

# GB Day Visits 2013

## January - March

### 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 March 2013 decreased by 9% when compared with the same period last year, falling from 370 million to 335 million.
- The value of those visits also decreased during the same period, down from £11.5 billion to £10.9 billion (a decrease of 6%).
- In England, volume fell by 9% and value by 7% against the same period in 2012.

# Tourism Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
Jan – March ‘13								
GB	314	370	335	-9%	10,364	11,539	10,891	-6%
England	268	318	288	-9%	8,591	9,973	9,258	-7%



**Base sizes:**

**GB:** Jan-March 2013 (3,951)

**England:** Jan-March 2013 (2,959)

©TNS 2012



VisitEngland

# 3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits decreased by 10% during January - March 2013 when compared with the same period the year before, falling from 646 million to 581 million.
- The value of those visits also decreased by 6% against the same period last year (falling from £16.3 billion to £15.4 billion).
- In England, volume fell by 10% and value by 6% 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)
Jan – March ‘13								
GB	582	646	581	-10%	15,086	16,340	15,374	-6%
England	490	547	493	-10%	12,445	13,542	12,760	-6%



**Base sizes:**

**GB:** Jan-March 2013 (6,833)

**England:** Jan-March 2013 (4,912)

©TNS 2012



VisitEngland