

# Domestic day visits: Q4 2023 and 2023 overall

Estimates of the volume and value of domestic day visits taken by British residents in Great Britain in Q4 2023 and 2023 overall from the Great Britain Day Visits Survey (GBDVS)

Published 12<sup>th</sup> March 2024



If you need the data in a different format, please contact [Research@visitbritain.org](mailto:Research@visitbritain.org)



VisitEngland

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

# Domestic day visits in 2023 – headlines

## Domestic day visits in England: headline narratives

- **Volume:** day visits increased in 2023 vs 2022 with the first half of the year showing stronger growth, likely due to the impact of COVID-19 in early 2022.
- **Value:** Spend was up vs 2022 in both nominal and real (inflation adjusted) terms.
- **Average spend per visit:** was up vs 2022 in nominal terms but in real terms it saw a slight decline.
- **Regions:** London saw the largest share and strongest year on year growth for both visits and spend out of all the English regions, echoed by the growth in visits to large cities and towns more broadly. Behind London, the South East accounted for the highest volume and value across 2023.
- **Activity:** Visiting friends and relatives remained the most frequent type of visit although growth was flat vs 2022. Visits to attractions were up. VFR trips and those who went for food and drink/a night out/speciality shopping accumulated the most spend in 2023.

## Domestic day visits in England: headline numbers

- 1.0 billion day visits in 2023, up 8% vs 2022
- £44.4bn spend, up 15% vs 2022 (up 7% in real terms)
- £44 average spend per visit, up 6% vs 2022 (down 1% in real terms)

## Domestic day visits in Great Britain: headline numbers

- 1.2 billion day visits in 2023, up 7% vs 2022
- £50.8bn spend, up 13% vs 2022 (up 5% in real terms)
- £44 average spend per visit, up 6% vs 2022 (up 2% in real terms)

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Explore the domestic day visits data in more detail on the [VisitBritain website](#) by downloading the data from Q2 2021 to 2023 in our pre-built pivot tables.

You can also access the overnight domestic data on the [GBTS webpage](#).

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# 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 October to December 2023 and 2023 overall. Data from comparison years, e.g. 2022, can be found in previous reports or in the pre-built pivot tables on [our website](#).
- 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) will be available in the Background Quality Report on our the [GBDVS webpage](#).
- The GBDVS 2021, 2022 and 2023 data has been published as 'Official Statistics in Development'. 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 only been shown at the annual level. There can be a high degree of variability in the new data, especially for spend, and we advise caution when making comparisons across months and quarters.

## Further data:

- Domestic overnights data (GBTS) is available up to Q3 2023 with the YTD trend showing a slight decline in visits and real spend vs 2022, suggesting a shift from overnight trips to day trips. Q4 2023 data is currently scheduled for publication in April 2024. Explore the GBTS data on our [website](#).

# 2023 – Detailed Summary

## GREAT BRITAIN:

- Across 2023, there were 1.2 billion Tourism Day **Visits** in **Great Britain**, up 7% vs 2022, with October being the most popular month.
- **Spend** reached £50.8bn in 2023, up 13% vs 2022 with peak spend in December. Taking inflation into account, spend was up 5% in 2023 vs 2022.
- The **average spend per visit** for Tourism Day Visits within Great Britain in 2023 averaged at £44, up 6% vs 2022. In real terms, SPV was down 2% vs 2022.
- The most frequent activities were **for visiting family and friends, going to a visitor attraction, and food and drink/night out/speciality shopping**. Looking at growth vs 2022, arts/cultural/entertainment experiences, special events/celebrations and organised public events saw the largest y-o-y increases for both visits and spend.
- Visits to **cities/large towns** accounted for nearly half (48%) of all Tourism Day Visits in 2023, followed by **small towns** (24%) and the **countryside** (19%). Over half of spend (58%) came from those who visited cities/large towns as their main destination, followed by small towns (20%) and countryside (14%). Year-on-year, cities/large towns saw the largest growth in 2023.

