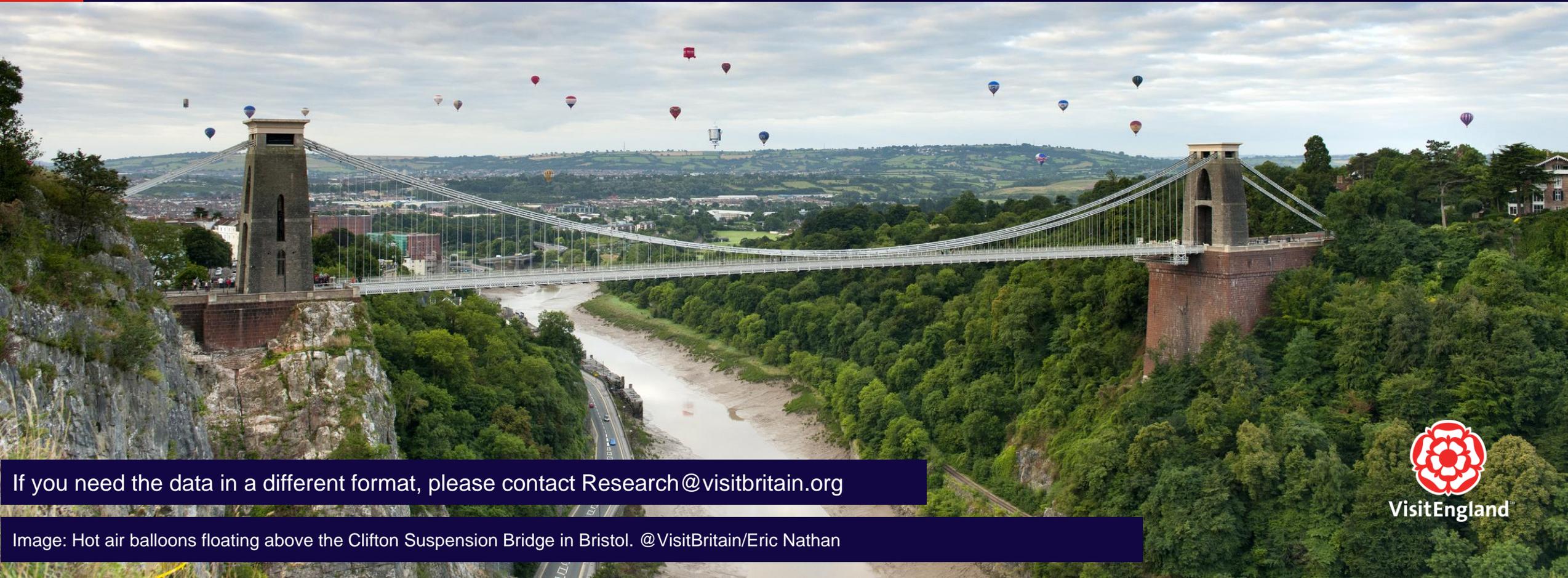


Great Britain Tourism Survey (GBTS)

Estimates of the volume and value of overnight trips taken by British residents in Great Britain in 2021 (April – December, revised data) and in 2022 (January – December)

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](#).

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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 overnight tourism 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.
- 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 and 2022 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

- There were **126 million overnight trips** within Great Britain made by British residents between **January to December 2022**. These trips combined accounted for a total of **383 million nights** and contributed a total of **£32.9 bn** in spend.
- From April to December 2021, there were **86.2 million overnight trips** within Great Britain made by British residents, accounted for **303 million nights** and contributed a total of **£20.0 bn** in spend. In April to December 2022, a comparable period, the overnight trips volume increased by 16%, and value by 35%. Average spend per night increased from £66 to £87 for the same periods 2021 to 2022.
- In 2022, England registered 107 million trips (85% share of GB), Scotland 14 million (11%) and Wales 9 million (7%). Nations' shares were the same as in 2021 (April to December).
- In 2022, visiting family and friends (36%) was the most common purpose for an overnight trip, followed by holidays (34%).
- Cities and large towns were the destination type with highest share (43%) in 2022. Small towns and the countryside were a close 2nd and 3rd (at 22% and 20% respectively).
- Serviced accommodation was the most chosen type of main accommodation for overnight trips within GB (45%), followed by private homes (28%).

England

- England registered **107 million overnight trips** made by British residents between **January to December 2022**. These trips accounted for a total of **316 million nights** and contributed a total of **£27.6 bn** in spend.
- From April to December 2021, there were **73.3 million overnight trips** in England made by British residents, accounted for **247 million nights** and contributed a total of **£16.4 bn** in spend. In April to December 2022, a comparable period, the overnight trips volume increased by 16%, and value by 36%.
- In 2022, overnight trips in England had an average length of 3.0 nights with an average spend per trip £258 and average spend per night £87.
- In 2022, visiting family and friends (36%) was the most common purpose for an overnight trip, followed by holidays (33%).
- 43% of England trips were to cities or large towns, further 23% of total overnight trips in England by British residents were to small towns and 20% to countryside / village.
- In 2022, the South West registered the highest share of all England trips (16%), followed closely by South East (15%).
- 46% of overnight trip in England were stays in serviced accommodation and 29% in private homes.

