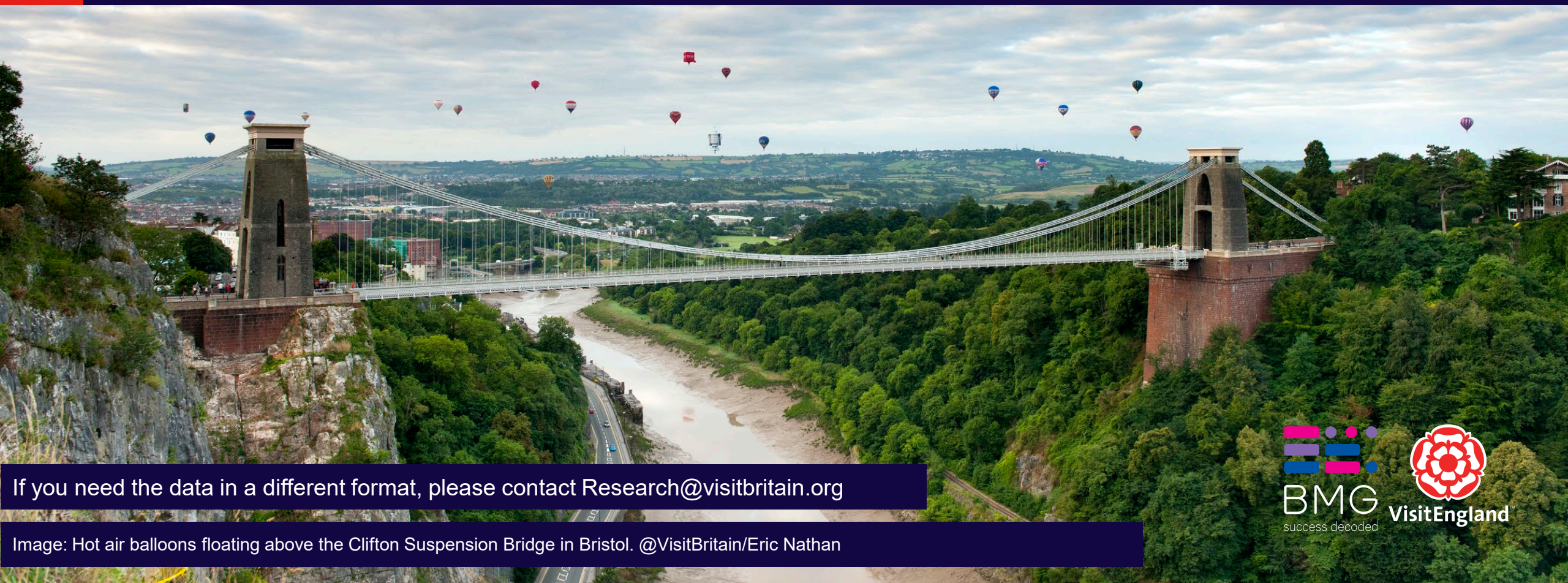


GB Day Visitor Annual Report 2023

Domestic day visits in Britain and in England

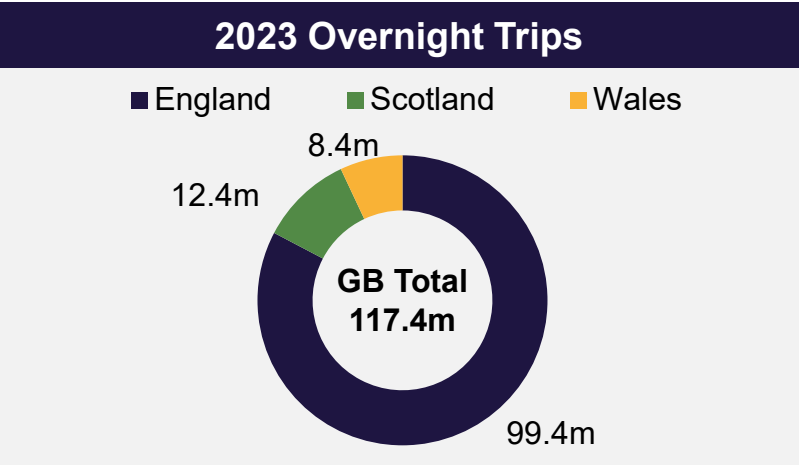
Source: Great Britain Tourism Survey / Published 6th March 2025



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

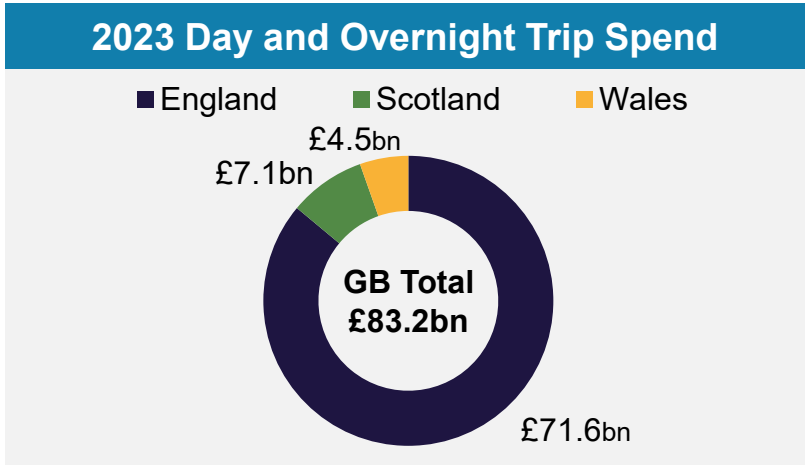
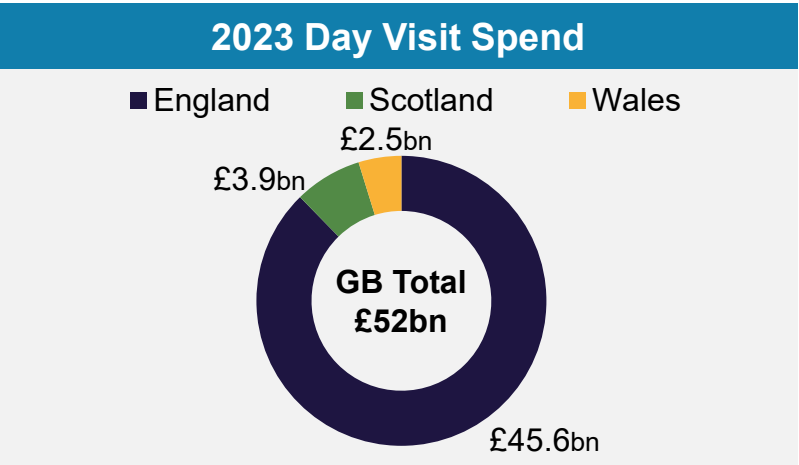
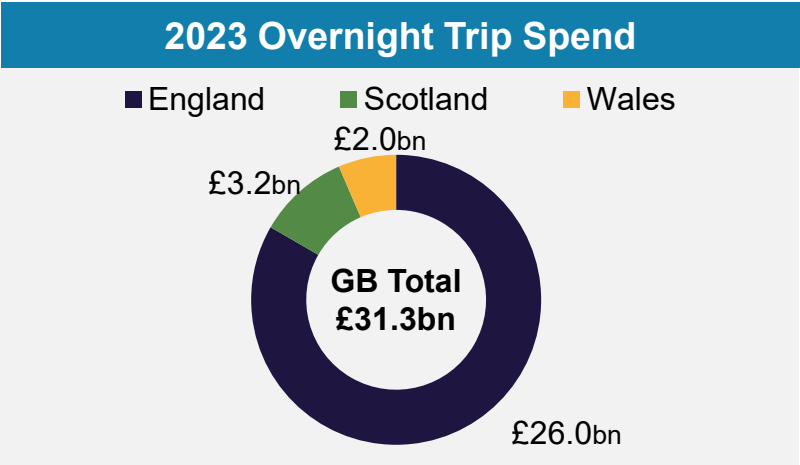
GB domestic tourism overview: Britain residents took 1.2 billion day trips and 117 million overnight trips in Britain in 2023. Spend for all domestic trips in in 2023 was £83.2 billion.



England 2023 overview:

Britain residents took 1.0 billion day trips and 99m overnight trips in England in 2023.

Spend for all domestic trips in England in 2023 was £72 billion, with day trips comprising 64% of the total.



Source: Great Britain Tourism Survey (GBTS) 2023 overnight trips and day visits – revised data post methodological review 2024

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Introduction

- This report focuses on the domestic tourism day visit statistics for 2023 for England. It complements the previously released day trips data for the same period. Throughout the report the tourism day visit statistics for 2022 are also used to highlight trends in visits and spend. Detailed results for Scotland and Wales are published by [VisitScotland](#) and [Visit Wales](#) respectively.
- The Great Britain Tourism Survey (GBTS) is a national consumer survey which includes two core domestic modules, overnight trips and day visits. The day visits module is used to draw estimates of the volume and value of domestic tourism day visits by Britain residents.
- A methodological review was conducted in 2024, following which a number of methodological changes were implemented. Both the 2022 and 2023 data in this report reflect the new methodology, details of which can be found [here](#).
- 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 from 2022 onwards are based on a new combined online survey. It replaced the separate Great Britain Tourism Survey (GBTS) and Great Britain Day Visits Survey (GBDVS), which ran until the end of 2019.
- Due to the methodological changes implemented post 2019, the data from 2022* onwards cannot be compared to the results up to 2019. (* Please note that data for 2020 and 2021 is not published as due to COVID pandemic lockdowns, the complete calendar year data is not available.)
- The survey is jointly sponsored by VisitEngland, VisitScotland and Visit Wales. The survey is currently undertaken by independent research agency, BMG. Together with the [Great Britain Tourism Survey: Overnight Trips](#), which is available as a separate report, these surveys are the largest and most comprehensive surveys of Britain domestic travel.
- 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.

Context

- **Cost-of-Living:** UK inflation, as measured by the [Consumer Prices Index \(CPI\)](#), was 7% in 2023; however, in the first quarter of 2023 inflation was at 10%, which slowly reduced as the year progressed.
- **Domestic Sentiment:** While the sentiment related to the cost-of-living crisis improved throughout 2023, vs 2022, there were still c80% of consumers who either believed that worst was still to come (c50%) or that things will stay the same (c30%).
- **Domestic overnight trips:** There were 117.4 million domestic overnight trips in Britain in 2023, which represents a 5% decrease vs 2022. While domestic spend on trips dropped by 2% to £31.3 billion, the average spend per trip in Britain rose from £259 in 2022, to £266 in 2023. Increased cost of holidays impacted on consumers' travel choices, either reducing the domestic overnight trip length, or going on a domestic day visit instead.
- **International travel:** According to the [ONS](#), UK residents made 86.2 million visits abroad in 2023; this compares with total visits of 71.0 million in 2022. UK residents spent £72.4 billion on visits abroad in 2023; this was £13.9 billion more than in 2022.
- **Industrial actions:** Ongoing industrial action throughout 2023 undoubtedly had an impact on travel. For example, around 1 in 10 people (11%) surveyed in the [Opinions and Lifestyle Survey \(OPN\)](#) reported having their travel plans disrupted by rail strikes in late January/early February 2023. Among those who reported that rail strikes had disrupted their travel plans, almost half (45%) said this disruption affected their ability to take part in leisure activities.
- **Weather:** The [MET](#) office reported that 2023 was one the warmest years on record for the UK and was also relatively wetter than average. Eight of the 12 months of the year were warmer than average, and the warmest periods were in June and September, with the high summer months of July and August generally cooler and wetter. 2023 was relatively wet with 1,290mm of rainfall, making it the UK's 11th wettest year in a series going back to 1836. 2023-24 saw the most active start to the storm season since naming storms began in 2015.
- **COVID-19:** While COVID-19 was unlikely to have an impact on 2023 tourism, the after-effects were still being felt throughout 2022, resulting in a particularly strong Q4 2022. This is important to note when assessing quarterly year-on-year comparisons.

