Great Britain Tourism Survey (GBTS)

Estimates of the volume and value of overnight trips taken by British residents in Great Britain in **Q3 2023**

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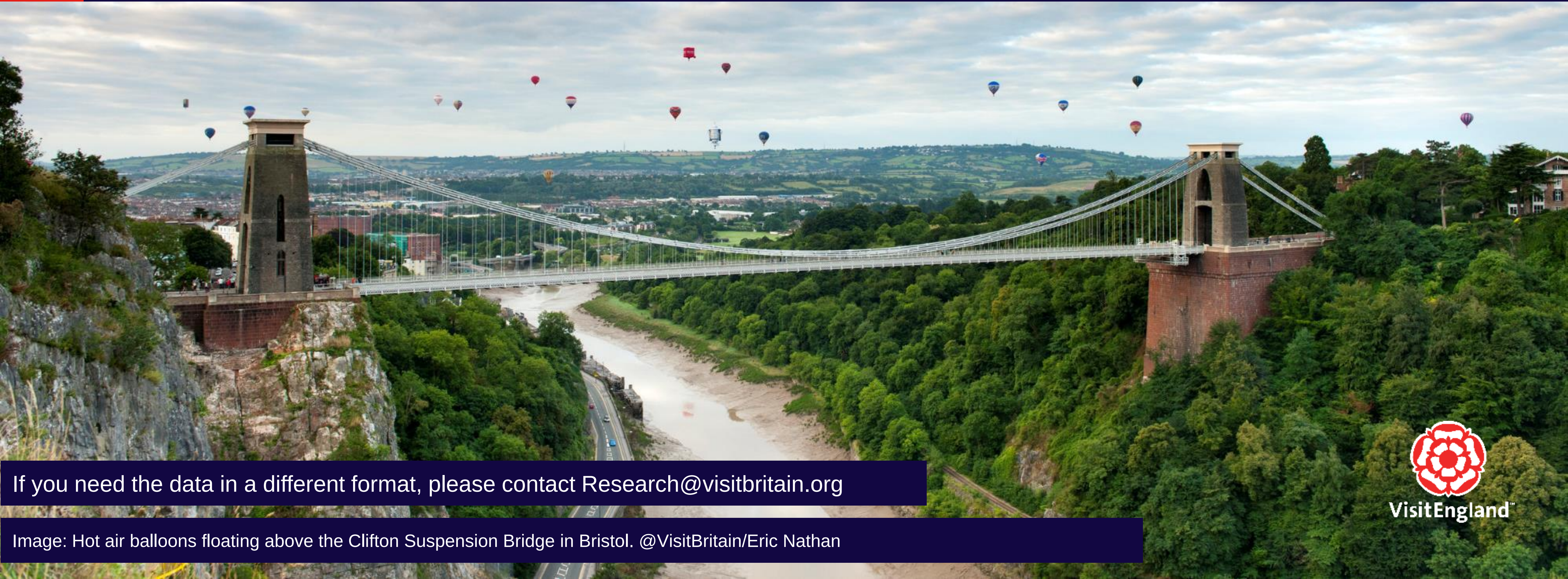

If you need the data in a different format, please contact Research@visitbritain.org

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

VisitEngland

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Explore the data in more detail via an Excel pivot tables published on the VisitBritain website.

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Introduction and Summary

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

- This report covers the main estimates for the volume and value of domestic overnight tourism trips taken by British residents in Great Britain from July to September 2023. This data is compared to July to September 2022.
- 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 pre-2019.
- This report 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.
- Further information on the recent methodology changes and user notes (including guidance on limitations of comparability with GBTS data up until 2019) are available in the Background Quality Report available GBTS webpage.
- The GBTS 2021, 2022 and Q1, Q3 2023 data has been published as statistics under development. More information on this can be found on the Office for Statistics Regulation website.
- The combined online survey (Great Britain Tourism Survey and Great Britain Day Visits Survey) is conducted by an independent market research agency BMG Research Limited.

Summary of key results

In Q3 2023, there was a decline in domestic overnight trips compared to Q3 2022, the trips were shorter and the spend on these trips was lower. 2023 YTD figures show also a decline in visits and real spend vs 2022, although to a smaller extent.

