

GB Day Visits 2014  
**July - September**  
**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](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 September 2014 decreased by -1% when compared with the same period last year, falling from 454 million to 451 million.
- The value of those visits rose during the same period, to £15.8 billion (up +3% from £15.4 billion).
- 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 -3% in the three months to September 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)
July – September										
GB	443	497	454	451	-1%	15,603	16,711	15,393	15,841	+3%
England	369	425	390	377	-3%	12,655	14,240	12,800	12,745	0%
January – September										
GB	1161	1303	1204	1194	-1%	39,092	41,683	40,682	39,871	-2%
England	979	1113	1034	1006	-3%	31,695	35,149	34,649	33,347	-4%

**Base sizes:**

**GB:** July – Sept 2014 (5,356), January - Sept 2014 (14,520)

**England:** July - Sept 2014 (3,933), January - Sept 2014 (10,723)

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# 3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits decreased by -1% during July - September 2014 when compared with the same period the year before, falling from 704 million to 695 million.
- The value of those visits decreased by -4% against the same period last year (falling from £20.9 billion to £20.1 billion).
- Year-to-date, volume is up by +1% and value declined by -2%.
- For England, volume was down by -3% in the three months to September, and value fell by -8%, against the same period in 2013. Year to date volume fell -1% 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)
July – September										
GB	738	769	704	695	-1%	20,190	20,744	20,934	20,119	-4%
England	608	649	601	582	-3%	16,284	17,546	17,505	16,190	-8%
January – September										
GB	2,019	2,128	1,943	1,962	+1%	53,042	56,961	54,839	54,012	-2%
England	1,679	1,801	1,648	1,638	-1%	42,873	47,209	46,171	44,601	-3%

**Base sizes:**

**GB:** June – August 2014 (20,119), January - August 2014 (54,012)

**England:** June - August 2014 (16,190), January - August 2014 (44,601)

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