

GB Day Visits 2019
September 2019
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 September 2019 increased to 468 million, a rise of +2% when compared with the same period last year
- The value of those visits however increased by +8% during the same period to £19.3 billion
- Year to date at the GB level, volume decreased by -3% to 1.3 billion but the value of visits increased by +3% to £49.2 billion when compared to the same period in 2018
- Looking at England, volume increased by +1% to 388 million visits in the three months to September, while value increased by +6% to £16.1 billion compared to the same period in 2018
- Year to date the volume of day visits in England decreased by -2% to £1.1 billion when compared to 2018. Value however increased by +4% to £41.4 billion compared to the same period

Tourism Day Visits GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19
July- Sept														
GB	518.5	515.1	516.2	500.0	458.9	468.3	+2%	£18,217	£19,458	£18,144	£16,804	£17,896	£19,277	+8%
Eng	433.4	431.3	431.8	414.5	385.4	388.4	+1%	£14,657	£16,720	£14,786	£13,998	£15,250	£16,101	+6%
Jan- Sept														
GB	1373.0	1333.0	1388.8	1352.2	1286.1	1253.8	-3%	£45,852	£46,601	£46,459	£46,240	£47,572	£49,164	+3%
Eng	1157.3	1130.1	1179.7	1133.1	1080.8	1055.3	-2%	£38,348	£40,222	£38,932	£37,514	£39,696	£41,377	+4%

Base sizes:

GB: July– September 2019 (5,320); January– September 2019 (15,288)

England: July – September 2019 (3,865); January– September 2019 (11,246)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to September 2019 decreased by -5% to 147 million when compared to the same period last year
- The value of those visits decreased by -28% to £4.2 billion during the same period
- Year to date at the GB level volume decreased by -3% to 392 million while value of visits decreased by -14% to £12.2 billion.
- Looking at England, in the three months to September 2019 the volume of ACT visits decreased by -8% to 118 million, while the value decreased by -32% to £3.4 billion compared to the same period in 2018
- Year to date the volume of ACT visits in England decreased by -3% to 326 million whilst the value decreased by -16% to £10 billion compared to the same period in 2018

Activities Core to Tourism GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19
July- Sept														
GB	180.3	173.4	167.9	171.0	154.3	146.8	-5%	£5,673	£6,302	£5,605	£4,800	£5,867	£4,232	-28%
Eng	149.5	145.6	141.4	136.1	128.5	118.2	-8%	£4,588	£5,269	£4,379	£4,060	£5,023	£3,433	-32%
Jan- Sept														
GB	430.5	414.2	436.4	430.4	402.9	392.1	-3%	£13,051	£13,965	£13,547	£12,690	£14,184	£12,202	-14%
Eng	362.6	355.7	368.5	353.3	336.1	326.4	-3%	£10,970	£12,092	£11,071	£10,579	£11,929	£9,999	-16%

Base sizes:

GB: July– September 2019 (1,741); January– September 2019 (4,859)

England: July – September 2019 (1,198); January– September 2019 (3,486)

*Estimates – see slide 3

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to September 2019 remained unchanged at 751 million compared to the same period in 2018
- The value of these visits increased however by +7% to £26.9 billion compared to the same period in 2018
- Year to date, volume is down by -3% to 2.1 billion 3+ hour visits but value increased by +4% to £70.8 billion compared to 2018
- In England, volume declined by -1% to 619 million in the three months to September 2019. However, the value of these visits increased by +6%, to £22.6 billion
- Year to date the volume of 3+ hour day visits in England decreased relative to the same period in 2018 by -3% to 1.7 billion while the value increased by +4% to £59.2 billion

3+ Hour Day Visits GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19	2014*	2015*	2016	2017	2018	2019	% (+/-) '18/'19
July- Sept														
GB	798.9	807.1	814.9	806.1	747.0	750.7	0%	£23,137	£25,215	£24,147	£24,504	£25,027	£26,903	+7%
Eng	669.0	672.2	681.2	669.6	627.3	619.2	-1%	£18,619	£21,491	£19,512	£20,471	£21,237	£22,588	+6%
Jan- Sept														
GB	2256.3	2191.7	2324.7	2224.7	2118.9	2062.5	-3%	£62,114	£62,481	£65,167	£65,179	£68,029	£70,829	+4%
Eng	1883.3	1837.6	1960.1	1864.0	1775.2	1719.2	-3%	£51,291	£53,126	£54,357	£52,970	£57,098	£59,246	+4%

Base sizes:

GB: July– September 2019 (8,266); January– September 2019 (24,734)

England: July – September 2019 (5,860); January– September 2019 (17,668)

*Estimates – see slide 3