

## England Domestic Tourism Day Visits Summary - All Purposes – 2018

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### How to read these tables

The data on the 'data' worksheet summarise trip characteristics and demographics of travellers for domestic tourism day visits taken in England in 2018.

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

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

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

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

<b>Tourism Day Visits - England</b>	<b>Trips</b>	<b>% of Trips</b>	<b>Spend</b>	<b>% of Spend</b>
	Millions	%	£Millions	%
England Total	1431.3	100%	£53,036	100%
<b><u>Regions</u></b>				
North East England	77.3	5%	£2,547	5%
North West England	170.2	12%	£6,345	12%
Yorkshire and The Humber	129.8	9%	£5,066	10%
East Midlands	102.4	7%	£2,867	5%
West Midlands	121.5	8%	£3,829	7%
East of England	137.4	10%	£5,042	10%
London	319.2	22%	£13,964	26%
South East England	225.1	16%	£7,515	14%
South West England	148.3	10%	£5,862	11%
<b><u>Destination Type</u></b>				
City/large town	612.4	43%	£27,400	52%
Small town	342.6	24%	£10,247	19%
Village / countryside	326.3	23%	£9,278	17%
Seaside Net	120.9	8%	£5,107	10%

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	Millions	%	£Millions	%
<b><u>Main Activities during TDVs</u></b>				
Visited friends or family for leisure	346.7	24%	£8,968	17%
'Special' shopping for items that you do not regularly buy	100.0	7%	£7,496	14%
Went out for a meal	152.5	11%	£7,155	13%
Went on a night out to a bar, pub and/or club	109.2	8%	£4,296	8%
Went out for entertainment to a cinema, concert or theatre	96.7	7%	£4,224	8%
Undertook outdoor leisure activities such as walking, cycling, golf, etc.	107.9	8%	£2,388	5%
Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)	40.2	3%	£1,577	3%
Took part in sports, including exercise classes, going to the gym	28.4	2%	£1,334	3%
Watched live sporting event (not on TV)	61.2	4%	£2,497	5%
Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.	69.7	5%	£2,555	5%
Went to a special public event such as a festival, exhibition, etc.	33.9	2%	£1,045	2%
Went to a special event of a personal nature such as a wedding, graduation, christening, etc.	33.8	2%	£783	1%
Went on days out to a beauty/health centre/spa, etc.	8.5	1%	£352	1%
Went on general days out/ to explore an area	107.4	8%	£3,718	7%
Went on day trips/excursions for another leisure purpose not mentioned above	35.8	3%	£1,137	2%

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	Millions	%	£Millions	%
<b><u>Transport used during TDVs</u></b>				
Car - own/friends/family	871.2	61%	£32,085	60%
Car - hired	29.4	2%	£1,667	3%
Public transport	254.4	18%	£11,249	21%
Train	152.5	11%	£8,359	16%
A regular bus\coach	101.9	7%	£2,890	5%
Organised coach tour	16.3	1%	£749	1%
Taxi	46.7	3%	£2,069	4%
Walked\on foot	102.8	7%	£1,809	3%
Bicycle	19.7	1%	£277	1%
Tube	46.6	3%	£1,483	3%
Tram	9.5	1%	£244	0%
Motorised caravan\campervan	3.7	0%	£40	0%
Plane	5.4	0%	£670	1%
Boat\ship\ferry	3.8	0%	£299	1%
Lorry\truck\van	4.1	0%	£40	0%
Other	17.8	1%	£354	1%

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	Millions	%	£Millions	%
<b><u>Gender</u></b>				
Male	695.9	49%	£27,620	52%
Female	735.5	51%	£25,415	48%
<b><u>Age</u></b>				
16-24	313.4	22%	£10,939	21%
25-34	295.7	21%	£14,020	26%
35-44	208.3	15%	£8,498	16%
45-54	212.2	15%	£8,084	15%
55-64	162.9	11%	£5,387	10%
65+	238.8	17%	£6,108	12%
<b><u>Social Grade</u></b>				
AB	425.2	30%	£17,957	34%
C1	423.5	30%	£14,311	27%
C2	304.2	21%	£12,453	23%
DE	278.5	19%	£8,314	16%
<b><u>Working Status</u></b>				
Employed/self-employed (full or part time)	811.1	57%	£34,675	65%
In full or part time education	185.6	13%	£7,425	14%
Unemployed/not working	162.9	11%	£4,750	9%