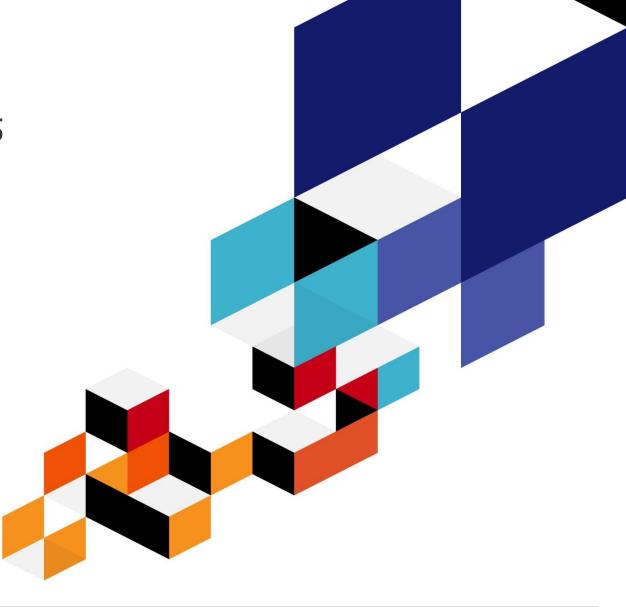
GB Day Visits 2015

March 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

In March, the 3-month rolling figures and the year to date figures (January-March) cover the same period:

- The volume of day visits in Great Britain in the three months to March 2015 declined by -9% when compared with the same period last year, to 303 million.
- The value of those visits decreased during the same period, to £10.7 billion, down -5% from £11.3 billion in 2014.
- Looking at England, volume decreased by -10% in the three months to March 2015 at 259 million visits, and value decreased by -7% to £9.2 billion, compared to the same period in 2014.





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	
January- March													
GB	313.6	369.8	334.7	331.2	302.5	-9%	£10,364	£11,539	£10,891	£11,307	£10,729	-5%	
England	269.0	318.4	288.2	286.4	259.1	-10%	£8,591	£9,974	£9,258	£9,929	£9,221	-7%	
January - March													
GB	313.6	369.8	334.7	331.2	302.5	-9%	£10,364	£11,539	£10,891	£11,307	£10,729	-5%	
England	269.0	318.4	288.2	286.4	259.1	-10%	£8,591	£9,974	£9,258	£9,929	£9,221	-7%	

Base sizes:

GB: Jan – March 2015 (3,933) **England:** Jan - March 2015 (2,952)









3+ Hour Day Visits Summary

In March, the 3-month rolling figures and the year to date figures (January-March) cover the same period:

- 3+ hour day visits in Great Britain decreased by -7% for the three months to March 2015 versus the same period in 2014, at 553 million visits.
- The value of these visits decreased by -2% for the quarter against the same period last year (declining from £15.6 billion to £15.3 billion).
- In England, volume decreased by -7% in the three months to March 2015 to 465 million. Value for the quarter also decreased by -5% to £12.8 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	
January- March													
GB	582.5	645.5	581.2	595.0	552.5	-7%	£16,865	£16.340	£15,374	£15,624	£15,327	-2%	
England	490.7	546.9	492.7	500.5	464.7	-7%	£14,224	£13.542	£12,760	£13,456	£12,815	-5%	
January - March													
GB	582.5	645.5	581.2	595.0	552.5	-7%	£16,865	£16.340	£15,374	£15,624	£15,327	-2%	
England	490.7	546.9	492.7	500.5	464.7	-7%	£14,224	£13.542	£12,760	£13,456	£12,815	-5%	

Base sizes:

GB: Jan – March 2015 (6,949) **England:** Jan - March 2015 (5,019)







