



# LEISURE DAY VISITS



Report of the 2002-03 Great Britain Day Visits Survey

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## Report of the 2002-3 GB Day Visits Survey

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## 1. INTRODUCTION

This report summarises the main results from the 2002-3 Great Britain Day Visits Survey (GBDVS). The survey was sponsored by a consortium of national agencies responsible for recreation and tourism in Great Britain, consisting of:

- British Waterways
- Countryside Agency
- Countryside Council for Wales
- Department for Culture, Media and Sport
- Environment Agency
- Forestry Commission
- Scottish Natural Heritage
- VisitBritain
- VisitScotland
- Wales Tourist Board

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The full set of datatables on CDROM is available and details on how to obtain these are shown on the last page.

### 1.1 : Aims of the survey

The main aims of the survey were to:

- Measure the extent of participation in leisure day visits ('trips') by the adult population (aged 16 and over<sup>1</sup>) and
- Estimate the scale and value of leisure day visits

The subsidiary aims of the survey were to provide information on a number of other trip details, including:

- Activities undertaken on visits
- Destinations visited
- Time spent at the destination
- Method of transport and distance travelled, and
- Number of people on the visits.

The survey seeks to provide estimates of leisure day visits to three main types of destination: towns/cities, the countryside, and the seaside/coast. Within these three main types, trips could also be recorded as involving visits to any of three types of subsidiary destination: woods and forests, navigable and non-navigable inland waters. Throughout this report, for convenience, the last two subsidiary destinations are referred to as trips to 'water with boats' and 'water without boats' respectively.

### 1.2 : Scope of the report

This document provides an overview of home-based leisure day trips taken in Great Britain in the course of 2002-3 (from March 2002 through to March 2003), by respondents living in Great Britain. The report itself is in two sections. The first section covers all leisure day visits made from home, the second covers only 'tourism' leisure day visits, which are a subset of the total.

Leisure day visits are defined as round trips made from home for leisure purposes to locations anywhere in Great Britain. Day trips made by British residents to Northern Ireland were not included in 2002-3. It should be noted however that such trips were negligible in previous surveys – no cases were recorded in 1998 for example. Visits to overseas destinations are excluded. People must start from and return to their home within the same day, but there is no lower time limit. Leisure visits from a work address (e.g. to visit the gym after work) are

also included if the person started out from and returned home that day.

The 2002-3 survey also collected some information about trips from holiday bases and while travelling on holiday.

Tourism visits are here defined as those leisure day visits which lasted three hours or more and were not taken on a regular basis; this is the same definition as used in the 1996 and 1998 Day Visits Surveys, and as used on the last dedicated survey of tourism day trips (1991-1992).

### 1.3 : Results for individual countries and regions

Most results are shown both for leisure day visits taken by the adult population of Great Britain as a whole, and also separately for the three individual countries: England, Scotland and Wales. The latter generally relate to the country of origin, i.e. results for people living in each country, and not to the destination of the trips concerned. Summary data is also provided for day trips taken by residents of England's Government Office Regions (GORs).

### 1.4 : Notes on the tables

Percentages shown in the tables are featured to the nearest whole number. Figures for total expenditure are shown in £ billions and are rounded to 1 decimal place (i.e. to the nearest £100m.). Figures for the average expenditure per trip are shown in pounds sterling and pence and are again rounded to 1 decimal place (i.e. to the nearest 10 pence). Figures may therefore not add to 100% because of rounding, or where more than one answer is possible. The word 'billion' (bn) is used to mean 1,000 million. Other conventions used in the tables are:

- \* = less than 0.5% but not zero
- = zero

At the head of each table in the main body of the report, there is a row labelled 'sample size'. This shows, for 2002-3, the actual (i.e. unweighted) number of interviews or trips on which the corresponding results are based. As explained more fully in Appendix 5.2, results based on larger sample sizes will be more reliable than those with smaller bases and users should exercise particular caution when interpreting figures based on small sample sizes.

Headline figures from the three previous surveys (1994, 1996 and 1998) are included in a number of the tables for ease of comparison. Where included, they are shown immediately adjacent to the corresponding 2002-3 figures.

### 1.5 : Survey method

Interviewing was spread evenly throughout the March 2002-March 2003 period amongst random samples of GB residents (aged 16 and over) selected separately for England, Scotland and Wales. Of those approached, 43% responded and interviews were completed with almost 3,200 people in England, over 1,900 people in Wales, and just under 1,500 people in Scotland. Respondents were asked mainly about the details of all leisure day visits taken from home in the previous two weeks, the 14 days prior to the day of interview. Additional information about the survey method is included in Appendix 5.2.

### 1.6 : Explanation of general downturn in day visits

One of the notable outcomes of the 2002-3 survey is that there has been a general downturn in the number of day visits

<sup>1</sup>In the previous years of the survey, 15 year olds were interviewed. In the 2002-3 survey, the youngest age of a respondent was 16 years

recorded since 1998. In terms of volumes of trips, there was a decrease from 5.9 billion visits in 1998 to 5.2 billion visits in 2002-3. The main reason for this would appear to be a decline in the proportion of the adult population recorded to have taken any day trip (a drop from 85% taking such trips in the previous 2 weeks in 1998 to 80% in 2002-3).

Because of these differences, on completion of the study, the survey methodology and data was subject to a detailed review by an independent consultant. Some minor changes were applied to some of the weighting procedures, but otherwise there were not felt to be any significant methodological reasons for this downturn.

However, some inconsistencies were recorded regarding the treatment of those respondents who may have misinterpreted the questions about how many trips they have made in the last year. This data was not used to provide the overall number of visits or to estimate the economic value of trips. However comparisons between the surveys for these questions (especially for town/city and countryside trips) should be avoided.

A comparison between the 1998 and 2002 surveys also suggested that around 20% of the difference in trip counts between the two surveys might be attributable to changes in non-response bias plus genuine population change. No adjustment to the 2002 survey to allow for this was proposed.

It was also felt that there was no evidence of greater recall error in the 2002 survey, and therefore this was not a plausible explanation for change in the trip count between the two surveys.

In summary however, reflecting the above comments, some caution should be observed when making comparisons between the 1998 and 2002-3 survey findings.

## 2. LEISURE DAY VISITS

### 2.1 : Extent of participation in leisure day visits

#### 2.1.1 : Leisure day visits made within the past two weeks

In 2002-3, 80% of adults in Great Britain had made a leisure day visit within the previous two weeks. This figure is lower than that recorded in any of the three previous years of the survey (85% in 1998, 83% in 1996, and 82% in 1994).

Whilst the proportion of adults in England and Scotland taking day trips in 2002-3 was similar (81% in each case), as in previous years, the proportion of Welsh adults taking such a trip was slightly lower (79%).

For Great Britain, 50% of the adult population had taken a day trip to a town or city during the previous two weeks, whilst just over 21% had visited the countryside on such a trip. Visits to the seaside and coast accounted for 10%. 8% had visited a forest or woodland area, 6% had visited water with boats and 5% water without boats. There were some differences between countries in popularity of destination type: people living in Wales and in Scotland were rather more likely to have made a trip to the seaside/coast (16% and 14% respectively) than their English counterparts (9%).

Around 7% of British adults had taken a day trip whilst on a GB-based holiday during the previous two weeks. It should be noted that these holiday-based trips are excluded from all of the other tables contained in this report. For further information on trips taken on a GB-based holiday, please refer to Appendix 5.4.

