

**GB Day Visits 2019**  
**November 2019**  
**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 (GB) in the three months to November 2019 decreased by -2% to 400 million when compared with the same period last year. By contrast, the value of these visits increased by +1% to £17.5 billion
- GB year-to-date volume decreased by -2% to 1.5 billion. However, the value increased by +5% to £61.1 billion
- In the three months to November 2019, the volume of visits in England decreased by -1% to 333 million, the value of these visits also decreased by -1% to £14.4 billion
- Year-to-date volume of visits in England also decreased by -2% to 1.3 billion yet the value of these visits increased by +6% to £51.5 billion compared to the same period in 2018

# Tourism Day Visits GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19
Sept -Nov	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GB	449.3	428.8	445.9	443.3	406.6	399.7	<b>-2%</b>	£16,109	£16,761	£16,625	£16,143	£17,371	£17,467	<b>+1%</b>
Eng	386.7	367.1	377.8	376.1	336.0	333.1	<b>-1%</b>	£13,420	£14,775	£13,926	£13,643	£14,581	£14,428	<b>-1%</b>
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jan- Nov	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GB	1667.8	1600.2	1683.9	1648.3	1550.9	1513.2	<b>-2%</b>	£56,490	£56,478	£57,509	£56,588	£58,205	£61,056	<b>+5%</b>
Eng	1414.2	1361.0	1432.9	1385.1	1300.5	1271.1	<b>-2%</b>	£47,351	£48,783	£48,287	£46,090	£48,562	£51,471	<b>+6%</b>

**Base sizes:**

**GB:** September– November 2019 (4,290); January– November 2019 (18,043)

**England:** September – November 2019 (3,121); January– November 2019 (13,256)

\*Estimates – see slide 3

# Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to November 2019 decreased by -6% when compared with the same period last year, to 112 million
- However, the value of these visits increased by +4% to £4 billion
- Year-to-date volume of visits at GB level, however, decreased by -3% to 463 million and the value decreased by -8% to £15.0 billion
- Looking at England in the three months to November 2019, the volume of ACT visits decreased by -8% to 88.7 million while value increased by +3% to £3.3 billion
- Year-to-date ACT visits volume also decreased by -3% to 383 million in England. The value of these visits also decreased by -10% to £12.4 billion

# Activities Core to Tourism GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept -Nov	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GB	141.3	135.8	127.0	125.5	119.0	112.0	<b>-6%</b>	£4,688	£4,918	£3,626	£3,573	£3,848	£4,000	<b>+4%</b>
Eng	123.3	115.6	107.3	103.9	97.0	88.7	<b>-8%</b>	£4,039	£4,320	£2,954	£2,981	£3,236	£3,324	<b>+3%</b>
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jan- Nov	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GB	519.1	492.3	517.3	510.2	476.6	463.0	<b>-3%</b>	£16,130	£16,895	£15,784	£14,976	£16,302	£15,029	<b>-8%</b>
Eng	441.2	423.1	437.7	419.3	396.2	382.5	<b>-3%</b>	£13,748	£14,683	£12,952	£12,395	£13,670	£12,361	<b>-10%</b>

**Base sizes:**

**GB:** September– November 2019 (1,299); January– November 2019 (5,660)

**England:** September – November 2019 (897); January– November 2019 (4,041)

# 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to November 2019 decreased by -1%, compared to the same period in 2018, to 672 million visits
- The value of these visits increased by +2% for the three months prior to the same period last year to £24.7 billion.
- Year-to-date, volume is down by -3% to 2.5 billion visits but value increased by +4% to £87 billion
- In England, volume remained unchanged in the three months prior to November 2019 at 557 million visits. The value of these visits increased, by +3%, to £20.7 billion
- Year-to-date the volume of day visits in England decreased relative to the same period in 2018 by -3% to 2.1 billion. However, the value increased by +5% to £72.9 billion



# 3+ Hour Day Visits GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept -Nov	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GB	733.3	713.2	751.5	711.5	677.0	671.6	<b>-1%</b>	£21,475	£23,198	£23,441	£22,010	£24,165	£24,707	<b>+2%</b>
Eng	625.6	606.9	633.1	602.6	558.9	556.6	<b>0%</b>	£17,972	£20,160	£19,806	£18,797	£20,107	£20,710	<b>+3%</b>
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jan- Nov	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GB	2746.6	2649.8	2821.6	2699.5	2565.5	2501.0	<b>-3%</b>	£76,545	£76,746	£81,249	£79,357	£83,218	£86,963	<b>+4%</b>
Eng	2305.3	2228.7	2383.7	2266.6	2143.1	2082.5	<b>-3%</b>	£63,497	£65,250	£68,121	£64,945	£69,568	£72,892	<b>+5%</b>

**Base sizes:**

**GB:** September– November 2019 (6,916); January– November 2019 (29,262)

**England:** September – November 2019 (4,909); January– November 2019 (20,875)

\*Estimates – see slide 3