

TABLE 1**INCIDENCE OF LEISURE DAY VISITS FROM HOME****Changes over time: 1994 - 2002/3**

- Between 1994 and 1998 there was a steady increase in the proportion of adults who had undertaken a leisure day trip in the previous two weeks. The figures increased from 82% in 1994, to 83% in 1996 and by 1998 the proportion undertaking day trips had increased to 85%. By 2002-3 however, the proportion taking day trips had decreased to 80%.
- The average number of trips per person also increased over the 1994-1998 period and then decreased again in 2002-3; there was a significant increase between 1994 and 1996, from 4.3 trips to 4.8 trips in the last two weeks, and a further marginal rise to 4.9 trips in 1998. This number of trips then decreased significantly to 4.3 in 2002-3.

Main findings in 2002/3

- In Great Britain, the majority of adults (80%) had made at least one leisure day visit from home in the previous two weeks. Slightly larger proportions of people living in England and Scotland (81% in each case) had made a leisure day trip in the last two weeks than was the case amongst the Welsh population (79%).
- 50% of adults (aged 16+) had made a trip to a town/city in the previous two weeks, whereas 21% had made trips to the countryside and 10% to the seaside/coast.
- The average number of trips per person, measured across the adult population as a whole, was 4.3 trips in the last two weeks.
- 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.
- Almost all adults had made a leisure day trip to a town/city in the last year (87%), whereas 62% had made a trip to the countryside and 53% had made a trip to the seaside. The results for England and Scotland are virtually the same as these overall figures; however in Wales two-thirds (66%) had made a trip to the seaside, possibly reflecting the easier accessibility of the coast for the Welsh population generally.
- In Great Britain as a whole, four in ten adults (40%) had made trips to a wood/forest in the last year; the proportion was higher in England and Wales than in Scotland (36%). Overall, over a third of adults had made trips to 'water with boats' (34%), whilst just under a quarter (24%) had made trips to 'water without boats'.

TABLE 1 : INCIDENCE OF LEISURE DAY VISITS FROM HOME

	Total GB	England	Scotland	Wales
Sample Size 2002-3	6600	3188	1471	1941
Population (thousands) 1994	45545	39062	4147	2336
Population (thousands) 1996	45896	39469	4166	2261
Population (thousands) 1998	46346	39815	4167	2364
Population ⁴ (thousands) 2002-3	45647	39237	4094	2316
Visits in the last two weeks				
Adults (16+) making trips to...	%	%	%	%
Any trip 1994	82	82	81	79
Any trip 1996	83	84	80	75
Any trip 1998	85	85	80	78
Any trip 2002-3	80	81	81	79
Town/city	50	50	50	49
Seaside/coast	10	9	14	16
Countryside	21	21	21	20
Wood/forest	8	8	9	7
Water with boats	6	6	6	3
Water without boats	5	5	6	4
Average number of trips (by those taking trips)				
	No.	No.	No.	No.
Any trip 1994	5.3	5.4	4.8	5.1
Any trip 1996	5.7	5.9	4.9	4.8
Any trip 1998	5.8	6.0	4.8	4.9
Any trip 2002-3	5.4	5.4	5.2	4.5
Average number of trips (among all adults)				
	No.	No.	No.	No.
Any trip 1994	4.3	4.4	3.9	4.1
Any trip 1996	4.8	4.9	4.0	3.6
Any trip 1998	4.9	5.1	3.9	3.8
Any trip 2002-3	4.3	4.4	4.2	3.5
Visits in the last two weeks from a GB holiday base:				
Adults (16+) making trips to...	%	%	%	%
Any trip 2002-3	7	7	6	8
Visits in the last 12 months				
Adults (16+) making trips to...	%	%	%	%
Town/city 1994	89	89	89	86
Town/city 1996	91	92	91	83
Town/city 1998	91	91	90	84
Town/city 2002-3	87	86	85	89
Seaside/coast 1994	48	48	49	61
Seaside/coast 1996	48	47	49	59
Seaside/coast 1998	51	51	49	61
Seaside/coast 2002-3	53	52	52	66
Countryside 1994	62	62	58	64
Countryside 1996	66	67	63	65
Countryside 1998	65	66	60	66
Countryside 2002-3	62	62	61	65
Wood/forest 1998	38	39	34	31
Wood/forest 2002-3	40	40	36	40
Water with boats 1998	35	37	28	22
Water with boats 2002-3	34	35	29	27
Water without boats 1998	24	25	17	18
Water without boats 2002-3	24	23	24	29

⁴ Adult population (aged 16+)

TABLE 2
COMPARISON OF TRIP TAKERS
AND NON-TRIP TAKERS
IN THE LAST TWO WEEKS

Table 2 enables comparisons to be made between the characteristics of those who did and those who did not take a particular type of trip in the last two weeks. For convenience, these are referred to as "trip takers" and "non-trip takers" respectively. Figures relate to the 2002-3 survey only.

Trip takers in 2002/3

- Trip takers were generally
 - younger than non-trip takers
 - more likely to come from the higher social grades(ABC1)
 - more likely to come from car owning households
 - more likely to own or have access to a car/van which they could drive
 - more likely to be in full-time and part-time employment and less likely to be retired
 - more likely to live in households with children.
- The characteristics of those trip-takers who had made at least one town/city trip were very similar to trip takers in general (i.e. those making any home-based trip in the last two-weeks).
- Those who had made a trip to the seaside/coast or to the countryside, compared to people who had not made such trips, were:
 - more likely to come from the higher social grades (ABC1)
 - more likely than trip takers in general to live in a household which owned at least one car
 - more likely than trip takers in general to own or have access to a car/van which they could drive.
- Those people who had made a trip to a wood/forest, when compared to people who had not taken such a trip, were generally:
 - more likely to be male
 - more likely to be from the higher social grades (ABC1)
 - more likely to come from car owning households
 - more likely to own or have access to a car/van which they could drive
 - more likely to be in full-time and part-time employment and less likely to be retired
 - more likely to live in a household with children.
- Trip takers to 'water with boats', compared to those not having taken such a trip, were generally:
 - more likely to be male
 - more likely to be from the higher social grades (ABC1)
 - more likely to come from car owning households
 - more likely to own or have access to a car/van which they could drive
 - more likely to be in full-time and part-time employment.
- Trip takers to 'water without boats' were generally:
 - younger than those who had not made such a trip
 - more likely to be male
 - more likely to come from the higher social grades (ABC1)
 - more likely to come from car owning households
 - more likely to own or have access to a car/van which they could drive
 - less likely to be retired
 - more likely to live in households with children.

TABLE 2 : COM

	POPULATION	ANY TRIP	
		Taken	Not taken
Sample Size 2002-3	6600	5197	1403
Population (thousands) 1994	45545		
Population (thousands) 1996	45896	38134	7762
Population (thousands) 1998	46346	39176	7170
Population ⁵ (thousands) 2002-3	45647	36735	8912
Personal Characteristics:	%	%	%
AGE⁶			
16-17	3	3	1
18-24	11	12	6
25-34	18	18	18
35-44	19	19	17
45-54	17	16	17
55-64	13	13	13
65-74	11	10	12
75+	9	8	16
SEX			
Male	48	48	49
Female	52	52	51
SOCIAL GRADE			
ABC1	51	55	36
C2DE	47	44	61
CARS/VANS IN HOUSEHOLD			
One	43	42	45
Two+	37	41	26
None	20	17	29
PERSONAL MOBILITY			
(all aged 17+)			
I own or have access to a car/van which I drive	65	67	55
I own or have access to a car/van, but I personally do not drive	9	9	9
I do not own or have access to a car/van but I can drive	6	5	9
I do not own or have access to a car/van and I cannot drive	20	18	27
WORKING STATUS			
In work/full-time (30+ hrs/wk)	38	40	32
In work part-time (< 30 hrs/wk)	11	12	7
Self-employed	7	7	8
Unemployed, seeking work	4	3	7
Sick/disabled	1	1	*
Retired from paid employment	22	21	28
Looking after home/family	8	8	8
Student	6	7	3
Other	5	4	7
CHILDREN IN HOUSEHOLD			
Aged 0-4	14	15	12
Aged 5-10	15	16	13
Aged 11-15	15	15	14
None under 16	68	67	73
LIFECYCLE			
Aged 16-34, single, no children	11	12	6
Aged 16-34, married, no children	6	6	5
Aged 16-34 with children under 16	15	15	14
Aged 35-54, no children under 16	19	18	22
Aged 35-54, with children under 16	16	18	12
Aged 55+, single	12	11	17
Aged 55+, married	21	20	24
CULTURAL/ETHNIC BACKGROUND			
White	92	93	88
Non-White	8	7	12
- Asian	6	5	8
- Black	2	2	2
- Other	1	1	1

⁵ Adult population (aged 16+)

⁶ 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.

TABLE 3
CHARACTERISTICS OF TRIP TAKERS BY COUNTRY

This table presents the same information as Table 2, but in a different form to facilitate different kinds of comparisons. Here, trip takers in general and those taking particular types of trip can be compared with each other, and with the profile of the Great Britain population as a whole, rather than with non-trip takers. Figures relate to the 2002-3 survey only.

- There were relatively few differences worth noting between the characteristics of trip takers in different countries or to different destinations. The most marked differences related to car ownership and to social grade.
- As noted at Table 2, trip takers generally were more likely than non-trip takers to come from car-owning households; however, the proportion of such households was somewhat lower in Scotland than elsewhere.
- Trip takers in England were more likely than those in Scotland or Wales to come from higher (ABC1) social grades. This particularly applies to town/city based trips and, to a lesser extent, on countryside trips. There were fewer variations in social grade across the three countries for trips to the seaside.

	Pop'n	Any trip taken			
		Total GB	England	Scotland	Wales
Sample Size 2002-3	6600	5197	2551	1165	1481
Population (000s) 94	45545				
Population (000s) 96	45896	38134	33087	3342	1704
Population (000s) 98	46346	39176	34013	3329	1834
Population ⁷ (000s) 02-3	45647	36735	31592	3316	1827
Personal Characteristics:	%	%	%	%	%
AGE⁸					
16-17	3	3	3	4	3
18-24	11	12	12	12	12
25-34	18	18	18	18	18
35-44	19	19	19	20	19
45-54	17	16	16	17	17
55-64	13	13	13	13	13
65-74	11	10	10	10	10
75+	9	8	8	7	8
SEX					
Male	48	48	48	48	47
Female	52	52	52	52	53
SOCIAL GRADE					
ABC1	51	55	55	49	49
C2DE	47	44	43	50	49
CARS/VANS IN HOUSEHOLD					
One	43	42	43	47	43
Two+	37	41	40	30	39
None	20	17	17	24	18
PERSONAL MOBILITY (all aged 17+)					
I own or have access to a car/van which I drive	65	67	67	65	68
I own or have access to a car/van, but I personally do not drive	9	9	10	8	10
I do not own or have access to a car/van but I can drive	6	5	6	6	4
I do not own or have access to a car/van and I cannot drive	20	18	18	21	18
WORKING STATUS					
In work/full-time (30+ hrs/wk)	38	40	39	39	41
In work part-time (30 hrs/wk)	11	12	12	11	10
Self-employed	7	7	7	5	6
Unemployed, seeking work	4	3	3	3	3
Sick/disabled	1	1	*	1	1
Retired from paid employment	22	21	21	22	22
Looking after home/family	8	8	8	8	7
Student	6	7	7	6	7
Other	5	4	4	3	4
CHILDREN IN HOUSEHOLD					
Aged 0-4	14	15	15	12	12
Aged 5-10	15	16	16	14	14
Aged 11-15	15	15	15	16	18
None under 16	68	67	67	68	67
LIFECYCLE					
Aged 16-34, single, no children	11	12	12	14	10
Aged 16-34, married, no children	6	6	6	6	6
Aged 16-34 with children under 16	15	15	15	13	16
Aged 35-54, no children under 16	19	18	18	19	19
Aged 35-54, with children under 16	16	18	18	18	17
Aged 55+, single	12	11	11	12	11
Aged 55+, married	21	20	20	18	20
CULTURAL/ETHNIC BACKGROUND					
White	92	93	92	99	99
Non-White	8	7	8	1	1
- Asian	6	5	6	*	1
- Black	2	2	2	-	*
- Other	1	1	1	*	-

⁷ Adult population (aged 16+)

⁸ 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.

TABLE 3 : CHARACTERISTICS OF TRIP TAKERS BY COUNTRY

Total GB	Town/city trip taken			Total GB	Seaside/coast trip taken			Total GB	Countryside trip taken			Wood/Forest GB	Boats GB	No Boats GB
	England	Scotland	Wales		England	Scotland	Wales		England	Scotland	Wales			
3196	1601	694	901	771	296	186	289	1300	634	304	362	515	313	317
32945	28397	3054	1495	4173	3258	504	411	17173	14913	1285	975	5091	3394	
34103	29796	2945	1362	4316	3454	462	401	17983	15656	1444	883	5589	3791	
34500	30164	2845	1490	4300	3325	548	427	17639	15334	1296	1009	5102	3384	3123
22911	19680	2028	1123	4873	3710	574	380	9726	8376	869	474	3703	2439	2161
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
5	5	6	4	4	5	2	1	2	2	4	2	2	3	3
14	13	13	15	10	9	13	8	8	9	11	7	6	9	8
19	19	20	18	20	20	19	20	17	17	18	22	21	17	20
20	20	20	19	21	22	22	14	22	22	24	19	30	24	21
15	15	16	17	14	13	19	18	18	19	15	17	14	17	18
12	12	11	12	13	13	10	16	16	16	16	13	16	16	19
10	10	8	9	10	10	8	14	11	11	7	14	8	8	9
6	6	6	7	8	9	7	8	6	6	3	7	2	6	3
46	45	46	47	44	45	40	47	49	49	48	51	52	53	50
54	55	54	53	56	55	60	53	51	51	52	49	48	47	50
56	57	50	50	58	58	57	56	65	63	57	59	66	62	61
42	42	49	50	40	40	43	43	34	35	42	38	32	36	37
41	42	48	43	50	44	50	45	40	44	50	44	38	37	38
44	41	29	40	37	42	32	41	53	45	35	45	53	49	52
16	16	23	17	13	14	18	14	7	11	15	11	9	13	10
68	68	67	68	74	73	76	71	82	82	79	75	83	81	79
10	10	8	10	9	9	6	9	7	7	7	9	5	3	6
5	6	6	4	2	1	5	3	3	3	3	3	4	4	5
17	16	20	18	16	16	13	16	8	8	11	12	8	12	10
40	39	40	41	40	39	41	40	40	40	42	42	41	44	40
13	13	12	10	10	10	11	10	13	14	13	9	13	11	15
7	7	5	6	4	4	6	4	9	10	4	4	10	7	10
4	4	4	3	3	3	4	2	2	2	4	2	4	1	2
*	*	1	1	*	-	1	2	*	-	1	1	-	*	-
19	19	22	20	23	23	22	27	21	21	21	27	17	20	18
8	8	8	7	11	11	8	7	8	8	7	9	9	9	10
7	7	6	9	6	6	5	4	4	4	6	5	3	5	4
3	3	3	4	3	3	3	4	2	1	3	1	3	4	3
15	15	12	12	20	21	16	13	14	14	13	11	23	16	16
17	17	14	14	17	18	19	17	14	15	15	14	19	12	14
16	16	17	18	12	11	17	20	14	14	16	18	16	11	17
65	65	67	67	65	64	64	64	68	69	66	68	57	70	64
13	13	16	13	11	10	16	8	9	9	12	8	8	13	10
8	8	7	7	4	4	8	8	7	7	7	9	4	6	5
16	16	16	17	18	20	10	15	12	12	15	12	17	10	16
18	18	17	19	19	19	19	19	21	22	18	20	19	22	19
18	18	20	17	16	16	22	13	19	19	22	17	26	19	20
9	9	9	9	7	6	13	12	8	8	7	8	4	8	6
19	19	17	19	24	25	13	27	24	25	20	26	22	22	24
93	93	99	98	98	98	100	99	99	99	99	99	99	97	99
7	7	1	2	2	2	*	1	1	1	1	1	1	3	1
4	5	1	1	1	1	*	*	1	1	*	*	1	1	1
1	2	-	*	*	*	-	-	*	*	-	-	1	2	-
*	*	*	*	*	-	-	*	*	*	*	*	-	-	1

TABLE 4
VOLUME OF LEISURE DAY VISITS

Changes over time: 1994 - 2002/3

- In 1994, almost 5.2 billion leisure day trips were made from home in the UK. By 1996 this figure had grown to 5.7 billion trips and by 1998 there was a further increase to 5.9 billion trips. In 2002-3 however, the volume of trips had decreased to 5.2 billion – a decline of 12%.
- The upward trend in the number of trips between 1994 and 1998 was evident for people living in England (increasing to 5.2 billion trips in 1998), but not for people in Scotland or in Wales, where the volume of trips remained fairly static. Between 1998 and 2002-3, there was an increase in the number of trips taken by Scots (+8.6%), whilst the decline in Welsh trips (-8%) was less than that reported amongst the English population (-14%).

