Great Britain Tourism Survey (GBTS)

Estimates of the volume and value of overnight trips taken by British residents in Great Britain in **Q2 2023**

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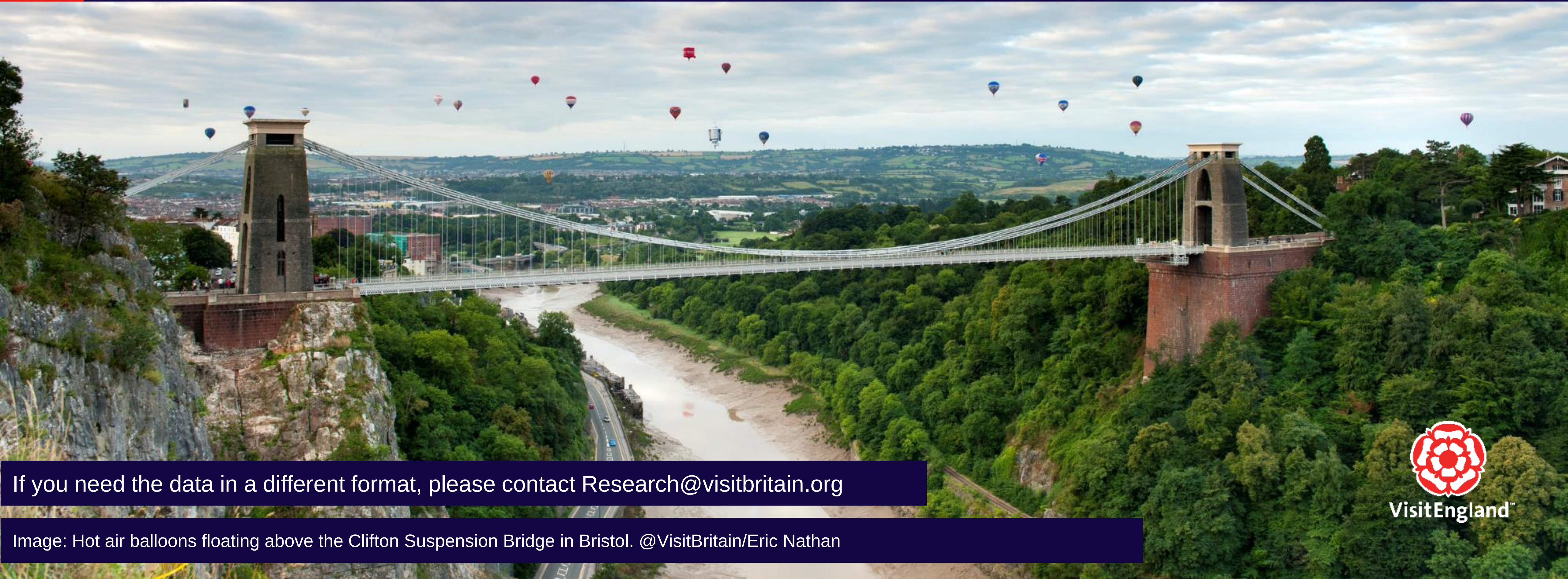

If you need the data in a different format, please contact Research@visitbritain.org

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

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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 April to June 2023. This data is compared to April to June 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, Q2 2023 data has been published as experimental statistics. 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.
- NOTE: This Q2 2023 report was re-published, as during additional quality checks in Q3, it was discovered that there was an error affecting the Q2 data as well. This only affected 23 out of 2542 total respondents for the Q2, which means that at the GB and England levels the impact is very small.

Summary of key results

Great Britain

- In Q2 2023, there were **29.7 million overnight trips** in Great Britain (up 7% vs Q2 2022) made by British residents between **April to June 2023**. These trips lasted a total of **84.1 million nights** and contributed a total of **£8.0bn** in spend (up 12% vs Q2 2022).
- In Q2 2023, British residents **spent on average £270 per their domestic trip** (up 4% vs Q2 2022) and **£95 per night** of their trip (up 13% vs Q2 2022). Their trip in **Great Britain** lasted on average 2.8 nights (down 8% vs Q2 2022).
- Of all trips in Great Britain by British residents, 85% were in England.
- The most common trip purpose for taking an overnight trip in Great Britain was visiting friends or family (10.4 million trips, 35% share). Holiday trips represented 34% of all overnight trips in Great Britain in Q2 2023 (10.0 million trips).
- A city or large town was the destination type with largest share (42%) of trips in Britain, representing 12.4 million trips. Small towns were the main destinations for 23% of all trips in Britain, representing 6.7 million trips in Britain.
- In terms of main accommodation used on their trip in Britain, 13.1 million trips were to serviced accommodation (44% share) and 8.0 million at private homes (27% share).

