

The Great Britain Day Visitor 2016 annual report



Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance
---------	--------------	---------------------	---------	--------------------	-----------------------------------	-------------------------	------------------	-------------------------

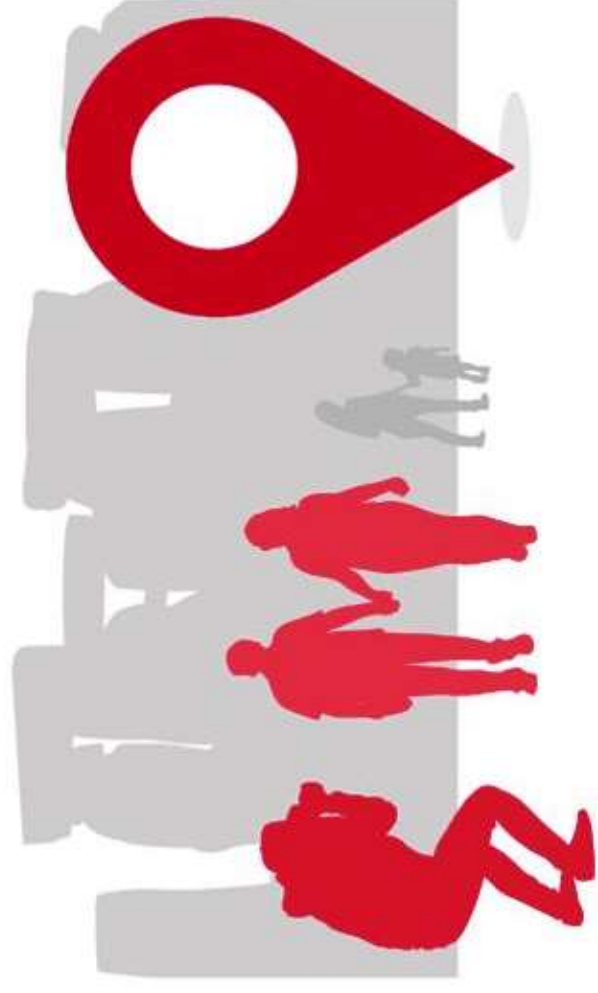
Introduction

The Great Britain Day Visits Survey (GBDVS) was commissioned jointly by VisitEngland, VisitScotland and Visit Wales (the Tourism Department of the Welsh Government).

The survey aims to measure the volume, expenditure and profile of tourism day visits taken by GB residents to destinations in England, Scotland, Wales and Northern Ireland. Fieldwork commenced at the beginning of 2011 and will continue until at least the end of 2017.

This report contains the results of the 2016 survey, including comparisons of results with those obtained between 2011 and 2015.

More information on the [Survey Methodology](#) and [Definitions](#) can be found in the Methods and Performance section.





Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance
---------	--------------	---------------------	---------	--------------------	-----------------------------------	-------------------------	------------------	-------------------------

Scope of the report

This report provides the main results of GBDVS 2016 including estimates of the total volume and expenditure of Tourism Day Visits and the main results regarding activities undertaken, destination type, transport types used, money spent during visits and the profile of visitors. Results are provided at an overall GB level and individually for visits taken to destinations in England, Scotland and Wales.

Wherever possible, results are also provided at a regional level. Results relating to visits taken in England are provided on the basis of the former Government Office Regions. Welsh results are provided on the basis of the Regional Tourism Partnership areas, defined as follows:

- **North Wales** – Anglesey, Gwynedd, Conwy, Denbighshire, Wrexham and Flintshire
- **Mid Wales** – Ceredigion and Powys
- **South West Wales** – Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot
- **South East Wales** – Blaenau Gwent, Bridgend, Cardiff, Caerphilly, Merthyr Tydfil, Monmouthshire, Newport, Rhondda Cynon Taff, Torfaen and Vale of Glamorgan

Scottish results are provided for the following geographical areas:

- **North of Scotland** – Highland, Western Isles, Orkney, Shetland, Aberdeen City, Aberdeenshire and Moray local authority areas
- **West of Scotland** – Argyll & Bute, Clackmannanshire, West Dunbartonshire, Falkirk, Stirling, City of Glasgow, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire, East Ayrshire, North Ayrshire and South Ayrshire local authority areas
- **East of Scotland** – Perth & Kinross, Angus, City of Dundee, Fife, City of Edinburgh, East Lothian, Midlothian and West Lothian local authority areas
- **South of Scotland** – Dumfries & Galloway and Scottish Borders local authority areas

Survey respondents were selected from an online panel with demographic quotas based on age, gender, working status, socio-economic status and area of residence applied in every survey wave to increase the representativeness of the achieved sample.

