

The Great Britain Day Visitor 2019 Annual Report





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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How to use this report

The structure of the 2019 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 2019 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 adult residents of England, Scotland and Wales.

GBDVS 2019 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 adult GB residents to destinations in England, Scotland, Wales and Northern Ireland. Fieldwork for the survey being reported in this document commenced at the beginning of 2011 and finished at the end of 2019.

This report contains the results of the 2019 survey, including comparisons of results with those obtained between 2011 and 2018.

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



								
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

Scope of the report

This report provides the main results of GBDVS 2019 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, Eilean Siar, Orkney Islands and Shetland Islands, 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 2019 was undertaken using an online methodology with a total of **35,746 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 were 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 adult visits taken in each month of the year and for the full 12 months to be calculated.

It should be noted that the ‘grossing up’ produced estimates of the volume of adult visits, and no attempt was made to estimate volume of associated child visits. However, expenditure estimates include all monies spent on the visit, even if some of the money was spent on items for children who may have been present.

The questionnaire allows details of up to three visits to be recorded, but the weighting takes account of any additional visits taken, to ensure that the final weighted data could be considered to be representative of all adult 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

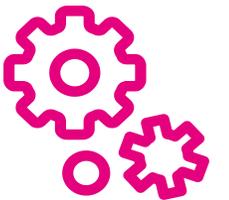
Parallel testing of the survey approaches used before and after these changes found that these changes resulted in increased levels of visits reported by respondents by around **+15%**.

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 were corrected and reports 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 involving any of the activities listed in the table on the next page, away from home, work, or other place of residence, which did not involve an overnight stay.

Any participation in one or more of these activities, 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, work or other place of residence and returning to the same place).

Tourism Day Visits (TDVs)

Tourism Day Visits are a sub-set of 3 hours+ Leisure Day Visits which fulfil two 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

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

**Note: Entertainment visits solely including cinema attendance are not included as a core tourism activity*

								
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:

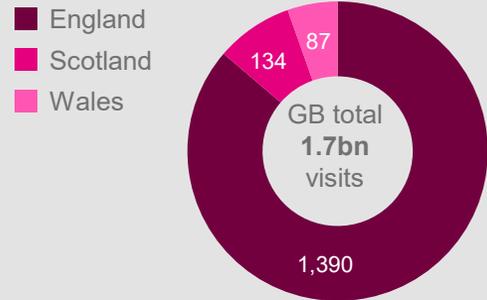
- City/large town
- Small town
- Village/countryside – combining responses of ‘a village’ or ‘countryside’
- Seaside – combining all three of the seaside/coastline answer options

Rounding of percentages

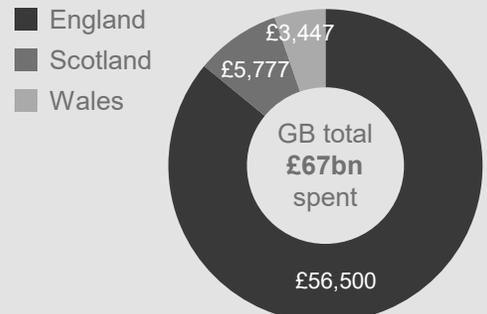
Note that in some tables and figures percentages do not total 100% due to the rounding of figures to the nearest whole number.

2019 – Tourism Day Visits at a glance

Annual volume in millions



Annual expenditure in £m



Annual volume in millions and expenditure in £m

	Volume	Expenditure
GB total	1,653	£66,978
England total	1,390	£56,500
Scotland total	134	£5,777
Wales total	87	£3,447

Scottish regions*

East of Scotland	45	£2,276
West of Scotland	44	£1,827
North of Scotland	27	£1,467
South of Scotland	17	£669

Welsh regions*

Mid Wales	12	£1,021
North Wales	23	£588
South East Wales	34	£1,226
South West Wales	18	£579



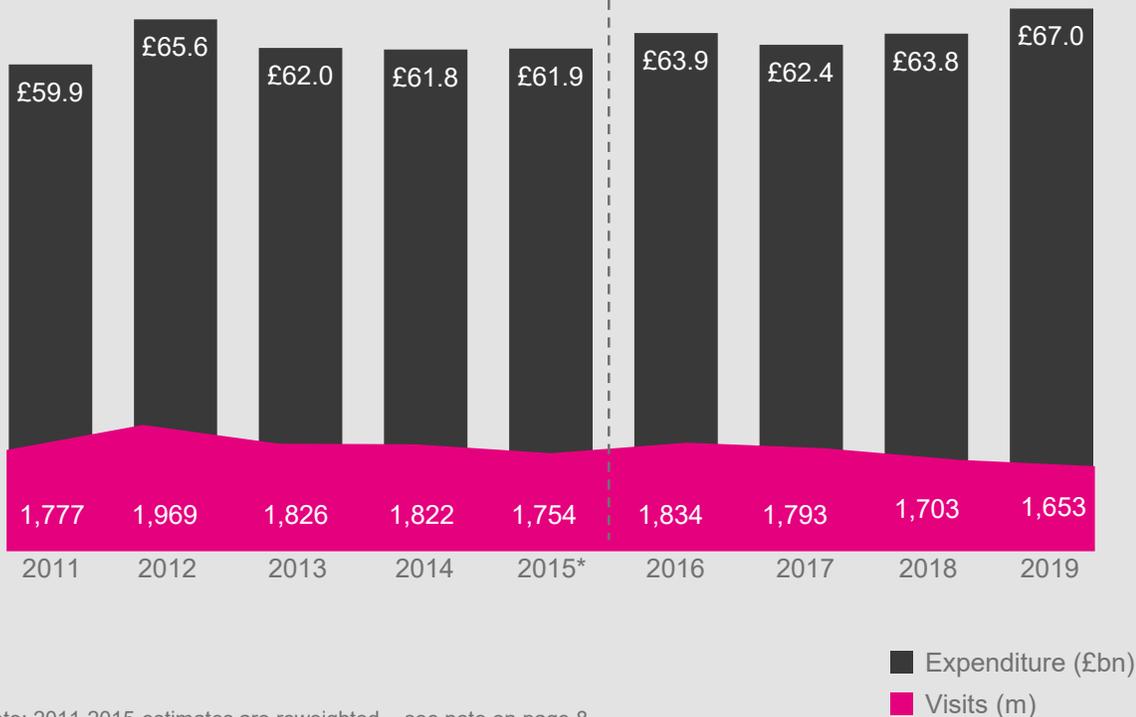
English regions

Region	Volume	Expenditure
North East England	72	£3,323
North West England	174	£7,405
Yorkshire and The Humber	141	£6,429
East Midlands	108	£3,559
West Midlands	124	£3,689
East of England	123	£4,694
London	281	£14,461
South East England	218	£7,973
South West England	148	£4,967

*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.

2019 – Tourism Day Visits at a glance

Trends over time
GB level



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

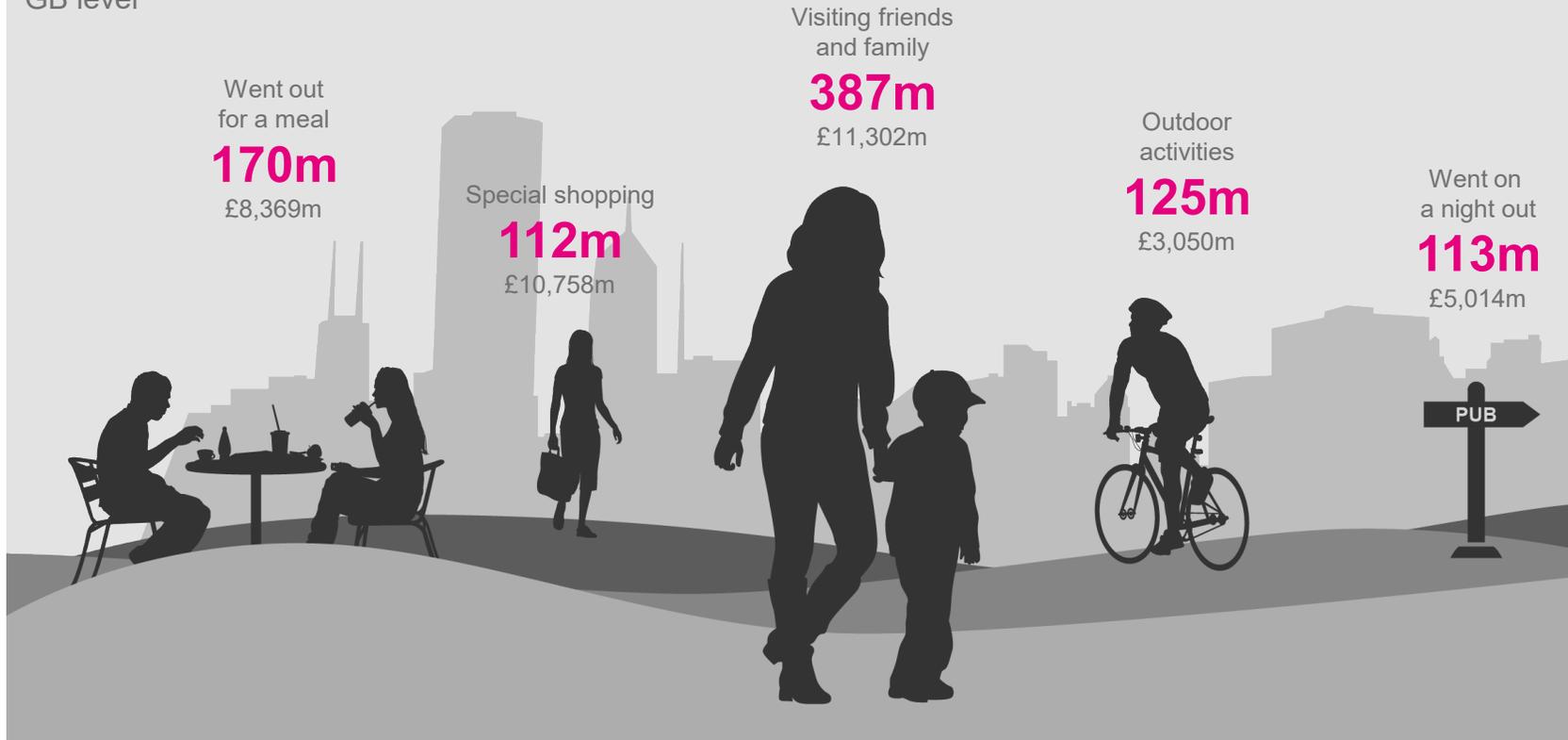
Monthly volume and expenditure
GB level



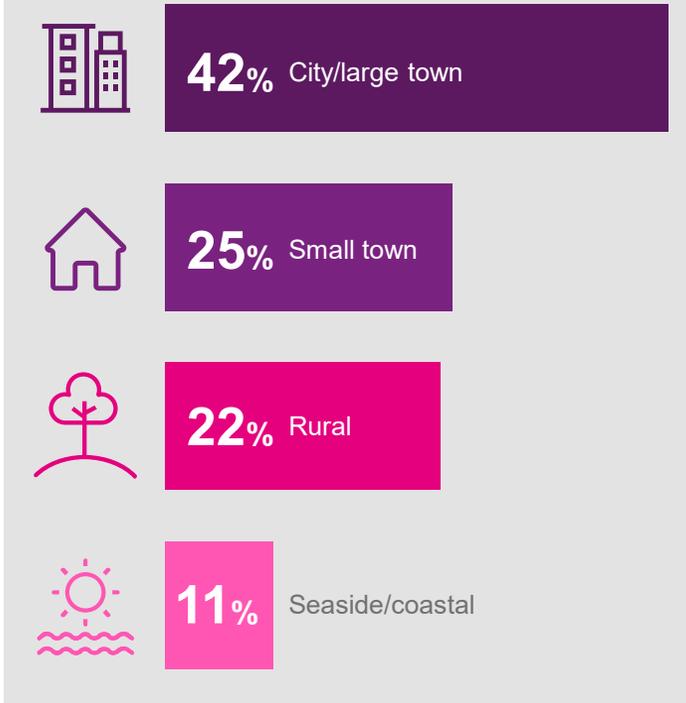
*Including visits with zero spend

2019 – Tourism Day Visits at a glance

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 2019.

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



Volume and expenditure of visits

- During 2019, GB residents took a total of 1.653 billion domestic Tourism Day Visits and around £67 billion was spent during these visits.

Geographic distribution of visits



- England saw the highest number of visits (1.390 billion visits or 84% of the total) while 8% of visits (134 million) were taken to Scottish destinations and 5% to places in Wales (87 million).
- London had the greatest share of visits amongst the English regions (281 million visits) where the total expenditure of day visits during 2019 was just under £14.5 billion. The English region with the lowest volume and value of visits remained the North East.
- In Scotland the largest volume of visits were taken to destinations in East Scotland (45 million).
- In Wales the largest volume of visits were taken in South East Wales (34 million).



Volume and expenditure of GB Tourism Day Visits over time

- The volume (1.653 billion) of Tourism Day Visits taken by GB residents during 2019 is lower than those taken in 2018 (1.703 billion), decreasing by -3%. Overall expenditure on these visits increased from £63.8 billion to £67.0 billion (+5%)
- In England visit levels decreased between 2018 and 2019, from 1.431 billion to 1.390 billion (-3%), but total expenditure on these visits increased by +7% to £56.5 billion.
- Scotland also saw the volume of Tourism Day Visits decline (by -3%) compared to 2018, from 138 million to 134 million visits. Expenditure increased by +6% from £5.5 billion in 2018 to £5.8 billion in 2019.
- Welsh Tourism Day Visits decreased -9% from 96 million in 2018 to 87 million in 2019. The expenditure on visits decreased by -14% from £4.0 billion to £3.4 billion.
- For further details on Tourism Day Visit trends between 2011 and 2019, please refer to page 20.

Geographical distribution

Figure 2.1 2019 volume of Tourism Day Visits and expenditure by destination

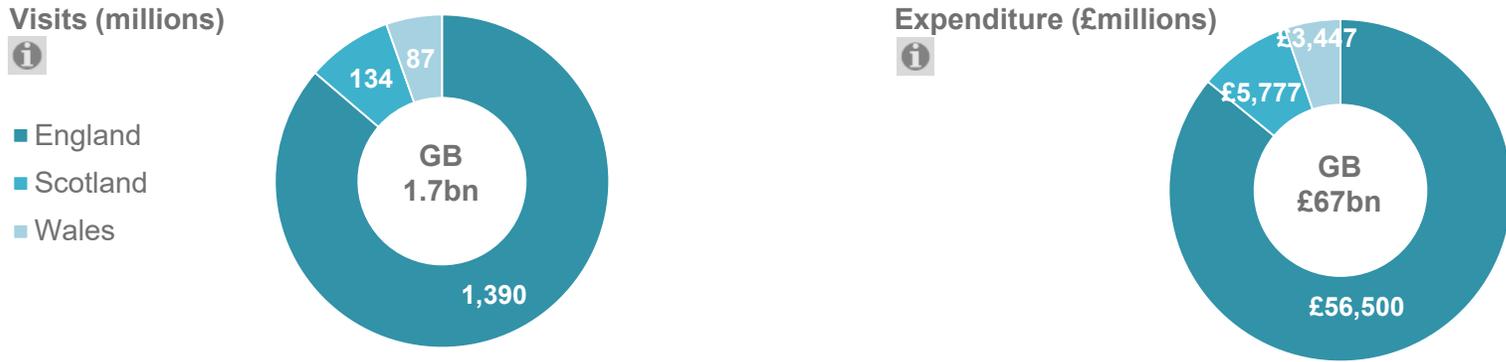
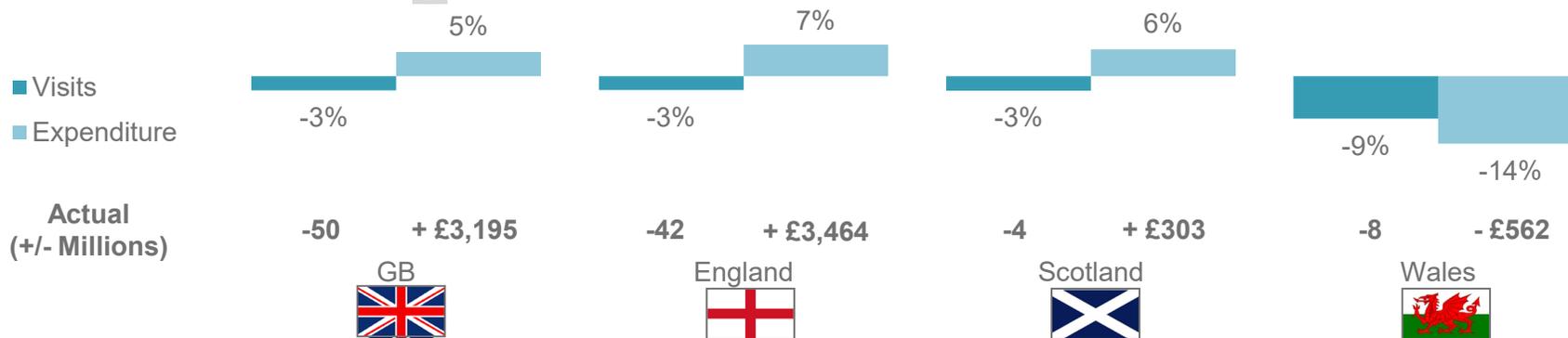


Figure 2.1 illustrates the total number of Tourism Day Visits taken in England, Scotland and Wales during 2019: a total of 1.7 billion visits across the year. England accounts for the vast majority of day visits made (1.39 billion). Of the remaining visits, 134 million were taken in Scotland and 87 million in Wales.

Figure 2.1 also illustrates the economic contribution of these visits, with a total of £67 billion spent. Visits made within England account for the bulk of the spend (£56.5 billion), with the remainder split between £5.8 billion in Scotland and £3.4 billion in Wales.

Figure 2.2 shows the difference between the total visits/spend in 2018 and 2019. At the GB level -3% fewer visits (-50 million) were taken while expenditure increased, by 5% (+£3.195 billion). This pattern is followed in England and Scotland. In Wales visits decreased by -9% and expenditure by -14%.

Figure 2.2 2018-2019 Change over time in headline volume and expenditure of Tourism Day Visits (% change)



Geographical distribution within England

Figure 2.3 2019 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

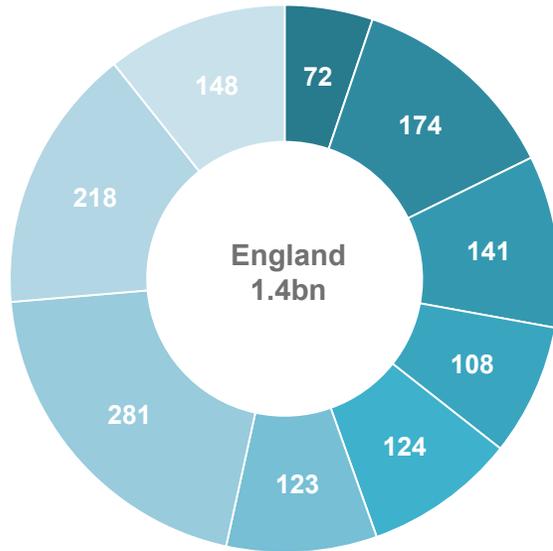


Figure 2.4 2019 expenditure of Tourism Day Visits by destination (£ millions) 

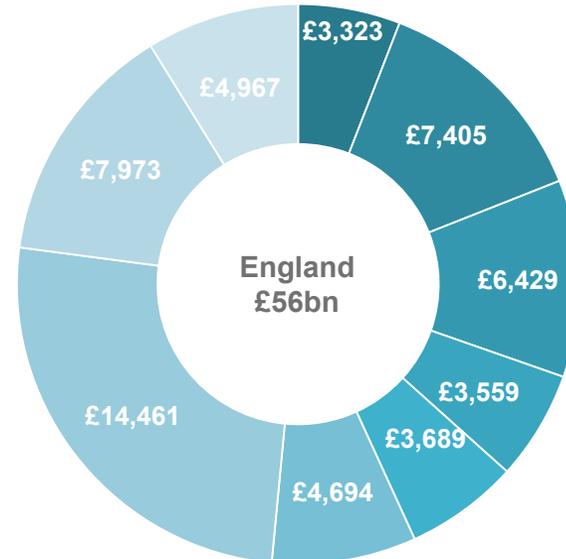


Figure 2.3 and 2.4 illustrate the regional distribution of visits and associated spend on Tourism Day Visits made within England.

London had the greatest share of visits amongst the English regions (281 million visits) - the total expenditure on tourism day visits in this region was around £14.5 billion.

The English region with the lowest volume of visits was the North East, the destination for an estimated 72 million visits and an expenditure of around £3.3 billion.

Annual trends

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

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

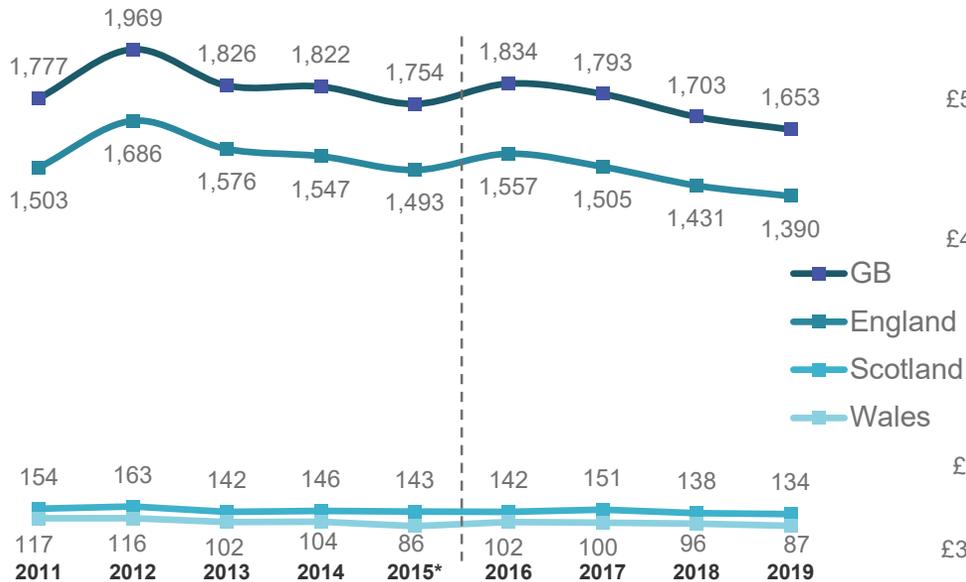
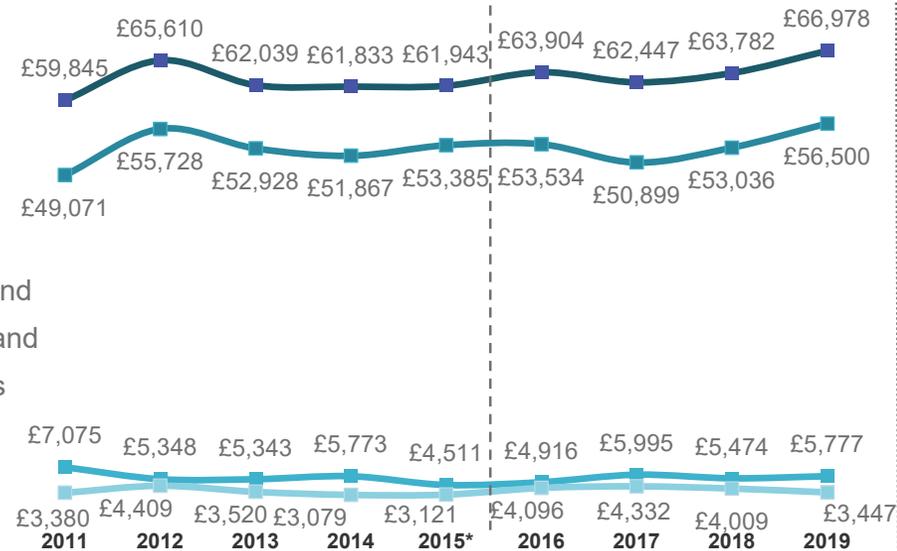


Figure 2.6 expenditure on Tourism Day Visits by year (£ millions) ⓘ

*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 2019 the volume of visits in GB as a whole, as well as England and Scotland, continued to decrease, whilst expenditure increased, compared to 2018.

In Wales both the volume of visits and expenditure fell versus 2018.

Seasonal distribution

Figure 2.7 2019 volume of Tourism Day Visits by month – all GB residents (millions) 

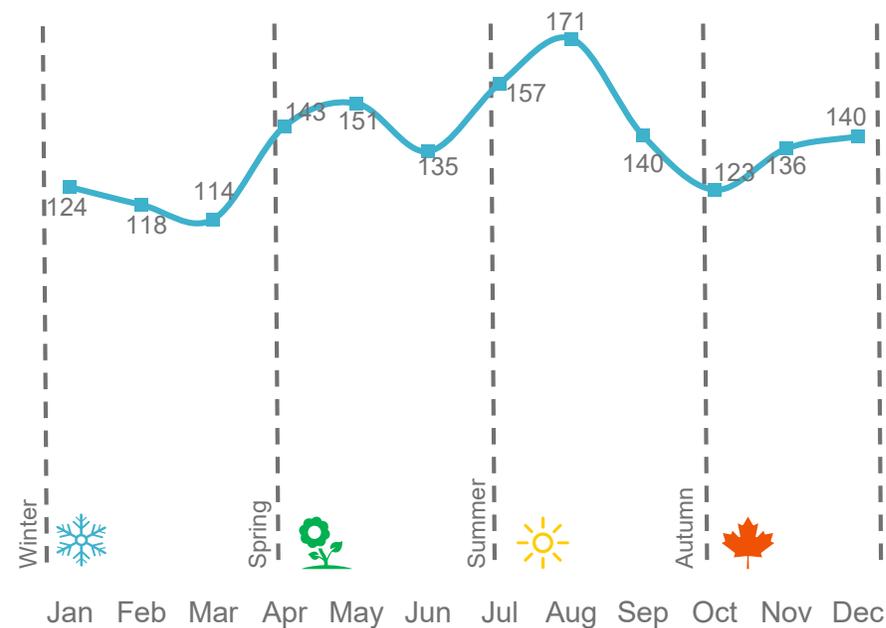
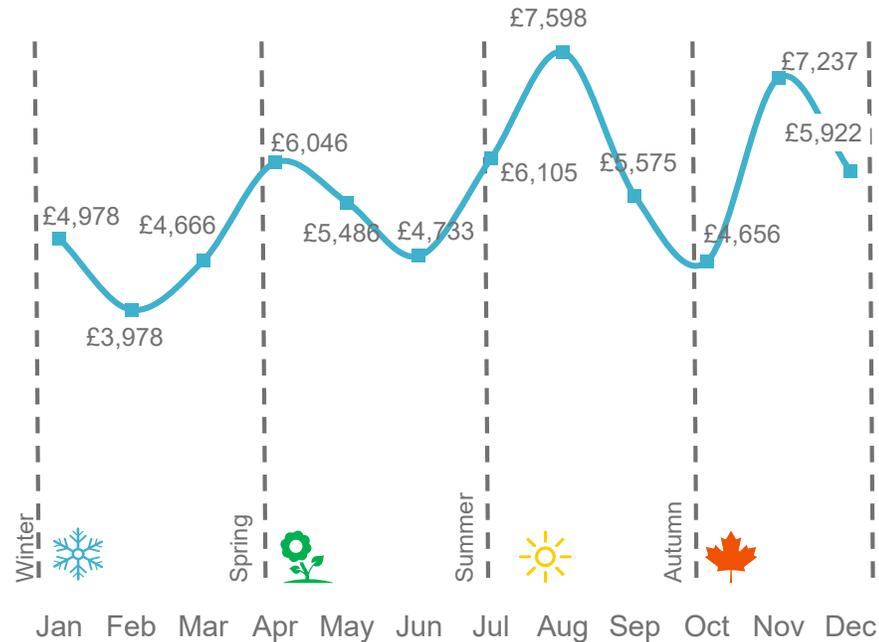


Figure 2.8 2019 expenditure on Tourism Day Visits by month – all GB residents (£ millions) 



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

Spring and summer see peaks in the volume of visits taking place, with the largest volume of visits in August (171 million visits).

The monthly variation in expenditure follows a similar pattern, as illustrated in Figure 2.8, with August being a key month for spend (£7.598 billion). November and April also saw high reported spend (£7.237 billion and £6.046 billion respectively).

Expenditures on visits

Figure 2.9 2019 expenditure on tourism day visits by destination country (% of total) 

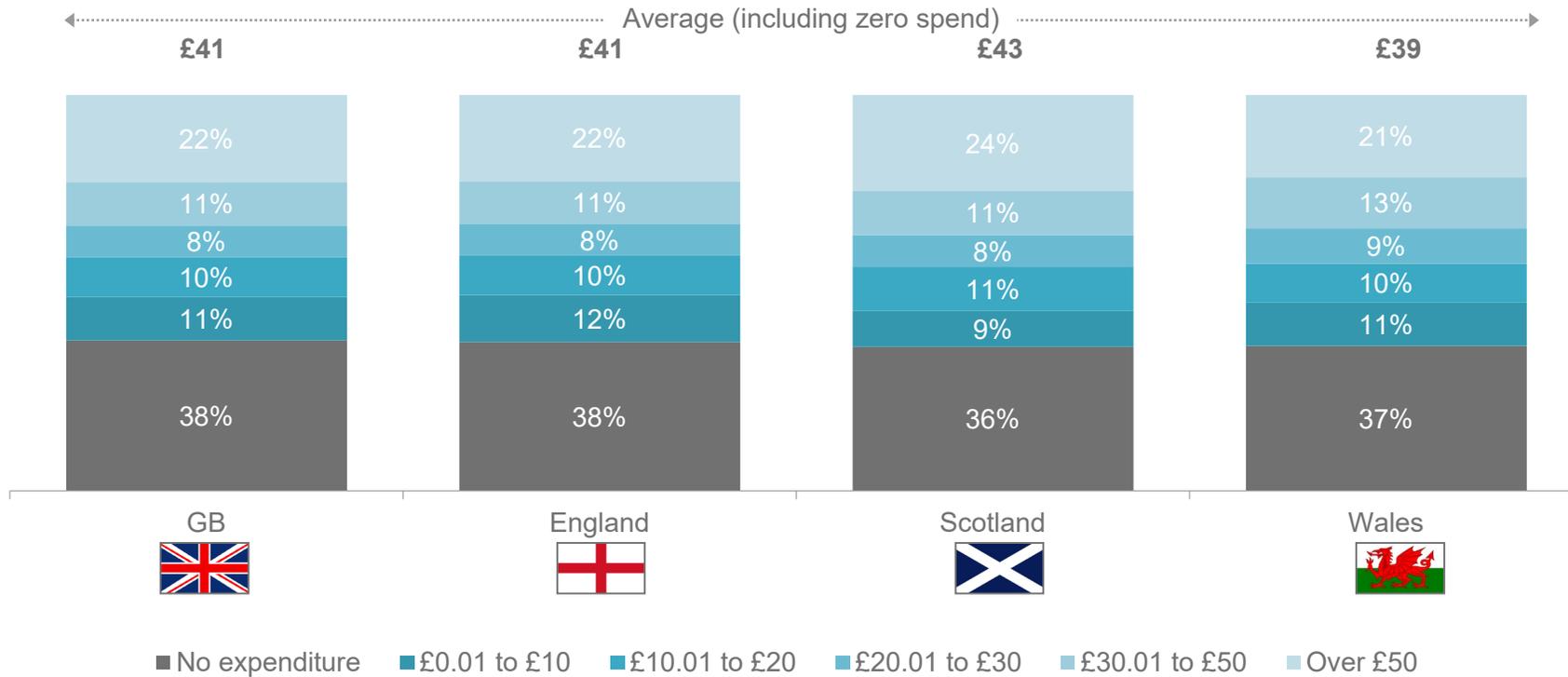


Figure 2.9 illustrates the average expenditure level and breakdown for GB and the three destination countries.

Day visits in Scotland involved higher average spend per visit than those taken in England or Wales. While the proportion of visits which involved no spend was similar in all three countries, there was a lower proportion of visits in Scotland with an expenditure of up to £10, and a greater proportion with a spend over £50 compared to England and Wales.

Activities undertaken

Figure 2.11 2019 volume and expenditure for Tourism Day Visits by main activity undertaken – all GB residents (%) 

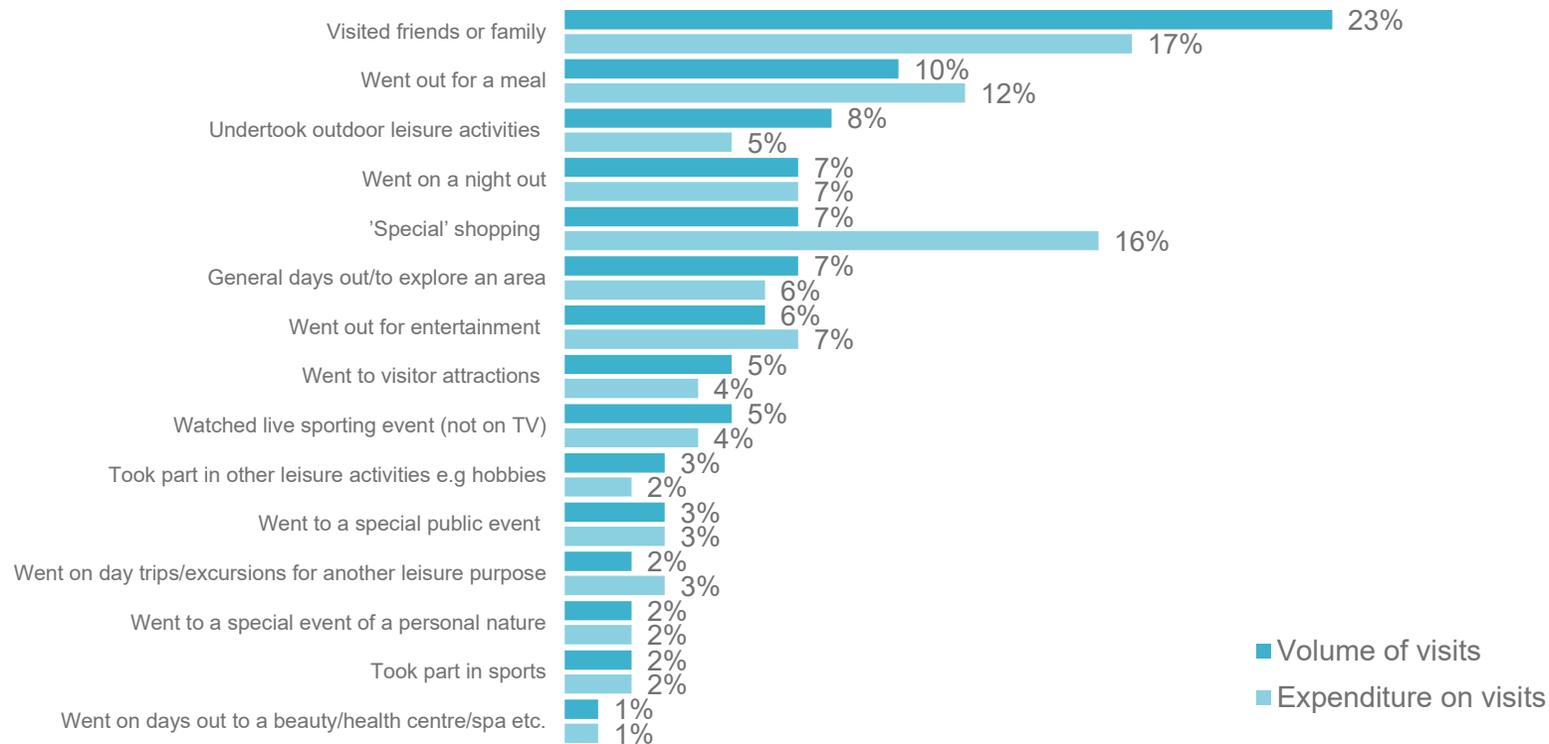


Figure 2.11 details the main activities undertaken on Tourism Day Visits and the related share of expenditure by activity.

The most prevalent activity undertaken during day visits (as a percentage of visits taken) in 2019 was visiting friends or family, which accounted for 23% of visits.

These were also the type of visits that generated most spend, accounting for 17% of all expenditure.

Special shopping accounted for the second highest proportion of spend (16%) but was a less common activity (7% of visits).

Activities undertaken by country (i)

Figure 2.12 (i) 2019 volume of Tourism Day Visits by main activity and destination country – all GB residents (%) 

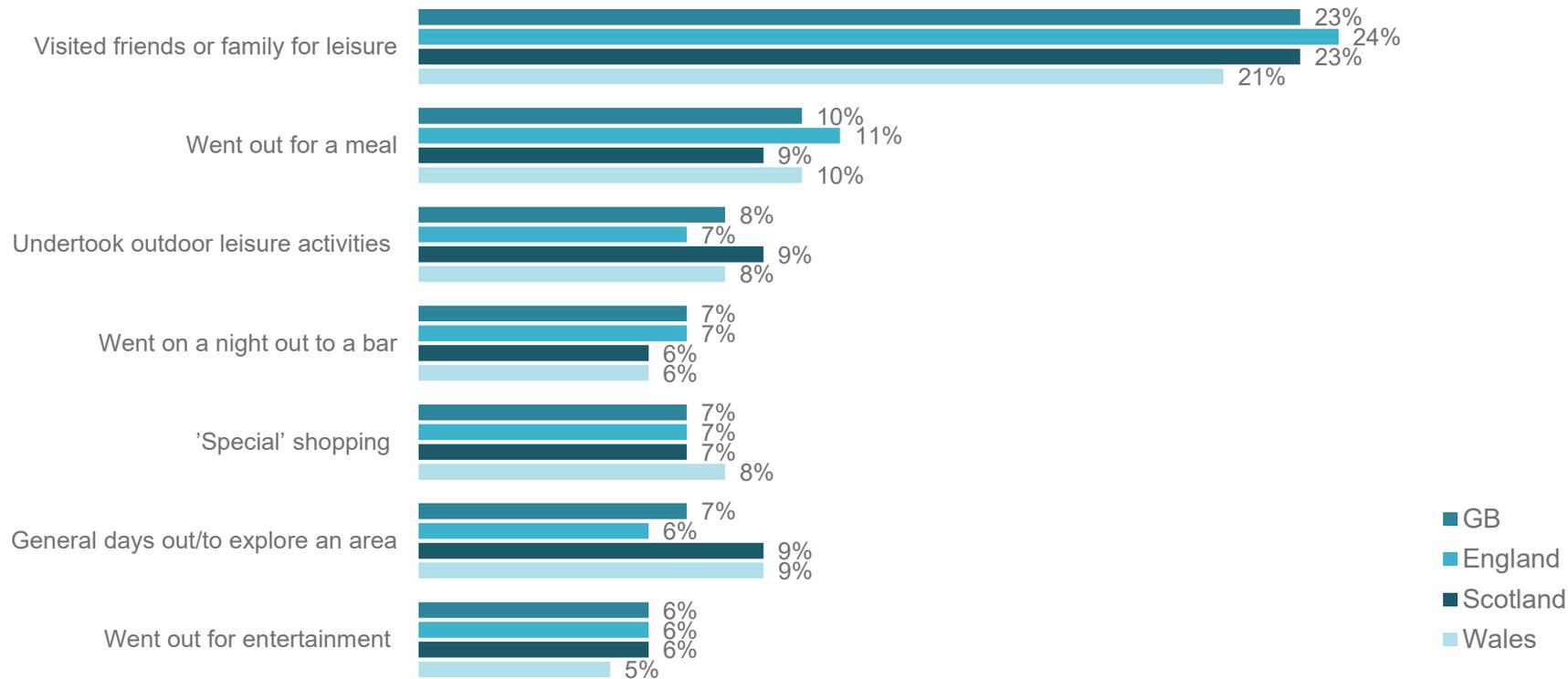


Figure 2.12 (i) illustrates the share of activities undertaken on Tourism Day Visits by destination country (continued on next page).

Activities undertaken on Tourism Day Visits tend to be similar across all three countries, although days out to explore an area are more likely to be undertaken in Scotland or Wales.

Activities undertaken by country (ii)

Figure 2.12 (ii) 2019 volume of Tourism Day Visits by main activity and destination country – all GB residents (%) 

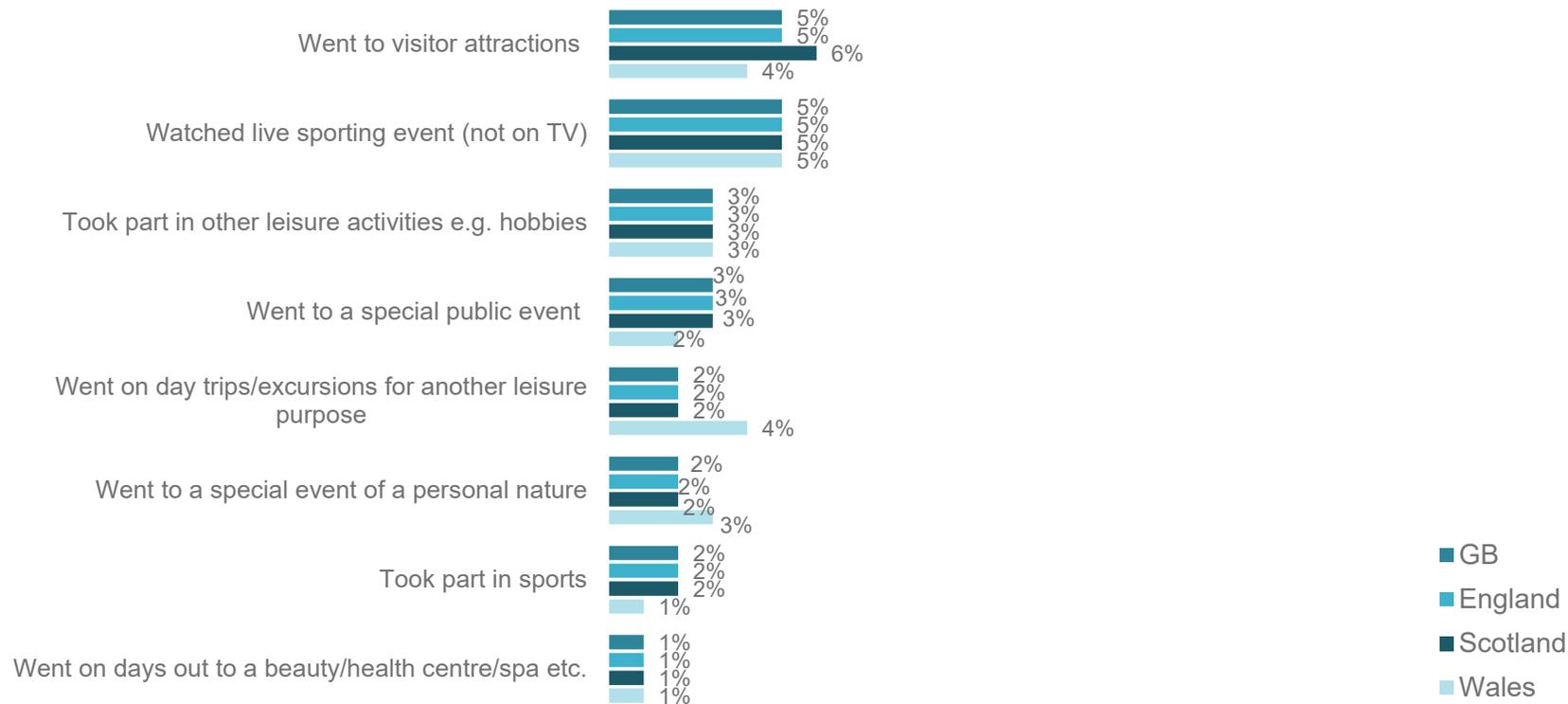


Figure 2.12 (ii) illustrates the share of activities undertaken on Tourism Day Visits by destination country (continued from previous page).

