

VisitEngland Domestic Overnight Trips Annual Report 2022

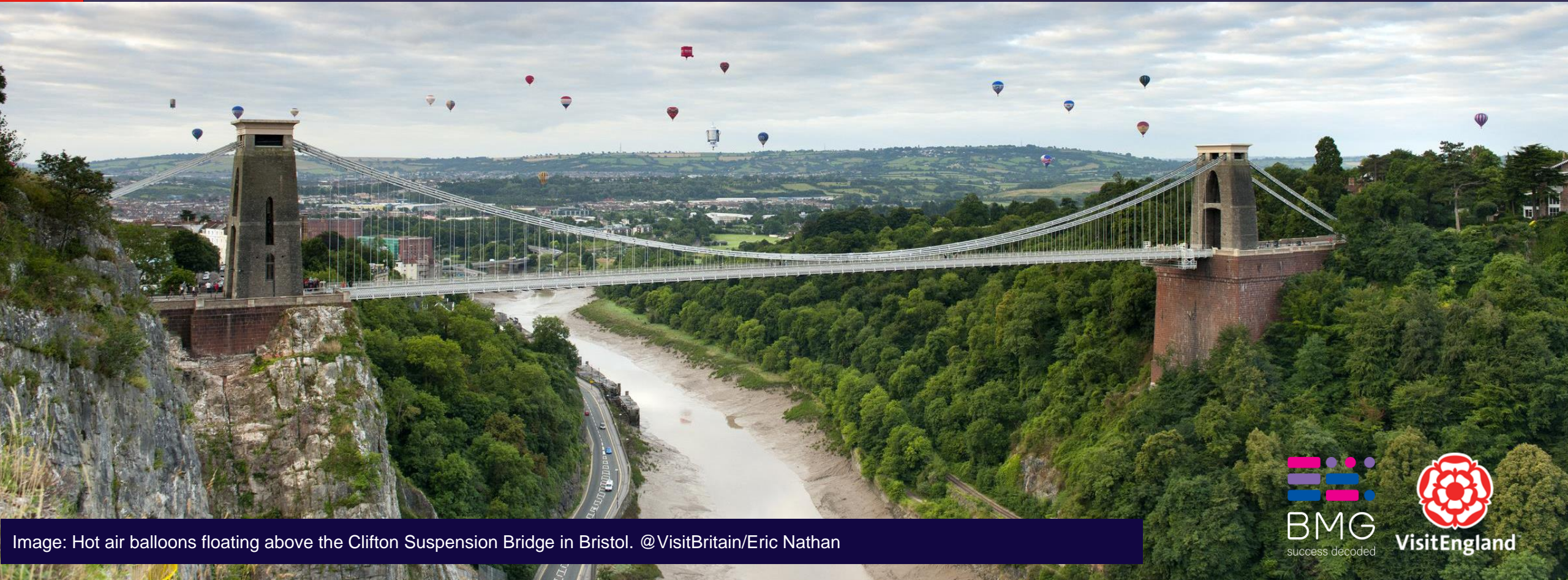


Image: Hot air balloons floating above the Clifton Suspension Bridge in Bristol. @VisitBritain/Eric Nathan



Great Britain residents took 1.2 billion day and overnight trips to Great Britain in 2022. Spend for all domestic trips to Great Britain in 2022 was £77.9 billion.



Source: Great Britain Tourism Survey (GBTS) 2022, Overnight Trips and Day Visits

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Introduction, Methodology, Definitions & Context

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

Introduction

- The Great British Tourism Survey (GBTS) is a national consumer survey. It measures the volume and value of domestic overnight tourism by residents of Great Britain. This report focuses on the domestic tourism statistics for 2022 January to December for England. Throughout the report the tourism statistics for 2021 are used to highlight trends in trips, spend and bednights. Detailed results for Scotland and Wales are published by [VisitScotland](#) and [Visit Wales](#) respectively.
- The statistics from 2021 onwards are based on a new combined online survey. This one replaces the separate Great Britain Tourism Survey (GBTS) and Great Britain Day Visits Survey (GBDVS), which ran until the end of 2019. Methodology and quality reports are available for further detail on the [VisitEngland](#) website. This includes guidance on non-comparability with data up until 2019.
- This report provides information about trip characteristics, with comparisons to other nations, day visits and 2021 statistics, where appropriate. The report covers all tourism purposes, such as holidays, visits to friends and relatives, business and miscellaneous. Quarterly reports and detailed data on domestic overnight trips can be accessed in Excel on the [VisitEngland](#) website.
- The results for 2021 and 2022 report on different periods of data collection, for 2021 the period is April to December and for 2022 it's January to December. This is due to the COVID-19 pandemic when it was not possible to travel for the first 3 months of 2021 because of lockdown restrictions where overnight leisure trips were not permitted. The results are comparable across nations (England, Scotland and Wales).
- The survey is jointly sponsored by VisitEngland, VisitScotland and Visit Wales. The survey is currently undertaken by independent research agency, BMG. Together with the [Great Britain Domestic Day Visits](#) available in a separate report, these statistics are the largest and most comprehensive picture of Great Britain domestic travel.

Methodology (1/2)

- The annual sample size for GBTS is 60,000 respondents. These numbers include respondents who have not taken any qualifying trips. The annual samples are split evenly across the 52 weeks of the year.
- Since 2020 GBTS has been using an online blended panel approach, which is a significant change from the pre-2020 face-to-face methodology. Respondents are sourced via an online platform that combines a number of ESOMAR accredited panel providers.
- Data is collected about the number of overnight trips taken by adults aged 16+ in England, Scotland and Wales. The survey also collects details of any children involved with overnight trips, and these are included in the estimated grossed-up figures for trips, spend and number of nights.
- A number of changes were made to the questionnaire in 2022, the pre-2022 data has been calibrated to account for these changes.
- Data was collected for 9 months in 2021 (April to December) versus 12 months in 2022 (January to December). This is due to the COVID-19 pandemic where travel was restricted. While the annual 2021 and 2022 data isn't directly comparable due to the different travel time periods, commentary on relevant differences between April to December 2021 and April to December 2022 is provided throughout this report.
- The GBTS 2021 and 2022 data has been published as 'statistics in development'. More information on this can be found on the [Office for Statistics Regulation](#) website.
- This statistical release contains provisional estimates. As part of the 'statistics in development' status, the project is now undergoing a methodological review. Following this review, estimates published in this release will change. Please use caution in interpreting or using the provisional figures published here. Please see our Statement on methodological review available [here](#) for more details.
- The monthly estimates are subject to limitations on sample size and seasonal fluctuations in trip taking across the year.

Methodology (2/2)

- Interlocking quotas have been used where feasible. Within each country, quotas are set by age and gender (interlocking), approximated social grade and England regions. The data is weighted to more accurately reflect the population.
- Base sizes are the number of qualifying trips, rather than the number of respondents. Quarterly targets are utilised for Scotland and Wales due to small monthly base sizes.
- Number of trips for 2022 estimations based upon:

Nation	Unweighted Base Sizes 2022
GB	10,161
England	7,885
Scotland	1,537
Wales	993

- More detailed information on methodology changes, quotas and weighting can be found by accessing the Background Quality Report available at the [VisitEngland](#) website.

Definitions



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

- **Trips** - An estimate of what the grossed-up number of overnight trips undertaken by the population, within the time period and other parameters specified, would be if the quota sample is representative of the whole GB population.
- **Spend** - Is an estimate of what the total expenditure relating to the volume of overnight visits undertaken by the GB population, within the time frame and other parameters specified, 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, within the time period and other parameters specified, would be if the quota sample is representative of the whole GB population



Journey Purpose

- **Total trips.** This includes estimates of trips, nights and spend on all overnight trip types for all eligible purposes.
- **Holiday trips.** The main purpose of the trip was for holiday, pleasure or leisure.
- **Visiting friends or relatives (VFR).** The main purpose of the trip was for visiting friends and relatives.
- **Business trips** – The main purpose of the trip was for business.
- **Miscellaneous trips** – The main purpose of the trip was for another type of trip taken not covered by the above classifications including personal events, public events, or for study, medical, religious purposes or any overnight stay in the UK as part of an overseas trip.

Note: All spend figures are in nominal terms, not adjusted for inflation. While we see spend increases, this is largely caused by the high inflations rates.

Context

- **Cost-of-Living:** UK inflation, as measured by the Consumer Prices Index (CPI), started to increase during late spring 2021 and rose fairly steadily throughout the rest of 2021 and 2022, peaking at 11.1% in November 2022. The average inflation rate in the UK for 2022 based on CPI was 9.2%. This had an impact on the duration of domestic trips, whereby British residents decreased the length of their overnight trips to offset the higher costs.
- **International travel** by Great British residents started to recover by April 2022, with 71.0 million trips abroad in 2022, according to the International Passenger Survey. As outbound travel started recovering in 2022, some domestic travel was replaced by travelling abroad.
- **Industrial actions:** Research by the ONS found nearly 1 in 5 people had travel plans disrupted during December 2022 due to strike action in the transport sector. Almost half of those affected said they were unable to attend leisure activities.
- **Weather:** Overall, 2022 was the warmest year on record for the UK and also one of the sunniest. A new UK record temperature of 40.3°C was recorded in July, but it was June and August that were particularly sunny.
- **COVID-19:** Full lockdown lifted at end March 2021, which was replaced by a roadmap out of lockdown to July 21. However, it wasn't until February 2022 that the final restrictions on international travel were removed. From 11 February 2022, fully vaccinated travelers no longer needed to take any tests, but still needed to complete a passenger locator form. Unvaccinated travelers no longer had to immediately self isolate after arrival and take Day 2 and Day 8 tests. From 11 February, the requirement for immediate self-isolation and the Day 8 test were removed, and the 'Test to Release' scheme also ended.



Summary

Image: Woman looking at the top of interior St Paul's dome. London; England ©VisitBritain/Matador Network

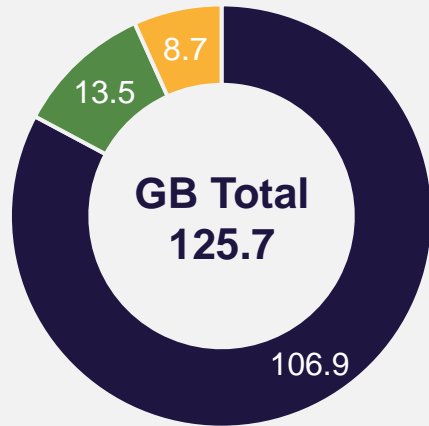
Summary of findings - 2022 domestic overnight trips

NOTE: All comparisons between 2021 and 2022 statistics are for comparable periods, April to December, of both years. All other commentary on the statistics is referencing January to December 2022.

- There were 125.7 million domestic overnight trips within Great Britain in 2022. This represents a 16% increase, when comparing April to December 2021 and April to December 2022. Average spend per domestic overnight trip to Great Britain increased by 17% from £230 in 2021 to £268 in 2022, over comparable periods of April to December.
- There were 106.9 domestic overnight trips in England, most of which were for visiting friends and relatives (36% share) or holidays (33% share). There was an increase in miscellaneous trips throughout 2022 as more people travelled internationally (miscellaneous trips include domestic trips as part of an overseas trip).
- Domestic overnight business trips in England were considerably shorter in April to December 2022 than in the same period of 2021 (2.6 days versus 4.6 days).
- As COVID-19 restrictions dissipated, trips to cities and large towns in England increased in 2022, and the proportion of domestic overnight trips to seaside and coastal areas declined in this time period.
- Domestic overnight trips in England where the main activity was sightseeing and food and drink, night out or speciality shopping had the largest proportion of volume and spend in 2022. Trips that included an arts, cultural or entertainment experience increased in 2022 and had the largest average spend per trip at £409 of all activities included.
- 33% of domestic overnight trips' accommodation was booked only up to a month in advance, with 38% not been booked in advance at all (especially visiting friends and relative trips) and 30% being booked 2 or more months ahead.
- Despite rail strikes throughout 2022, there was a general return to public transport for overnight trips in England, with a 2 percentage point increase between 2021 and 2022. This may be related to increased consumer confidence in being in more crowded places post-pandemic.
- Staying in a serviced accommodation was the most common type of accommodation used on overnight trips in England. Business trips use serviced accommodation increased from 59% in April to December 2021 to 71% in April to December 2022).
- 24% of domestic overnight trips were by solo travellers, 37% by 2 people, remaining 38% were by groups of 3 or more travellers. 68% of domestic overnight trips included children in trip party.

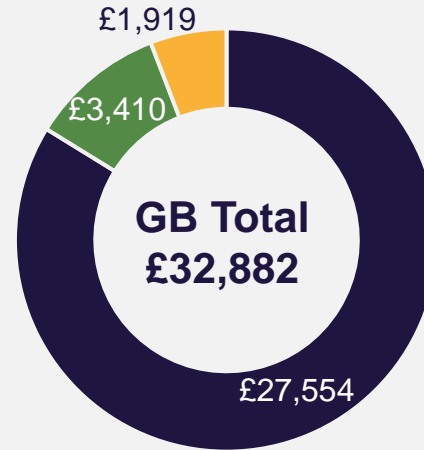
2022 Great Britain overnight tourism at a glance

2022 Total Trips Taken (millions)



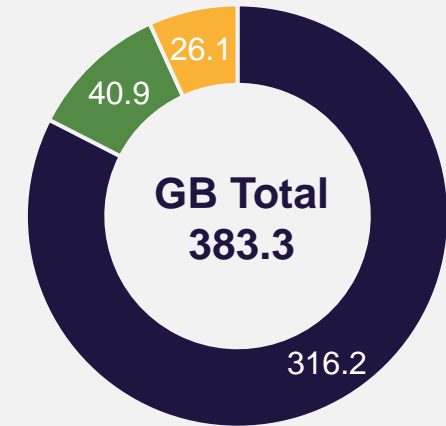
■ England ■ Scotland ■ Wales

2022 Total Spend (millions)



■ England ■ Scotland ■ Wales

2022 Total Bednights (millions)



■ England ■ Scotland ■ Wales

Nation	Average Spend per Trip 2022
GB	£262
England	£258
Scotland	£253
Wales	£220

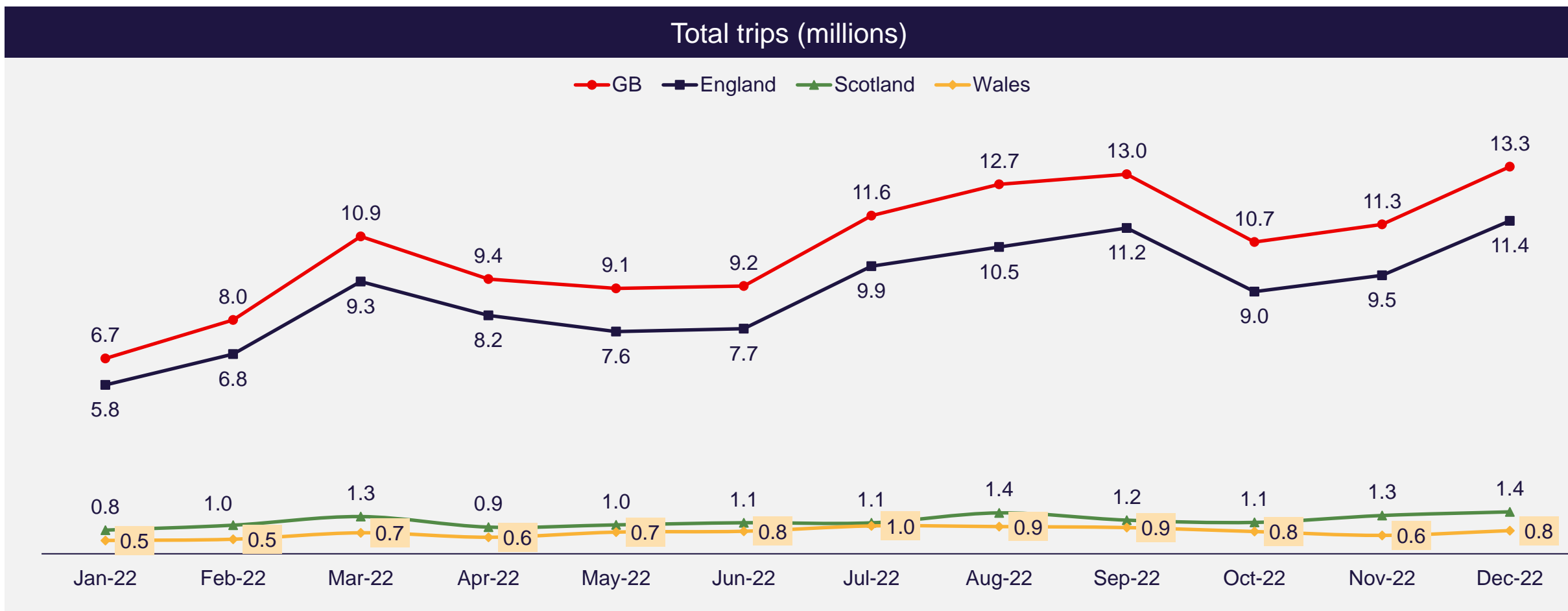
Nation	Average Spend per Night 2022
GB	£86
England	£87
Scotland	£83
Wales	£74

Nation	Average Nights per Trip 2022
GB	3.0
England	3.0
Scotland	3.0
Wales	3.0

Source: Great Britain Tourism Survey 2022, Overnight Trips
 Base: Great Britain 10,161; England 7,885; Scotland 1,537; Wales 993