Main findings in 2002/3

- Over 5.2 billion leisure day trips were made from home in the UK in 2002-3. People living in England took the vast majority of these trips (c. 4.5 bn). People living in Scotland (c. 456 million) made more than twice as many trips as people living in Wales (c. 214 million).
- In Great Britain as a whole, just over seven in ten leisure day trips (71%) were town/city trips, whilst almost a quarter of trips were to the countryside (24%) and the remainder (5%) were to the seaside.
- People living in Scotland had the highest proportion of town/city trips (73%), followed by those in England (71%); those living in Wales had the lowest proportion of town/city trips (63%).
- Correspondingly, people living in Wales made a higher proportion of countryside trips (26%) than people living in England (25%) or Scotland (18%). This pattern was also evident in the 1998 survey findings. In Table 1, some 53% of British adults had made a trip to the seaside over the previous 12 months. However in Wales two-thirds (66%) had made a trip to the seaside, possibly reflecting the easier accessibility of the coast for the Welsh population generally. This is borne out in terms of the volume of trips – 12% of trips in Wales were to the seaside compared with 5% overall.
- Within these figures, 5% of trips were also recorded as involving visits to a wood/forest – a similar proportion to that in 1998, 1996 and 1994.
- Trips could also be recorded as involving visits to water with boats and water without boats respectively. Some 2% of trips were also recorded as involving visits to 'water with boats', and 3% to 'water without boats'.

TABLE 4 : VOLUME OF LEISURE DAY VISITS

	Total GB	England	Scotland	Wales	Total GB	England	Scotland	Wales
Sample Size 2002-3	21068	10812	4808	5448	21068	10812	4808	5448
	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	%	%	%	%
ALL TRIPS (millions) 1994	5177	4503	424	250				
ALL TRIPS (millions) 1996	5708	5063	430	215				
ALL TRIPS (millions) 1998	5940	5287	420	233				
ALL TRIPS (millions) 2002-3	5204	4533	456	214	100	100	100	100
TRIP TYPE								
Town/city	3674	3207	333	134	71	71	73	63
Seaside/coast	267	200	42	25	5	4	9	12
Countryside	1262	1126	81	55	24	25	18	26
Wood/forest	252	222	18	12	5	5	4	6
Water with boats	119	109	8	3	2	2	2	1
Water without boats	134	115	14	6	3	3	3	3
MAIN DESTINATION								
Total England	4527	4516	2	9	87	100	*	4
Total Scotland	457	3	454	-	9	*	100	-
Total Wales	220	14	*	205	4	*	*	96

TABLE 5
TRIP CHARACTERISTICS BY COUNTRY
AND TYPE OF TRIP

Changes over time: 1994 - 2002/3

- The average distance travelled for all leisure day trips has fluctuated slightly between 1994 and 2002-3. The figure was 15.7 miles in 1994, 14.9 miles in 1996, 15.5 miles in 1998 and 15.4 miles in 2002-3; these minor differences are not significant.
- The average distances travelled on town/city and countryside trips have changed little since 1994. However, for seaside/coast trips the figure has decreased steadily over this period from 53 miles in 1994 to 47 miles in 1996, and by 1998 the average distance travelled was 43 miles. This trend has continued and in 2002-3, the average distance travelled to the seaside and coast was 30 miles.
- The average time spent at the main destination has declined slightly, from over 2.5 hours in 1994, to 2.5 hours in 1996 and to just under 2.5 hours by 1998. In 2002-3, this duration remained at just under 2.5 hours. These differences are small and the decreases between individual years are not statistically significant, but they may indicate a slight downward trend over time.
- Seaside/coast trips have witnessed the largest decrease in the average time spent at the main destination. In 1994, people spent on average just over 3.5 hours at the seaside; by 1996, the figure was down to 3.1 hours and by 1998 and again in 2002-3, the average time spent at the seaside/coast had decreased further to around 2.6 hours.

Main findings in 2002/3

- There was very little variation by country in the types of activities undertaken on leisure day visits.
- However, the activities undertaken did vary significantly, according to the destination type. A much higher proportion of town/city trips involved eating/drinking out (19%), visiting friends/relatives at home (16%) and shopping (15%). Conversely, a much higher proportion of countryside trips (32%) and seaside/coast trips (20%) involved walking.
- Trips to or in a town/city (68%) and to the countryside (73%) were more likely than trips to the seaside/coast (59%) to be described as 'regular' rather than occasional.
- Whilst the average distance travelled on all trips was 15.4 miles, the distances varied considerably according to the type of destination. People travelled the longest distance for seaside/coast trips (30.5 miles) compared with an average of 13.2 miles for town/city trips and 18.7 miles for countryside trips. Trip takers from England travelled the furthest, on average, to get to the seaside/coast (34 miles). This was more than 50% further than the distance travelled to the seaside/coast by people living in Scotland (21 miles) and Wales (22 miles).

	TOTAL GB			
	All trips	Town/ city	Seaside/ coast	Country -side
Sample size	21068	14781	1512	4775
ALL TRIPS (millions) 1994	5177	3702	184	1292
ALL TRIPS (millions) 1996	5708	4032	198	1478
ALL TRIPS (millions) 1998	5940	4273	241	1427
ALL TRIPS (millions) 2002-3	5204	3674	267	1262
	%	%	%	%
MAIN ACTIVITY				
Walk, hill-walk, ramble	15	9	20	32
Cycling, mountain biking	1	1	1	4
Swimming	3	3	3	1
Visit beach, sunbathe, paddle in sea	1	*	21	*
Take part in sports – indoor, outdoor, field, water	9	8	7	11
Watching live sport (not on TV)	2	3	1	2
Hobby or special interest	8	8	6	8
Visit leisure attraction, place of interest, special event/exhibition	3	3	4	5
Visit park or garden	3	3	1	3
To eat or drink out	18	19	13	15
For entertainment (e.g. cinema, theatre, club)	5	7	2	1
To go shopping (not food and not regular)	11	15	5	3
Drive, sightsee, picnic, boating	2	1	6	2
Visit friends, relatives at home	14	16	9	10
To take part in informal sports, games, relaxation and wellbeing	4	4	2	3
INCLUDED WOOD/RIVER VISIT?				
Included wood/forest	5	1	1	17
Included water with boats	2	1	3	6
Included water without boats	3	1	1	7
Did not include either	91	97	95	72
REGULAR/OCCASIONAL				
Regular trip	69	68	59	73
Taken now & then	31	32	41	27
DURATION				
Less than 3 hrs	49	47	44	55
3 hrs and over	51	53	56	45
Mean duration	3.3	3.3	3.9	3.1
DISTANCE TRAVELLED				
Up to 1 mile	21	23	13	16
Over 1, up to 2mi	12	12	16	11
Over 2, up to 5mi	21	20	15	23
Over 5, up to 10mi	17	17	13	17
Over 10, up to 20mi	13	12	11	13
Over 20, up to 40mi	9	8	11	10
Over 40, up to 100mi	6	5	14	6
Over 100 miles	2	2	8	4
Average	15.4	13.2	30.5	18.7

TABLE 5 : TRIP CHARACTERISTICS BY COUNTRY AND TYPE OF TRIP

ENGLAND				SCOTLAND				WALES				Wood/ Forest GB	Boats GB	No Boats GB
All trips	Town/ city	Seaside/ coast	Country -side	All trips	Town/ city	Seaside/ coast	Country -side	All trips	Town/ city	Seaside/ coast	Country -side			
10812	7775	541	2496	4808	3568	371	869	5448	3438	600	1410	892	443	550
4503	3231	137	1134	424	319	26	79	250	151	20	79	303		
5063	3607	154	1302	430	300	25	105	215	126	19	70	346		
5287	3855	179	1253	420	282	39	98	233	135	22	76	355	165	147
4533	3207	200	1126	456	333	42	81	214	134	25	55	252	119	134
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16	10	20	31	14	6	25	41	15	7	17	33	62	34	54
1	1	1	4	1	*	1	1	2	*	1	5	8	7	2
3	3	3	1	3	3	6	1	2	3	1	1	1	3	*
1	*	19	*	2	*	25	*	3	*	22	*	*	1	*
9	8	7	12	9	10	7	7	10	13	6	6	4	8	9
2	3	1	2	3	4	*	1	2	2	2	1	*	1	*
8	8	5	8	8	8	8	6	8	8	7	8	4	5	4
4	3	4	5	3	2	2	6	3	2	3	5	3	6	5
3	3	1	3	2	2	1	3	1	1	-	2	7	4	9
18	19	13	16	15	18	9	8	22	24	16	20	3	14	5
5	7	3	1	7	9	*	1	5	7	1	1	*	1	*
12	15	6	3	10	13	1	2	11	15	5	2	*	6	3
2	1	6	2	2	1	3	5	2	1	7	4	2	5	2
14	16	9	10	18	21	9	14	13	14	8	11	4	4	6
4	5	2	3	3	3	3	3	2	2	2	1	1	*	1
5	1	1	17	4	1	4	14	6	1	1	19	100	6	20
2	1	4	6	2	1	2	6	1	1	1	3	4	100	3
3	1	1	7	3	1	2	13	3	1	1	8	11	4	100
91	97	95	72	92	97	94	70	92	98	97	73	-	-	-
69	68	57	73	67	66	67	70	71	70	68	74	81	63	77
31	32	43	27	33	34	33	30	29	30	32	26	19	37	23
50	48	41	56	44	39	58	54	43	40	43	51	70	49	62
50	52	59	44	56	61	42	46	57	60	57	49	30	51	38
3.3	3.3	4.1	3.1	3.6	3.8	3.1	3.0	3.5	3.5	3.7	3.2	2.5	3.8	3.2
21	24	11	16	19	20	15	15	23	26	22	15	12	4	15
12	12	17	10	14	12	21	16	12	12	6	14	14	15	15
21	20	15	24	21	22	20	13	17	17	9	19	36	18	25
17	17	12	17	14	14	12	14	15	15	18	15	14	16	13
13	13	10	13	12	12	9	13	15	13	16	18	8	12	12
8	8	12	10	10	10	7	13	10	9	11	10	7	19	10
5	5	15	6	8	7	11	11	7	6	13	7	6	9	6
2	1	9	4	3	3	5	3	2	2	4	2	3	8	4
15.0	12.6	34.0	18.6	18.4	17.6	20.6	21.0	16.6	15.5	22.5	16.5	15.0	30.4	17.7

TABLE 5
TRIP CHARACTERISTICS BY COUNTRY
AND TYPE OF TRIP (CONTINUED)

- The car was the main mode of transport for all countries and for all trip types. Walking was the second most common mode of transport. The car was the main mode of transport for over two thirds of the seaside/coast trips made by people living in England (69%) and Wales (65%). This compares with under half (45%) of the seaside/coast trips made by people living in Scotland.
- Public transport, such as trains and buses, was used on just 8% of all trips. More town/city trips (12%) were made by public transport than trips to either the countryside (1%) or the seaside (6%). Slightly more town/city trips in England (12%) were made by public transport than in Scotland (10%) or Wales (8%).
- Across all leisure day trips, an average of 2.4 hours was spent at the main destination. This increased to 2.6 hours for seaside/coast trips. Trip takers from England spent longer at the seaside (2.7 hours) than those from Scotland (1.8 hours).
- Most trips (67%) involved more than one person. Almost half of all trips involved parties of two or more adults (47%), whilst children were present in just under a fifth of trips (18%). Lone adults accounted for one-third (33%) of all trips and half of the trips to woods/forests (50%).

	TOTAL GB			
	All trips	Town/city	Seaside/coast	Country-side
MAIN MODE OF TRANSPORT				
Car/Van	58	57	65	57
Train/tube/underground	2	3	2	*
Scheduled bus or coach	6	9	4	1
Coach trip/private coach	*	*	1	*
Motor Cycle/Scooter	*	*	1	*
Bicycle/mountain bike	2	1	1	4
On foot/walking	29	27	24	36
On horseback	*	-	*	*
Boat (sail or motor)	*	*	*	-
Taxi	2	2	1	1
Other	1	1	1	1
TIME SPENT AT DESTINATION				
Up to 1 Hour	28	26	26	34
Over 1 up to 2 hrs	30	31	28	28
Over 2 up to 3 hrs	20	21	20	16
Over 3 up to 4 hrs	11	11	13	9
Over 4 up to 5 hrs	5	5	5	6
Over 5 up to 6 hrs	2	2	4	2
Over 6 up to 7 hrs	1	1	2	1
Over 7 hrs	2	2	3	3
Average hours	2.4	2.4	2.6	2.3
PARTY COMPOSITION				
Alone, not with anyone	33	32	24	38
A couple (of adults)	31	32	28	29
All adult party (3 or more)	16	16	17	14
Party of adults and children	18	17	28	17
Organised party	2	3	2	2
PARTY SIZE (all parties)				
Mean party size	2.8	2.8	3.5	2.6
Mean number of adults	2.5	2.5	3.0	2.3
% of trips where children were present	18	17	28	18
Mean number of children (on trips where children were present)	2.0	2.0	1.9	2.0
WHETHER ACCOMPANIED BY FRIENDS / RELATIVES STAYING AWAY				
Yes	5	5	7	4
No	95	95	93	96

TABLE 5 : TRIP CHARACTERISTICS BY COUNTRY AND TYPE OF TRIP (continued)

ENGLAND				SCOTLAND				WALES				Wood/ Forest GB	Boats GB	No Boats GB
All trips	Town/ city	Seaside/ coast	Country -side	All trips	Town/ city	Seaside/ coast	Country -side	All trips	Town/ city	Seaside/ coast	Country -side			
58	57	69	58	55	57	45	52	60	60	65	58	32	53	45
2	3	2	*	1	2	1	*	1	1	*	*	*	2	1
6	9	4	1	6	8	4	1	5	7	3	1	*	3	3
*	*	*	*	1	1	1	2	1	1	1	1	*	2	*
*	*	1	*	1	*	2	1	*	*	*	*	*	1	*
2	1	1	4	1	*	1	2	2	1	1	4	8	8	1
29	27	19	35	31	27	44	39	29	26	28	35	57	30	50
*	-	-	*	*	-	1	*	*	-	-	1	*	-	*
*	*	*	-	*	-	*	-	*	-	1	-	-	*	-
1	2	2	*	3	4	1	3	3	4	*	*	*	1	*
1	1	2	1	1	1	-	1	*	*	*	-	1	*	-
28	26	22	33	28	23	45	43	23	19	26	32	59	25	41
31	32	29	29	27	29	26	23	32	34	29	28	20	36	30
20	21	22	16	19	21	11	14	21	23	19	16	10	17	8
10	10	14	9	13	15	9	9	12	12	11	12	4	8	7
5	5	6	6	6	6	2	6	5	5	6	5	3	5	7
2	2	4	2	3	3	5	2	3	3	3	5	2	4	3
1	1	2	1	2	2	*	1	1	1	2	1	1	2	*
2	2	3	3	2	3	2	2	2	1	3	2	1	2	3
2.4	2.4	2.7	2.3	2.4	2.6	1.8	2.0	2.5	2.5	2.5	2.4	1.6	2.4	2.2
33	33	20	37	33	29	45	41	30	29	26	35	50	31	41
31	32	30	29	29	30	20	28	33	33	33	32	20	37	21
16	16	19	15	18	21	11	9	18	19	15	14	7	12	9
18	17	30	17	18	17	23	19	16	16	21	16	21	15	27
2	2	2	2	3	3	1	3	3	3	5	2	1	4	2
2.8	2.8	3.7	2.6	3.0	3.1	2.5	2.8	2.9	2.9	3.2	2.6	2.3	3.6	3.1
2.5	2.5	3.2	2.3	2.6	2.8	1.9	2.1	2.6	2.6	2.8	2.2	1.8	3.2	2.4
18	18	30	17	18	17	23	21	17	16	21	16	21	16	27
1.9	2.0	1.8	1.9	2.3	1.9	2.7	3.2	1.8	1.8	2.0	1.9	2.0	2.5	2.4
5	5	7	4	6	6	8	6	3	3	4	3	3	9	6
95	95	93	96	94	94	92	94	97	97	96	97	97	91	94

TABLE 6
TRIP CHARACTERISTICS
BY MAIN TRIP ACTIVITY

The table shows the characteristics of all home-based leisure day visits (in the Total GB column) along with the seven most frequent trip activities.

