

Great Britain Day Visits Survey (GBDVS)

Estimates of the volume and value of domestic day visits taken by British residents in Great Britain in Q3 2023

Published 5th December 2023



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

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



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

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

Methodology:

- The statistics in this release are based on a new combined online survey that replaces the separate Great Britain Tourism Survey and Great Britain Day Visits Survey that ran until the end of 2019. Due to the methodological change, the new survey from 2021 onwards cannot be directly compared to the old survey up to 2019. Further information on the recent methodology changes and user notes are available (including guidance on limitations of comparability with GBDVS data up until 2019) in the following documents available [on our website](#):
 - [Background Quality Report](#) (the latest version is for 2022)
 - [Methodology and quality information](#)
- The GBDVS 2021, 2022 and 2023 data (so far) 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 not been shown on several slides. There can be a high degree of variability in the new data, especially for spend, and we advise caution when making comparisons across time periods.

Domestic Day Visits in Q3 2023

3 hour+ Leisure Day Visits

GB/Nation	GB	England	Scotland	Wales
Visits (million)	774	664	85	41
Spend (£m)	£27,316	£23,946	£2,200	£1,170

Tourism Day Visits (standard definition of day visits)

GB/Nation	GB	England	Scotland	Wales
Visits (million)	311	272	31	14
Spend (£m)	£13,363	£11,875	£978	£510

Tourism Day Visits – Activities Core to Tourism

GB/Nation	GB	England	Scotland	Wales
Visits (million)	123	108	14	5
Spend (£m)	£5,447	£4,810	£486	£151

- There are 3 different types of Domestic Day Visit within the GBDVS survey; please see slide 28 for detailed definitions of each.
- **3 Hour+ Leisure Day Visits** capture the largest volume of day visits. In Q3 2023, there were 774 million visits of this type within Great Britain accounting for £27.3bn spend, the peak quarter of 2023 so far.
- **Tourism Day Visits** (the focus of this report) are a subset of the above visits and account for 40% of 3hr+ leisure day visits. In Q3 2023, there were 311 million Tourism Day Visits to GB, where visitors spent £13.4bn.
- Finally, **Tourism Day Visits – Activities Core to Tourism** are the smallest subset of day visits. There were 123 million visits of this type within Great Britain in Q3 2023, accounting for £5.4bn spend.
- You can explore the GB and England data for all 3 types of day visits on the pivot tables available on the [GBDVS page](#) on our corporate website.
- Detailed results for Scotland and Wales are published on their websites: [VisitScotland](#) and [Visit Wales](#).

