

## The Great Britain Day Visitor 2018 Annual Report





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Introduction



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Summary



Tourism Day Visits



Activities Core to Tourism Visits



3hr+ Leisure Day Visits



Full data tables



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## How to use this report

The structure of the 2018 GBDVS annual report follows the main classifications used by the GBDVS programme with separate sections covering Tourism Day Visit, Activities Core to Tourism and 3 hours+ Leisure Day Visits.

While these sections contain the most widely used figures and tables, more detailed results are also included in the full data tables section which can be found at the end of the report.

To facilitate 'on-screen' navigation, hyperlinks connect between the sections and between the individual figures found in the main sections and the corresponding results in the full data tables section.

These hyperlinks are present in different places throughout the report as follows:

- In the table of contents and in the short cuts at the top of each page
- Next to the title of each chart in the main sections represented with this icon  - linking to more detailed tables



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## Welcome

This report presents the main findings of the 2018 Great Britain Day Visits Survey (GBDVS).

Please note that reports with further, more detailed data specific to Wales and Scotland are available separately.

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

GBDVS 2018 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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Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

## Introduction

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

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

This report contains the results of the 2018 survey, including comparisons of results with those obtained between 2011 and 2017.

More information on the [Survey Methodology](#) and [Definitions](#) can be found in the Methods and Performance section.



								
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## Scope of the report

This report provides the main results of GBDVS 2018 including estimates of the total volume and expenditure of Tourism Day Visits and the main results regarding activities undertaken, destination type, 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, defined as follows:

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

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 Dunbartonshire, 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

								
Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

## Survey methods

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

### Sample design

GBDVS 2018 was undertaken using an online methodology with a total of **34,319 interviews** conducted with adults aged 16 and over who were resident in England, Scotland and Wales during 52 weekly survey waves.

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

### Weighting

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

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

The second stage involved the ‘grossing up’ of the data provided by respondents regarding the leisure visits they had taken in the last seven days to allow estimates of the total volume and expenditure 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 and on the parallel off-line interviewing are included in the Methods and Performance section. 

								
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### Note on reweighting of 2011 to 2015 estimates

In 2016 the following changes were identified as necessary and implemented from January 2016:

- Questionnaire improvements to make the survey more engaging and easy to complete
- Questionnaire revisions required as part of the ‘merging’ of GBDVS with the GBTS online piloting
- From January 2016 the weekly sample size contacted for the wider GBDVS – GBTS combined surveying increased from 673 to 1,000

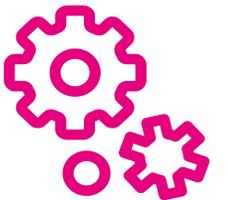
Parallel testing of the survey approaches used before and after these changes found that these changes resulted in increased levels of visits reported by respondents by around **+15%**.

To take account of this change and increase comparability in trends data, the results from 2011 to 2015 presented in this report have been revised, with all previous estimates upweighted by 15%.

### Note on 2016 Tourism Day Visit data processing issue

In January 2017, a data processing error relating to the application of filters to define Tourism Day Visits was identified. This error had an impact on the accuracy of all previously reported 2016 TDV results for London, with knock-on impacts on results for England and GB as a whole.

Following the identification of this error all data was corrected and reports were re-run using accurate estimates.



## Definitions used in GBDVS

### Definition in GBDVS

Several definitions are used in GBDVS to provide a detailed understanding of the domestic day visits taking place in the UK (3 hours + Leisure Day Visits) and more specifically the domestic tourism market (Tourism Day Visits and Activities Core to Tourism Visits).

### Leisure Day Visits

GBDVS captures headline data on the volume of visits from home involving any of the activities listed in the table on the next page.

Any participation in one or more of these activities, away from home but within the UK is considered to be a Leisure Day Visit. Leisure Day Visits are not reported in the GBDVS annual report

### 3 hours + Leisure Day Visits

A 3 hours+ Leisure Day Visit is a Leisure Day Visit that lasts more than 3 hours from beginning to end (i.e. from leaving home to returning there).

### Tourism Day Visits (TDVs)

Tourism Day Visits are a sub-set of 3 hours+ Leisure Day Visits which fulfil 2 additional criteria:

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

### Activities Core to Tourism Visits (ACTs)

Activities Core to Tourism Visits represent the subset of the Tourism Day Visits where the main activity undertaken was focused on tourism and one of those highlighted in **purple** in the table on the next page (\*note that 'entertainment' visits solely including cinema attendance are not included as a core tourism activity).

## Definitions used in GBDVS

Visiting friends or family for leisure

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

Going out for a meal

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

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

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

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

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

**Watching live sporting events (not on TV)**

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

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

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

Going on days out to a 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

								
Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

### Destination type

One of the series of questions asked about Leisure Day Visits which lasted 3 hours or longer (Question 13) related to the destination type 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/countryside – combining responses of ‘a village’ or ‘countryside’
- Seaside – combining all three of the seaside/coastline answer options

### Rounding of percentages

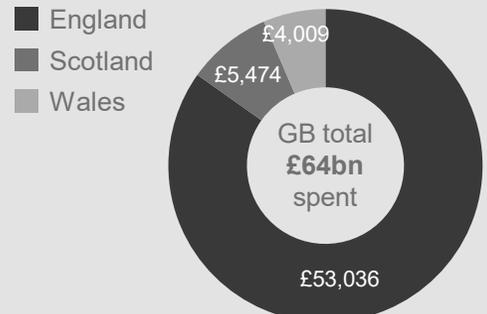
Note that in some tables and figures percentages do not total 100% due to the rounding of figures to the nearest whole number.

## 2018 – Tourism Day Visits at a glance

### Annual volume in millions



### Annual expenditure in £m



### Annual volume in millions and expenditure in £m

	Volume	Expenditure
<b>GB total</b>	<b>1,703</b>	<b>£63,782</b>
England total	1,431	£53,036
Scotland total	138	£5,474
Wales total	96	£4,009

#### Scottish regions\*

land	47	£2,102
West of Scotland	39	£1,432
North of Scotland	28	£980

#### Welsh regions\*

Mid Wales	12	£406
North Wales	23	£823
South East Wales	37	£1,866
South West Wales	24	£884

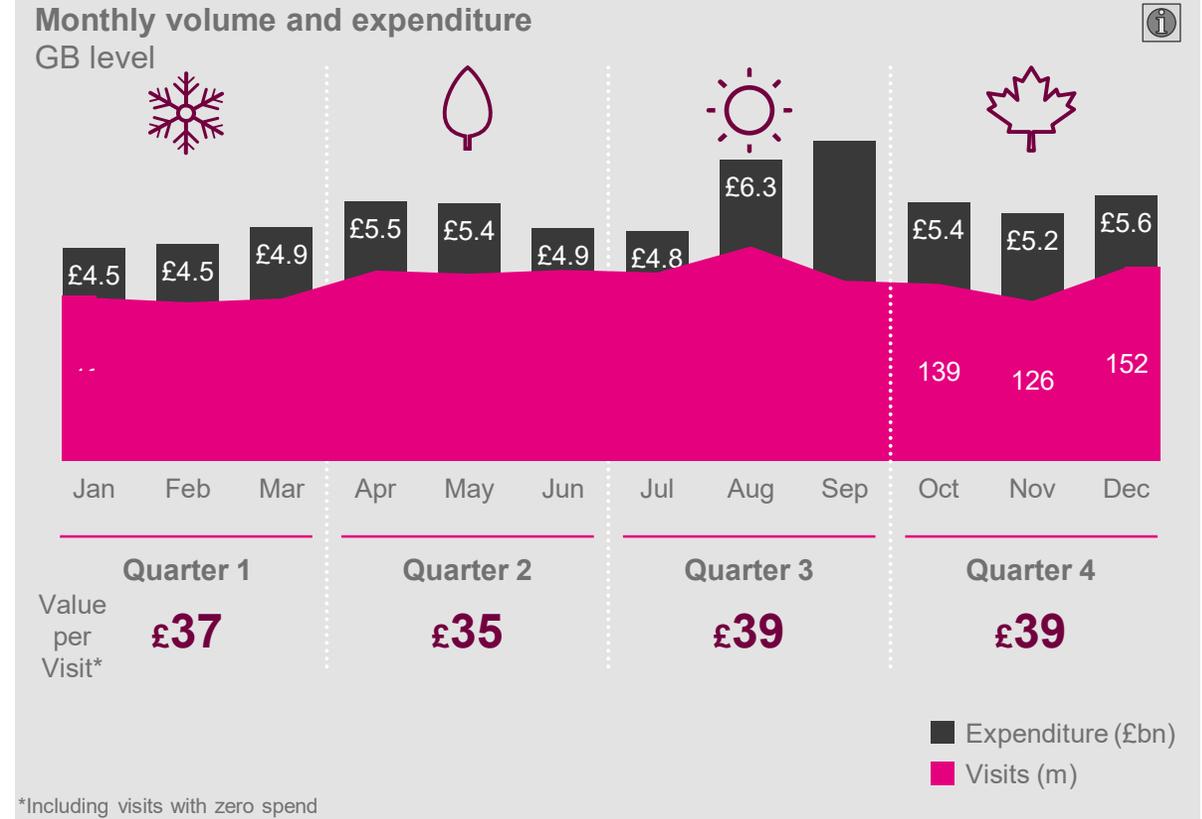
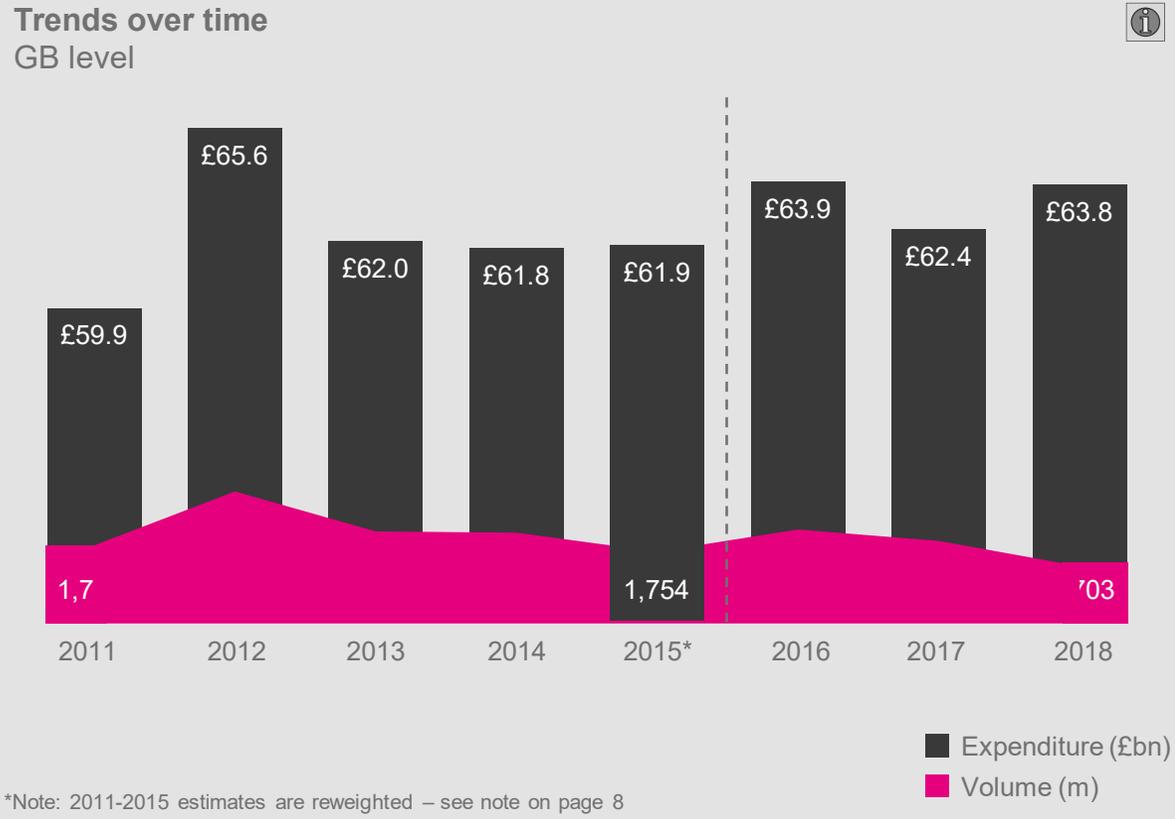


#### English regions

English regions	Volume	Expenditure
North East England	77	£2,547
North West England	170	£6,345
Yorkshire and The Humber	130	£5,066
East Midlands	102	£2,867
West Midlands	121	£3,829
East of England	137	£5,042
London	319	£13,964
South East England	225	£7,515
South West England	148	£5,862

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

## 2018 – Tourism Day Visits at a glance (1)

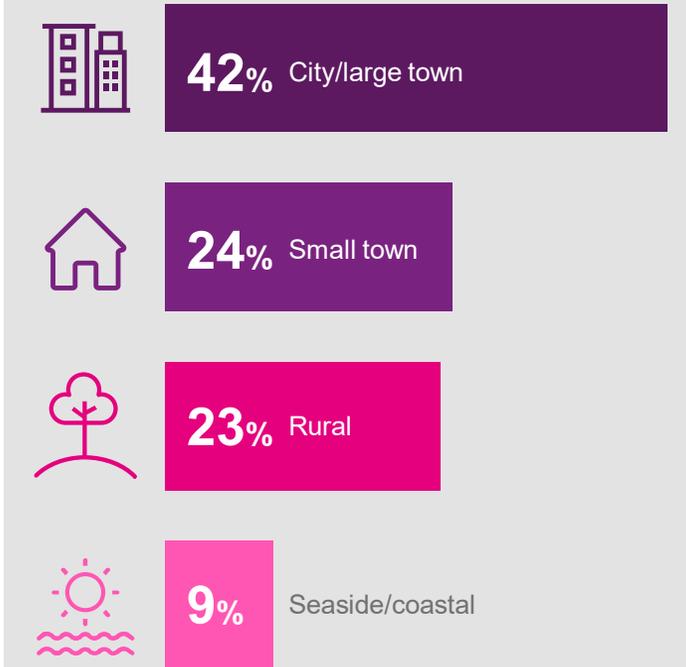


## 2018 – Tourism Day Visits at a glance (2)

Top 5 Main activities undertaken by volume in millions and expenditure in £m  
GB level



Main Destination type  
GB level (%)



## 2. Tourism Day Visits



## Defining Tourism Day Visits

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

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



### Leisure activities included in GBDVS

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

## Tourism Day Visits – summary of key findings

This section describes the volume, expenditure and characteristics of Tourism Day Visits taken by GB residents during 2018.

*Please note: any trends identified are based on re-weighted data*



### Volume and expenditure of visits

- During 2018, GB residents took a total of 1.703 billion Tourism Day Visits to destinations in England, Scotland or Wales; and around £63.8 billion was spent during these visits.



### Geographic distribution of visits

- England saw the highest number of visits (1.431 billion visits or 84% of the total) while 8% of visits (138 million) were taken to Scottish destinations and 6% to places in Wales (96 million).
- London had the greatest share of visits amongst the English regions (319 million visits) where the total expenditure of day visits during 2018 was around £14 billion. The English region with the lowest volume and value of visits was the North East.
- In Scotland the largest volume of visits were taken to destinations in the East (47 million) while in Wales the largest volume of visits were taken in the South East (37 million).



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

- The 1.7 billion Tourism Day Visits that were taken by GB residents during 2018 is lower than those taken in 2017 (1.8 billion), decreasing by -5%.
- In England visit levels decreased between 2017 and 2018, from 1.5 billion to 1.4 billion (-5%), while total expenditure on these visits increased by 4% to £53 billion.
- Scotland also saw the volume of Tourism Day Visits decline (by -9%) compared to 2017, at 138 million, while expenditure also fell by -9% from £6.0 billion in 2017 to £5.5 billion in 2018.
- Welsh Tourism Day Visits decreased -4% from 100 million in 2017 to 96 million in 2018, while the expenditure on these visits declined by -7% from £4.3 billion to £4.0 billion.
- For further details on Tourism Day Visit trends between 2011 and 2018, please refer to page 19.

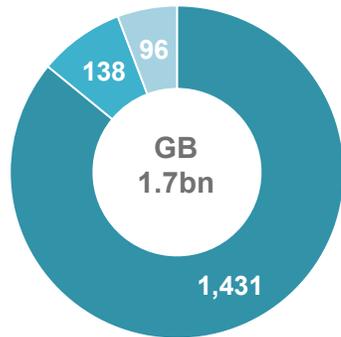
## Geographical distribution

Figure 2.1 2018 volume of Tourism Day Visits and expenditure by destination

Visits (millions)



- England
- Scotland
- Wales



Expenditure (£millions)

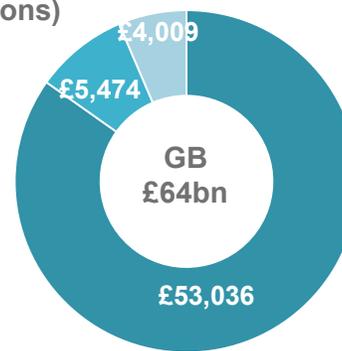
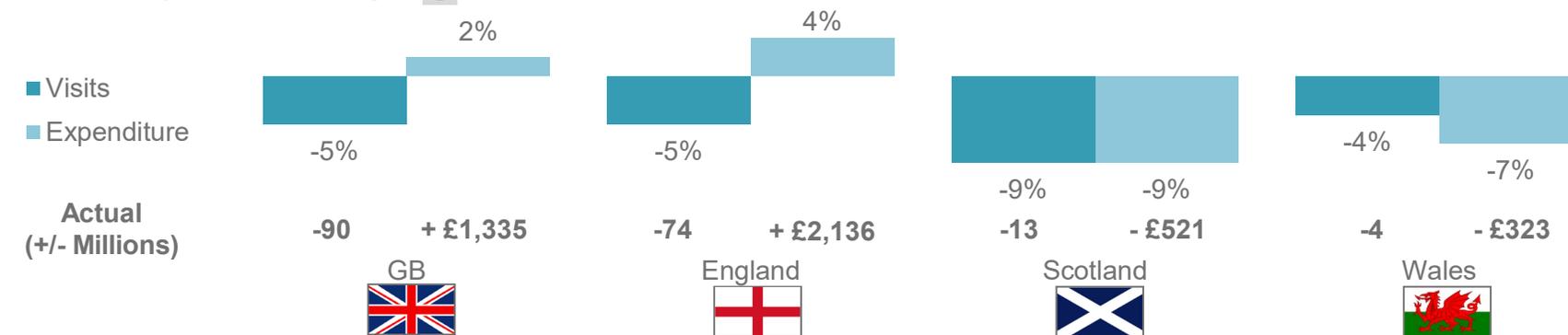


Figure 2.1 illustrates the total number of Tourism Day Visits taken in England, Scotland and Wales during 2018: a total of 1.7 billion visits across the year. England accounts for the vast majority of day trips made (1.431 billion). Of the remaining visits, 138 million were taken in Scotland and 96 million in Wales.

Figure 2.1 also illustrates the economic contribution of these visits, with a total of £64 billion spent. Visits made within England account for the bulk of the spend (£53.0 billion), with the remainder split between £5.5 billion in Scotland and £4.0 in Wales.

Figure 2.2 shows the difference between the total visits/spend in 2017 and 2018. At the GB level -5% fewer visits (-90 million) were taken while expenditure increased, by 2% (+£1.335 billion).

Figure 2.2 2017-2018 Change over time in headline volume and expenditure of Tourism Day Visits (% change)



## Geographical distribution within England

Figure 2.3 2018 volume of Tourism Day Visits by 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

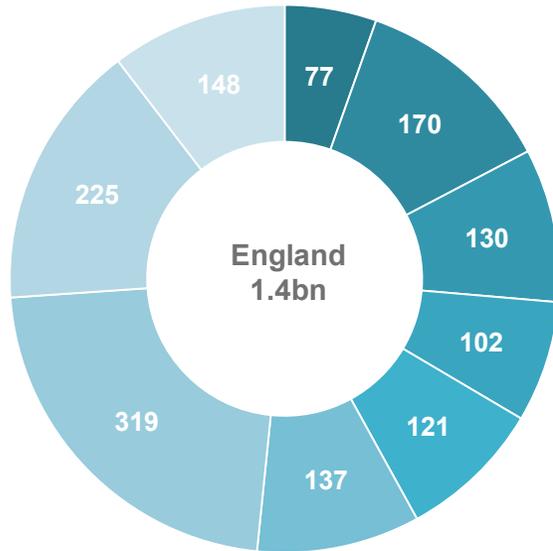


Figure 2.4 2018 expenditure of Tourism Day Visits by destination (£ millions) 

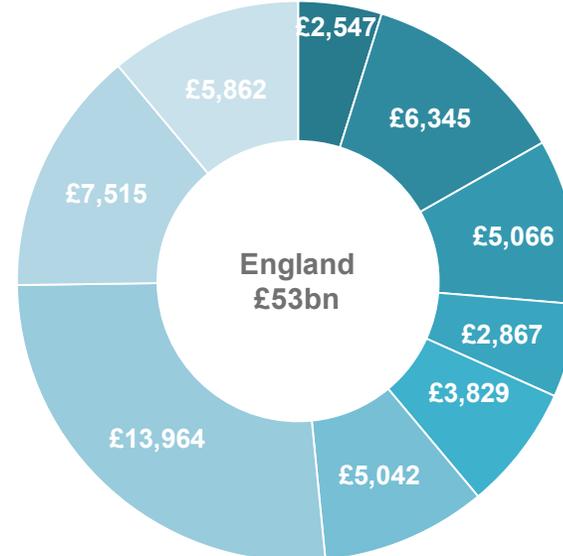


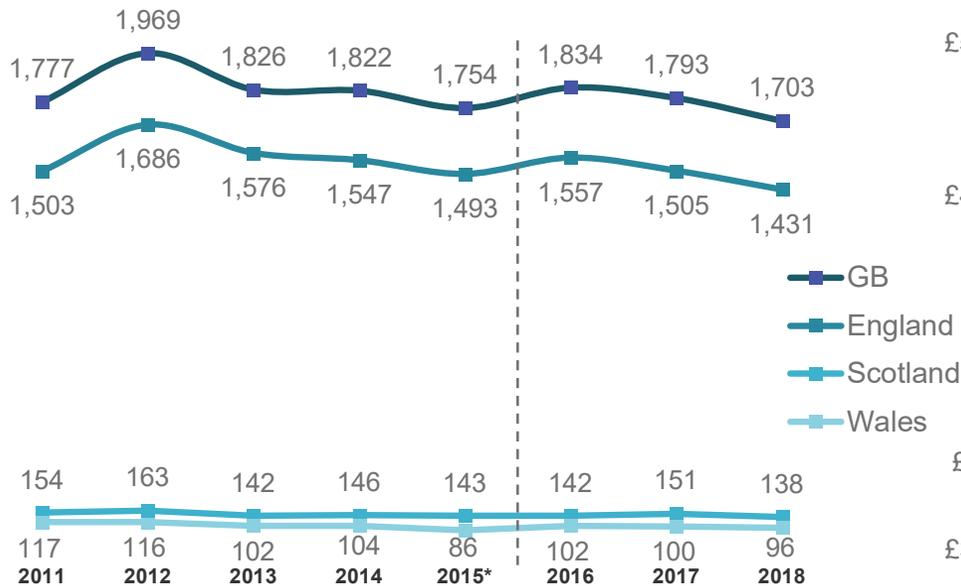
Figure 2.3 and 2.4 illustrate the regional distribution of trips and associated spend on Tourism Day Visits made within England.

London had the greatest share of visits amongst the English regions (319 million visits) - the total expenditure on tourism day visits in this region was around £14 billion. The English region with the lowest volume of visits was the North East, the destination for an estimated 77 million visits and around £2.5 billion in expenditure.

## Annual trends

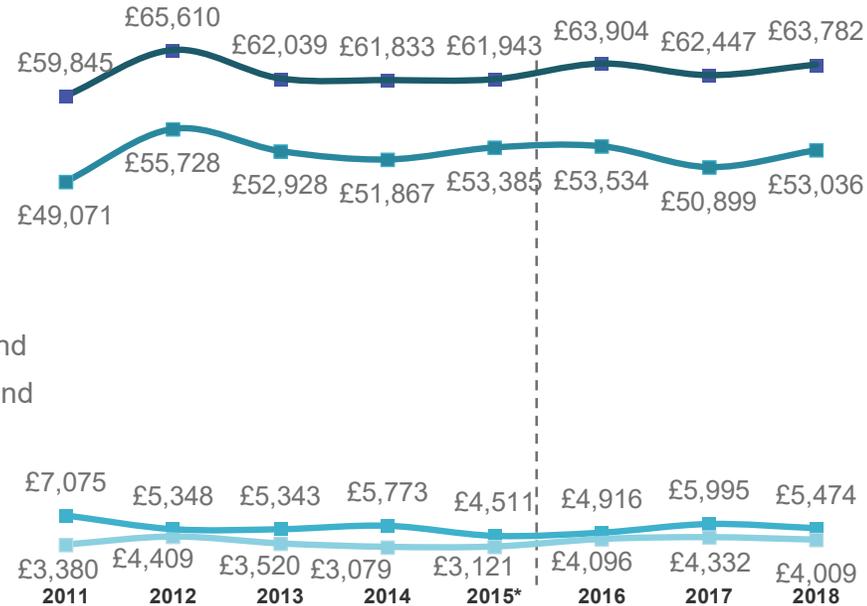
**Figure 2.5 volume of Tourism Day Visits by year (millions)**

\*Note: 2011-2015 estimates are reweighted – see note on page 8



**Figure 2.6 expenditure on Tourism Day Visits by year (£ millions)**

\*Note: 2011-2015 estimates are reweighted – see note on page 8



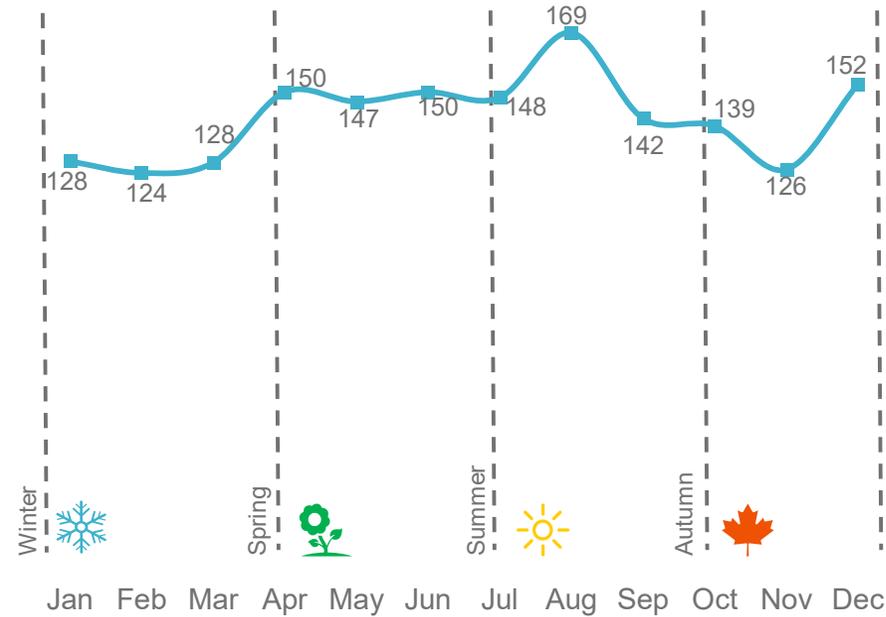
Figures 2.5 and 2.6 illustrate annual variations in visit volumes and expenditure by destination country.

During 2018 the volume of visits in GB and England decreased, whereas expenditure increased.

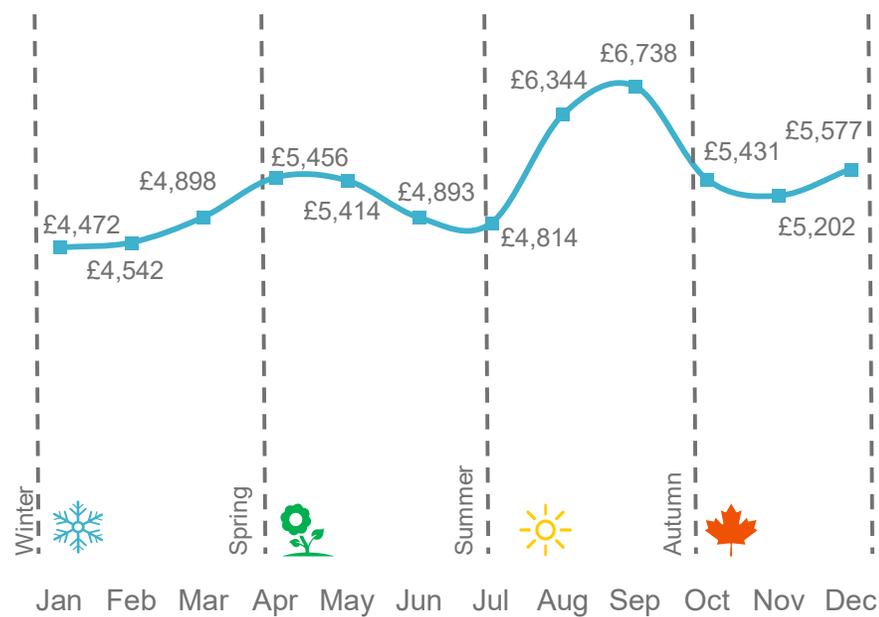
In Scotland and Wales both the volume of visits and expenditure fell versus 2017.

## Seasonal distribution

**Figure 2.7 2018 volume of Tourism Day Visits by month – all GB residents (millions)** 



**Figure 2.8 2018 expenditure on Tourism Day Visits by month – all GB residents (£ millions)** 



Figures 2.7 and 2.8 illustrate seasonal variations in visit volumes and expenditure in Great Britain.

Summer months see the most activity, with the largest volume of visits taking place in August (169 million visits), while the first quarter of the year saw the lowest number of visits.

The monthly variation in expenditure follows a similar pattern, as illustrated in Figure 2.8, with August being a key month for spend (£6.738 billion).

## Expenditures on visits

Figure 2.9 2018 expenditure on tourism day visits by destination country (% of total) 

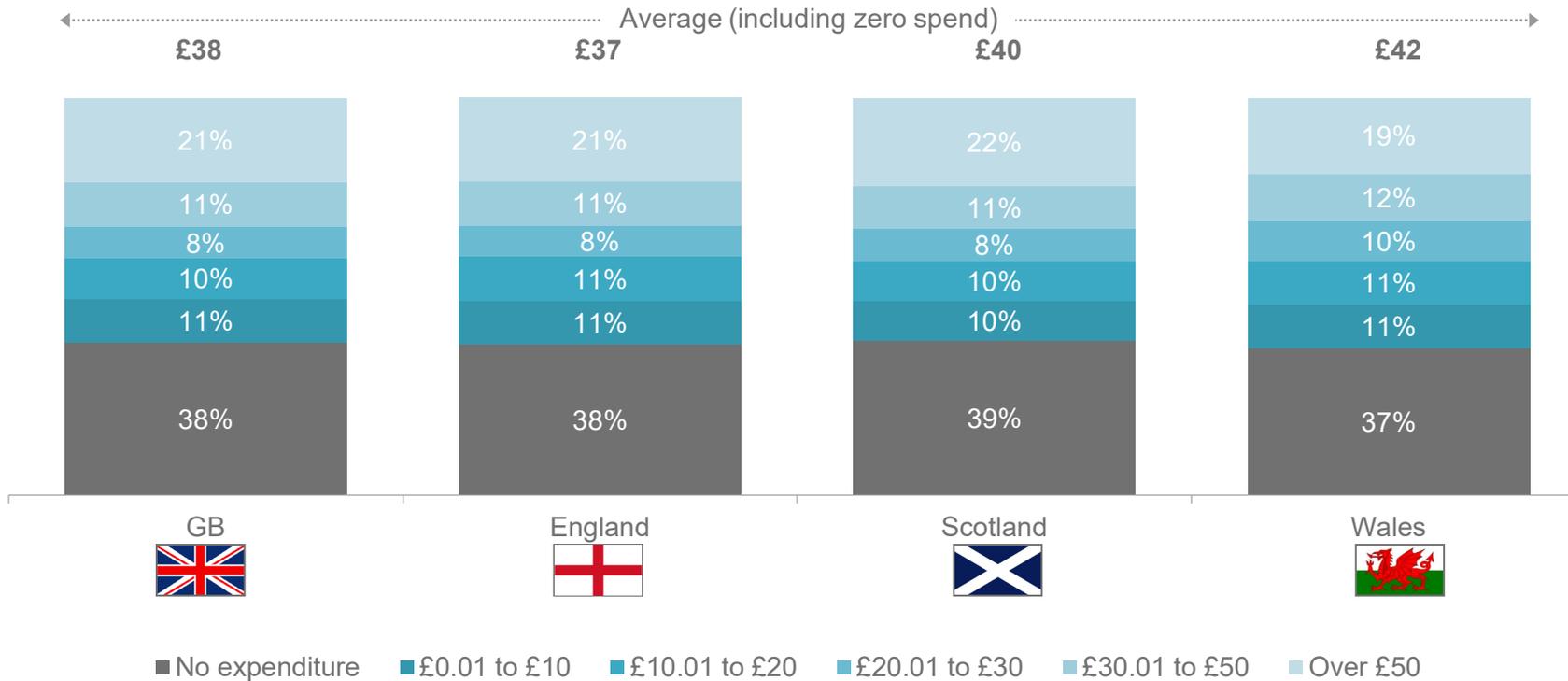


Figure 2.9 illustrates the average expenditure level and breakdown for GB and the three destination countries.

Day visits in Scotland and Wales involved higher average spend per visit than those taken in England. While the proportion of visits which involved no spend was similar in all three countries, there was a greater proportion of visits in Wales with a spend of between £20 and £50, and in Scotland a greater proportion with a spend over £50.

## Items purchased on visits

Figure 2.10 2018 - items spent money on during Tourism Day Visits – all GB residents (% of total visits) 

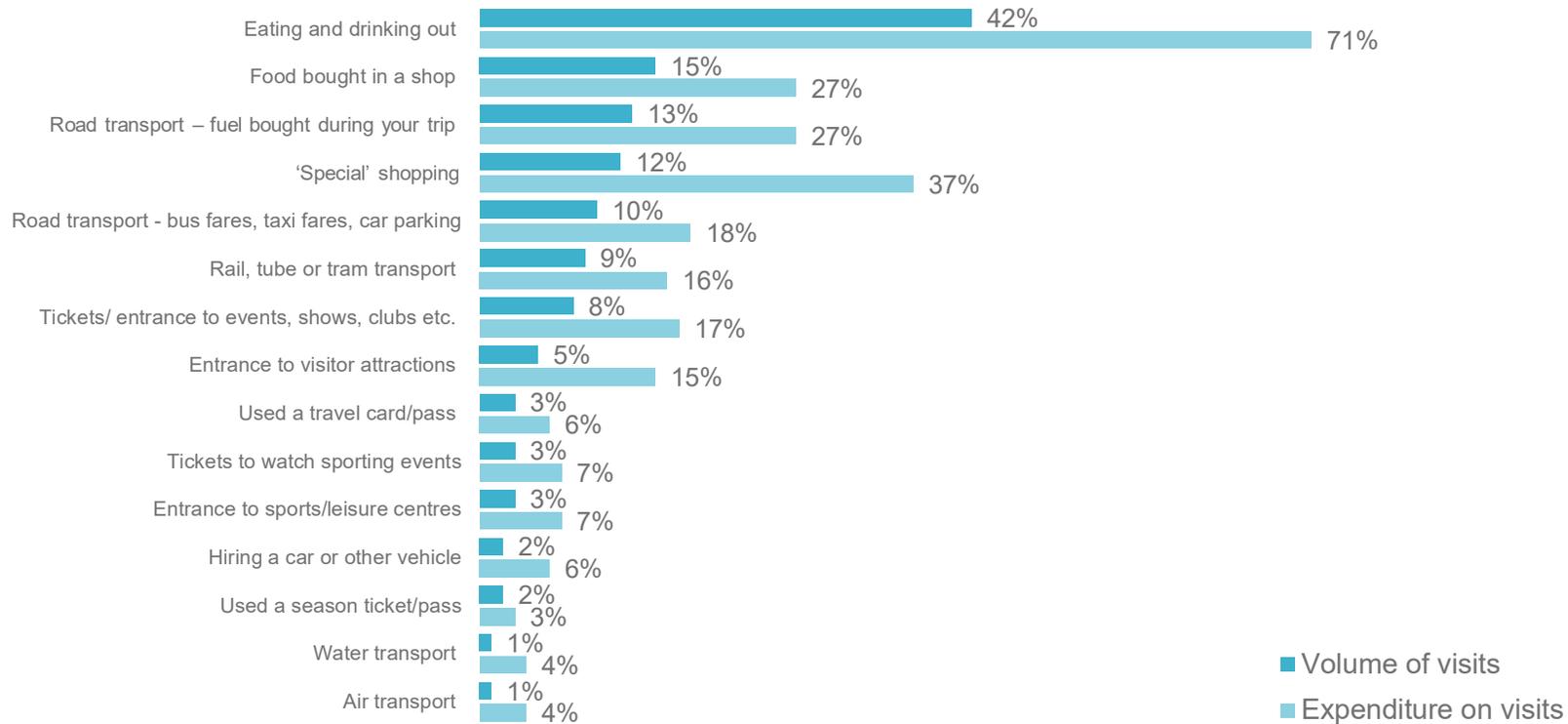


Figure 2.10 illustrates the proportions of Tourism Day Visits that involved expenditure on different items.

The items most likely to be purchased related to eating & drinking out in cafes/restaurants, which accounted for 42% of visits overall and 71% of expenditure on those visits. Food bought in a shop (15%) was the next most common item purchased on a day visit, followed closely by road transport (13%) and 'Special' shopping (12%).

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

## Activities undertaken

Figure 2.11 2018 volume and expenditure for Tourism Day Visits by main activity undertaken – all GB residents (%) 

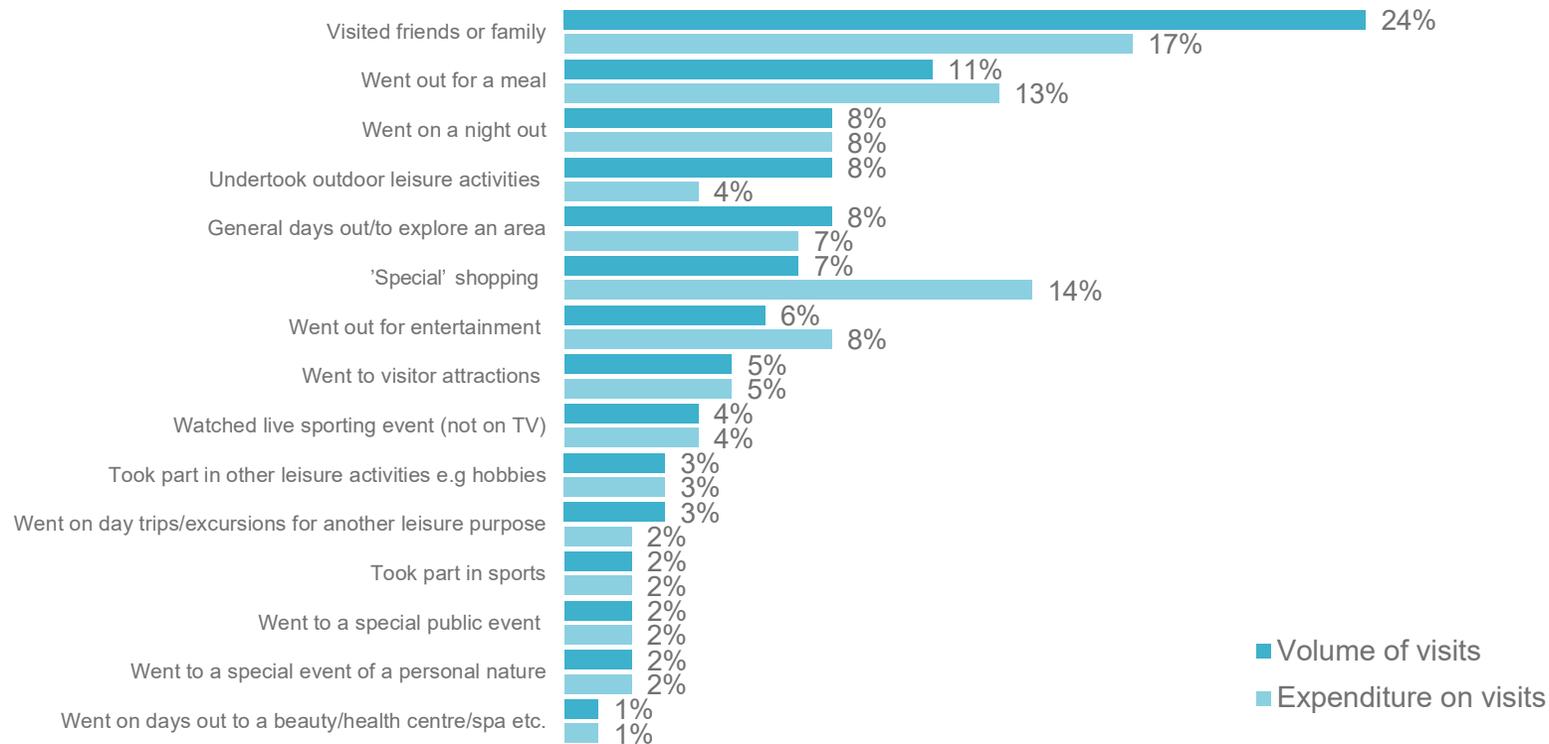


Figure 2.11 details the main activities undertaken on Tourism Day Visits and the related share of expenditure by activity.

The most prominent activity undertaken during day trips (in terms of percentage of trips taken) in 2018 was visiting friends or family, which accounted for 24% of trips.

This was also the most prominent activity in terms of related spend, accounting for 17% of all spend generated.

## Activities undertaken by country (i)

Figure 2.12 (i) 2018 volume of Tourism Day Visits by main activity and destination country – all GB residents (%) 

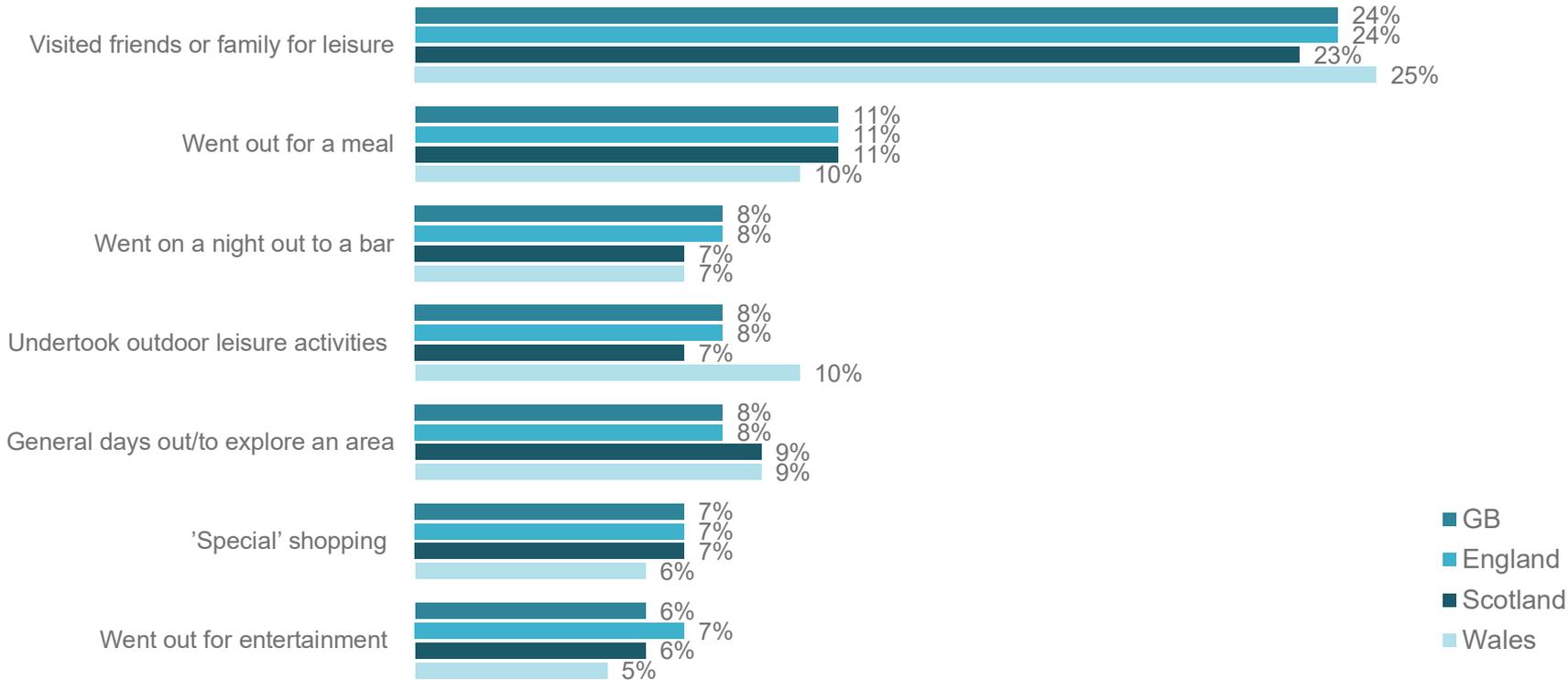


Figure 2.12 (i) illustrates the share of activities undertaken on Tourism Day Visits by destination country (continued on next page).

Activities undertaken on Tourism Day Visits tend to be very similar across all three countries, with those to Wales slightly more likely to involve outdoor leisure activities.

## Activities undertaken by country (ii)

Figure 2.12 (ii) 2018 volume of Tourism Day Visits by main activity and destination country – all GB residents (%) 

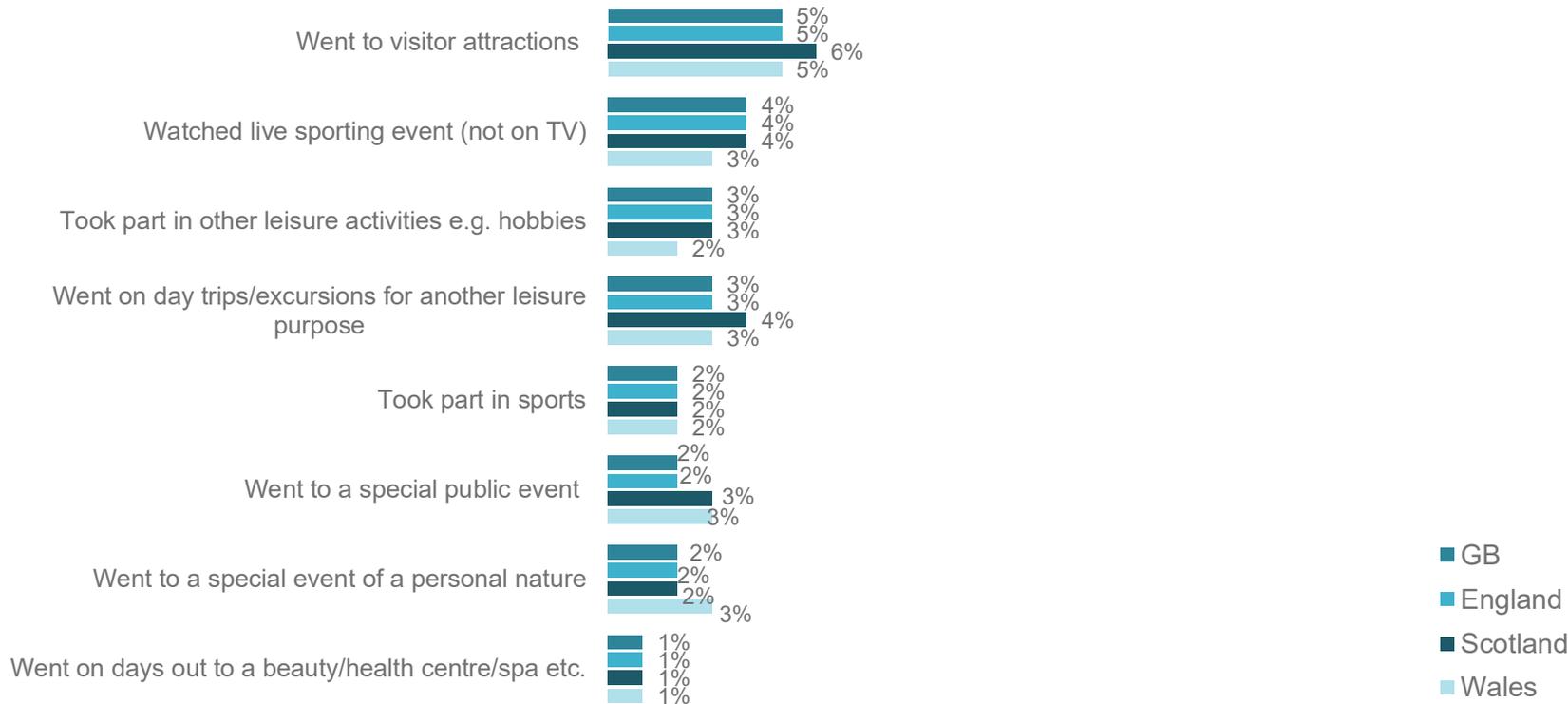


Figure 2.12 (ii) illustrates the share of activities undertaken on Tourism Day Visits by destination country (continued from previous page).

