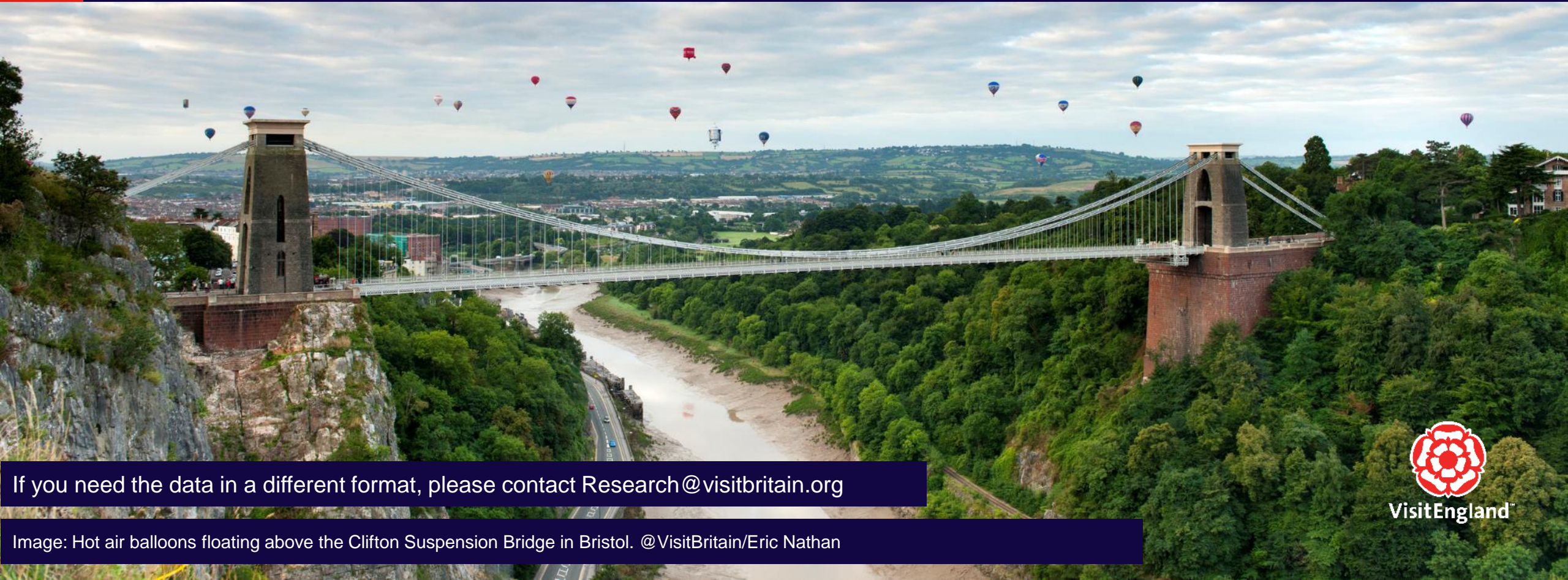


Domestic Overnight Trips: 2022 and 2023

Estimates of the volume and value of overnight trips taken by British residents in Great Britain and in England.

Source: Great Britain Tourism Survey / Published 5 September 2024



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



Contents

- **Introduction and Summary**
- **Britain and England headline results: 2023**
 - Key metrics: totals and averages
 - Volume and value by nation and English region
- **Trip characteristics: 2023**
 - Volume and value by trip purpose
 - Volume and value by type of main destination
 - Volume and value by main accommodation
- **Appendix**
 - Alternative data, sample sizes and definitions

Explore the data and reports 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



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 **updated** estimates for the volume and value of domestic overnight tourism trips taken by British residents in Great Britain (GB) and in England in 2023. This data is compared to updated 2022 data.
- **The data update follows a recent methodological review, please see our [Statement on methodological review](#) for more details. Following analysis of 2022 and 2023 data, it became necessary to examine key aspects of the current methodology to ensure that it best meets user needs for monitoring domestic tourism.**
- **Comparing the changes pre and post methodological review, the figures have changed marginally at the top level. When looking at smaller subgroups, the differences in figures are slightly more visible.**
- The GBTS 2021, 2022 and 2023 data has been published as *statistics in development*. More information on this can be found on the [Office for Statistics Regulation website](#). The statistics in this release are based on a new combined online survey 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 changes, the new results from 2021 onwards cannot be compared to the results up to 2019.
- This report includes estimates of overnight trips taken in Great Britain and in England across various trip characteristics and with year-on-year comparisons and percentage shares of total trips and spend 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 combined online survey (GB Tourism Survey) covering both, overnight trips and day visits, is conducted by an independent market research agency BMG Research Limited and sponsored by VisitEngland, VisitScotland and Visit Wales.

