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How to use this report

The structure of the 2018 GBDVS annual report follows the main classifications used by the GBDVS programme with separate sections covering Tourism Day Visit, Activities Core to Tourism and 3 hours+ Leisure Day Visits.

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

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

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

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



























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Welcome

This report presents the main findings of the 2018 Great Britain Day Visits Survey (GBDVS).

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

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

GBDVS 2018 is jointly sponsored by the statutory tourist boards of England and Scotland and Visit Wales (the Tourism Department of the Welsh Government).

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Introduction

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

The survey aims to measure the volume, expenditure and profile of tourism day visits taken by GB residents to destinations in England, Scotland, Wales and Northern Ireland. Fieldwork commenced at the beginning of 2011 and will continue until at least the end of 2019.

This report contains the results of the 2018 survey, including comparisons of results with those obtained between 2011 and 2017.

More information on the <u>Survey Methodology</u> and <u>Definitions</u> can be found in the Methods and Performance section.



























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Scope of the report

This report provides the main results of GBDVS 2018 including estimates of the total volume and expenditure of Tourism Day Visits and the main results regarding activities undertaken, destination type, transport types used, money spent during visits and the profile of visitors. Results are provided at an overall GB level and individually for visits taken to destinations in England, Scotland and Wales.

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

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

Scottish results are provided for the following geographical areas:

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

























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Survey methods

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

Sample design

GBDVS 2018 was undertaken using an online methodology with a total of **34,319 interviews** conducted with adults aged 16 and over who were resident in England, Scotland and Wales during 52 weekly survey waves.

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

Weighting

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

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

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

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



























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Note on reweighting of 2011 to 2015 estimates

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

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

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

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

Note on 2016 Tourism Day Visit data processing issue

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

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





























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Definitions used in GBDVS

Definition in GBDVS

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

Leisure Day Visits

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

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

3 hours + Leisure Day Visits

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

Tourism Day Visits (TDVs)

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

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

Activities Core to Tourism Visits (ACTs)

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



























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Leisure activities included in GBDVS

Visiting friends or family for leisure

'Special' shopping for items that you do not regularly buy

Going out for a meal

Going on a night out to a bar, pub and/or club

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

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

Taking part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)

Taking part in sports, including exercise classes, going to the gym, etc.

Watching live sporting events (not on TV)

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

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

Going to special events of a personal nature such as a wedding, graduation, christening, etc.

Going on days out to a to a beauty or health spa/centre, etc.

Going on general days out/to explore an area

Going on day trips/excursions for other leisure purpose not mentioned above



























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Destination type

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

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

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

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

Rounding of percentages

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









2018 – Tourism Day Visits at a glance

£64bn

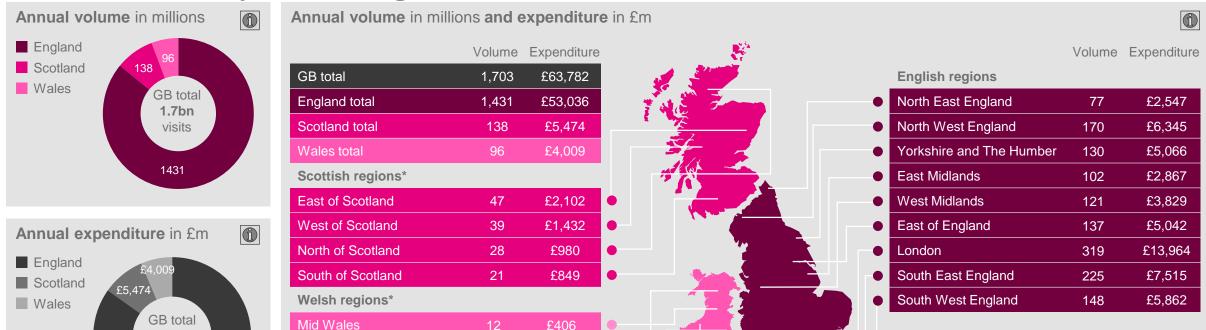
spent

£53,036

North Wales

South East Wales

South West Wales



£823

£1,866

£884



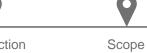






^{*}Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously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

















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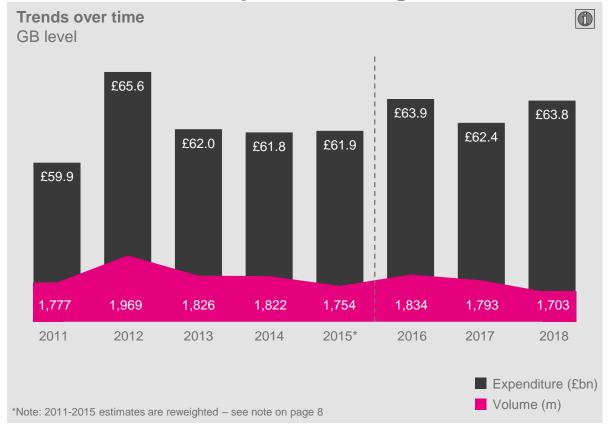
Activities Core to Tourism Visits

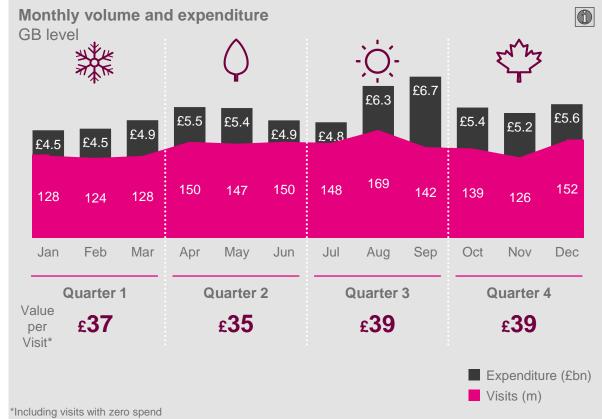
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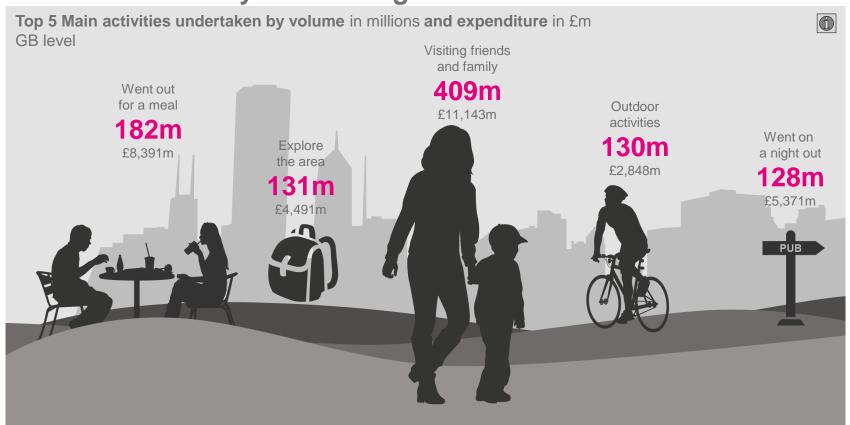
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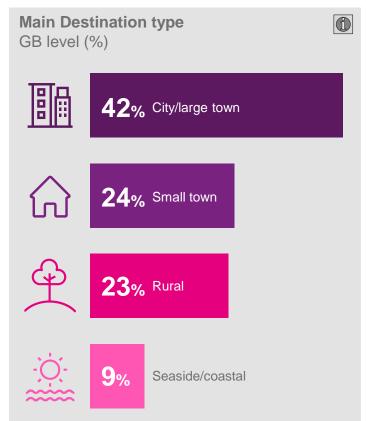
Activities Core to Tourism Visits

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2. Tourism Day Visits





















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Defining Tourism Day Visits

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

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

3 hours+

Day Visits

Tourism

Day Visits

(TDV)

Activities Core to

Tourism

(ACT



Visiting friends or family for leisure

'Special' shopping for items that you do not regularly buy

Going out for a meal

Going on a night out to a bar, pub and/or club

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

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

Taking part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)

Taking part in sports, including exercise classes, going to the gym, etc.

Watching live sporting events (not on TV)

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

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

Going to special events of a personal nature such as a wedding, graduation, christening, etc.

Going on days out to a to a beauty or health spa/centre, etc.

Going on general days out/to explore an area

Going on day trips/excursions for other leisure purpose not mentioned above

























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Tourism Day Visits – summary of key findings

This section describes the volume, expenditure and characteristics of Tourism Day Visits taken by GB residents during 2018. *Please note: any trends identified are based on re-weighted data*



Volume and expenditure of visits

 During 2018, GB residents took a total of 1.703 billion Tourism Day Visits to destinations in England, Scotland or Wales; and around £63.8 billion was spent during these visits.



Geographic distribution of visits

- England saw the highest number of visits (1.431 billion visits or 84% of the total) while 8% of visits (138 million) were taken to Scottish destinations and 6% to places in Wales (96 million).
- London had the greatest share of visits amongst the English regions (319 million visits) where the total expenditure of day visits during 2018 was around £14 billion. The English region with the lowest volume and value of visits was the North East.
- In Scotland the largest volume of visits were taken to destinations in the East (47 million) while in Wales the largest volume of visits were taken in the South East (37 million).



Volume and expenditure of GB tourism day visits over time

- The 1.7 billion Tourism Day Visits that were taken by GB residents during 2018 is lower than those taken in 2017 (1.8 billion), decreasing by -5%.
- In England visit levels decreased between 2017 and 2018, from 1.5 billion to 1.4 billion (-5%), while total expenditure on these visits increased by 4% to £53 billion.
- Scotland also saw the volume of Tourism Day Visits decline (by -9%) compared to 2017, at 138 million, while expenditure also fell by -9% from £6.0 billion in 2017 to £5.5 billion in 2018.
- Welsh Tourism Day Visits decreased -4% from 100 million in 2017 to 96 million in 2018, while the expenditure on these visits declined by -7% from £4.3 billion to £4.0 billion.
- For further details on Tourism Day Visit trends between 2011 and 2018, please refer to page 19.











Geographical distribution

Figure 2.1 2018 volume of Tourism Day Visits and expenditure by destination



Figure 2.2 2017-2018 Change over time in headline volume and expenditure of Tourism Day Visits (% change)

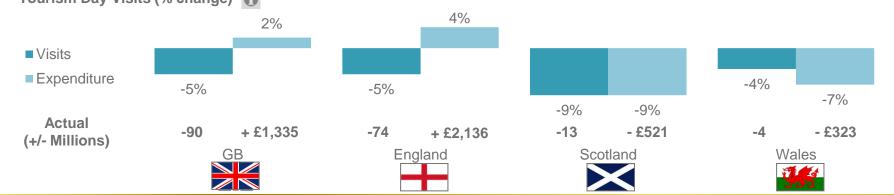


Figure 2.1 illustrates the total number of Tourism Day Visits taken in England, Scotland and Wales during 2018: a total of 1.7 billion visits across the year. England accounts for the vast majority of day trips made (1.431 billion). Of the remaining visits, 138 million were taken in Scotland and 96 million in Wales.

Figure 2.1 also illustrates the economic contribution of these visits, with a total of £64 billion spent. Visits made within England account for the bulk of the spend (£53.0 billion), with the remainder split between £5.5 billion in Scotland and £4.0 in Wales.

Figure 2.2 shows the difference between the total visits/spend in 2017 and 2018. At the GB level -5% fewer visits (-90 million) were taken while expenditure increased, by 2% (+£1.335 billion).



























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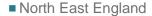
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Geographical distribution within England



Figure 2.3 2018 volume of Tourism Day Visits by destination (millions)

Figure 2.4 2018 expenditure of Tourism Day Visits by destination (£ millions)



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

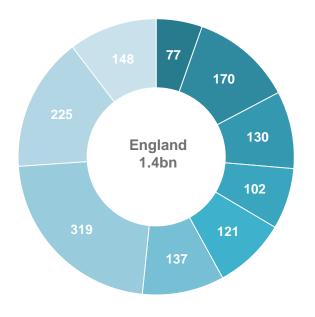




Figure 2.3 and 2.4 illustrate the regional distribution of trips and associated spend on Tourism Day Visits made within England.

London had the greatest share of visits amongst the English regions (319 million visits) - the total expenditure on tourism day visits in this region was around £14 billion. The English region with the lowest volume of visits was the North East, the destination for an estimated 77 million visits and around £2.5 billion in expenditure.



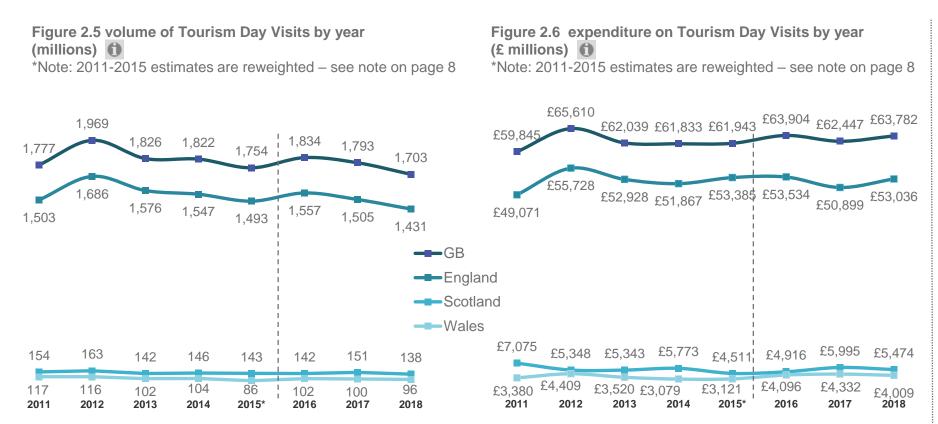








Annual trends



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

During 2018 the volume of visits in GB and England decreased, whereas expenditure increased.

In Scotland and Wales both the volume of visits and expenditure fell versus 2017.

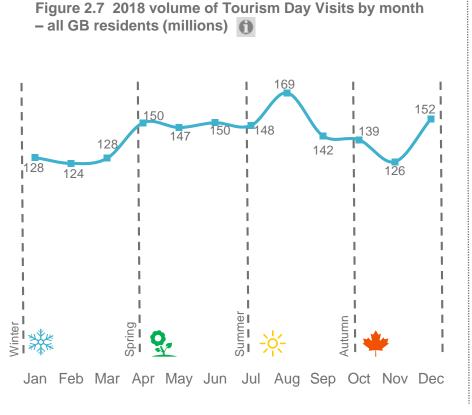


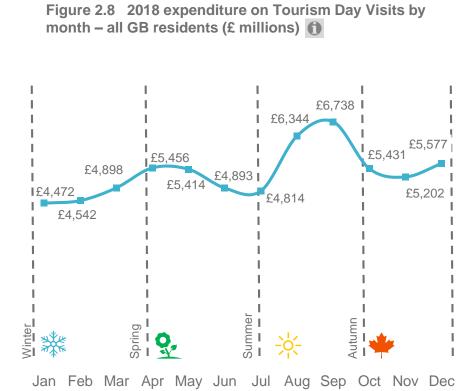






Seasonal distribution





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

Summer months see the most activity, with the largest volume of visits taking place in August (169 million visits), while the first quarter of the year saw the lowest number of visits.

The monthly variation in expenditure follows a similar pattern, as illustrated in Figure 2.8, with August being a key month for spend (£6.738 billion).









Expenditures on visits

Figure 2.9 2018 expenditure on tourism day visits by destination country (% of total)

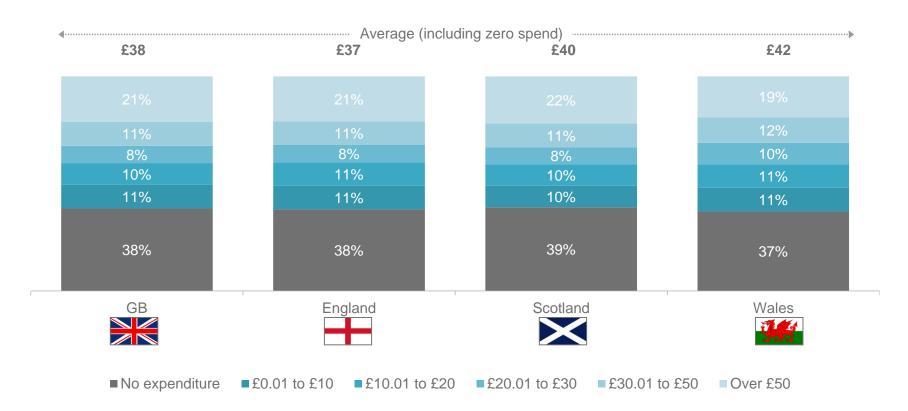


Figure 2.9 illustrates the average expenditure level and breakdown for GB and the three destination countries.

Day visits in Scotland and Wales involved higher average spend per visit than those taken in England. While the proportion of visits which involved no spend was similar in all three countries, there was a greater proportion of visits in Wales with a spend of between £20 and £50, and in Scotland a greater proportion with a spend over £50.









Items purchased on visits

Figure 2.10 2018 - items spent money on during Tourism Day Visits - all GB residents (% of total visits)

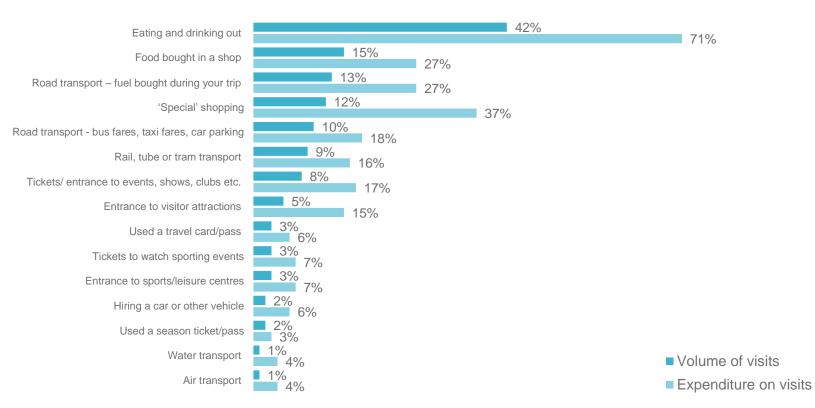


Figure 2.10 illustrates the proportions of Tourism Day Visits that involved expenditure on different items.

The items most likely to be purchased related to eating & drinking out in cafes/restaurants, which accounted for 42% of visits overall and 71% of expenditure on those visits. Food bought in a shop (15%) was the next most common item purchased on a day visit, followed closely by road transport (13%) and 'Special' shopping (12%).

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









Activities undertaken

Figure 2.11 2018 volume and expenditure for Tourism Day Visits by main activity undertaken – all GB residents (%)

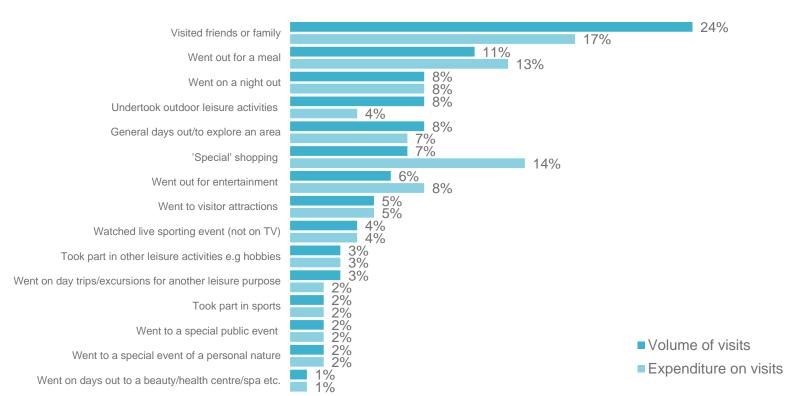


Figure 2.11 details the main activities undertaken on Tourism Day Visits and the related share of expenditure by activity.

The most prominent activity undertaken during day trips (in terms of percentage of trips taken) in 2018 was visiting friends or family, which accounted for 24% of trips.

This was also the most prominent activity in terms of related spend, accounting for 17% of all spend generated.









Activities undertaken by country (i)

Figure 2.12 (i) 2018 volume of Tourism Day Visits by main activity and destination country – all GB residents (%)

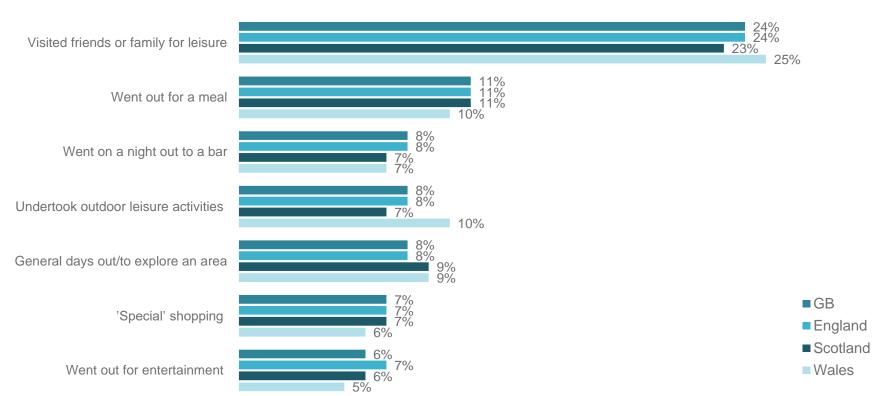


Figure 2.12 (i) illustrates the share of activities undertaken on Tourism Day Visits by destination country (continued on next page).

Activities undertaken on Tourism Day Visits tend to be very similar across all three countries, with those to Wales slightly more likely to involve outdoor leisure activities.









Activities undertaken by country (ii)

Figure 2.12 (ii) 2018 volume of Tourism Day Visits by main activity and destination country – all GB residents (%)

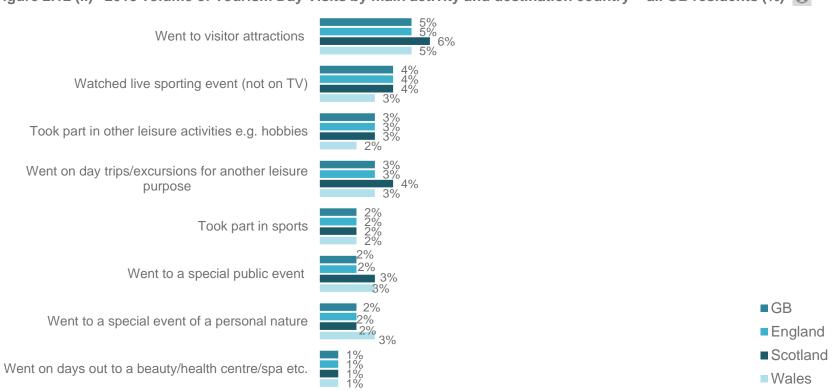


Figure 2.12 (ii) illustrates the share of activities undertaken on Tourism Day Visits by destination country (continued from previous page).









Activities undertaken by destination type (i)

Figure 2.13(i) 2018 volume of Tourism Day Visits by main activity and destination type – all GB residents (%)

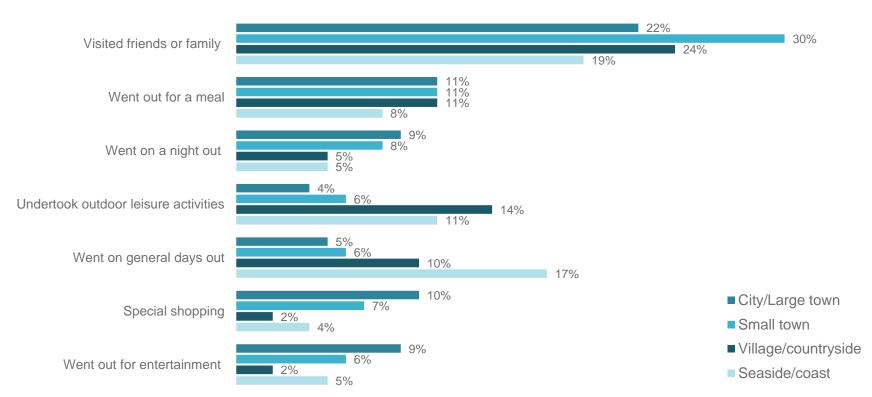


Figure 2.13 (i) illustrates the share of activities undertaken on Tourism Day Visits by destination type in Great Britain (continued on next page).

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

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

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











Activities undertaken by destination type (ii)

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Figure 2.13 (ii) 2018 volume of Tourism Day Visits by main activity and destination type – all GB residents (%)

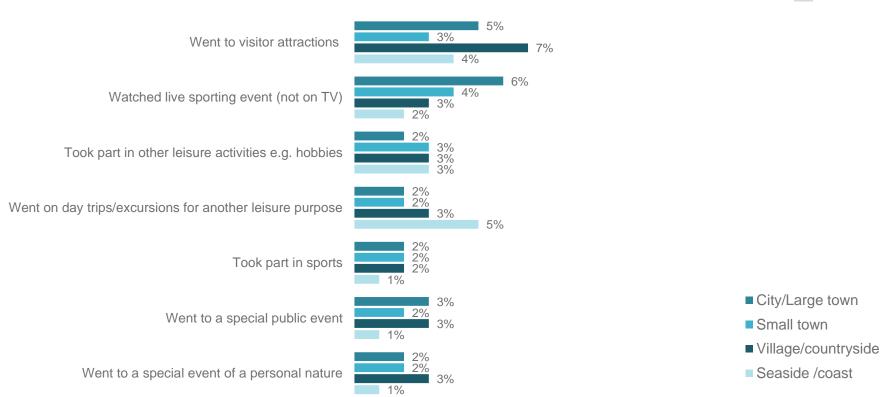


Figure 2.13 (ii) illustrates the share of activities undertaken on Tourism Day Visits by destination type in Great Britain (continued from previous page).

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Detailed activities undertaken

Figure 2.14 2018 volume of Tourism Day Visits by detailed activities undertaken as part of visit – all GB residents (%)

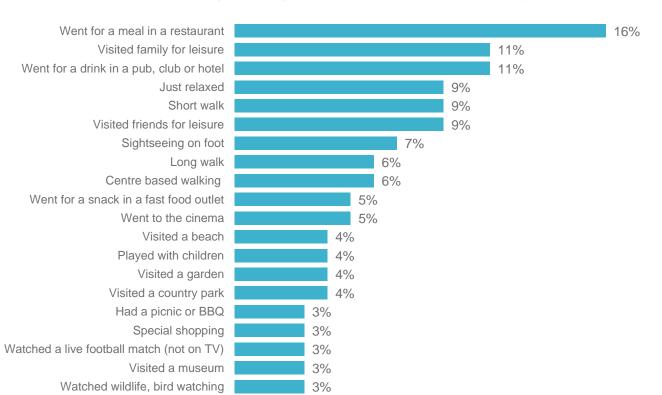


Figure 2.14 illustrates the top 20 most popular activities undertaken during Tourism Day Visits taken by GB residents in 2018 (based on the extensive list of 'detailed' activities shown to survey participants).

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

The next most popular activities were visiting family for leisure (11%), and having a drink in a pub, club or hotel, etc. (11%).

Please note, the full list of detailed activities is available by clicking on the hyperlink next to the title









Detailed activities by country

Figure 2.15 2018 volume of Tourism Day Visits by top ten detailed activity by destination country (%)

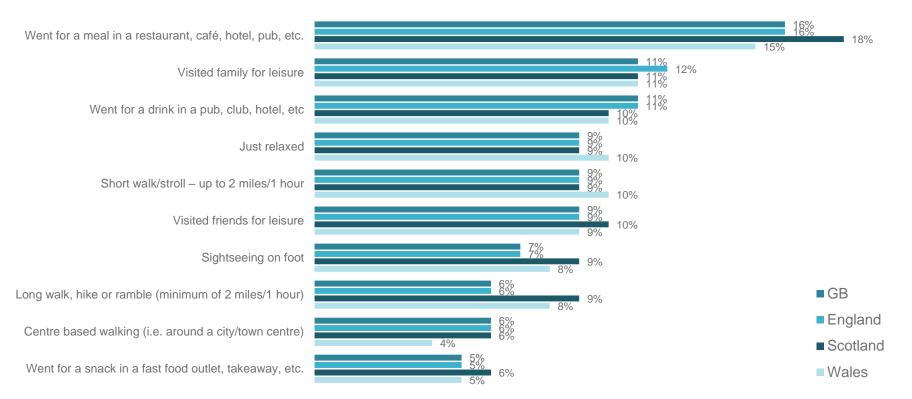


Figure 2.15 details the top ten detailed activities analysed by destination country.

The activities undertaken on Tourism Day Visits generally do not vary greatly depending on the country where the visit took place.









Destination type

Figure 2.16 2018 main destination type on Tourism Day Visits by destination country (%)



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

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

























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Destination type – changes over time





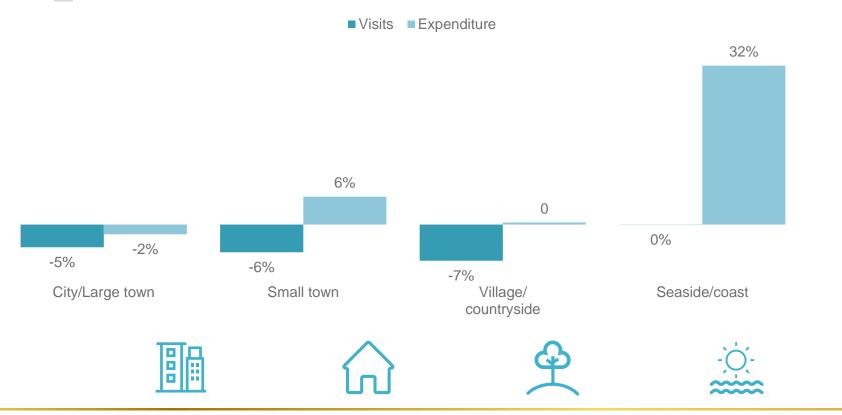


Figure 2.17 illustrates the percentage change in the number of visits and related spend between 2017 and 2018.

There have been decreases in the volume of visits to village/countryside (-7%), small town (-6%) and city/large town (-5%) destinations.

Spend has increased on visits to seaside/coastal (+32%) destinations. Spend also increased on visits to small towns (+6%), while spend on visits to villages/countryside was unchanged and city/large towns down slightly (-2%) versus 2017.











Destination type - by region

Figure 2.18 2018 main destination type visited on Tourism Day Visits by region visited (%)



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

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

In Wales, a quarter (25%) of visits to the North were to seaside/coastal locations, while a larger proportion (41%) of visits to South East Wales were city/large town destinations.

In Scotland, visits to City/Large town locations made up the largest proportion of visits across the East and West (51% and 48% respectively), while visits to the North were more likely to be classed as a village/countryside visit (32%) and to the South most likely to be Small Town (36%).











Destination type – volume and expenditure of visits

Figure 2.19 2018 volume and expenditure of Tourism Day Visits by main destination type and destination country (£ millions)

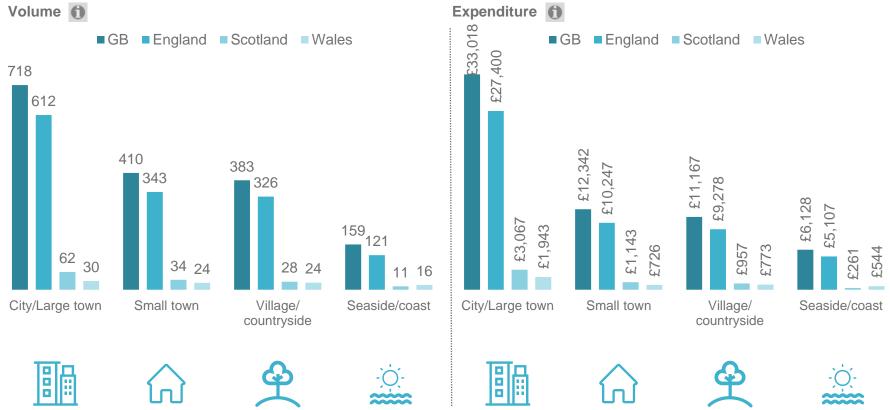


Figure 2.19 shows that by far the largest volume of Tourism Day Visits taken across GB were to city/large town locations, accounting for 718 million visits and £33.0 billion in expenditure.

Reflecting lower levels of spend per visit, Tourism Day Visits taken to small towns and village/countryside locations saw a smaller proportion of spend relative to the proportion of visits: small town visits accounted for 410 million visits and £12.3 billion spend; village/countryside locations accounted for 383 million visits netting £11.2 billion spend; seaside/coast locations accounted for 159 million visits netting £6.1 billion spend.















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Origin and destination of visits

Figure 2.20 2018 origin of Tourism Day Visit visitors by destination country (%)

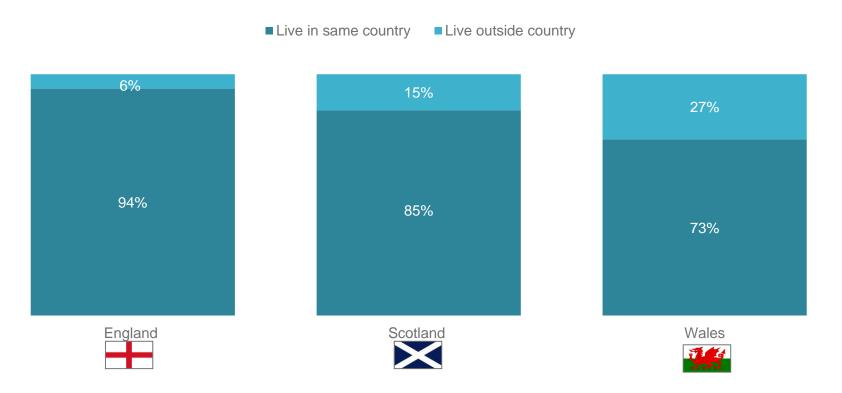


Figure 2.20 demonstrates that, Tourism Day Visits in each individual nation were predominantly taken by those who live there, with the vast majority of English trips taken by its residents (94%).

Scotland and Wales saw higher proportions of visitors from other nations: 15% of visitors to destinations in Scotland and 27% of visitors to destinations in Wales were from elsewhere in GB.

























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Most visited local authorities in England



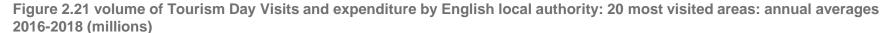




Figure 2.21 shows that, at a Local Authority level (based on three year averages), the most visited areas in England were the City of London (55 million), Manchester (30 million), Birmingham (28 million) and the City of Westminster (26 million).

The City of London (£3.6 billion), Manchester (£1.5 billion), City of Westminster (£1.4 billion) and Birmingham (£1.2 billion) also contributed the most in terms of expenditure.



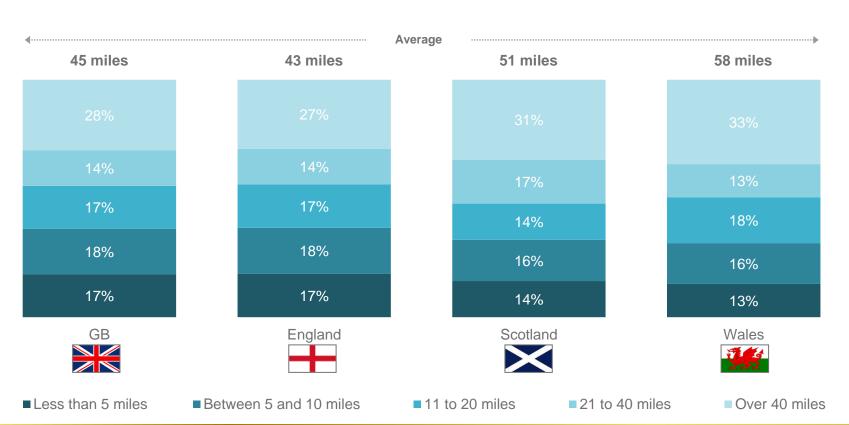






Distance travelled

Figure 2.22 2018 claimed distance travelled on Tourism Day Visits by destination country (%)



Overall, as shown in Figure 2.22, the average claimed distance travelled on **Tourism Day Visits taken by GB residents** was 45 miles.

Performance

The average distance travelled on day visits was higher in Wales (58 miles) and Scotland (51 miles) than in England (43 miles).

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





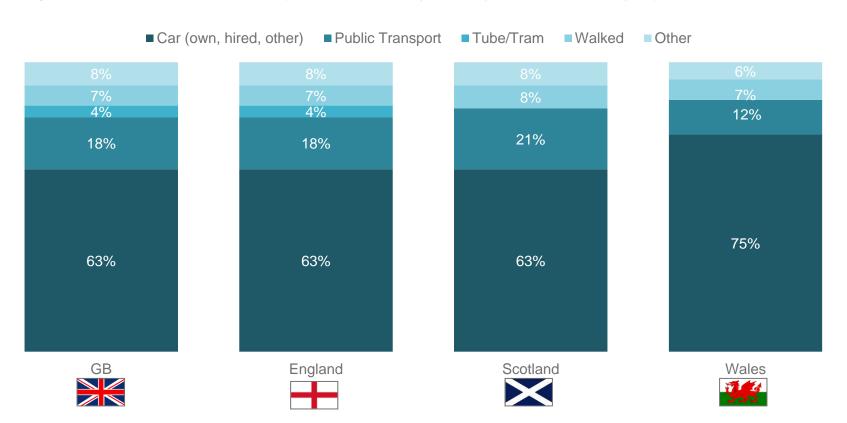






Transport used

Figure 2.23 2018 main mode of transport on Tourism Day Visits by destination country (%)



As illustrated in Figure 2.23, across GB, the majority of travel on day visits was by car. In Wales a higher proportion of trips were taken using a car than was seen in **England or Scotland.**









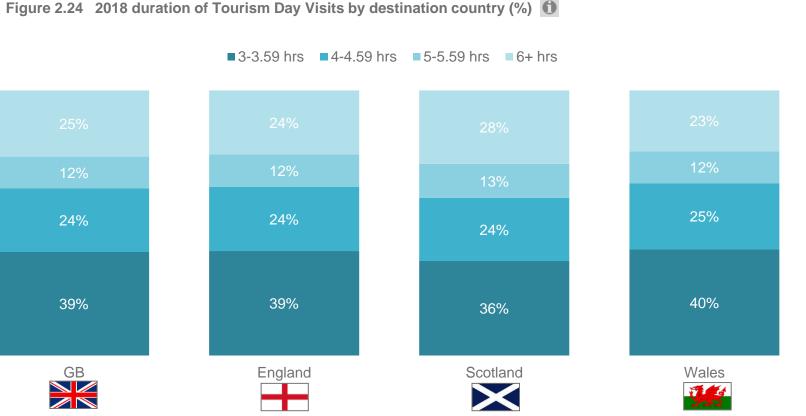


Figure 2.24 demonstrates that nearly twofifths (39%) of day visits taken to destinations in GB lasted between 3 and 4 hours. Around a quarter of visits lasted between 4 and 5 hours (24%) or 6+ hours (25%), while around one in eight (12%) of visits were 5 to 6 hours in duration.

























