

GB Day Visits 2018
October 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 October 2018 decreased by -9% when compared with the same period last year, to 449.9 million.
- The value of those visits increased +14% to £18.5 billion.
- At year-to-date level for Great Britain, volume decreased by -5% to 1.4 billion day visits. However, the value of these visits increased by +4% to £53 billion.
- For England, volume decreased by -8% to 374.5 million visits in the three months prior to October 2018, while value increased by +16% to £15.7 billion compared to the same period in 2017.
- Year-to-date day visits in England decreased by -5% to 1.2 billion. However, the value of these visits, increased by +7% to £44.3 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
Aug- Oct														
GB	487.8	492.8	484.1	492.0	491.9	449.9	-9%	£16,744	£17,339	£17,382	£17,975	£16,197	£18,512	+14%
Eng	419.8	414.1	406.2	414.3	408.0	374.5	-8%	£14,147	£14,144	£15,220	£14,639	£13,474	£15,676	+16%
Jan- Oct														
GB	1531.5	1519.2	1469.1	1539.6	1502.9	1425.4	-5%	£51,749	£50,622	£51,182	£51,516	£50,799	£53,003	+4%
Eng	1316.4	1282.0	1247.4	1310.0	1260.9	1195.5	-5%	£43,985	£42,367	£44,175	£43,183	£41,255	£44,269	+7%

Base sizes:

GB: August– October 2018 (5157); January– October 2018 (16357)

England: August – October 2018 (3789); January– October 2018 (12148)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to October 2018 decreased by -9% to 144.4 million.
- However, the value of these visits increased by +29% to £5.5 billion.
- At a year-to-date level for GB, volume decreased by -6% to 443.1 million, while the value of visits increased by 12% to £15.3 billion.
- For England, the volume of ACT visits in the three months prior to October 2018 decreased by -5% to 119.4 million. The value of these visits increased by +32% to £4.7 billion.
- Year-to-date, the volume of ACT visits in England decreased by -5% to 369.3 million while the value of these visits increased by +13% to £12.9 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
Aug- Oct														
GB	162.6	166.9	161.0	163.2	158.6	144.4	-9%	£5,008	£5,484	£5,486	£5,280	£4,273	£5,530	+29%
Eng	138.0	140.3	133.5	137.0	125.1	119.4	-5%	£4,257	£4,571	£4,763	£4,052	£3,578	£4,720	+32%
Jan- Oct														
GB	468.3	477.3	456.9	482.9	471.8	443.1	-6%	£15,172	£14,765	£15,208	£14,698	£13,744	£15,345	+12%
Eng	398.8	404.3	391.8	408.0	387.1	369.3	-5%	£13,064	£12,529	£13,170	£11,999	£11,438	£12,899	+13%

Base sizes:

GB: August– October 2018 (1666); January– October 2018 (5097)

England: August – October 2018 (1202); January– October 2018 (3711)

*Estimates – see slide 3

3+ Hour Day Visits Summary

- In the three months to October 2018, 3+hour day visits in Great Britain decreased by -8% compared to the same period in 2017, to 721.2 million visits.
- The value of these visits, however, increased by +12% to £25.5 billion.
- In terms of year-to-date for Great Britain, volume is down by -5% to 2.3 billion while value for these visits is up by +6% at £75.6 billion.
- For England, volume also declined by -8% to 599.4 million in the three months to October 2018, while value increased by +11% to £21.1 billion.
- Year-to-date day visits in England also decreased by -5% to 2 billion. The value of these visits was up +8% to £6.3 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
Aug- Oct														
GB	772.7	772.4	768.3	800.5	781.5	721.2	-8%	£23,313	£22,436	£23,287	£24,569	£22,814	£25,473	+12%
Eng	658.6	648.7	644.0	670.6	652.5	599.4	-8%	£19,816	£18,402	£20,155	£20,012	£19,102	£21,138	+11%
Jan- Oct														
GB	2476.1	2498.4	2420.1	2579.2	2469.6	2346.5	-5%	£69,931	£68,651	£68,993	£72,715	£71,531	£75,558	+6%
Eng	2099.6	2089.2	2033.7	2178.4	2072.1	1963.0	-5%	£58,779	£56,833	£58,685	£60,836	£58,283	£63,123	+8%

Base sizes:

GB: August– October 2018 (8331); January– October 2018 (26674)

England: August – October 2018 (5960); January– October 2018 (19264)

*Estimates – see slide 3