## ENGLAND:

- **Tourism Day Visits** within **England** reached 1.0 billion in 2023, up 8% vs 2022, also peaking in October.
- Visitors **spent** a total of £44.4bn during the year, up 15% vs 2022. October was most valuable month in 2023. Taking inflation into account, spend was up 7% vs 2022.
- For Tourism Day Visits within England, **the average spend per visit** was £44, up 6% vs 2022. In real terms, SPV was down 1% vs 2022.
- Across **2023**, London, South East and North West received the highest share of Tourism Day Visits and for spend, London, South East and North West received the highest share. Year-on-year, London saw the largest growth in both visits and spend.
- In line with Great Britain, **visits to friends and relatives, visitor attractions and for food/drink/night out/speciality shopping** were the most frequent activities for Tourism Day Visits within England for 2023 overall. The same activities were top for spend. Year-on-year, most activities saw an increase in volume, apart from health and wellbeing experiences and VFR which was flat. Most activities saw increased spend apart from outdoor leisure activities and hobbies/interests.
- Visits in England to **cities/large towns** accounted for nearly half (49%) of all Tourism Day Visits in 2023, followed by **small towns** (24%) and the **countryside** (19%). Over a half of spend was from visits where a city/large town was the main destination (58%), followed by those who went to a small town (20%) and the countryside (14%). Similar to GB, the greatest y-o-y growth was seen for cities/large towns.

# Domestic Day Visits in 2023

## 3 hour+ Leisure Day Visits

GB/Nation	GB	England
Visits (million)	2,955	2,534
Spend (£m)	£109,103	£94,206



## Tourism Day Visits (standard definition of day visits)

GB/Nation	GB	England
Visits (million)	1,160	1,021
Spend (£m)	£50,784	£44,430



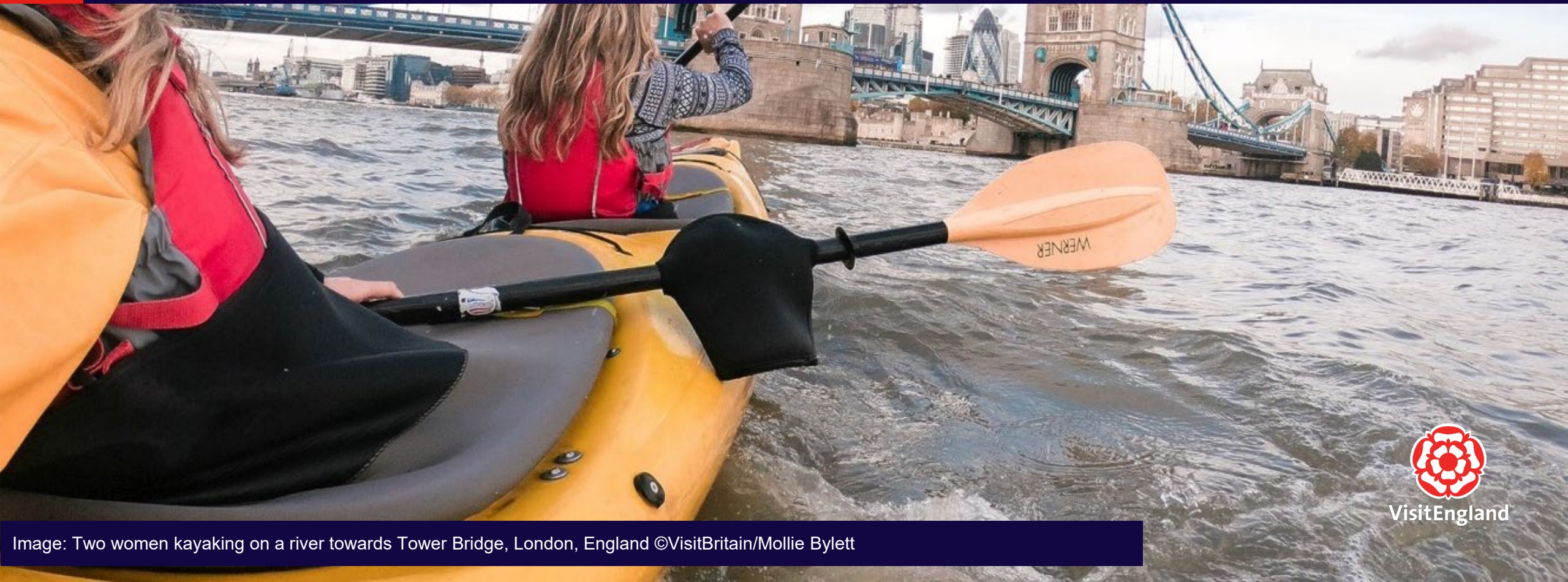
## Tourism Day Visits – Activities Core to Tourism

