


# The Great Britain Day Visitor Survey 2016


## Wales Summary Report





  
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## Welcome

This report presents the main findings of the 2016 Great Britain Day Visits Survey (GBDVS), based on trips to Wales only.

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

GBDVS 2016 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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## 1. Introduction

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

The survey aims to measure the volume, expenditure and profile of tourism day visits taken by GB residents to destinations in England, Scotland, Wales and Northern Ireland. Fieldwork commenced at the beginning of 2011 and will continue until at least the end of 2017.

This report contains the results of the 2016 survey that relate to Wales, including comparisons of results with those obtained between 2011 and 2015.

More information on the survey methodology and definitions can be found in the Methods and Performance section of the main GBDVS report.

## 2. Scope of the report

This report provides the main results of GBDVS 2016 including estimates of the total volume and expenditure of Tourism Day Visits and the main results regarding activities undertaken, places visited, transport types used and money spent during visits. Results are provided for visits taken to destinations in Wales.

Wherever possible, results are also provided at a regional level.

Welsh results are provided for the following geographical areas:

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





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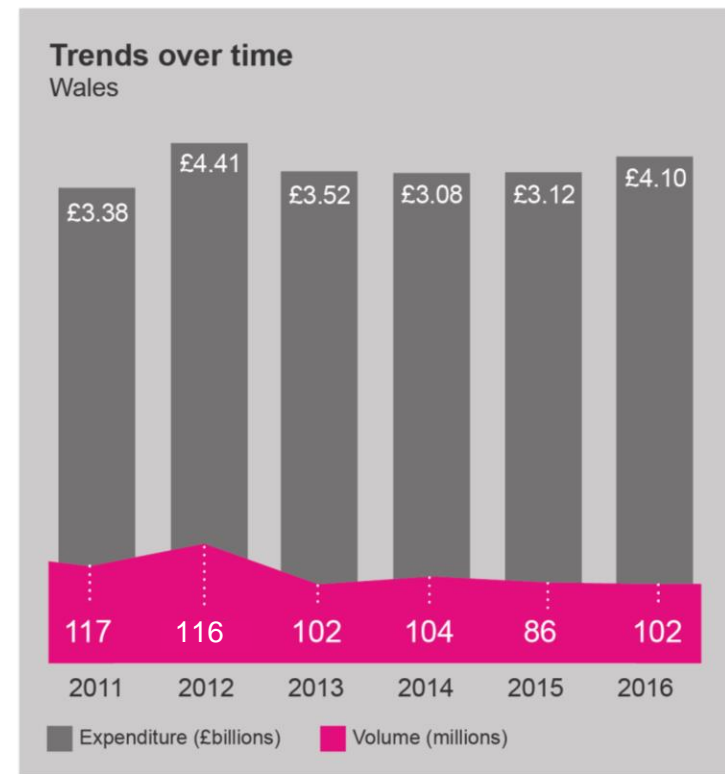
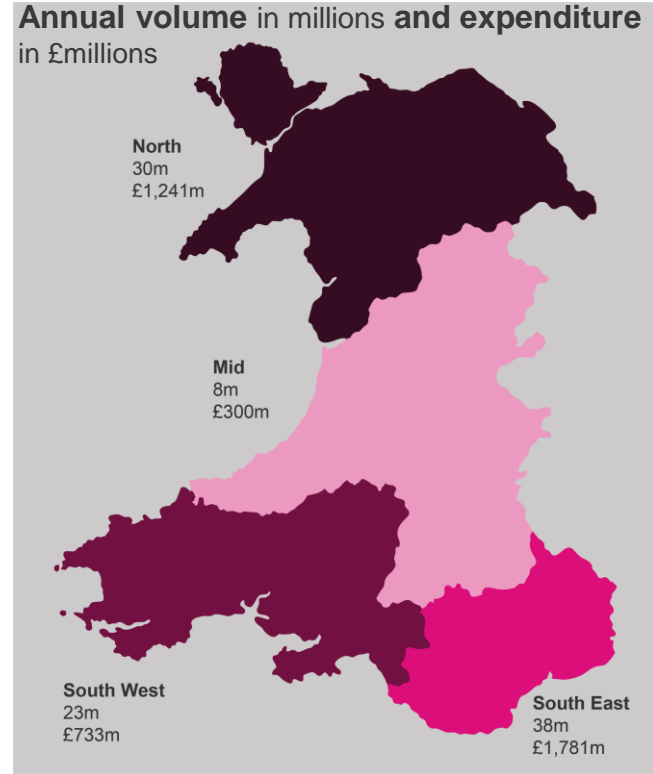
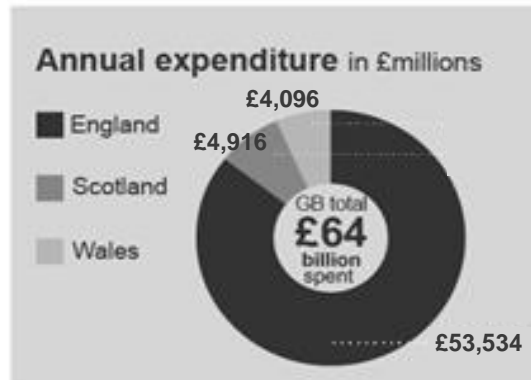
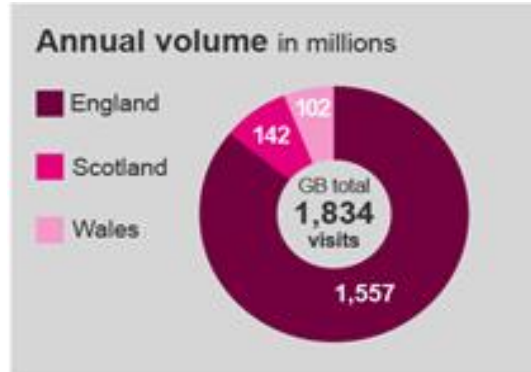


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## 2016 – Tourism Day Visits at a glance



Note: 2011-2015 estimates are reweighted – see main report for details



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## 2016 – Tourism Day Visits at a glance

**Top 5 main activities undertaken by volume** in millions **and expenditure** in £millions  
Wales



**Type of destination (%)**  
Wales

**26%** City/large town



**25%** Small town



**28%** Rural



**20%** Seaside/  
coastal



Note: 2011-2015 estimates are reweighted – see main report for details

## 4. Tourism Day Visits



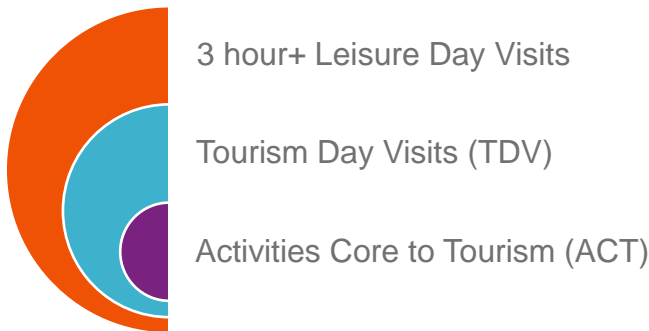


## Defining Tourism Day Visits

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

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

As illustrated below, TDVs are a sub set of the broader day visits definition – 3 hour+ Leisure Day Visits (see page 45) while ACT visits are a further smaller subset of visits (see page 33).



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

## Tourism Day Visits – summary of key findings

This section describes the volume, expenditure and characteristics of Tourism Day Visits taken by Welsh and British residents during 2016.



### Volume and expenditure of visits

- During 2016, GB residents took a total of 102 million Tourism Day Visits to Wales, with around £4,096 million being spent during these trips.



### Geographic distribution of visits

- The South East had the greatest share of visits amongst the Welsh regions (38 million visits) and accounted for the greatest expenditure (£1,781 million)
- The least amount of visits were taken in Mid Wales, accounting for 8 million visits and £300 million in expenditure.



### Volume and expenditure of tourism day visits over time

- During 2016 the volume of visits in Wales (102 million) increased significantly from the 2015 volumes (86 million); returning to similar volumes experienced in 2014 (104 million).
- The level of expenditure in 2016 (£4,096 million) was considerably higher than that of the previous three years although below the level reached in 2012.



### Activities undertaken

- Almost a fifth (19%) of Tourism Day Visits to Wales involved visiting friends or family, while around one in eight (13%) included eating out.
- Around one in ten visits involved general days out to explore (11%), while a similar number involved outdoor leisure activities (10%).
- Nearly a fifth (18%) of Tourism Day Visits taken in Wales involved going for a meal, while just over one in twelve (14%) visits included going for a short walk/stroll.

## Geographical distribution

Figure 1.1 Volume of Tourism Day Visits and expenditure by destination (millions)

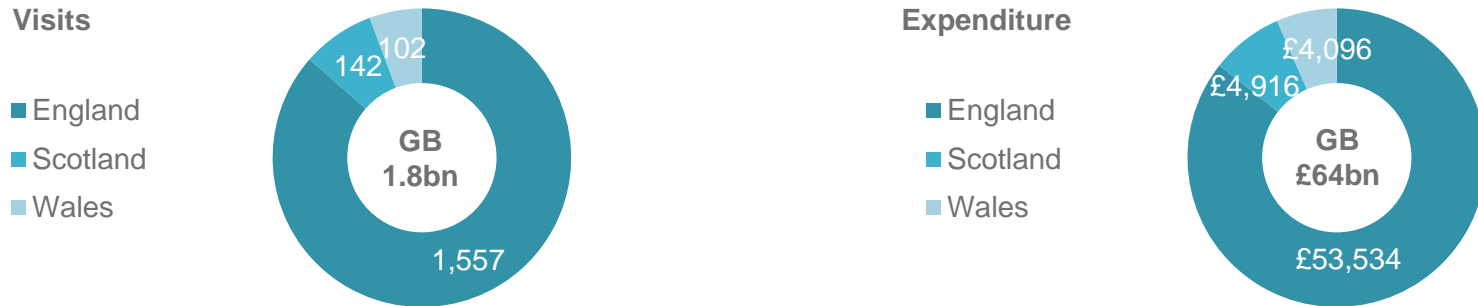


Figure 1.2 2015-2016 Change over time in headline volume and expenditure of Tourism Day Visits (% change)

Note: 2011-2015 estimates are reweighted – see main report for details

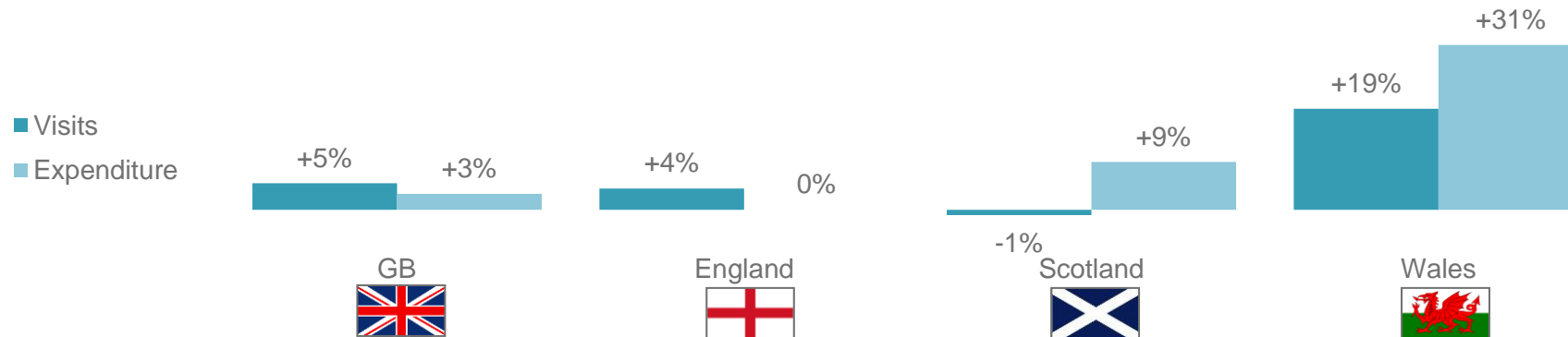


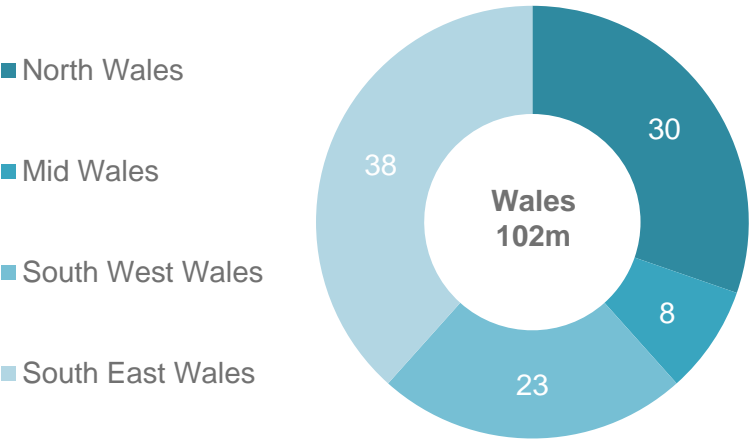
Figure 1.1 illustrates the total number of tourism day visits taken in England, Scotland and Wales during 2016: a total of 1.8 billion visits across the year. Of this total, 102 million visits were taken in Wales.

Figure 1.2 also illustrates the economic contribution of these visits, with a total of £64 billion spent. Visits in Wales accounted for £4,096 million of this total expenditure.

Figure 1.2 shows the difference between the total visits/ spend in 2016 and 2015. The total number of visits to Wales increased by 19%, while total expenditure increased by 31%. These increases represent a considerably better performance than that of both England and Scotland.

# Geographical distribution within Wales

Figure 1.3 Volume of Tourism Day Visits and expenditure by destination (millions)



% DISTRIBUTION	2011	2012	2013	2014	2015	2016
North Wales	26%	25%	25%	28%	27%	31%
Mid Wales	10%	9%	12%	16%	10%	8%
South West Wales	21%	23%	21%	20%	22%	23%
South East Wales	42%	43%	41%	36%	41%	38%

Figure 1.4 Expenditure of Tourism Day Visits and expenditure by destination (£ millions)

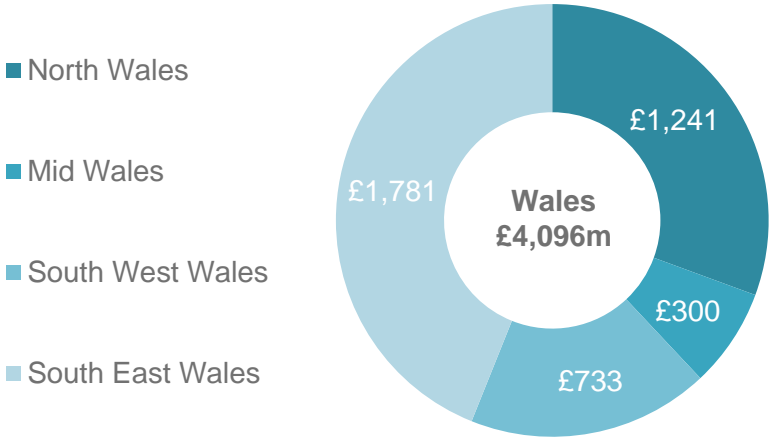


Figure 1.3 and 1.4 illustrate the regional distribution of trips and associated spend on tourism day visits made within Wales.

The South East had the greatest share of visits amongst the Welsh regions (38 million visits) and accounted for the greatest expenditure (£1,781 million). The next most popular region was North Wales, accounting for 30 million visits and £1,241 million in expenditure.

The least amount of visits were taken in Mid Wales, accounting for 8 million visits and £300 million in expenditure.

As shown in the table, the percentage distribution of visits across the regions has remained fairly consistent over the 6 years of the survey.

Annual trends

Figure 1.5 2016 volume of Tourism Day Visits by year (millions)  
Note: 2011-2015 estimates are reweighted – see main report for details

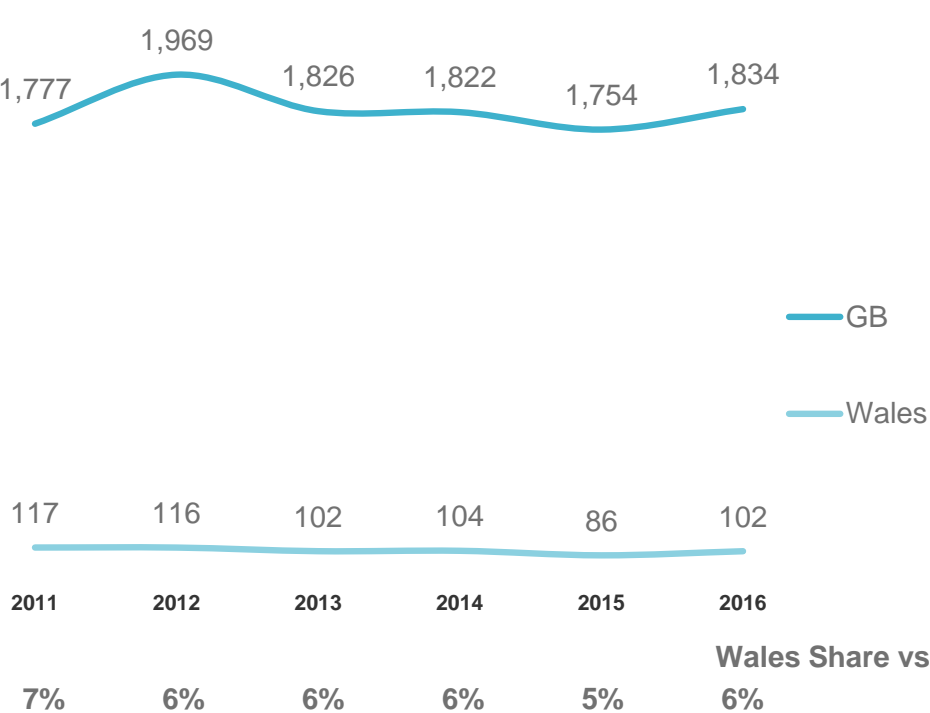
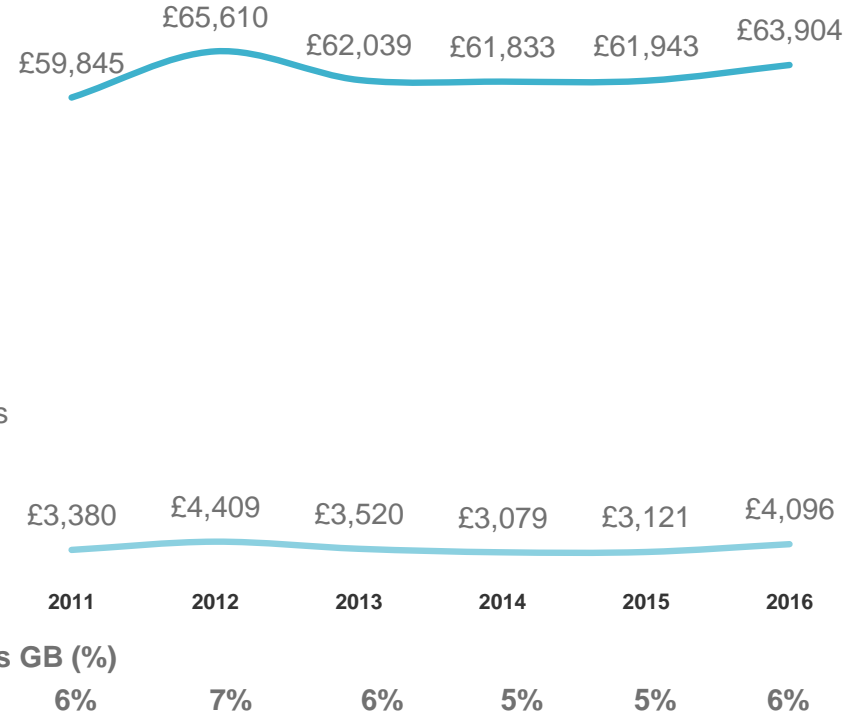


Figure 1.6 2016 expenditure on Tourism Day Visits by year (£ millions)  
Note: 2011-2015 estimates are reweighted – see main report for details



Figures 1.5 and 1.6 illustrate annual variations in visit volumes and expenditure.

