

GB Day Visits 2015
January 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 January 2015 remained stable when compared with the same period last year, at 361 million.
- The value of those visits increased during the same period, to £12.8 billion, up +6% from £12.1 billion in 2014.
- For January 2015, the volume and value of visits decreased compared to January 2014. Volume was down -8% to 98 million visits, and value fell -3% to £3.0 billion.
- Looking at England, volume decreased by -1% in the three months to January 2015 at 313 million visits, and value increased by +4% to £10.8 billion, compared to the same period in 2014.
- In January 2015 the volume of day visits in England declined relative to January 2014 by -9%, to 82.1 million and the value decreased by -4% to £2.6 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	
November – January													
GB	n/a	374.2	389.0	362.8	361.3	0%	n/a	£12,741	£13,316	£12,092	£12,796	+6%	
England	n/a	319.9	336.1	315.3	312.5	-1%	n/a	£10,935	£11,156	£10,470	£10,844	+4%	
January													
GB	83.6	128.5	112.7	106.4	97.8	-8%	£2,464	£4,272	£3,512	£3,144	£3,047	-3%	
England	70.3	110.2	97.6	90.0	82.1	-9%	£2,034	£3,792	£2,847	£2,694	£2,584	-4%	

Base sizes:

GB: Nov 2014 – Jan 2015 (4,362), Jan 2015 (1,141)

England: Nov 2014 – Jan 2015 (3,285), Jan 2015 (840)

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain increased by +1% for the three months to January 2015 versus with the same period in 2014, at 620 million visits.
- The value of these visits increased by +8% for the quarter against the same period last year (rising from £16.8 billion to £18.0 billion).
- For January 2015, volume is down by -3% to 187 million 3+ hour visits, however, value increased +9% to £4.8 billion.
- In England, volume increased by +2% in the three months to January 2015 to 531 million. Value for the quarter also increased by +5% to £15.1 billion.
- Volume for January 2015 decreased by -5% at 156 million 3+ hour visits with value increasing by +1% to £3.8 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	
November – January													
GB	n/a	656.5	657.8	612.2	620.3	+1%	n/a	£19,205	£18,217	£16,761	£18,019	+8%	
England	n/a	552.6	557.7	523.1	530.9	+2%	n/a	£16,161	£14,835	£14,378	£15,066	+5%	
January													
GB	155.2	223.1	196.1	193.8	187.1	-3%	£4,257	£5,910	£5,208	£4,379	£4,755	+9%	
England	126.9	188.8	165.6	164.0	156.1	-5%	£3,532	£4,954	£4,022	£3,756	£3,806	+1%	

Base sizes:

GB: Nov 2014 – Jan 2015 (7,389), Jan 2015 (2,089)

England: Nov 2014 – Jan 2015 (5,389), Jan 2015 (1,494)



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