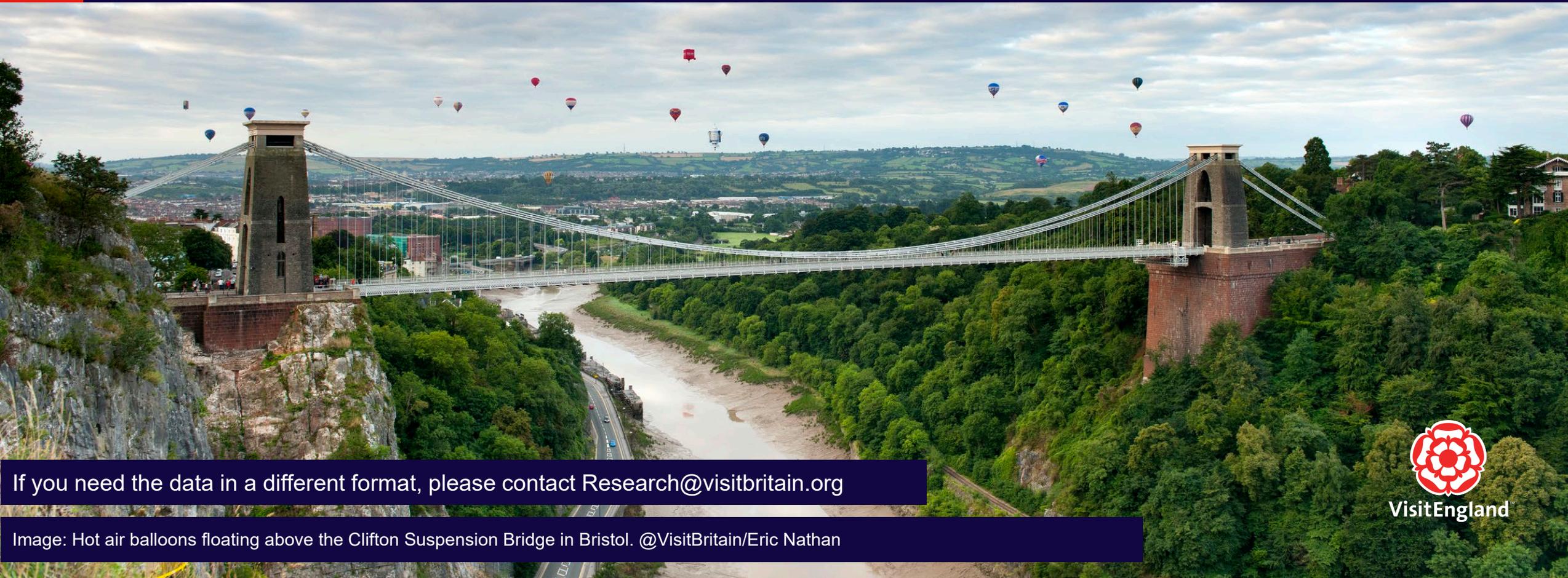


Great Britain Day Visits Survey (GBDVS)

Estimates of the volume and value of domestic day visits taken by British residents in Great Britain in 2021 and 2022

Published 20th June 2023



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

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



VisitEngland

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Explore the 2022 data in more detail on the [VisitBritain website](#).

Make sure you get all the latest figures and reports by [signing-up for VisitBritain's e-newsletter](#)

Introduction and Summary



VisitEngland™

Image: Mother and children sit at the top of the steps at a colourful beach hut. Wells next the Sea, Norfolk, England. ©VisitBritain/Ollie Kilvert

Introduction

- This report covers the main estimates for the volume and value of domestic leisure day trips taken by British residents in Great Britain from April 2021 to December 2022. Please note the 2021 data (Apr-Dec) is revised data.
- The statistics in this release are based on a new combined online survey that replaces the separate Great Britain Tourism Survey and Great Britain Day Visits Survey that ran until the end of 2019. Due to the methodological change, the new survey from 2021 onwards cannot be directly compared to the old survey pre-2019.
- This report includes estimates of day visits taken in Great Britain and England across a number of trip characteristics and with comparisons (such as percentage share) where appropriate. Detailed results for Scotland and Wales are published by [VisitScotland](#) and [Visit Wales](#) respectively.
- This report includes data for three definitions of leisure day visits: Tourism Day Visits (the standard definition, which this report focuses on); 3+ hour Leisure Day Visits (the broadest measure); Tourism Day Visits – Activities Core to Tourism (the narrowest measure).
- Detailed data on leisure day visits can be accessed in excel via the pivot tables on our [GBDVS webpage](#).
- Further information on the recent methodology changes, revised 2021 data and user notes are available (including guidance on limitations of comparability with GBDVS data up until 2019) in the following documents available [on our website](#):
 - Background Quality Report (2021 and 2022 versions)
 - Methodology and quality information
- The GBDVS 2021 and 2022 data has been published as experimental statistics. More information on this can be found on the [Office for Statistics Regulation website](#).

Domestic Day Visits in 2022

3 hour+ Leisure Day Visits

GB/Nation	GB	England	Scotland	Wales
Visits (million)	2,788	2,361	290	180
Spend (£m)	£95,333	£80,837	£9,021	£5,476

Tourism Day Visits

GB/Nation	GB	England	Scotland	Wales
Visits (million)	1,086	945	95	62
Spend (£m)	£45,043	£38,740	£3,937	£2,365

Tourism Day Visits – Activities Core to Tourism

GB/Nation	GB	England	Scotland	Wales
Visits (million)	373	320	39	23
Spend (£m)	£14,283	£12,036	£1,472	£775

- There are 3 different types of Domestic Day Visit within the GBDVS survey; please see slide 35 for detailed definitions of each.
- **3 Hour+ Leisure Day Visits** capture the largest volume of day visits and in 2022 there were 2.8 billion visits of this type in Great Britain accounting for £95.3bn spend.
- **Tourism Day Visits** are a subset of the above visits and are the focus of this report. In 2022, there were 1.1 billion Tourism Day Visits where visitors spent £45.0bn in Great Britain.
- Finally, **Tourism Day Visits – Activities Core to Tourism** are the smallest subset of day visits. There were 373 million visits of this type within Great Britain in 2022, accounting for £14.3bn spend.
- You can explore the GB and England data for all 3 types of day visits on the pivot tables available on the [GBDVS page](#) on our corporate website.
- Detailed results for Scotland and Wales are published on their websites: [VisitScotland](#) and [Visit Wales](#).

