

The GB Day Visitor

Statistics 2014



GB Day Visits 2014

This report presents the main findings of the 2014 Great Britain Day Visits Survey (GBDVS 2014). 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 2014 is jointly sponsored by the statutory tourist boards of England and Scotland and Visit Wales (the Tourism Department of the Welsh Government).

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Introduction



Section 1: Introduction

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

The survey aims to measure the volume, 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 2015.

This report contains the results of the 2014 survey, including comparisons of these results with those obtained in 2011, 2012 and 2013. 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 2014 was undertaken using an online methodology with a total of 34,990 interviews conducted with adults aged 16 and over who were resident in England, Scotland and Wales during 52 weekly survey waves.

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

Weighting

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

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

The second stage involved the 'grossing up' of the data provided by respondents regarding the leisure visits they had taken in the last seven days to allow estimates of the total volume and 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 three visits to be recorded but they may have taken more) was also taken into account to ensure that the final weighted data could be considered to be representative of all visits taken by the wider sample.

Further details of the weighting approach 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 2014 questionnaire content, the full questionnaire is appended to the Methods and Performance report.

Table 1.1 – GBDVS 2014 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 three 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 answer options)
20-22	Inclusion of secondary destination(s) in visit
23	Visit duration – overall, time spent travelling, time in different destinations
24-25	Party composition
26-28	Visit expenditure – items purchased, amounts spent
29	Regularity take visit i.e. to same place to do same activity
30	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)
31	Overall experience of destination
32	Likelihood to recommend destination
33	Likelihood to revisit destination
34	Rating of destination compared to others in UK

Table 1.1 – GBDVS 2014 Summary of questionnaire content

Question no.	Question (N.B. exact wording is not used below)
Section 5	Classification questions
40	Region of residence
40b	London borough live in
41	Village, town or city live in
45-47	Place work in if different from place of residence
48-50	Place study in if different from place of residence
51-52	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) Disability and accessibility Sexual orientation Ethnicity

Note: Questions on disability and accessibility, sexual orientation and ethnicity were added from 2013. Codes relating to attending Commonwealth Games related events and the Ryder Cup were added to Q19 in 2014.

To avoid an excessively long questionnaire length, details of a maximum of three visits lasting 3 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 2014 survey, key details were recorded in Section 2 of the questionnaire for 113,417 Leisure Day Visits. Of this total, full details were recorded in Section 3 for those 31,075 Leisure Day Visits which lasted at least 3 hours in duration. As described in the next section, a subset of 19,096 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	113,417	31,075	19,096
England	79,191	22,020	13,857
Scotland	17,116	4,585	2,528
Wales	17,110	4,470	2,711

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 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 2014, 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 Q29)
- **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 three of the seaside/coastline answer options

Rounding of percentages

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

Scope of this report

This report provides the main results of GBDVS 2014 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, West Dunbartonshire, Falkirk, Stirling, City of Glasgow, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire, East Ayrshire, North Ayrshire and South Ayrshire local authority areas
- **East of Scotland** – Perth & Kinross, Angus, City of Dundee, Fife, City of Edinburgh, East Lothian, Midlothian and West Lothian local authority areas
- **South of Scotland** – Dumfries & Galloway and Scottish Borders local authority areas

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.

Tourism Day Visits



Section 2: Tourism Day Visits

This section describes the volume, value and characteristics of Tourism Day Visits taken by GB residents during 2014.

Volume and value of visits

During 2014, GB residents took a total of 1,585 million Tourism Day Visits to destinations in England, Scotland or Wales. Around £54 billion was spent during these trips.

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 (1,345 million visits or 85% of the total) while 8% of visits (127 million) were taken to Scottish destinations and 6% to places in Wales (90 million). The distribution of expenditure during visits broadly reflects this pattern.

Within the English regions, the highest volume of visits was taken in London (274 million visits) where the total value of day visits during 2014 was around £10.7 billion. The English region with the lowest volume of visits was the North East, the destination for an estimated 63 million visits involving around £2.3 billion expenditure.

In Scotland the largest volume of visits were taken to destinations in the West (62 million) while in Wales the largest volume of visits were taken in the South East (34 million).

The regional distribution of visits generally reflects the population distribution with the notable exception of London which is the destination for 17% of visits but place of residence for just 13% of the population.

Volume and value of GB Tourism Day Visits over time

The 1,585 million Tourism Day Visits that were taken by GB residents during 2014 is very similar to the volume of visits taken in 2013 (1,588 million Tourism Day Visits). Total expenditure during these visits also remained stable year on year at £53.9 billion in 2013 and £53.8 billion in 2014.

When looking individually at each of the GB nations, the volume and value of Tourism Day Visits in England also decreased slightly between 2013 and 2014 from 1,370 million to 1,345 million with a similar level of decrease in expenditure. However, in Scotland the volume of Tourism Day Visits increased by 3% between 2013 and 2014 while the value increased by 8%. In Wales while the volume of visits increased by 1% value decreased by 13%.

For further details on Tourism Day Visit trends between 2011 and 2014, please refer to Section 3 of this report.

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

	Visits		Expenditure		GB population distribution (16+ population)
	Millions	% of total	Millions	% of total	% of total
GB total	1,585	100%	£53,768	100%	
English Regions	Millions	% of total	Millions	% of total	% of total
North East England	63	4%	£2,277	4%	4%
North West England	160	10%	£5,370	10%	12%
Yorkshire and The Humber	131	8%	£4,147	8%	9%
East Midlands	95	6%	£2,586	5%	7%
West Midlands	119	8%	£3,864	7%	9%
East of England	130	8%	£3,913	7%	10%
London	274	17%	£10,732	20%	13%
South East England	227	14%	£7,571	14%	14%
South West England	146	9%	£4,691	9%	9%
England	1,345	85%	£45,101	84%	86%
Scottish Regions	Millions	% of total	Millions	% of total	% of total
North Scotland	13	1%	£744	1%	2%
West Scotland	62	4%	£2,119	4%	4%
East Scotland	49	5%	£2,047	4%	3%
South Scotland	7	*	£208	*	1%
Scotland total	127	8%	£5,020	9%	9%
Welsh Regions	Millions	% of total	Millions	% of total	% of total
North Wales	25	2%	£1,050	2%	1%
Mid Wales	16	1%	£353	*	*
South West Wales	19	1%	£572	1%	1%
South East Wales	34	2%	£1,150	2%	2%
Wales total	90	6%	£2,677	5%	5%

Note: * Less than 0.5%

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.

Table 2.1.1 – Change over time in headline volume and value of visits

	Visits					Expenditure				
	2011	2012	2013	2014	% change 2014/2013	2011	2012	2013	2014	% change 2014/2013
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
England	1,307	1,467	1,370	1,345	-2%	£42,670	£48,459	£46,024	£45,101	-2%
Scotland	134	142	124	127	+3%	£6,152	£4,651	£4,647	£5,020	+8%
Wales	102	101	89	90	+1%	£2,939	£3,834	£3,061	£2,677	-13%
GB total	1,545	1,712	1,588	1,585	0%	£52,040	£57,052	£53,947	£53,768	0%

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 (167 million visits), the first three months of the year saw the fewest visits. As illustrated in Figure 2.2, the seasonal effect is less pronounced in the total expenditure levels by month, however, the highest value month is August when some £6.2 billion was spent on Tourism Day Visits.

Figure 2.1 – 2014 Tourism Day Visits: Volume of visits by month (millions)

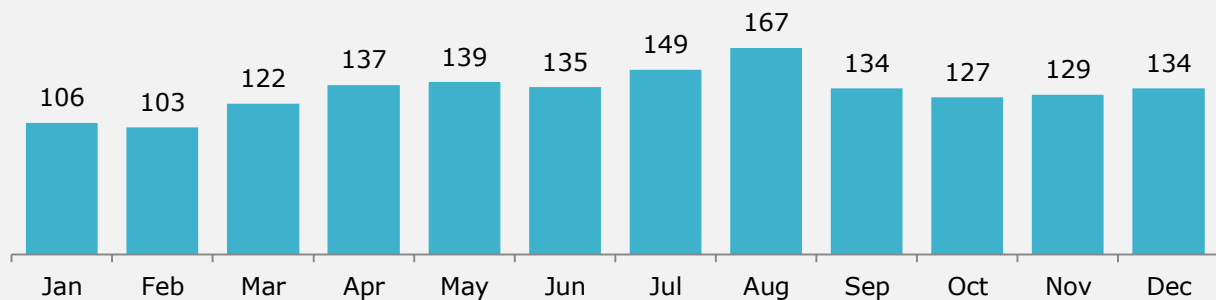


Figure 2.2 – 2014 Tourism Day Visits: Expenditure on visits by month (£ millions)

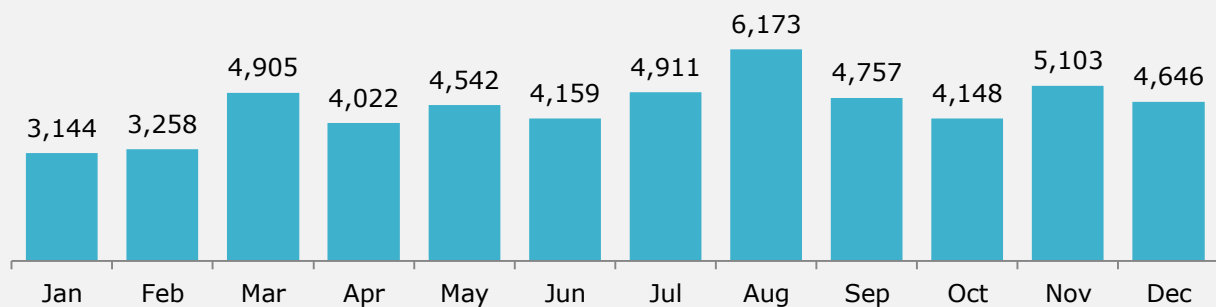


Table 2.2 illustrates the quarterly volumes of visits and total visit expenditure within each of the GB nations. The seasonal pattern observed varies between country with more pronounced seasonal variations in visit volumes recorded in Wales and Scotland but a more equal season distribution of visits in England.

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

Visits	GB		England		Scotland		Wales	
Quarter	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan – Mar	331	21%	286	21%	27	21%	16	18%
Apr – Jun	412	26%	343	26%	31	24%	32	35%
Jul – Sep	451	28%	377	28%	41	32%	25	27%
Oct – Dec	391	25%	339	25%	29	23%	18	20%
Total	1,585		1,345		127		90	

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

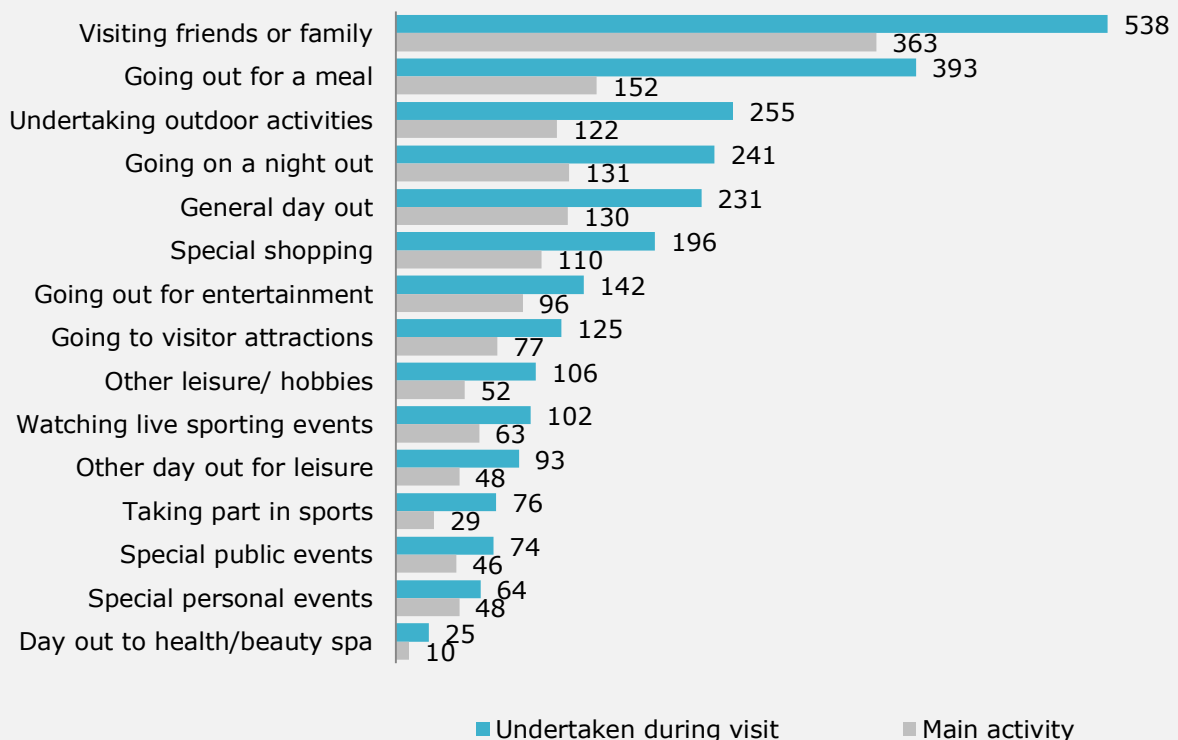
Expenditure	GB		England		Scotland		Wales	
Quarter	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan – Mar	£11,307	21%	£9,929	22%	£921	18%	£408	15%
Apr – Jun	£12,723	24%	£10,673	24%	£940	19%	£816	30%
Jul – Sep	£15,841	29%	£12,745	28%	£1,797	36%	£889	33%
Oct – Dec	£13,896	26%	£11,755	26%	£1,361	27%	£564	21%
Total	£53,768		£45,101		£5,020		£2,677	

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. Visits for the purpose of seeing friends or family were most common overall, with 538 million (34%) of the Tourism Day Visits taken by GB residents in 2014 for this reason, while this was the main activity for 363 million visits (23%). The other most frequently undertaken activities included eating out (included in 393 million visits), undertaking outdoor activities (255 million visits) and nights out (241 million visits).

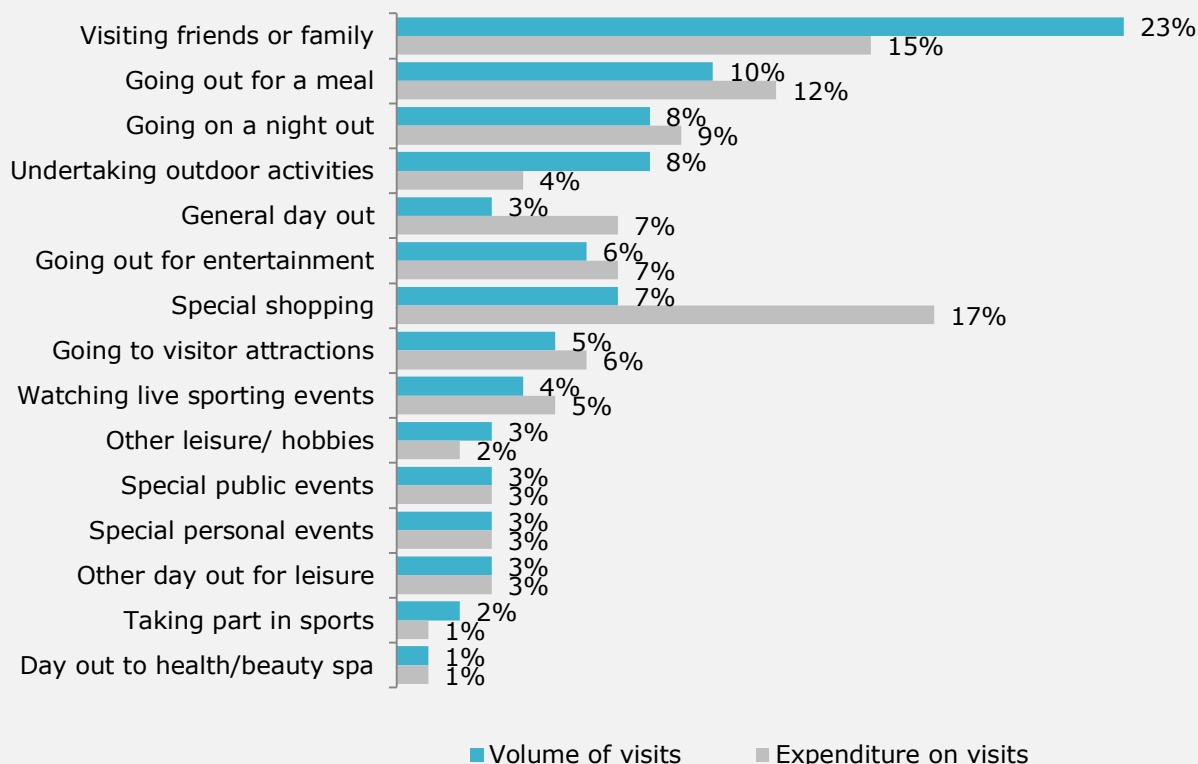
Figure 2.3 – 2014 Tourism Day Visits: Volume of visits by activities undertaken – all GB residents (millions)



Note: See Table 1.3 for full wording of activities used in questionnaire. 5.7% of visits (90 million) had no single main activity.

Figure 2.4 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, general days out 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 23% of visits but these visits represent just 15% of total visit expenditure.

Figure 2.4 – 2014 Tourism Day Visits: Volume and value of visits by main activities undertaken – all GB residents (% of total)



Note: See Table 1.3 for full wording of activities used in questionnaire. 5.7% of visits (90 million) 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 around a fifth of all visits. 318 million visits were taken in England for this purpose (24% of all visits), 28 million were taken in Scotland (22%) and 17 million were taken in Wales (19%). 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 'going out for a meal' (most notably in Scotland with 18% of expenditure spent on these visits (£908 million)).

Table 2.3 – Tourism Day Visits: Volume and value of visits by main activity and destination country (millions)

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Visiting friends or family	363	318	28	17	£8,159	£6,798	£610	£467
Going out for a meal	152	131	12	9	£6,602	£5,351	£908	£295
Going on a night out	131	113	9	7	£4,695	£4,050	£367	£208
Undertaking outdoor activities	122	100	12	9	£1,980	£1,652	£175	£133
General day out	130							
Going out for entertainment	97	84	8	4	£3,837	£3,429	£306	£95
Special shopping	110	95	9	5	£9,039	£7,844	£760	£410
Going to visitor attractions	77	66	7	3	£2,947	£2,525	£282	£86
Watching live sporting events	63	52	6	3	£2,472	£1,922	£320	£98
Other leisure/hobbies	52	44	4	3	£912	£714	£170	£28
Special public events	46	40	4	2	£1,609	£1,423	£122	£54
Special personal events	48	42	3	2	£1,624	£1,388	£150	£65
Other day out for leisure	48	39	5	3	£1,516	£1,299	£94	£86
Taking part in sports	29	21	2	7	£555	£476	£23	£55
Day out to health/beauty spa	10	9	0.7	0.5	£350	£262	£35	£28
Total	1,585	1,345	127	90	£53,768	£45,101	£5,020	£2,677

Note: See Table 1.3 for full wording of activities used in questionnaire. 5.7% of visits (90 million) had no single main activity.

Table 2.4 shows the volume and proportion 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, going on special shopping trip 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 locations.

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	136	20%	120	30%	94	25%	27	17%
Going out for a meal	66	10%	42	11%	37	10%	11	7%
Going on a night out	70	10%	36	9%	20	5%	8	5%
Undertaking outdoor activities	26	4%	22	6%	60	16%	21	13%
General day out	40	6%	27	7%	39	10%	32	20%
Going out for entertainment	66	10%	19	5%	7	2%	4	2%
Special shopping	74	11%	25	6%	6	2%	8	5%
Going to visitor attractions	30	4%	11	3%	27	7%	8	4%
Watching live sporting events	40	6%	14	3%	8	2%	3	2%
Other leisure/hobbies	23	3%	11	3%	14	4%	4	3%
Special public events	25	4%	10	3%	9	2%	3	2%
Special personal events	17	3%	15	4%	16	4%	2	1%
Other day out for leisure	16	2%	10	3%	12	3%	11	7%
Taking part in sports	15	2%	8	2%	6	2%	1	1%
Day out to health/beauty spa	4	1%	2	1%	4	1%	1	1%
Total	682		368		353		144	

Note: See Table 1.3 for full wording of activities used in questionnaire. 5.7% of visits (90 million) had no single main activity.

As shown in Table 2.5, visiting friends and family was also the most frequently reported main activity in all of the English regions. In the South East of England it was the main activity in almost 1 in 3 visits taken (31%).

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 The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	15	32	29	21	28	32	57	66	33
Going out for a meal	4	16	9	10	13	12	30	22	14
Going on a night out	6	17	14	8	11	7	29	14	8
Outdoor activities	4	13	12	8	6	12	16	15	15
General day out	4	12	11	10	9	11	15	19	17
Going out for entertainment	4	11	9	4	7	5	25	12	7
Special shopping	6	12	10	7	9	10	18	14	9
Going to visitor attractions	2	8	4	5	7	7	14	11	8
Watching live sporting events	4	8	5	5	5	4	11	7	3
Other leisure/hobbies	2	5	3	3	3	5	12	9	3
Special public events	1	4	4	3	4	2	12	5	4
Special personal events	2	3	4	3	6	5	8	8	3
Other day out for leisure	2	4	4	3	3	4	5	7	7
Taking part in sports	*	3	2	2	1	2	6	2	2
Day out to health/beauty spa	1	1	4	*	1	2	2	1	1
Total	63	160	131	95	119	130	274	227	146

Note: * Less than 0.5 million visits

See Table 1.3 for full wording of activities used in questionnaire. 6% of visits (90 million) had no single main activity.

Comparing the activities undertaken in the Welsh regions (Table 2.6) illustrates that after visiting friends and family, visits taken in North Wales were more likely to be for general days out, while visits to the South East and South West were more likely to be for a meal out. In Scotland, visits in the East and West were more likely to involve 'special shopping', while visits to the North saw a greater proportion of outdoor activities. In the South, general days out were the most common activity.

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	6	2	4	7	3	13	11	1	3	4
Going out for a meal	3	1	2	4	1	6	4	*	2	3
Going on a night out	1	1	2	3	1	5	4	*	2	3
Outdoor activities	3	1	2	3	3	5	4	1	1	1
General day out	4	1	1	2	1	4	4	2	2	1
Going out for entertainment	1	1	1	2	*	5	3	*	1	3
Special shopping	2	*	1	2	1	5	3	*	1	2
Going to visitor attractions	1	1	1	1	*	3	3	1	2	1
Watching live sporting events	1	*	1	1	1	4	2	*	1	2
Other leisure/hobbies	1	*	1	1	1	1	2	*	*	1
Special public events	*	*	*	1	*	2	2	*	1	1
Special personal events	*	*	*	1	*	2	1	*	*	*
Other day out for leisure	1	*	1	1	*	2	2	*	1	1
Taking part in sports	*	6	*	*	*	1	1	*	*	1
Day out to health/beauty spa	*	*	*	*	*	1	*	*	*	*
Total	25	16	19	34	13	62	49	7	17	24

Note: * Less 0.5 million visits

Detailed activity

Figure 2.5 below illustrates the top 20 most popular activities undertaken during visits by GB residents in 2014. 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 – 327 million visits (21% of all visits)
- Visiting family for leisure – 258 million visits (16%)
- Having a drink in a pub or club – 202 million visits (13%)
- Visiting friends for leisure – 168 million visits (11%)

Table 2.7 below details the more specific activities analysed by the volume of visits taken to each country and the type of place visited.

The profile of specific activities undertaken during visits to England, Scotland and Wales was broadly similar. However, visits taken in Scotland were marginally more likely to involve visiting attractions and sightseeing, while visits taken in Wales were marginally more likely to involve walks.

In terms of the type of place visited, cities and large towns were more likely to have been visited to attend events, while small towns, rural and seaside locations saw a higher proportion of visits where walking or visiting attractions/sightseeing was undertaken.

Figure 2.5 – 2014 Tourism Day Visits:

Volume of visits by detailed activities undertaken as part of visit – all GB residents

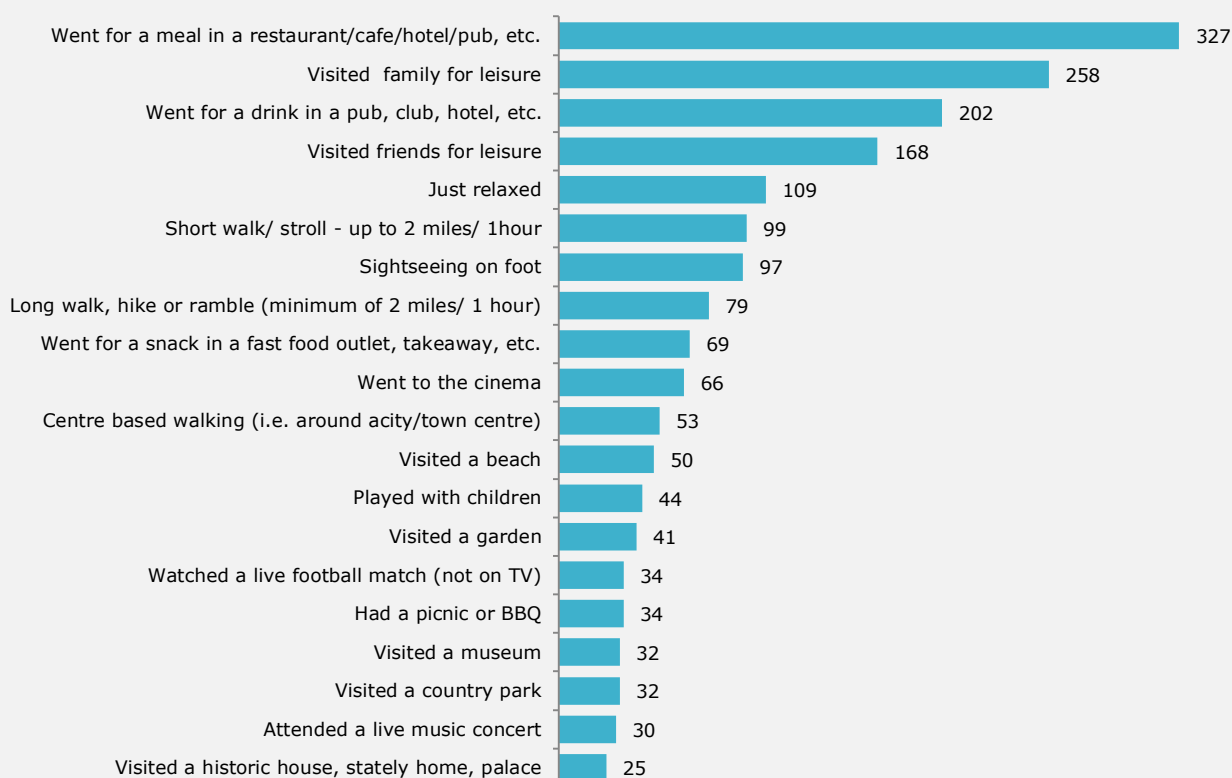


Table 2.7 – Tourism Day Visits: Volume of visits by detailed activity, destination country and type of place (millions)

	Destination country				Type of place			
	GB	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	30	27	2	1	22	5	4	2
Attended a music festival	9	8	1	*	5	1	3	1
Attended an indoor exhibition	8	6	1	1	5	1	1	1
Attended an outdoor fair/exhibition/show	22	18	2	1	8	6	7	4
Attended another arts/cultural festival	8	7	1	*	5	2	1	1
Attended a food/local produce event	13	10	1	1	6	3	4	2
Other arts/cultural event/show	22	18	3	1	15	4	2	2
Watched a live football match (not on TV)	34	29	3	1	23	7	3	1
Watched other live sport (not on TV)	31	26	3	1	17	6	6	2
Net: Attending events	159	135	14	7	95	32	28	13
Walking								
Centre based walking	53	43	5	4	30	10	8	10
Short walk/stroll – up to 2 miles	99	81	10	6	32	20	30	24
Long walk, hike or ramble	79	65	8	6	19	12	39	15
Net: Any walking	208	170	20	15	69	39	72	44
Active pursuits/sports other than walking								
Cycled – on a road/surfaced path	17	14	1	1	5	3	9	2
Went to the gym, aerobics class, etc.	12	10	1	*	6	4	2	1
Played golf	17	14	2	1	4	3	8	3
Running, jogging, orienteering	11	10	*	1	5	2	3	1
Swimming	19	17	1	1	8	6	4	5
Outdoor sports	12	10	1	*	4	3	5	1
Net: Active pursuits/sports	79	66	7	4	28	19	27	12
Visiting attractions and sightseeing								
Went on a guided tour	10	8	1	*	5	2	4	1
Sightseeing by car	30	22	4	3	6	9	11	11
Sightseeing on foot	97	82	7	7	39	16	25	25
Net: Sightseeing/guided tours	122	100	12	9	46	23	37	31
Visited a cathedral, church, abbey or other religious building	14	12	1	*	8	2	4	1
Visited a castle/other historic site	25	20	3	2	11	5	8	3
Visited a historic house, stately home, palace	25	20	3	1	8	4	13	2
Visited a museum	32	27	3	1	20	5	5	4
Net: Visiting heritage	79	66	8	4	38	13	25	9

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

	Destination country				Type of place			
	GB	England	Scotland	Wales	City/ large town	Small town	Rural	Any coastal/ seaside
Detailed activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visited a beach	50	39	5	5	6	8	7	38
Visited a country park	32	26	3	2	8	6	15	4
Visited a garden	41	35	4	2	14	7	19	6
Visited a theme/ amusement park	15	12	1	*	5	2	2	5
Visited a wildlife attraction/nature reserve	22	18	2	1	5	4	10	3
Visited a zoo/safari park	16	14	2	1	5	2	6	2
Visited an art gallery	10	8	1	*	7	1	1	1
Visited another type of attraction	25	20	2	2	11	5	7	5
Viewed architecture	17	15	1	1	8	5	5	2
Net: Visiting attractions and sightseeing	188	155	17	12	58	31	59	55
Eating and drinking								
Went for a drink in a pub, club, etc.	202	172	16	11	108	53	32	19
Went for a meal in a restaurant/café, etc.	327	278	27	19	156	77	67	42
Went for a snack in a fast food outlet,	69	59	5	4	39	14	8	14
Net: Eating and drinking	495	424	39	27	243	122	95	59
Friends and family								
Visited family for leisure	258	221	21	13	96	84	70	21
Visited friends for leisure	168	148	11	7	72	51	38	13
Played with children	44	37	4	3	12	10	14	11
Net: Friends and family	437	377	33	22	165	134	115	41
Other activities								
Went to the cinema	66	56	6	3	42	17	4	3
Went to the theatre	26	21	3	1	19	4	3	3
Had a picnic or BBQ	34	30	2	2	7	7	14	9
Just relaxed	109	90	10	8	36	24	31	25
Spa treatments	11	8	2	1	7	2	3	1
Sunbathing	14	11	1	1	3	1	4	7
Watched wildlife, bird watching	29	23	3	3	3	4	16	9
Total	1,585	1,345	127	90	698	396	405	182

Note: * Less than 0.5 million visits

Accessibility

Respondents were asked whether they or any members of the party during their visit had any of the following disabilities or impairments. In one in five (20%) of Tourism Day Visits the visitor or a member of the party had one or more of these conditions, with those with a long-term illness, mobility impairment (non-wheelchair user) or deafness/partial hearing loss being the most common conditions.

