

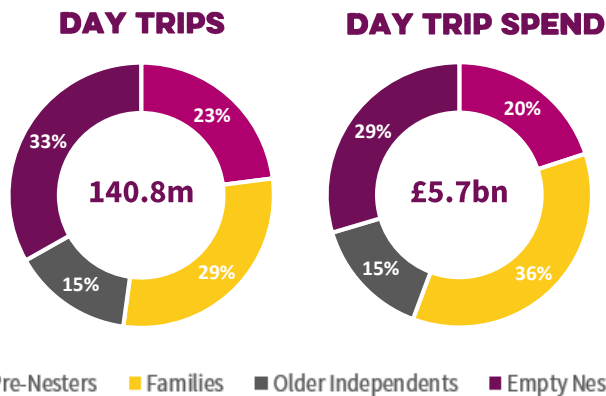
DOMESTIC DAY TRIP PROFILE

2017-2019 AVERAGE ANNUAL FIGURES

This short report provides bite-size insight into overall trends in domestic day tourism by examining the travelling behaviour of visitors in different “life stages” (based on demographics and children in household) between 2017 and 2019:

- Pre-Nesters – aged 16-34, no children
- Families – aged 16-54, with children
- Older Independents – aged 35-54, no children
- Empty Nesters – aged over 55

While these categories are generic – and **do not** specify a trip’s party composition – they can reveal some day tourism patterns which improve our understanding of the domestic market.



Source: GBDVS, 2017-19.

DOMESTIC DAY TRIPS, 2017-19 ANNUAL AVERAGES

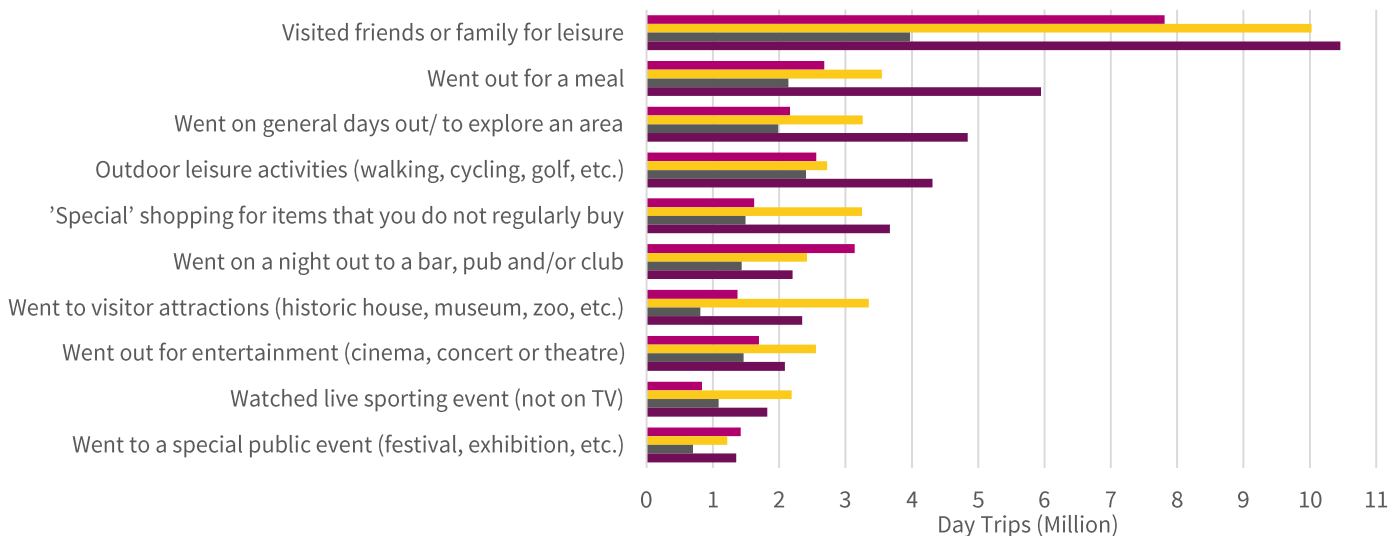
Life Stage	Day Trips	Day Trip Spend	Average Spend/Trip
Pre-Nesters	32.3m	£1,148m	£36
Families	41.1m	£2,053m	£50
Older Independents	20.6m	£846m	£41
Empty Nesters	46.7m	£1,701m	£36
All Travellers	140.8m	£5,749m	£41

Source: GBDVS. Figures may not add up due to rounding.

“Empty nesters” make the most day trips in Scotland, accounting for a third of all in 2017-2019. They are followed by families who generate greater expenditure (36% of total) due to their higher average spend. Whereas “pre-nesters” and “older independents” have almost identical volume and value of overnight tourism, pre-nesters tend to travel more on day trips.

The main reason to go on a day trip across all groups is to visit friends or relatives. There are some significant variations in the other main activities, with families making the most day trips to visitor attractions and to see sport events, and “empty nesters” making the most day trips to have a meal or explore an area. “Pre-nesters” are most likely to travel outside their area of residence for a special event such as a festival or exhibition.

MAIN ACTIVITY UNDERTAKEN



Source: GBDVS, 2017-19.

