

GB Day Visits 2019
June 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 June 2019 decreased by -4% when compared with the same period last year, to 429 million.
- In contrast, the value of those visits increased by +3% when compared to the previous year at £16.3 billion.
- Year to date at the GB level volume decreased by -5% to 786 million and the value of visits increased by +1% to £29.9 billion.
- Looking at England, volume decreased by -3% in the three months to June 2019 at 364 million visits, whilst value increased by +5% to £13.8 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 667 million and the value increased by +3% compared to the same period in 2018 to £25.3 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
Apr–Jun														
GB	473.6	470.0	464.2	452.7	447.0	429.3	-4%	£14,631	£14,805	£14,411	£15,690	£15,764	£16,265	+3%
Eng	394.6	400.9	396.0	380.8	374.1	363.7	-3%	£12,274	£12,898	£12,453	£12,380	£13,142	£13,805	+5%
YTD														
GB	854.5	817.9	872.7	852.2	827.3	785.5	-5%	£27,635	£27,143	£28,315	£29,435	£29,676	£29,886	+1%
Eng	723.9	698.9	748.0	718.6	695.4	666.9	-4%	£23,692	£23,502	£24,146	£23,516	£24,446	£25,276	+3%

Base sizes:

GB: April– June 2019 (5,661); January– June 2019 (9,968)

England: April – June 2019 (4,205); January– June 2019 (7,381)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to June 2019 decreased by -3% when compared with the same period last year, to 143 million.
- However, the value of those visits increased by +8% during the same period to £4.7 billion.
- Year to date at the GB level volume decreased by -1% to 245 million while the value of visits decreased by -4% to £8 billion.
- Looking at England, in the three months prior to June 2019 the volume of ACT visits remained the same at 122 million visits, whilst value increased by +7% to £3.9 billion compared to the same period in 2018.
- Year to date the volume of ACT visits in England remained unchanged relative to the same period in 2018 at 208 million and the value decreased by -5% compared to the same period in 2018 to £6.6 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
Apr- Jun														
GB	153.5	147.9	147.1	149.6	146.9	142.5	-3%	£4,575	£4,813	£4,059	£4,875	£4,371	£4,704	+8%
Eng	128.8	129.5	123.9	124.3	121.4	121.7	0%	£3,940	£4,364	£3,494	£4,058	£3,613	£3,870	+7%
YTD														
GB	250.2	240.8	268.5	259.4	248.7	245.4	-1%	£7,378	£7,664	£7,941	£7,889	£8,317	£7,970	-4%
Eng	213.1	210.1	227.1	217.2	207.6	208.3	0%	£6,382	£6,823	£6,693	£6,519	£6,906	£6,566	-5%

Base sizes:

GB: April– June 2019 (1,876); January– June 2019 (3,118)

England: April – June 2019 (1,411); January– June 2019 (2,288)

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to June 2019 decreased by -3% compared to the same period in 2018 to 705 million visits.
- However, the value of these visits increased by +15% for the three months against the same period last year to £24.9 billion.
- Year to date, volume is down by -4% to 1.3 billion 3+ hour visits whereas value increased by +2% to £43.9 billion.
- In England, volume declined by -3% in the three months prior to June 2019 to 592 million. The value of these visits increased by +14%, to 20.6 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2018 by -4%, to 1.1 billion while the value increased by +2% to £36.7 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
Apr – Jun														
GB	773.2	749.3	791.7	737.5	729.9	705.2	-3%	£21,009	£19,640	£21,052	£21,899	£21,631	£24,901	+15%
Eng	638.8	631.0	669.8	620.4	609.5	591.6	-3%	£17,198	£16,898	£17,885	£17,375	£17,990	£20,595	+14%
YTD														
GB	1457.4	1384.7	1509.8	1418.6	1371.9	1311.8	-4%	£38,976	£37,226	£41,019	£40,676	£43,002	£43,926	+2%
Eng	1214.3	1165.4	1278.9	1194.4	1147.9	1099.9	-4%	£32,673	£31,635	£34,846	£32,499	£35,860	£36,658	+2%

Base sizes:

GB: April– June 2019 (9,278); January– June 2019 (16,468)

England: April – June 2019 (6,723); January– June 2019 (11,808)

*Estimates – see slide 3