## Activities undertaken by destination type (i)

Figure 2.13(i) 2018 volume of Tourism Day Visits by main activity and destination type – all GB residents (%) 

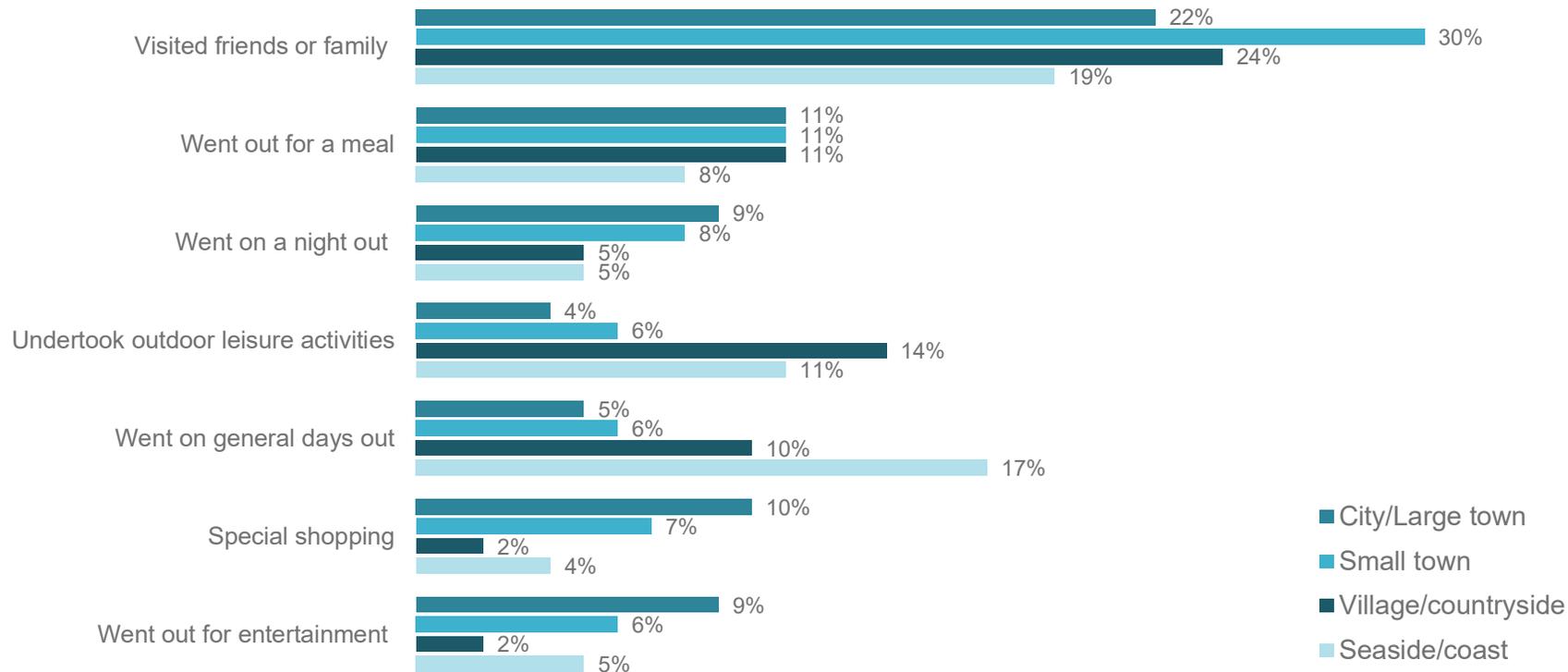


Figure 2.13 (i) illustrates the share of activities undertaken on Tourism Day Visits by destination type in Great Britain (continued on next page).

Tourism Day Visits taken to cities and towns were more likely to involve ‘special’ shopping, nights out to bars, entertainment (cinema, concert or theatre), live sport and special events than visits to other destinations.

Tourism Day Visits to villages / countryside areas were more likely to include outdoor leisure activities and visitor attractions than other destinations.

Tourism Day Visits to seaside locations were more likely to be described as general day trips or excursions.

## Activities undertaken by destination type (ii)

Figure 2.13 (ii) 2018 volume of Tourism Day Visits by main activity and destination type – all GB residents (%) 

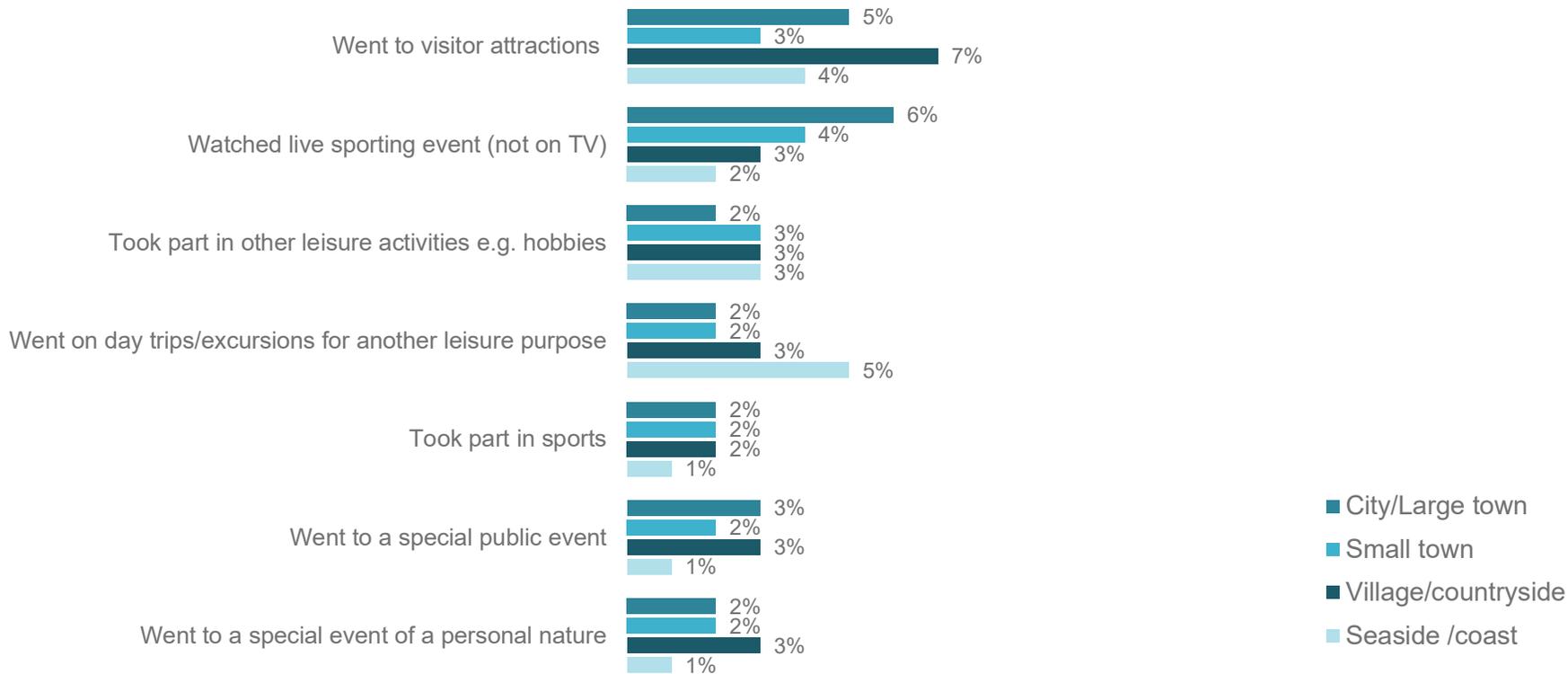


Figure 2.13 (ii) illustrates the share of activities undertaken on Tourism Day Visits by destination type in Great Britain (continued from previous page).

## Detailed activities undertaken

Figure 2.14 2018 volume of Tourism Day Visits by detailed activities undertaken as part of visit – all GB residents (%) 

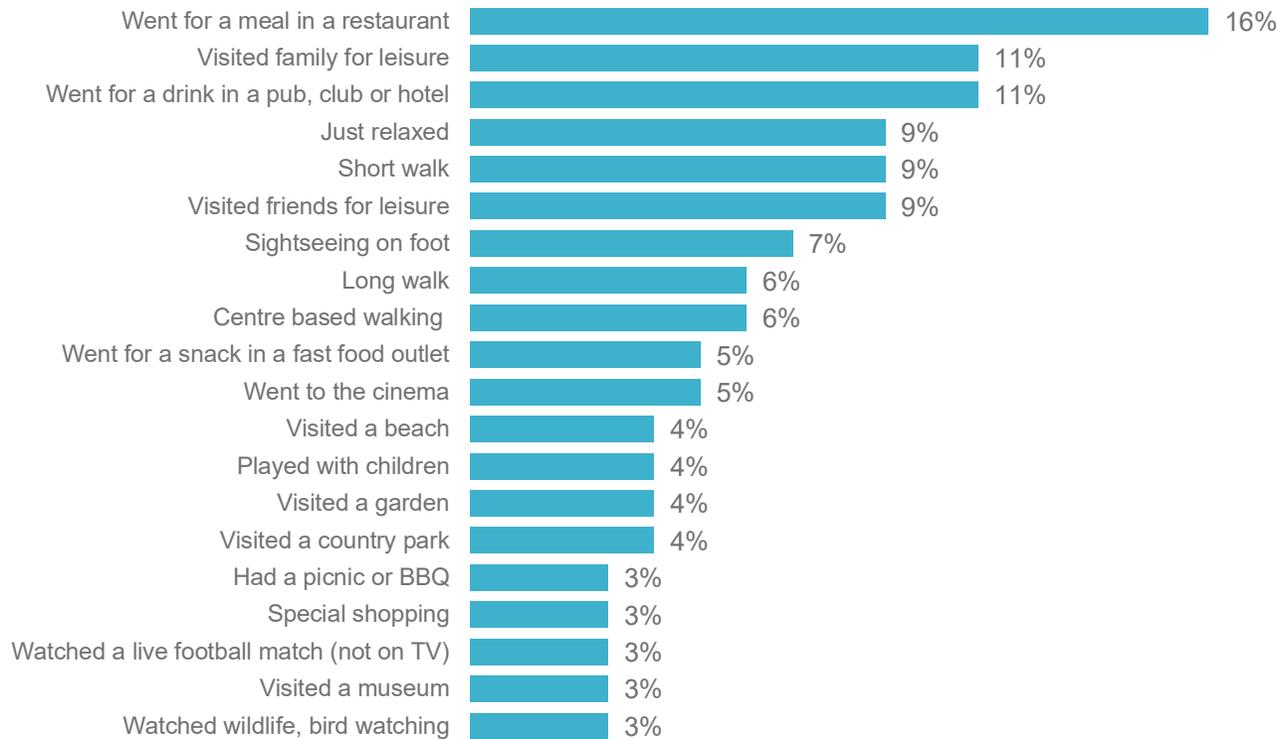


Figure 2.14 illustrates the top 20 most popular activities undertaken during Tourism Day Visits taken by GB residents in 2018 (based on the extensive list of ‘detailed’ activities shown to survey participants).

Of this detailed list of activities, the most frequently undertaken was going for a meal in a restaurant/café/hotel/pub, etc. (included in 16% of all visits).

The next most popular activities were visiting family for leisure (11%), and having a drink in a pub, club or hotel, etc. (11%).

Please note, the full list of detailed activities is available by clicking on the hyperlink next to the title

## Detailed activities by country

Figure 2.15 2018 volume of Tourism Day Visits by top ten detailed activity by destination country (%) 

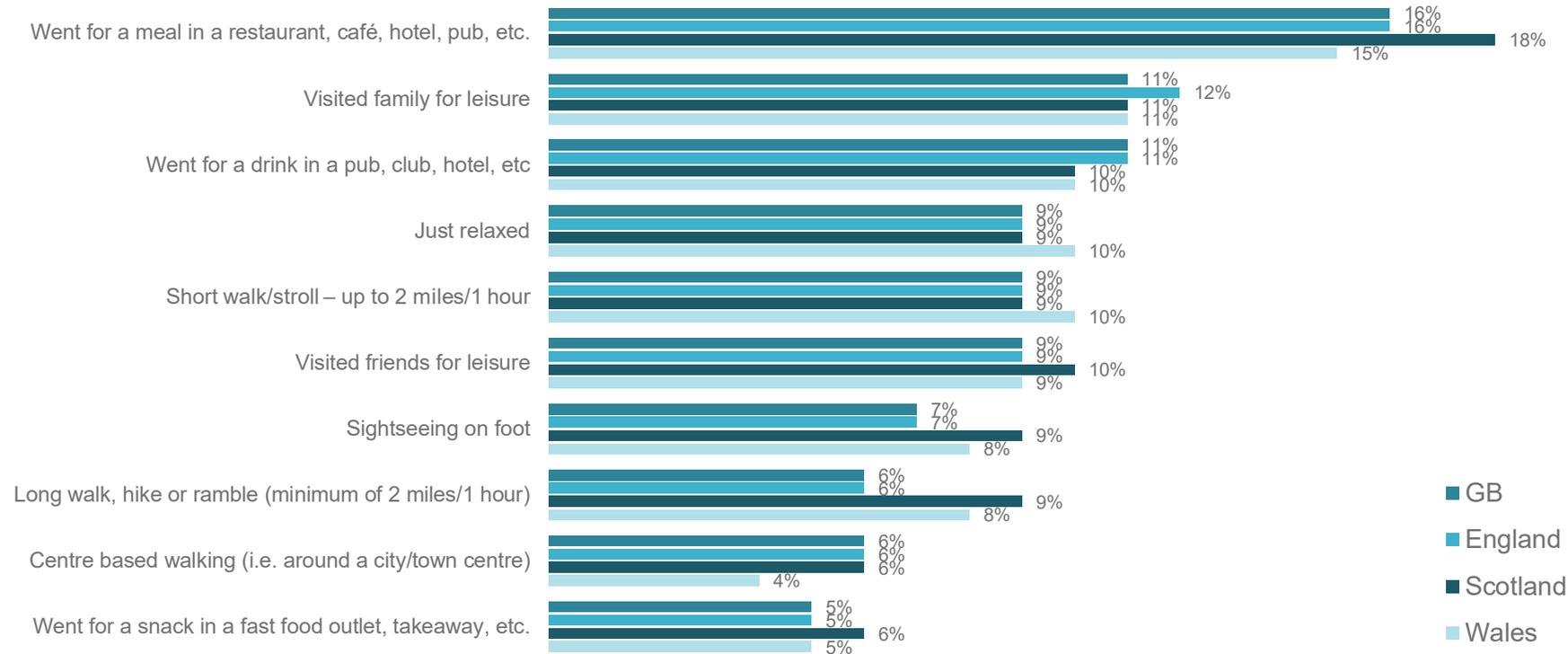
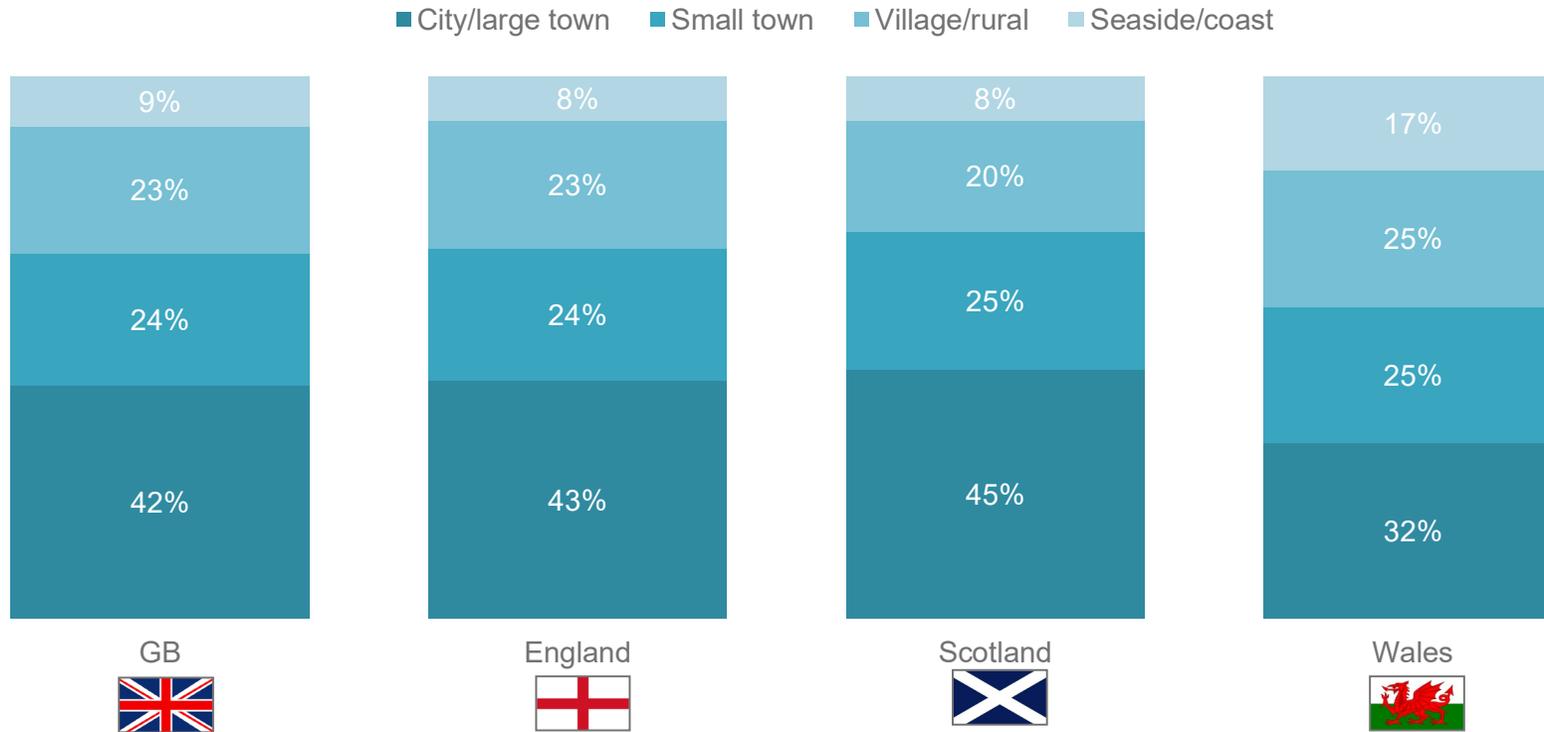


Figure 2.15 details the top ten detailed activities analysed by destination country.

The activities undertaken on Tourism Day Visits generally do not vary greatly depending on the country where the visit took place.

## Destination type

Figure 2.16 2018 main destination type on Tourism Day Visits by destination country (%) 



The profile of destination types visited on Tourism Day Visits taken in England, Wales & Scotland is shown in Figure 2.16.

There was little difference in the profile of destinations visited in England and Scotland. However, Tourism Day Visits taken in Wales were much more likely to include a visit to the seaside/coast and far less likely to include a trip to a city or large town.

## Destination type – changes over time

Figure 2.17 2017-2018 change over time in main destination type on tourism day visits by destination type – all GB residents (% change) 

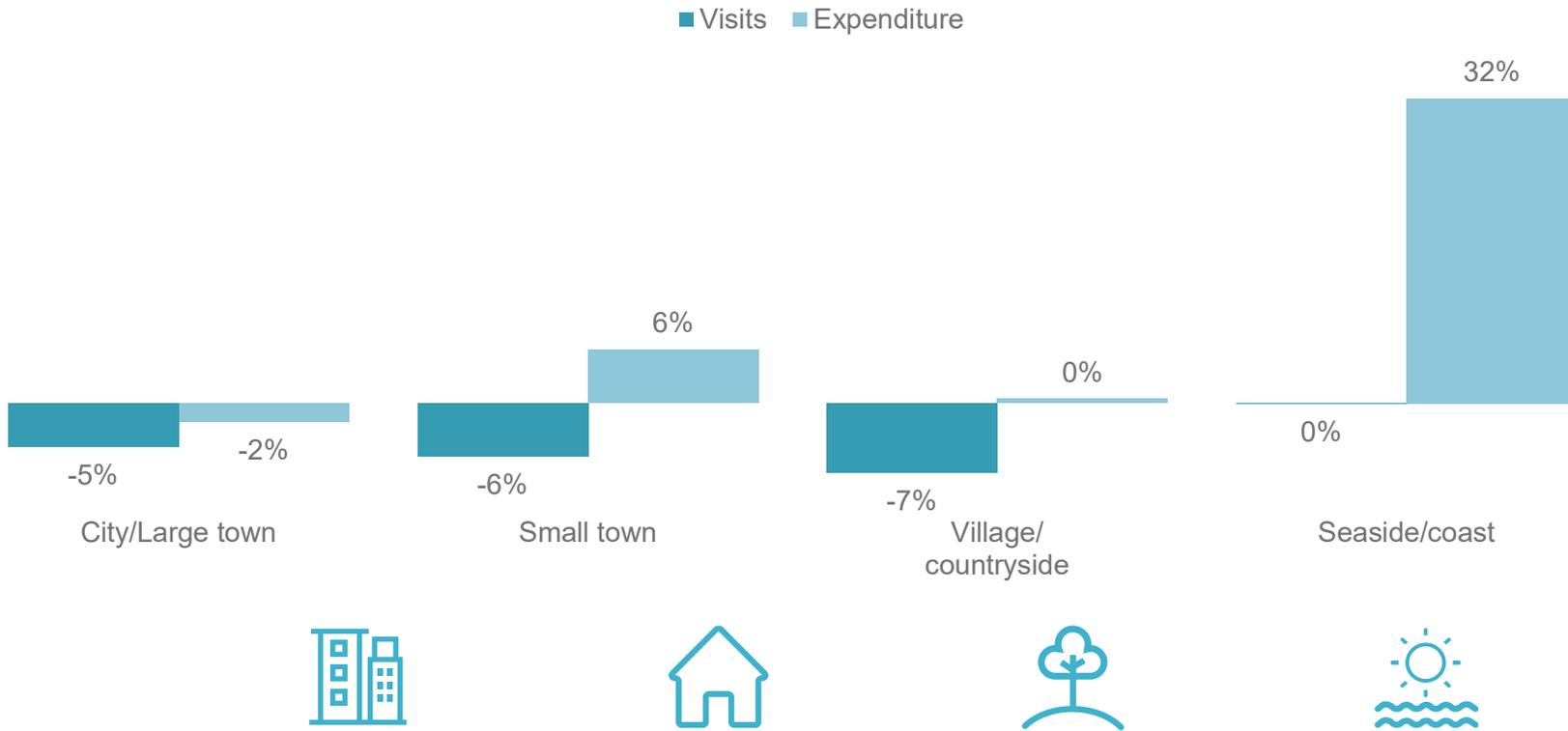


Figure 2.17 illustrates the percentage change in the number of visits and related spend between 2017 and 2018.

There have been decreases in the volume of visits to village/countryside (-7%), small town (-6%) and city/large town (-5%) destinations.

Spend has increased on visits to seaside/coastal (+32%) destinations. Spend also increased on visits to small towns (+6%), while spend on visits to villages/countryside was unchanged and city/large towns down slightly (-2%) versus 2017.

## Destination type - by region

Figure 2.18 2018 main destination type visited on Tourism Day Visits by region visited (%)



The profile of main destination types on Tourism Day Visits taken in each of the English regions, and Welsh and Scottish areas is shown in Figure 2.18.

As may be expected, the majority of visits taken in London were to city/large town destinations while the pattern across other English regions was fairly consistent. The main differences were the slightly lower proportions visiting cities/large towns in the East of England and South East.

In Wales, a quarter (25%) of visits to the North were to seaside/coastal locations, while a larger proportion (41%) of visits to South East Wales were city/large town destinations.

In Scotland, visits to City/Large town locations made up the largest proportion of visits across the East and West (51% and 48% respectively), while visits to the North were more likely to be classed as a village/countryside visit (32%) and to the South most likely to be Small Town (36%).

## Destination type – volume and expenditure of visits

Figure 2.19 2018 volume and expenditure of Tourism Day Visits by main destination type and destination country (£ millions)

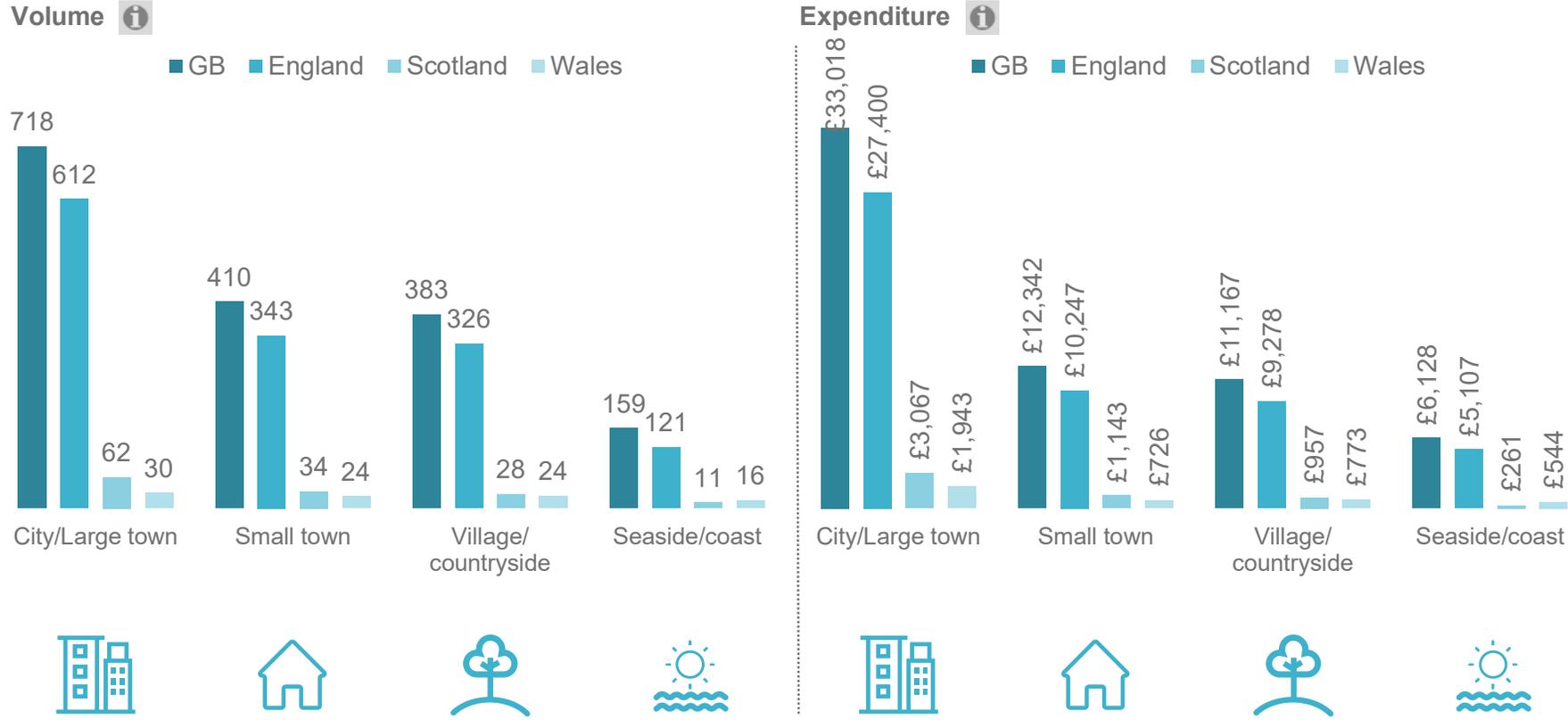


Figure 2.19 shows that by far the largest volume of Tourism Day Visits taken across GB were to city/large town locations, accounting for 718 million visits and £33.0 billion in expenditure.

Reflecting lower levels of spend per visit, Tourism Day Visits taken to small towns and village/countryside locations saw a smaller proportion of spend relative to the proportion of visits: small town visits accounted for 410 million visits and £12.3 billion spend; village/countryside locations accounted for 383 million visits netting £11.2 billion spend; seaside/coast locations accounted for 159 million visits netting £6.1 billion spend.

## Origin and destination of visits

Figure 2.20 2018 origin of Tourism Day Visit visitors by destination country (%)

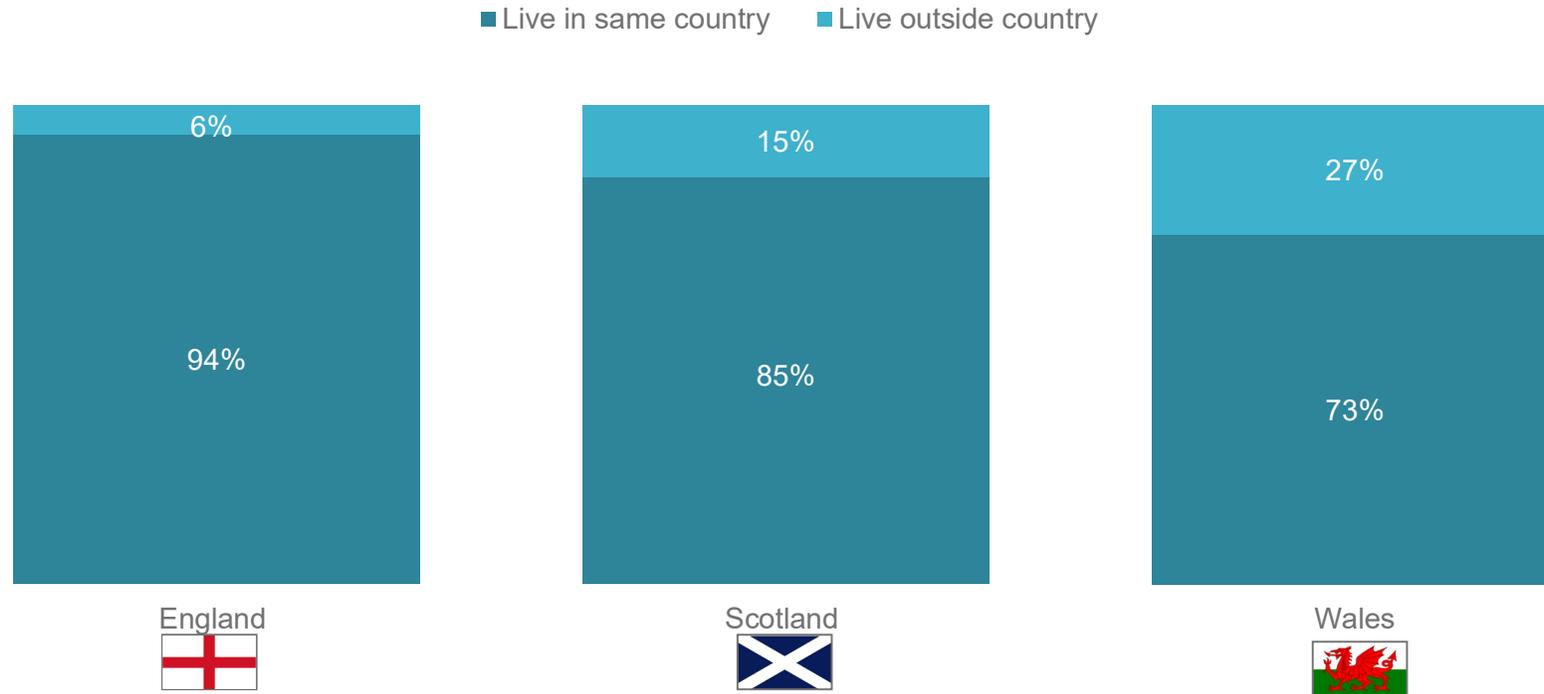


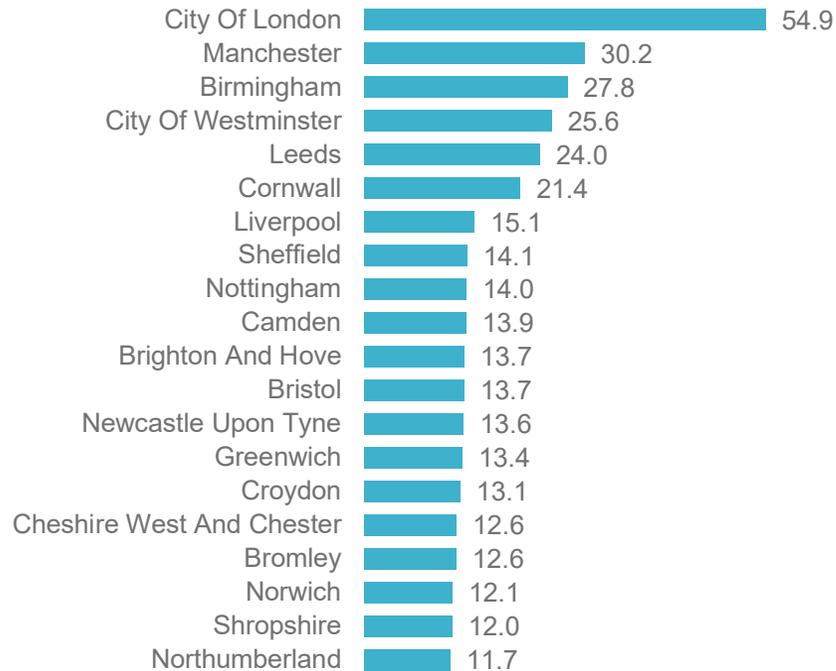
Figure 2.20 demonstrates that, Tourism Day Visits in each individual nation were predominantly taken by those who live there, with the vast majority of English trips taken by its residents (94%).

Scotland and Wales saw higher proportions of visitors from other nations: 15% of visitors to destinations in Scotland and 27% of visitors to destinations in Wales were from elsewhere in GB.

## Most visited local authorities in England

Figure 2.21 volume of Tourism Day Visits and expenditure by English local authority: 20 most visited areas: annual averages 2016-2018 (millions)

Volume 



Expenditure 

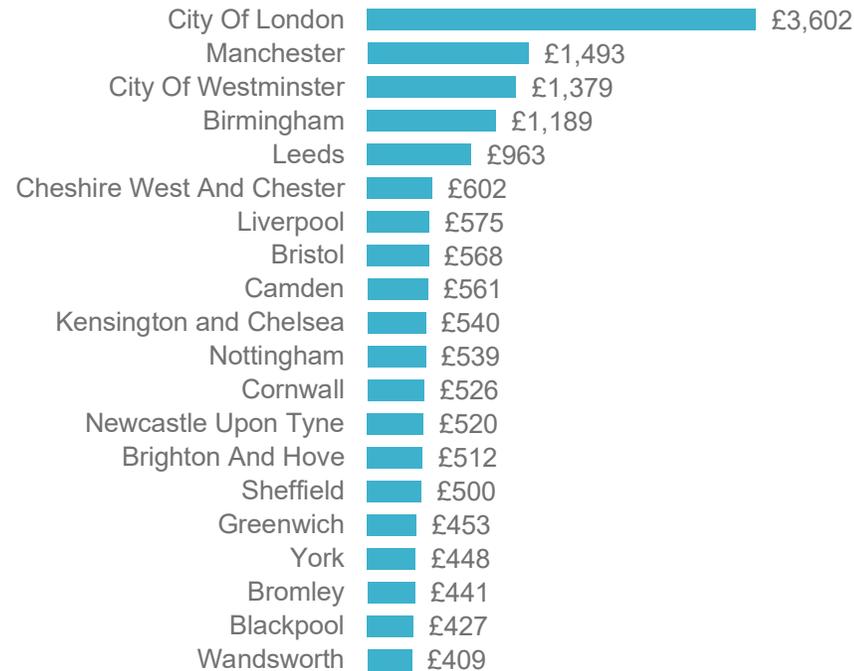


Figure 2.21 shows that, at a Local Authority level (based on three year averages), the most visited areas in England were the City of London (55 million), Manchester (30 million), Birmingham (28 million) and the City of Westminster (26 million).

The City of London (£3.6 billion), Manchester (£1.5 billion), City of Westminster (£1.4 billion) and Birmingham (£1.2 billion) also contributed the most in terms of expenditure.

## Distance travelled

Figure 2.22 2018 claimed distance travelled on Tourism Day Visits by destination country (%)



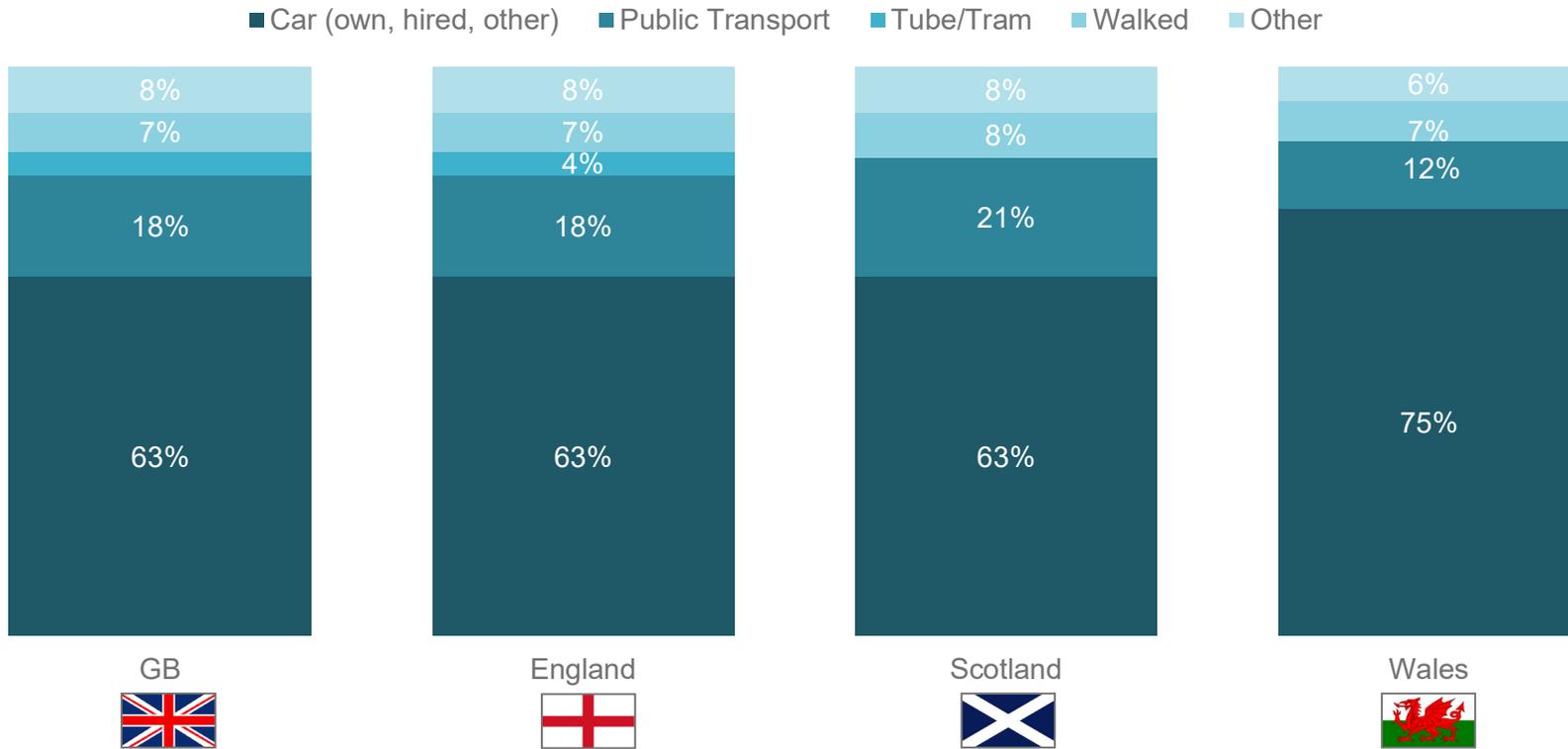
Overall, as shown in Figure 2.22, the average claimed distance travelled on Tourism Day Visits taken by GB residents was 45 miles.

The average distance travelled on day visits was higher in Wales (58 miles) and Scotland (51 miles) than in England (43 miles).

Reflecting these variations, only 27% of all visits taken in England involved a journey of over 40 miles, while this proportion increased to 31% in Scotland and 33% in Wales.

## Transport used

Figure 2.23 2018 main mode of transport on Tourism Day Visits by destination country (%)



As illustrated in Figure 2.23, across GB, the majority of travel on day visits was by car. In Wales a higher proportion of trips were taken using a car than was seen in England or Scotland.

## Visit duration

Figure 2.24 2018 duration of Tourism Day Visits by destination country (%) 

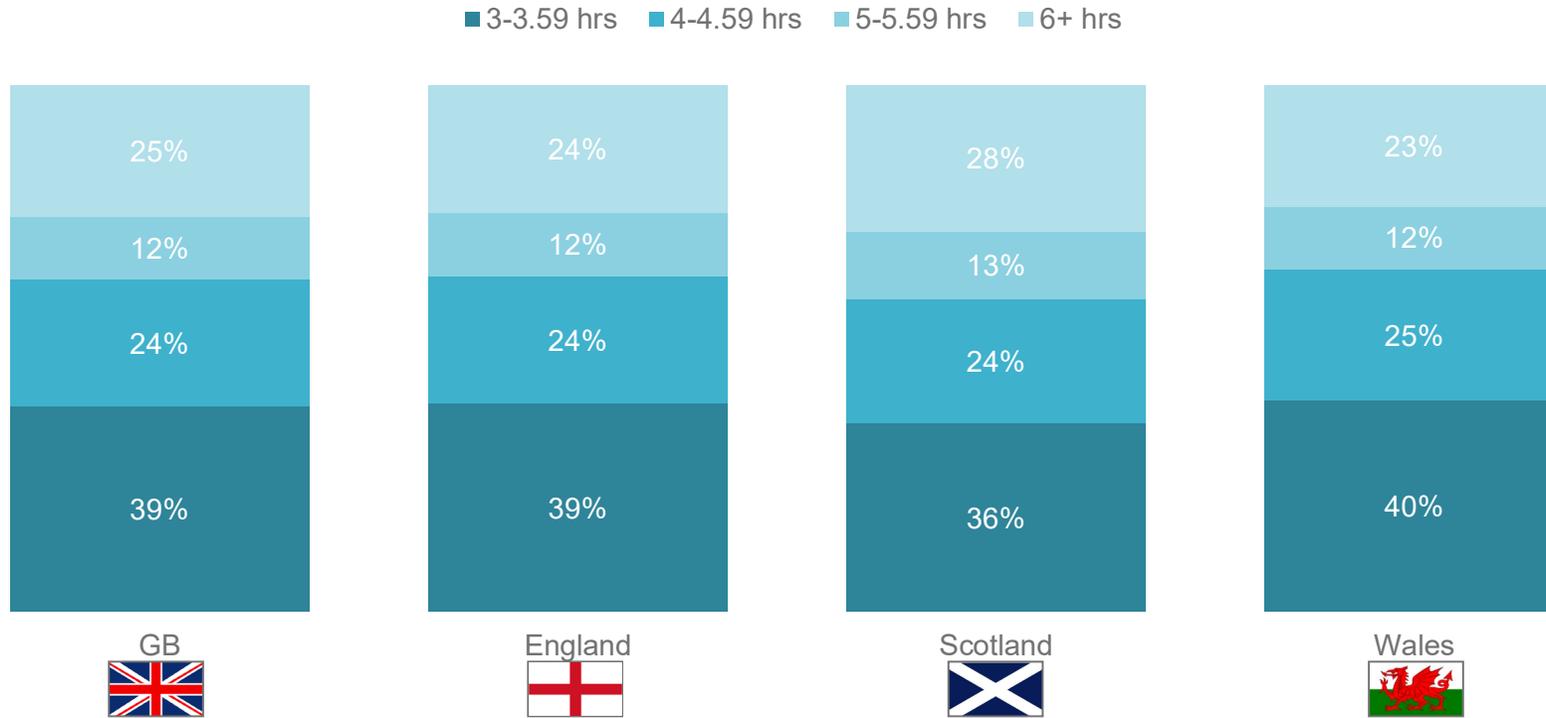


Figure 2.24 demonstrates that nearly two-fifths (39%) of day visits taken to destinations in GB lasted between 3 and 4 hours. Around a quarter of visits lasted between 4 and 5 hours (24%) or 6+ hours (25%), while around one in eight (12%) of visits were 5 to 6 hours in duration.

## Visit duration – by activities undertaken

Figure 2.25 2018 duration of Tourism Day Visits by main activity undertaken – all GB residents (%) 

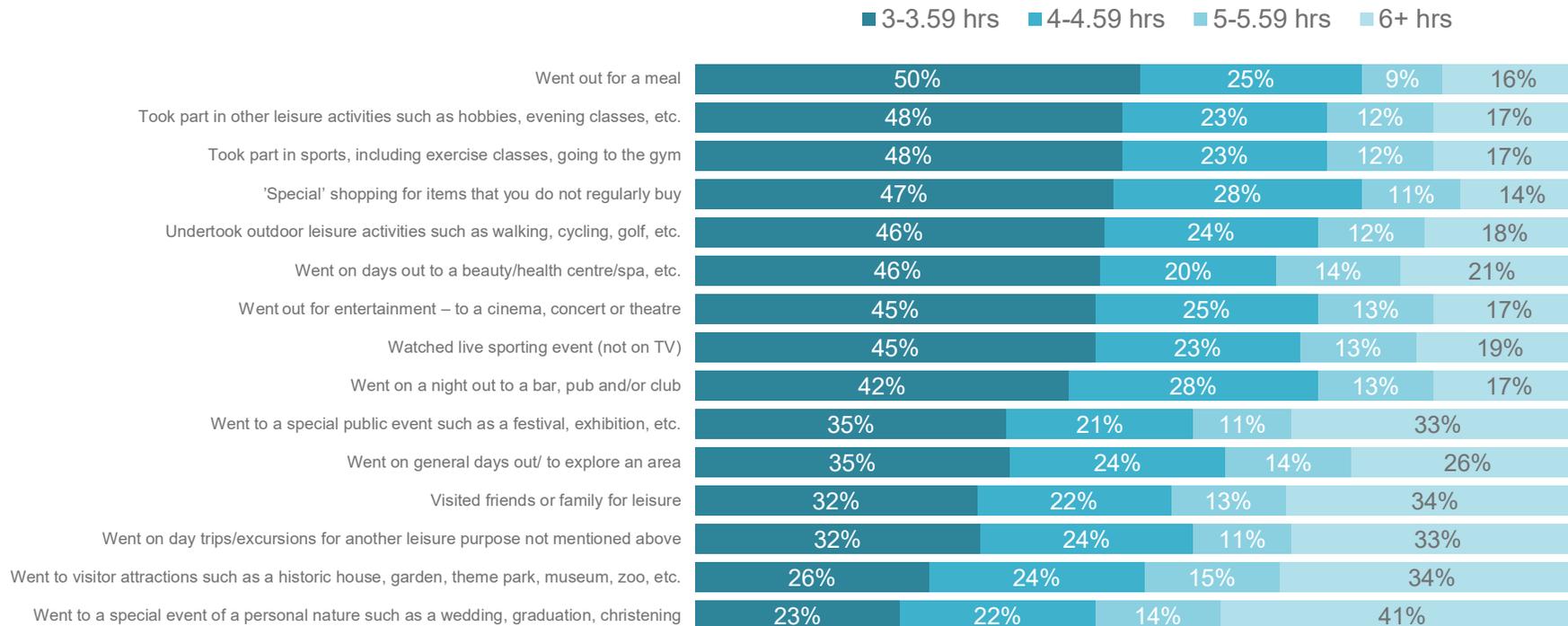


Figure 2.25 illustrates visit durations by activity undertaken. Half (50%) of visits for which the main activity was going out for a meal lasted between 3 and 4 hours. In contrast, visits for special personal events (41%), visits to friends and family (34%) and visitor attractions (34%) were more likely to last for 6+ hours.