**Table 2.1.a** Proportion of adults making a leisure day visit in the past two weeks by country of residence

	Adults living in:			
	GB	England	Scotland	Wales
	%	%	%	%
<b>1994</b>				
Any visit in last two weeks	82	82	81	79
<b>1996</b>				
Any visit in last two weeks	83	84	80	75
<b>1998</b>				
Any visit in last two weeks	85	85	80	78
<b>2002-3</b>				
<b>Any visit in last two weeks</b>	<b>80</b>	<b>81</b>	<b>81</b>	<b>79</b>
Town/city	50	50	50	49
Countryside	21	21	21	20
Seaside/coast	10	9	14	16
Wood/forest	8	8	9	7
Water with boats	6	6	6	3
Water without boats	5	5	6	4

**Table 2.1.b** Proportion of adults making a leisure day visit on a GB-based holiday in the past two weeks by country of residence

	Adults living in:			
	GB	England	Scotland	Wales
	%	%	%	%
<b>1994</b>				
<b>Any visit from a holiday base in last two weeks</b>	7	7	6	8

Note: Holiday-based trips are not included in any of the other tables within this report. For further details, see Appendix 5.4.

Across the adult population as a whole, an average of over four trips had been made in the past two weeks (4.3 trips). Amongst those who had made any leisure day visits in the past two weeks, they had taken, on average, 5.4 such trips. These figures also represent a decrease on the averages recorded in 1998 – on average, 5.8 trips amongst those taking day trips and 4.9 trips amongst the entire adult population, on average.

People living in England made an average of 4.4 trips in the previous two weeks in 2002-3 - slightly more than their Scottish counterparts (4.2 trips), and significantly more than adults in Wales (3.5 trips).

### 2.1.2 : Leisure day visits made within the past year 2002-3

People were also asked whether they had made any trips to each of the three main types of destination within the past 12 months. Overall, during the 2002-3 survey period, 87% of adults had visited a town/city over the past year, 62% visited the countryside and 53% had visited the seaside/coast.

In the past year, seaside/coast trips had been taken by a larger proportion of the Welsh population than was the case in England or Scotland (66%, 52% and 52% respectively). Welsh residents were also slightly more likely to have visited the countryside (65%, 62% and 61% respectively).

In Great Britain as a whole, 40% had visited a wood/forest in the past year. Just over a third (34%) of people had visited a stretch of inland 'water with boats' whilst just under a quarter (24%) had taken a trip to 'water without boats'

People in England were more likely to have taken trips to a wood/forest and to 'water with boats' than people living in Scotland or Wales. Welsh adults were rather more likely to have taken a trip to a stretch of inland 'water without boats'.

**Table 2.2** 2002-3 Proportion of adults visiting destination in the past year

	Adults living in:			
	GB	England	Scotland	Wales
	%	%	%	%
<b>Visit in the last year to:</b>				
Town/city	87	86	85	89
Countryside	62	62	61	65
Seaside/coast	53	52	52	66
Wood/forest	40	40	36	40
Water with boats	34	35	29	27
Water without boats	24	23	24	29

### 2.1.3 : Characteristics of people making leisure day visits in the past two weeks

This section deals briefly with the characteristics of 'trip takers' - here defined as those people making any leisure day visits in the past two weeks. This enables them to be compared with the adult population as a whole, or with those who did not make any leisure day visits in the past two weeks. This section does not take into account the number of trips taken in that period: that is dealt with by examining the characteristics of the trips themselves and is described in more detail in section 2.2.

In terms of their profile by age, sex and social grade, trip-takers were generally fairly similar to the adult population as a whole. However, just under 60% of those making trips to a town/city and to a wood/forest were more likely to be slightly younger (aged under 45) to each of these types of location. These, and other characteristics, are summarised in the following table.

**Table 2.3** General characteristics of trip takers by destination

	All adults		People making leisure day visits in the past two weeks to						
	Any UK destination	Town/ City	Seaside/ Coast	Country side	Woods/ Forest	Boats	No Boats		
	%	%	%	%	%	%	%		
<b>Age:</b>									
Under 45	51	52	58	55	49	59	53		
45+	49	48	42	45	51	41	47		
<b>Sex:</b>									
Male	48	48	46	44	49	52	53		
Female	52	52	54	56	51	48	47		
<b>Social Grade:</b>									
ABC1	51	55	56	58	65	66	62		
C2DE	47	44	42	40	34	32	36		
<b>Car owning household:</b>									
Yes	80	83	84	87	93	91	87		
No	20	17	16	13	7	9	13		
<b>Personal access to car:</b>									
Yes	74	76	78	83	89	88	84		
No	26	24	22	17	11	12	16		
<b>Children in household:</b>									
Yes	32	33	35	35	32	43	30		
No	68	67	65	65	68	57	70		
<b>Working status:</b>									
Full time job	45	47	47	44	49	51	51		
Retired	22	21	19	23	21	17	20		

Most of the survey respondents came from car owning households (80%), as did most trip takers (83%). However, people taking trips to destinations other than towns and cities were rather more likely to come from car-owning households than were adults as a whole. For example, 93% of those taking countryside trips and 91% making woods/forests trips came from car-owning households.

An alternative way of looking at the same information is to show the proportion of people with different characteristics who have visited each of the main types of destination. This is outlined in Table 2.4 for trips taken in the past two weeks.

Table 2.4 Penetration of trip-taking by type of adult

Proportion of adults visiting each type of destination in the last two weeks (row percentages)							
		Town/city	Country-side	Seaside/coast	Woods/forest	Boats	No boats
<b>All Adults</b>	%	50	21	10	8	6	5
<b>Age:</b>							
Under 45	%	57	20	11	9	6	5
45+	%	51	26	11	8	7	6
<b>Sex:</b>							
Male	%	48	22	9	9	7	5
Female	%	52	21	11	7	5	5
<b>Social grade:</b>							
ABC1	%	55	27	12	10	7	6
C2DE	%	45	15	9	5	5	4
<b>Car owning household:</b>							
Yes	%	53	25	11	9	6	5
No	%	40	7	7	4	4	2
<b>Personal access to car:</b>							
Yes	%	53	26	11	9	7	6
No	%	42	9	7	4	4	3
<b>Children in household:</b>							
Yes	%	55	20	11	11	5	5
No	%	48	21	10	7	6	5
<b>Working status:</b>							
Full time job	%	52	23	10	9	7	5
Retired	%	43	20	11	6	5	4

This shows that people with access to private transport are more likely than others to have taken any of the main types of trip. Additionally, the under 45s, ABC1s, and those with children in the household are more likely than others to have taken trips to towns and cities, as are people in full-time work as opposed to those who are retired. All of these factors are likely to be correlated with each other to some degree.

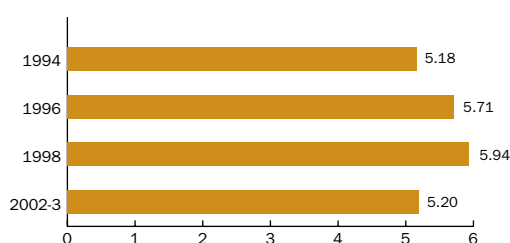
## 2.2 : Scale and value of leisure day visits - Great Britain

### 2.2.1 : Changes in volume and value of leisure day visits between 1994 and 2002-3

In the 12-month period of the survey in 2002-3, there were an estimated 5.2 billion leisure day visits from home in Great Britain. This is a significant decrease on 1998 (-12%) when there were estimated to be 5.9 billion trips. It is also lower than the estimates for 1996 (5.7 billion trips) and similar to that for 1994 (5.2 billion trips).

Figure 2.A 1994-2002-3 (£Billions)

#### Volume of leisure day visits



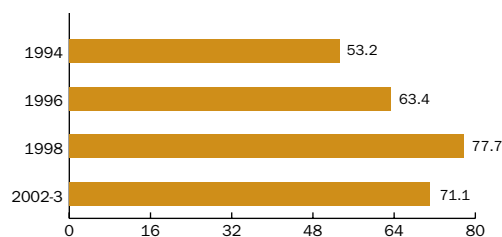
From 1998 to 2002-3, the volume of day visits to towns and cities decreased by 14% (from 4.3 billion to 3.7 billion trips), whilst trips to the countryside also decreased - in this case by 12% (from 1.43 billion to 1.26 billion trips). However, there

was a slight increase in the number of trips reported to the seaside and coast (+11%) from 241 million trips in 1998 to 267 million trips in 2002-3.