Great Britain

- In Q3 2023, there were **35.7 million overnight trips** in Great Britain (down 4% vs Q3 2022) made by British residents between **July to September 2023**. These trips lasted a total of **112.2 million nights** (down 9% vs Q3 2022) and contributed a total of **£9.6bn** in spend (down 7% vs Q3 2022).
- In Q3 2023, British residents **spent on average £268 per their domestic overnight trip** (down 3% vs Q3 2022) and **£85 per night** of their trip (up 2% vs Q3 2022). Their trip in **Great Britain** lasted on average 3.1 nights (down 5% vs Q3 2022).
- **2023 year to date** (YTD) Great Britain visits were down 1% on 2022 YTD, with spend up 2% in nominal terms, although down 6% in real terms. The number of nights down 7% on 2022 YTD.
- In terms of **trip purpose** of overnight trips in Britain in Q3 2023, visiting friends and relatives remained fairly in line with Q3 2022 (just 1% down), while holiday trips declined by 12% (despite the decline, keeping the largest share, 37% of all Great Britain overnight trips).

England

- In Q3 2023, there were **29.8 million overnight trips** in England (down 5% vs Q3 2022) made by British residents between **July to September 2023**. These trips lasted a total of **92.3 million nights** (down 9% vs Q3 2022) and contributed a total of **£7.8bn** in spend (down 10% vs Q3 2022).
- In Q3 2023, Great Britain residents spent on average **£262 per trip** in England (down 4% vs Q3 2022) and **£85 per night** of their trip (down 1% vs Q3 2022). Their trip in England lasted on average 3.1 nights (down 4% vs Q3 2022).
- **2023 year to date** (YTD) England visits were down 2% on 2022 YTD, with spend up 1% in nominal terms, although down 7% in real terms. The number of nights down 6% on 2022 YTD.
- In terms of **trip purpose** of overnight trips in England in Q3 2023, visiting friends and relatives remained fairly in line with Q3 2022 (just 1% down), while holiday trips declined by 15% (despite the decline, keeping the largest share, 36% of all England overnight trips).

All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

Domestic overnight tourism trips: Q3 2023 overview

Q3 2023	GB	England
Trips (million)	35.7	29.8
Share of GB trips		84%
Spend (£m)	£9,559	£7,809
Nights (million)	112.2	92.3

Average number of nights per trip	3.1	3.1
Average spend per trip	£268	£262
Average spend per night	£85	£85

- Detailed data on domestic overnight tourism trips can be accessed in Excel via the pivot tables on our GBTS webpage.
- Results for Scotland and Wales are published on their websites:
  - → VisitScotland https://www.visitscotland.org/research-insights/about-our-visitors/uk/overnight-tourism-survey
  - → Visit Wales https://www.gov.wales/domestic-gb-tourism-statistics

Image: Person standing near lake watching a rainbow in cloudy sky. Cumbria; England ©VisitBritain/Mark Gilligan

GB & England headline results:

Q3 2023

(July to September)

Domestic overnight trips key metrics, quarterly trend

GB	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023
Trips (million)	16.7	37.8	31.7	25.6	27.7	37.2	35.2	23.8	29.7	35.7
Spend (£ million)	£3,460	£9,441	£6,951	£6,085	£7,175	£10,259	£9,363	£6,316	£8,010	£9,559
Nights (million)	62.0	137.1	103.5	75.2	85.2	123.2	99.7	68.3	84.1	112.2

ENGLAND	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023
Trips (million)	14.0	31.8	27.5	21.9	23.5	31.5	29.9	20.3	25.4	29.8
Spend (£ million)	£2,804	£7,716	£5,894	£5,168	£6,001	£8,637	£7,747	£5,335	£6,781	£7,809
Nights (million)	50.9	109.2	86.3	61.7	71.0	101.4	82.2	56.4	70.7	92.3

- The peak quarter for visits in **Great Britain** was Q3 2021, followed by Q3 2022 and Q3 2023. For spend, Q3 2022 recorded the largest spend at £10.3bn.
- For **England**, the Q3 2021 was also the peak quarter, followed by Q3 2022 and Q3 2023. For spend, the Q3 2022 recorded the largest spend at £8.6bn.