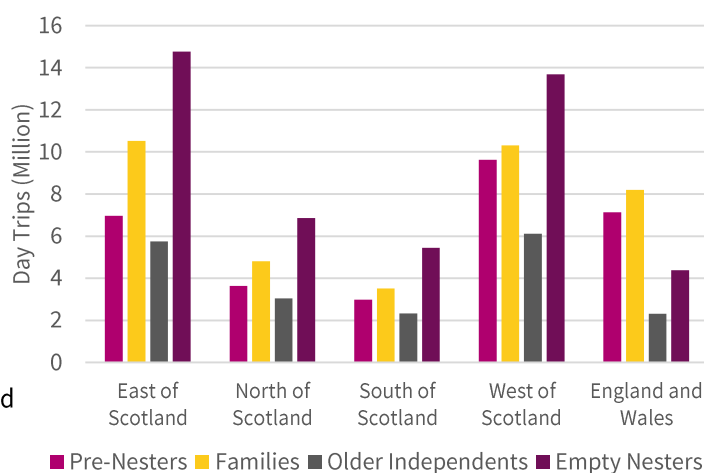
Legend: ■ Pre-Nesters ■ Families ■ Older Independents ■ Empty Nesters

VISITORS' REGION OF RESIDENCE

People living in the West and East of Scotland make the most day trips nationally, accounting for 40m and 38m trips per year between 2017 and 2019, respectively. East of Scotland accounts for the highest number of day trips by families and “empty nesters”, while West of Scotland residents generate the most “pre-nester” and “older independent” trips.

Residents of England and Wales make more day trips to Scotland than either North or South of Scotland residents, and these are mostly undertaken by families and “pre-nesters”.

Please note: Day trips to Scotland’s regions are published in VisitScotland’s regional factsheets available on <https://www.visitscotland.org/research-insights/regions>.

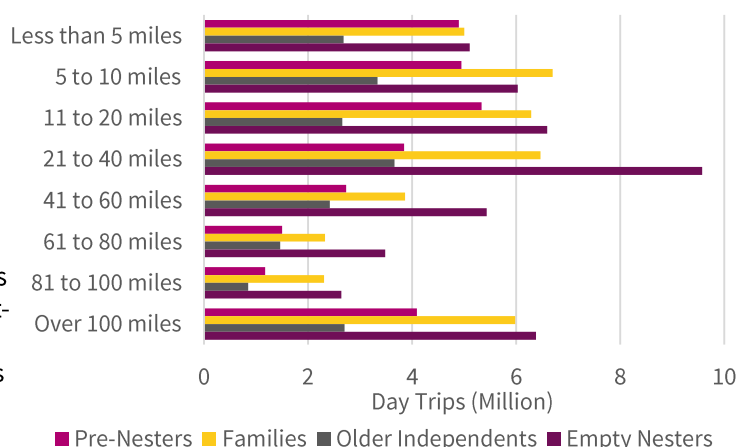


Source: GBDVS, 2017-19.

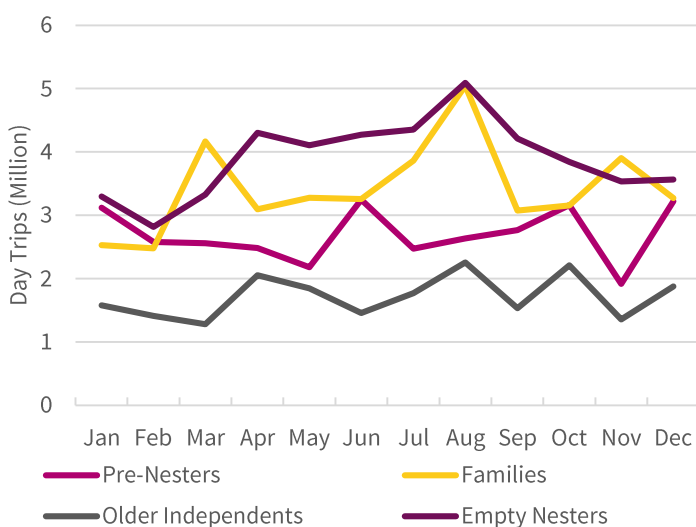
DISTANCE TRAVELLED (ROUND TRIP)

Day trippers in Scotland travel mostly between 21 and 40 miles to their destination and back, with three in five of all return journeys being up to 40 miles long. Roughly one in seven day trips involves over 100 miles of travel.

In general, “pre-nesters” tend to travel a bit less on their day visits compared to the other groups (nearly half of their day trips being up to 20 miles). The proportion of “older independent” day trips is higher in the 21-80 miles interval. Families and “empty nesters” do the most short-distance travelling, but they are also slightly more likely to go further afar for a day trip. Two-thirds of all day trips over 80 miles are undertaken by families and “empty nesters”.



Source: GBDVS, 2017-19.



Source: GBDVS, 2017-19.

SEASONALITY

Seasonal variations in the volume of domestic tourism are much less dramatic than in international tourism. The second and fourth quarter of the calendar year account for 25% of all annual day trips each. Summer is the most popular season to go on a day trip, with 28% of day visits occurring between July and September. Day trips are less frequent in the first three months of the year (22% of all).

Monthly day trip patterns differ across the “life stage” groups. Families travel mostly in early spring, August and late autumn, while “empty nesters” have a clear preference for summer visits. Day trips of “pre-nesters” and “older independents” are more evenly distributed throughout the year, with “older independents” travelling less between January and March.

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