In the period between 1998 and 2002-3, the average amount spent per trip increased slightly in real terms (from £13.10 per person per trip in 1998 to £13.70 per person per trip in 2002-3, in 2002 prices<sup>2</sup>). However, reflecting the decline in the overall volume of trips, the expenditure on leisure day visits decreased between 1998 and 2002-3. In 1994, total expenditure on leisure day visits was around £53 billion. This increased to £63 billion in 1996 and then £78 billion in 1998. In 2002-3, reported day trip expenditure dropped to £71 billion.

Figure 2.B 1994-2002-3 (£Billions)

#### Value of leisure day visits

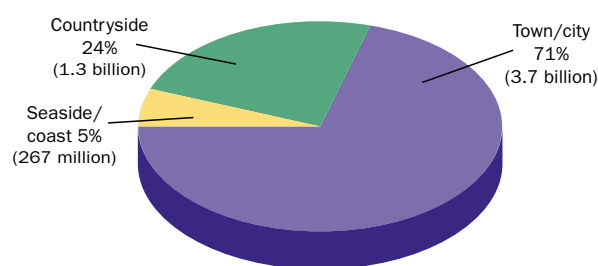


### 2.2.2 : Volume of leisure day visits in 2002-3 by country and location type

Of the total of 5.2 billion trips, people living in England made approximately 4.5 billion. People living in Scotland accounted for 456 million trips whilst the remaining 214 million were made by those living in Wales.

Approximately 71% (3.7 billion trips) were to a town or city. Just under a quarter (24% 1.3 billion trips) were to the countryside and 5% (267 million trips) were to the seaside or coast.

Figure 2.C 2002-3 Destination of leisure day visits



Trips could also be classified within the three main categories, as being to a wood/forest, to 'water with boats' and to 'water without boats'.

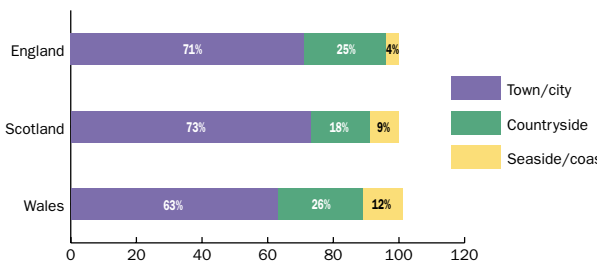
In 2002-3, there were around 252 million trips to a wood/forest, 119 million trips to water with boats, and 134 million trips to water without boats. As a proportion of all trips, 5% were to a wood/forest, while 2% of trips were to water with boats, and 3% were to water without boats.

As Figure 2.D shows, there were some variations in the destination of leisure day visits by country of origin. Trips taken by people living in Scotland were rather more likely to be to towns and cities (73% compared to 71% in England and 63% in Wales). Welsh trips, on the other hand, were more likely to be to the seaside or coast (12% compared to 9% of Scottish and 4% of English trips). English and Welsh trips were rather more likely to be to the countryside (25% and 26% respectively compared to 18% of Scottish trips).

<sup>2</sup> GBDVS 2002-03 Technical report explains method used for conversion to 2002 prices.

Figure 2.D 2002-3

**Destination of leisure day visits by country**



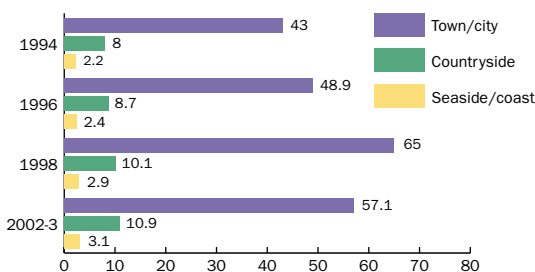
**2.2.3 : Value of leisure day visits in 2002-3**

**Note:** all prices quoted have been adjusted for inflation and are in 2002 prices

The total value of expenditure on leisure day visits over the 12-month period of the survey in 2002-3 was approximately £71 billion. Of this, people living in England spent around £62 billion, people living in Scotland spent £6.2 billion, and people living in Wales spent £3.1 billion. The average expenditure per leisure day visit in 2002-3 was £13.70, an increase of 60 pence on the 1998 figure of £13.10. This was a major increase on the reported 1996 figure of £11.10.

Figure 2.E shows the change in spending on all three trip types between 1994 and 2002-3.

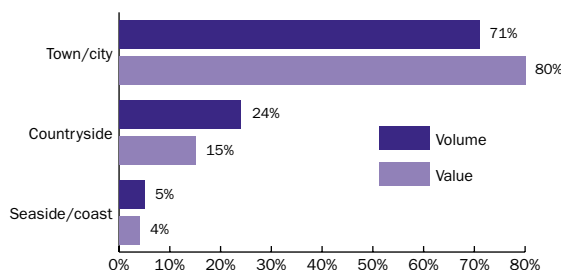
Figure 2.E 1994-2002-3 Expenditure on trips



As in previous years, the average expenditure on trips to a town/city (£15.60) and seaside/coast trips (£11.50) were higher than the expenditure on countryside trips (£8.60). This means that the shares for these destinations when calculated by value differ from the shares by volume. Town/city trips accounted for 80% of the expenditure, countryside trips for 15% and seaside/coast trips for 4%. As Figure 2.F illustrates, this compares with volume shares of 71%, 24% and 5% respectively.

Figure 2.F 2002-3

**Destination shares by volume and value**

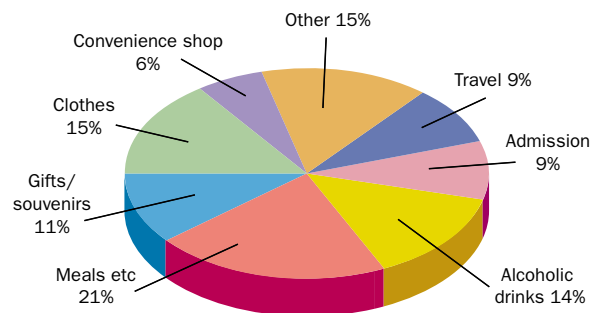


The main items of expenditure on leisure day visits, accounting for over 90 pence in the pound of the total spending (93%) were:

- Meals, snacks, non-alcoholic drinks (£15.7 billion)
- Clothes (£11.0 billion)
- Alcoholic drinks (£10.8 billion)
- Gifts and souvenirs (£8.0 billion)
- Admission tickets (£7.2 billion)
- Fuel (£4.6 billion)
- Convenience shopping (£4.6 billion)
- Fares (£1.7 billion)
- Gardening and plants (£0.9 billion)
- Books, magazines and CDs (£0.9 billion)
- Household goods (£0.7 billion)
- Parking charges (£0.6 billion).

The proportion of these items in relation to the overall expenditure is summarised in Figure 2.G

Figure 2.G 2002-3 Main themes as a proportion of total expenditure



The 'other' category includes spend on items not covered by the other categories such as charitable donations, betting and other 'non-convenience' shopping. Summary figures for the volume and value of leisure day visits are presented in the following table.

