

Great Britain Day Visits Survey 2012

This update summarises the top line results of the Great Britain Day Visits Survey 2012 in respect of Wales.

The Great Britain Day Visits Survey (GBDVS) has been undertaken jointly with Visit England and Visit Scotland and is the source of official statistics on day visits by British residents to destinations throughout Britain.

2012 was the second year of the survey and took the form of 35,262 online interviews throughout Britain during the course of the year, with the Wales resident sample boosted to approximately 5,000 in order to permit more detailed secondary analysis in due course.

Tourism day visits are defined as of 3 hours+ duration (including travel time), for leisure purposes, non-routine and (with the exception of visits to tourist attractions and special events) outside the place of residence or workplace.

Main results for Wales

- 101 million tourism day visits were made by British residents to destinations in Wales in 2012, generating expenditure of £3.834 billion. The volume of trips is very marginally down in comparison with 2011 (102 million) but expenditure recorded in 2012 is over 30% up. While some of this increase may be due to approximations given by respondents, transport costs (especially fuel), which account for 24% of all expenditure, have risen markedly. Also, the costs of Eating Out, another major category of expenditure (39% of the total), have risen since 2011. Taking a two-year average for 2011 and 2012 to maximise robustness of results, annual expenditure on day visits in Wales equates to £3.387 billion, with average expenditure per person per visit at approximately £33.50.
- Wales' share of all tourism day visits made by British residents to destinations in Great Britain was 6% and of all expenditure on such trips, Wales' share was 7%.
- Day visits are significant throughout the year. In 2012 some 18% of the annual total was taken in the January-March quarter, 29% in the April-June quarter, 32% in the peak July-September quarter and 22% in the fourth October-December quarter. This pattern is very similar to that established in 2011.
- A wide range of Main Activities undertaken on the trip were recorded: some 20% visited friends or family, 8% involved a 'night out', 8% involved going out for a meal, 9% involved outdoor activities, 6% were to visit attractions and 7% were for 'special shopping'.

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- The regional distribution of day trips within Wales is as follows:

North Wales	26 million
Mid Wales	9 million
South West Wales	23 million
South East Wales	43 million

The dominance of South East Wales reflects the much larger local population and the urban destinations in the region.

- 67% of day visits originate within Wales itself, underlining the significance of the resident market. The regions of Wales show different visitor origin patterns. In North Wales, over half of day visits originate outside Wales, and some 31% from the adjacent North West of England. In South East Wales, two-thirds of day visits originate within the region itself, reflecting the region's much higher population density.

- The duration of days visits to destinations in Wales (including travel time) is as follows:

More than 3 hours but under 4 hours	40 million
4 hours + but under 5 hours	25 million
5 hours + but under 6 hours	12 million
More than 6 hours	24 million

- With regard to mode of transport, 78% of day visits to Wales were made by car, 7% by train, 7% on foot and 5% by public bus/coach.
- The breakdown of expenditure by the main categories was as follows:

Transport	24%	(of which Fuel 16%)
Eating and drinking	39%	(of which Cafés/Restaurants 34%)
Entrance charges	10%	(of which Attractions 4%, Events/Shows 4%, Sporting Events 2%)
Special shopping	23%	

Key Quality Information

The 2012 Great Britain Day Visit Survey (GBDVS) was commissioned jointly by the national tourist boards of VisitEngland (VE), VisitScotland (VS) and Visit Wales (the Tourism Department of the Welsh Government) and undertaken by research agency TNS.

The survey aims to measure the volume, value and profile of Tourism Day Visits taken by GB residents to destinations in England, Scotland, Wales and Northern Ireland.

GBDVS 2012 was conducted using an online methodology with 35,000 interviews conducted with adults aged 16 and over resident in England, Scotland and Wales during 52 weekly survey waves.

Survey respondents were selected from an online panel with demographic quotas based on age, gender, working status, socio-economic status and area of residence applied in every survey wave to increase the representivity of the achieved sample.

Final results were then weighted to further improve the representivity of the outputs. The weighting solution used was developed for the survey by TNS, informed by a significant programme of parallel off-line interviewing in the first year of the survey involving over 6,000 in-home interviews.