

The GB Day Visitor

Statistics 2015



GB Day Visits 2015

This report presents the main findings of the 2015 Great Britain Day Visits Survey (GBDVS 2015). The survey measures participation in Tourism Day Visits taken to destinations in the UK (including Northern Ireland) by the residents of England, Scotland and Wales.

GBDVS 2015 is jointly sponsored by the statutory tourist boards of England and Scotland and Visit Wales (the Tourism Department of the Welsh Government).

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Introduction



Section 1: Introduction

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

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

This report contains the results of the 2015 survey, including comparisons of these results with those obtained in 2011 to 2014. While previous surveys have been conducted with similar objectives (most recently the 2002/3 GB Day Visits Survey and 2005 England Leisure Visits Survey), changes in survey methodology and how Tourism Day Visits are defined mean that results from the GBDVS surveys are not directly comparable with those from these earlier surveys.

Survey methods

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

Sample design

GBDVS 2015 was undertaken using an online methodology with a total of 35,664 interviews conducted with adults aged 16 and over who were resident in England, Scotland and Wales during 52 weekly survey waves.

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

Weighting

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

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

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

Further details of the weighting approach are provided in the appendix. More details of the parallel off-line interviewing are included in the Methods and Performance report.

Questionnaire content

During each survey wave, respondents were asked to record details of their general leisure participation, leisure activities they had undertaken during the previous week (focusing on visits of 3+ hour duration) and key information about their demographics and place of residence and work or study. Focusing upon leisure participation during the previous week helped to ensure that the responses provided were more accurate than if a longer recall period had been used.

Table 1.1 below provides a summary of the GBDVS 2015 questionnaire content, the full questionnaire is appended to the Methods and Performance report.

Table 1.1 – GBDVS 2015 Summary of questionnaire content	
Question no.	Question (N.B. exact wording is not used below)
Section 1	General life and activities section
1	When most recently returned from an overnight trip in the UK
4	When most recently took part in any of the 15 activity categories – answer options include last week
Section 2	Leisure Day Visits in previous week
5	Number of leisure visits taken in previous week involving any of 15 activities as determined at Q4
6	Activities undertaken during each visit
8	Duration of trip
Section 3	3+ hour leisure day visits in previous week (questions asked only for visits lasting 3+ hours. A maximum of three visits asked about per respondent – selected randomly when more have been taken)
13	General type of place visited
13a	General type of place visited – single main place if more than one chosen at Q13
13b	Region of main visit destination
11	Main destination – village, town or city
12	London borough visited
14	Type of place visit started from (home, work, other)
15	Name of village, town or city visit started from
16	Total distance travelled during visit (round trip from start to finish)
17	Single main form of transport used
18	Single main activity undertaken during visit
19	Detailed activity/activities undertaken during visit (list of answer options)
20-22	Inclusion of secondary destination(s) in visit
23	Visit duration – overall, time spent travelling, time in different destinations
24-25	Party composition
26-28	Visit expenditure – items purchased, amounts spent
29	Regularity take visit i.e. to same place to do same activity
30	Frequency take visit i.e. to same place to do same activity
Section 5	Classification questions
40	Region of residence
40b	London borough live in
41	Village, town or city live in
45-47	Place work in if different from place of residence
48-50	Place study in if different from place of residence
51-52	Place(s) take part in routine shopping, other routine activities

Table 1.1 – GBDVS 2015 Summary of questionnaire content

Question no.	Question (N.B. exact wording is not used below)
Demographic questions	Children in household
	Marital status
	Car access
	Working status
	Age when stopped full time education
	Socio-Economic Grade
	Internet usage (hours per week)
	Disability and accessibility
	Sexual orientation
	Ethnicity

Note: Questions on disability and accessibility, sexual orientation and ethnicity were added from 2013. Codes relating to attending Rugby World Cup 2015 events.

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

Visit sample sizes

Following this approach, during the 52 weeks of fieldwork conducted for the 2015 survey, key details were recorded in Section 2 of the questionnaire for 114,339 Leisure Day Visits. Of this total, full details were recorded in Section 3 for those 30,991 Leisure Day Visits which lasted at least 3 hours in duration. As described in the next section, a subset of 18,732 of these visits were subsequently classified as Tourism Day Visits, defined as not taken on a regular basis and located outside of the participant's 'usual environment'.

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

Table 1.2 – Visit sample sizes by country of residence

	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits
GB total	114,339	30,991	18,732
England	81,500	22,222	13,796
Scotland	16,483	4,486	2,425
Wales	16,356	4,283	2,511

Definitions

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

Table 1.3 – Leisure activities included in definition of Leisure Day Visit

Visiting friends or family for leisure
'Special' shopping for items that you do not regularly buy
Going out for a meal
Going on a night out to a bar, pub and/or club
Going out for entertainment – to a cinema, concert or theatre
Undertaking outdoor leisure activities such as walking, cycling, golf, etc.
Taking part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)
Taking part in sports, including exercise classes, going to the gym, etc.
Watching live sporting events (not on TV)
Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.
Going to special public event such as a festival, exhibition, etc.
Going to special events of a personal nature such as a wedding, graduation, christening, etc.
Going on days out to a beauty or health spa/centre, etc.
Going on general days out/to explore an area
Going on day trips/excursions for other leisure purpose not mentioned above

Any participation in the above activities, outside of the respondent's home but in any place within the UK¹ could be considered to be a **Leisure Day Visit**. When more than one activity was undertaken within a single trip away from home (e.g. undertaking outdoor leisure activities and going out for a meal), this would be treated as a single Leisure Day Visit and the main activity undertaken was also recorded.

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

In GBDVS 2015, respondents provided information on the volume of Leisure Day Visits taken and then full details of any **Leisure Day Visits lasting 3 hours or more**. Where the details of these visits are reported they are described as **3 hour+ Leisure Day Visits**.

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

- **Activities** – involving participation in one or more of the activities listed in Table 1.1
- **Duration** – lasting at least 3 hours, including time spent travelling to the destination
- **Regularity** – the participant indicates that the visit (i.e. same activity in same place) is not undertaken 'very regularly' (i.e. as recorded at Q29)
- **Place** – the destination of the visit is different from the place (i.e. city, town, village or London borough) where the participant lives. If the visit is taken from a workplace, the destination is in a different place from the workplace. This rule is not applied when the visit has involved watching live sporting events, going to visitor attractions or going to special public events

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

Type of place visited

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

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

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

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

Rounding of percentages

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

Scope of this report

This report provides the main results of GBDVS 2015 including estimates of the total volume and value of Tourism Day Visits and the main results regarding activities undertaken, places visited, transport types used, money spent during visits and the profile of visitors. Results are provided at an overall GB level and individually for visits taken to destinations in England, Scotland and Wales.

Local Authority boundary changes updates in 2015

To reflect the latest boundary definitions for local authorities (changes made in 2009) and to bring these region definitions in line with the accompanying GB Tourism Survey for overnight domestic tourism, the regional definitions for Wales and Scotland have been updated. These areas are now derived using the main town location of the visit, and the definitions below now indicate the Local Authorities within each region of Wales and Scotland. The England regions and national totals are unaffected by these changes and continue to be defined by former Government Office Regions.

Local authority and county level data for 2015 featured in Section 3 and Section 5 of this report have also been updated to reflect new changes.

Please note that 2015 is the first year these new definitions have been used and that data in this report for preceding years featuring regional splits uses the old definition of the regions.

Welsh results are provided on the basis of the Regional Tourism Partnership areas, defined as follows (updates highlighted bold):

- **North Wales** – Anglesey, **Gwynedd (partial)**, Conwy, Denbighshire, Wrexham and Flintshire
- **Mid Wales** – Ceredigion, Powys and **Gwynedd (partial)**
- **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 (updates highlighted bold):

- **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 and South Lanarkshire local authority areas (Ayrshire local authorities are no longer defined as being part of the West Scotland region)
- **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, Scottish Borders, **East Ayrshire, North Ayrshire** and **South Ayrshire** local authority areas (Ayrshire local authorities are

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

While the focus of this report is upon Tourism Day Visits, Section 4 provides some of the broader results regarding general leisure participation and the incidence of 3 hour+ Leisure Day Visits. Data tables containing estimates of the volume and value of Tourism Day Visits and 3 hour+ Leisure Day Visits are included in Section 5.

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

Tourism Day Visits



Section 2: Tourism Day Visits

This section describes the volume, value and characteristics of Tourism Day Visits taken by GB residents during 2015.

Volume and value of visits

During 2015, GB residents took a total of 1,525 million Tourism Day Visits to destinations in England, Scotland or Wales; and around £54 billion was spent during these trips.

Geographic distribution of visits

Table 2.1 illustrates the volume and value of visits by country. England saw the highest number of visits (1,298 million visits or 85% of the total) while 8% of visits (124 million) were taken to Scottish destinations and 5% to places in Wales (75 million). The distribution of expenditure during visits broadly reflects this pattern.

London had the greatest share of visits amongst the English regions (280 million visits) where the total value of day visits during 2015 was around £11.6 billion. The English region with the lowest volume of visits was the North East, the destination for an estimated 57 million visits involving around £2.1 billion expenditure.

In Scotland the largest volume of visits were taken to destinations in the West (45 million) while in Wales the largest volume of visits were taken in the South East (30 million).

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

Volume and value of GB Tourism Day Visits over time

The 1,525 million Tourism Day Visits that were taken by GB residents during 2015 is lower than compared to those taken in 2014 (1,585 million Tourism Day Visits), falling by -4%. Total expenditure during these visits remained unchanged year-on-year, however, at £53.9 billion in 2015 and £53.8 billion in 2014.

When looking individually at each of the GB nations, the volume of Tourism Day Visits in England also decreased between 2014 and 2015, from 1,345 million to 1,298 million, while the value of these trips increased by +3% to £46.4 billion. Scotland also saw the volume of Tourism day Visits decline compared to 2014, falling by -2% to 124 million, and the value also fell by -22% from £5.0 billion in 2014 to £3.9 billion in 2015. Wales Tourism Day Visits also followed the general pattern of decline with visit volumes falling from 90 million in 2014 to 75 million in 2015, while the value of these visits rose slightly (+1%) to £2.7 billion.

For further details on Tourism Day Visit trends between 2011 and 2015, please refer to Section 3 of this report.

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

	Visits		Expenditure		GB population distribution (16+ population)
	Millions	% of total	Millions	% of total	% of total
GB total	1,525	100%	£53,863	100%	
English Regions	Millions	% of total	Millions	% of total	% of total
North East England	57	4%	£2,053	4%	4%
North West England	159	10%	£5,776	11%	12%
Yorkshire and The Humber	120	8%	£3,701	7%	9%
East Midlands	97	6%	£3,290	6%	7%
West Midlands	115	8%	£4,692	9%	9%
East of England	118	8%	£3,526	7%	10%
London	280	18%	£11,571	22%	13%
South East England	216	14%	£6,627	12%	14%
South West England	136	9%	£5,186	10%	9%
England	1,298	85%	£46,422	86%	86%
Scottish Regions	Millions	% of total	Millions	% of total	% of total
North Scotland	14	1%	428	1%	2%
West Scotland	45	3%	1561	4%	4%
East Scotland	40	3%	1243	4%	3%
South Scotland	17	1%	506	*	1%
Scotland total	124	8%	£3,922	7%	9%
Welsh Regions	Millions	% of total	Millions	% of total	% of total
North Wales	18	1%	481	1%	1%
Mid Wales	10	1%	317	1%	*
South West Wales	16	1%	604	1%	1%
South East Wales	30	2%	1302	2%	2%
Wales total	75	5%	£2,715	5%	5%

Note: * Less than 0.5%

The above estimates for countries and English regions are based on the regions respondents claimed to visit during their trip while estimates of visits to Scottish and Welsh regions are based on a classification of data collected regarding the villages, towns and cities included in trips. More detailed data on the volumes of visits taken to individual counties and other smaller geographic areas is provided in Tables 2.15 to 2.21.

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

	Visits						Expenditure					
	2011	2012	2013	2014	2015	% change 2015/2014	2011	2012	2013	2014	2015	% change 2015/2014
	Millions	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	Millions	
England	1,307	1,467	1,370	1,345	1,298	-3%	£42,670	£48,459	£46,024	£45,101	£46,422	+3%
Scotland	134	142	124	127	124	-2%	£6,152	£4,651	£4,647	£5,020	£3,922	-22%
Wales	102	101	89	90	75	-17%	£2,939	£3,834	£3,061	£2,677	£2,715	+1%
GB total	1,545	1,712	1,588	1,585	1,525	-4%	£52,040	£57,052	£53,947	£53,768	£53,863	0%

Note: Aside from figures highlighted in table 3.1 in section 3, all expenditure figures in this report feature historic prices

Seasonal distribution of visits

Figures 2.1 and 2.2 illustrate seasonal variations in visit volumes and expenditure. Summer months see that largest volume of visits and August was the month with the most visits (167 million visits), the first quarter of the year saw the lowest number of visits. The seasonal variation is less apparent by total expenditure by month as illustrated in Figure 2.2, and September Tourism Day Visits saw the highest levels of expenditure (£6.0 billion).

Figure 2.1 – 2015 Tourism Day Visits: Volume of visits by month (millions)

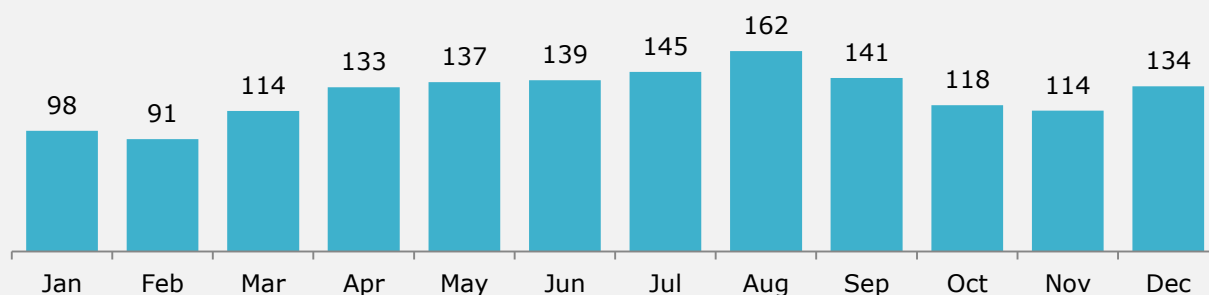


Figure 2.2 – 2015 Tourism Day Visits: Expenditure on visits by month (£ millions)

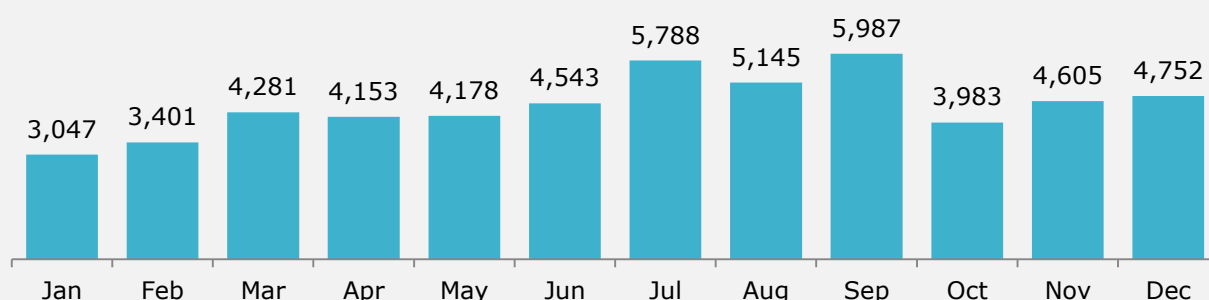


Table 2.2 illustrates the quarterly volumes of visits and total visit expenditure within each of the GB nations. The seasonal effect is more noticeable in volumes of visits taken in Scotland, while England and Wales saw a more steady distribution of visits throughout 2015.

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

Visits	GB		England		Scotland		Wales	
Quarter	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan – Mar	303	20%	259	20%	24	19%	17	23%
Apr – Jun	409	27%	349	27%	32	26%	18	24%
Jul – Sep	448	29%	375	29%	41	33%	21	28%
Oct – Dec	366	24%	315	24%	28	22%	19	25%
Total	1,525		1,298		124		75	

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

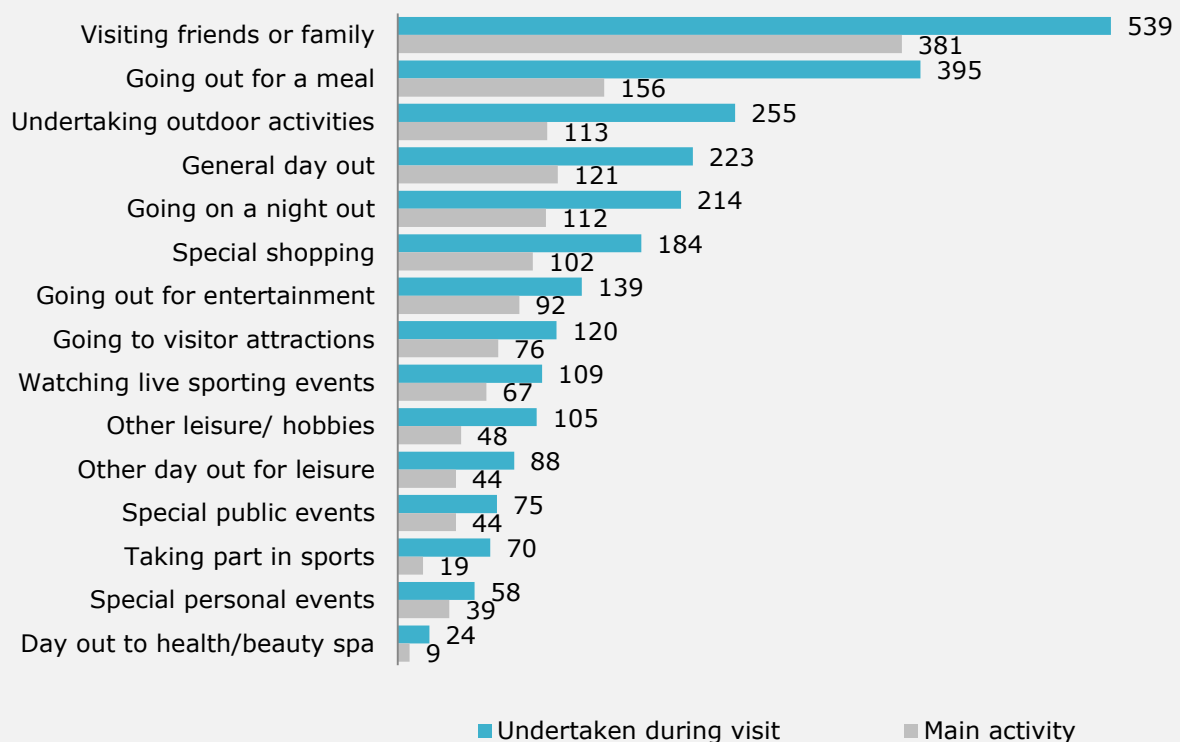
Expenditure	GB		England		Scotland		Wales	
Quarter	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan – Mar	£10,729	20%	£9,221	20%	£877	22%	£575	21%
Apr – Jun	£12,874	24%	£11,215	24%	£913	23%	£474	17%
Jul – Sep	£16,920	31%	£14,539	31%	£1,085	28%	£964	36%
Oct – Dec	£13,340	25%	£11,447	25%	£1,047	27%	£701	26%
Total	£53,863		£46,423		£3,922		£2,715	

Activities undertaken

General activities

Figure 2.3 below illustrates the volumes of visits involving participation in one or more of a list of general leisure activities and the volumes of visit where these activities were identified as the single main activity undertaken. Overall, seeing friends or family were the most common purpose of visit, with 539 million (35%) of the Tourism Day Visits taken by GB residents in 2015 for this reason, and this was the main activity for 381 million visits (25%). Other frequently undertaken activities included eating out (395 million visits), undertaking outdoor activities (255 million visits) and general day out (223 million visits).

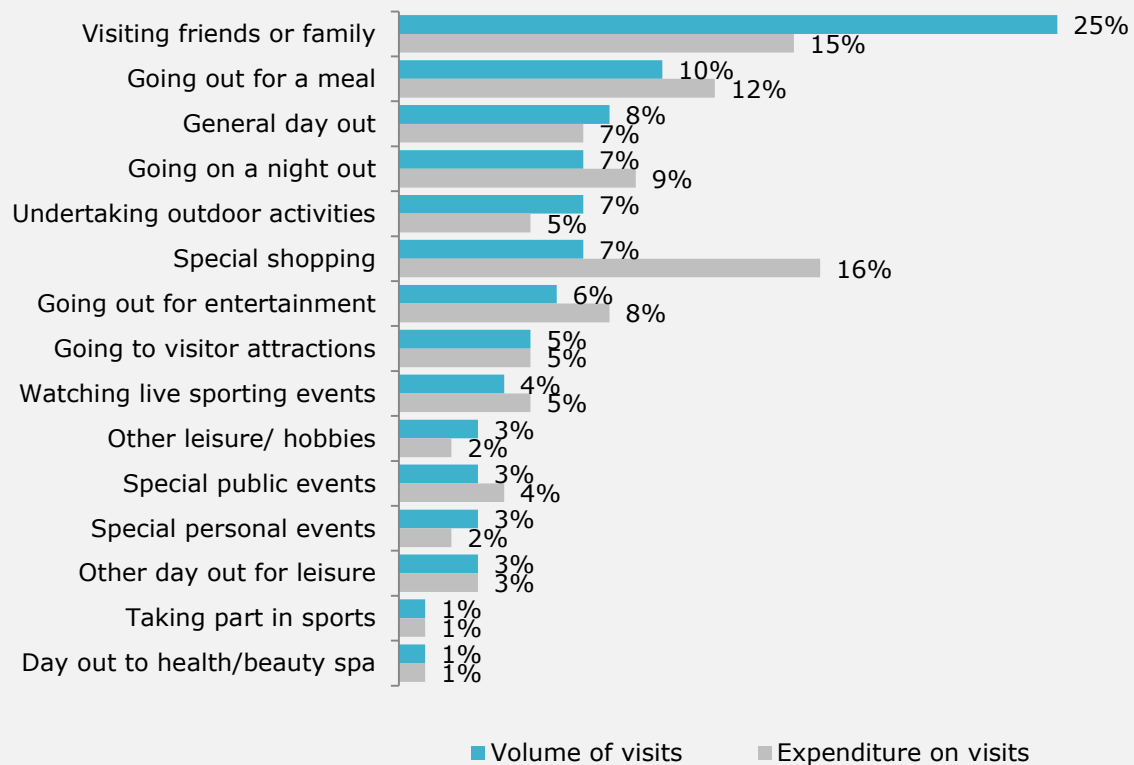
Figure 2.3 – 2015 Tourism Day Visits: Volume of visits by activities undertaken – all GB residents (millions)



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

Figure 2.4 illustrates the main activities undertaken during visits expressed as percentages of total visit volumes and total expenditure. Visits where the main activity was eating out, going on a night out and, most notably, 'special' shopping represented a higher share of total expenditure than their total share of the volume of visits. These variations are a result of the higher average level of spend on visits involving these activities. A lower average spend per visit for visiting friends or relatives, however, means that while it is the main activity in 25% of visits these visits represent only 15% of total visit expenditure.

Figure 2.4 – 2015 Tourism Day Visits: Volume and value of visits by main activities undertaken – all GB residents (% of total)



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

Table 2.3 below shows the volumes of visits taken to each country by main activity undertaken and total expenditure on these visits. In all three countries, visiting friends and family accounted for over a fifth of all visits. In England 327 million visits were taken for this purpose (25% of all visits), 32 million were taken in Scotland (26%) and 18 million were taken in Wales (24%). While the profile of activities undertaken was mostly similar in each country, there were some variations including a higher proportion of expenditure during visits in which the main activity was 'special' shopping in England and Wales (most notably with 17% of expenditure in England was spent on these visits (£7,730 million)).

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

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Visiting friends or family	381	327	32	18	£8,265	£7,096	£643	£421
'Special' shopping	102	88	8	5	£8,718	£7,730	£624	£348
Going out for a meal	156	134	12	7	£6,662	£5,784	£417	£362
Going on a night out	112	97	7	5	£4,564	£4,067	£298	£180
Going out for entertainment	92	81	7	4	£4,036	£3,564	£322	£149
Undertaking outdoor activities	113	96	9	6	£2,617	£2,104	£186	£300
Other leisure/hobbies	48	41	4	2	£940	£830	£84	£21
Taking part in sports	19	16	2	1	£357	£298	£35	£23
Watching live sporting events	67	55	7	3	£2,568	£2,186	£230	£124
Going to visitor attractions	76	65	5	2	£2,734	£2,389	£166	£64
Special public events	44	37	4	2	£1,864	£1,597	£191	£52
Special personal events	39	34	3	2	£1,094	£888	£60	£114
Day out to health/beauty spa	9	8	0.4	0.5	£447	£398	£19	£28
General day out	121	101	9	9	£3,519	£2,960	£191	£272
Other day out for leisure	44	36	4	3	£1,347	£1,132	£95	£80
Total	1,525	1,298	124	75	£53,863	£46,422	£3,922	£2,715

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

Table 2.4 details the volume and proportion of visits by main activity and type of place visited. In all places visited, visiting friends and family was the most popular activity. The second most undertaken activity varied between the type of place visited: in cities, going on 'special' shopping trip, eating out, going on a night out, and going out for entertainment had the same volume of trips, all ranking as the second most undertaken activity. Going out for a meal was the second most undertaken activity on visits taken to small towns, while undertaking outdoor activities was the second most undertaken activity on visits to rural locations.

Table 2.4 – Tourism Day Visits: Volume of visits by main activity and type of place visited (millions)

Main activity	City/large town		Small town		Village/rural		Seaside	
	Millions	%	Millions	%	Millions	%	Millions	%
Visiting friends or family	141	21%	127	33%	90	25%	35	24%
'Special' shopping	69	10%	21	5%	7	2%	4	3%
Going out for a meal	70	10%	44	11%	36	10%	12	8%
Going on a night out	64	10%	27	7%	18	5%	6	4%
Going out for entertainment	66	10%	20	5%	4	1%	3	2%
Undertaking outdoor activities	22	3%	24	6%	60	17%	15	10%
Other leisure/hobbies	18	3%	12	3%	14	4%	4	3%
Taking part in sports	8	1%	5	1%	5	2%	1	0.7%
Watching live sporting events	43	6%	16	4%	7	2%	2	1%
Going to visitor attractions	28	4%	14	4%	25	7%	7	5%
Special public events	21	3%	10	3%	10	3%	4	3%
Special personal events	15	2%	12	3%	11	3%	2	1%
Day out to health/beauty spa	4	1%	2	1%	3	1%	1	1%
General day out	41	6%	25	6%	38	10%	28	19%
Other day out for leisure	18	3%	7	2%	10	3%	10	7%
Total	671		392		365		149	

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

As shown in Table 2.5, visiting friends and family was also the most frequently reported main activity in all of the English regions. In the South East of England this accounted for nearly a third of all visits taken (30%).

Table 2.5 – Tourism Day Visits: Volume of visits by main activity and England destination region (millions)

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	13	38	28	23	29	36	61	65	34
'Special' shopping	3	13	7	6	10	7	17	14	10
Going out for a meal	6	19	13	11	11	11	31	21	11
Going on a night out	7	13	9	7	8	6	28	13	8
Going out for entertainment	3	9	5	6	9	6	27	11	5
Outdoor activities	4	13	11	9	8	8	15	15	13
Other leisure/hobbies	2	4	2	3	3	6	7	7	7
Taking part in sports	*	2	1	2	1	1	5	2	2
Watching live sporting events	3	7	6	4	5	4	14	8	4
Going to visitor attractions	2	6	6	3	6	6	15	12	8
Special public events	2	4	2	3	4	3	10	6	4
Special personal events	2	4	4	2	3	3	8	6	2
Day out to health/beauty spa	*	1	1	*	1	1	1	1	*
General day out	4	14	11	7	7	9	17	16	15
Other day out for leisure	1	4	3	3	3	3	7	6	4
Total	57	159	120	97	115	118	280	216	136

Note: * Less than 0.5 million visits

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

Comparing the activities undertaken in the Welsh regions (Table 2.6) shows that apart from visiting friends and family, visits taken in North Wales were most likely to be for general days out, while visits to the South East were most likely to be for a meal out or 'special' shopping'. In Scotland, going out for a meal was also a popular activity for visits in the East and West, while 'outdoor activities' and 'general day out' visits are the second-most popular in the North and in the South regions.

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

	Welsh destination region				Scottish destination region					
	North	Mid	South West	South East	North	West	East	South	Edinburgh	Glasgow
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	4	2	4	7	4	11	10	5	2	3
'Special' shopping	1	*	1	3	*	4	3	1	1	2
Going out for a meal	2	1	2	3	1	5	4	1	2	3
Going on a night out	1	*	1	2	1	3	2	1	1	2
Going out for entertainment	1	*	1	2	*	4	2	*	2	3
Outdoor activities	1	1	2	2	2	2	3	2	*	-
Other leisure/hobbies	1	1	*	1	*	2	1	*	-	1
Taking part in sports	*	*	*	*	*	*	*	*	-	*
Watching live sporting events	1	*	*	2	*	4	1	1	1	2
Going to visitor attractions	1	1	1	1	1	2	2	*	1	1
Special public events	*	*	*	1	*	1	2	*	1	1
Special personal events	*	*	1	1	*	1	1	*	*	*
Day out to health/beauty spa	*	*	*	*	*	*	*	*	-	*
General day out	3	1	2	2	2	2	3	2	1	1
Other day out for leisure	1	*	1	1	1	1	1	*	*	*
Total	18	10	16	30	14	45	40	17	17	21

Note: * Less 0.5 million visits

Detailed activity

Figure 2.5 below illustrates the top 20 most popular activities undertaken during visits by GB residents in 2015. Note that more than one activity could be undertaken in a single visit.

