

England Domestic Tourism Day Visits Summary - All Purposes – 2019

How to read these tables

The data on the 'data' worksheet summarise trip characteristics and demographics of travellers for domestic tourism day visits taken in England in 2019.

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

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

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

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

Tourism Day Visits - England	Trips	% of Trips	Spend	% of Spend
	Millions	%	£Millions	%
England Total	1389.8	100%	£56,500	100%
<u>Regions</u>				
North East England	72.4	5%	£3,323	6%
North West England	174.0	13%	£7,405	13%
Yorkshire and The Humber	140.8	10%	£6,429	11%
East Midlands	107.7	8%	£3,559	6%
West Midlands	124.3	9%	£3,689	7%
East of England	123.3	9%	£4,694	8%
London	281.3	20%	£14,461	26%
South East England	218.2	16%	£7,973	14%
South West England	147.8	11%	£4,967	9%
<u>Destination Type</u>				
City/large town	590.5	42%	£31,429	56%
Small town	345.3	25%	£11,154	20%
Village / countryside	299.0	22%	£8,864	16%
Seaside Net	135.2	10%	£4,398	8%

Tourism Day Visits - England	Trips	% of Trips	Spend	% of Spend
	Millions	%	£Millions	%
Main Activities during TDVs				
Visited friends or family for leisure	331.2	24%	£9,697	17%
'Special' shopping for items that you do not regularly buy	93.9	7%	£9,289	16%
Went out for a meal	146.3	11%	£7,284	13%
Went on a night out to a bar, pub and/or club	99.2	7%	£4,375	8%
Went out for entertainment to a cinema, concert or theatre	89.3	6%	£3,855	7%
Undertook outdoor leisure activities such as walking, cycling, golf, etc.	103.5	7%	£2,420	4%
Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)	42.3	3%	£1,309	2%
Took part in sports, including exercise classes, going to the gym	31.5	2%	£1,392	2%
Watched live sporting event (not on TV)	69.2	5%	£2,449	4%
Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.	72.5	5%	£2,462	4%
Went to a special public event such as a festival, exhibition, etc.	36.6	3%	£1,346	2%
Went to a special event of a personal nature such as a wedding, graduation, christening, etc.	32.0	2%	£954	2%
Went on days out to a beauty/health centre/spa, etc.	13.7	1%	£703	1%
Went on general days out/ to explore an area	88.6	6%	£3,241	6%
Went on day trips/excursions for another leisure purpose not mentioned above	32.6	2%	£1,511	3%

Tourism Day Visits - England	Trips	% of Trips	Spend	% of Spend
	Millions	%	£Millions	%
Transport used during TDVs				
Car - own/friends/family	809.1	58%	£32,323	57%
Car - hired	37.5	3%	£2,322	4%
Public transport	247.6	18%	£11,977	21%
Train	148.8	11%	£8,691	15%
A regular bus\coach	98.8	7%	£3,287	6%
Organised coach tour	23.6	2%	£1,076	2%
Taxi	53.7	4%	£2,348	4%
Walked\on foot	98.5	7%	£1,911	3%
Bicycle	17.0	1%	£603	1%
Tube	44.2	3%	£1,723	3%
Tram	13.7	1%	£267	0%
Motorised caravan\campervan	7.6	1%	£369	1%
Plane	7.4	1%	£933	2%
Boat\ship\ferry	4.8	0%	£197	0%
Lorry\truck\van	6.1	0%	£170	0%
Other	19.1	1%	£280	0%

Tourism Day Visits - England	Trips	% of Trips	Spend	% of Spend
	Millions	%	£Millions	%
<u>Gender</u>				
Male	688.3	50%	£29,753	53%
Female	701.5	50%	£26,747	47%
<u>Age</u>				
16-24	309.4	22%	£12,385	22%
25-34	299.9	22%	£14,556	26%
35-44	191.2	14%	£9,210	16%
45-54	203.6	15%	£7,960	14%
55-64	157.0	11%	£5,708	10%
65+	228.6	16%	£6,681	12%
<u>Social Grade</u>				
AB	407.0	29%	£19,304	34%
C1	415.4	30%	£15,630	28%
C2	309.3	22%	£12,838	23%
DE	258.1	19%	£8,729	15%
<u>Working Status</u>				
Employed/self-employed (full or part time)	803.8	58%	£37,611	67%
In full or part time education	185.3	13%	£6,842	12%
Unemployed/not working	148.1	11%	£4,542	8%