



Summary of the 2002-03 Leisure Day Visits
Survey for England, Wales and Scotland

ABOUT THE SURVEY

A consortium of national agencies responsible for recreation and tourism in Great Britain selected TNS Travel & Tourism to carry out the 2002-3 GB Day Visits 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) and,
- to 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.

There are a number of fairly minor methodological variations in the 2002-3 survey compared with the previous survey in 1998. Consequently, some care should be taken when comparing the results as they are not directly comparable. In particular, interviews were only undertaken with adults aged 16 years and over - in the previous survey, adults aged 15+ were interviewed.

As with all sample surveys, statistical margins of error are associated with all of the results and therefore care should be taken when interpreting the findings. Details of the sampling errors for the survey are published in the technical report of the survey.

Note that all expenditure figures quoted in this summary leaflet are expressed in 2002 prices (they have been converted to take account of inflation).

Leisure Day Visits

Leisure day visits are defined as round trips made from home for leisure purposes to locations anywhere in Great Britain. 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 on the day visit. Leisure visits from a work address (e.g. to visit the gym after work) are included if the person started out from and returned home that day.

Destinations

All leisure day visits are classified into 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, and navigable and non-navigable inland waters, referred to as trips to 'water with boats' and 'water without boats' respectively.

Interviewing

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. 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 prior to the day of interview.

DAY VISITS: MAIN FACTS FOR 2002-3

- 80% of the adult population took a day trip over the previous 2 week period.
- Proportions of adults taking day trips over the past year varied by location - town/city (87%), countryside (62%), seaside/coast (53%).
- There were 5.2 billion leisure day visits during 2002/3.
- Total expenditure in 2002/3 was £71.1 billion.
- Just over seven in ten visits were to a town or city (71%), just under a quarter were to the countryside (24%), and 5% were to the seaside or coast.
- Day visits were an all-year-round activity.
- The average visit took around 3¹/₄ - 3¹/₂ hours; just under 2¹/₂ hours at the destination and around 1 hour travelling. People took longer getting to and from the seaside (just under 2 hours) and spent longer when they were there (over 2¹/₂ hours).
- The most popular activities were eating and drinking out (18%), walking (15%), visiting friends and relatives (14%), and going shopping (11%).
- The car was the main mode of transport used for nearly three trips in every five (58%), followed by walking (29%).
- The average amount spent per trip was £13.70; £15.60 on town/city trips, £11.50 on seaside trips, and £8.60 on countryside trips.
- Two thirds of all visits took place in groups, rather than alone, and just under a fifth of these visits involved children as well as adults. The average party size was 2.8.
- The average distance travelled for trips varied by destination: town/city (13.2 miles), countryside (18.7 miles), seaside/coast (30.5 miles).

CHANGES OVER TIME

- Between 1998 and 2002/03 the estimated number of leisure day visits changed from 5.9 billion to 5.2 billion, a significant decrease. It is also lower than estimates for 1996 (5.7 billion trips) but similar to estimates for 1994 (5.2 billion trips).
- The volume of day visits to towns/cities decreased by 14% (from 4.3 billion to 3.7 billion trips) between 1998-2002/3. Trips to the countryside also decreased by 12% (from 1.43 billion to 1.26 billion trips), while trips to seaside/coast increased (+11%), from 241 million trips in 1998 to 267 million trips in 2002-3, reflecting the trend reported for countryside and seaside/coast day visits in 1998.

- The average amount spent per trip rose from £13.10 in 1998 to £13.70 in 2002/3 (in 2002 prices). 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 to £78 billion in 1998. In 2002-3, reported day trip expenditure declined to £71 billion. All of these figures have been converted to 2002 prices.

LEISURE DAY VISITS AS TOURISM

Tourism leisure day visits are recorded as a subset of all leisure day visits. They are defined as activities undertaken by people travelling to, and staying in places **outside their usual environment** within any day. By counting as 'tourism' only those trips lasting 3 or more hours, and not made on a regular basis, we have used the same definition as in the 1996 and 1998 Day Visits Surveys, and the last dedicated survey of tourism day trips (1991-1992).

This represents around **1.1 billion** longer, non-regular trips in 2002/3 that are defined as **tourism leisure day trips** accounting for 21% of all home based leisure trips (a similar proportion to 1998). This compares 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 (-14%).

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%). Consistent with the longer duration of tourism day trips, expenditure per tourism trip was, at £27.70, more than double that for all trips.

Total expenditure on tourism day trips was £29.8million in 2000/3. People living in England spent £25.9 billion, those in Scotland spent £2.5 billion, and those in Wales spent £1.4 billion

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 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.

