

GB Day Visitor Annual Report 2024

Domestic day visits in Britain and in England

Source: Great Britain Tourism Survey / Published: 8th May 2025



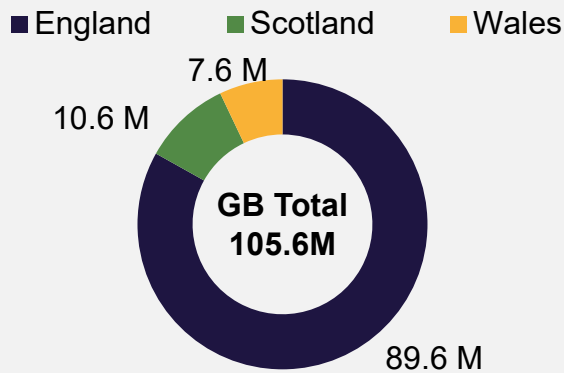
If you need the data in a different format, please contact Research@visitbritain.org

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

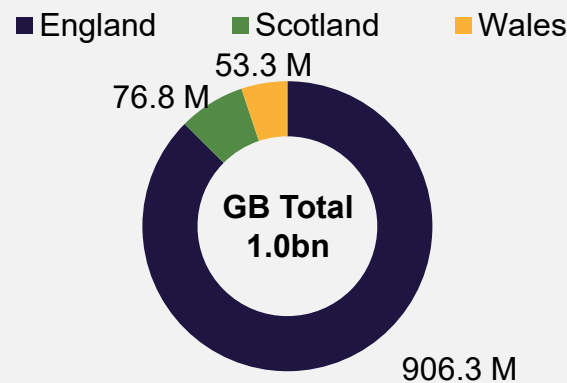


Great Britain domestic tourism in 2024: Britain residents took 1.0 billion day visits and 106 million overnight trips in Britain. Spend for all domestic trips in Britain was £87.8 billion.

2024 Overnight Trips



2024 Tourism Day Visits

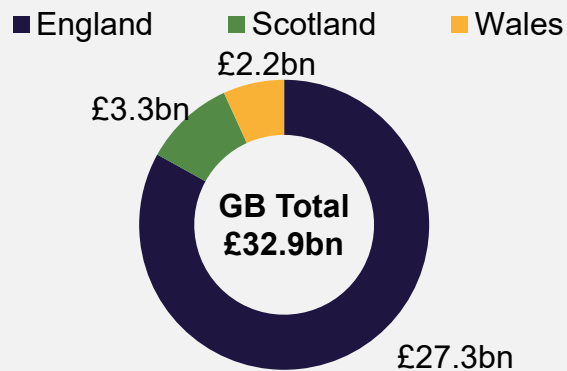


England 2024 overview:

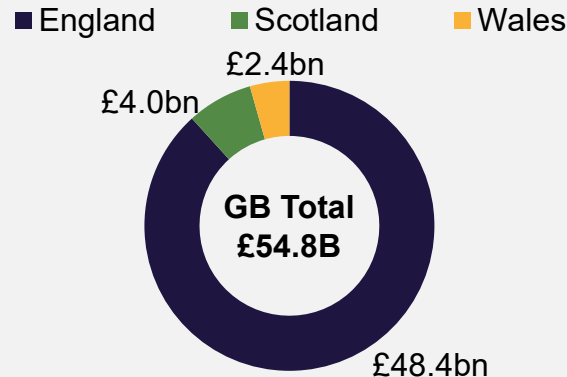
Britain residents took 906 million day trips and 90 million overnight trips in England in 2024.

Spend for all domestic trips in England in 2024 was £76 billion, with day trips comprising 64% of the total.

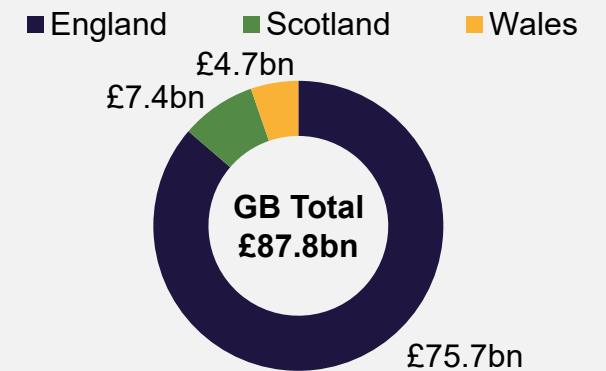
2024 Overnight Trip Spend



2024 Day Visit Spend



2024 Day and Overnight Trip Spend



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Introduction

- This report focuses on the domestic tourism day visit statistics for 2024 for England. Throughout the report the tourism day visit statistics for 2023 are 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.
- The GBTS 2024 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 are 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](#), these surveys are the largest and most comprehensive surveys of Great 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 2.5% in 2024, down from 4% at the start of 2024. Although inflation peaked at 11.1% in October 2022, cost of living pressures were still a key concern in Great Britain in [2024](#).
 - In July 2024, the UK government implemented changes to the Winter Fuel Payment scheme, means-testing the eligibility for the allowance, impacting on many pensioners' finances.
- **Domestic Sentiment:** While the sentiment related to the cost-of-living crisis improved throughout 2024, vs 2022, there were still c70-80% of consumers who either believed that worst was still to come (c40-50%) or that things will stay the same (i.e. not worsening, nor improving; 30-40%). However, sentiment shifted throughout the year, with Q4 being the most negative. In 2024, costs and finances were reported as the main barrier to domestic tourism, hovering around the 50-60% mark each month of 2024.
- **Domestic overnight trips:** There were 105.6 million domestic overnight trips in Great Britain in 2024, which represents a 10% decrease vs 2023. Domestic spend on overnight trips increased by 5% to 32.9 billion, and the average spend per trip in Great Britain rose from £266 in 2023, to £312 in 2024.
- **Weather:** The [MET](#) office reported that 2024 was the fourth warmest on record for the UK, behind only 2022, 2023 and 2014. Spring was the warmest on record for the UK, which saw a record-high average temperature for May. February was the second warmest on record for the UK and December the fifth warmest. In contrast, the summer months of June, July and September were slightly cooler than average. The year was relatively wet, with 7% more rainfall than average and 9 storms throughout in 2024.

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). While 'Tourism Day Visits' are the focus of this report, data for '3hr+ Leisure Day Visits' and 'Tourism Day Visits – Activities Core to Tourism' is available in the embedded excel file on [this slide](#). 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)



Great Britain summary 2024

Summary of findings (1/2)

Britain

- There were 1.03 billion domestic tourism day visits in Britain in 2024, representing a 12% decrease since 2023. In contrast, spend increased by 5% in the same time period, to £54.8bn. (Domestic overnight trips in Britain in 2024 followed a similar trend, with trips declining by 10% since 2023, but spend growing by 5%.)
- Inflation, measured by the CPI at 2.5% in 2024, accounted for some of the uplift in day visit spend in Britain. The increase was also due to the changing composition of day visit and overnight trip parties in 2024, opting for solo or couples travel and leaving the children at home. These smaller, child free parties were higher spenders and preferred more expensive activities, e.g. 'spa days' or 'eating and drinking out, nights out or speciality shopping'.

England

- There were 906 million tourism day visits to England in 2024, a decrease of 12% when compared to 2023. Day visit numbers in England in 2024 dropped the most in Q4 2024, when compared to Q4 2023. This was due to a drop in the Family life stage taking visits in October 2024, a traditionally busy period due to half term break from schools. Families instead preferred to travel in August 2024, which increased for both, day visits and overnight trips.
- Spend on tourism day visits in England in 2024 rose by 6% in the same time period, to £48.4 billion. The Family life stage saw the biggest increase in spend (+17%) in 2024, when compared to 2023, as they took more solo day visits and visits without children present.
- Average spend per visit (per person) saw an increase from £44 in 2023 to £53 in 2024.
- 'Food and drink' and transport represented the majority of day visit spend in England in 2024. While the proportion of spend on 'food and drink' decreased by 1 percentage points year-on-year, transport costs increased by 1 percentage point. Speciality shopping was the only other category showing an increase in share of trip spend from 15% in 2023 to 16% in 2024.
- As in 2023, half of day visits in England in 2024 were to cities/large towns and represented the majority of spend in England in 2024 (60%), and further increased their share by 2 percentage points, when compared to 2023. This increase was predominantly due to an uplift in Q3, as those in the Family life stage shifted their day visits to this quarter.

Summary of findings (2/2)

England

- There was an increase in visits to the seaside in Q1 in 2024, as Younger Independents increased their visits to this destination type, particularly during the warmest February on record. Spend in seaside/coastal destinations in 2024 increased by 20%, with the largest hike in Q1, in line with the rise in visits to this destination type.
- The vast majority of visits in England were made by England residents (97%). London was still the most popular day visit destination in England in 2024, with 189 million visits, representing 21% of visits in England and 25% of spend in England. London saw a 13% decline in visits, but spend increased by 10%, when compared to 2023, due to an uplift in visits by those in the Family life stage (+2pp).
- Visiting friends or relatives, 'food or drink or speciality shopping' and visitor attractions were the top activities undertaken in 2024, which is unchanged since 2023. Visits that included a wellbeing experience represented just 2% of visits but 4% of spend, with the highest average spend of all activities.
- Private motor vehicles were still the main transport used for tourism day visits in 2024 (70%), followed by train, underground train and tram (19%). The trend towards both train and bus travel has continued in 2024, with a 3 percentage points increase in the proportion of day visits that used these transport types since 2022. This is potentially related to the uplift in the proportion of day visits to cities and large towns (+1pp), which tend to have better public transport links.
- As in 2023, most day visits taken in 2024 involved travelling more than 40 miles away from home, spending less than 5 hours on the visit and visiting just one destination. Since 2023, there has been a 3 percentage point increase in visits of more than 40 miles away, and a drop in visits closer to home (-2pp in visits within 20 miles). Younger Independents were most likely to take day visits further from home (49%), increasing by 4 percentage points since 2023.
- The Family life stage represented the largest proportion of day visits and spend in England in 2024. While visits remained static, there was a 4 percentage point increase in the proportion of spend by Families, when compared to 2023. Average spend among Families has increased from £43 in 2023 to £57 in 2024, due to an increase in those in the Family life stage travelling without children (+7pp). Day visits without children had a higher average spend (£61 per visit per person) than those with children (£37 per visit per person, including children).
- The majority of day visits in England in 2024 (59%) had a party size of 2 or less, a 3 percentage point increase on 2023. While the Family life stage were least likely to travel in groups of 2 or less (40%), there was a 6 percentage point increase in doing so between 2023 and 2024. Solo travellers preferred to travel in Q4 2024, which contributed to the lower visit numbers when compared to Q4 2023.