Domestic overnight tourism trips: overview

| April to December 2021 | GB | England | Scotland | Wales | January to December 2022 | GB | England | Scotland | Wales |
|--------------------------|---------|---------|----------|--------|--------------------------|---------|---------|----------|--------|
| Trips (million) | 86.2 | 73.3 | 9.8 | 6.2 | Trips (million) | 125.7 | 106.9 | 13.5 | 8.7 |
| Share of GB trips | | 85% | 11% | 7% | Share of GB trips | | 85% | 11% | 7% |
| Spend (£m) | £19,853 | £16,413 | £2,208 | £1,231 | Spend (£m) | £32,882 | £27,554 | £3,410 | £1,919 |
| Nights (million) | 302.6 | 246.5 | 33.4 | 22.7 | Nights (million) | 383.3 | 316.2 | 40.9 | 26.1 |

| | | | | | | | | | |
|--|------|------|------|------|--|------|------|------|------|
| Average number of nights per trip | 3.5 | 3.4 | 3.4 | 3.7 | Average number of nights per trip | 3.0 | 3.0 | 3.0 | 3.0 |
| Average spend per trip | £230 | £224 | £225 | £198 | Average spend per trip | £262 | £258 | £253 | £220 |
| Average spend per night | £66 | £67 | £66 | £54 | Average spend per night | £86 | £87 | £83 | £74 |

- 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:**

**2021 and 2022
comparison**

Key metrics, totals: 2021 vs 2022 comparison

| GB | 2021 (Apr-Dec) | 2022 (Apr-Dec) | % change (Apr-Dec) | 2022 (Jan-Dec) |
|-------------------|-------------------|-------------------|-----------------------|-------------------|
| Trips (million) | 86.2 | 100.1 | 16% | 125.7 |
| Spend (£ million) | £19,853 | £26,797 | 35% | £32,882 |
| Nights (million) | 302.6 | 308.1 | 2% | 383.3 |

| ENGLAND | 2021 (Apr-Dec) | 2022 (Apr-Dec) | % change (Apr-Dec) | 2022 (Jan-Dec) |
|-------------------|-------------------|-------------------|-----------------------|-------------------|
| Trips (million) | 73.3 | 84.9 | 16% | 106.9 |
| Spend (£ million) | £16,413 | £22,386 | 36% | £27,554 |
| Nights (million) | 246.5 | 254.6 | 3% | 316.2 |

- In the 9 months of 2021 (April-December, *travel not possible in Q1 2021 due to restrictions*) British residents took a total of 86.2 million overnights trips within Great Britain and spent £19.9bn on these trips.
- During the comparable period of 2022, April to December, the number of overnight trips within Great Britain increased by 16% to 100.1 million, whilst spend was up 35% to £26.8bn.
- Across the whole of 2022, British residents took a total of 125.7 million domestic overnight trips. Whilst away from home visitors spent a total of £32.9 billion and stayed a total of 383 million nights.

Key metrics, averages: 2021 vs 2022 comparison

| GB | 2021 (Apr-Dec) | 2022 (Apr-Dec) | % change (Apr-Dec) | 2022 (Jan-Dec) |
|-----------------------------------|-------------------|-------------------|-----------------------|-------------------|
| Average number of nights per trip | 3.5 | 3.1 | -12% | 3.0 |
| Average spend per trip | £230 | £268 | 16% | £262 |
| Average spend per night | £66 | £87 | 33% | £86 |

| ENGLAND | 2021 (Apr-Dec) | 2022 (Apr-Dec) | % change (Apr-Dec) | 2022 (Jan-Dec) |
|-----------------------------------|-------------------|-------------------|-----------------------|-------------------|
| Average number of nights per trip | 3.4 | 3.0 | -11% | 3.0 |
| Average spend per trip | £224 | £264 | 18% | £258 |
| Average spend per night | £67 | £88 | 32% | £87 |

- In April to December 2021, British residents spent on average £230 per their trip in Britain and £66 per night on their trip. The trips in Great Britain lasted on average 3.5 nights.
- During the comparable period of 2022, April to December, British residents spent £268 on their domestic trip (16% increase on the comparable period of 2021), with spend per night reaching £87 (33% increase on 2021). Their trip lasted on average 3.1 nights, which is a 12% decline on April to December 2021.
- Across the whole of 2022, British residents spent on average £262 on their trip in Britain, £86 per night. An average trip lasted 3 nights.

Volume and value by nation: 2021 vs 2022 comparison

| Total trips (million) | 2021 (Apr-Dec) | 2022 (Apr-Dec) | % change (Apr-Dec) | 2022 (Jan-Dec) | 2022, share of GB |
|-----------------------|----------------|----------------|--------------------|----------------|-------------------|
| GB | 86.2 | 100.1 | 16% | 125.7 | |
| England | 73.3 | 84.9 | 16% | 106.9 | 85% |
| Scotland | 9.8 | 10.4 | 6% | 13.5 | 11% |
| Wales | 6.2 | 7.0 | 13% | 8.7 | 7% |

| Total spend (£ million) | 2021 (Apr-Dec) | 2022 (Apr-Dec) | % change (Apr-Dec) | 2022 (Jan-Dec) | 2022, share of GB |
|-------------------------|----------------|----------------|--------------------|----------------|-------------------|
| GB | £19,853 | £26,797 | 35% | £32,882 | |
| England | £16,413 | £22,386 | 36% | £27,554 | 84% |
| Scotland | £2,208 | £2,745 | 24% | £3,410 | 10% |
| Wales | £1,231 | £1,666 | 35% | £1,919 | 6% |

- England as a destination shows the largest increase in both volume and value in 2022 (April to December period), vs the same period in 2021. The volume of trips increased by 16% and the total spend by 36%.
- Of all GB overnight trips, England's trips volume share is 85% and value share is 84%.
- 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: 2021 vs 2022 comparison

| Total trips (million) | 2021 (Apr-Dec) | 2022 (Apr-Dec) | % change (Apr-Dec) | 2022 (Jan-Dec) | 2022, share of England |
|-------------------------|-------------------|-------------------|-----------------------|-------------------|---------------------------|
| England | 73.3 | 84.9 | 16% | 106.9 | |
| London | 10.1 | 12.1 | 19% | 15.4 | 14% |
| <i>Rest of England*</i> | 61.1 | 71.5 | 17% | 89.4 | 84% |
| North East | 2.1 | 3.2 | 49% | 3.8 | 4% |
| North West | 9.9 | 11.3 | 15% | 14.7 | 14% |
| Yorkshire & the Humber | 7.1 | 8.0 | 12% | 10.1 | 9% |
| West Midlands | 6.0 | 6.6 | 10% | 8.4 | 8% |
| East Midlands | 5.6 | 6.8 | 21% | 8.5 | 8% |
| East of England | 6.9 | 8.4 | 21% | 10.4 | 10% |
| South West | 11.9 | 14.3 | 21% | 17.6 | 16% |
| South East | 11.6 | 12.9 | 12% | 15.8 | 15% |
| Other / unspecified** | 2.1 | 1.4 | -34% | 2.0 | 2% |

- Total number of overnight trips to each region increased between 2021 and 2022 (April to December), with the largest increase noted in North East (49%) and the smallest increase in South East (12%).
- In 2022, regions with the largest shares of visits in England were South West (16%), South East (15%), London (14%) and North West (14%).