Domestic overnight trips key metrics, totals: Q3 2023

GB	Q3 2022	July 2023	August 2023	September 2023	Q3 2023	change vs Q3 2022	YTD 2023 (Jan-Sep)	change vs YTD 2022
Trips (million)	**37.2**	10.6	13.1	11.9	**35.7**	**-4%**	**89.2**	**-1%**
Spend (£ million)	**£10,259**	£3,141	£3,572	£2,846	**£9,559**	**-7%**	**£23,885**	**2%**
Nights (million)	**123.2**	32.7	43.2	36.3	**112.2**	**-9%**	**264.7**	**-7%**

ENGLAND	Q3 2022	July 2023	August 2023	September 2023	Q3 2023	change vs Q3 2022	YTD 2023 (Jan-Sep)	change vs YTD 2022
Trips (million)	**31.5**	8.9	10.9	10.0	**29.8**	**-5%**	**75.5**	**-2%**
Spend (£ million)	**£8,637**	£2,509	£2,933	£2,367	**£7,809**	**-10%**	**£19,924**	**1%**
Nights (million)	**101.4**	25.9	35.6	30.8	**92.3**	**-9%**	**219.4**	**-6%**

- In Q3 2023, **35.7 million domestic overnight trips were taken in Great Britain** (down 4% vs Q3 2022). Visitors **spent a total of £9.6bn** in Q3 2023 (down 7% vs Q3 2022 in nominal terms) and **112.2 million nights** away from home on a trip in Great Britain (down 9% vs Q3 2022).
- The number of trips to **England** reached **29.8 million** in Q3 2023 (down 5% vs Q3 2022). Great Britain visitors spent **£7.8bn** on their trips (down 10% vs Q3 2022 in nominal terms) and **92.3 million nights** away from home on a trip in England (down 9% vs Q3 2022).

Domestic overnight trips key metrics, averages: Q3 2023

GB	Q3 2022	July 2023	August 2023	September 2023	Q3 2023	change vs Q3 2022	YTD 2023 (Jan-Sep)	change vs YTD 2022
Average spend per trip	**£275**	£295	£273	£239	**£268**	**-3%**	**£268**	**3%**
Average spend per night	**£83**	£96	£83	£78	**£85**	**2%**	**£90**	**9%**
Average number of nights per trip	**3.3**	3.1	3.3	3.0	**3.1**	**-5%**	**3.0**	**-5%**

ENGLAND	Q3 2022	July 2023	August 2023	September 2023	Q3 2023	change vs Q3 2022	YTD 2023 (Jan-Sep)	change vs YTD 2022
Average spend per trip	**£274**	£281	£268	£237	**£262**	**-4%**	**£264**	**3%**
Average spend per night	**£85**	£97	£82	£77	**£85**	**-1%**	**£91**	**7%**
Average number of nights per trip	**3.2**	2.9	3.3	3.1	**3.1**	**-4%**	**2.9**	**-4%**

- In Q3 2023, British residents **spent on average £268 per their domestic trip** (down 3% vs Q3 2022 in nominal terms) and **£85 per night** of their trip (up 2% vs Q3 2022 in nominal terms). Their trip in **Great Britain** lasted on average 3.1 nights (down 5% vs Q3 2022).
- Focusing on overnight trips in **England**, in Q3 2023, Great Britain residents spent on average **£262 per trip** (down 4% vs Q3 2022) and **£85 per night** of their trip (down 1% vs Q3 2022 in nominal terms). Their trip in England lasted on average 3.1 nights (down 4% vs Q3 2022).