Activities undertaken by destination type (i)

Figure 2.13(i) 2019 volume of Tourism Day Visits by main activity and destination type – all GB residents (%) 

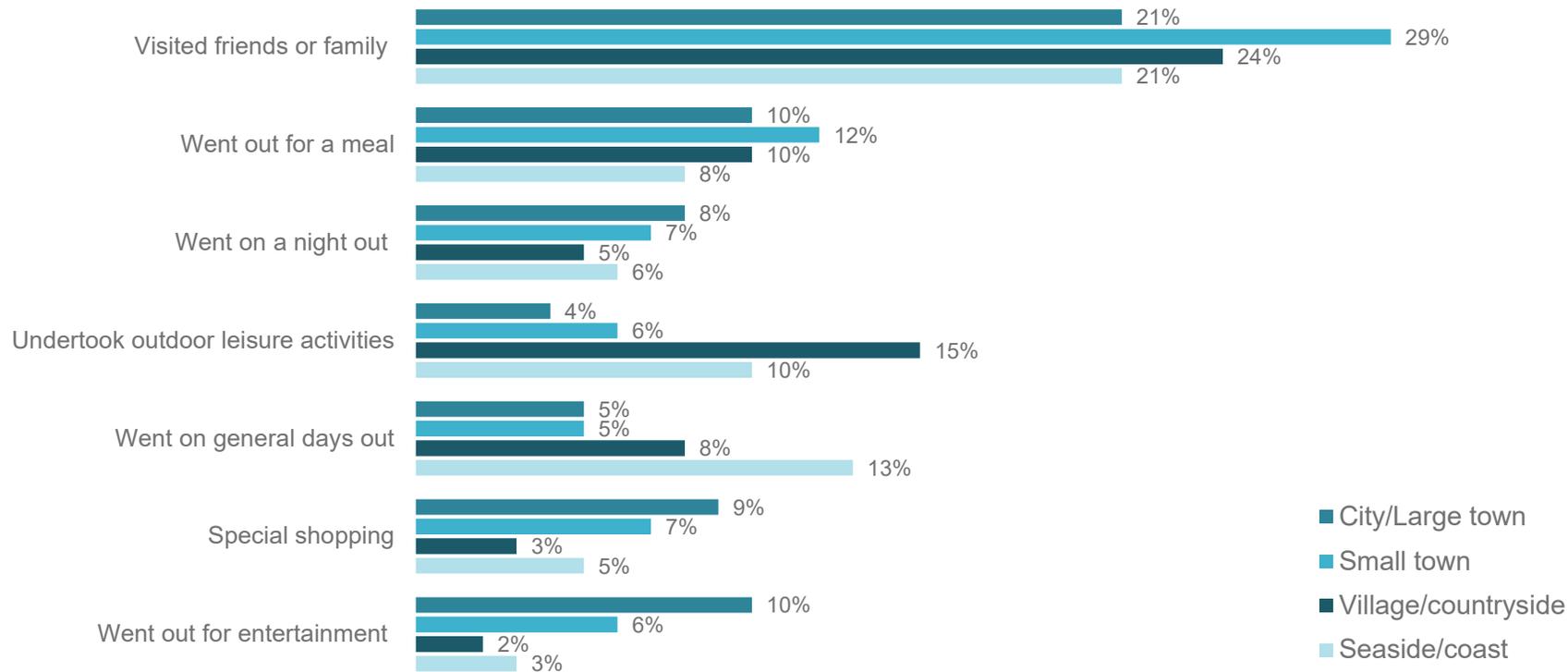


Figure 2.13 (i) illustrates the share of activities undertaken on Tourism Day Visits by destination type by GB residents (continued on next page).

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 taken to smaller towns were more likely to involve visiting friends or family or going out for a meal 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 visits or excursions or for other purposes.

Activities undertaken by destination type (ii)

Figure 2.13 (ii) 2019 volume of Tourism Day Visits by main activity and destination type – all GB residents (%) 

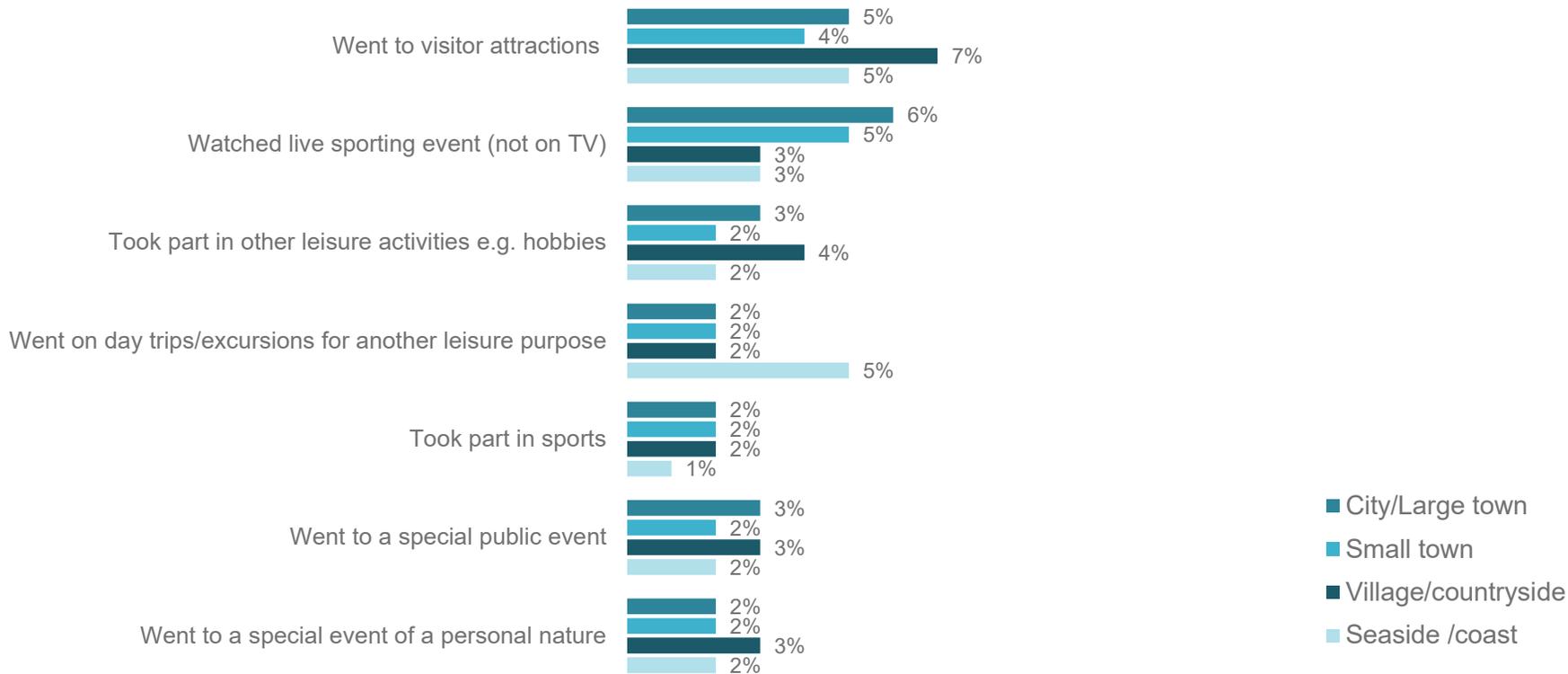


Figure 2.13 (ii) illustrates the share of activities undertaken on Tourism Day Visits by destination type by GB residents (continued from previous page).

Detailed activities undertaken

Figure 2.14 2019 volume of Tourism Day Visits by detailed activities undertaken as part of visit – all GB residents (%) 

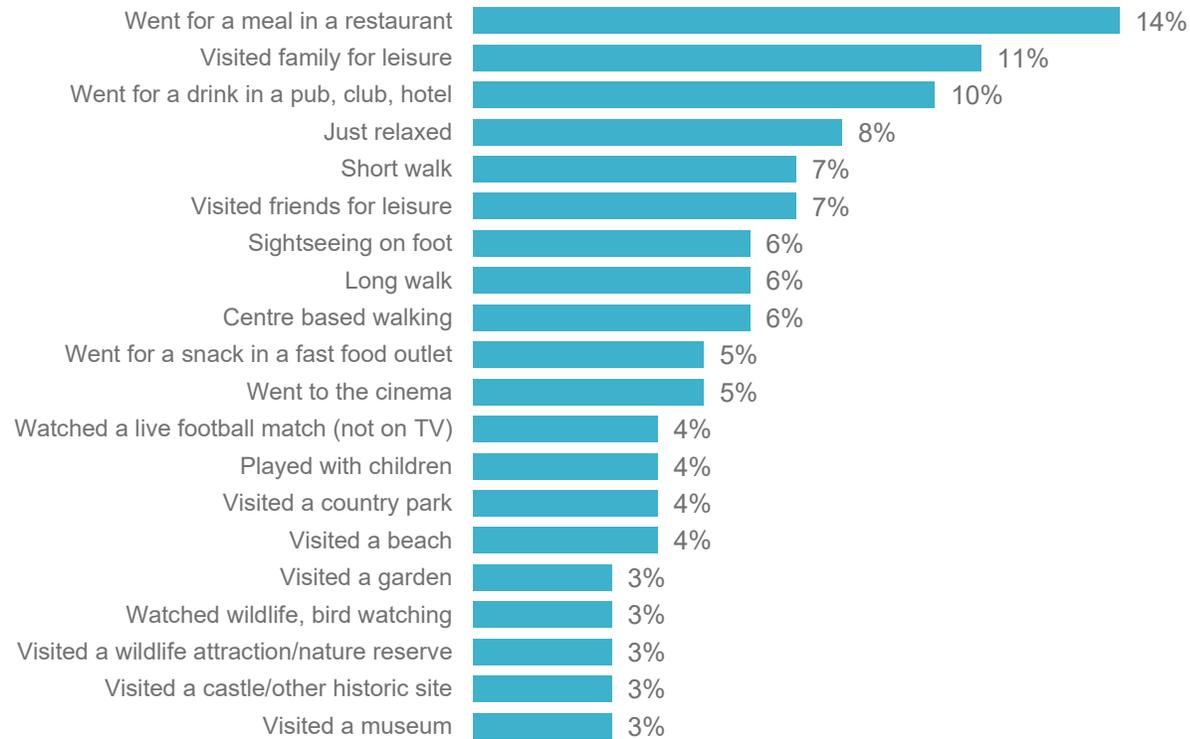


Figure 2.14 illustrates the top 20 most popular activities undertaken during Tourism Day Visits taken by GB residents in 2019 (based on the extensive list of ‘detailed’ activities shown to survey participants).

From the detailed list, the most frequent activity was going for a meal in a restaurant/café/hotel/pub, etc. (undertaken included in 14% 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. (10%).

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

Detailed activities by country

Figure 2.15 2019 volume of Tourism Day Visits by top ten detailed activity by destination country (%) 

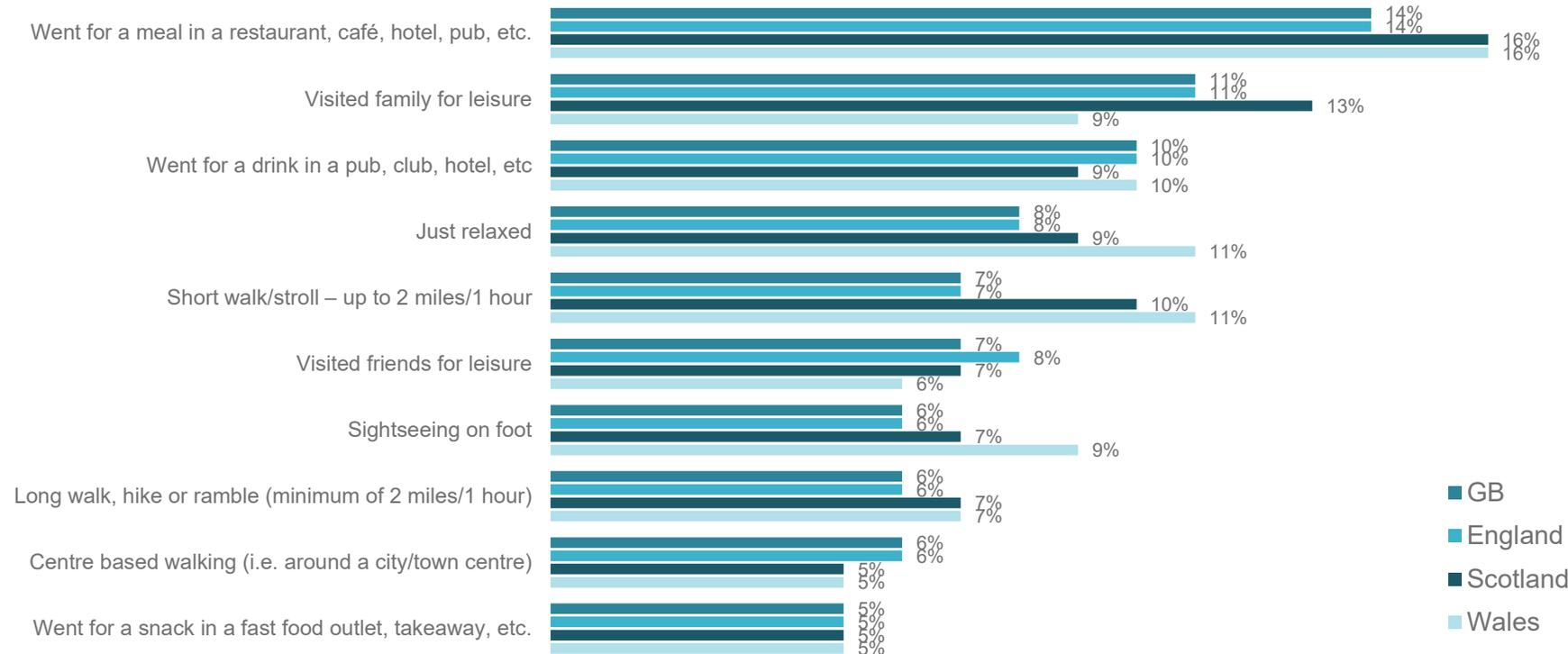
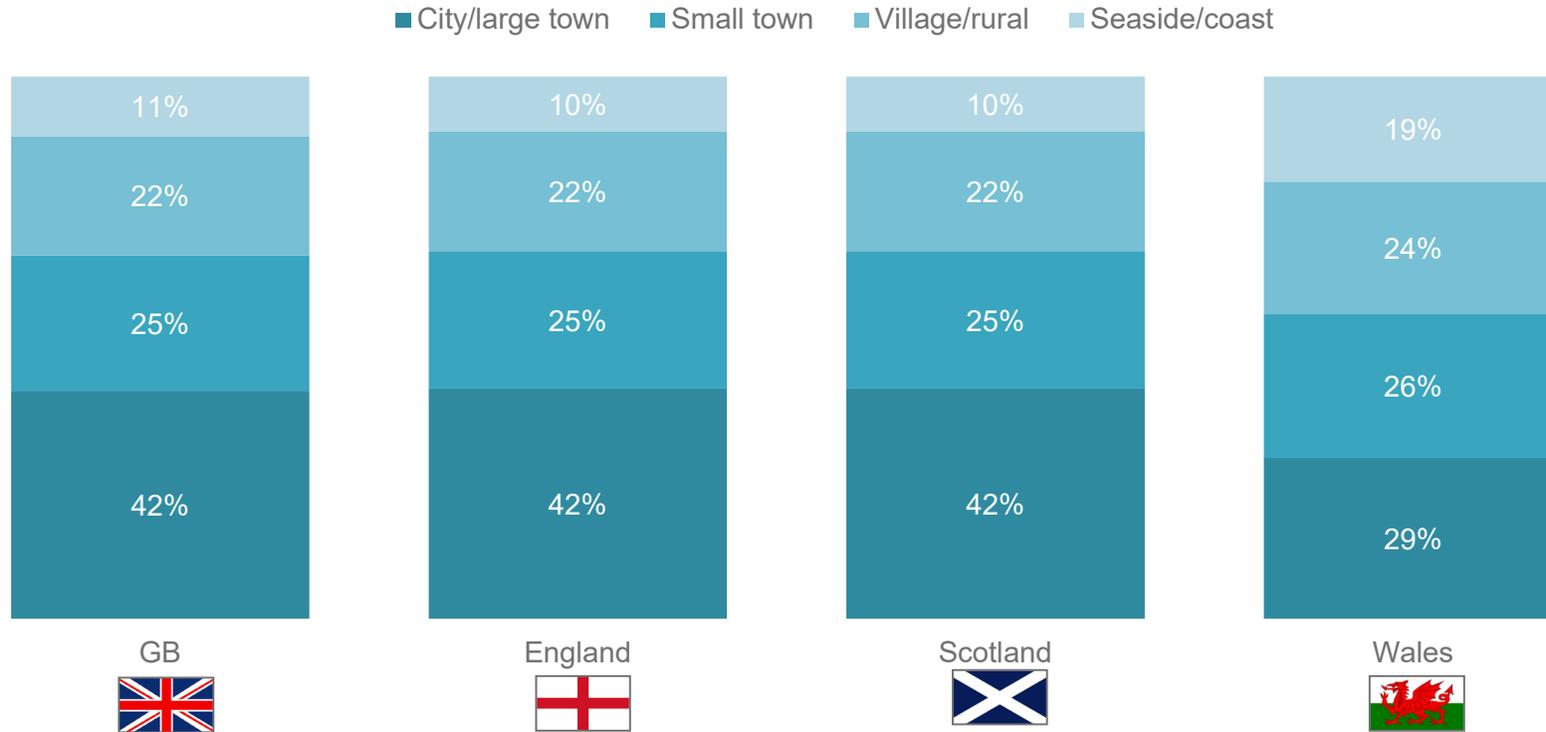


Figure 2.15 illustrates the top ten detailed activities (from a longer list) analysed by destination country.

The activities undertaken on Tourism Day Visits tend to be similar across all three nations. Activities such as a short stroll, sightseeing on foot or just relaxing are more likely to be undertaken on visits to Wales, with visits to friends and family and a short/walk or stroll being more common in Scotland.

Destination type

Figure 2.16 2019 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 more likely to include a visit to the seaside/coast and less likely to include a visit to a city or large town.

Destination type – changes over time

Figure 2.17 2018-2019 change over time in main destination type on tourism day visits – all GB residents (% change)

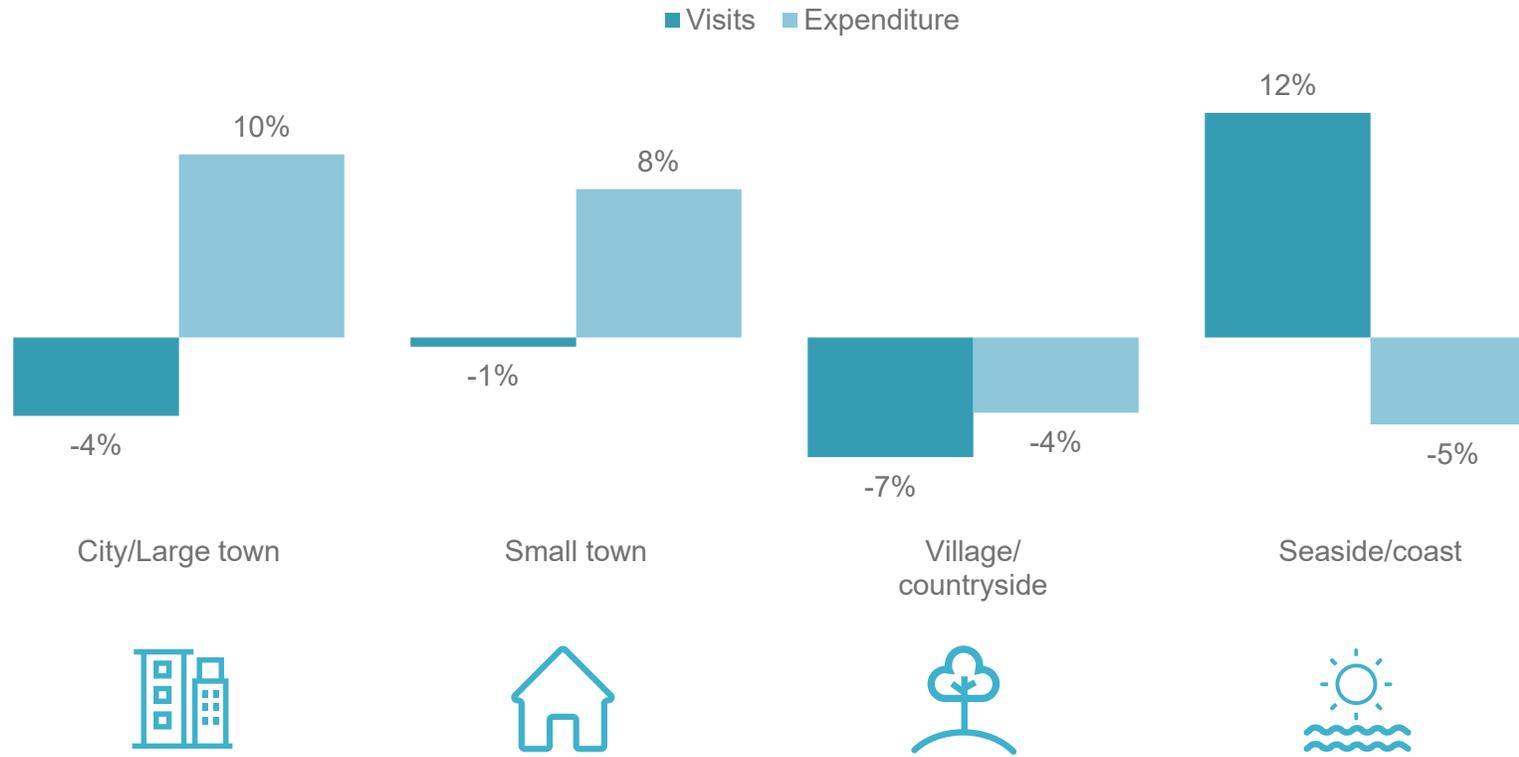


Figure 2.17 illustrates the percentage change in the number of visits and related spend between 2018 and 2019.

There have been decreases in the volume of visits to village/countryside (-7%), small town (-1%) and city/large town (-4%) destinations but an increase in visits to the seaside (+12%).

Spend has increased on visits to cities/large towns (+10%) and small towns (+8%) but decreased on visits to villages/countryside (-4%) and, despite the increase in visit numbers, spend on visits to the seaside decreased (-5%) versus 2018.

Destination type - by region

Figure 2.18 2019 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, with a lower proportion of visits to cities across the rest of the English regions. In the South West a higher than average proportion visited the seaside and a lower proportion visited cities. In the East Midlands a higher than average proportion visited villages or countryside regions.

In Wales, fewer visits were to cities and more to the seaside than in England or Scotland. In Mid Wales a larger proportion of visits were to villages and in South East Wales a higher proportion of visits were to cities.

In Scotland, the overall make-up of destinations matched that of England. In South Scotland more visits were to the seaside and fewer to cities.

Destination type – volume and expenditure of visits

Figure 2.19 2019 volume and expenditure of Tourism Day Visits by main destination type and destination country (£ millions)

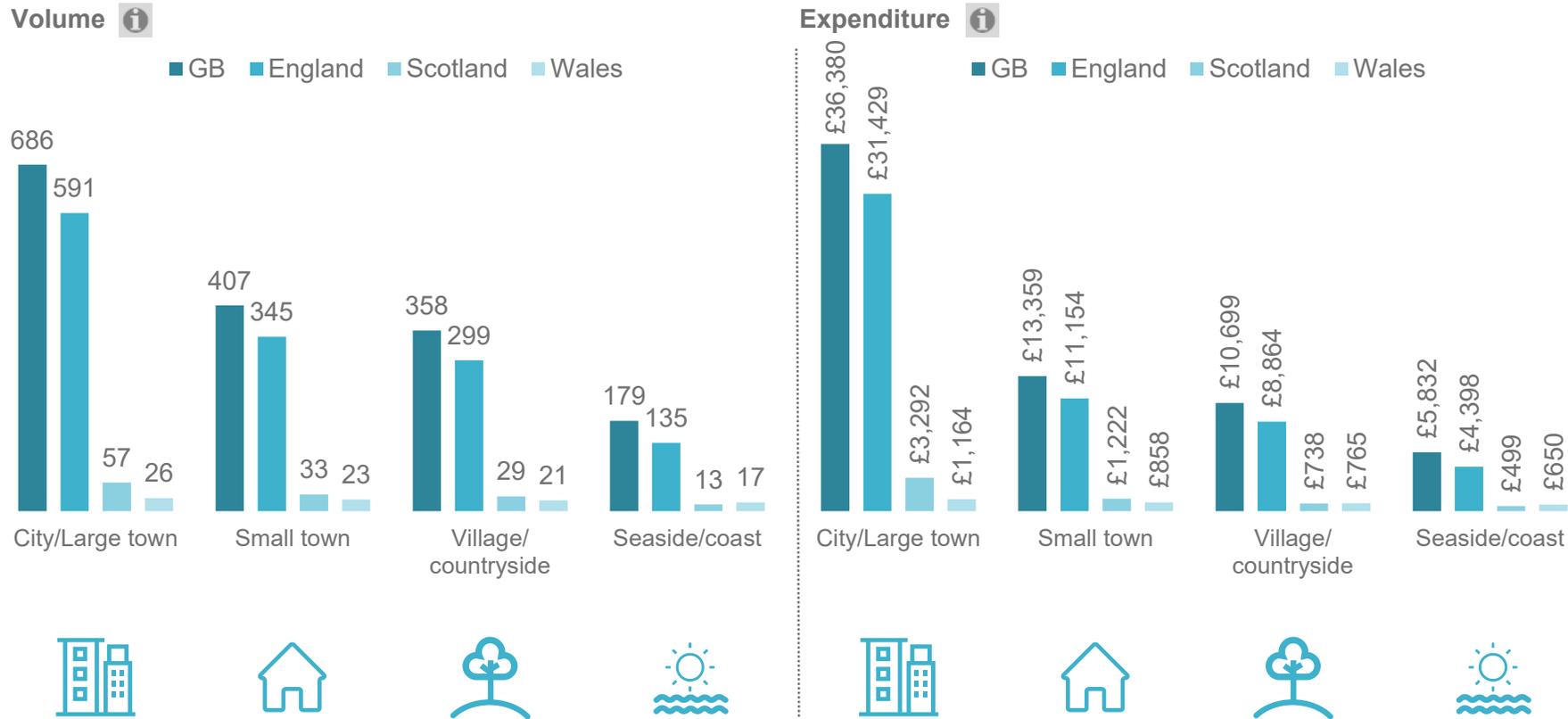


Figure 2.19 shows that the largest volume of Tourism Day Visits taken across GB were to city/large town locations, accounting for 686 million visits and £36.4 billion in expenditure.

Typically Tourism Day Visits taken to small towns and village/countryside locations saw a lower average spend per visit: small town visits accounted for 407 million visits and £13.4 billion spend, while village/countryside locations accounted for 358 million visits and £10.7 billion spend and seaside/coast locations accounted for 179 million visits with £5.8 billion spend.

Origin and destination of visits

Figure 2.20 2019 origin of Tourism Day Visit visitors by destination country (%)

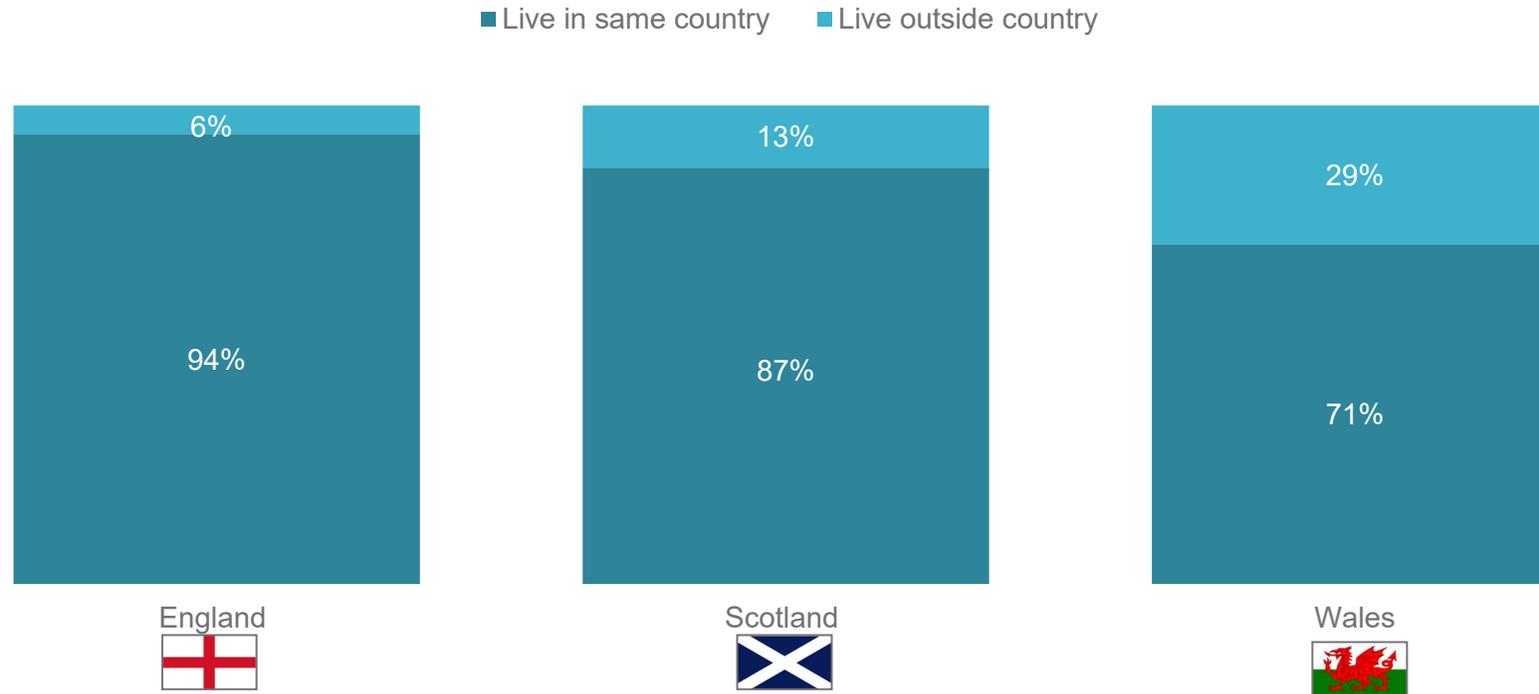


Figure 2.20 demonstrates that, Tourism Day Visits in each individual nation were predominantly taken by those who live there, with the vast majority of English visits taken by its residents (94%).

Scotland and Wales saw higher proportions of visitors from other nations: 13% of visitors to destinations in Scotland and 29% 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: 2017-2019 3-year annual averages (millions)

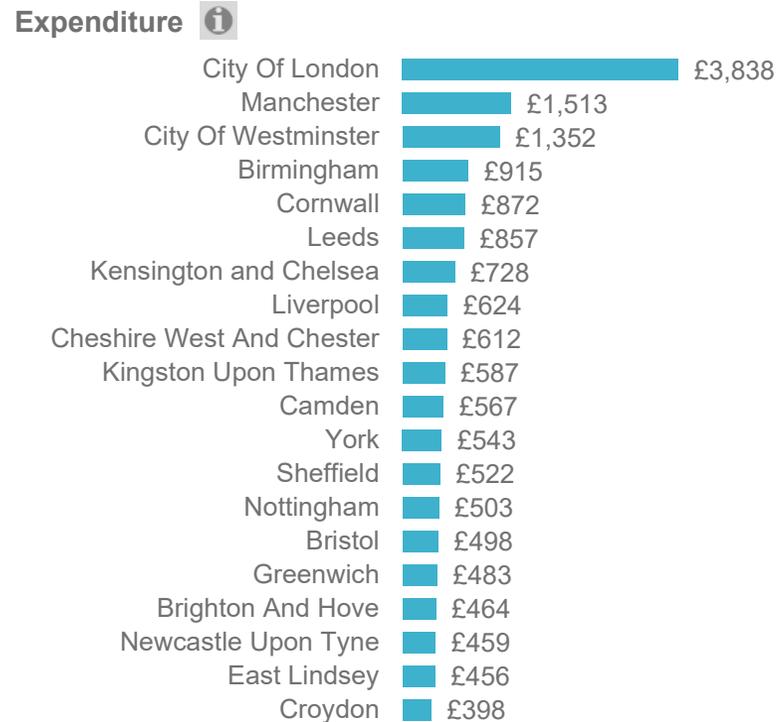
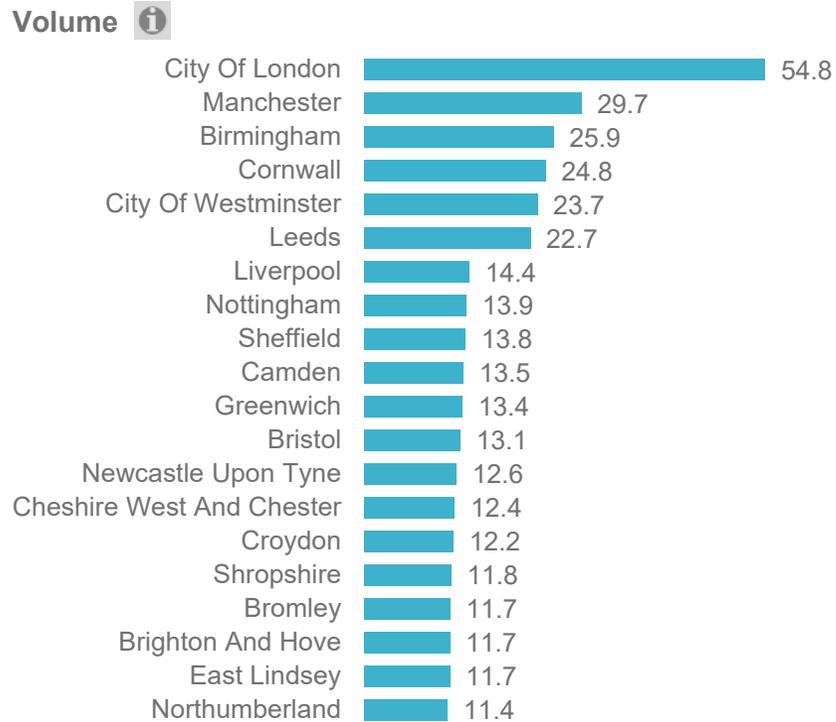


Figure 2.21 shows that, at a Local Authority level (based on three year averages), the most visited areas in England were the City of London (54.8 million), Manchester (29.7 million), Birmingham (25.9 million) and Cornwall (24.8 million).

The City of London (£3.8 billion), Manchester (£1.5 billion), City of Westminster (£1.4 billion) and Birmingham (£0.9 billion) contributed the most in terms of expenditure.

Most visited local authorities in Scotland

Figure 2.21a volume of Tourism Day Visits and expenditure by Scottish local authority: 20 most visited areas: 2017-2019 3-year annual averages (millions)

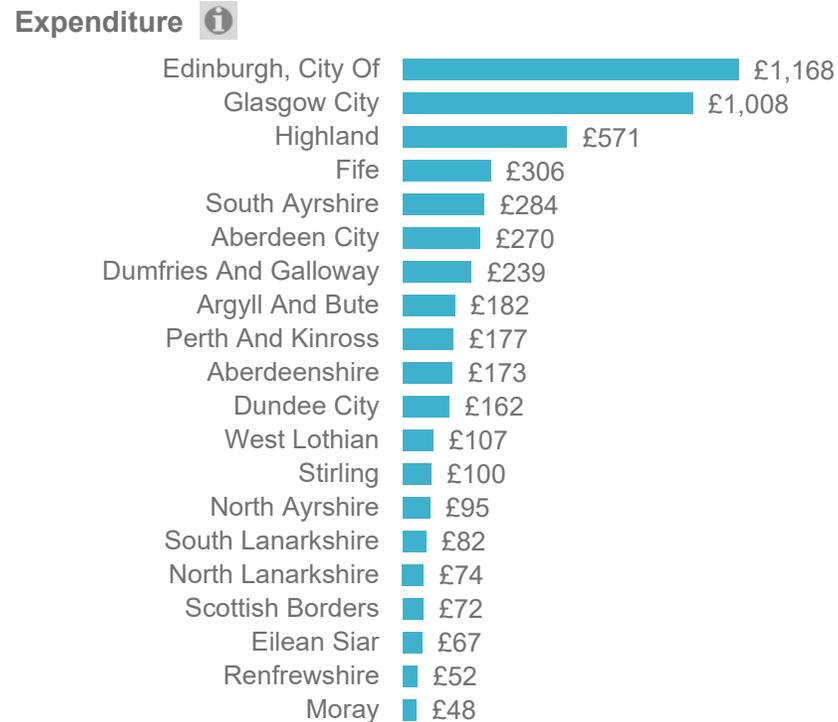
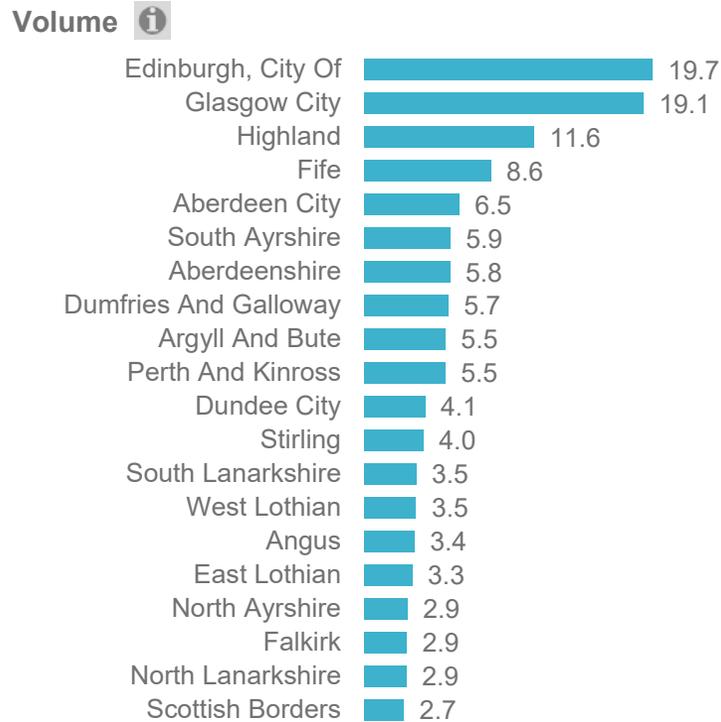
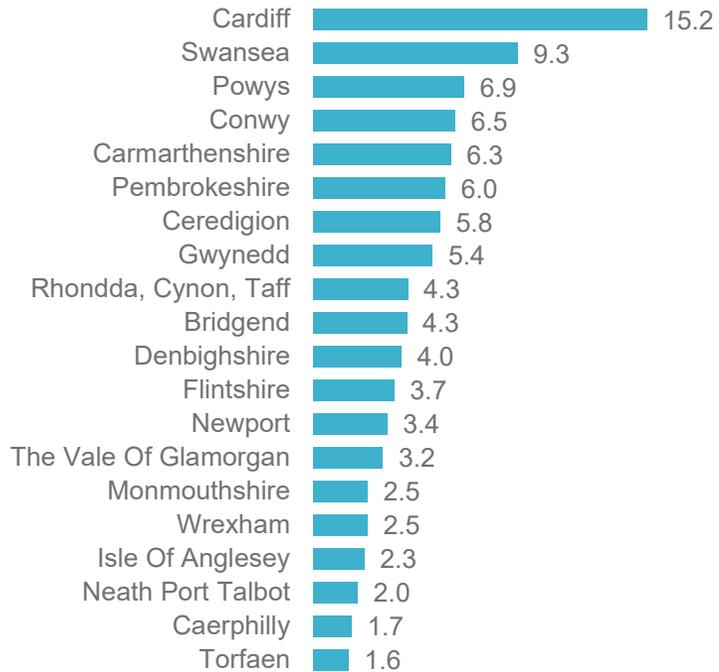


Figure 2.21a shows that, at a Local Authority level (based on three year averages), the most visited areas in Scotland were the City of Edinburgh (19.7 million) and Glasgow City (19.1 million). Likewise, City of Edinburgh (£1.2 billion) and Glasgow City (£1.0 billion) contributed the most in terms of expenditure.

