

# GB Day Visits 2013

## June - August

### 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 August 2013 decreased by -4% when compared with the same period last year, falling from 487 million to 468 million.
- The value of those visits meanwhile rose, from £15.0 billion to £16.6 billion (an increase of 11%).
- Looking at the year to date picture, the volume of day visits fell by -6% when compared with the same period last year, with spend rising 3%.
- Looking at England alone, volume fell by -3% in the three months to August 2013 compared with the same period in 2012, while the value increased sharply by 15%.
- As with GB, the poor start to the year has led to an overall decrease in English volume seeing a decrease of 6%. The value results of English visits for the year to date have increased though (by +5%).

# Tourism Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
June – Aug ‘13								
GB	443	487	468	-4%	15,177	14,973	16,611	+11%
England	368	416	402	-3%	12,736	12,475	14,304	+15%
Jan – Aug ‘13								
GB	1,029	1,143	1,070	-6%	34,055	35,629	36,532	+3%
England	865	978	919	-6%	27,737	29,885	31,396	+5%

**Base sizes:**

**GB:** June-August 2013 (5,417), Jan-August 2013 (12,784)

**England:** June-August 2013 (4,006), Jan-August 2013 (9,498)

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# 3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits decreased by 6% during June - August 2013 when compared with the same period the year before, falling from 760 million to 713 million.
- The value of those visits saw a small increase against the same period last year, up 1% from £20.4 to £20.7 billion.
- In the year-to-date view for GB, the volume of visits is down by 8%, with value down -3%.
- Looking at England alone, volume fell by -6% in the three months to August 2013, when compared with the same period last year, with value increasing by 3%.
- As with the GB data, the same pattern is reflected for England in year-to-date data, with volume of visits down -8% and value down -1%.

# 3+ Hour Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
June – Aug ‘13								
GB	752	760	713	-6%	19,677	20,405	20,661	+1%
England	618	645	605	-6%	16,225	16,950	17,415	+3%
Jan – Aug ‘13								
GB	1,801	1,879	1,726	-8%	46,242	49,423	47,992	-3%
England	1,494	1,590	1,462	-8%	37,399	40,745	40,394	-1%

**Base sizes:**

**GB:** June-August 2013 (8,285), Jan-August 2013 (20,597)

**England:** June-August 2013 (5,936), Jan-August 2013 (14,763)

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