Domestic overnight trips in 2023: summary

- The revised 2023 data shows a decline in overnight trips by 5% vs 2022 for both, Britain and England.
- When taking inflation into account, the total overnight trip spend was down 9% for both, Britain and England. Average spend per trip declined 4% for trips in Britain and 5% for trips in England (in real terms).
- The trip volume declines seem to be driven by holiday trips (*especially 4+ nights trips*), which dropped by 12% in Britain and 14% in England, and represent the second largest share of trips (32% and 31% respectively).
- On the other hand, domestic overnight stays as part of an overseas trip show an increase of 19% in Britain and 23% in England (*in line with an increase in outbound trips, as per IPS data*).

2023 domestic overnight trips in Britain

117.4m
trips

(down 5% vs
2022)

£31.3bn
total spend

(down 2% vs
2022 in nominal
terms,
down 9% in
real terms)

£266
spend per trip

(up 3% vs 2022
in nominal
terms,
down 4% in
real terms)

2023 domestic overnight trips in England

99.4m
trips

(down 5% vs
2022)

£26.0bn
total spend

(down 3% vs
2022 in nominal
terms,
down 9% in
real terms)

£262
spend per trip

(up 2% vs 2022
in nominal
terms,
down 5% in
real terms)



**Britain and
England
headline
results:
2023**

Image: Person standing near lake watching a rainbow in cloudy sky. Cumbria; England ©VisitBritain/Mark Gilligan

Domestic overnight trips: Britain

Total figures	2022	2023	Change vs 2022	Spend real change vs 2022
Trips (million)	123.5	117.4	-5%	
Spend (£ million)	£31,983	£31,253	-2%	-9%
Nights (million)	375.2	340.2	-9%	
Average figures	2022	2023	Change vs 2022	Spend real change vs 2022
Average spend per trip	£259	£266	3%	-4%
Average spend per night	£85	£92	8%	1%
Average number of nights per trip	3.0	2.9	-5%	

- In **2023**, **117.4 million domestic overnight trips** were taken in **Britain** (down 5% vs 2022). Visitors **spent a total of £31.3bn** in 2023 (down 2% vs 2022 in nominal terms, down 9% when taking inflation into account) and **340 million nights** away from home on a trip in Britain (down 9% vs 2022).
- On average, British residents **spent £266 per their domestic trip** (up 3% vs 2022 in nominal terms, down 4% in taking inflation into account) and **£92 per night** on their trip (up 8% vs 2022 in nominal terms, up 1% in real terms). Their trip in **Britain** lasted on average 2.9 nights (down 5% vs 2022).

Value comparisons on this slide are in **nominal terms** (not taking inflation into account) and in **real terms** (accounting for inflation, using the CPI).
 Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; **NOTE: estimates in this report are updated post methodological review.**
 Release date: 5 September 2024

Domestic overnight trips: England

Total figures	2022	2023	Change vs 2022	Spend real change vs 2022
Trips (million)	104.5	99.4	-5%	
Spend (£ million)	£26,765	£26,045	-3%	-9%
Nights (million)	310.2	280.3	-10%	
Average figures	2022	2023	Change vs 2022	Spend real change vs 2022
Average spend per trip	£256	£262	2%	-5%
Average spend per night	£86	£93	8%	0%
Average number of nights per trip	3.0	2.8	-5%	

- In **2023**, the number of trips to **England** reached **99.4 million** in 2023 (down 5% vs 2022). British visitors spent **£26.0bn** on their trips (down 3% vs 2022 in nominal terms, down 9% when taking inflation into account) and **280 million nights** away from home on a trip in England (down 10% vs 2022).
- On average, British residents spent **£262 per trip** (up 2% vs 2022 in nominal terms, down 5% in real terms) and **£93 per night** (up 8% vs 2022 in nominal terms, no change in real terms) on their overnight trips in **England** in 2023. Their trip lasted on average 2.8 nights (down 5% vs 2022).