Summary of key results: Tourism Day Visits

Great Britain

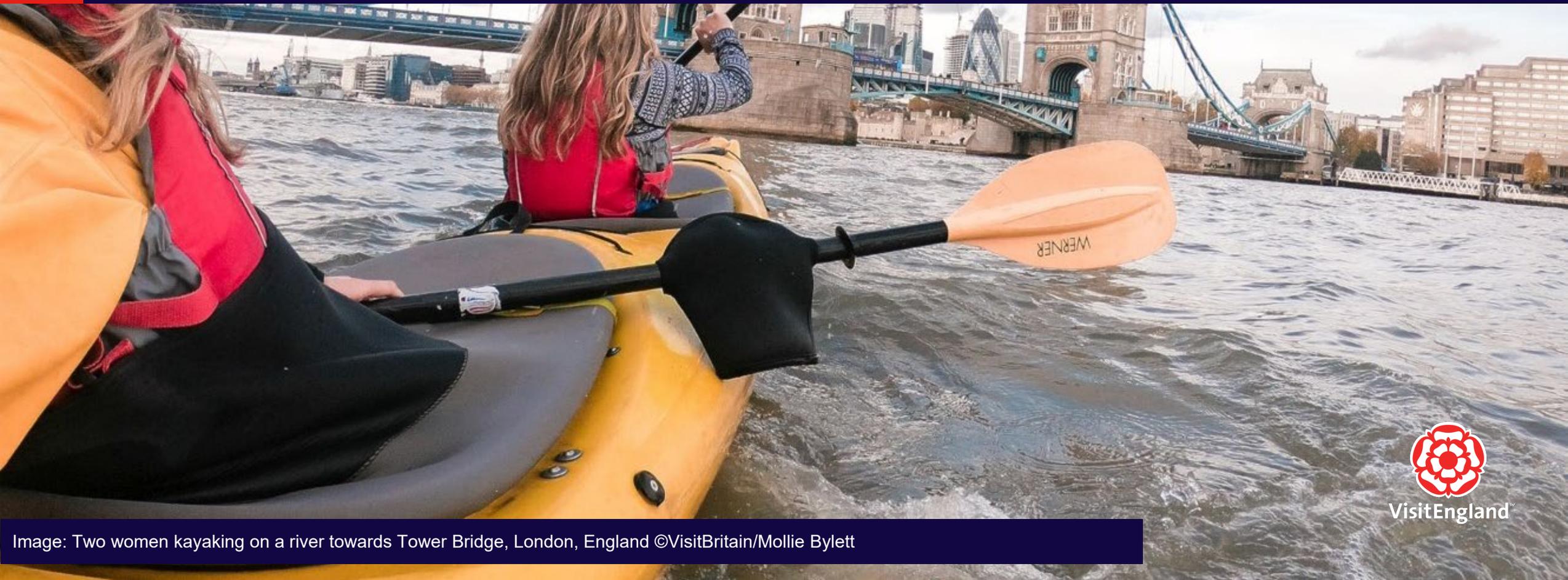
- There were **624 million Tourism Day Visits in Great Britain** made by British residents between **April to December 2021**, which picked up 42% to 888 million visits during the same period in 2022. Across the whole of **2022**, there were **1.1 billion Tourism Day Visits**, with Q3 and Q4 seeing the highest volume of visits at 313 million each.
- Visitors spent **£24.9bn** on Tourism Day Visits in **2021 (Apr-Dec)**, rising up 46% to £36.3bn in 2022 (Apr-Dec). Overall in **2022** visitors spent **£45.0bn** in Great Britain with Q4 seeing the highest spend at £12.6bn.
- There were **945 million** Tourism Day Visits to **England (87%)**, **95 million** to **Scotland (9%)** and **62 million** to **Wales (6%)**.
- In 2022, **visiting friends or family** was the most popular main activity for British residents taking a Tourism Day Visit in Great Britain (313 million visits), followed by **going to a visitor attraction** (174 million visits) and **food and drink/night out/speciality shopping** (150 million visits). In GB, spend from Tourism Day Visits where **visiting friends or family** was the main activity made up 23% of the total spend in 2022, accounting for £10.6bn. This was followed by spend from **food and drink/a night out/speciality shopping** which made up 21% of the total at £9.6bn.
- In 2022, taking a Tourism Day Visit to a **large city/town** was the most popular main type of destination visited in Britain (45%). Around one quarter (26%) went to a **small town** and just under one fifth (19%) went to the **countryside**. Over half (54%) of spend came from those **visiting large cities/towns** as their main destination.

England

- There were **545 million Tourism Day Visits in England** from **Apr-Dec 2021**, increasing 41% to 772 million trips in the same months in 2022. Overall in **2022**, there were **945 million Tourism Day Visits in England** with Q3 and Q4 seeing the highest volume of visits.
- Visitors spent **£21.2bn** in England from **Apr-Dec 2021**. This increased 47% to £31.2bn during the same period in 2022. Throughout all 12 months of **2022**, visitors spent **£38.7bn**. Q3 and Q4 accounted for the highest spend at £10.8bn and £10.7bn respectively.
- In 2022, **London (18%)**, **the South East (17%)** and **the North West (13%)** welcomed the highest shares of domestic Tourism Day Visits. Across 2022, **21%** of expenditure was spent in **London** vs **79%** in **the Rest of England** across 2022. Outside London, the North West (16%) and South East (15%) received the highest shares of spend across English regions.
- For those visiting England on a Tourism Day Visit in 2022 the highest volume of visits were for trips to **visit friends or family** at 275 million visits. This was followed by those **going to a visitor attraction** (152 million visits) and those **going for food and drink/a night out/speciality shopping** as their main activity (131 million visits). The highest volume of spend came from those **visiting friends or family** at £9.2bn, followed by those where the main activity involved **food and drink/a night out/speciality shopping** at £8.0bn.
- In 2022, 45% of those taking a Tourism Day Visit in England went to a **large city/large town** as their main destination. This was followed by those visiting a **small town** (26%) and those **visiting the countryside** (19%). 53% of spend came from those visiting a **large city/town** followed by 21% from those **visiting a small town** and 16% from those **visiting the countryside** as their main destination.

