

GB Day Visits 2018
May 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 May 2018 decreased by -8% when compared with the same period last year, to 424 million.
- The value of those visits decreased by -3% during the same period to £15.8 billion.
- Year to date at the GB level volume declined by -4% to 677 million and value of visits increased +2% to £24.8 billion.
- Looking at England, volume decreased by -9% in the three months to May 2018 at 356 million visits, while value stayed the same at £13.0 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 571.5 million and the value increased by +4% from 2017 at £20.6 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
Mar - May														
GB	435.6	458.3	441.4	470.0	463.7	424.6	-8%	£14,850	£15,490	£14,503	£14,843	£16,224	£15,769	-3%
Eng	374.8	385.0	381.3	398.8	391.4	356.4	-9%	£12,940	£13,287	£12,646	£12,577	£12,940	£12,992	0%
Jan- May														
GB	691.8	699.0	658.4	719.3	702.7	677.2	-4%	£22,909	£22,852	£21,919	£23,489	£24,229	£24,783	+2%
Eng	595.0	593.4	564.8	615.9	593.9	571.5	-4%	£19,655	£19,704	£19,004	£19,896	£19,712	£20,579	+4%

Base sizes:

GB: March – May 2018 (4870); January – May 2018 (7569)

England: March – May 2018 (3622); January – May 2018 (5675)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to May 2018 decreased by -14% to 128 million when compared with the same period last year.
- The value of those visits increased by +3% during the same period to £4.6 billion.
- However, year to date at the GB level volume decreased by -9% to 195 million and value of visits increased by +10% to £6.8 billion.
- Looking at England, in the three months to May 2018 the volume of ACT visits decreased to 106 million visits, while value stayed the same at £3.7 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 -10% to 164 million and the value increased by +9% compared to the same period in 2017 to £5.7 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
Mar - May														
GB	132.4	139.1	129.7	147.9	149.6	128.1	-14%	£4,322	£4,264	£4,174	£4,539	£4,485	£4,621	+3%
Eng	112.8	119.1	113.9	123.5	125.9	106.1	-16%	£3,789	£3,767	£3,731	£3,828	£3,682	£3,693	0%
Jan- May														
GB	190.6	198.3	184.9	221.2	214.9	195.3	-9%	£6,040	£5,731	£5,598	£6,720	£6,238	£6,835	+10%
Eng	160.9	169.7	161.4	187.0	181.3	163.8	-10%	£5,187	£4,975	£4,940	£5,647	£5,227	£5,692	+9%

Base sizes:

GB: March – May 2018 (1456); January – May 2018 (2162)

England: March – May 2018 (1065); January – May 2018 (1591)

*Estimates – see slide 3

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to May 2018 has decreased by -6% to 711 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 £22.3 billion.
- Year to date, volume is down by -4% to 1.1 billion 3+ hour visits and value increased by +10% to £36.5 billion.
- In England, volume declined by -6% in the three months to May 2018 to 599 million. However, the value of these visits increased, by +4%, to £18.4 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2017 by -4%, to 951 million and the value increased by - +14% to £30.7 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
Mar - May														
GB	719.6	770.7	729.1	806.6	759.7	711.4	-6%	£19,715	£21,473	£19,575	£20,929	£22,094	£22,264	+1%
Eng	608.7	633.6	618.4	678.9	640.2	598.7	-6%	£16,951	£17,721	£16,767	£17,694	£17,672	£18,401	+4%
Jan- May														
GB	1165.3	1209.7	1133.7	1249.2	1177.2	1132.0	-4%	£31,430	£32,049	£30,549	£33,331	£33,231	£36,512	+10%
Eng	986.1	1007.0	956.3	1058.9	993.4	950.9	-4%	£26,427	£26,813	£25,883	£28,258	£26,915	£30,702	+14%

Base sizes:

GB: March – May 2018 (8029); January – May 2018 (12567)

England: March – May 2018 (5824); January – May 2018 (9137)

*Estimates – see slide 3