

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

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

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011/12	2012/13	% +/-	2011/12	2012/13	% +/-
Dec '12 – Feb '13						
GB	369	375	+2%	12,605	12,013	-5%
England	316	322	+2%	10,759	10,015	-7%

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

	Volume of Visits (millions)			Value of Visits (£millions)		
	2011/12	2012/13	% +/-	2011/12	2012/13	% +/-
Dec '12 – Feb '13						
GB	649	645	-1%	19,514	17,132	-12%
England	547	549	0%	16,265	13,952	-14%



Base sizes:

GB: Dec-Feb 2012/13 (8,217)

England: Dec-Feb 2012/13 (5,884)

©TNS 2012



VisitEngland