Summary of key results: Tourism Day Visits Q3 2023

GREAT BRITAIN: VISITS AND REAL SPEND SIMILAR TO LAST YEAR

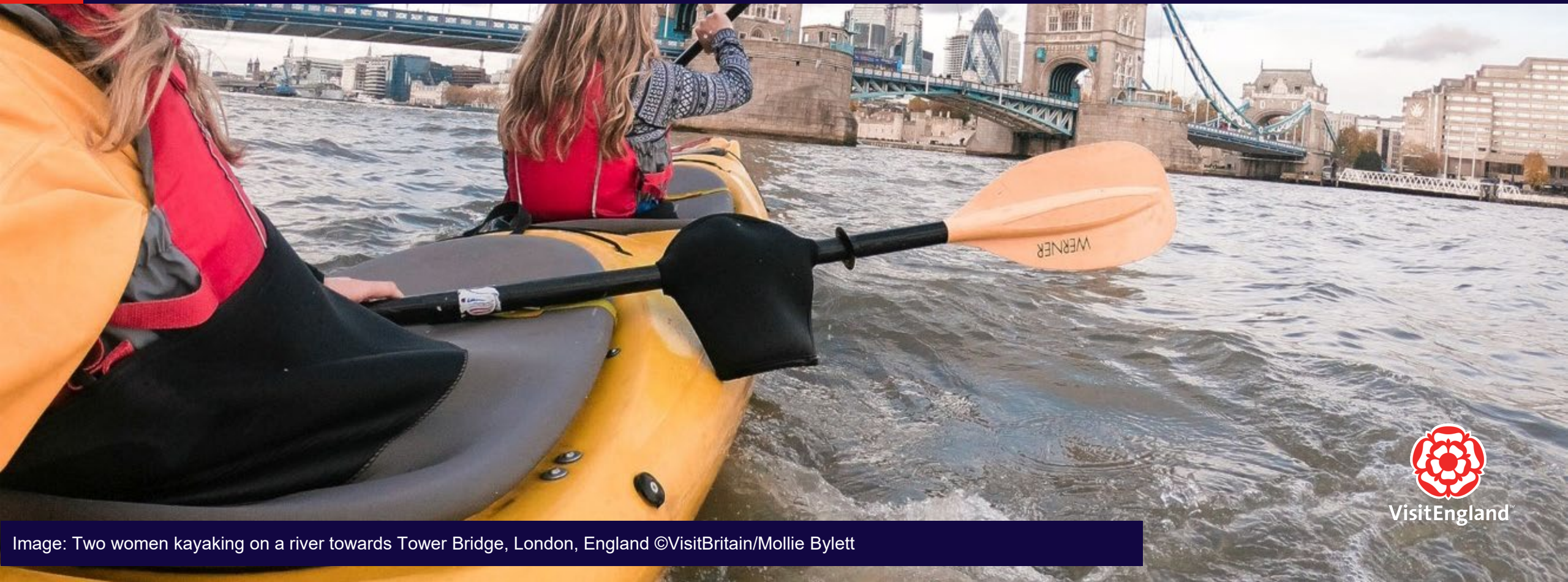
- In Q3 2023, British residents took a total of **311 million Tourism Day Visits** within Great Britain, down 1% vs Q3 2022. July saw 99 million visits, increasing to 115 million visits in August (the highest month in 2023 so far) and dropping back down to 96 million in September.
- Visitors **spent £13.4bn** in Q3 2023, up 8% vs Q3 2022 (with spend peaking at £4.9bn in August). In real terms, visitor spend was up 1% vs Q3 2022.
- The **average spend per visit** for Tourism Day Visits within Great Britain in Q3 2023 was £43, up 9% vs Q3 2022. . In real terms, the average spend for Q3 2023 was up 2% vs Q3 2022.
- In Q3 2023, the majority of Tourism Day Visits within Great Britain were for **visiting family and friends (72 million)**. This was followed by those who **went to a visitor attraction (61 million)**, **went for food/drink/night out/speciality shopping (33 million)**, **attended a special event or celebration (30 million)** and **attended an organised public event (29 million)**. The five largest activities for volume in GB also accounted for the largest share of spend in Q3 2023.
- In Q3 2023, the most frequent destination to visit was **cities/large towns (131 million)** which accounted for 42% of visits, followed by **small towns (80 million)**, **countryside (66 million)** and **seaside/coast (25 million)**. Over a half of spend was from visits where a **city/large town** was the main destination (**£7.1bn**) followed by those who went to a **small town (£2.9bn)** and those who went to the **countryside (£2.2bn)**.

ENGLAND: VISITS ON PAR WITH LAST YEAR, REAL SPEND SLIGHTLY UP

- **Tourism Day Visits within England reached 272 million** in Q3 2023, on par with Q3 2022, with visits peaking at 102 million in August.
- Visitors **spent a total of £11.9bn** during the 3 months, up 10% vs Q3 2022 (with the largest value attributed to August). In real terms, visitor spending was up 3% vs Q3 2022.
- The **average spend per visit** was £44, up 10% vs the previous year, for visits within England. Taking inflation into account, spend per visit was up 3% vs Q3 2022.
- In Q3 2023, the **South East** received the highest volume of visits (49 million), overtaking **London** (48 million), **North West** (32 million) and South West (30 million). Within England, 18% took a Tourism Day Visit within **London** vs 81% who visited regions within the **Rest of England**. For spend, **London** received £3.0bn, followed by **South East** (£2.1bn), **North West** (£1.4bn) and **South West** (£1.2bn)
- **Visits to friends and relatives** retained the highest share in Q3 at 23% (or 64 million visits). Followed by visits to **visitor attractions (54 million)**, those who went for **food/drink/night out/speciality shopping (29 million)**, **attended a special event/celebration (26 million)** and **attended an organised public event (26 million)**. The four largest activities for volume also accounted for the largest share of spend in Q3 2023 for Tourism Day Visits within England.
- **Cities/large towns** continued to be the most popular destination type within England (**115 million**), followed by **small towns (68 million)**, **countryside (60 million)** and **seaside/coast (21 million)**. Over a half of spend was from visits where a **city/large town (£6.3bn)** followed by those who went to a **small town (£2.6bn)** and those who went to the **countryside (£2.0bn)**.

