

GB Day Visits 2015

December 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 December 2015 fell by -6% when compared with the same period last year, falling to 366.1 million.
- The value of those visits also decreased, by -4% during the same period at £13.3 billion.
- Year to date, volume fell by -4% to 1.5 billion, while the value of visits remained flat at £53.9 billion.
- Looking at England, the volume of day visits declined by -7% in the three months to December 2015 at 315 million visits, and value fell by -3% to £11.4 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 1.3 billion, while the value rose by +3% to £46.4 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	
October - December													
GB	383.8	409.6	384.1	390.7	366.1	-6%	£12,947	£15,369	£13,265	£13,896	£13,340	-4%	
England	327.7	353.3	335.9	338.7	315.3	-7%	£10,976	£13,310	£11,375	£11,755	£11,447	-3%	
January - December													
GB	1545.1	1712.3	1588.1	1584.7	1525.2	-4%	£52,039	£57,052	£53,947	£53,768	£53,863	0%	
England	1306.7	1466.5	1370.0	1345.1	1298.0	-4%	£42,671	£48,459	£46,024	£45,101	£46,422	+3%	

Base sizes:

GB: Oct 2015 – Dec 2015 (5,161); Jan – Dec 2015 (18,732)

England: Oct 2015 – Dec 2015 (3,875); Jan – Dec 2015 (13,966)

3+ Hour Day Visits Summary

- The volume of 3+ hour day visits in Great Britain decreased by -3% for the three months to December 2015 at 627 million visits versus the same period in 2014.
- The value of these visits remained flat for the three months to December 2015 against the same period last year at £19.0 billion.
- In the period January to December volume was down by -3% to 2.5 billion 3+ hour visits, while the value increased by +1% at £73.4 billion.
- In England, volume fell by -4% in the three months to December 2015 compared to 2014, falling to 534 million. The value of these visits remained flat at £16.1 billion.
- Year to date volume in England declined by -3% at 2.1 billion 3+ hour visits, while the value rose by +3% to £62.3 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
October – December												
GB	667.2	679.1	628.1	643.8	627.3	-3%	£19,267	£20,233	£18,353	£18,948	£19,031	0%
England	558.9	577.2	536.9	553.9	533.8	-4%	£16,192	£17,225	£15,563	£16,079	£16,093	0%
January – December												
GB	2686.0	2807.0	2571.5	2605.8	2533.2	-3%	£74,088	£77,194	£73,192	£72,960	£73,363	+1%
England	2237.4	2377.9	2184.8	2191.6	2131.7	-3%	£60,844	£64,434	£61,734	£60,680	£62,290	+3%

Base sizes:

GB: Oct 2015 – Dec 2015 (8,703); Jan – Dec 2015 (30,991)

England: Oct 2015 – Dec 2015 (6,337); Jan – Dec 2015 (22,397)



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