During 2016, the volume of visits increased considerably from the 2015 volumes; returning to similar volumes experienced in 2014.

For Wales, the level of expenditure in 2016 (£4,096 million) was considerably higher than that of the previous three years.

In general the share of visits to Wales as a total of Great Britain was between 5-7% over the 2011 to 2016 period.

## Seasonal distribution

Figure 1.7 2016 volume of Tourism Day Visits by month (millions)

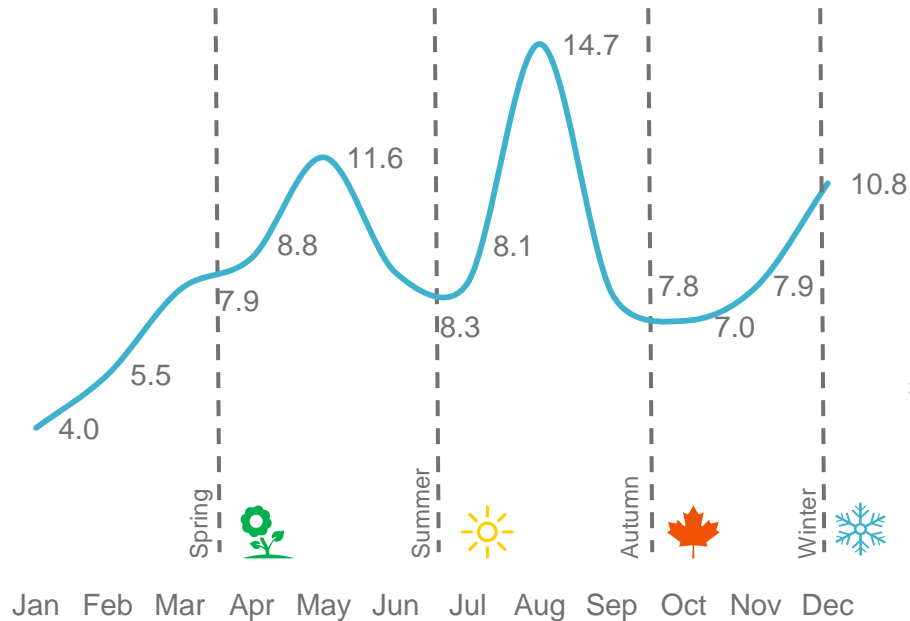
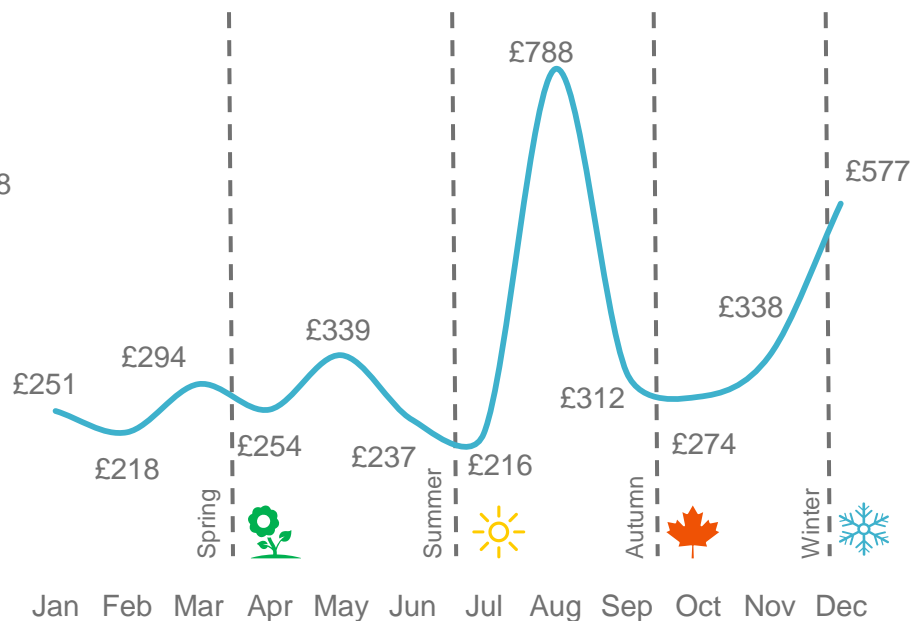


Figure 1.8 2016 expenditure on Tourism Day Visits by month (£ millions)



Figures 1.7 and 1.8 illustrate seasonal variations in visit volumes and expenditure in Wales.

Summer months see the most activity with the largest volume of visits taking place in August (15 million visits), while the first quarter of the year saw the lowest number of visits.

The seasonal variation by total expenditure follows a similar pattern as illustrated in Figure 1.8, with August being the key month for spend (£788 million).

The seasonal pattern during 2016 was similar to that recorded in previous years of the survey.

## Expenditures on visits

Figure 1.9 Expenditure on tourism day visits (% of total)

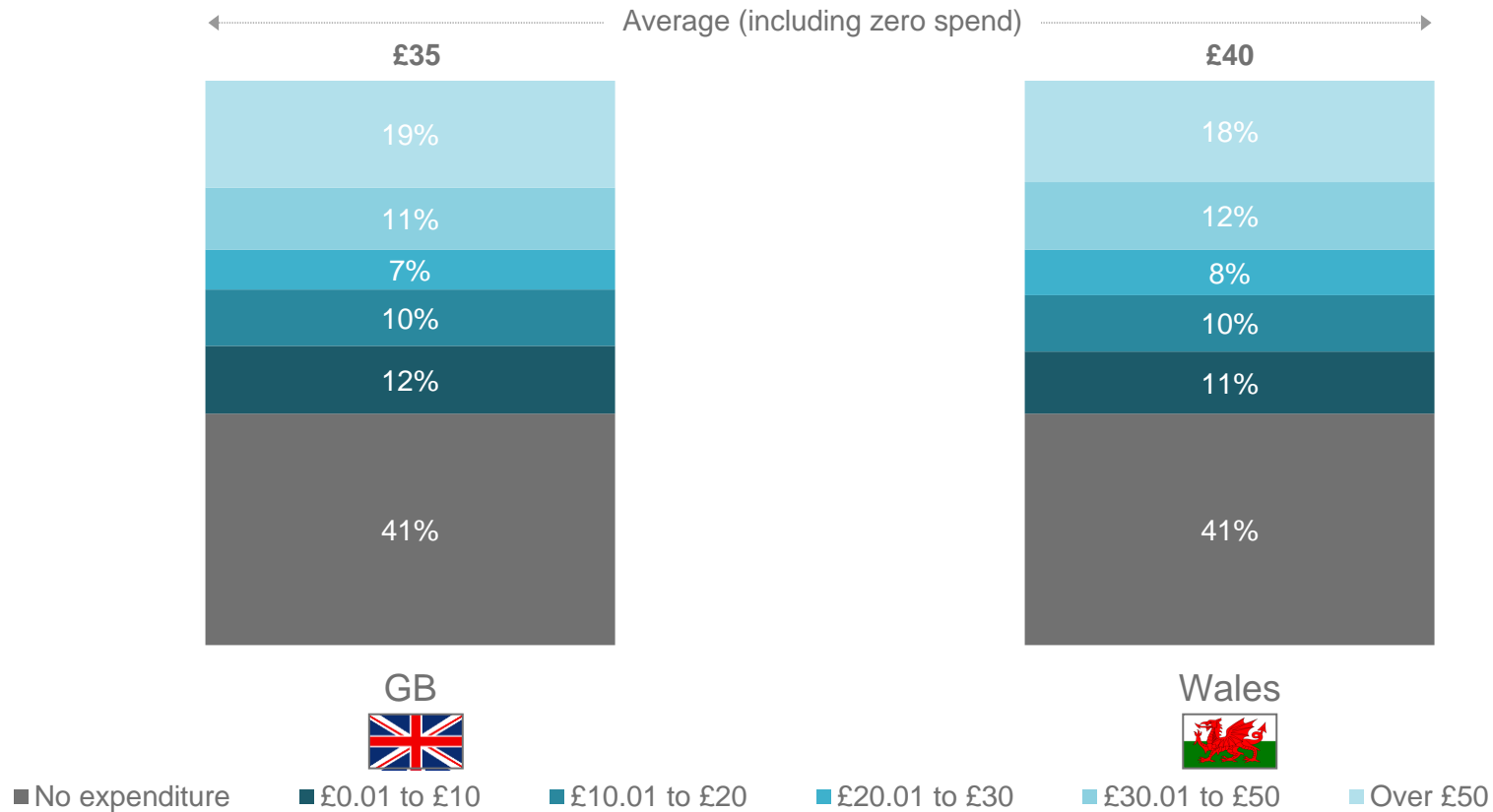


Figure 1.9 illustrates the average expenditure level and its breakdown for trips.

In 2016 almost three fifths (59%) of Tourism Day Visits in Wales contributed some spend to the economy.

On average, £40 was spent on day visits in Wales, which was higher than the GB average. This average varied by Welsh region as follows:

- North Wales - £41
- Mid Wales - £38
- South West Wales - £32
- South East Wales - £47

## Average spend per visit

Figure 1.10 average spend per visit (£)

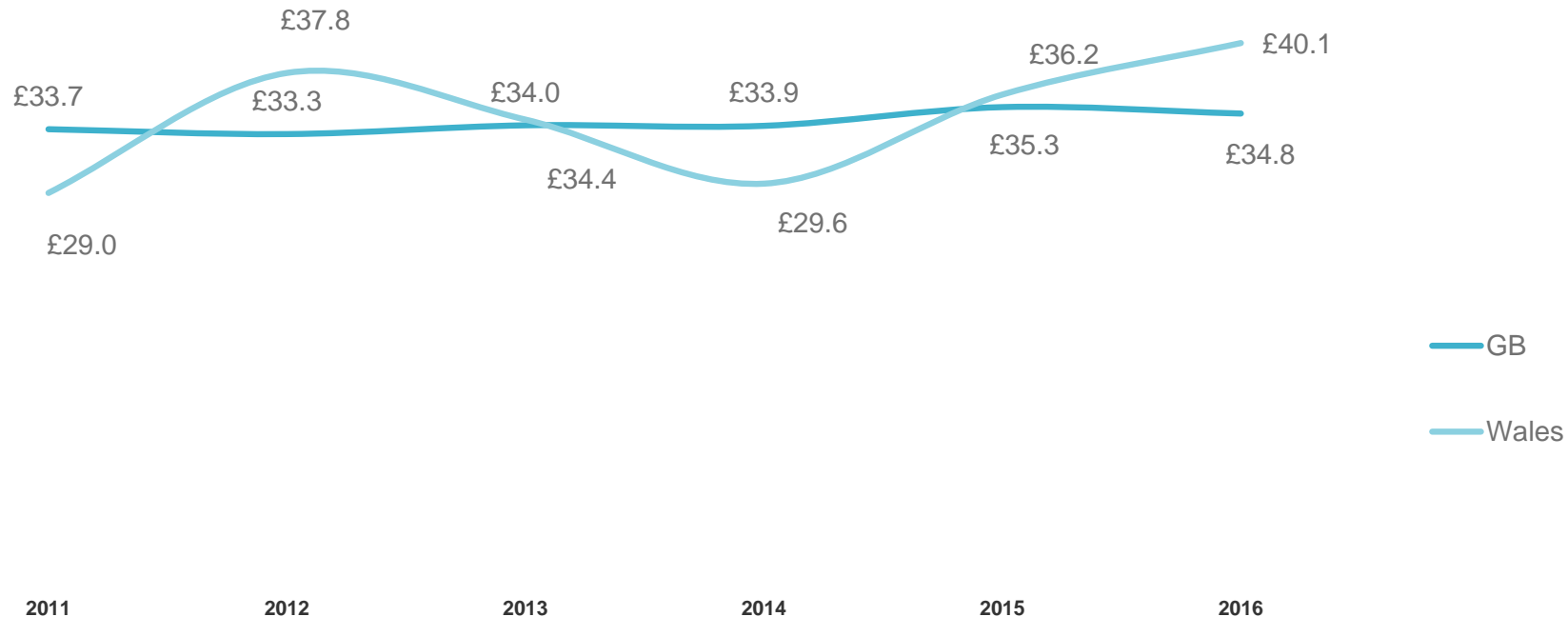


Figure 1.10 illustrates the average expenditure level on Tourism Day Visits taken in Wales and GB as a whole between 2011 and 2016.

While average spend on GB visits has remained fairly constant at around £34-£35 per visit, levels have been more varied in Wales, ranging from £29 per visit in both 2011 and 2014 to £40 in 2016.



Items purchased on visits

Figure 1.11 Items spent money on during Tourism Day Visits (% of total visits involving spend on each item)

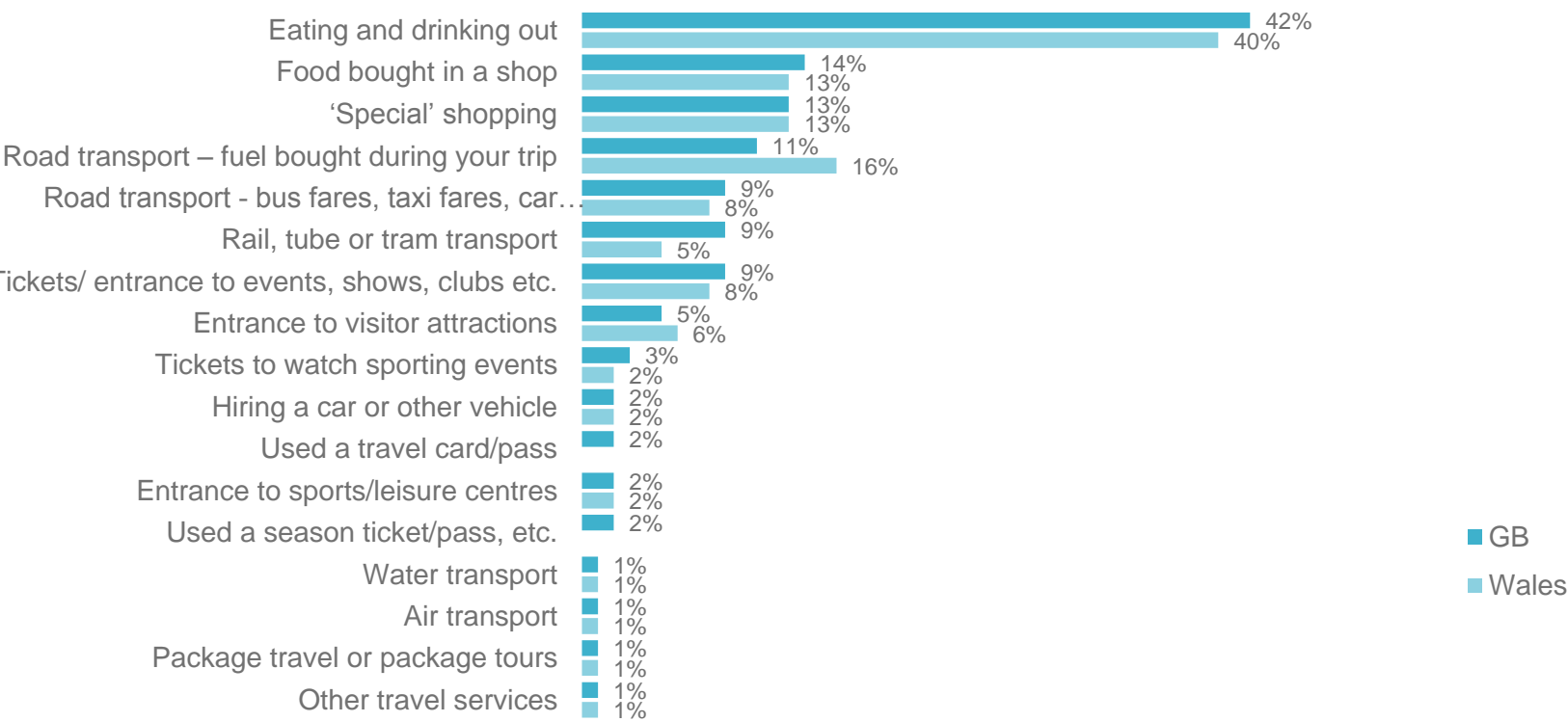


Figure 1.11 illustrates the proportions of tourism day visits that involved expenditure on different items.

The items most likely to be purchased related to eating & drinking out (40% for Wales as opposed to 42% overall), food bought in a shop (13% for Wales and 14% for GB) and special shopping (13% for both Wales and GB).

The items most likely to be purchased during trips to Wales reflected closely those purchased across GB as a whole.

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

## Items purchased on visits by region

Figure 1.12 Items spent money on during Tourism Day Visits (% of total visits involving spend on each item)

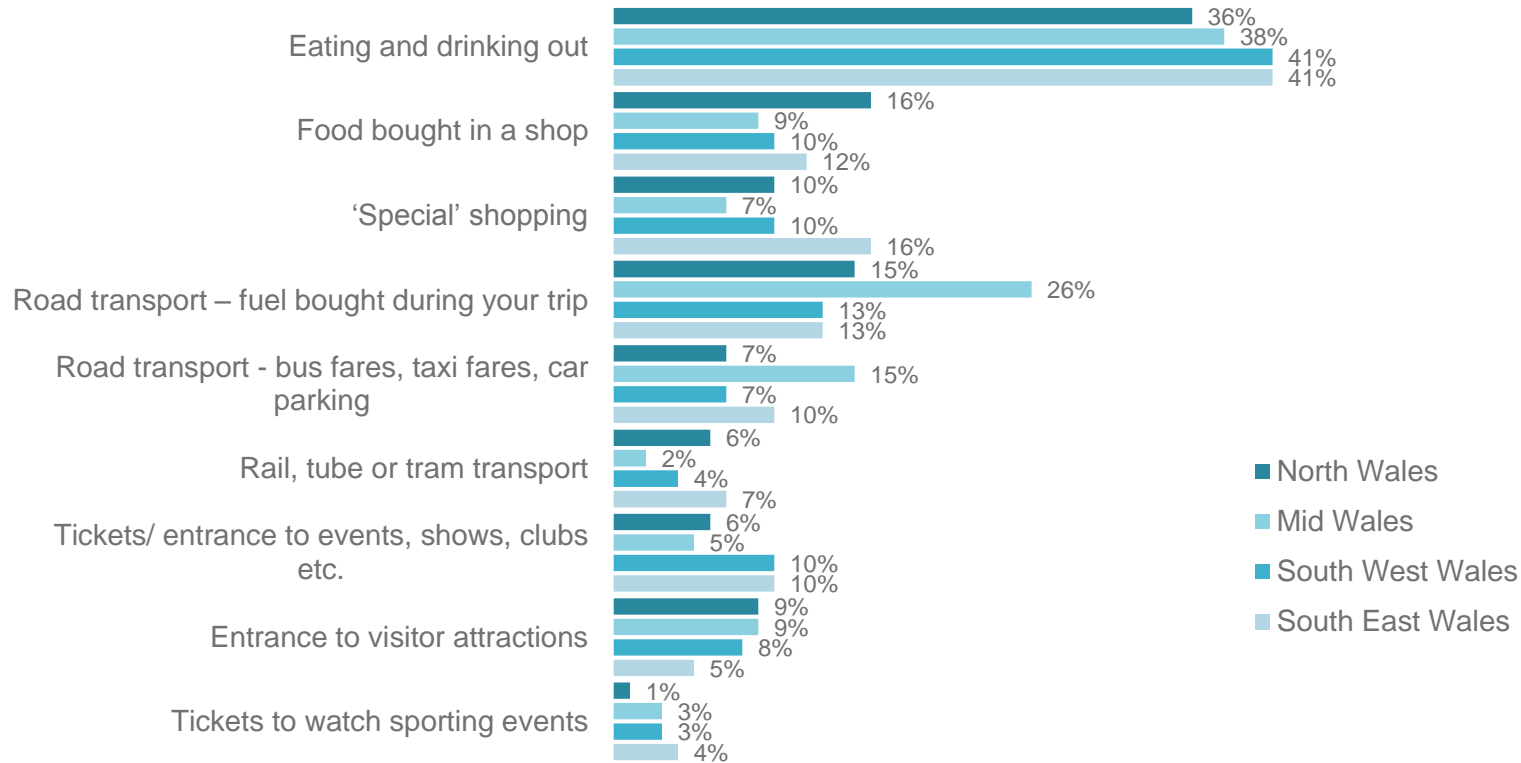


Figure 1.12 illustrates the proportions of tourism day visits to specific regions that involved expenditure on different items.