Figure 2.6 – % of Tourism Day Visits taken in 2014 by disabilities or impairments in party

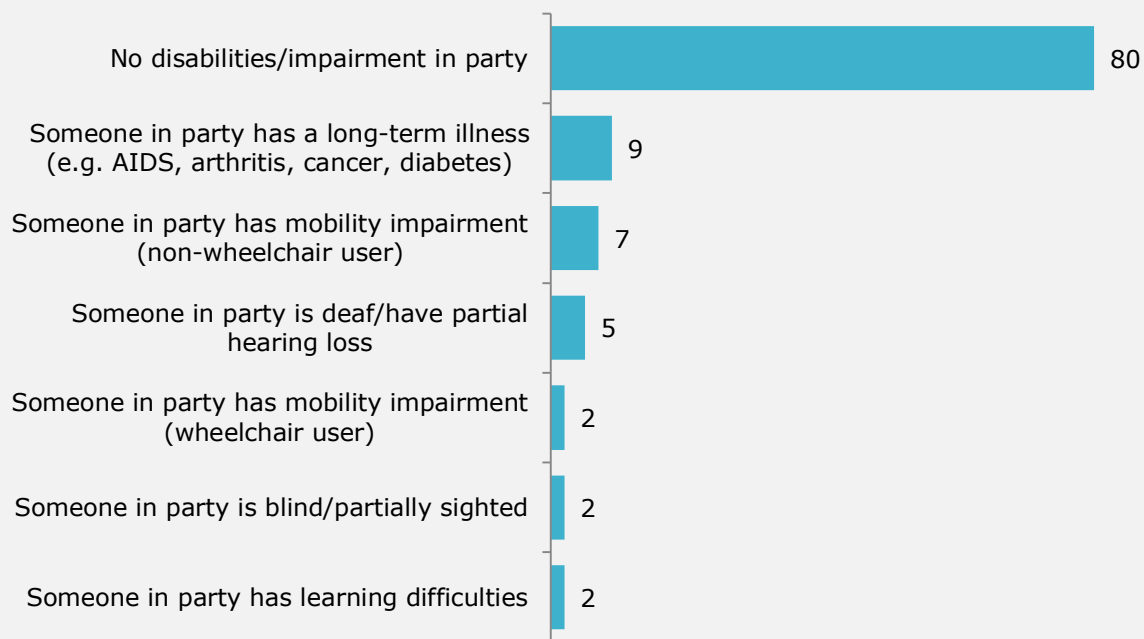


Table 2.7.1 illustrates the volume of visits where there was a member of the party with a disability or impairment by country of visit.

Table 2.7.1 – Tourism Day Visits: Volume and value of visits by disabilities/impairments in party by country of visit

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	138	113	12	11	£4,933	£3,881	£525	£375
Someone in party has mobility impairment (non-wheelchair user)	118	99	10	8	£4,180	£3,308	£407	£237
Someone in party is deaf/have partial hearing loss	83	72	6	5	£3,243	£2,884	£168	£135
Someone in party has mobility impairment (wheelchair user)	34	28	4	2	£1,275	£1,044	£136	£77
Someone in party is blind/partially sighted	27	23	2	2	£764	£681	£46	£37
Someone in party has learning difficulties	26	22	2	2	£833	£742	£44	£46
Net: Disability or impairment in party	311	263	24	20	£10,952	£9,064	£918	£706
No disabilities/impairments in party	1,274	1,082	103	70	£42,816	£36,037	£4,102	£1,971
Total	1,585	1,345	127	90	£53,768	£45,101	£5,020	£2,677

Table 2.7.2 shows the volume of visits taken by people with disabilities or impairments across each of the English regions. The highest proportion of visits included party members with a disability or impairment in the East of England (24%) while the lowest proportions were recorded in London (14%) and Yorkshire and the Humber (17%).

Table 2.7.2 – Tourism Day Visits: Volume of visits by disability/impairments in party and England destination region (millions)

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	5	18	9	11	2	3	13	21	14
Someone in party has mobility impairment (non-wheelchair user)	6	12	10	8	9	12	13	18	11
Someone in party is deaf/have partial hearing loss	3	13	5	6	3	10	11	13	7
Someone in party has mobility impairment (wheelchair user)	1	3	2	5	2	3	6	4	2
Someone in party is blind/partially sighted	1	5	1	1	3	1	6	3	2
Someone in party has learning difficulties	3	3	2	3	1	3	4	3	2
Net: Disability or impairment in party	14	37	22	25	22	31	38	44	29
No disabilities/ impairments in party	48	123	109	70	98	98	236	182	117
Total	63	160	131	95	119	130	274	227	146

As illustrated in Table 2.7.3, in Wales and Scotland the highest shares of Tourism Day Visits taken by those with a disability or impairment were seen in the South West region of Wales (18%) and South of Scotland (20%).

Table 2.7.3 – Tourism Day Visits: Volume of visits by disability/impairments in party and Welsh and Scottish destination region (millions)

Main activity	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
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	2	1	3	5	1	6	5	1	2	2
Someone in party has mobility impairment (non-wheelchair user)	2	*	2	3	1	6	3	1	1	2
Someone in party is deaf/have partial hearing loss	2	*	1	2	1	3	2	1	*	1
Someone in party has mobility impairment (wheelchair user)	1	*	*	*	*	9	2	*	*	1
Someone in party is blind/partially sighted	1	*	*	1	*	1	1	*	*	*
Someone in party has learning difficulties	*	*	*	1	*	10	1	*	1	1
NET: Disability or impairment in party	4	2	3	3	1	9	5	1	1	3
No disabilities/ impairments in party	20	14	14	26	11	50	40	4	16	21
Total	25	16	19	34	13	62	49	7	17	24

Note: * Less than 0.5 million visits.

Table 2.7.4 shows the various types of activities undertaken on Tourism Day Visits by those with a disability or impairment in the party. Overall, the activities that these parties were most likely to have been involved in included visiting friends and family, going out for a meal and a general day out. Activities that were less likely to have been undertaken by parties where someone had a disability or impairment included going to a health/ beauty spa or taking part in sports.

The take-up of different types of activity did vary to some extent by the type of disability/impairment present in the group. For example, visiting friends and relatives and going out for a meal were activities that were more likely to be enjoyed by those where someone in the party had a mobility impairment but was not a wheelchair user. Those who were deaf/partially deaf and those with learning difficulties were more likely to be involved in more active pursuits such as taking part outdoor activities. Visiting family and friends was the most common activity for groups with someone who was blind /partially sighted or with learning difficulties.

Table 2.7.4 – Tourism Day Visits: Volume of visits by disability and main activity undertaken

	Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	Someone in party has mobility impairment (non-wheelchair user)	Someone in party is deaf/have partial hearing loss	Someone in party has mobility impairment (wheelchair user)	Someone in party is blind/partially sighted	Someone in party has learning difficulties	Net: disability or impairment in party	No disabilities/impairments in party
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	36	30	19	7	6	8	106	288
Going out for a meal	16	13	10	4	3	1	47	118
Going on a night out	7	6	4	2	3	2	24	113
Undertaking outdoor activities	7	4	7	1	1	2	22	105
General day out	14	11	6	4	2	2	39	102
Going out for entertainment	6	4	5	2	2	1	20	81
Special shopping	10	10	6	2	2	2	32	86
Going to visitor attractions	6	6	2	1	*	1	16	64
Watching live sporting events	5	3	4	2	2	1	17	51
Other leisure/hobbies	4	5	4	2	2	1	18	40
Special public events	4	3	2	1	*	1	11	38
Special personal events	4	4	3	1	1	1	14	39
Other day out for leisure	5	5	3	1	1	1	16	37
Taking part in sports	1	1	2	*	1	1	6	25
Day out to health/beauty spa	1	1	1	1	*	*	4	8

Table 2.7.5 below shows that there was variation in terms of proportion of visits taken by those with a disability or impairment on visits to different types of place. City or large town locations were the type of place least likely to be visited by those with these conditions (17%), while over a quarter of visits to seaside or coastal locations were taken by those with a disability or impairment (28%).

Table 2.7.5 – Tourism Day Visits: Volume of visits by disability and type of place visited (millions)

	City/large town		Small town		Village/rural		Seaside	
Disability or impairment in party	Millions	%	Millions	%	Millions	%	Millions	%
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	49	7%	35	10%	32	9%	19	13%
Someone in party has mobility impairment (non-wheelchair user)	44	6%	28	7%	28	8%	15	10%
Someone in party is deaf/have partial hearing loss	29	4%	19	5%	21	6%	12	8%
Someone in party has mobility impairment (wheelchair user)	16	2%	7	2%	6	2%	5	3%
Someone in party is blind/partially sighted	12	2%	7	2%	6	2%	2	1%
Someone in party has learning difficulties	12	2%	5	1%	5	1%	4	3%
Net: disability or impairment in party	116	17%	75	20%	71	20%	41	28%
No disabilities/impairments in party	566	83%	292	80%	282	80%	103	72%
Total	682		368		353		144	

Ethnicity

Table 2.7.6 below shows the number of respondents that took a Tourism Day Visit in 2014 by their ethnic group. Around nine in ten visits were taken by people in the White – British group. Beyond this, the largest ethnic group taking Tourism Day Visits was the White – other group (4%) followed by Asian - British (3%).

Table 2.7.6 – Tourism Day Visits: Volume and value of visits by ethnicity in party by country of visit

	Volume	Expenditure
	GB	GB
Ethnicity	Millions	Millions
White:	1,433	£48,414
White – British	1,355	£45,689
White – Irish	12	£456
White – other	67	£2,269
Mixed:	27	£915
White & Black Caribbean	12	£336
White & Black African	5	£147
White & Asian	7	£303
Other mixed background	3	£128
Asian or Asian British:	48	£2,360
Indian	25	£1,164
Pakistani	10	£468
Bangladeshi	8	£496
Any other Asian background	6	£231
Black or Black British:	29	£747
Caribbean	11	£190
African	17	£554
Other black background	1	£3
Chinese or other ethnic group:	16	£603
Chinese	8	£252
Other ethnic group	8	£351
Prefer not to say	31	£730
Total	1,585	£53,768

Table 2.7.7 shows the share of ethnic groups taking Tourism Day Visits in GB compared to the GB population share of ethnic groups. This comparison shows that the two profiles are fairly similar, with no statistically significant variations.

Table 2.7.7 – Tourism Day Visits: Share of Tourism Day Visits taken by ethnicity compared to incidence of ethnic groups in population

	Those taking Tourism Day Visits	GB Population
	%	%
Ethnicity	Millions	Millions
White	93%	92%
Mixed	1%	1%
Asian or Asian British	3%	2%
Black or Black British	1%	1%
Chinese or other ethnic group	1%	1%
Prefer not to say	1%	2%

Visit duration

Over a third (37%) of the Tourism Day Visits taken by GB residents to destinations in the GB lasted between 3 and 4 hours while the second largest proportion lasted 6 hours or more (27%). As illustrated in Figure 2.8 below, a slightly higher share of visits taken in Scotland but fewer of those taken in Wales were in this longest duration band.

Figure 2.8 – 2014 Tourism Day Visits: Duration of Tourism Day Visits by destination country (% of total)



Table 2.8 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 greatest number of visits lasted between 3 and 4 hours (588 million visits), and in value terms also accounted for the highest expenditure (£18.993 billion or 35% 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			
	GB Millions	England Millions	Scotland Millions	Wales Millions	GB Millions	England Millions	Scotland Millions	Wales Millions
3 hours to 3 hours 59	588	500	48	34	£18,993	£16,200	£1,673	£960
4 hours to 4 hours 59	364	313	28	19	£10,408	£8,744	£1,065	£520
5 hours to 5 hours 59	206	174	14	16	£6,846	£5,891	£450	£335
6 hours or more	426	359	37	21	£17,520	£14,266	£1,833	£862
Total	1,585	1,345	127	90	£53,768	£45,101	£5,020	£2,677

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 large share of visits to seaside destinations were in the longest duration band of 6+ hours (31%).

**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	%
3 hours to 3 hours 59	247	36%	151	41%	132	37%	44	31%
4 hours to 4 hours 59	161	24%	83	23%	77	22%	35	24%
5 hours to 5 hours 59	91	13%	45	12%	45	13%	20	14%
6 hours or more	183	27%	90	24%	98	28%	44	31%
Total	682		368		353		144	

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 3 in 10 visits in the South East and South West lasting for 6 hours or more (a share of 30% and 28% respectively).

Table 2.10 – Tourism Day Visits: Volume of visits by trip duration and English region of visit (millions)

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	24	61	47	38	51	47	103	79	49
4 hours to 4 hours 59	16	40	29	21	28	26	69	50	33
5 hours to 5 hours 59	8	21	20	12	14	17	31	28	22
6 hours or more	15	37	35	23	27	39	71	69	42
Total	63	160	131	95	119	130	274	227	146

As shown in Table 2.11, visits to the South East and South West of Wales were more likely to be shorter in duration (44% and 42% respectively lasting between 3 to 3 hours 59 mins). In Scotland, visits taken in the South were more likely to last 5 hours or more (43%).

Table 2.11 – Tourism Day Visits: Volume of visits by trip duration and Welsh and Scottish destination regions (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	8	3	8	15	4	24	18	3	7	10
4 hours to 4 hours 59	6	2	5	7	3	14	11	1	3	4
5 hours to 5 hours 59	4	7	2	4	2	7	5	1	2	3
6 hours or more	6	4	4	8	5	18	14	2	6	7
Total	13	62	49	7	25	16	19	34	17	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 entertainment (46%), going for a meal (53%) or special shopping (52%) lasted between 3 and 4 hours. Visits for special personal events (42%), visiting friends and relatives (36%) or visits for other leisure reasons (36%) were more likely to last 6 hours or more.

Figure 2.9 – 2014 Tourism Day Visits: Duration of Tourism Day Visits by main activity undertaken (% of total)

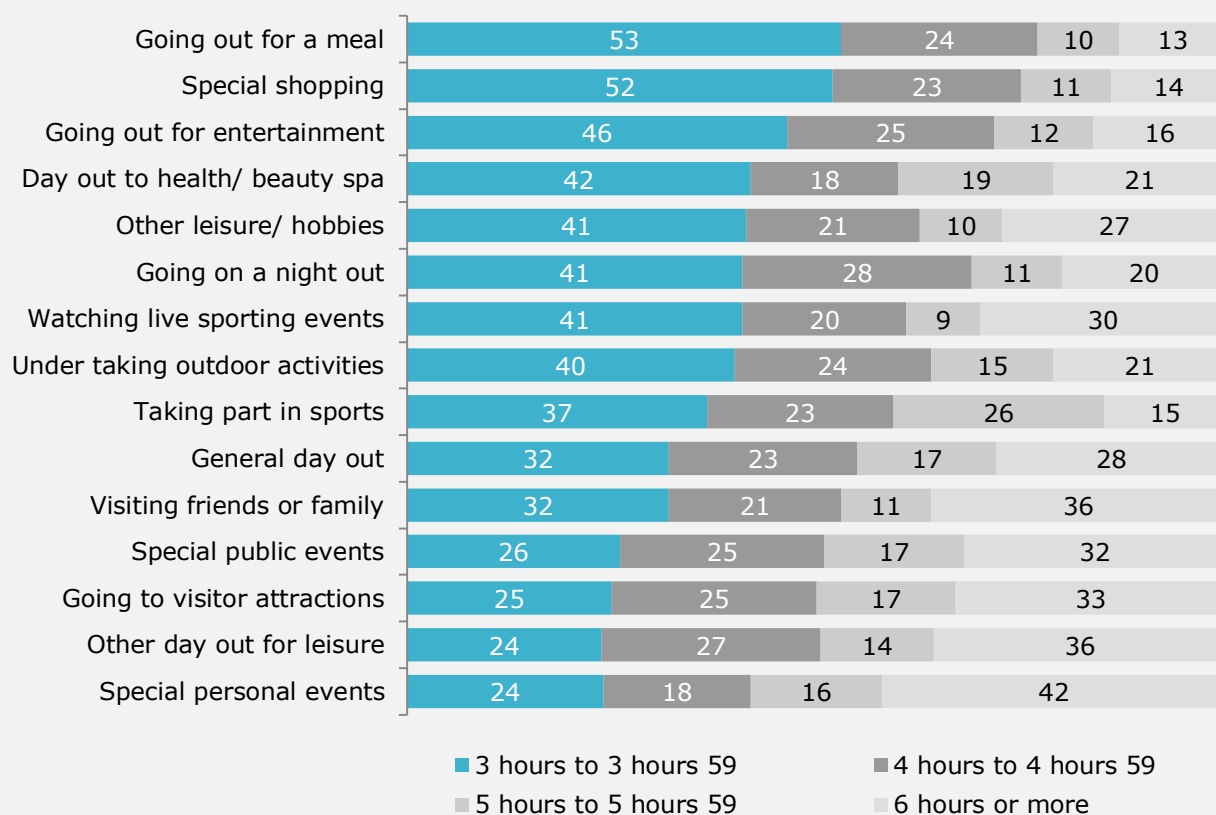


Table 2.12 details the volume of visits by duration and main activity.

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														
3 hours to 3 hours 59	117	57	80	54	45	49	22	11	26	19	12	12	4	42	11
4 hours to 4 hours 59	75	25	36	37	24	29	11	7	12	19	11	8	2	30	13
5 hours to 5 hours 59	40	12	16	15	12	18	5	8	6	13	8	8	2	22	7
6 hours or more	132	15	20	26	16	25	14	4	19	25	15	20	2	36	17
Total	363	110	152	131	97	122	52	29	63	77	46	48	10	130	48

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 four 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.

From 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 their single main destination type was.

Figure 2.10 illustrates the **single or main type of place visited**. The profile of types of place visited followed a similar pattern across GB, England and Scotland where over two-fifths of visits had a city or large town main destination. In Wales, however, this was lower at 35%. While less than one in ten (9%) of Tourism Day Visits in England were taken by the sea, in Wales this proportion increased to 16%.

Figure 2.10 – 2014 Tourism Day Visits: Main type of place visited on Tourism Day Visits by destination country (% of total)



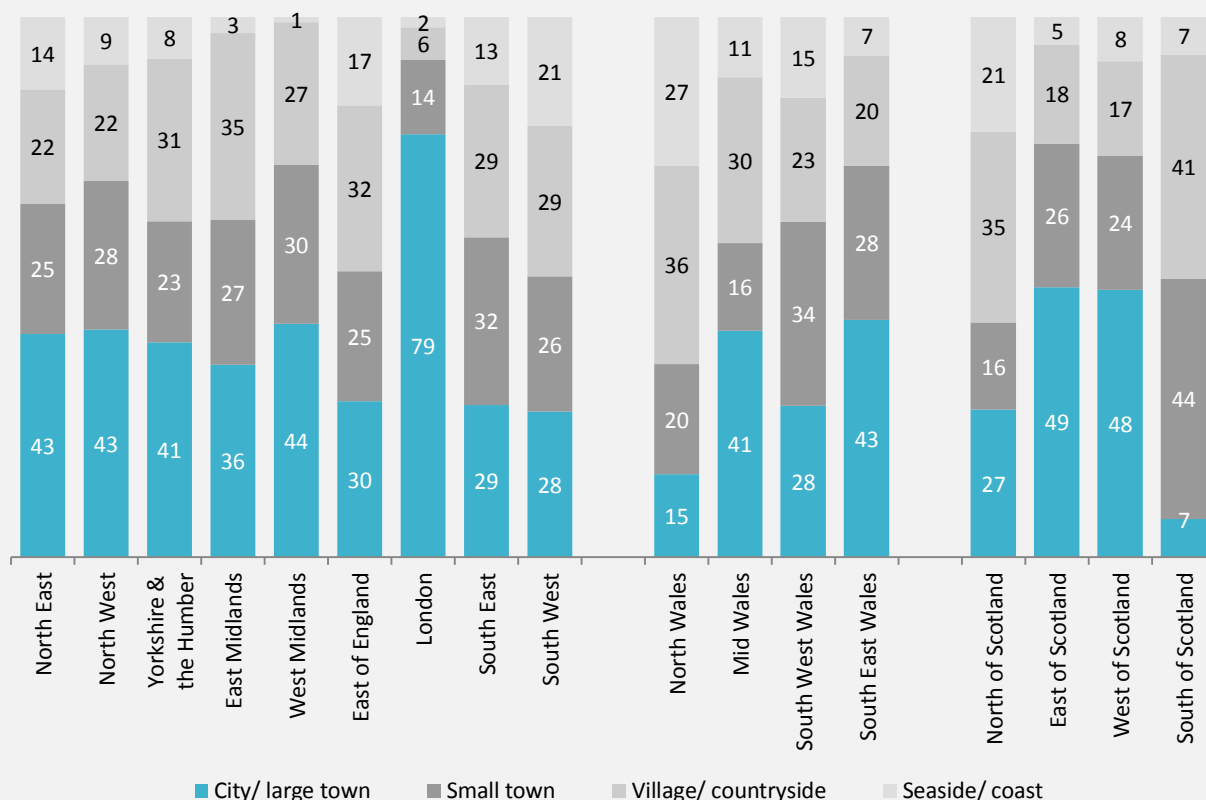
Note: Sum of percentages is less than 100% as in a small proportion of visits (4% overall), respondents did not know or could not select a single main destination type

The profile of main places visited on Tourism Day Visits taken in each of the English regions and Welsh and Scottish areas is shown in Table 2.9. The majority (79%) of visits to London were classed,

unsurprisingly, as City/Large town destinations. Visits to the South West and East of England were more likely to be defined as mainly seaside/coastal or countryside/village locations, (50% and 49% respectively).

In Wales, over a quarter (27%) of visits to the North were to seaside/coastal locations, while almost a third (30%) of visits to Mid Wales were rural. The South East of Wales saw the largest proportion of City/large town visits (43%). In Scotland, visits to City/Large town locations made up the largest proportion of visits across the East and West (49% and 48% respectively), while visits to the North and South of Scotland were much more likely to be classed as a countryside visit (35% and 41%).

Figure 2.11 – 2014 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 visits. The majority of visits taken were to city/large town locations, accounting for 682 million visits across GB and £28.6 billion in expenditure. Visits to rural locations and small towns saw a smaller proportion of spend relative to the proportion of visits e.g. small town visits accounted for 23% of visits but only 18% of total spend, and rural locations made up 22% of GB visits but only 16% of overall spend.

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

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/large town	682	587	61	33	£28,620	£24,797	£2,828	£995
Small town	368	317	31	20	£9,789	£8,157	£1,096	£536
Rural (countryside or village)	353	308	26	19	£8,454	£7,181	£599	£674
Any seaside/coastal	144	123	12	9	£4,835	£3,980	£411	£444
Total	1,585	1,345	127	90	£53,768	£45,101	£5,020	£2,677

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			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/large town	698	600	59	31	£29,951	£25,414	£2,873	£1,104
Small town	396	331	35	25	£11,177	£8,973	£1,398	£692
Rural (countryside or village)	381	321	29	27	£9,817	£7,967	£925	£863
Any seaside/coastal	160	127	13	15	£5,743	£4,441	£527	£575
Total	1,585	1,345	127	90	£53,768	£45,101	£5,020	£2,677

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

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. Overall the majority of visits taken were made by those living in England (86%), with those living in Scotland constituting 8% of visits taken and Welsh residents 6%. Tourism day visits taken in each individual nation were predominantly taken by those who live there, with the vast majority of English trips taken by its residents (98%). Scotland and Wales saw higher proportions of visitors from other nations. 7% of visitors to destinations in Scotland and 29% of visitors to destinations in Wales were English residents.

Figure 2.12 – 2014 Tourism Day Visits: Origin of visitors by destination country (% of total)

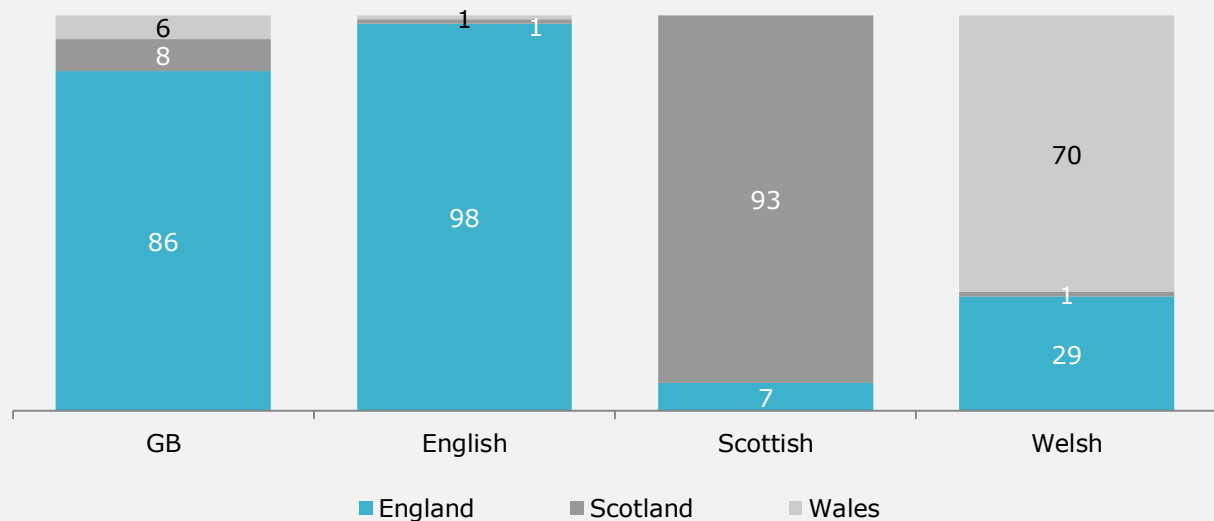


Table 2.15 illustrates the area of origin of visits to each of the English regions. The majority of visits taken in each region were made by people who live in the same area.