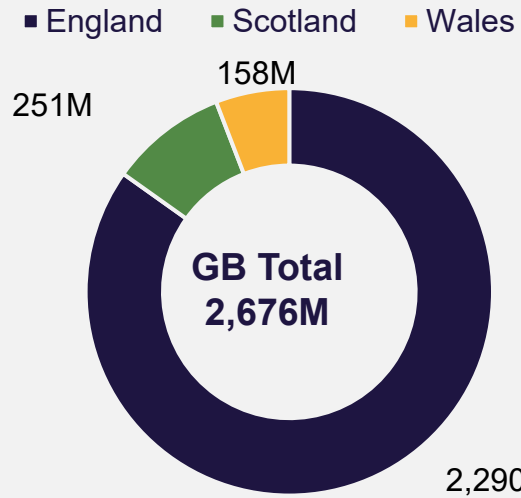
Source: Great Britain Tourism Survey: Day Visits 2024

Base: GB 10,015; England 8,049; Scotland 1,143; Wales 911

Release date: 8 May 2025

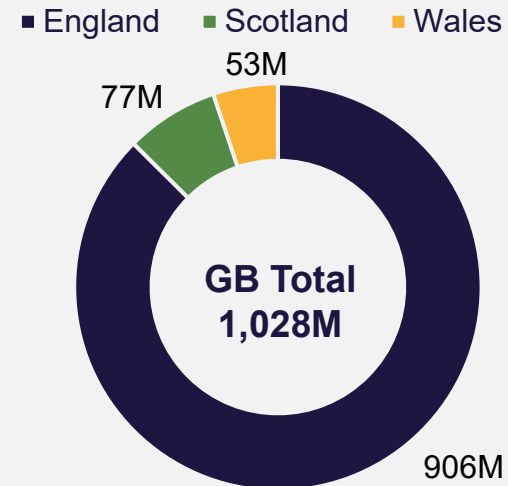
2024 GB day visit tourism statistics at a glance

2024 3Hr+ Leisure Day Visits (millions)



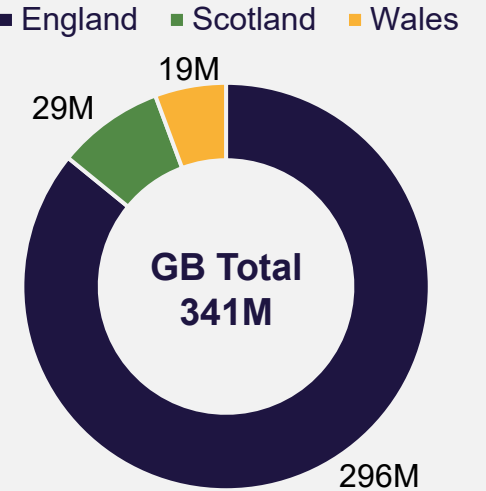
Nation	Proportion of Visits	Proportion of Spend
GB	100%	100%
England	86%	87%
Scotland	9%	8%
Wales	6%	5%

2024 Tourism Day Visits (millions)



Nation	Proportion of Visits	Proportion of Spend
GB	100%	100%
England	88%	88%
Scotland	7%	7%
Wales	5%	4%

2024 Tourism Day Visits Activities Core to Tourism (millions)



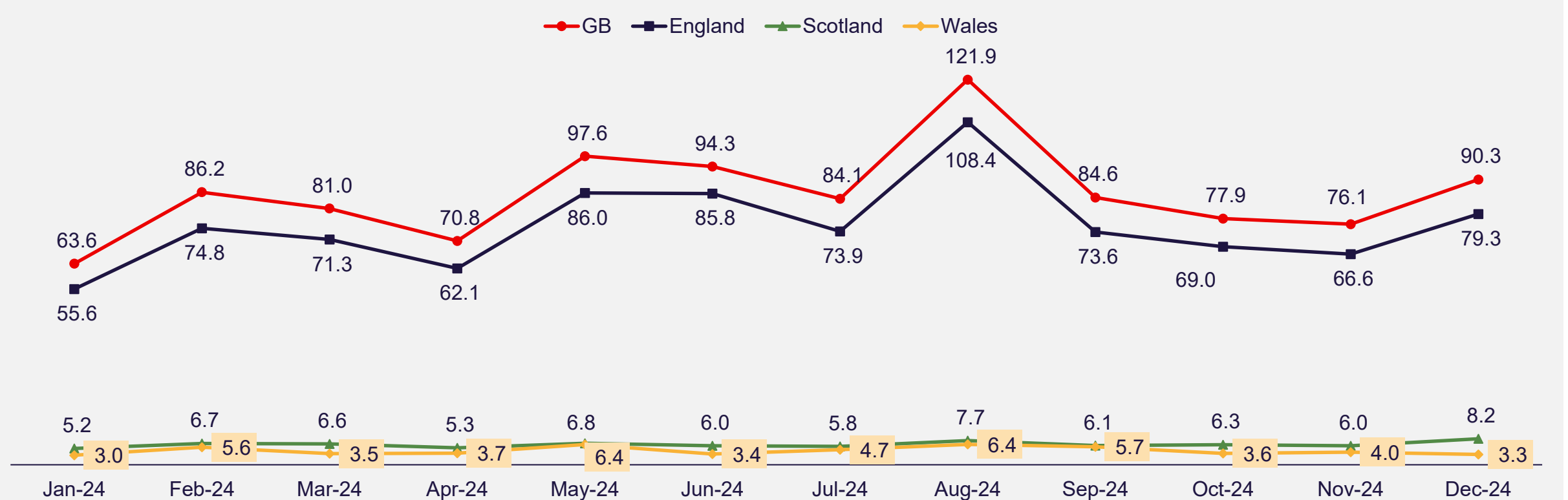
Nation	Proportion of Visits	Proportion of Spend
GB	100%	100%
England	87%	87%
Scotland	9%	9%
Wales	6%	4%

Source: Great Britain Tourism Survey: Day Visits 2024
 Base: GB 10,015; England 8,049; Scotland 1,143; Wales 911
 Release date: 8 May 2025

Tourism day visits by month in 2024

There were 1.03 billion domestic tourism day visits in Great Britain in 2024, representing a 12% decrease since 2023. This is broadly in line with the Domestic Sentiment Tracker, which found that 1 in 5 Great Britain residents would reduce their day visits in 2024, due to cost-of-living pressures. Tourism day visits in Great Britain peaked in August in 2024, increasing by 12% since August 2023. This was largely due to a 15% increase in Family life stage taking day visits in August 2024, when compared to August 2023.

Total visits by month (millions)

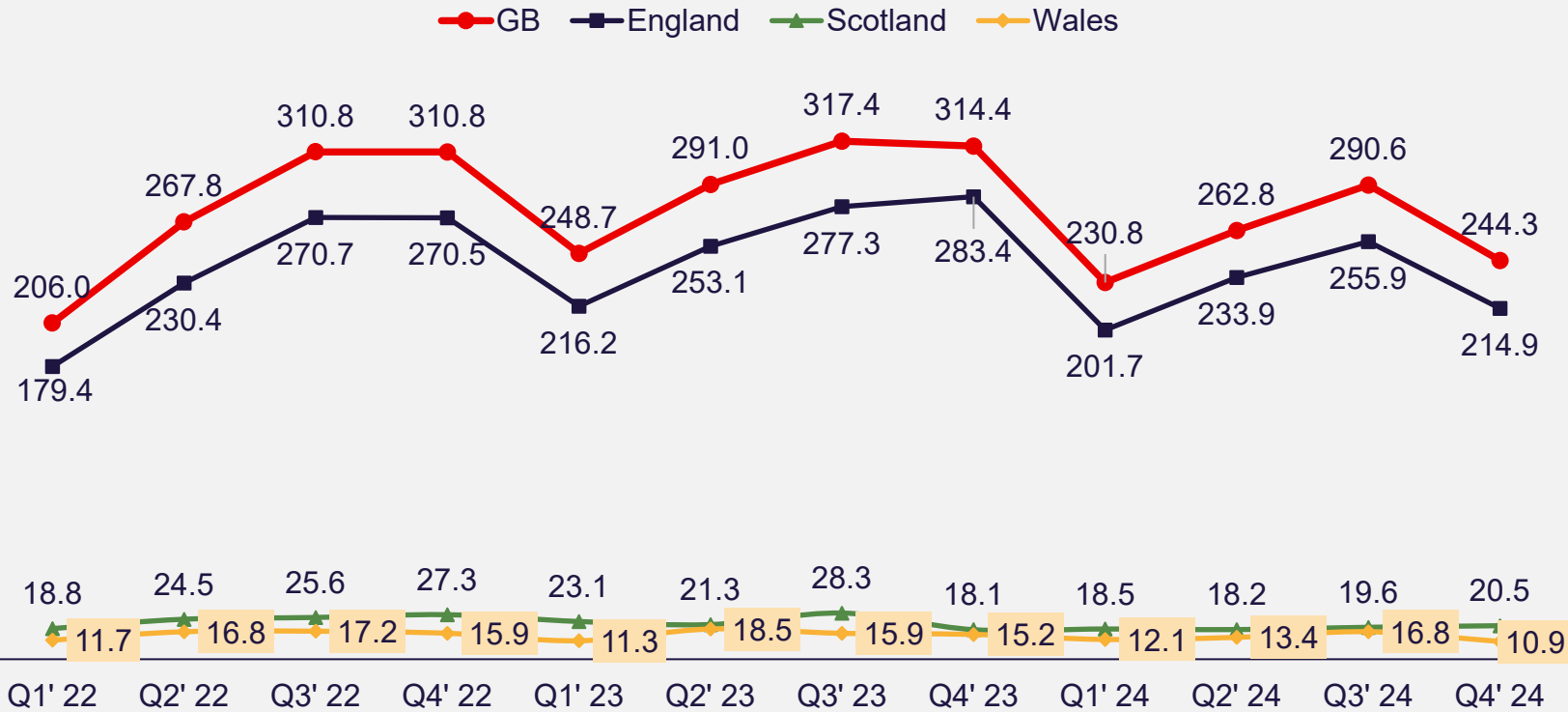


Source: Great Britain Tourism Survey: Day Visits 2024
 Base: GB 10,015; England 8,049; Scotland 1,143; Wales 911
 Release date: 8 May 2025

Tourism day visits by quarter 2022 to 2024

Domestic day visits in Great Britain and England in 2024 decreased across all quarters, when compared to 2023. Day visit numbers in England in 2024 dropped the most in Q4 2024, when compared to Q4 2023. This was due to a drop in the Family life stage taking visits in October 2024, a traditionally busy period due to half term break from schools.