Table 2.5 2002-3 Volume and value of leisure day visits

	GB		England		Scotland		Wales	
	Volume (millions)	Value (£bn)	Volume (millions)	Value (£bn)	Volume (millions)	Value (£bn)	Volume (millions)	Value (£bn)
<b>All visits</b>	<b>5204</b>	<b>71.1</b>	<b>4533</b>	<b>61.9</b>	<b>456</b>	<b>6.2</b>	<b>214</b>	<b>3.1</b>
<b>Visits to:</b>								
Town/city	3674	57.1	3207	49.7	333	5.1	134	2.4
Countryside	1262	10.9	1126	9.7	81	0.7	55	0.5
Seaside/coast	267	3.1	200	2.5	42	0.3	25	0.2
Wood/forest	252	1.2	222	1.0	18	0.1	12	0.05
Water with boats	119	1.4	109	1.2	8	0.1	3	0.02
Water without boats	134	1.1	115	1.0	14	0.1	6	0.03

**2.3 : Other characteristics of leisure day visits in 2002-3**

**2.3.1 : Main activities on visits**

The main activity on every leisure day visit was classified into one of 15 categories. The full list of categories is featured in Appendix 5.1. The three most popular activities were going out for a meal or drink (18%), walking, hill walking and rambling (15%), and visiting friends and relatives (14%). Shopping accounted for a further 11% of leisure day visits.

Other activities undertaken by a significant proportion of people included taking part in sports (9%), hobbies and special interests (8%) and entertainment (5%). None of the other activities were undertaken on more than 5% of all leisure day visits.

The seven activities mentioned above accounted for around four in five of the day trips (80%). The table below presents the relative importance of the various main activities, together with corresponding figures for each of the main types of destination.

Table 2.6 2002-3 Main activities by destination

Main activity:	Visits to:			
	All visits %	Town/city %	Countryside %	Seaside/coast %
To eat or drink out	18	19	15	13
Walk, hill-walk, ramble	15	9	32	20
Visit friends, relatives at their home	14	16	10	9
To go shopping (not food and not regular)	11	15	3	5
Take part in sports, active pursuits indoor, outdoor, field, water	9	8	11	7
Hobby or special interest	8	8	8	6
For entertainment (e.g. cinema, theatre, club)	5	7	1	2
To take part in informal sports, games, relaxation & wellbeing	4	4	3	2
Visit leisure attraction, place of interest, special event/exhibition	3	3	5	4
Swimming	3	3	1	3
Visit park or garden	3	3	3	1
Watching live sport or attending a live event (not on TV)	2	3	2	1
Drive, sightsee, picnic, pleasure boating	2	1	2	6
Cycling, mountain biking	1	1	4	1
Visit beach, sunbathe, paddle in sea	1	*	*	21

As in previous years, the most popular activities varied according to the type of destination. For example, shopping was most likely to be undertaken as part of a town/city visit, whilst walking/rambling was more likely to be undertaken on visits to the countryside or to the seaside/coast. This is best illustrated in the following table where the main activities for each destination type are featured.

Table 2.7 Main activities by trip type

Town/city	
• Eat or drink out	19%
• Visit friends, relatives at home	16%
• To go shopping (not food and not regular)	15%
Countryside	
• Walk, hill-walk, ramble	32%
• Eat or drink out	15%
• Take part in sports – indoor, outdoor, field, water	11%
• Visit friends, relatives at home	10%
Seaside/coast	
• Visit beach, sunbathe, paddle in sea	21%
• Walk, hill-walk, ramble	20%
• Eat or drink out	13%

One of the main activities on seaside trips was walking, hill walking or rambling (21% of trips), although this represents a slightly lower market share than was the case in 1998 (27%). It is however in line with the figure recorded in 1996 (20%).

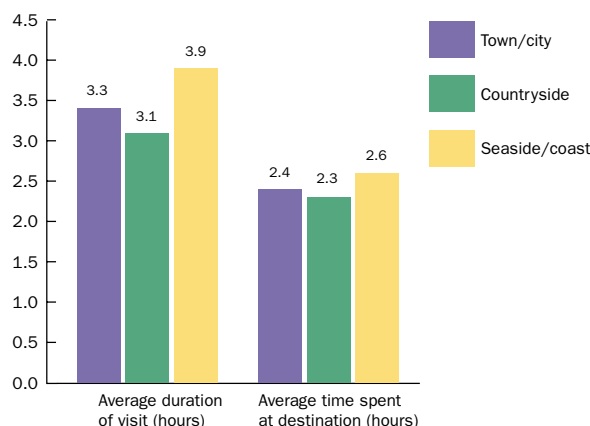
### 2.3.2 : Distance travelled and time spent

In 2002-3, leisure day visits involved an average round trip of around 15-16 miles. This varied considerably by destination: the longest distances were on seaside/coast trips (30 miles) whilst the shortest distances were travelled on town/city trips (13 miles). Countryside trips on the other hand involved average distances of around 19 miles.

The overall average trip distance is similar to that recorded in the previous surveys.

The survey also recorded the total duration of each trip (i.e. including travel time), as well as just the time spent at the destination. In 2002-3, trips lasted an average of 3 1/4-3 1/2 hours in total, with an average of just under 2 1/2 hours spent at the destination. As the chart below indicates, seaside/coast trips involved rather more time than trips to other destinations, lasting just under four hours on average.

Figure 2.H 2002-3 Average duration of visit and average time spent at destination by main destination type



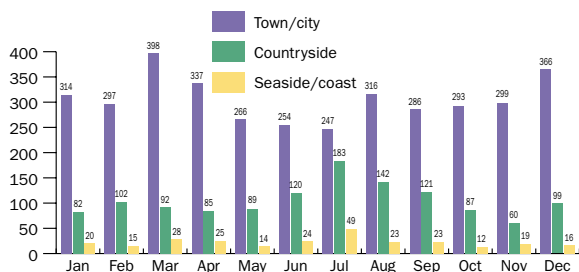
Further analysis of the data highlights that the average durations detailed above mask the large variations in length of visit. For example, although the average time spent at the destination overall was 2.4 hours, over three quarters of trips were less than an hour in duration (28%). Indeed, a higher proportion of trips of up to an hour in length has helped to lower the average duration for countryside trips in particular – with over a third of them being less than an hour in length (34%). This has helped to reduce the average length of stay at the destination to only 2.3 hours for countryside trips. With 32% of countryside trips having the main purpose of walking (including walking with dogs), this type of trip tends to be shorter and this helps to further explain the shorter average duration.

### 2.3.3 : When leisure day visits were made

Leisure day visits were an all-year-round activity, with little difference in the overall volumes between summer and winter. Seaside and countryside trips tended to display the greatest seasonal variations - in each case, the number peaked in July, although Easter's timing in late March helped to inflate the seaside figures for that month. There was rather less seasonal variation for town/city trips however - this is summarised in Figure 2.I, with further details in the main tables.



Figure 2.I 2002-3 Destinations throughout the year (millions of trips)

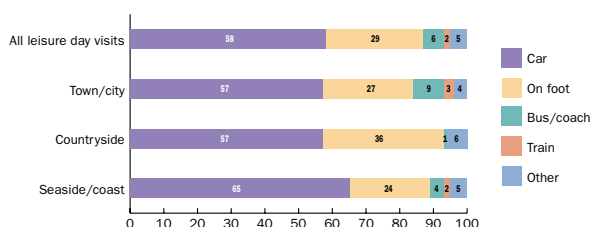


### 2.3.4 : Main form of transport

The main form of transport refers to that used for the longest part of the trip, in terms of distance. The car was the main form of transport for more than half of all trips (58%), although it accounted for almost two thirds of seaside/coast trips (65%). This is not surprising given that these trips tended to involve significantly longer distances. Walking was the next most common form of transport overall, accounting for a further 29% of trips. On countryside trips it was rather more popular - some 36% of trips to the countryside involved walking as the main form of transport. Once again, this reflects the fact that a large proportion of these trips involved short journeys for dog walking, thus illustrating the importance of the countryside resource in the vicinity of towns and other urban areas.

These patterns applied generally across all three countries.

Figure 2.J 2002-3 Main form of transport by type of trip



### 2.3.5 : Party size and composition

Following the patterns of previous years, most leisure day trips were made in the company of other people, with an average party size of 2.5 adults, rising to 2.8 people if children were included. Parties of two or more adults accounted for around half of all visits (47%), while mixed parties of adults and children accounted for a further 18%. Around one third of day visits (33%) were made by adults on their own.

