

# The GB Day Visitor

Statistics 2013



# GB Day Visits 2013

This report presents the main findings of the 2013 Great Britain Day Visits Survey (GBDVS 2013). 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 2013 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

GB Day Visits 2013



# Section 1: Introduction

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

The survey aims to measure the volume, 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 2014.

This report contains the results of the 2013 survey, including comparisons of these results with those obtained in 2011 and 2012. 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 2013 was undertaken using an online methodology with a total of 35,085 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 representivity of the achieved sample.

### Weighting

The survey data were weighted to further improve the representivity 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 2013 questionnaire content, the full questionnaire is appended to the Methods and Performance report.

<b>Table 1.1 – GBDVS 2013 Summary of questionnaire content</b>	
<b>Question no.</b>	<b>Question (N.B. exact wording is not used below)</b>
<b>Section 1 General life and activities section</b>	
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
<b>Section 2 Leisure Day Visits in previous week</b>	
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
<b>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)</b>	
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 48 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
<b>Section 4 Visitor Experience (asked only for visits involving certain activities, used for TRI*M analysis in England only)</b>	
31	Overall experience of destination
32	Likelihood to recommend destination
33	Likelihood to revisit destination
34	Rating of destination compared to others in UK

**Table 1.1 – GBDVS 2013 Summary of questionnaire content**

Question no.	Question (N.B. exact wording is not used below)
<b>Section 5</b>	<b>Classification questions</b>
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
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 new to the 2013 survey. Codes relating to taking part in Olympic events and activities at Q19 were removed in 2013.

To avoid an excessively long questionnaire length, details of a maximum of three visits lasting three 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 2013 survey, key details were recorded in Section 2 of the questionnaire for 114,494 Leisure Day Visits. Of this total, full details were recorded in Section 3 for those 30,960 Leisure Day Visits which lasted at least 3 hours in duration. As described in the next section, a subset of 19,146 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
<b>GB total</b>	<b>114,494</b>	<b>30,960</b>	<b>19,146</b>
England	79,359	21,750	13,801
Scotland	17,503	4,640	2,534
Wales	17,632	4,570	2,811

## 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 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 UK<sup>1</sup> 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.

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<sup>1</sup> 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 2013, 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 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 2013 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.

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

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

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

GB Day Visits 2013



## Section 2: Tourism Day Visits

This section describes the volume, value and characteristics of Tourism Day Visits taken by GB residents during 2013.

### Volume and value of visits

During 2013, GB residents took a total of 1,588 million Tourism Day Visits. Around £54 billion was spent during these trips in GB by GB residents.

### Geographic distribution of visits

The volume and value of visits by country is illustrated in Table 2.1. The largest proportion of visits were taken to destinations in England (1,370 million visits or 86% of the total) while 8% of visits (124 million) were taken to Scottish destinations and 6% to places in Wales (89 million). The distribution of expenditure during visits broadly reflects this pattern.

Within the English regions, the highest volume of visits was taken in London (262 million visits) where the total value of day visits during 2013 was around £9.2 billion. The English region with the lowest volume of visits was the North East which was the destination for an estimated 74 million visits involving around £2.8 billion expenditure.

In Scotland the largest volume of visits were taken to destinations in the West (48 million) while in Wales the largest volume of visits were taken in the South East.

The regional distribution of visits generally reflects the population distribution with the notable exception of London which is the destination for 16% of visits but place of residence for just 13% of the population.

### Volume and value of GB Tourism Day Visits over time

The 1,588 million Tourism Day Visits that were taken by GB residents during 2013 represents a decline of 7% when compared to 2012 (1,712 million Tourism Day Visits). The value of these visits also fell year on year, showing a decrease of 5% from £57.1 billion in 2012 to £53.9 billion in 2013.

Declines were seen across each of the GB nations when comparing the volume of Tourism Day Visits taken in 2013 to those taken in 2012. England saw a decline of -7% in line with the GB total, while Scotland and Wales saw larger decreases (-13% and -12% respectively).

The value of 2013 Tourism Day Visits also fell across most of the nations, with the decrease in expenditure on English visits falling in line with the GB total, while Wales saw a larger decline of 20% compared to 2012. The value of Scotland's Tourism Day Visits in 2013 remained comparable with 2012.

For further details on trended data for Tourism Day Visits, 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
	Millions	% of total	£ Millions	% of total	% of total
England	1,370	86%	£46,024	85%	86%
Scotland	124	8%	£4,647	9%	9%
Wales	89	6%	£3,061	6%	5%
<b>GB total</b>	<b>1,588</b>	<b>100%</b>	<b>£53,947</b>	<b>100%</b>	<b>n/a</b>
<b>English Regions</b>	<b>Millions</b>	<b>% of total</b>	<b>£ Millions</b>	<b>% of total</b>	<b>% of total</b>
North East England	74	5%	£2,827	6%	4%
North West England	160	10%	£5,644	11%	11%
Yorkshire and The Humber	134	8%	£4,225	8%	9%
East Midlands	103	6%	£2,914	5%	7%
West Midlands	133	8%	£4,828	9%	9%
East of England	131	8%	£4,130	8%	10%
London	262	16%	£9,223	17%	13%
South East England	219	14%	£7,094	13%	14%
South West England	154	10%	£5,138	10%	9%
<b>Scottish Regions</b>	<b>Millions</b>	<b>% of total</b>	<b>£ Millions</b>	<b>% of total</b>	<b>% of total</b>
North Scotland	12	1%	£475	1%	1%
West Scotland	50	3%	£1,862	3%	4%
East Scotland	43	3%	£1,704	3%	3%
South Scotland	7	*	£255	*	1%
<b>Welsh Regions</b>	<b>Millions</b>	<b>% of total</b>	<b>£ Millions</b>	<b>% of total</b>	<b>% of total</b>
North Wales	19	1%	£601	1%	1%
Mid Wales	14	1%	£501	1%	*
South West Wales	18	1%	£735	1%	1%
South East Wales	37	2%	£1,310	2%	2%

\* Less than 0.5%

Note: 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	% Change 2013/2012	2011	2012	2013	% Change 2013/2012
	Millions	Millions	Millions		Millions	Millions	Millions	
England	1,307	1,467	1,370	-7%	£42,670	£48,459	£46,024	-5%
Scotland	134	142	124	-13%	£6,152	£4,651	£4,647	0%
Wales	102	101	89	-12%	£2,939	£3,834	£3,061	-20%
<b>GB total</b>	<b>1,545</b>	<b>1,712</b>	<b>1,588</b>	<b>-7%</b>	<b>£52,040</b>	<b>£57,052</b>	<b>£53,947</b>	<b>-5%</b>

### Seasonal distribution of visits

Figures 2.1 and 2.2 illustrate seasonal variations in visit volumes and expenditure. While the largest volume of all visits were taken in the summer months, most notably in August (162 million visits), the first three months of the year saw the fewest visits. As illustrated in Figure 2.2, the seasonal effect is less pronounced in the total expenditure levels by month, with the highest value month being August when some £6.1 billion was spent on Tourism Day Visits.

Figure 2.1 – 2013 Tourism Day Visits: Volume of visits by month (millions)

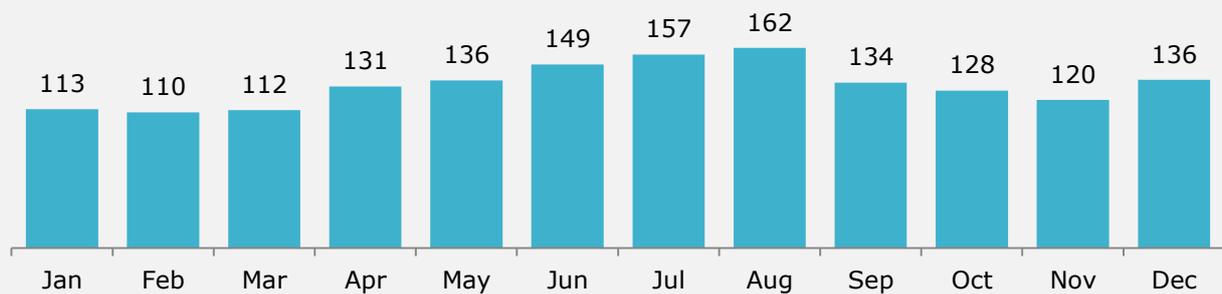


Figure 2.2 – 2013 Tourism Day Visits: Expenditure on visits by month (£ millions)



Table 2.2 illustrates the quarterly volumes of visits and total visit expenditure within each of the GB nations. The seasonal pattern observed varies between country with more pronounced seasonal variation in visit volumes recorded in Wales but a more equal season distribution of visits in Scotland.

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

Visits	GB		England		Scotland		Wales	
	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan – Mar	335	21%	288	21%	28	23%	17	19%
Apr – Jun	416	26%	356	26%	34	28%	23	26%
Jul – Sep	454	29%	390	28%	32	26%	31	34%
Oct – Dec	384	24%	336	25%	29	24%	18	20%
<b>Total</b>	<b>1,588</b>		<b>1,370</b>		<b>124</b>		<b>89</b>	

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

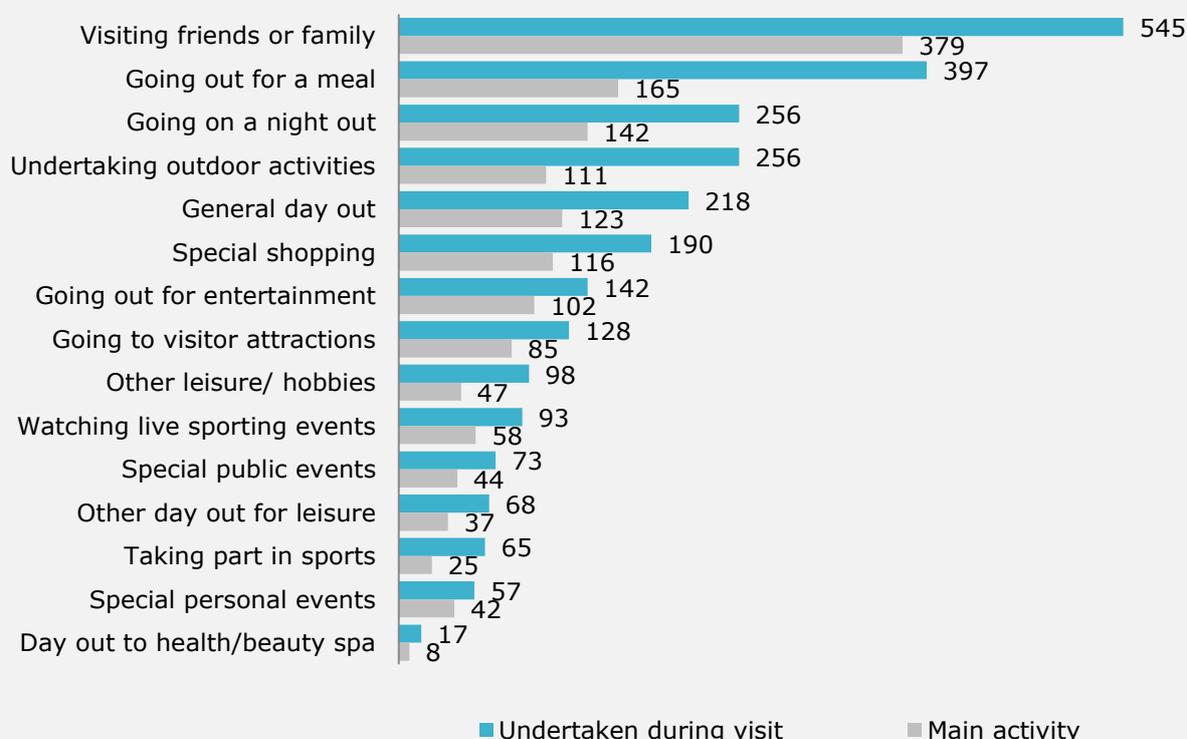
Expenditure	GB		England		Scotland		Wales	
Quarter	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan – Mar	£10,891	20%	£9,258	20%	£1,010	22%	£614	20%
Apr – Jun	£14,398	27%	£12,591	27%	£1,116	24%	£580	19%
Jul – Sep	£15,393	29%	£12,800	28%	£1,378	30%	£1,168	38%
Oct – Dec	£13,256	25%	£11,375	25%	£1,142	25%	£699	23%
<b>Total</b>	<b>£53,947</b>		<b>£46,024</b>		<b>£4,647</b>		<b>£3,061</b>	

## 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. Visits for the purpose of seeing friends or family were most common overall, with 545 million (34%) of the Tourism Day Visits taken by GB residents in 2013 for this reason, while this was the main activity for 379 million visits (24%). The other most frequently undertaken activities included eating out (included in 397 million visits), nights out (256 million visits) and undertaking outdoor activities (256 million visits).

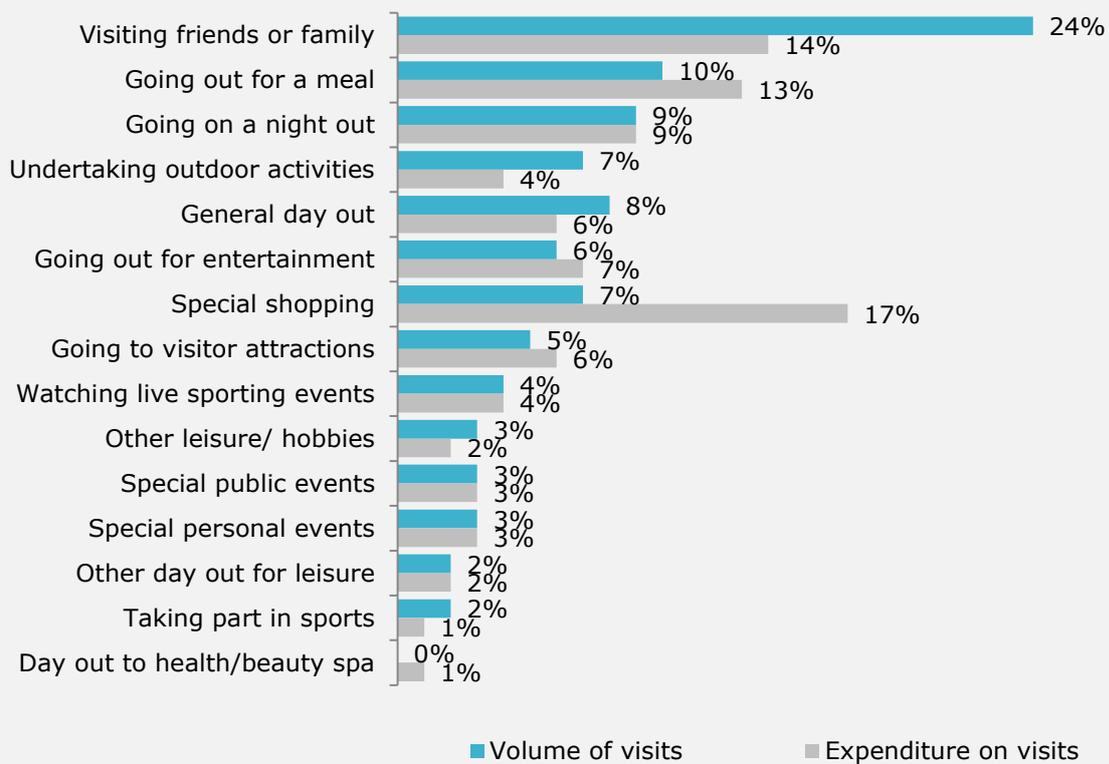
Figure 2.3 – 2013 Tourism Day Visits: Volume of visits by activities undertaken – all GB residents (millions)



Note: See Table 1.3 for full wording of activities used in questionnaire. 6% of visits (89 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 to visitor attractions 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. Conversely a lower average spend per visit means that visiting friends or relatives is the main activity in 24% of visits but these visits represent just 14% of total visit expenditure.

Figure 2.4 – 2013 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. 6% of visits (89 million) had no single main activity.

Table 2.3 below details 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 a fifth or more of all visits. 331 million visits were taken in England for this purpose (25% of all visits), 28 million were taken in Scotland (23%) and 19 million were taken in Wales (20%). While the profile of activities undertaken was broadly similar in each country, there were some variations including a higher proportion of expenditure during visits in which the main activity was 'special shopping' (most notably in Scotland with 22% of expenditure spent (£1,001 million) during visits where the main activity was 'special shopping').

**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	379	331	28	19	£7,309	£6,355	£474	£400
Going out for a meal	165	144	10	10	£7,083	£6,294	£431	£340
Going on a night out	142	125	10	7	£4,981	£4,247	£474	£260
Undertaking outdoor activities	111	90	10	10	£2,220	£1,646	£276	£299
General day out	123	103	10	8	£3,227	£2,833	£284	£211
Going out for entertainment	102	89	8	5	£3,778	£3,204	£355	£219
Special shopping	116	99	9	7	£9,121	£7,559	£1,001	£521
Going to visitor attractions	85	74	6	4	£3,491	£3,130	£251	£73
Watching live sporting events	58	50	5	3	£2,170	£1,889	£146	£91
Other leisure/hobbies	47	42	3	3	£1,162	£1,018	£70	£73
Special public events	44	39	3	2	£1,605	£1,459	£96	£50
Special personal events	42	36	3	3	£1,348	£1,192	£59	£98
Other day out for leisure	37	29	6	2	£1,226	£946	£179	£94
Taking part in sports	25	22	2	1	£723	£609	£34	£50
Day out to health/beauty spa	8	6	*	1	£333	£247	£16	£69
<b>Total</b>	<b>1,588</b>	<b>1,370</b>	<b>124</b>	<b>89</b>	<b>£53,947</b>	<b>£46,024</b>	<b>£4,647</b>	<b>£3,061</b>

Note: See Table 1.3 for full wording of activities used in questionnaire. 6% of visits (89 million) had no single main activity.

Table 2.4 shows the volume and proportion of visits by main activity and type of place visited. In cities, small towns and villages, the most popular activity was visiting friends and family, while in seaside settings, a general day out was the most popular main activity. The second most undertaken activity varied between the type of place visited: in cities, going on a night out accounted for the second highest volume of trips, while going out for a meal was the second most undertaken activity on visits taken to small towns. Undertaking outdoor activities was the second most undertaken activity on visits to rural villages.

**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	136	20	114	31	97	27	27	19
Going out for a meal	67	10	43	12	41	11	12	8
Going on a night out	79	12	34	9	22	6	7	5
Undertaking outdoor activities	22	3	16	4	56	15	13	9
General day out	39	6	21	6	31	9	30	21
Going out for entertainment	72	11	19	5	5	1	5	3
Special shopping	76	11	24	6	8	2	4	3
Going to visitor attractions	28	4	14	4	28	8	9	6
Watching live sporting events	35	5	12	3	7	2	2	1
Other leisure/hobbies	18	3	11	3	13	4	4	3
Special public events	21	3	7	2	11	3	3	2
Special personal events	17	2	12	3	10	3	2	1
Other day out for leisure	15	2	6	2	7	2	7	5
Taking part in sports	9	1	7	2	5	1	4	3
Day out to health/beauty spa	2	*	3	1	2	1	0	0
<b>Total</b>	<b>681</b>		<b>365</b>		<b>362</b>		<b>142</b>	

Note: See Table 1.3 for full wording of activities used in questionnaire. 6% of visits (89 million) had no single main activity.

Visiting friends and family was also the most frequently reported main activity in all of the English regions (see Table 2.5), most notably in the South East of England where it was the main activity on nearly 1 in 3 visits taken (29%).

**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
<b>Main activity</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>
Visiting friends or family	14	35	29	28	31	35	54	64	41
Going out for a meal	7	15	15	9	17	15	30	22	14
Going on a night out	8	17	14	7	15	9	31	14	9
Outdoor activities	4	11	11	6	9	9	11	16	13
General day out	9	15	11	6	7	10	14	16	15
Going out for entertainment	6	10	6	6	7	7	27	12	9
Special shopping	6	12	12	9	9	9	17	15	11
Going to visitor attractions	4	8	7	6	11	5	13	12	7
Watching live sporting events	3	7	6	4	5	5	12	6	3
Other leisure/hobbies	3	3	3	5	4	4	8	6	7
Special public events	1	4	3	3	4	5	10	6	4
Special personal events	1	5	4	2	4	4	7	6	4
Other day out for leisure	1	3	3	2	2	2	6	6	4
Taking part in sports	1	3	2	2	2	3	4	3	2
Day out to health/beauty spa	*	*	1	1	1	1	2	1	*
<b>Total</b>	<b>74</b>	<b>160</b>	<b>134</b>	<b>103</b>	<b>133</b>	<b>131</b>	<b>262</b>	<b>219</b>	<b>154</b>

\* Less than 0.5 million visits

Note: See Table 1.3 for full wording of activities used in questionnaire. 6% of visits (89 million) had no single main activity.

Comparing the activities undertaken in the Welsh regions (Table 2.6) illustrates that visits taken in North Wales were more likely to be for 'outdoor' activities, while visits to the South East and South West were more likely to be for the purpose of entertainment. In Scotland, visits in the East and West were more likely to involve 'special shopping', while visits to the South saw a greater proportion of visits for outdoor activities (14% compared to only 6% in the West).

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

Main activity	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
Visiting friends or family	4	3	4	7	2	12	10	2	3	4
Going out for a meal	2	1	2	5	1	4	4	*	2	1
Going on a night out	3	2	2	3	1	3	3	*	2	2
Outdoor activities	3	1	2	3	1	3	3	1	*	*
General day out	1	1	2	3	1	4	3	*	1	*
Going out for entertainment	1	1	2	4	1	5	3	*	2	2
Special shopping	1	*	1	3	*	4	3	*	1	2
Going to visitor attractions	*	*	1	2	*	3	1	*	2	1
Watching live sporting events	1	*	1	1	*	2	3	*	1	2
Other leisure/hobbies	1	1	1	1	*	1	1	*	*	*
Special public events	*	*	*	1	1	1	1	*	1	*
Special personal events	*	*	*	1	*	1	2	*	*	*
Other day out for leisure	*	1	*	1	1	2	2	*	2	*
Taking part in sports	*	*	*	*	*	1	*	*	*	*
Day out to health/beauty spa	*	*	*	1	-	*	*	*	*	*
<b>Total</b>	<b>19</b>	<b>14</b>	<b>18</b>	<b>37</b>	<b>11</b>	<b>48</b>	<b>43</b>	<b>7</b>	<b>19</b>	<b>16</b>

\* Less 0.5 million visits

### Detailed activity

Table 2.7 overleaf details the volume and value of visits taken to each country and also, by type of place in terms of the list of more specific activities asked about. Figure 2.5 below illustrates the top 20 most popular activities undertaken during visits taken by GB residents in 2013. Note that more than one activity could be undertaken in a single visit.

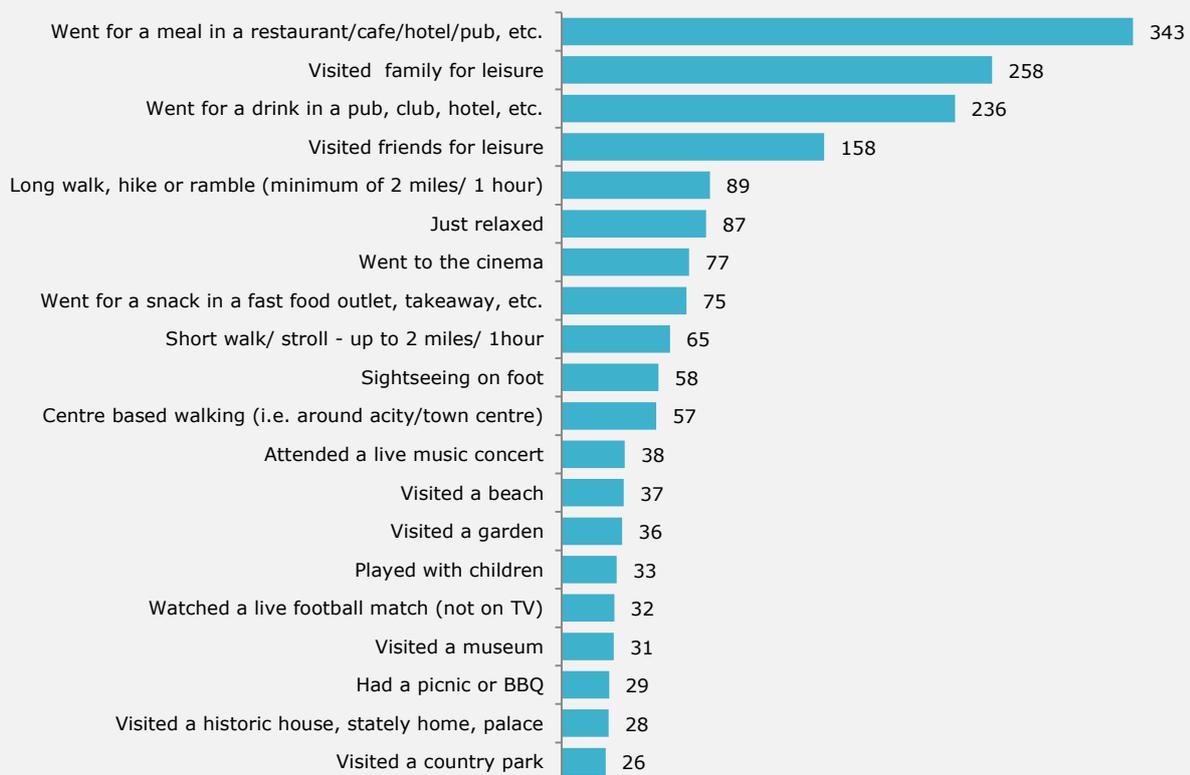
Of this more detailed list of activities, the most frequently undertaken were as follows:

- Going for a meal in a restaurant/café/hotel/pub – 343 million visits (22% of all visits)
- Visiting family for leisure – 258 million visits (16%)
- Having a drink in a pub or club – 236 million visits (15%)
- Visiting friends for leisure – 158 million visits (10%)

While the profile of specific activities undertaken in visits taken in England, Scotland and Wales was broadly similar, visits taken in Scotland were marginally more likely to involve visiting attractions and sightseeing, while visits taken in Wales were marginally more likely to involve walks.

