

GB Day Visits 2018
April 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.
- 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 April 2018 decreased by -9% when compared with the same period last year, to 402 million.
- The value of those visits decreased by -4% during the same period to £14.9 billion.
- Year to date at the GB level volume decreased by -6% to 530 million and value of visits decreased by -1% to £19.4 billion.
- Looking at England, volume decreased by -10% in the three months to April 2018 at 335 million visits, while value decreased by -4% to £12 billion compared to the same period in 2017.
- Year to date the volume of day visits in England decreased relative to the same period in 2017 by -7%, to 446 million and the value decreased by -1% compared to the same period in 2017 at £15.8 billion.

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
Feb- Apr														
GB	405.8	416.3	388.2	429.7	442	402.1	-9%	£13,641	£14,013	£13,610	£14,045	£15,539	£14,897	-4%
Eng	348.8	359.7	332.6	369.2	373.7	335.1	-10%	£11,903	£12,233	£11,741	£11,763	£12,433	£11,950	-4%
Jan- Apr														
GB	535.4	538.7	500.6	554.5	564.5	530.2	-6%	£17,680	£17,629	£17,114	£18,438	£19,557	£19,369	-1%
Eng	461.0	463.2	427.0	475.6	477.4	445.8	-7%	£15,178	£15,331	£14,712	£15,530	£15,963	£15,830	-1%

Base sizes:

GB: February- April 2018 (4748); January- April 2018 (5993)

England: February - April 2018 (3534); January- April 2018 (4474)

*Estimates - see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to April 2018 decreased by -16% when compared with the same period last year, to 110.7 million.
- The value of those visits increased by +14% during the same period to £4.5 billion.
- However, year to date at the GB level volume decreased by -14% to 144.2 million and value of visits increased by +11% to £5.4 billion.
- Looking at England, in the three months to April 2018 the volume of ACT visits decreased by -19% to 90.6 million visits, while value increased by +5% to £3.5 billion compared to the same period in 2017.
- Year to date the volume of ACT visits in England decreased relative to the same period in 2017 by -15% to 120.2 million and the value increased by +6% compared to the same period in 2017 to £4.4 billion.

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
Feb- Apr														
GB	112.8	117.0	108.5	132.3	132.2	110.7	-16%	£3,396	£3,829	£3,594	£4,254	£3,960	£4,497	+14%
Eng	96.1	101.8	93.3	112.2	112.0	90.6	-19%	£2,977	£3,350	£3,124	£3,604	£3,361	£3,543	+5%
Jan- Apr														
GB	137.9	144.8	136.4	168.7	166.9	144.2	-14%	£4,231	£4,477	£4,110	£5,260	£4,875	£5,396	+11%
Eng	116.8	124.8	118.0	142.8	141.2	120.2	-15%	£3,648	£3,874	£3,580	£4,378	£4,141	£4,388	+6%

Base sizes:

GB: February- April 2018 (1318); January- April 2018 (1622)

England: February - April 2018 (936); January- April 2018 (1173)

*Estimates - see slide 3

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to April 2018 decreased by -9% to 668 million visits, versus the same period in 2017.
- The value of these visits increased by +1% for the three months against the same period last year to £21.2 billion.
- Year to date, volume is down by -7% to 882 million 3+ hour visits and value increased by +8% to £28.9 billion.
- In England, volume declined by -10% in the three months to April 2018 to 559 million. However, the value of these visits increased, by +3%, to 17.3 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2017 by -7%, to 739.9 million and the value increased by +12% to £24.2 billion.

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
Feb- Apr														
GB	688.5	719.0	671.7	744.8	731.7	668.2	-9%	£18,726	£19,709	£18,717	£19,694	£20,962	£21,178	+1%
England	583.7	604.0	566.7	631.4	617.9	558.8	-10%	£16,029	£16,579	£15,939	£16,389	£16,727	£17,307	+3%
Jan-Apr														
GB	914.0	941.8	886.8	969.7	944.3	881.9	-7%	£24,715	£24,745	£24,185	£26,249	£26,693	£28,937	+8%
England	774.2	792.6	746.2	821.5	797.0	739.9	-7%	£20,655	£20,899	£20,316	£22,109	£21,583	£24,242	+12%

Base sizes:

GB: February- April 2018 (7866); January- April 2018 (9990)

England: February - April 2018 (5707); January- April 2018 (7260)

*Estimates - see slide 3