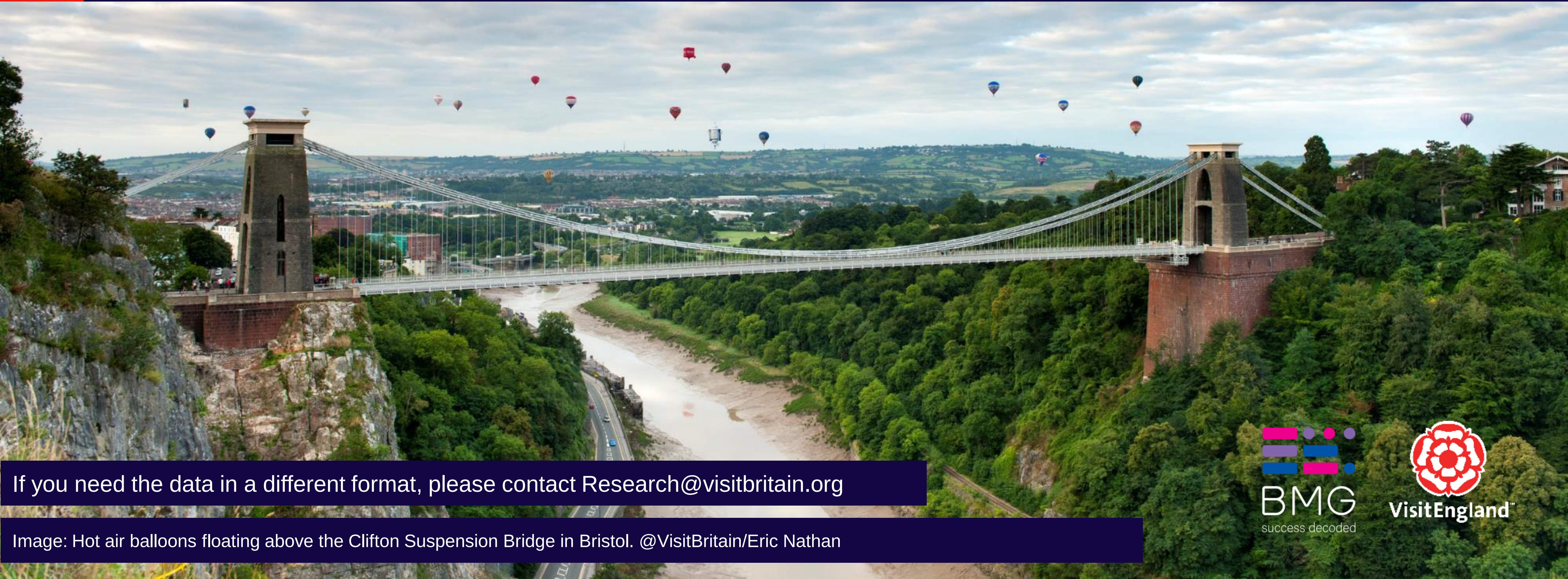
Domestic overnight trips: Q1 and Q2 2024

Estimates of the volume and value of domestic overnight trips in Britain in Q1 and Q2 2024

Sourced from the Great Britain Tourism Survey

Published 8 January 2025



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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Explore the domestic overnight trips data in more detail using our pre-built pivot tables published on the VisitBritain website.

For historical data, see the archive.

You can also access the domestic day visits data on our website.

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Introduction and Summary

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 estimates for the volume and value of domestic overnight tourism trips taken by British residents in Great Britain (GB) and in England during the period from 1 January to 30 June 2024 (first half of 2024, H1 2024). This data is compared to H1 2023.
- **The data follows a recent methodological review, please see our Statement on methodological review for more details.** Following analysis of 2022 and 2023 data, it became necessary to examine key aspects of the current methodology to ensure that it best meets user needs for monitoring domestic tourism.
- The GBTS 2022 and 2023 data has been published as *statistics in development*. More information on this can be found on the Office for Statistics Regulation website.
- The statistics in this release are based on a new combined online survey (called Great Britain Tourism Survey, covering both, overnight trips and day visits) that replaces the separate Great Britain Tourism Survey (overnight trips) and Great Britain Day Visits Survey (day visits) which ran until the end of 2019. Due to the methodological changes, the data from 2022* onwards cannot be compared to the results up to 2019. (Please note that data for 2020 and 2021 are not published as due to Covid pandemic lockdowns, the complete calendar year data is not available.)
- Further information on the methodology see the Background Quality Report available domestic overnight trips webpage.
- The Great Britain Tourism Survey (GBTS) is conducted by an independent market research agency BMG Research Limited and sponsored by VisitEngland, VisitScotland and Visit Wales. Detailed results for Scotland and Wales are published by VisitScotland and Visit Wales respectively.
- Please note sample sizes at the monthly level and for some subgroups can be low and results should be treated with caution. For clarity, low base sizes are highlighted in each page and have been detailed at the end of the report. There can be a high degree of variability in the new data, especially for spend, and we advise caution when making comparisons across months and quarters.