Tourism Day Visits

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



VisitEngland

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



Headline results: Tourism Day Visits

2021 and 2022

Tourism Day Visits: Headlines - 2021 & 2022

GB Tourism Day Visits	2021 (Apr-Dec)	2022 (Apr-Dec)	% change (Apr-Dec)	2022 (Jan-Dec)
Visits (million)	624	888	42%	1,086
Spend (£ million)	£24,941	£36,344	46%	£45,043

England Tourism Day Visits	2021 (Apr-Dec)	2022 (Apr-Dec)	% change (Apr-Dec)	2022 (Jan-Dec)
Visits (million)	545	772	41%	945
Spend (£ million)	£21,188	£31,247	47%	£38,740

- In the latter 9 months of 2021, British residents took a total of 624 million Tourism Day Visits within Great Britain and spent £24.9bn on these trips. In 2022, as COVID-19 restrictions came to a halt in all nations, domestic day trips picked up 42% to reach 888 million Tourism Day Visits from April to December 2022 whilst spend was up 46% to £36.3bn.
- Across the whole of 2022, British residents took a total of **1.1 billion Tourism Day Visits within Great Britain and spent £45.0bn** on those trips.
- There were 545 million Tourism Day Visits to England from Apr-Dec 2021, increasing 41% to 772 million trips in the same months in 2022. Looking at the same time period, visitors spent £31.2bn in 2022, up 47% vs April to December 2021.
- There were **945 million Tourism Day Visits to England** in 2022 with these visitors **spending £38.7bn**.

Tourism Day Visits: Averages - 2021 & 2022

GB Tourism Day Visits	2021 (Apr-Dec)	2022 (Apr-Dec)	% change (Apr-Dec)	2022 (Jan-Dec)
Average spend per trip	£40	£41	2%	£41

England Tourism Day Visits	2021 (Apr-Dec)	2022 (Apr-Dec)	% change (Apr-Dec)	2022 (Jan-Dec)
Average spend per trip	£39	£40	4%	£41

- Those on a Tourism Day Visit to Great Britain between Apr-Dec 2021 spent on average £40 per trip which increased slightly to £41 in Apr-Dec 2022, and across the whole of 2022.
- The average spent on Tourism Day Visits to England in the last 9 months of 2021 was £39, increasing by 4% in 2022 to £40. In 2022 overall, visitors to England spent £41 on average per trip.

Tourism Day Visits: By GB nation - 2021 & 2022

GB/Nation Visits (million)	2021 (Apr-Dec)	2022 (Apr-Dec)	% change (Apr-Dec)	2022	2022 % share
GB	624	888	42%	1,086	
England	545	772	41%	945	87%
Scotland	55	76	39%	95	9%
Wales	37	50	34%	62	6%

GB/Nation Spend (£ million)	2021 (Apr-Dec)	2022 (Apr-Dec)	% change (Apr-Dec)	2022	2022 % share
GB	£24,941	£36,344	46%	£45,043	
England	£21,188	£31,247	47%	£38,740	86%
Scotland	£2,420	£3,182	31%	£3,937	9%
Wales	£1,333	£1,915	44%	£2,365	5%

- Of all the Tourism Day Visits in 2022, England was the most popular destination with an 87% share of trips (945 million visits). England's share of the total GB Tourism Day Visit spend in 2022 was 86% which equates to £38.7bn.
- Detailed results for Scotland and Wales are published on their websites:
 - VisitScotland <https://www.visitscotland.org/research-insights>
 - Visit Wales <https://gov.wales/statistics-and-research>

Tourism Day Visits: by English regions - 2021 & 2022

Visits (million)	2021 (Apr-Dec)	2022 (Apr-Dec)	% change (Apr-Dec)	2022	2022 % share of England
England (TOTAL)	545	772	41%	945	
London	86	137	59%	169	18%
<i>Rest of England*</i>	448	627	40%	766	81%
North East	16	23	47%	28	3%
North West	79	106	35%	127	13%
Yorkshire & the Humber	40	63	56%	78	8%
West Midlands	56	74	32%	88	9%
East Midlands	44	61	38%	75	8%
East of England	56	90	60%	110	12%
South West	65	80	24%	99	10%
South East	92	130	41%	162	17%
Other/unspecified**	11	7	-33%	10	1%

- Tourism Day Visits to each English region increased between 2021 and 2022 (April to December).
- In 2022, London (18%), the South East (17%) and the North West (13%) welcomed the highest shares of domestic Tourism Day Visits.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data by English region is when the main place/destination visited is England.

**Caution low base sizes. *Rest of England is NET of all English regions - excluding London. Other/unspecified includes English National Parks, trips where main destination was England but part of trip was outside England and other/unspecified destinations.



Tourism Day Visits: by English regions – 2021 & 2022 spend

Spend (£ million)	2021 (Apr-Dec)	2022 (Apr-Dec)	% change (Apr-Dec)	2022	2022 % share of England
England (TOTAL)	£21,188	£31,247	47%	£38,740	
London	£4,055	£5,919	46%	£8,016	21%
Rest of England*	£16,806	£25,106	49%	£30,431	79%
North East	£552	£1,118	103%	£1,359	4%
North West	£2,959	£4,976	68%	£6,029	16%
Yorkshire & the Humber	£2,114	£2,584	22%	£3,189	8%
West Midlands	£2,261	£3,356	48%	£3,889	10%
East Midlands	£1,287	£2,557	99%	£2,934	8%
East of England	£1,751	£2,800	60%	£3,416	9%
South West	£2,627	£2,929	11%	£3,751	10%
South East	£3,255	£4,785	47%	£5,863	15%
Other/unspecified**	£327	£222	-32%	£293	1%

- Spend from Tourism Day Visits to each English region increased between 2021 and 2022 (April-December).
- 21% of expenditure was spent in London vs 79% in the Rest of England across 2022.
- Outside London, the North West (16%) and South East (15%) received the highest shares of spend across English regions in 2022.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data by English region is when the main place/destination visited is England.