Total visits by quarter (millions)

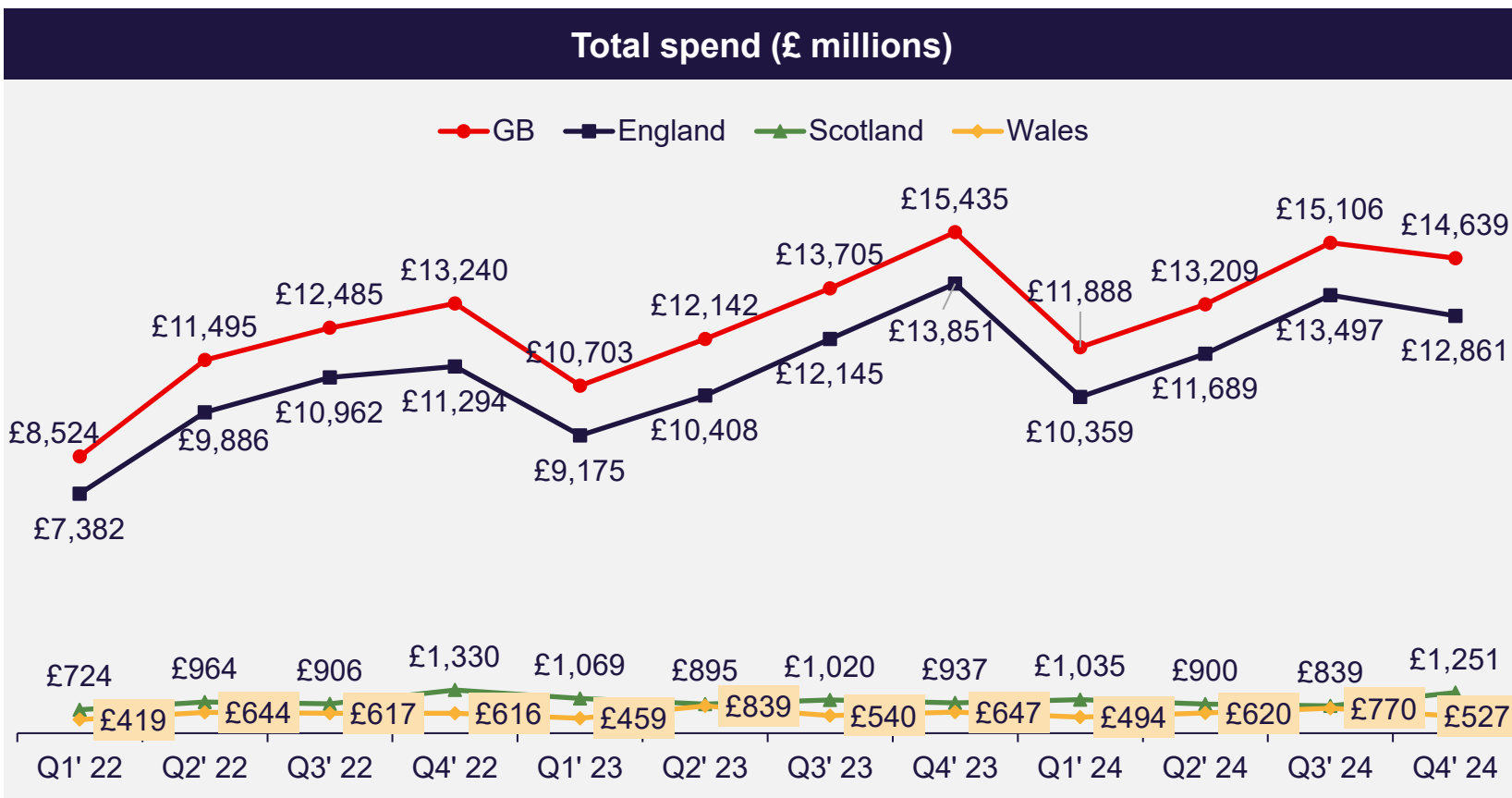


Destination	Number of visits 2024 (millions)	Proportion of visits 2024
GB	1,028.5	
England	906.3	88%
Scotland	76.8	7%
Wales	53.3	5%

Source: Great Britain Tourism Survey: Day Visits 2024
 Base: GB 10,015; England 8,049; Scotland 1,143; Wales 911
 Release date: 8 May 2025

Tourism day visit spend by quarter 2022 to 2024

Overall, when compared to 2023, there was a 5% increase in spend on day visits in Great Britain in 2024, which is slightly above annual **CPI** inflation of 2.5%. Q1- Q3 2024 day visits in Great Britain and England all experienced an uplift in spend in 2024, when compared to the same quarters in 2023. While inflation accounts for some of the increase in spend in Great Britain in 2024, there was also an increase in the proportion of visits by solo and two person parties, even among those in a Family life stage. Solo and 2 person parties were bigger average spenders per person than larger parties, or those with children, and hence the increase in spend, but decrease in volume.

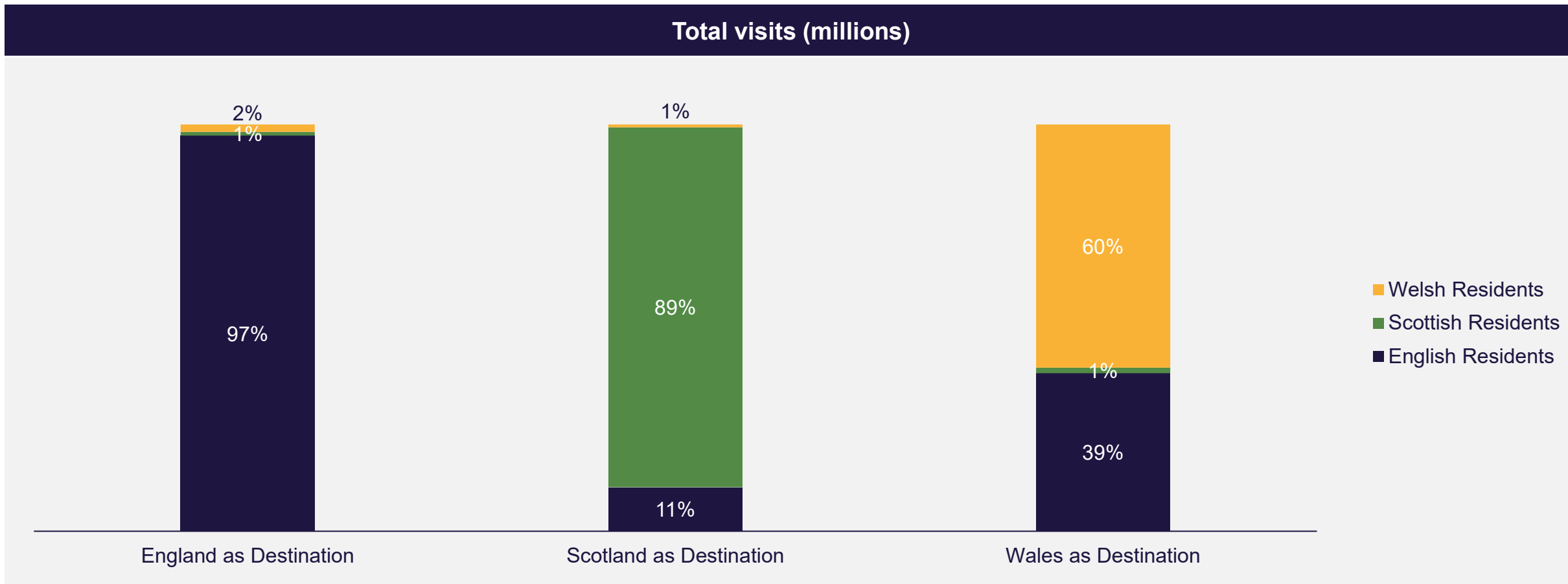


Destination	Total spend 2024 (£ millions)	Proportion of spend 2024
GB	£54,842	
England	£48,405	88%
Scotland	£4,025	7%
Wales	£2,412	4%

Source: Great Britain Tourism Survey: Day Visits 2024
 Base: GB 10,015; England 8,049; Scotland 1,143; Wales 911
 Release date: 8 May 2025

Nation of residence by nation of destination in 2024

As in 2023, almost all tourism day visits in England in 2024 were taken by England residents. Scotland is becoming more nation centric year on year, with 9 in 10 day visits in Scotland, by Scotland residents. There was no change in the regions of residence of day visitors in Wales in 2024, with 4 in 10 visiting from England or Scotland.

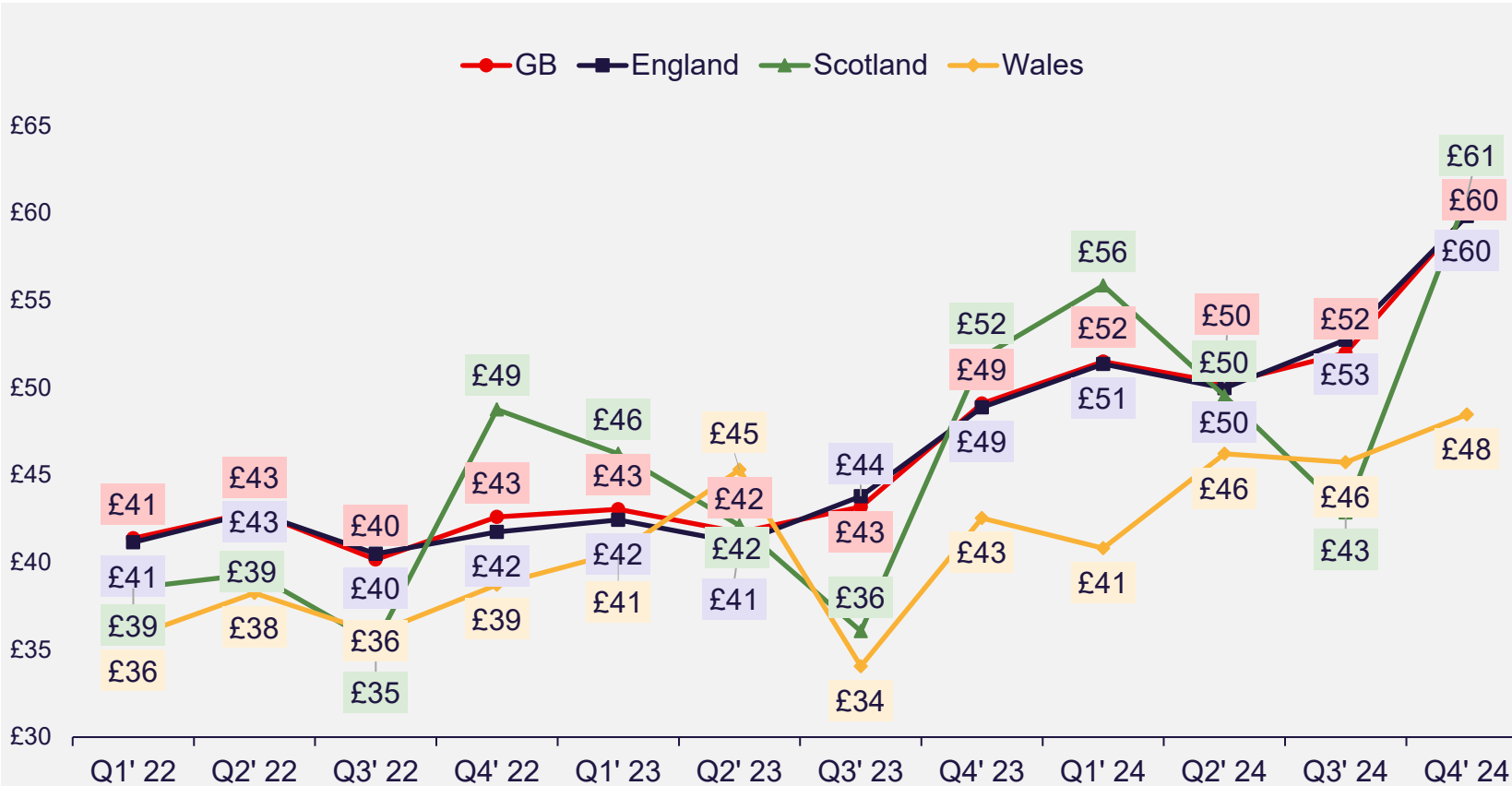


Source: Great Britain Tourism Survey: Day Visits 2024
Base: GB 10,015; England 8,049; Scotland 1,143; Wales 911
Release date: 8 May 2025

Average spend per visit 2022 to 2024

Average spend per visit (per person) in Great Britain increased year-on-year by 20%. Average spend per visit was highest in Q4 2024, showing an increase when compared to Q4 2023. This uplift in average spend per visit was related to increases in the proportion of Younger (+4pp) and Older Independents (+1pp) taking day visits in Q4 2024, versus Q4 2023. These life stages travel solo or in two person parties and spend more on trips per person than those in Family or Retirement stage, taking part in more expensive activities such as 'eating and drinking out, speciality shopping' or 'wellbeing experiences'.

