

GB Day Visits 2017
December 2017
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.
- We also measure the **Activities Core to Tourism Visits**, a subset of Tourism Day Visits, which only concern visits involving a selection of activities related to tourism.

Re-weighting of 2011 to 2015 data

- In 2016 the following changes were identified as necessary and implemented on the survey from January 2016:
 - Questionnaire improvements to make the survey more engaging and easy to complete
 - Questionnaire revisions required as part of the 'merging' of GBDVS with the GBTS online piloting
 - From January 2016 the weekly sample size contacted for the survey increased from 673 to 1,000
- This combination of small changes made to the GBDVS questionnaire had worked together to increase levels of visits reported by respondents by around **+15%**.
- As a result, the results from the past years in this report have all been revised to take into account this increase of **+15%** and thus make the data more comparable with the current scores.
- For more information please see:
<https://www.visitbritain.org/about-gbts-and-gbdvs>

Tourism Day Visits Summary

- The volume of day visits in Great Britain in the three months to December 2017 decreased by -1% when compared with the same period last year, to 441 million.
- The value of those visits decreased by -7% during the same period to £16.2 billion.
- Year to date at the GB level, volume decreased by -2% to 1.8 billion, while the value of visits decreased by -2% to £62.4 billion.
- Looking at England, volume decreased by -1% in the three months to December 2017 at 372 million visits, while value decreased by -8% to £13.3 billion compared to the same period in 2016.
- Year to date, the volume of day visits in England decreased relative to the same period in 2016 by -3%, to 1.5 billion and the value decreased by -5% to £51 billion compared to the same period in 2016.

Tourism Day Visits GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17
Oct- Dec														
GB	471.0	441.7	449.3	421.0	445.4	441.2	-1%	£17,675	£15,255	£15,981	£15,341	£17,445	£16,208	-7%
Eng	406.3	386.3	389.6	362.6	377.2	372.3	-1%	£15,307	£13,082	£13,518	£13,164	£14,602	£13,386	-8%
Jan- Dec														
GB	1969.1	1826.3	1822.3	1754.0	1834.2	1793.4	-2%	£65,610	£62,039	£61,833	£61,943	£63,904	£62,447	-2%
Eng	1686.5	1575.5	1546.9	1492.7	1557.0	1505.4	-3%	£55,728	£52,928	£51,867	£53,385	£53,534	£50,900	-5%

Base sizes:

GB: October– December 2017 (4989); January– December 2017 (20564)

England: October – December 2017 (3696); January– December 2017 (15251)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to December 2017 decreased by -1% when compared with the same period last year, to 110 million.
- The value of those visits increased by +7% during the same period to £3.4 billion.
- However, year to date at the GB level volume decreased by -1% to 540 million and value of visits decreased by -4% to £16.1 billion.
- Looking at England, in the three months to December 2017, the volume of ACT visits decreased by -3%, to 91 million visits, while value increased by +4% to £2.8 billion compared to the same period in 2016.
- Year to date, the volume of ACT visits in England decreased relative to the same period in 2016 by -4%, to 444 million and the value decreased by -3% compared to the same period in 2016 to £13.4 billion.

Activities Core to Tourism GB & England

Volume of Visits (millions)								Value of Visits (£millions)						
	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17
Oct- Dec														
GB	113.5	106	118.7	106.4	111.0	109.9	-1%	£3,742	£3,066	£3,884	£3,792	£3,245	£3,473	+7%
Eng	96.7	91.4	105.9	91.9	94.3	91.1	-3%	£3,304	£2,548	£3,501	£3,296	£2,740	£2,844	+4%
Jan- Dec														
GB	563.2	530	549.3	520.6	547.4	540.3	-1%	£17,273	£16,944	£16,934	£17,758	£16,792	£16,163	-4%
Eng	472.5	452.1	468.5	447.6	462.8	444.4	-4%	£14,599	£14,588	£14,472	£15,388	£13,811	£13,423	-3%

Base sizes:

GB: October– December 2017 (1248); January– December 2017 (6203)

England: October – December 2017 (902); January– December 2017 (4531)

*Estimates – see slide 3

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to December 2017 decreased by -5% when compared to 2016, to 718 million visits.
- The value of these visits decreased by -14% for the three months against the same period last year to £22.7 billion.
- Year to date, volume is down by -4% to 2.9 billion 3+ hour visits and value decreased by -4% to £87.9 billion.
- In England, volume declined by -5% in the three months to December 2017 to 607 million. However, the value of these visits decreased by -16% to 19 billion.
- Year to date, the volume of day visits in England decreased relative to the same period in 2016 by -5%, to 2.5 billion and the value decreased by -7% to £72 billion.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17
Oct-Dec														
GB	781.0	722.3	740.4	721.4	752.5	718.2	-5%	£23,268	£21,106	£21,790	£21,886	£26,610	£22,763	-14%
Eng	663.8	617.4	637.0	613.9	637.7	607.4	-5%	£19,809	£17,897	£18,491	£18,507	£22,645	£19,026	-16%
Jan-Dec														
GB	3228.1	2957.2	2996.6	2913.1	3077.2	2942.9	-4%	£88,773	£84,171	£83,904	£84,367	£91,776	£87,943	-4%
Eng	2734.6	2512.5	2520.3	2451.5	2597.8	2471.4	-5%	£74,099	£70,994	£69,782	£71,634	£77,002	£71,996	-7%

Base sizes:

GB: October– December 2017 (8178); January– December 2017 (33691)

England: October – December 2017 (5935); January– December 2017 (24302)

*Estimates – see slide 3