The items most likely to be purchased are related to eating & drinking out (41% for South East and South West Wales, 38% for Mid Wales and 36% for North Wales, respectively). Road transport – fuel was second highest for Mid Wales at 26%.

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

## Mode of transport by region of visit

Figure 1.13 Different modes of transport taken during Tourism Day Visits (% of people taken each mode)

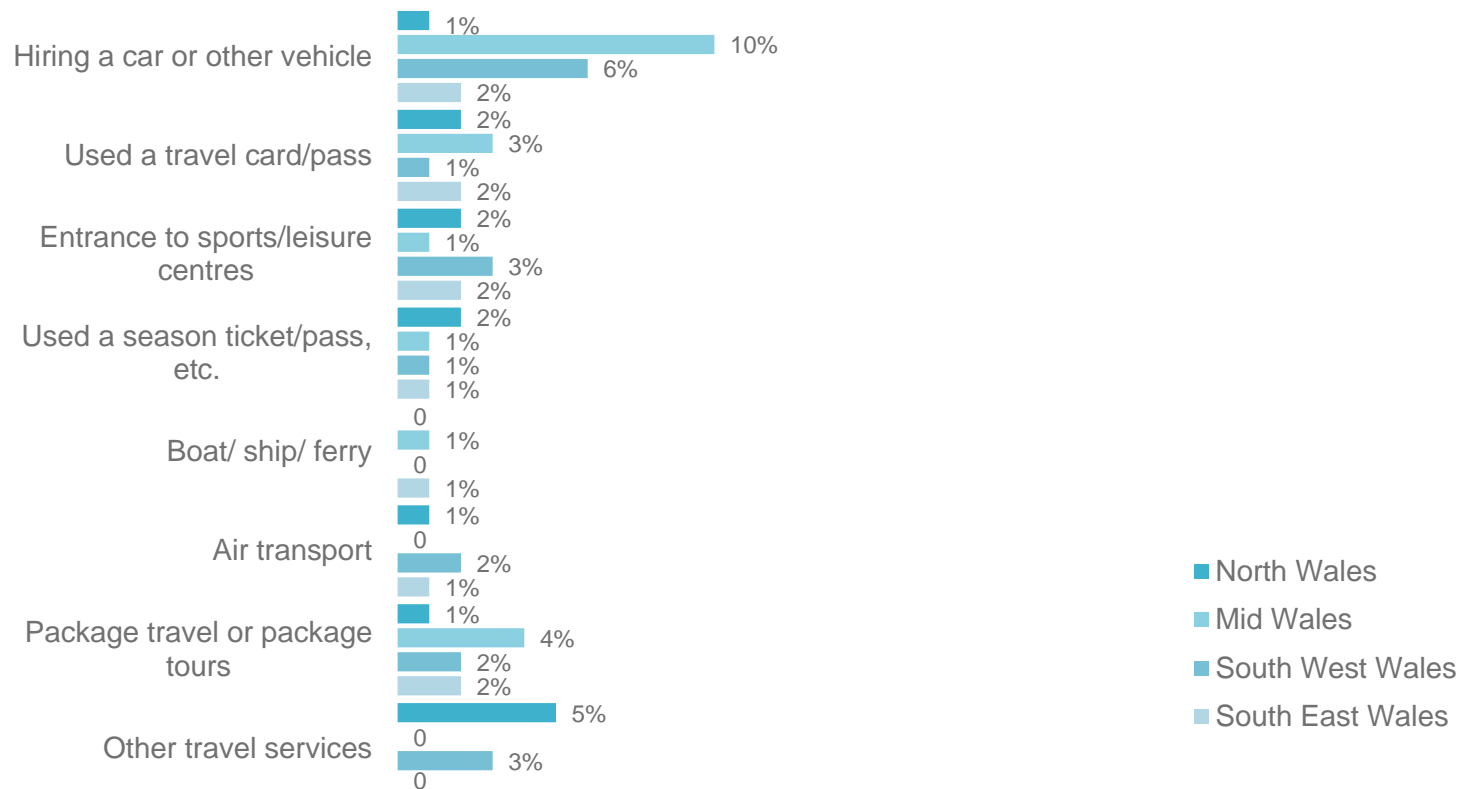


Figure 1.13 illustrates the specific modes of transport used by visitors during their day visit to each Welsh region.

For Mid Wales and South West Wales, the method of transport most likely to be used was hiring a car (10% for Mid Wales, 6% for South West Wales). For North Wales, other travel services was the next most used at 5%.

## Activities undertaken by country (i)

Figure 1.14i 2016 volume of Tourism Day Visits by main activity in Wales (% of total visits)

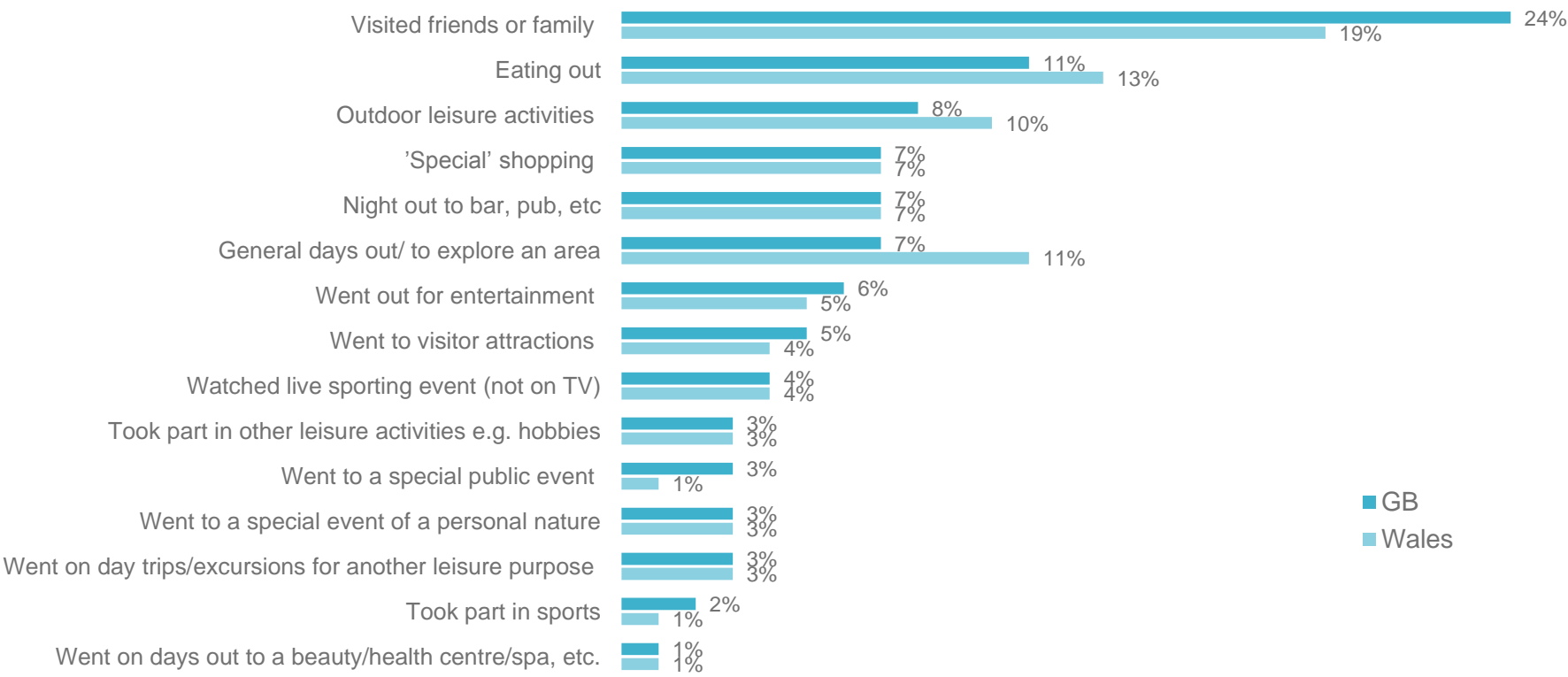


Figure 1.14i illustrates the share of activities undertaken on Tourism Day Visits to Wales.

Almost a fifth (19%) of Tourism Visits to Wales involved visiting friends or family, while around one in eight (13%) included eating out.

Around one in ten visits involved general days out to explore (11%), while a similar number involved outdoor leisure activities (10%).

## Activities undertaken by country (ii)

Figure 1.14ii 2016 volume of Tourism Day Visits by main activity in Wales (% of total visits)

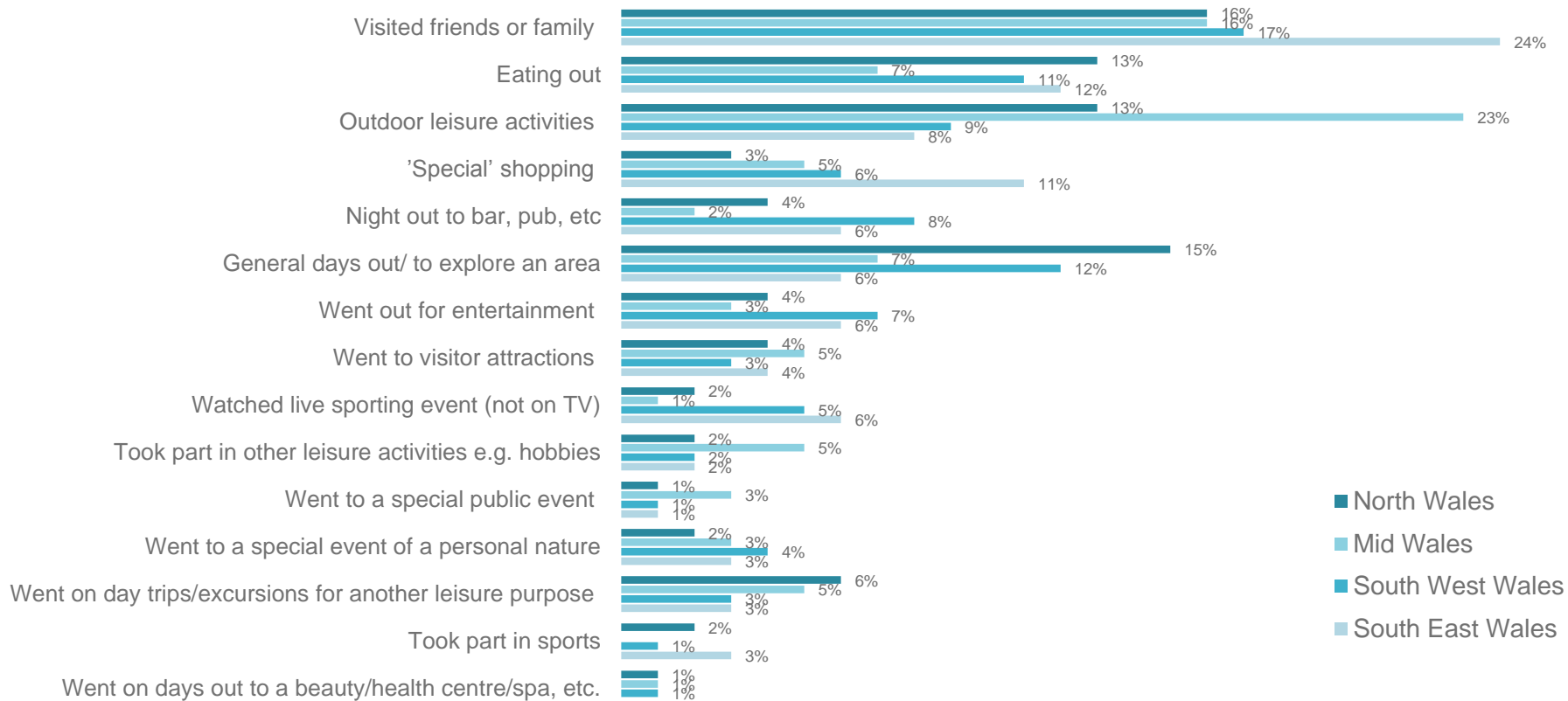


Figure 1.14ii illustrates the share of activities undertaken on Tourism Day Visits in the different regions of Wales.

Visits to friends and family represented an important portion of the total amount of visits across all the regions in Wales (respectively 16% in North Wales, 16% in Mid Wales, 17% in South West Wales and 24% in South East Wales).

However, outdoor leisure activities represented a significant part of the visits in North Wales (13%) and Mid Wales (23%) compared to the other regions.

Similarly, an important amount of visits involving exploring the area took place in North Wales (15%) and South West Wales (12%).

## Detailed activities

Figure 1.15 Volume of Tourism Day Visits by top ten detailed activity (% of total visits)

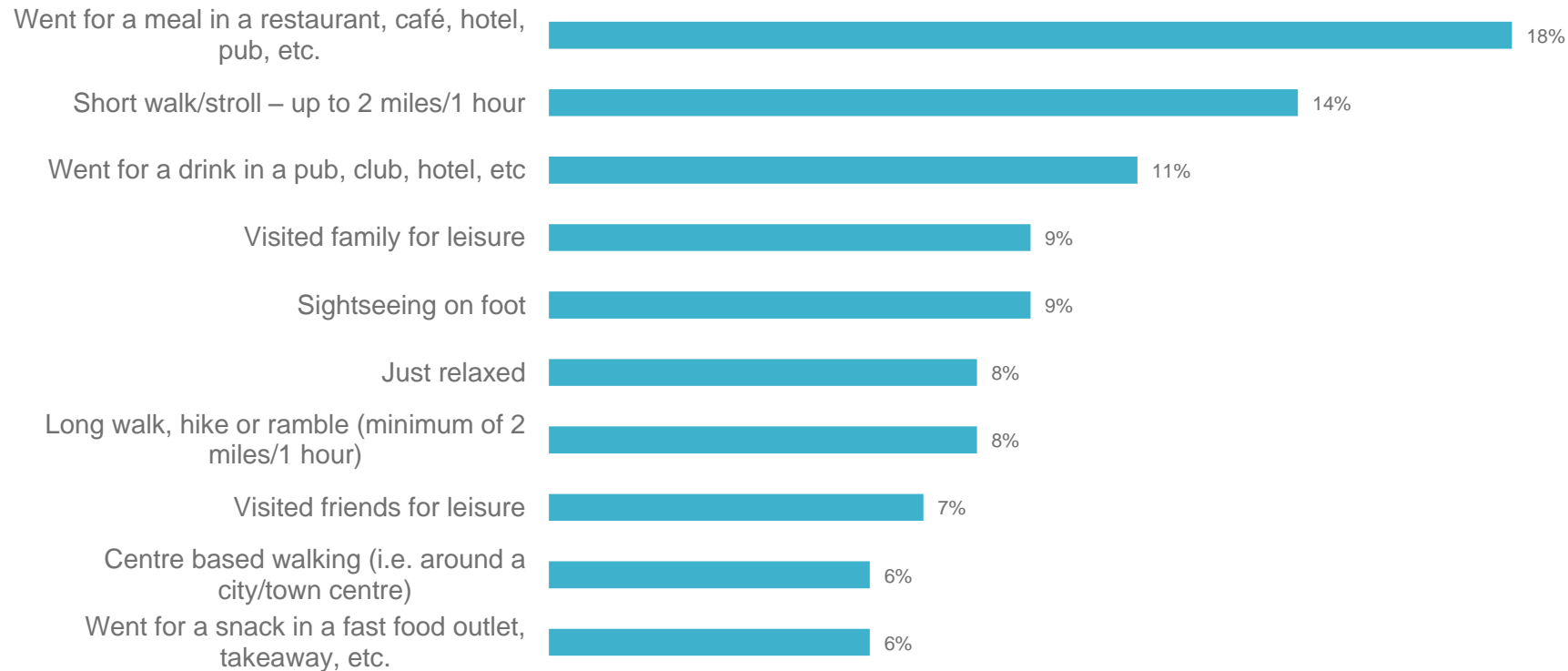


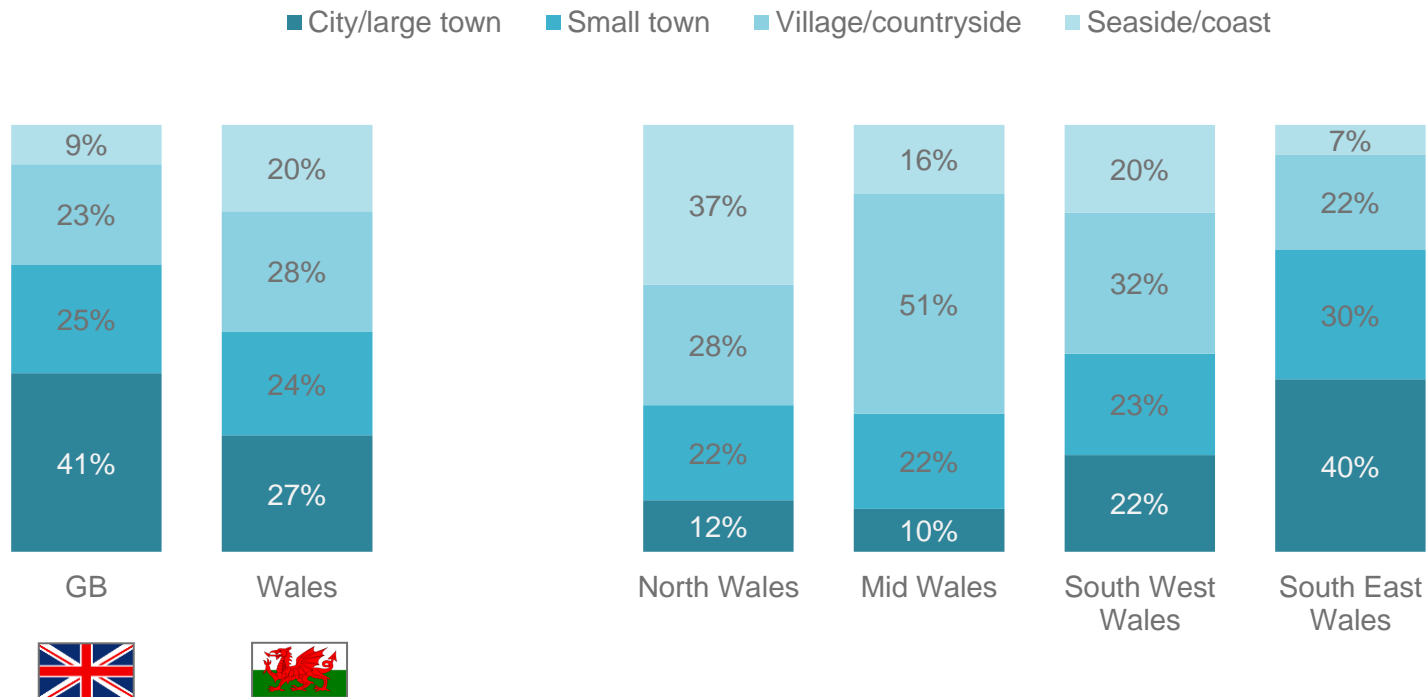
Figure 1.15 details the top ten detailed activities.

Nearly a fifth (18%) of Tourism Day Visits taken in Wales involved going for a meal, while just over one in twelve (14%) visits included going for a short walk/stroll.