Domestic overnight trips by month in 2022

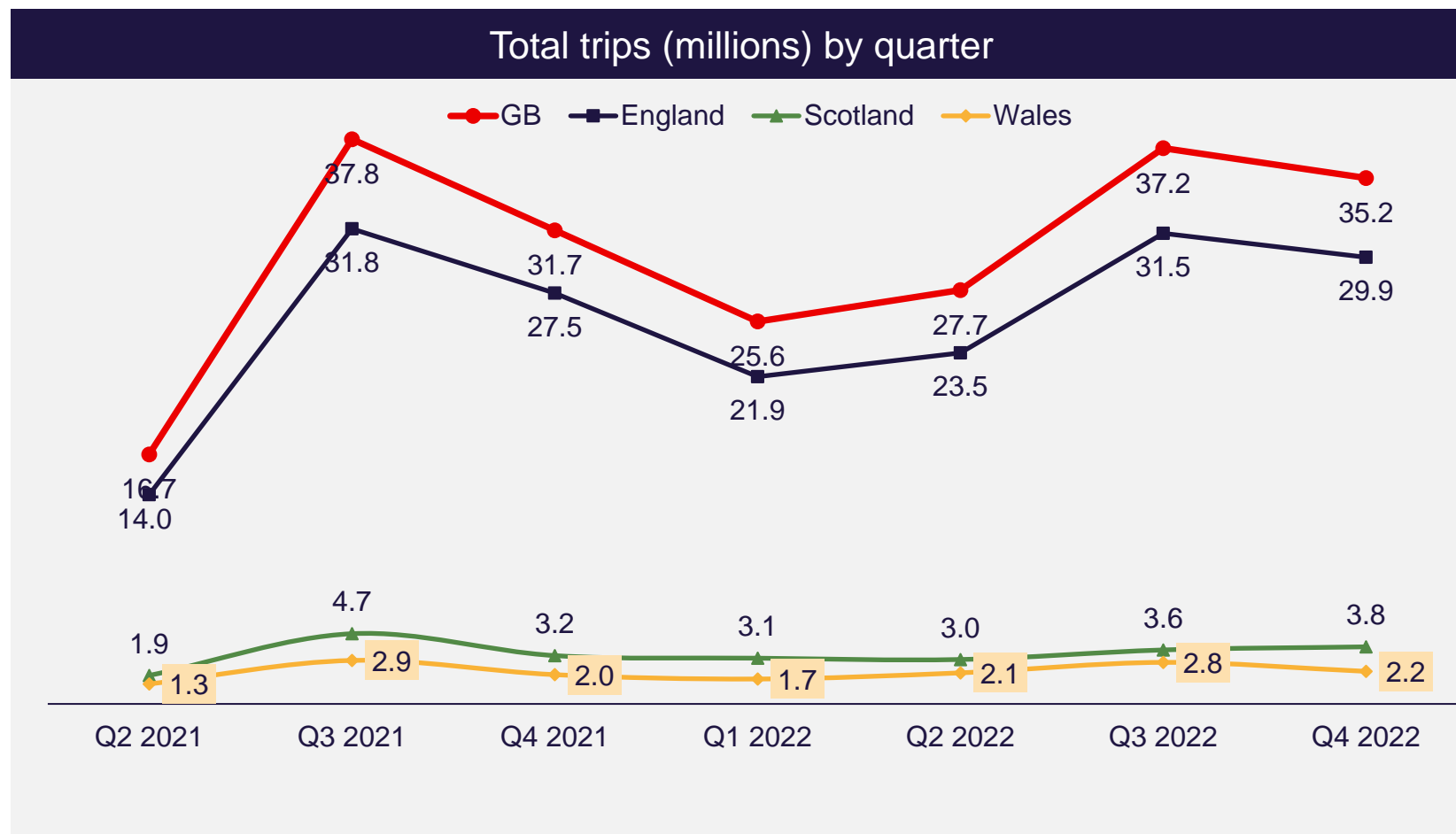
December 2022 experienced peak tourism in Great Britain with 13.3 million trips taken, this was largely fueled by trips to visit friends and family and attending celebrations around the Christmas period. A more unusual peak in March 2022 may be explained by the removal of the final COVID-19 restrictions in late February 2022, as part of the 'Living with Covid' plan.



Source: Great Britain Tourism Survey 2022, Overnight Trips
Base: Great Britain 10,161; England 7,885; Scotland 1,537; Wales 993

Domestic overnight trips by quarter 2021-2022

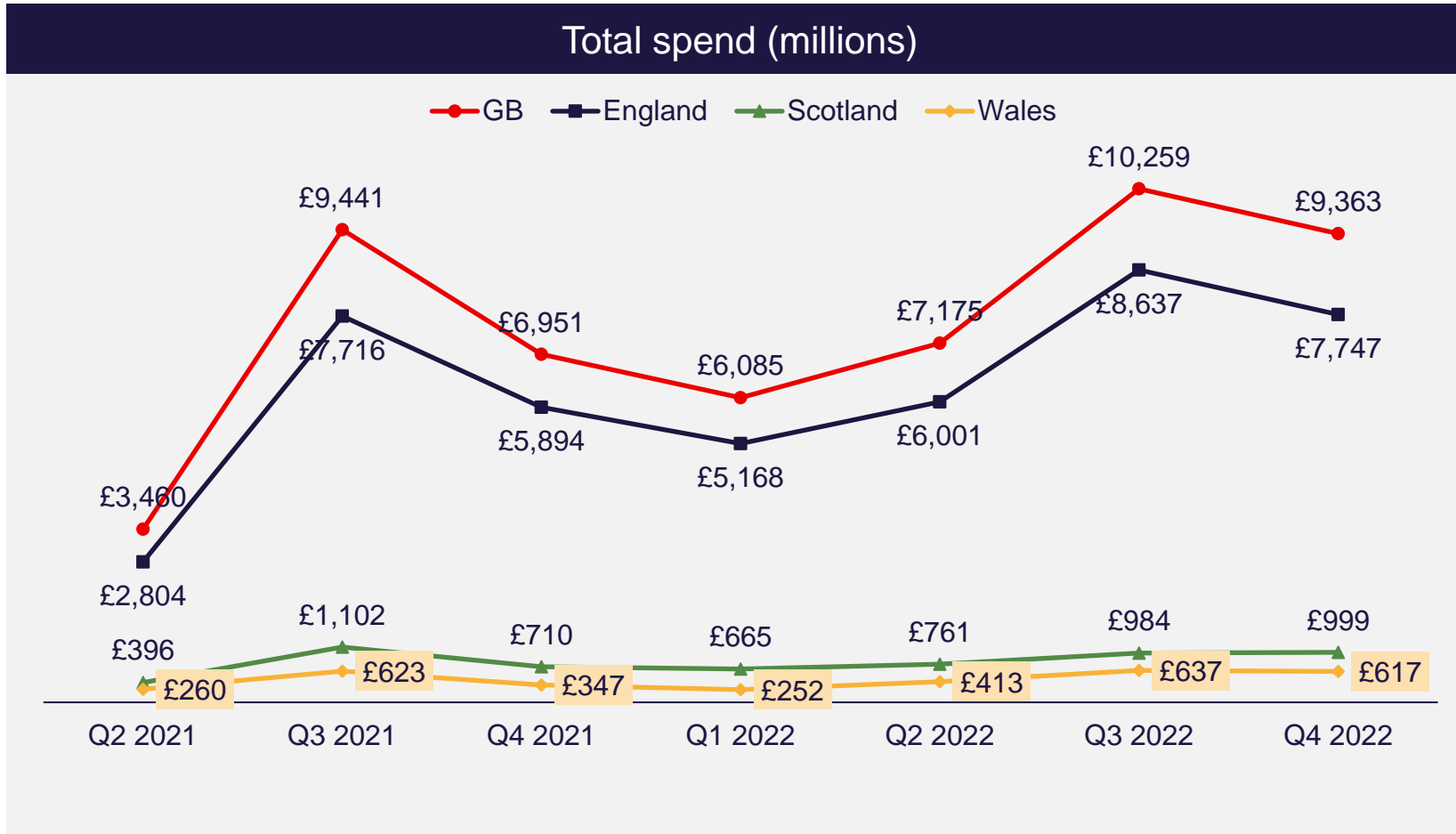
Overall, Q3 2021 experienced the highest number of domestic trips to each nation, as COVID-19 lockdowns ended but international travel was still somewhat restricted. As consumers returned to cities and large towns during Q4 2022, overnight trips increased across all nations, when compared to Q4 in 2021.



Nation	Number of trips 2022 (millions)	Proportion of GB trips 2022
GB	125.7	
England	106.9	85%
Scotland	13.5	11%
Wales	8.7	7%

Total trip spend by quarter 2021-2022

The summer (Q3) of 2022 saw record spend on domestic trips to Britain (since the beginning of the new statistics in April 2021). Scotland experienced a slight uptick in spend in Q4 2022 due to increases in business trips and spend on personal events and celebrations.



Nation	Total spend 2022 (millions)	Proportion of GB spend 2022
GB	£32,882	
England	£27,554	84%
Scotland	£3,410	10%
Wales	£1,919	6%

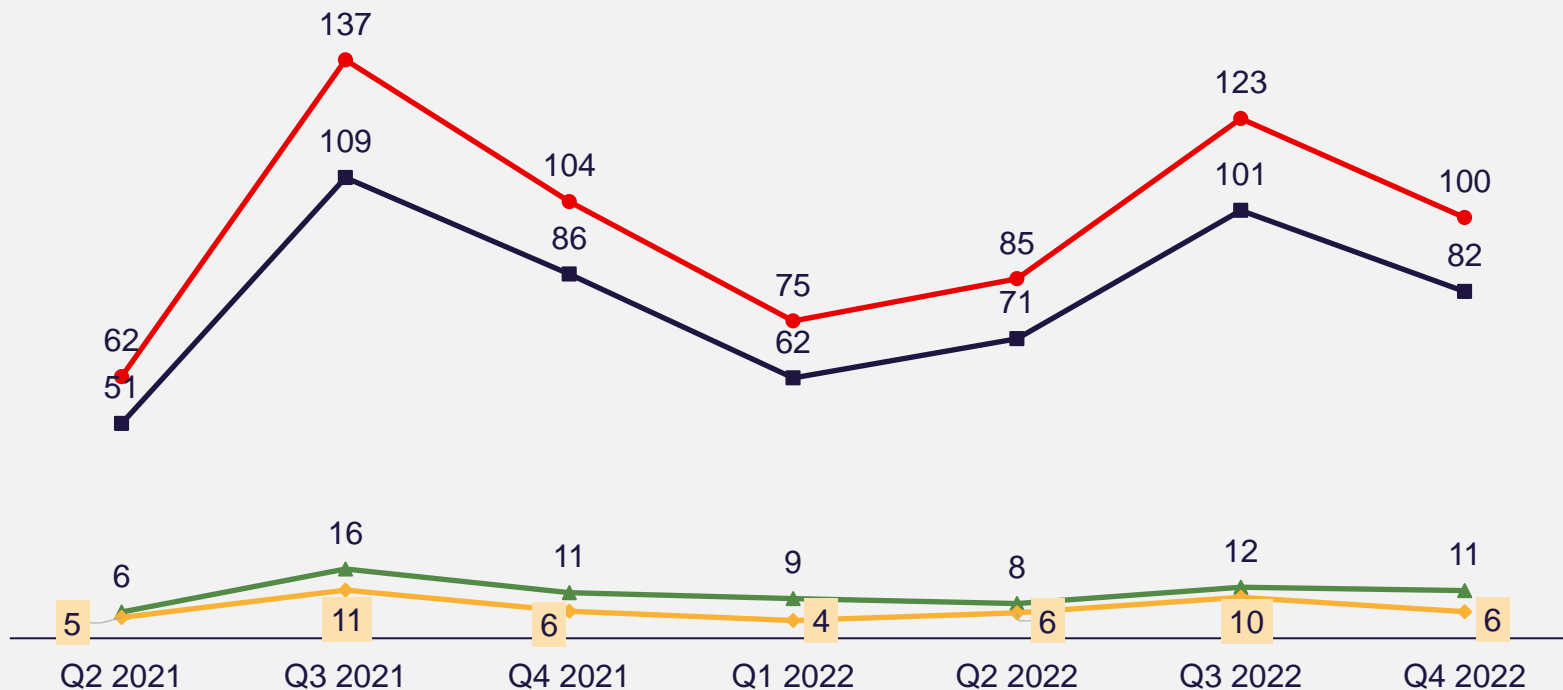
Source: Great Britain Tourism Survey 2022, Overnight Trips
 Base: Great Britain 10,161; England 7,885; Scotland 1,537; Wales 993

Nights spent on a trip by quarter 2021-2022

When comparing to equivalent quarters in 2021, there's a general downward trend for nights spent on a domestic trips to all nations in 2022. This reflects a move to shorter trips to see friends and family and shorter business trips. These changes may be in response to the cost-of-living crisis. Domestic Sentiment Tracker commissioned by VisitEngland, VisitScotland and Visit Wales indicated throughout 2022 that circa 15% of respondents would reduce the number of nights spent on a trip in response to the cost-of-living crisis.

Total nights (millions)

—●— GB —■— England —▲— Scotland —◆— Wales

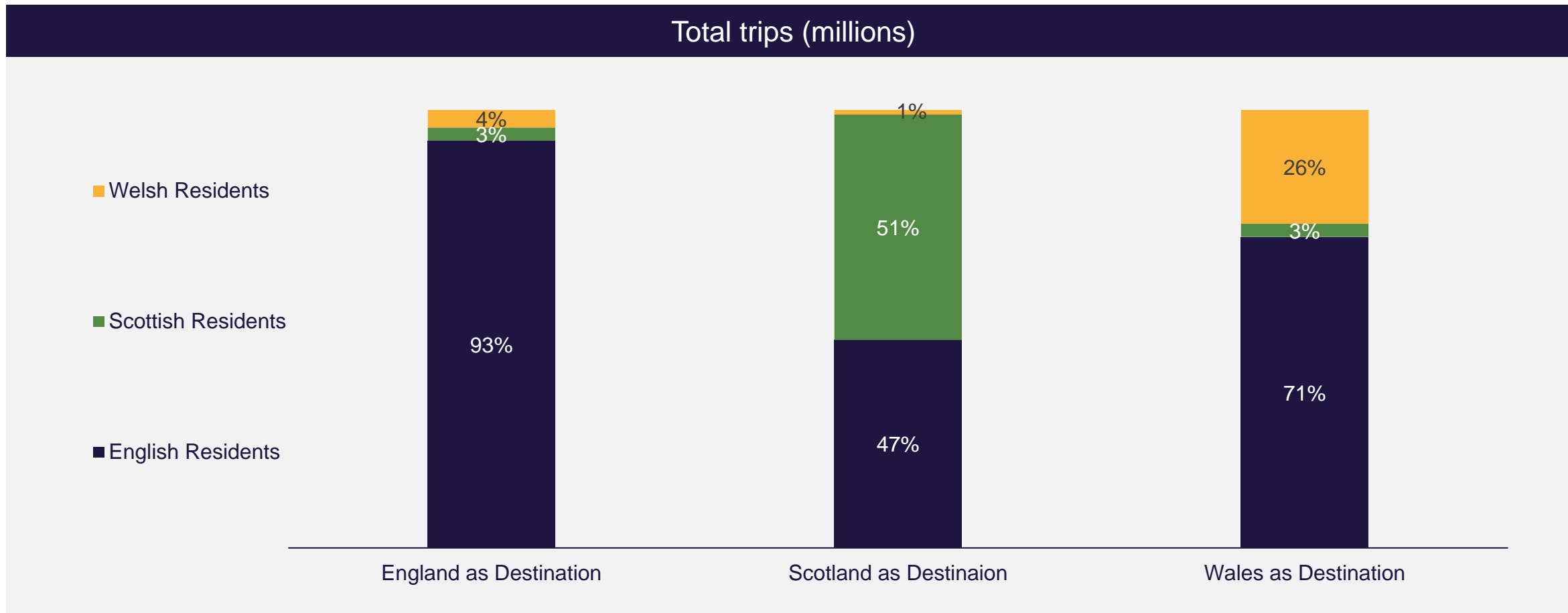


Nation	Total nights 2022 (millions)	Proportion of GB nights 2022
GB	383.3	
England	316.2	83%
Scotland	40.9	11%
Wales	26.1	7%

Source: Great Britain Tourism Survey 2022, Overnight Trips
 Base: Great Britain 10,161; England 7,885; Scotland 1,537; Wales 993