Definitions

There are 3 levels of domestic day visits definitions within the GBTS: 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 (the focus of this report) are a subset of the broader leisure day visits. For a visit to qualify as an eligible GBTS 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 – The main focus of this report

- In addition to the 3hr+ leisure day visit 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 visit 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 tourism day visit 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)



Summary 2022 to 2023

Summary of findings (1/2)

Britain

- There were 1.2 billion domestic tourism day visits in Britain in 2023, representing a 7% increase on 2022. Domestic tourism day visits to Britain in 2023 showed year-on-year increases for all quarters, with often inverse trends to overnight stays, suggesting that there may be some substitution of overnight domestic trips for day visits.
- Overall, there was a 14% year-on-year increase in 2023 in spend on tourism day visits in Britain. This is above 2023 annual inflation of 7%. Q4 2023 saw record spend of £15 billion; however, it was Q1 2023 that experienced the greatest year-on-year uplift of 26%. This was largely due to an increase in spend by those in the family life stage (particularly in February when children break from school) and those in the retirement life stage (especially in March).
- Average spend per visit (per person) has increased to £49 in Q4, following the levels of £42 to £43 for the previous 4 quarters.

England

- There were 1,030 million tourism day visits to England in 2023, an increase of 8%, when compared to 2022. Similarly, spend on tourism day visits rose by 15% in the same time period, to £45.6 billion. This is above the 7% annual inflation rate in 2023.
- There was a shift to shoulder seasons, potentially due to cost-of-living pressures or prioritising outbound travel during the summer season. Q4 experienced the most visits and spend in England and the highest average spend, largely due to a 2 percentage point increase of those in the family life stage taking day visits during the half term break in October. However, Q1 experienced the greatest uplift since 2022, with an increase in visits of 21%, and a 24% increase in spend.
- Almost half of tourism day visits to England in 2023 were to cities and large towns, an increase of 17% on 2022. Overall, there was a 24% increase in spend in cities and large towns, with a 39% increase in Q4 2023. There was a 3 percentage point drop in visits to the seaside in July and August, potentially due to these months being wetter and cooler than average (according to the MET office).
- Top 3 activities included in tourism day visits in England in 2023 were 'visiting friends and relatives', 'food, drink, a night out or speciality shopping' and 'going to a visitor attraction'. 'Going to an arts, cultural or entertainment experience' recorded a largest year-on-year increase (+26%). There was also an uplift of 19% in 'taking part in hobbies' and 17% in 'attending organised public events' in 2023, especially in July, a peak season for festivals, sports and family events just as the school Summer holidays begin. Visits where the main activity was an organised public event recorded the largest year-on-year increase in visit spend, by 53%. The average spend on these visits was £56, a significant increase from £43 per visit in 2022.

Source: Great Britain Tourism Survey: Day Visits 2023

Base: Britain 11,153; England 8,945; Scotland 1,288; Wales 1,006

Release date: 6 March 2025

Summary of findings (2/2)

England

- In 2023, those going on days visits travelled a shorter distance from home, visited just one place and visited for less than 5 hours. 4 in 10 travelled 20 miles or less in 2023, a cost-of-living point increase when compared to 2022. The duration of trips is unchanged, with 48% lasting 5 hours or more, this increases during the summer period (53%). As in 2022, the vast majority of visits are to just one place, this is true for all profiles of day visit takers.
- 2023 experienced an uplift in day visits by public transport, potentially due to an increase in visits to cities, which tend to have better transport links than the countryside. There was a 2 percentage point increase in the use of trains, underground and tram. This aligns with the rail passenger survey which found that passenger-kilometres in 2023 were the highest since the survey began in 2004. There was also a 3 percentage point increase in use of bus/coach/taxi, perhaps in response to the £2 fare cap introduced in January 2023.
- The highest proportion of day visits to England in 2023 were made by families (41%), with a similar proportion of spend. Traditionally, families were low spenders; however, between 2022 and 2023, there was 2 percentage point increase in their proportion of spend. This is potentially due to the increase in visits to cities and large towns, which tend to be more expensive. Young people, although representing a smaller proportion of visits to England, are the highest average spenders. While this is unchanged since 2022, their proportion of spend dropped in 2023 (16-24 year olds -3pp).
- Party size and composition is unchanged since 2022, and is predominated by higher spending groups. The majority of day visits to England in 2023 had a party size of 2 or less, which have a higher average spend per person (£50 for solo travellers and £51 for 2 person parties per visit) than larger parties (£33 for parties of 10 or more). 2 person parties are also the most consistent day visit takers, representing circa 35% of trips in each quarter.
- Average spend on tourism day visits in England was £44, slightly higher than in 2022. 1 in 10 spent nothing at all; these day visits were mostly to see friends and relatives. However, 1 in 10 visits did have an average spend of more than £100 per visit per person. These visits were more likely to be to cities and large towns, made up of younger age groups and taking part in activities such as 'food, drink, a night out or speciality shopping'.
- 'Transport' and 'food and drink' represented the majority of day visit spend in England in 2023 (58%). Spend on road transport costs such as fuel decreased by 2pp, in line with the move to public transport. Food and drink costs remained static, despite a decrease in day visits that included these activities. However, the proportion of visit spend on 'food and drink' decreased for younger independents (-3pp) and those in full-time education (-3pp) in 2023, despite no decrease in day visits for these activities among these demographics. This may be due to cost-of-living pressure, which is being felt more acutely by younger cohorts, as per the Domestic Sentiment Tracker.

Source: Great Britain Tourism Survey: Day Visits 2023

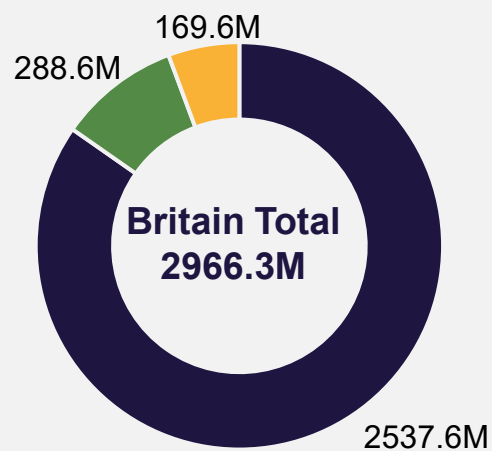
Base: Britain 11,153; England 8,945; Scotland 1,288; Wales 1,006

Release date: 6 March 2025

2023 Britain tourism day visit statistics at a glance

2023 3Hr+ Leisure Day Visits (millions)

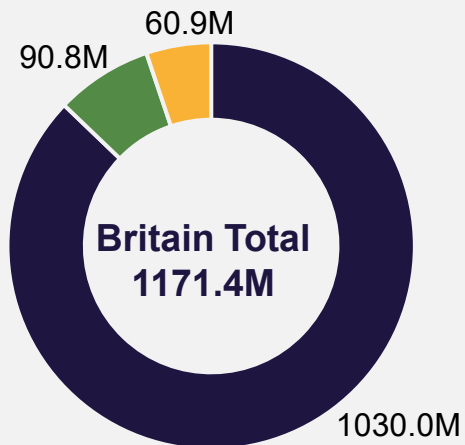
■ England ■ Scotland ■ Wales



Nation	Proportion of Visits	Proportion of Spend
Britain	100%	100%
England	86%	86%
Scotland	10%	9%
Wales	6%	5%

2023 Tourism Day Visits (millions)

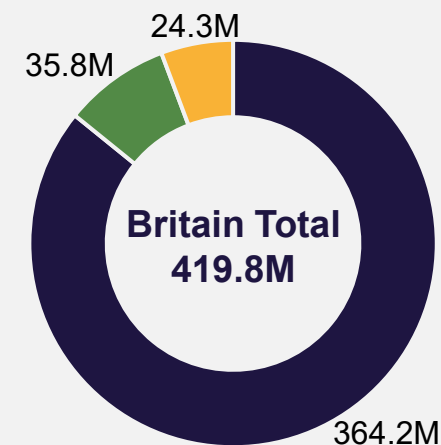
■ England ■ Scotland ■ Wales



Nation	Proportion of Visits	Proportion of Spend
Britain	100%	100%
England	88%	88%
Scotland	8%	8%
Wales	5%	5%

2023 Tourism Day Visits Activities Core to Tourism (millions)

■ England ■ Scotland ■ Wales



Nation	Proportion of Visits	Proportion of Spend
Britain	100%	100%
England	87%	87%
Scotland	9%	8%
Wales	5%	4%

Source: Great Britain Tourism Survey: Day Visits 2023

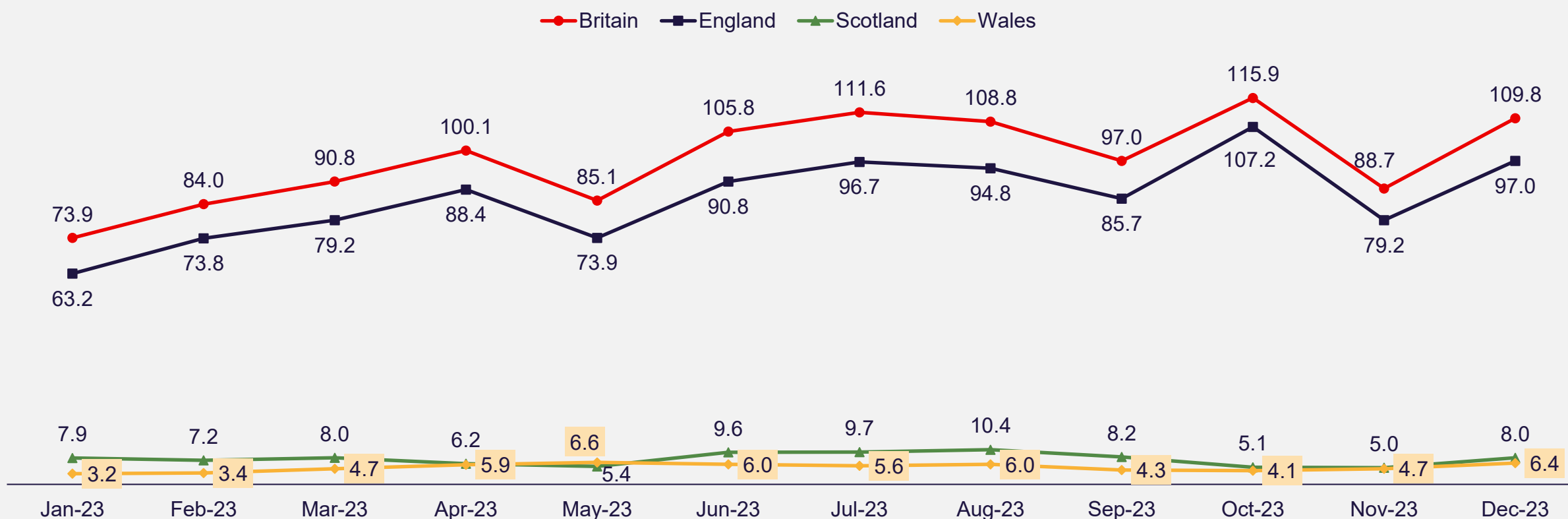
Base: Britain 11,153; England 8,945; Scotland 1,288; Wales 1,006

Release date: 6 March 2025

Tourism day visits by month in 2023

There were 1.2 billion domestic tourism day visits in Britain in 2023, representing a 7% increase on 2022. Day visits in England peaked in October 2023, while August was the month with most day visits in Scotland, and May was a particularly strong month in Wales. These trends are in direct contrast to domestic overnight trips i.e. in October 2023 overnight trips showed a noticeable dip in England, suggesting that there is some substitution of overnight domestic trips for day visits, potentially due to cost-of-living pressures. The Domestic Sentiment Tracker found that circa 10% of Britain residents would replace overnight stays with day visits in 2023, for this reason.