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

Figure 2.5 – 2013 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)**

Detailed activity	Destination country				Type of place			
	GB Millions	England Millions	Scotland Millions	Wales Millions	City/ large town Millions	Small town Millions	Rural Millions	Any coastal/ seaside Millions
<b>Attending events</b>								
Attended a live music concert	38	34	2	1	25	5	4	3
Attended a music festival	10	9	*	1	4	2	3	1
Attended an indoor exhibition	17	14	2	1	10	2	3	*
Attended an outdoor fair/exhibition/show	26	22	2	2	6	5	11	2
Attended another arts/cultural festival	13	11	1	1	9	2	1	1
Attended a food/local produce event	13	11	1	1	5	3	3	1
Other arts/cultural event/show	16	15	1	1	10	2	3	1
Watched a live football match (not on TV)	32	27	3	1	20	7	3	1
Watched other live sport (not on TV)	22	19	2	2	12	4	5	1
<b>Net: Attending events</b>	<b>166</b>	<b>145</b>	<b>13</b>	<b>8</b>	<b>90</b>	<b>30</b>	<b>30</b>	<b>11</b>
<b>Walking</b>								
Centre based walking	57	48	6	3	28	11	7	10
Short walk/stroll – up to 2 miles	65	55	6	5	18	13	15	16
Long walk, hike or ramble	89	73	8	7	18	12	42	14
<b>Net: Any walking</b>	<b>189</b>	<b>159</b>	<b>16</b>	<b>14</b>	<b>55</b>	<b>32</b>	<b>61</b>	<b>35</b>
<b>Active pursuits/sports other than walking</b>								
Cycled – on a road/surfaced path	18	15	1	1	5	4	8	2
Went to the gym, aerobics class, etc.	12	10	1	1	6	5	*	1
Played golf	13	11	2	1	2	2	6	2
Running, jogging, orienteering	8	6	1	1	3	2	2	1
Swimming	14	12	1	1	4	3	2	4
Outdoor sports	10	9	1	*	4	3	2	1
<b>Net: Active pursuits/sports</b>	<b>100</b>	<b>84</b>	<b>8</b>	<b>7</b>	<b>31</b>	<b>23</b>	<b>29</b>	<b>14</b>
<b>Visiting attractions and sightseeing</b>								
Went on a guided tour	13	11	1	1	7	2	3	1
Sightseeing by car	18	12	4	2	3	3	6	5
Sightseeing on foot	58	49	5	4	21	10	11	15
<b>Net: Sightseeing/guided tours</b>	<b>83</b>	<b>67</b>	<b>9</b>	<b>6</b>	<b>30</b>	<b>14</b>	<b>18</b>	<b>18</b>
Visited a cathedral, church, abbey or other religious building	18	15	2	1	9	4	3	1
Visited a castle/other historic site	20	15	3	2	7	4	5	2
Visited a historic house, stately home, palace	28	24	2	2	7	5	12	2
Visited a museum	31	26	4	2	19	4	4	2
<b>Net: Visiting heritage</b>	<b>85</b>	<b>69</b>	<b>9</b>	<b>5</b>	<b>36</b>	<b>15</b>	<b>23</b>	<b>7</b>
Visited a beach	37	29	4	5	4	2	3	27

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

Detailed activity	Destination country				Type of place			
	GB	England	Scotland	Wales	City/ large town	Small town	Rural	Any coastal/ seaside
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visited a country park	26	21	3	2	6	5	12	2
Visited a garden	36	31	3	2	10	7	14	4
Visited a theme/ amusement park	15	14		1	3	2	4	3
Visited a wildlife attraction/nature reserve	15	13	1	1	2	2	9	2
Visited a zoo/safari park	14	12	1	*	5	3	4	1
Visited an art gallery	9	8	1	1	6	1	1	1
Visited another type of attraction	20	16	2	1	6	2	6	4
Viewed architecture	19	17	1	1	8	4	4	2
<b>Net: Visiting attractions and sightseeing</b>	<b>248</b>	<b>206</b>	<b>24</b>	<b>16</b>	<b>81</b>	<b>38</b>	<b>69</b>	<b>50</b>
<b>Eating and drinking</b>								
Went for a drink in a pub, club, etc.	236	207	18	10	125	53	36	19
Went for a meal in a restaurant/café, etc.	343	294	28	19	151	77	68	39
Went for a snack in a fast food outlet,	75	65	6	4	38	14	9	12
<b>Net: Eating and drinking</b>	<b>527</b>	<b>457</b>	<b>40</b>	<b>28</b>	<b>248</b>	<b>119</b>	<b>97</b>	<b>55</b>
<b>Friends and family</b>								
Visited family for leisure	258	222	20	15	90	77	67	20
Visited friends for leisure	158	139	11	7	62	45	37	10
Played with children	33	28	2	3	7	6	9	9
<b>Net: Friends and family</b>	<b>422</b>	<b>367</b>	<b>32</b>	<b>23</b>	<b>151</b>	<b>122</b>	<b>105</b>	<b>36</b>
<b>Other activities</b>								
Went to the cinema	78	65	7	4	51	18	3	2
Went to the theatre	24	22	1	1	18	2	2	2
Had a picnic or BBQ	29	23	3	2	7	4	10	6
Just relaxed	87	72	9	5	24	17	23	19
Spa treatments	7	6	*	1	3	2	2	*
Sunbathing	12	9	2	2	2	2	1	7
Watched wildlife, bird watching	15	12	2	2	1	2	9	2
<b>Total</b>	<b>1,588</b>	<b>1,370</b>	<b>124</b>	<b>89</b>	<b>681</b>	<b>365</b>	<b>362</b>	<b>142</b>

\* Less than 0.5 million visits

## Accessibility and ethnicity

In 2013 respondents were asked whether they or any members of the party during their visit have any of the following disabilities or impairments. In one in five (21%) Tourism Day Visits the visitor or a member of the party had one or more of these conditions, with 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 2013 by disabilities or impairments in party

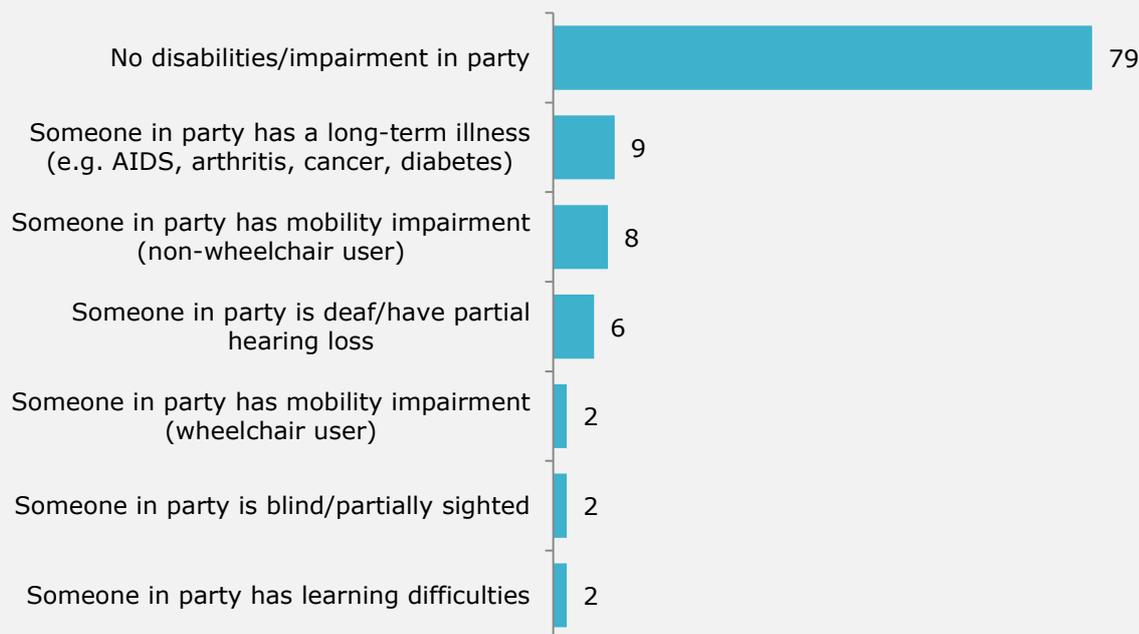


Table 2.7.1 overleaf illustrates the volume of visits where there was a member of the party with a disability or impairment, shown by country of visit and main type of place visited. The volume of visits taken where a party member had a disability or impairment was fairly even across the individual nations, though Scotland and Wales saw slightly higher proportions (23% and 22% respectively) and Wales was slightly more likely to see visits taken by those who had a long-term illness. Levels of expenditure on Tourism Day Visits where there was a disability or impairment in the party were fairly consistent with the volumes of trips taken and in Scotland, this meant that nearly a quarter of the total expenditure on visits was spent by these parties.

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

Disability or impairment in party	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	139	116	12	11	£4,955	£4,060	£531	£358
Someone in party has mobility impairment (non-wheelchair user)	127	106	12	9	£4,470	£3,689	£510	£271
Someone in party is deaf/have partial hearing loss	89	75	7	6	£3,184	£2,803	£251	£129
Someone in party has mobility impairment (wheelchair user)	38	33	3	2	£1,221	£1,070	£75	£77
Someone in party is blind/partially sighted	31	27	3	1	£1,252	£1,141	£65	£36
Someone in party has learning difficulties	28	25	2	1	£1,013	£849	£111	£43
<b>Net: Disability or impairment in party</b>	<b>321</b>	<b>271</b>	<b>29</b>	<b>20</b>	<b>£11,180</b>	<b>£9,368</b>	<b>£1,110</b>	<b>£677</b>
No disabilities/impairments in party	1267	1099	95	69	£42,767	£36,656	£3,537	£2,384
<b>Total</b>	<b>1588</b>	<b>1370</b>	<b>124</b>	<b>89</b>	<b>£53,947</b>	<b>£46,024</b>	<b>£4,647</b>	<b>£3,061</b>

Table 2.7.2 depicts the volume of visits taken by those with disabilities or impairments across each of the English regions, and shows that Yorkshire and Humberside and the East Midlands saw the highest proportion of visits taken by those with a disability or impairment in the party. London saw the lowest proportion of visits taken by those with a disability or impairment, accounting for just 15% of all Tourism Day Visits to this region. The West Midlands and North East of England also saw lower proportions of visits taken by this type of party.

**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
<b>Main activity</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	5	14	13	9	12	12	16	22	14
Someone in party has mobility impairment (non-wheelchair user)	5	13	14	11	7	10	14	19	14
Someone in party is deaf/have partial hearing loss	4	10	7	5	6	9	12	13	9
Someone in party has mobility impairment (wheelchair user)	1	5	4	4	4	4	6	4	2
Someone in party is blind/partially sighted	1	5	5	2	2	3	5	3	3
Someone in party has learning difficulties	1	3	2	3	2	2	6	3	3
<b>Net: Disability or impairment in party</b>	<b>14</b>	<b>34</b>	<b>32</b>	<b>25</b>	<b>24</b>	<b>27</b>	<b>39</b>	<b>45</b>	<b>33</b>
No disabilities/impairments in party	61	126	102	78	109	104	223	174	122
<b>Total</b>	<b>74</b>	<b>160</b>	<b>134</b>	<b>103</b>	<b>133</b>	<b>131</b>	<b>262</b>	<b>219</b>	<b>154</b>

As illustrated in Table 2.7.3, the highest shares of Tourism Day Visits taken by those with a disability or impairment were seen in the North region of Wales and South of Scotland (accounting for 32% and 29% to these regions respectively). The South East region of Wales saw the lowest proportion of visits made by those with disabilities/impairments in the party and in Scotland the North region was least likely to see visits by this type of party.

**Table 2.7.3 – Tourism Day Visits: Volume of visits by main activity and Welsh and Scottish destination region (millions)**

Main activity	Welsh destination region					Scottish destination region				
	North Millions	Mid Millions	South West Millions	South East Millions	North Millions	West Millions	East Millions	South Millions	Edinburgh Millions	Glasgow Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	3	1	3	3	1	6	4	1	1	2
Someone in party has mobility impairment (non-wheelchair user)	3	1	2	3	1	5	4	1	2	1
Someone in party is deaf/have partial hearing loss	2	1	1	2	1	3	2	0	1	1
Someone in party has mobility impairment (wheelchair user)	1	1	*	1	0	2	1	0	*	*
Someone in party is blind/partially sighted	*	*	*	1	*	*	1	-	*	*
Someone in party has learning difficulties	*	*	*	0	*	*	1	-	*	*
<b>NET: Disability or impairment in party</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>7</b>	<b>2</b>	<b>12</b>	<b>9</b>	<b>2</b>	<b>4</b>	<b>3</b>
No disabilities/ impairments in party	13	11	14	30	10	38	35	5	15	13
<b>Total</b>	<b>19</b>	<b>14</b>	<b>18</b>	<b>37</b>	<b>12</b>	<b>50</b>	<b>43</b>	<b>7</b>	<b>19</b>	<b>16</b>

\* Less than 0.5 million visits

The 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, the activities that these parties were most likely to have been involved in included days out for 'other leisure' purposes, going out for a meal and going to special public or personal events. Activities that were less likely to have been undertaken by parties where someone had a disability or impairment were going out for entertainment or taking part in sports.

The take-up of different types of activity did vary to some extent by the type of disability/impairment present in the group. For example, visiting friends and relatives and going out for a meal were activities that were more likely to be enjoyed by those where someone in the party had a long-term illness or mobility impairment (non-wheelchair user). Those with learning difficulties were more likely to be involved in more active pursuits such as taking part in sports or outdoor activities. Those with mobility disabilities (wheelchair users) and those who were blind/partially sighted were also more likely to take part in sports. Going out to visitor attractions also saw slightly higher proportions of those where someone in the party had a mobility disability (wheelchair users) or learning disabilities

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

Main activity	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
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	55	49	32	11	10	9	117	428
Going out for a meal	42	38	25	12	7	6	90	308
Going on a night out	19	16	9	4	5	3	41	215
Undertaking outdoor activities	25	19	17	4	5	6	54	203
General day out	19	18	14	6	4	4	45	167
Going out for entertainment	9	9	6	3	2	3	21	121
Special shopping	18	17	11	5	3	3	40	150
Going to visitor attractions	10	10	8	5	2	4	26	102
Watching live sporting events	5	5	6	3	4	3	18	74
Other leisure/hobbies	10	9	8	3	3	2	22	76
Special public events	7	6	5	3	4	3	17	56
Special personal events	5	6	4	3	1	2	13	44
Other day out for leisure	7	8	6	2	3	2	16	51
Taking part in sports	4	3	4	3	3	2	11	54
Day out to health/beauty spa	1	1	2	1	1	2	3	14
<b>Total</b>	<b>139</b>	<b>127</b>	<b>89</b>	<b>38</b>	<b>31</b>	<b>28</b>	<b>321</b>	<b>1267</b>

Table 2.7.5 below shows that there was variation in terms of proportion of visits taken by those with a disability or impairment when viewing visits by type of place visited. City or large town locations were less likely to be visited by those with these conditions, while a quarter of visits to seaside or coastal locations were taken by those with a disability or impairment, particularly those with a long-term illness or mobility impairment (non-wheelchair user).

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

	City/large town		Small town		Village/alrur		Seaside	
	Millions	%	Millions	%	Millions	%	Millions	%
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	51	7%	34	9%	35	10%	16	11%
Someone in party has mobility impairment (non-wheelchair user)	43	6%	32	9%	31	9%	16	11%
Someone in party is deaf/have partial hearing loss	33	5%	20	5%	24	7%	10	7%
Someone in party has mobility impairment (wheelchair user)	11	2%	11	3%	9	2%	5	4%
Someone in party is blind/partially sighted	10	1%	9	2%	7	2%	5	4%
Someone in party has learning difficulties	11	2%	5	1%	9	2%	3	2%
Net: disability or impairment in party	115	17%	77	21%	85	23%	36	25%
No disabilities/impairments in party	565	83%	289	79%	277	77%	105	74%
<b>Total</b>	<b>681</b>		<b>365</b>		<b>362</b>		<b>142</b>	

Table 2.7.6 below shows the number of respondents that took a Tourism Day Visit in 2013, by their ethnic group. As can be seen, the vast majority, around nine in ten of those taking these visits were White – British. Beyond this, the largest ethnic group taking Tourism Day Visits in 2013 was the Asian or Asian British group (2%), followed by those from a mixed ethnic background (1%).

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

	Volume	Expenditure
	<b>GB</b>	<b>GB</b>
<b>Disability or impairment in party</b>	<b>Millions</b>	<b>Millions</b>
<b>White:</b>	<b>1462.9</b>	<b>£49,384</b>
White – British	1380.4	£46,145
White – Irish	14.9	£643
White – other	67.6	£2,597
<b>Mixed:</b>	<b>21.0</b>	<b>£618</b>
White & Black Caribbean	8.2	£206
White & Black African	4.5	£162
White & Asian	5.6	£189
Other mixed background	2.7	£61
<b>Asian or Asian British:</b>	<b>39.3</b>	<b>£1,962</b>
Indian	16.5	£873
Pakistani	12.0	£544
Bangladeshi	6.0	£417
Any other Asian background	4.9	£129
<b>Black or Black British:</b>	<b>18.5</b>	<b>£588</b>
Caribbean	7.2	£209
African	7.8	£327
Other black background	3.5	£52
<b>Chinese or other ethnic group:</b>	<b>15.9</b>	<b>£616</b>
Chinese	9.0	£451
Other ethnic group	6.9	£165
<b>Prefer not to say</b>	<b>30.4</b>	<b>£778</b>

Table 2.7.7 shows the share of ethnic groups taking Tourism Day Visits in the GB compared to the GB population share of ethnic groups, and this reveals that the two profiles are fairly comparable, with only a slight increase in the proportion of those in the White category taking Tourism Day Visits compared to the general population.

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

<b>Disability or impairment in party</b>	Those taking Tourism Day Visits	GB Population
	<b>%</b>	<b>%</b>
	<b>Millions (%)</b>	<b>Millions (%)</b>
White	93%	92%
Mixed	1%	1%
Asian or Asian British	2%	2%
Black or Black British	1%	1%
Chinese or other ethnic group	1%	1%
Prefer not to say	2%	2%

## Visit duration

Around two fifths of the Tourism Day Visits taken by GB residents to destinations in the GB lasted between 3 and 4 hours and 23% lasted between 4 and 5 hours. As illustrated in Figure 2.8 below, the length of visit did not vary to any significant degree between different destination countries.

Figure 2.8 – 2013 Tourism Day Visits: Duration of Tourism Day Visits by destination country (% of total)

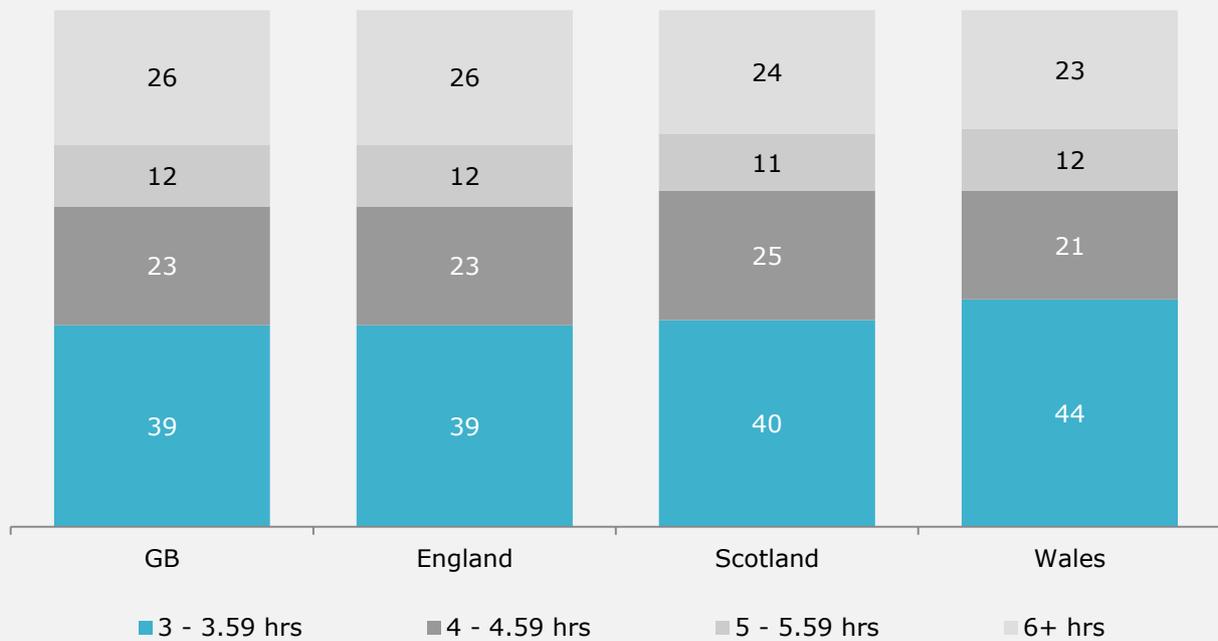


Table 2.8 details visit durations by destination country in terms of the total volume of visits in each duration band and total expenditure during these visits. The greatest number of visits lasted between 3 and 4 hours (620 million visits), and in value terms also accounted for the highest expenditure (£18.5 billion or 34% of total expenditure). This pattern was largely 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	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	620	530	49	39	£18,480	£15,514	£1,723	£1,203
4 hours to 4 hours 59	370	319	31	18	£11,797	£10,006	£1,062	£669
5 hours to 5 hours 59	189	164	14	11	£6,709	£5,829	£506	£352
6 hours or more	409	357	30	21	£16,962	£14,676	£1,356	£837
<b>Total</b>	<b>1,588</b>	<b>1,370</b>	<b>124</b>	<b>89</b>	<b>£53,947</b>	<b>£46,024</b>	<b>£4,647</b>	<b>£3,061</b>

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, it is notable that a large share of visits to seaside destinations were in the longest duration band of 6+ hours (32%).

**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	263	39%	148	41%	143	39%	51	36%
4 hours to 4 hours 59	154	23%	96	26%	82	23%	30	21%
5 hours to 5 hours 59	85	12%	41	11%	43	12%	16	11%
6 hours or more	179	26%	80	22%	94	26%	45	32%
<b>Total</b>	<b>681</b>		<b>365</b>		<b>362</b>		<b>142</b>	

Table 2.10 illustrates the volume of visits by duration and English region of visit. Reflecting the national pattern in all the regions, the highest volumes of visits lasted between 3 and 4 hours. However, visits taken in the South of England were more likely than those taken in other regions to last longer with 3 in 10 visits in the South East and South West lasting for 6 hours or more (a share of 30% for both regions).

**Table 2.10 – Tourism Day Visits: Volume of visits by trip duration and 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	31	61	56	40	50	49	109	78	56
4 hours to 4 hours 59	19	35	34	24	32	32	61	49	35
5 hours to 5 hours 59	10	18	13	12	18	17	33	27	17
6 hours or more	15	47	32	27	34	33	60	65	46
<b>Total</b>	<b>74</b>	<b>160</b>	<b>134</b>	<b>103</b>	<b>133</b>	<b>131</b>	<b>262</b>	<b>219</b>	<b>154</b>

As shown in Table 2.11, visits to the South East and South West of Wales were more likely to be shorter in duration (50% and 46% respectively lasting between 3 to 3 hours 59 mins). In Scotland, visits taken in the North were more likely to last 5 hours or more (42%).

**Table 2.11 – Tourism Day Visits: Volume of visits by trip duration and Wales 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
3 hours to 3 hours 59	8	5	9	17	6	20	16	2	7	6
4 hours to 4 hours 59	4	3	4	7	2	13	12	2	5	4
5 hours to 5 hours 59	2	1	3	4	1	6	5	1	2	2
6 hours or more	5	5	3	8	4	11	11	2	5	4
<b>Total</b>	<b>19</b>	<b>14</b>	<b>18</b>	<b>37</b>	<b>12</b>	<b>50</b>	<b>43</b>	<b>7</b>	<b>19</b>	<b>16</b>

Figure 2.9 overleaf illustrates the distribution of visit duration by main activity undertaken with activities ranked from those most likely to last the shortest duration to those typically lasting the longest. About half of visits where the main activity was going out for entertainment (55%), going for a meal (53%) or special shopping (51%) lasted between 3 and 4 hours. Visits for special personal events (50%), visiting friends and relatives (35%) or visits for other leisure reasons (37%) were more likely to last 6 hours or more.

Figure 2.9 – 2013 Tourism Day Visits: Duration of Tourism Day Visits by main activity undertaken (% of total)

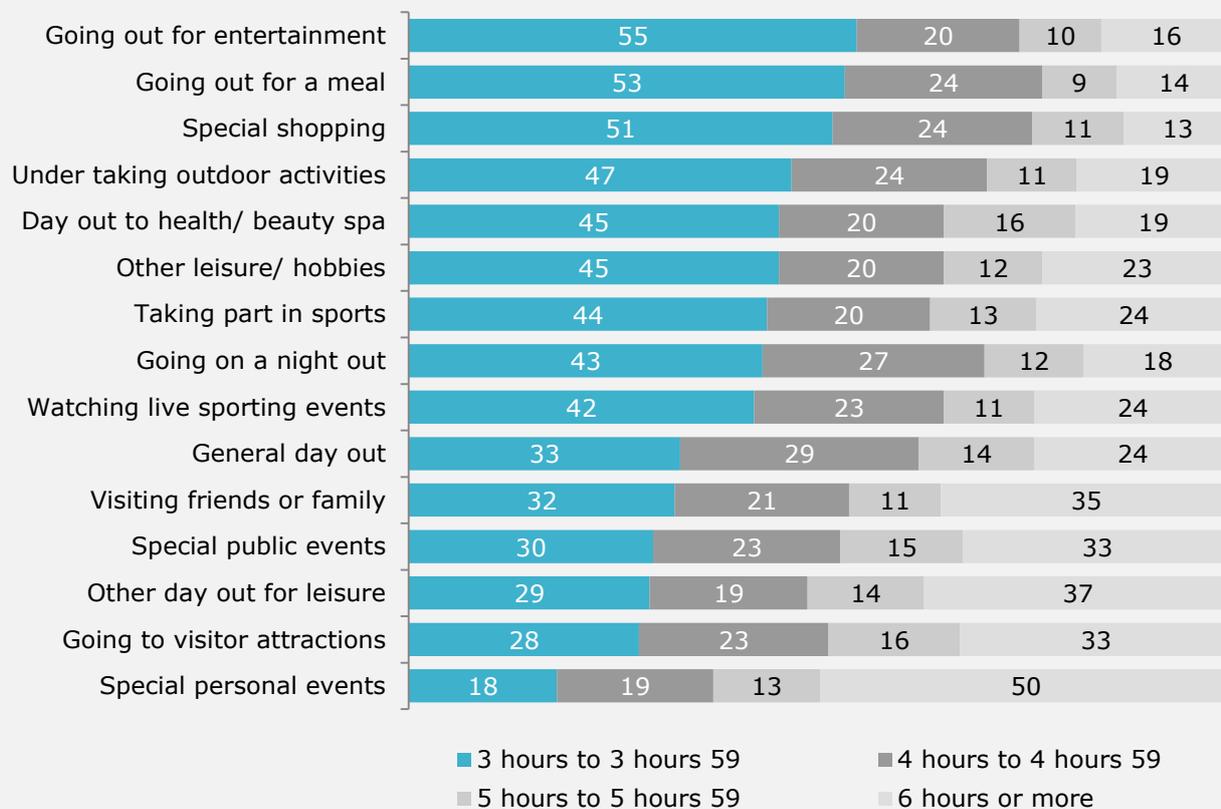


Table 2.12 details the volume of visits by duration and main activity.

**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
	<b>Millions</b>														
3 hours to 3 hours 59	120	60	87	61	56	52	22	11	24	24	13	8	3	41	11
4 hours to 4 hours 59	81	28	39	39	20	26	9	5	14	20	10	8	2	36	7
5 hours to 5 hours 59	43	13	16	17	10	12	6	3	7	13	7	6	1	17	5
6 hours or more	134	16	23	26	16	21	11	6	14	28	15	21	1	29	14
<b>Total</b>	<b>379</b>	<b>116</b>	<b>165</b>	<b>142</b>	<b>102</b>	<b>111</b>	<b>47</b>	<b>25</b>	<b>58</b>	<b>85</b>	<b>44</b>	<b>42</b>	<b>8</b>	<b>123</b>	<b>37</b>

## Visit destination

### Type of place visited

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

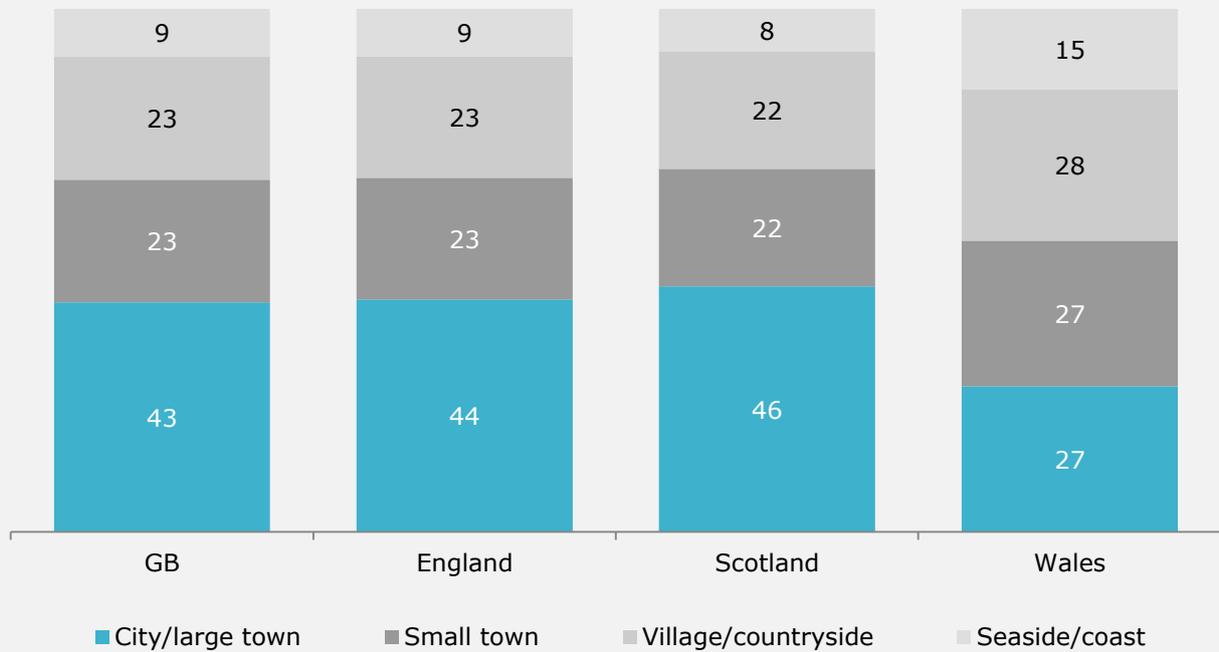
- City/large town
- Small town
- Village
- Rural countryside
- Seaside resort or town
- Seaside coastline – a beach
- Other seaside coastline

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 was their single main destination type.

Figure 2.10 illustrates 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. In Wales, however, this was just over a quarter (27%). Less than one in ten (9%) of Tourism Day Visits in GB were taken by the sea, while Wales was more likely to see visits taken by the seaside/coast (15%) or rural locations (28%).

Figure 2.10 – 2013 Tourism Day Visits: Main type of place visited on Tourism Day Visits by destination country (% of total)

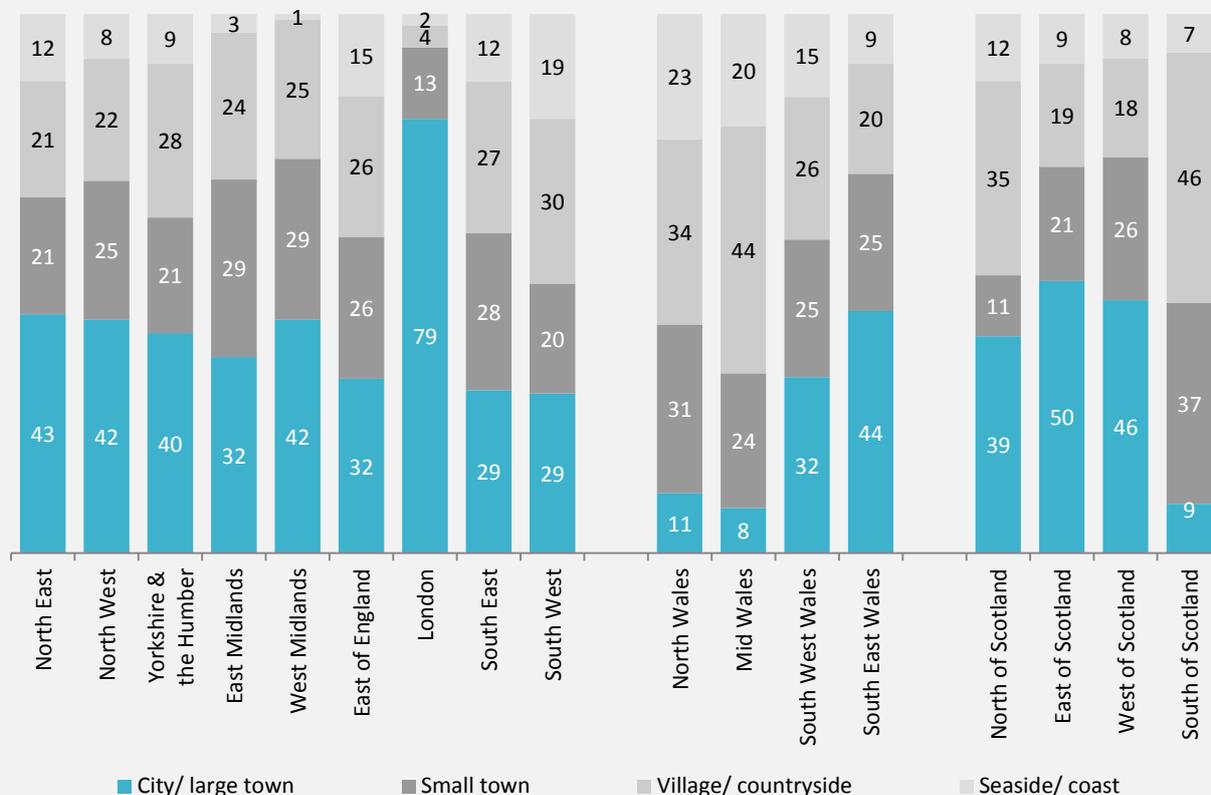


Note: Sum of percentages is less than 100% as in a small proportion of visits (4% overall), respondents did not know or could not select a single main destination type

The profile of main places visited on Tourism Day Visits taken in each of the English and Welsh regions and Scottish areas is shown in Table 2.9. The majority (79%) of visits to London were classed, unsurprisingly, as City/Large town destinations. Visits to the South West of England were more likely to be defined as mainly seaside/coastal or countryside/village locations, (19% and 30% respectively).

