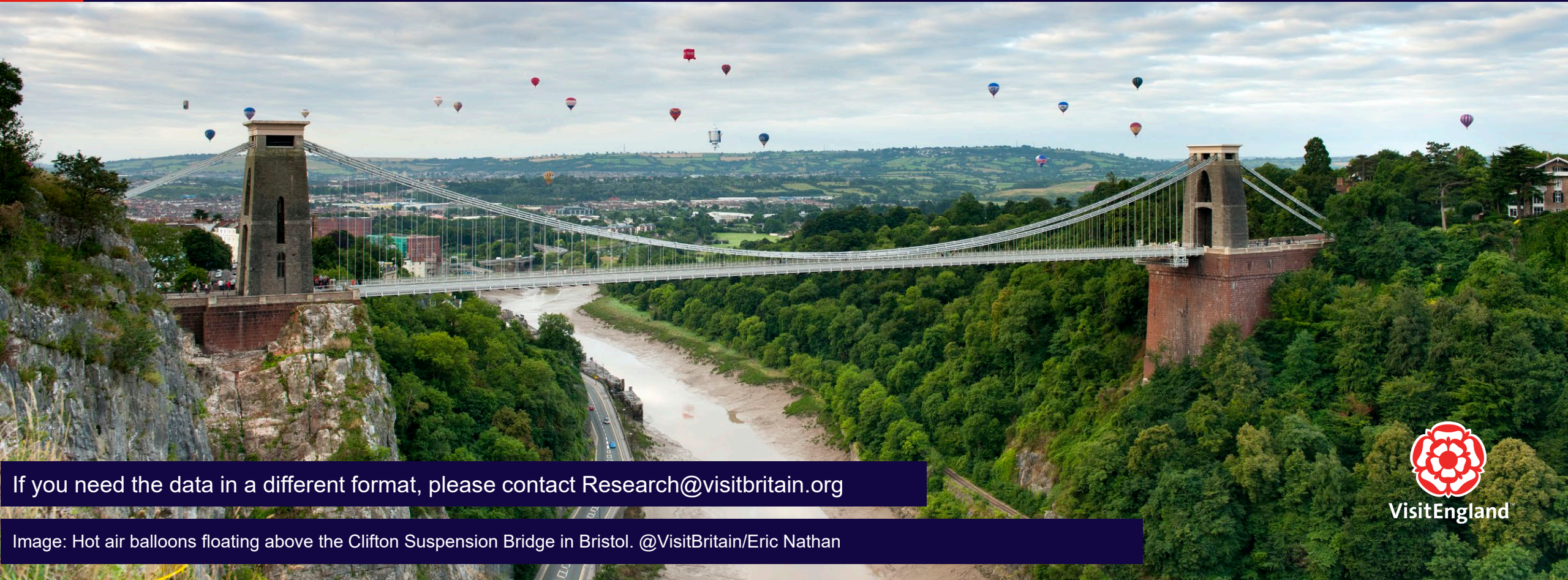


Great Britain Day Visits Survey (GBDVS)

Estimates of the volume and value of domestic day visits taken by British residents in Great Britain in Q1 2023

Published 17th August 2023



If you need the data in a different format, please contact Research@visitbritain.org

Image: Hot air balloons floating above the Clifton Suspension Bridge in Bristol. @VisitBritain/Eric Nathan



VisitEngland

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Explore the Q1 2023 data in more detail on the [VisitBritain website](#).

Make sure you get all the latest figures and reports by [signing-up for VisitBritain's e-newsletter](#)

Introduction and Summary



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Image: Mother and children sit at the top of the steps at a colourful beach hut. Wells next the Sea, Norfolk, England. ©VisitBritain/Ollie Kilvert

Introduction

Report overview:

- This report covers the main estimates for the volume and value of domestic leisure day trips taken by British residents in Great Britain from January 2023 to March 2023 (Quarter 1).
- It includes estimates of day visits taken in Great Britain and England across a number of trip characteristics and with comparisons (such as percentage share) where appropriate. Detailed results for Scotland and Wales are published by [VisitScotland](#) and [Visit Wales](#) respectively.
- It includes data for three definitions of leisure day visits: Tourism Day Visits (the standard definition, which this report focuses on); 3+ hour Leisure Day Visits (the broadest measure); Tourism Day Visits – Activities Core to Tourism (the narrowest measure).
- Detailed data on leisure day visits can be accessed in excel via the pivot tables on our [GBDVS webpage](#).

