

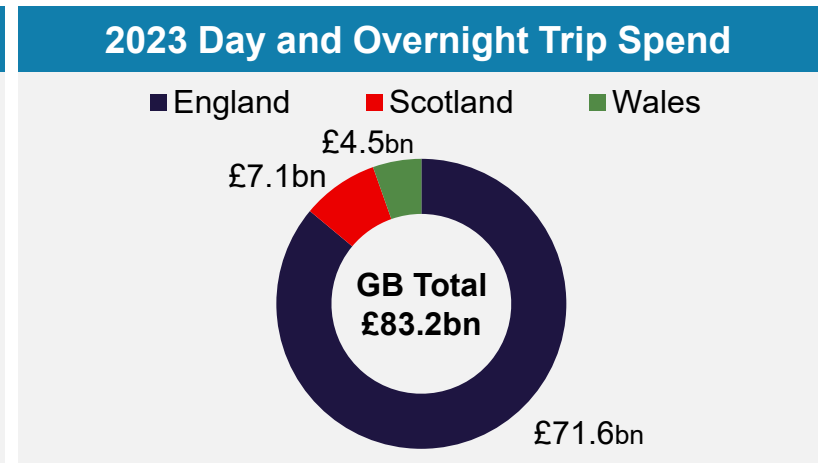
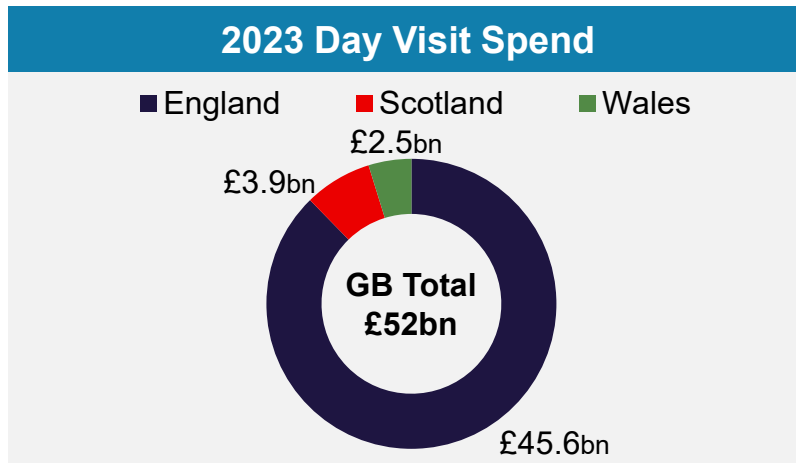
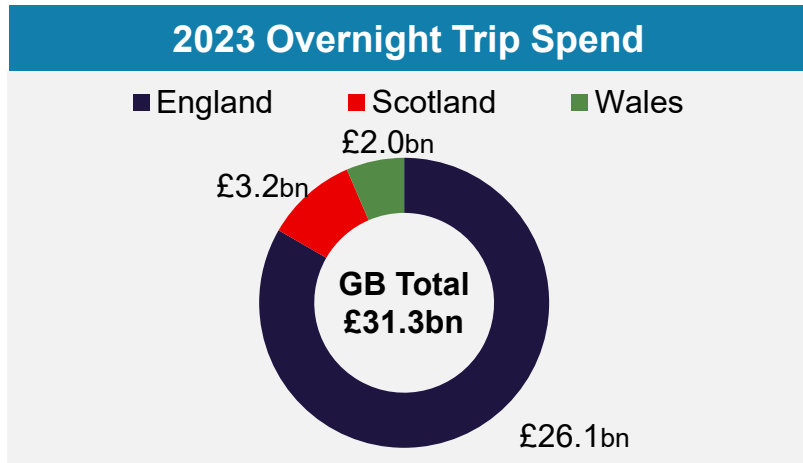
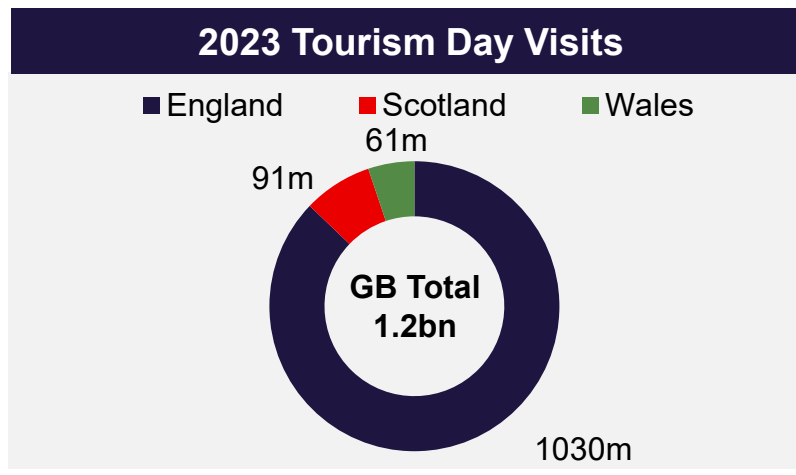
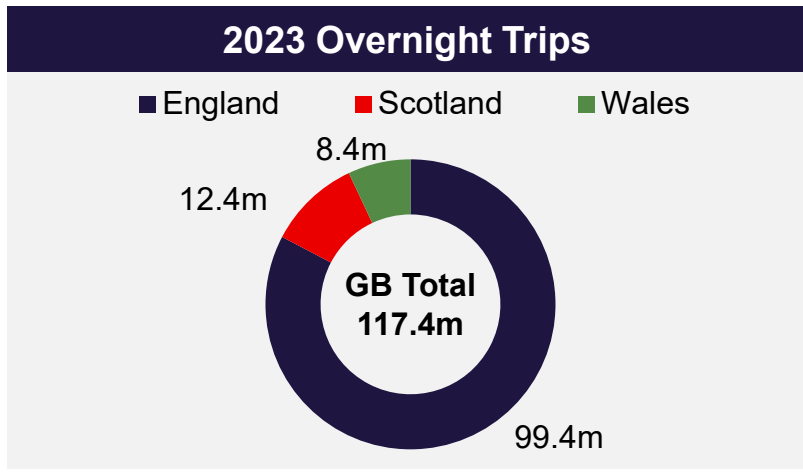
# GB Tourist Annual Report 2023

## Domestic overnight trips in Great Britain and England

Source: Great Britain Tourism Survey (GBTS)



# Great Britain residents took 1.2 billion day trips and 117 million overnight trips in Great Britain in 2023. Spend for all domestic trips in Great Britain in 2023 was £83.2 billion.



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# Introduction

- This report provides details on domestic overnight trip characteristics and includes the estimates for the volume and value of domestic overnight tourism trips taken by British residents in Great Britain (GB) and in England during the period from 1 January to 31 December 2023. This data is compared to 2022.
- The data follows a recent methodological review, please see our [Statement on methodological review](#) for more details. Following analysis of 2022 and 2023 data, it became necessary to examine key aspects of the current methodology to ensure that it best meets user needs for monitoring domestic tourism.
- The GBTS 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 statistics in this release are based on a new combined online survey (called Great Britain Tourism Survey, covering both, overnight trips and day visits) that replaces the separate Great Britain Tourism Survey (overnight trips) and Great Britain Day Visits Survey (day visits) which ran until the end of 2019. Due to the methodological changes, the data from 2022\* onwards cannot be compared to the results up to 2019. (Please note that data for 2020 and 2021 are not published as due to COVID pandemic lockdowns, the complete calendar year data is not available.)
- Further information on the methodology see the Background Quality Report available [domestic overnight trips webpage](#).
- The Great Britain Tourism Survey (GBTS) is conducted by an independent market research agency BMG Research Limited and sponsored by VisitEngland, VisitScotland and Visit Wales. Detailed results for Scotland and Wales are published by [VisitScotland](#) and [Visit Wales](#) respectively.
- Please note sample sizes at the monthly level and for some subgroups 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. There can be a high degree of variability in the new data, especially for spend, and we advise caution when making comparisons across months and quarters.

# 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 May 2022, the pre-May 2022 data has been calibrated to account for these changes.
- 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 2023 estimations based upon:

Nation	Unweighted Base Sizes 2023
GB	9,245
England	7,279
Scotland	1,265
Wales	914

- 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 domestic overnight stay 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 \(CPI\)](#), was 4% in the 12 months to December 2023, down from a peak of 9.2% in October 2022. However, the start of 2023 still had a high CPI of 10.1%, which slowly reduced as the year progressed.
- **International travel:** According to the [ONS](#), UK residents made 86.2 million visits abroad in 2023; this compares with total visits of 71.0 million in 2022. UK residents spent £72.4 billion on visits abroad in 2023, £13.9 billion more than in 2022.
- **Industrial actions:** Ongoing industrial action throughout 2023 undoubtedly had an impact on travel. For example, around 1 in 10 people (11%) surveyed in the [Opinions and Lifestyle Survey \(OPN\)](#) reported having their travel plans disrupted by rail strikes in late January/early February 2023. Among those who reported that rail strikes had disrupted their travel plans, almost half (45%) said this disruption affected their ability to take part in leisure activities.
- **Weather:** The [MET](#) office reported that 2023 was one of the warmest years on record for the UK and was also relatively wetter than average. Eight of the 12 months of the year were warmer than average, and the warmest periods were in June and September, with the high summer months of July and August generally cooler and wetter. 2023 was relatively wet with 1,290mm of rainfall, making it the UK's 11th wettest year in a series going back to 1836. 2023-24 saw the most active start to the storm season since naming storms began in 2015.
- **COVID-19:** While COVID-19 was unlikely to have an impact on 2023 tourism, the after-effects were still being felt throughout 2022, resulting in a particularly strong Q4 2022. This is important to note when assessing quarterly year-on-year comparisons.





# Summary

# Summary of findings - 2023 domestic overnight trips (1/2)

## Great Britain

- There were 117.4 million domestic overnight trips in Great Britain in 2023. This represents a 5% decrease, when comparing to 2022. While domestic spend on trips dropped by 2% to £31.3 billion, the average spend per trip to Great Britain rose from £259 in 2022, to £266 in 2023. Nights spent on trips in 2023 reduced by 9% when compared to 2022; this may be in response to the increased cost of living, whereby people reduced their domestic overnight trip length rather than forego the trip altogether.
- Domestic day visits to Great Britain in 2023 increased quarter on quarter when compared to 2022, with often inverse trends to overnight stays, suggesting that there may be some substitution of day for overnight domestic trips. Overall, there was a 22% increase in holiday trips taken outside the UK by GB residents in 2023, when compared to 2022, which could indicate that when discretionary budget was smaller, international holidays were replacing domestic holidays to some degree.

## England

- There were 99.4 million trips in England in 2023, 5% lower than in 2022 and £26.0 billion spend (-3% when compared to 2022). However, when looking at quarter on quarter comparisons, Q1 and Q2 2023 were slightly higher for trips and spend when compared to the same quarters in 2022. This may indicate that domestic trips are moving to the less expensive shoulder seasons. Inflation was still quite high early in 2023, with CPI still at 10.1% in January 2023.
- 37% of overnight trips in 2023 were to visit friends and relatives and 31% were holidays. There was a 2 percentage point decrease in holiday trips between 2022 and 2023. Miscellaneous trips increased by 2 percentage points throughout 2023, as more young people (+5 percentage points when compared to 2022) travelled internationally (miscellaneous trips include domestic stays as part of overnight trips).
- 3 in 4 trips in England in 2023 lasted up to 3 nights. The duration of trips was shorter in 2023 than in 2022. This was largely due to shorter holiday trips. Spend per night is significantly higher on shorter trips than longer trips, £121 for trips lasting 1-3 nights, and £76 for trips of 4-7 nights and just £42 per night for those of 8 nights or more.
- Cities and large towns were the most popular destinations in 2023, followed by small towns and the countryside. The proportion of trips in small towns increased by 2 percentage points in 2023 overall, with a 5 percentage point increase among 18-34 year-olds choosing small towns.

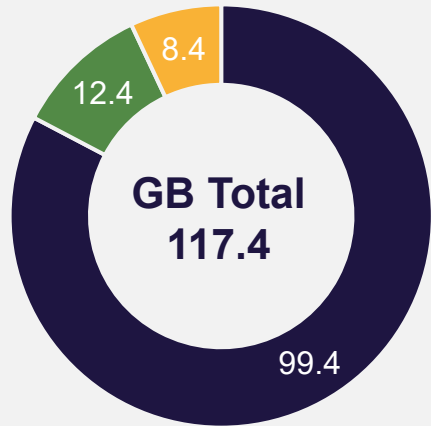
# Summary of findings - 2023 domestic overnight trips (2/2)

## England

- 'Sightseeing' and 'food and drink, a night out or speciality shopping' were the most popular trip activities and had the highest spend in England in 2023. There was a 2 percentage point decrease year on year in trips which included attending a visitor attraction with a 3 percentage point decrease in the proportion of spend. The VisitEngland Visitor Attractions survey found that there was a drop related to the rising cost of living, as there was an increase in visits to free attractions.
- While there was minimal change in spend by category at an annual level, there is a clear difference by quarter year-on-year. When compared to 2022, package spend was higher in Q1 of 2023, and eating and drinking out was higher in Q1 and Q2 2023. This is in line with changing domestic tourism trends in 2023, with an increase in trips being taken in the shoulder period in 2023, when compared to 2022.
- 28% of overnight trips were booked more than 2 months in advance in 2023, a 2 percentage point decrease on the year before. Trips booked further in advance were longer in duration, 3.8 days for those booked 6+ months in advance in comparison to 2.8 average days per trip generally. However, trips booked 1 month in advance had the highest average spend per night of £125 vs. £93 per night for all England trips.
- When comparing 2023 to 2022, there was a 3 percentage point decrease in the proportion of trips which used a car as the main transport (71% to 68%), even though car ownership remained the same at 86%. There was a 2 percentage point increase in trips using train, underground or tram (business and miscellaneous trips were most likely to use public transport). Holiday trips has a similar pattern, with 6 percentage point increase in train, underground and tram usage. As there were strike actions across public transport in 2023, the move to public transport may be in response to fuel prices.
- 1 in 5 domestic overnight trips in England were made by 16–24-year-olds, a 3 percentage point increase since 2022. This age group were also the biggest spenders (£329 per trip versus average of £262 per trip) and experienced a 13% increase in spend when compared to 2022. This increase in the youngest age group follows a 3 percentage point increase in 2022 in the proportion of 25-34 year olds taking trips in England.
- Less than 1 in 5 trips were part of a larger group (e.g. a coach party, tour group, school trip) in 2023, with celebrations being the most popular large group type. There was a 2 percentage point increase in the proportion of large trips in 2023, these trips have a slightly longer duration (3.0 days vs. 2.8 days) and considerably higher average spend per trip (£349 vs £243) than those not part of a larger group.

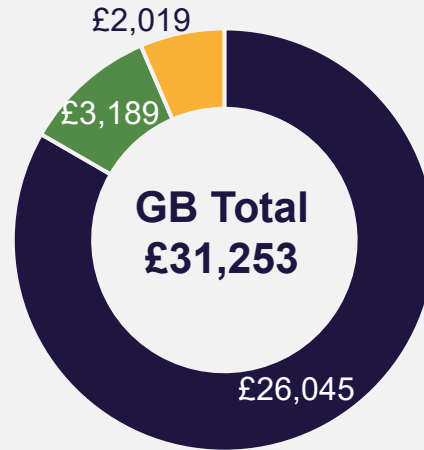
# 2023 GB overnight tourism statistics at a glance

