

# GB Day Visits 2015

## February 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 February 2015 declined by -7% when compared with the same period last year, to 323 million.
- The value of those visits decreased during the same period, to £11.1 billion, down -2% from £11.3 billion in 2014.
- Year to date, volume fell by -10% to 189 million but value of visits increased by +1% to £6.4 billion.
- Looking at England, volume decreased by -10% in the three months to February 2015 at 275 million visits, and value decreased by -3% to £9.5 billion, compared to the same period in 2014.
- Year to date the volume of day visits in England declined relative to the same period in 2014 by -12%, to 160 million and the value decreased by -1% to £5.5 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	
December – February													
GB	n/a	369.3	375.1	345.7	323.1	<b>-7%</b>	n/a	£12,604	£12,013	£11,289	£11,094	<b>-2%</b>	
England	n/a	315.8	322.4	301.1	274.9	<b>-9%</b>	n/a	£10,759	10,015	£9,710	£9,456	<b>-3%</b>	
January - February													
GB	197.7	249.4	222.8	209.3	188.7	<b>-10%</b>	£6,523	£7,946	£7,008	£6,402	£6,448	<b>+1%</b>	
England	169.7	212.3	191.5	181.2	159.5	<b>-12%</b>	£5,476	£6,846	£5,839	£5,580	£5,529	<b>-1%</b>	

**Base sizes:**

**GB:** Dec 2014 – Feb 2015 (4,173), Jan - Feb 2015 (2,310)

**England:** Dec 2014 – Feb 2015 (3,112), Jan - Feb 2015 (1,718)

# 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain decreased by -6% for the three months to February 2015 versus with the same period in 2014, at 569 million visits.
- The value of these visits decreased by -1% for the quarter against the same period last year (declining from £16.1 billion to £15.9 billion).
- Year to date, volume is down by -8% to 352 million 3+ hour visits, however, value increased +4% to £9.5 billion.
- In England, volume decreased by -7% in the three months to February 2015 to 481 million. Value for the quarter also decreased by -2% to £13.4 billion.
- Year to date, volume decreased by -9% at 294 million 3+ hour visits with value remaining stable at £7.9 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	
December - February													
GB	n/a	434.4	645.3	606.3	569.2	<b>-6%</b>	n/a	£19,514	17,132	£16,069	£15,942	<b>-1%</b>	
England	n/a	366.1	548.5	518.3	480.8	<b>-7%</b>	n/a	£16,266	13,952	£13,717	£13,392	<b>-2%</b>	
January - February													
GB	365.4	434.4	387.6	381.7	351.8	<b>-8%</b>	£10,913	£11,459	£10,187	£9,197	£9,542	<b>+4%</b>	
England	305.3	366.1	328.2	324.7	293.9	<b>-9%</b>	£9,242	£9,456	£8,240	£7,906	£7,927	<b>0%</b>	

**Base sizes:**

**GB:** Dec 2014 – Feb 2015 (7,206), Jan - Feb 2015 (4,185)

**England:** Dec 2014 – Feb 2015 (5,210), Jan - Feb 2015 (3,004)