Methodology:

- The statistics in this release are based on a new combined online survey that replaces the separate Great Britain Tourism Survey and Great Britain Day Visits Survey that ran until the end of 2019. Due to the methodological change, the new survey from 2021 onwards cannot be directly compared to the old survey up to 2019. Further information on the recent methodology changes and user notes are available (including guidance on limitations of comparability with GBDVS data up until 2019) in the following documents available [on our website](#):
 - [Background Quality Report](#) (the latest version is for 2022)
 - [Methodology and quality information](#)
- The GBDVS 2021, 2022 and Q1 2023 data has been published as experimental statistics. More information on this can be found on the [Office for Statistics Regulation website](#).
- Please note sample sizes at the monthly and quarterly level can be low and results should be treated with caution. For clarity, low base sizes are highlighted in each page and have been detailed at the end of the report.
- Due to the low base sizes and experimental nature of the new statistics, growth rates have not been shown on several slides. There can be a high degree of variability in the new data, especially for spend, and we advise caution when making comparisons across time periods.

Domestic Day Visits in Q1 2023

3 hour+ Leisure Day Visits

GB/Nation	GB	England	Scotland	Wales
Visits (million)	676	567	72	43
Spend (£m)	£24,852	£21,051	£2,569	£1,232

Tourism Day Visits (standard definition of day visits)

GB/Nation	GB	England	Scotland	Wales
Visits (million)	240	210	21	11
Spend (£m)	£10,417	£8,996	£956	£465

Tourism Day Visits – Activities Core to Tourism

GB/Nation	GB	England	Scotland	Wales
Visits (million)	71	60	7	5
Spend (£m)	£3,004	£2,520	£323	£161

- There are 3 different types of Domestic Day Visit within the GBDVS survey; please see slide 28 for detailed definitions of each.
- **3 Hour+ Leisure Day Visits** capture the largest volume of day visits. In Q1 2023 there were 676 million visits of this type within Great Britain accounting for £24.9bn spend.
- **Tourism Day Visits** (the focus of this report) are a subset of the above visits and account for 35% of 3hr+ leisure day visits. In Q1 2023, there were 240 million Tourism Day Visits to GB, where visitors spent £10.4bn.
- Finally, **Tourism Day Visits – Activities Core to Tourism** are the smallest subset of day visits. There were 71 million visits of this type within Great Britain in Q1 2023, accounting for £3.0bn spend.
- You can explore the GB and England data for all 3 types of day visits on the pivot tables available on the [GBDVS page](#) on our corporate website.
- Detailed results for Scotland and Wales are published on their websites: [VisitScotland](#) and [Visit Wales](#).

Summary of key results: Tourism Day Visits

Great Britain

- There was a gradual increase in the volume and value of Tourism Day Visits within Great Britain across the first three months of 2023. From January to March 2023, British residents took a total of **240 million Tourism Day Visits within Great Britain**, up 21% vs the same months in 2022.
- These visitors **spent a total of £10.4bn**, up 20% vs Q1 2022.
- The **average spend per trip** for Tourism Day Visits within Great Britain in Q1 2022 and Q1 2023 was similar; £44 vs £43.
- Of all the Tourism Day Visits in Q1 2023, **England** had the highest share of trips (87%) and spend (86%).
- In Q1, visits where the main activity was **visiting friends or family (78 million)** continued to be the most common main activity for British residents taking a Tourism Day Visit in Great Britain followed by **food and drink/night out/speciality shopping (34 million)** and **going to a visitor attraction (33 million)**. The same three main activities were also top for spend.
- In the first quarter of 2023, nearly half (49%) of Tourism Day Visits in GB were to a **large city/town**. 20% of visits were to a **small town** and 15% were to the **countryside**. 60% of spend came from those visiting large cities/towns as their main destination at £6.2bn. Visits where small towns was the main destination accounted for £2.3bn, just over one fifth of the total spend.