Tourism Day Visits

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



VisitEngland

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



Headline quarterly results: Tourism Day Visits

Q3 2023

Tourism Day Visits: Headlines – Q3 2023

GB Tourism Day Visits	July 2023	August 2023	September 2023	Q3 2023 (Jul-Sep)	% change vs Q3 2022	YTD 2023 (Jan-Sep)	% change vs YTD 2022
Visits (million)	99	115	96	311	-1%	845	9%
Spend (£ million)	£4,531	£4,861	£3,970	£13,363	8%	£35,750	10%

England Tourism Day Visits	July 2023	August 2023	September 2023	Q3 2023 (Jul-Sep)	% change vs Q3 2022	YTD 2023 (Jan-Sep)	% change vs YTD 2022
Visits (million)	86	102	84	272	0%	739	10%
Spend (£ million)	£3,957	£4,337	£3,581	£11,875	10%	£31,102	11%

- In Q3 2023, British residents took a total of 311 million **Tourism Day Visits** within Great Britain, down 1% vs Q3 2022. July saw 99 million visits, increasing to 115 million visits in August (the highest month in 2023 so far) and dropping back down to 96 million in September. Visitors spent £13.4bn in Q3 2023, up 8% vs Q3 2022 (with spend peaking at £4.9bn in August). In real terms, visitor spend was up 1% vs Q3 2022. Year-to-date visits and spend were both up by 9% and 10% vs 2022, respectively.
- Tourism Day Visits within England reached 272 million in Q3 2023, on par with Q3 2022, with visits peaking at 102 million in August. Visitors **spent a total of £11.9bn** during the 3 months, up 10% vs Q3 2022 (with the largest value attributed to August). In real terms, visitor spending was up 3% vs Q3 2022. Year to date figures show visits were up 10% and spend was 11% vs the previous year.

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
Visits (million)	147	247	230	198	262	313	313	240	294	311
Spend (£ million)	£4,309	£10,254	£10,379	£8,699	£11,413	£12,359	£12,572	£10,417	£11,970	£13,363

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

- **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%. The peak quarter for visits was Q3 2022, followed by Q4 2022 and Q3 2023. For spend, the latest quarter received the largest spend at £13.4bn.
- **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. However, Q3 2023 saw a peak in value at £11.9bn.

Tourism Day Visits: Averages – Q3 2023

GB Tourism Day Visits	July 2023	August 2023	September 2023	Q3 2023 (Jul-Sep)	% change vs Q3 2022	YTD 2023 (Jan-Sep)	% change vs YTD 2022
Average spend per visit	£46	£42	£41	£43	9%	£42	1%

England Tourism Day Visits	July 2023	August 2023	September 2023	Q3 2023 (Jul-Sep)	% change vs Q3 2022	YTD 2023 (Jan-Sep)	% change vs YTD 2022
Average spend per visit	£46	£43	£43	£44	10%	£42	1%

- The **average spend per visit** for Tourism Day Visits within Great Britain in Q3 2023 was £43, up 9% vs Q3 2022. In real terms, the average spend for Q3 2023 was up 2% vs Q3 2022. Year-to-date average spend was just above Q3 2022 at 2%
- For Tourism Day Visits within England, **the average spend per visit** was slightly higher at £44, up 10% vs the previous year. Taking inflation into account, spend per visit was up 3% vs Q3 2022. From January to September 2023, the average spend per visit was up 3%.

Tourism Day Visits by English regions – Q3 2023 visits

Visits (million)	Q3 2023 (Jul-Sep)	Q3 2023 % share
London	48	18%
Rest of England**	228	81%
North East	10	4%
North West	32	12%
Yorkshire	22	8%
West Midlands	24	9%
East Midlands	26	9%
East of England	25	9%
South West	30	11%
South East	49	18%
*Other/unspecified***	5	2%
ENGLAND TOTAL	272	-

The South East overtook London as the most visited region for Tourism Day Visits in Q3 2023 at 49 million visits

- Within England, 18% of British residents took a Tourism Day Visit within London in Q3 2023, at 48 million visits vs 81% (or 228 million) who visited regions within the Rest of England.
- Overall the South East received the highest volume of visits (49 million), followed by London (48 million), North West (32 million) and South West (30 million).

