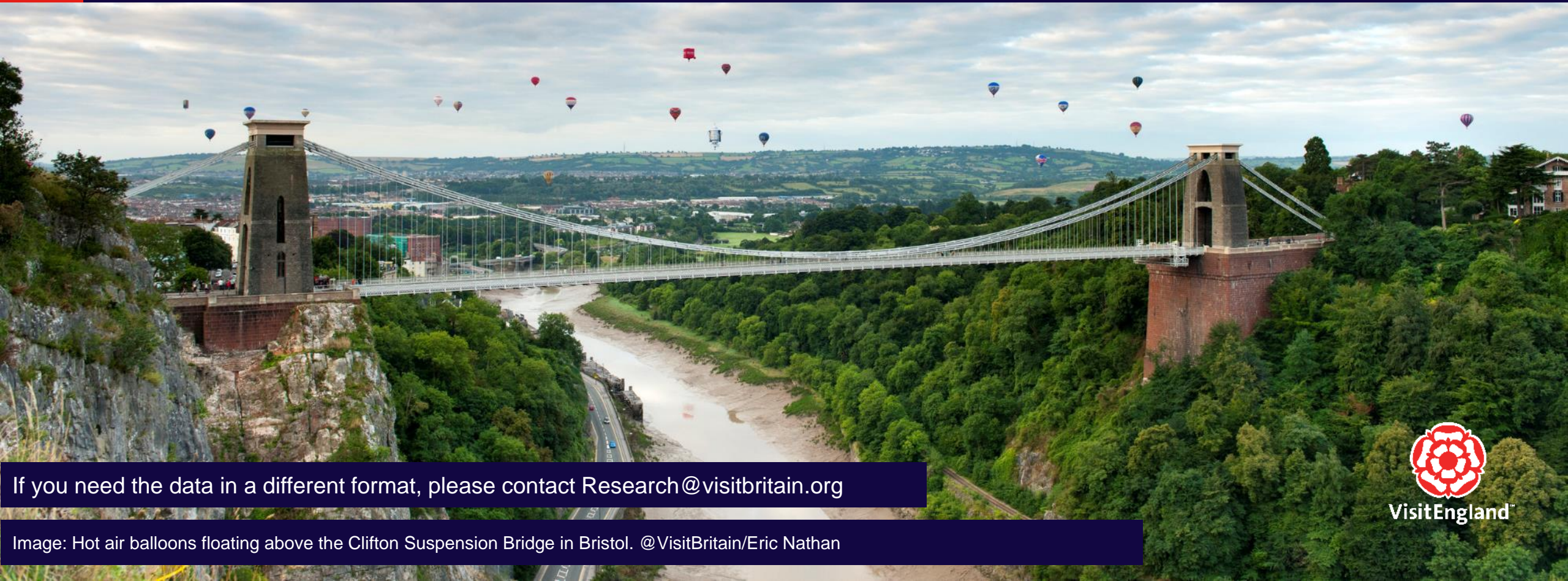


# Domestic Overnight Trips: GB and England

## Great Britain Tourism Survey (GBTS)

Provisional estimates of the volume and value of overnight trips taken by British residents in Great Britain and in England in Q4 2023 and in 2023 overall.

Published 10 April 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

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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

- This report covers the estimates for the volume and value of domestic overnight tourism trips taken by British residents in Great Britain (GB) and in England from October to December 2023 and 2023 overall. This data is compared to a relevant period of 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 changes, the new results from 2021 onwards cannot be compared to the results up to 2019.
- This report includes estimates of overnight trips taken in Great Britain and in England across various trip characteristics and with year-on-year comparisons and percentage shares of total trips and spend 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 2023 data has been published as *statistics in development*. More information on this can be found on the [Office for Statistics Regulation website](#).
- The combined online survey (Great Britain Tourism Survey and Great Britain Day Visits Survey) is conducted by an independent market research agency BMG Research Limited and sponsored by VisitEngland, VisitScotland and Visit Wales.