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	3	1	*	*	*	2	2	2
Wales	2	4	1	1	2	1	2	2	4
North East England	39	4	3	1	*	*	5	1	1
North West England	4	126	10	3	3	2	4	3	3
Yorkshire and the Humber	4	6	96	5	4	2	4	2	1
East Midlands	3	3	9	68	7	7	4	2	3
West Midlands	1	4	3	6	92	3	5	4	5
East of England	1	2	2	4	2	96	12	12	3
London	2	3	3	4	3	11	205	35	9
South East England	2	3	3	2	2	6	26	154	8
South West England	*	2	1	*	3	2	5	10	106
Total	63	160	131	95	130	130	274	227	146

Note: * Less than 0.5 million visits.

In Wales (Table 2.16) the North and Mid regions attracted a large proportion of visitors from outside of Wales (making up 58% and 40% of Tourism Day Visits respectively). Visits taken in the South of Wales were much more likely to be taken by residents of Wales. These results are comparable to what was seen in 2013.

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

	North Wales	Mid Wales	South West Wales	South East Wales
Area of origin	Millions	Millions	Millions	Millions
North Wales	10	*	-	-
Mid Wales	*	2	1	1
South West Wales	*	1	11	3
South East Wales	*	2	2	23
North West England	7	1	-	1
West Midlands	1	2	-	1
South West England	1	*	1	2
South East England	*	*	1	1
Other Outside Wales	5	2	3	2
Total	25	16	19	34

Note: * Less than 0.5 million visits.

In Scotland (Table 2.17) most visits taken in the West, East and South of Scotland originated from within the same area, while 30% of visits to the North of Scotland were from those living in West Scotland, and nearly a quarter of visitors (23%) came from the East of Scotland.

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	4	-	1	-
West Scotland	4	45	10	2
East Scotland	3	10	31	1
South Scotland	-	1	1	3
Outside Scotland	6	2	4	1
Total	13	62	49	7

Note: * Less than 0.5 million visits.

Sub-regional estimates

The large combined survey sample size accumulated over the first four 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 groupings of local authorities in Scotland.

These estimates have been produced as four year averages.

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

In terms of the English counties (Table 2.18), over the four year period, the largest volumes of Tourism Day Visits were taken to London (average of 298 million visits per year) followed by Greater Manchester (56 million visits) and West Yorkshire (52 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 (36 million), Manchester (31 million), City of Westminster (28 million), Birmingham (24 million) and Leeds (22 million).

Table 2.18 – Tourism day visits: Volume of visits and expenditure by English ceremonial county – three year annual averages 2012-2014

	Visits	Expenditure	Total Sample 2012-2014
	Millions	Millions	Visits
Bedfordshire	9.59	£203.01	284
Berkshire	12.90	£451.59	463
Bristol/Bath area	22.51	£903.24	787
Buckinghamshire	16.81	£629.05	579
Cambridgeshire	23.82	£769.54	629
Cheshire	24.22	£840.88	970
Cornwall and Isles of Scilly	22.36	£693.91	690
Cumbria	16.31	£518.64	549
Derbyshire	23.68	£558.16	715
Devon	40.76	£1,244.77	1255
Dorset	20.36	£619.92	607
Durham	11.54	£303.37	348
East Sussex	26.14	£954.65	889
Essex	37.44	£914.33	1015
Gloucestershire	16.63	£693.14	572
Greater Manchester	57.04	£1,848.00	1772
Hampshire	39.75	£1,245.11	1327
Herefordshire	4.91	£143.52	215
Hertfordshire	16.97	£421.69	516
Isle of Wight	4.72	£112.46	162
Kent	48.22	£1,405.25	1547
Lancashire	35.25	£1,094.48	1076
Leicestershire	18.39	£486.33	564
Lincolnshire	22.58	£697.29	626
London	298.13	£8,738.38	8998
Merseyside	25.70	£876.78	803
Norfolk	36.71	£1,228.37	944
North Lincolnshire/Humberside	19.29	£524.00	703
North Yorkshire	33.04	£1,120.93	965
Northamptonshire	14.87	£466.62	613
Northumberland	10.51	£307.68	382
Nottinghamshire	23.17	£737.27	612
Oxfordshire	14.97	£502.79	571
Rutland	1.48	£61.05	224
Shropshire	13.15	£390.19	314
Somerset	12.57	£478.87	372
South Gloucestershire	3.08	£66.52	220
South Yorkshire	26.52	£685.80	584
Staffordshire	22.26	£700.87	683
Suffolk	19.75	£543.29	555
Surrey	23.11	£803.09	715
Tees Valley	7.34	£140.07	421
Tyne and Wear	22.92	£810.04	517
Warwickshire	13.99	£371.69	552
West Midlands	52.76	£2,023.54	1266

Table 2.18 – Tourism day visits: Volume of visits and expenditure by English ceremonial county – three year annual averages 2012-2014

	Visits	Expenditure	Total Sample 2012-2014
	Millions	Millions	Visits
West Sussex	17.74	£507.11	920
West Yorkshire	50.03	£1,396.49	1199
Wiltshire	15.29	£435.36	843
Worcestershire	16.08	£459.20	527

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

Table 2.19 – Tourism day visits: Volume of visits and expenditure by English local authority – 20 most visited areas – four year annual averages 2011-2014

	Visits	Expenditure	Total Sample 2011-2014
	Millions	Millions	Visits
City of London	35.5	£2,188	1,385
Manchester	31.1	£1,428	1,322
Westminster	28.3	£1,604	932
Birmingham	24.4	£904	1,059
Leeds	22.4	£731	1,110
Cornwall	22.4	£781	912
Glasgow City	21.5	£978	1,689
Edinburgh, City of	19.2	£983	1,432
Cardiff	17.4	£846	1,982
Liverpool	15.1	£672	678
Camden	14.6	£555	446
Norwich	12.7	£588	367
Sheffield	12.6	£404	593
Cheshire West and Chester	12.3	£436	739
Bristol	12.3	£518	568
Wiltshire	11.9	£312	516
Nottingham	11.3	£667	466
Islington	10.7	£261	264
Newcastle Upon Tyne	10.7	£398	468
York	10.6	£389	489

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.

In Wales (Table 2.20), on average over the four year period, the most visited Regional Tourism Partnership region was South East Wales which was the destination for an average of 39 million visits per year.

Table 2.20 – Tourism day visits: Volume of visits and expenditure by wales region – four year annual averages 2011-2014

	Visits	Expenditure	Total sample 2011-2014
	Millions	Millions	Visits
North Wales	24	£804	2,149
Mid Wales	12	£367	903
South West Wales	20	£638	2,381
South East Wales	39	£1,454	4,441

In Scotland (Table 2.21), the West of Scotland saw the highest average annual volume of visits overall, with an average of 58 million over the past four years. The East Scotland region was slightly behind in terms of volumes of visits with an average of 47 million visits per year. The South of Scotland received the smallest average number of visits at 8 million per year.

Table 2.21 – Tourism day visits: Volume of visits and expenditure by Scottish regions – four year annual averages 2011-2014

	Visits	Expenditure	Sample
	Millions	Millions	Visits
North of Scotland	17	£812	1,215
West of Scotland	58	£2,013	4,551
East of Scotland	47	£1,985	3,474
South of Scotland	8	£215	539

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

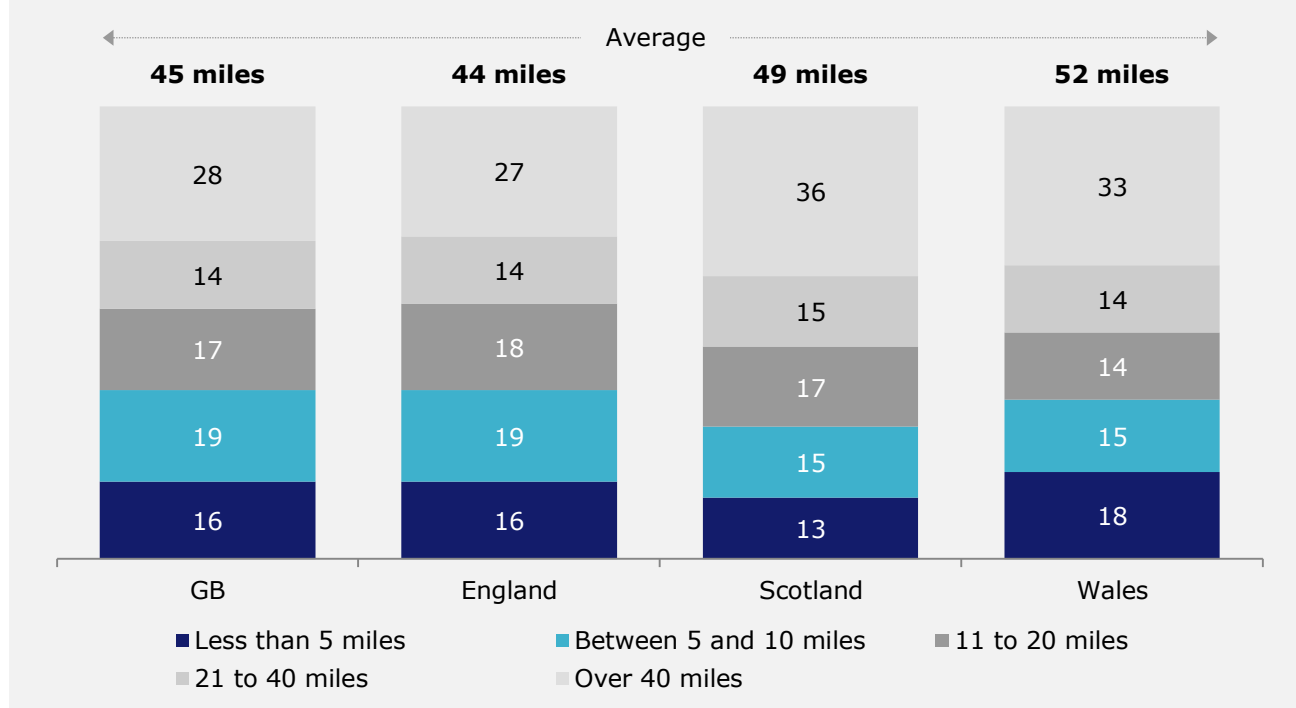
In the analysis of this data, average distances have been calculated by applying mid points to each of these ranges (e.g. a value of 15.5 miles is applied to a response of 11 to 20 miles) while a response of over 300 miles was given a value of 350 miles.

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 45 miles. As shown in Figure 2.13, distances travelled varied by country from 44 miles in England to 49 miles in Scotland and 52 miles in Wales. Reflecting these variations, while 27% of all visits taken in England involved a journey of over 20 miles, this proportion increased to 33% in Wales and 36% in Scotland.

Figure 2.13 – 2014 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. A wide range of distances travelled on Tourism Day Visits can be seen with around 1 in 6 visits (246 million) involving a journey of five miles or less while 240 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 (£11.4 billion) was on journeys of over 100 miles, even though journeys of this distance accounted for only 11% of all GB 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			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	246	212	16	16	£5,014	£4,519	£281	£214
Between 5 and 10 miles	295	261	20	14	£8,310	£7,526	£508	£276
11 to 20 miles	274	238	22	12	£7,433	£6,488	£580	£365
21 to 40 miles	227	194	19	13	£6,799	£5,831	£645	£323
41 to 60 miles	131	106	15	9	£4,923	£3,984	£671	£268
61 to 80 miles	77	61	10	4	£3,598	£2,797	£643	£158
81 to 100 miles	65	54	6	4	£2,831	£2,349	£316	£166
Over 100 miles	175	143	14	12	£11,419	£9,477	£1,180	£762
Total	1,585	1,345	127	90	£53,768	£45,101	£5,020	£2,677

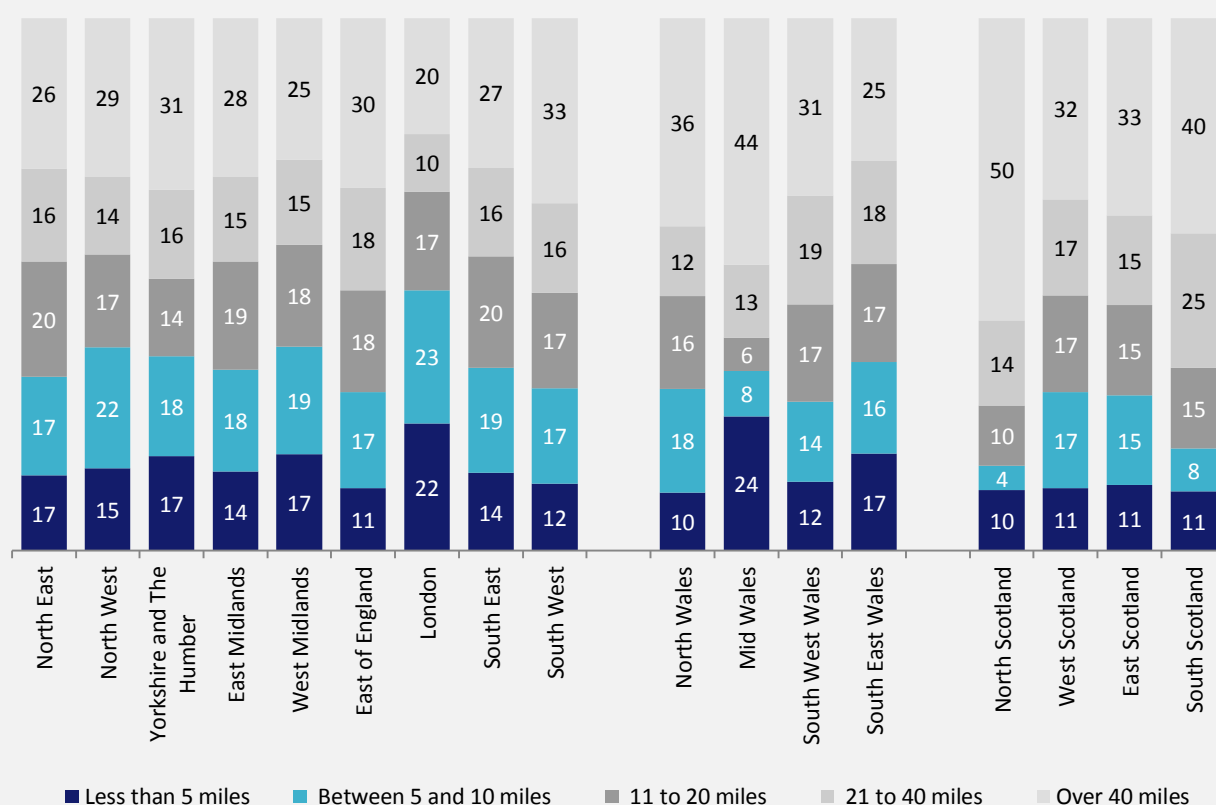
Note: Table does not include 'Don't Know' responses

Figure 2.14 and Tables 2.23 and 2.24 below provide further details of the distances travelled on visits taken in each of the English, Welsh and Scottish regions. In England the average distance travelled was smallest on visits taken to places in the East of England and East Midlands (38 miles and 41 miles

respectively) while the average distance was greatest on visits taken to destinations in the South West of England (93 miles). Longer distances were recorded for visits to South West Wales (63 miles) and the North of Scotland (86 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 – 2014 Tourism Day Visits: Claimed distance travelled on Tourism Day Visits by region visited (% of total)



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

Table 2.23 provides further details of the volume of visits taken in each region by distance travelled, further illustrating the large volume of shorter distance visits taken in London and longer distance visits taken in the South West and South East 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	8	24	23	13	20	15	60	31	18
Between 5 and 10 miles	11	35	24	18	23	22	62	43	25
11 to 20 miles	12	27	18	18	22	23	48	44	25
21 to 40 miles	10	22	21	14	17	24	26	36	24
41 to 60 miles	4	15	13	7	10	13	12	19	12
61 to 80 miles	3	8	6	7	5	6	8	10	7
81 to 100 miles	2	7	7	3	4	8	8	7	8
Over 100 miles	7	17	15	10	11	12	26	24	21
Don't know	5	6	6	5	7	8	23	11	6
Average distance travelled (miles)	46	47	44	41	46	38	45	54	93

As table 2.24 below shows, visits taken in Scotland and Wales tended to see longer distances travelled on average than in England. The greater variation between the regions also reflects their diverse regional characteristics, with visits taken to more urban regions such as South East Wales and the West and East regions of Scotland tending to be shorter. More rural, less densely populated areas such as Mid Wales and the North of Scotland saw much longer distances travelled on average.

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	4	6	3	4	2	9	6	1	3	3
Between 5 and 10 miles	4	1	3	6	1	10	9	*	4	4
11 to 20 miles	3	2	3	5	2	11	8	1	2	5
21 to 40 miles	2	2	3	6	2	10	7	1	2	4
41 to 60 miles	3	1	2	3	2	7	6	1	2	2
61 to 80 miles	1	*	*	2	1	4	4	1	2	1
81 to 100 miles	1	1	1	1	1	3	2	*	1	1
Over 100 miles	4	3	4	4	4	3	5	1	1	3
Don't know	2	1	1	2	1	4	2	*	1	2
Average distance (miles)	59	55	63	49	86	37	47	63	39	49

Note: * Less than 0.5 million 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 (66 miles) but shortest on visits taken to places in more urban areas (40 miles on visits to small towns, 46 miles on visits to large towns and cities).

Over a quarter of visits (26%) 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	109	16%	71	18%	49	13%	18	11%
Between 5 and 10 miles	131	19%	82	21%	68	18%	19	12%
11 to 20 miles	115	17%	72	18%	71	19%	23	14%
21 to 40 miles	100	14%	55	14%	59	16%	18	11%
41 to 60 miles	57	8%	29	7%	34	9%	19	12%
61 to 80 miles	10	5%	18	5%	19	5%	10	6%
81 to 100 miles	14	4%	12	3%	18	5%	14	9%
Over 100 miles	28	11%	37	9%	44	12%	28	17%
Don't know	11	7%	20	5%	19	5%	11	7%
Average distance (miles)	46		40		48		66	

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, going out for entertainment, taking part in sports or undertaking outdoor activities involved the shortest average distances travelled (23, 32, 36, 35 and 35 miles respectively) while the longest average distances were typical on visits where the activity was described as days out for leisure reasons (68 miles), watching live sporting events (63 miles) or special personal events (62 miles).

Figure 2.15 – 2014 Tourism Day Visits: Claimed distance by main activity undertaken

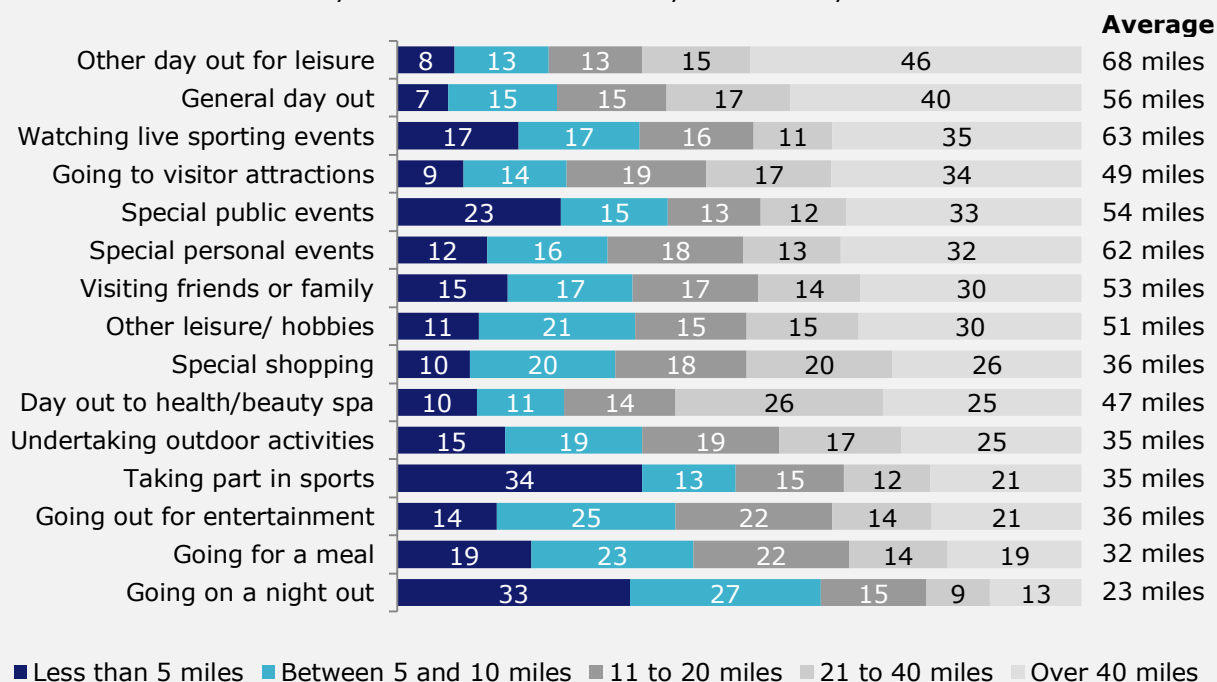


Table 2.26 overleaf details the volume of visits taken by claimed distance travelled and main activity, further illustrating the wide variation in distances travelled on visits where the main purpose was to see friends or family. Also, the predominance of shorter duration visits when the purpose was a meal or night out and the larger volumes of visits to attractions or to attend personal 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														
Less than 5 miles	56	11	28	43	14	18	6	10	11	7	11	6	1	10	4
Between 5 and 10 miles	61	22	34	35	24	24	11	4	11	11	7	8	1	19	6
11 to 20 miles	60	20	34	20	22	23	8	4	10	14	6	9	1	19	6
21 to 40 miles	49	22	32	12	13	21	8	4	7	13	5	6	3	22	7
41 to 60 miles	28	12	20	6	6	12	4	2	4	9	3	4	1	15	7
61 to 80 miles	16	7	5	3	4	5	3	1	3	6	3	2	1	11	3
81 to 100 miles	16	4	4	3	3	6	2	1	2	4	2	1	*	7	3
Over 100 miles	52	5	9	6	7	7	7	2	13	8	7	9	1	16	9
Don't know	24	7	6	36	3	7	4	1	3	6	3	4	2	10	3
Average distance (miles)	53	36	32	23	36	35	51	35	63	49	54	62	47	56	68

Note: * Less than 0.5 million visits.

Mode of transport

As illustrated in Figure 2.16 below, the proportion of visits taken by car was greatest in Wales (72%) but lower in England and Scotland (64% and 65%) where slightly larger percentages of visits involved travel by public transport.

Figure 2.16 – 2014 Tourism Day Visits: Main mode of transport on Tourism Day Visits by destination country (% of total)



Table 2.27 below details the volume and value of visits by transport used and destination country. Overall, cars were by far the most popular mode of transport in all countries with over one billion GB Tourism Day Visits using this method. Other popular methods of transport included train (160 million visits) and bus/coach (120 million visits). Table 2.27 also illustrates total value of visits by transport used and destination country, showing that travel by car accounted for the largest proportion of expenditure across each of the nations.

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

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Net: Any car	1,038	876	84	66	£34,449	£28,919	£2,988	£1,992
Car – own/friends/family	1,023	864	82	65	£33,917	£28,531	£2,922	£1,944
Car – hired	15	12	1	1	£532	£388	£66	£48
Net: Public transport	280	237	26	13	£11,186	£9,224	£1,585	£274
Train	160	133	14	9	£7,877	£6,710	£907	£191
A regular bus/coach	120	104	12	4	£3,309	£2,515	£677	£83
Organised coach tour	16	13	1	2	£684	£576	£16	£81
Taxi	40	34	4	2	£1,717	£1,412	£220	£78
Walked/on foot	103	90	8	4	£1,737	£1,554	£98	£58
Bicycle	17	14	1	1	£157	£125	£3	£13
Minibus	9	7	*	1	£248	£199	£8	£27
Motor cycle	4	3	*	*	£94	£86	£1	£4
Tube	44	44	*	*	£2,119	£2,114	£5	£0
Tram	7	7	1	*	£167	£162	£4	£1
Motorised caravan/campervan	2	1	*	*	£95	£46	£28	£22

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

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Plane	4	2	*	*	£505	£278	£38	£0
Boat/ship/ferry	4	3	1	*	£173	£123	£22	£0
Lorry/truck/van	4	4	*	*	£84	£77	£0	£7
Other	13	11	1	1	£355	£207	£4	£122
Total	1,585	1,345	127	90	£53,768	£45,101	£5,020	£2,677

Note: * Less than 0.5 million visits.

Figure 2.17 illustrates the main mode of transport used by region visited. While travelling by car dominates for visits across most regions, London is notably different with around a third of visits were taken by car but larger proportions were taken by public transport. In other regions, the highest proportions of visits made by car were to the more rural destinations in South West Wales (84%), South of Scotland (79%) and the East of England (78%).

Figure 2.17 – 2014 Tourism Day Visits: Main mode of transport on Tourism Day Visits by region visited (% of total)

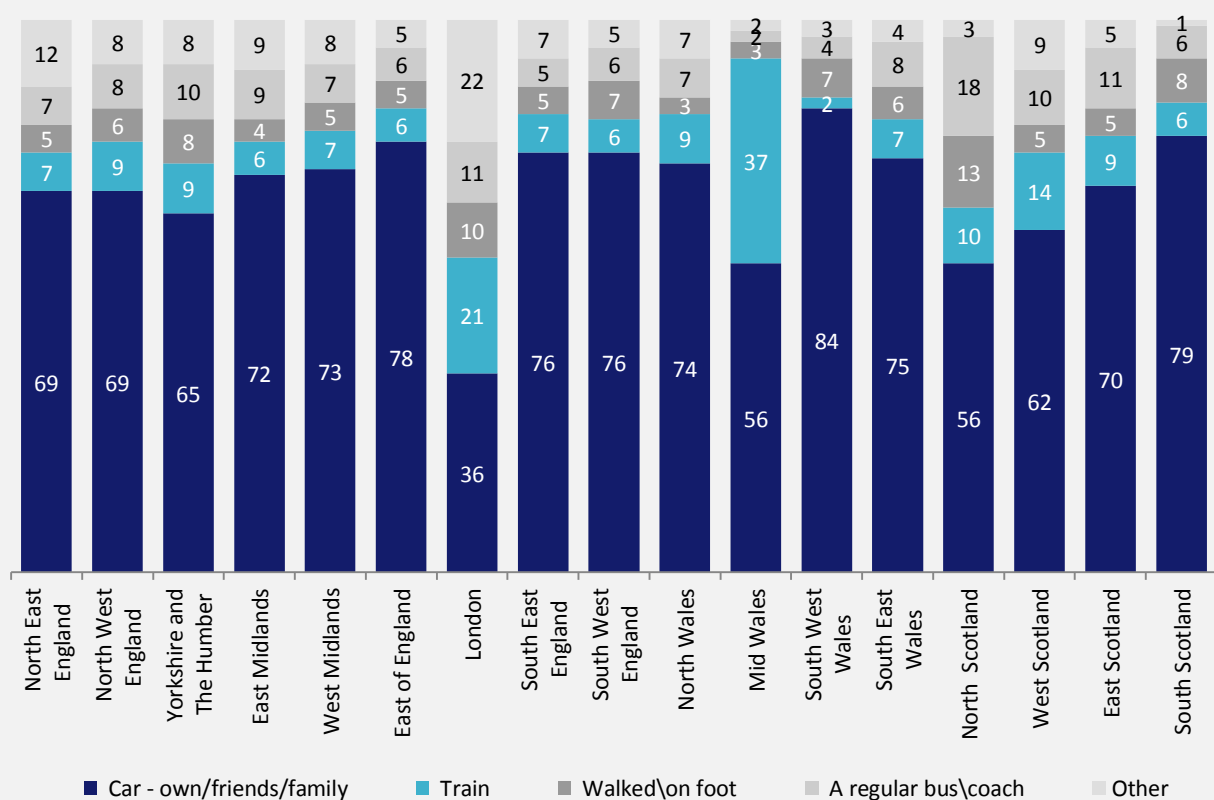


Table 2.28 below provides further details of the volumes of visits taken by mode of transport and English region, emphasising the large volumes of car borne journeys taken, particularly in the South East (171 million visits) and South West (110 million visits).