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

*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: 2021 vs 2022 comparison

| Total spend (£ million) | 2021 (Apr-Dec) | 2022 (Apr-Dec) | % change (Apr-Dec) | 2022 (Jan-Dec) | 2022, share of England |
|-------------------------|----------------|----------------|--------------------|----------------|------------------------|
| England | £16,413 | £22,386 | 36% | £27,554 | |
| London | £2,612 | £4,027 | 54% | £5,087 | 18% |
| <i>Rest of England*</i> | £13,363 | £18,046 | 35% | £22,063 | 80% |
| North East | £398 | £789 | 98% | £932 | 3% |
| North West | £2,426 | £3,223 | 33% | £4,187 | 15% |
| Yorkshire & the Humber | £1,650 | £2,109 | 28% | £2,535 | 9% |
| West Midlands | £1,164 | £1,361 | 17% | £1,679 | 6% |
| East Midlands | £1,011 | £1,545 | 53% | £1,932 | 7% |
| East of England | £1,294 | £1,948 | 50% | £2,294 | 8% |
| South West | £3,348 | £4,151 | 24% | £4,983 | 18% |
| South East | £2,070 | £2,919 | 41% | £3,521 | 13% |
| Other / unspecified** | £439 | £312 | -29% | £403 | 1% |

- Total trips spend in each region increased between 2021 and 2022 (April to December), with the largest increase noted in North East (98%) and the smallest increase in South West (24%).
- In 2022, regions with the shares of spend in England were South West (18%), London (18%) and North West (15%).

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

*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.



Volume by trip purpose: 2021 vs 2022 comparison

| GB, total trips (million) | 2021 (Apr-Dec) | 2022 (Apr-Dec) | % change (Apr-Dec) | 2022 (Jan-Dec) | 2022, share of GB |
|---------------------------|----------------|----------------|--------------------|----------------|-------------------|
| GB total | 86.2 | 100.1 | 16% | 125.7 | |
| Holiday | 32.6 | 34.9 | 7% | 43.0 | 34% |
| VFR | 31.6 | 35.0 | 11% | 44.7 | 36% |
| Business | 5.4 | 5.6 | 5% | 7.2 | 6% |
| Miscellaneous | 16.6 | 24.7 | 49% | 30.8 | 25% |

| England, total trips (million) | 2021 (Apr-Dec) | 2022 (Apr-Dec) | % change (Apr-Dec) | 2022 (Jan-Dec) | 2022, share of GB |
|--------------------------------|----------------|----------------|--------------------|----------------|-------------------|
| England total | 73.3 | 84.9 | 16% | 106.9 | |
| Holiday | 26.3 | 28.5 | 8% | 35.4 | 33% |
| VFR | 27.5 | 30.5 | 11% | 38.9 | 36% |
| Business | 4.8 | 4.9 | 1% | 6.3 | 6% |
| Miscellaneous | 14.7 | 21.1 | 43% | 26.4 | 25% |

- In 2022, visiting friends and relatives represented 36% of all overnight trips within Great Britain by British residents.
- Pure holiday trips represented 34% and business trips only 6%.
- All trip types have increased in trips volume from 2021 to 2022 (April to December), with miscellaneous trips (trips with any other purpose) increasing the most, by 49%. Visiting friends and relatives increased by 11% and pure holiday by 7%.
- Looking at overnight trips by British residents in England only, the trend is fairly similar to domestic overnight trips in Great Britain overall.

Value by trip purpose: 2021 vs 2022 comparison

| GB, total spend (£ million) | 2021 (Apr-Dec) | 2022 (Apr-Dec) | % change (Apr-Dec) | 2022 (Jan-Dec) | 2022, share of GB |
|-----------------------------|----------------|----------------|--------------------|----------------|-------------------|
| GB total | £19,853 | £26,797 | 35% | £32,882 | |
| Holiday | £9,751 | £11,599 | 19% | £14,133 | 43% |
| VFR | £4,678 | £6,080 | 30% | £7,590 | 23% |
| Business | £1,491 | £1,862 | 25% | £2,318 | 7% |
| Miscellaneous | £3,933 | £7,256 | 84% | £8,841 | 27% |

| England, total spend (£ million) | 2021 (Apr-Dec) | 2022 (Apr-Dec) | % change (Apr-Dec) | 2022 (Jan-Dec) | 2022, share of GB |
|----------------------------------|----------------|----------------|--------------------|----------------|-------------------|
| England total | £16,413 | £22,386 | 36% | £27,554 | |
| Holiday | £7,810 | £9,432 | 21% | £11,651 | 42% |
| VFR | £4,009 | £5,253 | 31% | £6,499 | 24% |
| Business | £1,281 | £1,630 | 27% | £1,972 | 7% |
| Miscellaneous | £3,313 | £6,071 | 83% | £7,431 | 27% |

- In 2022, pure holidays represented the largest share of total spend, 43% of all overnight trips in Great Britain by British residents.
- Visiting friends and relatives represented 23% of total spend and business trips only 7%.
- All trip types have increased from 2021 to 2022 (April to December period), with spend on miscellaneous trips (trips with any other purpose) increasing the most, by 84%. Visiting friends and relatives trip spend increased by 30% and pure holiday increased by 19% in 2022 (Apr-Dec) compared to 2021 (same period).
- Looking at England trips only, the trend is fairly similar to trips in Britain overall.



