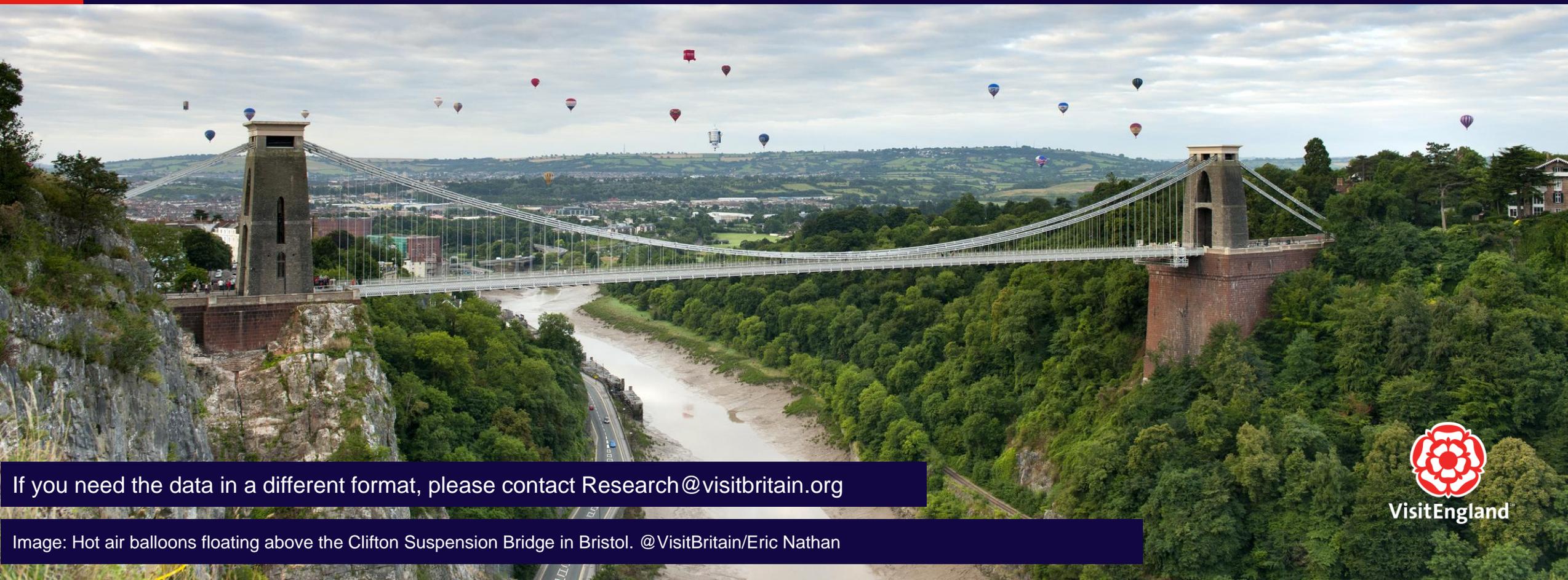


Great Britain Tourism Survey (GBTS)

Estimates of the volume and value of overnight trips taken by British residents in Great Britain in Q1 2023

Published 12 September 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 data in more detail via an Excel pivot tables published 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



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

Introduction

- This report covers the main estimates for the volume and value of domestic overnight tourism trips taken by British residents in Great Britain from January to March 2023. This data is compared to January to March 2022.
- The statistics in this release are based on a new combined online survey that replaces the separate Great Britain Tourism Survey and Great Britain Day Visits Survey that ran until the end of 2019. Due to the methodological 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.
- Further information on the recent methodology changes and user notes (including guidance on limitations of comparability with GBTS data up until 2019) are available in the Background Quality Report available [GBTS webpage](#).
- The GBTS 2021, 2022 and Q1 2023 data has been published as experimental statistics. More information on this can be found on the [Office for Statistics Regulation website](#).