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

- Going for a meal in a restaurant/café/hotel/pub, etc. – 304 million visits (20% of all visits)
- Visiting family for leisure – 265 million visits (17%)
- Having a drink in a pub, club or hotel, etc. – 186 million visits (12%)
- Visiting friends for leisure – 177 million visits (12%)

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

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

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

Figure 2.5 – 2015 Tourism Day Visits:

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

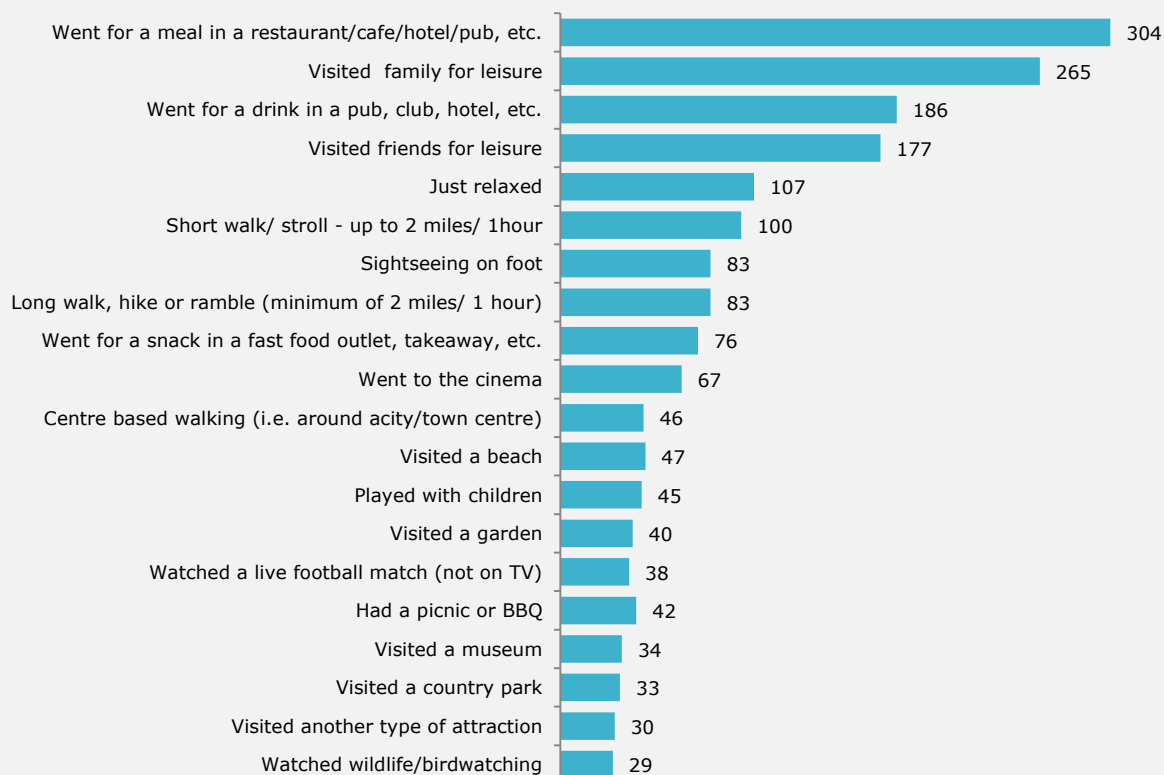


Table 2.7 – Tourism Day Visits: Volume of visits by detailed activity, destination country and type of place (millions)

	Destination country				Type of place			
	GB	England	Scotland	Wales	City/ large town	Small town	Rural	Any coastal/ seaside
Detailed activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Attending events								
Attended a live music concert	27	22	3	1	18	5	3	2
Attended a music festival	8	7	1	*	3	2	2	1
Attended an indoor exhibition	8	7	1	*	6	1	1	*
Attended an outdoor fair/exhibition/show	17	15	1	1	6	3	5	2
Attended another arts/cultural festival	10	8	1	*	6	2	2	1
Attended a food/local produce event	13	12	1	*	5	4	4	1
Other arts/cultural event/show	19	16	2	*	11	4	4	2
Watched a live football match (not on TV)	38	32	3	1	25	10	3	2
Watched other live sport (not on TV)	30	23	4	2	18	6	5	1
Net: Attending events	154	129	16	5	88	30	23	9
Walking								
Centre based walking	46	39	4	3	25	12	5	9
Short walk/stroll – up to 2 miles	100	82	8	6	33	23	32	25
Long walk, hike or ramble	83	69	7	5	23	14	42	12
Net: Any walking	206	171	17	12	64	34	66	36
Active pursuits/sports other than walking								
Cycled – on a road/surfaced path	17	15	1	1	7	5	8	1
Went to the gym, aerobics class, etc.	14	11	2	1	8	3	3	1
Played golf	17	14	2	1	3	4	9	1
Running, jogging, orienteering	12	9	2	*	6	2	3	2
Swimming	19	15	1	1	6	5	5	5
Outdoor sports	11	9	1	*	5	2	4	2
Net: Active pursuits/sports	81	67	8	4	28	16	26	8
Visiting attractions and sightseeing								
Went on a guided tour	11	9	1	*	6	3	3	1
Sightseeing by car	25	16	4	3	6	6	10	8
Sightseeing on foot	83	68	7	5	31	17	25	19
Net: Sightseeing/guided tours	108	85	10	7	37	19	28	21
Visited a cathedral, church, abbey or other religious building	15	14	1	*	8	4	3	3
Visited a castle/other historic site	24	19	2	2	9	5	8	5
Visited a historic house, stately home, palace	21	18	2	1	5	4	11	1
Visited a museum	34	30	4	1	23	5	5	3
Net: Visiting heritage	79	67	8	3	35	13	20	8

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

	Destination country				Type of place			
	GB	England	Scotland	Wales	City/ large town	Small town	Rural	Any coastal/ seaside
Detailed activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visited a beach	47	37	4	5	7	6	7	34
Visited a country park	33	28	3	2	9	7	16	4
Visited a garden	40	33	4	1	14	8	16	5
Visited a theme/ amusement park	14	11	*	*	4	3	3	3
Visited a wildlife attraction/nature reserve	22	19	1	1	4	5	11	3
Visited a zoo/safari park	15	13	1	*	6	2	4	2
Visited an art gallery	14	12	2	*	9	2	2	3
Visited another type of attraction	30	26	2	2	15	6	7	5
Viewed architecture	18	16	1	*	10	4	5	2
Net: Visiting attractions and sightseeing	284	235	24	16	95	45	78	54
Eating and drinking								
Went for a drink in a pub, club, etc.	186	16	15	9	104	44	32	17
Went for a meal in a restaurant/café, etc.	304	259	25	16	147	74	62	36
Went for a snack in a fast food outlet,	76	62	7	4	45	17	10	12
Net: Eating and drinking	465	394	39	24	228	102	79	45
Friends and family								
Visited family for leisure	265	227	22	13	90	94	65	27
Visited friends for leisure	177	154	13	7	80	51	39	18
Played with children	45	39	3	2	13	9	14	11
Net: Friends and family	452	388	37	21	165	136	99	42
Other activities								
Went to the cinema	67	58	5	3	45	18	3	3
Went to the theatre	26	23	2	1	20	3	2	2
Had a picnic or BBQ	42	35	4	3	12	8	16	11
Just relaxed	107	88	10	6	39	25	31	22
Spa treatments	11	9	1	*	6	3	3	1
Sunbathing	14	12	1	1	4	2	4	6
Watched wildlife, bird watching	29	24	2	2	4	4	17	7
Total	1,525	1,298	124	75	671	392	365	149

Note: * Less than 0.5 million visits

Accessibility

Respondents were asked if they or any members of the party during their visit had any of the following disabilities or impairments. In just over one in five (22%) of Tourism Day Visits the visitor or a member of the party had one or more of these conditions: those with a long-term illness, mobility impairment (non-wheelchair user) or deafness/partial hearing loss being the most common conditions.

Figure 2.6 – % of Tourism Day Visits taken in 2015 by disabilities or impairments in party

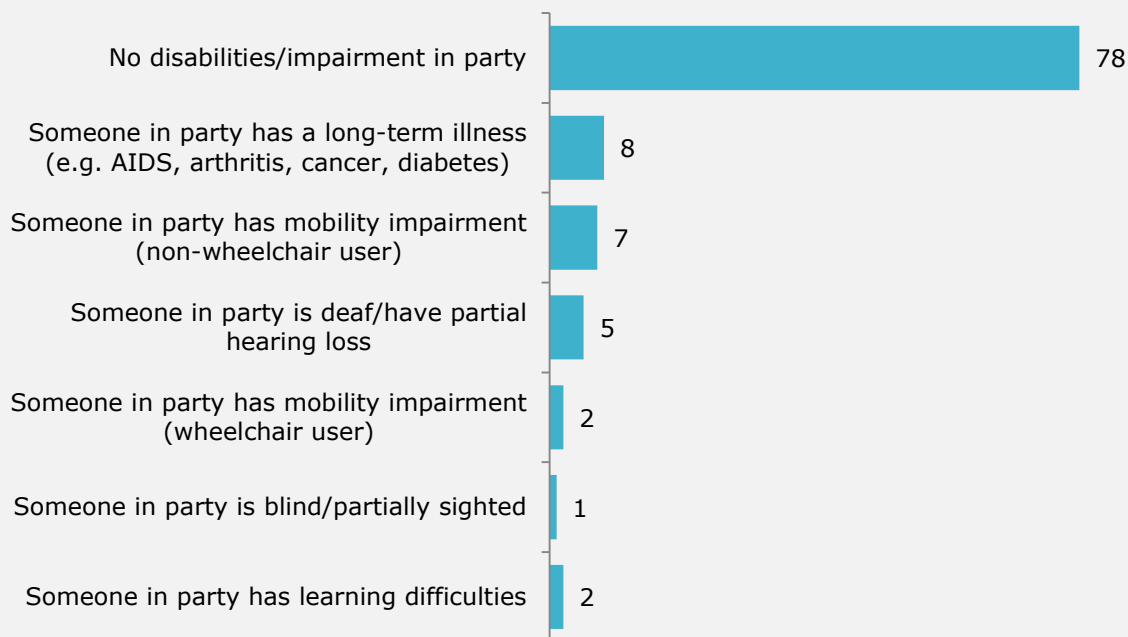


Table 2.7.1 illustrates the volume of visits where there was a member of the party with a disability or impairment by country of visit.

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

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	127	106	11	9	£4,882	£4,199	£367	£253
Someone in party has mobility impairment (non-wheelchair user)	109	91	8	9	£4,012	£3,495	£247	£262
Someone in party is deaf/have partial hearing loss	81	70	5	6	£2,817	£2,210	£174	£405
Someone in party has mobility impairment (wheelchair user)	26	23	2	1	£1,178	£977	£136	£56
Someone in party has learning difficulties	23	19	2	1	£821	£629	£51	£121
Someone in party is blind/partially sighted	19	15	2	1	£863	£558	£46	£249
Net: Disability or impairment in party	280	236	23	18	£10,221	£8,516	£822	£793
No disabilities/impairments in party	1,192	1,021	96	55	£42,718	£37,121	£3,033	£1,856
Total	1,525	1,298	124	75	£53,863	£46,422	£3,922	£2,715

Table 2.7.2 shows the volume of visits taken by people with disabilities or impairments across each of the English regions. The region with the highest proportion of visits taken including party members with a disability or impairment was East of England (25%), while the lowest proportions were recorded in London (12%).

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

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	5	14	11	8	13	13	12	17	14
Someone in party has mobility impairment (non-wheelchair user)	4	12	8	7	10	11	12	15	13
Someone in party is deaf/have partial hearing loss	2	8	5	7	7	9	9	12	10
Someone in party has mobility impairment (wheelchair user)	1	4	2	1	2	4	2	3	3
Someone in party has learning difficulties	1	2	2	1	2	2	5	3	1
Someone in party is blind/partially sighted	1	3	1	1	1	1	2	2	2
Net: Disability or impairment in party	9	32	21	18	26	30	33	38	29
No disabilities/ impairments in party	44	122	95	77	86	86	235	171	103
Total	57	159	120	97	115	118	280	216	136

As illustrated in Table 2.7.3, in Wales and Scotland the highest shares of Tourism Day Visits taken by those with a disability or impairment were seen in the North region of Wales (28%) and North of Scotland (29%).

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

	Welsh destination region				Scottish destination region					
	North	Mid	South West	South East	North	West	East	South	Edinburgh	Glasgow
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	2	1	2	3	1	4	5	1	1	1
Someone in party has mobility impairment (non-wheelchair user)	3	1	2	3	*	3	3	1	1	1
Someone in party is deaf/have partial hearing loss	1	1	1	2	1	1	2	1	1	*
Someone in party has mobility impairment (wheelchair user)	1	*	*	*	*	1	1	*	*	*
Someone in party has learning difficulties	*	*	*	*	*	1	*	*	*	*
Someone in party is blind/partially sighted	*	*	*	*	1	*	1	*	*	-
NET: Disability or impairment in party	5	2	4	6	4	7	9	3	3	2
No disabilities/impairments in party	12	7	11	23	9	37	30	14	14	18
Total	18	10	16	30	14	45	40	17	17	21

Note: * Less than 0.5 million visits.

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

The uptake of different types of activity did vary to some degree by the type of disability/impairment present in the group. For example, going out for a meal was a popular activity undertaken by all except when someone in the party has learning difficulties. Visiting family and friends was the most common activity for all groups and especially if someone in the party has mobility impairment (non-wheelchair user). Those who have mobility impairment (wheelchair user) were more likely to visit attractions.

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

	Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	Someone in party has mobility impairment (non-wheelchair user)	Someone in party is deaf/have partial hearing loss	Someone in party has mobility impairment (wheelchair user)	Someone in party is blind/partially sighted	Someone in party has learning difficulties	Net: disability or impairment in party	No disabilities/impairments in party
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	35	30	18	7	5	5	74	295
Going out for a meal	14	14	11	4	3	1	33	119
Going on a night out	7	6	4	1	1	1	14	95
Undertaking outdoor activities	8	6	6	1	1	2	18	91
General day out	9	7	7	2	2	2	21	97
Going out for entertainment	7	4	4	1	1	1	14	76
'Special' shopping	9	8	6	2	1	1	18	81
Going to visitor attractions	5	5	4	2	1	1	14	59
Watching live sporting events	5	*	2	1	*	2	11	53
Other leisure/hobbies	4	4	3	1	1	1	10	35
Special public events	4	3	2	1	1	1	8	34
Special personal events	4	3	2	1	1	1	9	29
Other day out for leisure	5	5	4	1	*	1	11	32
Taking part in sports	1	*	1	*	*	1	2	15
Day out to health/beauty spa	*	*	1	*	*	*	2	7

Table 2.7.5 below shows that there was variation in terms of proportion of visits taken by those with a disability or impairment on visits to different types of place. A quarter visits to seaside or coastal locations were taken by those with a disability or impairment (25%), while city or large town locations were the type of place least likely to be visited by those with these conditions (15%).

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

	City/large town		Small town		Village/rural		Seaside	
Disability or impairment in party	Millions	%	Millions	%	Millions	%	Millions	%
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	44	7%	28	8%	35	10%	16	12%
Someone in party has mobility impairment (non-wheelchair user)	37	6%	28	8%	26	8%	14	10%
Someone in party is deaf/have partial hearing loss	29	4%	18	5%	21	6%	10	8%
Someone in party has mobility impairment (wheelchair user)	7	1%	7	2%	8	2%	4	3%
Someone in party is blind/partially sighted	7	1%	5	1%	4	1%	3	2%
Someone in party has learning difficulties	10	1%	5	1%	5	2%	3	2%
Net: disability or impairment in party	100	15%	66	18%	73	22%	33	25%
No disabilities/impairments in party	532	81%	282	78%	252	75%	94	71%
Total	654		361		335		133	

Ethnicity

Table 2.7.6 below shows the number of Tourism Day Visits in 2015 by ethnic group. Nearly nine in ten visits were taken by people in the White – British group. Beyond this, the largest ethnic group taking Tourism Day Visits was the White – other group (5%) followed by Asian - Indian (1%).

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

	Volume	Expenditure
	GB	GB
Ethnicity	Millions	Millions
White:	1,370	£47,938
White – British	1,284	£43,825
White – Irish	16	£1,065
White – other	70	£3,047
Mixed:	28	£1,118
White & Black Caribbean	8	£258
White & Black African	5	£258
White & Asian	12	£462
Other mixed background	3	£140
Asian or Asian British:	51	£2,371
Indian	22	£1,073
Pakistani	15	£679
Bangladeshi	9	£430
Any other Asian background	6	£189
Black or Black British:	23	£899
Caribbean	7	£270
African	15	£590
Other black background	1	£39
Chinese or other ethnic group:	12	£525
Chinese	7	£335
Other ethnic group	6	£190
Prefer not to say	40	£1,012
Total	1,525	£53,863

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

Table 2.7.7 – Tourism Day Visits: Those taking Tourism Day Visits by ethnicity compared to incidence of ethnic groups in population*

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

**Please note that this is % of visitors rather than visits taken*

Visit duration

Nearly two in five (38%) of the Tourism Day Visits taken by GB residents to destinations in the GB lasted between 3 and 4 hours while the second largest proportion either between 4 to 5 hours (25%) and 6 hours or more (25%). As illustrated in Figure 2.8 below, a slightly higher share of visits taken in Wales were in the shorter duration band.

Figure 2.8 – 2015 Tourism Day Visits: Duration of Tourism Day Visits by destination country (% of total)

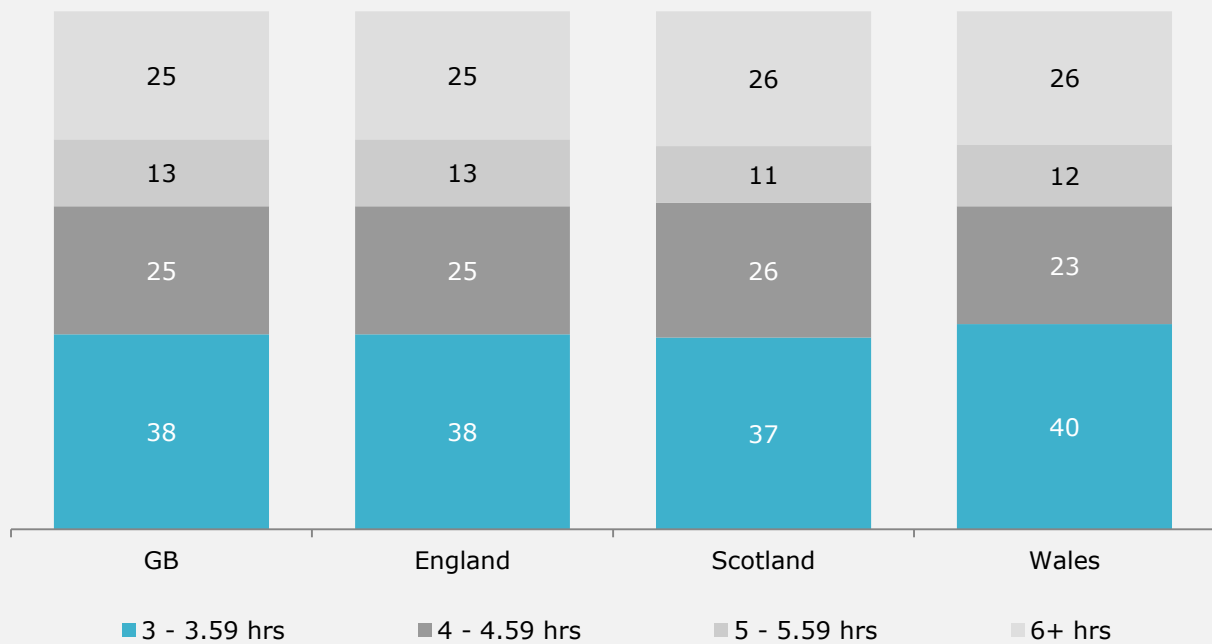


Table 2.8 details visit durations by destination country in terms of the total volume of visits in each duration band and total expenditure during these visits. The largest number of visits lasted between 3 and 4 hours (573 million visits), and also accounted for the highest in terms of value (£17,703 billion or 33% of total expenditure). This pattern was consistent across all destination countries.

**Table 2.8 – Tourism Day Visits:
Volume and value of visits by trip duration and destination country (millions)**

	Visits				Expenditure			
	GB Millions	England Millions	Scotland Millions	Wales Millions	GB Millions	England Millions	Scotland Millions	Wales Millions
3 hours to 3 hours 59	573	488	46	30	£17,703	£15,322	£1,276	£1,008
4 hours to 4 hours 59	377	322	32	17	£12,773	£11,140	£807	£508
5 hours to 5 hours 59	192	165	14	9	£6,860	£6,016	£487	£259
6 hours or more	383	322	32	19	£16,528	£13,945	£1,351	£940
Total	1,525	1,298	124	75	£53,863	£46,422	£3,922	£2,715

The volume of visits by duration and type of place visited is illustrated in Table 2.9 below. While the largest share of visits taken to all types of destinations lasted between 3 and 4 hours, an equally large share of visits to seaside destinations were in the longest duration band of 6+ hours (33%).

**Table 2.9 – Tourism Day Visits:
Volume of visits by trip duration and type of place visited on trip (millions)**

	City/large town		Small town		Village/rural		Seaside	
	Millions	%	Millions	%	Millions	%	Millions	%
3 hours to 3 hours 59	241	36%	162	41%	139	38%	49	33%
4 hours to 4 hours 59	170	25%	93	24%	92	25%	33	22%
5 hours to 5 hours 59	87	13%	44	11%	49	13%	18	12%
6 hours or more	17	26%	93	24%	86	24%	49	33%
Total	671		392		365		149	

Table 2.10 illustrates the volume of visits by duration and English region of visit. The highest volumes of visits lasted between 3 and 4 hours, reflecting the national pattern in all the regions. However, more than 1 in 4 visits in the South East, South West, and West Midland lasted for 6 hours or more (a share 27% for each region).

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

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	23	59	46	37	42	48	105	80	49
4 hours to 4 hours 59	12	39	30	26	28	33	69	50	35
5 hours to 5 hours 59	7	22	15	11	13	12	40	28	16
6 hours or more	14	40	29	23	31	25	66	58	37
Total	57	159	120	97	115	118	280	216	136

As shown in Table 2.11, visits to the South East and South West of Wales were more likely to be shorter in duration (40% and 44% respectively lasting between 3 to 3 hours 59 mins). In Scotland visits tended to be longer, with 36% of visits to the North region lasting at least 6 hours.

Table 2.11 – Tourism Day Visits: Volume of visits by trip duration and Welsh and Scottish destination regions (millions)

	Welsh destination region				Scottish destination region					
	North	Mid	South West	South East	North	West	East	South	Edinburgh	Glasgow
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	6	4	7	12	5	18	14	6	6	7
4 hours to 4 hours 59	3	3	4	8	2	12	9	5	4	7
5 hours to 5 hours 59	3	1	2	3	2	5	6	1	3	3
6 hours or more	6	3	3	6	5	11	11	4	4	4
Total	18	10	16	30	14	45	40	17	17	21

Figure 2.9 overleaf shows the distribution of visit duration by main activity undertaken. Activities are ranked from those most likely to last the shortest duration to those typically lasting the longest. Nearly half of visits where the main activity was going out for a meal (49%), 'special' shopping (47%) or watching live sporting event (47%) lasted between 3 and 4 hours. In contrast, visits for special public event (37%) or special personal events (36%) were more likely to last 6 hours or more.

Figure 2.9 – 2015 Tourism Day Visits: Duration of Tourism Day Visits by main activity undertaken (% of total)

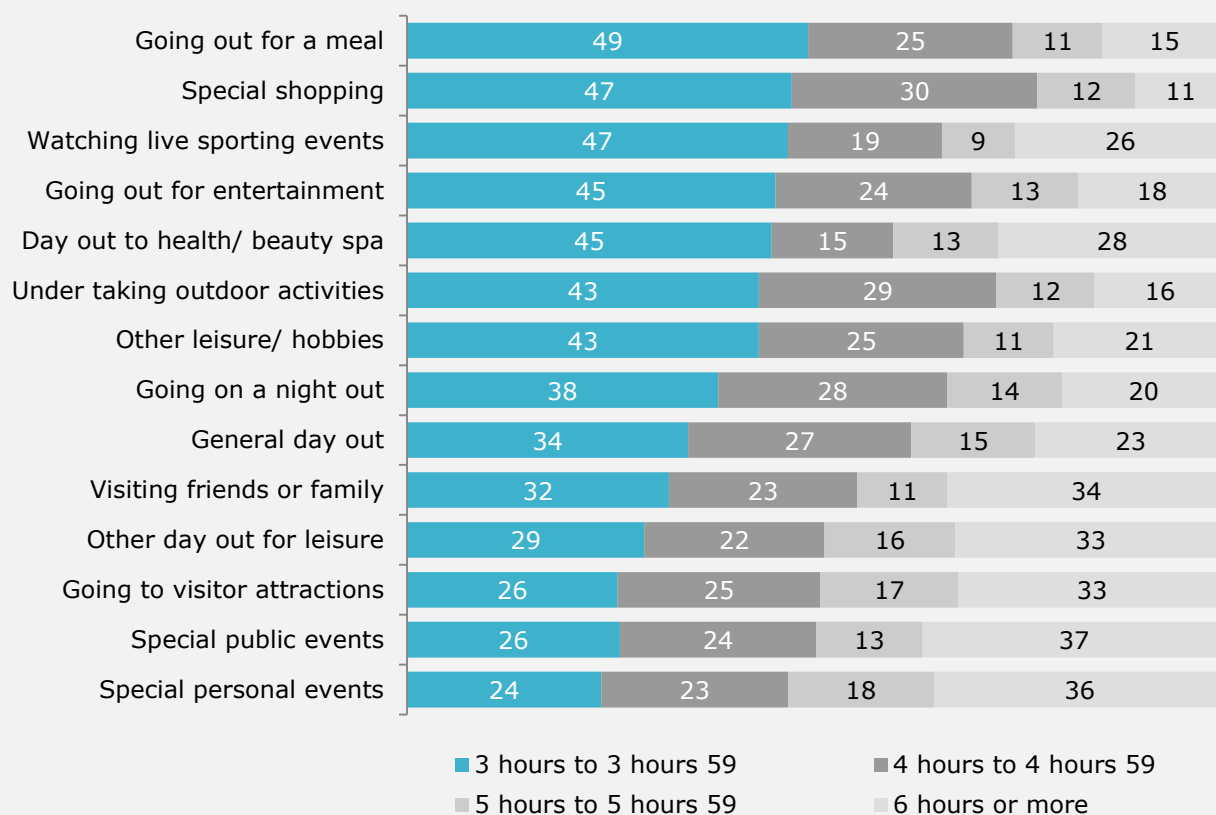


Table 2.12 details the volume of visits by duration and main activity.

Table 2.12 – Tourism Day Visits: Volume of visits by trip duration and main activity undertaken (millions)

	Visiting friends or family	'Special' shopping	Going out for a meal	Going on a night out	Going out for entertainment	Under taking outdoor activities	Other leisure/ hobbies	Taking part in sports	Watching live sporting events	Going to visitor attractions	Special public events	Special personal events	Day out to health/ beauty spa	General day out	Other day out for leisure
	Millions														
3 hours to 3 hours 59	123	48	77	43	42	48	21	9	31	20	11	9	4	42	13
4 hours to 4 hours 59	86	31	39	31	22	33	12	5	13	19	10	9	1	33	10
5 hours to 5 hours 59	41	12	17	16	12	13	5	2	6	12	6	7	1	18	7
6 hours or more	131	11	23	22	17	19	10	2	17	25	16	14	3	28	15
Total	380	102	156	112	93	113	48	19	67	77	44	39	9	121	44

Visit destination

Type of place visited

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

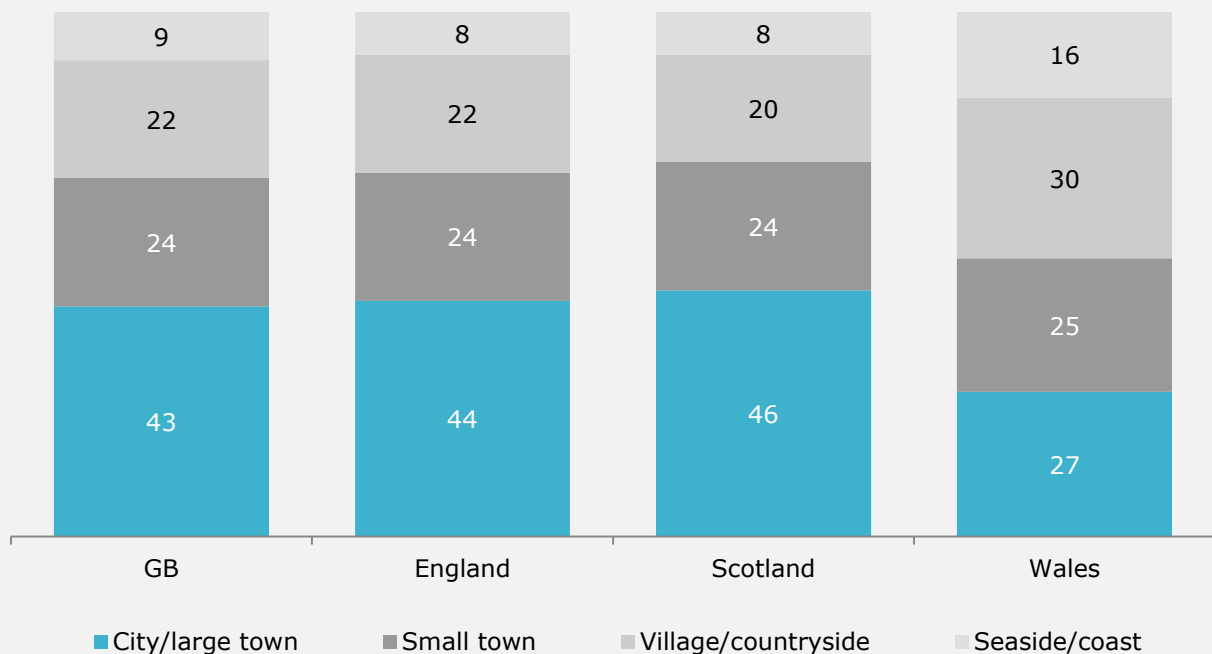
- City/large town
- Small town
- Village
- Rural countryside
- Seaside resort or town
- Seaside coastline – a beach
- Other seaside coastline

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

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

Figure 2.10 shows the **single or main type of place visited**. The profile of types of place visited followed a similar pattern across GB, England and Scotland where over two-fifths of visits had a city or large town main destination. Though in Wales, this was notably lower at 27%. While less than one in ten (8%) of Tourism Day Visits in England were taken by the sea, while in Wales this proportion was significantly higher at 16%.

Figure 2.10 – 2015 Tourism Day Visits: Main type of place visited on Tourism Day Visits by destination country (% of total)

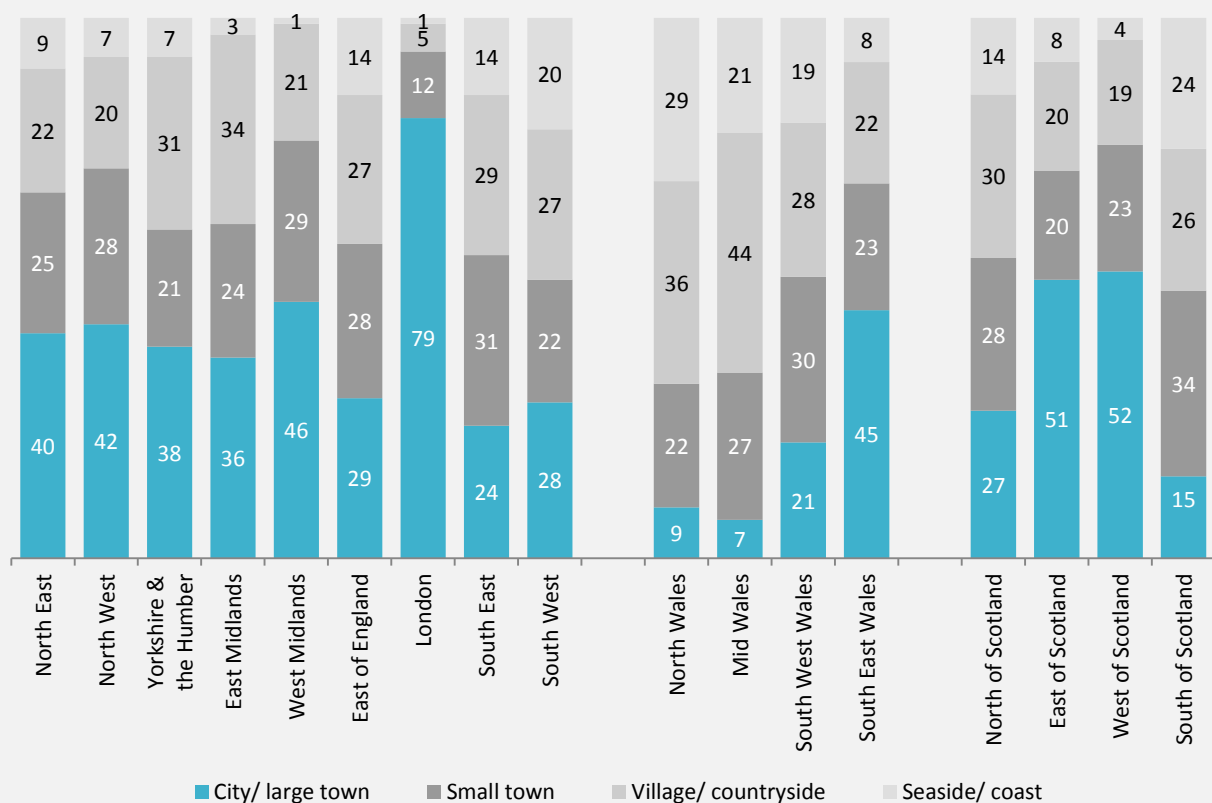


Note: Sum of percentages is less than 100% as in a small proportion of visits (4% overall), respondents did not know or could not select a single main destination type

The profile of main places visited on Tourism Day Visits taken in each of the English regions and Welsh and Scottish areas is shown in Figure 2.11. Unsurprisingly, the majority of visits to London (79%) were classed as City/Large town destinations. Nearly a third of visits to the South East and West Midlands were defined as small town (31% and 29% respectively).