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Visit duration – by activities undertaken



Figure 2.25 2018 duration of Tourism Day Visits by main activity undertaken – all GB residents (%)



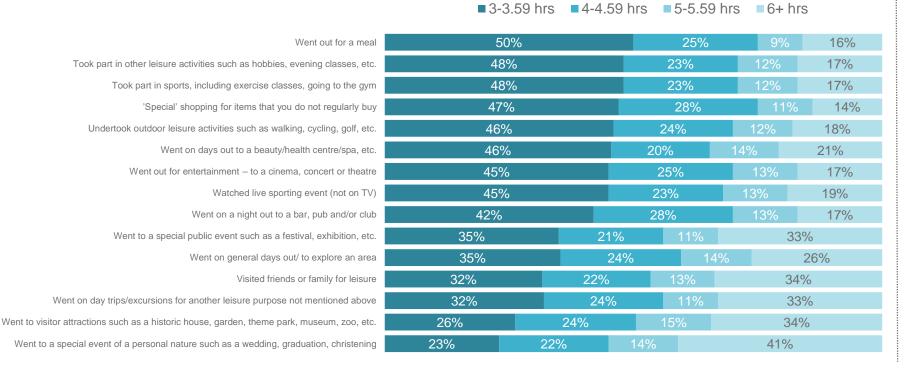


Figure 2.25 illustrates visit durations by activity undertaken. Half (50%) of visits for which the main activity was going out for a meal lasted between 3 and 4 hours. In contrast, visits for special personal events (41%), visits to friends and family (34%) and visitor attractions (34%) were more likely to last for 6+ hours.









Day Visits



Figure 2.26 2018 Tourism Day Visits taken in last seven days – variations by demographic – all GB residents (%) One or more visits taken in last seven days

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One or more visits taken in last seven days

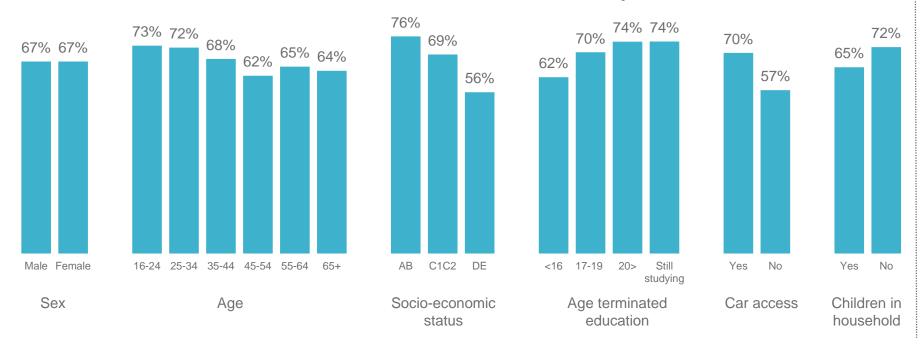


Figure 2.26 illustrates that propensity to take Tourism Day Visits in Great Britain was highest amongst younger age groups, members of the more affluent socioeconomic groups, people who stayed in education for longer, people with access to a car and those with no children in their household.

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Figure 2.27 2018 age profile of Tourism Day Visit takers by main activity undertaken – all GB residents (%)

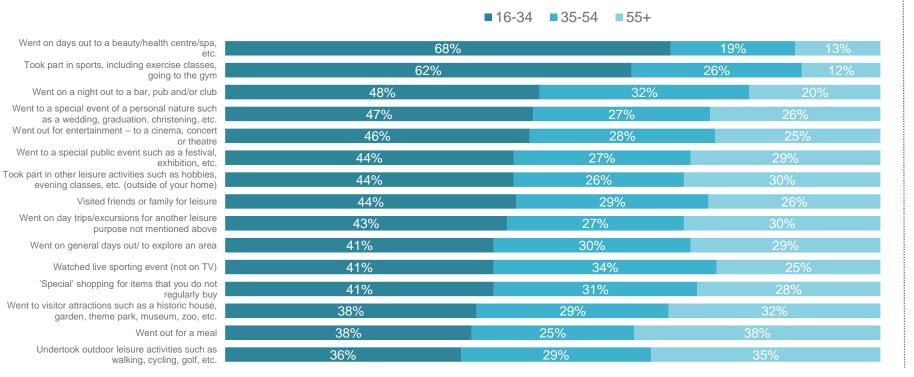


Figure 2.27 shows that day visits in which the main activity was going on a day out to spa/health club (68%) or taking part in a sporting activity (62%) were more likely to involve those aged 16 to 34.

Visits which involved going to a live sporting event was the activity which had the highest proportion of people aged 35-54 (34%).

Going out for a meal (38%) was the activity which had the highest proportion of people aged 55 or over.

























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Figure 2.28 2018 socio-economic group profile of Tourism Day Visit takers by main activity undertaken – all GB residents (%)

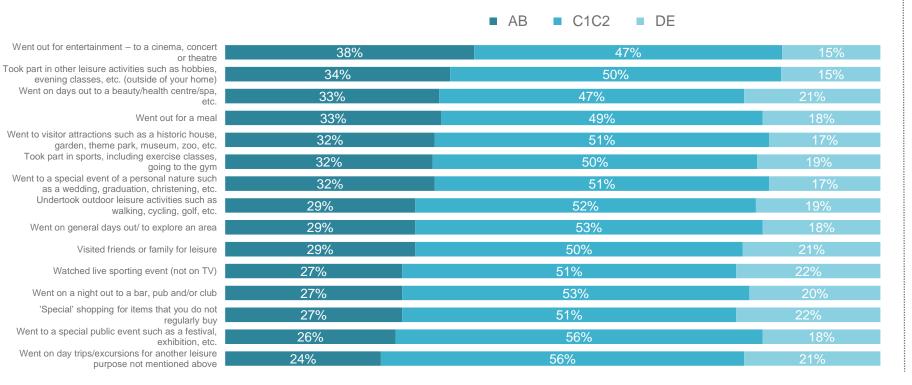


Figure 2.28 demonstrates that, in terms of socio-economic group, a higher share of people with a more affluent (AB) background was found amongst those who went out for entertainment (38%). Those from the lower socio-economic grouping, DE, were more likely to be present in visits where the main activity was special shopping or watching live sporting events (22%).

























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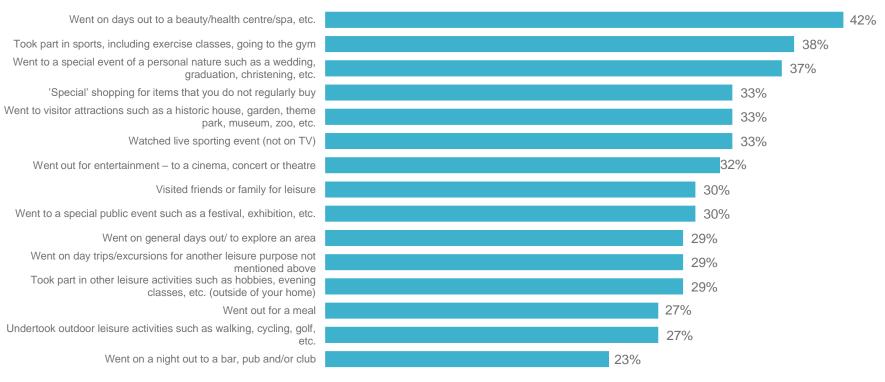


Figure 2.29 examines activities taken by households with children. The activity which has the highest proportion of people with children is going to a beauty/health centre/spa (42% of participants had children). Of course this does not mean that children were present on this day visit.

The activity with the lowest proportion of people who have children is going out to a bar, pub or club (23% of participants had children).







3. Activities Core to Tourism Visits





















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Defining Activities Core to Tourism Visits

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

Activities Core to Tourism

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

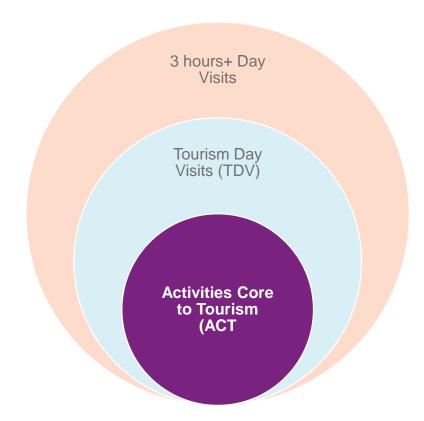
Undertaking outdoor leisure activities such as walking, cycling, golf, etc.

Watching live sporting events (not on TV)

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

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

Going on general days out/to explore an area



























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Activities Core to Tourism Visits – summary of key findings

This section describes the volume, expenditure and characteristics of activities core to tourism visits taken by GB residents during 2018.



Volume and expenditure of visits

 During 2018, GB residents took a total of 509 million activities core to tourism (ACT) visits to destinations in England, Scotland or Wales; and £17.4 billion was spent during these trips.



Geographic distribution of visits

- England saw the highest number of visits (425 million visits or 83% of the total) while 8% of visits (43 million) were taken to Scottish destinations and 6% to places in Wales (31 million).
- London had the greatest share of visits amongst the English regions (89 million visits) where the total expenditure on London ACT visits during 2018 was around £4.3 billion.
- In Scotland the largest volume of ACT visits were taken to destinations in the East (15 million).
- In Wales the largest volume of ACT visits were taken in the South East (11 million).









Geographical distribution

Figure 3.1 2018 volume of ACT visits and expenditure by destination

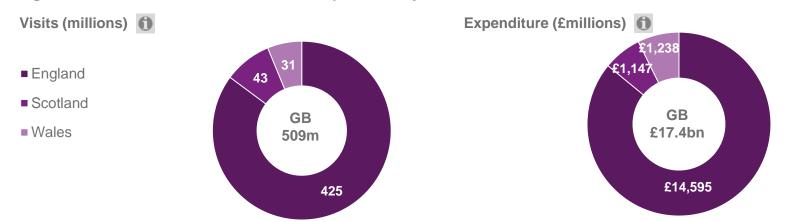


Figure 3.2 2017-2018 Change over time in headline volume and expenditure of **Tourism Day Visits (% change)**

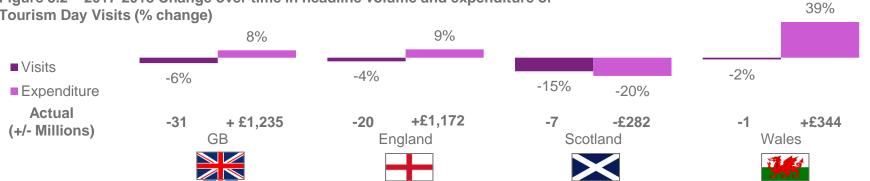


Figure 3.1 illustrates the volume and expenditure of visits in Great Britain involving activities core to tourism (ACT visits) taken during 2018.

In total 509 million ACT visits were taken by GB residents during 2018 (30% of all **Tourism Day Visits).**

Reflecting the population distribution the vast majority of ACT visits were taken in England, 83% (425 million visits) while 8% (43 million) were taken in Scotland and 6% (31 million) in Wales.

ACT visits accounted for a total expenditure of £17.4 billion, with the contribution by country as follows: England £14.595 billion, Scotland £1.147 billion, Wales £1.238 billion.



























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Geographical distribution (England)



Figure 3.3 2018 volume of ACT visits and expenditure by destination

Visits (millions)



Expenditure (£millions)



■ North East England

■ North West England

■ Yorkshire and the Humber

■ East Midlands

■ West Midlands

■ East of England

■ London

■ South East England

■ South West England

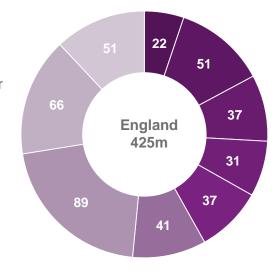




Figure 3.3 illustrates the regional distribution of ACT visits and associated spend within England.

21% of ACT visits (89 million) taken in England had a destination in London, with £4.294 billion spent during these visits.

In contrast the English region with the lowest volume of ACT visits was the North East, with an estimated 22 million visits which had an associated £788 million in expenditure.

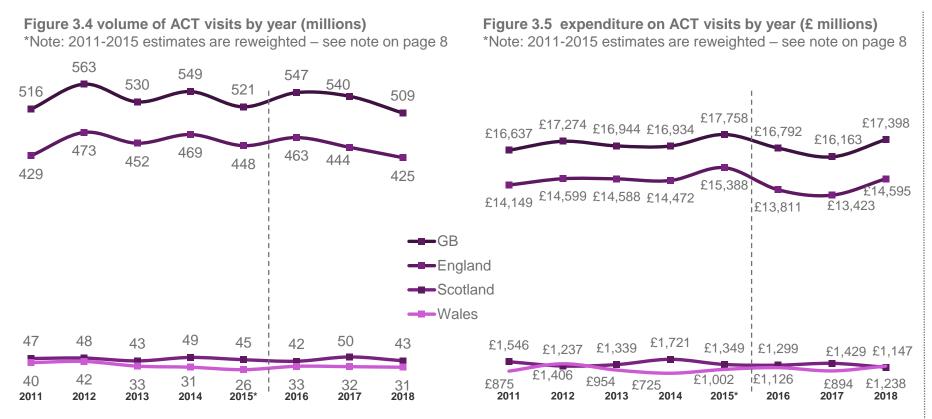








Annual trends



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

During 2018 the volume of ACT visits in GB, England, Scotland declined compared to 2017, while ACT visits in Wales decreased but it was not significant.

Expenditure on ACT visits increased from 2017 to 2018 in GB, England and Wales, while spend in Scotland declined.



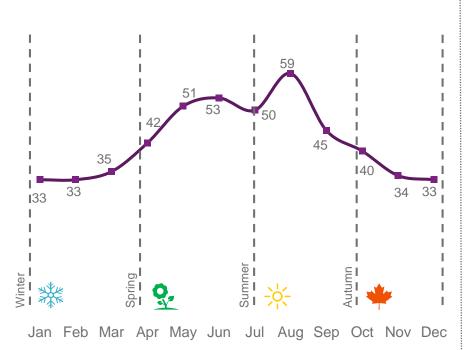


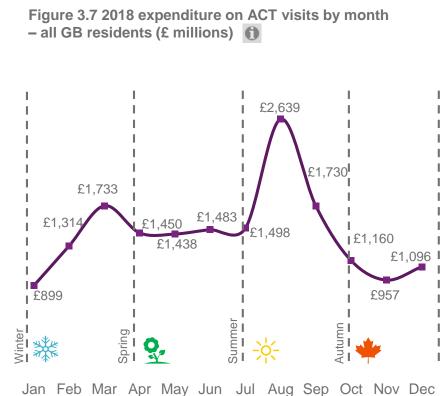




Seasonal distribution

Figure 3.6 2018 volume of ACT visits by month – all GB residents (millions)





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

August recorded the most ACT visits (59 million visits), while the lowest number of visits (33 million) took place in January, February, and December.

The seasonal variation of expenditure followed a similar pattern with the greatest monthly expenditure also taking place during August (£2.639 billion) and the lowest in January (£899 million).









Expenditures on visits

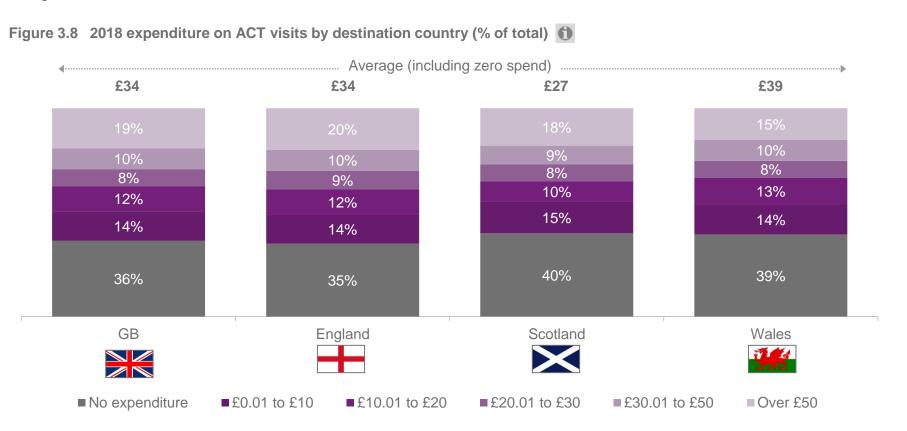


Figure 3.8 illustrates the average expenditure level and its breakdown by destination country.

On average, in 2018, ACTs taken in Scotland involved less spend than those taken in England, with those in Wales having the highest average spend.









Activities undertaken

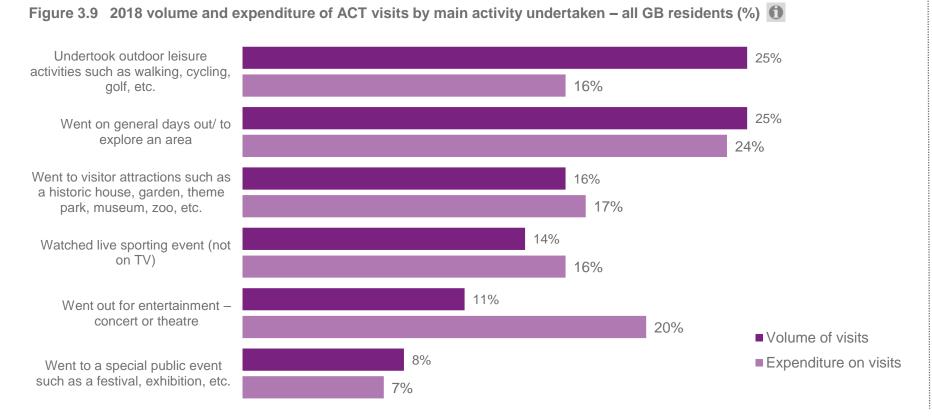


Figure 3.9 details the activities undertaken on ACT visits in Great Britain and the corresponding share of expenditure.

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

The most prominent activity in terms of related spend was 'general days out' with 24% of all expenditure on ACT trips.









Activities undertaken by country

Figure 3.10 2018 volume of ACT visits by main activity and destination country (%)

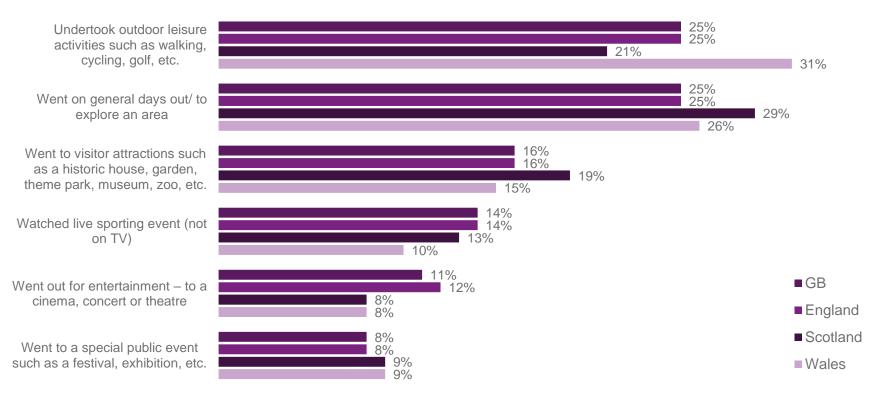


Figure 3.10 illustrates the main activities undertaken on ACT visits by destination country.

ACT visits taken in Wales (31%) were more likely to involve outdoor leisure activities than visits in England (25%) and Scotland (21%).

Visits in Scotland were more likely to involve general days out/exploring (29%) than trips in either Wales (26%) or England (25%).

Compared to trips taken in Scotland and Wales, trips taken in England were more likely to involve watching a live sporting event (14%) or going to an entertainment venue (12%).





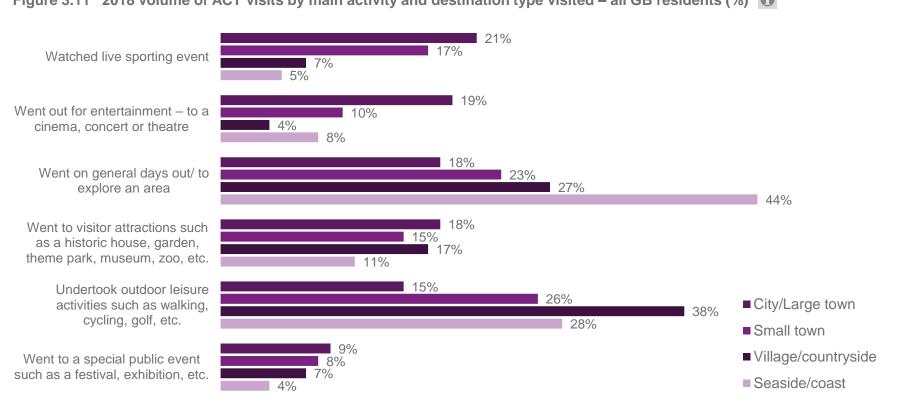






Activities undertaken by destination type

Figure 3.11 2018 volume of ACT visits by main activity and destination type visited – all GB residents (%)



As illustrated in Figure 3.11 ACT visits to the seaside were predominately described as general days out (44%). Visits to village/countryside destinations were dominated by one activity: outdoor leisure activities (38%).

City/large towns had a more even spread of activities, but were much more likely than village/countryside and seaside locations to involve watching live sport (21%) and going out for entertainment (19%). Small towns were popular for general days out (23%) and outdoor leisure activities (26%).









Detailed activities undertaken

Figure 3.12 2018 volume of ACT visits by detailed activities undertaken as part of visit – all GB residents (%)

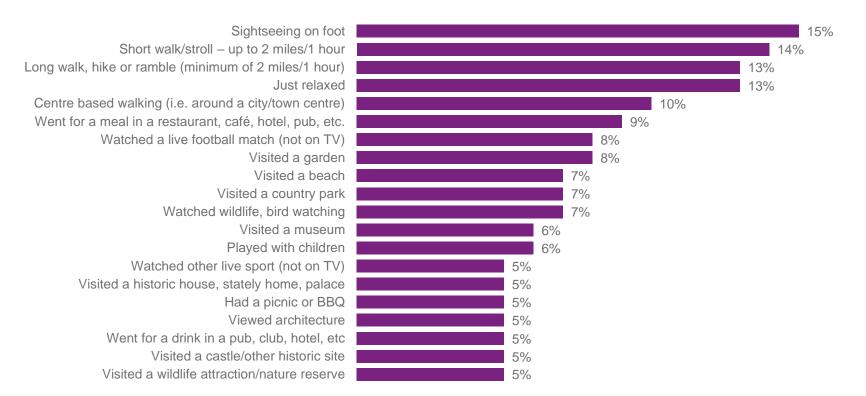


Figure 3.12 shows that around one in seven ACT visits involved sightseeing on foot (15%) and/or a short walks or strolls (14%).

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

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









Destination type

Figure 3.13 2018 main destination type on ACT visits by destination country (% of total)



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

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

Wales had a lower proportion of visits to city/large town areas (25%) but a higher proportion of visits to seaside/coast destinations (24%).

























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Destination type – changes over time







Figure 3.14 illustrates the percentage change in the number of ACT visits and related spend between 2017 and 2018.

There have been decreases in the volume of visits to all destination types village/ countryside (-6%), small town (-6%), city/large town (-5%) and seaside/coast (-2%).

The value generated by these visits all increased. Those to seaside/coast increased (36%), small town (14%), village/countryside (9%) and city/large towns (2%).









Destination type – by region

Figure 3.15 2018 main destination type on ACT visits by region visited (% of total)

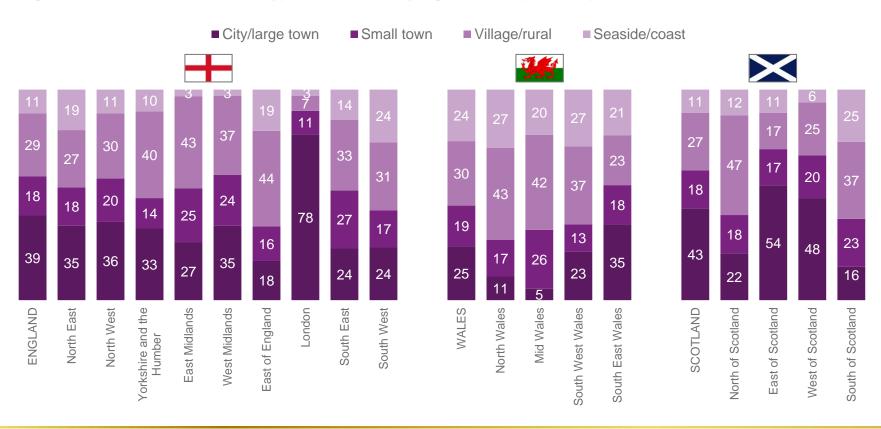


Figure 3.15 compares the destination type visited on ACT visits by region. As expected, the vast majority of London visits were to urban locations. The South East had the highest proportion of visits to small towns as did the East of England for villages/rural visits. The South West was the region in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

In Wales, over two-fifths (42%) of visits to Mid Wales were to village/countryside locations; whereas North Wales saw over a quarter (27%) of visits to seaside/coast. The South East of Wales saw the largest proportion of city/large town visits (35%).

In Scotland, visits to city/large town locations made up the largest proportion of visits across the East and West (54% and 48% respectively), while 47% of visits to the North and 37% of visits to the South were to village/countryside locations.











Destination type – volume and expenditure of visits

Figure 3.16 2018 volume and expenditure of ACT visits by main destination type and destination country – all GB residents

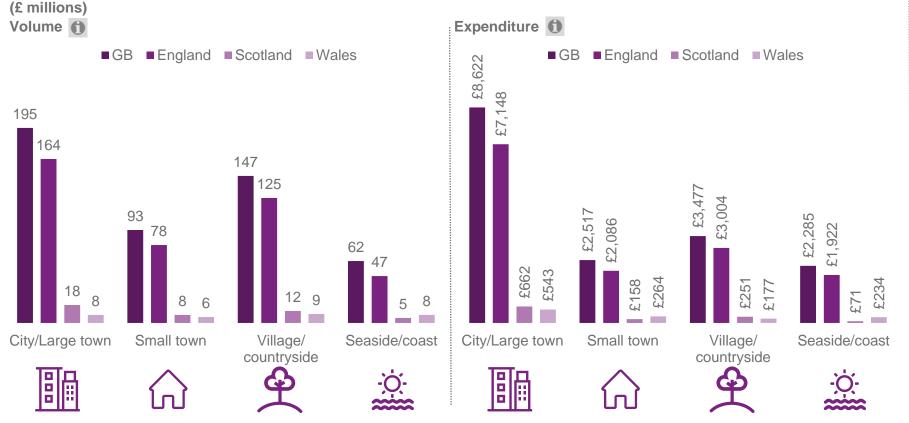


Figure 3.16 illustrates that the majority of ACT visits taken across GB were to city/large town locations, accounting for 195 million visits and £8.622 billion in expenditure.

Visits to village/countryside destinations saw a smaller share of spend relative to the proportion of visits taken: village/countryside destinations attracted 147 million visits but, netted only £3.477 billion.







4. 3 hours + Leisure Day Visits





















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Defining 3 hours + Leisure Day Visits classification

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



Leisure activities included in GBDVS

Visiting friends or family for leisure

'Special' shopping for items that you do not regularly buy

Going out for a meal

Going on a night out to a bar, pub and/or club

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

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

Taking part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)

Taking part in sports, including exercise classes, going to the gym, etc.

Watching live sporting events (not on TV)

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

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

Going to special events of a personal nature such as a wedding, graduation, christening, etc.

Going on days out to a to a beauty or health spa/centre, etc.

Going on general days out/to explore an area

Going on day trips/excursions for other leisure purpose not mentioned above



























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3hr+ Leisure Day Visits – summary of key findings

This section describes the volume, expenditure and characteristics of 3 hours plus leisure day visits taken by GB residents during 2018. *Please note: any trends identified are based on re-weighted data*



Volume and expenditure of visits

 During 2018, GB residents took a total of 2.8 billion 3 hours +leisure day visits to destinations in England, Scotland or Wales; and around £91 billion was spent during these visits.



Geographic distribution of visits

- England saw the highest number of visits (2.3 billion visits or 84% of the total) while 9% of visits (259 million) were taken to Scottish destinations and 5% to places in Wales (149 million).
- London had the greatest share of visits amongst the English regions (421 million visits) where the total expenditure on 3+ hour visits in London during 2018 was around £18.5 billion.
- In Scotland the largest volume of visits were taken to destinations in the East (90 million) while in Wales the largest volume of visits were taken in the South East (62 million).



Volume and expenditure of GB tourism day visits over time

- The 2.796 billion 3 hour plus leisure day visits that were taken by GB residents during 2018 is -5% less than recorded in 2017 (2.943 billion).
- Total expenditure during these visits increased by 4% from £87.9 billion in 2017 to £91.2 billion in 2018.
- When looking individually at each of the GB nations, the volume of 3 hour plus leisure day visits in England also decreased between 2017 and 2018, by -5% from 2.471 billion to 2.338 billion, while expenditure on these trips increased by 5% to £75.6 billion.
- Scotland saw the volume of 3 hours plus leisure day visits decline compared to 2017 at 259 million, and expenditure fell slightly (-1%) from £8.9 billion in 2017 to £8.8 billion in 2018.
- Welsh volume of 3 hours plus leisure day visits decreased by -9% from 163 million in 2017 to 149 million in 2018, and the expenditure on these fell also by -9% to £5.2 billion.
- For further details on 3 hours+ Leisure Day Visits trends between 2011 and 2018, please see page 64.











Geographical distribution

Figure 4.1 2018 volume of 3hr+ visits and expenditure by destination

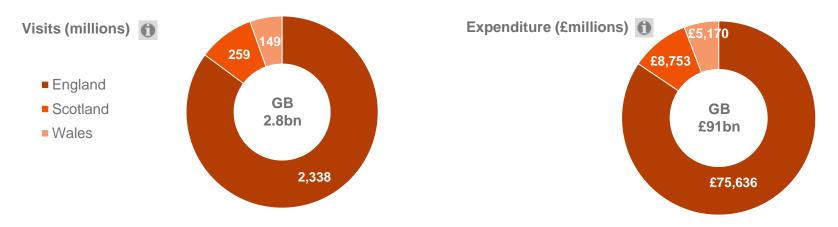


Figure 4.2 2017-2018 Change over time in headline volume and expenditure of 3hr+

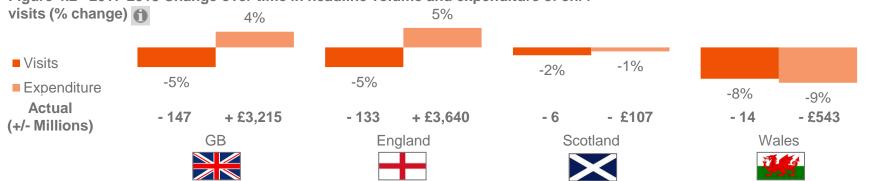


Figure 4.1 illustrates the volume of 3 hour plus day visits taken in 2018. A total of 2.8 billion visits were taken across the year. England accounts for 84% (2.338 billion), while around 1 in 10 trips (9%) were made in Scotland and around 1 in 20 (5%) were made in Wales.

Figure 4.1 also illustrates the amount spent on these three hour plus visits, with a total of £91 billion spent during 2018. Trips made within England account for the bulk of this spend (£76 billion), with the remainder split pro rata with the proportion of trips taken in Scotland and Wales.

Figure 4.2 shows the percentage change between the total trips/spend estimated for 2018 compared with 2017. At the GB level, -5% fewer 3 hour plus day visits were taken in 2018 than in 2017, while expenditure increased 4%.



























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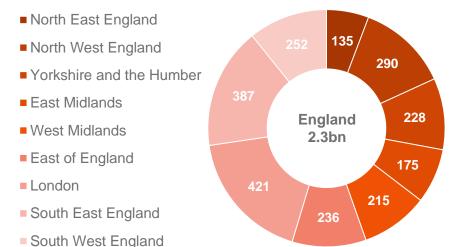
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Geographical distribution (England)



Figure 4.3 2018 volume of 3hr+ visits by destination (millions)





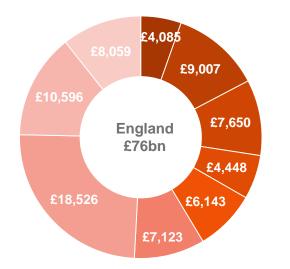


Figure 4.3 and 4.4 illustrates the regional distribution of trips and associated spend on 3hr + visits made within England.

London had the greatest share of visits amongst the English regions (421 million visits) where the London expenditure was £18.526 billion. The English region with the lowest volume of three hour plus visits was the North East, the destination for an estimated 135 million visits which generated £4.085 billion in expenditure.

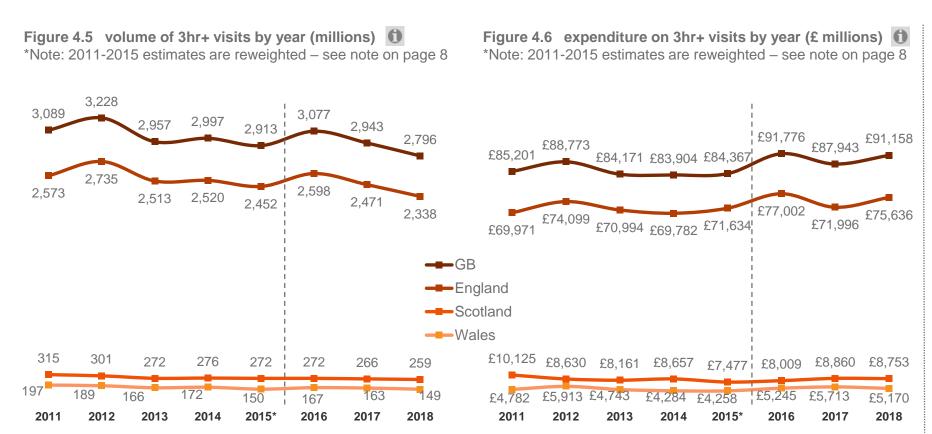








Annual trends



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

Having increased in 2016, three hour plus visits have since fallen consistently in all three countries.

In 2018, visit expenditure in all countries was close to recent high levels. In England only 2016 was higher, in Scotland only 2011 and 2017 were higher and for Wales 2018 was only slightly lower than 2012, 2016 and 2017.



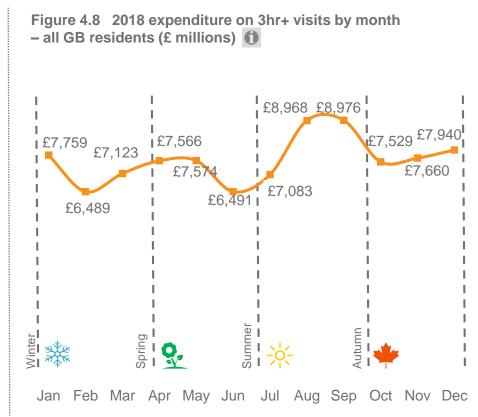


Seasonal distribution

Figure 4.7 2018 volume of 3hr+ visits by month

- all GB residents (millions) 1 263 230 228 230 219

Jul Aug Sep Oct Nov Dec



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

August was the month with the most visits (263 million visits), with the next highest being in July (253 million visits) and May (250 million visits).

The seasonal variation in expenditure by month follows a somewhat different pattern as illustrated in Figure 4.8, with August (£8.968 billion) and September (£8.976 billion) being the key months for spend on three hour plus visits.

Jan Feb Mar Apr May Jun









Expenditures on visits

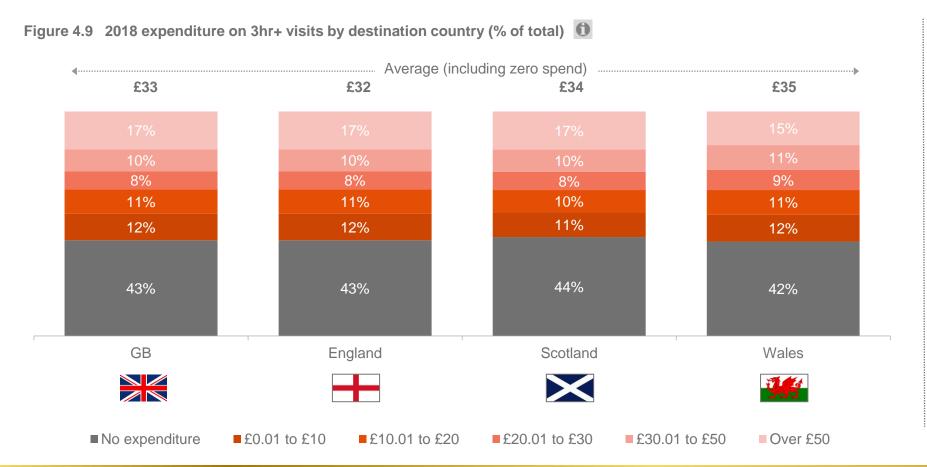


Figure 4.9 illustrates average expenditure levels and expenditure breakdown by destination countries.

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

























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Items purchased on visits

Figure 4.10 2018 items spent money on during 3hr+ visits – all GB residents (% of total visits)

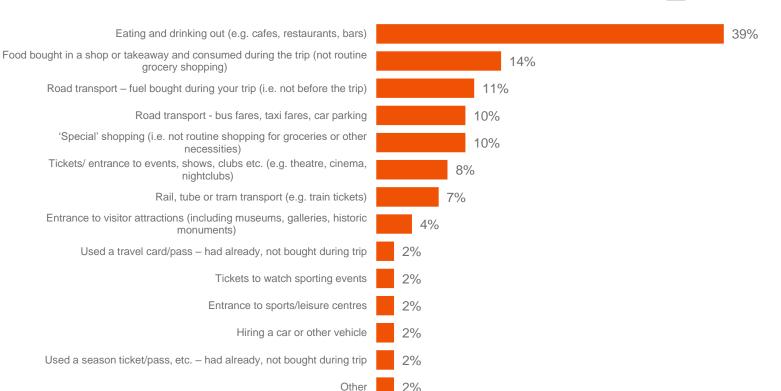


Figure 4.10 illustrates the proportion of visits featuring expenditure on a range of categories in Great Britain.

The most common area of spend was eating and drinking out (39%), followed by food bought in a shop or takeaway (14%), then road transport – fuel (11%), fares (10%) and 'special shopping' (10%).









Activities undertaken

Figure 4.11 2018 volume and expenditure of 3hr+ visits by main activity undertaken - all GB residents (%)

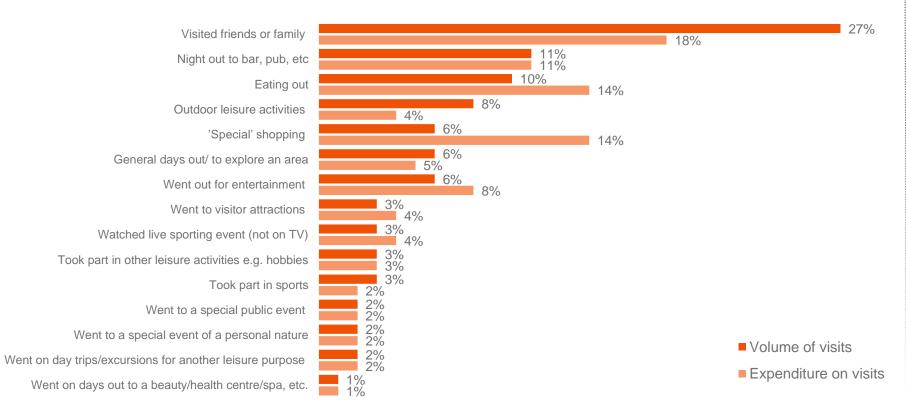


Figure 4.11 details the proportion of 3hr+ visits and related total spend on visits involving key activities.