Trip spend nominal/real change: Q3 2023 vs Q3 2022

GB	Q3 2022	Q3 2023	Nominal change vs Q3 2022	Real change vs Q3 2022	YTD 2023 (Jan-Sep)	Nominal change vs YTD 2022	Real change vs YTD 2022
Spend (£ million)	£10,259	£9,559	-7%	-13%	£23,885	2%	-6%
Average spend per trip	£275	£268	-3%	-9%	£268	3%	-5%
Average spend per night	£83	£85	2%	-4%	£90	9%	0%

ENGLAND	Q3 2022	Q3 2023	Nominal change vs Q3 2022	Real change vs Q3 2022	YTD 2023 (Jan-Sep)	Nominal change vs YTD 2022	Real change vs YTD 2022
Spend (£ million)	£8,637	£7,809	-10%	-15%	£19,924	1%	-7%
Average spend per trip	£274	£262	-4%	-10%	£264	3%	-5%
Average spend per night	£85	£85	-1%	-7%	£91	7%	-1%

- Comparing Q3 2023 vs Q3 2022, in nominal terms the total GB trip spend decreased by 7%, however, when accounting for inflation, the decrease in total trip spend in GB is 13%.
- Similar pattern applies in England, the total trip spend has decreased by 10% in nominal terms, however, in real terms it decreased by 15%.
- The average spend per trip in GB was down 3% in nominal terms, while down 9% in real terms. For England, it was down 4% in nominal terms, while down 9% in real terms.

England: volume by regions: Q3 2023

Total trips (million)	Q3 2022	Q3 2023	Q3 2023, share of England
England	31.5	29.8	
London	3.7	4.5	15%
*Rest of England**	27.4	25.0	84%
North East	1.2 (!)	1.3 (!)	4%
North West	4.3	3.9	13%
Yorkshire & the Humber	3.0	2.3	8%
West Midlands	2.0	2.0	7%
East Midlands	2.8	2.2	8%
East of England	3.3	2.7	9%
South West	6.1	5.2	18%
South East	4.7	5.0	17%
Other / unspecified**	0.6 (!)	0.7 (!)	2%

- In Q3 2023, regions with the largest shares of trips in England were:
  - South West (18%, equating to 5.2 million trips)
  - South East (17%, equating to 5.0 million trips)
  - London (15%, equating to 4.5 million trips)
  - North West (13%, equating to 3.9 million trips)
- Regions with the smallest shares of England trips in Q3 2023 were:
  - North East (4%, equating to 1.3 million trips)
  - West Midlands (7%, equating to 2.0 million trips)

England data by region is when the main place/destination visited is England, showing data for each region of the MAIN destination visited.
(!) caution: small base size
*Rest of England is SUM of all English regions and English National Parks as a main destination - excluding London, trips where main destination was England but part of trip was outside England and 'unspecified'
** 'Other/unspecified' includes English National Parks, trips where main destination was England but part of trip was outside England and 'unspecified'.
Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.

England: value by regions: Q3 2023

Total spend (£ million)	Q3 2022	Q3 2023	Q3 2023, share of England
England	£8,637	£7,809	
London	£1,405	£1,417	18%
*Rest of England**	£7,138	£6,274	80%
North East	£379 (!)	£283 (!)	4%
North West	£1,177	£1,179	15%
Yorkshire & the Humber	£788	£720	9%
West Midlands	£438	£547	7%
East Midlands	£646	£459	6%
East of England	£704	£644	8%
South West	£1,780	£1,298	17%
South East	£1,148	£1,056	14%
Other / unspecified**	£170 (!)	£204 (!)	3%

- 18% of total trip expenditure in Q3 2023 was spent in London (£1.4bn) vs 80% in the Rest of England (£6.3bn).
- Outside London, the regions with the largest shares were:
  - South West (17%, equating to £1.3bn in trip spend)
  - North West (15%, equating to £1.2bn in trip spend)
  - South East (14%, equating to £1.1bn in trip spend)
- The regions with the smallest shares of England spend were:
  - North East (4%, equating to £283 million)
  - East Midlands (6%, equating to 459 million trips)

England data by region is when the main place/destination visited is England, showing data for each region of the MAIN destination visited.
(!) caution: small base size
*Rest of England is SUM of all English regions and English National Parks as a main destination - excluding London, trips where main destination was England but part of trip was outside England and ‘unspecified’
** ‘Other/unspecified’ includes English National Parks, trips where main destination was England but part of trip was outside England and ‘unspecified’.
Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.