England

- In Q2 2023, there were **25.4 million overnight trips** in England (up 8% vs Q2 2022) made by British residents between **April to June 2023**. These trips lasted a total of **70.7 million nights** and contributed a total of **£6.8bn** in spend (up 13% vs Q2 2022).
- In Q2 2023, Great Britain residents spent on average **£267 per trip** in England (up 4% vs Q2 2022) and **£96 per night** of their trip (up 13% vs Q2 2022). Their trip in England lasted on average 2.8 nights (down 8% vs Q2 2022).
- Regions with the largest shares of trips in England were South West (17%), North West (14%), South East (14%) and London (14%). 17% of total England trips expenditure was spent in London (£1.1bn) vs 83% in the Rest of England (£5.6bn).
- British residents took 9.0 million trips in England in Q2 2023 to visit friends and family (36% share of all trips in England). Holiday trips accounted for 8.3 million (33% share of all trips in England).
- The most common main destination type was a city or large town with 10.7 million trips in England (share of 42%), followed by small towns with 5.9 million trips in England (share of 23%).
- There were 11.4 million trips in England by British residents, which included serviced accommodation as their main accommodation (45% share) and 6.9 million trips with stays in private homes (27% share).

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

Domestic overnight tourism trips: Q2 2023 overview

Q2 2023	GB	England
Trips (million)	29.7	25.4
Share of GB trips		85%
Spend (£m)	£8,010	£6,781
Nights (million)	84.1	70.7
Average number of nights per trip	2.8	2.8
Average spend per trip	£270	£267
Average spend per night	£95	£96

- 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:

Q2 2023

(April to June)

Key metrics - totals: Q2 2023

GB	Q2 2022	April 2023	May 2023	June 2023	Q2 2023	change vs Q2 2022	YTD 2023 (Jan-Jun)	change vs YTD 2022
Trips (million)	**27.7**	10.9	8.8	10.0	**29.7**	**7%**	**53.5**	**0%**
Spend (£ million)	**£7,175**	£2,739	£2,640	£2,631	**£8,010**	**12%**	**£14,327**	**8%**
Nights (million)	**85.2**	30.3	25.9	27.9	**84.1**	**-1%**	**152.4**	**-5%**

ENGLAND	Q2 2022	April 2023	May 2023	June 2023	Q2 2023	change vs Q2 2022	YTD 2023 (Jan-Jun)	change vs YTD 2022
Trips (million)	**23.5**	9.3	7.6	8.5	**25.4**	**8%**	**45.7**	**1%**
Spend (£ million)	**£6,001**	£2,293	£2,314	£2,174	**£6,781**	**13%**	**£12,115**	**8%**
Nights (million)	**71.0**	24.9	22.7	23.2	**70.7**	**0%**	**127.1**	**-4%**

- In Q2 2023, **29.7 million overnight trips were taken in Great Britain** (up 7% vs Q2 2022). Visitors **spent a total of £8.0bn** in Q2 2023 (up 12% vs Q2 2022 in nominal terms) and **84.1 million nights** away from home on a trip in Great Britain (down 1% vs Q2 2022).
- The number of overnight trips to **England** reached **25.4 million** in Q2 2023 (up 8% vs Q2 2022). Great Britain visitors spent **£6.8bn** on their trips (up 13% vs Q2 2022 in nominal terms) and **70.7 million nights** away from home on a trip in England (on par with Q2 2022).