Total visits by month (millions)



Source: Great Britain Tourism Survey: Day Visits 2023

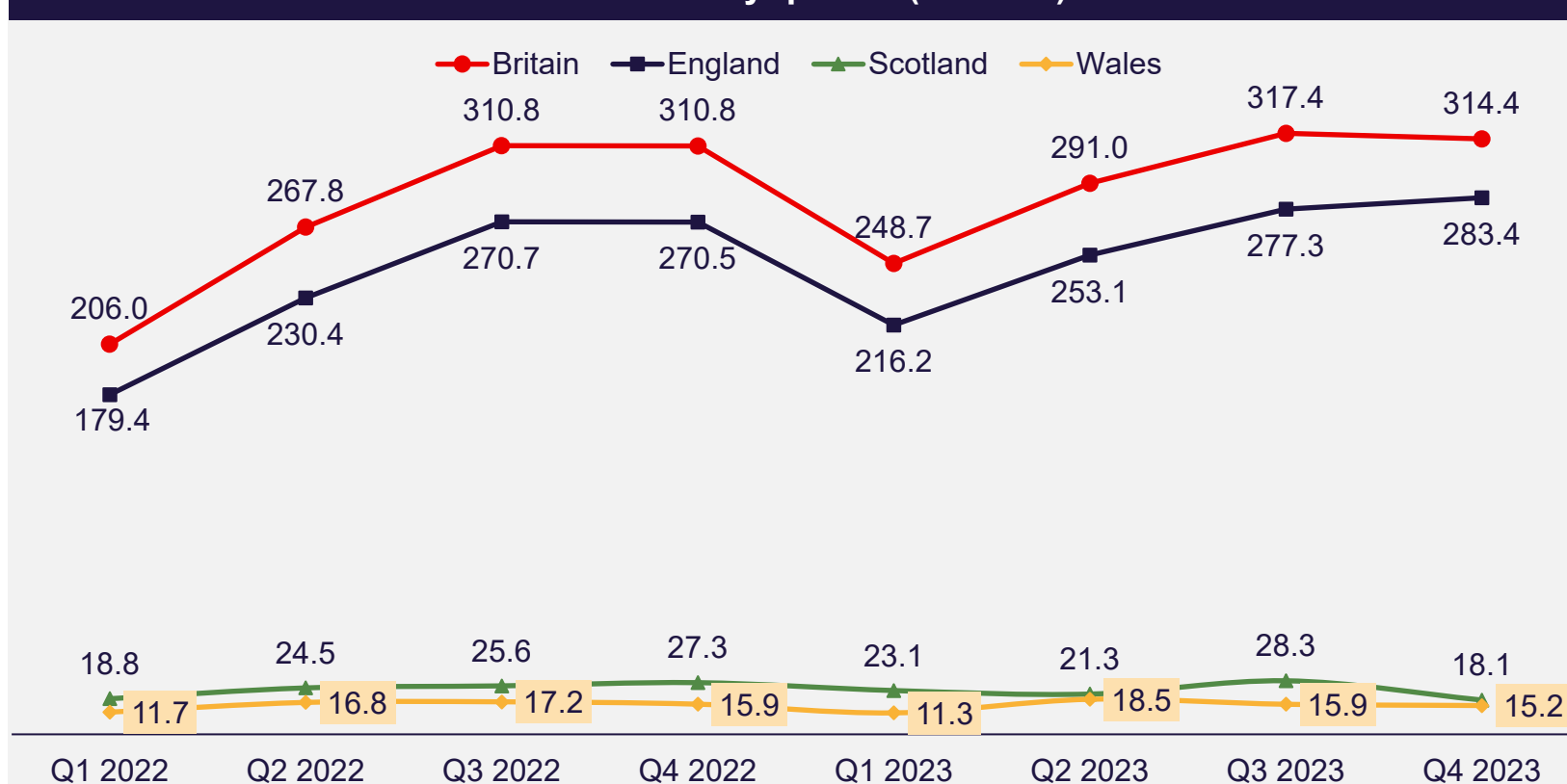
Base: Britain 11,153; England 8,945; Scotland 1,288; Wales 1,006

Release date: 6 March 2025

Tourism day visits by quarter 2022-2023

Domestic day visits in Britain in Q1 2023 experienced the greatest increase at 21%, largely due to family life stage, particularly in February (64% year-on-year increase) when children break from school. Day visits in England increased year-on-year for all quarters in 2023. As with overnight trips, day visits in Scotland peaked in Q3, increasing by 11%. Visits in Wales were strongest in Q2, largely fuelled by the 44% increase in day visits during May. While Q3 is still peak season for day visits in Britain, there is a clear shift to other seasons in 2023, potentially due to cost-of-living pressures.

Total visits by quarter (millions)



Nation	Number of visits 2023 (millions)	Proportion of visits 2023
Britain	1,171.4	
England	1,030.0	88%
Scotland	90.8	8%
Wales	60.9	5%

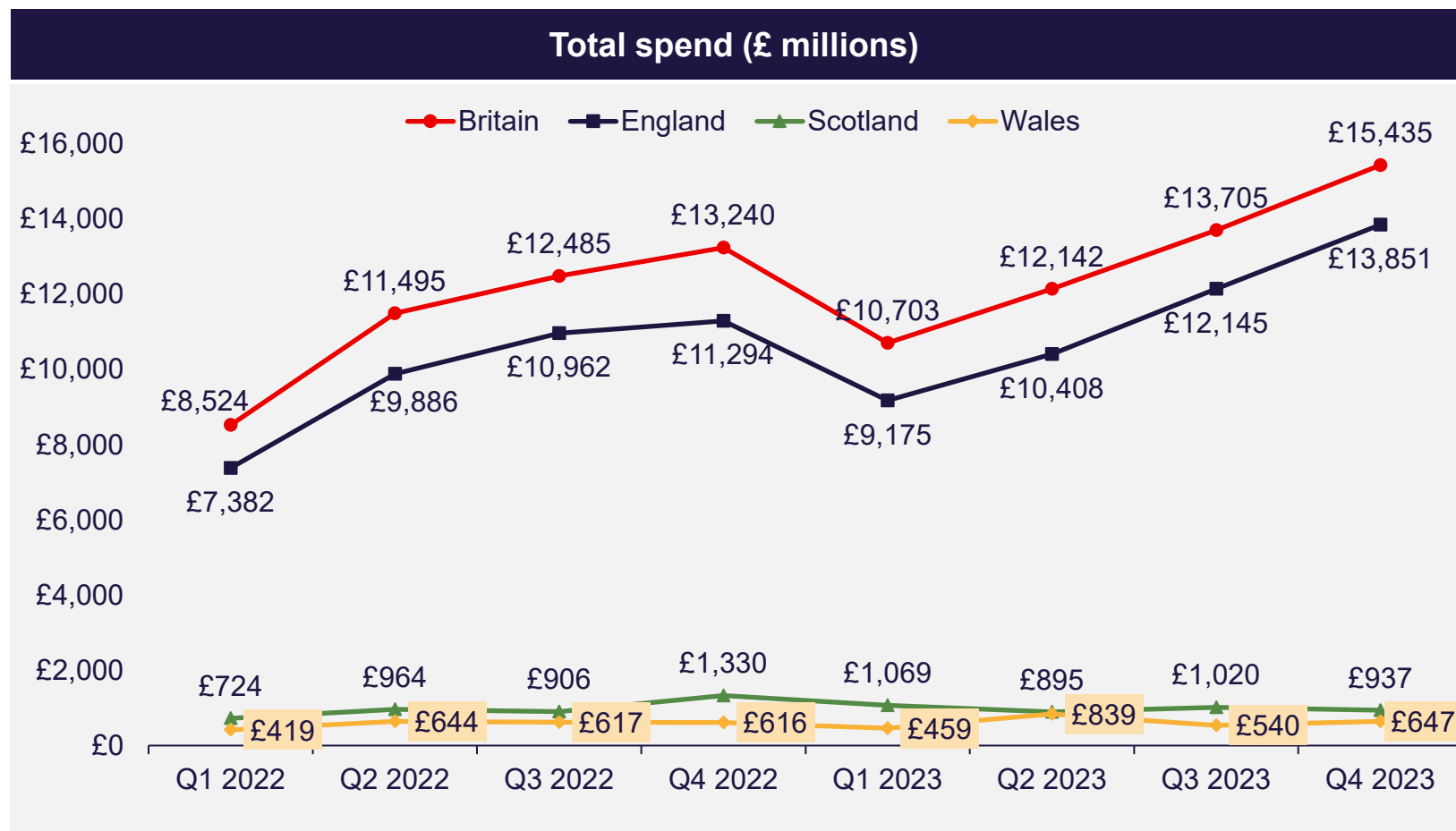
Source: Great Britain Tourism Survey: Day Visits 2023

Base: Britain 11,153; England 8,945; Scotland 1,288; Wales 1,006

Release date: 6 March 2025

Tourism day visit spend by quarter 2022-2023

Overall, when compared to 2022, there was a 14% increase in spend on day visits in Britain in 2023, above annual inflation of 7% (reducing throughout the year from 10% in January to 4% in December). Q4 2023 saw record spend of £15.4 billion; however, it was Q1 2023 that experienced the greatest uplift, of 26% versus the same quarter in 2022. Spend in England in Q4 2023 increased by 23%, while spend peaked in Q3 in Scotland, in line with visit numbers. However, there was a 48% increase in spend in Scotland in Q1. Wales' strongest quarter for visits and spend was Q2, up 30% on Q2 2022.



Nation	Total spend 2023 (£ millions)	Proportion of spend 2023
Britain	£51,985	
England	£45,579	88%
Scotland	£3,921	8%
Wales	£2,485	5%

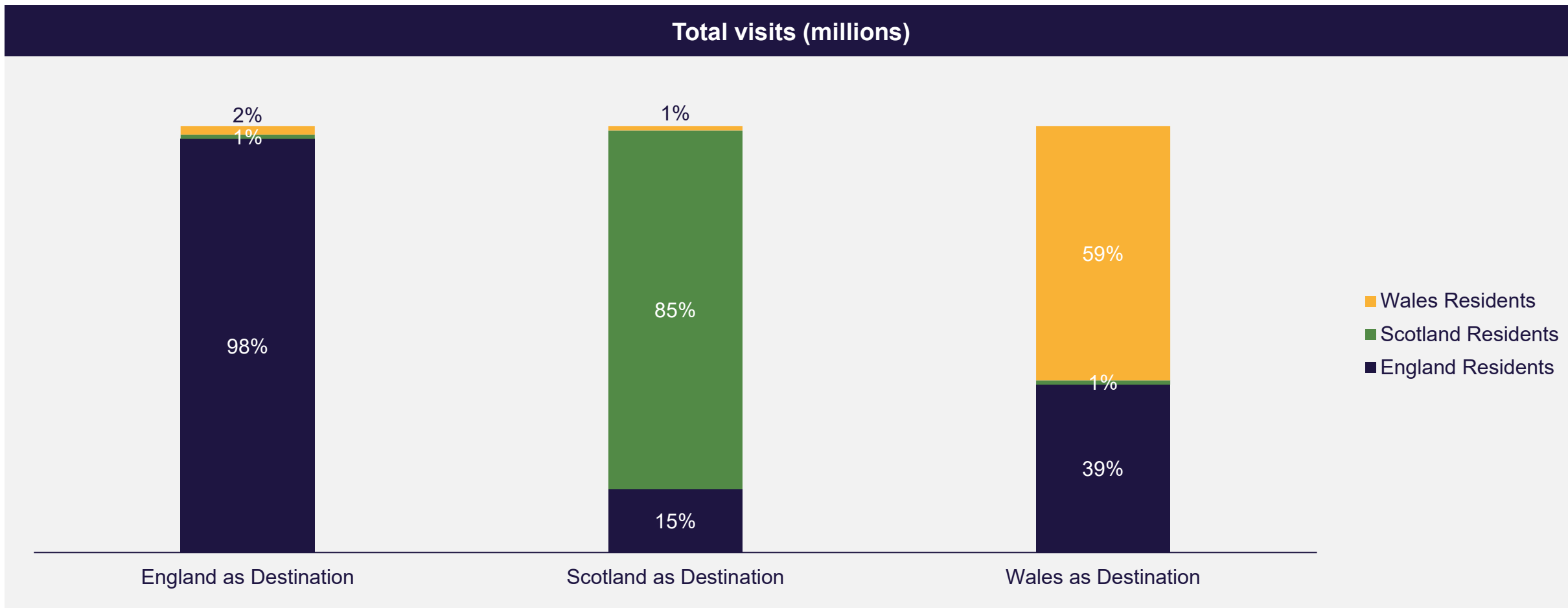
Source: Great Britain Tourism Survey: Day Visits 2023