London; Greater London; England ©VisitBritain/Matador Network

Trip characteristics

Q3 2023

(July to September)

Volume by trip purpose: Q3 2023

GB, total trips (million)	Q3 2022	Q3 2023	change vs Q3 2022	Q3 2023, share of GB
GB total	37.2	35.7	-4%	
Holiday	15.1	13.2	-12%	37%
VFR	11.8	11.7	-1%	33%
Business	1.7	1.4	-14%	4%
Miscellaneous*	8.7	9.3	7%	26%

England, total trips (million)	Q3 2022	Q3 2023	change vs Q3 2022	Q3 2023, share of England
England total	31.5	29.8	-5%	
Holiday	12.5	10.7	-15%	36%
VFR	10.2	10.1	-1%	34%
Business	1.5	1.2	-18%	4%
Miscellaneous*	7.3	7.9	7%	26%

- In Q3 2023, the most common trip purpose for taking an overnight trip in **Great Britain** was holiday (13.2 million trips, 37% share); however, it was down 12% on Q3 2022.
- In Q3 2023, visiting friends or family accounted for 11.7 million trips in Great Britain (down by 1% on Q3 2022), which represented 33% of all overnight trips.
- Business trips represented only 4% share of Great Britain volume (1.4 million trips) and were down 14% on Q3 2022.
- Looking at overnight trips in **England** only, British residents took 10.7 million holiday trips in Q3 2023 (36% share of all trips in England) and 10.1 million trips to visit friends and family (34% share of all trips in England).

*Miscellaneous trips include personal events, public events, study, medical, religious purposes or any overnight stay in the UK as part of an overseas trip
Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.

Value by trip purpose: Q3 2023

GB, total spend (£ million)	Q3 2022	Q3 2023	change vs Q3 2022	Q3 2023, share of GB
GB total	£10,259	£9,559	-7%	
Holiday	£4,986	£4,481	-10%	47%
VFR	£2,147	£1,798	-16%	19%
Business	£591	£465	-21%	5%
Miscellaneous*	£2,535	£2,815	11%	29%

England, total spend (£ million)	Q3 2022	Q3 2023	change vs Q3 2022	Q3 2023, share of England
England total	£8,637	£7,809	-10%	
Holiday	£4,089	£3,594	-12%	46%
VFR	£1,872	£1,467	-22%	19%
Business	£564	£404	-28%	5%
Miscellaneous*	£2,113	£2,344	11%	30%

- In terms of spend, in Q3 2023 holidays represented 47% value share of all overnight trips in **Great Britain** by British residents (£4.5bn in value) and visiting friends and relatives 19% value share of all overnight trips (£1.8bn in value).
- Business trips gained a value share of only 5% (£0.5bn), representing a decline of 21% on Q3 2022.

- Looking at trips in **England** only, in Q3 2023 holidays represented 46% value share (£3.6bn in value) and visiting friends and relatives 19% value share of total spend in England by British residents (£1.5bn in value). VFR trips' total value declined by 22%, compared to Q3 2022.

*Miscellaneous trips include personal events, public events, study, medical, religious purposes or any overnight stay in the UK as part of an overseas trip
Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.

Volume by type of main destination: Q3 2023

GB trips (million)	Q3 2022	Q3 2023	Q3 2023, share of GB
Seaside / other coastal	5.7	6.1	17%
City / large town	13.1	14.3	40%
Small town	8.4	8.4	24%
Countryside / village	8.7	6.2	17%
Other / unspecified	1.3 (!)	0.7 (!)	2%

England trips (million)	Q3 2022	Q3 2023	Q3 2023, share of England
Seaside / other coastal	4.9	4.9	16%
City / large town	11.0	12.5	42%
Small town	7.2	7.1	24%
Countryside / village	7.4	4.7	16%
Other / unspecified	1.0 (!)	0.6 (!)	2%

- In Q3 2023, a city or large town was a destination type with the largest share, 40% for trips in Britain and 42% for England, representing 14.3 million trips in **Britain** and 12.5 million in **England**.
- Small towns were the main destinations for 24% of all trips in Britain and England, representing 8.4 million trips in Britain and 7.1 million trips in England.
- Countryside / village accounted for 21% share of Britain trips and 20% share of England trips, representing 6.1 million trips in Britain and 5.1 million trips in England.
- Seaside accounted for 14% of overnight trips in Britain and 13% in England representing 4.1 million trips in Britain and 3.3 million trips in England.

