

# England Leisure Visits

Report of the 2005 Survey

ISBN 978-1-84754-003-4

Print code: NE13

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# 1 Introduction

This report summarises the main results from the 2005 England Leisure Visits Survey (ELVS). The survey included trips taken in England by respondents living in England from February 2005 through to February 2006. Day trips made by English residents to Scotland, Wales, or Northern Ireland were not included in 2005. It should be noted however that there were very few such trips in previous surveys – they formed less than 1% of trips recorded in Great Britain Day Visits Survey (GBDVS) 2002/03. As with previous surveys in this series, visits to overseas destinations were excluded.

The survey was led and coordinated by the Countryside Agency (now Natural England) and sponsored by a consortium of national agencies with an interest in recreation and tourism in England, consisting of:

- Countryside Agency
- Department for Environment, Food and Rural Affairs
- Environment Agency
- Forestry Commission
- The Broads Authority
- Dartmoor National Park Authority
- Exmoor National Park Authority
- Lake District National Park Authority
- North York Moors National Park Authority
- Northumberland National Park Authority
- Peak District National Park Authority
- Yorkshire Dales National Park Authority

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Fuller sets of tables are held by the sponsors in electronic form and also lodged with the National Data Archive. Addresses are shown on the last page of this report.

## 1.1 Aims of the survey

The main aims of the survey were to:

- Measure the extent of participation in Leisure Visits by the adult population (aged 16 and over)
- Estimate the total number of Leisure Visits and their economic value

The survey also provides information on a number of trip details which are covered under each section of this report. They include:

- Characteristics of visitors
- Trip characteristics:
  - Time spent at the destination
  - Method of transport and distance travelled
  - Number of people on the visits

- Activities undertaken on visits
- Destinations visited

The report provides estimates of Leisure Visits to four main types of destination:

- Inland towns/cities
- Seaside towns/cities
- Countryside
- Seaside coast

This differs from the GBDVS 2002/03 in which there was three main types of destination:

- Towns/cities
- Countryside
- Seaside or coast

As a result of the change in the list of options, the volume and proportion of trips to each of the destination types cannot be compared with the findings of the previous survey because assurances cannot be given that respondents would categorise all locations in the same way when choosing on the two different lists.

However, the use of the four categories makes it now possible to define between and report upon all rural trips and all urban trips. A total for all rural trips can be arrived at by adding trips to the countryside and trips to the seaside coast. A total for all urban trips can be arrived at by adding trips to inland town/city and trips to seaside town/city. Where all rural or all urban trips are referred to throughout the report, this is the process that has been gone through to arrive at the figure reported.

It should be noted that where rural or urban trips are referred to in this report, this is not the same as the Defra Urban Rural Classification 2004 which uses a tenfold typology of rurality. However, as ELVS rural trips have been geocoded it is technically possible to analyse the data according to the Defra classification for in depth studies.

Within these four main types of destination, trips could also be recorded as involving visits to any of three types of subsidiary destination: woods and forests, inland waters with boats and inland waters without boats. Throughout this report, for convenience, the last two subsidiary destinations are referred to as trips to 'water with boats' and 'water without boats' respectively.

Also new to the 2005 survey was the collection of detailed information on trips to National Parks and to open access land following the recent commencement of the new right of access under the Countryside and Rights of Way Act 2000.

Trips to the countryside, seaside coast, National Parks and areas of open access land were accurately identified using TARA, a geo-coding system that provides a precise method of identifying geographic points throughout the country. Thus the survey does not rely upon respondent definition of a National Park or open access land trip, but provides an objective classification of these trips. However, it is important to note that for a trip to be classified as being to a location such as a National Park, the respondent has to choose this

location as the 'main destination' of the trip that they made. As a result, volume figures recorded in ELVS to locations such as National Parks show the number of visits for which a location in a National Park was considered by the respondent to be the 'main destination' of the trip rather than every trip which included a visit to a National Park. As every trip has one (and only one) 'main destination', this method prevents double counting of trips and allows analysis on the proportion of total trips to various destination types.

## 1.2 Definitions

**Leisure Visits** are defined as round trips made from home for leisure purposes. People must start from and return to their home within the same day. There is no lower time limit or minimum distance, so brief trips close to home are included, for example taking a dog for a walk – assuming that the respondent considered the trip to be a Leisure Visit. Leisure Visits from a work address, for example to visit the gym after work, are also included if the person started out from and returned home that day.

**Tourism Visits**, also referred to as tourism trips, are a sub-set of Leisure Visits. They are defined as round trips which start from and return to home for leisure purposes which last three hours or more and are not taken regularly.

**Trips from a holiday base** are made either from a holiday address or while en route to or from a holiday address. A holiday address is defined as any place that the respondent has stayed away from their home. Detailed information about these trips is included for the first time. Previous studies were unable to report on these trips in any detail due to base size restrictions.

**Activities undertaken on Leisure Visits** are defined as any activity which was for leisure and not a necessary activity such as regular shopping for food. It does include leisure shopping and leisure activities on a journey to or from work. Activities were not prompted and were subsequently grouped for reporting purposes.

**Destinations visited** are grouped into four main types of destination: inland towns/cities, seaside towns/cities, the countryside, and the seaside coast; three types of subsidiary destination: woods and forests, inland waters with boats and inland waters without boats; and also two further destination types: whether a trip was to a National Park or open access land.

**Leisure Visit characteristics** are profiled according to age, gender, ACORN group (table 1.1), working status, whether children in household, ownership of a car, ethnicity and whether the respondent recorded any disability.

## 1.3 Notes on the tables

Percentages shown in the tables are featured to the nearest whole number. Figures for total expenditure are shown in £ billions and are rounded to 1 decimal place (i.e. to the nearest £100m). Figures for the average expenditure per trip are shown in pounds sterling and pence and are again rounded to 2 decimal places (i.e. to the nearest penny). Figures may therefore

not add to 100% because of rounding, or where more than one answer is possible. The word 'billion' (bn) is used to mean 1,000 million. Other conventions used in the tables are:

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

In cases of non-response to a particular question, the non-responses were omitted from the tables. As a result, some totals add up to less than 100% and percentages quoted are the proportion of all respondents who gave that response. Headline figures from GBDVS 2002/03 are included in the tables adjacent to the corresponding ELVS figures to provide a comparison over time, where possible. To do this the GBDVS 2002/03 results were re-analysed to provide direct comparison with ELVS by focussing on trips made in the last week to England by respondents from English addresses only. This adjustment increases the estimated number of trips in 2002/03, compared with the results published for that year by about 19% overall. Information from the three UKDVS surveys (1994, 1996 and 1998) are, however, excluded as no similar re-analysis was possible.

Where seasons are referred to within the text, Meteorological Office definitions are used: spring 21st March-20th June, summer 21st June-20th September, autumn 21st September-20th December and winter 21st December-20th March.

In ELVS, ACORN categories have been used in place of social grading. ACORN is the leading geo-demographic tool in the UK used to identify, understand and categorise the UK population. ACORN categorises all 1.9 million postcodes in the UK according to over 125 million demographic statistics, making it a powerful tool for categorising the population geo-demographically into 5 categories, which are further sub-divided into 17 groups. These categories and groups are outlined in table 1.1. For more information on the ACORN categories, visit the website at <http://www.caci.co.uk/acorn>

Table 1.1: List of ACORN categories and Groups

ACORN Category	ACORN Group
Wealthy Achievers	Wealthy Executives
	Affluent Greys
	Flourishing Families
Urban Prosperity	Prosperous Professionals
	Educated Urbanites
	Aspiring Singles
Comfortably Off	Starting Out
	Secure Families
	Settled Suburbia
	Prudent Pensioners
Moderate Means	Asian Communities
	Post Industrial Families
	Blue Collar Roots
Hard Pressed	Struggling Families
	Burdened Singles
	High Rise Hardship
	Inner City Adversity

Note that 17% of all respondents in ELVS were not assigned an ACORN code, primarily because of refusals in the interview process. It is suspected that the reason for the refusals was the fact that the survey asked the nature of the respondents' leisure activities and some respondents were concerned that the security of their home could be put at risk if their geographical location was revealed through the revealing of their postcode.

## 1.4 Survey method

Interviewing was conducted by telephone among respondents in England aged 16 and over spread evenly throughout the February 2005-February 2006 period. The interviewing was divided between a nationally-representative main survey and a boost survey that was geographically skewed towards residents that lived close to National Parks and/or large areas of open access land. The purpose of this boost survey was to provide additional data on the characteristics of trips to National Parks and open access land to supplement the analysis of visits to these areas.

For the main survey, of those contacted, 39% responded and interviews were completed with 23,542 respondents. For the boost survey, there was a 42% response rate with 26,500 completed interviews. Respondents were asked to list all leisure trips that they had undertaken in the past week-either from home or from/via a holiday base. One of these trips was then randomly selected and detailed information relating to that trip collected. A rigorous, multi-stage weighting process was applied to ensure that the final dataset is made nationally representative in terms of the key demographics and that the trip data are representative of all trips taken over the time period.

The majority of the report and tables for ELVS is made up of data drawn from the core survey only. This includes all of the data on the respondents and population figures, including the percentage of the population that has visited National Parks and open access land, as well as volumetric (i.e. specific numbers of visitors) information on trips to all destination types – including the individual National Parks and areas of open access land.

The boost survey is used in conjunction with the core survey only in the sections that provide detailed information (main activity, duration of visit, expenditure etc) on the trips to the National Parks and areas of open access land.

Therefore, the data in sections 2, 3 and 4 of this report are based on the core survey except for specific non-volume information on trips to National Parks and areas of open access land. In sections 5 and 6, there is more specific information on trips to National Parks and open access land. However, all volumes of visits are calculated using the core survey only, including the non-National Park and open access land data used for comparison.

Where the boost survey is used in conjunction with the core survey in the specific National Park and open access land trip information, it is important to note the caveats regarding a potential for geographical bias contained in the Technical Report in Section F: Weighting and Grossing-up of the Survey Data.

## 2 Leisure Visits

This section is confined to Leisure Visits, which are defined in section 1.2 of the introduction.

### 2.1 Extent of participation in Leisure Visits

#### 2.1.1 Leisure Visits made within the past week

In 2005, 63% of adults in England had made a Leisure Visit within the previous week. This figure is 11% lower than that shown by the data of the 2002/03 survey, once it had been re-analysed to make it comparable with ELVS.

In 2005, 52% of the adult population had taken a trip to an inland town/city during the previous week, whilst 19% had visited the countryside on such a trip. In addition, 2% had visited the seaside coast and 5% had visited a seaside town/city. 1.2% had visited a National Park and 0.6% an area of open access land.

**Table 2.1: Proportion of adults making a leisure visit in the past week**

	2005 %	2002-3 %
Any visit in last week	63	74

**Table 2.2: Proportion of adults making a leisure visit in the past week – by destination type**

Destination type	2005 %
Inland town/city	52
Seaside town/city	5
Countryside	19
Seaside coast	2
National Park	1.2
Open access land	0.6

**Table note:** It is not possible to make direct comparisons with 2002/03 across all of these destination types as the information has been collected slightly differently across the two surveys.

#### 2.1.2 Leisure Visits made within the past year

People were also asked whether they had made any trips to each of the four main types of destination within the past 12 months. Overall, during the 2005 survey period, 64% of adults had visited a town/city with 62% visiting a seaside town/city, 59% visited the countryside and 37% had visited the seaside coast. Across England as a whole, 40% had visited a wood/forest in the past year. A quarter (25%) of people had visited a stretch of inland 'water with boats' whilst just under a fifth (18%) had taken a trip to 'water without boats'.

**Table 2.3: Proportion of adults visiting destination type in last year**

	2005 %
<b>Visit in last year to:</b>	
Inland town/city	64
Seaside town/city	62
Countryside	59
Seaside coast	37

**Table note:** It is not possible to make direct comparisons with 2002-3 across all of these destination types as the information has been collected slightly differently across the two surveys.

**Table 2.4: Proportion of adults visiting destination in last year**

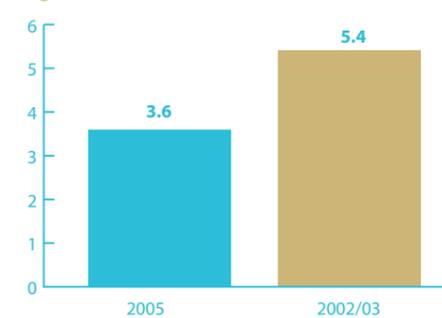
	2005 %	2002/03 %
<b>Visit in last year to:</b>		
Wood/forest	40	40
Water with boats	25	35
Water without boats	18	23

#### 2.1.3 Volume of Leisure Visits made within the past year

In addition to the fall in participation of adults who took a Leisure Visit in the previous week from 74% in 2002/03 to 63% in 2005, the average number of leisure visits taken in the previous week fell from 3.3 in 2002/03 to 2.8 in 2005, which shows that, overall, fewer people are taking leisure trips and those that are taking them, are taking them less often. As a result, in the twelve month period of the 2005 survey there were an estimated 3.6 billion Leisure Visits from home in England, which represents a 33% decrease from 2002/03 when there were estimated to be 5.4 billion trips.

An aspect to take into account when considering this large fall is the impact of the change in methodology between GBDVS and EDVS and this change could be, in part, an explanation for some of the fall. However, the statistical techniques we used, including re-analysis of 2002/03 data in a compatible way, has minimised the effect of a change in the methodology and we are confident that the survey still reveals a downward trend in the number of Leisure Visits. A discussion of the details and reasons for the change in methodology are included in the technical report.

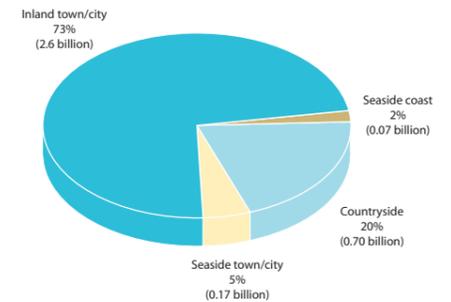
**Figure 2.A: Volume of Leisure Visits; 2005 and 2002/03 (billions)**



#### 2.1.4 Volume of Leisure Visits made within the past year, by main destination

As shown in Figure 2.B, 78% (2.78 billion) of all Leisure Visits were to an urban destination – with 73% to an inland town/city and 5% to a seaside town/city. Almost a quarter, 22%, (0.77 billion trips) were to a rural destination with the countryside making up 20% and seaside coast 2%.

**Figure 2.B: Destination of Leisure Visits; 2005**

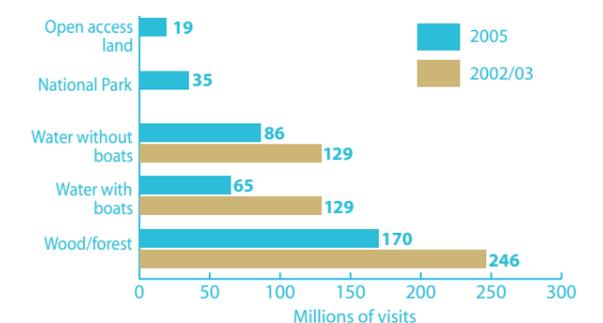


Information on the proportion of rural trips that are to areas of open access land and to National Parks can be found in chapters 5 and 6 respectively.

Trips could also be classified within the three subsidiary destination types: a wood/forest, 'water with boats' and 'water without boats'.

As Figure 2.C shows, in 2005, there were around 170 million trips to a wood/forest, 65 million trips to water with boats, and 86 million trips to water without boats. As a proportion of all trips, 5% were to a wood/forest, while 2% of trips were to water with boats, and 2% were to water without boats. 35 million trips were made from home to a National Park and 19 million were made to open access land.

**Figure 2.C: Destination of Leisure Visits**

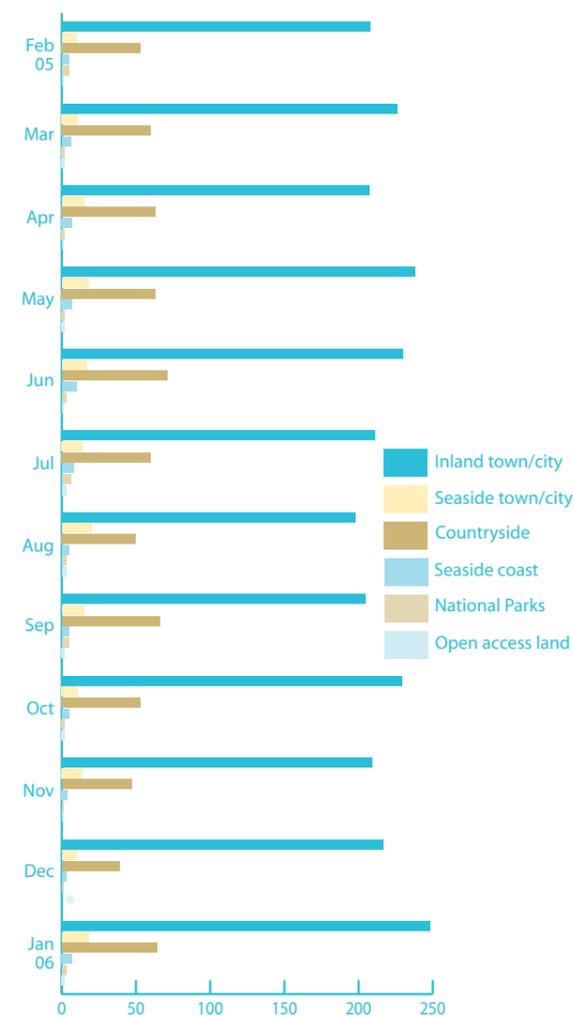


**Note:** National Park and open access land data not available for 2002/03.

#### 2.1.5 When Leisure Visits were made

Leisure Visits were an all-year-round activity, with little difference in the overall volumes between summer and winter. Seaside and countryside trips tended to display the greatest seasonal variations – in each case, the number peaked in June/July.

**Figure 2.D:**  
Destination throughout the year; 2005 (millions of visits)

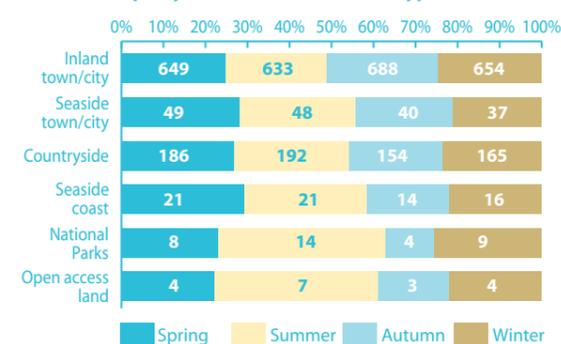


Note: \* Less than 1 million visits but not zero

### 2.1.6 The effect of seasonality on trip making

As can be seen from Figure 2.E, trip taking is an all-year round activity to all destination types. However, there is a difference between the trips to an inland town city which are split very evenly over the seasons and the other destination types, most notably National Parks and open access land for which over 60% are taken in the spring and summer months.

**Figure 2.E:**  
Volume of trips, by season and destination type (millions)



Note: spring is 21st March-20th June, summer is 21st June-20th Sept, autumn is 21st Sept-20th Dec and winter is 21st Dec-20th March.

## 2.2 Characteristics of trip-takers and non trip-takers

### 2.2.1 Characteristics of trip takers, those people making Leisure Visits in the past week

This section deals with the characteristics of trip takers making any Leisure Visit in the past week. They are compared with the adult population as a whole that participated in the survey, and with those who did not make any Leisure Visits in the past week.

In terms of their profile by age and sex, trip-takers were generally fairly similar to the adult population as a whole. Trip takers to the countryside and to the seaside coast tended to be from the more affluent ACORN groups, Wealthy Achievers and Comfortably Off. Those taking trips to an inland town/city were more likely to be younger while those visiting the countryside were more likely to be older. Visitors to the countryside, the seaside coast and seaside town/city are more likely to be white. In addition, those with children in the household are slightly more likely to make leisure visits to an inland town/city and less likely to visit the countryside.

The retired and those with no children in their household are more likely to visit a National Park or open access land. Those with a disability are less likely to take a leisure visit and even less likely to visit a National Park or open access land. In all, National Park visitors were more likely to be 45 and over, male and white than the population as a whole. Open access land visitors were twice as likely to be Wealthy Achievers as in the population as a whole.

Most of the survey respondents came from car owning households (74%), although the proportion who owned a car increased to 78% for all trip takers, 88% for countryside trip takers, 87% and 93% for National Park and open access land trip takers respectively. In addition, it is of interest to observe that 17% of all respondents are classified within ACORN as Wealthy Achievers but that 29% of visitors to the countryside, 31% of visitors to National Parks and 34% of visitors to open access land had the Wealthy Achievers ACORN classification. This indicates that people in car-owning households and classified within ACORN as Wealthy Achievers are more likely to visit the countryside and open access land or National Parks in particular than the population as a whole.

### 2.2.2 Characteristics of non trip takers, those people not making Leisure Visits in the past week

Non-trip takers were more likely to be younger and less wealthy than trips takers; they were less likely to be working full-time and to either own or have access to a car they could drive. Non-trip takers were more likely to be disabled than trip takers, were less likely to have children and also were more likely to be non-white.

**Table 2.5: Characteristics of trip takers, those making Leisure Visits in last week**

	All adults	Any destination 2005	Any destination 2002-3	Inland Town/city	Seaside Town/city	Countryside	Seaside Coast	National Park	Open access land
	%	%	%	%	%	%	%	%	%
<b>Age:</b>									
Under 45	48	52	58	55	48	43	49	41	38
45+	50	48	42	45	52	57	51	57	61
<b>Sex:</b>									
Male	48	48	48	47	48	51	50	51	57
Female	52	52	52	53	52	49	50	49	43
<b>ACORN classification:</b>									
Wealthy Achievers	17	19	n/a	18	20	29	23	31	37
Urban Prosperity	9	10	n/a	11	8	5	6	4	5
Comfortably Off	22	23	n/a	23	25	25	26	27	26
Moderate Means	11	11	n/a	11	12	9	14	8	10
Hard Pressed	14	14	n/a	15	13	9	11	10	9
<b>Car owning household:</b>									
Yes	75	78	80	77	81	88	84	87	88
No	25	22	20	23	19	12	16	13	12
<b>Personal access to a car:</b>									
Yes	67	71	72	70	73	83	77	83	84
No	32	29	28	31	27	18	23	17	16
<b>Children in household:</b>									
Yes	28	31	32	32	31	29	31	26	33
No	72	69	68	68	69	71	69	74	68
<b>Working status:</b>									
Full time job	40	42	39	43	40	42	41	43	37
Retired	24	21	19	19	24	25	23	26	28
<b>Disability:</b>									
Yes	17	13	13	12	16	13	14	9	10
No	83	87	87	88	84	87	86	89	89
<b>Ethnicity:</b>									
White	88	90	93	89	95	96	97	96	95
Non-white	10	10	7	10	4	2	1	2	3

Table note: The 'all adults' column gives the total population percentages participating in the survey. The 'any destination' columns enable comparison between 2005 and 2002/03 at the total level. The other six columns are based on the 2005 survey and enable comparisons between main destination type. The ACORN classification data are new for 2005 and so comparison with 2002/03 is not possible. For information on ACORN categories, see section 1.3.

**Table 2.6: Profile of those not making a Leisure Visit in past week**

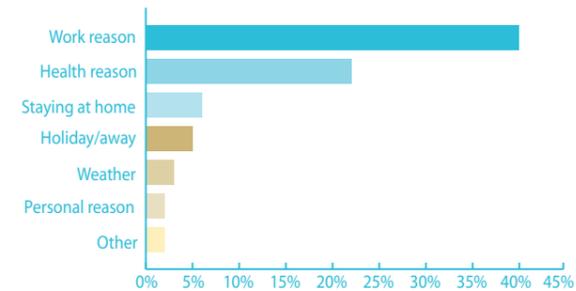
	All Adults	Trip takers	Non trip takers
	%	%	%
<b>Age:</b>			
Under 45	48	52	40
45+	50	48	60
<b>Sex:</b>			
Male	48	48	49
Female	52	52	51
<b>ACORN classification:</b>			
Wealthy Achievers	17	19	14
Urban Prosperity	9	10	8
Comfortably Off	22	23	20
Moderate Means	11	11	10
Hard Pressed	14	14	16
<b>Car owning household:</b>			
Yes	75	78	68
No	25	22	32
<b>Personal access to a car:</b>			
Yes	67	71	60
No	32	29	40
<b>Children in household:</b>			
Yes	28	31	24
No	72	69	76
<b>Working status:</b>			
Full time job	40	42	36
Retired	24	21	30
<b>Disability:</b>			
Yes	17	13	23
No	83	87	77
<b>Ethnicity:</b>			
White	88	90	86
Non-white	10	10	14

Table note: 17% of all respondents were not classified with an ACORN code because insufficient information was gathered during the interview

## Reasons for not making a trip in last week

The two key reasons for not making a trip in the past week in the 2005 survey were work reasons (40%) and health reasons (22%). The main work related reason was because they were too busy/working/studying (40%), whilst the main health reasons were because of poor health (11%) and an illness within the family (3%).

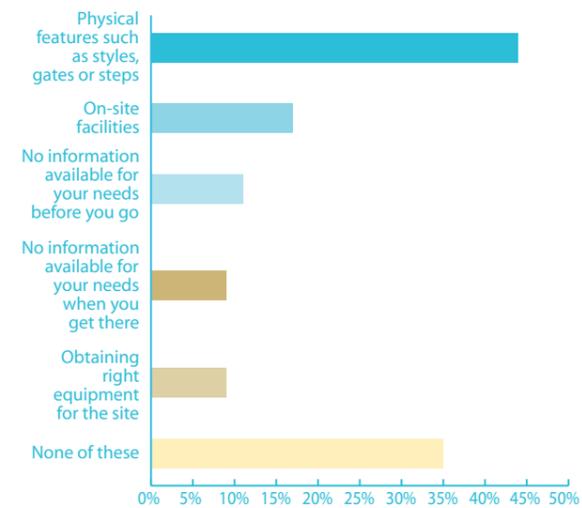
Figure 2.F: Reasons for not making a trip in last week



## Problems experienced by those reporting a disability or poor eyesight

Those who did not make a Leisure Visit in the last week due to a disability or poor eyesight gave the following key reasons: physical features such as styles, gates or steps (44%); and a lack of on-site facilities, such as access ramps and accessible parking & toilets (17%). Around one third of respondents who reported to have a disability or poor eyesight had not experienced any of the problems listed in Fig 2.G but did not provide details of any problems they had experienced.

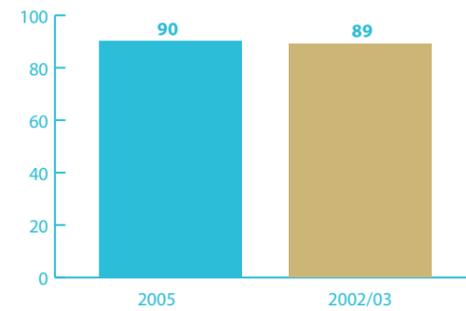
Figure 2.G: Problems experienced if have a disability or poor eyesight



## 2.3 Value of Leisure Visits

### 2.3.1 Overall value of Leisure Visits

Figure 2.H: Value of Leisure Visits; 2005 and 2002/03 (billions)



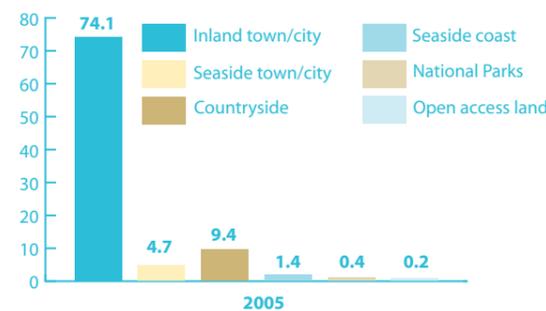
Note: Figures and changes quoted are in real terms, with expenditure quoted at 2005 prices.

The overall value of Leisure Visits, in terms of money spent while on these visits, has remained almost constant in real terms, between 2002/03 and 2005, increasing by 0.8% from £88.6bn to £89.6bn in this time. Note that the expenditure quoted for Leisure Visits includes the subset Tourism Visits.

### 2.3.2 Value of Leisure Visits, by main destination

The total value of expenditure on Leisure Visits over the 12-month period of the 2005 survey was approximately £90 billion. The average expenditure per Leisure Visit in 2005 was £25.09, compared to £16.54 in 2002/03 (at 2005 prices).

Figure 2.I: Expenditure on trips; 2005 (£ billions)



Note: National Park and Open access land data are a subset of the Countryside and Seaside coast data.

Figure 2.I shows the breakdown of spending by destination type in 2005. The average expenditure on trips to a seaside town/city (£27.17), an inland town/city (£28.22) and seaside coast trips (£19.79) were higher than the expenditure on countryside trips (£13.38). This means that the shares for these destinations when calculated by value differ from the shares by volume. Inland town/city trips accounted for 83% of the expenditure, countryside trips for 10%, seaside town/city trips for 5%, and

seaside coast trips for 2%. As Figure 2.J illustrates, this compares with volume shares of 73%, 20%, 5% and 2% respectively. The total expenditure for trips to National Parks and open access land was lower than for any of the individual destination types with average expenditure per trip of £11.50 for trips to National Parks and £12.49 for trips to open access land.

Figure 2.J: Destination shares by volume and value; 2005

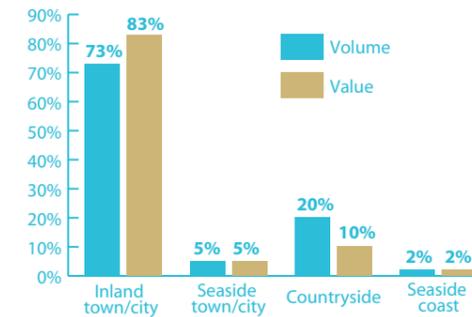


Table 2.7 shows that out of the £89.6bn total value of Leisure Visits in 2005, £74.1bn was spent on Inland town/city based trips. The total value of rural trips was £10.8bn, made up of £9.4bn on countryside trips and £1.4bn on seaside coast trips.

Table 2.7: Volume and Value of Leisure Visits to each destination type in last year		
	2005 Volume (millions)	2005 Value (£bn)
<b>All visits</b>	<b>3569</b>	<b>89.6</b>
<b>Visits to:</b>		
Inland town/city	2624	74.1
Seaside town/city	174	4.7
Countryside	699	9.4
Seaside coast	72	1.4
National Park	35	0.4
Open access land	19	0.2

Table note: It is not possible to make direct comparisons with 2002-3 across all of these destination types as the information has been collected slightly differently across the two surveys.

Table 2.8 shows a comparison of volume and value of trips to wood/forest, inland water used by boats and inland water not used by boats, between 2002/03 and 2005. It shows that wood/forest visits decreased in number but increased in value between 2002/03 and 2005. Additionally, trips to both inland water (used by boats) and inland water (not used by boats) decreased in terms of both volume and value.

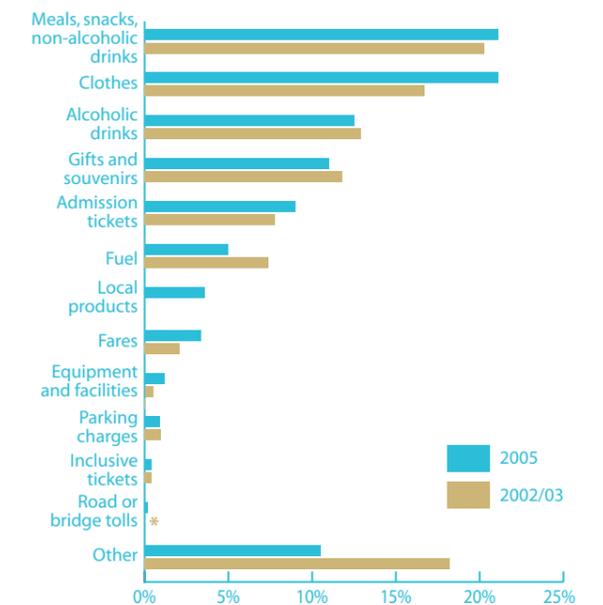
Table 2.8: Proportion of adults visiting destination in last year				
	2005 Volume (millions)	2005 Value (£bn)	2002/03 Volume (millions)	2002/03 Value (£bn)
<b>Visit in last year to:</b>				
Wood/forest	170	2.0	246	1.8
Water with boats	65	1.1	129	2.0
Water without boats	86	0.8	129	1.1

The main items of expenditure on Leisure Visits were:

- Meals, snacks, non-alcoholic drinks (£18.9 billion)
- Clothes (£18.9 billion)
- Alcoholic drinks (£11.2 billion)
- Gifts and souvenirs (£11.0 billion)
- Admission tickets (£8.1 billion)
- Fuel (£4.5 billion)
- Local products (£3.2 billion)
- Fares (£3.1 billion)
- Equipment and facilities (£1.1 billion)
- Parking charges (£0.8 billion)
- Inclusive tickets (£0.4 billion)
- Road or bridge tolls (£0.19 billion)

The proportion that expenditure on each of these items contributes to the overall expenditure, for 2005 versus 2002/03, is summarised in Figure 2.K.