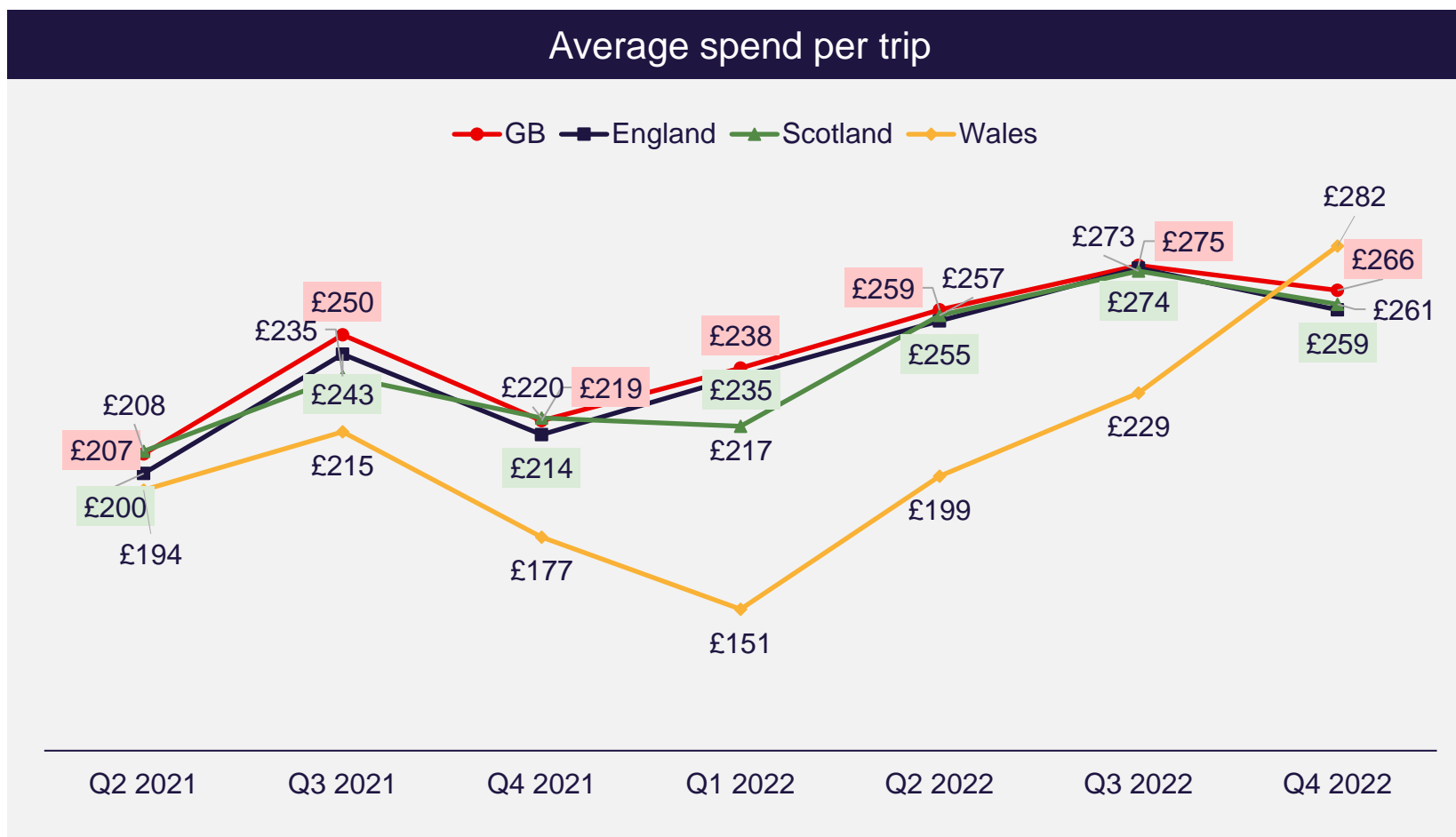
Nation of residence by nation of destination in 2022

Wales experiences the most cross-nation tourism with the majority of trips coming from England. Tourism to Scotland is almost equally split among Scottish residents and non-residents, while less than 1 in 10 trips to England were from other British nations. While there's been no major change in inter-nation travel since 2021, it's important to note that trips to other nations tend to have a higher average spend than trips in the home nation.



Average spend per trip 2021-2022

Average spend per trip increased across the board in 2022, in line with the rising cost of living. The annual rate of inflation reached a 41 year high of 11.1% in October 2022. When comparing equivalent quarters, average spend in England Q4 2022 is 21% higher than Q4 2021.

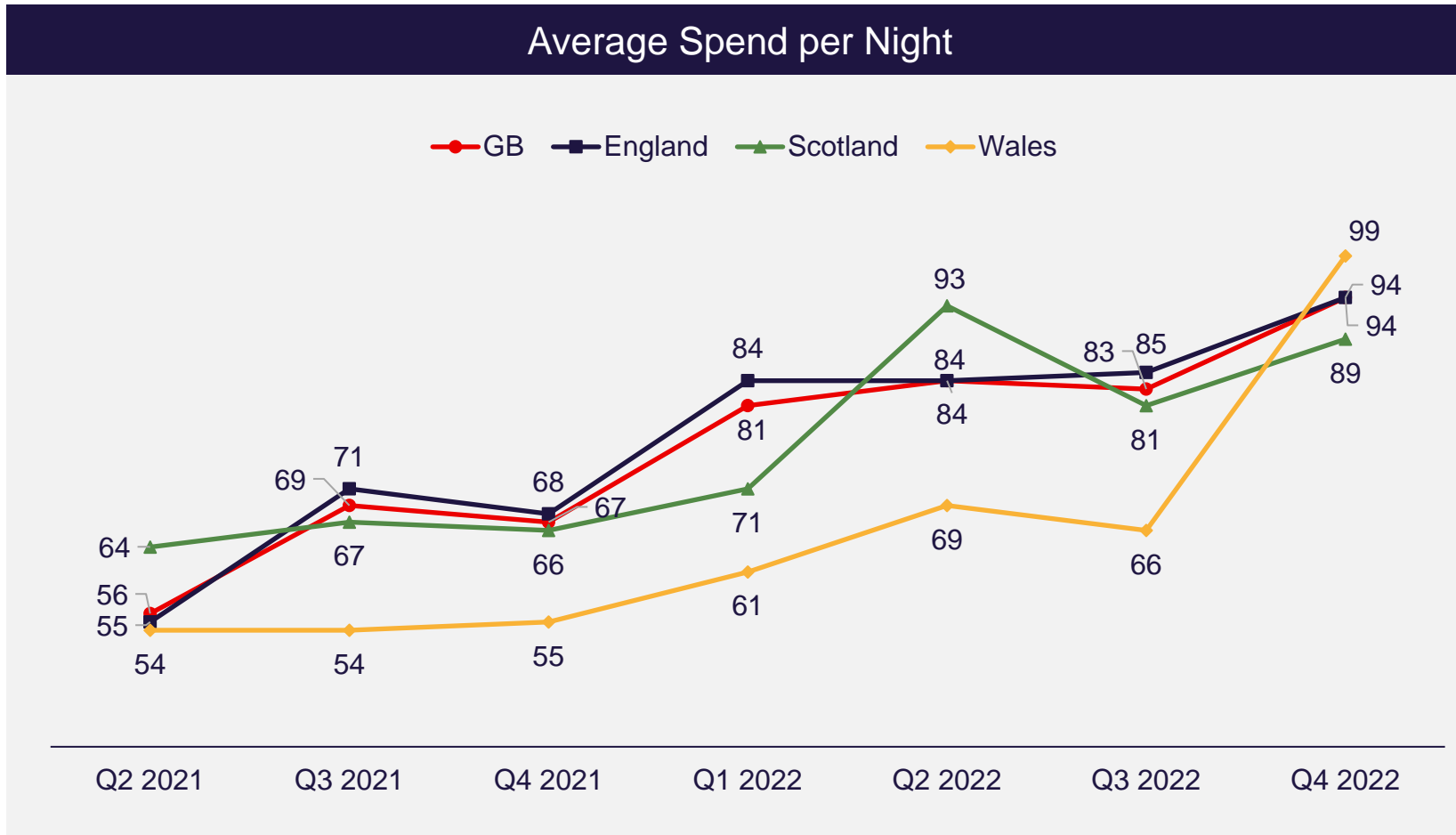


Nation	Average spend per trip 2021 (April to December)	Average spend per trip 2022 (April to December)
GB	£230	£268
England	£224	£264
Scotland	£225	£264
Wales	£198	£237

Source: Great Britain Tourism Survey 2022, Overnight Trips
 Base: Great Britain 10,161; England 7,885; Scotland 1,537; Wales 993

Average spend per night 2021-2022

As the number of nights per trip reduced and overall spend increased, the average spend per night also increased throughout 2022. Scotland's peak in Q2 2022 is largely due to a particularly high spend of £102 per night in April during the Easter holidays.

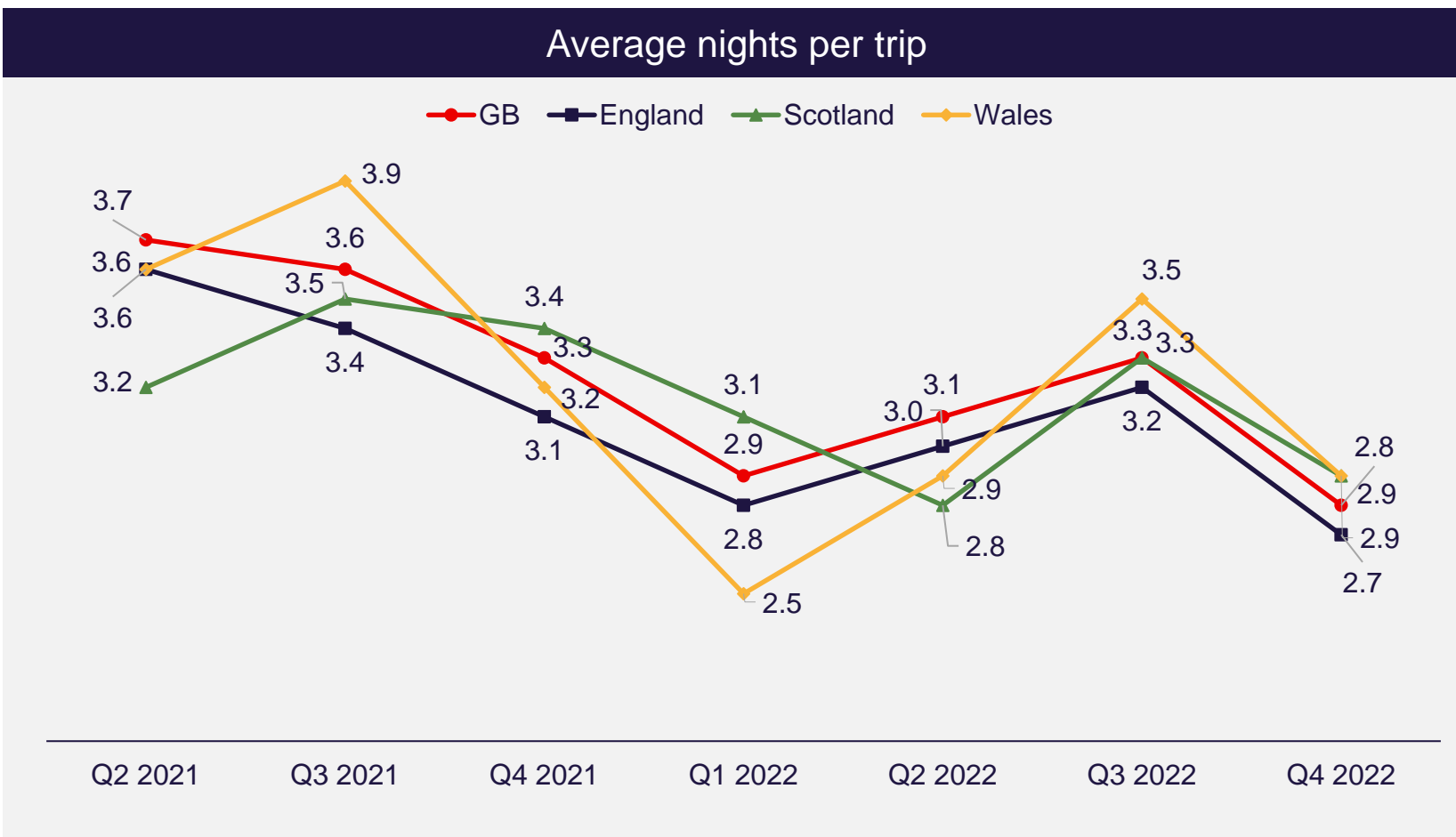


Nation	Average spend per night 2021 (April to December)	Average spend per night 2022 (April to December)
GB	£66	£87
England	£67	£88
Scotland	£66	£87
Wales	£54	£76

Source: Great Britain Tourism Survey 2022, Overnight Trips
 Base: Great Britain 10,161; England 7,885; Scotland 1,537; Wales 993

Average nights per trip 2021-2022

Average nights per trip fell across all nations in 2022, with quarter-on-quarter decreases for all nations. When comparing 2021 (April to December) and 2022 (April to December) there's an 11% decrease in average nights spent on a trip. This may be in response to rising inflation during 2022, and the recovery of outbound international travel, whereby Great Britain residents were taking shorter domestic trips in order to take more trips abroad.



Nation	Average nights per trip 2021 (April to December)	Average nights per trip 2022 (April to December)
GB	3.5	3.1
England	3.4	3.0
Scotland	3.4	3.0
Wales	3.7	3.1

Source: Great Britain Tourism Survey 2022, Overnight Trips
 Base: Great Britain 10,161; England 7,885; Scotland 1,537; Wales 993



England Trips

Domestic Overnights
Trips in England
2021-2022

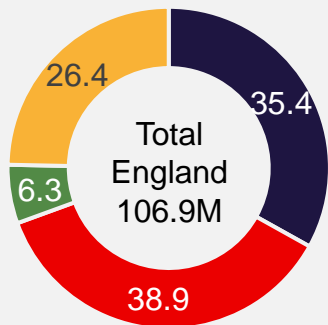
Image: Woman sitting on a rock at looking at sunset over valley. Derbyshire; England ©VisitBritain/Brandon Christie



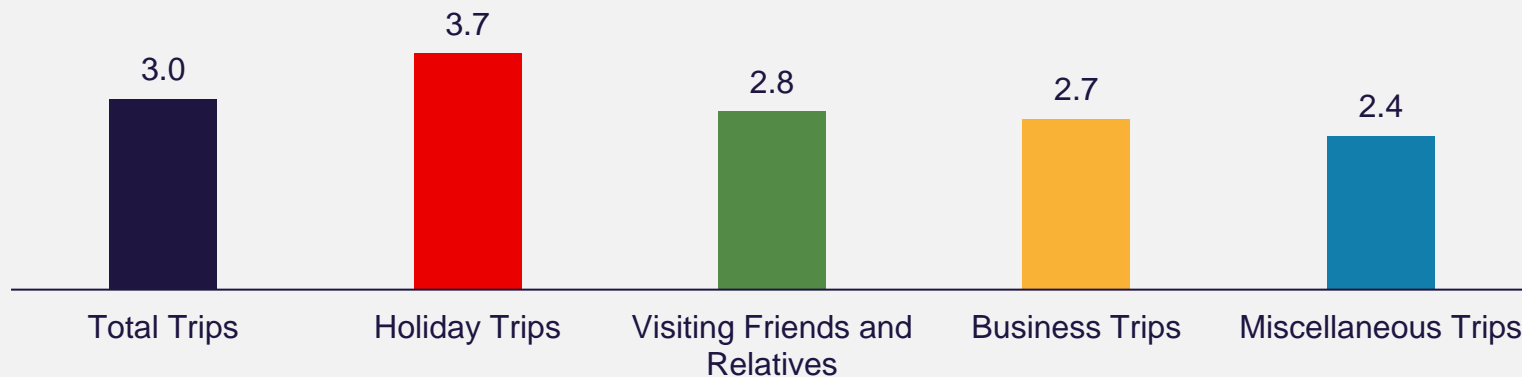
Summary of domestic overnight trips to England in 2022

2022 Annual volume in millions

- Holiday Trips
- Visiting Friends and Relatives
- Business Trips
- Miscellaneous Trips



