

GB Day Visits 2017
August 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 August 2017 decreased by -3% when compared with the same period last year, to 502 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 -3% to 1.2 billion while the value of visits decreased by -1% to £40.4 billion.
- Looking at England, volume decreased by -5% in the three months to August 2017 at 415 million visits, while value decreased by -12% to £12.7 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 billion and the value decreased by -6% to £32.4 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
Jun-Aug														
GB	559.5	538.4	519.5	513.0	518.6	502.3	-3%	£17,219	£19,103	£17,529	£17,797	£17,395	£16,216	-7%
Eng	478.7	462.3	434.1	429.2	439.2	415.1	-5%	£14,346	£16,450	£14,226	£15,004	£14,465	£12,734	-12%
Jan-Aug														
GB	1315.0	1230.2	1218.5	1171.4	1238.0	1205.0	-3%	£40,973	£42,012	£40,381	£39,716	£40,885	£40,445	-1%
Eng	1124.1	1057.3	1027.5	994.0	1055.1	1009.0	-4%	£34,367	£36,105	£33,930	£34,008	£34,361	£32,447	-6%

Base sizes:

GB: June– August 2017 (5575); January– August 2017 (13570)

England: June – August 2017 (4129); January– August 2017 (10059)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to August 2017 remains stable compared to the same period last year, to 170 million.
- The value of those visits decreased by -5% during the same period to £5.2 billion.
- However, year to date at the GB level volume decreased by -1% to 385 million and value of visits decreased by -6% to £11.4 billion.
- Looking at England, in the three months to August 2017 the volume of ACT visits decreased by -6% to 134 million visits, while value decreased by -4% to £4.2 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 -5% to 315 million and the value decreased by -6% compared to the same period in 2016 to £9.4 billion.

Activities Core to Tourism GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2016	2017	% (+/-) '16/'17	2016	2017	% (+/-) '16/'17
Jun- Aug						
GB	169.1	169.9	0%	£5,438	£5,165	-5%
Eng	143.4	134.1	-6%	£4,351	£4,188	-4%
Jan-Aug						
GB	390.3	384.7	-1%	£12,158	£11,403	-6%
Eng	330.4	315.4	-5%	£9,999	£9,414	-6%

Base sizes:

GB: June- August 2017 (1929); January- August 2017 (4312)

England: June - August 2017 (1383); January- August 2017 (3162)

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to August 2017 decreased by -1% compared to the same period in 2016 to 811 million visits.
- The value of these visits decreased by -1% for the three months against the same period last year to £24.1 billion.
- Year to date, volume is down by -4% to 2 billion 3+ hour visits and value decreased by -1% to £57.3 billion.
- In England, volume declined by -3% in the three months to August 2017 to 671 million. Similarly, the value of these visits decreased, by -4%, to 19.2 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2016 by -5%, to 1.7 billion and the value decreased by -4% to £46.1 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
Jun- Aug														
GB	874.5	820.1	803.6	802.9	820.8	810.8	-1%	£23,466	£23,761	£23,021	£22,999	£24,478	£24,115	-1%
England	742.0	695.5	672.8	665.5	691.7	670.6	-3%	£19,492	£20,027	£18,712	£19,207	£20,056	£19,233	-4%
Jan- Aug														
GB	2160.5	1985.4	2013.3	1936.7	2070.1	1988.0	-4%	£56,837	£55,190	£55,070	£53,548	£57,808	£57,347	-1%
England	1828.8	1681.6	1679.8	1621.8	1750.6	1664.0	-5%	£46,857	£46,453	£45,526	£45,090	£48,314	£46,148	-4%

Base sizes:

GB: June- August 2017 (8960); January- August 2017 (22314)

England: June - August 2017 (6440); January- August 2017 (16043)

*Estimates – see slide 3