

England Tourism Day Visits 2005

England Tourism Day Visits¹ are defined as being round trips that start from and return to home for leisure purposes and that last three hours or more. They are taken by English residents within England, and must not be taken regularly.



Publication Information

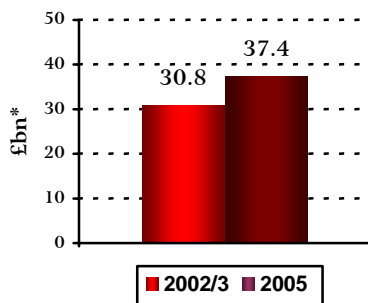
Prepared by
England Research
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Key Insights

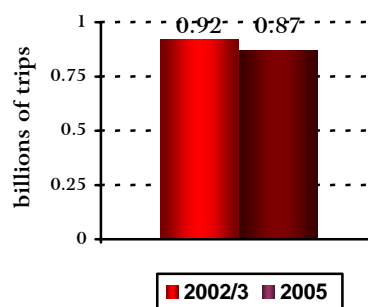
Value & Volume of England Tourism Day Visits

There were an estimated 870 million Tourism Day Visits from home in England in 2005, a decrease of -5% on 2002/3 when there were 920m estimated trips². In contrast, the total value of expenditure on Tourism Day Visits was approximately £37.4bn, an increase of 21% in real terms from the 2002/3 figure of £30.8bn. The average expenditure per visit also increased; from £33 in 2002/3 to £43 in 2005, an increase of 28% in real terms.

Value



Volume



*Figures quoted at 2005 prices

Main Destinations of Tourism Day Visits

Cities and inland towns were overwhelmingly the most popular destination for an England Tourism Day Visit in 2005, accounting for approximately 77% (674m) of all visits. The next most visited destination was the Countryside, with 136 million visits in 2005, 16% of all visits made. The seaside also proved a popular destination for day-trippers. There were 47 million Tourism Day Visits to seaside towns and villages in England in 2005, 5% of total visits. In addition, 15 million day trips were made to the undeveloped seaside coast, 2% of the total.

	Volume (millions)	Value (£bn)
All visits	872	37.4
Visits to		
Inland town/city	674	31.2
Seaside town/city	47	1.7
Countryside	136	4.0
Seaside coast	15	0.5

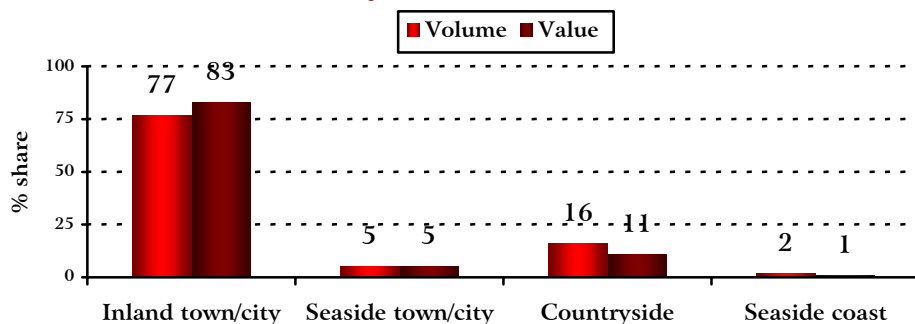
Expenditure on Tourism Day Visits followed similar patterns to volume, with the vast majority of money being spent in inland towns and cities (83%, £31.2bn), followed by in the countryside (11%, £4.0bn), seaside town/city (5%, £1.7bn) and seaside coast (1%, £0.5bn).

¹ 2005 data taken from England Leisure Visits Survey (ELVS), Natural England et al.

² 2002/03 data taken from the Great Britain Day Visits Survey 2002/3 (GBDVS). The 2002/03 GBDVS included trips made by English residents to Scotland, Wales & Northern Ireland. However, these formed less than 1% of all trips.

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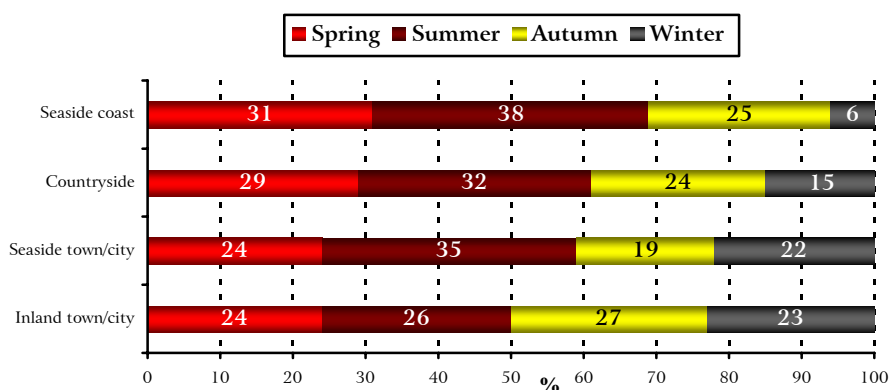
Destination Shares of Tourism Day Visits