Key metrics - averages: Q2 2023

GB	Q2 2022	April 2023	May 2023	June 2023	Q2 2023	change vs Q2 2022	YTD 2023 (Jan-Jun)	change vs YTD 2022
Average number of nights per trip	3.1	2.8	3.0	2.8	2.8	-8%	2.8	-5%
Average spend per trip	£259	£250	£301	£263	£270	4%	£268	8%
Average spend per night	£84	£90	£102	£94	£95	13%	£94	14%

ENGLAND	Q2 2022	April 2023	May 2023	June 2023	Q2 2023	change vs Q2 2022	YTD 2023 (Jan-Jun)	change vs YTD 2022
Average number of nights per trip	3.0	2.7	3.0	2.7	2.8	-8%	2.8	-5%
Average spend per trip	£255	£246	£306	£255	£267	4%	£265	8%
Average spend per night	£84	£92	£102	£94	£96	13%	£95	13%

- In Q2 2023, British residents **spent on average £270 per their domestic trip** (up 4% vs Q2 2022 in nominal terms) and **£95 per night** of their trip (up 13% vs Q2 2022 in nominal terms). Their trip in **Great Britain** lasted on average 2.8 nights (down 8% vs Q2 2022).
- Focusing on overnight trips in **England**, in Q2 2023, Great Britain residents spent on average **£267 per trip** (up 4% vs Q2 2022) and **£96 per night** of their trip (up 13% vs Q2 2022 in nominal terms). Their trip in England lasted on average 2.8 nights (down 8% vs Q2 2022).

Trip spend nominal/real change: Q2 2023 vs Q2 2022

GB	Q2 2022	Q2 2023	Nominal change vs Q2 2022	Real change vs Q2 2022
Spend (£ million)	£7,175	£8,010	12%	3%
Average spend per trip	£259	£270	4%	-4%
Average spend per night	£84	£96	13%	4%

ENGLAND	Q2 2022	Q2 2023	Nominal change vs Q2 2022	Real change vs Q2 2022
Spend (£ million)	£6,001	£6,781	13%	4%
Average spend per trip	£255	£267	5%	-4%
Average spend per night	£84	£96	13%	5%

Comparing Q2 2023 vs Q2 2022, in nominal terms the total GB trip spend increased by 12%; however, when accounting for inflation, the increase in total trip spend in GB is only 3%.

Similar pattern applies in England, the trip spend has increased by 13% in nominal terms, however, increased by only 4% in real terms.

Taking inflation into account, average spend per trip in Q2 2023 was 4% lower than in Q2 2022 for both, GB and England. The average spend per night was up 4% for GB and up 5% for England in Q2 2023 vs Q2 2022.

England: volume by regions: Q2 2023

Total trips (million)	Q2 2022	Q2 2023	Q2 2023, share of England
England	23.5	25.4	
London	3.3	3.5	14%
*Rest of England**	19.9	21.6	85%
North East	1.1 (!)	1.0 (!)	4%
North West	3.1	3.7	14%
Yorkshire & the Humber	2.1	2.3	9%
West Midlands	1.7	2.2	8%
East Midlands	1.7	2.1	8%
East of England	2.6	2.4	9%
South West	4.1	4.3	17%
South East	3.5	3.6	14%
Other / unspecified**	0.4 (!)	0.4 (!)	2%

- In Q2 2023, regions with the largest shares of trips in England were:
  - South West (17%, equating to 4.3 million trips)
  - North West (14%, equating to 3.7 million trips)
  - South East (14%, equating to 3.6 million trips)
  - London (14%, equating to 3.5 million trips)
- Regions with the smallest shares of England trips in Q2 2023 were:
  - North East (4%, equating to 1.0 million trips)
  - East Midlands (8%, equating to 2.1 million trips)
  - West Midlands (8%, equating to 2.2 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: Q2 2023

Total spend (£ million)	Q2 2022	Q2 2023	Q2 2023, share of England
England	£6,001	£6,781	
London	£971	£1,122	17%
*Rest of England**	£5,004	£5,596	83%
North East	£243 (!)	£285 (!)	4%
North West	£877	£941	14%
Yorkshire & the Humber	£556	£564	8%
West Midlands	£387	£548	8%
East Midlands	£428	£411	6%
East of England	£536	£508	7%
South West	£1,152	£1,321	19%
South East	£801	£953	14%
Other / unspecified**	£49 (!)	£128 (!)	2%

- 17% of total trip expenditure in Q2 2023 was spent in London (£1.1bn) vs 83% in the Rest of England (£5.6bn).
- Outside London, the regions with the largest shares of England spend were:
  - South West (19%, equating to £1.3bn in trip spend)
  - South East (14%, equating to £0.95bn in trip spend)
  - North West (14%, equating to £0.94bn in trip spend)
- The regions with the smallest shares of England spend were:
  - North East (4%, equating to £285 million)
  - East Midlands (6%, equating to 411 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.