In Wales, nearly a third (29%) of visits to the North were to seaside/coastal locations, while over three fifths (44%) of visits to Mid Wales were rural. The South East of Wales saw the largest proportion of City/large town visits (45%). In Scotland, visits to City/Large town locations made up the largest proportion of visits across the East and West (51% and 52% respectively), while visits to the North of Scotland were more likely to be classed as a countryside visit (30%).

Figure 2.11 – 2015 Tourism Day Visits: Main type of place visited on Tourism Day Visits by region visited (% of total)



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

Table 2.13 below shows the results relating to the single or main type of place visited in terms of the volume and value of visits. The majority of visits taken across GB were to city/large town locations, accounting for 654 million visits and £29.9 billion in expenditure. Visits to rural locations and small towns saw a smaller proportion of spend relative to the proportion of visits e.g. small town visits accounted for 24% of all visits but only 18% of total spend, and rural locations made up 22% of GB visits but only 15% of overall spend.

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

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/large town	654	567	57	20	£29,879	£25,839	£2,211	£1,315
Small town	361	305	29	19	£9,685	£8,303	£834	£477
Rural (countryside or village)	335	283	25	22	£8,313	£7,085	£593	£487
Any seaside/coastal	133	106	10	12	£4,373	£3,713	£209	£386
Total	1,525	1,298	124	75	£53,863	£44,422	£3,922	£2,715

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

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

Table 2.14 – Tourism Day Visits: Volume and value of visits by all places visited and destination country (millions)

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/large town	672	582	59	21	£30,821	£26,694	£2,254	£1,344
Small town	392	330	32	21	£10,957	£9,395	£914	£571
Rural (countryside or village)	365	309	27	25	£9,867	£8,387	£677	£655
Any seaside/coastal	149	118	12	14	£5,659	£4,535	£317	£725
Total	1,525	1,298	124	75	£53,863	£44,422	£3,922	£2,715

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

Counties and regions visited

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

Please note that the boundary changes for 2015 data mentioned in the Introduction section of this report apply to the Scottish and Welsh regions, and for county and local authority data in the following analysis.

Figure 2.12 demonstrates the profile of visits in terms of visitor origins. In total, those living in England (87%) made up the majority of visits taken, with those living in Scotland constituting 8% of visits taken and Welsh residents 5%. Tourism day visits taken in each individual nation were predominantly taken by those who live there, with the vast majority of English trips taken by its residents (98%). Scotland and Wales saw higher proportions of visitors from other nations. 10% of visitors to destinations in Scotland and 28% of visitors to destinations in Wales were English residents.

Figure 2.12 – 2015 Tourism Day Visits: Origin of visitors by destination country (% of total)

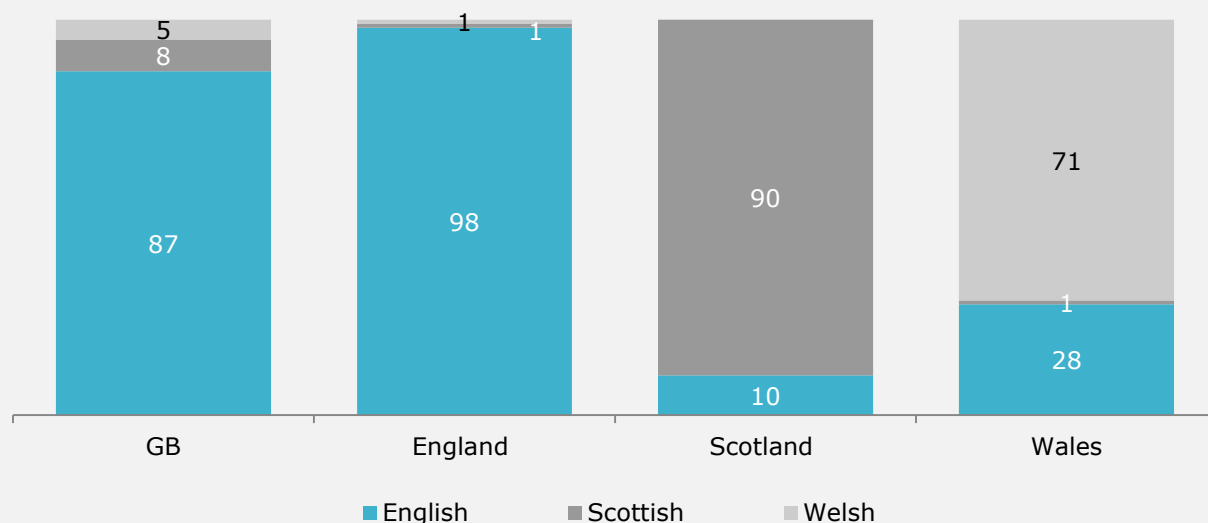


Table 2.15 illustrates the area of origin of visits to each of the English regions. The majority of visits taken in each region were made by people who live in the same area.

Table 2.15 – Tourism Day Visits: Volume of visits by region of residence and region visited (millions)

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	2	3	1	*	1	*	3	2	*
Wales	1	4	1	1	3	*	2	1	3
North East England	39	4	3	1	1	1	1	1	*
North West England	3	127	9	3	3	1	3	2	2
Yorkshire and the Humber	4	8	91	5	3	1	5	3	1
East Midlands	1	2	6	70	8	6	6	3	2
West Midlands	1	3	1	5	84	1	6	3	8
East of England	1	1	2	6	3	90	15	7	5
London	2	3	4	2	5	12	204	34	6
South East England	1	3	2	3	3	6	31	150	12
South West England	*	1	1	1	2	*	5	9	96
Total	57	159	120	97	115	118	280	216	136

Note: * Less than 0.5 million visits.

In Wales (Table 2.16) the North and Mid regions attracted a large proportion of visitors from outside of Wales (making up half, 50%, of Tourism Day Visits respectively). Visits taken in the South of Wales were much more likely to be taken by residents of Wales.

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

	North Wales	Mid Wales	South West Wales	South East Wales
Area of origin	Millions	Millions	Millions	Millions
North Wales	7	1	*	*
Mid Wales	*	3	1	1
South West Wales	*	1	9	3
South East Wales	*	1	3	20
North West England	5	1	*	1
West Midlands	1	2	*	1
South West England	1	*	1	2
South East England	-	1	*	1
Other Outside Wales	2	1	1	2
Total	18	10	16	30

Note: * Less than 0.5 million visits.

In Scotland (Table 2.17) most visits taken were by people who originated from within the same area, while a fifth (21%) of visits in the North of Scotland were taken by residents of the East, and nearly a third were made by people from outside of Scotland.

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

	North Scotland	West Scotland	East Scotland	South Scotland
Area of origin	Millions	Millions	Millions	Millions
North Scotland	4	1	2	*
West Scotland	2	29	6	4
East Scotland	3	6	26	2
South Scotland	1	5	2	9
Outside Scotland	4	3	4	1
Total	14	45	40	17

Note: * Less than 0.5 million visits.

Sub-regional estimates

The large combined survey sample size accumulated over the first five years of the survey and the level of detail on places visited which has been collected also allows for analysis at a sub-regional level, including the production of estimates of total visits taken to counties and certain local authorities in England, the Regional Tourism Partnership areas in Wales and groupings of local authorities in Scotland.

These estimates have been produced as three year averages.

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

In terms of the English counties (Table 2.18), over the four year period, the largest volumes of Tourism Day Visits were taken to London (average of 189 million visits per year) followed by Greater Manchester (56 million visits) and West Midlands (51 million visits). At a Local Authority level (Table 2.19 lists the 20 most visited areas), the most visited areas were the City of London (37 million), Manchester (30 million), Birmingham (25 million), City of Westminster (24 million) and Leeds (22 million).

Table 2.18 – Tourism day visits: Volume of visits and expenditure by English ceremonial county – three year annual averages 2013-2015

	Visits	Expenditure	Total Sample 2013-2015
	Millions	Millions	Visits
Bedfordshire	9.30	£237.36	287
Berkshire	13.04	£500.50	477
Bristol/Bath area	20.64	£882.75	734
Buckinghamshire	15.56	£486.06	522
Cambridgeshire	24.72	£771.74	637
Cheshire	22.90	£775.90	918
Cornwall and Isles of Scilly	19.75	£645.38	613
Cumbria	16.45	£525.01	557
Derbyshire	22.05	£497.19	676
Devon	38.09	£1,208.15	1160
Dorset	23.79	£795.39	725
Durham	11.28	£261.19	375
East Sussex	25.20	£871.85	856
Essex	38.71	£968.71	1041
Gloucestershire	15.38	£594.14	493
Greater Manchester	55.56	£1,805.86	1769
Hampshire	38.00	£1,292.96	1265
Herefordshire	5.06	£171.80	213
Hertfordshire	15.12	£393.46	505
Isle of Wight	6.66	£163.82	196
Kent	45.00	£1,168.43	1530
Lancashire	34.65	£1,076.01	1109
Leicestershire	17.52	£606.90	546
Lincolnshire	19.47	£606.62	567
London	189.16	£4,296.22	3390
Merseyside	23.51	£849.13	780
Norfolk	33.73	£1,192.53	907
North Lincolnshire/Humberside	17.06	£492.16	561
North Yorkshire	29.64	£951.89	995
Northamptonshire	13.57	£402.62	372
Northumberland	9.95	£271.29	355
Nottinghamshire	22.97	£696.91	700
Oxfordshire	13.04	£517.13	495
Rutland	1.29	£37.57	39
Shropshire	11.49	£290.09	442
Somerset	13.70	£564.30	484
South Gloucestershire	2.26	£34.85	73
South Yorkshire	23.88	£634.94	713
Staffordshire	20.14	£592.34	613
Suffolk	19.18	£528.45	542
Surrey	20.78	£696.75	723
Tees Valley	7.26	£166.64	257
Tyne and Wear	21.10	£915.58	746
Warwickshire	13.15	£370.20	454
West Midlands	51.42	£2,270.85	1604

Table 2.18 – Tourism day visits: Volume of visits and expenditure by English ceremonial county – three year annual averages 2013-2015

	Visits	Expenditure	Total Sample 2013-2015
	Millions	Millions	Visits
West Sussex	17.14	£508.12	596
West Yorkshire	49.76	£1,462.06	1524
Wiltshire	14.62	£451.29	475
Worcestershire	15.33	£462.68	515

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

Table 2.19 – Tourism day visits: Volume of visits and expenditure by English local authority – 20 most visited areas – three year annual averages 2013-2015

	Visits	Expenditure	Total Sample 2013-2015
	Millions	Millions	Visits
City Of London	36.55	£2,307	1079
Manchester	30.12	£1,370	924
Birmingham	25.13	£1,101	827
City Of Westminster	24.21	£1,293	819
Leeds	21.71	£737	657
Cornwall	19.50	£640	605
Liverpool	13.24	£684	444
Camden	12.86	£448	382
Nottingham	11.96	£470	351
Wiltshire	11.65	£357	368
Sheffield	11.43	£376	337
Cheshire West And Chester	11.34	£381	484
Bristol	11.17	£512	398
Norwich	10.59	£640	268
Newcastle Upon Tyne	10.38	£545	379
Croydon	10.15	£384	270
Northumberland	9.95	£271	355
County Durham	9.84	£236	321
Greenwich	9.80	£323	313
Kirklees	9.72	£246	294

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

In Wales (Table 2.20), on average over the three year period, the most visited Regional Tourism Partnership region was South East Wales which was the destination for an average of 33 million visits per year.

Table 2.20 – Tourism day visits: Volume of visits and expenditure by wales region – three year annual averages 2013-2015

	Visits	Expenditure	Unweighted sample 2013-2015
	Millions	Millions	Visits
North Wales	21	£711	1,472
Mid Wales	13	£390	699
South West Wales	18	£637	1,673
South East Wales	33	£1,254	2,948

In Scotland (Table 2.21), the West of Scotland saw the highest average annual volume of visits overall, with an average of 52 million over the past three years. The East Scotland region was slightly behind in terms of volumes of visits with an average of 44 million visits per year. The South of Scotland received the smallest average number of visits at 10 million per year.

Table 2.21 – Tourism day visits: Volume of visits and expenditure by Scottish regions – three year annual averages 2013-2015

	Visits	Expenditure	Unweighted sample 2013-2015
	Millions	Millions	Visits
North of Scotland	13	£542	639
West of Scotland	52	£1,827	3,100
East of Scotland	44	£1,665	2,543
South of Scotland	10	£323	565

Claimed distance travelled

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

- Less than 5 miles
- Between 5 and 10 miles
- 11 to 20 miles
- 21 to 40 miles
- 41 to 60 miles
- 61 to 80 miles
- 81 to 100 miles
- 101 to 149 miles
- 150 to 200 miles
- 201 to 250 miles
- 250 to 300 miles
- Over 300 miles

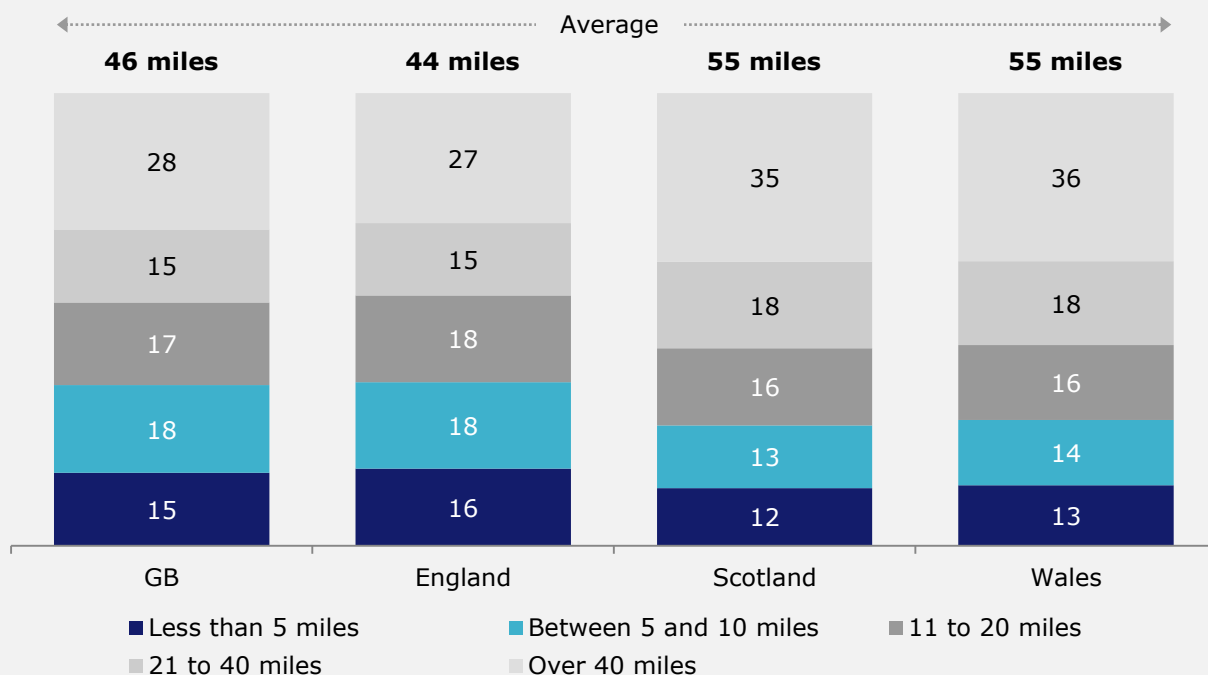
In the analysis of this data, average distances have been calculated by applying mid points to each of these ranges (e.g. a value of 15.5 miles is applied to a response of 11 to 20 miles) while a response of over 300 miles was given a value of 350 miles.

The responses to this question should be treated with some caution as validation work, comparing the distances which survey respondents claimed to travel on a visit with actual distances (derived from an analysis of visit start and end points) suggested that claimed distances could often be inaccurate. While data checks have been undertaken to identify and correct the most inaccurate responses, it is not possible to validate all of the responses provided. Also the number of bands included in the question increased between the 2011 and 2012 surveys from a single category of 'over 100 miles' in 2011 to the range of categories shown above in 2012. Further details are provided in the Methods and Performance Report.

Claimed distance by place visited

Overall, the average claimed distance travelled on Tourism Day Visits taken by GB residents was 46 miles. As shown in Figure 2.13, distances travelled varied by country from 44 miles in England to 55 miles in Scotland and in Wales. Reflecting these variations, only 27% of all visits taken in England involved a journey of over 40 miles, while this proportion increased to 35% in Scotland and 36% in Wales.

Figure 2.13 – 2015 Tourism Day Visits: Claimed distance travelled on Tourism Day Visits by destination country (% of total)



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

Table 2.22 details the volume and value of visits by distance travelled and destination country. Distances travelled on Tourism Day Visits varied widely, with 229 million involving a journey of five miles or less while 232 million visits involved a journey of over 80 miles.

Reflecting the likely higher spend during visits involving longer journeys (for example on fuel, food and drink), even though journeys over 100 miles only made up 11% of all GB visits, it accounted 20% of all expenditure (£11.0 billion). A similar pattern is seen amongst visits to England, Scotland and Wales in this regard.

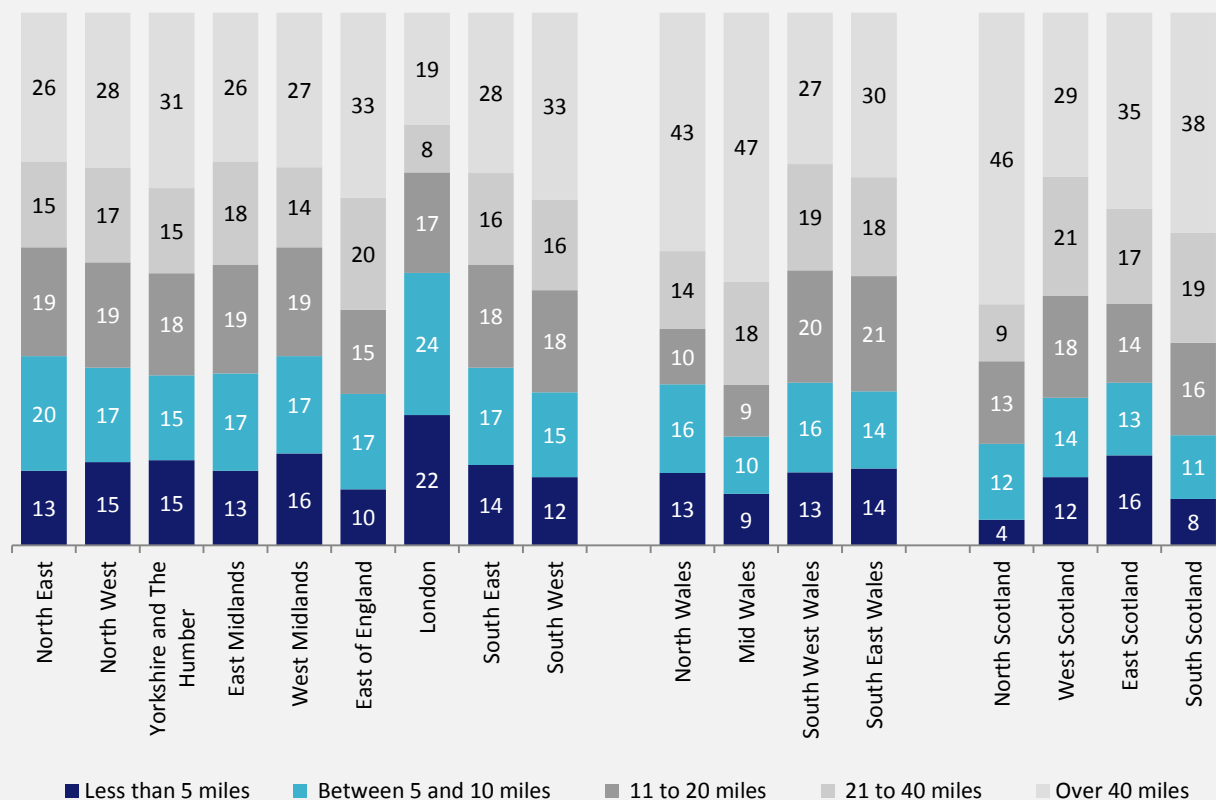
Table 2.22 – Tourism Day Visits: Volume and value of visits by claimed distance travelled and destination country (millions)

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	229	202	15	9	£5,086	£4,358	£304	£416
Between 5 and 10 miles	268	239	17	11	£6,612	£6,031	£331	£220
11 to 20 miles	264	230	19	12	£8,555	£7,616	£608	£278
21 to 40 miles	227	190	22	13	£8,533	£7,298	£692	£430
41 to 60 miles	124	104	12	7	£5,006	£4,231	£443	£303
61 to 80 miles	73	60	7	4	£3,178	£2,700	£270	£164
81 to 100 miles	64	51	7	5	£3,150	£2,501	£336	£255
Over 100 miles	168	134	17	10	£10,975	£9,252	£782	£577
Total	1,525	1,298	124	75	£53,863	£44,422	£3,922	£2,715

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

Figure 2.14 and Tables 2.23 and 2.24 below provide further details of the distances travelled on visits taken in each of the English, Welsh and Scottish regions.

Figure 2.14 – 2015 Tourism Day Visits: Claimed distance travelled on Tourism Day Visits by region visited (% of total)



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

In England the average distance travelled was smallest for visits taken to places in London (36 miles), while the average distance was greatest on visits taken to destinations in the South West of England (57 miles). Longer distances were recorded for visits to Mid Wales (83 miles) and the North of Scotland (94 miles) – each of which is characterised as being relatively rural.

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

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

Table 2.23 – Tourism Day Visits: Volume of visits by distance travelled and region of England destination (millions)

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	8	23	18	13	18	12	63	30	16
Between 5 and 10 miles	11	27	18	17	19	21	68	38	21
11 to 20 miles	11	30	21	18	22	17	47	38	25
21 to 40 miles	9	26	18	17	16	24	23	35	22
41 to 60 miles	3	15	9	8	9	14	13	19	14
61 to 80 miles	3	9	6	4	6	8	8	11	6
81 to 100 miles	2	7	7	3	3	6	7	10	5
Over 100 miles	7	14	16	9	13	11	25	21	20
Don't know	3	8	8	6	8	5	28	15	7
Average distance travelled (miles)	48	44	54	44	48	49	36	45	57

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

Table 2.24 – Tourism Day Visits: Volume of visits by distance travelled and Welsh and Scottish destination region (millions)

	Welsh destination region				Scottish Destination Region					
	North	Mid	South West	South East	North	West	East	South	Edinburgh	Glasgow
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	2	1	2	4	1	5	6	1	4	2
Between 5 and 10 miles	3	1	2	4	2	7	5	2	2	3
11 to 20 miles	2	1	3	6	2	8	6	3	2	5
21 to 40 miles	2	2	3	5	1	9	7	3	2	5
41 to 60 miles	1	1	1	3	1	4	4	2	2	2
61 to 80 miles	2	0	1	2	1	2	3	1	1	1
81 to 100 miles	2	1	1	2	1	2	2	1	1	1
Over 100 miles	3	2	2	3	4	5	5	2	3	2
Don't know	1	1	1	1	2	3	2	1	1	1
Average distance (miles)	71	83	46	46	94	50	54	55	62	45

Note: * Less than 0.5 million visits.

Table 2.25 shows the volume of visits by claimed distance travelled and type of place visited. The longest average distance travelled was for visits to seaside locations (69 miles) but shortest was on visits taken to places in more urban areas (42 miles on visits to small towns, 47 miles on visits to large towns and cities).

Over a quarter of visits (26%) taken to the seaside, including coastal resorts involved a round journey of over 80 miles.

Table 2.25 – Tourism Day Visits: Volume of visits by distance travelled and type of place visited (millions)

	City/large town		Small town		Village/rural		Seaside	
	Millions	%	Millions	%	Millions	%	Millions	%
Less than 5 miles	102	15%	66	17%	42	12%	17	11%
Between 5 and 10 miles	119	18%	79	20%	59	16%	15	10%
11 to 20 miles	121	18%	69	18%	65	18%	20	13%
21 to 40 miles	92	14%	57	15%	65	18%	19	13%
41 to 60 miles	53	8%	27	7%	34	9%	14	10%
61 to 80 miles	30	5%	17	4%	21	6%	11	7%
81 to 100 miles	26	4%	13	3%	17	5%	13	8%
Over 100 miles	76	11%	38	10%	41	11%	27	18%
Don't know	53	8%	25	6%	21	6%	14	10%
Average distance (miles)	47		42		49		69	

Claimed distance by activity undertaken

Figure 2.15 shows claimed distances travelled on Tourism Day Visits by main activity. Visits where the main activity was going on a night out, going out for entertainment, going out for a meal, involved the shortest average distances travelled (25, 34 and 34 miles respectively), while the longest average distances were typical on visits where the activity was described as days out for leisure reasons (74 miles), watching live sporting events (58 miles) or taking part in sports (57 miles).

Figure 2.15 – 2015 Tourism Day Visits: % Claimed distance by main activity undertaken

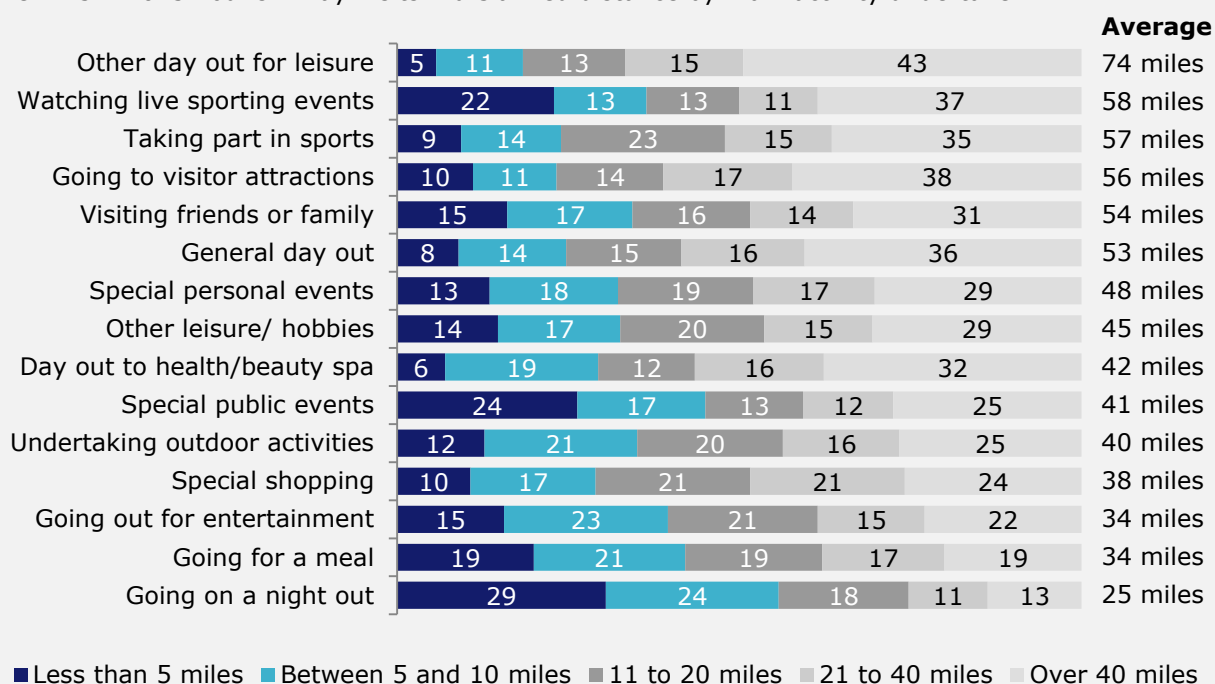


Table 2.26 overleaf details the volume of visits taken by claimed distance travelled and main activity, further illustrating the wide variation in distances travelled on visits where the main purpose was to see friends or family.

Table 2.26 – Tourism Day Visits: Volume of visits by claimed distance and main activity undertaken (millions)

	Visiting friends or family	'Special' shopping	Going out for a meal	Going on a night out	Going out for entertainment	Under taking outdoor activities	Other leisure/hobbies	Taking part in sports	Watching live sporting events	Going to visitor attractions	Special public events	Special personal events	Day out to health/beauty spa	General day out	Other day out for leisure
	Millions														
Less than 5 miles	56	10	30	33	14	13	7	2	15	8	10	5	1	10	2
Between 5 and 10 miles	66	17	33	27	21	23	8	3	9	8	7	7	2	17	5
11 to 20 miles	60	21	29	20	19	23	9	4	9	11	6	7	1	18	6
21 to 40 miles	54	22	26	12	13	18	7	3	7	13	5	7	1	19	7
41 to 60 miles	26	10	10	4	7	9	5	2	7	10	3	3	1	14	5
61 to 80 miles	19	5	5	2	4	6	1	1	3	5	2	2	1	7	2
81 to 100 miles	17	3	3	2	3	4	2	1	3	5	1	3	1	9	3
Over 100 miles	57	7	11	6	6	9	5	3	12	9	4	4	*	13	9
Don't know	26	7	9	5	4	7	3	1	3	7	4	2	1	13	6
Average distance (miles)	54	38	34	25	34	40	45	57	57	56	41	48	42	53	74

Note: * Less than 0.5 million visits.

Mode of transport

As illustrated in Figure 2.16 below, the proportion of visits taken by car was greatest in Wales (77%) but lower in England and Scotland (65% and 61%) as larger percentages of visits involved travel by public transport.

Figure 2.16 – 2015 Tourism Day Visits: Main mode of transport on Tourism Day Visits by destination country (% of total)

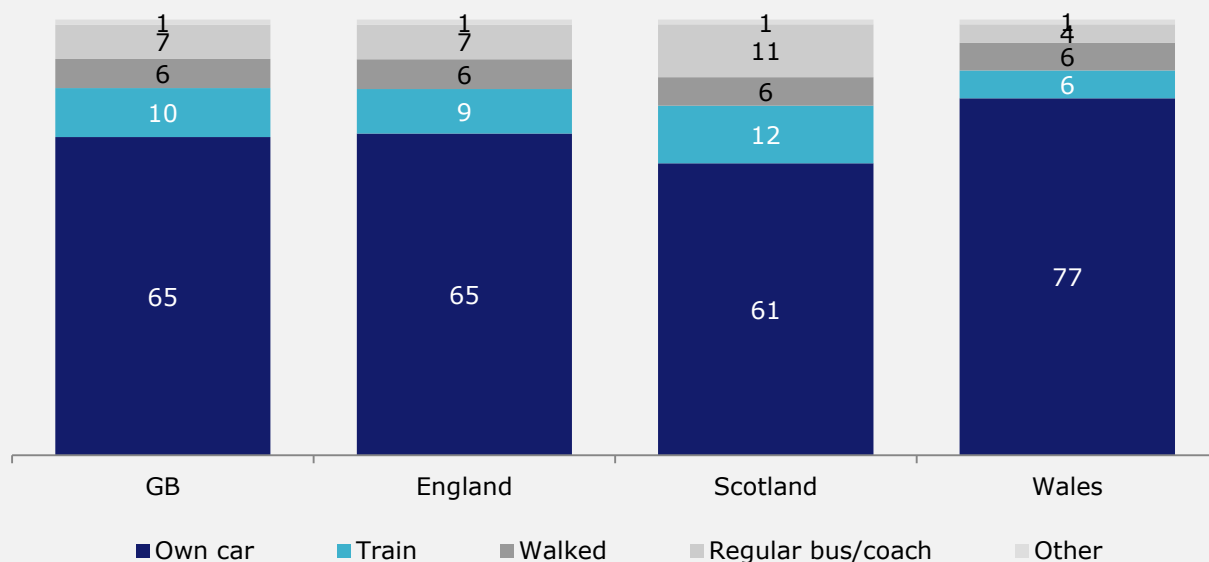


Table 2.27 below details the volume and value of visits by transport used and destination country. On the whole, cars were by far the most popular mode of transport in all countries with over one billion GB Tourism Day Visits using this method, followed by train (146 million visits) and bus/coach (113 million visits). Table 2.27 also illustrates total value of visits by transport used and destination country, showing that travel by car accounted for the largest proportion of expenditure across each of the nations.