Changes over time: 1994 - 2002/3

- The list of the seven most popular activities has remained very similar across the four surveys, on each occasion accounting for roughly the same proportion of all trips - 76% in 1994, 79% in 1996, 77% in 1998 and 81% in 2002-3.
- The four most popular activities over these years have consistently been eating/drinking out, visiting friends & relatives, walking, and shopping. They accounted for 59% of all trips in 1994, but increased between 1994 and 1996, accounting for 63% of all trips in 1996 and 62% in 1998. In 2002-3, they accounted for 58% of trips.
- There has been little change in the mean duration and the average distance travelled to carry out any of the seven main activities.

Main findings in 2002/3

- In 2002-3, the most popular activity overall was eating or drinking out which accounted for 18% of all trips. Visiting friends and relatives and walking, which included hill walking and rambling, both accounted for a further 15% of all visits and shopping for a further 11%.
- 55% of trips were made by those aged under 45. This age group was more likely to account for trips to play sports (67% of such trips), to eat or drink out (59%) and to go shopping (57%). The over 45s were more likely to account for trips for hobbies and special interests (63%) and for walking (58%).
- Playing sport (65%) and eating/drinking out (56%) were more likely to be done by men, while women were more likely to make trips for shopping (66%) and to visit friends and relatives (59%).
- Overall, almost three in five trips (58%) were made by people from social grades ABC1. They made two thirds of the trips to play sport (67%) and of the trips to pursue a hobby or special interest (67%) and three in five to eat/drink out (60%).
- 85% of all trips were made by people from car-owning households.
- Full-time workers made 46% of trips overall, but six in ten trips to play sport (60%) and over half to eat/drink out (55%). Although retired people made one-fifth (20%) of all trips, they accounted for 38% of all hobby/special interest trips and over a quarter (26%) of all walking trips.
- Just over two thirds of all trips (68%) were taken by people in households without children. People living in households without children made more than three-quarters of all trips to pursue a hobby/special interest (76%), for walking (76%) and for entertainment (72%).

- There were wide variations in the duration of different types of trip. The longest trips were to visit friends and relatives and for entertainment (an average of 4.2 hours in each case). Walks, which took an average of 1.7 hours, were the shortest trips.
- The mean distances travelled also differed by activity. People travelled, on average, the longest round trip distances to visit friends and relatives (19.6 miles) and the shortest round trip distances to go for a walk (8.6 miles).
- The average party size for all activities was 2.8 people. Trips to eat or drink out, for entertainment and to pursue a hobby or special interest had the largest party sizes (3.5, 3.5 and 3.4 people respectively) whilst the smallest average party size was for walks (1.7 people).
- There were also variations in activity by day of the week: shopping and entertainment (33% and 26% respectively) were especially popular on Saturdays, whilst playing sport was spread across the seven day period.

TABLE 6 : TRIP CHARACTERISTICS BY MAIN TRIP ACTIVITY

	Top 7 Main Activities (Great Britain 2002-3)							
	Total GB	To eat or drink out	Walk, hill-walk, ramble	Visit friends, relatives at home	To go shopping	Playing sport	Hobby or special interest	For entertainment
Sample Size 2002-3	21068	4089	2746	3553	2518	1695	1658	1264
	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)
ALL TRIPS (millions) 1994	5178	914	652	957	538	N/a	246	337
ALL TRIPS (millions) 1996	5708	1048	854	1051	632	N/a	314	345
ALL TRIPS (millions) 1998	5940	1079	913	998	709	N/a	286	339
ALL TRIPS (millions) 2002-3	5204	938	801	687	596	460	396	273
AGE⁹	%	%	%	%	%	%	%	%
16-17	5	3	2	5	5	5	4	7
18-24	13	17	6	13	13	17	9	18
25-34	18	20	14	22	20	18	9	17
35-44	19	19	18	17	19	27	14	13
45-54	15	15	16	15	16	12	15	15
55-64	13	12	20	13	12	9	18	12
65-74	10	9	15	9	8	8	13	12
75+	7	5	7	5	8	4	17	6
SEX								
Male	48	56	45	41	34	65	44	47
Female	52	44	55	59	66	35	56	53
SOCIAL GRADE								
ABC1	58	60	51	54	55	67	67	53
C2DE	41	39	46	45	44	32	32	46
CARS/VANS IN HOUSEHOLD								
One	39	38	41	42	39	33	40	38
Two	35	35	33	33	36	43	30	33
3+	11	11	12	11	7	16	13	7
None	15	16	14	15	18	8	17	21
PERSONAL MOBILITY (all aged 17+)								
I own or have access to a car/van which I drive	71	72	76	70	61	80	69	62
I own or have access to a car/van, but I personally do not drive	8	7	4	9	14	7	7	11
I do not own or have access to a car/van but I can drive	5	6	5	4	5	4	3	5
I do not own or have access to a car/van and I cannot drive	16	14	14	17	19	9	21	22
WORKING STATUS								
Self-employed	6	9	6	5	6	7	5	5
In work/full-time (30+ hrs/wk)	40	46	34	38	34	53	31	37
In work part-time (<30 hrs/wk)	12	10	15	14	13	10	8	12
Looking after the home	8	5	8	10	9	4	7	7
Retired from paid employment	20	16	26	18	21	15	38	20
Unemployed, seeking work	3	4	4	3	4	1	2	3
Still at school	1	1	*	2	*	1	*	2
Full-time student	6	5	3	5	7	7	5	11
Government Training Scheme	2	2	2	2	2	1	2	2
Sick/disabled (but NOT normally working)	*	*	*	1	*	1	*	1
Temporarily absent from work through sickness/disability	2	2	2	1	2	1	2	1
CHILDREN IN HOUSEHOLD								
Aged 0-4	14	11	11	19	14	11	10	10
Aged 5-10	15	13	10	16	16	19	10	13
Aged 11-15	15	14	12	15	18	18	13	17
None under 16	68	71	76	64	64	67	76	72
DURATION								
Less than 3 hours	49	37	86	32	48	56	45	18
3 hours and over	51	63	14	68	52	44	55	82
Mean duration	3.3	3.6	1.7	4.2	3.2	3.1	3.4	4.2
MEAN DISTANCE TRAVELLED	15.4	12.2	8.6	19.6	17.9	11.7	11.1	14.0
DAY OF WEEK								
Monday	10	7	10	11	11	14	11	7
Tuesday	12	8	17	10	11	15	15	10
Wednesday	11	10	12	10	11	15	13	11
Thursday	14	13	16	12	10	18	21	11
Friday	13	19	11	10	11	12	11	21
Saturday	20	24	15	21	33	11	8	26
Sunday	19	19	17	27	13	15	21	12
Any weekday	61	57	67	52	54	74	70	59
Any weekend	39	43	33	48	46	26	30	41
MEAN PARTY SIZE	2.8	3.5	1.7	2.5	2.2	2.8	3.4	3.5

⁹ 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.

TABLE 7-9
TRIP CHARACTERISTICS
BY MAIN TRIP ACTIVITY -
ENGLAND, SCOTLAND, WALES

Tables 7, 8 and 9 feature the same details as Table 6, but are presented on a country-by-country basis.

Main findings in 2002/3

- In all three countries the top seven activities accounted for approximately four in five of all trips (82% in England, 81% in Scotland and 84% in Wales). England, Scotland and Wales all followed a similar pattern to Great Britain as a whole (82%).
- The top four activities shown previously at Table 6 were the same in all three countries, accounting for 60% of all trips in England, 57% in Scotland and 61% in Wales.
- There were few differences worth noting between the countries concerning the characteristics of people taking trips for a particular activity. In most cases, any differences can be explained by underlying differences in the characteristics of the populations in each country.

TABLE 7 : TRIP CHARACTERISTICS BY MAIN ACTIVITIES - ENGLAND

Top 7 Main Activities (Great Britain 2002-3)								
	Total England	To eat or drink out	Walk, hill-walk, ramble	Visit friends, relatives at home	To go shopping	Playing sport	Hobby or special interest	For entertainment
Sample Size 2002-3	10812	2041	1453	1765	1329	833	823	621
	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)
ALL TRIPS (millions) 1994	4503	801	574	838	471	N/a	215	287
ALL TRIPS (millions) 1996	5063	940	770	938	565	N/a	282	295
ALL TRIPS (millions) 1998	5287	971	809	903	641	N/a	255	290
ALL TRIPS (millions) 2002-3	4533	820	706	632	529	396	345	232
AGE¹⁰	%	%	%	%	%	%	%	%
16-17	5	3	3	4	5	5	3	7
18-24	13	17	6	13	13	18	8	17
25-34	18	20	14	23	19	17	9	17
35-44	20	19	19	17	19	27	15	13
45-54	15	15	15	16	16	12	15	16
55-64	13	12	20	13	12	9	19	12
65-74	10	9	16	9	8	8	13	12
75+	7	5	7	5	9	4	18	6
SEX								
Male	48	56	45	40	34	63	43	48
Female	52	44	55	60	66	37	57	52
SOCIAL GRADE								
ABC1	58	61	50	55	54	68	68	53
C2DE	41	38	47	43	45	31	30	45
CARS/VANS IN HOUSEHOLD								
One	39	38	41	41	38	32	40	38
Two	35	35	33	33	37	45	31	34
3+	12	12	13	12	7	17	12	7
None	14	15	13	14	18	7	17	20
PERSONAL MOBILITY (all aged 17+)								
I own or have access to a car/van which I drive	71	73	77	71	60	81	69	63
I own or have access to a car/van, but I personally do not drive	8	7	4	8	15	7	7	12
I do not own or have access to a car/van but I can drive	5	6	6	4	6	3	3	5
I do not own or have access to a car/van and I cannot drive	14	14	14	16	19	8	21	20
WORKING STATUS								
Self-employed	6	9	6	6	6	7	4	3
In work/full-time (30+ hrs/wk)	40	47	35	37	34	53	31	37
In work part-time (<30 hrs/wk)	12	10	16	15	13	11	8	13
Looking after the home	8	5	8	11	9	4	7	7
Retired from paid employment	20	16	26	18	21	14	38	19
Unemployed, seeking work	3	3	4	3	4	1	2	2
Still at school	1	1	*	2	*	1	-	2
Full-time student	6	5	2	5	8	7	5	11
Government Training Scheme	2	1	1	2	2	1	2	2
Sick/disabled (but NOT normally working)	*	*	*	1	*	*	*	1
Temporarily absent from work through sickness/disability	2	2	2	2	2	1	2	1
CHILDREN IN HOUSEHOLD								
Aged 0-4	14	12	12	19	15	11	10	10
Aged 5-10	15	13	11	16	16	20	11	13
Aged 11-15	15	14	12	14	19	18	12	16
None under 16	68	71	76	64	63	67	76	72
DURATION								
Less than 3 hours	50	38	86	32	50	56	46	18
3 hours and over	50	62	14	68	50	44	54	82
Mean duration	3.3	3.6	1.7	4.3	3.2	3.0	3.3	4.1
MEAN DISTANCE TRAVELLED	15.0	12.3	8.6	20.0	16.7	12.1	9.3	13.2
DAY OF WEEK								
Monday	10	7	10	11	11	14	11	6
Tuesday	13	9	18	9	11	16	14	10
Wednesday	11	10	12	10	11	15	12	10
Thursday	14	13	16	12	10	19	22	11
Friday	13	19	11	9	11	12	11	21
Saturday	20	23	16	20	33	10	8	28
Sunday	20	19	17	28	13	15	21	13
Any weekday	61	57	67	51	54	75	70	59
Any weekend	39	43	33	49	46	25	30	41
MEAN PARTY SIZE	2.8	3.5	1.6	2.5	2.2	2.7	3.4	3.4

¹⁰ 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.

TABLE 8 : TRIP CHARACTERISTICS BY MAIN TRIP ACTIVITIES - SCOTLAND

Top 7 Main Activities (Great Britain 2002-3)								
	Total Scotland	To eat or drink out	Walk, hill-walk, ramble	Visit friends, relatives at home	To go shopping	Playing sport	Hobby or special interest	For entertainment
Sample Size 2002-3	4808	805	580	891	519	405	360	341
	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)
ALL TRIPS (millions) 1994	424	68	78	43	40	N/a	24	33
ALL TRIPS (millions) 1996	430	65	79	55	45	N/a	25	39
ALL TRIPS (millions) 1998	420	68	61	64	44	N/a	20	35
ALL TRIPS (millions) 2002-3	456	70	63	84	45	42	34	30
AGE¹¹	%	%	%	%	%	%	%	%ⁱ
16-17	5	3	*	10	5	5	9	8
18-24	12	16	5	19	12	10	6	23
25-34	19	22	12	22	21	20	14	18
35-44	19	21	15	15	19	26	13	12
45-54	17	15	30	11	16	15	22	8
55-64	13	10	23	11	15	9	16	11
65-74	10	10	8	6	9	15	15	12
75+	5	3	7	6	4	1	5	9
SEX								
Male	51	52	48	49	38	69	53	45
Female	49	48	52	51	62	31	47	55
SOCIAL GRADE								
ABC1	56	57	59	46	60	67	54	47
C2DE	43	43	40	52	40	33	45	52
CARS/VANS IN HOUSEHOLD								
One	44	45	38	47	46	42	41	38
Two	30	30	34	24	30	31	29	28
3+	5	4	4	5	6	9	13	4
None	20	21	25	24	18	17	16	29
PERSONAL MOBILITY (all aged 17+)								
I own or have access to a car/van which I drive	69	70	70	62	70	70	69	54
I own or have access to a car/van, but I personally do not drive	6	4	3	7	8	7	7	7
I do not own or have access to a car/van but I can drive	5	8	6	5	4	7	1	7
I do not own or have access to a car/van and I cannot drive	20	17	22	26	18	17	22	32
WORKING STATUS								
Self-employed	5	6	5	3	4	4	8	3
In work/full-time (30+ hrs/wk)	40	47	28	42	41	53	33	35
In work part-time (<30 hrs/wk)	10	11	9	8	14	4	10	10
Looking after the home	7	4	11	8	7	4	3	7
Retired from paid employment	20	17	26	16	16	21	29	23
Unemployed, seeking work	5	7	5	5	6	2	2	7
Still at school	2	1	*	4	3	2	2	4
Full-time student	7	5	8	10	5	5	12	7
Government Training Scheme	2	1	5	2	3	1	2	2
Sick/disabled (but NOT normally working)	1	*	1	1	1	3	1	1
Temporarily absent from work through sickness/disability	1	1	1	1	1	*	-	1
CHILDREN IN HOUSEHOLD								
Aged 0-4	12	9	12	12	11	11	8	7
Aged 5-10	13	11	8	14	17	12	8	11
Aged 11-15	16	16	9	20	15	19	16	19
None under 16	69	72	77	66	67	67	72	72
DURATION								
Less than 3 hours	44	34	82	28	33	54	36	17
3 hours and over	56	66	18	72	67	46	64	83
Mean duration	3.6	3.9	1.9	4.2	3.7	3.4	4.2	4.7
MEAN DISTANCE TRAVELLED	18.4	13.7	9.2	17.2	28.8	8.7	27.0	18.2
DAY OF WEEK								
Monday	10	7	11	9	9	17	8	12
Tuesday	11	8	8	12	9	13	19	6
Wednesday	12	10	15	10	8	13	14	9
Thursday	12	9	18	12	11	13	12	11
Friday	15	21	16	16	13	11	16	24
Saturday	22	30	14	21	33	15	12	32
Sunday	18	15	18	21	17	17	19	7
Any weekday	60	55	68	58	50	68	69	62
Any weekend	40	45	32	42	50	32	31	38
MEAN PARTY SIZE	3.0	3.6	1.9	2.4	2.2	3.3	3.5	5.0

¹¹ 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.