Seasonality

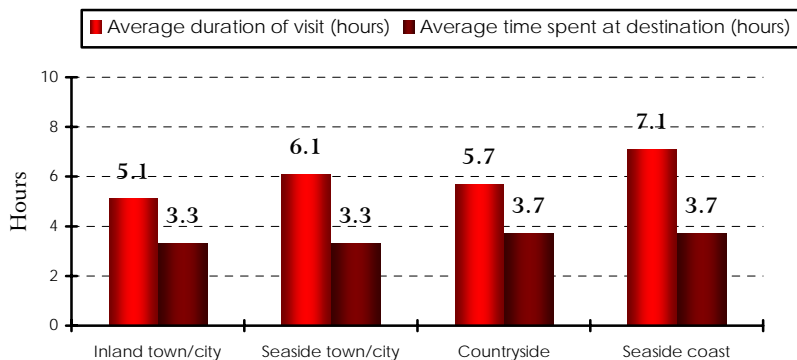
Overall Tourism Day Visits in England and visits to inland towns and cities were taken relatively consistently throughout the year. However, the volume of visits to many other destinations fluctuated widely according to season. Almost 70% of England Tourism Day Visits to seaside coastal areas were made during the Spring and Summer period, dropping to just 6% in Winter.

Volume of England Day Visits by Season and Destination Type



Duration of Tourism Trips

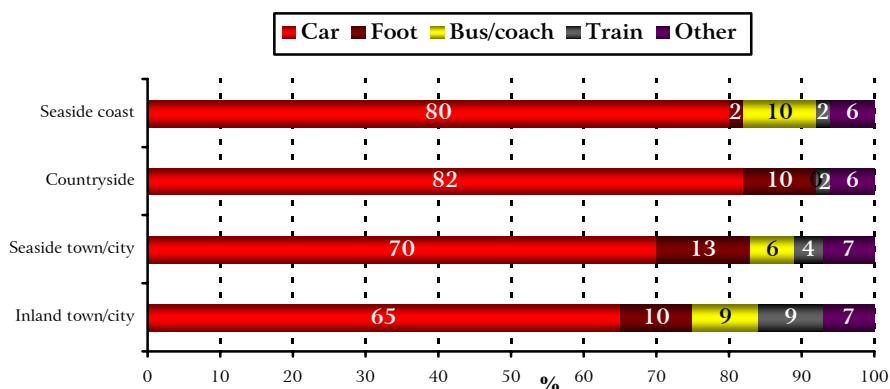
In 2005, Tourism Day Visits lasted an average of 5.3 hours in duration, including time travelling and time at the destination itself. An average of 3.4 hours were spent at the destination. People were prepared to travel for longer to reach seaside towns and coastal areas, even though the time spent at all destinations was largely similar.



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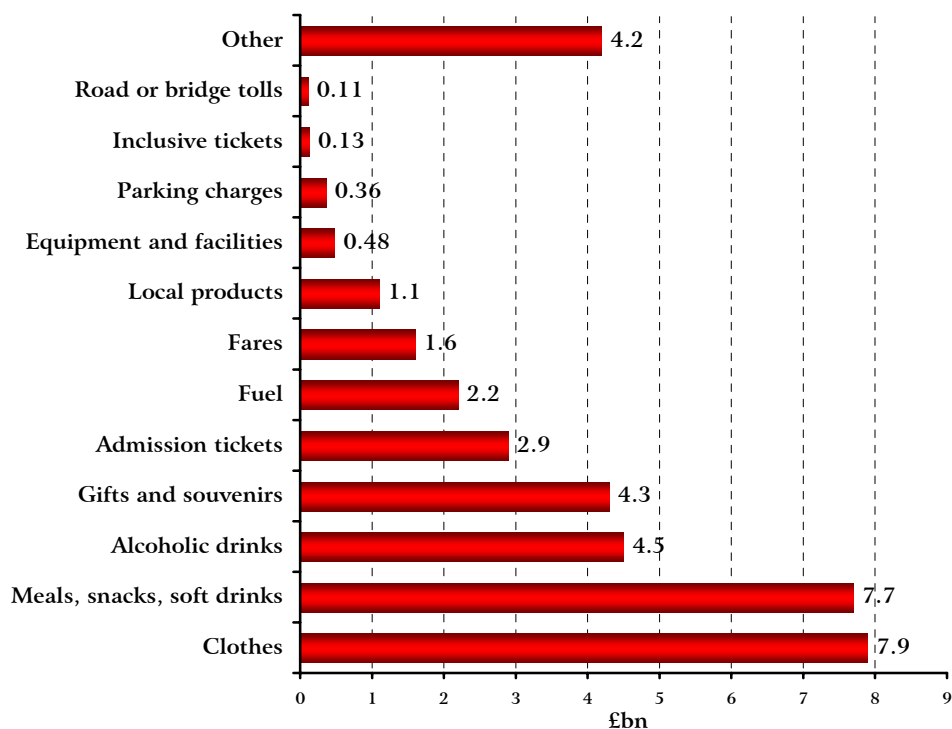
Main form of transport

England was reliant on the car as the main form of transport used for the longest distance travelled as part of a Tourism Day Visit, accounting for over two-thirds (68%) of all trips in 2005. Public transport still proved popular, with train and bus/coach combining to account for 15% of all trips.