Summary of key results

Great Britain

- In Q1 2023, there were **23.8 million overnight trips** in Great Britain (down 7% vs Q1 2022) made by British residents between **January to March 2023**. These trips lasted a total of **68.3 million nights** and contributed a total of **£6.3bn** in spend (up 4% vs Q1 2022).
- In Q1 2023, British residents **spent on average £266 per their domestic trip** (up 12% vs Q1 2022) and **£92 per night** of their trip (up 14% vs Q1 2022). Their trip in **Great Britain** lasted on average 2.9 nights (down 2% vs Q1 2022).
- Of all trips in Great Britain by British residents, 85% were in England, 12% in Scotland and 7% in Wales.
- The most common trip purpose for taking an overnight trip in Great Britain was visiting friends or family (10.0 million trips, 42% share). Pure holiday trips represented 24% of all overnight trips in Great Britain in Q1 2023 (5.7 million trips).
- A city or large town was a destination type with largest share (47%) for trips in Britain, representing 11.1 million trips. Small towns were the main destinations for 26% of all trips in Britain, representing 6.1 million trips in Britain.
- In terms of main accommodation used on their trip in Britain, 11.2 million trips were to serviced accommodation (47% share) and 8.2 million at private homes (34% share).

England

- In Q1 2023, there were **20.3 million overnight trips** in England (down 8% vs Q1 2022) made by British residents between **January to March 2023**. These trips lasted a total of **56.4 million nights** and contributed a total of **£5.3bn** in spend (up 3% vs Q1 2022).
- In Q1 2023, Great Britain residents spent on average **£263 per trip** in England (up 12% vs Q1 2022) and **£95 per night** of their trip (up 13% vs Q1 2022). Their trip in England lasted on average 2.8 nights (down 1% vs Q1 2022).
- Regions with the largest shares of trips in England were South East (16%), London (16%) and South West (15%). 19% of total England trips expenditure was spent in London (£1.0bn) vs 80% in the Rest of England (£4.3bn) .
- British residents took 8.6 million trips in England in Q1 2023 to visit friends and family (42% share of all trips in England). Holiday trips accounted for 4.8 million (23% share of all trips in England).
- The most common main destination type was a city or large town with 9.5 million in England (share of 47%), followed by small towns with 5.2 million trips in England (share of 26%).
- There were 9.5 million trips in England by British residents which included serviced accommodation as their main accommodation (47% share) and 6.9 million trips with stays in private homes (34% share).

Domestic overnight tourism trips: Q1 2023 overview

Q1 2023	GB	England	Scotland	Wales
Trips (million)	23.8	20.3	2.7	1.7
Share of GB trips		85%	12%	7%
Spend (£m)	£6,316	£5,335	£641	£341
Nights (million)	68.3	56.4	6.9	5.0
Average number of nights per trip	2.9	2.8	2.5	2.9
Average spend per trip	£266	£263	£234	£196
Average spend per night	£92	£95	£93	£67

- Detailed data on domestic overnight tourism trips can be accessed in Excel via the pivot tables on our [GBTS webpage](#).
- Detailed results for Scotland and Wales are published on their websites: [VisitScotland](#) and [Visit Wales](#).



GB & England headline results:

Q1 2023

(January to March)

Key metrics - totals: Q1 2023

GB	Q1 2022	January 2023	February 2023	March 2023	Q1 2023	change vs Q1 2022
Trips (million)	25.6	7.4	8.8	7.5	23.8	-7%
Spend (£ million)	£6,085	£2,063	£2,234	£2,019	£6,316	4%
Nights (million)	75.2	23.8	23.3	21.2	68.3	-9%

ENGLAND	Q1 2022	January 2023	February 2023	March 2023	Q1 2023	change vs Q1 2022
Trips (million)	21.9	6.2	7.6	6.4	20.3	-8%
Spend (£ million)	£5,168	£1,764	£1,888	£1,683	£5,335	3%
Nights (million)	61.7	19.5	19.3	17.6	56.4	-9%

- In Q1 2023, **23.8 million overnight trips were taken within Great Britain** (down 7% vs Q1 2022). Visitors **spent a total of £6.3bn** in Q1 2023 (up 4% vs Q1 2022) and **68.3 million nights** away from home on a trip within Great Britain.
- Number of **England** trips reached **20.3 million** in Q1 2023 (down 8% vs Q1 2022). Great Britain visitors spent **£5.3bn** on their trips (up 3% vs Q1 2022) and **56.4 million nights** away from home on a trip in England.