Most visited local authorities in Wales

Figure 2.21b volume of Tourism Day Visits and expenditure by Welsh local authority: 20 most visited areas: 2017-2019 3-year annual averages (millions)

Volume 



Expenditure 

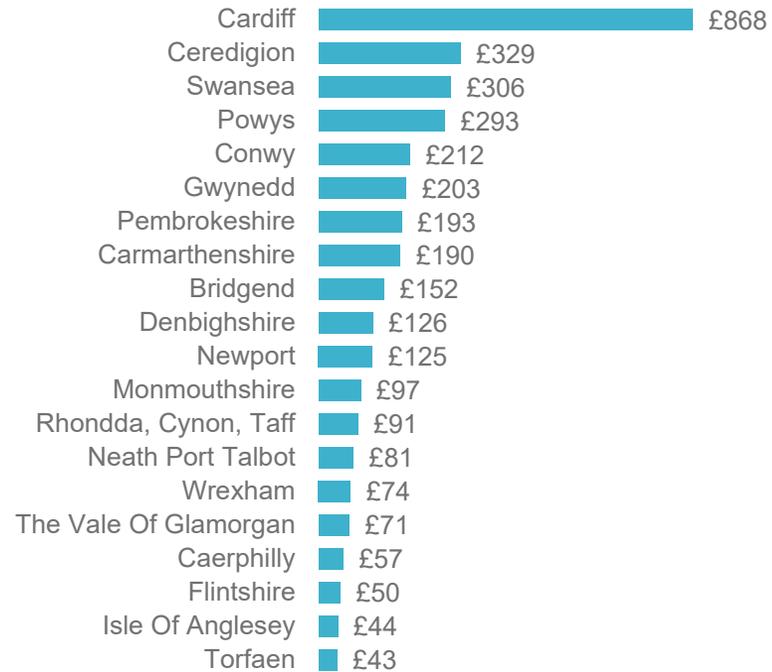
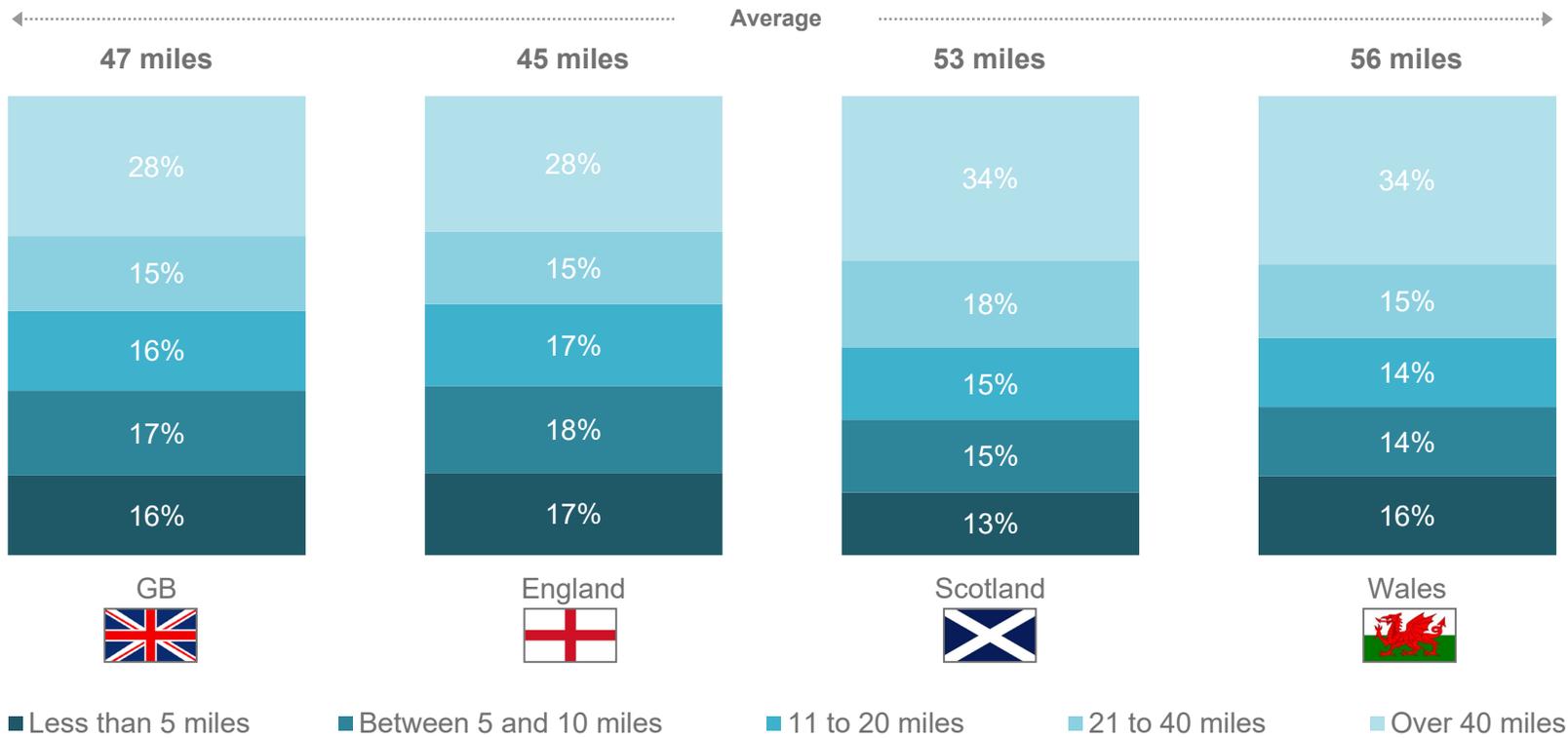


Figure 2.21b shows that, at a Local Authority level (based on three year averages), the most visited area in Wales was Cardiff, with 15.2 million visits.

Cardiff was also the most significant area in Wales for expenditure, with £868 million spent on tourism day visits.

Distance travelled

Figure 2.22 2019 claimed distance travelled on Tourism Day Visits by destination country (%) 



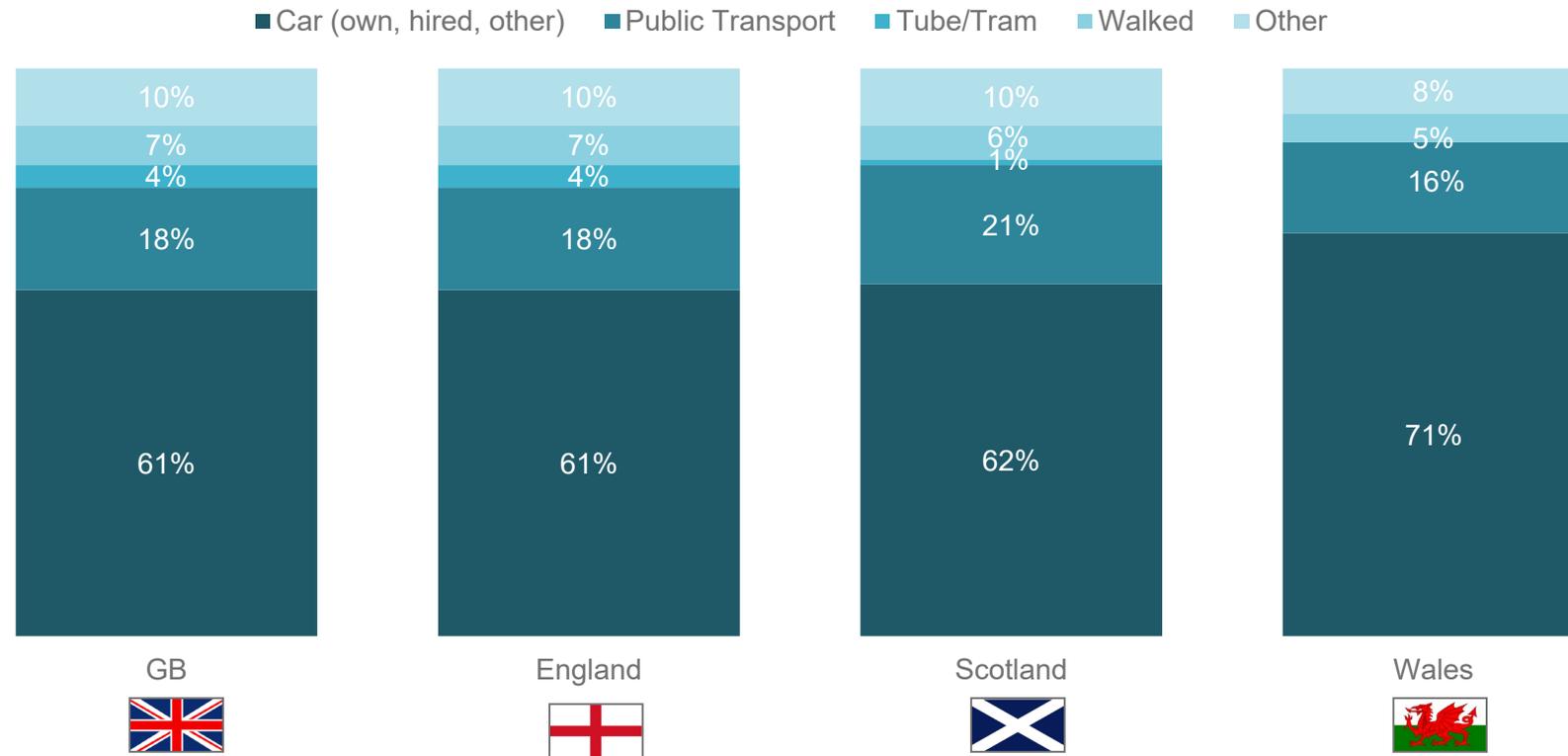
Overall, as shown in Figure 2.22, the average claimed distance travelled on Tourism Day Visits taken by GB residents was 47 miles.

The average distance travelled on day visits was higher in Wales (56 miles) and Scotland (53 miles) than in England (45 miles).

Reflecting these variations, only 28% of all visits taken in England involved a journey of over 40 miles, while this proportion increased to 34% in Scotland and Wales.

Transport used

Figure 2.23 2019 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 in 2019 was by car. In Wales a higher proportion of visits were taken using a car than was seen in England or Scotland.

NB: Public Transport includes Train & Regular Bus/Coach

Visit duration

Figure 2.24 2019 duration of Tourism Day Visits by destination country (%) 

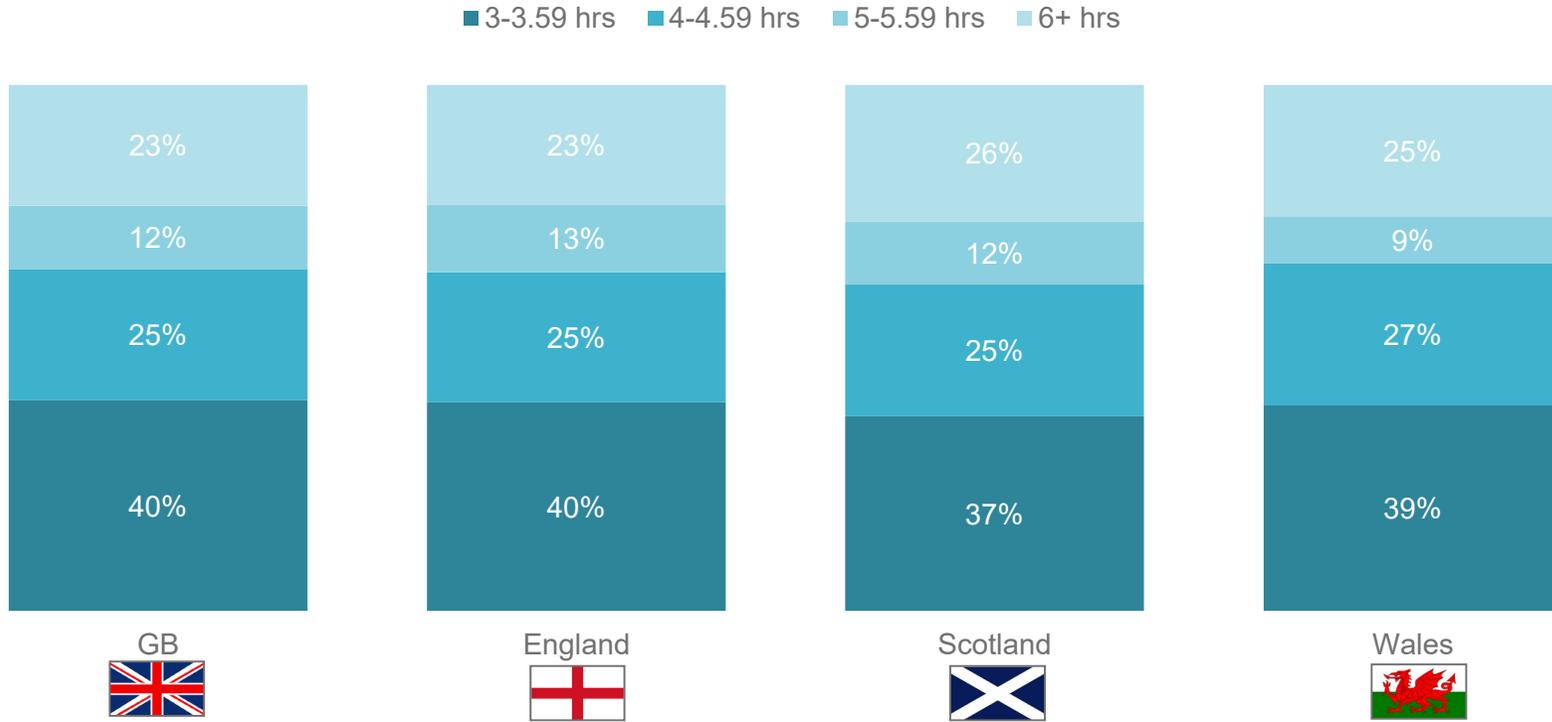


Figure 2.24 demonstrates that 40% of day visits taken to destinations in GB lasted between 3 and 4 hours. A further 25% of visits lasted between 4 and 5 hours and a similar proportion lasted 6+ hours (23%). 12% of visits were 5 to 6 hours in duration.

Visit duration – by activities undertaken

Figure 2.25 2019 duration of Tourism Day Visits by main activity undertaken – all GB residents (%) 

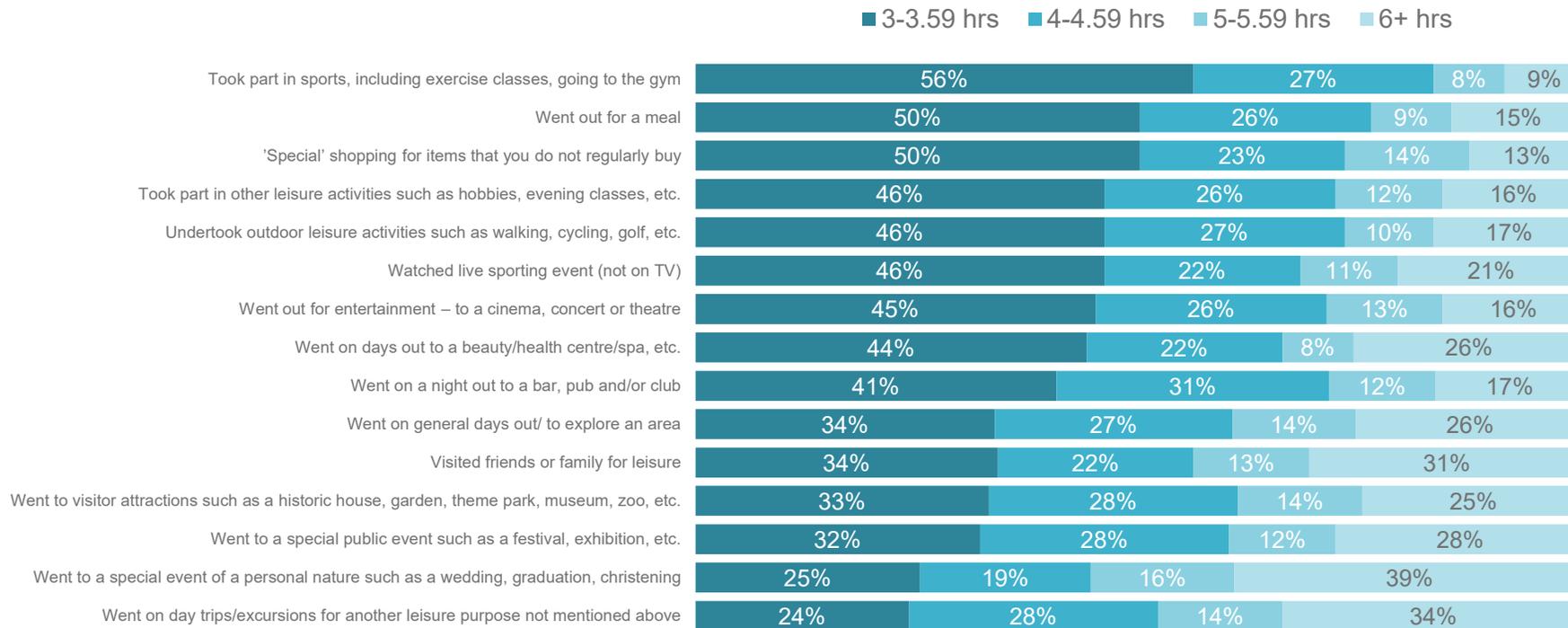


Figure 2.25 illustrates visit durations by activity undertaken. 56% of visits for which the main activity was taking part in sports lasted between 3 and 4 hours. Half of visits for which the main activity was going out for a meal or special shopping lasted between 3 and 4 hours.

In contrast, visits for special personal events (39%) or to visiting friends or family (31%) were more likely to last for 6+ hours

Visitor profile

Figure 2.26 2019 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

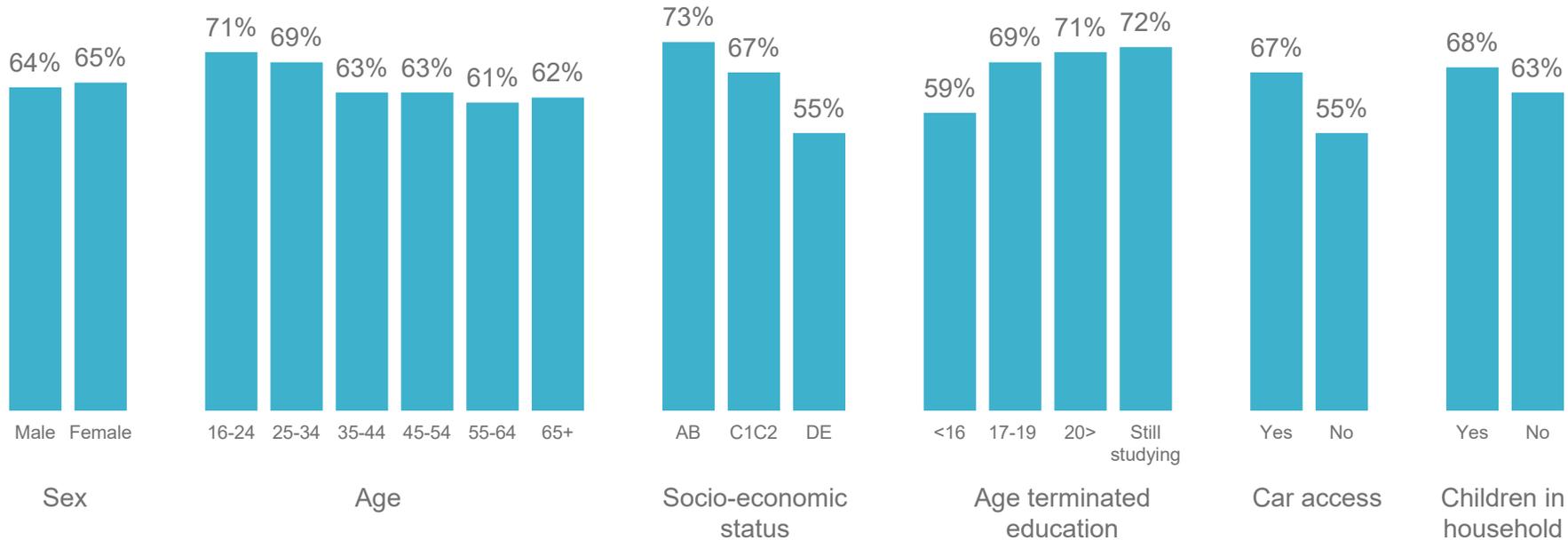


Figure 2.26 illustrates that the propensity to take Tourism Day Visits in Great Britain was highest amongst younger age groups, members of the more affluent socio-economic groups, people who stayed in education for longer, people with access to a car and those with children in their household.

Visitor profile

Figure 2.27 2019 age profile of Tourism Day Visit takers by main activity undertaken – all GB residents (%)

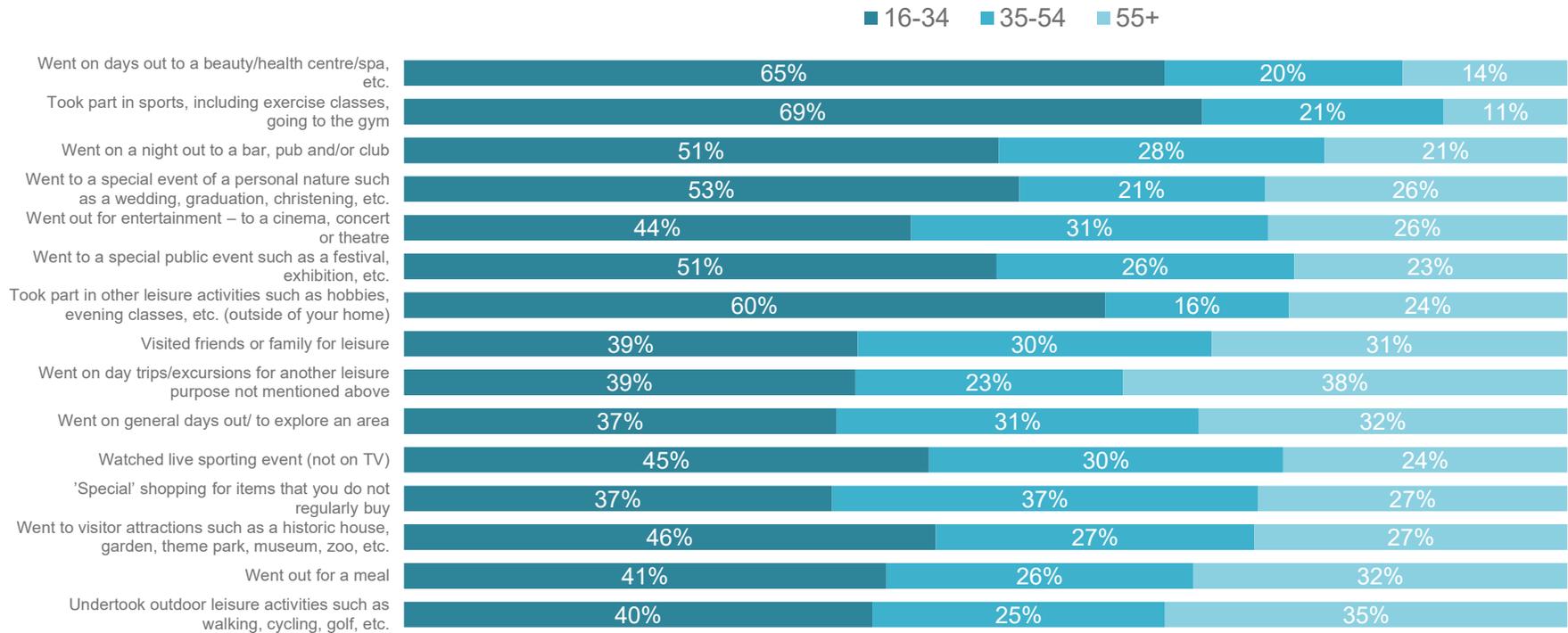


Figure 2.27 illustrates that those aged 16-34 were more likely to be involved in day visits that included taking part in a sporting activity (69%), a visit to a spa/health club (65%) or other leisure activities such as hobbies (60%).

Visits involving 'special shopping' had the highest proportion of people aged 35-54 (37%).

Day trips/excursions (38%) was the activity which had the highest proportion of people aged 55 or over.

Visitor profile

Figure 2.28 2019 socio-economic group profile of Tourism Day Visit takers by main activity undertaken – all GB residents (%)

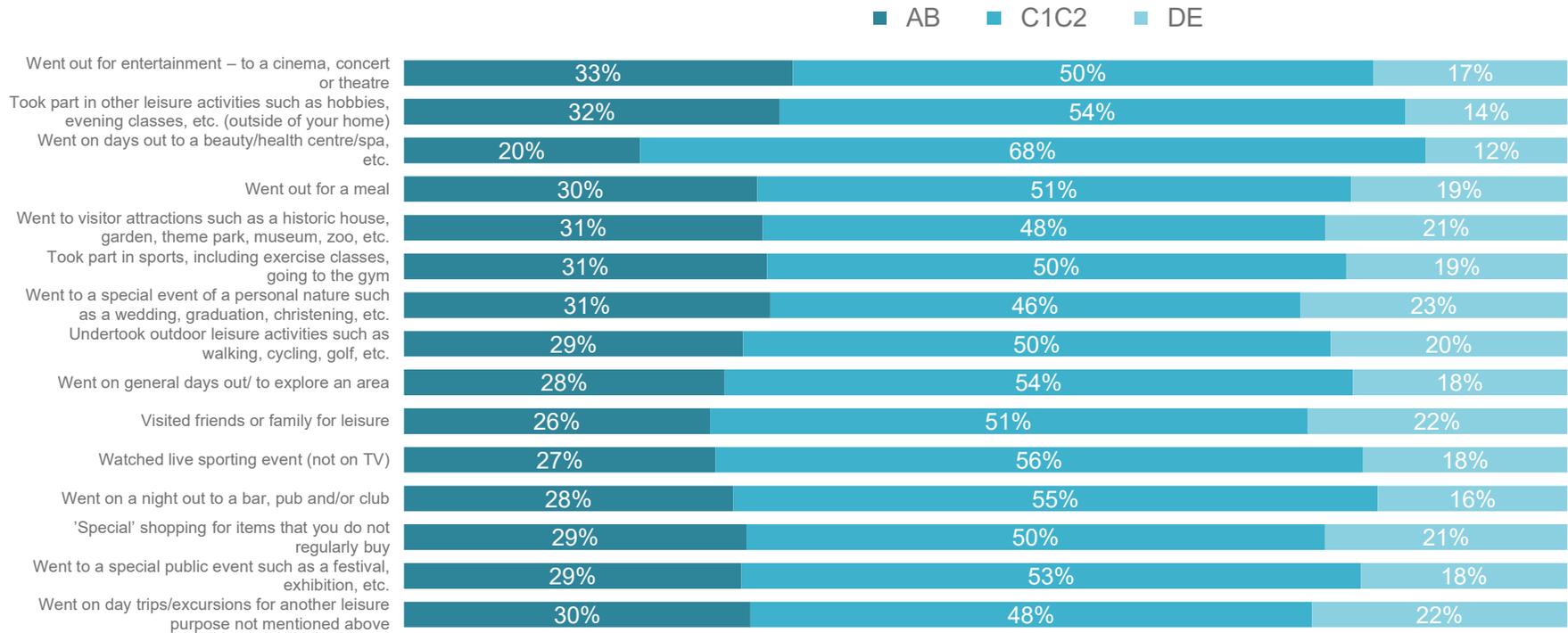


Figure 2.28 illustrates that there is little difference between the socio-economic profile of respondents who undertake different activities on Tourism Day Visits.

The exceptions are that a higher proportion of those who went to a beauty/health centre or spa were in the C1/C2 socio-economic group (68%), with 12% from the DE group. Those from the DE socio-economic group were also less likely to have taken part in leisure activities such as evening classes or hobbies (14%).

Visitor profile

Figure 2.29 2019 children in household amongst Tourism Day Visit takers by main activity undertaken – all GB residents (%)

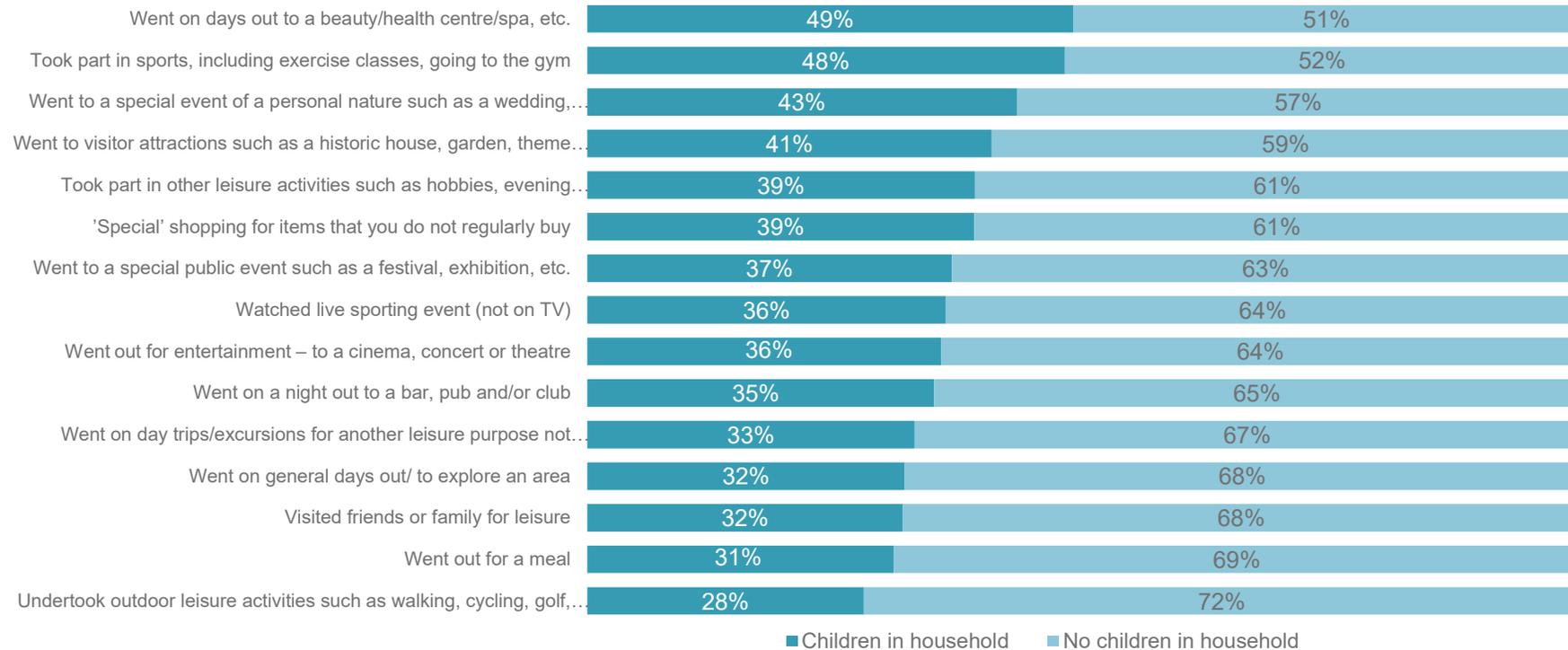


Figure 2.29 examines activities taken by households with children.

For those where the main activity on the day visit was going to a beauty/health centre/spa there is a nearly equal split between those with children (49%) in their household and those without children (51%).

Conversely outdoor leisure activities such as walking, cycling, golf, etc were less likely to be undertaken by households with children (28%).

Note: This does not necessarily mean that children were present on the day visit.

3. Activities Core to Tourism Visits



Defining Activities Core to Tourism Visits

Activities Core to Tourism Visits represent a 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 Tourism

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

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 2019.



Volume and expenditure of visits

- During 2019, GB residents took a total of 495 million Activities Core to Tourism (ACT) visits and £16.4 billion was spent during these visits.



Geographic distribution of visits

- England saw the highest number of ACT visits (410 million visits or 83% of the total) while 9% of ACT visits (45 million) were taken to Scottish destinations and 5% to places in Wales (26 million).
- London had the greatest share of visits amongst the English regions (78 million visits) where the total expenditure on London ACT visits during 2019 was around £3 billion.
- In Scotland the largest volume of ACT visits were taken to destinations in East Scotland and West Scotland (both 16 million).
- In Wales the largest volume of ACT visits were taken in South East Wales (9 million).



Volume and expenditure of GB ACT visits over time

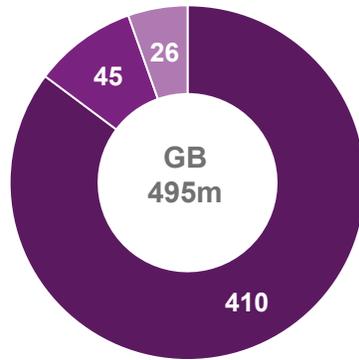
- The volume (495 million) of ACT visits taken by GB residents during 2019 is lower than those taken in 2018 (509 million), decreasing by -3%. Overall expenditure on these visits decreased from £17.4 billion to £16.4 billion (-6%)
- In England visit levels decreased between 2018 and 2019, from 425 billion to 410 billion (-3%), and total expenditure on these visits fell by -7% to £13.5 billion.
- Scotland saw the volume of ACT visits increase (by +3%) compared to 2018, from 43 million to 45 million visits. Expenditure increased by +42% from £1.1 billion in 2018 to £1.6 billion in 2019.
- Welsh ACT visits decreased -16% from 31 million in 2018 to 26 million in 2019. The expenditure on visits decreased by -27% from £1.2 billion to £0.9 billion.
- For further details on Tourism Day Visit trends between 2011 and 2019, please refer to page 51.

Geographical distribution

Figure 3.1 2019 volume of ACT visits and expenditure by destination

Visits (millions)

- England
- Scotland
- Wales



Expenditure (£millions)

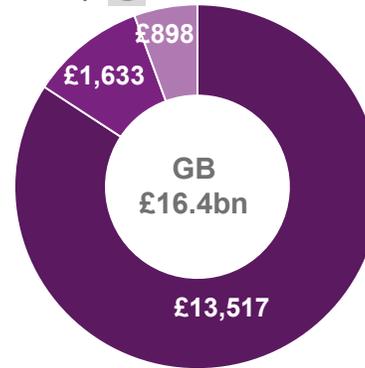


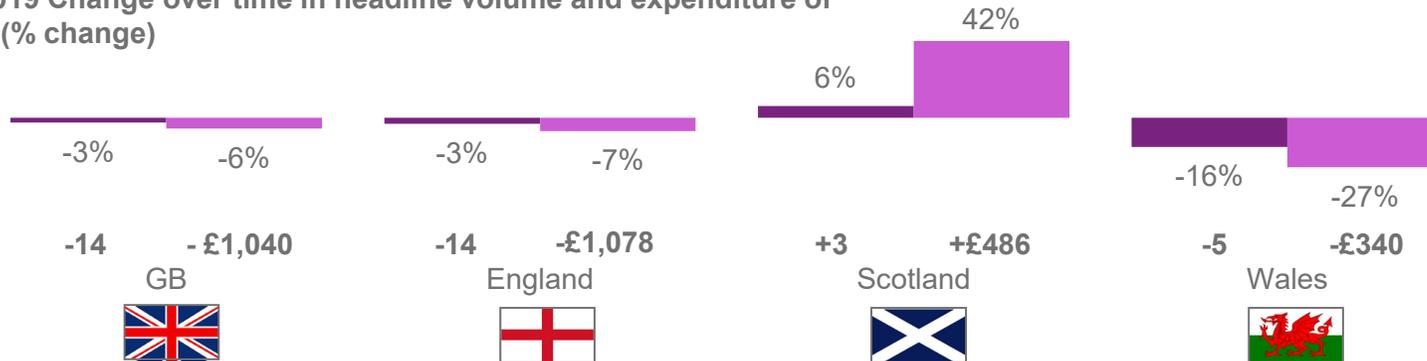
Figure 3.1 illustrates the volume and expenditure of visits in Great Britain involving Activities Core to Tourism (ACT visits) taken during 2019.

In total 495 million ACT visits were taken by GB residents during 2019.

Reflecting the population distribution, the majority (83%) of ACT visits were taken in England (410 million visits) while 9% (45 million) were taken in Scotland and 5% (26 million) in Wales.

Figure 3.2 2018-2019 Change over time in headline volume and expenditure of Tourism Day Visits (% change)

- Visits
 - Expenditure
- Actual (+/- Millions)



ACT visits accounted for a total expenditure of £16.4 billion. The contribution by country is as follows: England £13.517 billion, Scotland £1.633 billion, Wales £898 million. Expenditure was down across England and Wales but increased in Scotland.

Geographical distribution (England)

Figure 3.3 2019 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

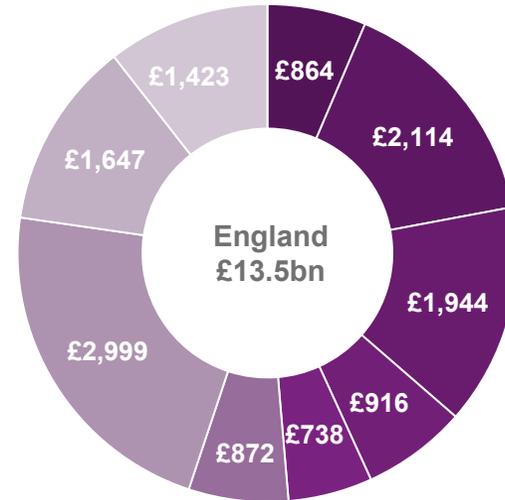
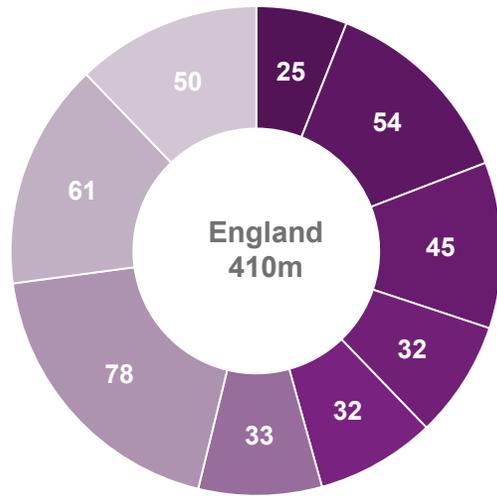


Figure 3.3 illustrates the regional distribution of ACT visits and associated spend within England.

19% of ACT visits (78 million) taken in England had a destination in London, with £2.999 billion spent during these visits.

The English region with the lowest volume of ACT visits was the North East, with an estimated 25 million visits which had an associated £864 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

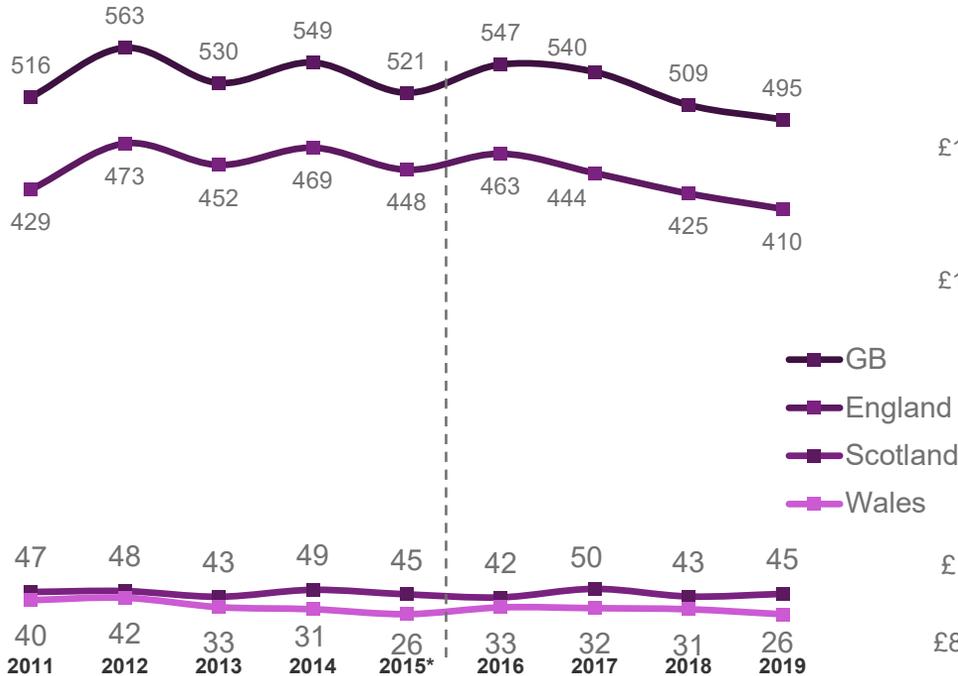
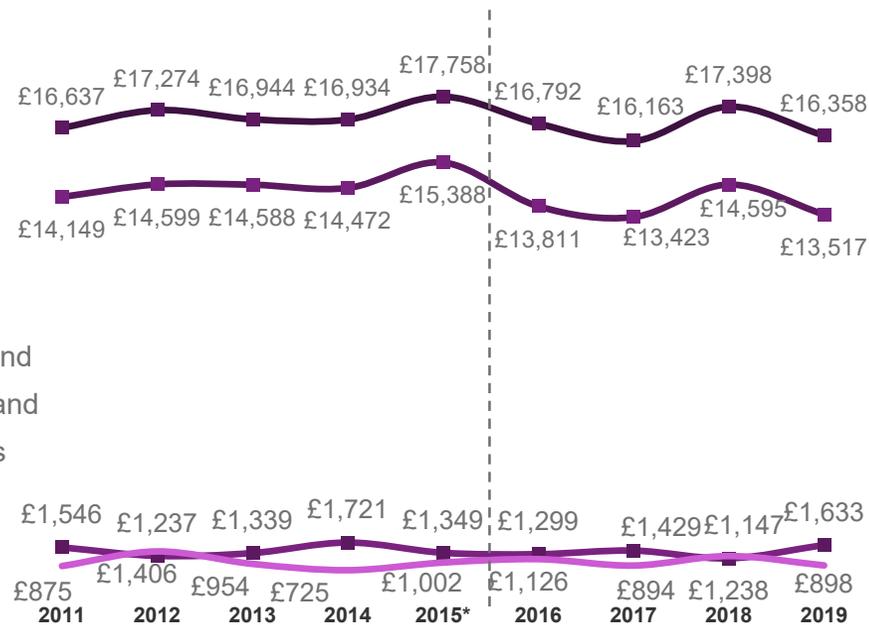


Figure 3.5 expenditure on ACT visits by year (£ millions)
 *Note: 2011-2015 estimates are reweighted – see note on page 8



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

During 2019 the volume of ACT visits in GB as a whole, as well as England and Wales, continued to decrease, as did expenditure, compared to 2018.

In Scotland both the volume of ACT visits and expenditure rose versus 2018.

Seasonal distribution

Figure 3.6 2019 volume of ACT visits by month – all GB residents (millions) 

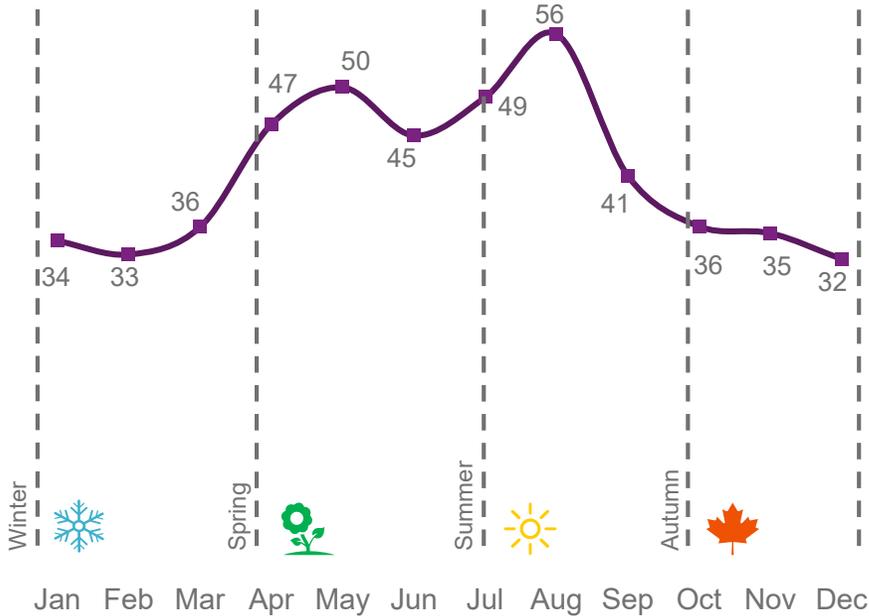
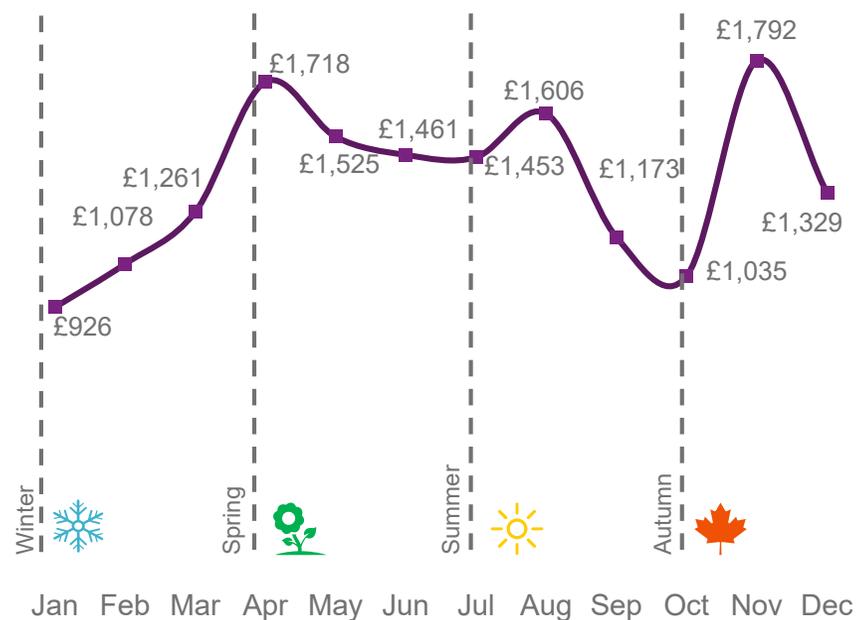


Figure 3.7 2019 expenditure on ACT visits by month – all GB residents (£ millions) 



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

August recorded the most ACT visits (56 million visits), while the lowest number of visits (32 million) took place in December.