In Wales, nearly a quarter (23%) of visits to the North were to seaside/coastal locations, while more than two fifths (44%) of visits to Mid Wales were seen to be rural. The South East of Wales saw the largest proportion of City/large town visits (44%). In Scotland, visits to city/large town locations made up the large proportion of visits across the North, East and West (39%, 50% and 46% respectively), while visits to the South of Scotland were much more likely to be classed as a countryside visit (46%).

Figure 2.11 – 2013 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 illustrates the results relating to the single or main type of place visited in terms of the volume and value of visit. The majority of visits taken were to city/large town locations, accounting for 681 million visits across GB and £27.8 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 23% of visits but only 19% of total spend, and rural locations made up 23% of GB visits but only 18% of its 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 Millions	England Millions	Scotland Millions	Wales Millions	GB Millions	England Millions	Scotland Millions	Wales Millions
City/large town	681	597	57	24	£27,844	£23,995	£2,810	£1,004
Small town	365	313	28	24	£10,230	£8,610	£760	£812
Rural (countryside or village)	362	308	27	25	£9,553	£8,095	£656	£709
Any seaside/coastal	142	117	10	14	£4,744	£3,886	£324	£498
<b>Total</b>	<b>1,588</b>	<b>1,335</b>	<b>123</b>	<b>87</b>	<b>£53,947</b>	<b>£46,024</b>	<b>£4,647</b>	<b>£3,061</b>

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 illustrates 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 Millions	England Millions	Scotland Millions	Wales Millions	GB Millions	England Millions	Scotland Millions	Wales Millions
City/large town	701	614	59	25	£28,494	£24,564	£2850	£1042
Small town	407	346	33	27	£11,992	£9,936	£1035	£950
Rural (countryside or village)	392	332	31	28	£11,135	£9,241	£937	£865
Any seaside/coastal	158	128	13	16	£5,486	£4,493	£411	£546
<b>Total</b>	<b>1,588</b>	<b>1,370</b>	<b>124</b>	<b>89</b>	<b>£53,947</b>	<b>£46,024</b>	<b>£4,647</b>	<b>£3,061</b>

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.

Figure 2.12 illustrates the profile of visits in terms of visitor origins. Overall the majority of visits taken were made by those living in England (87%), with those living in Scotland constituting 8% of visits taken and Welsh residents 5%. Tourism day visits taken in each individual nation are predominantly taken by those who live there, with the vast majority of English trips taken by its residents (97%). Scotland and Wales saw higher proportions of visitors from other nations. Over one in ten (11%) visitors in Scotland and over a fifth (22%) of visitors in Wales were English residents.

Figure 2.12 – 2013 Tourism Day Visits: Origin of visitors by destination country (% of total)

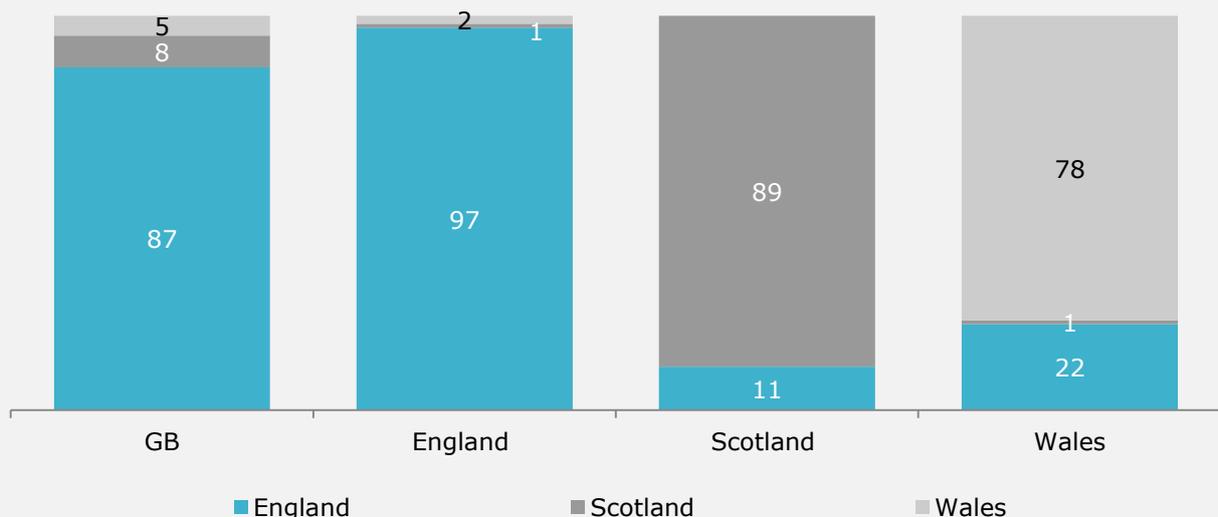


Table 2.15 illustrates the area of origin of visits to each of the English regions. The majority of visits taken in each region were made by people who live in the same area – most notably in the South West (80%) and North West (78%).

**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
<b>Area of origin</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>
Scotland	3	1	3	*	1	1	3	1	*
Wales	*	6	1	2	6	1	4	2	4
North East England	52	6	5	1	2	1	1	1	*
North West England	2	127	8	4	6	1	3	2	1
Yorkshire and the Humber	4	6	103	6	4	2	3	2	2
East Midlands	1	2	6	72	6	5	4	4	1
West Midlands	1	3	3	8	101	4	4	3	2
East of England	1	2	5	7	2	98	9	6	2
London	1	3	3	8	5	13	191	26	8
South East England	2	2	2	3	5	11	31	154	7
South West England	*	4	2	3	6	3	10	12	110
<b>Total</b>	<b>79</b>	<b>162</b>	<b>141</b>	<b>114</b>	<b>144</b>	<b>140</b>	<b>263</b>	<b>213</b>	<b>137</b>

\* Less than 0.5 million visits

In Wales (Table 2.16) the North and Mid regions see more visitors from outside Wales (making up 46% and 51% 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
<b>Area of origin</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>
North Wales	10	1	0	0
Mid Wales	0	3	1	1
South West Wales	0	1	10	3
South East Wales	0	1	3	23
North West England	4	1	1	1
West Midlands	3	1	0	2
South West England	1	1	1	3
South East England	0	0	1	1
Other outside Wales	2	4	2	3
<b>Total</b>	<b>19</b>	<b>14</b>	<b>18</b>	<b>37</b>

\* Less than 0.5 million visits

In Scotland (Table 2.17) most visits taken in the West, East and South of Scotland originate from within the same area, while visits to the North of Scotland saw two fifths (38%) from those living in other Scottish regions, and nearly a quarter of visitors (24%) coming from outside 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
<b>Area of origin</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>
North Scotland	4	1	1	-
West Scotland	2	39	10	1
East Scotland	3	6	26	1
South Scotland	-	1	1	3
Outside Scotland	3	2	6	2
<b>Total</b>	<b>12</b>	<b>50</b>	<b>43</b>	<b>7</b>

\* Less than 0.5 million visits

### Sub-regional estimates

The large combined survey sample size accumulated over the first three 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 the former Area Tourist Board areas 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 (for clarity darker shading has been used on these tables to distinguish them from other results which related to 2012 only). 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 two year period, the largest volumes of Tourism Day Visits were taken to London (average of 298 million visits per year) followed by Greater Manchester (56 million visits) and West Yorkshire (52 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 (35 million), Manchester (29 million), City of Westminster (28 million), Birmingham (24 million) and Leeds (23 million).

**Table 2.18 – Tourism day visits: Volume of visits and expenditure by english ceremonial county – three year annual averages 2011-2013**

	Visits <b>Millions</b>	Expenditure <b>£ Millions</b>	Total Sample 2011-2013 <b>Visits</b>
Bedfordshire	8.9	£214.2	284
Berkshire	13.5	£426.9	489
Bristol/Bath area	22.8	£776.2	835
Buckinghamshire	16.5	£645.5	536
Cambridgeshire	21.3	£673.8	607
Cheshire	25.9	£1,016.4	1040
Cornwall and Isles of Scilly	22.9	£847.1	700
Cumbria	17.0	£589.6	576
Derbyshire	24.0	£612.9	762
Devon	40.5	£1,226.8	1300
Dorset	17.1	£569.2	522
Durham	11.1	£284.5	362
East Sussex	25.3	£997.4	875
Essex	35.5	£896.0	977
Gloucestershire	14.6	£890.4	549
Greater Manchester	56.1	£1,959.3	1777
Hampshire	38.5	£1,311.2	1307
Herefordshire	5.4	£139.9	230
Hertfordshire	18.1	£429.1	543
Isle of Wight	4.5	£131.7	157
Kent	43.9	£1,436.5	1456
Lancashire	36.0	£1,060.8	1091
Leicestershire	18.8	£542.9	586
Lincolnshire	22.5	£700.8	669
London	298.1	£8,439.4	8961
Merseyside	29.8	£3,455.4	891
Norfolk	37.8	£954.1	930
North Lincolnshire/Humberside	20.6	£839.5	909
North Yorkshire	34.4	£911.9	1236
Northamptonshire	13.2	£660.3	580
Northumberland	9.9	£360.4	373
Nottinghamshire	22.8	£936.5	625
Oxfordshire	15.6	£504.4	595
Rutland	1.4	£211.7	207
Shropshire	12.6	£274.2	313
Somerset	12.2	£408.1	380
South Gloucestershire	3.2	£198.0	229
South Yorkshire	25.2	£520.6	723
Staffordshire	22.3	£697.0	710
Suffolk	19.4	£528.1	553
Surrey	22.7	£565.6	690
Tees Valley	6.0	£330.5	378

**Table 2.18 – Tourism day visits: Volume of visits and expenditure by english ceremonial county – three year annual averages 2011-2013**

	Visits	Expenditure	Total Sample 2011-2013
	<b>Millions</b>	<b>£ Millions</b>	<b>Visits</b>
Tyne and Wear	23.2	£803.6	538
Warwickshire	14.3	£591.2	559
West Midlands	51.1	£1,098.4	1213
West Sussex	18.5	£1,152.2	930
West Yorkshire	52.4	£1,027.5	1758
Wiltshire	15.9	£681.9	861
Worcestershire	15.0	£458.7	479

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 £33. 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 2011-2013**

	Visits	Expenditure	Total Sample 2011-2013
	<b>Millions</b>	<b>£ Millions</b>	<b>Visits</b>
City of London	34.69	£1,892.99	1017
Manchester	29.12	£1,340.60	954
Westminster	27.55	£1,679.00	925
Birmingham	23.72	£827.09	767
Leeds	22.64	£663.92	899
Cornwall	22.55	£833.20	694
Liverpool	14.5	£576.15	491
Camden	13.51	£502.75	427
Norwich	13.5	£563.15	282
Bristol	12.83	£506.71	446
Cheshire West and Chester	12.29	£487.45	579
Wiltshire	11.99	£314.25	389
Brighton and Hove	11.5	£533.63	369
Kensington and Chelsea	11.44	£568.91	391
Islington	11.3	£338.64	288
Sheffield	11.2	£374.98	432
Southwark	11.11	£239.27	311
Nottingham	10.83	£706.85	348
Newcastle upon Tyne	10.71	£408.55	346
York	10.64	£379.69	375

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 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.

In Wales (Table 2.20), the most visited Regional Tourism Partnership region was South East Wales which was the destination for an average of 43 million visits per year.

**Table 2.20 – Tourism day visits: Volume of visits and expenditure by wales region – three year annual averages 2011-2013**

	Visits <b>Millions</b>	Expenditure <b>£ Millions</b>	Total Sample 2011-2013 <b>Visits</b>
North Wales	23.67	£722	1,597
Mid Wales	11.00	£371	730
South West Wales	20.67	£660	1,800
South East Wales	41.00	£1,556	3,397

In Scotland (Table 2.21), the West of Scotland saw the highest volume of visits overall, with an average of 56 million over the past three years. The East Scotland region follows closely in terms of volume with 47 million. The South region of Scotland sees the smallest number of visits at an average of 8 million per year.

**Table 2.21 – Tourism day visits: Volume of visits and expenditure by scottish regions – three year annual averages 2011-2013**

	Visits <b>Millions</b>	Expenditure <b>£ Millions</b>	Sample <b>Visits</b>
North of Scotland	18.67	£842	1,079
West of Scotland	56.33	£1,997	3,333
East of Scotland	46.67	£1,965	2,773
South of Scotland	7.67	£217	399

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 £33. 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.

## 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

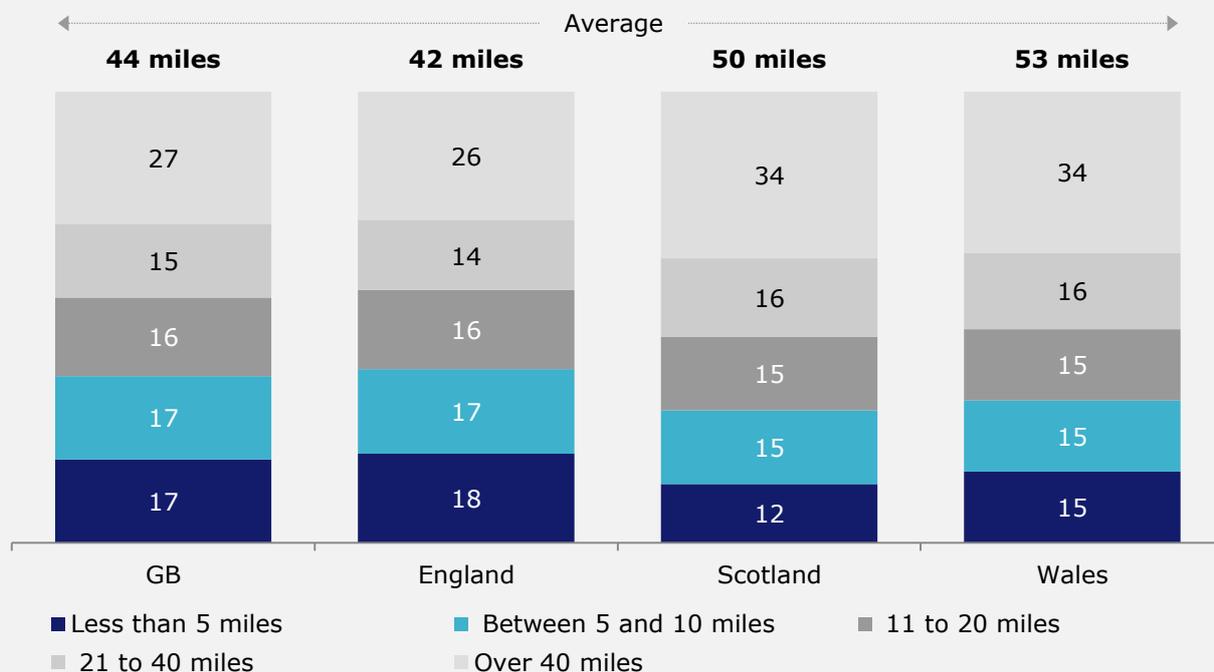
In the analysis of this data, average distances have been calculated by applying mid points to each of these ranges (e.g. a value of 15.5 miles is applied to a response of 11 to 20 miles) while a response of over 300 miles was given a value of 350 miles.

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 44 miles. As shown in Figure 2.13, distances travelled varied by country from 42 miles in England, 50 miles in Scotland and 53 miles in Wales. Reflecting these variations, while 40% of all visits taken in England involved a journey of over 20 miles, this proportion increased to 50% in Wales and Scotland.

Figure 2.13 – 2013 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. A wide range of distances travelled on Tourism Day Visits can be seen with around 1 in 6 visits (270 million) involving a journey of five miles or less while 222 million visits involved a journey of over 80 miles.

Reflecting the likely higher spend during visits involving longer journeys (for example on fuel and food and drink), 20% of expenditure (£10.6 billion) was on journeys of over 100 miles, even though journeys of this distance accounted for only 10% of all GB visits. We see a similar pattern 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)**

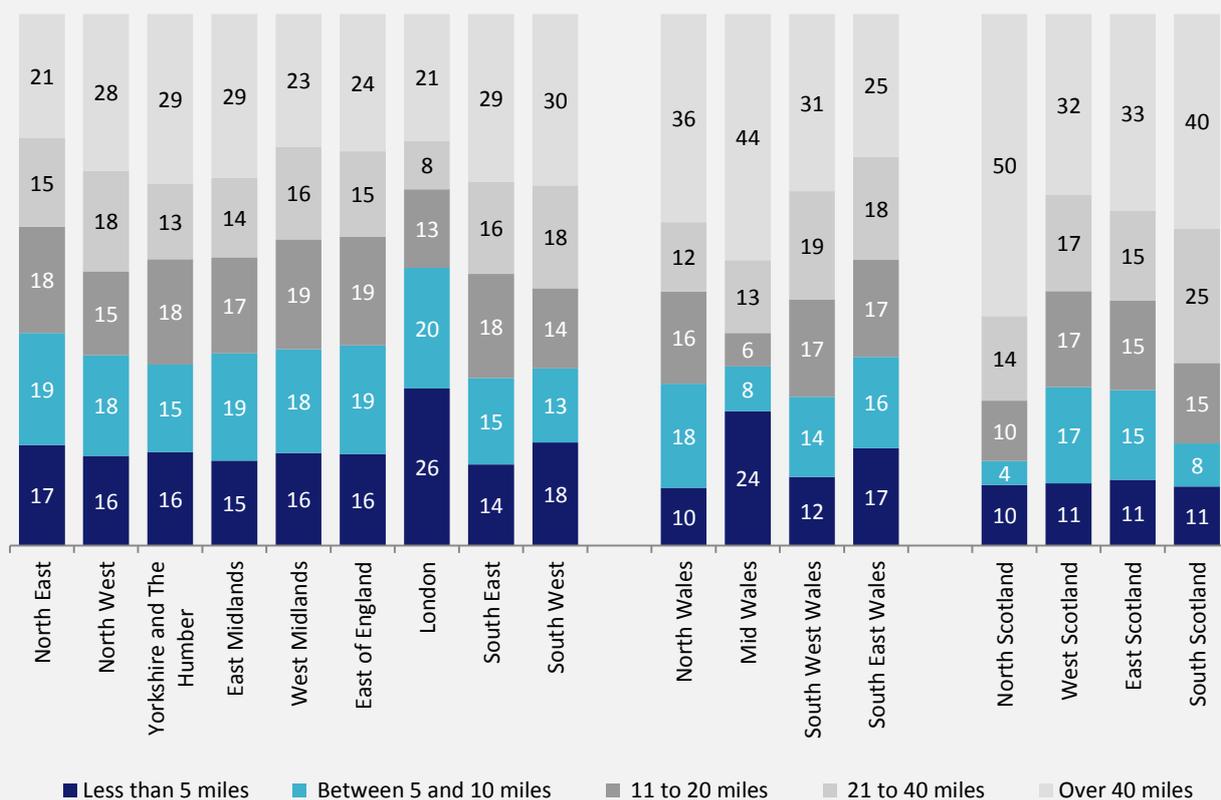
	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	270	242	15	13	£5,554	£5,013	£283	£246
Between 5 and 10 miles	269	236	19	13	£6,838	£5,966	£548	£324
11 to 20 miles	255	223	19	13	£7,722	£6,879	£541	£301
21 to 40 miles	233	198	20	14	£8,416	£6,913	£924	£546
41 to 60 miles	126	106	13	7	£4,942	£4,002	£631	£300
61 to 80 miles	79	63	10	6	£3,410	£2,750	£367	£285
81 to 100 miles	59	48	6	5	£2,896	£2,398	£273	£226
Over 100 miles	163	137	13	12	£10,551	£8,951	£790	£695
<b>Total</b>	<b>1,588</b>	<b>1,370</b>	<b>124</b>	<b>89</b>	<b>£53,947</b>	<b>£46,024</b>	<b>£4,647</b>	<b>£3,061</b>

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. In England the average distance travelled was smallest on visits taken to places in the West Midlands and the East of England (38 miles for both) while the average distance was greatest on visits taken to destinations in the South West of England (49 miles). Longer distances were recorded for visits to Mid Wales (79 miles) and the North of Scotland (95 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.

Figure 2.14 – 2013 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%

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 and South East 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	12	25	22	16	21	21	68	30	28
Between 5 and 10 miles	15	28	20	19	24	25	52	33	20
11 to 20 miles	14	24	24	18	25	25	33	39	21
21 to 40 miles	11	28	18	15	22	20	21	36	27
41 to 60 miles	4	15	11	10	11	11	13	19	12
61 to 80 miles	3	8	8	6	5	6	8	12	8
81 to 100 miles	3	6	7	4	3	3	8	7	7
Over 100 miles	7	15	13	10	11	11	25	25	19
Don't know	7	11	11	6	10	9	34	19	12
<b>Total</b>	<b>74</b>	<b>160</b>	<b>134</b>	<b>103</b>	<b>133</b>	<b>131</b>	<b>262</b>	<b>219</b>	<b>154</b>
<b>Average distance travelled (miles)</b>	<b>40</b>	<b>43</b>	<b>43</b>	<b>43</b>	<b>38</b>	<b>38</b>	<b>39</b>	<b>45</b>	<b>49</b>

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 diversity 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. Looking at specific Scottish cities, Edinburgh tended to attract visitors from further afield than Glasgow.

**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 Millions	Mid Millions	South West Millions	South East Millions	North Millions	West Millions	East Millions	South Millions	Edinburgh Millions	Glasgow Millions
Less than 5 miles	2	3	2	6	1	6	5	1	3	1
Between 5 and 10 miles	3	1	3	6	1	9	7	1	3	3
11 to 20 miles	3	1	3	6	1	8	7	1	3	3
21 to 40 miles	2	2	4	7	2	9	7	2	3	3
41 to 60 miles	2	1	2	2	2	5	5	1	2	2
61 to 80 miles	1	1	1	2	1	4	4	1	2	1
81 to 100 miles	2	1	1	1	1	3	2	1	1	1
Over 100 miles	2	4	2	3	3	4	4	1	2	1
Don't know	1	1	1	3	1	6	5	1	-	1
<b>TOTAL</b>	<b>19</b>	<b>14</b>	<b>18</b>	<b>37</b>	<b>12</b>	<b>50</b>	<b>43</b>	<b>7</b>	<b>19</b>	<b>16</b>
<b>Average distance (miles)</b>	<b>51</b>	<b>79</b>	<b>52</b>	<b>40</b>	<b>94</b>	<b>42</b>	<b>48</b>	<b>59</b>	<b>51</b>	<b>45</b>

\* Less than 0.5 million visits

Table 2.25 illustrates the volume of visits by claimed distance travelled and type of place visited. The average distance travelled was longest for visits to seaside locations (59 miles) but shortest on visits taken to places in more urban areas (34 miles on visits to small towns, 45 miles on visits to large towns and cities).

Almost a quarter of visits (22%) 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	119	17%	70	19%	56	15%	18	13%
Between 5 and 10 miles	117	17%	71	20%	56	15%	18	13%
11 to 20 miles	112	16%	63	17%	60	16%	17	12%
21 to 40 miles	92	13%	54	15%	61	17%	20	14%
41 to 60 miles	50	6%	27	7%	33	9%	14	10%
61 to 80 miles	33	5%	15	4%	21	6%	9	6%
81 to 100 miles	22	3%	11	3%	15	4%	9	6%
Over 100 miles	72	11%	27	7%	39	11%	22	16%
Don't know	65	10%	27	7%	23	6%	15	11%
<b>Total</b>	<b>682</b>		<b>365</b>		<b>334</b>		<b>142</b>	
<b>Average distance (miles)</b>	<b>45</b>		<b>34</b>		<b>45</b>		<b>59</b>	

### Claimed distance by activity undertaken

Figure 2.15 illustrates claimed distances travelled on Tourism Day Visits by main activity. Visits where the main activity was going on a night out, going out for a meal, special shopping or undertaking outdoor activities involved the shortest average distances travelled (25, 28, 35 and 35 miles respectively) while the longest average distances were typical on visits where the activity was described as days out for leisure reasons (78 miles) or special personal events (59 miles).

Figure 2.15 – 2013 Tourism Day Visits: Claimed distance by main activity undertaken

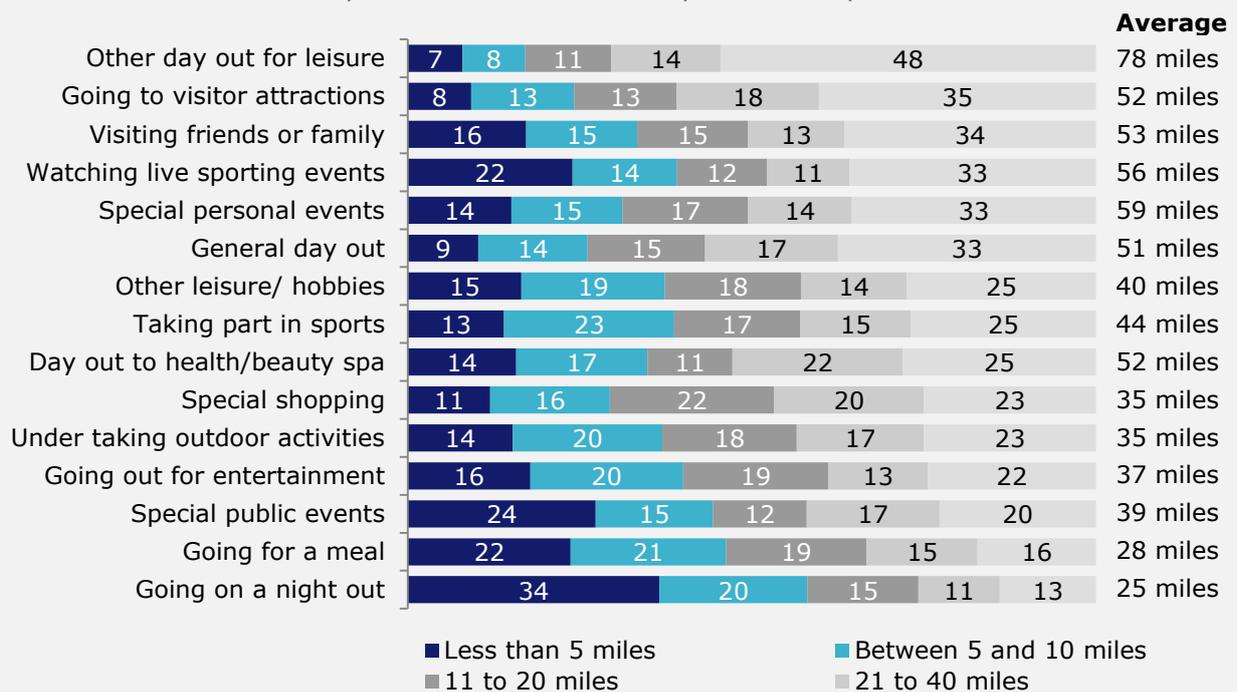


Table 2.26 overleaf details the volume of visits taken by claimed distance travelled and main activity, further illustrating the wide variation in distances travelled on visits where the main purpose was to see friends or family. Also, the predominance of shorter duration visits when the purpose was a meal or night out and the larger volumes of visits to attractions or to attend personal events involving a journey of at least 20 miles.

**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
	<b>Millions</b>														
Less than 5 miles	60	12	37	48	17	16	7	3	13	7	11	6	1	11	3
Between 5 and 10 miles	58	19	35	29	21	22	9	6	8	11	7	6	1	17	3
11 to 20 miles	55	25	31	21	20	20	9	4	7	11	5	7	1	18	4
21 to 40 miles	50	24	25	15	13	19	7	4	6	15	7	6	2	21	5
41 to 60 miles	33	11	9	7	7	11	4	2	5	10	2	4	1	11	5
61 to 80 miles	22	6	4	4	5	4	2	1	2	7	1	2	*	10	3
81 to 100 miles	18	4	5	2	3	3	2	1	3	3	1	1	*	7	2
Over 100 miles	56	7	8	8	7	7	4	2	10	9	4	7	1	14	8
Don't know	27	9	11	10	9	9	4	2	4	11	5	3	1	14	5
<b>Total</b>	<b>379</b>	<b>116</b>	<b>165</b>	<b>142</b>	<b>102</b>	<b>111</b>	<b>47</b>	<b>25</b>	<b>58</b>	<b>84</b>	<b>44</b>	<b>42</b>	<b>8</b>	<b>123</b>	<b>37</b>
<b>Average distance (miles)</b>	<b>53</b>	<b>35</b>	<b>28</b>	<b>25</b>	<b>37</b>	<b>35</b>	<b>40</b>	<b>44</b>	<b>56</b>	<b>52</b>	<b>39</b>	<b>59</b>	<b>52</b>	<b>51</b>	<b>78</b>

\* 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 (75%) but lower in England and Scotland (34%) where larger percentages of visits involved travel by public transport.

