

GB Day Visits 2017
November 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 November 2017 decreased by -1% when compared with the same period last year, to 443 million.
- The value of those visits also decreased -3% during the same period at £16.1 billion.
- Year to date at the GB level, volume decreased by -2% to 1.6 billion, the value of visits also decreased by -2% to £56.6 billion.
- Looking at England, volume was similar to 2016 in the three months to November 2017 at 376 million visits, while value decreased by -2% to £13.6 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 1.4 billion and the value decreased by -5% to £46.1 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 |
| Sep- Nov | | | | | | | | | | | | | | |
| GB | 479.0 | 439.2 | 449.3 | 428.8 | 445.9 | 443.3 | -1% | £18,882 | £14,407 | £16,109 | £16,761 | £16,625 | £16,143 | -3% |
| Eng | 411.8 | 380.3 | 386.7 | 367.1 | 377.8 | 376.1 | 0% | £16,559 | £12,073 | £13,420 | £14,775 | £13,926 | £13,643 | -2% |
| | | | | | | | | | | | | | | |
| Jan - Nov | | | | | | | | | | | | | | |
| GB | 1794.0 | 1669.4 | 1667.8 | 1600.2 | 1683.9 | 1648.3 | -2% | £59,855 | £56,419 | £56,490 | £56,478 | £57,509 | £56,588 | -2% |
| Eng | 1535.9 | 1437.6 | 1414.2 | 1361.0 | 1432.9 | 1385.1 | -3% | £50,926 | £48,178 | £47,351 | £48,783 | £48,287 | £46,090 | -5% |

Base sizes:

GB: September– November 2017 (5057); January– November 2017 (18627)

England: September – November 2017 (3764); January– November 2017 (13823)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to November 2017 decreased by -1% when compared with the same period last year, to 126 million.
- The value of those visits also decreased by -1% during the same period to £3.6 billion.
- Year to date at the GB level volume also decreased by -1% to 510 million while value of visits decreased by -5% to around £15 billion.
- Looking at England, in the three months to November 2017 the volume of ACT visits decreased by -3% to 104 million visits, while value increased slightly by +1% to £3 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 419 million and the value decreased by -4% compared to the same period in 2016 to £12.4 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 |
| Sep- Nov | | | | | | | | | | | | | | |
| GB | 149.1 | 133.6 | 141.3 | 135.8 | 127.0 | 125.5 | -1% | £5,308 | £3,960 | £4,688 | £4,918 | £3,626 | £3,573 | -1% |
| Eng | 127.1 | 115.5 | 123.3 | 115.6 | 107.3 | 103.9 | -3% | £4,655 | £3,297 | £4,039 | £4,320 | £2,954 | £2,981 | +1% |
| | | | | | | | | | | | | | | |
| Jan - Nov | | | | | | | | | | | | | | |
| GB | 533.1 | 502.9 | 519.1 | 492.3 | 517.3 | 510.2 | -1% | £16,257 | £16,287 | £16,130 | £16,895 | £15,784 | £14,976 | -5% |
| Eng | 446.5 | 428.9 | 441.2 | 423.1 | 437.7 | 419.3 | -4% | £13,706 | £14,035 | £13,748 | £14,683 | £12,952 | £12,395 | -4% |

Base sizes:

GB: September– November 2017 (1498); January– November 2017 (5810)

England: September – November 2017 (1088); January– November 2017 (4250)

*Estimates – see slide 3

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to November 2017 decreased by -5% compared to the same period in 2016 to 712 million visits.
- The value of these visits also decreased by -6% for the three months against the same period last year to £22 billion.
- Year to date, volume is down by -4% to 2.7 billion 3+ hour visits and value decreased by -2% to £79.4 billion.
- In England, volume declined by -5% in the three months to November 2017 to 603 million. Similarly, the value of these visits decreased, by -5%, to £18.8 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2016 by -5%, to 2.3 billion and the value decreased by -5% to £65 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 |
| Sep- Nov | | | | | | | | | | | | | | |
| GB | 771.2 | 713.6 | 733.3 | 713.2 | 751.5 | 711.5 | -5% | £23,949 | £21,078 | £21,475 | £23,198 | £23,441 | £22,010 | -6% |
| England | 652.4 | 608.2 | 625.6 | 606.9 | 633.1 | 602.6 | -5% | £20,672 | £17,858 | £17,972 | £20,160 | £19,806 | £18,797 | -5% |
| Jan - Nov | | | | | | | | | | | | | | |
| GB | 2931.7 | 2698.9 | 2746.6 | 2649.8 | 2821.6 | 2699.5 | -4% | £80,786 | £76,268 | £76,545 | £76,746 | £81,249 | £79,357 | -2% |
| England | 2481.2 | 2289.9 | 2305.3 | 2228.7 | 2383.7 | 2266.6 | -5% | £67,529 | £64,312 | £63,497 | £65,250 | £68,121 | £64,945 | -5% |

Base sizes:

GB: September– November 2017 (8194); January– November 2017 (30508)

England: September – November 2017 (5926); January– November 2017 (21969)