

# GB Day Visits 2013

## May - July

### 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 July 2013 slightly decreased by 2% when compared with the same period last year, falling from 450 million to 442 million.
- The value of those visits, however, rose, from £13.6 billion to £15.1 billion (+11%).
- Looking at the year to date picture, the volume of day visits fell by 6% when compared with the same period last year, while spend increased by 3%.
- Looking at England alone, volume fell by 1% in the three months to July 2013, when compared with the same period last year, and value saw a sharp increase of 14%.
- As with GB, the poor start to the year has led to an overall decrease in English volume results (-5%) but expenditure has risen 5% to £25.9 billion.

# Tourism Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
May – July ‘13								
GB	415	450	442	-2%	13,936	13,628	15,065	+11%
England	348	383	379	-1%	11,635	11,199	12,748	+14%
Jan – July ‘13								
GB	872	961	908	-6%	29,090	29,548	30,439	+3%
England	738	822	780	-5%	23,707	24,786	25,946	+5%

**Base sizes:**

**GB:** May-July 2013 (5,237), Jan-July 2013 (11,056)

**England:** May-July 2013 (3,866), Jan-July 2013 (8,217)

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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 May - July 2013 when compared with the same period the year before, falling from 730 million to 686 million.
- The value of those visits also decreased by 3% against the same period last year (falling from £19.7 billion to £19.0 billion).
- Looking at the year-to-date data for GB, the pattern is the same, with volume down by 8% and value down 4%.
- The same pattern is reflected in the England data, with volume of visits for the three months to July down 6%, 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)
May – July ‘13								
GB	713	730	686	-6%	18,516	19,693	19,046	-3%
England	590	618	580	-6%	15,240	16,118	15,920	-1%
Jan – July ‘13								
GB	1,541	1,606	1,481	-8%	39,898	42,158	40,538	-4%
England	1,284	1,360	1,253	-8%	32,327	34,671	33,880	-2%

**Base sizes:**

**GB:** May-July 2013 (8,146), Jan-July 2013 (17,989)

**England:** May-July 2013 (5,803), Jan-July 2013 (12,874)

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