Figure 2.16 – 2013 Tourism Day Visits: Main mode of transport on Tourism Day Visits by destination country (% of total)

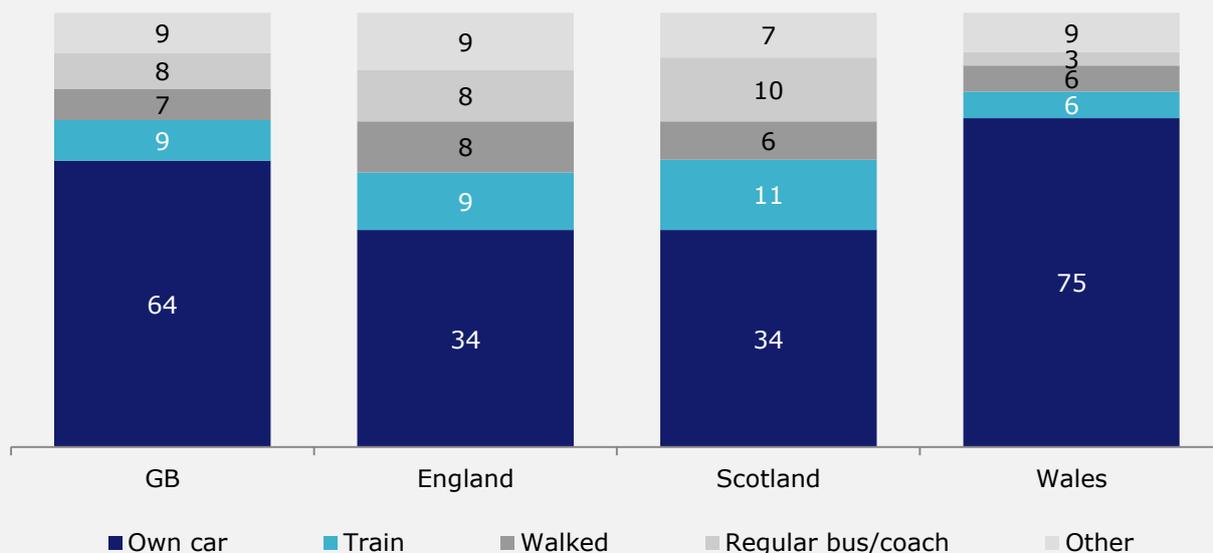


Table 2.27 below details the volume and value of visits by transport used and destination country. Overall, cars were by far the most popular mode of transport in all countries with one billion of GB Tourism Day Visits using this method. Other popular methods of transport included trains (142 million visits), regular bus/coach (123 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 Millions	England Millions	Scotland Millions	Wales Millions	GB Millions	England Millions	Scotland Millions	Wales Millions
<b>Net: Any car</b>	<b>1,035</b>	<b>883</b>	<b>81</b>	<b>67</b>	<b>£35,031</b>	<b>£29,685</b>	<b>£2,837</b>	<b>£2,386</b>
Car – own/ friends/family	1,024	875	80	67	£34,187	£28,994	£2,806	£2,276
Car – hired	11	9	2	0	£844	£691	£31	£110
<b>Net: Public transport</b>	<b>266</b>	<b>230</b>	<b>26</b>	<b>9</b>	<b>£10,598</b>	<b>£8,899</b>	<b>£1,265</b>	<b>£422</b>
Train	142	123	13	6	£6,914	£5,915	£636	£352
A regular bus\coach	123	108	13	3	£3,684	£2,985	£630	£70
Organised coach tour	18	15	1	2	£792	£642	£105	£41
Taxi	37	33	3	1	£1,662	£1,445	£164	£53
Walked\on foot	116	103	7	6	£2,122	£1,879	£155	£87
Bicycle	21	18	2	1	£132	£125	£3	£4
Minibus	5	4	0	1	£180	£171	£3	£6
Motor cycle	6	5	1	1	£207	£156	£4	£7
Tube	46	45	0	0	£1,466	£1,421	£41	£4
Tram	7	7	0	0	£202	£202	£0	£0

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

	Visits				Expenditure			
	GB Millions	England Millions	Scotland Millions	Wales Millions	GB Millions	England Millions	Scotland Millions	Wales Millions
Motorised caravan\campervan	6	5	0	0	£241	£224	£5	£12
Plane	4	5	0	0	£447	£362	£37	£16
Boat\ship\ferry	4	3	1	0	£185	£172	£12	*
Lorry\truck\van	5	3	0	1	£305	£302	*	£3
Other	14	13	1	1	£375	£341	£15	£19
<b>Total</b>	<b>1,588</b>	<b>1,370</b>	<b>124</b>	<b>89</b>	<b>£53,947</b>	<b>£46,024</b>	<b>£4,647</b>	<b>£3,061</b>

\* Less than 0.5 million visits

Figure 2.17 illustrates the main mode of transport used by region visited. While travelling by car dominates for visits across most regions, though London is notably different, where a third of visits were taken by car but larger proportions were taken by public transport. In other regions, the highest proportion of visits made by car were to more characteristically rural destinations in the South of Scotland (85%), the North of Wales (82%) and the South West of England (77%).

Figure 2.17 – 2013 Tourism Day Visits: Main mode of transport on Tourism Day Visits by region visited (% of total)

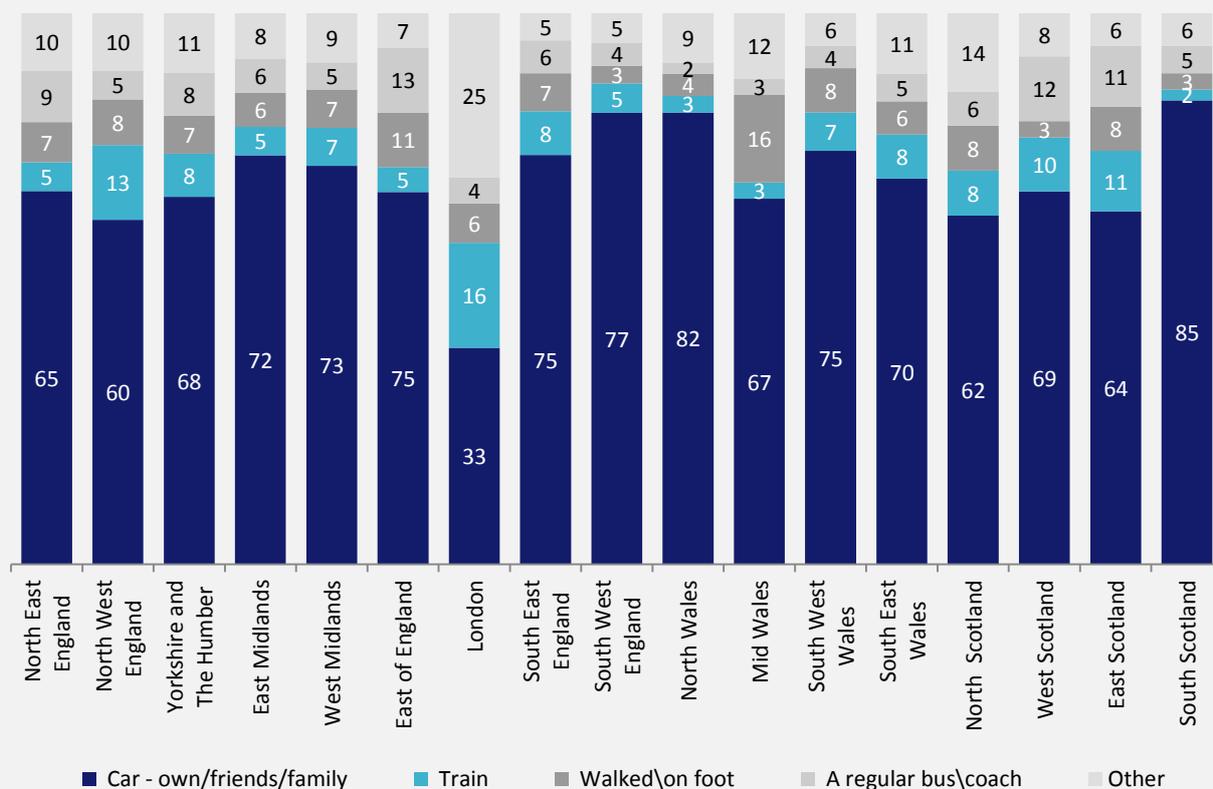


Table 2.28 below provides further details of the volumes of visits taken by mode of transport and English region, emphasising the large volumes of car borne journeys taken, particularly in the South East (166 million visits) and South West (118 million visits).

**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
<b>Net: Any car</b>	<b>49</b>	<b>97</b>	<b>92</b>	<b>75</b>	<b>98</b>	<b>99</b>	<b>90</b>	<b>166</b>	<b>118</b>
Car – own/ friends/family	48	96	91	75	97	99	86	165	118
Car – hired	1	1	*	*	1	*	4	1	0
<b>Net: Public transport</b>	<b>13</b>	<b>35</b>	<b>18</b>	<b>13</b>	<b>17</b>	<b>13</b>	<b>76</b>	<b>28</b>	<b>17</b>
Train	4	20	10	5	9	7	42	18	8
A regular bus\coach	9	14	7	9	9	7	34	10	10
Organised coach tour	1	2	1	1	1	1	3	3	2
Taxi	4	6	5	2	4	2	8	3	1
Walked\on foot	5	12	10	8	8	9	29	13	10
Bicycle	1	1	4	1	1	1	5	2	2
Minibus	*	1	*	1	*	1	1	*	*
Motor cycle	*	*	*	1	*	*	1	1	1
Tube	0	*	*	*	1	1	42	1	0
Tram	*	4	1	*	*	0	1	*	0
Motorised caravan\ campervan	*	*	1	1	1	1	*	0	1
Plane	*	1	*	0	*	*	1	*	*
Boat\ship\ferry	0	*	1	0	0	0	1	1	0
Lorry\truck\van	0	*	1	*	1	*	1	*	*
Other	1	2	1	1	1	1	4	1	1
<b>Total</b>	<b>74</b>	<b>160</b>	<b>133</b>	<b>105</b>	<b>134</b>	<b>130</b>	<b>264</b>	<b>239</b>	<b>155</b>

\* Less than 0.5 million visits

Table 2.29 illustrates 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 village/rural locations and small towns were the most likely to be taken by car (77% and 72% of total respectively) 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 24% 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	%
<b>Net: Any car</b>	<b>365</b>	<b>54%</b>	<b>263</b>	<b>72%</b>	<b>279</b>	<b>77%</b>	<b>100</b>	<b>70%</b>
Car – own/friends/family	360	52%	261	71%	276	76%	99	70%
Car – hired	5	1%	2	1%	3	1%	1	*
<b>Net: Public transport</b>	<b>166</b>	<b>24%</b>	<b>50</b>	<b>14%</b>	<b>28</b>	<b>8%</b>	<b>17</b>	<b>12%</b>
Train	90	13%	26	7%	16	4%	10	7%
A regular bus\coach	76	11%	25	7%	13	3%	7	5%
Organised coach tour	8	1%	2	1%	5	1%	4	2%
Taxi	20	3%	10	3%	5	1%	1	1%
Walked\on foot	54	8%	25	7%	23	6%	11	7%
Bicycle	7	1%	5	1%	8	2%	2	1%
Minibus	2	1%	1	*	1	*	1	1%
Motor cycle	2	*	1	*	2	1%	1	1%
Tube	41	6%	1	*	2	*	1	1%
Tram	4	1%	1	*	*	*	1	1%
Motorised caravan\ campervan	1	*	1	*	4	1%	*	*
Plane	2	*	*	*	1	*	1	1%
Boat\ship\ferry	1	*	*	*	*	*	1	1%
Lorry\truck\van	1	*	1	*	2	1%	*	*
<b>TOTAL</b>	<b>681</b>		<b>365</b>		<b>362</b>		<b>142</b>	

\* 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 around a third of GB visits involve no expenditure (34%), over a fifth (21%) involved spend of more than £50. The distribution of spend did not vary much across the individual nations, though a slightly higher average spend can be seen in Scotland (£38 compared to £34 in other nations).

Figure 2.18 – 2013 Tourism Day Visits: Expenditure on Tourism Day Visits by destination country (% of total)



Table 2.30 overleaf provides the results of further 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 (£79), spending four times as much as those where the main activity was visiting their friends or family (£19). Average spend also varied by type of place from £41 on visits to cities/large towns to just £26 on visits to rural destinations.

Within the English regions, the highest average spend per visit was recorded in North East England (£38) and the West Midlands (£36) whilst the lowest levels were recorded in the East Midlands (£28).

In Wales, average spend was highest in South West Wales (£36) and lowest in North Wales (£29), while in Scotland the average spend was fairly even across the regions, though the North and West saw slightly higher average expenditure (£39 for both).

**Table 2.30 – Tourism Day Visits – Average spend per visit (including zero spend)**

<b>Main visit activity</b>		<b>English regions (former GORs)</b>	
Special shopping	£79	North East England	£38
Day out to health/beauty spa	£44	North West England	£35
Going out for a meal	£43	Yorkshire and The Humber	£32
Going to visitor attractions	£41	East Midlands	£28
Going out for entertainment	£37	West Midlands	£36
Watching live sporting events	£37	East of England	£32
Special public events	£36	London	£35
Going on a night out	£35	South East England	£32
Other day out for leisure	£33	South West England	£33
Special personal events	£33	<b>Welsh regions (Regional Tourism Partnerships)</b>	
Taking part in sports	£29	North	£29
General day out	£27	Mid	£34
Other leisure/hobbies	£25	South West	£36
Undertaking outdoor activities	£20	South East	£31
Visiting friends or family	£19		
<b>Type of place visited</b>		<b>Scottish regions (see page 6 for details)</b>	
City/large town	£41	North	£39
Any seaside/coastline	£33	West	£38
Small town	£28	East	£39
Rural (countryside or village)	£26	South	£37

## Items purchased

Table 2.31 overleaf illustrates the **proportions of Tourism Day Visits involving expenditure on different items**. Over seven in ten Tourism Day Visits taken in GB in 2013 saw any amount of expenditure. Eating and drinking during these visits saw the greatest proportion of expenditure with money spent in cafes, restaurants etc. accounting for 45% and 16% for food bought in shops or takeaways. Purchasing fuel accounted for the largest part of money spent on transport during visits, while one in ten visits saw money spent on bus fares or car parking. 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
<b>Expenditure items</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Any expenditure	72%	72%	74%	72%
No expenditure	28%	28%	26%	28%
<b>Net: Transport</b>	<b>33%</b>	<b>33%</b>	<b>34%</b>	<b>33%</b>
Fuel	15%	14%	16%	22%
Bus fares, car parking	10%	10%	10%	9%
Rail, tube or tram tickets	9%	9%	8%	5%
Water transport	1%	1%	1%	*
Air transport	*	*	*	*
Car/other vehicle hire	*	*	1%	*
<b>Net: Eating and drinking</b>	<b>57%</b>	<b>57%</b>	<b>58%</b>	<b>58%</b>
Eating/drinking out in cafes, restaurants, etc.	45%	47%	49%	49%
Food bought in shops/ takeaways and consumed on trip	16%	16%	18%	17%
<b>Net: Entrance charges</b>	<b>17%</b>	<b>17%</b>	<b>19%</b>	<b>17%</b>
Entrance to visitor attractions	6%	6%	8%	8%
Tickets/entrance to events, shows or clubs	8%	8%	8%	7%
Tickets to watch sporting events	2%	2%	3%	2%
Entrance to sports/leisure centres	2%	2%	1%	2%
<b>Shopping</b>				
'Special' shopping (i.e. not routine)	10%	10%	11%	10%
<b>Net: Other items</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>
Package travel or package tours	1%	1%	1%	1%
Other travel services	1%	1%	1%	1%
Hiring equipment	1%	*	1%	1%

\* 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 2013 – 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 £11.8 billion was spent on costs related to transport (22%) and £10.5 billion was spent on 'special shopping' (19%). 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.

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

	GB	England	Scotland	Wales
<b>Expenditure items</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>
<b>Transport – total</b>	<b>£11,830</b>	<b>£10,079</b>	<b>£866</b>	<b>£759</b>
% share	22%	22%	19%	25%
Fuel	£6,357	£5,328	£460	£534
% share	12%	12%	10%	17%
Bus fares, car parking	£1,579	£1,335	£120	£110
% share	3%	3%	3%	4%
Rail, tube or tram tickets	£2,355	£2,132	£152	£70
% share	4%	5%	3%	2%
Water transport	£696	£594	£43	£10
% share	1%	1%	1%	*
Air transport	£537	£438	£64	£8
% share	1%	1%	1%	*
Car/other vehicle hire	£306	£252	£27	£27
% share	1%	1%	1%	1%
<b>Eating and drinking – total</b>	<b>£22,170</b>	<b>£19,141</b>	<b>£1,767</b>	<b>£1,219</b>
% share	41%	42%	38%	40%
Eating/drinking out in cafes, restaurants, etc.	£19,518	£16,903	£1,509	£1,071
% share	36%	37%	32%	35%
Food bought in shops/takeaways and consumed on trip	£2,652	£2,238	£258	£148
% share	5%	5%	6%	5%
<b>Entrance charges – total</b>	<b>£6,590</b>	<b>£5,705</b>	<b>£518</b>	<b>£332</b>
% share	12%	12%	11%	11%
Entrance to visitor attractions	£2,086	£1,817	£147	£98
% share	4%	4%	3%	3%
Tickets/entrance to events, shows or clubs	£2,938	£2,560	£252	£121
% share	5%	6%	5%	4%
Tickets to watch sporting events	£1,041	£936	£58	£43
% share	2%	2%	1%	1%
Entrance to sports/leisure centres	£525	£392	£61	£70
% share	1%	1%	1%	2%
<b>Shopping</b>				
'Special' shopping (i.e. not routine)	£10,486	£8,806	£1,067	£613
% share	19%	19%	23%	20%
<b>Other items – total</b>	<b>£2,868</b>	<b>£2,293</b>	<b>£430</b>	<b>£138</b>
% share	5%	5%	9%	5%
Package travel or package tours	£848	£603	£242	£3
% share	2%	1%	5%	*
Other travel services	£97	£82	£7	£8
% share	*	*	*	*
Hiring equipment	£241	£199	£12	£30
% share	*	*	*	*
Other	£1,682	£1,409	£169	£97
% share	3%	3%	4%	3%

\* Less than 0.5%

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

Expenditure items	Millions	Millions	Millions	Millions	Millions
		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
<b>Transport – total</b>	<b>£2,711</b>	<b>£783</b>	<b>£1,181</b>	<b>£826</b>	<b>£672</b>
% share	37%	9%	17%	17%	18%
Fuel	£1,783	£544	£732	£345	£226
% share	24%	6%	10%	7%	6%
Bus fares, car parking	£215	£101	£190	£280	£116
% share	3%	1%	3%	6%	3%
Rail, tube or tram tickets	£551	£116	£170	£155	£180
% share	8%	1%	2%	3%	5%
Water transport	£59	£7	£25	£6	£64
% share	1%	*	*	*	2%
Air transport	£86	£15	£15	£1	£85
% share	1%	0%	0%	0%	2%
Car/other vehicle hire	£16	£1	£49	£39	£1
% share	*	*	1%	1%	*
<b>Eating and drinking – total</b>	<b>£2,985</b>	<b>£1,358</b>	<b>£5,070</b>	<b>£3,285</b>	<b>£1,252</b>
% share	41%	15%	72%	66%	33%
Eating/drinking out in cafes, restaurants, etc.	£2,434	£1,146	£4,930	£3,102	£1,053
% share	33%	13%	70%	62%	28%
Food bought in shops/ takeaways and consumed on trip	£551	£212	£139	£183	£199
% share	8%	2%	2%	4%	5%
<b>Entrance charges – total</b>	<b>£429</b>	<b>£141</b>	<b>£204</b>	<b>£339</b>	<b>£1,583</b>
% share	6%	2%	3%	7%	42%
Entrance to visitor attractions	£212	£35	£57	£54	£49
% share	3%	*	1%	1%	1%
Tickets/entrance to events, shows or clubs	£147	£70	£116	£244	£1,451
% share	2%	1%	2%	5%	38%
Tickets to watch sporting events	£15	£23	£18	£37	£45
% share	*	*	*	1%	1%
Entrance to sports/leisure centres	£56	£14	£13	£5	£37
% share	1%	*	*	*	1%
'Special' shopping (i.e. not routine)	£955	£6,304	£509	£390	£198
% share	13%	69%	7%	8%	5%
<b>Other items – total</b>	<b>£229</b>	<b>£534</b>	<b>£119</b>	<b>£141</b>	<b>£72</b>
% share	3%	6%	2%	3%	2%
Package travel or package tours	£12	£205	£6	£14	£18
% share	*	2%	*	*	*
Other travel services	£11	£3	£7	£7	£14
% share	*	*	*	*	*
Hiring equipment	£2	£0	£1	£1	£0
% share	*	*	*	*	*
Other	£205	£326	£104	£119	£40
% share	3%	4%	1%	2%	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.)
<b>Expenditure items</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	<b>Millions</b>	
<b>Transport – total</b>	<b>£794</b>	<b>£324</b>	<b>£267</b>	<b>£585</b>	<b>£666</b>
% share	36%	28%	37%	27%	19%
Fuel	£341	£128	£91	£232	£382
% share	15%	11%	13%	11%	11%
Bus fares, car parking	£60	£37	£34	£89	£64
% share	3%	3%	5%	4%	2%
Rail, tube or tram tickets	£105	£40	£47	£223	£138
% share	5%	3%	6%	10%	4%
Water transport	£255	£1	£34	£18	£26
% share	11%	*	5%	1%	1%
Air transport	£0	£86	£54	£14	£12
% share	0%	7%	7%	1%	0%
Car/other vehicle hire	£33	£31	£6	£9	£44
% share	1%	3%	1%	*	1%
<b>Eating and drinking – total</b>	<b>£899</b>	<b>£264</b>	<b>£199</b>	<b>£734</b>	<b>£1,238</b>
% share	41%	23%	27%	34%	35%
Eating/drinking out in cafes, restaurants, etc.	£729	£210	£151	£592	£974
% share	33%	18%	21%	27%	28%
Food bought in shops/ takeaways and consumed on trip	£170	£55	£48	£142	£264
% share	8%	5%	7%	7%	8%
<b>Entrance charges – total</b>	<b>£290</b>	<b>£237</b>	<b>£144</b>	<b>£785</b>	<b>£1,144</b>
% share	13%	20%	20%	36%	33%
Entrance to visitor attractions	£123	£37	£10	£25	£1,017
% share	6%	3%	1%	1%	29%
Tickets/entrance to events, shows or clubs	£19	£135	£40	£33	£91
% share	1%	12%	5%	2%	3%
Tickets to watch sporting events	£14	£37	£50	£704	£6
% share	1%	3%	7%	32%	*
Entrance to sports/leisure centres	£135	£27	£44	£23	£30
% share	6%	2%	6%	1%	1%
'Special' shopping (i.e. not routine)	£123	£163	£18	£34	£121
% share	6%	14%	2%	2%	3%
<b>Other items – total</b>	<b>£114</b>	<b>£174</b>	<b>£96</b>	<b>£32</b>	<b>£323</b>
% share	5%	15%	13%	1%	9%
Package travel or package tours	£2	£0	£43	£8	£178
% share	*	*	6%	*	5%
Other travel services	£1	£2	£20	£14	£8
% share	*	*	3%	1%	*
Hiring equipment	£29	£13	£29	£0	£59
% share	1%	1%	4%	*	2%
Other	£82	£159	£4	£10	£78
% share	4%	14%	1%	0%	2%

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

Expenditure items	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
	Millions	Millions	Millions	Millions	
<b>Transport – total</b>	<b>£349</b>	<b>£581</b>	<b>£87</b>	<b>£868</b>	<b>£395</b>
% share	22%	43%	26%	26%	32%
Fuel	£151	£312	£37	£525	£220
% share	9%	23%	11%	16%	18%
Bus fares, car parking	£57	£75	£5	£125	£47
% share	4%	6%	2%	4%	4%
Rail, tube or tram tickets	£107	£26	£34	£194	£98
% share	7%	2%	10%	6%	8%
Water transport	£9	£142	£2	£14	£21
% share	1%	11%	1%	*	2%
Air transport	£18	£13	£7	£3	£1
% share	1%	1%	2%	*	*
Car/other vehicle hire	£7	£13	£3	£7	£8
% share	*	1%	1%	*	1%
<b>Eating and drinking – total</b>	<b>£634</b>	<b>£514</b>	<b>£90</b>	<b>£1,472</b>	<b>£495</b>
% share	39%	38%	27%	44%	40%
Eating/drinking out in cafes, restaurants, etc.	£528	£469	£75	£1,174	£419
% share	33%	35%	23%	35%	34%
Food bought in shops/takeaways and consumed on trip	£106	£45	£15	£298	£76
% share	7%	3%	4%	9%	6%
<b>Entrance charges – total</b>	<b>£361</b>	<b>£11</b>	<b>£46</b>	<b>£318</b>	<b>£141</b>
% share	22%	1%	14%	10%	11%
Entrance to visitor attractions	£100	£4	£5	£169	£76
% share	6%	*	1%	5%	6%
Tickets/entrance to events, shows or clubs	£225	£4	£1	£96	£45
% share	14%	*	*	3%	4%
Tickets to watch sporting events	£24	£3	£2	£1	£2
% share	1%	*	*	*	*
Entrance to sports/leisure centres	£11	£0	£39	£52	£17
% share	1%	*	12%	2%	1%
'Special' shopping (i.e. not routine)	£109	£98	£60	£440	£121
% share	7%	7%	18%	13%	10%
<b>Other items – total</b>	<b>£153</b>	<b>£145</b>	<b>£50</b>	<b>£229</b>	<b>£73</b>
% share	10%	11%	15%	7%	6%
Package travel or package tours	£122	£5	£1	£52	£37
% share	8%	*	*	2%	3%
Other travel services	£1	£1	£1	£3	£2
% share	*	*	*	*	*
Hiring equipment	£2	£3	£4	£79	£1
% share	*	*	1%	2%	*
Other	£29	£136	£44	£95	£33
% share	2%	10%	13%	3%	3%

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 outdoor activities. 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, undertaking outdoor activities and visiting friends or relatives. 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 meals out, days to health/beauty spas and visitor attractions. On the other end of the scale, visits for the purpose of visiting friends or relatives and undertaking outdoor activities had 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	Expenditure	Average expenditure per visit
	<b>GB</b>	<b>GB</b>	
<b>Main activity</b>	<b>Millions</b>	<b>Millions</b>	
Special shopping	116	£9,121	£78.6
Going out for a meal	165	£7,083	£42.9
Day out to health/beauty spa	8	£333	£41.6
Going to visitor attractions	85	£3,491	£41.1
Watching live sporting events	58	£2,170	£37.4
Going out for entertainment	102	£3,778	£37.0
Special public events	44	£1,605	£36.5
Going on a night out	142	£4,981	£35.1
Other day out for leisure	37	£1,226	£33.1
Special personal events	42	£1,348	£32.1
Taking part in sports	25	£723	£28.9
General day out	123	£3,227	£26.2
Other leisure/hobbies	47	£1,162	£24.7
Undertaking outdoor activities	111	£2,220	£20.0
Visiting friends or family	379	£7,309	£19.3
<b>Total</b>	<b>1,588</b>	<b>£53,947</b>	<b>£34.0</b>

## 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, while there is no significant variation in profile in terms of sex and age, there are more notable differences in terms of 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 in the more affluent AB and C1 socio-economic groups, to have been in full time education until they were older than 16 and/or to have access to a car.

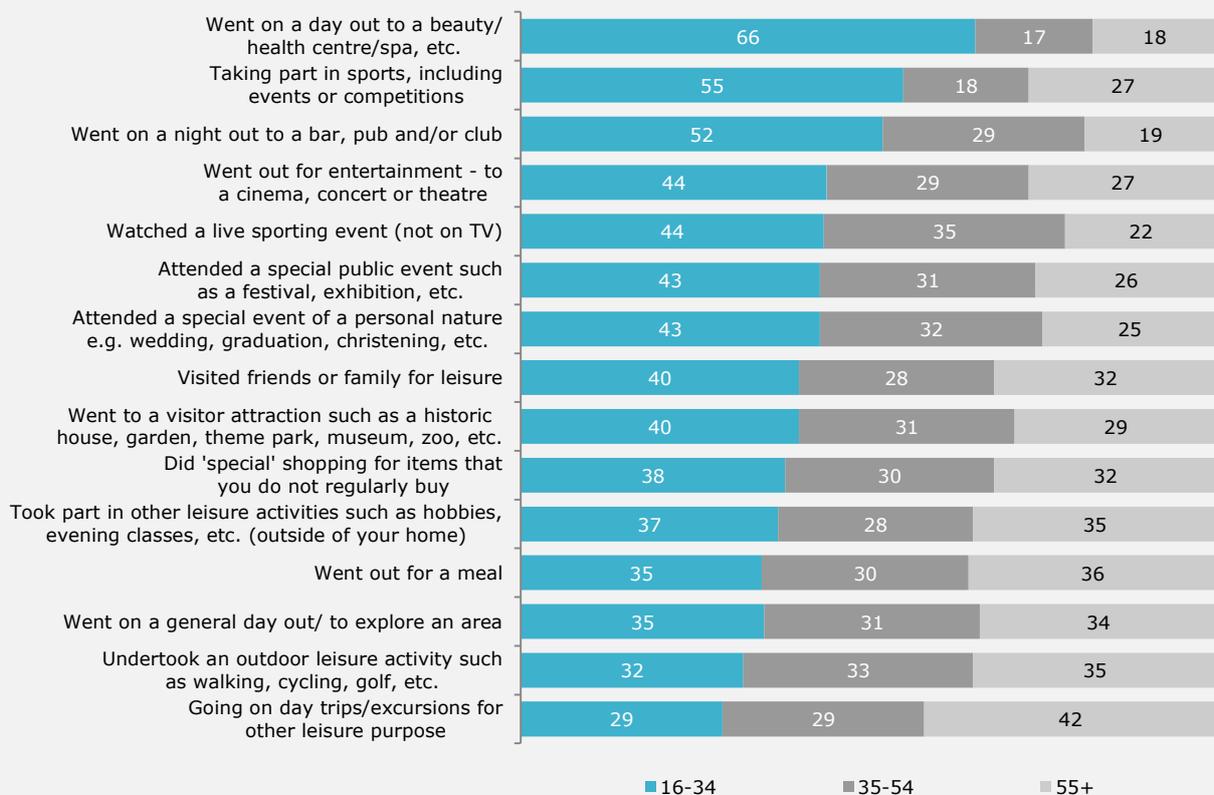
**Table 2.33 – Tourism Day Visits: Demographic profile of those taking and not taking visits in last seven days**

	One or more visits taken in last seven days	No visits taken in last seven days
<b>Sex</b>	<b>%</b>	<b>%</b>
Male	49%	49%
Female	51%	51%
<b>Age</b>		
16-24	16%	13%
25-34	20%	16%
35-44	14%	16%
45-54	18%	19%
55-64	13%	14%
65+	20%	21%
<b>Socio-economic status</b>		
AB	26%	18%
C1	30%	26%
C2	22%	20%
DE	23%	36%
<b>Age terminated education</b>		
16 years of younger	45%	56%
17-19 years	23%	20%
20 years or older	24%	19%
Still studying	8%	6%
<b>Car access</b>		
Yes	77%	71%
No	23%	29%
<b>Children in household</b>		
Yes	26%	26%
No	74%	74%

While there is little significant 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 a day out for beauty/health, taking part in sport or going on a night out were more likely to involve those aged 16 to 34 while going out for a meal, outdoor leisure activities and day trips taken for other leisure reasons were more likely to be taken by those aged 35 to 54.

