226	£21
Played with children	46	37	6	3	£1,529	£1,321	£137	£68
Running, jogging, orienteering	16	14	2	*	£513	£472	£32	£9
Short walk/ stroll - up to 2 miles/ 1hour	108	84	12	12	£3,146	£2,533	£186	£378
Sightseeing by car	34	24	4	5	£1,681	£1,104	£134	£440
Sightseeing on foot	77	61	7	8	£3,515	£2,824	£227	£449
'Special' shopping'	24	20	2	2	£1,361	£1,089	£169	£103
Swimming (indoors or outdoors)	33	28	2	3	£2,337	£2,109	£99	£129
Took part in indoor sports - 5-a-side football, badminton, basketball, ice hockey, etc.	17	15	1	1	£601	£370	£209	£21
Took part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	23	19	3	1	£776	£649	£123	£4
Viewed architecture Traditional (Victorian/ pre-Victorian etc.)	25	21	2	2	£1,172	£967	£47	£155
Visited family for leisure	520	449	44	26	£10,078	£8,655	£962	£414
Visited friends for leisure	310	264	29	17	£6,424	£5,456	£533	£410
					Continued overleaf...			

TABLE 5.2.3 – 3 Hour+ Leisure Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All 3 Hour+ Leisure Day Visits	2807	2378	262	165	£77,194	£64,434	£7,504	£5,142
Detailed Activity (cont.) (<1% UK level visits not shown)								
Visited a beach	49	35	7	6	£1,833	£1,398	£119	£304
Visited a cathedral, church, abbey or other religious building	22	18	2	3	£1,031	£796	£67	£169
Visited a country park	33	26	4	3	£1,550	£895	£485	£170
Visited a garden	44	37	4	3	£1,705	£1,077	£434	£193
Visited a historic house, stately home	26	22	2	2	£1,028	£780	£62	£186
Visited a museum	37	31	4	2	£1,656	£1,306	£167	£179
Visited a theme/ amusement park	21	19	1	2	£1,678	£1,249	£124	£301
Visited a wildlife attraction/ nature	23	19	2	2	£754	£487	£40	£228
Visited a zoo/safari park	15	12	2	2	£1,074	£716	£99	£259
Visited an art gallery	16	14	2	*	£856	£527	£201	£128
Visited a castle/other historic site	24	16	4	4	£1,360	£801	£245	£314
Visited another type of attraction	21	16	3	2	£1,160	£762	£269	£128
Watched a live football match	50	41	7	3	£1,545	£1,217	£214	£112
Watched other live sport (not on TV)	34	28	3	2	£1,329	£1,013	£201	£115
Watched wildlife, bird watching	27	21	4	2	£770	£463	£126	£169
None of these	228	202	16	10	£2,872	£2,520	£181	£171
Type of place visited								
City/large town	1262	1075	132	53	£42,823	£35,900	£4,710	£2,167
Small town	781	660	73	48	£18,419	£15,251	£1,764	£1,360
Village	361	305	28	28	£8,328	£6,654	£797	£869
Rural countryside	320	264	29	26	£9,080	£7,058	£708	£1,295
Seaside resort or town	162	132	12	18	£7,088	£5,507	£597	£980
Seaside coastline - a beach	74	55	8	11	£2,616	£1,740	£263	£611
Other seaside coastline	21	15	2	4	£517	£302	£30	£173
Other	80	71	5	4	£2,162	£2,004	£110	£47
Month of visit								
January	223	189	23	11	£5,910	£4,954	£657	£280
February	211	177	22	11	£5,549	£4,502	£657	£389
March	211	181	18	13	£4,881	£4,086	£454	£341
April	231	196	23	12	£6,125	£5,011	£622	£492
May	242	203	21	18	£6,553	£5,243	£539	£761
June	241	206	20	14	£7,198	£5,867	£853	£474
July	246	209	22	15	£5,942	£5,008	£624	£291
August	273	230	26	17	£7,265	£6,075	£549	£612
September	249	210	21	17	£7,538	£6,463	£586	£483
October	217	185	20	12	£7,224	£6,412	£551	£243
November	204	172	20	12	£6,064	£5,100	£628	£335
December	258	220	24	13	£6,945	£5,713	£783	£441