TABLE 9 : TRIP CHARACTERISTICS BY MAIN TRIP ACTIVITIES - WALES

Top 7 Main Activities (Great Britain 2002-3)								
	Total Wales	To eat or drink out	Walk, hill- walk, ramble	Visit friends, relatives at home	To go shopping	Playing sport	Hobby or special interest	For entertainment
Sample Size 2002-3	5448	1243	713	734	670	457	475	302
	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)
ALL TRIPS (millions) 1994	250	45	42	34	27	N/a	12	17
ALL TRIPS (millions) 1996	215	42	35	30	22	N/a	14	11
ALL TRIPS (millions) 1998	233	40	34	40	24	N/a	11	14
ALL TRIPS (millions) 2002-3	214	48	32	27	23	22	17	10
AGE¹²	%	%	%	%	%	%	%	%
16-17	4	3	1	5	2	9	3	7
18-24	14	19	5	21	11	21	17	19
25-34	18	17	17	19	21	21	7	11
35-44	17	15	13	14	16	24	14	21
45-54	15	19	18	15	16	10	7	15
55-64	13	12	19	13	15	7	19	11
65-74	12	9	24	8	10	7	18	7
75+	7	6	4	6	11	2	16	7
SEX								
Male	51	59	50	40	29	77	39	37
Female	49	41	50	60	71	23	61	63
SOCIAL GRADE								
ABC1	53	50	52	48	52	61	61	58
C2DE	45	49	46	51	47	39	36	42
CARS/VANS IN HOUSEHOLD								
One	41	37	50	35	44	45	38	37
Two	35	36	33	38	31	41	28	33
3+	8	8	7	7	5	10	17	11
None	15	19	9	20	20	3	18	19
PERSONAL MOBILITY (all aged 17+)								
I own or have access to a car/van which I drive	71	66	80	62	66	80	73	66
I own or have access to a car/van, but I personally do not drive	9	9	6	15	10	4	7	10
I do not own or have access to a car/van but I can drive	3	5	1	6	2	1	1	3
I do not own or have access to a car/van and I cannot drive	17	19	12	18	21	15	19	21
WORKING STATUS								
Self-employed	5	9	3	4	2	6	9	2
In work/full-time (30+ hrs/wk)	41	42	39	35	36	59	32	39
In work part-time (<30 hrs/wk)	8	9	7	12	12	3	3	16
Looking after the home	7	5	8	10	12	1	7	4
Retired from paid employment	23	18	35	18	27	14	40	17
Unemployed, seeking work	3	3	2	2	3	1	1	2
Still at school	1	*	-	-	*	5	1	2
Full-time student	7	8	3	11	6	11	4	12
Government Training Scheme	3	4	1	7	3	1	2	3
Sick/disabled (but NOT normally working)	1	*	*	*	*	*	1	1
Temporarily absent from work through sickness/disability	1	1	2	*	1	-	1	2
CHILDREN IN HOUSEHOLD								
Aged 0-4	12	9	8	20	14	10	3	6
Aged 5-10	13	12	10	11	15	13	6	12
Aged 11-15	18	19	13	17	18	22	13	24
None under 16	68	69	75	61	66	66	84	68
DURATION								
Less than 3 hours	43	31	83	33	27	57	50	14
3 hours and over	57	69	17	67	73	43	50	86
Mean duration	3.5	3.7	1.8	3.9	3.8	3.2	3.2	4.1
MEAN DISTANCE TRAVELLED	16.6	9.4	6.5	18.9	25.8	10.0	14.4	21.8
DAY OF WEEK								
Monday	9	5	12	9	11	14	8	5
Tuesday	11	10	14	8	10	15	15	9
Wednesday	12	9	11	12	10	18	17	18
Thursday	14	9	20	15	10	18	19	16
Friday	15	21	16	11	14	12	11	13
Saturday	21	29	10	22	36	12	7	25
Sunday	18	17	16	24	11	11	24	13
Any weekday	61	55	74	54	54	77	69	62
Any weekend	39	45	26	46	46	23	31	38
MEAN PARTY SIZE	2.9	3.8	1.7	2.3	2.3	3.3	2.4	3.3

¹² 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.

TABLE 10

LEISURE DAY VISIT EXPENDITURE – ALL VISITS

Changes over time: 1994 - 2002/3

- Between 1994 and 1998 there was a marked increase in the total expenditure generated by leisure day visits. The estimated expenditure on home-based leisure day visits grew from about £53 billion in 1994 to about £63 billion in 1996 and then £78 billion in 1998 (2002 prices). In 2002-3 however, total expenditure decreased in line with the lower number of trips to £71.1 billion.
- Whilst expenditure increased from 1998 to 2002-3 in both Wales and Scotland (by £0.9 billion and 0.7 billion respectively), expenditure decreased in England by £8 billion.

Main findings in 2002/3

Average expenditure in 2002-3

- The average expenditure per leisure day visit was £13.70, a slight increase from £13.10 in 1998.
- Average expenditure on town/city trips (£15.60) was higher than on seaside/coast trips (£11.50) and country-side trips (£8.60).
- Trip expenditure was higher in Wales (£14.40) than in England (£13.50) or Scotland (£13.60).
- Average expenditure on trips to both 'water with boats' (£11.40) and 'water without boats' (£8.30) was significantly higher than expenditure on wood/forest trips (£4.70).

Total expenditure in 2002-3

- Total expenditure for all trips was just over £71 billion. England accounted for £62 billion, Scotland for just over £6 billion and Wales for just over £3 billion.
- The largest proportion of total leisure day visit expenditure (c. £37.5 billion) was spent on alcoholic drinks, meals/snacks/other drinks, and clothes. As in previous years, the largest single category of expenditure was meals/snacks/other (i.e. non-alcoholic) drinks.

	TOTAL GB			
	All trips	Town/ city	Seaside/ coast	Country- side
Sample Size 2002-3	21068	14781	1512	4775
ALL TRIPS (millions) 1994	5177	3702	184	1292
ALL TRIPS (millions) 1996	5708	4032	198	1478
ALL TRIPS (millions) 1998	5940	4273	241	1427
ALL TRIPS (millions) 2002-3	5204	3674	267	1262
VOLUMES OF TRIPS BY MONTH (millions)				
January	416	314	20	82
February	414	297	15	102
March	517	398	28	92
April	447	337	25	85
May	369	266	14	89
June	398	254	24	120
July	479	247	49	185
August	481	316	23	142
September	429	286	23	121
October	393	293	12	87
November	378	299	19	60
December	482	366	16	99
AVERAGE EXPENDITURE PER TRIP (£) – all expenditure in 2002 prices				
All Items 1994	10.4	11.6	12.2	6.2
All Items 1996	11.1	12.2	12.4	5.9
All Items 1998	13.1	15.2	12.2	7.1
All Items 2002-3	13.7	15.6	11.5	8.6
Fuel (Petrol & diesel)	0.9	0.7	1.9	1.1
Road/bridge tolls	0.0	0.0	0.0	0.0
Fares (bus/train /coach/taxi)	0.3	0.4	0.6	0.1
Parking charges	0.1	0.1	0.2	0.0
Admission tickets	1.4	1.6	0.9	1.0
Inclusive tickets	0.1	0.1	0.0	0.1
Alcoholic drinks	2.1	2.4	1.2	1.4
Meals/snacks/non-alcoholic drinks	3.0	2.9	4.0	3.0
Gifts & souvenirs	1.5	2.0	0.8	0.4
Equipment hire/facilities	0.1	0.1	0.1	0.1
Clothes	2.1	2.8	1.4	0.2
Convenience shop	0.1	1.1	0.1	0.3
Betting/gambling	0.1	0.1	0.0	0.0
Books/mags/CDs	0.2	0.2	0.0	0.1
Donations/collections	0.1	0.1	0.0	0.1
Household goods	0.1	0.2	0.0	0.0
Gardening/plants	0.2	0.1	0.0	0.4
All other	0.6	0.8	0.3	0.3
TOTAL EXPENDITURE (£billion) – all expenditure in 2002 prices (= average £ exp				
All items 1994	53.2	43.0	2.2	8.0
All items 1996	63.4	48.9	2.4	8.7
All items 1998	77.7	65.0	2.9	10.1
All items 2002-3	71.1	57.1	3.1	10.9
Fuel (Petrol & diesel)	4.6	2.7	0.5	1.4
Road/bridge tolls	0.0	0.0	0.0	0.0
Fares (bus/train /coach/taxi)	1.7	1.4	0.2	0.1
Parking charges	0.6	0.5	0.0	0.1
Admission tickets	7.2	5.8	0.2	1.3
Inclusive tickets	0.3	0.2	0.0	0.1
Alcoholic drinks	10.8	8.7	0.3	1.7
Meals/snacks/non-alcoholic drinks	15.7	10.8	1.1	3.8
Gifts & souvenirs	8.0	7.3	0.2	0.5
Equipment hire/facilities	0.4	0.3	0.0	0.1
Clothes	11.0	10.3	0.4	0.3
Convenience shop	4.6	4.1	0.0	0.4
Betting/gambling	0.2	0.2	0.0	0.0
Books/mags/CDs	0.9	0.7	0.0	0.1
Donations/collections	0.3	0.2	0.0	0.1
Household goods	0.7	0.7	0.0	0.0
Gardening/plants	0.9	0.4	0.0	0.4
All other	3.3	2.8	0.1	0.3

TABLE 10 : LEISURE DAY VISIT EXPENDITURE – ALL VISITS

ENGLAND				SCOTLAND				WALES				Wood/ Forest GB	Boats GB	No Boats GB
All trips	Town/ city	Seaside/ coast	Country -side	All trips	Town/ city	Seaside/ coast	Country -side	All trips	Town/ city	Seaside/ coast	Country -side			
10812	7775	541	2496	4808	3568	371	869	5448	3438	600	1410	892	443	550
4503	3231	137	1134	424	319	26	79	250	151	20	79	303		
5063	3607	154	1302	430	300	25	105	215	126	19	70	346		
5287	3855	179	1253	420	282	39	98	233	135	22	76	355	165	147
4533	3207	200	1126	456	333	42	81	214	134	25	55	252	119	134
373	281	17	75	28	23	2	3	15	11	2	3	10	9	12
348	248	11	90	46	34	3	8	20	15	1	4	34	8	9
445	345	18	81	60	43	9	8	13	9	1	3	23	10	15
385	290	22	71	46	35	2	10	18	12	2	4	21	12	13
332	241	10	81	21	17	1	4	16	9	3	5	13	5	10
346	220	17	109	34	26	2	7	17	9	4	4	22	9	12
419	212	37	170	42	26	10	7	19	10	2	6	47	16	11
429	281	16	132	33	26	3	4	19	9	5	6	30	19	10
373	254	15	105	35	19	6	10	21	12	3	6	18	12	17
345	259	9	77	29	22	2	5	19	13	1	6	17	4	9
318	255	15	47	43	30	3	9	17	13	1	4	6	4	6
422	322	13	88	40	32	1	6	19	13	2	5	11	10	11
10.4	11.7	13.9	6.3	10.0	11.3	8.3	5.7	9.7	12.1	6.0	6.1	2.9	5.5	5.5
10.5	12.1	11.6	5.9	11.7	13.3	14.7	6.4	9.9	12.4	8.4	5.6	3.7	7.2	7.2
13.2	15.3	11.3	7.3	12.9	15.4	11.4	6.1	10.2	13.7	7.0	5.0	3.1	8.9	7.4
13.5	15.5	12.6	8.6	13.6	15.4	7.7	9.0	14.4	17.6	9.6	8.5	4.7	11.4	8.3
0.9	0.7	2.2	1.1	0.9	0.8	0.7	1.3	1.2	1.1	1.5	1.3	0.9	1.2	1.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.3	0.4	0.6	0.1	0.4	0.5	0.7	0.1	0.3	0.4	0.2	0.1	0.1	0.8	0.2
0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.2	0.1	0.1
1.4	1.6	1.0	1.1	1.1	1.4	0.4	0.6	1.1	1.3	1.0	0.9	0.3	0.5	0.9
0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.1	0.1	0.0	0.1	0.1	0.5	0.1
2.0	2.3	1.2	1.4	2.2	2.7	1.1	1.0	2.8	3.5	1.6	1.7	0.5	1.3	0.9
3.1	3.0	4.4	3.1	2.6	2.6	2.7	2.3	2.8	2.9	3.5	2.3	1.5	3.6	2.6
1.5	2.0	0.8	0.3	1.8	2.0	0.8	1.8	1.6	2.3	0.6	0.4	0.4	2.0	0.5
0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.2	0.0	0.0	0.1	0.0	0.2	0.3	0.1
2.1	2.8	1.6	0.2	1.9	2.4	0.5	0.6	2.4	3.6	0.6	0.4	0.2	0.6	1.1
0.8	1.1	0.1	0.4	1.4	1.8	0.3	0.1	0.6	0.9	0.1	0.1	0.0	0.0	0.2
0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0
0.2	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
0.1	0.2	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
0.2	0.1	0.0	0.3	0.2	0.0	0.0	0.7	0.1	0.2	0.0	0.2	0.0	0.0	0.0
0.6	0.8	0.3	0.2	0.4	0.5	0.4	0.1	0.8	0.8	0.2	1.2	0.3	0.3	0.6
x no. of trips)														
46.6	376	1.9	72	4.3	3.5	0.2	0.5	2.4	1.8	0.1	0.5	0.9	0.9	
52.8	43.3	1.8	7.7	5.1	4.0	0.3	0.7	2.1	1.6	0.1	0.3	1.3	1.4	
69.9	58.8	2.1	9.2	5.3	4.4	0.4	0.5	2.4	1.9	0.1	0.3	1.1	1.5	1.1
61.9	49.7	2.5	9.7	6.2	5.1	0.3	0.7	3.1	2.4	0.2	0.5	1.2	1.4	1.1
3.9	2.2	0.4	1.2	0.4	0.3	0.0	0.1	0.2	0.2	0.0	0.1	0.2	0.1	0.1
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1.4	1.2	0.1	0.1	0.2	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0
0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6.5	5.1	0.2	1.2	0.5	0.5	0.0	0.0	0.2	0.2	0.0	0.0	0.1	0.1	0.1
0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
9.2	7.4	0.2	1.6	1.0	0.9	0.0	0.1	0.6	0.5	0.0	0.1	0.1	0.2	0.1
13.9	9.5	0.9	3.5	1.2	0.9	0.1	0.2	0.6	0.4	0.1	0.1	0.4	0.4	0.3
6.8	6.3	0.2	0.3	0.8	0.7	0.0	0.1	0.3	0.3	0.0	0.0	0.1	0.2	0.1
0.4	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
9.6	9.1	0.3	0.2	0.9	0.8	0.0	0.0	0.5	0.5	0.0	0.0	0.1	0.1	0.1
3.8	3.4	0.0	0.4	0.6	0.6	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.8	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.3	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.6	0.6	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.8	0.4	0.0	0.4	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2.9	2.6	0.1	0.3	0.2	0.2	0.0	0.0	0.2	0.1	0.0	0.1	0.8	0.0	0.1

TABLE 11**INCIDENCE OF TOURISM DAY TRIPS (3+ HOURS) & CHARACTERISTICS OF TOURISM DAY TRIPPERS**

Tourism day visits are a subset of all leisure day visits. Tourism visits are defined here as trips at least lasting 3 hours, not taken on a regular basis. Table 11 provides an indication of the incidence and nature of such trips within the GB adult population and for England, Scotland and Wales. Here, tourism day trip takers in general and those taking particular types of trip are compared with each other, and with the profile of the Great Britain population as a whole. Figures relate to the 2002-3 survey only.