Base: Britain 11,153; England 8,945; Scotland 1,288; Wales 1,006

Release date: 6 March 2025

Nation of residence by nation of destination in 2023

Day visits are much more nation centric than overnight trips; almost all tourism day visits in England were taken by England residents. Scotland residents mostly visited destinations in Scotland for their day trip, with a 4 percentage point increase in Scotland residents taking day visits in Scotland in 2023, when compared to 2022. Wales, as with overnight trips, experienced the most cross-nation visits, which have a higher average spend than within-nation visits.



Source: Great Britain Tourism Survey: Day Visits 2023

Base: Britain 11,153; England 8,945; Scotland 1,288; Wales 1,006

Release date: 6 March 2025

Average spend per visit 2022-2023

Average spend per visit increased in Britain and for all nations in 2023. Average spend in England was highest in Q4 2023 at £49 per visit, an increase of 17%. Although average spend in Scotland was highest in Q4 2023 at £52, Q1 2023 experienced the greatest uplift of 20%. Q2 2023 remained strongest for Wales at £45 per visit, an increase of 18%. All trends suggest that there's a move to shoulder seasons, potentially due to cost-of-living pressures. This is in line with findings from the Domestic Sentiment Tracker which found that circa 15% would travel when it's cheaper in response to the cost of living.

Average spend per visit

—●— Britain —■— England —▲— Scotland —◆— Wales



Nation	Average spend per visit 2022	Average spend per visit 2023
Britain	£42	£44
England	£42	£44
Scotland	£41	£43
Wales	£37	£41

Source: Great Britain Tourism Survey: Day Visits 2023

Base: Britain 11,153; England 8,945; Scotland 1,288; Wales 1,006

Release date: 6 March 2025

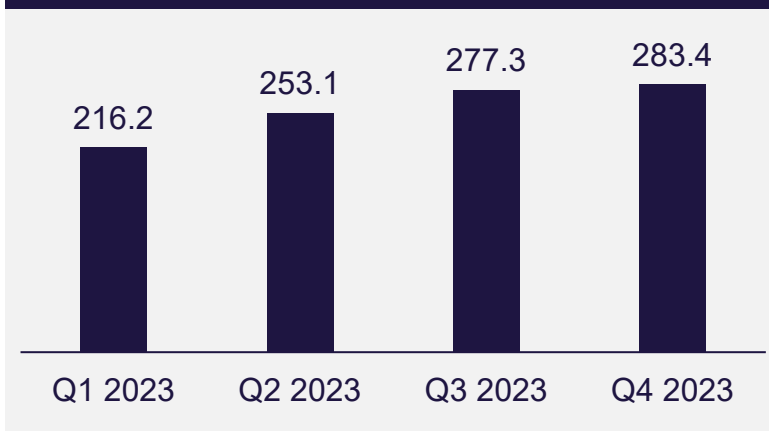


England

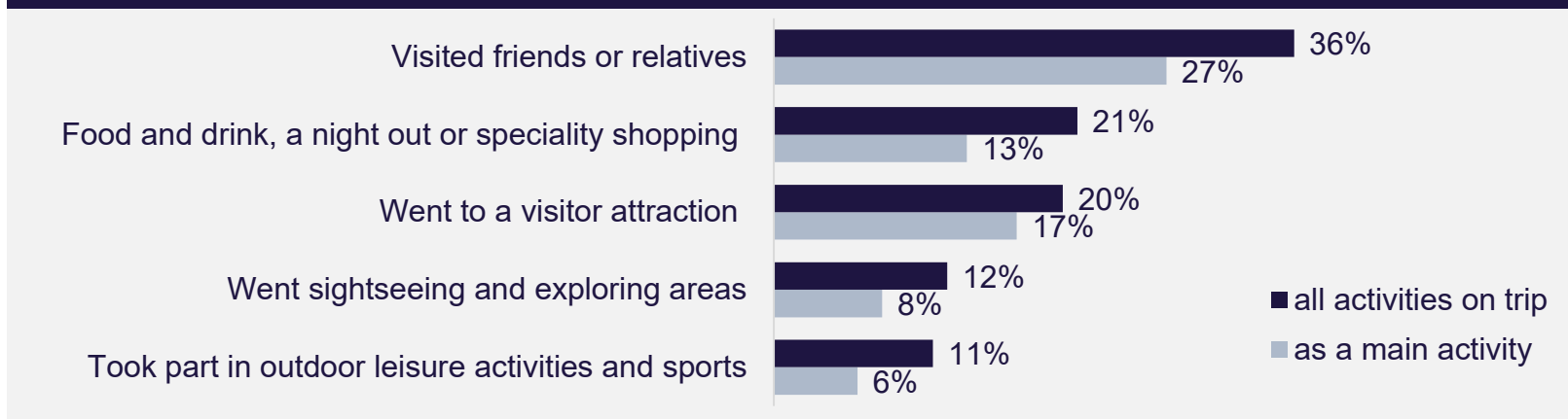
Tourism day visits
2022 to 2023

Summary of tourism day visits to England in 2023

Visits volume (in millions)



Top 5 Activities (share of visits)



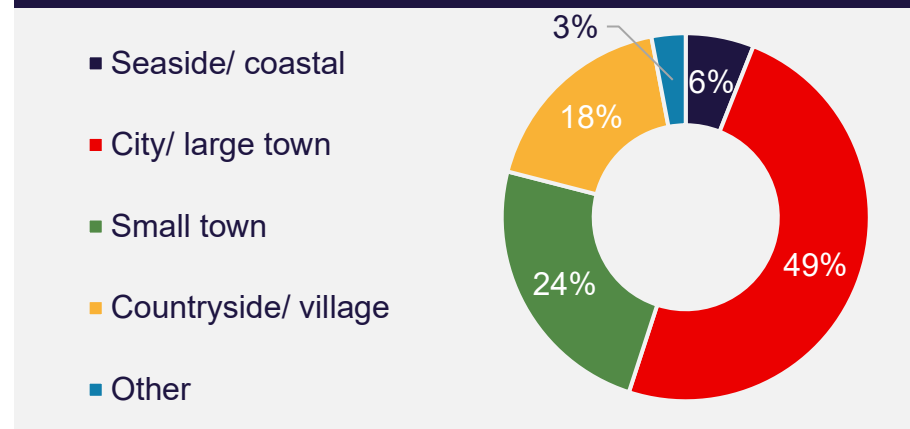
Total spend (£ millions)



Average spend per visit

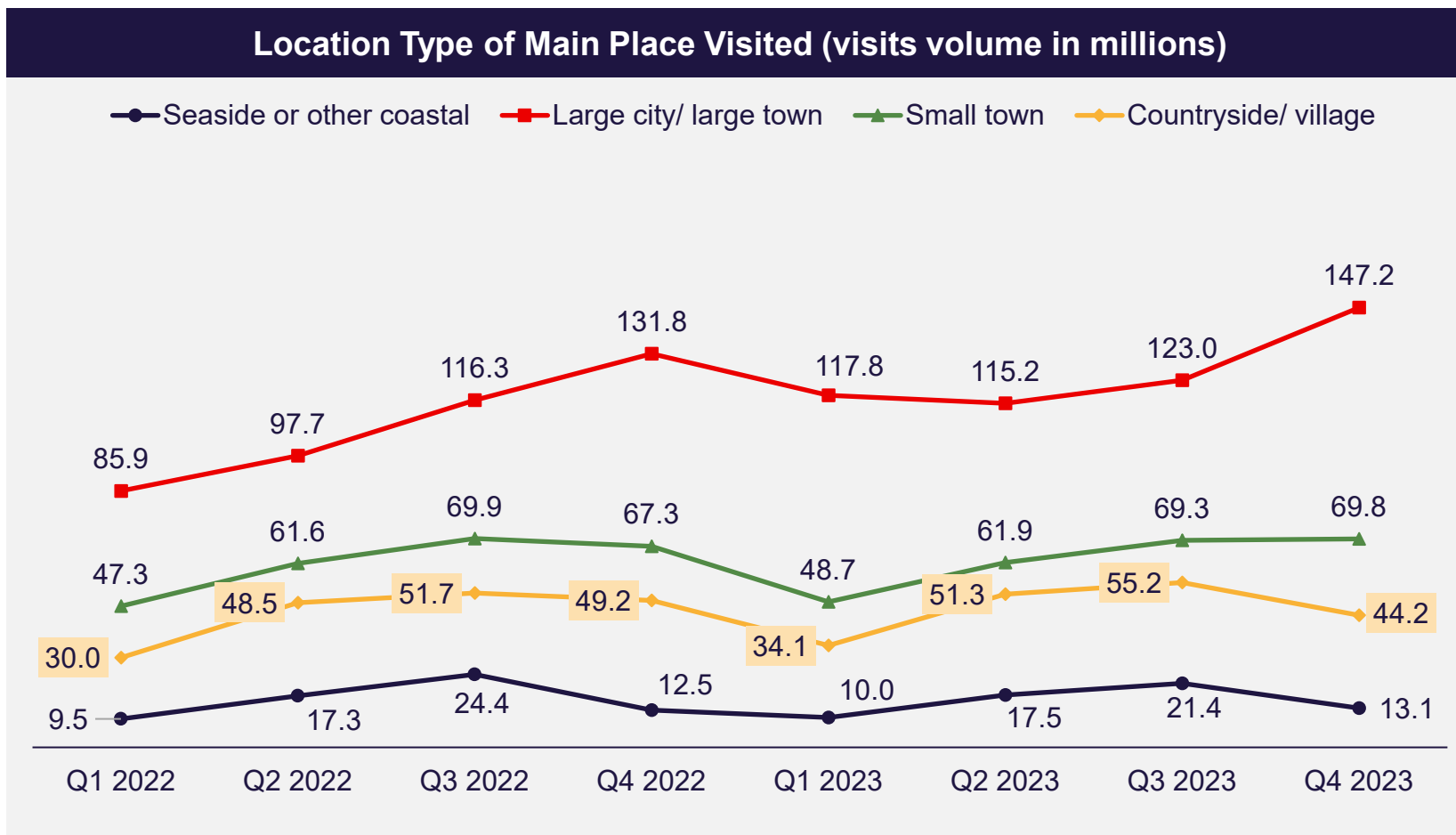
Q1 2023	£42
Q2 2023	£41
Q3 2023	£44
Q4 2023	£49

Main destination type (share of visits)



Location type of main place visited

Almost half of day visits in England in 2023 were to cities or large towns, an increase of 17% on 2022. This increase is driven by especially Q1 2023, when visits increased by 21%. Day visits to the seaside decreased in July and August 2023 when compared to the same months in 2022, potentially due to these months being wetter and cool than average (according to the MET office).