Seaside visits had the highest proportion of parties comprising adults with children (28%). The proportion of countryside trips where people were on their own (38%) was higher than for town/city or seaside trips and rose to 50% for wood/forest trips (the vast majority of which took place as part of a countryside visit).

Party composition was fairly similar for all three countries, although party size was very slightly higher for Scotland (3.0) than for England (2.8) or Wales (2.9).

### 2.3.6 : Purchase of local products

In the 2002-3 survey, there was also interest in the extent to which those taking day visits purchased locally-made products, either to eat, drink or take home as gifts. As can be seen below, such purchases were made on around 3% of trips.

Table 2.8 Proportion of day trips where local products purchased

	Adults living in:			
	GB %	England %	Scotland %	Wales %
Fruit and vegetables	1	1	1	1
Dairy products	1	1	0	0
Meat or fish	0	0	0	1
Bakery products	1	1	1	1
Art and craft products	0	0	0	0
Drinks (eg. local beer, cider, wine)	1	1	1	0
Sweets, fudge, rock, etc.	0	0	1	0
Jams and preserves	0	0	0	0
None of these	97	97	97	97

### 2.3.7 : Visits to woods/forests, 'water with boats', and 'water without boats'

Visits to the three main destinations - town/city, countryside and seaside/coast - could also be recorded as involving visits to woods/forests, 'water with boats' and 'water without boats'.

Most visits to **woods and forests** took place on a countryside trip (87%) and accounted for one in six of such trips (17%); the remainder took place on town/city or seaside trips.

Walking was the main activity on over three in five of wood/forest trips (62%) followed by cycling (8%). Four in five of the trips to woods and forests were described as 'regular' (81%) - a higher proportion than for day trips overall (69%). The average round trip distance travelled (15.0 miles) was lower than for countryside trips as a whole (18.7 miles) and more wood/forest trips (50%) were taken unaccompanied by other people. The average duration (2.5 hours) and the average amount spent (£4.70) were lower than for all other trip types. Walking was the main mode of transport on these trips (57%). In most other respects, wood/forest trips were similar to countryside trips.

Visits to **water with boats** were also more likely to take place on countryside trips (61%), although a larger proportion occurred on town/city trips than was the case for trips to woods and forests (32%). The remainder took place on seaside trips. Some 63% of these trips were undertaken on a regular basis.

Longer distances were travelled to reach water with boats - 30.4 miles - than on most other trips. The main activity was walking (34%). Some 5% described their main activity as 'drive/sight-see/picnic/pleasure boating' - a higher proportion than amongst day trips generally (2%). Eating/drinking out was another important activity (14%), whilst the car was the main mode of transport on 53% of these trips. The average duration was 3.8 hours and was higher than the average for all trips. The average amount spent (£11.40) was lower than for town/city trips, but higher than for countryside trips generally and similar to seaside trips.

Just over two-thirds of visits to **water without boats** took place on countryside trips (67%), but again, a significant minority of these trips took place on day trips to towns/cities (30%). The main activity on over half of the trips was walking (54%).

On these trips, significantly shorter round trip distances were travelled to reach 'water without boats' - 17.7 miles - than was the case for 'water with boats', and this is also reflected in a shorter average trip duration (3.2 hours). The main activity was walking (54%) and the average expenditure was somewhat lower (£8.30) than for trips to 'water with boats'.

### 2.3.8 : Visits to National Parks and Areas of Outstanding Natural Beauty in England and Wales

In the 2002-3 survey, some additional questions were included to determine whether or not respondents had visited National Parks or Areas of Outstanding Natural Beauty (AONBs) in England and Wales over the past 12 months. Overall, some 30% of British adults had visited National Parks over that period whilst 13% had visited an Area of Outstanding Natural Beauty.

Amongst those who claimed to have visited a National Park, on further probing, only 84% of them had visited an actual area designated as a National Park - the other 16% had mentioned areas which were not National Parks. The proportion was even smaller amongst those who claimed to have visited AONBs - only 56% of the 13% who claimed to have done so had actually visited an AONB over the previous 12 months.

Table 2.9 (2002-3) Proportion of adults visiting designated areas in the past year

Proportion of adults visiting designated areas in the past year (2002-3) <sup>3</sup>				
	GB	England	Scotland	Wales
Visit in the last year to:	%	%	%	%
	(millions)	(millions)	(millions)	(millions)
<b>National Parks</b>				
- claimed visits	30 (13.6m)	32 (12.4m)	10 (0.4m)	35 (0.8m)
- actual visits	25 (11.4m)	26 (10.3m)	8 (0.3m)	33 (0.8m)
<b>Areas of Outstanding Natural Beauty</b>				
- claimed visits	13 (5.9m)	14 (5.4m)	2 (0.1m)	13 (0.3m)
- actual visits	7 (3.3m)	8 (3.0m)	1 (0.04)	10 (0.2m)

<sup>3</sup> Table 2.9 is respondent-based. It does not record the total number of trips to National Parks or AONBs in a year.

## 2.4 : English Regional Analysis

The survey also gathered a great deal of regional information on day tripping in Great Britain. In particular, with such large sample sizes, it is possible to analyse the characteristics of day tripping within the standard Government Office Regions (GORs) in England. At this level, day tripping can be analysed in two ways – by origin and destination.

### 2.4.1 : Government Office Regions as ORIGINS of day trips

In terms of origin, the main generators of leisure day visits across the Government Office Regions (GORs) of England in 2002-3 were the South East (765 million trips), the North West (699 million trips) and London (628 million trips). Town/city day visits were most likely to be taken by residents of London (580 million), whilst trips to the seaside/coast were most likely amongst residents of the South East and South West (50 million trips in each case). Trips to the countryside were most likely amongst residents of the North West and the South East (216 million and 204 million respectively). Average expenditure per day trip was highest amongst residents

of the South East (£16.10) and lowest amongst residents of the North East (£10.00). Across the year, total expenditure on day visits was highest amongst South East residents (£12.3 billion), followed by those resident in the North West (£9.3 billion) and residents of London (£8.9 billion). The average trip duration and time spent at the destination did not vary greatly across the GORs, however average round trip distance travelled varied from 10.2 miles amongst London residents to 17.7 miles for residents of the East and West Midlands and 17.6 miles for residents of the South West.

Table 2.10 (2002-3) Government Office Regions as ORIGINS of leisure day visits

	North East	North West	Yorks/ Humb	West Midlands	East Midlands	East of England	London	South East	South West
<b>All Trips</b>	254m	699m	523m	454m	333m	499m	628m	765m	377m
- Town/city	186m	459m	376m	359m	228m	320m	580m	511m	186m
- Seaside/coast	24m	24m	17m	1m	3m	28m	4m	50m	50m
- Countryside	44m	216m	131m	94m	102m	150m	43m	204m	141m
<b>Av. £ per trip</b>	<b>£10.00</b>	<b>£13.30</b>	<b>£13.50</b>	<b>£10.80</b>	<b>£14.60</b>	<b>£13.60</b>	<b>£14.20</b>	<b>£16.10</b>	<b>£13.70</b>
<b>Total Expenditure</b>	<b>£2.53bn</b>	<b>£9.32bn</b>	<b>£7.09bn</b>	<b>£4.90bn</b>	<b>£4.85bn</b>	<b>£6.77bn</b>	<b>£8.94bn</b>	<b>£12.30bn</b>	<b>£5.18bn</b>
<b>Av. Trip duration (hrs)</b>	3.3	3.2	3.2	3.3	3.3	3.2	3.2	3.5	3.3
<b>Av. time at dest. (hrs)</b>	2.4	2.3	2.3	2.5	2.4	2.3	2.3	2.5	2.4
<b>Av. Distance (miles)</b>	16.4	14.5	13.6	17.7	17.7	15.6	10.2	15.7	17.6

### 2.4.2 : Government office regions as DESTINATIONS of day trips

In terms of destination, the largest number of day trips were taken to the South East (809 million trips). The next main destination was the North West (662 million trips) and then London (580 million trips). Town/city day visits were most likely to be taken to London (559 million trips) and the South East (510 million trips). The South East was also the most likely destination for seaside/coast trips (53 million) followed by the South West (48 million) and the East of England (30 million). Countryside trips were most likely in the South East (246 million) followed by the North West (194 million).