GB/Nation	GB	England
Visits (million)	424	371
Spend (£m)	£17,906	£15,589

- There are 3 different types of Domestic Day Visit within the GBDVS survey; please see slide 29 for detailed definitions of each.
- **3 Hour+ Leisure Day Visits** capture the largest volume of day visits. In 2023, there were 3.0 billion visits within GB and 2.5 billion within England. These visitors spent £109bn in GB and £94bn in England.
- **Tourism Day Visits** (the focus of this report) are a subset of the above visits and account for 39% of 3hr+ leisure day visits within GB and 40% in England. TDVs account for 47% of 3hr+ leisure day visit spend within GB and England.
- Finally, **Tourism Day Visits – Activities Core to Tourism** are the smallest subset of day visits. There were 424 million of these visits to GB and 371 million to England in 2023. These visitors spent £18bn and £16bn in GB and England, respectively.
- Explore the GB and England data on our [website](#) and visit [VisitScotland](#) and [Visit Wales](#) for information on those nations.

# 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 and annual results: Tourism Day Visits

Q4 2023 and 2023

# Tourism Day Visits: Headlines – 2023

GB Tourism Day Visits	October 2023	November 2023	December 2023	Q4 2023 (Oct-Dec)	% change vs Q4 2022	2023	% change vs 2022
Visits (million)	120	87	109	316	1%	1,160	7%
Spend (£ million)	£5,236	£4,326	£5,472	£15,034	20%	£50,784	13%

England Tourism Day Visits	October 2023	November 2023	December 2023	Q4 2023 (Oct-Dec)	% change vs Q4 2022	2023	% change vs 2022
Visits (million)	109	77	96	282	3%	1,021	8%
Spend (£ million)	£4,842	£3,751	£4,735	£13,328	24%	£44,430	15%

- In Q4 2023, British residents took a total of 316 million **Tourism Day Visits** within **Great Britain**, up 1% vs Q4 2022. Across 2023, there were 1.2 billion Tourism Day Visits, up 7% vs 2022, with October being the most popular month (120 million Tourism Day Visits). Across all quarters, visitors **spent** the most in Q4 2023 at £15.0bn, up 20% vs Q4 2022. Spend reached £50.8bn in 2023, up 13% vs 2022 with peak spend in December.
- **Tourism Day Visits** within **England** reached 282 million in Q4 2023, up 3% vs Q4 2022 bringing the annual total to 1.0 billion Tourism Day Visits, up 8% vs 2022. Visitors **spent** a total of £13.3bn in Q4 2023, up 24% vs Q4 2022. In 2023 overall, visitors spent £44.4bn, up 15% vs 2022. October was the peak month for visits and spend within England.

# Tourism Day Visit: Share by nation - 2023

GB/Nation Visits (million)	Q4 2023 (Oct-Dec)	% change vs 2022	Q4 2023 % share	2023	% change vs 2022	2023 % share
GB	316	1%		1,160	7%	
England	282	3%	89%	1,021	8%	88%

GB/Nation Spend (£ million)	Q4 2023 (Oct-Dec)	Q4 2023 % share	Q4 2023 % share	2023	% change vs 2022	2023 % share
GB	£15,034	20%		£50,784	13%	
England	£13,328	24%	89%	£44,430	15%	87%