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

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Net: Any car	1,013	862	78	58	£35,818	£30,797	£2,489	£2,201
Car – own/friends/family	996	849	76	57	£34,515	£29,588	£2,443	£2,184
Car – hired	17	13	2	1	£1,304	£1,209	£46	£17
Net: Public transport	259	216	29	8	£10,479	£8,986	£967	£350
Train	146	122	15	5	£7,514	£6,486	£582	£279
A regular bus/coach	113	95	14	3	£2,966	£2,500	£385	£71
Organised coach tour	17	14	2	1	£771	£638	£74	£37
Taxi	34	29	3	1	£1,426	£1,211	£96	£28
Walked/on foot	97	83	8	4	£1,921	£1,705	£117	£54
Bicycle	16	14	1	1	£200	£175	£8	£15
Minibus	9	7	1	*	£285	£241	£28	£14
Motor cycle	3	3	*	*	£65	£63	£2	£1
Tube	47	46	*	*	£1,600	£1,596	£1	£*
Tram	5	5	*	*	£206	£196	£9	£*
Motorised caravan/campervan	2	2	*	*	£70	£55	£12	£3
Plane	5	2	1	-	£441	£247	£89	£0
Boat/ship/ferry	3	2	1	-	£228	£193	£16	£0

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

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Lorry/truck/van	4	3	*	*	£124	£108	£4	£7
Other	12	10	1	*	£230	£212	£10	£5
Total	1,525	1,298	124	75	£53,863	£44,422	£3,922	£2,715

Note: * Less than 0.5 million visits.

Figure 2.17 illustrates the main mode of transport used by region visited. Travelling by car dominates visits across all regions except London, where under two fifths of visits were taken by car but larger proportions were taken by public transport. In other regions, the highest proportions of visits made by car were to the more rural destinations in South West Wales (84%), South of Scotland (75%) and the East of England (80%).

Figure 2.17 – 2015 Tourism Day Visits: Main mode of transport on Tourism Day Visits by region visited (% of total)

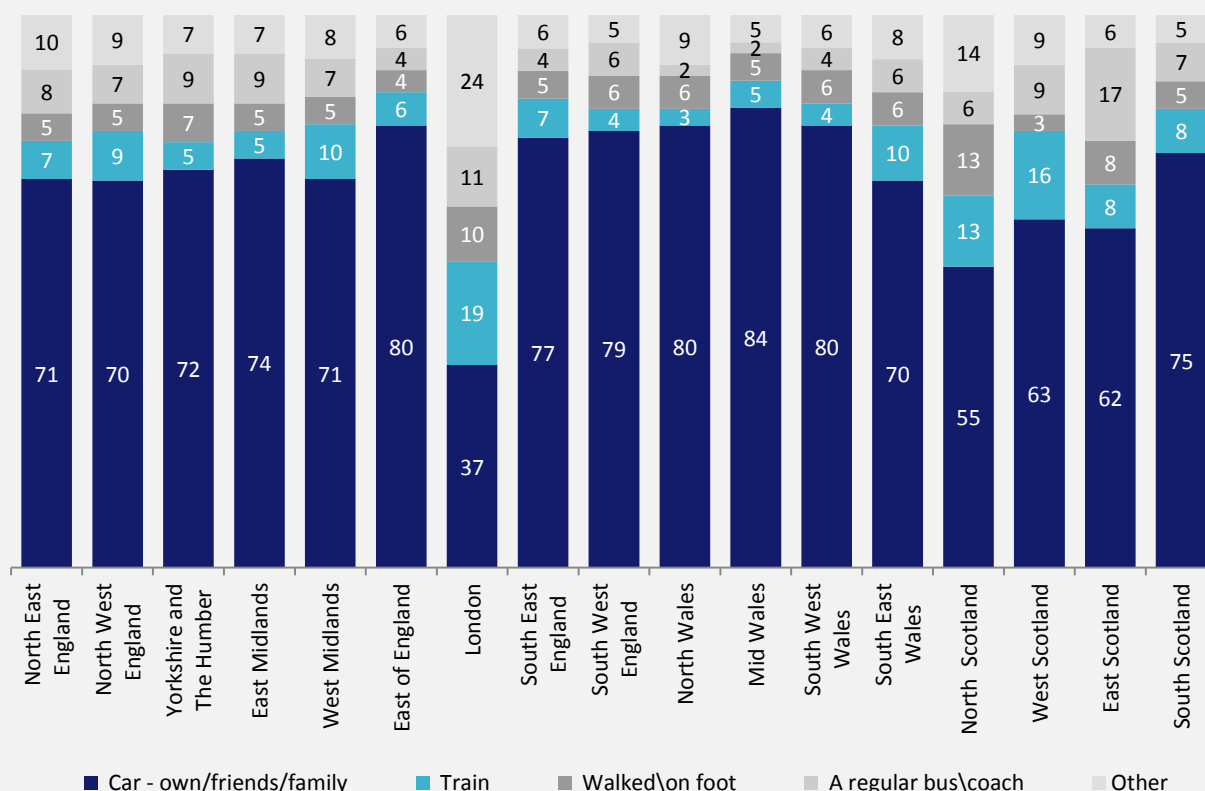


Table 2.28 below provides further details of the volumes of visits taken by mode of transport and English region, emphasising the large volumes of car borne journeys taken, particularly in the South East (166 million visits) and South West (107 million visits).

Table 2.28 – Tourism Day Visits: Volume of visits by main mode of transport used and English region visited (millions)

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Net: Any car	40	111	87	72	81	94	103	166	107
Car – own/ friends/family	39	110	86	71	80	93	99	165	104
Car – hired	1	1	1	1	1	1	4	1	3
Net: Public transport	8	25	17	14	19	12	84	24	13
Train	4	14	6	5	11	7	53	16	6
A regular bus/coach	4	11	10	9	8	5	31	9	7
Organised coach tour	*	2	1	1	1	1	3	2	1
Taxi	3	5	3	2	3	2	6	3	1
Walked/on foot	3	8	8	5	6	5	27	12	9
Bicycle	*	2	1	2	1	1	4	2	2
Minibus	*	1	*	*	1	*	1	2	1
Motor cycle	-	*	*	*	*	1	*	*	*
Tube	1	*	-	-	*	*	44	1	*
Tram	*	2	*	1	*	*	1	-	*
Motorised caravan/ campervan	*	*	*	-	-	*	-	*	1
Plane	-	1	*	*	*	-	*	*	-
Boat/ship/ferry	-	*	1	-	*	*	*	1	-
Lorry/truck/van	*	*	*	*	1	*	*	1	*
Other	*	*	1	1	1	1	5	1	*
Total	57	159	120	97	115	118	280	216	136

Note: * Less than 0.5 million visits.

Table 2.29 details transport mode used by type of place visited in terms of the total volumes of visits taken and these volumes as percentages of all visits. Visits taken to villages/rural locations were the most likely to be taken by car (80%) followed by seaside (73%) and small town (72%) while fewer visits to destinations in large towns and cities used this mode of transport (54% of total). Public transport was more commonly used during visits to cities and large towns, accounting for 25% of such visits.

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

	City/large town		Small town		Village/rural		Seaside	
	Millions	%	Millions	%	Millions	%	Millions	%
Net: Any car	365	54%	284	72%	290	80%	109	73%
Car – own/friends/family	357	53%	279	71%	287	79%	106	71%
Car – hired	7	1%	5	1%	3	1%	3	2%
Net: Public transport	167	25%	57	15%	26	7%	18	12%
Train	99	15%	30	8%	13	4%	11	8%
A regular bus/coach	68	10%	27	7%	13	4%	7	5%
Organised coach tour	7	1%	4	1%	4	1%	4	2%
Taxi	18	3%	10	3%	5	1%	2	1%
Walked/on foot	45	7%	23	6%	21	6%	8	6%
Bicycle	6	1%	4	1%	7	2%	1	1%
Minibus	4	1%	1	*	2	1%	2	1%
Motor cycle	1	*	1	*	1	*	1	*
Tube	43	6%	3	1%	1	*	1	*
Tram	4	1%	1	*	*	*	1	*
Motorised caravan/campervan	*	*	1	*	1	*	1	*
Plane	3	*	*	*	1	*	*	*
Boat/ship/ferry	2	*	*	*	1	*	1	1%
Lorry/truck/van	2	*	1	*	2	*	*	*
Total	671		392		365		149	

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

Visit expenditure

As illustrated in Figure 2.18 below, there is a broad range in terms of the amount spent on Tourism Day Visits. While more than a third of GB visits involved no expenditure (36%), a fifth (20%) involved spending more than £50. There was some regional variation in average expenditure per visit, with England and Wales seeing £36 on average spent on visits, while visits in Scotland were slightly lower in value at £32 per visit on average.

Figure 2.18 – 2015 Tourism Day Visits: Expenditure on Tourism Day Visits by destination country (% of total)

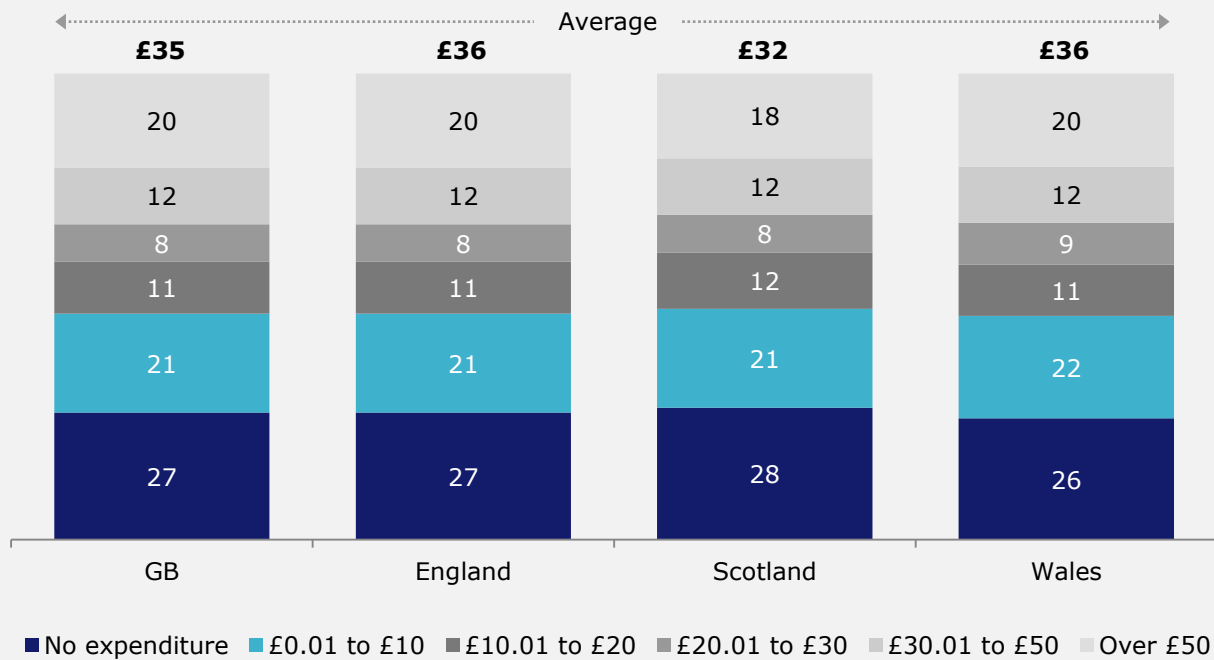


Table 2.30 overleaf provides the results of an analysis of the average levels of spend during Tourism Day Visits. In terms of the main visit activity, the highest average spend was during visits where the main activity was special shopping (£86), where spending was more than four times as much as those where the main activity was taking part in sports (£19). Average spend also varied by type of place from £46 on visits to cities/large towns to just £25 on visits to rural destinations.

Within the English regions, the highest average spend per visit was recorded in London (£41) and the West Midlands (£41), whilst the lowest levels were recorded in the South East and Yorkshire and The Humber (£31 on average each).

In Wales, average spend was highest in South East Wales (£44) and lowest in North Wales (£27), while in Scotland the average spend was highest in the West (£34) and lowest in the South (£30).

Table 2.30 – Tourism Day Visits – Average spend per visit (including zero spend)			
Main visit activity		English regions (former GORs)	
'Special' shopping	£86	North East England	£36
Day out to beauty/ health spa	£49	North West England	£36
Going out for entertainment	£44	Yorkshire and The Humber	£31
Special public event	£43	East Midlands	£34
Went out for a meal	£43	West Midlands	£41
Going a night out	£41	East of England	£30
Watched live sporting events (not on TV)	£38	London	£41
Going to visitor attractions	£36	South East England	£31
Other day out for leisure	£30	South West England	£38
General day out	£29	Welsh regions (Regional Tourism Partnerships)	
Special personal events	£28	Mid	£33
Undertaking outdoor activities	£23	North	£27
Visiting friends or family for leisure	£22	South West	£38
Other leisure/hobbies	£20	South East	£44
Taking part in sports	£19		
Type of place visited		Scottish regions (see page 6 for details)	
City/large town	£46	North	£31
Any seaside/coastline	£33	West	£34
Small town	£27	East	£31
Rural (countryside or village)	£25	South	£30

Items purchased

Table 2.31 below illustrates the **proportions of Tourism Day Visits involving expenditure on different items**. Over seven in ten Tourism Day Visits taken in GB in 2015 saw any amount of expenditure. The items most likely to be purchased included food and drink (56% of visits overall) and fuel (14%). It should be noted that the survey only recorded expenditure made during the visit so, for example, expenditure on fuel used during a journey but not purchased during the visit and related journey to and from the destination is not included.

Table 2.31 – Tourism Day Visits – Items purchased during visits by destination country (% of visits when money is spent on each expenditure item)

	GB	England	Scotland	Wales
Expenditure items	%	%	%	%
Any expenditure	73%	73%	72%	74%
No expenditure	27%	27%	28%	26%
Net: Transport	35%	35%	40%	33%
Fuel	14%	13%	15%	19%
Bus fares, car parking	10%	10%	12%	8%
Rail, tube or tram tickets	10%	10%	11%	7%
Water transport	1%	1%	2%	*
Air transport	1%	1%	2%	*
Car/other vehicle hire	1%	1%	2%	*
Net: Eating and drinking	56%	56%	54%	59%
Eating/drinking out in cafes, restaurants, etc.	46%	46%	45%	49%
Food bought in shops/ takeaways and consumed on trip	18%	18%	17%	18%
Net: Entrance charges	19%	19%	20%	16%
Entrance to visitor attractions	7%	7%	6%	7%
Tickets/entrance to events, shows or clubs	9%	9%	10%	8%
Tickets to watch sporting events	3%	3%	4%	2%
Entrance to sports/leisure centres	2%	2%	3%	1%
Shopping				
'Special' shopping (i.e. not routine)	11%	11%	10%	12%
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%	1%

Note: * Less than 0.5%.

Table 2.32 overleaf illustrates the **total amounts spent** on each category across all of the Tourism Day Visits taken by GB residents in 2015 – for GB as a whole and also for the country destinations.

Overall, around £22 billion was spent on eating and drinking during Tourism Day Visits, about two-fifths of total expenditure (41%), while £10.9 billion was spent on 'special' shopping (20%) and £9.7 billion was spent on costs related to transport (18%). Comparing the share of total spend in each country, it is notable that fuel represented a higher share of expenditure on visits taken in Wales, a reflection of the greater proportion of visits taken in Wales which involved travel by car and longer distances.

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

	GB	England	Scotland	Wales
Expenditure items	Millions	Millions	Millions	Millions
Transport – total	£9,741	£8,427	£811	£503
% share	18%	18%	21%	19%
Fuel	£4,976	£4,159	£440	£378
% share	9%	9%	11%	14%
Bus fares, car parking	£1,370	£1,207	£125	£38
% share	3%	3%	3%	1%
Rail, tube or tram tickets	£2,397	£2,172	£145	£79
% share	5%	5%	4%	3%
Water transport	£164	£133	£30	£2
% share	0%	0%	1%	0%
Air transport	£303	£253	£44	£5
% share	1%	1%	1%	0%
Car/other vehicle hire	£531	£503	£27	£0
% share	1%	1%	1%	0%
Eating and drinking – total	£21,841	£19,030	£1,675	£1,136
% share	41%	41%	43%	42%
Eating/drinking out in cafes, restaurants, etc.	£18,968	£16,478	£1,522	£968
% share	36%	35%	39%	36%
Food bought in shops/takeaways and consumed on trip	£2,872	£2,552	£152	£168
% share	5%	5%	4%	6%
Entrance charges – total	£7,499	£6,538	£562	£398
% share	14%	14%	14%	15%
Entrance to visitor attractions	£2,321	£2,079	£123	£118
% share	4%	4%	3%	4%
Tickets/entrance to events, shows or clubs	£3,419	£2,982	£280	£157
% share	6%	6%	7%	6%
Tickets to watch sporting events	£1,241	£1,054	£80	£107
% share	2%	2%	2%	4%
Entrance to sports/leisure centres	£517	£422	£79	£16
% share	1%	1%	2%	1%
Shopping	£10,872	£9,669	£710	£493
% share	20%	21%	18%	18%
Other items – total	£3,107	£2,758	£164	£185
% share	6%	6%	4%	7%
Package travel or package tours	£674	£618	£15	£40
% share	1%	1%	0%	1%
Other travel services	£241	£225	£11	£5
% share	0%	0%	0%	0%
Hiring equipment	£178	£158	£10	£9
% share	0%	0%	0%	0%
Other	£2,014	£1,757	£127	£130
% share	4%	4%	3%	5%

Note: * Less than 0.5%.

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

	Visited friends or family for leisure	Did 'special' shopping for items that you do not regularly buy	Went out for a meal	Went on a night out to a bar, pub and/or club	Went out for entertainment – to a cinema, concert or theatre
Expenditure items	Millions	Millions	Millions	Millions	Millions
Transport – total	£2,640	£646	£709	£831	£648
% share	32%	7%	11%	18%	16%
Fuel	£1,678	£365	£341	£241	£175
% share	20%	4%	5%	5%	4%
Bus fares, car parking	£218	£83	£105	£272	£93
% share	3%	1%	2%	6%	2%
Rail, tube or tram tickets	£542	£172	£156	£187	£255
% share	7%	2%	2%	4%	6%
Water transport	£46	£20	£13	£0	£3
% share	1%	0%	0%	0%	0%
Air transport	£46	£2	£32	£4	£122
% share	1%	0%	0%	0%	3%
Car/other vehicle hire	£110	£4	£63	£126	£1
% share	1%	0%	1%	3%	0%
Eating and drinking – total	£3,479	£1,207	£4,668	£2,999	£1,281
% share	42%	14%	70%	66%	32%
Eating/drinking out in cafes, restaurants, etc.	£2,812	£1,042	£4,382	£2,801	£1,104
% share	34%	12%	66%	61%	27%
Food bought in shops/ takeaways and consumed on trip	£667	£165	£286	£197	£177
% share	8%	2%	4%	4%	4%
Entrance charges – total	£472	£225	£341	£396	£1,756
% share	6%	3%	5%	9%	43%
Entrance to visitor attractions	£200	£65	£98	£29	£65
% share	2%	1%	1%	1%	2%
Tickets/entrance to events, shows or clubs	£136	£120	£179	£291	£1,620
% share	2%	1%	3%	6%	40%
Tickets to watch sporting events	£61	£30	£50	£66	£60
% share	1%	0%	1%	1%	1%
Entrance to sports/leisure centres	£74	£9	£14	£10	£11
% share	1%	0%	0%	0%	0%
'Special' shopping (i.e. not routine)	£1,271	£5,935	£734	£206	£221
% share	15%	68%	11%	5%	5%
Other items – total	£404	£705	£210	£132	£131
% share	5%	8%	3%	3%	3%
Package travel or package tours	£64	£27	£45	£38	£21
% share	1%	0%	1%	1%	1%
Other travel services	£13	£11	£13	£2	£61
% share	0%	0%	0%	0%	2%
Hiring equipment	£20	£4	£0	£40	£3
% share	0%	0%	0%	1%	0%
Other	£307	£663	£152	£53	£46
% share	4%	8%	2%	1%	1%

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

	Undertook an outdoor leisure activity such as walking, cycling, golf, etc.	Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)	Taking part in sports, including events or competitions	Watched a live sporting event (not on TV)	Went to visitor attraction (historic house, theme park, museum, zoo, etc.)
Expenditure items	Millions	Millions	Millions	Millions	Millions
Transport – total	£617	£257	£96	£580	£545
% share	24%	27%	27%	23%	20%
Fuel	£289	£105	£23	£325	£258
% share	11%	11%	6%	13%	9%
Bus fares, car parking	£81	£30	£19	£80	£90
% share	3%	3%	5%	3%	3%
Rail, tube or tram tickets	£124	£65	£18	£157	£161
% share	5%	7%	5%	6%	6%
Water transport	£8	£16	£15	£2	£12
% share	0%	2%	4%	0%	0%
Air transport	£0	£33	£18	£2	£1
% share	0%	4%	5%	0%	0%
Car/other vehicle hire	£115	£7	£3	£14	£23
% share	4%	1%	1%	1%	1%
Eating and drinking – total	£1,026	£286	£133	£785	£1,054
% share	39%	30%	37%	31%	39%
Eating/drinking out in cafes, restaurants, etc.	£808	£216	£120	£614	£882
% share	31%	23%	34%	24%	32%
Food bought in shops/ takeaways and consumed on trip	£218	£70	£14	£171	£172
% share	8%	7%	4%	7%	6%
Entrance charges – total	£441	£182	£69	£1,033	£945
% share	17%	19%	19%	40%	35%
Entrance to visitor attractions	£137	£61	£24	£43	£880
% share	5%	6%	7%	2%	32%
Tickets/entrance to events, shows or clubs	£106	£60	£13	£64	£50
% share	4%	6%	4%	3%	2%
Tickets to watch sporting events	£38	£13	£3	£874	£4
% share	1%	1%	1%	34%	0%
Entrance to sports/leisure centres	£160	£48	£28	£52	£11
% share	6%	5%	8%	2%	0%
'Special' shopping (i.e. not routine)	£196	£148	£29	£43	£158
% share	7%	16%	8%	2%	6%
Other items – total	£337	£67	£30	£127	£32
% share	13%	7%	9%	5%	1%
Package travel or package tours	£168	£0	£3	£16	£15
% share	6%	0%	1%	1%	1%
Other travel services	£4	£13	£5	£5	£5
% share	0%	1%	2%	0%	0%
Hiring equipment	£53	£6	£1	£5	£0
% share	2%	1%	0%	0%	0%
Other	£112	£48	£22	£100	£12
% share	4%	5%	6%	4%	0%

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

	Attended a special public event such as a festival, exhibition, etc.	Attended a special event of a personal nature such as a wedding, graduation, christening, etc.	Went on a day out to a beauty/health centre/spa, etc.	Went on a general day out/to explore an area	Going on day trips/excursions for other leisure purpose not mentioned above
Expenditure items	Millions	Millions	Millions	Millions	Millions
Transport – total	£296	£290	£62	£752	£337
% share	16%	26%	14%	21%	25%
Fuel	£150	£207	£26	£451	£185
% share	8%	19%	6%	13%	14%
Bus fares, car parking	£50	£25	£2	£79	£54
% share	3%	2%	0%	2%	4%
Rail, tube or tram tickets	£83	£36	£25	£158	£90
% share	4%	3%	6%	5%	7%
Water transport	£6	£1	£3	£14	£5
% share	0%	0%	1%	0%	0%
Air transport	£3	£12	£5	£6	£2
% share	0%	1%	1%	0%	0%
Car/other vehicle hire	£5	£10	£2	£43	£2
% share	0%	1%	0%	1%	0%
Eating and drinking – total	£693	£529	£130	£1,639	£468
% share	37%	48%	29%	47%	35%
Eating/drinking out in cafes, restaurants, etc.	£527	£468	£116	£1,354	£390
% share	28%	43%	26%	38%	29%
Food bought in shops/takeaways and consumed on trip	£167	£62	£14	£286	£78
% share	9%	6%	3%	8%	6%
Entrance charges – total	£538	£49	£100	£345	£199
% share	29%	4%	22%	10%	15%
Entrance to visitor attractions	£150	£14	£50	£235	£133
% share	8%	1%	11%	7%	10%
Tickets/entrance to events, shows or clubs	£363	£30	£11	£74	£42
% share	19%	3%	3%	2%	3%
Tickets to watch sporting events	£13	£4	£3	£20	£5
% share	1%	0%	1%	1%	0%
Entrance to sports/leisure centres	£11	£1	£36	£16	£19
% share	1%	0%	8%	0%	1%
'Special' shopping (i.e. not routine)	£164	£91	£113	£629	£166
% share	9%	8%	25%	18%	12%
Other items – total	£172	£135	£41	£154	£177
% share	9%	12%	9%	4%	13%
Package travel or package tours	£82	£3	£24	£22	£132
% share	4%	0%	5%	1%	10%
Other travel services	£5	£0	£1	£7	£0
% share	0%	0%	0%	0%	0%
Hiring equipment	£2	£0	£2	£19	£15
% share	0%	0%	0%	1%	1%
Other	£83	£132	£15	£105	£30
% share	4%	12%	3%	3%	2%

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

to explore and visits for special personal events. Entrance charges made up a higher proportion of spend on visits where activities included going out for entertainment, watching live sport or going to visitor attractions.

Table 2.32.3 below shows that 'special' shopping trips see the highest average spend per visit, followed by days out to beauty/health spas and going out for entertainment. On the other end of the scale, visits for the purpose of taking part in sports, other leisure/hobbies or visiting friends or family saw the lowest average expenditure.

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

	Visits GB	Expenditure GB	Average expenditure per visit
Main activity	Millions	Millions	
'Special' shopping	102	£8,718	£86
Day out to beauty/ health spa	9	£447	£49
Going out for entertainment	92	£4,036	£44
Special public event	44	£1,864	£43
Went out for a meal	156	£6,662	£43
Going a night out	112	£4,564	£41
Watched live sporting events (not on TV)	67	£2,568	£38
Going to visitor attractions	76	£2,734	£36
Other day out for leisure	44	£1,347	£30
General day out	121	£3,519	£29
Special personal events	39	£1,094	£28
Undertaking outdoor activities	113	£2,617	£23
Visiting friends or family for leisure	381	£8,265	£22
Other leisure/hobbies	48	£940	£20
Taking part in sports	19	£357	£19
Total	1,525	£53,863	£34

Visitor profile

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

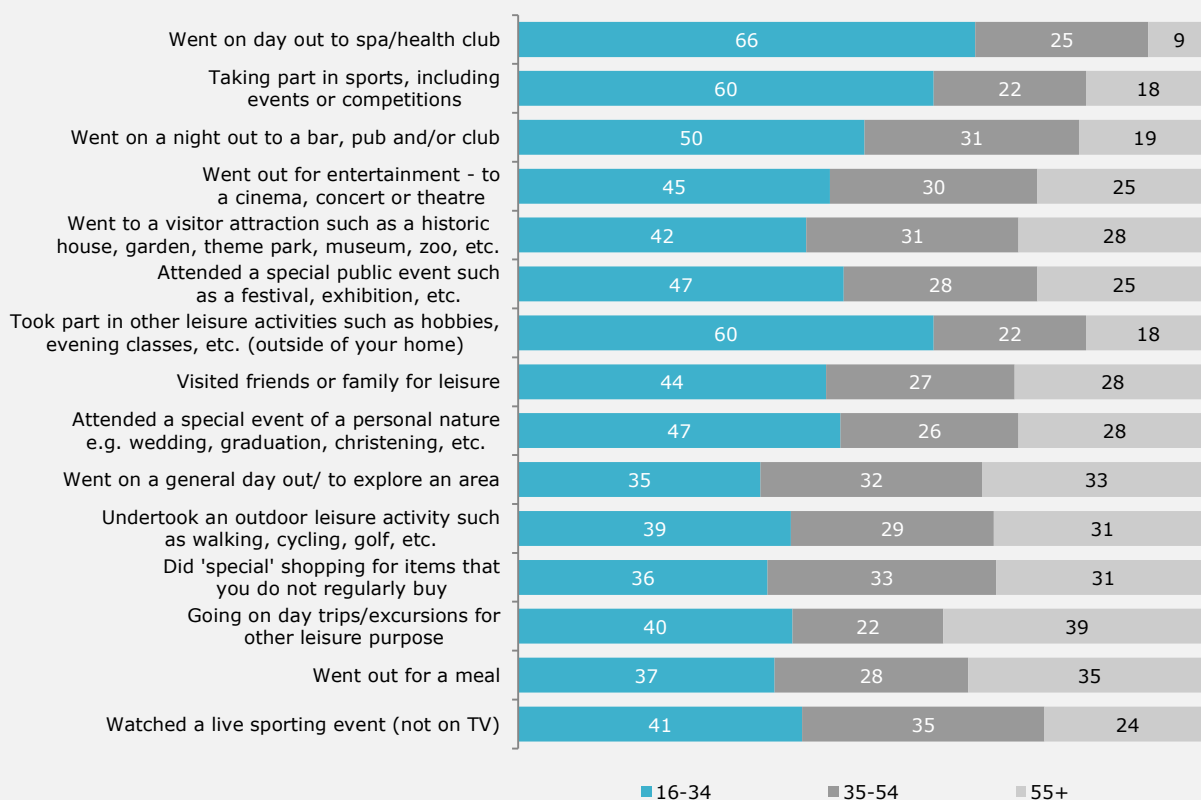
Table 2.33 – Tourism Day Visits: Demographic profile of those taking and not taking visits in last seven days

	One or more visits taken in last seven days	No visits taken in last seven days
Sex	%	%
Male	49	46
Female	51	54
Age		
16-24	16	9
25-34	20	13
35-44	14	16
45-54	18	23
55-64	13	15
65+	20	24
Socio-economic status		
AB	25	15
C1	29	25
C2	21	21
DE	25	39
Age terminated education		
16 years of younger	47	60
17-19 years	22	19
20 years or older	24	17
Still studying	8	4
Car access		
Yes	76	66
No	24	34
Children in household		
Yes	29	25
No	71	75

While there is little substantial variation in the age profile of those who had taken a Tourism Day Visit in the week before the survey and those who had taken no visits in this period, the age profile of visit takers did vary significantly by activity undertaken – as illustrated in Figure 2.19 below.

Tourism Day Visits in which the main activity was going on a day out to spa/ health club were more likely to involve those aged 16 to 34, while visits where the main activity was going out on a day trip/ excursion were likely to be taken by those aged 55+. The most popular activity for those aged 35-54 was watching a live sporting event (not on TV).

Figure 2.19 – 2015 Tourism Day Visits: Age profile of visit takers by main activity undertaken (% of total)



In terms of socio-economic groups (Figure 2.20), visits where the main activity was taking part in hobbies (34%) or going to entertainment such as concerts or theatre (34%) saw the greatest share of visitors from more affluent social groups AB. Those in lower social groups DE were more likely to have taken visits for the purpose of 'special shopping' (23%), visiting friends or family (21%) and going on day trips for other leisure reasons (21%).

Special shopping and eating out were the activities with the most evenly distributed socio-economic profile.