Average expenditure per day trip was highest on trips taken to the South East (£16.60) and lowest on trips to the North East (£9.80). Across the year, total expenditure on day visits was highest on trips taken to the South East (£13.4 billion), followed by the North West (£10.1 billion) and London (£7.7 billion). The average trip duration and time spent at the destination did not vary greatly across the GORs, however average round trip distance travelled varied from 11.4 miles on trips to the North East to 17.8 miles on trips to the West Midlands.

Table 2.11 (2002-3) Government Office Regions as DESTINATIONS of leisure day visits

	North East	North West	Yorks/ Humb	West Midlands	East Midlands	East of England	London	South East	South West
<b>All Trips</b>	227m	662m	465m	467m	348m	488m	580m	809m	324m
- Town/city	171m	445m	332m	353m	228m	321m	559m	510m	165m
- Seaside/coast	22m	23m	8m	0m	12m	30m	0m	53m	48m
- Countryside	35m	194m	125m	114m	108m	137m	21m	246m	111m
<b>Av. £ per trip</b>	<b>£9.80</b>	<b>£15.20</b>	<b>£11.20</b>	<b>£11.70</b>	<b>£14.30</b>	<b>£14.40</b>	<b>£13.30</b>	<b>£16.60</b>	<b>£13.10</b>
<b>Total Expenditure</b>	<b>£2.23bn</b>	<b>£10.08bn</b>	<b>£5.19bn</b>	<b>£5.48bn</b>	<b>£4.96bn</b>	<b>£7.05bn</b>	<b>£7.74bn</b>	<b>£13.45bn</b>	<b>£4.24bn</b>
<b>Av. Trip duration (hrs)</b>	3.1	3.2	3.2	3.4	3.5	3.3	3.3	3.4	3.2
<b>Av. time at dest. (hrs)</b>	2.3	2.3	2.3	2.5	2.6	2.4	2.3	2.4	2.4
<b>Av. Distance (miles)</b>	11.4	13.6	16.3	17.8	16.1	15.5	11.7	15.4	16.6

### 3. TOURISM LEISURE DAY VISITS

This section is confined to 'tourism' leisure day visits, which are a subset of all home based leisure day trips. Tourism visits are here defined as those leisure day visits which lasted three hours or more and were not taken on a regular basis; this is the same definition as used in the 1996 and 1998 Day Visits Surveys and as used on the last dedicated survey of tourism day trips (1991-1992).

During the 2002-3 period, just under half of British adults had taken a tourism day trip in the two week period prior to interview (46%). There were no major variations by country of origin: English adults were slightly more likely to have taken a tourism day trip than their Scots or Welsh counterparts (46%, 45% and 43% respectively)

#### 3.1 : Characteristics of people making tourism day visits

This section deals briefly with the characteristics of 'tourism trip takers' - here defined as those people making 3+ hour leisure day visits in the past two weeks. This enables them to be compared with the adult population as a whole. This section does not take into account the number of trips taken in that period: that is dealt with by examining the characteristics of the trips themselves and is described in more detail in section 3.2.

In terms of their profile by age, sex and social grade, tourism trip-takers tended to be slightly younger, were rather more likely to be male, were more likely to be ABC1s and to own a car, and slightly more likely to have children in the household. These and other characteristics, are summarised in the following table.

Table 3.1 General characteristics of tourism trip takers by country

People making tourism day visits in the past two weeks from					
	All adults	Great Britain	England	Scotland	Wales
		%	%	%	%
<b>Age:</b>					
Under 45	51	54	54	58	52
45+	49	46	46	42	48
<b>Sex:</b>					
Male	48	46	46	48	46
Female	52	54	54	52	54
<b>Social Grade:</b>					
ABC1	51	59	59	55	53
C2DE	47	40	39	45	46
<b>Car owning household:</b>					
Yes	80	83	84	87	93
No	20	17	16	13	7
<b>Personal access to car:</b>					
Yes	74	80	80	75	84
No	26	21	20	25	16
<b>Children in household:</b>					
Yes	32	35	35	34	35
No	68	65	65	66	65
<b>Working status:</b>					
Full time job	45	47	47	46	49
Retired	22	19	19	17	19

### 3.2 : Scale and value of tourism day visits

#### 3.2.1 : 1996 – 2002-3 Changes in volume and value of tourism day visits

The estimate for the total number of home based tourism day visits in 2002-3 was just under 1.1 billion, compared with just under 1.3 billion in 1998 and 1.2 billion in 1996. This represents a decrease of 15% in the volume of tourism day visits since 1998, a similar decline to that for day visits as a whole (-12%). Thus in 2002-3, tourism trips accounted for 21% of all home based leisure trips (a similar proportion to 1998).

The average expenditure per tourism trip increased slightly between 1998 and 2002-3, from £27.00 to £27.70 (+3%) - a slightly smaller increase than that for all day visits (+5%). However, at almost £28 per day trip, expenditure per tourism trip was more than double that for all trips as a whole (£13.70).

#### 3.2.2 : 2002-3 Volume and value of tourism day visits

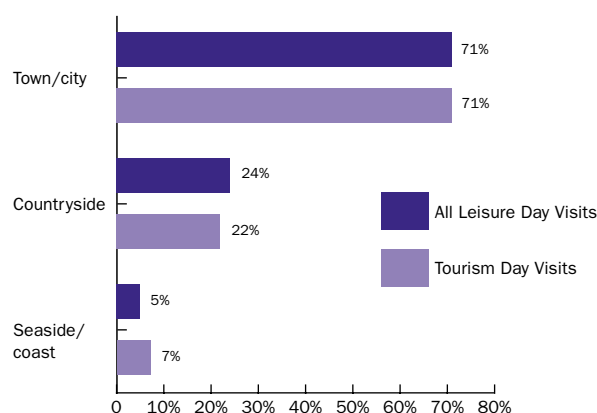
People living in England accounted for 87% (934 million) of all tourism trips taken, whilst those living in Scotland and Wales accounted for 9% (98 million) and 4% (46 million) respectively. Virtually all tourism day trips took place within the country of origin. Comparison with the 1998 figures suggests that the largest proportional decline in the number of tourism trips was in England (-17%). This compares with a decline of 2% in Wales and an increase of 4% in Scotland.

The average expenditure on tourism trips increased between 1998 and 2002-3 by around £0.70 per trip, with the biggest increase in Wales (around £4). This was higher than the GB average and therefore, when combined with the number of trips, Wales accounts for a slightly larger share of the value compared with the volume (5% compared with 4%). Of the total expenditure on tourism trips of just under £30 billion (£29.8 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.

As with leisure day visits as a whole, the largest proportion of tourism trips were taken in towns/cities (71%). However the proportion of tourism day visits made to seaside destinations (7%) was slightly higher than for leisure day visits as a whole (5%). This is a fairly similar pattern to 1998.

Figure 3.A 2002-3 Volume share by destination type for:

- all leisure day visits and
- tourism day visits



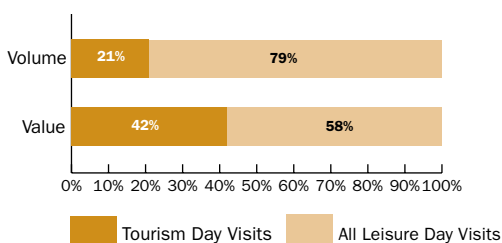
As noted earlier, the average amount spent per tourism day trip in 2002-3 was £27.70, some £14 more than the average for leisure day visits as a whole (£13.70). This higher rate of spending applied across all types of destination.

