

GB Day Visits 2012

May - July 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 July 2012 increased by 8% when compared with the same period last year, rising from 416 million to 450 million.
- However, the value of those visits decreased during the same period, down from £13,935 million to £13,628 million (a fall of 2%).
- When looking at year to date figures (January-July 2012), the number of visits increased by 10% compared with the same period last year, as did the value of those visits, which rose by 6%. This increase was largely due to a much higher number of trips taken in January, as volume rose by 6% in the February-July period, with value decreasing by 5%.
- The same pattern emerged in England, with the number of visits taken so far this year 10% higher than in the same period last year.
- The value of those visits also increased by 9%.

Tourism Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
May-July '12						
GB	416	450	+8%	13,935	13,628	-2%
England	348	377	+8%	11,634	11,047	-5%
Jan-July '12						
GB	873	961	+10%	29,089	30,901	+6%
England	737	807	+10%	23,706	25,774	+9%

Base sizes:

GB: May-July 2012 (5,336), Jan-July: 2012 (11,538)

England: May-July 2012 (3,876), Jan-July: 2012 (8,284)

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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 2% in the period May-July 2012 versus May-July 2011, with spend up by 16%.
- Looking at year to date figures, the number of 3+ hour day visits rose by 4% on the same period last year, rising from 1,540 to 1,605 million. The value of those visits also increased by 13% on last year.
- As with Tourism Day Visits, this increase was largely due to a much higher number of trips taken in January, as volume rose by 4% in the February-July period, with value increasing by 5%.
- 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	% +/-
May-July '12						
GB	713	729	+2%	18,516	21,446	+16%
England	589	611	+4%	15,240	17,695	+16%
Jan-July '12						
GB	1,540	1,605	+4%	39,898	45,265	+13%
England	1,238	1,345	+5%	32,327	37,378	+16%

Base sizes:

GB: May-July 2012 (8,570), Jan-July: 2012 (19,022)

England: May-July 2012 (5,991), Jan-July: 2012 (13,175)

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