* Less than 0.5m visits

TABLE 5.2.4 – 3 Hour+ Leisure Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All 3 Hour+ Leisure Day Visits	2807	2378	262	165	£77,194	£64,434	£7,504	£5,142
Transport								
Any car (Net)	1668	1394	159	113	£46,441	£37,732	£4,793	£3,855
Car - own/friends/family	1646	1375	157	112	£45,517	£36,950	£4,727	£3,779
Car – hired	22	19	2	1	£924	£781	£66	£77
Public transport (Net)	431	374	42	16	£15,651	£13,634	£1,471	£547
Train	193	171	15	8	£9,356	£8,396	£594	£366
A regular bus/coach	238	203	27	8	£6,295	£5,238	£877	£180
Organised coach tour	20	17	2	1	£917	845	£46	£25
Taxi	90	77	8	4	£3,348	£2,738	£356	£238
Walked/on foot	409	343	40	26	£5,992	£4,997	£631	£360
Bicycle	37	33	3	1	£267	£250	£4	£14
Minibus	10	9	1	*	£454	£410	£37	£7
Motor cycle	8	7	*	1	£90	£73	£2	£15
Tube	69	67	1	*	£2,208	£2,164	£42	£2-
Tram	10	10	*	*	£376	£372	£4	-
Motorised caravan/campervan	3	2	*	*	£50	£45	-	£5
Plane	5	4	*	*	£444	£355	£31	£47
Boat/ship/ferry	4	3	1	*	£115	£60	£34	£1
Lorry/truck/van	9	6	2	*	£202	£175	£25-	£2
Other	35	31	3	1	£636	£585	£28	£24
Distance travelled								
Less than 5 miles	844	720	77	47	£14,744	£12,614	£1,294	£830
Between 5 and 10 miles	506	432	46	28	£10,575	£9,071	£989	£515
11 to 20 miles	398	334	39	25	£9,455	£7,695	£881	£864
21 to 40 miles	303	253	30	19	£9,267	£7,584	£1,042	£598
41 to 60 miles	158	128	18	11	£6,377	£5,550	£516	£311
61 to 80 miles	93	78	9	6	£4,081	£3,474	£402	£205
81 to 100 miles	76	61	9	6	£4,268	£3,141	£683	£445
Over 100 miles	207	176	17	14	£14,125	£11,651	£1,390	£1,040
Don't know	222	196	17	9	£4,301	£3,653	£307	£335
Average distance travelled (miles)	33	32	33	37				
Duration								
3 hours to 3 hours 59	1167	982	115	69	£28,136	£23,297	£2,986	£1,808
4 hours to 4 hours 59	671	565	63	42	£16,941	£13,987	£1,835	£1,101
5 hours to 5 hours 59	347	296	31	20	£10,563	£8,809	£943	£810
6 hours or more	623	535	52	34	£21,555	£18,341	£1,739	£1,423