- Overall, just under half of the GB adult population had taken a day trip of 3 or more hours' duration over the previous 2-week period (46%) and the equivalent proportions for England, Scotland and Wales were 46%, 45% and 43% respectively. This compares to 80% of the population taking a day trip of any duration.
- There were some variations in the characteristics of tourism day trip takers across the three countries. Those taking trips in Scotland tended to be younger (19% aged under 25 compared with 13% of equivalent Welsh adults and 16% of English adults). Trip takers from Scotland and Wales were rather more likely to be C2DEs than their English counterparts (45%, 46% and 39% respectively), and Scots trip takers were less likely to own or have access to a car (75%) than the English (80%) or the Welsh (84%).
- Welsh adults who took such trips were more likely to fall within the 35-54 age categories (39%), were more likely to have cars in the household (88%) and with access to them (84%).
- English adults who took such trips were more likely to be older than their Scots counterparts (30% were aged 55+ compared with 26% of Scots), and were more likely to be ABC1s (59%).
- There are some interesting variations in the characteristics of tourism trip takers vis-à-vis day trip takers generally (see Table 3). At the Great Britain level, tourism day trip takers were more likely to be ABC1s (59% compared with 55%), more likely to have a car(s) in the household (86% compared with 83%) and to have access to a car (80% compared with 76%).

TABLE 11 : CHARACTERISTICS OF TOURISM TRIP-TAKERS (3+ hours) BY COUNTRY

	Tourism Day Trips (3+ hours) by residents of:			
	Great Britain	England	Scotland	Wales
Sample Size 2002-3	6600	3188	1471	1941
Population (000s) 02-3	45647	39237	4094	2316
Visits in the last two weeks	%	%	%	%
Any tourism day trip (3+ hours) 2002-3	46	46	45	43
	GB Population	English 3+hr Trip takers	Scots 3+hr Trip takers	Welsh 3+hr Trip takers
	6600	2829	620	790
	45647	20846	18008	1002
Personal Characteristics:	%	%	%	%
AGE¹³				
16-17	3	4	4	2
18-24	11	12	12	11
25-34	18	19	19	19
35-44	19	19	19	20
45-54	17	17	17	19
55-64	13	14	14	14
65-74	11	10	10	9
75+	9	6	6	6
SEX				
Male	48	46	46	46
Female	52	54	54	54
SOCIAL GRADE				
ABC1	51	59	59	53
C2DE	47	40	39	46
CARS/VANS IN HOUSEHOLD				
One	43	42	41	42
Two+	37	44	45	46
None	20	14	14	12
PERSONAL MOBILITY				
(all aged 17+)				
I own or have access to a car/van which I drive	65	70	70	73
I own or have access to a car/van, but I personally do not drive	9	10	10	11
I do not own or have access to a car/van but I can drive	6	5	5	2
I do not own or have access to a car/van and I cannot drive	20	16	15	14
WORKING STATUS				
In work/full-time (30+ hrs/wk)	38	40	39	42
In work part-time (30 hrs/wk)	11	12	12	12
Self-employed	7	7	8	7
Unemployed, seeking work	4	3	3	3
Sick/disabled	1	1	1	1
Retired from paid employment	22	19	19	19
Looking after home/family	8	7	7	6
Student	6	7	8	6
Other	5	4	4	5
CHILDREN IN HOUSEHOLD				
Aged 0-4	14	15	16	12
Aged 5-10	15	16	16	16
Aged 11-15	15	15	15	19
None under 16	68	65	65	65
LIFECYCLE				
Aged 16-34, single, no children	11	13	13	9
Aged 16-34, married, no children	6	7	7	7
Aged 16-34 with children under 16	15	15	15	17
Aged 35-54, no children under 16	19	17	17	21
Aged 35-54, with children under 16	16	19	19	18
Aged 55+, single	12	8	8	9
Aged 55+, married	21	21	21	20
CULTURAL/ETHNIC BACKGROUND				
White	92	94	93	99
Non-White	8	6	7	1
- Asian	6	4	5	*
- Black	2	1	1	*
- Other	1	1	1	*

¹³ 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.

TABLE 12
VOLUME OF TOURISM DAY VISITS

Main findings in 2002/3

- Of the 5.2 billion leisure day trips made from home in the UK in 2002-3, 1.1 billion were tourism day trips – trips of 3 or more hours' duration. People living in England took the vast majority of these tourism trips (over 900 million). People living in Scotland made more than twice as many tourism day trips as people living in Wales (98 million and 46 million respectively).
- In Great Britain, 71% of tourism day trips were town/city trips, whilst 22% were to the countryside and 7% were to the seaside/coast.
- People living in Scotland took the highest proportion of town/city tourism day trips (73%), followed by those in England (71%); those in Wales had the lowest proportion of town/city trips (66%).
- People living in Wales had almost twice as many sea-side/coast trips (12%) as people living in England (7%). Within these figures, 3% of trips were also recorded as involving visits to a wood/forest.
- Tourism day trips could also be recorded as involving visits to navigable and non-navigable inland waters – a distinction introduced for the first time in 1998, and referred to as 'water with boats' and 'water without boats' respectively. Within the figures already given, 3% of tourism day trips were also recorded as involving visits to 'water with boats', and 2% to 'water without boats'.
- 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 the East of England (144 million trips), followed by London (130 million) and the West Midlands (121 million).

TABLE 12 : VOLUME OF TOURISM DAY VISITS (3+ hours)

	Total GB	England	Scotland	Wales	Total GB	England	Scotland	Wales
Sample Size 2002-3	4786	2429	1093	1264	4786	2429	1093	1264
	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	%	%	%	%
TOURISM TRIPS (millions) 1996	1167	1026	95	46	100	100	100	100
TOURISM TRIPS (millions) 1998	1261	1120	94	47	100	100	100	100
TOURISM TRIPS (millions) 2002-3	1078	934	98	46	100	100	100	100
TRIP TYPE								
Town/city	764	662	72	31	71	71	73	66
Seaside/coast	80	64	10	6	7	7	10	12
Countryside	234	208	16	10	22	22	17	21
Wood/forest	30	24	4	1	3	3	5	3
Water with boats	33	30	2	1	3	3	3	2
Water without boats	19	14	4	1	2	2	4	2
MAIN DESTINATION								
Total England	933	927	1	5	87	99	1	11
Total Scotland	99	2	97	-	9	*	98	-
Total Wales	47	6	*	41	4	1	*	89

TABLE 13
TOURISM TRIP CHARACTERISTICS
BY MAIN TRIP ACTIVITY

The table shows the characteristics of all home-based tourism day visits (in the Total GB column) along with the seven most frequent trip activities. It should be noted that in terms of tourism day trips, walking is much less common as a main activity than is the case on leisure day visits generally – only 3% of tourism day visits have walking as the main activity. Consequently, walking does not feature in the top 7 activities on tourism day visits.

Main findings in 2002/3

- In 2002-3, the most popular activity overall was eating or drinking out which accounted for 25% of all trips. Visiting friends and relatives and shopping both accounted for a further 16% of tourism day visits and entertainment for a further 11%. Visiting attractions were more popular on tourism day trips than on leisure day visits generally – 10% of tourism day visits had this as the main purpose.
- Overall, 56% of trips were made by those aged under 45. This age group was more likely to account for trips for entertainment (64%), and to eat or drink out (59%). The over 45s were more likely to go for drives (56%), or to take trips for hobbies and special interests (55%).
- Women were especially likely to take tourism day trips with the prime purpose of shopping (62%), visiting attractions (57%) or for hobbies and special interests (57%).
- Overall, almost two thirds of tourism day trips (63%) were made by people from social grades ABC1 – a higher proportion than for leisure day visits generally (58%). They made 72% of the trips to pursue a hobby or special interest, 67% for entertainment, 65% to visit friends and relatives and 65% to eat/drink out.
- 88% of trips were made by people from car-owning households.
- Full-time workers made 46% of tourism day trips overall, but over half to eat/drink out (56%). Although retired people made just under one-fifth (18%) of all trips, they accounted for 28% of trips which involved a drive 25% of trips to pursue a hobby or special interest and 23% of visits to attractions.
- Just under two thirds of tourism day trips (65%) were taken by people in households without children. People living in households without children made 70% of tourism trips which involved going for a drive. Those with children were rather more likely than average to visit an attraction (42%).
- There were wide variations in the duration of different types of trip. The longest trips involved going for a drive (7.5 hours), or to visit an attraction (6.3 hours) or to visit friends and relatives (6.3 hours). Shorter tourism day trips were to eat and drink out (4.8 hours), to go shopping (4.9 hours) or for entertainment (4.9 hours).
- The mean round trip distances travelled also differed by activity. Not surprisingly, people travelled, on average, the longest distances when the main activity was to go for a drive (108 miles). Shorter distances were involved on trips to eat and drink out (average of 19 miles), or to pursue a hobby or special interest (24 miles).

- There were also variations in the main activity of tourism day trip by day of the week: going for a drive and visiting friends and relatives were both especially popular weekend activities (59% in each case), whereas hobbies and special interests were more likely to be pursued on weekdays (62%).
- The average party size for all activities was 3.9 people – higher for tourism day trips than leisure day trips generally (2.8 people). Trips to pursue a hobby or special interest, for entertainment and to visit an attraction had the largest party sizes (5.6, 5.3 and 5.2 people respectively) whilst the smallest average party size was to go shopping (2.5 people).

TABLE 13 : TOURISM DAY TRIP CHARACTERISTICS BY MAIN TRIP ACTIVITY

Top 7 Main Activities (Tourist Day Trips in Great Britain 2002-3)								
	Total GB	To eat or drink out	Visit friends, relatives at home	To go shopping	For Entertainment	Visit an attraction	Hobby or special interest	Go for a drive
Sample Size 2002-3	4786	1266	722	804	530	412	187	187
	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)
TOURISM DAY TRIPS (millions) 2002-3	1078	272	173	172	116	110	50	3
	%	%	%	%	%	%	%	%
AGE¹⁴	%	%	%	%	%	%	%	%
6-17	5	3	3	5	9	3	15	1
18-24	12	9	14	13	17	17	6	9
25-34	21	26	20	19	24	18	10	12
35-44	18	21	15	19	14	17	15	23
45-54	16	15	17	16	15	15	15	17
55-64	14	16	18	12	9	10	22	14
65-74	9	7	10	9	10	13	8	16
75+	5	4	4	6	2	7	10	9
SEX								
Male	46	49	45	38	49	43	43	48
Female	54	51	55	62	51	57	57	52
SOCIAL GRADE								
ABC1	63	65	65	59	67	61	72	42
C2DE	36	34	34	41	33	38	27	55
CARS/VANS IN HOUSEHOLD								
One	41	43	40	36	46	37	49	48
Two	36	37	34	39	34	36	34	39
3+	10	9	14	11	7	11	11	1
None	12	11	11	14	13	16	6	12
PERSONAL MOBILITY (all aged 17+)								
I own or have access to a car/van which I drive	73	76	76	69	69	68	73	73
I own or have access to a car/van, but I personally do not drive	9	7	8	13	12	9	3	8
I do not own or have access to a car/van but I can drive	4	6	2	4	5	5	3	4
I do not own or have access to a car/van and I cannot drive	14	11	15	14	14	18	21	14
WORKING STATUS								
Self-employed	7	10	6	7	5	2	4	8
In work/full-time (30+ hrs/wk)	39	46	37	37	43	30	23	34
In work part-time (<30 hrs/wk)	13	12	15	14	12	12	13	8
Looking after the home	7	6	8	8	5	11	5	7
Retired from paid employment	18	15	18	19	15	23	25	28
Unemployed, seeking work	4	2	2	4	3	7	7	7
Still at school	1	*	2	*	1	1	-	1
Full-time student	7	3	8	6	13	10	20	2
Government Training Scheme	2	3	1	2	1	1	1	4
Sick/disabled (but NOT normally working)	*	*	1	*	1	1	*	*
Temporarily absent from work through sickness/disability	2	2	2	2	1	3	3	1
CHILDREN IN HOUSEHOLD								
Aged 0-4	16	16	20	15	10	19	20	10
Aged 5-10	16	14	17	15	18	19	9	20
Aged 11-15	15	15	13	18	20	14	14	8
None under 16	65	66	67	65	66	58	63	70
MEAN DURATION (hours)								
	5.5	4.8	6.2	4.9	4.9	6.3	5.8	7.5
MEAN DISTANCE TRAVELLED (miles)								
	35.0	19.4	43.5	31.9	22.6	50.3	24.2	107.8
DAY OF WEEK								
Monday	8	7	6	10	5	16	5	8
Tuesday	9	8	9	10	9	10	10	5
Wednesday	8	8	8	6	11	10	7	10
Thursday	10	9	10	9	13	9	22	11
Friday	15	22	9	12	20	9	18	7
Saturday	28	28	29	36	33	21	17	28
Sunday	23	18	30	17	9	25	21	31
Any weekday	49	58	41	48	58	54	62	41
Any weekend	51	42	59	52	42	46	38	59
MEAN PARTY SIZE								
	3.9	3.7	3.2	2.5	5.3	5.2	5.6	3.7

¹⁴ 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.

TABLE 14**TOURISM TRIP CHARACTERISTICS BY TYPE OF TRIP****Main findings in 2002/3 for tourism trips**

- Most characteristics of tourism trips remained broadly similar between 1996, 1998 and 2002-3.
- The great majority of tourism trips were to towns/cities (71%), with 22% being to the countryside and 7% to the seaside/coast.
- Eating/drinking out (25%), visiting friends/relatives (16%), shopping (16%) and entertainment (11%) accounted for over two-thirds of all tourism trips.
- Tourism trips lasted on average, some 5.5 hours. Trips to towns/cities were the shortest (5.4 hours), followed by trips to the countryside (5.5 hours) whilst trips to the seaside/coast took substantially longer (6.5 hours).
- The average round trip distance travelled for all destinations was 35 miles, but this varied greatly according to the type of trip. People travelled more than twice as far for trips to the seaside/coast (62 miles) as for town/city trips (30 miles). Countryside trips involved distances of around 41 miles.
- The car was the main mode of transport for the majority of trips (73%), rising to 86% for countryside trips.
- On average, 3.6 hours were spent at the main destination, rising to 4 hours for seaside/coast trips.
- The great majority of tourism trips (90%) were undertaken in the company of other people. Almost two-thirds (64%) of tourism trips were made by parties comprising two or more adults whilst mixed parties of adults and children accounted for a further 23% of tourism trips. More trips to a town/city (10%) and to the countryside (9%) were made by lone adults than trips to the seaside/coast (5%).

