

**GB Day Visits 2015**  
**September 2015**  
**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 September 2015 declined by -1% when compared with the same period last year, to 448 million.
- The value of those visits increased during the same period, to £16.9 billion, up +7% from £15.8 billion in 2014.
- Year to date, volume fell by -3% to 1159 million, while the value of visits increased by +2% to £40.5 billion.
- Looking at England, volume remained roughly the same in the three months to September 2015 at 375 million visits, while value increased by +14% to £14.5 billion, compared to the same period in 2014.
- For the year to date the volume of day visits in England has declined relative to the same period in 2014 by -2%, to 983 million, while the value rose by +5% at £35.0 billion.

# Tourism Day Visits GB & England

	Volume of Visits (millions)						Value of Visits (£millions)						
	2011	2012	2013	2014	2015	% (+/-) '14/'15	2011	2012	2013	2014	2015	% (+/-) '14/'15	
July- September													
GB	442.8	497.1	453.5	450.9	447.9	-1%	£15,603	£16,711	£15,393	£15,841	£16,920	+7%	
England	369.4	424.6	389.7	376.8	375.0	0%	£12,655	£14,242	£12,800	£12,745	£14,539	+14%	
January - September													
GB	1161.3	1302.7	1204.0	1193.9	1159.1	-3%	£39,092	£41,683	£40,682	£39,871	£40,523	+2%	
England	979.0	1113.2	1034.1	1006.4	982.7	-2%	£31,695	£35,149	£34,649	£33,347	£34,975	+5%	

**Base sizes:**

**GB:** Jul 2015 – Sep 2015 (4,751); Jan – Sep 2015 (13,571)

**England:** Jul 2015 – Sep 2015 (3,480); Jan – Sep 2015 (10,091)

# 3+ Hour Day Visits Summary

- The volume of 3+ hour day visits in Great Britain increased by +1% for the three months to September 2015 at 702 million visits, versus the same period in 2014.
- The value of these visits also increased by +9% for the three months to September 2015 against the same period last year at £21.9 billion.
- In the period January to September, volume was down by -3% to 1.906 billion 3+ hour visits and value increased +1% to £54.3 billion.
- In England, volume remained unchanged in the three months to September 2015 to 585 million. The value of these visits increased by +15%, to £18.7 billion.
- Year to date volume in England decreased by -2% at 1.598 billion 3+ hour visits with value up +4% at £46.2 billion.

# 3+ Hour Day Visits GB & England

	Volume of Visits (millions)						Value of Visits (£millions)					
	2011	2012	2013	2014	2015	% (+/-) '14/'15	2011	2012	2013	2014	2015	% (+/-) '14/'15
July – September												
GB	737.5	768.0	704.4	694.7	701.8	+1%	£20,190	£20,744	£20,934	£20,119	£21,926	+9%
England	607.7	649.2	601.0	581.7	584.5	0%	£16,284	£17,546	£17,505	£16,190	£18,688	+15%
January – September												
GB	2018.8	2127.9	1943.4	1962.0	1905.8	-3%	£54,820	£56,961	£54,839	£54,012	£54,332	+1%
England	1678.5	1800.7	1647.9	1637.7	1597.9	-2%	£44,652	£47,209	£46,171	£44,601	£46,197	+4%

**Base sizes:**

**GB:** Jul 2015 – Sep 2015 (7,481); Jan – Sep 2015 (22,288)

**England:** Jul 2015 – Sep 2015 (5,362); Jan – Sep 2015 (16,060)



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