- Overall England had an 88% share in 2023 with a similar story for spend.
- Detailed results for Scotland and Wales are published on their websites:
  - [VisitScotland](#)
  - [Visit Wales](#)

# Tourism Day Visits: Averages – 2023

GB Tourism Day Visits	October 2023	November 2023	December 2023	Q4 2023 (Oct-Dec)	% change vs Q4 2022	2023	% change vs 2022
Average spend per visit	£44	£50	£50	£48	19%	£44	6%

England Tourism Day Visits	October 2023	November 2023	December 2023	Q4 2023 (Oct-Dec)	% change vs Q4 2022	2023	% change vs 2022
Average spend per visit	£44	£49	£50	£47	21%	£44	6%

- The **average spend per visit** for Tourism Day Visits within Great Britain in Q4 2023 was £48, up 19% vs Q4 2022. Across the year, spend per visit averaged at £44, up 6% vs 2022.
- For Tourism Day Visits within England, **the average spend per visit** was £47 in Q4 2023, up 21% vs the previous year. Across the year, the average spend per visit was £44, up 6% vs 2022.

# Tourism Day Visits: nominal spend vs real spend – 2023

GB Tourism Day Visits	Q4 2023	Nominal change vs Q4 2022	Real change vs Q4 2022	2023	Nominal change vs 2022	Real change vs 2022
Spend (£ million)	£15,034	20%	15%	£50,784	13%	5%
Average spend per visit	£48	19%	14%	£44	6%	-2%

England Tourism Day Visits	Q4 2023	Nominal change vs Q4 2022	Real change vs Q4 2022	2023	Nominal change vs 2022	Real change vs 2022
Spend (£ million)	£13,328	24%	19%	£44,430	15%	7%
Average spend per visit	£47	21%	16%	£44	6%	-1%

- In nominal terms, spend in GB increased by 20% in Q4 2023; however, when taking inflation into account spend was up by 15%. Across 2023, spend was up 13% in nominal terms but up 5% in real terms.
- In England, a similar pattern was seen in Q4 with spend up 24% in nominal terms but up 19% in real terms. Across the whole year, spend was up 15% in nominal terms but up 7% when taking inflation into account.
- When taking inflation into account for average spend per visit, a small decrease was seen y-o-y for visits to GB and England.

# Tourism Day Visits: Quarterly trend

GB Tourism Day Visits	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Visits (million)	147	247	230	198	262	313	313	240	294	311	316
Spend (£ million)	£4,309	£10,254	£10,379	£8,699	£11,413	£12,359	£12,572	£10,417	£11,970	£13,363	£15,034

England Tourism Day Visits	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Visits (million)	133	215	197	173	224	273	274	210	257	272	282
Spend (£ million)	£3,804	£8,966	£8,419	£7,493	£9,697	£10,813	£10,737	£8,996	£10,231	£11,875	£13,328

- **The latest quarter, Q4 2023, saw the highest volume of Tourism Day Visits within Great Britain since the beginning of the pandemic at 316 million visits.** Spend also peaked in Q4 2023 at £15.0bn. For each quarter since Q2 2021, there has been a year-on-year increase in Tourism Day Visits within Great Britain, apart from Q3 2023, where visits were down slightly at -1%.
- **A similar story for England with visits and spend peaking in Q4 2023.** Within England, there was a year-on-year increase in visits and spend for each quarter, apart from Q3 2023 where visits were very slightly behind the previous year.

# Tourism Day Visits by English regions – 2023 visits

Visits (million)	Q4 2023 (Oct-Dec)	Q4 2023 % share	2023	2023 % share	% change vs 2022
London	68	24%	210	21%	24%
Rest of England**	213	76%	806	79%	5%
North East	7	3%	34	3%	20%
North West	31	11%	119	12%	-6%
Yorkshire	23	8%	87	9%	12%
West Midlands	28	10%	98	10%	11%
East Midlands	23	8%	86	8%	16%
East of England	27	10%	98	10%	-11%
South West	28	10%	101	10%	3%
South East	45	16%	177	17%	9%
*Other/unspecified***	1	1%	10	1%	1%
<b>ENGLAND TOTAL</b>	<b>282</b>		<b>1,021</b>		<b>8%</b>

