

GB Tourism Day Visits 1998- Summary

Volume and Value

Just under 1.3 billion (1,261m) tourism day trips were made in 1998, compared with 1.2 billion in 1996. People living in England made just over 1.1 billion of these trips, people living in Scotland made 94 million and people living in Wales made 47 million.

In 1998 the total expenditure on all tourism day trips was £31.3 billion. Of this, people living in England spent more than £28 billion, people living in Scotland spent just over £2 billion and people living in Wales spent almost £1 billion.

The average expenditure per trip tourism trip increased from £18.30 in 1996 to £24.80 in 1998.

▶ Average Spent per Visit 1998

	Tourism Day Visits	All Leisure Day Visits
All	£24.80	£12.00
Town	£28.30	£13.90
Countryside	£15.20	£6.50
Seaside/Coast	£18.60	£10.00

▶ Expenditure Breakdown of Tourism Day Trips 1998

	%	£ Millions
Alcoholic drinks	10	3,200
Meals, snacks and non-alcoholic drinks	20	6,200
Fuel	7	2,100
Gifts and souvenirs	12	3,900
Clothes	17	5,400
Admission charges	9	2,700
Fares/parking/tolls/inclusive entrance & travel/equipment hire & others	25	7,800
TOTAL	100.0	31,300

Trip Characteristics

The majority of tourism trips were to towns (72%), with 22% being to the countryside and 6% to the seaside.

▶ Tourism Trips by Destination

	Trips	
	Millions	%
Town	902	72
Seaside	81	6
Countryside	278	22

All Trips	1,261	100
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Eating out (22%), shopping (16%), visiting friends and relatives (15%) and entertainment (12%) accounted for two-thirds of all tourism trips.

▶ Main Activities on Tourism Visits by Destination

	All Visits	Town/City	Countryside	Seaside/Coast
	%	%	%	%
Eat/drink out	22	23	24	7
To go shopping	16	21	5	5
Visit friends/relatives	15	15	14	9
For entertainment	12	15	4	3
Leisure attraction	6	4	9	11
Walk/ramble	4	1	12	13

Tourism trips lasted on average, almost 5.5 hours. Trips to towns were the shortest (5.2 hours) whilst trips to the seaside took substantially longer (6.8 hours).

The average distance travelled for all destinations was 37 miles, but this varied greatly according to the type of trip. People travelled almost three times as far for trips to the seaside (89.9 miles) as for town trips (30.9 miles)

The car was the main mode of transport for the majority of trips (71%), rising to 85% for countryside trips.

▶ Main Mode of Transport

	All Tourism Trips	Town/City	Countryside	Seaside/Coast
	%	%	%	%
Car	71	67	85	77
On foot	10	12	7	6
Bus/Train	12	16	1	9

On average, 3.5 hours was spent at the main destination, rising to just under 4 hours (3.9 hours) for seaside trips.

The great majority of tourism trips (90%) were carried out in the company of other people. Almost two-thirds (64%) of tourism trips were made by parties comprising two or more adults whilst parties of adults and children accounted for a further 22%.

Tourism Trips

For the purposes of the UK Day Visits Survey, tourism visits are defined as those trips which last three hours or more and which are not taken on a regular basis.

Leisure Day Visits

For the purposes of the UK Day Visits Survey, leisure day visits are defined as round trips made from home within the same day for leisure purposes, to locations anywhere within the UK. Leisure visits from a work address (e.g. to play sport after work) are also included.

Source: Leisure Day Visits: Report of the 1998 UK Day Visits Survey