**GB & England
headline
results:**

**2021 and 2022
quarterly view**

Key metrics, totals: quarterly comparison

| GB | 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 |
|-------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Trips (million) | 25.6 | 27.7 | 66% | 37.2 | -1% | 35.2 | 11% |
| Spend (£ million) | £6,085 | £7,175 | 107% | £10,259 | 9% | £9,363 | 35% |
| Nights (million) | 75.2 | 85.2 | 37% | 123.2 | -10% | 99.7 | -4% |

| ENGLAND | 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 |
|-------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Trips (million) | 21.9 | 23.5 | 68% | 31.5 | -1% | 29.9 | 9% |
| Spend (£ million) | £5,168 | £6,001 | 114% | £8,637 | 12% | £7,747 | 31% |
| Nights (million) | 61.7 | 71.0 | 39% | 101.4 | -7% | 82.2 | -5% |

- Q2 2022, there were 27.7 million overnight domestic trips in Great Britain, with trip volume increasing to 37.2 million in Q3, which is the peak across the year. Spend also increased in 2022, with the Q3 period showing the highest spend across the year at £10.3bn.
- While Q3 2022 trips show the highest volume and value, the number of trips is broadly in line with Q3 2021.
- England overnight trips show a similar pattern to GB results across 2022 with Q3 seeing the highest volume of visits and spend.

Key metrics, averages: quarterly comparison

| GB | 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 |
|-----------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Average number of nights per trip | 2.9 | 3.1 | -17% | 3.3 | -9% | 2.8 | -13% |
| Average spend per trip | £238 | £259 | 25% | £275 | 10% | £266 | 21% |
| Average spend per night | £81 | £84 | 51% | £83 | 21% | £94 | 40% |

| ENGLAND | 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 |
|-----------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Average number of nights per trip | 2.8 | 3.0 | -17% | 3.2 | -7% | 2.7 | -12% |
| Average spend per trip | £235 | £255 | 28% | £274 | 13% | £259 | 21% |
| Average spend per night | £84 | £84 | 54% | £85 | 21% | £94 | 38% |

- In Great Britain, the average spend per trip increased for all quarters of 2022 when compared to relevant quarters of 2021. Average spend per trip was highest in Q3 2022, £275 per trip in Great Britain. In the same quarter, the average spend per night was £83.
- In England, in Q3 2022 the average spend per trip was £274, which was the highest across the year. Average spend per night was £85.

Volume and value by nation: quarterly comparison

| GB, total trips (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 | 25.6 | 27.7 | 66% | 37.2 | -1% | 35.2 | 11% |
| England | 21.9 | 23.5 | 68% | 31.5 | -1% | 29.9 | 9% |
| Scotland | 3.1 | 3.0 | 56% | 3.6 | -23% | 3.8 | 18% |
| Wales | 1.7 | 2.1 | 55% | 2.8 | -4% | 2.2 | 11% |

| GB, total 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 | £6,085 | £7,175 | 107% | £10,259 | 9% | £9,363 | 35% |
| England | £5,168 | £6,001 | 114% | £8,637 | 12% | £7,747 | 31% |
| Scotland | £665 | £761 | 92% | £984 | -11% | £999 | 41% |
| Wales | £252 | £413 | 59% | £637 | 2% | £617 | 78% |

- Comparing quarterly volume data by nations, England shows the highest increase in Q2 2022 (vs Q2 2021). Q3 2022 was fairly in line with Q3 2021 for England and Q4 2022 registered an increase by 9% vs Q4 2022.
- Value of England trips increased across all quarters.
- 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>

England: volume by regions: quarterly comparison

| Total trips (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 | 21.9 | 23.5 | 68% | 31.5 | -1% | 29.9 | 9% |
| London | 3.4 | 3.3 | 94% | 3.7 | -4% | 5.1 | 10% |
| <i>Rest of England*</i> | 17.9 | 19.8 | 65% | 27.3 | 2% | 24.4 | 10% |
| North East | 0.7 (!) | 1.1 (!) | 137% (!) | 1.2 (!) | 20% (!) | 0.9 (!) | 33% (!) |
| North West | 3.4 | 3.1 | 102% | 4.3 | -3% | 4.0 | 2% |
| Yorkshire & the Humber | 2.1 | 2.1 | 49% | 3.0 | -6% | 2.9 | 15% |
| West Midlands | 1.9 | 1.7 | 37% | 2.0 | -24% | 2.9 | 35% |
| East Midlands | 1.7 | 1.7 | 49% | 2.8 | 17% | 2.4 | 10% |
| East of England | 2.0 | 2.6 | 44% | 3.3 | 8% | 2.6 | 23% |
| South West | 3.3 | 4.1 | 75% | 6.1 | 12% | 4.2 | 1% |
| South East | 2.9 | 3.5 | 64% | 4.7 | -2% | 4.7 | 1% |
| Other / unspecified** | 0.7 (!) | 0.4 (!) | 29% (!) | 0.6 (!) | -49% (!) | 0.4 (!) | -37% (!) |

- Across the year, some regions trip volume peaked in Q3 2022, such as South West (6.1 million trips in this quarter) and South East (4.7 million trips in this quarter), while others peaked in Q4 2022, such as London (5.1 million trips in this quarter) or West Midlands (2.9 million trips in this quarter).

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

*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: quarterly comparison

| Total 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 |
|-------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| England | £5,168 | £6,001 | 114% | £8,637 | 12% | £7,747 | 31% |
| London | £1,060 | £971 | 181% | £1,405 | 30% | £1,651 | 39% |
| <i>Rest of England*</i> | £4,017 | £4,981 | 109% | £7,062 | 10% | £6,003 | 32% |
| North East | £143 (!) | £243 (!) | 139% (!) | £379 (!) | 86% (!) | £167 (!) | 80% (!) |
| North West | £964 | £877 | 187% | £1,177 | -1% | £1,168 | 25% |
| Yorkshire & the Humber | £426 | £556 | 108% | £788 | -6% | £765 | 40% |
| West Midlands | £317 | £387 | 46% | £438 | -8% | £536 | 27% |
| East Midlands | £386 | £428 | 142% | £646 | 41% | £471 | 26% |
| East of England | £346 | £536 | 88% | £704 | 28% | £707 | 54% |
| South West | £832 | £1,152 | 82% | £1,780 | 3% | £1,219 | 24% |
| South East | £602 | £801 | 129% | £1,148 | 18% | £970 | 30% |
| Other / unspecified** | £91 (!) | £49 (!) | -36% (!) | £170 (!) | -19% (!) | £93 (!) | -39% (!) |

- In Q2 2022, total spend increased in all regions compared to Q2 2021, South West reaching £1.2bn total trips value, London £1.0bn and North West £0.9bn.
- London total trip spend reached £1.7bn in Q4 2022, and South West trip spend reached £1.8 bn in Q3 2022.