## Visitor profile

**Figure 2.26 2018 Tourism Day Visits taken in last seven days – variations by demographic – all GB residents (%)**  
One or more visits taken in last seven days

### One or more visits taken in last seven days

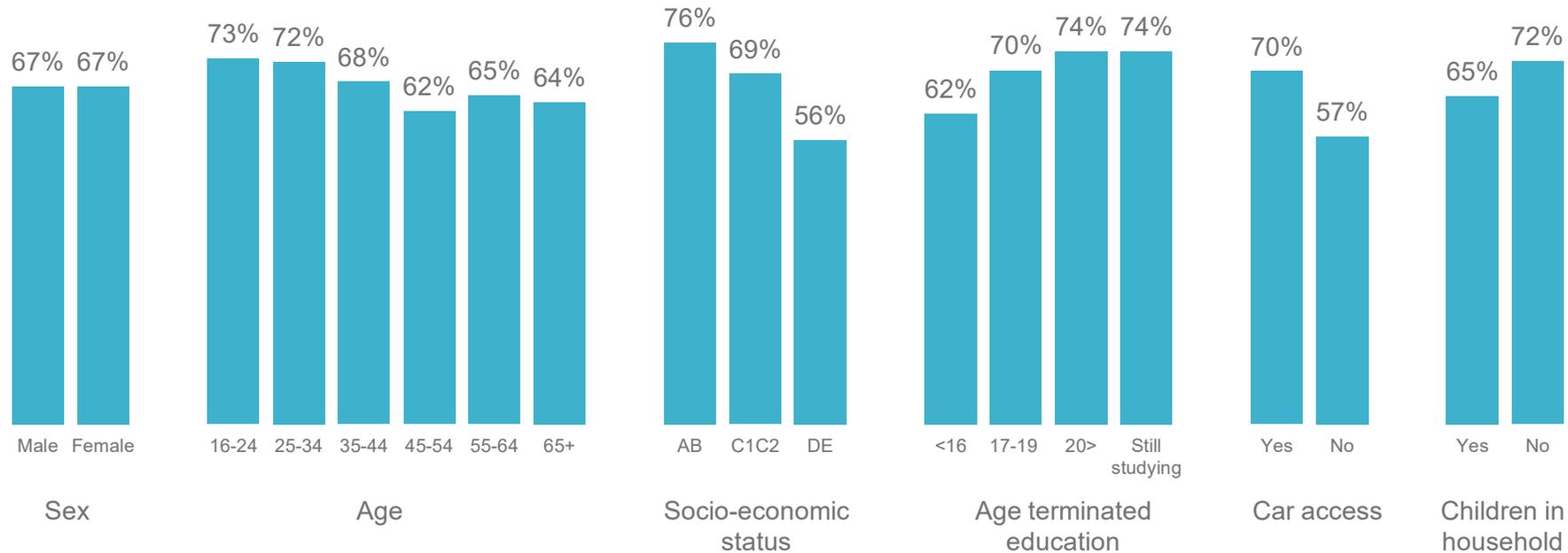


Figure 2.26 illustrates that propensity to take Tourism Day Visits in Great Britain was highest amongst younger age groups, members of the more affluent socio-economic groups, people who stayed in education for longer, people with access to a car and those with no children in their household.

## Visitor profile (1)

Figure 2.27 2018 age profile of Tourism Day Visit takers by main activity undertaken – all GB residents (%)

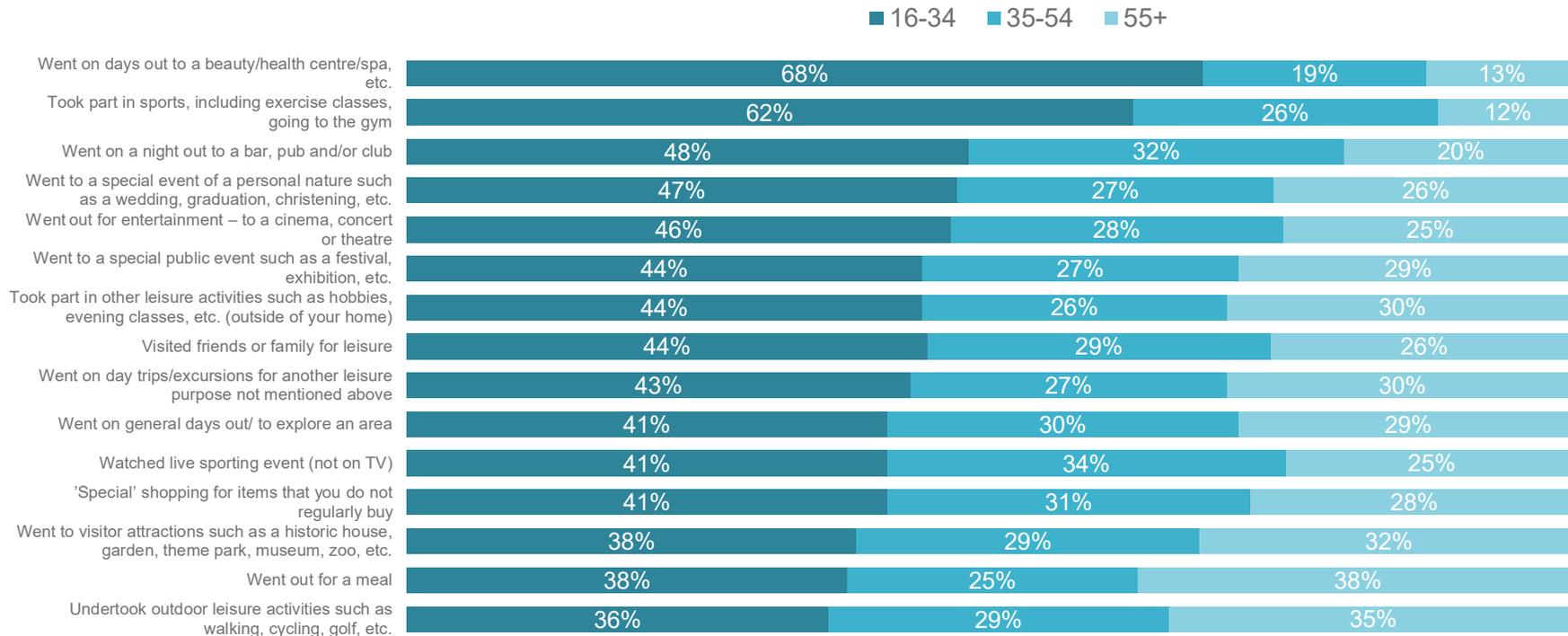


Figure 2.27 shows that day visits in which the main activity was going on a day out to spa/health club (68%) or taking part in a sporting activity (62%) were more likely to involve those aged 16 to 34.

Visits which involved going to a live sporting event was the activity which had the highest proportion of people aged 35-54 (34%).

Going out for a meal (38%) was the activity which had the highest proportion of people aged 55 or over.

## Visitor profile (1)

Figure 2.28 2018 socio-economic group profile of Tourism Day Visit takers by main activity undertaken – all GB residents (%)

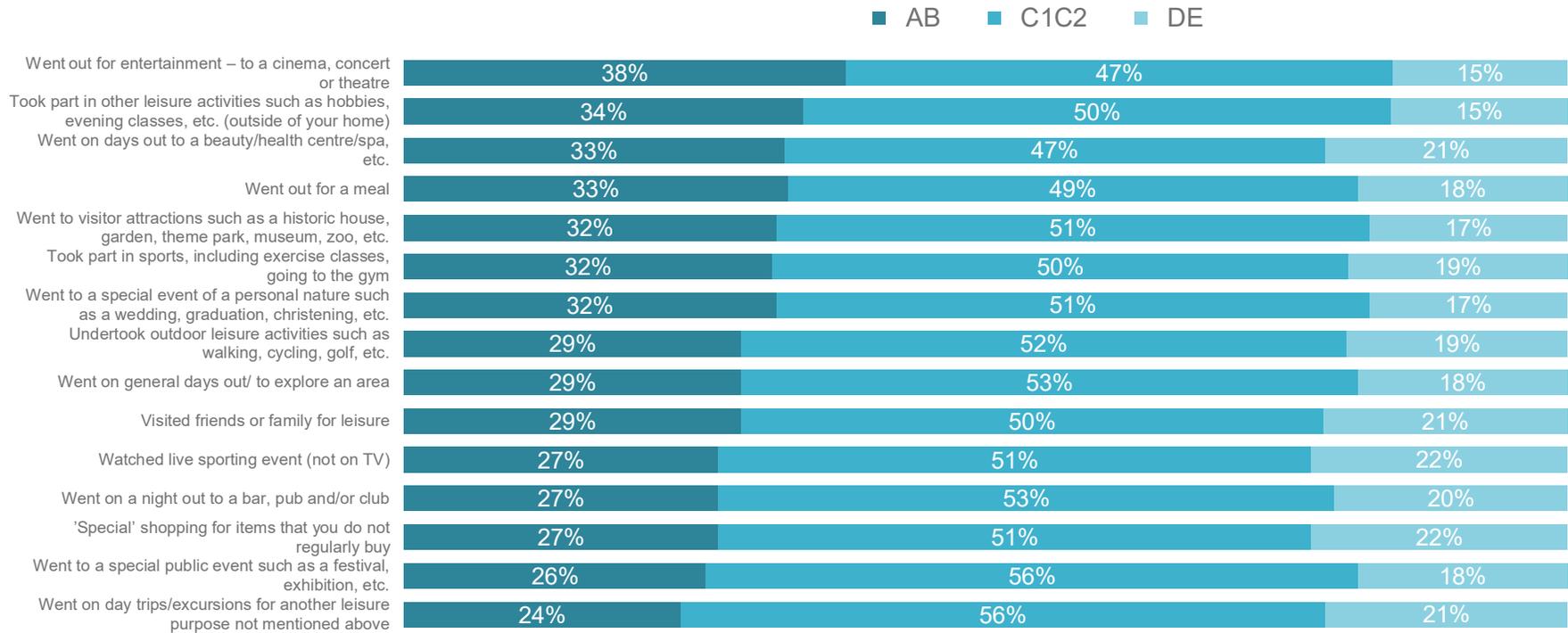


Figure 2.28 demonstrates that, in terms of socio-economic group, a higher share of people with a more affluent (AB) background was found amongst those who went out for entertainment (38%). Those from the lower socio-economic grouping, DE, were more likely to be present in visits where the main activity was special shopping or watching live sporting events (22%).

## Visitor profile (2)

**Figure 2.29 2018 children in household amongst Tourism Day Visit takers by main activity undertaken – all GB residents (%)**

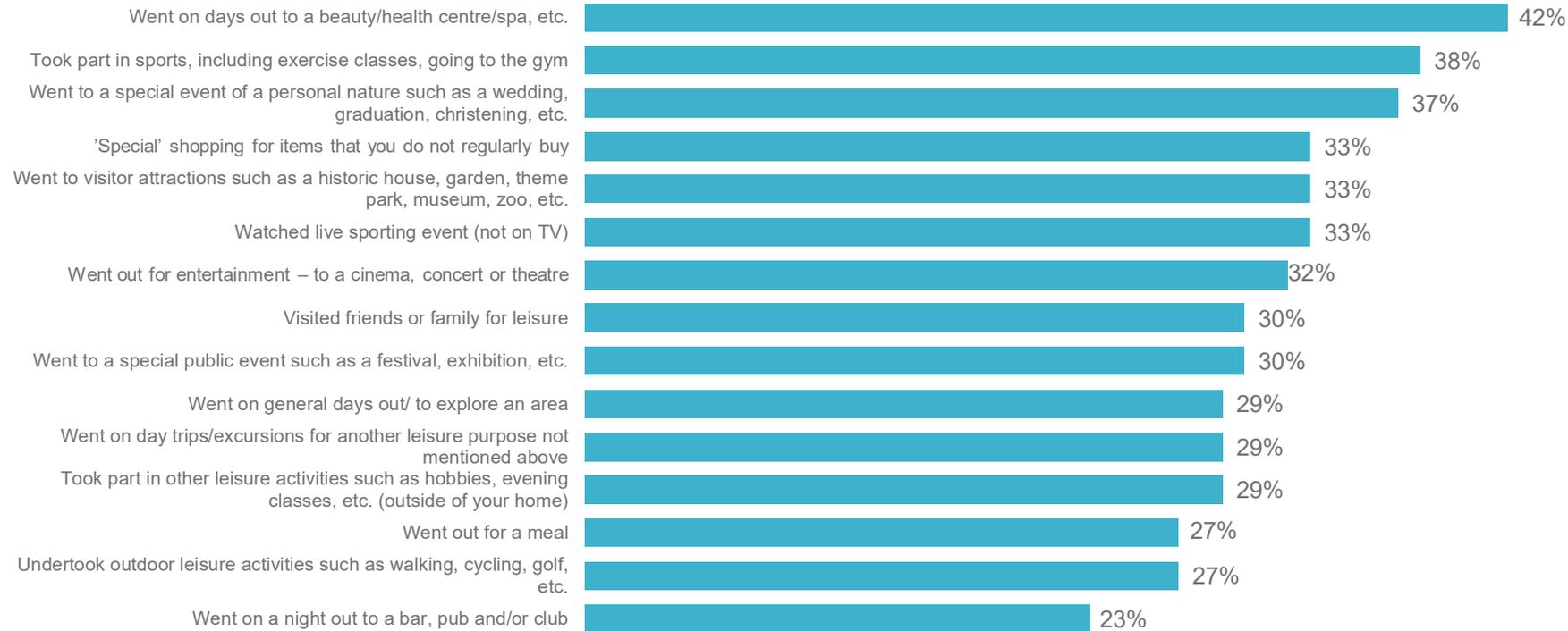


Figure 2.29 examines activities taken by households with children. The activity which has the highest proportion of people with children is going to a beauty/health centre/spa (42% of participants had children). Of course this does not mean that children were present on this day visit.

The activity with the lowest proportion of people who have children is going out to a bar, pub or club (23% of participants had children).

### 3. Activities Core to Tourism Visits



## Defining Activities Core to Tourism Visits

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

### Activities Core to Tourism2

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

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

---

- Watching live sporting events (not on TV)

---

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

---

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

---

- Going on general days out/to explore an area



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

This section describes the volume, expenditure and characteristics of activities core to tourism visits taken by GB residents during 2018.



### Volume and expenditure of visits

- During 2018, GB residents took a total of 509 million activities core to tourism (ACT) visits to destinations in England, Scotland or Wales; and £17.4 billion was spent during these trips.



### Geographic distribution of visits

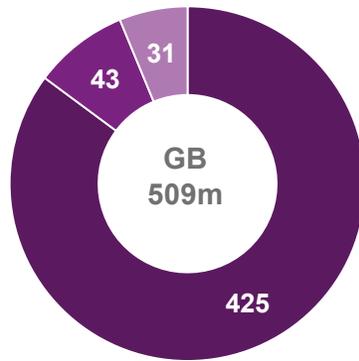
- England saw the highest number of visits (425 million visits or 83% of the total) while 8% of visits (43 million) were taken to Scottish destinations and 6% to places in Wales (31 million).
- London had the greatest share of visits amongst the English regions (89 million visits) where the total expenditure on London ACT visits during 2018 was around £4.3 billion.
- In Scotland the largest volume of ACT visits were taken to destinations in the East (15 million).
- In Wales the largest volume of ACT visits were taken in the South East (11 million).

## Geographical distribution

Figure 3.1 2018 volume of ACT visits and expenditure by destination

Visits (millions)

- England
- Scotland
- Wales



Expenditure (£millions)

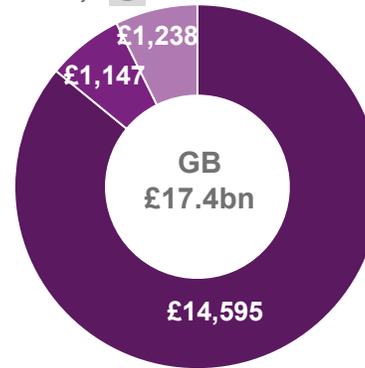


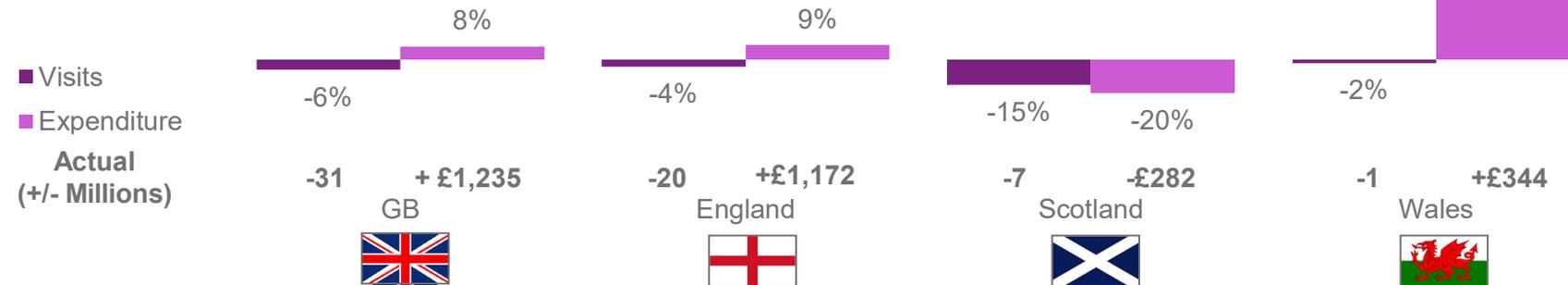
Figure 3.1 illustrates the volume and expenditure of visits in Great Britain involving activities core to tourism (ACT visits) taken during 2018.

In total 509 million ACT visits were taken by GB residents during 2018 (30% of all Tourism Day Visits).

Reflecting the population distribution the vast majority of ACT visits were taken in England, 83% (425 million visits) while 8% (43 million) were taken in Scotland and 6% (31 million) in Wales.

ACT visits accounted for a total expenditure of £17.4 billion, with the contribution by country as follows: England £14.595 billion, Scotland £1.147 billion, Wales £1.238 billion.

Figure 3.2 2017-2018 Change over time in headline volume and expenditure of Tourism Day Visits (% change)



## Geographical distribution (England)

Figure 3.3 2018 volume of ACT visits and expenditure by destination

Visits (millions) 

Expenditure (£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

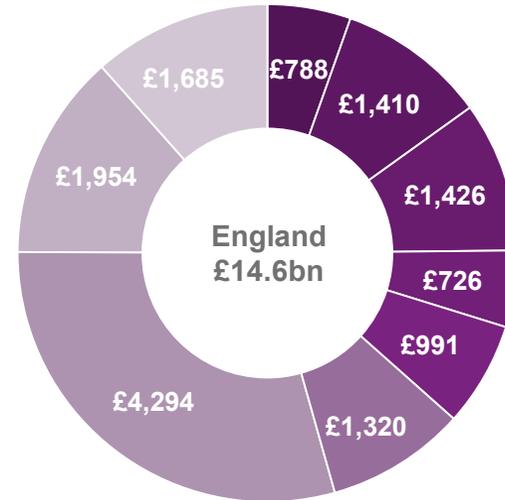
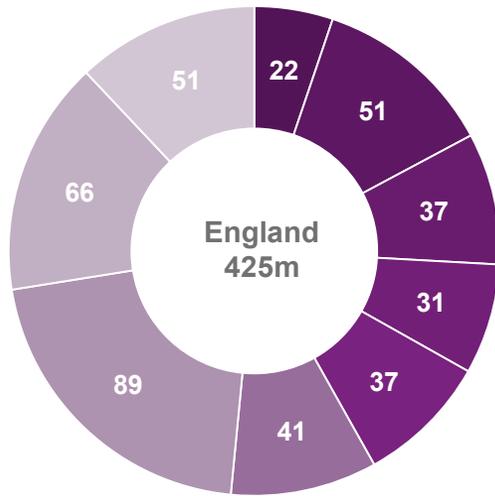


Figure 3.3 illustrates the regional distribution of ACT visits and associated spend within England.

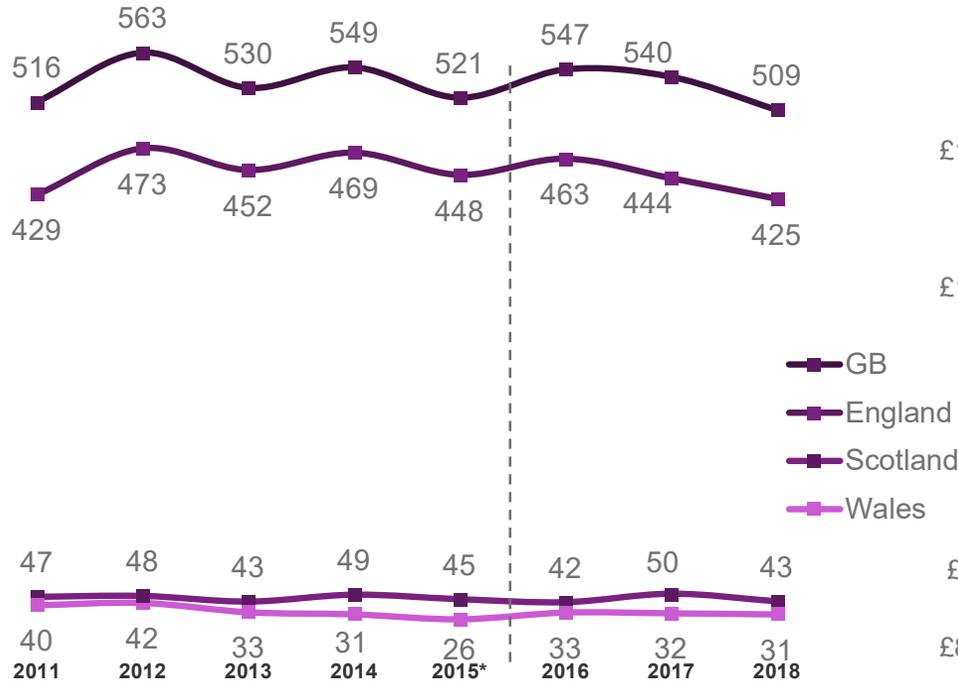
21% of ACT visits (89 million) taken in England had a destination in London, with £4.294 billion spent during these visits.

In contrast the English region with the lowest volume of ACT visits was the North East, with an estimated 22 million visits which had an associated £788 million in expenditure.

## Annual trends

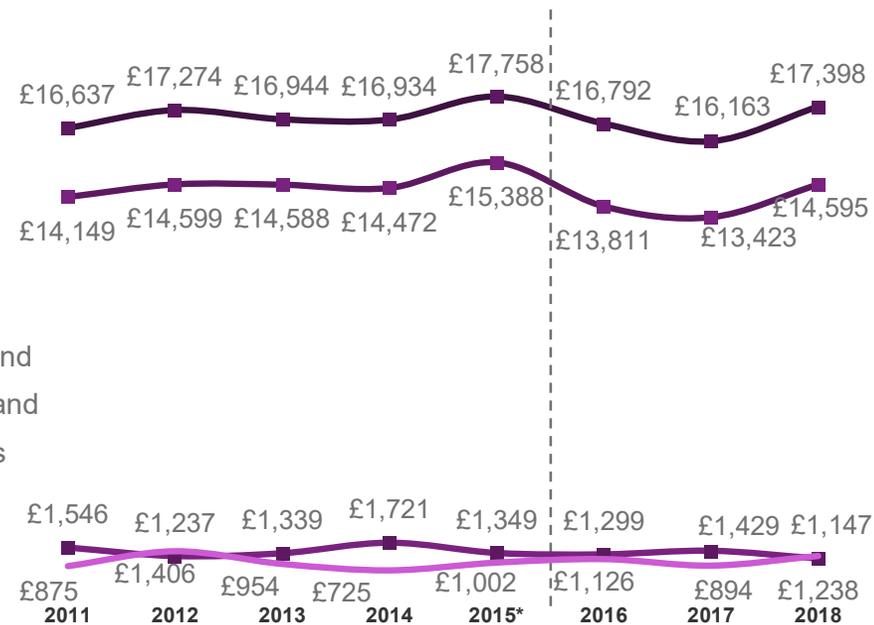
**Figure 3.4 volume of ACT visits by year (millions)**

\*Note: 2011-2015 estimates are reweighted – see note on page 8



**Figure 3.5 expenditure on ACT visits by year (£ millions)**

\*Note: 2011-2015 estimates are reweighted – see note on page 8



Figures 3.4 and 3.5 illustrate annual variations in visit volumes and expenditure by destination country.

During 2018 the volume of ACT visits in GB, England, Scotland declined compared to 2017, while ACT visits in Wales decreased but it was not significant.

Expenditure on ACT visits increased from 2017 to 2018 in GB, England and Wales, while spend in Scotland declined.

## Seasonal distribution

Figure 3.6 2018 volume of ACT visits by month – all GB residents (millions) 

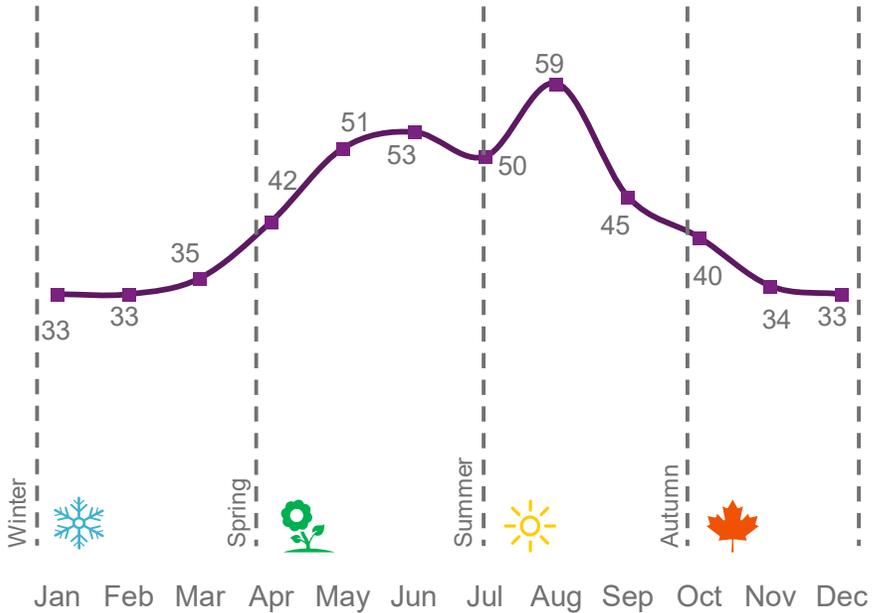
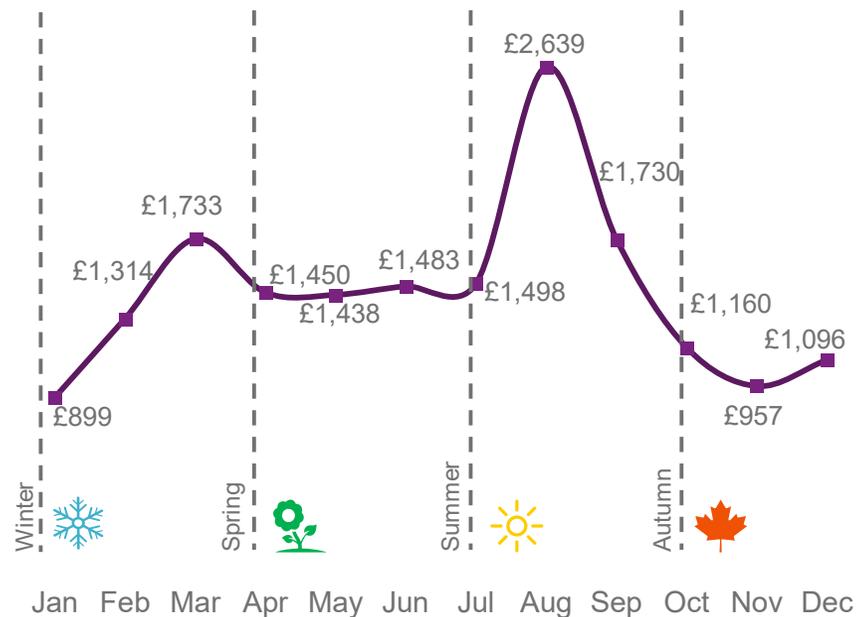


Figure 3.7 2018 expenditure on ACT visits by month – all GB residents (£ millions) 



Figures 3.6 and 3.7 illustrate seasonal variations in ACT visit volumes and expenditure in Great Britain.

August recorded the most ACT visits (59 million visits), while the lowest number of visits (33 million) took place in January, February, and December.

The seasonal variation of expenditure followed a similar pattern with the greatest monthly expenditure also taking place during August (£2.639 billion) and the lowest in January (£899 million).

## Expenditures on visits

Figure 3.8 2018 expenditure on ACT visits by destination country (% of total) 



Figure 3.8 illustrates the average expenditure level and its breakdown by destination country.

On average, in 2018, ACTs taken in Scotland involved less spend than those taken in England, with those in Wales having the highest average spend.

## Activities undertaken

Figure 3.9 2018 volume and expenditure of ACT visits by main activity undertaken – all GB residents (%) 

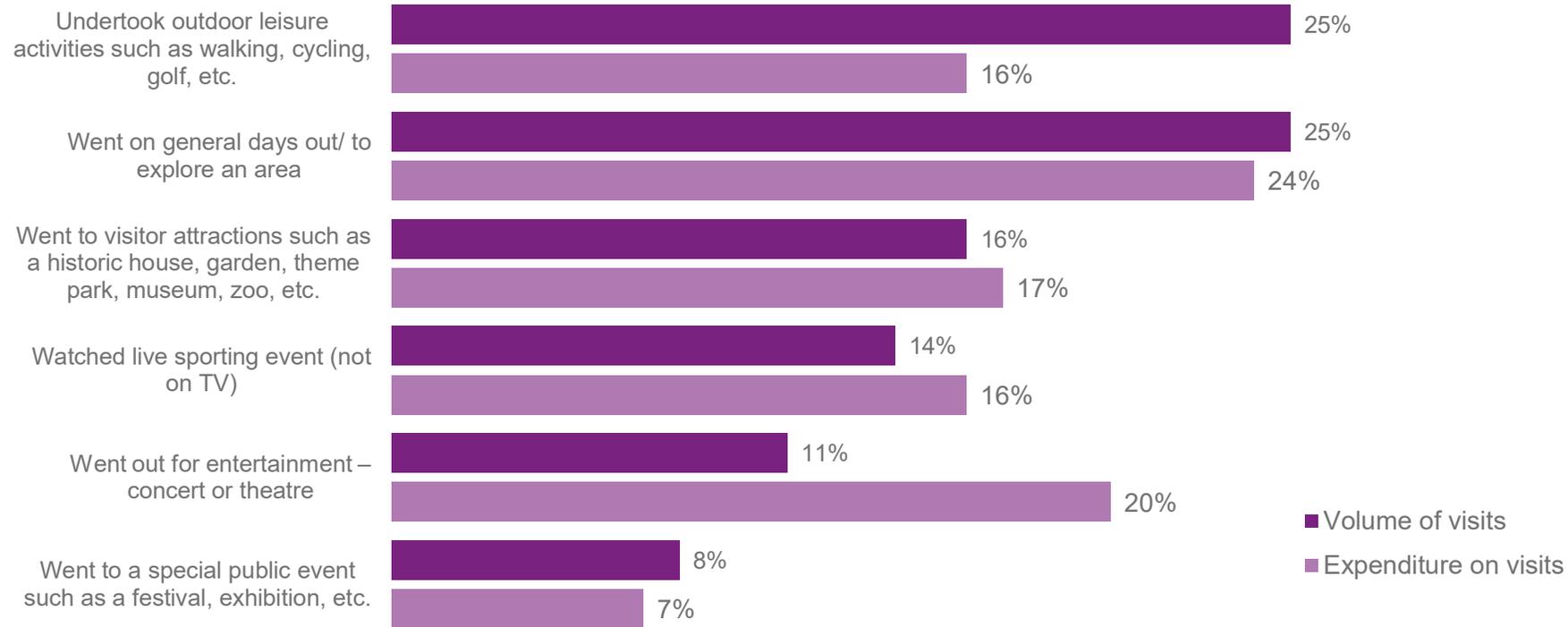


Figure 3.9 details the activities undertaken on ACT visits in Great Britain and the corresponding share of expenditure.

The most prominent activities undertaken during ACT visits were outdoor leisure such as walking, cycling, golf (25%) and ‘general days out’ (25%).

The most prominent activity in terms of related spend was ‘general days out’ with 24% of all expenditure on ACT trips.

## Activities undertaken by country

Figure 3.10 2018 volume of ACT visits by main activity and destination country (%) 

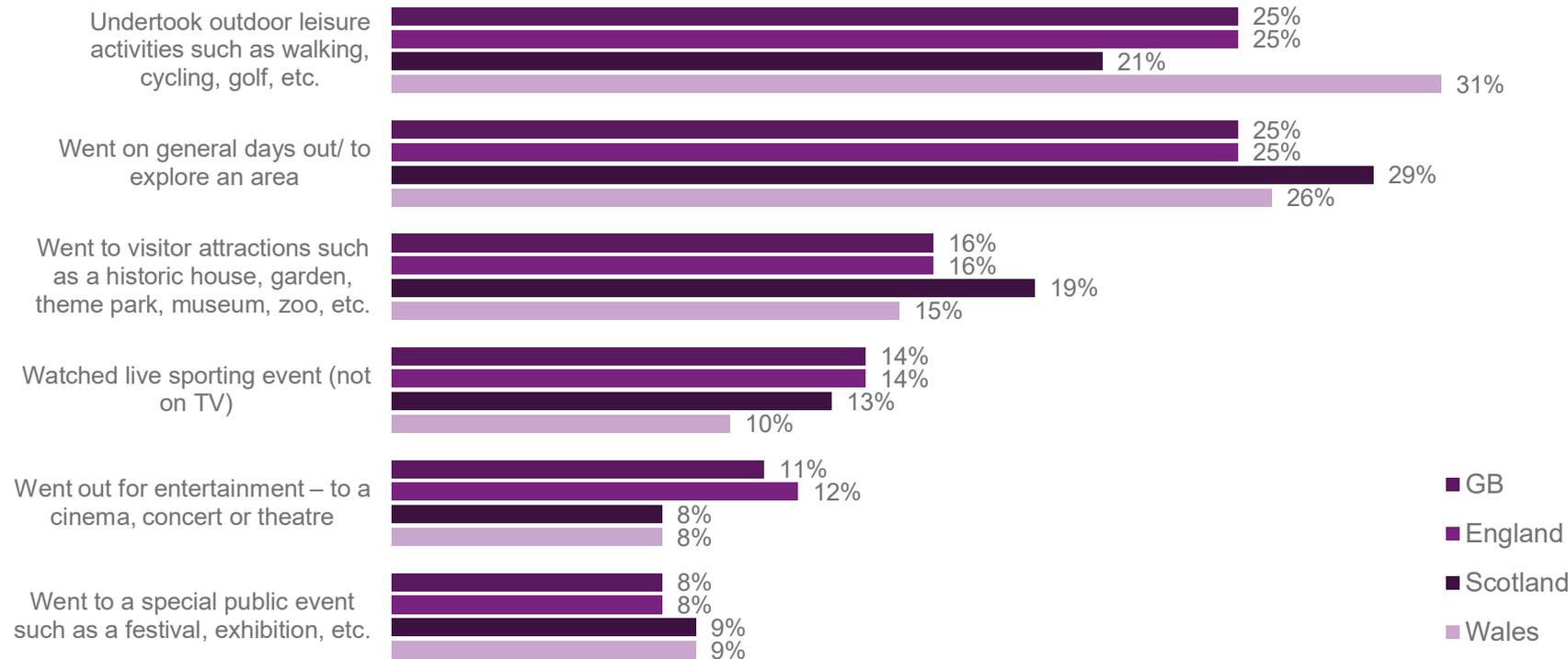


Figure 3.10 illustrates the main activities undertaken on ACT visits by destination country.

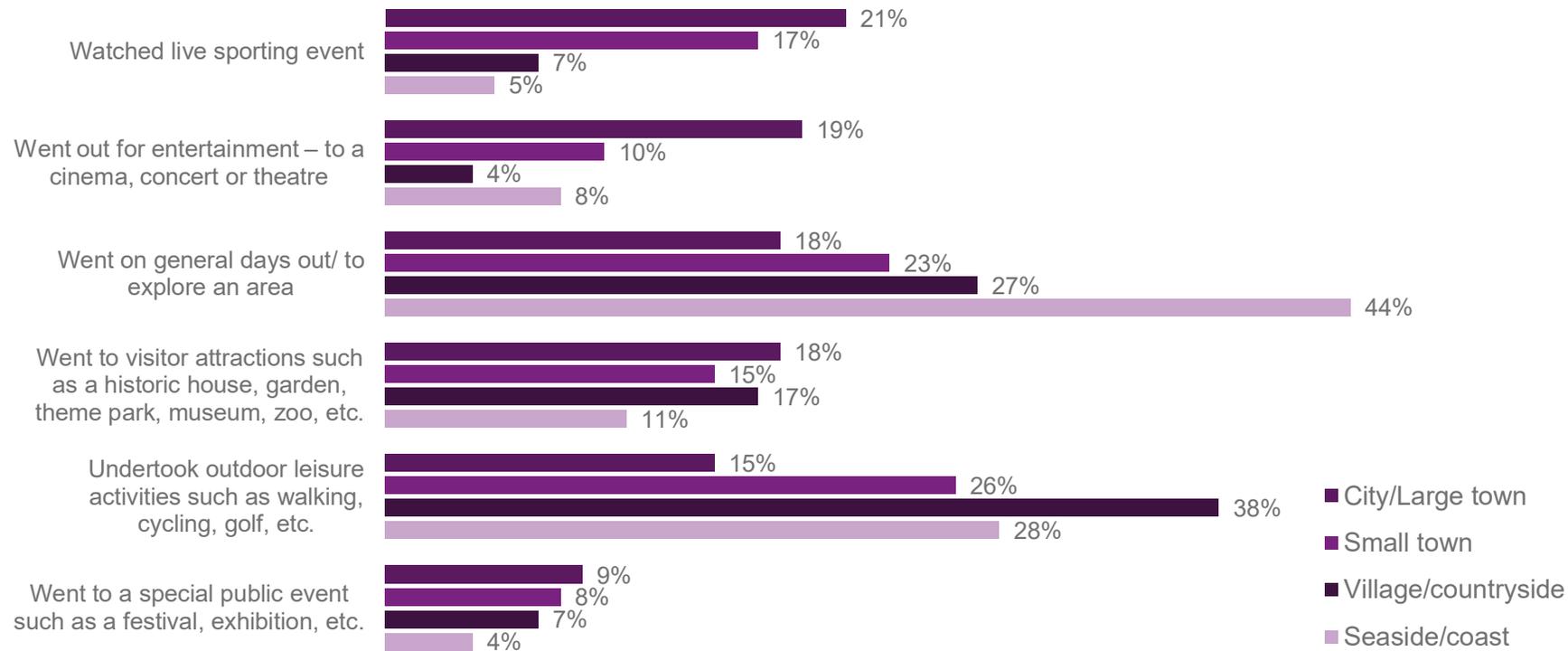
ACT visits taken in Wales (31%) were more likely to involve outdoor leisure activities than visits in England (25%) and Scotland (21%).

Visits in Scotland were more likely to involve general days out/exploring (29%) than trips in either Wales (26%) or England (25%).

Compared to trips taken in Scotland and Wales, trips taken in England were more likely to involve watching a live sporting event (14%) or going to an entertainment venue (12%).

## Activities undertaken by destination type

Figure 3.11 2018 volume of ACT visits by main activity and destination type visited – all GB residents (%) 



As illustrated in Figure 3.11 ACT visits to the seaside were predominately described as general days out (44%). Visits to village/countryside destinations were dominated by one activity: outdoor leisure activities (38%).

City/large towns had a more even spread of activities, but were much more likely than village/countryside and seaside locations to involve watching live sport (21%) and going out for entertainment (19%). Small towns were popular for general days out (23%) and outdoor leisure activities (26%).

## Detailed activities undertaken

Figure 3.12 2018 volume of ACT visits by detailed activities undertaken as part of visit – all GB residents (%) 

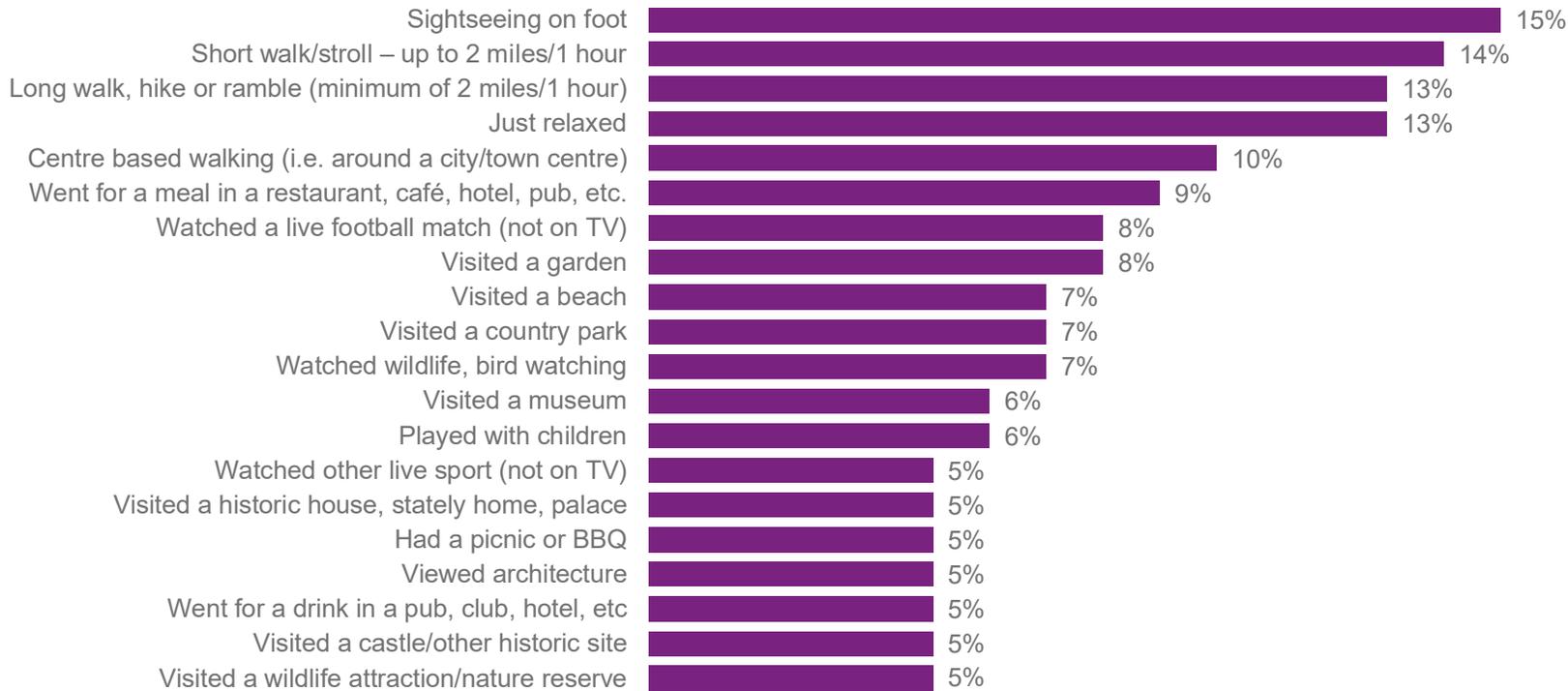


Figure 3.12 shows that around one in seven ACT visits involved sightseeing on foot (15%) and/or a short walks or strolls (14%) .

13% of ACT visits included a longer walk while the same proportion included time spent relaxing (13%).

(Note that the full list of detailed activities is available by clicking on the hyperlink next to the title).

## Destination type

Figure 3.13 2018 main destination type on ACT visits by destination country (% of total) 

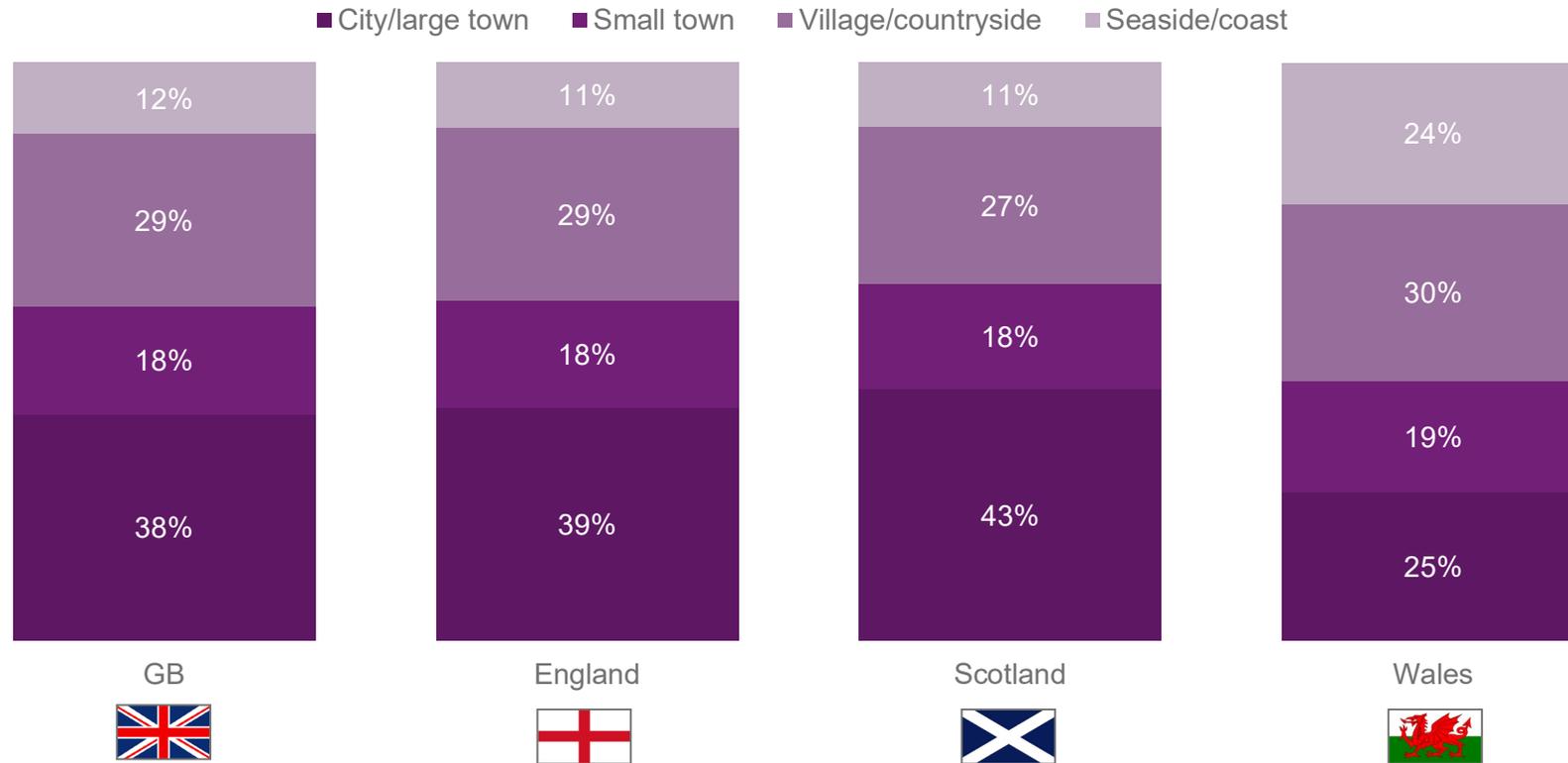


Figure 3.13 demonstrates that nearly two-fifths (38%) of ACT visits in GB were to city/large town destinations, while nearly three in ten (29%) visits were to village/countryside locations. Almost a fifth (18%) of ACT visits were to small towns, while around one in eight (12%) were to seaside/coast areas.

In England and Scotland, the proportions of visits to each place type was similar to the profile for GB as a whole.

Wales had a lower proportion of visits to city/large town areas (25%) but a higher proportion of visits to seaside/coast destinations (24%).