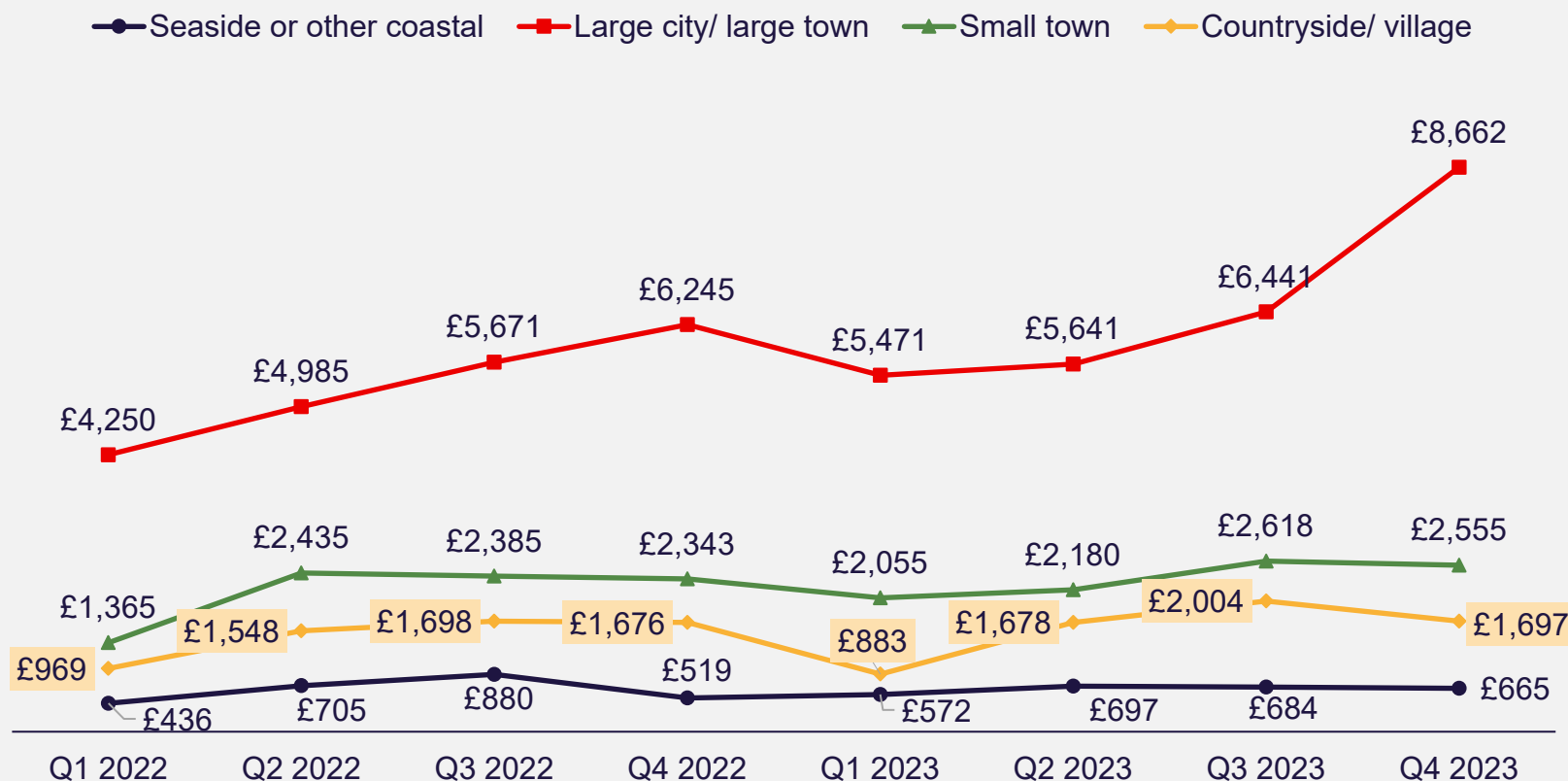
Location Type	Visits 2023 (millions)	Proportion of visits
Seaside or other coastal	62.1	6%
City / large town	503.2	49%
Small town	249.7	24%
Countryside / village	184.8	18%
Other / unspecified	30.3	3%

Source: Great Britain Tourism Survey: Day Visits 2023
 Base: England 8,945
 Release date: 6 March 2025

Spend by location type of main place visited 2023

Cities and large towns recorded the majority of England spend in 2023 with a 24% year-on-year increase. The uplift in spend in cities and large towns was most pronounced in Q4 at 39%, well above the 7% annual inflation rate for 2023. While total annual spend in seaside locations increased by 3% (below the inflation rate), Q3 2023 recorded a 22% drop in spend, in line with the decrease in visits in that period.

Spend by Location Type of Main Place Visited (millions)



Location Type	Spend 2023 (millions)	Proportion of Spend
Seaside or other coastal	£2,617	6%
City / large town	£26,215	58%
Small town	£9,407	21%
Countryside / village	£6,262	14%
Others / Unspecified	£1,078	2%

Source: Great Britain Tourism Survey: Day Visits 2023

Base: England 8,945

Release date: 6 March 2025

All activities undertaken on tourism day visits 2023

Top 3 activities included in tourism day visits in England in 2023 were 'visiting friends and relatives', 'food, drink, a night out or speciality shopping' and 'going to a visitor attraction'. 'Going to an arts, cultural or entertainment experience' recorded a largest year-on-year increase (+26%). There was also an uplift of 19% in 'taking part in hobbies' and 17% in 'attending organised public events' in 2023, especially in July, a peak season for festivals, sports and family events just as the school Summer holidays begin.



Source: Great Britain Tourism Survey: Day Visits 2023
Base: England 8,945
Release date: 6 March 2025

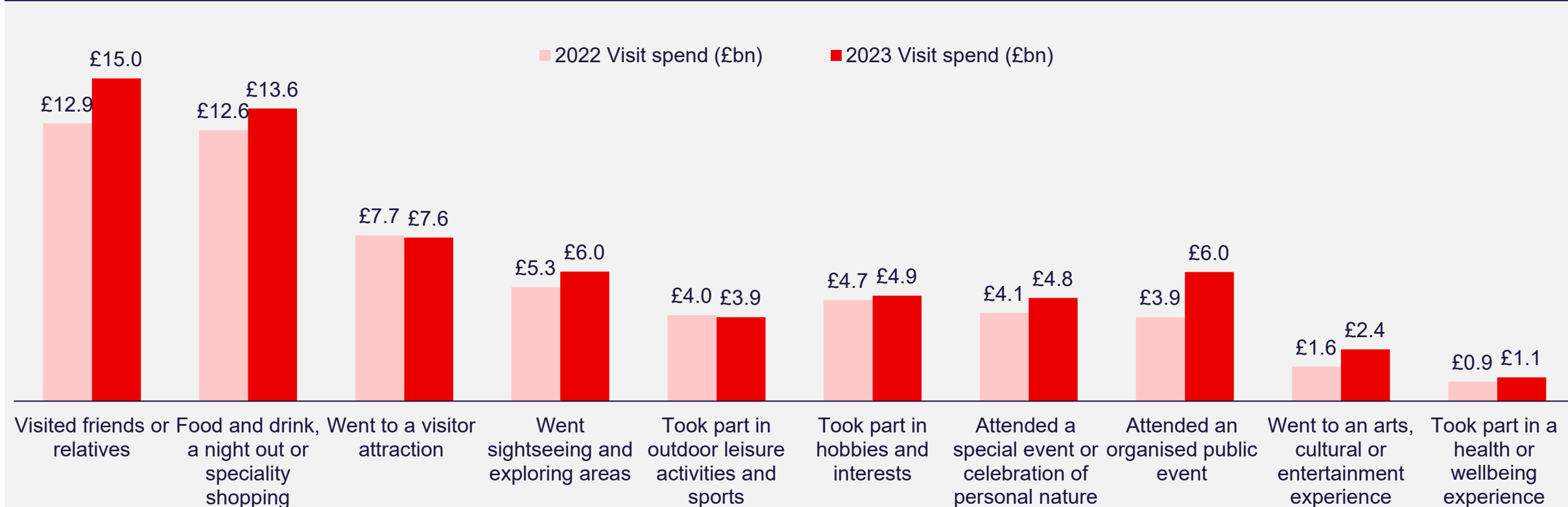
NOTE: More than one activity can be undertaken on a visit, the data above **accounts for all activities undertaken, not just the main activity**. Thus, the above adds up to more than 100%.

Spend on tourism day visits by activities 2023

'Attending an organised public event' recorded the largest year-on-year increase in visit spend, by 53%. The second largest increase was for visits which included 'going to an art, cultural or entertainment experience', 45% increase on 2022.

While 'going to a visitor attraction' recorded 9% increase in visits, the visit spend showed a 1% decline, meaning a spend per visit which included a visitor attraction declined vs 2022. The Domestic Sentiment Tracker showed in 2023 that consumers were dealing with increased costs by reducing their discretionary spend at attractions.

Visits spend by activities undertaken on visit (in £bn)



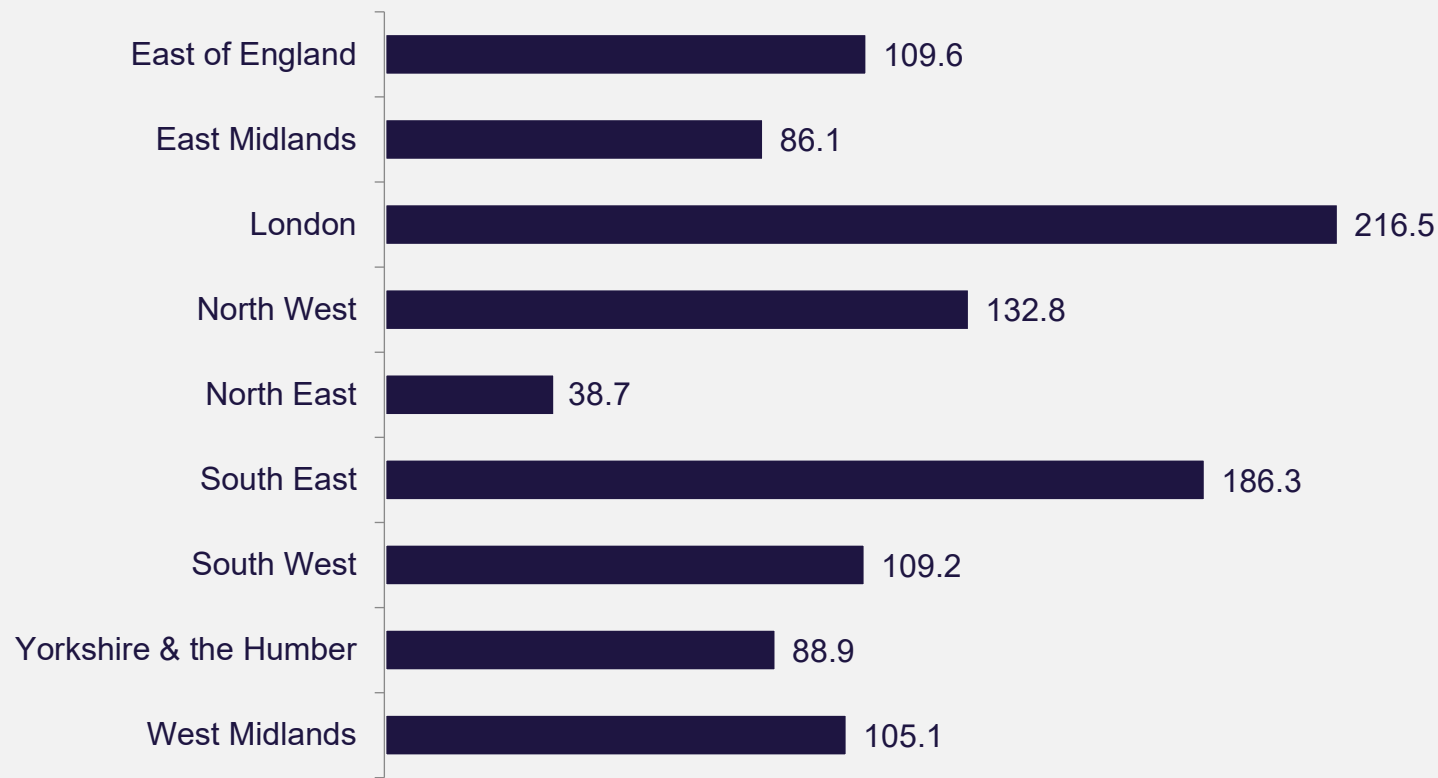
Source: Great Britain Tourism Survey: Day Visits 2023
Base: England 8,945
Release date: 6 March 2025