(!) caution: small base size

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

*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

2022 quarterly data

Volume by trip purpose: quarterly comparison

| GB, trips (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 |
|---------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Holiday | 8.1 | 9.8 | 50% | 15.1 | -8% | 10.0 | 4% |
| VFR | 9.7 | 9.5 | 49% | 11.8 | 1% | 13.6 | 1% |
| Business | 1.6 | 1.7 | 27% | 1.7 | -21% | 2.3 | 18% |
| Miscellaneous | 6.2 | 6.7 | 172% | 8.7 | 15% | 9.3 | 40% |

| EN, trips (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 |
|---------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Holiday | 6.9 | 7.9 | 53% | 12.5 | -4% | 8.1 | 0% |
| VFR | 8.4 | 8.4 | 52% | 10.2 | 0% | 11.9 | 2% |
| Business | 1.4 | 1.5 | 18% | 1.5 | -16% | 1.9 | 6% |
| Miscellaneous | 5.3 | 5.7 | 177% | 7.3 | 9% | 8.0 | 35% |

- Pure holidays peaked in Q3 2022, while visiting friends and relatives, business and miscellaneous reached the highest levels in Q4 2022.
- Holiday trips reached 15.1 million trips in Britain in Q3 2022. Visiting friends and relatives reached the highest levels in Q4 2022 with 13.6 million trips and business trips peaked also in Q4 2022 with 2.3 million trips within Britain.
- In England, holiday trips reached 12.5 million trips in Q3 2022. Visiting friends and relatives reached the highest levels in Q4 2022 with 11.9 million trips and business trips peaked also in Q4 2022 with 1.9 million trips within Britain.

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

Miscellaneous trips include (but are not limited to) personal events, public events, study, medical or religious purposes, as well as any overnight stay in the GB as part of an overseas trip.



Value by trip purpose: quarterly comparison

| GB, 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 |
|-----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Holiday | £2,534 | £3,126 | 75% | £4,986 | -3% | £3,487 | 24% |
| VFR | £1,510 | £1,598 | 84% | £2,147 | 15% | £2,335 | 21% |
| Business | £456 | £381 | 36% | £591 | 27% | £890 | 19% |
| Miscellaneous | £1,585 | £2,071 | 299% | £2,535 | 30% | £2,651 | 82% |

| EN, 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 |
|-----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Holiday | £2,219 | £2,528 | 78% | £4,089 | 0% | £2,815 | 21% |
| VFR | £1,245 | £1,381 | 85% | £1,872 | 17% | £2,000 | 21% |
| Business | £342 | £339 | 49% | £564 | 45% | £727 | 9% |
| Miscellaneous | £1,361 | £1,753 | 331% | £2,113 | 28% | £2,205 | 76% |

- In 2022, while the spend was largest for holiday trips in Q3 (£5.0bn) vs other types of overnight trips and other quarters during the year, this number represents a 3% decline vs Q3 2021.
- Visiting friends and relatives showed the highest total spend in Q4, £2.3bn, which represented a 21% increase on Q4 2021.
- Looking at England trips, the trend is fairly similar to trips within Britain overall, with greater increases vs 2021. Business overnight trips saw a 45% increase in Q3 2022 vs Q3 2021.

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

Miscellaneous trips include (but are not limited to) personal events, public events, study, medical or religious purposes, as well as any overnight stay in the GB as part of an overseas trip.



Volume by type of main destination

| GB trips (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 | Share of 2022 |
|-------------------------|----------------------|----------------------|------------------------|----------------------|------------------------|----------------------|------------------------|------|------------------|
| Seaside / other coastal | 2.9 | 4.1 | 54% | 5.7 | -9% | 3.1 | -9% | 15.8 | 13% |
| City / large town | 11.8 | 11.2 | 88% | 13.1 | -4% | 17.7 | 27% | 53.9 | 43% |
| Small town | 5.6 | 5.8 | 45% | 8.4 | 0% | 8.4 | 16% | 28.2 | 22% |
| Countryside / village | 4.8 | 6.1 | 60% | 8.7 | -2% | 5.5 | -12% | 25.0 | 20% |
| Other / unspecified | 0.4 (!) | 0.5 (!) | 92% (!) | 1.3 (!) | 115% (!) | 0.6 (!) | -32% (!) | 2.8 | 2% |

| England trips (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 | Share of 2022 |
|-------------------------|----------------------|----------------------|------------------------|----------------------|------------------------|----------------------|------------------------|------|------------------|
| Seaside / other coastal | 2.6 | 3.3 | 51% | 4.9 | -4% | 2.6 | -10% | 13.5 | 13% |
| City / large town | 10.3 | 9.6 | 87% | 11.0 | -6% | 15.2 | 23% | 46.0 | 43% |
| Small town | 4.7 | 5.0 | 48% | 7.2 | 3% | 7.2 | 16% | 24.2 | 23% |
| Countryside / village | 4.0 | 5.2 | 67% | 7.4 | 0% | 4.4 | -18% | 21.0 | 20% |
| Other / unspecified | 0.4 (!) | 0.4 (!) | 118% (!) | 1.0 (!) | 118% (!) | 0.5 (!) | -29% (!) | 2.3 | 2% |

- In 2022, a city or large town was a destination type with largest share (43%) for trips in Britain and same for England. Cities and larger towns peaked in Q4 2022 with 17.7 million trips within Britain.
- Small towns were the main destinations for 22% of all GB domestic trips in 2022.

(!) caution: small base size

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales. Caution low base size for Other/unspecified at the quarterly level. Data shown where main destination type.