# Methodological review

- This statistical release contains annual estimates for 2023. This series will now be subject to a methodological review. Following this review, estimates published in this release will change. Please use caution in interpreting or using the estimates published here. For further information, please see the Statement on methodological review available on our website.
- Having reviewed two full calendar years of data, a few necessary methodological improvements have been identified. Once these improvements have been properly reviewed and clearly defined, all data files will be re-run and the 2022 and 2023 results re-issued.
- Focussing on the current Q4 2023 for example, this period shows a year-on-year decline of 20% in the total number of domestic overnight trips in Great Britain and 21% in England. This is a level of decline that is not supported by other sources and is likely rooted in the data processing methodology.
- This report will focus on annual results for 2023 as annual data show less volatility (that is caused by the methodological approach).



# Domestic overnight trips in 2023: summary

- The current data show a decline in 2023 overnight trips by 7% for both Great Britain and England.
- These declines seem to be driven by holiday trips, which dropped by 14%, and represent the second largest share of trips (32% in Britain and 31% in England).
- On the other hand, UK overnight stays as part of an overseas trip show an increase of 14% in Britain and 19% in England (*in line with an increase in outbound trips*).
- In 2023, a city or large town was a destination type with the largest share, 44% in Britain and 45% in England.
- 45% of overnight trips in Britain / England included serviced accommodation.

## 2023 domestic overnight trips in Great Britain

**117.3m**  
trips

(down 7% vs  
2022)

**£30.9bn**  
total spend

(down 6% vs  
2022 in nominal  
terms,  
down 12% in  
real terms)

**£264**  
spend per trip

(up 1% vs 2022  
in nominal  
terms,  
down 6% in  
real terms)

## 2023 domestic overnight trips in England

**99.2m**  
trips

(down 7% vs  
2022)

**£25.7bn**  
total spend

(down 7% vs  
2022 in nominal  
terms,  
down 13% in  
real terms)

**£259**  
spend per trip

(up 1% vs 2022  
in nominal  
terms,  
down 6% in  
real terms)

# Domestic overnight trips in 2023: nations overview

| 2023                     | Great Britain | England | Scotland | Wales  |
|--------------------------|---------------|---------|----------|--------|
| <b>Trips (million)</b>   | 117.3         | 99.2    | 12.6     | 8.6    |
| <b>Share of GB trips</b> |               | 85%     | 11%      | 7%     |
| <b>Spend (£m)</b>        | £30,942       | £25,733 | £3,174   | £2,035 |
| <b>Nights (million)</b>  | 339.4         | 279.8   | 34.6     | 24.9   |

|  |      |      |      |      |
|--|------|------|------|------|
| <b>Average number of nights per trip</b> | 2.9  | 2.8  | 2.7  | 2.9  |
| <b>Average spend per trip</b>            | £264 | £259 | £251 | £237 |
| <b>Average spend per night</b>           | £91  | £92  | £92  | £82  |

- 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>

# The value of domestic tourism in 2023

|                                      | Great Britain | England |
|--------------------------------------|---------------|---------|
| Value of domestic overnight trips    | £30.9bn       | £25.7bn |
| Value of domestic tourism day visits | £50.8bn       | £44.4bn |
| Total value domestic tourism         | £81.7bn       | £70.2bn |

- The spend on domestic overnight trips and domestic tourism day visits in **Great Britain** was £81.7bn.
- For **England**, the total spend on domestic overnight trips and domestic tourism day visits was £70.2bn.