NOTE: More than one activity can be undertaken on a visit, the data above **account for all activities undertaken, not just the main activity.**

Visits and spend by region visited 2023

London recorded most day visit location in England in 2023, with 217 million visits, representing 21% of visits in England and 24% of England spend. As day visits moved to cities and towns in 2023, there was a 24% year-on-year increase in visits to London and a 37% year-on-year increase in spend in 2023. The second most visited destination was South East, unchanged from last year. While North East had the fewest visits, it has recorded a 33% increase on 2022. The North West saw a small drop of 3% in day visit spend in 2023, it had the second highest average spend per visit (£45), after London (£51).

Region visited, all visited on a day trip (millions of visits)



Region	Proportion of Visits 2023	Proportion of Spend 2023
East of England	11%	8%
East Midlands	8%	7%
London	21%	24%
North West	13%	13%
North East	4%	3%
South East	18%	16%
South West	11%	10%
Yorkshire & the Humber	9%	8%
West Midlands	10%	9%

Visits and spend by region of residence 2023

England visits were mostly made by England residents. However, day visits by Scotland and Wales residents had a higher average spend per visit (£58 and £63 respectively) than England residents (£44 per visit). South East and London residents (the regions with the largest populations) represented the largest share of visits and spend in England. Day visits by London residents increased share of day visits in England by 2 percentage points, when compared to 2022, mostly due to an uplift in younger independents (+7pp). Visits by those from the North West had the highest average spend per visit at £49.

Total visits	Visits	Proportion of total England visits	Spend	Proportion of total England spend	Spend per Visit
Net: England	1006.3	98%	£44,125	97%	£44
East of England	113.8	11%	£5,166	11%	£45
East Midlands	88.6	9%	£4,108	9%	£46
London	191.1	19%	£8,446	19%	£44
North West	116.3	11%	£5,659	12%	£49
North East	41.2	4%	£1,745	4%	£42
South East	185.7	18%	£7,402	16%	£40
South West	89.6	9%	£3,910	9%	£44
Yorkshire & the Humber	83.8	8%	£3,488	8%	£42
West Midlands	95.5	9%	£4,137	9%	£43
Rest of England (not London)	815.2	79%	£35,678	78%	£44
Net: Scotland	8.1	1%	£469	1%	£58
Net: Wales	15.6	2%	£985	2%	£63

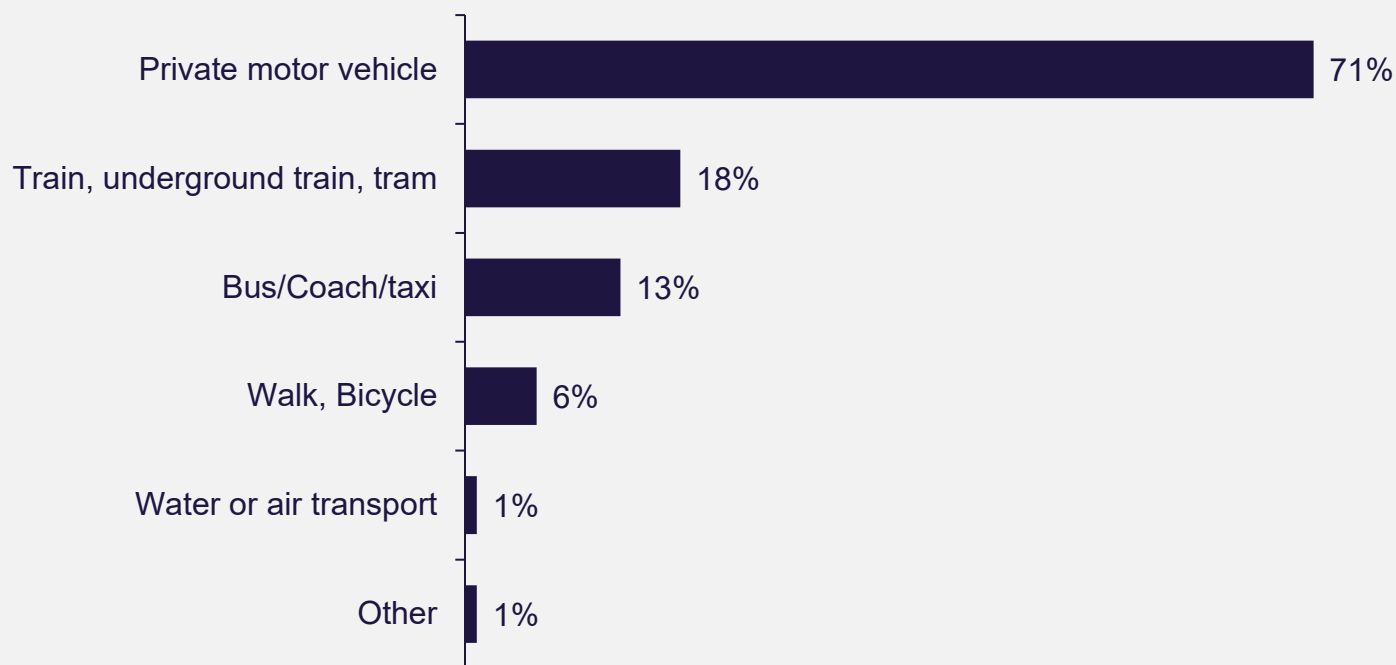
Source: Great Britain Tourism Survey: Day Visits 2023
Base: England 8,945
Release date: 6 March 2025

All transport used to main destination 2023

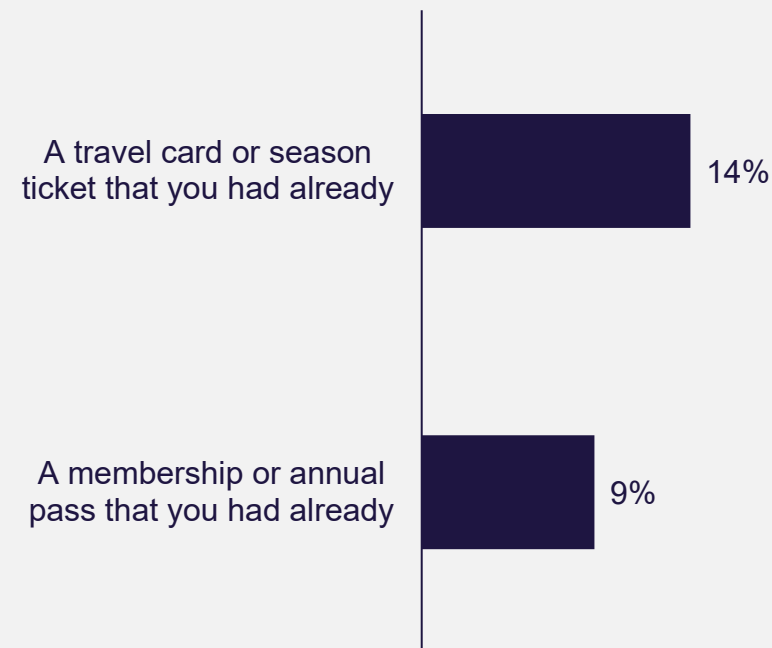
To get to the main destination, private motor vehicles were the most common transport for tourism day visits in 2023, but its share of trips decreased by 4 percentage points when compared to 2022, in line with the cost-of-living point decrease in the proportion of day visits by car owners. The largest drop in use of private motor vehicles on day visits was by the unemployed (-12pp), retirement age (-6pp) and family life stage (-5pp), who may all be feeling the cost-of-living pressures more acutely.

There was an increase in the use of public transport ('trains, underground or tram', but also 'bus, coach or taxi'), with an increase in the proportion of day visits that included a use of a travel card or season tickets. This aligns with the rail passenger survey which found that passenger-kilometres in 2023 were the highest since the survey began in 2004.

All transport used to main destination in 2023 (share of visits)



Proportion of day visits



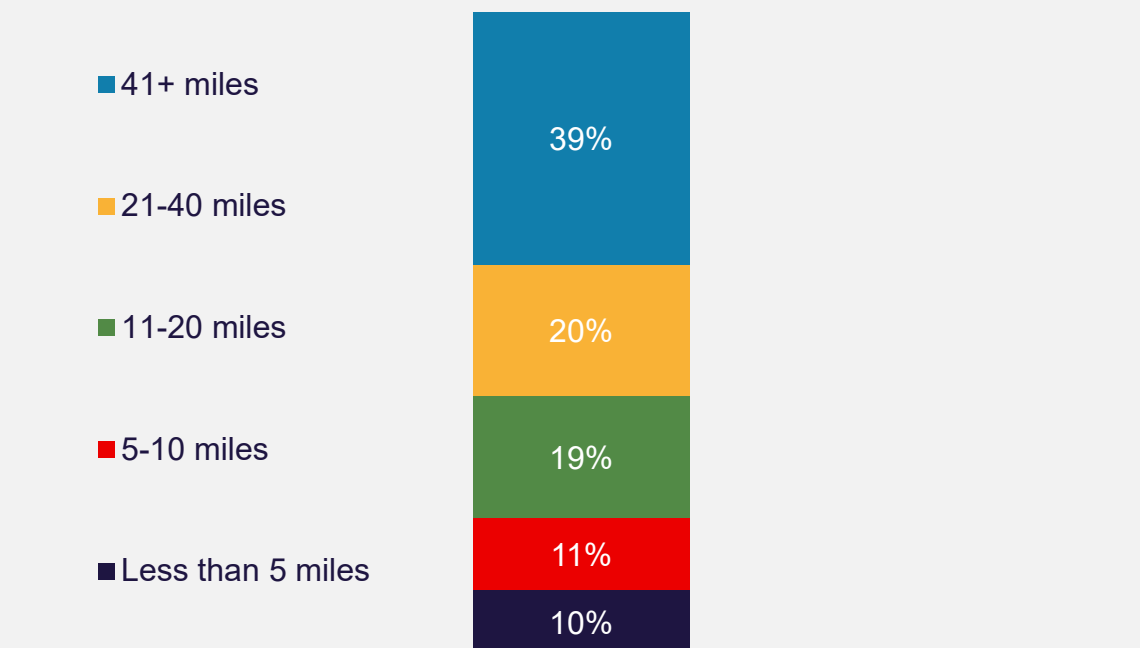
Source: Great Britain Tourism Survey: Day Visits 2023
Base: England 8,945
Release date: 6 March 2025

NOTE: More than one activity can be undertaken on a visit, the data above **accounts for all activities undertaken, not just the main activity**. Thus, the above adds up to more than 100%.