Value by type of main destination

| GB, 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 | 2022 | Share of 2022 |
|--------------------------|----------------------|----------------------|------------------------|----------------------|------------------------|----------------------|------------------------|---------|------------------|
| Seaside / other coastal | £754 | £1,195 | 97% | £1,876 | -9% | £745 | -10% | £4,569 | 14% |
| City / large town | £3,077 | £3,194 | 159% | £3,930 | 10% | £5,047 | 61% | £15,248 | 46% |
| Small town | £1,148 | £1,268 | 68% | £1,935 | 9% | £2,088 | 32% | £6,438 | 20% |
| Countryside / village | £1,050 | £1,339 | 66% | £2,197 | 18% | £1,244 | 0% | £5,830 | 18% |
| Other / unspecified | £57 (!) | £180 (!) | 186% (!) | £320 (!) | 112% (!) | £239 (!) | 42% (!) | £796 | 2% |

| England, 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 | 2022 | Share of 2022 |
|-------------------------------|----------------------|----------------------|------------------------|----------------------|------------------------|----------------------|------------------------|---------|------------------|
| Seaside / other coastal | £660 | £1,022 | 102% | £1,630 | -3% | £653 | -10% | £3,964 | 14% |
| City / large town | £2,615 | £2,708 | 169% | £3,309 | 9% | £4,254 | 59% | £12,887 | 47% |
| Small town | £970 | £1,073 | 75% | £1,568 | 12% | £1,688 | 27% | £5,298 | 19% |
| Countryside / village | £873 | £1,081 | 68% | £1,874 | 25% | £939 | -8% | £4,767 | 17% |
| Other / unspecified | £49 (!) | £117 (!) | 242% (!) | £257 (!) | 111% (!) | £214 (!) | 53% (!) | £637 | 2% |

- Cities or large towns have the largest share of GB overnight trip spend in 2022, 46%, equating to £15.2bn in total trip spend in 2022 in Britain.
- England total trip spend in cities or large towns reached £12.9bn.

(!) caution: small base size

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales. Caution low base size for Other/unspecified at the quarterly level. Data shown where main destination type.



Volume by main accommodation

| GB trips (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 | Share of 2022 |
|------------------------------|----------------------|----------------------|------------------------|----------------------|------------------------|----------------------|------------------------|------|------------------|
| Serviced accommodation | 13.0 | 12.5 | 87% | 15.9 | -3% | 15.0 | 1% | 56.4 | 45% |
| Commercial property rental | 2.1 | 2.6 | 37% | 4.4 | 20% | 3.6 | 66% | 12.7 | 10% |
| Caravan / camping / glamping | 1.9 | 4.0 | 69% | 5.9 | -3% | 2.7 | 24% | 14.5 | 12% |
| Private home | 7.4 | 7.2 | 54% | 9.1 | -2% | 12.1 | 10% | 35.7 | 28% |
| Other / unspecified | 1.2 (!) | 1.4 (!) | 31% (!) | 1.9 (!) | -17% (!) | 2.0 (!) | 25% (!) | 6.4 | 5% |

| England trips (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 | Share of 2022 |
|------------------------------|----------------------|----------------------|------------------------|----------------------|------------------------|----------------------|------------------------|------|------------------|
| Serviced accommodation | 11.3 | 10.6 | 86% | 13.9 | 0% | 12.9 | -3% | 48.7 | 46% |
| Commercial property rental | 1.8 | 2.1 | 43% | 3.6 | 19% | 2.8 | 57% | 10.4 | 10% |
| Caravan / camping / glamping | 1.5 | 3.2 | 77% | 4.7 | 0% | 2.0 | 13% | 11.5 | 11% |
| Private home | 6.3 | 6.3 | 55% | 7.7 | -3% | 10.7 | 13% | 31.0 | 29% |
| Other / unspecified | 1.0 (!) | 1.3 (!) | 34% (!) | 1.5 (!) | -25% (!) | 1.6 (!) | 27% (!) | 5.4 | 5% |

- Serviced accommodation was the main type of accommodation used most by GB residents during their trips in 2022, 45% share in Britain and 46% in England, equating to 56.4 million trips in Britain and 48.7 million trips in England.
- Private home has the second highest share in 2022 (28% in Britain, 20% in England) and peaking in Q4 2022.

(!) caution: small base size

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales. Caution low base size for Other/unspecified at the quarterly level. Data shown where main accommodation type. Please see Appendix for detail on accommodation types.



Value by main accommodation

| GB, 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 | 2022 | Share of 2022 |
|------------------------------|----------------------|----------------------|------------------------|----------------------|------------------------|----------------------|------------------------|---------|------------------|
| Serviced accommodation | £4,004 | £4,010 | 133% | £5,251 | 2% | £5,333 | 23% | £18,598 | 57% |
| Commercial property rental | £646 | £1,006 | 50% | £1,821 | 42% | £1,414 | 94% | £4,887 | 15% |
| Caravan / camping / glamping | £395 | £823 | 90% | £1,504 | 3% | £579 | 30% | £3,302 | 10% |
| Private home | £758 | £943 | 127% | £1,269 | 35% | £1,316 | 25% | £4,286 | 13% |
| Other / unspecified | £282 (!) | £394 (!) | 75% (!) | £412 (!) | -34% (!) | £721 (!) | 95% (!) | £1,809 | 6% |

| England, 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 | 2022 | Share of 2022 |
|-------------------------------|----------------------|----------------------|------------------------|----------------------|------------------------|----------------------|------------------------|---------|------------------|
| Serviced accommodation | £3,434 | £3,348 | 136% | £4,523 | 7% | £4,514 | 20% | £15,819 | 57% |
| Commercial property rental | £567 | £852 | 61% | £1,486 | 41% | £1,139 | 91% | £4,043 | 15% |
| Caravan / camping / glamping | £315 | £657 | 120% | £1,257 | 9% | £378 | 10% | £2,607 | 9% |
| Private home | £639 | £830 | 124% | £1,097 | 40% | £1,164 | 31% | £3,731 | 14% |
| Other / unspecified | £213 (!) | £315 (!) | 68% (!) | £274 (!) | -47% (!) | £552 (!) | 78% (!) | £1,354 | 5% |

- 57% of total spend during trips to GB and England was spent on trips where the main accommodation was a serviced type. Serviced accommodation also recorded the largest increase, vs 2021, in Q2 2022 (133% for GB, 136% for England).
- Across the year 2022, commercial property and caravan / camping / glamping were most chosen in Q3.