* Less than 0.5m visits

TABLE 5.2.5 – 3 Hour+ Leisure Day Visits	VISITS				EXPENDITURE			
	UK	England	Scotland	Wales	UK	England	Scotland	Wales
	Millions				Millions			
All 3 Hour+ Leisure Day Visits	2807	2378	262	165	£77,194	£64,434	£7,504	£5,142
Age								
16-24	542	460	49	33	£12,785	£10,718	£1,393	£673
25-34	547	468	52	28	£16,826	£13,834	£1,796	£1,178
35-44	406	347	36	23	£12,785	£10,826	£961	£993
45-54	431	362	45	24	£13,903	£11,587	£1,345	£939
55-64	380	319	38	24	£9,896	£8,166	£1,081	£611
65+	501	424	43	34	£10,998	£9,303	£928	£748
Children in household								
Children in household	715	614	57	44	£23,119	£19,253	£2,007	£1,586
None	2092	1764	204	121	£54,075	£44,911	£5,497	£3,556
SEG								
AB	766	641	76	48	£25,2622	£21,228	£2,617	£1,721
C1	844	692	97	53	£21,719	£17,734	£2,586	£1,374
C2	584	495	51	38	£16,960	£14,346	£1,419	£1,159
DE	613	550	38	25	£12,894	£11,125	£881	£887
Party composition								
No one, I was on my own	573	495	49	29	£7,364	£6,397	£598	£360
I was with spouse/ partner	1138	954	111	73	£41,723	£34,020	£4,456	£3,195
I was with my child(ren)	410	353	35	22	£14,618	£12,475	£1,254	£877
I was with other members of my family	458	387	42	28	£14,831	£12,254	£1,290	£1,236
I was with a friend / friends	712	600	69	43	£20,134	£16,932	£1,791	£1,387
I was with an organised group	96	82	9	5	£3,075	£2,661	£282	£133
I was with someone else	32	29	2	1	£1,165	£1,099	£17	£46
Marital Status								
Married/ living with partner	1555	2378	159	97	£49,598	£40,496	£5,063	£3,508
Never married (single)	608	1297	50	29	£14,633	£12,610	£1,294	£700
Divorced/ widowed	348	298	29	21	£6,837	£5,629	£654	£555
Living with parents	182	154	16	12	£3,595	£3,005	£342	£248
Domestic partner/ living with other adults	63	55	5	3	£1,495	£1,289	£115	£88
Prefer not to state/ other	51	46	2	3	£1,036	£955	£37	£44

* Less than 0.5m visits

TABLE 5.2.6 - 3 Hour+ Leisure Day Visits by English Ceremonial County 2011-2012 2 YEAR AVERAGES			
	VISITS	EXPENDITURE	2011-2012 Sample (3 Hour+ Visits)
	Millions	Millions	N
Bedfordshire	21.01	£283.26†	402
Berkshire	24.29	£594.62	603
Bristol/Bath area	46.80	£1,088.63	1068
Buckinghamshire	25.82	£879.03	560
Cambridgeshire	33.35	£904.86	609
Cheshire	50.01	£1,298.74	1211
Cornwall and Isles of Scilly	39.98	£1,127.42	803
Cumbria	25.48	£737.73	559
Derbyshire	41.29	£850.84	898
Devon	74.11	£1,726.76	1527
Dorset	12.98	£522.68	311
Durham	19.43	£391.14	430
East Sussex	38.85	£1,171.69	887
Essex	60.70	£1,259.51	1081
Gloucestershire	24.39	£857.35	561
Greater Manchester	101.52	£2,995.21	2213
Hampshire	70.07	£1,649.01	1568
Herefordshire	6.62	£151.19	198
Hertfordshire	37.25	£673.12	664
Isle of Wight	7.08	£188.63	162
Kent	68.23	£1,753.90	1479
Lancashire	60.90	£1,433.77	1237
Leicestershire	36.44	£744.38	695
Lincolnshire	41.35	£1,109.13	764
London	420.65	£15,219.21	8077
Merseyside	54.06	£1,224.00	1125
Norfolk	63.89	£1,422.65	977
North Lincolnshire/Humberside	43.53	£826.94	1176
North Yorkshire	49.43	£1,295.90	1467
Northamptonshire	27.30	£587.16	492
Northumberland	17.03	£394.95	354
Nottinghamshire	44.45	£1,513.66	884
Oxfordshire	25.27	£588.34	569
Rutland	2.32	£54.45	50
Shropshire	19.37	£488.76	466
Somerset	12.43	£408.87	283
South Gloucestershire	5.80	£101.79	119
South Yorkshire	53.37	£1,431.33	1509
Staffordshire	38.94	£1,041.45	815
Suffolk	36.48	£727.73	609
Surrey	37.43	£765.73	802
Tees Valley	13.84	£193.49	274
Tyne and Wear	41.54	£933.79	890
Warwickshire	21.46	£427.60	493
West Midlands	98.83	£2,768.33	1954
West Sussex	30.36	£667.64	657
West Yorkshire	94.91	£1,802.91	2737
Wiltshire	27.62	£527.21	602
Worcestershire	24.79	£586.70	563