Key metrics - averages: Q1 2023

GB	Q1 2022	January 2023	February 2023	March 2023	Q1 2023	change vs Q1 2022
Average number of nights per trip	2.9	3.2	2.6	2.8	2.9	-2%
Average spend per trip	£238	£278	£253	£268	£266	12%
Average spend per night	£81	£87	£96	£95	£92	14%

ENGLAND	Q1 2022	January 2023	February 2023	March 2023	Q1 2023	change vs Q1 2022
Average number of nights per trip	2.8	3.1	2.5	2.7	2.8	-1%
Average spend per trip	£235	£283	£248	£262	£263	12%
Average spend per night	£84	£90	£98	£96	£95	13%

- In Q1 2023, British residents **spent on average £266 per their domestic trip** (up 12% vs Q1 2022) and **£92 per night** of their trip (up 14% vs Q1 2022). Their trip in **Great Britain** lasted on average 2.9 nights (down 2% vs Q1 2022).
- Focusing on overnight trips in **England**, in Q1 2023, Great Britain residents spent on average **£263 per trip** (up 12% vs Q1 2022) and **£95 per night** of their trip (up 13% vs Q1 2022). Their trip in England lasted on average 2.8 nights (down 1% vs Q1 2022).

Volume and value by nation: Q1 2023

Total trips (million)	Q1 2022	Q1 2023	change vs Q1 2022	Q1 2023, share of GB
GB	25.6	23.8	-7%	
England	21.9	20.3	-8%	85%
Scotland	3.1	2.7	-11%	12%
Wales	1.7	1.7	4%	7%

Total spend (£ million)	Q1 2022	Q1 2023	change vs Q1 2022	Q1 2023, share of GB
GB	£6,085	£6,316	4%	
England	£5,168	£5,335	3%	84%
Scotland	£665	£641	-4%	10%
Wales	£252	£341	35%	5%

- Of all GB overnight trips in Q1 2023, England's trip volume share is 85% (20.3 million trips) and trip value share is 84% (£5.3bn in total spend).
- Comparing Q1 2023 to Q1 2022, England trip volume decreased by 8%, while total trip value increased by 3%.
- Detailed results for Scotland and Wales are published on their websites:
 - VisitScotland
<https://www.visitscotland.org/research-insights/about-our-visitors/uk/overnight-tourism-survey>
 - Visit Wales
<https://www.gov.wales/domestic-gb-tourism-statistics>

England: volume by regions: Q1 2023

Total trips (million)	Q1 2022	Q1 2023	Q1 2023, share of England
England	21.9	20.3	
London	3.4	3.2	16%
<i>Rest of England*</i>	17.9	16.7	83%
North East	0.7 (!)	0.8 (!)	4%
North West	3.4	2.6	13%
Yorkshire & the Humber	2.1	2.0	10%
West Midlands	1.9	1.8	9%
East Midlands	1.7	1.6	8%
East of England	2.0	1.5	7%
South West	3.3	3.1	15%
South East	2.9	3.3	16%
Other / unspecified**	0.7 (!)	0.3 (!)	2%

- In Q1 2023, regions with the largest shares of trips to England were South East (16%, equating to 3.3 million trips), London (16%, equating to 3.2 million trips) and South West (15%, equating to 3.1 million trips).
- Regions with smallest share of England trips in Q1 2023 were North East (4%, equating to 0.8 million trips) and East of England (7%, equating to 1.5 million trips).

England data by region is when the main place/destination visited is England.

(!) caution: small base size

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

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

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.