The monthly variation in expenditure follows a similar pattern, as illustrated in Figure 3.7, with high expenditure in April (£1.718 billion) and August (£1.606 billion) corresponding with peaks in volume of visits. The highest reported monthly expenditure occurred during November (£1.792 billion).

Expenditures on visits

Figure 3.8 2019 expenditure on ACT visits by destination country (% of total)

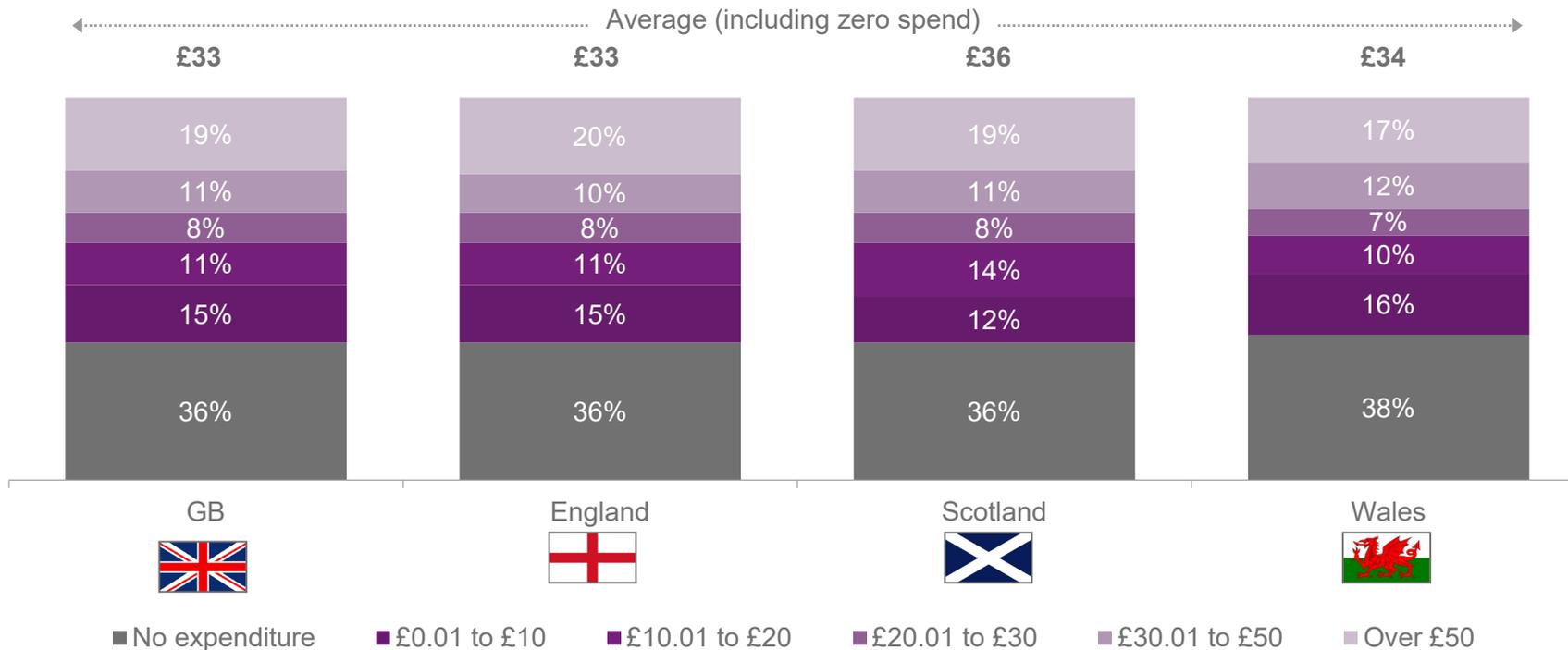


Figure 3.8 illustrates the average expenditure level and its breakdown by destination country.

On average, in 2019, spend on ACT visits was similar across the three nations, between £33 and £36 per visit, with Scotland highest, a similar pattern to TDV expenditure.

Activities undertaken

Figure 3.9 2019 volume and expenditure of ACT visits by main activity undertaken – all GB residents (%) 

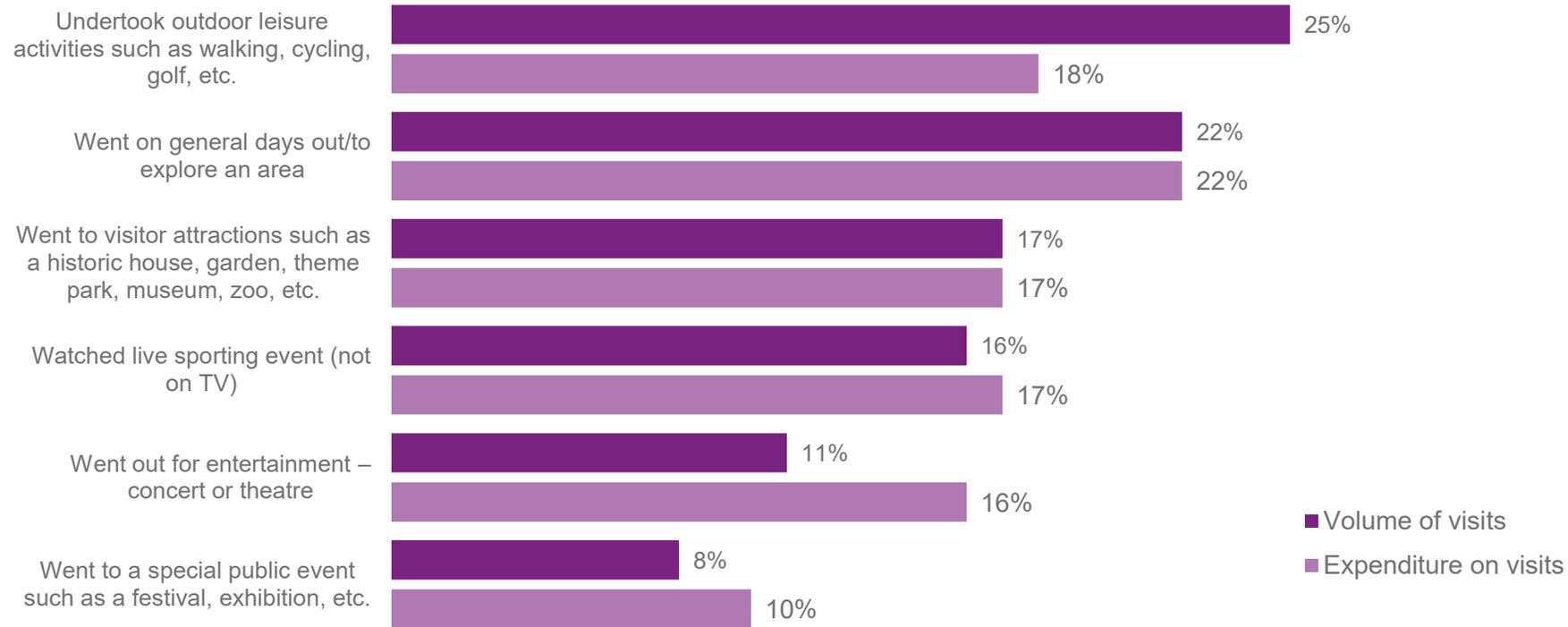


Figure 3.9 details the activities undertaken on ACT visits by GB residents and the corresponding share of expenditure.

The most common activities undertaken during ACT visits were outdoor leisure such as walking, cycling, golf (25%) or ‘general days out’ (22%).

The highest proportion of spend was on ‘general days out’ with 22% of all expenditure on ACT visits.

Activities undertaken by country

Figure 3.10 2019 volume of ACT visits by main activity and destination country (%) 

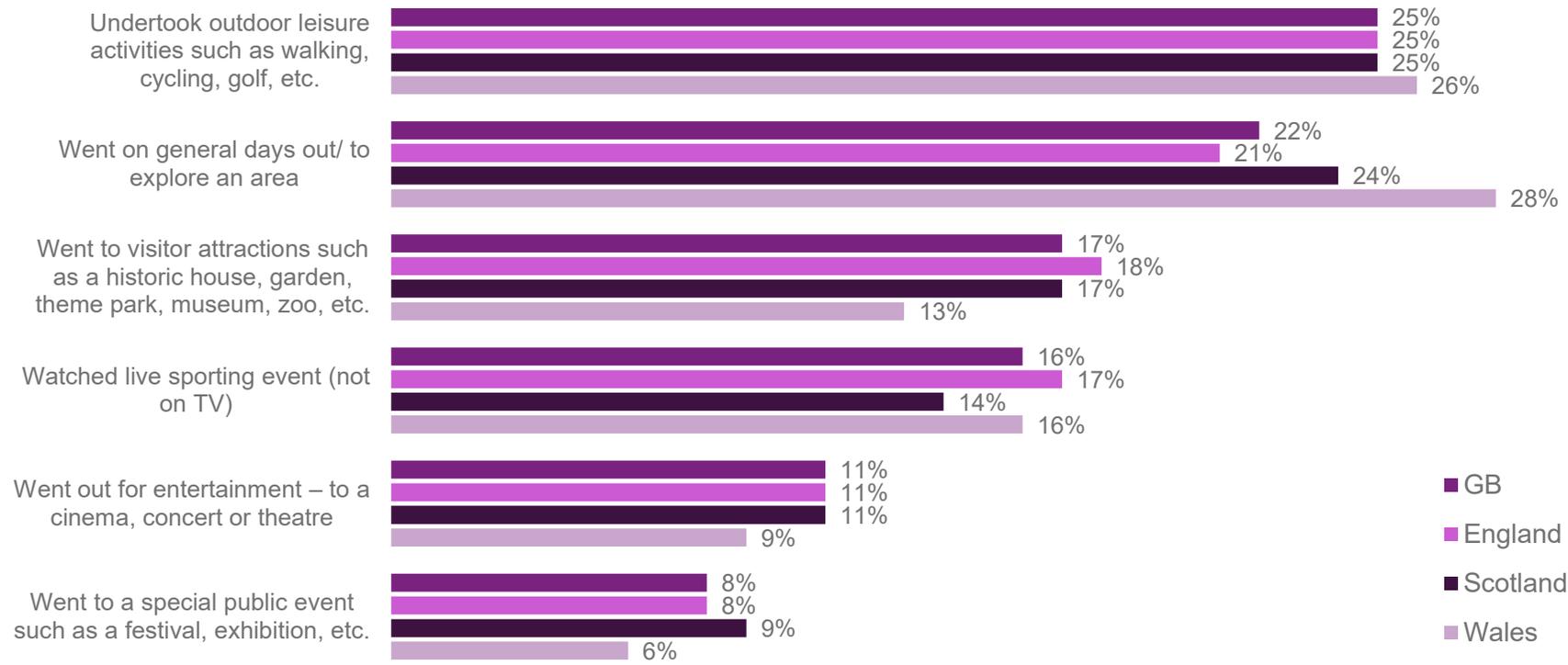


Figure 3.10 illustrates the main activities undertaken on ACT visits by destination nation.

ACT visits taken in Wales were more likely to involve ‘general days out’ (28%) than visits in either Scotland (24%) or England (21%).

ACT visits in Wales were less likely to involve going to visitor attractions (13%) than in England (18%) or Scotland (17%).

Activities undertaken by destination type

Figure 3.11 2019 volume of ACT visits by main activity and destination country visited – all GB residents (%) 

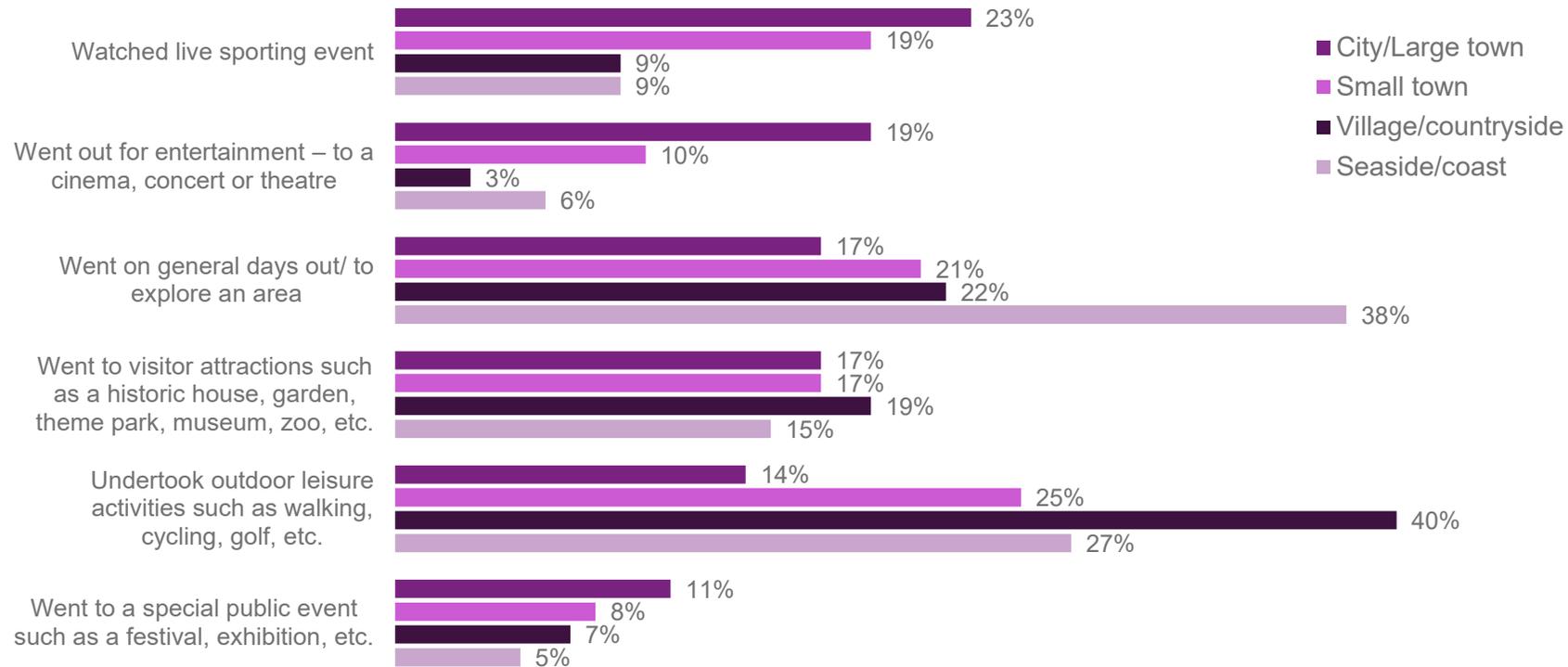


Figure 3.11 illustrates the volume of ACT visits by main activity and destination type.

Visits to village/countryside destinations were predominantly described as outdoor leisure activities such as walking, cycling, golf (40%). Visits to the seaside were most likely to be described as general days out to explore an area (38%).

City/large towns had a more even spread of activities, but were more likely than village/countryside and seaside locations to involve watching live sporting events (23%) or going out for entertainment (19%).

Small towns were popular for general days out (21%) or outdoor leisure activities (25%).

Detailed activities undertaken

Figure 3.12 2019 volume of ACT visits by detailed activities undertaken as part of visit – all GB residents (%) 

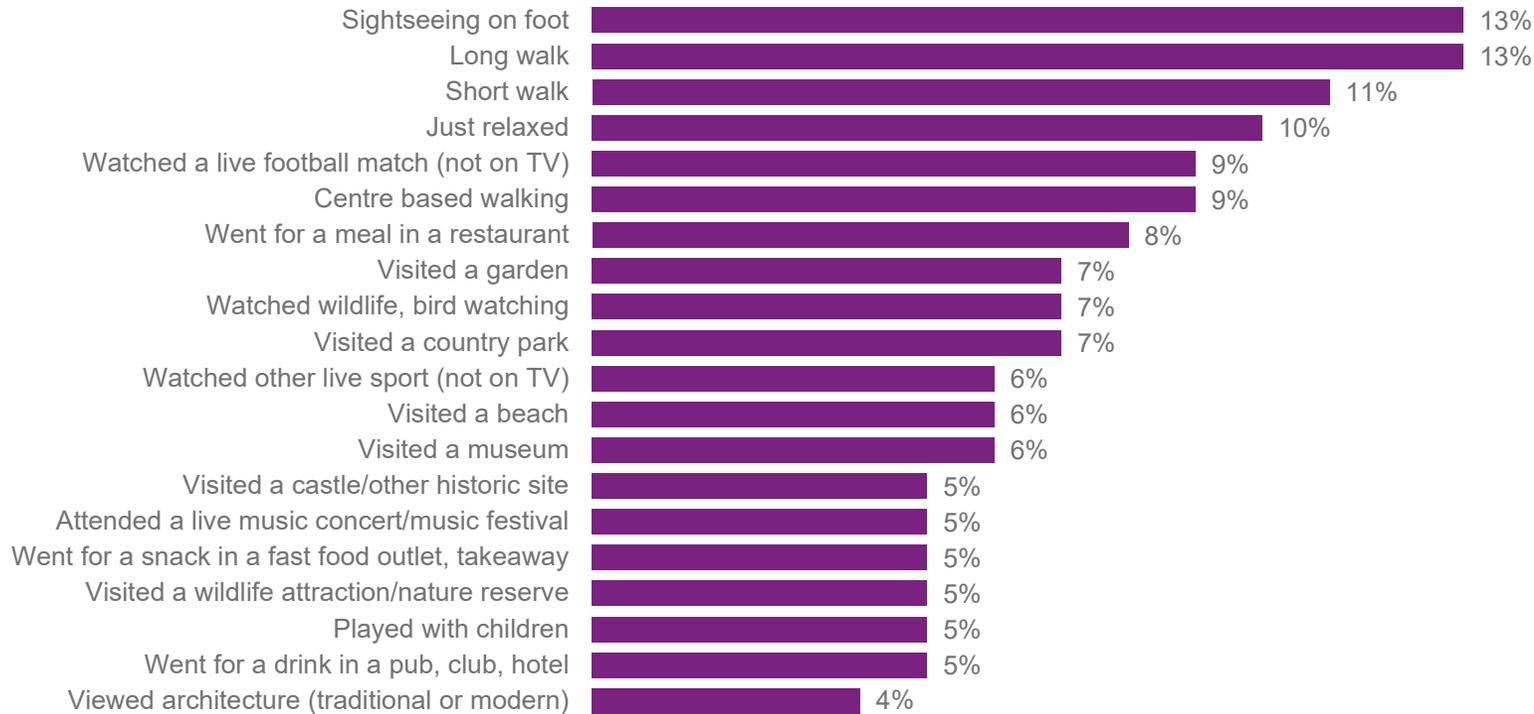


Figure 3.12 shows volumes of visits by detailed activities undertaken as part of that visit.

Around one in eight ACT visits included sightseeing on foot (13%) and the same proportion included a long walk (13%).

One in ten ACT visits included a short walk (11%) or time spent relaxing (10%).

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

Destination type

Figure 3.13 2019 main destination type on ACT visits by destination country (% of total) 

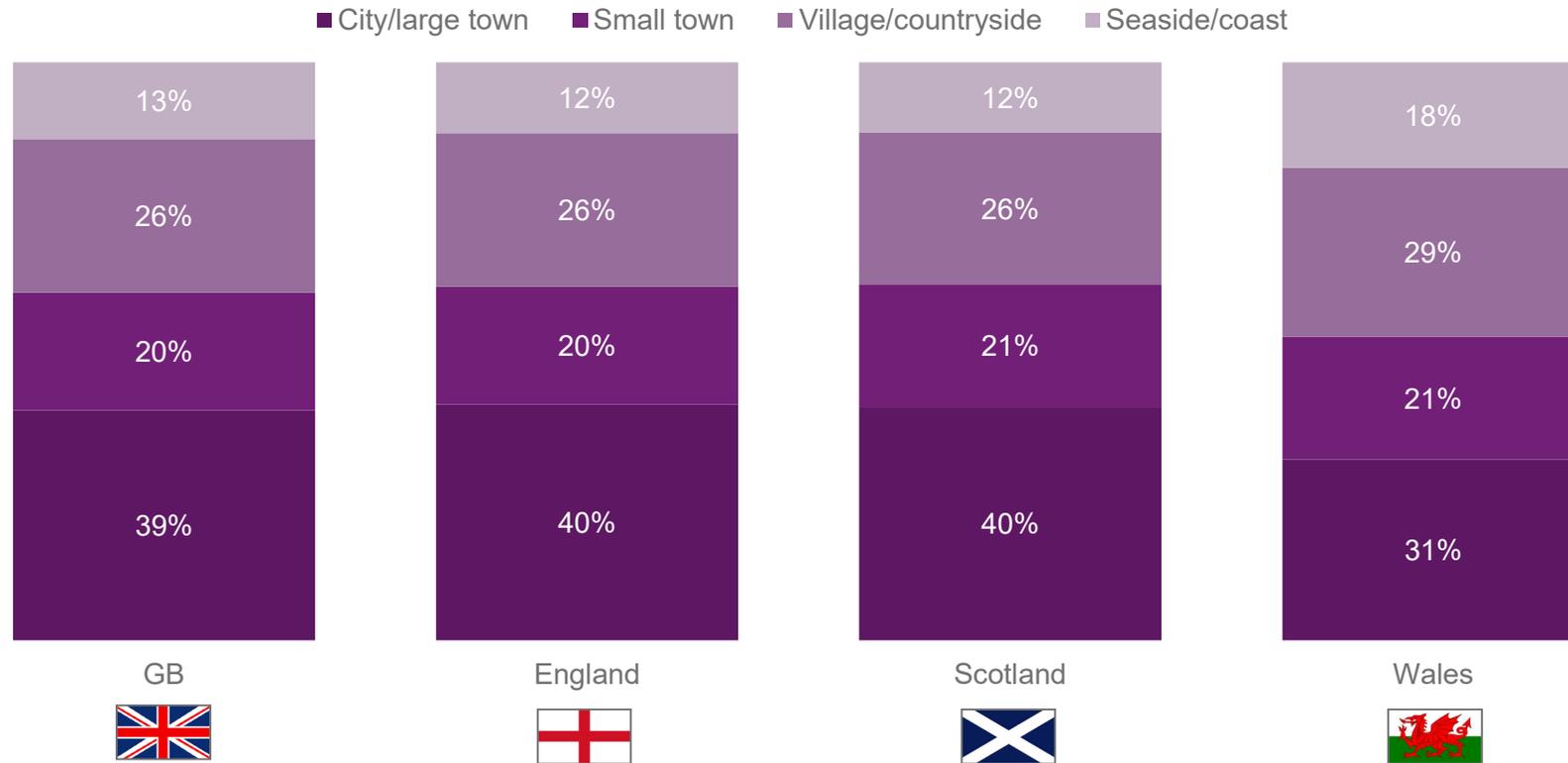


Figure 3.13 examines destination type by country.

Almost two-fifths (39%) of ACT visits were to city/large town destinations, while around a quarter (26%) were to village/countryside locations. One-fifth (20%) of ACT visits were to small towns, while around one in eight (13%) were to seaside/coast areas.

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

Wales had a lower proportion of visits to city/large town areas (31%) but a higher proportion of visits to villages/countryside (29%) or seaside/coast destinations (18%).

Destination type – changes over time

Figure 3.14 2018-2019 change over time in main destination type on ACT visits – all GB residents (% change)

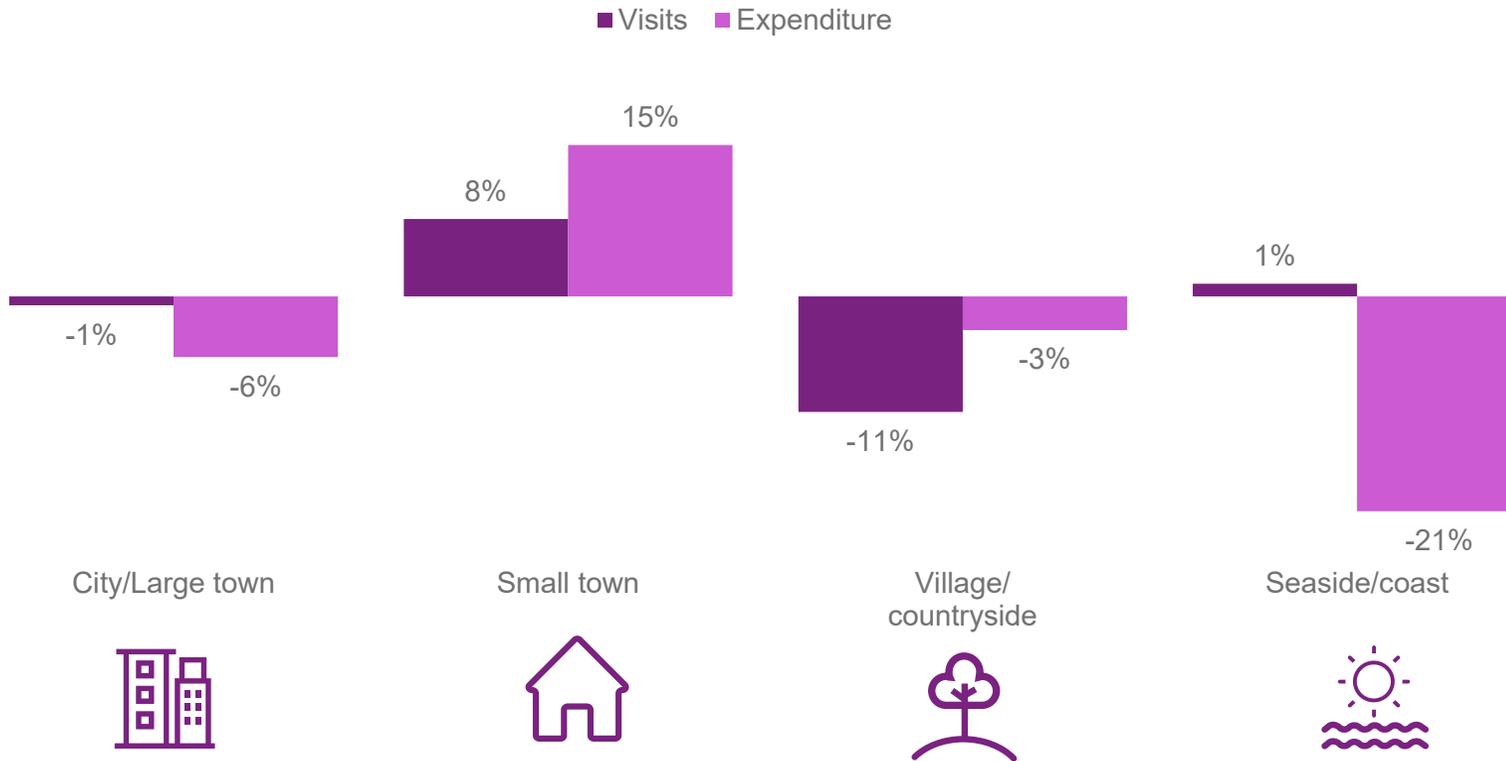


Figure 3.14 illustrates the percentage change in the number of ACT visits and related spend between 2018 and 2019.

Over the last year there has been a decrease in volume of visits to cities (-1%) and to village/ countryside locations (-11%) but increases in the volume of visits to small towns (+8%) and the seaside (+1%).

The value generated by these visits decreased in all locations except small towns where expenditure increased by +15%.

Destination type – by region

Figure 3.15 2019 main destination type on ACT visits by region visited (% of total)

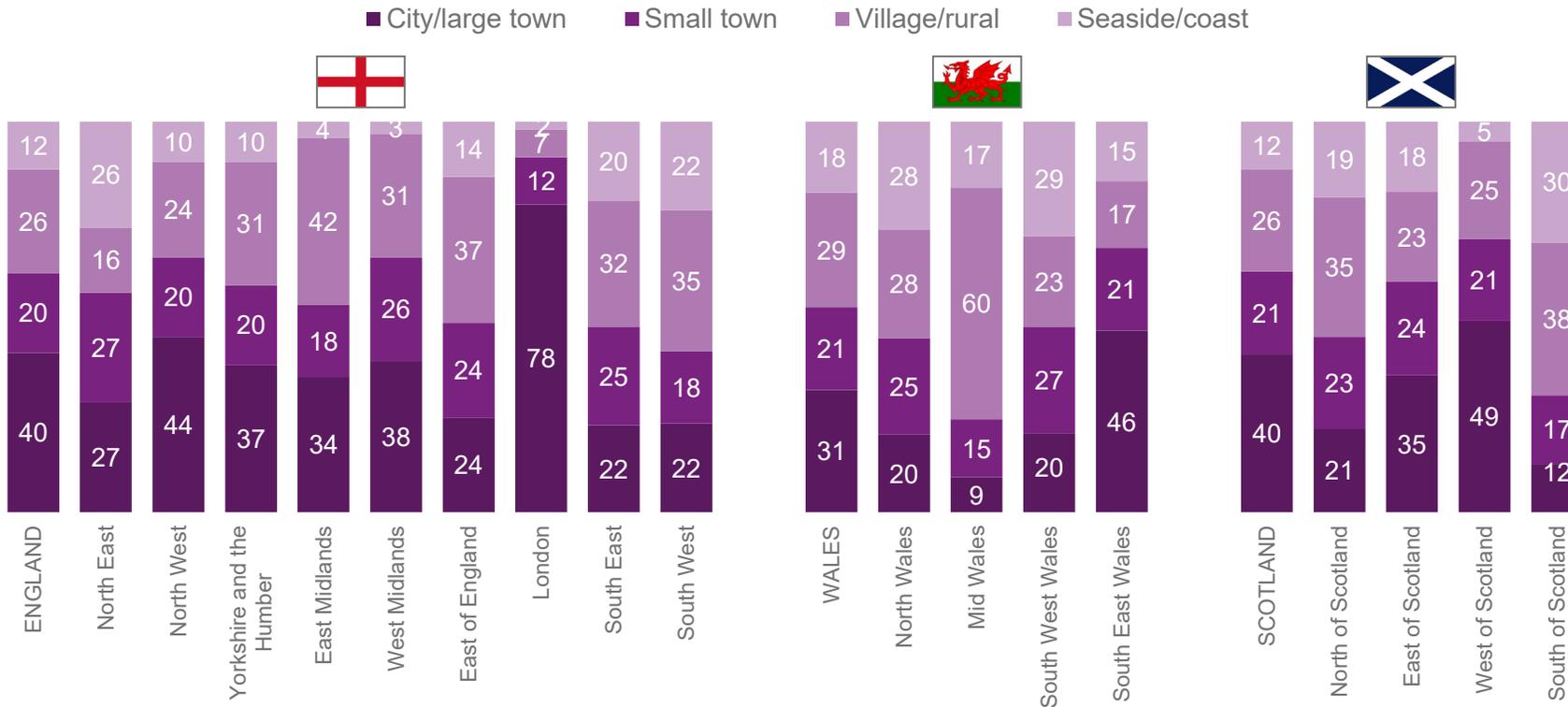


Figure 3.15 compares the destination type visited on ACT visits by region.

In England, the majority of London visits were to urban locations (60%). Rural visits were more prevalent in the East Midlands (42%) and East of England (37%) than other regions. Around one quarter (26%) of visits in the North East were to the seaside/coast and 22% in the South West.

In Wales, three-fifths (60%) of ACT visits in Mid Wales were to village/countryside locations. In South East Wales almost half (46%) of visits were to cities or large towns. In South West Wales almost three in ten visits were to the coast (29%).

In Scotland, almost half of ACT visits in West Scotland (49%) were to a city/large town location, whereas 35% of visits to North Scotland and 38% of visits to South Scotland were to village/countryside locations. A further 30% of visits in South Scotland were to a seaside or coastal location.

Destination type – volume and expenditure of visits

Figure 3.16 2019 volume and expenditure of ACT visits by main destination type and destination country – all GB residents (£ millions)

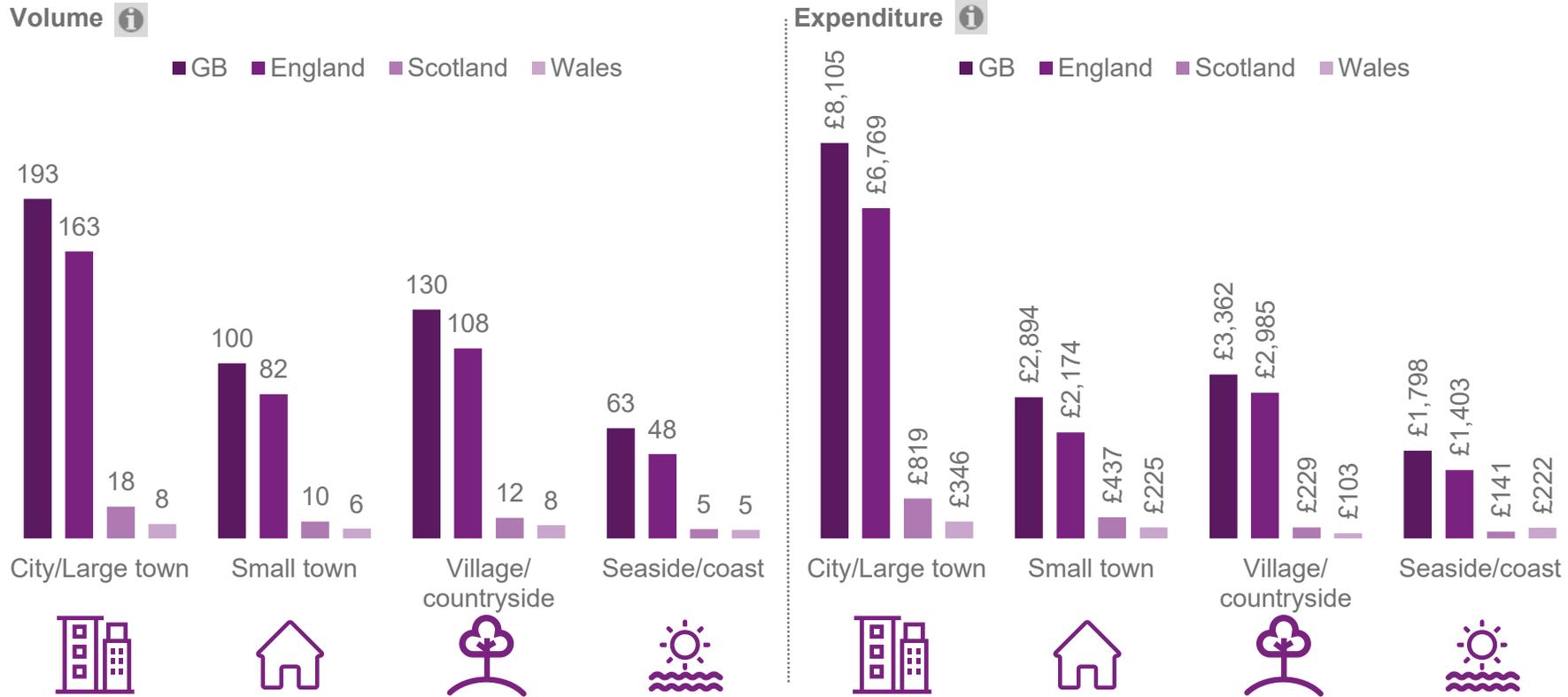


Figure 3.16 illustrates that the majority of ACT visits taken across GB were to city/large town locations, accounting for 193 million visits and £8.105 billion in expenditure.

Visits to village/countryside destinations saw a smaller share of spend relative to the proportion of visits taken, with village/countryside destinations gaining 130 million visits but only £3.362 billion spend.

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



Defining 3hr+ Leisure Day Visits classification

A 3hr+ Leisure Day Visit is a day visit (no overnight stay) that is away from home, work or other place of residence within the UK, lasts more than 3 hours from beginning to end (i.e. from leaving to returning to start point) 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 3hr+ day visits taken by GB residents during 2019.

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

Volume and expenditure of visits

- During 2019, GB residents took a total of 2.723 billion 3hr+ day visits to destinations in England, Scotland or Wales; and around £95.6 billion was spent during these visits.

Geographic distribution of visits

- England saw the highest number of 3hr+ visits (2.268 billion visits or 83% of the total) while 9% of visits (253 million) were taken to Scottish destinations and 5% to places in Wales (148 million).
- London had the greatest share of visits amongst the English regions (394 million visits) and the total expenditure on 3hr+ visits in London during 2019 was around £19.5 billion.
- In Scotland the largest volume of visits were taken to destinations in East Scotland (88 million) and West Scotland (87 million)
- In Wales the largest volume of visits were taken in South East Wales (62 million).



Volume and expenditure of GB tourism day visits over time

- The 2.723 billion 3hr+ day visits that were taken by GB residents during 2019 is -3% less than recorded in 2018 (2.796 billion).
- Total expenditure during these visits increased by +5% from £91.2 billion in 2018 to £95.6 billion in 2019.
- When looking individually at each of the GB nations, the volume of 3hr+ day visits in England also decreased between 2018 and 2019, by -3% from 2.338 billion to 2.268 billion, while expenditure on these visits increased by +6% to £80.1 billion.
- Scotland saw the volume of 3hr+ day visits decline from 259 million in 2018 to 253 million in 2019 (-3%), but expenditure increased (+2%) from £8.8 billion in 2018 to £8.9 billion in 2019.
- Welsh volume of 3hr+ day visits decreased by -1% from 149 million in 2018 to 148 million in 2019, and the concomitant expenditure fell by -5% to £4.9 billion.
- For further details on 3hr+ day visits trends between 2011 and 2019, please see page 67.

Geographical distribution

Figure 4.1 2019 volume of 3hr+ visits and expenditure by destination

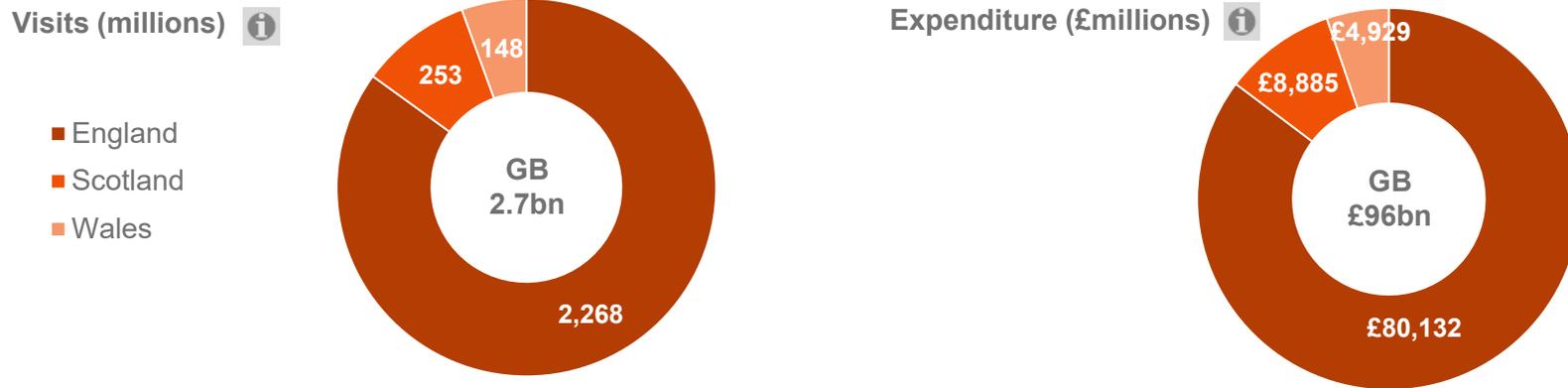


Figure 4.1 illustrates the volume of 3hr+ day visits taken in 2019. A total of 2.7 billion visits were taken across the year. Visits in England account for 84% (2.268 billion), while around 1 in 10 visits (9%) were made in Scotland and around 1 in 20 (5%) were made in Wales.

Figure 4.1 also illustrates the amount spent on these 3hr+ visits, with a total of £96 billion spent during 2019. Visits made in England account for the majority (£80 billion). A tenth of the total expenditure was in Scotland (£8.9 billion) and one twentieth (£4.9 billion) in Wales.

Figure 4.2 2018-2019 Change over time in headline volume and expenditure of 3hr+ visits (% change)

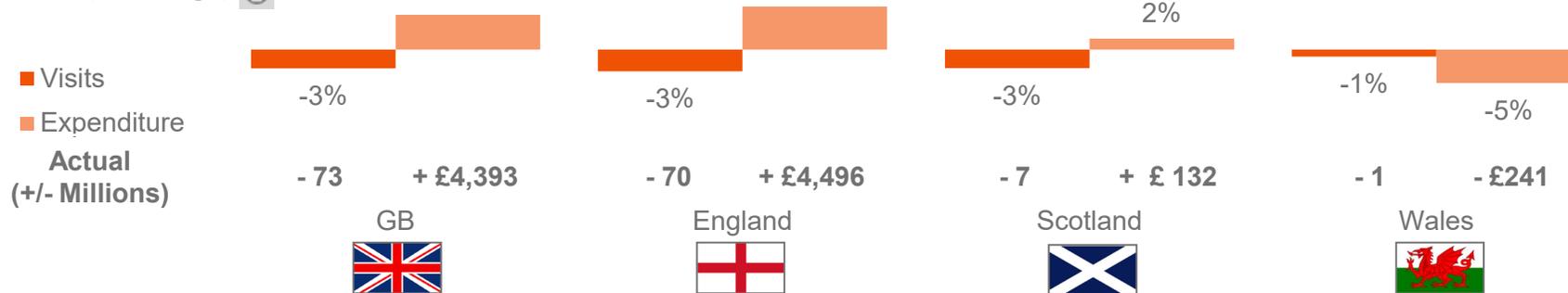


Figure 4.2 shows the percentage change between visits and spend for 2019 compared with 2018. At the GB level, 3% fewer 3hr+ day visits were taken in 2019 than in 2018, while expenditure increased 5%. Visits to England and Scotland showed a similar pattern, but in Wales both visits and expenditure decreased.