**Caution low base sizes. *Rest of England is NET of all English regions - excluding London. Other/unspecified includes English National Parks, trips where main destination was England but part of trip was outside England and other/unspecified destinations.





Headline quarterly results: Tourism Day Visits

2022

Tourism Day Visits: Headlines – 2022 by quarter

GB Tourism Day Visits	Q1 2022 (Jan-Mar)	% change vs Q1 2021	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021
Visits (million)	198	N/A*	262	78%	313	27%	313	36%
Spend (£ million)	£8,699	N/A*	£11,413	165%	£12,359	21%	£12,572	21%
England Tourism Day Visits	Q1 2022 (Jan-Mar)	% change vs Q1 2021	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021
Visits (million)	173	N/A*	224	68%	273	27%	274	39%
Spend (£ million)	£7,493	N/A*	£9,697	155%	£10,813	21%	£10,737	28%

- Tourism Day Visits to Great Britain picked up throughout 2022 as COVID-19 restrictions were lifted by Q2. Q2 2022 saw a huge uplift in visits vs Q2 2021 to 262 million (up 78%), and there were 313 million visits in quarter 3 and quarter 4 respectively. Spend also gradually increased throughout the year with the Oct-Dec period seeing the highest spend across the year at £12.6bn.
- England Tourism Day visits saw a similar pattern to GB results across 2022 with Q3 and Q4 seeing the highest volume of visits; 273 million and 274 million respectively. The latter half of the year also saw the highest spend with £10.8bn in Q3 and £10.7bn in Q4.

N/A – no data is available for Q1 2021 therefore no Y-o-Y comparisons can be made for Q1 2022. This column has been removed from the rest of the report.*

Tourism Day Visits: by GB nation – 2022 by quarter

GB/Nation Visits (million)	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021
GB	198	262	78%	313	27%	313	36%
England	173	224	68%	273	27%	274	39%
Scotland	18	25	143%	26	35%	26	0%
Wales	12	18	112%	17	4%	15	20%

GB/Nation Spend (£ million)	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021
GB	£8,699	£11,413	165%	£12,359	21%	£12,572	21%
England	£7,493	£9,697	155%	£10,813	21%	£10,737	28%
Scotland	£755	£1,041	349%	£971	30%	£1,171	-19%
Wales	£451	£675	147%	£576	7%	£664	28%

- Tourism Day Visits to all the British nations picked up significantly in 2022, compared to 2021 as COVID-19 restrictions eased.
- Detailed results for Scotland and Wales are published on their websites:
 - VisitScotland <https://www.visitscotland.org/research-insights>
 - Visit Wales <https://gov.wales/statistics-and-research>

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. The number of trips by GB nation does not add up to the total GB trips as some trips include time in more than one nation.



Tourism Day Visits: by English regions - 2022 visits by quarter

Visits (million)	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021
England (TOTAL)	173	224	68%	273	27%	274	39%
London	32	42	148%	44	24%	51	50%
Rest of England*	138	179	61%	227	29%	222	38%
North East	5	6	47%	9	24%	8	84%
North West	20	32	44%	34	34%	41	29%
Yorkshire & the Humber	15	18	59%	22	36%	23	80%
West Midlands	15	21	92%	26	34%	26	4%
East Midlands	13	21	140%	22	26%	18	1%
East of England	20	24	65%	34	51%	32	68%
South West	18	24	59%	28	-12%	28	57%
South East	32	33	35%	51	42%	46	43%
Other/unspecified**	3	3	-39%	2	-27%	2	-29%

- Tourism Day Visits to London increased throughout 2022 reaching a peak of 51 million visits in Q4 (Oct-Dec). The last quarter was also the highest quarter for visits to the North West and Yorkshire & the Humber.
- Q3 (Jul-Sep) saw the highest volume of Tourism Day Visits in the North East, East Midlands, East of England and the South East. The West Midlands and South West hosted the same level of day visits in Q3 and Q4 of 2022.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data by English region is when the main place/destination visited is England.

**Caution low base sizes. *Rest of England is NET of all English regions - excluding London. Other/unspecified includes English National Parks, trips where main destination was England but part of trip was outside England and other/unspecified destinations.



England regional Tourism Day Visits: 2022 spend by quarter

Spend (£m)	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021
England (TOTAL)	£7,493	£9,697	155%	£10,813	21%	£10,737	28%
London	£2,097	£1,873	209%	£1,902	-10%	£2,144	60%
<i>Rest of England*</i>	£5,325	£7,751	145%	£8,822	32%	£8,533	23%
North East	£242	£202	85%	£358	25%	£557	257%
North West	£1,053	£1,654	203%	£1,788	43%	£1,534	32%
Yorkshire & the Humber	£605	£668	97%	£906	27%	£1,009	-5%
West Midlands	£533	£1,160	272%	£1,033	22%	£1,164	6%
East Midlands	£377	£1,229	478%	£686	40%	£642	10%
East of England	£616	£783	71%	£794	15%	£1,223	103%
South West	£822	£915	91%	£1,069	-15%	£945	7%
South East	£1,078	£1,139	60%	£2,187	88%	£1,459	6%
Other/unspecified**	£71	£73	168%	£89	-43%	£60	-58%

- Spend from Tourism Day Visits to London peaked in Q4 at £2.1bn. The North East, Yorkshire & the Humber, West Midlands and the East of England also saw the highest spend from Oct-Dec 2022.
- The North West, South West and South East all saw the highest spend in Q3 2022, while Q2 was the peak spending quarter for the East Midlands.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data by English region is when the main place/destination visited is England.