Domestic overnight trips in H1 2024: summary

- In the first half of 2024, there was a decline in the number of overnight trips by 12% for both Britain and England.
- With the spend per trip remaining level with H1 2023 (in real terms), the smaller number of trips resulted in a decline in total spend on domestic overnight trips by 12% for Britain and 11% for England.
- Across almost all England regions, declines in trip volume and nights volume lead to a decline in spend. London had the largest share of spend, with spend in **London** in H1 2024 being on par with H1 2023.
- '**Domestic overnight stays as part of an overseas trip**' was the only trip purpose to increase in both trip volume and spend in H1 2024. Across all trip purposes, declines in H1 2024 were driven mostly by Q1 2024 decreases vs Q1 2023. **Business** trips showed an increase in Q2 2024 vs Q2 2023.
- A decline in trip volume was across all main destination types in H1 2024 vs H1 2023, however, **city or large towns** spend showed an increase of 23% (Britain) / 25% (England) in Q2 2024 vs Q2 2023.
- While serviced accommodation remained the leading choice of main accommodation, followed by private home, **commercial property rental** was the only accommodation type showing an increase in H1 2024, driven by Q1 2024 increasing by 12% vs Q1 2023.

H1 2024 domestic overnight trips in England

40.4m **trips** (down 12% vs H1 2023)	**£10.9bn** **total spend** (down 9% vs H1 2023 in nominal terms, down 12% in real terms)	**£270** **spend per trip** (up 4% vs H1 2023 in nominal terms, level at 0% in real terms)

H1 2024: domestic overnight trips in Great Britain

47.4m **trips** (down 12% vs H1 2023)	**£13.0bn** **total spend** (down 8% vs H1 2023 in nominal terms, down 11% in real terms)	**£275** **spend per trip** (up 4% vs H1 2023 in nominal terms, Up 1% in real terms)

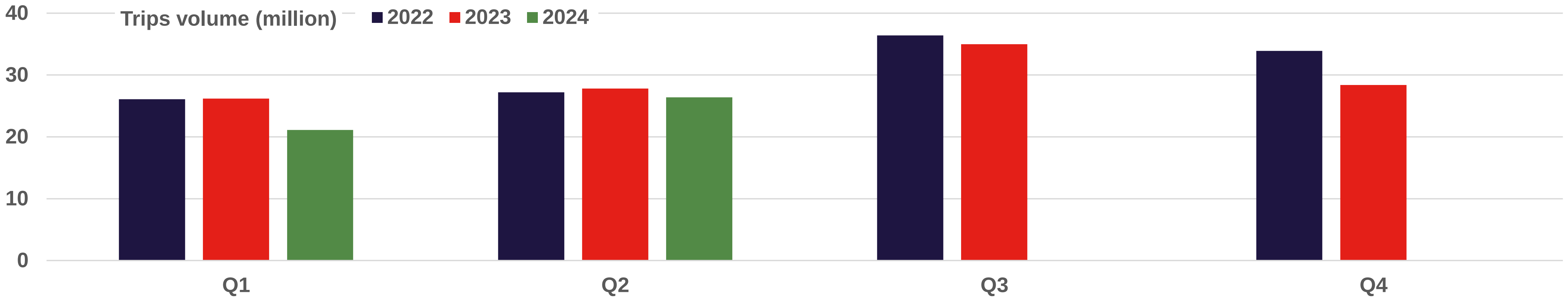
Image: Person standing near lake watching a rainbow in cloudy sky. Cumbria; England ©VisitBritain/Mark Gilligan

Britain and England headline results:

Q1 and Q2 2024

(January to June)