England

- There were **210 million Tourism Day Visits within England** in Q1 2023, up 21% vs 2022. Similarly to GB, the volume and value of Tourism Day Visits increased across the first three months of 2023 for trips where England was the main destination.
- Visits within England accounted for **£9.0bn spend**, up 20% vs Q1 2022.
- The **average spend per trip** was similar at £43 in both Q1 2022 and Q1 2023.
- Within England, 22% of visits were within London vs 78% in the Rest of England in Q1 2023. **London (22%)**, **the South East (18%)** and **the North West (12%)** welcomed the highest shares of domestic Tourism Day Visits. 29% of expenditure was spent in London vs 70% in the Rest of England in the first quarter of 2023. Outside **London**, **the South East (15%)** and **the North West (12%)** received the highest shares of spend across English regions.
- For those visiting England on a Tourism Day Visit, the highest volume of visits were for trips to **visit friends or family (70 million)** This was followed by those **going for food and drink/a night out/speciality shopping (30 million)** as their main activity and **going to a visitor attraction (29 million)**. The same three main activities were also top for spend.
- In Q1 2023, over half (54%) of those taking a Tourism Day Visit in England went to a **large city/large town** as their main destination. This was followed by those visiting a **small town (22%)** and those visiting the **countryside (16%)**. 60% of spend (£5.4bn) came from those visiting a large city/town (as their main destination) followed by 22% (£2.0bn) from those visiting a small town and 10% (£165m) from those visiting the countryside as their main destination.

Tourism Day Visits

Tourism Day Visits are the standard measure of day visits (see Appendix for definition)



VisitEngland

Image: Two women kayaking on a river towards Tower Bridge, London, England ©VisitBritain/Mollie Bylett



Headline quarterly results: Tourism Day Visits

Q1 2023

Tourism Day Visits: Headlines – Q1 2023

GB Tourism Day Visits	Q1 2022	January 2023	February 2023	March 2023	Q1 2023	% change vs Q1 2022
Visits (million)	198	78	79	82	240	21%
Spend (£ million)	£8,699	£3,015	£3,266	£4,137	£10,417	20%

England Tourism Day Visits	Q1 2022	January 2023	February 2023	March 2023	Q1 2023	% change vs Q1 2022
Visits (million)	173	69	70	71	210	21%
Spend (£ million)	£7,493	£2,668	£2,955	£3,373	£8,996	20%

- In January 2023, British residents took 78 million Tourism Day Visits within Great Britain, which gradually increased over February and March 2023. In total, **240 million Tourism Day Visits were taken within Great Britain** in Q1 2023, up 21% vs the same months in 2022. Spend followed the same pattern and these visitors **spent a total of £10.4bn in Q1 2023**, up 20% vs Q1 2022.
- Visits and spend within England also gradually increased across the first three months of 2023, reaching **210 million Tourism Day Visits** (up 21% vs Q1 2022) and **£9.0bn spend** (up 20% vs Q1 2022).

Tourism Day Visits: Averages – Q1 2023

GB Tourism Day Visits	Q1 2022	Q1 2023	% change vs Q1 2022
Average spend per trip	£44	£43	-1%

England Tourism Day Visits	Q1 2022	Q1 2023	% change vs Q1 2022
Average spend per trip	£43	£43	0%

- The **average spend per trip** for Tourism Day Visits within Great Britain in Q1 of 2022 and 2023 was similar; £44 vs £43.
- For Tourism Day Visits within England, the average spend per trip was similar at £43 in both Q1 2022 and Q1 2023.

Tourism Day Visits by GB nation – Q1 2023

GB/Nation Visits (million)	Q1 2022	Q1 2023	% change vs Q1 2022	Q1 2023 % share
GB	198	240	21%	
England	173	210	21%	87%
Scotland	18	21	12%	9%
Wales	12	11	-8%	5%

GB/Nation Spend (£ million)	Q1 2022	Q1 2023	% change vs Q1 2022	Q1 2023 % share
GB	£8,699	£10,417	20%	
England	£7,493	£8,996	20%	86%
Scotland	£755	£956	27%	9%
Wales	£451	£465	3%	4%

- Of all the Tourism Day Visits in Q1 2023, England had the highest share of visits with an 87% share (210 million visits). Out of all the nations, England saw the highest Y-o-Y growth for Tourism Day Visits.
- England's share of the total GB Tourism Day Visit spend in 2022 was 86% which equates to £9.0bn. Scotland saw the highest Y-o-Y growth for spend.
- Detailed results for Scotland and Wales are published on their websites:
 - VisitScotland <https://www.visitscotland.org/research-insights>
 - Visit Wales <https://gov.wales/statistics-and-research>

Tourism Day Visits by English regions – Q1 2023 visits

Visits (million)	Q1 2022	Q1 2023	Q1 2023 % share
England (TOTAL)	173	210	
London	32	45	22%
<i>Rest of England**</i>	138	163	78%
North East*	5	6	3%
North West	20	24	12%
Yorkshire & the Humber	15	21	10%
West Midlands	15	18	9%
East Midlands	13	15	7%
East of England	20	22	11%
South West	18	17	8%
South East	32	38	18%
Other/unspecified***	3	2	1%

- Tourism Day Visits to each English region increased when comparing Q1 2023 to Q1 2022, apart from the South West.
- 22% of visits were to London vs 78% in the Rest of England in Q1 2023.
- In Q1 2023, London (22%), the South East (18%) and the North West (12%) welcomed the highest shares of domestic Tourism Day Visits.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data by English region is when the main place/destination visited is England.