**In 2023, London received the highest share of Tourism Day Visits, followed by the South East and North West.**

- Within England, nearly one quarter of **visits** were to London in **Q4 2023** vs 76% to the Rest of England. Behind London, South East, North West, West Midlands, South West and East of England received the most visits.
- Across **2023**, London, South East and North West received highest share of Tourism Day Visits. The regions with the highest year-on-year growth were London (+24%), North East (+20%) and East Midlands (+16%). The North West and East of England saw a decline in visits in 2023 vs 2022.

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 and England National Parks - excluding London.\*\*\*Other/unspecified - 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 – 2023 spend

Spend (£ million)	Q4 2023 (Oct-Dec)	Q4 2023 % share	2023	2023 % share	% change vs 2022
London	£3,048	23%	£11,448	26%	43%
Rest of England**	£10,275	77%	£32,929	74%	8%
North East	£421	3%	£1,465	3%	8%
North West	£1,497	11%	£5,260	12%	-13%
Yorkshire	£1,165	9%	£4,064	9%	27%
West Midlands	£1,539	12%	£4,063	9%	4%
East Midlands	£1,025	8%	£3,010	7%	3%
East of England	£1,181	9%	£3,528	8%	3%
South West	£1,465	11%	£4,448	10%	19%
South East	£1,935	15%	£6,871	15%	17%
*Other/unspecified***	£52	0%	£272	1%	-7%
<b>ENGLAND TOTAL</b>	<b>£13,328</b>		<b>£44,430</b>		<b>15%</b>

**In 2023, London received the highest share of spend from Tourism Day Visits, followed by the South East and North West.**

- Within England, 23% of **spend** was attributed to London in **Q4 2023** vs 77% to the Rest of England. Behind London, South East, West Midlands, North West and South West.
- Across **2023**, London, South East and North West received highest share of spend. The regions with the highest year-on-year growth were London (+43%), Yorkshire (+27%), South West (19%) and South East (17%). The North West was the only region to see a decline in spend in 2023 vs 2022.

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 and England National Parks - excluding London.\*\*\*Other/unspecified - 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. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.







# **Trip characteristics: Tourism Day Visits**

Q4 2023 and 2023

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

GB Tourism Day Visits (million)	Q4 2023 (Oct-Dec)	Q4 2023 % share of GB	2023	2023 % share of GB	% change vs 2022
Visited friends or relatives	78	25%	305	26%	-3%
Went to a visitor attraction	54	17%	202	17%	16%
Took part in outdoor leisure activities and sports	14	4%	69	6%	-2%
Went sightseeing and exploring areas	23	7%	89	8%	2%
Took part in hobbies and interests	17	5%	65	6%	16%
Took part in a health or wellbeing experience	2*	1%*	10	1%	-16%
Attended a special event or celebration of personal nature	28	9%	98	8%	21%
Attended an organised public event	30	10%	108	9%	19%
Went to an arts, cultural or entertainment experience	12*	4%*	39	3%	36%
Food and drink, a night out or speciality shopping	49	15%	148	13%	-1%
Took part in other leisure activities	7*	2%*	27	2%	21%
<b>GB TOTAL</b>	316		1,160		7%

## Tourism Day Visits to friends/relatives was the most frequent activity in 2023 in GB

- In **2023**, the most frequent activities were for visiting family and friends, going to a visitor attraction, and food and drink/night out/speciality shopping. This was a similar story for Q4 as well.
- Looking at **change vs 2022**, many activities saw an increase in visits, particularly those involving an arts/cultural/entertainment experience (+36%), attending a special event/celebration (+21%), and attending an organised public event (19%).
- Health and wellbeing experiences, visiting family and friends saw a sharp decline in visits. Outdoor leisure activities and food/drink/night out/speciality shopping saw a gentler decline.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data shows main activity. \*Caution low base sizes. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.