Slightly more than one in ten (11%) trips involved going for a drink, while a similar number included visiting friends and family (9%) and sightseeing on foot (9%).

## Destination type - by region

Figure 1.16 Main destination type visited on Tourism Day Visits in Wales (%)



The profile of main places visited on Tourism Day Visits taken in each of the Welsh regions is shown in Figure 1.16.

Visits to Wales were fairly evenly distributed across the various destination types.

In the North, nearly two-fifths (37%) of visits were to seaside/coastal locations, while over half (51%) of visits to Mid Wales were to village/countryside destinations.

In South East Wales, two-fifths (40%) of visits were to cities/large towns, while three in ten visits (30%) were to small town locations.

## Destination type – volume and expenditure of visits

Figure 1.17 2016 volume and expenditure of Tourism Day Visits by main destination type and destination country

Volume (millions)

Expenditure (£ millions)

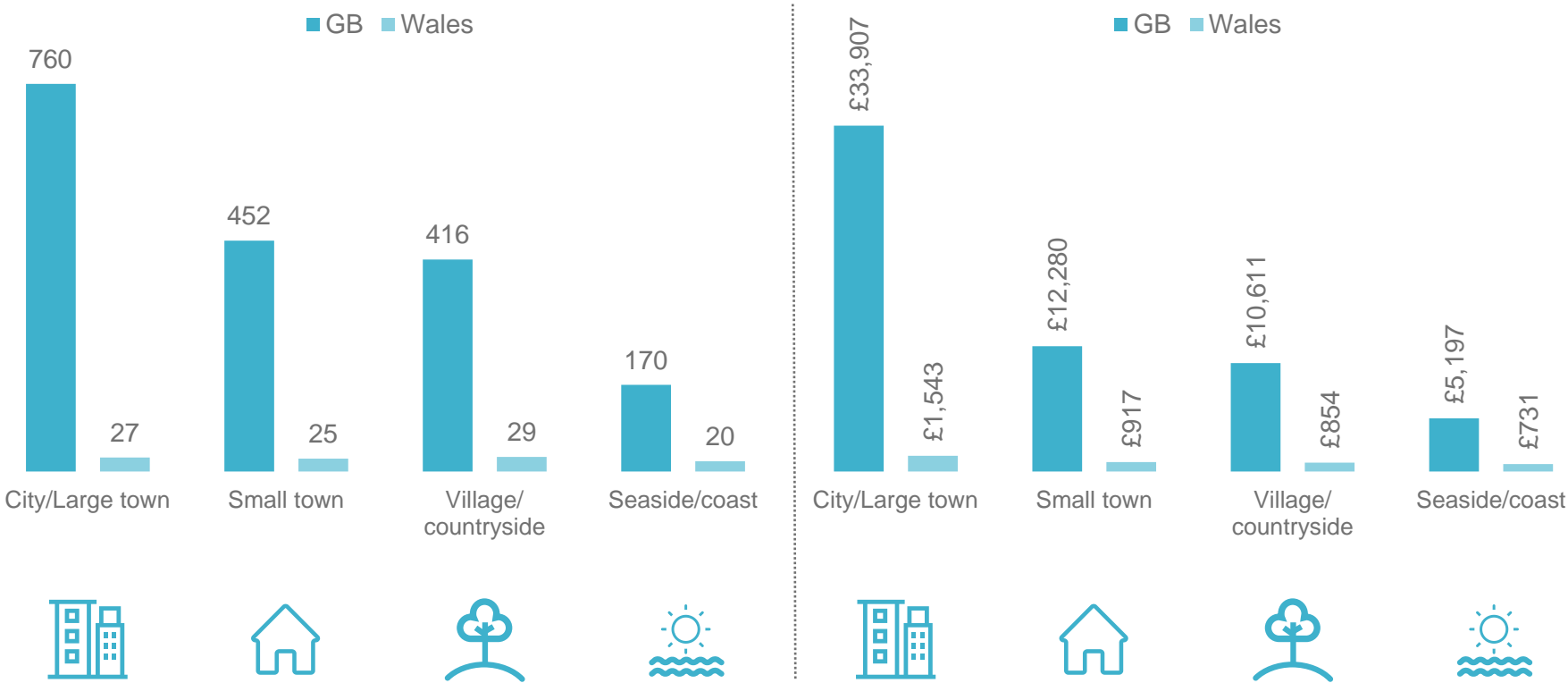


Figure 1.17 shows that by far the largest volume of tourism day visits taken across GB were to city/large town locations. However, in Wales the spread across different destination types is evenly spread.

Similarly to GB but to a lesser extent, city/large towns attracted a larger portion (38%) of the expenditure in Wales while the spend across the other destination is evenly spread.



## Distance travelled

Figure 1.18 Claimed distance travelled on Tourism Day Visits in Wales (%)

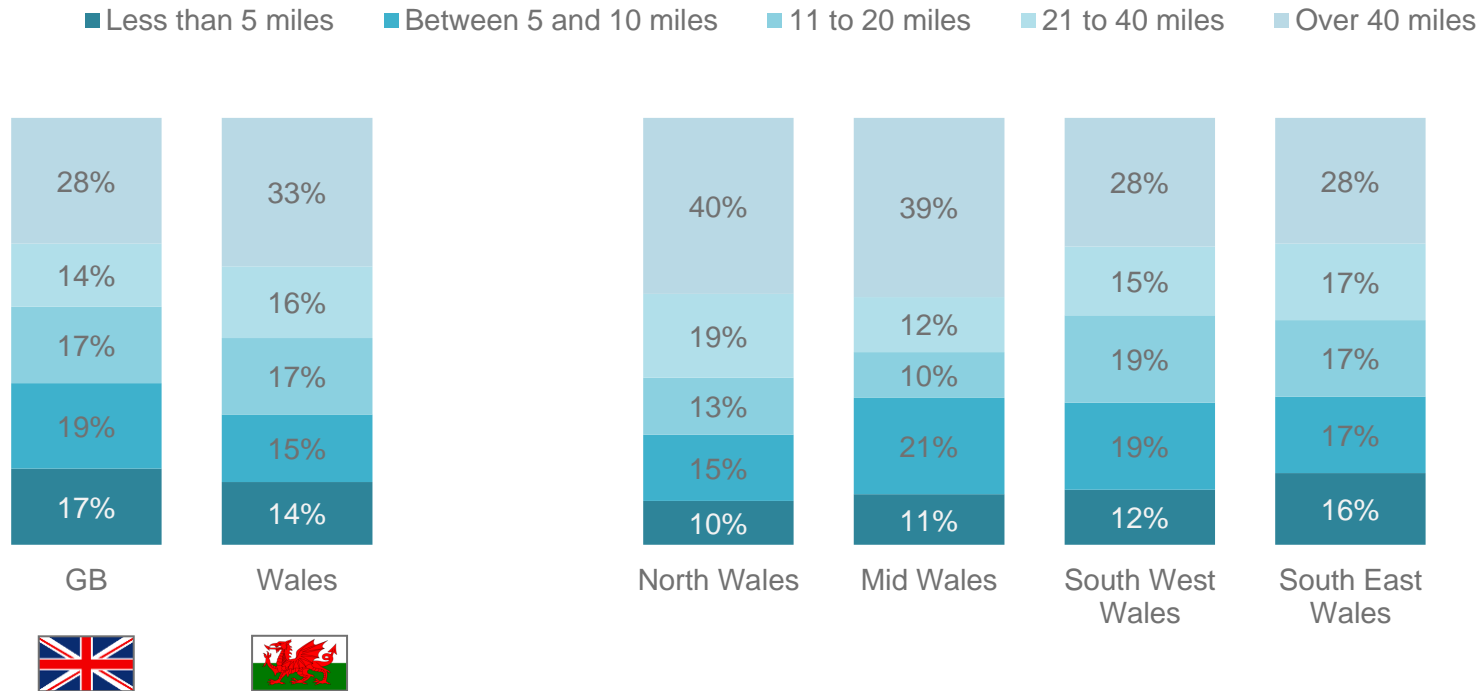
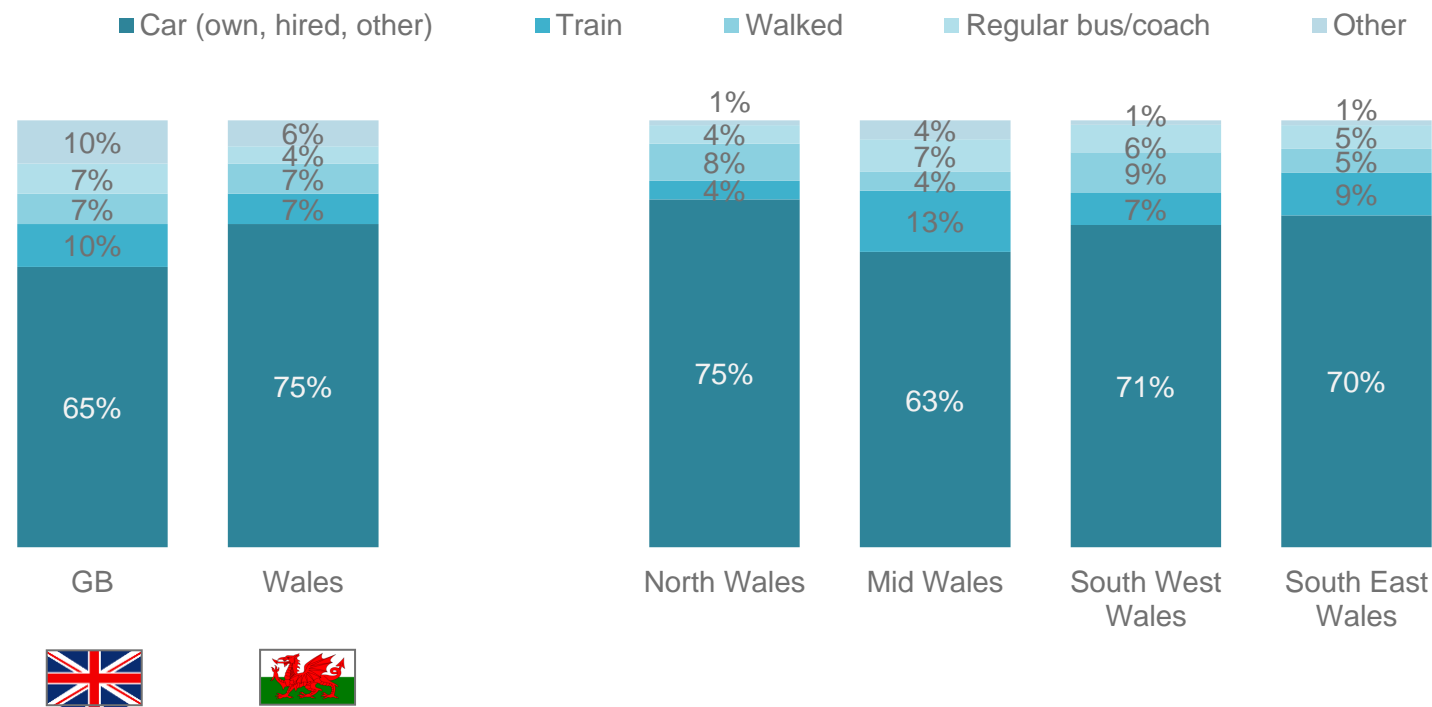


Figure 1.18 shows that one third of visits in Wales involved travel of more than 40 miles, while just over one in twelve (14%) encompassed journeys of five miles or less.

For all regions, the most common journey distance was over 40 miles (40% for North Wales, 39% Mid Wales and 28% for both South West and South East Wales, respectively).

## Transport used

Figure 1.19 Main mode of transport on Tourism Day Visits in Wales (%)



As illustrated in Figure 1.19, three-quarters of visits taken in Wales used a car as the main mode of transport; which is a higher proportion than that of GB.

Around one in ten in Wales used another vehicle for transport (train: 7%; bus/coach: 4%), while slightly more than one in twenty (7%) travelled on foot predominately .

The most common mode of transport for all regions was a personal or hired car (75% for North Wales, 63% Mid Wales, 71% South West Wales and 70% for South East Wales, respectively).

## Visit duration

Figure 1.20 Duration of Tourism Day Visits in Wales (%)

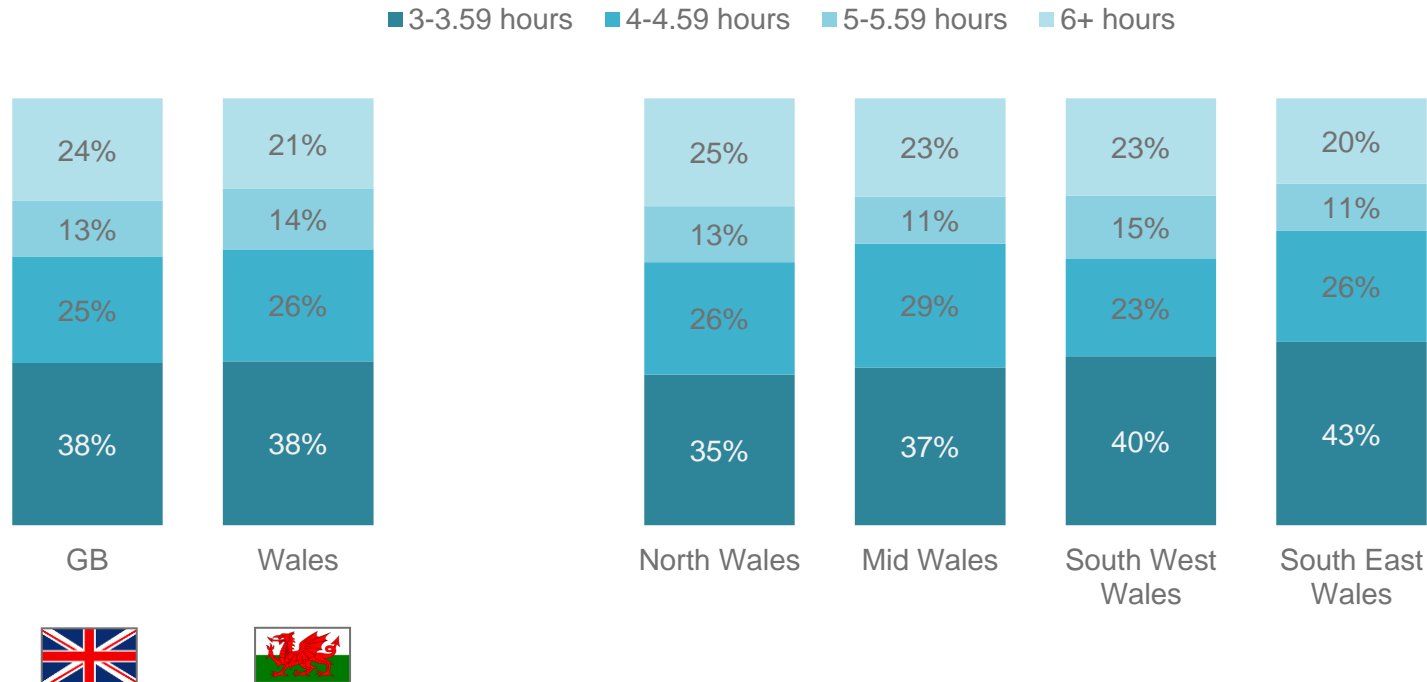


Figure 1.20 demonstrates that nearly two-fifths (38%) of day visits taken in Wales lasted between 3 and 4 hours. Around a quarter of visits lasted between 4 and 5 hours (26%), while slightly more than a fifth (21%) were 6+ hours in length. Just over one in twelve (14%) visits were 5 to 6 hours in duration. The Welsh figures mirror closely those of GB.

The most common duration of visits to all regions was a short one – between 3-3.59 hours (35% for North Wales, 37% Mid Wales, 40% South West Wales and 43% South East Wales, respectively).

The least common duration of visits to all regions was between 5-5.59 hours (13% for North Wales, 11% for Mid Wales, 15% South West Wales and 11% for South East Wales, respectively).

# Visitor profile

Figure 1.21 2016 age profile of Tourism Day Visit takers by destination (%)

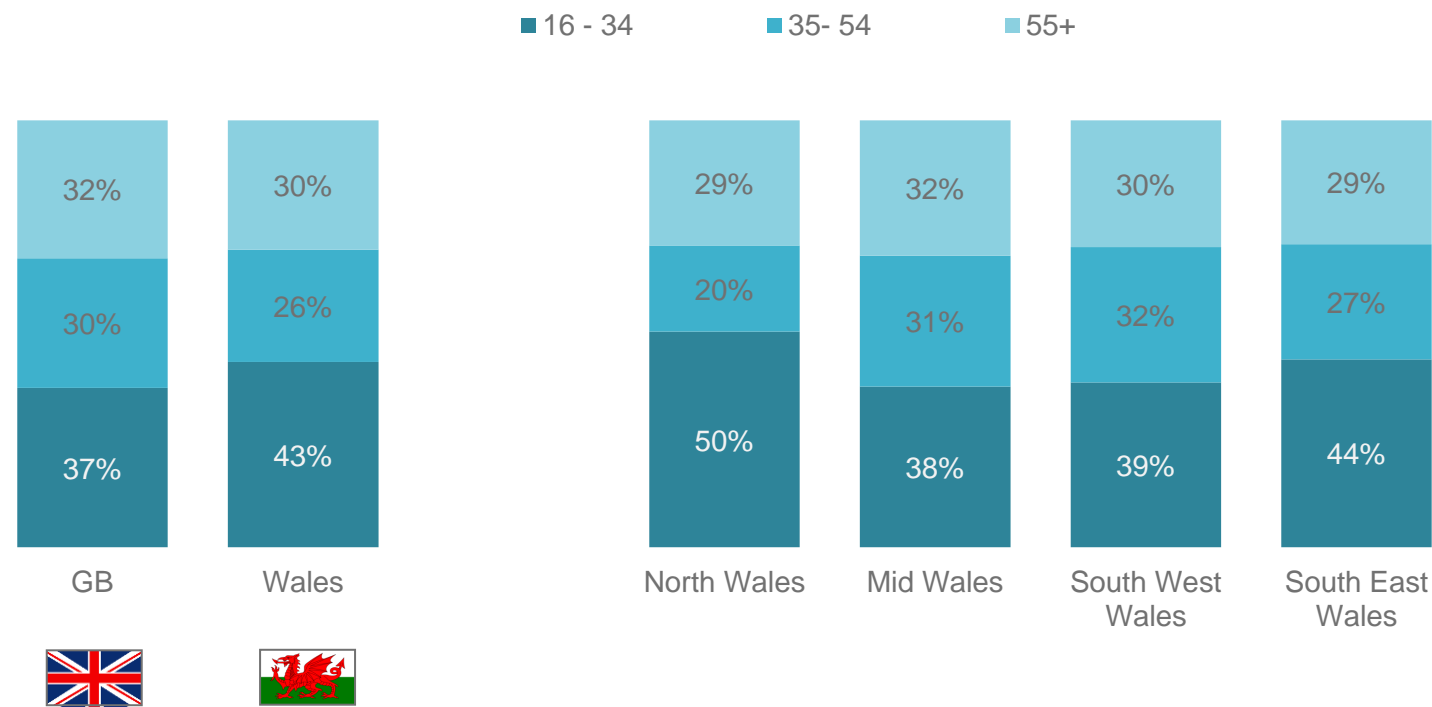


Figure 1.21 illustrates the age split by destination in GB and Wales. The majority of Wales visitors were 16-34 (43%). The Welsh figures mirror closely those of GB.

The most common age visitors for all regions was between 16-34 (50% for North Wales, 38% Mid Wales, 39% South West Wales and 44% South East Wales, respectively).