The survey data was weighted to further improve the representativeness of the outputs with the approach used informed by a significant programme of parallel off-line interviewing involving over 6,000 in-home interviews during 2011.

In summary, the first stage of the weighting solution corrected for non-response biases by applying weights on the basis of a number of demographic variables relevant to levels of participation in leisure (age, gender, age of completing education and socio-economic group) and region of residence.

The second stage involved the 'grossing up' of the data provided by respondents regarding the leisure visits they had taken in the last seven days to allow estimates of the total volume and expenditure of visits taken in each month of the year and for the full 12 months to be calculated. At this stage of the weighting, any under-reporting of visits by a respondent (the questionnaire allows details of up to three visits to be recorded but they may have taken more) was also taken into account to ensure that the final weighted data could be considered to be representative of all visits taken by the wider sample.

Further details of the weighting approach and on the parallel off-line interviewing are included in the 'Methods and Performance' section. 



Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance
---------	--------------	---------------------	---------	--------------------	-----------------------------------	-------------------------	------------------	-------------------------

Note on reweighting of 2011 to 2015 estimates

In 2016 the following changes were identified as necessary and implemented 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 wider GBDVS – GBTS combined surveying increased from 673 to 1,000

Parallel testing of the survey approaches used before and after these changes found that these changes resulted in increased levels of visits reported by respondents by around **+15%**.

To take account of this change and increase comparability in trends data, the results from 2011 to 2015 presented in this report have been revised, with all previous estimates upweighted by 15%.

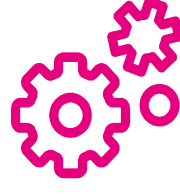
All data for 2011 to 2015 as previously published is referred to as 'historical' while the figures which include the 15% adjustment are referred to as 'reweighted'.

Both historical and reweighted data has been used in the trend sections of this report with historical data shown in tables which are coloured **orange** while reweighted data are coloured **green**.

Note on 2016 Tourism Day Visit data processing issue

In January 2017, a data processing error relating to the application of filters to define Tourism Day Visits was identified. This error had an impact on the accuracy of all previously reported 2016 TDV results for London, with knock on impacts on results for England and GB as a whole.

