

GB Day Visits 2012

March - May 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_March_2012_tcm30-31621.pdf

Tourism Day Visits Summary

- The volume of day visits in Great Britain in the three months to May 2012 increased by 5% when compared with the same period last year, rising from 388 million to 407 million.
- The value of those visits also increased during the same period, up from £12,355 million to £12,710 million (an increase of 3%).
- When looking at year to date figures (January-May 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 17%. This increase was largely due to a much higher number of trips taken in January, as volume actually remained flat in the February-May period, with value increasing by 5%.
- 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 almost a quarter (23%).

Tourism Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
March-May '12						
GB	388	407	+5%	12,355	12,710	+3%
England	327	344	+5%	9,524	10,452	+10%
Jan-May '12						
GB	586	656	+12%	18,878	22,009	+17%
England	496	551	+11%	15,000	18,514	+23%

Base sizes:

GB: March-May 2012 (5,073), Jan-May: 2012 (7,848)

England: March-May 2012 (8,378), Jan-May: 2012 (13,142)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits was stable in the period March-May 2012 versus March-May 2011, with spend up by 1%.
- Looking at year to date figures, the number of 3+ hour day visits rose by 7% on the same period last year, rising from 1,048 to 1,118 million. The value of those visits also increased by 14% on last year.
- A similar pattern emerged in England, with volume figures the same as the overall GB figure, but higher for value (up 18% compared with 14% for GB).

3+ Hour Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
March-May '12						
GB	683	684	0%	17,431	17,559	+1%
England	570	574	+1%	13,711	14,218	+4%
Jan-May '12						
GB	1,048	1,118	+7%	26,565	30,372	+14%
England	875	935	+7%	21,174	24,890	+18%

Base sizes:

GB: March-May 2012 (3,608), Jan-May: 2012 (5,560)

England: March-May 2012 (5,764), Jan-May: 2012 (9,011)

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