2023 Total trips taken (millions)



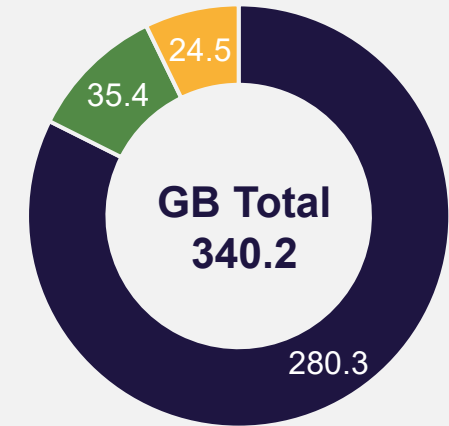
■ England ■ Scotland ■ Wales

2023 Total spend (millions)



■ England ■ Scotland ■ Wales

2023 Total bednights (millions)



■ England ■ Scotland ■ Wales

Nation	Average Spend per Trip 2023
GB	£266
England	£262
Scotland	£258
Wales	£239

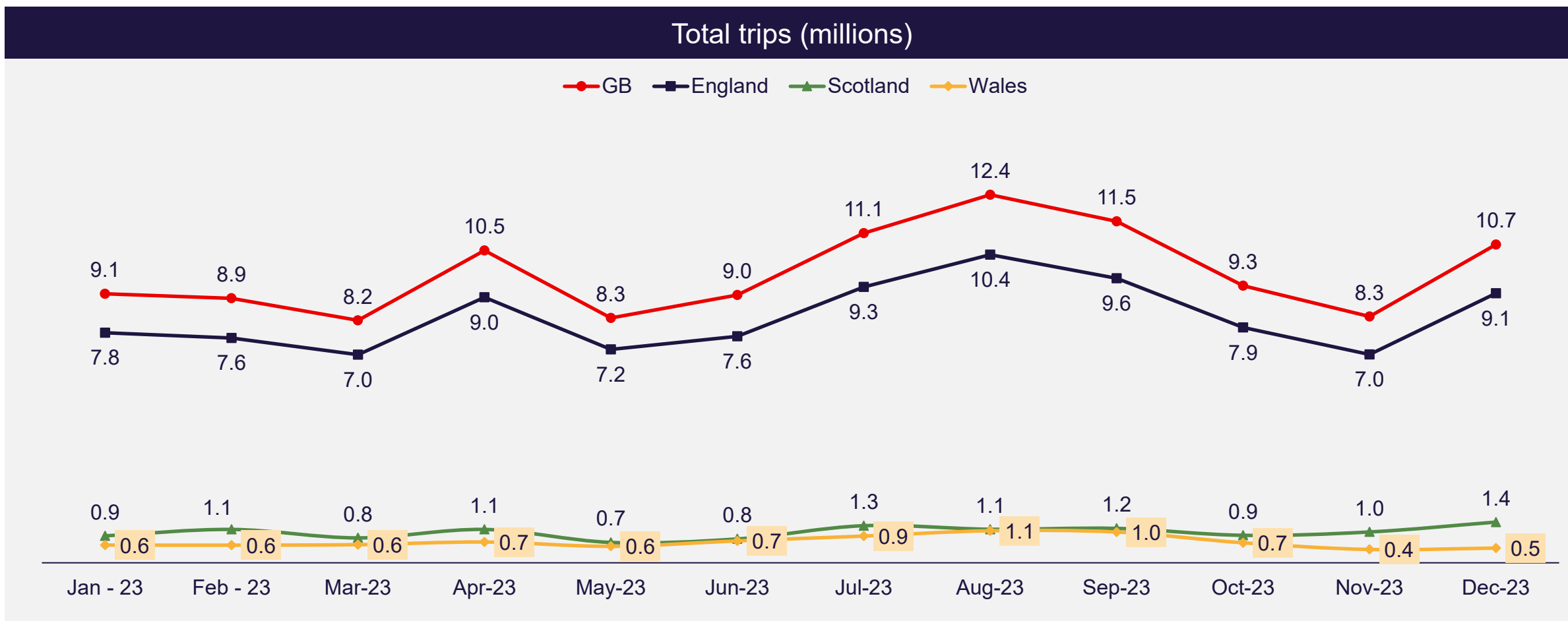
Nation	Average Spend per Night 2023
GB	£92
England	£93
Scotland	£90
Wales	£82

Nation	Average Nights per Trip 2023
GB	2.9
England	2.8
Scotland	2.9
Wales	2.9

Source: Great Britain Tourism Survey 2023  
 Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914

# Domestic overnight trips by month in 2023

Domestic overnight trips in Great Britain peaked in August 2023 with 12.4 million overnight trips taken; this was largely fueled by holiday trips in this period (41% in August vs. 32% in 2023). April 2023 Easter period was particularly popular among families, while December 2023 peaks due to those visiting friends and family during Christmas (45% share vs. 37% in 2023 overall).

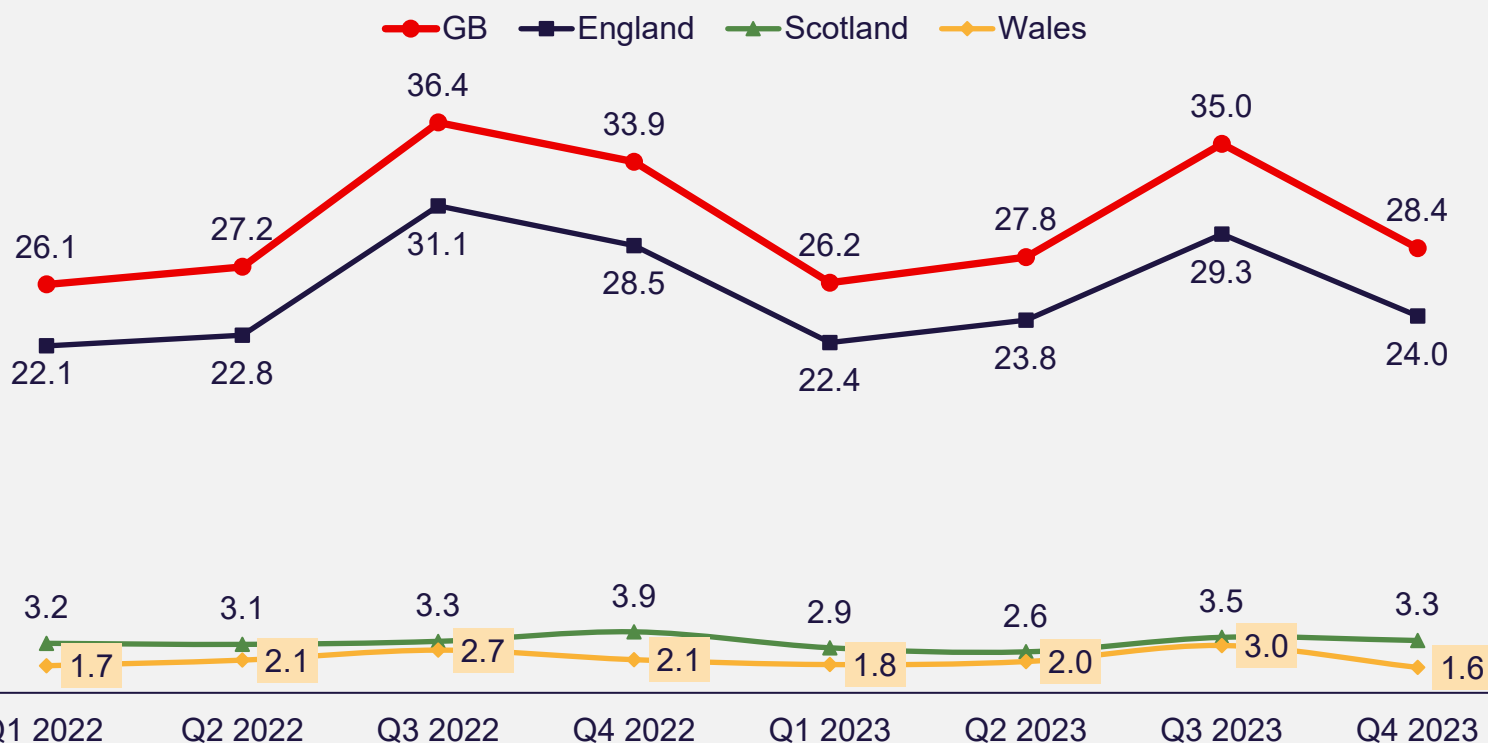


Source: Great Britain Tourism Survey 2023  
 Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914

# Domestic overnight trips by quarter 2022-2023

In comparison to 2022, Q4 2023 experienced a drop in domestic overnight trips in Great Britain. However, Q4 2022 was unusually strong as the public embraced travel following the final removal of all COVID restrictions earlier in the year. While the summer 2023 period saw a decrease in trips in England, there was a slight uplift in trips in Scotland (+8%) due to an increase in miscellaneous trips, and Wales (+10%). In April 2023, trips in England in Q2 were marginally higher (4%) than in 2022.

Total trips (millions) by quarter



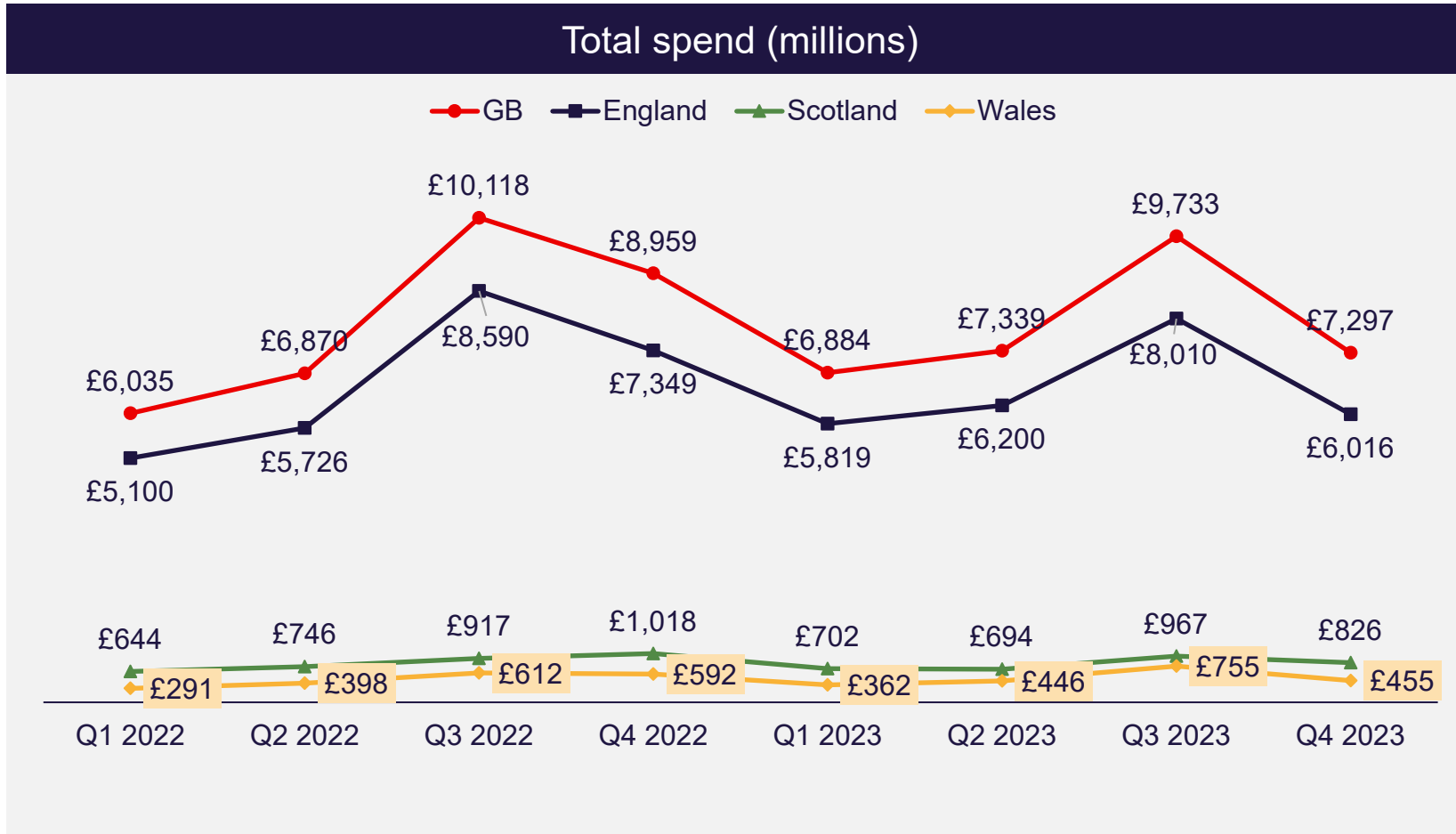
Nation	Number of trips 2023 (millions)	Proportion of GB trips 2023
GB	117.4	
England	99.4	85%
Scotland	12.4	11%
Wales	8.4	7%

Source: Great Britain Tourism Survey 2023

Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914

# Total trip spend by quarter 2022-2023

In line with trip volume, Q1 and Q2 spend on domestic trips in Great Britain and England in 2023 outperformed the same time in 2022. Spend in Q3 2023 increased for Scotland (6%) and Wales (23%).

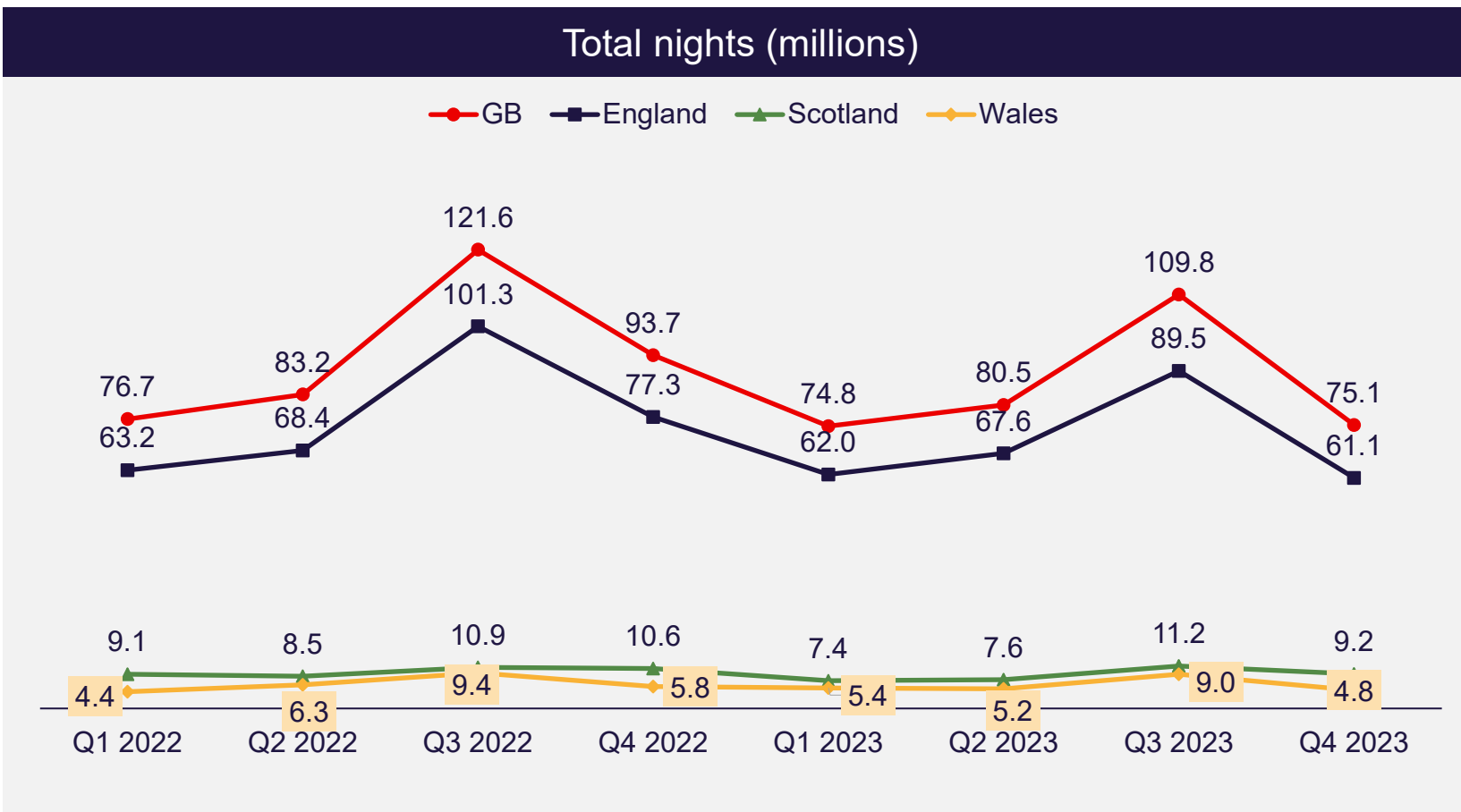


Nation	Total spend 2023 (millions)	Proportion of GB spend 2023
GB	£31,253	
England	£26,045	83%
Scotland	£3,189	10%
Wales	£2,019	6%

Source: Great Britain Tourism Survey 2023  
 Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914

# Nights spent on a trip by quarter 2022-2023

Nights spent on a domestic trip in Great Britain reduced by 9% in 2023, when compared to 2022. Nights spent in England are down across all quarters in 2023, however, there was an uplift in nights spent in Scotland in Q3 and Wales in Q1 2023. The Domestic Sentiment Tracker, commissioned by the NTAs, indicated that throughout 2023 circa 12% to 13% (it changes month on month) of respondents would reduce the number of nights spent on a trip in response to the cost-of-living.



Nation	Total nights 2023 (millions)	Proportion of GB nights 2023
GB	340.2	
England	280.3	82%
Scotland	35.4	10%
Wales	24.5	7%

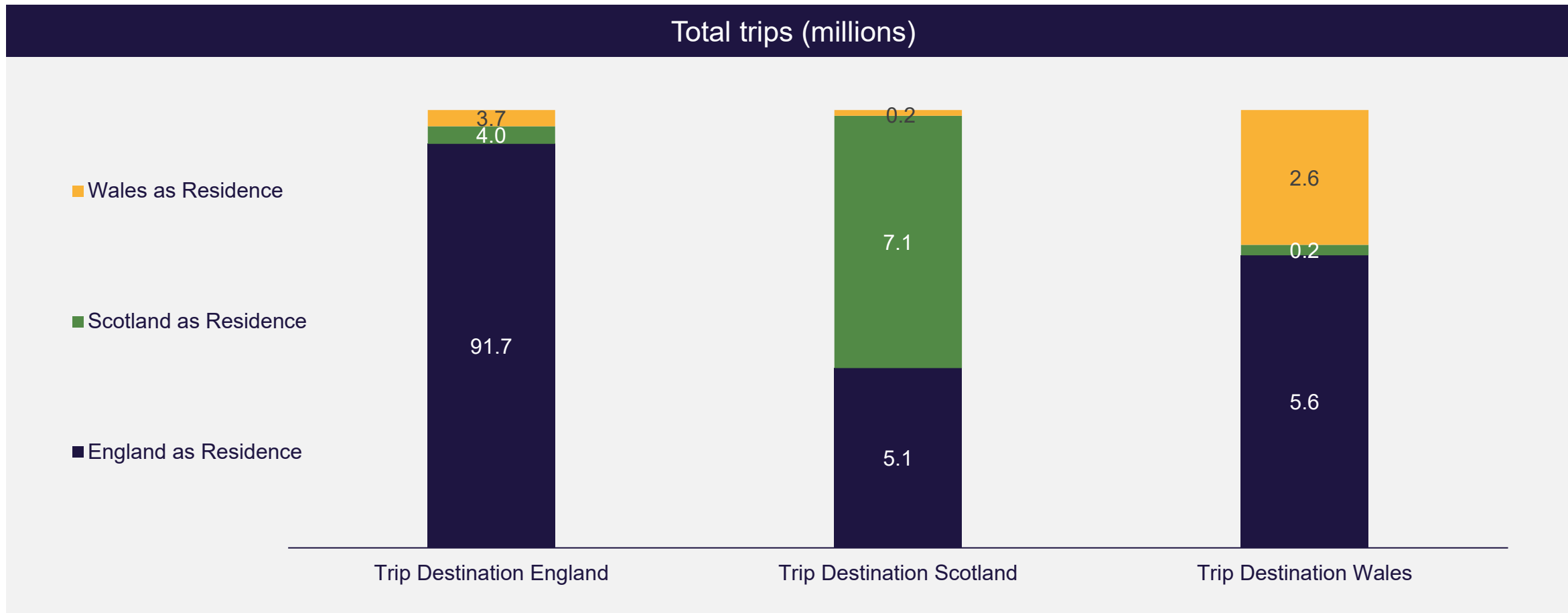
Source: Great Britain Tourism Survey 2023

Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914



# Nation of residence by nation of destination in 2023

Similar to 2022, less than 1 in 10 trips in England were from residents of other British nations. Wales experienced the most cross-nation tourism with the majority of trips being taken by England residents. Trips to other nations have a higher average spend than trips in the home nation, for example Scotland residents average spend per trip to Wales is £391 vs. £239 overall.



