

GB Day Visits 2017
March 2017
GB & England



Background and 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 (TDV)**, 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.

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 period and year to date to March 2017 decreased by -2% when compared with the same period last year, to 400 million.
- The value of those visits increased by +2% during the same period to £14.2 billion.
- Looking at England, volume decreased by -4% in the three months period and year to date to March 2017 at 338 million visits, while value decreased by -3% to £11.4 billion compared to the same period in 2016.

Tourism Day Visits GB & England

3 months	Volume of Visits (millions)							Value of Visits (£millions)						
	2012	2013	2014	2015	2016	2017	% (+/-) '16/'17	2012	2013	2014	2015	2016	2017	% (+/-) '16/'17
Jan-Mar														
GB	425.3	384.9	380.9	347.9	408.5	399.5	-2%	£13,270	£12,524	£13,003	£12,339	£13,904	£14,194	+2%
Eng	366.2	331.4	329.3	298.0	351.9	337.8	-4%	£11,470	£10,646	£11,418	£10,604	£11,693	£11,388	-3%
YTD														
Jan -Mar														
GB	425.3	384.9	380.9	347.9	408.5	399.5	-2%	£13,270	£12,524	£13,003	£12,339	£13,904	£14,194	-2%
Eng	366.2	331.4	329.3	298.0	351.9	337.8	-4%	£11,470	£10,646	£11,418	£10,604	£11,693	£11,388	-3%

Base sizes:

GB: January– March 2017 (4736); Jan - March 2017 (4736)

England: January – March 2017 (3516); Jan - March 2017 (3516)

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain decreased by -5% for the three months period and year to date to March 2017 at 681 million visits, versus the same period in 2016.
- The value of these visits decreased by -6% for the three months against the same period last year to £18.8 billion.
- In England, volume declined by -6% in the three months period and year to date to March 2017 to 574 million. The value of these visits also decreased, by -11%, to £15.1 billion.

3+ Hour Day Visits GB & England

3 Months	Volume of Visits (millions)							Value of Visits (£millions)						
	2012	2013	2014	2015	2016	2017	% (+/-) '16/'17	2012	2013	2014	2015	2016	2017	% (+/-) '16/'17
Jan-Mar														
GB	742.3	668.4	684.2	635.3	718.1	681.1	-5%	£18,791	£17,680	£17,968	£17,627	£19,967	£18,777	-6%
England	628.9	566.6	575.6	534.4	609.1	574.0	-6%	£15,574	£14,674	£15,475	£14,737	£16,961	£15,125	-11%
YTD														
Jan-Mar														
GB	742.3	668.4	684.2	635.3	718.1	681.1	-5%	£18,791	£17,680	£17,968	£17,627	£19,967	£18,777	-6%
England	628.9	566.6	575.6	534.4	609.1	574.0	-6%	£15,574	£14,674	£15,475	£14,737	£16,961	£15,125	-11%

Base sizes:

GB: January– March 2017 (8083); Jan -March 2017 (8083)

England: January – March 2017 (5821); Jan - March 2017 (5821)