VisitEngland

London; Greater London; England ©VisitBritain/Matador Network

Trip characteristics

Q2 2023

(April to June)

Volume by trip purpose: Q2 2023

GB, total trips (million)	Q2 2022	Q2 2023	change vs Q2 2022	Q2 2023, share of GB
GB total	27.7	29.7	7%	
Holiday	9.8	10.0	2%	34%
VFR	9.5	10.4	9%	35%
Business	1.7	1.4	-17%	5%
Miscellaneous*	6.7	7.9	18%	27%

England, total trips (million)	Q2 2022	Q2 2023	change vs Q2 2022	Q2 2023, share of England
England total	23.5	25.4	8%	
Holiday	7.9	8.3	4%	33%
VFR	8.4	9.0	8%	36%
Business	1.5	1.2	-19%	5%
Miscellaneous*	5.7	6.9	21%	27%

- In Q2 2023, the most common trip purpose for taking a domestic overnight trip in **Great Britain** was visiting friends or family (10.4 million trips, 35% share).
- In Q2 2023, holiday trips were 2% above Q2 2022, equating to 10.0 million trips in Great Britain, which represented 34% of all overnight trips.
- Business trips represented only 5% share of GB trip volume (1.4 million trips) and were down 17% on Q2 2022.

- Looking at overnight trips in **England** only, British residents took 9.0 million trips in Q2 2023 to visit friends and family (36% share of all trips in England) and 8.3 million holiday trips (33% 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: Q2 2023

GB, total spend (£ million)	Q2 2022	Q2 2023	change vs Q2 2022	Q2 2023, share of GB
GB total	£7,175	£8,010	12%	
Holiday	£3,126	£3,255	4%	41%
VFR	£1,598	£1,854	16%	23%
Business	£381	£443	16%	6%
Miscellaneous*	£2,071	£2,457	19%	31%

England, total spend (£ million)	Q2 2022	Q2 2023	change vs Q2 2022	Q2 2023, share of England
England total	£6,001	£6,781	13%	
Holiday	£2,528	£2,638	4%	39%
VFR	£1,381	£1,627	18%	24%
Business	£339	£372	9%	5%
Miscellaneous*	£1,753	£2,144	22%	32%

- In terms of spend, holidays in Q2 2023 represented 41% share of all overnight trips in **Great Britain** by British residents (£3.26bn in value) and visiting friends and relatives represented 23% share of all overnight trips (£1.85bn in value).
- Business trips spend gained a share of only 6% (£0.4bn), representing an increase of 16% on Q2 2022.
- Looking at trip spend in **England** only, holidays in Q2 2023 represented 39% share (£2.6bn in value) and visiting friends and relatives 24% of all trips in England by British residents (£1.6bn in value). VFR trips' total value increased by 18%, compared to Q2 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: Q2 2023

GB trips (million)	Q2 2022	Q2 2023	Q2 2023, share of GB
Seaside / other coastal	4.1	4.1	14%
City / large town	11.2	12.4	42%
Small town	5.8	6.7	23%
Countryside / village	6.1	6.1	21%
Other / unspecified	0.5 (!)	0.4 (!)	1%

England trips (million)	Q2 2022	Q2 2023	Q2 2023, share of England
Seaside / other coastal	3.3	3.3	13%
City / large town	9.6	10.7	42%
Small town	5.0	5.9	23%
Countryside / village	5.2	5.1	20%
Other / unspecified	0.4 (!)	0.4 (!)	1%

- In Q2 2023, a city or large town was a destination type with the largest share (42%) for trips in Britain and same for England, representing 12.4 million trips in **Britain** and 10.7 million in **England**.
- Small towns were the main destinations for 23% of all trips in Britain and England, representing 6.7 million trips in Britain and 5.9 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: Q2 2023

GB, Spend (£ million)	Q2 2022	Q2 2023	Q2 2023, share of GB
Seaside / other coastal	£1,195	£1,158	14%
City / large town	£3,194	£3,418	43%
Small town	£1,268	£1,887	24%
Countryside / village	£1,339	£1,443	18%
Other / unspecified	£180 (!)	£104 (!)	1%