FURTHER INFORMATION

The full report is available as a pdf from www.countryside.gov.uk. A full printed report (CAX14) with data tables on CD ROM is available, priced £15 from: Countryside Agency Publications, PO Box 125, Wetherby, West Yorkshire LS2 7EP. Tel: 0870 120 6466. Email: countryside@twoten.press.net

LEISURE DAY VISITS IN GREAT BRITAIN

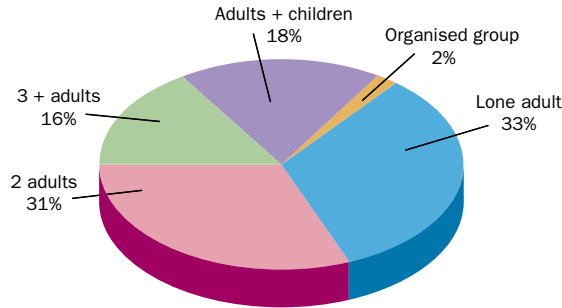
Over the 12 months of the survey in 2002/3, the survey estimated that **5.2 billion leisure day visits** were made from home, with a total expenditure of **£71 billion**.

Who made the visits?

Most day visits were social occasions in the company of others. 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%. One third of day visits (33%) were made by adults on their own. The average size of all parties was 2.5 adults, increasing to 2.8 people if children were included.

Figure 1

Who went on the Day Visits?



Where did they go?

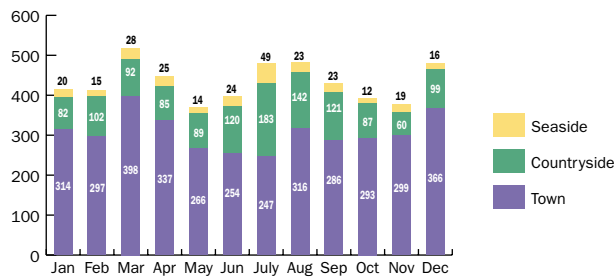
Most day visits were made to a town/city (71%); just under a quarter were to the countryside (24%) and 5% were to the seaside/coast, a similar breakdown to that recorded in 1998.

When did they go?

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.

Figure 2 2002-3

Destination throughout the year (millions of trips)



What were the most popular activities?

The main activity on every leisure day visit was classified into one of 15 categories. The four most popular activities were going out for a meal or drink (18%), walking, hill walking and rambling (15%), visiting friends and relatives (14%) and shopping (11%).

Further popular activities were taking part in sports (9%) and hobbies and special interests (8%). None of the other activities listed below were undertaken on more than 5% of all leisure day visits.

| | All | Town/ | Country | Seaside/ |
|--|--------|-------|---------|----------|
| | visits | city | -side | coast |
| | % | % | % | % |
| To eat or drink out | 18 | 19 | 15 | 13 |
| Walk, hill-walk, ramble | 15 | 9 | 32 | 20 |
| Visit friends, relatives at home | 14 | 16 | 10 | 9 |
| To go shopping (<i>not food and not regular</i>) | 11 | 15 | 3 | 5 |
| Take part in sports – indoor, outdoor, field, water | 9 | 8 | 11 | 7 |
| Hobby or special interest | 8 | 8 | 8 | 6 |
| For entertainment (<i>e.g. cinema, theatre, club</i>) | 5 | 7 | 1 | 2 |
| To take part in informal sports, games, relaxation and 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 (<i>not on TV</i>) | 2 | 3 | 2 | 1 |
| Drive, sightsee, picnic, boating | 2 | 1 | 2 | 6 |
| Cycling, mountain biking | 1 | 1 | 4 | 1 |
| Visit beach, sunbathe, paddle in sea | 1 | * | * | 21 |

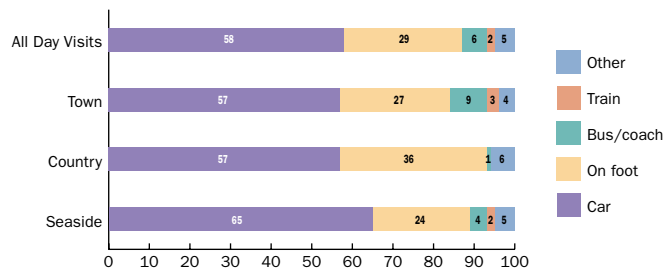
* - less than 0.5%

How did people get there?

The car was the main form of transport for more than half of all trips (58%), although it was used for almost two thirds of seaside 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 accounting for a further 29% of trips. On countryside trips it was rather more popular - 36% of trips to the countryside involved walking as the main form of transport.