**Table 3.2 Average spent per visit**

	All leisure day visits	Tourism day visits
<b>All</b>	<b>£13.70</b>	<b>£27.70</b>
Town/city	£15.60	£30.80
Countryside	£8.60	£20.70
Seaside/coast	£11.50	£18.50

The higher average expenditure on tourism trips means that, whilst accounting for only 21% of all leisure day trips, they accounted for 42% of total expenditure.

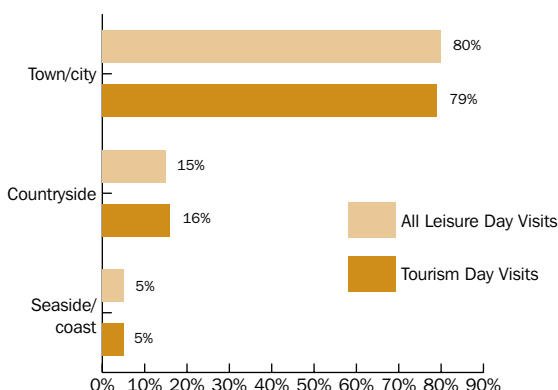
**Figure 3.B 2002-3 Tourism day visits as a percentage of all day visits - volume and value**



The different levels of expenditure by destination mean that their shares by value differ from the shares by volume. Town/city visits accounted for 79% of the expenditure on tourism trips, countryside visits for 16% and seaside visits for 5%.

**Figure 3.C 2002-3 Value share by destination type for:**

- i) all leisure day visits and
- ii) tourism day visits



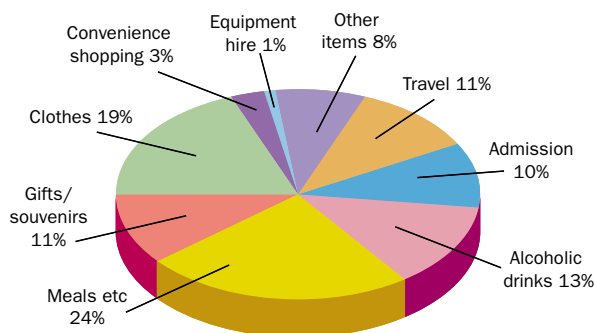
The main tables (Table 16) also contain figures on the volume and value of trips that included visits to woods/forests, and to water with and without boats.

The main items of expenditure on tourism trips were:

- Meals, snacks, non-alcoholic drinks (£7.2 billion)
- Clothes (£5.8 billion)
- Alcoholic drinks (£4.0 billion)
- Gifts and souvenirs (£3.4 billion)
- Admission tickets (£2.9 billion)

- Fuel (£2.1 billion)
- Convenience shopping (£1.0 billion)
- Fares (£0.8 billion)
- Parking charges (£0.4 billion)
- Books, magazines and CDs (£0.3 billion)
- Gardening and plants (£0.2 billion)

**Figure 3.D 2002-3 Main themes as a proportion of tourism trip expenditure**



The 'other' category includes spend on items not covered by the other categories such as charitable donations, betting and other 'non-convenience' shopping.

### 3.3 : Other characteristics of tourism day visits in 2002-3

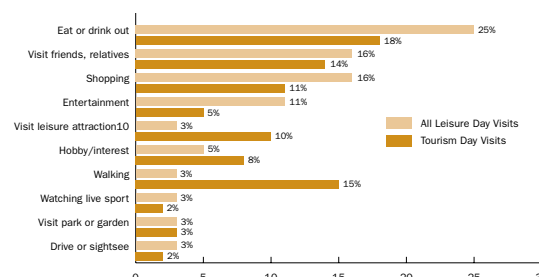
#### 3.3.1 : Main activities on visits

The profile of main activities on tourism day visits differs noticeably from the profile of leisure day visits as a whole. These figures, illustrated in the chart below, are broadly similar to those from previous years of the survey. Whilst going out for a meal or drink and visiting friends and relatives remain the most popular activities, other activities such as shopping and entertainment assume greater prominence on tourism trips. The most noticeable difference in the reverse direction is evident for walking/hill-walking/rambling: this activity accounts for 15% of leisure day visits as a whole but only 3% of tourism day visits.

Clearly therefore, this suggests that certain activities are more likely to be undertaken on shorter trips than others – walking (which includes dog walking) is the main example of this. However day trips for hobbies and special interest also fall into this category. Tourism day trips – longer in duration – were more likely to encompass a wider range of activities. In particular, visiting leisure attractions and entertainment were two-three times more likely to take place on a 3+ hours' trip.

**Figure 3.E 2002-3 Frequency of selected activities for:**

- i) all leisure day visits and
- ii) tourism day visits



The main activities undertaken on tourism day visits varied by destination. As can be seen from the table below, eating and drinking out accounted for around a quarter of all of the town/city and countryside trips (26% and 24% respectively), but only around one in six of seaside trips (16%). Shopping was more likely on a town trip (20%), whilst visits to attractions or places of interest were more common on countryside trips (18%). Going for a drive/sightsee on the other hand was more likely to form part of a seaside trip (10%) than a town/city trip (2%) or even countryside trip (5%).

**Table 3.3** Main activities on tourism visits by destination

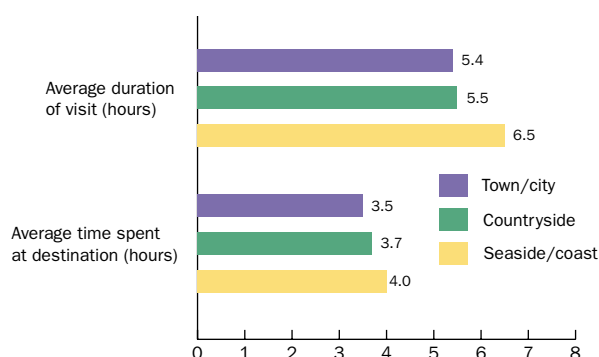
Main activity:	Visits to:			
	All visits %	Town/city %	Countryside %	Seaside/coast %
To eat or drink out	25	26	24	16
Visit friends, relatives at their home	16	17	15	14
To go shopping (not food and not regular)	16	20	5	5
For entertainment (e.g. cinema, theatre, club)	11	14	3	3
Visit leisure attraction, place of interest, special event/exhibition	10	8	18	8
Hobby or special interest	5	4	6	4
Watching live sport or attending live event (not on TV)	3	3	2	2
Walk, hill-walk, ramble	3	1	8	4
Drive, sightsee, picnic, pleasure boating	3	2	5	10
Visit beach, sunbathe, paddle in sea	2	*	*	24
Take part in sports or active pursuits indoor, outdoor, field, water	2	1	4	2
Visit park or garden	2	2	6	1
To take part in informal sports, games, relaxation and wellbeing	1	1	2	1
Cycling, mountain biking	*	*	1	2
Swimming	*	*	-	1

### 3.3.2 : Distance travelled and time spent

In 2002-3, tourism day visits involved an average round trip of around 35 miles - much longer than the average trip length of day visits generally (15-16 miles). This varied considerably by destination: the longest distances were on seaside trips (62 miles) whilst the shortest distances were for town/city tourism day trips (30 miles). The average for countryside was 41 miles.

The survey also recorded the total duration of each tourism day trip (i.e. including travel time), as well as just the time spent at the destination. In 2002-3, trips lasted an average of 5 1/2 hours in total, with an average of just over 3 1/2 hours spent at the destination. As the chart below indicates, seaside tourism day trips were longer than trips to other destinations, lasting for around 6 1/2 hours on average.

