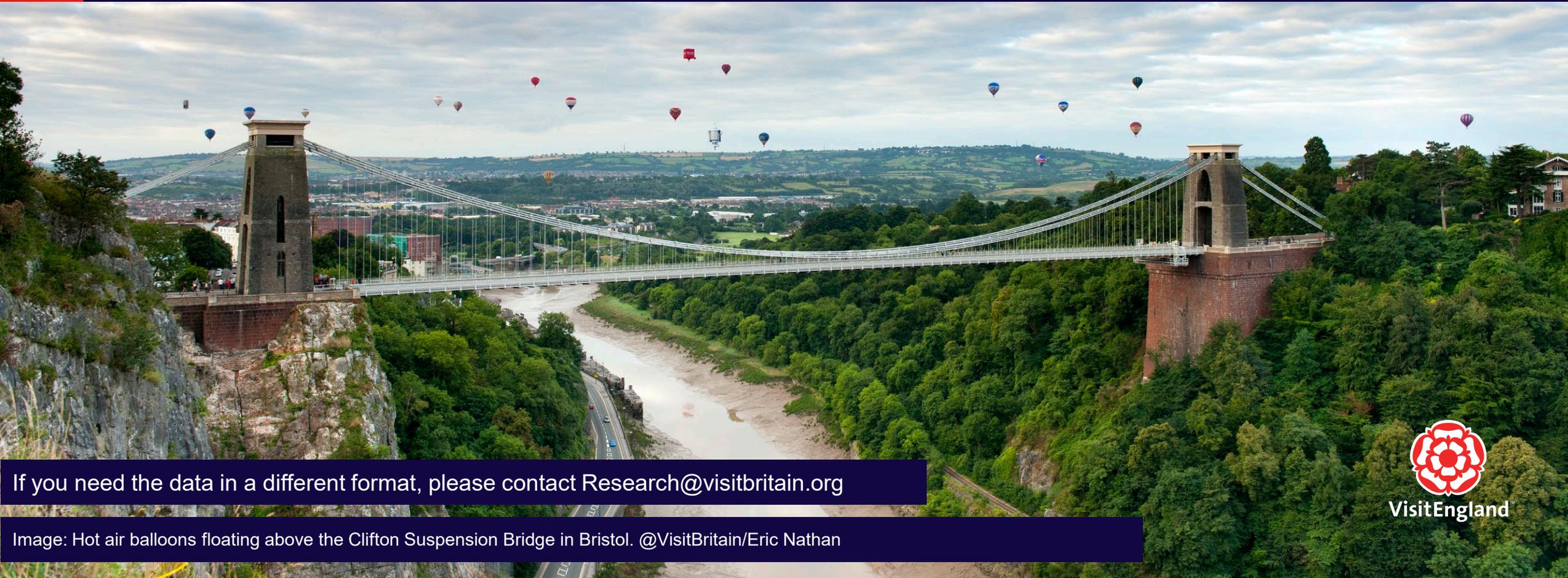


Domestic day visits: 2022 and 2023

Estimates of the volume and value of day visits taken by British residents in Britain and in England.

Source: Great Britain Tourism Survey / Published 24 February 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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- **Appendix**
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Explore the day visits data and reports published on the [VisitBritain website](#).

Historical day visits data can be accessed in our [archive](#).

You can also access the domestic overnight visits data on the [GBTS webpage](#).

Subregional data are available [here](#).

You can also get all the latest reports by [signing-up for VisitBritain's e-newsletter](#) by contacting Research@visitbritain.org.

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 leisure day visits taken by British residents in Britain 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 and so the trend and the story outline remains. 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 visits taken in Great Britain and in England across various visit characteristics and with year-on-year comparisons and percentage shares of total visits and spend where appropriate. Detailed results for Scotland and Wales are published by [VisitScotland](#) and [Visit Wales](#) respectively.
- It includes data for three definitions of leisure day visits: tourism day visits (the standard definition, which this report focuses on); 3+ hour Leisure Day Visits (the broadest measure); tourism day visits – Activities Core to Tourism (the narrowest measure).
- 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 visits and day visits, is conducted by an independent market research agency BMG Research Limited and sponsored by VisitEngland, VisitScotland and Visit Wales.

