

England Domestic Tourism Day Visits Summary - All Purposes – 2017

How to read these tables

The data on the 'data' worksheet summarise trip characteristics and demographics of travellers for domestic tourism day visits taken in England in 2017.

'Trips' are classified as trips or journeys away from the respondent's place of residence, Not be an activity which is undertaken 'very regularly' and has lasted at three hours (including travel) and less than a day, taken by adults aged 16 and over and accompanying children aged up to 15.

Each adult or child present on the trip counts as a trip, for example, a family of 2 adults and 2 children taking a trip away would count as 4 trips. Each line should be read separately – it is not possible to combine trip results from the GBDVS survey.

'Spend' is the expenditure relating to these trips. It includes costs paid in advance of the trip, costs paid during the trip itself and also any bills relating to the trip received after returning home. It covers costs paid by adults on the trip for themselves and on behalf of others on the trip, including children. It also includes costs paid on behalf of the person taking the trip.

All numerical results are in millions. All data is from the Great Britain Day Visits Survey (GBDVS).

Tourism Day Visits - England	Trips	% of Trips	Spend	% of Spend
	Millions	%	£Millions	%
England Total	1505.4	100%	£50,899	100%
<u>Regions</u>				
North East England	82.1	5%	£2,451	5%
North West England	188.8	13%	£7,628	15%
Yorkshire and The Humber	148.9	10%	£5,023	10%
East Midlands	118.9	8%	£3,800	7%
West Midlands	127.2	8%	£4,305	8%
East of England	132.7	9%	£3,853	8%
London	327.5	22%	£12,626	25%
South East England	231.9	15%	£7,068	14%
South West England	147.4	10%	£4,146	8%
<u>Destination Type</u>				
City/large town	643.2	43%	£28,284	56%
Small town	368.6	24%	£9,579	19%
Village / countryside	345.6	23%	£8,550	17%
Seaside Net	115.6	8%	£3,393	7%

Tourism Day Visits - England	Trips	% of Trips	Spend	% of Spend
	Millions	%	£Millions	%
Main Activities during TDVs				
Visited friends or family for leisure	359.8	24%	£8,038	16%
'Special' shopping for items that you do not regularly buy	102.9	7%	£8,626	17%
Went out for a meal	163.6	11%	£6,632	13%
Went on a night out to a bar, pub and/or club	117.1	8%	£3,729	7%
Went out for entertainment to a cinema, concert or theatre	94.5	6%	£3,549	7%
Undertook outdoor leisure activities such as walking, cycling, golf, etc.	114.2	8%	£2,013	4%
Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)	37.1	2%	£1,139	2%
Took part in sports, including exercise classes, going to the gym	31.8	2%	£797	2%
Watched live sporting event (not on TV)	67.3	4%	£2,317	5%
Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.	77.3	5%	£2,802	6%
Went to a special public event such as a festival, exhibition, etc.	37.3	2%	£1,140	2%
Went to a special event of a personal nature such as a wedding, graduation, christening, etc.	37.3	2%	£1,481	3%
Went on days out to a beauty/health centre/spa, etc.	10.4	1%	£512	1%
Went on general days out/ to explore an area	107.8	7%	£2,930	6%
Went on day trips/excursions for another leisure purpose not mentioned above	36.2	2%	£1,550	3%

Tourism Day Visits - England	Trips	% of Trips	Spend	% of Spend
	Millions	%	£Millions	%
<u>Transport used during TDVs</u>				
Car - own/friends/family	896.7	60%	£29,811	59%
Car - hired	28.7	2%	£1,394	3%
Public transport	266.4	18%	£11,256	22%
Train	164.3	11%	£8,357	16%
A regular bus\coach	102.1	7%	£2,899	6%
Organised coach tour	19.4	1%	£743	1%
Taxi	51.2	3%	£1,730	3%
Walked\on foot	115.8	8%	£2,184	4%
Bicycle	23.9	2%	£188	0%
Tube	53.4	4%	£1,935	4%
Tram	9.7	1%	£279	1%
Motorised caravan\campervan	3.3	0%	£49	0%
Plane	7.4	0%	£277	1%
Boat\ship\ferry	2.3	0%	£96	0%
Lorry\truck\van	4.3	0%	£125	0%
Other	22.9	2%	£833	2%

Tourism Day Visits - England	Trips	% of Trips	Spend	% of Spend
	Millions	%	£Millions	%
<u>Gender</u>				
Male	728.6	48%	£25,602	50%
Female	776.8	52%	£25,298	50%
<u>Age</u>				
16-24	329.7	22%	£8,931	18%
25-34	323.1	21%	£11,158	22%
35-44	212.4	14%	£9,001	18%
45-54	234	16%	£8,423	17%
55-64	155.9	10%	£6,231	12%
65+	250.4	17%	£7,156	14%
<u>Social Grade</u>				0%
AB	459.4	31%	£16,400	32%
C1	426.6	28%	£13,099	26%
C2	331.1	22%	£12,071	24%
DE	288.3	19%	£9,330	18%
<u>Working Status</u>				
Employed/self-employed (full or part time)	859.4	57%	£32,196	63%
In full or part time education	187.6	12%	£4,914	10%
Unemployed/not working	170.6	11%	£4,889	10%