## Destination type – changes over time

Figure 3.14 2017-2018 change over time in main destination type on ACT visits by destination type – all GB residents (% change)

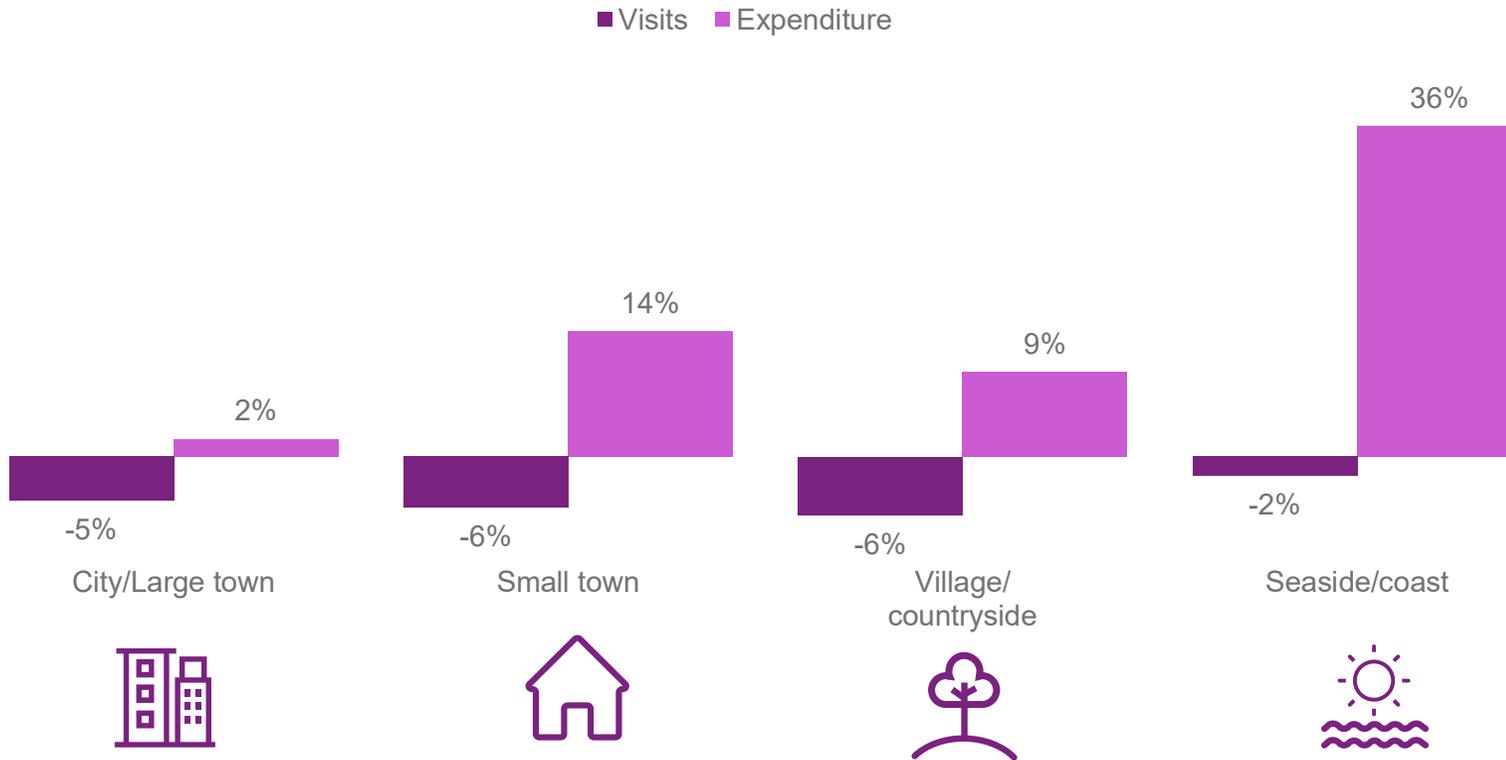


Figure 3.14 illustrates the percentage change in the number of ACT visits and related spend between 2017 and 2018.

There have been decreases in the volume of visits to all destination types village/countryside (-6%), small town (-6%), city/large town (-5%) and seaside/coast (-2%).

The value generated by these visits all increased. Those to seaside/coast increased (36%), small town (14%), village/countryside (9%) and city/large towns (2%).

## Destination type – by region

Figure 3.15 2018 main destination type on ACT visits by region visited (% of total)

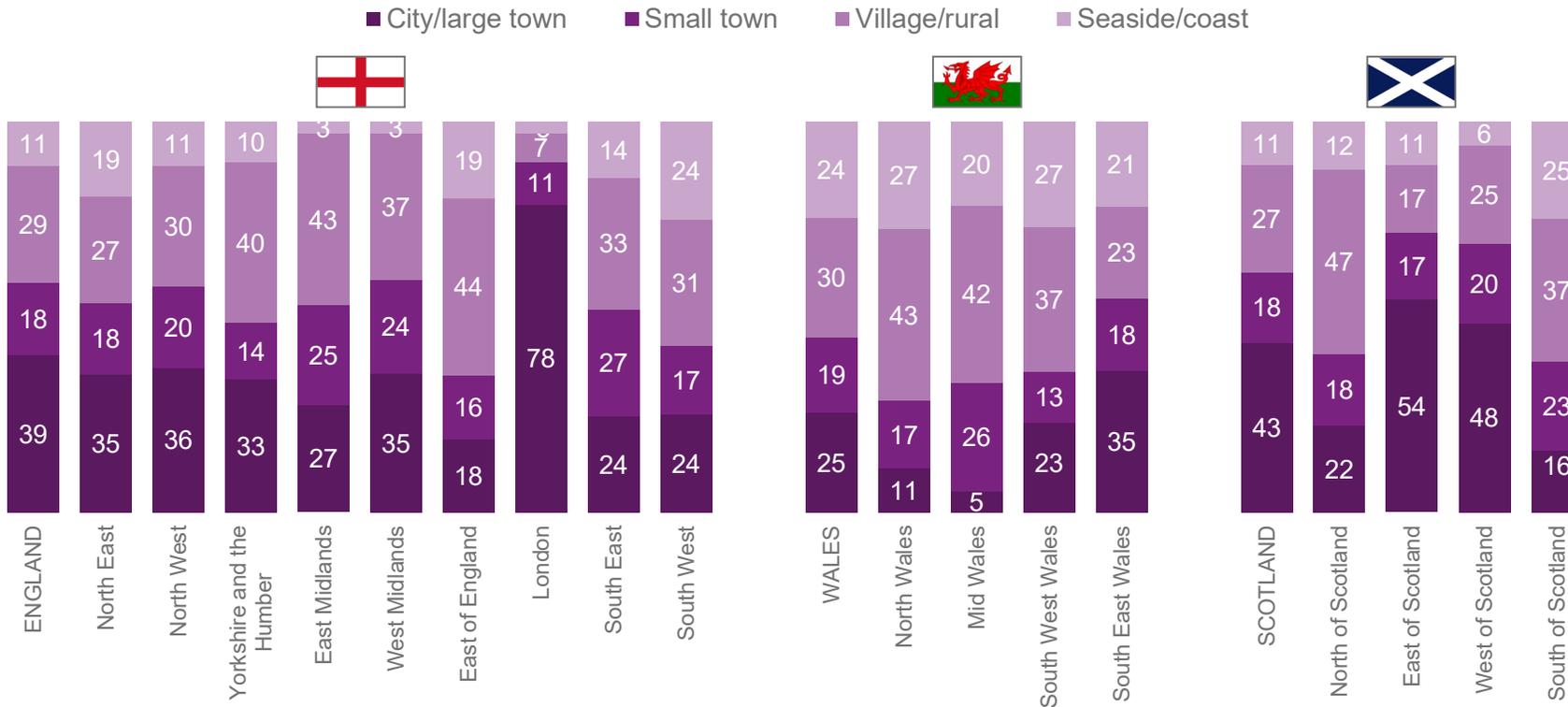


Figure 3.15 compares the destination type visited on ACT visits by region. As expected, the vast majority of London visits were to urban locations. The South East had the highest proportion of visits to small towns as did the East of England for villages/rural visits. The South West was the region in England which had the highest proportion of visits to the seaside / coast.

In Wales, over two-fifths (42%) of visits to Mid Wales were to village/countryside locations; whereas North Wales saw over a quarter (27%) of visits to seaside/coast. The South East of Wales saw the largest proportion of city/large town visits (35%).

In Scotland, visits to city/large town locations made up the largest proportion of visits across the East and West (54% and 48% respectively), while 47% of visits to the North and 37% of visits to the South were to village/countryside locations.

## Destination type – volume and expenditure of visits

Figure 3.16 2018 volume and expenditure of ACT visits by main destination type and destination country – all GB residents (£ millions)

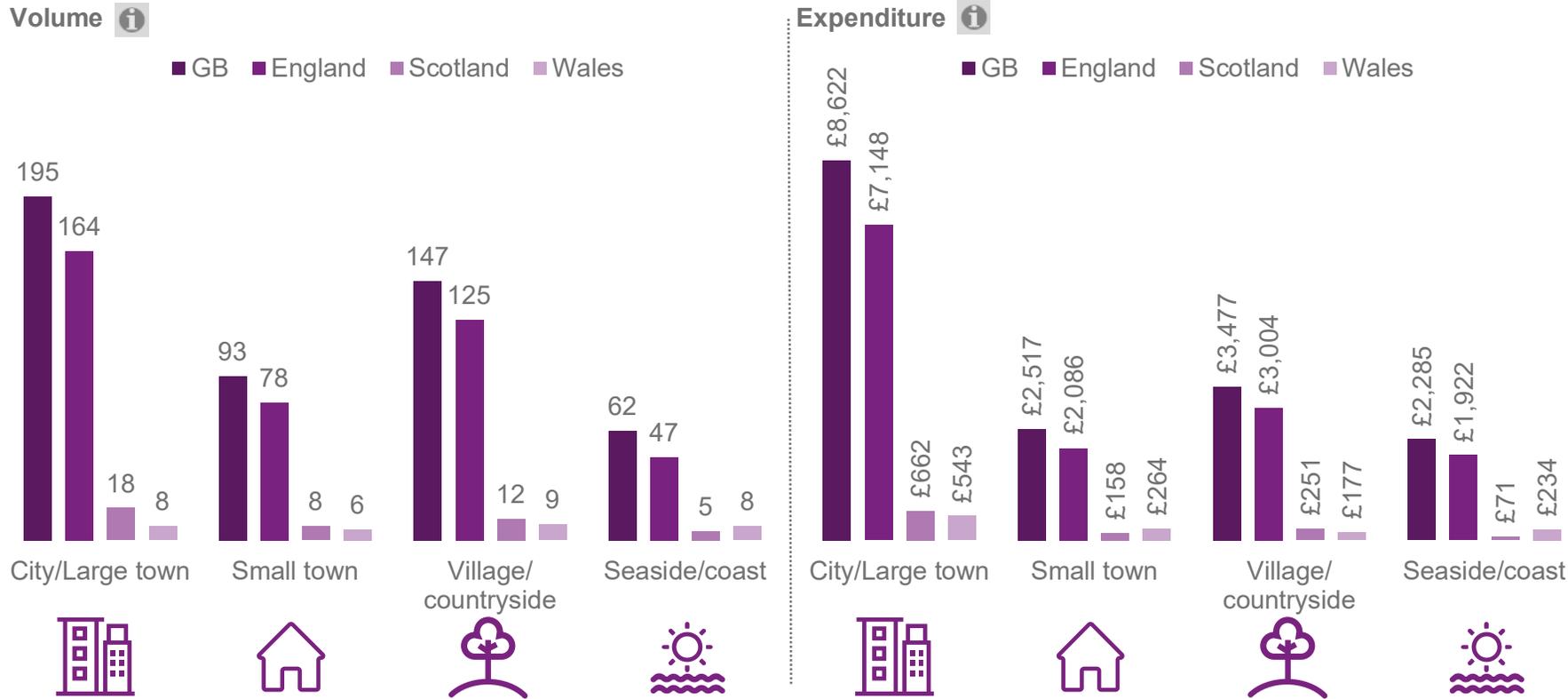


Figure 3.16 illustrates that the majority of ACT visits taken across GB were to city/large town locations, accounting for 195 million visits and £8.622 billion in expenditure.

Visits to village/countryside destinations saw a smaller share of spend relative to the proportion of visits taken: village/countryside destinations attracted 147 million visits but, netted only £3.477 billion.

**4. 3 hours +  
Leisure Day Visits**



## Defining 3 hours + Leisure Day Visits classification

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



### Leisure activities included in GBDVS

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

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

This section describes the volume, expenditure and characteristics of 3 hours plus leisure day visits taken by GB residents during 2018.

*Please note: any trends identified are based on re-weighted data*

### Volume and expenditure of visits

- During 2018, GB residents took a total of 2.8 billion 3 hours +leisure day visits to destinations in England, Scotland or Wales; and around £91 billion was spent during these visits.

### Geographic distribution of visits

- England saw the highest number of visits (2.3 billion visits or 84% of the total) while 9% of visits (259 million) were taken to Scottish destinations and 5% to places in Wales (149 million).
- London had the greatest share of visits amongst the English regions (421 million visits) where the total expenditure on 3+ hour visits in London during 2018 was around £18.5 billion.
- In Scotland the largest volume of visits were taken to destinations in the East (90 million) while in Wales the largest volume of visits were taken in the South East (62 million).



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

- The 2.796 billion 3 hour plus leisure day visits that were taken by GB residents during 2018 is -5% less than recorded in 2017 (2.943 billion).
- Total expenditure during these visits increased by 4% from £87.9 billion in 2017 to £91.2 billion in 2018.
- When looking individually at each of the GB nations, the volume of 3 hour plus leisure day visits in England also decreased between 2017 and 2018, by -5% from 2.471 billion to 2.338 billion, while expenditure on these trips increased by 5% to £75.6 billion.
- Scotland saw the volume of 3 hours plus leisure day visits decline compared to 2017 at 259 million, and expenditure fell slightly (-1%) from £8.9 billion in 2017 to £8.8 billion in 2018.
- Welsh volume of 3 hours plus leisure day visits decreased by -9% from 163 million in 2017 to 149 million in 2018, and the expenditure on these fell also by -9% to £5.2 billion.
- For further details on 3 hours+ Leisure Day Visits trends between 2011 and 2018, please see page 64.

## Geographical distribution

Figure 4.1 2018 volume of 3hr+ visits and expenditure by destination

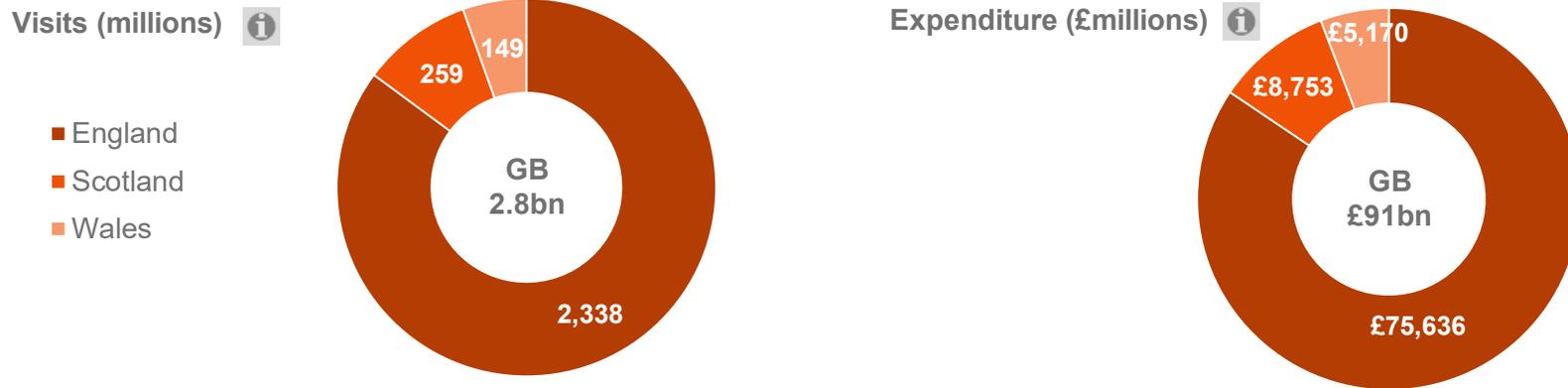
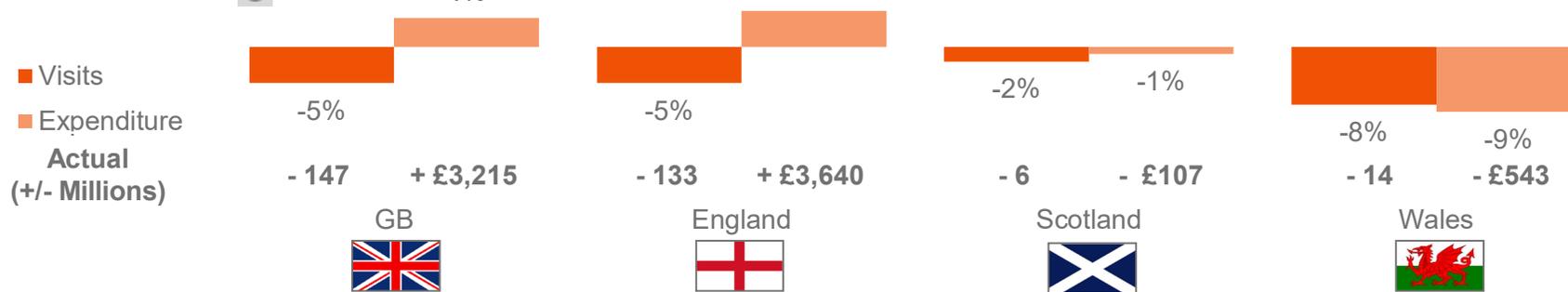


Figure 4.1 illustrates the volume of 3 hour plus day visits taken in 2018. A total of 2.8 billion visits were taken across the year. England accounts for 84% (2.338 billion), while around 1 in 10 trips (9%) were made in Scotland and around 1 in 20 (5%) were made in Wales.

Figure 4.1 also illustrates the amount spent on these three hour plus visits, with a total of £91 billion spent during 2018. Trips made within England account for the bulk of this spend (£76 billion), with the remainder split pro rata with the proportion of trips taken in Scotland and Wales.

Figure 4.2 shows the percentage change between the total trips/spend estimated for 2018 compared with 2017. At the GB level, -5% fewer 3 hour plus day visits were taken in 2018 than in 2017, while expenditure increased 4%.

Figure 4.2 2017-2018 Change over time in headline volume and expenditure of 3hr+ visits (% change)



## Geographical distribution (England)

Figure 4.3 2018 volume of 3hr+ visits by 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

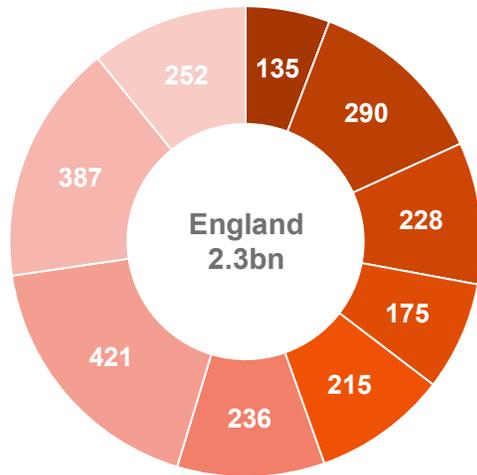


Figure 4.4 2018 expenditure of 3hr+ visits by destination (£ millions) 

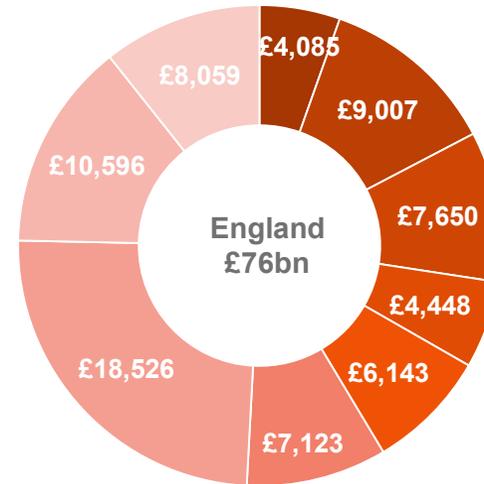
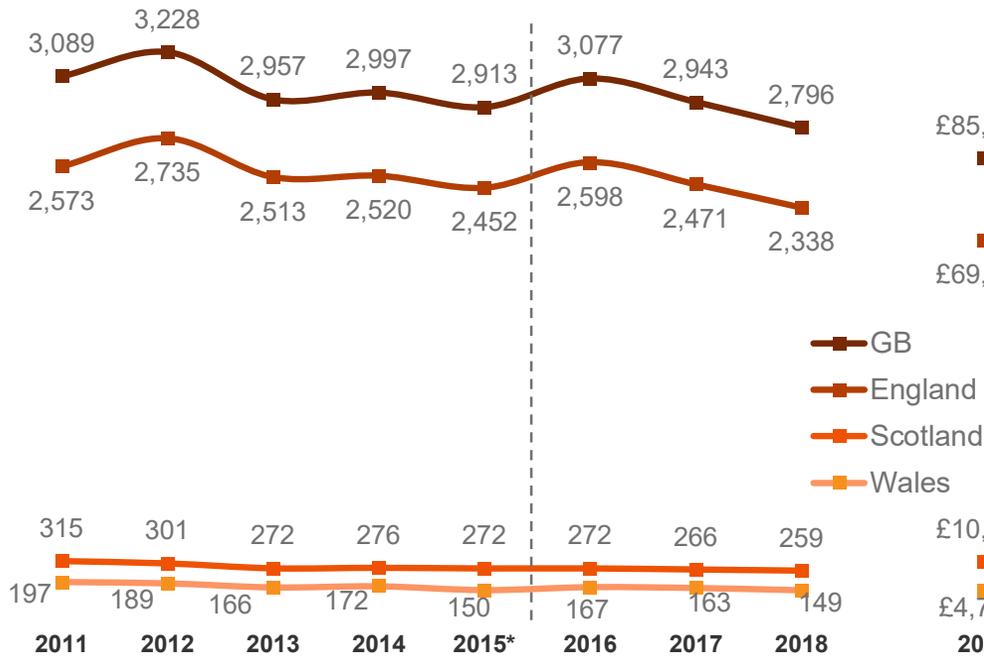


Figure 4.3 and 4.4 illustrates the regional distribution of trips and associated spend on 3hr + visits made within England.

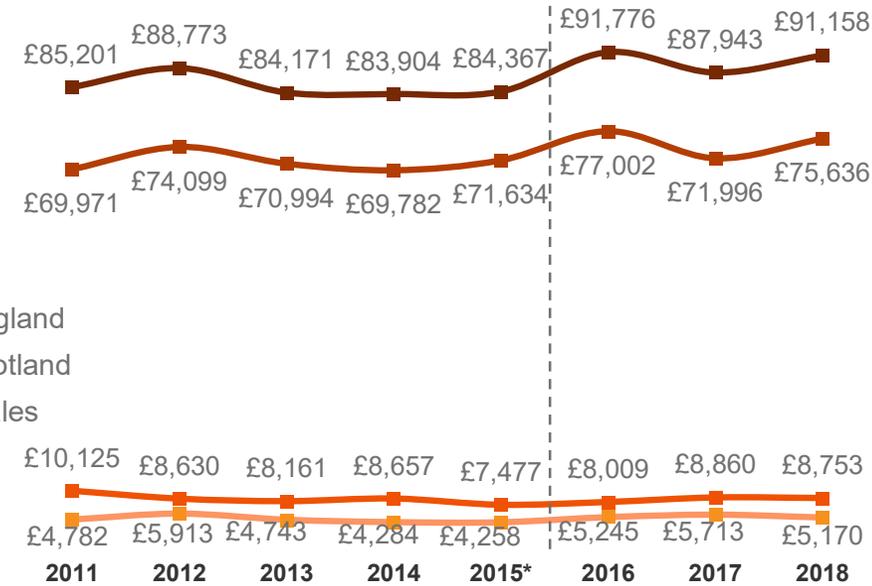
London had the greatest share of visits amongst the English regions (421 million visits) where the London expenditure was £18.526 billion. The English region with the lowest volume of three hour plus visits was the North East, the destination for an estimated 135 million visits which generated £4.085 billion in expenditure.

## Annual trends

**Figure 4.5 volume of 3hr+ visits by year (millions)** ⓘ  
 \*Note: 2011-2015 estimates are reweighted – see note on page 8



**Figure 4.6 expenditure on 3hr+ visits by year (£ millions)** ⓘ  
 \*Note: 2011-2015 estimates are reweighted – see note on page 8



Figures 4.5 and 4.6 illustrate annual variations in visit volumes and expenditure by destination countries.

Having increased in 2016, three hour plus visits have since fallen consistently in all three countries.

In 2018, visit expenditure in all countries was close to recent high levels. In England only 2016 was higher, in Scotland only 2011 and 2017 were higher and for Wales 2018 was only slightly lower than 2012, 2016 and 2017.

## Seasonal distribution

Figure 4.7 2018 volume of 3hr+ visits by month – all GB residents (millions) 

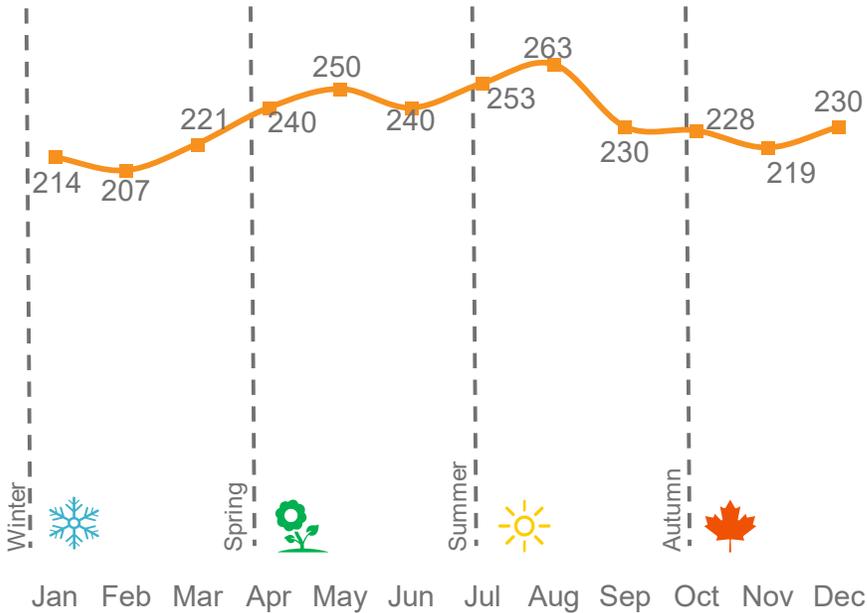
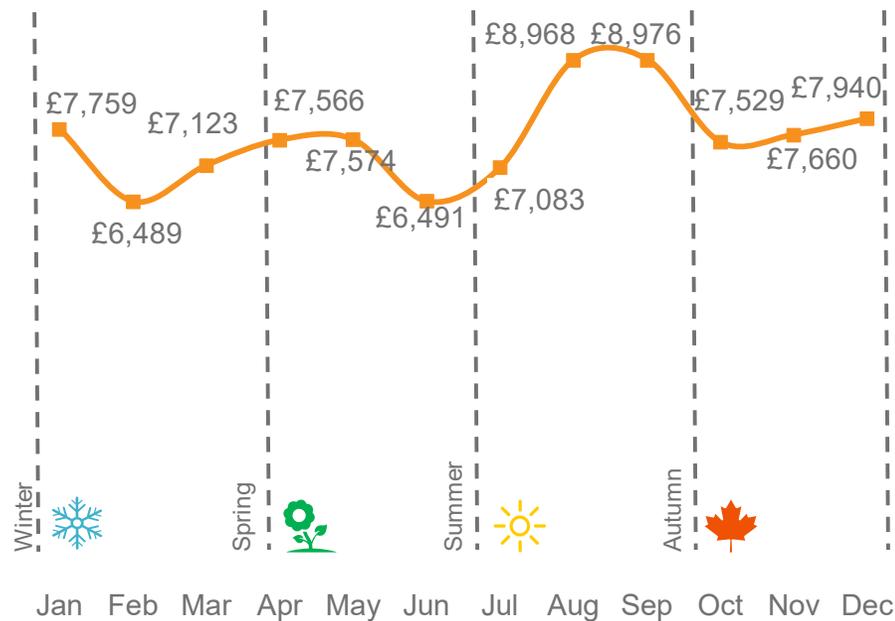


Figure 4.8 2018 expenditure on 3hr+ visits by month – all GB residents (£ millions) 



Figures 4.7 and 4.8 illustrate seasonal variations in visit volumes and expenditure in Great Britain.

August was the month with the most visits (263 million visits), with the next highest being in July (253 million visits) and May (250 million visits).

The seasonal variation in expenditure by month follows a somewhat different pattern as illustrated in Figure 4.8, with August (£8.968 billion) and September (£8.976 billion) being the key months for spend on three hour plus visits.

## Expenditures on visits

Figure 4.9 2018 expenditure on 3hr+ visits by destination country (% of total) 

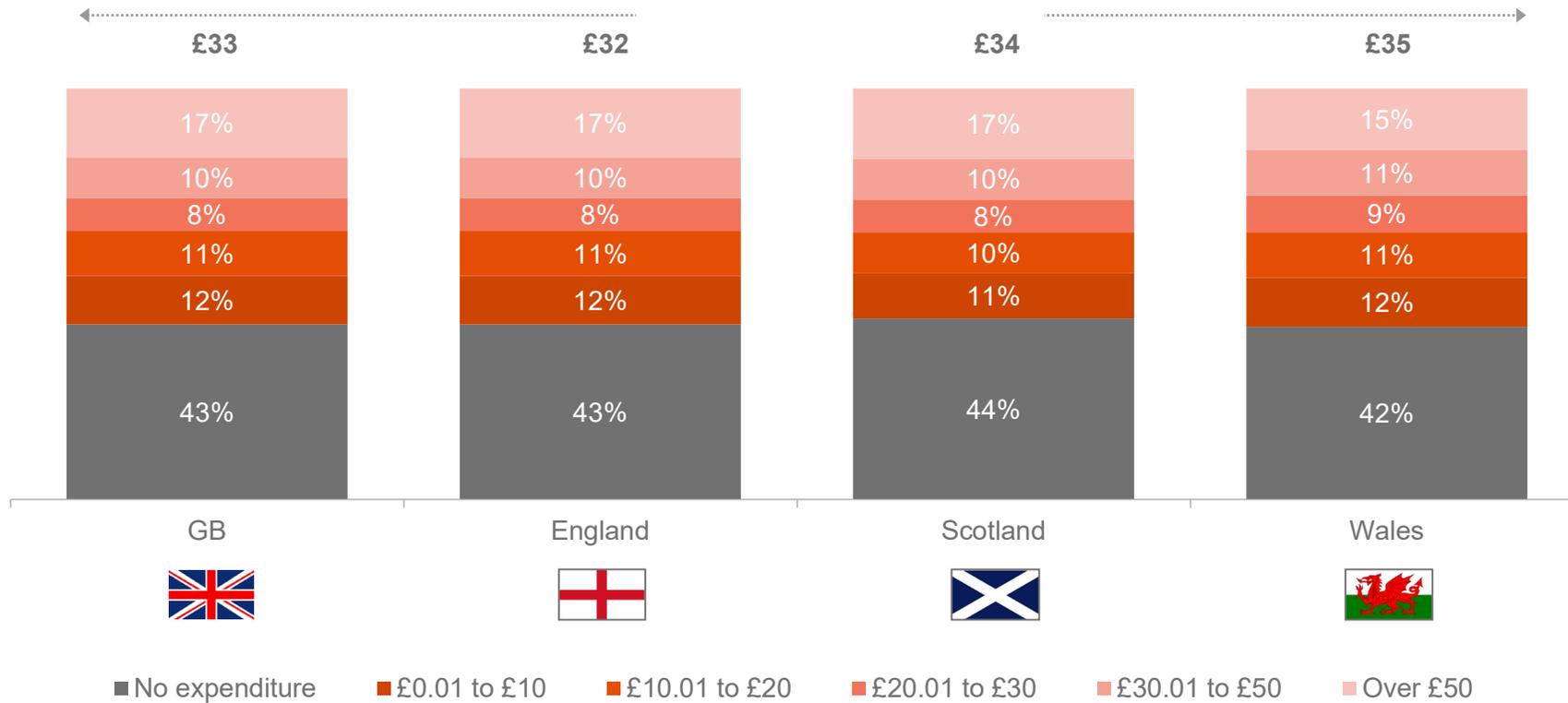


Figure 4.9 illustrates average expenditure levels and expenditure breakdown by destination countries.

On average, day visitors in Wales and Scotland spend more per visit than those taking visits in England.

## Items purchased on visits

Figure 4.10 2018 items spent money on during 3hr+ visits – all GB residents (% of total visits) 

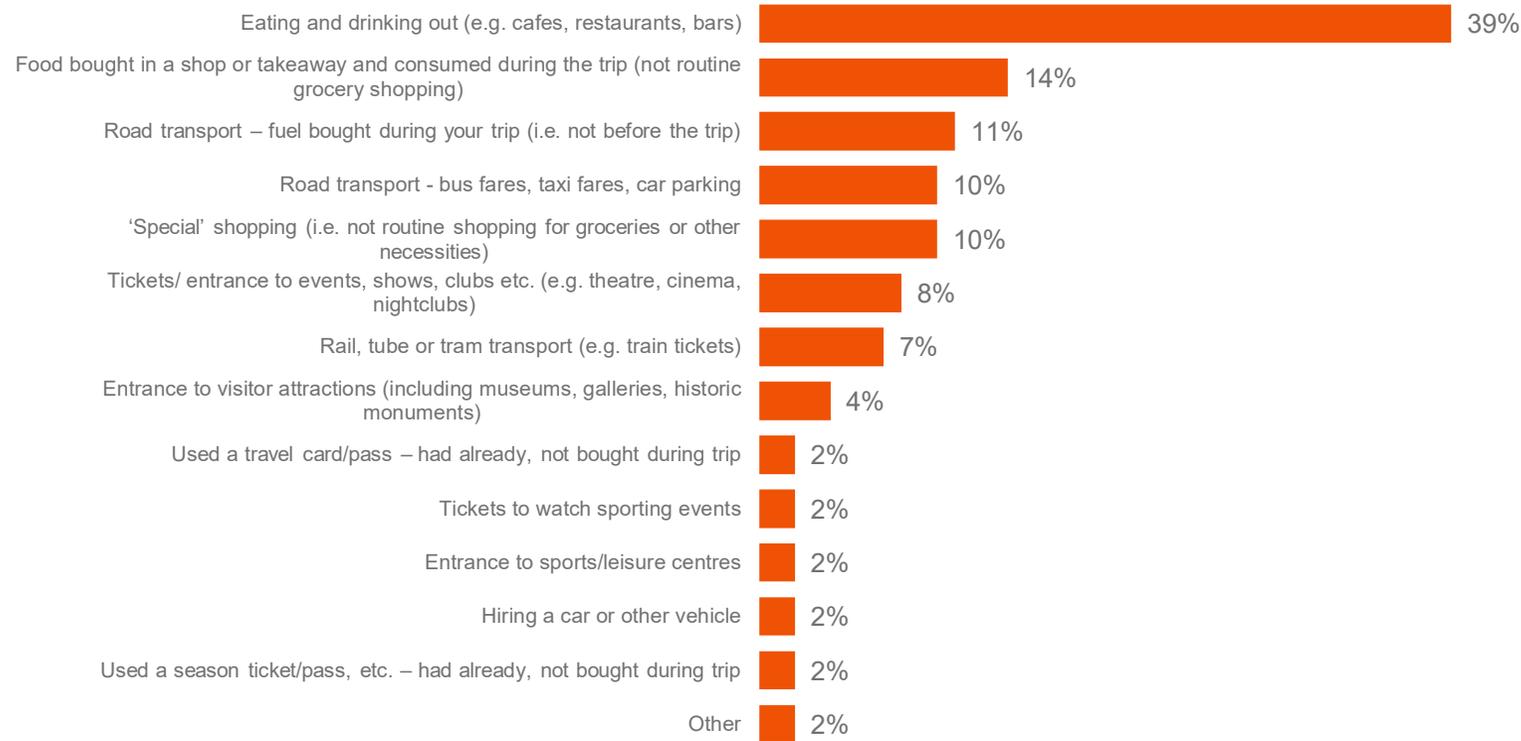


Figure 4.10 illustrates the proportion of visits featuring expenditure on a range of categories in Great Britain.

The most common area of spend was eating and drinking out (39%), followed by food bought in a shop or takeaway (14%), then road transport – fuel (11%), fares (10%) and 'special shopping' (10%).

## Activities undertaken

Figure 4.11 2018 volume and expenditure of 3hr+ visits by main activity undertaken - all GB residents (%) 

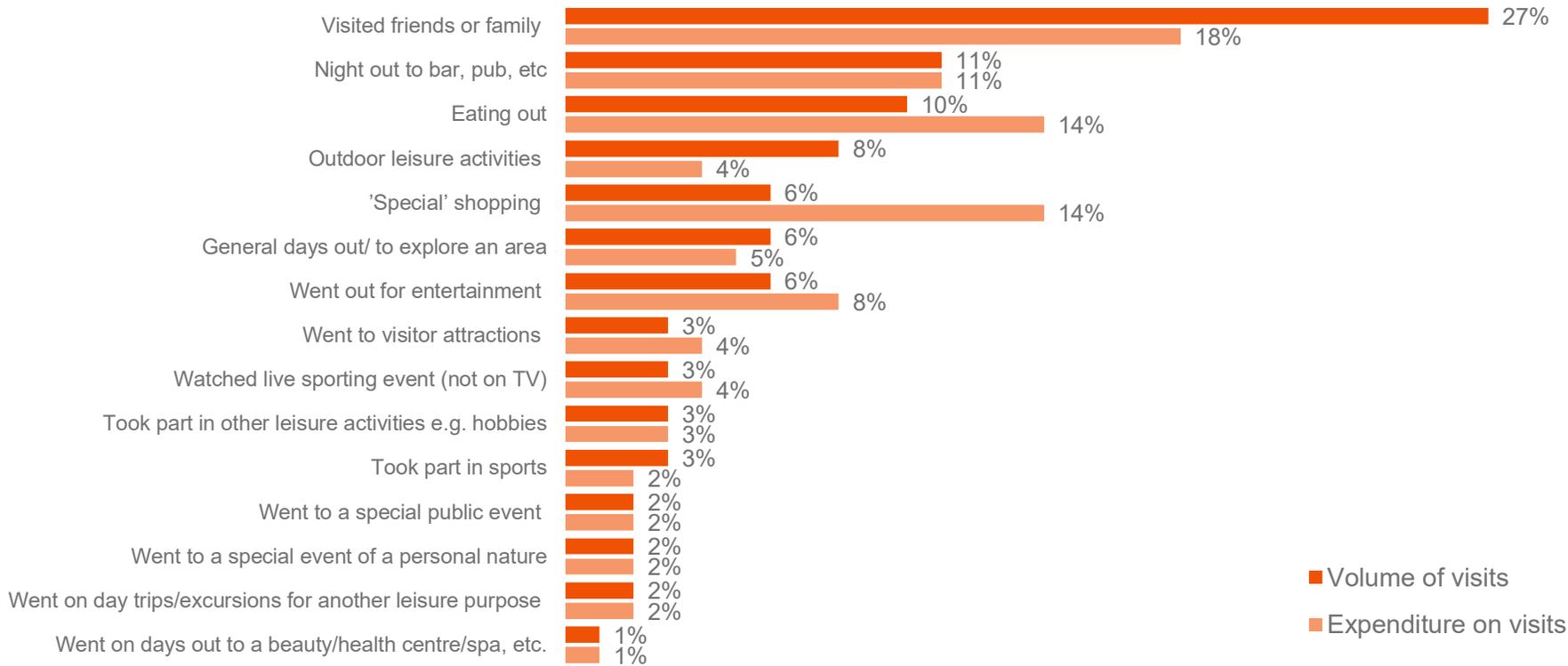


Figure 4.11 details the proportion of 3hr+ visits and related total spend on visits involving key activities.

The most popular activity undertaken during leisure day visits (in terms of percentage of visits taken) in 2018 was visiting friends or family, this was the main activity on 27% of these visits and accounted for 18% of expenditure.

The second most popular activity in terms of related spend was 'special' shopping, which accounted for 14% of all spend on 3hr+ visits, during just 6% of the total visits taken, and eating out, which accounted for 14% of spend and 10% of visits.

## Activities undertaken by country (i)

Figure 4.12 (i) 2018 volume of 3hr+ visits by main activity destination country (%) 

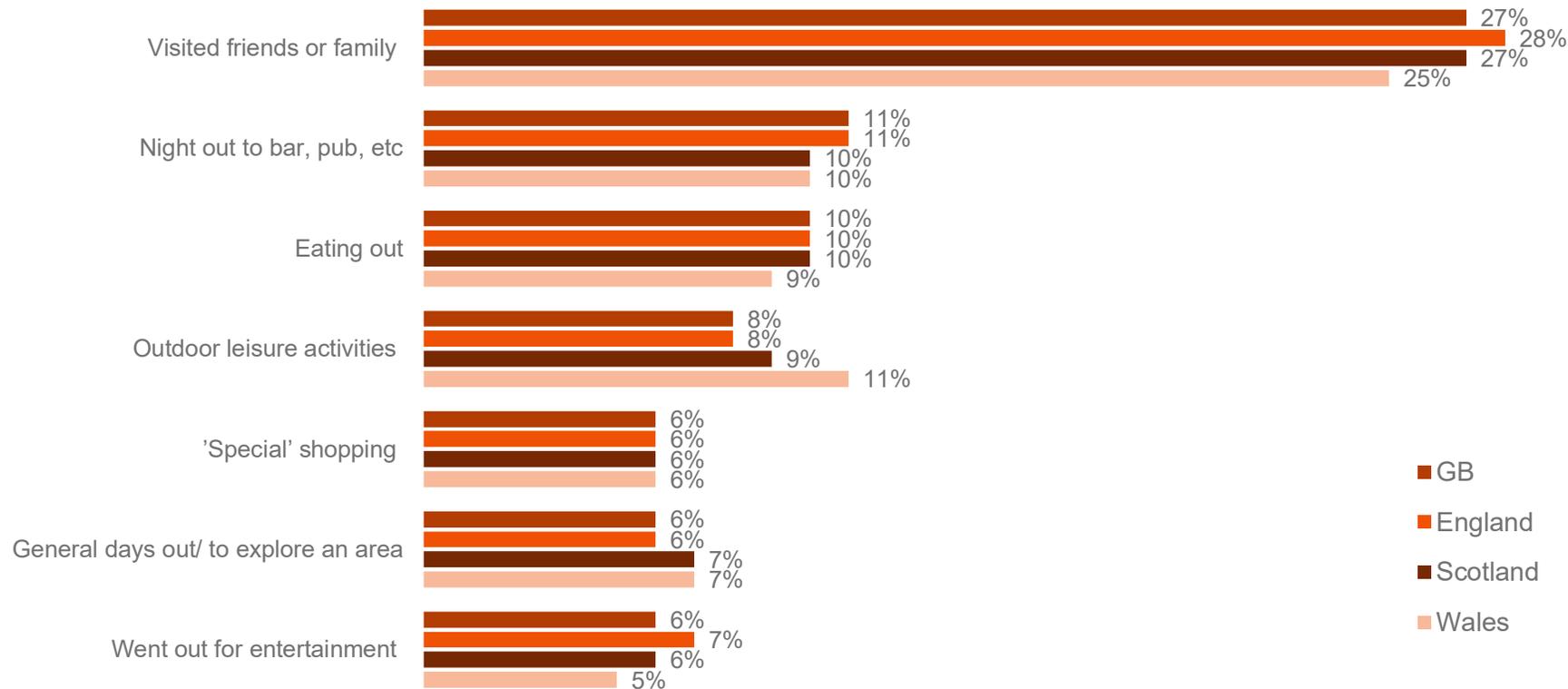


Figure 4.12 (i) illustrates the share of activities undertaken on 3hr+ visits by destination country (continued on next page).

Around a quarter of the 3hr+ visits taken in England, Scotland and Wales involved visiting friends or family.

Around 10% of the 3hr+ visits in England, Scotland and Wales involved going on a night out to a pub or bar or going out for a meal.

## Activities undertaken by country (ii)

Figure 4.12 (ii) 2018 volume of 3hr+ visits by main activity destination country (%) 

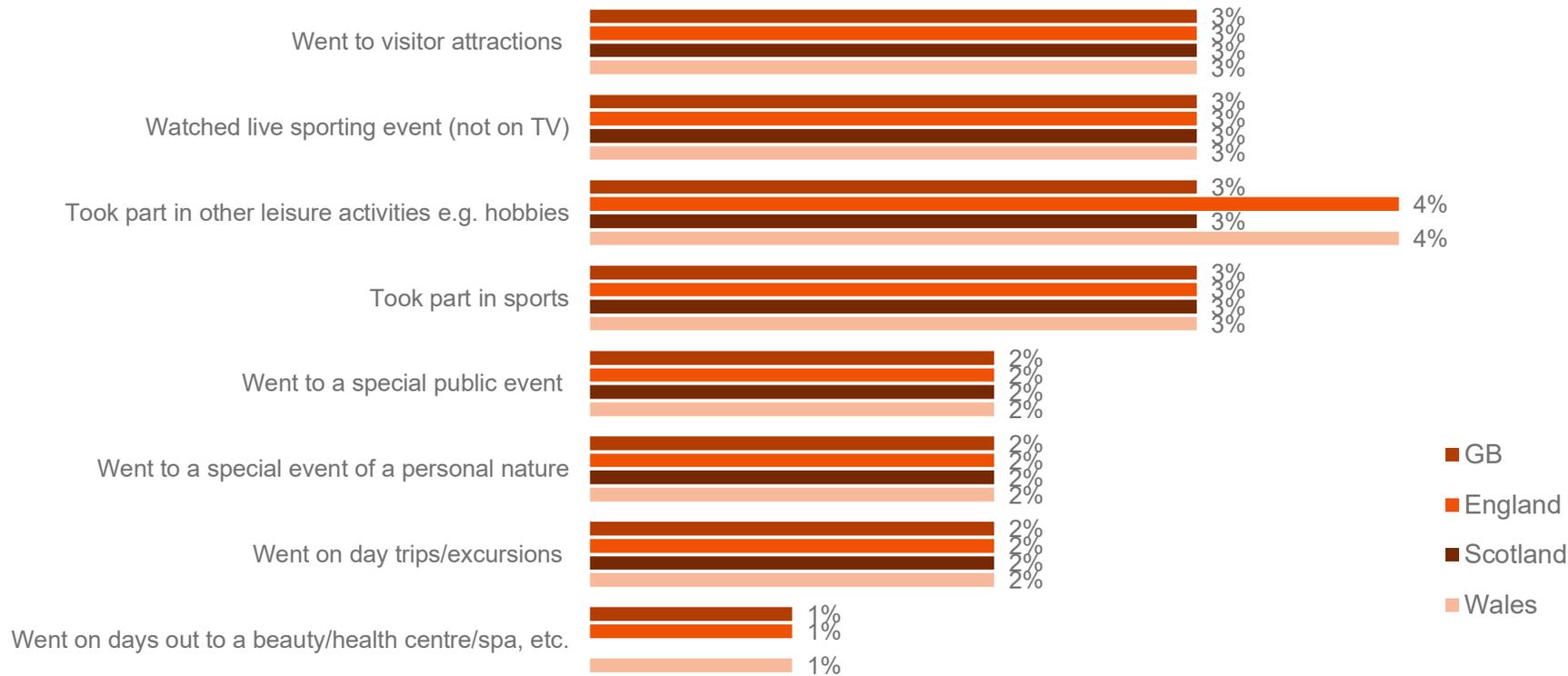


Figure 4.12 (ii) illustrates the share of activities undertaken on 3hr+ visits by destination country (continued from previous page).