TABLE 14 : TOURISM TRIP CHARACTERISTICS BY TYPE OF TRIP

	Tourism trips (3+ hours)			
	All Trips	Town/ city	Seaside/ coast	Countryside
Sample Size 2002-3	4786	3374	430	982
	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)
ALL TOURISM TRIPS (millions) 1996	1167	818	82	267
ALL TOURISM TRIPS (millions) 1998	1261	902	81	278
ALL TOURISM TRIPS (millions) 2002-3	1078	764	80	234
	%	%	%	%
MAIN ACTIVITY				
Walk, hill-walk, ramble	3	1	4	8
Cycling, mountain biking	*	*	2	1
Swimming	*	*	1	-
Visit beach, sunbathe, paddle in sea	2	*	24	*
Take part in sports – indoor, outdoor, field, water	2	1	3	4
Watching live sport (not on TV)	3	3	2	2
Hobby or special interest	5	4	4	6
Visit leisure attraction, place of interest, special event/exhibition	10	8	8	18
Visit park or garden	3	2	1	6
To eat or drink out	25	26	16	24
For entertainment (e.g. cinema, theatre, club)	11	14	3	3
To go shopping b(not food and not regular)	16	20	5	5
Drive, sightsee, picnic, boating	3	2	10	5
Visit friends, relatives at home	16	17	14	15
To take part in informal sports, games, relaxation and wellbeing	1	1	1	2
MEAN DURATION (hours)	5.5	5.4	6.5	5.
DISTANCE TRAVELLED				
Up to 1 mile	7	8	4	6
Over 1 mile up to 2 miles	6	7	5	2
Over 2 mile up to 5 miles	11	13	7	9
Over 5 miles up to 10 miles	15	16	9	14
Over 10 miles up to 20 miles	19	20	10	18
Over 20 miles up to 40 miles	17	16	19	23
Over 40 miles up to 100 miles	17	15	27	19
Over 100 miles	8	6	19	10
Average (miles)	35.0	30.2	61.8	41.2
MAIN MODE OF TRANSPORT				
Car/Van	73	69	73	86
Train/tube/underground	5	6	5	1
Public bus or coach	8	10	6	1
Coach trip/private coach	1	1	1	2
Motor Cycle/Scooter	*	*	1	1
Bicycle/mountain bike	*	*	1	1
On foot/walking	9	10	9	7
Boat (sail or motor)	*	*	1	-
Taxi	3	3	2	1
Other	*	*	-	1
TIME SPENT AT DESTINATION (based on all trips with 1 stop)				
Up to 1 hour	5	5	4	6
Over 1 up to 2 hrs	19	20	17	16
Over 2 up to 3 hrs	32	32	31	32
Over 3 up to 4 hrs	18	18	18	19
Over 4 up to 5 hrs	11	12	7	13
Over 5 up to 6 hrs	6	5	11	4
Over 6 up to 7 hrs	3	3	4	3
Over 7 hrs	6	5	7	7
Average hours	3.6	3.5	4.0	3.7
PARTY COMPOSITION				
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

TABLE 14
TOURISM TRIP CHARACTERISTICS BY TYPE OF TRIP
(CONTINUED)

- Almost two thirds (63%) of tourism trips were made by people from social grades ABC1.
- 88% of all tourism trips, rising to 93% of countryside trips, were made by people from car-owning households.
- Seaside/coast trips were more likely to be made on weekdays (56%) than countryside trips (41%).
- Women were especially likely to take seaside/coast trips (60%).
- Seaside/coast trips were more likely amongst retired people (23%) than trips to towns and cities (16%).

TABLE 14 : TOURISM TRIP CHARACTERISTICS BY TYPE OF TRIP (continued)

	Tourism trips (3+ hours)			
	All Trips	Town/ city	Seaside/ coast	Countryside
PARTY SIZE (all parties)				
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				
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
AGE¹⁵				
16-17	5	5	4	2
18-24	12	14	12	9
25-34	21	22	20	17
35-44	18	17	18	21
45-54	16	15	12	19
55-64	14	14	12	16
65-74	9	8	11	10
75+	3	4	11	8
SEX				
Male	46	47	40	46
Female	54	53	60	54
SOCIAL GRADE				
ABC1	63	63	56	67
C2DE	36	36	42	32
CARS/VANS IN HOUSEHOLD				
One	41	41	52	38
Two	36	34	29	44
3+	10	10	7	11
None	12	14	12	7
PERSONAL MOBILITY (all aged 17+)				
I own or have access to a car/van which I drive	73	70	73	83
I own or have access to a car/van, but I personally do not drive	9	10	8	5
I do not own or have access to a car/van but I can drive	4	5	1	2
I do not own or have access to a car/van and I cannot drive	14	15	18	10
WORKING STATUS				
Self-employed	7	6	4	11
In work/full-time (30+ hrs/wk)	39	40	35	36
In work part-time (30 hrs/wk)	13	13	12	13
Looking after the home	7	7	11	8
Retired from paid employment	18	16	23	20
Unemployed, seeking work	4	4	2	3
Still at school	1	1	1	1
Full-time student	7	8	6	6
Government Training Scheme	2	2	2	1
Sick/disabled (but NOT normally working)	*	1	*	*
Temporarily absent from work through sickness/disability	2	2	2	2
CHILDREN IN HOUSEHOLD				
Aged 0-4	16	16	21	15
Aged 5-10	16	15	17	19
Aged 11-15	15	15	12	18
None under 16	65	66	64	63
WHETHER ACCOMPANIED BY FRIENDS / RELATIVES STAYING AWAY				
Yes	9	9	11	9
No	91	91	89	91

¹⁵ 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.

TABLE 15
TOURISM TRIP CHARACTERISTICS BY COUNTRY OF ORIGIN

Main findings in 2002/3 for tourism trips

- Most characteristics of tourism trips remained broadly similar between 1996, 1998 and 2002-3.
- Walking was more popular on tourism day trips in Scotland (5%) and Wales (4%) than in England (2%) unlike eating and drinking out (21%), visiting leisure attractions (7%) and visiting friends and relatives (13%) – more common activities on English tourism day trips.
- Eating and drinking out was a more common activity in Wales than in England or Scotland (30% compared with 25% and 21% respectively), whereas visiting attractions was less common in Wales (8%) than in England (11%).
- Tourism trips lasted on average, 5.5 hours in England – slightly longer than in Scotland (5.3 hours) or Wales (5.2 hours).
- On the other hand, distances travelled for tourism day trips were longer in both Scotland and Wales (40 miles and 39 miles respectively) than in England (34 miles).
- The car was the main mode of transport for the majority of tourism day trips in each country, although less so in Scotland (67%) where walking was more popular (14%).
- On average, 3.6 hours were spent at the main destination in England slightly longer than in Scotland and Wales (3.4 hours in each case).
- The great majority of English and Welsh tourism trips (91% and 94% respectively) were carried out in the company of other people, although a higher proportion of Scots tourism day trips were undertaken alone (13%).

TABLE 15 : TOURISM TRIP CHARACTERISTICS BY COUNTRY OF ORIGIN

	Tourism trips			
	All Trips	England	Scotland	Wales
Sample Size 2002-3	4786	2429	1093	1264
	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)
ALL TOURISM TRIPS (millions) 2002-3	1078	934	98	46
MAIN ACTIVITY	%	%	%	%
Walk, hill-walk, ramble	3	2	5	4
Cycling, mountain biking	*	*	1	*
Swimming	*	*	*	1
Visit beach, sunbathe, paddle in sea	2	2	3	4
Take part in sports – indoor, outdoor, field, water	2	2	2	2
Watching live sport (not on TV)	3	3	4	3
Hobby or special interest	5	5	5	3
Visit leisure attraction, place of interest, special event/exhibition	10	11	7	8
Visit park or garden	3	3	1	1
To eat or drink out	25	25	21	30
For entertainment (e.g. cinema, theatre, club)	11	10	14	11
To go shopping b(not food and not regular)	16	16	16	16
Drive, sightsee, picnic, boating	3	3	5	5
Visit friends, relatives at home	16	17	13	16
To take part in informal sports, games, relaxation and wellbeing	1	2	2	*
MEAN DURATION (hours)	5.5	5.5	5.3	5.2
DISTANCE TRAVELLED (miles)				
Up to 1 mile	7	7	7	9
Over 1 mile up to 2 miles	6	6	7	4
Over 2 mile up to 5 miles	11	12	11	9
Over 5 miles up to 10 miles	15	15	15	15
Over 10 miles up to 20 miles	19	20	13	17
Over 20 miles up to 40 miles	17	17	16	18
Over 40 miles up to 100 miles	17	16	21	19
Over 100 miles	8	7	10	9
Average	35.0	34.3	39.8	39.0
MAIN MODE OF TRANSPORT				
Car/Van	73	74	67	76
Train/tube/underground	5	5	3	2
Public bus or coach	8	8	8	5
Coach trip/private coach	1	1	3	2
Motor Cycle/Scooter	*	*	2	*
Bicycle/mountain bike	*	*	*	*
On foot/walking	9	9	14	10
Boat (sail or motor)	*	*	*	*
Taxi	3	2	3	5
Other	*	1	-	*
TIME SPENT AT DESTINATION (based on all trips with 1 stop)				
Up to 1 hour	5	5	8	5
Over 1 up to 2 hrs	19	19	20	20
Over 2 up to 3 hrs	32	32	29	35
Over 3 up to 4 hrs	18	18	19	17
Over 4 up to 5 hrs	11	11	11	12
Over 5 up to 6 hrs	6	6	5	7
Over 6 up to 7 hrs	3	3	2	2
Over 7 hrs	6	6	4	4
Average hours	3.6	3.6	3.4	3.4
PARTY COMPOSITION				
Alone, not with anyone	10	9	13	6
A couple (of adults)	38	38	36	37
All adult party (3 or more)	26	26	26	29
Party of adults and children	23	23	22	23
Organised party	4	4	3	5

TABLE 15
TOURISM TRIP CHARACTERISTICS BY COUNTRY OF
ORIGIN
(CONTINUED)

- Party sizes for tourism day trips tended to be slightly larger in Scotland (4.2 people) than in England (3.9) or Wales (3.8).
- A higher proportion of tourism day trips in Wales were made up of C2DEs (42%) than in either England (35%) or Scotland (37%).
- Amongst Scots taking tourism day trips, lower proportions had children in the household (32%) than amongst English or Welsh tourism day trippers (35% in each case).

TABLE 15 : TOURISM TRIP CHARACTERISTICS BY COUNTRY OF ORIGIN (continued)

	Tourism trips			
	All Trips	England	Scotland	Wales
PARTY SIZE (all parties)				
Mean party size	3.9	3.9	4.2	3.8
Mean number of adults	3.4	3.4	3.5	3.2
Mean number of children (on trips where children were present)	2.3	2.3	2.9	2.2
DAY OF WEEK				
Monday	8	8	7	6
Tuesday	9	9	10	12
Wednesday	8	8	10	9
Thursday	10	10	8	9
Friday	15	15	15	14
Saturday	28	27	33	32
Sunday	23	24	18	18
Any weekday	49	49	50	50
Any weekend	51	51	50	50
AGE¹⁶				
16-17	5	5	5	2
18-24	12	12	16	13
25-34	21	21	19	21
35-44	18	18	20	19
45-54	16	16	16	18
55-64	14	14	12	13
65-74	9	9	8	10
75+	3	5	4	5
SEX				
Male	46	46	47	45
Female	54	54	53	55
SOCIAL GRADE				
ABC1	63	64	62	57
C2DE	36	35	37	42
CARS/VANS IN HOUSEHOLD				
One	41	41	45	41
Two	36	36	33	38
3+	10	11	5	8
None	12	12	17	12
PERSONAL MOBILITY (all aged 17+)				
I own or have access to a car/van which I drive	73	73	72	74
I own or have access to a car/van, but I personally do not drive	9	9	8	10
I do not own or have access to a car/van but I can drive	4	4	3	2
I do not own or have access to a car/van and I cannot drive	14	14	17	14
WORKING STATUS				
Self-employed	7	8	4	7
In work/full-time (30+ hrs/wk)	39	39	43	44
In work part-time (<30 hrs/wk)	13	13	14	11
Looking after the home	7	8	6	6
Retired from paid employment	18	18	16	19
Unemployed, seeking work	4	4	6	2
Still at school	1	1	3	1
Full-time student	7	8	6	5
Government Training Scheme	2	2	1	2
Sick/disabled (but NOT normally working)	*	*	1	1
Temporarily absent from work through sickness/disability	2	2	1	2
CHILDREN IN HOUSEHOLD				
Aged 0-4	16	16	14	13
Aged 5-10	16	16	16	16
Aged 11-15	15	15	15	19
None under 16	65	65	68	65
WHETHER ACCOMPANIED BY FRIENDS / RELATIVES STAYING AWAY				
Yes	9	9	11	5
No	91	91	89	95

¹⁶ 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.

TABLE 16
TOURISM DAY VISIT EXPENDITURE
(3+ HOUR TRIPS)

Changes over time: 1994-2002/3

- In 1996, people living in Great Britain made 1,167 million tourism trips. By 1998 this figure had increased to 1,261 million trips but it decreased to 1,078 million in 2002-3.
- Between 1996 and 1998, total expenditure on tourism trips increased in real terms from £25.9 billion to £34.1 billion. Reflecting the decrease in volume, expenditure decreased in 2002-3 to £29.8 billion.
- Between 1996 and 1998, average expenditure per tourism trip rose from £22.30 to £27.00. It increased slightly in 2002-3 to £27.70.

Main findings in 2002/3

- People living in Great Britain made almost 1.1 billion home-based tourism trips: this accounted for one-fifth (21%) of all leisure day visits. People living in England made 934 million of these trips, people living in Scotland made 98 million and people living in Wales made 46 million tourism trips.
- Average expenditure per tourism trip (£27.70) was around £14 more than that for leisure day visits as a whole (£13.70). Average expenditure varied between countries, with people living in Wales and England spending more (£31.40 and £27.70 respectively) than people living in Scotland (£25.30).
- Total expenditure on tourism trips was just under £30 billion. Of this, people living in England spent around £26 billion, people living in Scotland spent some £2.5 billion and people living in Wales spent almost £1.5 billion.
- Over half of the total tourism expenditure (54%) was spent on alcoholic drinks, meals/snacks/other drinks, and clothes. Spending on gifts and souvenirs accounted for a further 11% (£3.4 billion) of the total. The largest single category of expenditure was meals/snacks/other drinks followed by alcoholic drinks.

	TOTAL GB			
	All trips	Town/city	Seaside/coast	Country-side
Sample Size 2002-3	4786	3374	430	982
ALL TOURISM TRIPS (millions) 1996	1167	818	82	267
ALL TOURISM TRIPS (millions) 1998	1261	902	81	278
ALL TRIPS (millions) 2002-3	1078	764	80	234
VOLUMES OF TRIPS BY MONTH (millions)				
January	92	74	5	12
February	64	52	3	9
March	108	79	7	22
April	75	56	4	15
May	74	55	3	16
June	98	54	10	34
July	99	55	14	30
August	103	60	12	30
September	87	58	8	21
October	68	53	3	12
November	74	63	4	8
December	136	105	6	25
AVERAGE EXPENDITURE PER TRIP (£) – all expenditure in 2002 prices				
All Items 1996	22.3	23.7	17.5	14.0
All Items 1998	27.0	30.9	20.3	16.6
All Items 2002-3	27.7	30.8	18.5	20.7
Fuel (Petrol & diesel)	2.0	1.5	3.6	2.9
Road/bridge tolls	0.0	0.0	0.0	0.0
Fares (bus/train /coach/taxi)	0.8	0.8	1.0	0.4
Parking charges	0.3	0.4	0.3	0.0
Admission tickets	2.6	2.6	1.6	3.0
Inclusive tickets	0.1	0.1	0.0	0.2
Alcoholic drinks	3.7	4.2	2.3	2.5
Meals/snacks/non-alcoholic drinks	6.6	6.5	7.2	6.8
Gifts & souvenirs	3.1	3.8	1.5	1.5
Equipment hire/facilities	0.1	0.1	0.1	0.2
Clothes	5.4	7.3	0.3	0.8
Convenience shop	0.9	1.0	0.1	0.7
Betting/gambling	0.1	0.1	0.0	0.1
Books/mags/CDs	0.3	0.3	0.0	0.5
Donations/collections	0.0	0.0	0.0	0.1
Household goods	0.1	0.1	0.0	0.0
Gardening/plants	0.2	0.1	0.1	0.3
All other	1.4	1.7	0.3	0.6
TOTAL EXPENDITURE (£billion) – all expenditure in 2002 prices (= average £ exp				
All items 1996	25.9	19.3	1.4	3.8
All items 1998	34.1	27.9	1.6	4.6
All items 2002-3	29.8	23.5	1.5	4.8
Fuel (Petrol & diesel)	2.1	1.1	0.3	0.7
Road/bridge tolls	0.0	0.0	0.0	0.0
Fares (bus/train /coach/taxi)	0.8	0.6	0.1	0.1
Parking charges	0.4	0.3	0.0	0.0
Admission tickets	2.9	2.0	0.1	0.7
Inclusive tickets	0.1	0.1	0.0	0.1
Alcoholic drinks	4.0	3.2	0.2	0.6
Meals/snacks/non-alcoholic drinks	7.2	5.0	0.6	1.6
Gifts & souvenirs	3.4	2.9	0.1	0.4
Equipment hire/facilities	0.1	0.1	0.0	0.0
Clothes	5.8	5.6	0.0	0.2
Convenience shop	1.0	0.8	0.0	0.2
Betting/gambling	0.1	0.0	0.0	0.0
Books/mags/CDs	0.3	0.2	0.0	0.1
Donations/collections	0.0	0.0	0.0	0.0
Household goods	0.1	0.1	0.0	0.0
Gardening/plants	0.2	0.1	0.0	0.1
All other	1.5	1.3	0.0	0.1