Figure 2.K: Expenditure on items as a % of total expenditure; 2005 vs 2002/03



Note: Inclusive tickets combined travel/entrance charges. The 'other' category includes spend on items not covered by the categories above such as charitable donations, betting and other 'non-convenience' shopping. The 2002/03 survey did not collect data on value of local products. \* Less than 0.5% but not zero.

## 2.4 Main activities undertaken on Leisure Visits

### 2.4.1 Main activities on Leisure Visits

The main activity on every Leisure Visit was classified into one of fifteen categories. The most popular activities undertaken on Leisure Visits were walking and eating and drinking out with 18% each. Walking represented a significant increase from

12% in the 2002/03 figures. The two next most popular activities were leisure shopping (13%) and visiting friends and relatives, which accounted for a further 11% of Leisure Visits.

Other activities undertaken by a significant proportion of people included hobbies and special interests (10%), taking part in sports (8%) and entertainment (5%). None of the other activities were undertaken on more than 5% of all Leisure Visits. The seven activities mentioned above accounted for around four in five of the leisure trips (83%). Table 2.9 presents the relative importance of the various main activities, together

with corresponding figures for each of the main types of destination.

As in previous years, the most popular activities varied according to the type of destination. For example, shopping was most likely to be undertaken as part of a town/city visit, whilst walking/rambling was more likely to be undertaken on visits to the countryside or to the seaside coast. This is best illustrated in the following Table 2.10 where the main activities for each destination type are featured.

Main activity:	All visits 2005	All visits 2002/03	Inland Town/City	Seaside Town/City	Countryside	Seaside coast	Woods/Forest	Water with boats	Water with no boats	National Parks	Open access land
	%	%	%	%	%	%	%	%	%	%	%
<b>To eat or drink out</b>	18	19	18	17	17	7	6	13	7	11	6
Walk, hill-walk, ramble	18	12	12	19	36	33	62	54	54	52	57
<b>Visit friends, relatives at their home</b>	11	15	13	9	8	8	1	2	2	2	4
To go shopping (not food and not regular)	13	13	16	8	3	3	*	2	1	1	1
<b>Take part in sports or active pursuits – indoor, outdoor, field, water</b>	8	9	9	7	7	4	5	4	5	6	6
Hobby or special interest	10	7	10	10	11	4	6	9	8	2	5
<b>For entertainment (e.g. cinema, theatre, club)</b>	5	5	7	5	1	2	*	0	2	*	1
To take part in informal sports, games, relaxation and wellbeing	3	4	3	3	2	2	1	*	2	1	*
<b>Visit leisure attraction, place of interest, special event/exhibition</b>	2	3	2	2	3	3	3	3	7	6	3
Swimming	3	3	4	2	1	2	1	*	1	1	2
<b>Visit park or garden</b>	3	2	3	1	3	1	2	2	3	2	2
Watching live sport or attending a live event (not on TV)	2	3	2	1	1	1	1	*	1	*	1
<b>Drive, sightsee, picnic, pleasure boating</b>	1	2	1	4	2	4	2	4	2	10	6
Cycling, mountain biking	2	2	1	*	5	2	9	6	5	6	5
<b>Visit beach, sunbathe, paddle in sea</b>	1	1	*	12	*	23	*	1	0	1	2

Table note: The 'all visits' columns enable comparison between 2005 and 2002/03 at the total level. The other eight columns are based on the 2005 survey and enable comparisons between main destination types. The information on main activity on National Park and open access land trips is drawn from data from the core and boost surveys combined.

	2005 %		2005 %		2005 %
<b>Inland town/city:</b>		<b>Seaside coast:</b>		<b>Wood/forest:</b>	
Eat/drink out	18	Walk	33	Walk	62
Shop	16	Beach	23	Cycle	9
Visit friends/relatives	13	Visit friends/relatives	8	Hobby	6
<b>Seaside town/city:</b>		<b>National Park:</b>		<b>Water with boats:</b>	
Walk	19	Walk	52	Walk	54
Eat/drink out	17	Eat/drink out	11	Eat/drink out	13
Beach	12	Drive	10	Hobby	9
<b>Countryside:</b>		<b>Open access land:</b>		<b>Water without boats:</b>	
Walk	36	Walk	57	Walk	54
Eat/drink out	17	Eat/drink out	6	Hobby	8
Hobby	11	Drive	6	Eat/drink out	7
		Play sport	6		

## 2.4.2 Characteristics of trip takers on physically active and non-physically active trips

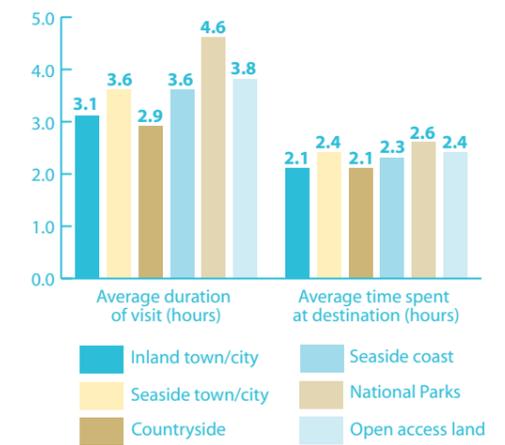
Main activities were classified as either physically active (e.g. walking, taking part in sports, swimming, etc.) or non-physically active (e.g. eat/drink out, visiting friends, etc.). Comparing the characteristics of those taking a physically active trip with those taking a non-physically active trip revealed few differences; those on a physically active trip were more likely to be male and/or to have children.

	All Adults %	Physically Active trip %	Non Physically Active trip %
<b>Age:</b>			
Under 45	48	53	54
45+	50	47	46
<b>Sex:</b>			
Male	48	52	44
Female	52	48	56
<b>ACORN: classification:</b>			
Wealthy Achievers	17	21	20
Urban Prosperity	9	10	11
Comfortably Off	22	24	24
Moderate Means	11	10	11
Hard Pressed	14	12	13
<b>Car owning: household:</b>			
Yes	75	82	79
No	25	18	21
<b>Personal access to car:</b>			
Yes	67	75	71
No	32	25	29
<b>Children in: household</b>			
Yes	28	34	28
No	72	66	72
<b>Working status:</b>			
Full time job	40	41	41
Retired	24	20	22
<b>Disability:</b>			
Yes	17	11	13
No	83	89	87
<b>Ethnicity:</b>			
White	88	91	90
Non-white	10	9	10

Note: physically active trips are a subset of all main activities classified in ELVS 2005 and involve at least moderate personal exercise. 17% of all respondents were not classified with an ACORN code because insufficient information was gathered during the interview

travel time, as well as just the time spent at the destination. In 2005, trips lasted an average of 3¼-3½ hours in total, with an average of just under 2½ hours spent at the destination. As the chart below indicates, of the four main destination types, seaside town/city and seaside coast trips lasted longer than other trips, an average just under 4 hours. Also of note is that trips including a visit to National Park averaged over four hours in total duration and included just over 2½ hours at the main destination – which was longer than the time spent at the four main destination types and at open access land.

Figure 2.1: Average duration of trip and average time spent at main destination by destination type; 2005



Note: 2002/03 figures are not provided as there is no direct comparison.

Further analysis of the data highlights that the average durations detailed above mask the large variations in length of visit. For example, although the average time spent at the destination overall was 2.1 hours, 45% of trips were two hours or less in total duration. Indeed, a higher proportion of trips of up to an hour in length has helped to lower the average duration for countryside trips in particular – with over a third of them being less than an hour in length (36%). This factor contributes to reduce the average length of stay at the destination to only 2.1 hours for countryside trips. For 36% of countryside trips the main activity was walking (including walking with dogs), and this type of trip tends to be shorter and in turn helps to explain the shorter average duration.

## 2.5.2 Main form of transport

The main form of transport refers to that used for the longest part of the trip, in terms of distance. The car was the main form of transport for more than half of all trips (59%), and it accounted for a greater proportion of seaside coast trips (63%). This is not surprising given that these trips tended to involve longer distances. Walking was the next most common form of transport overall, accounting for a further 24% of trips. On countryside trips it was rather more popular – some 31% of trips to the countryside involved walking as the main form of transport. Once again, this reflects the fact that a large proportion of these trips involved short walks. National Park trips were particularly likely to involve a car/van as the main form of transport (78%) again reflecting the longer distance

## 2.5 Other characteristics of Leisure Visits

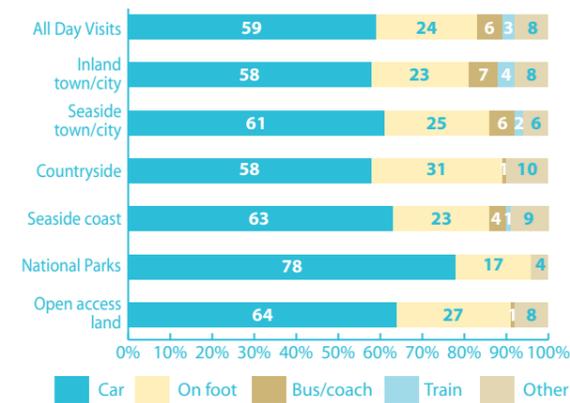
### 2.5.1 Distance travelled and time spent

In 2005, Leisure Visits involved an average round trip of approximately 17.1 miles, which is a slight increase on the figure recorded in the 2002/03 survey (15.3 miles). This varied considerably by destination: amongst the four main destination types, the longest distances were on seaside town/city (23.4 miles) and seaside coast trips (30.9 miles) followed by countryside trips (21.5 miles) and the shortest average distances were travelled on inland town/city trips (15 miles).

The survey also recorded the total duration of each trip including

travelled. Similarly 64% of visits to open access land involved getting to the destination by car.

**Figure 2.M: Main form of transport by main destination, 2005**



Note: 2002/03 figures are not provided as direct comparison is not possible. The 'Other' category includes activities such as cycling.

### 2.5.3 Party size

Following the patterns of previous years, most leisure trips were made in the company of other people, with an average party size of 3.42 people. Parties of two or more accounted for around two thirds of all visits (68%). People taking a leisure trip with family travelled in an average group size of 3.42 whilst those travelling with friends were in an average party size of 5.11. Those travelling in an organised group travelled in an average party of 19.51 people. The proportion of countryside and wood/forest trips where people were on their own (34%) was higher than for inland town/city (32%), seaside coast (28%) or seaside town/city (24%) trips. The average party size for National Park trips was 4.57 while for open access land trips it was 3.71.

### 2.5.4 Leisure Visits to the urban fringe

Trips that were recorded as being to rural destinations had their exact locations recorded on a map. This 'geocoding' enabled special analysis to be carried out on these trips and one such example of this analysis was the identification of rural trips that were taken to an area defined as urban fringe. The definition of urban fringe is contained in the appendix and technical report that accompanies this report.

Of a total of 763.4 million 'rural trips' (i.e. those grossed up from the geocoded trips in the raw data), a total of 41 million were classified as being to urban fringe destinations. However it should be borne in mind that the definition of a trip as rural (i.e. reported as countryside or seaside coast) lay with the respondent. Therefore some trips reported as 'urban' by a respondent (and therefore not geocoded) may have been to the urban fringe. This is likely to mean that the figures quoted are an under-representation.

Table 2.12: Number of rural trips classified as urban fringe	
Number of rural trips to the urban fringe	41 million
% of all rural trips that were to the urban fringe	5.4%

## 3 Tourism Visits

This section is confined to Tourism Visits, also referred to as tourism trips which are a sub-set of Leisure Visits. They are defined in section 1.2 of the introduction.

### 3.1 Extent of participation in Tourism Visits

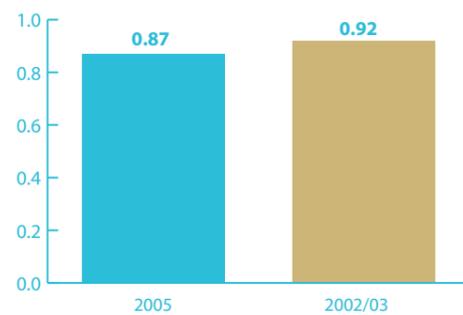
#### 3.1.1 Tourism Visits made within the past week

In 2005, 17% of adults in England had made a Tourism Visit within the previous week. This compares with 29% in the 2002/03 survey.

#### 3.1.2 Tourism Visits made within the past year

In the 12-month period of the 2005 survey there were an estimated 0.87 billion tourism trips from home in England. This is a 5% decrease on 2002/03 when there were estimated to be 0.92 billion trips – based on the re-analysed 2002/03 data.

**Figure 3.A: Tourism Visits: 2005 and 2002/03 (billions)**

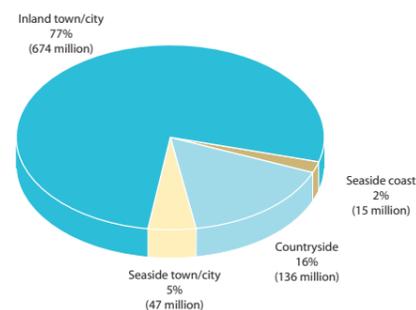


In total, 25% of Leisure Visits in 2005 and 16% of Leisure Visits in 2002/03 were Tourism Trips.

#### 3.1.3 Volume of Tourism Visits made within the past year, by main destination

Approximately 77% (674 million trips) were to an inland town or city. Just under one sixth (16% – 136 million trips) were to the countryside, 5% (47 million trips) were to a seaside town/city and 2% (15 million trips) were to the seaside coast.

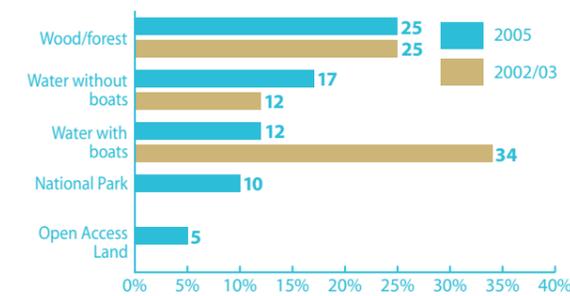
**Figure 3.B: Destination of Tourism Visits; 2005**



As well as being classified within the four main categories, trips could also be defined as being to a wood/forest, 'water with boats' and 'water without boats' and geocoded as being to a National Park or area of open access land. For 2005, compared to 2002/03, the number of tourism trips to woodland remained at approximately 25 million, the number of trips to water without boats increased from 12 million to 17 million and the number of trips to water with boats decreased from 34 million to 12 million. To put this decrease into context, a water sports and leisure participation survey published in 2005 by the British Marine Federation, Marine and Coastguard Agency, Royal National Lifeguard Institute and Royal Yachting Association reported a decline since 2002/03 in several boating activities. It also reported that fewer people are participating in some activities but those who do participate, go more often.

There were 10 million tourism trips to National Parks and 5 million trips to open access land, and these figures do not have a comparison from the 2002/03 survey. As a proportion of all trips, 5% were to a wood/forest, while 2% of trips were to water with boats, and 2% were to water without boats.

**Figure 3.C: Destination of Tourism Visits (millions)**

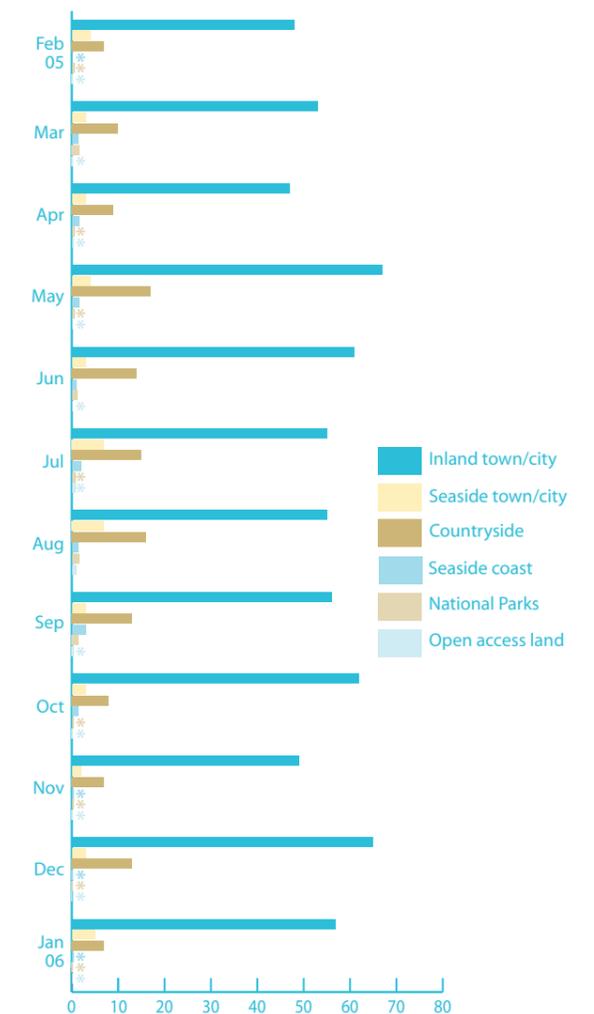


Note: National Park and open access land data are not available for 2002/03.

#### 3.1.4 When Tourism Visits were made

Tourism trips were an all-year-round activity, with little difference in the overall volumes between summer and winter. Countryside trips were most popular over the summer months; May to September. Trips to inland town/cities were consistent across most of the year, dipping in February, March and April. Trips to the seaside towns/cities were also fairly consistent, with a peak in July and August. Trips to the seaside coast were most popular in the summer months – July, August and September – but also peaked in May, possibly due to the May Bank Holidays.

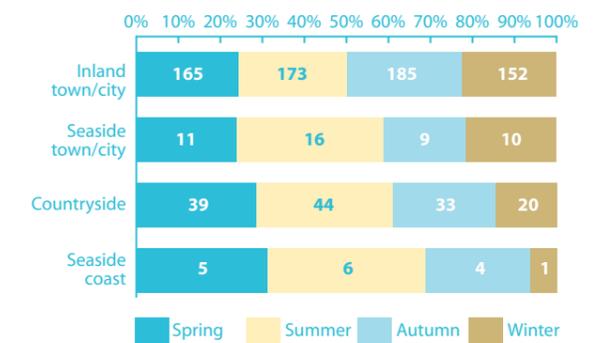
**Figure 3.D: Destinations throughout the year, 2005 (millions of Tourism Visits)**



Note: \* Less than 1 million visits but not zero.

#### 3.1.5 The effect of seasonality on Tourism Visits

**Figure 3.E: Volume of Tourism Visits, by season and destination type (millions)**



Note: Spring is 21st March-20th June, summer is 21st June-20th Sept, autumn is 21st Sept-20th Dec and winter is 21st Dec-20th March.

Approximately 70% of tourism trips to a seaside coast were taken during the spring and summer months. This compares with tourism trips to an inland town/city which were spread very evenly throughout the year, with approximately 25% of trips to this destination being taken in each of the four seasons.

## 3.2 Characteristics of Tourism Visit trip-takers

### 3.2.1 Characteristics of trip takers, those people making Tourism Visits in the past week

This section deals with the characteristics of trip takers – here defined as those people making any tourism trips in the past week. It allows us to compare the profile of tourism trip takers in 2005 with those in 2002/03.

Overall there is little change in the profile of tourism trip takers. In terms of their profile by age, sex and ACORN classification tourism trip-takers were generally younger, female, and from the Comfortably Off or Wealthy Achievers groupings. Just over one in ten Tourism Visit takers were disabled in both 2002/03 and 2005. One significant change is that the proportion of tourism trip takers that are non-white has increased from 6% to 12% between 2002/03 and 2005 and the 2005 figures indicate that the proportion of non-white trip takers matches the non-white adult population.

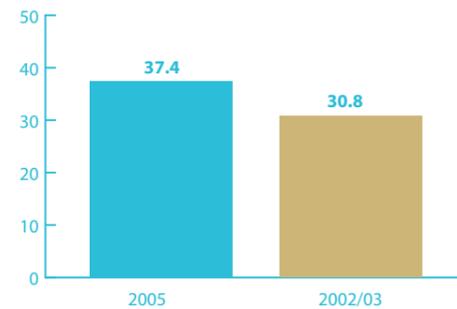
Table 3.1: Characteristics of trip takers, those making Tourism Visit in last week			
	All Adults	Any Tourism Visit	Any Tourism Visit
	2005	2005	2002/03
	%	%	%
<b>Age:</b>			
Under 45	48	55	53
45+	50	45	47
<b>Sex:</b>			
Male	48	46	45
Female	52	54	55
<b>ACORN classification:</b>			
Wealthy Achievers	17	19	n/a
Urban Prosperity	9	11	n/a
Comfortably Off	22	23	n/a
Moderate Means	11	10	n/a
Hard Pressed	14	14	n/a
<b>Car owning household:</b>			
Yes	75	78	79
No	25	22	21
<b>Personal access to car:</b>			
Yes	67	70	70
No	32	30	30
<b>Children in household:</b>			
Yes	28	31	33
No	72	69	67
<b>Working status:</b>			
Full time job	40	13	14
Retired	24	18	19
<b>Disability:</b>			
Yes	17	11	14
No	83	89	86
<b>Ethnicity:</b>			
White	88	88	94
Non-white	10	12	6

**Table note:** 17% of all respondents were not classified with an ACORN code because insufficient information was gathered during the interview

## 3.3 Value of Tourism Visits

### 3.3.1 Overall value of Tourism Visits

Figure 3.F: Value of tourism trips; 2005 and 2002/03 (£billions)



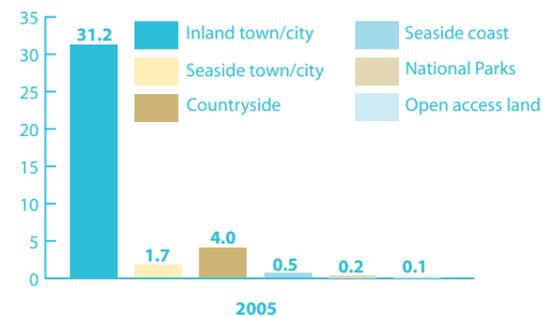
**Note:** Figures quoted at 2005 prices.

### 3.3.2 Value of Tourism Visits, by main destination

The total value of expenditure on Tourism Visits over the 12-month period of the 2005 survey was approximately £37.4 billion. This was up 21% in real terms from the 2002/03 figure of £30.8 billion. The average expenditure per Tourism Visit in 2005 was £42.93, an increase in real terms of 28% on the 2002/03 figure of £33.55.

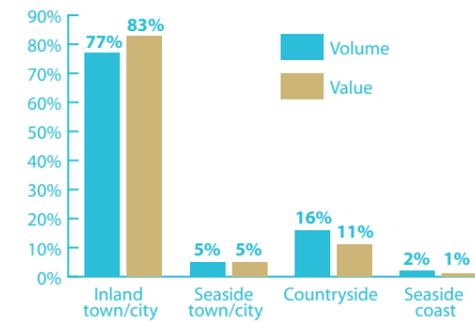
This compares to average expenditure of all Leisure Visits of £16.54 in 2002/03 and £25.09 in 2005. This shows that average expenditure trips on Tourism Visits is more than that for Leisure Visits as a whole.

Figure 3.G: Expenditure on tourism trips; 2005 (£billions)



The average expenditure on Tourism Visits to an inland town/city (£46.20) was higher than the expenditure on countryside trips (£29.77). This means that the shares for these destinations when calculated by value differ somewhat from the shares by volume as shown in Figure 3H. The lower spend per trip to the countryside means that despite these visits making up 16% of the volume they only account for 11% of the value of trips. The average expenditure on tourism trips to National Parks was £15.34 and for open access land trips it was £14.84.

Figure 3.H: Destination shares by volume and value; 2005



As Figure 3.H shows, trips to inland towns and cities make up a larger proportion of the total value of trips than the volume of trips. Conversely, trips to the countryside and seaside coast make up a smaller proportion of value than volume of trips. This reflects the fact that trips to the latter destinations have a lower average expenditure than the former.

Table 3.2 shows the actual volume and value of trips to the various destination types.

Table 3.2: Volume and value of Tourism Visits to each destination type in last year		
	2005 Volume (millions)	2005 Value (£bn)
<b>All visits</b>	<b>872</b>	<b>37.4</b>
<b>Visits to:</b>		
Inland town/city	674	31.2
Seaside town/city	47	1.7
Countryside	136	4.0
Seaside coast	15	0.5
National Park	10	0.2
Open access land	5	0.1

**Table note:** It is not possible to make direct comparisons with 2002/03 across all of these destination types as the information has been collected slightly differently across the two surveys.

Table 3.3 shows the actual volume and value of trips to a wood/forest and water used and not used by boats. As comparison across these destinations is possible, the 2002/03 figures have been included in this table. It shows that the value of all Tourism Visits has increased by 21%, while the volume of trips decreased by 5%. This shows that the average expenditure on Tourism Visits increased.

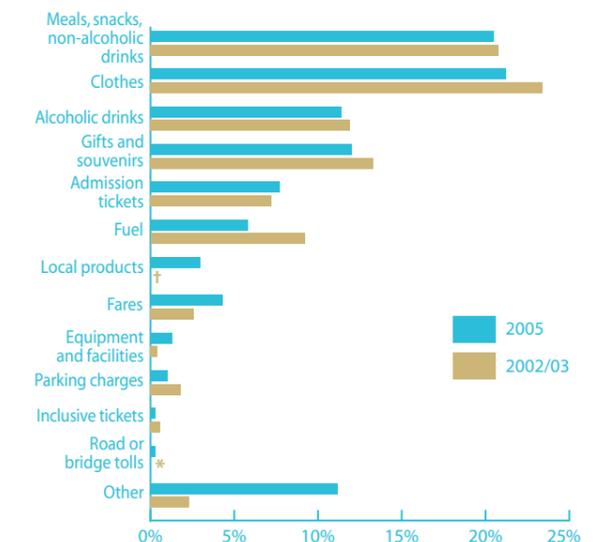
Table 3.3: Proportion of adults visiting destination for tourism trip in last year				
	2005 Volume (millions)	2005 Value (£bn)	2002/03 Volume (millions)	2002/03 Value (£bn)
<b>All Visits</b>	<b>872</b>	<b>37.4</b>	<b>917</b>	<b>30.8</b>
<b>Visit in last year to:</b>				
Wood/forest	25	0.7	25	0.7
Water with boats	12	0.5	34	1.2
Water without boats	17	0.4	12	0.5

The main items of expenditure on tourism trips were:

- Clothes (£7.9 billion)
- Meals, snacks, non-alcoholic drinks (£7.7 billion)
- Alcoholic drinks (£4.5 billion)
- Gifts and souvenirs (£4.3 billion)
- Admission tickets (£2.9 billion)
- Fuel (£2.2 billion)
- Fares (£1.6 billion)
- Local products (£1.1 billion)
- Equipment and facilities (£0.48 billion)
- Parking charges (£0.36 billion)
- Inclusive tickets (£0.13 billion)
- Road or bridge tolls (£0.11 billion)

The proportion of these items in relation to the overall expenditure is summarised in Figure 3.I.

Figure 3.I: Items of expenditure as a percentage of total expenditure



**Note:** \* Less than 0.5% but not zero.

† Expenditure on local products was not collected 2002/03.

The 'other' category includes spend on items not covered by the other categories such as charitable donations, betting and other 'non-convenience' shopping. Non-convenience shopping is that made purely out of choice and includes, for example, household goods.

## 3.4 Main activities undertaken on Tourism Visits

### 3.4.1 Main activities on Tourism Visits

The main activity on every tourism trip was classified into one of 15 categories. The three most popular activities were going out for a meal or drink (25%), shopping (18%), and visiting friends and relatives (14%). Entertainment accounted for a further 12% of tourism trips.

Other activities undertaken by a large proportion of people included visiting attractions (7%), down from 11% in 2002/03, hobbies (6%), up from 4% in 2002/03 and walking (6%), up from 2% in 02/03. None of the other activities were undertaken on more than 5% of all tourism trips.

The seven activities mentioned above accounted for around four in five of the tourism trips (88%). The table overleaf presents the relative importance of the various main activities, together with corresponding figures for each of the main types of destination.

As in previous years, the most popular activities varied according to the type of destination. For example, shopping was most likely to be undertaken as part of an inland town/city visit, whilst walking/rambling was more likely to be undertaken on visits to the countryside or to the seaside coast and particularly on visits to the sub-categories of woods, National Parks and open access land. This is best illustrated in the following table where the main activities for each destination type are featured.

Table 3.4: Main activity, by destination type											
	All visits 2005	All visits 2002/03	Inland Town/City	Seaside Town/City	Countryside	Seaside coast	Woods/Forest	Water with boats	Water with no boats	National Parks	Open access land
	%	%	%	%	%	%	%	%	%	%	%
<b>Main activity:</b>											
To eat or drink out	25	25	25	28	25	10	11	18	11	7	10
Walk, hill-walk, ramble	6	2	3	12	15	14	31	24	17	31	30
Visit friends, relatives at their home	14	17	14	9	12	11	4	9	1	2	4
To go shopping (not food and not regular)	18	17	22	4	3	2	*	8	-	1	1
Take part in sports or active pursuits – indoor, outdoor, field, water	3	2	3	1	4	1	3	6	10	5	6
Hobby or special interest	6	4	5	4	9	7	13	2	13	*	7
For entertainment (e.g. cinema, theatre, club)	12	9	14	8	6	1	1	-	7	*	3
To take part in informal sports, games, relaxation and wellbeing	1	2	1	1	1	-	3	-	-	-	-
Visit leisure attraction, place of interest, special event/exhibition	7	11	5	11	11	7	17	9	28	26	11
Swimming	*	*	*	*	*	-	-	-	-	*	1
Visit park or garden	2	3	1	-	4	3	4	5	4	3	4
Watching live sport or attending a live event (not on TV)	3	2	3	1	2	-	-	-	2	*	3
Drive, sightsee, picnic, pleasure boating	3	4	2	5	5	9	11	12	7	14	14
Cycling, mountain biking	*	-	*	*	1	1	2	3	*	11	4
Visit beach, sunbathe, paddle in sea	1	2	*	16	*	32	-	4	-	*	2

**Table note:** The 'All visits' columns enable comparison between 2005 and 2002/03 at the total level. The other nine columns are based on the 2005 survey and enable comparisons between main destination types.

Table 3.5: Main activity by destination type		
	2005 %	2005 %
<b>Inland town/city:</b>		
Eat/drink out	25	
Shopping	22	
Entertainment	14	
Visit friends/relatives	14	
<b>Seaside town/city:</b>		
Eat/drink out	28	
Beach	16	
Walk	12	
<b>Countryside:</b>		
Eat/drink out	25	
Walk	15	
Visit friends/relatives	12	
<b>Seaside coast:</b>		
Beach	32	
Walk	14	
Visit friends/relatives	11	
<b>National Park:</b>		
Walk	35	
Eat/drink out	14	
Attraction	13	
<b>Open access land:</b>		
Walk	30	
Drive	14	
Attraction	11	
<b>Woods/forests:</b>		
Walk	31	
Attraction	17	
Hobby	13	
<b>Water with boats:</b>		
Walk	24	
Eat/drink out	18	
Drive	12	
<b>Water without boats:</b>		
Attraction	28	
Walk	17	
Hobby	13	

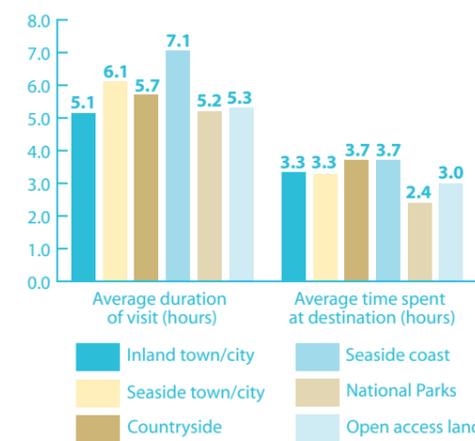
### 3.5 Other Tourism Visit characteristics

#### 3.5.1 Distance travelled and time spent

In 2005, tourism trips involved an average round trip of around 33 miles, which is nearly double the average round trip of all Leisure Visits (17.4 miles). This average 33 miles varied considerably by destination: the longest distances were on seaside coast trips (average 61 miles) whilst the shortest distances were travelled on inland town/city trips (average 28 miles). Countryside trips on the other hand involved average distances of around 47 miles.

