

GB Day Visits 2015
May 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

Tourism Day Visits Summary

- The volume of day visits in Great Britain in the three months to May 2015 declined by -4% when compared with the same period last year, to 384 million.
- The value of those visits decreased during the same period, to £12.6 billion, down -6% from £13.5 billion in 2014.
- Year to date, volume fell by -6% to 573 million and value of visits decreased by -4% to £19.1 billion.
- Looking at England, volume decreased by -1% in the three months to May 2015 at 332 million visits, and value decreased by -5% to £11.0 billion, compared to the same period in 2014.
- Year to date the volume of day visits in England declined relative to the same period in 2014 by -5%, to 491 million and the value decreased by -4% to £16.5 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	
March – May													
GB	388.3	407.6	378.8	398.5	383.8	-4%	£12,355	£12,710	£12,913	£13,469	£12,612	-6%	
England	327.3	348.9	325.9	334.8	331.6	-1%	£9,525	£10,563	£11,263	£11,554	£10,996	-5%	
January – May													
GB	586.0	657.0	601.6	607.8	572.5	-6%	£18,878	£20,655	£19,921	£19,871	£19,060	-4%	
England	497.0	561.2	517.4	516.0	491.1	-5%	£15,001	£17,410	£17,092	£17,134	£16,525	-4%	

Base sizes:

GB: Mar 2015 – May 2015 (4,641), Jan – May 2015 (6,951)

England: Mar 2015 – May 2015 (3,518), Jan – May 2015 (5,233)

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain decreased by -5% for the three months to April 2015 at 634 million visits, versus with the same period in 2014.
- The value of these visits decreased by -9% for the three months against the same period last year (declining from £18.7 billion to £17.0 billion).
- Year to date, volume is down by -6% to 986 million 3+ hour visits and value decreased -5% to £26.6 billion.
- In England, volume decreased by -2% in the three months to May 2015 to 538 million. The value of these visits also decreased, by -5%, to £14.6 billion.
- Year to date, volume decreased by -5% at 832 million 3+ hour visits with value declining by -3% to £22.5 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	
March- May													
GB	683.3	683.9	625.7	670.2	634.0	-5%	£17,431	£17,560	£17,144	£18,672	£17,022	-9%	
England	570.4	579.0	529.3	551.0	537.7	-2%	£13,771	£14,340	£14,740	£15,410	£14,580	-5%	
January - May													
GB	1048.7	1118.3	1013.3	1051.9	985.8	-6%	£28,344	£29,019	£27,330	£27,869	£26,565	-5%	
England	875.7	945.1	857.5	875.6	831.6	-5%	£22,953	£23,796	£22,980	£23,316	£22,507	-3%	

Base sizes:

GB: Mar 2015 – May 2015 (7,616), Jan – May 2015 (11,801)

England: Mar 2015 – May 2015 (5,558), Jan – May 2015 (8,562)



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