

Great Britain Day Visits Survey (GBDVS)

Estimates of the volume and value of domestic day visits taken by British residents in Great Britain in Q2 2023

Published 3rd October 2023



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



Contents

Introduction and summary

- Introduction
- Domestic Day Visits in Q2 2023
- Summary of key results

Tourism Day Visits

- Headline **quarterly** results
 - Headlines, quarterly trend, averages
 - GB, England, Scotland and Wales
 - English regions
- Trip characteristics
 - Main activity
 - Destination type

APPENDIX

- Alternative data
- Sample size
- Definitions

Explore the GBDVS data in more detail on the [VisitBritain website](#).

Make sure you get all the latest figures and reports by [signing-up for VisitBritain's e-newsletter](#)

Introduction and Summary



VisitEngland™

Image: Mother and children sit at the top of the steps at a colourful beach hut. Wells next the Sea, Norfolk, England. ©VisitBritain/Ollie Kilvert

Introduction

Report overview:

- This report covers the main estimates for the volume and value of domestic leisure day trips taken by British residents in Great Britain from April 2023 to June 2023 (Quarter 2).
- It includes estimates of day visits taken in Great Britain and England across a number of trip characteristics and with comparisons (such as percentage share) where appropriate. Detailed results for Scotland and Wales are published by [VisitScotland](#) and [Visit Wales](#) respectively.
- It includes data for three definitions of leisure day visits: Tourism Day Visits (the standard definition, which this report focuses on); 3+ hour Leisure Day Visits (the broadest measure); Tourism Day Visits – Activities Core to Tourism (the narrowest measure).
- Detailed data on leisure day visits can be accessed in excel via the pivot tables on our [GBDVS webpage](#).

Methodology:

- 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 change, the new survey from 2021 onwards cannot be directly compared to the old survey up to 2019. Further information on the recent methodology changes and user notes are available (including guidance on limitations of comparability with GBDVS data up until 2019) in the following documents available [on our website](#):
 - [Background Quality Report](#) (the latest version is for 2022)
 - [Methodology and quality information](#)
- The GBDVS 2021, 2022 and 2023 data (so far) has been published as experimental statistics. More information on this can be found on the [Office for Statistics Regulation website](#).
- Please note sample sizes at the monthly and quarterly level 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.
- Due to the low base sizes and experimental nature of the new statistics, growth rates have not been shown on several slides. There can be a high degree of variability in the new data, especially for spend, and we advise caution when making comparisons across time periods.

Domestic Day Visits in Q2 2023

3 hour+ Leisure Day Visits

GB/Nation	GB	England	Scotland	Wales
Visits (million)	760	656	70	43
Spend (£m)	£25,836	£22,091	£2,231	£1,515

Tourism Day Visits (standard definition of day visits)

GB/Nation	GB	England	Scotland	Wales
Visits (million)	294	257	22	18
Spend (£m)	£11,970	£10,231	£904	£835

Tourism Day Visits – Activities Core to Tourism

GB/Nation	GB	England	Scotland	Wales
Visits (million)	116	100	8	8
Spend (£m)	£4,811	£4,172	£344	£296

- There are 3 different types of Domestic Day Visit within the GBDVS survey; please see slide 28 for detailed definitions of each.
- **3 Hour+ Leisure Day Visits** capture the largest volume of day visits. In Q2 2023, there were 760 million visits of this type within Great Britain accounting for £25.8bn spend.
- **Tourism Day Visits** (the focus of this report) are a subset of the above visits and account for 39% of 3hr+ leisure day visits. In Q2 2023, there were 294 million Tourism Day Visits to GB, where visitors spent £12.0bn.
- Finally, **Tourism Day Visits – Activities Core to Tourism** are the smallest subset of day visits. There were 116 million visits of this type within Great Britain in Q2 2023, accounting for £4.8bn spend.
- You can explore the GB and England data for all 3 types of day visits on the pivot tables available on the [GBDVS page](#) on our corporate website.
- Detailed results for Scotland and Wales are published on their websites: [VisitScotland](#) and [Visit Wales](#).