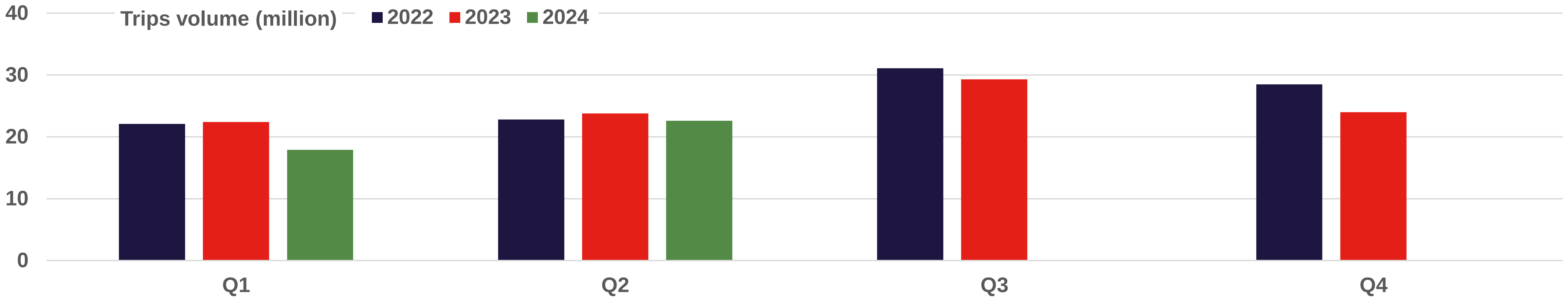
Domestic overnight trips: Britain, quarterly trend



Britain	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
Trips (million)	26.1	27.2	36.4	33.9	26.2	27.8	35.0	28.4	21.1	26.4
Spend (£ million)	£6,035	£6,870	£10,118	£8,959	£6,884	£7,339	£9,733	£7,297	£5,295	£7,739
Nights (million)	76.7	83.2	121.6	93.7	74.8	80.5	109.8	75.1	58.8	73.5

- In **Britain**, the H1 2024 decline vs previous years is visible for both Q1 and Q2 2024. The Q1 2024 shows the lowest level of volume of trips, spend and nights across all quarters.
- The peak quarter for overnight trips in **Britain** was Q3 2022, followed by Q3 2023 and Q4 2022. Q3 2022 recorded the largest spend at £10.1bn.

Domestic overnight trips: England, quarterly trend



England	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
Trips (million)	22.1	22.8	31.1	28.5	22.4	23.8	29.3	24.0	17.9	22.6
Spend (£ million)	£5,100	£5,726	£8,590	£7,349	£5,819	£6,200	£8,010	£6,016	£4,455	£6,463
Nights (million)	63.2	68.4	101.3	77.3	62.0	67.6	89.5	61.1	49.4	61.3

- The H1 2024 decline vs previous years is visible for both Q1 and Q2 2024 in **England** as well. And the Q1 2024 shows the lowest volume of trips spend and nights across all quarters.
- For **England**, Q3 2022 was also the peak quarter, followed by Q3 2023 and Q4 2022. Q3 2022 recorded the largest spend at £8.6bn.

Domestic overnight trips: Britain

Britain	Q1 2023	Q1 2024	Change vs Q1 2023	Q2 2023	Q2 2024	Change vs Q2 2023	H1 2023	H1 2024	Change vs H1 2023
Trips (million)	26.2	21.1	-19%	27.8	26.4	-5%	54.0	47.4	-12%
Spend (£ million)	£6,884	£5,295	-23%	£7,339	£7,739	5%	£14,223	£13,033	-8%
Nights (million)	74.8	58.8	-21%	80.5	73.5	-9%	155.3	132.4	-15%
Average spend per trip	£263	£251	-5%	£264	£294	11%	£264	£275	4%
Average spend per night	£92	£90	-2%	£91	£105	15%	£92	£98	7%
Average number of nights per trip	2.9	2.8	-2%	2.9	2.8	-4%	2.9	2.8	-3%

- In **H1 2024**, **47.4 million domestic overnight trips were taken in Britain** (down 12% vs H1 2023). Visitors **spent a total of £13.0bn** in H1 2024 (down 8% vs H1 2023) and **132.4 million nights** on a trip in Britain (down 15% vs H1 2023).
- The **average spend per trip in H1 2024 was £275** (up 4% vs H1 2023, an increase driven by Q2 2024). **Average spend per night in Britain rose to £98** (up 7% vs H1 2023). **Average number of nights per trip dropped to 2.8** (down 3% vs H1 2023).
- Overall, Q1 2024 shows larger declines, than Q2 2024, which, on the other hand, recorded (nominal) spend increases.

Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

Spend in nominal terms vs real terms: Britain

Britain	Q1 2024	Nominal change vs Q1 2023	Real change vs Q1 2023	Q2 2024	Nominal change vs Q2 2023	Real change vs Q2 2023	H1 2024	Nominal change vs H1 2023	Real change Vs H1 2023
Total spend (£ million)	£5,295	-23%	-26%	£7,739	5%	2%	£13,033	-8%	-11%
Average spend per trip	£251	-5%	-8%	£294	11%	8%	£275	4%	1%
Average spend per night	£90	-2%	-6%	£105	15%	12%	£98	7%	4%

- Comparing H1 2024 vs H1 2023, in nominal terms total Britain trip spend decreased by 8%; however, when accounting for inflation, the decrease in total trip spend in Britain is 11%. (Inflation in H1 2024, as measured by the Consumer Price Index, was 3%).
- Average spend per overnight trip in H1 2024 saw a 4% increase in nominal terms and 1% in real terms vs H1 2023.
- Average spend per night also increased compared to H1 2023, up 7% in nominal terms and 4% in real terms.
- In Q2 2024, total overnight trip spending in Britain was strong with a 5% increase in nominal terms vs Q2 2023, and 2% increase in real terms. In contrast, Q1 2024 saw significant decreases in total trip spend compared to Q1 2023 (down 23% in nominal terms and down 26% in real terms).

Domestic overnight trips: England

England	Q1 2023	Q1 2024	Change vs Q1 2023	Q2 2023	Q2 2024	Change vs Q2 2023	H1 2023	H1 2024	Change vs H1 2023
Trips (million)	22.4	17.9	-20%	23.8	22.6	-5%	46.1	40.4	-12%
Spend (£ million)	£5,819	£4,455	-23%	£6,200	£6,463	4%	£12,019	£10,918	-9%
Nights (million)	62.0	49.4	-20%	67.6	61.3	-9%	129.7	110.7	-15%
Average spend per trip	£260	£249	-4%	£261	£286	10%	£261	£270	4%
Average spend per night	£94	£90	-4%	£92	£105	15%	£93	£99	6%
Average number of nights per trip	2.8	2.8	0%	2.8	2.7	-5%	2.8	2.7	-3%

- The number of overnight trips in **England** reached **40.4 million** in **H1 2024** (down 12% vs H1 2023). Visitors in England **spent £10.9bn** in H1 2024 (down 9% vs H1 2023) and **110.7 million nights** on a trip in England (down 15% vs 2023).
- The **average spend per trip** in England was **£270** in H1 2024 (up 4% vs H1 2023). **Average spend per night** increased to **£99** (up 6% vs H1 2023) while **average number of nights per trip** decreased to **2.7** (down 3% vs 2023).
- Overall, Q1 2024 shows larger declines, than Q2 2024, which, on the other hand, recorded (nominal) spend increases.

Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

Spend in nominal terms vs real terms: England

England	Q1 2024	Nominal change vs Q1 2023	Real change vs Q1 2023	Q2 2024	Nominal change vs Q2 2023	Real change vs Q2 2023	H1 2024	Nominal change vs H1 2023	Real change Vs H1 2023
Total spend (£ million)	£4,455	-23%	-26%	£6,463	4%	1%	£10,918	-9%	-12%
Average spend per trip	£249	-4%	-8%	£286	10%	7%	£270	4%	0%
Average spend per night	£90	-4%	-7%	£105	15%	12%	£99	6%	3%

- England followed a similar pattern to Britain in H1 2024, where the total trip spend has decreased by 9% in nominal terms, however, when accounting for inflation, it decreased by 12%. (Inflation in H1 2024, as measured by the Consumer Price Index, was 3%).
- England saw average spend per overnight trip increase in nominal terms by 4% compared to H1 2023 but remained level in real terms. Average spend per night also increased for trips in England (up 6% in nominal terms vs H1 2023 and up 3% in real terms).
- In Q2 2024, total spend for overnight trips in England was up 4% in nominal terms and 1% in real terms vs Q2 2023, however, Q1 2024 was less positive with total spend declining 23% in nominal terms and 26% in real terms compared to the same period of the previous year.