The survey also recorded the total duration of each trip (i.e. including travel time), as well as just the time spent at the destination. In 2005, trips lasted an average of 5.3 hours in total, with an average of 3.4 hours spent at the destination. As the chart below indicates, seaside trips involved rather more time than trips to other destinations, lasting just over 7 hours on average.

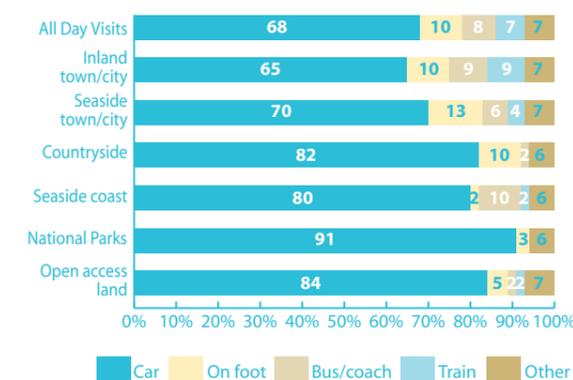
**Figure 3.J: Average duration of trip and average time spent at main destination by destination type; 2005**



#### 3.5.2 Main form of transport

The main form of transport refers to that used for the longest part of the trip, in terms of distance. The car was the main form of transport for two thirds of all trips (68%). Walking was the next most common form of transport overall, accounting for a further 10% of trips and 13% of trips to a seaside town/city where it was most popular. On tourism trips to either open access land or National Parks, a car/van was almost always the main form of transport.

**Figure 3.K: Main form of transport by main destination**



#### 3.5.3 Party size

Following the patterns of previous years, most Tourism Visits were made in the company of other people, with an average party size of 4.98 people. Parties of two or more accounted for nine in ten of all visits (86%). People taking a tourism trip with family travelled in an average group size of 4.29 whilst those travelling with friends were in a party average of 6.33. Those travelling in an organised group travelled in a party average of 22.56 people. Trips where people were on their own were higher for visits to inland town/city (15%), seaside town/city (11%) and countryside (9%) than for seaside coast (5%) and wood/forest (4%).

## 4 Trips from a holiday base

This section focuses on trips from a holiday base, which are defined as trips made either from a holiday address or while on route to or from a holiday address. A holiday address is defined as any place that the respondent has stayed away from their home. Detailed information about these trips is included in the survey series for the first time. Previous studies were unable to report on these trips in any detail due to base size restrictions. For the purposes of this section, data on trips from a holiday base have been compared with data on Leisure Visits from home.

### 4.1 Extent of participation in trips from a holiday base

#### 4.1.1 Trips from holiday bases made within the past week

In 2005, 5% of adults in England had made a trip from a holiday base within the previous week. This compares to 63% who had made a Leisure Visit in the same time frame.

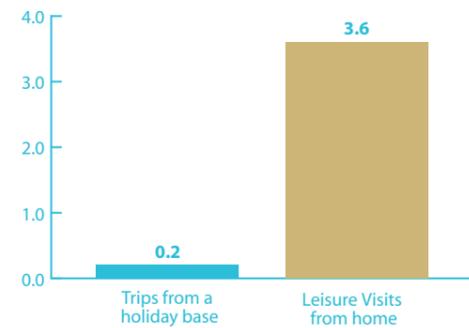
4% of the adult population had taken a trip to a town or city (either inland or seaside) during the previous week from a holiday base compared to 52% from home, whilst 1% had visited the countryside on such a trip (19% from home). Visits to the seaside town/city accounted for 1% and the seaside coast for 0.5%.

Table 4.1: Proportion of adults making a trip from a holiday base and a Leisure Visit in the past week		
	Trip from a holiday base %	Leisure Visit taken from home %
Any visit in last week	5	63
Town/city	4	52
Seaside town/city	1	5
Countryside	1	19
Seaside coast	*	2

#### 4.1.2 Volume of trips from holiday bases made within the past year

In the 12-month period of the 2005 survey, there were an estimated 0.19 billion trips from a holiday base in England. This compares to the 3.61 billion Leisure Visits from home in the same period.

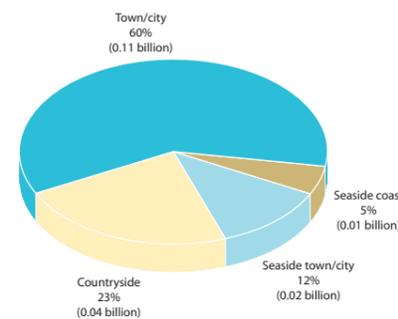
Figure 4.A: Volume of Visits; 2005 (billions)



#### 4.1.3 Volume of trips from holiday bases made within the past year, by main destination

Approximately 60% (0.11 billion) of trips from a holiday base were to an inland town or city (compared to 73% of leisure trips from home). Nearly a quarter (23% – 0.04 billion trips) were to the countryside (compared to 20% from home), 12% (0.02 billion trips) to a seaside town/city (compared to 5% from home) and 5% (0.01 billion trips) were to the seaside coast (compared to 2% from home).

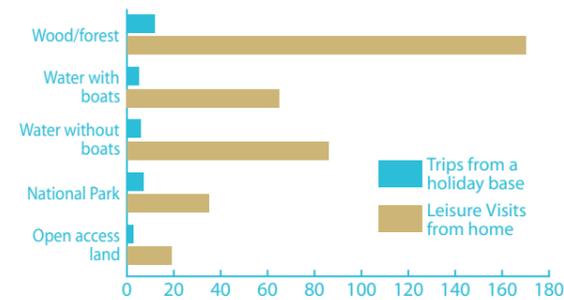
Figure 4.B: Destination of trips from holiday base; 2005



Trips could also be classified within the four main categories, and the sub-classifications – wood/forest, 'water with boats', 'water without boats', National Parks and open access land.

In 2005, there were nearly 12 million trips from a holiday base to a wood/forest, 5 million trips to water with boats, 6 million trips to water without boats, 7 million to National Parks and 2 million to open access land. As a proportion of all trips from a holiday base, 4% were to National Parks, 1% were to open access land, and 6% were to a wood/forest; while 3% of trips were to water with boats and 3% were to water without boats.

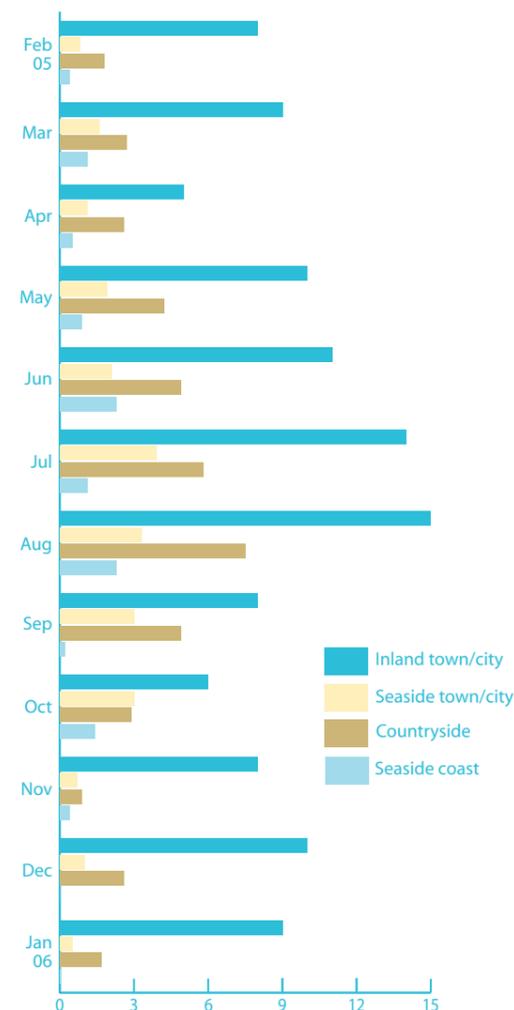
Figure 4.C: Destination of Visits (millions)



#### 4.1.4 When trips from holiday bases were made

Trips to inland town/cities showed least seasonal variation, although these still peaked over the summer months – June, July, August and September. Trips to the countryside were much more popular in the summer months – May to September. Trips to seaside towns/cities were most popular in July, August and September, possibly reflecting school holiday timings. Seaside coast trips peaked in June and August.

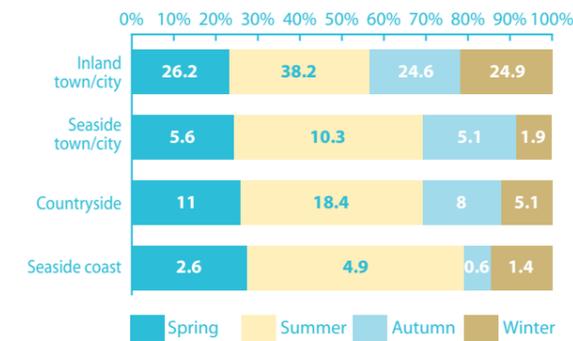
Figure 4.D: Destinations throughout the year; 2005 (millions of trips)



#### 4.1.5 The effect of seasonality on making trips from a holiday base

As Figure 4.E shows, all trips from a holiday base were disproportionately made in the spring and summer. In all, trips in the spring and summer months account for nearly 80% of all trips to the seaside coast. This figure is approximately 70% for trips to seaside towns and the countryside, but falls to just below 60% of trips to inland towns/cities.

Figure 4.E: Volume of trips, by season and destination type (millions)



Note: Spring is 21st March-20th June, summer is 21st June-20th Sept, autumn is 21st Sept-20th Dec and winter is 21st Dec-20th March.

Table 4.2: Characteristics of those people making Leisure Visits from a holiday base and Leisure Visits from home in last week

	All adults	Trip from a holiday base	Leisure trip taken from home
	%	%	%
<b>Age:</b>			
Under 45	48	63	52
45+	50	37	48
<b>Sex:</b>			
Male	48	49	48
Female	52	51	52
<b>ACORN classification:</b>			
Wealthy Achievers	17	20	19
Urban Prosperity	9	13	10
Comfortably Off	22	21	23
Moderate Means	11	10	11
Hard Pressed	14	14	14
<b>Car owning household:</b>			
Yes	75	76	78
No	25	24	22
<b>Personal access to car:</b>			
Yes	67	68	71
No	32	32	29
<b>Children in household:</b>			
Yes	28	26	31
No	72	74	69
<b>Working status:</b>			
Full time job	40	44	42
Retired	24	17	21
<b>Disability:</b>			
Yes	17	12	13
No	83	88	87
<b>Ethnicity:</b>			
White	88	91	90
Non-white	10	8	10

Table note: 17% of all respondents were not classified with an ACORN code because insufficient information was gathered during the interview

## 4.2 Characteristics of trip-takers and non trip-takers

### 4.2.1 Characteristics of those people making Leisure Visits from a holiday base in the past week

This section deals with the characteristics of people making Leisure Visits from a holiday base and compares with Leisure Visits taken from home in the past week.

In terms of their profile those taking a trip from a holiday base are slightly more likely to be aged under 45, female, from Wealthy Achievers and Urban Prosperity ACORN groups and from households without children.

### 4.2.2 Characteristics of non trip takers, those people not making a trip from a holiday base in the past week

Compared to those on holiday but not making a trip, those who made a trip from a holiday base were slightly more likely to be younger and have children in the household.

Table 4.3: Comparison of those making a trip with those not making a trip from a holiday base in past week

	Trip makers from holiday base	Non trip makers from holiday base	Leisure Trip makers	Non-leisure trip makers
	%	%	%	%
<b>Age:</b>				
Under 45	63	58	52	40
45+	37	42	48	60
<b>Sex:</b>				
Male	49	52	48	49
Female	51	48	52	51
<b>ACORN classification:</b>				
Wealthy Achievers	20	19	19	14
Urban Prosperity	13	11	10	8
Comfortably Off	21	22	23	20
Moderate Means	10	9	11	10
Hard Pressed	14	12	14	16
<b>Car owning household:</b>				
Yes	76	78	78	68
No	24	22	22	32
<b>Personal access to car:</b>				
Yes	68	72	71	60
No	32	28	29	40
<b>Children in household:</b>				
Yes	26	23	31	24
No	74	77	69	76
<b>Working status:</b>				
Full time job	44	48	42	36
Retired	17	17	21	30
<b>Disability:</b>				
Yes	12	17	13	23
No	88	81	87	77
<b>Ethnicity:</b>				
White	91	91	90	86
Non-white	9	8	10	14

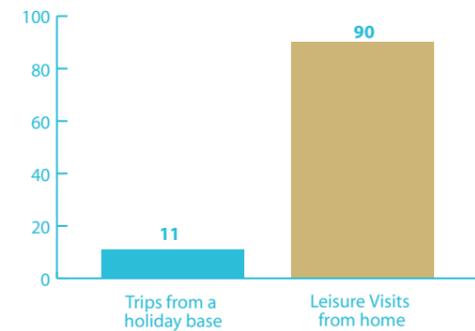
Table note: 17% of all respondents were not classified with an ACORN code because insufficient information was gathered during the interview.

### 4.3 Value of Trips from a holiday base

#### 4.3.1 Value of trips from a holiday base

In total, there was £11bn spent on leisure trips from a holiday base compared to £90bn spent on Leisure Visits from home. This gives a total annual spend on all leisure trips (from either home or a holiday base) of £101 billion.

Figure 4.F: Value of Visits; 2005 (£billions)



Summary figures for the volume and value of trips from a holiday base are presented in table 4.4.

	Trips from holiday base Volume (billions)	Trips from holiday base Value (£bn)	Leisure Visits Volume (billions)	Leisure Visits Value (£bn)
All Visits:	0.19	11.2	3.61	89.6

For 2005 the average amount spent per trip from a holiday base was £59.39. This compares to a £25.09 average spend on a leisure trip from home in the same period.

	Trips from a holiday base Value (£bn)	Leisure Visits from home Value (£bn)
Meals, snacks, non-alcoholic drinks	2.9	18.9
Clothes	1.5	18.9
Alcoholic drinks	1.8	11.2
Gifts and souvenirs	0.9	9.9
Admission tickets	0.84	8.1
Fuel	1.0	4.5
Local products	0.47	3.2
Fares	0.44	3.1
Equipment & facilities	0.39	1.1
Parking charges	0.15	0.8
Inclusive tickets	0.10	0.4
Road or bridge tolls	0.03	0.19

Table note: the sum of the total expenditure on trips from a holiday base and the total expenditure from Leisure Visits from home gives the total expenditure on all trips.

The proportion of these items in relation to the overall expenditure is summarised in figure 4.G.

Figure 4.G: Items of expenditure as a proportion of total expenditure



Note: The 'other' category includes spend on items not mentioned above such as charitable donations, betting and other 'non-convenience' e.g. home wares.

### 4.4 Main activities undertaken on trips from holiday bases

#### 4.4.1 Main activities on trips from holiday bases

The main activity on every trip from a holiday base was classified into one of 15 categories. The three most popular activities were going out for a meal or drink (21%), walking, hill walking and rambling (15%), and shopping (15%). Visiting friends and relatives accounted for a further 8% of visits from a holiday base. Other activities undertaken by a significant proportion of people included visiting leisure attractions (7%), entertainment (7%) and hobbies (5%). None of the other activities were undertaken on more than 5% of all visits from a holiday base.

The seven activities mentioned above accounted for around four in five of the leisure trips (78%). Table 4.6 presents the relative importance of the various main activities, together with corresponding figures for each of the main types of activity. In all, trips from a holiday base were more likely to involve eating out, driving, sightseeing, picnicking, pleasure boating or visiting a leisure attraction than trips from home but also less likely to involve walking, visiting friends or relatives or taking part in a hobby or special interest.

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

Table note: In sections 2 and 3 the corresponding table showed a breakdown of main activity by destination type. Due to the sample size for trips from a holiday base being much smaller, this comparison has been omitted in the table above.

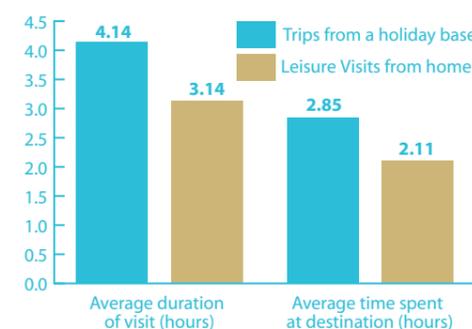
### 4.5 Other characteristics of trips from holiday bases

#### 4.5.1 Distance travelled and time spent

In 2005, trips from a holiday base involved an average round trip of around 71.5 miles (compared to 17.1 miles for Leisure Visits from home).

The survey also recorded the total duration of each trip, including travel time, as well as just the time spent at the destination. In 2005 both the average duration of the visit and the time spent at the destination was longer for those people taking a trip from a holiday base, than those taking a Leisure Visit.

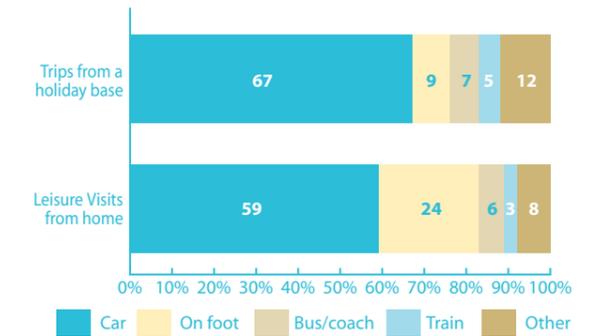
Figure 4.H: Average duration of trip and average time spent at main destination by destination type 2005



### 4.5.2 Main form of transport

The main form of transport refers to that used for the longest part of the trip, in terms of distance. The car was the main form of transport for two thirds of trips from a holiday base (67%) which compares to 59% for leisure trips from home. Far fewer holiday-based trips involved walking as the main mode of transport (9% compared to 24% for all leisure visits from home).

Figure 4.I: Main form of transport by main destination, 2005



### 4.5.3 Party size

Most trips from a holiday base were made in the company of other people, with an average party size of 4.30 people (compared to a party size of 3.42 people on leisure trips from home). Parties of two or more accounted for the majority of visits (84%) which was higher than the figure observed for leisure trips from home (68%). People taking a trip from a holiday base with family travelled in an average group size of 4.30 whilst those travelling with friends were in an average party size of 5.24.

## 5 Visits to National Parks

In this section, volume and extent of participation in trips to National Parks are presented. Trips from home (i.e. Leisure Visits – as reported in section 2) are recorded alongside a figure for 'Visits to National Park in total' (which includes trips from a holiday base – as reported in section 4 – as well as the Leisure Visits from home).

It is important to note that the 'Visits to National Parks in total (i.e. from home or during a holiday)' are not directly comparable with other National Park data sets including the 1994 National Parks Visitor Survey because visits from respondents outside of England (including overseas) are not included.

In addition, note that in tables and passages where there are comparisons between the three trip-types listed below, the visits from a holiday base are excluded:

- Leisure Visits (all to a National Park) – all trips from home to a National Park
- Leisure Visits (all rural) – all trips from home to countryside and seaside coast only
- Leisure Visits (all) – all trips from home to all destinations

It is important to note that, for the purposes of ELVS, only the main destination of a Leisure Visit and up to three other destinations were recorded, so some incidental visits to a National Park where it was a minor destination or on route to a destination outside a National Park will not have been recorded in this survey.

The sample sizes for the National Park trips are covered in detail in the technical report. All volumetric figures (from the core survey only) were taken from the full sample of 23,542 respondents – with 193 of these respondents making their ‘selected trip’ to a National Park. It must be noted that the relatively small number of respondents making their selected trip to a National Park means that any comparisons between volumes of visits to the various Parks must be treated with due caution and consideration as to whether the differences are significant. It is this that has prevented data being available to show the variation between National Parks, arising from their diversity and attractiveness to different types of visitors and visits. The detailed information on the National Park trips, such as main activity undertaken on trip, was taken from all ‘selected trip’ instances in the core survey, combined with the boost survey. In this case the base size was 789 for all trips to a National Park (from home or holiday base) and 691 for all Leisure Visits (from home) to a National Park.

The New Forest National Park Authority was not in existence when the 2005 England Leisure Visits Survey began and, as such, visits to this park were not selected for detailed questioning within the boost survey as its boundaries were not defined and catchment area also not defined. However, as volumetric information on number of trips was taken from the core survey only, the New Forest is fully represented in this data and the volume of trips to the Park are recorded in the same way as for the other Parks.

Furthermore, the specific information on trips to National Parks (section 5.6) was drawn from the core survey as well as the boost survey. Therefore, although the New Forest was not included in the boost survey, the information on trips to this Park gathered in the core sample were included in the overall National Park visits. It should be noted, however, that the information on the other Parks was drawn from the core and boost samples combined, so they had the potential to draw information from a larger base.

The base sizes of all visits to a National Park from a holiday base and all tourism trips to a National Park – at 98 and 193 respectively were deemed too small to allow for detailed analysis to be drawn and these figures have, therefore, not been included in this report.

More information on the sample sizes for National Park trips in total and to the individual Parks, as well as information on the core and boost surveys and how they are used in this survey, are contained in the ELVS Technical Report.

## 5.1 Extent of participation in trips to National Parks from home and whilst on holiday

### 5.1.1 Visits to National Parks made within the past week

In 2005, 1.17% of adults in England had made a Leisure Visit from home to a National Park within the previous week. When trips from a holiday base are added to this, a total of 1.34% of adults visited National Parks in the past week.

When the Leisure Visits from home are broken down to individual Park level, it shows that the Peak District was the most widely-visited Park, with 0.35 % of adults having visited it within the previous week. The Lake District was the next most widely visited with 0.21 % of adults having visited it, followed by the North York Moors and Dartmoor (with 0.16% and 0.14% respectively). The National Park that was least widely visited was Exmoor, with 0.03% of adults having visited it in the previous week. These figures, which must be treated with due caution owing to the small number of National Park visits that they are based on, are shown in Table 5.1.

Table 5.1: Proportion of adults who visited a National Park in the past week	
	% of respondents making a Leisure Visit to a National Park from home in past week
ANY NATIONAL PARK	1.17
The Peak District	0.35
The Lake District	0.21
North York Moors	0.16
Dartmoor	0.14
The Yorkshire Dales	0.12
New Forest	0.09
The Broads	0.05
Northumberland	0.04
Exmoor	0.03

**Table note:** The data on this table is drawn from the core survey only. Note also that, owing to the small sample of trips to the various National Parks in the survey, it is advised that comparison between the Parks in terms of participation rates of visits be carried out with due caution.

From the geocoding facility utilised in this survey, it is possible to discern that, in total, 9.49 million (22%) of the 42.3 million ‘Visits to National Parks in total’ were to an area of open access land within the National Park boundaries.

### 5.1.2 Visits to a National Park made within the past year

There was no data collected on the proportion of adults in England who had visited a National Park within the past year as these visits are identified using the geocoding software and this was only done for the respondents’ trips in the past week. For figures concerning the proportion of adults in England who had taken any form of Leisure Visit in the past year, see sections 2.1.2, 3.1.2 and 4.1.2.

### 5.1.3 Volume of visits made to a National Park within the past year

In the 12-month period of the 2005 survey there were an estimated 35.4 million trips from home to a National Park in England.

The total number of visits to a National Park from home or during a holiday was 42.3 million. When these 42.3 million total visits are broken down to individual Park level, the Lake District was the most visited Park in 2005 with 10.5 million visitors, closely followed by the Peak District and North York Moors with 10.1 million and 7.3 million visits respectively. The Broads was the least visited with 0.7 million visits in the past year. These figures, which must be treated with due caution owing to the small number of National Park visits that they are based on, are shown in the table.

Table 5.2: Number of visits to individual National Parks within the past year	
	Visits taken to a National Park in total – from home or during a holiday (millions)
NATIONAL PARK	42.3
The Lake District	10.5
The Peak District	10.1
North York Moors	7.3
Dartmoor	4.3
New Forest	4.3
The Yorkshire Dales	3.0
Northumberland	1.2
Exmoor	0.8
The Broads	0.7

**Table note:** The data on this table is drawn from the core survey only. Note also that, owing to the small sample of trips to the various National Parks in the survey, it is advised that comparison between the Parks in terms of visitation volumes be carried out with due caution.

### 5.1.4 Volume of visits made to National Parks within the past year, by main destination type

Of the 35.4 million trips from home to a National Park, 99% (34.9 million trips) were to the countryside, while 1% (0.5 million trips) were to the seaside coast.

### 5.1.5 When Leisure Visits to National Parks were made

Trips to National Parks were an all-year-round activity, although the majority were taken across the summer months. The actual number of trips from home peaked in July, while September

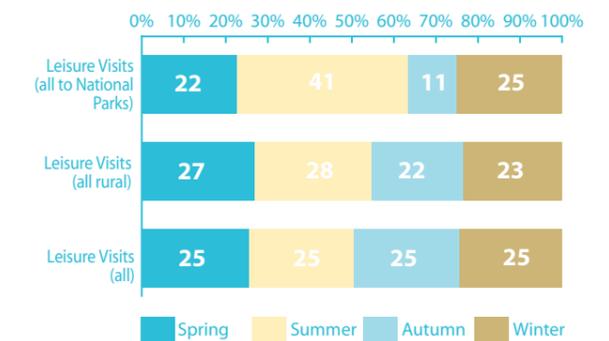
saw the most visits in total. Figure 5.A shows the breakdown of trips to National Parks by month. It is notable that February saw a surprisingly high number of trips being recorded, although it is expected that this is an anomaly that is caused, in part, by the small base sizes of National Park trips.

**Figure 5.A: Leisure Visits from home to National Park versus Visits taken to a National Park in total (from home or holiday); by month, 2005 (millions of trips)**



### 5.1.6 The effect of seasonality on Leisure Visits from home to National Parks versus trips to all rural destination and all destinations as a whole

**Figure 5.B: Percentage of trips, by season**



As can be seen from Figure 5.B, Leisure Visits from home to National Parks were concentrated in the spring and summer months to a greater extent than either all rural Leisure Visits from home or all Leisure Visits from home in total.

## 5.2 Characteristics of National Park trip-takers and non trip-takers

This section covers the characteristics of ‘National Park trip takers’ – here defined as those people making any trip from home to a National Park in the past week. They are compared with the adult population as a whole and with those who took any Leisure Visits from home in the past week. All information in this section is taken from the core survey data only.

### 5.2.1 Characteristics of National Park trip takers, those people making Leisure Visits from home to National Parks in the past week

In terms of their profile by age, sex and ACORN classification National Park trip-takers can be described as being older (57% aged 45+ compared to 48% amongst all trip takers), slightly more likely to be male (51% compared to 48%) and more likely to be from the 'Wealthy Achievers' ACORN grouping (31% compared to 19%). They are also more likely to be white (96% compared to 90%). There is also a difference in terms of mobility with National Park trip takers being more likely to both come from a car-owning household and have personal access to a car. In general, rural trip takers have similar characteristics to National Park trip-takers.

Table 5.3: Characteristics of National Park Leisure Visit-takers				
	All adults	All trip-takers	All rural trip-takers	National Park trip-takers
	%	%	%	%
<b>Age:</b>				
Under 45	48	52	43	41
45+	50	48	54	57
<b>Sex:</b>				
Male	48	48	51	51
Female	52	52	49	49
<b>ACORN classification:</b>				
Wealthy Achievers	17	19	29	31
Urban Prosperity	9	10	5	4
Comfortably Off	22	23	26	27
Moderate Means	11	11	9	8
Hard Pressed	14	14	9	10
<b>Car owning household:</b>				
Yes	75	78	88	87
No	25	22	12	13
<b>Personal access to car:</b>				
Yes	67	71	82	83
No	33	29	18	17
<b>Children in household:</b>				
Yes	28	31	29	26
No	72	69	71	74
<b>Working status:</b>				
Full time job	40	42	42	43
Retired	24	21	25	26
<b>Disability:</b>				
Yes	17	13	13	9
No	83	87	86	89
<b>Ethnicity:</b>				
White	88	90	96	96
Non-white	10	10	2	2

**Table note:** The 'all adults' column gives the figures for all respondents in the survey, once weighted to the population by age and sex within region. Actual percentages are rounded to whole numbers and may not add up to 100% because of rounding. 17% of all respondents were not classified with an ACORN code because insufficient information was gathered during the interview.

### 5.3 Value of Leisure Visits from home to National Parks

The data in this section is drawn from the core and boost surveys combined.

### 5.3.1 Value of visits from home to National Parks

In total, expenditure on trips to National Parks was £407 million, which equates to an average expenditure per trip from home to a National Park of £11.50. This is around 80% of the average expenditure across all trips to rural destinations.

Table 5.4 Volume and value of Leisure Visits to National Parks			
Type of Leisure Visit	Volume (millions)	Value (£bn)	Av. expenditure per trip (£)
Leisure Visits (all)	3568.8	89.6	25.09
Leisure (all rural)	770.4	10.8	13.98
Leisure Visits (all to National Park)	35.4	0.4	11.50

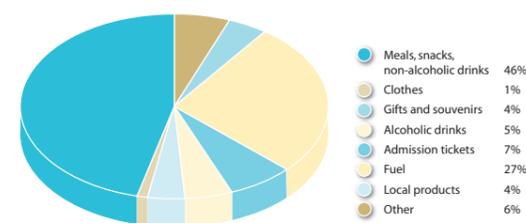
**Table note:** Trips to a National Park are a sub-group of rural trips, which are a sub group of all Leisure Visits.

The main items of expenditure on Leisure Visits from home to National Parks were:

- Meals, snacks, non-alcoholic drinks (£185 million)
- Clothes (£6 million)
- Gifts and souvenirs (£17 million)
- Alcoholic drinks (£20 million)
- Admission tickets (£27 million)
- Fuel (£107 million)
- Local products (£15 million)
- Fares (£2 million)
- Equipment and facilities (£7 million)
- Parking (£16 million)

Over the period of the 2005 survey, the main items that accounted for most expenditure on trips to National Parks were meals, snacks, non-alcoholic drinks (46%) followed by fuel (27%).

**Figure 5.C: Proportion of expenditure per item (Leisure Visits from home to National Parks)**



**Note:** The 'other' category includes spend on items not mentioned above such as charitable donations, betting and other 'non-convenience' e.g. home wares.

### 5.3.2 Value of Leisure Visits to a National Park

The chart below compares what people spent most money on during Leisure Visits from home to National Parks, with the expenditure on all rural Leisure Visits from home and all Leisure Visits (rural and urban combined) from home.

The main difference between trips to the different destination types is that on visits to National Parks more money is spent on fuel and meals and less on clothes, gifts and souvenirs compared to all Leisure Visits, as a proportion of total spend.

**Figure 5.D: Proportion of expenditure on each item (Comparison between Leisure Visits to National Parks, rural destination and all destinations)**



**Note:** Trips to a National Park are a sub-group of rural trips, which are a sub group of all Leisure Visits.

### 5.4 Main activities undertaken on Leisure Visits from home to National Parks

The data in this section is drawn from the core and boost surveys combined.

#### 5.4.1 Main activities on Leisure Visits from home to National Parks (millions of trips)

The main activities undertaken on trips from home to National Parks were:

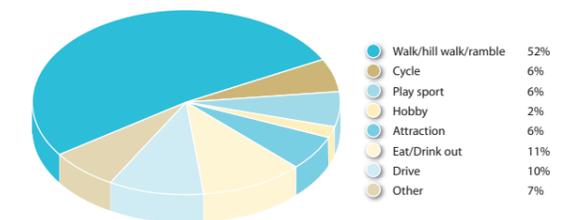
- Walk/hill walk/ramble (18.5million)
- Eat/Drink out (3.9 million)
- Drive (3.5 million)
- Play sport (2.3 million)
- Attraction (2.0 million)
- Cycle (2.0 million)
- Visit friends/relatives (0.8 million)
- Park/garden (0.6 million)
- Hobby (0.6 million)
- Relax (0.3 million)
- Swim (0.3 million)
- Beach (0.3 million)
- Shop (0.2 million)

The main activity on each Leisure Visit from home to a National Park was classified into one of 15 categories. The six most popular activities were walking, hill walking and rambling (52%), eating/drinking out (11%), driving (10%), playing sport (6%), cycling (6%) and visiting an attraction (6%).

None of the other activities were undertaken on more than 5% of all Leisure Visits from home and these six activities mentioned above, combined, accounted for over nine in ten of the trips (91%).