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

GB Tourism Day Spend (£ million)	Q4 2023 (Oct-Dec)	Q4 2023 % share of GB	2023	2023 % share of GB	% change vs 2022
Visited friends or relatives	£3,639	24%	£11,568	23%	9%
Went to a visitor attraction	£1,910	13%	£6,925	14%	8%
Took part in outdoor leisure activities and sports	£505	3%	£2,079	4%	-6%
Went sightseeing and exploring areas	£986	7%	£4,186	8%	26%
Took part in hobbies and interests	£655	4%	£2,459	5%	-15%
Took part in a health or wellbeing experience	£153*	1%*	£637	1%	14%
Attended a special event or celebration of personal nature	£1,236	8%	£4,659	9%	45%
Attended an organised public event	£1,389	9%	£5,625	11%	49%
Went to an arts, cultural or entertainment experience	£541*	4%*	£1,544	3%	54%
Food and drink, a night out or speciality shopping	£3,736	25%	£10,004	20%	5%
Took part in other leisure activities	£286*	2%*	£1,097	2%	-28%
<b>GB TOTAL</b>	£15,034		£50,784		13%

## GB Tourism Day Visits to friends/relatives was the activity with the highest spend in 2023

- **Across 2023**, spend from those who visited friends and relatives, went for food & drink/night out/speciality shopping and went to a visitor attraction contributed the most to the total spend. A similar story for Q4.
- The largest **y-o-y increases** were seen for arts/cultural/entertainment experiences (+54%), attending an organised public event (+49%) and attending a special event or celebration (45%).
- Spend from those who took part in outdoor leisure activities declined slightly Y-o-Y but a steeper decline was seen for other leisure activities and those taking part in hobbies and interests.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data shows main activity. \*Caution low base sizes. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

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

England Tourism Day Visits (million)	Q4 2023 (Oct-Dec)	Q4 2023 % share of ENG	2023	2023 % share of ENG	% change vs 2022
Visited friends or relatives	70	25%	273	27%	-1%
Went to a visitor attraction	51	18%	181	18%	20%
Took part in outdoor leisure activities and sports	11*	4%*	57	6%	-9%
Went sightseeing and exploring areas	21	7%	76	7%	2%
Took part in hobbies and interests	15	5%	57	6%	16%
Took part in a health or wellbeing experience	2*	1%*	9*	1%*	-14%
Attended a special event or celebration of personal nature	25	9%	86	8%	21%
Attended an organised public event	26	9%	90	9%	19%
Went to an arts, cultural or entertainment experience	11*	4%*	35	3%	40%
Food and drink, a night out or speciality shopping	44	15%	131	13%	0%
Took part in other leisure activities	7*	2%*	25	2%	31%
<b>ENGLAND TOTAL</b>	282		1,021		8%

## VFR visits also top for Tourism Day Visits to England

- In line with Great Britain, **visits to friends and relatives, visitor attractions and for food/drink/night out/speciality shopping** were the most frequent activities for tourism day visits within England for Q4 and for 2023 overall.
- Most activities saw growth in spend **between 2022 and 2023**, particularly arts/cultural or entertainment experiences (+40%), special events or celebrations (+21%), visitor attractions (+20%) and organised public events (+19%). VFR visits, outdoor leisure activities and health/wellbeing experiences saw a decline in spend.

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

England Tourism Day Spend (£ million)	Q4 2023 (Oct-Dec)	Q4 2023 % share of ENG	2023	2023 % share of ENG	% change vs 2022
Visited friends or relatives	£3,365	25%	£10,467	24%	14%
Went to a visitor attraction	£1,723	13%	£6,186	14%	10%
Took part in outdoor leisure activities and sports	£407*	3%*	£1,699	4%	-15%
Went sightseeing and exploring areas	£868	7%	£3,594	8%	35%
Took part in hobbies and interests	£558	4%	£2,080	5%	-20%
Took part in a health or wellbeing experience	£133*	1%*	£494*	1%*	3%
Attended a special event or celebration of personal nature	£1,087	8%	£3,935	9%	38%
Attended an organised public event	£1,246	9%	£4,906	11%	61%
Went to an arts, cultural or entertainment experience	£418*	3%*	£1,303	3%	42%
Food and drink, a night out or speciality shopping	£3,270	25%	£8,760	20%	9%
Took part in other leisure activities	£254*	2%*	£1,005	2%	-27%
<b>ENGLAND TOTAL</b>	<b>£13,328</b>		<b>£44,430</b>		<b>15%</b>