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
Net: Any car	43	110	86	69	87	100	98	171	111
Car – own/ friends/family	43	109	85	67	86	99	95	170	110
Car – hired	*	1	1	2	1	1	3	2	1
Net: Public transport	9	27	25	13	18	15	3	28	17
Train	4	14	12	5	9	7	86	17	8
A regular bus/coach	4	13	13	8	9	8	57	11	8
Organised coach tour	2	1	2	1	1	1	29	2	1
Taxi	2	6	5	3	4	2	7	4	2
Walked/on foot	3	9	10	4	6	7	28	12	10
Bicycle	1	1	2	1	1	1	4	2	2
Minibus	*	1	1	1	1	*	2	1	*
Motor cycle	*	*	*	*	*	*	*	1	1
Tube	*	-	-	*	*	*	42	1	*
Tram	*	2	*	1	1	-	1	*	*
Motorised caravan/ campervan	-	*	-	*	*	*	*	*	*
Plane	*	*	-	-	-	*	1	*	*
Boat/ship/ferry	*	1	-	*	*	1	*	1	-
Lorry/truck/van	*	*	*	*	1	*	*	2	*
Other	1	1	*	1	*	2	3	2	1
Total	63	160	131	95	119	130	274	227	146

Note: * Less than 0.5 million 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 villages/rural locations and small towns were the most likely to be taken by car (77% and 72% of total respectively) while fewer visits to destinations in large towns and cities used this mode of transport (51% of total). Public transport was more commonly used during visits to cities and large towns, accounting for 28% 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	%
Net: Any car	365	52%	291	74%	299	79%	116	73%
Car – own/friends/family	360	51%	287	72%	293	77%	114	71%
Car – hired	5	1%	4	2%	6	2%	2	1%
Net: Public transport	192	28%	53	13%	26	7%	20	12%
Train	114	16%	28	7%	14	4%	10	7%
A regular bus/coach	78	12%	24	6%	12	3%	9	6%
Organised coach tour	7	1%	4	1%	3	1%	2	6%
Taxi	22	3%	10	3%	6	2%	3	2%
Walked/on foot	43	6%	23	6%	27	7%	11	7%
Bicycle	6	1%	5	1%	7	2%	2	1%
Minibus	4	1%	1	*	2	1%	1	1%
Motor cycle	1	*	1	*	2	*	1	1%
Tube	41	6%	2	*	1	*	*	*
Tram	5	1%	2	*	*	*	*	*
Motorised caravan/campervan	*	*	*	*	1	*	*	*
Plane	3	*	*	*	1	*	1	*
Boat/ship/ferry	1	*	*	*	1	*	1	*
Lorry/truck/van	1	*	*	*	1	*	*	*
Total	682		368		353		144	

Note: * Less than 0.5 million visits or 0.5%.

Visit expenditure

As illustrated in Figure 2.18 below, there is a broad range in terms of the amount spent on Tourism Day Visits. While around a third of GB visits involved no expenditure (34%), nearly a fifth (19%) involved spend of more than £50. Overall, the average spend per visits across all GB visits was £34.

Figure 2.18 – 2013 Tourism Day Visits: Expenditure on Tourism Day Visits by destination country (% of total)

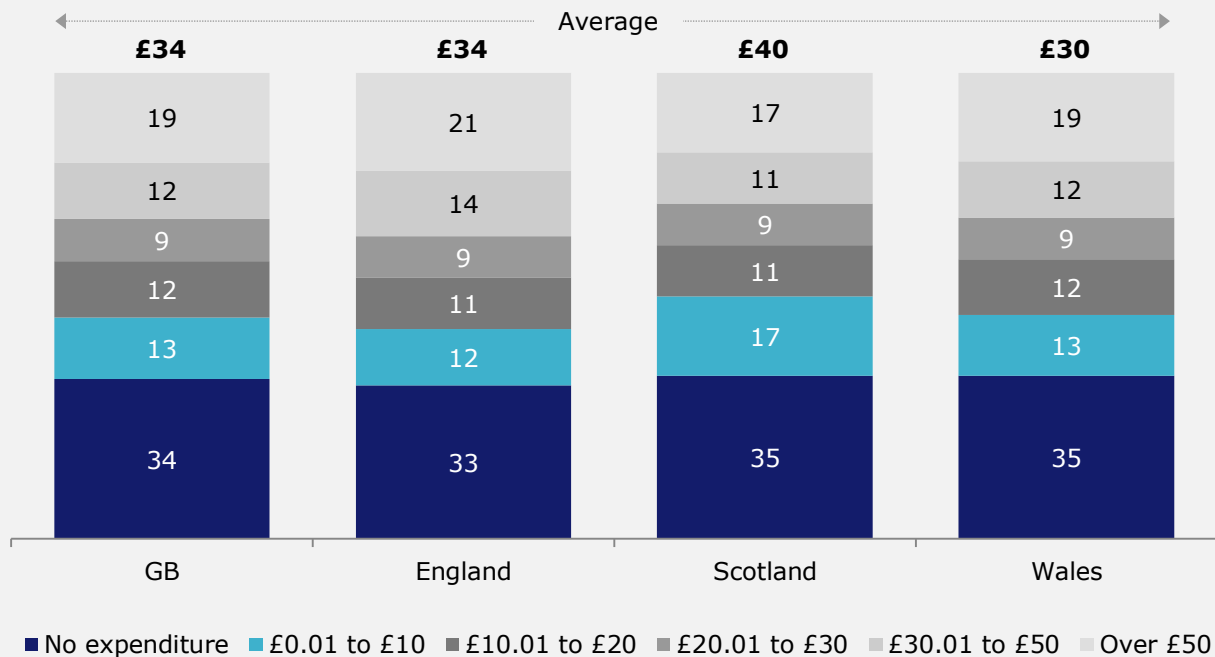


Table 2.30 overleaf provides the results of an analysis of the average levels of spend during Tourism Day Visits. In terms of the main visit activity, the highest average spend was during visits where the main activity was special shopping (£82), spending five times as much as those where the main activity was undertaking outdoor activities (£16). Average spend also varied by type of place from £42 on visits to cities/large towns to just £24 on visits to rural destinations.

Within the English regions, the highest average spend per visit was recorded in London (£39) and the North East England (£36) whilst the lowest levels were recorded in the East Midlands (£27).

In Wales, average spend was highest in North Wales (£42) and lowest in Mid Wales (£22), while in Scotland the average spend was highest in the North (£57) and lowest in the South (£30).

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

Main visit activity		English regions (former GORs)	
Special shopping	£82	North East England	£36
Going out for a meal	£43	North West England	£34
Going out for entertainment	£40	Yorkshire and The Humber	£32
Watching live sporting events	£39	East Midlands	£27
Going to visitor attractions	£38	West Midlands	£32
Going on a night out	£36	East of England	£30
Special public events	£35	London	£39
Day out to health/beauty spa	£35	South East England	£33
Special personal events	£34	South West England	£32
Other day out for leisure	£32	Welsh regions (Regional Tourism Partnerships)	
General day out	£28	Mid	£42
Visiting friends or family	£22	Mid	£22
Taking part in sports	£19	South West	£30
Other leisure/hobbies	£18	South East	£34
Undertaking outdoor activities	£16		
Type of place visited		Scottish regions (see page 6 for details)	
City/large town	£42	North	£57
Any seaside/coastline	£36	West	£34
Small town	£27	East	£42
Rural (countryside or village)	£24	South	£30

Items purchased

Table 2.31 below illustrates the **proportions of Tourism Day Visits involving expenditure on different items**. Over seven in ten Tourism Day Visits taken in GB in 2014 saw any amount of expenditure. The items most likely to be purchased included food and drink (57% of visits overall) and fuel (14%). 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)

	GB	England	Scotland	Wales
Expenditure items	%	%	%	%
Any expenditure	66%	67%	67%	65%
No expenditure	34%	33%	33%	35%
Net: Transport	37%	36%	40%	32%
Fuel	14%	14%	17%	16%
Bus fares, car parking	10%	10%	10%	10%
Rail, tube or tram tickets	10%	10%	10%	4%
Water transport	1%	1%	2%	1%
Air transport	1%	*	1%	1%
Car/other vehicle hire	1%	1%	1%	*
Net: Eating and drinking	57%	62%	60%	62%
Eating/drinking out in cafes, restaurants, etc.	46%	46%	45%	46%
Food bought in shops/takeaways and consumed on trip	16%	16%	15%	16%
Net: Entrance charges	17%	19%	22%	23%
Entrance to visitor attractions	6%	6%	7%	6%
Tickets/entrance to events, shows or clubs	9%	9%	9%	7%
Tickets to watch sporting events	2%	2%	4%	2%
Entrance to sports/leisure centres	2%	2%	2%	8%
Shopping				
'Special' shopping (i.e. not routine)	12%	12%	12%	11%
Net: Other items	1%	3%	3%	3%
Package travel or package tours	1%	1%	1%	1%
Other travel services	1%	1%	2%	1%
Hiring equipment	1%	1%	*	1%

Note: * 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 2014 – for GB as a whole and also for the country destinations.

Overall, around £21 billion was spent on eating and drinking during Tourism Day Visits, about two-fifths of total expenditure (39%), while £11.5 billion was spent on 'special shopping' (22%) and £10.5 billion was spent on costs related to transport (20%). 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 and longer distances.

Table 2.32.1 – Tourism day visits: Total expenditure breakdown by destination country

	GB	England	Scotland	Wales
Expenditure items	Millions	Millions	Millions	Millions
Transport – total	£10,495	£8,811	£1,021	£582
% share	20%	19%	20%	22%
Fuel	£5,851	£4,859	£560	£425
% share	11%	12%	11%	16%
Bus fares, car parking	£1,470	£1,300	£106	£59
% share	3%	3%	2%	2%
Rail, tube or tram tickets	£2,398	£2,162	£170	£64
% share	5%	4%	3%	2%
Water transport	£164	£91	£60	£2
% share	*	*	1%	*
Air transport	£349	£183	£96	£16
% share	1%	*	2%	1%
Car/other vehicle hire	£263	£216	£29	£16
% share	*	*	1%	1%
Eating and drinking – total	£20,820	£17,846	£1,752	£1,185
% share	39%	40%	34%	44%
Eating/drinking out in cafes, restaurants, etc.	£18,328	£15,723	£1,529	£1,043
% share	35%	35%	30%	39%
Food bought in shops/takeaways and consumed on trip	£2,492	£2,123	£223	£142
% share	4%	5%	4%	5%
Entrance charges – total	£6,590	£6,218	£742	£303
% share	12%	13%	13%	12%
Entrance to visitor attractions	£2,299	£1,975	£194	£113
% share	4%	4%	4%	4%
Tickets/entrance to events, shows or clubs	£3,385	£2,948	£353	£101
% share	6%	6%	5%	4%
Tickets to watch sporting events	£1,115	£909	£161	£41
% share	2%	2%	3%	2%
Entrance to sports/leisure centres	£475	£386	£34	£48
% share	1%	1%	1%	2%
Shopping				
% share	22%	23%	26%	19%
'Special' shopping (i.e. not routine)	£11,508	£9,695	£1,295	£502
Other items – total	£2,908	£2,563	£210	£105
% share	5%	5%	4%	4%
Package travel or package tours	£506	£383	£82	£40
% share	1%	1%	2%	2%
Other travel services	£208	£162	£43	£2
% share	*	*	1%	*
Hiring equipment	£181	£161	£14	£5
% share	*	*	*	*
Other	£2,013	£1,857	£71	£58
% share	4%	4%	1%	2%

Note: * Less than 0.5%.

Table 2.32.2 – Tourism day visits: Total expenditure breakdown by activity

	Visited friends or family for leisure	Did 'special' shopping for items that you do not regularly buy	Went out for a meal	Went on a night out to a bar, pub and/or club	Went out for entertainment – to a cinema, concert or theatre
Expenditure items	Millions	Millions	Millions	Millions	Millions
Transport – total	£2,855	£658	£874	£749	£648
% share	39%	7%	14%	16%	17%
Fuel	£1,928	£374	£437	£232	£222
% share	24%	4%	7%	5%	6%
Bus fares, car parking	£234	£83	£215	£260	£97
% share	3%	1%	3%	6%	3%
Rail, tube or tram tickets	£490	£176	£134	£196	£277
% share	8%	2%	2%	4%	7%
Water transport	£27	£7	£3	£7	£7
% share	1%	*	*	*	*
Air transport	£127	£15	£79	£12	£35
% share	2%	0%	1%	*	1%
Car/other vehicle hire	£49	£3	£6	£42	£10
% share	1%	*	*	1%	*
Eating and drinking – total	£2,974	£1,223	£4,392	£3,212	£1,164
% share	36%	14%	66%	68%	31%
Eating/drinking out in cafes, restaurants, etc.	£2,398	£1,046	£4,234	£3,023	£1,025
% share	29%	12%	64%	64%	27%
Food bought in shops/ takeaways and consumed on trip	£576	£177	£158	£189	£139
% share	7%	2%	2%	4%	4%
Entrance charges – total	£661	£114	£315	£387	£1,645
% share	8%	2%	5%	8%	42%
Entrance to visitor attractions	£257	£51	£66	£50	£50
% share	3%	1%	1%	1%	1%
Tickets/entrance to events, shows or clubs	£280	£47	£197	£243	£1,552
% share	3%	1%	3%	5%	40%
Tickets to watch sporting events	£47	£7	£37	£28	£34
% share	1%	*	1%	1%	1%
Entrance to sports/leisure centres	£77	£9	£15	£33	£9
% share	1%	*	*	1%	*
'Special' shopping (i.e. not routine)	£1,318	£6,515	£904	£171	£284
% share	16%	72%	14%	4%	7%
Other items – total	£350	£543	£117	£209	£97
% share	4%	6%	1%	4%	2%
Package travel or package tours	£89	£15	£32	£30	£16
% share	1%	*	*	1%	*
Other travel services	£2	£2	£3	£6	£9
% share	*	*	*	*	*
Hiring equipment	£3	£4	£2	£21	£2
% share	*	*	*	*	*
Other	£256	£522	£80	£152	£70
% share	3%	6%	1%	3%	2%

Table 2.32.2 – Tourism Day Visits: Total expenditure breakdown by activity – continued

	Undertook an outdoor leisure activity such as walking, cycling, golf, etc.	Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)	Taking part in sports, including events or competitions	Watched a live sporting event (not on TV)	Went to visitor attraction (historic house, theme park, museum, zoo, etc.)
Expenditure items	Millions	Millions	Millions	Millions	Millions
Transport – total	£496	£331	£161	£471	£592
% share	24%	35%	29%	19%	24%
Fuel	£297	£217	£97	£244	£368
% share	15%	24%	17%	10%	12%
Bus fares, car parking	£45	£22	£27	£53	£34
% share	2%	2%	5%	2%	1%
Rail, tube or tram tickets	£130	£49	£32	£139	£135
% share	7%	5%	6%	6%	5%
Water transport	£9	£41	£4	£18	£10
% share	*	4%	1%	1%	5%
Air transport	£8	£0	£1	£12	£2
% share	*	*	*	*	*
Car/other vehicle hire	£7	£2	£0	£5	£43
% share	*	*	*	*	1%
Eating and drinking – total	£824	£247	£166	£704	£1,064
% share	42%	27%	30%	28%	36%
Eating/drinking out in cafes, restaurants, etc.	£691	£183	£123	£571	£861
% share	35%	20%	22%	23%	29%
Food bought in shops/ takeaways and consumed on trip	£133	£64	£43	£133	£203
% share	7%	7%	8%	5%	7%
Entrance charges – total	£238	£177	£161	£993	£1,144
% share	12%	19%	31%	40%	33%
Entrance to visitor attractions	£87	£90	£48	£28	£896
% share	4%	10%	9%	1%	30%
Tickets/entrance to events, shows or clubs	£44	£58	£26	£74	£112
% share	2%	6%	5%	3%	4%
Tickets to watch sporting events	£16	£4	£6	£887	£0
% share	1%	*	1%	36%	*
Entrance to sports/leisure centres	£91	£25	£81	£4	£13
% share	5%	3%	15%	*	*
'Special' shopping (i.e. not routine)	£342	£85	£8	£136	£153
% share	17%	9%	1%	6%	5%
Other items – total	£82	£72	£59	£32	£115
% share	3%	8%	10%	1%	2%
Package travel or package tours	£10	£11	£0	£76	£28
% share	*	1%	*	3%	1%
Other travel services	£9	£6	£22	£14	£43
% share	*	1%	4%	1%	*
Hiring equipment	£9	£5	£19	£0	£0
% share	*	1%	3%	*	*
Other	£54	£50	£18	£77	£44
% share	3%	5%	3%	3%	1%

Table 2.32.2 – Tourism Day Visits: Total expenditure breakdown by activity – continued

	Attended a special public event such as a festival, exhibition, etc.	Attended a special event of a personal nature such as a wedding, graduation, christening, etc.	Went on a day out to a beauty/health centre/spa, etc.	Went on a general day out/to explore an area	Going on day trips/excursions for other leisure purpose not mentioned above
Expenditure items	Millions	Millions	Millions	Millions	Millions
Transport – total	£369	£402	£72	£925	£339
% share	22%	25%	20%	25%	22%
Fuel	£212	£199	£46	£578	£168
% share	13%	12%	13%	16%	11%
Bus fares, car parking	£53	£96	£2	£82	£61
% share	3%	6%	*	2%	4%
Rail, tube or tram tickets	£96	£45	£14	£207	£66
% share	6%	3%	4%	6%	4%
Water transport	£2	£6	£2	£9	£2
% share	*	*	1%	*	*
Air transport	£0	£12	£0	£35	£29
% share	*	1%	*	1%	2%
Car/other vehicle hire	£6	£44	£8	£14	£13
% share	*	3%	2%	*	1%
Eating and drinking – total	£634	£535	£108	£1,639	£541
% share	35%	32%	31%	42%	35%
Eating/drinking out in cafes, restaurants, etc.	£422	£479	£100	£1,370	£458
% share	26%	29%	29%	35%	30%
Food bought in shops/takeaways and consumed on trip	£148	£56	£8	£269	£83
% share	9%	3%	2%	7%	5%
Entrance charges – total	£493	£56	£51	£394	£286
% share	30%	3%	14%	9%	18%
Entrance to visitor attractions	£147	£8	£12	£296	£159
% share	9%	1%	3%	5%	10%
Tickets/entrance to events, shows or clubs	£324	£22	£17	£68	£64
% share	20%	1%	5%	3%	4%
Tickets to watch sporting events	£17	£7	£0	£20	£16
% share	1%	*	*	1%	1%
Entrance to sports/leisure centres	£5	£19	£22	£10	£47
% share	*	1%	6%	*	3%
'Special' shopping (i.e. not routine)	£113	£119	£31	£464	£202
% share	7%	7%	9%	13%	13%
Other items – total	£63	£511	£87	£246	£148
% share	4%	32%	24%	5%	9%
Package travel or package tours	£19	£18	£26	£26	£81
% share	1%	1%	7%	1%	5%
Other travel services	£16	£25	£0	£49	£2
% share	1%	2%	*	*	*
Hiring equipment	£2	£83	£1	£10	£8
% share	*	5%	*	*	*
Other	£26	£385	£61	£161	£57
% share	2%	24%	17%	4%	4%

Table 2.32.2 above shows the expenditure on different items during Tourism Day Visits, split by the type of activities undertaken on visits. The activities which saw the greatest share of expenditure on transport items included visiting friends and relatives, taking part in sport (including events or competitions) and taking part in outdoor activities. Aside from visits where the activities included a meal or night out, the activities seeing larger shares of expenditure on food and drink included general days out to explore,

undertaking outdoor activities and visiting friends or relatives. Entrance charges made up a higher proportion of spend on visits where activities included going out for entertainment, watching live sport or going to visitor attractions.

Table 2.32.3 below shows that 'special' shopping trips see the highest average spend per visit, followed by meals out, Going out for entertainment and watching live sporting events. On the other end of the scale, visits for the purpose of visiting friends or relatives and undertaking outdoor activities had the lowest average expenditure.

Table 2.32.3 – Tourism Day Visits: Volume and Value of Tourism Day Visits by activities undertaken, including average expenditure per visit

	Visits GB	Expenditure GB	Average expenditure per visit
Main activity	Millions	Millions	
Special shopping	110	£9,039	£82
Going out for a meal	152	£6,603	£43
Going out for entertainment	97	£3,837	£40
Watching live sporting events	63	£2,472	£39
Going to visitor attractions	77	£2,947	£38
Going on a night out	131	£4,695	£36
Day out to health/beauty spa	10	£350	£35
Special public events	46	£1,609	£35
Special personal events	48	£1,624	£34
Other day out for leisure	48	£1,516	£32
General day out	130	£3,668	£28
Visiting friends or family	363	£8,159	£22
Taking part in sports	29	£555	£19
Other leisure/hobbies	52	£912	£18
Undertaking outdoor activities	122	£1,980	£16
Total	1,585	£53,768	£34

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) shows that, while there is no significant variation in profile in terms of sex and age, there are more notable differences 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.

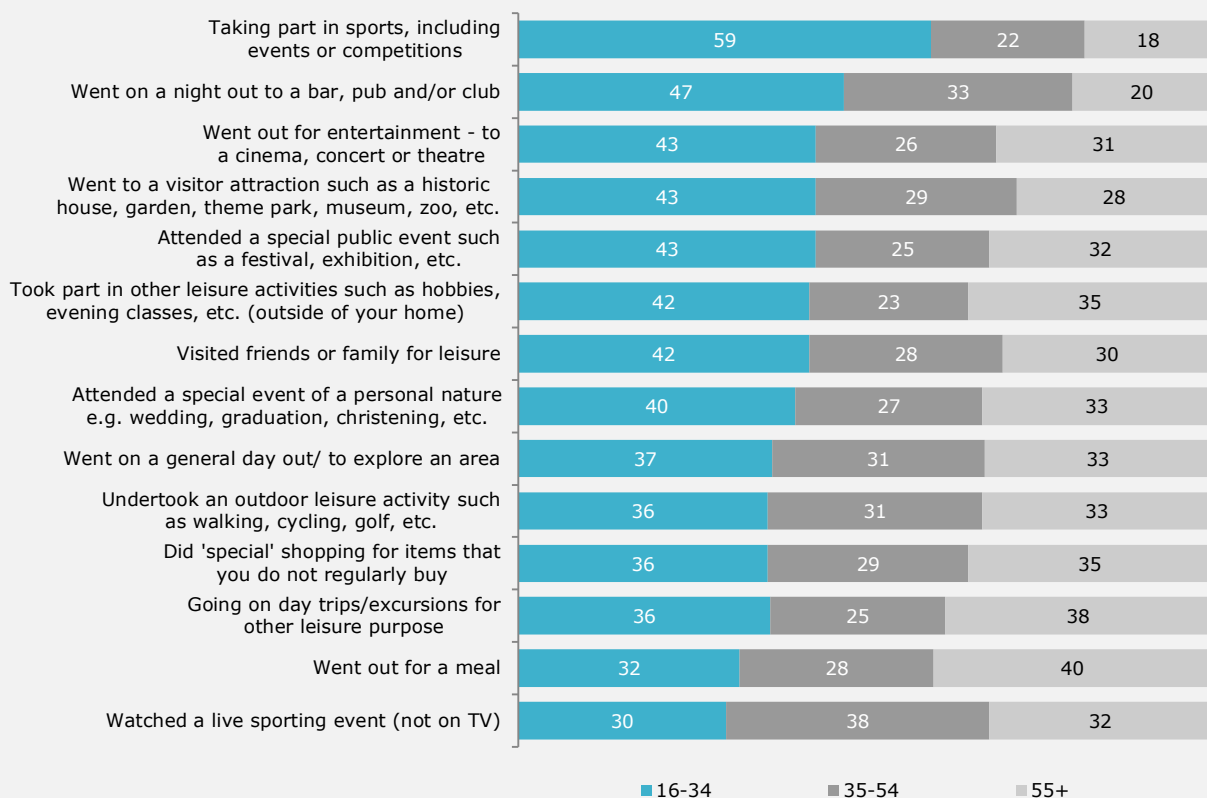
Table 2.33 – Tourism Day Visits: Demographic profile of those taking and not taking visits in last seven days

	One or more visits taken in last seven days	No visits taken in last seven days
Sex	%	%
Male	49%	49%
Female	51%	51%
Age		
16-24	16%	12%
25-34	20%	18%
35-44	14%	15%
45-54	18%	21%
55-64	13%	13%
65+	20%	22%
Socio-economic status		
AB	26%	18%
C1	29%	27%
C2	21%	21%
DE	24%	35%
Age terminated education		
16 years of younger	46%	56%
17-19 years	22%	20%
20 years or older	24%	19%
Still studying	8%	5%
Car access		
Yes	77%	71%
No	23%	29%
Children in household		
Yes	27%	27%
No	73%	73%

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 taking part in sports were more likely to involve those aged 16 to 34 while visits where the main activity was going out for a meal were likely to be taken by those aged 55+. The most popular activity for those aged 35-54 was watching a live sporting event (not on TV).

Figure 2.19 – 2014 Tourism Day Visits: Age profile of visit takers by main activity undertaken (% of total)



In terms of socio-economic groups (Figure 2.20), the most affluent AB groups were most frequently recorded in visits where the main activity was taking part in hobbies (41%) or going to entertainment such as concerts or theatre (36%).

In contrast, the most even balance of socio-economic groups was found in visits where the main activity was 'special' shopping or taking part in sports and eating out.