Figure 5.E shows the main activity breakdown across all Leisure Visits from home to National Parks. It shows that over half (52%) of Leisure Visits to National Parks were for walking.

**Figure 5.E: Main Activity on visit (Leisure Visits to National Park)**

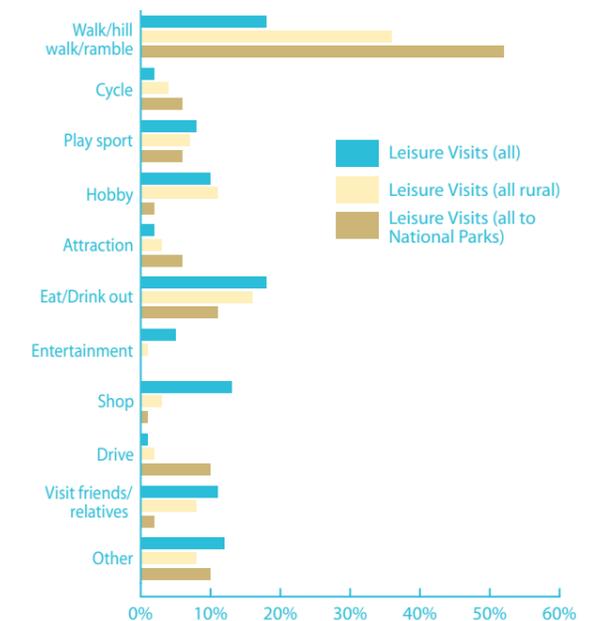


**Note:** 'Other' includes activities such as visiting friends and relatives, swimming, visiting a beach and visiting a park/garden.

#### 5.4.2 Main activity on Leisure Visit to National Park

Figure 5.F shows a main activity breakdown for Leisure Visits to National Parks compared to all rural Leisure Visits and all Leisure Visits in total.

**Figure 5.F: Main activity (A comparison between Leisure Visits to National Parks, all rural destinations and all destinations)**



**Note:** 'Other' includes activities such as swimming, visiting a beach and watching live sport. Trips to a National Park are a sub-group of rural trips, which are a sub group of all Leisure Visits.

Trips from home to a National Park were more likely to be for a walk than all rural trips and this difference is even more noticeable when comparisons are drawn with all Leisure Visits. Conversely, trips to National Parks were less likely to be for a hobby, eating or drinking out and shopping than trips to all destinations.

## 5.5 Other characteristics of Leisure Visits from home to National Parks

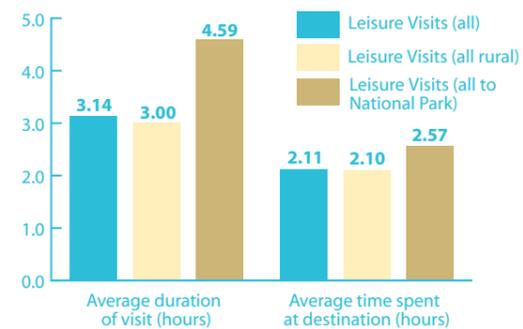
The data in this section is drawn from the core and boost surveys combined.

### 5.5.1 Distance travelled and time spent

In 2005, Leisure Visits from home to National Parks involved an average round trip of around 35.4 miles. This is approximately double the overall average for all Leisure Visits (17.1 miles).

The survey also recorded the total duration of each trip, including travel time, as well as just the time spent at the main destination. Trips to National Parks lasted an average of 4.6 hours in total, with an average of just over 2½ hours spent at the destination. As the chart below indicates, this is longer in both cases than all rural visits and all Leisure Visits.

**Figure 5.G: Average duration of Leisure Visit and average time spent at main destination by destination type; 2005**



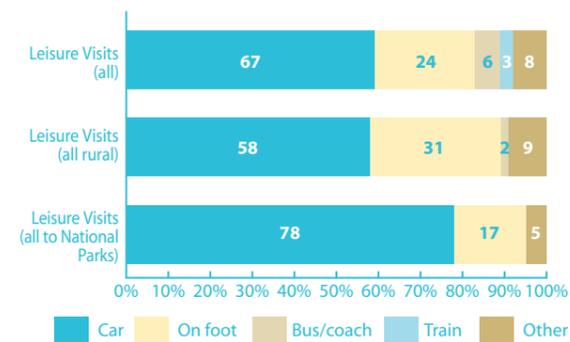
**Note:** Trips to a National Park are a sub-group of rural trips, which are a sub group of all Leisure Visits.

Further analysis of the data highlights that the average durations detailed above mask the large variations in length of visit. For example, although the average time spent at the destination overall was 2.69 hours, almost a third (31%) of trips were actually over 5 hours in duration.

### 5.5.2 Main form of transport

The main form of transport refers to that used for the longest part of the trip, in terms of distance. The car was the main form of transport for three quarters of all trips from home to National Parks (78%). This is not surprising given that these trips tended to involve longer distances. Walking was the next most common form of transport overall, accounting for a further 17% of trips.

**Figure 5.H: Main form of transport by main destination; 2005**



**Note:** Trips to a National Park are a sub-group of rural trips, which are a sub group of all Leisure Visits.

### 5.5.3 Party size

Most leisure trips from home to National Parks were made in the company of other people, with an average party size of 4.57 people. Parties of two or more accounted for around four fifths of all visits (82%). This is higher than the party size observed for all Leisure Visits where the party size averaged 3.42 people.

## 5.6 Information gathered specifically for Leisure Visits to National Parks

The data in this section is drawn from the core and boost surveys combined. The questions used to gather the information for this section were only asked of respondents whose trip was identified as being to a National Park during the interview (i.e. those in which the interviewer correctly geocoded the main destination of a trip as being to a National Park). Subsequent re-coding by the interview shift supervisors as part of the quality control measures led to a small percentage of trips being classified as to a National Park after the interview had been completed – so in these cases the specific National Park-based questions covered in this section were not asked, although these cases were included in the National Park trips total. As a result of this, some of the percentage totals in this section will not add up to 100%.

### 5.6.1 Awareness of having visited a National Park

In 2005, 55% of all leisure trips that were geo-coded to a National Park during the interview were identified as being to a National Park by the respondent, when they were prompted.

### 5.6.2 Visiting patterns to National Parks

In 2005, 23% of visitors to National Parks had visited the same park on 11 or more occasions in the past year. 17% had visited the same National Park on 21 or more occasions and 9% on 41 or more occasions. Conversely, 31% said that they had made no visits to the same park in the past year.

**Table 5.5: Number of visits made to a particular National Park in the past year**

Number of visits in past year	0	1-2	3-5	6-10	11-20	21-40	41+
% of visitors to National Parks	31	7	15	10	6	8	9

27% of National Park visitors had visited the particular park within the last month; whilst 16% were experiencing their first visit to that particular National Park. Those with no visits in the past year include respondents who made their last visit more than a year ago and those going on a first visit.

**Table 5.6: When last visited a particular National Park**

When last visited particular National Park	% of visitors to National Park
Within last month	27
Over a month ago but within last three	17
Over three months ago but within last six months	5
Over six months ago but within last year	3
More than a year ago	18
First visit	16

### 5.6.3 Influences on choice to visit a National Park

The most common reason for visiting a National Park was that it is easy to get to, with 80% of respondents giving this as a reason. Other reasons mentioned included good for walking, cycling and other outdoor activity and a safe environment (both 79%). 78% gave the reason of knowing that visitors are welcome, and peace and quiet influenced 76% of respondents to choose to visit a National Park.

On the other hand, only 15% gave 'special event or festival' as an influence on their choice to visit the National Park.

**Table 5.7: Influences on choice to visit a particular National Park**

Reason for choice to visit National Park	% of respondents giving this as reason (prompted)
Easy to get to	80
Good for walking, cycling or other outdoor activity	79
Safe environment	79
Knowing that visitors are welcome	78
Peace and quiet	76
Have been before	73
Special landscape	72
Personal recommendation	48
No entrance charge	46
Live here	40
Family or friends live here	28
Part of pre-planned group or party visit	25
Special event or festival	15
Have never been before	7

### 5.6.4 Information sources used either before or during visit to a National Park

The most frequent information source used before or during a trip from home to a National Park is a person's own previous knowledge of the area (79%). This is followed by personal recommendation (37%) and a map (34%). Only 3% gave holiday brochure or guide as an information source used before or during their visit to a National Park.

**Table 5.8: Information source used on a National Park visit**

Information Source used before or during visit to a National Park	% of respondents who used this source
Previous knowledge of area	79
Personal recommendation	37
Map	34
Guidebook	14
Tourist or Visitor Information Centre	9
Magazine or newspaper article	7
Website	4
TV or radio programme	4
Holiday Brochure or guide	3

### 5.6.5 Whether trip to a National Park was pre-planned or spur of the moment

In 2005, 43% of trips from home to National Parks were pre-planned, while 42% were made on the spur of the moment.

### 5.6.6 Anticipated future visits to a National Park

In total, in 2005, 80% of visitors to National Parks said that they would definitely visit in the next year, while 4% said that they would definitely not visit the National Park again in the next year, with 16% not being sure.

## 6 Visits including a trip to open access land

In this section, volume and extent of participation in trips to open access land are presented. Trips from home (i.e. Leisure Visits – as reported in section 2) are recorded alongside a figure for 'Visits to open access land in total' (which includes trips from a holiday base – as reported in section 4 – as well as the Leisure Visits from home).

Please note that visits from a holiday base are excluded in tables and passages where there are comparisons between Leisure Visits (from home) to open access land only, Leisure Visits to rural destinations (countryside and seaside coast) only and Leisure Visits to all destinations.

### 6.1 Extent of participation in trips to open access land from home and whilst on holiday

#### 6.1.1 Background

The Countryside and Rights of Way Act 2000 created a new right of access for people to walk on areas of mapped open country and registered common land. The Government introduced the new right of access on an area basis over 2004/05. The dates of commencement are illustrated in the table below. This highlights the rolling programme of commencing the new rights and the length of time each area has been open for access throughout the survey.

The 2005 survey identified difficulties in obtaining large enough base sizes in order to carry out robust analysis of trips both pre and post commencement of the new right of access across the country. Therefore, all statistics reported for open access depict all visits to access land throughout the duration of the survey whether they be pre or post commencement. Combining this information has enabled analysis in terms of visitor profile, activity, awareness and demographic data that

will inform effective delivery and promotion of open access in the coming years.

As the fieldwork for ELVS was carried out so early into the commencement of the new rights – indeed, before the rights were introduced in some regions – it is important to note that the information collected in the 2005 survey represents a very early picture of use of the new rights across the country. For this reason, Natural England is carrying out an ongoing programme of monitoring and research to track the use of the new right over time. This survey has provided baseline data from which to monitor change.

In addition to national statistics on the new use of the new right of access, ELVS also provides information about awareness and understanding of the new right of access, as well as information on the way in which this right is being used and the reason for its use.

Visits to open access land were identified through the use of geo-coding software which identified the destination for a trip on a detailed map of England, which included a map layer identifying areas of open access land. If the trip destination was within an area defined as open access land, the trip was classified as a 'visit which included a trip to open access land'. This terminology relates to the fact that many trips to open access land were taken during the course of a wider countryside visit (perhaps linking one area to another) and not necessarily always to open access land only. The survey was designed to capture all kinds of trips to open access land in order to fully appreciate the extent and use of open access land and to monitor any changes over time.

The pre/post-commencement classification was drawn by comparing the date of the trip to the commencement date for each particular access land region.

The low number of visits that included a trip to open access land, both pre and post commencement, led to base sizes for pre and post commencement that were too small to allow for statistical inferences between the two to be made with sufficient confidence (see table 6.2).

Survey	Feb 05	Mar 05	Apr 05	May 05	Jun 05	Jul 05	Aug 05	Sep 05	Oct 05	Nov 05	Dec 05	Jan 06	Feb 06
South East Sept 04	5	6	7	8	9	10	11	12	13	14	15	16	17
Lower North West Sept 04	5	6	7	8	9	10	11	12	13	14	15	16	17
Central Southern England Dec 04	2	3	4	5	6	7	8	9	10	11	12	13	14
Upper North West May 05	0	0	0	0	1	2	3	4	5	6	7	8	9
North East May 05	0	0	0	0	1	2	3	4	5	6	7	8	9
South West Aug 05	0	0	0	0	0	0	0	1	2	3	4	5	6
West Oct 05	0	0	0	0	0	0	0	0	0	1	2	3	4
East Oct 05	0	0	0	0	0	0	0	0	0	1	2	3	4

Time of visit	Base size	Proportion of survey period %
Pre commencement	136	26.5
Post commencement	271	73.5
<b>Total (pre and post commencement)</b>	<b>407</b>	<b>100</b>

It should be noted that the difference in base size between pre and post commencement does not represent an upsurge in visits that included trips to open access land post commencement but, rather, reflects the fact that, across the eight regions, the open access land was 'post' commencement for 73.5% of the survey duration, so there was more surveying time for the post commencement interviews to be collected.

#### 6.1.2 Visits that included a trip to open access land made within the past week

As shown in the table below, in 2005, 0.64% of adults in England had made a Leisure Visit to open access land within the previous week. When trips during a holiday are added to this, a total of 0.72% of adults visited open access land in the past week.

	% of respondents making a Leisure Visit	% of respondents making a visit in total (from home or during holiday)
ANY OPEN ACCESS LAND	0.64	0.72

#### 6.1.3 Visits including a trip to open access land made within the past year

There was no data collected on the overall proportion of adults in England who had visited open access land within the past year. For figures concerning the proportion of adults in England who had taken any form of Leisure Visit in the past year, see sections 2.1.2, 3.1.2 and 4.1.2.

#### 6.1.4 Volume of visits which included a trip to open access land made within the past year

In the 12-month period of the survey in 2005 there were an estimated 18.6 million Leisure Visits to open access land in England. When trips made during a holiday in England are added to this, there were 21.2 million visits to open access land in total. These figures are shown in the table below.

	Number of Leisure Visits from home (millions)	Total number of visits (from home or during holiday) (millions)	Number of Leisure Visits during a holiday
ANY OPEN ACCESS LAND	18.6	21.2	2.6

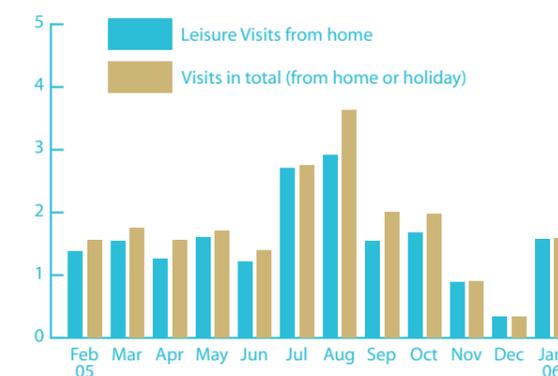
#### 6.1.5 Volume of visits made which included a trip to open access land within the past year, by main destination type

Of the 18.6 million trips from home to open access land, 93% (17.2 million trips) were to the countryside, while 7% (1.4 million) were to the seaside coast. When trips from a holiday base are added, 93% of the 21.2 million trips to open access land in total were to the countryside and 7% were to the seaside coast.

#### 6.1.6 When Leisure Visits which included a trip to open access land were made

As Figure 6.A shows, Leisure Visits which included a trip to open access land occur all year round, although the majority were taken in July and August. The actual number of trips peaked in August with nearly 3 million Leisure Visits from home made and nearly 4 million visits in total made when visits from holiday are included.

Figure 6.A: Leisure Visits from home to open access land versus Visits taken to open access land in total (from home or holiday); by month, 2005 (millions of trips)

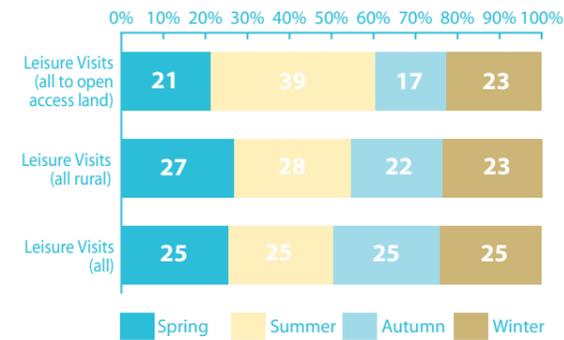


Note: Total visits figures are the sum of Leisure Visits plus trips taken during a holiday in England. The survey ran from February 2005 - January 2006.

In considering this data, it is important to note the commencement dates for the eight open access regions. In summary, there were 3 access regions open throughout the period of the survey. A further two opened on 28th May 2005, another one on 28th August 2005 and the final two on 31st October 2005.

## 6.1.7 The effect of seasonality on Leisure Visits from home to open access land versus all rural visits and all leisure visits

Figure 6.B: Percentage of trips, by season



Note: spring is 21st March-20th June, summer is 21st June-30th Sept, autumn is 21st Sept-20th Dec and winter is 21st Dec-20th March.

As figure 6.B shows, over 60% of trips to open access land were made during either the spring or summer. This represents a greater proportion than for Leisure Visits to all rural locations (c.55%) and all Leisure Visits (c.50%), and suggests that trips that included a visit to open access are a predominantly spring/summer activity.

## 6.2 Characteristics of open access land trip-takers and non trip-takers

### 6.2.1 Characteristics of open access land trip takers, those making Leisure Visits from home to open access land in the past week

This section covers the characteristics of 'open access land trip takers' – here defined as those people making any Leisure Visit from home which included a trip to open access land in the past week. They will be compared with the entire adult population of England, those who made a Leisure Visit from home to any destination and those who made a Leisure Visit from home to a rural location in the past week. All information in this section is taken from the core survey only.

Table 6.5 (opposite) shows that open access land trip takers are more likely to be male, over 45, classified in ACORN as a 'wealthy achiever', in a car-owning household, white and without a disability than the population as a whole. Rural trip takers are also more likely to be 45 or over and from the 'wealthy achievers' ACORN class than the population as a whole but less likely to be so than open access land trip takers. This suggests that open access land trip takers are a particular sub-set of rural trip takers which are quite distinctive from the population as a whole.

Table 6.5: Characteristics of open access land Leisure Visit-takers				
	All adults	All trip-takers	All rural trip-takers	Open access land trip-takers
	%	%	%	%
<b>Age:</b>				
Under 45	48	53	43	38
45+	50	46	54	61
<b>Sex:</b>				
Male	48	48	51	57
Female	52	52	49	43
<b>ACORN classification:</b>				
Wealthy Achievers	17	19	29	37
Urban Prosperity	9	10	5	5
Comfortably Off	22	24	26	26
Moderate Means	11	11	9	10
Hard Pressed	14	14	9	9
<b>Car owning household:</b>				
Yes	75	78	88	88
No	25	22	12	12
<b>Personal access to car:</b>				
Yes	67	71	82	84
No	32	29	18	16
<b>Children in household:</b>				
Yes	28	31	29	33
No	72	69	71	68
<b>Working status:</b>				
Full time job	40	37	42	37
Retired	24	21	25	28
<b>Disability:</b>				
Yes	17	13	13	10
No	82	86	86	89
<b>Ethnicity:</b>				
White	88	90	96	95
Non-white	10	9	2	3

Table note: The 'all adults' column gives the figures for all respondents in the survey, once weighted to the population by age within sex within region. Actual percentages are rounded to whole numbers and may not add up to 100% because of this rounding. 17% of all respondents were not classified with an ACORN code because insufficient information was gathered during the interview.

## 6.3 Value of Leisure Visits from home including a trip to open access land

### 6.3.1 Value of Leisure Visits from home to open access land

The data from this section is drawn from the core and boost survey combined.

Expenditure during the 18.6 million trips which included a visit to open access land was £0.197 billion, which equates to an average expenditure per trip to open access land of £10.56. This was less than half the average expenditure across all trips and three quarters of the average expenditure on rural trips.

Table 6.6: Volume and value of Leisure Visits including a trip to open access land			
Type of Leisure Visit	Volume (millions)	Value (£bn)	Av. expenditure per trip (£)
Leisure Visits (all)	3568.8	89.6	25.09
Leisure Visits (all rural)	770.4	10.8	13.98
Leisure Visits (open access land)	18.6	0.2	10.56

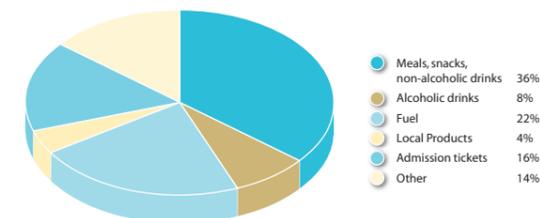
Table note: Trips to open access land are a sub-group of rural trips, which are a sub group of all Leisure Visits.

The main items of expenditure on Leisure Visits from home that included a trip to open access land, accounting for over 80% of the total spending of £197 million, were:

- Meals, snacks, non-alcoholic drinks (£66 million)
- Fuel (£42 million)
- Admission tickets (£31 million)
- Alcoholic drinks (£15 million)
- Local products (£8 million)

As Figure 6.C, below, shows, over the period of the 2005 survey, the items that accounted for most expenditure were meals, snacks and non-alcoholic drinks (36%) followed by fuel and admission tickets (22% and 16% respectively).

Figure 6.C: Proportion of expenditure per item (Leisure Visits to open access land)



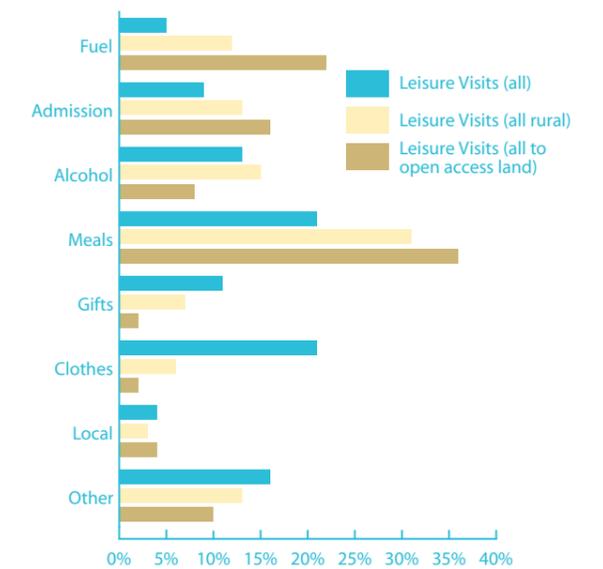
Note: The 'other' category is the total of expenditure on fares, clothes, parking charges, gifts and souvenirs, road and bridge tolls and the hiring of equipment and facilities; as well as expenditure on items not mentioned above such as charitable donations, betting and other 'non-convenience' eg house wares.

### 6.3.2 Value of Leisure Visits, by main destination

Figure 6.D compares what people spent most money on in Leisure Visits from home to open access land compared to Leisure Visits to rural destinations and all destinations (rural and urban combined) from home.

This shows that the proportion of expenditure spent on fuel increased on trips taken to rural locations and increased even more on trips to open access land. The proportion of money spent on meals also increased in trips to rural areas – particularly those including open access land. Spending on clothes formed a higher proportion of spending across all trips than it did on rural trips and those including open access land.

Figure 6.D: Proportion of expenditure on each item (Comparison between Leisure Visits to open access land, rural destinations and all destinations)



Note: The 'other' category includes hiring of equipment, parking charges, fares, and road and bridge tolls as well as items not covered by the other categories such as charitable donations, betting and other 'non-convenience' shopping. Trips to open access land are a sub-group of rural trips, which are a sub group of Leisure Visits.

## 6.4 Main activities undertaken on Leisure Visits from home to open access land

The data in this section is drawn from the core and boost survey combined.

### 6.4.1 Main activities on Leisure Visits from home that included a trip to open access land

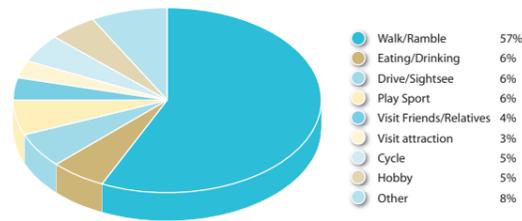
The most common main activities undertaken on Leisure Visits to open access land, accounting for the main activities on all trips, were:

- Walk/hill walk/ramble (10.7 million trips – of which dog walking was 3.5 million trips)
- Eating/drinking out (1.1 million)
- Play sport (1.1 million)
- Driving (1.1 million)
- Cycling (1.0 million)
- Hobby (0.9 million)
- Visiting friends/relatives (0.7 million)
- Visiting attractions (0.6 million)

The main activity on every Leisure Visit to open access land was classified into one of 15 categories. As shown in Figure 6.E, overall, the most popular activity was walking, hill-walking and rambling (57%) which accounts for over half of total Leisure Visits to open access land. Other popular main activities on visits included eating/drinking out, driving and playing sport (all 6%).

None of the other activities were undertaken on more than 5% of all Leisure Visits from home to open access land.

**Figure 6.E:**  
Main Activity on visit (Leisure Visits to open access land)

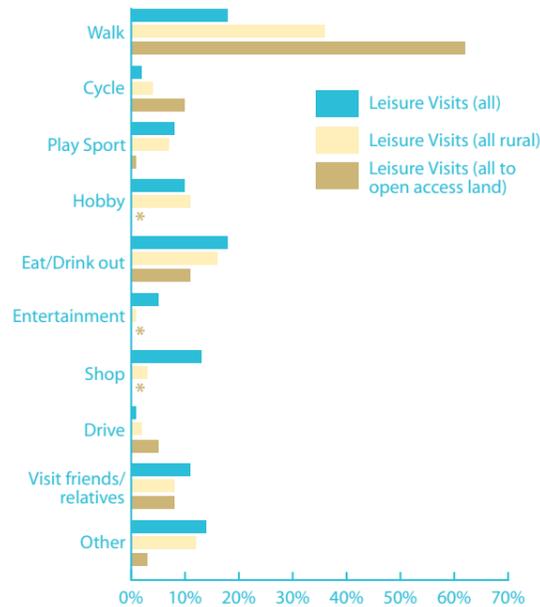


Note: 'Other' includes activities such as swimming, visiting a beach and visiting a park/garden.

Within the 57% of trips that were for walking, 21% were for dog walking specifically.

#### 6.4.2 Main activity on Leisure Visits from home

**Figure 6.F:** Main activity (a comparison between Leisure Visits to open access land, all rural destinations and all destinations)



Note: \* Less than 0.5% but not zero

As Figure 6.F shows, walking was the main activity in a greater proportion of trips to open access land than in rural trips as a whole or trips to all destinations. As would be expected, shopping forms a far smaller percentage in open access trips and rural trips than in all trips.

### 6.5 Other characteristics of Leisure Visits from home including a trip to open access land

The data in this section is drawn from the core and boost surveys combined.

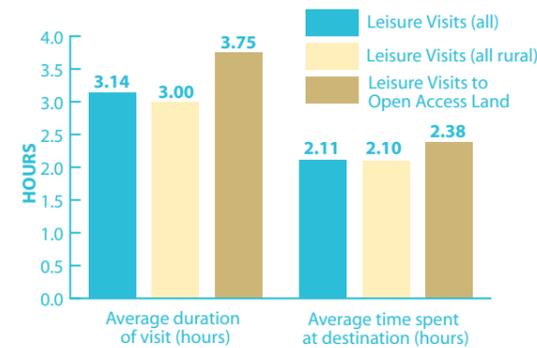
#### 6.5.1 Distance travelled and time spent at main destination

In 2005, Leisure Visits from home to open access land involved an average round trip distance of around 29.4 miles. This is

longer than the average for all rural visits of 21.4 miles and the average for all trips of 17.1 miles.

The survey also recorded the total duration of each trip (i.e. including travel time), as well as the time spent at the main destination. Trips to open access land lasted an average of 3.75 hours in total, with an average of nearly 2½ hours spent at the destination. As Figure 6.G indicates, this is longer in both cases than recorded for all rural visits and all Leisure Visits to all destinations.

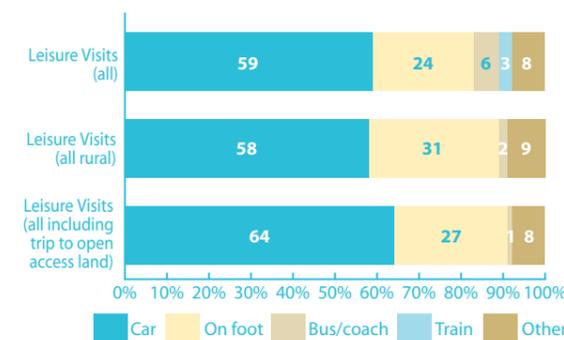
**Figure 6.G:** Average duration of Leisure Visit and average time spent at main destination by destination type; 2005



#### 6.5.2 Main form of transport

The main form of transport refers to that used for the longest part of the trip, in terms of distance. As Figure 6.H shows, the car was the main form of transport for just under two thirds of open access land trips (64%) and just fewer than six in every ten rural trips (58%). Across all trips, the car was the main mode of transport in 59% of trips. Walking was the next most common form of transport overall, accounting for a further 27% of trips to open access land. On rural trips as a whole it was more popular – some 31% of trips to the countryside/seaside coast involved walking as the main form of transport.

**Figure 6.H:** Main form of transport by main destination, 2005-6



Note: Trips to open access land are a sub group of rural trips, which are a sub group of all Leisure Visits.

#### 6.5.3 Party size and composition

In 2005, most Leisure Visits to open access land were made in the company of other people, with an average party size of 3.71 people, and only 23% of trips being taken by people on their own. 35% of trips were taken in a group of two people

and a further 33% in a group of 3-5 people. However, only 10% of trips were taken in groups of six or more people.

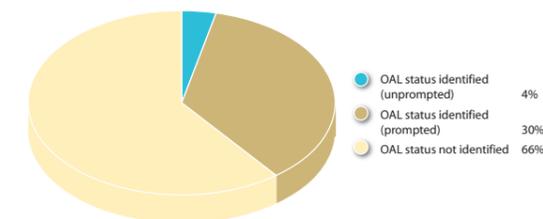
In terms of composition, 52% of Leisure Visits to open access land were taken with family members and a further 21% with friends and only 4% as part of an organised group.

### 6.6 Information gathered specifically for leisure trips including a visit to open access land

The data in this section is drawn from the core and boost surveys combined. The questions used to gather the information for this section were only asked of respondents whose trip was identified as being to an area of open access land during the interview (i.e. those in which the interviewer correctly geocoded the main destination of a trip as being to open access land). Subsequent re-coding by the interview shift supervisors as part of the quality control measures led to a small percentage of trips being classified as to open access land after the interview had been completed – so in these cases the specific open access land-based questions covered in this section were not asked, although these cases were included in the open access land trips total. As a result of this, some of the percentage totals in this section will not add up to 100%.

#### 6.6.1 Awareness of having visited open access land

**Figure 6.I:** Awareness of having visited open access land



In 2005-6, only 4% of all leisure trips that were geo-coded as being to open access land during the interview, were actually identified as being to open access land by the respondent, unprompted. In total, once prompted with a list which included open access land, a further 30% identified that they had visited open access land. Significantly, two thirds (66%) had no awareness of having visited open access land, even when prompted.

#### 6.6.2 Particular reason for visit (unprompted)

As Table 6.7 shows, 10% of open access land trip-takers quoted walking/exercise as the reason for their visit. A further 9% gave countryside/scenery as their reason, the same amount which gave the reason that the open access land was local/convenient. In addition to the 10% that had given walking/exercise as their reason, 4% cited that it was a nice pleasant walk and a further 4% cited dog walking as the reason for their visit.

**Table 6.7:** Unprompted reason for visit to open access land

Reason for visit to open access land	% of OAL trip-takers giving this reason
Walking/exercise	10
Countryside/scenery	9
Local/convenient	9
Sports and leisure activities	7
With a group of friends	7
Location is interesting/nice	6
Beauty	5
Nice pleasant walk	4
Dog walking	4

#### 6.6.3 Influences on choice to visit open access land

The most frequent reason for respondents visiting open access land was that they have visited the area before (76%). Other reasons included that it formed part of a visit to a wider area with access rights (37%); it formed part of a longer walk (33%) and personal recommendation (29%). On the other hand, only 10% gave the reason of wishing to explore new rights of access and only 4% gave a TV or radio programme as a reason.

