

GB Day Visits 2014
March - May
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 May 2014 increased by 5% when compared with the same period last year, rising from 379 million to 399 million.
- The value of those visits increased at a similar rate during the same period, up from £12.9 billion to £13.5 billion (an increase of 4%).
- Looking at the year to date picture, both volume and value of day visits have remained fairly level compared to the same period for 2013 (+1% and 0% respectively).
- In England, volume and value rose by 3% in the three months to May compared to 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)
Mar – May ‘14										
GB	388	408	379	399	+5%	12,355	12,710	12,913	13,469	+4%
England	327	349	326	335	+3%	9,525	10,563	11,253	11,554	+3%
Jan – May ‘14										
GB	586	657	602	608	+1%	18,878	20,656	19,921	19,871	0%
England	497	561	517	516	0%	15,001	17,410	17,092	17,134	0%

Base sizes:

GB: March-May 2014 (4,428), Jan-May 2014 (7,267)

England: March-May 2014 (3,588), Jan-May 2014 (5,444)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits increased by 7% during March - May 2014 when compared with the same period the year before, moving from 626 million to 670 million.
- The value of those visits also increased by 9% against the same period last year (rising from £17.1 billion to £18.7 billion).
- There were also increases when looking at year-to-date figures, though slightly less pronounced, with volume increasing by 4% compared to the same period for 2013, and value increasing by 2%.
- Looking at England alone, volume increased by 4% in the three months to May, 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)
Mar – May ‘14										
GB	683	684	626	670	+7%	17,431	17,559	17,144	18,672	+9%
England	570	579	529	551	+4%	13,711	14,340	14,740	15,410	+5%
Jan – May ‘14										
GB	1,048	1,118	1,013	1,052	+4%	26,565	29,019	27,330	27,869	+2%
England	875	945	858	876	+2%	21,174	23,796	22,980	23,316	+1%

Base sizes:

GB: March-May 2014 (7,846), Jan-May 2014 (12,272)

England: March-May 2014 (5,603), Jan-May 2014 (8,816)

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