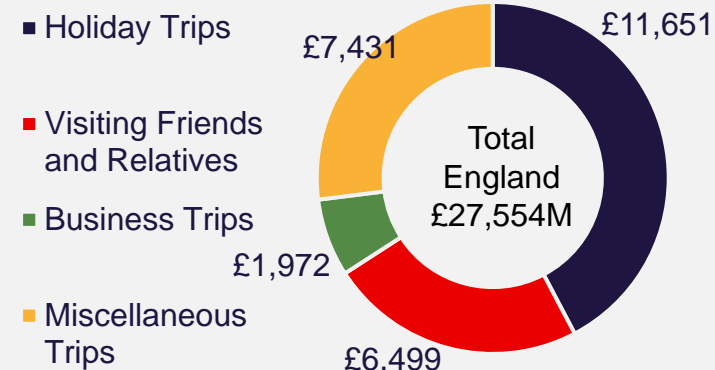
Average duration of trip 2022 in days



Average spend per trip

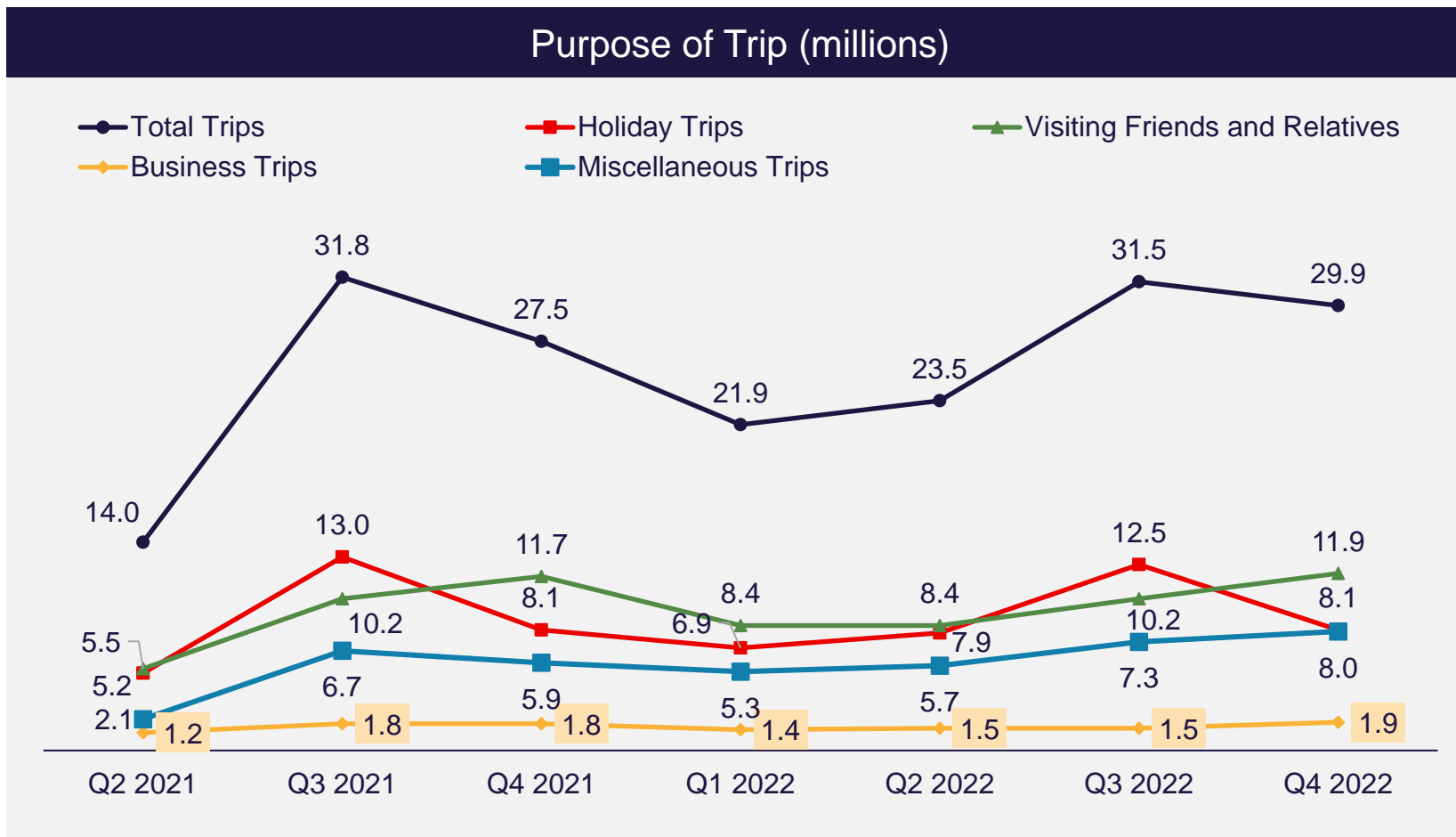


2022 Annual value in millions



Overnight trip purpose by quarter

While holiday trips and visiting friends and family remain the most common reasons for taking a trip in England, there's a clear increase in miscellaneous trips throughout 2022 as more people travel internationally (miscellaneous trips include domestic trips as part of an overseas trip). Despite a slight drop in summer figures, holiday trips remained stable in Q4 2022, when compared to Q4 2021.

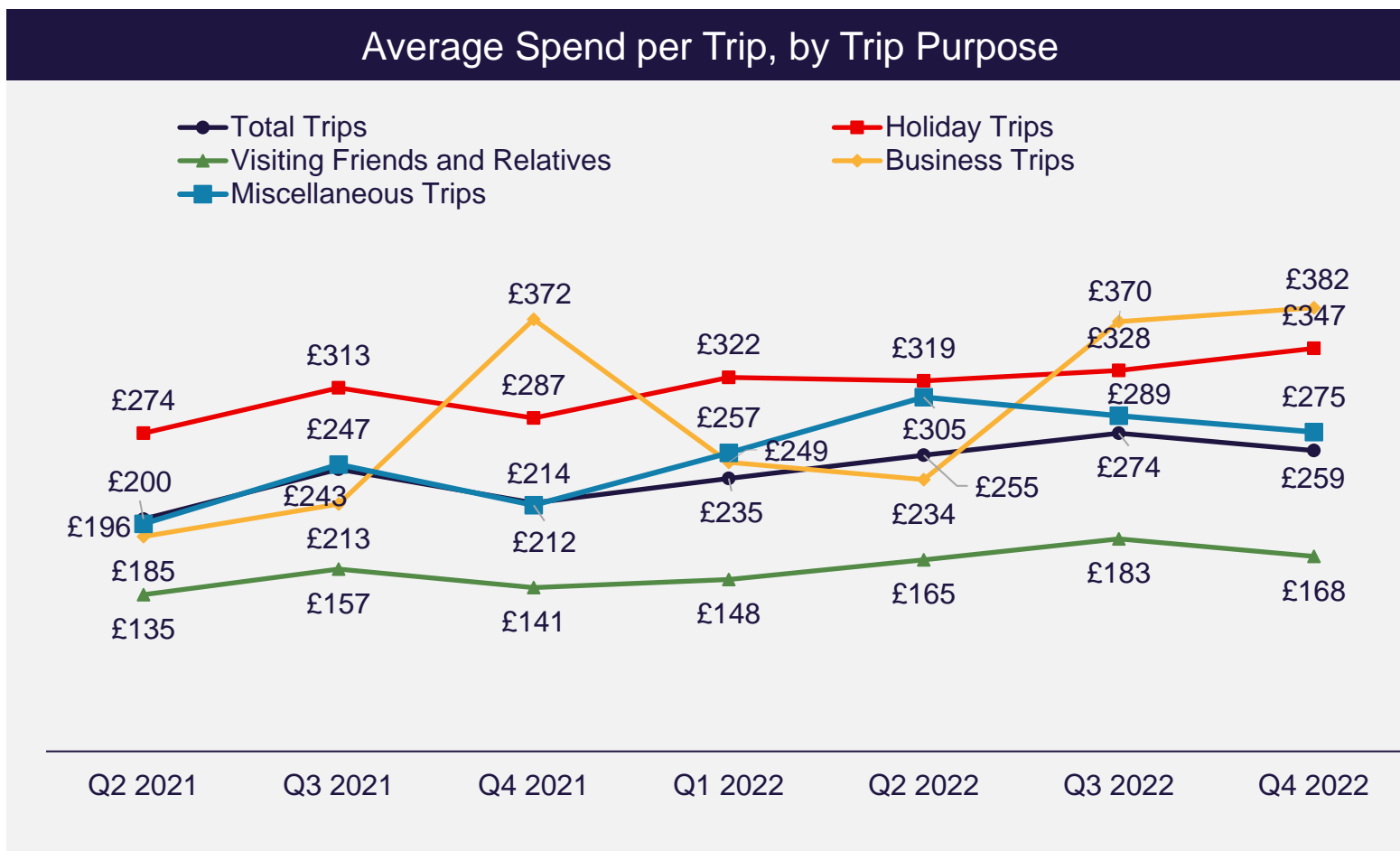


Purpose 2022	Number of Trips 2022 (millions)	Proportion of Trips
Total Trips	106.9	
Holiday Trips	35.4	33%
Visiting Friends and Relatives	38.9	36%
Business Trips	6.3	6%
Miscellaneous Trips	26.4	25%

Source: Great Britain Tourism Survey 2022, Overnight Trips
Base: England 7,885

Average spend per trip, by trip purpose

All trip types in 2022 experienced an increase in average spend per trip, when compared with the equivalent quarter in 2021. Average spend on holiday trips in England increased by 11% between 2021 (April to December) and 2022 (April to December), which is a lesser increase than all other trip types (there is an 18% increase across all trips in average spend per trip).

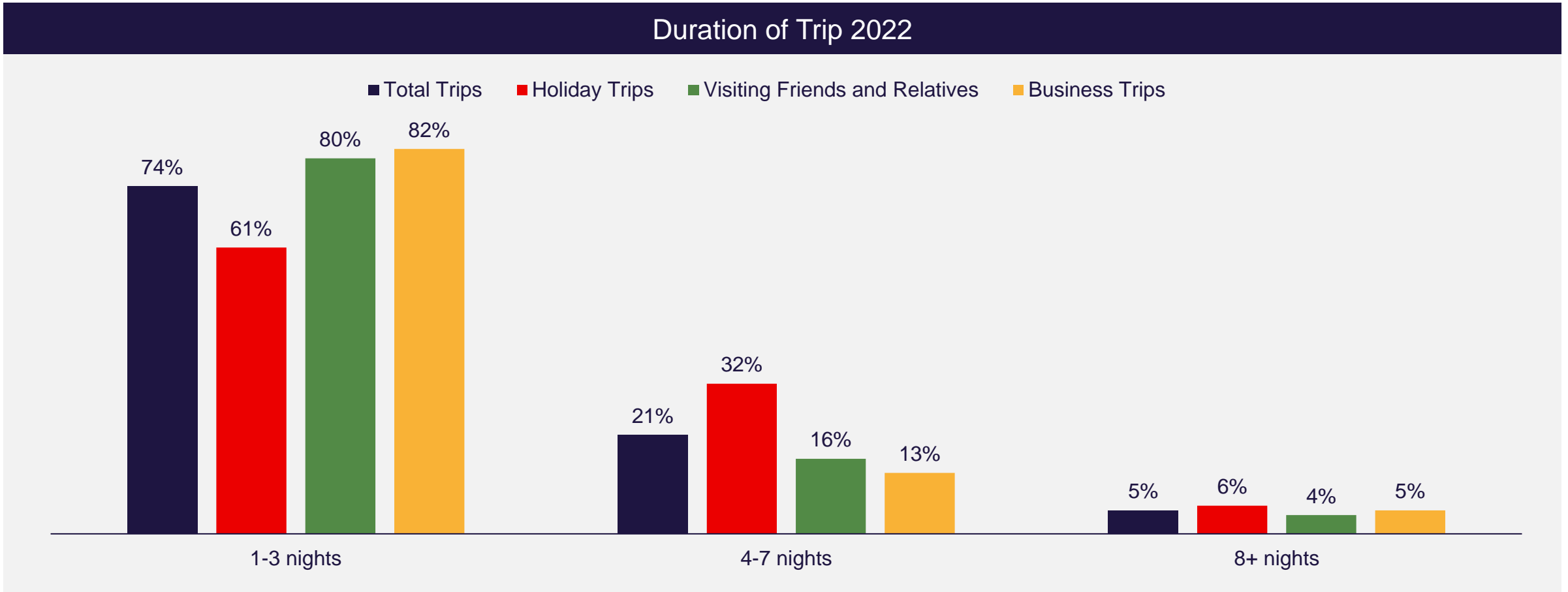


Average Spend per Trip, by Trip Purpose	2021 (April to December)	2022 (April to December)	2022 (January to December)
Total Trips	£224	£264	£258
Holiday Trips	£297	£331	£329
Visiting Friends and Relatives	£146	£172	£167
Business Trips	£265	£334	£316
Miscellaneous Trips	£225	£288	£282

Source: Great Britain Tourism Survey 2022, Overnight Trips
Base: England 7,885

Duration of trip

The vast majority of overnight trips in England in 2022 lasted 3 nights or less. 4 in 5 business trips and 4 in 5 trips visiting friends and relatives last only 1-3 nights. Holiday trips are more likely than other types of trips to last longer.

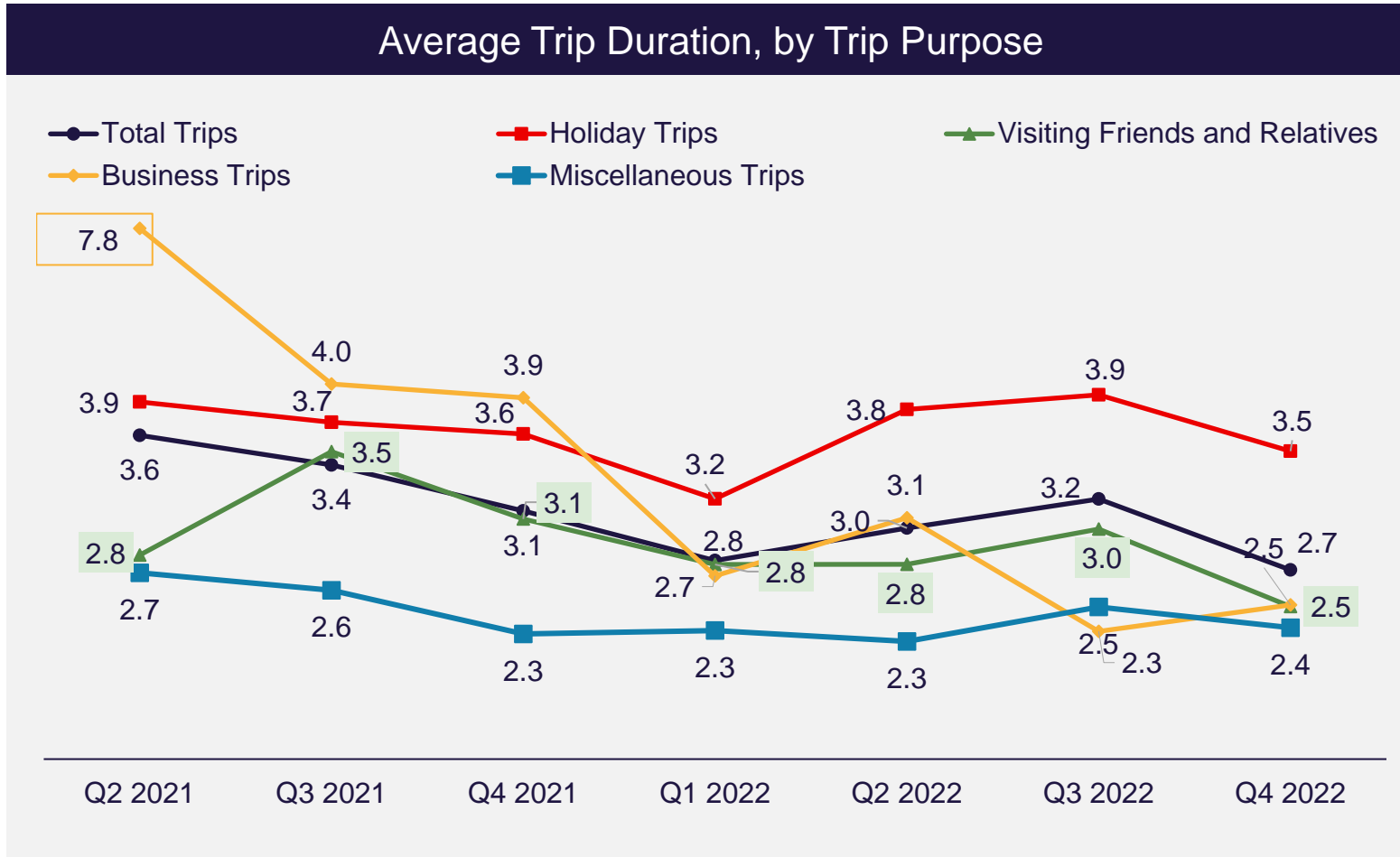


Source: Great Britain Tourism Survey 2022, Overnight Trips
Base: England 7,885

For 0.2% of total trips the duration was unspecified.

Average trip duration, by trip purpose

Overall, the average duration of trips for all purposes in England dropped by 11% in 2022 (April to December). This was largely due to shorter visits to friends and family. Business trips were also shorter in 2022 (down to 2.6 days from 4.6 days in 2021). Holiday trips were unaffected by this shift. However, this picture varied across demographics and those who are unemployed/not working did reduce the average duration of their holiday trip in 2022.

