

GB Day Visits 2017
July 2017
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 July 2017 decreased by -9% when compared with the same period last year, to 447 million.
- The value of those visits remained stable during the same period at £15 billion.
- Year to date at the GB level, volume decreased by -3% to 1 billion but the value of visits increased by +3% to £34.6 billion.
- Looking at England, volume decreased by -11% in the three months to July 2017 at 376 million visits, while value decreased by -9% to £11.8 billion compared to the same period in 2016.
- Year to date the volume of day visits in England decreased relative to the same period in 2016 by -5%, to 853 million and the value decreased by -3% to £27.8 billion compared to the same period in 2016.

Tourism Day Visits GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17
May - Jul														
GB	517.5	508.2	487.7	484.4	493.1	446.5	-9%	£15,672	£17,325	£15,654	£16,685	£15,103	£15,045	0%
Eng	440.5	435.6	404.7	414.2	420.1	375.6	-11%	£12,879	£14,660	£12,892	£14,243	£13,014	£11,818	-9%
Jan- Jul														
GB	1104.9	1043.6	1026.4	985.0	1047.6	1011.0	-3%	£33,980	£35,004	£33,282	£33,800	£33,541	£34,601	+3%
Eng	945.0	896.7	867.8	841.2	895.7	853.0	-5%	£28,504	£29,838	£28,223	£28,955	£28,544	£27,781	-3%

Base sizes:

GB: May- July 2017 (5217); January- July 2017 (11714)

England: May - July 2017 (3849); January- July 2017 (8686)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to July 2017 decreased by -3% when compared with the same period last year, to 146 million.
- The value of those visits increased by +10% during the same period to £4.6 billion.
- However, year to date at the GB level volume decreased by -2% to 313 million and value of visits increased by +1% to £9.5 billion.
- Looking at England, in the three months to July 2017 the volume of ACT visits decreased by -6% to 121 million visits, while the value increased by +4% to £3.7 billion compared to the same period in 2016.
- Year to date the volume of ACT visits in England decreased relative to the same period in 2016 by -3% to 262 million and the value decreased by -1% compared to the same period in 2016 to £7.9 billion.

Activities Core to Tourism GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2016	2017	% (+/-) '16/'17	2016	2017	% (+/-) '16/'17
May- Jul						
GB	151.0	146.2	-3%	£4,158	£4,596	+10%
Eng	128.2	120.7	-6%	£3,569	£3,720	+4%
Jan- Jul						
GB	319.7	313.1	-2%	£9,418	£9,471	+1%
Eng	271.0	261.9	-3%	£7,947	£7,861	-1%

Base sizes:

GB: May- July 2017 (1717); January- July 2017 (3615)

England: May - July 2017 (1242); January- July 2017 (2674)

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to July 2017 decreased by -8%, compared to the same period in 2016, to 744 million visits.
- The value of these visits increased by +1% for the three months against the same period last year to £22 billion.
- Year to date, volume is down by -5% to 1.7 billion 3+ hour visits but value increased by +1% to £48.7 billion.
- In England, volume declined by -10% in the three months to July 2017 to 623 million. Likewise, the value of these visits decreased, by -6%, to 17.6 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2016 by -6%, to 1.4 billion and the value decreased by -4% to £39.2 billion.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)							Value of Visits (£millions)						
	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17	2012*	2013*	2014*	2015*	2016	2017	% (+/-) '16/'17
May – Jul														
GB	839.0	789.4	784.3	765.0	809.0	743.7	-8%	£22,647	£21,903	£21,470	£21,521	£21,898	£22,024	+1%
England	710.6	666.8	647.9	643.4	686.3	622.6	-10%	£18,535	£18,308	£17,532	£18,215	£18,715	£17,599	-6%
Jan- July														
GB	1846.6	1703.4	1726.0	1651.8	1778.8	1688.1	-5%	£48,482	£46,619	£46,215	£45,706	£48,147	£48,717	+1%
England	1564.5	1441.0	1440.5	1389.7	1507.7	1419.6	-6%	£39,871	£38,962	£38,431	£38,530	£40,824	£39,182	-4%

Base sizes:

GB: May– July 2017 (8575); January– July 2017 (19430)

England: May – July 2017 (6139); January– July 2017 (13969)

*Estimates – see slide 3