Average spend per visit



Destination	Average spend per visit 2023	Average spend per visit 2024
GB	£44	£53
England	£44	£53
Scotland	£43	£52
Wales	£41	£45

Source: Great Britain Tourism Survey: Day Visits 2024
 Base: GB 10,015; England 8,049; Scotland 1,143; Wales 911
 Release date: 8 May 2025

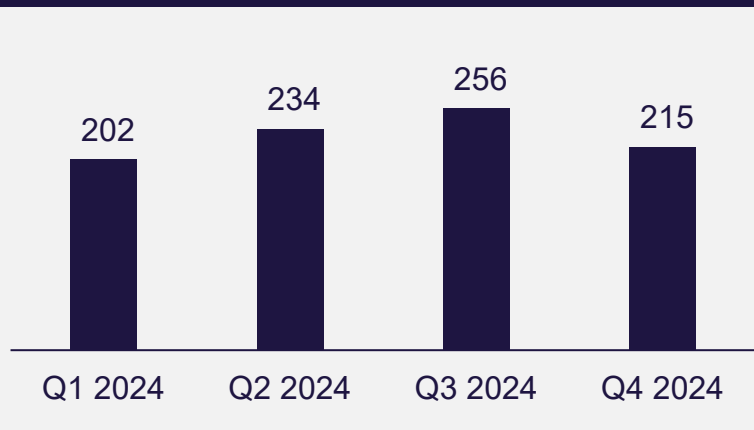


England results 2024

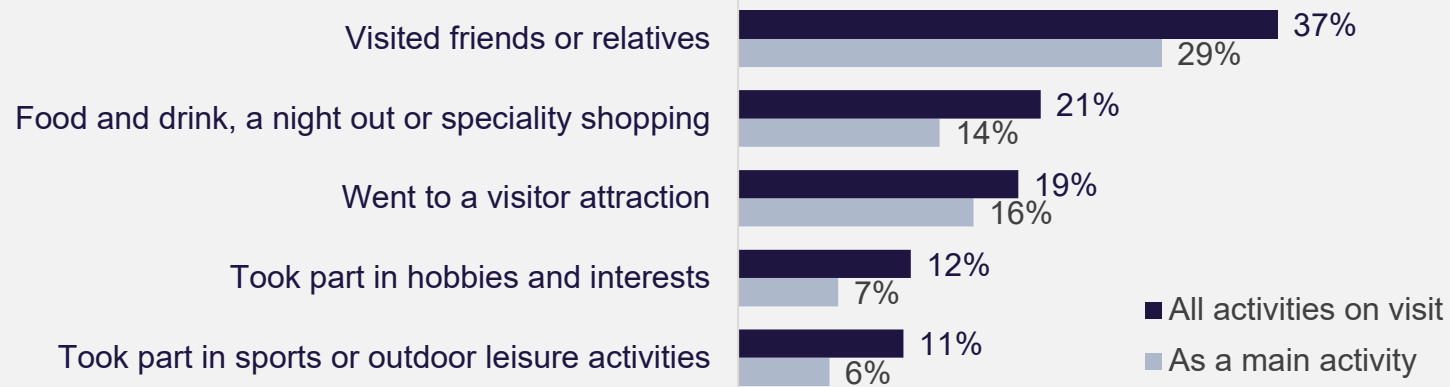
Tourism day visits

Summary of tourism day visits to England in 2024

Visits volume (in millions)



Top 5 Activities (share of visits)



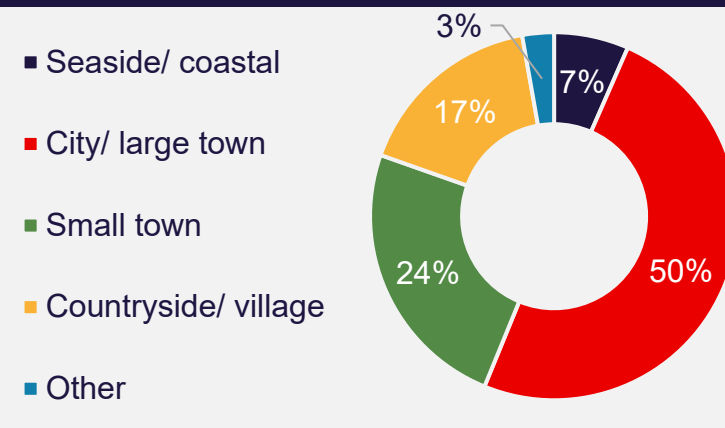
Quarterly spend (£ millions)



Average spend per visit

Q1 2024	£51
Q2 2024	£50
Q3 2024	£53
Q4 2024	£60

Main destination type (share of visits)

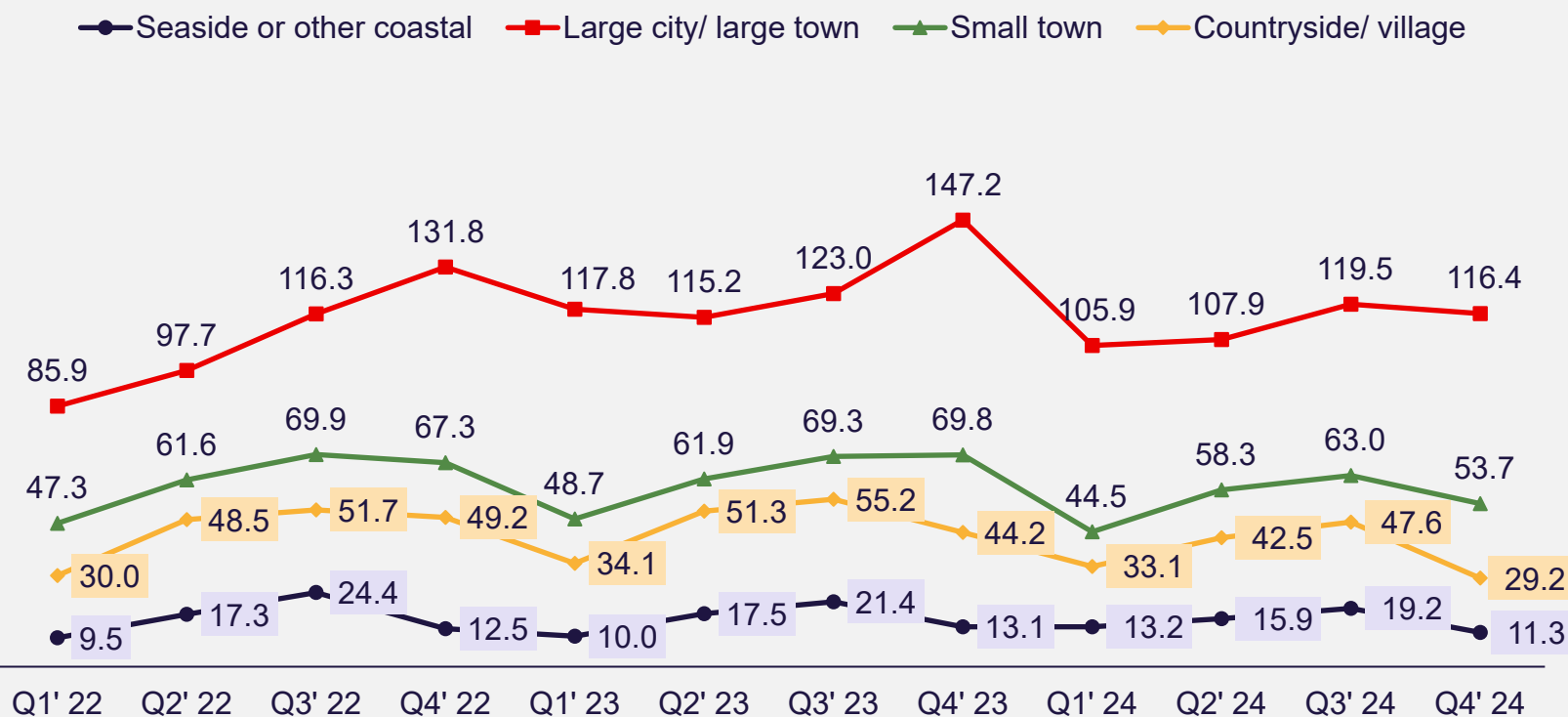


Source: Great Britain Tourism Survey: Day Visits 2024
 Base: England 8,049
 Release date: 8 May 2025

Destination type of main place visited

As in 2023, half of day visits in England in 2024 were to cities/large towns. While all destination types visits volume decreased year-on-year, seaside/coastal and large cities/towns increased their share slightly (+1pp each) in 2024. In contrast, day visits to the countryside decreased by 1 percentage point, when compared to 2023. This shift was due to those in the Family life stage increasing their share of trips to large cities and towns (+4pp) and decreasing their share of trips to the countryside (-3pp). Potentially due to those in the Family life stage taking more trips without children present (+7pp) in 2024. There was a 2 percentage point increase in share of visits to the seaside in Q1 in 2024, as Younger Independents increased their visits to this destination type (+2pp), particularly during the [warmest February on record](#).