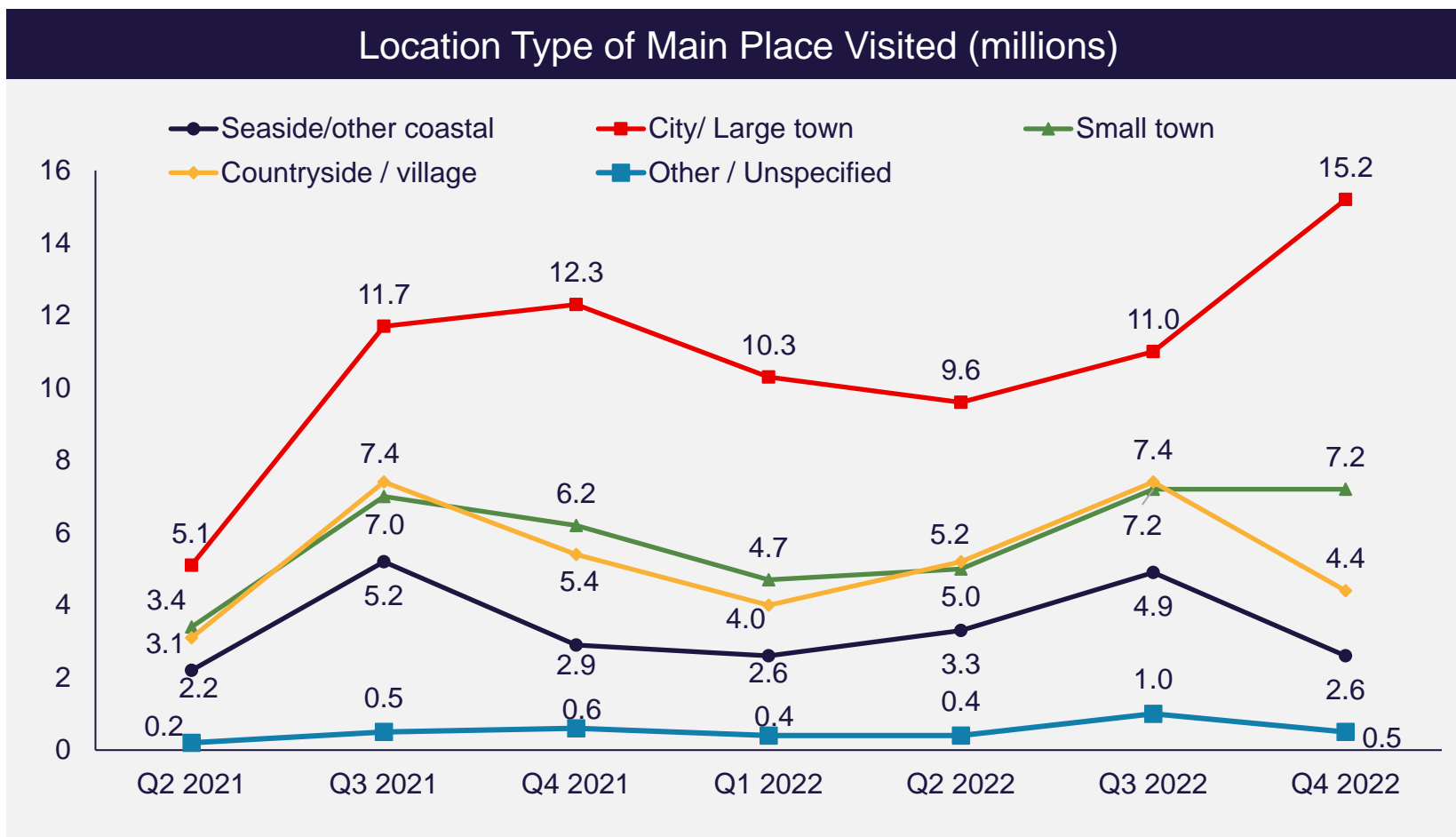


Average Trip Duration, by Trip Purpose	2021 (April to December)	2022 (April to December)	2022 (January to December)
Total Trips	3.4	3.0	3.0
Holiday Trips	3.7	3.8	3.7
Visiting Friends and Relatives	3.2	2.8	2.8
Business Trips	4.9	2.6	2.7
Miscellaneous Trips	2.5	2.4	2.4

Source: Great Britain Tourism Survey 2022, Overnight Trips
Base: England 7,885

Location type of main place visited overnight

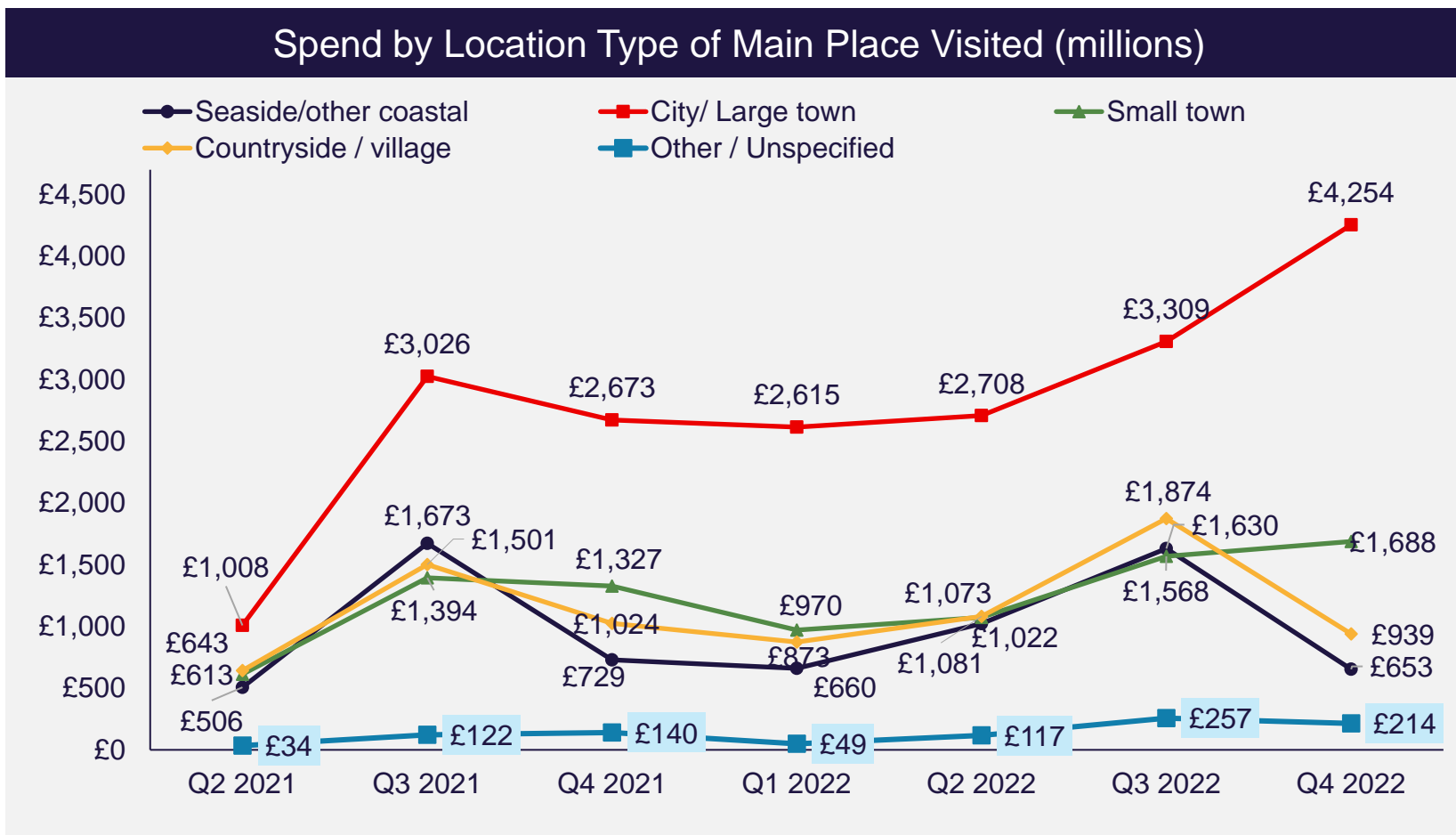
Large cities and towns proved to be the most popular destinations in 2022, showing a 23% increase from April to December 2021 to April to December 2022. The increase was most pronounced among miscellaneous trips (+6 percentage points vs 2021, comparing the same period of April to December), possibly reflecting the return of international travel after COVID-19 restrictions.



Location Type	Trips 2022 (millions)	Proportion of Trips
Seaside or other coastal	13.5	13%
Large city/ large town	46.0	43%
Small town	24.2	23%
Countryside/ village	21.0	20%
Others/ Unspecified	2.3	2%

Spend by location type of main place visited 2022

Spend on overnight trips to city / large town as a main place visited peaked in Q4 2022, a particularly strong period for cities and large towns, largely due to an increase in personal events/celebrations and business trips. The proportion of spend in seaside/ coastal areas and in countryside/ village decreased compared to Q4 2021.



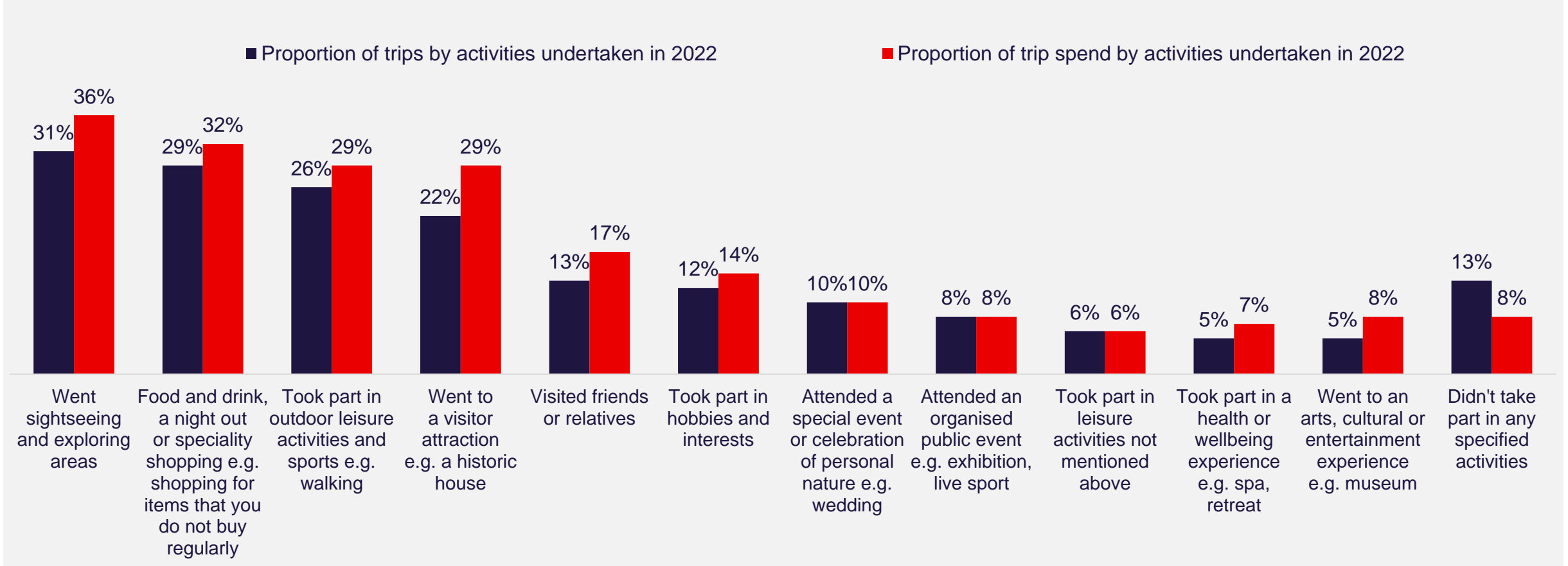
Location Type	Spend 2022 (millions)	Proportion of Spend
Seaside or other coastal	£3,964	14%
Large city/ large town	£12,887	47%
Small town	£5,298	19%
Countryside/ village	£4,767	17%
Others/ Unspecified	£637	2%

Source: Great Britain Tourism Survey 2022, Overnight Trips
Base: England 7,885

Trips and trip spend by activities undertaken 2022

Sightseeing and food and drink, night out or speciality shopping were the most popular trip activities and had the highest spend in England in 2022. Proportion of spend was considerably lower on trips where no activities were taken.

Proportion of trips and trip spend by activity type 2022

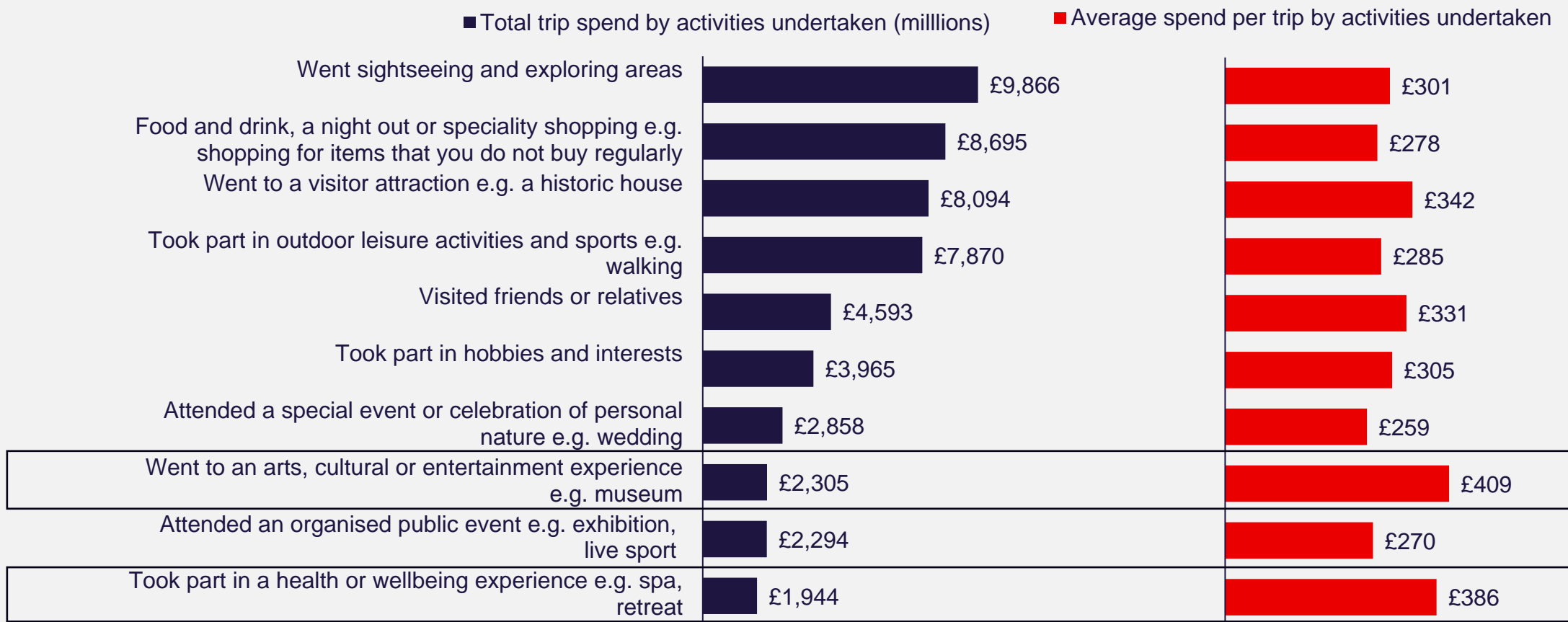


Source: Great Britain Tourism Survey 2022, Overnight Trips
Base: England 7,885

NOTE: Slide shows the proportion of trip and spend which involved each activity, it adds up to more than 100% as more than one activity could be undertaken on a visit.

Trip spend by activities undertaken on trips 2022

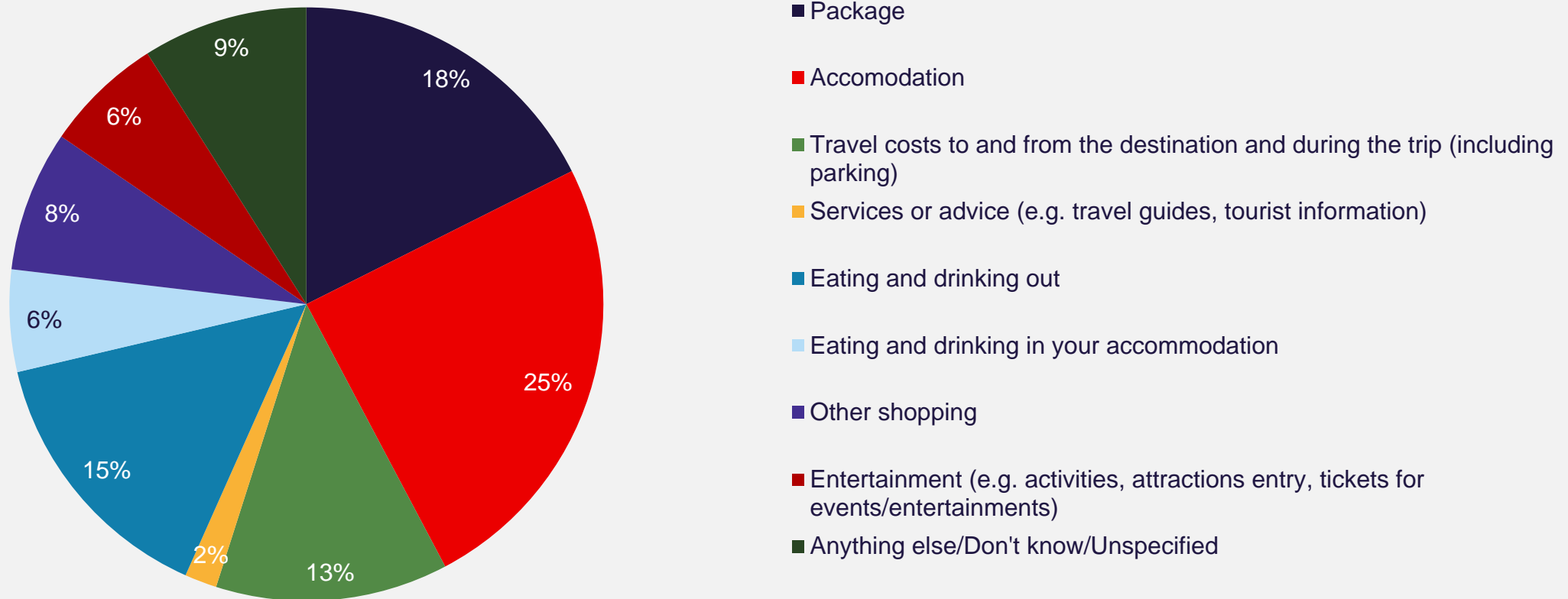
Trips that included arts, cultural and entertainment experience represented the lowest percentage of trips taken in England in 2022. However, these trips had the highest average spend per trip at £409, followed by trips with health and wellbeing experiences at £386. Trips that included attending a special event or celebrations of a personal nature (which increased 2022 in comparison 2021), had the lowest average spend per trip in England in 2022.



Trip spend breakdown 2022

While trip spend in England increased by 36% overall in 2022 (April to December) when compared to 2021 (April to December), there was minimal change in the proportion of spend on each category. The majority of trip spend still goes to accommodation, package holidays and eating and drinking out. While inflation may explain some of the increases in spend, it could also be the result of a changing demographic makeup of domestic trips in 2022 – where trips with those aged 25-34 represented a larger proportion of the overall trips. These trips have a higher average spend than trips with older age groups.

