

**GB Day Visits 2019**  
**July 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 prior to July 2019 decreased by -1% compared to the same period last year, at 443 million
- However, the value of those visits increased by +8% to £16 billion compared to the same period in 2018
- Year to date at the GB level, volume decreased by -3% to 942 million whilst the value of visits increased by +4% to £36 billion over the same time period
- Looking at England, the volume of visits decreased by -2% to 369 million visits in the three months prior to July 2019, whilst value increased by +6% to £13.6 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 796 million, whereas the value increased by +6% to £30.3 billion compared to 2018

# Tourism Day Visits GB & England

	Volume of Visits (millions)								Value of Visits (£millions)							
	2013*	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19	2013*	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19
May- July																
GB	508.2	487.7	484.4	493.1	446.5	445.3	442.8	<b>-1%</b>	£17,325	£15,654	£16,685	£15,103	£15,045	£15,121	£16,324	<b>+8%</b>
Eng	435.6	404.7	414.2	420.1	375.6	375.2	369.4	<b>-2%</b>	£14,660	£12,892	£14,243	£13,014	£11,818	£12,764	£13,587	<b>+6%</b>
Jan- July																
GB	1043.6	1026.4	985.0	1047.6	1011.0	975.5	942.4	<b>-3%</b>	£35,004	£33,282	£33,800	£33,541	£34,601	£34,490	£35,991	<b>+4%</b>
Eng	896.7	867.8	841.2	895.7	853.0	821.0	796.1	<b>-3%</b>	£29,838	£28,223	£28,955	£28,544	£27,781	£28,593	£30,309	<b>+6%</b>

**Base sizes:**

**GB:** May – July 2019 (5746); January – July 2019 (11553)

**England:** May – July 2019 (4244); January – July 2019 (8543)

\*Estimates – see slide 3

# Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months prior to July 2019 decreased by -6% to 145 million when compared with the same period last year
- The value of those visits remained static at £4.4 billion during the same period
- Year to date, at the GB level, volume decreased by -1% to 295 million and the value of visits decreased by -4% to £9.4 billion
- Looking at England, in the three months prior to July 2019 the volume of ACT visits decreased by -6% to 122 million visits, whilst the value decreased by -2% to £3.7 billion compared to the same period in 2018
- Year to date the volume of ACT visits in England decreased relative to the same period in 2018 by -1% to 248 million and the value decreased by -5% to £7.8 billion

# Activities Core to Tourism GB & England

	Volume of Visits (millions)								Value of Visits (£millions)							
	2013*	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19	2013*	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19
May - July																
GB	167.7	165.9	159.5	151.0	146.2	154.7	145.4	<b>-6%</b>	£5,934	£4,804	£5,613	£4,158	£4,596	£4,418	£4,439	<b>0%</b>
Eng	144.0	139.2	140.4	128.2	120.7	129.9	121.6	<b>-6%</b>	£5,160	£4,084	£4,827	£3,569	£3,720	£3,791	£3,705	<b>-2%</b>
Jan - July																
GB	305.6	310.7	295.8	319.7	313.1	298.7	294.8	<b>-1%</b>	£10,164	£9,281	£9,723	£9,418	£9,471	£9,815	£9,423	<b>-4%</b>
Eng	260.8	264.0	258.4	271.0	261.9	249.9	248.4	<b>-1%</b>	£8,808	£7,958	£8,407	£7,947	£7,861	£8,179	£7,769	<b>-5%</b>

**Base sizes:**

**GB:** May – July 2019 (1886); January – July 2019 (3625)

**England:** May – July 2019 (1400); January – July 2019 (2654)

\*Estimates – see slide 3

# 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months prior to July 2019 decreased by -3% at 723 million visits when compared to the same period in 2018
- However, the value of these visits increased by +12% to £24 billion compared to the same period last year
- Year to date, volume is down by -4% to 1.6 billion but value increased by +4% to £52 billion
- In England, volume decreased by -4% to 600 million compared to May – July 2018 whilst value increased by +12% to 19.9 billion over the same time period
- Year to date the volume of day visits in England decreased by -4% relative to the same period in 2018 to 1.3 billion. The value of these visits however increased by +4% to £44 billion.



# 3+ Hour Day Visits GB & England

	Volume of Visits (millions)								Value of Visits (£millions)							
	2013*	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19	2013*	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19
May- July																
GB	789.4	784.3	765.0	809.0	743.7	743.4	722.9	<b>-3%</b>	£21,903	£21,470	£21,521	£21,898	£22,024	£21,148	£23,790	<b>+12%</b>
Eng	666.8	647.9	643.4	686.3	622.6	623.6	599.7	<b>-4%</b>	£18,308	£17,532	£18,215	£18,715	£17,599	£17,743	£19,934	<b>+12%</b>
Jan- July																
GB	1703.4	1726.0	1651.8	1778.8	1688.0	1625.3	1560.3	<b>-4%</b>	£46,619	£46,215	£45,706	£48,147	£48,717	£50,085	£52,214	<b>+4%</b>
Eng	1441.0	1440.5	1389.7	1507.7	1419.6	1363.5	1304.4	<b>-4%</b>	£38,962	£38,431	£38,530	£40,824	£39,182	£41,986	£43,619	<b>+4%</b>

**Base sizes:**

**GB:** May – July 2019 (9314); January – July 2019 (18962)

**England:** May – July 2019 (6664); January – July 2019 (13564)

\*Estimates – see slide 3