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

Domestic overnight trips by England region: volume
(all regions stayed in on an overnight trip, i.e. not only the main region stayed in)

Trips (million)	H1 2023	H1 2024	% change vs H1 2023	Share of England trips
London	7.2	6.7	-8%	17%
Rest of England*	39.4	34.5	-12%	85%
North East	1.8	1.6	-10%	4%
North West	7.3	6.2	-15%	15%
Yorkshire	4.7	3.8	-18%	10%
West Midlands	4.6	3.6	-20%	9%
East Midlands	4.1	3.2	-21%	8%
East of England	4.4	4.4	-1%	11%
South West	8.2	7.2	-12%	18%
South East	7.5	7.2	-4%	18%

- Decline in trip volume in H1 2024 vs H1 2023 was visible across all regions, with the largest decreases in East Midlands, West Midlands and Yorkshire.
- In H1 2024, regions with the largest shares of trips in England were:
  - South West (7.2m trips / 18% share)
  - South East (7.2m trips / 18% share)
  - London (6.7m trips / 17% share)
  - North West (6.2m trips / 15% share)
- Regions with the smallest shares of England trips in H1 2024 were:
  - North East (1.6m trips / 4% share)
  - East Midlands (3.2m trips / 8% share)
  - West Midlands (3.6m trips / 9% share)

(!) caution: small base size
Quarterly data is available in published tables (all regions) and pivots (main regions)
Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales.
*Rest of England is NET of all English regions and England National Parks - excluding London.

Domestic overnight trips by England region: spend
(all regions stayed in on an overnight trip, i.e. not only the main region stayed in)

Spend (£ million)	H1 2023	H1 2024	% change vs H1 2023	Share of England spend
London	£2,176	£2,179	0%	20%
Rest of England*	£9,761	£8,676	-11%	79%
North East	£439	£289	-34%	3%
North West	£1,740	£1,632	-6%	15%
Yorkshire	£1,031	£1,023	-1%	9%
West Midlands	£1,051	£726	-31%	7%
East Midlands	£801	£724	-10%	7%
East of England	£919	£910	-1%	8%
South West	£2,170	£1,955	-10%	18%
South East	£1,610	£1,418	-12%	13%

- Apart from London, all regions recorded a decrease in trip spend in H1 2024 vs H1 2023, with largest declines noted in North East and West Midlands. Regions with minimal declines were Yorkshire and East of England.
- The regions with the largest shares were:
  - London (£2.2bn / 20% share)
  - South West (£2.0bn / 18% share)
  - North West (£1.6bn / 15% share)
  - South East (£1.4bn / 13% share)
- The regions with the smallest shares of England spend were:
  - North East (£0.3bn / 3% share)
  - East Midlands (£0.7bn / 7% share)
  - West Midlands (£0.7bn / 7% share)

(!) caution: small base size
Quarterly data is available in published tables (all regions) and pivots (main regions)
Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales
*Rest of England is NET of all English regions and England National Parks - excluding London.

Domestic overnight trips by England region: nights
(all regions stayed in on an overnight trip, i.e. not only the main region stayed in)

Nights (£ million)	H1 2023	H1 2024	% change vs H1 2023	Share of England spend
London	17.1	17.8	4%	16%
Rest of England*	111.7	92.1	-18%	83%
North East	4.5	3.4	-24%	3%
North West	19.2	15.2	-21%	14%
Yorkshire	11.0	9.6	-13%	9%
West Midlands	10.4	8.0	-23%	7%
East Midlands	10.3	7.8	-24%	7%
East of England	11.9	11.4	-4%	10%
South West	25.6	21.0	-18%	19%
South East	18.9	15.7	-17%	14%

- Apart from London, all regions recorded a decrease in nights volume in H1 2024 vs H1 2023, with largest declines noted in North East, East Midlands and West Midlands.
- The regions with the largest shares of nights were:
  - South West (21m / 19% share)
  - London (18m / 16% share)
  - South East (16m / 14% share)
  - North West (15m / 14% share)
- The regions with the smallest shares of nights were:
  - North East (3m / 3% share)
  - East Midlands (8m / 7% share)
  - West Midlands (8m / 7% share)

(!) caution: small base size

Quarterly data is available in published tables (all regions) and pivots (main regions).

Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales

*Rest of England is NET of all English regions and England National Parks - excluding London.