Source: Great Britain Tourism Survey 2023

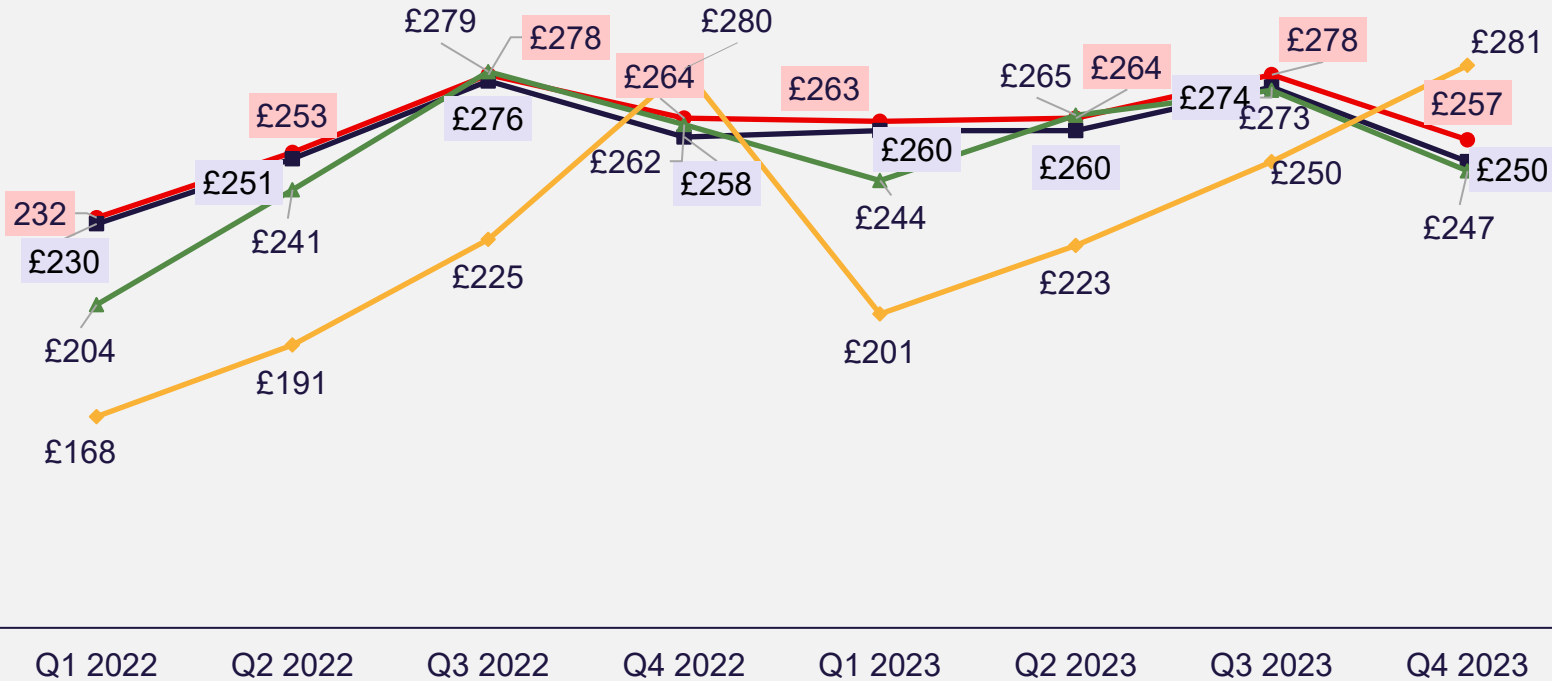
Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914

# Average spend per trip 2022-2023

Average spend per trip increased across the board in 2023. The increase in average spend for Great Britain was 3%, below the annual rate of inflation in 2023, which according to the CPI was 4.0% (down from a high of 9.2% in 2022).

Average spend per trip

● GB ■ England ▲ Scotland ◆ Wales



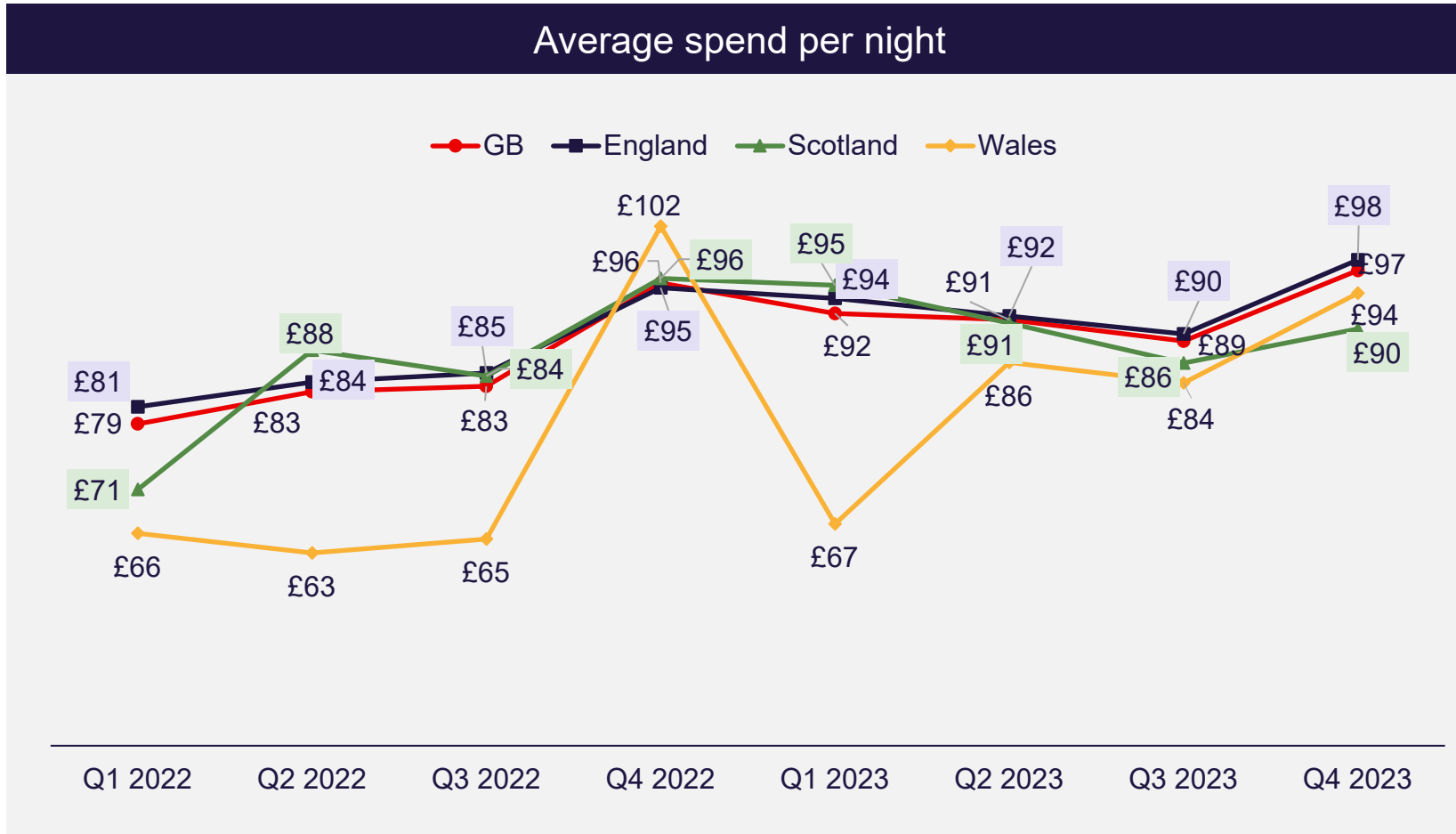
Nation	Average spend per trip 2022	Average spend per trip 2023
GB	£259	£266
England	£256	£262
Scotland	£248	£258
Wales	£219	£239

Source: Great Britain Tourism Survey 2023

Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914

# Average spend per night 2022-2023

As the number of nights per trip reduced and overall spend increased, the average spend per night also increased throughout 2023. At GB level, there was an 8% increase in average spend per night.



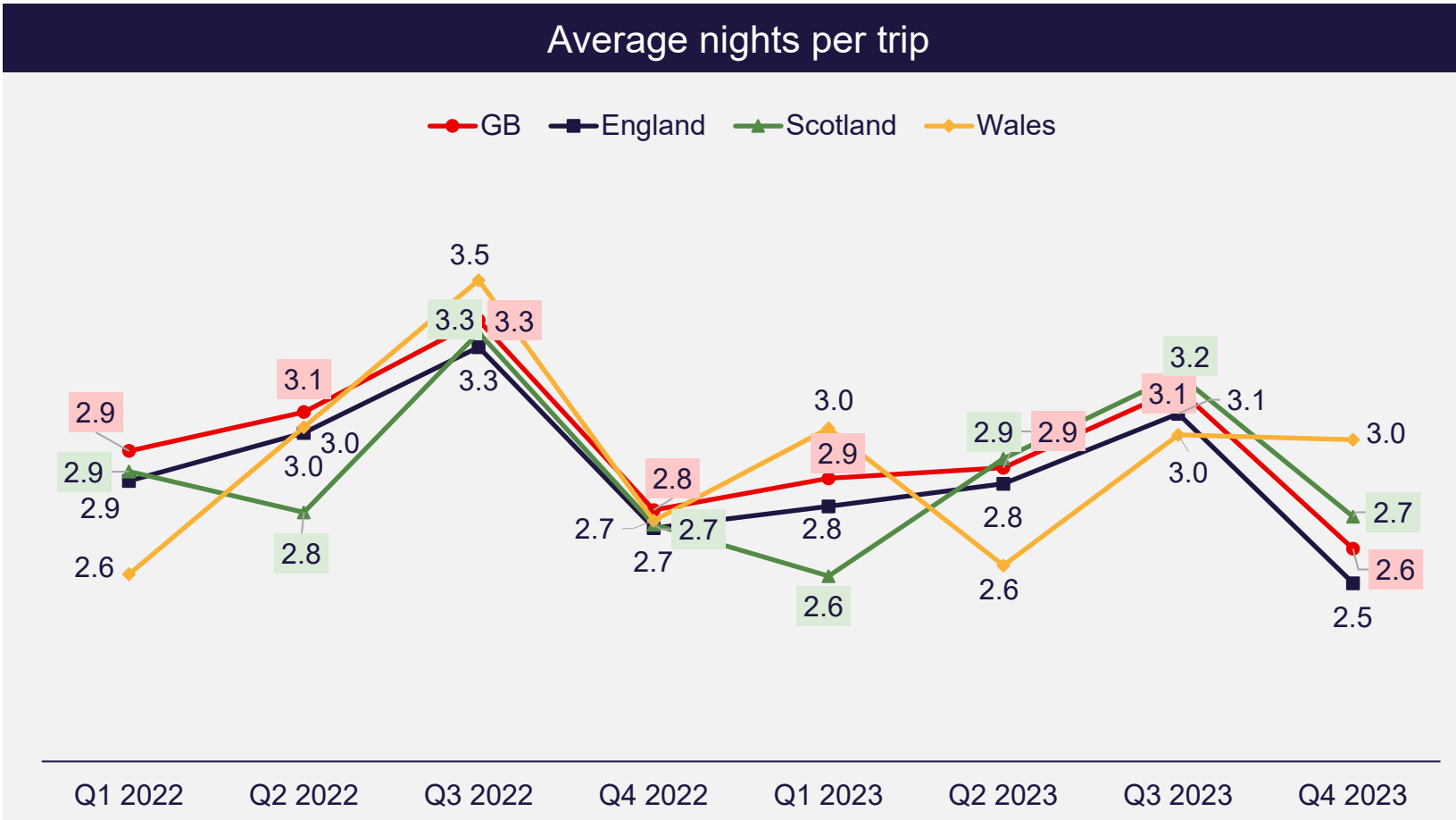
Nation	Average spend per night 2022	Average spend per night 2023
GB	£85	£92
England	£86	£93
Scotland	£85	£90
Wales	£73	£82

Source: Great Britain Tourism Survey 2023

Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914

# Average nights per trip 2022-2023

Average nights per trip fell across all nations to some degree in 2023, but this varied by quarter. In Wales, Q1 and Q4 saw an increase in average nights per trip, while Scotland saw an increase in Q2 2023, suggesting that people may be choosing to take longer trips in the less expensive seasons in 2023. Average nights per trip to England stayed the same or decreased across all quarters in 2023 versus 2022. This may be in response to inflation, whereby people reduce their trip length rather than forego the trip altogether.



Nation	Average nights per trip 2022	Average nights per trip 2023
GB	3.0	2.9
England	3.0	2.8
Scotland	2.9	2.9
Wales	3.0	2.9

Source: Great Britain Tourism Survey 2023

Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914



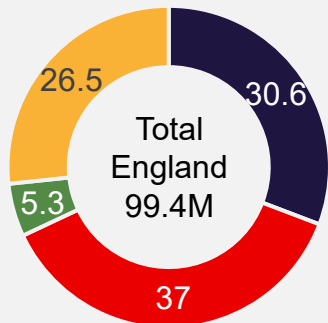
# **England Trips**

Domestic Overnights  
Trips to England  
2022-2023

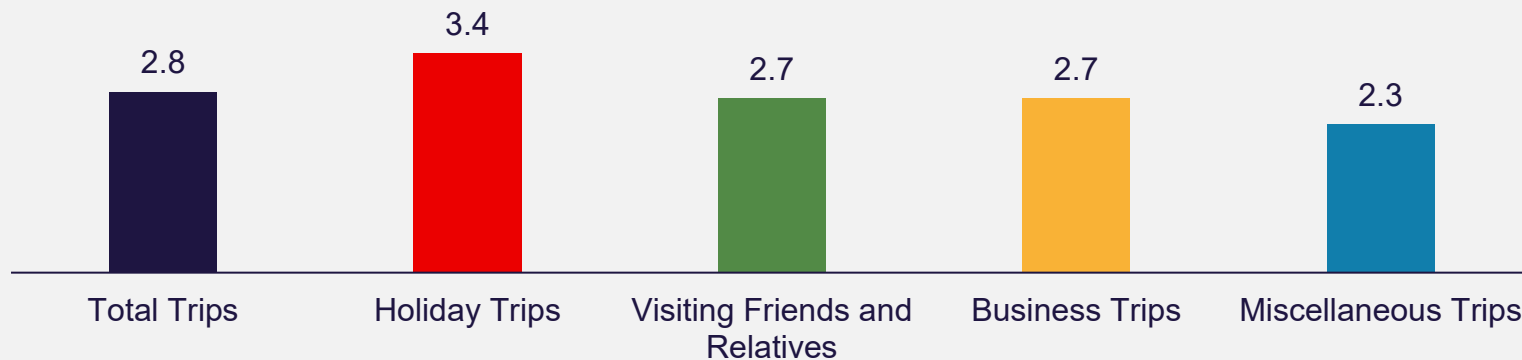
# Summary of domestic overnight trips in England in 2023

## 2023 Annual volume in millions

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



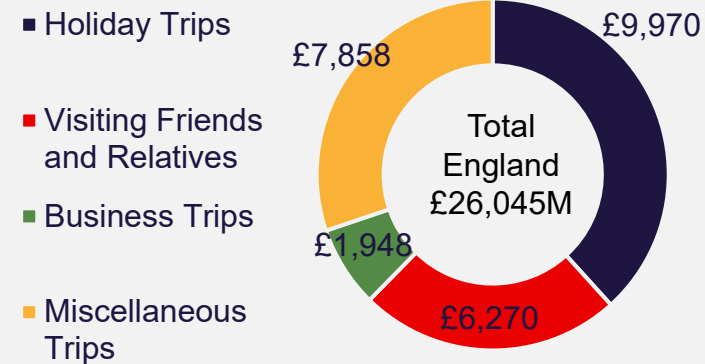
## Average duration of trip 2023 in days



