GB Day Visits 2012/13
December 2012 - February 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](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 February 2013 increased by 2% when compared with the same period last year, rising from 369 million to 375 million.
- The value of those visits decreased during the same period however, down from £12.6 billion to £12.0 billion (a decrease of 5%).
- The decline in value was slightly more pronounced in England.
## Tourism Day Visits

### GB & England

<table>
<thead>
<tr>
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<th>Volume of Visits (millions)</th>
<th>Value of Visits (£millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011/12</td>
<td>2012/13</td>
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<tr>
<td>Dec ’12 – Feb ’13</td>
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<tr>
<td>England</td>
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<td>322</td>
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</tbody>
</table>

**Base sizes:**

**GB:** Dec-Feb 2012/13 (4,766)

**England:** Dec-Feb 2012/13 (3,544)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits fell slightly during December 2012 - February 2013 versus December 2011 - February 2012, with spend down by 12%.
- The decline in value was slightly more pronounced in England.
## 3+ Hour Day Visits
### GB & England

<table>
<thead>
<tr>
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<td>547</td>
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</table>

**Base sizes:**

- **GB:** Dec-Feb 2012/13 (8,217)
- **England:** Dec-Feb 2012/13 (5,884)

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