Visitor profile

Figure 1.22 2016 social class profile of Tourism Day Visit takers by destination (%)

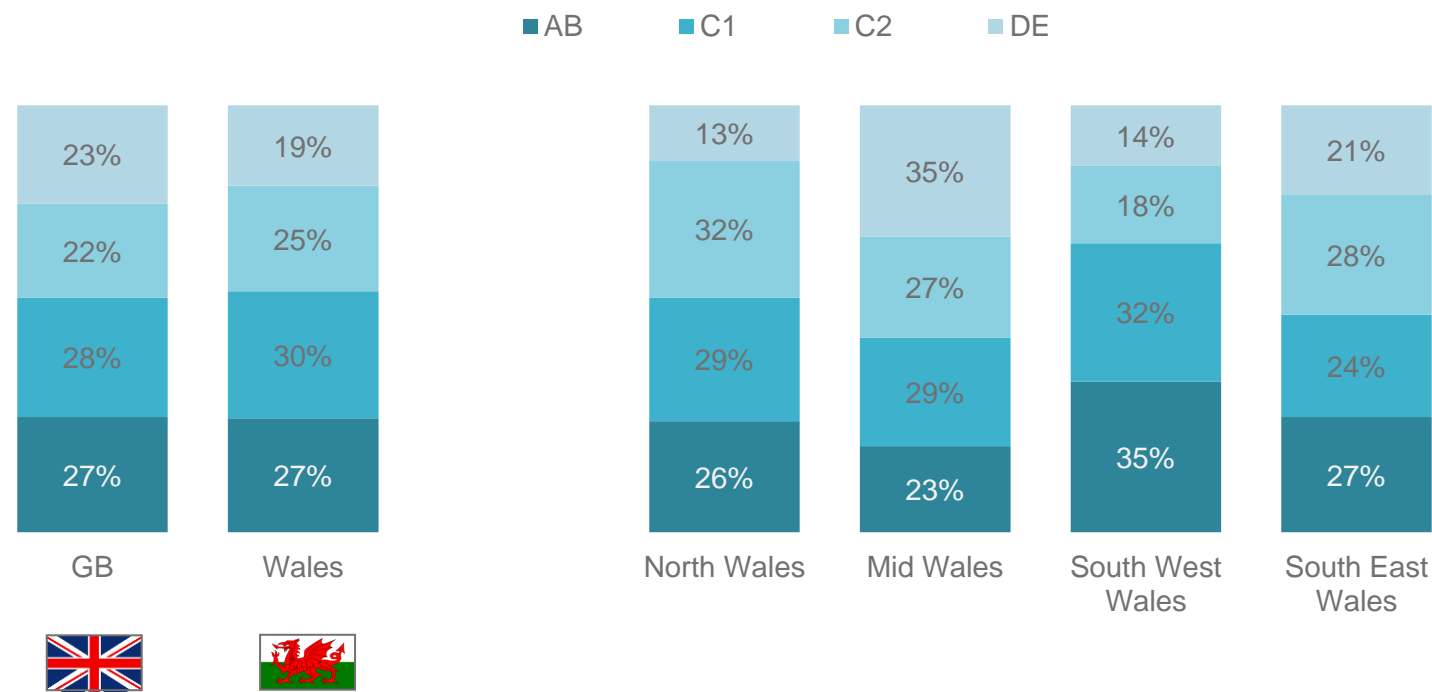


Figure 1.22 illustrates the social class groups split by destination in GB and Wales. The majority of Wales visitors were C1 (30%), with AB being a close second (27%). The Welsh figures mirror closely those of GB.

The most common social class of visitors for North Wales was C2 (32%); for Mid Wales - DE (35%), for South West Wales - AB (35%) and for South East Wales - C2 (28%).

## Visitor profile

Figure 1.23 2016 place of residence of Tourism Day Visit takers by destination (%)

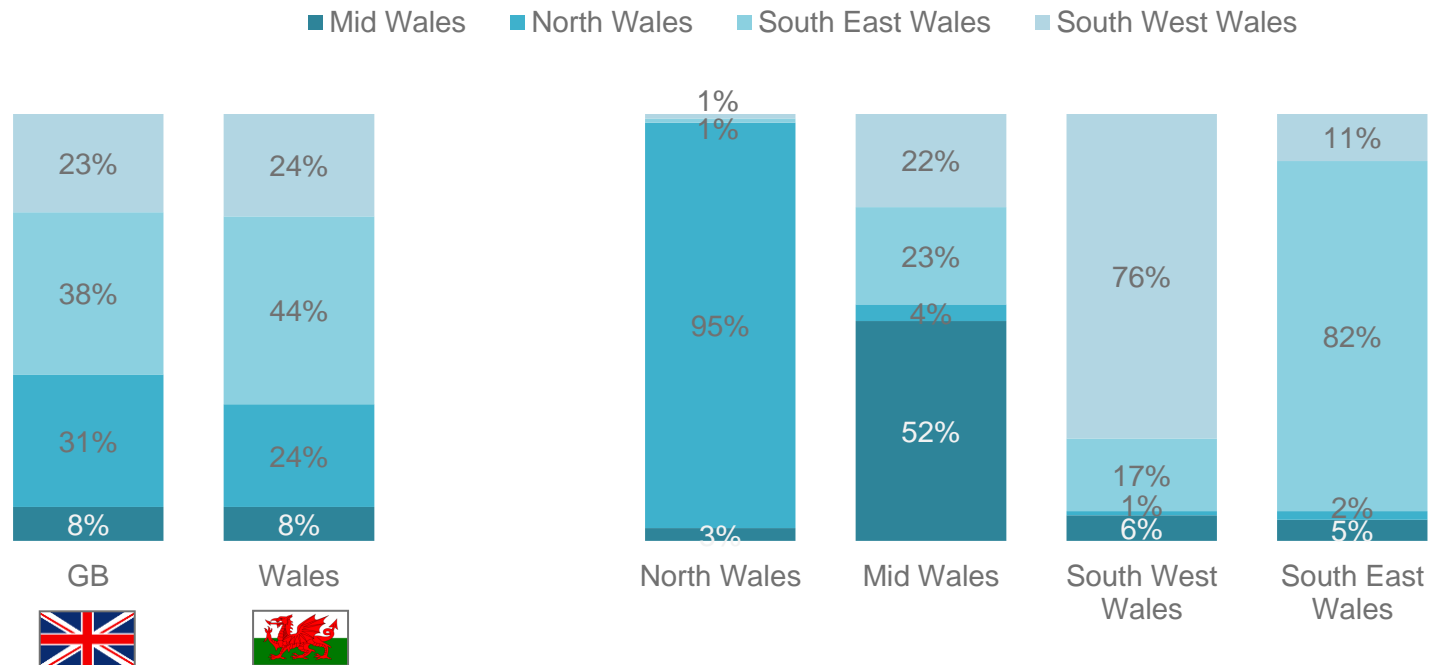


Figure 1.23 illustrates the breakdown of the place of residence for the Welsh visitors that travelled in Wales in 2016. The majority of those that travelled either in GB or Wales were from South East Wales or North Wales.

It also illustrates that day visits in the Welsh regions were predominantly taken by local residents.

## Visitor profile

Figure 1.24 2016 presence of children in household amongst Tourism Day Visit takers by destination (%)

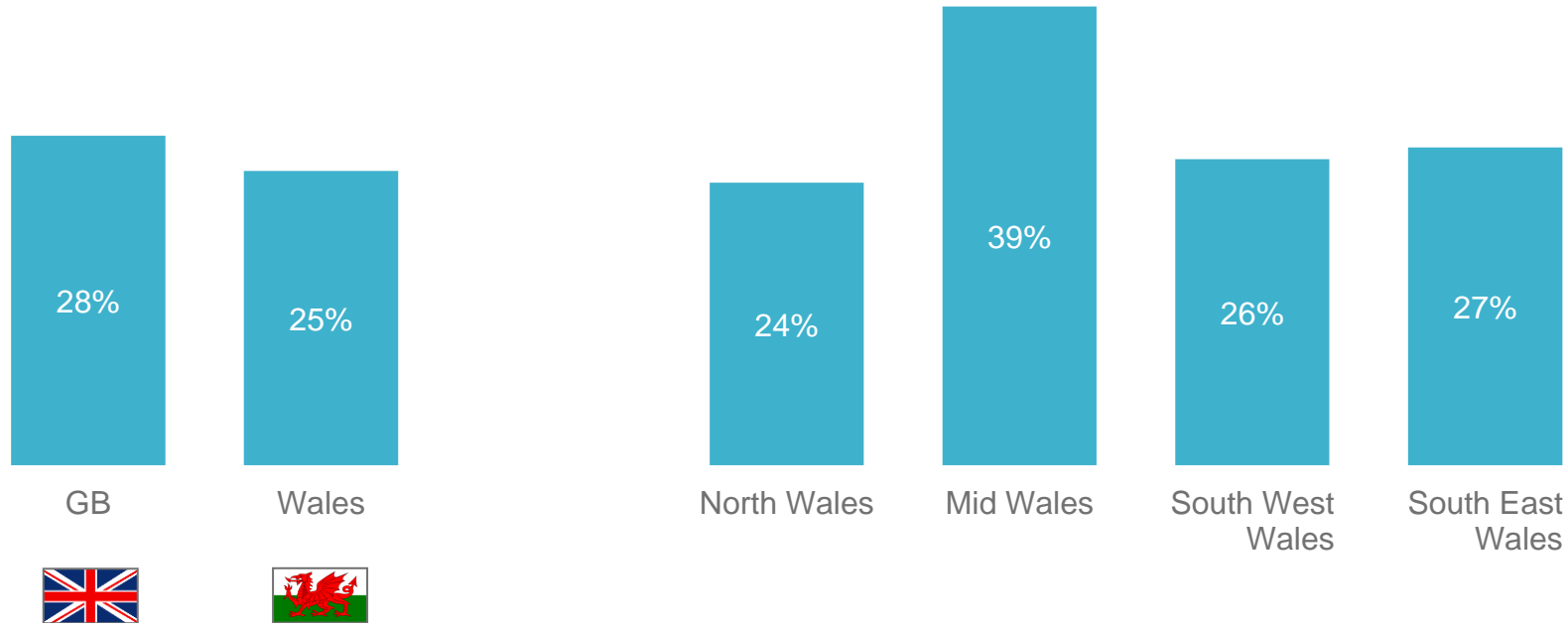


Figure 1.24 illustrates that 25% of visitors to Wales had children in their household. These figures reflect the overall GB score.

Looking at regional visitors, the highest percentage of visitors with children were people who visited Mid Wales (39%). In North Wales 24% of visitors had children in their household, 26% in South West Wales and 27% in South East Wales, respectively.

## 5. Activities Core to Tourism Visits







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## Defining Activities Core to Tourism Visits

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

### Activities Core to Tourism

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

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

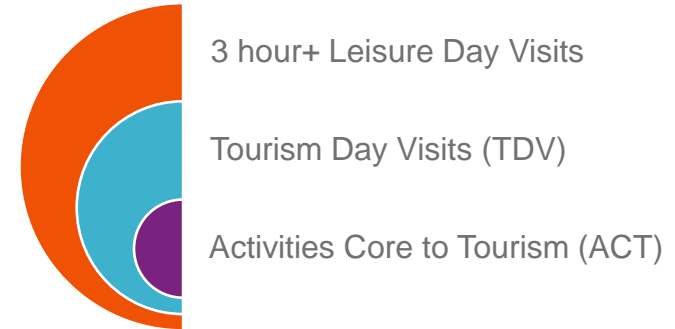
Watching live sporting events (not on TV)

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

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

Going on general days out/to explore an area

As illustrated below, ACTs are a sub set of the two broader day visit definitions – 3 hour+ Leisure Day Visits (see page 45) and Tourism Day Visits (TDVs, see page 9 )



## Activities Core to Tourism Visits – summary of key findings

This section describes the volume, expenditure and characteristics of activities core to tourism visits taken by Welsh and British residents during 2016.



### Volume and expenditure of visits

- During 2016, GB residents took a total of 33 million activities core to tourism (ACT) visits to destinations in Wales, with around £1,126 million being spent during these trips.



### Geographic distribution of visits

- North Wales and South East Wales each accounted for 11 million visits, while South West Wales and Mid Wales accounted for 8 million and 3 million visits respectively.
- In terms of expenditure, the most money was spent in North Wales (£463 million), followed by South East Wales (£361 million), South West Wales (£303 million) and finally, Mid Wales (£49 million).



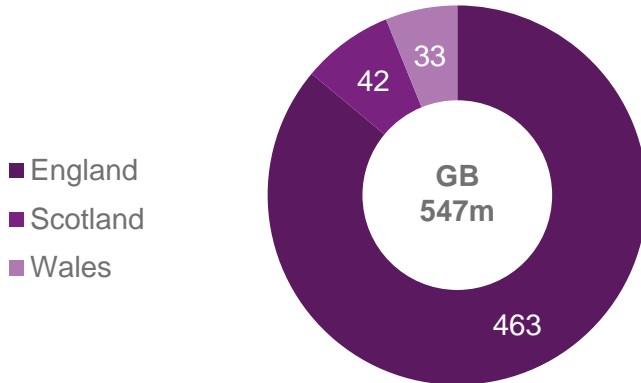
### Activities undertaken

- A third of ACT visits involved general days out exploring (33%), while three in ten included outdoor leisure activities (30%).
- Just over one in twelve ACT visits encompassed watching live sport (13%), while the same number involved visiting attractions (13%).

## Geographical distribution

Figure 2.1 Volume of ACT visits and expenditure by destination

Visits (millions)



Expenditure (£ millions)

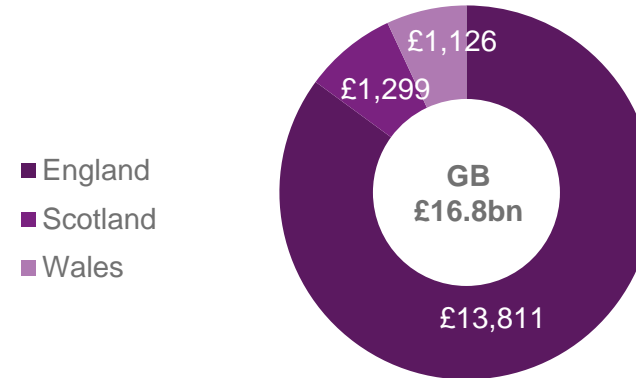


Figure 2.1 illustrates the volume and expenditure of visits in Great Britain involving activities core to tourism (ACT visits) taken during 2016.

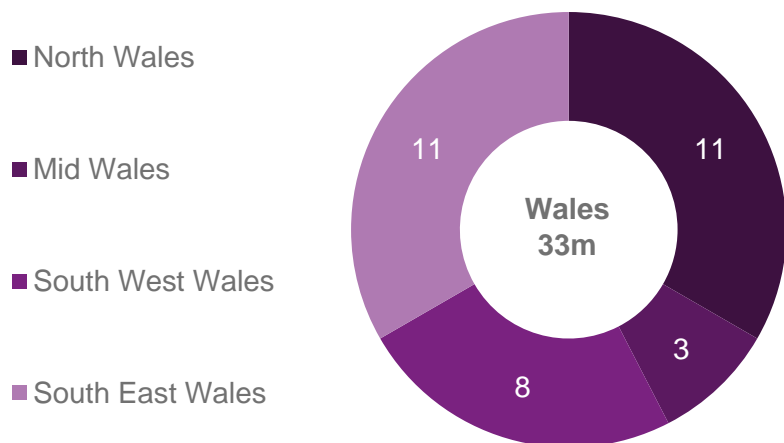
In total 547 million ACT visits were taken by Great Britain residents during 2016 (30% of all Tourism Day Visits). Of this total, Wales accounted for 33 million trips.

In terms of expenditure, a total of £16.8 billion was generated by trips with activities core to tourism, of which Wales contributed £1,126 million.

## Geographical distribution

Figure 2.3 Volume of ACT visits and expenditure in Wales

### Visits (millions)



### Expenditure (£ millions)

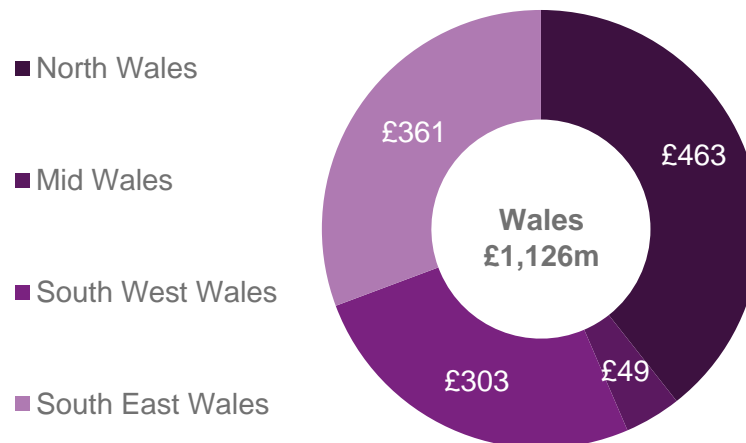


Figure 2.3 illustrates the regional distribution of ACT visits and associated spend within Wales.

North Wales and South East Wales each accounted for 11 million visits, while South West Wales and Mid Wales accounted for 8 million and 3 million visits respectively.

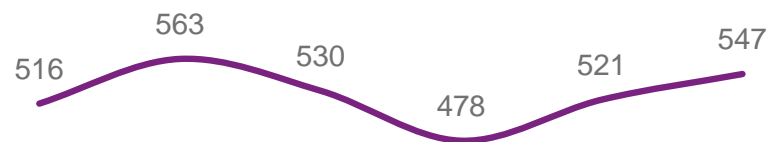
In terms of expenditure, the most money was spent in North Wales (£463 million), followed by South East Wales (£361 million), South West Wales (£303 million) and finally, Mid Wales (£49 million).

Overall 32% of Tourism Day Visits (TDVs) taken in Wales were defined as ACT visits. This proportion varied by region from 38% in Mid Wales and 37% in North Wales to 35% in South West Wales and 29% in South East Wales.

## Annual trends

**Figure 2.4 2016 volume of ACT Visits by year (millions)**

Note: 2011-2015 estimates are reweighted – see main report for details



**Figure 2.5 2016 expenditure on ACT Visits by year (£ millions)**

Note: 2011-2015 estimates are reweighted – see main report for details

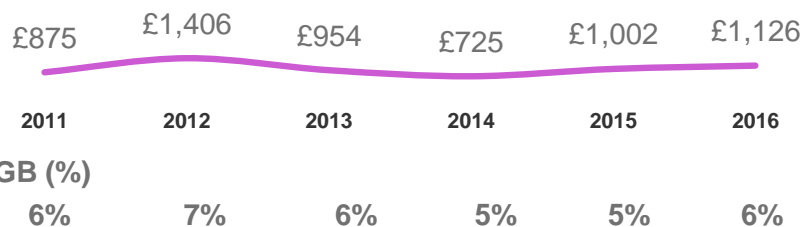
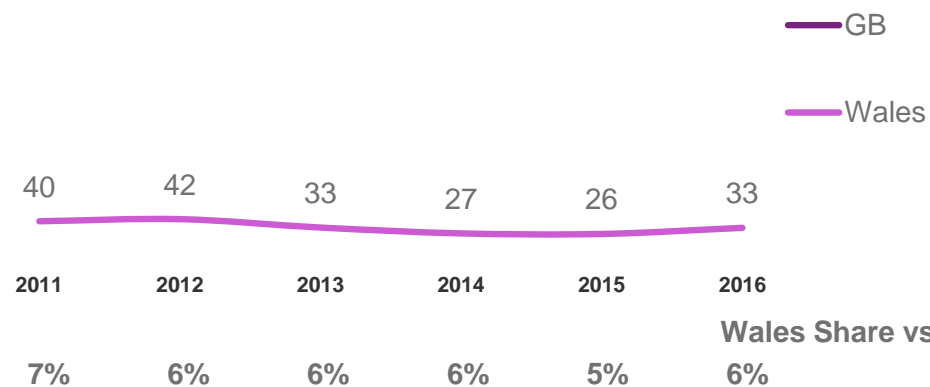


Figures 2.4 and 2.5 illustrate annual variations in visit volumes and expenditure.