## Average spend per trip by purpose of trip



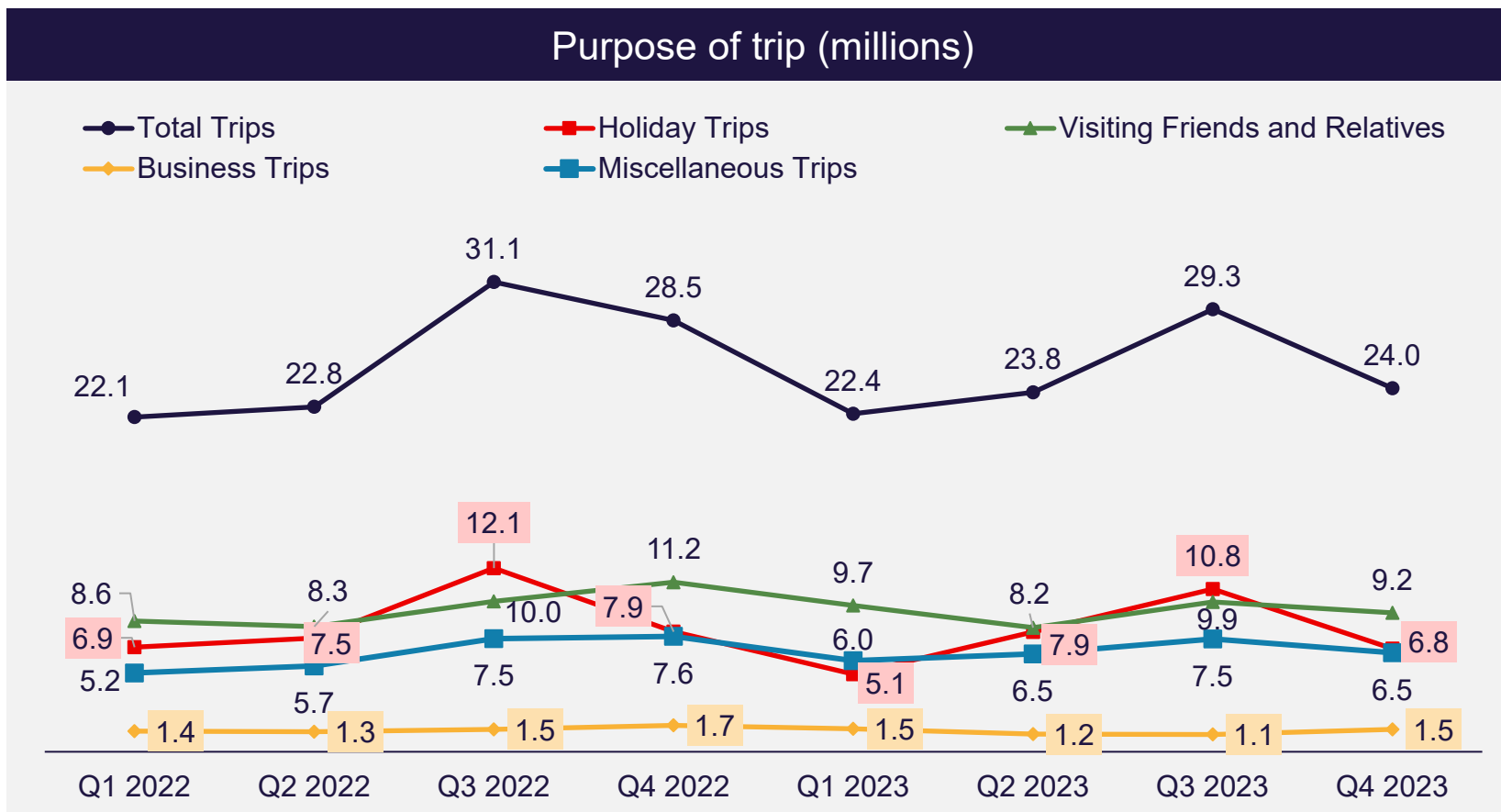
## 2023 Annual value in millions



Source: Great Britain Tourism Survey 2023  
Base: England 7,279

# Overnight trip purpose by quarter

While holiday trips and visiting friends and family remained the most common reasons for taking a trip in England, there was a 2 percentage point decrease in holiday trips between 2023 and 2022. Miscellaneous trips increased by 2 percentage points throughout 2023, as more young people (+5 percentage points when compared to 2022) travelled internationally (miscellaneous trips include domestic trips as part of an overseas trip). There was a 22%\* increase in holiday trips taken outside the UK by GB residents in 2023, when compared to 2022, suggesting that international holidays are replacing domestic holidays due to cost of living pressures.



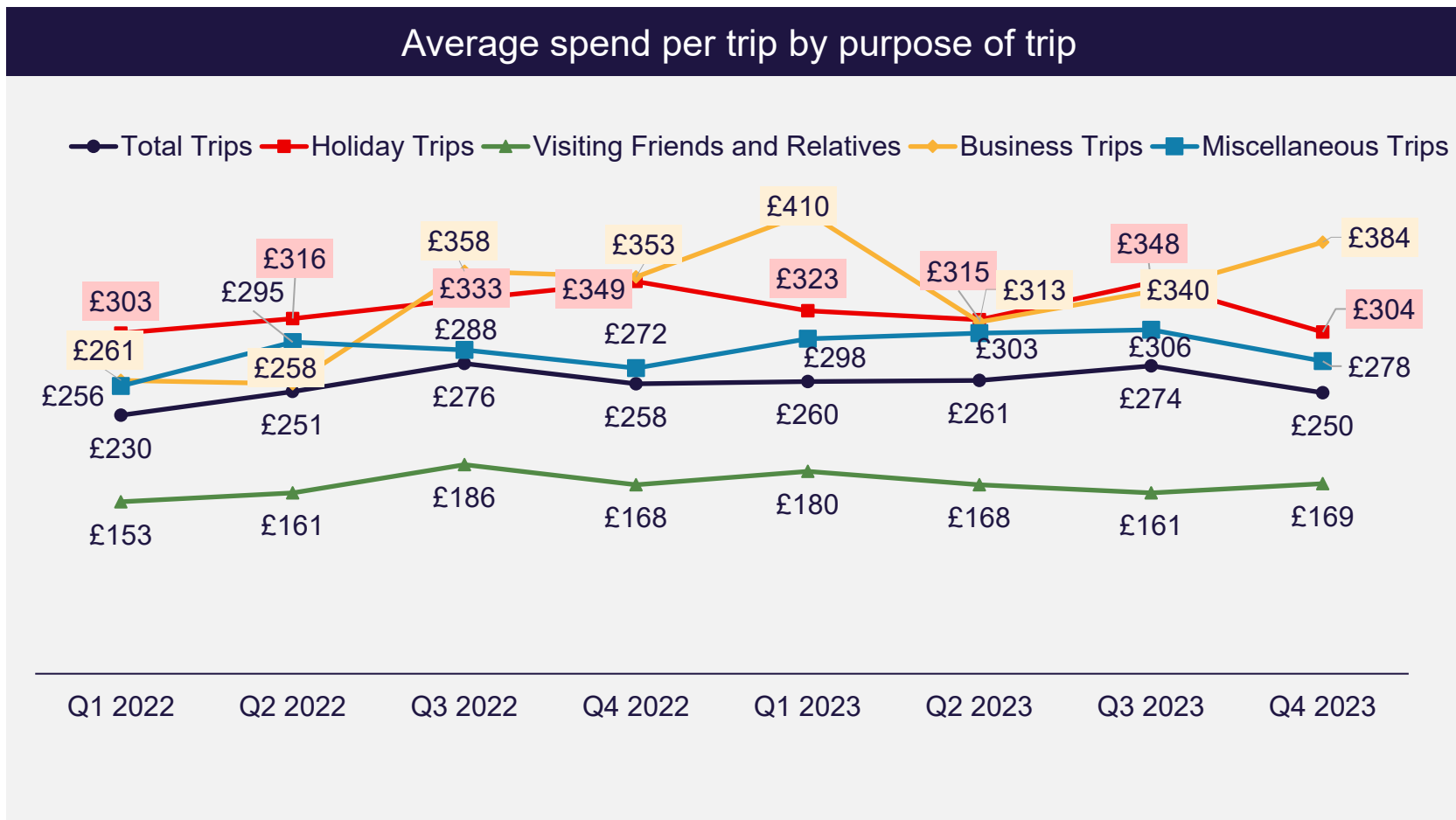
Trip Purpose	Number of Trips 2023 (millions)	Proportion of Trips
Total Trips	99.4	
Holiday Trips	30.6	31%
Visiting Friends and Relatives	37.0	37%
Business Trips	5.3	5%
Miscellaneous Trips	26.5	27%

Source: Great Britain Tourism Survey 2023. \*22% increase in international holidays figure is based on GBTS data, however, it is validated by ONS data which found a 22% increase in UK residents visits abroad.

Base: England 7,279

# Average spend by trip purpose

Average spend per trip on overnight stays in England in 2023 has slightly increased at the total trips level, when compared with 2022. The greatest increases in average spend were for Business trips (+17%) and Miscellaneous trips (+6%). Holiday average spend per trip in Q3 2023 was higher than in Q3 2022, while Q4 2023 shows a drop year on year.



Trip Purpose	Average Spend 2022	Average Spend 2023
Total Trips	£256	£262
Holiday Trips	£327	£325
Visiting Friends and Relatives	£168	£170
Business Trips	£312	£366
Miscellaneous Trips	£279	£296

Source: Great Britain Tourism Survey 2023

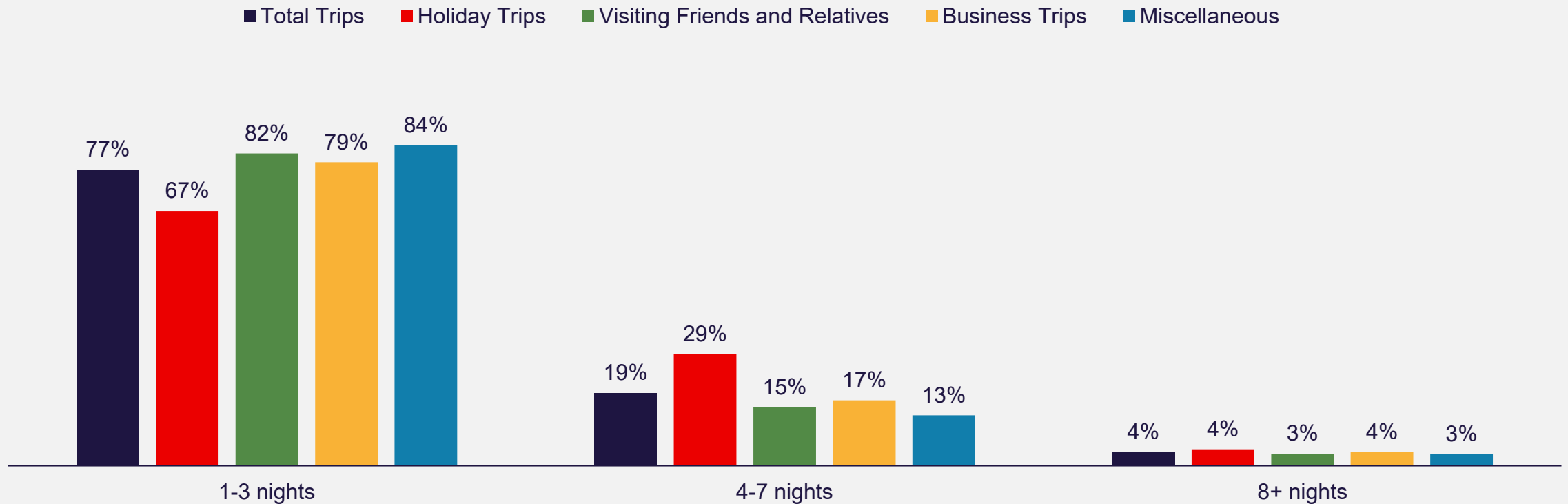
Base: England 7,279 (Business trips bases by quarter range from 95 to 137, compared to other purposes quarterly bases ranging from 300 to 600, thus business trips data show more volatility.)



# Duration of trip

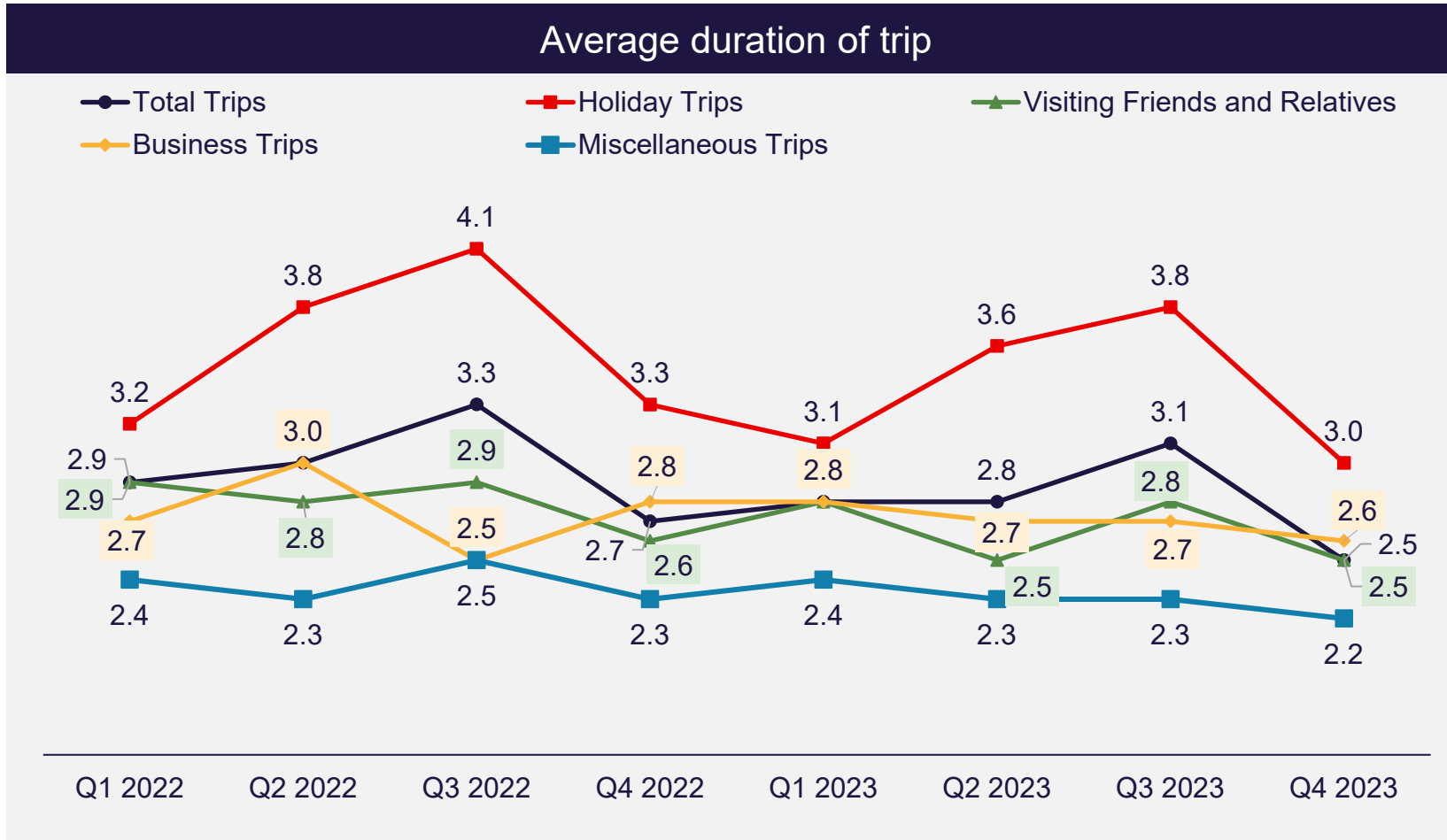
The vast majority of trips in England in 2023 lasted 3 nights or less. The duration of trips reduced across all nations in 2023, when compared to 2022. Holiday trips of 4+ nights saw a decrease of 4 percentage points when compared to 2022. While overall spend is lower on shorter trips, spend per night is significantly higher, ranging from £121 for trips lasting 1-3 nights, to £76 for trips of 4-7 nights and just £42 per night for those of 8 nights or more.

## Duration of trip 2023



# Average duration of trip by quarter

Overall, the average duration of trips in England dropped by 7% in 2023, fueled by the 13% drop in holiday trip duration. While in 2022 the decrease in the duration of trips was due to specific demographics feeling the cost of living crisis pinch (when compared to 2021), in 2023 people across all stages of life and employment status have scaled back to some degree: again, suggesting tourists are choosing between domestic and international trips.