## **GB and England headline results:**

Quarterly: Q4 2023  
(October to December)  
and  
2023 overall

# Domestic overnight trips key metrics, quarterly trend

| Great Britain     | Q2 2021 | Q3 2021 | Q4 2021 | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | Q1 2023 | Q2 2023 | Q3 2023 | Q4 2023 |
|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Trips (million)   | 16.7    | 37.8    | 31.7    | 25.6    | 27.7    | 37.2    | 35.2    | 23.8    | 29.7    | 35.7    | 28.1    |
| Spend (£ million) | £3,460  | £9,441  | £6,951  | £6,085  | £7,175  | £10,259 | £9,363  | £6,316  | £8,010  | £9,559  | £7,057  |
| Nights (million)  | 62.0    | 137.1   | 103.5   | 75.2    | 85.2    | 123.2   | 99.7    | 68.3    | 84.1    | 112.2   | 74.7    |

| ENGLAND           | Q2 2021 | Q3 2021 | Q4 2021 | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | Q1 2023 | Q2 2023 | Q3 2023 | Q4 2023 |
|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Trips (million)   | 14.0    | 31.8    | 27.5    | 21.9    | 23.5    | 31.5    | 29.9    | 20.3    | 25.4    | 29.8    | 23.7    |
| Spend (£ million) | £2,804  | £7,716  | £5,894  | £5,168  | £6,001  | £8,637  | £7,747  | £5,335  | £6,781  | £7,809  | £5,809  |
| Nights (million)  | 50.9    | 109.2   | 86.3    | 61.7    | 71.0    | 101.4   | 82.2    | 56.4    | 70.7    | 92.3    | 60.4    |

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

# Domestic overnight trips, totals: Q4 2023, 2023

| Great Britain     | Q4 2022 | October 2023 | November 2023 | December 2023 | Q4 2023 | change vs Q4 2022 | 2023    | change vs 2022 |
|-------------------|---------|--------------|---------------|---------------|---------|-------------------|---------|----------------|
| Trips (million)   | 35.2    | 10.0         | 9.0           | 9.1           | 28.1    | -20%              | 117.3   | -7%            |
| Spend (£ million) | £9,363  | £2,511       | £2,310        | £2,236        | £7,057  | -25%              | £30,942 | -6%            |
| Nights (million)  | 99.7    | 27.7         | 23.4          | 23.5          | 74.7    | -25%              | 339.4   | -11%           |

| ENGLAND           | Q4 2022 | October 2023 | November 2023 | December 2023 | Q4 2023 | change vs Q4 2022 | 2023    | change vs 2022 |
|-------------------|---------|--------------|---------------|---------------|---------|-------------------|---------|----------------|
| Trips (million)   | 29.9    | 8.6          | 7.5           | 7.6           | 23.7    | -21%              | 99.2    | -7%            |
| Spend (£ million) | £7,747  | £2,078       | £1,943        | £1,788        | £5,809  | -25%              | £25,733 | -7%            |
| Nights (million)  | 82.2    | 22.9         | 18.8          | 18.7          | 60.4    | -27%              | 279.8   | -12%           |

- In **2023**, **117.3 million domestic overnight trips** were taken in **Great Britain** (down 7% vs 2022). Visitors **spent a total of £30.9bn** in 2023 (down 6% vs 2022) and **339.4 million nights** away from home on a trip in Great Britain (down 11% vs 2022).
- The number of trips to **England** reached **99.2 million** in 2023 (down 7% vs 2022). Great Britain visitors spent **£25.7bn** on their trips (down 7% vs 2022) and **279.8 million nights** away from home on a trip in England (down 12% vs 2022).



# Domestic overnight trips, averages: Q4 2023, 2023

| Great Britain                     | Q4 2022 | October 2023 | November 2023 | December 2023 | Q4 2023 | change vs Q4 2022 | 2023 | change vs 2022 |
|-----------------------------------|---------|--------------|---------------|---------------|---------|-------------------|------|----------------|
| Average spend per trip            | £266    | £250         | £258          | £245          | £251    | -6%               | £264 | 1%             |
| Average spend per night           | £94     | £91          | £99           | £95           | £94     | 1%                | £91  | 6%             |
| Average number of nights per trip | 2.8     | 2.8          | 2.6           | 2.6           | 2.7     | -6%               | 2.9  | -5%            |
| ENGLAND                           | Q4 2022 | October 2023 | November 2023 | December 2023 | Q4 2023 | change vs Q4 2022 | 2023 | change vs 2022 |
| Average spend per trip            | £259    | £242         | £258          | £235          | £245    | -5%               | £259 | 1%             |
| Average spend per night           | £94     | £91          | £103          | £95           | £96     | 2%                | £92  | 6%             |
| Average number of nights per trip | 2.7     | 2.7          | 2.5           | 2.5           | 2.5     | -7%               | 2.8  | -5%            |