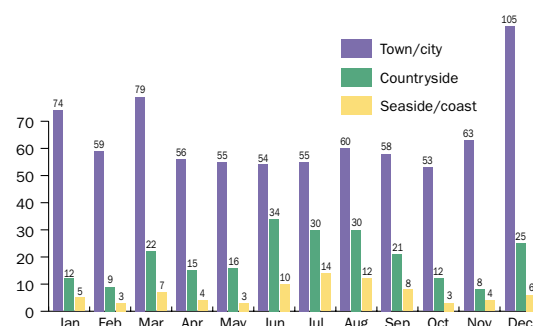
**Figure 3.F** 2002-3 Average duration of tourism day visit and average time spent at destination by main destination



### 3.3.3 : When tourism day visits were made

Tourism day visits were an all-year-round activity, with little difference in the overall volumes between summer and winter. That said, tourism day trips to towns/cities were rather more likely in the December-March period than during the summer. Conversely, tourism day trips to the seaside/coast and countryside were more common in the June-August period.

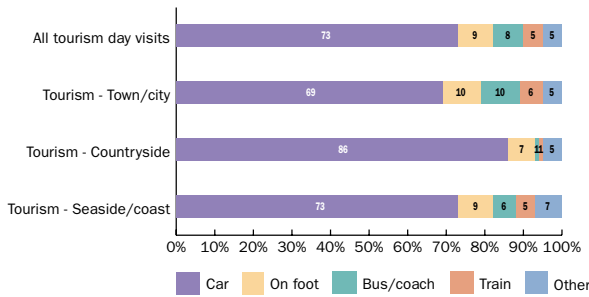
**Figure 3.G** 2002-3 Destination of tourism day visits throughout the year (millions of trips)



### 3.3.4 : Main form of transport

The main form of transport refers to that used for the longest part of the tourism day trip, in terms of distance. The car was the main form of transport for almost three quarters of all trips (73%), although it accounted for almost nine in ten of countryside trips (86%). This is not surprising given that these trips tended to involve significantly longer distances. Walking was the next most common form of transport overall, accounting for 9% of all tourism day trips.

**Figure 3.H 2002-3 Main form of transport by type of tourism day trip**



### 3.3.5 : Party size and composition

Most tourism day trips were made in the company of other people, with an average party size of 3.4 adults, rising to 3.9 people if children were included. Parties of two or more adults accounted for around two thirds of all visits (64%), while mixed parties of adults and children accounted for a further 23%. Only one in ten tourism day visits (10%) were made by adults on their own.

Visits to the seaside was the category with the highest proportion of parties comprising adults with children (34%). Party composition was fairly similar for all three countries, although party size was very slightly higher for Scotland (4.2) than for England (3.9) or Wales (3.8).

## 3.4 : English Regional Analysis

### 3.4.1 : Government Office Regions as ORIGINS of tourism day trips

In terms of tourism day visits, the main generating regions were the South East (185 million trips), London (140 million trips), the North West (117 million trips) and the East of England (117 million trips). Town/city tourism day visits were most likely to be taken by residents of London (128 million) and residents of other parts of the South East (120 million). Trips to the seaside/coast were most likely amongst residents of the South West (16 million trips), the East of England (12 million) and the South East (11 million). Trips to the countryside were most likely amongst residents of the South East (54 million trips).

Average expenditure per tourism day trip was highest amongst residents of the East Midlands (£38.40) and lowest amongst residents of the West Midlands (£21.10). Across the year, total expenditure on tourism day visits was highest amongst South East residents (£5.5 billion), followed by residents of London (£4.1 billion). The average tourism day trip duration and time spent at the destination did not vary greatly across the GORs, however average round trip distance travelled varied from 22.9 miles amongst London residents to 54.6 miles for residents of the East Midlands.

**Table 3.4 (2002-3) Government Office Regions as ORIGINS of leisure day visits**

	North East	North West	Yorks/ Humb	West Midlands	East Midlands	East of England	London	South East	South West
<b>All Trips</b>	39m	117m	94m	87m	60m	117m	140m	185m	96m
- Town/city	25m	81m	72m	70m	41m	75m	128m	120m	51m
- Seaside/coast	4m	9m	7m	0m	2m	12m	4m	11m	16m
- Countryside	10m	28m	15m	16m	17m	30m	9m	54m	29m
<b>Av. £ per trip</b>	<b>£28.00</b>	<b>£26.20</b>	<b>£26.60</b>	<b>£21.10</b>	<b>£38.40</b>	<b>£24.00</b>	<b>£29.20</b>	<b>£29.70</b>	<b>£28.50</b>
<b>Total Expenditure</b>	<b>£1.08bn</b>	<b>£3.07bn</b>	<b>£2.49bn</b>	<b>£1.83bn</b>	<b>£2.30bn</b>	<b>£2.82bn</b>	<b>£4.09bn</b>	<b>£5.49bn</b>	<b>£2.73bn</b>
<b>Av. Trip duration (hrs)</b>	5.4	5.5	5.2	5.5	6.1	5.1	5.5	6.0	5.1
<b>Av. time at dest. (hrs)</b>	3.3	3.7	3.5	3.9	3.8	3.5	3.5	3.8	3.5
<b>Av. Distance (miles)</b>	47.0	35.8	31.3	36.0	54.6	33.5	22.9	33.6	34.6

### 3.4.2 : Government Office Regions as DESTINATIONS of tourism day trips

Across the English Government Office regions, the largest number of tourism day trips were taken to the South East of England (194 million trips). Next most popular was London (130 million trips), the East of England (120 million trips), and the North West (106 million). Town/city tourism day visits were most likely to be taken to London (129 million) and to other parts of the South East (117 million). Trips to the seaside/coast were most likely to be taken to the South West (14 million), the South East (14 million) and the East of England (13 million). Trips to the countryside were most likely to be taken to the South East (62 million trips).

Average expenditure per tourism day trip was highest on trips to the East Midlands (£33.20), and to the South East (£31.60). It was lowest on trips to Yorkshire and Humberside (£21.90). Across the year, total expenditure on tourism day visits was highest on trips to the South East (£6.1 billion). The average tourism day trip duration varied from 4.8 hours in the South West and the North East to 6.3 hours in London. Time spent at the destination did not vary too much across the GORs however. Average round trip distance travelled varied from 27.5 miles on trips to the North West to 45.4 miles on trips to the East Midlands.

**Table 3.5 (2002-3) Government Office Regions as DESTINATIONS of tourism day visits**

	North East	North West	Yorks/ Humb	West Midlands	East Midlands	East of England	London	South East	South West
<b>All Trips</b>	31m	106m	87m	93m	71m	120m	130m	194m	79m
- Town/city	24m	76m	69m	75m	39m	76m	129m	117m	41m
- Seaside/coast	2m	7m	5m	0m	5m	13m	0m	14m	14m
- Countryside	5m	23m	13m	18m	27m	31m	1m	62m	23m
<b>Av. £ per trip</b>	<b>£25.40</b>	<b>£26.30</b>	<b>£21.90</b>	<b>£27.50</b>	<b>£33.20</b>	<b>£24.40</b>	<b>£28.50</b>	<b>£31.60</b>	<b>£26.70</b>
<b>Total Expenditure</b>	<b>£0.80bn</b>	<b>£2.80bn</b>	<b>£1.90bn</b>	<b>£2.55bn</b>	<b>£2.37bn</b>	<b>£2.93bn</b>	<b>£3.69bn</b>	<b>£6.12bn</b>	<b>£2.10bn</b>
<b>Av. Trip duration (hrs)</b>	4.8	5.2	5.3	5.6	5.8	5.2	6.3	5.6	4.8
<b>Av. time at dest. (hrs)</b>	3.1	3.7	3.4	4.0	3.9	3.6	3.6	3.7	3.4
<b>Av. Distance (miles)</b>	30.1	27.5	41.4	32.4	45.4	32.4	32.9	33.2	31.4