Figure 2.20 – 2015 Tourism Day Visits: Socio Economic group profile of visit takers by main activity undertaken (% of total)

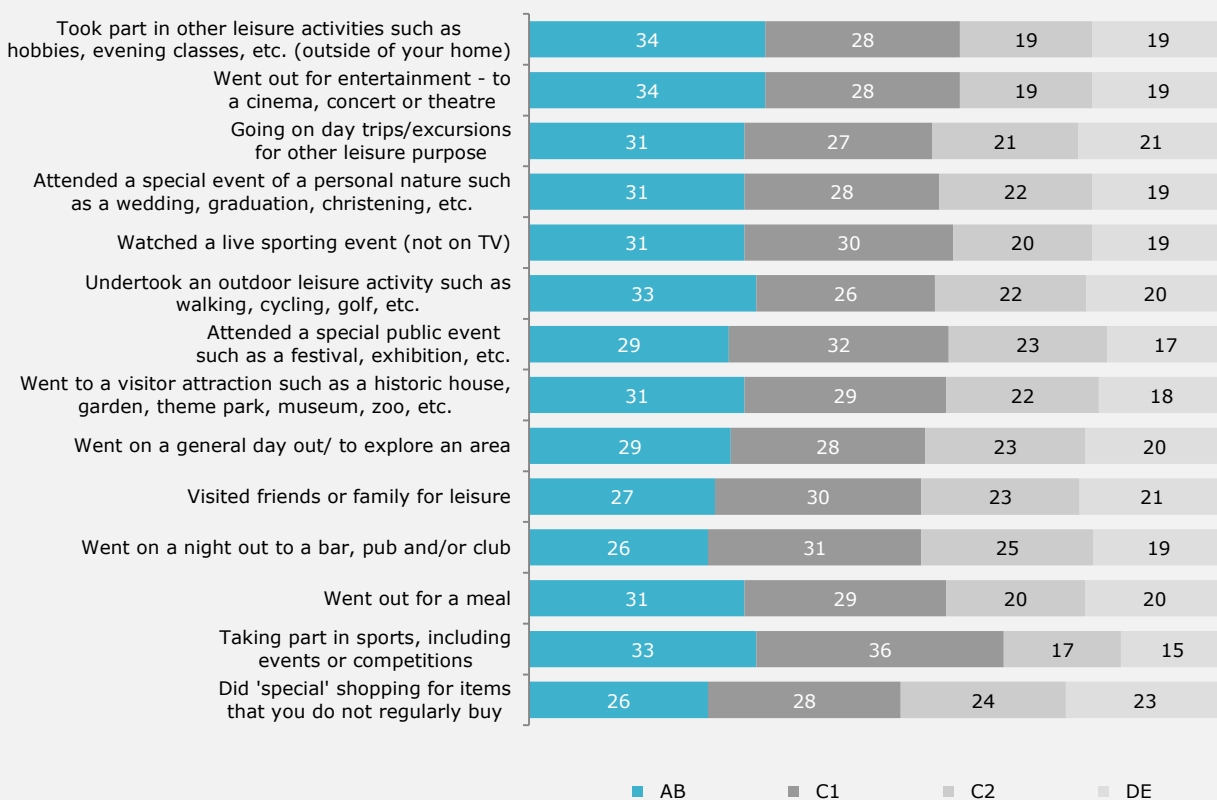
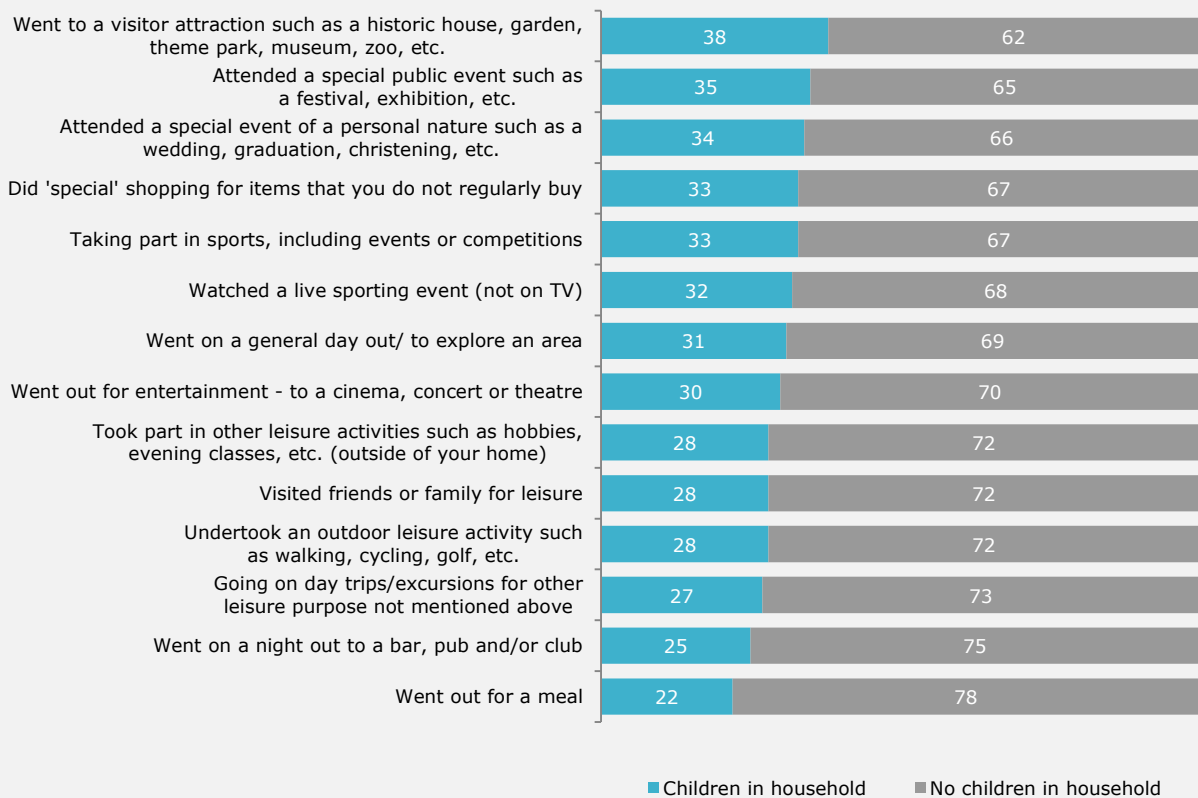


Figure 2.21 illustrates that Tourism Day Visits where the main activity was going to visitor attractions were more likely to be undertaken by people with children at home. Visitor attractions were most appealing to visitors with children in the household while visitors without children were more likely to take visits where the main activities were eating out, going for a nights out and going on a day trip for other leisure reasons.

Figure 2.21 – 2015 Tourism Day Visits: Presence of children in household amongst visit takers by main activity undertaken (% of total)



Summary of changes over time



Section 3: Summary of changes over time

Volume and value of visits

In 2015 a total of 1,525 million Tourism Day Visits were taken by GB residents, marking a slight decline of -4% in volume of visits taken since 2014 (1,585 million Tourism Day Visits). Expenditure on Tourism Day Visits also remained stable for 2015 at £53.9 billion compared to £53.8 billion in 2014.

Geographic distribution of visits

The annual volume and value of visits taken from 2011 to 2015 and the percentage change between the latter two years is illustrated in Table 3.1. In this table expenditure for each year is also shown at 2015 values (adjustment made using annual average CPI rates, all other pre 2015 values in report are shown as historic values).

The volume of visits taken in 2015 fell in England (-3%), Scotland (-2%) and Wales (-17%) compared to 2014, marking the continuation of a downward trend across each nation. In expenditure terms, the picture was slightly more varied across the nations, as England and Wales saw increases in the value of Tourism Day Visits (+3% and +1% respectively) while Scotland saw a decline in expenditure (-22%) compared to the previous year.

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

VISITS	2011	2012	2013	2014	2015	2014/ 2015
	Millions	Millions	Millions	Millions	Millions	% change
England	1,307	1,467	1,370	1,345	1,298	-4%
Scotland	134	142	124	127	124	-2%
Wales	102	101	89	90	75	-17%
GB total	1,545	1,712	1,588	1,585	1,525	-4%
EXPENDITURE	2011	2012	2013	2014	2015	2014/ 2015
	Millions	Millions	Millions	Millions	Millions	% change
England	£42,670	£48,459	£46,024	£45,101	£46,422	+3%
Scotland	£6,152	£4,651	£4,647	£5,020	£3,922	-22%
Wales	£2,939	£3,834	£3,061	£2,677	£2,715	+1%
GB total	£52,040	£57,052	£53,947	£53,768	£53,863	0%
EXPENDITURE (2015 prices)*	2011	2012	2013	2014	2015	2014/ 2015
	Millions	Millions	Millions	Millions	Millions	% change
England	£44,967	£49,725	£46,300	£45,146	£46,422	+3%
Scotland	£6,483	£4,773	£4,675	£5,025	£3,922	-22%
Wales	£3,097	£3,934	£3,079	£2,680	£2,715	+1%
GB total	£54,842	£58,542	£54,271	£53,822	£53,863	0%

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

Viewing the performance of the English regions (Table 3.2), there were declines in all nine regions when comparing 2015 to the previous year's volume of Tourism Day visits. The largest declines can be seen for North East England, Yorkshire and The Humber, and East of England (-11%, -9% and -9% respectively). North West of England in contrast, has seen the smallest decline (-1%).

All Welsh and Scottish regions have also echoed the trend in England in terms of volume of visit, except for North Scotland (+8%) and particular South of Scotland where volume of visits have more than doubled (+143%).

As shown in table 3.2.2, English regions saw a varied performance in terms of value spent on visits, where half of its regions have seen an increase and the other half decreases, specifically in Yorkshire and

The Humber, North East, East, and South East of England (-11%, -8%, -10% and -12% respectively). In Wales, all regions saw an increase in value of visits except Mid Wales (-10%) and North Wales, where the value of visit is less than half of last year's spend (-54%). All regions in Scotland saw a decrease in expenditure, apart from the South region which saw an increase in line with the rise in volume of visit (143%).

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

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

	2011	2012	2013	2014	2015	2015/2014	4yr Average 2011-2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions
English Regions							
North East England	43	75	74	63	56	-11%	67
North West England	173	170	160	160	159	-1%	162
Yorkshire and The Humber	139	141	134	132	120	-9%	132
East Midlands	93	111	103	95	97	+2%	102
West Midlands	109	128	133	119	114	-4%	124
East of England	135	126	131	130	118	-9%	126
London	273	315	262	274	280	+2%	283
South East England	201	245	219	227	216	-5%	227
South West England	141	157	154	146	136	-7%	148
Welsh Regions							
North Wales	26	26	19	25	18	-28%	22
Mid Wales	10	9	14	16	10	-38%	12
South West Wales	21	23	18	19	16	-16%	19
South East Wales	43	43	37	34	30	-12%	36
Scottish Regions							
North Scotland	22	22	12	13	14	+8%	15
West Scotland	55	64	50	62	45	-27%	55
East Scotland	47	50	43	49	40	-18%	46
South Scotland	9	7	7	7	17	+143%	10

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

	2011	2012	2013	2014	2015	2015/2014	4yr Average 2011-2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions
English Regions							
North East England	£1,092	£2,472	£2,827	£2,227	£2,053	-8%	£2,395
North West England	£5,828	£5,394	£5,644	£5,370	£5,776	+8%	£5,546
Yorkshire and The Humber	£3,570	£3,802	£4,225	£4,147	£3,701	-11%	£12,294
East Midlands	£3,507	£3,327	£2,914	£2,586	£3,290	+27%	£3,029
West Midlands	£3,144	£3,913	£4,828	£3,863	£4,692	+21%	£4,324
East of England	£3,823	£3,825	£4,130	£3,913	£3,526	-10%	£3,849
London	£9,816	£12,852	£9,223	£10,732	£11,571	+8%	£11,095
South East England	£7,085	£7,547	£7,094	£7,571	£6,627	-12%	£7,210
South West England	£4,805	£5,328	£5,138	£4,691	£5,186	+11%	£5,086
Welsh Regions							
North Wales	£580	£986	£601	£1,050	£481	-54%	£780
Mid Wales	£353	£259	£501	£353	£317	-10%	£358
South West Wales	£542	£704	£735	£572	£604	+6%	£654
South East Wales	£1,423	£1,934	£1,310	£1,150	£1,302	+13%	£1,424
Scottish Regions							
North Scotland	£1,301	£750	£453	£744	£428	-42%	£594
West Scotland	£1,995	£2,135	£1,802	£2,119	£1,561	-26%	£1,904
East Scotland	£2,668	£1,522	£1,704	£2,047	£1,243	-39%	£1,629
South Scotland	£189	£206	£255	£208	£506	+143%	£294

Seasonal distribution of visits

In Figure 3.1, the traditional seasonal variations for Tourism Day Visits can be seen across each of the years, with busier times falling across the Easter, summer and Christmas holiday periods. There has been no change overall with small changes occurring over the separate months. Compared to 2014, declines can be seen early on in the year and during the autumn months.

Figure 3.1 – 2012, 2013, 2014 and 2015 Tourism Day Visits: Volume of visits by month (millions)

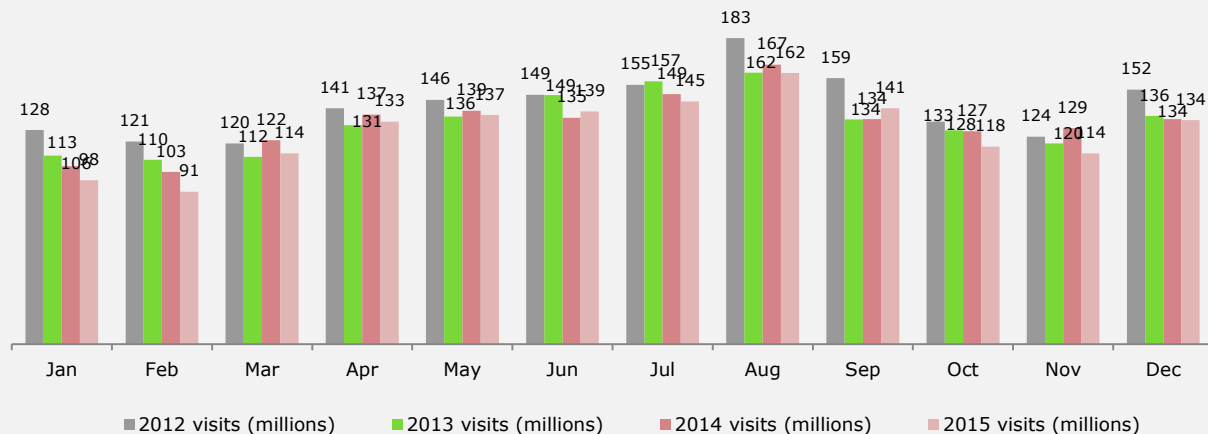


Table 3.3 illustrates changes in the quarterly volume and value of visits taken to each of the countries. At an overall GB level declines were seen across each of the quarters, contributing to the annual decline of -4%. The volume of English visits over 2015 showed a similar picture, apart from the April to June period, which saw an increase of +2%. In Scotland, a decline of -11% was seen for the period January to March compared to 2014, while the period of July to September remained unchanged from last year. Wales saw increases of +6% in the first and fourth quarters of the year but a year-on-year decline of -44% for April to June 2015, and -16% for July to September lead to an overall decline of -17%.

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

Visits	GB						England					
	2011	2012	2013	2014	2015	2015/2014	2011	2012	2013	2014	2015	2015/2014
Quarter	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	314	370	335	331	303	-8%	269	318	288	286	259	-9%
Apr – Jun	405	436	416	412	409	-1%	341	370	356	343	349	+2%
Jul – Sep	443	497	454	451	448	-1%	369	425	390	377	375	-1%
Oct – Dec	384	410	384	391	366	-6%	328	353	336	339	315	-7%
Total	1,545	1,712	1,588	1,585	1,525	-4%	1,307	1,467	1,370	1,345	1,298	-3%

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

Visits	Scotland						Wales					
	2011	2012	2013	2014	2015	2015/2014	2011	2012	2013	2014	2015	2015/2014
Quarter	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	26	32	28	27	24	-11%	18	19	17	16	17	+6%
Apr – Jun	36	37	34	31	32	+3%	28	29	23	32	18	-44%
Jul – Sep	40	40	32	41	41	0%	32	32	31	25	21	-16%
Oct – Dec	31	34	29	29	28	-3%	24	22	18	18	19	+6%
Total	134	143	124	127	124	-2%	102	101	89	90	75	-17%

Activities undertaken

Table 3.4 details the percentage change in the volume of visits taken involving the ten activities which were undertaken most often on Tourism Day Visits. Seven of these activities were the main activity in fewer visits in 2015 than in 2014 – going on a night out, a general day out, 'special' shopping, undertaking outdoor activities, going out for entertainment, going to visitor attractions and other leisure/hobbies. Activities which saw an increase in volume of visits compared to 2014 included visiting friends or family, eating out, and watching live sporting events.

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

Visits	GB						England					
	2011	2012	2013	2014	2015	2015/ 2014	2011	2012	2013	2014	2015	2015/ 2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	412	414	379	363	381	+5%	356	361	331	313	327	+4%
Going out for a meal	149	170	165	152	156	+3%	124	146	144	131	134	+2%
Going on a night out	148	150	142	131	112	-15%	125	130	125	113	97	-14%
General day out	85	116	123	130	121	-7%	74	94	103	109	101	-7%
'Special' shopping	124	132	116	110	102	-7%	102	113	99	95	88	-7%
Undertaking outdoor activities	110	130	111	122	113	-7%	88	108	90	100	96	-4%
Going out for entertainment	89	102	102	97	92	-5%	76	86	89	84	81	-4%
Going to visitor attractions	77	81	85	77	76	-1%	66	68	74	66	65	-2%
Watching live sporting events	56	72	58	63	67	+6%	48	62	50	52	55	+6%
Other leisure/hobbies	51	51	47	52	48	-8%	43	45	42	44	41	-7%

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

Visits	Scotland						Wales					
	2011	2012	2013	2014	2015	2015/ 2014	2011	2012	2013	2014	2015	2015/ 2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	33	33	28	28	32	14%	22	20	19	17	18	6%
Going out for a meal	14	16	10	12	12	0%	11	8	10	9	7	-22%
Going on a night out	11	12	10	9	7	-22%	12	8	7	7	5	-29%
General day out	7	9	10	10	9	-10%	4	13	8	9	9	0%
'Special' shopping	12	12	9	9	8	-11%	10	7	7	5	5	0%
Undertaking outdoor activities	11	12	10	11	9	-18%	10	9	10	9	6	-33%
Going out for entertainment	7	10	8	8	7	-13%	6	6	5	4	4	0%
Going to visitor attractions	6	7	6	7	5	-29%	5	6	4	3	2	-33%
Watching live sporting events	4	7	5	6	7	+17%	3	3	3	3	3	0%
Other leisure/hobbies	5	4	3	4	4	0%	3	2	3	3	2	-33%

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

Visits	GB						England					
	2011	2012	2013	2014	2015	2015/ 2014	2011	2012	2013	2014	2015	2015/ 2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	£8,292	£9,155	£7,309	£8,159	£8,265	+1%	£6,478	£7,813	£6,355	£6,798	£7,096	+4%
Going out for a meal	£6,243	£6,870	£7,083	£6,603	£6,662	+1%	£5,201	£6,003	£6,294	£5,351	£5,784	+8%
Going on a night out	£4,875	£4,561	£4,981	£4,695	£4,564	-3%	£3,577	£3,854	£4,247	£4,050	£4,067	0%
General day out	£2,950	£3,462	£3,327	£3,668	£3,519	-4%	£2,344	£2,881	£2,833	£2,927	£2,960	+1%
'Special' shopping	£9,178	£10,281	£9,121	£9,039	£8,718	-4%	£8,336	£8,706	£7,599	£7,844	£7,730	-1%
Undertaking outdoor activities	£2,828	£2,276	£2,220	£1,980	£2,617	+32%	£2,367	£1,717	£1,646	£1,652	£2,104	+27%
Going out for entertainment	£3,558	£3,512	£3,778	£3,837	£4,036	+5%	£3,046	£2,989	£3,204	£3,429	£3,564	+4%
Going to visitor attractions	£2,754	£3,185	£3,491	£2,947	£2,734	-7%	£2,405	£2,667	£3,130	£2,525	£2,389	-5%
Watching live sporting events	£2,199	£2,436	£2,170	£2,472	£2,568	+4%	£1,833	£2,176	£1,889	£1,922	£2,186	+14%
Other leisure/hobbies	£934	£1,021	£1,162	£912	£940	+3%	£780	£936	£1,018	£714	£830	+16%

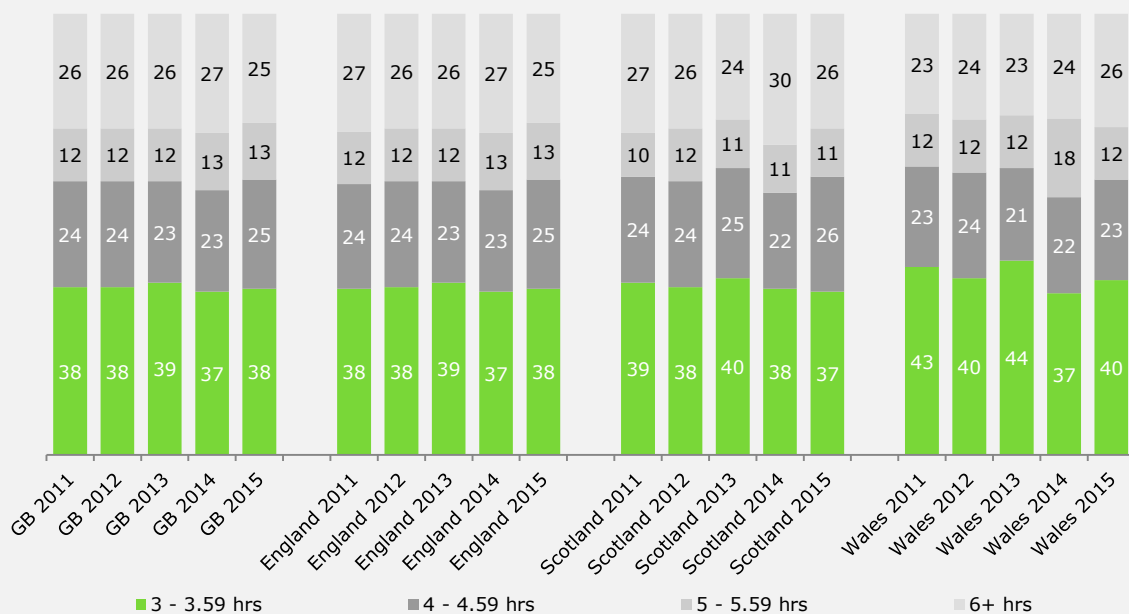
Table 3.4 (continued) – Tourism Day Visits: Change over time in value of visits by main activity and destination country (£ millions)

Visits	Scotland						Wales					
	2011	2012	2013	2014	2015	2015/ 2014	2011	2012	2013	2014	2015	2015/ 2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
Visiting friends or family	£1,242	£628	£474	£610	£643	+5%	£543	£683	£400	£467	£421	-10%
Going out for a meal	£626	£539	£431	£908	£417	-54%	£415	£325	£340	£295	£362	+23%
Going on a night out	£810	£459	£474	£367	£298	-19%	£486	£232	£260	£208	£180	-13%
General day out	£369	£223	£284	£396	£191	-52%	£236	£358	£211	£211	£272	+29%
'Special' shopping	£537	£1,033	£1,001	£760	£624	-18%	£305	£542	£521	£410	£348	-15%
Undertaking outdoor activities	£263	£230	£276	£175	£186	+6%	£197	£315	£299	£133	£300	+126%
Going out for entertainment	£381	£351	£355	£306	£322	+5%	£131	£170	£219	£95	£149	+57%
Going to visitor attractions	£238	£197	£251	£282	£166	-41%	£89	£313	£73	£86	£64	-26%
Watching live sporting events	£202	£174	£146	£320	£230	-28%	£130	£83	£91	£98	£124	+27%
Other leisure/hobbies	£96	£65	£70	£170	£84	-51%	£57	£20	£73	£28	£21	-25%

Visit duration

As illustrated in Figure 3.2 below, there was little change in the profile of visits in terms of their duration, with no noteworthy differences reported at the GB level. During 2014 there was a slight fall in the proportion of visits in Wales lasting 3 to 4 hours, falling to its lowest point, but this share has risen in 2015 (40%).

Figure 3.2 – 2011 to 2015 Tourism Day Visits: Change over time in duration of Tourism Day Visits by destination country (% of total)



In volume terms (Table 3.5), decreases were seen across all nations for longer visits (6 hours or more) compared to 2014. At the overall GB level only visits lasting between 4 to 5 hours saw an increase (rising by 4%).

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

Visits	GB						England					
	2011	2012	2013	2014	2015	2015/ 2014	2011	2012	2013	2014	2015	2015/ 2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
3 hours to 3 hours 59	591	658	620	588	573	-3%	494	563	530	500	488	-2%
4 hours to 4 hours 59	364	405	370	364	377	+4%	308	346	319	313	322	+3%
5 hours to 5 hours 59	182	211	189	206	192	-7%	157	182	164	174	165	-5%
6 hours or more	408	438	409	426	383	-10%	347	375	357	359	322	-10%
Total	1,545	1,712	1,588	1,585	1,525	-4%	1,307	1,467	1,370	1,345	1,298	-3%

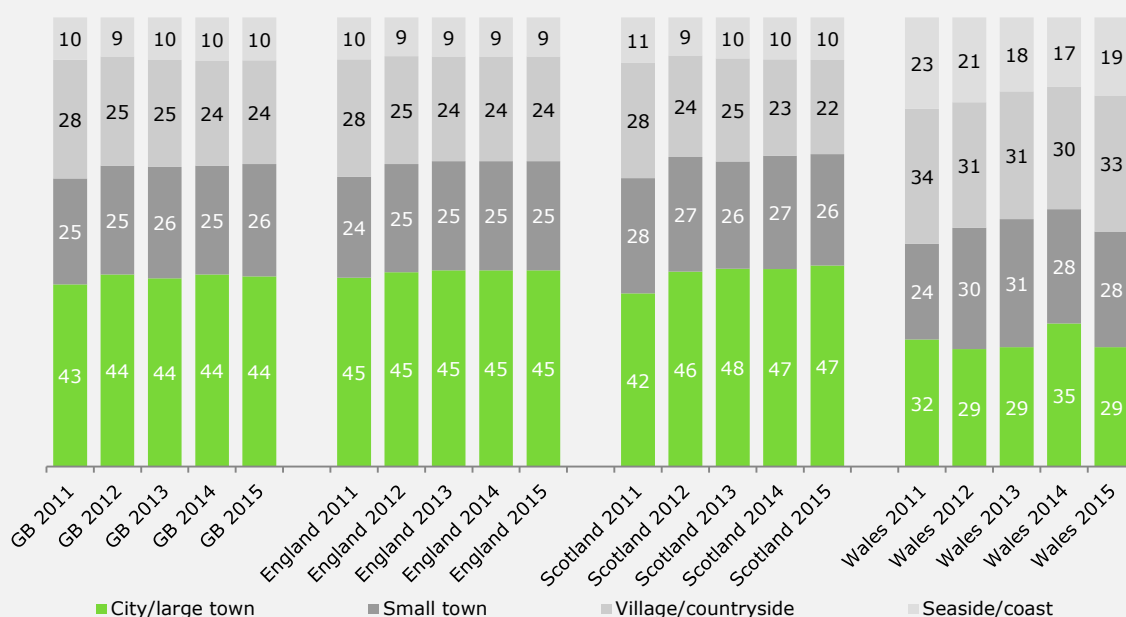
Table 3.5 (continued) – Change over time in headline volume of visits – by visit duration and destination country

Visits	Scotland						Wales					
	2011	2012	2013	2014	2015	2015/ 2014	2011	2012	2013	2014	2015	2015/ 2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
3 hours to 3 hours 59	52	54	49	48	46	-4%	44	40	39	34	30	-12%
4 hours to 4 hours 59	33	34	31	28	32	+11%	23	25	18	19	17	-11%
5 hours to 5 hours 59	13	17	14	14	14	0%	12	12	11	16	9	-44%
6 hours or more	36	37	30	37	32	-14%	23	24	21	21	19	-10%
Total	134	143	124	127	124	-2%	102	101	89	90	75	-17%

Type of place visited

In terms of the type(s) of place visited as part of a Tourism Day Visit, there has been little change at the overall GB level in the type of location visited. Additionally, little change was recorded to the profile of types of place visited in England and Scotland. In Wales the proportion of visits taken in city/large town locations has decreased from 35% to 29%, back to the same level as 2013.

Figure 3.3 – 2011 to 2015 Tourism Day Visits: Change over time in type of place visited on Tourism Day Visits by destination country (% of total)



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

In terms of volume (Table 3.6), at a GB level all place types have seen a decline in visits while the largest year-on-year declines were seen for any seaside/coastal areas (falling by -7%). The trends within the nations largely follow this pattern with the biggest decline seen in city/large town locations in Wales (-32%) but a +4% increase in visits to this type of location was recorded in England.

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

Visits	GB						England					
	2011	2012	2013	2014	2015	2015/2014	2011	2012	2013	2014	2015	2015/2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
City/large town	671	752	701	698	671	-4%	582	656	614	560	582	+4%
Small town	383	437	407	396	392	-1%	319	368	346	331	330	0%
Rural (countryside or village)	400	430	392	381	365	-4%	333	364	332	321	309	-4%
Any seaside/coastal	147	163	158	160	149	-7%	111	128	128	127	118	-7%
Total	1,545	1,712	1,588	1,585	1,525	-4%	1,307	1,467	1,370	1,345	1,298	-3%

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

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

Visits	Scotland						Wales					
	2011	2012	2013	2014	2015	2015/2014	2011	2012	2013	2014	2015	2015/2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
City/large town	57	65	59	59	59	0%	32	29	25	31	21	-32%
Small town	38	38	33	35	32	-9%	25	30	27	25	21	-16%
Rural (countryside or village)	34	35	31	29	27	-7%	32	32	28	27	25	-7%
Any seaside/coastal	14	13	13	13	13	-8%	21	21	16	15	14	-7%
Total	134	143	124	127	124	-2%	102	101	89	90	75	-17%

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

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

Visits	GB						England					
	2011	2012	2013	2014	2015	2015/2014	2011	2012	2013	2014	2015	2015/2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
City/large town	£26,863	£30,660	£28,494	£29,952	£30,821	+5%	£22,891	£26,512	£24,564	£25,414	£26,694	+3%
Small town	£13,212	£12,864	£11,992	£11,177	£10,957	-7%	£10,942	£10,851	£9,936	£8,973	£9,395	-10%
Rural (countryside or village)	£11,856	£12,272	£11,135	£9,817	£9,867	-12%	£9,434	£10,062	£9,241	£7,967	£8,387	-14%
Any seaside/coastal	£7,591	£6,267	£5,486	£5,743	£5,659	+5%	£5,495	£5,009	£4,493	£4,441	£4,535	-1%
Total	£53,819	£57,052	£53,947	£53,768	£53,863	0%	£44,449	£48,459	£46,024	£45,101	£46,422	-2%

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

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

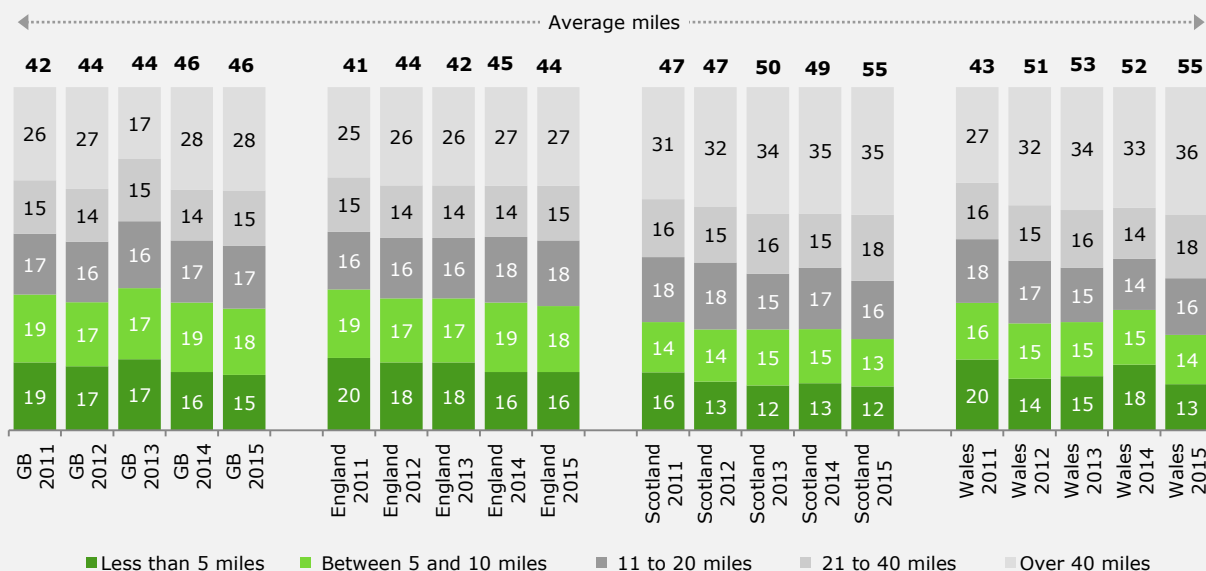
Visits	Scotland						Wales					
	2011	2012	2013	2014	2015	2015/ 2014	2011	2012	2013	2014	2015	2015/ 2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
City/large town	£2,754	£2,704	£2,850	£2,873	£2,254	-22%	£1,186	£1,397	£1,042	£1,104	£1,344	+22%
Small town	£1,598	£1,058	£1,035	£1,398	£914	-35%	£657	£910	£950	£692	£571	-17%
Rural (countryside or village)	£1,525	£878	£937	£925	£677	-27%	£895	£1,314	£865	£863	£655	-24%
Any seaside/coastal	£1,327	£323	£411	£527	£317	-40%	£541	£918	£546	£575	£725	+26%
Total	£6,152	£4,651	£4,647	£5,020	£3,922	-22%	£2,939	£3,834	£3,060	£2,677	£2,715	+1%

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

Claimed distance travelled

At a GB level, from 2014 to 2015 the proportion of Tourism Day Visits which involved a shorter journey (less than 5 miles and between 5 to 10 miles) decreased (from 35% to 33% in 2015), while the overall average distance travelled remained at 46 miles. A similar trend was seen in visits taken in England with slight decrease in average distances travelled from 45 miles in 2014 to 44 miles in 2015.