*Caution low base sizes. **Rest of England is NET of all English regions - excluding London.***Other/unspecified includes English National Parks, trips where main destination was England but part of trip was outside England and other/unspecified destinations. Growth rates not shown due to the degree of variability of the data.



Tourism Day Visits by English regions – Q1 2023 spend

Spend (£ million)	Q1 2022	Q1 2023	Q1 2023 % share
England (TOTAL)	£7,493	£8,996	
London	£2,097	£2,612	29%
Rest of England**	£5,325	£6,303	70%
North East*	£242	£244	3%
North West	£1,053	£1,060	12%
Yorkshire & the Humber	£605	£1,150	13%
West Midlands	£533	£620	7%
East Midlands	£377	£616	7%
East of England	£616	£686	8%
South West	£822	£598	7%
South East	£1,078	£1,329	15%
Other/unspecified***	£71	£81	1%

- Spend from Tourism Day Visits to most English regions increased between Q1 2022 and Q1 2023, apart from spend to the South West.
- 29% of expenditure was spent in London vs 70% in the Rest of England in the first quarter of 2023.
- Outside London, the South East (15%) and the North West (12%) received the highest shares of spend across English regions.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data by English region is when the main place/destination visited is England.

*Caution low base sizes. **Rest of England is NET of all English regions - excluding London. ***Other/unspecified includes English National Parks, trips where main destination was England but part of trip was outside England and other/unspecified destinations. Growth rates not shown due to the degree of variability of the data.





Trip characteristics: Tourism Day Visits

Q1 2023

GB Tourism Day Visits – visits by main activity: Q1 2023

GB Tourism Day Visits Main activity (million)	Q1 2022	Q1 2023	Q1 2023 % share
Visited friends or family	63	78	32%
Went to a visitor attraction	26	33	14%
Took part in sports or outdoor leisure activities	13	14	6%
Went sightseeing and exploring areas	16	16	7%
Took part in hobbies and interests	11	15	6%
Took part in a health or wellbeing experience*	3	3	1%
Attended a special event or celebration	16	16	7%
Attended an organised public event	12	17	7%
Went to an arts, cultural or entertainment experience*	5	9	4%
Food and drink, a night out or speciality shopping	31	34	14%
Took part in leisure activities not mentioned above*	4	6	2%
Total	198	240	

- In Q1, visiting friends or family continued to be the most common main activity for British residents taking a Tourism Day Visit in Great Britain (78 million visits or 32% share), followed by food and drink/night out/speciality shopping (34 million visits; 14% share) and going to a visitor attraction (33 million visits; 14% share).

GB Tourism Day Visits – spend by main activity: Q1 2023

GB Tourism Day Spend Main activity (£ million)	Q1 2022	Q1 2023	Q1 2023 % share
Visited friends or family	£1,768	£3,087	30%
Went to a visitor attraction	£782	£1,002	10%
Took part in sports or outdoor leisure activities	£660	£426	4%
Went sightseeing and exploring areas	£635	£820	8%
Took part in hobbies and interests	£708	£438	4%
Took part in a health or wellbeing experience*	£110	£156	1%
Attended a special event or celebration	£727	£752	7%
Attended an organised public event	£545	£889	9%
Went to an arts, cultural or entertainment experience*	£147	£383	4%
Food and drink, a night out or speciality shopping	£2,093	£2,224	21%
Took part in leisure activities not mentioned above*	£523	£240	2%
Total	£8,699	£10,417	

- In GB, spend from Tourism Day Visits where visiting friends or family was the main activity made up 30% of the total spend in Q1 2023, accounting for £3.1bn. This was followed by spend from food and drink/a night out/speciality shopping which made up 21% of total at £2.2bn.