Figure 2.20 – 2013 Tourism Day Visits: Socio Economic group profile of visit takers by main activity undertaken (% of total)

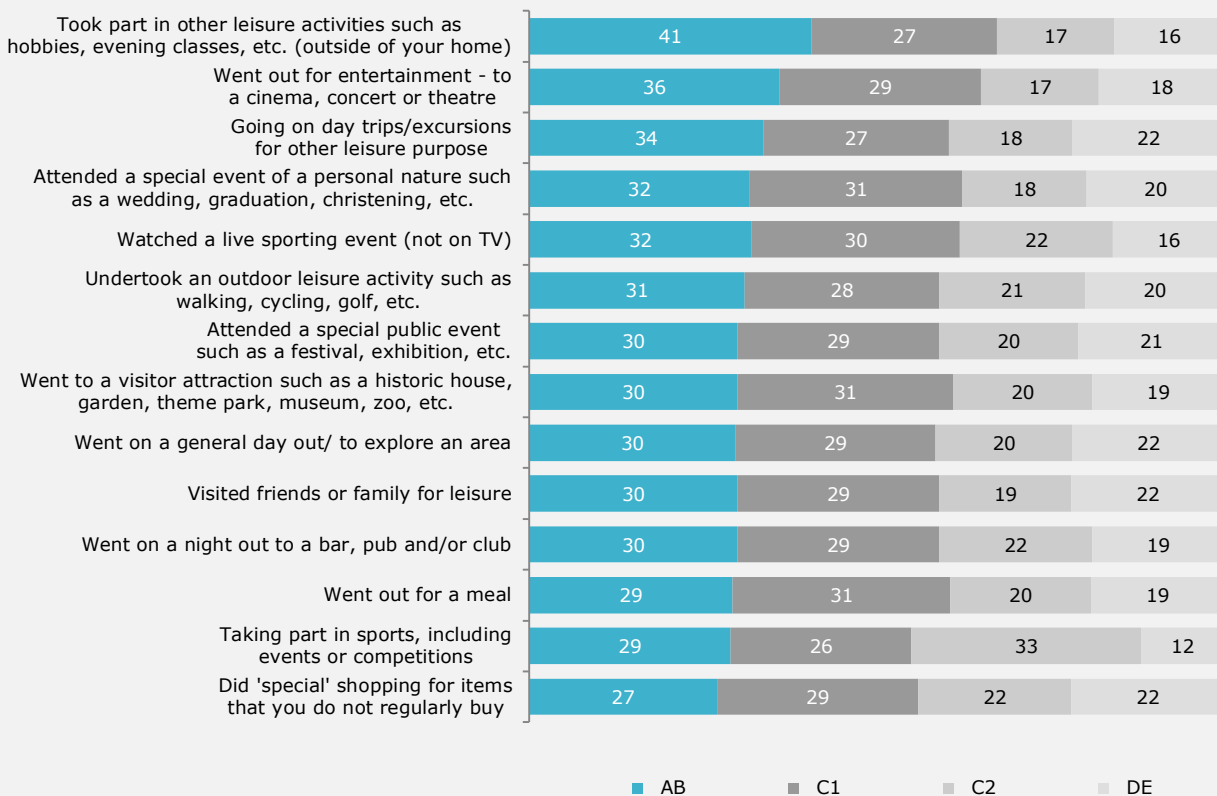
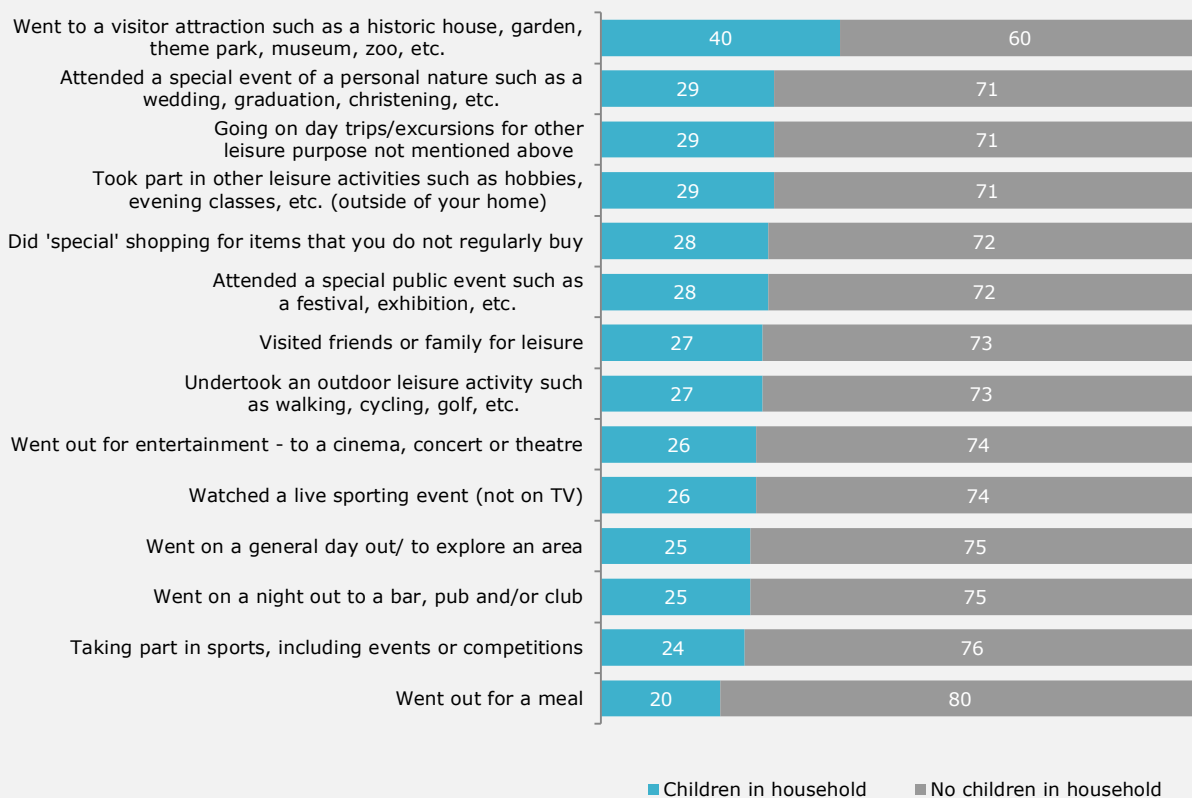


Figure 2.21 illustrates that Tourism Day Visits where the main activity was going to visitor attractions were more likely to be undertaken by people with children at home. Special personal events also attracted higher proportions of visitors with children in the household while visitors without children were more likely to take visits where the main activities were going out for a meal, taking part in sports or nights out.

Figure 2.21 – 2013 Tourism Day Visits: Presence of children in household amongst visit takers by main activity undertaken (% of total)



Summary of changes over time



Section 3: Summary of changes over time

Volume and value of visits

In 2014 a total of 1,585 million Tourism Day Visits were taken by GB residents, a very similar volume to that recorded in 2013 (1,588 million Tourism Day Visits). Expenditure on Tourism Day Visits also remained stable at £53.8 billion compared to £53.9 billion in 2014.

Geographic distribution of visits

The volume and value of visits taken in 2011, 2012, 2013 and 2014, and the percentage change between the latter two years is illustrated in Table 3.1. In this table expenditure for 2011, 2012 and 2013 is also shown at 2014 values (adjustment made using annual average CPI rates, all other pre 2014 values in report are shown as historic values).

The volume of visits taken in 2014 rose in Scotland (+3%) and Wales (+1%) but fell in England (-2%) compared to 2013. In expenditure terms, the picture was slightly more varied across the nations, as England and Wales saw declines in the value of Tourism Day Visits (-2% and -13% respectively) while Scotland saw an increase in expenditure (+8%) compared to the previous year.

Table 3.1 – Change over time in headline volume and value of visits

VISITS	2011	2012	2013	2014	2013/ 2014
	Millions	Millions	Millions	Millions	% change
England	1,307	1,467	1,370	1,345	-2%
Scotland	134	142	124	127	+3%
Wales	102	101	89	90	+1%
GB total	1,545	1,712	1,588	1,585	0%
EXPENDITURE	2011	2012	2013	2014	2013/ 2014
	Millions	Millions	Millions	Millions	% change
England	£42,670	£48,459	£46,024	£45,101	-2%
Scotland	£6,152	£4,651	£4,647	£5,020	+8%
Wales	£2,939	£3,834	£3,061	£2,677	-13%
GB total	£52,040	£57,052	£53,947	£53,768	0%
EXPENDITURE (2014 prices)*	2011	2012	2013	2014	2013/ 2014
	Millions	Millions	Millions	Millions	% change
England	£44,922	£49,675	£46,254	£45,101	-2%
Scotland	£6,477	£4,768	£4,670	£5,020	+7%
Wales	£3,094.11	£3,930.23	£3,076.31	£2,677.00	-13%
GB total	£54,787	£58,484	£54,217	£53,768	-1%

*Note: With the exception of this section of this table, all other expenditure data included in this report is shown as historic prices

Viewing the performance of the English regions (Table 3.2), there were declines in six out of the nine regions when comparing 2014 to the previous year's volume of Tourism Day visits. The largest declines can be seen for North East England and the West Midlands (-15% and -11% respectively). Increases were seen, however, for the London and South East England (+5% and +4% respectively).

The overall increase in terms of volume of Welsh and Scottish visits is reflected in increases seen for all regions except South East Wales (-8%) and South Scotland (no change).

Shown in table 3.2.2, in value terms increases were only seen in London and South East England. In Scotland the two largest regions in terms of visits saw differing performances for value, with the North gaining 64% while the South saw an 18% decrease in expenditure. The declines in expenditure across all regions except North Wales influenced the overall declines seen for Wales.

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

Table 3.2.1 – Change over time in headline volume of visits – by region

	2011	2012	2013	2014	2014/2013	4yr Average 2011-2014
	Millions	Millions	Millions	Millions	% change	Millions
English Regions						
North East England	43	75	74	63	-15%	64
North West England	173	170	160	160	0%	166
Yorkshire and The Humber	139	141	134	132	-1%	137
East Midlands	93	111	103	95	-8%	101
West Midlands	109	128	133	119	-11%	122
East of England	135	126	131	130	-1%	131
London	273	315	262	274	+5%	281
South East England	201	245	219	227	+4%	223
South West England	141	157	154	146	-5%	150
Welsh Regions						
North Wales	26	26	19	25	+32%	24
Mid Wales	10	9	14	16	+14%	12
South West Wales	21	23	18	19	+6%	20
South East Wales	43	43	37	34	-8%	39
Scottish Regions						
North Scotland	22	22	12	13	+8%	17
West Scotland	55	64	50	62	+24%	58
East Scotland	47	50	43	49	+14%	47
South Scotland	9	7	7	7	0%	8

sizes available.

Table 3.2.2 – Change over time in headline value of visits – by region

	2011	2012	2013	2014	2014/2013	4yr Average 2011-2014
	Millions	Millions	Millions	Millions	% change	Millions
English Regions						
North East England	£1,092	£2,472	£2,827	£2,227	-23%	£2,155
North West England	£5,828	£5,394	£5,644	£5,370	-5%	£5,559
Yorkshire and The Humber	£3,570	£3,802	£4,225	£4,147	-2%	£3,936
East Midlands	£3,507	£3,327	£2,914	£2,586	-11%	£3,084
West Midlands	£3,144	£3,913	£4,828	£3,863	-20%	£3,937
East of England	£3,823	£3,825	£4,130	£3,913	-5%	£3,923
London	£9,816	£12,852	£9,223	£10,732	+16%	£10,656
South East England	£7,085	£7,547	£7,094	£7,571	+7%	£7,324
South West England	£4,805	£5,328	£5,138	£4,691	-9%	£4,991
Welsh Regions						
North Wales	£580	£986	£601	£1,050	+75%	£804
Mid Wales	£353	£259	£501	£353	-30%	£367
South West Wales	£542	£704	£735	£572	-22%	£638
South East Wales	£1,423	£1,934	£1,310	£1,150	-13%	£1,454
Scottish Regions						
North Scotland	£1,301	£750	£453	£744	+64%	£812
West Scotland	£1,995	£2,135	£1,802	£2,119	+18%	£2,013
East Scotland	£2,668	£1,522	£1,704	£2,047	+10%	£1,985
South Scotland	£189	£206	£255	£208	-18%	£215

Seasonal distribution of visits

In Figure 3.1, the traditional seasonal variations for Tourism Day Visits can be seen across each of the years, with busier times falling across the Easter, summer and Christmas holiday periods. There has been no change overall with small changes occurring over the separate months. Compared to 2013, small peaks can be seen over March and April. Relatively mild weather during these months might have contributed to this.

Figure 3.1 – 2011, 2012, 2013 and 2014 Tourism Day Visits: Volume of visits by month (millions)

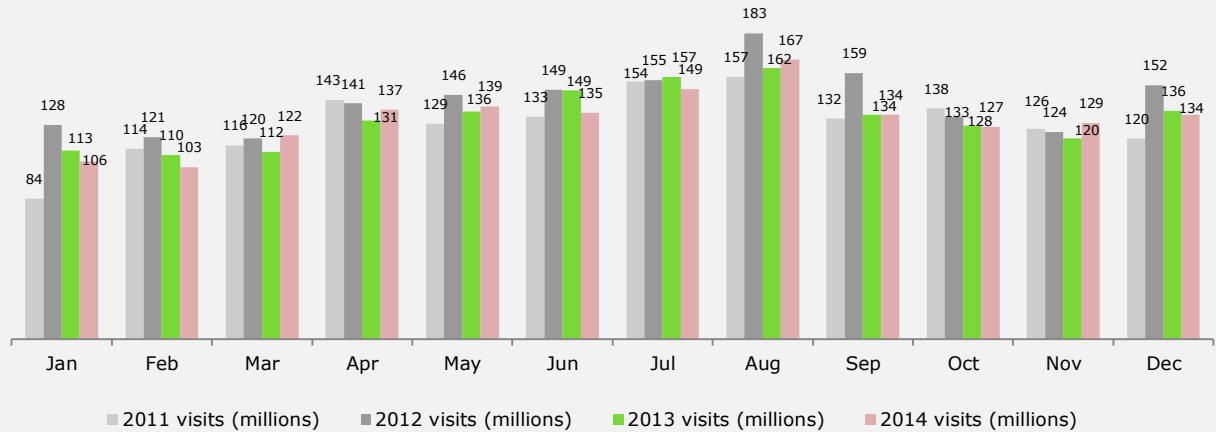


Table 3.3 illustrates changes in the quarterly volume and value of visits taken to each of the countries. At an overall GB level minimal declines were seen across each of the quarters, except for October to December 2014 where an increase of 2% occurred. The performance of English visits over 2014 showed a similar picture. In Scotland, declines were seen between January and June 2014 while a large increase occurred between July and September 2014. In Wales the opposite happened with increases seen between January and June and a large decline between July and September 2014.

Table 3.3 – Change over time in headline volume of visits – by quarter

Visits Quarter	GB					England				
	2011 Millions	2012 Millions	2013 Millions	2014 Millions	% change	2011 Millions	2012 Millions	2013 Millions	2014 Millions	% change
Jan – Mar	314	370	335	331	-1%	269	318	288	286	-1%
Apr – Jun	405	436	416	412	-1%	341	370	356	343	-4%
Jul – Sep	443	497	454	451	-1%	369	425	390	377	-3%
Oct – Dec	384	410	384	391	+2%	328	353	336	339	+1%
Total	1,545	1,712	1,588	1,585	0%	1,307	1,467	1,370	1,345	-2%

Table 3.3 (continued) – Change over time in headline volume of visits – by quarter

Visits Quarter	Scotland					Wales				
	2011 Millions	2012 Millions	2013 Millions	2014 Millions	% change	2011 Millions	2012 Millions	2013 Millions	2014 Millions	% change
Jan – Mar	26	32	28	27	-4%	18	19	17	16	+6%
Apr – Jun	36	37	34	31	-9%	28	29	23	32	+39%
Jul – Sep	40	40	32	41	+28%	32	32	31	25	-19%
Oct – Dec	31	34	29	29	0%	24	22	18	18	0%
Total	134	143	124	127	+3%	102	101	89	90	+1%

Activities undertaken

Table 3.4 illustrates the percentage change in the volume of visits taken involving the ten activities which were undertaken most often on Tourism Day Visits. Six of these activities were the main activity in fewer visits in 2014 than in 2013 – visiting friends and relatives, eating out, nights out, special shopping, going out for entertainment and going to visitor attractions. However four of these activities were undertaken during more visits than in 2013 – general days out, outdoor activities, watching live sport and other leisure and hobbies. Fluctuating patterns are seen across all three nations.

Table 3.4 – Tourism Day Visits: Change over time in volume of visits by main activity and destination country (millions)

Visits	GB					England				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
Visiting friends or family	412	414	379	363	-4%	356	361	331	313	-5%
Going out for a meal	149	170	165	152	-8%	124	146	144	131	-9%
Going on a night out	148	150	142	131	-8%	125	130	125	113	-10%
General day out	85	116	123	130	+6%	74	94	103	109	+6%
Special shopping	124	132	116	110	-5%	102	113	99	95	-4%
Undertaking outdoor activities	110	130	111	122	+10%	88	108	90	100	+11%
Going out for entertainment	89	102	102	97	-5%	76	86	89	84	-6%
Going to visitor attractions	77	81	85	77	-9%	66	68	74	66	-11%
Watching live sporting events	56	72	58	63	+9%	48	62	50	52	+4%
Other leisure/hobbies	51	51	47	52	+11%	43	45	42	44	-5%

Table 3.4 (continued) – Tourism Day Visits: Change over time in volume of visits by main activity and destination country (millions)

Visits	Scotland					Wales				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
Visiting friends or family	33	33	28	28	0%	22	20	19	17	-11%
Going out for a meal	14	16	10	12	+20%	11	8	10	9	-10%
Going on a night out	11	12	10	9	-10%	12	8	7	7	0%
General day out	7	9	10	10	0%	4	13	8	9	+13%
Special shopping	12	12	9	9	0%	10	7	7	5	-29%
Undertaking outdoor activities	11	12	10	11	+10%	10	9	10	9	-10%
Going out for entertainment	7	10	8	8	0%	6	6	5	4	-20%
Going to visitor attractions	6	7	6	7	+17%	5	6	4	3	-25%
Watching live sporting events	4	7	5	6	+20%	3	3	3	3	0%
Other leisure/hobbies	5	4	3	4	+33%	3	2	3	3	0%

Table 3.4 (continued) – Tourism Day Visits: Change over time in value of visits by main activity and destination country (£ millions)

Visits	GB					England				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
Visiting friends or family	£8,292	£9,155	£7,309	£8,159	+12%	£6,478	£7,813	£6,355	£6,798	+7%
Going out for a meal	£6,243	£6,870	£7,083	£6,603	-7%	£5,201	£6,003	£6,294	£5,351	-15%
Going on a night out	£4,875	£4,561	£4,981	£4,695	-6%	£3,577	£3,854	£4,247	£4,050	-5%
General day out	£2,950	£3,462	£3,327	£3,668	+10%	£2,344	£2,881	£2,833	£2,927	+3%
Special shopping	£9,178	£10,281	£9,121	£9,039	-1%	£8,336	£8,706	£7,599	£7,844	+3%
Undertaking outdoor activities	£2,828	£2,276	£2,220	£1,980	-11%	£2,367	£1,717	£1,646	£1,652	0%
Going out for entertainment	£3,558	£3,512	£3,778	£3,837	+2%	£3,046	£2,989	£3,204	£3,429	+7%
Going to visitor attractions	£2,754	£3,185	£3,491	£2,947	-16%	£2,405	£2,667	£3,130	£2,525	-19%
Watching live sporting events	£2,199	£2,436	£2,170	£2,472	+14%	£1,833	£2,176	£1,889	£1,922	+2%
Other leisure/hobbies	£934	£1,021	£1,162	£912	+22%	£780	£936	£1,018	£714	-30%

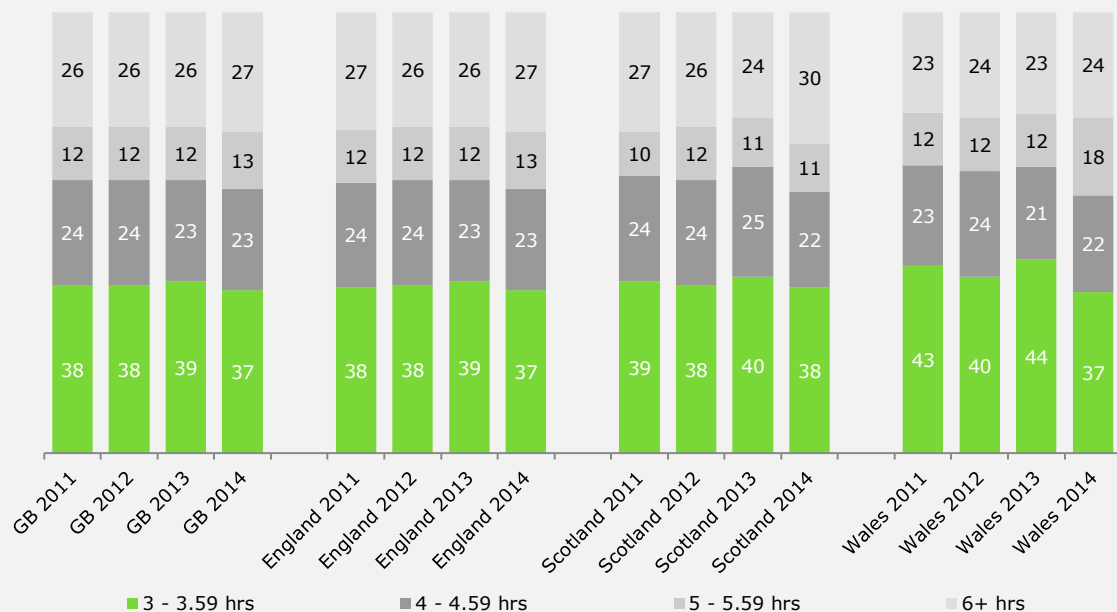
Table 3.4 (continued) – Tourism Day Visits: Change over time in value of visits by main activity and destination country (£ millions)

Visits	Scotland					Wales				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
Visiting friends or family	£1,242	£628	£474	£610	+29%	£543	£683	£400	£467	+17%
Going out for a meal	£626	£539	£431	£908	+111%	£415	£325	£340	£295	-13%
Going on a night out	£810	£459	£474	£367	-33%	£486	£232	£260	£208	-20%
General day out	£369	£223	£284	£396	+39%	£236	£358	£211	£211	0%
Special shopping	£537	£1,033	£1,001	£760	-24%	£305	£542	£521	£410	-21%
Undertaking outdoor activities	£263	£230	£276	£175	-37%	£197	£315	£299	£133	-56%
Going out for entertainment	£381	£351	£355	£306	-14%	£131	£170	£219	£95	-57%
Going to visitor attractions	£238	£197	£251	£282	+12%	£89	£313	£73	£86	+18%
Watching live sporting events	£202	£174	£146	£320	+19%	£130	£83	£91	£98	+8%
Other leisure/hobbies	£96	£65	£70	£170	+143%	£57	£20	£73	£28	-62%

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 significant differences reported at the GB level. During 2014 there was a slight decrease in the proportion of visits in Wales lasting 3 to 4 hours, returning to the level recorded in 2012.

Figure 3.2 – 2011 to 2014 Tourism Day Visits: Change over time in duration of Tourism Day Visits by destination country (% of total)



In volume terms (Table 3.5), decreases were seen across all nations for shorter visits (between 3 and 5 hours) compared to 2013 while there were increases in the total volumes of longer visits (5 hours or more). At the overall GB level visits lasting between 5 and 6 hours saw the largest increase (rising by 9%).

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

Visits	GB					England				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
3 hours to 3 hours 59	591	658	620	588	-5%	494	563	530	500	-6%
4 hours to 4 hours 59	364	405	370	364	-2%	308	346	319	313	-2%
5 hours to 5 hours 59	182	211	189	206	+9%	157	182	164	174	+6%
6 hours or more	408	438	409	426	+4%	347	375	357	359	+1%
Total	1,545	1,712	1,588	1,585	0%	1,307	1,467	1,370	1,345	-2%

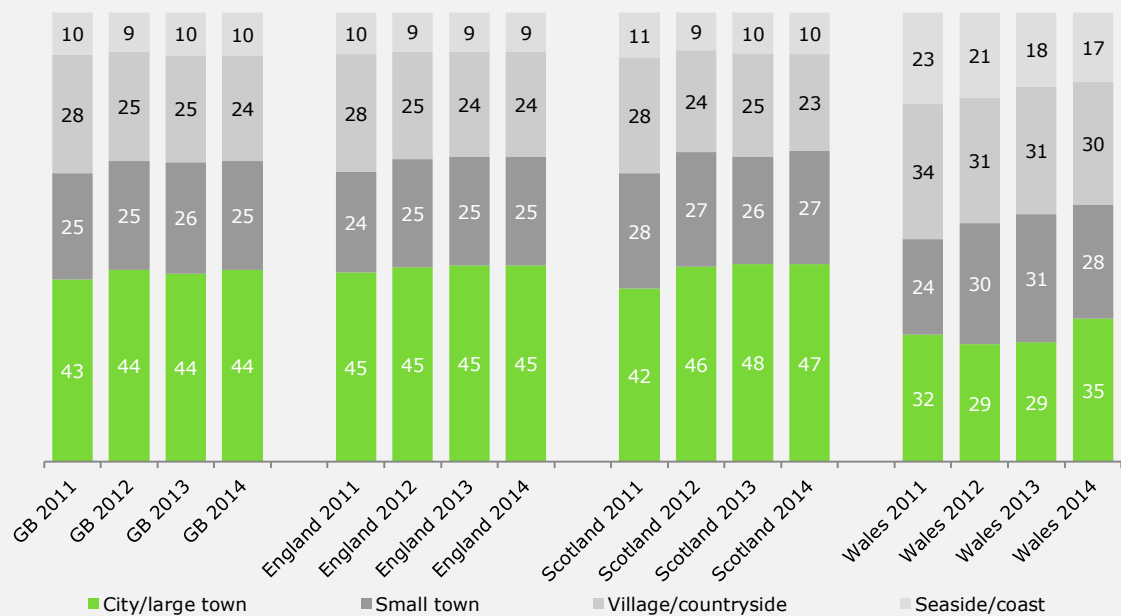
Table 3.5 (continued) – Change over time in headline volume of visits – by visit duration and destination country

Visits	Scotland					Wales				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
3 hours to 3 hours 59	52	54	49	48	-2%	44	40	39	34	-13%
4 hours to 4 hours 59	33	34	31	28	-10%	23	25	18	19	+6%
5 hours to 5 hours 59	13	17	14	14	0%	12	12	11	16	+45%
6 hours or more	36	37	30	37	+23%	23	24	21	21	0%
Total	134	143	124	127	+2%	102	101	89	90	+1%

Type of place visited

In terms of the type(s) of place visited as part of a Tourism Day Visit, there has been little change at the overall GB level in the type of location visited. In Wales the proportion of visits taken in city/large town locations increased from 29% to 35%.

Figure 3.3 – 2011 to 2014 Tourism Day Visits: Change over time in type of place visited on Tourism Day Visits by destination country (% of total)



Note: % add to more than the total as more than one type of place could be selected.

In volume terms (Table 3.6), at a GB level the largest year on year declines were seen for small towns (falling by 3%) and rural locations (also falling by 3%), while city/large town locations remained stable. The trends within the nations, however, do not follow this pattern with a decline of 9% in city/large town locations in England but a 24% increase in visits to this type of location in Wales.

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

Visits	GB					England				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
City/large town	671	752	701	698	0%	582	656	614	560	-9%
Small town	383	437	407	396	-3%	319	368	346	331	-4%
Rural (countryside or village)	400	430	392	381	-3%	333	364	332	321	-3%
Any seaside/coastal	147	163	158	160	+1%	111	128	128	127	-1%
Total	1,545	1,712	1,588	1,585	0%	1,307	1,467	1,370	1,345	-2%

Note: Figs add to more than the total as more than one type of place could be selected.

Table 3.6 (continued) – Change over time in headline volume of visits – by type of place and destination country

Visits	Scotland					Wales				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
City/large town	57	65	59	59	0%	32	29	25	31	+24%
Small town	38	38	33	35	+6%	25	30	27	25	-7%
Rural (countryside or village)	34	35	31	29	-6%	32	32	28	27	-4%
Any seaside/coastal	14	13	13	13	0%	21	21	16	15	-6%
Total	134	143	124	127	+2%	102	101	89	90	+1%

Note: Figs add to more than the total as more than one type of place could be selected.

Table 3.6 (continued) – Change over time in headline value of visits – by type of place and destination country

Visits	GB					England				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
City/large town	£26,863	£30,660	£28,494	£29,952	+5%	£22,891	£26,512	£24,564	£25,414	+3%
Small town	£13,212	£12,864	£11,992	£11,177	-7%	£10,942	£10,851	£9,936	£8,973	-10%
Rural (countryside or village)	£11,856	£12,272	£11,135	£9,817	-12%	£9,434	£10,062	£9,241	£7,967	-14%
Any seaside/coastal	£7,591	£6,267	£5,486	£5,743	+5%	£5,495	£5,009	£4,493	£4,441	-1%
Total	£53,819	£57,052	£53,947	£53,768	0%	£44,449	£48,459	£46,024	£45,101	-2%

Note: Figs add to more than the total as more than one type of place could be selected.