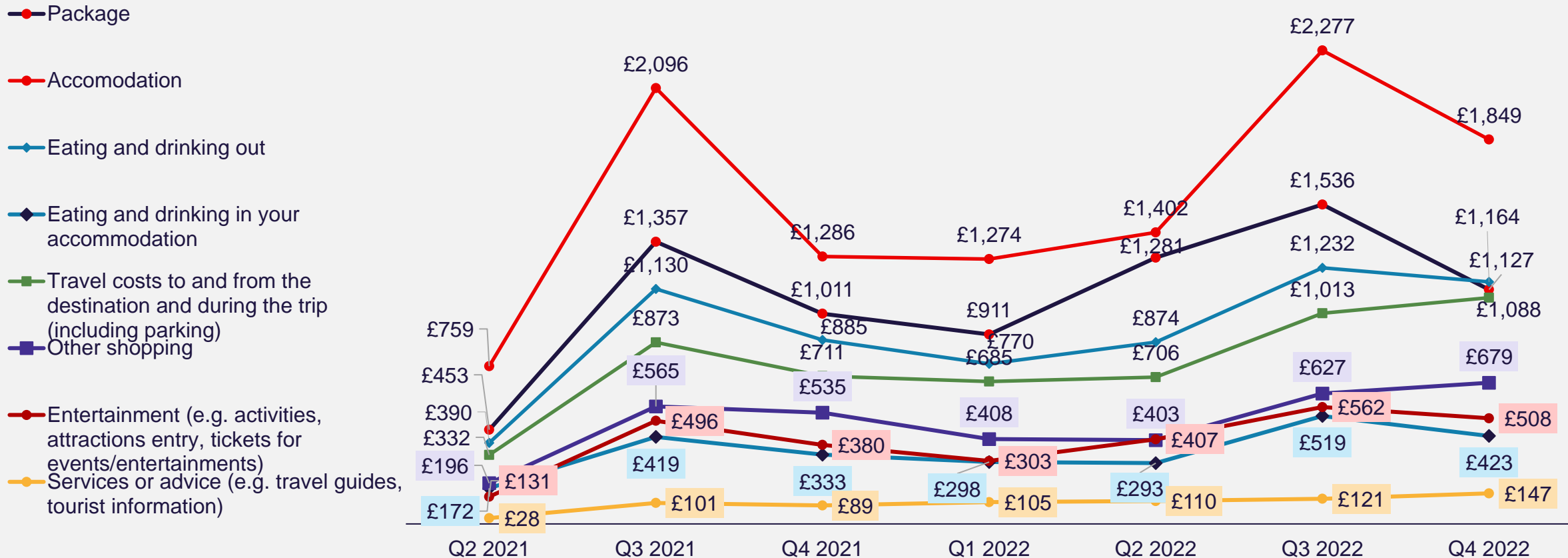
Trip Spend Breakdown 2022



Trip spend by quarter 2021-2022

Spend across all major categories increased for each quarter in 2022, when compared to the equivalent quarter in 2021. Services or advice (+65%), travel costs (+53%) and accommodation (+44%) registered the highest percentage increases between Q4 2021 and Q4 2022. Looking at price changes by sector, the annual growth in the consumer price index for hotels in 2022 was 11.4%, and 6.9% for transport.

Trip Spend by Quarter 2021-2022 (millions)



Trips and spend by region of residence 2022

Londoners take the most trips and contributed over 5.5bn to domestic tourism in 2022 (20% share of spend). South East England residents represent the second largest share of trips in England overall. For holiday trips, the top three regions of travellers' residence are London (16%), South East England (13%) and North West England (12%).

Total overnight trips	Trips	Nights	Spend
Net: England	99.3	292.0	£25,165
East England	11.3	35.4	£2,790
East Midlands	8.2	22.9	£1,959
London	17.3	55.8	£5,508
North West England	11.7	34.1	£2,876
North East England	4.8	13.2	£1,064
South East England	16.4	45.3	£3,563
South West England	10.4	30.1	£2,165
Yorkshire & the Humber	10.2	29.1	£2,695
West Midlands	9.0	25.9	£2,543
England Outside London	82.0	236.2	£19,657
Net: Scotland	3.7	12.9	£1,433
Net: Wales	3.9	11.3	£956

Holiday Trips	Trips	Nights	Spend
Net: England	32.5	119.2	£10,516
East England	3.6	13.9	£1,239
East Midlands	2.7	9.2	£798
London	5.6	21.6	£2,015
North West England	4.1	15.1	£1,336
North East England	2.1	8.0	£579
South East England	4.7	17.8	£1,411
South West England	3.2	10.8	£972
Yorkshire & the Humber	3.7	12.9	£1,074
West Midlands	2.7	9.6	£1,092
England Outside London	26.9	97.5	£8,502
Net: Scotland	1.5	6.1	£696
Net: Wales	1.4	4.3	£439

Source: Great Britain Tourism Survey 2022, Overnight Trips
Base: England 7,885

Trips and spend by region visited* 2022

In 2022, regions with the largest shares of visits to England were South West, South East and London. The South West is the most popular destination for holiday trips, representing a quarter of all holiday trips, holiday nights and holiday spend. Total trip spend in each region increased between 2021 and 2022 (April to December), with the largest increase in the North East (98%). The total number of overnight trips to each region also increased in this time period.

Total overnight trips	Trips (millions)	Nights (millions)	Spend (£millions)
All trips in England	106.9	316.2	£27,554
East England	11.2	31.2	£2,291
East Midlands	9.5	25.6	£1,904
London	16.4	40.7	£5,084
North West England	16.3	45.5	£4,278
North East England	4.3	11.8	£984
South East England	16.8	43.1	£3,530
South West England	19.3	64.0	£4,978
Yorkshire & the Humber	11.6	31.1	£2,568
West Midlands	9.9	21.4	£1,750
Other England **	0.7	1.9	£185
England Outside London	92.7	275.5	£22,470

Holiday Trips	Trips (millions)	Nights (millions)	Spend (£millions)
All trips in England	35.4	129.6	£11,651
East England	3.4	12.2	£821
East Midlands	3.0	9.7	£769
London	4.4	12.9	£1,680
North West England	6.0	19.5	£2,024
North East England	1.6	5.9	£418
South East England	4.9	15.3	£1,349
South West England	8.6	33.8	£2,788
Yorkshire & the Humber	4.2	13.8	£1,176
West Midlands	2.2	5.4	£527
Other England **	0.3	1.2	£100
England Outside London	31.5	116.7	£9,971

Source: Great Britain Tourism Survey 2022, Overnight Trips / Base: England 7,885

* Reporting all England overnight visits to each region, regardless if it was the main or secondary region visited.

** Includes trips reported as made to National Parks in England and Unspecified region in England.

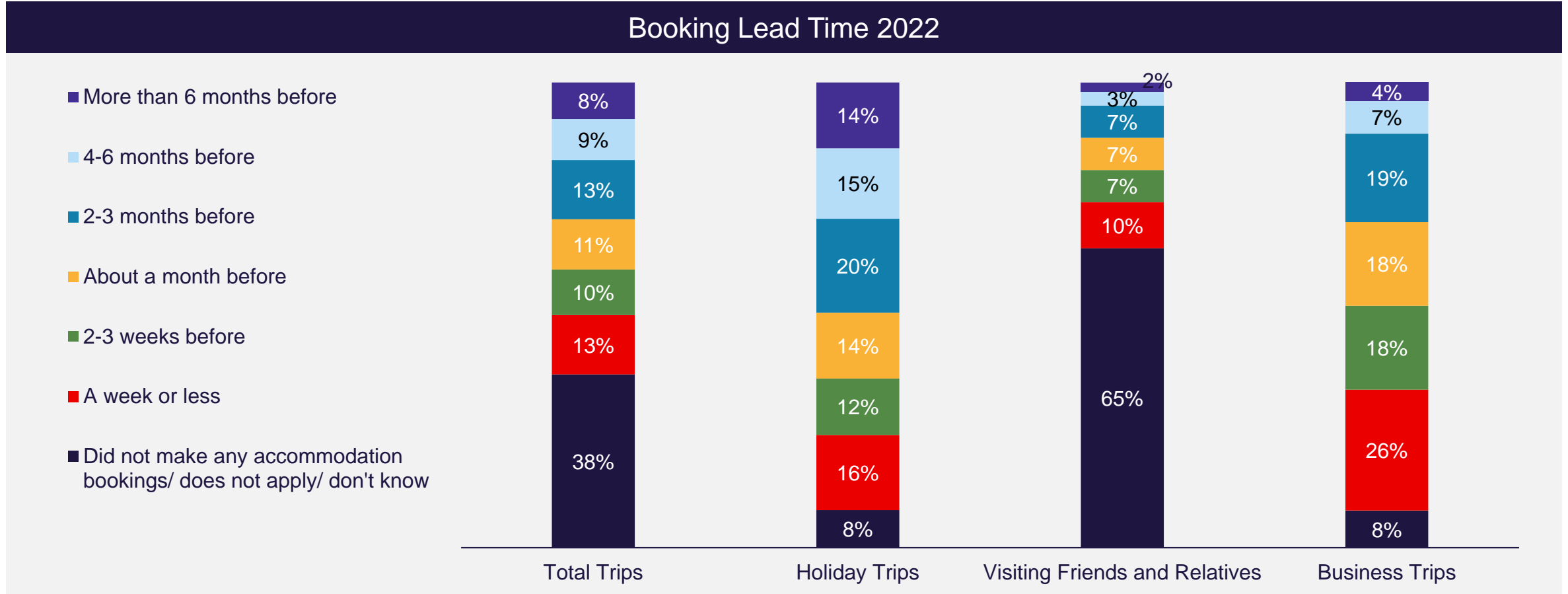


England Profile of Trips 2022

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

Accommodation booking lead time 2022

33% of domestic overnight trips' accommodation was booked only up to a month in advance, with 38% not been booked in advance at all (especially visiting friends and relative trips) and 30% being booked 2 or more months ahead. Longer summer holidays were planned well in advance, 29% of holiday trips booked 4 or more months in advance in 2022, vs 16% for all overnight trips. Focusing on Q3 2022, 35% of holiday trips were booked 4 or more months in advance.

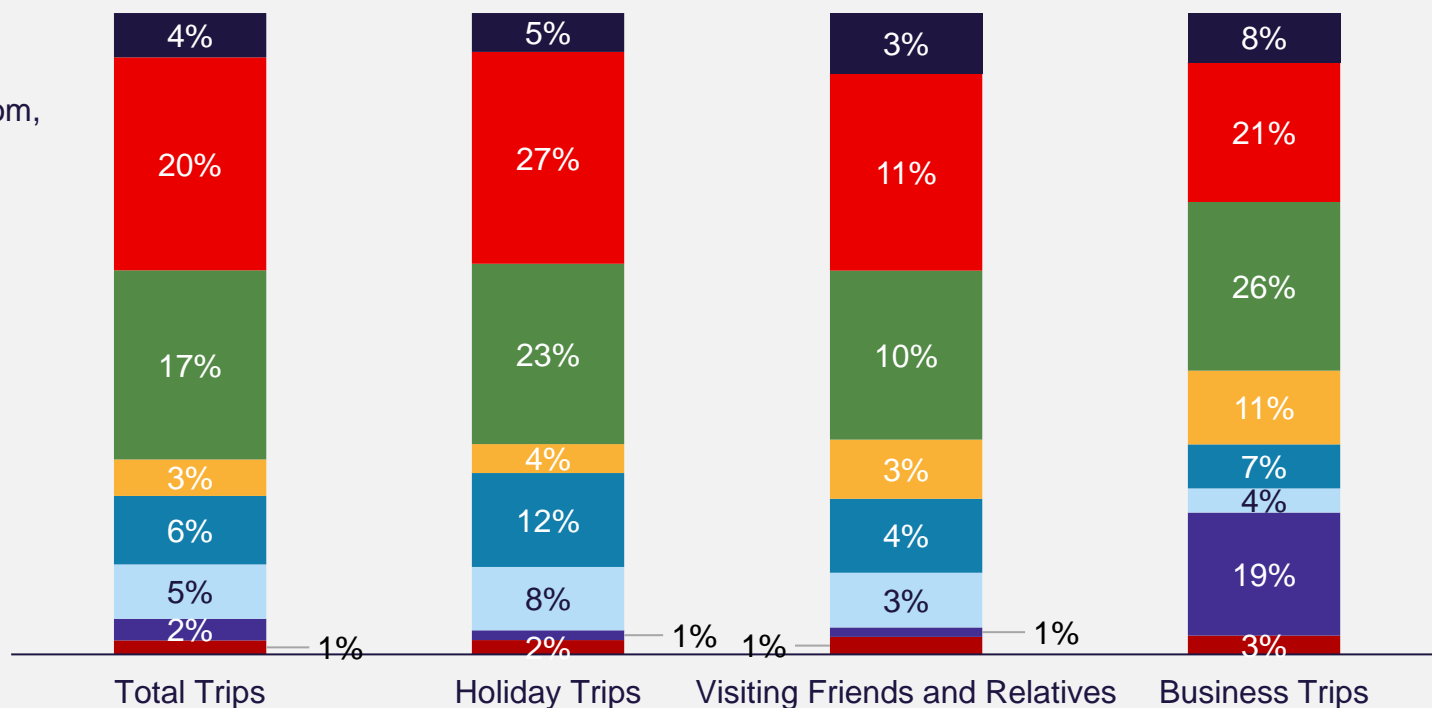


Booking method 2022

Travel websites and accommodation providers were the most common methods of booking any type of an overnight trip in England in 2022. There was little change in booking methods between April to December 2021 and April to December 2022.

Booking Method 2022 (share of trips)

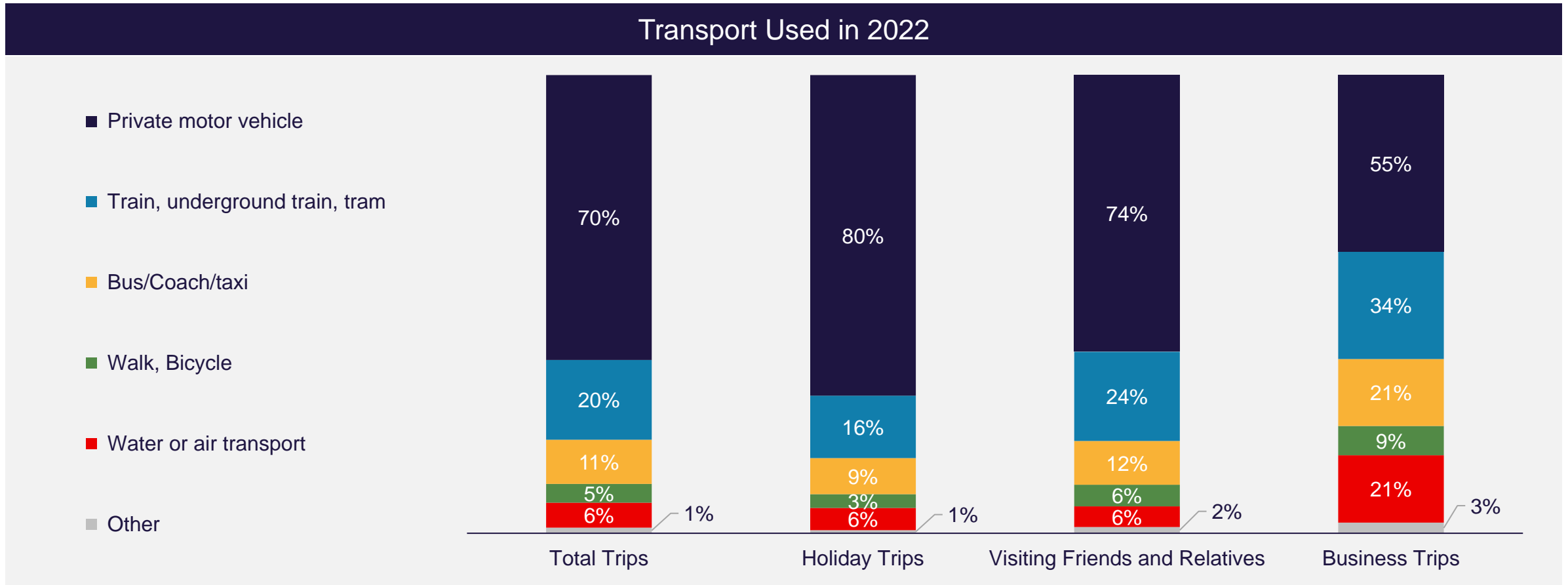
- Traditional travel agent (e.g. TUI, Trailfinders)
- A travel website (e.g. Expedia, Booking.com, Lastminute.com, TripAdvisor)
- A hotel or other accommodation provider directly (e.g. hotel company, B& B owner, cottage owner)
- A transport provider (e.g. Virgin Trains, British Airways, National Express)
- A tour operator or travel company (e.g. Haven, English Country Cottages, Superbreak)
- An accommodation sharing website (e.g. Airbnb)
- A corporate/business travel organiser
- A tourist information centre or tourist board office



Didn't make a booking/ not applicable	36%	8%	64%	7%
Other/Don't know	9%	13%	5%	7%

Transport used for travel to main destination 2022

While for the majority of trips the transport used was a private motor vehicle, for business trips, public and other types of transport are more likely to be used than for other types of trips. When comparing April to December 2021 to April to December 2022, there was a 2 percentage point decrease in the proportion of trips which used a car as the main transport, with a corresponding 2 percentage point increase in trip using the train (16% to 18%). This suggests there's a general return to public transport following COVID-19, despite train strikes affecting much of England throughout 2022.