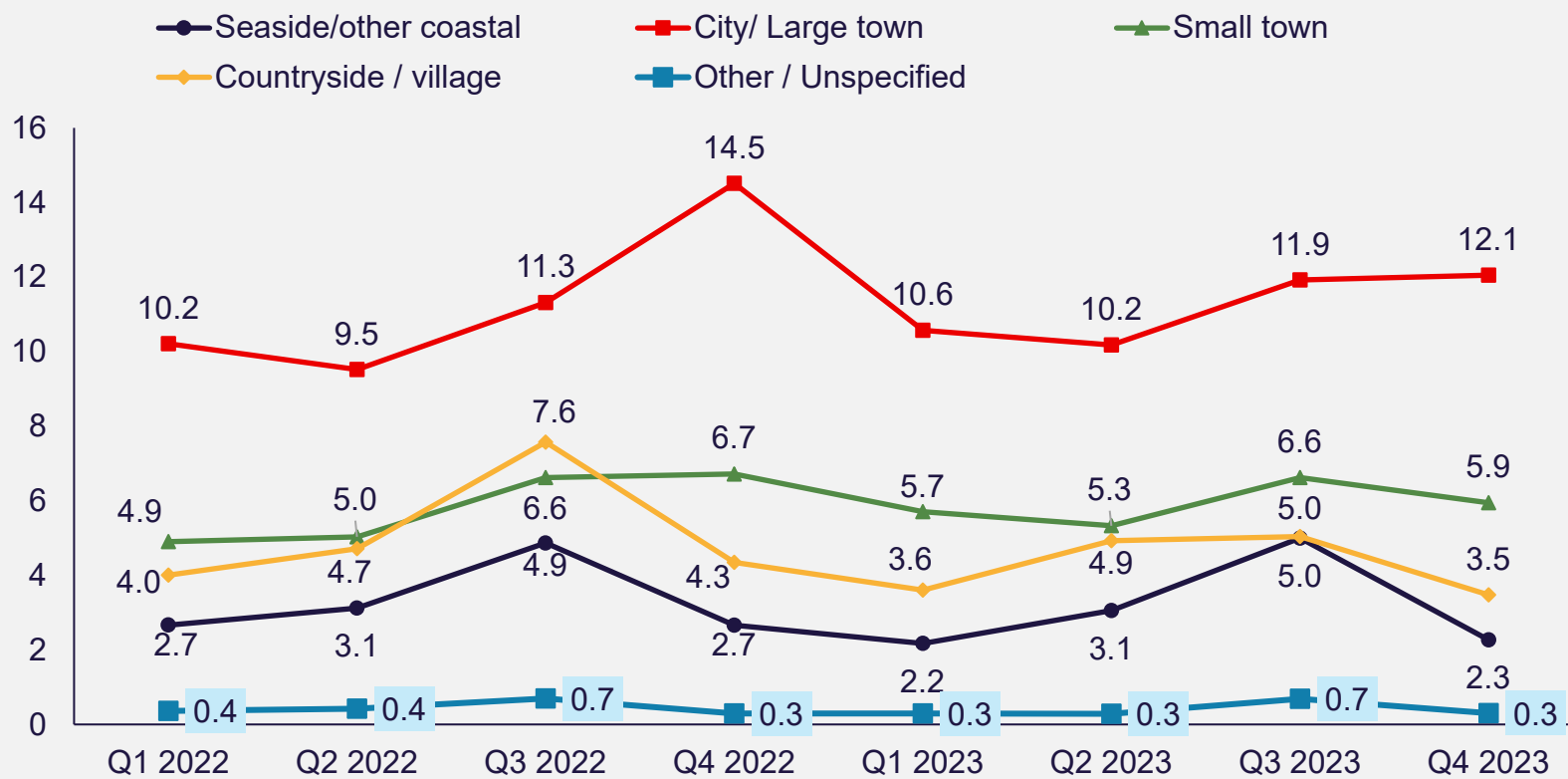
Trip Purpose	Average Duration 2022	Average Duration 2023
Total Trips	3.0	2.8
Holiday Trips	3.7	3.4
Visiting Friends and Relatives	2.8	2.7
Business Trips	2.7	2.7
Miscellaneous Trips	2.4	2.3

Source: Great Britain Domestic Overnight Tourism Statistics 2023  
Base: England 7,279

# Location type of main place visited overnight

Cities and large towns proved to be the most popular destinations in 2023, followed by small towns and the countryside. The proportion of trips to small towns increased by 2 percentage points in 2023 overall, with a 5 percentage point increase in 18-34 year-olds choosing small towns. Trips in countryside/villages recorded a year on year drop by 3 percentage points, while trips to seaside/coastal areas and large cities/towns remained unchanged. The peak in trips to cities/large towns in Q4 2022 was likely driven by a pent-up demand for Christmas related experiences in cities.

Location type of main place visited (millions)



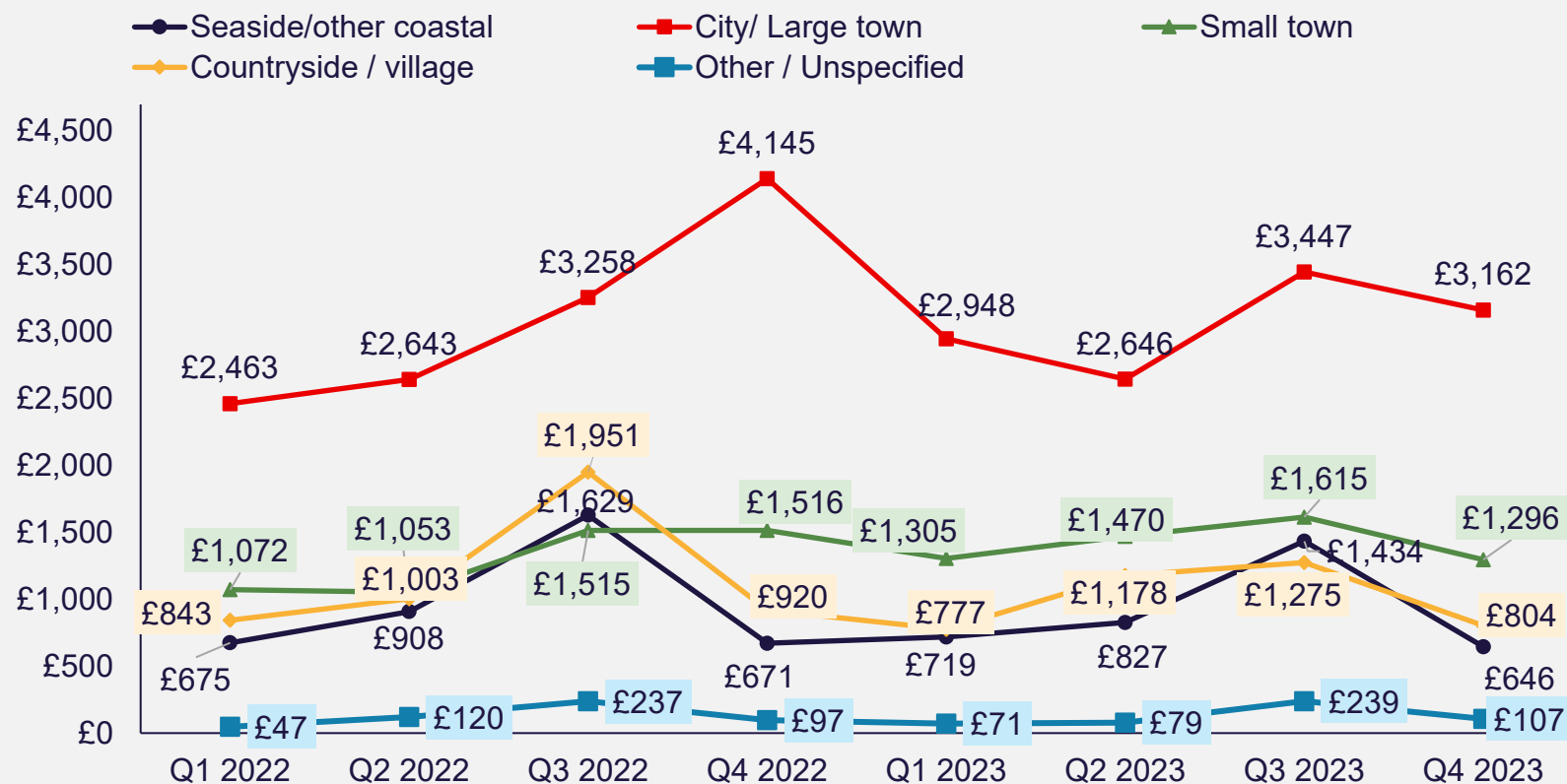
Location Type	Trips 2023 (millions)	Proportion of Trips
Seaside or other coastal	12.5	13%
Large city/large town	44.7	45%
Small town	23.6	24%
Countryside/village	17.0	17%
Others/Unspecified	1.6	2%

Source: Great Britain Tourism Survey 2023  
Base: England 7,279

# Spend by location type of main place visited 2023

The proportion of spend in small towns increased by 3 percentage points from 19% to 22% and decreased by 3 percentage points in countryside/village. This is in line with the increase in young people visiting small towns, as they are bigger spenders than other age groups.

Spend by location type of main place visited (millions)



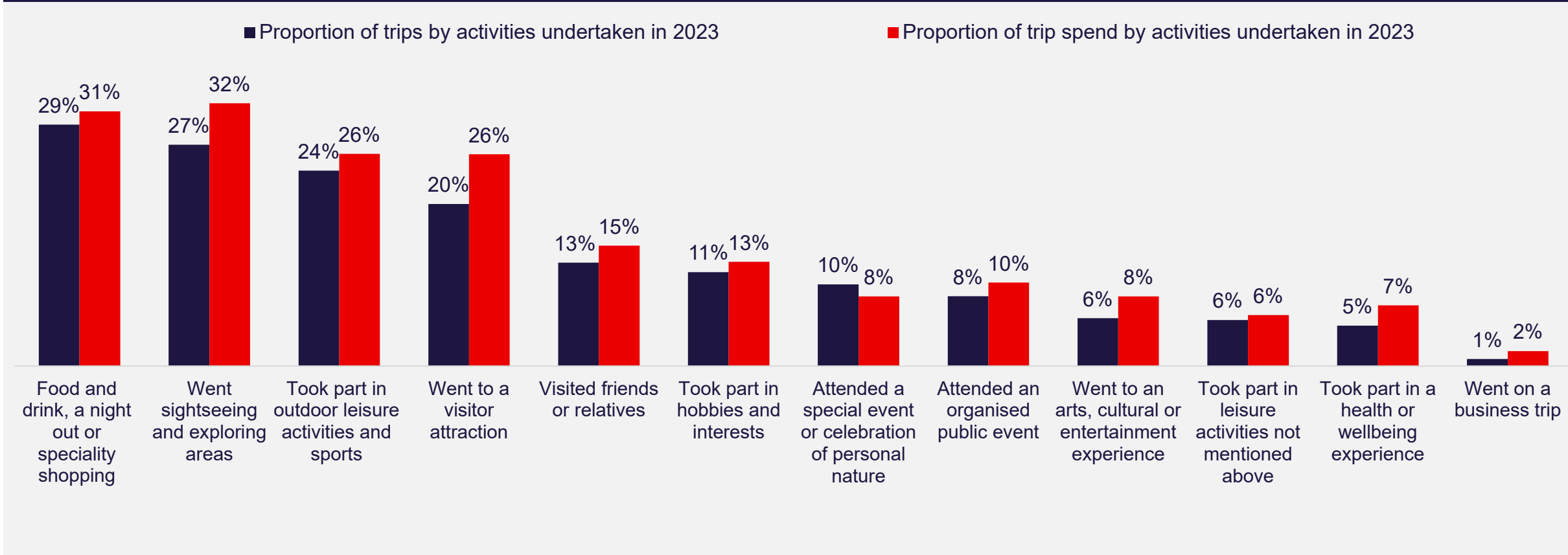
Location Type	Spend 2023 (millions)	Proportion of Spend
Seaside or other coastal	£3,626	14%
Large city/ large town	£12,203	47%
Small town	£5,687	22%
Countryside/ village	£4,034	15%
Others/ Unspecified	£495	2%

Source: Great Britain Tourism Survey 2023  
Base: England 7,279

# Trips and spend by activities undertaken 2023

'Sightseeing' and 'food and drink, a night out or speciality shopping' were the most popular trip activities and had the highest spend in England in 2023. There was a 2 percentage point decrease year on year in trips which included attending a visitor attraction with a 3 percentage point decrease in the proportion of spend. The VisitEngland Visitor Attractions survey found that there was a drop related to the rising cost of living, as there was an increase in visits to free attractions.

## Proportion of trips and spend by activity type 2023

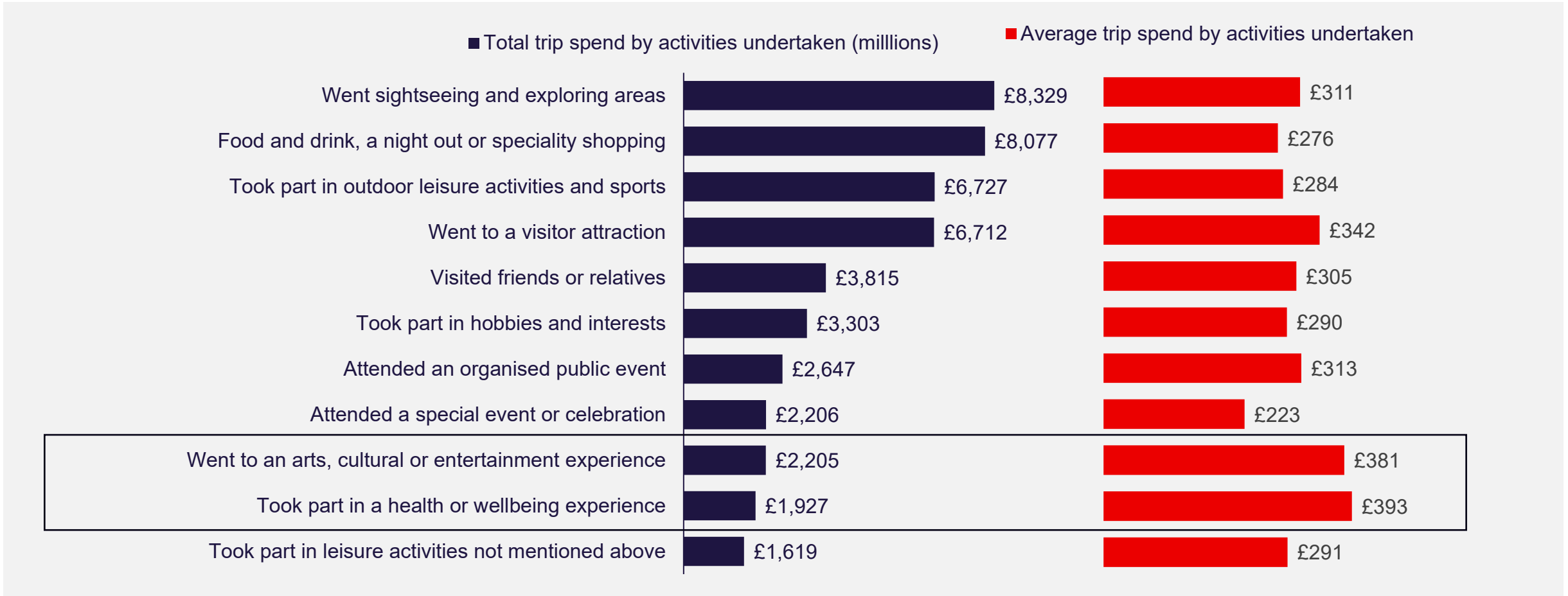


Source: Great Britain Tourism Survey 2023  
Base: England 7,279

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.

# Activities undertaken on overnight trips 2023

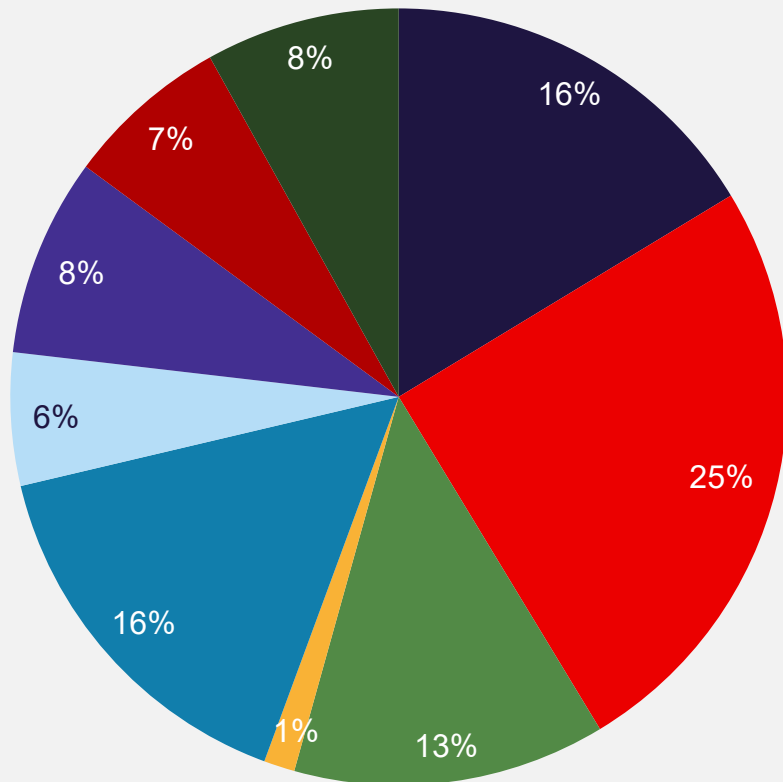
Trips that include health and wellbeing experiences or arts, cultural and entertainment events represent the lowest percentage of trips taken in England in 2023; however, these trips have the highest average spend. While trips that included sightseeing and food and drink, night out or speciality shopping are the highest spending, these trips experienced a 15% and 7% drop in spend in 2023, when compared to 2022. Visiting friends and relatives while on their overnight trip (regardless of a trip purpose) is an activity in a fifth place in terms of the overnight trip total spend.