TABLE 16 : TOURISM DAY VISIT EXPENDITURE

ENGLAND				SCOTLAND				WALES				Wood/ Forest GB	Boats GB	No Boats GB
All trips	Town/ city	Seaside/ coast	Country -side	All trips	Town/ city	Seaside/ coast	Country -side	All trips	Town/ city	Seaside/ coast	Country -side			
2429	1723	183	523	1093	806	102	185	1264	845	145	274	140	116	102
1026	727	67	232	95	64	8	23	46	28	6	12	49		
1120	806	65	248	94	67	9	18	47	29	6	12	43	44	26
934	662	64	208	98	72	10	16	46	31	6	10	30	33	19
84	68	5	11	5	4	*	1	3	3	*	1	0	2	*
53	43	3	7	8	6	*	1	4	3	*	*	2	2	*
92	66	6	20	14	11	1	2	2	2	*	1	4	1	2
63	48	2	12	8	6	1	2	4	3	1	1	4	3	3
66	49	2	14	5	4	*	1	4	2	1	1	1	3	1
86	46	9	31	9	6	*	3	4	2	1	1	2	3	5
82	44	11	28	13	9	3	1	4	2	1	1	7	5	1
89	52	10	27	7	5	1	1	6	3	1	2	3	6	1
78	52	7	19	5	4	*	1	4	3	*	1	2	3	1
59	47	2	10	6	4	1	1	3	2	*	1	2	1	*
61	53	2	6	10	7	1	1	3	3	*	1	1	2	*
122	94	5	23	8	7	*	1	5	4	*	1	2	3	2
21.2	23.8	17.4	14.1	20.3	22.2	22.6	14.5	19.0	23.2	11.5	12.9	12.0		
27.6	31.5	20.4	16.7	24.5	26.5	25.1	16.7	20.7	25.1	12.1	14.5	9.7	22.0	15.6
27.7	30.1	18.2	20.6	25.3	27.1	18.7	21.7	31.4	37.0	21.3	19.9	17.3	25.5	26.5
1.9	1.4	3.8	2.9	1.8	1.6	1.7	3.1	3.2	3.0	3.5	3.7	2.9	2.6	2.8
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0
0.7	0.8	0.8	0.4	0.9	0.8	2.5	0.5	0.8	1.0	0.4	0.3	1.1	2.4	1.3
0.4	0.5	0.3	0.0	0.1	0.1	0.1	0.1	0.2	0.2	0.6	0.1	0.1	0.2	0.2
2.7	2.6	1.8	3.2	2.5	3.1	0.3	1.2	2.5	2.6	2.3	2.4	1.0	1.1	4.9
0.1	0.1	0.0	0.2	0.3	0.2	0.0	0.7	0.3	0.3	0.0	0.4	0.4	0.4	0.5
3.6	4.1	2.1	2.5	3.8	4.4	3.1	1.8	4.9	5.8	2.5	3.5	1.6	1.6	1.1
6.7	6.7	7.2	6.8	5.5	5.3	5.9	6.1	7.2	7.0	9.1	6.8	6.2	7.8	9.5
3.0	3.8	1.4	1.1	4.1	3.6	2.5	7.4	2.7	3.6	1.0	1.0	2.7	5.8	3.1
0.1	0.1	0.1	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.1	0.4	0.7	0.0
5.5	7.4	0.2	0.9	4.2	5.6	1.0	0.1	6.0	8.5	0.9	1.2	0.6	2.3	2.2
0.9	1.1	0.1	0.8	0.2	0.3	0.0	0.0	1.5	2.3	0.2	0.1	0.2	0.1	0.1
0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0
0.3	0.3	0.0	0.6	0.3	0.4	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
0.1	0.1	0.0	0.0	0.2	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
0.2	0.1	0.1	0.4	0.1	0.0	0.0	0.3	0.4	0.5	0.1	0.3	0.0	0.0	0.0
1.4	1.8	0.1	0.6	1.1	1.3	1.5	0.0	1.1	1.6	0.5	0.1	0.1	0.5	0.8
x no. of trips)														
21.7	17.2	1.1	3.2	2.0	1.4	0.2	0.3	0.9	0.7	0.1	0.1	0.6		
30.9	25.3	1.3	4.1	2.3	1.7	0.2	0.3	1.0	0.8	0.1	0.2	0.4	1.0	0.4
25.9	20.4	1.2	4.3	2.5	1.9	0.2	0.4	1.4	1.1	0.1	0.2	0.5	0.9	0.5
1.8	0.9	0.2	0.6	0.2	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.7	0.5	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2.5	1.7	0.1	0.7	0.2	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3.4	2.7	0.1	0.5	0.4	0.3	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0
6.3	4.4	0.5	1.4	0.5	0.4	0.1	0.1	0.3	0.2	0.1	0.1	0.2	0.3	0.2
2.8	2.5	0.1	0.2	0.4	0.3	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.2	0.1
0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5.1	4.9	0.0	0.2	0.4	0.4	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.1	0.0
0.9	0.7	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.3	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1.3	1.2	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0

TABLE 17**VOLUME, VALUE AND CHARACTERISTICS OF LEISURE DAY VISITS – ENGLISH GOVERNMENT REGIONS (ORIGIN)****Main findings in 2002/3 – ALL DAY VISITS**

- 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 or 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 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.
- The car was the main means of transport used by residents of all regions, however it was significantly less important for residents of London than for those from elsewhere: whilst 45% of London residents used a car, this proportion increased to 65% for residents of the West Midlands and those from the South West.

Main findings in 2002/3 – TOURISM DAY VISITS

- In terms of tourism day visits, the main generators 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 or 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.
- The car was the main means of transport used by residents of all regions – especially for those resident in the South West (85%) and the West Midlands (83%).

TABLE 17a : VOLUME, VALUE AND CHARACTERISTICS OF LEISURE DAY VISITS – ENGLISH GOVERNMENT REGIONS (ORIGIN) ALL DAY VISITS

	North East	North West	Yorkshire/ Humberside	West Midlands	East Midlands	East of England	London	South East	South West
Sample Size 2002-3	1159	1438	1342	1006	927	1126	1293	1523	998
ALL TRIPS (millions) 2002-3	Vol. (m) 254	Vol. (m) 699	Vol. (m) 523	Vol. (m) 454	Vol. (m) 333	Vol. (m) 499	Vol. (m) 628	Vol. (m) 765	Vol. (m) 377
TRIP TYPE									
Town/city	186	459	376	359	228	320	580	511	186
Seaside/coast	24	24	17	1	3	28	4	50	50
Countryside	44	216	131	94	102	150	43	204	141
Wood/forest	8	25	25	11	10	36	16	57	34
Water with boats	5	23	4	5	8	27	11	15	11
Water without boats	7	20	9	9	17	15	10	16	12
AVERAGE EXPENDITURE PER TRIP (£) – all expenditure in 2002 prices									
	£	£	£	£	£	£	£	£	£
Total:	10.0	13.3	13.5	10.8	14.6	13.6	14.2	16.1	13.7
Fuel (Petrol & diesel)	0.9	0.8	0.9	0.8	1.1	1.0	0.7	0.8	1.0
Road/bridge tolls	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fares (bus/train /coach/taxi)	0.4	0.2	0.3	0.1	0.4	0.5	0.5	0.4	0.1
Parking charges	0.0	0.0	0.1	0.6	0.2	0.1	0.1	0.1	0.1
Admission tickets	0.7	1.3	0.8	1.3	1.5	1.2	1.5	2.9	0.6
Inclusive tickets	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0
Alcoholic drinks	1.5	2.0	2.0	1.9	2.3	1.6	2.5	2.4	1.4
Meals/snacks/non-alcoholic drinks	2.1	3.0	2.2	3.0	3.2	2.9	3.8	3.7	2.8
Gifts & souvenirs	1.3	1.0	2.9	0.4	1.3	1.4	1.5	2.0	1.1
Equipment hire/facilities	0.3	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1
Clothes	1.9	2.7	2.0	1.3	2.1	2.8	1.9	1.4	3.3
Convenience shop	0.3	0.4	0.9	0.3	0.7	1.3	1.0	0.6	2.3
Betting/gambling	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Books/mags/CDs	0.0	0.2	0.1	0.0	0.0	0.1	0.2	0.5	0.1
Donations/collections	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0
Household goods	0.0	0.4	0.1	0.1	0.5	0.0	0.0	0.2	0.0
Gardening/plants	0.1	0.1	0.1	0.6	0.2	0.3	0.1	0.1	0.2
All other	0.3	1.1	0.8	0.3	0.8	0.2	0.5	0.8	0.7
TOTAL EXPENDITURE (£billion) – all expenditure in 2002 prices									
(= average £ exp x no. of trips)	£bn	£bn	£bn	£bn	£bn	£bn	£bn	£bn	£bn
Total:	2.53	9.32	7.09	4.90	4.85	6.77	8.94	12.30	5.18
Fuel (Petrol & diesel)	0.24	0.54	0.49	0.37	0.37	0.51	0.43	0.62	0.37
Road/bridge tolls	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01
Fares (bus/train /coach/taxi)	0.10	0.13	0.14	0.05	0.14	0.24	0.32	0.31	0.02
Parking charges	0.01	0.03	0.05	0.28	0.05	0.02	0.03	0.05	0.03
Admission tickets	0.18	0.89	0.39	0.57	0.50	0.59	0.93	2.21	0.23
Inclusive tickets	0.00	0.07	0.02	0.00	0.02	0.01	0.04	0.09	0.00
Alcoholic drinks	0.38	1.38	1.07	0.87	0.77	0.78	1.54	1.86	0.54
Meals/snacks/non-alcoholic drinks	0.53	2.08	1.15	1.37	1.06	1.43	2.38	2.82	1.04
Gifts & souvenirs	0.34	0.70	1.54	0.18	0.45	0.71	0.92	1.56	0.41
Equipment hire/facilities	0.07	0.06	0.07	0.01	0.02	0.05	0.01	0.05	0.03
Clothes	0.48	1.89	1.07	0.60	0.71	1.42	1.17	1.04	1.25
Convenience shop	0.07	0.25	0.48	0.13	0.24	0.66	0.60	0.49	0.86
Betting/gambling	0.02	0.03	0.03	0.01	0.01	0.02	0.03	0.03	0.01
Books/mags/CDs	0.01	0.17	0.04	0.02	0.01	0.04	0.12	0.36	0.03
Donations/collections	0.01	0.02	0.02	0.00	0.01	0.06	0.07	0.06	0.02
Household goods	0.00	0.24	0.06	0.03	0.16	0.00	0.00	0.13	0.01
Gardening/plants	0.03	0.07	0.05	0.26	0.07	0.12	0.04	0.06	0.09
All other	0.07	0.77	0.41	0.15	0.26	0.09	0.29	0.57	0.25
Average trip duration (hours)	3.3	3.2	3.2	3.3	3.3	3.2	3.2	3.5	3.3
Average time at destination (hours)	2.4	2.3	2.3	2.5	2.4	2.3	2.3	2.5	2.4
Average distance travelled (miles)	16.4	14.5	13.6	17.7	17.7	15.6	10.2	15.7	17.6
MAIN MODE OF TRANSPORT									
Car/Van	51	64	57	65	56	57	45	59	65
Train/tube/underground	1	2	1	*	1	2	6	2	*
Scheduled bus or coach	10	3	10	11	9	4	11	2	4
Coach trip/private coach	1	*	*	*	1	1	*	*	*
Motor Cycle/Scooter	*	*	*	*	*	1	*	*	*
Bicycle/mountain bike	4	1	2	2	1	4	1	3	1
On foot/walking	31	27	27	21	29	28	36	31	29
On horseback	*	*	*	*	*	*	*	*	*
Boat (sail or motor)	*	*	*	*	*	*	*	*	*
Taxi	1	2	2	*	2	2	1	1	1
Other	1	*	1	*	1	1	1	*	1

TABLE 17b : VOLUME, VALUE AND CHARACTERISTICS OF LEISURE DAY VISITS (3+ hours) – ENGLISH GOVERNMENT REGIONS (ORIGIN) TOURISM DAY VISITS

	North East	North West	Yorkshire/ Humberside	West Midlands	East Midlands	East of England	London	South East	South West
Sample Size 2002-3	279	269	227	214	299	328	361	269	279
ALL TRIPS (millions) 2002-3	Vol. (m) 39	Vol. (m) 117	Vol. (m) 94	Vol. (m) 87	Vol. (m) 60	Vol. (m) 117	Vol. (m) 140	Vol. (m) 185	Vol. (m) 96
TRIP TYPE									
Town/city	25	81	72	70	41	75	128	120	51
Seaside/coast	4	9	7	0	2	12	4	11	16
Countryside	10	28	15	16	17	30	9	54	29
Wood/forest	2	1	2	1	4	3	2	6	4
Water with boats	1	5	1	1	2	5	5	6	4
Water without boats	1	0	1	0	2	4	2	2	1
AVERAGE EXPENDITURE PER TRIP (£) – all expenditure in 2002 prices									
	£	£	£	£	£	£	£	£	£
Total:	28.0	26.2	26.6	21.1	38.4	24.0	29.2	29.7	28.5
Fuel (Petrol & diesel)	3.6	1.7	1.5	1.4	3.3	2.2	1.8	1.8	1.4
Road/bridge tolls	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fares (bus/train /coach/taxi)	1.2	0.4	0.5	0.3	1.3	0.4	0.9	1.3	0.1
Parking charges	0.1	0.1	0.1	2.4	0.3	0.1	0.2	0.1	0.2
Admission tickets	1.7	3.3	1.7	2.4	2.5	2.3	2.8	4.1	1.1
Inclusive tickets	0.0	0.2	0.2	0.0	0.3	0.1	0.1	0.1	0.0
Alcoholic drinks	3.2	3.8	4.0	2.0	5.2	2.5	4.2	4.2	3.1
Meals/snacks/non-alcoholic drinks	6.8	6.1	5.7	6.8	8.0	4.9	7.8	7.5	7.0
Gifts & souvenirs	3.7	2.0	4.9	1.8	3.1	2.1	3.6	3.9	2.0
Equipment hire/facilities	1.5	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.2
Clothes	5.1	6.3	2.8	3.4	9.5	6.9	5.4	2.5	10.5
Convenience shop	0.7	0.7	0.3	0.4	0.5	2.2	1.6	0.9	0.4
Betting/gambling	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Books/mags/CDs	0.0	0.0	0.2	0.0	0.0	0.1	0.1	1.3	0.3
Donations/collections	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Household goods	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.1	0.1
Gardening/plants	0.1	0.1	0.0	0.1	0.0	0.2	0.0	0.2	0.4
All other	0.4	1.3	4.0	0.1	4.2	0.1	0.8	1.3	1.7
TOTAL EXPENDITURE (£billion) – all expenditure in 2002 prices									
(= average £ exp x no. of trips)	£bn	£bn	£bn	£bn	£bn	£bn	£bn	£bn	£bn
Total:	1.08	3.07	2.49	1.83	2.30	2.82	4.09	5.49	2.73
Fuel (Petrol & diesel)	0.14	0.19	0.14	0.12	0.20	0.25	0.26	0.34	0.13
Road/bridge tolls	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fares (bus/train /coach/taxi)	0.05	0.05	0.05	0.03	0.08	0.05	0.13	0.25	0.01
Parking charges	0.00	0.01	0.01	0.21	0.02	0.01	0.02	0.02	0.02
Admission tickets	0.06	0.39	0.15	0.21	0.15	0.27	0.39	0.76	0.11
Inclusive tickets	0.00	0.02	0.02	0.00	0.02	0.01	0.02	0.02	0.00
Alcoholic drinks	0.12	0.45	0.37	0.17	0.31	0.29	0.58	0.78	0.30
Meals/snacks/non-alcoholic drinks	0.26	0.71	0.53	0.59	0.48	0.58	1.09	1.39	0.67
Gifts & souvenirs	0.14	0.23	0.46	0.16	0.18	0.25	0.50	0.71	0.19
Equipment hire/facilities	0.06	0.02	0.01	0.00	0.00	0.00	0.00	0.02	0.01
Clothes	0.20	0.74	0.27	0.29	0.57	0.81	0.76	0.46	1.00
Convenience shop	0.03	0.08	0.03	0.03	0.03	0.25	0.22	0.16	0.04
Betting/gambling	0.00	0.01	0.01	0.00	0.01	0.00	0.00	0.01	0.00
Books/mags/CDs	0.00	0.00	0.02	0.00	0.00	0.01	0.01	0.24	0.03
Donations/collections	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.03	0.00
Household goods	0.00	0.00	0.03	0.00	0.02	0.00	0.00	0.03	0.01
Gardening/plants	0.00	0.01	0.00	0.01	0.00	0.03	0.00	0.04	0.04
All other	0.01	0.15	0.38	0.01	0.25	0.01	0.11	0.24	0.17
Average trip duration (hours)	5.4	5.5	5.2	5.5	6.1	5.1	5.5	6.0	5.1
Average time at destination (hours)	3.3	3.7	3.5	3.9	3.8	3.5	3.5	3.8	3.
Average distance travelled (miles)	47.0	35.8	31.3	36.0	54.6	33.5	22.9	33.6	34.6
MAIN MODE OF TRANSPORT									
Car/Van	66	77	71	83	66	75	61	74	85
Train/tube/underground	2	3	3	*	4	6	13	7	*
Scheduled bus or coach	13	5	11	8	9	5	17	2	3
Coach trip/private coach	2	2	1	*	4	2	*	1	*
Motor Cycle/Scooter	*	*	*	1	*	*	*	*	*
Bicycle/mountain bike	2	1	*	*	1	1	*	1	*
On foot/walking	10	7	8	5	10	8	8	12	10
On horseback	*	*	*	*	*	*	*	*	*
Boat (sail or motor)	*	*	*	*	*	*	*	*	*
Taxi	3	5	4	2	7	1	1	2	1
Other	1	1	2	1	*	2	*	*	*

