

GB Day Visits 2014

June - August

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 August 2014 decreased by -4% when compared with the same period last year, falling from 468 million to 452 million.
- The value of those visits also fell during the same period, to £15.2 billion (down -8% from £16.6 billion).
- Year to date, the volume of visits declined overall (by -1%), while the value of trips fell by -4% compared to the same period for 2013.
- Looking at England, volume fell by -6% in the three months to August and value decreased by -14% against the same period in 2013.
- For the year to date England has seen volume of visits decline (by -3%) and value (by -6%).

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)
June – August										
GB	443	487	468	452	-4%	15.176	14.973	16.611	15.243	-8%
England	368	416	402	377	-6%	12.736	12.475	14.304	12.371	-14%
January – August										
GB	1029	1144	1070	1060	-1%	34.054	35.629	36.532	35.114	-4%
England	865	978	919	893	-3%	27.737	29.885	31.396	29.505	-6%

Base sizes:

GB: June – August 2014 (5,333), January – August 2014 (12,600)

England: June – August 2014 (3,868), January – August 2014 (9,312)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits decreased by -2% during June - August 2014 when compared with the same period the year before, falling from 713 million to 699 million.
- The value of those visits, however, decreased by -3% against the same period last year (falling from £20.7 billion to £20.0 billion).
- Year-to-date, volume is up by +1% and value remained stable (0%).
- For England, volume was down by -3% in the three months to August, and value fell by -7%, against the same period in 2013. Year to date volume was stable and value fell -2%.

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)
June – August										
GB	752	760	713	699	-2%	19.677	20.405	20.661	20.018	-3%
England	618	645	605	585	-3%	16.226	16.949	17.415	16.272	-7%
January – August										
GB	1800	1879	1726	1751	+1%	46.241	49.423	47.992	47.887	0%
England	1494	1590	1462	1461	0%	37.400	40.745	40.394	39.587	-2%

Base sizes:

GB: June – August 2014 (5,333), January - August 2014 (12,600)

England: June - August 2014 (3,868), January - August 2014 (9,312)

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