- In **2023**, British residents **spent on average £264 per their domestic trip** (up 1% vs 2022) and **£91 per night** on their trip (up 6% vs 2022). Their trip in **Great Britain** lasted on average 2.9 nights (down 5% vs 2022).
- British residents spent on average **£259 per trip** (up 1% vs 2022) and **£92 per night** (up 6% vs 2022) on their overnight trips in **England** in 2023. Their trip lasted on average 2.8 nights (down 5% vs 2022).

# Trip spend nominal/real change: Q4 2023, 2023

| Great Britain           | Q4 2022 | Q4 2023 | Nominal change vs Q4 2022 | Real change vs Q4 2022 | 2023    | Nominal change vs 2022 | Real change vs 2022 |
|-------------------------|---------|---------|---------------------------|------------------------|---------|------------------------|---------------------|
| Spend (£ million)       | £9,363  | £7,057  | -25%                      | -28%                   | £30,942 | -6%                    | -12%                |
| Average spend per trip  | £266    | £251    | -6%                       | -9%                    | £264    | 1%                     | -6%                 |
| Average spend per night | £94     | £94     | 1%                        | -3%                    | £91     | 6%                     | -1%                 |

| ENGLAND                 | Q4 2022 | Q4 2023 | Nominal change vs Q4 2022 | Real change vs Q4 2022 | 2023    | Nominal change vs 2022 | Real change vs 2022 |
|-------------------------|---------|---------|---------------------------|------------------------|---------|------------------------|---------------------|
| Spend (£ million)       | £7,747  | £5,809  | -25%                      | -28%                   | £25,733 | -7%                    | -13%                |
| Average spend per trip  | £259    | £245    | -5%                       | -9%                    | £259    | 1%                     | -6%                 |
| Average spend per night | £94     | £96     | 2%                        | -2%                    | £92     | 6%                     | -2%                 |

- Comparing 2023 vs 2022, in nominal terms total GB trip spend decreased by 6%; however, when accounting for inflation, the decrease in total trip spend in GB is 12%. (Inflation in 2023, as measured by the Consumer Price Index, was 7.2%.)
- Similar pattern applies in England, where the total trip spend has decreased by 7% in nominal terms, however, in real terms it decreased by 13%.
- The average spend per trip in Great Britain (and same for England) was up 1% in nominal terms, while it was down 6% in real terms.

# England: volume by regions: 2023

| Total trips (million)   | 2022  | 2023 | 2023, share of England |
|-------------------------|-------|------|------------------------|
| England                 | 106.9 | 99.2 |                        |
| London                  | 15.4  | 15.0 | 15%                    |
| <i>Rest of England*</i> | 89.8  | 82.9 | 84%                    |
| North East              | 3.8   | 3.8  | 4%                     |
| North West              | 14.7  | 13.8 | 14%                    |
| Yorkshire & the Humber  | 10.1  | 8.8  | 9%                     |
| West Midlands           | 8.4   | 8.0  | 8%                     |
| East Midlands           | 8.5   | 7.6  | 8%                     |
| East of England         | 10.4  | 9.0  | 9%                     |
| South West              | 17.6  | 15.9 | 16%                    |
| South East              | 15.8  | 15.4 | 15%                    |
| Other / unspecified**   | 2.0   | 2.0  | 2%                     |

- In 2023, regions with the largest shares of trips in England were:
  - South West
  - South East
  - London
  - North West
- Regions with the smallest shares of England trips in 2023 were:
  - North East
  - East Midlands
  - West Midlands

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; NOTE: estimates in this report are provisional and are due to be reviewed.