(!) caution: small base size
Data shown where main destination type.
Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.

Value by type of main destination: Q3 2023

GB, Spend (£ million)	Q3 2022	Q3 2023	Q3 2023, share of GB
Seaside / other coastal	£1,876	£1,646	17%
City / large town	£3,930	£4,089	43%
Small town	£1,935	£1,969	21%
Countryside / village	£2,197	£1,610	17%
Other / unspecified	£320 (!)	£244 (!)	3%

England, Spend (£ million)	Q3 2022	Q3 2023	Q3 2023, share of England
Seaside / other coastal	£1,630	£1,278	16%
City / large town	£3,309	£3,497	45%
Small town	£1,568	£1,567	20%
Countryside / village	£1,874	£1,243	16%
Other / unspecified	£257 (!)	£225 (!)	3%

- In Q3 2023, cities or large towns as the main destination had the largest share of GB (43%) and England (45%) overnight trip spend, equating to a value of £4.1bn in **Britain** and £3.5bn in **England**.
- Small towns value share of GB and England trips value was 21% and 20% respectively, equating to a value of £2.0bn in Britain and £1.6bn in England.
- Countryside and villages as a main destination gained a share of 17% in Britain and 16% in England, representing a value of £1.6bn in Britain and £1.2bn in England.
- Seaside value share was 17% in Britian and 16% in England, representing a value of £1.6bn in Britain and £1.3bn in England.

(!) caution: small base size
Data shown where main destination type.
Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.

Volume by main accommodation: Q3 2023

GB trips (million)	Q3 2022	Q3 2023	Q3 2023, share of GB
Serviced accommodation	15.9	14.9	42%
Commercial property rental	4.4	4.5	13%
Caravan / camping / glamping	5.9	5.1	14%
Private home	9.1	9.3	26%
Other / unspecified	1.9	1.8	5%

England trips (million)	Q3 2022	Q3 2023	Q3 2023, share of England
Serviced accommodation	13.9	12.7	43%
Commercial property rental	3.6	3.7	12%
Caravan / camping / glamping	4.7	4.0	13%
Private home	7.7	7.9	27%
Other / unspecified	1.5 (!)	1.6 (!)	5%

- Serviced accommodation was the main accommodation used most by GB residents during their overnight trips in **Britain** in Q3 2023 (42% share, 14.9 million trips).
- Private home had the second highest share in Q3 2023 (26% share, 9.3 million trips).

- Focussing on trips in **England** by British residents, there were 12.7 million trips, which included serviced accommodation (43% share) and 7.9 million trips with stays in private homes (27% share).

(!) caution: small base size
This table shows the total amount spent where main accommodation type were used, NOT the amount spent at each accommodation itself.
Please see Appendix for detail on accommodation types.
Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.

Value by main accommodation: Q3 2023

GB, Spend (£ million)	Q3 2022	Q3 2023	Q3 2023, share of GB
Serviced accommodation	£5,251	£5,091	53%
Commercial property rental	£1,821	£1,449	15%
Caravan / camping / glamping	£1,504	£1,122	12%
Private home	£1,269	£1,197	13%
Other / unspecified	£412	£699	7%

England, Spend (£ million)	Q3 2022	Q3 2023	Q3 2023, share of England
Serviced accommodation	£4,523	£4,305	55%
Commercial property rental	£1,486	£1,122	14%
Caravan / camping / glamping	£1,257	£859	11%
Private home	£1,097	£980	13%
Other / unspecified	£274 (!)	£542 (!)	7%

- In Q3 2023, 53% of the total trip spend during trips in **Britain** was on trips where the main accommodation was a serviced type, representing a total spend of £5.1bn.
- Trips where commercial property rental was the main accommodation accounted for 15% of all trips value, £1.4bn.