England Tourism Day Visits – visits by main activity: Q1 2023

England Tourism Day Visits Main activity (million)	Q1 2022	Q1 2023	Q1 2023 % share
Visited friends or family	55	70	33%
Went to a visitor attraction	23	29	14%
Took part in sports or outdoor leisure activities	11	12	6%
Went sightseeing and exploring areas	13	13	6%
Took part in hobbies and interests	9	13	6%
Took part in a health or wellbeing experience*	3	2	1%
Attended a special event or celebration	14	14	7%
Attended an organised public event	10	13	6%
Went to an arts, cultural or entertainment experience*	5	8	4%
Food and drink, a night out or speciality shopping	26	30	14%
Took part in leisure activities not mentioned above*	3	5	2%
Total	173	210	

- For those visiting England on a Tourism Day Visit, the highest volume of visits were for trips to visit friends or family at 70 million visits (33% share of total visits to England). The next popular main activities were going for food and drink/a night out/speciality shopping as their main activity (30 million visits; 14% share) and going to a visitor attraction (29 million visits; 14% share).

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data shows main activity. *Caution low base sizes. Growth rates not shown due to the degree of variability of the data.



England Tourism Day Visits – spend by main activity: Q1 2023

England Tourism Day Spend Main activity (£ million)	Q1 2022	Q1 2023	Q1 2023 % share
Visited friends or family	£1,479	£2,769	31%
Went to a visitor attraction	£635	£893	10%
Took part in sports or outdoor leisure activities	£608	£333	4%
Went sightseeing and exploring areas	£506	£645	7%
Took part in hobbies and interests	£648	£377	4%
Took part in a health or wellbeing experience*	£105	£93	1%
Attended a special event or celebration	£697	£573	6%
Attended an organised public event	£447	£754	8%
Went to an arts, cultural or entertainment experience*	£129	£363	4%
Food and drink, a night out or speciality shopping	£1,720	£1,968	22%
Took part in leisure activities not mentioned above*	£518	£227	3%
Total	£7,493	£8,996	

- Within England, Tourism Day Visits where visiting friends or family was the main activity made up 31% of the total spend in Q1 2023, accounting for £2.8bn. This was followed by spend from food and drink/a night out/speciality shopping which made up 22% of total at £2.0bn.

GB Tourism Day Visits – visits and by type of destination: Q1 2023

GB Tourism Day Visits by type of destination (million)	Q1 2022	Q1 2023	Q1 2023 share
Seaside or other coastal	13	12	4%
Large city/large town	90	129	49%
Small town	54	54	20%
Countryside	35	40	15%
Other/unspecified*	7	5	2%
Total	198	262	
GB Tourism Day Visit spend by type of destination (£ million)	Q1 2022	Q1 2023	Q1 2023 share
Seaside or other coastal	£534	£659	6%
Large city/large town	£5,140	£6,218	60%
Small town	£1,638	£2,288	22%
Countryside	£1,011	£994	10%
Other/unspecified*	£375	£257	2%
Total	£8,699	£10,417	

- In Q1 2023, nearly half (49%) of Tourism Day Visits in GB were to a large city/town. 20% of visits were to a small town and 15% went to the countryside.
- 60% of spend came from those visiting large cities/towns as their main destination at £6.2bn. Visits where small towns was the main destination accounted for £2.3bn, just over one fifth of the total spend.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data shows main destination type. Table shows the total amount spent on trips of each main destination type, NOT the amount spent at each destination itself. *Caution low base sizes. Growth rates not shown due to the degree of variability of the data.

England Tourism Day Visits – visits and by type of destination: Q1 2023

England Tourism Day Visits by type of destination (million)	Q1 2022	Q1 2023	Q1 2023 share
Seaside or other coastal*	10	9	4%
Large city/large town	81	114	54%
Small town	46	47	22%
Countryside	30	35	16%
Other/unspecified*	7	5	2%
Total	173	210	

England Tourism Day Visit spend by type of destination (£ million)	Q1 2022	Q1 2023	Q1 2023 share
Seaside or other coastal*	£440	£530	6%
Large city/large town	£4,413	£5,443	60%
Small town	£1,393	£1,971	22%
Countryside	£885	£888	10%
Other/unspecified*	£362	£165	2%
Total	£7,493	£8,996	

- In Q1 2023, over half (54%) of those taking a Tourism Day Visit in England went to a large city/large town as their main destination. This was followed by those visiting a small town (22%) and those visiting the countryside (16%).
- 60% of spend came from those visiting a large city/town (as their main destination), 22% from those visiting a small town and 10% from those visiting the countryside as their main destination.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data shows main destination type. Table shows the total amount spent on trips of each main destination type, NOT the amount spent at each destination itself. *Caution low base sizes. Growth rates not shown due to the degree of variability of the data.