Geographical distribution (England)

Figure 4.3 2019 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

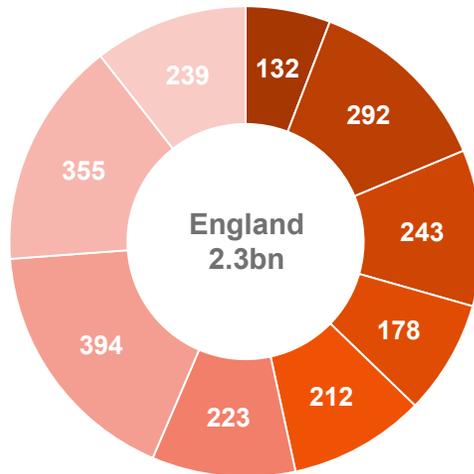
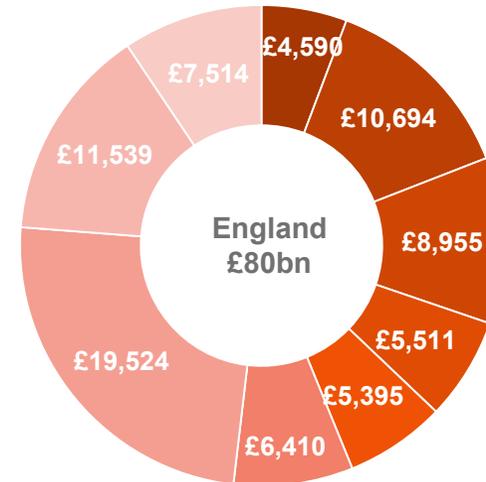


Figure 4.4 2019 expenditure of 3hr+ visits by destination (£ millions) 



Figures 4.3 and 4.4 illustrate the regional distribution of visits and associated spend on 3hr+ visits made in England.

London had the greatest share of 3hr+ visits amongst the English regions (394 million visits) with expenditure of £19.524 billion.

The English region with the lowest volume of 3hr+ visits was the North East, the destination for an estimated 132 million visits which generated £4.590 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

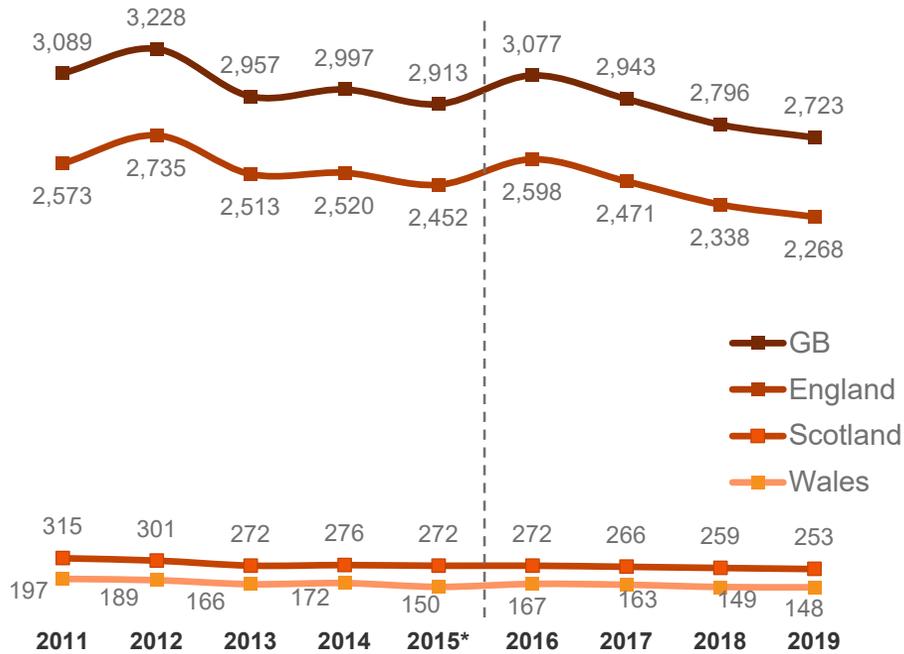
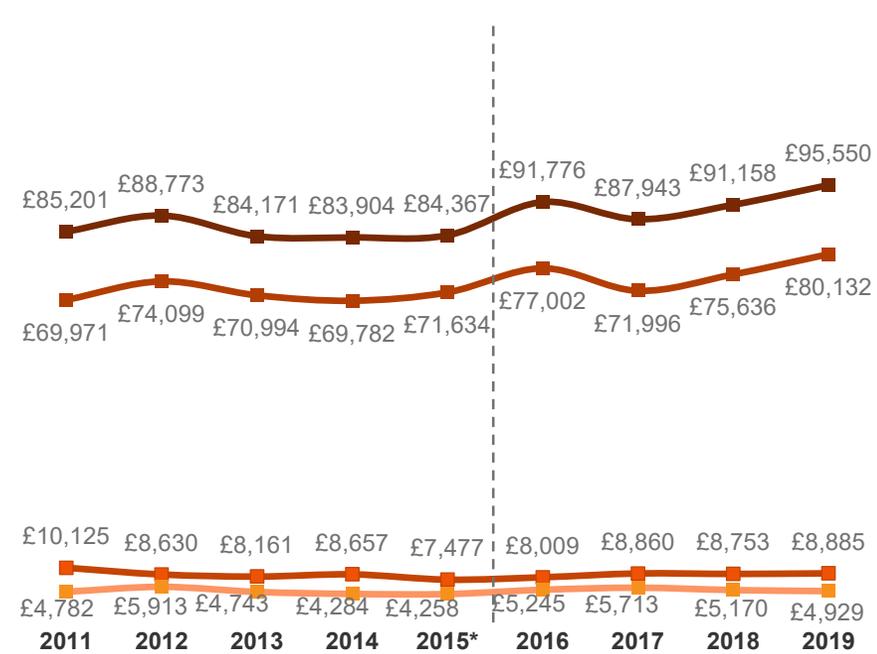


Figure 4.6 expenditure on 3hr+ visits by year (£ millions) ⓘ
 *Note: 2011-2015 estimates are reweighted – see note on page 8



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

The volume of 3hr+ visits has fallen consistently in all three countries since 2016.

Visit expenditure in England and Scotland has increased since 2017 reaching its highest level since 2011 in GB and England. In Scotland only 2011 had greater expenditure. In Wales 3hr+ expenditure has fallen each year since 2017.

Seasonal distribution

Figure 4.7 2019 volume of 3hr+ visits by month – all GB residents (millions) 

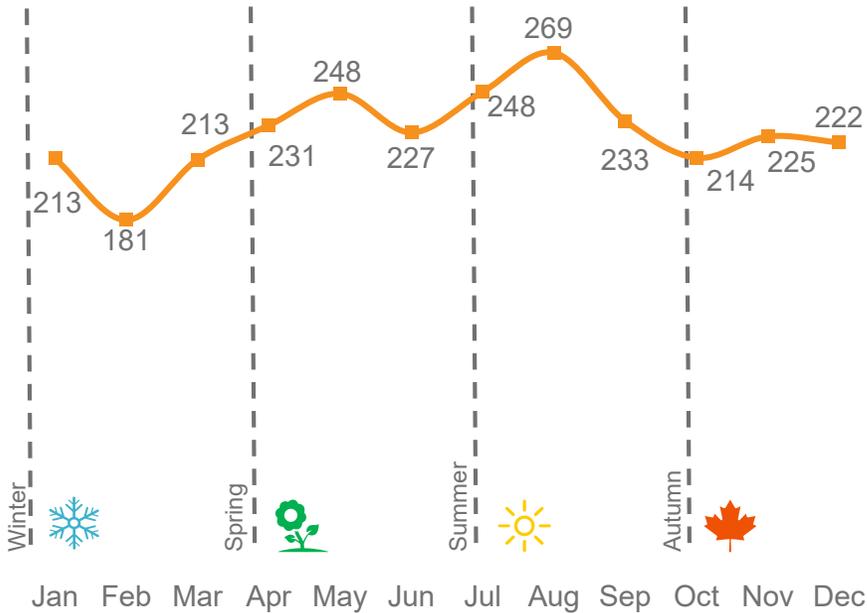
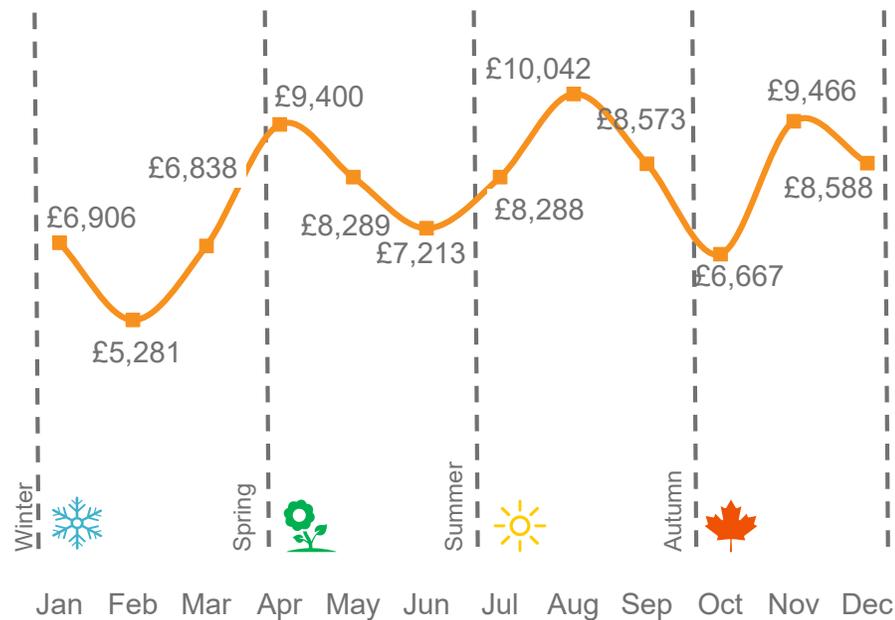


Figure 4.8 2019 expenditure on 3hr+ visits by month – all GB residents (£ millions) 



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 (269 million visits), with the next highest being in July and May (both 248 million visits).

The seasonal variation in expenditure by month follows a somewhat different pattern as illustrated in Figure 4.8, with August (£10.042 billion), November (£9.466 billion) and April (£9.400 billion) being the key months for spend on 3hr+ visits.

Expenditures on visits

Figure 4.9 2019 expenditure on 3hr+ visits by destination country (% of total)

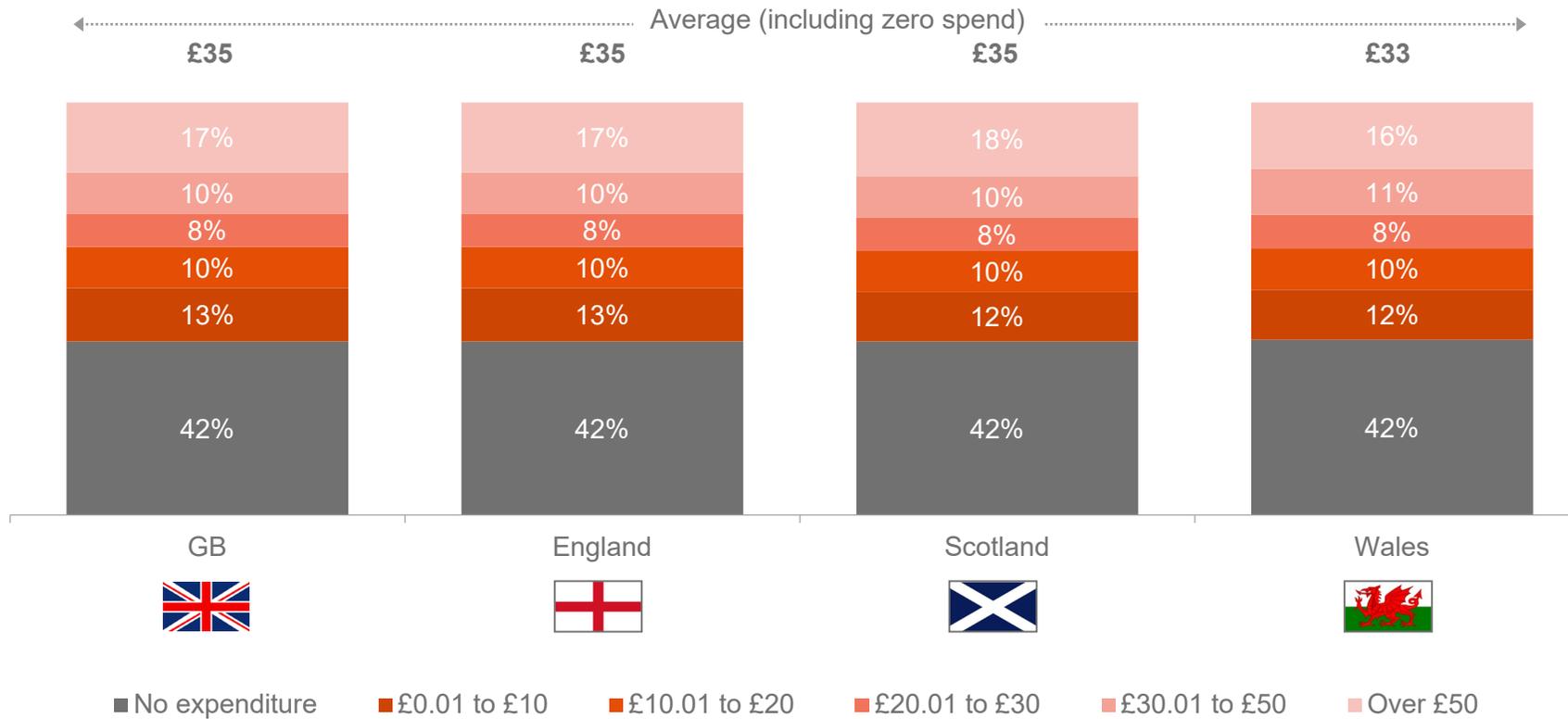


Figure 4.9 illustrates average expenditure levels and expenditure breakdown by destination nations.

Average spend on 3hr+ day visits is similar across all three countries, ranging from £33 to £35 per visit.

Items purchased on visits

Figure 4.10 2019 items spent money on during 3hr+ visits – all GB residents (% of total visits) 

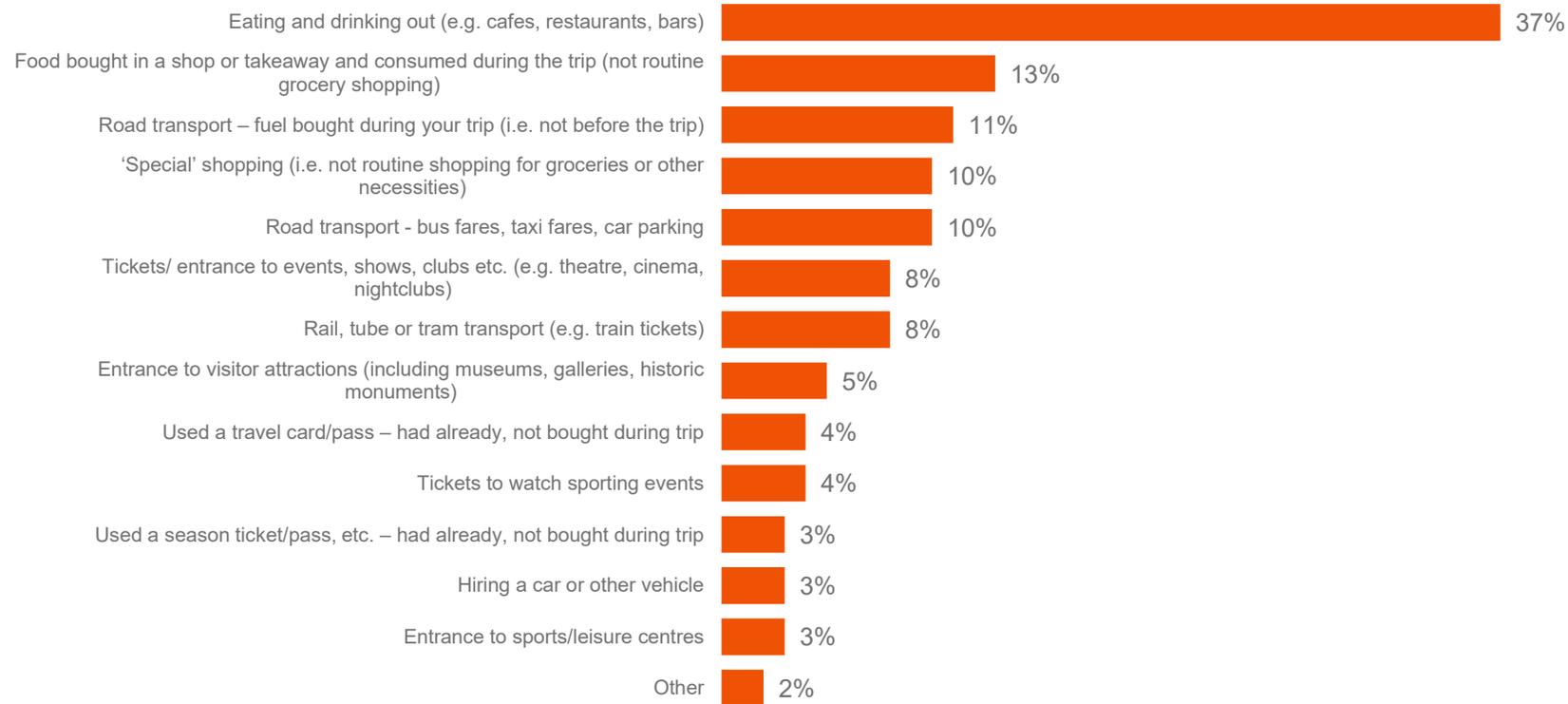


Figure 4.10 illustrates the proportion of visits featuring expenditure on a range of categories by GB residents.

The most common area of spend was eating and drinking out (37%), followed by food bought in a shop or takeaway (13%), then fuel bought during a visit (11%), fares (10%) and 'special shopping' (10%).

Activities undertaken

Figure 4.11 2019 volume and expenditure of 3hr+ visits by main activity undertaken - all GB residents (%) 

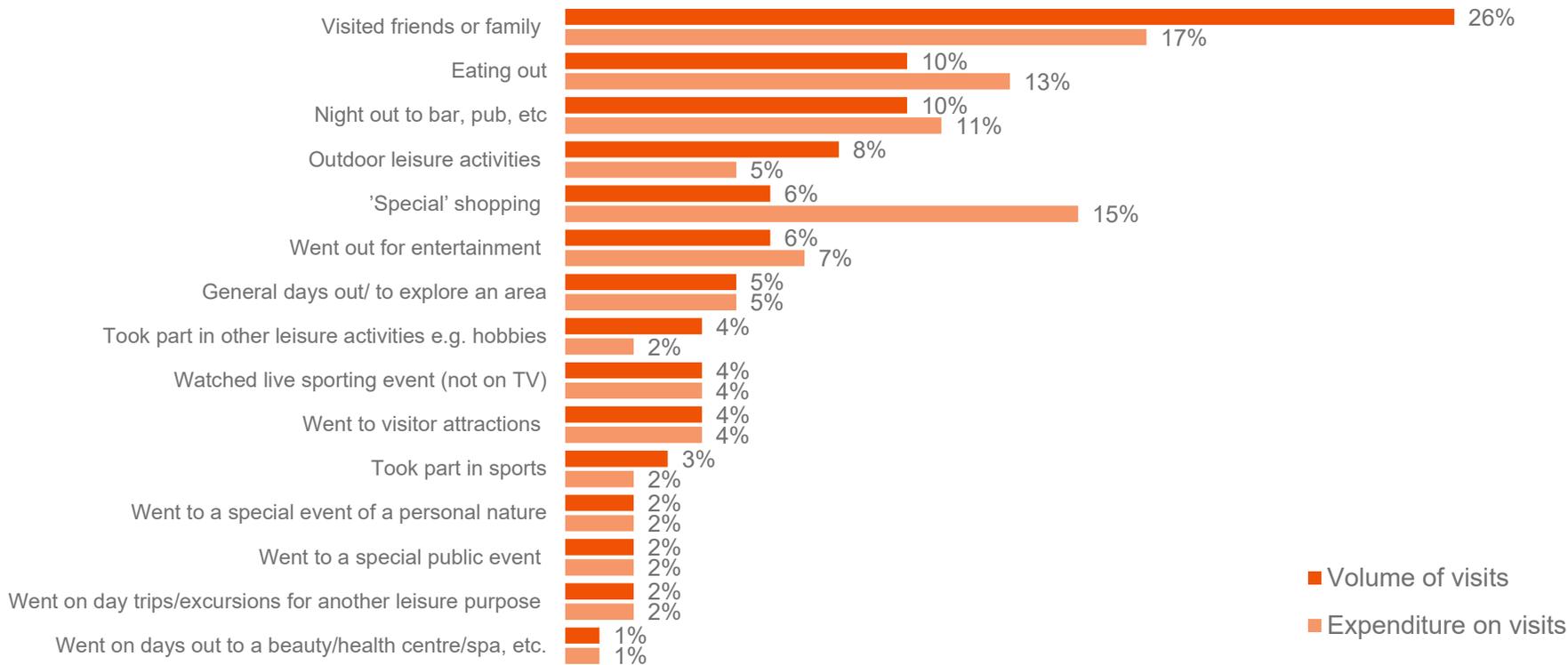


Figure 4.11 details the proportion of 3hr+ visits and related total spend on visits involving key activities.

The most popular activity undertaken during 3hr+ visits (in terms of percentage of visits taken and expenditure) in 2019 was visiting friends or family. This was the main activity on 26% of 3 hr+ visits and they accounted for 17% of expenditure.

The second most popular activity in terms of visit volume was eating out (10%) or a night out (10%).

In terms of related spend, 'special shopping' accounted for the second largest proportion of all spend on 3hr+ visits (15%), during just 6% of the total visits taken. Eating out, the second highest volume activity, accounted for 13% of spend.

Activities undertaken by country (i)

Figure 4.12 (i) 2019 volume of 3hr+ visits by main activity and destination country 

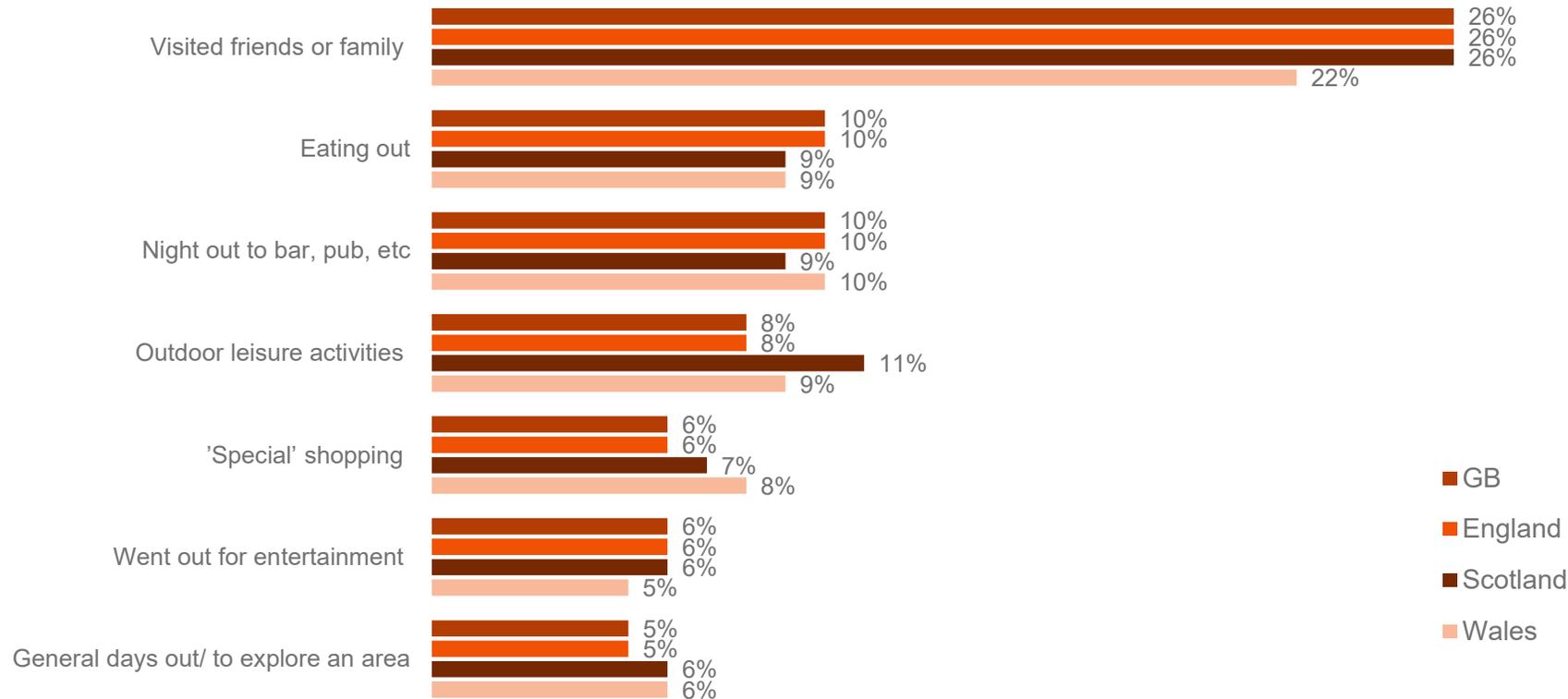


Figure 4.12 (i) illustrates the share of activities undertaken on 3hr+ visits by destination nation (continued on next page).

Around a quarter (26%) of the 3hr+ visits taken in England and Scotland involved visiting friends or family, with this type of activity accounting for 22% of 3hr+ visits in Wales.

Around one in ten 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) 2019 volume of 3hr+ visits by main activity destination country (%) 

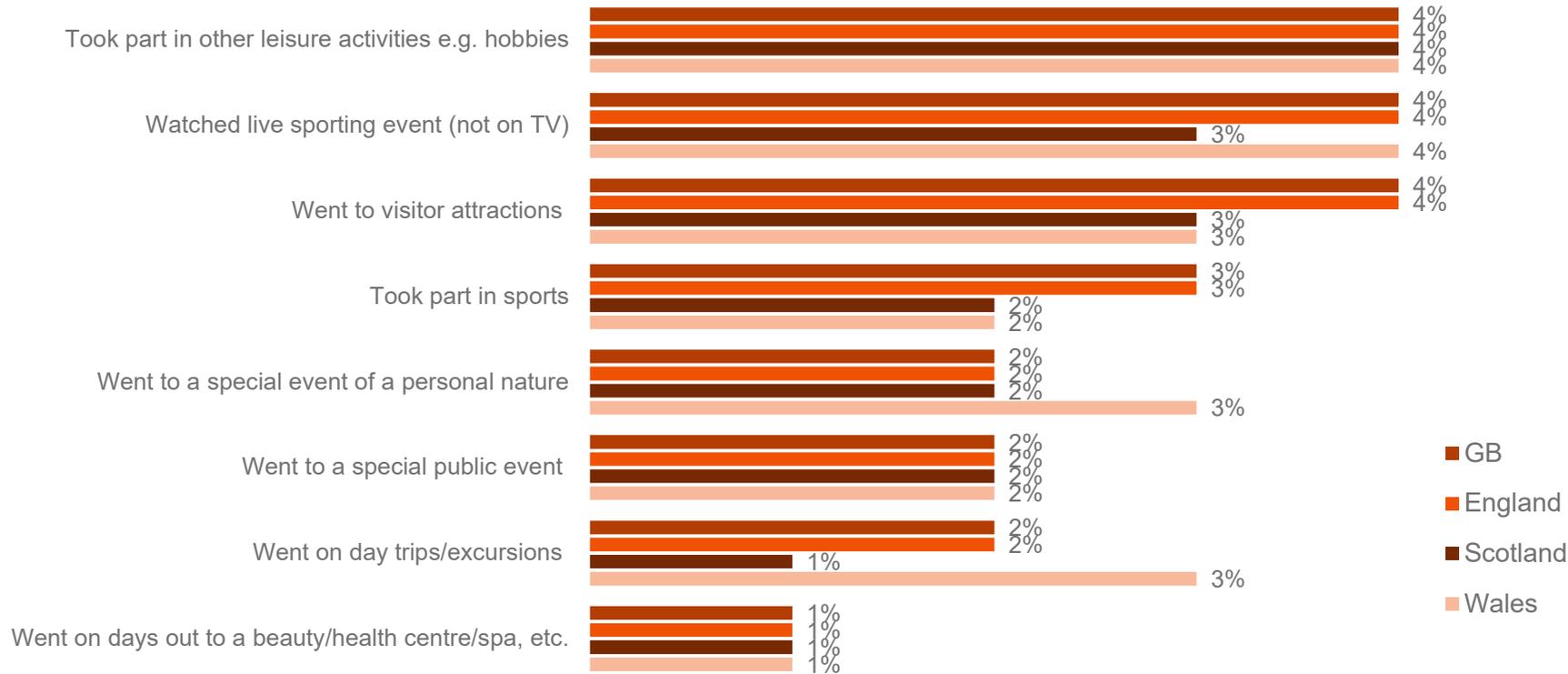


Figure 4.12 (ii) illustrates the share of activities undertaken on 3hr+ visits by destination nation (continued from previous page).

Activities undertaken by destination type (i)

Figure 4.13 (i) 2019 volume of 3hr+ visits by main activity and destination type visited – all GB residents (%) 

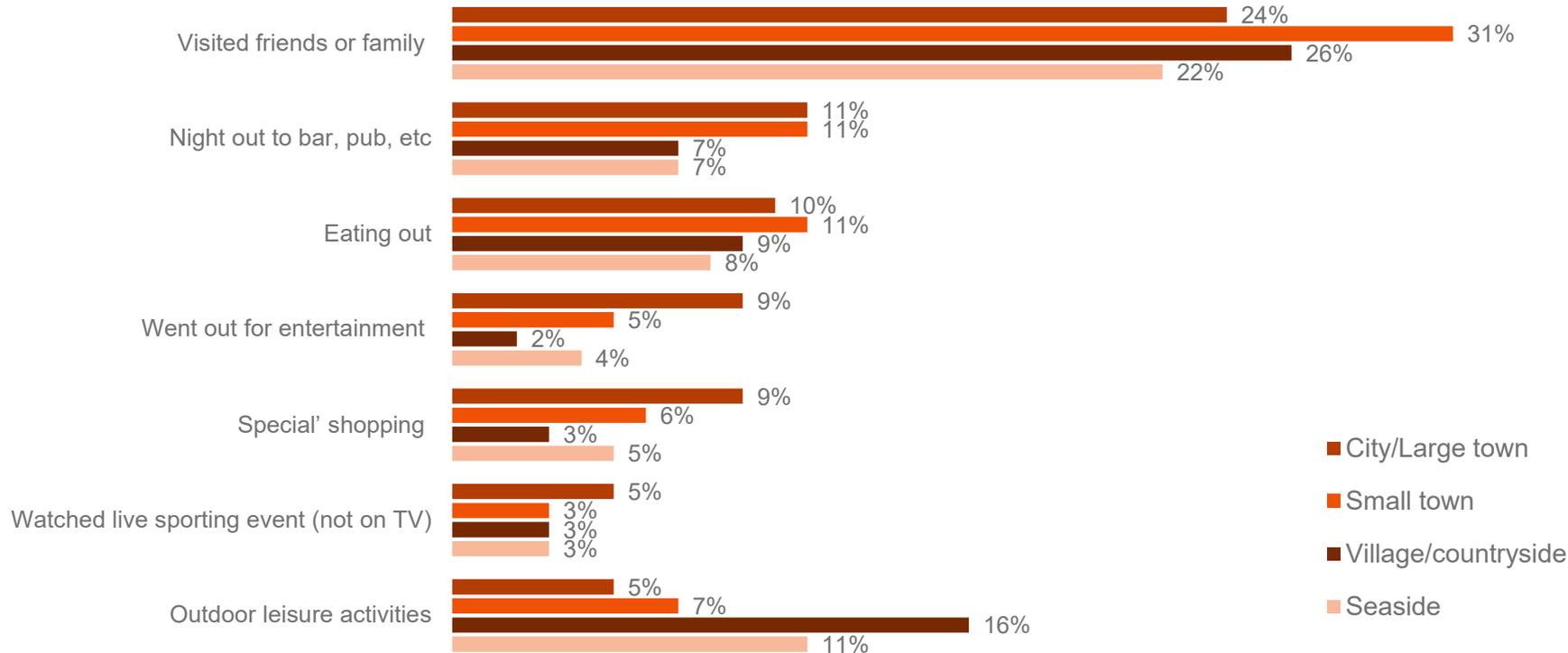


Figure 4.13 (i) illustrates the activities undertaken on 3hr+ visits by type of destination visited (continued on next page).

Visiting friends or family was the most common activity across all destination types.

Visits to cities/large towns or small towns were more likely than other destination types to involve nights out to bars or eating out.

Going out for entertainment or do 'special' shopping was more likely to occur in a city/large town.

Visits 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) 2019 volume of 3hr+ visits by main activity and destination type visited – all GB residents (%) 

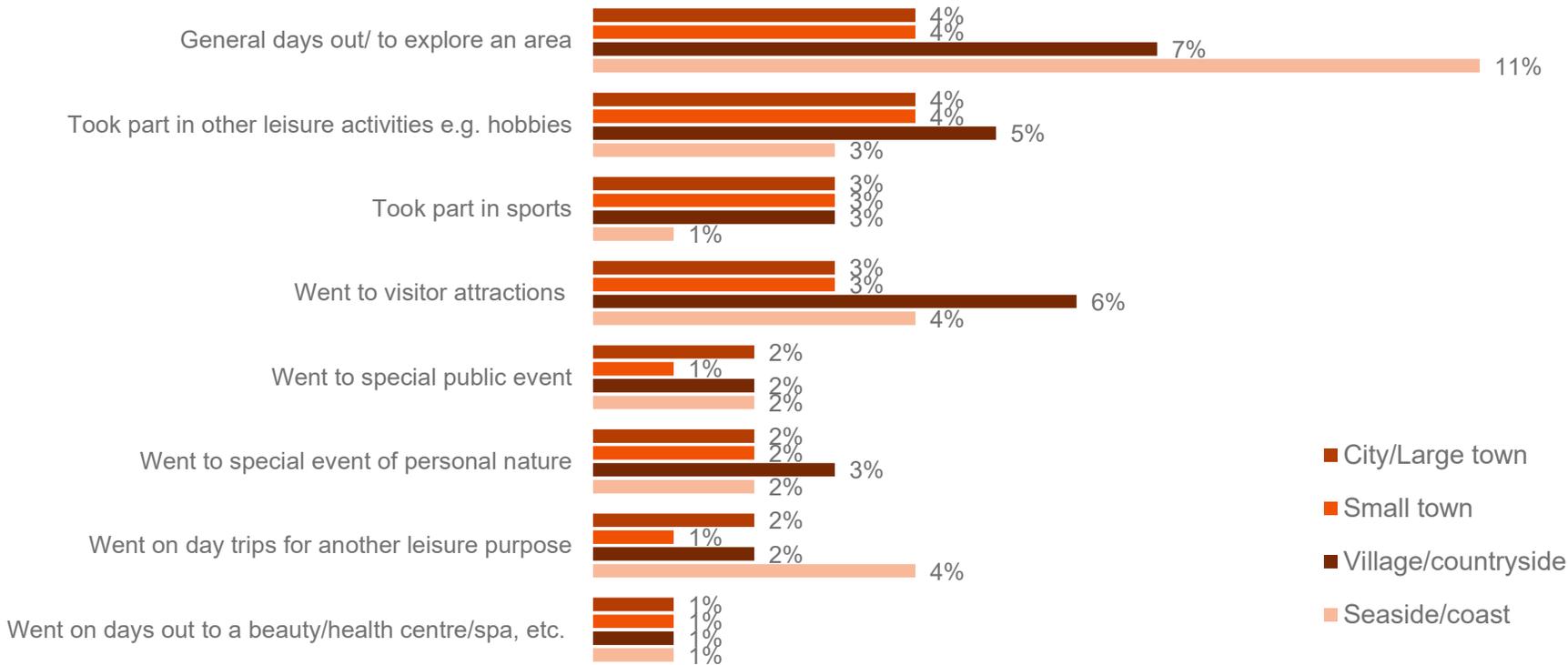


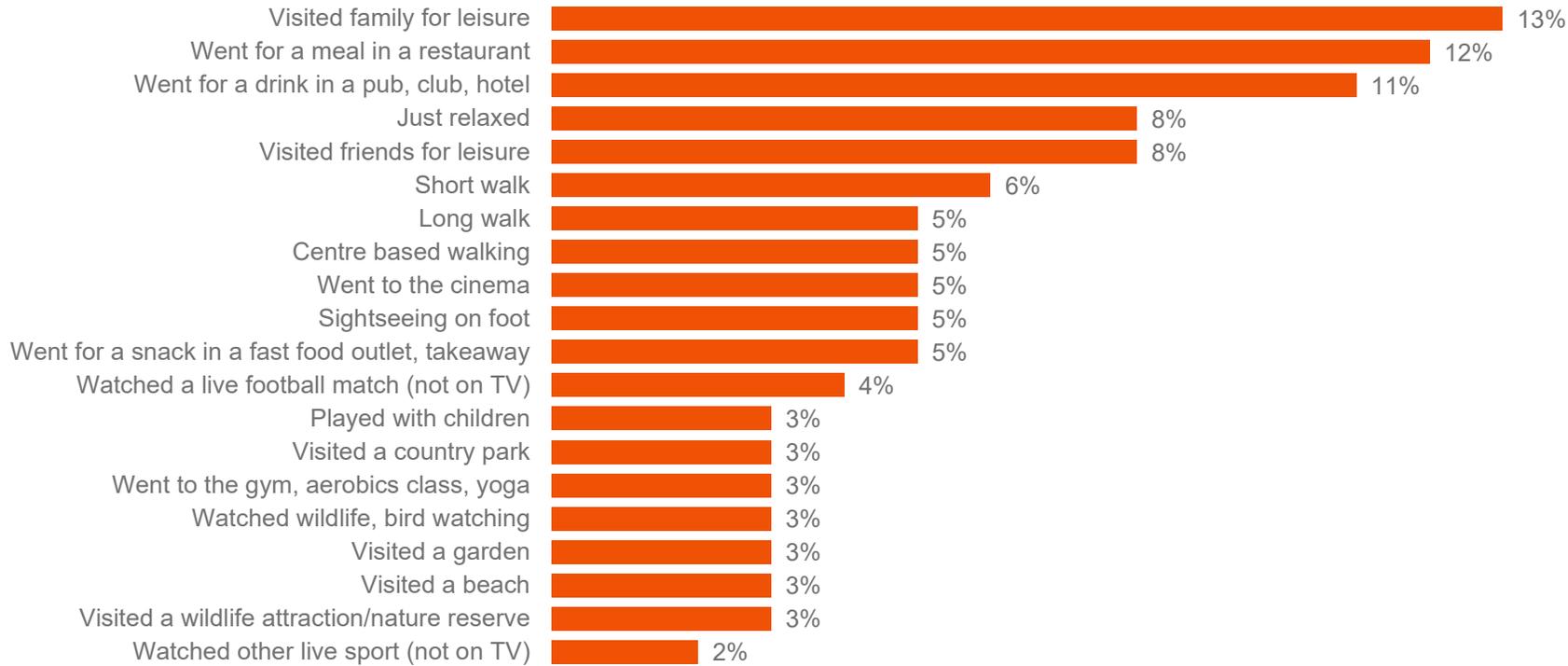
Figure 4.13 (ii) illustrates the activities undertaken on 3hr+ visits by type of destination (continued from previous page).

Visits to seaside locations were more likely to be classed as general days out to explore an area.

Visits to the countryside were more likely to involve visitor attractions.

Detailed activities undertaken

Figure 4.14 2019 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 eight 3hr+ leisure day visits in Great Britain involved visiting family (13%) or going for a meal (12%). A further one in ten visits (11%) included a drink in a pub, club or hotel.

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

Destination type

Figure 4.15 2019 main destination type on 3hr+ visits by destination country (%) 

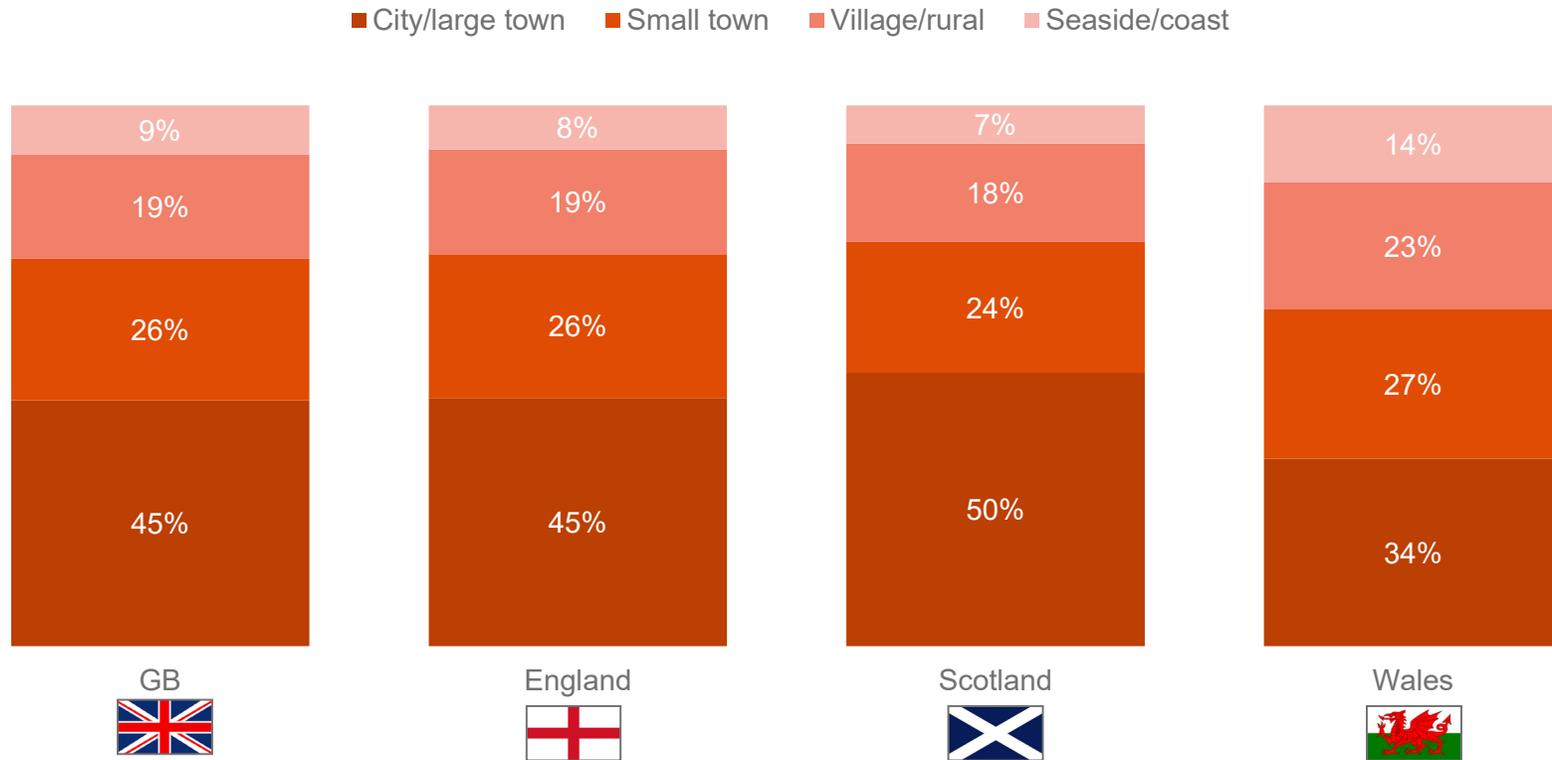


Figure 4.15 shows that 45% of 3hr+ visits were to city/large town destinations, while around a quarter (26%) were to small towns and almost one fifth (19%) were to village/countryside locations. Almost one in ten (9%) visits were to seaside/coast areas.