† Results for the highlighted counties suggest an average spend per visit of more than double or less than half of the GB average of £27. 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 5.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Allerdale	4.41	£123.45	102
Amber Valley	3.10	£45.71	71
Arun	5.56	£96.41	120
Ashford	5.43	£212.86	118
Aylesbury Vale	3.91	£49.88†	89
Babergh	3.26	£42.71†	60
Barking and Dagenham	6.86	£471.58†	103
Barnet	8.58	£182.95	174
Barnsley	6.62	£122.38	193
Basildon	4.87	£125.20	87
Basingstoke and Deane	7.18	£170.92	148
Bassetlaw	5.10	£162.47	108
Bath and North East Somerset	10.16	£226.04	251
Bedford	6.45	£107.77	124
Bexley	7.75	£150.63	131
Birmingham	48.10	£1,251.04	947
Blaby	3.42	£36.76†	54
Blackburn with Darwen	4.30	£194.61	88
Blackpool	12.74	£478.91	232
Bolsover	1.41	£17.63†	35
Bolton	10.81	£221.57	195
Boston	3.15	£67.41	57
Bournemouth	3.38	£109.88	84
Bracknell Forest	1.99	£30.28	47
Bradford	18.42	£340.33	517
Braintree	7.91	£99.69†	135
Breckland	6.43	£84.34†	96
Brent	9.14	£156.85	149
Brentwood	2.48	£39.03	41
Brighton and Hove	16.96	£678.72	372
Bristol	29.06	£740.93	641
Broadland	4.86	£57.63†	74
Bromley	12.91	£232.64	256
Bromsgrove	3.91	£77.37	93
Broxbourne	1.98	£42.58	42
Broxtowe	1.93	£58.37	34
Burnley	5.13	£75.29	88
Bury	6.41	£112.53	133
Calderdale	9.52	£135.46	271
			Continued overleaf...

TABLE 5.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Cambridge	9.17	£264.12	170
Camden	19.44	£733.85	385
Cannock Chase	3.25	£125.08	72
Canterbury	8.00	£211.12	188
Carlisle	4.99	£157.23	116
Castle Point	2.29	£30.56†	44
Central Bedfordshire	9.48	£96.80†	172
Charnwood	5.44	£70.99†	111
Chelmsford	7.92	£198.93	131
Cheltenham	6.03	£197.93	146
Cherwell	4.23	£125.76	94
Cheshire East	16.74	£426.36	358
Cheshire West and Chester	21.44	£639.10	568
Chesterfield	5.78	£96.41	111
Chichester	6.60	£176.22	147
Chiltern	2.35	£53.92	59
Chorley	3.92	£45.70†	87
City of London	49.81	£3,009.03†	898
Colchester	9.44	£246.73	145
Copeland	2.02	£45.00	50
Cornwall	39.86	£1,132.55	798
Cotswold	3.92	£263.09†	95
County Durham	15.00	£324.76	331
Coventry	14.05	£377.15	263
Craven	4.03	£86.20	133
Crawley	5.38	£176.00	107
Croydon	13.54	£319.13	254
Dacorum	4.74	£60.91†	96
Darlington	4.44	£66.38	99
Dartford	4.16	£193.24	87
Daventry	2.48	£69.78	51
Derby	12.93	£257.51	269
Derbyshire Dales	7.01	£157.97	165
Doncaster	12.27	£224.02	334
Dover	5.57	£144.93	110
Dudley	9.95	£241.47	191
Ealing	6.26	£287.74	133
East Cambridgeshire	3.45	£65.87	55
East Devon	6.17	£175.99	149
			Continued overleaf...