# Trip spend breakdown 2023

Trip spend in England decreased by 3% when compared to 2022. There was no change in the proportion of spend on each category, with the majority of trip spend still going to accommodation, package holidays and eating and drinking out. In 2023, there was a 4 percentage point decreased in spend on package holidays, when compared to 2022.

## Trip spend breakdown 2023



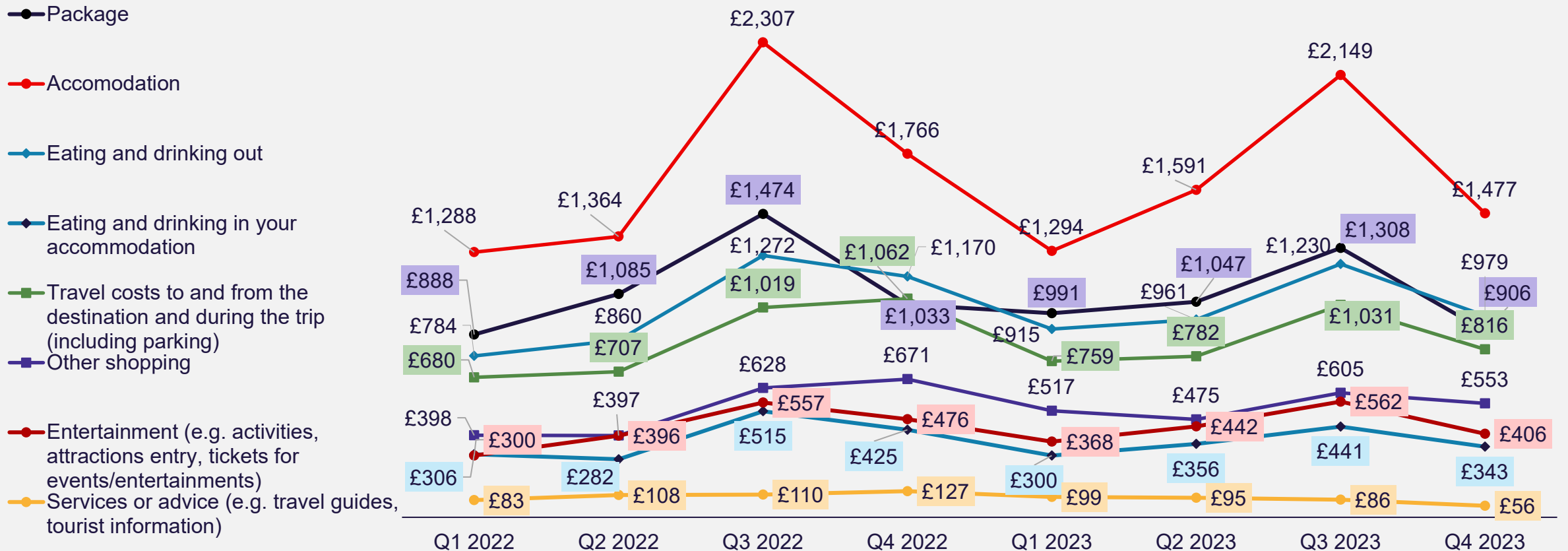
- Package
- Accommodation
- Travel costs to and from the destination and during the trip (including parking)
- Services or advice (e.g. travel guides, tourist information)
- Eating and drinking out
- Eating and drinking in your accommodation
- Other shopping
- Entertainment (e.g. activities, attractions entry, tickets for events/entertainments)
- Anything else/Don't know/Unspecified

Source: Great Britain Tourism Survey 2023  
Base: England 7,279

# Trip spend by quarter 2022-2023

While there was minimal change in spend by category at an annual level, there is a clear difference by quarter year-on-year. When compared to 2022, package spend was higher in Q1 of 2023, and eating and drinking out was higher in Q1 and Q2 2023. This is in line with changing domestic tourism trends in 2023, with an increase in trips being taken in the shoulder period in 2023, when compared to 2022. The NTAs' Domestic Sentiment Tracker found that 17% would travel during cheaper periods, due to the high cost of living.

Trip spend by quarter 2022-2023 (millions)



Source: Great Britain Tourism Survey 2023  
Base: England 7,279



# Trips and spend by region of residence 2023

Londoners took the most trips and contributed almost £5bn to domestic tourism in 2023. While 18% of all trips were by London residents, they represented 20% of spend. Trips made by residents of Rest of England (all except London) have a 3% higher share of nights (86%), when compared to total trips (83%), but a lower share of spend (81%), meaning they went for longer trips than Londoners but spend on average less than Londoners per trip.

Total trips by region of residence	Trips (m)	Nights (m)	Spend (£m)
<b>Net: England</b>	91.7	256.9	£23,487
East of England	10.4	30.2	£2,611
East Midlands	7.7	20.0	£1,819
London	16.8	45.8	£4,746
North West	11.6	31.5	£2,978
North East	3.7	10.8	£1,012
South East	13.9	37.5	£3,484
South West	9.5	28.9	£2,313
Yorkshire & the Humber	8.9	25.0	£2,111
West Midlands	9.3	27.0	£2,364
Rest of England (not London)	74.9	211.1	£18,741
<b>Net: Scotland</b>	4.0	12.8	£1,563
<b>Net: Wales</b>	3.7	10.6	£995

Holiday Trips by region of residence	Trips (m)	Nights (m)	Spend (£m)
<b>Net: England</b>	28.2	97.2	£8,897
East of England	3.3	12.2	£1,021
East Midlands	2.5	8.8	£755
London	4.8	14.0	£1,662
North West	3.7	12.2	£1,147
North East	1.2	4.4	£401
South East	3.6	12.7	£1,315
South West	3.2	12.4	£925
Yorkshire & the Humber	2.9	10.7	£842
West Midlands	2.8	9.7	£793
Rest of England (not London)	23.4	83.2	£7,235
<b>Net: Scotland</b>	1.4	4.7	£705
<b>Net: Wales</b>	1.0	3.6	£368

Source: Great Britain Tourism Survey 2023  
Base: England 7,279

# Trips and spend by region stayed in 2023

In 2023, regions with the largest shares of visits to England were South West (18%), South East (16%) and London (16%). The South West (25%) and the North West (16%) are the most popular destination for holiday trips.

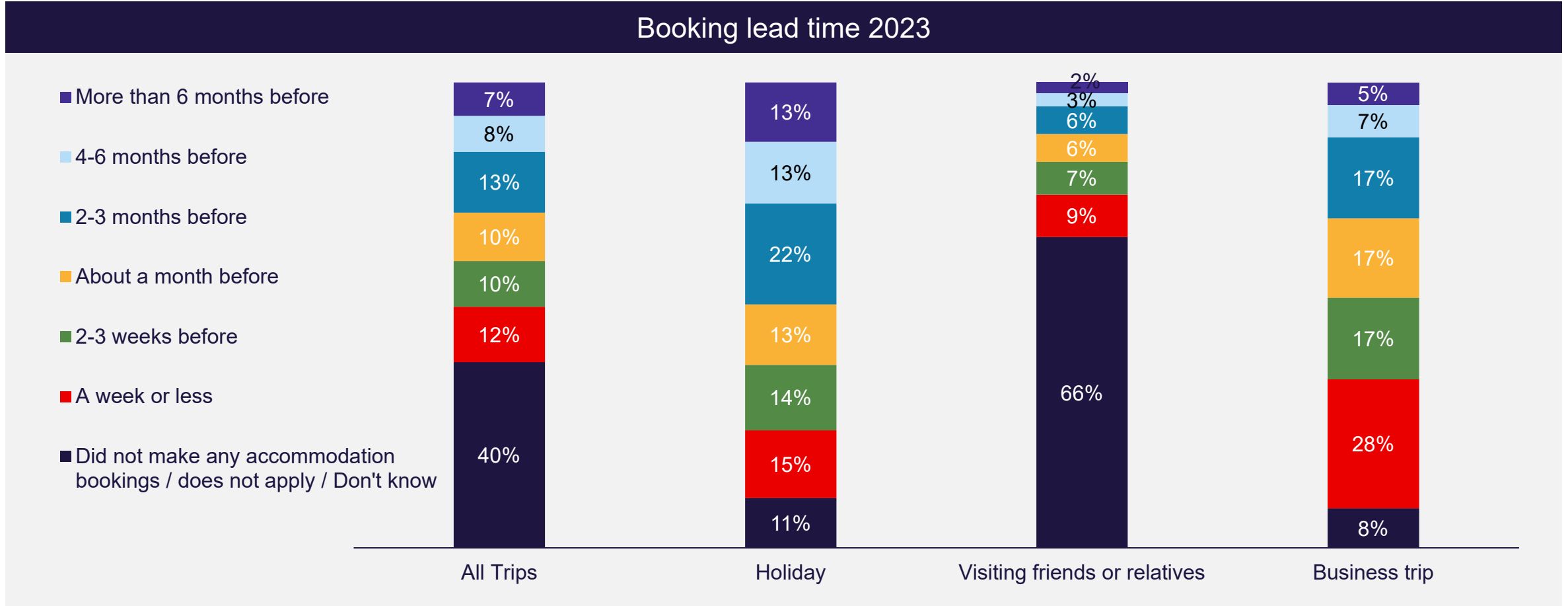
Total trips by region stayed in	Trips (m)	Nights (m)	Spend (£m)
<b>Net: England</b>	99.4	280.3	£26,045
East of England	9.8	26.6	£2,085
East Midlands	8.4	22.4	£1,688
London	15.9	37.7	£4,724
North West	15.4	38.4	£3,896
North East	4.0	10.2	£931
South East	16.3	41.2	£3,534
South West	17.9	56.7	£4,538
Yorkshire & the Humber	9.8	23.6	£2,291
West Midlands	9.3	21.0	£2,157
Rest of England (not London)	85.4	242.6	£21,321

Holiday trips by region stayed in	Trips (m)	Nights (m)	Spend (£m)
<b>Net: England</b>	30.6	105.6	£9,970
East of England	2.9	10.3	£730
East Midlands	2.7	9.4	£701
London	4.1	11.0	£1,454
North West	4.8	14.4	£1,479
North East	1.2	4.2	£382
South East	4.2	11.7	£1,276
South West	7.5	28.9	£2,324
Yorkshire & the Humber	3.0	8.4	£857
West Midlands	2.3	5.4	£618
Rest of England (not London)	27.0	94.6	£8,516

Source: Great Britain Tourism Survey 2023  
Base: England 7,279

# Accommodation booking lead time 2023

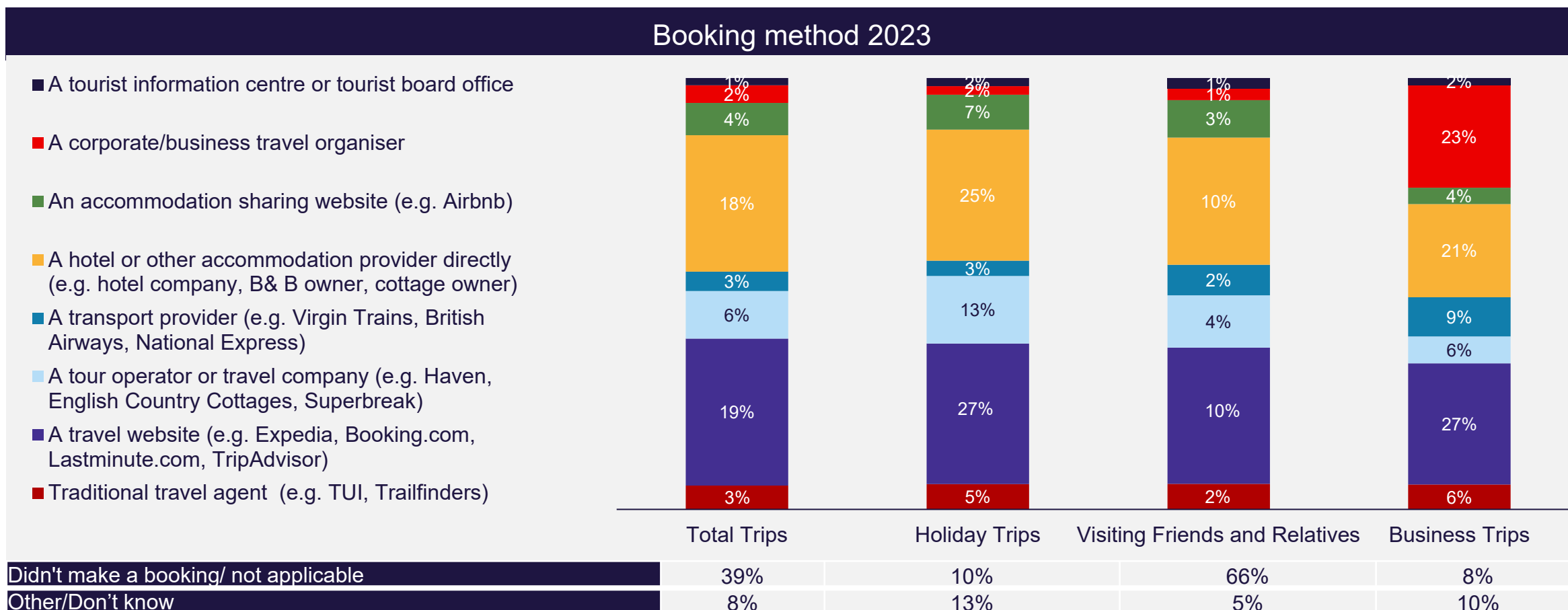
28% of overnight trips were booked more than 2 months in advance in 2023, a 2 percentage point decrease on the year before. Similarly, the booking time period for holiday trips reduced from 29% booking 4+ months in advance to 26%. Trips booked further in advance were longer in duration, 3.8 days for those booked 6+ months in advance in comparison to 2.8 average days per trip generally. However, trips that are booked 1 month in advance had the highest average spend per night of £125 vs. £93 per night for all England trips.



Source: Great Britain Tourism Survey 2023  
Base: England 7,279

# Booking method 2023

Travel websites, accommodation providers and tour operators were the most frequent methods of booking a holiday to England in 2023. There was little change in the use of booking methods between 2022 and 2023, but there was a 3 percentage point increase in the proportion of those who did not make a booking. For holiday trips, there was a 2 percentage point increase in bookings through accommodation providers (25% vs 23%).

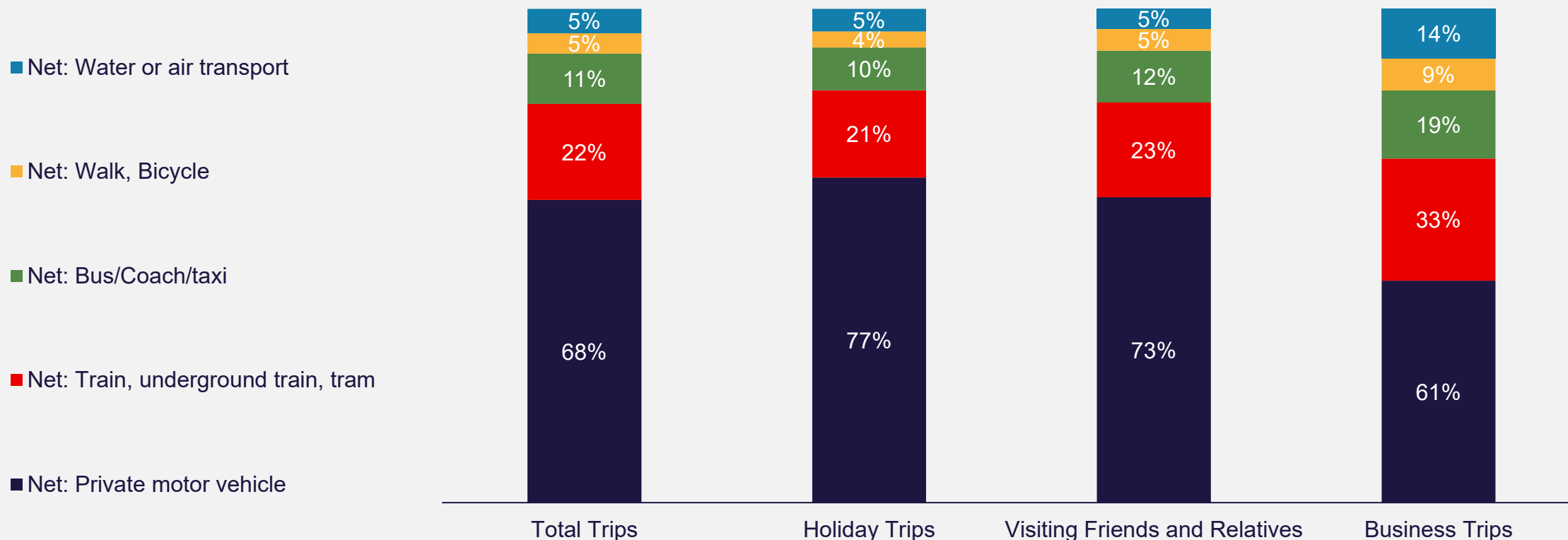


Source: Great Britain Tourism Survey 2023  
Base: England 7,279

# Transport used to travel to main destination in 2023

While the majority of trips used a private motor vehicle, business and miscellaneous trips were most likely to use public and other types of transport. When comparing 2023 to 2022, there was a 3 percentage point decrease in the proportion of trips which used a car as the main transport (71% to 68%), even though car ownership remained the same at 86%. There was a 2 percentage point increase in trips using train, underground or tram. Holiday trips showed a similar pattern, car usage reduced from 81% to 77% and there was a 6 percentage point increase in train, underground and tram usage. As there were strike actions across public transport in 2023, the move to public transport may be in response to high fuel prices.