England: value by regions: Q1 2023

Total spend (£ million)	Q1 2022	Q1 2023	Q1 2023, share of England
England	£5,168	£5,335	
London	£1,060	£1,002	19%
<i>Rest of England*</i>	£4,017	£4,256	80%
North East	£143 (!)	£159 (!)	3%
North West	£964	£708	13%
Yorkshire & the Humber	£426	£397	7%
West Midlands	£317	£586	11%
East Midlands	£386	£387	7%
East of England	£346	£309	6%
South West	£832	£924	17%
South East	£602	£785	15%
Other / unspecified**	£91 (!)	£76 (!)	1%

- 19% of total trip expenditure was spent in London (£1.0bn) vs 80% in the Rest of England in the first quarter of 2023 (£4.3bn).
- Outside London, the regions with largest share are the South West (17%, equating to £0.9bn in trip spend) and the South East (15%, equating to £0.8bn in trip spend).

England data by region is when the main place/destination visited is England.

(!) caution: small base size

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

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

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.





Trip characteristics

Q1 2023

(January to March)

Volume by trip purpose: Q1 2023

GB, total trips (million)	Q1 2022	Q1 2023	change vs Q1 2022	Q1 2023, share of GB
GB total	25.6	23.8	-7%	
Holiday	8.1	5.7	-29%	24%
VFR	9.7	10.0	2%	42%
Business	1.6	1.6	2%	7%
Miscellaneous*	6.2	6.5	5%	27%

England, total trips (million)	Q1 2022	Q1 2023	change vs Q1 2022	Q1 2023, share of England
England total	21.9	20.3	-8%	
Holiday	6.9	4.8	-31%	23%
VFR	8.4	8.6	3%	42%
Business	1.4	1.4	1%	7%
Miscellaneous*	5.3	5.5	4%	27%

- In Q1 2023, the most common trip purpose for taking an overnight trip in Great Britain was visiting friends or family (10.0 million trips, 42% share).
- In Q1 2023, holiday trips were down by 29% to 5.7 million trips in Great Britain, which represents 24% of all overnight trips.
- Miscellaneous trips (for any other purpose) represent 27% share of GB volume (6.5 million trips).
- Looking at overnight trips in England only, British residents took 8.6 million trips in Q1 2023 to visit friends and family (42% share of all trips in England) and 4.8 million holiday trips (23% share of all trips in England).

*Miscellaneous trips include personal events, public events, study, medical, religious purposes or any overnight stay in the UK as part of an overseas trip
Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.

Value by trip purpose: Q1 2023

GB, total spend (£ million)	Q1 2022	Q1 2023	change vs Q1 2022	Q1 2023, share of GB
GB total	£6,085	£6,316	4%	
Holiday	£2,534	£1,812	-28%	29%
VFR	£1,510	£1,872	24%	30%
Business	£456	£686	50%	11%
Miscellaneous*	£1,585	£1,947	23%	31%

England, total spend (£ million)	Q1 2022	Q1 2023	change vs Q1 2022	Q1 2023, share of England
England total	£5,168	£5,335	3%	
Holiday	£2,219	£1,502	-32%	28%
VFR	£1,245	£1,627	31%	30%
Business	£342	£605	77%	11%
Miscellaneous*	£1,361	£1,601	18%	30%

- In terms of spend, visiting friends and relatives in Q1 2023 represents 30% share (£1.9bn in value) and pure holidays 29% share of all overnight trips spend in Great Britain by British residents (£1.8bn in value).
- Business trips gained a share of 11% of all overnight trips in Great Britain by British residents (£686 million).
- Looking at trips in England only, visiting friends and relatives in Q1 2023 represents also 30% share (£1.6bn in value) and pure holidays 28% share of all overnight trips spend in Great Britain by British residents (£1.5bn in value).

*Miscellaneous trips include personal events, public events, study, medical, religious purposes or any overnight stay in the UK as part of an overseas trip
Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.

