

GB Day Visits 2014

August - October

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 October 2014 increased by +1% when compared with the same period last year, rising from 424 million to 429 million.
- The value of those visits rose during the same period, to £15.1 billion (up +4% from £14.6 billion in 2013).
- Year to date, the volume of visits declined overall (by -1%), while the value of trips fell by -2% compared to the same period for 2013.
- Looking at England, volume fell by -1% in the three months to October and value remained stable (0%) compared to the same period in 2013.
- For the year to date England has seen volume of visits decline (by -3%) and value (by -4%).

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)
August – October										
GB	427	475	424	429	+1%	14,480	17,701	14,560	15,078	+4%
England	360	406	365	360	-1%	11,821	15,365	12,302	12,299	0%
January – October										
GB	1,299	1,436	1,332	1,321	-1%	43,569	47,249	44,999	44,019	-2%
England	1,097	1,228	1,145	1,115	-3%	35,528	40,151	38,248	36,841	-4%

Base sizes:

GB: Aug – Oct 2014 (5,063), Jan – Oct 2014 (15,875)

England: Aug – Oct 2014 (3,736), Jan – Oct 2014 (11,727)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits was stable during August to October 2014 when compared with the same period the year before.
- The value of those visits decreased by -4% against the same period last year (falling from £20.2 billion to £19.5 billion).
- Year-to-date, volume is up by +1% and value declined by -2%.
- For England, volume was down by -1% in the three months to October, and value fell by -7%, against the same period in 2013. Year to date volume was stable and value fell -3%.

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)
August – October										
GB	712	740	672	672	0%	19,117	22,027	20,272	19,509	-4%
England	590	625	573	564	-1%	15,531	18,950	17,232	16,001	-7%
January – October										
GB	2,253	2,345	2,153	2,173	+1%	60,793	64,185	60,810	59,696	-2%
England	1,874	1,986	1,826	1,817	0%	49,637	53,621	51,112	49,420	-3%

Base sizes:

GB: Aug – Oct 2014 (7,946), Jan – Oct 2014 (25,775)

England: Aug – Oct 2014 (5,711), Jan – Oct 2014 (18,464)

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