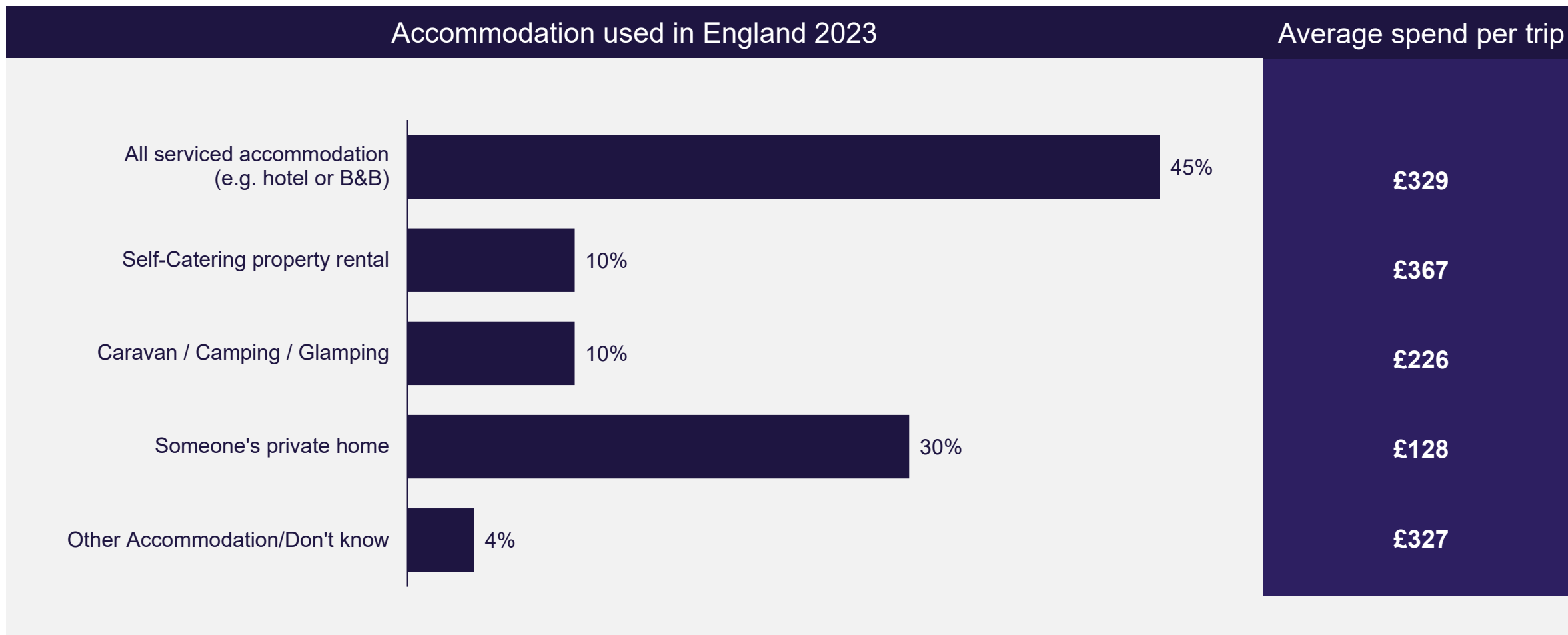
## Transport used to travel to main destination in 2023



Source: Great Britain Tourism Survey 2023  
Base: England 7,279

# Accommodation used on overnight trips 2023

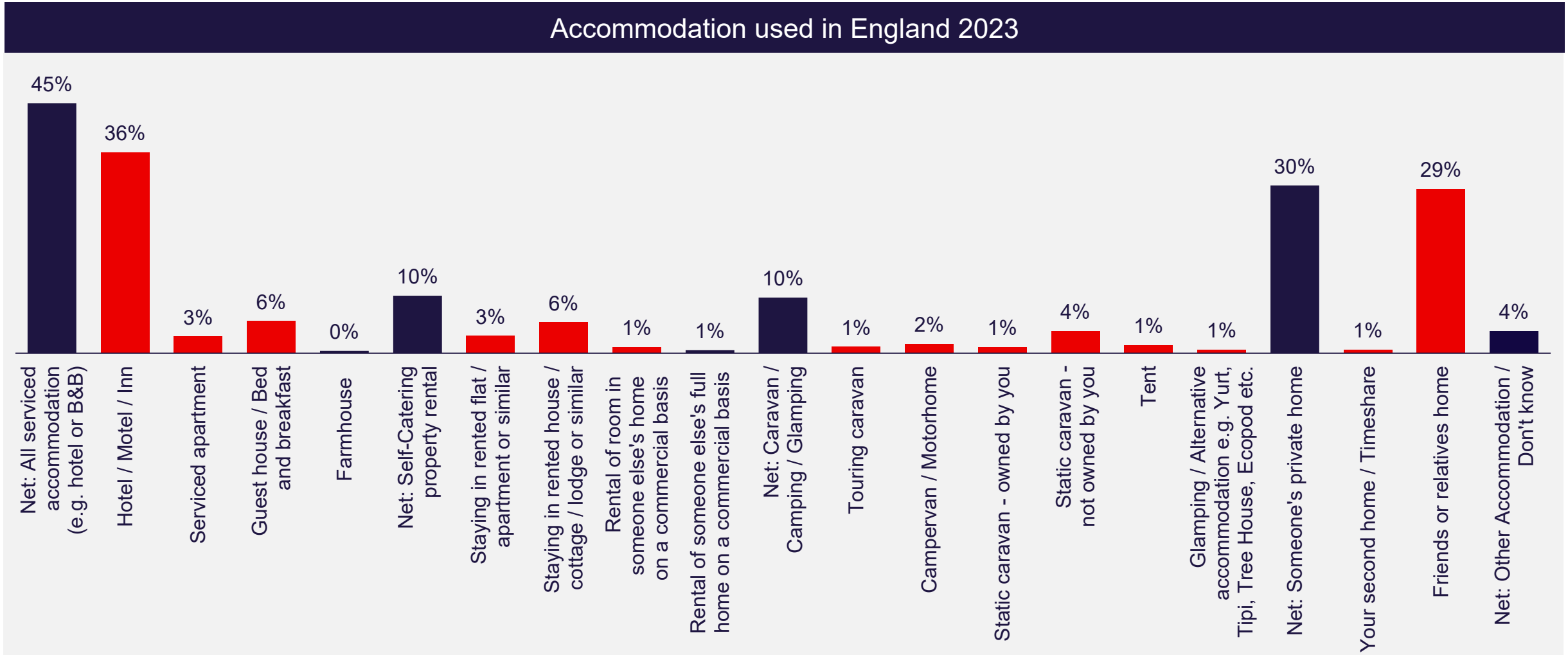
Staying in a hotel was the most common type of accommodation used on overnight trips in England. The type of accommodation used varies by trip purpose, with 1 in 5 holiday trips favouring camping or a self-catering accommodation, versus 1 in 10 trips in general. There was a 2 percentage point drop in the proportion of business trips using serviced accommodation, and a 5 percentage point increase in staying in someone's private home in Q1 2023 vs. Q1 2022, due to more trips to visit friends and family in this period (+12%). Average spend per trip is higher for self-catering accommodation, as these trips tend to be longer (average of 4 days vs 2 days).



Source: Great Britain Tourism Survey 2023

Base: England 7,279

# Accommodation used on overnight trips 2023 (full breakdown)

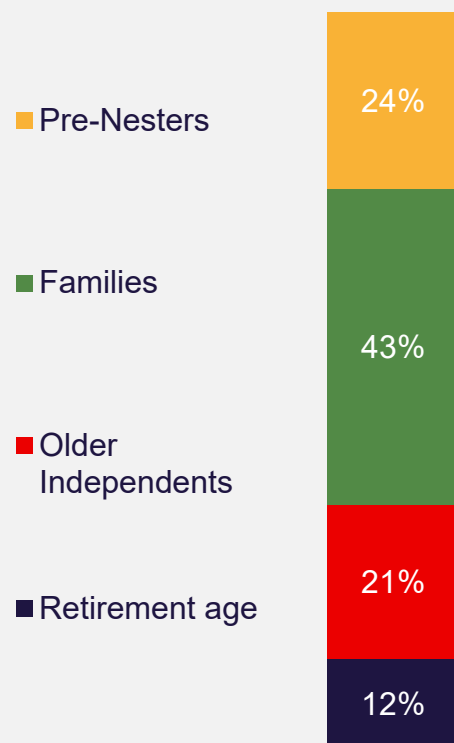


Source: Great Britain Tourism Survey 2023  
Base: England 7,279

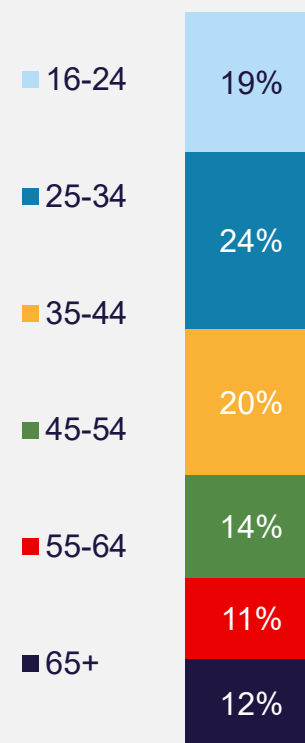
# Lifestage and age profile for domestic trips 2023

The highest proportion of trips in 2023 were made by families (43%); however, these trips have one of the lowest average spends and nights per trip. 1 in 5 domestic overnight trips in England were made by 16–24-year-olds, a 3 percentage point increase since 2022. This age group were also the biggest spenders (£329 per trip versus average of £262 per trip) and experienced a 13% increase in spend when compared to 2022.

## LIFESTAGE



## AGE



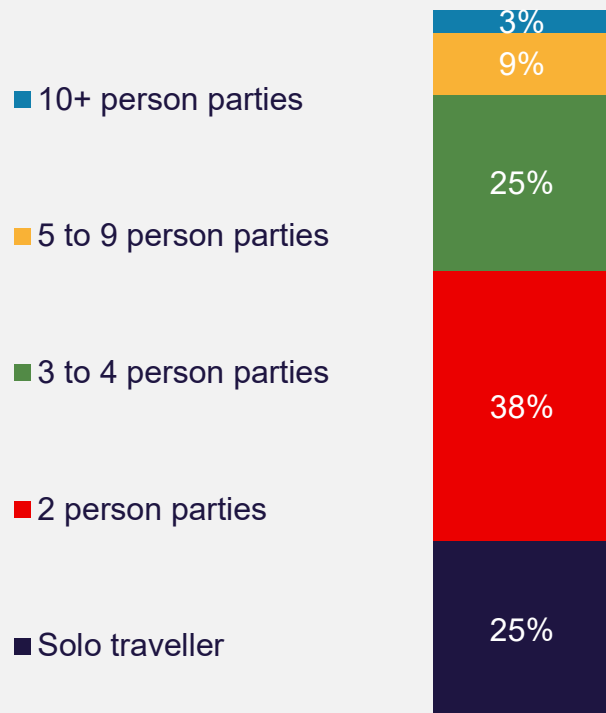
Source: Great Britain Tourism Survey 2023  
Base: England 7,279



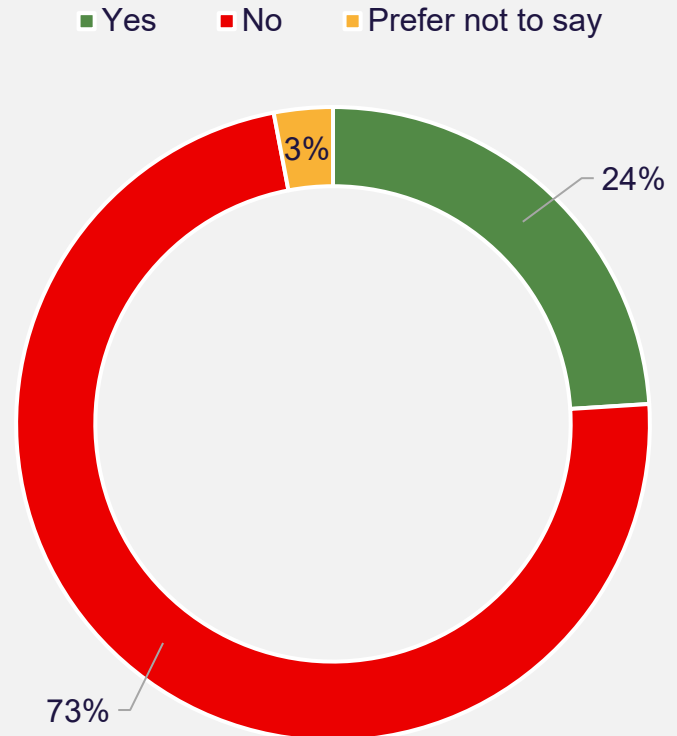
# Trip party size 2023

1 in 4 trips were made by solo travellers, and 2 in 5 trips were taken by 2 people. Trip party size remained unchanged since 2022. As in 2022, the majority of trips did not include a child under 16 (70%). Trips with children were slightly longer (average number of nights per trip was 3 vs 2.8 without children) but have a considerably lower spend per trip of £189 compared to £293 for trips without children. There was a 3 percentage point drop in the proportion of trips who had someone with a mental or physical health condition within the trip party.

## Party size



## Mental or physical health condition in trip party



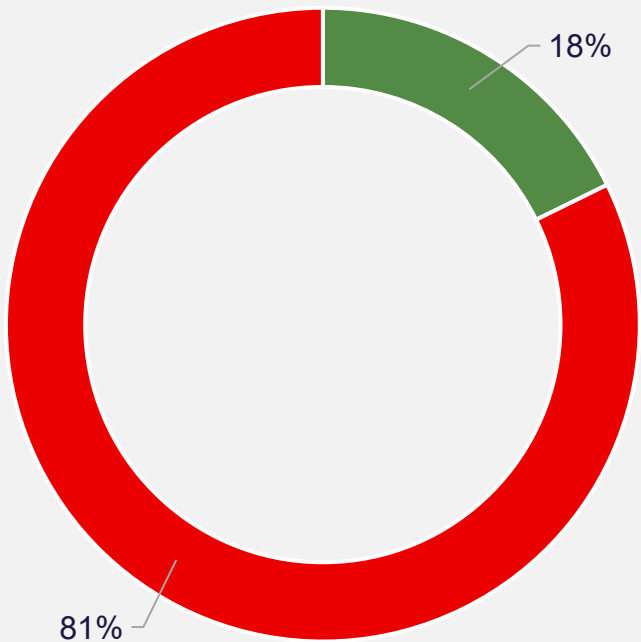
Source: Great Britain Tourism Survey 2023  
Base: England 7,279

# Trip party composition 2023

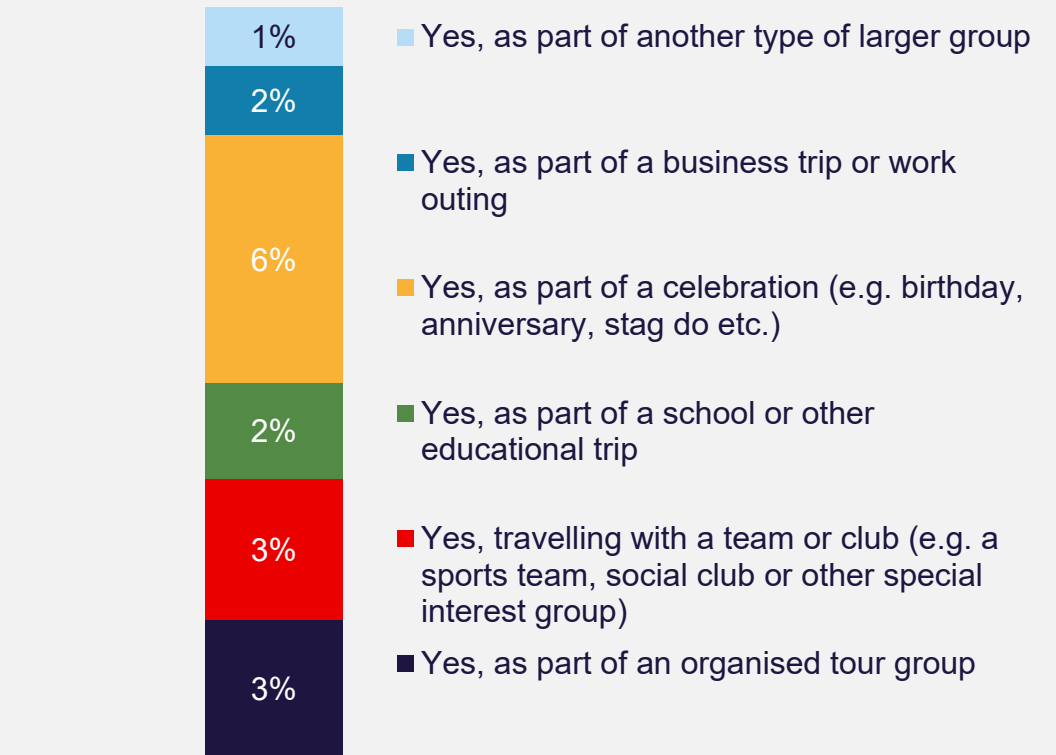
Less than 1 in 5 trips were larger groups (e.g. a coach party, tour group, school trip) in 2023, with celebrations being the most popular large group type. There was a 2 percentage point increase in the proportion of large trips in 2023 and these trips have a slightly longer duration (3.0 days vs. 2.8 days) and considerably higher average spend per trip than those not part of a larger group (£349 vs £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 2023  
Base: England 7,279

# Visits by region of residence and region of visit 2023

For Scotland residents the North West was the most popular destination with 33% of trips taken to there. South West England and London were the most popular England destinations for trips from Wales\*. All England residents prefer to take overnight trips in their own region, particularly South West (50%), North West (45%) and South East (42%) residents. Londoners take the most trips outside of their region, particularly to South East and South West England.

