

GB Day Visits 2019
May 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 May 2019 decreased by -4% when compared with the same period last year, to 408 million.
- The value of those visits increased by +3% during the same period to £16.2 billion.
- Year to date at the GB level volume declined by -4% to 650 million and value of visits increased +1% to £25.2 billion.
- Looking at England, volume decreased by -3% in the three months to May 2019 at 348 million visits, while value increased by +7% to £13.9 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 -3%, to 554 million and the value increased by +4% from 2018 at £21.4 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
Mar – May														
GB	458.3	441.4	470.0	463.7	424.6	407.8	-4%	£15,490	£14,503	£14,843	£16,224	£15,769	£16,198	+3%
Eng	385.0	381.3	398.8	391.4	356.4	347.5	-2%	£13,287	£12,646	£12,577	£12,940	£12,992	£13,883	+7%
YTD May														
GB	699.0	658.4	719.3	702.7	677.2	650.2	-4%	£22,852	£21,919	£23,489	£24,229	£24,783	£25,153	+1%
Eng	593.4	564.8	615.9	593.9	571.5	554.0	-3%	£19,704	£19,004	£19,896	£19,712	£20,579	£21,393	+4%

Base sizes:

GB: March – May 2019 (5,419); January – May 2019 (8,468)

England: March – May 2019 (4,024); January – May 2019 (6,280)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to May 2019 increased by +3% to 133 million when compared with the same period last year.
- The value of those visits decreased by -3% during the same period to £4.5 billion.
- Year to date at the GB level volume increased by +2% to 200 million whilst value of visits decreased by -5% to £6.5 billion.
- Looking at England, in the three months to May 2019 the volume of ACT visits increased by +6% to 112 million visits, while value decreased by -2% at £3.6 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 +3% to 170 million whilst the value decreased by -5% compared to the same period in 2017 to £5.4 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
Mar - May														
GB	139.1	129.7	147.9	149.6	128.1	132.8	+3%	£4,264	£4,174	£4,539	£4,485	£4,621	£4,504	-3%
Eng	119.1	113.9	123.5	125.9	106.1	112.4	+6%	£3,767	£3,731	£3,828	£3,682	£3,693	£3,621	-2%
YTD May														
GB	198.3	184.9	221.2	214.9	195.3	199.9	+2%	£5,731	£5,598	£6,720	£6,238	£6,835	£6,508	-5%
Eng	169.7	161.4	187.0	181.3	163.8	169.5	+3%	£4,975	£4,940	£5,647	£5,227	£5,692	£5,389	-5%

Base sizes:

GB: March – May 2019 (1,770); January – May 2019 (2,624)

England: March – May 2019 (1,321); January – May 2019 (1,922)

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to May 2019 has decreased by -3% to 691 million visits, versus the same period in 2018.
- However, the value of these visits increased by +10% for the three months against the same period last year to £24.5 billion.
- Year to date, volume is down by -4% to 1.1 billion 3+ hour visits whilst value increased by +1% to £36.7 billion.
- In England, volume declined by -3% in the three months to May 2019 to 582 million. However, the value of these visits increased, by +10%, to £20.3 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2018 by -4%, to 912 million whilst value remained unchanged at £30.6 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
Mar - May														
GB	770.7	729.1	806.6	759.7	711.4	690.9	-3%	£21,473	£19,575	£20,929	£22,094	£22,264	£24,526	+10%
Eng	633.6	618.4	678.9	640.2	598.7	581.7	-3%	£17,721	£16,767	£17,694	£17,672	£18,401	£20,312	+10%
YTD May														
GB	1209.7	1133.7	1249.2	1177.2	1132.0	1084.9	-4%	£32,049	£30,549	£33,331	£33,231	£36,512	£36,713	+1%
Eng	1007.0	956.3	1058.9	993.4	950.9	912.1	-4%	£26,813	£25,883	£28,258	£26,915	£30,702	£30,564	0%

Base sizes:

GB: March – May 2019 (8,980); January – May 2019 (13,996)

England: March – May 2019 (6,487); January – May 2019 (10,054)

*Estimates – see slide 3