The most popular activity undertaken during leisure day visits (in terms of percentage of visits taken) in 2018 was visiting friends or family, this was the main activity on 27% of these visits and accounted for 18% of expenditure.

The second most popular activity in terms of related spend was 'special' shopping, which accounted for 14% of all spend on 3hr+ visits, during just 6% of the total visits taken, and eating out, which accounted for 14% of spend and 10% of visits.









Day Visits

Activities undertaken by country (i)



of the report

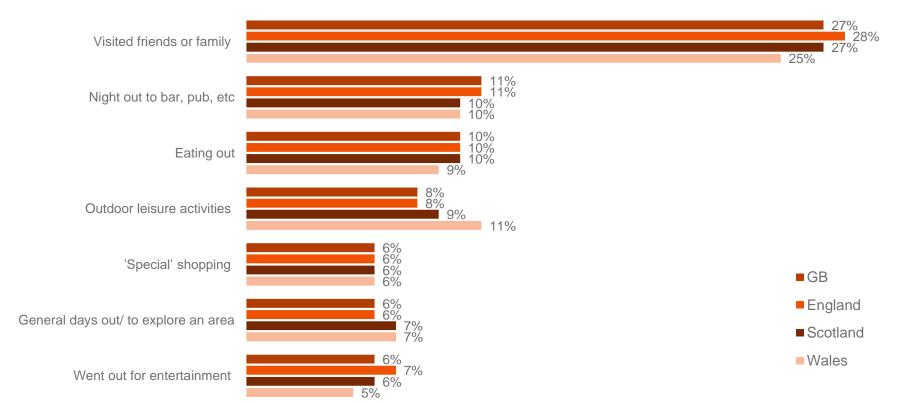


Figure 4.12 (i) illustrates the share of activities undertaken on 3hr+ visits by destination country (continued on next page).

Performance

data tables

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

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



to Tourism Visits

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Activities undertaken by country (ii)

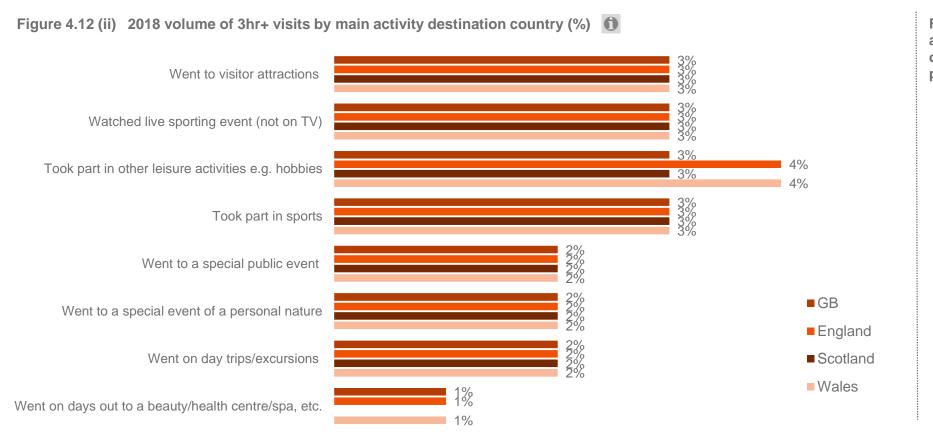


Figure 4.12 (ii) illustrates the share of activities undertaken on 3hr+ visits by destination country (continued from previous page).









Activities undertaken by destination type (i)

Figure 4.13 (i) 2018 volume of 3hr+ visits by main activity and destination type visited – all GB residents (%)

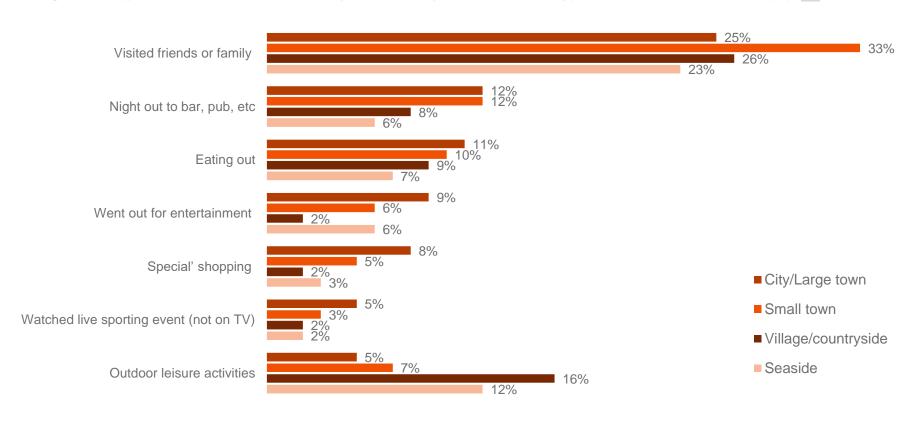


Figure 4.13 (i) illustrates the activities undertaken on 3hr+ visits by type of destination visited in Great Britain (continued on next page).

Performance

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

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

Trips to small towns were more likely than other destination types to involve a night out to a bar or pub.

Trips to villages / countryside and seaside areas were more likely than other destination types to include outdoor leisure activities.











Activities undertaken by destination type (ii)



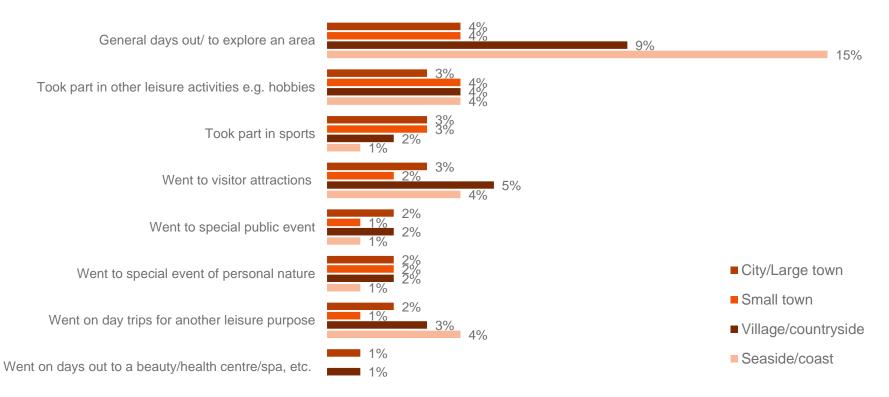


Figure 4.13 (ii) illustrates the activities undertaken on 3hr+ visits by type of destination visited in Great Britain (continued from previous page).

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



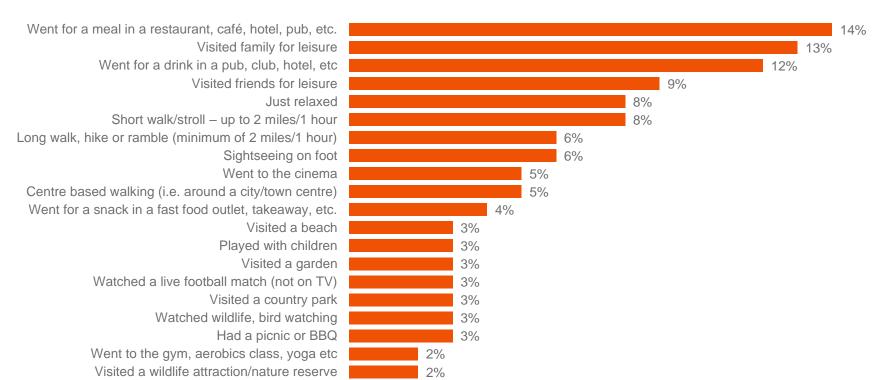






Detailed activities undertaken

Figure 4.14 2018 volume of 3hr+ visits by detailed activities undertaken as part of visit – all GB residents (%)



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

12% of visits included a drink in a pub, club etc., while approaching one in ten visits included visited friends for leisure (9%).

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







Destination type

Figure 4.15 2018 main destination type on 3hr+ visits by destination country (%)

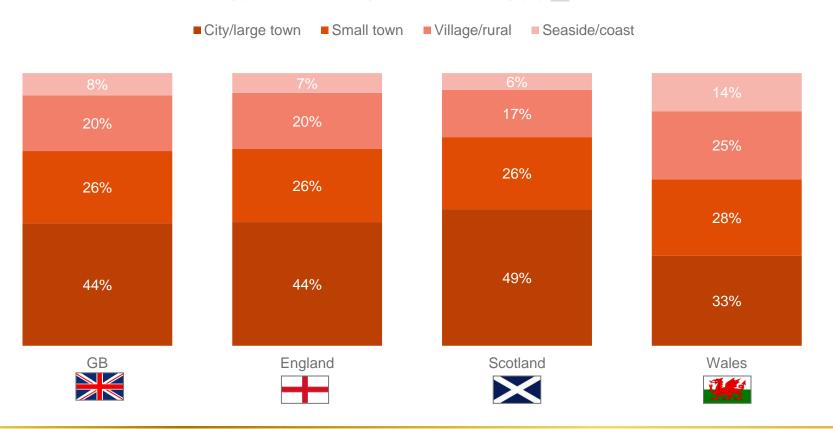


Figure 4.15 shows that over two-fifths (44%) of leisure day visits (3hr+) were to city/large town destinations, while around a quarter (26%) were to small towns and one fifth (20%) were to village/countryside locations. Almost one in ten (8%) visits were to seaside/coast areas.

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

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









Destination type by region

Figure 4.17 2018 main destination type on 3hr+ visits by region visited (% of total)

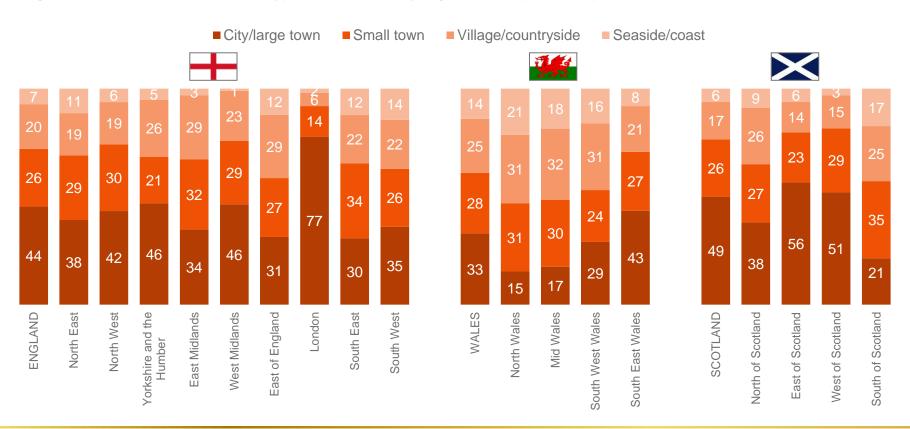


Figure 4.17 shows variations in the destination types visited in different regions of England, Scotland and Wales.

Across all regions in England, except South East, the largest share of leisure day visits was to cities/large towns.

In Wales, a third (31%) of visits to the North were to small town destinations, while the majority (32%) of visits to Mid Wales and South West Wales (31%) were to village/countryside locations. The South East 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 North, East and West (38%, 56% and 51% respectively), while visits to the South were more likely to be small towns (35%).









Destination type – volume and expenditure of visits

Figure 4.18 2018 volume and expenditure of visits by main destination type and destination country (£ millions)

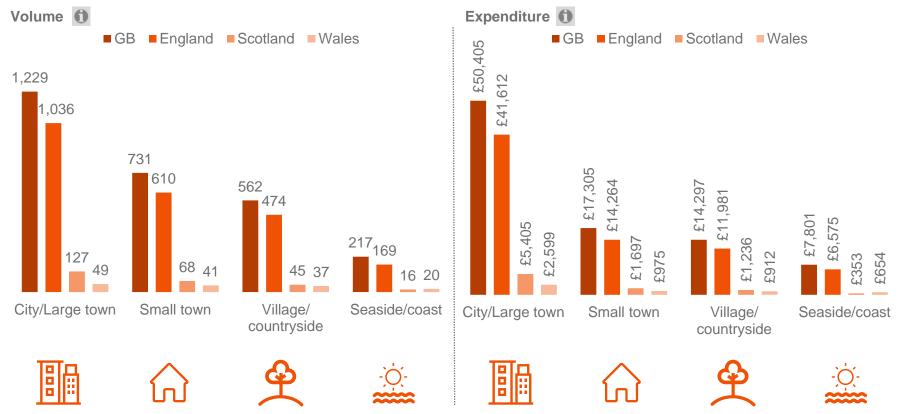


Figure 4.18 illustrates that the majority of leisure day visits (3hr+) taken across GB were to city/large town locations, accounting for 1.229 billion visits and £50.405 billion in expenditure.

Visits to small towns, villages and countryside locations saw a smaller proportion of spend relative to the proportion of visits.

Small town three hour plus visits accounted for 731 million visits but only £17,305 billion.

Village/countryside visits accounted for 562 million visits but only £14.297 billion.









5. Full data tables

Tourism Day Visits

- Detailed visit profiles
- **2012** to 2018 trends
- Sub-national results



Tourism Day Visits – detailed visit profiles



















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Table 5.1 TDV detailed visit profiles

Volume of visits and expenditure by destination (millions)

| | Vol | ume | Expe | nditure | GB population distribution (16+ population) |
|-------------------------|----------|------------|----------|------------|---|
| | Millions | % of total | Millions | % of total | % of total |
| GB total | 1,703 | 100% | £63,782 | 100% | |
| English Regions | Millions | % of total | Millions | % of total | % of total |
| North East England | 77 | 5% | £2,547 | 4% | 4% |
| lorth West England | 170 | 10% | £6,345 | 10% | 12% |
| orkshire and The Humber | 130 | 8% | £5,066 | 8% | 9% |
| East Midlands | 102 | 6% | £2,867 | 4% | 7% |
| Vest Midlands | 121 | 7% | £3,829 | 6% | 9% |
| East of England | 137 | 8% | £5,042 | 8% | 10% |
| ondon | 319 | 19% | £13,964 | 22% | 13% |
| South East England | 225 | 13% | £7,515 | 12% | 14% |
| South West England | 148 | 9% | £5,862 | 9% | 9% |
| England total | 1,431 | 84% | £53,036 | 83% | 86% |
| Scottish Regions* | Millions | % of total | Millions | % of total | % of total |
| lorth Scotland | 28 | 21% | £980 | 18% | 2% |
| Vest Scotland | 39 | 29% | £1,432 | 27% | 4% |
| East Scotland | 47 | 35% | £2,102 | 39% | 3% |
| South Scotland | 21 | 16% | £849 | 16% | 1% |
| Scotland total | 138 | 8% | £5,474 | 9% | 9% |
| Welsh Regions* | Millions | % of total | Millions | % of total | % of total |
| North Wales | 23 | 24% | £823 | 21% | 1% |
| /lid Wales | 12 | 13% | £406 | 10% | * |
| South West Wales | 24 | 25% | £884 | 22% | 1% |
| South East Wales | 37 | 39% | £1,866 | 47% | 2% |
| Wales total | 96 | 6% | £4,009 | 6% | 5% |
| | | | | | |

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



























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Table 5.2 TDV detailed visit profiles

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

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

| | | | | | Volume | | | | Expenditure | | | | | | | | | |
|----------|-------|-------|-------|-------|--------|-------|-------|-------|------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|------------------------------|
| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | % Change 2018/ 2017 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | % Change 2018/ 2017 |
| England | 1,503 | 1,687 | 1,576 | 1,547 | 1,493 | 1,557 | 1,505 | 1,431 | -5% | £49,071 | £55,728 | £52,928 | £51,867 | £53,385 | £53,534 | £50,899 | £53,036 | +4% |
| Scotland | 154 | 163 | 142 | 146 | 143 | 142 | 151 | 138 | -9% | £7,075 | £5,348 | £5,343 | £5,773 | £4,511 | £4,916 | £5,995 | £5,474 | -9% |
| Wales | 117 | 117 | 102 | 104 | 86 | 102 | 100 | 96 | -4% | £3,380 | £4,409 | £3,520 | £3,079 | £3,121 | £4,096 | £4,332 | £4,009 | -7% |
| GB total | 1,777 | 1,969 | 1,826 | 1,822 | 1,754 | 1,834 | 1,793 | 1,703 | -5% | £59,845 | £65,610 | £62,039 | £61,833 | £61,943 | £63,904 | £62,447 | £63,782 | +2% |

Table 5.3 TDV detailed visit profiles

Volume of visits by quarter and destination country (millions)

| Visits | G | GB | | yland | Sco | tland | Wa | ales |
|-----------|----------|------------|----------|------------|----------|------------|----------|------------|
| Quarter | Millions | % of total |
| Jan – Mar | 380 | 22% | 321 | 22% | 30 | 22% | 20 | 21% |
| Apr – Jun | 447 | 26% | 374 | 26% | 34 | 25% | 27 | 28% |
| Jul – Sep | 459 | 27% | 385 | 27% | 36 | 26% | 28 | 29% |
| Oct – Dec | 417 | 24% | 351 | 25% | 37 | 27% | 21 | 22% |
| Total | 1,703 | | 1,431 | | 138 | | 96 | |



























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

| | | ٧ | olume | | | Exper | nditure | |
|--------------------------------|-------|---------|----------|-------|---------|---------|----------|--------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| Visiting friends or family | 409 | 347 | 31 | 24 | £11,143 | £8,968 | £1,016 | £891 |
| 'Special' shopping | 116 | 100 | 10 | 6 | £9,043 | £7,496 | £1,072 | £406 |
| Going out for a meal | 182 | 153 | 15 | 9 | £8,391 | £7,155 | £584 | £486 |
| Going on a night out | 128 | 109 | 9 | 7 | £5,371 | £4,296 | £703 | £287 |
| Going out for entertainment | 110 | 97 | 8 | 5 | £4,894 | £4,224 | £255 | £382 |
| Undertaking outdoor activities | 130 | 108 | 10 | 10 | £2,848 | £2,388 | £155 | £233 |
| Other leisure/hobbies | 47 | 40 | 4 | 2 | £1,716 | £1577 | £102 | £34 |
| Taking part in sports | 35 | 28 | 2 | 2 | £1,414 | £1,334 | £49 | £29 |
| Watching live sporting events | 72 | 61 | 6 | 3 | £2,787 | £2,497 | £149 | £130 |
| Going to visitor attractions | 85 | 70 | 8 | 5 | £3,109 | £2,555 | £250 | £109 |
| Special public events | 42 | 34 | 4 | 3 | £1,294 | £1,045 | £140 | £96 |
| Special personal events | 40 | 34 | 3 | 3 | £1,108 | £783 | £123 | £179 |
| Day out to health/beauty spa | 10 | 8 | 1 | 1 | £398 | £352 | £22 | £18 |
| General day out | 131 | 107 | 12 | 8 | £4,491 | £3,718 | £339 | £337 |
| Other day out for leisure | 44 | 36 | 5 | 3 | £1,455 | £1,137 | £187 | £122 |
| Total | 1,703 | 1,431 | 138 | 96 | £63,782 | £53,036 | £5,474 | £4,009 |

























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Table 5.5 TDV detailed visit profiles
Volume of visits - main activity by destination type visited (millions)

| | City/larg | e town | Small | town | Village/co | untryside | Seaside | /coast |
|--------------------------------|-----------|--------|----------|------|------------|-----------|----------|--------|
| Main activity | Millions | % | Millions | % | Millions | % | Millions | % |
| Visiting friends or family | 157 | 22% | 124 | 30% | 091 | 24% | 31 | 19% |
| Special' shopping | 73 | 10% | 27 | 7% | 7 | 2% | 6 | 4% |
| Going out for a meal | 80 | 11% | 47 | 11% | 41 | 11% | 12 | 8% |
| Going on a night out | 66 | 9% | 34 | 8% | 19 | 5% | 9 | 5% |
| Going out for entertainment | 68 | 9% | 24 | 6% | 8 | 2% | 8 | 5% |
| Indertaking outdoor activities | 30 | 4% | 24 | 6% | 55 | 14% | 17 | 11% |
| Other leisure/hobbies | 16 | 2% | 11 | 3% | 13 | 3% | 5 | 3% |
| aking part in sports | 15 | 2% | 9 | 2% | 8 | 2% | 2 | 1% |
| Vatching live sporting events | 41 | 6% | 16 | 4% | 10 | 3% | 3 | 2% |
| Soing to visitor attractions | 35 | 5% | 14 | 3% | 25 | 7% | 7 | 4% |
| Special public events | 19 | 3% | 9 | 2% | 11 | 3% | 2 | 1% |
| Special personal events | 18 | 2% | 10 | 2% | 10 | 3% | 2 | 1% |
| Day out to health/beauty spa | 4 | 0% | 3 | 1% | 4 | 1% | 1 | * |
| General day out | 38 | 5% | 23 | 6% | 40 | 10% | 27 | 17% |
| Other day out for leisure | 15 | 2% | 8 | 2% | 11 | 3% | 8 | 5% |
| otal | 718 | | 410 | | 383 | | 159 | |

























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

| | North East England | North West England | Yorkshire and The Humber | East Midlands | West Midlands | East of England | London | South East England | South West England |
|-------------------------------|-----------------------|-----------------------|-----------------------------|---------------|---------------|-----------------|----------|-----------------------|-----------------------|
| Main activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Visiting friends or family | 17 | 41 | 30 | 27 | 30 | 34 | 70 | 64 | 34 |
| 'Special' shopping | 7 | 14 | 8 | 6 | 10 | 8 | 25 | 14 | 9 |
| Going out for a meal | 7 | 14 | 13 | 10 | 12 | 18 | 42 | 22 | 14 |
| Going on a night out | 7 | 16 | 11 | 5 | 8 | 7 | 31 | 14 | 9 |
| Going out for entertainment | 5 | 12 | 7 | 6 | 8 | 9 | 30 | 14 | 6 |
| Outdoor activities | 4 | 15 | 11 | 9 | 8 | 11 | 20 | 18 | 12 |
| Other leisure/ hobbies | 2 | 4 | 3 | 2 | 4 | 6 | 8 | 6 | 5 |
| Taking part in sports | 1 | 3 | 3 | 2 | 3 | 3 | 10 | 3 | 2 |
| Watching live sporting events | 5 | 8 | 5 | 5 | 6 | 5 | 13 | 10 | 5 |
| Going to visitor attractions | 3 | 7 | 5 | 5 | 6 | 6 | 13 | 12 | 10 |
| Special public events | 1 | 3 | 3 | 3 | 4 | 5 | 8 | 3 | 4 |
| Special personal events | 1 | 4 | 3 | 3 | 3 | 2 | 8 | 6 | 3 |
| Day out to health/ beauty spa | 1 | 2 | 1 | * | 1 | * | 1 | 2 | 1 |
| General day out | 6 | 13 | 11 | 7 | 8 | 9 | 19 | 17 | 17 |
| Other day out for leisure | 2 | 4 | 5 | 3 | 3 | 5 | 3 | 6 | 5 |
| Total | 77 | 170 | 130 | 102 | 121 | 137 | 319 | 225 | 148 |

























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Table 5.7 TDV detailed visit profiles

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

| | | Welsh destir | nation regions* | | | Scottish desti | nation regions* | |
|----------------------------------|----------|--------------|-----------------|------------|----------|----------------|-----------------|----------|
| | Mid | North | South East | South West | East | West | North | South |
| Main activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Visiting friends or family | 2 | 5 | 8 | 6 | 11 | 8 | 6 | 5 |
| 'Special' shopping | 1 | 1 | 3 | 1 | 4 | 3 | 1 | 1 |
| Going out for a meal | 1 | 3 | 4 | 2 | 4 | 5 | 3 | 3 |
| Going on a night out | 1 | 2 | 3 | 1 | 3 | 3 | 2 | 1 |
| Going out for entertainment | 0 | 1 | 3 | 1 | 3 | 3 | 1 | 1 |
| Outdoor activities | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 |
| Other leisure/ hobbies | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 |
| Taking part in sports | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 |
| Watching live sporting events | 0 | 1 | 2 | 1 | 2 | 2 | 1 | 0 |
| Going to visitor attractions | 0 | 1 | 1 | 1 | 3 | 2 | 2 | 1 |
| Special public events | 1 | 1 | 1 | 0 | 2 | 1 | 1 | 0 |
| Special personal events | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 |
| Day out to health/ beauty spa | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| General day out | 2 | 2 | 2 | 2 | 4 | 3 | 3 | 2 |
| Other day out for leisure | 0 | 0 | 0 | 1 | 2 | 1 | 1 | 1 |
| Total | 12 | 23 | 37 | 24 | 47 | 39 | 28 | 21 |

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



























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

| | | Destination | on country | | | Destir | ation type | |
|--|----------|-------------|------------|----------|---------------------|------------|---------------------|---------------|
| | GB | England | Scotland | Wales | City/ large town | Small town | Village/countryside | Seaside/coast |
| Detailed activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Attending events (Net) | 213 | 178 | 18 | 13 | 108 | 45 | 42 | 16 |
| Attended a live music concert/music festival | 38 | 30 | 4 | 3 | 21 | 7 | 6 | 4 |
| Attended an indoor exhibition | 17 | 14 | 1 | 1 | 10 | 3 | 3 | 1 |
| Attended an outdoor fair/exhibition/show | 28 | 24 | 2 | 2 | 9 | 7 | 8 | 3 |
| Attended another arts/ cultural festival | 35 | 28 | 4 | 2 | 16 | 7 | 9 | 3 |
| Attended a food/local produce event | 25 | 22 | 1 | 1 | 11 | 6 | 6 | 2 |
| Watched a live football match (not on TV) | 58 | 49 | 5 | 4 | 36 | 12 | 8 | 2 |
| Watched other live sport (not on TV) | 42 | 36 | 4 | 2 | 21 | 10 | 9 | 2 |
| Walking (Net) | 301 | 248 | 28 | 19 | 97 | 60 | 88 | 49 |
| Centre based walking | 98 | 83 | 8 | 4 | 49 | 23 | 10 | 14 |
| Short walk/stroll – up to 2 miles | 148 | 123 | 13 | 10 | 44 | 32 | 39 | 29 |
| Long walk, hike or ramble | 108 | 86 | 13 | 8 | 27 | 16 | 48 | 15 |

























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Table 5.8 TDV detailed visit profiles (continued)

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

| | | Destinatio | n country | | Destination type | | | | | |
|--|----------|------------|-----------|----------|---------------------|------------|-------------------------|---------------|--|--|
| | GB | England | Scotland | Wales | City/ large town | Small town | Village/ countryside | Seaside/coast | | |
| Detailed activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | | |
| Active pursuits/sports (Net) | 118 | 98 | 10 | 8 | 41 | 27 | 32 | 16 | | |
| Went to the gym, aerobics class, etc. | 30 | 25 | 2 | 3 | 13 | 7 | 6 | 3 | | |
| Played golf | 21 | 16 | 3 | 2 | 7 | 5 | 7 | 2 | | |
| Running, jogging, orienteering | 29 | 24 | 3 | 2 | 10 | 7 | 9 | 4 | | |
| Swimming | 34 | 28 | 3 | 2 | 11 | 7 | 9 | 8 | | |
| Outdoor sports | 29 | 25 | 2 | 2 | 11 | 8 | 8 | 3 | | |
| Sightseeing/ guided tours (Net) | 165 | 135 | 16 | 10 | 57 | 32 | 44 | 29 | | |
| Went on a guided tour | 24 | 20 | 2 | 1 | 10 | 5 | 6 | 2 | | |
| Sightseeing by car | 39 | 30 | 6 | 3 | 9 | 8 | 13 | 9 | | |
| Sightseeing on foot | 127 | 104 | 13 | 7 | 45 | 22 | 33 | 24 | | |
| Visiting heritage (Net) | 128 | 104 | 13 | 7 | 52 | 25 | 36 | 12 | | |
| Visited a cathedral, church, abbey or other religious building | 36 | 30 | 3 | 2 | 17 | 8 | 7 | 3 | | |
| Visited a castle/other historic site | 43 | 34 | 6 | 3 | 14 | 10 | 12 | 5 | | |
| Visited a historic house, stately home, palace | 39 | 32 | 3 | 2 | 12 | 6 | 18 | 2 | | |
| Visited a museum | 47 | 38 | 6 | 3 | 27 | 8 | 8 | 4 | | |

























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

| | | Destination | on country | | Destination type | | | | | |
|--|----------|-------------|------------|----------|---------------------|------------|-------------------------|----------------|--|--|
| | GB | England | Scotland | Wales | City/ large town | Small town | Village/ countryside | Seaside/ coast | | |
| Detailed activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | | |
| Visiting attractions and sightseeing (Net) | 280 | 227 | 26 | 20 | 86 | 48 | 78 | 60 | | |
| Visited a beach | 64 | 49 | 6 | 7 | 6 | 7 | 6 | 44 | | |
| Visited a country park | 64 | 53 | 6 | 5 | 21 | 14 | 24 | 4 | | |
| Visited a garden | 64 | 54 | 6 | 3 | 22 | 10 | 26 | 4 | | |
| Visited a theme/ amusement park | 27 | 22 | 1 | 2 | 10 | 4 | 6 | 7 | | |
| Visited a wildlife attraction/nature reserve | 47 | 37 | 4 | 5 | 11 | 9 | 19 | 7 | | |
| Visited a zoo/safari park | 24 | 20 | 2 | 1 | 8 | 5 | 6 | 4 | | |
| Visited an art gallery | 21 | 17 | 2 | 2 | 11 | 3 | 4 | 2 | | |
| Visited another type of attraction | 33 | 25 | 4 | 3 | 12 | 5 | 10 | 5 | | |
| Viewed architecture | 46 | 35 | 5 | 4 | 23 | 8 | 10 | 5 | | |
| Eating and drinking (Net) | 433 | 364 | 37 | 23 | 192 | 102 | 83 | 49 | | |
| Went for a drink in a pub, club, etc. | 180 | 152 | 14 | 9 | 87 | 42 | 29 | 20 | | |
| Went for a meal in a restaurant/café, etc. | 268 | 224 | 25 | 14 | 117 | 64 | 53 | 30 | | |
| Went for a snack in a fast food outlet, | 88 | 73 | 8 | 5 | 40 | 19 | 13 | 15 | | |

























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

| | | Destina | tion country | | | Destin | ation type | |
|---------------------------------|----------|----------|--------------|----------|---------------------|------------|----------------------|----------------|
| | GB | England | Scotland | Wales | City/ large town | Small town | Village/ countryside | Seaside/ coast |
| Detailed activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Friends and family (Net) | 364 | 309 | 29 | 21 | 129 | 105 | 88 | 37 |
| Visited family for leisure | 194 | 166 | 15 | 10 | 71 | 59 | 47 | 16 |
| Visited friends for leisure | 147 | 124 | 13 | 9 | 56 | 40 | 35 | 14 |
| Played with children | 62 | 51 | 5 | 5 | 17 | 15 | 15 | 13 |
| Other activities | | | | | | | | |
| Went to the cinema | 80 | 69 | 7 | 3 | 48 | 21 | 6 | 4 |
| Went to the theatre | 34 | 29 | 2 | 2 | 23 | 5 | 4 | 2 |
| Had a picnic or BBQ | 49 | 41 | 4 | 3 | 13 | 9 | 16 | 11 |
| Just relaxed | 152 | 127 | 12 | 10 | 55 | 31 | 39 | 25 |
| Spa treatments | 21 | 17 | 1 | 1 | 9 | 6 | 4 | 2 |
| Sunbathing | 37 | 31 | 3 | 2 | 9 | 6 | 9 | 13 |
| Watched wildlife, bird watching | 59 | 48 | 6 | 4 | 9 | 10 | 26 | 12 |
| Total | 1,703 | 1,431 | 138 | 96 | 718 | 410 | 383 | 159 |

























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Table 5.9 TDV detailed visit profiles
Volume and expenditure of visits - disabilities/impairments in party by country of visit (millions)

| | | Volu | me | | | Expen | diture | |
|---|----------|----------|----------|----------|----------|----------|----------|----------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| Disability or impairment in party | Millions |
| Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes) | 127 | 105 | 10 | 8 | £5,011 | £4,033 | £425 | £299 |
| Someone in party has mobility impairment (non-wheelchair user) | 123 | 102 | 10 | 7 | £4,716 | £3,927 | £430 | £325 |
| Someone in party is deaf/have partial hearing loss | 86 | 73 | 6 | 5 | £3,650 | £3,267 | £202 | £157 |
| Someone in party has mobility impairment (wheelchair user) | 38 | 30 | 3 | 3 | £1,935 | £1,624 | £206 | £50 |
| Someone in party has learning difficulties | 30 | 24 | 2 | 3 | £1,892 | £1,416 | £209 | £162 |
| Someone in party is blind/partially sighted | 42 | 35 | 4 | 3 | £2,046 | £1,895 | £47 | £104 |
| Net: Disability or impairment in party | 340 | 282 | 27 | 22 | £13,904 | £11,573 | £1,177 | £802 |
| No disabilities/impairments in party | 1,262 | 1,069 | 104 | 67 | £47,657 | £39,886 | £4,077 | £2,804 |
| Total | 1,703 | 1,431 | 138 | 96 | £63,782 | £53,036 | £5,474 | £4,009 |

























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

| | North East England | North West England | Yorkshire and The Humber | East Midlands | West Midlands | East of England | London | South East England | South West England |
|---|-----------------------|-----------------------|-----------------------------|---------------|---------------|-----------------|----------|-----------------------|-----------------------|
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes) | 6 | 11 | 11 | 8 | 9 | 9 | 17 | 22 | 13 |
| Someone in party has mobility impairment (non-wheelchair user) | 5 | 12 | 9 | 10 | 10 | 10 | 19 | 16 | 12 |
| Someone in party is deaf/have partial hearing loss | 3 | 10 | 7 | 5 | 10 | 10 | 9 | 11 | 8 |
| Someone in party has mobility impairment (wheelchair user) | 2 | 3 | 3 | 3 | 3 | 2 | 6 | 4 | 3 |
| Someone in party has learning difficulties | 2 | 2 | 2 | 1 | 2 | 3 | 6 | 3 | 3 |
| Someone in party is blind/partially sighted | 2 | 5 | 3 | 3 | 4 | 3 | 9 | 2 | 3 |
| Net: Disability or impairment in party | 15 | 32 | 28 | 22 | 29 | 31 | 51 | 45 | 30 |
| No disabilities/impairments in party | 57 | 131 | 95 | 74 | 83 | 99 | 248 | 168 | 113 |
| Total | 77 | 170 | 130 | 102 | 121 | 137 | 319 | 225 | 148 |









Table 5.11 TDV detailed visit profiles

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

| | | Welsh de | stination regions* | | | Scottish destina | ation regions* | |
|---|----------|----------|--------------------|------------|----------|------------------|----------------|----------|
| | Mid | North | South East | South West | East | West | North | South |
| Disability or impairment in party | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes) | 1 | 2 | 4 | 2 | 3 | 3 | 2 | 2 |
| Someone in party has mobility impairment (non-wheelchair user) | 0 | 3 | 3 | 2 | 3 | 4 | 3 | 2 |
| Someone in party is deaf/have partial hearing loss | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 0 |
| Someone in party has mobility impairment (wheelchair user) | 0 | 1 | 2 | 0 | 1 | 1 | 1 | 0 |
| Someone in party has learning difficulties | 0 | 2 | 1 | 0 | 1 | 0 | 0 | 0 |
| Someone in party is blind/partially sighted | 0 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| NET: Disability or impairment in party | 2 | 7 | 9 | 7 | 7 | 8 | 8 | 5 |
| No disabilities/impairments in party | 9 | 15 | 24 | 16 | 37 | 28 | 18 | 16 |
| Total | 12 | 23 | 37 | 24 | 47 | 39 | 28 | 21 |

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



























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

| | City/larg | ge town | Small | town | Village/co | untryside | Seaside | e/coast |
|---|-----------|---------|----------|------|------------|-----------|----------|---------|
| Disability or impairment in party | Millions | % | Millions | % | Millions | % | Millions | % |
| Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes) | 46 | 6% | 34 | 8% | 32 | 8% | 13 | 8% |
| Someone in party has mobility impairment (non-wheelchair user) | 43 | 6% | 31 | 8% | 31 | 8% | 12 | 8% |
| Someone in party is deaf/have partial hearing loss | 29 | 4% | 19 | 5% | 25 | 7% | 12 | 8% |
| Someone in party has mobility impairment (wheelchair user) | 14 | 2% | 9 | 2% | 9 | 2% | 4 | 3% |
| Someone in party is blind/ partially sighted | 15 | 2% | 10 | 2% | 13 | 3% | 4 | 3% |
| Someone in party has learning difficulties | 11 | 2% | 7 | 2% | 7 | 2% | 4 | 2% |
| Net: disability or impairment in party | 119 | 17% | 85 | 21% | 90 | 24% | 37 | 23% |
| No disabilities/impairments in party | 556 | 77% | 304 | 74% | 270 | 71% | 108 | 68% |
| Total | 718 | | 410 | | 383 | | 159 | |

























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Table 5.13 TDV detailed visit profiles

Volume and expenditure of visits - trip duration by destination country (millions)

| | | Volu | ıme | | Expenditure | | | | | |
|-----------------------|----------|----------|----------|----------|-------------|----------|----------|----------|--|--|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales | | |
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | | |
| 3 hours to 3 hours 59 | 660 | 561 | 49 | 38 | £21,102 | £17,542 | £1,753 | £1,482 | | |
| 4 hours to 4 hours 59 | 409 | 342 | 33 | 24 | £16,043 | £13,732 | £1,267 | £839 | | |
| 5 hours to 5 hours 59 | 212 | 178 | 18 | 11 | £8,298 | £6,884 | £787 | £525 | | |
| 6 hours or more | 423 | 350 | 38 | 22 | £18,339 | £14,879 | £1,667 | £1,163 | | |
| Total | 1,703 | 1,431 | 138 | 96 | £63,782 | £53,036 | £5,474 | £4,009 | | |

























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Table 5.14 TDV detailed visit profiles

Volume of visits - trip duration by destination country (millions)

| | City/larg | e town | Small | town | Village/cou | ıntryside | Seaside/coast | | |
|-----------------------|-----------|--------|----------|------|-------------|-----------|---------------|-----|--|
| | Millions | % | Millions | % | Millions | % | Millions | % | |
| 3 hours to 3 hours 59 | 261 | 36% | 179 | 44% | 156 | 41 | 53 | 33% | |
| 4 hours to 4 hours 59 | 168 | 23% | 99 | 24% | 98 | 26 | 36 | 23% | |
| 5 hours to 5 hours 59 | 92 | 13% | 48 | 12% | 46 | 12 | 20 | 13% | |
| 6 hours or more | 197 | 27% | 84 | 20% | 83 | 22 | 50 | 31% | |
| Total | 718 | | 410 | | 383 | | 159 | | |