In England, the proportions of visits to each destination type mirror those of GB as a whole.

In Scotland half of all 3hr+ visits were to cities/large towns whereas in Wales one-third (34%) of all 3hr+ visits were to cities/large towns.

In Wales one in seven (14%) of 3hr+ visits were to the seaside and almost one-quarter (23%) of visits were to rural destinations.

Destination type by region

Figure 4.17 2019 main destination type on 3hr+ visits by region visited (% of total)

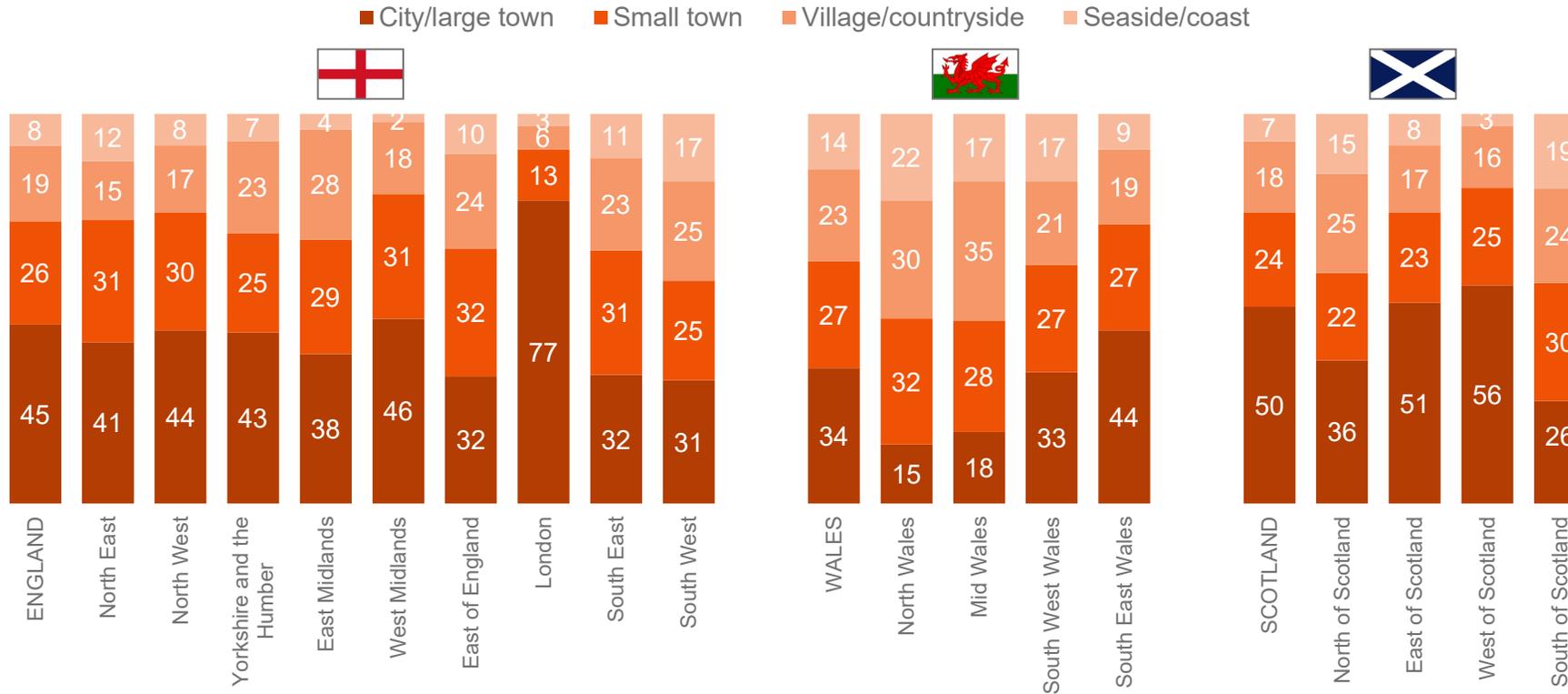


Figure 4.17 shows variations in the destination types visited in different regions of England, Scotland and Wales.

Across all regions in England, the largest share of 3hr+ day visits was to cities/large towns.

Around half (53%) of visits to North Wales or Mid Wales were to rural or seaside destinations, whereas in the South East and South West of Wales the largest proportion of visits was to urban areas.

In Scotland, visits to city/large town locations made up the largest proportion of visits in all areas bar the South of the country. Visits in South Scotland were more likely to be small towns (30%).

Destination type – volume and expenditure of visits

Figure 4.18 2019 volume and expenditure of visits by main destination type and destination country (£ millions)

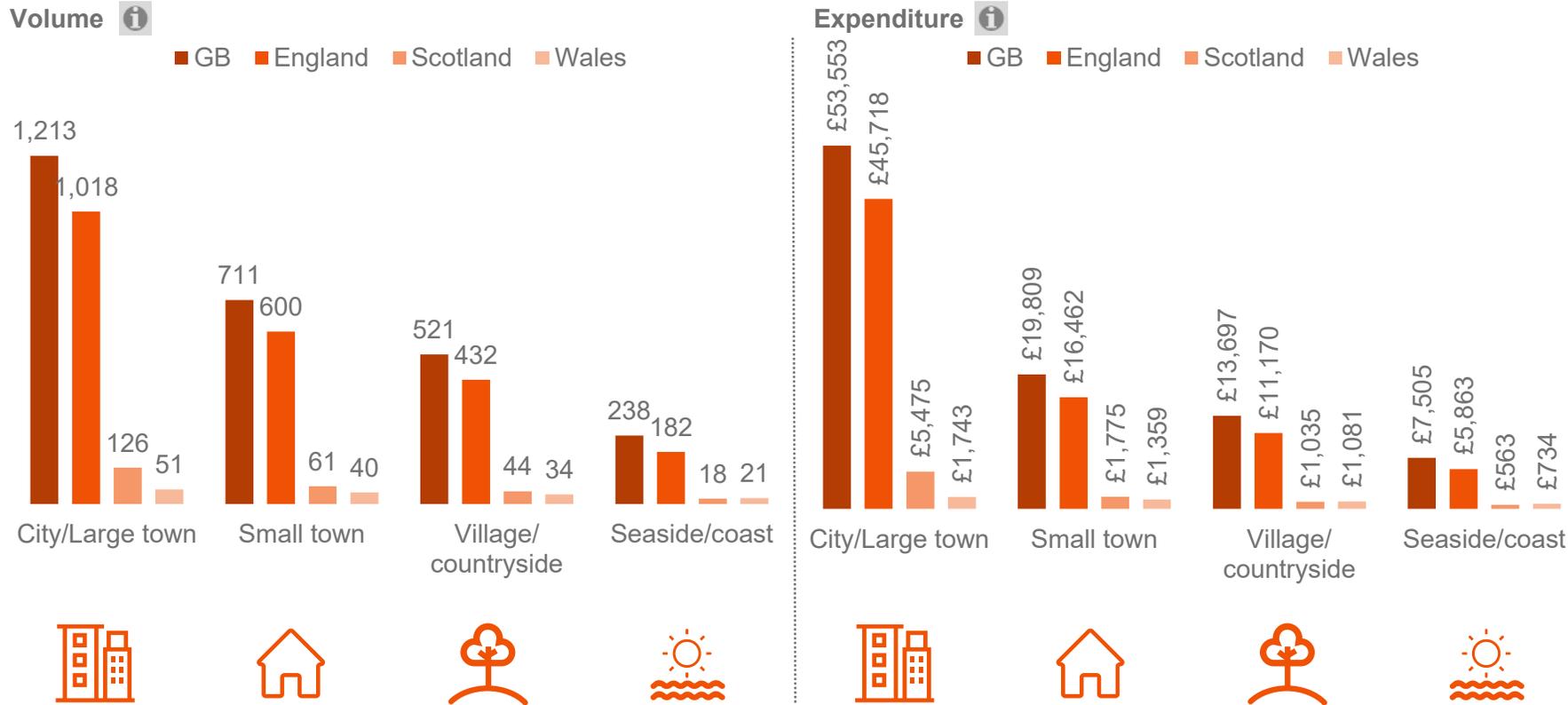


Figure 4.18 illustrates that the largest number of 3hr+ day visits taken across GB were to city/large town locations, accounting for 1.213 billion visits and £53.5 billion in expenditure.

3hr+ visits to small towns accounted for 711 million visits and £19.8 billion in spend.

Village/countryside visits accounted for 521 million visits and £13.7 billion in spend whilst visits to the coast accounted for 238 million visits and £7.5 billion in expenditure.

5. Full data tables

Tourism Day Visits

- Detailed visit profiles
- 2011 to 2019 trends
- Sub-national results



Tourism Day Visits – detailed visit profiles

Table 5.1 TDV detailed visit profiles

Volume of visits and expenditure by destination (millions)

	Volume		Expenditure		GB population distribution (16+ population)
	Millions	% of total	Millions	% of total	% of total
GB total	1,653	100%	£66,978	100%	
English Regions	Millions	% of total	Millions	% of total	% of total
North East England	72	4%	£3,323	5%	4%
North West England	174	11%	£7,405	11%	12%
Yorkshire and The Humber	141	9%	£6,429	10%	9%
East Midlands	108	7%	£3,559	5%	7%
West Midlands	124	8%	£3,689	6%	9%
East of England	123	7%	£4,694	7%	10%
London	281	17%	£14,461	22%	13%
South East England	218	13%	£7,973	12%	14%
South West England	148	9%	£4,967	7%	9%
England total	1,390	84%	£56,500	84%	86%
Scottish Regions*	Millions	% of total	Millions	% of total	% of total
North Scotland	27	20%	£1,467	24%	2%
West Scotland	44	33%	£1,827	29%	4%
East Scotland	45	34%	£2,276	36%	3%
South Scotland	17	13%	£669	11%	1%
Scotland total	134	8%	£5,777	9%	9%
Welsh Regions*	Millions	% of total	Millions	% of total	% of total
North Wales	23	26%	£588	17%	1%
Mid Wales	12	14%	£1,021	30%	*
South West Wales	18	21%	£579	17%	1%
South East Wales	34	39%	£1,226	36%	2%
Wales total	87	5%	£3,447	5%	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	2019	% Change 2019/2018	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change 2019/2018
England	1,503	1,687	1,576	1,547	1,493	1,557	1,505	1,431	1,390	-3%	£49,071	£55,728	£52,928	£51,867	£53,385	£53,534	£50,899	£53,036	£56,500	+7%
Scotland	154	163	142	146	143	142	151	138	134	-3%	£7,075	£5,348	£5,343	£5,773	£4,511	£4,916	£5,995	£5,474	£5,777	+6%
Wales	117	117	102	104	86	102	100	96	87	-9%	£3,380	£4,409	£3,520	£3,079	£3,121	£4,096	£4,332	£4,009	£3,447	-14%
GB total	1,777	1,969	1,826	1,822	1,754	1,834	1,793	1,703	1,653	-3%	£59,845	£65,610	£62,039	£61,833	£61,943	£63,904	£62,447	£63,782	£66,978	+5%

Table 5.3 TDV detailed visit profiles

Volume of visits by quarter and destination country (millions)

Visits	 GB		 England		 Scotland		 Wales	
	Millions	% of total	Millions	% of total	Millions	% of total	Millions	% of total
Jan – Mar	356	22%	303	22%	29	22%	17	19%
Apr – Jun	429	26%	364	26%	33	25%	21	24%
Jul – Sep	468	28%	388	28%	38	29%	28	32%
Oct – Dec	400	24%	335	24%	33	24%	22	25%
Total	1,653		1,390		134		87	

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	387	331	31	18	£11,302	£9,697	£829	£538
‘Special’ shopping	112	94	9	7	£10,758	£9,289	£927	£385
Going out for a meal	170	146	12	9	£8,369	£7,284	£630	£379
Going on a night out	113	99	8	5	£5,014	£4,375	£386	£190
Going out for entertainment	103	89	8	4	£4,402	£3,855	£305	£239
Undertaking outdoor activities	125	104	12	7	£3,050	£2,420	£379	£205
Other leisure/hobbies	50	42	4	2	£1,595	£1,309	£229	£57
Taking part in sports	37	31	3	1	£1,476	£1,392	£45	£25
Watching live sporting events	81	69	6	4	£2,854	£2,449	£192	£178
Going to visitor attractions	86	72	8	4	£2,845	£2,462	£211	£94
Special public events	45	37	5	2	£1,723	£1,346	£298	£70
Special personal events	39	32	2	3	£1,481	£954	£74	£390
Day out to health/beauty spa	17	14	1	1	£854	£703	£115	£25
General day out	112	89	12	7	£4,007	£3,241	£439	£188
Other day out for leisure	40	33	3	3	£1,880	£1,511	£137	£189
Total	1,653	1,390	134	87	£66,978	£56,500	£5,777	£3,447

Table 5.5 TDV 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	145	21%	117	29%	85	24%	37	21%
'Special' shopping	65	9%	28	7%	9	3%	8	5%
Going out for a meal	71	10%	48	12%	36	10%	14	8%
Going on a night out	57	8%	29	7%	17	5%	10	6%
Going out for entertainment	67	10%	23	6%	7	2%	6	3%
Undertaking outdoor activities	27	4%	25	6%	52	15%	18	10%
Other leisure/hobbies	19	3%	10	2%	16	4%	4	2%
Taking part in sports	16	2%	9	2%	9	2%	3	1%
Watching live sporting events	44	6%	19	5%	12	3%	6	3%
Going to visitor attractions	33	5%	17	4%	25	7%	9	5%
Special public events	22	3%	9	2%	9	3%	3	2%
Special personal events	13	2%	10	2%	12	3%	4	2%
Day out to health/beauty spa	7	1%	4	1%	4	1%	1	1%
General day out	35	5%	22	5%	29	8%	24	13%
Other day out for leisure	14	2%	7	2%	9	2%	9	5%
Total	686		407		358		179	

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	38	28	27	32	32	59	65	34
'Special' shopping	5	11	10	8	7	9	20	13	10
Going out for a meal	6	15	15	10	14	14	35	20	18
Going on a night out	5	13	12	6	8	7	24	16	7
Going out for entertainment	3	12	7	6	8	7	26	13	7
Outdoor activities	5	13	12	9	9	11	13	20	13
Other leisure/ hobbies	1	5	4	4	5	4	10	5	5
Taking part in sports	2	4	4	1	3	2	9	4	1
Watching live sporting events	5	11	8	4	5	5	16	7	8
Going to visitor attractions	5	9	6	8	7	5	13	10	9
Special public events	2	3	5	4	2	3	9	4	3
Special personal events	2	4	3	3	3	4	7	4	3
Day out to health/ beauty spa	0	3	2	1	1	1	3	1	1
General day out	7	12	10	5	5	7	12	16	15
Other day out for leisure	2	4	4	3	3	3	5	6	3
Total	72	174	141	108	124	123	281	218	148

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*		
Main activity	Mid Millions	North Millions	South East Millions	South West Millions	East Millions	West Millions	North Millions	South Millions
Visiting friends or family	2	5	6	4	11	10	4	5
'Special' shopping	1	1	3	1	3	3	2	1
Going out for a meal	1	3	4	2	3	4	3	1
Going on a night out	1	1	2	1	2	2	2	1
Going out for entertainment	0	1	3	1	2	3	1	0
Outdoor activities	1	2	2	2	4	3	4	2
Other leisure/hobbies	1	0	1	0	1	1	1	1
Taking part in sports	-	0	1	1	1	1	0	1
Watching live sporting events	0	0	2	1	2	3	1	1
Going to visitor attractions	1	1	1	1	4	2	1	1
Special public events	0	1	1	0	2	3	0	0
Special personal events	0	1	1	0	1	1	0	0
Day out to health/beauty spa	0	0	0	0	1	1	1	0
General day out	1	3	2	2	4	4	3	1
Other day out for leisure	0	1	1	1	1	1	1	0
Total	12	23	34	18	45	44	27	17

*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
Attending events (Net)	228	191	22	11	114	49	41	21
Attended a live music concert/music festival	42	35	5	1	22	7	8	4
Attended an indoor exhibition	24	20	2	1	10	4	6	3
Attended an outdoor fair/exhibition/show	28	23	3	2	11	6	8	4
Attended another arts/cultural festival	32	26	4	2	18	6	5	3
Attended a food/local produce event	28	24	2	1	12	6	5	4
Watched a live football match (not on TV)	69	59	7	3	38	18	8	5
Watched other live sport (not on TV)	45	37	5	3	23	11	8	3
Walking (Net)	277	229	25	17	90	49	83	49
Centre based walking	92	78	7	4	48	20	9	14
Short walk/stroll – up to 2 miles	123	98	13	9	37	23	34	27
Long walk, hike or ramble	101	85	9	7	21	14	45	19

Table 5.8 TDV detailed visit profiles (continued)
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
Active pursuits/sports (Net)	121	100	12	7	40	28	35	18
Went to the gym, aerobics class, etc.	33	28	3	2	16	7	6	4
Played golf	26	22	2	1	6	5	10	4
Running, jogging, orienteering	28	23	2	2	8	7	10	4
Swimming	35	29	3	2	11	8	9	7
Outdoor sports	28	25	2	2	8	7	9	5
Sightseeing/ guided tours (Net)	150	122	14	10	49	24	43	33
Went on a guided tour	29	24	2	1	11	5	9	4
Sightseeing by car	36	28	4	3	9	7	12	9
Sightseeing on foot	107	87	10	7	35	18	28	25
Visiting heritage (Net)	129	105	12	8	52	23	35	16
Visited a cathedral, church, abbey or other religious building	34	28	3	1	14	7	8	4
Visited a castle/other historic site	47	37	5	4	17	10	14	6
Visited a historic house, stately home, palace	37	31	4	2	13	9	12	2
Visited a museum	46	37	4	2	26	6	7	6

Table 5.8 TDV detailed visit profiles (continued)
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
Visiting attractions and sightseeing (Net)	264	217	22	16	78	46	74	57
Visited a beach	59	45	6	6	8	6	7	38
Visited a country park	61	51	5	3	20	11	22	7
Visited a garden	56	48	4	3	17	10	23	5
Visited a theme/amusement park	27	23	2	1	8	6	4	8
Visited a wildlife attraction/nature reserve	54	46	3	3	13	8	20	10
Visited a zoo/safari park	28	24	2	1	9	7	6	5
Visited an art gallery	27	21	3	2	13	5	5	3
Visited another type of attraction	20	17	2	1	6	4	6	3
Viewed architecture	39	34	3	2	16	7	8	7
Eating and drinking (Net)	393	333	31	23	175	97	68	49
Went for a drink in a pub, club, etc.	158	136	12	9	76	38	24	21
Went for a meal in a restaurant/café, etc.	234	194	22	14	105	57	43	28
Went for a snack in a fast food outlet,	85	72	7	4	37	20	11	16

Table 5.8 TDV detailed visit profiles (continued)
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
Friends and family (Net)	337	288	29	14	119	98	76	39
Visited family for leisure	188	159	18	7	66	59	43	18
Visited friends for leisure	123	106	10	5	49	35	25	13
Played with children	62	51	6	4	18	12	15	14
Other activities	323	270	26	20	128	70	71	48
Went to the cinema	80	69	6	4	47	20	6	6
Went to the theatre	34	29	2	2	22	6	3	4
Had a picnic or BBQ	43	37	2	3	9	7	15	10
Just relaxed	138	113	12	9	43	33	34	25
Spa treatments	26	23	2	1	12	4	7	3
Sunbathing	29	24	2	2	5	5	6	12
Watched wildlife, bird watching	56	46	6	4	10	7	23	14
Total	1,653	1,390	134	87	686	407	358	179

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)	134	112	10	9	£5,291	£4,134	£570	£408
Someone in party has mobility impairment (non-wheelchair user)	125	104	13	7	£4,994	£4,193	£495	£264
Someone in party is deaf/have partial hearing loss	89	75	7	6	£4,622	£4,049	£357	£204
Someone in party has mobility impairment (wheelchair user)	50	41	4	3	£2,722	£2,455	£186	£74
Someone in party has learning difficulties	43	37	3	2	£2,237	£2,004	£144	£85
Someone in party is blind/partially sighted	63	56	3	2	£2,892	£2,659	£173	£41
Net: Disability or impairment in party	373	312	30	22	£15,925	£13,455	£1,427	£788
No disabilities/impairments in party	1188	1006	97	61	£48,819	£41,078	£4,188	£2,605
Total	1,653	1,390	134	87	£66,978	£56,500	£5,777	£3,447

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
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	7	17	12	10	11	9	18	17	12
Someone in party has mobility impairment (non-wheelchair user)	5	17	12	8	9	11	16	14	11
Someone in party is deaf/have partial hearing loss	3	9	8	9	6	7	15	10	8
Someone in party has mobility impairment (wheelchair user)	3	7	3	4	5	3	8	5	3
Someone in party has learning difficulties	1	4	4	2	4	4	7	9	3
Someone in party is blind/partially sighted	3	8	7	8	5	5	12	4	3
Net: Disability or impairment in party	17	44	32	28	31	29	57	48	27
No disabilities/impairments in party	52	120	103	73	89	87	207	160	115
Total	72	174	141	108	124	123	281	218	148

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	3	4	1	3	3	2	2
Someone in party has mobility impairment (non-wheelchair user)	1	4	2	1	3	3	2	2
Someone in party is deaf/have partial hearing loss	1	1	3	1	3	2	2	1
Someone in party has mobility impairment (wheelchair user)	1	2	1	1	1	2	1	0
Someone in party has learning difficulties	0	0	1	0	0	1	1	0
Someone in party is blind/partially sighted	1	1	1	1	1	3	2	1
NET: Disability or impairment in party	3	7	9	3	9	10	8	5
No disabilities/impairments in party	8	15	23	13	32	33	18	12
Total	12	23	34	18	45	44	27	17

*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)	47	7%	37	9%	33	9%	15	8%
Someone in party has mobility impairment (non-wheelchair user)	45	7%	34	8%	30	8%	12	7%
Someone in party is deaf/have partial hearing loss	31	4%	24	6%	24	7%	9	5%
Someone in party has mobility impairment (wheelchair user)	19	3%	11	3%	12	3%	7	4%
Someone in party is blind/partially sighted	19	3%	13	3%	22	6%	9	5%
Someone in party has learning difficulties	17	2%	11	3%	10	3%	5	3%
Net: disability or impairment in party	131	19%	97	24%	95	26%	44	25%
No disabilities/impairments in party	522	76%	287	71%	244	68%	119	67%
Total	686		407		358		179	

Table 5.13 TDV detailed visit profiles

Volume and expenditure of visits - visit duration by destination country (millions)

	Volume				Expenditure			
								
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	656	556	50	34	£26,394	£22,721	£2,000	£1,472
4 hours to 4 hours 59	413	346	34	23	£14,460	£12,228	£1,185	£767
5 hours to 5 hours 59	202	174	16	8	£8,461	£7,300	£687	£324
6 hours or more	382	313	34	22	£17,662	£14,251	£1,906	£885
Total	1,653	1,390	134	87	£66,978	£56,500	£5,777	£3,447

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

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
3 hours to 3 hours 59	268	39%	177	44%	145	40%	58	33%
4 hours to 4 hours 59	163	24%	106	26%	90	25%	48	27%
5 hours to 5 hours 59	87	13%	48	12%	43	12%	21	12%
6 hours or more	168	24%	76	19%	81	23%	51	29%
Total	686		407		358		179	

Table 5.15 TDV detailed visit profiles
Volume of visits - visit 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	31	70	52	47	54	48	117	83	54
4 hours to 4 hours 59	18	41	39	26	34	31	68	52	38
5 hours to 5 hours 59	8	24	18	13	12	16	36	28	19
6 hours or more	15	39	32	21	25	28	61	55	36
Total	72	174	141	108	124	123	281	218	148

Table 5.16 TDV detailed visit profiles
Volume of visits - visit 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	
3 hours to 3 hours 59	5	8	14	8	17	14	10	7	
4 hours to 4 hours 59	3	5	9	4	12	12	7	5	
5 hours to 5 hours 59	1	2	3	2	5	6	4	2	
6 hours or more	3	8	8	4	12	13	6	3	
Total	12	23	34	18	45	44	27	17	

*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- visit 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	57	84	46	46	57	23	21	37	29	14	10	7	38	9
4 hours to 4 hours 59	85	25	44	35	27	34	13	10	18	24	12	8	4	30	11
5 hours to 5 hours 59	50	15	16	13	13	12	6	3	9	12	5	6	1	15	6
6 hours or more	121	15	26	19	17	22	8	3	17	22	12	15	4	29	14
Total	387	112	170	113	103	125	50	37	81	86	45	39	17	112	40

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	686	591	57	26	£36,380	£31,429	£3,292	£1,164
Small town	407	345	33	23	£13,359	£11,154	£1,222	£858
Village/countryside	358	299	29	21	£10,699	£8,864	£738	£765
Seaside/coast	179	135	13	17	£5,832	£4,398	£499	£650
Total	1,653	1,390	134	87	£66,978	£56,500	£5,777	£3,447

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	704	605	59	26	£37,336	£32,131	£3,400	£1,275
Small town	438	369	36	25	£15,382	£12,869	£1,456	£917
Village/countryside	392	327	32	23	£12,421	£10,378	£831	£859
Seaside/coast	202	154	15	19	£7,005	£5,331	£535	£743
Total	1,653	1,390	134	87	£66,978	£56,500	£5,777	£3,447

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	265	231	17	14	£6,583	£5,815	£487	£263
Between 5 and 10 miles	285	250	20	12	£8,106	£6,895	£808	£302
11 to 20 miles	270	235	20	13	£10,938	£9,833	£677	£387
21 to 40 miles	248	208	24	13	£10,295	£8,580	£1,187	£497
41 to 60 miles	139	115	14	8	£5,926	£5,006	£487	£342
61 to 80 miles	82	66	8	5	£4,650	£3,819	£394	£276
81 to 100 miles	66	53	7	4	£3,679	£2,983	£313	£288
Over 100 miles	187	148	17	13	£13,668	£10,955	£1,240	£985
Don't know	111	85	7	5	£3,133	£2,615	£186	£108
Total	1,653	1,390	134	87	£66,978	£56,500	£5,777	£3,447

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	12	28	21	15	20	16	69	34	16
Between 5 and 10 miles	12	35	30	22	23	17	54	36	22
11 to 20 miles	12	28	22	20	21	24	40	43	24
21 to 40 miles	10	25	22	16	21	23	28	36	28
41 to 60 miles	4	12	12	11	9	13	20	20	14
61 to 80 miles	3	10	7	5	5	7	10	10	7
81 to 100 miles	4	6	4	3	5	5	9	9	6
Over 100 miles	9	17	14	10	14	12	28	20	24
Don't know	5	13	9	6	6	6	23	10	7
Average distance travelled (miles)	50	43	42	41	46	47	40	42	58

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	North	South East	South West	East	West	North	South
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	1	4	5	4	4	7	3	2
Between 5 and 10 miles	1	3	5	4	7	7	2	2
11 to 20 miles	1	2	7	3	6	7	3	2
21 to 40 miles	2	2	6	2	8	8	5	3
41 to 60 miles	1	3	3	1	5	4	3	2
61 to 80 miles	1	2	2	1	3	3	2	1
81 to 100 miles	1	1	1	1	2	2	1	1
Over 100 miles	3	3	5	2	6	4	6	3
Don't know	2	2	2	1	4	3	2	1
Average distance (miles)	88	59	51	40	55	43	77	62

*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	122	18%	76	19%	40	11%	22	12%
Between 5 and 10 miles	124	18%	77	19%	60	17%	19	11%
11 to 20 miles	110	16%	75	18%	61	17%	20	11%
21 to 40 miles	98	14%	64	16%	63	18%	21	12%
41 to 60 miles	52	8%	31	8%	38	11%	15	9%
61 to 80 miles	30	4%	17	4%	20	6%	13	8%
81 to 100 miles	25	4%	15	4%	16	4%	9	5%
Over 100 miles	75	11%	34	8%	40	11%	37	21%
Don't know	49	7%	19	5%	20	6%	21	12%
Average distance (miles)	45		39		48		72	

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	59	16	34	35	17	16	7	7	17	7	10	4	2	12	4
Between 5 and 10 miles	69	20	29	22	20	26	8	5	13	11	10	5	3	18	5
11 to 20 miles	57	23	34	18	23	22	6	6	11	14	6	7	2	17	6
21 to 40 miles	52	22	23	12	17	23	10	4	10	15	6	6	4	17	7
41 to 60 miles	32	10	12	6	7	11	7	4	6	11	4	3	2	11	4
61 to 80 miles	19	5	9	3	3	7	2	2	4	5	3	3	1	7	3
81 to 100 miles	17	4	4	3	3	4	2	2	5	4	1	2	0	5	2
Over 100 miles	56	9	17	10	7	10	4	5	11	12	3	6	2	13	7
Don't know	28	4	8	4	5	6	2	2	4	8	2	2	1	11	3
Average distance (miles)	53	39	41	35	35	39	44	54	51	58	35	61	49	52	65

Table 5.25 TDV detailed visit profiles

Volume and expenditure of transport used by destination country (millions)

	Volume				Expenditure			
	 GB	 England	 Scotland	 Wales	 GB	 England	 Scotland	 Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Net: Any car	1,012	847	82	62	£41,298	£34,645	£3,693	£2,099
Car – own/friends/family	966	809	80	59	£38,732	£32,323	£3,554	£2,016
Car – hired	46	38	2	3	£2,566	£2,322	£139	£83
Net: Public transport	296	248	29	14	£14,410	£11,977	£1,284	£1,037
Train	178	149	16	9	£10,524	£8,691	£867	£883
A regular bus/coach	118	99	13	5	£3,886	£3,287	£417	£154
Organised coach tour	29	24	2	2	£1,235	£1,076	£115	£35
Taxi	64	54	6	3	£2,723	£2,348	£224	£137
Walked/on foot	112	99	8	4	£2,195	£1,911	£206	£71
Bicycle	19	17	1	0	£645	£603	£16	£1
Tube	46	44	2	0	£1,746	£1,723	£24	-
Tram	16	14	0	-	£271	£267	£4	-
Motorised caravan/campervan	10	8	0	1	£414	£369	£24	£16
Plane	12	7	1	0	£1,224	£933	£124	£31
Boat/ship/ferry	7	5	0	0	£288	£197	£28	£7
Lorry/truck/van	9	6	0	0	£180	£170	£7	£2
Other	22	19	1	1	£348	£280	£31	£11
Total	1,653	1,390	134	87	£66,978	£56,500	£5,777	£3,447

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
Net: Any car	46	107	88	72	81	90	106	148	110
Car – own/friends/family	42	101	84	68	77	88	98	145	107
Car – hired	4	6	4	4	4	1	8	3	3
Net: Public transport	13	34	23	16	19	15	73	39	17
Train	7	19	14	6	11	8	48	27	9
A regular bus/coach	6	15	9	10	7	7	25	12	8
Organised coach tour	1	3	2	2	2	2	4	2	5
Taxi	3	8	8	6	6	4	11	6	2
Walked/on foot	4	9	10	7	9	8	29	14	9
Bicycle	2	1	1	1	1	2	6	2	2
Minibus	-	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-	-
Tube	1	2	0	1	1	0	39	1	0
Tram	1	5	2	1	1	0	3	1	0
Motorised caravan/campervan	1	1	2	0	1	1	1	1	1
Plane	1	1	1	0	1	1	2	1	0
Boat/ship/ferry	0	1	0	0	1	0	1	1	0
Lorry/truck/van	-	0	0	0	2	1	1	1	1
Other	1	2	3	1	1	1	6	3	1
Total	72	174	141	108	124	123	281	218	148

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	%
Net: Any car	360	52%	274	67%	246	69%	115	65%
Car – own/friends/family	346	50%	261	64%	237	66%	108	60%
Car – hired	15	2%	14	3%	9	3%	7	4%
Net: Public transport	168	24%	60	15%	40	11%	27	15%
Train	104	15%	34	8%	24	7%	16	9%
A regular bus/coach	63	9%	26	6%	16	5%	11	6%
Organised coach tour	7	1%	6	1%	12	3%	4	2%
Taxi	28	4%	17	4%	13	4%	5	3%
Walked/on foot	50	7%	28	7%	23	6%	10	6%
Bicycle	6	1%	4	1%	5	1%	3	1%
Tube	39	6%	4	1%	2	1%	1	1%
Tram	8	1%	3	1%	3	1%	2	1%
Motorised caravan/campervan	2	*	2	*	4	1%	2	1%
Plane	5	1%	2	*	3	1%	2	1%
Boat/ship/ferry	2	*	1	*	1	*	3	2%
Lorry/truck/van	2	*	1	*	2	1%	3	2%
Other	10	1%	5	1%	6	2%	1	1%
Total	686		407		358		179	

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 
Expenditure items	%	%	%	%
Net: Transport	33%	33%	32%	33%
Fuel	13%	12%	13%	18%
Bus fares, car parking	11%	11%	9%	8%
Rail, tube or tram tickets	10%	10%	9%	6%
Water transport	1%	1%	3%	3%
Air transport	2%	2%	1%	1%
Car/other vehicle hire	3%	3%	1%	3%
Net: Eating and drinking	49%	50%	52%	53%
Eating/drinking out in cafes, restaurants, etc.	41%	41%	42%	44%
Food bought in shops/takeaways and consumed on trip	15%	15%	16%	16%
Net: Entrance charges	19%	19%	17%	18%
Entrance to visitor attractions	6%	6%	5%	6%
Tickets/entrance to events, shows or clubs	9%	9%	9%	8%
Tickets to watch sporting events	4%	4%	4%	4%
Entrance to sports/leisure centres	3%	3%	2%	3%
‘Special’ shopping (i.e. not routine)	12%	12%	14%	12%
Net: Other items	4%	4%	4%	3%
Package travel or package tours	2%	2%	1%	1%
Other travel services	1%	1%	1%	1%
Hiring equipment	1%	1%	2%	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	£96	North East England	£46
Day out to beauty/ health spa	£52	North West England	£43
Going out for entertainment	£43	Yorkshire and The Humber	£46
Special public event	£39	East Midlands	£33
Went out for a meal	£49	West Midlands	£30
Going on a night out	£44	East of England	£38
Watched live sporting events (not on TV)	£35	London	£51
Going to visitor attractions	£33	South East England	£37
Other day out for leisure	£47	South West England	£34
General day out		Welsh regions (Regional Tourism Partnerships) 	
Special personal events	£38	Mid	£83
Undertaking outdoor activities	£24	North	£26
Visiting friends or family for leisure	£29	South West	£32
Other leisure/hobbies	£32	South East	£36
Taking part in sports	£40		
Destination type visited		Scottish regions (see page 10 for details) 	
City/large town	£53	North	£54
Seaside/ coast	£33	West	£41
Small town	£33	East	£50
Village/ countryside	£30	South	£39

Tourism Day Visits – 2011 to 2019 trends

Table 5.29 TDV 2011 to 2019 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	2019	2018/2019
English Regions	Millions	% change								
North East England	49	86	85	72	64	75	82	77	72	-6%
North West England	199	196	184	184	183	191	189	170	174	+2%
Yorkshire and The Humber	160	162	154	152	138	149	149	130	141	+8%
East Midlands	107	128	118	109	112	119	119	102	108	+6%
West Midlands	125	147	153	137	131	142	127	121	124	+2%
East of England	155	145	151	150	136	140	133	137	123	-10%
London	314	362	301	315	322	337	327	319	281	-12%
South East England	231	282	252	261	248	242	232	225	218	-3%
South West England	162	181	177	168	156	161	147	148	148	0%

Table 5.30 TDV 2011 to 2019 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	2019	2018/2019
Scottish Regions*	Millions	% change								
North Scotland	25	25	14	15	16	28	31	28	27	-4%
West Scotland	63	74	58	71	52	56	48	39	44	+13%
East Scotland	54	58	49	56	46	49	52	47	45	-4%
South Scotland	10	8	8	8	20	8	17	21	17	-19%
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
Welsh Regions*										
North Wales	30	30	22	29	21	30	22	23	23	0%
Mid Wales	12	10	16	18	12	8	13	12	12	0%
South West Wales	24	26	21	22	18	23	26	24	18	-25%
South East Wales	49	49	43	39	35	38	42	37	34	-8%

*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 2019 trends
Rewighted 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	2019	2018/2019
English Regions	Millions	% change								
North East England	£2,507	£2,843	£3,251	£2,561	£2,361	£2,363	£2,451	£2,547	£3,323	+30%
North West England	£6,702	£6,203	£6,491	£6,176	£6,642	£6,958	£7,628	£6,345	£7,405	+17%
Yorkshire and The Humber	£4,106	£4,372	£4,859	£4,769	£4,256	£4,370	£5,023	£5,066	£6,429	+27%
East Midlands	£4,032	£3,826	£3,351	£2,974	£3,784	£4,486	£3,800	£2,867	£3,559	+24%
West Midlands	£3,616	£4,500	£5,552	£4,442	£5,396	£4,207	£4,305	£3,829	£3,689	-4%
East of England	£4,396	£4,399	£4,750	£4,500	£4,055	£3,532	£3,853	£5,042	£4,694	-7%
London	£11,288	£14,780	£10,606	£12,342	£13,307	£14,376	£12,626	£13,964	£14,461	+4%
South East England	£8,148	£8,679	£8,158	£8,707	£7,621	£8,602	£7,068	£7,515	£7,973	+6%
South West England	£5,526	£6,127	£5,909	£5,395	£5,967	£4,639	£4,146	£5,862	£4,967	-15%

Table 5.32 TDV 2011 to 2019 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	2019	2018/2019
Scottish Regions*	Millions	% change								
North Scotland	£1,496	£863	£521	£856	£492	£940	£1,191	£980	£1,467	+50%
West Scotland	£2,294	£2,455	£2,072	£2,437	£1,795	£1,820	£1,717	£1,432	£1,827	+28%
East Scotland	£3,068	£1,750	£1,960	£2,354	£1,429	£1,889	£1,769	£2,102	£2,276	+8%
South Scotland	£217	£237	£293	£239	£582	£244	£660	£849	£669	-21%
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
Welsh Regions*										
North Wales	£667	£1,134	£691	£1,208	£553	£1,241	£697	£823	£588	-29%
Mid Wales	£406	£298	£576	£406	£365	£300	£458	£406	£1,021	+151%
South West Wales	£623	£810	£845	£658	£695	£732	£823	£884	£579	-35%
South East Wales	£1,636	£2,224	£1,507	£1,323	£1,497	£1,781	£1,558	£1,866	£1,226	-34%

*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 5.33 TDV 2011 to 2019 trends
Rewighted 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	361	426	385	381	348	408	400	380	356	-6%
Apr – Jun	466	501	478	474	470	464	453	447	429	-4%
Jul – Sep	509	572	522	519	515	516	500	459	468	+2%
Oct – Dec	442	472	442	450	421	445	441	417	400	-4%
Total	1,777	1,969	1,826	1,823	1,754	1,834	1,793	1,703	1,653	-3%

Table 5.34 TDV 2011 to 2019 trends
Rewighted 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	309	366	331	329	298	352	338	321	303	-6%
Apr – Jun	392	426	409	394	401	396	381	374	364	-3%
Jul – Sep	424	489	449	434	431	432	414	385	388	+1%
Oct – Dec	377	406	386	390	362	377	372	351	335	-5%
Total	1,503	1,687	1,576	1,547	1,493	1,557	1,505	1,431	1,390	-3%

Table 5.35 TDV 2011 to 2019 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	30	37	32	31	28	34	34	30	29	-3%
Apr – Jun	41	43	39	36	37	33	39	34	33	-3%
Jul – Sep	46	46	37	47	47	41	43	36	38	+6%
Oct – Dec	36	39	33	33	32	35	36	37	33	-11%
Total	154	164	143	146	143	142	151	138	134	-3%

Table 5.36 TDV 2011 to 2019 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	2019	2018/2019
Quarter	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
Jan – Mar	21	22	20	18	20	17	20	20	17	-15%
Apr – Jun	32	33	26	37	21	29	24	27	21	-22%
Jul – Sep	37	37	36	29	24	31	31	28	28	0%
Oct – Dec	28	25	21	21	22	26	24	21	22	+5%
Total	117	116	102	104	86	102	100	96	87	-9%

Table 5.37 TDV 2011 to 2019 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	£11,918	£13,270	£12,524	£13,003	£12,339	£13,904	£13,745	£13,913	£13,621	-2%
Apr – Jun	£15,093	£15,448	£16,558	£14,631	£14,805	£14,411	£15,690	£15,764	£16,265	+3%
Jul – Sep	£17,943	£19,217	£17,702	£18,217	£19,458	£18,144	£16,804	£17,896	£19,277	+8%
Oct – Dec	£14,889	£17,675	£15,255	£15,981	£15,341	£17,445	£16,208	£16,210	£17,814	+10%
Total	£59,845	£65,610	£62,039	£61,833	£61,943	£63,904	£62,447	£63,782	£66,978	+5%

Table 5.38 TDV 2011 to 2019 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	£9,880	£11,470	£10,646	£11,418	£10,604	£11,693	£11,136	£11,304	£11,471	+1%
Apr – Jun	£12,016	£12,576	£14,479	£12,274	£12,898	£12,453	£12,380	£13,142	£13,805	-5%
Jul – Sep	£14,553	£16,376	£14,720	£14,657	£16,720	£14,786	£13,998	£15,250	£16,101	+6%
Oct – Dec	£12,622	£15,307	£13,082	£13,518	£13,164	£14,602	£13,386	£13,340	£15,123	+13%
Total	£49,071	£55,728	£52,928	£51,867	£53,385	£53,534	£50,899	£53,036	£56,500	+7%

Table 5.39 TDV 2011 to 2019 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	£1,348	£983	£1,162	£1,059	£1,009	£1,220	£1,267	£1,232	£1,095	-11%
Apr – Jun	£2,042	£1,397	£1,284	£1,081	£1,050	£863	£1,828	£1,401	£1,605	+15%
Jul – Sep	£2,367	£1,507	£1,585	£2,067	£1,248	£1,445	£1,466	£1,094	£1,440	+32%
Oct – Dec	£1,319	£1,461	£1,313	£1,565	£1,204	£1,388	£1,434	£1,747	£1,638	-6%
Total	£7,075	£5,348	£5,343	£5,773	£4,511	£4,916	£5,995	£5,474	£5,777	+6%

Table 5.40 TDV 2011 to 2019 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	£690	£795	£706	£470	£661	£763	£1,013	£1,123	£802	-29%
Apr – Jun	£814	£1,459	£667	£938	£545	£830	£1,194	£801	£670	-16%
Jul – Sep	£982	£1,278	£1,343	£1,022	£1,109	£1,315	£1,089	£1,235	£1,175	-5%
Oct – Dec	£894	£877	£804	£649	£806	£1,188	£1,035	£850	£800	-6%
Total	£3,380	£4,409	£3,520	£3,079	£3,121	£4,096	£4,332	£4,009	£3,447	-14%