# England: value by regions: 2023

| Total spend (£ million) | 2022    | 2023    | 2023, share of England |
|-------------------------|---------|---------|------------------------|
| England                 | £27,554 | £25,733 |                        |
| London                  | £5,087  | £4,696  | 18%                    |
| <i>Rest of England*</i> | £22,186 | £20,696 | 80%                    |
| North East              | £932    | £875    | 3%                     |
| North West              | £4,187  | £3,812  | 15%                    |
| Yorkshire & the Humber  | £2,535  | £2,201  | 9%                     |
| West Midlands           | £1,679  | £2,131  | 8%                     |
| East Midlands           | £1,932  | £1,595  | 6%                     |
| East of England         | £2,294  | £1,934  | 8%                     |
| South West              | £4,983  | £4,380  | 17%                    |
| South East              | £3,521  | £3,551  | 14%                    |
| Other / unspecified**   | £403    | £557    | 2%                     |

- 18% of total trip expenditure in 2023 was spent in London vs 80% in the Rest of England (further 2% are Other/unspecified).
- Outside London, the regions with the largest shares were:
  - South West
  - North West
  - South East
- The regions with the smallest shares of England spend were:
  - North East
  - East Midlands

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 a 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; NOTE: estimates in this report are provisional and are due to be reviewed.





# **Trip characteristics: 2023**



# Volume by trip purpose: 2023

| Great Britain trips (million) | 2022  | 2023  | change vs 2022 | 2023, share of GB |
|-------------------------------|-------|-------|----------------|-------------------|
| GB total                      | 125.7 | 117.3 | -7%            |                   |
| Holiday                       | 43.0  | 37.0  | -14%           | 32%               |
| Visiting friends / relatives  | 44.7  | 43.0  | -4%            | 37%               |
| Business                      | 7.2   | 6.2   | -14%           | 5%                |
| UK stay, part of outbound     | 7.7   | 8.8   | 14%            | 7%                |
| Miscellaneous*                | 23.1  | 22.3  | -4%            | 19%               |

| England trips (million)      | 2022  | 2023 | change vs 2022 | 2023, share of England |
|------------------------------|-------|------|----------------|------------------------|
| England total                | 106.9 | 99.2 | -7%            |                        |
| Holiday                      | 35.4  | 30.4 | -14%           | 31%                    |
| Visiting friends / relatives | 38.9  | 36.7 | -6%            | 37%                    |
| Business                     | 6.3   | 5.4  | -14%           | 5%                     |
| UK stay, part of outbound    | 6.7   | 7.9  | 19%            | 8%                     |
| Miscellaneous*               | 19.7  | 18.8 | -5%            | 19%                    |

- In 2023, the most common trip purpose for taking an overnight trip in **Great Britain** was visiting friends and relatives (37% share). Holiday trips accounted for 32% share of overnight trips in Great Britain.
- Business trips represented only 5% share of Great Britain trips' volume.
- 'Overnight stays in Britain as part of an overseas trip' show an increase in 2023, compared to 2022.
- Looking at overnight trips in **England** only, visiting friends and family accounted for 37% of all overnight trips in 2023. Holiday trips represented 31% share and business trips 5%.
- 'Overnight stays in England as part of an overseas trip' represented 8%, with an increase of 19% vs 2022.

\*Miscellaneous trips include personal events, public events, study, medical, religious purposes  
Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; NOTE: estimates in this report are provisional and are due to be reviewed.



# Value by trip purpose: 2023

| Great Britain,<br>Spend (£ million) | 2022    | 2023    | change vs<br>2022 | 2023,<br>share of GB |
|-------------------------------------|---------|---------|-------------------|----------------------|
| GB total                            | £32,882 | £30,942 | -6%               |                      |
| Holiday                             | £14,133 | £12,007 | -15%              | 39%                  |
| Visiting friends / relatives        | £7,590  | £7,375  | -3%               | 24%                  |
| Business                            | £2,318  | £2,342  | 1%                | 8%                   |
| UK stay, part of outbound           | £2,186  | £2,959  | 35%               | 10%                  |
| Miscellaneous*                      | £6,655  | £6,259  | -6%               | 20%                  |