Figure 2.19 – 2013 Tourism Day Visits: Age profile of visit takers by main activity undertaken (% of total)



In terms of socio-economic group (Figure 2.20) the largest proportion of the most affluent AB groups emerged in visits to a beauty/health spa (35%), while the largest share of DEs was recorded amongst those visiting friends and family for leisure during a Tourism Day Visit.

More than three fifths of those who took visit involving attending special personal events, going out for a meal, going out for entertainment or to visitor attractions were in the ABC1 groups. There was a more even balance of ABC1s and C2DEs in visits involving 'special' shopping, visiting friends or relatives or watching live sports.

Figure 2.20 – 2013 Tourism Day Visits: Socio Economic group profile of visit takers by main activity undertaken (% of total)

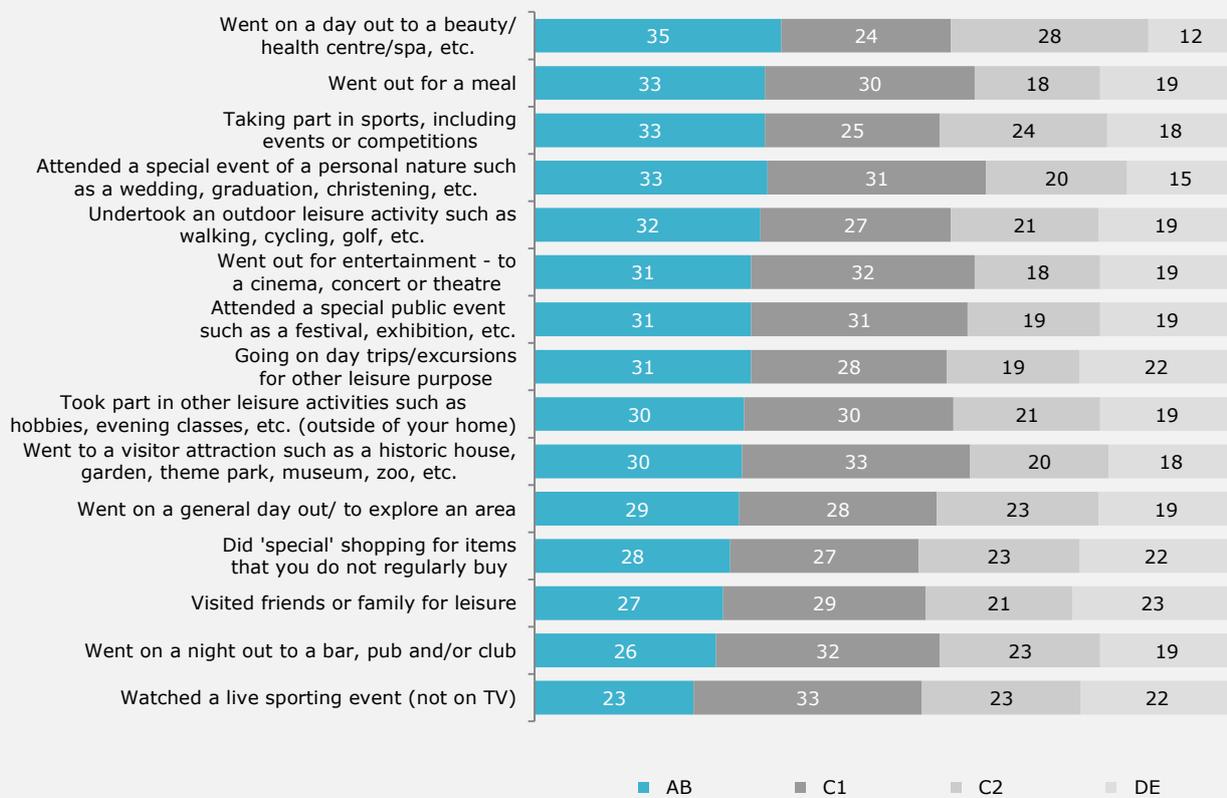
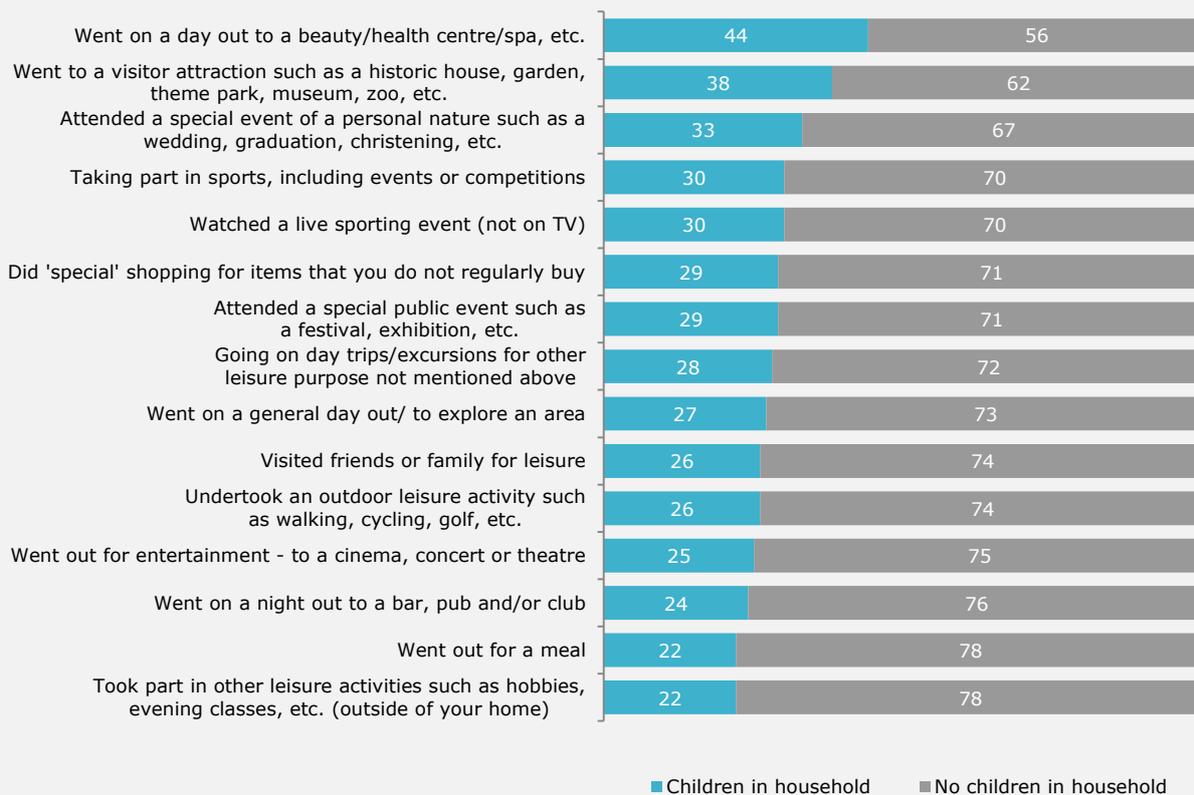


Figure 2.21 illustrates that Tourism Day Visits to beauty/health spas were more likely to be undertaken by people with children at home (but not necessarily accompanied by them on the visit). Visitor attractions and special personal events also attracted higher proportions of visitors with children in the household. Visitors without children in the household were more drawn to activities such as taking part in leisure activities such as hobbies, going out for a meal or night out.

Figure 2.21 – 2013 Tourism Day Visits: Presence of children in household amongst visit takers by main activity undertaken (% of total)



# Summary of changes over time

GB Day Visits 2013



## Section 3: Summary of changes over time

### Volume and value of visits

In 2013 a total of 1,588 million Tourism Day Visits were taken across GB by GB residents, representing a decrease of 7% compared to 2012 (1,712 million Tourism Day Visits). Expenditure on Tourism Day Visits also fell by 5% from £57.1 billion in 2012 to £53.9 billion in 2013.

### Geographic distribution of visits

The volume and value of visits taken in 2011, 2012 and 2013, and the percentage change between the latter two years is illustrated in Table 3.1. The volume of visits taken in 2013 fell across each of the individual nations compared to 2012 (apart from Northern Ireland), with the largest declines having been seen in Scotland (-13%) and Wales (-12%).

In expenditure terms, the picture was slightly more varied across the nations, as England and Wales saw declines in the value of Tourism Day Visits (-5% and -20% respectively), Scotland saw no change in expenditure compared to the previous year.

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

	Visits				Expenditure			
	2011 Millions	2012 Millions	2013 Millions	2013/2012 % Change	2011 Millions	2012 Millions	2013 Millions	2013/2012 % Change
England	1,307	1,467	1,370	-7%	£42,670	£48,459	£46,024	-5%
Scotland	134	142	124	-13%	£6,152	£4,651	£4,647	0%
Wales	102	101	89	-12%	£2,939	£3,834	£3,061	-20%
<b>GB total</b>	<b>1,542</b>	<b>1,710</b>	<b>1,583</b>	<b>-7%</b>	<b>£51,761</b>	<b>£56,944</b>	<b>£53,731</b>	<b>-6%</b>
<b>GB total</b>	<b>1,545</b>	<b>1,712</b>	<b>1,588</b>	<b>-7%</b>	<b>£52,040</b>	<b>£57,052</b>	<b>£53,947</b>	<b>-5%</b>

Viewing the performance of the English regions (Table 3.2), there were declines in seven out of the nine regions when comparing 2013 to the previous year's volume of Tourism Day visits. The largest declines can be seen for London and the South East (-17% and -11% respectively). Increases were seen, however, for the West Midlands and East of England (both saw an increase of 4%).

The overall declines in terms of volume of Welsh visits is reflected in declines seen for the North, South West and South East regions. Mid Wales, however, saw an increase compared to 2012. Again, the fall in the volume of visits was seen across most of the Scottish regions, including North, West and East Scotland, however, the South of Scotland saw no change year-on-year though.

Shown in table 3.2.2, in value terms the increases seen across English regions including the West Midlands, North East and Yorkshire & Humberside were offset by large declines in real-terms in visits to London, the South East and South West. In Scotland the two largest regions in terms of visits saw differing performances for value, with the East gaining 12% while the West saw a 16% decrease in expenditure. The declines in expenditure for the South East region of Wales influenced the overall declines seen for Wales.

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	2013/2012	3yr Average 2011-2013
	Millions	Millions	Millions	% Change	Millions
<b>English regions</b>					
North East England	43	75	74	-1%	64
North West England	173	170	160	-6%	168
Yorkshire and The Humber	139	141	134	-5%	138
East Midlands	93	111	103	-7%	102
West Midlands	109	128	133	+4%	123
East of England	135	126	131	+4%	131
London	273	315	262	-17%	283
South East England	201	245	219	-11%	222
South West England	141	157	154	-2%	151
<b>Welsh Regions</b>					
North Wales	26	26	19	-27%	24
Mid Wales	10	9	14	+56%	11
South West Wales	21	23	18	-22%	21
South East Wales	43	43	37	-14%	41
<b>Scottish Regions</b>					
North Scotland	22	22	12	-45%	19
West Scotland	55	64	50	-22%	56
East Scotland	47	50	43	-14%	47
South Scotland	9	7	7	0%	8

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

	2011	2012	2013	2013/2012	3yr Average 2011-2013
	Millions	Millions	Millions	% Change	Millions
<b>English regions</b>					
North East England	£1,092	£2,472	£2,827	+14%	£2,130
North West England	£5,828	£5,394	£5,644	+5%	£5,622
Yorkshire and The Humber	£3,570	£3,802	£4,225	+11%	£3,866
East Midlands	£3,507	£3,327	£2,914	-12%	£3,249
West Midlands	£3,144	£3,913	£4,828	+23%	£3,962
East of England	£3,823	£3,825	£4,130	+8%	£3,926
London	£9,816	£12,852	£9,223	-28%	£10,630
South East England	£7,085	£7,547	£7,094	-6%	£7,242
South West England	£4,805	£5,328	£5,138	-4%	£5,090
<b>Welsh Regions</b>					
North Wales	£580	£986	£601	-39%	£722
Mid Wales	£353	£259	£501	+93%	£371
South West Wales	£542	£704	£735	+4%	£660
South East Wales	£1,423	£1,934	£1,310	-32%	£1,556
<b>Scottish Regions</b>					
North Scotland	£1,301	£750	£453	-40%	£835
West Scotland	£1,995	£2,135	£1,802	-16%	£1,977
East Scotland	£2,668	£1,522	£1,704	+12%	£1,965
South Scotland	£189	£206	£255	+24%	£217

**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 some adjustment back to levels seen in 2011 during 2013, after increases were recorded in 2012 particularly during January, August, September and December. The peak in visits during 2012 could be attributed to several national events such as the Olympics and Jubilee events. Poorer weather seen in the January and December of 2013 could also be a contributing factor to declines seen for these periods.

Figure 3.1 – 2011, 2012 and 2013 Tourism Day Visits: Volume of visits by month (millions)

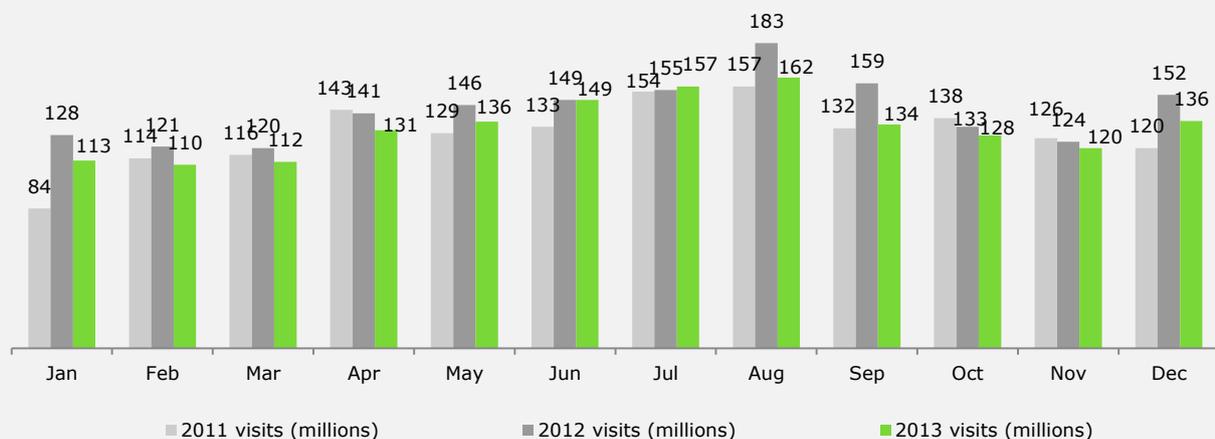


Table 3.3 illustrates changes in the quarterly volume and value of visits taken to each of the countries. At an overall GB level declines were seen across each of the quarters, with the largest declines having taken place between January to March and July to September. The performance of English visits over 2013 showed a similar picture, while Scotland saw the greatest declines over the summer months (July to September down by 20%). In Wales declines were seen across 2013, but the largest decline occurred between April to June (-21%).

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

Visits	GB 2011	GB 2012	GB 2013		England 2011	England 2012	England 2013	
Quarter	Millions	Millions	Millions	% Change	Millions	Millions	Millions	% Change
Jan – Mar	314	369	335	-9%	269	318	288	-9%
Apr – Jun	405	436	416	-5%	341	370	356	-4%
Jul – Sep	442	497	454	-9%	369	425	390	-8%
Oct – Dec	384	409	384	-6%	328	354	336	-5%
<b>Total</b>	<b>1,545</b>	<b>1,712</b>	<b>1,588</b>	<b>-7%</b>	<b>1,307</b>	<b>1,467</b>	<b>1,370</b>	<b>-7%</b>

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

Visits	Scotland 2011	Scotland 2012	Scotland 2013		Wales 2011	Wales 2012	Wales 2013	
Quarter	Millions	Millions	Millions	% Change	Millions	Millions	Millions	% Change
Jan – Mar	26	32	28	-13%	18	18	17	-6%
Apr – Jun	36	37	34	-8%	28	29	23	-21%
Jul – Sep	40	40	32	-20%	32	32	31	-3%
Oct – Dec	31	34	29	-15%	24	22	18	-18%
<b>Total</b>	<b>134</b>	<b>143</b>	<b>124</b>	<b>-13%</b>	<b>102</b>	<b>101</b>	<b>89</b>	<b>-12%</b>

## Activities undertaken

Table 3.4 illustrates the percentage change in the volume of visits taken involving the 10 main activities which were undertaken the most. In line with declines seen in the overall volume of GB Tourism Day Visits, many visitor activities have seen declines during 2013 when compared to 2012, with the largest decline seen for visits where the main activity was watching live sporting events, which fell by 19%. Some positive increases have been seen, however, particularly for general days out and visitor attractions (+6% and +5% respectively). The increase in visitor attractions was seen across each of the individual nations during 2013.

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

Visits	GB 2011	GB 2012	GB 2013	% Change	England 2011	England 2012	England 2013	% Change
	Millions	Millions	Millions		Millions	Millions	Millions	
Visiting friends or family	412	414	379	-8%	356	361	331	-8%
Going out for a meal	149	170	165	-3%	124	146	144	-1%
Going on a night out	148	150	142	-5%	125	130	125	-4%
General day out	85	116	123	+6%	74	94	103	+10%
Special shopping	124	132	116	-12%	102	113	99	-12%
Undertaking outdoor activities	110	130	111	-15%	88	108	90	-17%
Going out for entertainment	89	102	102	0%	76	86	89	+3%
Going to visitor attractions	77	81	85	+5%	66	68	74	+9%
Watching live sporting events	56	72	58	-19%	48	62	50	-19%
Other leisure/hobbies	51	51	47	-8%	43	45	42	-7%
<b>Total</b>	<b>1,545</b>	<b>1,712</b>	<b>1,588</b>	<b>-7%</b>	<b>1,307</b>	<b>1,467</b>	<b>1,370</b>	<b>-7%</b>

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

Visits	Scotland 2011	Scotland 2012	Scotland 2013	% Change	Wales 2011	Wales 2012	Wales 2013	% Change
	Millions	Millions	Millions		Millions	Millions	Millions	
Visiting friends or family	33	33	28	-1%	22	20	19	-11%
Going out for a meal	14	16	10	+14%	11	8	10	-29%
Going on a night out	11	12	10	+9%	12	8	7	-33%
General day out	7	9	10	-20%	4	13	8	+26%
Special shopping	12	12	9	+76%	10	7	7	+74%
Undertaking outdoor activities	11	12	10	+6%	10	9	10	-10%
Going out for entertainment	7	10	8	+31%	6	6	5	+6%
Going to visitor attractions	6	7	6	+5%	5	6	4	+21%
Watching live sporting events	4	7	5	+57%	3	3	3	-9%
Other leisure/hobbies	5	4	3	-9%	3	2	3	-43%
<b>Total</b>	<b>134</b>	<b>143</b>	<b>124</b>	<b>-13%</b>	<b>102</b>	<b>101</b>	<b>89</b>	<b>-12%</b>

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

Visits	GB 2011	GB 2012	GB 2013	% Change	England 2011	England 2012	England 2013	% Change
	£Millions	£Millions	£Millions		£Millions	£Millions	£Millions	
Visiting friends or family	£8,292	£9,155	£7,309	-20%	£6,478	£7,813	£6,355	-19%
Going out for a meal	£6,243	£6,870	£7,083	+3%	£5,201	£6,003	£6,294	5%
Going on a night out	£4,875	£4,561	£4,981	+9%	£3,577	£3,854	£4,247	10%
General day out	£2,950	£3,462	£3,327	-4%	£2,344	£2,881	£2,833	-2%
Special shopping	£9,178	£10,281	£9,121	-11%	£8,336	£8,706	£7,599	-13%
Undertaking outdoor activities	£2,828	£2,276	£2,220	-2%	£2,367	£1,717	£1,646	-4%
Going out for entertainment	£3,558	£3,512	£3,778	+8%	£3,046	£2,989	£3,204	7%
Going to visitor attractions	£2,754	£3,185	£3,491	+10%	£2,405	£2,667	£3,130	17%
Watching live sporting events	£2,199	£2,436	£2,170	-11%	£1,833	£2,176	£1,889	-13%
Other leisure/hobbies	£934	£1,021	£1,162	+14%	£780	£936	£1,018	9%
<b>Total</b>	<b>£53,819</b>	<b>£57,052</b>	<b>£53,947</b>	<b>-5%</b>	<b>£44,449</b>	<b>£48,459</b>	<b>£46,024</b>	<b>-5%</b>

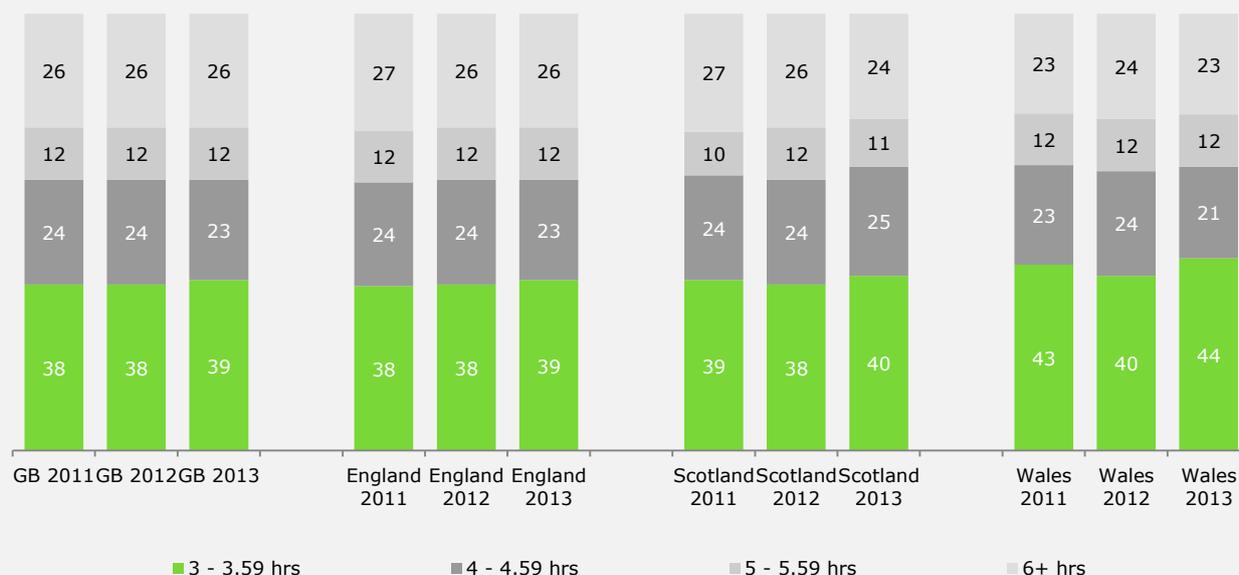
**Table 3.4 (continued) – Tourism Day Visits: Change over time in value of visits by main activity and destination country (£millions)**

Visits	Scotland 2011	Scotland 2012	Scotland 2013	% Change	Wales 2011	Wales 2012	Wales 2013	% Change
	£Millions	£Millions	£Millions		£Millions	£Millions	£Millions	
Visiting friends or family	£1,242	£628	£474	-25%	£543	£683	£400	-41%
Going out for a meal	£626	£539	£431	-20%	£415	£325	£340	5%
Going on a night out	£810	£459	£474	3%	£486	£232	£260	12%
General day out	£369	£223	£284	27%	£236	£358	£211	-41%
Special shopping	£537	£1,033	£1,001	-3%	£305	£542	£521	-4%
Undertaking outdoor activities	£263	£230	£276	20%	£197	£315	£299	-5%
Going out for entertainment	£381	£351	£355	1%	£131	£170	£219	29%
Going to visitor attractions	£238	£197	£251	27%	£89	£313	£73	-77%
Watching live sporting events	£202	£174	£146	-16%	£130	£83	£91	10%
Other leisure/hobbies	£96	£65	£70	8%	£57	£20	£73	265%
<b>Total</b>	<b>£6,152</b>	<b>£4,651</b>	<b>£4,647</b>	<b>0%</b>	<b>£2,939</b>	<b>£3,834</b>	<b>£3,060</b>	<b>-20%</b>

## 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 differences reported at the GB level. During 2013 there was a slight increase in the proportion of visits in Wales lasting 3 to 4 hours in duration.

Figure 3.2 – 2011 to 2013 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 and for all of the duration bands compared to 2012. At the overall GB level visits lasting between 4 and 6 hours saw the largest declines (falling by 9% for visits that took 4 to 5 hours, and by 10% for visits lasting between 5 and 6 hours).

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

Visits	GB	GB	GB	% Change	England	England	England	% Change
	2011	2012	2013		2011	2012	2013	
	Millions	Millions	Millions		Millions	Millions	Millions	
3 hours to 3 hours 59	591	658	620	-6%	494	563	530	-6%
4 hours to 4 hours 59	364	405	370	-9%	308	346	319	-8%
5 hours to 5 hours 59	182	211	189	-10%	157	182	164	-10%
6 hours or more	408	438	409	-7%	347	375	357	-5%
<b>Total</b>	<b>1,545</b>	<b>1,712</b>	<b>1,588</b>	<b>-7%</b>	<b>1,307</b>	<b>1,467</b>	<b>1,370</b>	<b>-7%</b>

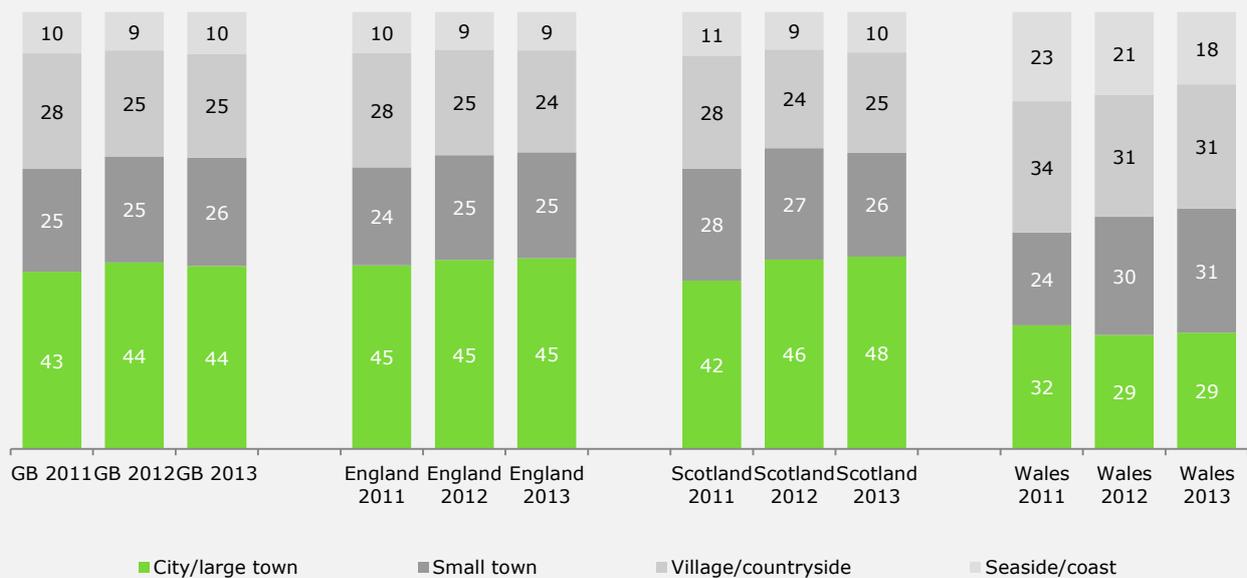
**Table 3.5 (continued) – Change over time in headline volume of visits – by visit duration and destination country**

Visits	Scotland	Scotland	Scotland	% Change	Wales	Wales	Wales	% Change
	2011	2012	2013		2011	2012	2013	
	Millions	Millions	Millions		Millions	Millions	Millions	
3 hours to 3 hours 59	52	54	49	-9%	44	40	39	-3%
4 hours to 4 hours 59	33	34	31	-9%	23	25	18	-28%
5 hours to 5 hours 59	13	17	14	-18%	12	12	11	-8%
6 hours or more	36	37	30	-19%	23	24	21	-13%
<b>Total</b>	<b>134</b>	<b>143</b>	<b>124</b>	<b>-13%</b>	<b>102</b>	<b>101</b>	<b>89</b>	<b>-12%</b>

## 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. In Scotland the proportion of visits taken in city/large town locations has been increasing steadily since 2011, while results for Wales show a gradual decline for the proportion of visits taken to seaside/coastal locations.

Figure 3.3 – 2011 to 2013 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 volume terms (Table 3.6), at a GB level the largest year on year declines were seen for rural locations (falling by 9%), while seaside/coastal locations saw the smallest decreases (falling by 3%). The overall trends were reflected across the nations, though Wales saw larger declines in terms of visits to seaside/coastal locations (-24%).