Great Britain Tourism Survey: Day Visits (commissioned by VisitEngland, VisitScotland and Visit Wales)

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

Update release date: 24 February 2025

Domestic day visits in 2023

3 hour+ leisure day visits

Nation	Britain	England
Visits (million)	2,966	2,538
Spend (£m)	£108,878	£93,952

Tourism day visits (standard definition of day visits)

Nation	Britain	England
Visits (million)	1,171	1,030
Spend (£m)	£51,985	£45,579

Tourism day visits – activities core to tourism

Nation	Britain	England
Visits (million)	420	364
Spend (£m)	£18,282	£15,915

- There are 3 levels of domestic day visits defined within the GBTS (please see the [appendix](#) for more details):
- **3 Hour+ leisure day visits** capture the largest volume of day visits.
 - In 2023, there were 3.0 billion visits within GB and 2.5 billion within England. These visitors spent £109 billion in GB and £94 billion in England.
- **Tourism day visits** (the focus of this report) are a subset of the above visits.
 - These accounted for 39% of 3hr+ leisure day visits within GB and 41% in England in 2023. TDVs account for 48% of 3hr+ leisure day visit spend within GB and England.
- **Tourism day visits – activities core to tourism** are the smallest subset of day visits.
 - There were 420 million of these visits to GB and 364 million to England in 2023. These visitors spent £18.3 billion and £15.9 billion in GB and England, respectively.

Great Britain Tourism Survey: Day Visits (commissioned by VisitEngland, VisitScotland and Visit Wales)

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

Update release date: 24 February 2025



Domestic tourism day visits in 2023: summary

- The revised 2023 data shows an increase in tourism day visit volume vs 2022 for England (+8%) and Britain (+7%).
- When taking inflation into account, the total tourism day visit spend was up by 8% for England and by 6% for Britain. Average spend per visit was down 1% for visits in England and in Britain (in real terms).
- The increase in visit volume is driven by Q1 and especially trips to cities or large towns.
- The spend increase is greater in Q1 (in line with the visits increase) and Q4 (due to inflation and holiday costs increase).
- Looking at an activity type, the largest increase in volume was for 'arts, cultural or entertainment experience (e.g. museum, gallery, cinema etc.)' by 33% vs 2022. [VE's annual attraction survey reports an increase in visitation of attractions by 11% in 2023, and by 20% for museums and art galleries.]
- The largest increase in visit spend was for visits which included attending an organised public event (e.g. exhibition, concert, fair, live sport etc.).

2023 domestic tourism day visits in England

1.0bn visits (up 8% vs 2022)	£45.6bn total spend (up 15% vs 2022 in nominal terms, up 8% in real terms)	£44 spend per visit (up 6% vs 2022 in nominal terms, down 1% in real terms)
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2023 domestic tourism day visits in Britain

1.2bn visits (up 7% vs 2022)	£52.0bn total spend (up 14% vs 2022 in nominal terms, Up 6% in real terms)	£44 spend per visit (up 6% vs 2022 in nominal terms, down 1% in real terms)
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Great Britain Tourism Survey: Day Visits (commissioned by VisitEngland, VisitScotland and Visit Wales)

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

Update release date: 24 February 2025



Britain and England headline results: 2023

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

Domestic tourism day visits: England

Total figures	2022	2023	Change vs 2022	Spend real change vs 2022
Visits (million)	951	1,030	8%	
Spend (£ million)	£39,523	£45,579	15%	8%

Average figures	2022	2023	Change vs 2022	Spend real change vs 2022
Average spend per trip	£42	£44	6%	-1%

Tourism day visits increased in volume and spend in 2023 above 2022 levels.

