

GB Day Visits 2014
October - December
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 December 2014 increased by +2% when compared with the same period last year, rising from 384 million to 391 million.
- The value of those visits rose during the same period, to £13.9 billion (up +5% from £13.3 billion in 2013).
- For 2014, the volume and value of visits remained stable compared to 2013. Volume for the year was 1,585 million, and value was £53.8 billion.
- Looking at England, volume increased by +1% in the three months to December to 339 million, and value rose to £11.8 billion (up +3% from £11.4 billion) compared to the same period in 2013.
- In 2014 day visits in England decline relative to 2013 by -2%, both volume and value. Volume for the year was 1,345 million visits and value £45.1 billion.

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)
October – December										
GB	383.8	409.6	384.1	390.7	+2%	£12,947	£15,369	£13,265	£13,896	+5%
England	327.7	353.3	335.9	338.7	+1%	£10,976	£13,310	£11,375	£11,755	+3%
January – December										
GB	1545.1	1712.3	1588.1	1584.7	0%	£52,039	£57,052	£53,947	£53,768	0%
England	1306.7	1466.5	1370.0	1345.1	-2%	£42,671	£48,459	£46,024	£45,101	-2%

Base sizes:

GB: Oct – Dec 2014 (4,576), Jan – Dec 2014 (19,096)

England: Oct - Dec 2014 (3,449), Jan – Dec 2014 (14,172)

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3+ hour Day Visits Summary

- 3+ hour day visits in Great Britain volume increased by +2% during the last quarter of 2014 versus with the same period in 2013, with 644 million of these visits.
- The value of these visits increased by +3% for the quarter against the same period last year (rising from £18.6 billion to £18.9 billion).
- For 2014 in total, volume is up by +1% to 2,606 million and value remained stable at £73.0 billion.
- In England, volume increased by +3% in the three months to December 2014 to 554 million. Value for the quarter also increased by +3% to £16.1 billion.
- Volume for 2014 remained stable at 2,192 million 3+ hour visits and value fell -2% to £60.1 billion.

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)
October – December										
GB	667.2	679.1	628.1	643.8	+2%	£19,267	£20,233	£18,353	£18,948	+3%
England	558.9	577.2	536.9	553.9	+3%	£16,192	£17,225	£15,563	£16,076	+3%
January – December										
GB	2686.0	2807.0	2571.5	2605.8	+1%	£74,088	£77,194	£73,192	£72,960	0%
England	2237.4	2377.9	2184.8	2191.6	0%	£60,844	£64,434	£61,734	£60,680	-2%

Base sizes:

GB: Oct – Dec 2014 (7,517), Jan – Dec 2014 (31,075)

England: Oct – Dec 2014 (5,503), Jan – Dec 2014 (22,359)

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