

GB Day Visits 2015  
**June 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 June 2015 declined by -1% when compared with the same period last year, to 409 million.
- The value of those visits increased during the same period, to £12.9 billion, up +1% from £12.7 billion in 2014.
- Year to date, volume fell by -4% to 711 million and value of visits decreased by -2% to £23.6 billion.
- Looking at England, volume increased by +2% in the three months to June 2015 at 349 million visits, and value increased by +5% to £11.2 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 608 million and the value decreased by -1% to £20.4 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	
April- June													
GB	404.9	435.8	415.8	411.9	408.7	-1%	£13,125	£13,433	£14,398	£12,723	£12,874	+1%	
England	340.6	370.2	356.2	343.2	348.6	+2%	£10,449	£10,936	£12,591	£10,673	£11,215	+5%	
January - June													
GB	718.5	805.6	750.5	743.1	711.2	-4%	£23,489	£24,972	£25,289	£24,030	£23,603	-2%	
England	609.6	688.6	644.4	629.5	607.7	-3%	£19,040	£20,910	£21,848	£20,602	£20,436	-1%	

**Base sizes:**

**GB:** Apr 2015 – Jun 2015 (4,887), Jan – Jun 2015 (8,820)

**England:** Apr 2015 – Jun 2015 (3,662), Jan – Jun 2015 (6,611)

# 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain decreased by -3% for the three months to June 2015 at 652 million visits, versus the same period in 2014.
- The value of these visits decreased by -7% for the three months against the same period last year (declining from £18.3 billion to £17.1 billion).
- Year to date, volume is down by -5% to 1.2 billion 3+ hour visits and value decreased -4% to £32.4 billion.
- In England, volume decreased by -1% in the three months to June 2015 to 549 million. The value of these visits also decreased, by -2%, to £14.7 billion.
- Year to date, volume decreased by -4% at 1.0 billion 3+ hour visits with value declining by -3% to £27.5 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	
April – June													
GB	698.8	713.8	657.8	672.3	651.6	<b>-3%</b>	£17,765	£19,877	£18,531	£18,269	£17,078	<b>-7%</b>	
England	580.1	604.6	554.2	555.4	548.7	<b>-1%</b>	£14,144	£16,121	£15,906	£14,955	£14,694	<b>-2%</b>	
January - June													
GB	1281.3	1359.3	1239.0	1267.3	1204.0	<b>-5%</b>	£34,630	£36,217	£33,905	£33,893	£32,402	<b>-4%</b>	
England	1070.8	1151.3	1046.9	1055.9	1013.4	<b>-4%</b>	£28,368	£29,663	£28,666	£28,411	£27,509	<b>-3%</b>	

**Base sizes:**

**GB:** Apr 2015 – Jun 2015 (7,858), Jan – Jun 2015 (14,807)

**England:** Apr 2015 – Jun 2015 (5,679), Jan – Jun 2015 (10,698)



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