

GB Day Visits 2013  
Aug - Oct  
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](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 October 2013 decreased by 11% when compared with the same period last year, falling from 475 million to 424 million.
- The value of those visits also declined from £17.7 billion to £14.6 billion (-18%).
- 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 5%.
- Looking at England alone, volume fell by 10% in the three months to October 2013 when compared with the same period last year, with value falling by 20%.
- As with GB, there has been an overall decrease in English volume and value results for the year so far (-7% and -5%).

# Tourism Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
Aug – Oct ‘13								
GB	427	475	424	-11%	14,481	17,701	14,560	-18%
England	359	406	365	-10%	11,821	15,365	12,302	-20%
Jan – Oct ‘13								
GB	1,299	1,436	1,332	-7%	43,571	47,249	44,999	-5%
England	1,097	1,228	1,145	-7%	35,528	40,151	38,248	-5%

**Base sizes:**

**GB:** Aug-Oct 2013 (4,961), Jan-Oct 2013 (16,017)

**England:** Aug-Oct 2013 (3,677), Jan-Oct 2013 (11,894)

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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 August - October 2013 when compared with the same period the year before, falling from 740 million to 672 million.
- The value of those visits also declined against the same period last year (by 8%) falling from £22.0 to £22.3 billion.
- Looking at the year-to-date data for GB, volume is down by 8% and value down by 5%.
- When looking at England data alone, the volume of visits for the three months to October is down 8%, with value down 9%.
- 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)
Aug – Oct ‘13								
GB	712	740	672	-9%	19,116	22,027	20,272	-8%
England	590	625	573	-8%	15,530	18,950	17,232	-9%
Jan – Oct ‘13								
GB	2,253	2,345	2,153	-8%	59,014	64,185	60,809	-5%
England	1,874	1,986	1,826	-8%	47,857	53,621	51,112	-5%

**Base sizes:**

**GB:** Aug-Oct 2013 (7,853), Jan-Oct 2013 (25,842)

**England:** Aug-Oct 2013 (5,664), Jan-Oct 2013 (18,538)

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