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 – Q3 2023 spend

Spend (£ million)	Q3 2023 (Jul-Sep)	Q3 2023 % share
London	£2,960	25%
Rest of England**	£8,904	75%
North East	£312	3%
North West	£1,410	12%
Yorkshire	£1,053	9%
West Midlands	£982	8%
East Midlands	£787	7%
East of England	£958	8%
South West	£1,241	10%
South East	£2,097	18%
*Other/unspecified***	£74	1%
ENGLAND TOTAL	£11,875	-

London accounted for one quarter of spend, followed by the South East at 18%

- One quarter of spend within England was attributed to London at £3.0bn in Q3 2023 vs 75% of spend which was spent within the Rest of England (£8.9bn).
- Outside London, South East (£2.1bn), North West (£1.4bn) and South West (£1.2bn) received the highest spend across English regions.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data by English region is when the main place/destination visited is England.
 *Caution low base sizes. **Rest of England is NET of all English regions 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.



Trip characteristics: Tourism Day Visits Q3 2023

Tourism Day Visits by GB nation – Q3 2023

GB/Nation Visits (million)	Q3 2023 (Jul-Sep)	% change vs Q3 2022	Q3 2023 % share
GB	311	-1%	-
England	272	0%	87%
Scotland	31	20%	10%
Wales	14	-16%	5%

GB/Nation Spend (£ million)	Q3 2023 (Jul-Sep)	% change vs Q3 2022	Q3 2023 % share
GB	£13,363	8%	-
England	£11,875	10%	89%
Scotland	£978	1%	7%
Wales	£510	-11%	4%

- England had an 87% share of visits in Q3 2023 (272 million visits). Out of all the nations, Scotland saw the highest Y-o-Y volume growth for Tourism Day Visits.
- England's share of the total GB Tourism Day Visit spend in Q3 was 89% which equated to £11.9bn. England saw the highest Y-o-Y growth in spend for the third quarter of 2023 vs other nations.
- Detailed results for Scotland and Wales are published on their websites:
 - VisitScotland <https://www.visitscotland.org/research-insights>
 - Visit Wales <https://gov.wales/statistics-and-research>

GB Tourism Day Visits – visits by main activity: Q3 2023

GB Tourism Day Visits Main activity (million)	Q3 2023 (Jul-Sep)	Q3 2023 % share of GB
Visited friends or relatives	72	23%
Went to a visitor attraction	61	20%
Took part in outdoor leisure activities and sports	22	7%
Went sightseeing and exploring areas	25	8%
Took part in hobbies and interests	18	6%
Took part in a health or wellbeing experience*	3	1%
Attended a special event or celebration of personal nature	29	9%
Attended an organised public event	29	9%
Went to an arts, cultural or entertainment experience	11	4%
Food and drink, a night out or speciality shopping	33	11%
Took part in other leisure activities	7	2%
GB TOTAL	311	-

Visits to friends/relatives and to visitor attractions were the most frequent type of Tourism Day Visit in Q3 2023

- In Q3 2023, the largest proportion of Tourism Day Visits within Great Britain were for **visiting family and friends (72 million)**.
- This was followed by those who **went to a visitor attraction (61 million)** which accounted for 1 in 5 visits, an activity which has seen growth in every quarter so far this year. The next most frequent activities were **going for food/drink/night out/speciality shopping (33 million)**, **attending a special event or celebration (30 million)** and **attending an organised public event (29 million)**.
- As well as visiting attractions, attending a special event/celebration, taking part in outdoor leisure activities, hobbies and interests and going to an arts/cultural/entertainment experience **also saw a peak in visits during Q3 2023**.