Table 5.15 TDV detailed visit profiles

Volume of visits - trip duration by English region of visit (millions)

| | North East England | North West England | Yorkshire and The Humber | East Midlands | West Midlands | East of England | London | South East England | South West England |
|-----------------------|-----------------------|-----------------------|-----------------------------|---------------|---------------|-----------------|----------|-----------------------|-----------------------|
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| 3 hours to 3 hours 59 | 33 | 71 | 52 | 41 | 50 | 54 | 126 | 86 | 49 |
| 4 hours to 4 hours 59 | 17 | 40 | 32 | 24 | 29 | 33 | 78 | 50 | 39 |
| 5 hours to 5 hours 59 | 11 | 22 | 14 | 12 | 14 | 17 | 39 | 28 | 21 |
| 6 hours or more | 17 | 37 | 31 | 25 | 28 | 34 | 77 | 61 | 40 |
| Total | 77 | 170 | 130 | 102 | 121 | 137 | 319 | 225 | 148 |

























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Table 5.16 TDV detailed visit profiles

Volume of visits - trip duration by Welsh and Scottish destination regions (millions)

| | | Welsh destin | ation regions* | | Scottish destination regions* | | | | | |
|-----------------------|----------|--------------|----------------|------------|-------------------------------|----------|----------|----------|--|--|
| | Mid | North | South East | South West | East | West | North | South | | |
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | | |
| 3 hours to 3 hours 59 | 4 | 9 | 15 | 12 | 15 | 14 | 11 | 8 | | |
| 4 hours to 4 hours 59 | 3 | 6 | 10 | 6 | 10 | 9 | 7 | 5 | | |
| 5 hours to 5 hours 59 | 1 | 3 | 4 | 2 | 6 | 7 | 3 | 2 | | |
| 6 hours or more | 4 | 5 | 8 | 4 | 15 | 9 | 7 | 7 | | |
| Total | 12 | 23 | 37 | 24 | 47 | 39 | 28 | 21 | | |

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



























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

| | Visiting friends or family | 'Special' shopping | Going out for a meal | Going on a night out | Going out for entertainment | Under taking outdoor activities | Other leisure/ hobbies | Taking part in sports | Watching live sporting events | Going to visitor attractions | Special public events | Special personal events | Day out to health/ beauty spa | General day out | Other day out for leisure |
|-----------------------|-------------------------------|--------------------|-------------------------|-------------------------|--------------------------------|------------------------------------|---------------------------|-----------------------|-------------------------------|---------------------------------|-----------------------|-------------------------|----------------------------------|--------------------|---------------------------|
| 3 hours to 3 hours 59 | 130 | 54 | 91 | 54 | 50 | 60 | 23 | 17 | 32 | 22 | 15 | 9 | 5 | 46 | 14 |
| 4 hours to 4 hours 59 | 91 | 33 | 45 | 36 | 27 | 31 | 11 | 8 | 16 | 20 | 9 | 9 | 2 | 32 | 11 |
| 5 hours to 5 hours 59 | 51 | 13 | 16 | 16 | 14 | 16 | 6 | 4 | 9 | 13 | 5 | 6 | 1 | 18 | 5 |
| 6 hours or more | 137 | 16 | 29 | 22 | 19 | 23 | 8 | 6 | 14 | 29 | 14 | 16 | 2 | 34 | 15 |
| Total | 409 | 116 | 182 | 128 | 110 | 130 | 47 | 35 | 72 | 85 | 42 | 40 | 10 | 131 | 44 |

























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Table 5.18 TDV detailed visit profiles

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

| | | Volu | ume | | Expenditure | | | | | |
|-------------------------|----------|----------|----------|----------|-------------|----------|----------|----------|--|--|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales | | |
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | | |
| City/large town | 718 | 612 | 62 | 30 | £33,018 | £27,400 | £3,067 | £1,943 | | |
| Small town | 410 | 343 | 34 | 24 | £12,342 | £10,247 | £1,143 | £726 | | |
| Village/ countryside | 383 | 326 | 28 | 24 | £11,167 | £9,278 | £957 | £773 | | |
| Seaside/coast | 159 | 121 | 11 | 16 | £6,128 | £5,107 | £261 | £544 | | |
| Total | 1,703 | 1,431 | 138 | 96 | £63,782 | £53,036 | £5,474 | £4,009 | | |

























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Table 5.19 TDV detailed visit profiles

Volume and expenditure of visits – destination type by destination country (millions)

| | | Volu | ıme | | | Expen | diture | |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| | Millions |
| City/large town | 735 | 626 | 64 | 32 | £34,122 | £28,393 | £3,111 | £1,999 |
| Small town | 445 | 372 | 38 | 26 | £13,852 | £11,380 | £1,234 | £929 |
| Village/ countryside | 412 | 350 | 31 | 27 | £12,417 | £10,264 | £1,065 | £899 |
| Seaside/coast | 175 | 133 | 14 | 18 | £7,583 | £6,383 | £341 | £642 |
| Total | 1,703 | 1,431 | 138 | 96 | £63,782 | £53,036 | £5,474 | £4,009 |

























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Table 5.20 TDV detailed visit profiles

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

| | | Volu | ıme | | | Expen | diture | |
|------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| | Millions |
| Less than 5 miles | 284 | 248 | 19 | 13 | £5,807 | £5,078 | £442 | £238 |
| Between 5 and 10 miles | 305 | 263 | 22 | 15 | £8,695 | £7,538 | £584 | £415 |
| 11 to 20 miles | 282 | 243 | 19 | 17 | £8,678 | £7,524 | £551 | £446 |
| 21 to 40 miles | 246 | 207 | 23 | 12 | £8,983 | £7,612 | £822 | £485 |
| 41 to 60 miles | 136 | 115 | 12 | 7 | £5,457 | £4,758 | £382 | £280 |
| 61 to 80 miles | 87 | 71 | 9 | 5 | £4,044 | £3,121 | £500 | £357 |
| 81 to 100 miles | 67 | 54 | 6 | 4 | £4,388 | £3,732 | £344 | £237 |
| Over 100 miles | 182 | 143 | 17 | 16 | £14,290 | £11,079 | £1,407 | £1,433 |
| Total | 1,703 | 1,431 | 138 | 96 | £63,782 | £53,036 | £5,474 | £4,009 |

























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Table 5.21 TDV detailed visit profiles

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

| | North East England | North West England | Yorkshire and The Humber | East Midlands | West Midlands | East of England | London | South East England | South West England |
|------------------------------------|-----------------------|-----------------------|-----------------------------|---------------|---------------|-----------------|----------|-----------------------|-----------------------|
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Less than 5 miles | 14 | 31 | 19 | 14 | 21 | 17 | 80 | 32 | 21 |
| Between 5 and 10 miles | 14 | 37 | 20 | 15 | 21 | 22 | 68 | 42 | 24 |
| 11 to 20 miles | 14 | 30 | 24 | 20 | 21 | 22 | 48 | 39 | 24 |
| 21 to 40 miles | 12 | 22 | 21 | 19 | 19 | 25 | 28 | 39 | 23 |
| 41 to 60 miles | 6 | 13 | 11 | 12 | 10 | 13 | 16 | 20 | 14 |
| 61 to 80 miles | 4 | 8 | 8 | 4 | 7 | 10 | 11 | 11 | 9 |
| 81 to 100 miles | 3 | 6 | 6 | 4 | 3 | 6 | 10 | 9 | 7 |
| Over 100 miles | 8 | 14 | 12 | 8 | 14 | 16 | 30 | 22 | 20 |
| Don't know | 3 | 9 | 8 | 5 | 7 | 7 | 28 | 11 | 8 |
| Average distance travelled (miles) | 44 | 38 | 45 | 41 | 45 | 50 | 38 | 44 | 52 |

























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Table 5.22 TDV detailed visit profiles

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

| | | Welsh destin | ation regions* | | Scottish destination regions* | | | | | | |
|--------------------------|----------|--------------|----------------|------------|-------------------------------|----------|----------|----------|--|--|--|
| | Mid | North | South East | South West | East | West | North | South | | | |
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | | | |
| Less than 5 miles | 1 | 4 | 4 | 3 | 7 | 5 | 3 | 2 | | | |
| Between 5 and 10 miles | 1 | 4 | 6 | 4 | 5 | 7 | 5 | 3 | | | |
| 11 to 20 miles | 1 | 4 | 6 | 5 | 6 | 6 | 4 | 3 | | | |
| 21 to 40 miles | 1 | 2 | 6 | 3 | 8 | 8 | 3 | 3 | | | |
| 41 to 60 miles | 1 | 2 | 3 | 3 | 4 | 3 | 2 | 2 | | | |
| 61 to 80 miles | 1 | 1 | 3 | 1 | 4 | 2 | 2 | 2 | | | |
| 81 to 100 miles | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | | | |
| Over 100 miles | 4 | 3 | 5 | 4 | 5 | 4 | 6 | 4 | | | |
| Don't know | 1 | 1 | 3 | 1 | 5 | 2 | 1 | 2 | | | |
| Average distance (miles) | 96 | 53 | 51 | 55 | 52 | 45 | 68 | 68 | | | |

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



























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

| | City/larg | City/large town | | town | Village/countryside | | Seaside/Coast | |
|--------------------------|-----------|-----------------|----------|------|---------------------|-----|---------------|-----|
| | Millions | % | Millions | % | Millions | % | Millions | % |
| Less than 5 miles | 127 | 18% | 79 | 19% | 52 | 13% | 20 | 12% |
| Between 5 and 10 miles | 130 | 18% | 84 | 21% | 62 | 16% | 22 | 14% |
| 11 to 20 miles | 121 | 17% | 67 | 16% | 71 | 18% | 18 | 11% |
| 21 to 40 miles | 97 | 14% | 59 | 14% | 63 | 16% | 21 | 13% |
| 41 to 60 miles | 52 | 7% | 29 | 7% | 37 | 10% | 16 | 10% |
| 61 to 80 miles | 29 | 4% | 21 | 5% | 24 | 6% | 11 | 7% |
| 81 to 100 miles | 26 | 4% | 12 | 3% | 16 | 4% | 10 | 6% |
| Over 100 miles | 79 | 11% | 36 | 9% | 38 | 10% | 27 | 17% |
| Don't know | 55 | 8% | 21 | 5% | 20 | 5% | 14 | 9% |
| Average distance (miles) | 45 | | 39 | | 45 | | 63 | |























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Table 5.24 TDV detailed visit profiles

Volume of visits - claimed distance by main activity undertaken (millions)

| | Visiting friends or family | 'Special' shopping | Going out for a meal | Going on a night out | Going out for entertainment | Under taking outdoor activities | Other leisure/ hobbies | Taking part in sports | Vatching 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 |
|--------------------------|----------------------------------|-----------------------|-------------------------|-------------------------|--------------------------------|---------------------------------------|---------------------------|--------------------------|-------------------------------------|------------------------------------|--------------------------|-------------------------------|-------------------------------------|--------------------|------------------------------|
| | | | | | Ο _Φ | _ | O | Millions | > | | ဟ | | | | O |
| Less than 5 miles | 62 | 14 | 36 | 44 | 18 | 20 | 7 | 8 | 18 | 7 | 9 | 5 | 1 | 14 | 3 |
| Between 5 and 10 miles | 71 | 21 | 38 | 26 | 22 | 29 | 9 | 5 | 10 | 13 | 6 | 6 | 1 | 22 | 5 |
| 11 to 20 miles | 64 | 25 | 32 | 20 | 24 | 22 | 9 | 5 | 10 | 11 | 7 | 9 | 2 | 21 | 6 |
| 21 to 40 miles | 56 | 22 | 29 | 15 | 16 | 20 | 7 | 5 | 8 | 17 | 6 | 6 | 2 | 19 | 6 |
| 41 to 60 miles | 29 | 10 | 12 | 6 | 9 | 12 | 4 | 2 | 4 | 10 | 3 | 3 | 1 | 16 | 6 |
| 61 to 80 miles | 19 | 7 | 8 | 2 | 4 | 7 | 2 | 1 | 6 | 7 | 2 | 3 | 1 | 9 | 3 |
| 81 to 100 miles | 18 | 3 | 4 | 4 | 3 | 4 | 1 | 1 | 5 | 4 | 2 | 1 | 1 | 6 | 3 |
| Over 100 miles | 62 | 8 | 12 | 7 | 8 | 10 | 4 | 5 | 9 | 8 | 5 | 7 | 1 | 16 | 7 |
| Don't know | 28 | 6 | 12 | 4 | 8 | 6 | 4 | 3 | 2 | 7 | 2 | 1 | 0 | 9 | 5 |
| Average distance (miles) | 55 | 38 | 34 | 27 | 35 | 39 | 40 | 50 | 48 | 51 | 45 | 58 | 54 | 52 | 66 |

























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Table 5.25 TDV detailed visit profiles
Volume and expenditure of transport used by destination country (millions)

| | | Vol | ume | Expenditure | | | | | |
|---------------------------------|----------|----------|----------|-------------|----------|----------|----------|----------|--|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales | |
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | |
| Net: Any car | 1,076 | 901 | 87 | 72 | £40,657 | £33,752 | £3,402 | £3,071 | |
| Car – own/ friends/family | 1,039 | 871 | 84 | 68 | £38,759 | £32,085 | £3,270 | £2,980 | |
| Car – hired | 37 | 29 | 3 | 4 | £1,898 | £1,667 | £132 | £91 | |
| Net: Public transport | 301 | 254 | 29 | 11 | £13,413 | £11,249 | £1,308 | £650 | |
| Train | 180 | 153 | 17 | 7 | £9,875 | £8,359 | £855 | £483 | |
| A regular bus/coach | 121 | 102 | 12 | 4 | £3,538 | £2,890 | £452 | £167 | |
| Organised coach tour | 19 | 16 | 1 | 1 | £801 | £749 | £13 | £32 | |
| Гахі | 53 | 47 | 3 | 2 | £2,440 | £2,069 | £192 | £79 | |
| Walked/on foot | 125 | 103 | 11 | 7 | £2,324 | £1,809 | £252 | £133 | |
| Bicycle | 23 | 20 | 1 | 2 | £317 | £277 | £13 | £10 | |
| Гube | 48 | 47 | 1 | 0 | £1,499 | £1,483 | £4 | - | |
| Гram | 10 | 9 | 0 | 0 | £292 | £244 | £47 | £1 | |
| Motorised caravan/ campervan | 5 | 4 | 0 | 0 | £68 | £40 | £2 | £13 | |
| Plane | 11 | 5 | 2 | 1 | £1,195 | £670 | £193 | - | |
| Boat/ship/ferry | 4 | 4 | 0 | 0 | £306 | £299 | £2 | - | |
| ₋orry/truck/van | 6 | 4 | 0 | 0 | £47 | £40 | £2 | £5 | |
| Other | 21 | 18 | 2 | 1 | £422 | £354 | £44 | £15 | |
| Total Total | 1,703 | 1,431 | 138 | 96 | £63,782 | £53,036 | £5,474 | £4,009 | |

























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

| | North East England | North West England | Yorkshire and The Humber | East Midlands | West Midlands | East of England | London | South East England | South West England |
|---------------------------------|-----------------------|-----------------------|-----------------------------|---------------|---------------|-----------------|----------|-----------------------|-----------------------|
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Net: Any car | 49 | 110 | 94 | 73 | 83 | 101 | 115 | 162 | 114 |
| Car – own/ friends/family | 45 | 107 | 90 | 71 | 80 | 100 | 107 | 159 | 113 |
| Car – hired | 4 | 4 | 3 | 2 | 3 | 2 | 8 | 2 | 1 |
| Net: Public transport | 15 | 29 | 16 | 12 | 22 | 17 | 92 | 34 | 16 |
| Train | 9 | 18 | 9 | 5 | 12 | 9 | 61 | 21 | 9 |
| A regular bus/coach | 6 | 11 | 7 | 7 | 11 | 8 | 31 | 13 | 7 |
| Organised coach tour | 1 | 2 | 2 | 2 | 1 | 1 | 4 | 2 | 1 |
| Taxi | 4 | 7 | 3 | 3 | 4 | 4 | 14 | 6 | 2 |
| Walked/on foot | 5 | 11 | 8 | 7 | 6 | 8 | 36 | 14 | 9 |
| Bicycle | 1 | 1 | 3 | 2 | 1 | 4 | 4 | 3 | 1 |
| Minibus | - | - | - | - | - | - | - | - | - |
| Motor cycle | - | - | - | - | - | - | - | - | - |
| Tube | 1 | 0 | 0 | 0 | 0 | 0 | 43 | 1 | 0 |
| Tram | - | 5 | 0 | 1 | 1 | 1 | 2 | 0 | - |
| Motorised caravan/ campervan | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Plane | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 0 |
| Boat/ship/ferry | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 |
| Lorry/truck/van | - | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 |
| Other | 1 | 1 | 2 | 2 | 1 | 0 | 6 | 2 | 2 |
| Total | 77 | 170 | 130 | 102 | 121 | 137 | 319 | 225 | 148 |

























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

| | City/larg | ge town | Small | town | Village/co | untryside | Seaside | e/Coast |
|---------------------------------|-----------|---------|----------|------|------------|-----------|----------|---------|
| | Millions | % | Millions | % | Millions | % | Millions | % |
| let: Any car | 377 | 53% | 285 | 70% | 285 | 74% | 105 | 66% |
| Car – own/ friends/family | 365 | 51% | 276 | 67% | 273 | 71% | 102 | 64% |
| Car – hired | 12 | 2% | 9 | 2% | 12 | 3% | 3 | 2% |
| Net: Public transport | 179 | 25% | 59 | 14% | 37 | 10% | 22 | 14% |
| Train | 111 | 15% | 32 | 8% | 20 | 5% | 15 | 10% |
| A regular bus/coach | 68 | 9% | 27 | 7% | 17 | 5% | 7 | 5% |
| Organised coach tour | 6 | 1% | 2 | 1% | 7 | 2% | 3 | 2% |
| Гахі | 29 | 4% | 13 | 3% | 8 | 2% | 4 | 2% |
| Walked/on foot | 55 | 8% | 32 | 8% | 24 | 6% | 11 | 7% |
| Bicycle | 7 | 1% | 4 | 1% | 9 | 2% | 3 | 2% |
| Гube | 43 | 6% | 3 | 1% | 1 | * | 1 | 1% |
| Ггат | 5 | 1% | 2 | * | 2 | * | 2 | 1% |
| Motorised caravan/ campervan | 1 | * | 0 | * | 2 | 1% | 1 | 1% |
| Plane | 4 | 1% | 2 | * | 3 | 1% | 2 | 1% |
| Boat/ship/ferry | 2 | * | 1 | * | 1 | * | 1 | 1% |
| _orry/truck/van | 1 | * | 1 | * | 2 | * | 1 | 1% |
| Other | 9 | 1% | 6 | 1% | 3 | 1% | 1 | 1% |
| Total | 718 | | 410 | | 383 | | 159 | |

























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Table 5.28 TDV detailed visit profiles

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

| | GB | England | Scotland | Wales |
|---|------|---------|----------|-------|
| Expenditure items | % | % | % | % |
| Net: Transport | 32% | 32% | 33% | 33% |
| Fuel | 13% | 12% | 14% | 19% |
| Bus fares, car parking | 10% | 11% | 10% | 9% |
| Rail, tube or tram tickets | 9% | 10% | 9% | 5% |
| Water transport | 1% | 1% | 1% | 1% |
| Air transport | 1% | 1% | 1% | * |
| Car/other vehicle hire | 2% | 2% | 2% | 3% |
| Net: Eating and drinking | 50% | 51% | 50% | 53% |
| Eating/drinking out in cafes, restaurants, etc. | 42% | 42% | 42% | 43% |
| Food bought in shops/ | 15% | 15% | 15% | 19% |
| takeaways and consumed on trip | 1376 | 1376 | 1376 | 1976 |
| Net: Entrance charges | 16% | 16% | 18% | 16% |
| Entrance to visitor attractions | 5% | 5% | 7% | 6% |
| Tickets/entrance to events, shows or clubs | 8% | 8% | 10% | 8% |
| Tickets to watch sporting events | 3% | 2% | 3% | 4% |
| Entrance to sports/leisure centres | 3% | 2% | 3% | 3% |
| 'Special' shopping (i.e. not routine) | 12% | 12% | 14% | 12% |
| Net: Other items | 2% | 2% | 3% | 2% |
| Package travel or package tours | 1% | 1% | 1% | 1% |
| Other travel services | 1% | 1% | 1% | 1% |
| Hiring equipment | 1% | 1% | 1% | 1% |

























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Table 5.28 TDV detailed visit profiles (continued)

Average spend per visit (including zero spend)

| Main visit activity | | English regions (former GORs) | |
|--|-----|---|-----|
| 'Special' shopping | £78 | North East England | £33 |
| Day out to beauty/ health spa | £38 | North West England | £37 |
| Going out for entertainment | £44 | Yorkshire and The Humber | £39 |
| Special public event | £31 | East Midlands | £28 |
| Went out for a meal | £46 | West Midlands | £32 |
| Going on a night out | £42 | East of England | £37 |
| Watched live sporting events (not on TV) | £39 | London | £44 |
| Going to visitor attractions | £37 | South East England | £33 |
| Other day out for leisure | £33 | South West England | £40 |
| General day out | £34 | Welsh regions (Regional Tourism Partnerships) | |
| Special personal events | £28 | Mid | £34 |
| Undertaking outdoor activities | £22 | North | £36 |
| Visiting friends or family for leisure | £27 | South West | £37 |
| Other leisure/hobbies | £37 | South East | £50 |
| Taking part in sports | £41 | | |
| Destination type visited | | Scottish regions (see page 10 for details) | |
| City/large town | £46 | North | £35 |
| Seaside/ coast | £39 | West | £36 |
| Small town | £30 | East | £45 |
| Village/ countryside | £29 | South | £40 |









Tourism Day Visits – 2011 to 2018 trends



















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Table 5.29 TDV 2011 to 2018 trends

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

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| English Regions | Millions | % change |
| North East England | 49 | 86 | 85 | 72 | 64 | 75 | 82 | 77 | -6% |
| North West England | 199 | 196 | 184 | 184 | 183 | 191 | 189 | 170 | -10% |
| Yorkshire and The Humber | 160 | 162 | 154 | 152 | 138 | 149 | 149 | 130 | -13% |
| East Midlands | 107 | 128 | 118 | 109 | 112 | 119 | 119 | 102 | -14% |
| West Midlands | 125 | 147 | 153 | 137 | 131 | 142 | 127 | 121 | -5% |
| East of England | 155 | 145 | 151 | 150 | 136 | 140 | 133 | 137 | +3% |
| London | 314 | 362 | 301 | 315 | 322 | 337 | 327 | 319 | -2% |
| South East England | 231 | 282 | 252 | 261 | 248 | 242 | 232 | 225 | -3% |
| South West England | 162 | 181 | 177 | 168 | 156 | 161 | 147 | 148 | +1% |

























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Table 5.30 TDV 2011 to 2018 trends

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

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Scottish Regions* | Millions | % change |
| North Scotland | 25 | 25 | 14 | 15 | 16 | 28 | 31 | 28 | -10% |
| West Scotland | 63 | 74 | 58 | 71 | 52 | 56 | 48 | 39 | -19% |
| East Scotland | 54 | 58 | 49 | 56 | 46 | 49 | 52 | 47 | -10% |
| South Scotland | 10 | 8 | 8 | 8 | 20 | 8 | 17 | 21 | +24% |
| Welsh Regions* | | | | | | | | | |
| North Wales | 30 | 30 | 22 | 29 | 21 | 30 | 22 | 23 | +7% |
| Mid Wales | 12 | 10 | 16 | 18 | 12 | 8 | 13 | 12 | -8% |
| South West Wales | 24 | 26 | 21 | 22 | 18 | 23 | 26 | 24 | -8% |
| South East Wales | 49 | 49 | 43 | 39 | 35 | 38 | 42 | 37 | -11% |

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



























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Table 5.31 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| English Regions | Millions | % change |
| North East England | £2,507 | £2,843 | £3,251 | £2,561 | £2,361 | £2,363 | £2,451 | £2,547 | +4% |
| North West England | £6,702 | £6,203 | £6,491 | £6,176 | £6,642 | £6,958 | £7,628 | £6,345 | -17% |
| Yorkshire and The Humber | £4,106 | £4,372 | £4,859 | £4,769 | £4,256 | £4,370 | £5,023 | £5,066 | +1% |
| East Midlands | £4,032 | £3,826 | £3,351 | £2,974 | £3,784 | £4,486 | £3,800 | £2,867 | -25% |
| West Midlands | £3,616 | £4,500 | £5,552 | £4,442 | £5,396 | £4,207 | £4,305 | £3,829 | -11% |
| East of England | £4,396 | £4,399 | £4,750 | £4,500 | £4,055 | £3,532 | £3,853 | £5,042 | +31% |
| London | £11,288 | £14,780 | £10,606 | £12,342 | £13,307 | £14,376 | £12,626 | £13,964 | +11% |
| South East England | £8,148 | £8,679 | £8,158 | £8,707 | £7,621 | £8,602 | £7,068 | £7,515 | +6% |
| South West England | £5,526 | £6,127 | £5,909 | £5,395 | £5,967 | £4,639 | £4,146 | £5,862 | +41% |

























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Table 5.32 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Scottish Regions* | Millions | % change |
| North Scotland | £1,496 | £863 | £521 | £856 | £492 | £940 | £1,191 | £980 | -18% |
| West Scotland | £2,294 | £2,455 | £2,072 | £2,437 | £1,795 | £1,820 | £1,717 | £1,432 | -17% |
| East Scotland | £3,068 | £1,750 | £1,960 | £2,354 | £1,429 | £1,889 | £1,769 | £2,102 | +19% |
| South Scotland | £217 | £237 | £293 | £239 | £582 | £244 | £660 | £849 | +29% |
| Welsh Regions* | | | | | | | | | |
| North Wales | £667 | £1,134 | £691 | £1,208 | £553 | £1,241 | £697 | £823 | +18% |
| Mid Wales | £406 | £298 | £576 | £406 | £365 | £300 | £458 | £406 | -11% |
| South West Wales | £623 | £810 | £845 | £658 | £695 | £732 | £823 | £884 | +7% |
| South East Wales | £1,636 | £2,224 | £1,507 | £1,323 | £1,497 | £1,781 | £1,558 | £1,866 | +20% |

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



























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Table 5.33 TDV 2011 to 2018 trends

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

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | 361 | 426 | 385 | 381 | 348 | 408 | 400 | 380 | -5% |
| Apr – Jun | 466 | 501 | 478 | 474 | 470 | 464 | 453 | 447 | -1% |
| Jul – Sep | 509 | 572 | 522 | 519 | 515 | 516 | 500 | 459 | -8% |
| Oct - Dec | 442 | 472 | 442 | 450 | 421 | 445 | 441 | 417 | -5% |
| Total | 1,777 | 1,969 | 1,826 | 1,823 | 1,754 | 1,834 | 1,793 | 1,703 | -5% |

Table 5.34 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | 309 | 366 | 331 | 329 | 298 | 352 | 338 | 321 | -5% |
| Apr – Jun | 392 | 426 | 409 | 394 | 401 | 396 | 381 | 374 | -2% |
| Jul – Sep | 424 | 489 | 449 | 434 | 431 | 432 | 414 | 385 | -7% |
| Oct – Dec | 377 | 406 | 386 | 390 | 362 | 377 | 372 | 351 | -6% |
| Total | 1,503 | 1,687 | 1,576 | 1,547 | 1,493 | 1,557 | 1,505 | 1,431 | -5% |

























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Table 5.35 TDV 2011 to 2018 trends

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

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | 30 | 37 | 32 | 31 | 28 | 34 | 34 | 30 | -12% |
| Apr – Jun | 41 | 43 | 39 | 36 | 37 | 33 | 39 | 34 | -13% |
| Jul – Sep | 46 | 46 | 37 | 47 | 47 | 41 | 43 | 36 | -16% |
| Oct – Dec | 36 | 39 | 33 | 33 | 32 | 35 | 36 | 37 | +3% |
| Total | 154 | 164 | 143 | 146 | 143 | 142 | 151 | 138 | -9% |

Table 5.36 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | 21 | 22 | 20 | 18 | 20 | 17 | 20 | 20 | 0% |
| Apr – Jun | 32 | 33 | 26 | 37 | 21 | 29 | 24 | 27 | +13% |
| Jul – Sep | 37 | 37 | 36 | 29 | 24 | 31 | 31 | 28 | -10% |
| Oct - Dec | 28 | 25 | 21 | 21 | 22 | 26 | 24 | 21 | -13% |
| Total | 117 | 116 | 102 | 104 | 86 | 102 | 100 | 96 | -4% |



























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Table 5.37 TDV 2011 to 2018 trends

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

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | £11,918 | £13,270 | £12,524 | £13,003 | £12,339 | £13,904 | £13,745 | £13,913 | +1% |
| Apr – Jun | £15,093 | £15,448 | £16,558 | £14,631 | £14,805 | £14,411 | £15,690 | £15,764 | +1% |
| Jul - Sep | £17,943 | £19,217 | £17,702 | £18,217 | £19,458 | £18,144 | £16,804 | £17,896 | +7% |
| Oct - Dec | £14,889 | £17,675 | £15,255 | £15,981 | £15,341 | £17,445 | £16,208 | £16,210 | 0% |
| Total | £59,845 | £65,610 | £62,039 | £61,833 | £61,943 | £63,904 | £62,447 | £63,782 | +2% |

Table 5.38 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | £9,880 | £11,470 | £10,646 | £11,418 | £10,604 | £11,693 | £11,136 | £11,304 | +2% |
| Apr – Jun | £12,016 | £12,576 | £14,479 | £12,274 | £12,898 | £12,453 | £12,380 | £13,142 | +6% |
| Jul – Sep | £14,553 | £16,376 | £14,720 | £14,657 | £16,720 | £14,786 | £13,998 | £15,250 | +9% |
| Oct - Dec | £12,622 | £15,307 | £13,082 | £13,518 | £13,164 | £14,602 | £13,386 | £13,340 | 0% |
| Total | £49,071 | £55,728 | £52,928 | £51,867 | £53,385 | £53,534 | £50,899 | £53,036 | +4% |



























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Table 5.39 TDV 2011 to 2018 trends

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

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | £1,348 | £983 | £1,162 | £1,059 | £1,009 | £1,220 | £1,267 | £1,232 | -3% |
| Apr – Jun | £2,042 | £1,397 | £1,284 | £1,081 | £1,050 | £863 | £1,828 | £1,401 | -23% |
| Jul – Sep | £2,367 | £1,507 | £1,585 | £2,067 | £1,248 | £1,445 | £1,466 | £1,094 | -25% |
| Oct - Dec | £1,319 | £1,461 | £1,313 | £1,565 | £1,204 | £1,388 | £1,434 | £1,747 | +22% |
| Total | £7,075 | £5,348 | £5,343 | £5,773 | £4,511 | £4,916 | £5,995 | £5,474 | -9% |

Table 5.40 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | £690 | £795 | £706 | £470 | £661 | £763 | £1,013 | £1,123 | +11% |
| Apr – Jun | £814 | £1,459 | £667 | £938 | £545 | £830 | £1,194 | £801 | -33% |
| Jul - Sep | £982 | £1,278 | £1,343 | £1,022 | £1,109 | £1,315 | £1,089 | £1,235 | +13% |
| Oct – Dec | £894 | £877 | £804 | £649 | £806 | £1,188 | £1,035 | £850 | -18% |
| Total | £3,380 | £4,409 | £3,520 | £3,079 | £3,121 | £4,096 | £4,332 | £4,009 | -7% |

























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Table 5.41 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | 474 | 476 | 436 | 417 | 438 | 436 | 425 | 409 | -4% |
| Going out for a meal | 171 | 196 | 190 | 175 | 179 | 190 | 194 | 182 | -6% |
| Going on a night out | 170 | 173 | 163 | 151 | 129 | 163 | 137 | 128 | -7% |
| General day out | 98 | 133 | 141 | 150 | 139 | 141 | 133 | 131 | -2% |
| 'Special' shopping | 143 | 152 | 133 | 127 | 117 | 133 | 122 | 116 | -5% |
| Undertaking outdoor activities | 127 | 150 | 128 | 140 | 130 | 128 | 141 | 130 | -8% |
| Going out for entertainment | 102 | 117 | 117 | 112 | 106 | 117 | 109 | 110 | +1% |
| Going to visitor attractions | 89 | 93 | 98 | 89 | 87 | 98 | 94 | 85 | -10% |
| Watching live sporting events | 64 | 83 | 67 | 72 | 77 | 67 | 77 | 72 | -7% |
| Other leisure /hobbies | 59 | 59 | 54 | 60 | 55 | 54 | 43 | 47 | +9% |

























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Table 5.42 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | 409 | 415 | 381 | 360 | 376 | 380 | 360 | 347 | -4% |
| Going out for a meal | 143 | 168 | 166 | 151 | 154 | 169 | 164 | 153 | -7% |
| Going on a night out | 144 | 150 | 144 | 130 | 112 | 109 | 117 | 109 | -7% |
| General day out | 85 | 108 | 118 | 125 | 116 | 112 | 108 | 107 | -1% |
| 'Special' shopping | 117 | 130 | 114 | 109 | 101 | 114 | 103 | 100 | -3% |
| Undertaking outdoor activities | 101 | 124 | 104 | 115 | 110 | 116 | 114 | 108 | -5% |
| Going out for entertainment | 87 | 99 | 102 | 97 | 93 | 94 | 95 | 97 | +2% |
| Going to visitor attractions | 76 | 78 | 85 | 76 | 75 | 86 | 77 | 70 | -9% |
| Watching live sporting events | 55 | 71 | 58 | 60 | 63 | 63 | 67 | 61 | -9% |
| Other leisure /hobbies | 49 | 52 | 48 | 51 | 47 | 44 | 37 | 40 | +8% |











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Table 5.43 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | 38 | 38 | 32 | 32 | 37 | 32 | 35 | 31 | -11% |
| Going out for a meal | 16 | 18 | 12 | 14 | 14 | 17 | 15 | 15 | 0% |
| Going on a night out | 13 | 14 | 12 | 10 | 8 | 12 | 11 | 9 | -18% |
| General day out | 8 | 10 | 12 | 12 | 10 | 11 | 13 | 12 | -8% |
| 'Special' shopping | 14 | 14 | 10 | 10 | 9 | 10 | 11 | 10 | -9% |
| Undertaking outdoor activities | 13 | 14 | 12 | 13 | 10 | 13 | 15 | 10 | -33% |
| Going out for entertainment | 8 | 12 | 9 | 9 | 8 | 7 | 8 | 8 | 0% |
| Going to visitor attractions | 7 | 8 | 7 | 8 | 6 | 6 | 8 | 8 | 0% |
| Watching live sporting events | 5 | 8 | 6 | 7 | 8 | 6 | 6 | 6 | 0% |
| Other leisure /hobbies | 6 | 5 | 3 | 5 | 5 | 2 | 4 | 4 | 0% |



























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Table 5.44 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | 25 | 23 | 22 | 20 | 21 | 19 | 24 | 24 | 0% |
| Going out for a meal | 13 | 9 | 12 | 10 | 8 | 13 | 11 | 9 | -18% |
| Going on a night out | 14 | 9 | 8 | 8 | 6 | 7 | 8 | 7 | -13% |
| General day out | 5 | 15 | 9 | 10 | 10 | 11 | 8 | 8 | 0% |
| 'Special' shopping | 12 | 8 | 8 | 6 | 6 | 7 | 6 | 6 | 0% |
| Undertaking outdoor activities | 12 | 10 | 12 | 10 | 7 | 10 | 9 | 10 | +11% |
| Going out for entertainment | 7 | 7 | 6 | 5 | 5 | 5 | 5 | 5 | 0% |
| Going to visitor attractions | 6 | 7 | 5 | 3 | 2 | 4 | 5 | 5 | 0% |
| Watching live sporting events | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 0% |
| Other leisure /hobbies | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 0% |



























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Table 5.45 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | £9,536 | £10,528 | £8,405 | £9,383 | £9,505 | £9,212 | £10,441 | £11,143 | +7% |
| Going out for a meal | £7,179 | £7,901 | £8,145 | £7,593 | £7,661 | £8,258 | £7,830 | £8,391 | +7% |
| Going on a night out | £5,606 | £5,245 | £5,728 | £5,399 | £5,249 | £4,764 | £4,745 | £5,371 | +13% |
| General day out | £3,393 | £3,981 | £3,826 | £4,218 | £4,047 | £4,204 | £3,502 | £4,491 | +28% |
| 'Special' shopping | £10,555 | £11,823 | £10,489 | £10,395 | £10,026 | £12,525 | £10,611 | £9,043 | -15% |
| Undertaking outdoor activities | £3,252 | £2,617 | £2,553 | £2,277 | £3,010 | £2,503 | £2,550 | £2,848 | +12% |
| Going out for entertainment | £4,092 | £4,039 | £4,345 | £4,413 | £4,641 | £4,066 | £4,180 | £4,894 | +17% |
| Going to visitor attractions | £3,167 | £3,663 | £4,015 | £3,389 | £3,144 | £3,442 | £3,329 | £3,109 | -7% |
| Watching live sporting events | £2,529 | £2,801 | £2,496 | £2,843 | £2,953 | £2,423 | £2,722 | £2,787 | +2% |
| Other leisure /hobbies | £1,074 | £1,174 | £1,336 | £1,049 | £1,081 | £1,272 | £1,290 | £1,716 | +33% |



























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Table 5.46 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | £7,450 | £8,985 | £7,308 | £7,818 | £8,160 | £7,830 | £8,038 | £8,968 | +12% |
| Going out for a meal | £5,981 | £6,903 | £7,238 | £6,154 | £6,652 | £6,921 | £6,632 | £7,155 | +8% |
| Going on a night out | £4,114 | £4,432 | £4,884 | £4,658 | £4,677 | £4,129 | £3,729 | £4,296 | +15% |
| General day out | £2,696 | £3,313 | £3,258 | £3,366 | £3,404 | £3,257 | £2,930 | £3,718 | +27% |
| 'Special' shopping | £9,586 | £10,012 | £8,739 | £9,021 | £8,890 | £10,782 | £8,626 | £7,496 | -13% |
| Undertaking outdoor activities | £2,722 | £1,975 | £1,893 | £1,900 | £2,420 | £1,776 | £2,013 | £2,388 | +19% |
| Going out for entertainment | £3,503 | £3,437 | £3,685 | £3,943 | £4,099 | £3,521 | £3,549 | £4,224 | +19% |
| Going to visitor attractions | £2,766 | £3,067 | £3,600 | £2,904 | £2,747 | £3,037 | £2,802 | £2,555 | -9% |
| Watching live sporting events | £2,108 | £2,502 | £2,172 | £2,210 | £2,514 | £2,052 | £2,317 | £2,497 | +8% |
| Other leisure /hobbies | £897 | £1,076 | £1,171 | £821 | £955 | £1,032 | £1,139 | £1,577 | +38% |

