Expenditure by item 2005

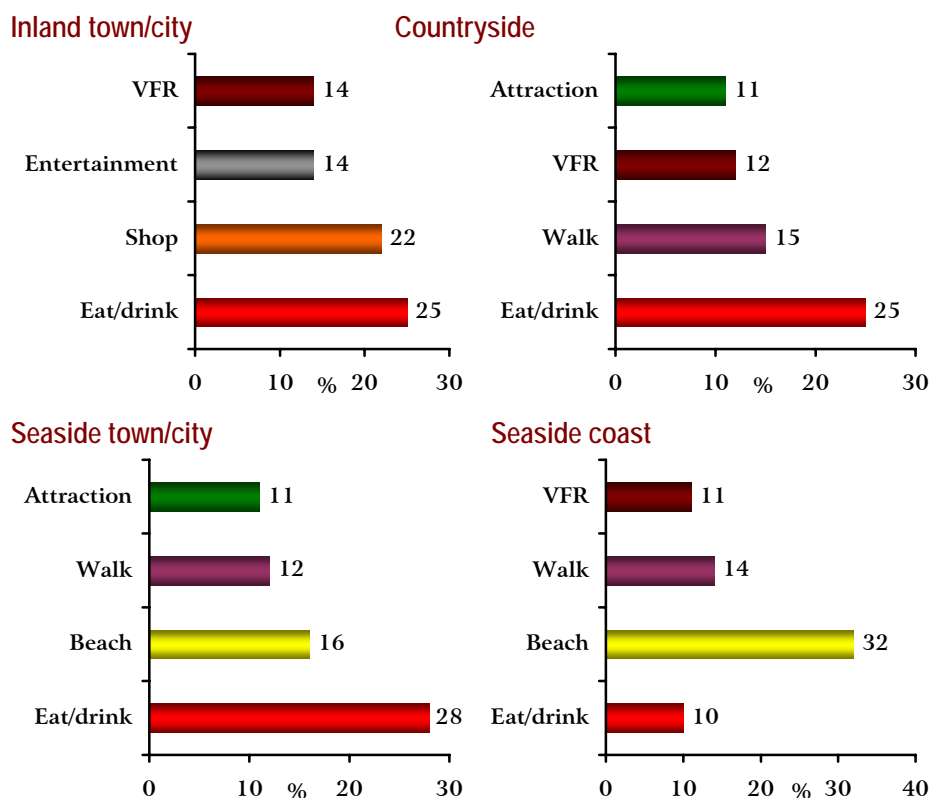
Buying clothes was the most popular activity to spend money on whilst on an England Tourism Day Visit in 2005, accounting for almost £8bn and over one fifth of all money spent. Almost as popular was spending money on refreshments such as meals, snacks and soft drinks (£7.7bn). Alcoholic drinks and gifts and souvenirs came in a close third and fourth in terms of the total amount spent (£4.5bn and £4.3bn respectively). The 'other' category (which accounted for £4.2bn) included spend on items not covered by other categories including charitable donations, betting and 'non-convenience' shopping items- defined as shopping made purely out of choice e.g. household goods.



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Main activity by Destination Type

The main activities undertaken on England Tourism Day Trips were closely correlated with spending on activities. Despite this, there were large fluctuations in the main activities undertaken depending on the destination of the Tourism Day Visit. For inland towns and villages, eating and drinking out was the most popular activity (25% of visitors cited it as their main activity undertaken), closely followed by shopping (22%). Other activities associated with urban living were also popular, with entertainment activities such as the cinema and theatres proving a strong draw (14%). For day visitors to the countryside, eating and drinking remained the most popular activity, with a quarter of visitors stating this was the primary reason for a visit. Also popular for countryside visitors was walking (15%) visiting friends and relatives (12%) and visiting attractions (11%).



Unsurprisingly, visiting the beach to sunbathe and paddle in the sea featured as a primary draw for visitors to seaside towns and cities (16%) and the general seaside coast (32%).

For more information, or to download a full copy of the England Leisure Day Visits Survey 2005 visit the Natural England Website:

<http://www.naturalengland.org.uk/leisure/recreation/dayvisits05.pdf>