

GB Day Visits 2015
April 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 April 2015 declined by -7% when compared with the same period last year, to 338 million.
- The value of those visits decreased during the same period, to £11.8 billion, down -3% from £12.2 billion in 2014.
- Year to date, volume fell by -7% to 435 million and value of visits decreased by -3% to £14.9 billion.
- Looking at England, volume decreased by -8% in the three months to April 2015 at 289 million visits, and value decreased by -4% to £10.2 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 -8%, to 371 million and the value decreased by -4% to £12.8 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	
February - April													
GB	373.4	382.3	352.9	362.0	337.6	-7%	£12,690	£11,648	£11,862	£12,185	£11,835	-3%	
England	319.5	328.5	303.3	312.7	289.2	-8%	£10,039	£9,795	£10,351	£10,638	£10,209	-4%	
January - April													
GB	457.0	510.8	465.6	468.4	435.3	-7%	£15,154	£15,919	£15,374	£15,329	£14,882	-3%	
England	389.8	438.7	400.9	402.8	371.3	-8%	£12,073	£13,587	£13,198	£13,331	£12,793	-4%	

Base sizes:

GB: Feb 2015 – Apr 2015 (4,333), Jan – Apr 2015 (5,474)

England: Feb 2015 – Apr 2015 (3,247), Jan – Apr 2015 (4,087)

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain decreased by -7% for the three months to April 2015 at 584 million visits, versus with the same period in 2014.
- The value of these visits decreased by -5% for the quarter against the same period last year (declining from £17.1 billion to £16.3 billion).
- Year to date, volume is down by -6% to 771 million 3+ hour visits and value decreased -2% to £21.0 billion.
- In England, volume decreased by -6% in the three months to April 2015 to 493 million. The value of these visits also decreased, by -4%, to £13.9 billion.
- Year to date, volume decreased by -6% at 649 million 3+ hour visits with value declining by -3% to £17.7 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	
February - April													
GB	672.5	653.0	598.7	625.2	584.1	-7%	£18,904	£16,555	£16,284	£17,138	£16,276	-5%	
England	567.3	553.7	507.6	525.3	492.8	-6%	£15,334	£13,599	£13,939	£14,417	£13,860	-4%	
January - April													
GB	827.7	876.1	794.8	818.9	771.1	-6%	£23,161	£22,465	£21,492	£21,517	£21,031	-2%	
England	694.2	742.5	673.2	689.2	648.9	-6%	£18,866	£18,553	£17,961	£18,173	£17,666	-3%	

Base sizes:

GB: Feb 2015 – Apr 2015 (7,355), Jan – Apr 2015 (9,444)

England: Feb 2015 – Apr 2015 (5,330), Jan – Apr 2015 (6,824)



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