- **Tourism day visits** within **England** surpassed 1.0 billion in 2023, up 8% vs 2022.
- In 2023, visitors spent £45.6bn on tourism day visits in England. England followed a similar pattern to Britain in 2023, where the total visit spend has increased by 15% in nominal terms, and when accounting for inflation, it increased by 8%. (Inflation in 2023, as measured by the Consumer Price Index, was 7.3%).
- For tourism day visits in England, **the average spend per visit** was £44 in 2023, up 6% in nominal terms but down 1% in real terms vs the previous year.

Great Britain Tourism Survey: Day Visits (commissioned by VisitEngland, VisitScotland and Visit Wales)

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

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

Update release date: 24 February 2025



Domestic tourism day visits: Britain

Total figures	2022	2023	Change vs 2022	Spend real change vs 2022
Visits (million)	1,095	1,171	7%	
Spend (£ million)	£45,744	£51,985	14%	6%

Average figures	2022	2023	Change vs 2022	Spend real change vs 2022
Average spend per visit	£42	£44	6%	-1%

In 2023, tourism day visits increased in volume and spend, compared to 2022.

- In 2023, British residents took a total of 1.2 billion **tourism day visits** within **Britain**, up 7% vs 2022.
- Total tourism day visits spend in Britain reached £52.0 billion in 2023, which represents an increase by 14% vs 2022 in nominal terms. When accounting for inflation (in real terms), the increase in was 6%. (Inflation in 2023, as measured by the Consumer Price Index, was 7.3%).
- The **average spend per visit** for tourism day visits within Britain in 2023 was £44, up 6% in nominal terms but down 1% in real terms vs 2022.

Great Britain Tourism Survey: Day Visits (commissioned by VisitEngland, VisitScotland and Visit Wales)

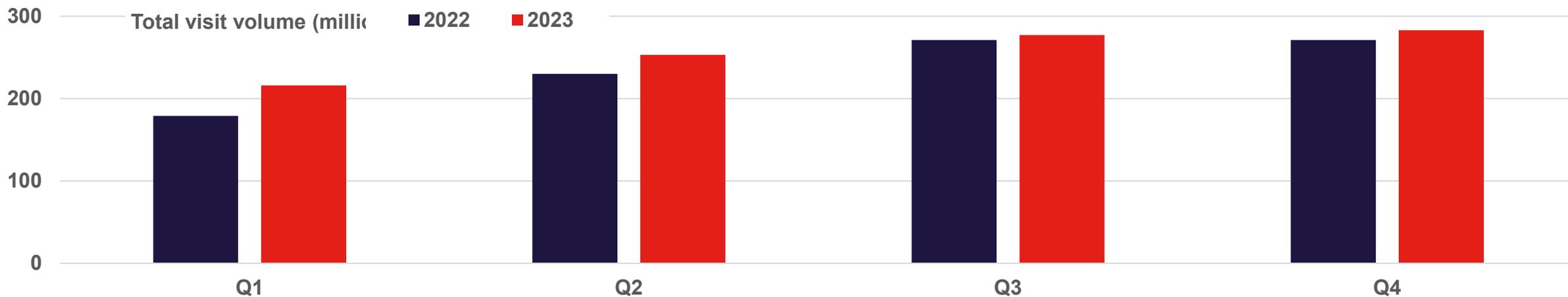
Value comparisons on this slide are in **nominal terms** (not taking inflation into account) and in **real terms** (accounting for inflation, using the CPI).

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

Update release date: 24 February 2025



Domestic tourism day visits: England, quarterly trend



England Tourism Day Visits	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Visits (million)	179	230	271	271	216	253	277	283
Spend (£ million)	£7,382	£9,886	£10,962	£11,294	£9,175	£10,408	£12,145	£13,851

All four quarters of 2023 showed a volume increase, with the largest uplift in Q1.

- For England, the largest visits volume for a quarter was reached in Q4 2023 with 283 million visits, followed by Q3 2023, Q3 2022 and Q4 2022.
- Q4 2023 recorded the largest spend on tourism day visits in England at £13.9bn.

