

**GB Day Visits 2017**  
**June 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 June 2017 decreased by -2% when compared with the same period last year, to 453 million.
- The value of those visits increased by +9% during the same period to £15.7 billion.
- Year to date at the GB level volume decreased by -2% to 852 million and value of visits increased by +4% to £29.4 billion.
- Looking at England, volume decreased by -4% in the three months to June 2017 at 381 million visits, while value also decreased by -1% to £12.4 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 719 million and the value decreased by -3% compared to the same period in 2016 to £23.5 billion.

# 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
Apr- June														
GB	501.2	478.2	473.6	470.0	464.2	452.7	-2%	£15,448	£16,558	£14,631	£14,805	£14,411	£15,690	+9%
Eng	425.7	409.6	394.6	400.9	396.0	380.8	-4%	£12,576	£14,479	£12,274	£12,898	£12,453	£12,380	-1%
Jan- June														
GB	926.4	863.1	854.5	817.9	872.7	852.2	-2%	£28,718	£29,082	£27,635	£27,143	£28,315	£29,435	+4%
Eng	791.9	741.1	723.9	698.9	748.0	718.6	-4%	£24,046	£25,126	£23,692	£23,502	£24,146	£23,516	-3%

\* Estimates: See Slide 3

**Base sizes:**

**GB:** April- June 2017 (5241); January- June 2017 (9977)

**England:** April - June 2017 (3873); January- June 2017 (7389)

# Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to June 2017 increased by +2% when compared with the same period last year, to 150 million.
- The value of those visits increased by +20% during the same period to £4.9 billion.
- However, year to date at the GB level volume decreased by -3% to 259 million and value of visits decreased by -1% to £7.9 billion.
- Looking at England, in the three months to June 2017 the volume of ACT visits remains stable at 124 million visits, while value increased by +16% 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 217 million and the value decreased by -3% compared to the same period in 2016 to £6.5 billion.

# Activities Core to Tourism GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2016	2017	% (+/-) '16/'17	2016	2017	% (+/-) '16/'17
Apr-June						
GB	147.1	149.6	+2%	£4,059	£4,875	+20%
Eng	123.9	124.3	0%	£3,494	£4,058	+16%
Jan-June						
GB	268.5	259.4	-3%	£7,941	£7,889	-1%
Eng	227.1	217.2	-4%	£6,693	£6,519	-3%

**Base sizes:**

**GB:** April- June 2017 (1706); January- June 2017 (3002)

**England:** April - June 2017 (1246); January- June 2017 (2227)

# 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to June 2017 decreased by -7% compared to the same period in 2016 to 738 million visits.
- The value of these visits increased by +4% for the three months against the same period last year to £21.9 billion.
- Year to date, volume is down by -6% to 1.4 billion 3+ hour visits and value decreased by -1% to £40.7 billion.
- In England, volume declined by -7% in the three months to June 2017 to 620 million. The value of these visits also decreased, by -3%, to 17.3 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2016 by -7%, to 1,2 billion and the value decreased by -7% to £32.5 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
Apr- June														
GB	820.9	756.5	773.2	749.3	791.7	737.5	<b>-7%</b>	£22,858	£21,311	£21,009	£19,640	£21,052	£21,899	<b>+4%</b>
England	695.3	637.3	638.8	631.0	669.8	620.4	<b>-7%</b>	£18,539	£18,292	£17,198	£16,898	£17,885	£17,375	<b>-3%</b>
Jan- June														
GB	1563.2	1424.9	1457.4	1384.7	1509.8	1418.7	<b>-6%</b>	£41,649	£38,991	£38,976	£37,266	£41,019	£40,676	<b>-1%</b>
England	1324.2	1203.9	1214.3	1165.4	1278.9	1194.4	<b>-7%</b>	£34,112	£32,966	£32,673	£31,635	£34,846	£32,499	<b>-7%</b>

**Base sizes:**

**GB:** April- June 2017 (8521); January- June 2017 (16604)

**England:** April - June 2017 (6126); January- June 2017 (11947)