TABLE 5.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
East Hampshire	3.20	£39.48†	81
East Hertfordshire	7.11	£144.87	107
East Lindsey	10.57	£474.40	204
East Northamptonshire	2.61	£45.74	42
East Riding of Yorkshire	16.31	£246.05	459
East Staffordshire	4.07	£73.37	87
Eastbourne	7.07	£183.54	136
Eastleigh	3.34	£78.07	79
Eden	2.62	£52.59	52
Elmbridge	3.90	£22.32†	45
Enfield	10.38	£230.98	177
Epping Forest	2.93	£39.70	51
Epsom and Ewell	1.89	£58.13	43
Erewash	3.27	£140.57	61
Exeter	11.87	£305.31	229
Fareham	4.04	£107.28	88
Fenland	1.72	£40.86	35
Forest Heath	4.00	£130.16	69
Forest of Dean	3.77	£57.33	57
Fylde	2.07	£59.70	45
Gateshead	7.55	£145.70	151
Gedling	1.79	£19.08†	41
Gloucester	5.45	£153.53	129
Gosport	3.43	£29.61†	77
Gravesham	3.82	£31.76†	69
Great Yarmouth	7.08	£299.82	110
Greenwich	14.43	£509.59	283
Guildford	6.42	£191.50	158
Hackney	8.90	£528.36†	163
Halton	4.95	£75.88	108
Hambleton	5.38	£56.10†	103
Hammersmith and Fulham	9.04	£263.87	177
Harborough	1.78	£27.06	50
Haringey	6.77	£164.92	138
Harlow	3.26	£52.32	67
Harrogate	6.50	£159.38	239
Harrow	10.56	£400.08	170
Hart	2.23	£31.31	57
Hartlepool	1.59	£27.94	38
			Continued overleaf...

TABLE 5.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Hastings	3.60	£97.41	87
Havant	2.43	£48.21	61
Havering	8.10	£202.92	148
Herefordshire	6.62	£151.19	198
Hertsmere	1.73	£33.51	34
High Peak	3.54	£63.94	81
Hillingdon	9.92	£260.54	168
Hinckley and Bosworth	4.91	£98.59	92
Horsham	2.77	£52.35	64
Hounslow	6.74	£390.32†	134
Huntingdonshire	6.29	£93.81	115
Hyndburn	1.81	£19.14†	41
Ipswich	8.12	£213.81	138
Isle of Wight	7.08	£188.63	162
Islington	16.19	£362.62	268
Kensington and Chelsea	13.09	£685.82	303
Kettering	3.26	£77.97	52
King's Lynn and West Norfolk	9.24	£196.34	156
Kingston upon Hull	13.11	£263.06	334
Kingston upon Thames	8.63	£301.30	161
Kirklees	16.39	£203.87†	424
Knowsley	1.39	£23.25	30
Lambeth	10.87	£275.95	239
Lancaster	5.20	£113.80	136
Leeds	39.41	£904.17	1171
Leicester	14.49	£371.64	276
Lewes	2.39	£42.86	64
Lewisham	9.98	£114.86†	197
Lichfield	4.99	£57.28†	114
Lincoln	9.47	£238.07	158
Liverpool	27.75	£845.41	633
Luton	5.07	£78.68	106
Maidstone	8.94	£266.66	185
Maldon	1.75	£16.36†	38
Malvern Hills	4.52	£82.12	103
Manchester	48.96	£2,034.63	1092
Mansfield	4.63	£50.03†	80
Medway	8.38	£190.87	167
Melton	2.98	£109.97	45
			Continued overleaf...

TABLE 5.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Mendip	3.31	£90.99	83
Merton	5.12	£108.61	111
Mid Devon	3.36	£60.87	78
Mid Suffolk	3.11	£49.08	49
Mid Sussex	4.61	£93.98	104
Middlesbrough	6.59	£111.09	110
Milton Keynes	11.47	£523.17	216
Mole Valley	3.42	£42.09†	84
New Forest	5.51	£168.63	134
Newark and Sherwood	4.71	£110.29	95
Newcastle upon Tyne	20.48	£562.63	437
Newcastle-under-Lyme	3.91	£101.45	86
Newham	12.05	£406.69	221
North Devon	5.93	£95.13	126
North Dorset	1.21	£46.64	31
North East Derbyshire	2.22	£29.14†	58
North East Lincolnshire	8.40	£219.44	187
North Hertfordshire	7.16	£101.60	105
North Kesteven	4.64	£44.87†	86
North Lincolnshire	5.71	£98.40	196
North Norfolk	9.36	£135.00	158
North Somerset	7.86	£134.60	182
North Tyneside	5.82	£105.57	121
North Warwickshire	1.48	£20.66	37
North West Leicestershire	3.37	£50.00	69
Northampton	10.17	£217.97	181
Northumberland	17.03	£394.95	354
Norwich	22.75	£578.59	311
Nottingham	21.49	£1,050.35	448
Nuneaton and Bedworth	2.99	£31.31†	73
Oldham	5.31	£101.53	124
Oxford	9.11	£226.92	173
Pendle	2.38	£34.10	53
Peterborough	9.05	£301.53	154
Plymouth	18.52	£491.33	364
Poole	1.50	£25.46	39
Portsmouth	11.40	£393.27	243
Preston	7.73	£174.99	149
Reading	8.42	£297.08	216
			Continued overleaf...