Summary of key results: Tourism Day Visits

Great Britain

- In Q2 2023, British residents took **294 million Tourism Day Visits within Great Britain**, up 12% vs Q2 2022. Breaking this down, there were 100 million of these visits in April, decreasing to 90 million in May and up again to 105 million in June.
- Visitors **spent £12.0bn** in Q2 2023, up 5% vs Q2 2022 with the highest proportion of spend in June.
- Within GB, there has been **year-on-year growth for each quarter** since Q2 2021 for both visits and spend.
- The **average spend per trip** for Tourism Day Visits within Great Britain in Q2 2023 was £41, showing a 7% decline from £44 in Q2 2022.
- **England had an 87% share of visits** (257 million visits) and **85% share of spend** (£10.2bn). Out of all the nations, England saw the highest Y-o-Y volume growth for Tourism Day Visits.
- In Q2, around 1 in 4 Tourism Day Visits within Great Britain were for visits where **visiting friends or family** was the main activity (78 million). This was followed by trips where **going to a visitor attraction** was the main activity (54 million), visits for **food and drink/a night out/speciality shopping** (32 million) and **attending an organised public event** (31 million). These activities, apart from those attending an organised public event, made up the top 3 activities for spend.
- In Q2 2023, 46% of Tourism Day Visits in GB were to a **city/large town**. 23% of visits were to a **small town** and 21% went to the **countryside**. The majority (55%) of spend came from those visiting a **city/large town** as their main destination at £6.5bn. Visits where a **small town** was the main destination accounted for £2.4bn, one fifth of the total spend followed by £1.9bn spent by those visiting the **countryside** (16% share).

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales

England

- **Tourism Day Visits within England reached 257 million** in the second quarter of 2023 (up 15% vs Q2 2022) peaking in June at 90 million visits.
- Visitors **spent a total of £10.2bn** during the 3 months of Q2, up 6% vs Q2 2022.
- Within England, there has been **year-on-year growth for each quarter** since Q2 2021 for both visits and spend.
- The **average spend per trip** was lower at £40 in Q2 2023 vs £43 in Q2 2022, for visits within England.
- In Q2 2023, 19% of Tourism Day Visits were within **London** vs 81% within the **Rest of England**. Outside London, **South East** (18%), **North West** (12%) and **West Midlands** (11%) welcomed the highest shares of domestic Tourism Day Visits. Expenditure from these visits saw 28% of spend distributed in **London** vs 72% within the **Rest of England**. Outside London, **South East** (15%), **North West** (13%) and **South West** (11%) received the highest shares of spend across English regions.
- For those visiting England on a Tourism Day Visit, the highest volume of visits were for trips to **visit friends or family** at 70 million visits (27% share). In line with GB, visits to a **visitor attraction** was the second most frequent visit within England at 48 million visits and 19% share. The highest proportion of spend came from those **visiting friends or family** (£1.9bn or 19% share) followed by those who went to a **visitor attraction** (£1.9bn or 18%) and those going for **food and drink/a night out/speciality shopping** which made up 17% of the total at £1.8bn.
- In Q2 2023, just under half (47%) of those taking a Tourism Day Visit in England went to a **city/large town** as their main destination. This was followed by those visiting a **small town** (23%) and those visiting the **countryside** (21%). 56% of spend came from those visiting a **city/large town** (as their main destination), 19% from those visiting a **small town** and 15% from those visiting the **countryside**.

Tourism Day Visits

Tourism Day Visits are the standard measure of day visits (see Appendix for definition)



VisitEngland

Image: Two women kayaking on a river towards Tower Bridge, London, England ©VisitBritain/Mollie Bylett



Headline quarterly results: Tourism Day Visits

Q2 2023

Tourism Day Visits: Headlines – Q2 2023

GB Tourism Day Visits	Q2 2022	April 2023	May 2023	June 2023	Q2 2023	% change vs Q2 2022
Visits (million)	262	100	90	105	294	12%
Spend (£ million)	£11,413	£3,597	£3,743	£4,630	£11,970	5%

England Tourism Day Visits	Q2 2022	April 2023	May 2023	June 2023	Q2 2023	% change vs Q2 2022
Visits (million)	224	89	79	90	257	15%
Spend (£ million)	£9,697	£3,095	£3,226	£3,909	£10,231	6%

- In Q2 2023, British residents took **294 million Tourism Day Visits within Great Britain**, up 12% vs Q2 2022. Breaking this down, there were 100 million of these visits in April, decreasing to 90 million in May and up again to 105 million in June. Visitors **spent £12.0bn** (in nominal terms) in Q2 2023, up 5% vs Q2 2022 with the highest proportion of spend in June. In real terms, visitor spend was down 3% in Q2 2023, equivalent to £11.0bn in Q2 2022 prices.
- **Tourism Day Visits within England reached 257 million** in the second quarter of 2023 (up 15% vs Q2 2022) peaking in June at 90 million visits. Visitors **spent a total of £10.2bn** during the 3 months, up 6% vs Q2 2022.