## Activities undertaken by destination type (i)

Figure 4.13 (i) 2018 volume of 3hr+ visits by main activity and destination type visited – all GB residents (%) 

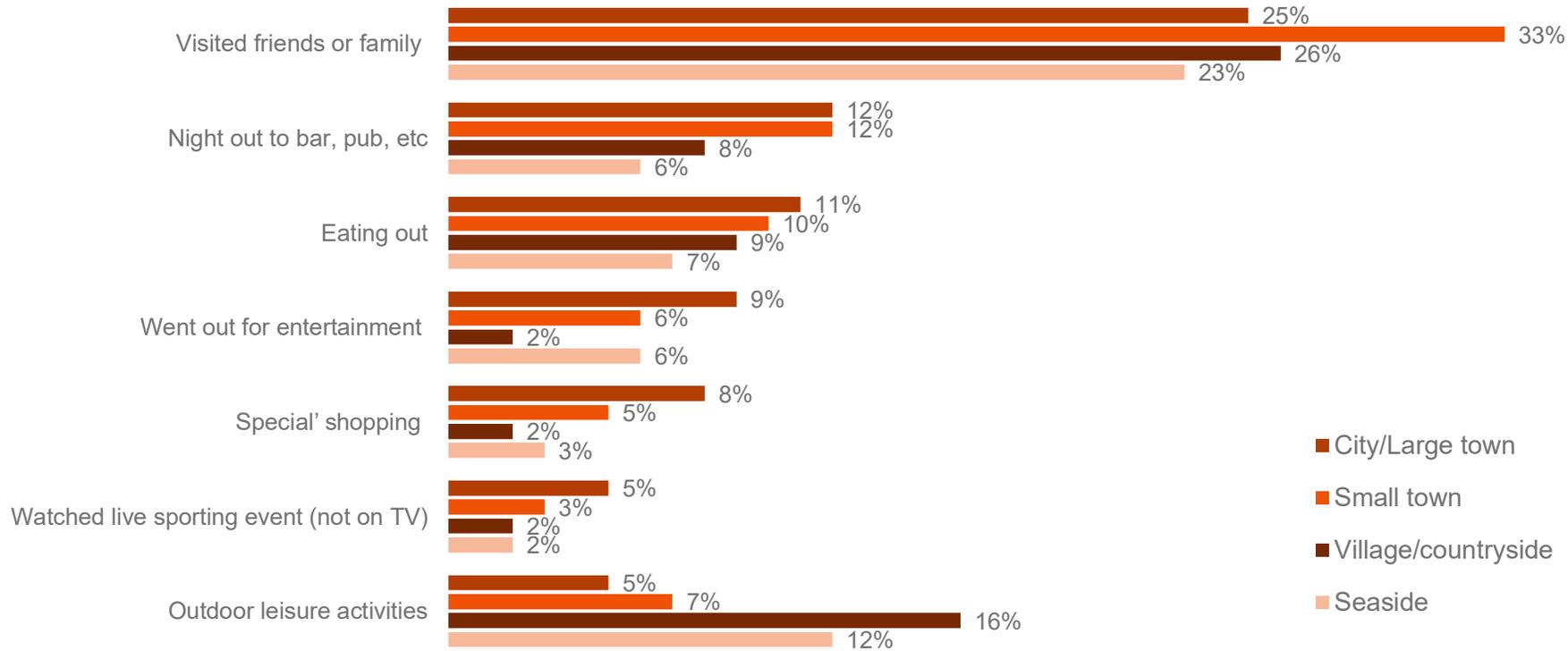


Figure 4.13 (i) illustrates the activities undertaken on 3hr+ visits by type of destination visited in Great Britain (continued on next page).

Trips to visit friends or family were the most common activity across all destination types.

Trips to cities and large towns were more likely than other destination types to involve nights out to bars, going out for entertainment and special shopping.

Trips to small towns were more likely than other destination types to involve a night out to a bar or pub.

Trips to villages / countryside and seaside areas were more likely than other destination types to include outdoor leisure activities.

## Activities undertaken by destination type (ii)

Figure 4.13 (ii) 2018 volume of 3hr+ visits by main activity and destination type visited – all GB residents (%) 

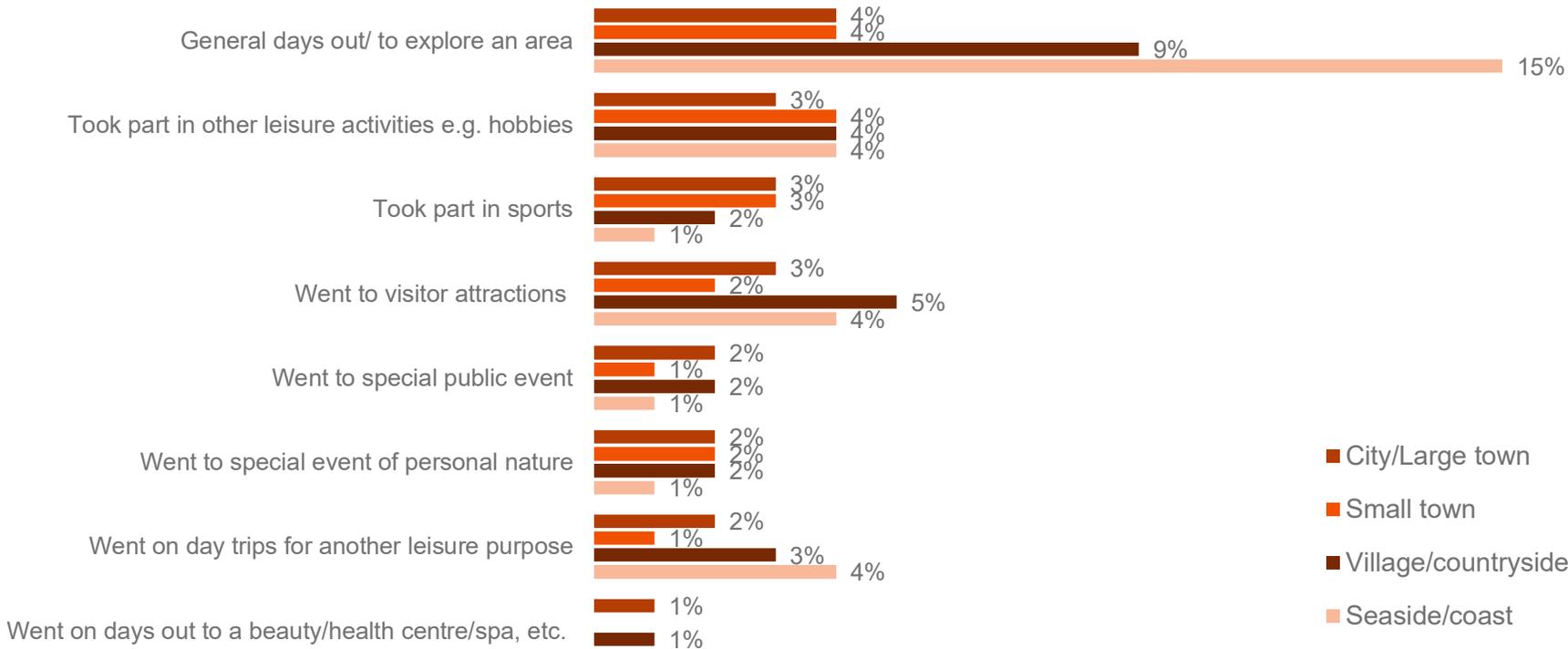
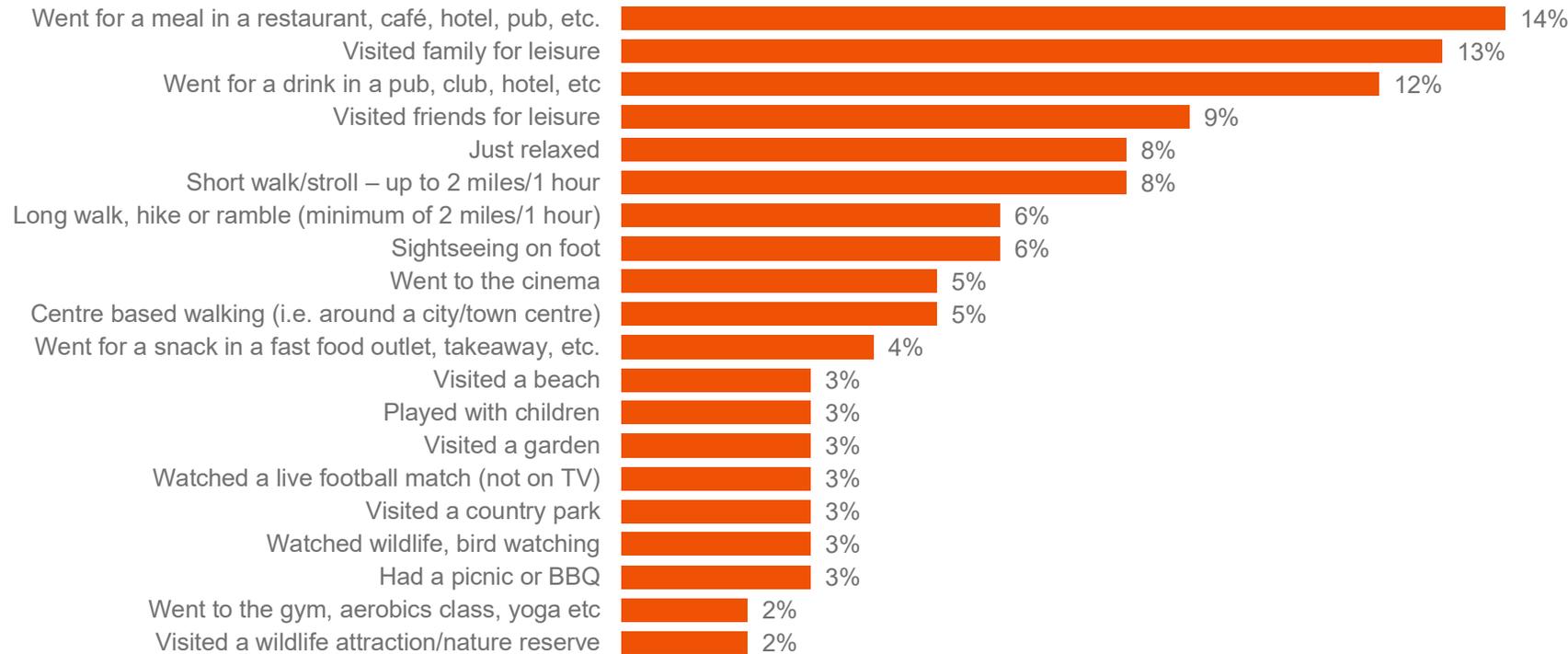


Figure 4.13 (ii) illustrates the activities undertaken on 3hr+ visits by type of destination visited in Great Britain (continued from previous page).

Trips to seaside locations were more likely to be classed as general day trips and excursions not related to a particular activity.

## Detailed activities undertaken

Figure 4.14 2018 volume of 3hr+ visits by detailed activities undertaken as part of visit – all GB residents (%) 



In terms of more detailed activities, Figure 4.14 shows that around one in seven 3hr+ leisure day visits in Great Britain involved going out for a meal in a restaurant, café etc. (14%), and/or visiting family (13%).

12% of visits included a drink in a pub, club etc., while approaching one in ten visits included visited friends for leisure (9%).

(Note that the full list of detailed activities is available by clicking on the hyperlink next to the title).

## Destination type

Figure 4.15 2018 main destination type on 3hr+ visits by destination country (%) 

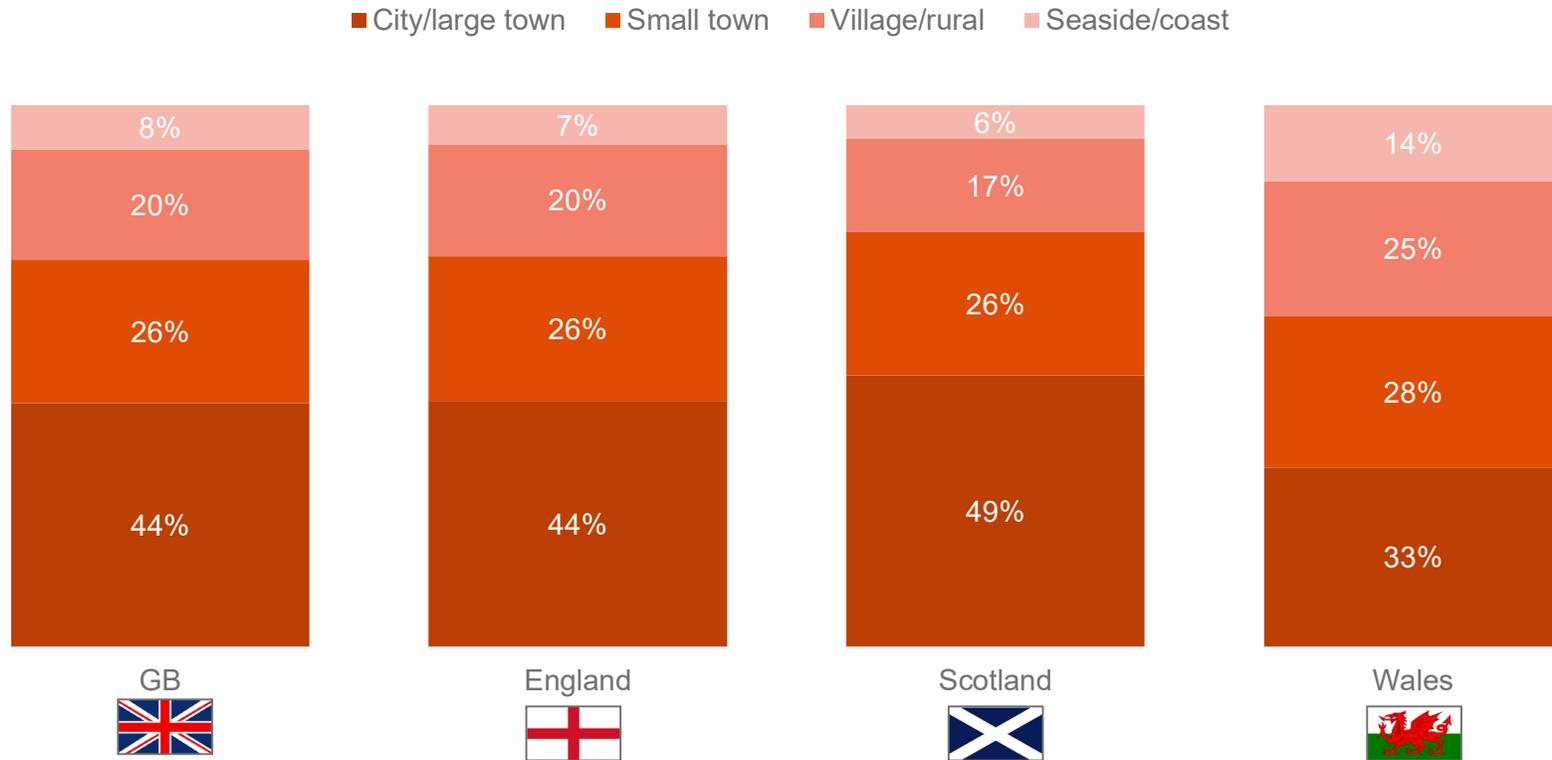


Figure 4.15 shows that over two-fifths (44%) of leisure day visits (3hr+) were to city/large town destinations, while around a quarter (26%) were to small towns and one fifth (20%) were to village/countryside locations. Almost one in ten (8%) visits were to seaside/coast areas.

In England, the proportions of visits to each destination type closely mirrors that of GB as a whole.

Scotland had a slightly higher proportion of visits to cities/large towns than either England or Wales. Whereas Wales had a higher proportion of visits to village/countryside or coastal areas than England or Scotland.

## Destination type by region

Figure 4.17 2018 main destination type on 3hr+ visits by region visited (% of total)

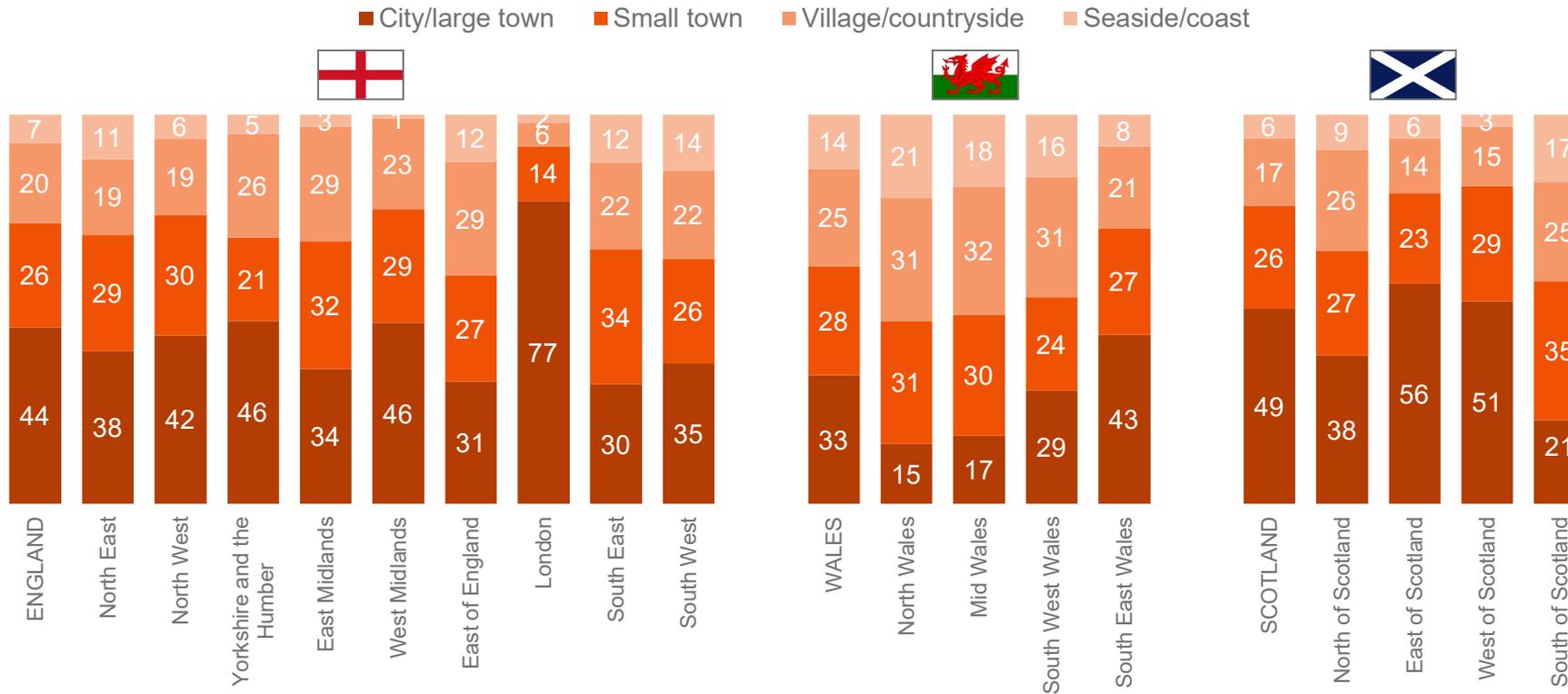


Figure 4.17 shows variations in the destination types visited in different regions of England, Scotland and Wales.

Across all regions in England, except South East, the largest share of leisure day visits was to cities/large towns.

In Wales, a third (31%) of visits to the North were to small town destinations, while the majority (32%) of visits to Mid Wales and South West Wales (31%) were to village/countryside locations. The South East saw the largest proportion of city/large town visits (43%).

In Scotland, visits to city/large town locations made up the largest proportion of visits across the North, East and West (38%, 56% and 51% respectively), while visits to the South were more likely to be small towns (35%).

## Destination type – volume and expenditure of visits

Figure 4.18 2018 volume and expenditure of visits by main destination type and destination country (£ millions)

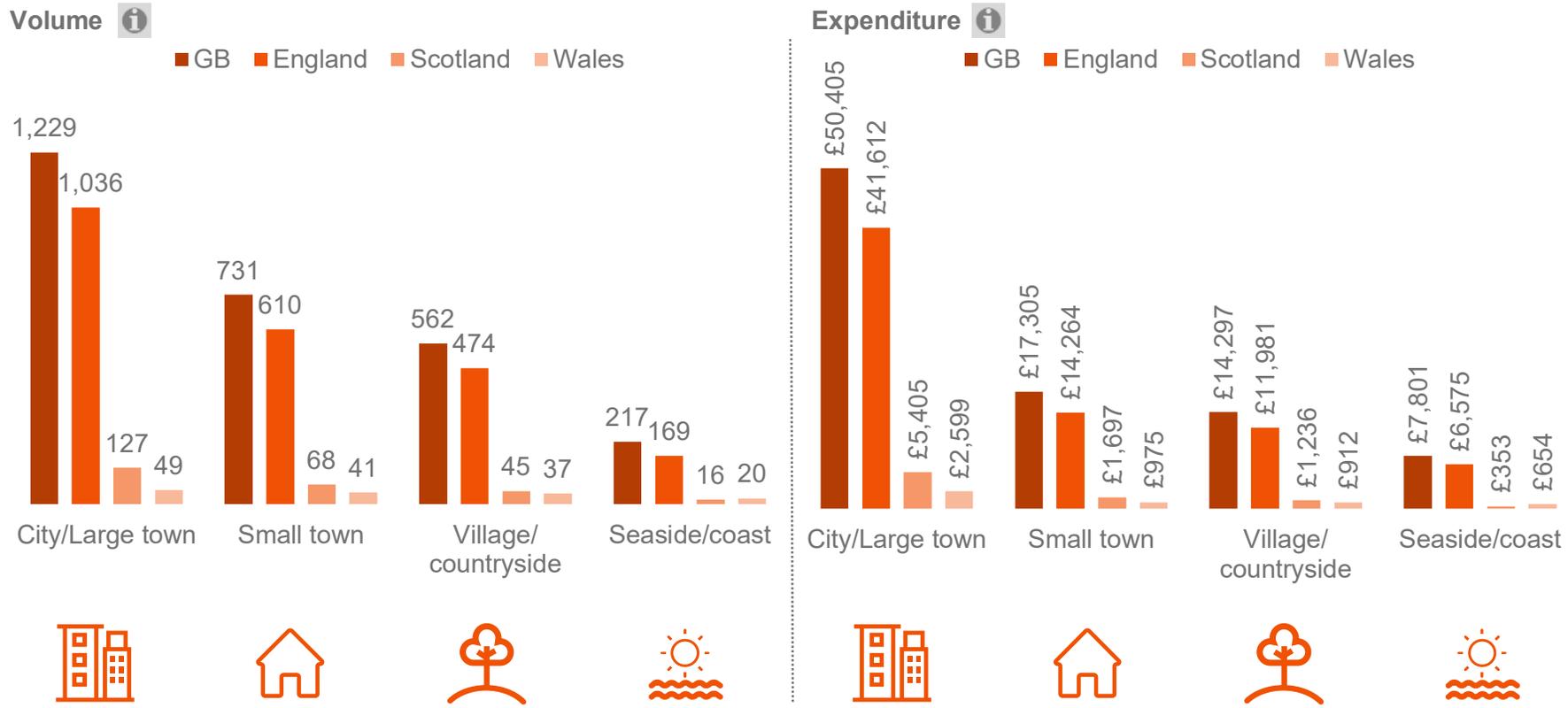


Figure 4.18 illustrates that the majority of leisure day visits (3hr+) taken across GB were to city/large town locations, accounting for 1.229 billion visits and £50.405 billion in expenditure.

Visits to small towns, villages and countryside locations saw a smaller proportion of spend relative to the proportion of visits.

Small town three hour plus visits accounted for 731 million visits but only £17.305 billion.

Village/countryside visits accounted for 562 million visits but only £14.297 billion.

## **5. Full data tables**

## Tourism Day Visits

- Detailed visit profiles
- 2012 to 2018 trends
- Sub-national results



## **Tourism Day Visits – detailed visit profiles**



Content



Introduction



Scope of the report



Summary



Tourism Day Visits



Activities Core to Tourism Visits



3hr+ Leisure Day Visits



Full data tables



Methods and Performance

**Table 5.1 TDV detailed visit profiles**

Volume of visits and expenditure by destination ( millions)

	Volume		Expenditure		GB population (16+ population)
	Millions	% of total	Millions	% of total	% of total
GB total	1,703	100%	£63,782	100%	
	Volume		Expenditure		GB population distribution (16+ population)
	Millions	% of total	Millions	% of total	% of total
English Regions					
North East England	77	5%	£2,547	4%	4%
North West England	170	10%	£6,345	10%	12%
Yorkshire and The Humber	130	8%	£5,066	8%	9%
East Midlands	102	6%	£2,867	4%	7%
West Midlands	121	7%	£3,829	6%	9%
East of England	137	8%	£5,042	8%	10%
London	319	19%	£13,964	22%	13%
South East England	225	13%	£7,515	12%	14%
South West England	148	9%	£5,862	9%	9%
	Volume		Expenditure		GB population distribution (16+ population)
	Millions	% of total	Millions	% of total	% of total
Scottish Regions*					
North Scotland	28	21%	£980	18%	2%
West Scotland	39	29%	£1,432	27%	4%
East Scotland	47	35%	£2,102	39%	3%
South Scotland	21	16%	£849	16%	1%
Scotland total	138	8%	£5,474	9%	9%
	Volume		Expenditure		GB population distribution (16+ population)
	Millions	% of total	Millions	% of total	% of total
Welsh Regions*					
North Wales	23	24%	£823	21%	1%
Mid Wales	12	13%	£406	10%	*
South West Wales	24	25%	£884	22%	1%
South East Wales	37	39%	£1,866	47%	2%
Wales total	96	6%	£4,009	6%	5%

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

### Table 5.2 TDV detailed visit profiles

Rewighted change over time in headline volume and expenditure of visits (millions)

Note: 2011-2015 estimates are reweighted – see note on page 8

-	Volume									Expenditure								
	2011	2012	2013	2014	2015	2016	2017	2018	% Change 2018/2017	2011	2012	2013	2014	2015	2016	2017	2018	% Change 2018/2017
<b>England</b>	1,503	1,687	1,576	1,547	1,493	1,557	1,505	1,431	-5%	£49,071	£55,728	£52,928	£51,867	£53,385	£53,534	£50,899	£53,036	+4%
<b>Scotland</b>	154	163	142	146	143	142	151	138	-9%	£7,075	£5,348	£5,343	£5,773	£4,511	£4,916	£5,995	£5,474	-9%
<b>Wales</b>	117	117	102	104	86	102	100	96	-4%	£3,380	£4,409	£3,520	£3,079	£3,121	£4,096	£4,332	£4,009	-7%
<b>GB total</b>	1,777	1,969	1,826	1,822	1,754	1,834	1,793	1,703	-5%	£59,845	£65,610	£62,039	£61,833	£61,943	£63,904	£62,447	£63,782	+2%

### Table 5.3 TDV detailed visit profiles

Volume of visits by quarter and destination country (millions)

Visits	GB		England		Scotland		Wales	
	Millions	% of total						
Jan – Mar	380	22%	321	22%	30	22%	20	21%
Apr – Jun	447	26%	374	26%	34	25%	27	28%
Jul – Sep	459	27%	385	27%	36	26%	28	29%
Oct – Dec	417	24%	351	25%	37	27%	21	22%
Total	1,703		1,431		138		96	

**Table 5.4 TDV detailed visit profiles**  
Volume and expenditure of visits - main activity by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Visiting friends or family	409	347	31	24	£11,143	£8,968	£1,016	£891
'Special' shopping	116	100	10	6	£9,043	£7,496	£1,072	£406
Going out for a meal	182	153	15	9	£8,391	£7,155	£584	£486
Going on a night out	128	109	9	7	£5,371	£4,296	£703	£287
Going out for entertainment	110	97	8	5	£4,894	£4,224	£255	£382
Undertaking outdoor activities	130	108	10	10	£2,848	£2,388	£155	£233
Other leisure/hobbies	47	40	4	2	£1,716	£1,577	£102	£34
Taking part in sports	35	28	2	2	£1,414	£1,334	£49	£29
Watching live sporting events	72	61	6	3	£2,787	£2,497	£149	£130
Going to visitor attractions	85	70	8	5	£3,109	£2,555	£250	£109
Special public events	42	34	4	3	£1,294	£1,045	£140	£96
Special personal events	40	34	3	3	£1,108	£783	£123	£179
Day out to health/beauty spa	10	8	1	1	£398	£352	£22	£18
General day out	131	107	12	8	£4,491	£3,718	£339	£337
Other day out for leisure	44	36	5	3	£1,455	£1,137	£187	£122
<b>Total</b>	<b>1,703</b>	<b>1,431</b>	<b>138</b>	<b>96</b>	<b>£63,782</b>	<b>£53,036</b>	<b>£5,474</b>	<b>£4,009</b>

**Table 5.6 TDV detailed visit profiles**  
Volume of visits- main activity by England destination region (millions)

	North East England	North West England	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	17	41	30	27	30	34	70	64	34
'Special' shopping	7	14	8	6	10	8	25	14	9
Going out for a meal	7	14	13	10	12	18	42	22	14
Going on a night out	7	16	11	5	8	7	31	14	9
Going out for entertainment	5	12	7	6	8	9	30	14	6
Outdoor activities	4	15	11	9	8	11	20	18	12
Other leisure/ hobbies	2	4	3	2	4	6	8	6	5
Taking part in sports	1	3	3	2	3	3	10	3	2
Watching live sporting events	5	8	5	5	6	5	13	10	5
Going to visitor attractions	3	7	5	5	6	6	13	12	10
Special public events	1	3	3	3	4	5	8	3	4
Special personal events	1	4	3	3	3	2	8	6	3
Day out to health/ beauty spa	1	2	1	*	1	*	1	2	1
General day out	6	13	11	7	8	9	19	17	17
Other day out for leisure	2	4	5	3	3	5	3	6	5
<b>Total</b>	<b>77</b>	<b>170</b>	<b>130</b>	<b>102</b>	<b>121</b>	<b>137</b>	<b>319</b>	<b>225</b>	<b>148</b>

**Table 5.7 TDV detailed visit profiles**

Volume of visits - main activity by Welsh and Scottish destination region (millions)

-	Welsh destination regions*					Scottish destination regions*			
	Mid	North	South East	South West	East	West	North	South	
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	
Visiting friends or family	2	5	8	6	11	8	6	5	
'Special' shopping	1	1	3	1	4	3	1	1	
Going out for a meal	1	3	4	2	4	5	3	3	
Going on a night out	1	2	3	1	3	3	2	1	
Going out for entertainment	0	1	3	1	3	3	1	1	
Outdoor activities	2	2	3	2	3	2	3	2	
Other leisure/ hobbies	1	1	1	0	1	1	0	1	
Taking part in sports	0	0	1	1	1	0	0	1	
Watching live sporting events	0	1	2	1	2	2	1	0	
Going to visitor attractions	0	1	1	1	3	2	2	1	
Special public events	1	1	1	0	2	1	1	0	
Special personal events	0	1	1	1	1	1	0	0	
Day out to health/ beauty spa	0	0	0	0	0	0	0	0	
General day out	2	2	2	2	4	3	3	2	
Other day out for leisure	0	0	0	1	2	1	1	1	
<b>Total</b>	<b>12</b>	<b>23</b>	<b>37</b>	<b>24</b>	<b>47</b>	<b>39</b>	<b>28</b>	<b>21</b>	

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

**Table 5.8 TDV detailed visit profiles**

Volume of visits - detailed activity by destination country and destination type (millions)

Detailed activity	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/countryside	Seaside/coast
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
<b>Attending events (Net)</b>	213	178	18	13	108	45	42	16
Attended a live music concert/music festival	38	30	4	3	21	7	6	4
Attended an indoor exhibition	17	14	1	1	10	3	3	1
Attended an outdoor fair/exhibition/show	28	24	2	2	9	7	8	3
Attended another arts/cultural festival	35	28	4	2	16	7	9	3
Attended a food/local produce event	25	22	1	1	11	6	6	2
Watched a live football match (not on TV)	58	49	5	4	36	12	8	2
Watched other live sport (not on TV)	42	36	4	2	21	10	9	2
<b>Walking (Net)</b>	301	248	28	19	97	60	88	49
Centre based walking	98	83	8	4	49	23	10	14
Short walk/stroll – up to 2 miles	148	123	13	10	44	32	39	29
Long walk, hike or ramble	108	86	13	8	27	16	48	15

**Table 5.8 TDV detailed visit profiles (continued)**  
**Volume of visits - detailed activity by destination country and destination type (millions)**

-	Destination Country				Destination Type			
	GB	England	Scotland	Wales	City/Large town	Small town	Village/countryside	Seaside/coast
Main Activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Detailed Activity	118	98	10	8	41	27	32	16
Active pursuits/sports (net)	30	25	2	3	13	7	6	3
Went to the gym aerobics class etc.	21	16	3	2	10	7	9	4
Running jogging orienteering	29	24	3	2	10	7	9	8
Swimming	34	28	3	2	11	7	9	8
Outdoor Sports	29	25	2	2	11	8	8	3
Sightseeing/guided tours (Net)	165	135	16	10	57	32	44	29
Went on a guided tour	24	20	2	1	10	5	6	2
Sightseeing by car	39	39	6	3	9	8	13	9
Sightseeing on foot	127	104	13	7	45	22	33	24
Visiting heritage (Net)	128	104	13	7	52	25	36	12
Visited a cathedral church abbey or other religious building	36	30	3	2	17	8	7	3
Visited a castle/other historic site	43	34	6	3	14	10	12	5
Visited a historic house stately, place	39	32	3	2	12	6	18	2
Visited a museum	47	38	6	3	27	8	8	4

**Table 5.8 TDV detailed visit profiles (continued) (1)**  
Volume of visits - detailed activity by destination country and destination type (millions)

-	Destination country				Destination type				
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/ coast	
Detailed activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	
<b>Visiting attractions and sightseeing (Net)</b>	280	227	26	20	86	48	78	60	
Visited a beach	64	49	6	7	6	7	6	44	
Visited a country park	64	53	6	5	21	14	24	4	
Visited a garden	64	54	6	3	22	10	26	4	
Visited a theme/ amusement park	27	22	1	2	10	4	6	7	
Visited a wildlife attraction/nature reserve	47	37	4	5	11	9	19	7	
Visited a zoo/safari park	24	20	2	1	8	5	6	4	
Visited an art gallery	21	17	2	2	11	3	4	2	
Visited another type of attraction	33	25	4	3	12	5	10	5	
Viewed architecture	46	35	5	4	23	8	10	5	
<b>Eating and drinking (Net)</b>	433	364	37	23	192	102	83	49	
Went for a drink in a pub, club, etc.	180	152	14	9	87	42	29	20	
Went for a meal in a restaurant/café, etc.	268	224	25	14	117	64	53	30	
Went for a snack in a fast food outlet,	88	73	8	5	40	19	13	15	

**Table 5.8 TDV detailed visit profiles (continued) (2)**  
Volume of visits- detailed activity by destination country and destination type (millions)

-	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/ coast
Detailed activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
<b>Friends and family (Net)</b>	364	309	29	21	129	105	88	37
Visited family for leisure	194	166	15	10	71	59	47	16
Visited friends for leisure	147	124	13	9	56	40	35	14
Played with children	62	51	5	5	17	15	15	13
<b>Other activities</b>								
Went to the cinema	80	69	7	3	48	21	6	4
Went to the theatre	34	29	2	2	23	5	4	2
Had a picnic or BBQ	49	41	4	3	13	9	16	11
Just relaxed	152	127	12	10	55	31	39	25
Spa treatments	21	17	1	1	9	6	4	2
Sunbathing	37	31	3	2	9	6	9	13
Watched wildlife, bird watching	59	48	6	4	9	10	26	12
<b>Total</b>	<b>1,703</b>	<b>1,431</b>	<b>138</b>	<b>96</b>	<b>718</b>	<b>410</b>	<b>383</b>	<b>159</b>

**Table 5.9 TDV detailed visit profiles**

Volume and expenditure of visits - disabilities/impairments in party by country of visit (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	127	105	10	8	£5,011	£4,033	£425	£299
Someone in party has mobility impairment (non-wheelchair user)	123	102	10	7	£4,716	£3,927	£430	£325
Someone in party is deaf/have partial hearing loss	86	73	6	5	£3,650	£3,267	£202	£157
Someone in party has mobility impairment (wheelchair user)	38	30	3	3	£1,935	£1,624	£206	£50
Someone in party has learning difficulties	30	24	2	3	£1,892	£1,416	£209	£162
Someone in party is blind/partially sighted	42	35	4	3	£2,046	£1,895	£47	£104
<b>Net: Disability or impairment in party</b>	<b>340</b>	<b>282</b>	<b>27</b>	<b>22</b>	<b>£13,904</b>	<b>£11,573</b>	<b>£1,177</b>	<b>£802</b>
No disabilities/impairments in party	1,262	1,069	104	67	£47,657	£39,886	£4,077	£2,804
<b>Total</b>	<b>1,703</b>	<b>1,431</b>	<b>138</b>	<b>96</b>	<b>£63,782</b>	<b>£53,036</b>	<b>£5,474</b>	<b>£4,009</b>

**Table 5.10 TDV detailed visit profiles**  
Volume of visits - disability/impairments in party by 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
-	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	6	11	11	8	9	9	17	22	13
Someone in party has mobility impairment (non-wheelchair user)	5	12	9	10	10	10	19	16	12
Someone in party is deaf/have partial hearing loss	3	10	7	5	10	10	9	11	8
Someone in party has mobility impairment (wheelchair user)	2	3	3	3	3	2	6	4	3
Someone in party has learning difficulties	2	2	2	1	2	3	6	3	3
Someone in party is blind/partially sighted	2	5	3	3	4	3	9	2	3
<b>Net: Disability or impairment in party</b>	<b>15</b>	<b>32</b>	<b>28</b>	<b>22</b>	<b>29</b>	<b>31</b>	<b>51</b>	<b>45</b>	<b>30</b>
No disabilities/impairments in party	57	131	95	74	83	99	248	168	113
<b>Total</b>	<b>77</b>	<b>170</b>	<b>130</b>	<b>102</b>	<b>121</b>	<b>137</b>	<b>319</b>	<b>225</b>	<b>148</b>

**Table 5.11 TDV detailed visit profiles**  
Volume of visits - disability/impairments in party by Welsh and Scottish destination region (millions)

	Welsh destination regions*					Scottish destination regions*			
	Mid	North	South East	South West	East	West	North	South	
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	1	2	4	2	3	3	2	2	
Someone in party has mobility impairment (non-wheelchair user)	0	3	3	2	3	4	3	2	
Someone in party is deaf/have partial hearing loss	1	2	2	2	2	2	1	0	
Someone in party has mobility impairment (wheelchair user)	0	1	2	0	1	1	1	0	
Someone in party has learning difficulties	0	2	1	0	1	0	0	0	
Someone in party is blind/partially sighted	0	1	1	1	1	1	2	1	
<b>NET: Disability or impairment in party</b>	<b>2</b>	<b>7</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>5</b>	
No disabilities/impairments in party	9	15	24	16	37	28	18	16	
<b>Total</b>	<b>12</b>	<b>23</b>	<b>37</b>	<b>24</b>	<b>47</b>	<b>39</b>	<b>28</b>	<b>21</b>	

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

**Table 5.12 TDV detailed visit profiles**  
Volume of visits - disability/impairments in party by main destination type visited (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
Disability or impairment in party	Millions	%	Millions	%	Millions	%	Millions	%
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	46	6%	34	8%	32	8%	13	8%
Someone in party has mobility impairment (non-wheelchair user)	43	6%	31	8%	31	8%	12	8%
Someone in party is deaf/have partial hearing loss	29	4%	19	5%	25	7%	12	8%
Someone in party has mobility impairment (wheelchair user)	14	2%	9	2%	9	2%	4	3%
Someone in party is blind/partially sighted	15	2%	10	2%	13	3%	4	3%
Someone in party has learning difficulties	11	2%	7	2%	7	2%	4	2%
<b>Net: disability or impairment in party</b>	<b>119</b>	<b>17%</b>	<b>85</b>	<b>21%</b>	<b>90</b>	<b>24%</b>	<b>37</b>	<b>23%</b>
<b>No disabilities/impairments in party</b>	<b>556</b>	<b>77%</b>	<b>304</b>	<b>74%</b>	<b>270</b>	<b>71%</b>	<b>108</b>	<b>68%</b>
<b>Total</b>	<b>718</b>		<b>410</b>		<b>383</b>		<b>159</b>	

**Table 5.13 TDV detailed visit profiles**  
Volume and expenditure of visits - trip duration by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
<b>3 hours to 3 hours 59</b>	660	561	49	38	£21,102	£17,542	£1,753	£1,482
<b>4 hours to 4 hours 59</b>	409	342	33	24	£16,043	£13,732	£1,267	£839
<b>5 hours to 5 hours 59</b>	212	178	18	11	£8,298	£6,884	£787	£525
<b>6 hours or more</b>	423	350	38	22	£18,339	£14,879	£1,667	£1,163
<b>Total</b>	<b>1,703</b>	<b>1,431</b>	<b>138</b>	<b>96</b>	<b>£63,782</b>	<b>£53,036</b>	<b>£5,474</b>	<b>£4,009</b>

**Table 5.14 TDV detailed visit profiles**  
Volume of visits - trip duration by destination country (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
3 hours to 3 hours 59	261	36%	179	44%	156	41	53	33%
4 hours to 4 hours 59	168	23%	99	24%	98	26	36	23%
5 hours to 5 hours 59	92	13%	48	12%	46	12	20	13%
6 hours or more	197	27%	84	20%	83	22	50	31%
<b>Total</b>	<b>718</b>		<b>410</b>		<b>383</b>		<b>159</b>	

**Table 5.15 TDV detailed visit profiles**  
Volume of visits - trip duration by English region of visit (millions)

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	33	71	52	41	50	54	126	86	49
4 hours to 4 hours 59	17	40	32	24	29	33	78	50	39
5 hours to 5 hours 59	11	22	14	12	14	17	39	28	21
6 hours or more	17	37	31	25	28	34	77	61	40
<b>Total</b>	<b>77</b>	<b>170</b>	<b>130</b>	<b>102</b>	<b>121</b>	<b>137</b>	<b>319</b>	<b>225</b>	<b>148</b>

**Table 5.16 TDV detailed visit profiles**  
Volume of visits - trip duration by Welsh and Scottish destination regions (millions)

	Welsh destination regions*					Scottish destination regions*			
	Mid	North	South East	South West	East	West	North	South	
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	
<b>3 hours to 3 hours 59</b>	4	9	15	12	15	14	11	8	
<b>4 hours to 4 hours 59</b>	3	6	10	6	10	9	7	5	
<b>5 hours to 5 hours 59</b>	1	3	4	2	6	7	3	2	
<b>6 hours or more</b>	4	5	8	4	15	9	7	7	
<b>Total</b>	<b>12</b>	<b>23</b>	<b>37</b>	<b>24</b>	<b>47</b>	<b>39</b>	<b>28</b>	<b>21</b>	

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

**Table 5.17 TDV detailed visit profiles**  
Volume of visits- trip duration by main activity undertaken (millions)

	Visiting friends or family	'Special' shopping	Going out for a meal	Going on a night out	Going out for entertainment	Under taking outdoor activities	Other leisure/hobbies	Taking part in sports	Watching live sporting events	Going to visitor attractions	Special public events	Special personal events	Day out to health/beauty spa	General day out	Other day out for leisure
	Millions														
3 hours to 3 hours 59	130	54	91	54	50	60	23	17	32	22	15	9	5	46	14
4 hours to 4 hours 59	91	33	45	36	27	31	11	8	16	20	9	9	2	32	11
5 hours to 5 hours 59	51	13	16	16	14	16	6	4	9	13	5	6	1	18	5
6 hours or more	137	16	29	22	19	23	8	6	14	29	14	16	2	34	15
<b>Total</b>	<b>409</b>	<b>116</b>	<b>182</b>	<b>128</b>	<b>110</b>	<b>130</b>	<b>47</b>	<b>35</b>	<b>72</b>	<b>85</b>	<b>42</b>	<b>40</b>	<b>10</b>	<b>131</b>	<b>44</b>

### Table 5.18 TDV detailed visit profiles

Volume and expenditure of visits - main destination type visited by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/large town	718	612	62	30	£33,018	£27,400	£3,067	£1,943
Small town	410	343	34	24	£12,342	£10,247	£1,143	£726
Village/countryside	383	326	28	24	£11,167	£9,278	£957	£773
Seaside/coast	159	121	11	16	£6,128	£5,107	£261	£544
<b>Total</b>	<b>1,703</b>	<b>1,431</b>	<b>138</b>	<b>96</b>	<b>£63,782</b>	<b>£53,036</b>	<b>£5,474</b>	<b>£4,009</b>

**Table 5.19 TDV detailed visit profiles**  
Volume and expenditure of visits – destination type by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
City/large town	735	626	64	32	£34,122	£28,393	£3,111	£1,999
Small town	445	372	38	26	£13,852	£11,380	£1,234	£929
Village/countryside	412	350	31	27	£12,417	£10,264	£1,065	£899
Seaside/coast	175	133	14	18	£7,583	£6,383	£341	£642
<b>Total</b>	<b>1,703</b>	<b>1,431</b>	<b>138</b>	<b>96</b>	<b>£63,782</b>	<b>£53,036</b>	<b>£5,474</b>	<b>£4,009</b>

### Table 5.20 TDV detailed visit profiles

Volume and expenditure of visits - claimed distance travelled by destination country (millions)

	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	284	248	19	13	£5,807	£5,078	£442	£238
Between 5 and 10 miles	305	263	22	15	£8,695	£7,538	£584	£415
11 to 20 miles	282	243	19	17	£8,678	£7,524	£551	£446
21 to 40 miles	246	207	23	12	£8,983	£7,612	£822	£485
41 to 60 miles	136	115	12	7	£5,457	£4,758	£382	£280
61 to 80 miles	87	71	9	5	£4,044	£3,121	£500	£357
81 to 100 miles	67	54	6	4	£4,388	£3,732	£344	£237
Over 100 miles	182	143	17	16	£14,290	£11,079	£1,407	£1,433
<b>Total</b>	<b>1,703</b>	<b>1,431</b>	<b>138</b>	<b>96</b>	<b>£63,782</b>	<b>£53,036</b>	<b>£5,474</b>	<b>£4,009</b>

### Table 5.21 TDV detailed visit profiles

Volume of visits - distance travelled by 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	14	31	19	14	21	17	80	32	21
Between 5 and 10 miles	14	37	20	15	21	22	68	42	24
11 to 20 miles	14	30	24	20	21	22	48	39	24
21 to 40 miles	12	22	21	19	19	25	28	39	23
41 to 60 miles	6	13	11	12	10	13	16	20	14
61 to 80 miles	4	8	8	4	7	10	11	11	9
81 to 100 miles	3	6	6	4	3	6	10	9	7
Over 100 miles	8	14	12	8	14	16	30	22	20
Don't know	3	9	8	5	7	7	28	11	8
Average distance travelled (miles)	44	38	45	41	45	50	38	44	52

### Table 5.22 TDV detailed visit profiles

Volume of visits - distance travelled by Welsh and Scottish destination region (millions)

	Welsh destination regions*					Scottish destination regions*			
	Mid Millions	North Millions	South East Millions	South West Millions	East Millions	West Millions	North Millions	South Millions	
Less than 5 miles	1	4	4	3	7	5	3	2	
Between 5 and 10 miles	1	4	6	4	5	7	5	3	
11 to 20 miles	1	4	6	5	6	6	4	3	
21 to 40 miles	1	2	6	3	8	8	3	3	
41 to 60 miles	1	2	3	3	4	3	2	2	
61 to 80 miles	1	1	3	1	4	2	2	2	
81 to 100 miles	1	2	1	1	2	2	1	1	
Over 100 miles	4	3	5	4	5	4	6	4	
Don't know	1	1	3	1	5	2	1	2	
<b>Average distance (miles)</b>	<b>96</b>	<b>53</b>	<b>51</b>	<b>55</b>	<b>52</b>	<b>45</b>	<b>68</b>	<b>68</b>	

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

**Table 5.23 TDV detailed visit profiles**  
Volume of visits - distance travelled by destination type visited (millions)

	City/large town		Small town		Village/countryside		Seaside/Coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Less than 5 miles	127	18%	79	19%	52	13%	20	12%
Between 5 and 10 miles	130	18%	84	21%	62	16%	22	14%
11 to 20 miles	121	17%	67	16%	71	18%	18	11%
21 to 40 miles	97	14%	59	14%	63	16%	21	13%
41 to 60 miles	52	7%	29	7%	37	10%	16	10%
61 to 80 miles	29	4%	21	5%	24	6%	11	7%
81 to 100 miles	26	4%	12	3%	16	4%	10	6%
Over 100 miles	79	11%	36	9%	38	10%	27	17%
Don't know	55	8%	21	5%	20	5%	14	9%
Average distance (miles)	45		39		45		63	

**Table 5.24 TDV detailed visit profiles**  
Volume of visits - claimed distance by main activity undertaken (millions)

	Visiting friends or family	'Special' shopping	Going out for a meal	Going on a night out	Going out for entertainment	Under taking outdoor activities	Other leisure/hobbies	Taking part in sports	Watching live sporting events	Going to visitor attractions	Special public events	Special personal events	Day out to health/beauty spa	General day out	Other day out for leisure
	Millions														
Less than 5 miles	62	14	36	44	18	20	7	8	18	7	9	5	1	14	3
Between 5 and 10 miles	71	21	38	26	22	29	9	5	10	13	6	6	1	22	5
11 to 20 miles	64	25	32	20	24	22	9	5	10	11	7	9	2	21	6
21 to 40 miles	56	22	29	15	16	20	7	5	8	17	6	6	2	19	6
41 to 60 miles	29	10	12	6	9	12	4	2	4	10	3	3	1	16	6
61 to 80 miles	19	7	8	2	4	7	2	1	6	7	2	3	1	9	3
81 to 100 miles	18	3	4	4	3	4	1	1	5	4	2	1	1	6	3
Over 100 miles	62	8	12	7	8	10	4	5	9	8	5	7	1	16	7
Don't know	28	6	12	4	8	6	4	3	2	7	2	1	0	9	5
Average distance (miles)	55	38	34	27	35	39	40	50	48	51	45	58	54	52	66