Figure 3 2002-3

Main form of transport by type of trip

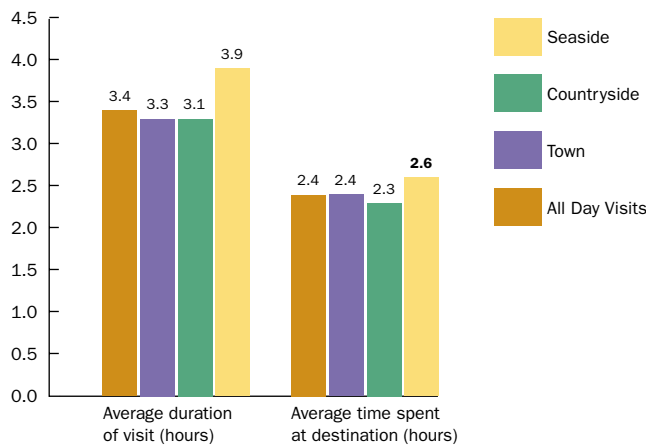


How long did visits last?

In 2002-3, leisure day visits involved an average round trip of around 15 miles. This varied considerably by destination: the longest distances were on seaside trips (30 miles) whilst the shortest distances were on town/city trips (13 miles). Countryside trips on the other hand involved average distances of around 19 miles. In 2002-3, trips lasted an average of 3 1/4 - 3 1/2 hours, with an average of just under 2 1/2 hours spent at the destination.

Figure 4 2002-3

Average duration of visit and average time spent at destination by main destination type



How much did they spend?

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 (2002 prices).

This was a major increase on the reported 1996 figure of £11.10. As in previous years, the average expenditure on trips to a town/city (£15.60) and seaside trips (£11.50) were higher than the expenditure on countryside trips (£8.60).

The main items of expenditure (average) on leisure day visits were:

- Meals, snacks, non-alcoholic drinks (£3.00 per trip on average)
- Clothes (£2.10)
- Alcoholic drinks (£2.10)
- Gifts and souvenirs (£1.50)
- Admission tickets (£1.40)
- Fuel (£0.90)
- Fares (£0.30)

DAY VISITS: ENGLAND, SCOTLAND, WALES

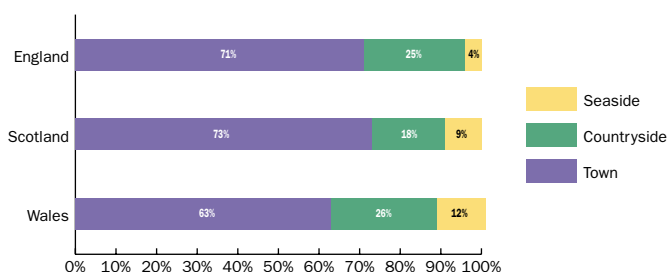
The similarities between the day trips taken in each of the three countries were greater than the differences. However two notable differences were on destinations and expenditure.

Where did they go?

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).

Figure 5 2002-3

Destination of Leisure Day Visits by country



Trips taken in England tended to be of a shorter duration than those taken in Scotland and Wales: 3.3 hours compared with 3.6 and 3.5 hours respectively. This is mainly a reflection of the longer distances travelled for trips in Scotland and Wales compared with England (18.4 miles, 16.6 miles and 15.0 miles respectively, as the average time spent at the main destination was fairly consistent across all three countries (2.4-2.5 hours).

Average spend per day visit did not vary too much by country (from £13.50 in England to £14.40 in Wales). Whilst these figures represented slight increases - in real terms - for day trips in England over 1998, they represented larger increases for Scotland and especially Wales:

| Average spend per visit | | |
|-------------------------|--------|--------|
| | 1998* | 2002/3 |
| Great Britain | £13.10 | £13.70 |
| England | £13.20 | £13.50 |
| Scotland | £12.90 | £13.60 |
| Wales | £10.20 | £14.40 |
| * 2002 prices | | |

WOODS/FORESTS AND CANALS/RIVERS

Visits to the three main destinations - town/city, countryside and seaside - 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%). The average distance travelled (15.0 miles) was lower than for countryside trips as a whole (18.7 miles) and half of wood/forest trips 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.

In most other respects, wood/forest trips were similar to countryside trips.

Just under two-thirds of visits to inland **water with boats** took place on countryside trips (61%), just under one third on town/city trips (32%), a minority taking place on seaside trips.

Longer distances were travelled to reach 'water with boats' - 30.4 miles - than on most other trips. The main activity was walking (34%). 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 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'.

VISITS TO NATIONAL PARKS and AREAS OF OUTSTANDING NATURAL BEAUTY

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 claimed to have visited National Parks over that period whilst 13% claimed to have 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 during the previous 12 months.

