

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)



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