**Table 5.25 TDV detailed visit profiles**  
Volume and expenditure of transport used by destination country (millions)

	Volume				Expenditure			
	GB Millions	England Millions	Scotland Millions	Wales Millions	GB Millions	England Millions	Scotland Millions	Wales Millions
<b>Net: Any car</b>	1,076	901	87	72	£40,657	£33,752	£3,402	£3,071
Car – own/ friends/family	1,039	871	84	68	£38,759	£32,085	£3,270	£2,980
Car – hired	37	29	3	4	£1,898	£1,667	£132	£91
<b>Net: Public transport</b>	301	254	29	11	£13,413	£11,249	£1,308	£650
Train	180	153	17	7	£9,875	£8,359	£855	£483
A regular bus/coach	121	102	12	4	£3,538	£2,890	£452	£167
Organised coach tour	19	16	1	1	£801	£749	£13	£32
Taxi	53	47	3	2	£2,440	£2,069	£192	£79
Walked/on foot	125	103	11	7	£2,324	£1,809	£252	£133
Bicycle	23	20	1	2	£317	£277	£13	£10
Tube	48	47	1	0	£1,499	£1,483	£4	-
Tram	10	9	0	0	£292	£244	£47	£1
Motorised caravan/ campervan	5	4	0	0	£68	£40	£2	£13
Plane	11	5	2	1	£1,195	£670	£193	-
Boat/ship/ferry	4	4	0	0	£306	£299	£2	-
Lorry/truck/van	6	4	0	0	£47	£40	£2	£5
Other	21	18	2	1	£422	£354	£44	£15
<b>Total</b>	<b>1,703</b>	<b>1,431</b>	<b>138</b>	<b>96</b>	<b>£63,782</b>	<b>£53,036</b>	<b>£5,474</b>	<b>£4,009</b>

**Table 5.26 TDV detailed visit profiles**  
Volume of visits - transport used by 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>	49	110	94	73	83	101	115	162	114
Car – own/friends/family	45	107	90	71	80	100	107	159	113
Car – hired	4	4	3	2	3	2	8	2	1
<b>Net: Public transport</b>	15	29	16	12	22	17	92	34	16
Train	9	18	9	5	12	9	61	21	9
A regular bus/coach	6	11	7	7	11	8	31	13	7
Organised coach tour	1	2	2	2	1	1	4	2	1
Taxi	4	7	3	3	4	4	14	6	2
Walked/on foot	5	11	8	7	6	8	36	14	9
Bicycle	1	1	3	2	1	4	4	3	1
Minibus	-	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-	-
Tube	1	0	0	0	0	0	43	1	0
Tram	-	5	0	1	1	1	2	0	-
Motorised caravan/campervan	1	1	0	0	0	0	0	0	1
Plane	0	0	0	0	0	0	2	1	0
Boat/ship/ferry	0	0	0	0	0	0	1	1	1
Lorry/truck/van	-	1	1	0	1	0	0	1	0
Other	1	1	2	2	1	0	6	2	2
<b>Total</b>	<b>77</b>	<b>170</b>	<b>130</b>	<b>102</b>	<b>121</b>	<b>137</b>	<b>319</b>	<b>225</b>	<b>148</b>

**Table 5.27 TDV detailed visit profiles**  
Volume of visits - transport used by destination type (millions)

	City/large town		Small town		Village/countryside		Seaside/Coast	
	Millions	%	Millions	%	Millions	%	Millions	%
<b>Net: Any car</b>	377	53%	285	70%	285	74%	105	66%
Car – own/friends/family	365	51%	276	67%	273	71%	102	64%
Car – hired	12	2%	9	2%	12	3%	3	2%
<b>Net: Public transport</b>	179	25%	59	14%	37	10%	22	14%
Train	111	15%	32	8%	20	5%	15	10%
A regular bus/coach	68	9%	27	7%	17	5%	7	5%
Organised coach tour	6	1%	2	1%	7	2%	3	2%
Taxi	29	4%	13	3%	8	2%	4	2%
Walked/on foot	55	8%	32	8%	24	6%	11	7%
Bicycle	7	1%	4	1%	9	2%	3	2%
Tube	43	6%	3	1%	1	*	1	1%
Tram	5	1%	2	*	2	*	2	1%
Motorised caravan/campervan	1	*	0	*	2	1%	1	1%
Plane	4	1%	2	*	3	1%	2	1%
Boat/ship/ferry	2	*	1	*	1	*	1	1%
Lorry/truck/van	1	*	1	*	2	*	1	1%
Other	9	1%	6	1%	3	1%	1	1%
<b>Total</b>	<b>718</b>		<b>410</b>		<b>383</b>		<b>159</b>	

**Table 5.28 TDV detailed visit profiles**

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>Net: Transport</b>	32%	32%	33%	33%
Fuel	13%	12%	14%	19%
Bus fares, car parking	10%	11%	10%	9%
Rail, tube or tram tickets	9%	10%	9%	5%
Water transport	1%	1%	1%	1%
Air transport	1%	1%	1%	*
Car/other vehicle hire	2%	2%	2%	3%
<b>Net: Eating and drinking</b>	50%	51%	50%	53%
Eating/drinking out in cafes, restaurants, etc.	42%	42%	42%	43%
Food bought in shops/ takeaways and consumed on trip	15%	15%	15%	19%
<b>Net: Entrance charges</b>	16%	16%	18%	16%
Entrance to visitor attractions	5%	5%	7%	6%
Tickets/entrance to events, shows or clubs	8%	8%	10%	8%
Tickets to watch sporting events	3%	2%	3%	4%
Entrance to sports/leisure centres	3%	2%	3%	3%
‘Special’ shopping (i.e. not routine)	12%	12%	14%	12%
<b>Net: Other items</b>	2%	2%	3%	2%
Package travel or package tours	1%	1%	1%	1%
Other travel services	1%	1%	1%	1%
Hiring equipment	1%	1%	1%	1%

**Table 5.28 TDV detailed visit profiles (continued)**  
Average spend per visit (including zero spend)

Main visit activity		English regions (former GORs)	
'Special' shopping	£78	North East England	£33
Day out to beauty/ health spa	£38	North West England	£37
Going out for entertainment	£44	Yorkshire and The Humber	£39
Special public event	£31	East Midlands	£28
Went out for a meal	£46	West Midlands	£32
Going on a night out	£42	East of England	£37
Watched live sporting events (not on TV)	£39	London	£44
Going to visitor attractions	£37	South East England	£33
Other day out for leisure	£33	South West England	£40
General day out	£34	Welsh regions (Regional Tourism Partnerships)	
Special personal events	£28	Mid	£34
Undertaking outdoor activities	£22	North	£36
Visiting friends or family for leisure	£27	South West	£37
Other leisure/hobbies	£37	South East	£50
Taking part in sports	£41		
Destination type visited		Scottish regions (see page 10 for details)	
City/large town	£46	North	£35
Seaside/ coast	£39	West	£36
Small town	£30	East	£45
Village/ countryside	£29	South	£40

## **Tourism Day Visits – 2011 to 2018 trends**

## Table 5.29 TDV 2011 to 2018 trends

### Reweighted change over time in volume by English regions (millions)

Note: 2011-2015 estimates are reweighted – see note on page 8

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
<b>English Regions</b>	Millions	% change							
North East England	49	86	85	72	64	75	82	77	-6%
North West England	199	196	184	184	183	191	189	170	-10%
Yorkshire and The Humber	160	162	154	152	138	149	149	130	-13%
East Midlands	107	128	118	109	112	119	119	102	-14%
West Midlands	125	147	153	137	131	142	127	121	-5%
East of England	155	145	151	150	136	140	133	137	+3%
London	314	362	301	315	322	337	327	319	-2%
South East England	231	282	252	261	248	242	232	225	-3%
South West England	162	181	177	168	156	161	147	148	+1%

**Table 5.30 TDV 2011 to 2018 trends**  
**Reweighted change over time in volume by Scottish and Welsh regions (millions)**

Note: 2011-2015 estimates are reweighted – see note on page 8

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
<b>Scottish Regions*</b>	Millions	% change							
North Scotland	25	25	14	15	16	28	31	28	-10%
West Scotland	63	74	58	71	52	56	48	39	-19%
East Scotland	54	58	49	56	46	49	52	47	-10%
South Scotland	10	8	8	8	20	8	17	21	+24%
<b>Welsh Regions*</b>									
North Wales	30	30	22	29	21	30	22	23	+7%
Mid Wales	12	10	16	18	12	8	13	12	-8%
South West Wales	24	26	21	22	18	23	26	24	-8%
South East Wales	49	49	43	39	35	38	42	37	-11%

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

**Table 5.31 TDV 2011 to 2018 trends**  
**Reweighted change over time in expenditure by English regions (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
<b>English Regions</b>	Millions	% change							
<b>North East England</b>	£2,507	£2,843	£3,251	£2,561	£2,361	£2,363	£2,451	£2,547	+4%
<b>North West England</b>	£6,702	£6,203	£6,491	£6,176	£6,642	£6,958	£7,628	£6,345	-17%
<b>Yorkshire and The Humber</b>	£4,106	£4,372	£4,859	£4,769	£4,256	£4,370	£5,023	£5,066	+1%
<b>East Midlands</b>	£4,032	£3,826	£3,351	£2,974	£3,784	£4,486	£3,800	£2,867	-25%
<b>West Midlands</b>	£3,616	£4,500	£5,552	£4,442	£5,396	£4,207	£4,305	£3,829	-11%
<b>East of England</b>	£4,396	£4,399	£4,750	£4,500	£4,055	£3,532	£3,853	£5,042	+31%
<b>London</b>	£11,288	£14,780	£10,606	£12,342	£13,307	£14,376	£12,626	£13,964	+11%
<b>South East England</b>	£8,148	£8,679	£8,158	£8,707	£7,621	£8,602	£7,068	£7,515	+6%
<b>South West England</b>	£5,526	£6,127	£5,909	£5,395	£5,967	£4,639	£4,146	£5,862	+41%

**Table 5.32 TDV 2011 to 2018 trends**  
**Reweighted change over time in expenditure by Scottish and Welsh regions (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
<b>Scottish Regions*</b>	Millions	% change							
<b>North Scotland</b>	£1,496	£863	£521	£856	£492	£940	£1,191	£980	-18%
<b>West Scotland</b>	£2,294	£2,455	£2,072	£2,437	£1,795	£1,820	£1,717	£1,432	-17%
<b>East Scotland</b>	£3,068	£1,750	£1,960	£2,354	£1,429	£1,889	£1,769	£2,102	+19%
<b>South Scotland</b>	£217	£237	£293	£239	£582	£244	£660	£849	+29%
<b>Welsh Regions*</b>									
<b>North Wales</b>	£667	£1,134	£691	£1,208	£553	£1,241	£697	£823	+18%
<b>Mid Wales</b>	£406	£298	£576	£406	£365	£300	£458	£406	-11%
<b>South West Wales</b>	£623	£810	£845	£658	£695	£732	£823	£884	+7%
<b>South East Wales</b>	£1,636	£2,224	£1,507	£1,323	£1,497	£1,781	£1,558	£1,866	+20%

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

### Table 5.35 TDV 2011 to 2018 trends

#### Rewighted change over time in volume by quarter in Scotland (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
<b>Quarter</b>	Millions	% change							
Jan – Mar	30	37	32	31	28	34	34	30	-12%
Apr – Jun	41	43	39	36	37	33	39	34	-13%
Jul – Sep	46	46	37	47	47	41	43	36	-16%
Oct – Dec	36	39	33	33	32	35	36	37	+3%
<b>Total</b>	<b>154</b>	<b>164</b>	<b>143</b>	<b>146</b>	<b>143</b>	<b>142</b>	<b>151</b>	<b>138</b>	<b>-9%</b>

### Table 5.36 TDV 2011 to 2018 trends

#### Rewighted change over time in volume by quarter in Wales (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
<b>Quarter</b>	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	21	22	20	18	20	17	20	20	0%
Apr – Jun	32	33	26	37	21	29	24	27	+13%
Jul – Sep	37	37	36	29	24	31	31	28	-10%
Oct – Dec	28	25	21	21	22	26	24	21	-13%
<b>Total</b>	<b>117</b>	<b>116</b>	<b>102</b>	<b>104</b>	<b>86</b>	<b>102</b>	<b>100</b>	<b>96</b>	<b>-4%</b>

### Table 5.35 TDV 2011 to 2018 trends

#### Rewighted change over time in volume by quarter in Scotland (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
<b>Quarter</b>	Millions	% change							
Jan – Mar	30	37	32	31	28	34	34	30	-12%
Apr – Jun	41	43	39	36	37	33	39	34	-13%
Jul – Sep	46	46	37	47	47	41	43	36	-16%
Oct – Dec	36	39	33	33	32	35	36	37	+3%
<b>Total</b>	<b>154</b>	<b>164</b>	<b>143</b>	<b>146</b>	<b>143</b>	<b>142</b>	<b>151</b>	<b>138</b>	<b>-9%</b>

### Table 5.36 TDV 2011 to 2018 trends

#### Rewighted change over time in volume by quarter in Wales (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
<b>Quarter</b>	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	21	22	20	18	20	17	20	20	0%
Apr – Jun	32	33	26	37	21	29	24	27	+13%
Jul – Sep	37	37	36	29	24	31	31	28	-10%
Oct – Dec	28	25	21	21	22	26	24	21	-13%
<b>Total</b>	<b>117</b>	<b>116</b>	<b>102</b>	<b>104</b>	<b>86</b>	<b>102</b>	<b>100</b>	<b>96</b>	<b>-4%</b>

### Table 5.37 TDV 2011 to 2018 trends

#### Rewighted change over time in expenditure by quarter in GB (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Quarter	Millions	% change							
Jan – Mar	£11,918	£13,270	£12,524	£13,003	£12,339	£13,904	£13,745	£13,913	+1%
Apr – Jun	£15,093	£15,448	£16,558	£14,631	£14,805	£14,411	£15,690	£15,764	+1%
Jul – Sep	£17,943	£19,217	£17,702	£18,217	£19,458	£18,144	£16,804	£17,896	+7%
Oct – Dec	£14,889	£17,675	£15,255	£15,981	£15,341	£17,445	£16,208	£16,210	0%
<b>Total</b>	<b>£59,845</b>	<b>£65,610</b>	<b>£62,039</b>	<b>£61,833</b>	<b>£61,943</b>	<b>£63,904</b>	<b>£62,447</b>	<b>£63,782</b>	<b>+2%</b>

### Table 5.38 TDV 2011 to 2018 trends

#### Rewighted change over time in expenditure by quarter in England (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Quarter	Millions	% change							
Jan – Mar	£9,880	£11,470	£10,646	£11,418	£10,604	£11,693	£11,136	£11,304	+2%
Apr – Jun	£12,016	£12,576	£14,479	£12,274	£12,898	£12,453	£12,380	£13,142	+6%
Jul – Sep	£14,553	£16,376	£14,720	£14,657	£16,720	£14,786	£13,998	£15,250	+9%
Oct – Dec	£12,622	£15,307	£13,082	£13,518	£13,164	£14,602	£13,386	£13,340	0%
<b>Total</b>	<b>£49,071</b>	<b>£55,728</b>	<b>£52,928</b>	<b>£51,867</b>	<b>£53,385</b>	<b>£53,534</b>	<b>£50,899</b>	<b>£53,036</b>	<b>+4%</b>

### Table 5.39 TDV 2011 to 2018 trends

#### Rewighted change over time in expenditure by quarter in Scotland (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
<b>Quarter</b>	Millions	% change							
Jan – Mar	£1,348	£983	£1,162	£1,059	£1,009	£1,220	£1,267	£1,232	-3%
Apr – Jun	£2,042	£1,397	£1,284	£1,081	£1,050	£863	£1,828	£1,401	-23%
Jul – Sep	£2,367	£1,507	£1,585	£2,067	£1,248	£1,445	£1,466	£1,094	-25%
Oct – Dec	£1,319	£1,461	£1,313	£1,565	£1,204	£1,388	£1,434	£1,747	+22%
<b>Total</b>	<b>£7,075</b>	<b>£5,348</b>	<b>£5,343</b>	<b>£5,773</b>	<b>£4,511</b>	<b>£4,916</b>	<b>£5,995</b>	<b>£5,474</b>	<b>-9%</b>

### Table 5.40 TDV 2011 to 2018 trends

#### Rewighted change over time in expenditure by quarter in Wales (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
<b>Quarter</b>	Millions	% change							
Jan – Mar	£690	£795	£706	£470	£661	£763	£1,013	£1,123	+11%
Apr – Jun	£814	£1,459	£667	£938	£545	£830	£1,194	£801	-33%
Jul – Sep	£982	£1,278	£1,343	£1,022	£1,109	£1,315	£1,089	£1,235	+13%
Oct – Dec	£894	£877	£804	£649	£806	£1,188	£1,035	£850	-18%
<b>Total</b>	<b>£3,380</b>	<b>£4,409</b>	<b>£3,520</b>	<b>£3,079</b>	<b>£3,121</b>	<b>£4,096</b>	<b>£4,332</b>	<b>£4,009</b>	<b>-7%</b>

**Table 5.41 TDV 2011 to 2018 trends**  
**Rewighted : change over time in volume by main activity in GB (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Visiting friends or family	474	476	436	417	438	436	425	409	-4%
Going out for a meal	171	196	190	175	179	190	194	182	-6%
Going on a night out	170	173	163	151	129	163	137	128	-7%
General day out	98	133	141	150	139	141	133	131	-2%
'Special' shopping	143	152	133	127	117	133	122	116	-5%
Undertaking outdoor activities	127	150	128	140	130	128	141	130	-8%
Going out for entertainment	102	117	117	112	106	117	109	110	+1%
Going to visitor attractions	89	93	98	89	87	98	94	85	-10%
Watching live sporting events	64	83	67	72	77	67	77	72	-7%
Other leisure /hobbies	59	59	54	60	55	54	43	47	+9%

**Table 5.41 TDV 2011 to 2018 trends**  
**Rewighted : change over time in volume by main activity in GB (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
	Millions	% change							
Visiting friends or family	474	476	436	417	438	436	425	409	-4%
Going out for a meal	171	196	190	175	179	190	194	182	-6%
Going on a night out	170	173	163	151	129	163	137	128	-7%
General day out	98	133	141	150	139	141	133	131	-2%
'Special' shopping	143	152	133	127	117	133	122	116	-5%
Undertaking outdoor activities	127	150	128	140	130	128	141	130	-8%
Going out for entertainment	102	117	117	112	106	117	109	110	+1%
Going to visitor attractions	89	93	98	89	87	98	94	85	-10%
Watching live sporting events	64	83	67	72	77	67	77	72	-7%
Other leisure /hobbies	59	59	54	60	55	54	43	47	+9%

### Table 5.42 TDV 2011 to 2018 trends

#### Rewighted : change over time in volume by main activity in England (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Visiting friends or family	409	415	381	360	376	380	360	347	-4%
Going out for a meal	143	168	166	151	154	169	164	153	-7%
Going on a night out	144	150	144	130	112	109	117	109	-7%
General day out	85	108	118	125	116	112	108	107	-1%
'Special' shopping	117	130	114	109	101	114	103	100	-3%
Undertaking outdoor activities	101	124	104	115	110	116	114	108	-5%
Going out for entertainment	87	99	102	97	93	94	95	97	+2%
Going to visitor attractions	76	78	85	76	75	86	77	70	-9%
Watching live sporting events	55	71	58	60	63	63	67	61	-9%
Other leisure /hobbies	49	52	48	51	47	44	37	40	+8%

**Table 5.43 TDV 2011 to 2018 trends**  
**Rewighted : change over time in volume by main activity in Scotland (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
	Millions	% change							
Visiting friends or family	38	38	32	32	37	32	35	31	-11%
Going out for a meal	16	18	12	14	14	17	15	15	0%
Going on a night out	13	14	12	10	8	12	11	9	-18%
General day out	8	10	12	12	10	11	13	12	-8%
'Special' shopping	14	14	10	10	9	10	11	10	-9%
Undertaking outdoor activities	13	14	12	13	10	13	15	10	-33%
Going out for entertainment	8	12	9	9	8	7	8	8	0%
Going to visitor attractions	7	8	7	8	6	6	8	8	0%
Watching live sporting events	5	8	6	7	8	6	6	6	0%
Other leisure /hobbies	6	5	3	5	5	2	4	4	0%

**Table 5.45 TDV 2011 to 2018 trends**  
**Rewighted : change over time in expenditure by main activity in GB (£ millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
	Millions	% change							
Visiting friends or family	£9,536	£10,528	£8,405	£9,383	£9,505	£9,212	£10,441	£11,143	+7%
Going out for a meal	£7,179	£7,901	£8,145	£7,593	£7,661	£8,258	£7,830	£8,391	+7%
Going on a night out	£5,606	£5,245	£5,728	£5,399	£5,249	£4,764	£4,745	£5,371	+13%
General day out	£3,393	£3,981	£3,826	£4,218	£4,047	£4,204	£3,502	£4,491	+28%
'Special' shopping	£10,555	£11,823	£10,489	£10,395	£10,026	£12,525	£10,611	£9,043	-15%
Undertaking outdoor activities	£3,252	£2,617	£2,553	£2,277	£3,010	£2,503	£2,550	£2,848	+12%
Going out for entertainment	£4,092	£4,039	£4,345	£4,413	£4,641	£4,066	£4,180	£4,894	+17%
Going to visitor attractions	£3,167	£3,663	£4,015	£3,389	£3,144	£3,442	£3,329	£3,109	-7%
Watching live sporting events	£2,529	£2,801	£2,496	£2,843	£2,953	£2,423	£2,722	£2,787	+2%
Other leisure /hobbies	£1,074	£1,174	£1,336	£1,049	£1,081	£1,272	£1,290	£1,716	+33%

### Table 5.46 TDV 2011 to 2018 trends

#### Rewighted : change over time in expenditure by main activity in England (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Visiting friends or family	£7,450	£8,985	£7,308	£7,818	£8,160	£7,830	£8,038	£8,968	+12%
Going out for a meal	£5,981	£6,903	£7,238	£6,154	£6,652	£6,921	£6,632	£7,155	+8%
Going on a night out	£4,114	£4,432	£4,884	£4,658	£4,677	£4,129	£3,729	£4,296	+15%
General day out	£2,696	£3,313	£3,258	£3,366	£3,404	£3,257	£2,930	£3,718	+27%
'Special' shopping	£9,586	£10,012	£8,739	£9,021	£8,890	£10,782	£8,626	£7,496	-13%
Undertaking outdoor activities	£2,722	£1,975	£1,893	£1,900	£2,420	£1,776	£2,013	£2,388	+19%
Going out for entertainment	£3,503	£3,437	£3,685	£3,943	£4,099	£3,521	£3,549	£4,224	+19%
Going to visitor attractions	£2,766	£3,067	£3,600	£2,904	£2,747	£3,037	£2,802	£2,555	-9%
Watching live sporting events	£2,108	£2,502	£2,172	£2,210	£2,514	£2,052	£2,317	£2,497	+8%
Other leisure /hobbies	£897	£1,076	£1,171	£821	£955	£1,032	£1,139	£1,577	+38%

**Table 5.47 TDV 2011 to 2018 trends**

**Rewighted : change over time in expenditure by main activity in Scotland (£ millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Visiting friends or family	£1,428	£722	£545	£702	£739	£631	£1,144	£1,016	-11%
Going out for a meal	£720	£620	£496	£1,044	£480	£611	£744	£584	-22%
Going on a night out	£932	£528	£545	£422	£343	£434	£632	£703	+11%
General day out	£424	£256	£327	£455	£220	£297	£264	£339	+28%
'Special' shopping	£618	£1,188	£1,151	£874	£718	£795	£1,007	£1,072	+6%
Undertaking outdoor activities	£302	£265	£317	£201	£214	£311	£265	£155	-42%
Going out for entertainment	£438	£404	£408	£352	£370	£337	£334	£255	-24%
Going to visitor attractions	£274	£227	£289	£324	£191	£195	£228	£250	+10%
Watching live sporting events	£232	£200	£168	£368	£265	£211	£290	£149	-49%
Other leisure /hobbies	£110	£75	£81	£196	£97	£98	£59	£102	+73%

**Table 5.48 TDV 2011 to 2018 trends**  
**Rewighted : change over time in expenditure by main activity in Wales (£ millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Visiting friends or family	£624	£785	£460	£537	£484	£619	£1,015	£891	-12%
Going out for a meal	£477	£374	£391	£339	£416	£490	£369	£486	+32%
Going on a night out	£559	£267	£299	£239	£207	£195	£361	£287	-21%
General day out	£271	£412	£243	£243	£313	£480	£185	£337	+82%
'Special' shopping	£351	£623	£599	£472	£400	£857	£841	£406	-52%
Undertaking outdoor activities	£227	£362	£344	£153	£345	£206	£252	£233	-8%
Going out for entertainment	£151	£196	£252	£109	£171	£141	£155	£382	+146%
Going to visitor attractions	£102	£360	£84	£99	£74	£133	£185	£109	-41%
Watching live sporting events	£150	£95	£105	£113	£143	£142	£116	£130	+12%
Other leisure /hobbies	£66	£23	£84	£32	£24	£86	£77	£34	-56%

**Table 5.49 TDV 2011 to 2018 trends**

**Rewighted : change over time in volume by destination type in GB (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	% Change
City/large town	772	865	806	803	772	779	751	718	-4%
Small town	440	503	468	455	451	486	433	410	-5%
Village/ countryside	460	495	451	438	420	444	413	383	-7%
Seaside/coast	169	187	182	184	171	189	159	159	0%

**Table 5.50 TDV 2011 to 2018 trends**  
**Rewighted : change over time in volume by destination type in England (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

City/large town	669	754	706	644	669	680	643	612	-5%
Small town	367	423	398	381	380	412	369	343	-7%
Village/ countryside	383	419	382	369	355	369	346	326	-6%
Seaside/coast	128	147	147	146	136	144	116	121	+4%

**Table 5.51 TDV 2011 to 2018 trends**  
**Rewighted : change over time in volume by destination type in Scotland (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	66	75	68	68	68	61	68	62	-9%
Small town	44	44	38	40	37	39	34	34	0%
Village/ countryside	39	40	36	33	31	35	34	28	-18%
Seaside/coast	16	15	15	15	14	13	14	11	-21%
<b>Total</b>	<b>154</b>	<b>164</b>	<b>143</b>	<b>146</b>	<b>143</b>	<b>142</b>	<b>151</b>	<b>138</b>	<b>-9%</b>

### Table 5.52 TDV 2011 to 2018 trends

Rewighted : change over time in volume by destination type in Wales (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	37	33	29	36	24	28	30	30	0%
Small town	29	35	31	29	24	27	26	24	-8%
Village/ countryside	37	37	32	31	29	32	26	24	-8%
Seaside/coast	24	24	18	17	16	22	17	16	-6%
<b>Total</b>	<b>117</b>	<b>116</b>	<b>102</b>	<b>104</b>	<b>86</b>	<b>102</b>	<b>100</b>	<b>96</b>	<b>-4%</b>

### Table 5.53 TDV 2011 to 2018 trends

Rewighted : change over time in expenditure by destination type in GB (£millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	£30,892	£35,259	£32,768	£34,445	£35,444	£34,916	£33,674	£33,018	-2%
Small town	£15,194	£14,794	£13,791	£12,854	£12,601	£13,717	£11,697	£12,342	+6%
Village/ countryside	£13,634	£14,113	£12,805	£11,290	£11,347	£11,947	£11,122	£11,167	0%
Seaside/coast	£8,730	£7,207	£6,309	£6,604	£6,508	£6,486	£4,659	£6,128	+32%
Total	£61,892	£65,610	£62,039	£61,833	£61,942	£63,904	£62,447	£63,782	+2%

**Table 5.54 TDV 2011 to 2018 trends**

**Reweighted : change over time in expenditure by destination type in England (£ millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

City/large town	£26,325	£30,489	£28,249	£29,226	£30,698	£29,938	£28,284	£27,400	-3%
Small town	£12,583	£12,479	£11,426	£10,319	£10,804	£11,506	£9,579	£10,247	+7%
Village/ countryside	£10,849	£11,571	£10,627	£9,162	£9,645	£9,820	£8,550	£9,278	+9%
Seaside/coast	£6,319	£5,760	£5,167	£5,107	£5,215	£4,866	£3,393	£5,107	+51%

**Table 5.55 TDV 2011 to 2018 trends**

**Rewighted : change over time in expenditure by destination type in Scotland (£ millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	£3,167	£3,110	£3,278	£3,304	£2,592	£2,630	£3,170	£3,067	-3%
Small town	£1,838	£1,217	£1,190	£1,608	£1,051	£1,037	£1,236	£1,143	-8%
Village/ countryside	£1,754	£1,010	£1,078	£1,064	£779	£896	£1,072	£957	-11%
Seaside/coast	£1,526	£371	£473	£606	£365	£565	£464	£261	-44%
<b>Total</b>	<b>£7,075</b>	<b>£5,349</b>	<b>£5,344</b>	<b>£5,773</b>	<b>£4,510</b>	<b>£4,916</b>	<b>£5,995</b>	<b>£5,474</b>	<b>-9%</b>

## Table 5.56 TDV 2011 to 2018 trends

### Rewighted : change over time in expenditure by destination type in Wales (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	£1,364	£1,607	£1,198	£1,270	£1,546	£1,588	£1,620	£1,943	+20%
Small town	£756	£1,047	£1,093	£796	£657	£1,013	£827	£726	-12%
Village/ countryside	£1,029	£1,511	£995	£992	£753	£922	£1,252	£773	-38%
Seaside/coast	£622	£1,056	£628	£661	£834	£805	£615	£544	-12%
<b>Total</b>	<b>£3,380</b>	<b>£4,409</b>	<b>£3,519</b>	<b>£3,079</b>	<b>£3,122</b>	<b>£4,096</b>	<b>£4,332</b>	<b>£4,009</b>	<b>-8%</b>

## Activities Core to Tourism Visits

- Detailed visit profiles
- Sub-national results



## **Activities Core to Tourism Visits – detailed visit profiles**

**Table 5.57 ACT detailed visit profiles**  
Volume of visits and expenditure by destination (£ millions)

Measurement	Volume		Expenditure		GB population distribution (16+ population)
	Millions	% of total	Millions	% of total	% of total
<b>GB total</b>	<b>509</b>	<b>100%</b>	<b>£17,398</b>	<b>100%</b>	
<b>English Regions</b>					<b>% of total</b>
North East England	22	4%	£788	5%	4%
North West England	51	10%	£1,410	8%	12%
Yorkshire and The Humber	37	7%	£1,426	8%	9%
East Midlands	31	6%	£726	4%	7%
West Midlands	37	7%	£991	6%	9%
East of England	41	8%	£1,320	8%	10%
London	89	18%	£4,294	25%	13%
South East England	66	13%	£1,954	11%	14%
South West England	51	10%	£1,685	10%	9%
<b>England total</b>	<b>425</b>	<b>83%</b>	<b>£14,595</b>	<b>84%</b>	<b>87%</b>
<b>Scottish Regions*</b>	<b>Millions</b>	<b>% of total</b>	<b>Millions</b>	<b>% of total</b>	<b>% of total</b>
North Scotland	10	23%	£240	18%	2%
West Scotland	12	28%	£278	21%	4%
East Scotland	15	37%	£654	50%	3%
South Scotland	5	13%	£145	11%	1%
<b>Scotland total</b>	<b>43</b>	<b>8%</b>	<b>£1,147</b>	<b>7%</b>	<b>9%</b>
<b>Welsh Regions*</b>	<b>Millions</b>	<b>% of total</b>	<b>Millions</b>	<b>% of total</b>	<b>% of total</b>
North Wales	8	25%	£170	12%	1%
Mid Wales	4	14%	£245	17%	*
South West Wales	8	27%	£249	17%	1%
South East Wales	11	34%	£809	55%	2%
<b>Wales total</b>	<b>31</b>	<b>6%</b>	<b>£1,238</b>	<b>7%</b>	<b>5%</b>

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

**Table 5.58 (i) ACT detailed visit profiles**  
Volume of visits - quarter by destination country (millions)

Visits	GB		England		Scotland		Wales	
	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Quarter								
Jan – Mar	102	20%	86	20%	7	22%	6	19%
Apr – Jun	147	29%	121	28%	12	25%	11	22%
Jul – Sep	154	30%	129	30%	13	27%	9	17%
Oct – Dec	106	21%	88	21%	9	26%	6	16%
<b>Total</b>	<b>509</b>		<b>425</b>		<b>43</b>		<b>31</b>	

**Table 5.58 (ii) ACT detailed visit profiles**  
Expenditure of visits - quarter by destination country (£ millions)

Visits	GB		England		Scotland		Wales	
	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Quarter								
Jan – Mar	£3,947	23%	£3,293	23%	£212	18%	£374	30%
Apr – Jun	£4,371	25%	£3,613	25%	£318	28%	£250	20%
Jul – Sep	£5,867	34%	£5,023	34%	£334	29%	£441	36%
Oct – Dec	£3,214	18%	£2,666	18%	£284	25%	£173	14%
<b>Total</b>	<b>£17,398</b>		<b>£14,595</b>		<b>£1,148</b>		<b>£1,238</b>	

**Table 5.59 ACT detailed visit profiles**  
Volume and expenditure of visits - main activity by destination country (£ millions)

Measurement	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Going out for entertainment	58	51	3	3	£3,449	£2,946	£135	£339
Undertaking outdoor activities	128	107	9	10	£2,773	£2,314	£155	£232
Watching live sporting events	71	61	6	3	£2,782	£2,492	£149	£130
Going to visitor attractions	84	69	8	5	£3,022	£2,469	£250	£109
Special public events	40	32	4	3	£1,262	£1,016	£137	£95
General day out	128	104	12	8	£4,111	£3,358	£322	£333
<b>Total</b>	<b>509</b>	<b>425</b>	<b>43</b>	<b>31</b>	<b>£17,398</b>	<b>£14,595</b>	<b>£1,147</b>	<b>£1,238</b>

**Table 5.60 ACT detailed visit profiles**  
Volume of visits - main activity by destination type visited (millions)

Measurement	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Going out for entertainment	37	19%	10	10%	6	4%	5	8%
Undertaking outdoor activities	28	15%	24	26%	55	38%	17	28%
Watching live sporting events	41	21%	16	17%	10	7%	3	5%
Going to visitor attractions	35	18%	14	15%	25	17%	7	11%
Special public events	18	9%	8	8%	11	7%	2	4%
General day out	36	18%	22	23%	39	27%	27	44%
<b>Total</b>	<b>195</b>		<b>93</b>		<b>147</b>		<b>62</b>	

**Table 5.61 ACT detailed visit profiles**  
Volume of visits - detailed activity, destination country and destination type (millions)

Country	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/ coast
<b>Detailed activity</b>	-							
<b>Attending events</b>								
Attended a live music concert/ music festival	25	20	3	2	15	4	4	2
Attended an indoor exhibition	11	9	1	1	7	1	2	1
Attended an outdoor fair/exhibition/show	17	14	1	1	6	4	5	2
Attended an arts/ cultural festival / arts show	21	17	2	1	10	4	6	1
Attended a food/local produce event	12	11	1	0	5	2	3	1
Watched a live football match (not on TV)	39	34	3	2	25	8	5	1
Watched other live sport (not on TV)	28	23	2	1	12	7	6	1
<b>Walking</b>								
Centre based walking	51	44	4	2	23	12	7	8
Short walk/stroll – up to 2 miles	71	58	6	5	17	13	22	18
Long walk, hike or ramble	67	54	7	6	13	8	35	11

**Table 5.62 ACT detailed visit profiles (continued)**  
Volume of visits - detailed activity by destination country and destination type (millions)

Country	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/ coast
Detailed activity	Millions							
<b>Sport activities</b>								
Went to the gym, aerobics class, etc.	6	4	0	1	3	2	1	0
Played golf	11	9	1	1	3	3	4	2
Running, jogging, orienteering	12	10	1	1	3	2	4	2
Swimming	9	7	1	1	3	2	2	2
Outdoor sports	9	7	1	1	2	2	4	1
<b>Visiting attractions and sightseeing</b>								
Went on a guided tour	15	12	1	1	7	3	4	1
Sightseeing by car	21	16	3	1	4	4	8	5
Sightseeing on foot	75	62	7	5	23	11	23	16
<b>Visiting heritage</b>								
Visited a cathedral, church, abbey or other religious building	20	17	2	1	10	3	5	2
Visited a castle/other historic site	26	21	3	2	8	5	9	4
Visited a historic house, stately home, palace	27	23	2	2	8	4	12	2
Visited a museum	33	26	4	2	19	5	6	2

**Table 5.62 ACT detailed visit profiles (continued) (3)**  
Volume of visits - detailed activity by destination country and destination type (millions)

Country	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/ coast
<b>Detailed activity</b>	Millions							
<b>Visiting attractions and sightseeing</b>								
Visited a beach	38	29	3	5	3	3	4	29
Visited a country park	37	30	3	3	9	8	17	3
Visited a garden	38	33	3	2	12	5	16	3
Visited a theme/ amusement park	16	14	1	1	6	2	3	4
Visited a wildlife attraction/nature reserve	26	20	2	3	4	5	12	5
Visited a zoo/safari park	15	13	1	0	5	2	4	4
Visited an art gallery	11	8	2	1	6	1	2	1
Visited another type of attraction	18	14	2	1	6	2	5	3
Viewed architecture	26	20	3	2	13	5	5	3
<b>Eating and drinking</b>								
Went for a drink in a pub, club, etc.	26	22	2	1	9	4	6	7
Went for a meal in a restaurant/café, etc.	46	37	4	3	16	8	9	12
Went for a snack in a fast food outlet,	25	20	3	1	10	4	4	6

**Table 5.62 ACT detailed visit profiles (continued) (4)**  
Volume of visits - detailed activity by destination country and destination type (millions)

Country	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/ coast
Detailed activity	Millions							
Friends and family								
Visited family for leisure	10	9	1	0	4	1	3	1
Visited friends for leisure	14	12	1	1	5	3	4	2
Played with children	30	25	2	2	6	6	8	9
Other activities								
Went to the theatre	23	20	1	1	16	2	2	2
Had a picnic or BBQ	27	22	2	1	4	5	10	6
Just relaxed	66	56	4	5	21	11	18	14
Spa treatments	3	3	0	0	2	1	0	0
Sunbathing	19	15	1	1	4	3	3	8
Watched wildlife, bird watching	37	30	4	3	5	6	17	7
<b>Total</b>	<b>509</b>	<b>425</b>	<b>43</b>	<b>31</b>	<b>195</b>	<b>93</b>	<b>147</b>	<b>62</b>

**Table 5.63 ACT detailed visit profiles**  
Volume and expenditure of visits - disabilities/impairments in party by country of visit (£ millions)

	Volume				Expenditure			
Country	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Disability or impairment in party	Millions							
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	34	28	3	2	£1,454	£1,211	£63	£37
Someone in party has mobility impairment (non-wheelchair user)	36	30	3	2	£1,241	£1,089	£114	£31
Someone in party is deaf/have partial hearing loss	27	23	2	1	£842	£767	£41	£26
Someone in party has mobility impairment (wheelchair user)	9	7	1	1	£201	£134	£55	£5
Someone in party has learning difficulties	8	6	1	0	£487	£356	£41	£34
Someone in party is blind/partially sighted	12	11	1	0	£387	£363	£23	£2
<b>Net: Disability or impairment in party</b>	<b>100</b>	<b>84</b>	<b>9</b>	<b>5</b>	<b>£3,687</b>	<b>£3,086</b>	<b>£294</b>	<b>£106</b>
<b>No disabilities/impairments in party</b>	<b>386</b>	<b>322</b>	<b>32</b>	<b>25</b>	<b>£13,292</b>	<b>£11,184</b>	<b>£788</b>	<b>£1,107</b>
<b>Total</b>	<b>509</b>	<b>425</b>	<b>43</b>	<b>31</b>	<b>£17,398</b>	<b>£14,595</b>	<b>£1,147</b>	<b>£1,238</b>

**Table 5.64 ACT detailed visit profiles**  
Volume and expenditure of visits - trip duration by destination country (millions)

-	Volume				Expenditure			
	Country	GB	England	Scotland	Wales	GB	England	Scotland
3 hours to 3 hours 59	193	163	16	11	£4,687	£3,995	£273	£385
4 hours to 4 hours 59	121	99	12	9	£3,962	£3,369	£376	£145
5 hours to 5 hours 59	68	58	5	3	£2,609	£2,374	£141	£86
6 hours or more	127	105	10	9	£6,140	£4,857	£358	£622
<b>Total</b>	<b>509</b>	<b>425</b>	<b>43</b>	<b>31</b>	<b>£17,398</b>	<b>£14,595</b>	<b>£1,147</b>	<b>£1,238</b>

**Table 5.65 ACT detailed visit profiles**  
Volume of visits - trip duration by destination country (millions)

Measurement	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
3 hours to 3 hours 59	68	35%	42	45%	58	40%	20	32%
4 hours to 4 hours 59	42	21%	23	25%	40	27%	15	24%
5 hours to 5 hours 59	28	14%	10	11%	20	14%	9	14%
6 hours or more	57	29%	18	19%	28	19%	19	31%
<b>Total</b>	<b>195</b>		<b>93</b>		<b>147</b>		<b>62</b>	

**Table 5.66 ACT detailed visit profiles**  
Volume of visits - trip duration by main activity undertaken (millions)

	Going out for entertainment	Other day out for leisure	Watching live sporting events	Going to visitor attractions	Special public events	General day out
3 hours to 3 hours 59	21	60	32	22	14	44
4 hours to 4 hours 59	14	30	16	20	8	32
5 hours to 5 hours 59	8	16	9	13	4	18
6 hours or more	15	22	14	29	13	33
<b>Total</b>	<b>58</b>	<b>128</b>	<b>71</b>	<b>84</b>	<b>40</b>	<b>128</b>

### Table 5.67 ACT detailed visit profiles

Volume and expenditure of visits - main destination type visited by destination country (millions)

Country	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
City/large town	195	164	18	8	£8,622	£7,148	£662	£543
Small town	93	78	8	6	£2,517	£2,086	£158	£264
Village/ countryside	147	125	12	9	£3,477	£3,004	£251	£177
Seaside/coast	62	47	5	8	£2,285	£1,922	£71	£234
<b>Total</b>	<b>509</b>	<b>425</b>	<b>43</b>	<b>31</b>	<b>£17,398</b>	<b>£14,595</b>	<b>£1,147</b>	<b>£1,238</b>

**Table 5.68 ACT detailed visit profiles**  
Volume and expenditure of visits - destination type by destination country (millions)

Country	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
City/large town	202	170	19	9	£8,929	£7,392	£705	£553
Small town	106	90	9	7	£2,843	£2,377	£180	£276
Village/countryside	159	134	13	10	£3,862	£3,319	£304	£194
Seaside/coast	67	51	5	8	£2,580	£2,166	£76	£279
<b>Total</b>	<b>509</b>	<b>425</b>	<b>43</b>	<b>31</b>	<b>£17,398</b>	<b>£14,595</b>	<b>£1,147</b>	<b>£1,238</b>

**Table 5.69 ACT detailed visit profiles**

Volume and expenditure of visits - claimed distance travelled by destination country (millions)

Country	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Less than 5 miles	76	64	6	4	£1,232	£1,091	£90	£46
Between 5 and 10 miles	87	72	8	5	£2,083	£1,768	£149	£127
11 to 20 miles	80	67	6	5	£2,032	£1,725	£98	£149
21 to 40 miles	77	65	6	4	£2,251	£1,961	£191	£89
41 to 60 miles	49	41	4	2	£1,705	£1,456	£134	£96
61 to 80 miles	34	28	3	2	£1,475	£1,261	£73	£141
81 to 100 miles	24	19	2	1	£1,807	£1,650	£80	£58
Over 100 miles	54	43	5	5	£3,929	£3,008	£304	£523
<b>Total</b>	<b>509</b>	<b>425</b>	<b>43</b>	<b>31</b>	<b>£17,398</b>	<b>£14,595</b>	<b>£1,147</b>	<b>£1,238</b>

**Table 5.70 ACT detailed visit profiles**  
Volume of visits - distance travelled by destination type visited (millions)

Measurement	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Less than 5 miles	32	17%	17	18%	16	11%	8	13%
Between 5 and 10 miles	33	17%	20	22%	24	16%	8	13%
11 to 20 miles	29	15%	14	15%	27	19%	7	12%
21 to 40 miles	25	13%	14	15%	29	20%	8	12%
41 to 60 miles	17	9%	7	8%	17	12%	7	11%
61 to 80 miles	10	5%	8	8%	9	6%	5	9%
81 to 100 miles	9	5%	3	3%	6	4%	4	6%
Over 100 miles	23	12%	6	7%	13	9%	11	17%
Don't know	16	8%	4	5%	5	3%	5	7%
Average distance (miles)	49		37		44		65	

**Table 5.71 ACT detailed visit profiles**  
Volume of visits - claimed distance by main activity undertaken (millions)

	Going out for entertainment	Other day out for leisure	Watching live sporting events	Going to visitor attractions	Special public events	General day out
Less than 5 miles	7	20	18	7	9	14
Between 5 and 10 miles	8	28	10	12	6	22
11 to 20 miles	10	22	10	11	6	21
21 to 40 miles	8	19	8	17	6	19
41 to 60 miles	5	12	4	10	2	14
61 to 80 miles	4	7	6	7	1	9
81 to 100 miles	3	4	4	4	2	6
Over 100 miles	7	10	9	8	4	15
Don't know	6	5	2	7	2	8
Average distance (miles)	51	39	48	51	45	52

**Table 5.72 ACT detailed visit profiles**  
Volume and expenditure of transport used by destination country (millions)

Country	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
<b>Net: Any car</b>	309	256	26	22	£11,027	£9,178	£782	£918
Car – own/friends/family	299	247	26	21	£10,141	£8,376	£734	£883
Car – hired	10	9	0	1	£885	£802	£48	£36
<b>Net: Public transport</b>	93	80	8	3	£3,864	£3,356	£255	£204
Train	56	48	5	2	£3,096	£2,697	£185	£188
A regular bus/coach	37	32	3	1	£768	£659	£70	£16
Organised coach tour	7	6	0	0	£210	£200	£3	£6
Taxi	10	9	0	0	£359	£336	£12	£4
Walked/on foot	49	37	6	4	£718	£532	£64	£86
Bicycle	8	7	0	1	£120	£100	£1	£3
Tube	17	16	0	-	£604	£592	£4	-
Tram	2	2	0	0	£29	£24	£5	-
Motorised caravan/campervan	2	2	0	0	£25	£12	£1	£12
Plane	3	2	0	1	£252	£97	£18	-
Boat/ship/ferry	1	1	0	-	£37	£32	£1	-
Lorry/truck/van	1	1	0	-	£30	£30	-	-
Other	7	6	1	0	£124	£109	£3	£5
<b>Total</b>	<b>509</b>	<b>425</b>	<b>43</b>	<b>31</b>	<b>£17,398</b>	<b>£14,595</b>	<b>£1,147</b>	<b>£1,238</b>

**Table 5.73 ACT detailed visit profiles**  
Volume of visits - transport used by destination type (millions)

Measurement	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
<b>Net: Any car</b>	90	46%	60	65%	108	74%	43	69%
Car – own/friends/family	88	45%	57	61%	105	71%	42	68%
Car – hired	3	1%	3	3%	3	2%	1	1%
<b>Net: Public transport</b>	55	28%	14	15%	15	10%	7	12%
Train	37	19%	8	8%	6	4%	4	7%
A regular bus/coach	18	9%	7	7%	9	6%	3	5%
Organised coach tour	3	1%	1	1%	2	1%	1	2%
Taxi	5	3%	1	1%	2	1%	1	2%
Walked/on foot	19	10%	11	11%	11	8%	6	10%
Bicycle	2	1%	1	1%	5	3%	0	1%
Tube	15	8%	1	1%	0	*	0	1%
Tram	2	1%	0	*	0	*	0	*
Motorised caravan/campervan	0	*	0	*	1	1%	1	1%
Plane	1	1%	1	1%	1	*	0	*
Boat/ship/ferry	0	*	0	*	0	*	-	-
Lorry/truck/van	1	*	0	*	1	*	0	*
<b>Total</b>	<b>195</b>		<b>93</b>		<b>147</b>		<b>62</b>	