(!) caution: small base size

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales. Caution low base size for Other/unspecified at the quarterly level. 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.



Appendix

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



VisitEngland™

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

Alternative data

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

| | Q2 2021 (Apr-Jun) | Q3 2021 (Jul-Sep) | Q4 2021 (Oct-Dec) | 2021 | Q1 2022 (Jan-Mar) | Q2 2022 (Apr-Jun) | Q3 2022 (Jul-Sep) | Q4 2022 (Oct-Dec) | 2022 |
|---------------|----------------------|----------------------|----------------------|-------|----------------------|----------------------|----------------------|----------------------|--------|
| Great Britain | 1,641 | 3,686 | 2,977 | 8,304 | 2,731 | 2,497 | 2,555 | 2,378 | 10,161 |
| England | 1,224 | 2,812 | 2,352 | 6,388 | 2,099 | 1,904 | 2,034 | 1,848 | 7,885 |
| Scotland | 246 | 578 | 404 | 1,228 | 450 | 394 | 326 | 367 | 1,537 |
| Wales | 221 | 407 | 298 | 926 | 268 | 270 | 252 | 203 | 993 |

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 (the number of respondents asked if they had taken a trip is larger).



Sample sizes: trip purpose

| Great Britain | Q2 2021 (Apr-Jun) | Q3 2021 (Jul-Sep) | Q4 2021 (Oct-Dec) | 2021 | Q1 2022 (Jan-Mar) | Q2 2022 (Apr-Jun) | Q3 2022 (Jul-Sep) | Q4 2022 (Oct-Dec) | 2022 |
|---------------|----------------------|----------------------|----------------------|-------|----------------------|----------------------|----------------------|----------------------|-------|
| Holiday | 640 | 1,622 | 839 | 3,101 | 839 | 849 | 981 | 620 | 3,289 |
| VFR | 647 | 1,178 | 1,301 | 3,126 | 1,043 | 826 | 767 | 946 | 3,582 |
| Business | 99 | 172 | 173 | 444 | 166 | 150 | 142 | 153 | 611 |
| Miscellaneous | 255 | 714 | 664 | 1,633 | 683 | 672 | 665 | 659 | 2,679 |

| England | Q2 2021 (Apr-Jun) | Q3 2021 (Jul-Sep) | Q4 2021 (Oct-Dec) | 2021 | Q1 2022 (Jan-Mar) | Q2 2022 (Apr-Jun) | Q3 2022 (Jul-Sep) | Q4 2022 (Oct-Dec) | 2022 |
|---------------|----------------------|----------------------|----------------------|-------|----------------------|----------------------|----------------------|----------------------|-------|
| Holiday | 444 | 1,159 | 648 | 2,251 | 624 | 609 | 757 | 447 | 2,437 |
| VFR | 503 | 928 | 1,036 | 2,467 | 803 | 661 | 617 | 768 | 2,849 |
| Business | 83 | 146 | 151 | 380 | 135 | 123 | 125 | 117 | 500 |
| Miscellaneous | 194 | 579 | 517 | 1,290 | 537 | 511 | 535 | 516 | 2,099 |

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 (the number of respondents asked if they had taken a trip is larger).



GB sample sizes: destination type, accommodation

| Great Britain | Q2 2021 (Apr-Jun) | Q3 2021 (Jul-Sep) | Q4 2021 (Oct-Dec) | 2021 | Q1 2022 (Jan-Mar) | Q2 2022 (Apr-Jun) | Q3 2022 (Jul-Sep) | Q4 2022 (Oct-Dec) | 2022 |
|------------------------------|----------------------|----------------------|----------------------|-------|----------------------|----------------------|----------------------|----------------------|-------|
| Seaside or other coastal | 262 | 601 | 295 | 1,158 | 277 | 312 | 354 | 188 | 1,131 |
| City / large town | 602 | 1,363 | 1,328 | 3,293 | 1,304 | 1,087 | 1,044 | 1,230 | 4,665 |
| Small town | 396 | 823 | 734 | 1,953 | 621 | 536 | 543 | 517 | 2,217 |
| Countryside / Village | 349 | 828 | 564 | 1,741 | 493 | 509 | 558 | 407 | 1,967 |
| Other/unspecified | 32 | 71 | 56 | 159 | 36 | 53 | 56 | 36 | 181 |
| | | | | | | | | | |
| Serviced accommodation | 637 | 1,635 | 1,359 | 3,631 | 1,406 | 1,197 | 1,156 | 1,051 | 4,810 |
| Commercial property rental | 174 | 336 | 206 | 716 | 220 | 238 | 306 | 235 | 999 |
| Caravan / camping / glamping | 246 | 574 | 186 | 1,006 | 159 | 310 | 362 | 145 | 976 |
| Private home | 483 | 939 | 1,096 | 2,518 | 821 | 642 | 628 | 825 | 2,916 |
| Other / unspecified | 101 | 202 | 130 | 433 | 125 | 110 | 103 | 122 | 460 |

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 (the number of respondents asked if they had taken a trip is larger).



