

GB Day Visits 2017  
**April 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.
- For more information on these definitions 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 April 2017 increased by +3% when compared with the same period last year, to 442 million.
- The value of those visits increased by +11% during the same period to £15.5 billion.
- Year to date at the GB level volume rose by +2% to 564 million and value of visits increased by +6% to £19.6 billion.
- Looking at England, volume increased by +1% in the three months to April 2017 at 374 million visits, while value increased by +6% to £12.4 billion compared to the same period in 2016.
- Year to date the volume of day visits in England was similar in 2016 and 2017 at 477 million while the value increased by 3% to £16 billion.

# 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
Feb- Apr														
GB	439.6	405.8	416.3	388.2	429.7	442.0	+3%	£13,395	£13,641	£14,013	£13,610	£14,045	£15,539	+11%
Eng	377.8	348.8	359.7	332.6	369.2	373.7	+1%	£11,264	£11,903	£12,233	£11,741	£11,763	£12,433	+6%
Jan- Apr														
GB	587.42	535.44	538.7	500.6	554.5	564.5	+2%	£18,307	£17,680	£17,629	£17,114	£18,438	£19,557	+6%
Eng	504.5	461.0	463.2	427.0	475.6	477.4	-	£15,625	£15,178	£15,331	£14,712	£15,530	£15,963	+3%

**Base sizes:**

**GB:** February- April 2017 (5196); January- April 2017 (6497)

**England:** February - April 2017 (3883); January- April 2017 (4837)

# 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to April 2017 decreased by -2% compared to the same period in 2016 to 732 million visits.
- The value of these visits increased by +6% for the three months against the same period last year to £21 billion.
- Year to date, volume is down by -3% to 944 million 3+ hour visits and value increased by +2% to £26.7 billion.
- In England, volume declined by -2% in the three months to April 2017 to 618 million. However, the value of these visits increased, by +2%, to 16.7 billion.
- Year to date the volume of day visits in England decreased relative to the same period in 2016 by -3%, to 797 million and the value decreased by -2% to £21.6 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
Feb- Apr														
GB	751.0	688.5	719.0	671.7	744.8	731.8	-2%	£19,038	£18,726	£19,709	£18,717	£19,694	£20,962	+6%
England	636.8	583.7	604.0	566.7	631.4	617.9	-2%	£15,639	£16,029	£16,579	£15,939	£16,389	£16,727	+2%
Jan- Apr														
GB	1007.5	914.0	941.8	886.8	969.7	944.4	-3%	£25,835	£24,715	£24,745	£24,185	£26,249	£26,693	+2%
England	853.9	774.2	792.6	746.2	821.5	797.0	-3%	£21,336	£20,655	£20,899	£20,316	£22,109	£21,583	-2%

**Base sizes:**

**GB:** February- April 2017 (8568); January- April 2017 (10855)

**England:** February - April 2017 (6203); January- April 2017 (7830)