TABLE 5.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Redbridge	5.42	£103.82	98
Redcar and Cleveland	3.31	£30.48†	65
Redditch	2.80	£53.29	58
Reigate and Banstead	4.49	£64.83	86
Ribble Valley	5.95	£98.09	116
Richmond upon Thames	8.96	£359.70	170
Richmondshire	1.89	£36.33	58
Rochdale	4.20	£77.92	110
Rochford	2.42	£34.45	56
Rother	3.99	£99.06	92
Rotherham	7.35	£151.89	181
Rugby	3.31	£56.20	85
Runnymede	1.93	£54.26	45
Rushcliffe	3.19	£50.87	52
Rushmoor	2.79	£36.54†	66
Rutland	2.32	£54.45	50
Ryedale	3.40	£68.38	102
Salford	4.05	£100.83	80
Sandwell	4.53	£67.69	98
Scarborough	9.97	£349.51	307
Sedgemoor	1.81	£56.82	36
Sefton	12.95	£238.90	252
Selby	3.33	£51.41	102
Sevenoaks	3.94	£138.96	88
Sheffield	27.89	£961.27	827
Shepway	4.57	£127.27	101
Shropshire	14.34	£361.72	368
Slough	1.79	£45.16	41
Solihull	7.59	£598.11†	161
South Bucks	1.87	£49.80	48
South Cambridgeshire	3.67	£138.66	80
South Derbyshire	2.51	£68.36	61
South Gloucestershire	5.80	£101.79	119
South Hams	4.53	£89.27	102
South Holland	3.29	£60.16	49
South Kesteven	7.02	£192.44	133
South Lakeland	10.93	£370.03	223
South Lanarkshire	10.05	£204.64	360
South Norfolk	4.79	£72.10	82
			Continued overleaf...

TABLE 5.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
South Northamptonshire	3.78	£129.89	72
South Oxfordshire	4.39	£65.56	114
South Ribble	1.48	£26.55	33
South Somerset	2.64	£63.42	61
South Staffordshire	3.21	£49.97	59
South Tyneside	2.98	£35.41†	79
Southampton	14.73	£375.25	309
Southend-on-Sea	3.37	£60.71	62
Southwark	17.74	£264.70	290
Spelthorne	2.65	£50.00	58
St Albans	2.31	£55.52	59
St Edmundsbury	3.72	£62.12	65
St. Helens	2.52	£63.34	53
Stafford	6.10	£227.67	119
Staffordshire Moorlands	5.50	£224.91	125
Stevenage	4.52	£54.32†	63
Stockport	8.23	£210.20	173
Stockton-on-Tees	2.35	£23.98†	61
Stoke-on-Trent	5.47	£140.76	104
Stratford-on-Avon	6.75	£168.93	149
Stroud	3.63	£56.53	96
Suffolk Coastal	6.20	£107.06	115
Sunderland	5.51	£119.04	117
Surrey Heath	2.74	£57.00	57
Sutton	6.49	£135.79	116
Swale	3.84	£52.51	97
Swindon	6.91	£166.27	165
Tameside	3.98	£62.35	93
Tamworth	3.36	£70.81	76
Tandridge	2.63	£42.05	52
Taunton Deane	2.90	£146.77	62
Teignbridge	6.11	£143.11	123
Telford and Wrekin	5.38	£134.01	109
Tendring	4.67	£80.30	89
Test Valley	4.68	£83.25	103
Tewkesbury	1.59	£128.94†	38
Thanet	4.60	£165.06	99
Three Rivers	1.23	£15.84†	36
Thurrock	4.13	£196.35	77
			Continued overleaf...