Destination Type of Main Place Visited (visits volume in millions)



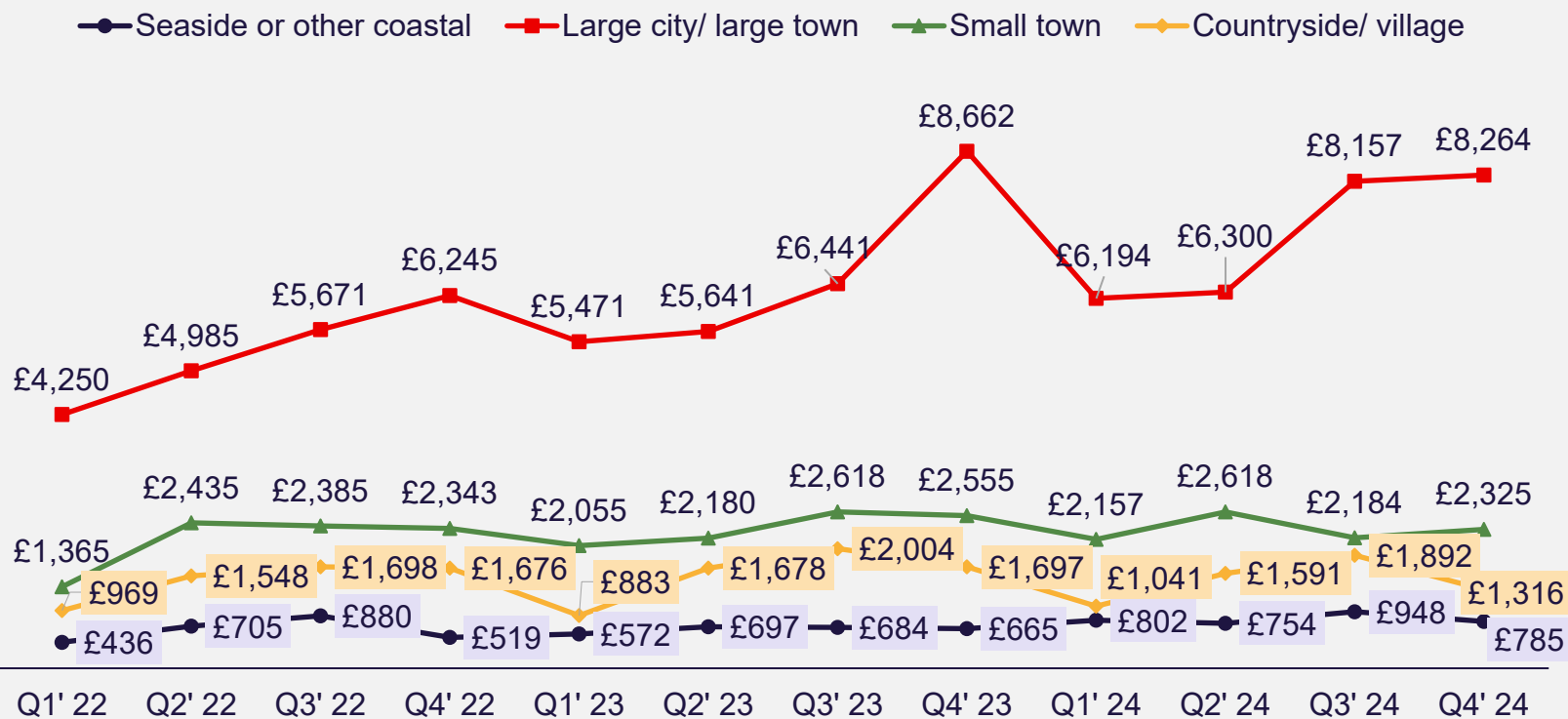
Destination Type	Visits 2024 (millions)	Proportion of visits
Seaside or other coastal	59.5	7%
Large city / large town	449.7	50%
Small town	219.5	24%
Countryside / village	152.4	17%
Others / Unspecified	25.3	3%

Source: Great Britain Tourism Survey: Day Visits 2024
 Base: England 8,049
 Release date: 8 May 2025

Spend by destination type of main place visited 2024

Large cities and towns represented the majority of spend in England in 2024 (60%), and further increased their share by 2 percentage points, when compared to 2023. This increase was predominantly due to an uplift in Q3, as those in the Family life stage shifted their day visits to this quarter. When compared to 2023, spend in seaside/coastal destinations in 2024 increased by 26%, with the largest hike in Q1, in line with the rise in visits to this destination type, particularly by Younger Independents.

Spend by Destination Type of Main Place Visited (millions)



Destination Type	Spend 2024 (millions)	Proportion of Spend
Seaside or other coastal	£3,289	7%
Large city / large town	£28,916	60%
Small town	£9,285	19%
Countryside / village	£5,841	12%
Others / Unspecified	£1,074	2%

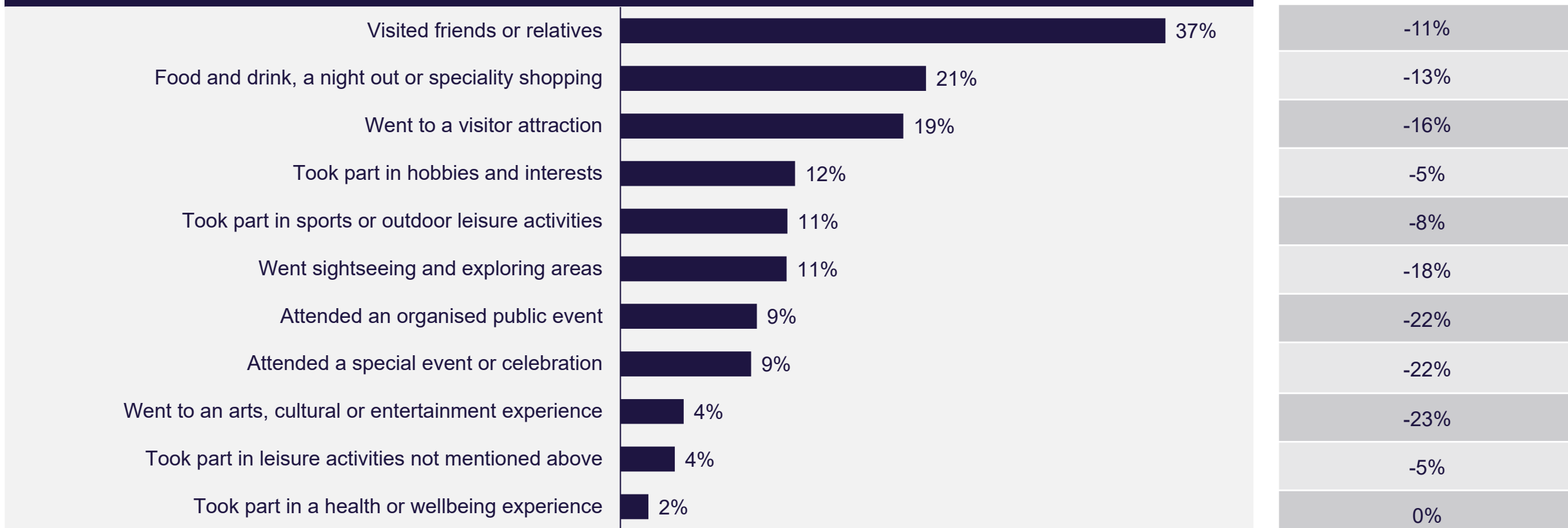
Source: Great Britain Tourism Survey: Day Visits 2024
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Activities undertaken on tourism day visits 2024

'Visiting friends or relatives', 'food or drink or speciality shopping' and 'visitor attractions' were the top activities undertaken in 2024, which is unchanged since 2023. There was a 16% drop in visits that included going to a visitor attraction, largely due to a 20% decrease in those from the Family life stage taking part in this activity. The Domestic Sentiment Tracker found that circa 12% would visits fewer visitor attractions on domestic day visits in 2024 due to cost-of-living pressures. 45-54 years old (mostly those in the Family life stage travelling without children) increased day visits which included health or wellbeing experience.

Activities on tourism days visits 2024 (share of visits)

% change since 2023



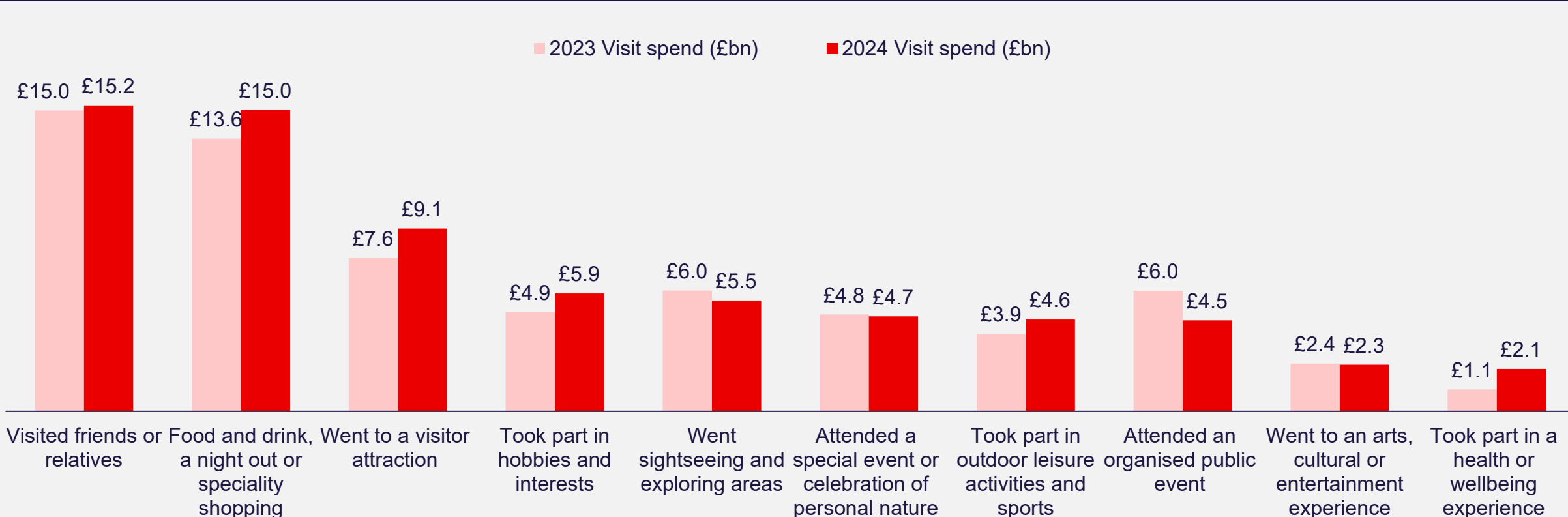
Source: Great Britain Tourism Survey: Day Visits 2024
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NOTE: Slide shows the proportion of visits which involved each activity, it adds up to more than 100% as **more than one activity could be undertaken on a visit.**

Spend on tourism day visits by activities 2024

Day visits that included the 'top 4' activities all experienced an increase in spend in 2024, when compared to 2023. Visits that included 'food, drink, a night out or speciality shopping' have one of the highest average spends per visit per person in 2024 at £81, versus £53 for visits in England overall. Visits which included a wellbeing experience represented just 2% of visits in England but 4% of share of spend, with an average spend per visit per person of £124 in 2024. Older Independents and parents travelling without children increased their spend on wellbeing experiences.

