

**GB Day Visits 2019**  
**December 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 in the three months to December 2019 decreased by -4% to 400 million when compared with the same period last year
- The value of those visits increased by +10% to £17.8 billion
- For the calendar year, GB level volume decreased by -3% to 1.7 billion in 2019 but the value of visits increased by +5% to £67 billion
- Looking at England, volume decreased by -5% to 335 million visits in the three months to December 2019, but value increased by +13% to £15.1 billion compared to 2018
- The calendar year volume of day visits in England decreased by -3% to 1.4 billion in 2019. Value however increased by +7% to £56.5 billion compared to 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
Oct- Dec														
GB	449.3	421.0	445.4	441.2	417.3	399.5	<b>-4%</b>	£15,981	£15,341	£17,445	£16,208	£16,210	£17,814	<b>+10%</b>
Eng	389.6	362.6	377.2	372.3	350.6	334.5	<b>-5%</b>	£13,518	£13,164	£14,602	£13,386	£13,340	£15,123	<b>+13%</b>
Jan- Dec														
GB	1822.3	1754.0	1834.25	1793.4	1703.4	1653.3	<b>-3%</b>	£61,833	£61,943	£63,904	£62,447	£63,782	£66,978	<b>+5%</b>
Eng	1546.9	1492.7	1557.0	1505.4	1431.3	1389.8	<b>-3%</b>	£51,867	£53,385	£53,534	£50,900	£53,036	£56,500	<b>+7%</b>

**Base sizes:**

**GB:** October – December 2019 (4,133); January – December 2019 (19,421)

**England:** October – December 2019 (3,000); January – December 2019 (14,246)

\*Estimates – see slide 3

# Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to December 2019 decreased by -3% to 103 million when compared with the same period last year
- The value of those visits increased by +29% during the same period to £4.2 billion
- For the calendar year, GB level volume decreased by -3% to 495 million in 2019 whilst the value of visits decreased by -6% to £16.4 billion
- Looking at England, volume decreased by -5% to 84 million visits in the three months to December 2019, with value increasing by +32% to £3.5 billion compared to 2018
- Calendar year volume of ACT visits in England decreased by -3% to 410 million in 2019. The value decreased by -7% to £13.5 billion compared to 2018

# 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
Oct- Dec														
GB	118.7	106.4	111.0	109.9	106.2	103.2	<b>-3%</b>	£3,884	£3,792	£3,245	£3,473	£3,214	£4,156	<b>+29%</b>
Eng	105.9	91.9	94.3	91.1	88.4	84.0	<b>-5%</b>	£3,501	£3,296	£2,740	£2,844	£2,666	£3,518	<b>+32%</b>
Jan- Dec														
GB	549.3	520.6	547.4	540.3	509.1	495.3	<b>-3%</b>	£16,934	£17,758	£16,792	£16,163	£17,398	£16,358	<b>-6%</b>
Eng	468.5	447.6	462.8	444.4	424.5	410.4	<b>-3%</b>	£14,472	£15,388	£13,811	£13,423	£14,595	£13,517	<b>-7%</b>

**Base sizes:**

**GB:** October – December 2019 (1,103); January – December 2019 (5,962)

**England:** October – December 2019 (783); January – December 2019 (4,269)

\*Estimates – see slide 3

# 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to December 2019 decreased by -2% to 660 million compared to the same period in 2018
- The value of these visits increased by +7% £24.7 billion
- For the calendar year, volume is down by -3% to 2.7 billion visits but value increased by +5% to £95.6 billion in 2019
- In England, volume decreased by -3% to 549 million in the three months to December 2019. The value of these visits increased, by +13%, to £20.9 billion
- For the calendar year, volume of day visits in England decreased by -3% to 2.3 billion in 2019 but value increased by +6% to £80.1 billion compared to 2018



# 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
Oct- Dec														
GB	740.4	721.4	752.5	718.2	676.9	660.2	<b>-2%</b>	£21,790	£21,886	£26,610	£22,763	£23,129	£24,721	<b>+7%</b>
Eng	637.0	613.9	637.7	607.4	563.0	548.5	<b>-3%</b>	£18,491	£18,507	£22,645	£19,026	£18,539	£20,886	<b>+13%</b>
Jan- Dec														
GB	2996.6	2913.1	3077.2	2942.9	2795.8	2722.7	<b>-3%</b>	£83,904	£84,367	£91,776	£87,943	£91,158	£95,550	<b>+5%</b>
Eng	2520.3	2451.5	2597.8	2471.4	2338.2	2267.7	<b>-3%</b>	£69,782	£71,634	£77,002	£71,996	£75,636	£80,132	<b>+6%</b>

**Base sizes:**

**GB:** October – December 2019 (6,759); January – December 2019 (31,493)

**England:** October – December 2019 (4,764); January – December 2019 (22,432)

\*Estimates – see slide 3