Figure 3.4 – 2011 to 2015 Tourism Day Visits: Claimed distance travelled on Tourism Day Visits by destination country (% of total)



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

In volume terms (Table 3.7), at the GB level the greatest year-on-year decreases were recorded for those visits involving journeys of between 5 and 10 miles (-9%) and those involving less than 5 miles of travel (-7%).

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

Visits	GB						England					
	2011	2012	2013	2014	2015	2015/ 2014	2011	2012	2013	2014	2015	2015/ 2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
Less than 5 miles	298	290	270	246	229	-7%	255	257	242	212	202	-5%
Between 5 and 10 miles	288	287	269	295	268	-9%	254	252	236	261	239	-8%
11 to 20 miles	258	272	255	274	264	-4%	215	230	223	238	230	-3%
21 to 40 miles	228	242	233	227	227	0%	190	204	198	194	190	-2%
41 to 60 miles	115	128	126	131	124	-5%	94	103	106	106	104	-2%
61 to 80 miles	77	79	79	77	73	-5%	61	66	63	61	60	-2%
81 to 100 miles	52	63	59	65	64	-2%	43	50	48	54	51	-6%
Over 100 miles	151	182	163	175	168	-4%	126	156	137	143	134	-6%
Total	1,545	1,712	1,588	1,585	1,525	-4%	1,307	1,467	1,370	1,345	1,298	-3%

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

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

Visits	Scotland						Wales					
	2011	2012	2013	2014	2015	2015/ 2014	2011	2012	2013	2014	2015	2015/ 2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
Less than 5 miles	21	19	15	16	15	-6%	20	14	13	16	9	-44%
Between 5 and 10 miles	19	20	19	20	17	-15%	16	15	13	14	11	-21%
11 to 20 miles	25	26	19	22	19	-14%	18	17	13	12	12	0%
21 to 40 miles	22	22	20	19	22	+16%	16	16	14	13	13	0%
41 to 60 miles	13	15	13	15	12	-20%	9	10	7	9	7	-22%
61 to 80 miles	10	7	10	10	7	-30%	5	6	6	4	4	0%
81 to 100 miles	5	7	6	6	7	+17%	4	6	5	4	5	+25%
Over 100 miles	14	15	13	14	17	+21%	10	12	12	12	10	-17%
Total	134	143	124	127	124	-2%	102	101	89	90	75	-17%

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

Mode of transport

As illustrated in Figure 3.5 below, at a GB level, the profile of types of transport used has seen little variation from 2011 to 2015. Scotland saw a decline in the proportion of visits where visitors used their own car to travel (from 65% in 2014 to 61%), while Wales saw a increase in the share of visits where are car was used.

Figure 3.5 – 2011 to 2015 Tourism Day Visits: Main mode of transport on Tourism Day Visits by destination country (% of total)

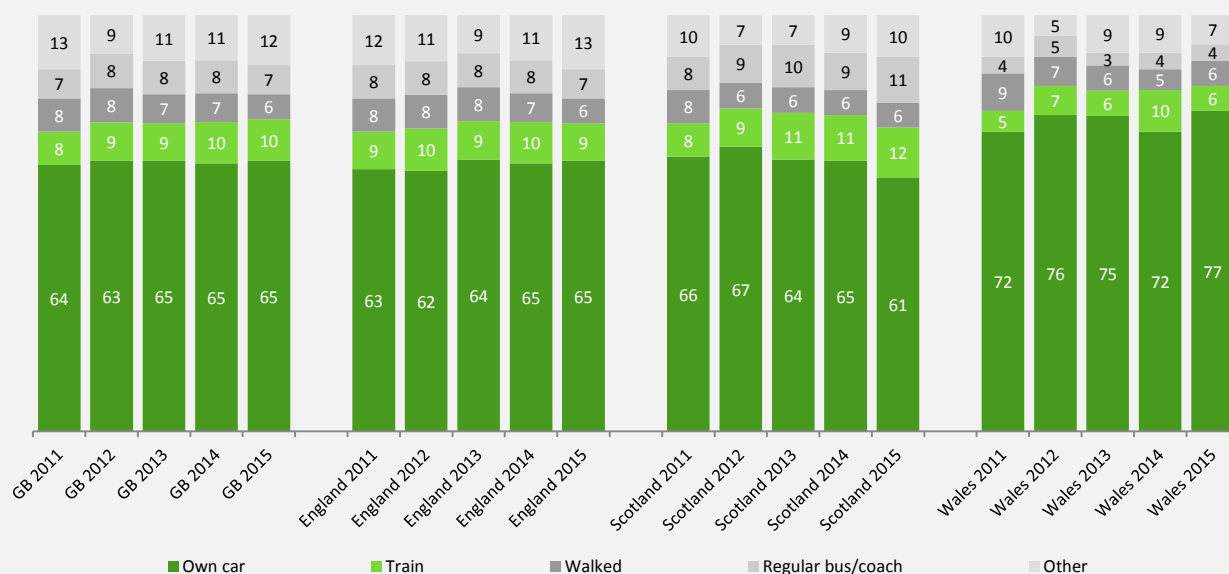


Table 3.8 shows the volume of visits by transport used and destination country from 2011 to 2015 and percentage changes (the top five modes of transport are shown). Between 2014 and 2015 at a GB level the volume of visits where the train was used decreased by -9%.

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

Visits	GB						England					
	2011	2012	2013	2014	2015	2015/ 2014	2011	2012	2013	2014	2015	2015/ 2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
Car – own/friends/family	988	1084	1024	1023	996	-3%	826	910	875	864	849	-2%
Train	130	162	142	160	146	-9%	113	142	123	133	122	-8%
A regular bus/coach	115	136	123	120	113	-6%	100	118	108	104	95	-9%
Walked/on foot	128	130	116	103	97	-6%	108	114	103	90	83	-8%
Tube	52	55	46	44	47	+7%	52	55	45	44	46	+5%
Total	1,545	1,712	1,588	1,585	1,525	-4%	1,307	1,467	1,370	1,345	1,298	-3%

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

Visits	Scotland						Wales					
	2011	2012	2013	2014	2015	2015/ 2014	2011	2012	2013	2014	2015	2015/ 2014
	Millions	Millions	Millions	Millions	Millions	% change	Millions	Millions	Millions	Millions	Millions	% change
Car – own/friends/family	88	95	80	82	76	-7%	73	77	67	65	57	-12%
Train	11	13	13	14	15	+7%	5	7	6	9	5	-44%
A regular bus/coach	11	12	13	12	14	+17%	4	5	3	4	3	-25%
Walked/on foot	10	9	7	8	8	0%	9	7	6	4	4	0%
Tube	-	-	-	-	*	-	-	-	-	-	*	-
Total	134	143	124	127	124	-2%	102	101	89	90	75	-17%

Visit expenditure

Figure 3.6 below illustrates changes in overall levels of expenditure in Tourism Day Visits between 2011 and 2015.

At the overall GB level and in England very similar levels of expenditure have been seen from 2011 to 2015. However average spend in Scotland, had increased since 2012 from £33 in 2012 to £40 in 2014, but has fallen back to £32 on average, it's lowest point. In contrast, average expenditure in Wales has increased from £30 in 2014 to £36 in 2015.

Figure 3.6 – 2011 to 2015 Tourism Day Visits: Expenditure on Tourism Day Visits by destination country (% of total)

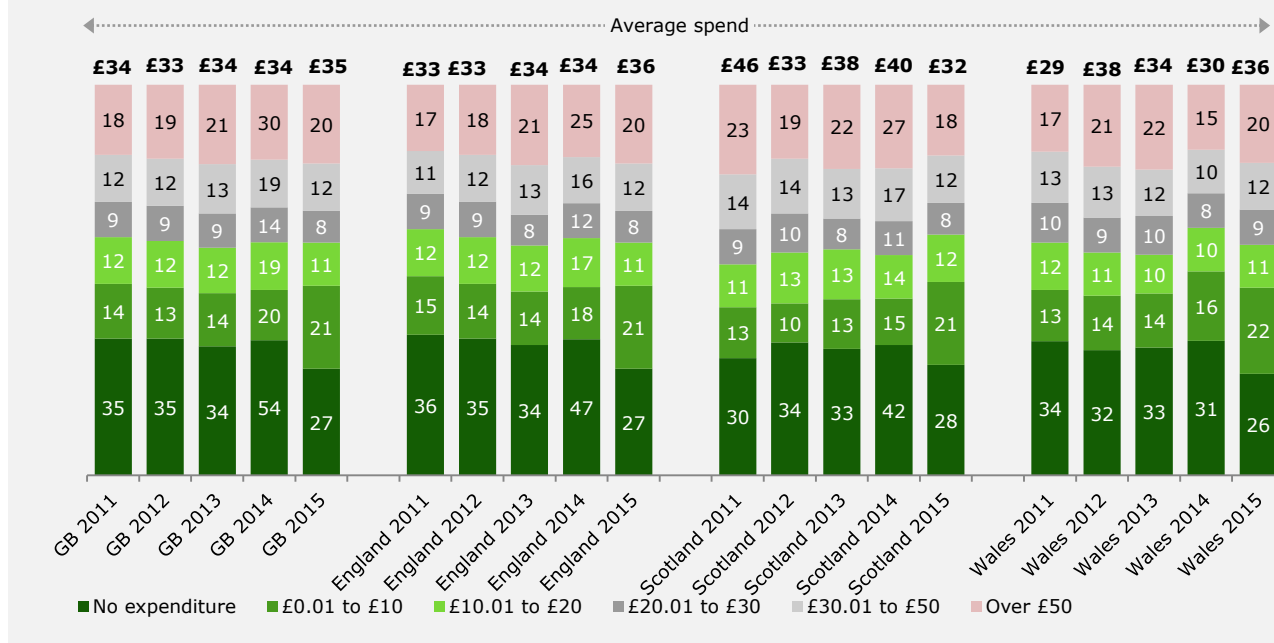


Table 3.9 overleaf details the estimates of total annual Tourism Day Visits expenditure on different items during from 2011 to 2015, and the percentage changes over the last two years. The value of Tourism

Day Visits has remained stable from 2014 to 2015, however, there are differences in expenditure in the separate categories. Expenditure on food bought in shops/takeaways increased by +15% between 2014 and 2015, for example.

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

	GB					
	2011	2012	2013	2014	2015	2015/ 2014
Expenditure items	Millions	Millions	Millions	Millions	Millions	% change
Transport – total	£10,940	£12,335	£11,830	£10,495	£9,741	-7%
Fuel	£6,114	£6,707	£6,357	£5,851	£4,976	-15%
Bus fares, car parking	£1,398	£1,603	£1,579	£1,470	£1,370	-7%
Rail, tube or tram tickets	£2,417	£2,576	£2,355	£2,398	£2,397	0%
Water transport	£292	£365	£696	£164	£164	0%
Air transport	£344	£614	£537	£349	£303	-13%
Car/other vehicle hire	£375	£471	£306	£263	£531	+102%
Eating And Drinking – total	£21,123	£23,007	£22,170	£20,820	£21,841	+5%
Eating/drinking out in cafes, restaurants, etc.	£18,497	£19,978	£19,518	£18,328	£18,968	+3%
Food bought in shops/takeaways & consumed on trip	£2,626	£3,029	£2,652	£2,492	£2,872	+15%
Entrance Charges – total	£7,129	£7,202	£6,590	£6,590	£7,499	+14%
Entrance to visitor attractions	£2,030	£1,943	£2,086	£2,299	£2,321	+1%
Tickets/entrance to events, shows or clubs	£3,497	£3,328	£2,938	£3,385	£3,419	+1%
Tickets to watch sporting events	£1,240	£1,387	£1,041	£1,115	£1,241	+11%
Entrance to sports/leisure centres	£362	£543	£525	£475	£517	+9%
'Special' shopping (i.e. not routine)	£9,948	£11,722	£10,486	£11,508	£10,872	-6%
Other Items – total	£2,898	£2,791	£2,868	£2,908	£3,107	+7%
Package travel or package tours	£1,140	£714	£848	£506	£674	+33%
Other travel services	£169	£242	£97	£208	£241	+16%
Hiring equipment	£289	£177	£241	£181	£178	-2%
Other	£1,300	£1,659	£1,682	£2,013	£2,014	0%

The wider context



Section 4: The wider context

While the main focus of this report relates to the volume, value and characteristics of Tourism Day Visits, GBDVS 2015 also collected more general data regarding the population's levels of participation in leisure activities through Leisure Day Visits. This could involve participation in any of these activities on visits of any duration, undertaken in any place (see Section 1 for details of definitions).

Leisure Day Visits

Table 4.1 illustrates the estimated volume of Leisure Day Visits taken by GB residents overall and, more specifically, by residents of England, Scotland and Wales during 2015. The volume of those visits lasting 3 hours or more and the volume of visits classified as Tourism Day Visits are also shown.

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

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

Visits	GB						England					
	2011	2012	2013	2014	2015	% change	2011	2012	2013	2014	2015	% change
	Millions	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	Millions	
Leisure Day Visits	8,981	8,799	8,199	8,149	8,075	-1%	7,473	7,358	6,970	6,917	6,913	0%
Leisure Day Visits lasting 3 hours or more	2,686	2,807	2,572	2,606	2,533	-3%	2,265	2,390	2,200	2,214	2,171	-2%
Tourism Day Visits	1,545	1,712	1,588	1,585	1,525	-4%	1,327	1,477	1,383	1,368	1,329	-3%

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

Visits	Scotland						Wales					
	2011	2012	2013	2014	2015	% change	2011	2012	2013	2014	2015	% change
	Millions	Millions	Millions	Millions	Millions		Millions	Millions	Millions	Millions	Millions	
Leisure Day Visits	962	920	775	779	739	-5%	546	521	455	454	422	-7%
Leisure Day Visits lasting 3 hours or more	266	261	235	246	236	-4%	156	156	137	146	126	-14%
Tourism Day Visits	129	143	123	134	125	-7%	89	92	81	83	71	-14%

The table above shows the decline in overall volume of Tourism Day Visits taken in GB between 2014 to 2015 has been accompanied by declines in the volume of 3+ hour visits (-3%) and also Leisure Day Visits (-1%). The overall volumes of Leisure Day Visits taken by residents of England remained stable, while the Leisure Day Visits taken by residents of Scotland and Wales fell compared to 2014 (-5% and -7% respectively).

Activities undertaken during Leisure Day Visits, Leisure Day Visits which last 3 hours or more and Tourism Day Visits are compared in Table 4.2 overleaf (note this data relates to all activities undertaken rather than the single main activity). The comparison shows a mixed performance across the activity types, most notably an increase for Leisure Day Visits where a general day out was an activity (+7%)

and going for a meal out (+4%). Larger declines included the volume of Leisure Day Visits for the purpose of going on a night out (-8%) and 'special' shopping (-7%).

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

Activities undertaken	Leisure Day Visits				Leisure Day Visits lasting 3 hours or more				Tourism Day Visits			
	2013 Millions	2014 Millions	2015 Millions	% change	2013 Millions	2014 Millions	2015 Millions	% change	2013 Millions	2014 Millions	2015 Millions	% change
Visiting friends or family	2,188	2,176	2,141	-2%	953	958	957	0%	545	538	539	0%
'Special' shopping	855	876	816	-7%	264	270	262	-3%	190	196	184	-6%
Going out for a meal	1,422	1,434	1,494	+4%	548	556	575	+3%	397	393	395	+1%
Going on a night out	1,004	945	873	-8%	505	488	454	-7%	256	241	214	-11%
Going out for entertainment	429	432	430	0%	213	218	214	-2%	142	142	139	-2%
Undertaking outdoor activities	2,144	2,200	2,215	+1%	405	431	432	0%	256	255	255	0%
Other leisure/hobbies	623	649	663	+2%	187	210	207	-1%	98	106	105	-1%
Taking part in sports	883	956	936	-2%	134	149	154	+3%	65	76	70	-8%
Watching live sporting events	341	352	361	+3%	131	133	144	+8%	92	102	109	+7%
Going to visitor attractions	263	249	251	+1%	146	139	137	-1%	128	125	120	-4%
Special public events	181	183	179	-2%	92	84	89	+6%	73	74	75	+1%
Special personal events	159	158	152	-4%	82	85	81	-5%	57	64	58	-9%
Day out to health/beauty spa	98	109	107	-2%	28	34	41	+21%	17	25	24	-4%
General day out	488	531	568	+7%	255	276	285	+3%	211	231	223	-3%
Other day out for leisure	177	218	212	-3%	86	114	112	-2%	68	93	88	-5%

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

Summary data tables



Section 5: Summary data tables

Please note that the county and local authority level data for 2015 in this section is subject to the boundary changes detailed in the Introduction section of this report. This data is presented as three-year rolled averages, with 2015 using updated definitions but 2014 and 2013 data is based upon previous county and local authority definitions.

Tourism Day Visits

The following tables provide estimates of the total volume and value of Tourism Day Visits taken by GB residents in GB and to destinations in England, Scotland and Wales during 2015.

Table 5.1.1 – Tourism Day Visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1,525	1,298	124	75	£53,863	£46,422	£3,922	£2,715
General activity – Any undertaken								
Visiting friends or family	539	459	46	26	£14,778	£12,477	£1,186	£810
'Special' shopping	184	156	16	9	£13,616	£11,933	£1,033	£550
Going out for a meal	395	332	34	18	£20,027	£17,176	£1,631	£913
Going on a night out	214	180	19	10	£10,477	£9,029	£876	£451
Going out for entertainment	139	119	12	6	£6,474	£5,518	£593	£307
Undertaking outdoor activities	255	213	24	14	£8,006	£6,668	£647	£563
Other leisure/hobbies	105	87	10	5	£3,371	£2,857	£264	£168
Taking part in sports	70	58	7	3	£2,730	£2,340	£215	£122
Watching live sporting events	109	89	12	5	£4,397	£3,723	£400	£225
Going to visitor attractions	120	101	11	3	£4,497	£3,802	£345	£88
Special public events	75	62	8	3	£3,618	£3,028	£392	£86
Special personal events	58	48	5	2	£2,018	£1,678	£142	£122
Day out to health/beauty spa	24	20	2	1	£1,503	£1,318	£87	£55
General day out	223	186	18	13	£8,156	£6,923	£506	£465
Other day out for leisure	88	70	9	6	£3,692	£3,055	£269	£158
General activity – Single/main activity								
Visiting friends or family	381	327	32	18	£8,265	£7,096	£643	£421
'Special' shopping	102	88	8	5	£8,718	£7,730	£624	£348
Going out for a meal	156	134	12	7	£6,662	£5,784	£417	£362
Going on a night out	112	97	7	5	£4,564	£4,067	£298	£180
Going out for entertainment	92	81	7	4	£4,036	£3,564	£322	£149
Undertaking outdoor activities	113	96	9	6	£2,617	£2,104	£186	£300
Other leisure/hobbies	48	41	4	2	£940	£830	£84	£21
Taking part in sports	19	16	2	1	£357	£298	£35	£23
Watching live sporting events	67	55	7	3	£2,568	£2,186	£230	£124
Going to visitor attractions	76	65	5	2	£2,734	£2,389	£166	£64
Special public events	44	37	4	2	£1,864	£1,597	£191	£52
Special personal events	39	34	3	2	£1,094	£888	£60	£114
Day out to health/beauty spa	9	8	*	1	£447	£398	£19	£28
General day out	121	101	9	9	£3,519	£2,960	£191	£272
Other day out for leisure	44	36	4	3	£1,347	£1,132	£95	£80
None – 2+ activities were of equal importance	87	71	8	4	£3,656	£3,117	£320	£173
Don't know	16	13	1	1	£478	£285	£42	£6

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

Table 5.1.2 – All Tourism Day Visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1,525	1,298	124	75	£53,863	£46,422	£3,922	£2,715
Detailed activity (<1% GB level visits not shown)								
A canal / boating trip	8	6	1	*	£661	£564	£58	£29
Attended a food / local produce event (e.g. food festival, farmers market)	13	12	1	*	£668	£621	£32	£9
Attended a live music concert	27	22	3	1	£1,534	£1,235	£236	£57
Attended a music festival (e.g. Glastonbury)	8	7	1	*	£818	£729	£81	£5
Attended an indoor exhibition such as Ideal Home, a motor show or holiday exhibition	8	7	1	*	£509	£476	£22	£11
Attended an outdoor fair / exhibition/show (e.g. gardening or agricultural show)	17	15	1	1	£735	£657	£44	£20
Attended another arts / cultural festival (e.g. a book festival)	10	8	1	*	£388	£324	£51	£13
Centre based walking (i.e. around acity / town centre)	46	39	4	3	£2,688	£2,356	£136	£143
Cycled - on a road / surfaced path	17	15	1	1	£580	£526	£32	£16
Fishing - sea angling, coarse fishing, game fishing	8	6	1	1	£339	£270	£8	£48
Had a picnic or BBQ	42	35	4	3	£1,992	£1,513	£115	£283
Informal sport (e.g. cricket, rounders, football, skateboarding)	10	9	*	*	£535	£480	£12	£4
Just relaxed	107	88	10	6	£4,202	£3,493	£354	£221
Long walk, hike or ramble (minimum of 2 miles / 1 hour)	83	69	7	5	£2,268	£1,930	£136	£165
Other arts / cultural event / show	19	16	2	*	£750	£632	£87	£22
Other sightseeing (e.g. on a coach, boat trip)	9	7	1	*	£722	£510	£60	£49
Played golf	17	14	2	1	£559	£476	£65	£17
Played with children	45	39	3	2	£2,111	£1,851	£110	£76
Running, jogging, orienteering	12	9	2	1	£657	£571	£50	£35
Short walk / stroll - up to 2 miles / 1hour	100	82	8	6	£3,553	£3,020	£298	£111
Sightseeing by car	25	16	4	3	£1,004	£718	£139	£75
Sightseeing on foot	83	68	7	5	£3,444	£2,834	£275	£155
Spa / beauty / health treatments	11	9	1	*	£876	£793	£56	£27
Special' shopping for items you do not regularly buy	28	23	3	1	£2,070	£1,811	£127	£96
Sunbathing	14	12	1	1	£804	£716	£24	£10
Swimming (indoors or outdoors)	19	15	1	1	£1,137	£1,019	£58	£37
Took part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	11	9	1	*	£372	£338	£20	£9
Viewed architecture - Traditional(Victorian / pre-Victorian etc.)	18	16	1	1	£864	£751	£60	£14
Viewed architecture- Modern (Scottish Parliament;Wales Millennium Centre; Gherki etc.)	11	8	2	*	£500	£432	£55	£13
Visited family for leisure	265	227	22	13	£6,767	£5,732	£525	£384
Visited a beach	47	37	4	5	£1,975	£1,649	£82	£188

Continued overleaf ►

Note: * Less than 0.5 million visits.

Table 5.1.3 – All Tourism Day Visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1,525	1,298	124	75	£53,863	£46,422	£3,922	£2,715
Detailed activity (continued) (<1% GB level visits not shown)								
Visited a castle / other historic site	24	19	2	2	£1,256	£1,035	£101	£101
Visited a cathedral, church, abbey or other religious building	15	14	1	*	£891	£810	£60	£10
Visited a country park	33	28	3	2	£1,150	£888	£87	£44
Visited a garden	40	33	4	1	£1,716	£1,498	£146	£34
Visited a historic house, stately home, palace	21	18	2	1	£703	£594	£67	£21
Visited a museum	34	30	4	1	£1,582	£1,417	£113	£28
Visited a scenic / historic railway	9	7	1	1	£313	£268	£16	£29
Visited a theme / amusement park	14	11	*	*	£865	£624	£27	£16
Visited a wildlife attraction / nature reserve	22	19	1	1	£1,003	£882	£26	£21
Visited a zoo / safari park	15	13	1	*	£701	£618	£54	£10
Visited an art gallery	14	12	2	*	£648	£588	£43	£11
Visited an interpretation / visitor / heritage centre	9	7	1	1	£402	£367	£21	£10
Visited friends for leisure	177	154	13	7	£5,506	£4,849	£358	£220
Visited another type of attraction	30	26	2	2	£1,660	£1,494	£71	£54
Watched a live football match (not on TV)	38	32	3	1	£1,310	£1,152	£128	£29
Watched other live sport (not on TV)	30	23	4	2	£1,343	£1,110	£112	£73
Watched wildlife, bird watching	29	24	2	2	£1,236	£1,070	£59	£49
Went for a drink in a pub, club, hotel, etc.	186	160	15	9	£9,868	£8,546	£768	£470
Went for a meal in a restaurant / café / hotel / pub, etc.	304	259	25	16	£17,572	£15,253	£1,244	£851
Went for a snack in a fast food outlet, takeaway, etc.	76	62	7	4	£4,273	£3,671	£296	£194
Went on a guided tour - on foot, bus or other transport	11	9	1	*	£784	£680	£68	£11
Went to the cinema	67	58	5	3	£2,464	£2,131	£204	£114
Went to the gym, aerobics class, yoga, etc.	14	11	2	1	£407	£322	£22	£63
Went to the theatre	26	23	2	1	£1,963	£1,789	£121	£39
None of these	95	81	7	5	£2,047	£1,805	£138	£100
Type of place (main place visited)								
City/large town	654	567	57	20	£29,879	£25,839	£2,211	£1,315
Small town	361	305	29	19	£9,685	£8,303	£834	£477
Village	160	138	10	10	£3,950	£3,407	£238	£222
Rural countryside	176	146	16	12	£4,363	£3,678	£355	£265
Seaside resort or town	82	68	6	7	£3,042	£2,616	£172	£224
Seaside coastline – a beach	37	29	3	4	£1,063	£891	£22	£137
Other seaside coastline	14	9	1	1	£268	£207	£15	£25
Other	42	36	2	2	£1,614	£1,483	£75	£49
Month of visit								
January	98	82	9	6	£3,047	£2,584	£254	£185
February	90	77	7	5	£3,401	£2,945	£271	£160
March	114	100	8	6	£4,281	£3,692	£353	£230
April	133	112	11	6	£4,153	£3,572	£326	£175
May	137	120	8	6	£4,178	£3,732	£239	£152
June	139	117	13	6	£4,543	£3,911	£348	£147
July	145	124	11	7	£5,788	£4,742	£342	£433
August	162	134	17	7	£5,145	£4,394	£416	£312
September	141	118	13	7	£5,987	£5,403	£327	£219

Table 5.1.4 – All Tourism Day Visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1,525	1,298	124	75	£53,863	£46,422	£3,922	£2,715
October	118	102	9	6	£3,983	£3,438	£273	£198
November	114	99	8	6	£4,605	£4,007	£349	£219
December	134	114	11	7	£4,752	£4,002	£425	£284
Transport								
Net: Any car	1,013	862	78	58	£35,818	£30,797	£2,489	£2,201
Car – own/friends/family	996	849	76	57	£34,515	£29,588	£2,443	£2,185
Car – hired	17	13	2	1	£1,304	£1,209	£46	£17
Net: Public transport	259	216	29	8	£10,479	£8,986	£967	£350
Train	146	122	15	5	£7,514	£6,486	£582	£279
A regular bus/coach	113	95	14	3	£2,966	£2,500	£385	£71
Organised coach tour	17	14	2	1	£771	£638	£74	£37
Taxi	34	29	3	1	£1,426	£1,211	£96	£28
Walked/on foot	97	83	8	4	£1,921	£1,705	£117	£54
Bicycle	16	14	1	1	£200	£175	£8	£15
Minibus	9	7	1	*	£285	£241	£28	£14
Motor cycle	3	3	*	*	£65	£63	£2	£1
Tube	47	46	*	*	£1,600	£1,596	£1	*-
Tram	5	5	*	*	£206	£196	£9	*
Motorised caravan/campervan	2	2	*	*	£70	£55	£12	£3
Plane	5	2	1	-	£441	£247	£89	-
Boat/ship/ferry	3	2	1	-	£228	£193	£16	-
Lorry/truck/van	4	3	*	*	£124	£108	£4	£7
Other	12	10	1	*	£230	£212	£10	£5
Distance travelled								
Less than 5 miles	229	202	15	9	£5,086	£4,358	£304	£416
Between 5 and 10 miles	268	239	17	11	£6,612	£6,031	£331	£220
11 to 20 miles	264	230	19	12	£8,555	£7,616	£608	£278
21 to 40 miles	227	190	22	13	£8,533	£7,298	£692	£430
41 to 60 miles	124	104	12	7	£5,006	£4,231	£443	£303
61 to 80 miles	73	60	7	4	£3,178	£2,700	£270	£164
81 to 100 miles	64	51	7	5	£3,150	£2,501	£336	£255
Over 100 miles	168	134	17	10	£10,975	£9,252	£782	£577
Don't know	109	89	8	3	£2,768	£2,435	£157	£71
Average distance travelled (miles)	46	44	55	55				
Duration								
3 hours to 3 hours 59	573	488	46	30	£17,703	£15,322	£1,276	£1,008
4 hours to 4 hours 59	377	322	32	17	£12,773	£11,140	£807	£508
5 hours to 5 hours 59	192	165	14	9	£6,860	£6,016	£487	£259
6 hours or more	383	322	32	19	£16,528	£13,945	£1,351	£940

Note: * Less than 0.1 million visits.