## Tourism Day Visits to friends/relatives was the most valuable activity in 2023 in England

- In **2023**, spend from VFR visits and food/drink/night out/speciality shopping accounted for 44% of spend in England, followed by visitor attractions and organised public events.
- The largest **y-o-y increases** for spend in England were from organised public events (61%), arts/cultural and entertainment experiences (42%), special events/celebrations (38%) and sightseeing and exploring areas (35%). Other leisure activities, hobbies and interests and outdoor leisure activities saw a decline in spend.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data shows main activity. \*Caution low base sizes. Growth rates only shown at the annual level due to the degree of variability of the data at the quarterly level. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

# GB Tourism Day Visits and Spend by type of destination: 2023

GB Tourism Day Visits (million)	Q4 2023 (Oct-Dec)	Q4 2023 % share of GB	2023	2023 % share of GB	% change vs 2022
City/large town	164	52%	558	48%	15%
Small town	74	23%	276	24%	-2%
Countryside	52	16%	219	19%	7%
Seaside or other coastal	17	5%	75	6%	-7%
Other/unspecified	9*	3%*	32	3%	0%
<b>GB TOTAL</b>	<b>316</b>		<b>1,160</b>		<b>7%</b>

GB Tourism Day Visit spend (£ million)	Q4 2023 (Oct-Dec)	Q4 2023 % share of GB	2023	2023 % share of GB	% change vs 2022
City/large town	£9,523	63%	£29,394	58%	21%
Small town	£2,607	17%	£10,183	20%	8%
Countryside	£1,860	12%	£6,934	14%	-1%
Seaside or other coastal	£788	5%	£3,125	6%	9%
Other/unspecified	£255*	2%*	£1,149	2%	-22%
<b>GB TOTAL</b>	<b>£15,034</b>		<b>£50,784</b>		<b>13%</b>

**Cities/large towns accounted for the largest volume and value of Tourism Day Visits in 2023 in GB and also saw the largest Y-o-Y increase**

- **Visits** to cities/large towns accounted for nearly half (48%) of all Tourism Day Visits in **2023**, followed by around one quarter for small towns (24%) and one fifth for the countryside (19%). There was y-o-y growth for visits to cities/large towns and the countryside.
- Over a half of **spend** was from visits where a city/large town was the main destination (58%), followed by those who went to a small town (20%) and the countryside (14%). Growth in spend was seen for all destinations apart from countryside which was down just 1%.

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 only shown at the annual level due to the degree of variability of the data at the quarterly level. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

# England Tourism Day Visits and Spend by type of destination: 2023

England Tourism Day Visits (million)	Q4 2023 (Oct-Dec)	Q4 2023 % share of ENG	2023	2023 % share of ENG	% change vs 2022
City/large town	148	53%	498	49%	18%
Small town	67	24%	240	24%	-2%
Countryside	44	16%	192	19%	7%
Seaside or other coastal	15*	5%*	62	6%	-8%
Other/unspecified	8*	3%*	29	3%	-3%
<b>ENGLAND TOTAL</b>	<b>282</b>		<b>1,021</b>		<b>8%</b>

England Tourism Day Visit spend (£ million)	Q4 2023 (Oct-Dec)	Q4 2023 % share of ENG	2023	2023 % share of ENG	% change vs 2022
City/large town	£8,337	63%	£25,800	58%	25%
Small town	£2,404	18%	£8,968	20%	10%
Countryside	£1,631	12%	£6,077	14%	-1%
Seaside or other coastal	£711*	5%*	£2,588	6%	7%
Other/unspecified	£245*	2%*	£997	2%	-29%
<b>ENGLAND TOTAL</b>	<b>£13,328</b>		<b>£44,430</b>		<b>15%</b>