Volume by type of main destination: Q1 2023

GB trips (million)	Q1 2022	Q1 2023	Q1 2023, share of GB
Seaside / other coastal	2.9	2.2	9%
City / large town	11.8	11.1	47%
Small town	5.6	6.1	26%
Countryside / village	4.8	4.1	17%
Other / unspecified	0.4 (!)	0.3 (!)	1%

England trips (million)	Q1 2022	Q1 2023	Q1 2023, share of England
Seaside / other coastal	2.6	1.8	9%
City / large town	10.3	9.5	47%
Small town	4.7	5.2	26%
Countryside / village	4.0	3.5	17%
Other / unspecified	0.4 (!)	0.2 (!)	1%

- In Q1 2023, a city or large town was a destination type with largest share (47%) for trips in Britain and same for England, representing 11.1 million trips in Britain and 9.5 million in England.
- Small towns were the main destinations for 26% of all trips in Britain and England, representing 6.1 million trips in Britain and 5.2 million trips in England.
- Seaside accounts for only 9% of overnight trips in Britain and in England representing 2.2 million trips in Britain and 1.8 million trips in England.

(!) caution: small base size

Data shown where main destination type.

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.



Value by type of main destination: Q1 2023

GB, Spend (£ million)	Q1 2022	Q1 2023	Q1 2023, share of GB
Seaside / other coastal	£754	£726	12%
City / large town	£3,077	£3,218	51%
Small town	£1,148	£1,398	22%
Countryside / village	£1,050	£877	14%
Other / unspecified	£57 (!)	£97 (!)	2%

- In Q1 2023, cities or large towns as the main destination had the largest share of GB and England overnight trip spend, 51%, equating to a value of £3.2bn in Britain and £2.7bn in England.
- 22% of GB and England trips were to a small town as a main destination, equating to a value of £1.4bn in Britain and £1.2bn in England.

England, Spend (£ million)	Q1 2022	Q1 2023	Q1 2023, share of England
Seaside / other coastal	£660	£641	12%
City / large town	£2,615	£2,728	51%
Small town	£970	£1,168	22%
Countryside / village	£873	£731	14%
Other / unspecified	£49 (!)	£67 (!)	1%

(!) caution: small base size

Data shown where main destination type.

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.



Volume by main accommodation: Q1 2023

GB trips (million)	Q1 2022	Q1 2023	Q1 2023, share of GB
Serviced accommodation	13.0	11.2	47%
Commercial property rental	2.1	2.1	9%
Caravan / camping / glamping	1.9	1.1 (!)	5%
Private home	7.4	8.2	34%
Other / unspecified	1.2	1.1 (!)	5%

England trips (million)	Q1 2022	Q1 2023	Q1 2023, share of England
Serviced accommodation	11.3	9.5	47%
Commercial property rental	1.8	1.8	9%
Caravan / camping / glamping	1.5	1.0 (!)	5%
Private home	6.3	6.9	34%
Other / unspecified	1.0 (!)	1.0 (!)	5%

- Serviced accommodation was the main accommodation used most by GB residents during their overnight trips in Britain in Q1 2023 (47%, 11.2 million trips).
- Private home has the second highest share in Q1 2023 (34%, 8.2 million trips).

- Focussing on trips in England by British residents, the accommodation types show same shares of trips in Q1 2023 as for GB overall. There were 9.5 million trips which included serviced accommodation and 6.9 million trips with stays in private homes.

(!) caution: small base size

This table shows the total amount spent where main accommodation type were used, NOT the amount spent at each accommodation itself.

Please see Appendix for detail on accommodation types.

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.



Value by main accommodation: Q1 2023

GB, Spend (£ million)	Q1 2022	Q1 2023	Q1 2023, share of GB
Serviced accommodation	£4,004	£3,669	58%
Commercial property rental	£646	£816	13%
Caravan / camping / glamping	£395	£351 (!)	6%
Private home	£758	£1,067	17%
Other / unspecified	£282	£413 (!)	7%

- In Q1 2023, 58% of the total trip spend during trips in GB was on trips where the main accommodation was a serviced type, representing a total spend of £3.7bn.
- Trips where commercial property was the main accommodation accounted for 13% of all trips value, £816 million.

England, Spend (£ million)	Q1 2022	Q1 2023	Q1 2023, share of England
Serviced accommodation	£3,434	£3,113	58%
Commercial property rental	£567	£681	13%
Caravan / camping / glamping	£315	£275 (!)	5%
Private home	£639	£900	17%
Other / unspecified	£213 (!)	£365 (!)	7%

- In England, trips with serviced accommodation accounted also for 58% share of trips value in Q1 2023 (£3.1bn).
- Spend on trips with private home as main accommodation was £900 million.