Value comparisons on this slide are in **nominal terms** (not taking inflation into account) and in **real terms** (accounting for inflation, using the CPI).
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Domestic overnight trips, quarterly trend

BRITAIN	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Trips (million)	26.1	27.2	36.4	33.9	26.2	27.8	35.0	28.4
Spend (£ million)	£6,035	£6,870	£10,118	£8,959	£6,884	£7,339	£9,733	£7,297
Nights (million)	76.7	83.2	121.6	93.7	74.8	80.5	109.8	75.1

ENGLAND	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Trips (million)	22.1	22.8	31.1	28.5	22.4	23.8	29.3	24.0
Spend (£ million)	£5,100	£5,726	£8,590	£7,349	£5,819	£6,200	£8,010	£6,016
Nights (million)	63.2	68.4	101.3	77.3	62.0	67.6	89.5	61.1

- While Q1 and Q2 of 2023 showed an increase year-on-year, Q3 and Q4 recorded a year-on-year decline, for both Britain and England.
- The peak quarter for overnight trips in **Britain** and **England** was Q3 2022, which recorded the largest spend at £10.1bn in Britain and £8.6bn in England.

England: volume by main region: 2023

Total trips (million)	2022	2023	Change vs 2022	2023, share of England
England	104.5	99.4	-5%	
London	14.8	15.1	2%	15%
<i>Rest of England*</i>	88.5	83.3	-6%	84%
North East	3.8	3.7	-3%	4%
North West	14.7	13.9	-5%	14%
Yorkshire & the Humber	10.0	8.8	-12%	9%
West Midlands	8.2	8.2	0%	8%
East Midlands	7.9	7.4	-7%	7%
East of England	10.3	8.9	-13%	9%
South West	17.2	16.4	-5%	17%
South East	16.0	15.2	-5%	15%
Other / unspecified**	1.7	1.8	5%	2%

- In 2023, regions with the largest shares of trips in England were:
 - South West
 - South East
 - London
 - North West
- Regions with the smallest shares of England trips in 2023 were:
 - North East
 - East Midlands
 - West Midlands
- Apart from London (recorded a 2% increase) and West Midlands (no change), remaining regions show a decline in overnight trips in 2023, vs 2022.

England data by region is when the main place/destination visited is England, showing data for each region of the MAIN destination visited.

*Rest of England is a SUM of all English regions and English National Parks as a main destination - excluding London, trips where main destination was England but part of trip was outside England and 'unspecified'

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

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; **NOTE: estimates in this report are updated post methodological review.**

Release date: 5 September 2024



England: value by main region: 2023

Total spend (£ million)	2022	2023	Nominal change vs 2022	Real change vs 2022	2023, share of England
England	£26,765	£26,045	-3%	-9%	
London	£4,895	£4,785	-2%	-9%	18%
Rest of England*	£21,612	£20,979	-3%	-9%	81%
North East	£946	£888	-6%	-12%	3%
North West	£4,007	£3,839	-4%	-11%	15%
Yorkshire & the Humber	£2,388	£2,213	-7%	-14%	8%
West Midlands	£1,675	£2,140	28%	19%	8%
East Midlands	£1,931	£1,631	-16%	-21%	6%
East of England	£2,214	£2,025	-9%	-15%	8%
South West	£4,837	£4,477	-7%	-14%	17%
South East	£3,486	£3,556	2%	-5%	14%
Other / unspecified**	£387	£492	27%	18%	2%

- 18% of total trip expenditure in 2023 was spent in London vs 81% in the Rest of England (further 2% are Other/unspecified).
- Outside London, the regions with the largest spend shares were:
 - South West
 - North West
 - South East
- West Midlands recorded a great increase due to a higher spend per night and an increased number of nights.

England data by region is when the main place/destination visited is England, showing data for each region of the MAIN destination visited.