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

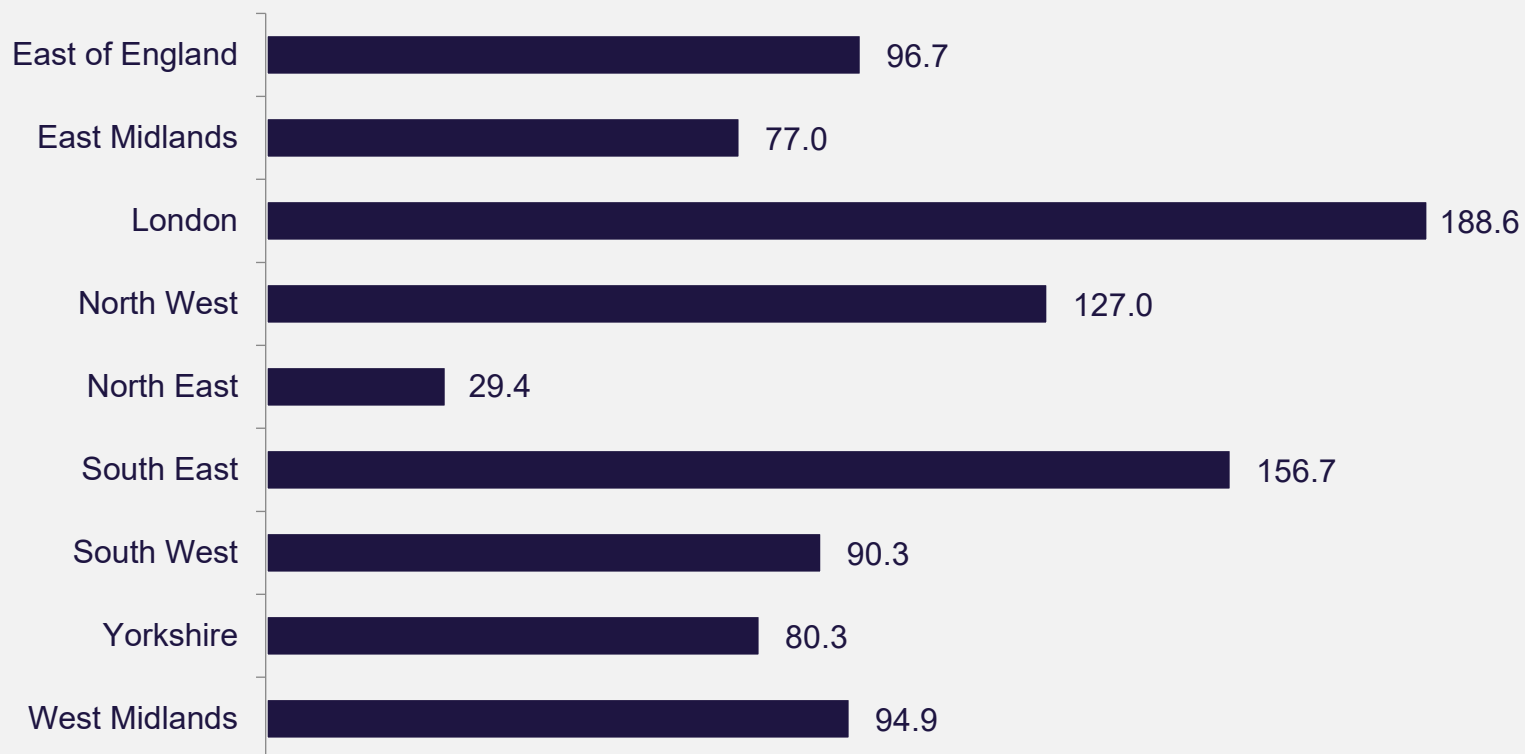


Source: Great Britain Tourism Survey: Day Visits 2024
 Base: England 8,049
 Release date: 8 May 2025

Day visits and spend by region visited 2024

In 2024, London was still the most popular day visit destination in England, with 189 million visits, representing 21% of visits in England and 25% of spend. London saw a 13% decline in visits, but spend increased by 10%, when compared to 2023, driven by an increase in spend by those in the Family life stage. As in 2023, the South East and North West were among the top 3 most popular destinations, with the North West experiencing an increase in visits from Londoners in 2024, when compared to 2023. Spend increased among most regions, with the largest increases in Yorkshire and the Humber, London and the North East. Those of retirement age take more day visits outside of London (89% share of England day visits among the retirement age vs. 80% among all), increasing by 4 percentage points when compared to 2023.

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



Destination region	Proportion of Visits 2024	Proportion of Spend 2024
East of England	11%	7%
East Midlands	8%	6%
London	21%	25%
North West	14%	13%
North East	3%	3%
South East	17%	16%
South West	10%	9%
Yorkshire	9%	10%
West Midlands	10%	9%

Source: Great Britain Tourism Survey: Day Visits 2024
 Base: England 8,049
 Release date: 8 May 2025

Day visits and spend by region of residence 2024

The vast majority of visits in England were made by England residents. Scotland and Wales accounted for the lowest proportion of visits (1% and 2% respectively). Residents from London accounted for 19% of all day visits in 2024 and increased their spend year-on-year, especially Londoners in the Family life stage. The next large shares of day visits came from those from South East residents (16% share of England day visits), East of England (13% share) and North West (12% share).

Region of residence	Visits (in millions)	Proportion of total England visits	Spend (£ millions)	Proportion of total England spend	Spend per Visit
Net: England	881.7	97%	£46,275	96%	£52
East of England	113.3	13%	£5,811	12%	£51
East Midlands	76.9	8%	£3,604	7%	£47
London	169.2	19%	£11,306	23%	£67
North West	109.2	12%	£5,503	11%	£50
North East	31.4	3%	£1,708	4%	£54
South East	146.9	16%	£6,933	14%	£47
South West	74.8	8%	£3,215	7%	£43
Yorkshire	74.3	8%	£4,261	9%	£57
West Midlands	85.2	9%	£3,774	8%	£44
Rest of England (not London)	712.5	79%	£34,968	72%	£49
Net: Scotland	8.3	1%	£696	1%	£84
Net: Wales	16.3	2%	£1,434	3%	£88

Source: Great Britain Tourism Survey: Day Visits 2024

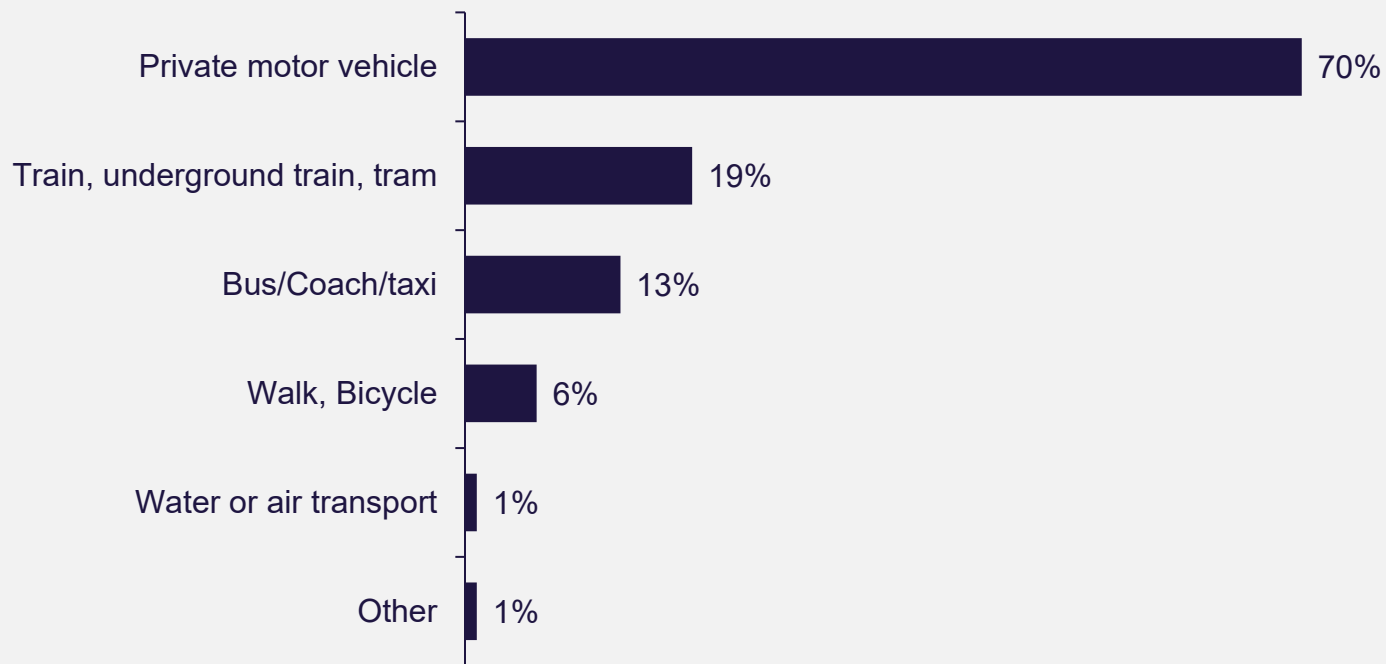
Base: England 8,049

Release date: 8 May 2025

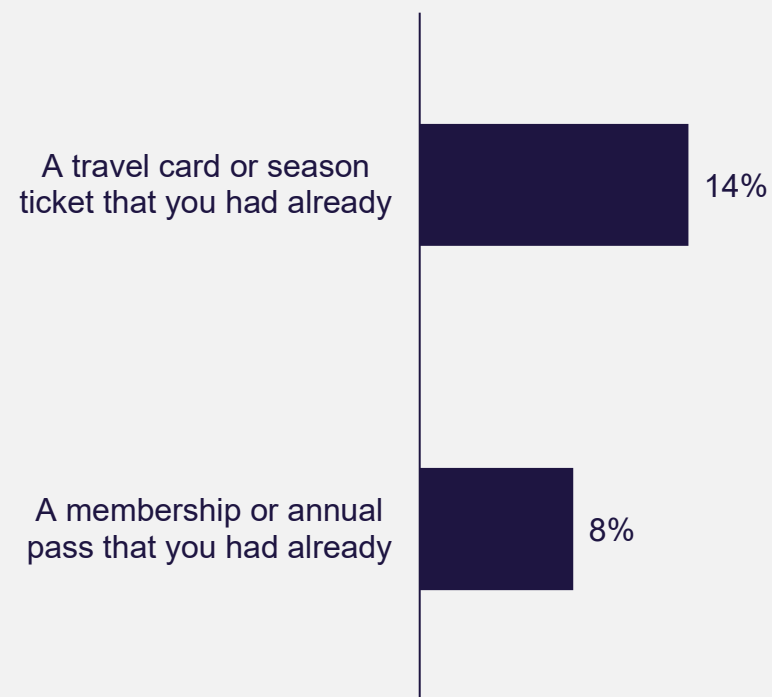
All transport used to main destination 2024

Private motor vehicles were still the main transport used for tourism day visits in 2024, followed by 'train, underground train and tram'. The trend from 2023 towards an increased use of train or bus has continued from 2023 into 2024, with a 3 percentage points increase in the proportion of day visits that used these transport types since 2022. This has resulted in an increase in the use of travel cards (+2pp vs. 2022) and may be due to a 3 percentage point drop in car ownership by those taking day visits, since 2022. Family life stage increased their use of 'train, underground or tram' on day visits in 2024 (+2pp vs 2023 and 5pp vs 2022), potentially related to the increased travel to large cities and towns, which have better public transport links.

