

Great Britain Day Visits Survey 2011

This update summarises the top line results of the Great Britain Day Visits Survey 2011 in respect of Wales.

The Great Britain Day Visits Survey (GBDVS) has been undertaken jointly with Visit England and Visit Scotland and will be the source of official statistics on day visits by British residents to destinations throughout Britain. Top line figures presented here are provisional and may be subject to final revision. The survey data will be further analysed at lower levels of disaggregation in due course.

The 2011 survey took the form of some 38,000 online interviews throughout Britain during the course of 2011, with the Wales resident sample boosted to approximately 5,000 in order to permit more detailed secondary analysis in due course. It is the first all-Britain survey of this sort.

Main results for Wales

- 102 million tourism day visits were made by British residents to destinations in Wales in 2011, generating expenditure of £2.939 billion. Tourism day visits are defined as of 3 hours+ duration (including travel time), for leisure purposes, non-routine and (with the exception of visits to tourist attractions and special events) outside the place of residence or workplace. Average expenditure per person per visit was thus approximately £29.
- Wales' share of all tourism day visits made by British residents to destinations in Great Britain was 6.6% and of all expenditure on such trips, Wales' share was 5.5%.
- Day visits are significant throughout the year with some 18% of the annual total being taken in the January-March quarter, 27% in the April-June quarter, 31% in the peak July-September quarter and 24% in the fourth October-December quarter.
- In terms of destination type, 31% of the visits were to cities/large towns, 25% to small towns, 16% to villages and 19% to the rural countryside. Some 15% of trips were to seaside towns or resorts and a further 8% to beaches.
- A wide range of Main Activities undertaken on the trip were recorded: some 22% visited friends or family, 12% involved a 'night out', 11% involved going out for a meal, 10% involved outdoor activities, 5% were to visit attractions and 4% were for 'special shopping'.
- Expenditure on tourism day visits in Wales was split approximately as follows: Transport costs (including fuel, fares, parking) (23%); Eating and Drinking (44%), Entrance Charges (12%), 'Special' (i.e. non-routine) shopping (17%), other items (4%).

Analyst: Robert Lewis

Tel: 0300 061 6026

E-mail: Robert.Lewis@wales.gsi.gov.uk

Cyhoeddwyd gan Y Gwasanaethau Gwybodaeth a Dadansoddi
Llywodraeth Cymru, Parc Cathays, Caerdydd, CF10 3NQ
Ffôn – Swyddfa'r Wasg **029 2089 8099**, Ymholiadau Cyhoeddus **029 2082 3332**
www.cymru.gov.uk/ystadegau

Issued by Knowledge and Analytical Services
Welsh Government, Cathays Park, Cardiff, CF10 3NQ
Telephone – Press Office **029 2089 8099**, Public Enquiries **029 2082 5050**
www.wales.gov.uk/statistics



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Key Quality Information

The 2011 Great Britain Day Visit Survey (GBDVS) was commissioned jointly by the national tourist boards of VisitEngland (VE), VisitScotland (VS) and Visit Wales (the Tourism Department of the Welsh Government) and undertaken by research agency TNS.

The survey aims to measure the volume, value and profile of Tourism Day Visits taken by GB residents to destinations in England, Scotland, Wales and Northern Ireland. Fieldwork is undertaken on a weekly basis and will continue to at least the end of 2012.

GBDVS 2011 was conducted using an online methodology with 38,083 interviews conducted with adults aged 16 and over resident in England, Scotland and Wales during 52 weekly survey waves.

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

Final results were then weighted to further improve the representivity of the outputs. The weighting solution used was developed for the survey by TNS, informed by a significant programme of parallel off-line interviewing (involving over 6,000 in-home interviews).