

GB Day Visits 2018
July 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 prior to July 2018 was static compared to the same period last year, at 445 million
- The value of those visits was also static at £15 billion compared to the past two years
- Year to date at the GB level, volume decreased by -4% to 976 million but the value of visits remained static at £34 billion
- Looking at England, volume of visits was static in the three months prior to July 2018 at 375 million visits, whilst value increased by +8% to £12.8 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 -4% to 821 million, whereas the value increased by +3% to £28.6 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
May- July														
GB	508.2	487.7	484.4	493.1	446.5	445.3	0%	£17,325	£15,654	£16,685	£15,103	£15,045	£15,121	+1%
Eng	435.6	404.7	414.2	420.1	375.6	375.2	0%	£14,660	£12,892	£14,243	£13,014	£11,818	£12,764	+8%
Jan- July														
GB	1043.6	1026.4	985.0	1047.6	1011.0	975.5	-4%	£35,004	£33,282	£33,800	£33,541	£34,601	£34,490	0%
Eng	896.7	867.8	841.2	895.7	853.0	821.0	-4%	£29,838	£28,223	£28,955	£28,544	£27,781	£28,593	+3%

Base sizes:

GB: May- July 2018 (5207); January- July 2018 (11200)

England: May - July 2018 (3885); January- July 2018 (8359)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months prior to July 2018 increased by +6% to 155 million when compared with the same period last year
- The value of those visits decreased by -4% to £4.4 billion during the same period
- However, year to date at the GB level volume decreased by -5% to 299 million and the value of visits increased by +4% to £9.8 billion
- Looking at England, in the three months prior to July 2018 the volume of ACT visits increased by +7% to 130 million visits, whilst the value increased by +2% to £3.8 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 -5% to 250 million and the value increased by +4% to £8 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
May- July														
GB	167.7	165.9	159.5	151.0	146.2	154.7	+6%	£5,934	£4,804	£5,613	£4,158	£4,596	£4,418	-4%
Eng	144.0	139.2	140.4	128.2	120.7	129.9	+7%	£5,160	£4,084	£4,827	£3,569	£3,720	£3,791	+2%
Jan- July														
GB	305.6	310.7	295.8	319.7	313.1	298.7	-5%	£10,164	£9,281	£9,723	£9,418	£9,471	£9,815	+4%
Eng	260.8	264.0	258.4	271.0	261.9	249.9	-5%	£8,808	£7,958	£8,407	£7,947	£7,861	£8,179	+4%

Base sizes:

GB: May- July 2018 (1809); January- July 2018 (3431)

England: May - July 2018 (1336); January- July 2018 (2509)

*Estimates – see slide 3

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months prior to July 2018 remained static at 743 million visits when compared to the same period in 2017
- The value of these visits decreased by -4% to £21 billion compared to the same period last year
- Year to date, volume is down by -4% to 1.6 billion but value increased by +3% to £50 billion
- In England, both volume and value were static at 624 million and 17.7 billion respectively
- Year to date the volume of day visits in England decreased by -4% relative to the same period in 2017 to 1.4 billion. The value of these visits however increased by +7% to £42 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
May- July														
GB	789.4	784.3	765.0	809.0	743.7	743.4	0%	£21,903	£21,470	£21,521	£21,898	£22,024	£21,148	-4%
Eng	666.8	647.9	643.4	686.3	622.6	623.6	0%	£18,308	£17,532	£18,215	£18,715	£17,599	£17,743	+1%
Jan- July														
GB	1703.4	1726.0	1651.8	1778.8	1688.0	1625.3	-4%	£46,619	£46,215	£45,706	£48,147	£48,717	£50,085	+3%
Eng	1441.0	1440.5	1389.7	1507.7	1419.6	1363.5	-4%	£38,962	£38,431	£38,530	£40,824	£39,182	£41,986	+7%

Base sizes:

GB: May- July 2018 (8353); January- July 2018 (18343)

England: May - July 2018 (6044); January- July 2018 (13304)

*Estimates – see slide 3