

GB Day Visits 2013
March - May
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 May 2013 decreased by 7% when compared with the same period last year, falling from 408 million to 379 million.
- The value of those visits increased during the same period, up from £12.7 billion to £12.9 billion (an increase of 2%).
- Looking at the year to date picture, there is a decrease in both volume and value of day visits (-8% and -4% respectively).
- In England, volume fell by 7% in the three months to May but value increased 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)
March – May ‘13								
GB	388	408	379	-7%	12,355	12,710	12,913	+2%
England	327	349	326	-7%	9,525	10,563	11,253	+7%
Jan – May ‘13								
GB	586	657	602	-8%	18,878	20,656	19,921	-4%
England	497	561	517	-8%	15,001	17,410	17,092	-2%

Base sizes:

GB: March-May 2013 (4,778), Jan-May 2013 (7,367)

England: March-May 2013 (3,544), Jan-May 2013 (5,492)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits decreased by 9% during March - May 2013 when compared with the same period the year before, falling from 684 million to 626 million.
- The value of those visits also decreased, slightly, by 2% against the same period last year (falling from £17.6 billion to £17.1 billion).
- Looking at year-to-date figures, the same pattern emerges, but with the decline in spend more pronounced (-6%).
- Looking at England alone, volume fell by 9% in the three months to May, with value slightly increasing (+3%) 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)
March – May ‘13								
GB	683	684	626	-9%	17,431	17,559	17,144	-2%
England	570	579	529	-9%	13,711	14,340	14,740	+3%
Jan – May ‘13								
GB	1,048	1,118	1,013	-9%	26,565	29,019	27,330	-6%
England	875	945	858	-9%	21,174	23,796	22,980	-3%

Base sizes:

GB: March-May 2013 (7,741), Jan-May 2013 (12,312)

England: March-May 2013 (5,538), Jan-May 2013 (8,827)

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