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

Visits	GB 2011	GB 2012	GB 2013	% Change	England 2011	England 2012	England 2013	% Change
	Millions	Millions	Millions		Millions	Millions	Millions	
City/large town	671	752	701	-7%	582	656	614	-6%
Small town	383	437	407	-7%	319	368	346	-6%
Rural (countryside or village)	400	430	392	-9%	333	364	332	-9%
Any seaside/coastal	147	163	158	-7%	111	128	128	0%
<b>Total</b>	<b>1,545</b>	<b>1,712</b>	<b>1,588</b>	<b>-7%</b>	<b>1,307</b>	<b>1,467</b>	<b>1,370</b>	<b>-7%</b>

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 2011	Scotland 2012	Scotland 2013	% Change	Wales 2011	Wales 2012	Wales 2013	% Change
	Millions	Millions	Millions		Millions	Millions	Millions	
City/large town	57	65	59	-9%	32	29	25	-14%
Small town	38	38	33	-13%	25	30	27	-10%
Rural (countryside or village)	34	35	31	-11%	32	32	28	-13%
Any seaside/coastal	14	13	13	0%	21	21	16	-24%
<b>Total</b>	<b>134</b>	<b>143</b>	<b>124</b>	<b>-13%</b>	<b>102</b>	<b>101</b>	<b>89</b>	<b>-12%</b>

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	GB 2011	GB 2012	GB 2013	% Change	England 2011	England 2012	England 2013	% Change
	£Millions	£Millions	£Millions		£Millions	£Millions	£Millions	
City/large town	£26,863	£30,660	£28,494	-7%	£22,891	£26,512	£24,564	-7%
Small town	£13,212	£12,864	£11,992	-7%	£10,942	£10,851	£9,936	-8%
Rural (countryside or village)	£11,856	£12,272	£11,135	-9%	£9,434	£10,062	£9,241	-8%
Any seaside/coastal	£7,591	£6,267	£5,486	-12%	£5,495	£5,009	£4,493	-10%
<b>Total</b>	<b>£53,819</b>	<b>£57,052</b>	<b>£53,947</b>	<b>-5%</b>	<b>£44,449</b>	<b>£48,459</b>	<b>£46,024</b>	<b>-5%</b>

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**

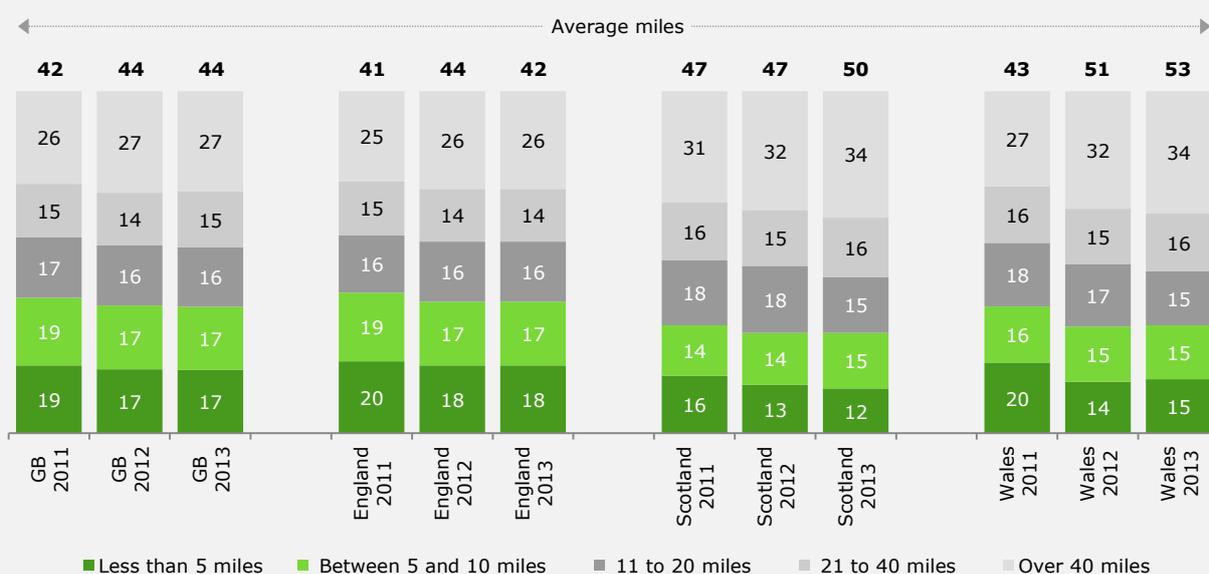
Visits	Scotland 2011	Scotland 2012	Scotland 2013	% Change	Wales 2011	Wales 2012	Wales 2013	% Change
	£Millions	£Millions	£Millions		£Millions	£Millions	£Millions	
City/large town	£2,754	£2,704	£2,850	+5%	£1,186	£1,397	£1,042	-25%
Small town	£1,598	£1,058	£1,035	-2%	£657	£910	£950	+4%
Rural (countryside or village)	£1,525	£878	£937	+7%	£895	£1,314	£865	-34%
Any seaside/coastal	£1,327	£323	£411	+27%	£541	£918	£546	-41%
<b>Total</b>	<b>£6,152</b>	<b>£4,651</b>	<b>£4,647</b>	<b>0%</b>	<b>£2,939</b>	<b>£3,834</b>	<b>£3,060</b>	<b>-20%</b>

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, the profile of distances travelled on Tourism Day Visits has remained similar during the period from 2011 to 2013, and the overall GB average distance has stayed level with 2012 at 44 miles in 2013. In Scotland and Wales, however, there has been a steady increase in the average distances travelled by people taking visits there. Scotland has seen its average length increase from 47 miles in 2011 to 50 miles in 2013, while Wales has seen a more notable increase from an average 43 miles in 2011 to 53 miles in 2013.

Figure 3.4 – 2011 to 2013 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), the greatest year on year increase was recorded for those visits involving 100 or more miles of travel. Reflecting the above profile changes, in Wales the volume of visits involving travel of less than 60 miles saw the greatest declines.

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

Visits	GB 2011	GB 2012	GB 2013	% Change	England 2011	England 2012	England 2013	% Change
	Millions	Millions	Millions		Millions	Millions	Millions	
Less than 5 miles	298	290	270	-7%	255	257	242	-6%
Between 5 and 10 miles	288	287	269	-6%	254	252	236	-6%
11 to 20 miles	258	272	255	-6%	215	230	223	-3%
21 to 40 miles	228	242	233	-4%	190	204	198	-3%
41 to 60 miles	115	128	126	-2%	94	103	106	+3%
61 to 80 miles	77	79	79	0%	61	66	63	-5%
81 to 100 miles	52	63	59	-6%	43	50	48	-4%
Over 100 miles	151	182	163	-10%	126	156	137	-12%
<b>Total</b>		<b>1,712</b>	<b>1,588</b>	<b>-7%</b>	<b>1,307</b>	<b>1,467</b>	<b>1,370</b>	<b>-7%</b>

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 2011	Scotland 2012	Scotland 2013	% Change	Wales 2011	Wales 2012	Wales 2013	% Change
	Millions	Millions	Millions		Millions	Millions	Millions	
Less than 5 miles	21	19	15	-21%	20	14	13	-7%
Between 5 and 10 miles	19	20	19	-5%	16	15	13	-13%
11 to 20 miles	25	26	19	-27%	18	17	13	-24%
21 to 40 miles	22	22	20	-9%	16	16	14	-13%
41 to 60 miles	13	15	13	-13%	9	10	7	-30%
61 to 80 miles	10	7	10	+43%	5	6	6	0%
81 to 100 miles	5	7	6	-14%	4	6	5	-17%
Over 100 miles	14	15	13	-13%	10	12	12	0%
<b>Total</b>	<b>134</b>	<b>143</b>	<b>124</b>	<b>-13%</b>	<b>102</b>	<b>101</b>	<b>89</b>	<b>-12%</b>

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 not changed significantly from 2011 to 2013. There was a slight increase in England in the proportion of people using their own car to travel (from 62% in 2012 to 64% in 2013), while Scotland saw a decline for this method of transport (67% in 2012 vs. 64% in 2013).

Figure 3.5 – 2011 to 2013 Tourism Day Visits: Main mode of transport on Tourism Day Visits by destination country (% of total)

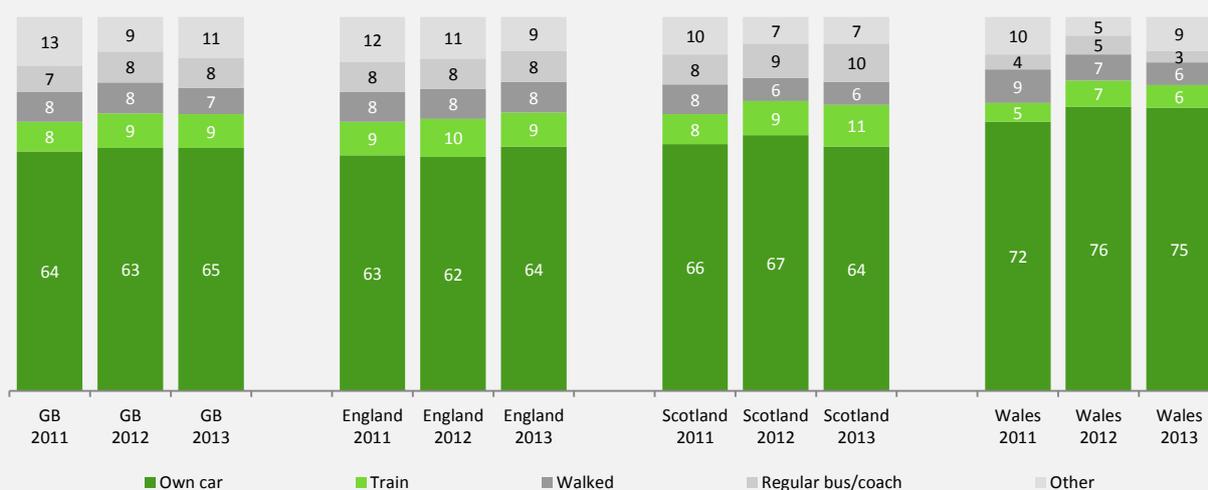


Table 3.8 details the volume of visits by transport used and destination country in 2012 and 2013 and percentage changes (the top five modes of transport are shown). The volume of visits using these types of transport has declined, in line with the overall decline in Tourism Day Visits. The largest declines were seen for the tube (falling by 16% compared to 2012), accompanying the decline in London visits.

Table 3.8 – Volume of visits by claimed distance travelled and destination country (millions)

Visits	GB	GB	GB	% Change	England	England	England	% Change
	2011	2012	2013		2011	2012	2013	
	Millions	Millions	Millions		Millions	Millions	Millions	
Car – own/friends/family	988	1084	1024	-6%	826	910	875	-4%
Train	130	162	142	-12%	113	142	123	-13%
A regular bus\coach	115	136	123	-10%	100	118	108	-8%
Walked\on foot	128	130	116	-11%	108	114	103	-10%
Tube	52	55	46	-16%	52	55	45	-18%
<b>Total</b>	<b>1,545</b>	<b>1,712</b>	<b>1,588</b>	<b>-7%</b>	<b>1,307</b>	<b>1,467</b>	<b>1,370</b>	<b>-7%</b>

Table 3.8 (continued) – Volume of visits by claimed distance travelled and destination country (millions)

Visits	Scotland	Scotland	Scotland	% Change	Wales	Wales	Wales	% Change
	2011	2012	2013		2011	2012	2013	
	Millions	Millions	Millions		Millions	Millions	Millions	
Car – own/friends/family	88	95	80	-16%	73	77	67	-13%
Train	11	13	13	0%	5	7	6	-14%
A regular bus\coach	11	12	13	8%	4	5	3	-40%
Walked\on foot	10	9	7	-22%	9	7	6	-14%
Tube	-	-	-	-	-	-	-	-
<b>Total</b>	<b>134</b>	<b>143</b>	<b>124</b>	<b>-13%</b>	<b>102</b>	<b>101</b>	<b>89</b>	<b>-12%</b>

## Visit expenditure

Figure 3.6 below illustrates changes in overall levels of expenditure in Tourism Day Visits between 2011 and 2013.

At the overall GB level and in England very similar levels of expenditure have been seen from 2011 to 2013. The average spend in Scotland, has increased from £33 in 2012 to £38 in 2013, though it is still lower than the 2011 average. In contrast, the average expenditure in Wales has fallen slightly from £38 in 2012 to £34 in 2013.

Figure 3.6 – 2011 to 2013 Tourism Day Visits: Expenditure on Tourism Day Visits by destination country (% of total)

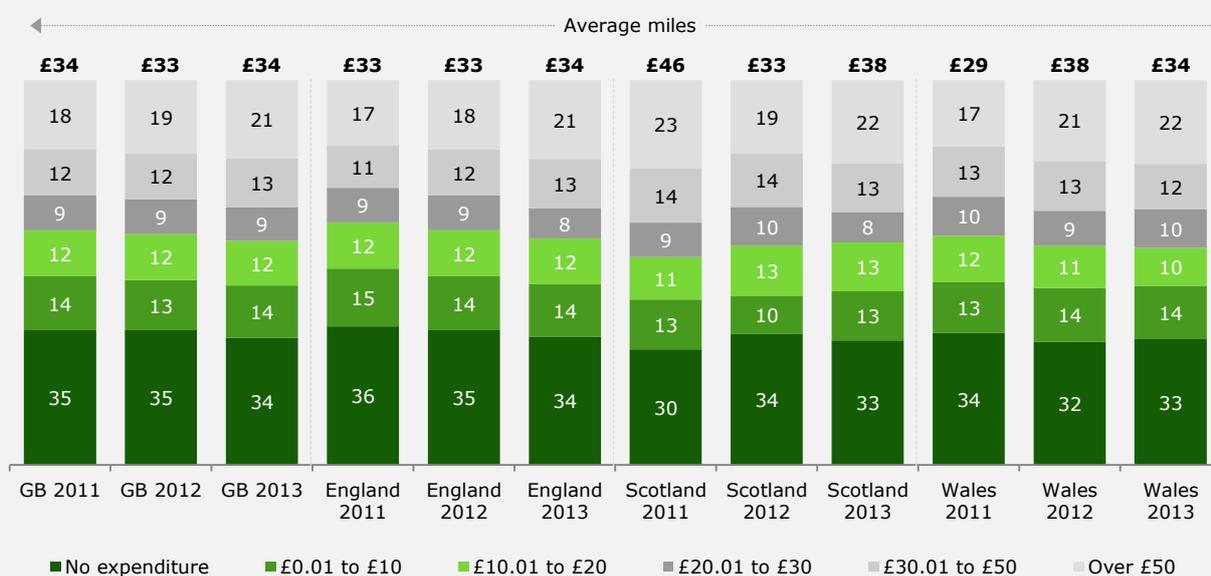


Table 3.9 overleaf illustrates estimates of total annual Tourism Day Visits expenditure on different categories during 2011, 2012 and 2013, and the percentage changes. The value of Tourism Day Visits has fallen by 5% from 2012 to 2013, and this can be seen across most categories of expenditure, particularly for 'special' shopping, which fell 11% from £11.7 billion to £10.5 billion in 2013.

**Table 3.9 – Tourism Day Visits: Total expenditure breakdown by destination country**

<b>Expenditure items</b>	<b>GB 2011 Millions</b>	<b>GB 2012 Millions</b>	<b>GB 2013 Millions</b>	<b>% Change</b>
<b>Transport – total</b>	<b>£10,940</b>	<b>£12,335</b>	<b>£11,830</b>	<b>-4%</b>
Fuel	£6,114	£6,707	£6,357	-5%
Bus fares, car parking	£1,398	£1,603	£1,579	-1%
Rail, tube or tram tickets	£2,417	£2,576	£2,355	-9%
Water transport	£292	£365	£696	+91%
Air transport	£344	£614	£537	-13%
Car/other vehicle hire	£375	£471	£306	-35%
<b>Eating And Drinking – total</b>	<b>£21,123</b>	<b>£23,007</b>	<b>£22,170</b>	<b>-4%</b>
Eating/drinking out in cafes, restaurants, etc.	£18,497	£19,978	£19,518	-2%
Food bought in shops/takeaways & consumed on trip	£2,626	£3,029	£2,652	-12%
<b>Entrance Charges – total</b>	<b>£7,129</b>	<b>£7,202</b>	<b>£6,590</b>	<b>-8%</b>
Entrance to visitor attractions	£2,030	£1,943	£2,086	+7%
Tickets/entrance to events, shows or clubs	£3,497	£3,328	£2,938	-12%
Tickets to watch sporting events	£1,240	£1,387	£1,041	-25%
Entrance to sports/leisure centres	£362	£543	£525	-3%
'Special' shopping (i.e. not routine)	£9,948	£11,722	£10,486	-11%
<b>Other Items – total</b>	<b>£2,898</b>	<b>£2,791</b>	<b>£2,868</b>	<b>+3%</b>
Package travel or package tours	£1,140	£714	£848	+19%
Other travel services	£169	£242	£97	-60%
Hiring equipment	£289	£177	£241	+36%
Other	£1,300	£1,659	£1,682	+1%

# The wider context

GB Day Visits 2013



## Section 4: The wider context

While the main focus of this report relates to the volume, value and characteristics of Tourism Day Visits, GBDVS 2013 also collected more general data regarding the population's levels of participation in leisure activities through Leisure Day Visits which 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 2013. 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 2012	GB 2013	% Change	England 2012	England 2013	% Change	Scotland 2012	Scotland 2013	% Change	Wales 2012	Wales 2013	% Change
	Millions	Millions		Millions	Millions		Millions	Millions		Millions	Millions	
Leisure Day Visits	8,799	8,199	-7%	7,358	6,970	-5%	920	775	-16%	521	455	-13%
Leisure Day Visits lasting 3 hours or more	2,807	2,572	-8%	2,390	2,200	-8%	261	235	-10%	156	137	-12%
Tourism Day Visits	1,712	1,588	-7%	1,477	1,383	-6%	143	123	14%	92	81	12%

The table above shows that the overall volume of Tourism Day Visits taken in GB decreased by 7% from 2012 to 2013. Similar declines were also seen for Leisure Day Visits and Leisure Day Visits lasting 3 hours or more (falling by 7% and 8% 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 that declines were seen across all types of activities and the picture was broadly reflected across Leisure Day Visits, Leisure Visits lasting more than 3 hours and Tourism Day Visits. Notable declines were seen for taking part in sports and watching live sports in 2013 compared to 2012.

**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 2012			Leisure Day Visits 2013			% Change		
	Millions	Millions	% Change	Millions	Millions	% Change	Millions	Millions	% Change
Visiting friends or family	2,402	2,188	-9%	1,043	953	-9%	583	545	-7%
Special shopping	945	855	-10%	298	264	-11%	210	190	-10%
Going out for a meal	1,448	1,422	-2%	567	548	-3%	406	397	-2%
Going on a night out	1,073	1,004	-6%	558	505	-9%	276	256	-7%
Going out for entertainment	443	429	-3%	221	213	-4%	147	142	-3%
Undertaking outdoor activities	2,314	2,144	-7%	456	405	-11%	277	256	-8%
Other leisure/hobbies	650	623	-4%	215	187	-13%	107	98	-8%
Taking part in sports	936	883	-6%	159	134	-16%	81	65	-20%
Watching live sporting events	389	341	-12%	161	131	-19%	123	92	-25%
Going to visitor attractions	262	263	0%	152	146	-4%	129	128	-1%
Special public events	204	181	-11%	96	92	-4%	78	73	-6%
Special personal events	171	159	-7%	102	82	-20%	71	57	-20%
Day out to health/beauty spa	112	98	-13%	45	28	-38%	29	17	-41%
General day out	506	488	-4%	262	255	-3%	213	211	-1%
Other day out for leisure	204	177	-13%	113	86	-24%	91	68	-25%

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

# Summary data tables

GB Day Visits 2013



## Section 5: Summary data tables

### Tourism Day Visits

**Table 5-1**

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 2013.

**Table 5.1.1 – Tourism Day Visits**

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
<b>All Tourism Day Visits</b>	<b>1,588</b>	<b>1,370</b>	<b>124</b>	<b>89</b>	<b>£53,947</b>	<b>£46,024</b>	<b>£4,647</b>	<b>£3,061</b>
<b>General activity – Any undertaken</b>								
Visiting friends or family	545	473	41	29	£14,036	£12,128	£1,069	£744
Special shopping	190	162	15	12	£13,730	£11,454	£1,512	£763
Going out for a meal	397	345	29	21	£19,567	£16,682	£1,675	£1,067
Going on a night out	256	224	18	14	£10,657	£9,156	£840	£636
Going out for entertainment	142	124	11	7	£5,961	£5,051	£474	£437
Undertaking outdoor activities	256	214	22	20	£7,044	£5,655	£699	£651
Other leisure/hobbies	98	85	6	6	£3,563	£3,186	£147	£150
Taking part in sports	65	56	5	4	£2,186	£1,888	£143	£120
Watching live sporting events	92	79	8	5	£3,454	£3,007	£243	£156
Going to visitor attractions	128	111	11	6	£5,302	£4,696	£414	£124
Special public events	73	64	6	3	£2,919	£2,594	£228	£96
Special personal events	57	49	4	4	£1,974	£1,710	£85	£174
Day out to health/beauty spa	17	14	1	2	£990	£756	£145	£90
General day out	212	179	17	15	£6,931	£6,016	£528	£382
Other day out for leisure	68	54	9	4	£2,875	£2,365	£312	£189
<b>General activity – Single/Main activity</b>								
Visiting friends or family	379	331	28	19	£7,309	£6,355	£474	£400
Special shopping	116	99	9	7	£9,121	£7,599	£1,001	£521
Going out for a meal	165	144	10	10	£7,083	£6,294	£431	£340
Going on a night out	142	125	10	7	£4,981	£4,247	£474	£260
Going out for entertainment	102	89	8	5	£3,778	£3,204	£355	£219
Undertaking outdoor activities	111	90	10	10	£2,220	£1,646	£276	£299
Other leisure/hobbies	47	42	3	3	£1,162	£1,018	£70	£73
Taking part in sports	25	22	2	1	£723	£609	£34	£50
Watching live sporting events	58	50	5	3	£2,170	£1,889	£146	£91
Going to visitor attractions	85	74	6	4	£3,491	£3,130	£251	£73
Special public events	44	39	3	2	£1,605	£1,459	£96	£50
Special personal events	42	36	3	3	£1,348	£1,192	£59	£98
Day out to health/beauty spa	8	6	0	1	£323	£247	£16	£69
General day out	123	103	10	8	£3,327	£2,833	£284	£211
Other day out for leisure	37	29	6	2	£1,226	£946	£179	£94
None – 2+ activities were of equal importance	95	82	9	5	£3,937	£3,235	£499	£203
Don't know	10	9	0	1	£135	£122	£1	£12

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

\* Less than 0.5 million visits

**Table 5.1.2 – All Tourism Day Visits**

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
<b>All Tourism Day Visits</b>	<b>1,588</b>	<b>1,370</b>	<b>124</b>	<b>89</b>	<b>£53,947</b>	<b>£46,024</b>	<b>£4,647</b>	<b>£3,061</b>
<b>Detailed Activity (&lt;1% GB level visits not shown)</b>								
Attended a food/local produce event (e.g. food festival, farmers market)	13	11	1	1	£634	£582	£25	£27
Attended a live music concert	38	34	2	1	£2,080	£1,905	£111	£64
Attended a music festival (e.g. Glastonbury)	10	9	*	1	£648	£489	£103	£57
Attended an indoor exhibition such as Ideal Home, a motor show or holiday exhibition	17	14	2	1	£1,223	£1,111	£76	£36
Attended an outdoor fair/ exhibition/show (e.g gardening or agricultural show)	26	22	2	2	£1,208	£1,046	£99	£62
Attended another arts/cultural festival (e.g. a book festival)	13	11	1	1	£716	£586	£81	£50
Centre based walking (i.e. around acity/town centre)	57	48	6	3	£2,185	£1,780	£245	£160
Cycled – on a road/surfaced path	18	15	1	1	£328	£240	£34	£42
Fishing – sea angling, coarse fishing, game fishing	7	6	*	1	£328	£214	£40	£74
Had a picnic or BBQ	29	23	3	2	£1,065	£884	£88	£92
Informal sport (e.g. cricket, rounders, football, skateboarding)	7	7	*	*	£180	£158	£12	£10
Just relaxed	87	72	9	5	£3,030	£2,520	£374	£137
Long walk, hike or ramble (minimum of 2 miles/1 hour)	89	73	8	7	£2,393	£1,929	£287	£176
Other arts/cultural event/show	16	15	1	1	£860	£808	£32	£20
Played golf	13	11	2	1	£404	£277	£109	£18
Played with children	33	28	2	3	£1,279	£1,076	£75	£129
Running, jogging, orienteering	8	6	1	1	£433	£399	£5	£29
Short walk/stroll – up to 2 miles/1hour	65	55	6	5	£2,201	£1,879	£159	£158
Sightseeing by car	18	12	4	2	£828	£643	£127	£57
Sightseeing on foot	58	49	5	4	£2,236	£1,960	£152	£123
Spa/beauty/health treatments	7	6	*	1	£417	£338	£19	£59
Special' shopping for items you do not regularly buy	17	14	1	1	£1,267	£1,141	£57	£69
Sunbathing	12	9	2	2	£497	£401	£38	£58
Swimming (indoors or outdoors)	14	12	1	1	£575	£511	£20	£44
Took part in outdoor sports – football, rugby, hockey, cricket, athletics, etc.	10	9	1	*	£287	£267	£12	£8
Viewed architecture Traditional (Victorian/pre-Victorian etc.)	19	17	1	1	£800	£757	£24	£19
Visited family for leisure	258	222	20	15	£5,948	£5,030	£494	£348
Visited a beach	37	29	4	5	£1,559	£1,287	£92	£139
Visited a castle/other historic site	20	15	3	2	£930	£740	£139	£51
Visited a cathedral,church, abbey or other religious building	18	15	2	1	£886	£690	£159	£37
Visited a country park	26	21	3	2	£798	£637	£39	£122

Continued overleaf ►

\* 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			
<b>All Tourism Day Visits</b>	<b>1,588</b>	<b>1,370</b>	<b>124</b>	<b>89</b>	<b>£53,947</b>	<b>£46,024</b>	<b>£4,647</b>	<b>£3,061</b>
<b>Detailed Activity (continued)</b>								
<b>(&lt;1% GB level visits not shown)</b>								
Visited a garden	36	31	3	2	£1,599	£1,348	£141	£101
Visited a historic house, stately home, palace	28	24	2	2	£1,244	£942	£177	£75
Visited a museum	31	26	4	2	£1,433	£1,283	£111	£36
Visited a theme/amusement park	15	14	1	1	£942	£868	£29	£21
Visited a wildlife attraction/nature reserve	15	13	1	1	£532	£476	£31	£25
Visited a zoo/safari park	14	12	1	0	£664	£595	£56	£13
Visited an art gallery	9	8	1	1	£393	£351	£14	£28
Visited friends for leisure	158	139	11	7	£3,963	£3,513	£172	£275
Visited another type of attraction	20	16	2	1	£862	£712	£95	£52
Watched a live football match (not on TV)	32	27	3	1	£1,124	£1,021	£78	£21
Watched other live sport (not on TV)	22	19	2	2	£977	£818	£68	£91
Watched wildlife, bird watching	15	12	2	2	£325	£269	£21	£35
Went for a drink in a pub, club, hotel, etc.	236	207	18	10	£10,485	£9,245	£811	£410
Went for a meal in a restaurant/café/hotel/pub, etc.	343	294	28	19	£18,443	£15,583	£1,758	£1,007
Went for a snack in a fast food outlet, takeaway, etc.	75	65	6	4	£3,972	£3,446	£336	£170
Went on a guided tour on foot, bus or other transport	13	11	1	1	£798	£683	£105	£10
Went to the cinema	76	65	7	4	£2,688	£2,089	£313	£287
Went to the gym, aerobics class, yoga, etc.	12	10	1	1	£530	£371	£106	£54
Went to the theatre	24	22	1	1	£1,413	£1,268	£88	£56
<b>Type of place (Main place visited)</b>								
City/large town	681	597	57	24	£27,844	£23,995	£2,810	£1,004
Small town	365	313	28	24	£10,230	£8,610	£760	£812
Village	179	155	12	11	£4,379	£3,785	£239	£315
Rural countryside	183	153	15	14	£5,173	£4,311	£417	£394
Seaside resort or town	96	81	7	8	£3,489	£2,894	£172	£388
Seaside coastline – a beach	38	30	2	6	£1,058	£856	£104	£98
Other seaside coastline	8	6	2	*	£198	£137	£48	£12
Other	39	35	2	2	£1,575	£1,437	£97	£39
<b>Month of visit</b>								
January	113	98	9	6	£3,512	£2,847	£460	£202
February	110	94	10	6	£3,496	£2,992	£278	£226
March	112	97	9	6	£3,883	£3,418	£272	£186
April	131	113	10	7	£4,483	£3,941	£340	£167
May	136	116	11	8	£4,547	£3,894	£406	£189
June	149	127	13	8	£5,368	£4,757	£370	£224
July	157	135	11	11	£5,150	£4,098	£487	£534
August	162	140	11	11	£6,094	£5,450	£321	£310
September	134	115	10	9	£4,150	£3,253	£570	£323
October	128	111	11	6	£4,317	£3,599	£513	£199
November	120	105	9	6	£4,061	£3,646	£206	£166
December	136	120	10	6	£4,887	£4,130	£423	£334