Region stayed in	Region of residence																				
	Net: England	East of England	East Midlands	London	North West	North East	South East	South West	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 of England	10%	36%	12%	9%	4%	5%	7%	6%	6%	6%	5%	3%	5%	0%	5%	4%	2%	5%	3%	7%
	East Midlands	9%	8%	29%	7%	5%	4%	4%	4%	13%	12%	5%	8%	5%	0%	3%	5%	0%	9%	5%	5%
	London	16%	17%	10%	27%	11%	13%	17%	14%	10%	12%	19%	21%	24%	4%	17%	17%	13%	9%	19%	19%
	North West	15%	7%	13%	11%	45%	20%	5%	6%	16%	14%	33%	26%	21%	45%	39%	15%	5%	41%	8%	10%
	North East	4%	2%	4%	3%	4%	31%	2%	1%	5%	1%	12%	13%	10%	16%	11%	2%	0%	5%	1%	2%
	South East	17%	16%	10%	21%	6%	8%	42%	12%	8%	10%	7%	4%	8%	7%	8%	13%	12%	6%	14%	19%
	South West	18%	11%	9%	19%	10%	9%	19%	50%	6%	19%	11%	12%	17%	7%	9%	31%	29%	7%	39%	29%
	Yorkshire & the Humber	10%	7%	11%	6%	13%	16%	3%	3%	36%	7%	11%	17%	16%	10%	6%	3%	0%	7%	3%	2%
West Midlands	9%	5%	9%	8%	8%	4%	5%	8%	6%	29%	6%	5%	5%	3%	7%	14%	44%	14%	12%	12%	

\*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 2023

Base: England 7,279



**APPENDIX**

# GBTS Annual Tables 2022 and 2023

To download and view the Excel files, please open this PDF report in Adobe Acrobat Reader and then click on the paper clip image. These files are also available to download directly from our website: <https://www.visitbritain.org/research-insights/great-britain-domestic-overnight-trips-archive>

## 2022 data tables

### Great Britain



### England



## 2023 data tables

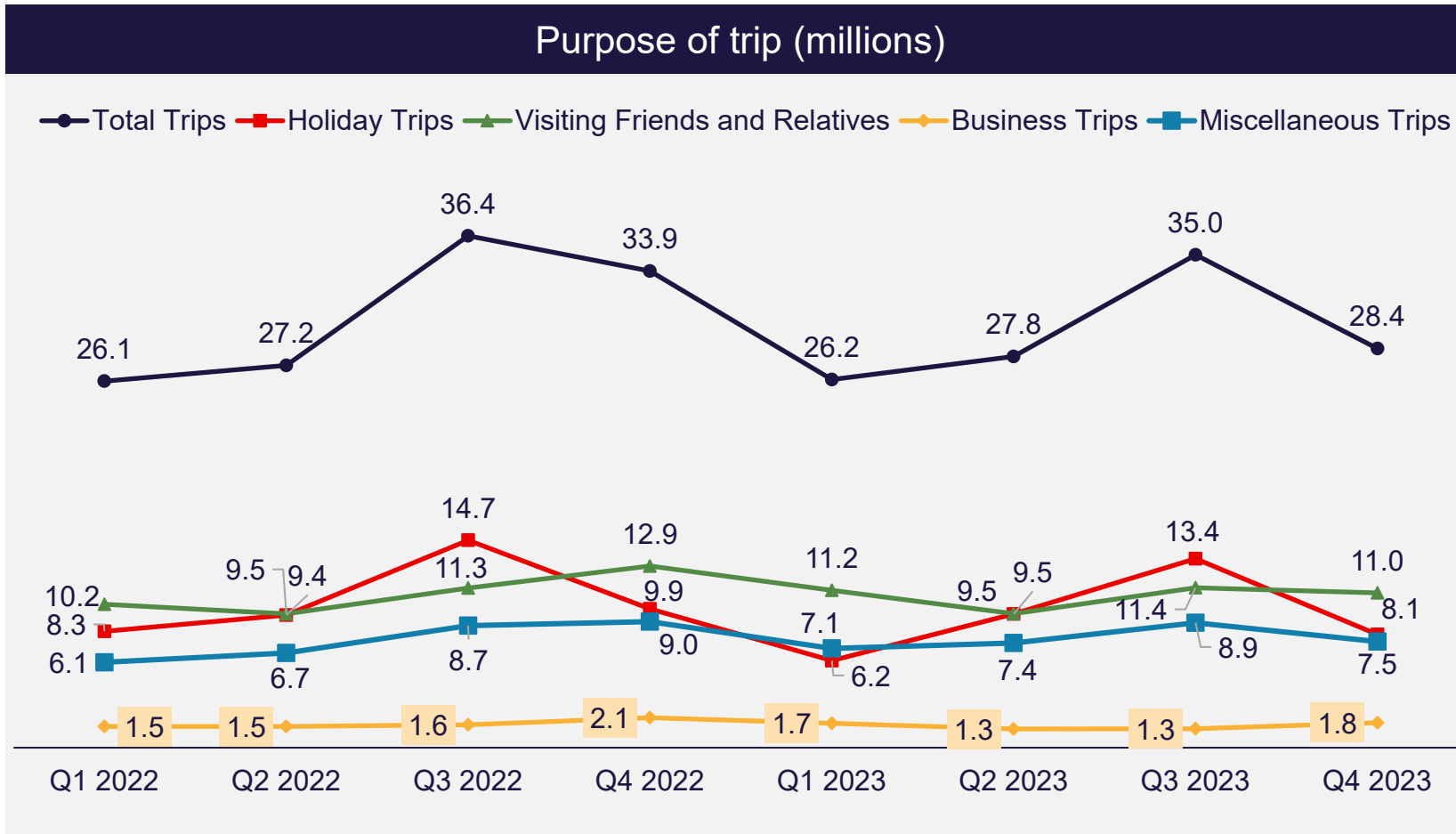
### Great Britain



### England



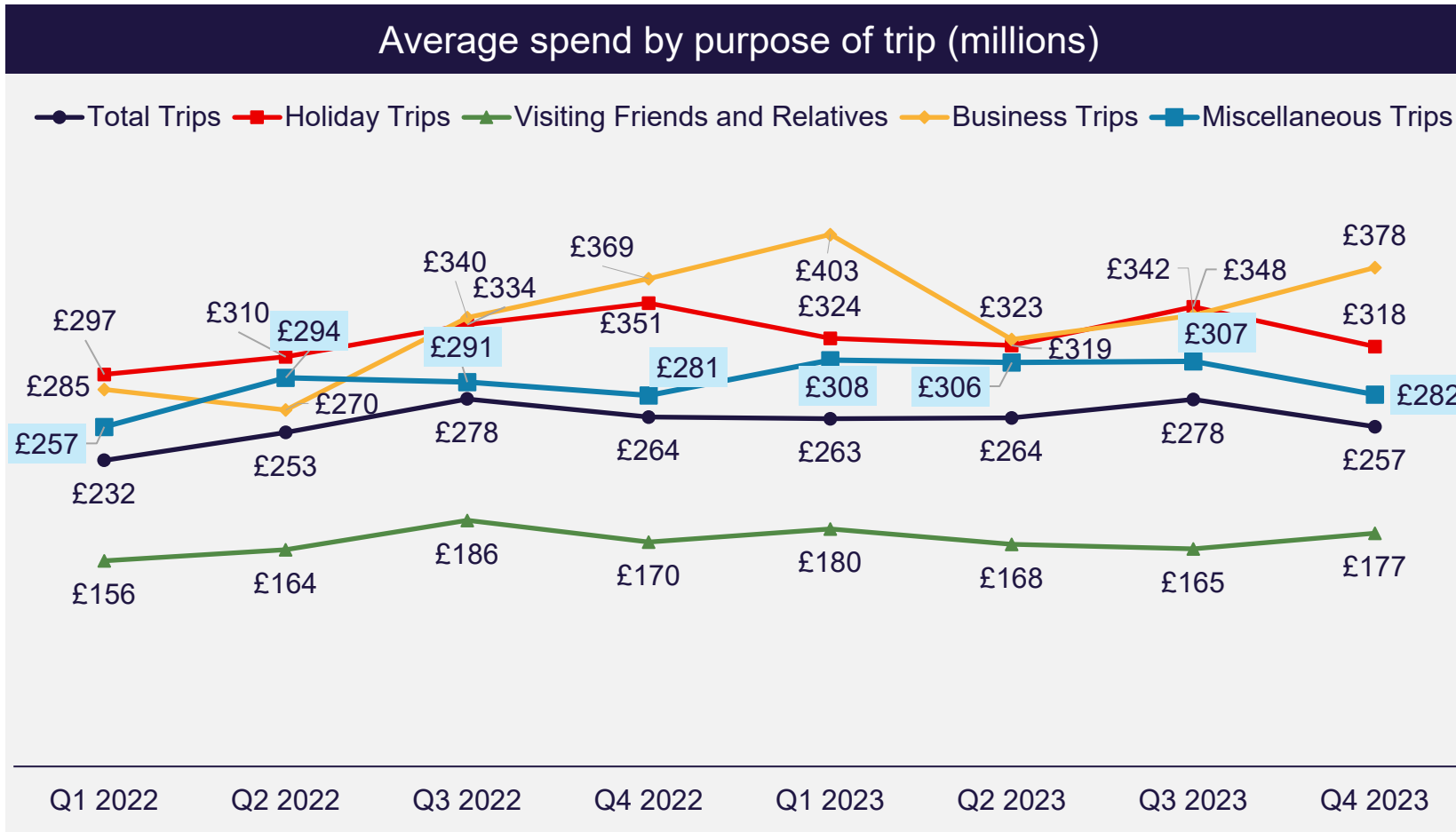
# Trip purpose by quarter in Great Britain



Purpose 2023	Number of Trips 2023	Proportion of Trips
Total Trips	117.4	
Holiday Trips	37.2	32%
Visiting Friends and Relatives	43.1	37%
Business Trips	6.2	5%
Miscellaneous Trips	30.9	26%

Source: Great Britain Tourism Survey 2023  
 Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914

# Average spend by trip purpose in Great Britain

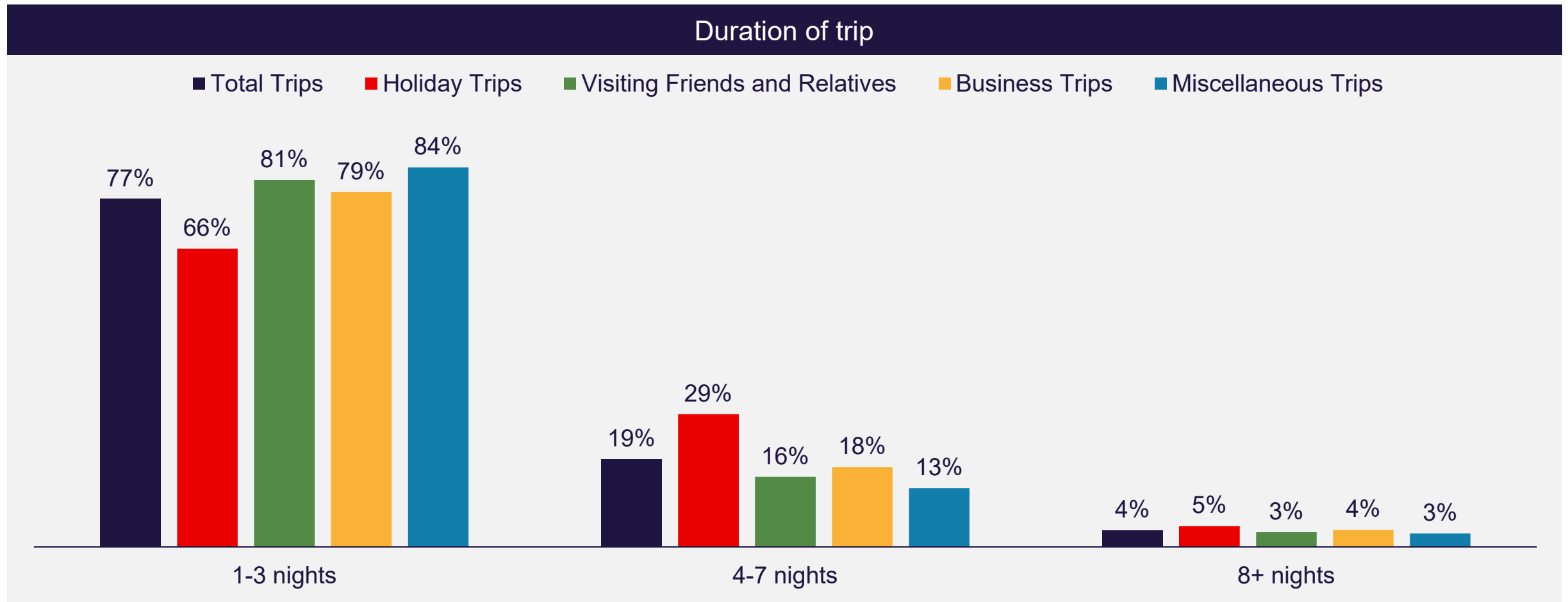


Purpose of Trip	Average Spend GB 2022	Average Spend GB 2023
Total Trips	£259	£266
Holiday Trips	£325	£330
Visiting Friends and Relatives	£170	£172
Business Trips	£321	£365
Miscellaneous Trips	£282	£300

Source: Great Britain Tourism Survey 2023

Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914

# Duration of trips in Great Britain 2023



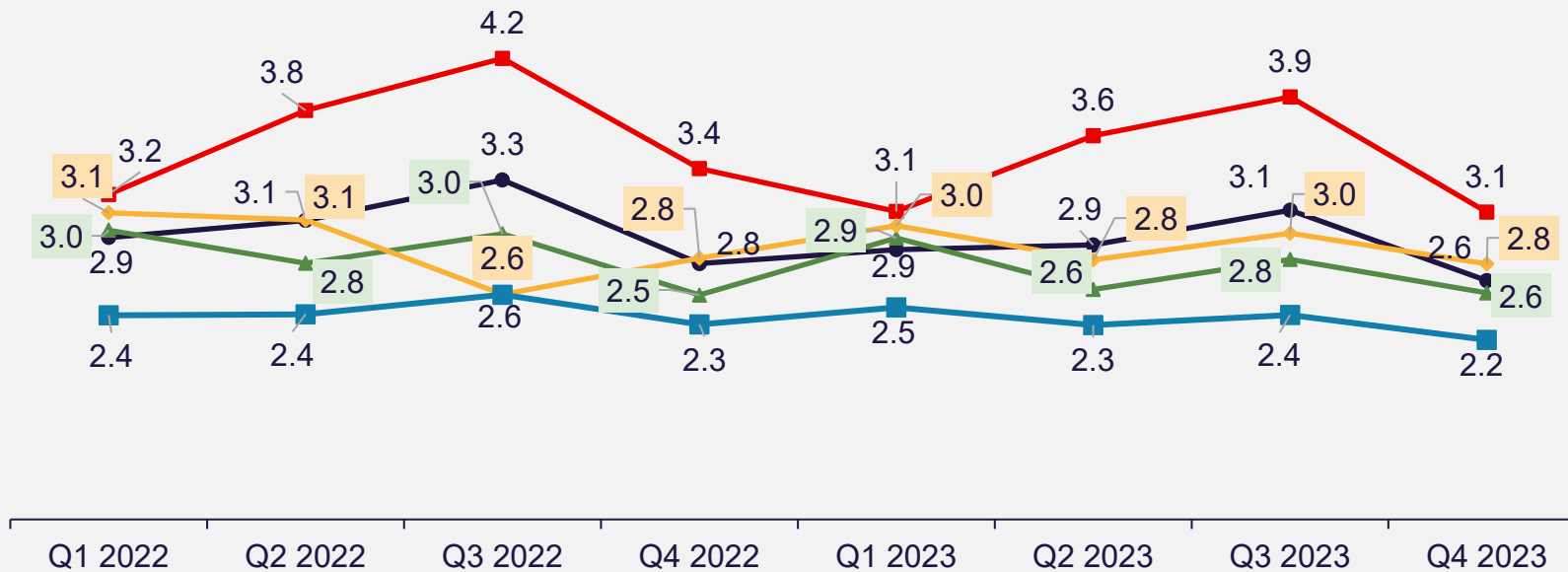
Source: Great Britain Tourism Survey 2023  
Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914



# Average duration of trip by quarter in Great Britain

Average duration of trip (millions)

● Total Trips ■ Holiday Trips ▲ Visiting Friends and Relatives ◆ Business Trips ■ Miscellaneous



Purpose 2023	Average Duration 2022	Average Duration 2023
Total Trips	3.0	2.9
Holiday Trips	3.7	3.5
Visit Friends and Relatives	2.8	2.7
Business Trips	2.9	2.9
Miscellaneous Trips	2.4	2.4

Source: Great Britain Tourism Survey 2023  
 Base: Great Britain 9,245; England 7,279; Scotland 1,265; Wales 914