Tourism Day Visits: Quarterly trend

GB Tourism Day Visits	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
Visits (million)	147	247	230	198	262	313	313	240	294
Spend (£ million)	£4,309	£10,254	£10,379	£8,699	£11,413	£12,359	£12,572	£10,417	£11,970

England Tourism Day Visits	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
Visits (million)	133	215	197	173	224	273	274	210	257
Spend (£ million)	£3,804	£8,966	£8,419	£7,493	£9,697	£10,813	£10,737	£8,996	£10,231

- **For each quarter since Q2 2021, there has been a year-on-year increase in Tourism Day Visits within Great Britain,** showing the recovery of domestic day visit tourism as we come out of the Covid-19 pandemic. There was a larger jump between 2021 and 2022, during which there was a significant change in travel restrictions, and a more subtle increase between 2022 and 2023. A similar pattern was also seen for spend. Across all quarters shown above, visits and spend within GB peaked in Q3 and Q4 2022.
- **Within England, there was also a year-on-year increase in visits and spend for each quarter.** Similarly, a peak is seen for Q3 and Q4 2022 for both visits and spend.

Tourism Day Visits: Averages – Q2 2023

GB Tourism Day Visits	Q2 2022	Q2 2023	% change vs Q2 2022
Average spend per trip	£44	£41	-7%

England Tourism Day Visits	Q2 2022	Q2 2023	% change vs Q2 2022
Average spend per trip	£43	£40	-8%

- The **average spend per trip** for Tourism Day Visits within Great Britain in Q2 2023 was £41, showing a decline from £44 in Q2 2022.
- For Tourism Day Visits within England, the average spend per trip was also lower at £40 in Q2 2023 vs £43 in Q2 2022.

Tourism Day Visits by GB nation – Q2 2023

GB/Nation Visits (million)	Q2 2022	Q2 2023	% change vs Q2 2022	Q2 2023 % share
GB	262	294	12%	-
England	224	257	15%	87%
Scotland	25	22	-13%	7%
Wales	18	18	1%	6%

GB/Nation Spend (£ million)	Q2 2022	Q2 2023	% change vs Q2 2022	Q2 2023 % share
GB	£11,413	£11,970	5%	-
England	£9,697	£10,231	6%	85%
Scotland	£1,041	£904	-13%	8%
Wales	£675	£835	24%	7%

- England had an 87% share of visits in Q2 2023 (257 million visits). Out of all the nations, England saw the highest Y-o-Y volume growth for Tourism Day Visits.
- England's share of the total GB Tourism Day Visit spend in Q2 was 85% which equates to £10.2bn. Wales saw the highest Y-o-Y growth in spend for the second quarter of 2023.
- Detailed results for Scotland and Wales are published on their websites:
 - VisitScotland <https://www.visitscotland.org/research-insights>
 - Visit Wales <https://gov.wales/statistics-and-research>

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. The number of trips by GB nation does not add up to the total GB trips as some trips include time in more than one nation.



Tourism Day Visits by English regions – Q2 2023 visits

Visits (million)	Q2 2022	Q2 2023	Q2 2023 % share of England
England (TOTAL)	224	257	-
London	42	48	19%
<i>Rest of England**</i>	179	209	81%
North East	6*	11	4%
North West	32	31	12%
Yorkshire & the Humber	18	21	8%
West Midlands	21	28	11%
East Midlands	21	22	9%
East of England	24	24	9%
South West	24	26	10%
South East	33	45	18%
Other/unspecified***	3*	2*	1%

- In Q2 2023, 19% of Tourism Day Visits were within London vs 81% within the Rest of England.
- Outside London, South East (18%), North West (12%) and West Midlands (11%) welcomed the highest shares of domestic Tourism Day Visits.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data by English region is when the main place/destination visited is England.
 *Caution low base sizes. **Rest of England is NET of all English regions and England National Parks - excluding London.***Other/unspecified - trips where main destination was England but part of trip was outside England and other/unspecified destinations. Growth rates not shown due to the degree of variability of the data.



Tourism Day Visits by English regions – Q2 2023 spend

Spend (£ million)	Q2 2022	Q2 2023	Q2 2023 % share of England
England (TOTAL)	£9,697	£10,231	-
London	£1,873	£2,829	28%
<i>Rest of England**</i>	£7,774	£7,377	72%
North East	£202*	£488	5%
North West	£1,654	£1,294	13%
Yorkshire & the Humber	£668	£696	7%
West Midlands	£1,160	£923	9%
East Midlands	£1,229	£581	6%
East of England	£783	£703	7%
South West	£915	£1,144	11%
South East	£1,139	£1,510	15%
Other/unspecified***	£73*	£64*	1%

- 28% of spend from Tourism Day Visits was spent in London vs 72% within the Rest of England
- Outside London, South East (15%), North West (13%) and South West (11%) received the highest shares of spend across English regions.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data by English region is when the main place/destination visited is England.

*Caution low base sizes. **Rest of England is NET of all English regions and England National Parks - excluding London.***Other/unspecified - trips where main destination was England but part of trip was outside England and other/unspecified destinations. Growth rates not shown due to the degree of variability of the data.