**Table 5.1.4 – All Tourism Day Visits**

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
<b>All Tourism Day Visits</b>	<b>1,588</b>	<b>1,370</b>	<b>124</b>	<b>89</b>	<b>£53,947</b>	<b>£46,024</b>	<b>£4,647</b>	<b>£3,061</b>
<b>Transport</b>								
<b>Net: Any car</b>	<b>1,035</b>	<b>883</b>	<b>81</b>	<b>67</b>	<b>£35,031</b>	<b>£29,685</b>	<b>£2,873</b>	<b>£2,386</b>
Car – own/friends/family	1,024	875	80	67	£34,187	£28,994	£2,806	£2,276
Car – hired	11	9	2	*	£844	£691	£31	£110
<b>Net: Public transport</b>	<b>265</b>	<b>230</b>	<b>26</b>	<b>9</b>	<b>£10,598</b>	<b>£8,899</b>	<b>£1,265</b>	<b>£422</b>
Train	142	123	13	6	£6,914	£5,915	£636	£352
A regular bus\coach	123	108	13	3	£3,684	£2,985	£630	£70
Organised coach tour	18	15	1	2	£792	£642	£105	£41
Taxi	37	33	3	1	£1,662	£1,445	£164	£53
Walked\on foot	116	103	7	6	£2,122	£1,879	£155	£87
Bicycle	21	18	2	1	£132	£125	£3	£4
Minibus	5	4	*	1	£182	£171	£3	£6
Motor cycle	6	5	1	1	£207	£156	£4	£7
Tube	46	45	*	*	£1,466	£1,421	£41	£4
Tram	7	7	-	-	£202	£202	-	-
Motorised caravan\campervan	6	5	*	*	£241	£224	£5	£12
Plane	4	3	*	*	£447	£362	£37	£16
Boat\ship\ferry	4	3	1	*	£185	£172	£12	*
Lorry\truck\van	4	3	*	1	£305	£302	*	£3
Other	14	13	1	1	£375	£341	£15	£19
<b>Distance travelled</b>								
Less than 5 miles	270	242	15	13	£5,554	£5,013	£283	£246
Between 5 and 10 miles	269	236	19	13	£6,838	£5,966	£548	£324
11 to 20 miles	255	223	19	13	£7,722	£6,879	£541	£301
21 to 40 miles	233	198	20	14	£8,416	£6,913	£924	£546
41 to 60 miles	126	106	13	7	£4,942	£4,002	£631	£300
61 to 80 miles	79	63	10	6	£3,410	£2,750	£367	£285
81 to 100 miles	59	48	6	5	£2,896	£2,398	£273	£226
Over 100 miles	163	137	13	11	£10,551	£8,950	£790	£695
Don't know	134	117	10	6	£3,619	£3,152	£290	£138
<b>Average distance travelled(miles)</b>	<b>44</b>	<b>42</b>	<b>50</b>	<b>53</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
<b>Duration</b>								
3 hours to 3 hours 59	620	530	49	39	£18,480	£15,514	£1,723	£1,203
4 hours to 4 hours 59	370	319	31	18	£11,797	£10,006	£1,062	£669
5 hours to 5 hours 59	189	164	14	11	£6,709	£5,829	£506	£352
6 hours or more	409	357	30	21	£16,962	£14,676	£1,356	£837

\* Less than 0.5 million visits

**Table 5.1.5 – All Tourism Day Visits**

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
<b>All Tourism Day Visits</b>	<b>1,588</b>	<b>1,370</b>	<b>124</b>	<b>89</b>	<b>£53,947</b>	<b>£46,024</b>	<b>£4,647</b>	<b>£3,061</b>
<b>Age</b>								
16-24	297	255	22	18	£9,001	£7,901	£541	£514
25-34	333	294	21	17	£12,419	£10,720	£994	£644
35-44	208	178	18	12	£7,607	£6,331	£729	£508
45-54	258	224	22	13	£9,943	£8,579	£969	£358
55-64	206	176	19	12	£7,179	£6,030	£615	£491
65+	286	245	23	17	£7,797	£6,462	£799	£517
<b>Children in household</b>								
Children in household	420	361	32	26	£17,468	£14,759	£1,555	£1,104
None	1,168	1,009	92	63	£36,479	£13,265	£3,092	£1,957
<b>SEG</b>								
AB	462	390	39	32	£18,307	£15,248	£1,600	£1,340
C1	477	409	40	27	£15,623	£13,324	£1,449	£791
C2	329	289	23	17	£11,015	£9,382	£1,076	£550
DE	319	283	22	14	£9,002	£8,069	£522	£379
<b>Party composition</b>								
No one, I was on my own	244	214	18	12	£4,489	£3,918	£346	£205
I was with spouse/partner	733	625	62	45	£31,115	£26,168	£2,843	£1,960
I was with my child(ren)	272	235	21	16	£11,732	£10,001	£1,107	£596
I was with other members of my family	291	249	22	17	£9,960	£8,693	£653	£547
I was with a friend/friends	383	335	27	20	£12,363	£10,611	£953	£789
I was with an organised group	45	39	4	2	£1,614	£1,409	£156	£47
I was with someone else	19	17	1	1	£629	£597	£21	£5
<b>Marital Status</b>								
Married/living with partner	909	777	75	55	£36,094	£30,424	£3,328	£2,240
Never married (single)	329	293	20	14	£8,744	£7,840	£489	£378
Divorced/widowed	188	159	17	12	£4,777	£3,969	£497	£268
Living with parents	100	87	7	6	£2,806	£2,423	£238	112
Domestic partner/living with other adults	36	32	2	2	£1,018	£933	£40	£45
Prefer not to state/other	26	23	2	1	£508	£434	£56	£18

**Table 5.1.6 – Tourism day visits by english ceremonial county  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (tourism day visits) (small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Bedfordshire	8.9	£214.2	284
Berkshire	13.5	£426.9	489
Bristol/Bath area	22.8	£776.2	835
Buckinghamshire	16.5	£645.5	536
Cambridgeshire	21.3	£673.8	607
Cheshire	25.9	£1,016.4	1040
Cornwall and Isles of Scilly	22.9	£847.1	700
Cumbria	17.0	£589.6	576
Derbyshire	24.0	£612.9	762
Devon	40.5	£1,226.8	1300
Dorset	17.1	£569.2	522
Durham	11.1	£284.5	362
East Sussex	25.3	£997.4	875
Essex	35.5	£896.0	977
Gloucestershire	14.6	£890.4	549
Greater Manchester	56.1	£1,959.3	1777
Hampshire	38.5	£1,311.2	1307
Herefordshire	5.4	£139.9	230
Hertfordshire	18.1	£429.1	543
Isle of Wight	4.5	£131.7	157
Kent	43.9	£1,436.5	1456
Lancashire	36.0	£1,060.8	1091
Leicestershire	18.8	£542.9	586
Lincolnshire	22.5	£700.8	669
London	298.1	£8,439.4	8961
Merseyside	29.8	£3,455.4	891
Norfolk	37.8	£954.1	930
North Lincolnshire/Humberside	20.6	£839.5	909
North Yorkshire	34.4	£911.9	1236
Northamptonshire	13.2	£660.3	580
Northumberland	9.9	£360.4	373
Nottinghamshire	22.8	£936.5	625
Oxfordshire	15.6	£504.4	595
Rutland	1.4	£211.7	207
Shropshire	12.6	£274.2	313
Somerset	12.2	£408.1	380
South Gloucestershire	3.2	£198.0	229
South Yorkshire	25.2	£520.6	723
Staffordshire	22.3	£697.0	710
Suffolk	19.4	£528.1	553
Surrey	22.7	£565.6	690

**Table 5.1.6 – Tourism day visits by english ceremonial county  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (tourism day visits) (small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Tees Valley	6.0	£330.5	378
Tyne and Wear	23.2	£803.6	538
Warwickshire	14.3	£591.2	559
West Midlands	51.1	£1,098.4	1213
West Sussex	18.5	£1,152.2	930
West Yorkshire	52.4	£1,027.5	1758
Wiltshire	15.9	£681.9	861
Worcestershire	15.0	£458.7	479

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 £33. 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 5.1.7 – Tourism day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (tourism day visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Allerdale	3.40	£92.14	117
Amber Valley	1.70	£30.46	60
Arun	3.84	£90.25	118
Ashford	3.61	£165.01	127
Aylesbury Vale	2.29	£36.55	83
Babergh	2.08	£51.99	70
Barking and Dagenham	4.68	£123.84	112
Barnet	6.15	£127.01	181
Barnsley	2.47	£64.02	109
Basildon	2.68	£84.27	79
Basingstoke and Deane	3.56	£106.19	115
Bassetlaw	2.51	£101.87	89
Bath and North East Somerset	5.87	£188.24	228
Bedford	2.93	£56.17	87
Bexley	4.65	£82.62	121
Birmingham	23.72	£827.09	767
<b>Blaby</b>	<b>1.46</b>	<b>£17.43</b>	<b>42</b>
Blackburn with Darwen	2.27	£80.25	69
Blackpool	9.08	£412.73	243
Bolton	4.20	£90.12	131
<b>Boston</b>	<b>1.77</b>	<b>£47.78</b>	<b>46</b>
Bournemouth	5.43	£155.31	139
Bradford	9.58	£198.13	371
Braintree	2.63	£54.97	84
Breckland	3.46	£64.00	84
Brent	5.88	£156.92	160
Brighton and Hove	11.50	£533.63	369
Bristol	12.83	£506.71	446
Broadland	3.07	£51.65	71
Bromley	8.38	£163.48	235
Bromsgrove	2.60	£66.97	85
<b>Burnley</b>	<b>1.94</b>	<b>£52.21</b>	<b>49</b>
Bury	3.10	£69.02	109
Calderdale	5.31	£82.36	184
Cambridge	5.99	£216.35	171
Camden	13.51	£502.75	427
Cannock Chase	3.07	£105.11	65

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (tourism day visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Canterbury	5.15	£172.60	185
Carlisle	2.96	£125.09	107
Central Bedfordshire	3.85	£73.20	132
Charnwood	2.46	£41.34	77
Chelmsford	4.87	£132.06	129
Cheltenham	3.78	£178.89	128
Cherwell	3.00	£118.17	107
Cheshire East	8.30	£307.87	294
Cheshire West and Chester	12.29	£487.45	579
Chesterfield	2.19	£77.49	74
Chichester	4.90	£135.74	163
Chiltern	1.52	£35.35	53
Chorley	2.31	£28.74	69
City of London	34.69	£1,892.99	1017
Colchester	5.42	£170.59	145
<b>Copeland</b>	<b>1.08</b>	<b>£27.87</b>	<b>43</b>
Cornwall	22.55	£833.20	694
Cotswold	3.43	£208.03	118
County Durham	8.97	£239.10	304
Coventry	5.18	£183.08	164
Craven	3.89	£98.66	153
Crawley	2.45	£128.78	88
Croydon	9.10	£238.34	271
Dacorum	2.38	£51.88	84
Darlington	1.73	£36.23	58
Dartford	2.47	£134.81	85
Daventry	2.47	£71.29	65
Derby	6.45	£171.45	192
Derbyshire Dales	6.07	£124.81	203
Doncaster	7.99	£151.20	279
Dover	3.72	£125.62	108
Dudley	5.92	£294.69	168
Ealing	4.65	£185.82	154
East Cambridgeshire	1.97	£71.03	52
East Devon	4.37	£147.55	154
East Hampshire	1.68	£31.89	66
East Hertfordshire	3.27	£86.74	79

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (tourism day visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
East Lindsey	7.52	£218.12	208
East Riding of Yorkshire	8.52	£208.32	359
East Staffordshire	1.68	£56.61	63
Eastbourne	4.44	£202.97	144
Eastleigh	1.77	£49.89	67
Eden	1.97	£38.55	62
<b>Elmbridge</b>	<b>2.06</b>	<b>£17.42</b>	<b>45</b>
Enfield	7.99	£193.93	202
Epping Forest	1.87	£22.48	52
Exeter	6.13	£225.65	184
Fareham	1.94	£56.38	64
Forest Heath	2.15	£84.77	54
<b>Forest of Dean</b>	<b>1.31</b>	<b>£26.43</b>	<b>49</b>
Fylde	2.03	£50.46	58
Gateshead	4.83	£180.91	145
Gloucester	3.48	£133.57	117
Gravesham	1.56	£20.63	50
Great Yarmouth	4.42	£170.03	126
Greenwich	10.26	£411.04	322
Guildford	3.63	£153.50	139
Hackney	7.30	£365.17	206
Halton	1.56	£30.39	58
Hambleton	3.17	£49.00	99
Hammersmith and Fulham	6.76	£244.96	197
<b>Harborough</b>	<b>0.98</b>	<b>£21.21</b>	<b>45</b>
Haringey	4.36	£113.11	157
Harrogate	4.70	£143.45	228
Harrow	7.74	£267.98	211
<b>Hart</b>	<b>1.11</b>	<b>£27.52</b>	<b>47</b>
Hastings	1.73	£65.32	63
Havering	4.33	£140.13	130
Herefordshire	5.41	£140.86	230
High Peak	2.55	£43.51	86
Hillingdon	5.10	£187.93	141
Hinckley and Bosworth	3.02	£69.47	92
Horsham	2.47	£71.84	81
Hounslow	4.70	£148.46	154

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (tourism day visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Huntingdonshire	4.49	£108.41	128
Ipswich	3.41	£127.74	97
Isle of Wight	4.53	£131.66	157
Islington	11.30	£338.64	288
Kensington and Chelsea	11.44	£568.91	391
King's Lynn and West Norfolk	5.39	£168.19	149
Kingston upon Hull	4.67	£140.90	184
Kingston upon Thames	5.49	£205.56	160
Kirklees	8.23	£132.49	322
Lambeth	7.41	£189.93	246
Lancaster	3.90	£103.19	143
Leeds	22.64	£663.92	899
Leicester	6.37	£233.18	205
Lewes	1.63	£36.37	66
Lewisham	6.66	£106.39	194
Lichfield	2.40	£37.99	86
Lincoln	4.07	£241.81	125
Liverpool	14.50	£576.15	491
Luton	2.16	£46.70	65
Maidstone	6.48	£210.89	196
<b>Maldon</b>	<b>1.29</b>	<b>£12.09</b>	<b>42</b>
Malvern Hills	3.18	£54.46	109
Manchester	29.12	£1,340.60	954
Mansfield	1.81	£40.70	62
Medway	4.46	£143.33	149
Melton	2.55	£142.49	58
Mendip	2.47	£82.54	102
Merton	3.46	£86.92	107
Mid Devon	2.05	£53.11	73
Mid Suffolk	2.67	£34.70	55
Mid Sussex	2.47	£51.02	88
Middlesbrough	2.39	£45.59	63
Milton Keynes	7.20	£400.86	202
Mole Valley	1.91	£29.57	67
New Forest	4.64	£151.59	141
Newark and Sherwood	3.00	£88.01	94
Newcastle upon Tyne	10.71	£408.55	346

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (tourism day visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Newcastle-under-Lyme	2.21	£75.56	72
Newham	9.06	£294.54	251
North Devon	4.49	£122.91	138
<b>North East Derbyshire</b>	<b>1.08</b>	<b>£21.77</b>	<b>39</b>
North East Lincolnshire	4.40	£118.91	134
North Hertfordshire	3.00	£60.06	85
North Kesteven	1.88	£25.27	65
North Lincolnshire	2.81	£57.45	125
North Norfolk	5.65	£102.40	153
North Somerset	4.31	£89.82	166
North Tyneside	3.78	£63.20	116
<b>North Warwickshire</b>	<b>1.43</b>	<b>£47.50</b>	<b>48</b>
North West Leicestershire	2.16	£34.42	76
Northampton	3.52	£129.90	114
Northumberland	10.33	£311.80	363
Norwich	13.50	£563.15	282
Nottingham	10.83	£706.85	348
Oldham	2.79	£51.43	92
Oxford	5.13	£186.76	170
Peterborough	5.41	£193.75	152
Plymouth	5.94	£249.61	199
Poole	1.91	£52.42	68
Portsmouth	6.47	£355.82	216
Preston	3.47	£93.13	102
Reading	3.90	£138.30	160
Redbridge	3.74	£71.25	108
Redcar and Cleveland	1.80	£18.07	57
Reigate and Banstead	2.42	£55.56	80
Ribble Valley	3.00	£66.18	109
Richmond upon Thames	6.86	£287.68	212
Richmondshire	1.88	£56.17	72
Rochdale	2.13	£65.77	75
Rochford	2.04	£26.71	54
Rother	2.69	£92.70	101
Rotherham	3.69	£115.57	117
Rugby	2.18	£41.29	80
<b>Rushcliffe</b>	<b>1.63</b>	<b>£30.26</b>	<b>34</b>

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (tourism day visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Rushmoor	1.27	£19.40	50
Ryedale	2.16	£47.83	95
Salford	2.35	£61.97	71
Sandwell	2.27	£33.75	71
Scarborough	7.69	£387.56	327
Sefton	6.46	£143.24	202
Selby	1.49	£36.90	69
Sevenoaks	2.68	£105.12	93
Sheffield	11.20	£374.98	432
Shepway	3.05	£105.73	105
Shropshire	9.97	£317.70	369
Solihull	5.01	£118.78	156
South Bucks	1.80	£36.84	56
South Cambridgeshire	2.24	£100.74	68
<b>South Derbyshire</b>	<b>1.41</b>	<b>£44.94</b>	<b>44</b>
South Gloucestershire	3.24	£66.88	97
South Hams	3.31	£64.79	107
<b>South Holland</b>	<b>1.45</b>	<b>£43.97</b>	<b>45</b>
South Kesteven	4.28	£113.33	120
South Lakeland	7.58	£291.61	237
South Lanarkshire	5.13	£179.72	283
South Norfolk	2.34	£59.24	74
South Northamptonshire	2.31	£99.49	66
South Oxfordshire	2.31	£35.45	97
South Somerset	2.29	£77.36	78
South Staffordshire	2.19	£46.15	61
<b>South Tyneside</b>	<b>1.34</b>	<b>£20.21</b>	<b>49</b>
Southampton	6.60	£250.62	220
Southend-on-Sea	2.48	£82.32	64
Southwark	11.11	£239.27	311
Spelthorne	1.75	£37.95	54
St Albans	1.33	£37.64	56
<b>St Edmundsbury</b>	<b>1.87</b>	<b>£36.59</b>	<b>47</b>
Stafford	3.72	£167.59	112
Staffordshire Moorlands	3.04	£101.76	98
Stockport	4.23	£93.18	123
Stockton-on-Tees	1.37	£16.95	51

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (tourism day visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Stoke-on-Trent	2.58	£72.12	93
Stratford-on-Avon	4.59	£138.58	162
Stroud	2.01	£43.87	85
Suffolk Coastal	4.11	£75.07	123
Sunderland	2.23	£56.44	78
Surrey Heath	1.53	£42.78	61
Sutton	4.63	£130.29	125
Swale	2.41	£40.66	86
Swindon	3.73	£120.51	126
Tameside	2.58	£51.63	87
Tamworth	2.03	£72.35	70
<b>Tandridge</b>	<b>1.32</b>	<b>£45.87</b>	<b>48</b>
Taunton Deane	3.24	£130.10	96
Teignbridge	4.27	£104.91	127
Telford and Wrekin	2.69	£90.05	91
Tendring	3.57	£56.84	90
Test Valley	3.21	£103.99	108
Tewkesbury	1.30	£96.12	52
Thanet	3.44	£112.49	107
Thurrock	2.90	£145.50	83
Tonbridge and Malling	1.94	£28.71	77
Torbay	5.40	£138.22	176
Torridge	2.26	£59.58	75
Tower Hamlets	7.51	£176.89	231
Trafford	2.79	£54.92	96
Tunbridge Wells	2.89	£70.90	119
Uttlesford	2.14	£35.91	57
Vale of White Horse	1.94	£65.81	72
Wakefield	6.60	£170.26	275
Walsall	3.38	£58.49	109
Waltham Forest	2.87	£95.66	86
Wandsworth	7.91	£198.28	232
Warrington	3.41	£173.32	116
Warwick	4.81	£133.74	153
Watford	1.54	£50.87	52
Waveney	3.35	£91.16	95
Waverley	3.16	£152.92	106

Continued overleaf ►

**Table 5.1.7 – Tourism day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (tourism day visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Wealden	3.40	£79.30	137
Welwyn Hatfield	1.66	£57.82	51
West Berkshire	2.68	£53.97	95
West Devon	2.35	£60.51	67
West Dorset	2.77	£119.41	80
West Lindsey	1.68	£15.83	60
West Oxfordshire	2.88	£67.44	104
West Somerset	1.47	£53.08	58
Westminster	27.55	£1,679.00	925
Weymouth and Portland	2.30	£109.15	79
Wigan	2.48	£75.24	99
Wiltshire	11.99	£314.25	389
Winchester	4.33	£119.14	146
Windsor and Maidenhead	3.61	£121.01	130
Wirral	6.70	£115.25	185
Woking	2.05	£36.13	72
<b>Wokingham</b>	<b>1.31</b>	<b>£66.21</b>	<b>49</b>
Wolverhampton	4.73	£245.91	126
Worcester	3.00	£79.92	104
Worthing	1.82	£33.43	60
Wychavon	3.52	£166.31	109
Wycombe	4.43	£152.14	144
Wyre	2.65	£56.68	85
Wyre Forest	2.16	£72.40	77
York	10.64	£379.69	375

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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 £33. 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  
2011-2013 three year averages**

	Visits <b>Millions</b>	Expenditure <b>Millions</b>	2011-2013 sample (tourism day visits) <b>N</b>
Blaenau Gwent	0.58	£9.74	63
Bridgend	4.25	£121.94	358
Caerphilly	1.78	£30.12	169
Cardiff	18.24	£916.31	1513
Carmarthenshire	5.36	£136.99	471
Ceredigion	4.27	£120.70	305
Conwy	6.07	£204.44	440
Denbighshire	4.36	£100.99	264
Flintshire	3.15	£57.15	239
Gwynedd	6.18	£185.70	359
Isle of Anglesey	2.76	£135.08	161
Merthyr Tydfil	0.87	£22.28	92
Monmouthshire	3.36	£84.94	244
Neath Port Talbot	2.25	£53.95	208
Newport	3.21	£108.58	239
Pembrokeshire	5.35	£172.23	404
Powys	5.87	£211.05	392
Rhondda, Cynon, Taff	3.04	£78.90	279
Swansea	8.05	£270.71	718
The Vale of Glamorgan	3.07	£65.14	255
Torfaen	2.41	£63.44	185
Wrexham	2.40	£61.58	185

**Table 5.1.9 – Tourism day visits by scottish local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (tourism day visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Aberdeen City	4.85	£234.32	253
Aberdeenshire	3.84	£130.01	242
Angus	2.07	£33.88	140
Argyll and Bute	3.25	£93.66	174
<b>Clackmannanshire</b>	<b>0.76</b>	<b>£13.27</b>	<b>54</b>
Dumfries and Galloway	3.65	£104.24	197
Dundee City	3.86	£141.54	246
East Ayrshire	1.90	£45.05	108
East Lothian	2.41	£73.89	136
Edinburgh	19.26	£2,780.50	1114
<b>Eilean Siar</b>	<b>0.92</b>	<b>£24.42</b>	<b>43</b>
Falkirk	2.34	£69.30	142
Fife	7.40	£261.63	464
Glasgow City	20.40	£975.70	1239
Highland	6.80	£370.52	401
Inverclyde	1.56	£32.90	75
Midlothian	1.43	£32.15	82
Moray	1.94	£68.39	106
North Ayrshire	2.93	£86.72	162
North Lanarkshire	2.75	£65.55	184
Perth and Kinross	6.87	£368.14	378
Renfrewshire	3.36	£72.82	199
Scottish Borders	4.03	£114.08	206
South Ayrshire	5.00	£141.58	288
Stirling	4.13	£159.63	266
West Dunbartonshire	1.94	£56.10	107
West Lancashire	2.04	£49.20	65
West Lothian	3.83	£149.88	231

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 £33. 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.

### 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 2013.

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			
<b>All 3 hour+ Leisure Day Visits</b>	<b>2,572</b>	<b>2,185</b>	<b>237</b>	<b>144</b>	<b>£73,192</b>	<b>£61,734</b>	<b>£7,096</b>	<b>£4,124</b>
<b>General activity – Any undertaken</b>								
Visiting friends or family	953	817	85	49	£18,410	£15,667	£1,502	£1,138
Special shopping	264	223	24	17	£17,395	£14,447	£1,917	£1,011
Going out for a meal	548	471	46	30	£24,723	£20,843	£2,341	£1,396
Going on a night out	505	427	48	29	£17,947	£14,860	£1,990	£1,070
Going out for entertainment	213	183	20	11	£8,208	£6,871	£733	£604
Undertaking outdoor activities	405	334	40	29	£9,976	£8,102	£992	£843
Other leisure/hobbies	187	159	15	12	£4,866	£4,153	£284	£349
Taking part in sports	134	111	15	8	£3,594	£3,027	£225	£288
Watching live sporting events	131	113	11	6	£5,008	£4,264	£274	£422
Going to visitor attractions	146	127	12	7	£6,205	£5,408	£455	£274
Special public events	92	81	7	4	£3,720	£3,201	£317	£201
Special personal events	82	69	7	6	£2,852	£2,349	£205	£293
Day out to health/ beauty spa	28	23	2	3	£1,611	£1,212	£164	£236
General day out	255	213	23	19	£8,136	£6,891	£697	£525
Other day out for leisure	86	69	11	6	£3,525	£2,802	£343	£370
<b>General Activity – Single/Main Activity</b>								
Visiting friends or family	718	618	63	36	£10,198	£8,724	£679	£712
Special shopping	153	130	14	9	£11,475	£9,631	£1,280	£564
Going out for a meal	244	211	19	14	£10,023	£8,800	£746	£459
Going on a night out	329	277	34	18	£10,055	£8,134	£1,397	£524
Going out for entertainment	152	130	15	8	£4,862	£4,057	£546	£259
Undertaking outdoor activities	193	155	22	16	£3,689	£2,906	£467	£316
Other leisure/hobbies	104	90	8	6	£1,659	£1,430	£105	£123
Taking part in sports	59	49	7	3	£1,162	£992	£62	£58
Watching live sporting events	78	68	7	3	£2,731	£2,328	£162	£197
Going to visitor attractions	91	80	7	4	£3,602	£3,222	£264	£80
Special public events	49	43	3	2	£1,785	£1,623	£112	£50
Special personal events	57	48	5	4	£1,616	£1,411	£89	£116
Day out to health/beauty spa	10	8	1	1	£429	£334	£23	£73
General day out	141	116	14	10	£3,615	£3,003	£385	£226
Other day out for leisure	44	34	7	3	£1,333	£1,043	£185	£99
None – 2+ activities were of equal importance	133	113	13	7	£4,771	£3,927	£590	£254
Don't know	16	14	1	1	£187	£169	£4	£15

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			
<b>All 3 hour+ Leisure Day Visits</b>	<b>2,572</b>	<b>2,185</b>	<b>237</b>	<b>144</b>		<b>£61,734</b>	<b>£7,096</b>	<b>£4,124</b>
<b>Detailed activity (&lt;1% GB level visits not shown)</b>								
Attended a live music concert	59	52	5	2	£3,382	£2,866	£301	£215
Attended an indoor exhibition	27	23	2	1	£1,869	£1,506	£195	£149
Attended an outdoor fair/exhibition/show	36	30	3	2	£1,786	£1,392	£188	£206
Attended an evening class	16	13	2	1	£564	£353	£75	£136
Attended a food/local produce event	18	16	1	2	£919	£701	£80	£139
Centre based walking	72	61	7	4	£2,797	£2,241	£280	£276
Cycled – on a road/surfaced path	30	25	2	2	£900	£709	£41	£139
Fishing	15	13	1	1	£749	£457	£123	£170
Went for a drink in a pub, club etc.	457	389	44	24	£17,084	£14,441	£1,781	£843
Went for a meal in a restaurant/café/hotel/pub, etc.	463	393	41	27	£23,472	£19,582	£2,418	£1,376
Went for a snack in a fast food outlet, takeaway, etc.	98	83	10	6	£4,853	£4,059	£461	£312
Went on a guided tour	16	13	1	1	£969	£751	£112	£106
Went to the cinema	121	101	13	7	£3,939	£3,035	£473	£431
Went to the gym, aerobics class, etc.	36	29	5	3	£1,056	£766	£128	£161
Went to the theatre	35	31	2	2	£2,020	£1,733	£117	£170
Played golf	41	31	8	2	£813	£531	£164	£119
Had a picnic or BBQ	38	29	5	4	£1,445	£1,136	£97	£213
Informal sport (e.g. cricket, football etc.)	16	14	1	1	£597	£420	£69	£108
Just relaxed	119	98	13	8	£3,600	£2,907	£414	£279
Long walk, hike or ramble (minimum of 2 miles/1 hour)	123	100	13	10	£3,497	£2,788	£399	£310
Other arts/cultural event/show	22	19	2	1	£1,197	£977	£102	£117
Played with children	47	40	4	4	£1,676	£1,352	£86	£238
Running, jogging, orienteering	13	10	1	2	£622	£479	£18	£125
Short walk/stroll – up to 2 miles/1hour	88	73	8	7	£3,463	£2,931	£262	£266
Sightseeing by car	21	15	4	3	£1,145	£826	£165	£154
Sightseeing on foot	67	55	7	5	£2,498	£2,094	£166	£237
'Special' shopping'	19	17	2	1	£1,491	£1,251	£59	£180
Swimming (indoors or outdoors)	23	19	3	2	£1,132	£860	£82	£190
Took part in indoor sports – 5-a-side football, badminton, basketball, ice hockey, etc.	20	16	2	1	£737	£593	£36	£109
Took part in outdoor sports – football, rugby, hockey, cricket, athletics, etc.	23	19	3	1	£893	£755	£31	£107
Viewed architecture Traditional (Victorian/pre-Victorian etc.)	23	19	1	2	£1,349	£1,129	£26	£176
Visited family for leisure	487	417	44	26	£8,073	£6,719	£698	£579
Visited friends for leisure	273	235	24	14	£5,314	£4,595	£267	£445