During 2016, the volume of visits in both GB and Wales increased considerably from the 2015 volumes; returning to similar volumes experienced in 2013.

For Wales, the level of expenditure in 2016 (£1,126 million) was considerably higher than that of the previous three years.

*Note: due to scale, Wales levels appear flat but level of change between years is statistically significant.*



## Seasonal distribution

Figure 2.6 2016 Volume of ACT visits in Wales by month (millions)

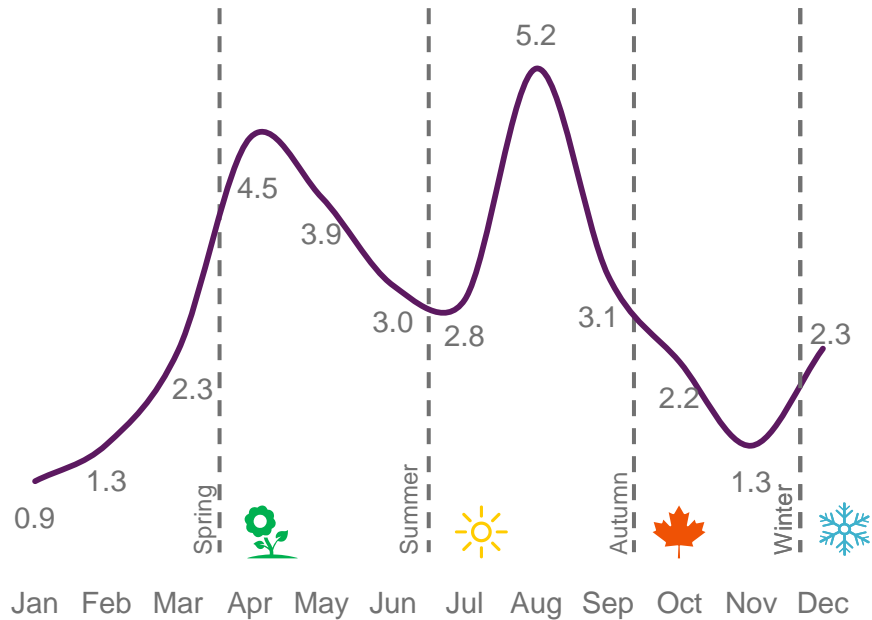
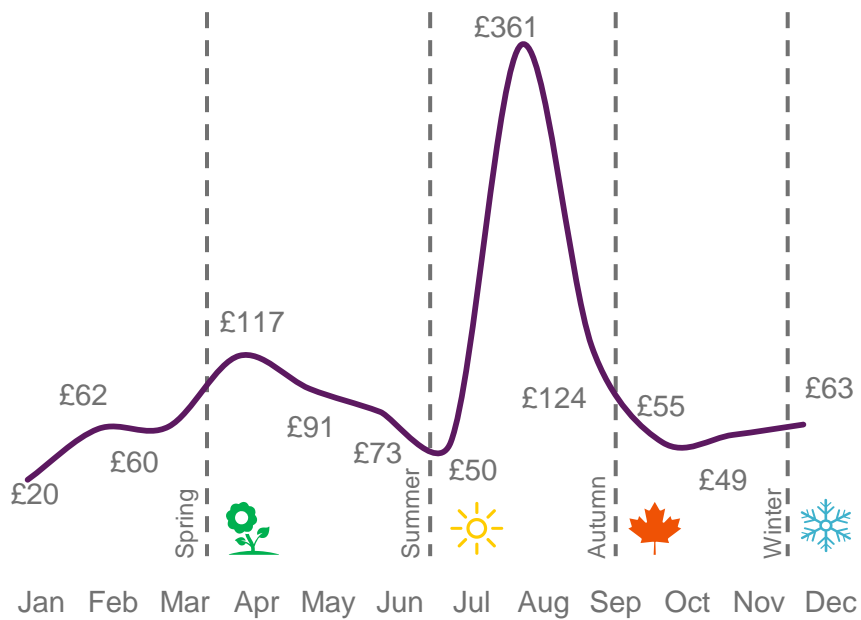


Figure 2.7 2016 Expenditure on ACT visits in Wales by month (£ millions)



Figures 2.6 and 2.7 illustrate seasonal variations in ACT visit volumes and expenditure in Wales.

August recorded the most visits (5.2 million), while the lowest number of visits (0.9 million) took place in January.

The seasonal variation of expenditure followed a similar pattern, with the highest expenditure taking place during August (£361 million) and the lowest in January (£20 million).

## Expenditures on visits

Figure 2.8 Expenditure on ACT visits in Wales (% of total)

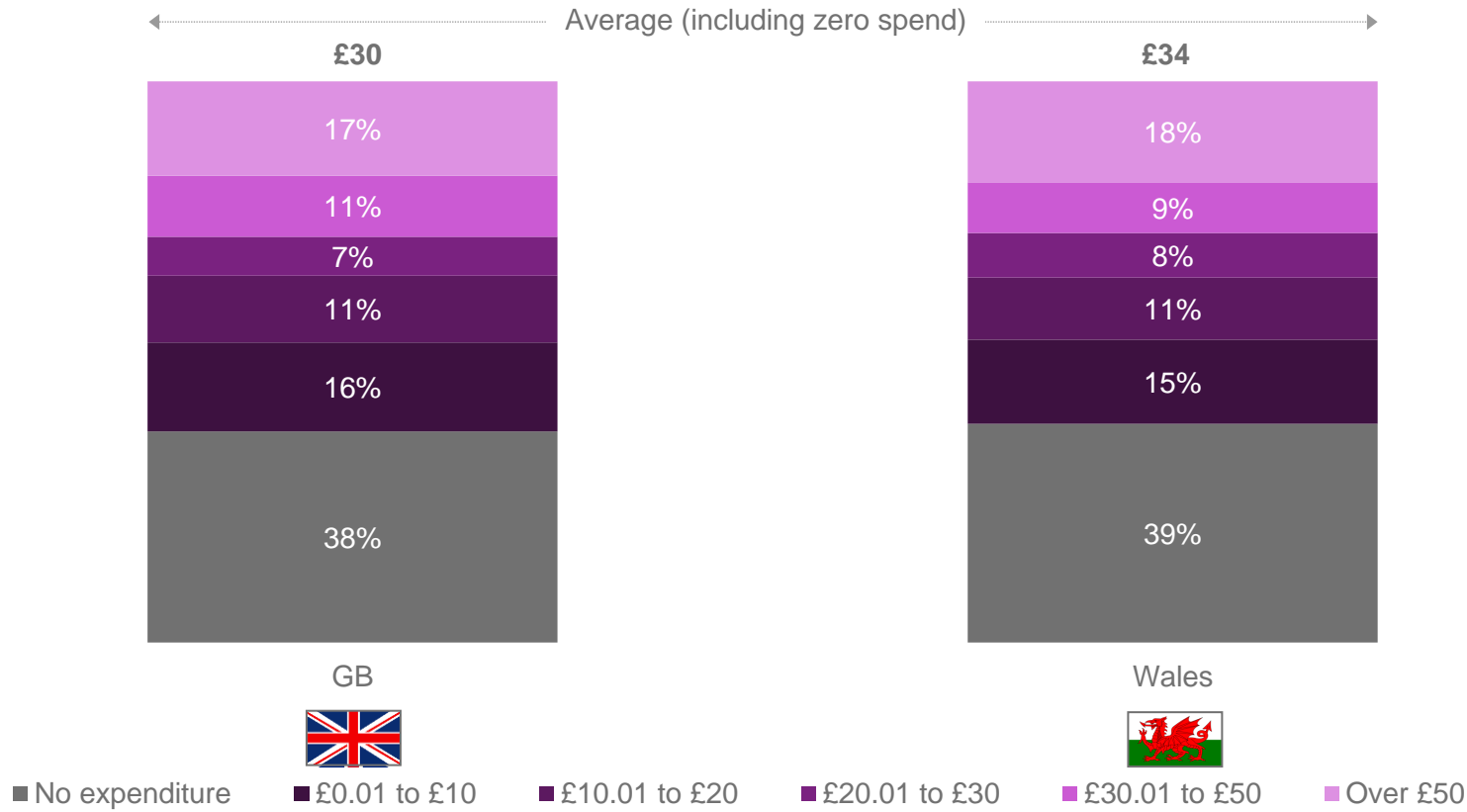


Figure 2.8 illustrates the average expenditure level and its breakdown on activities core to tourism.

ACT visits taken in Wales involved an average expenditure of £34, which was higher than the GB average.

Average spend varied by Welsh region as follows:

- North Wales - £42
- Mid Wales - £16
- South West Wales - £38
- South East Wales - £33

## Activities undertaken by country (i)

Figure 2.9i Volume of ACT visits by main activity in Wales (% of total visits)

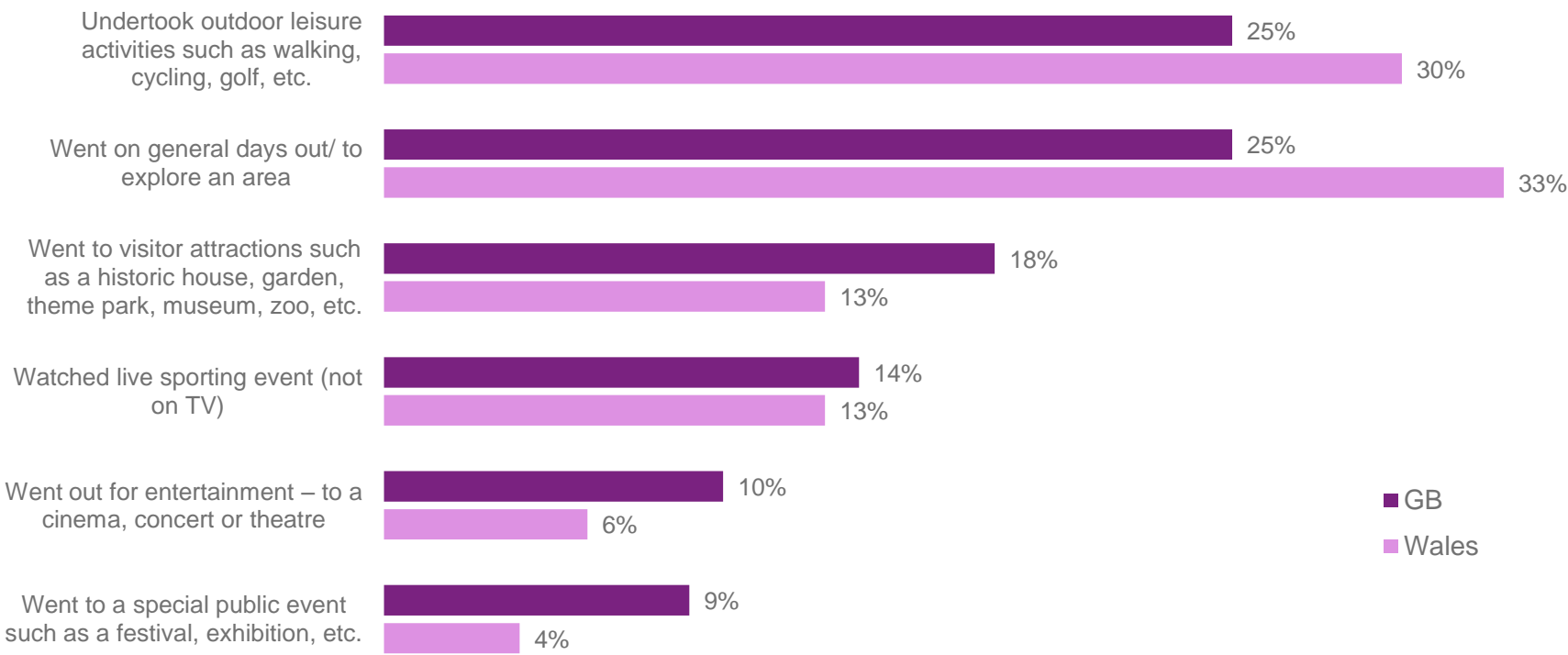


Figure 2.9i illustrates the main activities undertaken on ACT visits in Wales and GB.

A third of ACT visits to Wales (33%) involved general days out exploring, while three in ten included outdoor leisure activities (30%), both figures are higher than in GB.

On the other hand, just over one in twelve ACT visits involved watching live sport (13%), while the same number involved visiting attractions (13%) and 6% went out for entertainment – all below GB level.



## Activities undertaken by country (ii)

Figure 2.9ii Volume of ACT visits by main activity in Wales (% of total visits)

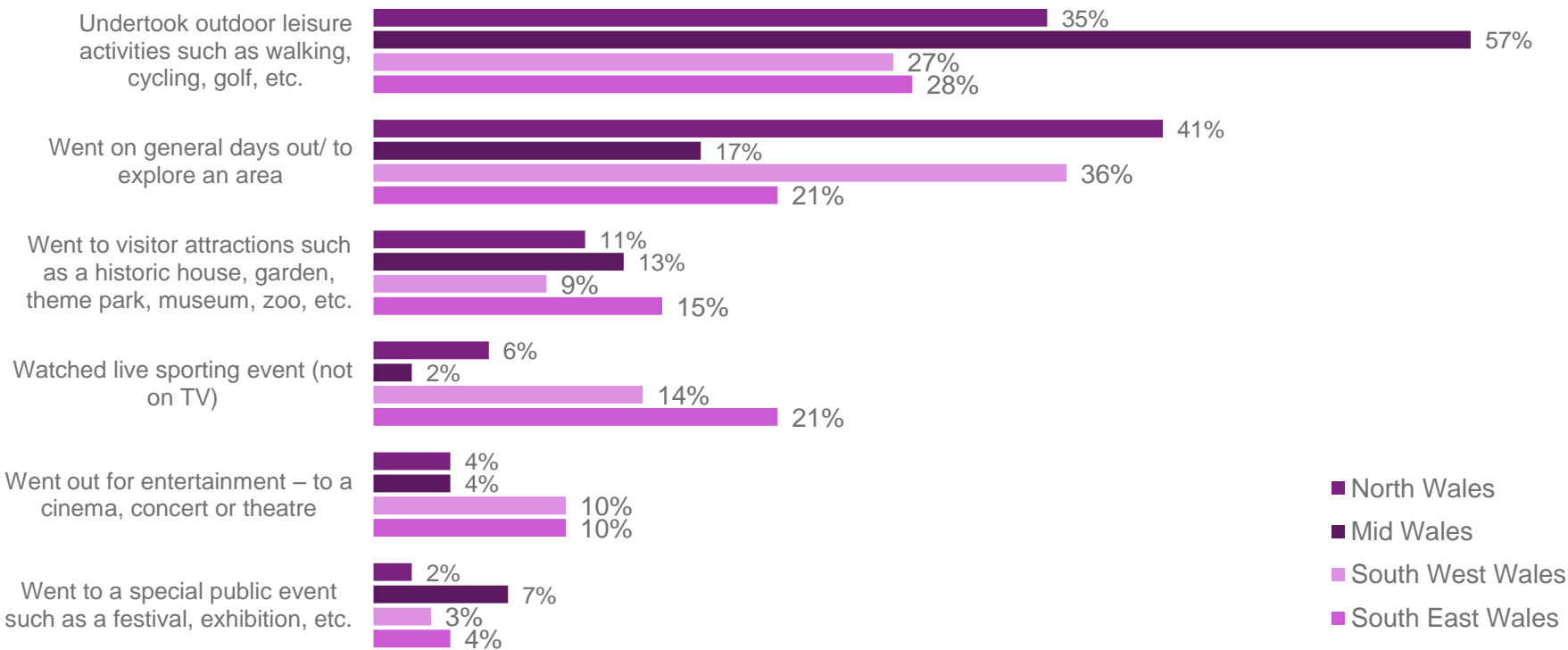


Figure 2.9ii illustrates the share of activities undertaken on ACT visits to the different regions of Wales.

Outdoor leisure visits represented an important portion of the total amount of visits across all the regions in Wales (respectively 35% in North Wales, 57% in Mid Wales, 27% in South West Wales and 28% in South East Wales).

However, activities involving exploration represented a significant part of the ACT visits in North Wales (41%) and South West Wales (36%) compared to the other regions.

Similarly, an important amount of the ACT visits involving watching live sport event happened in South East Wales (21%).

## Destination type

Figure 2.10 Main destination type on ACT visits by region visited (% of total)

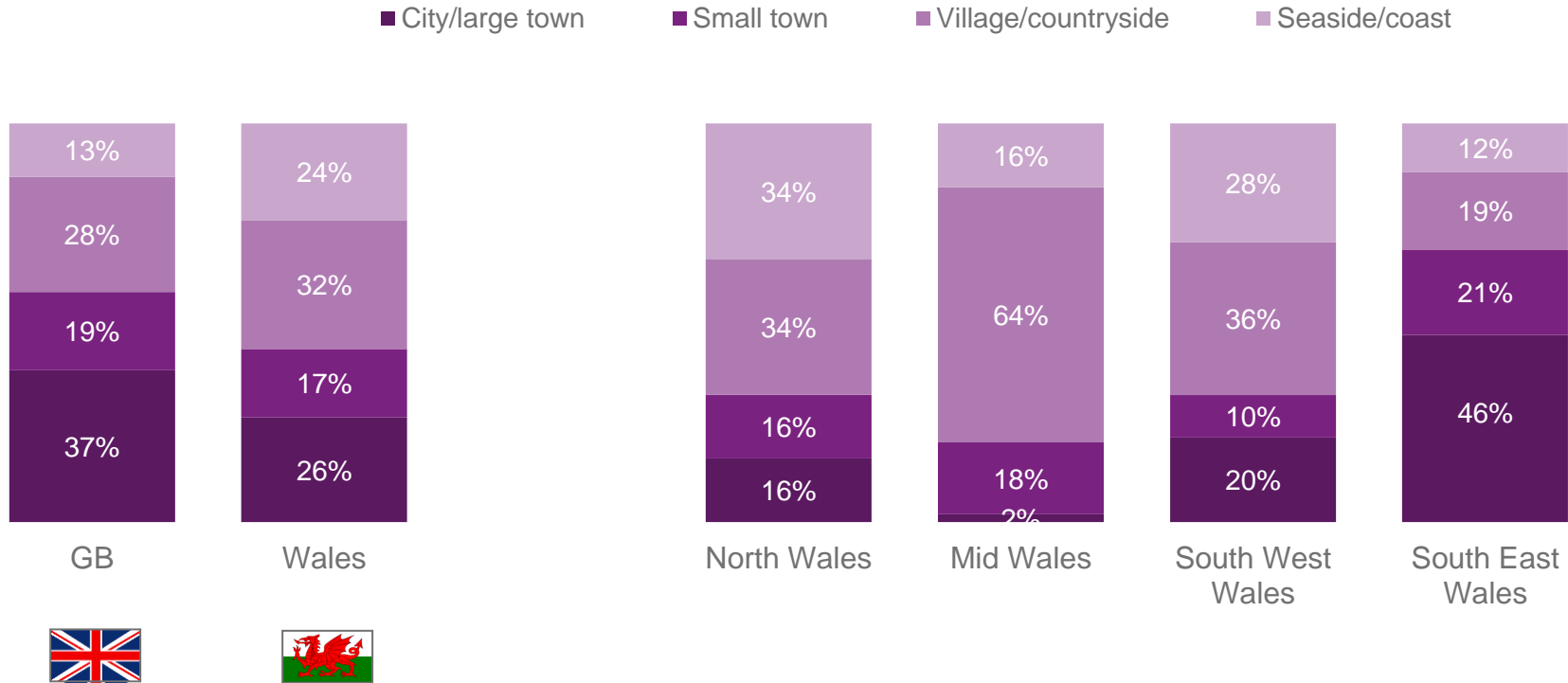


Figure 2.10 demonstrates that, in Wales, over a third (34%) of visits to the North and almost two-thirds (64%) of visits to Mid Wales were to village/countryside locations. The South East of Wales saw the largest proportion of city/large town visits (46%).

