

GB Day Visits 2013
April - June
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 June 2013 decreased by 5% when compared with the same period last year, falling from 436 million to 416 million.
- The value of those visits rose during the same period, at £14.4 billion (up 7% from £13.4 billion).
- Looking at the year to date picture, the volume of visits has declined overall (by 7%), while the value of trips saw a small increase compared to the same period for 2012, despite declines seen in the early part of the year.
- Looking at England alone, volume fell by 4% in the three months to June, however, value actually increased by 15% against the same period in 2012.
- As with GB however, despite the poor start to the year there is an overall increase in value for the year so far (up 4%).

Tourism Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
April – June ‘13								
GB	405	436	416	-5%	13,125	13,434	14,398	+7%
England	341	370	356	-4%	10,449	10,936	12,591	+15%
Jan – June ‘13								
GB	719	806	751	-7%	23,489	24,973	25,289	+1%
England	610	689	644	-6%	19,040	20,910	21,848	+4%

Base sizes:

GB: April-June 2013 (5,065), Jan-June 2013 (9,016)

England: April-June 2013 (3,754), Jan-June 2013 (6,713)

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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 April - June 2013 when compared with the same period the year before, falling from 714 million to 658 million.
- The value of those visits also decreased, by 7% against the same period last year (falling from £19.9 billion to £18.5 billion).
- Looking at the year-to-date, the pattern is the same, with volume down by 9% and value by 6%.
- Looking at England alone, volume fell by 8% in the three months to June, and value falling slightly, by 1%, against the same period in 2012.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
April – June ‘13								
GB	699	714	658	-8%	17,766	19,876	18,531	-7%
England	580	605	554	-8%	14,144	16,121	15,906	-1%
Jan – June ‘13								
GB	1,282	1,359	1,239	-9%	32,852	36,217	33,905	-6%
England	1,071	1,152	1,047	-9%	26,589	29,663	28,666	-3%

Base sizes:

GB: April-June 2013 (8,006), Jan-June 2013 (14,839)

England: April-June 2013 (5,704), Jan-June 2013 (10,616)

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