

# Domestic day visits: 2024

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

Source: Great Britain Tourism Survey / Published 13th March 2025



If you need the data in a different format, please contact [Research@visitbritain.org](mailto:Research@visitbritain.org)



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Image: Hot air balloons floating above the Clifton Suspension Bridge in Bristol. @VisitBritain/Eric Nathan

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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 this [webpage](#).

Regional and subregional data is available [here](#).

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

# Introduction and Summary



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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 2024 estimates for the volume and value of domestic day visits taken by British residents in Britain and in England.
- This is a short summary of trends in day trips in 2024, and is accompanied by data tables in Excel. We will subsequently be releasing a deep dive report on day trips, as well as data and analysis on overnight domestic trips.
- 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).
- 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 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 post 2019, the new results 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.)
- This report includes estimates of tourism day visits taken in Britain and in England across various trip 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.
- 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 ‘Supporting documents’ section on this [page](#).
- The combined online survey (Great Britain 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.

# Domestic day visits in 2024

## 3 hour+ leisure day visits

Nation	Britain	England
Visits (million)	2,676	2,290
Spend (£bn)	£115.2	£100.6

## Tourism day visits (standard definition of day visits)

Nation	Britain	England
Visits (million)	1,028	906
Spend (£bn)	£54.8	£48.4

## Tourism day visits – activities core to tourism

Nation	Britain	England
Visits (million)	341	296
Spend (£bn)	£17.6	£15.3

- 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 2024, there were 2.7 billion visits in Britain and 2.3 billion in England. These visitors spent £115 billion in Britain and £101 billion in England.
- **Tourism day visits** (the focus of this report) are a subset of the above visits.
  - These accounted for 38% of 3hr+ leisure day visits within Britain and 40% in England in 2024. TDVs account for 48% of 3hr+ leisure day visit spend within Britain and England.
- **Tourism day visits – activities core to tourism** are the smallest subset of day visits.
  - There were 341 million to Britain and 296 million to England in 2024. These visitors spent £17.6 billion and £15.3 billion in Britain and England, respectively. They accounted for 33% of TDV volume and 32% of value in both Britain and England.

# Domestic tourism day visits in 2024: summary

2024 day trips volume was below 2022 and 2023 levels, with a large decline in Q4. However, spend was up.

- The 2024 data shows a decrease in tourism day visit **volume** vs 2023 for England (-12%) and Britain (-12%).
- When taking inflation into account, **spend** was up by 3% for England and by 2% for Britain. Average spend per visit was up 17% for visits in England and up 16% in Britain (in real terms).
- The largest drop in England day visits volume was recorded in **Q4**, driven by **October** year-on-year dip (overnight trips also noted a dip in October 2024 vs October 2023).
- The decrease in England tourism day visits volume was broadly consistent across all regions and all destination types, with the smallest decreases in **North West** (-4%) and England **seaside or other coastal areas** (-4%, plus, showing an above average increase in spend in 2024 vs 2023 in nominal terms).
- Day visits with ‘**a health or wellbeing experience**’ increased in volume in 2024 in England.

## 2024 domestic tourism day visits in England

**906M**  
visits

(down 12% vs  
2023)

**£48.4bn**  
total spend

(up 6% vs 2023  
in nominal  
terms,  
up 3% in real  
terms)

**£53**  
spend per visit

(up 21% vs  
2023 in nominal  
terms,  
Up 17% in  
real terms)

## 2024 domestic tourism day visits in Britain

**1.0bn**  
visits

(down 12% vs  
2023)

**£54.8bn**  
total spend

(up 5% vs 2023  
in nominal  
terms,  
Up 2% in real  
terms)

**£53**  
spend per trip

(up 20% vs  
2023 in nominal  
terms,  
Up 16% in  
real terms)



# **Britain and England headline results: 2024**

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	2024	Change vs 2023	Spend real change vs 2023
Visits (million)	951	1,030	906	-12%	
Spend (£ million)	£39,523	£45,579	£48,405	6%	3%

Average figures	2022	2023	2024	Change vs 2023	Real change vs 2023
Average spend per trip	£42	£44	£53	21%	17%

**In 2024, average spend per trip on tourism day visits increased, while total day visits volume decreased.**

- In **England**, tourism day visits decreased by 12% vs 2023 to a total of 906 million visits in 2024. This was also below 2022.
- In 2024, visitors spent £48.4bn on tourism day visits in England, representing an increase of 6% in nominal terms, and 3% when accounting for inflation. (Inflation in 2024, as measured by the Consumer Price Index, was 3.3%). This came on top of an increase in 2023 vs 2022.
- For tourism day visits in England, **the average spend per visit** was £53 in 2024, up 21% in nominal terms and up 17% 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).

