

## Tourism Day Visits 2002/3- Summary

All data on this page comes from the 2002/03 UK Day Visits Survey.

Caution should be observed when making comparisons between the 1998 Leisure Day Visits Survey and the 2002/03 survey findings. This is due to changes in non-response bias plus genuine population change. No adjustment to the 2002/03 survey data has been made to account for this.

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

### Volume and Value of Tourism Day Visits

Just under 1.1 billion tourism day trips were made during the 2002/03 survey period. People living in England accounted for 87% (934 million) of those tourism day trips taken, whilst those living in Scotland and Wales accounted for 9% (98 million) and 4% (46 million) respectively. Virtually all tourism day trips took place within the country of origin.

The total expenditure on tourism day visits was just under £30 billion. People living in England spent £25.9 billion, people living in Scotland spent £2.5 billion, and people living in Wales spent £1.4 billion.

#### Average Spend Per Visit

	Tourism Day Visits
All	£27.70
Town / City	£30.80
Countryside	£20.70
Seaside / Coast	£18.50

#### Expenditure Breakdown of Tourism Day Trips 2002

	% of Expenditure	£ Millions
Meals, snacks, non alcoholic drinks	24%	7,200
Clothes	19%	5,800
Alcoholic drinks	13%	4,000
Gifts and souvenirs	11%	3,400
Admission tickets	10%	2,900
Fuel	7%	2,100

Convenience shopping	3%	1,000
Fares	3%	800
Parking charges	1%	400
Books, magazines and CDs	1%	300
Gardening and plants	1%	200
All Other	6%	1,700
Total	100%	29,800

### ▶ Tourism Trips by Destination

	Trips (Millions)	%
Town	764	71%
Seaside	80	7%
Countryside	234	22%
All Trips	1078	100%

### ▶ Main Activities on Tourism Visits by Destination

	All trips	Town / City	Seaside / Coast	Countryside
	%	%	%	%
Eat or drink out	25	26	16	24
To go shopping	16	20	5	5
Visit friends, relatives	16	17	14	15
For entertainment	11	14	3	3
Leisure Attraction	10	8	8	18
Hobby or special interest	5	4	4	6
Walk / ramble	3	1	4	8

### ▶ Duration of Tourism Trip and Distance Travelled

	Mean duration of trip (Hours)	Average Distance Travelled (Miles)
All Trips	5.5	35.0
Town / City	5.4	30.2
Seaside / Coast	6.5	61.8
Countryside	5.0	41.2

### ▷ Party Composition

	All trips	Town / City	Seaside / Coast	Countryside
	%	%	%	%
Alone, not with anyone	10	10	5	9
A couple (of adults)	38	41	31	31
All adult party (3 or more)	26	26	26	25
Party of adults and children	23	19	34	31
Organised party	4	3	4	5

### ▷ Party Size

	All trips	Town / City	Seaside / Coast	Countryside
	(people)	(people)	(people)	(people)
Mean party size	3.9	3.8	4.2	4.2
Mean number of adults	3.4	3.3	3.5	3.5
Mean number of children (on trips where children were present)	2.3	2.4	1.9	2.3

▷ Day of Week



	All Trips	Town / City	Seaside / Coast	Countryside
	%	%	%	%
Monday	8	8	9	8
Tuesday	9	9	13	7
Wednesday	8	8	8	6
Thursday	10	11	10	8
Friday	15	15	17	12
Saturday	28	30	24	24
Sunday	23	20	20	34
Any weekday	49	51	56	41
Any weekend	51	49	44	59

▷ Main Mode of Transport



	All trips	Town / City	Seaside / Coast	Countryside
	%	%	%	%
Car	73	69	73	86
On foot	9	10	9	7
Bus / Train	13	16	11	2