Appendix

Alternative data, sample sizes and definitions



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Image: A couple sitting outside the pub on a bench having a drink. Perthshire, Scotland. @VisitBritain/Andrew Pickett

Alternative data

As GBDVS data collection was paused in periods due to the COVID-19 pandemic from 2020 to the end of March 2021, and due to the methodology and definition changes to GBDVS from 2021, there are limited opportunities to gain a complete picture of domestic overnight tourism overtime from GBDVS alone. To gain insight into the domestic tourism landscape during periods where GBDVS is unavailable VisitEngland publishes and makes available data from a number of different information sources including:

Domestic Sentiment Tracker

The Domestic Sentiment Tracker has run since May 2020 and is a tracking survey to understand domestic intent to take short breaks and holidays both within the UK and abroad. The survey addresses: the likelihood of UK residents to travel; when and where they plan to go; specific trip details such as accommodation type and activities undertaken and the type of reassurances they're seeking from the sector.

Bank Holiday Trip Tracker

This survey is more specific to major bank holidays, but focuses on trip intention during these periods since 2007

Visits to Visitor attractions

An audit of English visitor attractions, recording visitor numbers since 2000.

Accommodation Occupancy

Every month, the England Occupancy Survey (EOS) measures bedroom and bedspace occupancy across the serviced accommodation sector, including mostly hotels, with a very small proportion of serviced apartments and larger B&Bs/guesthouses. Data is available back to 1997.

Short term rental data

VisitBritain receives monthly data from Transparent Intelligence which covers the overall supply of short term rental properties across the UK, performance metrics and the types of trips taking place.

Further data sources available to users may also be available from the Office for National Statistics (ONS) or other specific government departments such as the Department for Transport.

Sample: different types of day visits

Q1 2023	3hr+ leisure day visits	Tourism Day Visits	Tourism Day Visits – Activities Core to Tourism
GB	6,691	2,263	649
England	4,847	1,805	498
Scotland	1,070	289	98
Wales	824	184	61

Sample Guidance:

If sample size between **less than 30** - it is not recommended to use this data.

If sample size is between **30 and 100** - it is recommended to only use this data as indicative, it is not very reliable

If sample size is **100 or more** - this is the recommended level of data to use

If the sample size is low you may find it helpful to consider looking at three year averages, or widening results by selecting fewer categories (however this is not yet possible with data from the new methodology as there is only two years of data so far).

Please note that the samples above reflect those who actually took a day trip but the contact sample i.e. the number of respondents asked if they had taken a trip is larger. For 2021 the contact sample for GB was 18,084 and for 2022 it was 28,184. For England, it was 12,777 in 2021 and 20,733 in 2022.



Sample: GB Tourism Day Visits (1)

GB Tourism Day Visits - sample	Q1 2022	Q1 2023
TOTAL GB	2,052	2,263
England	1,621	1,805
Scotland	260	289
Wales	203	184
Seaside or other coastal	118	113
Large city/large town	979	1,177
Small town	521	538
Countryside	377	383
Other/unspecified	57	52

GB Tourism Day Visits - sample	January 2023	February 2023	March 2023
TOTAL GB	706	794	763
England	565	647	593

Sample Guidance:

If sample size between **less than 30** - it is not recommended to use this data.

If sample size is between **30 and 100** - it is recommended to only use this data as indicative, it is not very reliable

If sample size is **100 or more** - this is the recommended level of data to use

If the sample size is low you may find it helpful to consider looking at three year averages, or widening results by selecting fewer categories (however this is not yet possible with data from the new methodology as there is only two years of data so far).

Please note that the samples above reflect those who actually took a day trip but the contact sample i.e. the number of respondents asked if they had taken a trip is larger. For 2021 the contact sample for GB was 18,084 and for 2022 it was 28,184. For England, it was 12,777 in 2021 and 20,733 in 2022.

Sample: GB Tourism Day Visits (2)

GB Tourism Day Visits - sample	Q1 2022	Q1 2023
Visited friends or family	663	697
Went to a visitor attraction	217	254
Took part in sports or outdoor leisure activities	129	150
Went sightseeing and exploring areas	157	162
Took part in hobbies and interests	105	144
Took part in a health or wellbeing experience	29	25
Attended a special event or celebration	158	151
Attended an organised public event	137	183
Went to an arts, cultural or entertainment experience	50	83
Food and drink, a night out or speciality shopping	363	359
Took part in leisure activities not mentioned above	44	55

Sample Guidance.