**Caution low base sizes. *Rest of England is NET of all English regions - excluding London. Other/unspecified includes English National Parks, trips where main destination was England but part of trip was outside England and other/unspecified destinations.





Trip characteristics: Tourism Day Visits

2022 quarterly data

GB Tourism Day Visits: by Main Activity: 2022 visits by quarter

GB Tourism Day Visits Main activity (million)	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021	2022
Visited friends or family	63	76	39%	81	14%	94	34%	313
Went to a visitor attraction	26	47	140%	60	33%	41	11%	174
Took part in sports or outdoor leisure activities	13	18	17%	23	28%	18	48%	71
Went sightseeing and exploring areas	16	20	30%	28	11%	24	31%	88
Took part in hobbies and interests	11	13	30%	17	43%	15	84%	56
Took part in a health or wellbeing experience**	3	2	104%	3	42%	4	85%	12
Attended a special event or celebration	16	20	213%	23	52%	22	50%	81
Attended an organised public event	12	22	492%	27	32%	30	72%	91
Went to an arts, cultural or entertainment experience**	5	6	482%	10	116%	8	-25%	29
Food and drink, a night out or speciality shopping	31	33	118%	35	18%	51	49%	150
Took part in leisure activities not mentioned above**	4	5	1%	7	60%	6	18%	23
Total	198	262	78%	313	27%	313	36%	1,086

- In 2022, visiting friends or family was the most popular main activity for British residents taking a Tourism Day Visit in Great Britain (313 million visits), followed by going to a visitor attraction (174 million visits) and food and drink/night out/speciality shopping (150 million visits).

GB Tourism Day Visits: by Main Activity: 2022 spend

GB Tourism Day Visits spend Main activity (£ million)	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021	2022
Visited friends or family	£1,768	£2,864	161%	£2,900	5%	£3,051	41%	£10,584
Went to a visitor attraction	£782	£1,829	195%	£2,191	51%	£1,597	13%	£6,399
Took part in sports or outdoor leisure activities	£660	£432	75%	£570	-24%	£556	34%	£2,218
Went sightseeing and exploring areas	£635	£731	82%	£1,130	5%	£822	-39%	£3,318
Took part in hobbies and interests	£708	£1,180	272%	£484	-23%	£519	111%	£2,891
Took part in a health or wellbeing experience**	£110	£108	32%	£187	52%	£156	15%	£561
Attended a special event or celebration	£727	£931	381%	£844	44%	£712	0%	£3,215
Attended an organised public event	£545	£1,079	849%	£1,152	57%	£993	30%	£3,769
Went to an arts, cultural or entertainment experience**	£147	£199	484%	£310	64%	£347	104%	£1,003
Food and drink, a night out or speciality shopping	£2,093	£1,765	79%	£2,363	39%	£3,350	32%	£9,571
Took part in leisure activities not mentioned above**	£523	£295	36%	£229	-5%	£469	4%	£1,516
Total	£8,699	£11,413	165%	£12,359	21%	£12,572	21%	£45,043

- In GB, spend from Tourism Day Visits where visiting friends or family was the main activity made up 23% of the total spend in 2022, accounting for £10.6bn. This was followed by spend from food and drink/a night out/speciality shopping which made up 21% of total at £9.6bn.

England Tourism Day Visits: by Main Activity: 2022 visits by quarter

England Tourism Day Visits Main activity (million)	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021	2022
Visited friends or family	55	67	36%	72	15%	82	34%	275
Went to a visitor attraction	23	40	112%	52	25%	37	14%	152
Took part in sports or outdoor leisure activities	11	16	21%	20	35%	16	63%	63
Went sightseeing and exploring areas	13	16	23%	24	20%	22	47%	75
Took part in hobbies and interests**	9	12	21%	15	47%	13	82%	49
Took part in a health or wellbeing experience**	3	2	66%	2	38%	3	78%	10
Attended a special event or celebration	14	18	199%	20	52%	19	47%	71
Attended an organised public event**	10	18	382%	23	21%	25	73%	76
Went to an arts, cultural or entertainment experience**	5	5	415%	9	116%	7	-30%	25
Food and drink, a night out or speciality shopping	26	28	105%	31	24%	45	61%	131
Took part in leisure activities not mentioned above**	3	4	-10%	6	54%	6	18%	19
Total	173	224	68%	273	27%	274	39%	945

- For those visiting England on a Tourism Day Visit, the highest volume of visits were for trips to visit friends or family at 275 million visits. This was followed by those going to a visitor attraction (152 million visits) and those going for food and drink/a night out/speciality shopping as their main activity (131 million visits).

England Tourism Day Visit spend: by Main Activity: 2022 spend

England Tourism Day Visits spend Main activity (£ million)	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021	2022
Visited friends or family	£1,479	£2,549	164%	£2,607	5%	£2,522	39%	£9,157
Went to a visitor attraction	£635	£1,623	202%	£1,898	40%	£1,464	20%	£5,621
Took part in sports or outdoor leisure activities	£608	£403	119%	£509	-17%	£480	75%	£2,000
Went sightseeing and exploring areas	£506	£547	73%	£902	1%	£717	-27%	£2,672
Took part in hobbies and interests**	£648	£1,071	266%	£421	-23%	£470	125%	£2,610
Took part in a health or wellbeing experience**	£105	£90	11%	£167	67%	£116	5%	£478
Attended a special event or celebration	£697	£799	333%	£749	43%	£599	0%	£2,844
Attended an organised public event**	£447	£893	685%	£957	48%	£752	18%	£3,049
Went to an arts, cultural or entertainment experience**	£129	£168	432%	£293	76%	£329	138%	£919
Food and drink, a night out or speciality shopping	£1,720	£1,338	45%	£2,114	49%	£2,830	41%	£8,003
Took part in leisure activities not mentioned above**	£518	£216	21%	£195	-11%	£457	4%	£1,386
Total	£7,493	£9,697	155%	£10,813	21%	£10,737	28%	£38,740

- Of all the Tourism Day Visits made in England in 2022, the most was spent by those visiting friends or family at £9.2bn, followed by those where the main activity involved food and drink/a night out/speciality shopping at £8.0bn.

