

GB Day Visits 2012/13
November 2012 - January 2013
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 January 2013 increased by 4% when compared with the same period last year, rising from 374 million to 389 million.
- The value of those visits also increased during the same period, up from £12.7 billion to £13.3 billion (an increase of 5%).
- A similar pattern is evident in England.

Tourism Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011/12	2012/13	% +/-	2011/12	2012/13	% +/-
Nov '12 – Jan '13						
GB	374	389	+4%	12,741	13,316	+5%
England	320	336	+5%	10,935	11,156	+2%



Base sizes:

GB: Nov-Jan 2012/13 (4,928)

England: Nov-Jan 2012/13 (3,646)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits remained unchanged during November 2012 -January 2013 versus November 2011-January 2012, with around 658 million visits having been taken.
- The value of these visits decreased, however, when compared to the same period in 2012, with a 5% decline from £19.2 billion to £18.2 billion.
- A similar picture emerged in England.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011/12	2012/13	% +/-	2011/12	2012/13	% +/-
Nov '12 – Jan '13						
GB	657	658	0%	19,205	18,217	-5%
England	553	558	+1%	16,161	14,835	-8%



Base sizes:

GB: Nov-Jan 2012/13 (8,357)

England: Nov-Jan 2012/13 (5,939)

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