GB Day Visits 2013/14
November 2013 - January 2014
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 January 2014 declined by 7% when compared with the same period last year, falling from 389 million to 363 million.
- The value of those visits also decreased during the same period, down from £13.3 billion to £12.1 billion (a decrease of 9%).
- Similar declines were seen in England’s volume and value of Day Visits for the three months period to January 2014.
## Tourism Day Visits
### GB & England

<table>
<thead>
<tr>
<th></th>
<th>Volume of Visits (millions)</th>
<th>Value of Visits (£millions)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2012/13</td>
<td>2013/14</td>
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<tr>
<td><strong>Nov ’13 – Jan ’14</strong></td>
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<tr>
<td>GB</td>
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<td>363</td>
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<tr>
<td>England</td>
<td>336</td>
<td>315</td>
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</table>

**Base sizes:**
- **GB:** Nov-Jan 2013/14 (4,336)
- **England:** Nov-Jan 2013/14 (3,256)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits fell by 7% during November 2013 - January 2014 versus the same period for the previous year, with around 612 million visits having been taken, down from 658 million visits.
- The value of these visits also decreased when compared to the same period in 2013, with an 8% decline from £18.2 billion to £16.8 billion.
- The view for England across the same period to January 2014 showed slightly smaller declines including a -6% decline for the volume of visits and a -3% decline in their value.
## 3+ Hour Day Visits
### GB & England

<table>
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<tr>
<td><strong>Nov '13 – Jan '14</strong></td>
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<td>England</td>
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</tbody>
</table>

**Base sizes:**
- **GB:** Nov-Jan 2013/14 (7,310)
- **England:** Nov-Jan 2013/14 (5,280)

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