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

| Visit in the last year to: | GB | England | Scotland | Wales |
|--|-------------------------|-------------------------|-------------------------|-------------------------|
| | % (millions) | % (millions) | % (millions) | % (millions) |
| National Parks | | | | |
| - 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) |
| Areas of Outstanding Natural Beauty | | | | |
| - 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) |

Note: the above figures represent numbers and proportions of adults taking trips. They do not refer to numbers of trips.

**ALL LEISURE DAY VISITS:
MAIN FIGURES FOR 2002-3**

| | GB | England | Scotland | Wales |
|--|-----------------|-----------------|-----------------|----------------|
| Number of visits (millions) | | | | |
| Total | 5204 | 4533 | 456 | 214 |
| Destination: | | | | |
| Town | 3674 | 3207 | 333 | 134 |
| Countryside | 1262 | 1126 | 81 | 55 |
| Sea/coast | 267 | 200 | 42 | 25 |
| Destination (included in above) | | | | |
| Wood/forest | 252 | 222 | 18 | 12 |
| Water with boats | 119 | 109 | 8 | 3 |
| Water without boats | 134 | 115 | 14 | 6 |
| Spend per visit | | | | |
| Average | £13.70 | £13.50 | £13.60 | £14.40 |
| Town | £15.60 | £15.50 | £15.40 | £17.60 |
| Countryside | £8.60 | £8.60 | £9.00 | £8.50 |
| Sea/coast | £11.50 | £12.60 | £7.70 | £9.60 |
| Wood/forest | £4.70 | £4.60 | £6.60 | £3.80 |
| Water with boats | £11.40 | £11.30 | £15.00 | £7.20 |
| Water without boats | £8.30 | £8.90 | £4.20 | £4.90 |
| Total visitor spending | | | | |
| Total | £71.1 bn | £61.9 bn | £6.2 bn | £3.1 bn |
| Town | £57.1 bn | £49.7 bn | £5.1 bn | £2.4 bn |
| Countryside | £10.9 bn | £9.7 bn | £0.7 bn | £0.5 bn |
| Sea/coast | £3.1 bn | £2.5 bn | £0.3 bn | £0.2 bn |
| Wood/forest | £1.2 bn | £1.0 bn | £0.1 bn | £0.05 bn |
| Water with boats | £1.4 bn | £1.2 bn | £0.1 bn | £0.02 bn |
| Water without boats | £1.1 bn | £1.0 bn | £0.1 bn | £0.03 bn |
| Proportion of people visiting destination in the year | | | | |
| Town | 87% | 86% | 85% | 89% |
| Countryside | 62% | 62% | 61% | 65% |
| Sea/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% |

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**TOURISM DAY VISITS:
MAIN FIGURES FOR 2002-3**

| | GB | England | Scotland | Wales |
|--|-----------------|-----------------|-----------------|----------------|
| Number of tourism day visits (millions) | | | | |
| Total | 1078 | 934 | 98 | 46 |
| Destination: | | | | |
| Town | 764 | 662 | 72 | 31 |
| Countryside | 234 | 208 | 16 | 10 |
| Sea/coast | 80 | 64 | 10 | 6 |
| Destination (included in above) | | | | |
| Wood/forest | 30 | 24 | 4 | 1 |
| Water with boats | 33 | 30 | 2 | 1 |
| Water without boats | 19 | 14 | 4 | 1 |
| Spend per visit | | | | |
| Average | £27.70 | £27.70 | £25.30 | £31.40 |
| Town | £30.80 | £30.10 | £27.10 | £37.00 |
| Countryside | £20.70 | £20.60 | £21.70 | £19.90 |
| Sea/coast | £18.50 | £18.20 | £18.70 | £21.30 |
| Wood/forest | £17.30 | £18.40 | £9.90 | £21.20 |
| Water with boats | £25.50 | £24.70 | £38.00 | £17.90 |
| Water without boats | £26.50 | £30.80 | £12.60 | £15.40 |
| Total visitor spending | | | | |
| Total | £29.8 bn | £25.9 bn | £2.5 bn | £1.4 bn |
| Town | £23.5 bn | £20.4 bn | £1.9 bn | £1.1 bn |
| Countryside | £4.8 bn | £4.3 bn | £0.4 bn | £0.2 bn |
| Sea/coast | £1.5 bn | £1.2 bn | £0.2 bn | £0.1 bn |
| Wood/forest | £0.5 bn | £0.4 bn | £0.04 bn | £0.03 bn |
| Water with boats | £0.9 bn | £0.7 bn | £0.09 bn | £0.02 bn |
| Water without boats | £0.5 bn | £0.4 bn | £0.05 bn | £0.01 bn |