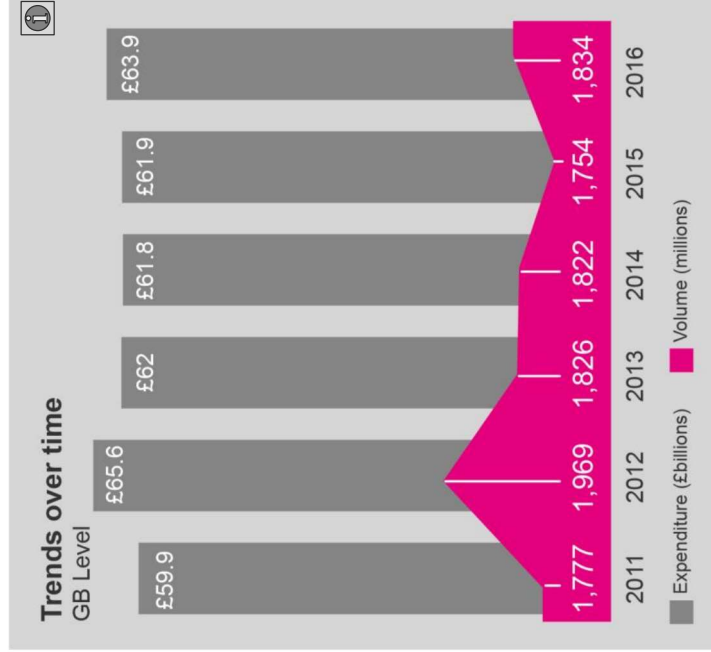
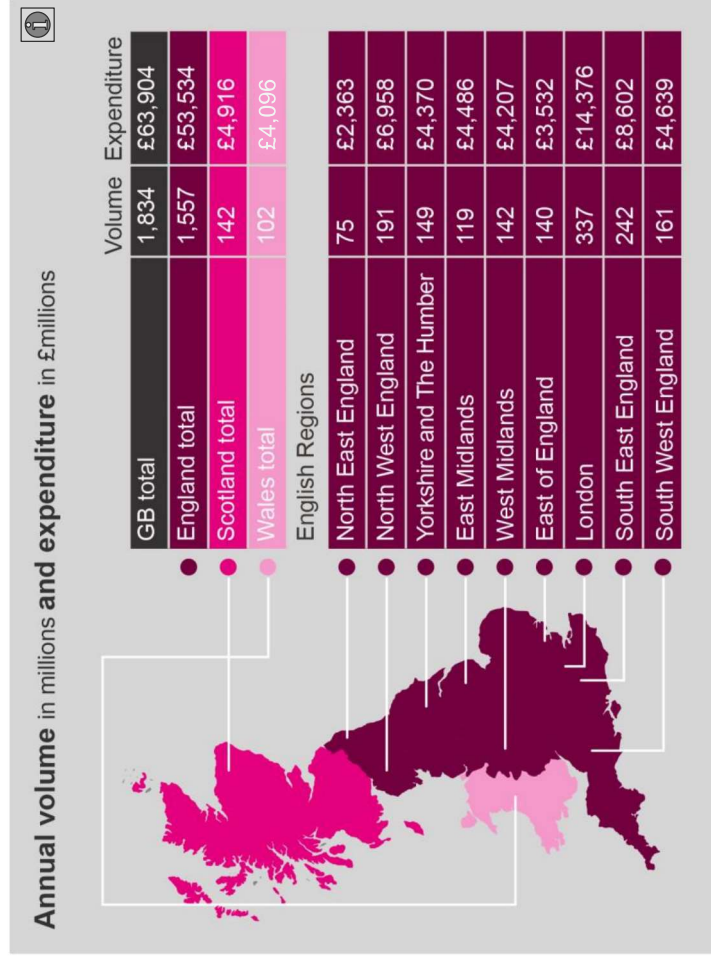
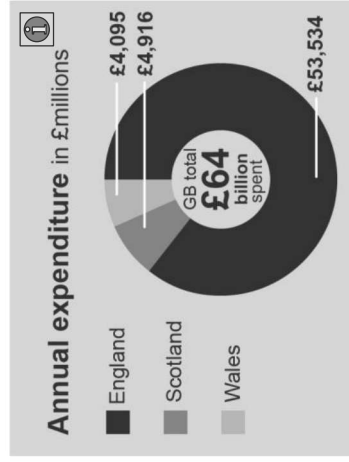
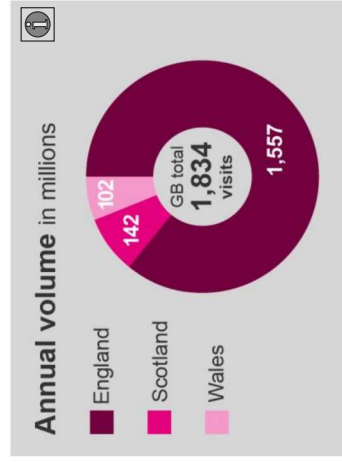
Following the identification of this error all data was corrected and reports were re-run using accurate estimates.