GB Tourism Day Visits and spend by type of destination: 2022 by quarter

GB Tourism Day Visits by type of destination (million)	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021	2022
Seaside or other coastal	13	23	27%	30	18%	14	8%	80
Large city/large town	90	110	113%	133	39%	154	31%	487
Small town	54	70	80%	81	24%	77	41%	282
Countryside	35	53	52%	59	11%	58	51%	205
Other/unspecified**	7	5	59%	10	44%	10	59%	32
Total	198	262	78%	313	27%	313	36%	1,086

GB Tourism Day Visit spend by type of destination (£ million)	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021	2022
Seaside or other coastal	£534	£660	21%	£1,072	-10%	£606	-20%	£2,871
Large city/large town	£5,140	£5,783	172%	£6,260	18%	£7,121	28%	£24,304
Small town	£1,638	£2,651	172%	£2,570	20%	£2,550	3%	£9,409
Countryside	£1,011	£2,130	259%	£2,112	49%	£1,739	26%	£6,993
Other/unspecified**	£375	£189	178%	£345	59%	£556	165%	£1,466
Total	£8,699	£11,413	165%	£12,359	21%	£12,572	21%	£45,043

- In 2022, taking a Tourism Day Visit to a large city/town was the most popular main type of destination visited in Britain (45%). Around one quarter (26%) went to a small town and just under one fifth (19%) went to the countryside.
- Over half (54%) of spend came from those visiting large cities/towns as their main destination.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data shows main destination type. Table shows the total amount spent on trips of each main destination type, NOT the amount spent at each destination itself. **Caution low base sizes.

England Tourism Day Visits and spend by type of destination: 2022 by quarter

England Tourism Day Visits by type of destination (million)	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021	2022
Seaside or other coastal	10	19	20%	25	25%	13	21%	68
Large city/large town	81	92	96%	117	39%	133	32%	423
Small town	46	62	67%	71	26%	67	46%	246
Countryside	30	47	53%	50	6%	52	55%	179
Other/unspecified**	7	5	61%	9	42%	10	54%	30
Total	173	224	68%	273	27%	274	39%	945

England Tourism Day Visit spend by type of destination (£ million)	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	% change vs Q2 2021	Q3 2022 (Jul-Sep)	% change vs Q3 2021	Q4 2022 (Oct-Dec)	% change vs Q4 2021	2022
Seaside or other coastal	£440	£579	19%	£905	-9%	£501	-24%	£2,424
Large city/large town	£4,413	£4,834	155%	£5,449	16%	£5,889	37%	£20,585
Small town	£1,393	£2,259	153%	£2,291	21%	£2,223	7%	£8,165
Countryside	£885	£1,848	298%	£1,841	58%	£1,586	34%	£6,160
Other/unspecified**	£362	£178	185%	£327	65%	£539	163%	£1,406
Total	£7,493	£9,697	155%	£10,813	21%	£10,737	28%	£38,740

- In 2022, 45% of those taking a Tourism Day Visit in England went to a large city/large town as their main destination. This was followed by those visiting a small town (26%) and those visiting the countryside (19%).
- 53% of spend came from those visiting a large city/town followed by 21% from those visiting a small town and 16% from those visiting the countryside as their main destination.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data shows main destination type. Table shows the total amount spent on trips of each main destination type, NOT the amount spent at each destination itself. **Caution low base sizes.

Appendix

Alternative data, sample sizes and definitions



VisitEngland™

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

Alternative data

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

Domestic Sentiment Tracker

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

Bank Holiday Trip Tracker

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

Visits to Visitor attractions

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

Accommodation Occupancy

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

Short term rental data

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

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

Sample sizes: GB Tourism Day Visits (1)

GB Tourism Day Visits - sample sizes	2021	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	Q3 2022 (Jul-Sep)	Q4 2022 (Oct-Dec)	2022
TOTAL GB	5,968	2,052	2,499	3,074	2,836	10,461
England	4,616	1,621	1,828	2,507	2,263	8,219
Scotland	728	260	368	335	349	1,312
Wales	708	203	333	253	246	1,035
Seaside or other coastal	550	118	188	276	137	719
Large city/large town	2,619	979	1,133	1,330	1,418	4,860
Small town	1,483	521	632	771	718	2,642
Countryside	1,168	377	489	599	480	1,945
Other/unspecified	148	57	57	98	83	295

Sample Guidance:

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

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

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

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

Please note that the samples above reflect those who actually took a day trip but the contact sample i.e. the number of respondents asked if they had taken a trip is larger. For 2021 the contact sample for GB was 18,084 and for 2022 it was 28,184. For England, it was 12,777 in 2021 and 20,733 in 2022.



Sample sizes: GB Tourism Day Visits (2)

GB Tourism Day Visits - sample sizes	2021	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	Q3 2022 (Jul-Sep)	Q4 2022 (Oct-Dec)	2022
Visited friends or family	1,966	663	727	800	898	3,088
Went to a visitor attraction	766	217	376	493	283	1,369
Took part in sports or outdoor leisure activities	443	129	155	229	147	660
Went sightseeing and exploring areas	578	157	194	271	178	800
Took part in hobbies and interests	281	105	144	171	139	559
Took part in a health or wellbeing experience	61	29	22	40	37	128
Attended a special event or celebration	377	158	186	239	228	811
Attended an organised public event	383	137	250	300	266	953
Went to an arts, cultural or entertainment experience	115	50	63	84	74	271
Food and drink, a night out or speciality shopping	844	363	320	380	537	1,600
Took part in leisure activities not mentioned above	154	44	62	67	49	222

Sample Guidance:

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

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

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

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



Sample sizes: England Tourism Day Visits (1)