Release date: 13 March 2025



# Domestic tourism day visits: Britain

Total figures	2022	2023	2024	Change vs 2023	Spend real change vs 2023
Visits (million)	1,095	1,171	1,028	-12%	
Spend (£ million)	£45,744	£51,985	£54,842	5%	2%

Average figures	2022	2023	2024	Change vs 2023	Real change vs 2023
Average spend per visit	£42	£44	£53	20%	16%

**In 2024, average spend per trip on tourism day visits increased, while total day visits volume decreased.**

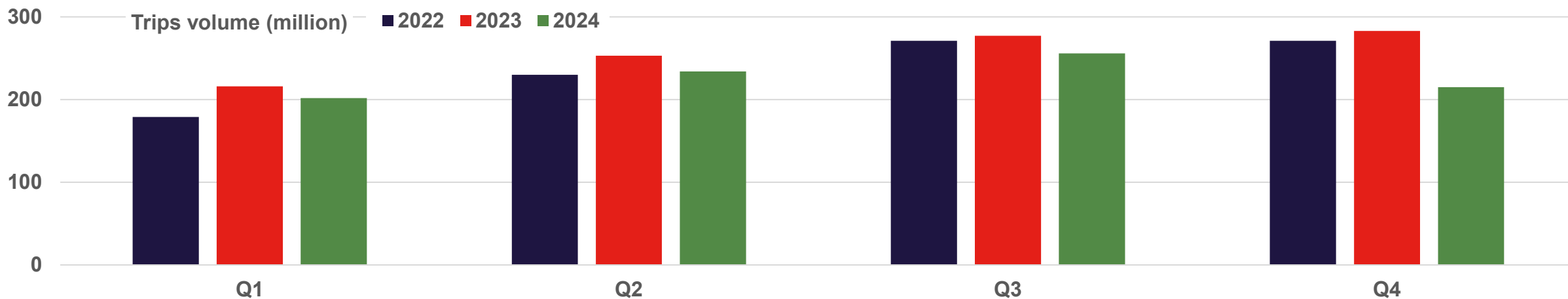
- In 2024, Britain residents took 1.0 billion **tourism day visits** within **Britain**, down 12% vs 2023 and also below 2022.
- Total tourism day visits spend in Britain reached £54.8 billion in 2024, which represents an increase of 5% vs 2023 in nominal terms. When accounting for inflation (in real terms), the increase was 2%. (Inflation in 2024, as measured by the Consumer Price Index, was 3.3%). This came on top of an increase in 2023 vs 2022.
- The **average spend per visit (per person)** for tourism day visits in Britain in 2024 was £53, up 20% in nominal terms and up 16% in real terms vs 2023.

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).

Release date: 13 March 2025

# Domestic tourism day visits: England, quarterly trend

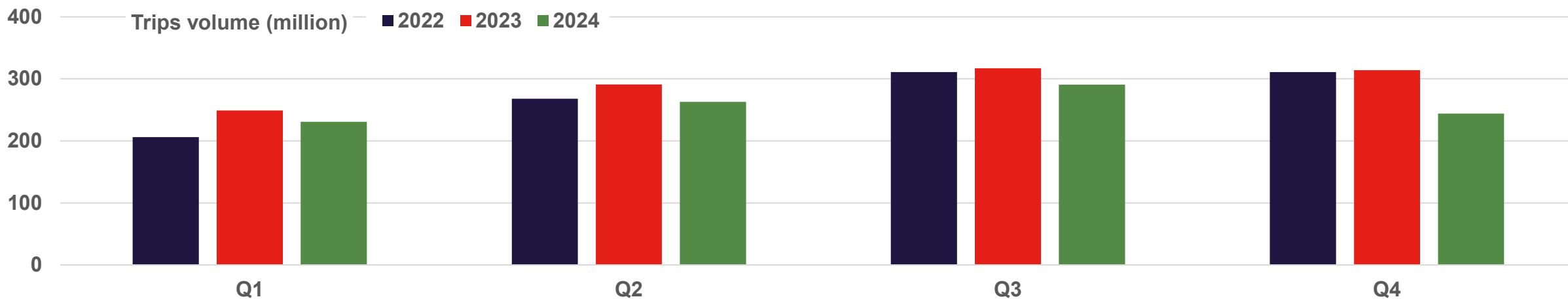


England Tourism Day Visits	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024
Visits (million)	179	230	271	271	216	253	277	283	202	234	256	215
Spend (£ million)	£7,382	£9,886	£10,962	£11,294	£9,175	£10,408	£12,145	£13,851	£10,359	£11,689	£13,497	£12,861

**The decrease in trip volume in 2024 is recorded across all quarters but mainly driven by Q4 2024.**

- In 2024, the largest visits volume was reached in Q3, returning to pre-covid patterns where Q3 was the peak quarter.
- The Q4 decline was broad; all months and regions were below 2023 and 2022 in volume terms, as were both activities core to tourism and other day visits. The fall in value was not as stark, and value was up on 2022 in nominal terms.
- Q3 2024 recorded the largest spend on tourism day visits in England in 2024 at £13.5bn. However, Q4 2023 holds the record in both volume and spend across these three years.

