

GB Day Visits 2015  
**July 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 July 2015 declined by -1% when compared with the same period last year, to 421 million.
- The value of those visits increased during the same period, to £14.5 billion, up +7% from £13.6 billion in 2014.
- Year to date, volume fell by -4% to 857 million and value of visits increased by +2% to £29.4 billion.
- Looking at England, volume increased by +2% in the three months to June 2015 at 360 million visits, and value increased by +10% to £12.4 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 732 million and the value increased by +3% to £25.2 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
May- July												
GB	415.3	450.0	441.9	424.1	421.2	-1%	£13,935	£13,628	£15,065	£13,612	£14,509	+7%
England	347.8	383.0	378.8	351.9	360.2	+2%	£11,634	£11,199	£12,748	£11,211	£12,385	+10%
January - July												
GB	872.3	960.8	907.5	892.5	856.5	-4%	£29,089	£29,547	£30,439	£28,941	£29,391	+2%
England	737.6	821.7	779.7	754.6	731.5	-3%	£23,707	£24,786	£25,947	£24,542	£25,178	+3%

**Base sizes:**

**GB:** May 2015 – Jul 2015 (4,825), Jan – Jul 2015 (10,299)

**England:** May 2015 – Jul 2015 (3,631), Jan – Jul 2015 (7,715)

# 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain decreased by -2% for the three months to July 2015 at 665 million visits, versus the same period in 2014.
- The value of these visits was unchanged for the three months to July 2015 against the same period last year at £18.7 billion.
- Year to date, volume is down by -4% to 1.436 billion 3+ hour visits and value decreased -1% to £39.7 billion.
- In England, volume decreased by -1% in the three months to July 2015 to 560 million. The value of these visits increased, by +4%, to £15.8 billion.
- Year to date volume in England decreased by -4% at 1.208 billion 3+ hour visits with value stable at £33.5 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	
May- July													
GB	712.9	729.6	686.4	682.0	665.2	<b>-2%</b>	£18,515	£19,693	£19,046	£18,670	£18,714	<b>0%</b>	
England	585.9	917.9	579.8	563.4	559.5	<b>-1%</b>	£15,241	£16,118	£15,920	£15,245	£15,839	<b>+4%</b>	
January - July													
GB	1540.6	1605.7	1481.2	1500.9	1436.3	<b>-4%</b>	£41,676	£42,158	£40,538	£40,187	£39,745	<b>-1%</b>	
England	1283.7	1360.4	1253.0	1252.6	1208.4	<b>-4%</b>	£34,107	£34,671	£33,880	£33,419	£33,505	<b>0%</b>	

**Base sizes:**

**GB:** May 2015 – Jul 2015 (7,758), Jan – Jul 2015 (17,202)

**England:** May 2015 – Jul 2015 (5,608), Jan – Jul 2015 (12,432)



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