If sample size between **less than 30** - it is not recommended to use this data.

If sample size is between **30 and 100** - it is recommended to only use this data as indicative, it is not very reliable

If sample size is **100 or more** - this is the recommended level of data to use

If the sample size is low you may find it helpful to consider looking at three year averages, or widening results by selecting fewer categories (however this is not yet possible with data from the new methodology as there is only two years of data so far).



Sample: England Tourism Day Visits (1)

England Tourism Day Visits - sample	Q1 2022	Q1 2023
London	281	383
Rest of England**	1319	1409
North East	58	49
North West	217	221
Yorkshire & the Humber	122	150
West Midlands	158	161
East Midlands	132	147
East of England	182	225
South West	177	164
South East	273	292
Other/unspecified***	21	13
Seaside or other coastal	83	76
Large city/large town	798	943
Small town	398	433
Countryside	291	308
Other/unspecified	51	45

Sample Guidance:

If sample size between **less than 30** - it is not recommended to use this data.

If sample size is between **30 and 100** - it is recommended to only use this data as indicative, it is not very reliable

If sample size is **100 or more** - this is the recommended level of data to use

If the sample size is low you may find it helpful to consider looking at three year averages, or widening results by selecting fewer categories (however this is not yet possible with data from the new methodology as there is only two years of data so far).

Rest of England is NET of all English regions - excluding London.*Other/unspecified includes English National Parks, trips where main destination was England but part of trip was outside England and other/unspecified destinations.



Sample: England Tourism Day Visits (2)

England Tourism Day Visits - sample	Q1 2022	Q1 2023
TOTAL England	1,621	1,805
Visited friends or family	535	587
Went to a visitor attraction	175	199
Took part in sports or outdoor leisure activities	100	117
Went sightseeing and exploring areas	116	124
Took part in hobbies and interests	79	113
Took part in a health or wellbeing experience	27	17
Attended a special event or celebration	133	111
Attended an organised public event	98	133
Went to an arts, cultural or entertainment experience	42	72
Food and drink, a night out or speciality shopping	277	285
Took part in leisure activities not mentioned above	39	47

Sample Guidance:

If sample size between **less than 30** - it is not recommended to use this data.

If sample size is between **30 and 100** - it is recommended to only use this data as indicative, it is not very reliable

If sample size is **100 or more** - this is the recommended level of data to use

If the sample size is low you may find it helpful to consider looking at three year averages, or widening results by selecting fewer categories (however this is not yet possible with data from the new methodology as there is only two years of data so far).

Definitions (1/3)

Great Britain Day Visit definitions

There are 3 main measures for day visits in this report – 3hr+ Leisure Day Visits (the widest measure), Tourism Day Visits (the standard measure) and Tourism Day Visits – Activities Core to Tourism (the narrowest measure). Tourism Day Visits are a subset of the broader leisure day visits. To qualify as an eligible Great Britain Day Visit the following criteria must be met:

3hr+ Leisure Day Visits:

- Lasted 3 hours or more (including travel time)
- Undertake 1 or more eligible leisure activities
- Must not have been overnight

Tourism Day Visits:

In addition to the above criteria a Tourism Day Visit:

- Is undertaken less often than once a week
- Includes a visit to a place outside of the local authority where the trip started, with the exception of trips where the main activity is a visitor attraction, attending a public event or to watch live sport. In these cases the need to have visited outside of the starting local authority is removed.

Tourism Day Visits – Activities Core to Tourism:

In addition to the above criteria, a visit must have included one of the following as the main activity undertaken during the visit:

- Went to a visitor attraction e.g., a historic house, theme park, museum, etc.; Went sightseeing and exploring areas; Spa/beauty/health treatments; Retreat or meditation; Attended an organised public event (e.g., exhibition, concert, fair, live sport etc.); Visited an art gallery; Visited a museum; Went to a local cultural centre; Watched live sport (not on TV)

Definitions (2/3)

Key Measures

- **Volume** - an estimate of what the grossed-up number of day visits undertaken by the population would be as the survey sample is representative of the whole GB population. Estimates include **adult and child trips**.
- **Value** - an estimate of what the total expenditure relating to the volume of day visits undertaken by the population would be as the survey sample is representative of the whole GB population.