# 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	Q1 2024	Q2 2024	Q3 2024	Q4 2024
Visits (million)	206	268	311	311	249	291	317	314	231	263	291	244
Spend (£ million)	£8,524	£11,495	£12,485	£13,240	£10,703	£12,142	£13,705	£15,435	£11,888	£13,209	£15,106	£14,639

**The decrease in trips volume in 2024 is recorded across all quarters but mainly driven by Q4 2024.**

- In 2024, the largest visits volume for a quarter was reached in Q3 2024 with 291 million visits, returning to pre-covid patterns where Q3 was the peak quarter.
- The Q4 decline was broad in volume terms, although the decline in value was not as stark.
- Q3 2024 recorded also the largest spend on tourism day visits in England in 2024 at £15.1bn. However, across all three years, Q4 2023 holds the record in both volume and spend.

# 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)	2023	2024	% change vs 2023	Share of England visits
London	217	189	-13%	21%
Rest of England*	823	726	-12%	80%
North East	39	29	-24%	3%
North West	133	127	-4%	14%
Yorkshire	89	80	-10%	9%
West Midlands	105	95	-10%	10%
East Midlands	86	77	-11%	8%
East of England	110	97	-12%	11%
South West	109	90	-17%	10%
South East	186	157	-16%	17%

- Decreases in visits volume in 2024 vs 2023 were broadly consistent across all regions. North East saw the largest drop with a 24% decrease, followed by South West with a 17% decrease and South East with a 16% decrease.
- In 2024, regions with the largest shares of visits in England were:
  - London (189m visits / 21% share)
  - South East (157m visits / 17% share)
  - North West (127m visits / 14% share)
- Regions with the smallest shares of England visits in 2024 were:
  - North East (29m visits / 3% share)
  - East Midlands (77m visits / 8% share)
  - Yorkshire (80m 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

Please note one day trip can include more than one location, thus total can add up to more than 100%.

Release date: 13 March 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)	2023	2024	% change vs 2023	Share of England visits
London	£10,945	£12,029	10%	25%
Rest of England*	£34,367	£36,003	5%	74%
North East	£1,498	£1,648	10%	3%
North West	£5,961	£6,439	8%	13%
Yorkshire	£3,788	£4,960	31%	10%
West Midlands	£4,174	£4,473	7%	9%
East Midlands	£3,187	£3,091	-3%	6%
East of England	£3,739	£3,502	-6%	7%
South West	£4,539	£4,219	-7%	9%
South East	£7,480	£7,671	3%	16%

- Apart from South West, East of England, and East Midlands, all remaining regions recorded an increase in visit spend in 2024 vs 2023, with the largest increases noted in Yorkshire (31%), London (10%), and North East (10%).
- The regions with the largest shares were:
  - London (£12.0bn / 25% share)
  - South East (£7.7bn / 16% share)
  - North West (£6.4bn / 13% share)
- The regions with the smallest shares of England spend were:
  - North East (£1.6bn / 3% share)
  - East Midlands (£3.1bn / 6% share)
  - East of England (£3.5bn / 7% 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

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

Release date: 13 March 2025



# Tables 2024

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.

## Tourism day visit characteristics

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

- By activities
- By destination type
- By child present on trip
- By life stage



These tables are also available here:

[Great Britain domestic day trips | VisitBritain.org](#)

## Regional data

In this data set, you can find domestic volume and value data for each England region, including:

- Domestic tourism day visits volume and spend
- Domestic overnight trips volume and spend
- Total spend by region, adding up spend on day visits and spend on overnight trips



These tables are also available here:

[Domestic Tourism, regional and subregional data | VisitBritain.org](#)

# Appendix

Alternative data, sample sizes and definitions



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Image: A couple sitting outside the pub on a bench having a drink. East Meon, Hampshire, England. @VisitBritain/Andrew Pickett

# Other domestic data sources

As GBDVS 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 GBDVS from 2021, there are limited opportunities to gain a complete picture of domestic overnight tourism overtime from GBDVS 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 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 2024	Tourism Day Visits 2024	tourism day visits – Activities Core to Tourism 2024
<b>TOTAL GB</b>	26,832	10,015	3,167
<b>England</b>	20,134	8,049	2,500

tourism day visits by quarter	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024
<b>TOTAL GB</b>	2,070	2,515	3,059	2,910	2,357	3,037	3,124	2,635	2,253	2,602	2,902	2,258
<b>England</b>	1,649	1,873	2,467	2,310	1,898	2,428	2,499	2,120	1,723	2,164	2,392	1,770

## Sample Guidance:

If sample size **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 (2/2)

ENGLAND REGIONS	2023	2024
London	1781	1674
Rest of England**	7235	6436
North East	314	238
North West	1207	1144
Yorkshire	791	732
West Midlands	964	857
East Midlands	748	688
East of England	1002	854
South West	973	832
South East	1511	1306

## Sample Guidance:

If sample size between **less than 30** - it is not recommended to use this data.

If sample size is between **30 and 100** - it is recommended to only use this data as indicative, it is not very reliable

If sample size is 100 or more - this is the recommended level of data to use

# Definitions (1/2)

## 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.

## English regions

- For geographical classification standard England regions are used, as defined by the Office for National Statistics.
- Regional data is based all regions visited on a day trip, i.e. not only the region of the main destination.

## 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**

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