TABLE 5.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Tonbridge and Malling	3.35	£45.94	77
Torbay	9.04	£204.73	192
Torridge	4.15	£82.81	87
Tower Hamlets	9.69	£204.23	206
Trafford	5.06	£90.54	99
Tunbridge Wells	5.68	£107.88	125
Uttlesford	3.47	£44.12†	64
Vale of White Horse	3.59	£76.63	86
Wakefield	11.43	£219.89	363
Walsall	6.86	£143.14	137
Waltham Forest	4.22	£93.25	78
Wandsworth	11.10	£273.97	222
Warrington	7.37	£191.78	179
Warwick	7.34	£180.53	157
Watford	3.81	£100.56	71
Waveney	8.11	£124.69	114
Waverley	4.12	£115.58	103
Wealden	5.12	£91.67	143
Wellingborough	3.52	£33.45†	62
Welwyn Hatfield	2.65	£63.42	51
West Berkshire	4.30	£53.62†	101
West Devon	4.44	£78.22	77
West Dorset	2.24	£142.46†	46
West Lindsey	3.20	£31.78†	77
West Oxfordshire	3.96	£93.47	102
West Somerset	1.77	£50.87	41
Westminster	40.67	£2,050.23	896
Weymouth and Portland	1.86	£98.49	44
Wigan	8.47	£185.08	184
Wiltshire	20.79	£365.49	440
Winchester	5.16	£87.20	124
Windsor and Maidenhead	5.84	£169.45	147
Wirral	12.80	£191.36	224
Woking	3.40	£75.99	76
Wokingham	2.32	£26.01†	64
Wolverhampton	8.31	£119.74	170
Worcester	4.26	£78.55	105
Worthing	4.26	£61.10	87
Wychavon	4.63	£226.87	100
			Continued overleaf...

TABLE 5.2.7 - 3 Hour+ Leisure Day Visits by English Local Authority 2011-2012 2 YEAR AVERAGES	VISITS	EXPENDITURE	2011-2012 Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
Wycombe	6.34	£215.67	150
Wyre	3.19	£35.86†	67
Wyre Forest	4.66	£68.50	104
York	17.27	£555.37	484

* 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 areas suggest an average spend per visit of more than double or less than half of the GB average of £27. 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 5.2.8 - 3 Hour+ Leisure Day Visits by Welsh Local Authority 2011-2012 2 YEAR AVERAGES	VISITS	EXPENDITURE	2011-2012 Sample (3 Hour+ Visits)
	Millions	Millions	N
Blaenau Gwent	1.49	£20.50	95
Bridgend	7.47	£161.54	395
Caerphilly	3.37	£59.03	215
Cardiff	34.51	£1,416.63	2,111
Carmarthenshire	9.06	£166.09	537
Ceredigion	5.23	£138.55	292
Conwy	9.19	£259.54	445
Denbighshire	6.40	£121.12	245
Flintshire	4.29	£63.37	243
Gwynedd	8.28	£212.41	397
Isle of Anglesey	3.61	£180.98	158
Merthyr Tydfil	2.12	£76.65	123
Monmouthshire	4.48	£112.84	258
Neath Port Talbot	4.69	£93.88	270
Newport	7.32	£213.90	422
Pembrokeshire	8.12	£212.49	400
Powys	8.34	£319.12	389
Rhondda, Cynon, Taff	6.14	£209.06	393
Swansea	17.73	£442.73	1013
The Vale of Glamorgan	5.60	£116.20	322
Torfaen	4.64	£87.20	237
Wrexham	6.13	£109.86	326

