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**

<table>
<thead>
<tr>
<th></th>
<th>Volume of Visits (millions)</th>
<th>Value of Visits (£millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011</td>
<td>2012</td>
</tr>
<tr>
<td><strong>Jan – March ’13</strong></td>
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<tr>
<td>GB</td>
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<td>370</td>
</tr>
<tr>
<td>England</td>
<td>268</td>
<td>318</td>
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</tbody>
</table>

**Base sizes:**
- **GB:** Jan-March 2013 (3,951)
- **England:** Jan-March 2013 (2,959)

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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**

<table>
<thead>
<tr>
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<tr>
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<td>GB</td>
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<td>England</td>
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</tbody>
</table>

**Base sizes:**

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

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

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