Table 3.6 (continued) – Change over time in headline value of visits – by type of place and destination country

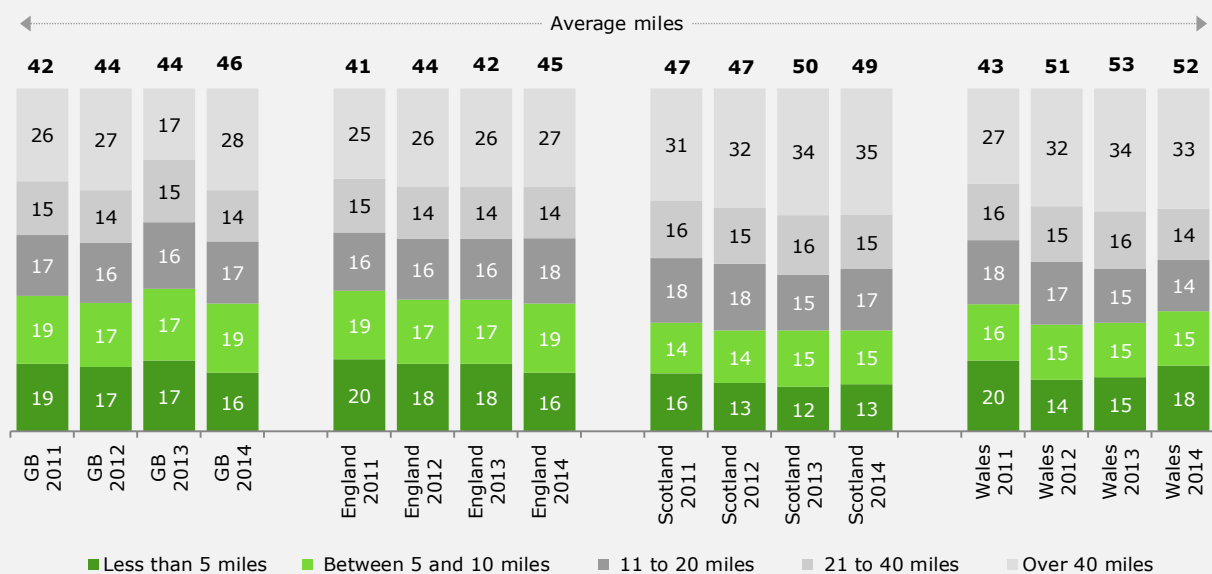
Visits	Scotland					Wales				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
City/large town	£2,754	£2,704	£2,850	£2,873	+1%	£1,186	£1,397	£1,042	£1,104	+6%
Small town	£1,598	£1,058	£1,035	£1,398	+35%	£657	£910	£950	£692	-28%
Rural (countryside or village)	£1,525	£878	£937	£925	-1%	£895	£1,314	£865	£863	0%
Any seaside/coastal	£1,327	£323	£411	£527	+28%	£541	£918	£546	£575	+5%
Total	£6,152	£4,651	£4,647	£5,020	+8%	£2,939	£3,834	£3,060	£2,677	-13%

Note: Figs add to more than the total as more than one type of place could be selected.

Claimed distance travelled

At a GB level, between 2013 to 2014 the proportion of Tourism Day Visits which involved a journey of over 40 miles increased, and the overall average distance travelled increased to 46 miles. A similar trend was seen in visits taken in England with average distances travelled increasing from 42 miles in 2013 to 45 miles in 2014.

Figure 3.4 – 2011 to 2014 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), at the GB level the greatest year on year increases were recorded for those visits involving journeys of between 5 and 10 miles and those involving between 81 and 100 miles of travel.

Table 3.7 – Volume of visits by claimed distance travelled and destination country (millions)

Visits	GB					England				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
Less than 5 miles	298	290	270	246	-9%	255	257	242	212	-12%
Between 5 and 10 miles	288	287	269	295	+10%	254	252	236	261	+11%
11 to 20 miles	258	272	255	274	+7%	215	230	223	238	+7%
21 to 40 miles	228	242	233	227	-3%	190	204	198	194	-2%
41 to 60 miles	115	128	126	131	+4%	94	103	106	106	0%
61 to 80 miles	77	79	79	77	-3%	61	66	63	61	-3%
81 to 100 miles	52	63	59	65	+10%	43	50	48	54	+13%
Over 100 miles	151	182	163	175	+7%	126	156	137	143	+4%
Total	1,545	1,712	1,588	1,585	0%	1,307	1,467	1,370	1,345	-2%

Note: Table does not include 'Don't Know' responses.

Table 3.7 – Volume of visits by claimed distance travelled and destination country (millions)

Visits	Scotland					Wales				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
Less than 5 miles	21	19	15	16	+7%	20	14	13	16	+23%
Between 5 and 10 miles	19	20	19	20	+5%	16	15	13	14	+8%
11 to 20 miles	25	26	19	22	+16%	18	17	13	12	-8%
21 to 40 miles	22	22	20	19	-5%	16	16	14	13	-7%
41 to 60 miles	13	15	13	15	+15%	9	10	7	9	+29%
61 to 80 miles	10	7	10	10	0%	5	6	6	4	-33%
81 to 100 miles	5	7	6	6	0%	4	6	5	4	-20%
Over 100 miles	14	15	13	14	+8%	10	12	12	12	0%
Total	134	143	124	127	+2%	102	101	89	90	+1%

Note: Table does not include Don't Know responses.

Mode of transport

As illustrated in Figure 3.5 below, at a GB level, the profile of types of transport used has not changed significantly from 2011 to 2014. Since 2013, Wales saw a decline in the proportion of people using their own car to travel (75% in 2013 vs. 72% in 2014) and a slight increase in those taking the train (from 6% to 10%).

Figure 3.5 – 2011 to 2014 Tourism Day Visits: Main mode of transport on Tourism Day Visits by destination country (% of total)

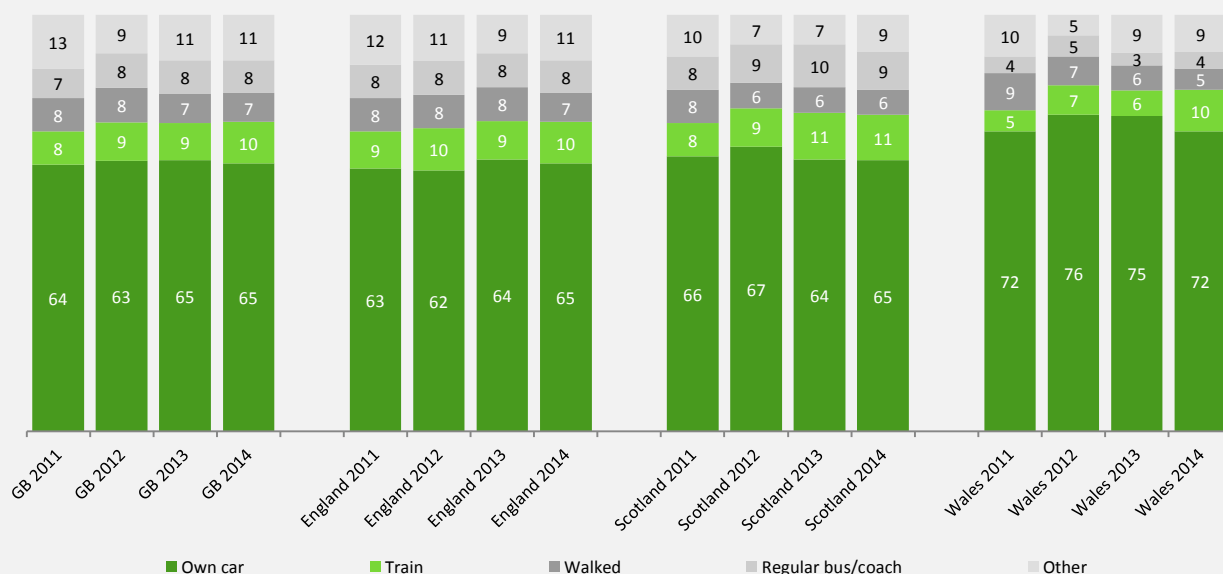


Table 3.8 details the volume of visits by transport used and destination country in 2011, 2012, 2013 and 2014 and percentage changes (the top five modes of transport are shown). Between 2013 and 2014, the volume of visits where the train was used increased by 13%, however, the volume of visits where respondents claimed to have walked have decreased by 11%.

Table 3.8 – Volume of visits by destination country and mode of transport (millions)

Visits	GB					England				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
Car – own/friends/family	988	1084	1024	1023	0%	826	910	875	864	-1%
Train	130	162	142	160	+13%	113	142	123	133	+8%
A regular bus/coach	115	136	123	120	-2%	100	118	108	104	-4%
Walked/on foot	128	130	116	103	-11%	108	114	103	90	-13%
Tube	52	55	46	44	-4%	52	55	45	44	-2%
Total	1,545	1,712	1,588	1,585	0%	1,307	1,467	1,370	1,345	-2%

Table 3.8 (continued) – Volume of visits by destination country and mode of transport (millions)

Visits	Scotland					Wales				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
Car – own/friends/family	88	95	80	82	+3%	73	77	67	65	-3%
Train	11	13	13	14	+8%	5	7	6	9	+50%
A regular bus/coach	11	12	13	12	-8%	4	5	3	4	+33%
Walked/on foot	10	9	7	8	+14%	9	7	6	4	-33%
Tube	-	-	-	-	-	-	-	-	-	-
Total	134	143	124	127	+2%	102	101	89	90	+1%

Visit expenditure

Figure 3.6 below illustrates changes in overall levels of expenditure in Tourism Day Visits between 2011 and 2014.

At the overall GB level and in England very similar levels of expenditure have been seen from 2011 to 2014. However average spend in Scotland, has increased over the last three years from £33 in 2012 to £38 in 2013 and £40 in 2014, though it is still lower than the 2011 average. In contrast, average expenditure in Wales has fallen from £38 in 2012 to £34 in 2013 and £30 in 2014.

Figure 3.6 – 2011 to 2014 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 items during 2011, 2012, 2013 and 2014, and the percentage changes over the last two years. The value of Tourism Day Visits has remained stable from 2013 to 2014, however, there are differences in expenditure

in the separate categories. For example, expenditure on visitor attractions increased by 10% while spend on eating and drinking declined by -6%.

Table 3.9 – Tourism Day Visits: Total expenditure breakdown by expenditure items

	GB				
	2011	2012	2013	2014	
Expenditure items	Millions	Millions	Millions	Millions	% change
Transport – total	£10,940	£12,335	£11,830	£10,495	-11%
Fuel	£6,114	£6,707	£6,357	£5,851	-8%
Bus fares, car parking	£1,398	£1,603	£1,579	£1,470	-7%
Rail, tube or tram tickets	£2,417	£2,576	£2,355	£2,398	+2%
Water transport	£292	£365	£696	£164	-76%
Air transport	£344	£614	£537	£349	-35%
Car/other vehicle hire	£375	£471	£306	£263	-14%
Eating And Drinking – total	£21,123	£23,007	£22,170	£20,820	-6%
Eating/drinking out in cafes, restaurants, etc.	£18,497	£19,978	£19,518	£18,328	-6%
Food bought in shops/takeaways & consumed on trip	£2,626	£3,029	£2,652	£2,492	-6%
Entrance Charges – total	£7,129	£7,202	£6,590	£6,590	0%
Entrance to visitor attractions	£2,030	£1,943	£2,086	£2,299	+10%
Tickets/entrance to events, shows or clubs	£3,497	£3,328	£2,938	£3,385	+15%
Tickets to watch sporting events	£1,240	£1,387	£1,041	£1,115	+7%
Entrance to sports/leisure centres	£362	£543	£525	£475	-10%
'Special' shopping (i.e. not routine)	£9,948	£11,722	£10,486	£11,508	+10%
Other Items – total	£2,898	£2,791	£2,868	£2,908	+1%
Package travel or package tours	£1,140	£714	£848	£506	-40%
Other travel services	£169	£242	£97	£208	+14%
Hiring equipment	£289	£177	£241	£181	-25%
Other	£1,300	£1,659	£1,682	£2,013	+20%

The wider context



Section 4: The wider context

While the main focus of this report relates to the volume, value and characteristics of Tourism Day Visits, GBDVS 2014 also collected more general data regarding the population's levels of participation in leisure activities through Leisure Day Visits. This 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 2014. 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	GB					England				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
Leisure Day Visits	8,981	8,799	8,199	8,149	-1%	7,473	7,358	6,970	6,917	-1%
Leisure Day Visits lasting 3 hours or more	2,686	2,807	2,572	2,606	+1%	2,265	2,390	2,200	2,214	+1%
Tourism Day Visits	1,545	1,712	1,588	1,585	0%	1,327	1,477	1,383	1,368	-1%

Table 4.1 (continued) – Volume of Leisure Day Visits, 3+ hour Leisure Day Visits and Tourism Day Visits by country of residence

Visits	Scotland					Wales				
	2011	2012	2013	2014	% change	2011	2012	2013	2014	% change
	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	
Leisure Day Visits	962	920	775	779	+1%	546	521	455	454	0%
Leisure Day Visits lasting 3 hours or more	266	261	235	246	+5%	156	156	137	146	+7%
Tourism Day Visits	129	143	123	134	+9%	89	92	81	83	+2%

The table above shows that with the lack of change in the overall volume of Tourism Day Visits taken in GB between 2013 to 2014 was reflected by little change in the volume of Leisure Day Visits (-1%) or the subset of these visits which lasted 3 hours or more (+1%). The overall volumes of Leisure Day Visits taken by residents of England, Scotland and Wales all remained stable between 2013 and 2014.

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). The comparison shows that increases were seen across many types of activities.

Between 2013 and 2014, overall participation in Leisure Day Visits involving taking part in sports, visiting health & beauty spas and general days out increased the most while overall participation in nights out and visiting attractions decreased.

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				Leisure Day Visits lasting 3 hours or more				Tourism Day Visits			
	2012	2013	2014		2012	2013	2014		2012	2013	2014	
	Millions	Millions	Millions	% change	Millions	Millions	Millions	% change	Millions	Millions	Millions	% change
Visiting friends or family	2,402	2,188	2,176	-1%	1,043	953	958	+1%	583	545	538	-1%
Special shopping	945	855	876	+2%	298	264	270	+2%	210	190	196	+3%
Going out for a meal	1,448	1,422	1,434	+1%	567	548	556	+1%	406	397	393	-1%
Going on a night out	1,073	1,004	945	-6%	558	505	488	-3%	276	256	241	-6%
Going out for entertainment	443	429	432	+1%	221	213	218	+2%	147	142	142	0%
Undertaking outdoor activities	2,314	2,144	2,200	+3%	456	405	431	+6%	277	256	255	0%
Other leisure/hobbies	650	623	649	+4%	215	187	210	+12%	107	98	106	+8%
Taking part in sports	936	883	956	+8%	159	134	149	+11%	81	65	76	+17%
Watching live sporting events	389	341	352	+3%	161	131	133	+2%	123	92	102	+11%
Going to visitor attractions	262	263	249	-5%	152	146	139	-5%	129	128	125	-2%
Special public events	204	181	183	+1%	96	92	84	-9%	78	73	74	+1%
Special personal events	171	159	158	-1%	102	82	85	+4%	71	57	64	+12%
Day out to health/beauty spa	112	98	109	+11%	45	28	34	+21%	29	17	25	+47%
General day out	506	488	531	+9%	262	255	276	+8%	213	211	231	+9%
Other day out for leisure	204	177	218	+23%	113	86	114	+33%	91	68	93	+37%

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

Summary data tables



Section 5: Summary data tables

Tourism Day Visits

The following tables provide estimates of the total volume and value of Tourism Day Visits taken by GB residents in GB and to destinations in England, Scotland and Wales during 2014.

Table 5.1.1 – Tourism Day Visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1,585	1,345	127	90	£53,768	£45,101	£5,020	£2,677
General activity – Any undertaken								
Visiting friends or family	538	464	41	26	£16,098	£13,431	£1,376	£888
Special shopping	196	166	17	11	£14,246	£11,787	£1,536	£781
Going out for a meal	393	334	31	22	£19,784	£16,479	£1,966	£979
Going on a night out	241	205	20	13	£10,945	£9,313	£892	£515
Going out for entertainment	142	123	11	7	£6,595	£5,892	£469	£199
Undertaking outdoor activities	255	213	22	17	£7,261	£6,045	£571	£502
Other leisure/hobbies	106	89	8	6	£3,148	£2,426	£469	£246
Taking part in sports	76	62	5	9	£2,454	£2,004	£317	£108
Watching live sporting events	102	86	9	4	£3,825	£3,055	£421	£169
Going to visitor attractions	125	100	11	12	£5,018	£4,268	£462	£215
Special public events	74	63	8	3	£3,149	£2,705	£311	£112
Special personal events	64	56	4	3	£2,956	£2,599	£223	£91
Day out to health/beauty spa	25	21	2	1	£1,327	£1,174	£71	£55
General day out	231	191	19	17	£8,301	£6,748	£715	£535
Other day out for leisure	93	75	10	5	£4,287	£3,477	£599	£154
General activity – Single/main activity								
Visiting friends or family	363	313	28	17	£8,159	£6,798	£610	£467
Special shopping	110	95	9	53	£9,039	£7,844	£760	£410
Going out for a meal	152	131	12	9	£6,603	£5,351	£908	£295
Going on a night out	131	113	9	7	£4,695	£4,050	£367	£208
Going out for entertainment	97	84	8	4	£3,837	£3,429	£306	£95
Undertaking outdoor activities	122	100	12	9	£1,980	£1,652	£175	£133
Other leisure/hobbies	52	44	4	3	£912	£714	£170	£28
Taking part in sports	29	21	2	7	£555	£476	£23	£55
Watching live sporting events	63	52	6	3	£2,472	£1,922	£320	£98
Going to visitor attractions	77	66	7	3	£2,947	£2,525	£282	£86
Special public events	46	40	4	2	£1,609	£1,423	£122	£54
Special personal events	48	42	3	2	£1,624	£1,388	£150	£65
Day out to health/beauty spa	10	9	1	1	£350	£262	£35	£28
General day out	130	109	10	9	£3,668	£2,927	£396	£211
Other day out for leisure	48	39	5	3	£1,516	£1,299	£94	£86
None – 2+ activities were of equal importance	90	75	6	8	£3,595	£2,900	£292	£341
Don't know	16	13	1	0.6	£207	£142	£8	£16

Note: * Less than 0.5 million visits.
See Table 1.3 for full wording of activities used in questionnaire.

Table 5.1.2 – All Tourism Day Visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1,585	1,345	127	90	£53,768	£45,101	£5,020	£2,677
Detailed activity (<1% GB level visits not shown)								
Attended a food/local produce event (e.g. food festival, farmers market)	13	10	1	1	£605	£347	£213	£42
Attended a live music concert	30	27	2	1	£1,225	£1,085	£108	£28
Attended a music festival (e.g. Glastonbury)	9	8	1	*	£567	£403	£158	£6
Attended an indoor exhibition such as Ideal Home, a motor show or holiday exhibition	8	6	1	1	£313	£262	£40	£9
Attended an outdoor fair/exhibition/show (e.g. gardening or agricultural show)	22	18	2	1	£836	£707	£54	£63
Attended another arts/cultural festival (e.g. a book festival)	8	7	1	0.3	£583	£517	£57	£9
Centre based walking (i.e. around a city/town centre)	53	43	5	4	£2,559	£1,973	£330	£207
Cycled – on a road/surfaced path	17	14	1	1	£564	£506	£5	£20
Fishing – sea angling, coarse fishing, game fishing	8	8	1	1	£170	£124	£19	£27
Had a picnic or BBQ	34	30	2	2	£915	£788	£29	£73
Informal sport (e.g. cricket, rounders, football, skateboarding)	6	6	*	*	235	£223	£8	£0.4
Just relaxed	109	90	9	8	£3,819	£2,961	£559	£209
Long walk, hike or ramble (minimum of 2 miles/1 hour)	79	65	8	6	£2,013	£1,680	£149	£149
Other arts/cultural event/show	22	18	3	1	£740	£600	£121	£19
Played golf	17	14	3	1	£733	£446	£255	£8
Played with children	44	37	4	3	£1,757	£1,442	£134	£143
Running, jogging, orienteering	11	9	*	1	£469	£417	£15	£13
Short walk/stroll – up to 2 miles/1hour	99	81	10	6	£3,454	£2,998	£297	£127
Sightseeing by car	30	22	4	3	£1,078	£772	£181	£93
Sightseeing on foot	97	82	7	7	£4,416	£3,852	£245	£247
Spa/beauty/health treatments	11	8	2	*	£598	£445	£60	£68
Special' shopping for items you do not regularly buy	33	27	3	3	£2,420	£1,730	£465	£173
Sunbathing	14	11	1	1	£323	£278	£13	£24
Swimming (indoors or outdoors)	19	17	1	1	£885	£795	£44	£20
Took part in outdoor sports – football, rugby, hockey, cricket, athletics, etc.	12	10	2	*	£329	£266	£35	£28
Viewed architecture Traditional (Victorian/pre-Victorian etc.)	17	15	1	1	£697	£518	£121	£55
Visited family for leisure	258	221	21	13	£7,239	£6,132	£543	£363
Visited a beach	50	39	5	5	£1,793	£1,446	£202	£111
Visited a castle/other historic site	25	20	3	2	£1,160	£882	£180	£62
Visited a cathedral, church, abbey or other religious building	14	12	1	*	£951	£739	£195	£7
Visited a country park	32	26	3	2	£1,195	£950	£110	£129

Continued overleaf ►

Note: * Less than 0.5 million visits.

Table 5.1.3 – All Tourism Day Visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1,585	1,345	127	90	£53,768	£45,101	£5,020	£2,677
Detailed activity (continued) (<1% GB level visits not shown)								
Visited a garden	41	35	4	2	£1,515	£1,291	£147	£49
Visited a historic house, stately home, palace	25	20	3	1	£1,021	£804	£202	£13
Visited a museum	32	27	3	1	£1,548	£1,254	£254	£29
Visited a theme/amusement park	15	12	1	*	£864	£717	£56	£33
Visited a wildlife attraction/nature reserve	22	18	2	1	£752	£619	£53	£80
Visited a zoo/safari park	16	14	2	1	£807	£678	£76	£51
Visited an art gallery	10	8	1	*	£462	£368	£77	£11
Visited friends for leisure	17	15	11	7	£4,805	£4,191	£308	£217
Visited another type of attraction	25	20	2	2	£1,146	£972	£84	£90
Watched a live football match (not on TV)	34	29	3	1	£1,264	£1,097	£127	£17
Watched other live sport (not on TV)	31	26	2	2	£1,296	£1,047	£81	£127
Watched wildlife, bird watching	29	23	3	3	£712	£540	£120	£53
Went for a drink in a pub, club, hotel, etc.	202	172	16	11	£9,551	£7,917	£920	£504
Went for a meal in a restaurant/café/hotel/pub, etc.	327	278	27	19	£17,717	£14,906	£1,604	£909
Went for a snack in a fast food outlet, takeaway, etc.	69	59	5	4	3,671	£3,247	£231	£169
Went on a guided tour on foot, bus or other transport	10	8	1	*	£550	£288	£243	£4
Went to the cinema	66	56	6	3	£2,330	£1,951	£268	£111
Went to the gym, aerobics class, yoga, etc.	12	10	1	*	£533	£500	£21	£13
Went to the theatre	26	21	3	1	£1,803	£1,575	£171	£51
Visited the Olympic Park in London	4	4	*	*	£218	£217	-	£0.8
Attended a Commonwealth Games/Para-sport event	0.8	-	1	-	£20	-	£20	-
Attended Commonwealth Games Queens Baton relay	0.2	-	*	-	£10	-	£10	-
Attended a Commonwealth Games cultural programme event	0.5	-	1	-	£14	-	£14	-
Attended the 2014 Ryder Cup event	0.2	-	*	-	£2	-	£2	-
Type of place (main place visited)								
City/large town	682	587	58	29	£29,952	£25,414	£2,873	£1,104
Small town	368	310	31	22	£11,177	£8,973	£1,398	£692
Village	167	146	9	10	£4,669	£3,767	£510	£357
Rural countryside	186	154	16	14	£5,927	£4,676	£612	£602
Seaside resort or town	96	80	7	8	£4,442	£3,575	£286	£428
Seaside coastline – a beach	37	30	2	3	£1,768	£1,421	£186	£138
Other seaside coastline	11	6	2	2	£531	£314	£128	£65
Other	38	31	2	2	£1,226	£1,021	£99	£29
Month of visit								
January	106	90	11	6	£3,144	£2,694	£325	£126
February	103	91	7	4	£3,258	£2,887	£227	£121
March	122	105	9	6	£4,905	£4,349	£369	£161
April	137	116	11	8	£4,022	£3,402	£302	£219
May	139	113	8	16	£4,542	£3,803	£239	£393
June	135	114	12	8	£4,159	£3,467	£399	£204
July	149	125	14	8	£4,911	£3,940	£542	£266
August	167	139	17	8	£6,173	£4,963	£754	£327
Continued overleaf ►								

September	134	113	10	8	£4,757	£3,842	£502	£296
October	127	108	11	6	£4,148	£3,495	£339	£165
November	129	115	7	6	£5,103	£4,333	£567	£189
December	134	115	10	6	£4,646	£3,927	£455	£211

Table 5.1.4 – All Tourism Day Visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1,585	1,345	127	90	£53,768	£45,101	£5,020	£2,677
Transport								
Net: Any car	1,038	876	84	66	£34,449	£28,919	£2,988	£1,992
Car – own/friends/family	1,023	864	82	65	£33,917	£28,531	£2,922	£1,944
Car – hired	15	12	1	1	£532	£388	£66	£48
Net: Public transport	280	237	26	13	£11,186	£9,224	£1,585	£274
Train	160	133	14	9	£7,877	£6,710	£907	£191
A regular bus/coach	120	104	12	4	£3,309	£2,515	£677	£83
Organised coach tour	16	13	0.7	2	£684	£576	£16	£81
Taxi	40	34	4	2	£1,717	£1,412	£220	£78
Walked/on foot	103	90	8	4	£1,737	£1,555	£98	£58
Bicycle	17	14	1	1	£157	£125	£3	£13
Minibus	9	7	*	1	£248	£199	£8	£27
Motor cycle	4	3	*	*	£94	£86	£1	£4
Tube	44	44	*	-	£2,119	£2,114	£5	-
Tram	7	7	*	*	£167	£162	£4	£0.5
Motorised caravan/campervan	2	1	*	*	£95	£46	£28	£22
Plane	4	2	1	*	£505	£278	£38	-
Boat/ship/ferry	4	3	1	*	£173	£123	£22	-
Lorry/truck/van	4	4	*	*	£84	£77	*	£7
Other	13	11	1	1	£355	£207	£4	£122
Distance travelled								
Less than 5 miles	246	212	16	16	£5,061	£4,519	£281	£214
Between 5 and 10 miles	295	261	20	14	£8,344	£7,526	£508	£276
11 to 20 miles	274	238	22	12	£7,472	£6,488	£580	£365
21 to 40 miles	227	194	19	13	£6,888	£5,831	£645	£323
41 to 60 miles	131	106	15	9	£4,949	£3,984	£671	£268
61 to 80 miles	77	61	10	4	£3,677	£2,797	£643	£158
81 to 100 miles	65	54	6	4	£2,912	£2,350	£316	£166
Over 100 miles	175	143	14	12	£11,722	£9,477	£1,180	£762
Don't know	95	77	6	6	£2,743	£2,129	£197	£146
Average distance travelled (miles)	46	44	49	52				
Duration								
3 hours to 3 hours 59	588	500	48	34	£18,993	£16,200	£1,673	£960
4 hours to 4 hours 59	364	313	28	19	£10,408	£8,744	£1,065	£520
5 hours to 5 hours 59	206	174	14	16	£6,846	£5,891	£450	£335
6 hours or more	426	359	37	21	£17,520	£14,266	£1,833	£862

Note: * Less than 0.1 million visits.

