

GB Day Visits 2014

April - June

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 June 2014 decreased by 1% when compared with the same period last year, falling from 416 million to 412 million.
- The value of those visits also fell during the same period, at £12.7 billion (down 12% from £14.4 billion).
- Looking at the year to date picture, the volume of visits has declined overall (by 1%), while the value of trips fell by 5% compared to the same period for 2013.
- Looking at England alone, volume fell by 4% in the three months to June and value decreased by 15% against the same period in 2013.
- Again, on a year-to-date view, England has seen volume of visits decline by 2% overall 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)
April – June '13										
GB	405	436	416	412	-1%	13,125	13,434	14,398	12,723	-12%
England	341	370	356	343	-4%	10,449	10,936	12,591	10,673	-15%
Jan – June '13										
GB	719	806	751	743	-1%	23,489	24,973	25,289	24,030	-5%
England	610	689	644	630	-2%	19,040	20,910	21,848	20,602	-6%



Base sizes:

GB: April-June 2014 (4,976), Jan-June 2014 (9,164)

England: April-June 2014 (3,618), Jan-June 2014 (6,790)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits increased by 2% during April - June 2014 when compared with the same period the year before, rising from 658 million to 672 million.
- The value of those visits, however, decreased by 1% against the same period last year (falling from £18.5 billion to £18.3 billion).
- Looking at the year-to-date, the pattern is the similar, with volume up by 2% and value remaining static at 0% change.
- Looking at England alone, volume was static at 0% in the three months to June, but the value falling by 6%, 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)
April – June ‘13										
GB	699	714	658	672	+2%	17,766	19,876	18,531	18,269	-1%
England	580	605	554	555	0%	14,144	16,121	15,906	14,955	-6%
Jan – June ‘13										
GB	1,282	1,359	1,239	1,267	+2%	32,852	36,217	33,905	33,893	0%
England	1,071	1,152	1,047	1,056	+1%	26,589	29,663	28,666	28,411	-1%

Base sizes:

GB: April-June 2014 (7,915), Jan-June 2014 (15,250)

England: April-June 2014 (5,617), Jan-June 2014 (10,898)

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