

GB Day Visits 2014 January - March 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 tourism day visits in Great Britain in the three months to March 2014 decreased by 1% when compared with the same period last year, falling from 335 million to 331 million.
- The value of those visits increased during the same period however, rising from £10.9 billion to £11.3 billion (an increase of 4%).
- In England, the picture for volume and value was similar, though the value of these trips grew at a greater rate of 7% compared to the same period for 2013.

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)
Jan – March '14										
GB	314	370	335	331	-1%	10,364	11,539	10,891	11,307	+4%
England	268	318	288	286	-1%	8,591	9,973	9,258	9,929	+7%

Base sizes:

GB: Jan-March 2014 (4,188)

England: Jan-March 2014 (3,172)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits rose by 2% during January - March 2014 when compared with the same period the year before, increasing from 581 million to 595 million.
- The value of those visits increased at the same rate of 2% against the same period last year (rising from £15.4 billion to £15.6 billion).
- In England, volume rose by 2% and value by 5% 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)
Jan – March ‘14										
GB	582	646	581	595	+2%	15,086	16,340	15,374	15,624	+2%
England	490	547	493	500	+2%	12,445	13,542	12,760	13,456	+5%



Base sizes:

GB: Jan-March 2014 (7,335)

England: Jan-March 2014 (5,281)

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