England sample sizes: destination type, accommodation

| England | Q2 2021 (Apr-Jun) | Q3 2021 (Jul-Sep) | Q4 2021 (Oct-Dec) | 2021 | Q1 2022 (Jan-Mar) | Q2 2022 (Apr-Jun) | Q3 2022 (Jul-Sep) | Q4 2022 (Oct-Dec) | 2022 |
|------------------------------|----------------------|----------------------|----------------------|-------|----------------------|----------------------|----------------------|----------------------|-------|
| Destination type: | | | | | | | | | |
| Seaside / other coastal | 185 | 443 | 235 | 863 | 213 | 230 | 280 | 149 | 872 |
| City / large town | 476 | 1,107 | 1,066 | 2,649 | 1,042 | 840 | 844 | 986 | 3,712 |
| Small town | 291 | 601 | 574 | 1,466 | 448 | 412 | 427 | 399 | 1,686 |
| Countryside / Village | 253 | 607 | 432 | 1,292 | 365 | 381 | 442 | 286 | 1,474 |
| Other / unspecified | 19 | 54 | 45 | 118 | 31 | 41 | 41 | 28 | 141 |
| Accommodation type: | | | | | | | | | |
| Serviced accommodation | 483 | 1,290 | 1,105 | 2,878 | 1,099 | 919 | 953 | 826 | 3,797 |
| Commercial property rental | 127 | 240 | 146 | 513 | 175 | 178 | 247 | 171 | 771 |
| Caravan / camping / glamping | 158 | 381 | 135 | 674 | 111 | 209 | 252 | 88 | 660 |
| Private home | 376 | 734 | 858 | 1,968 | 622 | 505 | 499 | 669 | 2,295 |
| Other / unspecified | 80 | 167 | 108 | 355 | 92 | 93 | 83 | 94 | 362 |

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 (the number of respondents asked if they had taken a trip is larger).



England sample sizes: regions

| | Q2 2021 (Apr-Jun) | Q3 2021 (Jul-Sep) | Q4 2021 (Oct-Dec) | 2021 | Q1 2022 (Jan-Mar) | Q2 2022 (Apr-Jun) | Q3 2022 (Jul-Sep) | Q4 2022 (Oct-Dec) | 2022 |
|-------------------------|----------------------|----------------------|----------------------|-------|----------------------|----------------------|----------------------|----------------------|-------|
| London | 132 | 313 | 372 | 817 | 333 | 271 | 263 | 303 | 1,170 |
| <i>Rest of England*</i> | 1,064 | 2,437 | 1,932 | 5,433 | 1,719 | 1,592 | 1,724 | 1,517 | 6,552 |
| North East | 43 | 102 | 63 | 208 | 73 | 73 | 74 | 56 | 276 |
| North West | 147 | 446 | 369 | 962 | 324 | 283 | 315 | 274 | 1196 |
| Yorkshire & the Humber | 124 | 292 | 216 | 632 | 191 | 178 | 208 | 179 | 756 |
| West Midlands | 112 | 225 | 194 | 531 | 190 | 149 | 151 | 167 | 657 |
| East Midlands | 79 | 224 | 173 | 476 | 155 | 128 | 152 | 137 | 572 |
| East of England | 139 | 253 | 206 | 598 | 190 | 178 | 180 | 161 | 709 |
| South West | 227 | 490 | 350 | 1,067 | 316 | 336 | 363 | 272 | 1,287 |
| South East | 193 | 405 | 361 | 959 | 280 | 267 | 281 | 271 | 1,099 |
| Other / unspecified** | 28 | 62 | 48 | 138 | 47 | 41 | 47 | 28 | 163 |

*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).

Please note that the samples above reflect those who actually took a day trip (the number of respondents asked if they had taken a trip is larger).



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/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)'

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.

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 | | |

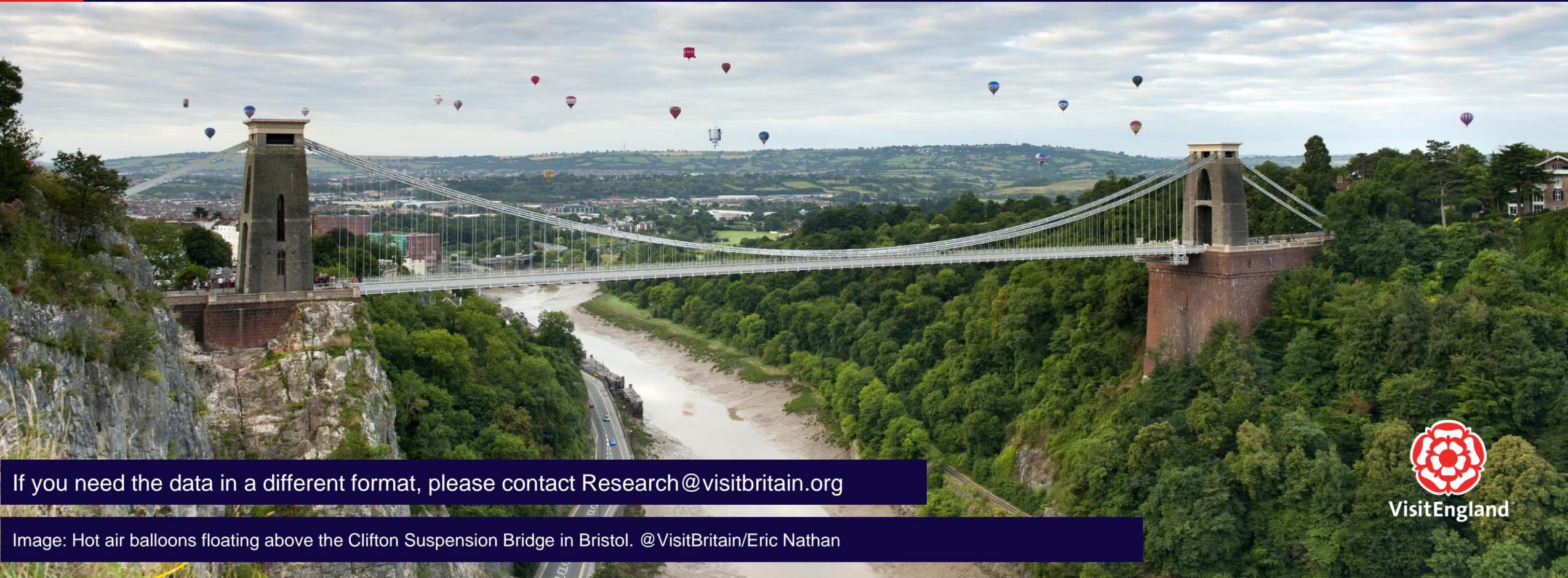
Summary of 2021 Wales COVID-19 restrictions

| | | | |
|---------------|---|---------------|---|
| 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 |

Great Britain Tourism Survey (GBTS)

Estimates of the volume and value of overnight trips taken by British residents in Great Britain in 2021 (April – December) and in 2022 (January – December)

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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