

GB Day Visits 2015
October 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 October 2015 fell by -2% when compared with the same period last year, falling to 420.9 million.
- The value of those visits remained flat during the same period at £15.1 billion in October 2014 and 2015.
- Year to date, volume fell by -3% to 1,277 million, while the value of visits increased by +1% to £44.5 billion.
- Looking at England, the volume of day visits declined by -2% in the three months to October 2015 at 353 million visits, while value increased by +8% to £13.2 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 -3%, to 1.1 billion, while the value rose by +4% at £38.4 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
August- October												
GB	427.1	475.2	424.2	428.6	420.9	-2%	£14,480	£17,701	£14,560	£15,078	£15,115	0%
England	359.4	406.3	365.0	360.1	353.2	-2%	£11,821	£15,365	£12,302	£12,299	£13,235	+8%
January - October												
GB	1299.4	1436.0	1331.7	1321.1	1277.4	-3%	£43,569	£47,249	£44,999	£44,019	£44,506	+1%
England	1097.0	1228.0	1144.7	1114.7	1084.7	-3%	£35,528	£40,151	£38,248	£36,841	£38,413	+4%

Base sizes:

GB: Aug 2015 – Oct 2015 (4,915); Jan – Oct 2015 (15,214)

England: Aug 2015 – Oct 2015 (3,615); Jan – Oct 2015 (11,330)

3+ Hour Day Visits Summary

- The volume of 3+ hour day visits in Great Britain decreased by -1% for the three months to October 2015 at 668 million visits versus the same period in 2014.
- The value of these visits increased by +4% for the three months to October 2015 against the same period last year at £20.3 billion.
- In the period January to October, volume was down by -3% to 2.1 billion 3+ hour visits, while the value remained unchanged at £60.0 billion.
- In England, volume fell by -1% in the three months to October 2015 compared to 2014, falling to 560 million. The value of these visits increased, however, by +10%, to £17.5 billion.
- Year to date volume in England decreased by -3% at just under 1.8 billion 3+ hour visits, while the value rose by +3% to £51.0 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	
August- October													
GB	712.0	739.6	671.9	671.7	668.1	-1%	£19,117	£22,027	£20,272	£19,509	£20,250	+4%	
England	589.9	625.4	572.7	564.1	560.0	-1%	£15,531	£18,950	£17,232	£16,001	£17,526	+10%	
January - October													
GB	2252.6	2345.3	2153.1	2172.6	2104.4	-3%	£60,793	£64,185	£60,810	£59,696	£59,994	0%	
England	1873.6	1985.8	1825.7	1816.7	1768.4	-3%	£44,652	£47,209	£46,171	£44,601	£51,031	+3%	

Base sizes:

GB: Aug 2015 – Oct 2015 (7,818); Jan – Oct 2015 (25,020)

England: Aug 2015 – Oct 2015 (5,622); Jan – Oct 2015 (18,054)



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