England Tourism Day Visits - sample sizes	2021	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	Q3 2022 (Jul-Sep)	Q4 2022 (Oct-Dec)	2022
London	726	281	312	369	370	1,332
Rest of England*	3,827	1,319	1,495	2,116	1,874	6,804
North East	142	58	46	84	64	252
North West	653	217	262	347	330	1,156
Yorkshire & the Humber	363	122	172	212	210	716
West Midlands	444	158	181	272	223	834
East Midlands	377	132	157	213	169	671
East of England	483	182	243	288	284	997
South West	587	177	179	264	245	865
South East	778	273	255	436	349	1,313
Other/unspecified**	63	21	21	22	19	83
Seaside or other coastal	380	83	133	209	112	537
Large city/large town	2,038	798	797	1,096	1,111	3,802
Small town	1,147	398	474	626	565	2,063
Countryside	929	291	379	490	401	1,561
Other/unspecified	122	51	45	86	74	256

Sample Guidance:

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

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

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

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



Sample sizes: England Tourism Day Visits (2)

England Tourism Day Visits - sample sizes	2021	Q1 2022 (Jan-Mar)	Q2 2022 (Apr-Jun)	Q3 2022 (Jul-Sep)	Q4 2022 (Oct-Dec)	2022
TOTAL England	4,616	1,621	1,828	2,507	2,263	8,219
Visited friends or family	1,571	535	563	677	723	2,498
Went to a visitor attraction	620	175	269	412	236	1,092
Took part in sports or outdoor leisure activities	322	100	123	178	117	518
Went sightseeing and exploring areas	408	116	140	210	145	611
Took part in hobbies and interests	222	79	111	139	109	438
Took part in a health or wellbeing experience	46	27	13	34	25	99
Attended a special event or celebration	296	133	141	192	178	644
Attended an organised public event	310	98	172	236	197	703
Went to an arts, cultural or entertainment experience	88	42	45	69	59	215
Food and drink, a night out or speciality shopping	612	277	210	309	435	1,231
Took part in leisure activities not mentioned above	121	39	41	51	39	170

Sample Guidance:

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

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

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

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

Summary of 2021 England COVID-19 restrictions

The statistics published in this release cover the period from April 2021 to Dec 2022. Data is not available for January to March 2021, due to COVID-19 restrictions on travel during this period. Below is a summary of the 2021 England restrictions. Wales and Scotland restrictions can be found on the following pages.

- 04 Jan** Heavy restrictions in place
- 06 Jan** Non-essential shops and facilities closed. Restaurants open for takeaway
Domestic travel not allowed. Holiday accommodation closed
Meetings allowed in close knit bubbles or exceptional circumstances
- 15 Feb** Hotel Quarantine for travellers arriving from outside the UK
- 21 Feb** End of the month PM publishes roadmap for lifting lockdown restrictions
- 08 Mar** Schools fully re-open
You can meet-up with one other person outdoors
- 29 Mar** Outdoor gatherings of up to 6 people of 2 households will be allowed including in private gardens. Outdoor activities can resume
‘Stay at home’ order ends but advice to stay at home if possible
- 12 Apr** Non-essential retail and facilities re-open
Outdoor hospitality and activity venues also reopen. No meal required with an alcoholic drink. Table service still required
Self contained accommodation such as campsites also reopen
Up to 15 people can attend events such as wedding receptions
Can visit somewhere domestically for an overnight stay
- 17 May** Up to 30 people can meet outside
Indoor gatherings of up to 6 people of 2 households will be allowed
All business can re-open but must follow COVID-19 secure guidance
Indoor hospitality and activity venues re-open. Table service still required.
Domestic Holidays allowed. Holidays aboard to select few countries only
Hotels, Hostels and B&Bs can open again
- 17 May** Up to 100 can attend an indoor event, up to 4,000 for outdoor. Up to 10,000 people can attend a large outside venue
Up to 30 people can attend events such as wedding receptions
- 14 Jun** Restrictions on weddings and funerals removed
Government delays final easing of restrictions until July. Vaccine programme accelerated
- 19 July** Most remaining restrictions on meetings, hospitality, travel, accommodation, leisure activities etc removed. Masks still greatly encouraged
Remaining venues such as night clubs etc re-open
- Sept** Plan B measures put in place in case of COVID-19 surge
- 17 Sept** Testing required for people to go to and from certain countries
- 7 Oct** More countries removed from red travel list
- 11 Oct** People will need a COVID-19 pass to attend night clubs and certain events
- 15 Nov** COVID-19 pass extended to more venues such as concert halls
- 26 Nov** New travel restrictions in place for certain countries
- 05 Dec** More international travel restrictions for certain countries
- 08 Dec** Plan B measures put in place after spread of omicron variant
- 10 Dec** Face masks become mandatory in most public places
- 14 Dec** Countries removed from travel list
- 15 Dec** COVID-19 pass becomes mandatory in certain spaces such as night clubs and concerts

Further information on COVID-19 England restrictions in 2022 can be found on the [gov.uk](https://www.gov.uk) website.



Summary of 2021 Scotland COVID-19 restrictions

05 Jan	Heavy Lockdown restrictions in place	17 May	Up to 6 people from 3 households can meet indoors. Up to 8 people from 8 households can meet outdoors
07 Jan	Self isolation required for people arriving in Scotland from certain countries		People who fly into Scotland from approved countries do not have to isolate
16 Jan	Even tighter restrictions put in place including non essential click and collect retailers shutting down. Customers not allowed on take-away premises		Certain areas, such as Glasgow remain with previous restrictions
15 Jan	Travel corridors suspended		Hospitality venues can open until 22:30 – visits limited to 2 hour timeslots
15 Feb	All arrivals into Scotland must isolated for minimum 10 days		Remaining leisure venues re-open with the exception of indoor contact activities
03 Mar	Furlough scheme extended	05 Jun	Glasgow restrictions ease to be in line with rest of the country
12 Mar	Up to 4 adults from 2 households can meet outdoors	22 Jun	Tentative date of 19 July 2021 for removing restrictions
	Outdoor non-contact sport and activities may resume with groups of up to 15 people	13 Jul	Meetings of up to 15 people from 15 households occur
16 Mar	Timetable for easing restrictions revealed	28 Jul	Fully vaccinated from EU and US may travel to Scotland
13 Apr	Domestic travel for outdoor meetings, socialising and recreation is allowed again	17 Sep	International travel restrictions eased
	Groups of up to 6 households can meet-up	01 Oct	People required to show COVID-19 status or valid exemption to be allowed into certain venues/ events
20 Apr	Easing of restrictions in some parts of the county allowing for hospitality venues to open up again	11 Oct	More countries are removed from the travel list
26 Apr	Up to 2 visits a week allowed for care home residents	28 Oct	Most remaining countries are removed from the travel list
	Up to 50 people can attend an event such as wedding and funeral	26 Nov	Travel restrictions back in place for some countries and self-isolation measures
	Non-essential shops are now open	14 Dec	New guidance in place. Meetings to be restricted to 3 households to slow down omicron variant
	Domestic travel is open again		More international travel restrictions
	Holiday accommodation open for domestic tourism	17 Dec	Businesses advised to take measures to reduce spread of omicron
	Hospitality venues can open up again. Only groups of up to 6 from 2 households allowed. Indoor service only until 20:00	27 Dec	Increased distancing measures added to outdoor venues
	Leisure venues such as gyms open		