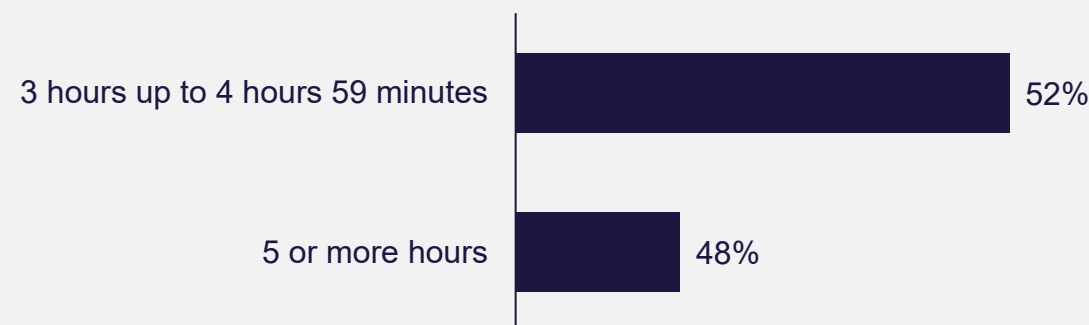
Distance travelled and number of places visited

Day visits in 2023 were taken slightly closer to home than in 2022. 39% of day visits involved travelling more than 40 miles; this represents a drop of 6 percentage points. However, this varies by age group, with younger people travelling further (48% of 16-24 year olds travelled 41+ miles). The duration of trips is unchanged, with 48% lasting 5 hours or more, this increases during the summer period (53%). As in 2022, the vast majority of visits are to just one place (84%); this is true for all profiles of day visit takers.

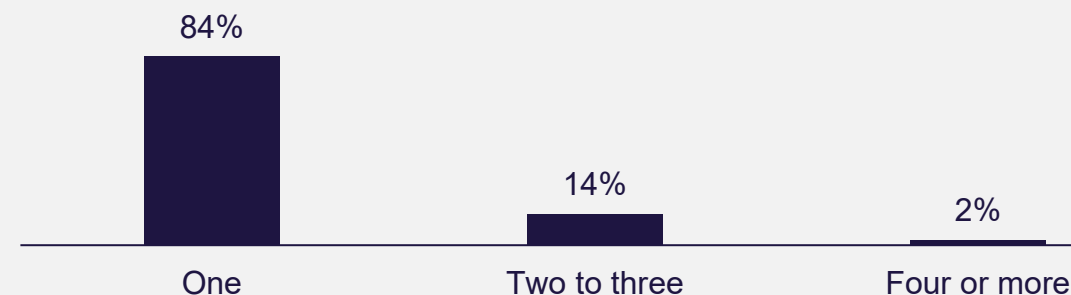
Total distance travelled on the day visit in 2023 (share of visits)



Duration of visit in 2023 (share of visits)

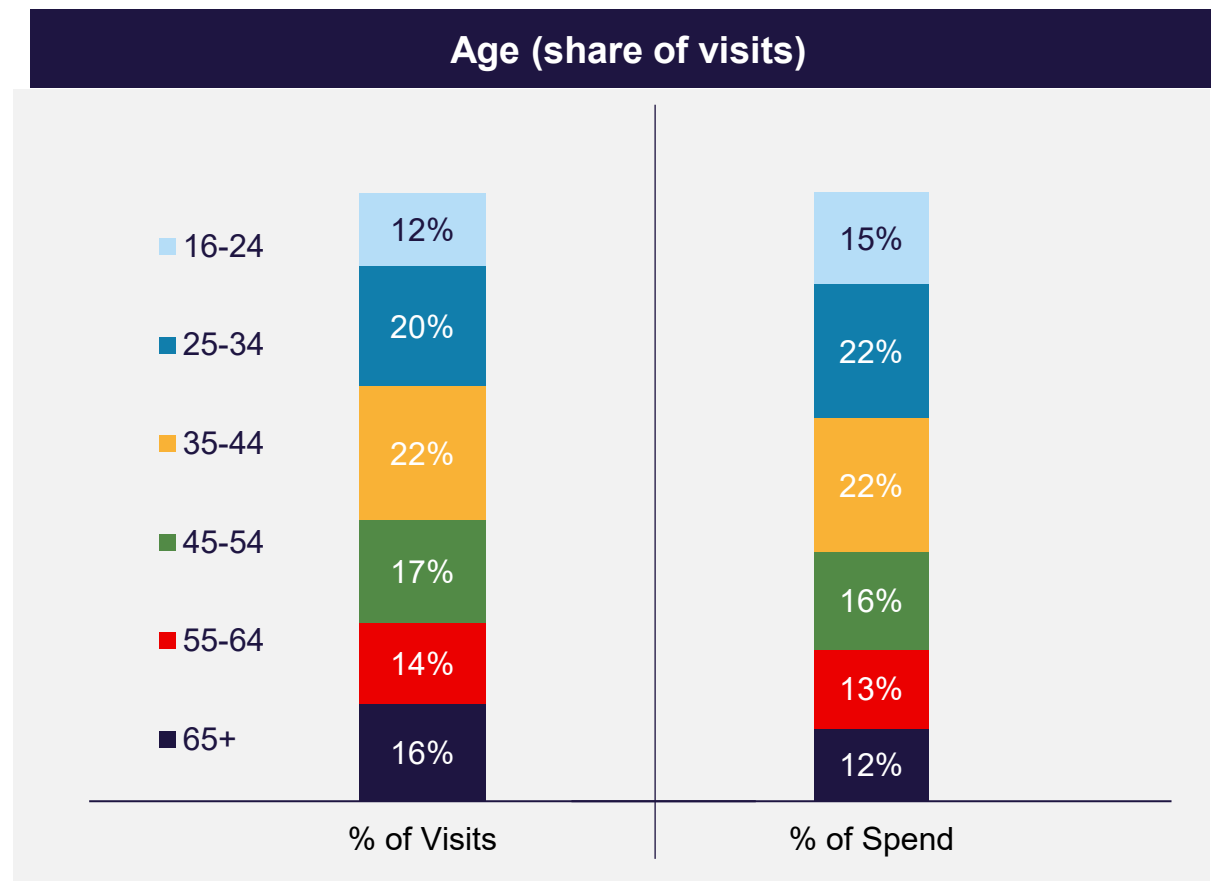
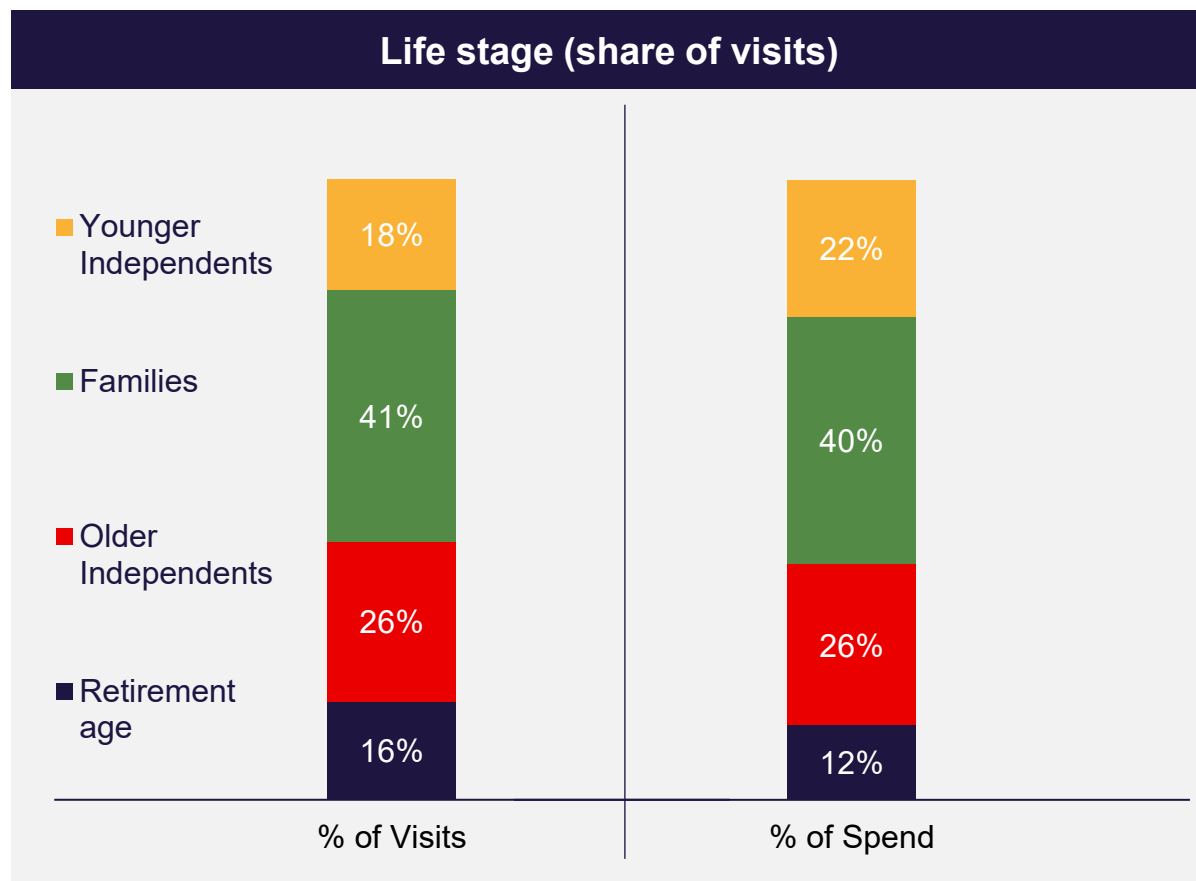


Number of places visited in 2023 (share of visits)



Life stage and age profile for domestic visits 2023

The highest proportion of day visits in England in 2023 were made by families (41%), with a similar proportion of spend. Traditionally, families were low spenders; however, between 2022 and 2023, there was a 2 percentage point increase in their proportion of spend. Younger Independents, although representing a smaller proportion of visits in England, are the highest average spenders. While this is unchanged since 2022, their proportion of spend dropped by 2 percentage points in 2023. As in 2022, trips by those of retirement age have the lowest average spend (£35 per visit versus £44 average for England)