| England,<br>Spend (£ million) | 2022    | 2023    | change vs<br>2022 | 2023,<br>share of<br>England |
|-------------------------------|---------|---------|-------------------|------------------------------|
| England total                 | £27,554 | £25,733 | -7%               |                              |
| Holiday                       | £11,651 | £9,702  | -17%              | 38%                          |
| Visiting friends / relatives  | £6,499  | £6,202  | -5%               | 24%                          |
| Business                      | £1,972  | £2,038  | 3%                | 8%                           |
| UK stay, part of outbound     | £1,822  | £2,486  | 36%               | 10%                          |
| Miscellaneous*                | £5,610  | £5,304  | -5%               | 21%                          |

- In 2023 holiday trips represented 39% value share of all overnight trips in **Great Britain** by British resident and visiting friends and relatives 24% value share of all overnight trips.
- ‘Overnight stays in Britain as part of an overseas trip’ accounted for 10% value share of overnight trips in Britain and business trips only 8%.
- Looking at trips in **England** only, in 2023 holiday trips represented 38% value share and visiting friends and relatives 24% value share of total spend in England by British residents.
- ‘Overnight stays in England as part of an overseas trip’ accounted for 10% value share of total spend on overnight trips in England and business trips only 8%.

\*Miscellaneous trips include personal events, public events, study, medical, religious purposes. ‘UK stay, part of outbound’ includes only spend in GB/England. Value comparisons on this slide are in **nominal terms**, not taking inflation into account.

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; NOTE: estimates in this report are provisional and are due to be reviewed.



# Volume by type of main destination: 2023

| Great Britain trips (million) | 2022 | 2023 | 2023, share of GB |
|-------------------------------|------|------|-------------------|
| Seaside / other coastal       | 15.8 | 15.0 | 13%               |
| City / large town             | 53.9 | 51.5 | 44%               |
| Small town                    | 28.2 | 28.3 | 24%               |
| Countryside / village         | 25.0 | 20.7 | 18%               |
| Other / unspecified           | 2.8  | 1.8  | 2%                |

| England trips (million) | 2022 | 2023 | 2023, share of England |
|-------------------------|------|------|------------------------|
| Seaside / other coastal | 13.5 | 12.3 | 12%                    |
| City / large town       | 46.0 | 44.4 | 45%                    |
| Small town              | 24.2 | 24.1 | 24%                    |
| Countryside / village   | 21.0 | 16.9 | 17%                    |
| Other / unspecified     | 2.3  | 1.5  | 2%                     |

- In 2023, a city or large town was the destination type with the largest share, 44% for trips in **Britain** and 45% for **England**.
- Small towns were the main destinations for 24% of all trips in Britain and England.
- Countryside / village accounted for 18% share of Britain trips and 17% share of England trips.
- Seaside and other coastal areas accounted for 13% of overnight trips in Britain and 12% in England.

(!) caution: small base size

Data shown where main destination type.

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; NOTE: estimates in this report are provisional and are due to be reviewed.



# Value by type of main destination: 2023

| Great Britain,<br>Spend (£ million) | 2022    | 2023    | 2023,<br>share of GB |
|-------------------------------------|---------|---------|----------------------|
| Seaside / other coastal             | £4,569  | £4,222  | 14%                  |
| City / large town                   | £15,248 | £14,428 | 47%                  |
| Small town                          | £6,438  | £6,827  | 22%                  |
| Countryside / village               | £5,830  | £4,891  | 16%                  |
| Other / unspecified                 | £796    | £574    | 2%                   |

| England,<br>Spend (£ million) | 2022    | 2023    | 2023,<br>share of England |
|-------------------------------|---------|---------|---------------------------|
| Seaside / other coastal       | £3,964  | £3,460  | 13%                       |
| City / large town             | £12,887 | £12,239 | 48%                       |
| Small town                    | £5,298  | £5,613  | 22%                       |
| Countryside / village         | £4,767  | £3,941  | 15%                       |
| Other / unspecified           | £637    | £480    | 2%                        |

- In 2023, cities or large towns as the main destination had the largest value share of **Britain** and **England** overnight trips (47% and 48% respectively).
- The share small towns amongst Britain and England trips in terms of value was 22%.
- Countryside and villages as a main destination gained a value share of 16% in Britain and 15% in England.
- Seaside value share was 14% in Britain and 13% in England.