**Table 5.74 ACT detailed visit profiles**

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>Net: Transport</b>	31%	31%	29%	28%
Fuel	12%	12%	12%	16%
Bus fares, car parking	9%	9%	8%	10%
Rail, tube or tram tickets	10%	10%	8%	4%
Water transport	1%	1%	1%	*
Air transport	1%	1%	1%	1%
Car/other vehicle hire	2%	2%	2%	1%
<b>Net: Eating and drinking</b>	53%	54%	50%	57%
Eating/drinking out in cafes, restaurants, etc.	43%	44%	39%	43%
Food bought in shops/ takeaways and consumed on trip	17%	17%	17%	25%
<b>Net: Entrance charges</b>	24%	24%	26%	25%
Entrance to visitor attractions	11%	10%	10%	13%
Tickets/entrance to events, shows or clubs	11%	11%	12%	11%
Tickets to watch sporting events	5%	5%	5%	7%
Entrance to sports/leisure centres	3%	3%	4%	4%
'Special' shopping (i.e. not routine)	10%	10%	8%	9%
<b>Net: Other items</b>	2%	2%	2%	3%
Package travel or package tours	1%	1%	1%	1%
Other travel services	1%	1%	1%	2%
Hiring equipment	1%	1%	1%	1%

**Table 5.74 ACT detailed visit profiles (continued)**  
Average spend per visit (including zero spend) - 2018

Main visit activity		English regions (former GORs)	
Going out for entertainment	£59	North East England	£36
Special public event	£32	North West England	£28
Watched live sporting events (not on TV)	£39	Yorkshire and The Humber	£39
Going to visitor attractions	£36	East Midlands	£23
General day out	£32	West Midlands	£27
Undertaking outdoor activities	£22	East of England	£32
		London	£48
Destination type visited		South East England	£30
City/ large town	£44	South West England	£33
Small town	£27	Welsh regions (Regional Tourism Partnerships)	
Village/ countryside	£24	Mid	£55
Seaside/ coast	£37	North	£21
		South West	£30
		South East	£75
		Scottish regions (see page 10 for details)	
		North	£25
		West	£24
		East	£43
		South	£27

## 3 hours + Visits

- Detailed visit profiles
- 2011 to 2018 trends
- Sub-national results



**3 hours + Visits – detailed visit profiles**

**Table 5.75 3hr+ visits detailed visit profiles**  
Volume of visits and expenditure by destination (millions)

Measurement	Volume		Expenditure		GB population distribution (16+ population)
	Millions	% of total	Millions	% of total	% of total
<b>GB total</b>	<b>2,796</b>	<b>100%</b>	<b>£91,158</b>	<b>100%</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	135	5%	£4,085	4%	4%
North West England	290	10%	£9,007	10%	12%
Yorkshire and The Humber	228	8%	£7,650	8%	9%
East Midlands	175	6%	£4,448	5%	7%
West Midlands	215	8%	£6,143	7%	9%
East of England	236	8%	£7,123	8%	10%
London	421	15%	£18,526	20%	13%
South East England	387	14%	£10,596	12%	14%
South West England	252	9%	£8,059	9%	9%
<b>England total</b>	<b>2,338</b>	<b>84%</b>	<b>£75,636</b>	<b>83%</b>	<b>86%</b>
<b>Scottish Regions*</b>	<b>Millions</b>	<b>% of total</b>	<b>Millions</b>	<b>% of total</b>	<b>% of total</b>
North Scotland	47	18%	£2,030	23%	2%
West Scotland	86	34%	£2,483	28%	4%
East Scotland	90	36%	£3,296	38%	3%
South Scotland	31	12%	£963	11%	1%
<b>Scotland total</b>	<b>259</b>	<b>9%</b>	<b>8,753</b>	<b>10%</b>	<b>9%</b>
<b>Welsh Regions*</b>	<b>Millions</b>	<b>% of total</b>	<b>Millions</b>	<b>% of total</b>	<b>% of total</b>
North Wales	33	22%	£966	19%	1%
Mid Wales	18	12%	£582	11%	*
South West Wales	38	25%	£1,211	23%	1%
South East Wales	62	41%	£2,443	47%	2%
<b>Wales total</b>	<b>149</b>	<b>5%</b>	<b>£5,170</b>	<b>6%</b>	<b>5%</b>

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

**Table 5.76 3hr+ visits detailed visit profiles**

Rewighted change over time in headline volume and expenditure of visits

Year	Volume									Expenditure								
	2011	2012	2013	2014	2015	2016	2017	2018	% Change 2017/2018	2011	2012	2013	2014	2015	2016	2017	2018	% Change 2017/2018
England	2,573	2,735	2,513	2,520	2,452	2,598	2,471	2,338	-5%	£69,971	£74,099	£70,994	£69,782	£71,634	£77,002	£71,996	£75,636	+5%
Scotland	315	301	272	276	272	272	266	259	-3%	£10,125	£8,630	£8,161	£8,657	£7,477	£8,009	£8,860	£8,753	-1%
Wales	197	189	166	172	150	167	163	149	-9%	£4,782	£5,913	£4,743	£4,284	£4,258	£5,245	£5,713	£5,170	-10%
GB total	3,089	3,228	2,957	2,997	2,913	3,077	2,943	2,796	-5%	£85,201	£88,773	£84,171	£83,904	£84,367	£91,776	£87,943	£91,158	+4%

**Table 5.77 3hr+ visits detailed visit profiles**

Volume of visits by quarter and destination country (millions)

Visits	GB		England		Scotland		Wales	
	Millions	% of total						
Jan – Mar	642	23%	538	23%	59	23%	33	22%
Apr – Jun	730	26%	610	26%	64	25%	41	28%
Jul – Sep	747	27%	627	27%	67	26%	41	38%
Oct – Dec	677	24%	563	24%	69	27%	34	23%
Total	2,796		2,338		259		149	

**Table 5.78 3hr+ visits detailed visit profiles**  
Volume and expenditure of visits - main activity by destination country (millions)

Country	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Visiting friends or family	763	647	70	38	£16,196	£13,386	£1,426	£1,080
Special' shopping	163	137	16	9	£12,611	£10,454	£1,568	£510
Going out for a meal	279	233	27	14	£12,836	£10,637	£1,258	£641
Going on a night out	296	251	26	15	£10,254	£8,346	£1,248	£453
Going out for entertainment	180	153	16	8	£6,871	£5,805	£496	£537
Undertaking outdoor activities	234	192	24	16	£3,747	£3,175	£231	£269
Other leisure/hobbies	98	83	8	6	£2,327	£2,117	£124	£77
Taking part in sports	80	65	9	4	£2,222	£1,851	£324	£45
Watching live sporting events	93	80	7	4	£3,802	£3,409	£212	£171
Going to visitor attractions	95	79	9	5	£3,341	£2,731	£306	£109
Special public events	48	39	5	4	£1,692	£1,382	£197	£99
Special personal events	52	44	5	3	£1,438	£960	£141	£311
Day out to health/beauty spa	16	14	1	1	£1,088	£1,016	£39	£28
General day out	164	134	17	10	£5,012	£4,082	£461	£361
Other day out for leisure	57	47	6	3	£1,858	£1,500	£208	£137
<b>Total</b>	<b>2,796</b>	<b>2,338</b>	<b>259</b>	<b>149</b>	<b>£91,158</b>	<b>£75,636</b>	<b>£8,753</b>	<b>£5,170</b>

**Table 5.79 3hr+ visits detailed visit profiles**  
Volume of visits - main activity by destination type visited (millions)

Main activity	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Visiting friends or family	309	25%	243	33%	148	26%	50	23%
Special' shopping	103	8%	39	5%	10	2%	7	3%
Going out for a meal	133	11%	76	10%	52	9%	16	7%
Going on a night out	148	12%	89	12%	43	8%	14	6%
Going out for entertainment	114	9%	41	6%	11	2%	12	6%
Undertaking outdoor activities	59	5%	50	7%	92	16%	25	12%
Other leisure/hobbies	35	3%	27	4%	23	4%	8	4%
Taking part in sports	39	3%	23	3%	14	2%	3	1%
Watching live sporting events	55	5%	20	3%	12	2%	4	2%
Going to visitor attractions	40	3%	16	2%	27	5%	8	4%
Special public events	23	2%	9	1%	12	2%	3	1%
Special personal events	24	2%	13	2%	13	2%	3	1%
Day out to health/beauty spa	7	1%	4	*	4	1%	1	*
General day out	48	4%	31	4%	48	9%	33	15%
Other day out for leisure	21	2%	10	1%	14	3%	10	4%
<b>Total</b>	<b>1,229</b>		<b>731</b>		<b>562</b>		<b>217</b>	

**Table 5.80 3hr+ visits detailed visit profiles**  
Volume of visits - main activity by 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>	Millions								
Visiting friends or family	36	81	63	50	59	70	100	124	66
Special' shopping	9	19	14	10	13	11	29	19	13
Going out for a meal	12	25	20	16	21	27	52	35	24
Going on a night out	18	38	29	18	24	21	41	39	24
Going out for entertainment	8	18	13	9	16	15	40	23	12
Outdoor activities	9	25	21	16	15	21	27	33	25
Other leisure/ hobbies	6	10	6	5	7	10	15	13	9
Taking part in sports	3	6	6	3	8	7	16	9	7
Watching live sporting events	6	12	7	7	8	6	14	13	6
Going to visitor attractions	4	8	6	6	7	7	16	14	11
Special public events	1	4	3	3	5	5	10	3	4
Special personal events	2	5	4	5	4	4	10	7	4
Day out to health/ beauty spa	1	2	2	1	1	1	3	2	1
General day out	8	16	14	10	11	11	20	24	21
Other day out for leisure	2	5	6	5	4	6	4	8	7
<b>Total</b>	<b>135</b>	<b>290</b>	<b>228</b>	<b>175</b>	<b>215</b>	<b>236</b>	<b>421</b>	<b>387</b>	<b>252</b>

**Table 5.81 3hr+ visits detailed visit profiles**  
Volume of visits - main activity by Welsh and Scottish destination region (millions)

Part of Country	Welsh destination regions*				Scottish destination regions*			
	Mid	North	South East	South West	East	West	North	South
Visiting friends or family	4	9	14	9	26	21	12	9
Special' shopping	2	1	4	2	6	5	2	1
Going out for a meal	1	3	7	3	8	10	5	4
Going on a night out	1	3	7	4	7	12	4	2
Going out for entertainment	1	1	5	2	6	6	3	1
Outdoor activities	2	4	6	4	9	7	5	3
Other leisure/ hobbies	1	2	2	2	2	2	2	1
Taking part in sports	1	1	2	1	3	3	1	1
Watching live sporting events	0	1	3	2	3	3	1	0
Going to visitor attractions	0	2	2	1	3	2	2	1
Special public events	1	1	1	0	2	1	1	0
Special personal events	0	1	1	1	1	1	1	1
Day out to health/ beauty spa	0	0	0	0	0	0	0	0
General day out	2	3	3	2	6	5	4	3
Other day out for leisure	0	1	1	1	2	1	1	1
<b>Total</b>	<b>18</b>	<b>33</b>	<b>62</b>	<b>38</b>	<b>90</b>	<b>86</b>	<b>47</b>	<b>31</b>

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

**Table 5.82 3hr+ visits detailed visit profiles**  
Volume of visits - detailed activity by destination country and destination type (millions)

Country	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/coast
Went for a meal in a restaurant, café, hotel, pub, etc.	379	314	39	19	178	94	66	36
Visited family for leisure	373	316	34	18	142	119	81	26
Went for a drink in a pub, club, hotel, etc	348	295	30	17	171	94	54	27
Visited friends for leisure	261	220	27	13	108	79	52	18
Just relaxed	235	198	20	14	93	53	52	34
Short walk/stroll – up to 2 miles/1 hours	214	176	20	13	73	50	49	36
Long walk, hike or ramble (minimum of 2 miles/1 hours)	157	124	19	11	44	27	63	21
Sightseeing on foot	156	129	15	9	60	26	38	29
Went to the cinema	137	117	13	6	85	36	8	7
Centre based walking (i.e. around a city/town centre)	137	116	12	6	74	30	13	18
Went for a snack in a fast food outlet, takeaway, etc.	126	105	12	6	62	28	17	18
Played with children	94	78	8	7	28	23	21	18
Watched wildlife, bird watching	86	70	9	6	18	14	35	15
Visited a country park	36	71	7	7	29	19	31	5
<b>Total</b>	<b>2,796</b>	<b>2,338</b>	<b>259</b>	<b>149</b>	<b>1,229</b>	<b>731</b>	<b>562</b>	<b>217</b>

**Table 5.82 3hr+ visits detailed visit profiles (continued)**  
Volume of visits - detailed activity by destination country and destination type (millions)

Country	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/coast
Visited a beach	81	63	7	9	10	8	8	54
Visited a garden	82	70	8	4	30	13	30	6
Watched a live football match (not on TV)	83	71	7	5	53	17	10	3
Visited a museum	60	49	6	4	37	9	9	5
Went to the gym, aerobics class, yoga, etc.	68	56	6	5	36	19	8	4
Special shopping for items you do not regularly buy	57	49	5	3	27	11	9	9
Watched other live sport (not on TV)	57	49	5	3	29	13	11	3
Had a picnic or BBQ	70	60	5	4	21	12	22	14
Visited a wildlife attraction/nature reserve	63	50	5	6	16	12	24	9
Played golf	50	39	7	4	13	11	19	5
Visited a castle/other historic site	52	42	6	3	19	12	14	6
Attended a live music concert/music festival	52	41	6	4	28	9	8	6
Sightseeing by car	52	41	6	4	15	10	17	10
Did outdoor sports – football, rugby, hockey, cricket, athletics, etc.	53	45	5	3	20	13	14	4
<b>Total</b>	<b>2,796</b>	<b>2,338</b>	<b>259</b>	<b>149</b>	<b>1,229</b>	<b>731</b>	<b>562</b>	<b>217</b>

**Table 5.82 3hr+ visits detailed visit profiles (continued) (5)**  
Volume of visits - detailed activity by destination country and destination type (millions)

Country	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/coast
Swimming (indoors or outdoors)	57	47	5	3	23	12	12	10
Viewed architecture (traditional or modern)	54	43	5	4	28	9	11	5
Visited a historic house, stately home, palace	49	41	4	2	16	7	20	4
Running, jogging, orienteering	52	43	4	3	22	12	12	5
Went to the theatre	50	43	3	2	33	8	5	4
Sunbathing	53	44	5	3	15	9	12	16
Visited another type of attraction	41	33	4	4	15	6	12	6
Cycled – on a road/surfaced path	52	45	4	2	22	10	14	6
Attended an arts/cultural festival/cultural event/arts show	48	38	5	3	23	8	11	5
Outdoor fair/exhibition/show (e.g. gardening or agricultural show)	34	28	3	2	12	8	9	4
Visited a cathedral, church, abbey or other religious building	44	36	4	2	20	10	9	4
Informal sport (e.g. cricket, rounders, football, skateboarding)	32	27	2	1	13	8	7	3
Visited a zoo/safari park/aquarium	33	27	3	2	14	6	7	4
Visited a theme/amusement park	31	26	1	2	11	5	6	8
Visited a location associated with a TV series, film or literature	31	26	3	2	12	8	6	5
<b>Total</b>	<b>2,796</b>	<b>2,338</b>	<b>259</b>	<b>149</b>	<b>1,229</b>	<b>731</b>	<b>562</b>	<b>217</b>

**Table 5.82 3hr+ visits detailed visit profiles (continued) (6)**  
Volume of visits - detailed activity by destination country and destination type (millions)

Country	Destination country				Destination type			
	GB	England	Scotland	Wales	City/ large town	Small town	Village/ countryside	Seaside/coast
Did indoor sport - 5-a-side football, badminton, basketball, ice hockey, etc.	32	28	2	2	15	8	4	4
Mountain biking	34	28	3	2	12	6	11	3
Visited an art gallery	30	24	3	2	18	4	5	3
Attended a food/local produce event (e.g. food festival, farmers market)	34	31	2	1	16	7	8	3
Fishing – sea angling, coarse fishing, game fishing	27	23	2	2	8	3	11	6
Went on a guided tour on foot, bus or other transport	34	29	3	2	16	7	7	4
Indoor exhibition (e.g. Ideal Home, motor show, holiday exhibition)	25	22	2	2	14	4	3	3
Adventure sports (e.g. skiing, snowboarding, rafting, canyoning)	29	24	3	2	12	6	7	3
Horse riding, pony trekking	26	22	2	2	11	4	8	2
Spa/beauty/health treatments	32	27	2	2	15	9	6	3
Attended an evening class	20	17	2	1	8	5	5	2
Visited a scenic/historic railway	26	23	2	1	10	6	7	4
Boating/sailing/watersports - on or by the sea (e.g. canoeing, surfing, jet ski)	24	20	1	2	8	6	7	4
Boating/sailing/watersports - inland (e.g. canoeing, motor boat, canal boating)	24	19	2	2	9	5	7	2
Attended a special event of a personal nature (e.g. wedding, graduation, christening)	18	15	1	2	8	3	3	3
<b>Total</b>	<b>2,796</b>	<b>2,338</b>	<b>259</b>	<b>149</b>	<b>1,229</b>	<b>731</b>	<b>562</b>	<b>217</b>

**Table 5.83 3hr+ visits detailed visit profiles**

Volume and expenditure of visits - disabilities/impairments in party by country of visit (millions)

Country	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Someone in party has mobility impairment (wheelchair user) (NET)	72	61	5	4	3,547	3,143	288	56
Someone in party has mobility impairment (non-wheelchair user) NET	203	171	16	12	6,208	5,191	566	416
Someone in party is blind/partially sighted (NET)	72	60	5	5	3,059	2,861	76	122
Someone in party is deaf/has partial hearing loss (NET)	145	122	12	9	5,600	5,090	270	216
Someone in party has learning difficulties (NET)	48	40	2	4	3,458	2,778	214	361
Someone in party has long-term illness (NET)	219	181	19	15	7,432	6,205	554	420
Net: Disability or impairment in party	569	476	46	35	20,956	17,860	1,516	1,222
No disabilities/ impairments in party	2,073	1,741	200	105	66,956	55,296	6,924	3,523
<b>Total</b>	<b>2,796</b>	<b>2,338</b>	<b>259</b>	<b>149</b>	<b>91,158</b>	<b>75,636</b>	<b>8,753</b>	<b>5,170</b>

**Table 5.84 3hr+ visits detailed visit profiles**  
Volume of visits - disability/impairments in party by 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
Someone in party has mobility impairment (wheelchair user) (NET)	5	6	7	5	5	3	16	8	5
Someone in party has mobility impairment (non-wheelchair user) NET	9	21	18	14	16	16	30	25	22
Someone in party is blind/partially sighted (NET)	3	8	5	7	6	4	16	4	6
Someone in party is deaf/has partial hearing loss (NET)	5	17	12	12	15	14	15	18	14
Someone in party has learning difficulties (NET)	3	4	3	2	5	4	9	6	4
Someone in party has long-term illness (NET)	10	22	23	12	17	15	27	33	22
<b>Net: Disability or impairment in party</b>	<b>26</b>	<b>58</b>	<b>51</b>	<b>39</b>	<b>50</b>	<b>47</b>	<b>81</b>	<b>73</b>	<b>52</b>
No disabilities/ impairments in party	102	220	166	127	150	179	316	294	187
<b>Total</b>	<b>135</b>	<b>290</b>	<b>228</b>	<b>175</b>	<b>215</b>	<b>236</b>	<b>421</b>	<b>387</b>	<b>252</b>

**Table 5.85 3hr+ visits detailed visit profiles**  
Volume of visits - disability/impairments in party by Welsh and Scottish destination region (millions)

Part of Country	Welsh destination regions*				Scottish destination regions*			
	Mid	North	South East	South West	East	West	North	South
Someone in party has mobility impairment (wheelchair user) (NET)	0	1	2	1	1	2	2	1
Someone in party has mobility impairment (non-wheelchair user) NET	1	4	4	4	5	6	5	2
Someone in party is blind/partially sighted (NET)	1	2	2	2	1	1	2	1
Someone in party is deaf/has partial hearing loss (NET)	1	3	4	3	4	4	3	1
Someone in party has learning difficulties (NET)	0	2	1	1	1	0	0	0
Someone in party has long-term illness (NET)	2	4	6	5	6	5	4	3
<b>Net: Disability or impairment in party</b>	<b>3</b>	<b>10</b>	<b>14</b>	<b>11</b>	<b>14</b>	<b>14</b>	<b>13</b>	<b>7</b>
<b>No disabilities/ impairments in party</b>	<b>13</b>	<b>21</b>	<b>43</b>	<b>25</b>	<b>70</b>	<b>68</b>	<b>31</b>	<b>23</b>
<b>Total</b>	<b>18</b>	<b>33</b>	<b>62</b>	<b>38</b>	<b>90</b>	<b>86</b>	<b>47</b>	<b>31</b>

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

**Table 5.86 3hr+ visits detailed visit profiles**  
Volume of visits - disability by main activity undertaken (millions)

Disability type	Someone in party has mobility impairment (wheelchair user)	Someone in party has mobility impairment (non-wheelchair user)	Someone in party is blind/partially sighted	Someone in party is deaf/has partial hearing loss	Someone in party has learning difficulties	Someone in party has long-term illness	Net: disability or impairment in party	No disabilities/ impairments in party
Visited friends or family for leisure	22	60	15	38	13	67	158	570
'Special' shopping for items that you do not regularly buy	4	13	5	8	2	14	35	122
Went out for a meal	7	24	7	15	4	22	59	204
Went on a night out to a bar, pub and/or club	4	17	6	12	2	17	46	238
Went out for entertainment – to a cinema, concert or theatre	4	11	7	9	2	10	32	140
Undertook outdoor leisure activities such as walking, cycling, golf, etc.	4	13	4	13	4	19	42	180
Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)	5	8	4	7	2	8	25	64
Took part in sports, including exercise classes, going to the gym	2	3	3	5	2	6	16	58
Watched live sporting event (not on TV)	2	5	3	3	2	6	16	72
Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.	3	8	2	5	2	8	22	69
Went to a special public event such as a festival, exhibition, etc.	1	5	3	5	1	4	13	31
Went to a special event of a personal nature such as a wedding, graduation, christening, etc.	2	5	3	3	1	6	14	36
Went on days out to a beauty/health centre /spa, etc.	1	1	1	1	1	1	4	11
Went on general days out/ to explore an area	3	12	4	6	2	9	28	129
Went on day trips/excursions for another leisure purpose not mentioned above	2	6	1	4	2	4	16	38

**Table 5.87 3hr+ visits detailed visit profiles**  
Volume of visits - disability by main destination type visited (millions)

	City/large town		Small town		Village/countryside		Seaside/coast	
Disability or impairment in party	Millions	%	Millions	%	Millions	%	Millions	%
Someone in party has mobility impairment (wheelchair user) (NET)	34	3%	17	2%	13	2%	6	3%
Someone in party has mobility impairment (non-wheelchair user) NET	81	7%	54	7%	44	8%	18	8%
Someone in party is blind/partially sighted (NET)	31	2%	15	2%	18	3%	7	3%
Someone in party is deaf/has partial hearing loss (NET)	53	4%	37	5%	36	6%	16	7%
Someone in party has learning difficulties (NET)	21	2%	11	2%	9	2%	5	2%
Someone in party has long-term illness (NET)	86	7%	64	9%	45	8%	19	9%
<b>Net: disability or impairment in party</b>	<b>226</b>	<b>18%</b>	<b>151</b>	<b>21%</b>	<b>126</b>	<b>23%</b>	<b>52</b>	<b>24%</b>
<b>No disabilities/impairments in party</b>	<b>935</b>	<b>76%</b>	<b>548</b>	<b>75%</b>	<b>404</b>	<b>72%</b>	<b>146</b>	<b>67%</b>
<b>Total</b>	<b>1,229</b>		<b>731</b>		<b>562</b>		<b>217</b>	

**Table 5.88 3hr+ visits detailed visit profiles**  
Volume and expenditure of visits - trip duration by destination country (millions)

	Volume				Expenditure			
Country	GB	England	Scotland	Wales	GB	England	Scotland	Wales
3 hours to 3 hours 59	1,168	982	105	65	£33,542	£27,772	£3,204	£2,059
4 hours to 4 hours 59	672	561	63	37	£23,093	£19,821	£1,927	£1,125
5 hours to 5 hours 59	342	284	32	17	£11,566	£9,427	£1,309	£620
6 hours or more	613	510	60	29	£22,956	£18,617	£2,314	£1,366
<b>Total</b>	<b>2,796</b>	<b>2,339</b>	<b>259</b>	<b>149</b>	<b>£91,158</b>	<b>£75,636</b>	<b>£8,753</b>	<b>£5,170</b>

**Table 5.89 3hr+ visits detailed visit profiles**  
Volume of visits - trip duration by destination country (millions)

Measurement	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
3 hours to 3 hours 59	494	40%	335	46%	242	43%	78	36%
4 hours to 4 hours 59	291	24%	177	24%	142	25%	50	23%
5 hours to 5 hours 59	156	13%	84	11%	64	11%	30	14%
6 hours or more	288	23%	135	18%	114	20%	60	28%
<b>Total</b>	<b>1,229</b>		<b>731</b>		<b>562</b>		<b>217</b>	

**Table 5.90 3hr+ visits detailed visit profiles**  
Volume of visits - trip duration by English region of visit (millions)

Measurement	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
3 hours to 3 hours 59	57	126	98	75	95	106	167	159	100
4 hours to 4 hours 59	30	70	57	43	52	57	101	88	63
5 hours to 5 hours 59	17	35	28	19	26	26	53	49	32
6 hours or more	31	59	46	37	42	48	99	91	57
<b>Total</b>	<b>135</b>	<b>290</b>	<b>228</b>	<b>175</b>	<b>215</b>	<b>236</b>	<b>421</b>	<b>387</b>	<b>252</b>

**Table 5.91 3hr+ visits detailed visit profiles**  
Volume of visits - trip duration by Welsh and Scottish destination regions (millions)

	Welsh destination regions*				Scottish destination regions*			
Party Country	Mid Wales	North	South East	South West	East	West	North	South
<b>3 hours to 3 hours 59</b>	7	14	27	19	36	34	20	12
<b>4 hours to 4 hours 59</b>	4	8	17	9	20	21	12	7
<b>5 hours to 5 hours 59</b>	2	4	7	4	13	11	5	3
<b>6 hours or more</b>	5	7	10	6	22	20	10	9
<b>Total</b>	<b>18</b>	<b>33</b>	<b>62</b>	<b>38</b>	<b>90</b>	<b>86</b>	<b>47</b>	<b>31</b>

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

**Table 5.92 3hr+ visits detailed visit profiles**  
Volume of visits - trip duration by 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
3 hours to 3 hours 59	278	81	142	132	89	108	51	45	42	25	17	13	8	61	19
4 hours to 4 hours 59	170	44	70	81	44	59	21	17	22	23	11	11	4	41	14
5 hours to 5 hours 59	91	18	27	39	22	29	10	8	12	15	5	8	2	23	7
6 hours or more	224	20	40	45	25	38	15	10	17	32	15	21	3	39	18
<b>Total</b>	<b>763</b>	<b>163</b>	<b>279</b>	<b>296</b>	<b>180</b>	<b>234</b>	<b>98</b>	<b>80</b>	<b>93</b>	<b>95</b>	<b>48</b>	<b>52</b>	<b>16</b>	<b>164</b>	<b>57</b>

### Table 5.93 3hr+ visits detailed visit profiles

Volume and expenditure of visits - main destination type visited by destination country (millions)

Country	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
City/large town	1,229	1,036	127	49	£50,405	£41,612	£5,405	£2,599
Small town	731	610	68	41	£17,305	£14,264	£1,697	£975
Village/countryside	562	474	45	37	£14,297	£11,981	£1,236	£912
Seaside/coast	217	169	16	20	£7,801	£6,575	£353	£654
<b>Total</b>	<b>2,796</b>	<b>2,338</b>	<b>259</b>	<b>149</b>	<b>£91,158</b>	<b>£75,636</b>	<b>£8,753</b>	<b>£5,170</b>

**Table 5.94 3hr+ visits detailed visit profiles**  
Volume and expenditure of visits – destination type by destination country (millions)

Country	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
City/large town	1,256	1,059	129	51	£51,966	£42,977	£5,531	£2,656
Small town	785	655	73	45	£19,801	£16,345	£1,814	£1,191
Village/countryside	612	516	49	40	£17,018	£14,234	£1,401	£1,043
Seaside/coast	246	191	20	23	£9,982	£8,427	£580	£755
<b>Total</b>	<b>2,796</b>	<b>2,338</b>	<b>259</b>	<b>149</b>	<b>£91,158</b>	<b>£75,636</b>	<b>£8,753</b>	<b>£5,170</b>

**Table 5.95 3hr+ visits detailed visit profiles**

Volume and expenditure of visits - claimed distance travelled by destination country (millions)

Country	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Less than 5 miles	804	678	79	40	£14,329	£12,082	£1,525	£630
Between 5 and 10 miles	546	467	46	26	£12,999	£11,022	£1,088	£623
11 to 20 miles	406	345	35	22	£12,859	£10,966	£1,184	£543
21 to 40 miles	311	261	31	16	£10,413	£8,828	£983	£535
41 to 60 miles	173	145	16	9	£7,559	£6,634	£523	£366
61 to 80 miles	107	89	11	5	£5,214	£4,062	£623	£461
81 to 100 miles	82	68	8	5	£6,044	£5,333	£367	£267
Over 100 miles	229	181	21	18	£18,023	£13,886	£1,982	£1,628
<b>Total</b>	<b>2,796</b>	<b>2,338</b>	<b>259</b>	<b>149</b>	<b>£91,158</b>	<b>£75,636</b>	<b>£8,753</b>	<b>£5,170</b>

**Table 5.96 3hr+ visits detailed visit profiles**  
Volume of visits - distance travelled by 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
Less than 5 miles	40	93	64	50	66	65	111	116	73
Between 5 and 10 miles	26	63	47	30	44	46	87	79	46
11 to 20 miles	21	42	37	28	33	31	60	56	36
21 to 40 miles	15	28	27	24	24	32	36	47	28
41 to 60 miles	8	17	13	14	12	17	23	26	16
61 to 80 miles	5	10	10	5	8	12	15	13	10
81 to 100 miles	4	7	7	6	3	8	15	11	8
Over 100 miles	11	18	14	12	16	19	42	24	26
Don't know	5	11	10	7	8	8	32	14	11
Average distance travelled (miles)	34	29	31	33	31	36	39	31	39

**Table 5.97 3hr+ visits detailed visit profiles**  
Volume of visits - distance travelled by Welsh and Scottish destination region (millions)

Region	Welsh destination regions*				Scottish destination regions*			
	Mid	North	South East	South West	East	West	North	South
Less than 5 miles	3	9	18	9	29	29	11	6
Between 5 and 10 miles	1	6	12	6	14	18	9	4
11 to 20 miles	2	5	8	6	11	13	7	5
21 to 40 miles	2	2	7	4	11	11	5	4
41 to 60 miles	2	2	4	3	5	4	4	2
61 to 80 miles	1	1	3	1	4	3	2	2
81 to 100 miles	1	2	1	1	2	2	1	1
Over 100 miles	5	4	5	5	6	5	7	5
Don't know	1	1	4	1	7	3	1	2
<b>Average distance (miles)</b>	<b>85</b>	<b>45</b>	<b>36</b>	<b>45</b>	<b>33</b>	<b>27</b>	<b>50</b>	<b>55</b>

\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

**Table 5.98 3hr+ visits detailed visit profiles**  
Volume of visits - distance travelled by destination type visited (millions)

Measurement	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Less than 5 miles	354	29%	258	35%	132	24%	41	19%
Between 5 and 10 miles	252	21%	150	21%	98	17%	35	16%
11 to 20 miles	180	15%	99	14%	94	17%	26	12%
21 to 40 miles	125	10%	79	11%	77	14%	25	11%
41 to 60 miles	71	6%	37	5%	45	8%	18	8%
61 to 80 miles	40	3%	25	3%	28	5%	13	6%
81 to 100 miles	34	3%	15	2%	20	4%	11	5%
Over 100 miles	105	9%	45	6%	44	8%	33	15%
Don't know	68	6%	25	3%	23	4%	16	7%
Average distance (miles)	35		28		37		55	

**Table 5.99 3hr+ visits detailed visit profiles**  
Volume of visits - claimed distance by 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
Less than 5 miles	228	31	85	167	45	61	30	29	23	10	11	10	3	26	6
Between 5 and 10 miles	140	32	59	53	41	62	21	17	13	14	7	9	2	33	8
11 to 20 miles	106	31	42	29	34	35	13	10	14	13	7	11	3	26	8
21 to 40 miles	81	25	33	17	19	27	11	7	10	18	7	7	2	21	7
41 to 60 miles	42	13	15	7	11	16	5	4	6	11	4	3	2	17	7
61 to 80 miles	28	8	9	3	5	8	3	2	7	7	2	3	1	10	3
81 to 100 miles	23	5	5	4	4	5	2	2	6	4	3	1	1	7	4
Over 100 miles	81	11	16	10	11	12	7	6	12	9	5	7	2	16	9
Don't know	34	7	14	5	9	9	5	4	3	7	2	1	0	10	5
Average distance (miles)	39	35	28	17	30	28	32	30	49	49	45	49	51	44	61

**Table 5.100 3hr+ visits detailed visit profiles**  
Volume and expenditure of transport used by destination country (millions)

Country	Volume				Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
<b>Net: Any car</b>	1,640	1,373	144	102	£55,607	£46,224	£5,037	£3,724
Car – own/ friends/family	1,585	1,327	140	98	£52,688	£43,546	£4,897	£3,630
Car – hired	55	46	4	4	£2,920	£2,677	£140	£94
<b>Net: Public transport</b>	429	358	48	16	£18,354	£15,086	£2,084	£875
Train	226	191	22	9	£12,872	£10,660	£1,318	£622
A regular bus/coach	203	167	26	7	£5,481	£4,426	£766	£253
Organised coach tour	23	19	2	1	£924	£827	£54	£36
Taxi	104	90	8	3	£4,796	£4,103	£430	£142
Walked/on foot	395	325	44	20	£6,106	£4,951	£697	£322
Bicycle	56	47	5	3	£702	£567	£104	£15
Minibus	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-
Tube	57	55	1	0	£1,838	£1,801	£26	-
Tram	17	15	1	0	£365	£313	£49	£3
Motorised caravan/ campervan	6	5	0	0	£97	£65	£5	£13
Plane	14	7	2	1	£1,233	£693	£193	-
Boat/ship/ferry	5	4	0	0	£314	£306	£2	-
Lorry/truck/van	9	6	0	0	£109	£101	£2	£5
Other	42	34	5	2	£714	£601	£70	£36
<b>Total</b>	<b>2,796</b>	<b>2,338</b>	<b>259</b>	<b>149</b>	<b>£91,158</b>	<b>£75,636</b>	<b>£8,753</b>	<b>£5,170</b>

**Table 5.101 3hr+ visits detailed visit profiles**  
Volume of visits - main mode of transport used by English region visited (millions)

Region	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>Net: Any car</b>	78	168	142	114	136	159	163	248	166
Car – own/friends/family	73	162	138	109	131	155	151	244	164
Car – hired	4	5	4	5	5	4	12	4	2
<b>Net: Public transport</b>	21	42	29	19	31	24	112	48	30
Train	10	22	11	8	15	12	73	27	13
A regular bus/coach	11	21	18	11	16	12	39	20	18
Organised coach tour	1	3	2	2	1	2	5	2	1
Taxi	9	15	8	5	9	8	16	13	6
Walked/on foot	18	45	33	25	26	32	50	60	36
Bicycle	4	2	5	4	3	7	8	7	6
Minibus	-	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-	-
Tube	1	0	0	1	0	1	51	1	1
Tram	0	6	1	1	1	1	4	0	-
Motorised caravan/campervan	1	1	1	0	0	0	0	0	1
Plane	0	1	0	0	0	1	2	2	0
Boat/ship/ferry	0	0	0	0	0	0	1	1	1
Lorry/truck/van	-	1	1	1	1	0	0	1	0
Other	2	5	4	3	3	1	8	5	4
<b>Total</b>	<b>135</b>	<b>290</b>	<b>228</b>	<b>175</b>	<b>215</b>	<b>236</b>	<b>421</b>	<b>387</b>	<b>252</b>

**Table 5.102 3hr+ visits detailed visit profiles**  
Volume of visits - main transport used by destination type (millions)

Region	City/large town		Small town		Village/countryside		Seaside/coast	
Measurement	Millions	%	Millions	%	Millions	%	Millions	%
<b>Net: Any car</b>	627	51%	454	62%	388	69%	137	63%
Car – own/friends/family	605	49%	439	60%	374	67%	133	61%
Car – hired	21	2%	15	2%	14	3%	4	2%
<b>Net: Public transport</b>	258	21%	89	12%	48	9%	28	13%
Train	137	11%	43	6%	26	5%	19	9%
A regular bus/coach	121	10%	46	6%	22	4%	10	4%
Organised coach tour	7	1%	4	1%	8	1%	3	1%
Taxi	59	5%	26	4%	12	2%	6	3%
Walked/on foot	168	14%	123	17%	69	12%	25	12%
Bicycle	21	2%	13	2%	16	3%	4	2%
Minibus	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-
Tube	50	4%	4	*	1	*	1	1%
Tram	10	1%	3	*	2	*	2	1%
Motorised caravan/campervan	1	*	1	*	2	*	2	1%
Plane	5	*	2	*	3	1%	4	2%
Boat/ship/ferry	2	*	1	*	1	*	1	1%
Lorry/truck/van	2	*	2	*	3	1%	2	1%
<b>Total</b>	<b>1,229</b>		<b>731</b>		<b>562</b>		<b>217</b>	

**Table 5.103 3hr+ visits detailed visit profiles**

Historical items purchased during visits by destination country (% of visits when money is spent on each expenditure item)

Region	GB	England	Scotland	Wales
<b>Expenditure items</b>	%	%	%	%
<b>Net: Transport</b>	28	28	25	27
Fuel	11	11	10	15
Bus fares, car parking	10	10	9	8
Rail, tube or tram tickets	7	7	6	5
Water transport	1	1	1	1
Air transport	1	1	1	1
Car/other vehicle hire	2	2	2	2
<b>Net: Eating and drinking</b>	47	47	45	49
Eating/drinking out in cafes, restaurants, etc.	39	39	38	40
Food bought in shops/ takeaways and consumed on trip	14	14	12	16
<b>Net: Entrance charges</b>	14	14	15	13
Entrance to visitor attractions	4	4	5	4
Tickets/entrance to events, shows or clubs	8	8	9	7
Tickets to watch sporting events	2	2	2	3
Entrance to sports/leisure centres	2	2	3	3
'Special' shopping (i.e. not routine)	10	10	11	10
<b>Net: Other items</b>	2	2	2	2
Package travel or package tours	1	1	1	1
Other travel services	1	1	1	1
Hiring equipment	1	1	*	1

**Table 5.103 3hr+ visits detailed visit profiles (continued)**  
 Historical average spend per visit (including zero spend)

Main visit activity		English regions (former GORs)	
'Special' shopping	£77	North East England	£30
Day out to beauty/ health spa	£67	North West England	£31
Going out for entertainment	£38	Yorkshire and The Humber	£34
Special public event	£35	East Midlands	£25
Went out for a meal	£46	West Midlands	£29
Going a night out	£35	East of England	£30
Watched live sporting events (not on TV)	£41	London	£44
Going to visitor attractions	£35	South East England	£27
Other day out for leisure	£32	South West England	£32
General day out	£30	Welsh regions (Regional Tourism Partnerships)	
Special personal events	£27	Mid	£32
Undertaking outdoor activities	£16	North	£29
Visiting friends or family for leisure	£21	South West	£32
Other leisure/hobbies	£24	South East	£40
Taking part in sports	£28		
Destination type visited		Scottish regions (see page 6 for details)	
City/ large town	£41	North	£43
Small town	£24	West	£29
Village/ countryside	£25	East	£36
Seaside/ coast	£36	South	£43

**3 hours + Visits – 2011 to 2018 trends**

**Table 5.104 3hr+ 2011 to 2018 trends**  
**Reweighted change over time in volume by English region (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Year	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
North East England	95	301	150	133	119	137	139	135	-3%
North West England	369	190	316	339	326	340	326	290	-11%
Yorkshire and The Humber	291	282	265	257	250	262	256	228	-11%
East Midlands	205	229	207	187	197	211	210	175	-17%
West Midlands	236	260	250	237	235	255	231	215	-7%
East of England	297	253	243	256	240	250	230	236	+3%
London	422	455	401	410	416	452	423	421	+1%
South East England	383	472	404	427	407	416	395	387	-2%
South West England	275	296	277	275	261	275	262	252	-4%

**Table 5.105 3hr+ 2011 to 2018 trends**  
 Reweighted change over time in expenditure by English region (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

-	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
North East England	£3,212	£4,038	£5,208	£3,908	£3,337	£3,716	£3,609	£4,085	+13%
North West England	£9,509	£8,878	£8,881	£9,131	£9,657	£9,648	£10,684	£9,007	-16%
Yorkshire and The Humber	£6,538	£6,066	£6,830	£6,610	£6,354	£6,834	£7,589	£7,650	+1%
East Midlands	£5,486	£5,382	£4,751	£4,485	£5,149	£6,478	£5,986	£4,448	-26%
West Midlands	£6,312	£6,857	£7,124	£6,117	£6,969	£6,788	£6,154	£6,143	0%
East of England	£6,116	£5,851	£6,147	£6,081	£5,695	£5,328	£5,569	£7,123	+28%
London	£14,257	£17,561	£13,754	£14,646	£16,488	£18,908	£16,287	£18,526	+14%
South East England	£10,739	£11,433	£10,383	£11,854	£10,172	£11,730	£10,159	£10,596	+4%
South West England	£7,806	£8,033	£7,914	£6,953	£7,811	£7,572	£5,959	£8,059	+35%

**Table 5.106 3hr+ 2011 to 2018 trends**  
 Reweighted change over time in volume by quarter in GB (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

-	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Jan – Mar	669	742	669	684	635	718	681	642	-6%
Apr – Jun	804	821	758	773	749	792	738	730	-1%
Jul – Sep	849	883	810	799	807	815	806	747	-7%
Oct – Dec	767	781	723	741	721	753	718	677	-6%

**Table 5.107 3hr+ 2012 to 2018 trends**  
 Reweighted change over time in volume by quarter in England (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

-	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Jan – Mar	564	629	568	576	534	609	574	538	-6%
Apr – Jun	667	696	637	638	631	670	620	610	-2%
Jul – Sep	699	746	691	669	672	681	670	627	-6%
Oct – Dec	643	664	619	637	614	638	607	563	-7%

**Table 5.108 3hr+ 2011 to 2018 trends**  
 Reweighted change over time in volume by quarter in Scotland (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Jan – Mar	67	72	67	72	57	68	63	59	-6%
Apr – Jun	83	74	75	67	71	69	67	64	-4%
Jul – Sep	89	79	66	76	79	73	73	67	-8%
Oct – Dec	77	74	66	62	65	62	63	69	+10%

**Table 5.109 3hr+ 2011 to 2018 trends**  
 Reweighted change over time in volume by quarter in Wales (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

-	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Jan – Mar	39	40	35	33	38	34	34	33	-3%
Apr – Jun	53	51	44	61	35	44	41	41	0%
Jul – Sep	60	56	52	45	41	46	50	41	-18%
Oct – Dec	46	43	39	35	37	44	38	34	-11%

**Table 5.110 3hr+ 2011 to 2018 trends**  
**Rewighted change over time in expenditure by quarter in GB (£ millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Jan – Mar	£17,349	£18,791	£17,680	£17,968	£17,627	£19,967	£18,777	£21,371	+14%
Apr – Jun	£20,431	£22,857	£21,312	£21,009	£19,640	£21,052	£21,899	£21,631	-1%
Jul – Sep	£23,221	£23,857	£24,074	£23,137	£25,215	£24,147	£24,504	£25,027	+2%
Oct – Dec	£22,157	£23,268	£21,106	£21,790	£21,886	£26,610	£22,763	£23,129	+2%

**Table 5.111 3hr+ 2011 to 2018 trends**  
**Rewighted change over time in expenditure by quarter in England (£ millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

-	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Jan – Mar	£14,312	£15,573	£14,674	£15,474	£14,737	£16,961	£15,125	£17,871	+18%
Apr – Jun	£16,266	£18,539	£18,293	£17,198	£16,898	£17,885	£17,375	£17,990	+4%
Jul – Sep	£18,729	£20,178	£20,131	£18,620	£21,491	£19,512	£20,471	£21,237	+4%
Oct – Dec	£18,621	£19,809	£17,897	£18,491	£18,507	£22,645	£19,026	£18,539	-3%

**Table 5.112 3hr+ 2011 to 2018 trends**  
 Reweighted change over time in expenditure by quarter in Scotland (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Jan – Mar	£2,045	£2,033	£2,025	£1,735	£1,787	£1,694	£2,083	£1,855	-11%
Apr – Jun	£2,727	£2,316	£2,002	£2,067	£1,659	£1,793	£2,596	£1,944	-25%
Jul – Sep	£3,092	£2,023	£2,124	£2,701	£1,958	£2,405	£2,254	£1,864	-17%
Oct – Dec	£2,260	£2,256	£2,009	£2,156	£2,072	£2,116	£1,928	£3,089	+60%

**Table 5.113 3hr+ 2011 to 2018 trends**  
 Reweighted change over time in expenditure by quarter in Wales (£ millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

-	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Jan – Mar	£989	£1,162	£972	£666	£1,034	£1,044	£1,232	£1,369	+11%
Apr – Jun	£1,216	£1,986	£889	£1,380	£756	£1,056	£1,611	£1,028	-36%
Jul – Sep	£1,355	£1,594	£1,745	£1,347	£1,383	£1,607	£1,482	£1,572	+6%
Oct – Dec	£1,224	£1,172	£1,141	£891	£1,084	£1,537	£1,387	£1,201	-13%

**Table 5.114 3hr+ 2011 to 2018 trends**  
**Rewighted : change over time in volume by main activity in GB (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

-	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Visiting friends or family	950	910	826	812	814	825	776	763	-2%
'Special' shopping	141	205	176	169	159	194	173	163	-6%
Going out for a meal	268	292	281	271	283	324	295	279	-5%
Going on a night out	419	416	378	363	334	310	319	296	-7%
Going out for entertainment	155	173	175	177	162	183	178	180	+1%
Undertaking outdoor activities	268	262	222	254	239	259	255	234	-8%
Other leisure/ hobbies	140	137	120	137	127	110	102	98	-4%
Watching live sporting events	84	105	90	93	99	102	100	93	-7%
Going to visitor attractions	94	101	105	97	95	110	104	95	-9%
General day out	152	158	162	174	176	174	168	164	-2%

**Table 5.115 3hr+ 2011 to 2018 trends**  
**Rewighted : change over time in volume by main activity in England (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

-	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Visiting friends or family	806	785	711	695	689	709	660	647	-2%
'Special' shopping	122	175	150	145	135	164	145	137	-6%
Going out for a meal	217	246	243	230	236	273	245	233	-5%
Going on a night out	348	348	319	304	284	259	273	251	-8%
Going out for entertainment	129	141	150	151	138	156	150	153	+2%
Undertaking outdoor activities	217	219	178	206	201	212	208	192	-8%
Other leisure/ hobbies	117	118	104	113	107	95	88	83	-6%
Watching live sporting events	71	90	78	78	82	86	88	80	-9%
Going to visitor attractions	81	85	92	84	82	95	87	79	-9%
General day out	121	127	133	144	145	142	136	134	-2%

**Table 5.116 3hr+ 2011 to 2018 trends**  
**Rewighted : change over time in volume by main activity in Scotland (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Visiting friends or family	92	78	72	69	78	69	68	70	+3%
'Special' shopping	13	20	16	15	14	18	17	16	-6%
Going out for a meal	31	30	22	25	28	28	29	27	-7%
Going on a night out	40	43	39	33	30	31	26	26	0%
Going out for entertainment	16	21	17	18	16	17	16	16	0%
Undertaking outdoor activities	31	25	25	30	22	26	26	24	-8%
Other leisure/ hobbies	14	13	9	15	13	7	8	8	0%
Watching live sporting events	7	10	8	9	10	8	8	7	-13%
Going to visitor attractions	8	8	8	8	7	9	8	9	+13%
General day out	16	14	16	15	15	16	17	17	0%