TABLE 5.2.9 - 3 Hour+ Leisure Day Visits by Scottish Local Authority 2011-2012 2 YEAR AVERAGES			2011-2012 Sample (3 Hour+ Visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	VISITS	EXPENDITURE	
	Millions	Millions	N
Aberdeen City	14.18	£465.09	531
Aberdeenshire	8.32	£388.90	327
Angus	4.99	£50.82†	179
Argyll and Bute	5.31	£128.74	181
Clackmannanshire	1.56	£71.94	66
Dumfries and Galloway	6.47	£125.45	257
Dundee City	10.76	£300.29	422
East Ayrshire	3.46	£78.94	140
East Dunbartonshire	1.25	£11.79†	56
East Lothian	4.99	£110.70	159
East Renfrewshire	0.89	£6.90†	32
Edinburgh	41.67	£1,416.68	1797
Eilean Siar	1.06	£27.56	41
Falkirk	4.52	£122.33	189
Fife	13.36	£365.42	518
Glasgow City	49.22	£1,550.67	2,022
Highland	10.69	£534.18	460
Inverclyde	3.65	£67.64	114
Midlothian	3.01	£47.82	114
Moray	4.52	£118.21	159
North Ayrshire	5.66	£144.56	207
North Lanarkshire	5.87	£108.49	240
Orkney Islands	1.73	£80.73	45
Perth and Kinross	10.60	£560.55	397
Renfrewshire	7.75	£173.92	292
Scottish Borders	6.90	£113.09	234
South Ayrshire	7.36	£187.49	286
Stirling	5.56	£212.24	253
West Dunbartonshire	2.91	£69.21	111
West Lancashire	3.73	£58.53	81
West Lothian	7.20	£210.62	273

† Results for the highlighted areas suggest an average spend per visit of more than double or less than half of the GB average of £27. 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 VisitScotland to discuss how best to interpret the findings.

Table 5.3 – 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 5.3 – 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	8799	7358	920	521
General Activity – Any Undertaken				
Visiting friends or family	2402	2021	239	142
Special shopping	945	793	97	55
Going out for a meal	1448	1215	150	83
Going on a night out	1072	911	99	62
Going out for entertainment	443	373	48	22
Undertaking outdoor activities	2314	1920	252	142
Other leisure/ hobbies	651	556	62	33
Taking part in sports	936	776	107	53
Watching live sporting events	390	338	34	18
Going to visitor attractions	261	225	22	14
Special public events	204	179	15	10
Special personal events	171	149	13	9
Day out to health/beauty spa	111	100	7	4
General day out	506	430	47	29
Other day out for leisure	204	172	20	12
Visit Duration				
Less than an hour	1400	1174	144	83
1 hour to 1 hour 59	2637	2167	303	166
2 hours to 2 hours 59	1956	1628	212	116
3 hours to 3 hours 59	1165	986	114	65
4 hours to 4 hours 59	670	568	63	40
5 hours to 5 hours 59	345	294	33	19
6 hours or more	626	542	52	33

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

Appendices

Summary of survey approach

During the 12 months of GBDVS from January to December 2012 some 35,262 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 33,788 visits which lasted 3 hours or more and in subsequent analysis a sub-set of 20,689 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 2012. 2012 represented the second year of survey fieldwork and the survey will continue until at least the end of 2013.

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 2012 25,140 of the completed interviews respondents were drawn from the Lightspeed Sample while the remaining 10,122 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 were drawn from the Lightspeed Panel.

Demographic quotas

As in 2011, during 2012 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.

When fieldwork for the first year of the survey 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. This revised quota target continued to be applied during 2012.

Also 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	11,370
C1	14,067
C2	10,342
DE	13,457
	Terminal Age Education
16 years or younger	24,188
17-19 years	10,635
20 years or older	10,961
Still Studying	3,453

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, 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 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 2012 involved some 35,262 interviews and the weighting solution used was estimated to have an efficiency of around 70%. On that basis the effective total sample size could be estimated at being around 25,000.

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.

	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	25,000	17,500	3,500
Result			
10% or 90%	+/- 0.31%	+/- 0.37%	+/- 0.99%
20% or 80%	+/- 0.42%	+/- 0.50%	+/- 1.33%
30% or 70%	+/- 0.48%	+/- 0.57%	+/- 1.52%
40% or 60%	+/- 0.51%	+/- 0.61%	+/- 1.62%
50%	+/- 0.52%	+/- 0.62%	+/- 1.66%

By comparison Natural England's MENE survey which also collects details of frequency of leisure participation through weekly waves of fieldwork and a 7 day diary approach has an annual effective sample size of around 28,000 interviews. The data collected in this survey is used to obtain an estimate of total annual visits to the natural environment, following a very similar weighting and grossing approach to that applied in GBDVS.

As 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

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



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