

# GB Day Visits 2012 August - October 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 October 2012 increased by 11% when compared with the same period last year, rising from 427 million to 475 million.
- The value of those visits also increased during the same period, up from £14.5 billion to £17.7 billion (an increase of 22%).
- When looking at year to date figures (January-October 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 12%.
- However, this increase is largely due to a much higher number of trips taken in January, as volume rose by 8% in the February-October period, with value increasing 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 15%.

# Tourism Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
Aug-Oct '12						
GB	427	475	+11%	14,481	17,701	+22%
England	359	400	+11%	11,821	14,962	+27%
Jan-Oct '12						
GB	1,300	1,436	+10%	43,570	48,602	+12%
England	1,096	1,208	+10%	35,527	40,736	+15%

**Base sizes:**

**GB:** Aug-Oct 2012 (5,421), Jan-Oct: 2012 (16,959)

**England:** Aug-Oct 2012 (3,976), Jan-Oct: 2012 (12,260)

©TNS 2012

# 3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits was up by 4% in the period August-October 2012 versus August-October 2011, with spend up by 15%.
- Looking at year to date figures, the number of 3+ hour day visits rose by 4% on the same period last year, rising from 2,253 to 2,345 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 rose by 1% in the February-October period, with value increasing by 8%.
- A similar pattern emerged in England, with volume figures for the year to date up by 5% and value figures up by 17%.

# 3+ Hour Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
Aug-Oct '12						
GB	713	739	+4%	19,118	22,027	+15%
England	590	619	+5%	15,533	18,547	+19%
Jan-Oct '12						
GB	2,253	2,345	+4%	59,016	67,292	+14%
England	1,873	1,965	+5%	47,860	55,925	+17%

**Base sizes:**

**GB:** Aug-Oct 2012 (8,655), Jan-Oct: 2012 (27,677)

**England:** Aug-Oct 2012 (6,068), Jan-Oct: 2012 (19,243)

©TNS 2012

TNS



VisitEngland