**Table 6.8:** Reason for visit to open access land (prompted)

Reason for choice to visit open access land	% of respondents giving this reason
Been before	76
Formed part of a wider area with access rights	37
Formed part of a longer walk	33
Personal recommendation	29
Wish to explore a new area	24
On-site signage for public access	17
Tourist or Visitor Centre information	12
Wish to exercise new rights of access	10
TV or radio programme	4

#### 6.6.4 Restrictions during visit to open access land

As Table 6.9 shows, few respondents who had visited open access land in the past week noticed any restrictions on their trip. 4% of visitors noticed signs to say there were no open access rights, 2% noticed dogs must be kept on leads while 2% noticed no open access rights but can use paths, the same amount which noticed that you could only enter the land from a fixed point marked on a map.

**Table 6.9:** Restrictions observed during visit to open access land

Restriction observed on visit	% of Leisure Visitors to open access land who noticed this restriction
No open access rights	4
No open access rights but can use paths	2
No dogs allowed	*
Dogs must be fixed on a short lead	2
Can enter land only from point marked on a map	2

### 6.6.5 Whether dog was kept on a lead during visit to open access land

As Table 6.10 shows, of the visitors to open access land who listed dog-walking as their main activity, 7% had kept their dog on a lead at all times, while a further 9% had kept it on a lead in the vicinity of livestock, and a further 17% had kept it on at other times during the visit. However, the vast majority (66%) had not kept their dog on a lead at all.

Was dog kept on a lead?	% of visitors to access land who selected dog-walking as a detailed activity
<b>At all times</b>	<b>7</b>
Yes, some of the time (when in vicinity of livestock)	9
<b>Yes, some of the time (at other times during visit)</b>	<b>17</b>
No	66

### 6.6.6 Whether visitor to open access land roamed at will during their visit

22% roamed across open access land beyond footpaths during their Leisure Visit to open access land from home.

### 6.6.7 Visiting patterns to particular open access land visited

In 2005, 64% of visitors to open access land had visited the same area of open access land on more than 3 occasions in the past year. 49% had visited the same open access land on 6-40 occasions and 23% on more than 41 occasions. Conversely, 6% had not visited the open access land in the past year.

Number of visits in past year	0	1-2	3-5	6-10	11-20	21-40	41+
% of visitors to access land	6	9	15	9	9	8	23

45% of access land visitors had visited the particular area of open access land previously within the last month while for 3% the previous visit was more than a year ago.

When last visited particular open access land	% of visitors to open access land
<b>Within last month</b>	<b>45</b>
Over a month ago but within last three	18
<b>Over three months ago but within last six months</b>	<b>5</b>
Over six months ago but within last year	4
<b>More than a year ago</b>	<b>3</b>
First visit	4

### 6.6.8 Anticipated future visits to open access land

In total, in 2005, nearly 90% of visitors to open access land said that they would definitely visit in the next year, while less than 2% said that they would definitely not visit the open access land again in the next year, with around 10% not sure.

## 7 Appendices

### 7.1 List of main activities

- Walk, hill-walk, rambling
- Cycling, mountain biking
- Swimming
- Visit beach, sunbathe, paddle in sea
- Taking part in sports, active pursuits – indoor, outdoor, field, water
- Watching live sport or attending a live event
- A hobby or special interest
- Visit a leisure attraction or place of interest
- Visit a park or garden
- To eat or drink out
- For entertainment (for example, going to cinema/theatre/club etc)
- To go shopping for a leisure activity that is not for food and other essentials on a regular basis
- Drive, sightsee, picnic, pleasure boating
- Visit friends, relatives at their home
- To take part in informal sports, games, relaxation and wellbeing

### 7.2 Survey method and sample design

#### 7.2.1 Survey method

Telephone interviews were conducted across all geographic regions within England with residents aged 16 and over who had undertaken a leisure visit from home over the last seven days. The data were collected to monitor trends and changes in use of leisure time and to identify the profile of trip takers and non-trip takers. Interviews were administered using CATI (Computer Assisted Telephone Interview) and were limited to a maximum average time of fifteen minutes in order to ensure a large enough volume of data were collected and to maintain a high quality of research. In addition, Transport Address Resolution Application (TARA) was used as a means of accurately locating geographic points throughout the country during the interviewing process, through its use on a dual platform with CATI at the interviewer's workstation. Interviews primarily focused on extent of participation in trips, trip-taker characteristics, volume and value of trips and activities undertaken on the trips. Additionally, if the respondent had not taken any leisure trips in the previous 7 days, the respondents were asked the reasons why this was the case.

#### 7.2.2 Sample design

The sample for ELVS comprised all adults aged 16 years and over, resident in private households within England. In addition to a nationally representative core sample, a boost sample which focussed on residents living close to National Parks and

large areas of open access land was incorporated in an attempt to increase the information obtained on visits to National Parks and those that included a trip to open access land. A sample size of 23,500 was used for the core survey and an additional sample of 23,500 for the boost survey. Total interviews achieved exceeded this sample design with 23,542 completed for the core survey and 26,701 completed for the boost survey.

For ELVS, the sample method chosen was EPSEM (Equal Probability of Selection Method). As the penetration of fixed line ownership is high, standing at 96%, the telephone owning population is therefore not dissimilar to the national population. However, it should be noted that telephone-owning households may be characterised by having slightly more over 35s and fewer lower income households and, in addition, those without landline telephones could be expected to make a disproportionately large amount of trips. More information is contained on this within the Technical Report that accompanies this report.

As an increasingly large proportion of telephone numbers is now unlisted (ex-directory), the decision was taken to use EPSEM. This method of sampling provided a high quality sample of residential telephone lines in England, with both listed and unlisted numbers in their natural proportions in all eligible exchange codes. The exchange codes were stratified by standard region and, within this, by local authority and, within this, by postcode sector. Then, for each exchange code, the same quantity of unique telephone numbers was selected by randomly generating the last 4 digits of the telephone number. At this point every number has an equal chance of being selected but, by stratifying as stated, we ensured that the required regional distribution was achieved. The samples were drawn quarterly and divided into 3 sub-samples for the individual months, making these months as representative as possible.

The core sample was drawn using the EPSEM method defined above and used the 11,000 exchange codes as the sample frame. It had the following regional structure.

Government Office Region	Sample
<b>North East</b>	<b>1,199</b>
North West	3,196
<b>Yorkshire and The Humber</b>	<b>2,374</b>
East Midlands	1,998
<b>West Midlands</b>	<b>2,491</b>
East of England	2,585
<b>London</b>	<b>3,431</b>
South East	3,831
<b>South West</b>	<b>2,397</b>

The boost sample was then drawn from people living in catchment areas of approximately 70 miles radius from the designated National Parks and large areas of open access land. The sample was drawn using Insite, a geo-demographic database, which accurately determined the postcode sectors of everyone living in these catchment areas, allowing their

combination into one list for England. This formed the basis of a further EPSEM sample, which was produced using a sample universe that was restricted to only those exchange codes contained within the postcode sectors identified, thus producing a random sample of this restricted population. Samples were drawn for each National Park and open access land region individually, making allowance for the possibility that households may fall into the catchment for more than one National Park/open access land mapping area.

A total of 26,701 interviews were completed on the boost survey. When combined with the 23,542 interviews completed on the core survey, this gives a total of 50,243 interviews for ELVS 2005.

### 7.2.3 Weighting

Weighting was applied to correct for differential refusal rates within Exchange Codes and to make the sample more representative. In conjunction with weighting by region to provide a geographical balancing of the sample, weighting was also used to balance day, week and month bias, differential household sizes and to gross up by age-within-sex-within-region.

In weighting the boost sample into the core sample, an effort was made, where possible, to account for ways in which the boost sample deviated from being nationally representative in terms of geography and time of interview. Further information about the sampling design and weighting as well as sampling errors for volume and expenditure and other headline statistics can be found in the Technical Report that accompanies this survey.

## 7.3 Reliability of results

In publishing this report, Natural England is confident that it represents the best information currently available in pursuit of the survey objectives. However, users should be aware that, in common with the results from all sample surveys, the data are subject to various potential sources of error. The principal factors that may affect the reliability of survey results are errors associated with response, non-response and sampling.

Response errors cannot readily be quantified, but for this survey they depend mainly on the ability and willingness of respondents to recall accurately the activities they had undertaken within the specified period, as well as the design and wording of the questionnaire.

Non-response errors occur when a proportion of potential respondents cannot be contacted despite persistent attempts, refuse to be interviewed, or cannot be interviewed for other reasons. If non-responders are different from respondents in the ways which relate to the objectives of the survey, these differences will bias the results – greater potential bias being associated with lower response rate. The extent of such bias

was lessened by weighting the responding population to known profiles of the population as a whole on criteria such as age, sex and region, but non-responders may still differ from responders in other ways that are relevant to the survey but difficult to quantify.

Sampling error is a measure of the likely difference between the results from the survey and the true value for the whole population. It depends on the way the sample was designed, the size of the sample and the variability of the attribute being measured – so there will be different sampling errors for different attributes. Data collected in surveys of this type are always estimates of the true proportions in the population. However, when a random sampling method is used, as in this survey, sampling errors can be quantified. The accuracy of these estimates – the sampling error – are calculated from the data and related back to the population via a 'confidence interval'. They are normally measured at the 95% confidence level – meaning that we can be 95% confident that a given result is accurate. These confidence intervals give us a range of values about the estimate within which we are fairly certain that the true population value lies.

The standard error gives a measure of variability of the sample mean. It is mathematically related to the standard deviation and it is calculated by dividing the standard deviation by the square root of number of observations. We use this standard error to construct confidence intervals for the sample mean. The width of these confidence intervals is determined by the level of confidence required, the variability of the actual data and the size of the sample. As the ELVS survey was not a simple random design, standard methods of calculating the confidence intervals have to be amended in order to take into account the impact of clustering and stratification. This creates a design factor, allowing the calculation of an effective sample size. It is this effective sample size that must be used to calculate accurate confidence intervals. Using the effective sample sizes, the calculating of which is outlined in the Technical Report, the confidence intervals below, have been calculated.

**Table 7.2: Confidence Intervals using effective sample sizes – respondent based**

Proportion of respondents who have visited ... in ...	All Respondents
<b>Inland town/city trip, last week</b>	<b>51.8% ± 0.69%</b>
Inland town/city trip, last year	64.4% ± 0.66%
<b>Seaside town/city trip, last week</b>	<b>4.7% ± 0.29%</b>
Seaside town/city trip, last year	62.3% ± 0.67%
<b>Seaside/coast trip, last week</b>	<b>2.4% ± 0.21%</b>
Seaside/coast trip, last year	36.7% ± 0.67%
<b>Countryside trip, last week</b>	<b>18.8% ± 0.54%</b>
Countryside trip, last year	58.6% ± 0.68%
<b>Wood/forest trip, last year</b>	<b>39.8% ± 0.68%</b>
Water with boats trip, last year	25.4% ± 0.60%
<b>Water without boats trip, last year</b>	<b>17.7% ± 0.53%</b>
Open access land, last week	0.64% ± 0.11%
<b>National Parks, last week</b>	<b>1.17% ± 0.15%</b>

**Table 7.3: Confidence Intervals using effective sample sizes – trip based**

Proportion of trips taken to ... within ...	LV from home	Tourism LV	LV from holiday
<b>Inland town/city, last 12 months</b>	<b>73.5% ± 0.97%</b>	<b>77.3% ± 2.10%</b>	<b>60.3% ± 4.57%</b>
Seaside town/city, last 12 months	4.9% ± 0.47%	5.4% ± 1.13%	12.1% ± 3.05%
<b>Seaside/coast, last 12 months</b>	<b>2.0% ± 0.31%</b>	<b>1.7% ± 0.65%</b>	<b>5.0% ± 2.04%</b>
Countryside, last 12 months	19.6% ± 0.87%	15.6% ± 1.82%	22.5% ± 3.90%
<b>Wood/forest, last 12 months</b>	<b>4.8% ± 0.47%</b>	<b>2.9% ± 0.84%</b>	<b>6.2% ± 2.26%</b>
Water with boats, last 12 months	1.8% ± 0.29%	1.4% ± 0.59%	2.7% ± 1.52%
<b>Water without boats, last 12 months</b>	<b>2.4% ± 0.34%</b>	<b>2.0% ± 0.70%</b>	<b>3.2% ± 1.64%</b>
<b>Trip characteristics</b>			
Duration of trip (hours)	3.14 ± 0.06	5.32 ± 0.15	4.14 ± 0.41
<b>Mean distance (round trip – miles)</b>	<b>17.13 ± 0.93</b>	<b>32.83 ± 3.12</b>	<b>71.51 ± 14.01</b>
Time at destination (hours)	2.11 ± 0.04	3.41 ± 0.23	2.85 ± 0.28
<b>Total party size (all trips)</b>	<b>3.42 ± 0.17</b>	<b>4.98 ± 1.14</b>	<b>4.30 ± 0.90</b>
Average expenditure per trip – all items	£25.09 ± 1.80	£42.93 ± 3.76	£51.04 ± 8.96
<b>Total Expenditure (£million) – all trips</b>	<b>£89,555m ± 1,199m</b>	<b>£37,432m ± 2,206m</b>	<b>£11,220m ± 1,317m</b>
<b>Total Number of trips taken (in thousands)</b>			
All destinations, last 12 months	3,568,811 ± 62,611	*Cannot be calculated	188,914 ± 11,335

**Table 7.4: Confidence Intervals using effective sample sizes – Trips to National Parks/ open access land**

Number of trips taken to... within...	LDV to open access land	LDV to National Parks
<b>All destinations, last 12 months</b>	<b>21,168 ± 3,961</b>	<b>42,303 ± 5,528</b>
<b>Trip characteristics</b>		
Mean duration of trip (hours)	3.80 ± 0.35	4.57 ± 0.26
<b>Mean distance (round trip – miles)</b>	<b>35.86 ± 7.62</b>	<b>42.93 ± 4.60</b>
Time at destination (hours)	2.43 ± 0.26	2.61 ± 0.25
<b>Total party size (all trips)</b>	<b>3.75 ± 0.73</b>	<b>4.23 ± 0.59</b>
Average expenditure per trip – all items	13.07 ± 2.83	19.68 ± 2.41
<b>Total Expenditure (£million) – all trips</b>	<b>277m ± 60.0m</b>	<b>833m ± 101.9m</b>

## 7.4 Additional sets of data

The following is a full list of the volumes available for the 2005 survey and held by all sponsors in electronic format:

Table Set	Description
<b>ELVS Set A</b>	<b>Respondent-based tables for Leisure Day Visits and Trips from a Holiday Base</b>
ELVS Set A (tourism trip takers only)	Respondent-based tables for Tourism Trips
<b>ELVS Set B</b>	<b>Trip-based tables for Leisure Day Visits</b>
ELVS Set C	Trip-based tables for Tourism Trips
<b>ELVS Set D</b>	<b>Trip-based tables for Trips from a Holiday base</b>
ELVS Set E (respondent based)	Respondent-based tables for trips to open access land
<b>ELVS Set E (trip based)</b>	<b>Trip-based tables for trips to open access land (all areas combined)</b>
ELVS Set E (trip based – individual access land regions)	Trip-based tables for trips to open access land (individual areas)
<b>ELVS Set F (respondent based)</b>	<b>Respondent-based tables for trips to National Parks</b>
ELVS Set F (trip based)	Trip-based tables for trips to National Parks (all Parks combined)
<b>ELVS Set F (trip based – individual National Parks)</b>	<b>Trip-based tables for trips to National Parks (individual Parks)</b>
2002/03 Set A (re-analysed)	GBDVS Set A tables re-analysed to match to ELVS Set A
<b>2002/03 Set B (re-analysed)</b>	<b>GBDVS Set B tables re-analysed to match to ELVS Set B</b>
2002/03 Set C (re-analysed)	GBDVS Set C tables re-analysed to match to ELVS Set C

## 8 Main tables

Table 1: Proportion of adults (16+) taking a Leisure Visit from home in the past 7 days

**Changes since 2002/03**

- The proportion of adults who have taken a Leisure Visit in the past week has fallen from 72% in 2002/03 to 63% in 2005.
- The average number of Leisure Visits taken has also fallen since 2002/03 from 3.32 then to 2.80 in 2005, among those who have taken any trips.
- The proportion of adults making a trip to a wood/forest in the past year has remained constant (40%) but Leisure Visits to water have dropped, from 35% to 25% in the case of water with boats and from 23% to 18% for water without boats.

**Main findings in 2005**

- Just under two thirds (63%) of adults had made a Leisure Visit in the past week.
- 52% had made a trip to an inland town/city and 5% to seaside town/city. 19% had made a trip to the countryside and 2% to the seaside/coast.
- The average number of Leisure Visits per person, measured across the adult population as a whole was 1.81 trips in the last week.
- Around 5% of adults had taken a trip whilst on an English-based holiday during the past week. These trips from a holiday base are explored in more detail in section 4 of the report.
- Just under two thirds (64%) of adults had made a Leisure Visit to an inland town/city in the past year and a similar proportion (62%) to a seaside town/city. 59% had made a trip to the countryside and 37% to the seaside/coast.
- Two fifths of all adults had made a trip to a wood/forest in the past year while one in four had made a trip to water with boats and 18% had made a trip to water without boats.
- 0.5 million (1.2%) of the 40 million adults in England had taken a Leisure Visit from home to a National Park in the previous week and 0.3 million (0.6%) had taken a similar trip to open access land in the previous week.

	Total 2005	Total 2002/03	All National Park trip takers in 2005	All open access land trip takers in 2005
Sample size	23542	3188	287	160
Population (millions)	40.0	39.2	0.5	0.3
	%	%	%	%
Any trip in past week	63	72	100	100
<b>Trip in past week to:</b>	%	%	%	%
Inland town/city	52	n/a	52	54
Seaside town/city	5	n/a	6	5
Countryside	19	n/a	91	95
Seaside coast	2	n/a	13	9
	No.	No.	No.	No.
Average number of trips (by those taking any trips)	2.80	3.32	3.41	3.51
Average number of trips (among all adults)	1.81	2.45	n/a	n/a
	%	%	%	%
Trips in past week from an England holiday base (among all adults)	5	3	2	
<b>Trip in past 12 months to:</b>	%	%	%	%
Town/city	64	n/a	79	78
Seaside town/city	62	n/a	74	79
Countryside	59	n/a	85	85
Seaside coast	37	n/a	52	53
Wood/forest	40	40	73	72
Water with boats	25	35	47	45
Water without boats	18	23	41	34

Table 2: Characteristics of Leisure Visits takers and non trip takers (in past 7 days)

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 week. These are referred as 'trip takers' and 'non-trip takers'. Comparison with the 2002/03 survey is made at the 'any trip' level.

**Changes since 2002/03**

- Overall the profile of trip takers has remained very similar since 2002/03. Trip takers are now less likely to be aged 55+ and married or to own a car but not be able to drive but, conversely are more likely to be aged 55+ and single and to own or have access to a car and be able to drive.
- Furthermore the differences between trip takers (people going on trips in the previous 7 days) and non trip takers has also remained generally constant since 2002/03.

	Any trip 2005		Any trip 2002/03		Inland town/city		Seaside Town/city		Countryside		Seaside Coast		National Parks Taken	Open Access land Taken
	Taken	Not taken	Taken	Not taken	Taken	Not taken	Taken	Not taken	Taken	Not taken	Taken	Not taken	Taken	Taken
<b>Sample size</b>	14718	8824	2339	849	12000	11542	1165	22377	4730	18812	594	22948	287	160
Population (millions)	25.1	15.0	28.9	10.3	20.7	19.3	1.9	38.1	7.5	32.5	1.0	39.1	0.5	0.3
<b>Age:</b>	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16-17	4	2	3	1	4	2	3	3	2	4	4	3	-	4
18-24	12	9	12	8	14	8	10	11	7	12	9	11	10	3
25-34	19	14	18	19	19	14	16	17	15	17	7	17	14	11
35-44	18	16	19	17	18	16	18	17	19	17	8	17	17	21
45-54	16	15	16	17	15	16	17	16	19	15	16	16	20	22
55-64	14	15	13	12	13	16	17	14	18	13	17	14	20	23
65-74	9	12	10	12	9	12	11	10	12	10	9	10	12	9
75+	7	14	8	14	6	13	7	10	7	10	7	10	5	8
<b>Sex:</b>														
Male	48	49	48	49	47	50	48	48	51	48	50	48	51	57
Female	52	51	52	51	53	50	52	52	49	52	50	52	49	43
<b>ACORN classification:</b>														
Wealthy Achievers	19	15	n/a	n/a	17	18	20	17	30	15	23	17	31	37
Urban Prosperity	10	8	n/a	n/a	11	7	7	9	5	10	6	9	4	5
Comfortably Off	24	20	n/a	n/a	23	21	26	22	27	22	25	22	27	26
Moderate Means	11	10	n/a	n/a	11	10	13	11	9	11	14	11	8	10
Hard Pressed	14	16	n/a	n/a	14	15	13	15	9	16	10	15	10	9
<b>Cars/Vans in household:</b>														
Any	78	68	77	68	78	72	81	74	89	72	85	74	87	88
None	22	32	22	32	23	27	19	25	11	28	15	25	13	12
<b>Personal mobility: (all aged 17+)</b>														
I own or have access to a car/van that I drive	71	60	67	59	70	65	73	67	83	64	77	67	83	84
I own or have access to a car/van but I do not personally drive	7	8	10	9	8	7	8	7	6	8	8	7	4	4
I do not own or have access to a car/van but I do drive	6	7	5	8	6	6	5	6	3	7	3	6	6	5
I do not own or have access to a car/van and I cannot drive	16	25	17	24	17	21	14	19	8	21	12	19	7	7
<b>Working status:</b>														
In work full-time (30+ hrs/wk)	42	37	39	36	43	38	38	40	42	40	40	40	43	37
In work part-time (up to 30 hrs/wk)	12	9	12	8	12	9	13	11	12	11	13	11	10	11
Self-employed	5	5	8	6	5	5	6	5	6	5	7	5	7	8
Unemployed, seeking work	2	3	3	7	3	2	2	3	1	3	3	2	4	2
Retired from paid employment	21	29	21	26	19	29	24	24	26	23	23	24	26	28
Looking after home/family	5	4	8	8	5	4	5	4	4	5	4	4	2	5
Student	7	5	7	3	8	5	6	6	4	7	3	6	4	5
Other	6	8	3	7	5	68	6	7	5	6	7	8	4	4
<b>Children in household:</b>														
Aged 0-4	13	10	16	12	14	10	13	12	13	12	11	12	8	9
Aged 5-10	15	11	16	15	15	11	14	13	14	13	13	13	13	16
Aged 11-15	14	11	15	15	14	12	12	13	14	13	14	13	13	15
None under 16	69	76	67	71	68	75	70	72	69	72	71	72	74	71
<b>Lifecycle:</b>														
Aged 16-34, single, no children	15	11	12	8	16	10	11	13	8	14	12	13	8	6
Aged 16-34, married, no children	6	4	6	6	7	4	4	6	6	5	5	5	9	4
Aged 16-34, with children under 16	14	10	15	14	14	10	14	12	9	13	14	12	7	7
Aged 35-54, no children under 16	17	18	18	21	17	18	20	18	19	17	18	18	19	22
Aged 35-54, with children under 16	17	13	17	14	17	14	15	15	19	14	16	15	17	20
Aged 55+, single	15	22	11	15	14	21	16	18	16	18	16	18	15	11
Aged 55+, married	15	19	21	23	13	20	19	16	21	15	18	16	23	28
<b>Ethnicity:</b>														
White	90	86	91	88	88	88	95	88	96	87	97	88	96	95
Non-white	9	11	9	12	10	9	4	10	2	11	2	10	2	3
<b>Disability:</b>														
Yes	13	23	15	27	12	21	16	17	12	18	14	17	9	10
No	86	75	85	73	86	76	83	81	86	80	84	81	89	89

Table 2: Characteristics of Leisure Visits takers and non trip takers (in past 7 days) (continued)

**Main findings in 2005**

- Trip takers were generally:
  - Younger than non-trip takers
  - More likely to come from car owning households
  - More likely to own or have access to a car/van which they could drive
  - More like to be employed full-time
  - More likely to live in households with children
- The characteristics of trip takers who had made at least one inland town/city trip were very similar to trip takers overall.

- Trip takers to seaside town/cities were generally older and more likely to fall into the 'aged 55+ married' or 'aged 35-54, no children under 16' lifecycles. Trip takers to seaside towns/cities were less likely to be from an ethnic minority group than trip takers overall.
- Trip takers to the countryside were generally older and more affluent than trip takers overall, with a higher proportion from the Wealthy Achievers ACORN group. They were also more likely to come from car owning households and to own or have access to a car/van which they could drive. Trip takers to the countryside were less likely to be from an ethnic minority group than trip takers overall.

- Trip takers to the seaside/coast were more likely to fall into the Wealthy Achiever, Comfortably Off and Moderate Means ACORN groups than non-trip takers to this destination type. They were also less likely to be from an ethnic minority group than trip takers overall.
- The age distribution of trip takers to National Parks and open access land is similar to all other destinations except a slightly higher proportion of open access land trip takers were in the 55-64 age brackets. This is supported by the slightly higher percentage of retired people visiting the two destinations, (21% of all trip-takers are retired compared to 28% of open access land visitors and 26% of National Park visitors).

- The open access land and National Park trip takers tend to have a higher ACORN classification (Wealthy Achievers 37% & 31% respectively) compared to trip takers as a whole where 19% are in the Wealthy Achievers group. Also, 88% of open access land visitors and 87% of National Park visitors own a car compared to the 78% of all trip takers.
- 90% of all trip takers in 2005 were white but when looking at National Park and open access land trip-takers, this increased to 96% and 95% respectively. These two destination types also attract a lower proportion of disabled visitors than all destinations as a whole.

Table 3: Volume of Leisure Visits

**Changes since 2002/03**

There has been a 33% fall in the number of Leisure Visits since 2002/3, from 5.4 billion to 3.6 billion in 2005.

**Main findings in 2005**

- There were 3.6 billion Leisure Visits during 2005.
- These Leisure Visits were classified by the type of destination visited. 74% of the 3.6 billion Leisure Visits were to inland towns and cities. The second most common destination was the countryside which accounted for 20% of the Leisure Visits. 5% and 2% of all Leisure Visits were made to seaside town/city and seaside/coast respectively.

- Leisure Visits could also be classified as involving trips to woodland/forest or to water. In all, 5% of the 3.6 billion trips involved wood/forests, 2% to water with boats and 2% to water without boats.

**National Park and open access land findings in 2005**

- A total of 35 million Leisure Visits from home were made to a National Park and 19 million visits were made to open access land.
- The vast majority of National Park and open access land trips are to the countryside (99% and 93% respectively).

	Total 2005	Total 2002/03	National Park	Open access land	Total 2005	Total 2002/03	National Park	Open access land
Sample size	14341	6139	193/789	407	14341	6139	789	407
	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	%	%	%	%
All Leisure Visits (millions)	3569	5378	35.4	18.6	100	100	100	100
<b>Trips to:</b>								
Inland town/city	2624	n/a	-	-	73.5	n/a	-	-
Seaside town/city	174	n/a	-	-	5	n/a	-	-
Countryside	699	n/a	34.9	17.2	20	n/a	99	93
Seaside coast	72	n/a	0.5	1.4	2	n/a	1	7
Wood/forest	170	246	13.2	6.0	5	5	35	32
Water with boats	65	129	5.6	2.3	2	2	13	12
Water without boats	86	129	4.9	2.7	2	2	15	14

Table 4: Leisure Visit characteristics by main destination

**Changes since 2002/03**

- The four most common main activities undertaken on Leisure Visits remained the same between 2005 and 2002/03. However, the order changed with walking moving from fourth most common with 12% in 2002/03 to be the most common activity jointly with 'eating/drinking out' on 18% in 2005. Another notable difference was a 4% decrease from 2002/03 in the number of people visiting friends and relatives.

- The mean party size on a leisure trip increased from under three to nearly three and a half.

**Main findings in 2005**

- Main activities on Leisure Visits varied significantly depending on destination type. A total of 16% of inland town/city visits involved shopping; whereas only 8% of seaside town/city visits included shopping and only 3% of seaside/coast and countryside visits were shopping trips.

- Rural trips included a relatively high number of walking/rambling trips (countryside 36% and seaside/coast 33%) compared to urban visits (inland town/city 12%, seaside town 19%).

- Eating and drinking out was undertaken almost equally across town/city, seaside town/city and countryside trips (18%, 17% and 17% respectively) though only occurred in 7% of seaside/coastal visits.

- Similarly, hobbies/special interest were less likely undertaken at the seaside/coast (4%) as opposed to inland town/city (10%), seaside town/city (10%) and countryside (11%).

- 50% of all trips were under 3 hours in duration.

- The average distance travelled on all Leisure Visits was 17.1 miles, with inland town/city visits averaging 15.8 miles, contrasting sharply with seaside/coast visits with an average of 31.9 miles.

- The two most common 'main forms of transport' were the car/van (59% of all trips) and travelling by foot (24% of all trips). The levels of each form of transport used are quite even across all destinations, except in the countryside where 33% of trips had walking as the main mode of transport.

- An average of 2.1 hours was spent at the main destination on all trips and this varied little by actual destination.

	All Leisure Visits 2005	All Leisure Visits 2002/03	Inland town/city	Seaside Town/city	Countryside	Seaside/Coast	Woods/forest	Water with boats	Water no boats	National Park	Open access land
<b>Sample size</b>	14341	6139	10241	745	3000	352	663	289	329	691	366
All Leisure Visits (millions)	3569	5378	2624	174	699	72	187	72	93	35	19
<b>Main activity:</b>	%	%	%	%	%	%	%	%	%	%	%
To eat or drink out	18	19	18	17	17	7	6	13	7	11	6
Walk, hill-walk, ramble	18	12	12	19	36	33	62	54	54	52	57
Visit friends, relatives at their home	11	15	13	9	8	8	1	2	2	2	4
To go shopping (not food and not regular)	13	13	16	8	3	3	*	2	1	1	1
Take part in sports or active pursuits – indoor, outdoor, field, water	8	9	9	7	7	4	5	4	5	6	6
Hobby or special interest	10	7	10	10	11	4	8	9	8	2	5
For entertainment (e.g. cinema, theatre, club)	5	5	7	5	1	2	*	-	2	*	1
To take part in informal sports, games, relaxation and wellbeing	3	4	3	3	2	2	1	*	2	1	*
Visit leisure attraction, place of interest, special event/exhibition	2	4	2	2	3	3	3	3	7	6	*
Swimming	3	3	4	2	1	2	*	*	1	1	2
Visit park or garden	3	2	3	1	3	1	2	2	3	2	2
Watching live sport or attending a live event (not on TV)	2	3	2	1	1	1	1	*	1	*	*
Drive, sightsee, picnic, pleasure boating	1	2	1	4	2	4	2	4	2	10	6
Cycling, mountain biking	2	2	1	*	5	2	9	6	5	6	5
Visit beach, sunbathe, paddle in sea	1	1	*	12	*	23	*	1	*	1	2
<b>Included wood/water visit?</b>											
Included wood/forest	5	5	-	-	24	5	100	26	37	37	32
Included water with boats	2	2	-	-	8	11	10	100	6	16	12
Included water without boats	2	3	-	-	12	7	19	8	100	14	14
<b>Regular trip?</b>											
Regular trip	70	67	68	68	75	75	82	75	77	72	70
Taken now and then	30	33	32	32	25	24	18	25	23	28	30
<b>Total duration of trip:</b>											
Less than 3 hours	50	48	48	48	56	53	69	52	57	26	37
3 hours and over	50	52	51	53	44	46	39	48	42	74	63
<b>Distance travelled:</b>											
Up to 1 mile	7	9	7	5	6	1	1	1	3	8	8
Over 1, up to 2 miles	9	20	10	10	8	6	5	6	7	9	7
Over 2, up to 5 miles	25	25	25	27	24	31	32	22	31	8	15
Over 5, up to 10 miles	17	18	17	18	16	10	23	20	16	11	14
Over 10, up to 20 miles	14	16	15	12	14	15	11	12	9	10	15
Over 20, up to 40 miles	12	11	11	10	14	12	14	18	12	16	16
Over 40, up to 100 miles	7	7	6	8	9	12	8	9	11	30	21
Over 100 miles	3	3	2	6	4	8	4	6	5	7	6
Average (miles)	17.1	15.32	15.8	22.5	21.5	31.9	22.57	24.4	21.9	35.4	29.44
<b>Main mode of transport:</b>											
Car/Van	59	61	58	61	58	63	45	55	49	78	66
Train/tube/underground	3	2	4	2	*	*	*	2	1	*	*
Scheduled bus/coach	6	6	7	6	1	4	*	3	1	*	1
Bicycle/mountain bike	3	2	2	1	4	3	8	5	7	1	4
On foot/walking	24	26	23	25	33	23	41	32	36	17	27
Taxi	2	1	2	1	*	1	-	*	-	-	-
Other	3	1	4	4	4	5	6	3	6	4	1

Table continued over page >>>

Table 4: Leisure Visit characteristics by main destination (continued)

- Family trips were the most common across all destinations (40%), 32% of all Leisure Visits were taken by individuals alone and 26% of Leisure Visits were undertaken by groups of friends. Organised trips accounted for 2% of all visits.
- There was very little variation in the number of Leisure Visits to inland town/cities throughout the different seasons. However, in the other three main destinations, the majority of Leisure Visits were taken in the spring or summer.
- Walking is the most popular pastime in wood/forests (62%) and areas of water with/without boats (both 54%).
- Most Leisure Visits to wood/forest (82%) and areas of water with/without boats are regular (75% and 77%). The majority of these trips are less than 3 hours duration.
- The main modes of transport used for trips to wood/forest and areas of water with/without boats are car/van and walking with higher levels of walking than seen in trips to all destinations as a whole.
- Approximately 40% of Leisure Visits to wood/forests and areas of water with/without boats involved up to one hour spent at the main destination. The average time spent at the main destination across the three destination types was approximately two hours.
- Seasonality did not affect levels of visits to wood/ forests significantly, although the summer saw fewer visits than the other seasons. Visits to water without boats were most common in spring with 29%. Visits to water with boats were more popular in spring/summer (31-32 %) falling to 15% in the autumn.

