

# GB Day Visits 2012

## April - June 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](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 June 2012 increased by 8% when compared with the same period last year, rising from 405 million to 436 million.
- The value of those visits also increased during the same period, up from £13,124 million to £13,434 million (an increase of 2%).
- When looking at year to date figures (January-June 2012), the number of visits increased by 12% compared with the same period last year, as did the value of those visits, which rose by 12%. This increase was largely due to a much higher number of trips taken in January, as volume rose by 7% in the February-June period, with value decreasing by 2%.
- 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 15%.

# Tourism Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
April-June '12						
GB	405	436	+8%	13,124	13,434	+2%
England	341	365	+7%	10,448	10,845	+4%
Jan-June '12						
GB	719	805	+12%	23,488	26,326	+12%
England	609	676	+11%	19,039	21,975	+15%

**Base sizes:**

**GB:** April-June 2012 (5,189), Jan-June: 2012 (9,414)

**England:** April-June 2012 (3,711), Jan-June: 2012 (6,699)

# 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 April-June 2012 versus April-June 2011, with spend up by 22%.
- Looking at year to date figures, the number of 3+ hour day visits rose by 6% on the same period last year, rising from 1,281 to 1,359 million. The value of those visits also increased by 20% 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 1% in the February-June period, with value increasing by 9%.
- A similar pattern emerged in England, with volume figures for the year to date up by 3% and value figures up by 22%.

# 3+ Hour Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
April-June '12						
GB	699	714	+2%	17,766	21,629	+22%
England	580	598	+3%	14,144	17,751	+26%
Jan-June '12						
GB	1,281	1,359	+6%	32,852	39,323	+20%
England	1,070	1,138	+6%	26,589	32,450	+22%

**Base sizes:**

**GB:** April-June 2012 (8,442), Jan-June: 2012 (15,675)

**England:** April-June 2012 (5,855), Jan-June: 2012 (10,793)

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