London; Greater London; England ©VisitBritain/Matador Network

Trip characteristics:

Q1 and Q2 2024

(January to June)

Britain trips and spend by main trip purpose

Britain Trips (million)	H1 2023	H1 2024	Change vs H1 2023	Share of trips, H1 2024
Holiday	15.7	14.2	-10%	30%
Visiting friends / relatives	20.7	18.5	-11%	39%
Business	3.1	2.6	-16%	5%
UK stay, part of outbound	4.2	4.4	6%	9%
Miscellaneous*	14.5	12.2	-16%	17%

Britain Spend (£ million)	H1 2023	H1 2024	Change vs H1 2023	Share of spend, H1 2024
Holiday	£5,037	£4,835	-4%	37%
Visiting friends / relatives	£3,611	£3,421	-5%	26%
Business	£1,126	£1,086	-4%	8%
UK stay, part of outbound	£1,430	£1,512	6%	12%
Miscellaneous*	£4,448	£3,691	-17%	17%

- In the first half of 2024, the most common purpose for taking an overnight trip in Britain was **visiting friends and relatives** (39% share), however, these trips dropped by 11% vs H1 2023. Spend also fell by 5% for visiting friends and relatives.
- **Holiday trips** accounted for a 30% share of overnight trips in Britain, however, holiday trips were the largest contributor to total spend at 37% share.
- **Business trips** represented only 5% share of Britain trips' volume and declined in H1 2024 by 16%. (This decline is driven by Q1 2024, when business trips saw a decrease of 39% in volume vs Q1 2023. In Q2 2024, the volume increased by 13% on Q2 2023.)
- **'Domestic overnight stays as part of an overseas trip'** showed an increase of 6% for both trips and spend compared to H1 2023.

Quarterly data is available in published tables and pivots.
Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales. *Miscellaneous trips include personal events, public events, study, medical, religious purposes. Value comparisons on this slide are in **nominal terms**, not taking inflation into account.

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England trips and spend by main trip purpose

England Trips (million)	H1 2023	H1 2024	Change vs H1 2023	Share of trips, H1 2024
Holiday	13.1	11.8	-10%	29%
Visiting friends / relatives	17.9	15.8	-11%	39%
Business	2.7	2.2	-18%	5%
UK stay, part of outbound	3.8	3.9	3%	10%
Miscellaneous*	8.7	6.7	-23%	17%

England Spend (£ million)	H1 2023	H1 2024	Change vs H1 2023	Share of trips, H1 2024
Holiday	£4,151	£3,972	-4%	36%
Visiting friends / relatives	£3,120	£2,890	-7%	26%
Business	£989	£926	-6%	8%
UK stay, part of outbound	£1,196	£1,303	9%	12%
Miscellaneous*	£2,564	£1,828	-29%	17%

- **Visiting friends and relatives (VFR)** was the most common main purpose for overnight trips in England with a 39% share. VFR trips decline in H1 is driven by Q1 2024 when VFR trips saw a decrease of 21% vs Q1 2023. Q2 2024 was on par with Q2 2023.
- **Holiday trips** spend accounted for largest share at 36% of all trips in England. Volume declined by 10%.
- **Business** saw a drop in both trip volume and spend in H1 2024 compared to H1 2023. Business trip volume showed a large decline of 39% in Q1 2024 vs Q1 2023, while Q2 2024 was up by 9% on Q2 2023.
- ‘**Domestic overnight as part of an overseas trip**’ was the only main trip purpose to increase in both trip volume and spend. This increase is driven by an increase in Q2 2024 volume by 16% (Q1 2024 showed a decline.)

Quarterly data is available in published tables and pivots.
Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales. *Miscellaneous trips include personal events, public events, study, medical, religious purposes. Value comparisons on this slide are in **nominal terms**, not taking inflation into account.

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Britain trips and spend by main destination type

Britain Trips (million)	H1 2023	H1 2024	Change vs H1 2023	Share of trips, H1 2024
City / large town	24.1	20.7	-14%	44%
Small town	12.7	11.1	-13%	23%
Countryside	10.1	9.1	-10%	19%
Seaside / other coastal	6.3	5.8	-7%	12%
Other / unspecified	0.7	0.7	-5%	1%

Britain Spend (£ million)	H1 2023	H1 2024	Change vs H1 2023	Share of spend, H1 2024
City / large town	£6,610	£6,374	-4%	49%
Small town	£3,233	£2,529	-22%	19%
Countryside	£2,359	£2,188	-7%	17%
Seaside / other coastal	£1,839	£1,729	-6%	13%
Other / unspecified	£182	£213	17%	2%

- In H1 2024, **a city or large town** was the main destination type with the largest share of trip volume (44%) and spend (49%) in Britain. Spend in city or a large town showed the smallest decline in H1 2024 (-4%), with Q2 2024 showing an increase of 23% on Q2 2023.
- **Small towns** were the main destinations for 23% of all trips in Britain. This destination type saw the largest decrease in spend compared to H1 2023 with a drop of 22%.
- Visits to the **countryside** as a main destination accounted for 19% of Britain trips and 17% of spend in H1 2024.
- **Seaside and other coastal areas** accounted for 12% of overnight trips in Britain and 13% of spend in H1 2024. Out of the listed destination types, seaside showed the smallest volume decline (-7%) in H1 2024 vs H1 2023.