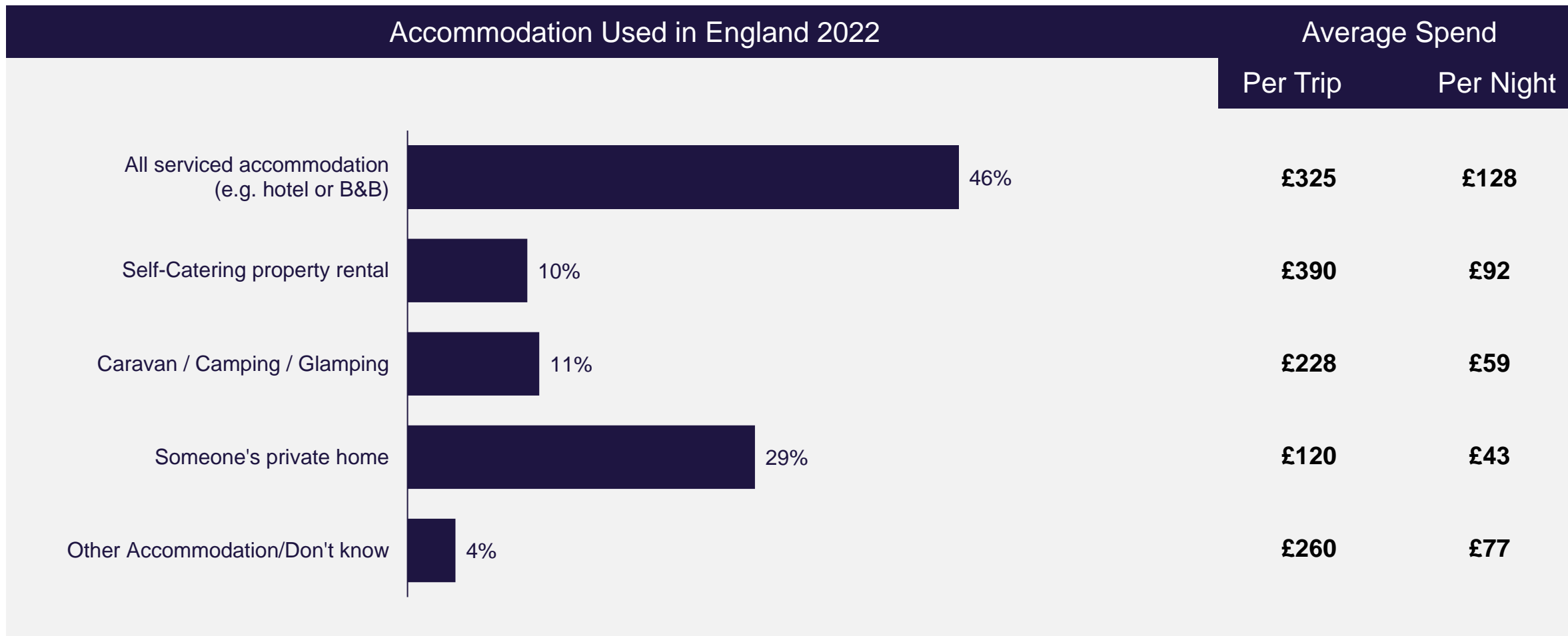


Source: Great Britain Tourism Survey 2022, Overnight Trips

Base: England 7,885

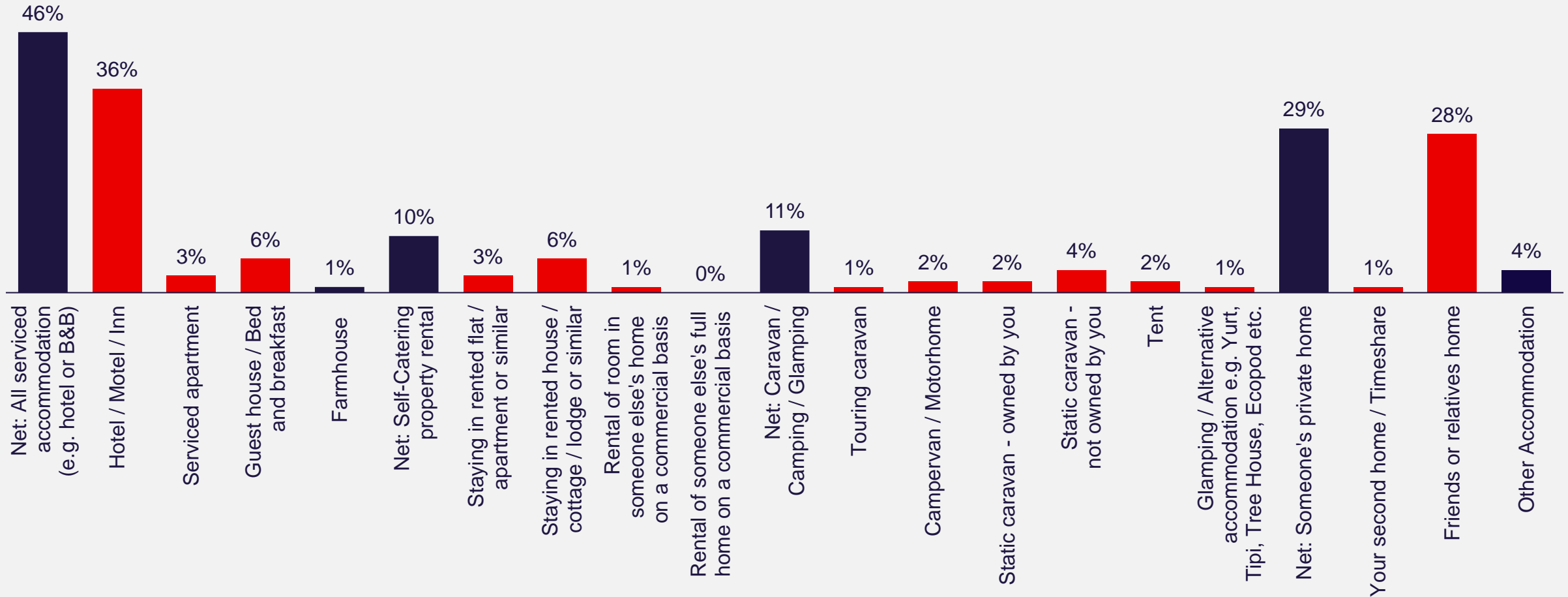
Accommodation used on overnight trips 2022 (topline)

Staying in a serviced accommodation was the most common type of accommodation used on overnight trips in England. The type of accommodation used varies by trip purpose, with 4 in 10 holiday trips favouring camping or a self-catering accommodation, versus 2 in 10 trips among all types of overnight trips.



Main accommodation used on overnight trips 2022 (full breakdown)

Main Accommodation Used in England 2022 (% of overnight trips)

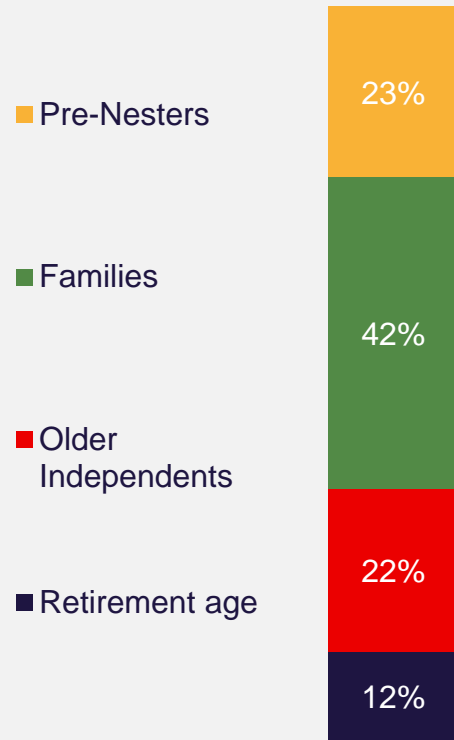


Source: Great Britain Tourism Survey 2022, Overnight Trips
Base: England 7,885

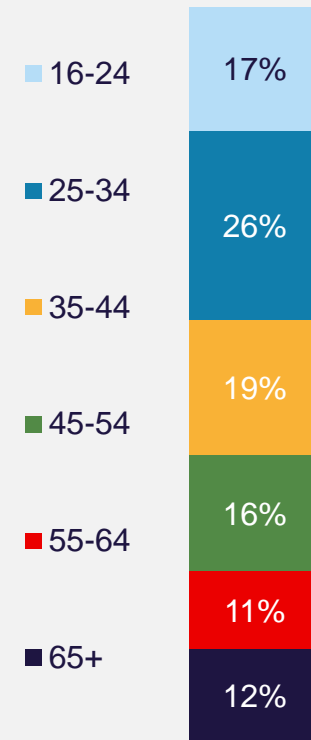
Lifestage and age profile for domestic trips 2022

The highest proportion of trips in 2022 were made by those in the family lifestage and show second lowest average spend per trip (£254 in 2022). In comparison, trips by Pre-Nesters represent 23% of trips and have the highest average spend per trip (£289 in 2022).

LIFESTAGE



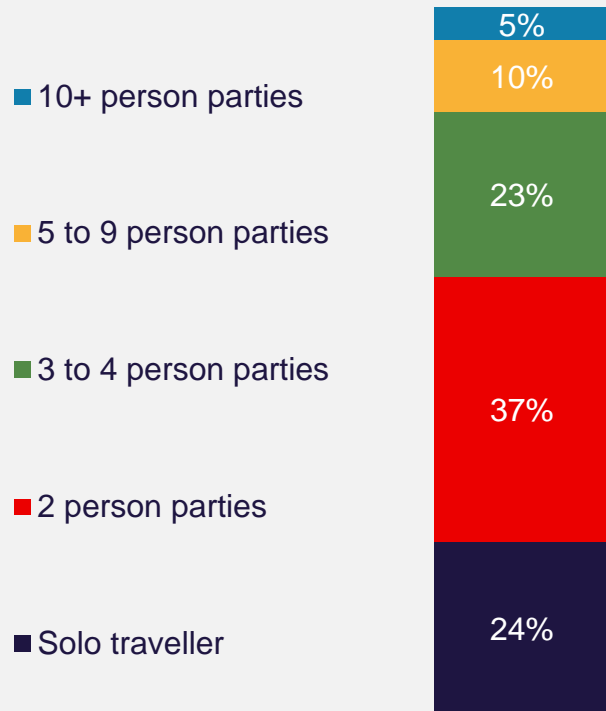
AGE



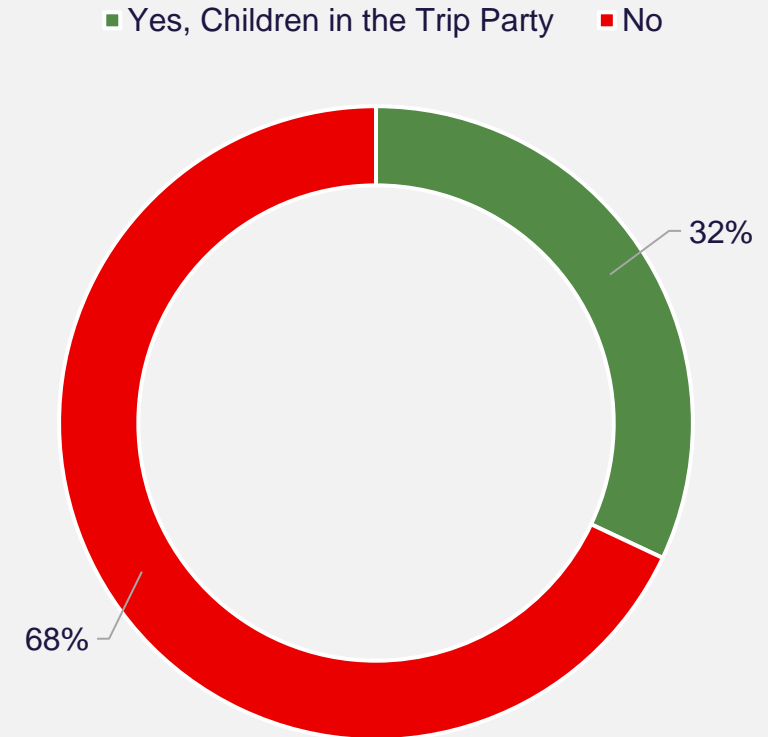
Trip party size 2022

6 in 10 trip parties were made up of 1 or 2 people. 2022 saw a decrease in the average trip party size, with a smaller percentage of children in the party and a slight decrease in the proportion of larger parties of 10 people or more. However, this varied by type of trip. When comparing April to December 2021 and April to December 2022, there was a 5pp increase in children on holiday trips from 40% to 45%, but a drop of 16pp in children being present on business trips.

Party Size



Children (under 16 years) in Trip Party



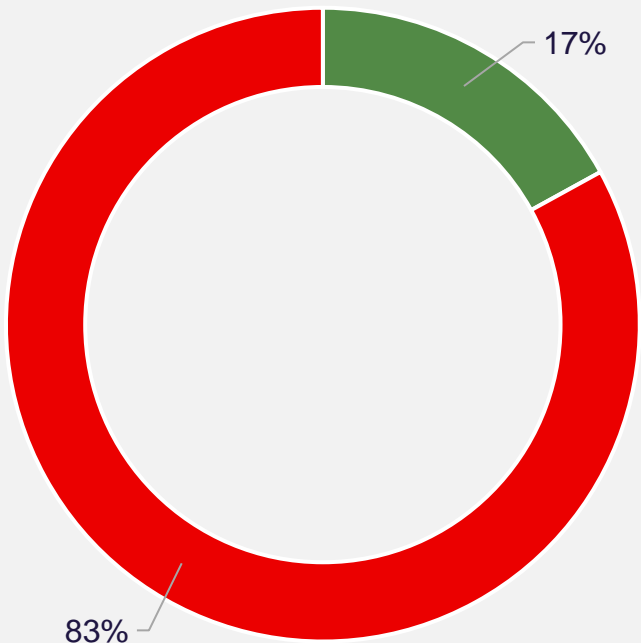
Source: Great Britain Tourism Survey 2022, Overnight Trips
Base: England 7,885

Trip party composition 2022

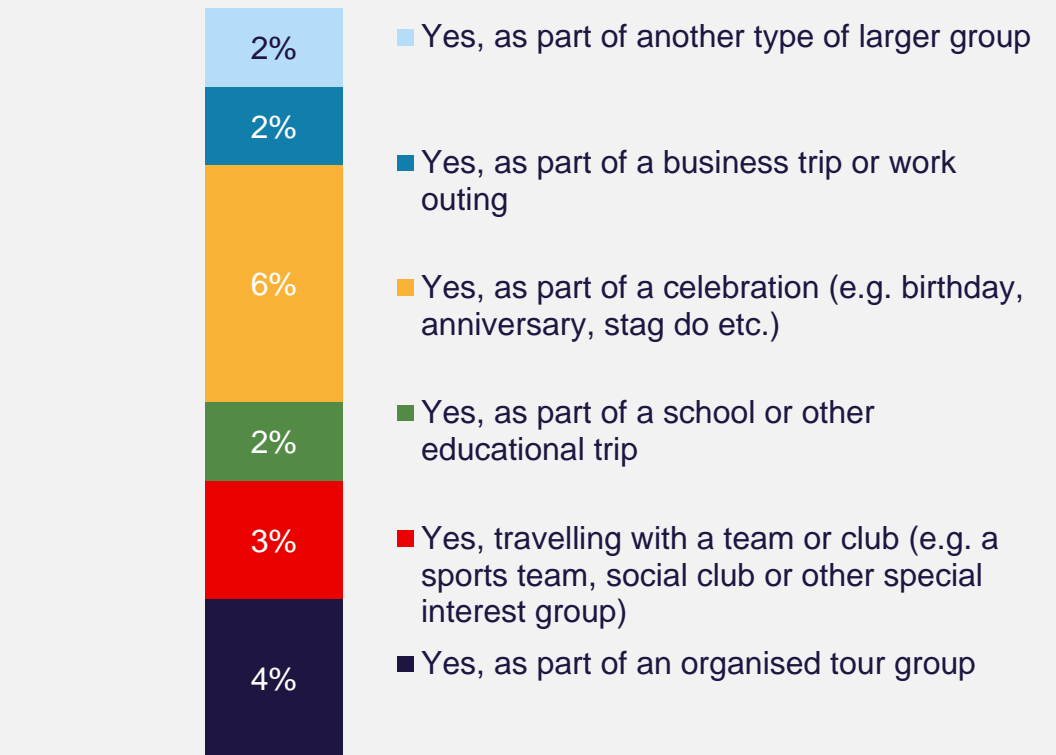
1 in 6 trips were part of a larger group (e.g. a coach party, tour group, school trip) in 2022, with celebrations being the most popular large group type. Trips with larger groups have a considerably higher average spend than those not part of a larger group. There was a slight decrease in the proportion of trips that were made up of larger groups in April to December 2022 vs April to December 2021 (19% to 17%). The average spend per trips with a large group is £328 versus those not with large group £243.

Part of a Large Party

■ Part of a Large Party ■ Not part of a Large Party



Large Party Type



Source: Great Britain Tourism Survey 2022, Overnight Trips
Base: England 7,885

Visits by home region and region of visit 2022

England residents were most likely to have gone to the South West of England region. The North West was the most popular destination for Scotland residents with 37% of trips taken to England. London and South West England were the most popular England destinations for trips from Wales*. 1 in 2 South West England residents took an overnight trip in their own region.

