

GB Day Visits 2019
April 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.
- For more information on these definitions please see:
<https://www.visitbritain.org/about-gbts-and-gbdvs>

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 April 2019 decreased by -7% when compared with the same period last year, to 376 million.
- The value of those visits decreased by -1% during the same period to £14.7 billion.
- Year to date GB volume of day visits decreased by -6% to 500 million while value of visits increased by +2% to £19.7 billion.
- Looking at England, volume decreased by -5% in the three months to April 2019 at 319 million visits, while value increased by +4% to £12.4 billion compared to the same period in 2018.
- Year to date the volume of day visits in England decreased relative to the same period in 2018 by -4%, to 427 million while the value increased by +6% compared to the same period in 2018 at £16.7 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
Feb- Apr														
GB	416.3	388.2	429.7	442	402.1	375.6	-7%	£14,013	£13,610	£14,045	£15,539	£14,897	£14,689	-1%
Eng	359.7	332.6	369.2	373.7	335.1	319.3	-5%	£12,233	£11,741	£11,763	£12,433	£11,950	£12,441	+4%
Jan- Apr														
GB	538.7	500.6	554.5	564.5	530.2	499.6	-6%	£17,629	£17,114	£18,438	£19,557	£19,369	£19,667	+2%
Eng	463.2	427.0	475.6	477.4	445.8	426.7	-4%	£15,331	£14,712	£15,530	£15,963	£15,830	£16,722	+6%

Base sizes:

GB: February– April 2019 (4,194); January– April 2019 (5,807)

England: February – April 2019 (3,099); January– April 2019 (4,299)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to April 2019 increased by +4% when compared with the same period in 2018, to 115 million.
- The value of those visits decreased by -10% during the same period to £4.1 billion.
- Year to date GB ACT volume increased by +4% to 149 million while value of visits decreased by -8% to £5 billion.
- Looking at England, in the three months to April 2019 the volume of ACT visits increased by +8% to 98 million visits, while value decreased by -8% to £3.3 billion compared to the same period in 2018.
- Year to date the volume of ACT visits in England increased relative to the same period in 2018 by +6% to 127 million while the value decreased by -7% compared to the same period in 2018 to £4.1 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
Feb- Apr														
GB	117.0	108.5	132.3	132.2	110.7	115.2	+4%	£3,829	£3,594	£4,254	£3,960	£4,497	£4,057	-10%
Eng	101.8	93.3	112.2	112.0	90.6	97.6	+8%	£3,350	£3,124	£3,604	£3,361	£3,543	£3,273	-8%
Jan- Apr														
GB	144.8	136.4	168.7	166.9	144.2	149.4	+4%	£4,477	£4,110	£5,260	£4,875	£5,396	£4,983	-8%
Eng	124.8	118.0	142.8	141.2	120.2	126.8	+6%	£3,874	£3,580	£4,378	£4,141	£4,388	£4,064	-7%

Base sizes:

GB: February– April 2019 (1,314); January– April 2019(1,739)

England: February – April 2019 (952); January– April 2019 (1,254)

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to April 2019 decreased by -7% to 624 million visits, versus the same period in 2018.
- The value of these visits increased by +2% for the three months against the same period last year to £21.5 billion.
- Year to date, volume is down by -5% to 837 million 3+ hour visits and value decreased by -2% to £28.4 billion.
- In England, volume declined by -6% in the three months to April 2019 to 524 million. However, the value of these visits increased, by +3%, to 17.8 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2018 by -5%, to 705 million and the value decreased by -2% to £23.7 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
Feb– Apr														
GB	719.0	671.7	744.8	731.7	668.2	624.1	-7%	£19,709	£18,717	£19,694	£20,962	£21,178	£21,518	+2%
England	604.0	566.7	631.4	617.9	558.8	523.5	-6%	£16,579	£15,939	£16,389	£16,727	£17,307	£17,802	+3%
Jan–Apr														
GB	941.8	886.8	969.7	944.3	881.9	837.3	-5%	£24,745	£24,185	£26,249	£26,693	£28,937	£28,424	-2%
England	792.6	746.2	821.5	797.0	739.9	704.6	-5%	£20,899	£20,316	£22,109	£21,583	£24,242	£23,685	-2%

Base sizes:

GB: February– April 2019 (6,909); January– April 2019 (9,648)

England: February – April 2019 (4,927); January– April 2019 (6,900)

*Estimates – see slide 3