All transport used to main destination in 2024 (share of total visits)



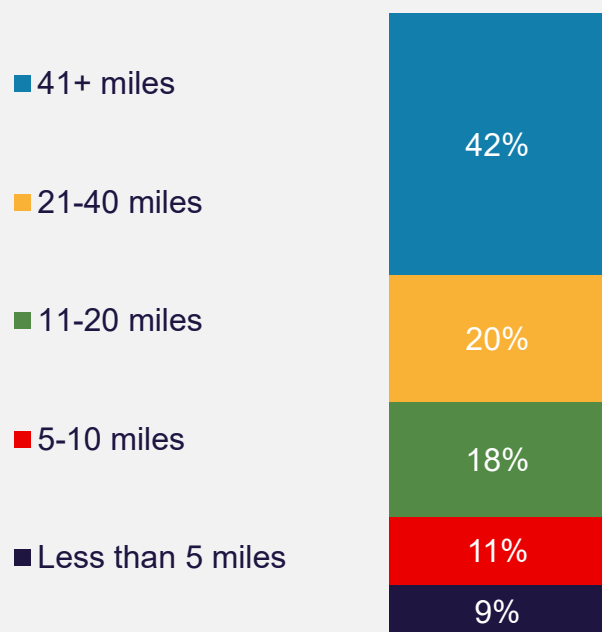
Proportion of day visits that used



Distance travelled and number of places visited

As in 2023, most day visits taken in 2024 involved travelling more than 40 miles away from home, spending less than 5 hours on the visit and visiting just one destination. Younger Independents were most likely to take day visits further from home (49% share of visits), increasing by 4 percentage points in share of trips since 2023. In 2024, this life stage segment also increased their time spent on day visits (+3pp increase in visits lasting 5 or more hours, when compared to 2023). Average spend was higher for visits that travelled further (£75 per visits of 41+ miles vs. £53 for all visits to England) and lasted longer (£62 for visits of 5 or more hours).

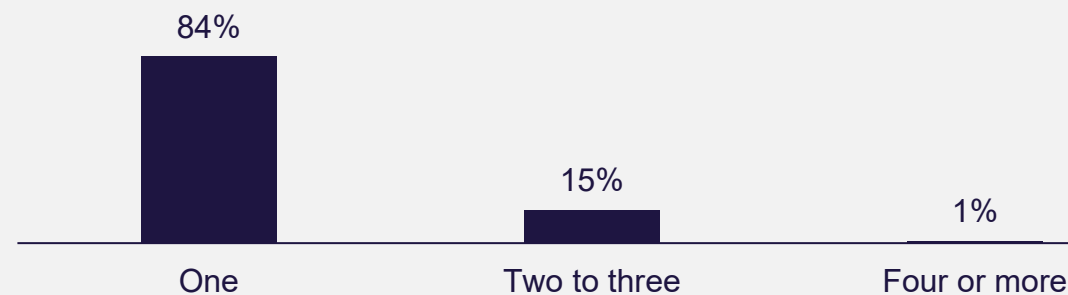
Distance travelled on a day visit in 2024 (share of visits)



Duration of visit in 2024 (share of visits)



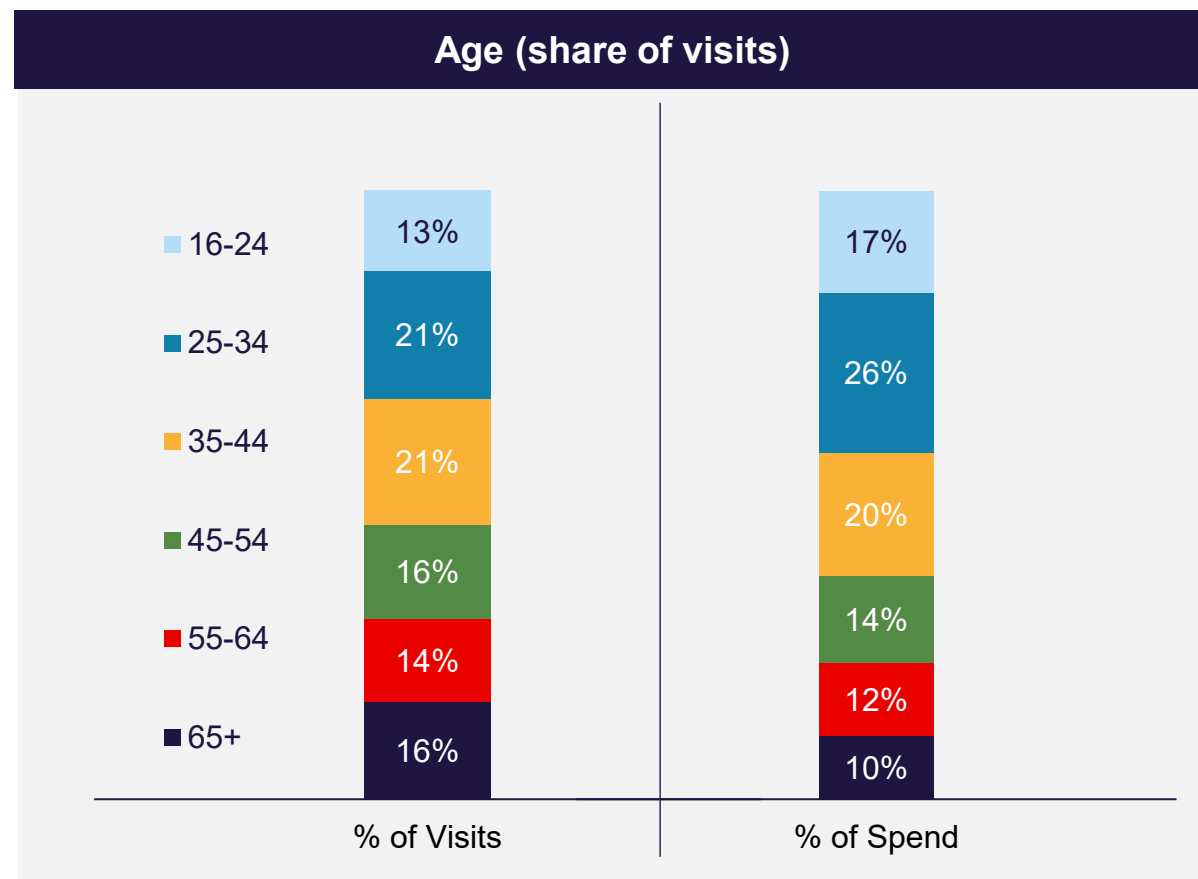
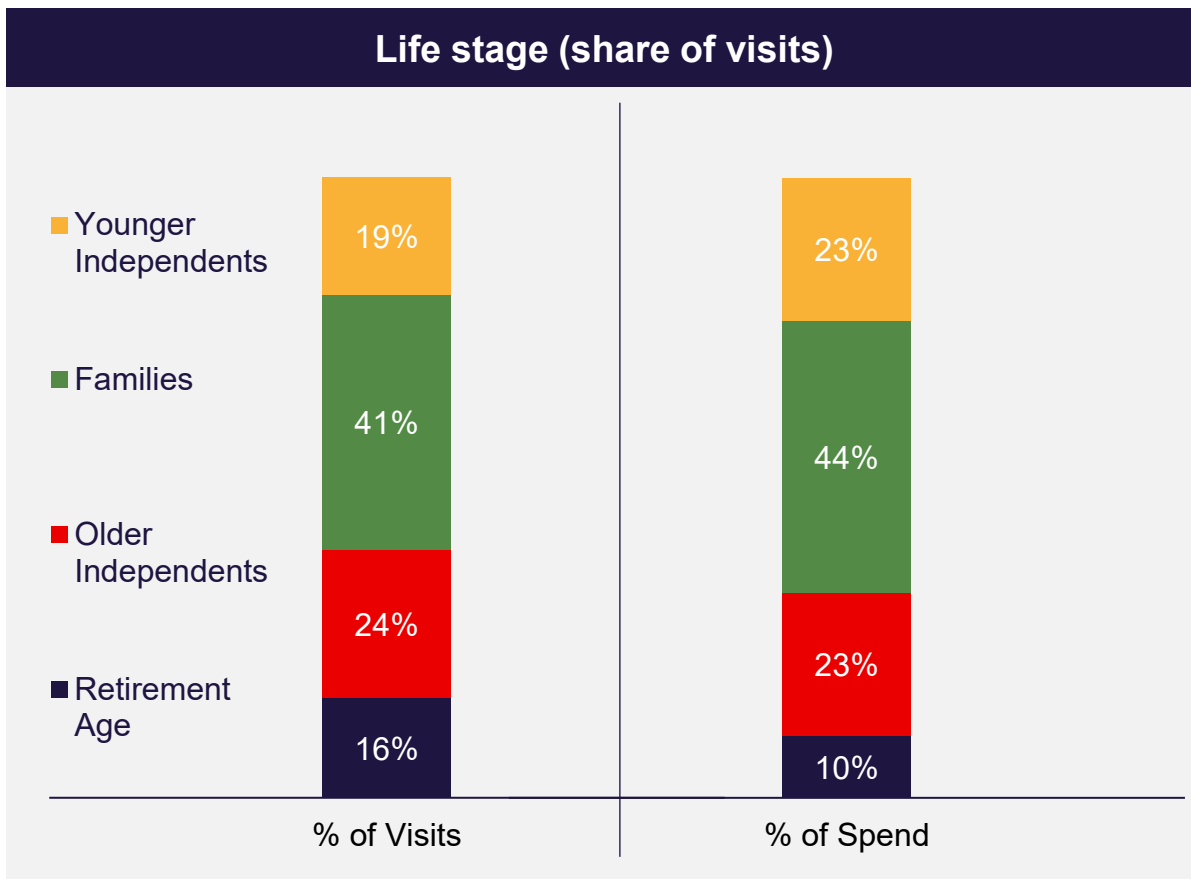
Number of places visited in 2024 (share of visits)



Source: Great Britain Tourism Survey: Day Visits 2024
Base: England 8,049
Release date: 8 May 2025

Life stage and age profile for day visits 2024

The Family life stage represents the largest proportion of day visits and spend in England in 2024. While visits remained static, there was a 4 percentage point increase in the proportion of spend by families, when compared to 2023. Average spend among families increased from £43 in 2023 to £57 in 2024, due to an increase in those in the Family life stage travelling without children (+7pp). Day visits without children present had a higher average spend (£61 per visit) than those with children (£37 per visit). Younger people (16-34 years) represented the highest proportion of spend and the highest average spend per visit (£68) due to their preference for higher spend activities such as food, drink, night out or speciality shopping.

