

GB Day Visits 2018  
August 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 August 2018 decreased to 467 million, a drop of -7% when compared with the same period last year
- The value of those visits however remained stable during the same period at £16 billion
- Year to date at the GB level, volume decreased by -5% to 1.1 billion but the value of visits was again stable at £40.8 billion when compared to the same period in 2017
- Looking at England, volume decreased by -5% to 393 million visits in the three months to August, while value increased by +5% to £13.4 billion compared to the same period in 2017
- Year to date the volume of day visits in England decreased by -4% to 965 million when compared to 2017. Value however increased by +5% to £34.0 billion compared to the same period

# 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
June- Aug														
GB	538.4	519.5	513.0	518.6	502.3	467.1	<b>-7%</b>	£19,103	£17,529	£17,797	£17,395	£16,216	£16,051	<b>-1%</b>
Eng	462.3	434.1	429.2	439.2	415.1	393.0	<b>-5%</b>	£16,450	£14,226	£15,004	£14,465	£12,734	£13,402	<b>+5%</b>
Jan- Aug														
GB	1230.3	1218.5	1171.4	1238.0	1205.0	1144.4	<b>-5%</b>	£42,012	£40,381	£39,716	£40,885	£40,445	£40,834	<b>+1%</b>
Eng	1057.3	1027.5	994.0	1055.1	1009.0	964.5	<b>-4%</b>	£36,105	£33,930	£34,008	£34,361	£32,447	£33,981	<b>+5%</b>

**Base sizes:**

**GB:** June– August 2018 (5374); January– August 2018 (12943)

**England:** June – August 2018 (3975); January– August 2018 (9650)

\*Estimates – see slide 3

# Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to August 2018 decreased by -4% to 162 million when compared to the same period last year
- The value of those visits increased by +9% to £5.6 billion during the same period
- Year to date at the GB level volume decreased by -7% to 358 million while value of visits increased by +9% to £12.5 billion.
- Looking at England, in the three months to August 2018 the volume of ACT visits was stable at 135 million, while the value increased by +13% to £4.7 billion compared to the same period in 2017
- Year to date the volume of ACT visits in England decreased by -5% to 299 million but the value increased by +11% to £10.4 billion compared to the same period in 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
June- Aug														
GB	178.7	179.5	171.6	169.1	169.9	162.3	<b>-4%</b>	£6,287	£5,710	£6,379	£5,438	£5,165	£5,619	<b>+9%</b>
Eng	152.5	148.2	146.0	143.4	134.1	135.4	<b>+1%</b>	£5,552	£4,734	£5,423	£4,351	£4,188	£4,742	<b>+13%</b>
Jan- Aug														
GB	369.3	377.8	356.5	390.3	384.7	357.6	<b>-7%</b>	£12,327	£11,442	£11,977	£12,158	£11,403	£12,454	<b>+9%</b>
Eng	313.4	317.9	307.5	330.4	315.4	299.3	<b>-5%</b>	£10,739	£9,709	£10,363	£9,999	£9,414	£10,434	<b>+11%</b>

**Base sizes:**

**GB:** June– August 2018 (1869); January– August 2018 (4031)

**England:** June – August 2018 (1348); January– August 2018 (2939)

\*Estimates – see slide 3

# 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to August 2018 decreased by -7% to 757 million compared to the same period in 2017
- The value of these visits decreased by -7% to £22.5 billion compared to the same period in 2017
- Year to date, volume is down by -5% to 1.9 billion 3+ hour visits but value increased by +3% to £59.1 billion compared to 2017
- In England, volume declined by -6% to 633 million in the three months to August 2018. The value of these visits decreased by -2%, to £18.8 billion
- Year to date the volume of 3+ hour day visits in England decreased relative to the same period in 2017 by -5% to £1.6 billion while the value increased by +7% to £49.5 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
June- Aug														
GB	820.1	803.6	802.9	820.8	810.8	756.5	<b>-7%</b>	£23,761	£23,021	£22,999	£24,478	£24,115	£22,541	<b>-7%</b>
Eng	695.5	672.8	665.5	691.7	670.6	633.3	<b>-6%</b>	£20,027	£18,712	£19,207	£20,056	£19,233	£18,759	<b>-2%</b>
Jan- Aug														
GB	1985.4	2013.3	1936.7	2070.1	1988.0	1888.5	<b>-5%</b>	£55,190	£55,070	£53,548	£57,808	£57,347	£59,053	<b>+3%</b>
Eng	1681.6	1679.8	1621.8	1750.6	1664.0	1584.2	<b>-5%</b>	£46,453	£45,526	£45,090	£48,314	£46,148	£49,461	<b>+7%</b>

**Base sizes:**

**GB:** June– August 2018 (8516); January– August 2018 (21083)

**England:** June – August 2018 (6140); January– August 2018 (15277)

\*Estimates – see slide 3