## Destination type – volume and expenditure of visits

Figure 2.11 2016 volume (millions) and expenditure (£ millions) of ACT visits by main destination type and destination country

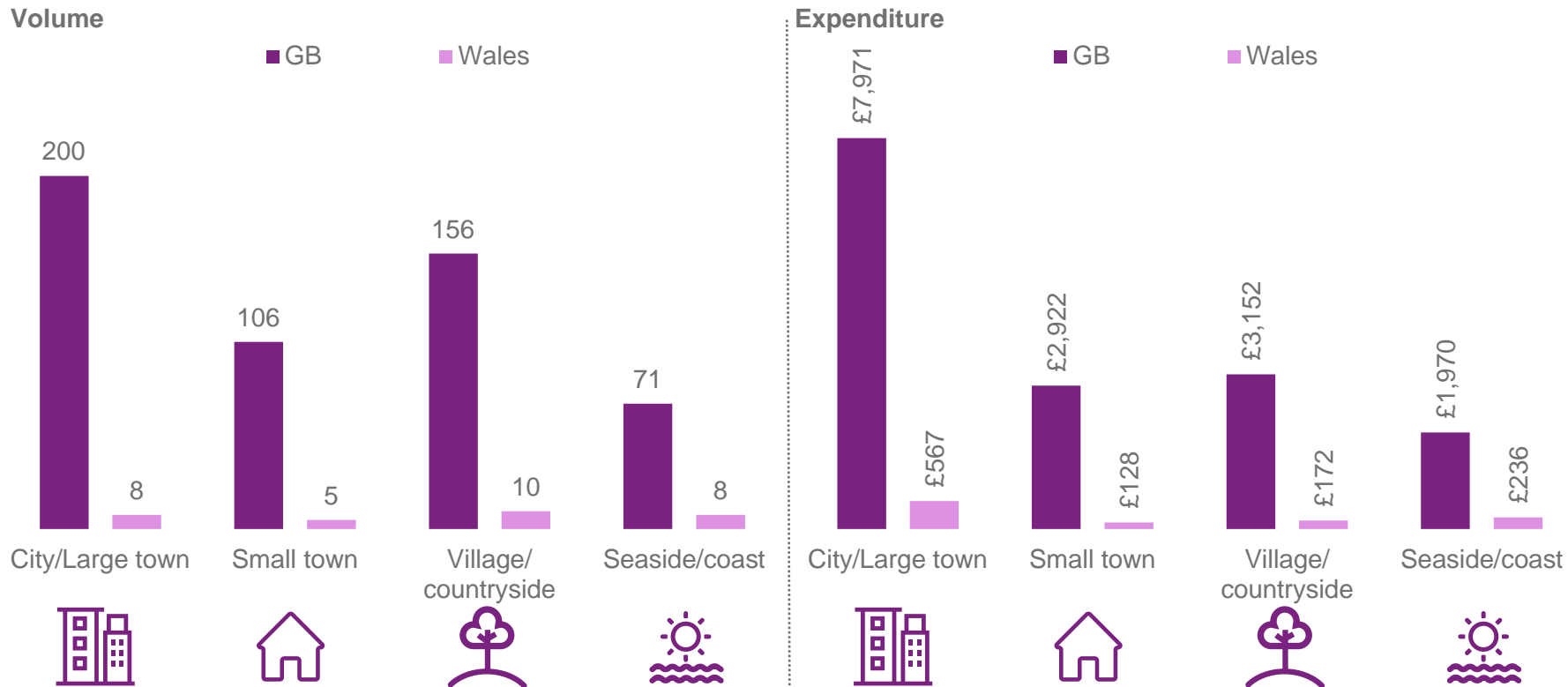


Figure 2.11 illustrates that the majority of ACT visits to Wales, unlike in GB, took place in village/ countryside accounting for 10 million visits.

However, this amount of visits did not translate into higher expenditure. In fact, visits to city/ large town accounted for £567 million compared to £172 million for visits to village/ countryside locations.

## 6. 3 hour + Leisure Day Visits

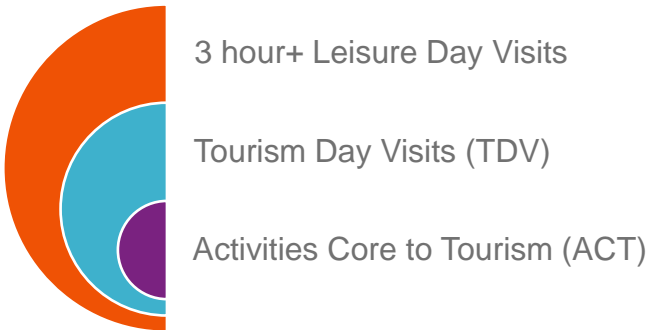


## Defining 3hour + Leisure Day Visits classification

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

As illustratred below this is the broadest definition of day visits with Tourism Day Visits (TDVs) and Activities Core to Tourism (ACTs) representing subsets of this widest defintion.

As illustrated below, 3 hour + Leisure Day Visits represents a set of the broader day visits definition – Tourism Day Visits (see page 9) while ACT visits are a further smaller subset of visits (see page 33).



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

## 3hr+ Leisure Day Visits – summary of key findings

This section describes the volume, expenditure and characteristics of 3 hour plus leisure day visits taken by Welsh and British residents during 2016.



### Volume and expenditure of visits

- During 2016, GB residents took a total of 167 million 3 hour plus leisure day visits to destinations in Wales, with around £5,245 million being spent during these trips.



### Geographic distribution of visits

- South East Wales had the greatest share of visits (69 million) and total expenditure (£2,473 million) during 2016, while Mid Wales was the region with the lowest number of visits (11 million) and the least amount of expenditure (£408 million).
- 42 million 3 hour plus leisure day visits took place in North Wales netting £1,422 million while 38 millions visits happened in South West Wales bringing £984 million.



### Volume and expenditure of GB tourism day visits over time

- In 2016, there was a considerable increase in the volume of visits from 2015: up from 150 million visits in 2015 to 167 million visits in 2016
- The expenditure in 2016 (£5,245 million) was the highest since 2012



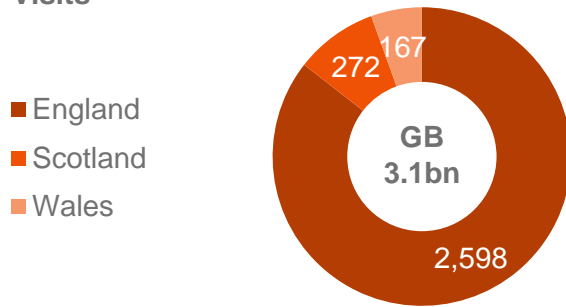
### Activities undertaken

- Almost a quarter (24%) of the 3hr+ Visits taken involved visiting friends or family, while nearly one in eight (12%) included eating out.
- Around one in ten (11%) of the 3hr+ Visits in Wales involved outdoor leisure activities, while the same number included 'special shopping'.

## Geographical distribution

Figure 3.1 Volume of 3hr+ visits and expenditure by destination (millions)

### Visits



### Expenditure

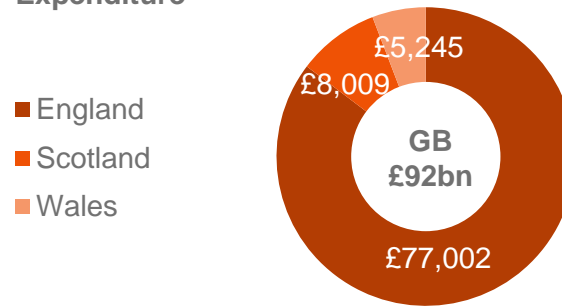


Figure 3.1 illustrates the volume of leisure day visits (3 hr +) taken in 2016. A total of 3.1 billion trips were taken across the year, with Wales accounting for 167 million of these trips.

Figure 3.1 also illustrates the economic contribution made by these leisure trips, with a total of £92 billion spent during 2016. Trips made within Wales accounted for £5,245 million of this total expenditure.

Figure 3.2 2015-2016 Change over time in headline volume and expenditure of 3hr+ visits (% change)

Note: 2015 estimates are reweighted – see main report for details

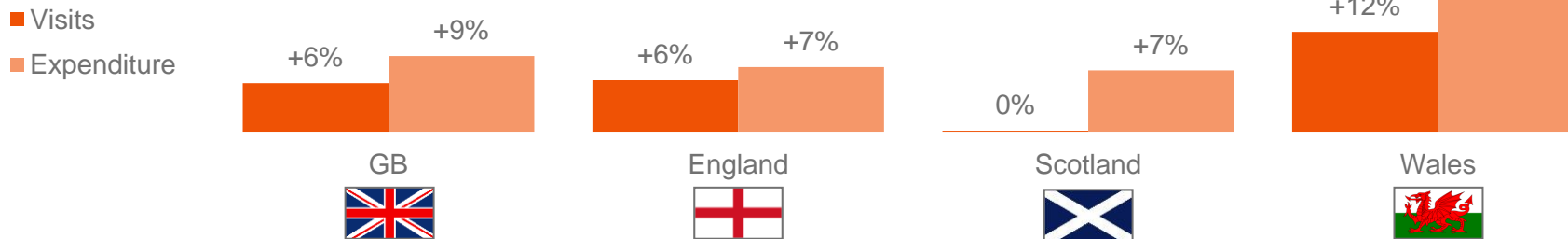


Figure 3.2 depicts the percentage difference between the total trips/spend estimated for 2016 compared with 2015. For Wales, there were increases of 12% for visits and 23% for expenditure, which represents a significantly better performance than that of the other countries.

## Geographical distribution

Figure 3.3 Volume of 3hr+ visits in Wales (millions)

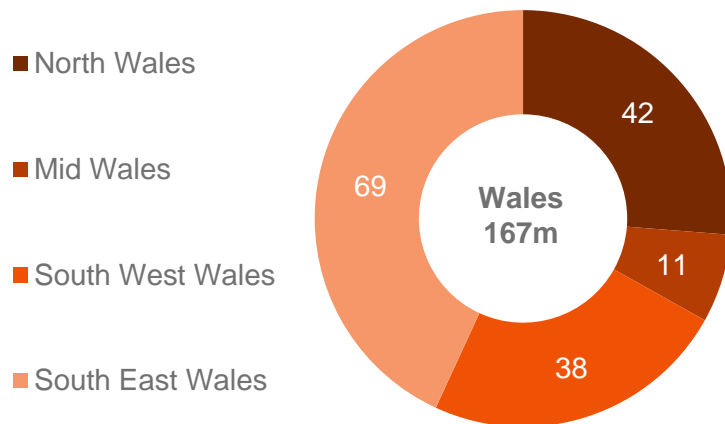


Figure 3.4 Expenditure of 3hr+ visits in Wales (£ millions)

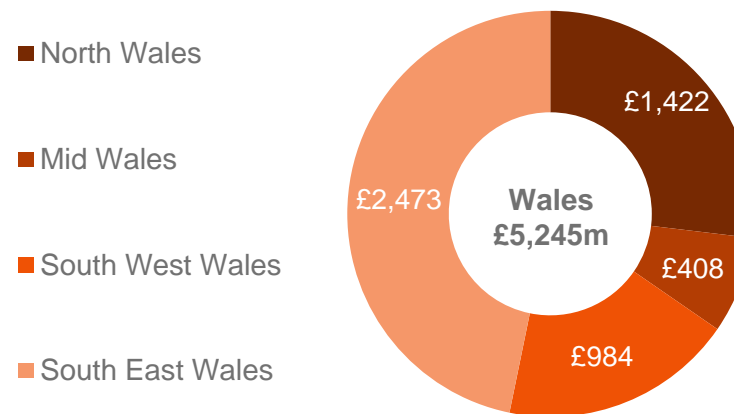


Figure 3.3 and 3.4 illustrates the regional distribution of trips and associated spend on 3hr + visits made within Wales.

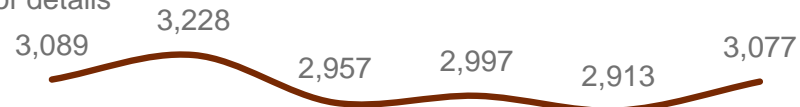
The South East had the greatest share of visits (69 million) and total expenditure (£2,473 million) during 2016, while Mid Wales was the region with the lowest number of visits (11 million) and the least amount of expenditure (£408 million).



## Annual trends

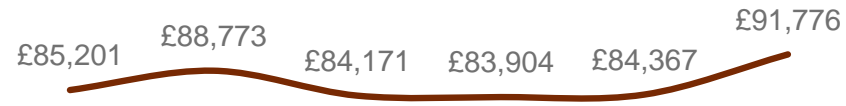
**Figure 3.5 2016 Volume of Tourism Day Visits by year (millions)**

Note: 2011-2015 estimates are reweighted – see main report for details



**Figure 3.6 2016 Expenditure on Tourism Day Visits by year (millions)**

Note: 2011-2015 estimates are reweighted – see main report for details



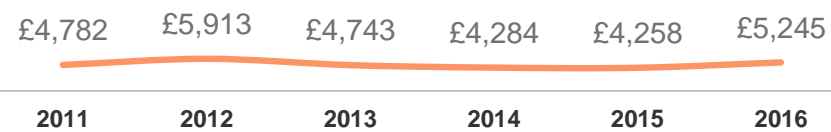
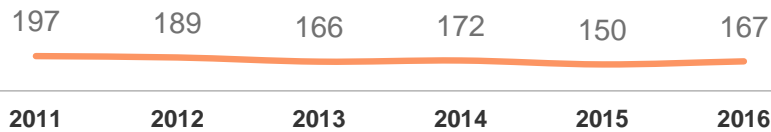
Figures 3.5 and 3.6 illustrate annual variations in visit volumes and expenditure.

In 2016, there were considerable increases in volume of visits and expenditure compared to 2015 in both GB and Wales.

However, the volume of visits to both GB and Wales were below peak level – respectively 2012 for GB and 2011 for Wales.

— GB

— Wales



Wales Share vs GB (%)

6%

6%

6%

6%

5%

5%

6%

7%

6%

5%

5%

6%

## Seasonal distribution

Figure 3.7 2016 Volume of 3hr+ visits in Wales by month (millions)

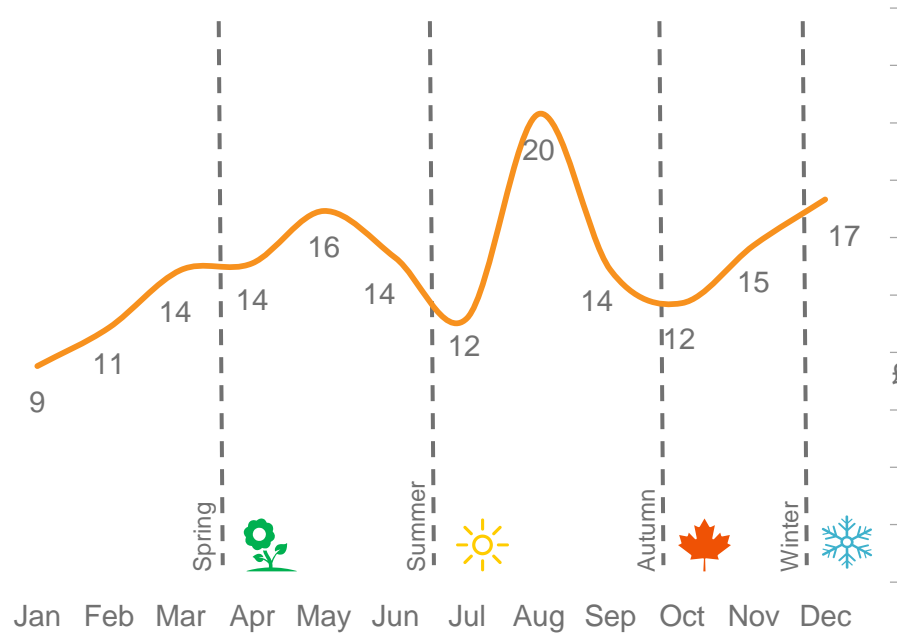
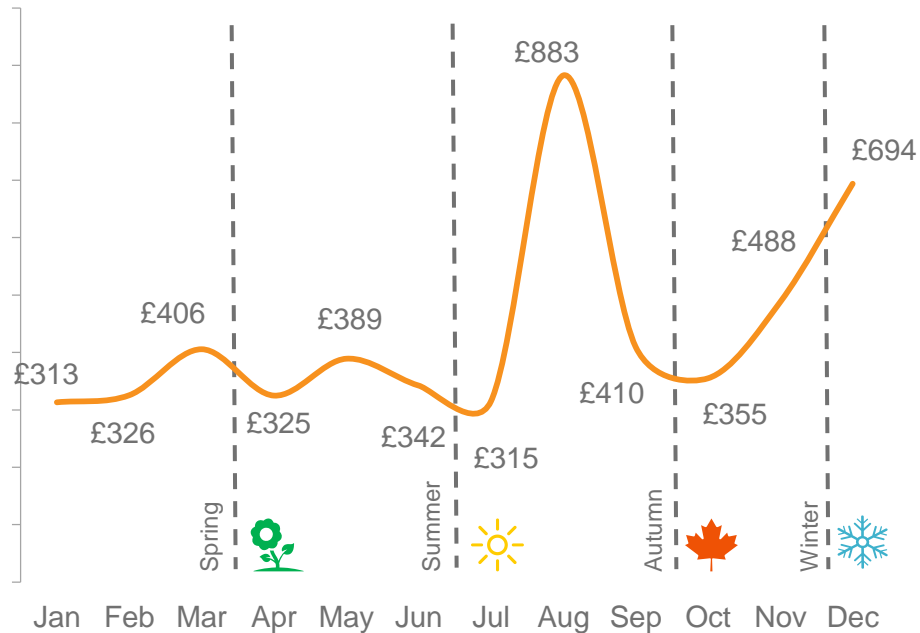


Figure 3.8 2016 Expenditure on 3hr+ visits in Wales by month (£ millions)



Figures 3.7 and 3.8 illustrate seasonal variations in visit volumes and expenditure in Wales.

August was the month with the most visits (20 million), followed by December (17 million).

The total amount of expenditure was highest in August (£883 million), followed by December (£694 million).