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Table 5.47 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | £1,428 | £722 | £545 | £702 | £739 | £631 | £1,144 | £1,016 | -11% |
| Going out for a meal | £720 | £620 | £496 | £1,044 | £480 | £611 | £744 | £584 | -22% |
| Going on a night out | £932 | £528 | £545 | £422 | £343 | £434 | £632 | £703 | +11% |
| General day out | £424 | £256 | £327 | £455 | £220 | £297 | £264 | £339 | +28% |
| 'Special' shopping | £618 | £1,188 | £1,151 | £874 | £718 | £795 | £1,007 | £1,072 | +6% |
| Undertaking outdoor activities | £302 | £265 | £317 | £201 | £214 | £311 | £265 | £155 | -42% |
| Going out for entertainment | £438 | £404 | £408 | £352 | £370 | £337 | £334 | £255 | -24% |
| Going to visitor attractions | £274 | £227 | £289 | £324 | £191 | £195 | £228 | £250 | +10% |
| Watching live sporting events | £232 | £200 | £168 | £368 | £265 | £211 | £290 | £149 | -49% |
| Other leisure /hobbies | £110 | £75 | £81 | £196 | £97 | £98 | £59 | £102 | +73% |

























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Table 5.48 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | £624 | £785 | £460 | £537 | £484 | £619 | £1,015 | £891 | -12% |
| Going out for a meal | £477 | £374 | £391 | £339 | £416 | £490 | £369 | £486 | +32% |
| Going on a night out | £559 | £267 | £299 | £239 | £207 | £195 | £361 | £287 | -21% |
| General day out | £271 | £412 | £243 | £243 | £313 | £480 | £185 | £337 | +82% |
| 'Special' shopping | £351 | £623 | £599 | £472 | £400 | £857 | £841 | £406 | -52% |
| Undertaking outdoor activities | £227 | £362 | £344 | £153 | £345 | £206 | £252 | £233 | -8% |
| Going out for entertainment | £151 | £196 | £252 | £109 | £171 | £141 | £155 | £382 | +146% |
| Going to visitor attractions | £102 | £360 | £84 | £99 | £74 | £133 | £185 | £109 | -41% |
| Watching live sporting events | £150 | £95 | £105 | £113 | £143 | £142 | £116 | £130 | +12% |
| Other leisure /hobbies | £66 | £23 | £84 | £32 | £24 | £86 | £77 | £34 | -56% |

























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Table 5.49 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | 772 | 865 | 806 | 803 | 772 | 779 | 751 | 718 | -4% |
| Small town | 440 | 503 | 468 | 455 | 451 | 486 | 433 | 410 | -5% |
| Village/ countryside | 460 | 495 | 451 | 438 | 420 | 444 | 413 | 383 | -7% |
| Seaside/coast | 169 | 187 | 182 | 184 | 171 | 189 | 159 | 159 | 0% |
| Total | 1,777 | 1,969 | 1,826 | 1,823 | 1,754 | 1,834 | 1,793 | 1,703 | -5% |























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Table 5.50 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | 669 | 754 | 706 | 644 | 669 | 680 | 643 | 612 | -5% |
| Small town | 367 | 423 | 398 | 381 | 380 | 412 | 369 | 343 | -7% |
| Village/ countryside | 383 | 419 | 382 | 369 | 355 | 369 | 346 | 326 | -6% |
| Seaside/coast | 128 | 147 | 147 | 146 | 136 | 144 | 116 | 121 | +4% |
| Total | 1,503 | 1,687 | 1,576 | 1,547 | 1,493 | 1,557 | 1,505 | 1,431 | -5% |

























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Table 5.51 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | 66 | 75 | 68 | 68 | 68 | 61 | 68 | 62 | -9% |
| Small town | 44 | 44 | 38 | 40 | 37 | 39 | 34 | 34 | 0% |
| Village/ countryside | 39 | 40 | 36 | 33 | 31 | 35 | 34 | 28 | -18% |
| Seaside/coast | 16 | 15 | 15 | 15 | 14 | 13 | 14 | 11 | -21% |
| Total | 154 | 164 | 143 | 146 | 143 | 142 | 151 | 138 | -9% |

























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Table 5.52 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | 37 | 33 | 29 | 36 | 24 | 28 | 30 | 30 | 0% |
| Small town | 29 | 35 | 31 | 29 | 24 | 27 | 26 | 24 | -8% |
| Village/ countryside | 37 | 37 | 32 | 31 | 29 | 32 | 26 | 24 | -8% |
| Seaside/coast | 24 | 24 | 18 | 17 | 16 | 22 | 17 | 16 | -6% |
| Total | 117 | 116 | 102 | 104 | 86 | 102 | 100 | 96 | -4% |























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Table 5.53 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | £30,892 | £35,259 | £32,768 | £34,445 | £35,444 | £34,916 | £33,674 | £33,018 | -2% |
| Small town | £15,194 | £14,794 | £13,791 | £12,854 | £12,601 | £13,717 | £11,697 | £12,342 | +6% |
| Village/ countryside | £13,634 | £14,113 | £12,805 | £11,290 | £11,347 | £11,947 | £11,122 | £11,167 | 0% |
| Seaside/coast | £8,730 | £7,207 | £6,309 | £6,604 | £6,508 | £6,486 | £4,659 | £6,128 | +32% |
| Total | £61,892 | £65,610 | £62,039 | £61,833 | £61,942 | £63,904 | £62,447 | £63,782 | +2% |

























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Table 5.54 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | £26,325 | £30,489 | £28,249 | £29,226 | £30,698 | £29,938 | £28,284 | £27,400 | -3% |
| Small town | £12,583 | £12,479 | £11,426 | £10,319 | £10,804 | £11,506 | £9,579 | £10,247 | +7% |
| Village/ countryside | £10,849 | £11,571 | £10,627 | £9,162 | £9,645 | £9,820 | £8,550 | £9,278 | +9% |
| Seaside/coast | £6,319 | £5,760 | £5,167 | £5,107 | £5,215 | £4,866 | £3,393 | £5,107 | +51% |
| Total | £51,116 | £55,728 | £52,928 | £51,866 | £53,385 | £53,534 | £50,899 | £53,036 | +4% |























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Table 5.55 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | £3,167 | £3,110 | £3,278 | £3,304 | £2,592 | £2,630 | £3,170 | £3,067 | -3% |
| Small town | £1,838 | £1,217 | £1,190 | £1,608 | £1,051 | £1,037 | £1,236 | £1,143 | -8% |
| Village/ countryside | £1,754 | £1,010 | £1,078 | £1,064 | £779 | £896 | £1,072 | £957 | -11% |
| Seaside/coast | £1,526 | £371 | £473 | £606 | £365 | £565 | £464 | £261 | -44% |
| Total | £7,075 | £5,349 | £5,344 | £5,773 | £4,510 | £4,916 | £5,995 | £5,474 | -9% |



























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Table 5.56 TDV 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | £1,364 | £1,607 | £1,198 | £1,270 | £1,546 | £1,588 | £1,620 | £1,943 | +20% |
| Small town | £756 | £1,047 | £1,093 | £796 | £657 | £1,013 | £827 | £726 | -12% |
| Village/ countryside | £1,029 | £1,511 | £995 | £992 | £753 | £922 | £1,252 | £773 | -38% |
| Seaside/coast | £622 | £1,056 | £628 | £661 | £834 | £805 | £615 | £544 | -12% |
| Total | £3,380 | £4,409 | £3,519 | £3,079 | £3,122 | £4,096 | £4,332 | £4,009 | -8% |





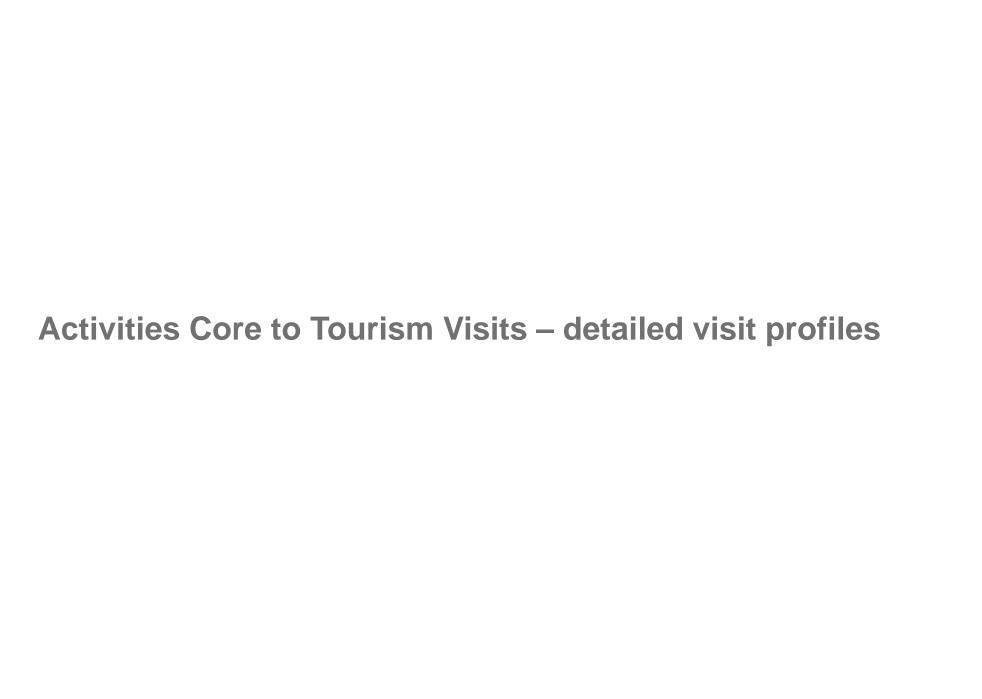




Activities Core to Tourism Visits

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- Sub-national results























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Table 5.57 ACT detailed visit profiles

Volume of visits and expenditure by destination (£ millions)

| | Vol | ume | Expe | nditure | GB population distribution (16+ population) |
|--------------------------|----------|------------|----------|------------|---|
| | Millions | % of total | Millions | % of total | % of total |
| GB total | 509 | 100% | £17,398 | 100% | |
| English Regions | | | | | % of total |
| North East England | 22 | 4% | £788 | 5% | 4% |
| North West England | 51 | 10% | £1,410 | 8% | 12% |
| Yorkshire and The Humber | 37 | 7% | £1,426 | 8% | 9% |
| East Midlands | 31 | 6% | £726 | 4% | 7% |
| West Midlands | 37 | 7% | £991 | 6% | 9% |
| East of England | 41 | 8% | £1,320 | 8% | 10% |
| London | 89 | 18% | £4,294 | 25% | 13% |
| South East England | 66 | 13% | £1,954 | 11% | 14% |
| South West England | 51 | 10% | £1,685 | 10% | 9% |
| England total | 425 | 83% | £14,595 | 84% | 87% |
| Scottish Regions* | Millions | % of total | Millions | % of total | % of total |
| North Scotland | 10 | 23% | £240 | 18% | 2% |
| West Scotland | 12 | 28% | £278 | 21% | 4% |
| East Scotland | 15 | 37% | £654 | 50% | 3% |
| South Scotland | 5 | 13% | £145 | 11% | 1% |
| Scotland total | 43 | 8% | £1,147 | 7% | 9% |
| Welsh Regions* | Millions | % of total | Millions | % of total | % of total |
| North Wales | 8 | 25% | £170 | 12% | 1% |
| Mid Wales | 4 | 14% | £245 | 17% | * |
| South West Wales | 8 | 27% | £249 | 17% | 1% |
| South East Wales | 11 | 34% | £809 | 55% | 2% |
| Wales total | 31 | 6% | £1,238 | 7% | 5% |
| | | | | | |

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



























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Table 5.58 (i) ACT detailed visit profiles

Volume of visits - quarter by destination country (millions)

| Visits | (| GB | | England | | Scotland | | ales |
|-----------|----------|------------|----------|------------|----------|------------|----------|------------|
| Quarter | Millions | % of total |
| Jan – Mar | 102 | 20% | 86 | 20% | 7 | 22% | 6 | 19% |
| Apr – Jun | 147 | 29% | 121 | 28% | 12 | 25% | 11 | 22% |
| Jul – Sep | 154 | 30% | 129 | 30% | 13 | 27% | 9 | 17% |
| Oct – Dec | 106 | 21% | 88 | 21% | 9 | 26% | 6 | 16% |
| Total | 509 | | 425 | | 43 | | 31 | |

Table 5.58 (ii) ACT detailed visit profiles

Expenditure of visits - quarter by destination country (£ millions)

| Visits | GB | | Eng | England | | Scotland | | iles |
|-----------|----------|------------|----------|------------|----------|------------|----------|------------|
| Quarter | Millions | % of total |
| Jan – Mar | £3,947 | 23% | £3,293 | 23% | £212 | 18% | £374 | 30% |
| Apr – Jun | £4,371 | 25% | £3,613 | 25% | £318 | 28% | £250 | 20% |
| Jul – Sep | £5,867 | 34% | £5,023 | 34% | £334 | 29% | £441 | 36% |
| Oct – Dec | £3,214 | 18% | £2,666 | 18% | £284 | 25% | £173 | 14% |
| Total | £17,398 | | £14,595 | | £1,148 | | £1,238 | |

























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Table 5.59 ACT detailed visit profiles
Volume and expenditure of visits - main activity by destination country (£ millions)

| | | Vo | lume | | | Expen | diture | |
|--------------------------------|-----|---------|----------|-------|---------|---------|----------|--------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| Going out for entertainment | 58 | 51 | 3 | 3 | £3,449 | £2,946 | £135 | £339 |
| Undertaking outdoor activities | 128 | 107 | 9 | 10 | £2,773 | £2,314 | £155 | £232 |
| Watching live sporting events | 71 | 61 | 6 | 3 | £2,782 | £2,492 | £149 | £130 |
| Going to visitor attractions | 84 | 69 | 8 | 5 | £3,022 | £2,469 | £250 | £109 |
| Special public events | 40 | 32 | 4 | 3 | £1,262 | £1,016 | £137 | £95 |
| General day out | 128 | 104 | 12 | 8 | £4,111 | £3,358 | £322 | £333 |
| Total | 509 | 425 | 43 | 31 | £17,398 | £14,595 | £1,147 | £1,238 |

























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Table 5.60 ACT detailed visit profiles Volume of visits - main activity by destination type visited (millions)

| | City/lar | City/large town | | town | Village/co | untryside | Seaside/o | coast |
|--------------------------------|----------|-----------------|----------|------|------------|-----------|-----------|-------|
| | Millions | % | Millions | % | Millions | % | Millions | % |
| Going out for entertainment | 37 | 19% | 10 | 10% | 6 | 4% | 5 | 8% |
| Undertaking outdoor activities | 28 | 15% | 24 | 26% | 55 | 38% | 17 | 28% |
| Watching live sporting events | 41 | 21% | 16 | 17% | 10 | 7% | 3 | 5% |
| Going to visitor attractions | 35 | 18% | 14 | 15% | 25 | 17% | 7 | 11% |
| Special public events | 18 | 9% | 8 | 8% | 11 | 7% | 2 | 4% |
| General day out | 36 | 18% | 22 | 23% | 39 | 27% | 27 | 44% |
| Total | 195 | | 93 | | 147 | | 62 | |

























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Table 5.61 ACT detailed visit profiles
Volume of visits - detailed activity, destination country and destination type (millions)

| | Destination country | | | | Destination type | | | |
|---|---------------------|----------|----------|----------|---------------------|------------|----------------------|----------------|
| | GB | England | Scotland | Wales | City/ large town | Small town | Village/ countryside | Seaside/ coast |
| Detailed activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Attending events | | | | | | | | |
| Attended a live music concert/ music festival | 25 | 20 | 3 | 2 | 15 | 4 | 4 | 2 |
| Attended an indoor exhibition | 11 | 9 | 1 | 1 | 7 | 1 | 2 | 1 |
| Attended an outdoor fair/exhibition/show | 17 | 14 | 1 | 1 | 6 | 4 | 5 | 2 |
| Attended an arts/ cultural festival / arts show | 21 | 17 | 2 | 1 | 10 | 4 | 6 | 1 |
| Attended a food/local produce event | 12 | 11 | 1 | 0 | 5 | 2 | 3 | 1 |
| Watched a live football match (not on TV) | 39 | 34 | 3 | 2 | 25 | 8 | 5 | 1 |
| Watched other live sport (not on TV) | 28 | 23 | 2 | 1 | 12 | 7 | 6 | 1 |
| Walking | | | | | | | | |
| Centre based walking | 51 | 44 | 4 | 2 | 23 | 12 | 7 | 8 |
| Short walk/stroll – up to 2 miles | 71 | 58 | 6 | 5 | 17 | 13 | 22 | 18 |
| Long walk, hike or ramble | 67 | 54 | 7 | 6 | 13 | 8 | 35 | 11 |

























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Table 5.62 ACT detailed visit profiles (continued) Volume of visits - detailed activity by destination country and destination type (millions)

| | Destination country | | | | Destination type | | | |
|--|---------------------|----------|----------|----------|---------------------|------------|----------------------|----------------|
| | GB | England | Scotland | Wales | City/ large town | Small town | Village/ countryside | Seaside/ coast |
| Detailed activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Sport activities | | | | | | | | |
| Went to the gym, aerobics class, etc. | 6 | 4 | 0 | 1 | 3 | 2 | 1 | 0 |
| Played golf | 11 | 9 | 1 | 1 | 3 | 3 | 4 | 2 |
| Running, jogging, orienteering | 12 | 10 | 1 | 1 | 3 | 2 | 4 | 2 |
| Swimming | 9 | 7 | 1 | 1 | 3 | 2 | 2 | 2 |
| Outdoor sports | 9 | 7 | 1 | 1 | 2 | 2 | 4 | 1 |
| Visiting attractions and sightseeing | | | | | | | | |
| Went on a guided tour | 15 | 12 | 1 | 1 | 7 | 3 | 4 | 1 |
| Sightseeing by car | 21 | 16 | 3 | 1 | 4 | 4 | 8 | 5 |
| Sightseeing on foot | 75 | 62 | 7 | 5 | 23 | 11 | 23 | 16 |
| Visiting heritage | | | | | | | | |
| Visited a cathedral, church, abbey or other religious building | 20 | 17 | 2 | 1 | 10 | 3 | 5 | 2 |
| Visited a castle/other historic site | 26 | 21 | 3 | 2 | 8 | 5 | 9 | 4 |
| Visited a historic house, stately home, palace | 27 | 23 | 2 | 2 | 8 | 4 | 12 | 2 |
| Visited a museum | 33 | 26 | 4 | 2 | 19 | 5 | 6 | 2 |

























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Table 5.62 ACT detailed visit profiles (continued) Volume of visits - detailed activity by destination country and destination type (millions)

| | | Destination | on country | | Destination type | | | | |
|--|----------|-------------|------------|----------|---------------------|------------|----------------------|----------------|--|
| | GB | England | Scotland | Wales | City/ large town | Small town | Village/ countryside | Seaside/ coast | |
| Detailed activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | |
| Visiting attractions and sightseeing | | | | | | | | | |
| Visited a beach | 38 | 29 | 3 | 5 | 3 | 3 | 4 | 29 | |
| Visited a country park | 37 | 30 | 3 | 3 | 9 | 8 | 17 | 3 | |
| Visited a garden | 38 | 33 | 3 | 2 | 12 | 5 | 16 | 3 | |
| Visited a theme/ amusement park | 16 | 14 | 1 | 1 | 6 | 2 | 3 | 4 | |
| Visited a wildlife attraction/nature reserve | 26 | 20 | 2 | 3 | 4 | 5 | 12 | 5 | |
| Visited a zoo/safari park | 15 | 13 | 1 | 0 | 5 | 2 | 4 | 4 | |
| Visited an art gallery | 11 | 8 | 2 | 1 | 6 | 1 | 2 | 1 | |
| Visited another type of attraction | 18 | 14 | 2 | 1 | 6 | 2 | 5 | 3 | |
| Viewed architecture | 26 | 20 | 3 | 2 | 13 | 5 | 5 | 3 | |
| Eating and drinking | | | | | | | | | |
| Went for a drink in a pub, club, etc. | 26 | 22 | 2 | 1 | 9 | 4 | 6 | 7 | |
| Went for a meal in a restaurant/café, etc. | 46 | 37 | 4 | 3 | 16 | 8 | 9 | 12 | |
| Went for a snack in a fast food outlet, | 25 | 20 | 3 | 1 | 10 | 4 | 4 | 6 | |

























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Table 5.62 ACT detailed visit profiles (continued)

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

| | | Destina | tion country | | | Destination type | | | | |
|---------------------------------|----------|----------|--------------|----------|---------------------|------------------|----------------------|----------------|--|--|
| | GB | England | Scotland | Wales | City/ large town | Small town | Village/ countryside | Seaside/ coast | | |
| Detailed activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | | |
| Friends and family | | | | | | | | | | |
| Visited family for leisure | 10 | 9 | 1 | 0 | 4 | 1 | 3 | 1 | | |
| Visited friends for leisure | 14 | 12 | 1 | 1 | 5 | 3 | 4 | 2 | | |
| Played with children | 30 | 25 | 2 | 2 | 6 | 6 | 8 | 9 | | |
| Other activities | | | | | | | | | | |
| Went to the theatre | 23 | 20 | 1 | 1 | 16 | 2 | 2 | 2 | | |
| Had a picnic or BBQ | 27 | 22 | 2 | 1 | 4 | 5 | 10 | 6 | | |
| Just relaxed | 66 | 56 | 4 | 5 | 21 | 11 | 18 | 14 | | |
| Spa treatments | 3 | 3 | 0 | 0 | 2 | 1 | 0 | 0 | | |
| Sunbathing | 19 | 15 | 1 | 1 | 4 | 3 | 3 | 8 | | |
| Watched wildlife, bird watching | 37 | 30 | 4 | 3 | 5 | 6 | 17 | 7 | | |
| Total | 509 | 425 | 43 | 31 | 195 | 93 | 147 | 62 | | |











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Table 5.63 ACT detailed visit profiles

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

| | | Volu | ıme | | | Expen | diture | |
|---|----------|----------|----------|----------|----------|----------|----------|----------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| Disability or impairment in party | Millions |
| Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes) | 34 | 28 | 3 | 2 | £1,454 | £1,211 | £63 | £37 |
| Someone in party has mobility impairment (non-wheelchair user) | 36 | 30 | 3 | 2 | £1,241 | £1,089 | £114 | £31 |
| Someone in party is deaf/have partial hearing loss | 27 | 23 | 2 | 1 | £842 | £767 | £41 | £26 |
| Someone in party has mobility impairment (wheelchair user) | 9 | 7 | 1 | 1 | £201 | £134 | £55 | £5 |
| Someone in party has learning difficulties | 8 | 6 | 1 | 0 | £487 | £356 | £41 | £34 |
| Someone in party is blind/ partially sighted | 12 | 11 | 1 | 0 | £387 | £363 | £23 | £2 |
| Net: Disability or impairment in party | 100 | 84 | 9 | 5 | £3,687 | £3,086 | £294 | £106 |
| No disabilities/impairments in party | 386 | 322 | 32 | 25 | £13,292 | £11,184 | £788 | £1,107 |
| Total | 509 | 425 | 43 | 31 | £17,398 | £14,595 | £1,147 | £1,238 |























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Table 5.64 ACT detailed visit profiles

Volume and expenditure of visits - trip duration by destination country (millions)

| | | Volu | ıme | | Expenditure | | | | |
|-----------------------|----------|----------|----------|----------|-------------|----------|----------|----------|--|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales | |
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | |
| 3 hours to 3 hours 59 | 193 | 163 | 16 | 11 | £4,687 | £3,995 | £273 | £385 | |
| 4 hours to 4 hours 59 | 121 | 99 | 12 | 9 | £3,962 | £3,369 | £376 | £145 | |
| 5 hours to 5 hours 59 | 68 | 58 | 5 | 3 | £2,609 | £2,374 | £141 | £86 | |
| 6 hours or more | 127 | 105 | 10 | 9 | £6,140 | £4,857 | £358 | £622 | |
| Total | 509 | 425 | 43 | 31 | £17,398 | £14,595 | £1,147 | £1,238 | |

























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Table 5.65 ACT detailed visit profiles

Volume of visits - trip duration by destination country (millions)

| | City/larg | e town | Small | Small town | | ıntryside | Seaside | /coast |
|-----------------------|-----------|--------|----------|------------|----------|-----------|----------|--------|
| | Millions | % | Millions | % | Millions | % | Millions | % |
| 3 hours to 3 hours 59 | 68 | 35% | 42 | 45% | 58 | 40% | 20 | 32% |
| 4 hours to 4 hours 59 | 42 | 21% | 23 | 25% | 40 | 27% | 15 | 24% |
| 5 hours to 5 hours 59 | 28 | 14% | 10 | 11% | 20 | 14% | 9 | 14% |
| 6 hours or more | 57 | 29% | 18 | 19% | 28 | 19% | 19 | 31% |
| Total | 195 | | 93 | | 147 | | 62 | |

























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Table 5.66 ACT detailed visit profiles Volume of visits - trip duration by main activity undertaken (millions)

| | Going out for entertainment | Other day out for leisure | Watching live sporting events | Going to visitor attractions | Special public events | General day out |
|-----------------------|--------------------------------|---------------------------|-------------------------------|------------------------------|-----------------------|-----------------|
| | | | Millio | ns | | |
| 3 hours to 3 hours 59 | 21 | 60 | 32 | 22 | 14 | 44 |
| 4 hours to 4 hours 59 | 14 | 30 | 16 | 20 | 8 | 32 |
| 5 hours to 5 hours 59 | 8 | 16 | 9 | 13 | 4 | 18 |
| 6 hours or more | 15 | 22 | 14 | 29 | 13 | 33 |
| Total | 58 | 128 | 71 | 84 | 40 | 128 |

























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Table 5.67 ACT detailed visit profiles

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

| | | Volu | ıme | | Expenditure | | | | |
|----------------------|----------|----------|----------|----------|-------------|----------|----------|----------|--|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales | |
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | |
| City/large town | 195 | 164 | 18 | 8 | £8,622 | £7,148 | £662 | £543 | |
| Small town | 93 | 78 | 8 | 6 | £2,517 | £2,086 | £158 | £264 | |
| Village/ countryside | 147 | 125 | 12 | 9 | £3,477 | £3,004 | £251 | £177 | |
| Seaside/coast | 62 | 47 | 5 | 8 | £2,285 | £1,922 | £71 | £234 | |
| Total | 509 | 425 | 43 | 31 | £17,398 | £14,595 | £1,147 | £1,238 | |

























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Table 5.68 ACT detailed visit profiles
Volume and expenditure of visits - destination type by destination country (millions)

| | | Volu | ıme | | Expenditure | | | |
|---------------------|---------------------------|----------|----------|----------|-------------|----------|----------|----------|
| | GB England Scotland Wales | | | | GB | England | Scotland | Wales |
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| City/large town | 202 | 170 | 19 | 9 | £8,929 | £7,392 | £705 | £553 |
| Small town | 106 | 90 | 9 | 7 | £2,843 | £2,377 | £180 | £276 |
| Village/countryside | 159 | 134 | 13 | 10 | £3,862 | £3,319 | £304 | £194 |
| Seaside/coast | 67 | 51 | 5 | 8 | £2,580 | £2,166 | £76 | £279 |
| Total | 509 | 425 | 43 | 31 | £17,398 | £14,595 | £1,147 | £1,238 |

























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Table 5.69 ACT detailed visit profiles

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

| | | Volu | ume | | | Expen | nditure | |
|------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| | Millions |
| Less than 5 miles | 76 | 64 | 6 | 4 | £1,232 | £1,091 | £90 | £46 |
| Between 5 and 10 miles | 87 | 72 | 8 | 5 | £2,083 | £1,768 | £149 | £127 |
| 11 to 20 miles | 80 | 67 | 6 | 5 | £2,032 | £1,725 | £98 | £149 |
| 21 to 40 miles | 77 | 65 | 6 | 4 | £2,251 | £1,961 | £191 | £89 |
| 41 to 60 miles | 49 | 41 | 4 | 2 | £1,705 | £1,456 | £134 | £96 |
| 61 to 80 miles | 34 | 28 | 3 | 2 | £1,475 | £1,261 | £73 | £141 |
| 81 to 100 miles | 24 | 19 | 2 | 1 | £1,807 | £1,650 | £80 | £58 |
| Over 100 miles | 54 | 43 | 5 | 5 | £3,929 | £3,008 | £304 | £523 |
| Total | 509 | 425 | 43 | 31 | £17,398 | £14,595 | £1,147 | £1,238 |

























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Table 5.70 ACT detailed visit profiles Volume of visits - distance travelled by destination type visited (millions)

| | City/larg | e town | Small | town | Village/co | ıntryside | Seaside | e/coast |
|--------------------------|-----------|--------|----------|------|------------|-----------|----------|---------|
| | Millions | % | Millions | % | Millions | % | Millions | % |
| Less than 5 miles | 32 | 17% | 17 | 18% | 16 | 11% | 8 | 13% |
| Between 5 and 10 miles | 33 | 17% | 20 | 22% | 24 | 16% | 8 | 13% |
| 11 to 20 miles | 29 | 15% | 14 | 15% | 27 | 19% | 7 | 12% |
| 21 to 40 miles | 25 | 13% | 14 | 15% | 29 | 20% | 8 | 12% |
| 41 to 60 miles | 17 | 9% | 7 | 8% | 17 | 12% | 7 | 11% |
| 61 to 80 miles | 10 | 5% | 8 | 8% | 9 | 6% | 5 | 9% |
| 81 to 100 miles | 9 | 5% | 3 | 3% | 6 | 4% | 4 | 6% |
| Over 100 miles | 23 | 12% | 6 | 7% | 13 | 9% | 11 | 17% |
| Don't know | 16 | 8% | 4 | 5% | 5 | 3% | 5 | 7% |
| Average distance (miles) | 49 | | 37 | | 44 | | 65 | |























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Table 5.71 ACT detailed visit profiles

Volume of visits - claimed distance by main activity undertaken (millions)

| | Going out for entertainment | Other day out for leisure | Watching live sporting events | Going to visitor attractions | Special public events | General day out |
|--------------------------|-----------------------------|---------------------------|-------------------------------|------------------------------|-----------------------|-----------------|
| | | | Million | าร | | |
| Less than 5 miles | 7 | 20 | 18 | 7 | 9 | 14 |
| Between 5 and 10 miles | 8 | 28 | 10 | 12 | 6 | 22 |
| 11 to 20 miles | 10 | 22 | 10 | 11 | 6 | 21 |
| 21 to 40 miles | 8 | 19 | 8 | 17 | 6 | 19 |
| 41 to 60 miles | 5 | 12 | 4 | 10 | 2 | 14 |
| 61 to 80 miles | 4 | 7 | 6 | 7 | 1 | 9 |
| 81 to 100 miles | 3 | 4 | 4 | 4 | 2 | 6 |
| Over 100 miles | 7 | 10 | 9 | 8 | 4 | 15 |
| Don't know | 6 | 5 | 2 | 7 | 2 | 8 |
| Average distance (miles) | 51 | 39 | 48 | 51 | 45 | 52 |

























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Table 5.72 ACT detailed visit profiles

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

| | | Vol | ume | | Expenditure | | | | |
|--------------------------------|----------|----------|----------|----------|-------------|----------|----------|----------|--|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales | |
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | |
| Net: Any car | 309 | 256 | 26 | 22 | £11,027 | £9,178 | £782 | £918 | |
| Car – own/ friends/family | 299 | 247 | 26 | 21 | £10,141 | £8,376 | £734 | £883 | |
| Car - hired | 10 | 9 | 0 | 1 | £885 | £802 | £48 | £36 | |
| let: Public transport | 93 | 80 | 8 | 3 | £3,864 | £3,356 | £255 | £204 | |
| Train | 56 | 48 | 5 | 2 | £3,096 | £2,697 | £185 | £188 | |
| A regular bus/coach | 37 | 32 | 3 | 1 | £768 | £659 | £70 | £16 | |
| rganised coach tour | 7 | 6 | 0 | 0 | £210 | £200 | £3 | £6 | |
| axi | 10 | 9 | 0 | 0 | £359 | £336 | £12 | £4 | |
| /alked/on foot | 49 | 37 | 6 | 4 | £718 | £532 | £64 | £86 | |
| icycle | 8 | 7 | 0 | 1 | £120 | £100 | £1 | £3 | |
| ube | 17 | 16 | 0 | - | £604 | £592 | £4 | - | |
| ram | 2 | 2 | 0 | 0 | £29 | £24 | £5 | - | |
| lotorised caravan/ ampervan | 2 | 2 | 0 | 0 | £25 | £12 | £1 | £12 | |
| lane | 3 | 2 | 0 | 1 | £252 | £97 | £18 | - | |
| oat/ship/ferry | 1 | 1 | 0 | - | £37 | £32 | £1 | - | |
| orry/truck/van | 1 | 1 | 0 | - | £30 | £30 | - | - | |
| ther | 7 | 6 | 1 | 0 | £124 | £109 | £3 | £5 | |
| otal | 509 | 425 | 43 | 31 | £17.398 | £14.595 | £1.147 | £1.238 | |

























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Table 5.73 ACT detailed visit profiles Volume of visits - transport used by destination type (millions)

| | City/lar | ge town | Small | town | Village/co | untryside | Seaside | e/coast |
|---------------------------------|----------|---------|----------|------|------------|-----------|----------|---------|
| | Millions | % | Millions | % | Millions | % | Millions | % |
| Net: Any car | 90 | 46% | 60 | 65% | 108 | 74% | 43 | 69% |
| Car – own/ friends/family | 88 | 45% | 57 | 61% | 105 | 71% | 42 | 68% |
| Car - hired | 3 | 1% | 3 | 3% | 3 | 2% | 1 | 1% |
| Net: Public transport | 55 | 28% | 14 | 15% | 15 | 10% | 7 | 12% |
| Train | 37 | 19% | 8 | 8% | 6 | 4% | 4 | 7% |
| A regular bus/coach | 18 | 9% | 7 | 7% | 9 | 6% | 3 | 5% |
| Organised coach tour | 3 | 1% | 1 | 1% | 2 | 1% | 1 | 2% |
| Taxi | 5 | 3% | 1 | 1% | 2 | 1% | 1 | 2% |
| Walked/on foot | 19 | 10% | 11 | 11% | 11 | 8% | 6 | 10% |
| Bicycle | 2 | 1% | 1 | 1% | 5 | 3% | 0 | 1% |
| Tube | 15 | 8% | 1 | 1% | 0 | * | 0 | 1% |
| Tram | 2 | 1% | 0 | * | 0 | * | 0 | * |
| Motorised caravan/ campervan | 0 | * | 0 | * | 1 | 1% | 1 | 1% |
| Plane | 1 | 1% | 1 | 1% | 1 | * | 0 | * |
| Boat/ship/ferry | 0 | * | 0 | * | 0 | * | - | - |
| Lorry/truck/van | 1 | * | 0 | * | 1 | * | 0 | * |
| Total | 195 | | 93 | | 147 | | 62 | |

























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Table 5.74 ACT detailed visit profiles

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

| | GB | England | Scotland | Wales |
|--|-----|---------|----------|-------|
| Expenditure items | % | % | % | % |
| Net: Transport | 31% | 31% | 29% | 28% |
| Fuel Fuel Fuel Fuel Fuel Fuel Fuel Fuel | 12% | 12% | 12% | 16% |
| Bus fares, car parking | 9% | 9% | 8% | 10% |
| Rail, tube or tram tickets | 10% | 10% | 8% | 4% |
| Nater transport | 1% | 1% | 1% | * |
| Air transport | 1% | 1% | 1% | 1% |
| Car/other vehicle hire | 2% | 2% | 2% | 1% |
| Net: Eating and drinking | 53% | 54% | 50% | 57% |
| Eating/drinking out in cafes, restaurants, etc. | 43% | 44% | 39% | 43% |
| Food bought in shops/ akeaways and consumed on trip | 17% | 17% | 17% | 25% |
| Net: Entrance charges | 24% | 24% | 26% | 25% |
| Entrance to visitor attractions | 11% | 10% | 10% | 13% |
| Fickets/entrance to events, shows or clubs | 11% | 11% | 12% | 11% |
| Fickets to watch sporting events | 5% | 5% | 5% | 7% |
| Entrance to sports/leisure centres | 3% | 3% | 4% | 4% |
| Special' shopping (i.e. not routine) | 10% | 10% | 8% | 9% |
| Net: Other items | 2% | 2% | 2% | 3% |
| Package travel or package tours | 1% | 1% | 1% | 1% |
| Other travel services | 1% | 1% | 1% | 2% |
| liring equipment | 1% | 1% | 1% | 1% |

























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Table 5.74 ACT detailed visit profiles (continued)

Average spend per visit (including zero spend) - 2018

| Main visit activity | | English regions (former GORs) | |
|--|------------|---|-----|
| Going out for entertainment | £59 | North East England | £36 |
| Special public event | £32 | North West England | £28 |
| Watched live sporting events (not on TV) | £39 | Yorkshire and The Humber | £39 |
| | | East Midlands | £23 |
| Going to visitor attractions | £36 | West Midlands | £27 |
| General day out | £32 | East of England | £32 |
| Undertaking outdoor activities | £22 | London | £48 |
| Destination type visited | | South East England | £30 |
| City/ large town | £44 | South West England | £33 |
| Small town | £27 £24 | Welsh regions (Regional Tourism Partnerships) | |
| Village/ countryside Seaside/ coast | £24 £37 | Mid | £55 |
| Geaside/ Coast | 201 | North | £21 |
| | | South West | £30 |
| | | South East | £75 |
| | | Scottish regions (see page 10 for details) | |
| | | North | £25 |
| | | West | £24 |
| | | East | £43 |
| | | South | £27 |







3 hours + Visits

- Detailed visit profiles
- **2011** to 2018 trends
- Sub-national results



3 hours + Visits – detailed visit profiles



















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Table 5.75 3hr+ visits detailed visit profiles

Volume of visits and expenditure by destination (millions)

| | Vol | lume | Ex | penditure | GB population distribution (16+ population) |
|--------------------------|----------|------------|----------|------------|---|
| | Millions | % of total | Millions | % of total | % of total |
| GB total | 2,796 | 100% | £91,158 | 100% | |
| English Regions | Millions | % of total | Millions | % of total | % of total |
| North East England | 135 | 5% | £4,085 | 4% | 4% |
| North West England | 290 | 10% | £9,007 | 10% | 12% |
| Yorkshire and The Humber | 228 | 8% | £7,650 | 8% | 9% |
| East Midlands | 175 | 6% | £4,448 | 5% | 7% |
| Vest Midlands | 215 | 8% | £6,143 | 7% | 9% |
| East of England | 236 | 8% | £7,123 | 8% | 10% |
| ondon | 421 | 15% | £18,526 | 20% | 13% |
| South East England | 387 | 14% | £10,596 | 12% | 14% |
| South West England | 252 | 9% | £8,059 | 9% | 9% |
| England total | 2,338 | 84% | £75,636 | 83% | 86% |
| Scottish Regions* | Millions | % of total | Millions | % of total | % of total |
| North Scotland | 47 | 18% | £2,030 | 23% | 2% |
| West Scotland | 86 | 34% | £2,483 | 28% | 4% |
| East Scotland | 90 | 36% | £3,296 | 38% | 3% |
| South Scotland | 31 | 12% | £963 | 11% | 1% |
| Scotland total | 259 | 9% | 8,753 | 10% | 9% |
| Welsh Regions* | Millions | % of total | Millions | % of total | % of total |
| lorth Wales | 33 | 22% | £966 | 19% | 1% |
| Mid Wales | 18 | 12% | £582 | 11% | * |
| South West Wales | 38 | 25% | £1,211 | 23% | 1% |
| South East Wales | 62 | 41% | £2,443 | 47% | 2% |
| Vales total | 149 | 5% | £5,170 | 6% | 5% |
| | | | | | |