**National Park and open access land findings in 2005**

- The main activity associated with National Park and open access land visits is walking and rambling (52% and 57% respectively).
- 32% of open access land visits include a wood/forest, 12% involved water with boats and 14% involved water without boats. National Parks trips were more likely to have included visits to all three of these locations (37%, 16% and 14% respectively).

	All Leisure Visits 2005	All Leisure Visits 2002/03	Inland town/city	Seaside Town/city	Countryside	Seaside/Coast	Woods/forest	Water with boats	Water no boats	National Park	Open access land
<b>Time spent at destination:</b>											
Up to 1 hour	31	13	30	30	36	36	38	37	43	8	13
<b>Over 1, up to 2 hours</b>	<b>34</b>	<b>29</b>	<b>34</b>	<b>35</b>	<b>31</b>	<b>28</b>	<b>31</b>	<b>25</b>	<b>26</b>	<b>45</b>	<b>30</b>
Over 2, up to 3 hours	16	26	17	14	15	14	14	18	12	18	22
<b>Over 3, up to 4 hours</b>	<b>9</b>	<b>14</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>15</b>
Over 4, up to 5 hours	5	8	5	6	4	6	3	4	2	10	7
<b>Over 5, up to 6 hours</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>5</b>
Over 6, up to 7 hours	1	2	1	1	1	*	1	*	1	4	4
<b>Over 7 hours</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>4</b>
Average (hours)	2.1	2.2	2.1	2.4	2.1	2.3	2.0	2.3	2.1	2.6	2.4
<b>Party composition:</b>											
<b>Alone, not with anyone</b>	<b>32</b>	<b>30</b>	<b>32</b>	<b>24</b>	<b>34</b>	<b>28</b>	<b>33</b>	<b>33</b>	<b>28</b>	<b>18</b>	<b>23</b>
With other members of my family	40	46	39	48	43	46	47	45	50	54	52
<b>With friends</b>	<b>26</b>	<b>26</b>	<b>27</b>	<b>26</b>	<b>21</b>	<b>23</b>	<b>18</b>	<b>18</b>	<b>20</b>	<b>22</b>	<b>21</b>
With educational group/organised party	2	2	2	2	3	2	3	4	1	6	4
<b>Party size:</b>											
<b>Mean party size</b>	<b>3.42</b>	<b>2.90</b>	<b>3.43</b>	<b>3.85</b>	<b>3.30</b>	<b>3.36</b>	<b>3.22</b>	<b>3.83</b>	<b>2.88</b>	<b>4.57</b>	<b>3.71</b>
<b>Whether accompanied by friends/relatives staying away:</b>											
Yes	7	5	7	9	6	5	7	5	10	13	8
<b>No</b>	<b>93</b>	<b>95</b>	<b>93</b>	<b>91</b>	<b>93</b>	<b>95</b>	<b>93</b>	<b>95</b>	<b>90</b>	<b>87</b>	<b>92</b>
<b>Season:</b>											
Spring	25	n/a	25	28	27	29	28	31	29	23	19
<b>Summer</b>	<b>25</b>	<b>n/a</b>	<b>24</b>	<b>28</b>	<b>28</b>	<b>29</b>	<b>20</b>	<b>32</b>	<b>23</b>	<b>41</b>	<b>44</b>
Autumn	25	n/a	26	23	22	19	26	15	25	12	14
<b>Winter</b>	<b>24</b>	<b>n/a</b>	<b>25</b>	<b>21</b>	<b>24</b>	<b>23</b>	<b>26</b>	<b>22</b>	<b>23</b>	<b>25</b>	<b>23</b>

- Trips to National Parks and open access land tend to be longer than the average for a leisure visit; whereas approximately half of all leisure trips last less than 3 hours, only 26% of National Park and 37% of open access land visits last under 3 hours. Trip takers also travel further to reach National Parks and open access land; the average journey length for National Park trips was 35.4 miles and for open access land trips 29.4 miles, compared to an average across all Leisure Visits of 17.1 miles.
- A car/van is the most popular mode of transport used in visits to National Parks with 78% of all trips to this destination using this mode. This compares to 66% for open access land trips and 59% for all trips as a whole.
- Party composition for National Park and open access land visits are similar to visits to all destinations combined but with a slight increase in visits with family members (54% and 52% compared to 40%) for all destinations.

**Table note:** The figures for National Park and open access land are taken from the boost survey and core survey data combined and, as such, may underestimate the proportions for long-distance trips. A detailed explanation of the weighting of the boost survey into the core survey is contained within the technical report that accompanies these tables.

Table 5: Leisure Trip characteristics by main trip activity

**Changes since 2002/03**

- Overall, the profile of Leisure Visitors remained similar between 2002/03 and 2005.
- A slightly lower proportion of trip takers are making Leisure Visits on Saturdays – this has fallen from 21% in 2002/03 to 17% in 2005.
- Average expenditure of all items is up from £16.54 in 2002/03 (at 2005 prices) to £25.09 in 2005.

**Main findings in 2005**

- In 2005, the top seven activities accounted for over 82% of all Leisure Visits with the most popular ones being walking and eating/drinking out (both 18%) and shopping (13%).
- Different age groups take Leisure Visits to pursue different types of activities: trips for eating/drinking out, playing sports and entertainment are more likely to be taken by people under 35, whereas walking and trips for hobbies are more often taken by those above 45. Those aged 16-17 years and young adults aged 18-24 years are the least likely age group to go walking/rambling.
- Nearly half of all Leisure Visits are made by people within the Wealthy Achievers and Comfortably Off classifications. Those people within Urban Prosperity classification are more likely to be eating/drinking out or playing sports, while the Hard Pressed visit friends and relatives more. Retired people take more trips for walks.
- The total duration of the trip varies widely depending on the type of activity pursued. While trips to go for a walk only take 1.7 hours on average, visiting relatives and entertainment involve spending over 4 hours of time.
- The mean distances travelled also differ by activity, with walks involving shorter trips (9.2 miles) than visits to friends and relatives (21.7 miles), shopping (18.9 miles), hobbies (18.4 miles) or entertainment (19.0 miles).
- Shopping and entertainment and eating/drinking out are more likely to take place on Saturdays, while visiting friends/relatives is more common on Sundays.

	All Leisure Visits 2005	All Leisure Visits 2002/03	Top 7 main activities						
			Walk	Eat/Drink out	Shop	Visit friends/relatives	Hobby	Play Sport	Entertainment
<b>Sample size</b>	14341	6139	2199	2544	2053	179	1328	953	801
All Leisure Visits (millions)	3569	5378	628	626	456	407	351	303	193
<b>Age:</b>	%	%	%	%	%	%	%	%	%
16-17	4	5	2	2	5	4	1	8	8
18-24	13	14	5	17	15	14	10	18	20
25-34	19	19	17	23	19	19	12	19	16
35-44	18	20	18	15	18	18	14	21	19
45-54	15	15	18	16	17	13	15	13	12
55-64	14	12	20	13	14	13	20	10	11
65-74	9	10	12	7	8	9	13	8	10
75+	6	6	7	6	4	8	13	2	5
<b>ACORN classification:</b>									
Wealthy Achievers	20	n/a	22	20	19	18	22	20	19
Urban Prosperity	10	n/a	8	14	9	9	9	11	11
Comfortably Off	24	n/a	24	22	23	23	26	27	26
Moderate Means	11	n/a	10	11	13	12	10	11	11
Hard Pressed	13	n/a	13	13	14	17	11	9	13
<b>Cars/Vans in household:</b>									
Any	79	80	81	78	79	76	81	84	81
None	20	20	20	22	21	24	19	16	20
<b>Personal mobility: (all aged 17+)</b>									
I own or have access to a car/van that I drive	72	82	72	71	69	69	76	79	69
I own or have access to a car/van but I do not personally drive	7	3	7	7	10	7	5	5	12
I do not own or have access to a car/van but I do drive	6	5	6	8	5	5	5	5	7
I do not own or have access to a car/van and I cannot drive	14	10	14	14	16	19	14	11	13
<b>Working status:</b>									
In work full-time (30+ hrs/wk)	41	39	37	49	38	37	33	49	41
In work part-time (up to 30 hrs/wk)	13	13	12	11	14	12	14	11	13
Self-employed	6	7	6	7	5	5	4	8	16
Unemployed, seeking work	2	4	2	2	3	4	1	1	1
Sick/disabled	2	2	2	1	3	3	1	1	1
Retired from paid employment	21	19	27	17	18	23	34	13	17
Looking after home/family	5	8	5	3	7	7	5	2	4
Student	8	2	4	6	10	6	5	13	14
Other	2	6	2	1	3	3	2	2	3
<b>Children in household:</b>									
Aged 0-4	13	14	11	9	14	15	9	11	8
Aged 5-10	15	16	13	10	15	15	12	16	18
Aged 11-15	14	15	14	10	15	11	11	19	17
None under 16	69	68	72	77	67	70	77	66	69
<b>Ethnicity:</b>									
White	91	93	92	91	90	89	91	87	89
Non-white	9	7	7	9	10	11	9	13	11
<b>Disability:</b>									
Yes	12	13	15	11	13	15	15	7	9
No	86	87	84	88	87	84	83	92	90
<b>Total Duration of trip:</b>									
Less than 3 hours	50	48	80	39	48	31	47	57	16
3 hours and over	50	52	19	60	52	69	53	42	83
Mean duration	3.1	3.2	1.7	3.5	3.0	4.2	3.3	2.9	4.3
Mean distance travelled	17.1	15.3	9.2	13.9	18.9	21.7	18.4	12.5	19.0

Table continued over page >>>

Table 5: Leisure Trip characteristics by main trip activity (continued)

- The average party size for all activities is 3.4 people, but this varies by activity. Entertainment and eating/drinking out involve respectively 5.0 and 4.7 people on average whilst a smaller party size of 2.3 people represents walking/rambling.
- There is little seasonality in the type of trip activities taken, apart for shopping and entertainment trips which are more popular in autumn.
- The average expenditure per trip is £25.09, but this figure varies greatly between walking trips (£5.11 average expenditure) and shopping trips (£70.58 average expenditure).

			Top 7 main activities						
	All Leisure Visits 2005	All Leisure Visits 2002/03	Walk	Eat/Drink out	Shop	Visit friends/relative	Hobby	Play Sport	Entertainment
<b>Day of week:</b>	%	%	%	%	%	%	%	%	%
Monday	11	10	15	8	9	9	12	15	9
<b>Tuesday</b>	<b>13</b>	<b>12</b>	<b>14</b>	<b>10</b>	<b>12</b>	<b>11</b>	<b>17</b>	<b>18</b>	<b>9</b>
Wednesday	13	12	13	14	12	13	15	13	13
<b>Thursday</b>	<b>13</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>11</b>	<b>10</b>	<b>11</b>	<b>15</b>	<b>13</b>
Friday	13	13	12	18	12	12	10	13	14
<b>Saturday</b>	<b>17</b>	<b>21</b>	<b>11</b>	<b>19</b>	<b>28</b>	<b>17</b>	<b>11</b>	<b>12</b>	<b>28</b>
Sunday	20	20	21	16	15	27	23	14	15
<b>Any weekday</b>	<b>63</b>	<b>60</b>	<b>68</b>	<b>66</b>	<b>58</b>	<b>55</b>	<b>66</b>	<b>74</b>	<b>58</b>
Any weekend day	37	40	32	34	42	45	34	26	42
<b>Size of party:</b>									
<b>Mean party size</b>	<b>3.4</b>	<b>2.9</b>	<b>2.3</b>	<b>4.7</b>	<b>2.4</b>	<b>2.7</b>	<b>3.7</b>	<b>3.5</b>	<b>5.0</b>
<b>Season:</b>									
Spring	25	n/a	27	25	22	26	24	26	23
<b>Summer</b>	<b>25</b>	<b>n/a</b>	<b>22</b>	<b>26</b>	<b>23</b>	<b>25</b>	<b>24</b>	<b>26</b>	<b>21</b>
Autumn	25	n/a	24	24	32	23	26	24	29
<b>Winter</b>	<b>24</b>	<b>n/a</b>	<b>27</b>	<b>24</b>	<b>23</b>	<b>26</b>	<b>26</b>	<b>25</b>	<b>26</b>
<b>Average expenditure per trip (£) – all expenditure in 2005 prices:</b>									
All items	25.09	16.54	5.11	34.43	70.58	11.53	19.18	11.10	25.63
<b>Fuel (petrol &amp; diesel)</b>	<b>1.26</b>	<b>1.22</b>	<b>0.46</b>	<b>1.02</b>	<b>1.46</b>	<b>1.82</b>	<b>1.31</b>	<b>1.00</b>	<b>1.43</b>
Road/bridge tolls	0.05	*	0.03	0.03	0.04	0.03	0.05	0.03	0.19
<b>Fares (bus/train/coach/taxi)</b>	<b>0.86</b>	<b>0.35</b>	<b>0.24</b>	<b>1.63</b>	<b>1.22</b>	<b>0.70</b>	<b>0.57</b>	<b>0.40</b>	<b>1.33</b>
Parking charges	0.22	0.17	0.11	0.17	0.54	0.09	0.11	0.05	0.35
<b>Admission tickets</b>	<b>2.27</b>	<b>1.44</b>	<b>0.22</b>	<b>0.67</b>	<b>0.32</b>	<b>0.13</b>	<b>3.87</b>	<b>3.84</b>	<b>8.61</b>
Inclusive tickets	0.10	0.07	0.06	0.06	0.07	0.02	0.06	0.20	0.26
<b>Alcoholic drinks</b>	<b>3.14</b>	<b>2.13</b>	<b>0.46</b>	<b>11.04</b>	<b>1.15</b>	<b>1.63</b>	<b>1.53</b>	<b>1.52</b>	<b>4.75</b>
Meals/snacks/non-alcoholic drinks	5.30	3.36	1.53	14.06	5.57	3.14	2.44	2.23	5.37
<b>Gifts/souvenirs</b>	<b>2.77</b>	<b>1.95</b>	<b>0.39</b>	<b>0.51</b>	<b>13.98</b>	<b>1.61</b>	<b>2.43</b>	<b>0.14</b>	<b>0.95</b>
Equipment hire/facilities	0.30	0.08	0.01	0.16	0.29	0.04	1.15	0.63	0.28
<b>Clothes</b>	<b>5.30</b>	<b>2.76</b>	<b>0.63</b>	<b>3.41</b>	<b>27.29</b>	<b>1.53</b>	<b>2.3</b>	<b>0.29</b>	<b>1.61</b>
Local Products	0.90	0.00	0.37	0.22	4.13	0.24	0.91	0.05	0.20
<b>All other</b>	<b>2.64</b>	<b>3.01</b>	<b>0.61</b>	<b>1.46</b>	<b>14.15</b>	<b>0.56</b>	<b>2.46</b>	<b>0.93</b>	<b>0.30</b>

Table 6: Leisure Visit Volume and Expenditure Changes since 2002/03

- There has been no significant change in the proportion of people taking a trip by month since 2002/03.
- The average expenditure per trip increased from £16.54 (at 2005 prices) to £25.09 between 2002/03 and 2005.
- Total expenditure remained constant in real terms between 2002/03 and 2005 but expenditure on fuel decreased while expenditure on fares and equipment hire increased.

**Main findings in 2005**

- The month that accounted for the highest volume of Leisure Visits overall was January, with a total of 336 million trips taken in this month. The majority (248 million) of these were taken to a town/city. In the other three location types, most trips were taken in the summer months: August for seaside town/city, and June for countryside and seaside coast.
- In all, there were 170 million trips to a wood/forest, 65 million to inland water that is used by boats and 86 million to inland water not used by boats. January saw the most trips to wood/forest with 20 million, while April and March saw the most trips for inland water used by boats and not used by boats respectively.
- Seaside town/city, countryside and seaside/coast all had most trips in the spring and summer, while for the inland town/city trips, the numbers of trips were spread more evenly across the year.
- The average expenditure per trip across all Leisure Visits was £25.09. The two urban destinations, inland town city and seaside town/city were above this average (£28.22 and £27.17 respectively) and the rural destinations of seaside coast and countryside were below the average with £19.79 and £13.38 respectively.
- The average expenditure on Leisure Visits to a wood/forest was £11.74. It was £16.29 on Leisure Visits to water with boats and £9.28 on trips to water without boats.
- Meals/snacks/non-alcoholic drinks accounted for the highest average expenditure in three of the location types with £7.16 in seaside town/city, £5.24 for seaside coast trips and £4.24 for countryside trips. In inland town/city trips, however, clothes saw the largest average expenditure, with £6.82 spent on average per trip.
- The total expenditure across all Leisure Visits was £89.56bn. £74.06bn of this was spent on inland town/city trips, £9.35bn on countryside trips, £4.73bn on seaside town/city trips and £1.42bn on seaside/coast trips.
- Meals/snacks/non-alcoholic drinks (£18.91bn), clothes (£18.91bn) and alcoholic drinks (£11.21bn) accounted for over half of the £89.56bn between them.
- In all, £2.00bn was spent on trips to wood/forest, £1.06bn

	All Leisure Visits 2005	All Leisure Visits 2002/03	Inland town/city	Seaside Town/city	Countryside	Seaside/Coast	Woods/forest	Water with boats	Water no boats	National Park	Open access land
<b>Sample size</b>	14341	6139	10241	745	3000	352	663	289	329	691	366
<b>All Leisure Visits (millions)</b>	3569	5378	2624	174	717	70	170	65	86	35	19
<b>Volumes of Leisure Visits by month: (millions)</b>											
January	336	455	248	18	64	7	20	5	8	3	2
February	276	379	208	10	53	5	14	5	6	5	1
March	302	513	226	11	60	6	15	5	10	2	2
April	293	487	207	15	63	7	17	9	8	2	1
May	326	369	238	18	62	7	15	7	7	2	2
June	328	429	230	17	71	10	13	6	7	3	1
July	293	543	211	14	60	8	10	6	7	6	3
August	282	523	198	20	60	5	11	6	4	3	3
September	291	406	205	15	66	5	17	6	9	5	2
October	298	401	229	11	53	5	13	4	5	2	2
November	274	382	209	14	47	4	12	4	8	1	1
December	269	488	217	10	39	3	13	3	5	1	*
<b>Volumes of Leisure Visits by season: (millions)</b>											
Spring	905	n/a	649	49	186	21	48	20	25	8	4
Summer	895	n/a	633	48	192	21	34	21	20	14	7
Autumn	896	n/a	688	40	154	14	44	10	22	4	3
Winter	873	n/a	654	37	165	16	43	15	19	9	4
<b>Average expenditure Per Trip (£) – all expenditure in 2005 prices</b>											
All items	25.09	16.54	28.22	27.17	13.38	19.79	11.74	16.29	9.28	11.50	10.56
<b>Fuel (petrol &amp; diesel)</b>	<b>1.26</b>	<b>1.22</b>	<b>1.11</b>	<b>1.72</b>	<b>1.57</b>	<b>2.48</b>	<b>1.22</b>	<b>1.88</b>	<b>1.80</b>	<b>3.03</b>	<b>2.25</b>
Road/bridge tolls	0.05	*	0.06	0.08	0.03	0.02	0.04	0.03	0.07	*	*
<b>Fares (bus/train/coach/taxi)</b>	<b>0.86</b>	<b>0.35</b>	<b>1.04</b>	<b>0.96</b>	<b>0.17</b>	<b>0.49</b>	<b>0.07</b>	<b>0.53</b>	<b>0.21</b>	<b>0.06</b>	<b>0.14</b>
Parking charges	0.22	0.17	0.24	0.31	0.10	0.39	0.10	0.12	0.39	0.44	0.21
<b>Admission tickets</b>	<b>2.27</b>	<b>1.44</b>	<b>2.44</b>	<b>1.63</b>	<b>1.34</b>	<b>6.53</b>	<b>1.26</b>	<b>1.00</b>	<b>1.45</b>	<b>0.75</b>	<b>1.66</b>
Inclusive tickets	0.10	0.07	0.11	0.02	0.08	0.01	0.02	0.02	*	*	0.00
<b>Alcoholic drinks</b>	<b>3.14</b>	<b>2.13</b>	<b>3.40</b>	<b>3.82</b>	<b>2.13</b>	<b>1.81</b>	<b>1.63</b>	<b>2.01</b>	<b>0.95</b>	<b>0.58</b>	<b>0.83</b>
Meals/snacks/non-alcoholic drinks	5.30	3.36	5.46	7.16	4.24	5.24	4.74	5.64	3.40	5.21	3.53
<b>Gifts/souvenirs</b>	<b>2.77</b>	<b>1.95</b>	<b>3.16</b>	<b>4.86</b>	<b>1.01</b>	<b>0.75</b>	<b>0.69</b>	<b>0.62</b>	<b>0.47</b>	<b>0.47</b>	<b>0.27</b>
Equipment hire/facilities	0.30	0.08	0.25	0.58	0.43	0.14	0.11	0.11	0.02	0.19	0.02
<b>Clothes</b>	<b>5.30</b>	<b>2.76</b>	<b>6.82</b>	<b>2.33</b>	<b>0.75</b>	<b>1.30</b>	<b>0.54</b>	<b>1.05</b>	<b>0.21</b>	<b>0.16</b>	<b>0.30</b>
Local Product	0.90	0.00	0.98	1.98	0.41	0.15	0.46	0.65	0.25	0.42	0.45
<b>All other</b>	<b>2.64</b>	<b>3.01</b>	<b>3.17</b>	<b>1.71</b>	<b>1.11</b>	<b>0.47</b>	<b>0.85</b>	<b>1.33</b>	<b>0.32</b>	<b>0.09</b>	<b>0.50</b>
<b>Total expenditure (£million) – all expenditure in 2005 prices (= average £ exp x no. of trips)</b>											
All items	89555	88938	74057	4727	9351	1420	1997	1060	793	407	197
<b>Fuel (petrol &amp; diesel)</b>	<b>4480</b>	<b>6564</b>	<b>2905</b>	<b>299</b>	<b>1098</b>	<b>178</b>	<b>208</b>	<b>122</b>	<b>154</b>	<b>107</b>	<b>42</b>
Road/bridge tolls	191	25	152	14	23	2	7	2	6	*	*
<b>Fares (bus/train/coach/taxi)</b>	<b>3061</b>	<b>1869</b>	<b>2737</b>	<b>167</b>	<b>122</b>	<b>35</b>	<b>12</b>	<b>32</b>	<b>18</b>	<b>2</b>	<b>3</b>
Parking charges	469	917	620	54	67	28	17	8	10	16	4
<b>Admission tickets</b>	<b>8103</b>	<b>7752</b>	<b>6414</b>	<b>283</b>	<b>937</b>	<b>469</b>	<b>215</b>	<b>62</b>	<b>124</b>	<b>27</b>	<b>31</b>
Inclusive tickets	355	374	293	3	58	1	3	2	*	*	-
<b>Alcoholic drinks</b>	<b>11205</b>	<b>11444</b>	<b>8920</b>	<b>665</b>	<b>1490</b>	<b>130</b>	<b>278</b>	<b>152</b>	<b>81</b>	<b>20</b>	<b>15</b>
Meals/snacks/non-alcoholic drinks	18913	18083	14328	1245	2964	376	806	441	291	185	66
<b>Gifts/souvenirs</b>	<b>9888</b>	<b>10474</b>	<b>8283</b>	<b>846</b>	<b>705</b>	<b>54</b>	<b>117</b>	<b>37</b>	<b>40</b>	<b>17</b>	<b>5</b>
Equipment hire/facilities	1054	411	646	101	298	10	19	9	2	7	*
<b>Clothes</b>	<b>18908</b>	<b>14828</b>	<b>17886</b>	<b>405</b>	<b>523</b>	<b>93</b>	<b>92</b>	<b>58</b>	<b>18</b>	<b>6</b>	<b>6</b>
Local Product	3210	-	2564	345	290	11	79	42	21	15	8
<b>All other</b>	<b>9419</b>	<b>16198</b>	<b>8310</b>	<b>298</b>	<b>34</b>	<b>34</b>	<b>144</b>	<b>93</b>	<b>28</b>	<b>3</b>	<b>9</b>

**Note:** The figures for National Parks and open access land are taken from the boost survey and core survey data combined and, as such, may underestimate the proportions for long-distance trips. A detailed explanation of the weighting of the boost survey into the core survey is contained within the technical report that accompanies these tables.

on trips to inland water used by boats and £0.79bn on trips to inland water not used by boats.

**National Park and open access land findings in 2005**

- Trips to National Parks are most popular in the summer with National Park visits peaking in July with 6 million visits. Open access land visits peaked in July and August with 3 million visits in each of these months.

- Generally, the average expenditure incurred on National Park and open access land visits were less than the national average in all areas apart from fuel costs and parking charges.
- The overall average expenditure for open access land visits was £10.56, which was less than that of National Park visits (£11.50) and the average across all Leisure Visits (£25.09).

Table 7: Proportion of adults (16+) taking a Tourism Visit from home

Table 7 enables comparisons between Tourism trip-takers and all respondents in the 2005 survey; as well as comparing these with tourism trip-takers in the 2002/03 survey.

**Changes since 2002/03**

- The number of people taking a Tourism trip in the past week in 2005 was 6.7 million. This is a decrease of approximately 40% from the 11.2 million people who took a tourism trip in the past week in 2002/03.
- The average number of Leisure Visits taken by Tourism trip-takers has also reduced from 3.51 to 2.46.
- The proportion of Tourism trip-takers who made Leisure visits to water with and without boats in the previous 12 months has also decreased since 2002/03.

**Main findings in 2005**

- 6.7 million of the 40 million adults in England had made a Tourism trip (classed as an irregular Leisure Visit lasting 3 hours or more) in the previous week.
- 86% of Tourism trip-takers had taken a leisure trip to an inland town/city in the past week and 27% had been to the countryside over the same period. Seaside town/city and seaside coast Leisure Visits were less popular amongst Tourism trip-takers, 9% and 4% had visited respectively in the previous week.
- The average number of Leisure Visits taken by Tourism trip-takers in the past week was 2.46.
- Amongst Tourism trip-takers, 76% had made a Leisure trip to an inland town/city in the previous 12 months – compared to 64% for all respondents. In addition, 70% of Tourism trip-takers had made a Leisure visit to a seaside town/city in the past 12 months, 67% to the countryside and 42% to the seaside coast.
- A higher proportion of Tourism trip-takers (47%) had taken a Leisure trip to a wood/forest in the past 12 months compared to 30% who had been to water with boats and 20% to water without boats.

	Total respondents 2005	Total Tourism Trip takers 2005	Total Tourism Trip takers 2002/03
<b>Sample size</b>	<b>23542</b>	<b>3380</b>	<b>874</b>
Population (millions)	40.0	6.7	11.2
	%	%	%
<b>Any Tourism Trip in the past week</b>	<b>17</b>	<b>100</b>	<b>100</b>
<b>Any Leisure Visits in past week</b>	<b>63</b>	<b>100</b>	<b>100</b>
<b>Leisure Visits in past week to:</b>			
Inland town/city	52	86	n/a
Seaside town/city	5	9	n/a
Countryside	19	27	n/a
Seaside coast	2	4	n/a
Average no. of Leisure Visits (by those taking any trips)	2.74	2.46	3.51
<b>Average no. of Leisure Visits (among all adults)</b>	<b>1.71</b>	<b>n/a</b>	<b>n/a</b>
<b>Leisure Visits in past week from an England holiday base (among all adults)</b>			
	<b>5</b>	<b>3</b>	<b>3</b>
<b>Leisure Visits in past 12 months to:</b>			
Inland Town/city	64	76	n/a
Seaside town/city	62	70	n/a
Countryside	59	67	n/a
Seaside coast	37	42	n/a
Wood/forest	40	47	47
<b>Water with boats</b>	<b>25</b>	<b>30</b>	<b>44</b>
Water without boats	18	20	29

**Table note:** The 2005 survey did not collect information on the proportion of respondents who had made a Tourism trip in the past week. An imputed set of Tourism trip takers were identified using information gathered in the 'selected trips' within ELVS. Therefore, the figures quoted in the table show Leisure visit-taking characteristics of Tourism trip takers in 2002/03 and 2005 compared to the population as a whole in 2005. For more information on the method used to calculate the proportion of tourism trip visitors within the population, see the ELVS 2005 Technical Report.

Table 8: Characteristics of Tourism Trip-takers versus Leisure Visit-takers (in past 7 days)

Table 8 enables comparisons to be made between the characteristics of those who took Tourism visits in 2005 and those in 2002/03. Additionally, it allows a comparison between these two groups and all Leisure visit-takers in 2005.

**Changes since 2002/03**

- The profile of Tourism trip-takers has changed very little since 2002/03.
- Tourism trip-takers were more likely to be in full time work and less likely to be self employed.
- 10% of Tourism trip-takers are from an ethnic minority. This is a 4% increase since 2002/03.

**Main findings in 2005**

- 20% of all Tourism trip-takers fall into the 25-34 age group. This compares to only 9% of all Leisure visit-takers. Only 5% of Tourism trip-takers were 16-17 but 12% were 18-24. Only 6% were in the 75+ age group. This is similar to the profile of Leisure visit-takers.
- The highest proportion of all Tourism trip-takers were Comfortably Off (23%), the second highest proportion were Wealthy Achievers (19%). These figures are very similar to those for all Leisure Visits.
- 78% of all Tourism trip-takers had cars/vans within the household.
- Almost half of trip takers were in full time employment and 18% were retired.
- The majority of Tourism trip-takers did not have children under 16 (69%).
- 88% of all Tourism trip-takers were white and 11% were disabled.
- Overall, there were few differences in the characteristics of Tourism trip-takers and all Leisure Visit-takers.