## Expenditures on visits

Figure 3.9 Expenditure on 3hr+ visits in Wales (% of total)

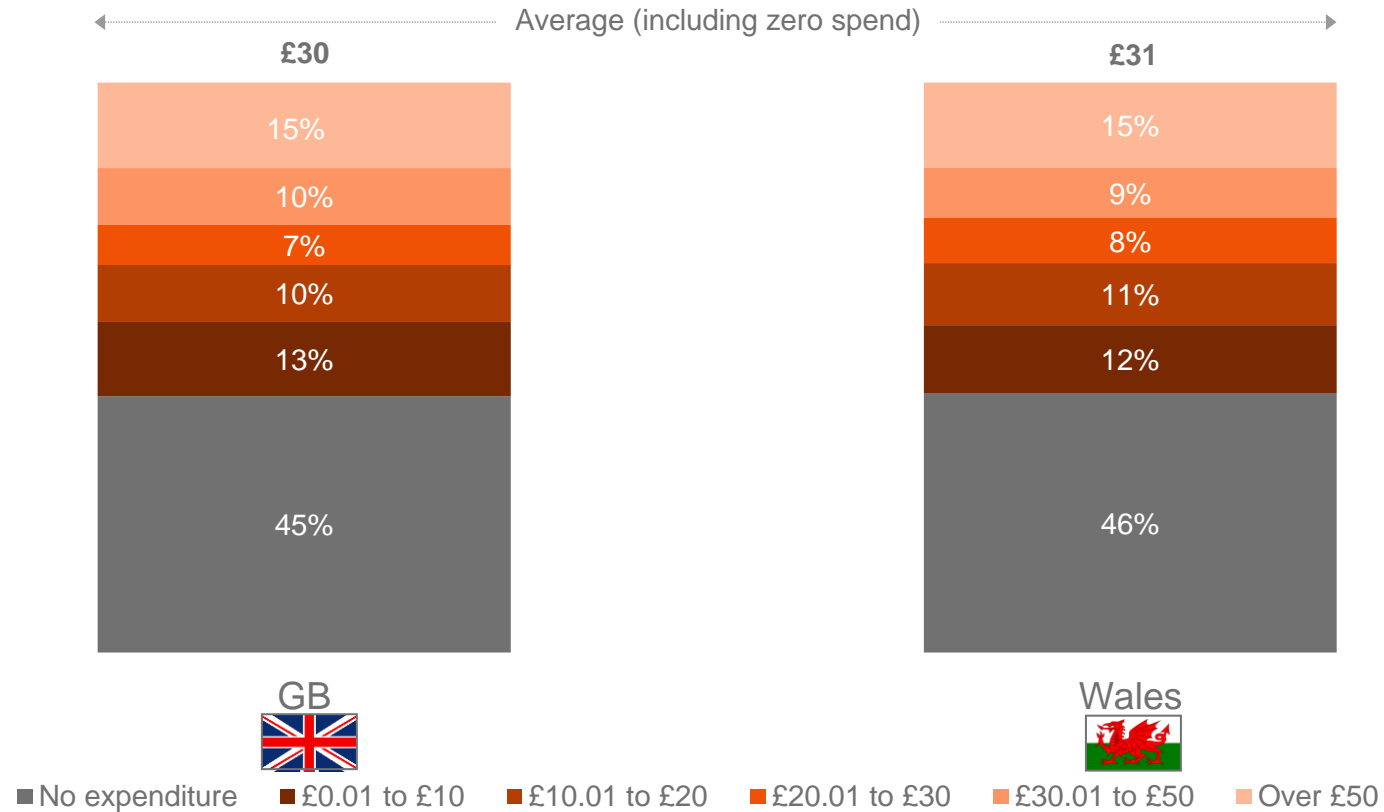


Figure 3.9 illustrates average expenditure levels and expenditure breakdown for 3hr+visits.

The average spent on 3hr+ visits in Wales was £31, slightly higher than the GB average.

Average spend varied by Welsh region as follows:

- North Wales - £34
- Mid Wales - £37
- South West Wales - £26
- South East Wales - £36

Activities undertaken by country (i)

Figure 3.10i 2016 volume of 3hr+ visits by main activity in Wales (% of total visits)

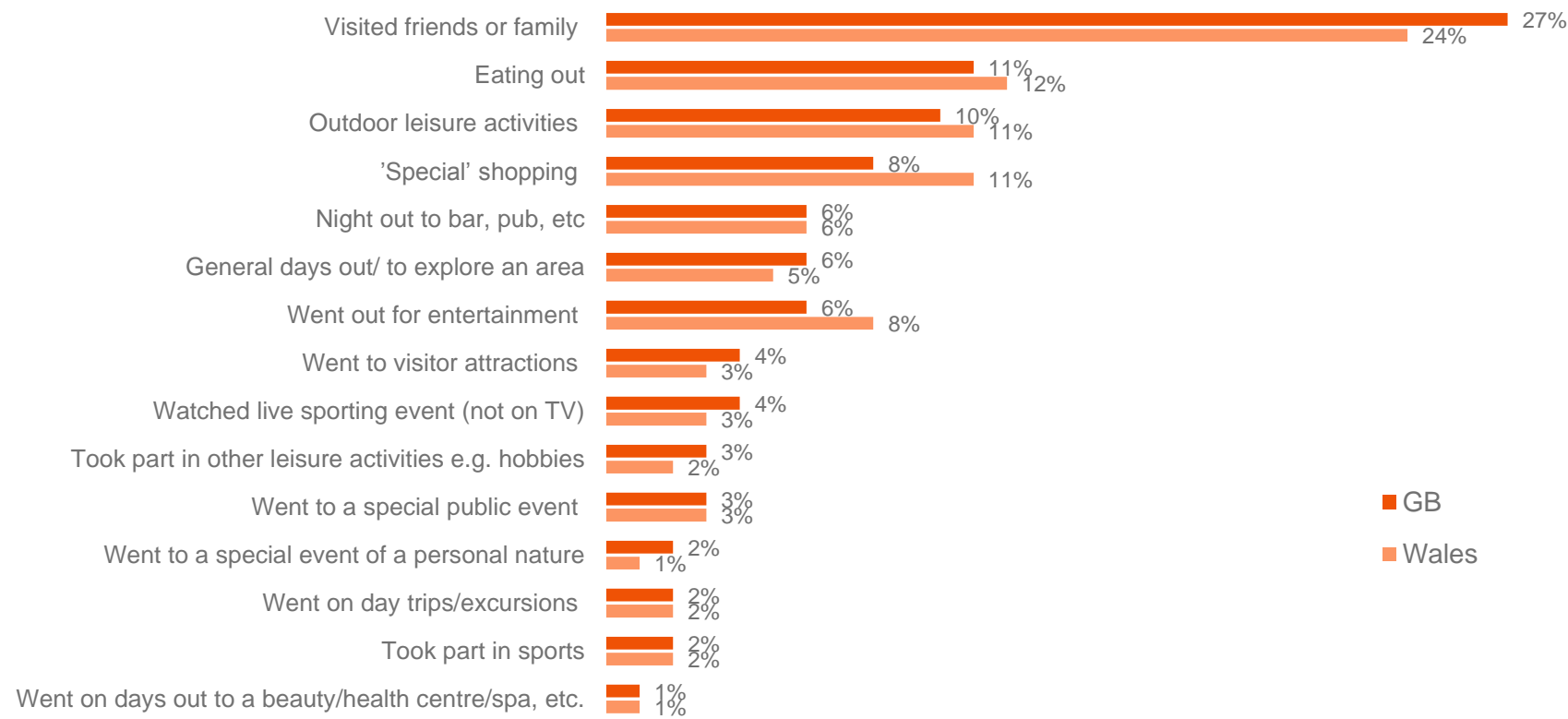


Figure 3.10i illustrates the share of activities undertaken on 3hr+ visits by destination country.

Around a quarter of the 3hr+ Visits taken in GB (27%) and Wales (24%) involved visiting friends or family.

12% of the 3hr+ Visits in Wales involved going out for a meal.

## Activities undertaken by country (ii)

Figure 3.10ii 2016 volume of 3hr+ visits by main activity in Wales (% of total visits)

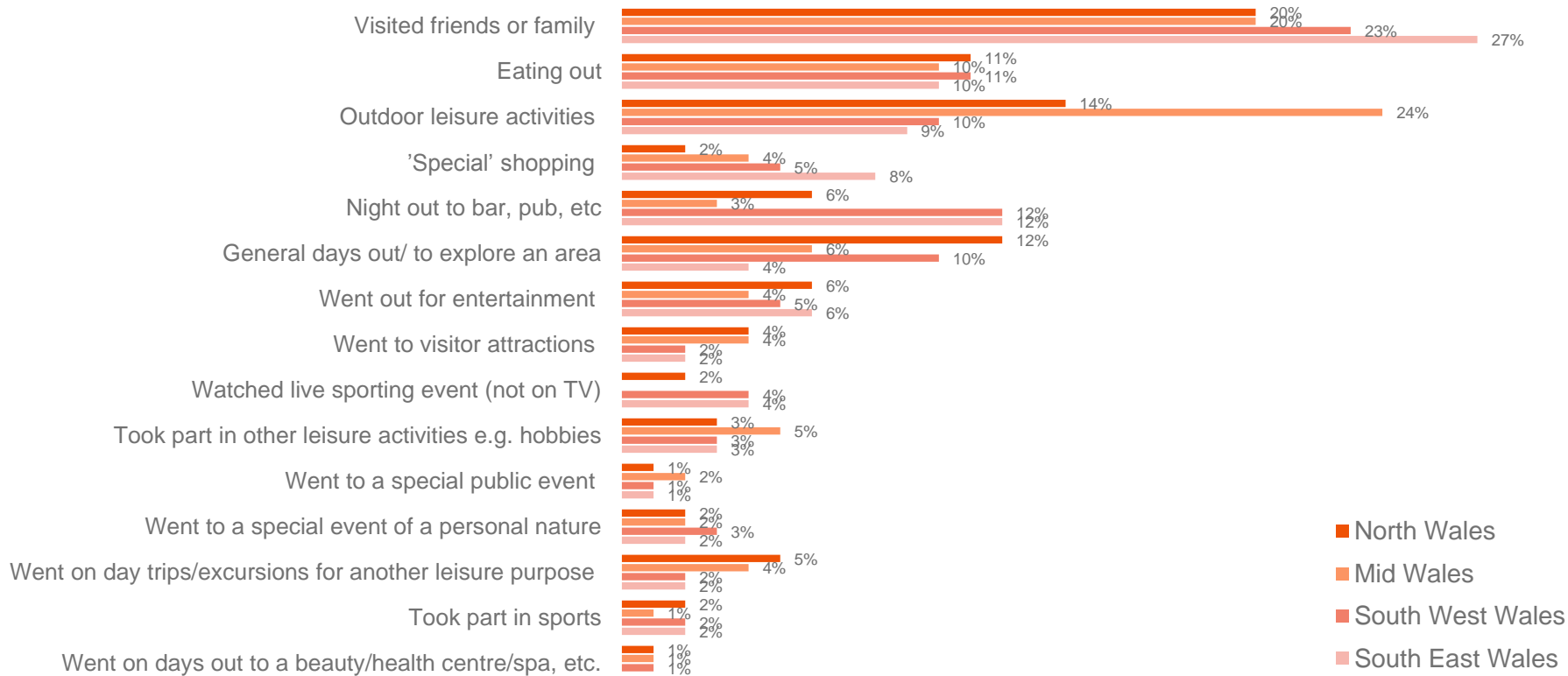


Figure 3.10ii shows the share of activities undertaken on 3hr+ visits to the different regions of Wales.

Visits to friends and family represented an important portion of the total amount of visits across all the regions in Wales (respectively 20% in North Wales, 20% in Mid Wales, 23% in South West Wales and 27% in South East Wales).

However, outdoors leisure activities represented a significant part of the visits in North Wales (14%) and Mid Wales (24%) compared to the other regions.

Similarly, an important amount of visits involving going out at night took place in South West Wales (12%) and South East Wales (12%).

## Destination type

Figure 3.11 Main destination type on 3hr+ visits in Wales (%)

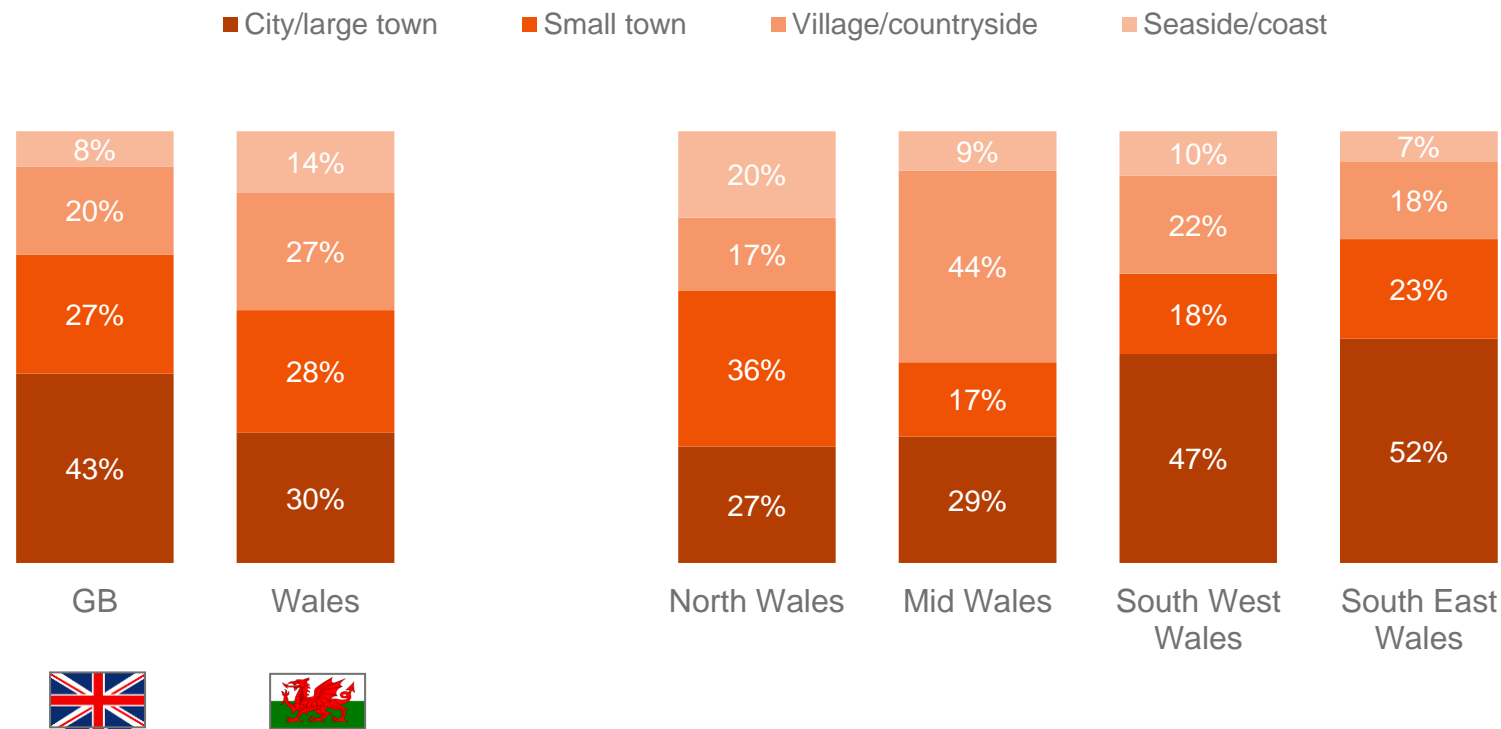


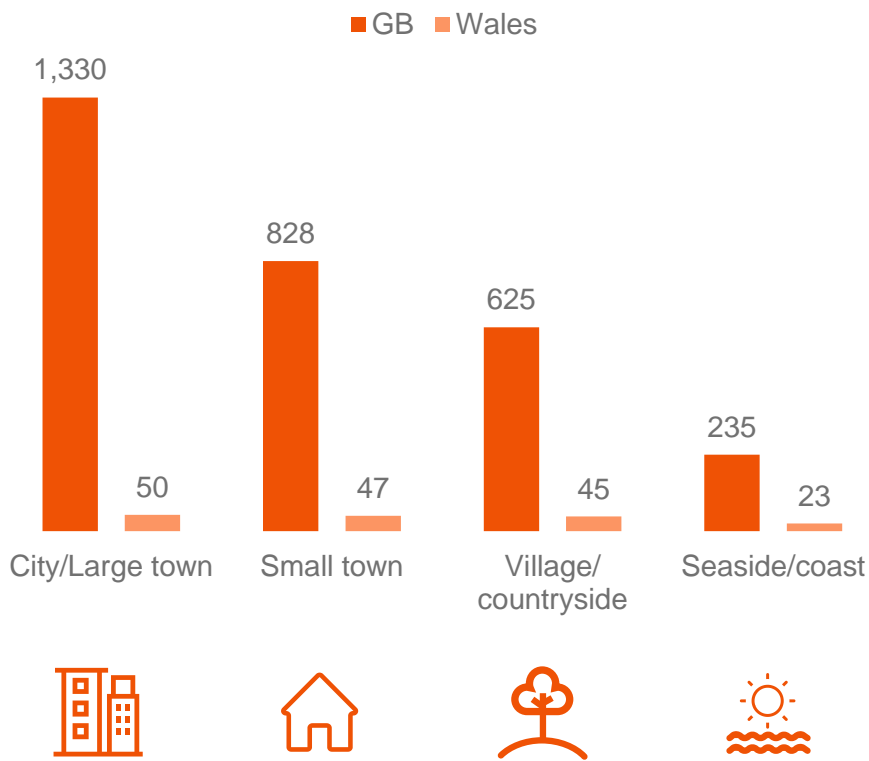
Figure 3.11 shows variations in the destination types visited in Wales.

Over a third (36%) of visits to the North were to small town destinations, while more than two-fifths (44%) of visits to Mid Wales were to rural locations. The South West and South East saw the largest proportion of city/large town visits (47% and 52% respectively).

Destination type – volume and expenditure of visits

Figure 3.12 2016 volume (millions) and expenditure (£ millions) of visits by main destination type and destination country

Volume



Expenditure

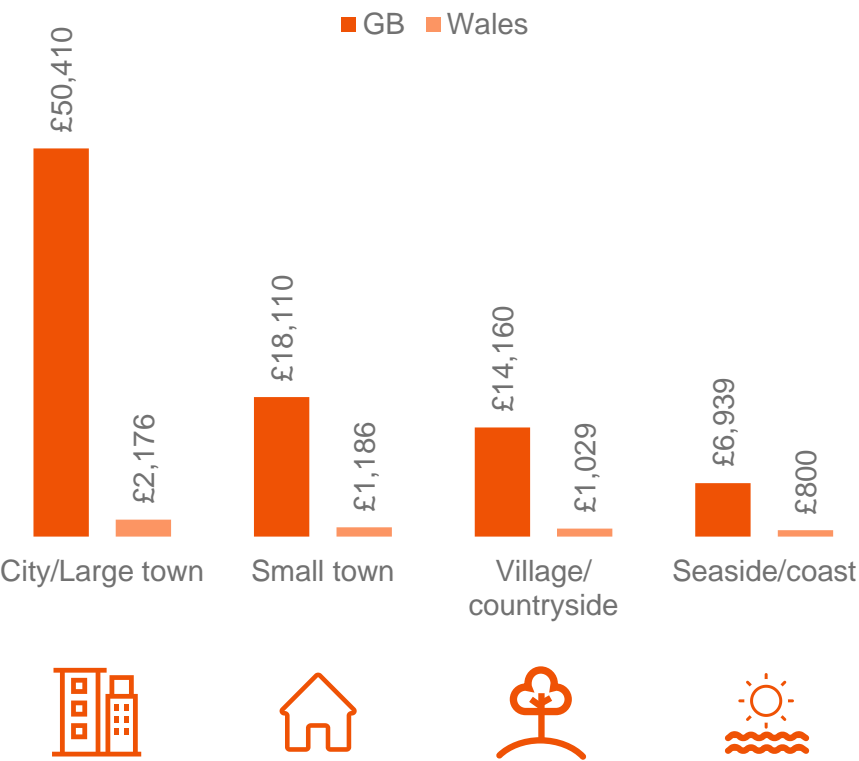


Figure 3.12 illustrates that the majority of leisure day visits (3hr+) across Wales were evenly taken to city/ large town, small town and village/countryside locations, perhaps reflecting the more rural aspect of Wales compared to GB.

Yet, visits in Wales to city/ large town accounted for the majority of the expenditure (£2,176 million)

## 7. Appendix







Introduction

Scope  
of the report

Summary

Tourism  
Day Visits

Activities Core  
to Tourism Visits

3hr+ Leisure  
Day Visits

# Volume and expenditure

Local Authorities report – 3 year averages using historical figures

Tourism Day Visits

3 hours plus Day Visits



GBDVS 2016 TDV  
Wales Local Authorities



GBDVS 2016 3 hours plus Day Visits  
Wales Local Authorities



Please find the files mentioned above attached in the attachment area of Adobe Reader on the left hand side and symbolised with the following icon



Introduction



Scope  
of the report



Summary



Tourism  
Day Visits



Activities Core  
to Tourism Visits



3hr+ Leisure  
Day Visits

## Further details

Further documents, listed below, are available as follow on the Welsh Government website [here](#):

- GBDVS Full 2016 results report
- GBDVS Methods and Performance Report
- GBDVS Online data tables

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