*Rest of England is a SUM of all English regions and English National Parks as a main destination - excluding London, trips where main destination was England but part of trip was outside England and 'unspecified'

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

Value comparisons on this slide are in **nominal terms** (not taking inflation into account) and in **real terms** (accounting for inflation, using the CPI).

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; **NOTE: estimates in this report are updated post methodological review.**

Release date: 5 September 2024





Trip characteristics: 2023

Volume and value by trip purpose: Britain

Total trips (million)	2022	2023	Change vs 2022	2023, share of GB
GB total	123.5	117.4	-5%	
Holiday	42.3	37.2	-12%	32%
Visiting friends / relatives	44.0	43.1	-2%	37%
Business	6.8	6.2	-9%	5%
GB stay, part of outbound	7.2	8.5	19%	7%
Miscellaneous*	23.3	22.4	-4%	19%

Total spend (£ million)	2022	2023	Change vs 2022	2023, share of GB
GB total	£31,983	£31,253	-2%	
Holiday	£13,769	£12,273	-11%	39%
Visiting friends / relatives	£7,456	£7,429	0%	24%
Business	£2,177	£2,254	4%	7%
GB stay, part of outbound	£2,108	£2,914	38%	9%
Miscellaneous*	£6,473	£6,382	-1%	20%

- In 2023, the most common trip purpose for taking an overnight trip in Britain was visiting friends and relatives (37% share). Holiday trips accounted for 32% share of overnight trips in Britain.
- Business trips represented only 5% share of Britain trips' volume.
- 'Overnight stays in Britain as part of an outbound trip' show a 19% increase on 2022.
- Holiday trips represented largest value share (39%) of all overnight trips in Britain by British resident. VFR trips gained 24% value share.
- 'Overnight stays in Britain as part of an overseas trip' accounted for 9% value share of overnight trips in Britain. Business trips accounted for only 7%.

*Miscellaneous trips include personal events, public events, study, medical, religious purposes. 'GB stay, part of outbound' includes only spend in Britain. Value comparisons on this slide are in **nominal terms**, not taking inflation into account.

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; **NOTE: estimates in this report are updated post methodological review.**

Release date: 5 September 2024



Volume and value by trip purpose: England

Total trips (million)	2022	2023	Change vs 2022	2023, share of England
England total	104.5	99.4	-5%	
Holiday	34.5	30.6	-11%	31%
Visiting friends / relatives	38.1	37.0	-3%	37%
Business	5.9	5.3	-10%	5%
EN stay, part of outbound	6.2	7.7	23%	8%
Miscellaneous*	19.8	18.8	-5%	19%

Total spend (£ million)	2022	2023	Change vs 2022	2023, share of England
England total	£26,765	£26,045	-3%	
Holiday	£11,286	£9,970	-12%	38%
Visiting friends / relatives	£6,392	£6,270	-2%	24%
Business	£1,844	£1,948	6%	7%
EN stay, part of outbound	£1,782	£2,481	39%	10%
Miscellaneous*	£5,461	£5,377	-2%	21%

- For overnight trips in England, visiting friends and family accounted for 37% of all overnight trips in 2023.
- Holiday trips represented 31% share and recorded a decline of 11% vs 2022.
- ‘Overnight stays in England as part of an overseas trip’ represented 8%, with an increase of 23% vs 2022.
- In 2023, holiday trips in England represented 38% value share and recorded a 12% decline in spend.
- Visiting friends and relatives represented a 24% share of total spend in England by British residents.
- ‘Overnight stays in England as part of an overseas trip’ accounted for 10% value share and business trips only 8%.

*Miscellaneous trips include personal events, public events, study, medical, religious purposes. ‘EN stay, part of outbound’ includes only spend in England. Value comparisons on this slide are in **nominal terms**, not taking inflation into account.