Table 5.1.5 – All Tourism Day Visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All Tourism Day Visits	1,525	1,298	124	75	£53,863	£46,422	£3,922	£2,715
Age								
16-24	307	252	26	17	£8,545	£7,116	£565	£657
25-34	330	289	24	10	£12,869	£11,328	£825	£422
35-44	195	164	19	10	£8,243	£7,063	£709	£378
45-54	245	217	15	10	£9,493	£8,392	£607	£403
55-64	166	133	20	13	£5,621	£4,437	£748	£404
65+	281	243	20	16	£9,092	£8,086	£468	£451
Children in household								
Children in household	440	380	32	19	£18,721	£16,498	£1,342	£697
None	1,085	918	92	56	£35,142	£29,924	£2,579	£2,018
SEG								
AB	448	373	44	24	£17,937	£15,242	£1,484	£949
C1	440	368	45	19	£15,208	£12,942	£1,418	£555
C2	333	290	16	18	£12,288	£10,982	£448	£721
DE	305	266	19	15	£8,430	£7,256	£573	£490
Party composition								
No one, I was on my own	204	171	19	10	£3,621	£2,847	£353	£247
I was with spouse/partner	689	592	52	35	£30,563	£26,471	£2,103	£1,643
I was with my child(ren)	272	237	19	12	£12,217	£10,461	£963	£667
I was with other members of my family	304	259	23	16	£11,612	£9,917	£773	£791
I was with a friend/friends	375	317	32	17	£12,897	£11,105	£987	£527
I was with an organised group	53	45	5	2	£1,419	£1,252	£110	£47
I was with someone else	21	16	3	1	£574	£525	£36	£10
Marital Status								
Married/living with partner	860	734	73	42	£35,548	£30,749	£2,672	£1,802
Never married (single)	310	262	26	15	£8,856	£7,528	£681	£388
Divorced/widowed	163	140	11	10	£4,188	£3,531	£279	£287
Living with parents	113	96	9	5	£3,299	£2,967	£176	£112
Domestic partner/living with other adults	38	33	2	2	£1,422	£1,213	£65	£106
Prefer not to state/other	42	33	3	1	£551	£434	£49	£20

**Table 5.1.6 – Tourism day visits by English ceremonial county
2013-2015 three year averages**

	Visits	Expenditure	2013-2015 sample (tourism day visits)
	Millions	Millions	N
Bedfordshire	9.30	£237.36	287
Berkshire	13.04	£500.50	477
Bristol/Bath area	20.64	£882.75	734
Buckinghamshire	15.56	£486.06	522
Cambridgeshire	24.72	£771.74	637
Cheshire	22.90	£775.90	918
Cornwall and Isles of Scilly	19.75	£645.38	613
Cumbria	16.45	£525.01	557
Derbyshire	22.05	£497.19	676
Devon	38.09	£1,208.15	1160
Dorset	23.79	£795.39	725
Durham	11.28	£261.19	375
East Sussex	25.20	£871.85	856
Essex	38.71	£968.71	1041
Gloucestershire	15.38	£594.14	493
Greater Manchester	55.56	£1,805.86	1769
Hampshire	38.00	£1,292.96	1265
Herefordshire	5.06	£171.80	213
Hertfordshire	15.12	£393.46	505
Isle of Wight	6.66	£163.82	196
Kent	45.00	£1,168.43	1530
Lancashire	34.65	£1,076.01	1109
Leicestershire	17.52	£606.90	546
Lincolnshire	19.47	£606.62	567
London	189.16	£4,296.22	3390
Merseyside	23.51	£849.13	780
Norfolk	33.73	£1,192.53	907
North Lincolnshire/Humberside	17.06	£492.16	561
North Yorkshire	29.64	£951.89	995
Northamptonshire	13.57	£402.62	372
Northumberland	9.95	£271.29	355
Nottinghamshire	22.97	£696.91	700
Oxfordshire	13.04	£517.13	495
Rutland	1.29	£37.57	39
Shropshire	11.49	£290.09	442
Somerset	13.70	£564.30	484
South Gloucestershire	2.26	£34.85	73
South Yorkshire	23.88	£634.94	713
Staffordshire	20.14	£592.34	613
Suffolk	19.18	£528.45	542
Surrey	20.78	£696.75	723
Tees Valley	7.26	£166.64	257
Tyne and Wear	21.10	£915.58	746
Warwickshire	13.15	£370.20	454
West Midlands	51.42	£2,270.85	1604
West Sussex	17.14	£508.12	596
West Yorkshire	49.76	£1,462.06	1524
Wiltshire	14.62	£451.29	475

**Table 5.1.6 – Tourism day visits by English ceremonial county
2013-2015 three year averages**

	Visits	Expenditure	2013-2015 sample (tourism day visits)
	Millions	Millions	N
Worcestershire	15.33	£462.68	515

Note: Results for the highlighted counties suggest an average spend per visit of more than double or less than half of the GB average of £35. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact VisitEngland to discuss how best to interpret the findings.

**Table 5.2.7 – Tourism day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (Tourism Day visits)
	Millions	Millions	N
Allerdale	3.65	£119.55	115
Amber Valley	1.92	£38.28	62
Arun	3.98	£95.69	130
Ashford	3.65	£111.69	135
Aylesbury Vale*	2.96	£41.09	110
Babergh	2.00	£60.00	57
Barking and Dagenham	2.18	£101.28	59
Barnet	3.89	£103.05	135
Barnsley*	2.93	£47.44	91
Basildon	3.01	£85.25	92
Basingstoke and Deane	2.74	£94.61	98
Bassetlaw	2.12	£39.29	65
Bath and North East Somerset	3.84	£163.30	139
Bedford	3.03	£86.13	90
Bexley	3.39	£173.41	108
Birmingham	25.13	£1,100.77	827
Blaby*	1.36	£17.96	40
Blackburn with Darwen	2.41	£79.19	73
Blackpool	8.65	£406.74	264
Bolton	3.94	£74.29	123
Boston*	1.61	£22.62	43
Bournemouth	6.92	£208.04	186
Bracknell Forest	1.12	£50.35	40
Bradford	7.60	£177.99	232
Braintree	3.99	£99.88	105
Breckland	3.49	£62.02	93
Brent	3.37	£137.20	121
Brentwood	1.10	£21.29	36
Brighton and Hove	7.60	£317.51	248
Bristol	11.17	£512.40	398
Broadland	2.09	£39.50	61
Bromley*	6.41	£103.54	185
Bromsgrove	2.36	£77.39	75
Broxtowe	1.14	£21.84	36

**Table 5.2.7 – Tourism day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (Tourism Day Visits)
	Millions	Millions	N
Burnley	1.76	£53.38	52
Bury	2.70	£71.21	102
Calderdale	4.64	£162.43	141
Cambridge	6.62	£299.75	177
Camden	9.13	£341.54	263
Cannock Chase	2.76	£61.76	64
Canterbury	5.82	£144.13	197
Carlisle	3.02	£108.05	104
Castle Point	1.13	£20.08	31
Central Bedfordshire	4.20	£92.34	137
Charnwood	1.87	£44.08	58
Chelmsford	4.48	£106.88	123
Cheltenham	4.32	£190.39	131
Cherwell	2.71	£150.30	98
Cheshire East	7.35	£219.61	266
Cheshire West and Chester	11.34	£380.88	484
Chesterfield	2.07	£74.17	62
Chichester	4.05	£131.09	142
Chiltern*	1.04	£12.05	38
Chorley*	2.55	£33.26	70
Christchurch	0.95	£17.92	33
City of London	26.98	£1,897.71	813
City of Westminster	16.02	£801.60	536
Colchester	5.46	£144.67	149
Copeland	0.96	£19.19	30
Cornwall	19.50	£640.24	605
Cotswold	2.62	£91.66	89
County Durham	9.84	£236.44	321
Coventry	4.47	£167.09	142
Craven	3.13	£76.07	97
Crawley	2.11	£94.74	80
Croydon	8.22	£328.34	208
Dacorum	2.21	£68.78	81
Darlington*	1.43	£24.65	54
Dartford	2.65	£105.69	93
Daventry	3.29	£83.54	80
Derby	6.40	£170.30	170
Derbyshire Dales	5.71	£114.78	180
Doncaster	6.46	£137.21	200
Dover	3.78	£119.21	122
Dudley	5.18	£256.04	172
Ealing	4.98	£150.07	117
East Cambridgeshire	2.07	£57.61	54

**Table 5.2.7 – Tourism day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (Tourism Day Visits)
	Millions	Millions	N
East Dorset	2.14	£30.35	61
East Devon	4.55	£136.29	154
East Hampshire	1.62	£33.74	69
East Hertfordshire	2.31	£54.84	58
East Lindsey	6.74	£194.12	179
East Northamptonshire	1.23	£24.68	32
East Riding of Yorkshire	7.78	£233.79	252
East Staffordshire	1.49	£45.13	57
Eastbourne	3.96	£192.37	112
Eastleigh	1.37	£55.49	54
Eden	1.69	£56.58	63
Elmbridge	1.53	£42.85	53
Enfield	5.89	£132.22	174
Epping Forest	2.09	£52.15	62
Epsom and Ewell	1.66	£33.54	53
Erewash*	1.39	£24.33	36
Exeter	5.44	£216.21	167
Fareham	1.52	£37.24	57
Fenland*	2.24	£33.11	53
Forest Heath	1.66	£69.49	42
Forest of Dean	1.27	£23.53	46
Fylde	2.24	£64.65	65
Gateshead	3.82	£171.39	123
Gloucester	3.56	£197.04	111
Gravesham	1.18	£21.05	43
Great Yarmouth	4.98	£125.96	128
Greenwich	6.96	£228.34	222
Guildford	3.53	£115.37	125
Hackney	3.40	£109.10	100
Halton*	1.30	£21.62	51
Hambleton	2.31	£62.15	81
Hammersmith and Fulham	4.07	£184.08	132
Harborough	1.40	£25.94	52
Haringey	3.25	£134.61	101
Harlow	0.84	£37.29	30
Harrogate	4.13	£110.03	152
Harrow	4.66	£118.26	152
Hart*	1.42	£24.19	51
Hastings	2.14	£63.23	79
Havant	1.78	£42.44	61
Havering	5.13	£116.48	150
Herefordshire	5.05	£171.69	213
High Peak	2.26	£54.18	83

**Table 5.2.7 – Tourism day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (Tourism Day Visits)
	Millions	Millions	N
Hillingdon	4.24	£139.24	135
Hinckley and Bosworth	1.87	£34.64	55
Horsham	2.91	£93.32	95
Hounslow	3.89	£86.14	123
Huntingdonshire	5.61	£149.04	132
Ipswich	3.50	£112.50	106
Isle of Wight	6.67	£163.86	196
Islington	4.69	£131.50	135
Kensington and Chelsea	4.80	£280.25	147
Kettering	1.60	£61.86	49
King's Lynn and West Norfolk	2.71	£99.98	64
Kingston upon Hull	4.72	£157.79	151
Kingston upon Thames	3.46	£93.12	101
Kirklees	9.72	£246.18	294
Knowsley*	1.36	£18.92	31
Lambeth	3.64	£161.04	116
Lancaster	3.34	£109.03	109
Leeds	21.71	£737.27	657
Leicester	7.14	£344.44	208
Lewes*	2.35	£36.30	84
Lewisham	3.13	£71.20	88
Lichfield	2.46	£57.65	77
Lincoln	3.68	£202.64	124
Liverpool	13.24	£683.98	444
Luton	2.05	£59.07	60
Maidstone	6.67	£200.82	206
Maldon*	1.20	£19.98	38
Malvern Hills	2.85	£74.25	98
Manchester	30.12	£1,369.97	924
Mansfield	1.42	£35.14	53
Medway	4.51	£96.71	155
Melton	2.48	£113.49	80
Mendip	3.01	£181.73	115
Merton	3.19	£102.04	96
Mid Devon	1.55	£39.14	52
Mid Suffolk*	2.14	£18.96	53
Mid Sussex	1.80	£36.06	69
Middlesbrough	2.63	£94.17	88
Milton Keynes	6.34	£242.11	197
Mole Valley	1.45	£31.29	58
New Forest	4.82	£116.31	155
Newark and Sherwood	3.73	£101.49	109
Newcastle upon Tyne	10.38	£545.45	379

**Table 5.2.7 – Tourism day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (Tourism Day Visits)
	Millions	Millions	N
Newcastle-under-Lyme	1.66	£33.37	55
Newham	4.79	£188.33	138
North Devon	4.15	£168.94	135
North Dorset*	0.96	£10.79	35
North East Derbyshire*	1.02	£15.39	31
North East Lincolnshire	2.69	£65.07	93
North Hertfordshire*	2.52	£38.00	81
North Kesteven*	0.80	£22.40	30
North Lincolnshire	1.87	£35.20	65
North Norfolk	5.86	£116.65	165
North Somerset	3.86	£141.85	134
North Tyneside	3.55	£68.56	127
North Warwickshire	1.73	£56.91	47
North West Leicestershire	2.03	£58.47	66
Northampton	2.94	£97.08	85
Northumberland	9.95	£271.40	355
Norwich	10.59	£639.71	268
Nottingham	11.96	£470.01	351
Nuneaton and Bedworth	1.60	£43.48	45
Oldham	2.64	£48.71	88
Oxford	4.32	£201.74	172
Pendle	1.01	£25.72	41
Peterborough	5.62	£140.79	151
Plymouth	4.36	£277.32	142
Poole	3.95	£260.97	123
Portsmouth	8.75	£396.51	263
Preston	3.28	£85.57	114
Purbeck	2.41	£57.28	81
Reading	3.84	£143.39	145
Redbridge	3.32	£79.38	95
Redcar and Cleveland	1.59	£25.23	63
Redditch	0.98	£37.28	35
Reigate and Banstead	2.22	£52.97	78
Ribble Valley	2.65	£57.31	96
Richmond Upon Thames	4.57	£205.35	155
Richmondshire	1.63	£48.28	57
Rochdale	1.60	£48.52	60
Rochford	2.11	£41.70	57
Rother	2.50	£71.00	93
Rotherham	3.27	£83.36	95
Rugby	2.31	£52.97	82
Runnymede	1.45	£40.51	52
Rushcliffe*	1.03	£10.33	36

**Table 5.2.7 – Tourism day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (Tourism Day Visits)
	Millions	Millions	N
Rushmoor*	1.43	£21.53	48
Rutland	1.30	£37.53	39
Ryedale	1.84	£33.50	70
Salford	2.02	£50.02	64
Sandwell*	2.65	£43.01	82
Scarborough	8.05	£309.47	247
Sedgemoor	3.05	£82.31	98
Sefton	5.72	£200.45	173
Selby	1.38	£29.10	47
Sevenoaks	3.07	£70.26	107
Sheffield	11.43	£375.74	337
Shepway	2.70	£65.31	98
Shropshire	9.67	£243.59	373
Solihull	5.95	£251.45	153
South Bucks	1.46	£30.52	47
South Cambridgeshire	2.56	£91.57	70
South Derbyshire*	1.23	£15.14	40
South Gloucestershire*	2.24	£34.82	73
South Hams*	3.84	£50.88	103
South Holland	1.34	£51.02	36
South Kesteven	3.50	£97.46	97
South Lakeland	6.57	£173.81	224
South Norfolk	2.29	£53.35	78
South Northamptonshire	2.43	£84.76	69
South Oxfordshire*	1.90	£31.83	75
South Ribble*	1.16	£9.49	33
South Somerset	2.98	£169.23	114
South Staffordshire	2.71	£56.53	75
South Tyneside*	1.03	£84.04	38
Southampton	5.32	£260.67	177
Southend-on-Sea	3.19	£102.33	87
Southwark	4.17	£126.76	142
Spelthorne*	1.61	£153.56	45
St Albans	1.40	£47.25	52
St Edmundsbury	2.19	£84.56	63
St. Helens	1.25	£28.18	44
Stafford	3.42	£154.29	102
Staffordshire Moorlands	1.82	£58.41	58
Stevenage	1.28	£31.32	44
Stockport*	4.49	£74.39	131
Stockton-on-Tees*	2.18	£32.89	77
Stoke-on-Trent	2.59	£68.39	85
Stratford-on-Avon	3.69	£109.71	150

**Table 5.2.7 – Tourism day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (Tourism Day Visits)
	Millions	Millions	N
Stroud	2.26	£73.72	66
Suffolk Coastal	3.90	£97.89	113
Sunderland	2.58	£72.53	89
Surrey Heath	1.52	£34.44	54
Sutton	3.43	£110.54	107
Swale	1.87	£38.53	63
Swindon	2.90	£91.98	104
Tameside	3.84	£69.13	112
Tamworth	1.80	£99.44	57
Tandridge	1.62	£48.05	55
Taunton Deane	3.51	£78.97	110
Teignbridge	4.17	£96.05	124
Telford and Wrekin	1.48	£40.12	59
Tendring	5.86	£146.98	123
Test Valley	2.62	£86.15	92
Tewkesbury*	1.33	£17.27	50
Thanet	4.41	£114.46	139
Thurrock	2.39	£84.60	65
Tonbridge and Malling	2.19	£53.65	83
Torbay	5.90	£131.83	157
Torridge	1.65	£34.33	52
Tower Hamlets	2.16	£64.46	73
Trafford	2.77	£66.18	104
Tunbridge Wells	3.19	£70.08	110
Uttlesford*	2.36	£26.75	60
Vale of White Horse	1.73	£93.57	70
Wakefield	6.07	£138.02	200
Walsall	3.21	£74.16	104
Waltham Forest	2.71	£53.15	82
Wandsworth	3.22	£69.58	100
Warrington	2.08	£121.05	79
Warwick	3.84	£107.06	130
Watford	1.64	£81.73	59
Waveney	3.78	£85.04	108
Waverley	2.27	£118.16	80
Wealden	4.11	£100.20	143
Wellingborough	1.32	£31.95	35
Welwyn Hatfield	1.77	£37.55	57
West Berkshire	2.62	£103.31	96
West Devon	2.49	£57.14	74
West Dorset	3.51	£75.37	107
West Lancashire	1.25	£43.38	43
West Lindsey*	1.79	£16.98	58

**Table 5.2.7 – Tourism day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (Tourism Day Visits)
	Millions	Millions	N
West Oxfordshire*	2.39	£39.64	80
West Somerset	1.13	£52.07	47
Weymouth and Portland	1.88	£134.74	69
Wigan	3.27	£64.88	118
Wiltshire	11.65	£357.32	368
Winchester	3.79	£106.79	116
Windsor and Maidenhead	2.51	£88.67	89
Wirral	4.20	£84.59	155
Woking*	2.21	£37.21	76
Wokingham	1.20	£64.27	46
Wolverhampton*	4.97	£379.32	128
Worcester	2.73	£86.89	99
Worthing	1.44	£28.55	53
Wychavon*	2.99	£68.45	102
Wycombe	3.76	£160.52	130
Wyre	3.53	£88.06	114
Wyre Forest	3.42	£118.60	106
York	8.31	£324.47	271

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

**Table 5.1.8 – Tourism day visits by welsh local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (tourism day visits)
	Millions	Millions	N
Blaenau Gwent*	0.58	£7.97	58
Bridgend	3.58	£105.56	330
Caerphilly*	1.38	£21.21	144
Cardiff	14.27	£730.85	1271
Carmarthenshire	4.69	£143.33	468
Ceredigion	5.89	£145.02	279
Conwy	5.44	£187.71	390
Denbighshire	3.23	£96.00	249
Flintshire	3.86	£167.75	230
Gwynedd	5.22	£163.30	313
Isle of Anglesey	2.03	£50.30	155
Merthyr Tydfil	0.76	£16.56	92
Monmouthshire	3.24	£79.37	210
Neath Port Talbot	1.72	£37.63	184
Newport	2.94	£98.53	252
Pembrokeshire	4.13	£170.98	375
Powys	5.17	£162.54	379
Rhondda, Cynon, Taff	2.59	£48.81	206
Swansea	7.35	£257.96	646
The Vale of Glamorgan	2.81	£53.25	274
Torfaen	1.21	£36.97	111
Wrexham	3.10	£108.19	176

*Note: Results for the highlighted Local Authorities suggest an average spend per visit of more than double or less than half of the GB average of £35. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact Visit Wales to discuss how best to interpret the findings.

**Table 5.1.9 – Tourism day visits by Scottish local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (tourism day visits)
	Millions	Millions	N
Aberdeen City	2.74	£143.22	148
Aberdeenshire	2.92	£111.86	126
Angus	2.31	£54.12	145
Argyll and Bute	3.91	£122.27	217
Clackmannanshire	0.73	£21.65	55
Dumfries and Galloway	3.56	£115.41	213
Dundee City	3.28	£117.81	230
East Ayrshire	1.61	£33.70	88
East Dunbartonshire*	0.55	£7.41	35
East Lothian	2.48	£48.88	147
East Renfrewshire*	0.50	£8.12	37
Edinburgh	18.25	£899.85	941
Eilean Siar*	0.97	£12.33	33
Falkirk	2.76	£60.30	157
Fife	7.67	£212.27	468
Glasgow City	20.58	£950.60	1188
Highland	5.80	£280.49	255
Inverclyde	1.27	£27.45	79
Midlothian	1.45	£40.83	85
Moray*	0.71	£9.61	41
North Ayrshire	3.82	£85.61	205
North Lanarkshire	3.52	£111.55	188
Perth and Kinross	5.34	£180.90	312
Renfrewshire	2.73	£60.51	184
Scottish Borders	2.88	£94.13	166
South Ayrshire	5.00	£179.56	279
South Lanarkshire	3.19	£112.62	200
Stirling	3.98	£142.27	246
West Dunbartonshire	2.43	£48.00	128
West Lothian	3.55	£127.29	215

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

Please note that the results for Shetland Islands and Orkney Islands have not been included due to particularly low base sizes.

3 hour+ Leisure Day Visits

Table 5.2

The following tables provide estimates of the total volume and value of all Leisure Day Visits lasting 3 hours or more taken by GB residents in GB and to destinations in England, Scotland and Wales during 2015.

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

Table 5.2.1 – 3 hour+ leisure day visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All 3 hour+ Leisure Day Visits	2,533	2,132	236	130	£73,359	£62,290	£6,501	£3,702
General activity – Any undertaken								
Visiting friends or family	957	808	90	49	£20,776	£17,410	£1,915	£1,099
'Special' shopping	262	221	24	12	£17,963	£15,584	£1,583	£696
Going out for a meal	575	477	58	28	£26,671	£22,510	£2,617	£1,224
Going on a night out	454	379	44	24	£17,664	£14,997	£1,707	£812
Going out for entertainment	214	180	22	9	£9,392	£8,011	£946	£379
Undertaking outdoor activities	432	359	42	24	£11,195	£9,520	£862	£666
Other leisure/hobbies	207	171	21	11	£5,734	£5,012	£377	£263
Taking part in sports	154	129	16	7	£4,855	£4,148	£486	£154
Watching live sporting events	144	118	17	7	£5,750	£4,971	£476	£255
Going to visitor attractions	137	115	13	4	£5,501	£4,768	£380	£92
Special public events	89	75	9	3	£4,794	£4,155	£433	£92
Special personal events	81	67	8	3	£3,246	£2,843	£188	£139
Day out to health/beauty spa	41	33	4	1	£2,873	£2,641	£124	£66
General day out	285	237	25	17	£10,239	£8,780	£649	£538
Other day out for leisure	112	89	11	7	£5,051	£4,323	£326	£183
General activity – Single/main activity								
Visiting friends or family	708	599	68	34	£11,600	£9,994	£929	£540
'Special' shopping	138	117	12	7	£10,848	£9,453	£922	£457
Going out for a meal	246	205	24	13	£9,653	£8,131	£883	£541
Going on a night out	290	247	26	15	£9,199	£7,894	£824	£447
Going out for entertainment	141	120	14	7	£5,364	£4,609	£550	£204
Undertaking outdoor activities	208	175	19	12	£3,532	£2,929	£230	£343
Other leisure/hobbies	110	93	11	6	£1,574	£1,387	£133	£50
Taking part in sports	58	50	6	2	£771	£518	£226	£25
Watching live sporting events	86	71	9	4	£2,969	£2,549	£252	£139
Going to visitor attractions	83	71	6	2	£2,885	£2,531	£174	£65
Special public events	49	41	5	2	£2,063	£1,774	£208	£55
Special personal events	52	45	4	3	£1,484	£1,234	£93	£126
Day out to health/beauty spa	12	10	1	1	£596	£533	£25	£36
General day out	153	126	13	11	£4,041	£3,364	£264	£308
Other day out for leisure	53	42	5	4	£1,458	£1,214	£109	£94
None – 2+ activities were of equal importance	126	103	13	6	£4,807	£3,859	£635	£267
Don't know	21	16	2	1	£516	£318	£45	£8

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

Table 5.2.2 – 3 hour+ leisure day visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All 3 hour+ Leisure Day Visits	2,533	2,132	236	130	£73,359	£62,290	£6,501	£3,702
Detailed activity (<1% GB level visits not shown)								
Attended a food / local produce event (e.g. food festival, farmers market)	17	16	1	0	£883	£832	£33	£10
Attended a live music concert	36	30	5	1	£1,964	£1,603	£295	£60
Attended a music festival (e.g. Glastonbury)	12	10	1	0	£1,059	£959	£91	£7
Attended an evening class	13	11	1	1	£549	£529	£16	£4
Attended an outdoor fair / exhibition/show (e.g gardening or agricultural show)	22	19	2	1	£962	£880	£47	£21
Attended another arts / cultural festival (e.g. a book festival)	14	10	3	0	£567	£478	£76	£13
Centre based walking (i.e. around acity / town centre)	72	61	6	4	£3,411	£3,009	£188	£160
Cycled - on a road / surfaced path	28	24	2	2	£794	£711	£57	£20
Fishing - sea angling, coarse fishing, game fishing	16	14	1	1	£581	£495	£18	£55
Had a picnic or BBQ	54	45	4	4	£2,379	£1,883	£124	£292
Informal sport (e.g. cricket, rounders, football, skateboarding)	19	16	2	1	£804	£668	£42	£56
Just relaxed	156	127	14	9	£5,246	£4,400	£447	£256
Long walk, hike or ramble (minimum of 2 miles / 1 hour)	128	107	11	9	£2,907	£2,472	£206	£183
Other arts / cultural event / show	25	21	2	1	£1,029	£901	£96	£22
Played golf	41	34	5	2	£1,017	£907	£78	£32
Played with children	68	58	5	3	£3,215	£2,878	£162	£101
Running, jogging, orienteering	23	19	3	1	£923	£825	£58	£39
Short walk / stroll - up to 2 miles / 1hour	146	121	13	8	£4,349	£3,717	£369	£139
Sightseeing by car	30	20	4	3	£1,284	£985	£146	£81
Sightseeing on foot	105	86	9	7	£3,999	£3,351	£298	£171
Spa / beauty / health treatments	15	13	1	1	£1,173	£1,061	£75	£37
'Special' shopping for items you do not regularly buy	35	28	4	2	£2,426	£2,112	£176	£101
Sunbathing	19	16	1	1	£1,012	£914	£31	£13
Swimming (indoors or outdoors)	34	27	4	2	£1,766	£1,434	£258	£49
Took part in indoor sports - 5-a-side football, badminton, basketball, ice hockey, etc.	15	14	1	1	£449	£425	£21	£3
Took part in outdoor sports - football, rugby, hockey, cricket etc.	25	21	3	1	£607	£562	£26	£13
Viewed architecture - Traditional(Victorian / pre-Victorian etc.)	24	21	1	1	£1,112	£992	£61	£19
Viewed architecture- Modern(Scottish Parliament;Wales Millennium Centre;Gherkin - London etc.)	14	11	2	1	£690	£618	£56	£16
Visited family for leisure	491	415	46	25	£9,239	£7,559	£1,030	£499
Visited a beach	62	49	5	6	£2,530	£2,171	£97	£205
Visited a castle / other historic site	29	24	3	2	£1,494	£1,261	£112	£103
Visited a cathedral, church, abbey or other religious building	22	19	2	0	£1,177	£1,087	£66	£12
Visited a country park	45	38	4	2	£1,600	£1,321	£100	£47
Visited a garden	53	45	5	1	£2,266	£2,007	£186	£35
Visited a historic house, stately home, palace	25	22	2	1	£859	£665	£88	£86

Continued overleaf ►

Table 5.2.3 – 3 hour+ leisure day visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All 3 hour+ Leisure Day Visits	2,533	2,132	236	130	£73,359	£62,290	£6,501	£3,702
Detailed activity (continued) (<1% GB level visits not shown)								
Visited a museum	40	35	4	1	£1,843	£1,654	£134	£29
Visited a scenic / historic railway	12	10	1	1	£491	£446	£16	£29
Visited a theme / amusement park	18	14	1	1	£1,137	£886	£35	£18
Visited a wildlife attraction / nature reserve	28	24	2	1	£1,225	£1,087	£38	£24
Visited a zoo / safari park	19	16	2	0	£935	£850	£56	£10
Visited an art gallery	19	16	2	1	£1,307	£1,238	£50	£14
Visited an interpretation / visitor / heritage centre	12	9	2	1	£559	£503	£38	£14
Visited family for leisure	491	415	46	25	£9,239	£7,559	£1,030	£499
Visited friends for leisure	307	262	28	13	£7,279	£6,413	£510	£270
Visited another type of attraction	35	29	3	2	£1,930	£1,722	£112	£54
Watched a live football match (not on TV)	54	46	5	2	£2,130	£1,939	£151	£40
Watched other live sport (not on TV)	38	30	5	2	£1,595	£1,333	£134	£80
Watched wildlife, bird watching	40	34	2	3	£1,543	£1,370	£60	£55
Went for a drink in a pub, club, hotel, etc.	388	326	38	19	£15,609	£13,116	£1,579	£808
Went for a meal in a restaurant / café / hotel / pub, etc.	447	374	44	24	£23,234	£19,682	£2,136	£1,178
Went for a snack in a fast food outlet, takeaway, etc.	107	87	11	6	£5,343	£4,576	£423	£232
Went on a guided tour - on foot, bus or other transport	15	12	2	1	£978	£851	£76	£25
Went to the cinema	109	92	11	5	£3,866	£3,326	£359	£166
Went to the gym, aerobics class, yoga, etc.	46	40	4	2	£1,070	£798	£205	£67
Went to the theatre	37	32	3	1	£3,059	£2,805	£167	£73
None of these	168	141	14	9	£2,729	£2,418	£185	£119
Type of place visited								
City/large town	1,101	927	122	41	£40,016	£33,850	£3,862	£1,737
Small town	664	567	53	35	£14,848	£12,552	£1,489	£729
Village	271	228	21	20	£5,530	£4,702	£369	£377
Rural countryside	243	202	21	17	£5,051	£4,294	£389	£303
Seaside resort or town	123	102	9	9	£4,322	£3,732	£247	£312
Seaside coastline – a beach	47	36	4	5	£1,191	£996	£28	£150
Other seaside coastline	18	12	1	2	£411	£339	£22	£30
Other	66	58	4	3	£1,992	£1,826	£95	£64
Month of visit								
January	194	164	19	10	£4,379	£3,756	£437	£185
February	188	161	19	8	£4,818	£4,150	£452	£163
March	213	176	25	11	£6,427	£5,550	£620	£231
April	224	189	19	14	£5,893	£4,717	£787	£291
May	233	186	19	26	£6,352	£5,143	£462	£640
June	215	180	20	13	£6,024	£5,095	£548	£269
July	234	197	23	12	£6,294	£5,008	£809	£316
August	250	208	25	13	£7,700	£6,169	£890	£512
September	211	177	18	14	£6,125	£5,014	£650	£343
October	211	179	20	9	£5,684	£4,819	£500	£214
November	216	188	17	10	£6,865	£5,795	£776	£279
December	217	187	17	11	£6,399	£5,465	£599	£282

Table 5.2.4 – 3 hour+ leisure day visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All 3 hour+ Leisure Day Visits	2,533	2,132	236	130	£73,359	£62,290	£6,501	£3,702
Transport								
Net: Any car	1,550	1,313	128	91	£45,867	£39,242	£3,527	£2,752
Car – own/friends/family	1,527	1,294	126	90	£44,380	£37,890	£3,449	£2,727
Car – hired	23	19	2	1	£1,487	£1,352	£78	£25
Net: Public transport	379	305	53	13	£13,792	£11,395	£1,747	£465
Train	176	142	22	6	£8,532	£7,287	£763	£306
A regular bus/coach	202	163	31	6	£5,260	£4,108	£984	£159
Organised coach tour	19	15	21	1	£882	£676	£74	£110
Taxi	78	64	9	4	£3,006	£2,463	£317	£120
Walked/on foot	350	295	35	17	£5,538	£4,692	£606	£191
Bicycle	30	26	2	2	£288	£249	£21	£17
Minibus	11	9	1	*	£321	£271	£33	£14
Motor cycle	6	5	*	*	£141	£131	£6	£4
Tube	55	54	1	*	£1,858	£1,844	£11	*
Tram	9	9	*	*	£364	£352	£11	*
Motorised caravan/campervan	3	3	*	*	£91	£77	£12	£3
Plane	5	2	1	*	£477	£263	£89	-
Boat/ship/ferry	3	3	1	*	£229	£195	£16	-
Lorry/truck/van	7	6	*	*	£163	£147	£4	£7
Other	28	23	2	2	£342	£294	£25	£19
Distance travelled								
Less than 5 miles	725	615	67	36	£13,033	£10,999	£1,206	£805
Between 5 and 10 miles	514	442	46	23	£11,569	£9,956	£1,144	£423
11 to 20 miles	371	317	31	19	£10,795	£9,514	£830	£398
21 to 40 miles	290	241	30	17	£9,600	£8,127	£799	£560
41 to 60 miles	151	127	15	9	£5,582	£4,743	£471	£341
61 to 80 miles	87	71	9	5	£3,550	£3,014	£314	£177
81 to 100 miles	72	57	8	6	£3,486	£2,660	£500	£266
Over 100 miles	191	154	20	11	£12,583	£10,629	£909	£650
Don't know	132	107	11	4	£3,163	£2,648	£327	£83
Average distance travelled (miles)	33	32	36	37				
Duration								
3 hours to 3 hours 59	1,047	883	98	54	£25,686	£21,770	£2,410	£1,403
4 hours to 4 hours 59	631	533	59	33	£17,688	£15,130	£1,416	£793
5 hours to 5 hours 59	314	265	30	16	£9,658	£8,282	£897	£368
6 hours or more	541	451	49	27	£20,327	£17,108	£1,778	£1,137

Note: * Less than 0.1 million visits.