Table 5.41 TDV 2011 to 2019 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	2019	2018/2019
	Millions	% change								
Visiting friends or family	474	476	436	417	438	436	425	409	387	-5%
Going out for a meal	171	196	190	175	179	190	194	182	170	-7%
Going on a night out	170	173	163	151	129	163	137	128	113	-12%
General day out	98	133	141	150	139	141	133	131	112	-15%
'Special' shopping	143	152	133	127	117	133	122	116	112	-3%
Undertaking outdoor activities	127	150	128	140	130	128	141	130	125	-4%
Going out for entertainment	102	117	117	112	106	117	109	110	103	-6%
Going to visitor attractions	89	93	98	89	87	98	94	85	86	+1%
Watching live sporting events	64	83	67	72	77	67	77	72	81	+13%
Other leisure/hobbies	59	59	54	60	55	54	43	47	50	+6%

Table 5.42 TDV 2011 to 2019 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	2019	2018/2019
	Millions	% change								
Visiting friends or family	409	415	381	360	376	380	360	347	331	-5%
Going out for a meal	143	168	166	151	154	169	164	153	146	-5%
Going on a night out	144	150	144	130	112	109	117	109	99	-9%
General day out	85	108	118	125	116	112	108	107	89	-17%
'Special' shopping	117	130	114	109	101	114	103	100	94	-6%
Undertaking outdoor activities	101	124	104	115	110	116	114	108	104	-4%
Going out for entertainment	87	99	102	97	93	94	95	97	89	-8%
Going to visitor attractions	76	78	85	76	75	86	77	70	72	+3%
Watching live sporting events	55	71	58	60	63	63	67	61	69	+13%
Other leisure/hobbies	49	52	48	51	47	44	37	40	42	+5%

Table 5.43 TDV 2011 to 2019 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	2019	2018/2019
	Millions	% change								
Visiting friends or family	38	38	32	32	37	32	35	31	31	0%
Going out for a meal	16	18	12	14	14	17	15	15	12	-20%
Going on a night out	13	14	12	10	8	12	11	9	8	-11%
General day out	8	10	12	12	10	11	13	12	12	0%
'Special' shopping	14	14	10	10	9	10	11	10	9	-10%
Undertaking outdoor activities	13	14	12	13	10	13	15	10	12	+20%
Going out for entertainment	8	12	9	9	8	7	8	8	8	0%
Going to visitor attractions	7	8	7	8	6	6	8	8	8	0%
Watching live sporting events	5	8	6	7	8	6	6	6	6	0%
Other leisure/hobbies	6	5	3	5	5	2	4	4	4	0%

Table 5.44 TDV 2011 to 2019 trends
Rewighted : change over time in volume by main activity in Wales (millions)

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
	Millions	% change								
Visiting friends or family	25	23	22	20	21	19	24	24	18	-25%
Going out for a meal	13	9	12	10	8	13	11	9	9	0%
Going on a night out	14	9	8	8	6	7	8	7	5	-29%
General day out	5	15	9	10	10	11	8	8	7	-13%
'Special' shopping	12	8	8	6	6	7	6	6	7	+17%
Undertaking outdoor activities	12	10	12	10	7	10	9	10	7	-30%
Going out for entertainment	7	7	6	5	5	5	5	5	4	-20%
Going to visitor attractions	6	7	5	3	2	4	5	5	4	-20%
Watching live sporting events	3	3	3	3	3	4	3	3	4	+33%
Other leisure/hobbies	3	2	3	3	2	3	2	2	2	0%

Table 5.45 TDV 2011 to 2019 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	2019	2018/2019
	Millions	% change								
Visiting friends or family	£9,536	£10,528	£8,405	£9,383	£9,505	£9,212	£10,441	£11,143	£11,302	+1%
Going out for a meal	£7,179	£7,901	£8,145	£7,593	£7,661	£8,258	£7,830	£8,391	£8,369	0%
Going on a night out	£5,606	£5,245	£5,728	£5,399	£5,249	£4,764	£4,745	£5,371	£5,014	-7%
General day out	£3,393	£3,981	£3,826	£4,218	£4,047	£4,204	£3,502	£4,491	£4,007	-11%
'Special' shopping	£10,555	£11,823	£10,489	£10,395	£10,026	£12,525	£10,611	£9,043	£10,758	+19%
Undertaking outdoor activities	£3,252	£2,617	£2,553	£2,277	£3,010	£2,503	£2,550	£2,848	£3,050	+7%
Going out for entertainment	£4,092	£4,039	£4,345	£4,413	£4,641	£4,066	£4,180	£4,894	£4,402	-10%
Going to visitor attractions	£3,167	£3,663	£4,015	£3,389	£3,144	£3,442	£3,329	£3,109	£2,845	-8%
Watching live sporting events	£2,529	£2,801	£2,496	£2,843	£2,953	£2,423	£2,722	£2,787	£2,854	+2%
Other leisure/hobbies	£1,074	£1,174	£1,336	£1,049	£1,081	£1,272	£1,290	£1,716	£1,595	-7%

Table 5.46 TDV 2011 to 2019 trends
Rewighted : change over time in expenditure 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	2019	2018/2019
	Millions	% change								
Visiting friends or family	£7,450	£8,985	£7,308	£7,818	£8,160	£7,830	£8,038	£8,968	£9,697	+8%
Going out for a meal	£5,981	£6,903	£7,238	£6,154	£6,652	£6,921	£6,632	£7,155	£7,284	+2%
Going on a night out	£4,114	£4,432	£4,884	£4,658	£4,677	£4,129	£3,729	£4,296	£4,375	+2%
General day out	£2,696	£3,313	£3,258	£3,366	£3,404	£3,257	£2,930	£3,718	£3,241	-13%
'Special' shopping	£9,586	£10,012	£8,739	£9,021	£8,890	£10,782	£8,626	£7,496	£9,289	+24%
Undertaking outdoor activities	£2,722	£1,975	£1,893	£1,900	£2,420	£1,776	£2,013	£2,388	£2,420	+1%
Going out for entertainment	£3,503	£3,437	£3,685	£3,943	£4,099	£3,521	£3,549	£4,224	£3,855	-9%
Going to visitor attractions	£2,766	£3,067	£3,600	£2,904	£2,747	£3,037	£2,802	£2,555	£2,462	-4%
Watching live sporting events	£2,108	£2,502	£2,172	£2,210	£2,514	£2,052	£2,317	£2,497	£2,449	-2%
Other leisure/hobbies	£897	£1,076	£1,171	£821	£955	£1,032	£1,139	£1,577	£1,309	-17%

Table 5.47 TDV 2011 to 2019 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	2019	2018/2019
	Millions	% change								
Visiting friends or family	£1,428	£722	£545	£702	£739	£631	£1,144	£1,016	£829	-18%
Going out for a meal	£720	£620	£496	£1,044	£480	£611	£744	£584	£630	+8%
Going on a night out	£932	£528	£545	£422	£343	£434	£632	£703	£386	-45%
General day out	£424	£256	£327	£455	£220	£297	£264	£339	£439	+29%
'Special' shopping	£618	£1,188	£1,151	£874	£718	£795	£1,007	£1,072	£927	-14%
Undertaking outdoor activities	£302	£265	£317	£201	£214	£311	£265	£155	£379	+145%
Going out for entertainment	£438	£404	£408	£352	£370	£337	£334	£255	£305	+20%
Going to visitor attractions	£274	£227	£289	£324	£191	£195	£228	£250	£211	-16%
Watching live sporting events	£232	£200	£168	£368	£265	£211	£290	£149	£192	+29%
Other leisure/hobbies	£110	£75	£81	£196	£97	£98	£59	£102	£229	+125%

Table 5.48 TDV 2011 to 2019 trends
Rewighted : change over time in expenditure by main activity in Wales (£ millions)

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
	Millions	% change								
Visiting friends or family	£624	£785	£460	£537	£484	£619	£1,015	£891	£538	-40%
Going out for a meal	£477	£374	£391	£339	£416	£490	£369	£486	£379	-22%
Going on a night out	£559	£267	£299	£239	£207	£195	£361	£287	£190	-34%
General day out	£271	£412	£243	£243	£313	£480	£185	£337	£188	-44%
'Special' shopping	£351	£623	£599	£472	£400	£857	£841	£406	£385	-5%
Undertaking outdoor activities	£227	£362	£344	£153	£345	£206	£252	£233	£205	-12%
Going out for entertainment	£151	£196	£252	£109	£171	£141	£155	£382	£239	-37%
Going to visitor attractions	£102	£360	£84	£99	£74	£133	£185	£109	£94	-14%
Watching live sporting events	£150	£95	£105	£113	£143	£142	£116	£130	£178	+37%
Other leisure/hobbies	£66	£23	£84	£32	£24	£86	£77	£34	£57	+68%

Table 5.49 TDV 2011 to 2019 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	2019	2018/2019
	Millions	% change								
City/large town	772	865	806	803	772	779	751	718	686	-4%
Small town	440	503	468	455	451	486	433	410	407	-1%
Village/ countryside	460	495	451	438	420	444	413	383	358	-7%
Seaside/coast	169	187	182	184	171	189	159	159	179	+13%
Total	1,777	1,969	1,826	1,823	1,754	1,834	1,793	1,703	1,653	-3%

Table 5.50 TDV 2011 to 2019 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	2019	2018/2019
	Millions	% change								
City/large town	669	754	706	644	669	680	643	612	591	-3%
Small town	367	423	398	381	380	412	369	343	345	+1%
Village/ countryside	383	419	382	369	355	369	346	326	299	-8%
Seaside/coast	128	147	147	146	136	144	116	121	135	+12%
Total	1,503	1,687	1,576	1,547	1,493	1,557	1,505	1,431	1,390	-3%

Table 5.51 TDV 2011 to 2019 trends
 Reweighted : change over time in volume by destination type in Scotland (millions)

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
	Millions	% change								
City/large town	66	75	68	68	68	61	68	62	57	-8%
Small town	44	44	38	40	37	39	34	34	33	-3%
Village/ countryside	39	40	36	33	31	35	34	28	29	+4%
Seaside/coast	16	15	15	15	14	13	14	11	13	+18%
Total	154	164	143	146	143	142	151	138	134	-3%

Table 5.52 TDV 2011 to 2019 trends

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

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	% change
City/large town	37	33	29	36	24	28	30	30	26	-13%
Small town	29	35	31	29	24	27	26	24	23	-4%
Village/ countryside	37	37	32	31	29	32	26	24	21	-13%
Seaside/coast	24	24	18	17	16	22	17	16	17	+6%
Total	117	116	102	104	86	102	100	96	87	-9%

Table 5.53 TDV 2011 to 2019 trends

Rewighted : change over time in expenditure 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	2019	2018/2019
	Millions	% change								
City/large town	£30,892	£35,259	£32,768	£34,445	£35,444	£34,916	£33,674	£33,018	£36,380	+10%
Small town	£15,194	£14,794	£13,791	£12,854	£12,601	£13,717	£11,697	£12,342	£13,359	+8%
Village/ countryside	£13,634	£14,113	£12,805	£11,290	£11,347	£11,947	£11,122	£11,167	£10,699	-4%
Seaside/coast	£8,730	£7,207	£6,309	£6,604	£6,508	£6,486	£4,659	£6,128	£5,832	-5%
Total	£61,892	£65,610	£62,039	£61,833	£61,942	£63,904	£62,447	£63,782	£66,978	+5%

Table 5.54 TDV 2011 to 2019 trends

Rewighted : change over time in expenditure 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	2019	2018/2019
	Millions	% change								
City/large town	£26,325	£30,489	£28,249	£29,226	£30,698	£29,938	£28,284	£27,400	£31,429	+15%
Small town	£12,583	£12,479	£11,426	£10,319	£10,804	£11,506	£9,579	£10,247	£11,154	+9%
Village/ countryside	£10,849	£11,571	£10,627	£9,162	£9,645	£9,820	£8,550	£9,278	£8,864	-4%
Seaside/coast	£6,319	£5,760	£5,167	£5,107	£5,215	£4,866	£3,393	£5,107	£4,398	-14%
Total	£51,116	£55,728	£52,928	£51,866	£53,385	£53,534	£50,899	£53,036	£56,500	+7%

Table 5.55 TDV 2011 to 2019 trends
Rewighted : change over time in expenditure by destination type in Scotland (£ millions)

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
	Millions	% change								
City/large town	£3,167	£3,110	£3,278	£3,304	£2,592	£2,630	£3,170	£3,067	£3,292	+7%
Small town	£1,838	£1,217	£1,190	£1,608	£1,051	£1,037	£1,236	£1,143	£1,222	+7%
Village/ countryside	£1,754	£1,010	£1,078	£1,064	£779	£896	£1,072	£957	£738	-23%
Seaside/coast	£1,526	£371	£473	£606	£365	£565	£464	£261	£499	+91%
Total	£7,075	£5,349	£5,344	£5,773	£4,510	£4,916	£5,995	£5,474	£5,777	+6%

Table 5.56 TDV 2011 to 2019 trends

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

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
	Millions	% change								
City/large town	£1,364	£1,607	£1,198	£1,270	£1,546	£1,588	£1,620	£1,943	£1,164	-40%
Small town	£756	£1,047	£1,093	£796	£657	£1,013	£827	£726	£858	+18%
Village/ countryside	£1,029	£1,511	£995	£992	£753	£922	£1,252	£773	£765	-1%
Seaside/coast	£622	£1,056	£628	£661	£834	£805	£615	£544	£650	+19%
Total	£3,380	£4,409	£3,519	£3,079	£3,122	£4,096	£4,332	£4,009	£3,447	-14%

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)

	Volume		Expenditure		GB population distribution (16+ population)
	Millions	% of total	Millions	% of total	% of total
GB total	495	100%	£16,358	100%	
English Regions					% of total
North East England	25	5%	£864	5%	4%
North West England	54	11%	£2,114	13%	12%
Yorkshire and The Humber	45	9%	£1,944	12%	9%
East Midlands	32	6%	£916	6%	7%
West Midlands	32	7%	£738	5%	9%
East of England	33	7%	£872	5%	10%
London	78	16%	£2,999	18%	13%
South East England	61	12%	£1,647	10%	14%
South West England	50	10%	£1,423	9%	9%
England total	410	83%	£13,517	83%	87%
Scottish Regions*	Millions	% of total	Millions	% of total	% of total
North Scotland	10	21%	£270	16%	2%
West Scotland	16	33%	£466	27%	4%
East Scotland	16	35%	£682	40%	3%
South Scotland	5	11%	£301	18%	1%
Scotland total	45	9%	£1,633	10%	9%
Welsh Regions*	Millions	% of total	Millions	% of total	% of total
North Wales	6	26%	£156	19%	1%
Mid Wales	4	15%	£196	24%	*
South West Wales	6	23%	£219	27%	1%
South East Wales	9	36%	£249	30%	2%
Wales total	26	5%	£898	5%	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 5.58 (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	103	21%	87	21%	9	21%	5	20%
Apr – Jun	143	29%	122	30%	11	25%	6	23%
Jul – Sep	147	30%	118	29%	15	33%	9	33%
Oct – Dec	103	21%	84	20%	10	21%	6	24%
Total	495		410		45		26	

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	£3,265	20%	£2,697	20%	£226	14%	£301	34%
Apr – Jun	£4,704	29%	£3,870	29%	£617	38%	£159	18%
Jul – Sep	£4,232	26%	£3,433	25%	£425	26%	£253	28%
Oct – Dec	£4,156	25%	£3,518	26%	£365	22%	£185	21%
Total	£16,358		£13,517		£1,633		£898	

Table 5.59 ACT detailed visit profiles

Volume and expenditure of visits - main activity by destination country (£ millions)

	Volume				Expenditure			
								
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
Going out for entertainment	55	47	5	2	£2,682	£2,309	£190	£182
Undertaking outdoor activities	123	102	11	7	£2,925	£2,319	£354	£205
Watching live sporting events	81	69	6	4	£2,836	£2,449	£192	£160
Going to visitor attractions	86	72	8	4	£2,803	£2,424	£207	£94
Special public events	41	34	4	2	£1,590	£1,228	£284	£69
General day out	109	87	11	7	£3,521	£2,788	£405	£188
Total	495	410	45	26	£16,358	£13,517	£1,633	£898

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

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Going out for entertainment	37	19%	10	10%	5	3%	4	6%
Undertaking outdoor activities	27	14%	25	25%	52	40%	17	27%
Watching live sporting events	44	23%	19	19%	11	9%	6	9%
Going to visitor attractions	32	17%	17	17%	25	19%	9	15%
Special public events	20	11%	8	8%	9	7%	3	5%
General day out	34	17%	21	21%	28	22%	24	38%
Total	193		100		130		63	

Table 5.61 ACT detailed visit profiles

Volume of visits - detailed activity, 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
Attending events								
Attended a live music concert/ music festival	25	21	3	1	15	4	4	2
Attended an indoor exhibition	11	9	1	1	5	2	2	1
Attended an outdoor fair/exhibition/show	15	12	2	0	5	3	5	1
Attended an arts/cultural festival / arts show	16	13	3	0	9	3	3	1
Attended a food/local produce event	11	10	1	0	5	3	2	1
Watched a live football match (not on TV)	45	37	5	2	27	11	5	2
Watched other live sport (not on TV)	31	26	3	2	16	8	6	2
Walking								
Centre based walking	44	38	3	2	22	10	5	6
Short walk/stroll – up to 2 miles	55	43	7	4	13	8	18	15
Long walk, hike or ramble	64	53	7	3	11	8	33	10

Table 5.62 ACT detailed visit profiles (continued)
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
Sport activities								
Went to the gym, aerobics class, etc.	5	4	0	0	2	2	1	1
Played golf	13	10	2	1	2	3	5	2
Running, jogging, orienteering	11	8	1	1	3	2	5	1
Swimming	9	7	1	0	2	2	3	2
Outdoor sports	9	8	1	1	2	2	5	1
Visiting attractions and sightseeing								
Went on a guided tour	15	13	1	0	6	3	4	2
Sightseeing by car	16	11	3	1	3	3	5	4
Sightseeing on foot	64	52	7	4	19	10	20	15
Visiting heritage								
Visited a cathedral, church, abbey or other religious building	15	13	1	1	6	4	4	2
Visited a castle/other historic site	27	22	3	2	8	6	10	3
Visited a historic house, stately home, palace	21	18	2	1	6	5	8	1
Visited a museum	29	24	2	1	15	5	5	4

Table 5.62 ACT detailed visit profiles (continued)
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
Visiting attractions and sightseeing								
Visited a beach	30	22	4	3	3	3	4	21
Visited a country park	33	26	3	2	9	6	14	2
Visited a garden	33	29	2	2	10	6	14	2
Visited a theme/amusement park	13	11	1	0	3	2	2	4
Visited a wildlife attraction/nature reserve	25	21	2	2	5	5	11	4
Visited a zoo/safari park	14	12	1	0	5	3	3	1
Visited an art gallery	12	10	2	1	6	3	3	1
Visited another type of attraction	11	9	1	0	4	2	3	2
Viewed architecture	21	18	1	1	9	5	5	3
Eating and drinking								
Went for a drink in a pub, club, etc.	24	19	2	2	9	4	4	6
Went for a meal in a restaurant/café, etc.	39	31	5	2	15	8	7	8
Went for a snack in a fast food outlet	25	21	2	1	9	6	3	7

Table 5.62 ACT detailed visit profiles (continued)
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
Friends and family								
Visited family for leisure	12	9	2	1	4	3	3	2
Visited friends for leisure	11	9	1	0	4	2	4	2
Played with children	25	19	3	2	6	4	8	5
Other activities								
Went to the theatre	20	17	1	1	14	3	1	2
Had a picnic or BBQ	21	17	1	2	4	4	8	4
Just relaxed	52	43	4	3	13	11	14	12
Spa treatments	4	3	0	0	1	1	1	0
Sunbathing	11	9	1	1	2	2	3	4
Watched wildlife, bird watching	33	27	4	2	6	4	15	6
Total	495	410	45	26	193	100	130	63

Table 5.63 ACT 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)	38	32	3	2	£1,249	£1,037	£109	£82
Someone in party has mobility impairment (non-wheelchair user)	34	27	4	2	£1,273	£1,063	£149	£58
Someone in party is deaf/have partial hearing loss	23	19	3	2	£1,342	£1,205	£104	£27
Someone in party has mobility impairment (wheelchair user)	14	11	2	1	£466	£415	£36	£14
Someone in party has learning difficulties	13	10	1	1	£493	£388	£60	£44
Someone in party is blind/partially sighted	18	16	1	1	£398	£374	£13	£11
Net: Disability or impairment in party	107	88	10	6	£3,875	£3,325	£338	£182
No disabilities/impairments in party	366	304	33	20	£12,124	£9,872	£1,270	£708
Total	495	410	45	26	£16,358	£13,517	£1,633	£898

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

	Volume				Expenditure			
								
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	192	160	16	10	£5,522	£4,535	£518	£397
4 hours to 4 hours 59	129	106	12	7	£4,005	£3,456	£313	£180
5 hours to 5 hours 59	61	52	5	3	£1,917	£1,584	£214	£105
6 hours or more	114	92	12	6	£4,913	£3,942	£588	£216
Total	495	410	45	26	£16,358	£13,517	£1,633	£898

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

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
3 hours to 3 hours 59	68	35%	46	46%	53	41%	21	34%
4 hours to 4 hours 59	48	25%	27	27%	35	27%	16	26%
5 hours to 5 hours 59	25	13%	11	11%	16	12%	8	12%
6 hours or more	52	27%	16	16%	26	20%	18	28%
Total	193		100		130		63	

Table 5.66 ACT detailed visit profiles
Volume of visits - visit 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
	Millions					
3 hours to 3 hours 59	19	57	37	28	13	37
4 hours to 4 hours 59	15	32	18	24	11	29
5 hours to 5 hours 59	8	12	9	12	5	15
6 hours or more	13	21	17	22	12	28
Total	55	123	81	86	41	109

Table 5.67 ACT 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	193	163	18	8	£8,105	£6,769	£819	£346
Small town	100	82	10	6	£2,894	£2,174	£437	£225
Village/ countryside	130	108	12	8	£3,362	£2,985	£229	£103
Seaside/coast	63	48	5	5	£1,798	£1,403	£141	£222
Total	495	410	45	26	£16,358	£13,517	£1,633	£898

Table 5.68 ACT 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	198	167	19	8	£8,308	£6,863	£845	£429
Small town	109	89	11	6	£3,241	£2,456	£481	£243
Village/countryside	143	118	13	8	£3,748	£3,283	£267	£134
Seaside/coast	70	54	6	5	£2,017	£1,595	£155	£232
Total	495	410	45	26	£16,358	£13,517	£1,633	£898

Table 5.69 ACT 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	69	58	7	4	£1,335	£1,155	£130	£49
Between 5 and 10 miles	85	75	6	4	£1,898	£1,495	£316	£61
11 to 20 miles	78	67	6	4	£2,021	£1,752	£157	£92
21 to 40 miles	81	67	8	4	£2,674	£2,208	£316	£136
41 to 60 miles	47	38	5	3	£1,744	£1,448	£124	£129
61 to 80 miles	27	21	3	1	£1,260	£913	£247	£57
81 to 100 miles	22	16	3	1	£1,166	£868	£100	£153
Over 100 miles	52	42	5	3	£3,614	£3,129	£199	£199
Don't know	34	27	2	2	£645	£550	£46	£22
Total	495	410	45	26	£16,358	£13,517	£1,633	£898

Table 5.70 ACT 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	31	16%	18	18%	13	10%	6	10%
Between 5 and 10 miles	34	18%	19	19%	23	18%	8	12%
11 to 20 miles	29	15%	17	18%	22	17%	7	12%
21 to 40 miles	30	15%	15	16%	24	19%	10	15%
41 to 60 miles	15	8%	8	8%	17	13%	6	10%
61 to 80 miles	10	5%	5	5%	8	6%	4	6%
81 to 100 miles	9	5%	4	4%	4	3%	4	6%
Over 100 miles	21	11%	8	8%	11	9%	11	17%
Don't know	14	7%	5	5%	6	5%	7	11%
Average distance (miles)	47		39		44		66	

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
	Millions					
Less than 5 miles	8	16	17	7	10	12
Between 5 and 10 miles	9	26	13	11	9	18
11 to 20 miles	10	22	11	14	5	16
21 to 40 miles	10	23	10	15	5	17
41 to 60 miles	4	11	6	11	4	11
61 to 80 miles	2	6	4	5	3	6
81 to 100 miles	3	4	5	4	1	5
Over 100 miles	6	8	11	12	3	13
Don't know	3	6	4	8	2	11
Average distance (miles)	47	37	51	57	34	52

Table 5.72 ACT 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
Net: Any car	283	232	27	18	£9,531	£7,749	£1,104	£531
Car – own/friends/family	268	219	26	18	£8,442	£6,729	£1,052	£519
Car – hired	14	12	1	1	£1,089	£1,020	£52	£13
Net: Public transport	92	76	10	4	£3,641	£2,943	£348	£291
Train	58	47	6	3	£2,905	£2,413	£190	£269
A regular bus/coach	35	29	4	1	£736	£530	£158	£22
Organised coach tour	14	12	1	1	£413	£364	£41	£8
Taxi	14	12	1	1	£500	£440	£13	£48
Walked/on foot	43	37	4	2	£776	£677	£78	£18
Bicycle	11	10	1	0	£310	£270	£15	£1
Tube	19	18	1	-	£658	£655	£3	-
Tram	3	3	0	-	£49	£48	£0	-
Motorised caravan/campervan	3	2	0	0	£92	£85	£5	-
Plane	2	2	0	-	£118	£87	£0	-
Boat/ship/ferry	3	2	0	0	£167	£118	£12	£0
Lorry/truck/van	2	1	0	0	£35	£29	£6	-
Other	6	5	0	0	£68	£54	£8	£2
Total	495	410	45	26	£16,358	£13,517	£1,633	£898

Table 5.73 ACT 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	%
Net: Any car	91	47%	60	60%	86	66%	39	62%
Car – own/friends/family	88	46%	54	54%	83	64%	37	59%
Car – hired	3	2%	6	6%	3	2%	2	3%
Net: Public transport	51	26%	16	16%	13	10%	11	18%
Train	34	18%	9	9%	8	6%	6	10%
A regular bus/coach	17	9%	7	7%	6	4%	5	8%
Organised coach tour	3	2%	3	3%	6	5%	2	3%
Taxi	6	3%	3	3%	4	3%	0	1%
Walked/on foot	16	8%	10	10%	13	10%	4	6%
Bicycle	2	1%	2	2%	3	2%	2	3%
Tube	16	8%	2	2%	1	*	-	-
Tram	2	1%	1	1%	1	*	0	*
Motorised caravan/campervan	0	*	0	*	2	2%	0	1%
Plane	1	*	0	*	0	*	1	2%
Boat/ship/ferry	1	1%	0	*	0	*	1	2%
Lorry/truck/van	0	*	0	*	0	*	1	1%
Total	193		100		130		63	

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 
Expenditure items	%	%	%	%
Net: Transport	33%	33%	34%	29%
Fuel	12%	11%	14%	16%
Bus fares, car parking	10%	11%	7%	8%
Rail, tube or tram tickets	11%	12%	9%	4%
Water transport	1%	1%	3%	2%
Air transport	1%	1%	1%	2%
Car/other vehicle hire	2%	3%	1%	2%
Net: Eating and drinking	52%	52%	52%	50%
Eating/drinking out in cafes, restaurants, etc.	41%	41%	42%	41%
Food bought in shops/ takeaways and consumed on trip	17%	18%	17%	17%
Net: Entrance charges	27%	27%	24%	23%
Entrance to visitor attractions	11%	11%	8%	8%
Tickets/entrance to events, shows or clubs	11%	12%	12%	9%
Tickets to watch sporting events	6%	6%	5%	5%
Entrance to sports/leisure centres	3%	3%	2%	3%
'Special' shopping (i.e. not routine)	9%	9%	9%	11%
Net: Other items	4%	4%	5%	3%
Package travel or package tours	2%	2%	2%	2%
Other travel services	1%	2%	1%	1%
Hiring equipment	1%	1%	3%	*

Table 5.74 ACT detailed visit profiles (continued)
Average spend per visit (including zero spend) - 2019

Main visit activity		English regions (former GORs) 	
Going out for entertainment	£49	North East England	£35
Special public event	£38	North West England	£39
Watched live sporting events (not on TV)	£35	Yorkshire and The Humber	£43
Going to visitor attractions	£33	East Midlands	£29
General day out	£32	West Midlands	£23
Undertaking outdoor activities	£24	East of England	£26
		London	£38
Destination type visited		South East England	
City/ large town	£42	South West England	£27
Small town	£29		£28
Village/ countryside	£26	Welsh regions (Regional Tourism Partnerships) 	
Seaside/ coast	£29	Mid	£52
		North	£24
		South West	£38
		South East	£27
		Scottish regions (see page 10 for details) 	
		North	£27
		West	£30
		East	£42
		South	£61

3 hours + Visits

- Detailed visit profiles
- 2011 to 2019 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)

	Volume		Expenditure		GB population distribution (16+ population)
	Millions	% of total	Millions	% of total	% of total
GB total	2,723	100%	£95,550	100%	
English Regions	Millions	% of total	Millions	% of total	% of total
North East England	132	5%	£4,590	5%	4%
North West England	292	11%	£10,694	11%	12%
Yorkshire and The Humber	243	9%	£8,955	9%	9%
East Midlands	178	7%	£5,511	6%	7%
West Midlands	212	8%	£5,395	6%	9%
East of England	223	8%	£6,410	7%	10%
London	394	14%	£19,524	20%	13%
South East England	355	13%	£11,539	12%	14%
South West England	239	9%	£7,514	8%	9%
England total	2,268	83%	£80,132	84%	86%
Scottish Regions*	Millions	% of total	Millions	% of total	% of total
North Scotland	42	17%	£1,761	19%	2%
West Scotland	87	35%	£2,709	30%	4%
East Scotland	88	35%	£3,652	40%	3%
South Scotland	31	13%	£969	11%	1%
Scotland total	253	9%	£8,885	9%	9%
Welsh Regions*	Millions	% of total	Millions	% of total	% of total
North Wales	33	23%	£759	15%	1%
Mid Wales	18	13%	£1,200	23%	*
South West Wales	31	21%	£1,258	25%	1%
South East Wales	62	43%	£1,895	37%	2%
Wales total	148	5%	£4,929	5%	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 5.76 3hr+ visits detailed visit profiles

Reweighted change over time in headline volume and expenditure of visits

	Volume										% Change 2018/ 2019	Expenditure										% Change 2018/ 2019
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2011		2012	2013	2014	2015	2016	2017	2018	2019			
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions											
England	2,573	2,735	2,513	2,520	2,452	2,598	2,471	2,338	2,268	-3%	£69,971	£74,099	£70,994	£69,782	£71,634	£77,002	£71,996	£75,636	£80,132	+6%		
Scotland	315	301	272	276	272	272	266	259	253	-2%	£10,125	£8,630	£8,161	£8,657	£7,477	£8,009	£8,860	£8,753	£8,885	+2%		
Wales	197	189	166	172	150	167	163	149	148	-1%	£4,782	£5,913	£4,743	£4,284	£4,258	£5,245	£5,713	£5,170	£4,929	-5%		
GB total	3,089	3,228	2,957	2,997	2,913	3,077	2,943	2,796	2,723	-3%	£85,201	£88,773	£84,171	£83,904	£84,367	£91,776	£87,943	£91,158	£95,550	+5%		

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	Millions	% of total	Millions	% of total	Millions	% of total
Quarter								
Jan – Mar	607	22%	508	22%	59	23%	29	20%
Apr – Jun	705	26%	592	26%	65	26%	35	23%
Jul – Sep	751	28%	619	27%	69	27%	44	30%
Oct – Dec	660	24%	549	24%	60	24%	40	27%
Total	2,723		2,268		253		148	

Table 5.78 3hr+ visits 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	708	599	66	33	£16,343	£13,920	£1,383	£722
Special' shopping	176	143	17	12	£14,726	£12,247	£1,746	£575
Going out for a meal	269	230	23	13	£12,356	£10,746	£1,028	£500
Going on a night out	262	222	23	15	£10,342	£8,971	£778	£449
Going out for entertainment	170	144	16	8	£6,524	£5,584	£582	£343
Undertaking outdoor activities	227	184	27	13	£4,543	£3,560	£614	£260
Other leisure/hobbies	104	87	10	5	£2,353	£1,956	£255	£95
Taking part in sports	83	71	6	3	£1,970	£1,851	£60	£34
Watching live sporting events	103	87	8	6	£3,690	£3,212	£221	£220
Going to visitor attractions	102	85	8	4	£3,869	£3,130	£237	£407
Special public events	51	41	5	3	£1,982	£1,574	£310	£88
Special personal events	53	43	5	4	£1,838	£1,263	£104	£405
Day out to health/beauty spa	25	21	2	1	£1,237	£1,050	£147	£29
General day out	140	111	15	9	£4,792	£3,933	£489	£209
Other day out for leisure	50	40	3	4	£2,208	£1,794	£180	£192
Total	2,723	2,268	253	148	£95,550	£80,132	£8,885	£4,929

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	295	24%	219	31%	133	26%	51	22%
Special' shopping	103	9%	46	6%	13	3%	11	5%
Going out for a meal	125	10%	77	11%	46	9%	19	8%
Going on a night out	132	11%	75	11%	37	7%	17	7%
Going out for entertainment	112	9%	36	5%	11	2%	10	4%
Undertaking outdoor activities	62	5%	48	7%	84	16%	27	11%
Other leisure/hobbies	43	4%	26	4%	26	5%	7	3%
Taking part in sports	37	3%	24	3%	18	3%	4	1%
Watching live sporting events	58	5%	24	3%	13	3%	7	3%
Going to visitor attractions	41	3%	19	3%	29	6%	10	4%
Special public events	26	2%	10	1%	11	2%	4	2%
Special personal events	20	2%	13	2%	14	3%	4	2%
Day out to health/beauty spa	11	1%	7	1%	6	1%	1	1%
General day out	48	4%	29	4%	34	7%	27	11%
Other day out for leisure	18	2%	8	1%	10	2%	10	4%
Total	1,213		711		521		238	

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
Main activity	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visiting friends or family	33	74	54	47	58	66	95	112	60
Special' shopping	9	17	15	11	12	14	31	18	15
Going out for a meal	15	29	25	14	23	22	45	31	26
Going on a night out	14	33	30	18	20	16	36	35	20
Going out for entertainment	6	18	14	10	15	13	35	20	14
Outdoor activities	10	20	21	15	17	25	21	34	22
Other leisure/hobbies	3	11	6	9	10	11	15	11	11
Taking part in sports	6	9	7	4	6	6	13	13	7
Watching live sporting events	5	14	11	6	7	7	20	9	9
Going to visitor attractions	6	11	9	9	8	6	15	11	9
Special public events	3	4	6	4	3	4	10	5	3
Special personal events	2	6	5	4	4	5	7	5	4
Day out to health/beauty spa	1	4	3	2	2	1	4	3	1
General day out	9	14	13	7	7	9	16	20	17
Other day out for leisure	3	6	5	4	3	4	5	7	4
Total	132	292	243	178	212	223	394	355	239

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

	 Welsh destination regions*					 Scottish destination regions*		
Main activity	Mid Millions	North Millions	South East Millions	South West Millions	East Millions	West Millions	North Millions	South Millions
Visiting friends or family	3	8	14	6	21	25	8	9
Special' shopping	2	2	5	2	6	5	2	2
Going out for a meal	2	4	6	3	7	9	4	2
Going on a night out	2	3	7	4	6	10	4	2
Going out for entertainment	1	1	4	1	5	6	2	1
Outdoor activities	2	3	4	3	13	5	6	4
Other leisure/hobbies	1	1	2	1	3	3	2	2
Taking part in sports	0	0	3	1	3	2	1	1
Watching live sporting events	0	1	3	1	3	3	1	1
Going to visitor attractions	1	1	1	1	4	2	1	2
Special public events	0	1	1	0	2	3	0	1
Special personal events	0	1	2	1	2	1	1	1
Day out to health/beauty spa	0	0	1	0	1	1	1	0
General day out	1	3	3	2	5	5	3	2
Other day out for leisure	0	1	1	1	1	1	1	0
Total	18	33	62	31	88	87	42	31

*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)

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
Went for a meal in a restaurant, café, hotel, pub, etc	338	278	35	20	165	84	55	33
Visited family for leisure	352	296	36	15	140	114	71	24
Went for a drink in a pub, club, hotel, etc	305	258	28	17	151	80	44	28
Visited friends for leisure	210	179	19	9	92	60	36	17
Just relaxed	211	174	20	13	78	53	47	29
Short walk/stroll – up to 2 miles/1 hours	175	140	19	13	58	38	45	31
Long walk, hike or ramble (minimum of 2 miles/1 hours)	148	122	14	10	39	22	59	24
Sightseeing on foot	135	110	13	9	50	21	33	29
Went to the cinema	137	118	12	7	87	32	9	9
Centre based walking (i.e. around a city/town centre)	138	117	11	7	74	33	11	18
Went for a snack in a fast food outlet, takeaway, etc.	125	105	11	6	62	28	15	18
Played with children	95	79	9	5	35	20	20	18
Watched wildlife, bird watching	84	70	8	5	25	10	30	16
Visited a country park	86	72	7	4	33	15	28	8
Total	2,723	2,268	253	148	1,213	711	521	238

Table 5.82 3hr+ visits detailed visit profiles (continued)
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
Visited a beach	76	57	8	8	13	10	9	44
Visited a garden	80	69	6	5	31	13	28	6
Watched a live football match (not on TV)	98	84	9	4	56	24	11	7
Visited a museum	61	49	5	3	34	10	9	7
Went to the gym, aerobics class, yoga, etc.	85	73	6	4	43	22	12	6
Special shopping for items you do not regularly buy	57	48	6	2	34	12	5	6
Watched other live sport (not on TV)	65	53	6	4	34	15	11	5
Had a picnic or BBQ	62	53	4	4	19	11	19	11
Visited a wildlife attraction/nature reserve	69	59	4	4	20	10	25	12
Played golf	56	45	6	3	15	11	19	9
Visited a castle/other historic site	58	45	6	5	24	11	15	6
Attended a live music concert/music festival	63	53	7	2	35	11	11	6
Sightseeing by car	50	39	6	4	17	9	14	11
Did outdoor sports – football, rugby, hockey, cricket, athletics, etc.	53	46	4	3	19	14	14	6
Total	2,723	2,268	253	148	1,213	711	521	238

Table 5.82 3hr+ visits detailed visit profiles (continued)
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
Swimming (indoors or outdoors)	63	53	6	3	26	13	13	10
Viewed architecture (traditional or modern)	51	43	4	2	24	9	9	7
Visited a historic house, stately home, palace	53	45	4	3	23	11	15	2
Running, jogging, orienteering	54	46	4	3	22	12	15	5
Went to the theatre	54	46	4	3	36	9	4	4
Sunbathing	42	35	3	3	13	8	8	13
Visited another type of attraction	30	24	4	1	10	7	8	4
Cycled – on a road/surfaced path	52	44	4	2	22	9	14	6
Attended an arts/cultural festival/cultural event/arts show	50	42	6	2	31	9	6	4
Outdoor fair/exhibition/show (e.g. gardening or agricultural show)	40	33	4	2	19	7	10	4
Visited a cathedral, church, abbey or other religious building	46	39	5	2	22	8	10	5
Informal sport (e.g. cricket, rounders, football, skateboarding)	49	43	3	2	22	8	11	7
Visited a zoo/safari park/aquarium	41	36	2	2	17	9	8	6
Visited a theme/amusement park	40	34	2	2	17	8	5	9
Visited a location associated with a TV series, film or literature	45	38	4	2	24	7	10	3
Total	2,723	2,268	253	148	1,213	711	521	238

Table 5.82 3hr+ visits detailed visit profiles (continued)
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
Did indoor sport - 5-a-side football, badminton, basketball, ice hockey, etc.	35	31	2	2	16	8	6	5
Mountain biking	37	32	3	2	16	5	9	6
Visited an art gallery	42	35	4	2	23	8	6	4
Attended a food/local produce event (e.g. food festival, farmers market)	45	39	3	2	24	9	7	5
Fishing – sea angling, coarse fishing, game fishing	30	26	3	2	14	4	9	3
Went on a guided tour on foot, bus or other transport	42	35	2	2	18	8	11	4
Indoor exhibition (e.g. Ideal Home, motor show, holiday exhibition)	36	31	3	1	18	6	7	4
Adventure sports (e.g. skiing, snowboarding, rafting, canyoning)	41	35	2	2	22	7	8	3
Horse riding, pony trekking	34	30	3	1	15	6	10	4
Spa/beauty/health treatments	39	34	3	2	19	8	8	4
Attended an evening class	25	22	2	1	14	6	4	1
Visited a scenic/historic railway	35	30	2	3	15	7	9	3
Boating/sailing/watersports - on or by the sea (e.g. canoeing, surfing, jet ski)	27	24	2	1	14	4	6	4
Boating/sailing/watersports - inland (e.g. canoeing, motor boat, canal boating)	26	22	2	1	13	4	5	3
Attended a special event of a personal nature (e.g. wedding, graduation, christening)	22	18	3	1	12	4	4	2
Total	2,723	2,268	253	148	1,213	711	521	238

Table 5.83 3hr+ visits 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 mobility impairment (wheelchair user) (NET)	121	103	10	6	£5,968	£4,851	£769	£341
Someone in party has mobility impairment (non-wheelchair user) NET	217	181	21	13	£8,399	£7,227	£696	£399
Someone in party is blind/partially sighted (NET)	113	99	8	4	£6,280	£5,256	£700	£275
Someone in party is deaf/has partial hearing loss (NET)	164	138	14	10	£8,247	£6,965	£947	£289
Someone in party has learning difficulties (NET)	68	58	5	3	£4,647	£3,920	£339	£384
Someone in party has long-term illness (NET)	229	192	20	14	£8,162	£6,659	£767	£490
Net: Disability or impairment in party	661	554	59	38	£26,924	£22,569	£2,591	£1,378
No disabilities/ impairments in party	1,915	1,601	181	103	£65,247	£54,624	£5,978	£3,484
Total	2,723	2,268	253	148	£95,550	£80,132	£8,885	£4,929

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
Disability or impairment in party	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Someone in party has mobility impairment (wheelchair user) (NET)	8	12	7	9	9	10	33	8	6
Someone in party has mobility impairment (non-wheelchair user) NET	12	28	24	12	14	16	31	25	19
Someone in party is blind/partially sighted (NET)	7	13	9	12	9	11	25	7	6
Someone in party is deaf/has partial hearing loss (NET)	8	18	16	15	13	13	25	17	14
Someone in party has learning difficulties (NET)	2	6	7	4	6	6	13	11	4
Someone in party has long-term illness (NET)	13	26	23	19	19	16	25	29	23
Net: Disability or impairment in party	33	74	58	47	52	54	105	77	53
No disabilities/ impairments in party	91	204	175	122	151	158	263	263	175
Total	132	292	243	178	212	223	394	355	239