Table 5.1.5 – All Tourism Day Visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1,585	1,345	127	90	£53,768	£45,101	£5,020	£2,677
Age								
16-24	314	260	24	21	£8,231	£6,656	£966	£388
25-34	314	278	18	13	£12,118	£10,534	£831	£474
35-44	196	162	21	12	£7,266	£6,049	£733	£408
45-54	255	221	18	13	£9,964	£8,467	£809	£497
55-64	211	173	23	13	£7,745	£6,392	£794	£387
65+	294	251	23	18	£8,444	£7,004	£888	£524
Children in household								
Children in household	423	360	31	23	£16,028	£13,481	£1,419	£850
None	1,162	985	96	68	£37,739	£31,620	£3,604	£1,827
SEG								
AB	483	402	47	28	£18,505	£15,404	£1,898	£898
C1	458	388	41	26	£14,976	£12,199	£1,892	£722
C2	325	281	18	20	£11,834	£10,338	£618	£671
DE	319	275	22	16	£8,452	£7,160	£612	£387
Party composition								
No one, I was on my own	231	199	20	10	£4,833	£3,504	£910	£322
I was with spouse/partner	718	607	60	43	£28,763	£24,311	£2,433	£1,491
I was with my child(ren)	256	216	22	14	£11,393	£9,591	£1,014	£570
I was with other members of my family	312	265	24	18	£11,631	£9,749	£977	£564
I was with a friend/friends	396	335	30	25	£13,612	£11,602	£1,123	£630
I was with an organised group	47	39	3	4	£922	£757	£42	£95
I was with someone else	23	19	1	1	£298	£259	£7	£13
Marital Status								
Married/living with partner	898	764	73	52	£34,939	£29,291	£3,388	£1,795
Never married (single)	329	277	25	21	£9,659	£8,051	£961	£477
Divorced/widowed	173	145	17	9	£4,825	£4,092	£450	£238
Living with parents	112	97	6	5	£2,653	£2,223	£130	£144
Domestic partner/living with other adults	39	35	3	1	£1,029	£980	£34	£14
Prefer not to state/other	34	27	2	2	£663	£464	£58	£10

**Table 5.1.6 – Tourism day visits by English ceremonial county
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (tourism day visits)
	Millions	Millions	N
Bedfordshire	9.59	£203.01	284
Berkshire	12.90	£451.59	463
Bristol/Bath area	22.51	£903.24	787
Buckinghamshire	16.81	£629.05	579
Cambridgeshire	23.82	£769.54	629
Cheshire	24.22	£840.88	970
Cornwall and Isles of Scilly	22.36	£693.91	690
Cumbria	16.31	£518.64	549
Derbyshire	23.68	£558.16	715
Devon	40.76	£1,244.77	1255
Dorset	20.36	£619.92	607
Durham	11.54	£303.37	348
East Sussex	26.14	£954.65	889
Essex	37.44	£914.33	1015
Gloucestershire	16.63	£693.14	572
Greater Manchester	57.04	£1,848.00	1772
Hampshire	39.75	£1,245.11	1327
Herefordshire	4.91	£143.52	215
Hertfordshire	16.97	£421.69	516
Isle of Wight	4.72	£112.46	162
Kent	48.22	£1,405.25	1547
Lancashire	35.25	£1,094.48	1076
Leicestershire	18.39	£486.33	564
Lincolnshire	22.58	£697.29	626
London	298.13	£8,738.38	8998
Merseyside	25.70	£876.78	803
Norfolk	36.71	£1,228.37	944
North Lincolnshire/Humberside	19.29	£524.00	703
North Yorkshire	33.04	£1,120.93	965
Northamptonshire	14.87	£466.62	613
Northumberland	10.51	£307.68	382
Nottinghamshire	23.17	£737.27	612
Oxfordshire	14.97	£502.79	571
Rutland	1.48	£61.05	224
Shropshire	13.15	£390.19	314
Somerset	12.57	£478.87	372
South Gloucestershire	3.08	£66.52	220
South Yorkshire	26.52	£685.80	584
Staffordshire	22.26	£700.87	683
Suffolk	19.75	£543.29	555
Surrey	23.11	£803.09	715
Tees Valley	7.34	£140.07	421
Tyne and Wear	22.92	£810.04	517
Warwickshire	13.99	£371.69	552

**Table 5.1.6 – Tourism day visits by English ceremonial county
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (tourism day visits)
	Millions	Millions	N
West Midlands	52.76	£2,023.54	1266
West Sussex	17.74	£507.11	920
West Yorkshire	50.03	£1,396.49	1,199
Wiltshire	15.29	£435.36	843
Worcestershire	16.08	£459.20	527

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

**Table 5.1.7 – Tourism day visits by English local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (tourism day visits)
	Millions	Millions	N
Allerdale	3.70	£96.41	115
Amber Valley	1.54	£41.20	54
Arun	3.94	£100.26	129
Ashford	4.09	£165.63	145
Aylesbury Vale	2.86	£50.49	107
Babergh	2.38	£74.87	71
Barking and Dagenham ®	4.10	£130.16	92
Barnet ®	6.59	£165.27	197
Barnsley	2.67	£44.14	82
Basildon	2.76	£91.38	85
Basingstoke and Deane	2.87	£64.21	100
Bassetlaw	1.96	£32.65	68
Bath and North East Somerset	5.68	£194.09	141
Bedford*	2.95	£48.11	86
Bexley ®	4.70	£182.69	128
Birmingham	26.27	£1,001.54	842
Blaby*	1.05	£16.07	33
Blackburn with Darwen	2.59	£89.77	76
Blackpool	9.32	£420.20	261
Bolton	4.05	£79.29	127
Boston	1.88	£35.57	50
Bournemouth	5.94	£193.56	162
Bradford	7.83	£203.95	235
Braintree	3.18	£66.20	94
Breckland	3.49	£61.71	92

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by English local authority
2012-2014 three year averages**

	Visits Millions	Expenditure Millions	2012-2014 sample (tourism day visits) N
Brent ®	4.84	£164.92	162
Brighton and Hove	8.45	£355.52	265
Bristol	12.63	£553.90	426
Broadland	2.86	£51.75	73
Bromley ®	9.04	£173.94	252
Bromsgrove	2.87	£94.75	90
Burnley	1.78	£52.73	51
Bury	3.16	£57.10	110
Calderdale	4.69	£85.49	135
Cambridge	7.02	£286.14	177
Camden ®	13.42	£481.08	402
Cannock Chase	2.99	£112.41	73
Canterbury	5.96	£178.20	198
Carlisle	2.80	£113.83	102
Central Bedfordshire	4.34	£97.18	136
Charnwood	2.15	£37.48	65
Chelmsford	4.73	£92.03	130
Cheltenham	4.61	£189.39	141
Cherwell	2.86	£146.65	100
Cheshire East	7.25	£223.36	263
Cheshire West and Chester	11.70	£392.52	529
Chesterfield	2.06	£73.03	64
Chichester	4.34	£125.57	147
Chiltern	1.41	£24.72	49
Chorley*	2.49	£33.89	69
City of London ®	35.61	£2,190.34	1,029
City of Westminster ®	27.48	£1,606.06	928
Colchester	5.12	£136.05	141
Copeland	0.91	£23.23	35
Cornwall	22.10	£689.48	685
Cotswold	3.06	£199.24	104
County Durham	9.83	£273.50	312
Coventry	4.56	£181.03	150
Craven	3.39	£90.23	107
Crawley	2.58	£102.54	91
Croydon ®	9.92	£314.28	277

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by English local authority
2012-2014 three year averages**

	Visits Millions	Expenditure Millions	2012-2014 sample (tourism day visits) N
Dacorum	2.48	£69.57	90
Darlington	1.70	£29.84	54
Dartford	2.88	£132.99	98
Daventry	3.03	£91.76	78
Derby	6.62	£160.95	185
Derbyshire Dales	6.57	£135.74	206
Doncaster	6.80	£121.64	218
Dover	4.71	£144.84	131
Dudley	5.95	£307.88	176
Ealing ®	5.24	£126.40	159
East Cambridgeshire	1.72	£64.32	46
East Devon	4.67	£153.31	162
East Hampshire	1.74	£31.89	71
East Hertfordshire	2.45	£75.35	63
East Lindsey	7.65	£236.61	187
East Riding of Yorkshire	8.35	£219.66	266
East Staffordshire	1.50	£51.35	57
Eastbourne	4.42	£223.90	137
Eastleigh	1.61	£43.72	61
Eden	1.50	£29.46	55
Elmbridge*	1.79	£21.49	51
Enfield ®	8.82	£207.61	238
Epping Forest	2.49	£46.34	66
Exeter	5.89	£221.68	171
Fareham	1.84	£35.34	63
Forest Heath	1.88	£65.66	50
Forest of Dean	1.49	£25.99	53
Fylde	2.44	£71.60	66
Gateshead	4.77	£192.80	148
Gloucester	3.82	£144.25	122
Gravesham*	1.45	£19.81	46
Great Yarmouth	4.65	£166.25	128
Greenwich ®	10.87	£364.84	344
Guildford	3.56	£161.31	133
Hackney*®	6.80	£350.87	199
Halton	1.36	£23.86	51

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by English local authority
2012-2014 three year averages**

	Visits Millions	Expenditure Millions	2012-2014 sample (tourism day visits) N
Hambleton	2.63	£54.47	81
Hammersmith and Fulham ®	6.50	£260.83	199
Harborough	1.01	£24.17	44
Haringey ®	4.36	£131.95	155
Harrogate	4.31	£121.31	164
Harrow ®	7.62	£262.23	224
Hart	1.13	£20.06	45
Hastings	1.99	£61.81	71
Havering ®	5.75	£158.72	164
Herefordshire	4.89	£143.52	212
High Peak	2.73	£56.80	86
Hillingdon ®	5.84	£194.14	165
Hinckley and Bosworth	2.49	£58.67	71
Horsham	2.50	£72.46	81
Hounslow ®	4.69	£131.76	152
Huntingdonshire	5.23	£134.78	137
Ipswich	3.29	£99.09	89
Isle of Wight	4.73	£112.46	162
Islington ®	9.04	£319.36	257
Kensington and Chelsea ®	7.74	£307.25	262
King's Lynn and West Norfolk	5.45	£192.50	94
Kingston upon Hull	5.06	£157.58	147
Kingston upon Thames ®	4.09	£145.12	116
Kirklees	9.54	£191.85	278
Lambeth ®	6.62	£195.98	224
Lancaster	3.20	£111.67	113
Leeds	21.60	£753.86	639
Leicester	7.38	£192.78	217
Lewes*	2.30	£37.43	79
Lewisham ®	6.38	£122.69	173
Lichfield	2.44	£46.09	81
Lincoln	4.37	£242.64	128
Liverpool	14.96	£687.15	496
Luton	2.27	£57.71	60
Maidstone	7.08	£218.29	209
Maldon*	1.33	£17.19	43

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by English local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (tourism day visits)
	Millions	Millions	N
Malvern Hills	3.29	£58.24	115
Manchester	31.43	£1,385.24	989
Mansfield	1.86	£43.80	65
Medway	5.05	£118.03	161
Melton	2.94	£151.95	79
Mendip*	2.66	£182.84	106
Merton ®	3.85	£105.35	121
Mid Devon	1.75	£50.24	61
Mid Suffolk*	2.63	£34.52	58
Mid Sussex	1.99	£39.34	80
Middlesbrough	2.64	£73.37	70
Milton Keynes	6.62	£278.54	208
Mole Valley*	1.74	£28.62	67
New Forest	4.52	£131.60	143
Newark and Sherwood	3.87	£119.16	110
Newcastle upon Tyne	10.90	£428.49	338
Newcastle-under-Lyme	2.18	£68.84	65
Newham ®	8.70	£319.27	236
North Devon	4.03	£126.88	131
North East Derbyshire*	1.27	£18.45	40
North East Lincolnshire	3.62	£102.91	105
North Hertfordshire*	3.20	£46.24	94
North Kesteven*	1.59	£15.82	53
North Lincolnshire	2.26	£43.84	76
North Norfolk*	5.82	£84.61	159
North Somerset	4.34	£154.79	141
North Tyneside	3.79	£66.08	122
North Warwickshire	1.86	£61.39	55
North West Leicestershire	1.96	£36.83	68
Northampton	3.61	£112.24	100
Northumberland	10.49	£307.67	357
Norwich	12.11	£619.73	276
Nottingham	11.57	£482.05	345
Oldham	2.65	£52.93	89
Oxford	5.56	£204.80	191
Peterborough	5.57	£172.76	147

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by English local authority
2012-2014 three year averages**

	Visits Millions	Expenditure Millions	2012-2014 sample (tourism day visits) N
Plymouth	5.49	£234.96	183
Poole	3.04	£134.86	88
Portsmouth	8.25	£349.36	254
Preston	3.47	£92.59	111
Reading	3.88	£148.36	155
Redbridge ®	4.24	£84.92	123
Redcar and Cleveland*	1.82	£22.25	61
Reigate and Banstead	2.68	£55.75	89
Ribble Valley	2.92	£60.78	104
Richmond Upon Thames ®	4.71	£189.10	142
Richmondshire	1.92	£56.98	67
Rochdale	1.94	£52.66	71
Rochford	1.92	£32.36	52
Rother	2.44	£75.86	91
Rotherham	3.88	£105.43	102
Rugby	2.12	£43.42	81
Rushcliffe*	1.13	£18.02	29
Rushmoor	1.55	£26.10	57
Ryedale	2.08	£44.73	78
Salford	2.35	£71.02	69
Sandwell*	2.25	£34.77	72
Scarborough	8.02	£362.49	263
Sefton	5.48	£184.52	181
Selby	1.51	£31.44	55
Sevenoaks	2.99	£85.92	107
Sheffield	13.38	£422.93	405
Shepway	3.08	£99.90	106
Shropshire	10.78	£297.24	381
Solihull	5.49	£139.81	160
South Bucks	1.59	£45.08	49
South Cambridgeshire	2.20	£65.52	65
South Derbyshire*	1.22	£15.46	40
South Gloucestershire	3.07	£66.53	90
South Hams	3.29	£64.24	102
South Holland	1.33	£42.59	38
South Kesteven	3.99	£111.26	110

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by English local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (tourism day visits)
	Millions	Millions	N
South Lakeland	7.10	£227.94	224
South Norfolk	2.42	£60.52	79
South Northamptonshire	2.76	£124.07	76
South Oxfordshire*	2.06	£29.89	88
South Somerset	2.68	£91.02	94
South Staffordshire	2.65	£54.01	74
South Tyneside*	1.20	£84.16	43
Southampton	6.30	£267.32	200
Southend-on-Sea	2.44	£75.71	69
Southwark ®	9.63	£249.53	285
Spelthorne*	1.72	£158.93	51
St Albans	1.27	£38.07	49
St Edmundsbury	2.00	£60.21	53
Stafford	3.70	£146.49	105
Staffordshire Moorlands	2.95	£123.87	81
Stockport	3.90	£73.55	116
Stockton-on-Tees	2.06	£33.56	66
Stoke-on-Trent	2.52	£59.09	82
Stratford-on-Avon	4.36	£131.01	160
Stroud	2.11	£42.69	72
Suffolk Coastal	3.68	£104.84	110
Sunderland	2.50	£65.01	86
Surrey Heath	1.53	£44.95	59
Sutton ®	4.60	£154.41	136
Swale	2.18	£38.63	72
Swindon	3.17	£100.06	105
Tameside	3.48	£62.53	109
Tamworth	1.92	£81.39	62
Tandridge	1.56	£50.74	54
Taunton Deane	3.43	£88.81	99
Teignbridge	4.97	£130.78	139
Telford and Wrekin	2.02	£86.63	69
Tendring	5.05	£91.95	112
Test Valley	3.29	£92.82	107
Tewkesbury	1.54	£91.58	54
Thanet	3.79	£127.97	123

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by English local authority
2012-2014 three year averages**

	Visits Millions	Expenditure Millions	2012-2014 sample (tourism day visits) N
Thurrock	3.26	£173.68	87
Tonbridge and Malling*	2.49	£36.84	87
Torbay	5.84	£138.14	162
Torridge	1.98	£48.54	63
Tower Hamlets ®	6.26	£142.47	182
Trafford	2.87	£68.77	108
Tunbridge Wells	3.14	£81.44	119
Uttlesford*	2.20	£31.05	63
Vale of White Horse	1.92	£60.34	69
Wakefield	6.35	£161.32	211
Walsall	3.42	£80.08	116
Waltham Forest ®	3.47	£97.56	108
Wandsworth ®	7.35	£180.21	214
Warrington	2.67	£150.15	95
Warwick	4.25	£107.70	145
Watford	1.51	£75.93	52
Waveney	3.86	£104.10	108
Waverley	3.09	£149.15	98
Wealden	4.02	£109.08	149
Welwyn Hatfield	1.82	£40.86	55
West Berkshire	2.38	£55.48	88
West Devon	2.89	£76.01	79
West Dorset	3.14	£69.75	89
West Lancashire	1.66	£42.48	54
West Lindsey*	1.78	£12.81	57
West Oxfordshire	2.59	£61.10	88
West Somerset	1.38	£57.30	50
Weymouth and Portland	1.87	£114.15	62
Wigan	3.05	£76.45	113
Wiltshire	12.06	£333.17	394
Winchester	4.12	£130.42	141
Windsor and Maidenhead	2.60	£100.26	89
Wirral	5.13	£121.70	177
Woking	2.65	£52.27	87
Wokingham	1.28	£65.75	48
Wolverhampton	4.98	£279.41	133

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by English local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (tourism day visits)
	Millions	Millions	N
Worcester	3.50	£102.30	119
Worthing	1.37	£35.86	52
Wychavon	2.93	£58.55	107
Wycombe	4.31	£230.22	144
Wyre	2.71	£66.33	87
Wyre Forest	2.60	£104.22	89
York	10.32	£400.16	308

Notes: Data for local authorities marked ® were revised on 16th September 2015.

*It is likely that in some visits taken to destinations in Central London, respondents were unsure of the borough visited so may have provided inaccurate responses regarding the area visited. Also, in around 5% of visits taken to destinations in London respondents did not know which borough was visited. Results for the highlighted Local Authorities suggest an average spend per visit of more than double or less than half of the GB average of £34. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact VisitEngland to discuss how best to interpret the findings.

**Table 5.1.8 – Tourism day visits by welsh local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (tourism day visits)
	Millions	Millions	N
Blaenau Gwent*	0.55	8.49	62
Bridgend	3.77	122.28	345
Caerphilly	1.67	29.84	173
Cardiff	16.59	846.01	1,446
Carmarthenshire	4.80	143.52	466
Ceredigion	6.00	136.68	297
Conwy	5.88	226.23	420
Denbighshire	4.39	120.13	282
Flintshire	3.85	171.65	241
Gwynedd	5.59	180.79	332
Isle of Anglesey	2.36	127.03	160
Merthyr Tydfil	0.87	19.93	107
Monmouthshire	3.42	71.01	230
Neath Port Talbot	1.98	46.17	205
Newport	3.28	135.73	260
Pembrokeshire	5.36	175.37	395
Powys	5.57	179.24	389
Rhondda, Cynon, Taff	2.62	53.33	237
Swansea	8.11	278.61	714
The Vale of Glamorgan	2.90	64.71	258
Torfaen	2.12	58.90	153
Wrexham	2.77	88.24	174

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

Monmouthshire	3.42	71.01	230
Neath Port Talbot	1.98	46.17	205
Newport	3.28	135.73	260
Pembrokeshire	5.36	175.37	395
Powys	5.57	179.24	389
Rhondda, Cynon, Taff	2.62	53.33	237
Swansea	8.11	278.61	714
The Vale of Glamorgan	2.90	64.71	258
Torfaen	2.12	58.90	153
Wrexham	2.77	88.24	174

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

**Table 5.1.9 – Tourism day visits by Scottish local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (tourism day visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
Aberdeen City*	3.49	152.79	199
Aberdeenshire	3.00	120.76	171
Angus	1.96	36.74	133
Argyll and Bute	3.57	110.37	194
Clackmannanshire	0.75	21.40	54
Dumfries and Galloway	3.54	115.06	200
Dundee City	3.64	131.89	255
East Ayrshire	1.73	39.57	99
East Lothian	2.70	60.60	142
Edinburgh	19.19	905.97	1048
Eilean Siar	1.13	23.00	40
Falkirk	2.86	62.39	169
Fife	8.68	238.65	496
Glasgow City	21.80	995.40	1294
Highland	6.77	333.83	352
Inverclyde	1.37	38.01	78
Midlothian	1.41	44.81	82
Moray	1.35	26.29	77
North Ayrshire	3.21	97.85	179
North Lanarkshire	3.28	82.08	198
Perth and Kinross	6.29	229.89	352
Renfrewshire	3.42	81.22	211
Scottish Borders	3.35	109.33	183
South Ayrshire	5.30	159.39	301
South Lanarkshire	4.22	138.14	260
Stirling	4.34	159.13	279

West Dunbartonshire	1.79	49.84	117
West Lothian	3.65	126.11	222

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

3 hour+ Leisure Day Visits

Table 5.2

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 GB and to destinations in England, Scotland and Wales during 2014.

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			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All 3 hour+ Leisure Day Visits	2,606	2,192	240	150	£72,960	£60,680	£7,528	£2,725
General activity – Any undertaken								
Visiting friends or family	958	819	82	49	£21,086	£17,776	£1,833	£1,073
Special shopping	270	228	24	15	£18,335	£15,074	£2,144	£971
Going out for a meal	556	469	51	30	£25,417	£20,864	£2,929	£1,237
Going on a night out	488	406	47	31	£17,616	£14,631	£1,712	£1,021
Going out for entertainment	218	186	22	9	£8,741	£7,571	£870	£265
Undertaking outdoor activities	431	356	45	26	£9,766	£8,129	£874	£589
Other leisure/hobbies	210	175	20	12	£4,270	£3,422	£555	£287
Taking part in sports	149	123	13	12	£4,201	£3,410	£587	£152
Watching live sporting events	133	113	11	6	£4,773	£3,937	£455	£197
Going to visitor attractions	139	113	12	12	£5,432	£4,657	£485	£216
Special public events	84	72	8	3	£3,521	£3,064	£320	£116
Special personal events	85	74	7	3	£3,871	£3,342	£349	£138
Day out to health/beauty spa	34	29	3	1	£1,775	£1,496	£191	£62
General day out	276	228	24	20	£9,232	£7,485	£881	£563
Other day out for leisure	114	92	13	6	£5,010	£4,013	£761	£179
General activity – Single/main activity								
Visiting friends or family	706	604	60	36	£11,023	£9,321	£840	£578
Special shopping	147	126	13	77	£11,993	£10,207	£1,235	£526
Going out for a meal	236	200	22	13	£9,709	£7,766	£1,436	£432
Going on a night out	316	264	29	21	£9,314	£7,706	£923	£613
Going out for entertainment	154	131	16	7	£5,116	£4,435	£535	£140
Undertaking outdoor activities	221	179	26	15	£2,564	£2,106	£237	£175
Other leisure/hobbies	119	98	13	7	£1,379	£1,103	£215	£61
Taking part in sports	62	48	5	8	£974	£844	£52	£79
Watching live sporting events	81	68	8	3	£2,909	£2,309	£351	£117
Going to visitor attractions	84	73	7	3	£3,122	£2,698	£284	£86
Special public events	48	42	5	2	£1,725	£1,534	£124	£58
Special personal events	61	53	5	2	£2,013	£1,710	£194	£89
Day out to health/beauty spa	13	11	1	1	£460	£361	£43	£31
General day out	151	125	13	10	£4,024	£3,163	£507	£219
Other day out for leisure	56	45	6	3	£1,690	£1,430	£125	£98
None – 2+ activities were of equal importance	130	108	11	10	£4,687	£3,800	£415	£407
Don't know	21	17	1	1	£257	£188	£12	£16

Note: See Table 1.3 for full wording of activities used in questionnaire.

Table 5.2.2 – 3 hour+ leisure day visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All 3 hour+ Leisure Day Visits	2,606	2,192	240	150	£72,960	£60,680	£7,528	£3,725
Detailed activity (<1% GB level visits not shown)								
Attended a live music concert	40	35	3	1	£1,441	£1,287	£120	£31
Attended an indoor exhibition	9	8	1	1	£433	£378	£44	£9
Attended an outdoor fair/exhibition/show	26	22	2	1	£929	£793	£58	£66
Attended an evening class	15	12	2	1	£186	£170	£3	£12
Attended a food/ local produce event	15	12	2	1	£846	£575	£224	£44
Centre based walking	72	59	7	5	£3,110	£2,436	£395	£232
Cycled – on a road/surfaced path	29	24	2	2	£736	£655	£22	£27
Fishing	12	10	1	1	£355	£296	£31	£29
Went for a drink in a pub, club etc.	407	340	37	27	£15,659	£12,731	£1,760	£954
Went for a meal in a restaurant/café/hotel/pub, etc.	462	384	44	31	£23,273	£19,076	£2,483	£1,387
Went for a snack in a fast food outlet, takeaway, etc.	101	81	9	11	£4,827	£4,042	£370	£391
Went on a guided tour	11	9	1	*	£638	£377	£243	£4
Went to the cinema	106	89	12	5	£3,439	£2,880	£397	£162
Went to the gym, aerobics class, etc.	36	29	4	2	£878	£793	£64	£21
Went to the theatre	35	28	4	2	£2,055	£1,769	£217	£63
Played golf	45	35	8	2	£1,073	£763	£274	£12
Had a picnic or BBQ	43	37	3	3	£1,160	£985	£76	£75
Informal sport (e.g. cricket, football etc.)	13	12	1	*	£547	£519	£24	£1
Just relaxed	159	129	18	10	£4,985	£3,896	£761	£239
Long walk, hike or ramble (minimum of 2 miles/1 hour)	118	95	13	9	£2,642	£2,229	£209	£170
Other arts/cultural event/show	28	22	5	1	£975	£815	£139	£22
Played with children	67	56	6	4	£2,153	£1,767	£162	£159
Running, jogging, orienteering	20	16	2	1	£720	£645	£25	£26
Short walk/stroll – up to 2 miles/1hour	139	114	14	9	£4,175	£3,626	£365	£152
Sightseeing by car	32	23	5	3	£1,125	£802	£193	£97
Sightseeing on foot	116	97	9	8	£4,942	£4,313	£279	£278
‘Special’ shopping’	37	30	3	3	£2,561	£1,837	£493	£179
Swimming (indoors or outdoors)	29	24	3	1	£1,117	£983	£66	£42
Took part in indoor sports – 5-a-side football, badminton, basketball, ice hockey, etc.	14	12	1	1	£439	£268	£159	£12
Took part in outdoor sports – football, rugby, hockey, cricket, athletics, etc.	26	21	3	2	£447	£371	£38	£37
Viewed architecture Traditional (Victorian/pre-Victorian etc.)	19	16	1	1	£712	£529	£125	£55
Visited family for leisure	486	411	44	26	£9,475	£8,063	£751	£458
Visited friends for leisure	303	263	23	14	£6,490	£5,688	£441	£272

Continued overleaf ►

Table 5.2.3 – 3 hour+ leisure day visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All 3 hour+ Leisure Day Visits	2,606	2,192	240	150	£72,960	£60,680	£7,528	£3,725
Detailed activity (continued) (<1% GB level visits not shown)								
Visited a beach	62	48	6	7	£2,103	£1,657	£289	£124
Visited a cathedral, church, abbey or other religious building	18	16	1	*	£1,119	£901	£200	£7
Visited a country park	41	33	4	4	£1,456	£1,180	£132	£136
Visited a garden	51	44	5	2	£1,977	£1,632	£260	£57
Visited a historic house, stately home	26	22	3	1	£1,042	£823	£203	£13
Visited a museum	35	30	4	1	£1,697	£1,382	£275	£30
Visited a theme/amusement park	16	14	1	1	£1,071	£923	£57	£33
Visited a wildlife attraction/nature	26	22	2	1	£873	£646	£139	£87
Visited a zoo/safari park	20	17	2	1	£983	£849	£81	£51
Visited an art gallery	12	11	1	*	£623	£507	£98	£11
Visited a castle/other historic site	29	23	3	2	£1,262	£965	£200	£62
Visited another type of attraction	29	24	2	2	£1,345	£1,170	£84	£90
Watched a live football match	47	41	4	1	£1,630	£1,440	£145	£21
Watched other live sport (not on TV)	38	31	3	3	£1,504	£1,222	£97	£146
Watched wildlife, bird watching	40	33	4	3	£902	£713	£131	£58
Visited the Olympic Park in London	6	5	*	*	£402	£399	-	£3
Attended a Commonwealth Games/Para-sport event	1	-	1	-	£24	-	£24	-
Attended Commonwealth Games Queens Baton relay	*	-	*	-	£10	-	£10	-
Attended a Commonwealth Games cultural programme event	1	-	1	-	£14	-	£14	-
Attended the 2014 Ryder Cup event	*	-	*	-	£2	-	£2	-
None of these	198	169	14	11	£3,732	£3,198	£260	£121
Type of place visited								
City/large town	1,174	984	126	55	£41,367	£34,483	£4,678	£1,641
Small town	699	590	61	43	£16,252	£13,248	£1,853	£1,036
Village	325	279	23	21	£6,440	£5,221	£714	£471
Rural countryside	286	235	24	24	£6,705	£5,368	£656	£644
Seaside resort or town	156	131	11	12	£5,357	£4,381	£325	£475
Seaside coastline – a beach	72	57	5	7	£2,149	£1,765	£214	£148
Other seaside coastline	19	12	3	2	£669	£433	£143	£69
Other	68	58	5	3	£1,460	£1,208	£112	£32
Month of visit								
January	194	164	19	10	£4,379	£3,756	£437	£185
February	188	161	19	8	£4,818	£4,150	£452	£163
March	213	176	25	11	£6,427	£5,550	£620	£231
April	224	189	19	14	£5,893	£4,717	£787	£291
May	233	186	19	26	£6,352	£5,143	£462	£640
June	215	180	20	13	£6,024	£5,095	£548	£269
July	234	197	23	12	£6,294	£5,008	£809	£316
August	250	208	25	13	£7,700	£6,169	£890	£512
September	211	177	18	14	£6,125	£5,014	£650	£343
October	211	179	20	9	£5,684	£4,819	£500	£214
November	216	188	17	10	£6,865	£5,795	£776	£279
December	217	187	17	11	£6,399	£5,465	£599	£282

Note: * Less than 0.1 million visits.