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; **NOTE: estimates in this report are updated post methodological review.**

Release date: 5 September 2024



Volume and value by type of main destination: Britain

Total trips (million)	2022	2023	Change vs 2022	2023, share of GB
Seaside / other coastal	15.7	15.2	-3%	13%
City / large town	53.5	51.8	-3%	44%
Small town	27.4	27.7	1%	24%
Countryside / village	24.8	20.8	-16%	18%
Other / unspecified	2.1	1.9	-9%	2%

Total spend (£ million)	2022	2023	Change vs 2022	2023, share of GB
Seaside / other coastal	£4,491	£4,387	-2%	14%
City / large town	£14,829	£14,391	-3%	46%
Small town	£6,255	£6,819	9%	22%
Countryside / village	£5,801	£5,071	-13%	16%
Other / unspecified	£607	£584	-4%	2%

- In 2023, a city or large town was the destination type with the largest volume share of Britain trips (44%) as well as value share (46%). It recorded a 3% decline in both volume and value shares.
- Small towns with 24% volume share recorded a 1% increase in the number of trips in 2023, vs 2022.
- Countryside / village accounted for 18% volume share and recorded a 16% decline in the number of overnight trips.
- Seaside and other coastal areas accounted for 13% of overnight trips and recorded a 3% decline in the number of trips.

(!) caution: small base size

Data shown where main destination type.

Value comparisons on this slide are in **nominal terms**, not taking inflation into account.

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; **NOTE: estimates in this report are updated post methodological review.**

Release date: 5 September 2024



Volume and value by type of main destination: England

Total trips (million)	2022	2023	Change vs 2022	2023, share of England
Seaside / other coastal	13.3	12.5	-6%	13%
City / large town	45.6	44.7	-2%	45%
Small town	23.3	23.6	1%	24%
Countryside / village	20.6	17.0	-17%	17%
Other / unspecified	1.8	1.6	-11%	2%

Total spend (£ million)	2022	2023	Change vs 2022	2023, share of England
Seaside / other coastal	£3,882	£3,626	-7%	14%
City / large town	£12,509	£12,203	-2%	47%
Small town	£5,155	£5,687	10%	22%
Countryside / village	£4,717	£4,034	-14%	15%
Other / unspecified	£501	£495	-1%	2%

- In 2023, a city or large town was the destination type with the largest volume share of England trips (45%) as well as value share (47%). It recorded a 2% decline in both volume and value shares.
- Small towns with 24% volume share recorded a 1% increase in the number of trips in 2023, vs 2022.
- Countryside / village accounted for 17% volume share and recorded a 17% decline in the number of overnight trips.
- Seaside and other coastal areas accounted for 13% of all England overnight trips and recorded a 6% decline in the number of trips.

(!) caution: small base size

Data shown where main destination type.

Value comparisons on this slide are in **nominal terms**, not taking inflation into account.

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; **NOTE: estimates in this report are updated post methodological review.**

Release date: 5 September 2024



Volume and value by main accommodation: Britain

Total trips (million)	2022	2023	Change vs 2022	2023, share of GB
Serviced accommodation	55.8	52.4	-6%	45%
Commercial property rental	12.4	12.5	1%	11%
Caravan/ camping/ glamping	14.1	12.1	-14%	10%
Someone's private home	35.7	35.3	-1%	30%
Other / unspecified	5.4	5.0	-8%	4%

Total spend (£ million)	2022	2023	Change vs 2022	2023, share of GB
Serviced accommodation	£18,136	£17,490	-4%	56%
Commercial property rental	£4,665	£4,695	1%	15%
Caravan/ camping/ glamping	£3,215	£2,822	-12%	9%
Someone's private home	£4,353	£4,556	5%	15%
Other / unspecified	£1,613	£1,690	5%	5%

- Serviced accommodation was the main accommodation used most by GB residents during their overnight trips in Britain in 2023 with 45% volume share and 56% of value share of all GB trips.
- Private home had the second largest volume share in 2023 (30%), while gaining only 15% of value share of GB trips (this accommodation itself being often low cost or free reducing the trip costs).
- Trips where commercial property rental was the main accommodation accounted for 11% of volume share and recorded a small 1% increase. It gained 15% value share of all GB trips.
- Caravan/ camping/ glamping recorded largest declines in 2023 vs 2022, 14% decline in volume and 12% decline in value.

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.

Value comparisons on this slide are in **nominal terms**, not taking inflation into account.