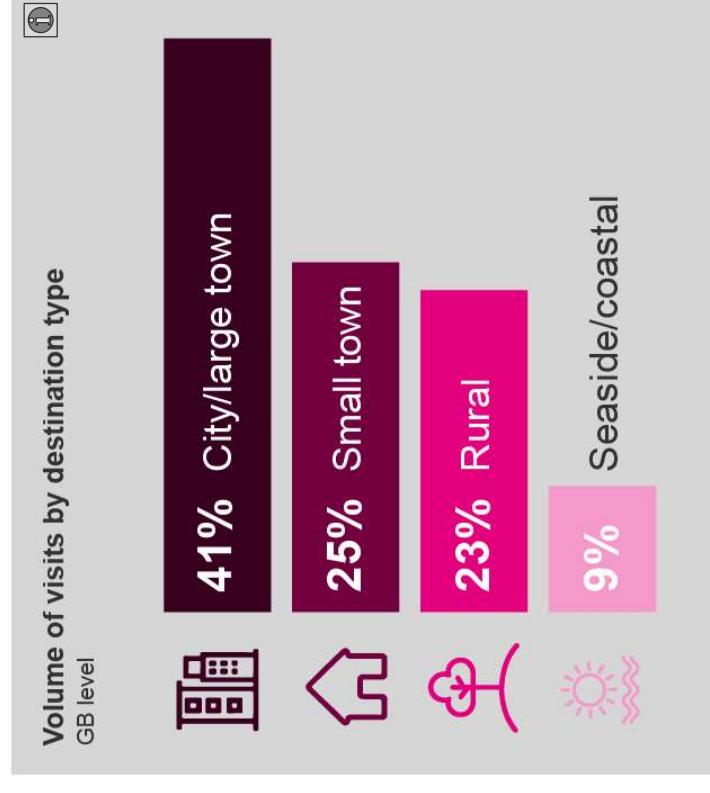
Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance
Definitions used in GBDVS Leisure Day Visits GBDVS captures headline data on the volume of visits from home involving any of the activities listed in the table shown on the right. Any participation in one or more of these activities, away from home but within the UK is considered to be a Leisure Day Visit. 3 hour+ Leisure Day Visits A 3 hour+ Leisure Day Visit is a Leisure Day Visits visit that lasts more than 3 hours from beginning to end (i.e. from leaving home to returning there). Tourism Day Visits (TDVs) Tourism Day Visits are a sub-set of 3 hour+ Leisure Day Visits which fulfil 2 additional criteria: - Regularity - the participant must indicate that the visit (i.e. same activity in same place) is not undertaken 'very regularly' - Place - the destination of the visit must be 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 must be 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 Activities Core to Tourism Visits (ACTs) Activities Core to Tourism Visits represent the subset of the Tourism Day Visits where the main activity undertaken was one of those highlighted in purple in the table on the right (*note that 'entertainment' visits including cinema attendance are not included). Leisure activities included in GBDVS Visiting friends or family for leisure 'Special' shopping for items that you do not regularly buy Going out for a meal Going on a night out to a bar, pub and/or club Going out for entertainment – to a cinema, concert or theatre* Undertaking outdoor leisure activities such as walking, cycling, golf, etc. Taking part in other leisure activities such as hobbies, evening classes, etc. (outside of your home) Taking part in sports, including exercise classes, going to the gym, etc. Watching live sporting events (not on TV) Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc. Going to special public event such as a festival, exhibition, etc. Going to special events of a personal nature such as a wedding, graduation, christening, etc. Going on days out to a beauty or health spa/centre, etc. Going on general days out/to explore an area Going on day trips/excursions for other leisure purpose not mentioned above								

2016 – Tourism Day Visits at a glance



Note: 2011-2015 estimates are reweighted – see note on page 8

2016 – Tourism Day Visits at a glance





Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance
---------	--------------	---------------------	---------	--------------------	-----------------------------------	-------------------------	------------------	-------------------------

Table 5.28 TDV detailed visit profiles (continued)
Average spend per visit (including zero spend)

Main visit activity								
English regions (former GORs)								
'Special' shopping			£94	North East England				£31
Day out to beauty/ health spa			£32	North West England				£36
Going out for entertainment			£38	Yorkshire and The Humber				£29
Special public event			£39	East Midlands				£38
Went out for a meal			£41	West Midlands				£30
Going on a night out			£37	East of England				£25
Watched live sporting events (not on TV)			£32	London				£43
Going to visitor attractions			£35	South East England				£36
Other day out for leisure			£41	South West England				£29
Welsh regions (Regional Tourism Partnerships)								
General day out			£31	Mid				£38
Special personal events			£31	North				£41
Undertaking outdoor activities			£18	South West				£47
Visiting friends or family for leisure			£21	South East				£32
Other leisure/hobbies			£25					
Taking part in sports			£26					
Scottish regions (see page 10 for details)								
City/large town			£46	North				£33
Seaside/ coast			£38	West				£33
Small town			£30	East				£39
Village/ countryside			£29	South				£31



Content	Introduction	Scope of the report	Summary	Tourism Day Visits	Activities Core to Tourism Visits	3hr+ Leisure Day Visits	Full data tables	Methods and Performance
---------	--------------	---------------------	---------	--------------------	-----------------------------------	-------------------------	------------------	-------------------------

Table 5.72 ACT detailed visit profiles (continued)
Historical average spend per visit (including zero spend)

Main visit activity			English regions (former GORs)		
Going out for entertainment		£49	North East England		£27
Special public event		£40	North West England		£26
Watched live sporting events (not on TV)		£32	Yorkshire and The Humber		£20
			East Midlands		£37
Going to visitor attractions		£35	West Midlands		£32
General day out		£30	East of England		£20
Undertaking outdoor activities		£17	London		£42
Destination type visited					
City/ large town		£40	South East England		£29
Small town		£28	South West England		£25
Village/ countryside		£28	Welsh regions (Regional Tourism Partnerships)		
Seaside/ coast		£20	Mid		£15
			North		£42
			South West		£34
			South East		£39
			Scottish regions (see page 10 for details)		
			North		£35
			West		£28
			East		£35
			South		£29