**Table 5.117 3hr+ 2011 to 2018 trends**  
**Rewighted : change over time in volume by main activity in Wales (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Visiting friends or family	49	45	41	41	39	40	41	38	-7%
'Special' shopping	7	10	10	8	8	10	9	9	0%
Going out for a meal	20	16	16	15	15	19	17	14	-18%
Going on a night out	30	25	21	24	17	18	19	15	-21%
Going out for entertainment	10	10	9	8	8	9	9	8	-11%
Undertaking outdoor activities	21	18	18	17	14	18	17	16	-6%
Other leisure/ hobbies	9	6	7	8	7	6	6	6	0%
Watching live sporting events	5	5	3	3	5	5	4	4	0%
Going to visitor attractions	7	7	5	3	2	5	6	5	-17%
General day out	14	16	12	12	13	13	10	10	0%

**Table 5.118 3hr+ 2011 to 2018 trends**  
**Rewighted : change over time in expenditure by main activity in GB (£ millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Visiting friends or family	£14,162	£13,730	£11,728	£12,676	£13,340	£13,969	£15,012	£16,196	+8%
'Special' shopping	£10,754	£14,744	£13,196	£13,792	£12,475	£16,902	£14,292	£12,611	-12%
Going out for a meal	£10,450	£11,397	£11,526	£11,165	£11,101	£12,781	£11,661	£12,836	+10%
Going on a night out	£12,437	£11,397	£11,563	£10,711	£10,579	£9,078	£10,061	£10,254	+2%
Going out for entertainment	£5,353	£6,034	£5,591	£5,883	£6,169	£6,728	£5,840	£6,871	+18%
Undertaking outdoor activities	£4,126	£3,313	£4,242	£2,949	£4,062	£3,253	£3,511	£3,747	+7%
Other leisure/ hobbies	£2,057	£1,954	£1,908	£1,586	£1,810	£1,922	£2,083	£2,327	+12%
Watching live sporting events	£2,878	£3,190	£3,141	£3,345	£3,414	£3,170	£3,233	£3,802	+18%
Going to visitor attractions	£3,282	£3,770	£4,142	£3,590	£3,318	£3,796	£3,497	£3,341	-5%
General day out	£3,798	£4,488	£4,157	£4,628	£4,647	£5,151	£4,082	£5,012	+23%

**Table 5.119 3hr+ 2011 to 2018 trends**  
**Rewighted : change over time in expenditure by main activity in England (£ millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Visiting friends or family	£11,464	£11,583	£10,033	£10,719	£11,493	£12,076	£12,039	£13,386	+11%
'Special' shopping	£9,428	£12,379	£11,076	£11,738	£10,871	£14,226	£11,592	£10,454	-10%
Going out for a meal	£8,338	£9,776	£10,120	£8,931	£9,351	£10,866	£9,572	£10,637	+11%
Going on a night out	£9,821	£9,174	£9,354	£8,862	£9,078	£7,566	£8,345	£8,346	0%
Going out for entertainment	£4,493	£5,068	£4,666	£5,100	£5,300	£5,875	£4,929	£5,805	+18%
Undertaking outdoor activities	£3,312	£2,550	£3,342	£2,422	£3,368	£2,413	£2,721	£3,175	+17%
Other leisure	£1,733	£1,679	£1,645	£1,268	£1,595	£1,641	£1,754	£2,117	+21%
Watching live sporting events	£2,398	£2,821	£2,677	£2,655	£2,931	£2,517	£2,686	£3,409	+27%
Going to visitor attractions	£2,844	£3,166	£3,705	£3,103	£2,911	£3,197	£2,921	£2,731	-7%
General day out	£2,975	£3,613	£3,453	£3,637	£3,869	£4,093	£3,306	£4,082	+24%

**Table 5.120 3hr+ 2011 to 2018 trends**  
**Rewighted : change over time in expenditure by main activity in Scotland (£ millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Visiting friends or family	£1,868	£1,133	£781	£966	£1,068	£1,020	£1,534	£1,426	-7%
'Special' shopping	£863	£1,618	£1,472	£1,420	£1,060	£1,483	£1,531	£1,568	+2%
Going out for a meal	£1,412	£1,037	£858	£1,651	£1,015	£940	£1,303	£1,258	-4%
Going on a night out	£1,703	£1,536	£1,607	£1,061	£948	£991	£1,048	£1,248	+19%
Going out for entertainment	£644	£704	£628	£615	£633	£577	£530	£496	-6%
Undertaking outdoor activities	£496	£343	£537	£273	£265	£384	£479	£231	-52%
Other leisure	£174	£221	£121	£247	£153	£121	£89	£124	+39%
Watching live sporting events	£270	£246	£186	£404	£290	£471	£418	£212	-49%
Going to visitor attractions	£276	£231	£304	£327	£200	£369	£232	£306	+32%
General day out	£511	£419	£443	£583	£304	£362	£367	£461	+26%

**Table 5.121 3hr+ 2011 to 2018 trends**  
**Rewighted : change over time in expenditure by main activity in Wales (£ millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
Visiting friends or family	£796	£974	£819	£665	£621	£732	£1,175	£1,080	-8%
‘Special’ shopping	£462	£746	£649	£605	£526	£1,102	£1,013	£510	-50%
Going out for a meal	£700	£578	£528	£497	£622	£687	£635	£641	+1%
Going on a night out	£912	£667	£603	£705	£514	£472	£635	£453	-29%
Going out for entertainment	£216	£259	£298	£161	£235	£207	£238	£537	+126%
Undertaking outdoor activities	£317	£405	£363	£201	£394	£242	£287	£269	-6%
Other leisure	£151	£53	£141	£70	£58	£104	£222	£77	-65%
Watching live sporting events	£171	£120	£227	£135	£160	£164	£130	£171	+32%
Going to visitor attractions	£137	£363	£92	£99	£75	£135	£230	£109	-53%
General day out	£308	£453	£260	£252	£354	£519	£285	£361	+27%

### Table 5.122 3hr+ 2011 to 2018 trends

#### Rewighted : change over time in volume by destination type in GB (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	1,401	1,451	1,313	1,350	1,298	1,359	1,281	1,229	-4%
Small town	898	898	826	804	817	888	765	731	-4%
Village/countryside	783	783	727	703	639	682	614	562	-9%
Any seaside/coastal	294	296	281	284	241	267	222	217	-2%

## Table 5.123 3hr+ 2011 to 2018 trends

### Rewighted : change over time in volume by destination type in England (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	1,173	1,236	1,121	1,132	1,092	1,158	1,083	1,036	-4%
Small town	695	759	698	679	695	755	654	610	-7%
Village/ countryside	659	654	613	591	534	569	512	474	-7%
Any seaside/ coastal	228	232	225	230	192	210	170	169	-1%

### Table 5.124 3hr+ 2011 to 2018 trends

**Rewighted : change over time in volume by destination type in Scotland (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	154	152	137	145	143	136	132	127	-4%
Small town	89	84	72	70	66	73	61	68	+12%
Village/ countryside	66	66	61	54	53	30	52	45	-14%
Any seaside/ coastal	30	25	26	22	19	20	18	16	-11%

### Table 5.125 3hr+ 2011 to 2018 trends

#### Rewighted : change over time in volume by destination type in Wales (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Year	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	72	61	52	63	50	51	55	49	-11%
Small town	48	55	53	49	45	51	43	41	-5%
Village/ countryside	61	62	51	52	46	50	41	37	-10%
Any seaside/ coastal	36	38	28	24	21	26	21	20	-5%

## Table 5.126 3hr+ 2011 to 2018 trends

### Rewighted : change over time in value by destination type in GB (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	£45,310	£49,246	£46,091	£47,572	£47,902	£51,905	£48,860	£50,405	+3%
Small town	£21,123	£21,182	£19,590	£18,690	£19,380	£21,171	£17,428	£17,305	-1%
Village/ countryside	£22,411	£20,019	£17,636	£15,117	£14,905	£18,167	£13,994	£14,297	+2%
Any seaside/ coastal	£14,841	£11,754	£9,405	£9,401	£8,584	£9,611	£6,084	£7,801	+28%

### Table 5.127 3hr+ 2011 to 2018 trends

#### Rewighted : change over time in value by destination type in England (millions)

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	£37,820	£41,285	£39,385	£39,655	£40,650	£44,127	£40,807	£41,612	+2%
Small town	£17,427	£17,539	£15,879	£15,235	£16,441	£17,852	£14,400	£14,264	-1%
Village/ countryside	£18,462	£15,769	£14,155	£12,177	£12,696	£14,720	£10,910	£11,981	+10%
Any seaside/ coastal	£11,094	£8,681	£7,330	£7,566	£7,011	£7,120	£4,568	£6,575	+44%

**Table 5.128 3hr+ 2011 to 2018 trends**

**Rewighted : change over time in value by destination type in Scotland (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	£5,285	£5,417	£4,833	£5,380	£4,509	£4,680	£5,053	£5,405	+7%
Small town	£2,623	£2,029	£2,063	£2,131	£1,821	£1,818	£1,844	£1,697	-8%
Village/ countryside	£2,532	£1,731	£1,772	£1,576	£1,030	£1,896	£1,278	£1,236	-3%
Any seaside/ coastal	£2,405	£1,024	£888	£784	£487	£1,301	£626	£353	-44%

**Table 5.129 3hr+ 2011 to 2018 trends**

**Rewighted : change over time in value by destination type in Wales (millions)**

Note: 2011-2015 estimates are reweighted - see page 8 for details

Years	2011	2012	2013	2014	2015	2016	2017	2018	2017/2018
City/large town	£2,164	£2,492	£1,801	£1,887	£2,074	£2,224	£2,375	£2,599	+9%
Small town	£1,056	£1,564	£1,565	£1,191	£1,018	£1,323	£1,106	£975	-12%
Village/ countryside	£1,415	£2,489	£1,602	£1,282	£1,010	£1,168	£1,542	£912	-41%
Any seaside/ coastal	£876	£2,029	£1,144	£796	£986	£898	£664	£654	-2%

## **Tourism Day Visits & 3 hours + Visits – Sub-national results**

								
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## Volume and expenditure

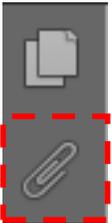
Local Authorities, LEP and Counties report – 3 year average using reweighted figures\*

England

Scotland

Wales

Links will be hyperlinked once final comments received



*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*

\*2015 estimates are reweighted - see page 8 for details

**GBDVS 2018  
Methods and performance  
Report**



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## GB Day Visits 2018 Methods and Performance

This report section provides details of the approaches followed in the 2018 Great Britain Day Visits Survey (GBDVS) and the work undertaken to develop these methods.

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

GBDVS 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

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, expenditure and profile of Tourism Day Visits taken by GB residents to destinations in England, Scotland, Wales and Northern Ireland. Fieldwork is undertaken on a weekly basis, commenced in January 2011 and will continue until at least the end of December 2019.

While previous surveys have been conducted with similar objectives (most recently the 2005 England Leisure Visits Survey and 2002/3 GB Day Visits Survey), GBDVS represented a significant change in terms of the survey methods used and the approach followed to define a Tourism Day Visit.

### Scope

This report section provides details of the methods used in GBDVS 2018, including the work undertaken to develop the survey approach.



## Survey method

This section of the report outlines the survey methods used in GBDVS 2018, including details of why an online approach was followed and the steps taken to maximise the accuracy of the survey outputs.

### Summary of approach

Fieldwork for the eighth year of GBDVS took place from January to December 2018. During this period some **34,319** interviews were conducted using an online survey method with the sample drawn from the Lightspeed and Research Now online panels. Respondents provided details of their leisure participation with a focus on visits taken during the previous week. Full details were collected for some **31,425** visits which lasted 3 hours or more and in subsequent analysis a sub-set of **19,291** of these visits were defined as Tourism Day Visits, taken outside of the participants' usual environment. Furthermore, **5,836** of these visits were defined as Activities Core to Tourism.

## Design considerations

### 2009 and 2010 Pilot Surveys

Prior to the start of GBDVS fieldwork in 2011, during 2009 and 2010 VisitEngland and the English Tourism Intelligence Partnership (ETIP) commissioned a series of pilot surveys which aimed to determine the best approach for a new Tourism Day Visits Survey.

This pilot exercise involved the parallel testing of identical question-sets through the Kantar in-home, telephone and online omnibus surveys. Fieldwork was conducted over identical periods allowing a direct comparison of the results collected using each mode. Alternative question wording was also used to test the impacts of asking respondents about alternative time periods and using different question wording.

Following this piloting, it was recommended that an online data collection approach would represent a cost effective yet suitably robust approach for a future long term survey of Tourism Day Visits.

### Issues to address

While the 2009 and 2010 piloting established that an online approach could be a viable option for the new GBDVS survey, prior to the launch of the main study in 2011 it was necessary to conduct further scoping and developmental work to ensure that the final approach would collect robust data. Where possible the approach used in GBDVS needed to address the drawbacks and weaknesses often associated with online research as described below under the following headings:

- Bias
- Replicability
- Consistency
- Reliability

## Bias

The main possible sources of bias in a survey conducted online are as follows:

- Coverage of the universe
- Recruitment
- Response
- Mode effect

During the first year of GBDVS approximately 77% of UK households were estimated to have an internet connection from home (based on ONS data from 2011) but this coverage varies considerably by demographic group.

Eurobarometer data, based on a quasi probability sample, illustrates this with, for example, in excess of 75% under 55s having access to the Internet from home compared to only 32% of over 65s. A similar skew is seen by education level, with over 80% of adults who completed or are still in further education (after 18 years old) having access at home compared to only 38% of those who left school at or before 16 years.

When sampling from an online panel while it is possible to correct for the broad demographic skews, it must be accepted that there may be a difference in attitudes and behaviours between, for example, older people who have internet access and those who do not, even after correcting for education, gender and so on.

This previous point is also true for the potential difference between those people who join an online survey panel and those who do not, and further to this, between panel members who complete a particular survey and those who do not.

Together these three points generate a combined bias that is difficult to measure and hence difficult to correct for.

In addition to coverage and response bias, mode effect must also be considered. By presenting a survey as an online questionnaire for self completion, this can lead to different experiences across respondents due to factors such as connection speed, computer set up, respondent literacy, respondent eyesight and so on. Again, it is virtually impossible to measure the resultant bias.

To minimise the effects of these types of bias the following steps have been taken in GBDVS:

- Ensuring the panel source being used is of high quality with recognised best practice in recruitment and panel management.
- Minimising the number of sample sources used.
- Designing a sample to correct for known skews in demographics profile.
- Keeping the questionnaire as simple as possible and ensure it works for all browsers and connection types.
- Running an offline survey in parallel for validation purposes.

								
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## Replicability

This means that in every month of GBDVS there is a need to replicate the survey conditions as closely as possible. Many online research providers are now moving to alternative approaches to panel recruitment and sampling, for example with the use of survey routers and river sampling. Depending upon the design and control, these can introduce an element of uncertainty that means the conditions cannot be replicated.

However the panels used for GBDVS follow a constant recruitment approach with as little change to sourcing and process as possible. More details on these panel sources are provided later in this report.

## Consistency

In order to achieve a high level of consistency over time, a sample plan was designed at the outset of GBDVS 2011 to ensure that in each month the same proportion of responses were achieved from each of the panels used and from each broad demographic group.

Whilst the sample plan can demonstrate a consistent approach, this can be a challenge to achieve in practice for a number of reasons. The variability in response rates across demographic groups, changes in workloads and hence exclusions across panels and over time, unpredictable issues in fielding surveys and so on may lead to changes in the sample profile from month to month. Kantar, in partnership with their panel partners, have taken every measure to minimise this.

Consistency in the questionnaire was managed by making no significant changes to the questionnaire throughout the 2011 to 2015 period.

In 2016, changes were implemented to improve the questionnaire. (See page 233 for more information.)

								
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## Reliability

In surveys of this nature it is common place to measure and report upon the accuracy of results by calculating the statistical standard errors associated with key results. However, it is important to note that when using an online survey approach it is questionable whether these types of calculation are valid. This is an area which has been investigated in detail by AAPOR (the American Association for Public Opinion Research). In summary, they suggest that “reporting a margin of sampling error associated with an opt-in or self identified sample is misleading”. This is because whilst “a sample selected at random has known mathematical properties that allows for the computation of sampling error... surveys based on self-selected volunteers do not have that sort of known relationship to the target population and are subject to unknown, non-measurable biases”.

The mixed mode approach used in GBDVS during 2011 allowed for some validation of data collected online and a measure of some of the biases inherent in an online panel. Later in this report information on the standard errors that would be associated with a survey with a similar effective sample size which was undertaken using an approach not using a self selecting sample are included for information. When using these estimates it is important to take account of the AAPOR recommendations.

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## Scoping, planning and piloting stages

Prior to the start of main GBDVS fieldwork in January 2011 the following initial stages were undertaken to verify certain key elements of the approach:

- Consultation with survey stakeholders
- Cognitive test interviews
- Online omnibus pilot

Further details of each of these stages is provided.

### Consultations with survey stakeholders

The purpose of this stage was to ensure that potential future users of the GBDVS results could provide their input in key areas such as questionnaire coverage and the definition of a Tourism Day Visit. These consultations were undertaken during October 2010 and included discussions with members of the English Tourism Intelligence Partnership and representatives of a number of organisations including VisitBritain, the National Parks Authority, North West Development Agency and Natural England.

								
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## Scoping, planning and piloting stages

### Cognitive test interviews

Two days of cognitive test interviewing were undertaken in early November 2010 with 10 interviews conducted in London and 10 conducted in Edinburgh. In both locations a range of respondents in different age groups, in different socio-economic groups and with different levels of educational qualifications were included in the sample. All of the respondents were regular Internet users.

In each interview respondents were asked to complete the draft GBDVS questionnaire on a computer. Respondents were encouraged to take as much time as they needed to complete the questions and, if necessary, ask for help if they required clarification.

The researcher observed the questionnaire completion to determine which questions took particularly long to complete or where sections were completed more quickly and/or with less care than expected.

Following the questionnaire completion, respondents were asked to provide their general views regarding the questionnaire and then asked about specific areas of interest including their interpretation of what types of visit should be recorded by respondents when completing the questionnaire.

As a result of these interviews a number of changes were made to the survey including the following:

- Large banks of rating scale type questions were split over multiple screens

- Wherever possible wording was shortened and simplified
- Certain more complex questions were split into a series of simpler questions
- A question regarding visit motivations was removed as it added little useful data over that collected regarding activities undertaken
- Respondents taking multiple visits were allowed to 'name' each of their visits to help them to subsequently recall the details when the visit was asked about later in the survey

### Online omnibus pilot

Following the cognitive testing stage, a final draft version of the questionnaires was produced and included in a wave of the Kantar online omnibus. A total of 1,267 GB residents were interviewed between the 18th and 22nd November 2010.

The purpose of this piloting was to test the questionnaire wording in a situation which reflected the main survey methods and to test levels of incidence and questionnaire duration. A question was also included in the survey following the Day Visit questions asking respondents to provide feedback on the questions they had just answered. This pilot wave confirmed the effectiveness of the questionnaire and an average interview length of around 15 minutes.

## Sample

### Sample sources

During 2018, a total of 34,319 online participants took part in GBDVS during 52 weeks of surveying, slightly below the target sample of 35,000 interviews. Weighting was used to ensure that results for these months and the whole year remained comparable to other years.

Year of GBDVS fieldwork	Total sample of interviews achieved
2011	38,083
2012	35,262
2013	35,085
2014	34,990
2015	35,664
2016	32,391
2017	35,118
2018	34,319

The Lightspeed Panel, has been the main source of sample for the survey since fieldwork commenced in 2011. However at the outset of the survey although this panel was one of the largest available in the UK, it was not large enough to provide sufficient sample to achieve the required volume of interviews 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, during 2011 and 2012 Lightspeed worked with a panel partner, Research Now to provide all of the sample for respondents living in Scotland and Wales (while all English sample was from the Lightspeed Panel).

For the 2013 survey, the increased size of the Lightspeed Panel since 2011 made it possible for all respondents to be taken from this source. To prevent any impact on the continuity of data, the transition from using a mix of Research Now and Lightspeed panel sources to only Lightspeed was managed carefully with a gradual transition over the January to October 2013 period.

However, from 2016 the weekly sample size contacted for the survey increased from 673 to 1,000. Of this total 673 respondents continued to be asked the GBDVS questions, forming the sample for this study while others were used as part of piloting of an online method for the GBTS study.

This change was made to facilitate the online piloting of GBTS to ensure that sufficient sample sizes were asked different versions of GBTS questions. Making this change meant that instead of all respondents being sourced from the Lightspeed panel a wider range of panel partners were used than in previous years.

## Ensuring panel quality

The Lightspeed Panel is managed by Lightspeed Research, a sister company to Kantar and also part of the Kantar Group. At the beginning of 2011 when GBDVS commenced, the Lightspeed Panel contained around 321,000 individuals all of whom had actively opted to join. This total reached around 457,000 in 2018.

Key panel quality measures which have been put in place by Lightspeed Research include the checks shown in the table on the right hand side.

Further quality procedures used include the removal of inactive panellists who do not respond to surveys for more than 12 months and ensuring that respondents are not over used by limiting the number of surveys they complete to a maximum of 3 per month and 24 in a 12 months' period.

<p><b>Ensuring respondents are who they say they are</b></p>	<ul style="list-style-type: none"> <li>▪ <i>IP GeoFencing</i> – using the respondents IP address to ensure that they are where they say they are.</li> <li>▪ <i>Proxy Detection</i> – detecting if a proxy server is being used to mask the respondent's real IP address and past fraudulent activity.;</li> <li>▪ <i>Postal Address Verification</i> – verifying the respondent's postal address against an address directory.</li> <li>▪ <i>CAPTCHA</i> – technology which prevents automated programs from registering to the panel.</li> <li>▪ <i>E-mail Address Verification</i> – checks that e-mail addresses are only included once on our database – all respondents must verify their e-mail address during a double opt in registration process.</li> <li>▪ <i>Machine ID</i> – technology which blocks survey respondents who attempt to complete the same survey multiple times from the same computer (e.g. using a different identity).</li> </ul>
<p><b>Ensuring responses are valid and properly thought out</b></p>	<p>Procedures in place to ensure that respondents have properly engaged with the survey and taken time to provide considered responses. This includes the following checks:</p> <ul style="list-style-type: none"> <li>▪ <i>Survey Speedsters</i> – respondents who rush through the survey are identified by comparing survey completion times to the norm;</li> <li>▪ <i>Grid Speedsters</i> – similar checks are used to identify respondents who rush through completion of grid questions (e.g. rating scales);</li> <li>▪ <i>Trap Questions</i> – the addition of survey questions with obvious answers to determine whether a respondent is fully engaged with the survey;</li> <li>▪ <i>Respondent Satisfaction</i> – feedback is obtained from respondents and assessed to help determine the quality of the survey.</li> </ul>



Content



Introduction



Scope of the report



Summary



Tourism Day Visits



Activities Core to Tourism Visits



3hr+ Leisure Day Visits



Full data tables



Methods and Performance

## Recontacting respondents

GBDVS has had an annual target of 35,000 interviews with 52 broadly equal sized weekly waves of fieldwork to be completed to achieve around 650 to 700 interviews per week. In 2016 this was increased to 1000 per week for the purposes of GBTS online piloting although the same volumes of respondents continued to be asked GBDVS questions, forming the sample for this study.

In selecting the most appropriate quotas, the demographics likely to be correlated to levels of participation in Tourism Day Visits were considered and the effectiveness of approaches taken in other surveys relating to tourism and leisure were taken into account. Also, given the online approach to be followed, the demographic variables correlated to levels of use of the Internet were also taken into account as described in more detail later in this report (see Section regarding offline survey outputs on page 247).

## Demographic quotas

Whilst using a panel partner to achieve the target number of interviews over the course of a year helped achieve the demographic and geographic quotas, it was necessary to include some respondents in more than one wave of the survey. Measures were put in place to minimise the incidence of recontact and to ensure a gap of at least 4 months between each contact.

Evidence suggests there is very little likelihood of introducing bias through this level of recontact and any resultant conditioning. Kantar have conducted research in the past and concluded that for most surveys an 8 week exclusion period led to no measurable conditioning effect. Furthermore the information being collected in GBDVS is factual rather than attitudinal or a measure of awareness. Future behaviour in Tourism Day Visits is very unlikely to be affected by the interview.

However in designing the sampling approach it was also important to minimise the number of quotas used as having too many quota cells would lead to inefficient use of sample and low effective sample sizes.

As such, having taken all of these factors into account, when fieldwork commenced in January 2011, gender, age, working status and the age of completing education were set as quota targets in each survey wave. During the first three months of fieldwork in 2011 while the 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 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 discussed later in this report). As such, from April 2010 the education status quota was removed and 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.

The table in the following page illustrates these weekly targets.

## Demographic quotas

Table 1.1 Quota targets	Typical weekly target	
	N	%
<b>Gender</b>		
Male	329	49
Female	345	51
<b>Age</b>		
16-34	206	31
35-54	224	33
55-64	95	14
65+	148	22
<b>Working status</b>		
Working full or part time	404	60
Not working (including retired, unemployed)	269	40
<b>Socio-economic group</b>		
ABC1	365	54
C2DE	308	46
<b>Total</b>	<b>673</b>	<b>100</b>

The annual sample size is divided by 52 to calculate an ideal weekly target. This is to ensure as even a spread as possible across the year, but there is some flexibility each week to ensure the target of 673 interviews is achieved. Future weeks are then reconciled slightly.

The table in the next page illustrates the final sample composition in 2011 to 2018 on the basis of each of the quota targets, including the original age of completing full time education target. In all years all of the targets were achieved or were within 1 or 2 percentage points from target.

## Demographic quotas

Table 1.2 Achieved sample	Final sample profile 2011		Final sample profile 2012		Final sample profile 2013		Final sample profile 2014		Final sample profile 2015		Final sample profile 2016		Final sample profile 2017		Final sample profile 2018		Population	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	%	
<b>Gender</b>																		
Male	18566	49	17312	49	17225	49	17154	49	17483	49	15879	49	17091	49	16736	49%	49	
Female	19517	51	17950	51	17860	51	17836	51	18181	51	16512	51	18027	51	17583	51%	51	
<b>Age</b>																		
16-34	12063	31	11180	32	11172	32	11169	32	11389	32	9909	31	10702	30	10474	31%	32	
35-54	13100	35	12096	34	11628	33	11909	34	12136	34	10677	33	11685	33	11423	33%	34	
55-64	5560	15	5020	14	4913	14	4888	14	4982	14	4608	14	5011	14	4847	14%	14	
65+	7360	19	6966	20	7096	20	7024	20	7157	20	7197	22	7720	22	7575	22%	20	
<b>Working status</b>																		
Working full or part time	23231	61	20993	60	20891	60	21310	61	21457	60	19446	60	21093	60	20603	60%	60	
Not working (including retired, unemployed)	14852	39	14269	40	14194	40	13953	39	14207	40	12967	40	14063	40	13750	40%	40	
<b>Socio-economic status</b>																		
ABC1	20468	54	18436	52	18328	52	18124	52	18470	52	17330	54	19098	54	18616	54%	52	
C2DE	17615	46	16826	48	16757	48	16866	48	17194	48	15061	46	16020	46	15703	46%	48	
<b>When stopped full time education</b>																		
16 years or younger	12604	33	11015	31	10948	31	10868	31	10677	30	9792	30	10484	30	10120	29%	49	
17-19 years	10323	27	10095	29	10193	29	10480	30	10679	30	9639	30	10422	30	10326	30%	21	
20 years or older	12421	33	11908	34	11767	34	11488	33	11831	33	10885	34	11768	34	11695	34%	22	
Still studying	2735	7	2244	6	2177	6	2154	6	2477	7	2075	6	2444	7	2178	6%	8	
<b>Total</b>	<b>38083</b>	<b>100</b>	<b>35262</b>	<b>100</b>	<b>35085</b>	<b>100</b>	<b>34990</b>	<b>100</b>	<b>35664</b>	<b>100</b>	<b>32391</b>	<b>100</b>	<b>35118</b>	<b>100</b>	<b>34319</b>	<b>100</b>	<b>100</b>	

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## 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 4 regions and Wales into 2 regions.

As described in more detail in the next section, the GBDVS questionnaire collected details of participation in visit taking during the week prior to interview. As such during the 2018 survey, key details were recorded for 101,786 Leisure Day Visits and, of this total, full details were recorded for those 31,425 Leisure Day Visits which lasted at least 3 hours in duration. A subset of 19,291 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'. Finally, a further 5,836 were classified as Activities Core to Tourism (a classification introduced in 2016).

The table on the next page illustrate the sample sizes for each of these types of visit by the country of residence of respondents during the 2011 to 2018 surveys.

## Final visit sample sizes

**Table 1.3 Visit sample sizes by country of residence**

Year	2011			2012			2013			2014			2015			2016				2017				2018			
Visit Type	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Activities Core to Tourism	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Activities Core to Tourism	Leisure Day Visits	3 hours+ Leisure Day Visits	Tourism Day Visits	Activities Core to Tourism
<b>GB Total</b>	140,148	35,182	20,442	126,054	33,788	20,689	114,494	30,960	19,146	113,417	31,075	19,096	114,339	30,991	18,732	102,066	32,764	19,806	6,033	105,936	33,691	20,564	6,203	101,786	31,425	19,291	5,836
<b>England</b>	97,066	24,897	14,950	83,822	23,085	14,544	79,359	21,750	13,801	79,191	22,020	13,857	81,500	22,222	13,796	72,464	23,651	14,791	4,416	75,643	24,132	15,079	4,516	73,774	22,668	14,273	4,259
<b>Scotland</b>	22,203	5,308	2,633	21,224	5,471	3,004	17,503	4,640	2,534	17,116	4,585	2,528	16,483	4,486	2,425	15,093	4,586	2,412	763	15,514	4,940	2,712	838	14,704	4,554	2,483	764
<b>Wales</b>	20,879	4,977	2,859	21,008	5,232	3,141	17,632	4,570	2,811	17,110	4,470	2,711	16,356	4,283	2,511	14,509	4,186	2,332	854	14,779	4,619	2,773	849	13,308	4,203	2,535	813

								
Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

## Survey administration and questionnaire

Since the survey commenced in January 2011, the GBDVS data collection has been conducted through a series of weekly surveys. In each week, an appropriate quantity of sample has been sourced from the online panel and e-mails are sent to these panellists inviting them to participate.

This invitation contains the name of the survey, the survey length (15 minutes), the incentive for survey completion and a link to the survey. Invites are always sent on a Monday morning with most respondents completing the questionnaire within a 48 hours period. After selecting the link, the respondent signs-in using his or her password, thereby preventing others with access to that mailbox from completing the questionnaire.

A copy of the survey questionnaire is provided at the end of this section. This questionnaire is presented to respondents in an online electronic format. Benefits of this approach includes automated routing and the ability to include checks where responses were outside of expected ranges (for example in relation to amounts of money spent on a visit).

Using this questionnaire respondents are asked to record details of their general leisure participation, leisure activities they had undertaken during the previous week (focusing on 3+ hours duration visits) and key information about their demographics and place of residence and work or study. While the sample coverage contains only residents of GB (i.e. England, Scotland and Wales), visits taken to any location in the UK could be recorded in the questionnaire, including places in Northern Ireland.

Focusing upon leisure participation during the previous week helps to ensure that the responses provided are more accurate than if a longer recall period was used.

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

Note that question numbers 2 and 3 were only included in the 2011 survey, Q13a was added from 2012 and questions regarding disabilities amongst members of the visit party (Q61) and the respondent's sexual orientation and ethnicity (Q62 & Q63) were added in 2013. The TRI\*M questions (Q31-Q34) were removed in 2015.

## GBDVS methodological changes in 2016 and reweighting of 2011 – 2015 data

### Questionnaire improvements

At the start of 2016, improvements were implemented to make the survey more engaging and easy to complete. The primary reason for making these changes was to ensure that the survey could just as easily be completed on a mobile device as on a PC.

It was agreed with the GBDVS sponsors that these changes should be made to allow for the increasing demand from respondents to participate in the survey using a mobile device. Evidence from the first 5 years of GBDVS surveying suggested that whilst an increasing proportion of respondents wanted to complete the survey using a mobile phone, levels of drop out were higher amongst this group due to certain questions not being suited to smaller screens.

### Reweighting of 2011 to 2015 estimates

Parallel testing undertaken in early 2016 found that the combined effect of these changes was an increase in levels of visits reported by respondents of around **+15%**.

To take account of this change and maintain comparability of trends, the data from the past years in this report have all been revised to take into account this increase of +15%.

All data for 2011 to 2015 as previously published is referred to as 'historical' while the figures which include the 15% adjustment are referred to as 'reweighted'.

The changes made involved the simplification of certain questions by, for example, reducing the number of answer options provided and splitting questions with long lists of answer options over a number of screens/sub-questions.

It was expected that these improvements would make the questionnaire easier to complete and more engaging for all respondents including both those using a mobile device and those completing using a PC.

### Questionnaire revisions

Piloting of the GBDVS 'sister' survey the Great Britain Tourism Survey (GBTS) using an online approach commenced in January 2016. It was agreed that the most efficient and cost effective way to conduct this online test was to add the GBTS questions to the ongoing GBDVS survey.

In practice this change involved the introduction of a number of the GBTS introductory/ screener questions to be asked prior to the existing GBDVS questions and the removal of a historic GBDVS question regarding overnight trips as it had become redundant due to the additions. With these changes some minor 'tweaking' was also required in the wording of questions to make the text clear and to ensure consistency between the two surveys.

As part of the GBTS online piloting some respondents received a questionnaire which had more significant changes to ordering, for example asking all of the GBTS questions of respondents prior to GBDVS. However, none of the data from the respondents in these survey cells was used in production of final GBVDS data.

**Table 1.4 – GBDVS - Summary of questionnaire content**

Question No.	Question (N.B. exact wording is not used below)
<b>SECTION 1 - GENERAL LIFE AND ACTIVITIES SECTION</b>	
1	When most recently returned from an overnight trip in the UK
2 (2011 SURVEY ONLY)	How often normally undertake routine shopping for groceries, other routine shopping, other leisure activities like playing sport, gym, walking, hobbies.
3 (2011 SURVEY ONLY)	How often normally undertake leisure activities – see list of 15 categories in Table 1.2 below.
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 3 visits asked about per respondent – selected randomly when more have been taken)</b>	
13	General type of place visited
13a (INCLUDED FROM 2012)	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)

Table 1.4 (continued) – GBDVS - Summary of questionnaire content	
Question No.	Question (N.B. exact wording is not used below)
	<b>SECTION 1 - GENERAL LIFE AND ACTIVITIES SECTION</b>
Q20-Q22	Inclusion of secondary destination(s) in visit
Q23	Visit duration – overall, time spent travelling, time in different destinations
Q24-Q25	Party composition
Q61	Whether any members of visit party had a disability (INCLUDED FROM 2013)
Q26-Q28	Visit expenditure - items purchased, amounts spent
Q29	Regularity take visit i.e. to same place to do same activity
Q30	Frequency take visit i.e. to same place to do same activity
(Only 2011 to 2013)	<b>SECTION 4 – VISITOR EXPERIENCE (asked only for visits involving certain activities, used form TRI*™ analysis in England only)</b>
Q31	Overall experience of destination
Q32	Likelihood to recommend destination
Q33	Likelihood to revisit destination
Q34	Rating of destination compared to others in UK
	<b>SECTION 5 – CLASSIFICATION QUESTIONS</b>
Q40	Region of residence
Q40b	London borough live in
Q41	Village, town or city live in
Q45-Q47	Place work in if different from place of residence
Q48-Q50	Place study in if different from place of residence
Q51-Q52	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) Sexual orientation (Q62, INCLUDED FROM 2013) Ethnicity (Q63, INCLUDED FROM 2013)

								
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## Data preparation and analysis

### Data quality checks

The general quality checks in place to ensure the validity of panel respondents and the responses they provide are described on page 224. In addition to these general checks, a number of further checks were implemented either as part of the GBDVS questionnaire script, whereby respondents were asked to validate their own responses at certain points, or post fieldwork when checks were conducted by the Kantar study team to identify then correct or remove invalid responses.

The following quality checks were included within the survey script:

- Question 5 – number of visits taken - if respondents indicated that they had taken more than one leisure visit within a single day, a subsequent question was asked to ensure that these were actually separate outings (i.e. with the participant returning to their home/ workplace/ holiday accommodation) between visits rather than just separate stages of a single longer trip
- Question 23 – visit duration - if the sum of the durations spent at different stages of the visit varied from the previous response at Question 8 regarding total trip duration, respondents were asked to confirm or re-enter their response
- Question 27 – expenditure – if respondents claimed to have spent £500 or more on any single expenditure category they were asked to confirm or re-enter their response

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Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

## Data preparation and analysis

In the processing of the annual data, further quality checks and edits were undertaken as follows:

- Region visited – question 13b asks respondents to indicate where they visited, selecting answers from a list of Government Office Regions while question 11 recorded the name of the specific village, town or city visited. Post fieldwork, responses to question 11 were profiled at a number of geographic levels including Local Authority, Country and Government Office Region. Where the region of the village, town or city selected at question 11 did not match the region selected by the same respondent at question 13, responses were manually checked and corrected where possible. Also where a response of Don't Know was provided at question 13b, the response from question 11 was used to determine the region visited
- Visit Expenditure - where the reported total expenditure for an individual visit exceeded £5,000 this visit was removed from the data as it was felt that the data was either unreliable or would have an undesirably disproportionate impact on the grossed estimates of total visits. Also, all other visits with a reported spend of over £500 were manually reviewed and any answers considered not to be viable were removed
- Very large expenditure weights – similarly if following the above removal of visit spend outliers, the expenditure of visit weight for any individual visit still exceeded 500 (i.e. meaning that this single visit contributed £0.5m or more to grossed estimates) this visit would be removed from the data

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## Distance travelled

Question 16 asks respondents to indicate the total distance they travelled during their trip, selecting their response from a list of distance bands.

During 2011, an analysis was undertaken to determine the accuracy of responses to this question by taking data on the start and end points of visits to derive the actual distances between these points. Full details of this exercise and its outcomes are provided in the appendix.

In summary, this comparison found that the distances provided by respondents were often inaccurate with the claimed distance typically lower than the real distance travelled. To improve the accuracy of responses at this question, from January 2012, a change was made to the question to increase the number of distance bands available to respondents who claimed to have travelled more than 100 miles. The change made involved the replacement of the original single answer option of 'over 100 miles' with 5 new bands - '101 to 149 miles', '150 to 200 miles', '201 to 250 miles', '251 to 300 miles' and 'over 300 miles'. Also from January 2012 the 'don't know' answer option was made more prominent to ensure that respondents with no idea of the distance travelled on their visit provided this response rather than a guessed distance.

Given the above, the data collected at question 16 should be treated as indicative of total distances travelled. Accordingly when results from this question are presented they are labelled 'claimed distances'.

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Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

## 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 discussed in the next page.

## Defining Tourism Day Visits (1)

GBDVS captures headline data on the volume of visits from home involving any of the activities listed in the table below. 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.

Table 1.6 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

Table 1.6 (continued) Leisure activities included in definition of Leisure Day Visit
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 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.

## Defining Activities Core to Tourism

In addition to 3+hours and Tourism Day Visits sections, a new section allowing a better view of the volume and expenditure of the touristic activities in the UK was added: the Activities Core to Tourism section.

Effectively, this new section is a subset of the Tourism Day Visit and includes only respondents that undertook certain activities as seen in the table on the right hand side.

Like with the TDV section, the definition of this new section was agreed by the survey sponsors following a significant amount of discussion.

Table 1.7 Leisure activities included in definition of Activities Core to Tourism
Going out for entertainment (i.e. concert or theatre)
Undertake outdoor leisure activities such as walking, cycling, golf etc.
Watch live sporting event (not on TV)
Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.
Going to a special public event such as a festival, exhibition, 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 general days out/ to explore an area
<b>But excluding</b> going to the cinema

## Weighting development

As described previously, quotas are 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 are 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. The following sections describe the weighting stages applied and some of the key considerations when each of the stages were developed.

### Demographic weighting

This stage of weighting is applied to correct for variations between the demographic distribution of respondents and the GB population. Table 1.2 illustrates how the fieldwork quotas applied ensured that the sample was representative of the wider population in terms of a number of broad gender, age, working status and socio-economic groups. However when the profile of survey data set is compared with the population profile on the basis of other demographic variables, certain groups can be seen to be over or under represented. For example when age and gender are interlocked there is an under representation of males aged 16 to 24 but over representation of males aged 65 and over.

Similarly, as discussed previously, the sample contains a lower proportion of people who terminated education aged 16 years or over than is found in the GB population and, as might be expected given the survey mode, most panelists are very regular Internet users (93% accessing on a daily basis compared to 60% amongst the GB adult population).

In developing the weighting solution it was important to take account of these variations between the sample population and GB population profile. The review undertaken to develop a weight solution also found that the demographics most correlated to levels of visit taking included age, socio-economic group, age of terminating education and car ownership and data from the offline surveying indicated that certain groups were more likely than others to use the Internet very frequently (more details are provided later in the report).

As such, based on the results of this review, during 2011 a large number of alternative weighting solutions were tested to find the best balance between increasing the representivity of the survey data and maintaining an acceptably high level of weighting efficiency (i.e. data is 'lost' when weighting is applied to data and increasing the number of weighting factors will typically have a negative effect on weighting efficiency). Each of these solutions was reviewed and discussed in detail with the client group to determine the most appropriate solution for the ongoing survey.

## Weighting development (2)

Following this process it was decided that the following series of demographic weights should be 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

By applying this combination of weights the overall weighting efficiency has been found to be around 70% on average.

This means that while a total of 34,319 interviews were conducted in GBDVS during 2018, the effective sample size is around 25,000. The weighting targets used are provided in the tables in this page and the next one (figures in thousands) the overall sum of these weights is 49.236 million, reflecting the size of the GB adult population.

Table 1.8 Social grade and TAE weighting targets ( 000s)	
	<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

## Weighting development (1)

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	1,442	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	1,368	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	1,115		
South East Male 45-64	1096		
South East Male 65+	646		
South East Female 16-24	469		
South East Female 25-44	1,133		
South East Female 45-64	1,131		
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.

In summary the following steps are followed:

- The total claimed number of trips is calculated for each respondent (TCT). That is the total number of trips of 3 hours duration taken in the previous week, as recorded at question 8
- The total number of trips with details given is calculated for each respondent (TDT). That is the number of trips asked about in Section 3 of the questionnaire (Q13 to Q30) which is capped at a maximum of 3
- The Trip Correction Factor (TCF) for each respondent is calculated as follows:  $TCF = TCT / TDT$
- The Calendar Month Factor (CMF) is calculated as the total days in the reporting month divided by the number of days reported by each respondent as falling into that month
- The Total Visit Weight (TVW) is calculated for each respondent as the product of their Demographic Weight (DW), Trip Correction Factor (TCF) and Calendar Month Factor (CMF)
- The estimate of the total number of visits taken in each month by the GB adult population is the sum of the Total Visit Weights

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.

### Expenditure of visit weighting

GBDVS visit based results are also presented in terms of the expenditure 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. In summary, the Total Visit expenditure Weight (TVVW) is obtained by multiplying the Total Visit Weight (TVW) by total visit spend.

## Offline survey

Undertaking GBDVS using an online survey method represented a significant change from the approaches followed in previous surveys regarding leisure and tourism participation. Indeed GBDVS is one of the largest monitors undertaken using an online approach with most other surveys conducted by the public sector in the UK continuing to administered through ‘traditional’ face to face or telephone survey methods.

Given this innovative nature of the GBDVS approach, during the first year of fieldwork it was felt important that some parallel offline surveying was undertaken. The purpose of this parallel data collection was to provide a measure of the validity of the data collected online and thereby identify measures that could be taken to increase the robustness of data. Comparison of the data collected online and offline focused upon the following key areas:

- Mode effect – i.e. differences in the data collected through the interviewer administered approach traditionally used in surveys of this nature to an online self completion approach
- The effect of the online sample being dominated by people who regularly access the Internet
- Details of visits report – comparing the profile of visits reported using each mode

### Approach

6 waves of offline surveying were undertaken on the following dates to achieve a total sample of 6,363:

- w/b 21st February 2011 – 1,009 interviews
- w/b 23rd May 2011 – 1,255 interviews
- w/b 27th July 2011 - 1,026 interviews
- w/b 8th August 2011 – 980 interviews
- w/b 10th October 2011 – 1,052 interviews
- w/b 12th December 2011 – 1,041 interviews

In each survey wave a shortened version of the GBDVS questionnaire was included in the Kantar in-home omnibus. To minimise the mode effect the questions were worded identically and scripted in a self completion format, allowing interviewers to hand their CAPI tablet computer to the respondent to allow them to complete the questionnaire themselves.

The profile of this sample was in line with the standard in-home omnibus quotas (based on gender, age and working status) and the data were subsequently weighted using an identical approach to that used for the online data.

## Offline survey (1)

### Mode effect

Comparing the weighted data collected online with the weighted data collected offline, we see that in the offline approach details of around a third (34%) fewer 3 hours+ visits are recorded overall. A similar difference is found if this comparison is based only on those respondents who access the Internet daily.

These differences provide an indication of the scale of the mode effect i.e. when demographic and internet usage variations are controlled for through the application of weights and focusing the analysis on regular Internet users only, most of the remaining difference in the results is likely to relate to differences in how responses are given when completing the survey in different ways.

For example the lower volume of visits typically recorded in the off line survey may relate to respondents abbreviating their responses as they feel under pressure to complete the survey quickly as an interviewer is present. However, while the online survey provides respondents with more time to provide a full and considered response, its self completion nature could lead to respondents misunderstanding questions so potentially providing invalid responses.

### Sample profile

As shown in the table below by definition, all of those who responded to the main GBDVS online in 2011 had internet access while in the parallel offline surveying 24% of respondents had no access to the Internet. Also, over the course of 2011, 78% of the online survey interviews were conducted with respondents who claimed to access the Internet on a daily basis some for many hours per day, this compared with 53% of the offline sample.

Table 1.10 sample profile by internet usage	Full GBDVS online sample	Off line sample
No Internet access	-	24%
Any Internet access	100%	76%
Daily Internet access	78%	53%

The data collected in the off-line survey could be used to compare the demographic profile of daily Internet users with those people who accessed the Internet less frequently or never. This comparison found that age, gender, working status and age of completing education were all found to be correlated to whether or not an individual accessed the Internet daily. Most significantly, daily internet users were more likely to be male, aged under 45, working and to have completed education aged 17 or over.

These findings reinforced the importance of using these demographic variables as survey quotas and in the final weighting solution to counteract for some of the potential biases caused by the high proportion of daily Internet users in a sample drawn from an online panel.

## Offline survey (2)

### Further results comparison

As mentioned above, the off-line approach provides estimates of the volume of 3 hours+ visits taken which area around a third higher than obtained from the online approach. Following a review it has been concluded that most of this difference is likely to be a mode effect rather than related to the sample profile.

The off-line survey waves also collected details regarding general frequency of participation in leisure activities and the profile of day visits (i.e. destination type, activities undertaken, etc.).

In summary a comparison of this range of different results illustrated the following:

- In results where respondents were asked whether or not they had undertaken a particular leisure activity and frequency of participation in this activity (i.e. at questions 3 and 4), respondents in the online survey were consistently more likely to report participation than those interviewed in the off-line interviewer administered approach. This is similar to the overall higher levels of reporting of visit participation and is also likely to be related to how respondents complete the questionnaire i.e. with online respondents taking more time to complete responses than those conducting the interviewer administered questionnaire
- However it is notable that in results relating to the profile of visits taken – for example the places visited, activities undertaken and distances travelled - the results obtained in the online and off-line surveying were very similar. This similarity was also found in the piloting of different methods undertaken by ETIP in 2009 and 2010

Further outputs from the off-line surveying (including data tables and further charts illustrating comparisons of the data collected using the different modes) are available separately.

## Accuracy of results

The previous sections of this report have outlined the many measures 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, as discussed previously, 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 2018 involved some 34,319 interviews and the weighting solution used was estimated to have an efficiency of around 70%. On that basis the effective total sample size was estimated at around 25,000.

The table on the right hand side 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.

Table 1.11	Margin of error at 95% levels of confidence with a Simple Random Sample		
	All Respondents	In England	In Scotland and Wales
Effective sample size	25,000	17,500	3,500
Result			
10% or 90%	+/- 0.31%	+/- 0.37%	+/- 0.99%
20% or 80%	+/- 0.42%	+/- 0.50%	+/- 1.33%
30% or 70%	+/- 0.48%	+/- 0.57%	+/- 1.52%
40% or 60%	+/- 0.51%	+/- 0.61%	+/- 1.62%
50%	+/- 0.52%	+/- 0.62%	+/- 1.66%

By comparison Natural England's MENE survey which also collects details of frequency of leisure participation through weekly waves of fieldwork and a 7 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 this 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%.

								
Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance

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