

## Southend Central Area Action Plan Additional Document 8 – Definition of Day Visitors

### **Definition of Day Visitors from The Tourism Society**

<http://www.tourismsociety.org/page/88/tourism-definitions.htm>

#### **Tourism**

Tourism is the generic term to cover both demand and supply that has been adopted in various forms and used throughout the World. Tourism is defined as the activities of persons identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes....This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure. [UNWTO statistics Guidelines: 2010]

#### **Visitors**

Visitor is the common denominator that covers all the forms of tourism defined above for the same range of purposes. The term embraces three separate categories.

(1) Tourists who are visitors staying away from home for one or more nights for any of the purposes noted above (domestic, or from abroad).

(2) Same Day visitors, also known as tourist day visitors spending at least 3 hours away from home outside their usual environment for general leisure, recreational and social purposes. Many are local residents of an area.

(3) Leisure day visitors spending less than 3 hours away from home but outside their usual environment, for general leisure, recreational or social purposes. Not included (in the published volume and value of tourism statistics in England), these short stay leisure day visitors contribute directly to the local visitor economy and should also be formally recognized in destination management decisions. Most of this third group of visitors are also residents of destinations and their local catchment areas.