

GB Day Visits 2013

July - Sept

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 September 2013 decreased by 9% when compared with the same period last year, falling from 497 million to 454 million.
- The value of those visits also declined from £16.7 billion to £15.4 billion (-8%).
- Looking at the year to date picture, the volume of day visits fell by 8% when compared with the same period last year, while spend fell by 2%.
- Looking at England alone, volume fell by 8% in the three months to September 2013 when compared with the same period last year, with value falling at the same level (-10%).
- As with GB, the decreases seen at the start of the year has contributed to an overall decrease in English volume of 7%. Value results also fell by 1%.

Tourism Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
July – Sept ‘13								
GB	443	497	454	-9%	15,604	16,710	15,393	-8%
England	369	425	390	-8%	12,655	14,240	12,800	-10%
Jan – Sept ‘13								
GB	1,162	1,303	1,204	-8%	39,093	41,683	40,682	-2%
England	979	1,113	1,034	-7%	31,695	35,149	34,649	-1%

Base sizes:

GB: July-Sept 2013 (5,639), Jan-Sept 2013 (14,655)

England: July-Sept 2013 (4,140), Jan-Sept 2013 (10,853)

3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits decreased by 8% during July - September 2013 when compared with the same period the year before, falling from 769 million to 704 million.
- The value of those visits, however, remained fairly level against the same period last year (+1%) at £20.9 million.
- Looking at the year-to-date data for GB, volume is down by 9% and value down by 4%.
- When looking at England data alone, the volume of visits for the three months to September is down 7%, while the value saw no change. For the year-to-date period, volume is down 8%, with value down 2%.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)				Value of Visits (£millions)			
	2011	2012	2013	% +/- (‘12-‘13)	2011	2012	2013	% +/- (‘12-‘13)
July – Sept ‘13								
GB	738	769	704	-8%	20,190	20,745	20,934	+1%
England	608	649	601	-7%	16,283	17,546	17,505	0%
Jan – Sept ‘13								
GB	2,019	2,128	1,943	-9%	53,042	56,961	54,839	-4%
England	1,679	1,801	1,648	-8%	42,872	47,209	46,171	-2%

Base sizes:

GB: July-Sept 2013 (8,717), Jan-Sept 2013 (23,556)

England: July-Sept 2013 (6,253), Jan-Sept 2013 (16,869)

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