Table 5.2.4 – 3 hour+ leisure day visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All 3 hour+ Leisure Day Visits	2,606	2,192	240	150	£72,960	£60,680	£7,528	£2,725
Transport								
Net: Any car	1,594	1,339	137	103	£44,487	£37,143	£4,069	£2,695
Car – own/friends/family	1,571	1,322	135	101	£43,699	£36,525	£3,984	£2,641
Car – hired	22	17	2	2	£788	£619	£85	£54
Net: Public transport	395	329	46	17	£13,525	£11,085	£1,994	£339
Train	187	156	18	10	£8,684	£7,352	£1,061	£203
A regular bus/coach	208	173	28	7	£4,841	£3,733	£933	£137
Organised coach tour	18	15	1	2	£717	£595	£29	£82
Taxi	89	73	11	4	£3,897	£2,922	£830	£135
Walked/on foot	350	294	37	18	£5,187	£4,456	£418	£257
Bicycle	35	30	2	2	£272	£220	£16	£21
Minibus	12	9	*	1	£301	£244	£14	£29
Motor cycle	6	5	*	*	£126	£118	£1	£4
Tube	52	52	*	*	£2,620	£2,611	£9	-
Tram	10	10	1	*	£326	£317	£8	£0.5
Motorised caravan/campervan	2	1	*	*	£98	£49	£28	£22
Plane	5	2	1	*	£561	£297	£53	-
Boat/ship/ferry	4	3	1	*	£174	£123	£22	-
Lorry/truck/van	5	5	*	*	£112	£106	*	£7
Other	29	24	3	2	£559	£365	£36	£135
Distance travelled								
Less than 5 miles	764	645	72	44	£13,213	£11,351	£1,119	£693
Between 5 and 10 miles	532	453	47	31	£12,912	£11,143	£1,098	£636
11 to 20 miles	387	332	34	19	£10,083	£8,330	£1,271	£443
21 to 40 miles	291	247	26	16	£8,179	£6,922	£808	£356
41 to 60 miles	154	123	19	10	£5,495	£4,410	£762	£298
61 to 80 miles	92	75	11	5	£3,943	£3,030	£665	£168
81 to 100 miles	74	62	7	4	£3,332	£2,750	£333	£168
Over 100 miles	196	160	16	14	£12,839	£10,413	£1,260	£815
Don't know	115	94	8	7	£2,964	£2,331	£212	£148
Average distance travelled (miles)	33	32	32	37				
Duration								
3 hours to 3 hours 59	1,069	897	104	61	£27,157	£23,013	£2,601	£1,381
4 hours to 4 hours 59	622	529	56	32	£15,339	£12,546	£1,956	£710
5 hours to 5 hours 59	319	265	24	27	£9,419	£7,807	£797	£645
6 hours or more	596	501	55	30	£21,045	£17,314	£2,175	£990

Note: * Less than 0.1 million visits.

Table 5.2.5 – 3 hour+ leisure day visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All 3 hour+ Leisure Day Visits	2,606	2,192	240	150	£72,960	£60,680	£7,528	£3,725
Age								
16-24	542	442	52	39	£13,147	£10,411	£1,801	£713
25-34	513	451	35	20	£16,186	£13,982	£1,348	£575
35-44	317	259	37	19	£9,831	£8,084	£1,083	£561
45-54	406	351	32	20	£12,681	£10,807	£1,095	£589
55-64	338	273	42	21	£9,693	£7,836	£1,092	£566
65+	490	417	41	31	£11,423	£9,560	£1,111	£721
Children in household								
Children in household	677	574	57	36	£21,333	£17,986	£1,977	£1,062
None	1,830	1,617	183	114	£51,628	£41,694	£5,551	£2,663
SEG								
AB	726	590	82	47	£24,647	£19,970	£3,042	£1,302
C1	750	618	84	43	£19,877	£16,269	£2,529	£913
C2	561	489	33	33	£16,504	£14,374	£903	£998
DE	569	495	41	27	£11,933	£10,068	£1,053	£512
Party composition								
No one, I was on my own	479	405	47	23	£6,915	£5,273	£1,162	£383
I was with spouse/partner	1,073	904	97	63	£37,713	£31,906	£3,327	£1,929
I was with my child(ren)	391	333	34	21	£14,174	£11,950	£1,282	£723
I was with other members of my family	454	386	38	24	£15,673	£12,855	£1,715	£736
I was with a friend/friends	673	561	62	45	£19,437	£16,162	£1,848	£1,140
I was with an organised group	83	69	7	6	£1,418	£1,169	£110	£110
I was with someone else	35	29	2	1	£582	£530	£15	£14
Marital status								
Married/living with partner	1,432	1,208	131	83	£45,715	£38,326	£4,526	£2,348
Never married (single)	571	475	52	38	£14,255	£11,299	£1,950	£836
Divorced/widowed	294	244	33	16	£6,547	£5,501	£679	£318
Living with parents	193	164	15	10	£4,042	£3,452	£245	£188
Domestic partner/living with other adults	67	59	6	1	£1,548	£1,460	£68	£19
Prefer not to state/other	50	42	3	2	£854	£643	£60	£17

Note:* Less than 0.1 million visits.

**Table 5.2.6 – 3 hour+ leisure day visits by English ceremonial county
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (3 hour+ visits)
	Millions	Millions	N
Bedfordshire*	21.72	£336.02	600
Berkshire	23.32	£705.94	805
Bristol/Bath area	42.24	£1,331.64	1377
Buckinghamshire	25.31	£794.72	880
Cambridgeshire	38.48	£1,013.41	997
Cheshire	44.69	£1,168.65	1640
Cornwall and Isles of Scilly	33.72	£865.10	1029
Cumbria	23.02	£679.89	760
Derbyshire	40.41	£810.41	1182
Devon	65.45	£1,744.43	1993
Dorset	30.61	£785.53	899
Durham	21.41	£521.45	604
East Sussex	43.67	£1,223.01	1416
Essex	63.49	£1,348.84	1683
Gloucestershire	25.68	£800.07	880
Greater Manchester	106.47	£2,822.45	3180
Hampshire	66.84	£1,684.62	2248
Herefordshire	7.31	£180.28	312
Hertfordshire	31.42	£602.31	908
Isle of Wight	8.21	£158.93	263
Kent	75.41	£1,774.07	2407
Lancashire	60.01	£1,658.97	1821
Leicestershire	31.95	£680.38	961
Lincolnshire	38.19	£1,079.71	1008
London	390.85	£14,171.20	11404
Merseyside	50.58	£1,310.17	1564
Norfolk	58.81	£1,580.06	1432
North Lincolnshire/Humberside	36.83	£745.79	1110
North Yorkshire	44.52	£1,303.71	1458
Northamptonshire	26.76	£613.64	740
Northumberland	16.00	£408.54	535
Nottinghamshire	43.87	£1,014.96	1267
Oxfordshire	22.89	£642.39	779
Rutland	2.00	£64.12	85
Shropshire	19.98	£500.95	690
Somerset	18.86	£569.26	583
South Gloucestershire*	5.23	£81.24	134
South Yorkshire	55.76	£1,175.19	1571
Staffordshire	34.75	£932.30	1092
Suffolk	32.78	£734.25	900
Surrey	37.04	£990.51	1233
Tees Valley*	16.19	£274.01	520
Tyne and Wear	46.88	£1,468.21	1398

**Table 5.2.6 – 3 hour+ leisure day visits by English ceremonial county
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (3 hour+ visits)
	Millions	Millions	N
Warwickshire	23.96	£513.39	785
West Midlands	99.17	£2,886.99	2896
West Sussex	28.40	£649.25	972
West Yorkshire	86.17	£1,933.99	2498
Wiltshire	26.24	£579.88	800
Worcestershire	26.41	£594.10	898

Note: Results for the highlighted counties suggest an average spend per visit of more than double or less than half of the GB average of £28. 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 5.2.7 – 3 hour+ leisure day visits by English local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (3 hour+ visits)
	Millions	Millions	N
Allerdale	4.58	£108.24	148
Amber Valley	2.62	£56.85	91
Arun	5.49	£110.35	196
Ashford	6.15	£216.35	211
Aylesbury Vale	5.11	£84.75	171
Babergh	3.50	£91.90	102
Barking and Dagenham	5.56	£151.98	83
Barnet	6.83	£247.42	201
Barnsley*	6.83	£82.43	174
Basildon	4.74	£132.97	135
Basingstoke and Deane	5.82	£119.96	187
Bassetlaw*	3.78	£53.15	124
Bath and North East Somerset	10.60	£276.86	233
Bedford*	7.17	£97.59	184
Bexley	6.63	£215.23	181
Birmingham	48.93	£1,433.89	1478
Blaby*	2.35	£23.45	63
Blackburn with Darwen	4.87	£189.45	149
Blackpool	13.71	£527.95	392
Bolsover*	0.86	£11.60	31
Bolton	9.27	£166.23	251
Boston*	4.41	£53.08	107
Bournemouth	9.25	£230.68	242
Bracknell Forest	1.76	£43.09	64
Bradford	16.09	£317.58	452
Braintree*	6.03	£95.91	168
Breckland*	6.03	£97.32	147
Brent	4.90	£127.22	157
Brentwood	2.29	£51.66	60

Brighton and Hove	13.02	£433.09	417
Bristol	25.67	£857.18	829
Broadland*	3.95	£58.93	101
Bromley	10.67	£186.05	309
Bromsgrove	4.08	£109.12	137
Broxbourne	2.01	£38.17	64
Broxtowe	2.13	£38.67	64
Burnley	4.61	£187.71	118
Bury*	5.93	£81.36	191
Calderdale*	8.13	£132.05	245
Cambridge	10.77	£351.64	272
Camden	19.32	£689.88	355
Cannock Chase	4.14	£124.41	112
Canterbury	9.19	£213.06	308
Carlisle	4.90	£202.39	159
Castle Point	2.20	£38.98	59
Central Bedfordshire*	8.81	£133.53	254
Charnwood*	4.75	£62.79	131
Chelmsford	8.60	£186.13	207
Cheltenham	8.24	£236.34	243
Cherwell	4.77	£191.76	168
Cheshire East	15.36	£328.28	507
Cheshire West and Chester	17.51	£509.12	738
Chesterfield	5.56	£111.21	156
Chichester	5.76	£151.20	197
Chiltern	1.83	£35.67	68
Chorley*	3.94	£47.61	119
City of London	36.60	£2,341.10	1009
Colchester	8.73	£197.30	248
Copeland	1.37	£30.17	52
Cornwall	33.44	£860.66	1024
Cotswold	3.72	£207.98	132
County Durham	17.15	£439.47	526
Coventry	12.38	£360.56	356
Craven	3.81	£97.08	115
Crawley	4.54	£134.13	156
Croydon	10.54	£327.12	276
Dacorum	4.53	£93.20	148
Darlington	4.28	£81.98	121
Dartford	4.20	£142.91	137
Daventry	3.60	£98.15	99
Derby	12.74	£286.08	333
Derbyshire Dales	7.72	£150.82	243
Doncaster*	12.64	£198.56	383
Dover	6.21	£165.10	175

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (3 hour+ visits)
	Millions	Millions	N
Dudley	9.75	£369.73	287
Ealing	4.92	£107.17	142
East Cambridgeshire	2.36	£70.37	63
East Devon	6.16	£169.86	218
East Hampshire*	2.86	£42.13	117
East Hertfordshire	4.61	£99.05	117
East Lindsey	10.10	£398.16	249
East Northamptonshire*	1.96	£30.69	58
East Riding of Yorkshire	13.86	£271.46	415
East Staffordshire	3.10	£72.29	108
Eastbourne	7.59	£250.74	204
Eastleigh	3.18	£64.53	102
Eden	2.19	£43.82	75
Elmbridge*	2.72	£34.72	76
Enfield	7.80	£190.19	217
Epping Forest	3.04	£58.89	81
Epsom and Ewell	2.32	£46.54	83
Erewash	3.84	£78.55	83
Exeter	9.85	£281.19	281
Fareham	3.12	£59.28	112
Fenland	3.95	£68.82	99
Forest Heath	2.79	£89.79	78
Forest of Dean*	2.60	£29.82	88
Fylde	3.63	£102.47	95
Gateshead	8.56	£234.30	243
Gedling*	2.01	£15.59	62
Gloucester	5.46	£167.04	173
Gosport*	2.57	£23.77	81
Gravesham*	3.85	£50.48	115
Great Yarmouth	7.25	£246.16	188
Greenwich	9.81	£307.35	303
Guildford	6.38	£194.88	223
Hackney	7.53	£503.58	146
Halton	3.94	£68.72	129
Hambleton	3.16	£56.68	96
Hammersmith and Fulham	5.49	£297.36	166
Harborough	1.71	£38.04	72

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (3 hour+ visits)
	Millions	Millions	N
Haringey	4.80	£122.89	145
Harlow	2.85	£74.76	81
Harrogate	6.15	£169.90	232
Harrow	7.48	£240.60	199
Hart*	2.18	£24.20	74
Hartlepool*	2.19	£23.79	75
Hastings	4.37	£121.97	142
Havant	3.20	£66.42	127
Havering	7.49	£158.72	213
Herefordshire	7.29	£180.27	307
Hertsmere	1.83	£35.09	52
High Peak	3.64	£71.32	119
Hillingdon	6.98	£201.66	194
Hinckley and Bosworth	3.80	£74.66	99
Horsham	3.96	£93.02	118
Hounslow*	4.59	£358.43	134
Huntingdonshire	7.18	£167.06	196
Hyndburn*	1.54	£23.80	63
Ipswich	7.87	£171.51	210
Isle of Wight	8.20	£158.93	263
Islington	12.10	£314.38	220
Kensington and Chelsea	4.78	£192.42	163
Kettering	4.03	£106.92	102
King's Lynn and West Norfolk	7.81	£252.12	133
Kingston upon Hull	11.73	£247.94	340
Kingston upon Thames	3.51	£145.35	98
Kirklees	15.64	£261.01	442
Knowsley*	1.74	£21.01	47
Lambeth	9.31	£265.47	211
Lancaster	5.23	£134.65	175
Leeds	35.06	£1,000.97	1026
Leicester	12.97	£302.09	393
Lewes*	3.04	£43.97	105
Lewisham	8.24	£137.80	156
Lichfield	3.48	£85.32	124
Lincoln	7.98	£330.35	214
Liverpool	27.64	£968.31	896

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (3 hour+ visits)
	Millions	Millions	N
Luton	5.77	£104.92	162
Maidstone	10.78	£296.73	341
Maldon*	2.27	£26.61	63
Malvern Hills	5.14	£85.68	168
Manchester	49.59	£1,889.09	1558
Mansfield	3.74	£75.97	121
Medway	7.80	£137.68	240
Melton	3.60	£162.43	103
Mendip	3.71	£204.63	145
Merton	4.50	£90.48	141
Mid Devon	2.97	£57.90	97
Mid Suffolk*	3.65	£41.99	88
Mid Sussex	3.70	£65.27	132
Middlesbrough	7.26	£160.15	199
Milton Keynes	9.66	£322.16	308
Mole Valley*	2.46	£38.28	105
New Forest	6.52	£150.70	208
Newark and Sherwood	5.92	£132.23	162
Newcastle upon Tyne	21.93	£883.13	660
Newcastle-under-Lyme	3.67	£76.95	115
Newham	11.74	£449.54	204
North Devon	5.55	£142.01	181
North Dorset	1.52	£27.19	64
North East Derbyshire*	2.30	£37.36	70
North East Lincolnshire	7.07	£170.73	196
North Hertfordshire*	5.82	£63.06	149
North Kesteven*	3.62	£37.74	99
North Lincolnshire*	4.16	£55.68	141
North Norfolk*	8.90	£105.20	217
North Somerset	6.26	£194.80	202
North Tyneside*	7.08	£93.91	221
North Warwickshire	3.09	£83.09	79
North West Leicestershire*	3.27	£50.36	103
Northampton	9.15	£196.11	252
Northumberland	16.02	£408.55	510
Norwich	20.48	£766.26	466
Nottingham	23.19	£661.62	649

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (3 hour+ visits)
	Millions	Millions	N
Nuneaton and Bedworth*	3.95	£54.43	126
Oldham*	6.54	£86.06	196
Oxford	8.13	£247.67	259
Pendle*	1.74	£24.88	62
Peterborough	11.07	£270.28	271
Plymouth	13.58	£545.53	423
Poole	5.18	£167.96	153
Portsmouth	12.56	£427.64	414
Preston	6.11	£141.50	199
Reading	7.70	£304.94	291
Redbridge	4.06	£143.00	117
Redcar and Cleveland*	3.35	£36.33	103
Redditch	2.21	£59.24	73
Reigate and Banstead*	4.67	£73.21	148
Ribble Valley	4.62	£99.31	155
Richmondshire	2.19	£59.72	81
Rochdale	3.54	£69.41	128
Rochford*	3.49	£48.66	95
Rother	4.03	£86.40	136
Rotherham	6.79	£149.65	179
Rugby	4.69	£85.50	165
Runnymede	2.12	£59.59	73
Rushcliffe*	1.88	£23.48	57
Rushmoor*	3.06	£41.12	114
Rutland	2.01	£64.12	55
Ryedale	2.86	£56.67	102
Salford	4.24	£87.41	127
Sandwell*	3.97	£61.98	122
Scarborough	10.25	£390.69	331
Sedgemoor	3.93	£79.46	124
Sefton	10.36	£268.39	328
Selby*	3.32	£51.53	111
Sevenoaks	4.21	£97.10	143
Sheffield	29.71	£752.86	886
Shepway	4.68	£116.78	164
Shropshire	16.32	£386.42	576

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (3 hour+ visits)
	Millions	Millions	N
Slough*	1.53	£14.33	51
Solihull	8.03	£199.78	235
South Bucks	1.83	£46.96	61
South Cambridgeshire	3.13	£85.24	94
South Derbyshire*	1.80	£24.03	65
South Gloucestershire*	5.26	£81.25	149
South Hams	4.30	£76.62	138
South Holland	2.77	£64.77	59
South Kesteven	6.35	£171.37	176
South Lakeland	9.41	£263.18	295
South Norfolk*	4.54	£72.75	114
South Northamptonshire	3.36	£130.03	95
South Oxfordshire*	3.30	£50.57	133
South Ribble*	1.97	£31.19	57
South Somerset	4.51	£115.18	157
South Staffordshire*	3.85	£61.42	110
South Tyneside	2.80	£113.28	102
Southampton	11.94	£413.26	376
Southend-on-Sea	5.06	£113.41	128
Southwark	8.74	£180.12	240
Spelthorne*	2.39	£171.09	77
St Albans	2.32	£64.48	83
St Edmundsbury	3.45	£88.41	96
St. Helens	3.08	£55.10	97
Stafford	5.52	£186.36	162
Staffordshire Moorlands	3.87	£174.39	114
Stevenage*	3.61	£52.05	90
Stockport	9.61	£228.97	250
Stockton-on-Tees*	3.37	£53.71	110
Stoke-on-Trent	4.39	£94.63	145
Stratford-on-Avon	5.58	£146.99	210
Stroud*	3.45	£50.42	113
Suffolk Coastal	5.28	£127.47	155
Sunderland	6.79	£171.04	219
Surrey Heath	2.24	£60.65	85
Sutton	5.27	£148.27	154

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (3 hour+ visits)
	Millions	Millions	N
Swale*	3.66	£52.80	130
Swindon	5.71	£144.65	196
Tameside	5.73	£102.70	174
Tamworth	3.32	£101.14	113
Tandridge	2.59	£59.45	81
Taunton Deane	4.70	£105.34	147
Teignbridge	7.11	£152.40	201
Telford and Wrekin	2.97	£98.83	104
Tendring*	7.24	£118.40	179
Test Valley	4.44	£101.91	148
Tewkesbury	2.21	£108.47	73
Thanet	6.28	£169.86	202
Three Rivers**	1.13	£15.71	46
Thurrock	3.96	£185.47	105
Tonbridge and Malling*	3.89	£63.58	129
Torbay	8.78	£173.17	247
Torridge	3.51	£58.12	108
Tower Hamlets	7.84	£160.13	156
Trafford	4.91	£95.94	169
Tunbridge Wells	5.44	£97.84	177
Uttlesford*	3.57	£41.45	101
Vale of White Horse	3.00	£76.26	102
Wakefield	11.24	£222.41	349
Walsall	7.21	£125.10	220
Waltham Forest	3.96	£74.31	109
Wandsworth	9.34	£236.88	187
Warrington	6.48	£210.79	224
Warwick	6.68	£143.41	216
Watford	2.98	£96.02	96
Waveney	6.25	£123.19	167
Waverley	4.76	£173.14	161
Wealden	6.34	£140.79	231
Wellingborough*	2.80	£39.40	72
Welwyn Hatfield	2.58	£45.47	76
West Berkshire	4.72	£103.44	155
West Devon	3.65	£87.64	97
West Dorset	4.27	£92.12	122

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (3 hour+ visits)
	Millions	Millions	N
West Lancashire	2.82	£60.01	94
West Lindsey*	2.96	£24.22	100
West Oxfordshire	3.70	£76.12	129
West Somerset	2.01	£64.65	70
Weymouth and Portland	2.44	£152.78	81
Wigan*	9.06	£148.72	284
Wiltshire	20.44	£433.08	614
Winchester	5.42	£149.68	188
Windsor and Maidenhead	3.72	£118.43	133
Wirral	10.44	£195.13	339
Woking	4.69	£90.30	135
Wokingham	2.59	£81.48	90
Wolverhampton	9.03	£336.91	256
Worcester	5.29	£142.02	189
Worthing	3.64	£62.97	124
Wychavon*	4.67	£74.13	169
Wycombe	6.88	£305.20	240
Wyre	4.21	£77.61	133
Wyre Forest	5.04	£123.92	151
York	13.97	£462.28	436

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 £28. 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
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (3 hour+ visits)
	Millions	Millions	N
Blaenau Gwent	1.72	£21.32	167
Bridgend	6.15	£152.16	557
Caerphilly	3.32	£60.90	350
Cardiff	29.95	£1,184.56	2652
Carmarthenshire	8.82	£206.99	836
Ceredigion	7.72	£167.79	441
Conwy	7.64	£253.89	605
Denbighshire	6.25	£135.71	440
Flintshire	5.48	£189.42	394
Gwynedd	7.36	£207.50	495
Isle of Anglesey	3.18	£136.37	247
Merthyr Tydfil	1.76	£54.32	185
Monmouthshire	4.91	£93.77	353
Neath Port Talbot	3.68	£72.88	355
Newport	5.87	£186.52	543
Pembrokeshire	7.46	£230.17	570
Powys	7.61	£272.86	573
Rhondda, Cynon, Taff	5.03	£136.67	486
Swansea	15.44	£395.58	1366
The Vale of Glamorgan	5.10	£91.75	469
Torfaen	3.68	£105.63	289
Wrexham	5.17	£123.65	370

*Note: Results for the highlighted areas suggest an average spend per visit of more than double or less than half of the GB average of £28. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact Visit Wales to discuss how best to interpret the findings.

**Table 5.2.9 – 3 hour+ leisure day visits by Scottish local authority
2012-2014 three year averages**

	Visits	Expenditure	2012-2014 sample (3 hour+ visits)
	Millions	Millions	N
Aberdeen City	7.45	£216.61	437
Aberdeenshire	5.17	£295.42	279
Angus	4.63	£54.05	273
Argyll and Bute	5.15	£141.56	281
Clackmannanshire	1.44	£60.00	96
Dumfries and Galloway	6.18	£134.56	357
Dundee City	10.46	£257.02	573
East Ayrshire	2.97	£72.05	179
East Dunbartonshire	1.35	£23.54	85
East Lothian	5.14	£88.00	253
East Renfrewshire	0.91	£7.53	61
Edinburgh	40.70	£1,575.57	2365
Eilean Siar	1.15	£25.15	42
Falkirk	5.83	£105.25	310
Fife	15.23	£365.21	881
Glasgow City	47.04	£1,506.54	2733
Highland	9.23	£434.68	480
Inverclyde	2.52	£55.77	148
Midlothian	2.92	£70.62	164
Moray	2.13	£33.79	125
North Ayrshire	6.42	£142.42	321
North Lanarkshire	6.49	£125.18	386
Orkney Islands	0.77	£53.76	38
Perth and Kinross	9.62	£332.94	561
Renfrewshire	6.89	£145.47	428
Scottish Borders	5.08	£141.77	287
South Ayrshire	7.27	£188.27	442
South Lanarkshire	7.77	£184.52	477
Stirling	6.04	£199.28	391
West Dunbartonshire	3.01	£65.08	187
West Lothian	6.56	£187.54	402

*Note: Results for the highlighted areas suggest an average spend per visit of more than double or less than half of the GB average of £28. 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.

All Leisure Day Visits

Table 5.3

The table below provides estimates of the total volume Leisure Day Visits taken to destinations in GB by GB residents and residents of England, Scotland and Wales during 2014.

Table 5.3 – all leisure day visits taken to GB destinations by country of residence

	Visits			
	GB residents	England residents	Scotland residents	Wales residents
	Millions			
All Leisure Day Visits	8,149	6,917	778	454
General activity – Any undertaken				
Visiting friends or family	2,176	1,855	203	118
Special shopping	876	752	78	47
Going out for a meal	1,434	1,221	133	80
Going on a night out	945	811	84	51
Going out for entertainment	432	369	39	24
Undertaking outdoor activities	2,200	1,850	223	128
Other leisure/hobbies	649	556	60	33
Taking part in sports	956	811	91	54
Watching live sporting events	352	306	31	15
Going to visitor attractions	249	212	23	14
Special public events	183	155	18	11
Special personal events	158	140	11	7
Day out to health/beauty spa	109	96	10	4
General day out	531	454	51	26
Other day out for leisure	218	188	22	9
Visit duration				
Less than an hour	1,296	1,104	124	68
1 hour to 1 hour 59	2,411	2,031	236	143
2 hours to 2 hours 59	1,836	1,568	171	97
3 hours to 3 hours 59	1,068	903	105	60
4 hours to 4 hours 59	629	535	59	35
5 hours to 5 hours 59	315	269	25	20
6 hours or more	594	506	57	30

Note: 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 2014 some 34,990 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 31,075 visits which lasted 3 hours or more and in subsequent analysis a sub-set of 19,096 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 2014. 2014 was the third year of survey fieldwork and the survey will continue until at least the end of 2015.

Sample sources

At the outset of the survey in 2011, the Lightspeed Panel was the main source of sample for the survey. 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.

Due to increased capacity the Lightspeed panel is now able to support the delivery of all Scottish and Welsh resident interviews, and so in order to promote consistency of sample used across the GB population, from 2013 it was decided to introduce Lightspeed panel sample to achieve these quotas. In order to minimise any potential impact from panel differences and to monitor the outcome of results, the Lightspeed panel sample was introduced gradually over the course of 2013, with an additional 10% of the quotas in Scotland and Wales being assigned to Lightspeed each month, until October when the transition was complete. During this process, outcomes and sample were carefully monitored with no significant differences noted between sample types.

Demographic quotas

As in 2011, 2012 and 2013, during 2014 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, 2013 and 2014.

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 three 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 four regions and Wales into two 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 in 2014 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 2014 involved some 34,990 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 seven 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%.

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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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