England, Spend (£ million)	Q2 2022	Q2 2023	Q2 2023, share of England
Seaside / other coastal	£1,022	£934	14%
City / large town	£2,708	£2,922	43%
Small town	£1,073	£1,631	24%
Countryside / village	£1,081	£1,205	18%
Other / unspecified	£117 (!)	£89 (!)	1%

- In Q2 2023, cities or large towns as the main destination had the largest share of **Britain** and **England** overnight trip spend, 43%, equating to a value of £3.4bn in Britain and £2.9bn in England.
- Small towns share of Great Britain and England trips value was 24%, equating to a value of £1.9bn in Britain and £1.6bn in England.
- Countryside and villages as a main destination gained a share of 18% of total value of overnight trips in Britain and in England, representing a value of £1.4bn in Britain and £1.2bn in England.
- Seaside value share was 14% for both Britain and England, representing a value of £1.2bn in Britain and £0.9bn 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: Q2 2023

GB trips (million)	Q2 2022	Q2 2023	Q2 2023, share of GB
Serviced accommodation	12.5	13.1	44%
Commercial property rental	2.6	3.4	11%
Caravan / camping / glamping	4.0	3.9	13%
Private home	7.2	8.0	27%
Other / unspecified	1.4	1.3	4%

- Serviced accommodation was the main accommodation used most by GB residents during their overnight trips in **Britain** in Q2 2023 (44% share, 13.1 million trips).
- Private home had the second highest share in Q2 2023 (27% share, 8.0 million trips).

England trips (million)	Q2 2022	Q2 2023	Q2 2023, share of England
Serviced accommodation	10.6	11.4	45%
Commercial property rental	2.1	2.7	11%
Caravan / camping / glamping	3.2	3.3	13%
Private home	6.3	6.9	27%
Other / unspecified	1.3 (!)	1.1 (!)	4%

- Focussing on trips in **England** by British residents, the accommodation types show the same trends as for GB overall. There were 11.4 million trips, which included serviced accommodation (45% share) and 6.9 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: Q2 2023

GB, Spend (£ million)	Q2 2022	Q2 2023	Q2 2023, share of GB
Serviced accommodation	£4,010	£4,336	54%
Commercial property rental	£1,006	£1,445	18%
Caravan / camping / glamping	£823	£835	10%
Private home	£943	£997	12%
Other / unspecified	£394	£397	5%

England, Spend (£ million)	Q2 2022	Q2 2023	Q2 2023, share of England
Serviced accommodation	£3,348	£3,734	55%
Commercial property rental	£852	£1,162	17%
Caravan / camping / glamping	£657	£680	10%
Private home	£830	£873	13%
Other / unspecified	£315 (!)	£333 (!)	5%

(!) 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.

- In Q2 2023, 54% of the total trip spend during trips in **Britain** came from trips where the main accommodation was a serviced type, representing a total spend of £4.3bn.
- Trips where commercial property rental was the main accommodation accounted for 18% of all trips value, £1.4bn.

- In **England**, trips with serviced accommodation accounted for 55% share of trips value in Q2 2023 (£3.7bn).
- Commercial property rental as main accommodation had second largest share, 17%, which accounted for £1.2bn.
- Spend on trips with private home as main accommodation was £0.9bn, share of 13%.

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

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 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 sizes: nations

	Q2 2022 (Apr-Jun)	April 2023	May 2023	June 2023	Q2 2023 (Apr-Jun)
Great Britain	2,497	915	592	1,022	2,529
England	1,904	735	471	800	2006

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 sizes: trip purpose, regions

Great Britain, trip purpose	Q2 2022 (Apr-Jun)	Q2 2023 (Apr-Jun)
Holiday	849	822
VFR	826	855
Business	150	131
Miscellaneous	672	721

England, trip purpose	Q2 2021 (Apr-Jun)	Q2 2022 (Apr-Jun)
Holiday	609	623
VFR	661	677
Business	123	113
Miscellaneous	511	593

Regions	Q2 2022 (Apr-Jun)	Q2 2023 (Apr-Jun)
London	271	305
*Rest of England**	1602	1677
North East	73	72
North West	283	290
Yorkshire & the Humber	178	184
West Midlands	149	176
East Midlands	128	156
East of England	178	173
South West	336	345
South East	267	267
Other / unspecified**	41	38

