

GB Day Visits 2013
Oct - Dec
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/insight-statistics/major-tourism-surveys/dayvisitors/More_about_the_survey.aspx

Tourism Day Visits Summary

- The volume of day visits in Great Britain in the three months to December 2013 decreased by 6% when compared with the same period last year, falling from 410 million to 384 million.
- The value of these visits also declined from £15.4 billion to £13.3 billion (falling by 14%).
- Looking at the year to date picture, the volume of day visits fell by 7% when compared with the same period last year, with spend falling by 5%.
- Regarding the performance for England alone, volume fell by 5% compared to the same period last year, with value falling by 15%.
- As with GB, an overall decrease in English volume and value results can be seen for the Jan-Dec 2013 period compared to the previous year (-7% and -5% respectively).

Tourism Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
Oct – Dec ‘13								
GB	384	410	384	-6%	12,947	15,369	13,265	-14%
England	328	353	336	-5%	10,976	13,310	11,375	-15%
Jan – Dec ‘13								
GB	1,545	1,712	1,588	-7%	52,039	57,052	53,947	-5%
England	1,307	1,467	1,370	-7%	42,671	48,459	46,024	-5%

Base sizes:

GB: Oct-Dec 2013 (4,491), Jan-Dec 2013 (19,146)

England: Oct-Dec 2013 (3,408), Jan-Dec 2013 (14,261)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits decreased by 8% during October - December 2013 when compared with the same period the year before, falling from 679 million to 628 million.
- The value of those visits also declined against the same period last year (by -9%) falling from £20.2 to £18.4 billion.
- The year-to-date view for Great Britain, volume is down by 8% and value down by 5%.
- When looking at England performance alone, the volume of visits for the three months to December is down 7%, with value down 10%.
- For the year-to-date volume is down 8%, with value down 4%.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
Oct – Dec ‘13								
GB	667	679	628	-8%	19,267	20,233	18,353	-9%
England	559	577	537	-7%	16,192	17,225	15,563	-10%
Jan – Dec ‘13								
GB	2,686	2,807	2,572	-8%	72,309	77,194	73,192	-5%
England	2,237	2,378	2,185	-8%	59,065	64,434	61,734	-4%

Base sizes:

GB: Oct-Dec 2013 (7,404), Jan-Dec 2013 (30,960)

England: Oct-Dec 2013 (5,377), Jan-Dec 2013 (22,246)

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