(!) caution: small base size

Data shown where main destination type.

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; NOTE: estimates in this report are provisional and are due to be reviewed.



# Volume by main accommodation: 2023

| Great Britain trips (million) | 2022 | 2023 | 2023, share of GB |
|-------------------------------|------|------|-------------------|
| Serviced accommodation        | 56.4 | 52.3 | 45%               |
| Commercial property rental    | 12.7 | 12.6 | 11%               |
| Caravan / camping / glamping  | 14.5 | 12.1 | 10%               |
| Private home                  | 35.7 | 34.9 | 30%               |
| Other / unspecified           | 6.4  | 5.3  | 5%                |

- Serviced accommodation was the main accommodation used most by GB residents during their overnight trips in **Britain** in 2023 with 45% share.
- Private home had the second largest share in 2023, 30%.

| England trips (million)      | 2022 | 2023 | 2023, share of England |
|------------------------------|------|------|------------------------|
| Serviced accommodation       | 48.7 | 44.8 | 45%                    |
| Commercial property rental   | 10.4 | 10.4 | 10%                    |
| Caravan / camping / glamping | 11.5 | 9.9  | 10%                    |
| Private home                 | 31.0 | 29.6 | 30%                    |
| Other / unspecified          | 5.4  | 4.6  | 5%                     |

- For trips in **England** by GB residents, 45% of overnight trips included serviced accommodation and 30% with stays in private homes.

(!) 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; NOTE: estimates in this report are provisional and are due to be reviewed.





# Value by main accommodation: 2023

| Great Britain,<br>Spend (£ million) | 2022    | 2023    | 2023,<br>share of GB |
|-------------------------------------|---------|---------|----------------------|
| Serviced accommodation              | £18,598 | £17,267 | 56%                  |
| Commercial property rental          | £4,887  | £4,647  | 15%                  |
| Caravan / camping / glamping        | £3,302  | £2,723  | 9%                   |
| Private home                        | £4,286  | £4,453  | 14%                  |
| Other / unspecified                 | £1,809  | £1,853  | 6%                   |

- In 2023, 56% of the total trip spend during trips in **Britain** was on trips where the main accommodation was a serviced type.
- Trips where commercial property rental was the main accommodation accounted for 15% of all trips value.
- Spend on trips with private home as main accommodation accounted for 14%.

| England,<br>Spend (£ million) | 2022    | 2023    | 2023,<br>share of England |
|-------------------------------|---------|---------|---------------------------|
| Serviced accommodation        | £15,819 | £14,603 | 57%                       |
| Commercial property rental    | £4,043  | £3,688  | 14%                       |
| Caravan / camping / glamping  | £2,607  | £2,153  | 8%                        |
| Private home                  | £3,731  | £3,767  | 15%                       |
| Other / unspecified           | £1,354  | £1,522  | 6%                        |

- In **England**, trips with serviced accommodation accounted for 57% share of trips value in 2023.
- Spend on trips with private home as main accommodation accounted for 15%.
- Commercial property rental as main accommodation had third largest share, 14%.

(!) 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; NOTE: estimates in this report are provisional and are due to be reviewed.





# 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



# 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, please explore our other data sources including:

## Domestic Sentiment Tracker

*The Domestic Sentiment Tracker has run since November 2020 and is a tracking survey aimed at gaining an understanding of 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 also focuses on trip intention, however, it is more specific to major bank holidays. It has been running 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 Lighthouse (formerly 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 are available to users also from the Office for National Statistics (ONS) or other specific government departments such as the Department for Transport.