Region visited	Home region																			
	Net: England	East England	East Midlands	London	North West England	North East England	South East England	South West England	Yorkshire & the Humber	West Midlands	Net: Scotland	East Scotland	North Scotland	South Scotland	West Scotland	Net: Wales	Mid Wales	North Wales	South East Wales	South West Wales
East England	11%	35%	13%	11%	4%	11%	9%	4%	5%	4%	7%	10%	9%	0%	6%	4%	4%	3%	6%	2%
East Midlands	9%	8%	29%	7%	7%	6%	7%	4%	13%	9%	5%	2%	4%	7%	6%	5%	8%	5%	4%	5%
London	15%	14%	13%	26%	12%	9%	14%	12%	11%	16%	16%	21%	27%	10%	10%	20%	9%	6%	24%	27%
North West England	14%	7%	10%	11%	44%	21%	8%	5%	14%	16%	37%	34%	34%	52%	38%	17%	16%	49%	9%	8%
North East England	4%	2%	3%	2%	4%	23%	3%	2%	6%	1%	8%	9%	9%	4%	9%	1%	2%	0%	1%	0%
South East England	16%	17%	9%	22%	6%	10%	34%	15%	5%	9%	7%	7%	6%	0%	7%	11%	14%	12%	9%	19%
South West England	18%	15%	11%	16%	10%	5%	22%	50%	8%	17%	9%	7%	17%	14%	8%	29%	21%	6%	38%	27%
Yorkshire & the Humber	11%	6%	9%	9%	12%	16%	5%	6%	36%	6%	11%	9%	10%	8%	13%	6%	8%	9%	5%	3%
West Midlands	9%	5%	11%	8%	7%	5%	5%	11%	6%	29%	8%	8%	6%	4%	9%	12%	17%	15%	10%	16%

*Note that the above table is based on trips to England, therefore the percentages exclude trips to Scotland and Wales

Source: Great Britain Tourism Survey 2022, Overnight Trips

Base: England 7,885



APPENDIX

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

Domestic Overnight Trips: Annual Data Tables

Please click on the paper clip image to view the file.

April to December 2021 data tables

January to December 2022 data tables

Great Britain



England



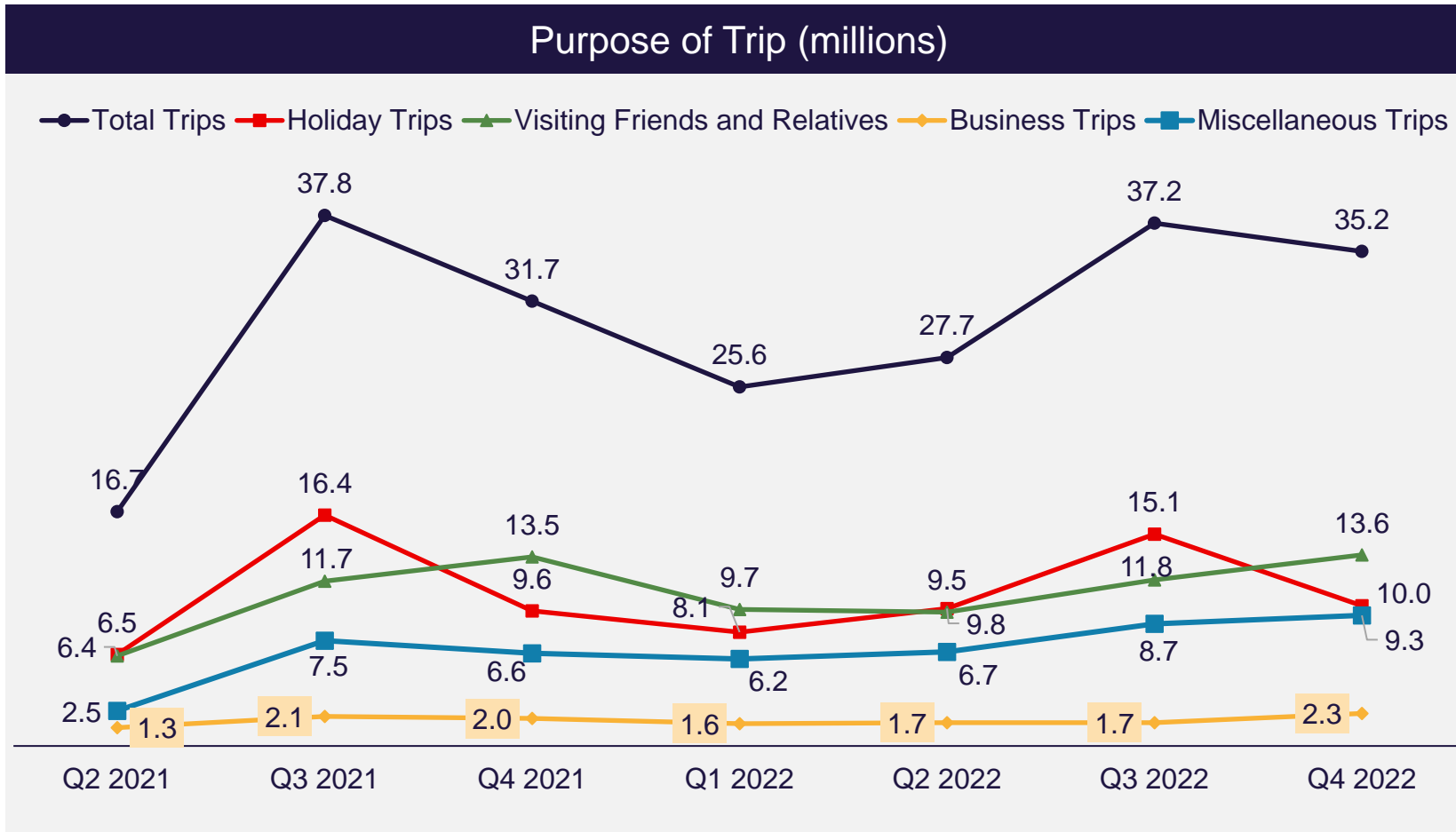
Great Britain



England



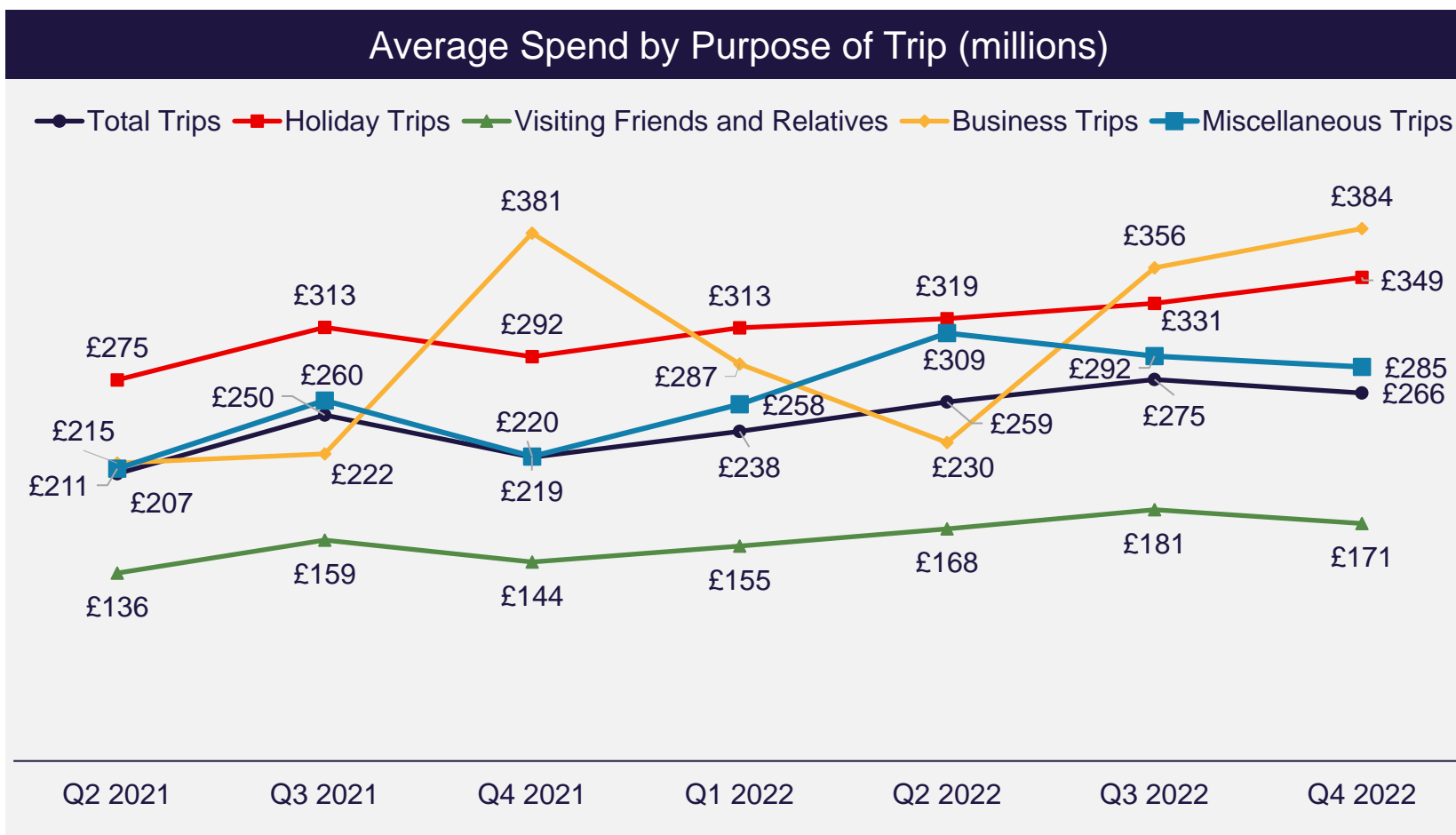
Trip purpose by quarter in Great Britain



Purpose 2022	Number of Trips 2022	Proportion of Trips
Total Trips	125.7	
Holiday Trips	43.0	34%
Visiting Friends and Relatives	44.7	36%
Business Trips	7.2	6%
Miscellaneous Trips	30.8	25%

Source: Great Britain Tourism Survey 2022, Overnight Trips
 Base: Great Britain 10,161; England 7,885; Scotland 1,537; Wales 993

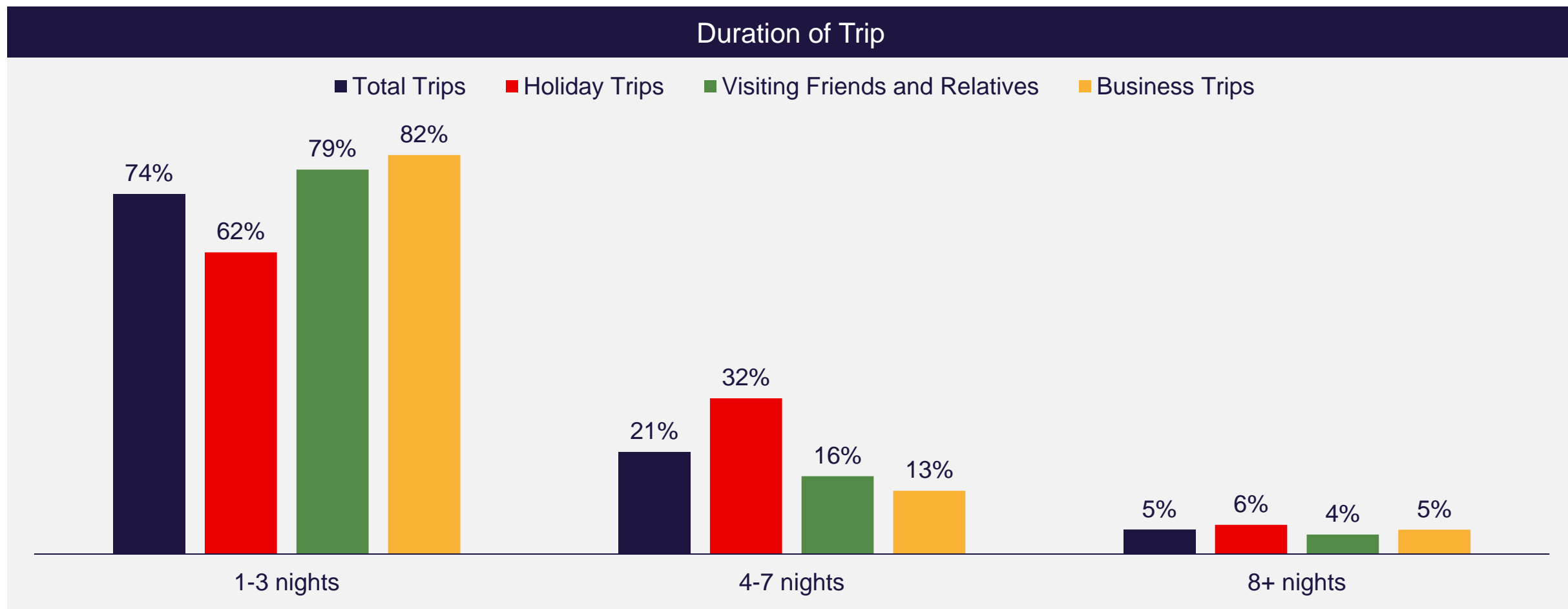
Average spend by trip purpose in Great Britain



Purpose of Trip	Average Spend GB 2021 (April to December)	Average Spend GB 2022 (April to December)
Total Trips	£230	£268
Holiday Trips	£299	£333
Visiting Friends and Relatives	£148	£174
Business Trips	£278	£331
Miscellaneous Trips	£237	£294

Source: Great Britain Tourism Survey 2022, Overnight Trips
 Base: Great Britain 10,161; England 7,885; Scotland 1,537; Wales 993

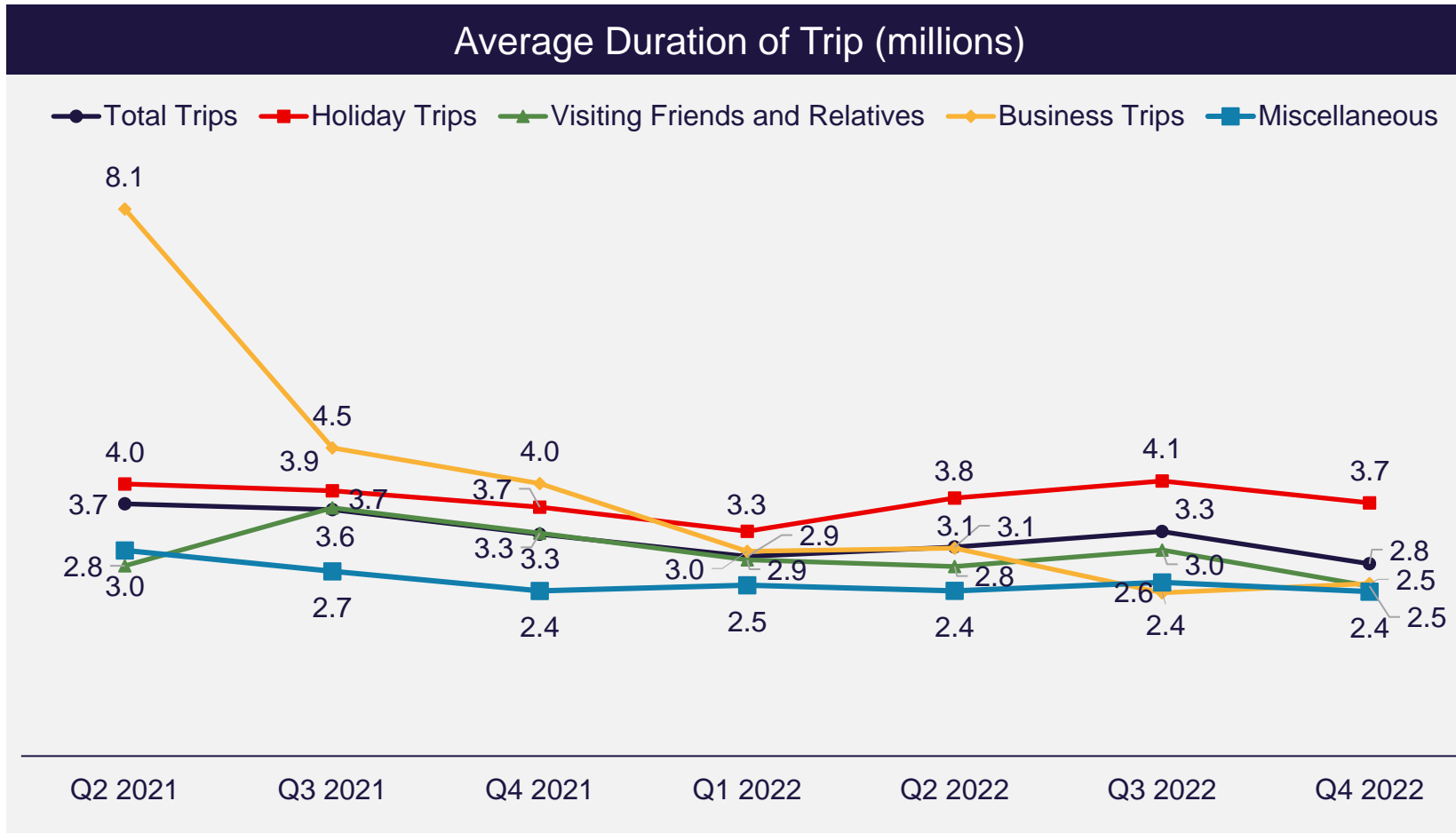
Duration of trips in Great Britain 2022



Source: Great Britain Tourism Survey 2022, Overnight Trips
Base: Great Britain 10,161; England 7,885; Scotland 1,537; Wales 993

For 0.4% of total trips the duration was unspecified.

Average duration of trip by quarter in Great Britain



Purpose 2022	Average Duration 2021	Average Duration 2022
Total Trips	3.5	3.1
Holiday Trips	3.9	3.9
Visiting Friends and Relatives	3.3	2.8
Business Trips	5.2	2.7
Miscellaneous Trips	2.7	2.5

Source: Great Britain Tourism Survey 2022, Overnight Trips
 Base: Great Britain 10,161; England 7,885; Scotland 1,537; Wales 993