

GB Day Visits 2014

September - November

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 November 2014 increased by +2% when compared with the same period last year, rising from 382 million to 391 million.
- The value of those visits rose during the same period, to £14.0 billion (up +12% from £12.5 billion in 2013).
- Year to date, the volume and value of visits remained stable compared to the same period for 2013.
- Looking at England, volume also increased by +2% in the three months to October and value rose to £11.7 billion (up +11% from £10.5 billion) compared to the same period in 2013.
- For the year to date England has seen volume and value of visits decline by -2%.

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)
September – November										
GB	397	417	382	391	+2%	£ 13,326	£ 16,419	£ 12,528	£ 14,008	+12%
England	338	358	331	336	+2%	£ 11,021	£ 14,399	£ 10,498	£ 11,670	+11%
January – November										
GB	1425	1560	1452	1450	0%	£ 47,380	£ 52,048	£ 49,060	£ 49,122	0%
England	1203	1336	1250	1230	-2%	£ 38,758	£ 44,284	£ 41,894	£ 41,175	-2%

Base sizes:

GB: Sep – Nov 2014 (4,633), Jan – Nov 2014 (17,233)

England: Sep - Nov 2014 (3,466), Jan - Nov 2014 (12,778)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits increased by +3% during September to November 2014 when compared with the same period the year before.
- The value of those visits increased by +2% against the same period last year (rising from £18.3 billion to £18.7 billion).
- Year-to-date, volume is up by +2% and value remained stable.
- For England, volume also increased by +3% in the three months to November, and value increased by +1%, against the same period in 2013. Year to date volume increased by +1% and value fell -1%.

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)
September – November										
GB	671	671	621	638	+3%	£ 18,013	£ 20,825	£ 18,328	£ 18,674	+2%
England	563	567	529	544	+3%	£ 14,856	£ 17,976	£ 15,529	£ 15,628	+1%
January – November										
GB	2471	2549	2347	2388	+2%	£ 66,033	£ 70,249	£ 66,320	£ 66,561	0%
England	2056	2158	1991	2005	+1%	£ 54,035	£ 58,721	£ 55,923	£ 55,215	-1%

Base sizes:

GB: Sep – Nov 2014 (7,530), Jan – Nov 2014 (28,054)

England: Sep – Nov 2014 (5,470), Jan – Nov 2014 (20,153)

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