# Sample sizes: nations

|               | Q4 2022<br>(Oct-Dec) | October 2023 | November<br>2023 | December<br>2023 | Q4 2023<br>(Oct-Dec) | 2022   | 2023  |
|---------------|----------------------|--------------|------------------|------------------|----------------------|--------|-------|
| Great Britain | 2,378                | 687          | 840              | 722              | 2,249                | 10,161 | 9,160 |
| England       | 1,848                | 565          | 671              | 575              | 1,811                | 7,885  | 7,212 |
| Scotland      |                      |              |                  |                  |                      |        | 1,255 |
| Wales         |                      |              |                  |                  |                      |        | 907   |

## 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





# Sample sizes: trip purpose, regions

| Great Britain, trip purpose  | 2022  | 2023  |
|------------------------------|-------|-------|
| Holiday                      | 3,289 | 2,811 |
| Visiting friends / relatives | 3,582 | 3,278 |
| Business                     | 611   | 546   |
| UK stay, part of outbound    | 579   | 640   |
| Miscellaneous                | 2,100 | 1,885 |

| England, trip purpose        | 2022  | 2023  |
|------------------------------|-------|-------|
| Holiday                      | 2,437 | 2,130 |
| Visiting friends / relatives | 2,849 | 2,610 |
| Business                     | 500   | 463   |
| UK stay, part of outbound    | 470   | 549   |
| Miscellaneous                | 1,629 | 1,460 |

| Regions                 | 2022  | 2023  |
|-------------------------|-------|-------|
| London                  | 1,170 | 1,132 |
| <i>Rest of England*</i> | 6,583 | 5,988 |
| North East              | 276   | 266   |
| North West              | 1,196 | 1,066 |
| Yorkshire & the Humber  | 756   | 652   |
| West Midlands           | 657   | 621   |
| East Midlands           | 572   | 525   |
| East of England         | 709   | 614   |
| South West              | 1,287 | 1,184 |
| South East              | 1,099 | 1,004 |
| Other / unspecified**   | 163   | 148   |

\*Rest of England is a SUM of all English regions and English National Parks as a main destination - excluding London and 'other/unspecified'

\*\* Other / unspecified includes English National Parks, trips where main destination was England but part of trip was outside England and 'unspecified'.

## Sample Guidance:

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

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

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



# Sample sizes: destination type, accommodation

| Great Britain                | 2022  | 2023  |
|------------------------------|-------|-------|
| <b>Destination type:</b>     |       |       |
| Seaside / other coastal      | 1,131 | 1,054 |
| City / large town            | 4,665 | 4,274 |
| Small town                   | 2,217 | 2,114 |
| Countryside / Village        | 1,967 | 1,561 |
| Other / unspecified          | 181   | 157   |
| <b>Accommodation type:</b>   |       |       |
| Serviced accommodation       | 4,810 | 4,284 |
| Commercial property rental   | 999   | 955   |
| Caravan / camping / glamping | 976   | 832   |
| Private home                 | 2,916 | 2,695 |
| Other / unspecified          | 460   | 394   |

| England                      | 2022  | 2023  |
|------------------------------|-------|-------|
| <b>Destination type:</b>     |       |       |
| Seaside / other coastal      | 872   | 786   |
| City / large town            | 3,712 | 3,451 |
| Small town                   | 1,686 | 1,680 |
| Countryside / Village        | 1,474 | 1,168 |
| Other / unspecified          | 141   | 127   |
| <b>Accommodation type:</b>   |       |       |
| Serviced accommodation       | 3,797 | 3,446 |
| Commercial property rental   | 771   | 730   |
| Caravan / camping / glamping | 660   | 599   |
| Private home                 | 2,295 | 2,118 |
| Other / unspecified          | 362   | 319   |

## 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



# 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
- **UK stay, part of outbound** – an overnight stay in the UK as part of an overseas trip
- **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

# 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 October 2023 to December 2023, eligible trips were concluded between 2 October 2023 and 31 December 2023.

**For more information, please contact**

[Research@visitbritain.org](mailto:Research@visitbritain.org)