

# GB Day Visits 2014 February - April 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](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 2014 increased by 3% when compared with the same period last year, rising from 353 million to 362 million.
- The value of those visits also increased during the same period, up from £11.9 billion to £12.2 billion (an increase of 3%).
- Looking at the year to date picture, both volume of day visits and the value of those visits has been fairly stable compared to 2013.
- In England, both volume and value also rose by 3% in the three months to April against the same period in 2013. The year to date picture showed a fairly stable performance compared to 2013.

# Tourism Day Visits GB & England

	Volume of Visits (millions)					Value of Visits (£millions)				
	2011	2012	2013	2014	% +/- (‘13-‘14)	2011	2012	2013	2014	% +/- (‘13-‘14)
Feb – April ‘14										
GB	373	382	353	362	+3%	12,690	11,648	11,862	12,185	+3%
England	320	329	303	313	+3%	10,038	9,795	10,351	10,638	+3%
Jan – April `14										
GB	457	511	466	468	+1%	15,154	15,920	15,374	15,329	0%
England	390	439	401	403	0%	12,072	13,587	13,198	13,331	+1%

**Base sizes:**

**GB:** Feb-April 2014 (4,593), Jan-April 2014 (5,800)

**England:** Feb-April 2014 (3,481), Jan-April 2014 (4,370)

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# 3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits rose by 4% during February - April 2014 when compared with the same period the year before, rising from 599 million to 625 million.
- The value of those visits also increased by 5% against the same period last year (increasing from £16.3 billion to £17.1 billion).
- Looking at year-to-date figures for 3+ hour day visits, the volume of visits has increased by 3%, while the value of these visits has remained unchanged.
- Regarding England alone, volume and value both rose by 3% in the three months to April against the same period in 2012.
- The year-to-date picture for England shows slight increases in both volume and value (rising 2% and 1% respectively).

# 3+ Hour Day Visits GB & England

	Volume of Visits (millions)					Value of Visits (£millions)				
	2011	2012	2013	2014	% +/- (‘13-‘14)	2011	2012	2013	2014	% +/- (‘13-‘14)
Feb – April ‘14										
GB	673	653	599	625	+4%	17,817	16,555	16,284	17,138	+5%
England	567	554	508	525	+3%	14,246	13,599	13,939	14,417	+3%
Jan – April ‘14										
GB	828	876	795	819	+3%	21,382	22,465	21,492	21,517	0%
England	694	743	673	689	+2%	17,087	18,553	17,961	18,173	+1%

**Base sizes:**

**GB:** Feb-April 2014 (7,704), Jan-April 2014 (9,896)

**England:** Feb-April 2014 (5,546), Jan-April 2014 (7,118)

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