## Cities/large towns accounted for the largest volume and value of Tourism Day Visits in 2023 in England and the largest y-o-y growth

- Similar to GB, **visits** in England to cities/large towns accounted for nearly half (49%) of all Tourism Day Visits in 2023, followed by around one quarter for small towns (24%) and one fifth for the countryside (19%). There was y-o-y growth for visits to cities/large towns and the countryside.
- Over a half of **spend** was from visits where a city/large town was the main destination (58%), followed by those who went to a small town (20%) and the countryside (14%). Growth in spend was seen for all destinations apart from countryside which was down just 1%.

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 only shown at the annual level due to the degree of variability of the data at the quarterly level. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.



# Appendix

Alternative data, sample sizes and definitions



VisitEngland

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



# Other domestic data sources

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.*

## England Hotel 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 (1)

Different types of day visits	3hr+ leisure day visits Q4 2023	Tourism Day Visits Q4 2023	Tourism Day Visits – Activities Core to Tourism Q4 2023	3hr+ leisure day visits 2023	Tourism Day Visits 2023	Tourism Day Visits – Activities Core to Tourism 2023
<b>TOTAL GB</b>	6,676	2,600	843	29,381	11,029	3,734
<b>England</b>	5,045	2,096	688	22,260	8,843	2,960

Tourism Day Visits by month	July 2023	August 2023	September 2023
<b>TOTAL GB</b>	916	787	897
<b>England</b>	775	610	711

Tourism Day Visits by quarter	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
<b>TOTAL GB</b>	1,384	2,547	2,037	2,052	2,499	3,074	2,836	2,263	3,254	2,912	2,600
<b>England</b>	1,118	1,950	1,548	1,621	1,828	2,507	2,263	1,805	2,609	2,333	2,096

## 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 (2)

Tourism Day Visits by Main Activity	GB Q4 2023	ENG Q4 2023	GB 2023	ENG 2023
Visited friends or relatives	688	566	2,951	2,449
Went to a visitor attraction	350	307	1,583	1,304
Took part in outdoor leisure activities and sports	112	80	689	517
Went sightseeing and exploring areas	166	130	833	654
Took part in hobbies and interests	147	114	652	514
Took part in a health or wellbeing experience*	29	22	124	97
Attended a special event or celebration of personal nature	237	194	917	731
Attended an organised public event	271	203	1,083	808
Went to an arts, cultural or entertainment experience	88	72	355	288
Food and drink, a night out or speciality shopping	469	371	1,600	1,272
Took part in other leisure activities	43	37	242	209

Tourism Day Visits by Type of Destination	GB Q4 2023	ENG Q4 2023	GB 2023	ENG 2023
City/large town	1,371	1,119	5,354	4,358
Small town	646	518	2,732	2,181
Countryside	392	303	1,913	1,516
Seaside or other coastal	120	94	713	527
Other/unspecified	71	62	317	261

## 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 (3)

England Tourism Day Visits - sample	Q4 2023	2023
London	438	1,725
Rest of England**	1,651	7,089
North East	60	302
North West	257	1,124
Yorkshire	192	747
West Midlands	225	903
East Midlands	181	704
East of England	196	933
South West	205	893
South East	327	1,440
*Other/unspecified***	15	72

## 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 December 2023, with eligible trips taken during weeks from Monday 2<sup>nd</sup> January 2023 through to Sunday 31 December 2023. For more details on methodology, please refer to the Background Quality Report available [on our website](#).

# Domestic day visits: Q4 2023 and 2023 overall

Estimates of the volume and value of domestic day visits taken by British residents in Great Britain in Q4 2023 and 2023 overall from the Great Britain Day Visits Survey (GBDVS)

Published 12<sup>th</sup> March 2024



If you need the data in a different format, please contact [Research@visitbritain.org](mailto:Research@visitbritain.org)



VisitEngland

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