Continued overleaf ►

**Table 5.2.3 – 3 hour+ leisure day visits**

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
<b>All 3 hour+ Leisure Day Visits</b>	<b>2,572</b>	<b>2,185</b>	<b>237</b>	<b>144</b>	<b>£73,192</b>	<b>£61,734</b>	<b>£7,096</b>	<b>£4,124</b>
<b>Detailed activity (continued) (&lt;1% GB level visits not shown)</b>								
Visited a beach	46	35	4	6	£2,071	£1,581	£192	£258
Visited a cathedral, church, abbey or other religious building	22	18	3	1	£1,170	£859	£178	£134
Visited a country park	35	28	4	3	£1,128	£848	£46	£234
Visited a garden	42	35	4	3	£1,863	£1,513	£144	£197
Visited a historic house, stately home	31	26	2	2	£1,445	£1,019	£188	£188
Visited a museum	36	29	4	2	£1,609	£1,340	£118	£148
Visited a theme/amusement park	18	16	1	1	£1,305	£1,086	£77	£118
Visited a wildlife attraction/nature	22	18	2	2	£953	£777	£48	£128
Visited a zoo/safari park	18	15	2	1	£1,029	£792	£114	£123
Visited an art gallery	12	10	1	1	£626	£462	£24	£140
Visited a castle/other historic site	23	17	4	2	£1,244	£935	£145	£164
Visited another type of attraction	23	19	2	2	£1,060	£796	£110	£151
Watched a live football match	47	41	4	2	£1,734	£1,420	£93	£218
Watched other live sport (not on TV)	30	25	2	3	£1,335	£971	£75	£290
Watched wildlife, bird watching	22	17	2	3	£692	£456	£104	£132
None of these	193	168	14	10	£3,540	£3,160	£201	£156
<b>Type of place visited</b>								
City/large town	1,113	951	116	44	£39,169	£33,484	£4,112	£1,514
Small town	655	557	56	42	£14,542	£11,980	£1,410	£1,104
Village	301	259	23	19	£6,105	£5,145	£461	£459
Rural countryside	249	205	23	20	£5,735	£4,732	£521	£431
Seaside resort or town	136	114	11	10	£4,222	£3,517	£213	£457
Seaside coastline – a beach	46	37	3	6	£1,170	£956	£111	£104
Other seaside coastline	11	8	3	1	£453	£282	£155	£14
Other	60	55	3	2	£1,796	£1,638	£114	£41
<b>Month of visit</b>								
January	196	166	20	10	£5,208	£4,022	£879	£304
February	192	163	19	9	£4,979	£4,217	£473	£289
March	194	165	19	11	£5,187	£4,521	£409	£252
April	214	181	21	12	£6,118	£5,201	£650	£231
May	219	184	21	13	£5,839	£5,019	£530	£232
June	226	189	23	13	£6,575	£5,687	£561	£310
July	242	206	21	15	£6,633	£5,214	£722	£666
August	245	209	19	16	£7,454	£6,514	£451	£458
September	217	186	17	14	£6,847	£5,777	£674	£393
October	210	178	20	12	£5,971	£4,941	£696	£326
November	194	166	17	11	£5,510	£4,811	£405	£251
December	225	194	20	11	£6,872	£5,811	£646	£415

\* Less than 0.5 million visits

**Table 5.2.4 – 3 hour+ leisure day visits**

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
<b>All 3 hour+ Leisure Day Visits</b>	<b>2,572</b>	<b>2,185</b>	<b>237</b>	<b>144</b>	<b>£73,192</b>	<b>£61,734</b>	<b>£7,096</b>	<b>£4,124</b>
<b>Transport</b>								
<b>Net: Any car</b>	<b>1,542</b>	<b>1,306</b>	<b>135</b>	<b>98</b>	<b>£45,170</b>	<b>£38,021</b>	<b>£4,006</b>	<b>£3,000</b>
Car – own/friends/family	1,524	1,291	133	98	£44,086	£37,122	£43,956	£2,877
Car – hired	18	15	3	1	£1,084	£899	£50	£123
<b>Net: Public transport</b>	<b>386</b>	<b>329</b>	<b>45</b>	<b>12</b>	<b>£13,349</b>	<b>£10,941</b>	<b>£1,854</b>	<b>£540</b>
Train	175	150	18	7	£7,861	£6,686	£733	£428
A regular bus\coach	212	179	27	6	£5,488	£4,254	£1,121	£113
Organised coach tour	20	16	2	2	£824	£654	£111	£55
Taxi	78	66	9	3	£3,452	£2,917	£437	£99
Walked\on foot	367	307	37	22	£5,610	£4,762	£523	£323
Bicycle	40	36	3	2	£261	£246	£9	£6
Minibus	7	5	1	1	£238	£218	£7	£11
Motor cycle	8	7	1	1	£236	£182	£8	£7
Tube	57	56	1	-	£1,789	£1,738	£47	£4
Tram	11	10	*	-	£271	£259	£12	-
Motorised caravan\campervan	7	6	*	*	£294	£276	£5	£13
Plane	5	4	*	*	£471	£387	£37	£16
Boat\ship\ferry	4	3	1	*	£185	£172	£12	£1
Lorry\truck\van	6	4	1	1	£328	£322	£1	£5
Other	34	30	2	2	£712	£641	£28	£43
<b>Distance travelled</b>								
Less than 5 miles	768	656	71	41	£13,268	£11,478	£1,150	£630
Between 5 and 10 miles	467	400	43	24	£11,242	£9,512	£1,254	£475
11 to 20 miles	363	312	31	19	£9,797	£8,636	£743	£418
21 to 40 miles	289	244	26	18	£9,923	£8,198	£1,029	£664
41 to 60 miles	153	127	17	9	£5,582	£4,557	£687	£329
61 to 80 miles	95	77	11	8	£3,960	£3,185	£396	£371
81 to 100 miles	70	58	6	5	£3,217	£2,696	£287	£234
Over 100 miles	163	137	13	11	£10,551	£8,950	£790	£695
Don't know	182	157	16	9	£4,489	£3,749	£516	£179
<b>Average distance travelled (miles)</b>	<b>32</b>	<b>32</b>	<b>33</b>	<b>38</b>				
<b>Duration</b>								
3 hours to 3 hours 59	1,108	934	105	68	£27,700	£23,348	£2,593	£1,697
4 hours to 4 hours 59	615	521	60	33	£15,895	£13,296	£1,607	£932
5 hours to 5 hours 59	293	251	26	15	£8,927	£7,727	£760	£418
6 hours or more	556	479	46	29	£20,671	£17,363	£2,136	£1,078

\* Less than 0.5 million visits

**Table 5.2.5 – 3 hour+ leisure day visits**

	Visits				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions			
<b>All 3 hour+ Leisure Day Visits</b>	<b>2,572</b>	<b>2,185</b>	<b>237</b>	<b>144</b>	<b>£73,192</b>	<b>£61,734</b>	<b>£7,096</b>	<b>£4,124</b>
<b>Age</b>								
16-24	482	401	47	31	£13,136	£10,975	£1,304	£791
25-34	542	475	39	27	£16,931	£14,519	£1,457	£894
35-44	333	281	33	19	£10,290	£8,555	£1,009	£686
45-54	427	367	40	20	£13,455	£11,670	£1,274	£504
55-64	330	275	35	19	£9,113	£7,578	£886	£607
65+	458	386	45	27	£10,267	£8,473	£1,168	£643
<b>Children in household</b>								
Children in household	667	571	57	39	£23,165	£19,493	£2,219	£1,404
None	1,904	1,614	181	106	£50,027	£42,241	£4,877	£2,721
<b>SEG</b>								
AB	707	586	73	46	£23,639	£19,651	£2,205	£1,663
C1	770	646	75	47	£21,003	£17,585	£2,176	£1,184
C2	540	469	44	27	£15,882	£13,180	£1,912	£781
DE	555	484	46	24	£12,668	£11,318	£804	£496
<b>Party composition</b>								
No one, I was on my own	508	436	45	26	£7,254	£6,104	£800	£328
I was with spouse/partner	1,085	920	101	63	£40,733	£34,394	£3,830	£2,364
I was with my child(ren)	408	349	35	23	£15,193	£12,758	£1,465	£923
I was with other members of my family	418	353	38	24	£13,413	£11,315	£1,183	£830
I was with a friend/friends	640	542	60	37	£18,082	£14,985	£1,810	£1,276
I was with an organised group	73	61	8	5	£2,101	£1,825	£200	£74
I was with someone else	27	24	2	2	£729	£692	£24	£9
<b>Marital Status</b>								
Married/living with partner	1,431	1,207	137	85	£47,733	£40,139	£4,647	£2,845
Never married (single)	560	485	46	26	£12,523	£10,754	£1,040	£673
Divorced/widowed	323	274	31	17	£6,765	£5,732	£658	£334
Living with parents	168	143	14	10	£3,762	£3,189	£369	£167
Domestic partner/living with other adults	51	44	4	3	£1,320	£1,178	£77	£65
Prefer not to state/other	40	32	5	3	£1,088	£741	£307	£41

\* Less than 0.5 million visits

**Table 5.2.6 – 3 hour+ leisure day visits by english ceremonial county 2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits)
	Millions	Millions	N
Bedfordshire	21.1	£345.8	602
Berkshire	23.7	£615.2	843
Bristol/Bath area	44.1	£1,116.8	1487
Buckinghamshire	25.4	£815.8	846
Cambridgeshire	34.7	£896.7	947
Cheshire	48.0	£1,360.8	1727
Cornwall and Isles of Scilly	35.7	£1,044.9	1086
Cumbria	24.9	£761.2	813
Derbyshire	41.9	£852.2	1276
Devon	69.0	£1,775.4	2145

**Table 5.2.6 – 3 hour+ leisure day visits by english ceremonial county  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Dorset	22.8	£679.9	709
Durham	21.3	£432.8	642
East Sussex	42.0	£1,238.5	1393
Essex	61.0	£1,250.8	1620
Gloucestershire	23.3	£989.6	836
Greater Manchester	104.2	£2,903.8	3187
Hampshire	68.8	£1,727.7	2300
Herefordshire	7.7	£181.3	325
Hertfordshire	34.8	£664.4	978
Isle of Wight	7.1	£174.0	238
Kent	70.6	£1,772.9	2287
Lancashire	62.0	£1,611.9	1839
Leicestershire	35.5	£755.8	1021
Lincolnshire	39.7	£1,099.9	1101
London	394.1	£14,086.7	11428
Merseyside	53.1	£1,279.5	1611
Norfolk	62.1	£1,520.9	1454
North Lincolnshire/Humberside	40.9	£773.1	1556
North Yorkshire	47.8	£1,352.3	1929
Northamptonshire	26.9	£622.2	745
Northumberland	16.1	£396.7	545
Nottinghamshire	43.1	£1,312.7	1296
Oxfordshire	23.9	£602.6	814
Rutland	2.2	£44.6	67
Shropshire	19.5	£502.0	689
Somerset	17.7	£471.9	564
South Gloucestershire	5.5	£100.0	165
South Yorkshire	53.5	£1,313.4	2006
Staffordshire	37.1	£970.8	1158
Suffolk	35.4	£716.0	920
Surrey	37.2	£852.0	1200
Tees Valley	13.4	£187.9	435
Tyne and Wear	45.5	£1,723.3	1377
Warwickshire	24.0	£521.7	786
West Midlands	99.3	£2,944.6	2859
West Sussex	29.1	£647.3	973
West Yorkshire	93.1	£1,791.8	3594
Wiltshire	26.5	£579.9	838
Worcestershire	25.5	£593.0	842

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 £27. 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 – 3 hour+ leisure day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Allerdale	4.40	£115.38	149
Amber Valley	3.13	£46.86	104
Arun	5.71	£103.20	189
Ashford	5.63	£203.78	191
Aylesbury Vale	4.51	£60.56	147
Babergh	3.58	£68.49	103
Barking and Dagenham	7.02	£383.58	154
Barnet	8.29	£167.63	257
Barnsley	5.84	£103.46	243
Basildon	4.77	£123.62	133
Basingstoke and Deane	6.64	£170.27	205
Bassetlaw	4.75	£128.43	159
Bath and North East Somerset	10.02	£245.80	352
Bedford	6.56	£111.41	184
Bexley	6.61	£109.70	167
Birmingham	47.55	£1,260.37	1412
Blaby	3.14	£30.20	75
Blackburn with Darwen	4.96	£191.51	146
Blackpool	13.05	£510.28	361
<b>Bolsover</b>	<b>1.26</b>	<b>£15.42</b>	<b>48</b>
Bolton	9.48	£190.25	256
Boston	3.59	£57.40	92
Bournemouth	6.98	£172.39	190
Bracknell Forest	1.80	£37.98	68
Bradford	17.57	£306.91	670
Braintree	6.59	£84.35	178
Breckland	5.97	£86.20	136
Brent	8.22	£177.53	219
Brentwood	2.04	£40.12	56
Brighton and Hove	17.76	£637.13	586
Bristol	27.00	£754.05	894
Broadland	4.33	£60.01	105
Bromley	11.32	£199.41	333
Bromsgrove	3.88	£82.31	132
Broxbourne	2.00	£43.13	65
Broxtowe	2.10	£50.70	65
Burnley	5.17	£197.01	125

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Bury	6.36	£105.91	202
Calderdale	9.43	£141.49	363
Cambridge	9.43	£275.98	265
Camden	17.63	£612.91	527
Cannock Chase	4.10	£119.06	104
Canterbury	7.91	£201.33	280
Carlisle	5.54	£213.58	179
<b>Castle Point</b>	<b>2.23</b>	<b>£40.86</b>	<b>63</b>
Central Bedfordshire	9.38	£106.04	260
Charnwood	5.44	£70.07	154
Chelmsford	8.56	£207.83	207
Cheltenham	6.55	£209.11	216
Cherwell	4.40	£144.03	155
Cheshire East	15.38	£399.90	508
Cheshire West and Chester	19.93	£621.91	815
Chesterfield	5.55	£109.97	162
Chichester	6.44	£160.98	213
Chiltern	1.93	£50.67	73
Chorley	3.96	£43.11	121
City of London	51.27	£2,885.24	1363
Colchester	9.20	£229.30	238
Copeland	1.53	£36.01	60
Cornwall	35.22	£1,031.00	1080
Cotswold	4.18	£219.15	147
County Durham	15.31	£319.36	500
Coventry	12.90	£356.71	371
Craven	4.59	£107.70	176
Crawley	4.49	£159.01	147
Croydon	11.68	£282.90	345
Dacorum	4.22	£68.10	137
Darlington	4.79	£90.86	142
Dartford	3.45	£143.93	114
Daventry	2.96	£92.70	82
Derby	12.79	£273.10	372
Derbyshire Dales	7.26	£146.89	242
Doncaster	12.91	£219.49	468
Dover	5.27	£135.59	160

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Dudley	9.74	£368.87	289
Ealing	6.05	£252.70	197
East Cambridgeshire	3.25	£79.70	79
East Devon	6.10	£163.24	220
East Hampshire	2.88	£40.20	112
East Hertfordshire	6.33	£131.31	152
East Lindsey	10.35	£404.19	285
East Northamptonshire	2.79	£53.67	68
East Riding of Yorkshire	15.22	£261.82	600
East Staffordshire	3.54	£76.66	116
Eastbourne	7.89	£241.48	220
Eastleigh	3.47	£80.36	116
Eden	2.74	£53.80	85
Elmbridge	3.06	£22.01	66
Enfield	10.55	£213.36	269
Epping Forest	2.58	£43.36	72
Epsom and Ewell	2.08	£56.22	67
Erewash	4.28	£112.89	94
Exeter	10.95	£303.65	316
Fareham	3.28	£79.70	111
Fenland	2.28	£47.66	67
Forest Heath	3.44	£112.69	89
Forest of Dean	3.26	£48.55	84
Fylde	2.79	£64.84	75
Gateshead	8.29	£220.19	237
Gedling	1.90	£18.23	61
Gloucester	5.37	£160.46	183
Gosport	2.88	£25.56	96
Gravesham	3.60	£51.36	104
Great Yarmouth	7.13	£260.67	175
Greenwich	12.96	£450.62	389
Guildford	6.35	£185.91	229
Hackney	8.65	£373.35	243
Halton	4.95	£89.76	151
Hambleton	4.26	£52.45	130
Hammersmith and Fulham	8.81	£276.75	259
Harborough	1.57	£29.35	68

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	Millions	Millions	N
Haringey	6.25	£148.89	202
Harlow	2.94	£56.10	90
Harrogate	6.39	£166.60	321
Harrow	10.18	£358.69	278
Hart	2.31	£30.49	85
Hartlepool	1.64	£25.62	58
Hastings	4.15	£121.99	139
Havant	2.67	£51.40	105
Havering	7.12	£167.56	195
Herefordshire	7.76	£182.29	325
<b>Hertsmere</b>	<b>1.90</b>	<b>£31.57</b>	<b>55</b>
High Peak	3.26	£54.00	114
Hillingdon	8.56	£239.83	223
Hinckley and Bosworth	4.48	£85.70	124
Horsham	3.70	£78.45	116
Hounslow	6.74	£300.09	200
Huntingdonshire	6.98	£140.67	189
<b>Hyndburn</b>	<b>1.64</b>	<b>£16.31</b>	<b>62</b>
Ipswich	8.14	£198.93	217
Isle of Wight	7.01	£173.98	238
Islington	14.75	£431.76	379
Kensington and Chelsea	12.98	£615.95	441
Kettering	3.55	£106.38	88
King's Lynn and West Norfolk	8.62	£196.23	228
Kingston upon Hull	12.42	£235.48	461
Kingston upon Thames	7.88	£240.33	216
Kirklees	15.32	£221.99	570
<b>Knowsley</b>	<b>1.62</b>	<b>£22.82</b>	<b>50</b>
Lambeth	9.63	£235.43	321
Lancaster	5.40	£124.22	194
Leeds	38.61	£894.79	1517
Leicester	13.96	£363.15	408
Lewes	2.31	£40.31	93
Lewisham	9.14	£126.90	259

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Lichfield	4.45	£86.54	150
Lincoln	9.10	£331.14	242
Liverpool	25.79	£809.22	871
Luton	5.13	£90.26	158
Maidstone	10.25	£278.34	324
<b>Maldon</b>	<b>2.03</b>	<b>£19.38</b>	<b>58</b>
Malvern Hills	5.15	£99.37	165
Manchester	46.25	£1,800.46	1508
Mansfield	4.15	£61.46	118
Medway	7.81	£168.84	244
<b>Melton</b>	<b>3.24</b>	<b>£149.48</b>	<b>81</b>
Mendip	3.46	£88.35	136
Merton	4.63	£112.97	152
Mid Devon	3.46	£61.15	116
Mid Suffolk	3.42	£40.69	78
Mid Sussex	3.92	£75.82	137
Middlesbrough	6.86	£122.78	181
Milton Keynes	10.88	£453.75	314
Mole Valley	2.74	£39.88	108
New Forest	6.81	£170.63	212
Newark and Sherwood	4.79	£117.76	147
Newcastle upon Tyne	20.84	£827.18	646
Newcastle-under-Lyme	3.77	£84.27	124
Newham	11.07	£334.59	308
North Devon	6.37	£146.35	199
<b>North Dorset</b>	<b>1.35</b>	<b>£41.34</b>	<b>57</b>
North East Derbyshire	2.09	£37.97	75
North East Lincolnshire	7.68	£182.42	241
North Hertfordshire	6.05	£93.03	147
North Kesteven	3.91	£39.00	112
North Lincolnshire	5.51	£83.72	254
North Norfolk	8.82	£130.13	223
North Somerset	7.01	£130.81	247
North Tyneside	6.68	£103.06	204
<b>North Warwickshire</b>	<b>2.55</b>	<b>£68.47</b>	<b>70</b>
North West Leicestershire	3.36	£44.69	106
Northampton	9.93	£236.97	276

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Northumberland	16.84	£416.63	545
Norwich	22.59	£716.92	479
Nottingham	21.06	£884.53	645
Nuneaton and Bedworth	3.45	£38.59	119
Oldham	6.21	£108.92	195
Oxford	8.17	£230.26	249
Pendle	2.37	£29.80	75
Peterborough	9.22	£269.72	243
Plymouth	15.90	£570.35	482
<b>Poole</b>	<b>3.33</b>	<b>£77.35</b>	<b>112</b>
Portsmouth	11.52	£442.62	380
Preston	6.91	£163.92	206
Reading	7.54	£256.35	297
Redbridge	5.36	£95.88	143
Redcar and Cleveland	3.22	£31.83	102
Redditch	2.67	£45.42	81
Reigate and Banstead	4.51	£76.64	136
Ribble Valley	5.36	£91.01	160
Richmond upon Thames	8.30	£331.08	247
Richmondshire	2.14	£58.89	89
Rochdale	4.06	£84.08	147
Rochford	3.22	£36.26	89
Rother	4.22	£99.39	145
Rotherham	7.14	£167.39	245
Rugby	3.94	£69.40	145
Runnymede	1.80	£49.27	66
Rushcliffe	2.46	£37.80	62
Rushmoor	2.81	£32.65	103
Rutland	2.25	£43.73	67
Ryedale	3.02	£59.88	129
Salford	4.18	£80.87	124
Sandwell	4.34	£59.61	131
Scarborough	10.22	£424.72	423
Sedgemoor	2.37	£54.84	79
Sefton	11.44	£223.15	348
Selby	3.14	£58.97	132
Sevenoaks	3.94	£116.54	130

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Sheffield	27.30	£831.84	1076
Shepway	4.66	£120.68	158
Shropshire	14.84	£385.59	557
Slough	1.83	£34.04	60
Solihull	7.97	£471.40	234
South Bucks	2.07	£40.88	73
South Cambridgeshire	3.28	£118.61	104
South Derbyshire	2.20	£54.79	79
South Gloucestershire	5.41	£81.60	165
South Hams	4.49	£75.84	150
South Holland	2.97	£65.16	69
South Kesteven	6.76	£179.06	192
South Lakeland	10.07	£316.33	316
South Lanarkshire	9.34	£234.59	525
South Norfolk	4.59	£73.77	118
South Northamptonshire	3.40	£106.67	99
South Oxfordshire	3.75	£58.26	145
South Ribble	1.41	£23.21	49
South Somerset	3.87	£95.50	129
South Staffordshire	3.42	£53.50	99
South Tyneside	2.84	£45.19	109
Southampton	12.85	£355.09	415
Southend-on-Sea	4.41	£102.80	114
Southwark	15.35	£282.24	402
Spelthorne	2.45	£49.75	79
St Albans	2.19	£63.70	88
St Edmundsbury	3.25	£62.82	86
St. Helens	2.69	£56.41	86
Stafford	5.71	£196.16	165
Staffordshire Moorlands	4.27	£155.85	149
Stevenage	4.38	£60.36	101
Stockport	8.59	£183.25	244
Stockton-on-Tees	2.49	£24.04	94
Stoke-on-Trent	4.98	£127.71	155
Stratford-on-Avon	6.33	£156.53	221
Stroud	3.55	£54.58	135
Suffolk Coastal	6.22	£106.00	177

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Sunderland	6.06	£153.60	196
Surrey Heath	2.79	£65.34	93
Sutton	6.15	£146.92	166
Swale	3.61	£48.04	137
Swindon	6.48	£171.50	224
Tameside	4.84	£88.79	150
Tamworth	3.58	£91.34	123
Tandridge	2.58	£53.31	76
Taunton Deane	4.39	£145.83	143
Teignbridge	5.67	£124.82	175
Telford and Wrekin	4.56	£116.81	143
Tendring	5.17	£71.90	139
Test Valley	4.68	£114.79	159
Tewkesbury	1.89	£104.20	71
Thanet	5.58	£154.99	179
Three Rivers	1.10	£13.89	49
Thurrock	3.69	£155.63	102
Tonbridge and Malling	3.12	£50.30	115
Torbay	8.72	£188.69	272
Torridge	3.60	£67.90	116
Tower Hamlets	9.70	£251.86	289
Trafford	4.85	£82.00	155
Tunbridge Wells	5.46	£99.16	183
Uttlesford	3.12	£39.71	87
Vale of White Horse	3.26	£86.38	119
Wakefield	11.81	£226.03	483
Walsall	6.54	£119.44	190
Waltham Forest	4.29	£106.83	122
Wandsworth	10.17	£240.95	295
Warrington	7.22	£231.51	255
Warwick	7.73	£173.54	239
Watford	3.55	£83.47	107
Waveney	7.46	£128.98	171
Waverley	4.72	£180.75	167
Wealden	5.81	£112.95	217
Wellingborough	3.11	£29.03	84
Welwyn Hatfield	2.57	£61.79	77

Continued overleaf ►

**Table 5.2.7 – 3 hour+ leisure day visits by english local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
West Berkshire	4.50	£70.45	153
West Devon	3.59	£73.42	99
<b>West Dorset</b>	<b>3.35</b>	<b>£139.14</b>	<b>100</b>
West Lindsey	3.09	£29.10	109
West Oxfordshire	3.95	£79.60	146
<b>West Somerset</b>	<b>2.03</b>	<b>£59.19</b>	<b>77</b>
Westminster	33.44	£1,848.13	1097
<b>Weymouth and Portland</b>	<b>2.93</b>	<b>£130.08</b>	<b>101</b>
Wigan	8.44	£169.51	276
Wiltshire	19.67	£399.48	617
Winchester	6.01	£137.20	203
Windsor and Maidenhead	5.15	£146.03	191
Wirral	11.50	£172.10	323
Woking	3.69	£70.01	118
Wokingham	2.28	£72.72	87
Wolverhampton	8.92	£293.90	245
Worcester	4.51	£104.90	162
Worthing	3.95	£57.08	129
Wychavon	4.99	£176.06	162
Wycombe	6.83	£230.01	241
Wyre	4.05	£64.45	128
Wyre Forest	4.47	£93.68	140
York	14.79	£458.75	590

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 £27. 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  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Blaenau Gwent	1.43	£19.88	139
Bridgend	6.89	£161.43	570
Caerphilly	3.34	£52.39	313
Cardiff	32.10	£1,236.91	2904
Carmarthenshire	9.41	£192.96	836
Ceredigion	5.97	£165.15	466
Conwy	8.23	£232.94	622
Denbighshire	5.98	£118.41	401
Flintshire	4.83	£74.59	397
Gwynedd	8.20	£213.51	558
Isle of Anglesey	3.41	£146.81	234
Merthyr Tydfil	1.79	£59.80	170
Monmouthshire	4.99	£105.58	390
Neath Port Talbot	4.12	£88.98	373
Newport	6.61	£172.69	574
Pembrokeshire	7.49	£230.43	578
Powys	8.07	£300.32	612
Rhondda, Cynon, Taff	5.58	£169.05	545
Swansea	16.16	£410.54	1409
The Vale of Glamorgan	5.22	£99.66	475
Torfaen	4.11	£93.96	336
Wrexham	5.33	£106.11	427

**Table 5.2.9 – 3 hour+ leisure day visits by scottish local authority  
2011-2013 three year averages**

	Visits	Expenditure	2011-2013 sample (3 hour+ visits) (excludes areas with a sample under 30. Small samples (<50) in grey)
	<b>Millions</b>	<b>Millions</b>	<b>N</b>
Aberdeen City	11.62	£391.90	643
Aberdeenshire	7.04	£329.86	406
Angus	4.77	£49.85	276
Argyll and Bute	5.03	£134.45	269
Clackmannanshire	1.46	£51.25	94
Dumfries and Galloway	6.35	£127.29	359
Dundee City	10.45	£275.42	599
East Ayrshire	3.32	£73.67	201
East Dunbartonshire	1.32	£21.26	80
East Lothian	4.49	£98.12	237
East Renfrewshire	0.94	£8.16	58
Edinburgh	40.91	£1,451.90	2,528
Eilean Siar	1.02	£27.83	51
Falkirk	4.77	£107.88	274
Fife	13.30	£375.58	801
Glasgow City	46.46	£1,502.04	2856
Highland	10.51	£486.88	595
Inverclyde	2.97	£55.22	151
Midlothian	2.93	£57.20	166
Moray	3.59	£85.48	189
North Ayrshire	6.45	£138.31	319
North Lanarkshire	5.83	£105.72	358
Orkney Islands	1.43	£69.57	54
Perth and Kinross	10.22	£459.03	587
Renfrewshire	7.25	£133.97	426
Scottish Borders	6.38	£140.67	324
South Ayrshire	7.20	£177.93	431
Stirling	5.64	£195.92	364
West Dunbartonshire	3.01	£66.94	171
West Lancashire	3.28	£60.85	109
West Lothian	6.99	£200.80	405

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 £27. 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 2013.

**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			
<b>All Leisure Day Visits</b>	<b>8,199</b>	<b>6,970</b>	<b>775</b>	<b>455</b>
<b>General activity – Any undertaken</b>				
Visiting friends or family	2,188	1,866	201	121
Special shopping	855	732	76	47
Going out for a meal	1,422	1,231	112	73
Going on a night out	1,004	862	88	55
Going out for entertainment	429	371	37	21
Undertaking outdoor activities	2,144	1,791	225	128
Other leisure/hobbies	623	530	56	37
Taking part in sports	883	747	87	49
Watching live sporting events	341	295	31	16
Going to visitor attractions	263	232	19	12
Special public events	181	159	14	8
Special personal events	159	141	11	6
Day out to health/beauty spa	98	87	7	4
General day out	488	414	45	29
Other day out for leisure	177	149	18	11
<b>Visit duration</b>				
Less than an hour	1,336	1,141	126	70
1 hour to 1 hour 59	2,449	2,069	238	142
2 hours to 2 hours 59	1,842	1,560	176	106
3 hours to 3 hours 59	1,106	940	102	64
4 hours to 4 hours 59	614	522	61	32
5 hours to 5 hours 59	295	255	25	15
6 hours or more	556	482	47	27

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 2013 some 35,085 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 30,960 visits which lasted 3 hours or more and in subsequent analysis a sub-set of 19,146 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 2013. 2013 was the third year of survey fieldwork and the survey will continue until at least the end of 2014.

## 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, 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 and 2012, during 2013 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 2012.

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 are detailed below.

<b>Social grade and TAE weighting targets ('000s)</b>	<b>Social grade</b>
AB	11,370
C1	14,067
C2	10,342
DE	13,457
<b>Terminal age education</b>	
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 2013 involved some 35,085 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.

<b>Margin of error at 95% levels of confidence with a Simple Random Sample</b>			
	<b>All respondents</b>	<b>Respondents in England</b>	<b>Respondents in Scotland and Wales</b>
Effective sample size	25,000	17,500	3,500
<b>Result</b>			
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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