- In **England**, trips with serviced accommodation accounted for 55% share of trips value in Q3 2023 (4.3bn).
- Commercial property rental as main accommodation had second largest share, 14%, which accounted for £1.1bn.
- Spend on trips with private home as main accommodation was £1.0bn, share of 13%.

(!) caution: small base size
This table shows the total amount spent where main accommodation type were used, NOT the amount spent at each accommodation itself.
Please see Appendix for detail on accommodation types.
Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.

Appendix

Alternative data, sample sizes, definitions and summary of Covid restrictions

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

VisitEngland

Alternative data

As GBTS 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 GBTS from 2021, there are limited opportunities to gain a complete picture of domestic overnight tourism overtime from GBTS alone. To gain insight into the domestic tourism landscape during periods where GBTS 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 August 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 August also be available from the Office for National Statistics (ONS) or other specific government departments such as the Department for Transport.

Sample sizes: nations

	Q3 2022 (Jul-Sep)	July 2023	August 2023	September 2023	Q3 2023 (Jul-Sep)
Great Britain	2,555	802	1,093	572	2,467
England	2,034	625	861	434	1,920

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 August 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 sizes: trip purpose, regions

Great Britain, trip purpose	Q3 2022 (Jul-Sep)	Q3 2023 (Jul-Sep)
Holiday	981	921
VFR	767	757
Business	142	111
Miscellaneous	665	678

England, trip purpose	Q3 2021 (Jul-Sep)	Q3 2022 (Jul-Sep)
Holiday	757	692
VFR	617	612
Business	125	95
Miscellaneous	535	521

Regions	Q3 2022 (Jul-Sep)	Q3 2023 (Jul-Sep)
London	263	283
*Rest of England**	1737	1613
North East	74	66
North West	315	275
Yorkshire & the Humber	208	179
West Midlands	151	153
East Midlands	152	134
East of England	180	173
South West	363	334
South East	281	279
Other / unspecified**	47	44

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

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 August 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 sizes: destination type, accommodation

Great Britain	Q3 2022 (Jul-Sep)	Q3 2023 (Jul-Sep)
Destination type:		
Seaside / other coastal	354	387
City / large town	1,044	1,046
Small town	543	538
Countryside / Village	558	437
Other / unspecified	56	59
Accommodation type:		
Serviced accommodation	1,156	1,106
Commercial property rental	306	283
Caravan / camping / glamping	362	333
Private home	628	634
Other / unspecified	103	111

England	Q3 2022 (Jul-Sep)	Q3 2023 (Jul-Sep)
Destination type:		
Seaside / other coastal	280	285
City / large town	844	861
Small town	427	416
Countryside / Village	442	308
Other / unspecified	41	50
Accommodation type:		
Serviced accommodation	953	891
Commercial property rental	247	215
Caravan / camping / glamping	252	232
Private home	499	495
Other / unspecified	83	87

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 August 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 Domestic Overnight trip

To qualify as an eligible Great Britain Domestic Overnight Trip the following criteria must be met:
- involved a stay of at least one night in one or more of the GB nations
- trip is not taken on a frequent basis – takes place less often than once a week

Key Measures

- **Volume** - an estimate of what the grossed-up number of overnight trips undertaken by the population would be if the quota 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 overnight visits undertaken by the population would be if the quota sample is representative of the whole GB population.
- **Nights** - an estimate of what the grossed-up number of nights spent on overnight trips undertaken by the population would be if the quota sample is representative of the whole GB population.

Journey Purpose
- **Holiday** – the main purpose of the trip was for holiday, pleasure or leisure
- **VFR** - Visiting Friends and Relatives (VFR) - the main purpose of the trip was for visiting friends and relatives, including VFR trips that were combined with a holiday.
- **Business** – the main purpose of the trip was for business
- **Miscellaneous** – the main purpose of the trip was for another type of trip taken not covered by the above classifications including personal events, public events, or for study, medical, religious purposes or any overnight stay in the UK as part of an overseas trip.

