

GB Day Visits 2014

May - July

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 July 2014 decreased by -4% when compared with the same period last year, falling from 442 million to 424 million.
- The value of those visits also fell during the same period, at £13.6 billion (down -10% from £15.1 billion).
- Year to date, the volume of visits declined overall (by -2%), while the value of trips fell by -5% compared to the same period for 2013.
- Looking at England, volume fell by -7% in the three months to July and value decreased by -12% against the same period in 2013.
- Again, on a year-to-date view, England has seen volume of visits decline (by -3%) and value (by -5%).

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)
May – July										
GB	415	450	442	424	-4%	13,936	13,628	15,065	13,612	-10%
England	348	383	379	352	-7%	11,635	11,199	12,748	11,211	-12%
Jan – July										
GB	872	961	908	893	-2%	29,090	29,548	30,439	28,941	-5%
England	738	822	780	755	-3%	23,707	24,786	25,946	24,542	-5%

3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits decreased by -1% during May - July 2014 when compared with the same period the year before, falling from 686 million to 682 million.
- The value of those visits, however, decreased by -2% against the same period last year (falling from £19.0 billion to £18.7 billion).
- Year-to-date, volume is up by +1% and value down by -1%.
- For England, volume was down by -3% in the three months to July, and value fell by -4%, against the same period in 2013.

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)
May – July										
GB	713	730	686	682	-1%	18,516	19,693	19,046	18,670	-2%
England	590	618	580	563	-3%	15,240	16,118	15,920	15,245	-4%
May – July										
GB	1,541	1,606	1,481	1,501	+1%	39,898	42,158	40,538	40,187	-1%
England	1,284	1,360	1,253	1,253	0%	32,327	34,671	33,880	33,419	-1%

Base sizes:

GB: April-June 2014 (7,933), Jan-June 2014 (17,829)

England: April-June 2014 (5,635), Jan-June 2014 (12,753)

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