	Any Tourism trip 2005	Any Tourism trip 2002/03	Any Leisure Visit 2005
<b>Sample size</b>	<b>3380</b>	<b>874</b>	<b>14718</b>
Population (millions)	6.8	11.2	25.1
<b>Age:</b>	<b>%</b>	<b>%</b>	<b>%</b>
16-17	5	4	4
<b>18-24</b>	<b>12</b>	<b>12</b>	<b>12</b>
25-34	20	20	9
<b>35-44</b>	<b>18</b>	<b>17</b>	<b>18</b>
45-54	16	16	16
<b>55-64</b>	<b>12</b>	<b>15</b>	<b>14</b>
65-74	9	10	9
<b>75+</b>	<b>6</b>	<b>5</b>	<b>7</b>
<b>Sex:</b>			
Male	46	45	48
<b>Female</b>	<b>54</b>	<b>55</b>	<b>52</b>
<b>ACORN classification:</b>			
Wealthy Achievers	19	n/a	19
<b>Urban Prosperity</b>	<b>11</b>	<b>n/a</b>	<b>10</b>
Comfortably Off	23	n/a	24
<b>Moderate Means</b>	<b>10</b>	<b>n/a</b>	<b>11</b>
Hard Pressed	14	n/a	14
<b>Cars/Vans in household:</b>			
<b>Any</b>	<b>78</b>	<b>79</b>	<b>78</b>
None	22	21	22
<b>Personal mobility: (all aged 17+)</b>			
<b>I own or have access to a car/van that I drive</b>	<b>70</b>	<b>70</b>	<b>71</b>
I own or have access to a car/van but I do not personally drive	8	9	7
<b>I do not own or have access to a car/van but I do drive</b>	<b>6</b>	<b>5</b>	<b>6</b>
I do not own or have access to a car/van and I cannot drive	16	16	16
<b>Working status:</b>			
<b>In work full-time (30+ hrs/wk)</b>	<b>45</b>	<b>39</b>	<b>42</b>
In work part-time (up to 30 hrs/wk)	13	14	12
<b>Self-employed</b>	<b>5</b>	<b>10</b>	<b>5</b>
Unemployed, seeking work	3	3	2
<b>Retired from paid employment</b>	<b>18</b>	<b>19</b>	<b>21</b>
Looking after home/family	5	7	5
<b>Student</b>	<b>8</b>	<b>6</b>	<b>7</b>
Other	4	3	6
<b>Children in household:</b>			
<b>Aged 0-4</b>	<b>13</b>	<b>16</b>	<b>13</b>
Aged 5-10	15	14	15
<b>Aged 11-15</b>	<b>14</b>	<b>13</b>	<b>14</b>
None under 16	69	67	69
<b>Lifecycle:</b>			
<b>Aged 16-34, single, no children</b>	<b>16</b>	<b>12</b>	<b>15</b>
Aged 16-34, married, no children	7	8	6
<b>Aged 16-34, with children under 16</b>	<b>14</b>	<b>16</b>	<b>14</b>
Aged 35-54, no children under 16	18	17	17
<b>Aged 35-54, children with under 16</b>	<b>17</b>	<b>16</b>	<b>17</b>
Aged 55+, single	12	21	15
<b>Aged 55+, married</b>	<b>14</b>	<b>9</b>	<b>15</b>
<b>Ethnicity:</b>			
White	88	94	90
<b>Non-white</b>	<b>10</b>	<b>6</b>	<b>9</b>
<b>Disability:</b>			
Yes	11	14	13
<b>No</b>	<b>87</b>	<b>86</b>	<b>86</b>

Table 9: Volume of Tourism Visits

**Changes since 2002/03**

- There were 872 million Tourism Visits made in 2005, a drop of 45 million (5%) from 2002/03 when 917 million Tourism Visits were undertaken.

**Main findings in 2005**

- Of the 3.6 billion Leisure Visits made from home in 2005, 872 million (24%) were Tourism Visits, (trips of three or more hours in duration, taken irregularly).
- 76% of Tourism Visits were to an inland town/city and a further 6% to a seaside town/city. 16% were to the countryside and 2% to the seaside/coast.

- Tourism Visits could also be classified as involving visits to a wood/forest or to water with or without boats. 3% of Tourism Visits were to wood/forest, 2% to water with boats and 2% to water without boats.
- Of the 872 million Tourism Visits taken, 10.1million were to a National Park and 4.6 million were to open access land. These trips were almost all taken to the countryside, with very few taken to the seaside coast.

	Total 2005	Total 2002/03	National Park	Open access land	Total 2005	Total 2002/03	National Park	Open access land
Sample size	3380	1132	183	94	3380	1132	183	94
	Vol. (m)	Vol. (m)	Vol. (m)	Vol. (m)	%	%	%	%
All Tourism Visits (millions)	871.9	916.6	10.1	4.6	100	100	100	100
<b>Trips to:</b>								
Inland town/city	674.4	n/a	-	-	76	n/a	-	-
Seaside town/city	47.0	n/a	-	-	6	n/a	-	-
Countryside	135.7	n/a	10.1	4.1	16	n/a	100	88
Seaside coast	14.8	n/a	*	0.6	2	n/a	*	12
Wood/forest	25.2	24.7	2.6	1.0	3	3	25	21
Water with boats	12.4	33.7	1.2	0.9	2	4	12	20
Water without boats	17.3	11.9	0.6	0.6	2	1	8	14

Table 10: Tourism trip characteristics by main destination and main activity

**Changes since 2002/03**

- There has been some variation in main activities undertaken while on a Tourism trip since 2002/03. Walking has become more popular (2% in 2002/03, 6% in 2005), as has 'entertainment' (9% in 2002/03, 12% in 2005). Conversely visiting friends and relatives has decreased (17% in 2002/03, 14% in 2005).
- People are spending less time at their destination than in 2002/03; 7% now spend over 6 hours, compared to 15% in 2002/03.
- More people are taking a Tourism trip alone than in 2002/03, 14% compared to 9%.

**Main findings in 2005**

- Activities undertaken varied significantly by main destination types. Trips to inland towns/cities were much more likely to involve shopping (22%) and entertainment (14%). Trips to locations other than inland towns/cities were more likely to involve walking; for the seaside town/city (12%), countryside (15%) and seaside/coast (14%).
- Eating or drinking out was common on trips to inland towns/cities (25%), trips to seaside towns/cities (28%) and trips to the countryside (25%), but much less common on trips to seaside/coast (10%).
- The average distance travelled across all trips was 32.8 miles but the distances varied considerably by destination. People travelled furthest on seaside/coast trips (61.3 miles) compared to 28.4 miles for inland town/city trips, 45.4 miles on seaside town/city trips and 47.4 miles on countryside trips.
- The car was the main mode of transport for all destination types; it was especially dominant on trips to the countryside where 82% of trips were made by car and the seaside/coast where 80% of trips were made by car.
- Across all Tourism Visits an average of 3.4 hours was spent at the main destination and this varied little by destination type.
- Trips to inland towns/cities varied little by season. However Tourism Visits to the other three main destination types were most likely to take place during the summer.

	All tourism visits 2005	All tourism visits 2002/03	Inland Town/city	Seaside Town/city	Countryside	Seaside/Coast
<b>Sample size</b>	3380	1132	2521	208	567	84
All tourism visits (millions)	871.9	916.6	674.4	47.0	135.7	14.8
<b>Main activity:</b>	%	%	%	%	%	%
To eat or drink out	25	25	25	28	25	10
Walk, hill-walk, ramble	6	2	3	12	15	14
Visit friends, relatives at their home	14	17	14	10	12	12
<b>To go shopping (not food and not regular)</b>	18	17	22	4	3	2
Take part in sports or active pursuits – indoor, outdoor, field, water	3	2	3	1	4	1
<b>Hobby or special interest</b>	6	4	5	4	9	7
For entertainment (e.g. cinema, theatre, club)	12	9	14	8	6	1
<b>To take part in informal sports, games, relaxation and wellbeing</b>	1	2	1	1	1	-
Visit leisure attraction, place of interest, special event/exhibition	7	11	5	11	11	7
<b>Swimming</b>	*	*	*	*	-	*
Visit park or garden	2	3	1	-	4	3
<b>Watching live sport or attending a live event (not on TV)</b>	3	3	3	1	2	-
Drive, sightsee, picnic, pleasure boating	3	4	2	5	5	9
<b>Cycling, mountain biking</b>	*	*	*	*	1	1
Visit beach, sunbathe, paddle in sea	1	2	*	16	*	32
<b>Included wood/water visit?</b>						
<b>Included wood/forest</b>	3	3	-	-	18	5
Included water with boats	1	4	-	-	7	21
<b>Included water without boats</b>	2	1	-	-	12	4
<b>Distance travelled:</b>						
Up to 1 mile	3	2	3	4	5	-
<b>Over 1, up to 2 miles</b>	5	6	5	9	3	2
Over 2, up to 5 miles	13	12	15	11	9	10
<b>Over 5, up to 10 miles</b>	13	13	13	16	8	5
Over 10, up to 20 miles	18	18	19	9	15	11
<b>Over 20, up to 40 miles</b>	17	20	16	13	21	15
Over 40, up to 100 miles	16	21	15	17	20	25
<b>Over 100 miles</b>	8	10	6	15	12	21
Average (miles)	32.8	37.9	28.4	45.4	47.4	61.3
<b>Main mode of transport:</b>						
<b>Car/Van</b>	68	73	65	70	82	80
Train/tube/underground	7	5	9	4	*	2
<b>Scheduled bus/coach</b>	8	5	9	6	2	10
Bicycle/mountain bike	1	*	1	1	*	1
<b>On foot/walking</b>	10	8	10	13	10	2
Taxi	4	3	5	2	*	1
<b>Other</b>	1	6	1	4	6	4
<b>Time spent at destination:</b>						
Up to 1 hour	7	2	7	10	8	7
<b>Over 1, up to 2 hours</b>	24	6	24	29	24	16
Over 2, up to 3 hours	29	20	30	22	25	29
<b>Over 3, up to 4 hours</b>	18	27	19	14	15	24
Over 4, up to 5 hours	10	21	10	11	10	9
<b>Over 5, up to 6 hours</b>	5	10	4	5	8	7
Over 6, up to 7 hours	1	6	1	4	1	1
<b>Over 7 hours</b>	6	9	5	4	9	7
Average (hours)	3.4	3.7	3.3	3.3	3.7	3.7
<b>Party composition:</b>						
<b>Alone, not with anyone</b>	14	9	15	11	9	5
With other members of family	48	61	46	59	53	71
<b>With friends</b>	35	33	37	30	33	24
With educational group/other organised party	2	4	2	1	4	-
<b>Party size:</b>						
<b>Mean party size</b>	4.98	4	5.12	3.71	4.81	3.95
<b>Whether accompanied by friends/relatives staying away:</b>						
Yes	12	7	11	13	15	7
<b>No</b>	88	93	89	87	85	93
<b>Season:</b>						
Spring	25	n/a	24	24	31	29
<b>Summer</b>	27	n/a	26	35	39	32
Autumn	26	n/a	27	19	23	24
<b>Winter</b>	21	n/a	23	22	7	15

Table 11: Tourism Visits characteristics by main trip activity

**Changes since 2002/03**

- The top seven main activities undertaken on a tourism trip has changed since 2002/03. Walking (including hill walking and rambling) and taking part in a hobby or special interest has replaced driving/sightseeing within the top seven.

**Main findings in 2005**

- In 2005, the top seven activities accounted for almost 87% of all Tourism Visits, with the most popular one being eating/drinking out (25%), followed by shopping (18%) and visiting friends/relatives (14%).
- Tourism trips for walks are more likely to be taken by those aged 45+, whereas the under-25 age group is more likely to take trips for entertainment.
- More than 40% of Tourism trips for eating/drinking out, shopping or entertainment are made by full-time workers, while retired people account for around a quarter of trip activities for visiting an attraction, visiting friends/relatives and hobby.
- Two thirds of all Tourism trips are taken by people in households without children.
- The total duration of a Tourism trip varies by activity. The longest trips are to pursue a hobby (6.25 hours on average) and the shortest to go shopping (4.59 hours).
- The mean distances travelled also differ by activity, ranging from 19.22 miles for eating/drinking out compared to 62.64 miles for visiting attractions.
- Tourism trips for shopping, entertainment and eating/drinking out are more likely to be taken on Saturdays, while visiting friends/relatives and walking are more popular on Sundays.
- The average party size for all Tourism trips is 4.98 people, but this varies by activity. Visiting an attraction involves an average party size of 9.80, suggesting the popularity of organised trips, whilst shopping has an average party size of 2.68 people.
- There is some seasonality in the type of trip activities taken. Tourism trips for visiting an attraction or walking are more likely to be taken in the summer and those for visiting friends/relatives are most likely in the winter; whilst shopping and entertainment trips are more popular in autumn.
- The average expenditure per Tourism trip is £42.93, but this figure varies greatly between trips to visit friends/relatives (£15.69 average expenditure) and shopping trips (£99.78 average expenditure).

	All trips 2005	All trips 2002/03	Top 7 main activities						
			Eat/drink out	Shop	Visit friends/relatives	Entertainment	Attraction	Walk	Hobby
<b>Sample size</b>	3380	1132	790	616	471	381	229	197	192
All trips (millions)	871.9	916.6	217.3	153.7	120.0	107.1	56.7	50.5	52.1
<b>Age:</b>	%	%	%	%	%	%	%	%	%
16-17	5	5	4	4	6	9	10	1	5
18-24	13	13	16	14	10	15	7	10	13
25-34	21	22	25	24	18	18	23	17	21
35-44	18	16	16	20	16	21	15	14	18
45-54	16	16	17	16	17	13	14	23	16
55-64	12	14	10	11	13	12	12	15	12
65-74	8	10	6	8	11	5	12	13	8
75+	5	5	4	5	6	6	5	7	5
<b>ACORN classification:</b>									
Wealthy Achievers	20	n/a	20	22	21	18	22	22	20
Urban Prosperity	12	n/a	15	9	14	12	14	14	8
Comfortably Off	24	n/a	24	25	20	26	25	20	21
Moderate Means	9	n/a	10	11	7	8	8	8	7
Hard Pressed	13	n/a	11	14	14	17	14	15	11
<b>Cars/Vans in household:</b>									
Any	77	81	74	80	73	82	77	86	75
None	23	19	26	20	27	18	23	14	25
<b>Personal mobility: (all aged 17+)</b>									
I own or have access to a car/van that I drive	69	73	68	70	65	69	72	78	66
I own or have access to a car/van but I do not personally drive	8	8	6	10	8	13	6	8	9
I do not own or have access to a car/van but I do drive	7	5	10	5	6	8	5	6	5
I do not own or have access to a car/van and I cannot drive	15	15	15	15	21	10	18	7	19
<b>Working status:</b>									
In work full-time (30+ hrs/wk)	44	38	50	45	38	43	33	39	35
In work part-time (up to 30 hrs/wk)	13	14	13	12	11	16	15	14	19
Self-employed	6	8	6	7	6	6	6	4	6
Unemployed, seeking work	3	4	3	1	3	1	3	5	4
Sick/disabled	1	3	1	2	2	*	1	3	1
Retired from paid employment	17	18	13	15	24	14	26	18	25
Looking after home/family	5	7	5	7	5	4	9	2	3
Student	8	2	7	6	8	12	10	8	7
Other	2	6	1	3	1	2	1	3	1
<b>Children in household:</b>									
Aged 0-4	14	15	11	17	13	10	23	11	5
Aged 5-10	16	15	14	19	15	19	18	13	8
Aged 11-15	15	14	14	18	12	20	11	10	13
None under 16	67	67	71	62	71	65	60	72	81
<b>Ethnicity:</b>									
White	90	94	91	91	85	89	89	85	96
Non-white	10	6	9	9	15	10	11	15	4
<b>Disability:</b>									
Yes	12	13	10	11	16	11	14	10	10
No	87	87	88	88	81	88	86	87	90
<b>Total duration of trip:</b>									
Less than 3 hours	0	0	0	0	0	0	0	0	0
3 hours and over	100	100	100	100	100	100	100	100	100
Mean duration	5.32	5.90	4.74	4.59	5.62	5.20	6.09	5.73	6.25
Mean distance travelled	32.83	37.9	19.22	30.55	32.49	27.71	62.64	30.96	41.93

Table continued over page >>>

Table 11: Tourism Visits characteristics by main trip activity (continued)

	All trips 2005	All trips 2002/03	Top 7 main activities						
			Eat/drink out	Shop	Visit friends/ relatives	Entertainment	Attraction	Walk	Hobby
<b>Day of week:</b>	%	%	%	%	%	%	%	%	%
Monday	9	8	9	8	7	7	8	9	7
<b>Tuesday</b>	<b>10</b>	<b>8</b>	<b>10</b>	<b>14</b>	<b>7</b>	<b>6</b>	<b>12</b>	<b>8</b>	<b>10</b>
Wednesday	11	8	13	8	15	11	8	6	13
<b>Thursday</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>12</b>	<b>9</b>	<b>23</b>	<b>10</b>
Friday	13	13	20	12	9	16	17	3	12
<b>Saturday</b>	<b>25</b>	<b>30</b>	<b>22</b>	<b>33</b>	<b>24</b>	<b>35</b>	<b>21</b>	<b>17</b>	<b>20</b>
Sunday	21	22	16	15	30	14	26	35	28
<b>Any weekday</b>	<b>54</b>	<b>48</b>	<b>62</b>	<b>52</b>	<b>46</b>	<b>51</b>	<b>53</b>	<b>48</b>	<b>53</b>
Any weekend day	46	52	38	48	54	49	47	52	47
<b>Size of party:</b>	No.	No.	No.	No.	No.	No.	No.	No.	No.
<b>Mean party size</b>	<b>4.98</b>	<b>4.03</b>	<b>5.72</b>	<b>2.68</b>	<b>3.88</b>	<b>6.31</b>	<b>9.80</b>	<b>4.04</b>	<b>4.39</b>
<b>Season:</b>	%	%	%	%	%	%	%	%	%
Spring	25	n/a	27	24	19	22	23	29	22
<b>Summer</b>	<b>27</b>	<b>n/a</b>	<b>24</b>	<b>21</b>	<b>27</b>	<b>22</b>	<b>40</b>	<b>31</b>	<b>27</b>
Autumn	26	n/a	27	35	24	34	26	17	26
<b>Winter</b>	<b>21</b>	<b>n/a</b>	<b>22</b>	<b>20</b>	<b>30</b>	<b>22</b>	<b>11</b>	<b>23</b>	<b>24</b>
<b>Average expenditure per trip (£) – all expenditure in 2005 prices</b>									
All items	42.93	55.21	38.40	99.78	15.69	29.64	36.55	18.62	48.87
<b>Fuel (petrol &amp; diesel)</b>	<b>2.49</b>	<b>3.09</b>	<b>1.46</b>	<b>2.29</b>	<b>2.64</b>	<b>2.11</b>	<b>4.53</b>	<b>2.06</b>	<b>3.17</b>
Road/bridge tolls	0.13	0.12	0.02	0.11	0.11	0.45	0.13	0.06	0.07
<b>Fares (bus/train/coach/taxi)</b>	<b>1.86</b>	<b>3.03</b>	<b>2.58</b>	<b>1.71</b>	<b>1.20</b>	<b>1.35</b>	<b>1.40</b>	<b>1.69</b>	<b>2.02</b>
Parking charges	0.41	1.34	0.20	0.79	0.16	0.48	0.38	0.30	0.38
<b>Admission tickets</b>	<b>3.32</b>	<b>8.08</b>	<b>1.23</b>	<b>0.59</b>	<b>0.22</b>	<b>10.74</b>	<b>7.28</b>	<b>0.96</b>	<b>3.01</b>
Inclusive tickets	0.15	1.88	0.09	0.02	0	0.48	0.53	0	0.17
<b>Alcoholic drinks</b>	<b>5.13</b>	<b>5.13</b>	<b>12.01</b>	<b>1.67</b>	<b>3.02</b>	<b>4.79</b>	<b>0.63</b>	<b>2.46</b>	<b>4.81</b>
Meals/snacks/non-alcoholic drinks	8.78	12.44	15.76	8.07	3.75	5.91	7.91	6.65	3.95
<b>Gifts &amp; souvenirs</b>	<b>4.90</b>	<b>4.25</b>	<b>0.75</b>	<b>19.74</b>	<b>2.08</b>	<b>1.41</b>	<b>4.97</b>	<b>1.64</b>	<b>3.31</b>
Equipment hire/facilities	0.56	0.15	0.50	0.36	0.12	0.47	0.12	0.00	4.13
<b>Clothes</b>	<b>9.11</b>	<b>7.82</b>	<b>1.41</b>	<b>38.42</b>	<b>1.63</b>	<b>0.89</b>	<b>4.69</b>	<b>2.02</b>	<b>8.09</b>
Local Products	1.27	0.00	0.20	5.25	0.20	0.28	1.35	0.50	0.63
<b>Other</b>	<b>4.82</b>	<b>7.88</b>	<b>2.20</b>	<b>17.11</b>	<b>0.56</b>	<b>0.28</b>	<b>2.62</b>	<b>0.27</b>	<b>15.13</b>

Table 12: Tourism Visit volume and expenditure

**Changes since 2002/03**

- Average expenditure on a Tourism trip has risen from £33.55 in 2002/03 to £42.93 in 2005. Total expenditure on Tourism Visits has also risen from just over £50 billion in 2002/03 to just over 37 billion in 2005. The main areas where expenditure has risen are: fares; admission tickets; meals, snacks and non-alcoholic drinks.

**Main findings in 2005**

- The month that accounted for the highest volume of Tourism Visits overall was May, with 90.1 million trips taken in this month. The majority of these (67.5 million) were taken to an inland town/city.
- Seaside town/city, countryside and seaside/coast all had most trips made to them in the summer (16.3 million, 43.7 million and 5.7 million respectively), while in the inland town/city category, the numbers of trips were spread more evenly across the year with the season with the most trips being autumn with 184.8 million.
- The average expenditure per trip across all Tourism Visits was £42.93. Inland town/city trips had an average of £46.20, with the other three destination-types all being below the overall average.
- The item meals/snacks/non-alcoholic drinks accounted for the greatest average expenditure in three of the location types with £14.04 in seaside town/city, £11.90 for seaside coast trips and £8.12 for countryside trips. In inland town/city trips the item which accounted for the largest average expenditure on inland town/city trips was clothes (£11.07).
- The total expenditure across all Tourism Visits was £37.4bn. £31.2bn of this was spent on town/city trips, £4.0bn on countryside trips, £1.7bn on seaside town/city trips and £0.5bn on seaside/coast trips.
- Meals/snacks/non-alcoholic drinks (£7.7bn), alcoholic drinks (£4.5bn) and clothes (£7.9bn) accounted for over a half of the £37.4bn between them.

	All trips 2005	All trips 2002/03	Inland town/city	Seaside Town/city	Countryside	Seaside/Coast
<b>Sample size</b>	<b>3380</b>	<b>1132</b>	<b>2521</b>	<b>208</b>	<b>567</b>	<b>84</b>
<b>All trips (millions)</b>	<b>871.9</b>	<b>916.6</b>	<b>674.4</b>	<b>47.0</b>	<b>135.7</b>	<b>14.8</b>
<b>Volumes of trips by month: (millions)</b>						
January	68.9	83.7	57.0	4.7	6.8	0.5
<b>February</b>	<b>58.9</b>	<b>49.3</b>	<b>48.1</b>	<b>3.9</b>	<b>6.7</b>	<b>0.2</b>
March	67.9	90.3	53.2	3.4	10.0	1.4
<b>April</b>	<b>60.3</b>	<b>61.0</b>	<b>46.9</b>	<b>3.1</b>	<b>8.6</b>	<b>1.6</b>
May	90.1	59.7	67.5	4.1	17.0	1.6
<b>June</b>	<b>78.5</b>	<b>80.5</b>	<b>60.8</b>	<b>2.8</b>	<b>13.8</b>	<b>1.0</b>
July	79.0	94.6	54.7	6.7	15.3	2.4
<b>August</b>	<b>78.5</b>	<b>97.4</b>	<b>54.5</b>	<b>6.8</b>	<b>15.8</b>	<b>1.4</b>
September	74.3	75.9	55.9	3.3	12.6	2.6
<b>October</b>	<b>74.9</b>	<b>55.5</b>	<b>62.0</b>	<b>3.1</b>	<b>8.4</b>	<b>1.4</b>
November	58.7	57.8	48.8	2.1	7.4	0.4
<b>December</b>	<b>81.8</b>	<b>110.8</b>	<b>64.9</b>	<b>3.1</b>	<b>13.5</b>	<b>0.3</b>
<b>Volumes of trips by season: (millions)</b>						
Spring	219.4	n/a	164.7	11.4	38.7	4.5
<b>Summer</b>	<b>238.7</b>	<b>n/a</b>	<b>172.9</b>	<b>16.3</b>	<b>43.7</b>	<b>5.7</b>
Autumn	230.6	n/a	184.8	9.1	33.2	3.5
<b>Winter</b>	<b>183.2</b>	<b>n/a</b>	<b>151.9</b>	<b>10.2</b>	<b>20.1</b>	<b>1.1</b>
<b>Average expenditure Per Trip (£) – all expenditure in 2005 prices</b>						
All items	42.93	33.55	46.20	36.43	29.77	35.31
<b>Fuel (petrol &amp; diesel)</b>	<b>2.49</b>	<b>3.09</b>	<b>2.06</b>	<b>3.73</b>	<b>3.96</b>	<b>4.70</b>
Road/bridge tolls	0.13	0.02	0.13	0.16	0.13	0.01
<b>Fares (bus/train/coach/taxi)</b>	<b>1.86</b>	<b>0.87</b>	<b>2.21</b>	<b>1.60</b>	<b>0.26</b>	<b>1.45</b>
Parking charges	0.41	0.63	0.43	0.62	0.18	0.89
<b>Admission tickets</b>	<b>3.32</b>	<b>2.41</b>	<b>3.40</b>	<b>3.53</b>	<b>3.03</b>	<b>1.48</b>
Inclusive tickets	0.15	0.19	0.15	0.00	0.19	0.09
<b>Alcoholic drinks</b>	<b>5.13</b>	<b>4.45</b>	<b>5.51</b>	<b>6.05</b>	<b>2.86</b>	<b>5.90</b>
Meals/snacks/non-alcoholic drinks	8.78	6.98	8.48	14.04	8.12	11.90
<b>Gifts/souvenirs</b>	<b>4.90</b>	<b>3.98</b>	<b>5.31</b>	<b>3.25</b>	<b>3.69</b>	<b>2.84</b>
Equipment hire/facilities	0.56	0.12	0.39	0.14	1.63	0.01
<b>Clothes</b>	<b>9.11</b>	<b>7.85</b>	<b>11.07</b>	<b>0.75</b>	<b>2.78</b>	<b>4.68</b>
Local Products	1.27	0.00	1.47	0.61	0.60	0.31
<b>Other</b>	<b>4.82</b>	<b>2.95</b>	<b>5.60</b>	<b>1.95</b>	<b>2.36</b>	<b>1.03</b>
<b>Total expenditure (£million) – all expenditure in 2005 Prices (= average £ exp x no. of trips)</b>						
All items	37432	30751	31156	1713	4039	524
<b>Fuel (petrol &amp; diesel)</b>	<b>2173</b>	<b>2832</b>	<b>1391</b>	<b>175</b>	<b>537</b>	<b>70</b>
Road/bridge tolls	112	16	87	8	17	*
<b>Fares (bus/train/coach/taxi)</b>	<b>1618</b>	<b>794</b>	<b>1487</b>	<b>75</b>	<b>35</b>	<b>22</b>
Parking charges	359	579	292	29	25	13
<b>Admission tickets</b>	<b>2893</b>	<b>2212</b>	<b>2295</b>	<b>166</b>	<b>411</b>	<b>22</b>
Inclusive tickets	130	174	102	-	26	1
<b>Alcoholic drinks</b>	<b>4473</b>	<b>4080</b>	<b>3713</b>	<b>284</b>	<b>388</b>	<b>88</b>
Meals/snacks/non-alcoholic drinks	7657	6402	5719	660	1101	177
<b>Gifts/souvenirs</b>	<b>4273</b>	<b>3652</b>	<b>3578</b>	<b>153</b>	<b>500</b>	<b>42</b>
Equipment hire/facilities	491	109	264	6	221	*
<b>Clothes</b>	<b>7945</b>	<b>7198</b>	<b>7463</b>	<b>35</b>	<b>378</b>	<b>69</b>
Local Products	1107	-	992	29	81	5
<b>Other</b>	<b>4200</b>	<b>2702</b>	<b>3773</b>	<b>92</b>	<b>320</b>	<b>15</b>

Table 13: Volume, value and characteristics of all Leisure Visits – Origin

## Main findings in 2005

- In terms of Government Office Regions (GORs) the main generators of Leisure Visits were the South East (598 million trips), London (506 million trips), the North West (457 million trips) and the East of England (398 million trips).
- Town/city trips were most likely to be taken by residents of London (474 million), trips to the seaside/coast were most likely to be made by residents of the South West (16.3 million) and trips to a seaside town/city and to the countryside were most likely amongst residents of the South East (54 million and 143 million respectively).
- Average expenditure per day trip was highest amongst residents of London (£31.87) and lowest amongst residents of the South West (£19.76). Across the year, total expenditure on visits was highest amongst London residents (£16.1bn), followed by South East residents (£14.2bn).
- The average trip duration was longest for residents of London (3.52 hours) who also spent the longest average time at the destination (2.29 hours). However, London residents travelled the lowest average distance (11.52 miles). The greatest average distance travelled was amongst East Midlands' residents who travelled 21.34 miles.
- 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 40% of trips by London residents involved the use of a car, this proportion increased to 65% for residents in the West Midlands and East of England.

	All Regions	North East	North West	Yorkshire/Humberside	East Midlands	West Midlands	East of England	London	South East	South West
<b>Sample Size</b>	14341	759	1817	1441	1201	1414	1630	1879	2655	1545
<b>All trips (millions)</b>	3568.8	194.3	457.0	360.1	307.8	374.6	398.2	505.6	598.4	372.7
<b>Trips to:</b>										
<b>Inland town/city</b>	2624.2	129.1	336.6	273.0	224.9	296.2	278.0	473.8	388.9	223.8
Seaside Town/City	174.0	11.9	26.1	9.5	5.1	2.4	17.2	2.6	53.8	45.4
<b>Countryside</b>	698.6	40.2	83.9	74.6	76.0	75.4	91.7	27.2	142.5	87.3
Seaside Coast	71.7	13.2	10.4	3.0	1.8	0.6	11.5	1.9	13.1	16.3
<b>Wood/forest</b>	170.0	12.6	24.8	16.2	16.4	20.7	17.5	6.3	36.8	21.0
Water with boats	65.1	1.5	12.5	7.8	8.3	7.8	7.6	2.9	9.8	6.8
<b>Water without boats</b>	85.5	7.3	12.5	11.5	7.0	6.6	10.4	2.4	18.8	9.0
<b>Average expenditure per trip (£) – all expenditure in 2005 prices</b>										
All items	25.09	20.66	26.35	25.76	24.01	23.58	25.88	31.87	23.75	19.76
<b>Fuel (petrol &amp; diesel)</b>	1.26	1.12	1.21	1.20	1.52	1.29	1.54	0.68	1.38	1.45
Road/bridge tolls	0.05	*	0.05	0.17	*	0.07	0.03	0.03	0.07	0.02
<b>Fares (bus/train/coach/taxi)</b>	0.86	0.98	0.74	0.81	0.52	0.63	0.69	1.77	0.69	0.70
Parking charges	0.22	0.14	0.20	0.20	0.29	0.21	0.17	0.25	0.26	0.17
<b>Admission tickets</b>	2.27	1.01	2.63	2.64	1.99	3.18	2.09	2.75	1.80	1.75
Inclusive tickets	0.10	0.09	0.03	0.05	0.04	0.15	0.26	0.15	0.08	0.02
<b>Alcoholic drinks</b>	3.14	4.04	3.60	3.02	2.78	2.55	3.00	3.96	2.80	2.68
Meals/snacks/non-alcoholic drinks	5.30	3.72	5.38	5.03	4.70	4.34	5.32	7.38	5.36	4.80
<b>Gifts % souvenirs</b>	2.77	1.91	3.75	3.52	2.62	2.03	3.20	3.64	2.14	1.54
Equipment hire/facilities	0.30	0.14	0.50	0.21	0.30	0.26	0.30	0.31	0.35	0.13
<b>Clothes</b>	5.30	3.48	5.05	4.92	5.46	5.60	5.86	6.35	5.98	3.36
Local products	0.90	0.36	1.63	0.89	0.52	0.50	0.94	1.32	0.30	1.36
<b>Other Items</b>	2.64	3.66	1.59	3.10	3.28	2.77	2.48	3.27	2.53	1.79
<b>Total expenditure (£billion) – all expenditure in 2005 Prices (= average £ exp x no. of trips)</b>										
All items	89555	4015	12042	9275	7390	8834	10309	16115	14211	7364
<b>Fuel (petrol &amp; diesel)</b>	4480	217	554	433	468	482	612	346	827	541
Road/bridge tolls	191	1	22	62	*	25	11	17	45	7
<b>Fares (bus/train/coach/taxi)</b>	3061	191	339	292	160	237	277	896	411	259
Parking charges	769	28	90	71	89	78	69	127	154	63
<b>Admission tickets</b>	8103	197	1201	951	612	1190	834	1388	1079	651
Inclusive tickets	355	18	15	18	14	56	103	75	48	8
<b>Alcoholic drinks</b>	11205	784	1647	1089	855	957	1194	2004	1678	998
Meals/snacks/non-alcoholic drinks	18913	723	2458	1813	1447	1627	2118	3732	3206	1790
<b>Gifts/souvenirs</b>	9888	372	1712	1266	806	761	1275	1843	1280	574
Equipment hire/facilities	1054	28	228	74	92	99	120	155	212	47
<b>Clothes</b>	18908	676	2306	1770	1679	2099	2336	3211	3578	1253
Local products	3210	70	744	320	159	187	375	668	182	505
<b>Other Items</b>	9419	710	725	1117	1010	1037	988	1654	1511	668
<b>Trip characteristics:</b>										
Average trip duration (hours)	3.14	2.91	3.11	3.05	3.15	2.95	3.09	3.52	3.13	3.08
<b>Average time at destination (hours)</b>	2.11	2.02	2.11	2.03	2.05	2.03	2.13	2.29	2.15	2.04
Average distance travelled (miles)	17.13	14.92	16.07	17.01	21.34	15.78	19.98	11.52	18.48	19.41
<b>Main mode of transport:</b>	%	%	%	%	%	%	%	%	%	%
<b>Car/Van</b>	59	58	59	61	63	65	65	40	61	60
Train/tube/underground	3	1	2	2	*	1	1	16	2	1
<b>Scheduled bus/coach</b>	6	8	6	8	5	5	3	13	3	5
Bicycle/mountain bike	3	2	1	2	3	2	4	2	4	3
<b>On foot/walking</b>	24	23	26	22	25	24	22	25	25	26
Taxi	2	4	2	2	2	1	1	1	1	1
<b>Other</b>	3	4	3	3	2	2	4	3	4	4

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Table 13: Volume, value and characteristics of all Leisure Visits – Origin (continued)

	All Regions	North East	North West	Yorkshire/ Humberside	East Midlands	West Midlands	East of England	London	South East	South West
<b>Main activity:</b>	%	%	%	%	%	%	%	%	%	%
To eat or drink out	18	19	18	18	17	16	16	21	17	15
<b>Walk, hill-walk, ramble</b>	<b>18</b>	<b>17</b>	<b>21</b>	<b>16</b>	<b>20</b>	<b>17</b>	<b>17</b>	<b>14</b>	<b>18</b>	<b>21</b>
Visit friends, relatives at their home	11	13	11	12	12	12	10	12	10	12
<b>To go shopping (not food and not regular)</b>	<b>13</b>	<b>11</b>	<b>13</b>	<b>16</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>11</b>	<b>11</b>	<b>12</b>
Take part in sports or active pursuits – indoor, outdoor, field, water	8	8	9	8	8	9	8	9	9	8
<b>Hobby or special interest</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>11</b>	<b>10</b>
For entertainment (e.g. cinema, theatre, club)	5	5	5	5	4	6	7	6	6	5
<b>To take part in informal sports, games, relaxation and wellbeing</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>
Visit leisure attraction, place of interest, special event/exhibition	2	2	2	2	2	2	3	3	3	3
<b>Swimming</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>3</b>
Visit park or garden	3	2	2	2	2	3	2	5	3	2
<b>Watching live sport or attending a live event (not on TV)</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
Drive, sightsee, picnic, pleasure boating	1	2	2	1	1	1	1	1	1	2
<b>Cycling, mountain biking</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>
Visit beach, sunbathe, paddle in sea	1	4	1	1	1	*	1	*	1	2
<b>Regular trip?</b>										
<b>Regular trip</b>	<b>70</b>	<b>73</b>	<b>72</b>	<b>69</b>	<b>70</b>	<b>71</b>	<b>67</b>	<b>68</b>	<b>70</b>	<b>68</b>
Taken now and then	30	27	28	31	30	29	33	32	30	32

Table 14: Volume, Value and Characteristics of Tourism Visits – Origin

## Main findings in 2005

- In terms of Tourism Visits, the main generators were London (148.3 million trips) and the South East (141.7 million trips).
- Town/city Tourism trips were most likely to be taken by residents of London (135.2 million). Trips to the seaside/coast were most likely amongst residents of the South West (3.5 million), seaside town/city and countryside trips were most likely amongst residents of the South East (13.5 million and 28.9 million trips respectively).
- Average expenditure per Tourism trip was highest amongst residents of the East Midlands (£55.04) and lowest amongst residents of the North East (£37.21). Across the year, total expenditure on visits was highest amongst South East residents (£6.47bn), followed by those residing in London (£5.97bn).
- The average Tourism Visits duration and time spent at the destination did not vary greatly across the Government Office Regions. However, average distance travelled varied from 20.18 miles for London residents to 40.02 miles for residents of the East Midlands.
- The car was the main means of transport used by residents of all regions, although it ranged from 78% of West Midlands' residents to 46% of London residents.

