

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

	Volume of Visits (millions)			Value of Visits (£millions)		
	2012/13	2013/14	% +/-	2012/13	2013/14	% +/-
Nov '13 – Jan '14						
GB	389	363	-7%	13,316	12,092	-9%
England	336	315	-6%	11,156	10,470	-6%



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

	Volume of Visits (millions)			Value of Visits (£millions)		
	2012/13	2013/14	% +/-	2012/13	2013/14	% +/-
Nov '13 – Jan '14						
GB	658	612	-7%	18,217	16,761	-8%
England	558	523	-6%	14,835	14,378	-3%



Base sizes:

GB: Nov-Jan 2013/14 (7,310)

England: Nov-Jan 2013/14 (5,280)

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