

GB Day Visits 2015
November 2015
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 2015 fell by -5% when compared with the same period last year, falling to 372.8 million.
- The value of those visits increased by +4% during the same period at £14.6 billion in the three months to November 2014 and 2015.
- Year to date, volume fell by -4% to 1.4 billion, while the value of visits remained flat at £49.1 billion.
- Looking at England, the volume of day visits declined by -5% in the three months to November 2015 at 319 million visits, while value increased by +10% to £12.8 billion, compared to the same period in 2014.
- For the year to date the volume of day visits in England has declined relative to the same period in 2014 by -4%, to 1.2 billion, while the value rose by +3% to £42.4 billion.

Tourism Day Visits GB & England

	Volume of Visits (millions)						Value of Visits (£millions)					
	2011	2012	2013	2014	2015	% (+/-) '14/'15	2011	2012	2013	2014	2015	% (+/-) '14/'15
September- November												
GB	396.4	416.5	381.9	390.7	372.8	-5%	£13,326	£16,419	£12,528	£14,008	£14,575	+4%
England	338.1	358.1	330.7	336.2	319.2	-5%	£11,021	£14,399	£10,498	£11,670	£12,848	+10%
January - November												
GB	1425.2	1560.0	1451.7	1450.2	1391.5	-4%	£47,380	£52,048	£49,060	£49,122	£49,111	0%
England	1203.2	1335.6	1250.1	1229.7	1183.5	-4%	£38,758	£44,284	£41,894	£41,175	£42,420	+3%

Base sizes:

GB: Sep 2015 – Nov 2015 (4917); Jan – Nov 2015 (16,898)

England: Sep 2015 – Nov 2015 (3,670); Jan – Nov 2015 (12,591)



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3+ Hour Day Visits Summary

- The volume of 3+ hour day visits in Great Britain decreased by -3% for the three months to November 2015 at 620 million visits versus the same period in 2014.
- The value of these visits increased by +8% for the three months to November 2015 against the same period last year at £20.2 billion.
- In the period January to November, volume was down by -4% to 2.3 billion 3+ hour visits, while the value remained unchanged at £66.7 billion.
- In England, volume fell by -3% in the three months to November 2015 compared to 2014, falling to 528 million. The value of these visits increased, however, by +12%, to £17.5 billion.
- Year to date volume in England declined by -3% at over 1.9 billion 3+ hour visits, while the value rose by +3% to £56.7 billion.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)						Value of Visits (£millions)					
	2011	2012	2013	2014	2015	% (+/-) '14/'15	2011	2012	2013	2014	2015	% (+/-) '14/'15
September– November												
GB	670.7	670.6	620.5	637.6	620.1	-3%	£18,013	£20,825	£18,328	£18,674	£20,172	+8%
England	562.6	567.3	528.9	544.0	527.7	-3%	£14,856	£17,976	£15,529	£15,628	£17,531	+12%
January – November												
GB	2470.9	2549.3	2346.9	2388.3	2304.2	-4%	£66,033	£70,249	£66,320	£66,561	£66,736	0%
England	2056.4	2157.6	1991.2	2004.6	1938.0	-3%	£54,035	£58,721	£55,923	£55,215	£56,739	+3%

Base sizes:

GB: Sep 2015 – Nov 2015 (8,100); Jan – Nov 2015 (27,925)

England: Sep 2015 – Nov 2015 (5,907); Jan – Nov 2015 (20,161)



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