

GB Day Visits 2012
September - November 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 November 2012 increased by 5% when compared with the same period last year, rising from 396 million to 416 million.
- The value of those visits also increased during the same period, up from £13.3 billion to £16.4 billion (an increase of 23%).
- When looking at year to date figures (January-November 2012), the number of visits increased by 9% compared with the same period last year, as did the value of those visits, which rose by 13%.
- However, this increase is largely due to a much higher number of trips taken in January, as volume rose by 7% in the February-November period, with value increasing by 6%.
- The same pattern emerged in England, with the number of visits taken so far this year 9% higher than in the same period last year.
- The value of those visits also increased by 16%.

Tourism Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
Sept-Nov '12						
GB	396	416	+5%	13,327	16,419	+23%
England	338	354	+5%	11,021	14,059	+28%
Jan-Nov '12						
GB	1,426	1,560	+9%	47,381	53,401	+13%
England	1,202	1,315	+9%	38,757	44,847	+16%

Base sizes:

GB: Sept-Nov 2012 (5,016), Jan-Nov: 2012 (18,442)

England: Sept-Nov 2012 (3,712), Jan-Nov: 2012 (13,355)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits remained flat during September-November 2012 versus September-November 2011, with spend up by 16%.
- Looking at year to date figures, the number of 3+ hour day visits rose by 3% on the same period last year, rising from 2,471 to 2,549 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 actually remained flat in the February-November period, with value increasing by 9%.
- A similar pattern emerged in England, with volume figures for the year to date up by 4% and value figures up by 17%.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
Sept-Nov '12						
GB	671	670	0%	18,014	20,826	+16%
England	563	563	0%	14,859	17,635	+19%
Jan-Nov '12						
GB	2,471	2,549	+3%	64,256	73,356	+14%
England	2,056	2,136	+4%	52,258	61,003	+17%

Base sizes:

GB: Sept-Nov 2012 (8,277), Jan-Nov: 2012 (30,142)

England: Sept-Nov 2012 (5,818), Jan-Nov: 2012 (20,974)

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