

GB Day Visits 2012 July - September 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 September 2012 increased by 12% when compared with the same period last year, rising from 443 million to 497 million.
- The value of those visits also increased during the same period, up from £15.6 billion to £16.7 billion (an increase of 7%).
- When looking at year to date figures (January-September 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 10%.
- However, this increase is largely due to a much higher number of trips taken in January, as volume rose by 8% in the February-September period, with value increasing by 2%.
- The same pattern emerged in England, with the number of visits taken so far this year 12% higher than in the same period last year.
- The value of those visits also increased by 13%.

Tourism Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
July-Sept '12						
GB	443	497	+12%	15,604	16,710	+7%
England	369	417	+13%	12,655	13,792	+9%
Jan-Sept '12						
GB	1,162	1,303	+12%	39,092	43,036	+10%
England	978	1,094	+12%	31,694	35,767	+13%

Base sizes:

GB: July-Sept 2012 (5,730), Jan-Sept: 2012 (15,144)

England: July-Sept 2012 (4,204), Jan-Sept: 2012 (10,903)

©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 July-September 2012 versus July-September 2011, with spend up by 3%.
- Looking at year to date figures, the number of 3+ hour day visits rose by 5% on the same period last year, rising from 2,019 to 2,128 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. Volume rose by 2% in the February-September period, with value increasing by 6%.
- A similar pattern emerged in England, with volume figures for the year to date up by 6% and value figures up by 16%.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011	2012	% +/-	2011	2012	% +/-
July-Sept '12						
GB	738	768	+4%	20,192	20,745	+3%
England	608	642	+6%	16,286	17,096	+5%
Jan-Sept '12						
GB	2,019	2,128	+5%	53,044	60,068	+13%
England	1,678	1,781	+6%	42,875	49,546	+16%

Base sizes:

GB: July-Sept 2012 (8,912), Jan-Sept: 2012 (24,587)

England: July-Sept 2012 (6,286), Jan-Sept: 2012 (17,079)

©TNS 2012