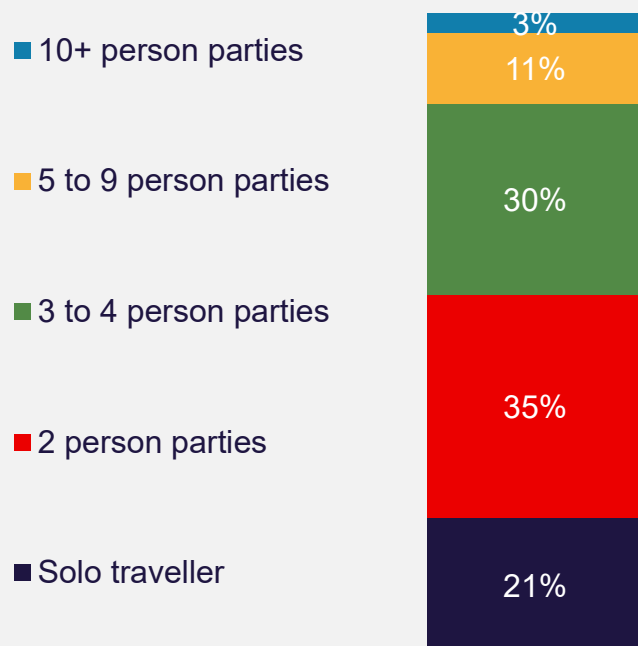


Day visit party size 2023

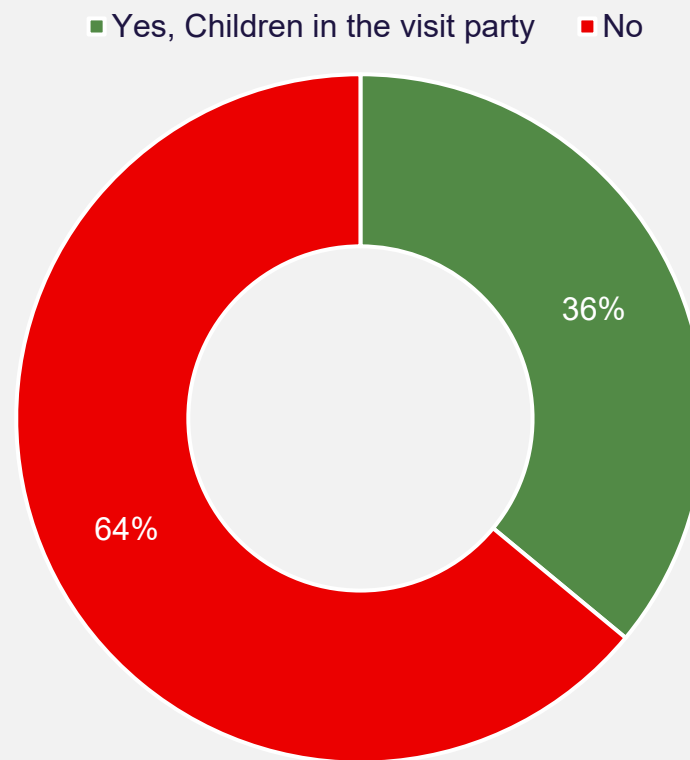
1 in 5 day visits in England in 2023 were made by solo travellers, with further 35% were made by couples (similar proportions as in 2022). Visit parties of 1 or 2 people have a higher average spend per person than trips with larger parties (£51 per visits versus £36 for parties of 3 or more).

Just over a third of day visits included children in the visit party, again there was no change in the proportion of children in the day visit party for England since 2022. Day visits with children average per person spend is £31 vs £52 for those without.

Party size (share of visits)



Children (under 16 years) in visit party (share of visits)



Source: Great Britain Tourism Survey: Day Visits 2023

Base: England 8,945

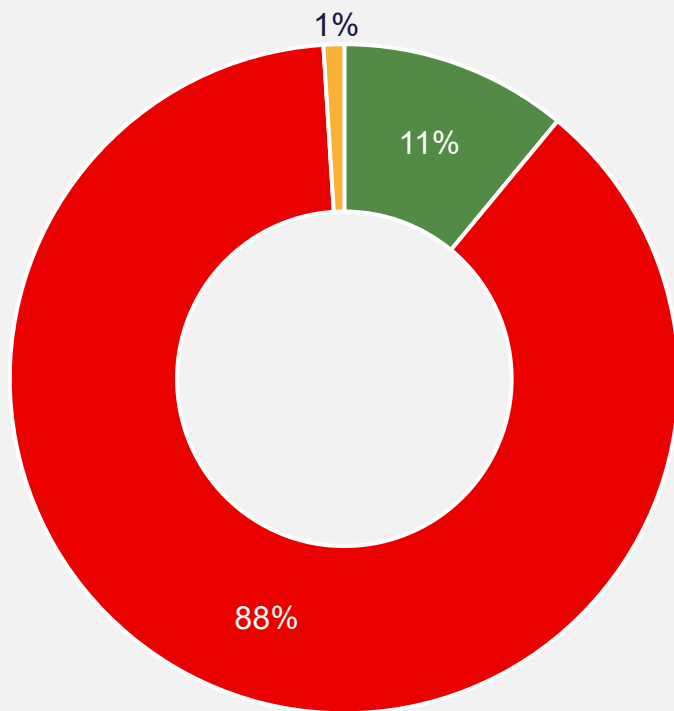
Release date: 6 March 2025

Visit party composition 2023

1 in 10 day visits to England were part of a larger group (e.g. a coach party, tour group, school trip) in 2023, which is in line with 2022 proportion of large groups. Celebrations were the most popular type of large group visit. There was a 3 percentage point increase in large parties of 16-24 year olds. Large parties have a higher average spend overall (£55 per person per visits versus £43 for visits not part of large party), particularly organised tour groups (£72).

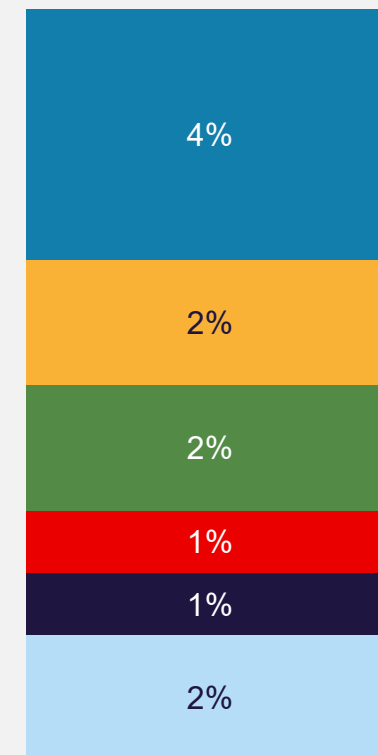
Part of a larger party (share of visits)

■ Part of a Large Party ■ Not part of a Large Party ■ Don't know



Large party type (share of visits)

- Yes, as part of a celebration (e.g. birthday, anniversary, stag do etc.)
- Yes, travelling with a team or club (e.g. a sports team, social club or other special interest group)
- Yes, as part of an organised tour group
- Yes, as part of a school or other educational trip
- Yes, as part of a business trip or work outing
- Yes, as part of another type of larger group



Average spend on tourism day visits

Average spend on tourism day visits in England was £44 per visit, similar to 2022. 1 in 10 spent nothing at all, these day visits were mostly to see friends and relatives. However, 10% did have an average spend of more than £100 per visit. These visits were more likely to be to cities and large towns, made up of younger age groups and taking part in activities such as 'food, drink, a night out or speciality shopping'.

Average spend on tourism day visits 2023 (share of visits)



Source: Great Britain Tourism Survey: Day Visits 2023
Base: England 8,945
Release date: 6 March 2025

Day visit spend breakdown 2023

Transport and 'food and drink' costs represented the majority of day visit spend in England in 2023. Spend on road transport costs such as fuel decreased by 2pp, in line with the move to public transport. 'Food and drink' costs share remained in line with 2022. However, the proportion of visit spend on food and drink decreased for younger independents (-3pp) and those in full-time education (-3pp) in 2023. The Domestic Sentiment Tracker noted that circa 1 in 5 Britain residents would cut back their spend on eating and drinking out on day visits due to cost-of-living pressures.

Visit spend breakdown 2023

■ Transport costs

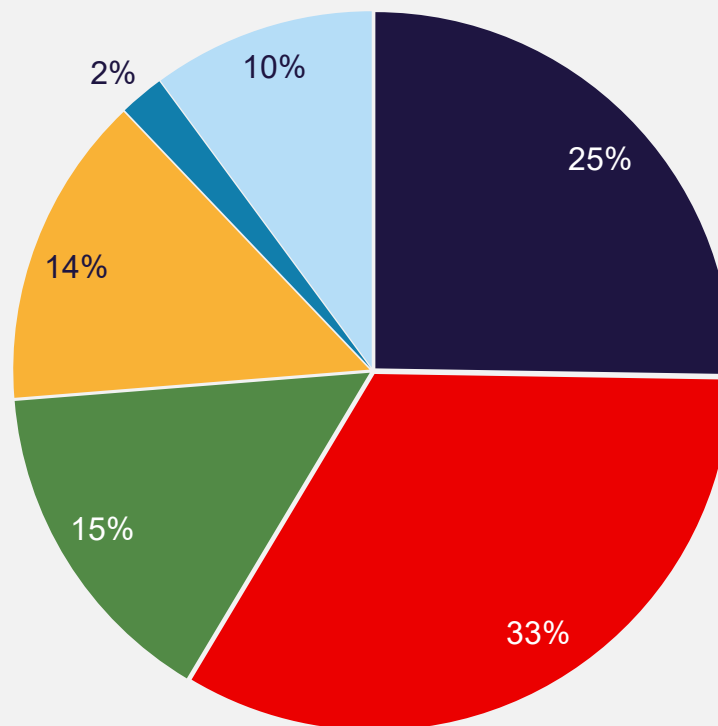
■ Food and drink costs

■ Speciality shopping for yourself or others

■ Attractions and entertainment costs

■ Package, travel services and equipment hire

■ Other/Don't know



*See appendix for full spend breakdown



APPENDIX

Domestic tourism day visits: annual tables 2022 and 2023

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 Archive | VisitBritain.org](#)

2022 data tables

Britain



England



2023 data tables

Britain



England



Visit spend breakdown 2023 for England

Total visits	Spend (millions)	Proportion of total spend
Net: Transport costs	£11,324	25%
Road transport – bus fares, taxi fares, car parking	£2,458	5%
Road transport – all fuel bought during your trip (i.e. not before the trip)	£4,779	10%
Rail, tube or tram transport (e.g. tickets)	£2,324	5%
Water transport (e.g. ferry tickets)	£375	1%
Air transport (e.g. flight tickets)	£915	2%
Hiring a car or other vehicle	£472	1%
Net: Food and drink costs	£15,258	33%
Eating and drinking out (e.g. cafes, restaurants, bars)	£11,725	26%
Food / drink bought in a shop, market stall or takeaway and consumed during the trip	£3,533	8%
Speciality shopping for yourself or for others	£6,996	15%
Net: Attractions and entertainment costs	£6,348	14%
Entrance to visitor attractions (including museums, galleries, historic monuments)	£2,357	5%
Tickets / entrance to events, shows, clubs etc. (e.g. theatre, cinema, nightclubs)	£2,903	6%
Tickets to watch sporting events	£761	2%
Entrance to sports / leisure centres	£327	1%
Net: Package, travel services and equipment hire	£917	2%
Package travel or package tours	£476	1%
Other travel services (e.g. brochures, guided tours)	£231	1%

Source: Great Britain Tourism Survey: Day Visits 2023
Base: England 8,945
Release date: 6 March 2025

Methodology

- The annual sample size for the Day Visits module is 35,000 respondents. These numbers include respondents who have not taken any qualifying visits. The annual samples are split evenly across the 52 weeks of the year.
- Since 2020, when Day Visits survey was combined with the Overnight Trips survey, it has been using an online blended panel approach, which is a significant change from the pre-2020 face-to-face methodology. Respondents are now sourced via an online platform that combines a number of ESOMAR accredited panel providers.
- Data is collected about the number of domestic day visits taken by adults aged 16+ in England, Scotland and Wales. The survey also collects details of any children involved with day visits, and these are included in the estimated grossed-up figures for visit and spend.
- A number of changes were made to the questionnaire in May 2022, the pre-May 2022 data has been calibrated to account for these changes.
- Interlocking quotas have been used where feasible. Within each country, quotas are set by age and gender (interlocking), approximated social grade and England regions. The data is weighted to more accurately reflect the population.
- Base sizes are the number of qualifying visits, rather than the number of respondents. Quarterly targets are utilised for Scotland and Wales due to small monthly base sizes.
- Number of visits for 2023 estimations based upon:

Nation	Unweighted Base Sizes 2023 for Tourism Day Visits
Britain	11,153
England	8,945
Scotland	1,288
Wales	1,006

- More details on methodology changes, quotas and weighting can be found in the Background Quality Report available on our [website](#).