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](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

<table>
<thead>
<tr>
<th></th>
<th>Volume of Visits (millions)</th>
<th>Value of Visits (£millions)</th>
<th>% +/- ('13-'14)</th>
<th>% +/- ('13-'14)</th>
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</thead>
<tbody>
<tr>
<td><strong>May – July</strong></td>
<td></td>
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<tr>
<td>GB</td>
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<td>England</td>
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<td><strong>Jan – July</strong></td>
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<td>GB</td>
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<td>England</td>
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<td>822</td>
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**Base sizes:**

**GB:** May-July 2014 (5,012), Jan-July 2014 (10,812)

**England:** May-July 2014 (3,621), Jan-July 2014 (7,991)

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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

<table>
<thead>
<tr>
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<th>Volume of Visits (millions)</th>
<th>Value of Visits (£millions)</th>
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<td>England</td>
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</tbody>
</table>

**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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