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



























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Table 5.76 3hr+ visits detailed visit profiles

Reweighted change over time in headline volume and expenditure of visits

| | Volume | | | | | | | | | | | E | Expenditure | 9 | | | | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------------------------|----------|----------|----------|-------------|----------|----------|----------|----------|---------------------------|
| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | % Change 2017/ 2018 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | % Change 2017/ 2018 |
| | Millions | | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | |
| England | 2,573 | 2,735 | 2,513 | 2,520 | 2,452 | 2,598 | 2,471 | 2,338 | -5% | £69,971 | £74,099 | £70,994 | £69,782 | £71,634 | £77,002 | £71,996 | £75,636 | +5% |
| Scotland | 315 | 301 | 272 | 276 | 272 | 272 | 266 | 259 | -3% | £10,125 | £8,630 | £8,161 | £8,657 | £7,477 | £8,009 | £8,860 | £8,753 | -1% |
| Wales | 197 | 189 | 166 | 172 | 150 | 167 | 163 | 149 | -9% | £4,782 | £5,913 | £4,743 | £4,284 | £4,258 | £5,245 | £5,713 | £5,170 | -10% |
| GB total | 3,089 | 3,228 | 2,957 | 2,997 | 2,913 | 3,077 | 2,943 | 2,796 | -5% | £85,201 | £88,773 | £84,171 | £83,904 | £84,367 | £91,776 | £87,943 | £91,158 | +4% |

Table 5.77 3hr+ visits detailed visit profiles

Volume of visits by quarter and destination country (millions)

| Visits | G | GB | | gland | Sco | tland | W | ales |
|-----------|----------|------------|----------|------------|----------|------------|----------|------------|
| Quarter | Millions | % of total |
| Jan – Mar | 642 | 23% | 538 | 23% | 59 | 23% | 33 | 22% |
| Apr – Jun | 730 | 26% | 610 | 26% | 64 | 25% | 41 | 28% |
| Jul – Sep | 747 | 27% | 627 | 27% | 67 | 26% | 41 | 38% |
| Oct – Dec | 677 | 24% | 563 | 24% | 69 | 27% | 34 | 23% |
| Total | 2,796 | | 2,338 | | 259 | | 149 | |

























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Table 5.78 3hr+ visits detailed visit profiles

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

| | | Vo | olume | | | Exper | diture | |
|--------------------------------|-------|---------|----------|-------|---------|---------|----------|--------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| Visiting friends or family | 763 | 647 | 70 | 38 | £16,196 | £13,386 | £1,426 | £1,080 |
| Special' shopping | 163 | 137 | 16 | 9 | £12,611 | £10,454 | £1,568 | £510 |
| Going out for a meal | 279 | 233 | 27 | 14 | £12,836 | £10,637 | £1,258 | £641 |
| Going on a night out | 296 | 251 | 26 | 15 | £10,254 | £8,346 | £1,248 | £453 |
| Going out for entertainment | 180 | 153 | 16 | 8 | £6,871 | £5,805 | £496 | £537 |
| Undertaking outdoor activities | 234 | 192 | 24 | 16 | £3,747 | £3,175 | £231 | £269 |
| Other leisure/hobbies | 98 | 83 | 8 | 6 | £2,327 | £2,117 | £124 | £77 |
| Taking part in sports | 80 | 65 | 9 | 4 | £2,222 | £1,851 | £324 | £45 |
| Watching live sporting events | 93 | 80 | 7 | 4 | £3,802 | £3,409 | £212 | £171 |
| Going to visitor attractions | 95 | 79 | 9 | 5 | £3,341 | £2,731 | £306 | £109 |
| Special public events | 48 | 39 | 5 | 4 | £1,692 | £1,382 | £197 | £99 |
| Special personal events | 52 | 44 | 5 | 3 | £1,438 | £960 | £141 | £311 |
| Day out to health/beauty spa | 16 | 14 | 1 | 1 | £1,088 | £1,016 | £39 | £28 |
| General day out | 164 | 134 | 17 | 10 | £5,012 | £4,082 | £461 | £361 |
| Other day out for leisure | 57 | 47 | 6 | 3 | £1,858 | £1,500 | £208 | £137 |
| Total | 2,796 | 2,338 | 259 | 149 | £91,158 | £75,636 | £8,753 | £5,170 |

























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Table 5.79 3hr+ visits detailed visit profiles

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

| | City/laı | ge town | Small | town | Village/co | untryside | Seaside/ | /coast |
|--------------------------------|----------|---------|----------|------|------------|-----------|----------|--------|
| Main activity | Millions | % | Millions | % | Millions | % | Millions | % |
| Visiting friends or family | 309 | 25% | 243 | 33% | 148 | 26% | 50 | 23% |
| Special' shopping | 103 | 8% | 39 | 5% | 10 | 2% | 7 | 3% |
| Going out for a meal | 133 | 11% | 76 | 10% | 52 | 9% | 16 | 7% |
| Going on a night out | 148 | 12% | 89 | 12% | 43 | 8% | 14 | 6% |
| Going out for entertainment | 114 | 9% | 41 | 6% | 11 | 2% | 12 | 6% |
| Undertaking outdoor activities | 59 | 5% | 50 | 7% | 92 | 16% | 25 | 12% |
| Other leisure/hobbies | 35 | 3% | 27 | 4% | 23 | 4% | 8 | 4% |
| Taking part in sports | 39 | 3% | 23 | 3% | 14 | 2% | 3 | 1% |
| Watching live sporting events | 55 | 5% | 20 | 3% | 12 | 2% | 4 | 2% |
| Going to visitor attractions | 40 | 3% | 16 | 2% | 27 | 5% | 8 | 4% |
| Special public events | 23 | 2% | 9 | 1% | 12 | 2% | 3 | 1% |
| Special personal events | 24 | 2% | 13 | 2% | 13 | 2% | 3 | 1% |
| Day out to health/beauty spa | 7 | 1% | 4 | * | 4 | 1% | 1 | * |
| General day out | 48 | 4% | 31 | 4% | 48 | 9% | 33 | 15% |
| Other day out for leisure | 21 | 2% | 10 | 1% | 14 | 3% | 10 | 4% |
| Total | 1,229 | | 731 | | 562 | | 217 | |

























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Table 5.80 3hr+ visits detailed visit profiles Volume of visits - main activity by England destination region (millions)

| | North East England | North West England | Yorkshire and The Humber | East Midlands | West Midlands | East of England | London | South East England | South West England |
|---------------------------------|-----------------------|-----------------------|-----------------------------|---------------|---------------|-----------------|----------|-----------------------|-----------------------|
| Main activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Visiting friends or family | 36 | 81 | 63 | 50 | 59 | 70 | 100 | 124 | 66 |
| Special' shopping | 9 | 19 | 14 | 10 | 13 | 11 | 29 | 19 | 13 |
| Going out for a meal | 12 | 25 | 20 | 16 | 21 | 27 | 52 | 35 | 24 |
| Going on a night out | 18 | 38 | 29 | 18 | 24 | 21 | 41 | 39 | 24 |
| Going out for entertainment | 8 | 18 | 13 | 9 | 16 | 15 | 40 | 23 | 12 |
| Outdoor activities | 9 | 25 | 21 | 16 | 15 | 21 | 27 | 33 | 25 |
| Other leisure/ hobbies | 6 | 10 | 6 | 5 | 7 | 10 | 15 | 13 | 9 |
| Taking part in sports | 3 | 6 | 6 | 3 | 8 | 7 | 16 | 9 | 7 |
| Watching live sporting events | 6 | 12 | 7 | 7 | 8 | 6 | 14 | 13 | 6 |
| Going to visitor attractions | 4 | 8 | 6 | 6 | 7 | 7 | 16 | 14 | 11 |
| Special public events | 1 | 4 | 3 | 3 | 5 | 5 | 10 | 3 | 4 |
| Special personal events Day out | 2 | 5 | 4 | 5 | 4 | 4 | 10 | 7 | 4 |
| to health/ | 1 | 2 | 2 | 1 | 1 | 1 | 3 | 2 | 1 |
| beauty spa | 8 | 16 | 14 | 10 | 11 | 11 | 20 | 24 | 21 |
| General day out | O | 10 | 14 | 10 | 1.1 | 11 | 20 | 24 | ۷. |
| Other day out for leisure | 2 | 5 | 6 | 5 | 4 | 6 | 4 | 8 | 7 |
| Total | 135 | 290 | 228 | 175 | 215 | 236 | 421 | 387 | 252 |

























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Table 5.81 3hr+ visits detailed visit profiles

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

| | | Welsh destir | nation regions* | | | Scottish destir | nation regions* | |
|----------------------------------|----------|--------------|-----------------|------------|----------|-----------------|-----------------|----------|
| | Mid | North | South East | South West | East | West | North | South |
| Main activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Visiting friends or family | 4 | 9 | 14 | 9 | 26 | 21 | 12 | 9 |
| Special' shopping | 2 | 1 | 4 | 2 | 6 | 5 | 2 | 1 |
| Going out for a meal | 1 | 3 | 7 | 3 | 8 | 10 | 5 | 4 |
| Going on a night out | 1 | 3 | 7 | 4 | 7 | 12 | 4 | 2 |
| Going out for entertainment | 1 | 1 | 5 | 2 | 6 | 6 | 3 | 1 |
| Outdoor activities | 2 | 4 | 6 | 4 | 9 | 7 | 5 | 3 |
| Other leisure/ hobbies | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 1 |
| Taking part in sports | 1 | 1 | 2 | 1 | 3 | 3 | 1 | 1 |
| Watching live sporting events | 0 | 1 | 3 | 2 | 3 | 3 | 1 | 0 |
| Going to visitor attractions | 0 | 2 | 2 | 1 | 3 | 2 | 2 | 1 |
| Special public events | 1 | 1 | 1 | 0 | 2 | 1 | 1 | 0 |
| Special personal events | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Day out to health/ beauty spa | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| General day out | 2 | 3 | 3 | 2 | 6 | 5 | 4 | 3 |
| Other day out for leisure | 0 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| Γotal | 18 | 33 | 62 | 38 | 90 | 86 | 47 | 31 |

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



























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Table 5.82 3hr+ visits detailed visit profiles

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

| | | Destination | on country | | | Destir | nation type | |
|---|----------|-------------|------------|----------|---------------------|------------|----------------------|---------------|
| | GB | England | Scotland | Wales | City/ large town | Small town | Village/ countryside | Seaside/coast |
| Detailed activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Went for a meal in a restaurant, café, hotel, pub, etc. | 379 | 314 | 39 | 19 | 178 | 94 | 66 | 36 |
| Visited family for leisure | 373 | 316 | 34 | 18 | 142 | 119 | 81 | 26 |
| Went for a drink in a pub, club, hotel, etc | 348 | 295 | 30 | 17 | 171 | 94 | 54 | 27 |
| Visited friends for leisure | 261 | 220 | 27 | 13 | 108 | 79 | 52 | 18 |
| Just relaxed | 235 | 198 | 20 | 14 | 93 | 53 | 52 | 34 |
| Short walk/stroll – up to 2 miles/1 hours | 214 | 176 | 20 | 13 | 73 | 50 | 49 | 36 |
| Long walk, hike or ramble (minimum of 2 miles/1 hours) | 157 | 124 | 19 | 11 | 44 | 27 | 63 | 21 |
| Sightseeing on foot | 156 | 129 | 15 | 9 | 60 | 26 | 38 | 29 |
| Went to the cinema | 137 | 117 | 13 | 6 | 85 | 36 | 8 | 7 |
| Centre based walking (i.e. around a city/town centre) | 137 | 116 | 12 | 6 | 74 | 30 | 13 | 18 |
| Went for a snack in a fast food outlet, takeaway, etc. | 126 | 105 | 12 | 6 | 62 | 28 | 17 | 18 |
| Played with children | 94 | 78 | 8 | 7 | 28 | 23 | 21 | 18 |
| Watched wildlife, bird watching | 86 | 70 | 9 | 6 | 18 | 14 | 35 | 15 |
| Visited a country park | 36 | 71 | 7 | 7 | 29 | 19 | 31 | 5 |
| Total | 2,796 | 2,338 | 259 | 149 | 1,229 | 731 | 562 | 217 |

























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Table 5.82 3hr+ visits detailed visit profiles (continued) Volume of visits - detailed activity by destination country and destination type (millions)

| | | Destina | tion country | | | Destin | ation type | |
|--|----------|----------|--------------|----------|---------------------|------------|----------------------|---------------|
| | GB | England | Scotland | Wales | City/ large town | Small town | Village/ countryside | Seaside/coast |
| Detailed activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Visited a beach | 81 | 63 | 7 | 9 | 10 | 8 | 8 | 54 |
| Visited a garden | 82 | 70 | 8 | 4 | 30 | 13 | 30 | 6 |
| Watched a live football match (not on TV) | 83 | 71 | 7 | 5 | 53 | 17 | 10 | 3 |
| Visited a museum | 60 | 49 | 6 | 4 | 37 | 9 | 9 | 5 |
| Went to the gym, aerobics class, yoga, etc. | 68 | 56 | 6 | 5 | 36 | 19 | 8 | 4 |
| Special shopping for items you do not regularly buy | 57 | 49 | 5 | 3 | 27 | 11 | 9 | 9 |
| Watched other live sport (not on TV) | 57 | 49 | 5 | 3 | 29 | 13 | 11 | 3 |
| Had a picnic or BBQ | 70 | 60 | 5 | 4 | 21 | 12 | 22 | 14 |
| Visited a wildlife attraction/nature reserve | 63 | 50 | 5 | 6 | 16 | 12 | 24 | 9 |
| Played golf | 50 | 39 | 7 | 4 | 13 | 11 | 19 | 5 |
| Visited a castle/other historic site | 52 | 42 | 6 | 3 | 19 | 12 | 14 | 6 |
| Attended a live music concert/music festival | 52 | 41 | 6 | 4 | 28 | 9 | 8 | 6 |
| Sightseeing by car | 52 | 41 | 6 | 4 | 15 | 10 | 17 | 10 |
| Did outdoor sports – football, rugby, hockey, cricket, athletics, etc. | 53 | 45 | 5 | 3 | 20 | 13 | 14 | 4 |
| Total | 2,796 | 2,338 | 259 | 149 | 1,229 | 731 | 562 | 217 |

























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Table 5.82 3hr+ visits detailed visit profiles (continued) Volume of visits - detailed activity by destination country and destination type (millions)

| | | Destination | on country | | | Destir | nation type | |
|--|----------|-------------|------------|----------|---------------------|------------|----------------------|---------------|
| | GB | England | Scotland | Wales | City/ large town | Small town | Village/ countryside | Seaside/coast |
| Detailed activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Swimming (indoors or outdoors) | 57 | 47 | 5 | 3 | 23 | 12 | 12 | 10 |
| Viewed architecture (traditional or modern) | 54 | 43 | 5 | 4 | 28 | 9 | 11 | 5 |
| Visited a historic house, stately home, palace | 49 | 41 | 4 | 2 | 16 | 7 | 20 | 4 |
| Running, jogging, orienteering | 52 | 43 | 4 | 3 | 22 | 12 | 12 | 5 |
| Went to the theatre | 50 | 43 | 3 | 2 | 33 | 8 | 5 | 4 |
| Sunbathing | 53 | 44 | 5 | 3 | 15 | 9 | 12 | 16 |
| Visited another type of attraction | 41 | 33 | 4 | 4 | 15 | 6 | 12 | 6 |
| Cycled – on a road/surfaced path | 52 | 45 | 4 | 2 | 22 | 10 | 14 | 6 |
| Attended an arts/cultural festival/cultural event/arts show | 48 | 38 | 5 | 3 | 23 | 8 | 11 | 5 |
| Outdoor fair/exhibition/show (e.g. gardening or agricultural show) | 34 | 28 | 3 | 2 | 12 | 8 | 9 | 4 |
| Visited a cathedral, church, abbey or other religious building | 44 | 36 | 4 | 2 | 20 | 10 | 9 | 4 |
| Informal sport (e.g. cricket, rounders, football, skateboarding) | 32 | 27 | 2 | 1 | 13 | 8 | 7 | 3 |
| Visited a zoo/safari park/aquarium | 33 | 27 | 3 | 2 | 14 | 6 | 7 | 4 |
| Visited a theme/amusement park | 31 | 26 | 1 | 2 | 11 | 5 | 6 | 8 |
| Visited a location associated with a TV series, film or literature | 31 | 26 | 3 | 2 | 12 | 8 | 6 | 5 |
| Total | 2,796 | 2,338 | 259 | 149 | 1,229 | 731 | 562 | 217 |









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Table 5.82 3hr+ visits detailed visit profiles (continued) Volume of visits - detailed activity by destination country and destination type (millions)

| | GB | England | | | 0:4/ | Destination type | | | | | |
|---|----------|----------|----------|----------|---------------------|------------------|-------------------------|---------------|--|--|--|
| | | Liigiana | Scotland | Wales | City/ large town | Small town | Village/ countryside | Seaside/coast | | | |
| Detailed activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | | | |
| Did indoor sport - 5-a-side football, badminton, basketball, ce hockey, etc. | 32 | 28 | 2 | 2 | 15 | 8 | 4 | 4 | | | |
| Nountain biking | 34 | 28 | 3 | 2 | 12 | 6 | 11 | 3 | | | |
| /isited an art gallery | 30 | 24 | 3 | 2 | 18 | 4 | 5 | 3 | | | |
| Attended a food/local produce event (e.g. food festival, armers market) | 34 | 31 | 2 | 1 | 16 | 7 | 8 | 3 | | | |
| Fishing – sea angling, coarse fishing, game fishing | 27 | 23 | 2 | 2 | 8 | 3 | 11 | 6 | | | |
| Vent on a guided tour on foot, bus or other transport | 34 | 29 | 3 | 2 | 16 | 7 | 7 | 4 | | | |
| ndoor exhibition (e.g. Ideal Home, motor show, holiday | 25 | 22 | 2 | 2 | 14 | 4 | 3 | 3 | | | |
| Adventure sports (e.g. skiing, snowboarding, rafting, canyoning) | 29 | 24 | 3 | 2 | 12 | 6 | 7 | 3 | | | |
| lorse riding, pony trekking | 26 | 22 | 2 | 2 | 11 | 4 | 8 | 2 | | | |
| Spa/beauty/health treatments | 32 | 27 | 2 | 2 | 15 | 9 | 6 | 3 | | | |
| Attended an evening class | 20 | 17 | 2 | 1 | 8 | 5 | 5 | 2 | | | |
| /isited a scenic/historic railway | 26 | 23 | 2 | 1 | 10 | 6 | 7 | 4 | | | |
| Boating/sailing/watersports - on or by the sea (e.g. canoeing, surfing, jet ski) | 24 | 20 | 1 | 2 | 8 | 6 | 7 | 4 | | | |
| Boating/sailing/watersports - inland (e.g. canoeing, motor poat, canal boating) | 24 | 19 | 2 | 2 | 9 | 5 | 7 | 2 | | | |
| Attended a special event of a personal nature (e.g. vedding, graduation, christening) | 18 | 15 | 1 | 2 | 8 | 3 | 3 | 3 | | | |
| otal | 2,796 | 2,338 | 259 | 149 | 1,229 | 731 | 562 | 217 | | | |























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Table 5.83 3hr+ visits detailed visit profiles

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

| | | Volu | ıme | | | Expen | diture | |
|--|----------|----------|----------|----------|----------|----------|----------|----------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| Disability or impairment in party | Millions |
| Someone in party has mobility impairment (wheelchair user) (NET) | 72 | 61 | 5 | 4 | 3,547 | 3,143 | 288 | 56 |
| Someone in party has mobility impairment (non-wheelchair user) NET | 203 | 171 | 16 | 12 | 6,208 | 5,191 | 566 | 416 |
| Someone in party is blind/partially sighted (NET) | 72 | 60 | 5 | 5 | 3,059 | 2,861 | 76 | 122 |
| Someone in party is deaf/has partial hearing loss (NET) | 145 | 122 | 12 | 9 | 5,600 | 5,090 | 270 | 216 |
| Someone in party has learning difficulties (NET) | 48 | 40 | 2 | 4 | 3,458 | 2,778 | 214 | 361 |
| Someone in party has long-term illness (NET) | 219 | 181 | 19 | 15 | 7,432 | 6,205 | 554 | 420 |
| Net: Disability or impairment in party | 569 | 476 | 46 | 35 | 20,956 | 17,860 | 1,516 | 1,222 |
| No disabilities/ impairments in party | 2,073 | 1,741 | 200 | 105 | 66,956 | 55,296 | 6,924 | 3,523 |
| Total | 2,796 | 2,338 | 259 | 149 | 91,158 | 75,636 | 8,753 | 5,170 |

























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Table 5.84 3hr+ visits detailed visit profiles

Volume of visits - disability/impairments in party by England destination region (millions)

| | North East England | North West England | Yorkshire and The Humber | East Midlands | West Midlands | East of England | London | South East England | South West England |
|--|-----------------------|-----------------------|-----------------------------|---------------|---------------|--------------------|----------|-----------------------|-----------------------|
| Disability or impairment in party | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Someone in party has mobility impairment (wheelchair user) (NET) | 5 | 6 | 7 | 5 | 5 | 3 | 16 | 8 | 5 |
| Someone in party has mobility impairment (non-wheelchair user) NET | 9 | 21 | 18 | 14 | 16 | 16 | 30 | 25 | 22 |
| Someone in party is blind/partially sighted (NET) | 3 | 8 | 5 | 7 | 6 | 4 | 16 | 4 | 6 |
| Someone in party is deaf/has partial hearing loss (NET) | 5 | 17 | 12 | 12 | 15 | 14 | 15 | 18 | 14 |
| Someone in party has learning difficulties (NET) | 3 | 4 | 3 | 2 | 5 | 4 | 9 | 6 | 4 |
| Someone in party has long-term illness (NET) | 10 | 22 | 23 | 12 | 17 | 15 | 27 | 33 | 22 |
| Net: Disability or impairment in party | 26 | 58 | 51 | 39 | 50 | 47 | 81 | 73 | 52 |
| No disabilities/ impairments in party | 102 | 220 | 166 | 127 | 150 | 179 | 316 | 294 | 187 |
| Total | 135 | 290 | 228 | 175 | 215 | 236 | 421 | 387 | 252 |











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

of the report

| | | Welsh destin | ation regions* | | Scottish destination regions* | | | | | |
|--|----------|--------------|----------------|------------|-------------------------------|----------|----------|----------|--|--|
| | Mid | North | South East | South West | East | West | North | South | | |
| Disability or impairment in party | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | | |
| Someone in party has mobility impairment (wheelchair user) (NET) | 0 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | | |
| Someone in party has mobility impairment (non-wheelchair user) NET | 1 | 4 | 4 | 4 | 5 | 6 | 5 | 2 | | |
| Someone in party is blind/partially sighted (NET) | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | | |
| Someone in party is deaf/has partial hearing loss (NET) | 1 | 3 | 4 | 3 | 4 | 4 | 3 | 1 | | |
| Someone in party has learning difficulties (NET) | 0 | 2 | 1 | 1 | 1 | 0 | 0 | 0 | | |
| Someone in party has long-term illness (NET) | 2 | 4 | 6 | 5 | 6 | 5 | 4 | 3 | | |
| Net: Disability or impairment in party | 3 | 10 | 14 | 11 | 14 | 14 | 13 | 7 | | |
| No disabilities/ impairments in party | 13 | 21 | 43 | 25 | 70 | 68 | 31 | 23 | | |
| Total | 18 | 33 | 62 | 38 | 90 | 86 | 47 | 31 | | |

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









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Table 5.86 3hr+ visits detailed visit profiles Volume of visits - disability by main activity undertaken (millions)

| | Someone in party has mobility impairment (wheelchair user) | Someone in party has mobility impairment (non- wheelchair user) | Someone in party is blind/partially sighted | Someone in party is deaf/has partial hearing loss | Someone in party has learning difficulties | Someone in party has long-term illness | Net: disability or impairment in party | No disabilities/ impairments in party |
|---|---|--|---|---|--|--|--|---|
| Main activity | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Visited friends or family for leisure | 22 | 60 | 15 | 38 | 13 | 67 | 158 | 570 |
| 'Special' shopping for items that you do not regularly buy | 4 | 13 | 5 | 8 | 2 | 14 | 35 | 122 |
| Went out for a meal | 7 | 24 | 7 | 15 | 4 | 22 | 59 | 204 |
| Went on a night out to a bar, pub and/or club | 4 | 17 | 6 | 12 | 2 | 17 | 46 | 238 |
| Went out for entertainment – to a cinema, concert or theatre | 4 | 11 | 7 | 9 | 2 | 10 | 32 | 140 |
| Undertook outdoor leisure activities such as walking, cycling, golf, etc. | 4 | 13 | 4 | 13 | 4 | 19 | 42 | 180 |
| Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home) | 5 | 8 | 4 | 7 | 2 | 8 | 25 | 64 |
| Took part in sports, including exercise classes, going to the gym | 2 | 3 | 3 | 5 | 2 | 6 | 16 | 58 |
| Watched live sporting event (not on TV) | 2 | 5 | 3 | 3 | 2 | 6 | 16 | 72 |
| Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc. | 3 | 8 | 2 | 5 | 2 | 8 | 22 | 69 |
| Went to a special public event such as a festival, exhibition, etc. | 1 | 5 | 3 | 5 | 1 | 4 | 13 | 31 |
| Went to a special event of a personal nature such as a wedding, graduation, christening, etc. | 2 | 5 | 3 | 3 | 1 | 6 | 14 | 36 |
| Went on days out to a beauty/health centre /spa, etc. | 1 | 1 | 1 | 1 | 1 | 1 | 4 | 11 |
| Went on general days out/ to explore an area | 3 | 12 | 4 | 6 | 2 | 9 | 28 | 129 |
| Went on day trips/excursions for another leisure purpose not mentioned above | 2 | 6 | 1 | 4 | 2 | 4 | 16 | 38 |



























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Table 5.87 3hr+ visits detailed visit profiles

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

| | City/larg | e town | Small | town | Village/co | untryside | Seaside | /coast |
|--|-----------|--------|----------|------|------------|-----------|----------|--------|
| Disability or impairment in party | Millions | % | Millions | % | Millions | % | Millions | % |
| Someone in party has mobility impairment (wheelchair user) (NET) | 34 | 3% | 17 | 2% | 13 | 2% | 6 | 3% |
| Someone in party has mobility impairment (non-wheelchair user) NET | 81 | 7% | 54 | 7% | 44 | 8% | 18 | 8% |
| Someone in party is blind/partially sighted (NET) | 31 | 2% | 15 | 2% | 18 | 3% | 7 | 3% |
| Someone in party is deaf/has partial hearing loss (NET) | 53 | 4% | 37 | 5% | 36 | 6% | 16 | 7% |
| Someone in party has learning difficulties (NET) | 21 | 2% | 11 | 2% | 9 | 2% | 5 | 2% |
| Someone in party has long-term illness (NET) | 86 | 7% | 64 | 9% | 45 | 8% | 19 | 9% |
| Net: disability or impairment in party | 226 | 18% | 151 | 21% | 126 | 23% | 52 | 24% |
| No disabilities/impairments in party | 935 | 76% | 548 | 75% | 404 | 72% | 146 | 67% |
| Total | 1,229 | | 731 | | 562 | | 217 | |

























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Table 5.88 3hr+ visits detailed visit profiles

Volume and expenditure of visits - trip duration by destination country (millions)

| | | Volu | ıme | | | Expen | diture | |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| | Millions |
| 3 hours to 3 hours 59 | 1,168 | 982 | 105 | 65 | £33,542 | £27,772 | £3,204 | £2,059 |
| 4 hours to 4 hours 59 | 672 | 561 | 63 | 37 | £23,093 | £19,821 | £1,927 | £1,125 |
| 5 hours to 5 hours 59 | 342 | 284 | 32 | 17 | £11,566 | £9,427 | £1,309 | £620 |
| 6 hours or more | 613 | 510 | 60 | 29 | £22,956 | £18,617 | £2,314 | £1,366 |
| Total | 2,796 | 2,339 | 259 | 149 | £91,158 | £75,636 | £8,753 | £5,170 |

























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Table 5.89 3hr+ visits detailed visit profiles

Volume of visits - trip duration by destination country (millions)

| | City/larg | e town | Small | town | Village/co | untryside | Seaside/coast | | |
|-----------------------|-----------|--------|----------|------|------------|-----------|---------------|-----|--|
| | Millions | % | Millions | % | Millions | % | Millions | % | |
| 3 hours to 3 hours 59 | 494 | 40% | 335 | 46% | 242 | 43% | 78 | 36% | |
| 4 hours to 4 hours 59 | 291 | 24% | 177 | 24% | 142 | 25% | 50 | 23% | |
| 5 hours to 5 hours 59 | 156 | 13% | 84 | 11% | 64 | 11% | 30 | 14% | |
| 6 hours or more | 288 | 23% | 135 | 18% | 114 | 20% | 60 | 28% | |
| Total | 1,229 | | 731 | | 562 | | 217 | | |

Table 5.90 3hr+ visits detailed visit profiles

Volume of visits - trip duration by English region of visit (millions)

| | North East England | North West England | Yorkshire and The Humber | East Midlands | West Midlands | East of England | London | South East England | South West England |
|-----------------------|-----------------------|-----------------------|-----------------------------|---------------|---------------|-----------------|----------|-----------------------|-----------------------|
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| 3 hours to 3 hours 59 | 57 | 126 | 98 | 75 | 95 | 106 | 167 | 159 | 100 |
| 4 hours to 4 hours 59 | 30 | 70 | 57 | 43 | 52 | 57 | 101 | 88 | 63 |
| 5 hours to 5 hours 59 | 17 | 35 | 28 | 19 | 26 | 26 | 53 | 49 | 32 |
| 6 hours or more | 31 | 59 | 46 | 37 | 42 | 48 | 99 | 91 | 57 |
| Total | 135 | 290 | 228 | 175 | 215 | 236 | 421 | 387 | 252 |

























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Table 5.91 3hr+ visits detailed visit profiles

Volume of visits - trip duration by Welsh and Scottish destination regions (millions)

| | | Welsh destin | ation regions* | | Scottish destination regions* | | | | | | |
|-----------------------|-----------|--------------|----------------|------------|-------------------------------|----------|----------|----------|--|--|--|
| | Mid Wales | North | South East | South West | East | West | North | South | | | |
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | | | |
| 3 hours to 3 hours 59 | 7 | 14 | 27 | 19 | 36 | 34 | 20 | 12 | | | |
| 4 hours to 4 hours 59 | 4 | 8 | 17 | 9 | 20 | 21 | 12 | 7 | | | |
| 5 hours to 5 hours 59 | 2 | 4 | 7 | 4 | 13 | 11 | 5 | 3 | | | |
| 6 hours or more | 5 | 7 | 10 | 6 | 22 | 20 | 10 | 9 | | | |
| Total | 18 | 33 | 62 | 38 | 90 | 86 | 47 | 31 | | | |

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

























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Table 5.92 3hr+ visits detailed visit profiles Volume of visits - trip duration by main activity undertaken (millions)

| | Visiting friends or family | 'Special' shopping | | Going on a night out | Going out for entertain- ment | 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 | 278 | 81 | 142 | 132 | 89 | 108 | 51 | 45 | 42 | 25 | 17 | 13 | 8 | 61 | 19 |
| 4 hours to 4 hours 59 | 170 | 44 | 70 | 81 | 44 | 59 | 21 | 17 | 22 | 23 | 11 | 11 | 4 | 41 | 14 |
| 5 hours to 5 hours 59 | 91 | 18 | 27 | 39 | 22 | 29 | 10 | 8 | 12 | 15 | 5 | 8 | 2 | 23 | 7 |
| 6 hours or more | 224 | 20 | 40 | 45 | 25 | 38 | 15 | 10 | 17 | 32 | 15 | 21 | 3 | 39 | 18 |
| Total | 763 | 163 | 279 | 296 | 180 | 234 | 98 | 80 | 93 | 95 | 48 | 52 | 16 | 164 | 57 |

























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Table 5.93 3hr+ visits detailed visit profiles

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

| | | Volu | ıme | | | Expen | diture | |
|---------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| | Millions |
| City/large town | 1,229 | 1,036 | 127 | 49 | £50,405 | £41,612 | £5,405 | £2,599 |
| Small town | 731 | 610 | 68 | 41 | £17,305 | £14,264 | £1,697 | £975 |
| Village/countryside | 562 | 474 | 45 | 37 | £14,297 | £11,981 | £1,236 | £912 |
| Seaside/coast | 217 | 169 | 16 | 20 | £7,801 | £6,575 | £353 | £654 |
| Total | 2,796 | 2,338 | 259 | 149 | £91,158 | £75,636 | £8,753 | £5,170 |

























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Table 5.94 3hr+ visits detailed visit profiles

Volume and expenditure of visits – destination type by destination country (millions)

| | | Volu | ume | | | Expen | diture | |
|---------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| | Millions |
| City/large town | 1,256 | 1,059 | 129 | 51 | £51,966 | £42,977 | £5,531 | £2,656 |
| Small town | 785 | 655 | 73 | 45 | £19,801 | £16,345 | £1,814 | £1,191 |
| Village/countryside | 612 | 516 | 49 | 40 | £17,018 | £14,234 | £1,401 | £1,043 |
| Seaside/coast | 246 | 191 | 20 | 23 | £9,982 | £8,427 | £580 | £755 |
| Total | 2,796 | 2,338 | 259 | 149 | £91,158 | £75,636 | £8,753 | £5,170 |

























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Table 5.95 3hr+ visits detailed visit profiles

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

| | | Volu | ıme | | | Expen | diture | |
|------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| | Millions |
| Less than 5 miles | 804 | 678 | 79 | 40 | £14,329 | £12,082 | £1,525 | £630 |
| Between 5 and 10 miles | 546 | 467 | 46 | 26 | £12,999 | £11,022 | £1,088 | £623 |
| 11 to 20 miles | 406 | 345 | 35 | 22 | £12,859 | £10,966 | £1,184 | £543 |
| 21 to 40 miles | 311 | 261 | 31 | 16 | £10,413 | £8,828 | £983 | £535 |
| 41 to 60 miles | 173 | 145 | 16 | 9 | £7,559 | £6,634 | £523 | £366 |
| 61 to 80 miles | 107 | 89 | 11 | 5 | £5,214 | £4,062 | £623 | £461 |
| 81 to 100 miles | 82 | 68 | 8 | 5 | £6,044 | £5,333 | £367 | £267 |
| Over 100 miles | 229 | 181 | 21 | 18 | £18,023 | £13,886 | £1,982 | £1,628 |
| Total | 2,796 | 2,338 | 259 | 149 | £91,158 | £75,636 | £8,753 | £5,170 |

























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

| | North East England | North West England | Yorkshire and The Humber | East Midlands | West Midlands | East of England | London | South East England | South West England |
|------------------------------------|-----------------------|-----------------------|-----------------------------|---------------|---------------|-----------------|----------|-----------------------|-----------------------|
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Less than 5 miles | 40 | 93 | 64 | 50 | 66 | 65 | 111 | 116 | 73 |
| Between 5 and 10 miles | 26 | 63 | 47 | 30 | 44 | 46 | 87 | 79 | 46 |
| 11 to 20 miles | 21 | 42 | 37 | 28 | 33 | 31 | 60 | 56 | 36 |
| 21 to 40 miles | 15 | 28 | 27 | 24 | 24 | 32 | 36 | 47 | 28 |
| 41 to 60 miles | 8 | 17 | 13 | 14 | 12 | 17 | 23 | 26 | 16 |
| 61 to 80 miles | 5 | 10 | 10 | 5 | 8 | 12 | 15 | 13 | 10 |
| 81 to 100 miles | 4 | 7 | 7 | 6 | 3 | 8 | 15 | 11 | 8 |
| Over 100 miles | 11 | 18 | 14 | 12 | 16 | 19 | 42 | 24 | 26 |
| Don't know | 5 | 11 | 10 | 7 | 8 | 8 | 32 | 14 | 11 |
| Average distance travelled (miles) | 34 | 29 | 31 | 33 | 31 | 36 | 39 | 31 | 39 |

























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Table 5.97 3hr+ visits detailed visit profiles

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

| | | Welsh destina | ation regions* | | | Scottish destina | ation regions* | |
|--------------------------|----------|---------------|----------------|------------|----------|------------------|----------------|----------|
| | Mid | North | South East | South West | East | West | North | South |
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Less than 5 miles | 3 | 9 | 18 | 9 | 29 | 29 | 11 | 6 |
| Between 5 and 10 miles | 1 | 6 | 12 | 6 | 14 | 18 | 9 | 4 |
| 11 to 20 miles | 2 | 5 | 8 | 6 | 11 | 13 | 7 | 5 |
| 21 to 40 miles | 2 | 2 | 7 | 4 | 11 | 11 | 5 | 4 |
| 41 to 60 miles | 2 | 2 | 4 | 3 | 5 | 4 | 4 | 2 |
| 61 to 80 miles | 1 | 1 | 3 | 1 | 4 | 3 | 2 | 2 |
| 81 to 100 miles | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 1 |
| Over 100 miles | 5 | 4 | 5 | 5 | 6 | 5 | 7 | 5 |
| Don't know | 1 | 1 | 4 | 1 | 7 | 3 | 1 | 2 |
| Average distance (miles) | 85 | 45 | 36 | 45 | 33 | 27 | 50 | 55 |

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



























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Table 5.98 3hr+ visits detailed visit profiles Volume of visits - distance travelled by destination type visited (millions)

| | City/large | City/large town | | town | Village/cou | ıntryside | Seaside/coast | |
|--------------------------|------------|-----------------|----------|------|-------------|-----------|---------------|-----|
| | Millions | % | Millions | % | Millions | % | Millions | % |
| Less than 5 miles | 354 | 29% | 258 | 35% | 132 | 24% | 41 | 19% |
| Between 5 and 10 miles | 252 | 21% | 150 | 21% | 98 | 17% | 35 | 16% |
| 11 to 20 miles | 180 | 15% | 99 | 14% | 94 | 17% | 26 | 12% |
| 21 to 40 miles | 125 | 10% | 79 | 11% | 77 | 14% | 25 | 11% |
| 41 to 60 miles | 71 | 6% | 37 | 5% | 45 | 8% | 18 | 8% |
| 61 to 80 miles | 40 | 3% | 25 | 3% | 28 | 5% | 13 | 6% |
| 81 to 100 miles | 34 | 3% | 15 | 2% | 20 | 4% | 11 | 5% |
| Over 100 miles | 105 | 9% | 45 | 6% | 44 | 8% | 33 | 15% |
| Don't know | 68 | 6% | 25 | 3% | 23 | 4% | 16 | 7% |
| Average distance (miles) | 35 | | 28 | | 37 | | 55 | |

























