

GB Day Visits 2013
Sept - Nov
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/insight-statistics/major-tourism-surveys/dayvisitors/More_about_the_survey.aspx

Tourism Day Visits Summary

- The volume of day visits in Great Britain in the three months to November 2013 decreased by 8% when compared with the same period last year, falling from 417 million to 382 million.
- The value of those visits also declined from £16.4 billion to £12.5 billion (-24%).
- Looking at the year to date picture, the volume of day visits fell by 7% when compared with the same period last year, with spend falling by 6%.
- Looking at England alone, volume fell by 8% in the three months to November 2013 when compared with the same period last year, with value falling by 27%.
- As with GB, the poor start to the year has led to an overall decrease in English volume and value results for the year so far (-6% and -5% respectively).

Tourism Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
Sept – Nov ‘13								
GB	396	417	382	-8%	13,327	16,419	12,528	-24%
England	338	358	331	-8%	11,021	14,399	10,498	-27%
Jan – Nov ‘13								
GB	1,425	1,560	1,452	-7%	47,382	52,048	49,060	-6%
England	1,203	1,336	1,250	-6%	38,758	44,284	41,894	-5%

Base sizes:

GB: Sept-Nov 2013 (4,612), Jan-Nov 2013 (17,396)

England: Sept-Nov 2013 (3,442), Jan-Nov 2013 (12,940)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits decreased by 7% during September - November 2013 when compared with the same period the year before, falling from 671 million to 621 million.
- The value of those visits also declined against the same period last year (by -12%) falling from £20.8 to £18.3 billion.
- Looking at the year-to-date data for GB, volume is down by 8% and value down by 6%.
- When looking at the England performance alone, the volume of visits for the three months to November is down 7%, with value down 14%.
- For the year-to-date volume is down 8%, with value down 5%.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
Sept – Nov ‘13								
GB	671	671	621	-7%	18,012	20,826	18,328	-12%
England	563	567	529	-7%	14,856	17,975	15,529	-14%
Jan – Nov ‘13								
GB	2,471	2,549	2,347	-8%	64,254	70,249	66,320	-6%
England	2,057	2,158	1,991	-8%	52,255	58,721	55,923	-5%

Base sizes:

GB: Sept-Nov 2013 (7,488), Jan-Nov 2013 (28,085)

England: Sept-Nov 2013 (5,395), Jan-Nov 2013 (20,158)

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