

GB Day Visits 2018
December 2018
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 December 2018 decreased by -5% to 417 million when compared with the same period last year
- The value of those visits remained static at £16.2 billion
- For the calendar year, GB level volume also decreased by -5% to 1.7 billion in 2018 but the value of visits increased by +2% to £63.8 billion
- Looking at England, volume decreased by -6% to 351 million visits in the three months to December 2018, but value was static at £13.3 billion compared to 2017
- The calendar year volume of day visits in England decreased by -5% to 1.4 billion in 2018. Value however increased by +4% to £53.0 billion compared to 2017

Tourism Day Visits GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2013*	2014*	2015*	2016	2017	2018	% (+/-) '17/'18	2013*	2014*	2015*	2016	2017	2018	% (+/-) '17/'18
Oct- Dec														
GB	441.7	449.3	421.0	445.4	441.2	417.3	-5%	£15,255	£15,981	£15,341	£17,445	£16,208	£16,210	0%
Eng	386.3	389.6	362.6	377.2	372.3	350.6	-6%	£13,082	£13,518	£13,164	£14,602	£13,386	£13,340	0%
Jan- Dec														
GB	1826.3	1822.3	1754.0	1834.25	1793.4	1703.4	-5%	£62,039	£61,833	£61,943	£63,904	£62,447	£63,782	+2%
Eng	1575.5	1546.9	1492.7	1557.0	1505.4	1431.3	-5%	£52,928	£51,867	£53,385	£53,534	£50,900	£53,036	+4%

Base sizes:

GB: October– December 2018 (4467); January– December 2018 (19291)

England: October – December 2018 (3300); January– December 2018 (14320)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to December 2018 decreased by -3% to 106 million when compared with the same period last year
- The value of those visits decreased by -7% during the same period to £3.2 billion
- For the calendar year, GB level volume decreased by -6% to 509 million in 2018 whereas the value of visits increased by +8% to £17.4 billion
- Looking at England, volume decreased by -3% to 88.4 million visits in the three months to December 2018, with value decreasing by -6% to £2.7 billion compared to 2017
- Calendar year volume of ACT visits in England decreased by -4% to 425 million in 2018. However, the value increased by +9% to £14.6 billion compared to 2017

Activities Core to Tourism GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2013*	2014*	2015*	2016	2017	2018	% (+/-) '17/'18	2013*	2014*	2015*	2016	2017	2018	% (+/-) '17/'18
Oct- Dec														
GB	106.0	118.7	106.4	111.0	109.9	106.2	-3%	£3,066	£3,884	£3,792	£3,245	£3,473	£3,214	-7%
Eng	91.4	105.9	91.9	94.3	91.1	88.4	-3%	£2,548	£3,501	£3,296	£2,740	£2,844	£2,666	-6%
Jan- Dec														
GB	529.9	549.3	520.6	547.4	540.3	509.1	-6%	£16,944	£16,934	£17,758	£16,792	£16,163	£17,398	+8%
Eng	452.1	468.5	447.6	462.8	444.4	424.5	-4%	£14,588	£14,472	£15,388	£13,811	£13,423	£14,595	+9%

Base sizes:

GB: October– December 2018 (1191); January– December 2018 (5836)

England: October – December 2018 (853); January– December 2018 (4246)

*Estimates – see slide 3

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to December 2018 decreased by -6% to 677 million compared to the same period in 2017
- The value of these visits increased by +2% £23.1 billion
- For the calendar year, volume is down by -5% to 2.8 billion visits but value increased by +4% to £91.2 billion in 2018
- In England, volume decreased by -7% to 563 million in the three months to December 2018. The value of these visits decreased, by -3%, to £18.5 billion
- For the calendar year, volume of day visits in England decreased by -5% to 2.3 billion in 2018 but value increased by +5% to £75.6 billion compared to 2017

3+ Hour Day Visits GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2013*	2014*	2015*	2016	2017	2018	% (+/-) '17/'18	2013*	2014*	2015*	2016	2017	2018	% (+/-) '17/'18
Oct- Dec														
GB	722.3	740.4	721.4	752.5	718.2	676.9	-6%	£21,106	£21,790	£21,886	£26,610	£22,763	£23,129	+2%
Eng	617.4	637.0	613.9	637.7	607.4	563.0	-7%	£17,897	£18,491	£18,507	£22,645	£19,026	£18,539	-3%
Jan- Dec														
GB	2957.2	2996.6	2913.1	3077.2	2942.9	2795.8	-5%	£84,171	£83,904	£84,367	£91,776	£87,943	£91,158	+4%
Eng	2512.5	2520.3	2451.5	2597.8	2471.4	2338.2	-5%	£70,994	£69,782	£71,634	£77,002	£71,996	£75,636	+5%

Base sizes:

GB: October– December 2018 (7245); January– December 2018 (31425)

England: October – December 2018 (5186); January– December 2018 (22666)

*Estimates – see slide 3