Table 5.2.5 – 3 hour+ leisure day visits

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
All 3 hour+ Leisure Day Visits	2,533	2,132	236	130	£73,359	£62,290	£6,501	£3,702
Age								
16-24	530	428	57	31	£12,786	£10,480	£1,199	£900
25-34	537	469	41	17	£17,559	£15,414	£1,261	£575
35-44	323	268	35	18	£11,136	£9,330	£1,196	£504
45-54	403	355	28	17	£12,785	£11,126	£986	£581
55-64	283	221	38	22	£7,488	£5,742	£1,095	£589
65+	457	390	38	25	£11,605	£10,200	£764	£553
Children in household								
Children in household	713	610	59	34	£25,036	£21,712	£2,100	£1,016
None	1,820	1,522	177	97	£48,323	£40,578	£4,402	£2,686
SEG								
AB	692	560	83	39	£23,412	£19,320	£2,530	£1,268
C1	736	605	85	38	£20,522	£17,253	£2,140	£821
C2	544	480	29	26	£16,580	£14,958	£634	£851
DE	562	486	39	28	£12,845	£10,760	£1,197	£763
Party composition								
No one, I was on my own	422	350	43	23	£6,199	£4,836	£771	£395
I was with spouse/partner	1,033	883	86	53	£39,681	£33,903	£3,367	£2,059
I was with my child(ren)	409	353	32	20	£15,509	£13,156	£1,375	£850
I was with other members of my family	460	387	41	24	£14,933	£12,488	£1,385	£906
I was with a friend/friends	672	562	65	33	£19,441	£16,665	£1,647	£843
I was with an organised group	91	75	11	4	£2,002	£1,738	£168	£73
I was with someone else	31	24	4	1	£838	£688	£130	£17
Marital status								
Married/living with partner	1,383	1,170	131	69	£47,043	£39,901	£4,471	£2,320
Never married (single)	546	454	53	30	£13,238	£11,194	£1,119	£647
Divorced/widowed	282	239	23	17	£5,791	£4,852	£436	£409
Living with parents	197	165	20	9	£4,554	£4,053	£283	£174
Domestic partner/living with other adults	60	52	4	3	£1,964	£1,686	£104	£124
Prefer not to state/other	63	51	6	2	£768	£605	£89	£28

Note:* Less than 0.1 million visits.

**Table 5.2.6 – 3 hour+ leisure day visits by English ceremonial county
2013-2015 three year averages**

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
Bedfordshire	19.75	£376.50	570
Berkshire	23.38	£750.43	797
Bristol/Bath area	38.67	£1,307.79	1278
Buckinghamshire	23.76	£651.22	790
Cambridgeshire	40.99	£1,018.26	1035
Cheshire	40.78	£1,059.09	1520
Cornwall and Isles of Scilly	28.77	£758.80	898
Cumbria	23.46	£677.10	764
Derbyshire	38.38	£777.96	1099
Devon	61.04	£1,742.54	1837
Dorset	38.10	£1,004.27	1168
Durham	21.57	£488.96	673
East Sussex	42.06	£1,135.01	1377
Essex	65.77	£1,403.42	1726
Gloucestershire	23.91	£703.10	751
Greater Manchester	105.96	£2,834.30	3196
Hampshire	65.02	£1,746.50	2187
Herefordshire	7.42	£208.42	305
Hertfordshire	25.98	£546.45	846
Isle of Wight	10.18	£198.18	301
Kent	68.35	£1,511.54	2349
Lancashire	59.50	£1,597.58	1875
Leicestershire	30.62	£802.74	931
Lincolnshire	31.16	£812.50	914
London	251.68	£8,872.34	4391
Merseyside	48.72	£1,325.95	1546
Norfolk	55.92	£1,554.65	1417
North Lincolnshire/Humberside	33.59	£718.48	1049
North Yorkshire	41.32	£1,156.86	1393
Northamptonshire	25.07	£545.92	684
Northumberland	14.75	£355.96	517
Nottinghamshire	42.26	£986.60	1239
Oxfordshire	20.41	£638.15	751
Rutland	1.61	£38.64	46
Shropshire	18.83	£417.26	691
Somerset	22.78	£716.50	781
South Gloucestershire	3.78	£43.39	105
South Yorkshire	53.46	£1,154.78	1549
Staffordshire	32.53	£780.14	1001
Suffolk	32.71	£728.62	911
Surrey	33.89	£861.40	1155
Tees Valley	15.31	£288.97	514
Tyne and Wear	43.02	£1,570.70	1427

**Table 5.2.6 – 3 hour+ leisure day visits by English ceremonial county
2013-2015 three year averages**

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
Warwickshire	24.18	£547.79	769
West Midlands	95.76	£3,042.62	2976
West Sussex	28.90	£688.90	959
West Yorkshire	85.95	£2,097.43	2590
Wiltshire	23.48	£593.80	742
Worcestershire	24.54	£591.71	826

Note: Results for the highlighted counties suggest an average spend per visit of more than double or less than half of the GB average of £35. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spend estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact VisitEngland to discuss how best to interpret the findings.

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
Adur	1.42	£30.24	46
Allerdale	4.49	£130.00	146
Amber Valley	2.92	£54.34	96
Arun	6.22	£114.78	215
Ashfield*	0.97	£12.60	36
Ashford	5.29	£160.22	189
Aylesbury Vale*	5.09	£78.34	174
Babergh	3.22	£77.84	90
Barking and Dagenham	5.23	£118.88	83
Barnet	6.09	£224.98	195
Barnsley*	6.90	£78.01	178
Barrow-In-Furness	1.58	£53.89	43
Basildon	4.89	£109.32	143
Basingstoke and Deane	5.86	£161.03	192
Bassetlaw*	3.79	£55.36	121
Bath and North East Somerset	6.35	£212.41	209
Bedford	7.07	£136.01	180
Bexley	6.06	£200.20	177
Birmingham	46.79	£1,530.86	1499
Blaby*	2.48	£24.03	66
Blackburn with Darwen	4.51	£121.40	138
Blackpool	13.66	£519.16	411
Bolsover*	1.12	£10.47	31
Bolton	8.90	£164.81	237
Boston	3.58	£42.26	95
Bournemouth	11.31	£254.84	308
Bracknell Forest	2.10	£56.85	67
Bradford	14.63	£289.70	410
Braintree	6.53	£116.86	161

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
Breckland	6.41	£93.96	162
Brent	4.72	£161.99	160
Brentwood	2.02	£35.76	56
Brighton and Hove	11.75	£383.00	398
Bristol	23.16	£821.52	774
Broadland	3.71	£67.95	91
Bromley*	9.40	£148.83	279
Bromsgrove	3.33	£85.08	114
Broxbourne	1.42	£25.31	54
Broxtowe*	2.00	£31.07	55
Burnley	4.08	£190.83	113
Bury	5.38	£97.36	181
Calderdale	8.50	£212.29	266
Cambridge	11.19	£386.84	284
Camden	11.41	£388.87	321
Cannock Chase*	4.29	£73.25	100
Canterbury	8.85	£169.38	301
Carlisle	5.22	£197.22	159
Castle Point	1.80	£32.91	53
Central Bedfordshire*	7.53	£118.63	229
Charnwood*	4.13	£64.70	116
Chelmsford	7.87	£184.96	200
Cheltenham	7.43	£236.78	215
Cherwell	4.69	£194.30	175
Cheshire East	14.21	£320.28	477
Cheshire West and Chester	16.76	£459.85	681
Chesterfield	5.46	£127.36	153
Chichester	5.96	£169.20	195
Chiltern*	1.52	£22.88	56
Chorley*	4.57	£49.22	130
Christchurch	1.50	£31.84	52
City of London	36.89	£2,589.80	1061
City of Westminster	18.35	£906.60	614
Colchester	10.57	£249.23	290
Copeland	1.45	£28.53	47
Corby	2.00	£31.26	52
Cornwall	28.50	£753.63	890
Cotswold	3.14	£98.67	108
County Durham	17.51	£405.99	552
Coventry	11.20	£263.82	344
Craven	3.60	£82.94	109
Crawley	4.34	£160.61	142
Croydon	10.58	£393.86	267

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
Dacorum	3.40	£89.29	120
Darlington	4.08	£82.97	121
Dartford	3.82	£114.79	132
Daventry	3.98	£89.05	108
Derby	11.99	£284.46	298
Derbyshire Dales	6.90	£144.48	210
Doncaster*	12.59	£213.42	378
Dover	4.93	£138.96	163
Dudley	9.11	£333.22	290
Ealing	6.60	£175.74	158
East Cambridgeshire	2.94	£65.75	85
East Devon	5.95	£152.82	205
East Dorset	3.40	£40.30	102
East Hampshire*	3.28	£49.47	124
East Hertfordshire	3.78	£68.80	99
East Lindsey	8.53	£239.93	228
East Northamptonshire	2.05	£37.01	57
East Riding of Yorkshire	12.33	£272.53	376
East Staffordshire	3.72	£66.02	104
Eastbourne	6.97	£209.07	187
Eastleigh	2.94	£77.50	98
Eden	2.24	£63.76	81
Elmbridge	2.30	£64.37	79
Enfield	7.68	£167.71	221
Epping Forest	2.83	£62.81	79
Epsom and Ewell*	2.42	£38.59	84
Erewash*	3.61	£43.00	83
Exeter	8.42	£256.19	264
Fareham	2.80	£48.94	103
Fenland*	4.18	£55.90	103
Forest Heath	2.51	£92.35	67
Forest of Dean*	2.42	£31.88	83
Fylde	3.63	£101.78	100
Gateshead	6.91	£213.60	213
Gedling*	1.90	£19.74	57
Gloucester	5.10	£213.32	162
Gosport*	2.00	£28.76	66
Gravesham*	2.58	£39.74	95
Great Yarmouth	7.77	£162.95	195
Greenwich	8.33	£267.66	265
Guildford	6.27	£145.91	212
Hackney	4.44	£125.09	120
Halton	3.55	£64.46	122

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
Hambleton	2.58	£77.96	92
Hammersmith and Fulham	4.75	£210.81	151
Harborough	2.26	£40.20	85
Haringey	4.49	£144.51	139
Harlow	2.33	£72.72	74
Harrogate	6.48	£162.67	233
Harrow	6.09	£134.60	193
Hart*	2.05	£31.27	70
Hartlepool*	2.11	£31.29	69
Hastings	4.34	£129.57	149
Havant	3.59	£65.43	132
Havering	6.89	£139.13	207
Herefordshire	7.41	£208.42	305
Hertsmere*	1.57	£25.55	48
High Peak	3.25	£75.17	120
Hillingdon	5.48	£175.47	173
Hinckley and Bosworth	2.88	£52.36	76
Horsham	4.59	£117.03	137
Hounslow	5.14	£101.08	158
Huntingdonshire	7.82	£187.30	187
Hyndburn*	1.58	£24.83	70
Ipswich	8.60	£194.00	241
Isle of Wight	10.17	£198.16	301
Islington	6.32	£165.46	176
Kensington and Chelsea	5.20	£286.19	158
Kettering	3.53	£86.90	97
King's Lynn and West Norfolk	3.98	£140.35	93
Kingston upon Hull	11.89	£277.01	368
Kingston upon Thames	4.67	£127.83	126
Kirklees	16.33	£347.37	489
Knowsley*	2.22	£25.23	50
Lambeth	4.91	£206.29	158
Lancaster	4.99	£130.75	164
Leeds	35.70	£1,043.43	1089
Leicester	12.89	£449.99	381
Lewes*	3.02	£42.31	106
Lewisham	3.86	£79.53	109
Lichfield	3.69	£101.65	121
Lincoln	6.48	£278.50	207
Liverpool	27.30	£1,002.13	871

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
Luton	5.16	£121.86	161
Maidstone	10.73	£294.77	349
Maldon*	2.32	£29.45	62
Malvern Hills	4.24	£100.39	139
Manchester	49.63	£1,927.78	1511
Mansfield	2.46	£61.31	91
Medway	6.34	£117.87	220
Melton	3.32	£123.65	108
Mendip	4.47	£206.52	171
Merton	4.27	£111.47	130
Mid Devon	2.59	£49.86	85
Mid Suffolk*	3.01	£26.55	78
Mid Sussex*	3.26	£47.77	114
Middlesbrough	6.39	£165.19	211
Milton Keynes	9.58	£291.99	291
Mole Valley	2.18	£38.96	92
New Forest	6.72	£134.13	212
Newark and Sherwood	5.76	£116.54	169
Newcastle upon Tyne	20.62	£983.27	703
Newcastle-under-Lyme*	2.77	£40.21	92
Newham	6.50	£237.71	175
North Devon	5.74	£179.48	191
North Dorset*	1.95	£24.28	66
North East Derbyshire*	2.01	£33.99	60
North East Lincolnshire	5.64	£110.55	176
North Hertfordshire*	4.06	£53.29	127
North Kesteven	2.20	£43.22	66
North Lincolnshire*	3.74	£58.40	129
North Norfolk	8.26	£152.69	220
North Somerset	5.92	£178.77	194
North Tyneside*	6.74	£104.00	218
North Warwickshire	3.31	£81.66	80
North West Leicestershire	3.25	£75.92	103
Northampton	8.06	£176.88	224
Northumberland	14.77	£355.95	517
Norwich	19.51	£801.72	473
Nottingham	23.89	£673.47	660

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2013-2015 three year averages**

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
Nuneaton and Bedworth	4.23	£74.49	126
Oldham*	6.01	£85.37	184
Oxford	6.62	£240.77	242
Pendle*	2.22	£38.28	80
Peterborough	11.46	£213.97	283
Plymouth	11.81	£581.13	352
Poole	7.45	£310.27	237
Portsmouth	12.80	£473.91	416
Preston	5.59	£138.81	196
Purbeck	2.60	£59.36	89
Reading	7.47	£287.89	268
Redbridge	4.67	£120.38	131
Redcar and Cleveland*	3.06	£40.12	105
Redditch	2.35	£58.33	80
Reigate and Banstead*	4.33	£74.25	143
Ribble Valley	3.67	£85.57	130
Richmond Upon Thames	5.32	£245.42	187
Richmondshire	2.07	£52.24	76
Rochdale	3.45	£75.82	119
Rochford*	3.71	£63.65	96
Rother	4.12	£91.97	140
Rotherham	6.26	£122.91	175
Rugby	5.09	£107.43	164
Runnymede	1.90	£43.35	71
Rushcliffe*	1.48	£16.53	50
Rushmoor*	3.42	£43.63	119
Rutland	1.61	£38.63	46
Ryedale*	2.46	£38.78	94
Salford	4.32	£71.04	132
Sandwell	4.05	£58.70	122
Scarborough	10.02	£336.76	318
Sedgemoor	5.54	£111.20	169
Sefton	9.55	£269.71	295
Selby*	3.16	£51.96	101
Sevenoaks	3.80	£76.84	130
Sheffield	27.92	£748.75	828
Shepway	4.38	£82.83	160
Shropshire	15.23	£337.59	558

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2013-2015 three year averages**

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
Slough*	1.35	£19.95	42
Solihull	8.39	£304.08	235
South Bucks	1.64	£31.10	54
South Cambridgeshire	3.39	£108.51	93
South Derbyshire*	1.78	£22.12	62
South Gloucestershire*	3.79	£43.40	105
South Hams*	4.98	£78.53	136
South Holland	2.48	£65.62	65
South Kesteven	5.10	£114.84	156
South Lakeland	8.49	£203.72	288
South Norfolk	3.83	£69.68	111
South Northamptonshire	2.86	£85.97	79
South Oxfordshire*	2.90	£45.70	111
South Ribble*	2.30	£27.52	66
South Somerset	5.56	£200.04	195
South Staffordshire*	3.60	£61.68	104
South Tyneside	2.99	£132.18	88
Southampton	10.48	£394.27	353
Southend-on-Sea	7.17	£159.35	174
Southwark	5.03	£150.73	170
Spelthorne*	2.18	£165.47	70
St Albans	2.75	£64.45	93
St Edmundsbury	3.62	£107.35	106
St. Helens*	2.96	£45.31	97
Stafford	4.88	£198.40	153
Staffordshire Moorlands	2.72	£65.92	89
Stevenage	3.05	£68.97	94
Stockport	10.03	£209.28	269
Stockton-on-Tees*	3.73	£52.35	129
Stoke-on-Trent	4.64	£108.19	159
Stratford-on-Avon	5.25	£134.88	201
Stroud	3.59	£85.46	109
Suffolk Coastal	5.84	£126.39	166
Sunderland	6.05	£165.12	216
Surrey Heath	2.38	£61.79	85
Sutton	5.23	£153.29	156

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2013-2015 three year averages**

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
Swale*	3.27	£54.10	121
Swindon	5.47	£138.62	189
Tameside	5.90	£108.88	170
Tamworth	2.82	£109.45	97
Tandridge	2.61	£54.76	85
Taunton Deane	5.30	£138.27	172
Teignbridge	6.39	£139.00	186
Telford and Wrekin	2.90	£63.97	108
Tendring	7.94	£171.62	187
Test Valley	3.91	£100.88	127
Tewkesbury*	2.25	£37.00	74
Thanet	6.76	£137.20	230
Thurrock	3.08	£95.45	86
Tonbridge and Malling	3.46	£68.13	125
Torbay	9.74	£205.17	254
Torridge*	2.68	£39.98	85
Tower Hamlets	3.70	£105.24	110
Trafford	4.89	£88.15	168
Tunbridge Wells	5.04	£102.91	161
Uttlesford*	3.27	£41.01	83
Vale of White Horse	2.95	£106.94	107
Wakefield	10.78	£204.65	336
Walsall*	7.07	£107.64	218
Waltham Forest	4.06	£77.81	111
Wandsworth	3.81	£76.46	118
Warrington	5.35	£181.59	199
Warwick	6.32	£149.34	198
Watford	2.87	£96.88	102
Waveney	5.92	£104.14	163
Waverley	3.54	£125.16	121
Wealden	6.56	£133.03	218
Wellingborough*	2.58	£38.83	67
Welwyn Hatfield	2.41	£44.76	83
West Berkshire	5.16	£159.42	163
West Devon	2.72	£60.37	79
West Dorset	4.85	£103.41	150

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by English local authority
2013-2015 three year averages**

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
West Lancashire	2.63	£62.56	86
West Lindsey	2.79	£28.14	97
West Oxfordshire*	3.25	£50.45	116
West Somerset	1.91	£60.47	74
Weymouth and Portland	3.00	£179.97	106
Wigan*	9.42	£139.25	287
Wiltshire	17.93	£453.05	550
Winchester	5.16	£137.27	175
Windsor and Maidenhead	3.35	£103.39	119
Wirral	9.39	£181.35	311
Woking*	4.06	£60.12	119
Wokingham	2.66	£82.70	92
Wolverhampton	9.28	£445.28	272
Worcester	4.40	£125.25	171
Worthing*	3.09	£49.27	110
Wychavon	4.79	£88.05	159
Wycombe	5.93	£226.92	215
Wyre	5.16	£100.46	164
Wyre Forest	5.44	£134.59	163
York	12.14	£394.40	398

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

*Results for the highlighted areas suggest an average spend per visit of more than double or less than half of the GB average of £35. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact VisitEngland to discuss how best to interpret the findings.

**Table 5.2.8 – 3 hour+ leisure day visits by welsh local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
Blaenau Gwent*	1.79	£21.56	158
Bridgend	5.76	£130.27	540
Caerphilly*	3.09	£49.18	321
Cardiff	26.70	£1,021.99	2331
Carmarthenshire	8.25	£197.68	811
Ceredigion	7.44	£165.76	415
Conwy	7.03	£230.93	576
Denbighshire	4.99	£115.71	413
Flintshire	5.93	£191.39	394
Gwynedd	7.13	£191.67	466
Isle of Anglesey	2.84	£56.26	246
Merthyr Tydfil*	1.44	£25.12	172
Monmouthshire	4.84	£103.96	328
Neath Port Talbot	3.24	£64.48	344
Newport	5.85	£150.28	532
Pembrokeshire	6.12	£211.66	547
Powys	7.17	£201.81	575
Rhondda, Cynon, Taff*	4.69	£65.60	426
Swansea	13.94	£383.61	1260
The Vale of Glamorgan*	5.01	£79.77	475
Torfaen	2.38	£94.54	241
Wrexham	4.83	£125.51	332

*Note: Results for the highlighted areas suggest an average spend per visit of more than double or less than half of the GB average of £35. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact Visit Wales to discuss how best to interpret the findings.

**Table 5.2.9 – 3 hour+ leisure day visits by Scottish local authority
2013-2015 three year averages**

Samples of <50 are highlighted grey, those <30 have been removed

	Visits	Expenditure	2013-2015 sample (3 hour+ visits)
	Millions	Millions	N
Aberdeen City	4.84	£183.26	278
Aberdeenshire	4.25	£151.89	189
Angus*	4.87	£75.43	287
Argyll and Bute	4.99	£140.31	287
Clackmannanshire	1.30	£26.86	94
Dumfries and Galloway	6.39	£144.71	360
Dundee City	9.51	£222.26	499
East Ayrshire	2.74	£58.40	168
East Dunbartonshire*	1.32	£20.58	85
East Lothian	4.50	£65.49	258
East Renfrewshire*	0.92	£9.82	65
Edinburgh	41.04	£1,681.33	2238
Eilean Siar	1.01	£14.33	35
Falkirk*	5.60	£95.60	288
Fife	14.66	£321.34	882
Glasgow City	45.51	£1,494.24	2525
Highland	7.90	£379.12	346
Inverclyde	2.03	£36.66	132
Midlothian	2.75	£66.13	156
Moray	1.00	£11.39	60
North Ayrshire*	6.84	£111.86	339
North Lanarkshire	7.99	£206.24	402
Perth and Kinross	8.77	£285.33	527
Renfrewshire*	6.04	£101.44	400
Scottish Borders	4.20	£141.59	251
South Ayrshire	7.24	£270.59	445
South Lanarkshire	6.65	£156.87	411
Stirling	5.93	£169.89	366
West Dunbartonshire	3.81	£65.72	212
West Lothian	6.48	£184.00	384

*Note: Results for the highlighted areas suggest an average spend per visit of more than double or less than half of the GB average of £35. While these numbers correctly represent the available data, small sample sizes mean that a low number of very high or very low value visits can disproportionately influence average spent estimates and therefore estimates of total spend. Highlighted figures should therefore be treated with extreme caution as it is possible that a larger survey sample would deliver spend value results more in line with the national average. In case of queries contact VisitScotland to discuss how best to interpret the findings.

All Leisure Day Visits

Table 5.3

The table below provides estimates of the total volume Leisure Day Visits taken to destinations in GB by GB residents and residents of England, Scotland and Wales during 2015.

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

	Visits			
	GB residents	England residents	Scotland residents	Wales residents
	Millions			
All Leisure Day Visits	8,075	6,913	739	422
General activity – Any undertaken				
Visiting friends or family	2,141	1,836	191	115
'Special' shopping	816	695	79	41
Going out for a meal	1,494	1,286	135	73
Going on a night out	873	749	80	44
Going out for entertainment	430	366	45	18
Undertaking outdoor activities	2,215	1,878	209	128
Other leisure/hobbies	663	571	60	31
Taking part in sports	936	802	86	47
Watching live sporting events	361	308	39	15
Going to visitor attractions	251	217	23	10
Special public events	179	151	20	7
Special personal events	152	133	14	6
Day out to health/beauty spa	107	91	11	5
General day out	568	491	47	30
Other day out for leisure	212	178	23	11
Visit duration				
Less than an hour	1,264	1,077	114	73
1 hour to 1 hour 59	2,449	2,095	222	132
2 hours to 2 hours 59	1,829	1,570	167	91
3 hours to 3 hours 59	1,054	906	97	50
4 hours to 4 hours 59	626	536	57	33
5 hours to 5 hours 59	309	265	29	15
6 hours or more	544	464	53	28

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

Appendices

Summary of survey approach

During the 12 months of GBDVS from January to December 2015 some 35,664 interviews were conducted using an online survey method. Respondents provided details of their leisure participation with a focus on visits taken during the previous week. Full details were collected for some 30,991 visits which lasted 3 hours or more and in subsequent analysis a sub-set of 18,732 of these visits were defined as Tourism Day Visits, taken outside of the participants' usual environment.

All survey data have been weighted to ensure that they are as representative as possible of the GB adult population and the day visits taken during 2015. 2015 was the fourth year of survey fieldwork and the survey will continue until at least the end of 2019.

Sample sources

At the outset of the survey in 2011, the Lightspeed Panel was the main source of sample for the survey. Although this panel is one of the largest available in the UK, it was not large enough to provide sufficient sample to achieve the volume of interviews required for GBDVS across a year. This was partly due to the disproportional regional design whereby 5,000 interviews were required in each of Scotland and Wales. To address this shortfall, Lightspeed worked with a panel partner, Research Now.

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

Demographic quotas

As in 2011 to 2014, during 2015 an annual target of 35,000 interviews was set with 52 broadly equal sized weekly waves of fieldwork to be completed to achieve around 650 to 700 interviews per week.

When fieldwork for the first year of the survey commenced in January 2011, sex, age, working status and the age of completing education were set as quota targets in each survey wave. However, during the first three months of fieldwork while the target quotas based on gender, age and working status could be achieved consistently, achieving the targets relating to the education quota was found to be impossible. While around half of the GB population completed education aged 16 or under, the somewhat lower representation of this group within the online population (c.20%) meant that it was very difficult to achieve this particularly quota target. By the end of March 2011 34% of respondents were in this quota group against a target of 49%.

It was therefore decided, in consultation with the client group, to implement a revised series of quotas and to subsequently address the variations related to education status in the weighting stages. As such, from April 2011 a quota was set on socio-economic status with a target reflecting the GB population of 52% of respondents in the ABC1 socio-economic groups and 48% in the C2DE groups. This revised quota target continued to be applied during 2015.

Also while age of completing education was no longer set as a 'fixed' quota target this variable continued to be monitored to ensure that the profile of respondents did not become less representative than achieved during the first three months.

Geographic quotas

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

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

Weighting the survey data

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

The outputs of this process include estimates of the total volume of Tourism Day Visits taken by the GB adult population and results representative of the adult population and the visits they have taken over the study period.

Demographic weighting

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

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

Social grade

Age terminated education

The weighting targets used in 2015 are detailed below.

Social grade and TAE weighting targets ('000s)	Social grade
AB	11,370
C1	14,067
C2	10,342
DE	13,457
Terminal age education	
16 years or younger	24,188
17-19 years	10,635
20 years or older	10,961
Still Studying	3,453

Age x Gender x Region weighting targets ('000s)			
East Midlands Male 16-24	284	South West Male 16-24	322
East Midlands Male 25-44	580	South West Male 25-44	650
East Midlands Male 45-64	585	South West Male 45-64	685
East Midlands Male 65+	346	South West Male 65+	460
East Midlands Female 16-24	269	South West Female 16-24	293
East Midlands Female 25-44	584	South West Female 25-44	641
East Midlands Female 45-64	593	South West Female 45-64	721
East Midlands Female 65+	423	South West Female 65+	575
East of England Male 16-24	334	West Midlands Male 16-24	339
East of England Male 25-44	782	West Midlands Male 25-44	705
East of England Male 45-64	748	West Midlands Male 45-64	685
East of England Male 65+	455	West Midlands Male 65+	415
East of England Female 16-24	308	West Midlands Female 16-24	325
East of England Female 25-44	774	West Midlands Female 25-44	710
East of England Female 45-64	769	West Midlands Female 45-64	699
East of England Female 65+	564	West Midlands Female 65+	522
London Male 16-24	455	Yorkshire and the Humber Male 16-24	363
London Male 25-44	1442	Yorkshire and the Humber Male 25-44	709
London Male 45-64	827	Yorkshire and the Humber Male 45-64	664
London Male 65+	390	Yorkshire and the Humber Male 65+	382
London Female 16-24	440	Yorkshire and the Humber Female 16-24	344
London Female 25-44	1368	Yorkshire and the Humber Female 25-44	703
London Female 45-64	861	Yorkshire and the Humber Female 45-64	677
London Female 65+	512	Yorkshire and the Humber Female 65+	486
North East Male 16-24	175	Scotland Male 16-24	319
North East Male 25-44	329	Scotland Male 25-44	682
North East Male 45-64	344	Scotland Male 45-64	688
North East Male 65+	197	Scotland Male 65+	375
North East Female 16-24	163	Scotland Female 16-24	306
North East Female 25-44	334	Scotland Female 25-44	704
North East Female 45-64	355	Scotland Female 45-64	732
North East Female 65+	252	Scotland Female 65+	504
North West Male 16-24	447	Wales Male 16-24	193
North West Male 25-44	907	Wales Male 25-44	358
North West Male 45-64	887	Wales Male 45-64	390
North West Male 65+	508	Wales Male 65+	247
North West Female 16-24	427	Wales Female 16-24	182
North West Female 25-44	898	Wales Female 25-44	369
North West Female 45-64	912	Wales Female 45-64	408
North West Female 65+	652	Wales Female 65+	311
South East Male 16-24	500		
South East Male 25-44	1115		
South East Male 45-64	1096		
South East Male 65+	646		
South East Female 16-24	469		
South East Female 25-44	1133		
South East Female 45-64	1131		
South East Female 65+	823		

Visit weighting

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

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

Full details are included in the Methods and Performance report. Following this process weighted estimates of the volume of visits taken and the profile of these visits have been produced for each month. Quarterly and annual results have then been obtained by combining these estimates.

Value of visit weighting

GBDVS visit based results are also presented in terms of the value of expenditure made during visits. To obtain results at this level, a further weight is applied to each visit recorded using responses to question 27 regarding total visit spend.

Defining Tourism Day Visits

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

The frequency of trip – UNWTO propose that places frequently visited within an individual's 'current life routine' should be considered as their 'usual environment'. This includes usual places of work or study and other regularly visited places such as the homes of friends or relatives or shopping centres, even if they are some distance from home or in a different administrative area

The duration of trip – UNWTO propose that countries should take account of the duration of visits when determining a definition of usual environment. No specific recommendations such as minimum durations are provided

The crossing of administrative borders and distance from usual place of residence – recognising the varying scale of administrative areas in different countries and the fact that individuals live at different distances from borders, UNWTO recommend that the crossing of administrative borders and distance from home should be considered together when establishing the limits of an individual's usual environment

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

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

Leisure activities included in definition of Leisure Day Visit

Visiting friends or family for leisure

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

Going out for a meal

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

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

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

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

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

Watching live sporting events (not on TV)

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

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

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

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

Going on general days out/to explore an area

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

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

Regularity – the participant must indicate that the visit (i.e. same activity in same place) is not undertaken 'very regularly' (i.e. as recorded at question 29)

Place – the destination of the visit must be different from the place (i.e. city, town, village or London borough) where the participant lives. If the visit is taken from a workplace, the destination must be in a different place from the workplace. However this rule is not applied when the visit has involved watching live sporting events, going to visitor attractions or going to special public events

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

Accuracy of results

As described in detail in the Methods and Performance report, many measures have been taken to ensure that the data collected in GBDVS are as accurate as possible and that subsequent analysis stages provide results which are as representative as possible of the GB adult population.

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

GBDVS 2015 involved some 35,664 interviews and the weighting solution used was estimated to have an efficiency of around 70%. On that basis the effective total sample size could be estimated at being around 25,000.

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

Margin of error at 95% levels of confidence with a simple random sample			
	All respondents	Respondents in England	Respondents in Scotland and Wales
Effective sample size	25,000	17,500	3,500
Result			
10% or 90%	+/- 0.31%	+/- 0.37%	+/- 0.99%
20% or 80%	+/- 0.42%	+/- 0.50%	+/- 1.33%
30% or 70%	+/- 0.48%	+/- 0.57%	+/- 1.52%
40% or 60%	+/- 0.51%	+/- 0.61%	+/- 1.62%
50%	+/- 0.52%	+/- 0.62%	+/- 1.66%

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

As the MENE survey is conducted using an in-home interviewing approach with respondents selected to participate in the survey it is possible to calculate the complex standard errors associated with key results. As such it has been estimated that the total estimate of volume of visits obtained from MENE are accurate to within a range of around +/-2%.

Further information

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



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