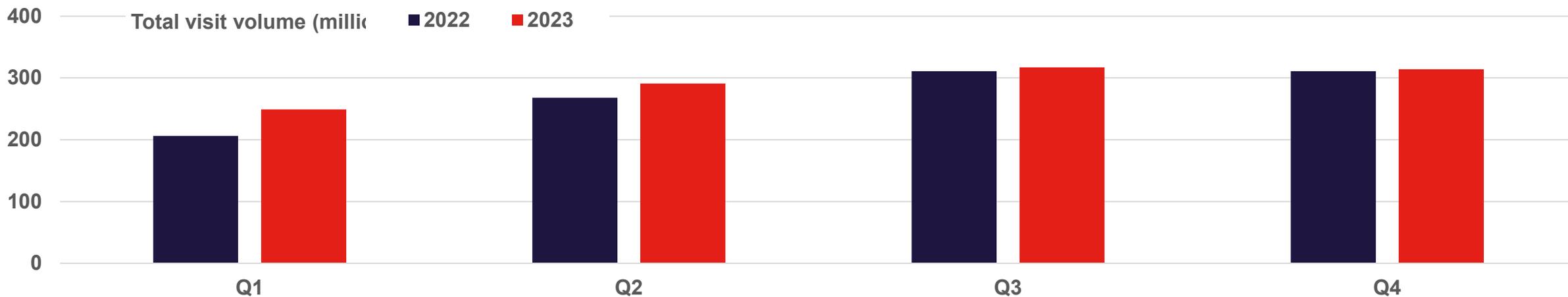
Great Britain Tourism Survey: Day Visits (commissioned by VisitEngland, VisitScotland and Visit Wales)

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

Update release date: 24 February 2025



Domestic tourism day visits: Britain, quarterly trend



GB Tourism Day Visits	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Visits (million)	206	268	311	311	249	291	317	314
Spend (£ million)	£8,524	£11,495	£12,485	£13,240	£10,703	£12,142	£13,705	£15,435

All four quarters of 2023 showed a volume increase, with the largest uplift in Q1.

- Q3 2023 recorded the largest quarterly visits volume at 317 million, over the two years.
- The peak quarter for tourism day visits spend in **Britain** was Q4 2023 at £15.4 billion, followed by Q3 2023 and Q4 2022.

Great Britain Tourism Survey: Day Visits (commissioned by VisitEngland, VisitScotland and Visit Wales)

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

Update release date: 24 February 2025



Tourism day visits by England regions: volume

(all regions visited on a day trip, i.e. not only the region of the main destination)

Visits (million)	2022	2023	% change vs 2022	Share of England visits
London	175	217	24%	21%
Rest of England*	784	823	5%	80%
North East	29	39	33%	4%
North West	129	133	3%	13%
Yorkshire	84	89	6%	9%
West Midlands	96	105	9%	10%
East Midlands	86	86	0%	8%
East of England	112	110	-2%	11%
South West	105	109	4%	11%
South East	171	186	9%	18%

- Increases in visit volume in 2023 vs 2022 were visible across all regions apart from East of England (-2%). North East (smallest share of trips) leading with a 33% increase, followed by London with a 24% increase.
- In 2023, regions with the largest shares of visits in England were:
 - London (217m visits / 21% share)
 - South East (186m visits / 18% share)
 - North West (133m visits / 13% share)
- Regions with the smallest shares of England visits in 2023 were:
 - North East (39m visits / 4% share)
 - East Midlands (86m visits / 8% share)
 - Yorkshire (89m visits / 9% share)

Great Britain Tourism Survey: Day Visits (commissioned by VisitEngland, VisitScotland and Visit Wales)

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

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

Update release date: 24 February 2025



Tourism day visits by England region: spend

(all regions visited on a day trip, i.e. not only the region of the main destination)