	All Regions	North East	North West	Yorkshire/Humberside	East Midlands	West Midlands	East of England	London	South East	South West
<b>Sample size</b>	3380	172	414	310	276	316	397	506	636	353
<b>All trips (millions)</b>	871.9	44.7	101.5	90.2	70.8	80.4	99.6	148.3	141.7	94.7
<b>Trips to:</b>										
<b>Inland town/city</b>	674.4	32.8	81.9	72.9	57.9	60.2	72.4	135.2	96.6	64.4
Seaside Town/City	47.0	2.9	6.3	2.9	1.5	1.5	6.4	1.4	13.5	10.6
<b>Countryside</b>	135.7	7.7	12.5	12.8	11.1	18.4	18.3	9.9	28.9	16.2
Seaside Coast	14.8	1.4	0.8	1.6	0.3	0.3	2.5	1.8	2.7	3.5
<b>Wood/forest</b>	25.2	2.5	2.4	0.5	2.4	6.1	3.3	2.6	3.5	1.8
Water with boats	12.4	*	1.2	1.2	1.1	0.9	3.2	1.3	1.1	2.2
<b>Water without boats</b>	17.3	1.5	1.8	1.0	1.4	1.3	3.7	0.5	5.6	0.5
<b>Average expenditure per trip (£) – all expenditure in 2005 prices</b>										
All items	42.93	37.21	43.12	43.35	55.04	42.21	38.55	40.26	45.65	41.32
<b>Fuel (petrol &amp; diesel)</b>	2.49	1.93	2.56	2.23	3.26	3.15	3.06	1.26	2.76	2.73
Road/bridge tolls	0.13	*	0.15	0.59	0.00	0.05	0.14	0.05	0.09	0.05
<b>Fares (bus/train/coach/taxi)</b>	1.86	2.10	0.90	2.62	1.30	1.74	1.32	2.54	1.59	2.44
Parking charges	0.41	0.30	0.44	0.23	0.82	0.59	0.31	0.25	0.48	0.43
<b>Admission tickets</b>	3.32	1.27	3.43	1.97	3.42	3.09	2.38	3.44	4.26	4.96
Inclusive tickets	0.15	0.00	0.08	0.10	0.08	0.03	0.62	0.04	0.21	0.06
<b>Alcoholic drinks</b>	5.13	5.40	5.70	4.92	6.64	3.40	4.86	5.09	4.75	5.86
Meals/snacks/non-alcoholic drinks	8.78	9.34	6.92	8.74	10.21	9.52	9.15	8.45	8.80	8.97
<b>Gifts % souvenirs</b>	4.90	3.98	2.08	6.63	7.54	5.06	4.36	4.25	6.33	4.05
Equipment hire/facilities	0.56	0.16	0.14	0.03	1.72	0.53	0.22	0.31	1.58	0.12
<b>Clothes</b>	9.11	5.46	14.26	10.34	13.84	10.62	6.86	8.57	7.89	4.37
Local products	1.27	0.48	2.12	0.92	0.88	0.51	0.57	0.73	0.31	5.03
<b>Other Items</b>	4.82	6.80	4.34	4.03	5.34	3.93	4.71	5.25	6.61	2.25
<b>Total expenditure (£million) – all expenditure in 2005 prices (= average £ exp x no. of trips)</b>										
All items	37432	1665	4375	3910	3894	3395	3841	5971	6470	3911
<b>Fuel (petrol &amp; diesel)</b>	2173	86	260	201	231	253	305	188	391	258
Road/bridge tolls	112	*	15	53	-	4	14	8	13	5
<b>Fares (bus/train/coach/taxi)</b>	1618	94	92	237	92	140	131	376	225	231
Parking charges	3559	13	45	20	58	47	31	37	68	40
<b>Admission tickets</b>	2893	57	348	177	242	248	237	511	603	470
Inclusive tickets	130	-	8	9	5	2	62	7	30	5
<b>Alcoholic drinks</b>	4473	242	578	444	470	273	484	754	673	555
Meals/snacks/non-alcoholic drinks	7657	418	702	789	723	765	912	1253	1247	849
<b>Gifts/souvenirs</b>	4273	178	211	598	533	407	434	631	897	383
Equipment hire/facilities	491	7	14	2	121	43	22	46	223	11
<b>Clothes</b>	7945	244	1447	933	979	854	684	1272	1119	414
Local products	1107	21	215	83	62	41	57	109	43	476
<b>Other Items</b>	4200	304	441	364	378	316	469	779	937	213
<b>Trip characteristics:</b>										
Average trip duration (hours)	5.32	5.04	5.38	4.78	5.34	5.02	5.46	5.33	5.59	5.55
<b>Average time at destination (hours)</b>	3.38	3.07	3.64	3.17	3.28	3.24	3.57	3.23	3.72	3.40
Average distance travelled (miles)	35.33	30.72	33.3	33.14	40.02	37.74	38.86	20.18	37.79	38.30
<b>Main mode of transport:</b>	%	%	%	%	%	%	%	%	%	%
<b>Car/Van</b>	68	65	70	73	74	78	77	46	73	68
Train/tube/underground	7	4	5	5	1	3	3	22	5	3
<b>Scheduled bus/coach</b>	8	12	6	6	6	7	4	16	5	6
Bicycle/mountain bike	1	*	*	1	*	-	1	2	1	1
<b>On foot/walking</b>	10	3	11	7	9	10	10	11	8	15
Taxi	4	14	4	6	6	2	2	2	2	3
<b>Other</b>	2	2	4	2	4	0	3	1	6	4

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Table 14: Volume, value and characteristics of Tourism Visits – Origin (continued)

	All Regions	North East	North West	Yorkshire/ Humberside	East Midlands	West Midlands	East of England	London	South East	South West
<b>Main Activity:</b>	%	%	%	%	%	%	%	%	%	%
To eat or drink out	25	31	24	26	32	20	22	24	23	28
<b>Walk, hill-walk, ramble</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>9</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>7</b>
Visit friends, relatives at their home	14	13	13	11	15	16	13	14	14	15
<b>To go shopping (not food and not regular)</b>	<b>18</b>	<b>19</b>	<b>19</b>	<b>21</b>	<b>24</b>	<b>19</b>	<b>17</b>	<b>16</b>	<b>14</b>	<b>15</b>
Take part in sports or active pursuits – indoor, outdoor, field, water	3	2	5	5	1	1	1	3	5	2
<b>Hobby or special interest</b>	<b>6</b>	<b>3</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>4</b>
For entertainment (e.g. cinema, theatre, club)	12	12	13	12	7	14	16	12	11	12
<b>To take part in informal sports, games, relaxation and wellbeing</b>	<b>1</b>	<b>-</b>	<b>*</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>*</b>	<b>3</b>	<b>1</b>
Visit leisure attraction, place of interest, special event/exhibition	7	4	3	7	4	6	8	7	8	9
<b>Swimming</b>	<b>*</b>	<b>-</b>	<b>1</b>	<b>*</b>	<b>-</b>	<b>1</b>	<b>*</b>	<b>*</b>	<b>*</b>	<b>*</b>
Visit park or garden	2	2	1	1	2	1	2	2	3	1
<b>Watching live sport or attending a live event (not on TV)</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>2</b>	<b>1</b>
Drive, sightsee, picnic, pleasure boating	3	3	3	2	2	2	2	2	4	3
<b>Cycling, mountain biking</b>	<b>*</b>	<b>*</b>	<b>-</b>	<b>*</b>	<b>*</b>	<b>*</b>	<b>*</b>	<b>1</b>	<b>*</b>	<b>*</b>
Visit beach, sunbathe, paddle in sea	1	2	1	2	2	1	2	1	1	1

Table 15: Volume, value and characteristics of all rural Leisure Visits – Destination

Note: As a result of the introduction of geo-coding to the survey, Government Office Region destination data was only collected for trips to the countryside and seaside coast (all rural trips).

**Main findings in 2005**

- Across the English Government Office Regions, the largest number of rural Leisure Visits were taken to the South East (163.9 million trips), followed by the East of England (109.0 million trips) and the South West (104.7 million trips).
- Countryside visits were most popular to the South East (150.2 million trips) and the East of England (98.1 million trips). Seaside coast trips were most popular to the South West (16.1 million trips).
- Average expenditure per day was highest on trips taken to London (£23.45) and lowest on trips to the North East (£7.03). Across the year, total expenditure on day visits was highest on trips taken to London (£2.2 billion), followed by the North West and the East of England (£1.6 billion).
- The average trip duration at the destination region ranged from 2.24 hours (North East) to 3.91 hours (London) but the average time spent at the destination did not vary greatly across the Government Office Regions. However, average round trip distance travelled varied from 10.36 miles on trips to London to 25.85 miles on trips to the East of England.
- The car was the main means of transport used on trips to all regions, typically accounting for 60-65% of trips. However, in the South West it only accounted for 52% of the trips with 36% of trips to this region involving walking as the main means of transport. Furthermore, the car accounted for 73% of all trips to the London region with walking accounting for only 10%.

	All Regions	North East	North West	Yorkshire/ Humberside	East Midlands	West Midlands	East of England	London	South East	South West
<b>Sample size</b>	3327	179	386	327	357	287	454	38	751	483
<b>All trips (millions)</b>	763.4	47.4	88.7	71.1	85.0	72.7	109.0	8.0	163.8	104.8
<b>Trips to:</b>										
Inland town/city	-	-	-	-	-	-	-	-	-	-
Seaside Town/City	-	-	-	-	-	-	-	-	-	-
<b>Countryside</b>	<b>691.8</b>	<b>34.9</b>	<b>77.8</b>	<b>68.0</b>	<b>82.5</b>	<b>72.5</b>	<b>98.1</b>	<b>7.8</b>	<b>150.2</b>	<b>88.6</b>
Seaside Coast	71.6	12.5	10.9	3.1	2.5	0.1	11.0	0.2	13.7	16.1
<b>Wood/forest</b>	<b>168.9</b>	<b>11.3</b>	<b>20.3</b>	<b>13.2</b>	<b>18.2</b>	<b>20.7</b>	<b>21.2</b>	<b>1.8</b>	<b>38.2</b>	<b>20.5</b>
Water with boats	64.4	1.3	12.1	6.2	9.5	6.9	9.1	0.4	11.8	6.1
Water without boats	84.7	6.6	11.3	9.1	7.8	7.0	10.4	0.8	19.8	10.5
<b>Average expenditure per trip (£) – all expenditure in 2005 prices</b>										
All items	13.99	7.03	18.16	16.76	15.08	11.97	14.50	23.45	13.68	11.13
<b>Fuel (petrol &amp; diesel)</b>	<b>1.66</b>	<b>1.09</b>	<b>1.65</b>	<b>1.36</b>	<b>1.83</b>	<b>1.52</b>	<b>2.05</b>	<b>0.71</b>	<b>1.66</b>	<b>1.79</b>
Road/bridge tolls	0.33	*	0.05	0.01	0.04	0.01	0.04	0.00	0.02	0.06
<b>Fares (bus/train/coach/taxi)</b>	<b>0.20</b>	<b>0.05</b>	<b>0.11</b>	<b>0.33</b>	<b>0.17</b>	<b>0.05</b>	<b>0.23</b>	<b>0.25</b>	<b>0.37</b>	<b>0.14</b>
Parking charges	0.12	0.08	0.23	0.10	0.10	0.07	0.10	0.20	0.10	0.16
<b>Admission tickets</b>	<b>1.83</b>	<b>0.72</b>	<b>5.88</b>	<b>1.76</b>	<b>1.30</b>	<b>0.90</b>	<b>1.20</b>	<b>2.50</b>	<b>1.59</b>	<b>0.94</b>
Inclusive tickets	0.08	0.00	*	0.02	0.09	0.08	0.18	0.25	0.02	0.17
<b>Alcoholic drinks</b>	<b>2.09</b>	<b>1.36</b>	<b>2.51</b>	<b>3.13</b>	<b>2.27</b>	<b>2.94</b>	<b>2.34</b>	<b>1.63</b>	<b>1.67</b>	<b>1.22</b>
Meals/snacks/non-alcoholic drinks	4.32	2.95	4.47	4.95	5.82	3.78	4.44	5.18	3.86	4.13
<b>Gifts % souvenirs</b>	<b>0.98</b>	<b>0.00</b>	<b>0.64</b>	<b>1.80</b>	<b>0.59</b>	<b>0.53</b>	<b>0.89</b>	<b>2.09</b>	<b>1.33</b>	<b>0.89</b>
Equipment hire/facilities	0.40	0.10	0.21	0.20	0.13	0.32	0.37	2.37	0.93	0.10
<b>Clothes</b>	<b>0.81</b>	<b>0.11</b>	<b>0.90</b>	<b>1.05</b>	<b>0.72</b>	<b>0.93</b>	<b>0.82</b>	<b>6.85</b>	<b>0.91</b>	<b>0.24</b>
Local products	0.39	0.05	0.86	0.63	0.24	0.32	0.30	0.70	0.24	0.34
<b>Other Items</b>	<b>1.06</b>	<b>0.51</b>	<b>0.65</b>	<b>1.42</b>	<b>1.78</b>	<b>0.51</b>	<b>1.53</b>	<b>0.72</b>	<b>0.99</b>	<b>0.94</b>
<b>Total expenditure (£million) – all expenditure in 2005 Prices (= average £ exp x no. of trips)</b>										
All items	10677	333	1610	1192	1281	869	1581	187	2241	1166
<b>Fuel (petrol &amp; diesel)</b>	<b>1269</b>	<b>52</b>	<b>146</b>	<b>97</b>	<b>155</b>	<b>111</b>	<b>224</b>	<b>6</b>	<b>272</b>	<b>188</b>
Road/bridge tolls	25	*	4	*	4	*	5	-	3	7
<b>Fares (bus/train/coach/taxi)</b>	<b>156</b>	<b>2</b>	<b>10</b>	<b>24</b>	<b>15</b>	<b>4</b>	<b>25</b>	<b>2</b>	<b>60</b>	<b>15</b>
Parking charges	94	4	20	7	8	5	11	2	17	17
<b>Admission tickets</b>	<b>1394</b>	<b>34</b>	<b>522</b>	<b>125</b>	<b>110</b>	<b>65</b>	<b>131</b>	<b>20</b>	<b>260</b>	<b>98</b>
Inclusive tickets	59	-	*	1	8	6	19	2	3	18
<b>Alcoholic drinks</b>	<b>1599</b>	<b>65</b>	<b>223</b>	<b>223</b>	<b>193</b>	<b>214</b>	<b>256</b>	<b>13</b>	<b>273</b>	<b>128</b>
Meals/snacks/non-alcoholic drinks	3300	140	396	352	495	274	485	41	632	433
<b>Gifts/souvenirs</b>	<b>747</b>	<b>-</b>	<b>57</b>	<b>128</b>	<b>50</b>	<b>39</b>	<b>97</b>	<b>17</b>	<b>218</b>	<b>94</b>
Equipment hire/facilities	307	5	19	14	11	23	40	19	152	11
<b>Clothes</b>	<b>616</b>	<b>5</b>	<b>79</b>	<b>75</b>	<b>61</b>	<b>68</b>	<b>89</b>	<b>55</b>	<b>148</b>	<b>25</b>
Local products	301	2	76	45	20	23	33	6	40	35
<b>Other Items</b>	<b>810</b>	<b>24</b>	<b>58</b>	<b>101</b>	<b>151</b>	<b>37</b>	<b>166</b>	<b>6</b>	<b>162</b>	<b>99</b>
<b>Trip characteristics:</b>										
Average trip duration (hours)	3.01	2.24	2.82	3.15	3.13	2.79	3.23	3.91	3.11	2.87
<b>Average time at destination (hours)</b>	<b>2.11</b>	<b>1.40</b>	<b>1.95</b>	<b>2.04</b>	<b>2.39</b>	<b>1.99</b>	<b>2.22</b>	<b>2.99</b>	<b>2.21</b>	<b>2.05</b>
Average distance travelled (miles)	22.44	13.68	21.41	19.87	31.17	18.37	25.85	10.36	20.97	24.79
<b>Main mode of transport:</b>										
<b>Car/Van</b>	<b>58</b>	<b>59</b>	<b>56</b>	<b>54</b>	<b>60</b>	<b>57</b>	<b>64</b>	<b>73</b>	<b>60</b>	<b>52</b>
Train/tube/underground	*	-	*	-	*	1	*	9	1	*
<b>Scheduled bus/coach</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>*</b>	<b>-</b>	<b>1</b>	<b>3</b>
Bicycle/mountain bike	4	7	3	3	2	8	3	5	4	5
<b>On foot/walking</b>	<b>31</b>	<b>29</b>	<b>34</b>	<b>34</b>	<b>33</b>	<b>29</b>	<b>27</b>	<b>10</b>	<b>28</b>	<b>36</b>
Taxi	*	*	*	1	1	-	*	-	*	*
<b>Other</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>6</b>	<b>3</b>	<b>6</b>	<b>4</b>

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Table 15: Volume, value and characteristics of all rural Leisure Visits – Destination (continued)

	All Regions	North East	North West	Yorkshire/ Humberside	East Midlands	West Midlands	East of England	London	South East	South West
<b>Main activity:</b>	%	%	%	%	%	%	%	%	%	%
To eat or drink out	16	11	17	23	14	20	18	12	15	13
<b>Walk, hill-walk, ramble</b>	<b>36</b>	<b>37</b>	<b>43</b>	<b>40</b>	<b>38</b>	<b>37</b>	<b>28</b>	<b>24</b>	<b>34</b>	<b>36</b>
Visit friends, relatives at their home	8	8	5	7	10	6	9	6	8	9
<b>To go shopping (not food and not regular)</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>3</b>
Take part in sports or active pursuits – indoor, outdoor, field, water	7	10	7	4	8	6	5	14	8	5
<b>Hobby or special interest</b>	<b>11</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>9</b>	<b>10</b>	<b>15</b>	<b>9</b>	<b>14</b>	<b>10</b>
For entertainment (e.g. cinema, theatre, club)	1	2	1	1	1	1	2	4	2	1
<b>To take part in informal sports, games, relaxation and wellbeing</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>10</b>	<b>1</b>	<b>2</b>
Visit leisure attraction, place of interest, special event/exhibition	3	2	1	2	3	4	4	3	3	6
<b>Swimming</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>*</b>	<b>2</b>	<b>-</b>	<b>1</b>	<b>2</b>
Visit park or garden	2	*	2	2	3	2	3	5	3	2
<b>Watching live sport or attending a live event (not on TV)</b>	<b>1</b>	<b>*</b>	<b>*</b>	<b>3</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>1</b>	<b>1</b>
Drive, sightsee, picnic, pleasure boating	2	4	3	2	3	1	2	4	1	2
<b>Cycling, mountain biking</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>5</b>
Visit beach, sunbathe, paddle in sea	2	11	2	2	1	-	2	-	2	3
<b>Regular trip?</b>										
<b>Regular trip</b>	<b>75</b>	<b>83</b>	<b>79</b>	<b>73</b>	<b>77</b>	<b>69</b>	<b>72</b>	<b>68</b>	<b>75</b>	<b>74</b>
Taken now and then	25	17	21	27	23	31	28	32	25	26

Table 16: Volume, value and characteristics of rural Tourism Visits – Destination

Note: As a result of the introduction of geo-coding to the survey, Government Office Region destination data was only collected for trips to the countryside and seaside coast (all rural trips).

**Main findings in 2005**

- Across the English Government Office Regions, the largest number of rural Tourism Visits were taken to the South East (33.6 million trips), followed by the East of England (26.0 million trips). The destination with the fewest rural tourism visits was London with 2.9 million.
- Countryside visits were most popular to the South East (30.3 million trips). Seaside coast trips were most popular to the South West (3.7 million trips).
- Average expenditure per day was highest on trips taken to the London region (£41.97) and lowest on trips to the West Midlands (£16.44). Across the year, total expenditure on day visits was highest on trips taken to the South East (£1390 million), followed by the East of England (£927 million) and then the South West (£570 million).
- The average trip duration at the destination region ranged from 4.24 hours for the London region to 6.39 hours for the North West. The average time spent at the destination varied from 2.43 hours in the North East to 4.32 in the South East. Average round trip distance travelled varied from 12.57 miles on trips to London to 68.09 miles on trips to the North West.
- The car was the main means of transport used on trips to all regions accounting for an average of 82% of all trips.

	All Regions	North East	North West	Yorkshire/ Humberside	East Midlands	West Midlands	East of England	London	South East	South West
<b>Sample Size</b>	649	25	66	60	69	62	94	14	149	94
<b>All trips (millions)</b>	149.9	5.9	12.5	15.1	12.9	16.0	26.0	2.9	33.6	22.8
<b>Trips to:</b>										
Inland town/city	-	-	-	-	-	-	-	-	-	-
Seaside Town/City	-	-	-	-	-	-	-	-	-	-
<b>Countryside</b>	135.1	5.4	11.7	12.5	12.5	15.9	23.0	2.7	30.3	19.1
Seaside Coast	14.8	0.5	0.8	2.6	0.4	0.1	3.0	0.2	3.3	3.7
<b>Wood/forest</b>	25.2	1.3	2.4	0.8	3.1	5.1	5.4	0.4	3.3	3.6
Water with boats	12.4	0.2	1.3	1.1	1.0	0.6	4.3	-	1.5	1.9
<b>Water without boats</b>	17.3	0.8	1.5	0.6	1.1	1.0	4.4	0.4	5.2	2.2
<b>Average expenditure per trip (£) – all expenditure in 2005 prices</b>										
All items	30.34	19.33	25.64	25.10	30.67	16.44	35.69	41.97	41.43	24.98
<b>Fuel (petrol &amp; diesel)</b>	4.04	1.97	5.78	2.30	5.07	3.00	5.23	0.99	3.80	4.51
Road/bridge tolls	0.11	0.00	0.36	0.01	0.30	0.00	0.21	0.00	0.06	0.05
<b>Fares (bus/train/coach/taxi)</b>	0.37	0.39	0.00	0.60	0.63	0.34	0.17	0.74	0.59	0.23
Parking charges	0.25	0.20	0.21	0.15	0.32	0.16	0.18	0.44	0.24	0.43
<b>Admission tickets</b>	2.79	0.46	2.34	0.33	1.50	2.49	1.66	0.18	6.17	2.61
Inclusive tickets	0.18	0.00	0.00	0.09	0.01	0.00	0.03	0.87	0.02	0.97
<b>Alcoholic drinks</b>	3.17	2.96	1.69	3.57	3.41	0.94	5.44	1.74	3.36	2.78
Meals/snacks/non-alcoholic drinks	8.52	13.01	6.31	6.10	13.14	4.61	9.68	7.10	8.97	8.37
<b>Gifts % souvenirs</b>	3.62	0.00	1.72	6.78	0.55	1.59	3.85	6.96	6.41	2.09
Equipment hire/facilities	1.47	0.00	0.00	0.00	0.10	0.07	0.01	0.00	6.03	0.00
<b>Clothes</b>	2.98	0.00	5.41	3.48	4.65	2.86	2.70	18.68	2.64	0.33
Local products	0.57	0.18	0.98	0.42	0.51	0.00	0.59	2.40	0.18	1.36
<b>Other Items</b>	2.24	0.15	0.85	1.28	0.50	0.38	5.94	1.86	2.99	1.26
<b>Total expenditure (£billion) – all expenditure in 2005 Prices (= average £ exp x no. of trips)</b>										
All items	4549	114	320	380	396	263	927	123	1390	570
<b>Fuel (petrol &amp; diesel)</b>	606	12	72	35	66	48	136	3	127	103
Road/bridge tolls	17	-	4	*	4	-	5	-	2	1
<b>Fares (bus/train/coach/taxi)</b>	56	2	-	9	8	5	4	2	20	5
Parking charges	38	1	3	2	4	3	5	1	8	10
<b>Admission tickets</b>	419	3	29	5	19	40	43	1	207	59
Inclusive tickets	28	-	-	1	*	-	1	3	1	22
<b>Alcoholic drinks</b>	476	17	21	54	44	15	141	5	113	63
Meals/snacks/non-alcoholic drinks	1278	77	79	92	170	74	252	21	301	191
<b>Gifts/souvenirs</b>	542	-	21	103	7	25	100	20	215	48
Equipment hire/facilities	221	-	-	-	1	1	*	-	202	-
<b>Clothes</b>	447	-	68	53	60	46	70	55	89	8
Local products	86	1	12	6	7	-	15	7	6	31
<b>Other Items</b>	335	1	11	19	6	6	154	5	100	29
<b>Trip characteristics:</b>										
Average trip duration (hours)	5.84	4.70	6.39	5.26	5.40	5.18	6.41	4.24	6.41	5.54
<b>Average time at destination (hours)</b>	3.71	2.43	4.25	2.69	3.54	3.12	4.03	2.88	4.32	3.68
Average distance travelled (miles)	48.85	23.88	68.09	33.47	54.06	32.71	56.50	12.57	46.03	64.10
<b>Main mode of transport:</b>										
<b>Car/Van</b>	82	90	81	74	90	80	87	86	84	74
Train/tube/underground	1	-	-	-	1	1	-	10	*	1
<b>Scheduled bus/coach</b>	3	5	-	10	-	6	1	-	1	4
Bicycle/mountain bike	*	-	-	1	1	-	1	-	-	-
<b>On foot/walking</b>	10	1	15	13	4	13	10	3	4	18
Taxi	*	3	-	1	*	-	1	-	-	*
<b>Other</b>	4	1	4	1	4	0	0	1	11	3

Table continued over page >>>

Table 16: Volume, value and characteristics of rural Tourism Visits – Destination (continued)

	All Regions	North East	North West	Yorkshire/ Humberside	East Midlands	West Midlands	East of England	London	South East	South West
<b>Main activity:</b>	%	%	%	%	%	%	%	%	%	%
To eat or drink out	24	30	17	28	25	14	20	37	23	34
<b>Walk, hill-walk, ramble</b>	<b>15</b>	<b>42</b>	<b>23</b>	<b>19</b>	<b>13</b>	<b>22</b>	<b>10</b>	<b>3</b>	<b>10</b>	<b>14</b>
Visit friends, relatives at their home	12	8	10	14	10	15	14	5	11	11
<b>To go shopping (not food and not regular)</b>	<b>3</b>	-	<b>4</b>	<b>7</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>2</b>	<b>1</b>
Take part in sports or active pursuits – indoor, outdoor, field, water	4	-	6	-	4	1	2	-	8	1
<b>Hobby or special interest</b>	<b>8</b>	<b>7</b>	<b>21</b>	<b>3</b>	<b>10</b>	<b>15</b>	<b>5</b>	<b>12</b>	<b>10</b>	<b>3</b>
For entertainment (e.g. cinema, theatre, club)	6	1	4	*	*	4	10	17	10	4
<b>To take part in informal sports, games, relaxation and wellbeing</b>	<b>1</b>	-	-	-	<b>1</b>	-	*	-	<b>2</b>	<b>2</b>
Visit leisure attraction, place of interest, special event/exhibition	11	6	4	10	4	14	16	5	7	19
<b>Swimming</b>	<b>*</b>	-	-	-	<b>1</b>	-	-	-	-	-
Visit park or garden	4	2	1	3	7	3	4	5	6	2
<b>Watching live sport or attending a live event (not on TV)</b>	<b>2</b>	<b>1</b>	*	-	<b>4</b>	-	<b>7</b>	-	<b>2</b>	*
Drive, sightsee, picnic, pleasure boating	5	3	11	7	8	8	3	9	4	3
<b>Cycling, mountain biking</b>	<b>1</b>	-	-	<b>1</b>	<b>5</b>	<b>1</b>	<b>1</b>	-	*	<b>1</b>
Visit beach, sunbathe, paddle in sea	3	-	-	6	1	-	3	-	5	5

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Written and produced by: RESEARCH INTERNATIONAL LTD, 6 More London Place, London SE1 2QY  
Designed by Art Connection, Cheltenham  
Printed by Severnprint, Gloucester

The England Leisure Visits Survey data, which was captured to provide the results available within this report, are available as SPSS univariate tables that can be found at <http://www.naturalengland.org.uk/leisure/recreation/dayvisits05.pdf>. Accessing the raw ELVS SPSS tables will allow SPSS analysts to specifically tailor statistical queries to meet their own requirements. Please note that SPSS software is not provided on the website. A full set of the non-interactive tables together with an information note is also available to download as a pdf for those without SPSS software.

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