Definitions (2/3)

Destination Type

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

Accommodation

- **Serviced accommodation** – 'hotel / motel / inn basis', 'serviced apartment', 'guest house / bed and breakfast' and 'farmhouse'
- **Commercial property rental** - 'staying in rented flat/apartment or similar', 'staying in rented house/cottage/lodge or similar', 'in someone else's home on a commercial basis - rental of room only' and 'in someone else's home on a commercial basis - rental of full property'
- **Caravan / Camping / Glamping** – 'touring caravan', 'campervan / motorhome', 'static caravan - owned by you', 'static caravan - not owned by you', 'tent' and 'glamping / alternative accommodation e.g. yurt, tipi, tree house, ecopod etc'
- **Someone's private home** - 'your second home / timeshare' and 'friends or relatives' home'
- **Other Accommodation** – 'hostel', 'boat', 'cruise ship', 'train', 'sleeper cab lorry / in transit', 'university / school', 'other (specify)' and 'don't know'

Definitions (3/3)

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.

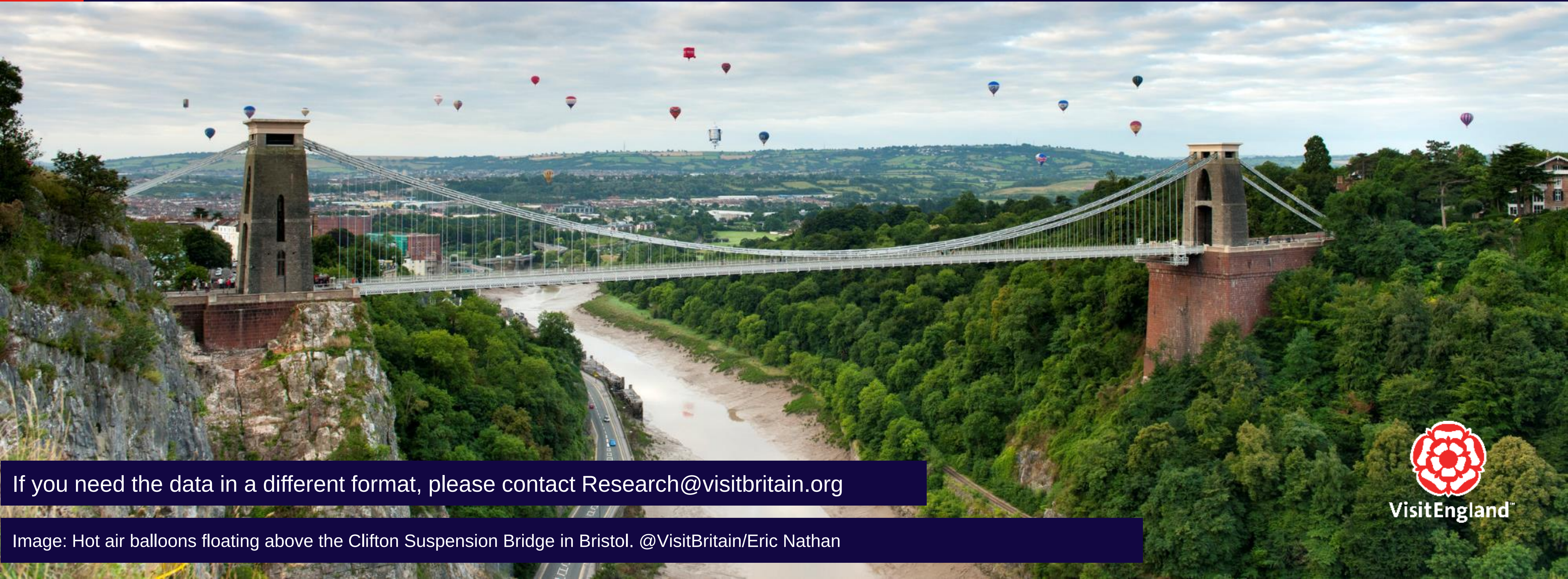
Trip dates

Trips are assigned to reporting months/quarters based on the date the trip ends. This report covers the period July 2023 to September 2023, eligible trips were concluded between 3 July 2023 and 1 October 2023.

Great Britain Tourism Survey (GBTS)

Estimates of the volume and value of overnight trips taken by British residents in Great Britain in **Q3 2023**

Published 13 February 2024



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