

**GB Day Visits 2018**  
**September 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 three month to September and year to date TDV volume decreased but with a higher spend per visit for both Great Britain and England, meaning that the overall value for both time periods increased compared to 2017
- The volume of day visits in Great Britain in the three months to September 2018 decreased to 459 million, a drop of -8% when compared to the same period last year
- The value of these visits increased by +6% to £17.9 billion
- The GB year to date volume of visits has decreased by -5% to 1.3 billion but the value of visits increased by +3% to £47.6 billion when compared to the same period in 2017
- Following the GB trend, volume of visits in England decreased by -7% to 385 million in the three months to September, while value increased by +9% to £15.3 billion compared to the same period in 2017
- Year to date the volume of day visits in England has decreased by -5% to 1.1 billion million when compared to 2017. Value however increased by +6% to £39.7 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
July– Sept														
GB	521.5	518.5	515.1	516.2	500.0	458.9	<b>-8%</b>	£17,702	£18,217	£19,458	£18,144	£16,804	£17,896	<b>+6%</b>
Eng	448.2	433.4	431.3	431.8	414.5	385.4	<b>-7%</b>	£14,720	£14,657	£16,720	£14,786	£13,998	£15,250	<b>+9%</b>
Jan– Sept														
GB	1384.6	1373.0	1333.0	1388.8	1352.2	1286.1	<b>-5%</b>	£46,784	£45,852	£46,601	£46,459	£46,240	£47,572	<b>+3%</b>
Eng	1189.2	1157.3	1130.1	1179.7	1133.1	1080.8	<b>-5%</b>	£39,846	£38,348	£40,222	£38,932	£37,514	£39,696	<b>+6%</b>

**Base sizes:**

**GB:** July– September 2018 (5213); January– September 2018 (14824)

**England:** July – September 2018 (3848); January– September 2018 (11020)

\*Estimates – see slide 3

# Activities Core to Tourism Summary

- ACT visits in Great Britain and England also follows the decrease in volume/increase in value trend of TDV, although spend has increased by a larger proportion
- The volume of ACT visits in Great Britain in the three months to September 2018 has decreased by -10% to 154 million when compared to the same period last year
- The value of those visits has increased by +22% to £5.9 billion during the same period
- Year to date at the GB level volume has decreased by -6% to 403 million with value of visits increasing by +12% to £14.2 billion
- Looking at England, in the three months to September 2018 the volume of ACT visits has decreased by -6% to 129 million, while the value has increased by +24% to £5.0 billion compared to the same period in 2017
- Year to date the volume of ACT visits in England decreased by -5% to 336 million but the value increased by +13% to £11.9 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
July- Sept														
GB	180.8	180.3	173.4	167.9	171.0	154.3	<b>-10%</b>	£5,819	£5,673	£6,302	£5,605	£4,800	£5,867	<b>+22%</b>
Eng	154.5	149.5	145.6	141.4	136.1	128.5	<b>-6%</b>	£5,047	£4,588	£5,269	£4,379	£4,060	£5,023	<b>+24%</b>
Jan- Sept														
GB	423.9	430.5	414.2	436.4	430.4	402.9	<b>-6%</b>	£13,878	£13,051	£13,965	£13,547	£12,690	£14,184	<b>+12%</b>
Eng	360.7	362.6	355.7	368.5	353.3	336.1	<b>-5%</b>	£12,040	£10,970	£12,092	£11,071	£10,579	£11,929	<b>+13%</b>

**Base sizes:**

**GB:** July– September 2018 (1751); January– September 2018 (4645)

**England:** July – September 2018 (1278); January– September 2018 (3393)

\*Estimates – see slide 3

# 3+ Hour Day Visits Summary

- 3+ hour day visit volume and value for Great Britain and England follows the same trend as TDV and ACT, although the percentage changes are more in keeping with the former
- In Great Britain volume for the three months to September 2018 has decreased by -7% to 747 million compared to the same period in 2017
- The value of these visits increased by +2% to £25.0 billion compared to the same period in 2017
- Year to date, volume is down by -5% to 2.1 billion but value has increased by +4% to £68.0 billion compared to 2017
- In England, volume declined by -6% to 627 million in the three months to September 2018. The value of these visits increased by +4%, to £18.8 billion
- Year to date the volume of 3+ hour day visits in England has decreased relative to the same period in 2017 by -5% to £1.8 billion while the value increased by +8% to £57.1 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
July- Sept														
GB	810.1	798.9	807.1	814.9	806.1	747.0	<b>-7%</b>	£24,074	£23,137	£25,215	£24,147	£24,504	£25,027	<b>+2%</b>
Eng	691.2	669.0	672.2	681.2	669.6	627.3	<b>-6%</b>	£20,130	£18,619	£21,491	£19,512	£20,471	£21,237	<b>+4%</b>
Jan- Sept														
GB	2234.9	2256.3	2191.7	2324.7	2224.7	2118.9	<b>-5%</b>	£63,065	£62,114	£62,481	£65,167	£65,179	£68,029	<b>+4%</b>
Eng	1895.1	1883.3	1837.6	1960.1	1864.0	1775.2	<b>-5%</b>	£53,097	£51,291	£53,126	£54,357	£52,970	£57,098	<b>+8%</b>

**Base sizes:**

**GB:** July– September 2018 (8427); January– September 2018 (24180)

**England:** July – September 2018 (6061); January– September 2018 (17480)

\*Estimates – see slide 3