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; **NOTE: estimates in this report are updated post methodological review.**

Release date: 5 September 2024



Volume and value by main accommodation: England

Total trips (million)	2022	2023	Change vs 2022	2023, share of England
Serviced accommodation	47.7	45.0	-6%	45%
Commercial property rental	10.3	10.3	0%	10%
Caravan/ camping/ glamping	11.1	9.9	-10%	10%
Someone's private home	30.8	29.9	-3%	30%
Other / unspecified	4.7	4.3	-8%	4%

Total spend (£ million)	2022	2023	Change vs 2022	2023, share of England
Serviced accommodation	£15,359	£14,801	-4%	57%
Commercial property rental	£3,846	£3,765	-2%	14%
Caravan/ camping/ glamping	£2,499	£2,236	-11%	8%
Someone's private home	£3,768	£3,831	2%	15%
Other / unspecified	£1,293	£1,411	9%	5%

- For trips in England by GB residents, 45% of overnight trips included serviced accommodation. These trips accounted for 57% share of trips value in 2023.
- Private home had the second largest volume share in 2023 (30%), while gaining only 15% of value share of England trips (this accommodation itself being often low cost or free reducing the trip costs).
- Trips where commercial property rental was the main accommodation accounted for 10% of volume share. It gained 15% value share of all England trips.
- Caravan/ camping/ glamping recorded largest declines in 2023 vs 2022, 10% decline in volume and 11% decline in trip spend.

(!) caution: small base size / Value comparisons on this slide are in **nominal terms**, not taking inflation into account.

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; **NOTE: estimates in this report are updated post methodological review.**

Release date: 5 September 2024



Appendix

Alternative data, sample sizes and definitions



VisitEngland™

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

Alternative data

As 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, please explore our other data sources including:

Domestic Sentiment Tracker

The Domestic Sentiment Tracker has run since November 2020 and is a tracking survey aimed at gaining an understanding of 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 also focuses on trip intention, however, it is more specific to major bank holidays. It has been running 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 Lighthouse (formerly 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 are available to users also from the Office for National Statistics (ONS) or other specific government departments such as the Department for Transport.

Sample sizes: nations

	2022	2023
Britain	10,335	9,245
England	8,040	7,279

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

Great Britain Tourism Survey – VisitEngland, VisitScotland and Visit Wales; **NOTE: estimates in this report are updated post methodological review.**

Release date: 5 September 2024



Sample sizes: trip purpose, regions

Britain, trip purpose	2022	2023
Holiday	3,337	2,826
Visiting friends / relatives	3,680	3,323
Business	616	545
GB stay, part of outbound	586	640
Miscellaneous	2,116	1,911

England, trip purpose	2022	2023
Holiday	2,481	2,141
Visiting friends / relatives	2,931	2,648
Business	506	462
EN stay, part of outbound	479	548
Miscellaneous	1,643	1,480

Regions	2022	2023
London	1,202	1,140
<i>Rest of England*</i>	6,722	6,054
North East	281	267
North West	1,219	1,075
Yorkshire & the Humber	762	660
West Midlands	669	628
East Midlands	587	531
East of England	732	622
South West	1,315	1,200
South East	1,125	1,015
Other / unspecified**	148	141

*Rest of England is a SUM of all English regions and English National Parks as a main 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

Sample sizes: destination type, accommodation

Britain	2022	2023
Destination type:		
Seaside / other coastal	1,162	1,062
City / large town	4,748	4,312
Small town	2,272	2,139
Countryside / Village	2,001	1,578
Other / unspecified	152	154
Accommodation type:		
Serviced accommodation	4,890	4,308
Commercial property rental	1,012	964
Caravan / camping / glamping	990	833
Private home	3,000	2,751
Other / unspecified	443	389

England	2022	2023
Destination type:		
Seaside / other coastal	896	793
City / large town	3,776	3,485
Small town	1,735	1,701
Countryside / Village	1,508	1,176
Other / unspecified	125	124
Accommodation type:		
Serviced accommodation	3,866	3,468
Commercial property rental	779	737
Caravan / camping / glamping	671	599
Private home	2,365	2,162
Other / unspecified	359	313

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

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
- **UK stay, part of outbound** – an overnight stay in the UK as part of an overseas trip
- **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

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 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 report covers trips ending in each calendar year, 2022 (1 January 2022 – 31 December 2022) and year 2023 (1 January 2023 - 31 December 2023).

For more information, please contact

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