(!) caution: small base size

This table shows the total amount spent where main accommodation type were used, NOT the amount spent at each accommodation itself.

Please see Appendix for detail on accommodation types.

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales.



Appendix

Alternative data, sample sizes, definitions and summary of Covid restrictions



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

Alternative data

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

	Q1 2022 (Jan-Mar)	January 2023	February 2023	March 2023	Q1 2023 (Jan-Mar)
Great Britain	2,731	579	651	685	1,915
England	2,099	453	491	531	1,475
Scotland	450	Not applicable	Not applicable	Not applicable	298
Wales	268	Not applicable	Not applicable	Not applicable	192

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: trip purpose, regions

Great Britain, trip purpose	Q1 2022 (Jan-Mar)	Q1 2023 (Jan-Mar)
Holiday	839	452
VFR	1,043	803
Business	166	140
Miscellaneous	683	520

England, trip purpose	Q2 2021 (Apr-Jun)	Q1 2022 (Jan-Mar)
Holiday	624	329
VFR	803	637
Business	135	117
Miscellaneous	531	392

Regions	Q1 2022 (Jan-Mar)	Q1 2023 (Jan-Mar)
London	333	230
<i>Rest of England*</i>	1,719	1,218
North East	73	70
North West	324	210
Yorkshire & the Humber	191	129
West Midlands	190	136
East Midlands	155	113
East of England	190	110
South West	316	230
South East	280	220
Other / unspecified**	47	27

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

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

Sample Guidance:

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

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

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

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: destination type, accommodation

Great Britain	Q1 2022 (Jan-Mar)	Q1 2023 (Jan-Mar)
Destination type:		
Seaside / other coastal	277	157
City / large town	1,304	946
Small town	621	475
Countryside / Village	493	307
Other / unspecified	36	30
Accommodation type:		
Serviced accommodation	1,406	932
Commercial property rental	220	167
Caravan / camping / glamping	159	89
Private home	821	643
Other / unspecified	125	84

England	Q1 2022 (Jan-Mar)	Q1 2023 (Jan-Mar)
Destination type:		
Seaside / other coastal	213	119
City / large town	1,042	734
Small town	448	374
Countryside / Village	365	224
Other / unspecified	31	24
Accommodation type:		
Serviced accommodation	1,099	716
Commercial property rental	175	125
Caravan / camping / glamping	111	66
Private home	622	499
Other / unspecified	92	69

Sample Guidance:

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

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

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

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



Definitions (1/3)

Great Britain Domestic Overnight trip

To qualify as an eligible Great Britain Domestic Overnight Trip the following criteria must be met:

- involved a stay of at least one night in one or more of the GB nations
- trip is not taken on a frequent basis – takes place less often than once a week

Key Measures

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

Journey Purpose

- **Holiday** – the main purpose of the trip was for holiday, pleasure or leisure
- **VFR** - Visiting Friends and Relatives (VFR) - the main purpose of the trip was for visiting friends and relatives, including VFR trips that were combined with a holiday.
- **Business** – the main purpose of the trip was for business
- **Miscellaneous** – the main purpose of the trip was for another type of trip taken not covered by the above classifications including personal events, public events, or for study, medical, religious purposes or any overnight stay in the UK as part of an overseas trip.

Definitions (2/3)

Destination Type

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

Accommodation

- **Serviced accommodation** – 'hotel / motel / inn basis', 'serviced apartment', 'guest house / bed and breakfast' and 'farmhouse'
- **Commercial property rental** - 'staying in rented flat/apartment or similar', 'staying in rented house/cottage/lodge or similar', 'in someone else's home on a commercial basis - rental of room only' and 'in someone else's home on a commercial basis - rental of full property'
- **Caravan / Camping / Glamping** – 'touring caravan', 'campervan / motorhome', 'static caravan - owned by you', 'static caravan - not owned by you', 'tent' and 'glamping / alternative accommodation e.g. yurt, tipi, tree house, ecopod etc'
- **Someone's private home** - 'your second home / timeshare' and 'friends or relatives' home'
- **Other Accommodation** – 'hostel', 'boat', 'cruise ship', 'train', 'sleeper cab lorry / in transit', 'university / school', 'other (specify)' and 'don't know'