*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.
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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 sizes: destination type, accommodation

Great Britain	Q2 2022 (Apr-Jun)	Q2 2023 (Apr-Jun)
Destination type:		
Seaside / other coastal	312	334
City / large town	1,087	1,149
Small town	536	527
Countryside / Village	509	482
Other / unspecified	53	37
Accommodation type:		
Serviced accommodation	1197	1,164
Commercial property rental	238	292
Caravan / camping / glamping	310	292
Private home	642	670
Other / unspecified	110	111

England	Q2 2022 (Apr-Jun)	Q2 2023 (Apr-Jun)
Destination type:		
Seaside / other coastal	230	238
City / large town	840	936
Small town	412	427
Countryside / Village	381	376
Other / unspecified	41	29
Accommodation type:		
Serviced accommodation	919	957
Commercial property rental	178	220
Caravan / camping / glamping	209	213
Private home	505	527
Other / unspecified	93	89

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 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.

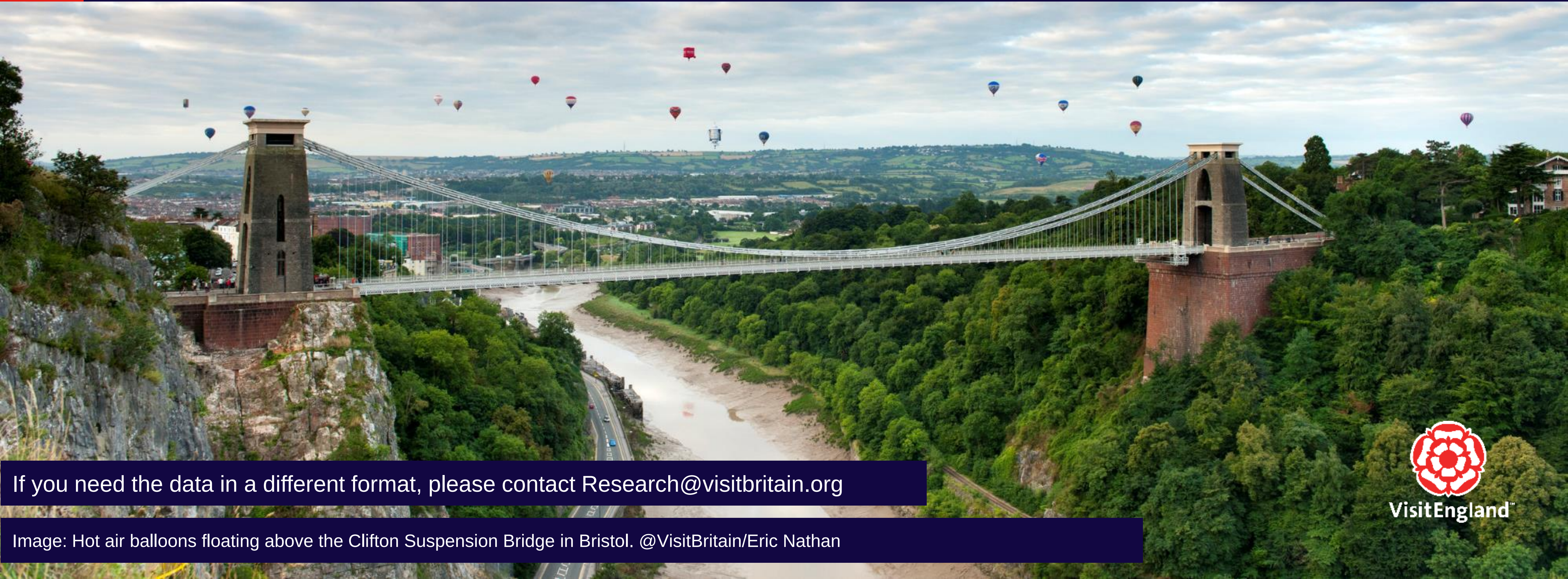
Trip dates

Trips are assigned to reporting months/quarters based on the date the trip ends. This report covers the period April 2023 to June 2023, eligible trips were concluded between 3 April 2023 and 02 July 2023.

Great Britain Tourism Survey (GBTS)

Estimates of the volume and value of overnight trips taken by British residents in Great Britain in **Q2 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

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