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Table 5.99 3hr+ visits detailed visit profiles Volume of visits - claimed distance by main activity undertaken (millions)

| | Visiting friends or family | 'Special' shopping | Going out for a meal | Going on a night out | Going out for entertain- ment | 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 | 228 | 31 | 85 | 167 | 45 | 61 | 30 | 29 | 23 | 10 | 11 | 10 | 3 | 26 | 6 |
| Between 5 and 10 miles | 140 | 32 | 59 | 53 | 41 | 62 | 21 | 17 | 13 | 14 | 7 | 9 | 2 | 33 | 8 |
| 11 to 20 miles | 106 | 31 | 42 | 29 | 34 | 35 | 13 | 10 | 14 | 13 | 7 | 11 | 3 | 26 | 8 |
| 21 to 40 miles | 81 | 25 | 33 | 17 | 19 | 27 | 11 | 7 | 10 | 18 | 7 | 7 | 2 | 21 | 7 |
| 41 to 60 miles | 42 | 13 | 15 | 7 | 11 | 16 | 5 | 4 | 6 | 11 | 4 | 3 | 2 | 17 | 7 |
| 61 to 80 miles | 28 | 8 | 9 | 3 | 5 | 8 | 3 | 2 | 7 | 7 | 2 | 3 | 1 | 10 | 3 |
| 81 to 100 miles | 23 | 5 | 5 | 4 | 4 | 5 | 2 | 2 | 6 | 4 | 3 | 1 | 1 | 7 | 4 |
| Over 100 miles | 81 | 11 | 16 | 10 | 11 | 12 | 7 | 6 | 12 | 9 | 5 | 7 | 2 | 16 | 9 |
| Don't know | 34 | 7 | 14 | 5 | 9 | 9 | 5 | 4 | 3 | 7 | 2 | 1 | 0 | 10 | 5 |
| Average distance (miles) | 39 | 35 | 28 | 17 | 30 | 28 | 32 | 30 | 49 | 49 | 45 | 49 | 51 | 44 | 61 |

























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Table 5.100 3hr+ visits detailed visit profiles

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

| | | Vol | ume | | | Exper | nditure | |
|---------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| | Millions |
| Net: Any car | 1,640 | 1,373 | 144 | 102 | £55,607 | £46,224 | £5,037 | £3,724 |
| Car – own/ friends/family | 1,585 | 1,327 | 140 | 98 | £52,688 | £43,546 | £4,897 | £3,630 |
| Car - hired | 55 | 46 | 4 | 4 | £2,920 | £2,677 | £140 | £94 |
| Net: Public transport | 429 | 358 | 48 | 16 | £18,354 | £15,086 | £2,084 | £875 |
| Train | 226 | 191 | 22 | 9 | £12,872 | £10,660 | £1,318 | £622 |
| A regular bus/coach | 203 | 167 | 26 | 7 | £5,481 | £4,426 | £766 | £253 |
| Organised coach tour | 23 | 19 | 2 | 1 | £924 | £827 | £54 | £36 |
| Taxi | 104 | 90 | 8 | 3 | £4,796 | £4,103 | £430 | £142 |
| Walked/on foot | 395 | 325 | 44 | 20 | £6,106 | £4,951 | £697 | £322 |
| Bicycle | 56 | 47 | 5 | 3 | £702 | £567 | £104 | £15 |
| Minibus | - | - | - | - | - | - | - | - |
| Motor cycle | - | - | - | - | - | - | - | - |
| Tube | 57 | 55 | 1 | 0 | £1,838 | £1,801 | £26 | - |
| Tram | 17 | 15 | 1 | 0 | £365 | £313 | £49 | £3 |
| Motorised caravan/ campervan | 6 | 5 | 0 | 0 | £97 | £65 | £5 | £13 |
| Plane | 14 | 7 | 2 | 1 | £1,233 | £693 | £193 | - |
| Boat/ship/ferry | 5 | 4 | 0 | 0 | £314 | £306 | £2 | - |
| Lorry/truck/van | 9 | 6 | 0 | 0 | £109 | £101 | £2 | £5 |
| Other | 42 | 34 | 5 | 2 | £714 | £601 | £70 | £36 |
| Total | 2,796 | 2,338 | 259 | 149 | £91,158 | £75,636 | £8,753 | £5,170 |

























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Table 5.101 3hr+ visits detailed visit profiles Volume of visits - main mode of transport used by English region visited (millions)

| | North East England | North West England | Yorkshire and The Humber | East Midlands | West Midlands | East of England | London | South East England | South West England |
|------------------------------|-----------------------|-----------------------|-----------------------------|---------------|---------------|-----------------|----------|-----------------------|-----------------------|
| | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions | Millions |
| Net: Any car | 78 | 168 | 142 | 114 | 136 | 159 | 163 | 248 | 166 |
| Car – own/ friends/family | 73 | 162 | 138 | 109 | 131 | 155 | 151 | 244 | 164 |
| Car - hired | 4 | 5 | 4 | 5 | 5 | 4 | 12 | 4 | 2 |
| Net: Public transport | 21 | 42 | 29 | 19 | 31 | 24 | 112 | 48 | 30 |
| Train | 10 | 22 | 11 | 8 | 15 | 12 | 73 | 27 | 13 |
| A regular bus/coach | 11 | 21 | 18 | 11 | 16 | 12 | 39 | 20 | 18 |
| Organised coach tour | 1 | 3 | 2 | 2 | 1 | 2 | 5 | 2 | 1 |
| Taxi | 9 | 15 | 8 | 5 | 9 | 8 | 16 | 13 | 6 |
| Walked/on foot | 18 | 45 | 33 | 25 | 26 | 32 | 50 | 60 | 36 |
| Bicycle | 4 | 2 | 5 | 4 | 3 | 7 | 8 | 7 | 6 |
| Minibus | - | - | - | - | - | - | - | - | - |
| Motor cycle | - | - | - | - | - | - | - | - | - |
| Tube | 1 | 0 | 0 | 1 | 0 | 1 | 51 | 1 | 1 |
| Tram | 0 | 6 | 1 | 1 | 1 | 1 | 4 | 0 | - |
| Motorised caravan/ campervan | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| Plane | 0 | 1 | 0 | 0 | 0 | 1 | 2 | 2 | 0 |
| Boat/ship/ferry | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 |
| Lorry/truck/van | - | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 |
| Other | 2 | 5 | 4 | 3 | 3 | 1 | 8 | 5 | 4 |
| Total | 135 | 290 | 228 | 175 | 215 | 236 | 421 | 387 | 252 |

























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Table 5.102 3hr+ visits detailed visit profiles Volume of visits - main transport used by destination type (millions)

| | City/larg | City/large town | | town | Village/co | untryside | Seaside/coast | |
|---------------------------------|-----------|-----------------|----------|------|------------|-----------|---------------|-----|
| | Millions | % | Millions | % | Millions | % | Millions | % |
| Net: Any car | 627 | 51% | 454 | 62% | 388 | 69% | 137 | 63% |
| Car – own/ friends/family | 605 | 49% | 439 | 60% | 374 | 67% | 133 | 61% |
| Car – hired | 21 | 2% | 15 | 2% | 14 | 3% | 4 | 2% |
| Net: Public transport | 258 | 21% | 89 | 12% | 48 | 9% | 28 | 13% |
| Train | 137 | 11% | 43 | 6% | 26 | 5% | 19 | 9% |
| A regular bus/coach | 121 | 10% | 46 | 6% | 22 | 4% | 10 | 4% |
| Organised coach tour | 7 | 1% | 4 | 1% | 8 | 1% | 3 | 1% |
| Гахі | 59 | 5% | 26 | 4% | 12 | 2% | 6 | 3% |
| Walked/on foot | 168 | 14% | 123 | 17% | 69 | 12% | 25 | 12% |
| Bicycle | 21 | 2% | 13 | 2% | 16 | 3% | 4 | 2% |
| Minibus | - | - | - | - | - | - | - | - |
| Motor cycle | - | - | - | - | - | - | - | - |
| Гube | 50 | 4% | 4 | * | 1 | * | 1 | 1% |
| Tram | 10 | 1% | 3 | * | 2 | * | 2 | 1% |
| Motorised caravan/ campervan | 1 | * | 1 | * | 2 | * | 2 | 1% |
| Plane | 5 | * | 2 | * | 3 | 1% | 4 | 2% |
| Boat/ship/ferry | 2 | * | 1 | * | 1 | * | 1 | 1% |
| _orry/truck/van | 2 | * | 2 | * | 3 | 1% | 2 | 1% |
| Total | 1,229 | | 731 | | 562 | | 217 | |

























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Table 5.103 3hr+ visits detailed visit profiles
Historical items purchased during visits by destination country (% of visits when money is spent on each expenditure item)

| | GB | England | Scotland | Wales |
|---|----|---------|----------|-------|
| Expenditure items | % | % | % | % |
| Net: Transport | 28 | 28 | 25 | 27 |
| Fuel | 11 | 11 | 10 | 15 |
| Bus fares, car parking | 10 | 10 | 9 | 8 |
| Rail, tube or tram tickets | 7 | 7 | 6 | 5 |
| Water transport | 1 | 1 | 1 | 1 |
| Air transport | 1 | 1 | 1 | 1 |
| Car/other vehicle hire | 2 | 2 | 2 | 2 |
| Net: Eating and drinking | 47 | 47 | 45 | 49 |
| Eating/drinking out in cafes, restaurants, etc. | 39 | 39 | 38 | 40 |
| Food bought in shops/ | 14 | 14 | 12 | 16 |
| takeaways and consumed on trip | 14 | 14 | 12 | 10 |
| Net: Entrance charges | 14 | 14 | 15 | 13 |
| Entrance to visitor attractions | 4 | 4 | 5 | 4 |
| Tickets/entrance to events, shows or clubs | 8 | 8 | 9 | 7 |
| Tickets to watch sporting events | 2 | 2 | 2 | 3 |
| Entrance to sports/leisure centres | 2 | 2 | 3 | 3 |
| 'Special' shopping (i.e. not routine) | 10 | 10 | 11 | 10 |
| Net: Other items | 2 | 2 | 2 | 2 |
| Package travel or package tours | 1 | 1 | 1 | 1 |
| Other travel services | 1 | 1 | 1 | 1 |
| Hiring equipment | 1 | 1 | * | 1 |























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Table 5.103 3hr+ visits detailed visit profiles (continued)

Historical average spend per visit (including zero spend)

| Main visit activity | | English regions (former GORs) | |
|--|-----|---|-----|
| 'Special' shopping | £77 | North East England | £30 |
| Day out to beauty/ health spa | £67 | North West England | £31 |
| Going out for entertainment | £38 | Yorkshire and The Humber | £34 |
| Special public event | £35 | East Midlands | £25 |
| Went out for a meal | £46 | West Midlands | £29 |
| Going a night out | £35 | East of England | £30 |
| Watched live sporting events (not on TV) | £41 | London | £44 |
| Going to visitor attractions | £35 | South East England | £27 |
| Other day out for leisure | £32 | South West England | £32 |
| General day out | £30 | Welsh regions (Regional Tourism Partnerships) | |
| Special personal events | £27 | Mid | £32 |
| Undertaking outdoor activities | £16 | North | £29 |
| Visiting friends or family for leisure | £21 | South West | £32 |
| Other leisure/hobbies | £24 | South East | £40 |
| Taking part in sports | £28 | | |
| Destination type visited | | Scottish regions (see page 6 for details) | |
| City/ large town | £41 | North | £43 |
| Small town | £24 | West | £29 |
| Village/ countryside | £25 | East | £36 |
| Seaside/ coast | £36 | South | £43 |







3 hours + Visits - 2011 to 2018 trends



















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Table 5.104 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| English Regions | Millions | % change |
| North East England | 95 | 301 | 150 | 133 | 119 | 137 | 139 | 135 | -3% |
| North West England | 369 | 190 | 316 | 339 | 326 | 340 | 326 | 290 | -11% |
| Yorkshire and The Humber | 291 | 282 | 265 | 257 | 250 | 262 | 256 | 228 | -11% |
| East Midlands | 205 | 229 | 207 | 187 | 197 | 211 | 210 | 175 | -17% |
| West Midlands | 236 | 260 | 250 | 237 | 235 | 255 | 231 | 215 | -7% |
| East of England | 297 | 253 | 243 | 256 | 240 | 250 | 230 | 236 | +3% |
| London | 422 | 455 | 401 | 410 | 416 | 452 | 423 | 421 | +1% |
| South East England | 383 | 472 | 404 | 427 | 407 | 416 | 395 | 387 | -2% |
| South West England | 275 | 296 | 277 | 275 | 261 | 275 | 262 | 252 | -4% |



























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Table 5.105 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| English Regions | Millions | % change |
| North East England | £3,212 | £4,038 | £5,208 | £3,908 | £3,337 | £3,716 | £3,609 | £4,085 | +13% |
| North West England | £9,509 | £8,878 | £8,881 | £9,131 | £9,657 | £9,648 | £10,684 | £9,007 | -16% |
| Yorkshire and The Humber | £6,538 | £6,066 | £6,830 | £6,610 | £6,354 | £6,834 | £7,589 | £7,650 | +1% |
| East Midlands | £5,486 | £5,382 | £4,751 | £4,485 | £5,149 | £6,478 | £5,986 | £4,448 | -26% |
| West Midlands | £6,312 | £6,857 | £7,124 | £6,117 | £6,969 | £6,788 | £6,154 | £6,143 | 0% |
| East of England | £6,116 | £5,851 | £6,147 | £6,081 | £5,695 | £5,328 | £5,569 | £7,123 | +28% |
| London | £14,257 | £17,561 | £13,754 | £14,646 | £16,488 | £18,908 | £16,287 | £18,526 | +14% |
| South East England | £10,739 | £11,433 | £10,383 | £11,854 | £10,172 | £11,730 | £10,159 | £10,596 | +4% |
| South West England | £7,806 | £8,033 | £7,914 | £6,953 | £7,811 | £7,572 | £5,959 | £8,059 | +35% |

























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Table 5.106 3hr+ 2011 to 2018 trends

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

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | 669 | 742 | 669 | 684 | 635 | 718 | 681 | 642 | -6% |
| Apr – Jun | 804 | 821 | 758 | 773 | 749 | 792 | 738 | 730 | -1% |
| Jul – Sep | 849 | 883 | 810 | 799 | 807 | 815 | 806 | 747 | -7% |
| Oct – Dec | 767 | 781 | 723 | 741 | 721 | 753 | 718 | 677 | -6% |

Table 5.107 3hr+ 2012 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | 564 | 629 | 568 | 576 | 534 | 609 | 574 | 538 | -6% |
| Apr – Jun | 667 | 696 | 637 | 638 | 631 | 670 | 620 | 610 | -2% |
| Jul – Sep | 699 | 746 | 691 | 669 | 672 | 681 | 670 | 627 | -6% |
| Oct – Dec | 643 | 664 | 619 | 637 | 614 | 638 | 607 | 563 | -7% |



























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Table 5.108 3hr+ 2011 to 2018 trends

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

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | 67 | 72 | 67 | 72 | 57 | 68 | 63 | 59 | -6% |
| Apr – Jun | 83 | 74 | 75 | 67 | 71 | 69 | 67 | 64 | -4% |
| Jul – Sep | 89 | 79 | 66 | 76 | 79 | 73 | 73 | 67 | -8% |
| Oct – Dec | 77 | 74 | 66 | 62 | 65 | 62 | 63 | 69 | +10% |

Table 5.109 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | 39 | 40 | 35 | 33 | 38 | 34 | 34 | 33 | -3% |
| Apr – Jun | 53 | 51 | 44 | 61 | 35 | 44 | 41 | 41 | 0% |
| Jul – Sep | 60 | 56 | 52 | 45 | 41 | 46 | 50 | 41 | -18% |
| Oct - Dec | 46 | 43 | 39 | 35 | 37 | 44 | 38 | 34 | -11% |



























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Table 5.110 3hr+ 2011 to 2018 trends

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

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | £17,349 | £18,791 | £17,680 | £17,968 | £17,627 | £19,967 | £18,777 | £21,371 | +14% |
| Apr – Jun | £20,431 | £22,857 | £21,312 | £21,009 | £19,640 | £21,052 | £21,899 | £21,631 | -1% |
| Jul – Sep | £23,221 | £23,857 | £24,074 | £23,137 | £25,215 | £24,147 | £24,504 | £25,027 | +2% |
| Oct – Dec | £22,157 | £23,268 | £21,106 | £21,790 | £21,886 | £26,610 | £22,763 | £23,129 | +2% |

Table 5.111 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | £14,312 | £15,573 | £14,674 | £15,474 | £14,737 | £16,961 | £15,125 | £17,871 | +18% |
| Apr – Jun | £16,266 | £18,539 | £18,293 | £17,198 | £16,898 | £17,885 | £17,375 | £17,990 | +4% |
| Jul – Sep | £18,729 | £20,178 | £20,131 | £18,620 | £21,491 | £19,512 | £20,471 | £21,237 | +4% |
| Oct – Dec | £18,621 | £19,809 | £17,897 | £18,491 | £18,507 | £22,645 | £19,026 | £18,539 | -3% |



























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Table 5.112 3hr+ 2011 to 2018 trends

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

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | £2,045 | £2,033 | £2,025 | £1,735 | £1,787 | £1,694 | £2,083 | £1,855 | -11% |
| Apr – Jun | £2,727 | £2,316 | £2,002 | £2,067 | £1,659 | £1,793 | £2,596 | £1,944 | -25% |
| Jul – Sep | £3,092 | £2,023 | £2,124 | £2,701 | £1,958 | £2,405 | £2,254 | £1,864 | -17% |
| Oct – Dec | £2,260 | £2,256 | £2,009 | £2,156 | £2,072 | £2,116 | £1,928 | £3,089 | +60% |

Table 5.113 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Quarter | Millions | % change |
| Jan – Mar | £989 | £1,162 | £972 | £666 | £1,034 | £1,044 | £1,232 | £1,369 | +11% |
| Apr – Jun | £1,216 | £1,986 | £889 | £1,380 | £756 | £1,056 | £1,611 | £1,028 | -36% |
| Jul – Sep | £1,355 | £1,594 | £1,745 | £1,347 | £1,383 | £1,607 | £1,482 | £1,572 | +6% |
| Oct – Dec | £1,224 | £1,172 | £1,141 | £891 | £1,084 | £1,537 | £1,387 | £1,201 | -13% |



























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Table 5.114 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | 950 | 910 | 826 | 812 | 814 | 825 | 776 | 763 | -2% |
| 'Special' shopping | 141 | 205 | 176 | 169 | 159 | 194 | 173 | 163 | -6% |
| Going out for a meal | 268 | 292 | 281 | 271 | 283 | 324 | 295 | 279 | -5% |
| Going on a night out | 419 | 416 | 378 | 363 | 334 | 310 | 319 | 296 | -7% |
| Going out for entertainment | 155 | 173 | 175 | 177 | 162 | 183 | 178 | 180 | +1% |
| Undertaking outdoor activities | 268 | 262 | 222 | 254 | 239 | 259 | 255 | 234 | -8% |
| Other leisure/ hobbies | 140 | 137 | 120 | 137 | 127 | 110 | 102 | 98 | -4% |
| Watching live sporting events | 84 | 105 | 90 | 93 | 99 | 102 | 100 | 93 | -7% |
| Going to visitor attractions | 94 | 101 | 105 | 97 | 95 | 110 | 104 | 95 | -9% |
| General day out | 152 | 158 | 162 | 174 | 176 | 174 | 168 | 164 | -2% |



























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Table 5.115 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | 806 | 785 | 711 | 695 | 689 | 709 | 660 | 647 | -2% |
| 'Special' shopping | 122 | 175 | 150 | 145 | 135 | 164 | 145 | 137 | -6% |
| Going out for a meal | 217 | 246 | 243 | 230 | 236 | 273 | 245 | 233 | -5% |
| Going on a night out | 348 | 348 | 319 | 304 | 284 | 259 | 273 | 251 | -8% |
| Going out for entertainment | 129 | 141 | 150 | 151 | 138 | 156 | 150 | 153 | +2% |
| Undertaking outdoor activities | 217 | 219 | 178 | 206 | 201 | 212 | 208 | 192 | -8% |
| Other leisure/ hobbies | 117 | 118 | 104 | 113 | 107 | 95 | 88 | 83 | -6% |
| Watching live sporting events | 71 | 90 | 78 | 78 | 82 | 86 | 88 | 80 | -9% |
| Going to visitor attractions | 81 | 85 | 92 | 84 | 82 | 95 | 87 | 79 | -9% |
| General day out | 121 | 127 | 133 | 144 | 145 | 142 | 136 | 134 | -2% |

























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Table 5.116 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | 92 | 78 | 72 | 69 | 78 | 69 | 68 | 70 | +3% |
| 'Special' shopping | 13 | 20 | 16 | 15 | 14 | 18 | 17 | 16 | -6% |
| Going out for a meal | 31 | 30 | 22 | 25 | 28 | 28 | 29 | 27 | -7% |
| Going on a night out | 40 | 43 | 39 | 33 | 30 | 31 | 26 | 26 | 0% |
| Going out for entertainment | 16 | 21 | 17 | 18 | 16 | 17 | 16 | 16 | 0% |
| Undertaking outdoor activities | 31 | 25 | 25 | 30 | 22 | 26 | 26 | 24 | -8% |
| Other leisure/ hobbies | 14 | 13 | 9 | 15 | 13 | 7 | 8 | 8 | 0% |
| Watching live sporting events | 7 | 10 | 8 | 9 | 10 | 8 | 8 | 7 | -13% |
| Going to visitor attractions | 8 | 8 | 8 | 8 | 7 | 9 | 8 | 9 | +13% |
| General day out | 16 | 14 | 16 | 15 | 15 | 16 | 17 | 17 | 0% |

























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Table 5.117 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | 49 | 45 | 41 | 41 | 39 | 40 | 41 | 38 | -7% |
| 'Special' shopping | 7 | 10 | 10 | 8 | 8 | 10 | 9 | 9 | 0% |
| Going out for a meal | 20 | 16 | 16 | 15 | 15 | 19 | 17 | 14 | -18% |
| Going on a night out | 30 | 25 | 21 | 24 | 17 | 18 | 19 | 15 | -21% |
| Going out for entertainment | 10 | 10 | 9 | 8 | 8 | 9 | 9 | 8 | -11% |
| Undertaking outdoor activities | 21 | 18 | 18 | 17 | 14 | 18 | 17 | 16 | -6% |
| Other leisure/ hobbies | 9 | 6 | 7 | 8 | 7 | 6 | 6 | 6 | 0% |
| Watching live sporting events | 5 | 5 | 3 | 3 | 5 | 5 | 4 | 4 | 0% |
| Going to visitor attractions | 7 | 7 | 5 | 3 | 2 | 5 | 6 | 5 | -17% |
| General day out | 14 | 16 | 12 | 12 | 13 | 13 | 10 | 10 | 0% |

























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Table 5.118 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | £14,162 | £13,730 | £11,728 | £12,676 | £13,340 | £13,969 | £15,012 | £16,196 | +8% |
| 'Special' shopping | £10,754 | £14,744 | £13,196 | £13,792 | £12,475 | £16,902 | £14,292 | £12,611 | -12% |
| Going out for a meal | £10,450 | £11,397 | £11,526 | £11,165 | £11,101 | £12,781 | £11,661 | £12,836 | +10% |
| Going on a night out | £12,437 | £11,397 | £11,563 | £10,711 | £10,579 | £9,078 | £10,061 | £10,254 | +2% |
| Going out for entertainment | £5,353 | £6,034 | £5,591 | £5,883 | £6,169 | £6,728 | £5,840 | £6,871 | +18% |
| Undertaking outdoor activities | £4,126 | £3,313 | £4,242 | £2,949 | £4,062 | £3,253 | £3,511 | £3,747 | +7% |
| Other leisure/ hobbies | £2,057 | £1,954 | £1,908 | £1,586 | £1,810 | £1,922 | £2,083 | £2,327 | +12% |
| Watching live sporting events | £2,878 | £3,190 | £3,141 | £3,345 | £3,414 | £3,170 | £3,233 | £3,802 | +18% |
| Going to visitor attractions | £3,282 | £3,770 | £4,142 | £3,590 | £3,318 | £3,796 | £3,497 | £3,341 | -5% |
| General day out | £3,798 | £4,488 | £4,157 | £4,628 | £4,647 | £5,151 | £4,082 | £5,012 | +23% |



























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Table 5.119 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | £11,464 | £11,583 | £10,033 | £10,719 | £11,493 | £12,076 | £12,039 | £13,386 | +11% |
| 'Special' shopping | £9,428 | £12,379 | £11,076 | £11,738 | £10,871 | £14,226 | £11,592 | £10,454 | -10% |
| Going out for a meal | £8,338 | £9,776 | £10,120 | £8,931 | £9,351 | £10,866 | £9,572 | £10,637 | +11% |
| Going on a night out | £9,821 | £9,174 | £9,354 | £8,862 | £9,078 | £7,566 | £8,345 | £8,346 | 0% |
| Going out for entertainment | £4,493 | £5,068 | £4,666 | £5,100 | £5,300 | £5,875 | £4,929 | £5,805 | +18% |
| Undertaking outdoor activities | £3,312 | £2,550 | £3,342 | £2,422 | £3,368 | £2,413 | £2,721 | £3,175 | +17% |
| Other leisure | £1,733 | £1,679 | £1,645 | £1,268 | £1,595 | £1,641 | £1,754 | £2,117 | +21% |
| Watching live sporting events | £2,398 | £2,821 | £2,677 | £2,655 | £2,931 | £2,517 | £2,686 | £3,409 | +27% |
| Going to visitor attractions | £2,844 | £3,166 | £3,705 | £3,103 | £2,911 | £3,197 | £2,921 | £2,731 | -7% |
| General day out | £2,975 | £3,613 | £3,453 | £3,637 | £3,869 | £4,093 | £3,306 | £4,082 | +24% |

























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Table 5.120 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | £1,868 | £1,133 | £781 | £966 | £1,068 | £1,020 | £1,534 | £1,426 | -7% |
| 'Special' shopping | £863 | £1,618 | £1,472 | £1,420 | £1,060 | £1,483 | £1,531 | £1,568 | +2% |
| Going out for a meal | £1,412 | £1,037 | £858 | £1,651 | £1,015 | £940 | £1,303 | £1,258 | -4% |
| Going on a night out | £1,703 | £1,536 | £1,607 | £1,061 | £948 | £991 | £1,048 | £1,248 | +19% |
| Going out for entertainment | £644 | £704 | £628 | £615 | £633 | £577 | £530 | £496 | -6% |
| Undertaking outdoor activities | £496 | £343 | £537 | £273 | £265 | £384 | £479 | £231 | -52% |
| Other leisure | £174 | £221 | £121 | £247 | £153 | £121 | £89 | £124 | +39% |
| Watching live sporting events | £270 | £246 | £186 | £404 | £290 | £471 | £418 | £212 | -49% |
| Going to visitor attractions | £276 | £231 | £304 | £327 | £200 | £369 | £232 | £306 | +32% |
| General day out | £511 | £419 | £443 | £583 | £304 | £362 | £367 | £461 | +26% |

























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Table 5.121 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| Visiting friends or family | £796 | £974 | £819 | £665 | £621 | £732 | £1,175 | £1,080 | -8% |
| 'Special' shopping | £462 | £746 | £649 | £605 | £526 | £1,102 | £1,013 | £510 | -50% |
| Going out for a meal | £700 | £578 | £528 | £497 | £622 | £687 | £635 | £641 | +1% |
| Going on a night out | £912 | £667 | £603 | £705 | £514 | £472 | £635 | £453 | -29% |
| Going out for entertainment | £216 | £259 | £298 | £161 | £235 | £207 | £238 | £537 | +126% |
| Undertaking outdoor activities | £317 | £405 | £363 | £201 | £394 | £242 | £287 | £269 | -6% |
| Other leisure | £151 | £53 | £141 | £70 | £58 | £104 | £222 | £77 | -65% |
| Watching live sporting events | £171 | £120 | £227 | £135 | £160 | £164 | £130 | £171 | +32% |
| Going to visitor attractions | £137 | £363 | £92 | £99 | £75 | £135 | £230 | £109 | -53% |
| General day out | £308 | £453 | £260 | £252 | £354 | £519 | £285 | £361 | +27% |

























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Table 5.122 3hr+ 2011 to 2018 trends

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| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | 1,401 | 1,451 | 1,313 | 1,350 | 1,298 | 1,359 | 1,281 | 1,229 | -4% |
| Small town | 898 | 898 | 826 | 804 | 817 | 888 | 765 | 731 | -4% |
| Village/ countryside | 783 | 783 | 727 | 703 | 639 | 682 | 614 | 562 | -9% |
| Any seaside/ coastal | 294 | 296 | 281 | 284 | 241 | 267 | 222 | 217 | -2% |



























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Table 5.123 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | 1,173 | 1,236 | 1,121 | 1,132 | 1,092 | 1,158 | 1,083 | 1,036 | -4% |
| Small town | 695 | 759 | 698 | 679 | 695 | 755 | 654 | 610 | -7% |
| Village/ countryside | 659 | 654 | 613 | 591 | 534 | 569 | 512 | 474 | -7% |
| Any seaside/ | 228 | 232 | 225 | 230 | 192 | 210 | 170 | 169 | -1% |

























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Table 5.124 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | 154 | 152 | 137 | 145 | 143 | 136 | 132 | 127 | -4% |
| Small town | 89 | 84 | 72 | 70 | 66 | 73 | 61 | 68 | +12% |
| Village/ countryside | 66 | 66 | 61 | 54 | 53 | 30 | 52 | 45 | -14% |
| Any seaside/ coastal | 30 | 25 | 26 | 22 | 19 | 20 | 18 | 16 | -11% |

























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Table 5.125 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | 72 | 61 | 52 | 63 | 50 | 51 | 55 | 49 | -11% |
| Small town | 48 | 55 | 53 | 49 | 45 | 51 | 43 | 41 | -5% |
| Village/ countryside | 61 | 62 | 51 | 52 | 46 | 50 | 41 | 37 | -10% |
| Any seaside/ coastal | 36 | 38 | 28 | 24 | 21 | 26 | 21 | 20 | -5% |























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Table 5.126 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | £45,310 | £49,246 | £46,091 | £47,572 | £47,902 | £51,905 | £48,860 | £50,405 | +3% |
| Small town | £21,123 | £21,182 | £19,590 | £18,690 | £19,380 | £21,171 | £17,428 | £17,305 | -1% |
| Village/ countryside | £22,411 | £20,019 | £17,636 | £15,117 | £14,905 | £18,167 | £13,994 | £14,297 | +2% |
| Any seaside/ coastal | £14,841 | £11,754 | £9,405 | £9,401 | £8,584 | £9,611 | £6,084 | £7,801 | +28% |

























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Table 5.127 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | £37,820 | £41,285 | £39,385 | £39,655 | £40,650 | £44,127 | £40,807 | £41,612 | +2% |
| Small town | £17,427 | £17,539 | £15,879 | £15,235 | £16,441 | £17,852 | £14,400 | £14,264 | -1% |
| Village/ countryside | £18,462 | £15,769 | £14,155 | £12,177 | £12,696 | £14,720 | £10,910 | £11,981 | +10% |
| Any seaside/ coastal | £11,094 | £8,681 | £7,330 | £7,566 | £7,011 | £7,120 | £4,568 | £6,575 | +44% |

























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Table 5.128 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | £5,285 | £5,417 | £4,833 | £5,380 | £4,509 | £4,680 | £5,053 | £5,405 | +7% |
| Small town | £2,623 | £2,029 | £2,063 | £2,131 | £1,821 | £1,818 | £1,844 | £1,697 | -8% |
| Village/ countryside | £2,532 | £1,731 | £1,772 | £1,576 | £1,030 | £1,896 | £1,278 | £1,236 | -3% |
| Any seaside/ coastal | £2,405 | £1,024 | £888 | £784 | £487 | £1,301 | £626 | £353 | -44% |

























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Table 5.129 3hr+ 2011 to 2018 trends

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

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2017/2018 |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Millions | % change |
| City/large town | £2,164 | £2,492 | £1,801 | £1,887 | £2,074 | £2,224 | £2,375 | £2,599 | +9% |
| Small town | £1,056 | £1,564 | £1,565 | £1,191 | £1,018 | £1,323 | £1,106 | £975 | -12% |
| Village/ countryside | £1,415 | £2,489 | £1,602 | £1,282 | £1,010 | £1,168 | £1,542 | £912 | -41% |
| Any seaside/ coastal | £876 | £2,029 | £1,144 | £796 | £986 | £898 | £664 | £654 | -2% |







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Volume and expenditure

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

England

GBDVS 2018 English

Local Authorities.xlsx





GBDVS 2018 English Ceremonial Counties.xlsx





GBDVS 2018 Scottish Local Authorities.xlsx

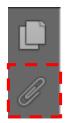




GBDVS 2018 Wales Local Authorities.xlsx



GBDVS 2018 Local Enterprise Partnerships.xlsx



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

*2015 estimates are reweighted - see page 8 for details





























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GB Day Visits 2018 Methods and Performance

This report section provides details of the approaches followed in the 2018 Great Britain Day Visits Survey (GBDVS) and the work undertaken to develop these methods.

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

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

























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

The survey aims to measure the volume, expenditure and profile of Tourism Day Visits taken by GB residents to destinations in England, Scotland, Wales and Northern Ireland. Fieldwork is undertaken on a weekly basis, commenced in January 2011 and will continue until at least the end of December 2019.

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

Scope

This report section provides details of the methods used in GBDVS 2018, including the work undertaken to develop the survey approach.



























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Survey method

This section of the report outlines the survey methods used in GBDVS 2018, including details of why an online approach was followed and the steps taken to maximise the accuracy of the survey outputs.

Summary of approach

Fieldwork for the eighth year of GBDVS took place from January to December 2018. During this period some **34,319** interviews were conducted using an online survey method with the sample drawn from the Lightspeed and Research Now online panels. Respondents provided details of their leisure participation with a focus on visits taken during the previous week. Full details were collected for some **31,425** visits which lasted 3 hours or more and in subsequent analysis a sub-set of **19,291** of these visits were defined as Tourism Day Visits, taken outside of the participants' usual environment. Furthermore, **5,836** of these visits were defined as Activities Core to Tourism.

Design considerations

2009 and 2010 Pilot Surveys

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

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

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

Issues to address

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

- Bias
- Replicability
- Consistency
- Reliability



























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Bias

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

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

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

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

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

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

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

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

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

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



























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Replicability

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

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

Consistency

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

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

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

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

























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Reliability

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

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

























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Scoping, planning and piloting stages

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

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

Further details of each of these stages is provided.

Consultations with survey stakeholders

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

























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Scoping, planning and piloting stages

Cognitive test interviews

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

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

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

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

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

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

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

Online omnibus pilot

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

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



























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Sample

Sample sources

During 2018, a total of 34,319 online participants took part in GBDVS during 52 weeks of surveying, slightly below the target sample of 35,000 interviews. Weighting was used to ensure that results for these months and the whole year remained comparable to other years.

| Total sample of interviews achieved |
|-------------------------------------|
| 38,083 |
| 35,262 |
| 35,085 |
| 34,990 |
| 35,664 |
| 32,391 |
| 35,118 |
| 34,319 |
| |

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

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

For the 2013 survey, the increased size of the Lightspeed Panel since 2011 made it possible for all respondents to be taken from this source. To prevent any impact on the continuity of data, the transition from using a mix of Research Now and Lightspeed panel sources to only Lightspeed was managed carefully with a gradual transition over the January to October 2013 period.

However, from 2016 the weekly sample size contacted for the survey increased from 673 to 1,000. Of this total 673 respondents continued to be asked the GBDVS questions, forming the sample for this study while others were used as part of piloting of an online method for the GBTS study.

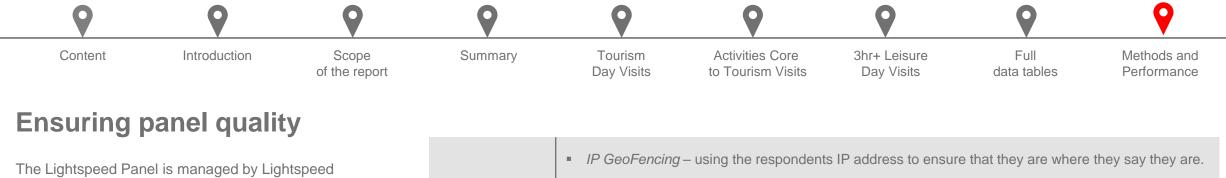
This change was made to facilitate the online piloting of GBTS to ensure that sufficient sample sizes were asked different versions of GBTS questions. Making this change meant that instead of all respondents being sourced from the Lightspeed panel a wider range of panel partners were used than in previous years.











Research, a sister company to Kantar and also part of the Kantar Group. At the beginning of 2011 when GBDVS commenced, the Lightspeed Panel contained around 321,000 individuals all of whom had actively opted to join. This total reached around 457,000 in 2018.

Key panel quality measures which have been put in place by Lightspeed Research include the checks shown in the table on the right hand side.

Further quality procedures used include the removal of inactive panellists who do not respond to surveys for more than 12 months and ensuring that respondents are not over used by limiting the number of surveys they complete to a maximum of 3 per month and 24 in a 12 months' period.

| Ensuring respondents are who they say they are | IP GeoFencing – using the respondents IP address to ensure that they are where they say they are. Proxy Detection – detecting if a proxy server is being used to mask the respondent's real IP address and past fraudulent activity.; Postal Address Verification – verifying the respondent's postal address against an address directory. CAPTCHA – technology which prevents automated programs from registering to the panel. E-mail Address Verification – checks that e-mail addresses are only included once on our database – all respondents must verify their e-mail address during a double opt in registration process. Machine ID – technology which blocks survey respondents who attempt to complete the same survey multiple times from the same computer (e.g. using a different identity). |
|--|---|
| | Procedures in place to ensure that respondents have properly engaged with the survey and taken time to provide considered responses. This includes he following checks: |
| Ensuring responses are | Survey Speedsters – respondents who rush through the survey are identified by comparing survey completion times to the norm; |
| valid and properly thought | Grid Speedsters – similar checks are used to identify respondents who rush through completion of grid questions (e.g. rating scales); |
| out | Trap Questions – the addition of survey questions with obvious answers to determine whether a respondent is fully engaged with the survey; |
| | Respondent Satisfaction – feedback is obtained from respondents and assessed to help determine the quality of the survey. |



























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Recontacting respondents

GBDVS has had an annual target of 35,000 interviews with 52 broadly equal sized weekly waves of fieldwork to be completed to achieve around 650 to 700 interviews per week. In 2016 this was increased to 1000 per week for the purposes of GBTS online piloting although the same volumes of respondents continued to be asked GBDVS questions , forming the sample for this study.

In selecting the most appropriate quotas, the demographics likely to be correlated to levels of participation in Tourism Day Visits were considered and the effectiveness of approaches taken in other surveys relating to tourism and leisure were taken into account. Also, given the online approach to be followed, the demographic variables correlated to levels of use of the Internet were also taken into account as described in more detail later in this report (see Section regarding offline survey outputs on page 247).

