

GB Day Visits 2018  
**June 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 June 2018 decreased by -1% when compared with the same period last year, to 447million.
- The value of those visits remained the same when compared to the previous year at £15.8 billion.
- Year to date at the GB level volume decreased by -3% to 827 million and the value of visits increased by +1% to £29.7 billion.
- Looking at England, volume decreased by -2% in the three months to June 2018 at 374 million visits, whilst value increased by +6% to £13.1 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 -3%, to 695 million and the value increased by +4% compared to the same period in 2017 to £24.4 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
Apr- Jun														
GB	478.2	473.6	470.0	464.2	452.7	447.0	-1%	£16,558	£14,631	£14,805	£14,411	£15,690	£15,764	0%
Eng	409.6	394.6	400.9	396.0	380.8	374.1	-2%	£14,479	£12,274	£12,898	£12,453	£12,380	£13,142	+6%
Jan- Jun														
GB	863.1	854.5	817.9	872.7	852.2	827.3	-3%	£29,082	£27,635	£27,143	£28,315	£29,435	£29,676	+1%
Eng	741.1	723.9	698.9	748.0	718.6	695.4	-3%	£25,126	£23,692	£23,502	£24,146	£23,516	£24,446	+4%

**Base sizes:**

**GB:** April- June 2018 (5199); January- June 2018 (9611)

**England:** April - June 2018 (3864); January- June 2018 (7172)

\*Estimates – see slide 3

# Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to June 2018 decreased by -2% when compared with the same period last year, to 147 million.
- The value of those visits decreased by -10% during the same period to £4.4 billion.
- However, year to date at the GB level volume decreased by -4% to 249 million where the value of visits increased by +5% to £8.3 billion.
- Looking at England, in the three months prior to June 2018 the volume of ACT visits decreased by -2% to 121 million visits, where value also decreased by -11% to £3.6 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 -4% to 208 million and the value increased by +6% compared to the same period in 2017 to £6.9 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
Apr- Jun														
GB	151.7	153.5	147.9	147.1	149.6	146.9	-2%	£5,238	£4,575	£4,813	£4,059	£4,875	£4,371	-10%
Eng	129.0	128.8	129.5	123.9	124.3	121.4	-2%	£4,604	£3,940	£4,364	£3,494	£4,058	£3,613	-11%
Jan- Jun														
GB	243.1	250.2	240.8	268.5	259.4	248.7	-4%	£8,059	£7,378	£7,664	£7,941	£7,889	£8,317	+5%
Eng	206.2	213.1	210.1	227.1	217.2	207.6	-4%	£6,994	£6,382	£6,823	£6,693	£6,519	£6,906	+6%

**Base sizes:**

**GB:** April- June 2018 (1742); January- June 2018 (2894)

**England:** April - June 2018 (1274); January- June 2018 (2115)

\*Estimates – see slide 3

# 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to June 2018 decreased by -1% compared to the same period in 2017 to 730 million visits.
- The value of these visits decreased by -1% for the three months against the same period last year to £21.6 billion.
- Year to date, volume is down by -3% to 1.4 billion 3+ hour whereas value increased by +6% to £43 billion.
- In England, volume declined by -2% in the three months prior to June 2018 to 610 million. The value of these visits increased by +4%, to 17.9 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2017 by -4%, to 1.1 billion where the value increased by +10% to £35.9 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
Apr- Jun														
GB	756.5	773.2	749.3	791.7	737.5	729.9	-1%	£21,311	£21,009	£19,640	£21,052	£21,899	£21,631	-1%
Eng	637.3	638.8	631.0	669.8	620.4	609.5	-2%	£18,292	£17,198	£16,898	£17,885	£17,375	£17,990	+4%
Jan- Jun														
GB	1424.9	1457.4	1384.7	1509.8	1418.6	1371.9	-3%	£38,991	£38,976	£37,226	£41,019	£40,676	£43,002	+6%
Eng	1203.9	1214.3	1165.4	1278.9	1194.4	1147.9	-4%	£32,966	£32,673	£31,635	£34,846	£32,499	£35,860	+10%

**Base sizes:**

**GB:** April- June 2018 (8272); January- June 2018 (15753)

**England:** April - June 2018 (5987); January- June 2018 (11419)

\*Estimates – see slide 3