GB Tourism Day Visits – spend by main activity: Q3 2023

GB Tourism Day Spend Main activity (£ million)	Q3 2023 (Jul-Sep)	Q3 2023 % share of GB
Visited friends or relatives	£2,622	20%
Went to a visitor attraction	£1,958	15%
Took part in outdoor leisure activities and sports	£659	5%
Went sightseeing and exploring areas	£1,255	9%
Took part in hobbies and interests	£687	5%
Took part in a health or wellbeing experience*	£170	1%
Attended a special event or celebration of personal nature	£1,556	12%
Attended an organised public event	£1,953	15%
Went to an arts, cultural or entertainment experience	£309	2%
Food and drink, a night out or speciality shopping	£1,956	15%
Took part in other leisure activities	£238	2%
GB TOTAL	£13,363	-

The five largest activities for volume in GB also accounted for the largest share of spend in Q3 2023

- Spend from those **visiting friends and relatives (£2.6bn)** remained the largest source for Tourism Day Visits within Great Britain in Q3 2023.
- Those who went to a **visitor attraction, went out for food/drink/night out/speciality shopping and attended an organised public event** each accounted for 15% of all Tourism Day Visits (£2.0bn each) in the latest quarter, followed by 12% who attended a special event or celebration.
- Q3 2023 was a **peak quarter for spend** (for 2023 so far) for those who went to an organised public event, attended a special event/celebration, went sighting/exploring areas, took part in hobbies/interests, took part in outdoor leisure activities and those who took part in a health/wellbeing experience.

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

England Tourism Day Visits – visits by main activity: Q3 2023

England Tourism Day Visits Main activity (million)	Q3 2023 (Jul-Sep)	Q3 2023 % share of England
Visited friends or relatives	64	23%
Went to a visitor attraction	54	20%
Took part in outdoor leisure activities and sports	19	7%
Went sightseeing and exploring areas	21	8%
Took part in hobbies and interests	15	6%
Took part in a health or wellbeing experience*	2	1%
Attended a special event or celebration of personal nature	26	9%
Attended an organised public event	26	9%
Went to an arts, cultural or entertainment experience	11	4%
Food and drink, a night out or speciality shopping	29	11%
Took part in other leisure activities	6	2%
ENGLAND TOTAL	272	-

VFR visits, visiting attractions and food/drink/night out/speciality shopping continue to account for the largest volume of visits within England

- In line with Great Britain, **visits to friends and relatives** retained the highest share in Q3 at 23% (or 64 million visits).
- Second, were visits to **visitor attractions (54 million)** which accounted for one in five visits within England, followed by those who went for **food/drink/night out/speciality shopping (29 million)**, those who **attended an organised public event (26 million)** and those who **attended a special event/celebration (26 million)**.

England Tourism Day Visits – spend by main activity: Q3 2023

England Tourism Day Spend Main activity (£ million)	Q3 2023 (Jul-Sep)	Q3 2023 % share of England
Visited friends or relatives	£2,386	20%
Went to a visitor attraction	£1,696	14%
Took part in outdoor leisure activities and sports	£545	5%
Went sightseeing and exploring areas	£1,123	9%
Took part in hobbies and interests	£596	5%
Took part in a health or wellbeing experience*	£119	1%
Attended a special event or celebration of personal nature	£1,393	12%
Attended an organised public event	£1,780	15%
Went to an arts, cultural or entertainment experience	£271	2%
Food and drink, a night out or speciality shopping	£1,757	15%
Took part in other leisure activities	£208	2%
ENGLAND TOTAL	£11,875	-

The four largest activities for volume also accounted for the largest share of spend in Q3 2023 for Tourism Day Visits within England

- Within England, 20% of spend was from those **visiting friends and relatives (£2.4bn)** followed by those **attending a public event (15% or £1.8bn)**, **food/drink/night out /speciality shopping (15% or £1.8bn)** and those who went to a visitor attraction (14% or £1.7bn).
- Q3 2023 was a **peak quarter for spend** (for 2023 so far) for those who went to an organised public event, went to a visitor attraction, attended a special event/celebration, went sighting/exploring areas, took part in hobbies/interests and took part in outdoor leisure activities.

GB Tourism Day Visits and Spend by type of destination: Q3 2023

GB Tourism Day Visits by type of destination (million)	Q3 2023 (Jul-Sep)	Q3 2023 % share of GB
City/large town	131	42%
Small town	80	26%
Countryside	66	21%
Seaside or other coastal	25	8%
Other/unspecified	9	3%
GB TOTAL	311	-

GB Tourism Day Visit spend by type of destination (£ million)	Q3 2023 (Jul-Sep)	Q3 2023 % share of GB
City/large town	£7,109	53%
Small town	£2,903	22%
Countryside	£2,181	16%
Seaside or other coastal	£762	6%
Other/unspecified	£407	3%
GB TOTAL	£13,363	-