TABLE 18
VOLUME, VALUE AND CHARACTERISTICS OF LEISURE
DAY VISITS – ENGLISH GOVERNMENT REGIONS
(DESTINATION)

Main findings in 2002/3 – ALL DAY VISITS

- Across the English Government Office Regions, 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.
- The car was the main means of transport used on trips to all regions, typically accounting for 60-65% of trips. However, it only accounted for 40% of the trips to London some 37% of London trips mainly involved walking.

Main findings in 2002/3 – TOURISM DAY VISITS

- 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 much across the GORs however. Average distance travelled varied from 27.5 miles on trips to the North West to 45.4 miles on trips to the East Midlands.
- The car was the main means of transport used on tourism day trips to all regions – especially trips to the South West (86%). London trips were more likely to involve travel on trains or the underground (25%) or on public buses (18%).

TABLE 18a : VOLUME, VALUE AND CHARACTERISTICS OF LEISURE DAY VISITS – ENGLISH GOVERNMENT REGIONS (DESTINATION) ALL DAY VISITS

	North East	North West	Yorkshire/ Humberside	West Midlands	East Midlands	East of England	London	South East	South West
Sample Size 2002-3	1050	1370	1197	1046	1002	1125	1153	1659	83
ALL TRIPS (millions) 2002-3	Vol. (m) 227	Vol. (m) 662	Vol. (m) 465	Vol. (m) 467	Vol. (m) 348	Vol. (m) 488	Vol. (m) 580	Vol. (m) 809	Vol. (m) 324
TRIP TYPE									
Town/city	171	445	332	353	228	321	559	510	165
Seaside/coast	22	23	8	0	12	30	0	53	48
Countryside	35	194	125	114	108	137	21	246	111
Wood/forest	7	24	21	20	12	28	6	74	19
Water with boats	3	20	4	5	6	27	8	17	12
Water without boats	1050	1370	1197	10	15	17	1153	1659	837
AVERAGE EXPENDITURE PER TRIP (£) – all expenditure in 2002 prices									
Total:	£ 9.8	£ 15.2	£ 11.2	£ 11.7	£ 14.3	£ 14.4	£ 13.3	£ 16.6	£ 13.1
Fuel (Petrol & diesel)	0.7	0.7	1.1	0.7	0.9	1.1	0.5	1.1	0.9
Road/bridge tolls	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fares (bus/train /coach/taxi)	0.3	0.3	0.4	0.1	0.4	0.5	0.7	0.2	0.1
Parking charges	0.0	0.1	0.1	0.6	0.1	0.0	0.1	0.1	0.1
Admission tickets	0.6	1.1	0.8	1.6	1.4	1.1	1.8	2.7	0.6
Inclusive tickets	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0
Alcoholic drinks	1.6	2.0	1.8	2.0	2.5	1.6	2.6	2.4	1.4
Meals/snacks/non-alcoholic drinks	2.1	2.9	2.3	3.3	2.7	3.3	3.3	3.7	2.8
Gifts & souvenirs	1.3	2.1	1.7	0.3	1.4	2.2	1.0	1.9	1.1
Equipment hire/facilities	0.3	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1
Clothes	1.9	3.5	1.3	1.8	1.5	2.4	1.7	2.2	2.6
Convenience shop	0.3	0.4	1.0	0.5	0.6	1.4	0.8	0.8	2.4
Betting/gambling	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0
Books/mags/CDs	0.0	0.3	0.1	0.0	0.0	0.1	0.2	0.5	0.1
Donations/collections	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0
Household goods	0.1	0.4	0.1	0.1	0.4	0.0	0.0	0.2	0.0
Gardening/plants	0.1	0.2	0.1	0.4	0.2	0.3	0.1	0.1	0.3
All other	0.3	1.2	0.1	0.4	1.7	0.2	0.6	0.6	0.7
TOTAL EXPENDITURE (£billion) – all expenditure in 2002 prices									
(= average £ exp x no. of trips)	£bn	£bn	£bn	£bn	£bn	£bn	£bn	£bn	£bn
Total:	2.23	10.08	5.19	5.48	4.96	7.05	7.74	13.45	4.24
Fuel (Petrol & diesel)	0.16	0.47	0.52	0.32	0.51	0.26	0.26	0.90	0.28
Road/bridge tolls	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fares (bus/train /coach/taxi)	0.06	0.17	0.20	0.04	0.13	0.24	0.41	0.16	0.02
Parking charges	0.00	0.07	0.03	0.26	0.05	0.02	0.04	0.06	0.02
Admission tickets	0.14	0.74	0.37	0.73	0.47	0.53	1.02	2.18	0.18
Inclusive tickets	0.00	0.02	0.05	0.01	0.02	0.02	0.03	0.03	0.00
Alcoholic drinks	0.36	1.35	0.83	0.93	0.88	0.80	1.50	1.91	0.44
Meals/snacks/non-alcoholic drinks	0.48	1.92	1.07	1.52	0.95	1.62	1.88	3.03	0.91
Gifts & souvenirs	0.30	1.39	0.79	0.13	0.50	1.05	0.55	1.57	0.37
Equipment hire/facilities	0.07	0.05	0.05	0.01	0.03	0.05	0.01	0.05	0.03
Clothes	0.43	2.28	0.58	0.82	0.53	1.16	0.99	1.79	0.83
Convenience shop	0.07	0.27	0.48	0.24	0.22	0.68	0.45	0.62	0.77
Betting/gambling	0.02	0.03	0.02	0.01	0.01	0.03	0.05	0.01	0.01
Books/mags/CDs	0.01	0.17	0.03	0.02	0.01	0.04	0.11	0.36	0.03
Donations/collections	0.01	0.02	0.02	0.00	0.01	0.06	0.06	0.06	0.01
Household goods	0.03	0.24	0.02	0.04	0.14	0.00	0.00	0.13	0.01
Gardening/plants	0.03	0.12	0.05	0.19	0.08	0.13	0.03	0.07	0.08
All other	0.07	0.77	0.07	0.17	0.61	0.10	0.33	0.50	0.24
Average trip duration (hours)	3.1	3.2	3.2	3.4	3.5	3.3	3.3	3.4	3.2
Average time at destination (hours)	2.3	2.3	2.3	2.5	2.6	2.4	2.3	2.4	2.
Average distance travelled (miles)	11.4	13.6	16.3	17.8	16.1	15.5	11.7	15.4	16.6
MAIN MODE OF TRANSPORT									
Car/Van	50	62	59	66	58	61	40	61	65
Train/tube/underground	1	2	1	0	1	1	10	1	0
Scheduled bus or coach	11	2	9	10	11	4	11	3	4
Coach trip/private coach	1	0	0	0	0	1	1	0	0
Motor Cycle/Scooter	0	0	0	0	0	0	0	0	0
Bicycle/mountain bike	4	1	2	1	1	4	1	3	1
On foot/walking	31	28	26	22	25	26	37	31	29
On horseback	0	0	0	0	0	0	0	0	0
Boat (sail or motor)	0	0	0	0	0	0	0	0	0
Taxi	1	3	1	0	2	2	1	1	1
Other	1	0	1	0	1	1	1	0	1

TABLE 18b : VOLUME, VALUE AND CHARACTERISTICS OF LEISURE DAY VISITS (3+ hours) – ENGLISH GOVERNMENT REGIONS (DESTINATION) TOURISM DAY VISITS

	North East	North West	Yorkshire/ Humberside	West Midlands	East Midlands	East of England	London	South East	South West
Sample Size 2002-3	158	264	238	238	245	300	299	398	219
ALL TRIPS (million's) 2002-3	Vol. (m) 31	Vol. (m) 106	Vol. (m) 87	Vol. (m) 93	Vol. (m) 71	Vol. (m) 120	Vol. (m) 130	Vol. (m) 194	Vol. (m) 79
TRIP TYPE									
Town/city	24	76	69	75	39	76	129	117	41
Seaside/coast	2	7	5	0	5	13	0	14	14
Countryside	5	23	13	18	27	31	1	62	23
Wood/forest	1	1	3	3	5	3	0	8	0
Water with boats	1	5	0	1	2	5	3	6	5
Water without boats	1	1	1	0	2	5	1	3	1
AVERAGE EXPENDITURE PER TRIP (£) – all expenditure in 2002 prices									
Total:	£ 25.4	£ 26.3	£ 21.9	£ 27.5	£ 33.2	£ 24.4	£ 28.5	£ 31.6	£ 26.7
Fuel (Petrol & diesel)	2.1	1.4	2.3	1.2	2.2	2.2	1.1	2.5	1.7
Road/bridge tolls	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fares (bus/train /coach/taxi)	0.4	0.8	0.8	0.2	0.9	0.3	2.0	0.6	0.1
Parking charges	0.1	0.2	0.2	2.2	0.2	0.1	0.2	0.1	0.2
Admission tickets	0.9	2.2	1.5	4.0	1.5	2.0	4.0	3.5	1.3
Inclusive tickets	0.0	0.2	0.0	0.2	0.3	0.1	0.1	0.1	0.0
Alcoholic drinks	3.5	4.2	3.6	2.4	4.4	2.7	4.6	3.8	3.0
Meals/snacks/non-alcoholic drinks	6.5	5.5	5.8	8.1	5.7	6.3	6.6	7.5	7.0
Gifts & souvenirs	3.1	2.1	4.7	1.0	3.4	3.4	2.5	3.7	2.4
Equipment hire/facilities	1.8	0.0	0.0	0.1	0.2	0.0	0.0	0.1	0.1
Clothes	4.5	7.4	1.9	7.3	5.6	4.8	4.7	6.0	7.5
Convenience shop	0.9	0.7	0.2	0.3	0.5	2.0	1.6	1.0	0.5
Betting/gambling	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Books/mags/CDs	0.0	0.0	0.2	0.0	0.0	0.1	0.0	1.3	0.4
Donations/collections	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Household goods	1.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.1
Gardening/plants	0.1	0.1	0.0	0.1	0.0	0.3	0.1	0.2	0.4
All other	0.5	1.4	0.4	0.2	8.3	0.1	0.9	1.0	2.1
TOTAL EXPENDITURE (£billion) – all expenditure in 2002 prices									
(= average £ exp x no. of trips)	£bn	£bn	£bn	£bn	£bn	£bn	£bn	£bn	£bn
Total:	0.80	2.80	1.90	2.55	2.37	2.93	3.69	6.12	2.10
Fuel (Petrol & diesel)	0.06	0.15	0.20	0.11	0.16	0.26	0.14	0.48	0.13
Road/bridge tolls	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fares (bus/train /coach/taxi)	0.01	0.08	0.07	0.02	0.06	0.03	0.26	0.12	0.01
Parking charges	0.00	0.02	0.02	0.20	0.01	0.01	0.03	0.02	0.01
Admission tickets	0.03	0.24	0.13	0.37	0.11	0.24	0.52	0.67	0.10
Inclusive tickets	0.00	0.02	0.00	0.01	0.02	0.01	0.02	0.01	0.00
Alcoholic drinks	0.11	0.45	0.31	0.22	0.31	0.32	0.60	0.74	0.24
Meals/snacks/non-alcoholic drinks	0.20	0.59	0.50	0.75	0.41	0.76	0.85	1.45	0.55
Gifts & souvenirs	0.10	0.22	0.41	0.09	0.24	0.41	0.32	0.72	0.19
Equipment hire/facilities	0.06	0.00	0.00	0.01	0.01	0.00	0.00	0.02	0.01
Clothes	0.14	0.79	0.16	0.67	0.40	0.57	0.61	1.16	0.59
Convenience shop	0.03	0.08	0.02	0.03	0.03	0.24	0.20	0.19	0.04
Betting/gambling	0.00	0.01	0.01	0.00	0.00	0.01	0.00	0.00	0.00
Books/mags/CDs	0.00	0.00	0.02	0.00	0.00	0.01	0.00	0.24	0.03
Donations/collections	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.03	0.00
Household goods	0.03	0.00	0.00	0.02	0.00	0.00	0.00	0.03	0.01
Gardening/plants	0.00	0.01	0.00	0.01	0.00	0.03	0.01	0.04	0.03
All other	0.01	0.15	0.04	0.02	0.59	0.01	0.12	0.20	0.16
Average trip duration (hours)	4.8	5.2	5.3	5.6	5.8	5.2	6.3	5.6	4.8
Average time at destination (hours)	3.1	3.7	3.4	4.0	3.9	3.6	3.6	3.7	3.
Average distance travelled (miles)	30.1	27.5	41.4	32.4	45.4	32.4	32.9	33.2	31.4
MAIN MODE OF TRANSPORT									
Car/Van	66	75	74	83	70	80	47	80	86
Train/tube/underground	2	4	3	0	4	3	25	2	0
Scheduled bus or coach	15	4	11	7	6	5	18	4	4
Coach trip/private coach	2	2	1	0	1	2	2	0	0
Motor Cycle/Scooter	0	0	0	1	*	0	0	0	0
Bicycle/mountain bike	1	1	1	0	1	1	0	1	0
On foot/walking	10	8	7	6	10	9	7	11	9
On horseback	0	0	0	0	0	0	0	0	0
Boat (sail or motor)	0	0	0	0	0	0	0	0	0
Taxi	3	6	4	2	6	1	1	2	1
Other	1	0	0	1	2	2	0	0	0