

**GB Day Visits 2019**  
**October 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 October 2019 decreased by -3% when compared with the same period last year, to 434.6 million.
- The value of those visits also decreased by -4% to £17.8 billion.
- At the year-to-date level for Great Britain, volume decreased by -3% to 1.4 billion day visits. However, the value of these visits increased by +2% to £53.8 billion.
- For England, volume decreased by -4% to 361 million visits in the three months prior to October 2019, while value decreased by -3% to £15.1 billion compared to the same period in 2018.
- Year-to-date day visits in England decreased by -3% to 1.2 billion. However, the value of these visits, increased by +3% to £45.4 billion.

# 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
Aug- Oct														
GB	492.8	484.1	492.0	491.9	449.9	434.6	<b>-3%</b>	£17,339	£17,382	£17,975	£16,197	£18,512	£17,828	<b>-4%</b>
Eng	414.1	406.2	414.3	408.0	374.5	361.0	<b>-4%</b>	£14,144	£15,220	£14,639	£13,474	£15,676	£15,135	<b>-3%</b>
Jan- Oct														
GB	1519.2	1469.1	1539.6	1502.9	1425.4	1377.0	<b>-3%</b>	£50,622	£51,182	£51,516	£50,799	£53,003	£53,819	<b>+2%</b>
Eng	1282.0	1247.4	1310.0	1260.9	1195.5	1157.1	<b>-3%</b>	£42,367	£44,175	£43,183	£41,255	£44,269	£45,444	<b>+3%</b>

**Base sizes:**

**GB:** August – October 2019 (4,731); January – October 2019 (16,284)

**England:** August – October 2019 (3,430); January – October 2019 (11,973)

\*Estimates – see slide 3

# Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to October 2019 decreased by -8% to 133.1 million.
- The value of these visits also decreased by -31% to £3.8 billion.
- At a year-to-date level for GB, volume decreased by -3% to 427.9 million, while the value of visits decreased by -14% to £13.2 billion.
- For England, the volume of ACT visits in the three months prior to October 2019 decreased by -11% to 105.8 million. The value of these visits also decreased by -35% to £3.1 billion.
- Year-to-date, the volume of ACT visits in England decreased by -4% to 354.2 million while the value of these visits also decreased by -16% to £10.8 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
Aug -Oct														
GB	166.9	161.0	163.2	158.6	144.4	133.1	<b>-8%</b>	£5,484	£5,486	£5,280	£4,273	£5,530	£3,814	<b>-31%</b>
Eng	140.3	133.5	137.0	125.1	119.4	105.8	<b>-11%</b>	£4,571	£4,763	£4,052	£3,578	£4,720	£3,068	<b>-35%</b>
Jan- Oct														
GB	477.3	456.9	482.9	471.8	443.1	427.9	<b>-3%</b>	£14,765	£15,208	£14,698	£13,744	£15,345	£13,237	<b>-14%</b>
Eng	404.3	391.8	408.0	387.1	369.3	354.2	<b>-4%</b>	£12,529	£13,170	£11,999	£11,438	£12,899	£10,837	<b>-16%</b>

**Base sizes:**

**GB:** August – October 2019 (1,531); January – October 2019 (5,156)

**England:** August – October 2019 (1,034); January – October 2019 (3,688)

\*Estimates – see slide 3

# 3+ Hour Day Visits Summary

- In the three months to October 2019, 3+hour day visits in Great Britain decreased by -1% compared to the same period in 2018, to 715.8 million visits.
- The value of these visits also decreased by -1% to £25.3 billion.
- In terms of year-to-date for Great Britain, volume is down by -3% to 2.3 billion while value for these visits is up by +3% at £77.5 billion.
- For England, volume also declined by -1% to 591.1 million in the three months to October 2019, while value increased by +1% to £21.4 billion.
- Year-to-date day visits in England also decreased by -3% to £1.9 billion. The value of these visits was however up +3% to £65 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
Aug -Oct														
GB	772.4	768.3	800.5	781.5	721.2	715.8	<b>-1%</b>	£22,436	£23,287	£24,569	£22,814	£25,473	£25,283	<b>-1%</b>
Eng	648.7	644.0	670.6	652.5	599.4	591.1	<b>-1%</b>	£18,402	£20,155	£20,012	£19,102	£21,138	£21,420	<b>+1%</b>
Jan- Oct														
GB	2498.4	2420.1	2579.2	2469.6	2346.5	2276.1	<b>-3%</b>	£68,651	£68,993	£72,715	£71,531	£75,558	£77,497	<b>+3%</b>
Eng	2089.2	2033.7	2178.4	2072.1	1963.0	1895.4	<b>-3%</b>	£56,833	£58,685	£60,836	£58,283	£63,123	£65,039	<b>+3%</b>

**Base sizes:**

**GB:** August – October 2019 (7,412); January – October 2019 (26,374)

**England:** August – October 2019 (5,280); January – October 2019 (18,844)

\*Estimates – see slide 3