Cities/large towns continue to be the most popular destination type within GB

- The most frequent destination to visit was **cities/large towns (131 million)** which accounted for 42% of Tourism Day Visits, within GB, seeing a decline from the beginning of the year.
- Conversely, visits to **small towns** increased quarter-on-quarter in 2023 to reach 80 million visits and a share of 26% in Q3. One in five visits were to the **countryside** at 66 million visits, followed by visits to the **seaside/coast** at 25 million visits. All three destinations saw a peak in visits in Q3 2023.
- Over a half of spend was from visits where a **city/large town** was the main destination (**£7.1bn**) followed by those who went to a **small town** (**£2.9bn**) and those who went to the **countryside** (**£2.2bn**).

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



England Tourism Day Visits and Spend by type of destination: Q3 2023

England Tourism Day Visits by type of destination (million)	Q3 2023 (Jul-Sep)	Q3 2023 % share of England
City/large town	115	42%
Small town	68	25%
Countryside	60	22%
Seaside or other coastal	21	8%
Other/unspecified	8	3%
ENGLAND TOTAL	272	-

England Tourism Day Visit spend by type of destination (£ million)	Q3 2023 (Jul-Sep)	Q3 2023 % share of England
City/large town	£6,284	53%
Small town	£2,601	22%
Countryside	£1,984	17%
Seaside or other coastal	£615	5%
Other/unspecified	£391	3%
ENGLAND TOTAL	£11,875	-

Similar to GB, cities/large towns continue to be the most popular destination type within England

- The most frequent destination to visit was **cities/large towns (115 million)** which accounted for 42% of Tourism Day Visits within England.
- Similar to GB, visits to **small towns** increased quarter-on-quarter in 2023 within England (68 million visits and 25% share), as did visits to the **countryside** (60 million visits and 22% share) and visits to the **seaside/coast** (21 million visits and 8% share). Like visits, all three destinations saw a peak in visits in Q3 2023.
- Over a half of spend was from visits where a **city/large town (£6.3bn)** followed by those who went to a **small town (£2.6bn)** and those who went to the **countryside (£2.0bn)**.

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



Appendix

Alternative data, sample sizes and definitions



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

Alternative data

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

Domestic Sentiment Tracker

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

Bank Holiday Trip Tracker

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

Visits to Visitor attractions

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

Accommodation Occupancy

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

Short term rental data

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

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

Sample (1)

Different types of day visits Q3 2023 - sample	3hr+ leisure day visits	Tourism Day Visits	Tourism Day Visits – Activities Core to Tourism
TOTAL GB	7,456	2,912	1,064
England	5,699	2,333	837
Scotland	1,109	375	150
Wales	715	230	87

Tourism Day Visits by month - sample	July 2023	August 2023	September 2023
TOTAL GB	978	1,149	785
England	766	942	625

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

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 Q3 2023 - sample	TOTAL GB	England
Visited friends or relatives	703	577
Went to a visitor attraction	488	385
Took part in outdoor leisure activities and sports	211	161
Went sightseeing and exploring areas	230	181
Took part in hobbies and interests	182	141
Took part in a health or wellbeing experience*	30	25
Attended a special event or celebration of personal nature	264	215
Attended an organised public event	286	222
Went to an arts, cultural or entertainment experience	95	78
Food and drink, a night out or speciality shopping	352	289
Took part in other leisure activities	71	59

Tourism Day Visits by Type of Destination Q3 2023 - sample	TOTAL GB	England
Countryside	520	419
City/large town	1,334	1,072
Other/unspecified	91	77
Seaside or other coastal	225	172
Small town	742	593

Sample Guidance:

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

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

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

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



Sample (3)

England Tourism Day Visits - sample	Q3 2022
London	426
Rest of England**	1,898
North East	84
North West	294
Yorkshire	195
West Midlands	224
East Midlands	179
East of England	248
South West	246
South East	416
*Other/unspecified***	21

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 July 2023 to September 2023, with eligible trips taken during weeks from Monday 3rd July 2023 through to Sunday 1st October 2023. For more details on methodology, please refer to the [Background Quality Report](#) (the latest version is for 2022), available [on our website](#).

Great Britain Day Visits Survey (GBDVS)

Estimates of the volume and value of domestic day visits taken by British residents in Great Britain in Q3 2023

Published 5th December 2023



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



VisitEngland

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