

**GB Day Visits 2017**  
**September 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 September 2017 decreased by -3% when compared with the same period last year, to 500 million.
- The value of those visits decreased during the same period by -7% at £16.8 billion.
- Year to date at the GB level, volume decreased by -3% to 1.35 billion but the value of visits stayed the same at £46.2 billion.
- Looking at England, volume decreased by -4% in the three months to September 2017 at 414.5 million visits, while value decreased by -5% to £14 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 -4%, to 1.13 billion and the value decreased by -4% to £37.5 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
Jul-Sep														
GB	571.7	521.5	518.5	515.1	516.2	500.0	-3%	£19,217	£17,702	£18,217	£19,458	£18,144	£16,804	-7%
Eng	488.3	448.2	433.4	431.3	431.8	414.5	-4%	£16,376	£14,720	£14,657	£16,720	£14,786	£13,998	-5%
Jan-Sep														
GB	1498.1	1384.6	1373.0	1333.0	1388.8	1352.2	-3%	£47,935	£46,784	£45,852	£46,601	£46,459	£46,240	0%
Eng	1280.2	1189.2	1157.3	1130.1	1179.7	1133.1	-4%	£40,422	£39,846	£38,348	£40,222	£38,932	£37,514	-4%

**Base sizes:**

**GB:** July- September 2017 (5598); January- September 2017 (15575)

**England:** July - September 2017 (4166); January- September 2017 (11555)

\*Estimates – see slide 3

# Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to September 2017 increased by +2% when compared with the same period last year, to 171 million.
- The value of those visits decreased by -14% during the same period to £4.8 billion.
- However, year to date at the GB level volume decreased by -1% to 430.4 million and value of visits decreased by -6% to £12.7 billion.
- Looking at England, in the three months to September 2017 the volume of ACT visits decreased by -4% to 136 million visits, while value decreased by -7% to £4.1 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 353 million and the value decreased by -4% compared to the same period in 2016 to £10.6 billion.

# Activities Core to Tourism GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2016	2017	% (+/-) '16/'17	2016	2017	% (+/-) '16/'17
Jul- Sep						
GB	167.9	171.0	+2%	£5,605	£4,800	-14%
Eng	141.4	136.1	-4%	£4,379	£4,060	-7%
Jan- Sep						
GB	436.4	430.4	-1%	£13,547	£12,690	-6%
Eng	368.5	353.3	-4%	£11,071	£10,579	-4%

**Base sizes:**

**GB:** July- September 2017 (1953); January- September 2017 (4955)

**England:** July - September 2017 (1402); January- September 2017 (3629)

# 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to September 2017 decreased by -1% compared to the same period in 2016 to 806 million visits.
- The value of these visits increased by +1% for the three months against the same period last year to £24.5 billion.
- Year to date, volume is down by -4% to 2.2 billion 3+ hour visits and value remained the same at £65.2 billion.
- In England, volume declined by -2% in the three months to September 2017 to 670 million. However, the value of these visits increased, by +5%, to 20.5 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2016 by -5%, to 1.86 billion and the value decreased by -3% to £53 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
Jul- Sep														
GB	883.9	810.1	798.9	807.1	814.9	806.1	-1%	£23,856	£24,074	£23,137	£25,215	£24,147	£24,504	+1%
England	746.6	691.2	669.0	672.2	681.2	669.6	-2%	£20,178	£20,130	£18,619	£21,491	£19,512	£20,471	+5%
Jan- Sep														
GB	2447.1	2234.9	2256.3	2191.7	2324.7	2224.7	-4%	£65,505	£63,065	£62,114	£62,481	£65,167	£65,179	0%
England	2070.8	1895.1	1883.3	1837.6	1960.1	1864.0	-5%	£54,290	£53,097	£51,291	£53,126	£54,357	£52,970	-3%

**Base sizes:**

**GB:** July- September 2017 (8909); January- September 2017 (25513)

**England:** July - September 2017 (6420); January- September 2017 (18367)

\*Estimates – see slide 3