Spend (£million)	2022	2023	% change vs 2022	Share of England visits
London	£7,968	£10,945	37%	24%
Rest of England*	£31,384	£34,367	10%	75%
North East	£1,333	£1,498	12%	3%
North West	£6,114	£5,961	-3%	13%
Yorkshire	£3,294	£3,788	15%	8%
West Midlands	£4,268	£4,174	-2%	9%
East Midlands	£2,754	£3,187	16%	7%
East of England	£3,514	£3,739	6%	8%
South West	£4,022	£4,539	13%	10%
South East	£6,085	£7,480	23%	16%

- Apart from North West and West Midlands, all regions recorded an increase in visit spend in 2023 vs 2022, with the largest increases noted in London (37%), South East (23%) and East Midlands (16%).
- The regions with the largest shares were:
 - London (£10.9bn / 24% share)
 - South East (£7.5bn / 16% share)
 - North West (£6.0bn / 13% share)
- The regions with the smallest shares of England spend were:
 - North East (£1.5bn / 3% share)
 - East Midlands (£3.2bn / 7% share)
 - East of England (£3.7bn / 8% share)

Great Britain Tourism Survey: Day Visits (commissioned by VisitEngland, VisitScotland and Visit Wales)

All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

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

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

Update release date: 24 February 2025

Tables 2023: tourism day visits



To download and view the Excel file, please open this PDF report in Adobe Acrobat Reader and then double click on the paper clip image. These tables are also available here:

[Great Britain Domestic Day Trips Insights | VisitBritain.org](#)

In this data set, you can find domestic tourism day visits volume and value by further visit characteristics:

- By quarter
- By activity
- By destination type
- By child present on visit
- By life stage
- By main transport type to destination

Great Britain Tourism Survey: Day Visits (commissioned by VisitEngland, VisitScotland and Visit Wales)

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

Update release date: 24 February 2025

Appendix

Alternative data, sample sizes and definitions



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

Other domestic data sources

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 from 2021, there are limited opportunities to gain a complete picture of domestic tourism overtime from the GBTS alone. To gain insight into the domestic tourism landscape during periods where GBTS was unavailable, visit our other sources including:

Domestic Sentiment Tracker

The Domestic Sentiment Tracker has run since May 2020 and is a tracking survey aimed 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.

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 visits 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 (1/2)

Different types of day visits	3hr+ leisure day visits 2023	Tourism Day Visits 2023	tourism day visits – Activities Core to Tourism 2023
TOTAL GB	29,691	11,153	3,751
England	22,516	8,945	2,972

tourism day visits by quarter	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
TOTAL GB	2,070	2,515	3,059	2,910	2,357	3,037	3,124	2,635
England	1,649	1,873	2,467	2,310	1,898	2,428	2,499	2,120

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: Day Visits (commissioned by VisitEngland, VisitScotland and Visit Wales)

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

Update release date: 24 February 2025



Sample (2/2)

ENGLAND REGIONS	2022	2023
London	1386	1781
Rest of England*	6970	7235
North East	267	314
North West	1195	1207
Yorkshire	756	791
West Midlands	888	964
East Midlands	738	748
East of England	1037	1002
South West	930	973
South East	1378	1511

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: Day Visits (commissioned by VisitEngland, VisitScotland and Visit Wales)

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

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Update release date: 24 February 2025



Definitions (1/2)

Great Britain Day Visit definitions

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

3hr+ Leisure Day Visits:

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

Tourism Day Visits:

In addition to the above criteria a Tourism Day Visit:

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

Tourism day visits – Activities Core to Tourism:

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

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

Definitions (2/2)

Key Measures

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

England regions

- For geographical classification standard England regions are used, as defined by the Office for National Statistics.
- A trip might include visits in more than one region. In this and future reports, the regional data (volume and value) is based on all regions visited (previously, this data was based on only the main region stayed in).

Day visits dates

Day visits are assigned to reporting months / quarters based on full calendar month / quarters the day visit was taken and thus the 2023 report covers the period 1 January 2023 to 31 December 2023. For more details on methodology, please refer to the Background Quality Report available [on our website](#).

For more information, please contact

Research@visitbritain.org