

GB Day Visits 2017
October 2017
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 October 2017 stayed the same when compared with the same period last year at 492 million.
- The value of those visits decreased by -10% during the same period at £16.2 billion.
- Year to date at the GB level, volume decreased by -2% to 1.5 billion and the value of visits decreased by -1% to £50.8 billion.
- Looking at England, volume decreased by -2% in the three months to October 2017 at 408 million visits, while value decreased by -8% to £13.5 billion compared to the same period in 2016.
- Year to date the volume of day visits in England decreased relative to the same period in 2016 by -4%, to 1.3 billion and the value decreased by -4% to £41.3 billion compared to the same period in 2016.

Tourism Day Visits GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17
Aug - Oct														
GB	546.5	487.8	492.8	484.1	492.0	491.9	0%	£20,356	£16,744	£17,339	£17,382	£17,975	£16,197	-10%
Eng	467.2	419.8	414.1	406.2	414.3	408.0	-2%	£17,670	£14,147	£14,144	£15,220	£14,639	£13,474	-8%
Jan - Oct														
GB	1651.4	1531.5	1519.2	1469.1	1539.6	1502.9	-2%	£54,336	£51,749	£50,622	£51,182	£51,516	£50,799	-1%
Eng	1412.2	1316.4	1282.0	1247.4	1310.0	1260.9	-4%	£46,173	£43,985	£42,367	£44,175	£43,183	£41,255	-4%

Base sizes:

GB: August– October 2017 (5405); January– October 2017 (17119)

England: August – October 2017 (4000); January– October 2017 (12686)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to October 2017 decreased by -3% when compared with the same period last year, to 159 million.
- The value of those visits decreased by -19% during the same period to £4.3 billion.
- Similarly, year to date at the GB level volume decreased by -2% to 472 million and value of visits decreased by -6% to £13.7 billion.
- Looking at England, in the three months to October 2017 the volume of ACT visits decreased by -9% to 125 million visits, while value decreased by -12% to £3.6 billion compared to the same period in 2016.
- Year to date the volume of ACT visits in England decreased relative to the same period in 2016 by -5% to 387 million and the value decreased by -5% compared to the same period in 2016 to £11.4 billion.

Activities Core to Tourism GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2016	2017	% (+/-) '16/'17	2016	2017	% (+/-) '16/'17
Aug- Oct						
GB	163.2	158.6	-3%	£5,280	£4,273	-19%
Eng	137.0	125.1	-9%	£4,052	£3,578	-12%
Jan-Oct						
GB	482.9	471.8	-2%	£14,698	£13,744	-6%
Eng	408.0	387.1	-5%	£11,999	£11,438	-5%

Base sizes:

GB: August- October 2017 (1798); January- October 2017 (5413)

England: August - October 2017 (1284); January- October 2017 (3958)

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to October 2017 decreased by -2% compared to the same period in 2016 to 782 million visits.
- The value of these visits decreased by -7% for the three months against the same period last year to £22.8 billion.
- Year to date, volume in GB is down by -4% to 2.5 billion 3+ hour visits and value decreased by -2% to £71.5 billion.
- In England, volume declined by -3% in the three months to October 2017 to 653 million. Similarly, the value of these visits decreased, by -5%, to £19.1 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2016 by -5%, to 2.1 billion and the value decreased by -4% to £58.3 billion.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17
Aug- Oct														
GB	850.5	772.7	772.4	768.3	800.5	781.5	-2%	£25,331	£23,313	£22,436	£23,287	£24,569	£22,814	-7%
England	719.2	658.6	648.7	644.0	670.6	652.5	-3%	£21,793	£19,816	£18,402	£20,155	£20,012	£19,102	-5%
Jan-Oct														
GB	2697.1	2476.1	2498.4	2420.1	2579.2	2469.6	-4%	£73,813	£69,931	£68,651	£68,993	£72,715	£71,531	-2%
England	2283.7	2099.6	2089.2	2033.7	2178.4	2072.1	-5%	£61,664	£58,779	£56,833	£58,685	£60,836	£58,283	-4%

Base sizes:

GB: August- October 2017 (8617); January- October 2017 (28047)

England: August - October 2017 (6234); January- October 2017 (20203)

*Estimates – see slide 3