

GB Day Visits 2017
May 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.
- For more information on these definitions 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 May 2017 decreased by -1% when compared with the same period last year, to 464 million.
- The value of those visits increased by +9% during the same period to £16.2 billion.
- Year to date at the GB level volume also decreased but by -2% to 703 million but the value of visits increased by +3% to £24.2 billion.
- Looking at England, volume decreased by -2% in the three months to May 2017 at 391 million visits, while value increased by +3% to £12.9 billion compared to the same period in 2016.
- Year to date the volume of day visits in England decreased by -4% relative to the same period in 2016 and the value decreased by -1% to £19.7 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
Mar- May														
GB	468.7	435.6	458.3	441.4	470.0	463.7	-1%	£14,616	£14,850	£15,490	£14,503	£14,843	£16,224	+9%
Eng	401.2	374.8	385.0	381.3	398.8	391.4	-2%	£12,148	£12,940	£13,287	£12,646	£12,577	£12,940	+3%
Jan- May														
GB	755.6	691.84	699.0	658.4	719.3	702.7	-2%	£23,754	£22,909	£22,852	£21,919	£23,489	£24,229	+3%
Eng	645.4	595.0	593.4	564.8	615.9	593.9	-4%	£20,021	£19,655	£19,704	£19,004	£19,896	£19,712	-1%

Base sizes:

GB: March – May 2017 (5278); January – May 2017 (7995)

England: March – May 2017 (3939); January – May 2017 (5930)

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to May 2017 decreased by -6% to 760 million visits, versus the same period in 2016.
- The value of these visits increased by +6% for the three months against the same period last year to £22.1 billion.
- Year to date, volume is down by -6% to 1.2 billion 3+ hour visits while value stayed at similar levels at £33.2 billion.
- In England, volume declined by -6% in the three months to May 2017 to 640 million. However, the value of these visits stayed the same at £17.7 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2016 by -6%, to 993 million and the value decreased by -5% to £26.9 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
Mar- May														
GB	786.5	719.6	770.7	729.1	806.6	759.7	-6%	£20,194	£19,715	£21,473	£19,575	£20,929	£22,094	+6%
England	665.9	608.7	633.6	618.4	678.9	640.1	-6%	£16,491	£16,951	£17,721	£16,767	£17,694	£17,672	0%
Jan- May														
GB	1286.0	1165.3	1209.7	1133.7	1249.2	1177.2	-6%	£33,371	£31,430	£32,049	£30,549	£33,331	£33,231	0%
England	1086.9	986.1	1007.0	956.3	1058.9	993.4	-6%	£27,365	£26,427	£26,813	£25,883	£28,258	£26,915	-5%

Base sizes:

GB: March– May 2017 (8623); January– May 2017 (13354)

England: March – May 2017 (6223); January– May 2017 (9603)