

GB Day Visits 2012

June - August and YTD 2012

GB & England



Day Visits: Definitions

- Respondents were asked to provide details of their participation, during the previous week, in a list of leisure activities. Any participation in a listed activity, outside of the respondent's home but in any place within the UK is considered to be a **Leisure Day Visit**.
- Respondents provided information on the volume of Leisure Day Visits taken and full details of any Leisure Day Visits lasting 3 hours or more. Where the details of these visits are reported they are described as **3+ hour Leisure Day Visits**.
- The main focus of this study is on **Tourism Day Visits**, which are a further subset of 3+ hour Leisure Day Visits defined as follows:
 - **Activities** - involving participation in one or more of the pre-listed activities;
 - **Duration** - lasting at least 3 hours, including time spent travelling to the destination;
 - **Regularity** - the participant indicates that the visit (i.e. same activity in same place) is not undertaken 'very regularly';
 - **Place** - the destination of the visit is different from the place (i.e. city, town, village or London borough) where the participant lives. If the visit is taken from a workplace, the destination is in a different place from the workplace. This rule is not applied when the visit has involved watching live sporting events, going to visitor attractions or going to special public events.
- For more information on these definitions please see:
http://www.visitengland.org/Images/GBDVS_Summary_Annual_Report_FV_-_outlier_amendments_made_-_30_April_2012_tcm30-31621.pdf

Tourism Day Visits Summary

- The volume of day visits in Great Britain in the three months to August 2012 increased by 10% when compared with the same period last year, rising from 444 million to 487 million.
- However, the value of those visits decreased slightly during the same period, down from £15,176 million to £14,973 million (a fall of 1%).
- When looking at year to date figures (January-August 2012), the number of visits increased by 11% compared with the same period last year, as did the value of those visits, which rose by 9%.
- However, this increase is largely due to a much higher number of trips taken in January, as volume rose by 7% in the February-July period, with value decreasing by 1%.
- The same pattern emerged in England, with the number of visits taken so far this year 11% higher than in the same period last year.
- The value of those visits also increased by 11%.

Tourism Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
June-Aug '12						
GB	444	487	+10%	15,176	14,973	-1%
England	368	409	+11%	12,736	12,274	-4%
Jan-Aug '12						
GB	1,030	1,143	+11%	34,054	36,982	+9%
England	864	961	+11%	27,736	30,788	+11%

Base sizes:

GB: June-Aug 2012 (5,578), Jan-Aug: 2012 (13,426)

England: June-Aug 2012 (4,083), Jan-Aug: 2012 (9,643)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits was up by 1% in the period June-August 2012 versus June-August 2011, with spend up by 13%.
- Looking at year to date figures, the number of 3+ hour day visits rose by 4% on the same period last year, rising from 1,800 to 1,878 million. The value of those visits also increased by 14% on last year.
- As with Tourism Day Visits, this increase was largely due to a much higher number of trips taken in January. Volume rose by 1% in the February-August period, with value actually decreasing by 6%.
- A similar pattern emerged in England, with volume figures for the year to date up by 5% and value figures up by 16%.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
June-Aug '12						
GB	752	760	+1%	19,677	22,158	+13%
England	618	637	+3%	16,225	18,478	+14%
Jan-Aug '12						
GB	1,800	1,878	+4%	46,242	52,530	+14%
England	1,493	1,573	+5%	37,399	43,368	+16%

Base sizes:

GB: June-Aug 2012 (8,723), Jan-Aug: 2012 (21,865)

England: June-Aug 2012 (6,145), Jan-Aug: 2012 (15,156)

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