

GB Day Visits 2015  
**August 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](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 August 2015 declined by -1% when compared with the same period last year, to 446 million.
- The value of those visits increased during the same period, to £15.5 billion, up +2% from £15.2 billion in 2014.
- Year to date, volume fell by -4% to 1019 million and value of visits decreased by -2% to £34.5 billion.
- Looking at England, volume decreased by -1% in the three months to August 2015 at 373 million visits, while value increased by +5% to £13.0 billion, compared to the same period in 2014.
- Year to date the volume of day visits in England has declined relative to the same period in 2014 by -3%, to 864 million and the value was unchanged at £29.6 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
June- August												
GB	442.8	486.5	468.2	451.7	446.1	-1%	£15,176	£134,973	£16,611	£15,243	£15,476	+2%
England	368.1	416.3	402.0	377.5	373.2	-1%	£12,736	£12,475	£14,304	£12,371	£13,047	+5%
January - August												
GB	1028.8	1143.5	1069.8	1059.5	1018.6	-4%	£34,054	£35,629	£36,532	£35,114	£34,536	-2%
England	865.1	977.5	919.4	893.5	864.3	-3%	£27,737	£29,885	£31,396	£29,505	£29,572	0%

**Base sizes:**

**GB:** Jun 2015 – Aug 2015 (5,030); Jan – Aug 2015 (11,981)

**England:** Jun 2015 – Aug 2015 (3,688); Jan – Aug 2015 (8,921)

# 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain were unchanged for the three months to August 2015 at 698 million visits, versus the same period in 2014.
- The value of these visits was also unchanged for the three months to August 2015 against the same period last year at £20.0 billion.
- In the period January to August, volume was down by -4% to 1.684 billion 3+ hour visits and value decreased -3% to £46.6 billion.
- In England, volume decreased by -1% in the three months to August 2015 to 579 million. The value of these visits increased, by +3%, to £16.7 billion.
- Year to date volume in England decreased by -4% at 1.410 billion 3+ hour visits with value down -1% at £39.2 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	
June – August													
GB	751.5	760.4	713.1	698.8	698.2	0%	£19,677	£20,405	£20,661	£20,018	£19,999	0%	
England	618.1	645.2	604.8	585.0	578.7	-1%	£16,226	£16,949	£17,415	£16,272	£16,702	+3%	
January – August													
GB	1800.2	1878.7	1726.4	1750.7	1684.0	-4%	£48,020	£49,423	£47,992	£47,887	£46,564	-3%	
England	1493.8	1590.3	1426.3	1460.7	1410.3	-3%	£39,179	£40,745	£40,394	£39,587	£39,209	-1%	

**Base sizes:**

**GB:** Jun 2015 – Aug 2015 (8,024); Jan – Aug 2015 (19,825)

**England:** Jun 2015 – Aug 2015 (5,692); Jan – Aug 2015 (14,254)



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