Table 5.85 3hr+ visits 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 mobility impairment (wheelchair user) (NET)	1	2	2	1	2	3	2	1
Someone in party has mobility impairment (non-wheelchair user) NET	1	5	4	3	5	6	4	3
Someone in party is blind/partially sighted (NET)	1	2	2	1	3	4	2	1
Someone in party is deaf/has partial hearing loss (NET)	1	2	5	2	6	4	4	2
Someone in party has learning difficulties (NET)	0	0	1	0	2	1	2	0
Someone in party has long-term illness (NET)	1	4	7	2	7	6	3	3
Net: Disability or impairment in party	4	9	16	6	18	19	12	9
No disabilities/impairments in party	13	21	43	22	63	65	28	21
Total	18	33	62	31	88	87	42	31

*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)

Main activity	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
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Visited friends or family for leisure	28	59	17	34	13	68	159	519
'Special' shopping for items that you do not regularly buy	15	18	11	9	5	16	53	113
Went out for a meal	15	26	10	20	8	22	70	184
Went on a night out to a bar, pub and/or club	10	20	13	16	5	19	60	192
Went out for entertainment – to a cinema, concert or theatre	8	13	7	9	7	11	41	122
Undertook outdoor leisure activities such as walking, cycling, golf, etc.	7	11	7	11	4	19	45	172
Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)	5	10	8	8	3	8	31	66
Took part in sports, including exercise classes, going to the gym	3	5	4	6	2	6	18	59
Watched live sporting event (not on TV)	5	8	7	6	3	6	24	75
Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.	5	9	5	7	4	8	27	69
Went to a special public event such as a festival, exhibition, etc.	3	3	3	3	1	5	15	33
Went to a special event of a personal nature such as a wedding, graduation, christening, etc.	4	6	3	5	3	7	17	33
Went on days out to a beauty/health centre /spa, etc.	2	2	3	4	2	3	11	12
Went on general days out/ to explore an area	3	10	2	7	3	10	29	106
Went on day trips/excursions for another leisure purpose not mentioned above	1	4	2	4	1	5	13	34

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)	68	6%	21	3%	21	4%	10	4%
Someone in party has mobility impairment (non-wheelchair user) NET	89	7%	63	9%	42	8%	18	8%
Someone in party is blind/partially sighted (NET)	48	4%	24	3%	30	6%	11	5%
Someone in party is deaf/has partial hearing loss (NET)	66	5%	44	6%	38	7%	14	6%
Someone in party has learning difficulties (NET)	29	2%	18	3%	14	3%	6	3%
Someone in party has long-term illness (NET)	89	7%	68	10%	49	9%	19	8%
Net: disability or impairment in party	276	23%	175	25%	139	27%	60	25%
No disabilities/impairments in party	876	72%	499	70%	357	69%	155	65%
Total	1,213		711		521		238	

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

	Volume				Expenditure			
								
	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
3 hours to 3 hours 59	1,147	962	103	62	£39,669	£34,332	£3,066	£1,996
4 hours to 4 hours 59	692	571	67	41	£21,673	£17,394	£2,390	£1,465
5 hours to 5 hours 59	325	276	30	14	£11,768	£10,086	£1,036	£428
6 hours or more	558	459	53	31	£22,440	£18,321	£2,393	£1,040
Total	2,723	2,268	253	148	£95,550	£80,132	£8,885	£4,929

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

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
3 hours to 3 hours 59	507	42%	319	45%	222	43%	84	35%
4 hours to 4 hours 59	297	24%	190	27%	128	25%	66	28%
5 hours to 5 hours 59	149	12%	81	11%	62	12%	28	12%
6 hours or more	260	21%	121	17%	108	21%	60	25%
Total	1,213		711		521		238	

Table 5.90 3hr+ visits detailed visit profiles
Volume of visits - visit 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	57	128	98	82	90	92	166	151	99
4 hours to 4 hours 59	33	69	67	43	60	59	98	84	59
5 hours to 5 hours 59	13	37	30	21	24	28	49	43	29
6 hours or more	29	58	48	32	38	44	81	76	52
Total	132	292	243	178	212	223	394	355	239

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

	 Welsh destination regions*					 Scottish destination regions*			
	Mid Wales	North	South East	South West	East	West	North	South	
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	
3 hours to 3 hours 59	8	13	26	14	37	34	17	11	
4 hours to 4 hours 59	4	7	18	8	25	21	10	9	
5 hours to 5 hours 59	2	3	6	3	8	12	5	3	
6 hours or more	4	9	12	5	17	20	9	8	
Total	18	33	62	31	88	87	42	31	

*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 - visit 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	258	90	137	115	84	102	52	50	46	36	17	15	12	52	14
4 hours to 4 hours 59	164	44	71	75	46	66	25	20	22	28	14	11	6	38	13
5 hours to 5 hours 59	88	20	23	34	19	26	11	6	13	15	6	8	2	18	7
6 hours or more	198	22	37	38	21	33	16	7	22	24	15	19	6	32	16
Total	708	176	269	262	170	227	104	83	103	102	51	53	25	140	50

Table 5.93 3hr+ visits 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	1,213	1,018	126	51	£53,553	£45,718	£5,475	£1,743
Small town	711	600	61	40	£19,809	£16,462	£1,775	£1,359
Village/countryside	521	432	44	34	£13,697	£11,170	£1,035	£1,081
Seaside/coast	238	182	18	21	£7,505	£5,863	£563	£734
Total	2,723	2,268	253	148	£95,550	£80,132	£8,885	£4,929

Table 5.94 3hr+ visits 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	1,238	1,038	129	52	£54,690	£46,528	£5,618	£1,892
Small town	762	641	68	44	£23,375	£19,244	£2,408	£1,442
Village/countryside	575	478	49	36	£16,218	£13,403	£1,162	£1,189
Seaside/coast	277	214	21	24	£9,917	£8,024	£607	£832
Total	2,723	2,268	253	148	£95,550	£80,132	£8,885	£4,929

Table 5.95 3hr+ visits 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	729	610	72	42	£14,169	£11,831	£1,564	£704
Between 5 and 10 miles	502	428	46	24	£12,591	£10,573	£1,347	£518
11 to 20 miles	389	333	31	20	£14,465	£12,811	£905	£683
21 to 40 miles	328	274	32	18	£12,339	£10,168	£1,531	£600
41 to 60 miles	188	157	18	10	£8,543	£7,387	£595	£431
61 to 80 miles	110	90	11	6	£5,927	£4,969	£485	£311
81 to 100 miles	91	74	10	5	£5,085	£4,231	£449	£309
Over 100 miles	248	198	22	17	£18,767	£15,029	£1,816	£1,261
Don't know	139	106	10	6	£3,665	£3,134	£193	£112
Total	2,723	2,268	253	148	£95,550	£80,132	£8,885	£4,929

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
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Less than 5 miles	36	78	69	45	57	62	97	104	60
Between 5 and 10 miles	24	63	54	37	44	36	67	66	37
11 to 20 miles	20	44	31	28	31	33	51	59	36
21 to 40 miles	14	35	30	21	26	34	39	42	33
41 to 60 miles	7	16	15	15	12	17	32	24	17
61 to 80 miles	4	12	10	7	8	9	16	13	10
81 to 100 miles	5	7	6	4	7	7	17	11	9
Over 100 miles	14	21	17	13	18	17	48	24	27
Don't know	6	15	11	8	9	7	28	12	9
Average distance travelled (miles)	40	33	32	34	36	36	46	32	44

Table 5.97 3hr+ visits detailed visit profiles
Volume of visits - distance travelled by Welsh and Scottish destination region (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	
Less than 5 miles	3	8	20	10	23	31	8	9	
Between 5 and 10 miles	2	5	11	7	17	15	5	4	
11 to 20 miles	1	4	10	4	11	11	4	5	
21 to 40 miles	2	3	8	3	10	11	7	4	
41 to 60 miles	2	3	4	1	7	5	4	3	
61 to 80 miles	1	2	2	1	4	3	2	2	
81 to 100 miles	1	1	1	1	3	3	2	2	
Over 100 miles	5	4	6	2	6	5	7	3	
Don't know	2	3	2	1	6	3	2	1	
Average distance (miles)	82	47	36	30	35	29	60	41	

*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)

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Less than 5 miles	328	27%	234	33%	106	20%	47	20%
Between 5 and 10 miles	234	19%	138	19%	93	18%	30	13%
11 to 20 miles	168	14%	106	15%	84	16%	25	11%
21 to 40 miles	139	11%	83	12%	79	15%	25	10%
41 to 60 miles	79	6%	40	6%	48	9%	19	8%
61 to 80 miles	45	4%	23	3%	24	5%	16	7%
81 to 100 miles	42	3%	19	3%	19	4%	10	4%
Over 100 miles	115	9%	42	6%	46	9%	42	18%
Don't know	64	5%	25	4%	23	4%	24	10%
Average distance (miles)	39		29		40		62	

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
	Millions														
Less than 5 miles	198	34	78	132	43	56	32	27	23	9	12	10	3	20	6
Between 5 and 10 miles	132	33	48	44	36	53	19	15	17	13	11	8	5	27	6
11 to 20 miles	93	31	44	29	30	34	13	12	14	17	7	8	3	22	8
21 to 40 miles	78	28	30	19	22	32	13	7	12	16	6	8	5	19	8
41 to 60 miles	46	15	15	9	12	15	9	6	8	13	5	5	4	12	4
61 to 80 miles	27	7	13	4	4	8	4	4	6	6	3	3	2	7	4
81 to 100 miles	23	6	7	5	4	5	5	3	6	6	2	3	1	6	2
Over 100 miles	75	17	23	15	11	14	6	7	13	14	3	7	3	14	8
Don't know	36	5	10	6	6	10	4	2	4	8	3	2	1	13	3
Average distance (miles)	40	41	36	23	31	31	33	35	49	57	35	52	46	45	60

Table 5.100 3hr+ visits 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
Net: Any car	1,579	1,316	140	97	£56,096	£46,919	£5,395	£2,811
Car – own/friends/family	1,502	1,254	136	91	£52,181	£43,450	£5,149	£2,688
Car – hired	77	62	5	6	£3,915	£3,469	£246	£124
Net: Public transport	435	359	49	19	£19,085	£15,671	£1,960	£1,226
Train	229	192	21	10	£13,248	£10,931	£1,137	£1,002
A regular bus/coach	206	166	29	9	£5,837	£4,740	£823	£224
Organised coach tour	35	28	3	3	£1,342	£1,149	£128	£53
Taxi	123	104	11	6	£4,878	£4,168	£425	£268
Walked/on foot	340	283	36	17	£5,594	£4,734	£589	£255
Bicycle	41	35	4	1	£1,241	£1,188	£22	£5
Minibus	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-
Tube	53	51	2	0	£2,002	£1,954	£41	-
Tram	25	22	0	0	£707	£646	£14	-
Motorised caravan/campervan	13	9	1	1	£777	£470	£93	£209
Plane	17	10	2	1	£1,959	£1,595	£124	£55
Boat/ship/ferry	10	7	0	0	£531	£429	£28	£18
Lorry/truck/van	12	8	1	0	£660	£651	£7	£2
Other	41	34	3	2	£679	£559	£60	£27
Total	2,723	2,268	253	148	£95,550	£80,132	£8,885	£4,929

Table 5.101 3hr+ visits detailed visit profiles
Volume of visits - main mode of 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
Net: Any car	75	165	136	108	129	147	167	228	162
Car – own/friends/family	68	156	131	101	122	143	153	223	158
Car – hired	7	9	6	6	6	4	15	6	4
Net: Public transport	24	55	36	24	31	23	90	51	25
Train	10	27	19	10	16	11	57	30	12
A regular bus/coach	14	27	17	14	14	12	33	22	13
Organised coach tour	1	4	3	2	3	3	6	2	5
Taxi	8	18	15	12	12	7	16	9	6
Walked/on foot	12	32	37	23	24	31	43	48	32
Bicycle	6	2	2	3	3	5	8	4	3
Minibus	-	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-	-
Tube	1	2	0	1	1	0	44	1	0
Tram	1	7	3	3	2	2	4	1	0
Motorised caravan/campervan	1	1	3	0	1	1	1	1	1
Plane	1	1	1	1	1	1	2	1	1
Boat/ship/ferry	0	1	0	1	1	0	3	1	0
Lorry/truck/van	0	1	0	0	2	1	1	1	1
Other	2	5	7	2	3	2	8	5	2
Total	132	292	243	178	212	223	394	355	239

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

	City/large town		Small town		Village/countryside		Seaside/coast	
	Millions	%	Millions	%	Millions	%	Millions	%
Net: Any car	631	52%	434	61%	343	66%	145	61%
Car – own/friends/family	596	49%	415	58%	331	63%	136	57%
Car – hired	35	3%	19	3%	12	2%	9	4%
Net: Public transport	253	21%	93	13%	54	10%	34	14%
Train	135	11%	44	6%	30	6%	19	8%
A regular bus/coach	118	10%	49	7%	23	4%	15	6%
Organised coach tour	11	1%	6	1%	12	2%	5	2%
Taxi	66	5%	31	4%	16	3%	9	4%
Walked/on foot	142	12%	108	15%	61	12%	22	9%
Bicycle	17	1%	12	2%	7	1%	4	2%
Minibus	-	-	-	-	-	-	-	-
Motor cycle	-	-	-	-	-	-	-	-
Tube	45	4%	5	1%	2	*	1	*
Tram	14	1%	4	1%	5	1%	2	1%
Motorised caravan/campervan	3	*	2	*	4	1%	3	1%
Plane	6	1%	3	*	4	1%	3	1%
Boat/ship/ferry	2	*	1	*	1	*	5	2%
Lorry/truck/van	3	*	2	*	2	*	4	2%
Total	1,213		711		521		238	

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)

	 GB	 England	 Scotland	 Wales
Expenditure items	%	%	%	%
Net: Transport	29	29	27	27
Fuel	11	11	11	14
Bus fares, car parking	10	11	10	8
Rail, tube or tram tickets	8	8	7	4
Water transport	2	2	2	2
Air transport	2	2	2	2
Car/other vehicle hire	3	3	2	2
Net: Eating and drinking	45	45	46	48
Eating/drinking out in cafes, restaurants, etc.	37	37	38	41
Food bought in shops/ takeaways and consumed on trip	13	13	13	13
Net: Entrance charges	16	16	15	15
Entrance to visitor attractions	5	5	4	4
Tickets/entrance to events, shows or clubs	8	8	8	8
Tickets to watch sporting events	4	4	3	4
Entrance to sports/leisure centres	3	3	2	2
'Special' shopping (i.e. not routine)	10	10	11	10
Net: Other items	4	4	3	3
Package travel or package tours	2	2	1	1
Other travel services	1	1	1	1
Hiring equipment	1	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	£84	North East England	£35
Day out to beauty/ health spa	£49	North West England	£37
Going out for entertainment	£38	Yorkshire and The Humber	£37
Special public event	£39	East Midlands	£31
Went out for a meal	£46	West Midlands	£25
Going on a night out	£39	East of England	£29
Watched live sporting events (not on TV)	£36	London	£49
Going to visitor attractions	£38	South East England	£33
Other day out for leisure	£45	South West England	£31
General day out		Welsh regions (Regional Tourism Partnerships) 	
Special personal events	£35	Mid	£65
Undertaking outdoor activities	£20	North	£23
Visiting friends or family for leisure	£23	South West	£41
Other leisure/hobbies	£23	South East	£30
Taking part in sports	£24		
Destination type visited		Scottish regions (see page 6 for details) 	
City/ large town	£44	North	£42
Small town	£28	West	£31
Village/ countryside	£26	East	£42
Seaside/ coast	£32	South	£31

3 hours + Visits – 2011 to 2019 trends

Table 5.104 3hr+ 2011 to 2019 trends
 Reweighted change over time in volume by English region (millions)

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
English Regions	Millions	% change								
North East England	95	301	150	133	119	137	139	135	132	-2%
North West England	369	190	316	339	326	340	326	290	292	+1%
Yorkshire and The Humber	291	282	265	257	250	262	256	228	243	+7%
East Midlands	205	229	207	187	197	211	210	175	178	+2%
West Midlands	236	260	250	237	235	255	231	215	212	-1%
East of England	297	253	243	256	240	250	230	236	223	-6%
London	422	455	401	410	416	452	423	421	394	-6%
South East England	383	472	404	427	407	416	395	387	355	-8%
South West England	275	296	277	275	261	275	262	252	239	-5%

Table 5.105 3hr+ 2011 to 2019 trends
Rewighted 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	2019	2018/2019
English Regions	Millions	% change								
North East England	£3,212	£4,038	£5,208	£3,908	£3,337	£3,716	£3,609	£4,085	£4,590	+12%
North West England	£9,509	£8,878	£8,881	£9,131	£9,657	£9,648	£10,684	£9,007	£10,694	+19%
Yorkshire and The Humber	£6,538	£6,066	£6,830	£6,610	£6,354	£6,834	£7,589	£7,650	£8,955	+17%
East Midlands	£5,486	£5,382	£4,751	£4,485	£5,149	£6,478	£5,986	£4,448	£5,511	+24%
West Midlands	£6,312	£6,857	£7,124	£6,117	£6,969	£6,788	£6,154	£6,143	£5,395	-12%
East of England	£6,116	£5,851	£6,147	£6,081	£5,695	£5,328	£5,569	£7,123	£6,410	-10%
London	£14,257	£17,561	£13,754	£14,646	£16,488	£18,908	£16,287	£18,526	£19,524	+5%
South East England	£10,739	£11,433	£10,383	£11,854	£10,172	£11,730	£10,159	£10,596	£11,539	+9%
South West England	£7,806	£8,033	£7,914	£6,953	£7,811	£7,572	£5,959	£8,059	£7,514	-7%

Table 5.106 3hr+ 2011 to 2019 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	669	742	669	684	635	718	681	642	607	-5%
Apr – Jun	804	821	758	773	749	792	738	730	705	-3%
Jul – Sep	849	883	810	799	807	815	806	747	751	+1%
Oct – Dec	767	781	723	741	721	753	718	677	660	-3%

Table 5.107 3hr+ 2011 to 2019 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	564	629	568	576	534	609	574	538	508	-6%
Apr – Jun	667	696	637	638	631	670	620	610	592	-3%
Jul – Sep	699	746	691	669	672	681	670	627	619	-1%
Oct – Dec	643	664	619	637	614	638	607	563	549	-2%

Table 5.108 3hr+ 2011 to 2019 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	67	72	67	72	57	68	63	59	59	0%
Apr – Jun	83	74	75	67	71	69	67	64	65	+2%
Jul – Sep	89	79	66	76	79	73	73	67	69	+3%
Oct – Dec	77	74	66	62	65	62	63	69	60	-13%

Table 5.109 3hr+ 2011 to 2019 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	39	40	35	33	38	34	34	33	29	-12%
Apr – Jun	53	51	44	61	35	44	41	41	35	-15%
Jul – Sep	60	56	52	45	41	46	50	41	44	+7%
Oct – Dec	46	43	39	35	37	44	38	34	40	+18%

Table 5.110 3hr+ 2011 to 2019 trends
 Reweighted 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	£17,349	£18,791	£17,680	£17,968	£17,627	£19,967	£18,777	£21,371	£19,025	-11%
Apr – Jun	£20,431	£22,857	£21,312	£21,009	£19,640	£21,052	£21,899	£21,631	£24,901	+15%
Jul – Sep	£23,221	£23,857	£24,074	£23,137	£25,215	£24,147	£24,504	£25,027	£26,903	+7%
Oct – Dec	£22,157	£23,268	£21,106	£21,790	£21,886	£26,610	£22,763	£23,129	£24,721	+7%

Table 5.111 3hr+ 2011 to 2019 trends
 Reweighted 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	£14,312	£15,573	£14,674	£15,474	£14,737	£16,961	£15,125	£17,871	£16,064	-10%
Apr – Jun	£16,266	£18,539	£18,293	£17,198	£16,898	£17,885	£17,375	£17,990	£20,595	+14%
Jul – Sep	£18,729	£20,178	£20,131	£18,620	£21,491	£19,512	£20,471	£21,237	£22,588	+6%
Oct – Dec	£18,621	£19,809	£17,897	£18,491	£18,507	£22,645	£19,026	£18,539	£20,886	+13%

Table 5.112 3hr+ 2011 to 2019 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	£2,045	£2,033	£2,025	£1,735	£1,787	£1,694	£2,083	£1,855	£1,644	-11%
Apr – Jun	£2,727	£2,316	£2,002	£2,067	£1,659	£1,793	£2,596	£1,944	£2,770	+42%
Jul – Sep	£3,092	£2,023	£2,124	£2,701	£1,958	£2,405	£2,254	£1,864	£2,198	+18%
Oct – Dec	£2,260	£2,256	£2,009	£2,156	£2,072	£2,116	£1,928	£3,089	£2,274	-26%

Table 5.113 3hr+ 2011 to 2019 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	2019	2018/2019
Quarter	Millions	% change								
Jan – Mar	£989	£1,162	£972	£666	£1,034	£1,044	£1,232	£1,369	£1,021	-25%
Apr – Jun	£1,216	£1,986	£889	£1,380	£756	£1,056	£1,611	£1,028	£1,254	+22%
Jul – Sep	£1,355	£1,594	£1,745	£1,347	£1,383	£1,607	£1,482	£1,572	£1,434	-9%
Oct – Dec	£1,224	£1,172	£1,141	£891	£1,084	£1,537	£1,387	£1,201	£1,219	+1%

Table 5.114 3hr+ 2011 to 2019 trends
 Reweighted : 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	2019	2018/2019
	Millions	% change								
Visiting friends or family	950	910	826	812	814	825	776	763	708	-7%
'Special' shopping	141	205	176	169	159	194	173	163	176	+8%
Going out for a meal	268	292	281	271	283	324	295	279	269	-4%
Going on a night out	419	416	378	363	334	310	319	296	262	-11%
Going out for entertainment	155	173	175	177	162	183	178	180	170	-6%
Undertaking outdoor activities	268	262	222	254	239	259	255	234	227	-3%
Other leisure/ hobbies	140	137	120	137	127	110	102	98	104	+6%
Watching live sporting events	84	105	90	93	99	102	100	93	103	+11%
Going to visitor attractions	94	101	105	97	95	110	104	95	102	+7%
General day out	152	158	162	174	176	174	168	164	140	-15%

Table 5.115 3hr+ 2011 to 2019 trends
 Reweighted : 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	2019	2018/2019
	Millions	% change								
Visiting friends or family	806	785	711	695	689	709	660	647	599	-7%
'Special' shopping	122	175	150	145	135	164	145	137	143	+4%
Going out for a meal	217	246	243	230	236	273	245	233	230	-1%
Going on a night out	348	348	319	304	284	259	273	251	222	-12%
Going out for entertainment	129	141	150	151	138	156	150	153	144	-6%
Undertaking outdoor activities	217	219	178	206	201	212	208	192	184	-4%
Other leisure/ hobbies	117	118	104	113	107	95	88	83	87	+5%
Watching live sporting events	71	90	78	78	82	86	88	80	87	+9%
Going to visitor attractions	81	85	92	84	82	95	87	79	85	+8%
General day out	121	127	133	144	145	142	136	134	111	-17%

Table 5.116 3hr+ 2011 to 2019 trends
 Reweighted : 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	2019	2018/2019
	Millions	% change								
Visiting friends or family	92	78	72	69	78	69	68	70	66	-6%
'Special' shopping	13	20	16	15	14	18	17	16	17	+6%
Going out for a meal	31	30	22	25	28	28	29	27	23	-15%
Going on a night out	40	43	39	33	30	31	26	26	23	-12%
Going out for entertainment	16	21	17	18	16	17	16	16	16	0%
Undertaking outdoor activities	31	25	25	30	22	26	26	24	27	+13%
Other leisure/ hobbies	14	13	9	15	13	7	8	8	10	+25%
Watching live sporting events	7	10	8	9	10	8	8	7	8	+14%
Going to visitor attractions	8	8	8	8	7	9	8	9	8	-11%
General day out	16	14	16	15	15	16	17	17	15	-12%

Table 5.117 3hr+ 2011 to 2019 trends
Rewighted : change over time in volume by main activity in Wales (millions)

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
	Millions	% change								
Visiting friends or family	49	45	41	41	39	40	41	38	33	-13%
'Special' shopping	7	10	10	8	8	10	9	9	12	+33%
Going out for a meal	20	16	16	15	15	19	17	14	13	-7%
Going on a night out	30	25	21	24	17	18	19	15	15	0%
Going out for entertainment	10	10	9	8	8	9	9	8	8	0%
Undertaking outdoor activities	21	18	18	17	14	18	17	16	13	-19%
Other leisure/ hobbies	9	6	7	8	7	6	6	6	5	-17%
Watching live sporting events	5	5	3	3	5	5	4	4	6	+50%
Going to visitor attractions	7	7	5	3	2	5	6	5	4	-20%
General day out	14	16	12	12	13	13	10	10	9	-10%

Table 5.118 3hr+ 2011 to 2019 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	2019	2018/2019
	Millions	% change								
Visiting friends or family	£14,162	£13,730	£11,728	£12,676	£13,340	£13,969	£15,012	£16,196	£16,343	+1%
'Special' shopping	£10,754	£14,744	£13,196	£13,792	£12,475	£16,902	£14,292	£12,611	£14,726	+17%
Going out for a meal	£10,450	£11,397	£11,526	£11,165	£11,101	£12,781	£11,661	£12,836	£12,356	-4%
Going on a night out	£12,437	£11,397	£11,563	£10,711	£10,579	£9,078	£10,061	£10,254	£10,342	+1%
Going out for entertainment	£5,353	£6,034	£5,591	£5,883	£6,169	£6,728	£5,840	£6,871	£6,524	-5%
Undertaking outdoor activities	£4,126	£3,313	£4,242	£2,949	£4,062	£3,253	£3,511	£3,747	£4,543	+21%
Other leisure/ hobbies	£2,057	£1,954	£1,908	£1,586	£1,810	£1,922	£2,083	£2,327	£2,353	+1%
Watching live sporting events	£2,878	£3,190	£3,141	£3,345	£3,414	£3,170	£3,233	£3,802	£3,690	-3%
Going to visitor attractions	£3,282	£3,770	£4,142	£3,590	£3,318	£3,796	£3,497	£3,341	£3,869	+16%
General day out	£3,798	£4,488	£4,157	£4,628	£4,647	£5,151	£4,082	£5,012	£4,792	-4%

Table 5.119 3hr+ 2011 to 2019 trends
Rewighted : change over time in expenditure 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	2019	2018/2019
	Millions	% change								
Visiting friends or family	£11,464	£11,583	£10,033	£10,719	£11,493	£12,076	£12,039	£13,386	£13,920	+4%
'Special' shopping	£9,428	£12,379	£11,076	£11,738	£10,871	£14,226	£11,592	£10,454	£12,247	+17%
Going out for a meal	£8,338	£9,776	£10,120	£8,931	£9,351	£10,866	£9,572	£10,637	£10,746	+1%
Going on a night out	£9,821	£9,174	£9,354	£8,862	£9,078	£7,566	£8,345	£8,346	£8,971	+7%
Going out for entertainment	£4,493	£5,068	£4,666	£5,100	£5,300	£5,875	£4,929	£5,805	£5,584	-4%
Undertaking outdoor activities	£3,312	£2,550	£3,342	£2,422	£3,368	£2,413	£2,721	£3,175	£3,560	+12%
Other leisure/ hobbies	£1,733	£1,679	£1,645	£1,268	£1,595	£1,641	£1,754	£2,117	£1,956	-8%
Watching live sporting events	£2,398	£2,821	£2,677	£2,655	£2,931	£2,517	£2,686	£3,409	£3,212	-6%
Going to visitor attractions	£2,844	£3,166	£3,705	£3,103	£2,911	£3,197	£2,921	£2,731	£3,130	+15%
General day out	£2,975	£3,613	£3,453	£3,637	£3,869	£4,093	£3,306	£4,082	£3,933	-4%

Table 5.120 3hr+ 2011 to 2019 trends
 Reweighted : 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	2019	2018/2019
	Millions	% change								
Visiting friends or family	£1,868	£1,133	£781	£966	£1,068	£1,020	£1,534	£1,426	£1,383	-3%
'Special' shopping	£863	£1,618	£1,472	£1,420	£1,060	£1,483	£1,531	£1,568	£1,746	+11%
Going out for a meal	£1,412	£1,037	£858	£1,651	£1,015	£940	£1,303	£1,258	£1,028	-18%
Going on a night out	£1,703	£1,536	£1,607	£1,061	£948	£991	£1,048	£1,248	£778	-38%
Going out for entertainment	£644	£704	£628	£615	£633	£577	£530	£496	£582	+17%
Undertaking outdoor activities	£496	£343	£537	£273	£265	£384	£479	£231	£614	+166%
Other leisure/ hobbies	£174	£221	£121	£247	£153	£121	£89	£124	£255	+106%
Watching live sporting events	£270	£246	£186	£404	£290	£471	£418	£212	£221	+4%
Going to visitor attractions	£276	£231	£304	£327	£200	£369	£232	£306	£237	-23%
General day out	£511	£419	£443	£583	£304	£362	£367	£461	£489	+6%

Table 5.121 3hr+ 2011 to 2019 trends
Rewighted : change over time in expenditure by main activity in Wales (£ millions)

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
	Millions	% change								
Visiting friends or family	£796	£974	£819	£665	£621	£732	£1,175	£1,080	£722	-33%
'Special' shopping	£462	£746	£649	£605	£526	£1,102	£1,013	£510	£575	+13%
Going out for a meal	£700	£578	£528	£497	£622	£687	£635	£641	£500	-22%
Going on a night out	£912	£667	£603	£705	£514	£472	£635	£453	£449	-1%
Going out for entertainment	£216	£259	£298	£161	£235	£207	£238	£537	£343	-36%
Undertaking outdoor activities	£317	£405	£363	£201	£394	£242	£287	£269	£260	-3%
Other leisure/ hobbies	£151	£53	£141	£70	£58	£104	£222	£77	£95	+23%
Watching live sporting events	£171	£120	£227	£135	£160	£164	£130	£171	£220	+29%
Going to visitor attractions	£137	£363	£92	£99	£75	£135	£230	£109	£407	+273%
General day out	£308	£453	£260	£252	£354	£519	£285	£361	£209	-42%

Table 5.122 3hr+ 2011 to 2019 trends
 Reweighted : 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	2019	2018/2019
	Millions	% change								
City/large town	1,401	1,451	1,313	1,350	1,298	1,359	1,281	1,229	1,213	-1%
Small town	898	898	826	804	817	888	765	731	711	-3%
Village/countryside	783	783	727	703	639	682	614	562	521	-7%
Any seaside/coastal	294	296	281	284	241	267	222	217	238	+10%

Table 5.123 3hr+ 2011 to 2019 trends
 Reweighted : 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	2019	2018/2019
	Millions	% change								
City/large town	1,173	1,236	1,121	1,132	1,092	1,158	1,083	1,036	1,018	-2%
Small town	695	759	698	679	695	755	654	610	600	-2%
Village/countryside	659	654	613	591	534	569	512	474	432	-9%
Any seaside/coastal	228	232	225	230	192	210	170	169	182	+8%

Table 5.124 3hr+ 2011 to 2019 trends
 Reweighted : change over time in volume by destination type in Scotland (millions)

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
	Millions	% change								
City/large town	154	152	137	145	143	136	132	127	126	-1%
Small town	89	84	72	70	66	73	61	68	61	-10%
Village/countryside	66	66	61	54	53	30	52	45	44	-2%
Any seaside/coastal	30	25	26	22	19	20	18	16	18	+13%

Table 5.125 3hr+ 2011 to 2019 trends
 Reweighted : change over time in volume by destination type in Wales (millions)

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
	Millions	% change								
City/large town	72	61	52	63	50	51	55	49	51	+4%
Small town	48	55	53	49	45	51	43	41	40	-2%
Village/countryside	61	62	51	52	46	50	41	37	34	-8%
Any seaside/coastal	36	38	28	24	21	26	21	20	21	+5%

Table 5.126 3hr+ 2011 to 2019 trends
 Reweighted : change over time in value 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	2019	2018/2019
	Millions	% change								
City/large town	£45,310	£49,246	£46,091	£47,572	£47,902	£51,905	£48,860	£50,405	£53,553	+6%
Small town	£21,123	£21,182	£19,590	£18,690	£19,380	£21,171	£17,428	£17,305	£19,809	+14%
Village/countryside	£22,411	£20,019	£17,636	£15,117	£14,905	£18,167	£13,994	£14,297	£13,697	-4%
Any seaside/coastal	£14,841	£11,754	£9,405	£9,401	£8,584	£9,611	£6,084	£7,801	£7,505	-4%

Table 5.127 3hr+ 2011 to 2019 trends
 Reweighted : change over time in value 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	2019	2018/2019
	Millions	% change								
City/large town	£37,820	£41,285	£39,385	£39,655	£40,650	£44,127	£40,807	£41,612	£45,718	+10%
Small town	£17,427	£17,539	£15,879	£15,235	£16,441	£17,852	£14,400	£14,264	£16,462	+15%
Village/countryside	£18,462	£15,769	£14,155	£12,177	£12,696	£14,720	£10,910	£11,981	£11,170	-7%
Any seaside/coastal	£11,094	£8,681	£7,330	£7,566	£7,011	£7,120	£4,568	£6,575	£5,863	-11%

Table 5.128 3hr+ 2011 to 2019 trends
 Reweighted : change over time in value by destination type in Scotland (millions)

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
	Millions	% change								
City/large town	£5,285	£5,417	£4,833	£5,380	£4,509	£4,680	£5,053	£5,405	£5,475	+1%
Small town	£2,623	£2,029	£2,063	£2,131	£1,821	£1,818	£1,844	£1,697	£1,775	+5%
Village/countryside	£2,532	£1,731	£1,772	£1,576	£1,030	£1,896	£1,278	£1,236	£1,035	-16%
Any seaside/coastal	£2,405	£1,024	£888	£784	£487	£1,301	£626	£353	£563	+59%

Table 5.129 3hr+ 2011 to 2019 trends
 Reweighted : change over time in value by destination type in Wales (millions)

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018/2019
	Millions	% change								
City/large town	£2,164	£2,492	£1,801	£1,887	£2,074	£2,224	£2,375	£2,599	£1,743	-33%
Small town	£1,056	£1,564	£1,565	£1,191	£1,018	£1,323	£1,106	£975	£1,359	+39%
Village/countryside	£1,415	£2,489	£1,602	£1,282	£1,010	£1,168	£1,542	£912	£1,081	+19%
Any seaside/coastal	£876	£2,029	£1,144	£796	£986	£898	£664	£654	£734	+12%

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



English ceremonial Counties



English LA



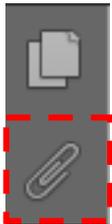
LEP



Scottish Regions



Welsh Regions



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 2019
Methods and performance
Report



								
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GB Day Visits 2019 Methods and Performance

This report section provides details of the approaches followed in the 2019 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 adult 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 adult GB residents to destinations in England, Scotland, Wales and Northern Ireland. Fieldwork is undertaken on a weekly basis, commenced in January 2011 and continued until 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 2019, including the work undertaken to develop the survey approach.



Survey method

This section of the report outlines the survey methods used in GBDVS 2019, 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 ninth year of GBDVS took place from January to December 2019. During this period some **35,746** 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 **31,493** visits which lasted 3 hours or more and in subsequent analysis a sub-set of **19,421** of these visits were defined as Tourism Day Visits, taken outside of the participants' usual environment. Furthermore, **5,962** 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 234 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.

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.



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Introduction



Scope of the report



Summary



Tourism Day Visits



Activities Core to Tourism Visits



3hr+ Leisure Day Visits



Full data tables



Methods and Performance

Sample

Sample sources

During 2019, a total of 35,746 online participants took part in GBDVS during 52 weeks of surveying, slightly above 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
2019	35,746

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 460,000 in 2019.

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>Ensuring respondents are who they say they are</p>	<ul style="list-style-type: none"> ▪ <i>IP GeoFencing</i> – using the respondents IP address to ensure that they are where they say they are. ▪ <i>Proxy Detection</i> – detecting if a proxy server is being used to mask the respondent’s real IP address and past fraudulent activity.; ▪ <i>Postal Address Verification</i> – verifying the respondent’s postal address against an address directory. ▪ <i>CAPTCHA</i> – technology which prevents automated programs from registering to the panel. ▪ <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. ▪ <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).
<p>Ensuring responses are valid and properly thought out</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"> ▪ <i>Survey Speedsters</i> – respondents who rush through the survey are identified by comparing survey completion times to the norm; ▪ <i>Grid Speedsters</i> – similar checks are used to identify respondents who rush through completion of grid questions (e.g. rating scales); ▪ <i>Trap Questions</i> – the addition of survey questions with obvious answers to determine whether a respondent is fully engaged with the survey; ▪ <i>Respondent Satisfaction</i> – feedback is obtained from respondents and assessed to help determine the quality of the survey.



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Summary



Tourism Day Visits



Activities Core to Tourism Visits



3hr+ Leisure Day Visits



Full data tables



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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 248).

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

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 2019 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		Final sample profile 2019		Popula tion	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	%	
Gender																				
Male	18566	49	17312	49	17225	49	17154	49	17483	49	15879	49	17091	49	16736	49	17455	49	17455	49
Female	19517	51	17950	51	17860	51	17836	51	18181	51	16512	51	18027	51	17583	51	18291	51	18291	51
Age																				
16-34	12063	31	11180	32	11172	32	11169	32	11389	32	9909	31	10702	30	10474	31	10867	30	10867	30
35-54	13100	35	12096	34	11628	33	11909	34	12136	34	10677	33	11685	33	11423	33	11906	33	11906	33
55-64	5560	15	5020	14	4913	14	4888	14	4982	14	4608	14	5011	14	4847	14	5073	14	5073	14
65+	7360	19	6966	20	7096	20	7024	20	7157	20	7197	22	7720	22	7575	22	7900	22	7900	22
Working status																				
Working full or part time	23231	61	20993	60	20891	60	21310	61	21457	60	19446	60	21093	60	20603	60	21463	60	21463	60
Not working (including retired, unemployed)	14852	39	14269	40	14194	40	13953	39	14207	40	12967	40	14063	40	13750	40	14315	40	14315	40
Socio-economic status																				
ABC1	20468	54	18436	52	18328	52	18124	52	18470	52	17330	54	19098	54	18616	54	19378	54	19378	54
C2DE	17615	46	16826	48	16757	48	16866	48	17194	48	15061	46	16020	46	15703	46	16368	46	16368	46
When stopped full time education																				
16 years or younger	12604	33	11015	31	10948	31	10868	31	10677	30	9792	30	10484	30	10120	29	10624	30	10624	30
17-19 years	10323	27	10095	29	10193	29	10480	30	10679	30	9639	30	10422	30	10326	30	10755	30	10755	30
20 years or older	12421	33	11908	34	11767	34	11488	33	11831	33	10885	34	11768	34	11695	34	12398	35	12398	35
Still studying	2735	7	2244	6	2177	6	2154	6	2477	7	2075	6	2444	7	2178	6	1969	6	1969	6
Total	38083	100	35262	100	35085	100	34990	100	35664	100	32391	100	35118	100	34319	100	35746	100	35746	100

								
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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 visits taken during the week prior to interview. As such during the 2019 survey, key details were recorded for 105,785 Leisure Day Visits and, of this total, full details were recorded for those 31,493 Leisure Day Visits which lasted at least 3 hours in duration. A subset of 19,421 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 5,962 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 2019 surveys.

Final visit sample sizes

Table 1.3– Visit sample sizes by country of residence

	2011			2012			2013			2014			2015			2016				2017				2018				2019			
	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	Leisure Day Visits	3 hours + Leisure Day Visits	Tourism Day Visits	Activities Core to Tourism
GB Total	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	105,785	31,493	19,421	5,962
England	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	75,547	22,432	14,246	4,269
Scotland	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	15,275	4,563	2,470	822
Wales	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	14,963	4,025	2,328	744

								
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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)
SECTION 1 - GENERAL LIFE AND ACTIVITIES SECTION	
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.
SECTION 2 – LEISURE DAY VISITS IN PREVIOUS WEEK	
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
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)	
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)
	SECTION 1 - GENERAL LIFE AND ACTIVITIES SECTION
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)	SECTION 4 – VISITOR EXPERIENCE (asked only for visits involving certain activities, used form TRI*™ analysis in England only)
Q31	Overall experience of destination
Q32	Likelihood to recommend destination
Q33	Likelihood to revisit destination
Q34	Rating of destination compared to others in UK
	SECTION 5 – CLASSIFICATION QUESTIONS
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)

								
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

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 229. 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 visit
- 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 visit 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

								
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

								
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

Distance travelled

Question 16 asks respondents to indicate the total distance they travelled during their visit, 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.

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'.

								
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 visit – 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 visit – 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

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 visit 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 visit is taken and the place visited.

Adults visits

It should be noted that these are adult visits, and do not account for any children present on these visits.

However, expenditure estimates include all monies spent on the visit, even if some of the money was spent on items for children who may have been present.

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.

It should be noted that these are adult visits, and do not account for any children present on these visits.

However, expenditure estimates include all monies spent on the visit, even if some of the money was spent on items for children who may have been present.

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

But excluding 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 the 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 adult 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

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 35,746 interviews were conducted in GBDVS during 2019, 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)

	Social Grade
AB	11,370
C1	14,067
C2	10,342
DE	13,457
	Terminal Age Education
16 years or younger	24,188
17-19 years	10,635
20 years or older	10,961
Still Studying	3,453

Weighting development

Table 1.9 Age x Gender x Region weighting targets ('000s)

East Midlands Male 16-24	284	South West Male 16-24	322
East Midlands Male 25-44	580	South West Male 25-44	650
East Midlands Male 45-64	585	South West Male 45-64	685
East Midlands Male 65+	346	South West Male 65+	460
East Midlands Female 16-24	269	South West Female 16-24	293
East Midlands Female 25-44	584	South West Female 25-44	641
East Midlands Female 45-64	593	South West Female 45-64	721
East Midlands Female 65+	423	South West Female 65+	575
East of England Male 16-24	334	West Midlands Male 16-24	339
East of England Male 25-44	782	West Midlands Male 25-44	705
East of England Male 45-64	748	West Midlands Male 45-64	685
East of England Male 65+	455	West Midlands Male 65+	415
East of England Female 16-24	308	West Midlands Female 16-24	325
East of England Female 25-44	774	West Midlands Female 25-44	710
East of England Female 45-64	769	West Midlands Female 45-64	699
East of England Female 65+	564	West Midlands Female 65+	522
London Male 16-24	455	Yorkshire and the Humber Male 16-24	363
London Male 25-44	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

Table 1.9 Age x Gender x Region weighting targets ('000s)

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 visits is calculated for each respondent (TCT). That is the total number of visits of 3 hours duration taken in the previous week, as recorded at question 8

- The total number of visits with details given is calculated for each respondent (TDT). That is the number of visits 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

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.

								
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

Offline survey

Further results comparison

As mentioned above, the off-line approach provides estimates of the volume of 3 hours+ visits taken which are 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 2019 involved some 35,746 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

Further details

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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.