Definitions (3/3)

English regions

- For geographical classification standard GB regions are used, as defined by the Office for National Statistics.
- In this report 'Other/unspecified' includes trips to English National parks, trips where main destination was England but part of trip was outside England and other/unspecified destinations.
- Regional data is presented where the main destination was England, therefore data should be noted as being attributed to the region from trips where the *main destination* was England.

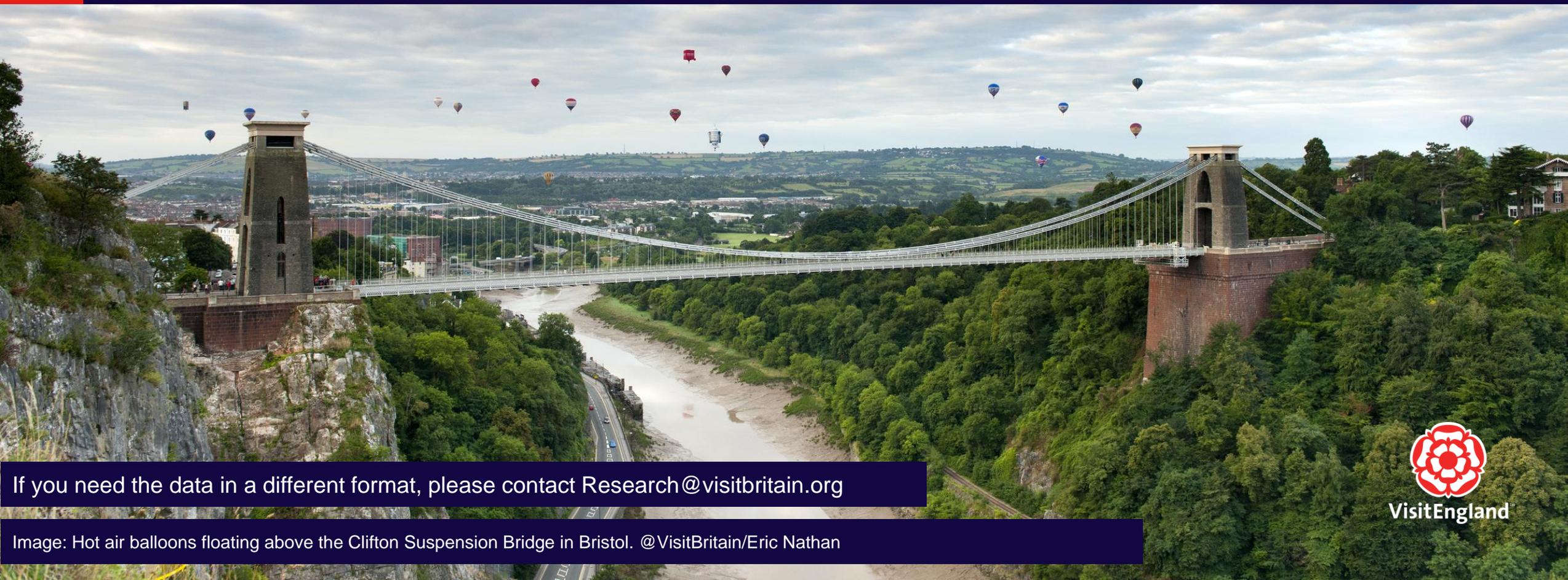
Trip dates

Trips are assigned to reporting months/quarters based on the date the trip ends. This reports covers the period April 2021 to December 2022, eligible trips were concluded between 29 March 2021 and 01 January 2023.

Great Britain Tourism Survey (GBTS)

Estimates of the volume and value of overnight trips taken by British residents in Great Britain in Q1 2023

Published 12 September 2023



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

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



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