Quarterly data is available in published tables and pivots.
Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales. (!) caution: small base size
Data shows the total amount spent on trips of each main destination type, NOT the amount spent at each destination itself. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

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England trips and spend by main destination type

England Trips (million)	H1 2023	H1 2024	Change vs H1 2023	Share of trips, H1 2024
City / large town	20.7	17.8	-14%	44%
Small town	11.0	9.4	-14%	23%
Countryside	8.5	7.5	-12%	19%
Seaside / other coastal	5.2	5.1	-3%	13%
Other / unspecified	0.6	0.6	1%	1%

England Spend (£ million)	H1 2023	H1 2024	Change vs H1 2023	Share of spend, H1 2024
City / large town	£5,594	£5,419	-3%	50%
Small town	£2,775	£2,103	-24%	19%
Countryside	£1,955	£1,742	-11%	16%
Seaside / other coastal	£1,546	£1,462	-5%	13%
Other / unspecified	£149	£193	29%	2%

- The largest volume of visits in H1 2024 was to **a city or large town** in England, accounting for 44% of trips. However, the trip volume declined in H1 2024 by 14% vs H1 2023. Spend showed only a small decline of 3% in H1 2024 vs H1 2023, with an increase of 25% in Q2 2024 vs Q2 2023.
- Visits to **small towns** contributed 23% to the total trips in England with a 19% share of the spend. This main destination type saw the largest decrease (-24%) in trip spend in H1 2024 compared to H1 2023.
- 19% of trips in England were to the **countryside** with spend accounting for 16% of the overall England spend.
- **Seaside or other costal** visits accounted for 13% of the total share of overnight trips and spend in England. It is showing the smallest decrease in trip volume in H1 2024 vs H1 2023, with Q1 2024 on par with Q1 2023.

Quarterly data is available in published tables and pivots.
Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales. (!) caution: small base size
Data shows the total amount spent on trips of each main destination type, NOT the amount spent at each destination itself.. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

Britain trips and spend by main accommodation type

Britain Trips (million)	H1 2023	H1 2024	Change vs H1 2023	Share of trips, H1 2024
Serviced accommodation	24.6	19.0	-23%	40%
Commercial property rental	5.6	5.8	4%	12%
Caravan / camping / glamping	4.9	4.8	-2%	10%
Private home	16.5	15.7	-5%	33%
Other / unspecified	2.3	2.2	-6%	5%

Britain Spend (£ million)	H1 2023	H1 2024	Change vs H1 2023	Share of spend, H1 2024
Serviced accommodation	£8,038	£6,797	-15%	52%
Commercial property rental	£2,186	£2,252	3%	17%
Caravan / camping / glamping	£1,190	£1,038	-13%	8%
Private home	£2,052	£2,206	8%	17%
Other / unspecified	£756	£739	-2%	6%

- **Serviced accommodation** was the main accommodation type used most during a domestic overnight trips in Britain in H1 2024 with 40% volume share, while showing the largest decline in H1 2024 vs H1 2023.
- **Private home** had the second largest volume share in 2023 (33%), while gaining only 17% of value share of all trips in Britain (this accommodation itself being often low cost or free reducing the trip costs). Spend on trips with private home accommodation increased by 8% in H1 2024 vs H1 2023.
- Trips with **commercial property rental** accounted for 12% of volume share in H1 2024 and recorded an increase of 4% in volume and 3% in trip spend, vs H1 2023.
- **Caravan / camping / glamping** represented a smaller share of 10% of trips in Britain in H1 2024 and recorded a minimal volume decline of 2% vs H1 2023.

