

GB Day Visits 2018
March 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 March 2018 decreased by -5% when compared with the same period last year, to 380 million.
- The value of those visits increased by +1% during the same period to £13.9 billion.
- Year to date at the GB level, shows the same figures as three months figures, due to this month being the 3rd month of the year.
- Looking at England, volume decreased by -5% in the three months to March 2018 to 321 million visits, while value increased by +2% to £11.3 billion compared to the same period in 2017.
- Year to date at the England level, shows the same figures as three months figures, due to this month being the 3rd month of the year.

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
Jan-Mar														
GB	384.9	380.9	347.9	408.5	399.5	380.2	-5%	£12,524	£13,003	£12,339	£13,904	£13,745	£13,913	+1%
Eng	331.4	329.3	298.0	351.9	337.8	321.3	-5%	£10,646	£11,418	£10,604	£11,693	£11,136	£11,304	+2%
Jan-Mar														
GB	384.9	380.9	347.9	408.5	399.5	380.2	-5%	£12,524	£13,003	£12,339	£13,904	£13,745	£13,913	+1%
Eng	331.4	329.3	298.0	351.9	337.8	321.3	-5%	£10,646	£11,418	£10,604	£11,693	£11,136	£11,304	+2%

Base sizes:

GB: January- March 2018 (4412); January- March 2018 (4412)

England: January - March 2018 (3308); January- March 2018 (3308)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to March 2018 decreased by -7% when compared with the same period last year, to 101.9 million.
- The value of those visits increased by +31% during the same period to £3.9 billion.
- Year to date at the GB level, shows the same figures as three months figures, due to this month being the 3rd month of the year.
- Looking at England, in the three months to March 2018, the volume of ACT visits decreased by -7%, to 86.4 million visits, while value increased by +34% to £3.3 billion compared to the same period in 2017.
- Year to date at the England level, shows the same figures as three months figures, due to this month being the 3rd month of the year.

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
Jan-Mar														
GB	91.4	96.6	92.9	121.4	109.8	101.9	-7%	£2,821	£2,803	£2,851	£3,883	£3,014	£3,947	+31%
Eng	77.2	84.3	80.6	103.1	93.0	86.4	-7%	£2,390	£2,443	£2,459	£3,199	£2,461	£3,293	+34%
Jan-Mar														
GB	91.4	96.6	96.6	121.4	109.8	101.9	-7%	£2,821	£ 2,803	£2,851	£3,883	£3,014	£3,947	+31%
Eng	77.2	84.3	84.3	103.1	93.0	86.4	-7%	£2,390	£2,443	£2,459	£3,199	£2,461	£3,293	+34%

Base sizes:

GB: January- March 2018 (1152); January- March 2018 (1152)

England: January - March 2018 (841); January- March 2018 (841)

*Estimates – see slide 3

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to March 2018 decreased by -6% when compared to 2017, to 642 million visits.
- The value of these visits increased by +14% for the three months against the same period last year to £21.4 billion.
- Year to date at the GB level, shows the same figures as three months figures, due to this month being the 3rd month of the year.
- In England, volume declined by -6% in the three months to March 2018 to 538 million. However, the value of these visits increased by +18% to 17.9 billion.
- Year to date at the England level, shows the same figures as three months figures, due to this month being the 3rd month of the year.

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
Jan-Mar														
GB	668.4	684.2	635.3	718.1	681.1	642.0	-6%	£17,680	£17,968	£17,627	£19,967	£18,777	£21,371	+14%
England	566.6	575.5	534.4	609.1	574.1	538.4	-6%	£14,674	£15,475	£14,737	£16,961	£15,125	£17,871	+18%
Jan-Mar														
GB	668.4	684.2	635.3	718.1	681.1	642.0	-6%	£17,680	£17,968	£17,627	£19,967	£18,777	£21,371	+14%
England	566.6	575.5	534.4	609.1	574.1	538.4	-6%	£14,674	£15,475	£14,737	£16,961	£15,125	£17,871	+18%

Base sizes:

GB: January- March 2018 (7481); January- March 2018 (7481)

England: January - March 2018 (5432); January- March 2018 (5432)

*Estimates – see slide 3