Summary of 2021 Wales COVID-19 restrictions

04 Jan	Heavy Restrictions in place	28 May	Live music opens again with limits
06 Jan	Non-essential shops and facilities are closed, restaurants only open for takeaway	07 Jun	Up to 30 people may meet outdoors
	Domestic travel not allowed and holiday accommodation is closed	17 Jun	Remaining easing of restriction put on pause for 4 weeks
	Meetings are only allowed in close knit bubbles or exceptional circumstances	24 Jun	More countries with restricted travel added
13 Mar	Up to 4 people can meet from 2 households	17 Jul	Up to 6 people can meet indoors Indoor events can now have up to 1000 people sitting and 200 standing
15 Mar	Some non-essential retail (eg: hairdressers and barbers) can open		Limits on outdoor gathering numbers removed
22 Mar	Other non-essential retail such as garden centres can open	19 Jul	Removed self isolation restriction from vaccinated adults returning from certain countries
27 Mar	5 mile restriction for travel removed Self contained accommodation such as campsites also reopen	02 Aug	Fully vaccinated from EU and US may travel to Wales
12 Apr	Most remaining non essential retail opens Travel within Wales and the rest of the UK is open again Wedding show grounds open again	05 Aug	Most remaining restrictions are lifted in Wales
26 Apr	Outdoor receptions may take place of up to 30 people Outdoor hospitality open. Indoor still closed except for takeaways Outdoor attractions open. Outdoor activities of up to 30 people allowed	07 Aug	All remaining restrictions lifted
03 May	Up to 2 households can meet indoors Leisure facilities can re-open but has to be individual	17 Sep	Testing required for people to go to and from certain countries
17 May	6 people from up to 6 different households can meet-up indoors in cafes, pubs and restaurants Up to 30 people indoor and 50 people outdoor can partake in entertainment activities and events such as weddings Holiday accommodation re-opens Indoor hospitality re-opens International opens again with restrictions	07 Oct	More countries removed from red travel list
		11 Oct	People need a COVID-19 pass to attend night clubs and certain events Max 500 people indoor, 4000 outdoor, 10,000 large outdoor
		28 Oct	Most remaining countries removed from travel list
		15 Nov	COVID-19 pass extended to more venues such as concert halls
		26 Nov	New travel restrictions in place for certain countries due to omicron variant
		05 Dec	More international travel restrictions
		14 Dec	Countries removed from travel list

Definitions (1/3)

Great Britain Day Visit definitions

There are 3 main measures for day visits in this report – 3hr+ Leisure Day Visits (the widest measure), Tourism Day Visits (the standard measure) and Tourism Day Visits – Activities Core to Tourism (the narrowest measure). Tourism Day Visits are a subset of the broader leisure day visits. To qualify as an eligible Great Britain Day Visit the following criteria must be met:

3hr+ Leisure Day Visits:

- Lasted 3 hours or more (including travel time)
- Undertake 1 or more eligible leisure activities
- Must not have been overnight

Tourism Day Visits:

In addition to the above criteria a Tourism Day Visit:

- Is undertaken less often than once a week
- Includes a visit to a place outside of the local authority where the trip started, with the exception of trips where the main activity is a visitor attraction, attending a public event or to watch live sport. In these cases the need to have visited outside of the starting local authority is removed.

Tourism Day Visits – Activities Core to Tourism:

In addition to the above criteria, a visit must have included one of the following as the main activity undertaken during the visit:

- Went to a visitor attraction e.g., a historic house, theme park, museum, etc.; Went sightseeing and exploring areas; Spa/beauty/health treatments; Retreat or meditation; Attended an organised public event (e.g., exhibition, concert, fair, live sport etc.); Visited an art gallery; Visited a museum; Went to a local cultural centre; Watched live sport (not on TV)

Definitions (2/3)

Key Measures

- **Volume** - an estimate of what the grossed-up number of day visits undertaken by the population would be if the survey sample is representative of the whole GB population. Estimates include **adult and child trips**.
- **Value** - an estimate of what the total expenditure relating to the volume of day visits undertaken by the population would be if the survey sample is representative of the whole GB population

Destination Type

- **Seaside/coast** - combination of 'seaside coastline – a beach', 'seaside resort or town' and 'other coast'
- **Countryside** - combination of 'countryside' and 'village'
- **Other/unspecified** - includes 'don't know', 'missing' and 'other (please specify)'

English regions

- For geographical classification standard GB regions are used, as defined by the Office for National Statistics.
- In this report 'Other/unspecified' includes trips to English National parks, trips where main destination was England but part of trip was outside England and other/unspecified destinations.
- Regional data is presented where the main destination was England, therefore data should be noted as being attributed to the region from trips where the *main destination* was England. For example from slide 17: There were 5 million Tourism Day Visits to the North East where the main destination was England in the period Jan-Mar 2022.

Definitions (3/3)

Trip dates

Trips are assigned to reporting months/quarters based on the week (7 day period) the day visit was taken. This reports covers the period April 2021 to December 2022, eligible trips taken week commencing 2nd January 2021 through to the end of week commencing 26th December 2022.