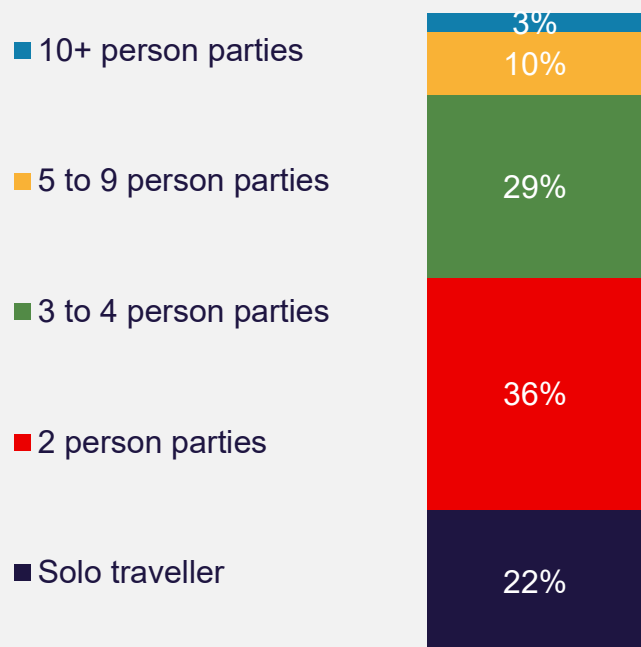


Source: Great Britain Tourism Survey: Day Visits 2024
 Base: England 8,049
 Release date: 8 May 2025

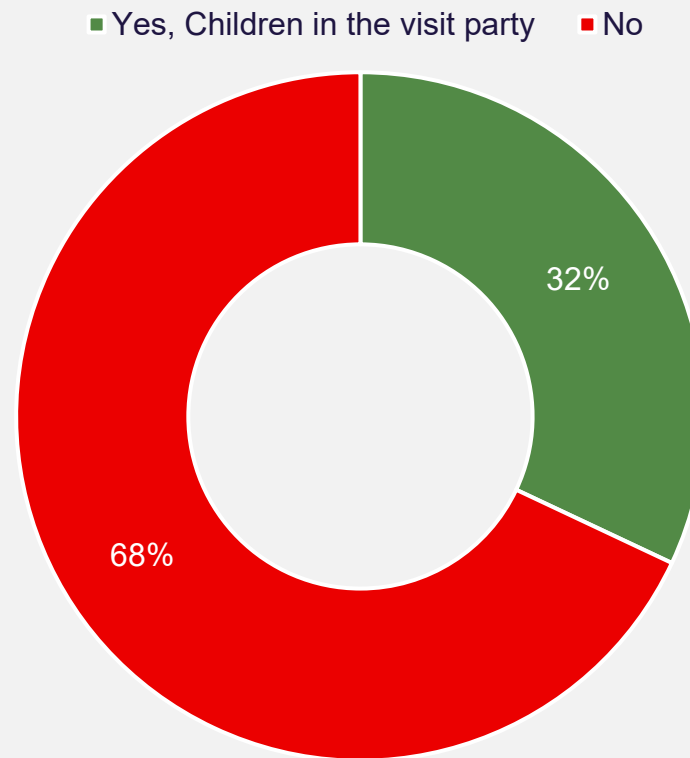
Day visit party size 2024

The majority of day visits in England in 2024 (59%) had a party size of 2 or less, a 3 percentage point increase on 2023. While those in the Family life stage were least likely to travel in groups of 2 or less (40%), there was a 6 percentage point increase in doing so between 2023 and 2024. Solo travellers preferred to travel in Q4 2024. 32% of day visits included children in the visit party, a reduction of 4 percentage points since 2023. Day visits with children had a lower average trip spend per person (£37) than those without (£61).

Party Size (share of visits)



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

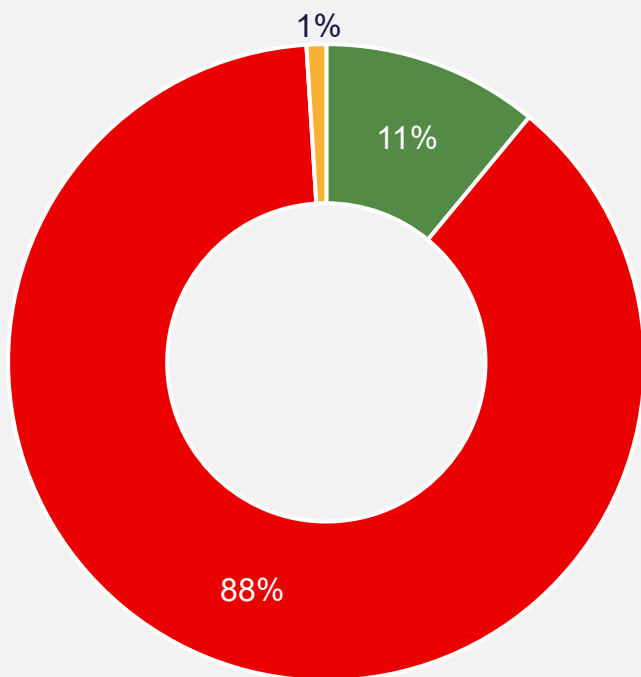


Visit party composition 2024

1 in 10 day visits in England were part of a larger group (e.g. a coach party, tour group, school trip), while this is unchanged since 2023, there was a decrease in large groups taking day visits in Q4. Celebrations were still the most popular type of larger group visit, as was the case in 2023. 16-24 year-olds were most likely to travel in large groups, either as part of a celebration or travelling with a team or club, as were Younger Independents. Large groups accounted for 15% of spend, in line with 2023. Average spend remained higher for these party types at £71 vs £51 for other parties.

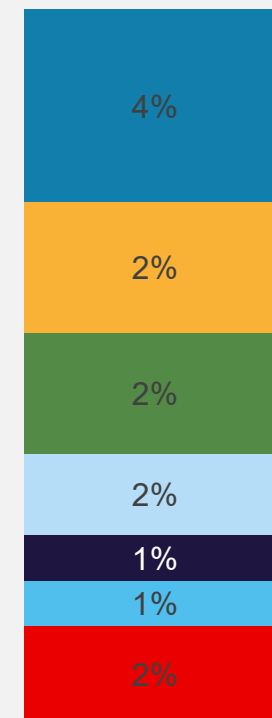
Part of a Larger Party (share of visits)

■ 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, as part of an organised tour group
- Yes, as part of another type of larger group
- Yes, travelling with a team or club (e.g. a sports team, social club or other special interest group)
- Yes, as part of a business trip or work outing
- Yes, as part of a school or other educational trip
- Don't know/Can't remember



Source: Great Britain Tourism Survey: Day Visits 2024
 Base: England 8,049
 Release date: 8 May 2025

Average spend on tourism day visits

Average spend on tourism day visits in England was £53 per visit (per person), an increase on the average spend of £44 in 2023. There is a clear increase in a share of day visits with an average spend £30+ per visit per person, while visits with spend less than £30 decreased. 17% of day visits in 2024 had an average spend of more than £100, representing an increase of 7pp on 2023. These day visits were more likely to be to cities or large towns, to have taken part in activities such as 'health and wellbeing activities' or 'food, drink, a night out or speciality shopping'. A half of zero spend day visits were to see friends and relatives.

Average spend on tourism day visits per person 2024 (share of visits)



Source: Great Britain Tourism Survey: Day Visits 2024
Base: England 8,049
Release date: 8 May 2025

Domestic tourism day visit spend breakdown 2024

'Food and drink' and 'transport' represented the majority of day visit spend in England in 2024. While the proportion of spend on 'food and drink' decreased by 1 percentage points year-on-year, 'transport' cost share increased by 1 percentage point. 'Speciality shopping' was the only other category showing an increase in share of spend, from 15% in 2023 to 16% in 2024.

Visit spend breakdown 2024

■ Transport costs

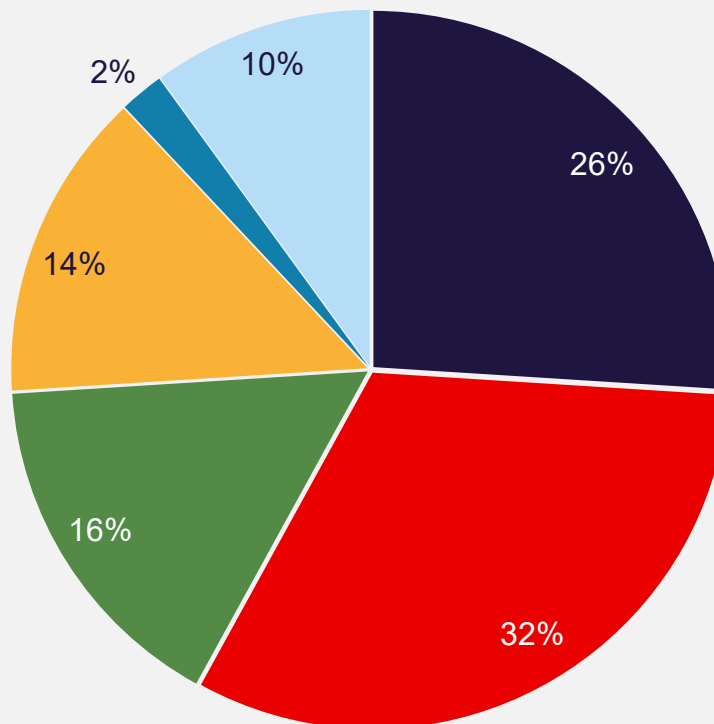
■ Food and drink costs

■ 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

Source: Great Britain Tourism Survey: Day Visits 2024

Base: England 8,049

Release date: 8 May 2025



APPENDIX

Domestic day visits in 2024: annual tables

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 | VisitBritain.org](https://www.visitbritain.org/great-britain-domestic-day-trips)



England tourism day visit spend breakdown 2024

Spend categories	Spend (£ million)	Proportion of total spend
Net: Transport costs	£12,344	26%
Road transport – bus fares, taxi fares, car parking	£2,810	6%
Road transport – all fuel bought during your trip (i.e. not before the trip)	£4,382	9%
Rail, tube or tram transport (e.g. tickets)	£2,648	5%
Water transport (e.g. ferry tickets)	£230	0%
Air transport (e.g. flight tickets)	£1,685	3%
Hiring a car or other vehicle	£588	1%
Net: Food and drink costs	£15,592	32%
Eating and drinking out (e.g. cafes, restaurants, bars)	£11,678	24%
Food / drink bought in a shop, market stall or takeaway and consumed during the trip	£3,914	8%
Specialty shopping for yourself or for others	£7,773	16%
Net: Attractions and entertainment costs	£6,931	14%
Entrance to visitor attractions (including museums, galleries, historic monuments)	£2,652	5%
Tickets / entrance to events, shows, clubs etc. (e.g. theatre, cinema, nightclubs)	£3,040	6%
Tickets to watch sporting events	£812	2%
Entrance to sports / leisure centres	£427	1%
Net: Package, travel services and equipment hire	£1,136	2%
Package travel or package tours	£615	1%
Other travel services (e.g. brochures, guided tours)	£288	1%

Source: Great Britain Tourism Survey: Day Visits 2024
 Base: England 8,049
 Release date: 8 May 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 mix 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.
- Few 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 2024 estimations based on:

Nation	Unweighted base sizes in 2024 for Tourism Day Visits
Great Britain	10,015
England	8,049
Scotland	1,143
Wales	911

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