(!) caution: small base size / **Quarterly data is available in published tables and pivots.**
Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales. 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. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

England trips and spend by main accommodation type

England Trips (million)	H1 2023	H1 2024	Change vs H1 2023	Share of trips, H1 2024
Serviced accommodation	21.2	16.4	-23%	41%
Commercial property rental	4.6	5.0	7%	12%
Caravan / camping / glamping	4.2	3.9	-8%	10%
Private home	14.1	13.4	-5%	33%
Other / unspecified	2.0	1.8	-11%	4%

England Spend (£ million)	H1 2023	H1 2024	Change vs H1 2023	Share of spend, H1 2024
Serviced accommodation	£6,871	£5,795	-16%	53%
Commercial property rental	£1,830	£1,864	2%	17%
Caravan / camping / glamping	£962	£797	-17%	7%
Private home	£1,719	£1,838	7%	17%
Other / unspecified	£636	£625	-2%	6%

- **Serviced accommodation** was the main accommodation type used most during a domestic overnight trips in England in H1 2024 with 41% volume share, while showing the largest decline in H1 2024 vs H1 2023.
- **Private home** had the second largest volume share in 2023 (33%), while gaining only 17% of value share of all trips in England (this accommodation itself being often low cost or free reducing the trip costs). Spend on trips with private home accommodation increased by 7% in H1 2024 vs H1 2023.
- Trips with **commercial property rental** accounted for 12% of volume share in H1 2024 and recorded an increase of 7% in volume and 2% in trip spend, vs H1 2023.
- **Caravan / camping / glamping** represented a smaller share of 10% in H1 2024 and recorded a volume decline of 8% vs H1 2023.

(!) caution: small base size / **Quarterly data is available in published tables and pivots.**
Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales. 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. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

Appendix

Other domestic data sources, sample sizes and definitions

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

VisitEngland

Other domestic data sources

As the Great Britain Tourism Survey 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 the survey from 2021, there are limited opportunities to gain a complete picture of domestic overnight tourism overtime from the survey alone. To gain insight into the domestic tourism landscape during periods where GBDVS is unavailable VisitEngland publishes and makes available data from a number of different information sources including:

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

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

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

England Hotel 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 size: nations

AREA	Q1 2023	Q2 2023	Q1 2024	Q2 2024	H1 2023	H1 2024
Britain	1,926	2,502	1,625	2,099	4,428	3,724
England	1,485	1,984	1,295	1,703	3,469	2,998

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: trip purpose, regions

Britain TRIP PURPOSE	H1 2023	H1 2024
Holiday	1,250	1,072
Visiting friends / relatives	1,663	1,445
Business	270	220
UK stay, part of outbound	307	320
Miscellaneous*	1,245	987

England TRIP PURPOSE	H1 2023	H1 2024
Holiday	936	829
Visiting friends / relatives	1,318	1,177
Business	230	182
UK stay, part of outbound	262	268
Miscellaneous*	723	542

* Other purpose, including study, medical, personal events

ENGLAND REGIONS	H1 2023	H1 2024
London	555	533
Rest of England*	2951	2508
North East	147	111
North West	556	492
Yorkshire & the Humber	342	289
West Midlands	350	269
East Midlands	295	251
East of England	323	290
South West	621	512
South East	529	476

*Rest of England is NET of all English regions and England National Parks - excluding London.

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	H1 2023	H1 2024
MAIN DESTINATION TYPE:		
Seaside / other coastal	475	410
City / large town	2,096	1,747
Small town	1,004	844
Countryside / Village	788	673
Other / unspecified	65	50
MAIN ACCOMMODATION TYPE:		
Serviced accommodation	2,077	1,511
Commercial property rental	453	448
Caravan / camping / glamping	371	330
Private home	1,341	1,253
Other / unspecified	186	182

England	H1 2023	H1 2024
MAIN DESTINATION TYPE:		
Seaside / other coastal	346	331
City / large town	1,673	1,447
Small town	803	673
Countryside / Village	595	506
Other / unspecified	52	41
MAIN ACCOMMODATION TYPE:		
Serviced accommodation	1,657	1,238
Commercial property rental	344	364
Caravan / camping / glamping	272	234
Private home	1,047	1,017
Other / unspecified	149	145

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

BMG success decoded

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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.
- A trip might include overnight stays in more than one regions. In this and future reports, the regional data (volume and value) is based on all regions stayed in overnight (previously, this data was based on only the main region stayed in). The current approach to volume and value is as follows:
  - Region's trip volume is based on trips which included an overnight stay in that region
  - Region's nights volume is based on nights stayed in that region
  - Region's total spend is based on proportional spend allocated based on a proportion of nights stayed in that region

Trip dates

The trips are allocated to each calendar month based on the trip return date.
(NB: The trip allocation to calendar months was improved in the methodological review, providing data more accurately assigned to each calendar month.)

For more information, please contact

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