

GB Day Visits 2013 February - April 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 April 2013 decreased by 8% when compared with the same period last year, falling from 382 million to 353 million.
- The value of those visits, however, increased during the same period, up from £11.6 billion to £11.9 billion (an increase of 2%).
- Looking at the year to date picture, both volume of day visits and the value of those visits declined.
- In England, volume fell by 8% in the three months to April but value rose by 6% against the same period in 2012. Both volume and value saw decline in the year-to-date data.

Tourism Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (`12-`13)	2011	2012	2013	% +/- (`12-`13)
Feb – April `13								
GB	373	382	353	-8%	12,690	11,648	11,862	+2%
England	320	329	303	-8%	10,038	9,795	10,351	+6%
Jan – April `13								
GB	457	511	466	-9%	15,154	15,920	15,374	-3%
England	390	439	401	-9%	12,072	13,587	13,198	-3%

Base sizes:

GB: Feb-April 2013 (4,551), Jan-April 2013 (5,819)

England: Feb-April 2013 (3,404), Jan-April 2013 (4,351)

©TNS 2012



3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits decreased by 8% during February - April 2013 when compared with the same period the year before, falling from 653 million to 599 million.
- The value of those visits also decreased, slightly, by 2% against the same period last year (falling from £16.6 billion to £16.3 billion).
- Looking at year-to-date figures, the same pattern emerges, but the decline in spend slightly more pronounced.
- Regarding England alone, volume fell by 8% in the three months to April, though the value saw a slight increase (+2%) against the same period in 2012.
- The year-to-date picture for England reflected the year-to-date picture for Great Britain as a whole.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
Feb – April ‘13								
GB	673	653	599	-8%	17,817	16,555	16,284	-2%
England	567	554	508	-8%	14,246	13,599	13,939	+2%
Jan – April ‘13								
GB	828	876	795	-9%	21,382	22,465	21,492	-4%
England	694	743	673	-9%	17,087	18,553	17,961	-3%

Base sizes:

GB: Feb-April 2013 (7,597), Jan-April 2013 (9,843)

England: Feb-April 2013 (5,466), Jan-April 2013 (7,071)

©TNS 2012

TNS



VisitEngland