

GB Day Visits 2012
October - December 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 December 2012 increased by 7% when compared with the same period last year, rising from 384 million to 409 million.
- The value of those visits also increased during the same period, up from £12.9 billion to £15.4 billion (an increase of 19%).
- When looking at year to date figures (January-December 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 10%.
- However, this increase is largely due to a much higher number of trips taken in January, as volume rose by 8% in the February-December period, with value increasing by 6%.
- The same pattern emerged in England, with the number of visits taken so far this year 12% higher than in the same period last year.
- The value of those visits also increased by 14%.

Tourism Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
Oct-Dec '12						
GB	384	409	+7%	12,948	15,369	+19%
England	328	354	+8%	10,976	13,310	+21%
Jan-Dec '12						
GB	1,546	1,712	+11%	52,040	57,052	+10%
England	1,306	1,467	+12%	42,670	48,459	+14%

Base sizes:

GB: Oct-Dec 2012 (5,475), Jan-Dec: 2012 (20,619)

England: Oct-Dec 2012 (4,037), Jan-Dec: 2012 (14,940)

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Tourism Day Visits – 2012 vs. 2011 Quarterly results GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
Jan-March '12						
GB	314	369	+18%	10,364	11,539	+11%
England	268	318	+19%	8,591	9,973	+16%
April-June '12						
GB	405	436	+8%	13,124	13,434	+2%
England	341	370	+9%	10,448	10,936	+5%
July-Sept '12						
GB	443	497	+12%	15,604	16,710	+7%
England	369	425	+15%	12,655	14,240	+13%
Oct-Dec '12						
GB	384	409	+7%	12,948	15,369	+19%
England	328	354	+8%	10,976	13,310	+21%

3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits increased by 2% during October-December 2012 versus October-December 2011, with spend up by 5%.
- Looking at year to date figures, the number of 3+ hour day visits rose by 4% on the same period last year, rising from 2,686 to 2,807 million. The value of those visits also increased by 7% on last year.
- As with Tourism Day Visits, this increase was largely due to a much higher number of trips taken in January. Volume was the same, at +2%, in the February-December period, however, the increase in value was less pronounced, at +4%.
- A similar pattern emerged in England, with volume figures for the year to date up by 6% and value figures up by 9%.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
Oct-Dec '12						
GB	667	679	+2%	19,267	20,233	+5%
England	559	577	+3%	16,192	17,225	+6%
Jan-Dec '12						
GB	2,686	2,807	+4%	72,311	77,194	+7%
England	2,237	2,378	+6%	59,067	64,434	+9%

Base sizes:

GB: Oct-Dec 2012 (9,201), Jan-Dec: 2012 (33,788)

England: Oct-Dec 2012 (6,477), Jan-Dec: 2012 (23,556)

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3+ Hour Day Visits – 2012 vs. 2011 Quarterly results GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
Jan-March '12						
GB	582	645	+11%	15,086	16,340	+8%
England	490	547	+12%	12,445	13,542	+9%
April-June '12						
GB	699	714	+2%	17,766	19,876	+12%
England	580	605	+4%	14,144	16,121	+14%
July-Sept '12						
GB	738	768	+4%	20,192	20,745	+3%
England	608	649	+7%	16,286	17,546	+8%
Oct-Dec '12						
GB	667	679	+2%	19,267	20,233	+5%
England	559	577	+3%	16,192	17,225	+6%