Demographic quotas

Whilst using a panel partner to achieve the target number of interviews over the course of a year helped achieve the demographic and geographic quotas, it was necessary to include some respondents in more than one wave of the survey. Measures were put in place to minimise the incidence of recontact and to ensure a gap of at least 4 months between each contact.

Evidence suggests there is very little likelihood of introducing bias through this level of recontact and any resultant conditioning. Kantar have conducted research in the past and concluded that for most surveys an 8 week exclusion period led to no measurable conditioning effect. Furthermore the information being collected in GBDVS is factual rather than attitudinal or a measure of awareness. Future behaviour in Tourism Day Visits is very unlikely to be affected by the interview.

However in designing the sampling approach it was also important to minimise the number of quotas used as having too many quota cells would lead to inefficient use of sample and low effective sample sizes.

As such, having taken all of these factors into account, when fieldwork commenced in January 2011, gender, age, working status and the age of completing education were set as quota targets in each survey wave. During the first three months of fieldwork in 2011 while the quotas based on gender, age and working status could be achieved consistently, achieving the targets relating to the education quota was found to be impossible. While around half of the GB population completed education aged 16 or under, the somewhat lower representation of this group within the online population (c.20%) meant that it was very difficult to achieve this particularly quota target.

By the end of March 34% of respondents were in this quota group against a target of 49%.

It was therefore decided, in consultation with the client group, to implement a revised series of quotas and to subsequently address the variations related to education status in the weighting stages (as discussed later in this report). As such, from April 2010 the education status quota was removed and a quota was set on socio-economic status with a target reflecting the GB population of 52% of respondents in the ABC1 socio-economic groups and 48% in the C2DE groups.

The table in the following page illustrates these weekly targets.



























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Demographic quotas

| Table 1.1 Quota targets | Typical we | ekly target |
|---|------------|-------------|
| Gender | N | % |
| Male | 329 | 49 |
| Female | 345 | 51 |
| Age | | |
| 16-34 | 206 | 31 |
| 35-54 | 224 | 33 |
| 55-64 | 95 | 14 |
| 65+ | 148 | 22 |
| Working status | | |
| Working full or part time | 404 | 60 |
| Not working (including retired, unemployed) | 269 | 40 |
| Socio-economic group | | |
| ABC1 | 365 | 54 |
| C2DE | 308 | 46 |
| Total | 673 | 100 |

The annual sample size is divided by 52 to calculate an ideal weekly target. This is to ensure as even a spread as possible across the year, but there is some flexibility each week to ensure the target of 673 interviews is achieved. Future weeks are then reconciled slightly.

The table in the next page illustrates the final sample composition in 2011 to 2018 on the basis of each of the quota targets, including the original age of completing full time education target. In all years all of the targets were achieved or were within 1 or 2 percentage points from target.

























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| Table 1.2 – Achieved sample | pı | sample rofile 2011 | pro | sample ofile 012 | 1 | sample ofile 13 | Final s pro 20 | | pro | sample ofile o15 | Final s pro 20 | | Final s pro 20 | | pro | ample file 18 | Population |
|---|-------|--------------------------|-------|------------------------|-------|-----------------------|----------------------|-----|-------|------------------------|----------------------|-----|----------------------|-----|-------|---------------------|------------|
| Gender | N | % | N | % | N | % | N | % | N | % | N | % | N | % | N | % | % |
| Male | 18566 | 49 | 17312 | 49 | 17225 | 49 | 17154 | 49 | 17483 | 49 | 15879 | 49 | 17091 | 49 | 16736 | 49% | 49 |
| Female | 19517 | 51 | 17950 | 51 | 17860 | 51 | 17836 | 51 | 18181 | 51 | 16512 | 51 | 18027 | 51 | 17583 | 51% | 51 |
| Age | | | | | | | | | | | | | | | | | |
| 16-34 | 12063 | 31 | 11180 | 32 | 11172 | 32 | 11169 | 32 | 11389 | 32 | 9909 | 31 | 10702 | 30 | 10474 | 31% | 32 |
| 35-54 | 13100 | 35 | 12096 | 34 | 11628 | 33 | 11909 | 34 | 12136 | 34 | 10677 | 33 | 11685 | 33 | 11423 | 33% | 34 |
| 55-64 | 5560 | 15 | 5020 | 14 | 4913 | 14 | 4888 | 14 | 4982 | 14 | 4608 | 14 | 5011 | 14 | 4847 | 14% | 14 |
| 65+ | 7360 | 19 | 6966 | 20 | 7096 | 20 | 7024 | 20 | 7157 | 20 | 7197 | 22 | 7720 | 22 | 7575 | 22% | 20 |
| Working status | | | | | | | | | | | | | | | | | |
| Working full or part time | 23231 | 61 | 20993 | 60 | 20891 | 60 | 21310 | 61 | 21457 | 60 | 19446 | 60 | 21093 | 60 | 20603 | 60% | 60 |
| Not working (including retired, unemployed) | 14852 | 39 | 14269 | 40 | 14194 | 40 | 13953 | 39 | 14207 | 40 | 12967 | 40 | 14063 | 40 | 13750 | 40% | 40 |
| Socio-economic status | | | | | | | | | | | | | | | | | |
| ABC1 | 20468 | 54 | 18436 | 52 | 18328 | 52 | 18124 | 52 | 18470 | 52 | 17330 | 54 | 19098 | 54 | 18616 | 54% | 52 |
| C2DE | 17615 | 46 | 16826 | 48 | 16757 | 48 | 16866 | 48 | 17194 | 48 | 15061 | 46 | 16020 | 46 | 15703 | 46% | 48 |
| When stopped full time education | | | | | | | | | | | | | | | | | |
| 16 years or younger | 12604 | 33 | 11015 | 31 | 10948 | 31 | 10868 | 31 | 10677 | 30 | 9792 | 30 | 10484 | 30 | 10120 | 29% | 49 |
| 17-19 years | 10323 | 27 | 10095 | 29 | 10193 | 29 | 10480 | 30 | 10679 | 30 | 9639 | 30 | 10422 | 30 | 10326 | 30% | 21 |
| 20 years or older | 12421 | 33 | 11908 | 34 | 11767 | 34 | 11488 | 33 | 11831 | 33 | 10885 | 34 | 11768 | 34 | 11695 | 34% | 22 |
| Still studying | 2735 | 7 | 2244 | 6 | 2177 | 6 | 2154 | 6 | 2477 | 7 | 2075 | 6 | 2444 | 7 | 2178 | 6% | 8 |
| Total | 38083 | 100 | 35262 | 100 | 35085 | 100 | 34990 | 100 | 35664 | 100 | 32391 | 100 | 35118 | 100 | 34319 | 100 | 100 |























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Geographic quotas

To ensure geographic representivity in the survey sample, the outgoing sample (i.e. invitations to participate in the survey) were stratified on the basis of NUTS II geography taking into account urban/rural classification of areas. This geography divides England into 30 regions, Scotland into 4 regions and Wales into 2 regions.

As described in more detail in the next section, the GBDVS questionnaire collected details of participation in visit taking during the week prior to interview. As such during the 2018 survey, key details were recorded for 101,786 Leisure Day Visits and, of this total, full details were recorded for those 31,425 Leisure Day Visits which lasted at least 3 hours in duration. A subset of 19,291 of these visits were subsequently classified as Tourism Day Visits, defined as not taken on a regular basis and located outside of the participant's 'usual environment'. Finally, a further 5,836 were classified as Activities Core to Tourism (a classification introduced in 2016).

The table on the next page illustrate the sample sizes for each of these types of visit by the country of residence of respondents during the 2011 to 2018 surveys.

























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Final visit sample sizes

| Table 1 | able 1.3– Visit sample sizes by country of residence | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------|--|--------------------------------------|--------------------------|--------------------------|--------------------------------------|--------------------------|--------------------------|--------------------------------------|--------------------------|--------------------------|--|---------------------------|--------------------------|--|---------------------------|--------------------------|---|---------------------------|------------------------------|--------------------------|--|---------------------------|---|--------------------------|--|---------------------------|------------------------------|
| | 2011 | | | 2011 2012 | | | 2013 2014 | | | 2014 2015 | | | | 2016 | | | | 2017 | | | | 2018 | | | | | |
| | Leisure Day Visits | 3 hours+ Leisure Day Visits | Tourism Day Visits | Leisure Day Visits | 3 hours+ Leisure Day Visits | Tourism Day Visits | Leisure Day Visits | 3 hours+ Leisure Day Visits | Tourism Day Visits | Leisure Day Visits | 3 hours+ Leisur e Day Visits | Touris m Day Visits | Leisure Day Visits | 3 hours+ Leisur e Day Visits | Touris m Day Visits | Leisure Day Visits | 3 hours+ Leisure Day Visits | Touris m Day Visits | Activiti es Core to Touris m | Leisure Day Visits | 3 hours+ Leisur e Day Visits | Touris m Day Visits | Activ ities Core to Touri sm | Leisure Day Visits | 3 hours+ Leisur e Day Visits | Touris m Day Visits | Activiti es Core to Touris m |
| GB Total | 140,148 | 35,182 | 20,442 | 126,054 | 33,788 | 20,689 | 114,494 | 30,960 | 19,146 | 113,417 | 31,075 | 19,096 | 114,339 | 30,991 | 18,732 | 102,066 | 32,764 | 19,806 | 6,033 | 105,936 | 33,691 | 20,564 | 6,203 | 101,786 | 31,425 | 19,291 | 5,836 |
| England | 97,066 | 24,897 | 14,950 | 83,822 | 23,085 | 14,544 | 79,359 | 21,750 | 13,801 | 79,191 | 22,020 | 13,857 | 81,500 | 22,222 | 13,796 | 72,464 | 23,651 | 14,791 | 4,416 | 75,643 | 24,132 | 15,079 | 4,516 | 73,774 | 22,668 | 14,273 | 4,259 |
| Scotland | 22,203 | 5,308 | 2,633 | 21,224 | 5,471 | 3,004 | 17,503 | 4,640 | 2,534 | 17,116 | 4,585 | 2,528 | 16,483 | 4,486 | 2,425 | 15,093 | 4,586 | 2,412 | 763 | 15,514 | 4,940 | 2,712 | 838 | 14,704 | 4,554 | 2,483 | 764 |
| Wales | 20,879 | 4,977 | 2,859 | 21,008 | 5,232 | 3,141 | 17,632 | 4,570 | 2,811 | 17,110 | 4,470 | 2,711 | 16,356 | 4,283 | 2,511 | 14,509 | 4,186 | 2,332 | 854 | 14,779 | 4,619 | 2,773 | 849 | 13,308 | 4,203 | 2,535 | 813 |

























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Survey administration and questionnaire

Since the survey commenced in January 2011, the GBDVS data collection has been conducted through a series of weekly surveys. In each week, an appropriate quantity of sample has been sourced from the online panel and e-mails are sent to these panellists inviting them to participate.

This invitation contains the name of the survey, the survey length (15 minutes), the incentive for survey completion and a link to the survey. Invites are always sent on a Monday morning with most respondents completing the questionnaire within a 48 hours period. After selecting the link, the respondent signs-in using his or her password, thereby preventing others with access to that mailbox from completing the questionnaire.

A copy of the survey questionnaire is provided at the end of this section. This questionnaire is presented to respondents in an online electronic format. Benefits of this approach includes automated routing and the ability to include checks where responses were outside of expected ranges (for example in relation to amounts of money spent on a visit).

Using this questionnaire respondents are asked to record details of their general leisure participation, leisure activities they had undertaken during the previous week (focusing on 3+ hours duration visits) and key information about their demographics and place of residence and work or study. While the sample coverage contains only residents of GB (i.e. England, Scotland and Wales), visits taken to any location in the UK could be recorded in the questionnaire, including places in Northern Ireland.

Focusing upon leisure participation during the previous week helps to ensure that the responses provided are more accurate than if a longer recall period was used.

To avoid an excessively long questionnaire length, details of a maximum of 3 visits lasting three hours or more could be recorded in Section 3 of the questionnaire. The weighting approach took account of this cap to ensure that the final aggregated data set was representative of all visits taken.

Note that question numbers 2 and 3 were only included in the 2011 survey, Q13a was added from 2012 and questions regarding disabilities amongst members of the visit party (Q61) and the respondent's sexual orientation and ethnicity (Q62 & Q63) were added in 2013. The TRI*M questions (Q31-Q34) were removed in 2015.

























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GBDVS methodological changes in 2016 and reweighting of 2011 – 2015 data

Questionnaire improvements

At the start of 2016, improvements were implemented to make the survey more engaging and easy to complete. The primary reason for making these changes was to ensure that the survey could just as easily be completed on a mobile device as on a PC.

It was agreed with the GBDVS sponsors that these changes should be made to allow for the increasing demand from respondents to participate in the survey using a mobile device. Evidence from the first 5 years of GBDVS surveying suggested that whilst an increasing proportion of respondents wanted to complete the survey using a mobile phone, levels of drop out were higher amongst this group due to certain questions not being suited to smaller screens.

Reweighting of 2011 to 2015 estimates

Parallel testing undertaken in early 2016 found that the combined effect of these changes was an increase in levels of visits reported by respondents of around +15%.

To take account of this change and maintain comparability of trends, the data from the past years in this report have all been revised to take into account this increase of +15%.

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

The changes made involved the simplification of certain questions by, for example, reducing the number of answer options provided and splitting questions with long lists of answer options over a number of screens/sub-questions.

It was expected that these improvements would make the questionnaire easier to complete and more engaging for all respondents including both those using a mobile device and those completing using a PC.

Questionnaire revisions

Piloting of the GBDVS 'sister' survey the Great Britain Tourism Survey (GBTS) using an online approach commenced in January 2016. It was agreed that the most efficient and cost effective way to conduct this online test was to add the GBTS questions to the ongoing GBDVS survey.

In practice this change involved the introduction of a number of the GBTS introductory/ screener questions to be asked prior to the existing GBDVS questions and the removal of a historic GBDVS question regarding overnight trips as it had become redundant due to the additions. With these changes some minor 'tweaking' was also required in the wording of questions to make the text clear and to ensure consistency between the two surveys.

As part of the GBTS online piloting some respondents received a questionnaire which had more significant changes to ordering, for example asking all of the GBTS questions of respondents prior to GBDVS. However, none of the data from the respondents in these survey cells was used in production of final GBVDS data.

























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| | Table 1.4 – GBDVS - Summary of questionnaire content |
|----------------|--|
| Question No. | Question (N.B. exact wording is not used below) |
| | SECTION 1 - GENERAL LIFE AND ACTIVITIES SECTION |
| 1 | When most recently returned from an overnight trip in the UK |
| 2 (2011 SURVEY | How often normally undertake routine shopping for groceries, other routine shopping, other leisure activities like playing sport, gym, walking, hobbies. |
| ONLY) | |
| 3 (2011 SURVEY | How often normally undertake leisure activities – see list of 15 categories in Table 1.2 below. |
| ONLY) | |
| 4 | When most recently took part in any of the 15 activity categories – answer options include last week. |
| | SECTION 2 – LEISURE DAY VISITS IN PREVIOUS WEEK |
| 5 | Number of leisure visits taken in previous week involving any of 15 activities as determined at Q4 |
| 6 | Activities undertaken during each visit |
| 8 | Duration of trip |
| | SECTION 3 - 3+ HOUR LEISURE DAY VISITS IN PREVIOUS WEEK (questions asked only for visits lasting 3+ hours. A maximum of 3 visits asked about per |
| | respondent – selected randomly when more have been taken) |
| 13 | General type of place visited |
| 13a (INCLUDED | General type of place visited – single main place if more than one chosen at Q13 |
| FROM 2012) | |
| 13b | Region of main visit destination |
| 11 | Main destination - village, town or city |
| 12 | London borough visited |
| 14 | Type of place visit started from (home, work, other) |
| 15 | Name of village, town or city visit started from |
| 16 | Total distance travelled during visit (round trip from start to finish) |
| 17 | Single main form of transport used |
| 18 | Single main activity undertaken during visit |
| 19 | Detailed activity/activities undertaken during visit (list of 48 answer options) |























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| | Table 1.4 (continued) – GBDVS - Summary of questionnaire content |
|-----------------------|---|
| Question No. | Question (N.B. exact wording is not used below) |
| | SECTION 1 - GENERAL LIFE AND ACTIVITIES SECTION |
| Q20-Q22 | Inclusion of secondary destination(s) in visit |
| Q23 | Visit duration – overall, time spent travelling, time in different destinations |
| Q24-Q25 | Party composition |
| Q61 | Whether any members of visit party had a disability (INCLUDED FROM 2013) |
| Q26-Q28 | Visit expenditure - items purchased, amounts spent |
| Q29 | Regularity take visit i.e. to same place to do same activity |
| Q30 | Frequency take visit i.e. to same place to do same activity |
| (Only 2011 to 2013) | SECTION 4 – VISITOR EXPERIENCE (asked only for visits involving certain activities, used form TRI*M analysis in England only) |
| Q31 | Overall experience of destination |
| Q32 | Likelihood to recommend destination |
| Q33 | Likelihood to revisit destination |
| Q34 | Rating of destination compared to others in UK |
| | SECTION 5 – CLASSIFICATION QUESTIONS |
| Q40 | Region of residence |
| Q40b | London borough live in |
| Q41 | Village, town or city live in |
| Q45-Q47 | Place work in if different from place of residence |
| Q48-Q50 | Place study in if different from place of residence |
| Q51-Q52 | Place(s) take part in routine shopping, other routine activities |
| Demographic questions | Children in household |
| | Marital status |
| | Car access |
| | Working status |
| | Age when stopped full time education |
| | Socio-Economic Grade |
| | Internet usage (hours per week) |
| | Sexual orientation (Q62, INCLUDED FROM 2013) |
| | Ethnicity (Q63, INCLUDED FROM 2013) |

























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Data preparation and analysis

Data quality checks

The general quality checks in place to ensure the validity of panel respondents and the responses they provide are described on page 224. In addition to these general checks, a number of further checks were implemented either as part of the GBDVS questionnaire script, whereby respondents were asked to validate their own responses at certain points, or post fieldwork when checks were conducted by the Kantar study team to identify then correct or remove invalid responses.

The following quality checks were included within the survey script:

- Question 5 number of visits taken if respondents indicated that they had taken more than one leisure visit within a single day, a subsequent question was asked to ensure that these were actually separate outings (i.e. with the participant returning to their home/ workplace/ holiday accommodation) between visits rather than just separate stages of a single longer trip
- Question 23 visit duration if the sum of the durations spent at different stages of the visit varied from the previous response at Question 8 regarding total trip duration, respondents were asked to confirm or re-enter their response
- Question 27 expenditure if respondents claimed to have spent £500 or more on any single expenditure category they were asked to confirm or re-enter their response

























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Data preparation and analysis

In the processing of the annual data, further quality checks and edits were undertaken as follows:

- Region visited question 13b asks respondents to indicate where they visited, selecting answers from a list of Government Office Regions while question 11 recorded the name of the specific village, town or city visited. Post fieldwork, responses to question 11 were profiled at a number of geographic levels including Local Authority, Country and Government Office Region. Where the region of the village, town or city selected at question 11 did not match the region selected by the same respondent at question 13, responses were manually checked and corrected where possible. Also where a response of Don't Know was provided at question 13b, the response from question 11 was used to determine the region visited
- Visit Expenditure where the reported total expenditure for an individual visit exceeded £5,000 this visit was removed from the data as it was felt that the data was either unreliable or would have an undesirably disproportionate impact on the grossed estimates of total visits. Also, all other visits with a reported spend of over £500 were manually reviewed and any answers considered not to be viable were removed
- Very large expenditure weights similarly if following the above removal of visit spend outliers, the expenditure of visit weight for any individual visit still exceeded 500 (i.e. meaning that this single visit contributed £0.5m or more to grossed estimates) this visit would be removed from the data

























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Distance travelled

Question 16 asks respondents to indicate the total distance they travelled during their trip, selecting their response from a list of distance bands.

During 2011, an analysis was undertaken to determine the accuracy of responses to this question by taking data on the start and end points of visits to derive the actual distances between these points. Full details of this exercise and its outcomes are provided in the appendix.

In summary, this comparison found that the distances provided by respondents were often inaccurate with the claimed distance typically lower than the real distance travelled. To improve the accuracy of responses at this question, from January 2012, a change was made to the question to increase the number of distance bands available to respondents who claimed to have travelled more than 100 miles. The change made involved the replacement of the original single answer option of 'over 100 miles' with 5 new bands -.'101 to 149 miles', '150 to 200 miles', '201 to 250 miles', '251 to 300 miles' and 'over 300 miles'. Also from January 2012 the 'don't know' answer option was made more prominent to ensure that respondents with no idea of the distance travelled on their visit provided this response rather than a guessed distance.

Given the above, the data collected at question 16 should be treated as indicative of total distances travelled. Accordingly when results from this question are presented they are labelled 'claimed distances'.

























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Defining Tourism Day Visits

The World Tourism Organisation (UNWTO) defines a Tourism Day Visit as a same day visit taken for leisure purposes outside of the participants 'usual environment'. However, there is no definitive UNWTO definition of 'usual environment'. Instead, recognising the impact of national variations in factors such as population density and transport accessibility, UNWTO recommend that national tourism organisations determine their own definitions of 'usual environment', taking account of the following criteria:

- The frequency of trip UNWTO propose that places frequently visited within an individual's 'current life routine' should be considered as their 'usual environment'. This includes usual places of work or study and other regularly visited places such as the homes of friends or relatives or shopping centres, even if they are some distance from home or in a different administrative area
- The duration of trip UNWTO propose that countries should take account of the duration of visits when determining a definition of usual environment. No specific recommendations such as minimum durations are provided
- The crossing of administrative borders and distance from usual place of residence recognising the varying scale of administrative areas in different countries and the fact that individuals live at different distances from borders, UNWTO recommend that the crossing of administrative borders and distance from home should be considered together when establishing the limits of an individual's usual environment

These criteria were all taken into account in the design of the GBDVS questionnaire and subsequent decisions regarding how best to analyse Tourism Day Visits as discussed in the next page.



























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GBDVS captures headline data on the volume of visits from home involving any of the activities listed in the table below. Any participation in the above activities, outside of the respondent's home but in any place within the UK could be considered to be a Leisure Day Visit. When more than one activity was undertaken within a single trip away from home (e.g. undertaking outdoor leisure activities and going out for a meal), this would be treated as a single Leisure Day Visit and the main activity undertaken was also recorded.

Table 1.6 – Leisure activities included in definition of Leisure Day Visit

Visiting friends or family for leisure

'Special' shopping for items that you do not regularly buy

Going out for a meal

Going on a night out to a bar, pub and/or club

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

Table 1.6 (continued) – Leisure activities included in definition of Leisure Day Visit

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

Taking part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)

Taking part in sports, including exercise classes, going to the gym, etc.

Watching live sporting events (not on TV)

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

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

Going to special events of a personal nature such as a wedding, graduation, christening, etc.

Going on days out to a to a beauty or health spa/centre, etc.

Going on general days out/ to explore an area

Going on day trips/excursions for other leisure purpose not mentioned above

Respondents provided information on the volume of Leisure Day Visits taken and then full details of any Leisure Day Visits lasting 3 hours or more. Further filters based on the regularity of visit and place visited were then applied to these visits to define the subset of Tourism Day Visits:

- Regularity the participant must indicate that the visit (i.e. same activity in same place) is not undertaken 'very regularly' (i.e. as recorded at question 29)
- Place the destination of the visit must be different from the place (i.e. city, town, village or London borough) where the participant lives. If the visit is taken from a workplace, the destination must be in a different place from the workplace. However this rule is not applied when the visit has involved watching live sporting events, going to visitor attractions or going to special public events

The definitions were agreed by the survey sponsors following a significant amount of discussion and testing of alternative definitions. The final definition meets the UNWTO recommendations by taking account of the activity undertaken (i.e., as listed above), visit duration (at least 3 hours overall), how regularly the trip is taken and the place visited.



























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Defining Activities Core to Tourism

In addition to 3+hours and Tourism Day Visits sections, a new section allowing a better view of the volume and expenditure of the touristic activities in the UK was added: the Activities Core to Tourism section.

Effectively, this new section is a subset of the Tourism Day Visit and includes only respondents that undertook certain activities as seen in the table on the right hand side.

Like with the TDV section, the definition of this new section was agreed by the survey sponsors following a significant amount of discussion.

Table 1.7 - Leisure activities included in definition of Activities Core to Tourism

Going out for entertainment (i.e. concert or theatre)

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

Watch live sporting event (not on TV)

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

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

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

Going to special events of a personal nature such as a wedding, graduation, christening, etc.

Going on general days out/ to explore an area

But excluding going to the cinema



























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Weighting development

As described previously, quotas are used in the GBDVS data collection stage to increase the representivity of the survey sample on the basis of certain key demographics and by geography. However to correct for any remaining biases and further increase the representivity of the survey, data weights are also applied during the processing of each month's results.

The outputs of this process include estimates of the total volume of Tourism Day Visits taken by the GB adult population and results representative of the adult population and the visits they have taken over the study period. The following sections describe the weighting stages applied and some of the key considerations when each of the stages were developed.

Demographic weighting

This stage of weighting is applied to correct' for variations between the demographic distribution of respondents and the GB population. Table 1.2 illustrates how the fieldwork quotas applied ensured that the sample was representative of the wider population in terms of a number of broad gender, age, working status and socio-economic groups. However when the profile of survey data set is compared with the population profile on the basis of other demographic variables, certain groups can be seen to be over or under represented. For example when age and gender are interlocked there is an under representation of males aged 16 to 24 but over representation of males aged 65 and over.

Similarly, as discussed previously, the sample contains a lower proportion of people who terminated education aged 16 years or over than is found in the GB population and, as might be expected given the survey mode, most panelists are very regular Internet users (93% accessing on a daily basis compared to 60% amongst the GB adult population).

In developing the weighting solution it was important to take account of these variations between the sample population and GB population profile. The review undertaken to develop a weight solution also found that the demographics most correlated to levels of visit taking included age, socio-economic group, age of terminating education and car ownership and data from the offline surveying indicated that certain groups were more likely than others to use the Internet very frequently (more details are provided later in the report).

As such, based on the results of this review, during 2011 a large number of alternative weighting solutions were tested to find the best balance between increasing the representivity of the survey data and maintaining an acceptably high level of weighting efficiency (i.e. data is 'lost' when weighting is applied to data and increasing the number of weighting factors will typically have a negative effect on weighting efficiency). Each of these solutions was reviewed and discussed in detail with the client group to determine the most appropriate solution for the ongoing survey.



























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Following this process it was decided that the following series of demographic weights should be applied to each month's data:

- Gender (male/female), age (16-24/25-44/45-64/65+) and region (GOR x 11) interlocked
- Social grade
- Age terminated education

By applying this combination of weights the overall weighting efficiency has been found to be around 70% on average.

This means that while a total of 34,319 interviews were conducted in GBDVS during 2018, the effective sample size is around 25,000. The weighting targets used are provided in the tables in this page and the next one (figures in thousands) the overall sum of these weights is 49.236 million, reflecting the size of the GB adult population.

| Table 1.8 Social grade and TAE weighting targe | ts |
|--|----|
| ('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 |



























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| Table 1.9 Age x | Gender x | Region weighting targets ('000s) | |
|------------------------------|----------|---------------------------------------|-----|
| East Midlands Male 16-24 | 284 | South West Male 16-24 | 322 |
| East Midlands Male 25-44 | 580 | South West Male 25-44 | 650 |
| East Midlands Male 45-64 | 585 | South West Male 45-64 | 685 |
| East Midlands Male 65+ | 346 | South West Male 65+ | 460 |
| East Midlands Female 16-24 | 269 | South West Female 16-24 | 293 |
| East Midlands Female 25-44 | 584 | South West Female 25-44 | 641 |
| East Midlands Female 45-64 | 593 | South West Female 45-64 | 721 |
| East Midlands Female 65+ | 423 | South West Female 65+ | 575 |
| East of England Male 16-24 | 334 | West Midlands Male 16-24 | 339 |
| East of England Male 25-44 | 782 | West Midlands Male 25-44 | 705 |
| East of England Male 45-64 | 748 | West Midlands Male 45-64 | 685 |
| East of England Male 65+ | 455 | West Midlands Male 65+ | 415 |
| East of England Female 16-24 | 308 | West Midlands Female 16-24 | 325 |
| East of England Female 25-44 | 774 | West Midlands Female 25-44 | 710 |
| East of England Female 45-64 | 769 | West Midlands Female 45-64 | 699 |
| East of England Female 65+ | 564 | West Midlands Female 65+ | 522 |
| London Male 16-24 | 455 | Yorkshire and the Humber Male 16-24 | 363 |
| London Male 25-44 | 1,442 | Yorkshire and the Humber Male 25-44 | 709 |
| London Male 45-64 | 827 | Yorkshire and the Humber Male 45-64 | 664 |
| London Male 65+ | 390 | Yorkshire and the Humber Male 65+ | 382 |
| London Female 16-24 | 440 | Yorkshire and the Humber Female 16-24 | 344 |
| London Female 25-44 | 1,368 | Yorkshire and the Humber Female 25-44 | 703 |
| London Female 45-64 | 861 | Yorkshire and the Humber Female 45-64 | 677 |
| London Female 65+ | 512 | Yorkshire and the Humber Female 65+ | 486 |
| | | | |

| Table 1.9 Age x | Gender x | Region weighting targets ('000s) | |
|-------------------------|----------|----------------------------------|-----|
| North East Male 16-24 | 175 | Scotland Male 16-24 | 319 |
| North East Male 25-44 | 329 | Scotland Male 25-44 | 682 |
| North East Male 45-64 | 344 | Scotland Male 45-64 | 688 |
| North East Male 65+ | 197 | Scotland Male 65+ | 375 |
| North East Female 16-24 | 163 | Scotland Female 16-24 | 306 |
| North East Female 25-44 | 334 | Scotland Female 25-44 | 704 |
| North East Female 45-64 | 355 | Scotland Female 45-64 | 732 |
| North East Female 65+ | 252 | Scotland Female 65+ | 504 |
| North West Male 16-24 | 447 | Wales Male 16-24 | 193 |
| North West Male 25-44 | 907 | Wales Male 25-44 | 358 |
| North West Male 45-64 | 887 | Wales Male 45-64 | 390 |
| North West Male 65+ | 508 | Wales Male 65+ | 247 |
| North West Female 16-24 | 427 | Wales Female 16-24 | 182 |
| North West Female 25-44 | 898 | Wales Female 25-44 | 369 |
| North West Female 45-64 | 912 | Wales Female 45-64 | 408 |
| North West Female 65+ | 652 | Wales Female 65+ | 311 |
| South East Male 16-24 | 500 | | |
| South East Male 25-44 | 1,115 | | |
| South East Male 45-64 | 1096 | | |
| South East Male 65+ | 646 | | |
| South East Female 16-24 | 469 | | |
| South East Female 25-44 | 1,133 | | |
| South East Female 45-64 | 1,131 | | |
| South East Female 65+ | 823 | | |

























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Visit weighting

In many of the data outputs from GBDVS, the weighted base represents all of the visits taken by GB residents over the period of interest (i.e. month, quarter or year). To obtain data at this level, further weights must be applied in addition to the demographic weights.

The approaches followed to apply this visit level weighting are very similar to those followed in previous surveys of Day Visits (e.g. ELVS in 2005 and GBDVS in 2002) and in other ongoing monitors of leisure participation such as the Monitor of Engagement with the Natural Environment which is undertaken by Natural England.

In summary the following steps are followed:

 The total claimed number of trips is calculated for each respondent (TCT).
 That is the total number of trips of 3 hours duration taken in the previous week, as recorded at question 8

- The total number of trips with details given is calculated for each respondent (TDT). That is the number of trips asked about in Section 3 of the questionnaire (Q13 to Q30) which is capped at a maximum of 3
- The Trip Correction Factor (TCF) for each respondent is calculated as follows: TCF=TCT/TDT
- The Calendar Month Factor (CMF) is calculated as the total days in the reporting month divided by the number of days reported by each respondent as falling into that month
- The Total Visit Weight (TVW) is calculated for each respondent as the product of their Demographic Weight (DW), Trip Correction Factor (TCF) and Calendar Month Factor (CMF)
- The estimate of the total number of visits taken in each month by the GB adult population is the sum of the Total Visit Weights

Following this process weighted estimates of the volume of visits taken and the profile of these visits have been produced for each month. Quarterly and annual results have then been obtained by combining these estimates.

Expenditure of visit weighting

GBDVS visit based results are also presented in terms of the expenditure of expenditure made during visits. To obtain results at this level, a further weight is applied to each visit recorded using responses to question 27 regarding total visit spend. In summary, the Total Visit expenditure Weight (TVVW) is obtained by multiplying the Total Visit Weight (TVW) by total visit spend.



























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Offline survey

Undertaking GBDVS using an online survey method represented a significant change from the approaches followed in previous surveys regarding leisure and tourism participation. Indeed GBDVS is one of the largest monitors undertaken using an online approach with most other surveys conducted by the public sector in the UK continuing to administered through 'traditional' face to face or telephone survey methods.

Given this innovative nature of the GBDVS approach, during the first year of fieldwork it was felt important that some parallel offline surveying was undertaken. The purpose of this parallel data collection was to provide a measure of the validity of the data collected online and thereby identify measures that could be taken to increase the robustness of data. Comparison of the data collected online and offline focused upon the following key areas:

- Mode effect i.e. differences in the data collected through the interviewer administered approach traditionally used in surveys of this nature to an online self completion approach
- The effect of the online sample being dominated by people who regularly access the Internet
- Details of visits report comparing the profile of visits reported using each mode

Approach

6 waves of offline surveying were undertaken on the following dates to achieve a total sample of 6,363:

- w/b 21st February 2011 1,009 interviews
- w/b 23rd May 2011 1,255 interviews
- w/b 27th July 2011 1,026 interviews
- w/b 8th August 2011 980 interviews
- w/b 10th October 2011 1,052 interviews
- w/b 12th December 2011 1,041 interviews

In each survey wave a shortened version of the GBDVS questionnaire was included in the Kantar in-home omnibus. To minimise the mode effect the questions were worded identically and scripted in a self completion format, allowing interviewers to hand their CAPI tablet computer to the respondent to allow them to complete the questionnaire themselves.

The profile of this sample was in line with the standard in-home omnibus quotas (based on gender, age and working status) and the data were subsequently weighted using an identical approach to that used for the online data.



























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Mode effect

Comparing the weighted data collected online with the weighted data collected offline, we see that in the offline approach details of around a third (34%) fewer 3 hours+ visits are recorded overall. A similar difference is found if this comparison is based only on those respondents who access the Internet daily.

These differences provide an indication of the scale of the mode effect i.e. when demographic and internet usage variations are controlled for through the application of weights and focusing the analysis on regular Internet users only, most of the remaining difference in the results is likely to relate to differences in how responses are given when completing the survey in different ways.

For example the lower volume of visits typically recorded in the off line survey may relate to respondents abbreviating their responses as they feel under pressure to complete the survey quickly as an interviewer is present. However, while the online survey provides respondents with more time to provide a full and considered response, its self completion nature could lead to respondents misunderstanding questions so potentially providing invalid responses.

Sample profile

As shown in the table below by definition, all of those who responded to the main GBDVS online in 2011 had internet access while in the parallel offline surveying 24% of respondents had no access to the Internet. Also, over the course of 2011, 78% of the online survey interviews were conducted with respondents who claimed to access the Internet on a daily basis some for many hours per day, this compared with 53% of the offline sample.

| Table 1.10 sample profile by internet usage | Full GBDVS online sample | Off-line sample |
|--|-----------------------------------|--------------------|
| No Internet access | - | 24% |
| Any Internet access | 100% | 76% |
| Daily Internet | 78% | 53% |

The data collected in the off-line survey could be used to compare the demographic profile of daily Internet users with those people who accessed the Internet less frequently or never. This comparison found that age, gender, working status and age of completing education were all found to be correlated to whether or not an individual accessed the Internet daily. Most significantly, daily internet users were more likely to be male, aged under 45, working and to have completed education aged 17 or over.

These findings reinforced the importance of using these demographic variables as survey quotas and in the final weighting solution to counteract for some of the potential biases caused by the high proportion of daily Internet users in a sample drawn from an online panel.

























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Further results comparison

As mentioned above, the off-line approach provides estimates of the volume of 3 hours+ visits taken which area around a third higher than obtained from the online approach. Following a review it has been concluded that most of this difference is likely to be a mode effect rather than related to the sample profile.

The off-line survey waves also collected details regarding general frequency of participation in leisure activities and the profile of day visits (i.e. destination type, activities undertaken, etc.).

In summary a comparison of this range of different results illustrated the following:

- In results where respondents were asked whether or not they had undertaken a particular leisure activity and frequency of participation in this activity (i.e. at questions 3 and 4), respondents in the online survey were consistently more likely to report participation than those interviewed in the off-line interviewer administered approach. This is similar to the overall higher levels of reporting of visit participation and is also likely to be related to how respondents complete the questionnaire i.e. with online respondents taking more time to complete responses than those conducting the interviewer administered questionnaire
- However it is notable that in results relating to the profile of visits taken for example the places visited, activities undertaken and distances travelled - the results obtained in the online and off-line surveying were very similar. This similarity was also found in the piloting of different methods undertaken by ETIP in 2009 and 2010

Further outputs form the off-line surveying (including data tables and further charts illustrating comparisons of the data collected using the different modes) are available separately.

























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Accuracy of results

The previous sections of this report have outlined the many measures taken to ensure that the data collected in GBDVS are as accurate a possible and that subsequent analysis stages provide results which are as representative as possible of the GB adult population.

Normally in a large survey of this nature the confidence intervals associated with key results are calculated to provide an indication of the accuracy of these findings. However, as discussed previously, in any survey conducted through an online panel approach, rather than being selected at random the respondents 'opt-in' to the survey. Therefore the approaches normally followed to calculate confidence intervals cannot be relied upon to provide a complete measure of the accuracy of the survey findings and only indicative estimates of the accuracy of GBDVS can be provided.

GBDVS 2018 involved some 34,319 interviews and the weighting solution used was estimated to have an efficiency of around 70%. On that basis the effective total sample size was estimated at around 25,000.

The table on the right hand side illustrates the margins of error that would be associated with results obtained with this total effective sample and with the equivalent national samples if data collection was undertaking using a pure random probability sampling approach.

| Table 1.11 | Margin of error at 95% levels of confidence with a Simple Random Sample | | |
|-----------------------|---|---------------|--------------------------------|
| | All Responde nts | In England | In Scotland and Wales |
| Effective sample size | 25,000 | 17,500 | 3,500 |
| Result | | | |
| 10% or 90% | +/ 0.31% | +/- 0.37% | +/- 0.99% |
| 20% or 80% | +/- 0.42% | +/- 0.50% | +/- 1.33% |
| 30% or 70% | +/- 0.48% | +/- 0.57% | +/- 1.52% |
| 40% or 60% | +/- 0.51% | +/- 0.61% | +/- 1.62% |
| 50% | +/- 0.52% | +/- 0.62% | +/- 1.66% |

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

As this survey is conducted using an inhome 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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