Destination Type

- **Seaside/coast** - combination of 'seaside coastline – a beach', 'seaside resort or town' and 'other coast'
- **Countryside** - combination of 'countryside' and 'village'
- **Other/unspecified** - includes 'don't know', 'missing' and 'other (please specify)'

English regions

- For geographical classification standard GB regions are used, as defined by the Office for National Statistics.
- In this report 'Other/unspecified' includes trips to English National parks, trips where main destination was England but part of trip was outside England and other/unspecified destinations.
- Regional data is presented where the main destination was England, therefore data should be noted as being attributed to the region from trips where the *main destination* was England. For example from slide 17: There were 5 million Tourism Day Visits to the North East where the main destination was England in the period Jan-Mar 2022.

Definitions (3/3)

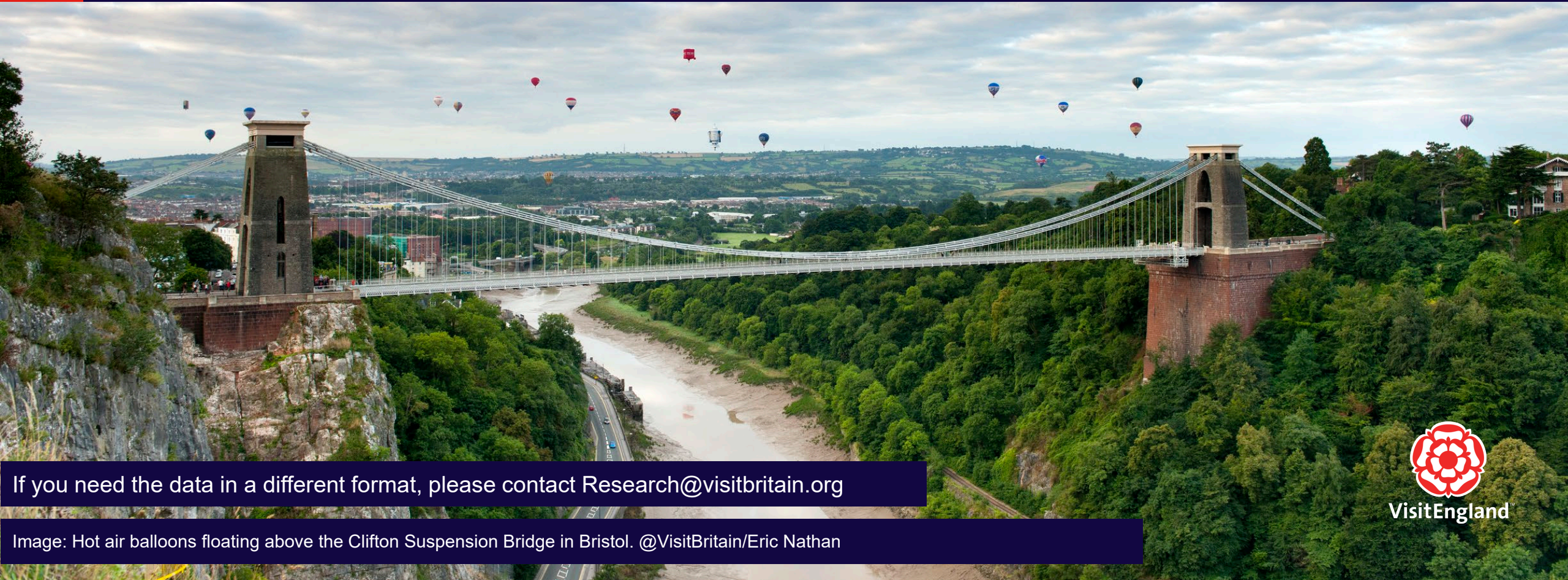
Trip dates

Trips are assigned to reporting months/quarters based on full calendar week (7 day period) the day visit was taken. This report covers the period January 2023 to March 2023, with eligible trips taken during weeks from Monday 2nd January 2023 through to Sunday 2nd April 2023. For more details on methodology, please refer to the [Background Quality Report](#) (the latest version is for 2022), available [on our website](#).

Great Britain Day Visits Survey (GBDVS)

Estimates of the volume and value of domestic day visits taken by British residents in Great Britain in Q1 2023

Published 17th August 2023



If you need the data in a different format, please contact Research@visitbritain.org

Image: Hot air balloons floating above the Clifton Suspension Bridge in Bristol. @VisitBritain/Eric Nathan



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