Trip characteristics: Tourism Day Visits

Q2 2023

GB Tourism Day Visits – visits by main activity: Q2 2023

GB Tourism Day Visits Main activity (million)	Q2 2022	Q2 2023	Q2 2023 % share of GB
Visited friends or family	76	78	26%
Went to a visitor attraction	47	54	18%
Took part in sports or outdoor leisure activities	18	18	6%
Went sightseeing and exploring areas	20	25	9%
Took part in hobbies and interests	13	15	5%
Took part in a health or wellbeing experience	2*	3*	1%
Attended a special event or celebration	20	24	8%
Attended an organised public event	22	31	11%
Went to an arts, cultural or entertainment experience	6*	7*	2%
Food and drink, a night out or speciality shopping	33	32	11%
Took part in leisure activities not mentioned above	5*	7*	2%
Total	262	294	-

- In Q2, around 1 in 4 Tourism Day Visits within Great Britain were for visits where visiting friends or family was the main activity (78 million). This was followed by trips where going to a visitor attraction was the main activity (54 million or 18% share), visits for food and drink/a night out/speciality shopping (32 million; 11%) and attending an organised public event (31 million; 11%).

GB Tourism Day Visits – spend by main activity: Q2 2023

GB Tourism Day Spend Main activity (£ million)	Q2 2022	Q2 2023	Q2 2023 % share of GB
Visited friends or family	£2,864	£2,220	19%
Went to a visitor attraction	£1,829	£2,056	17%
Took part in sports or outdoor leisure activities	£432	£490	4%
Went sightseeing and exploring areas	£731	£1,126	9%
Took part in hobbies and interests	£1,180	£679	6%
Took part in a health or wellbeing experience	£108*	£158*	1%
Attended a special event or celebration	£931	£1,115	9%
Attended an organised public event	£1,079	£1,395	12%
Went to an arts, cultural or entertainment experience	£199*	£311*	3%
Food and drink, a night out or speciality shopping	£1,765	£2,089	17%
Took part in leisure activities not mentioned above	£295*	£333*	3%
Total	£11,413	£11,970	-

- In GB, spend from Tourism Day Visits where visiting friends or family was the main activity made up 19% of the total spend in Q2 2023, accounting for £2.2bn. This was followed by spend from those going to a visitor attraction (£2.1bn) and visits for food and drink/a night out/speciality shopping (£2.1bn).

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data shows main activity. *Caution low base sizes. Growth rates not shown due to the degree of variability of the data.

England Tourism Day Visits – visits by main activity: Q2 2023

England Tourism Day Visits Main activity (million)	Q2 2022	Q2 2023	Q2 2023 % share of England
Visited friends or family	67	70	27%
Went to a visitor attraction	40	48	19%
Took part in sports or outdoor leisure activities	16	15	6%
Went sightseeing and exploring areas	16	22	9%
Took part in hobbies and interests	12	14	5%
Took part in a health or wellbeing experience	2*	2*	1%
Attended a special event or celebration	18	21	8%
Attended an organised public event	18	25	10%
Went to an arts, cultural or entertainment experience	5*	6*	2%
Food and drink, a night out or speciality shopping	28	28	11%
Took part in leisure activities not mentioned above	4*	7*	3%
Total	224	257	-

- For those visiting England on a Tourism Day Visit, the highest volume of visits were for trips to visit friends or family at 70 million visits (27% share). In line with GB, visits to a visitor attraction was the second most frequent visit within England at 48 million visits and 19% share.

England Tourism Day Visits – spend by main activity: Q2 2023

England Tourism Day Spend Main activity (£ million)	Q2 2022	Q2 2023	Q2 2023 % share of England
Visited friends or family	£2,549	£1,947	19%
Went to a visitor attraction	£1,623	£1,874	18%
Took part in sports or outdoor leisure activities	£403	£415	4%
Went sightseeing and exploring areas	£547	£957	9%
Took part in hobbies and interests	£1,071	£548	5%
Took part in a health or wellbeing experience	£90*	£149*	1%
Attended a special event or celebration	£799	£881	9%
Attended an organised public event	£893	£1,127	11%
Went to an arts, cultural or entertainment experience	£168*	£251*	2%
Food and drink, a night out or speciality shopping	£1,338	£1,765	17%
Took part in leisure activities not mentioned above	£216*	£317*	3%
Total	£9,697	£10,231	-

- Within England, 19% of spend came from those on a Tourism Day Visit to visit friends or family at £1.9bn spend. This was followed closely by spend from those who went to a visitor attraction (£1.9bn or 18% share) and those going for food and drink/a night out/speciality shopping which made up 17% of the total at £1.8bn.

GB Tourism Day Visits – visits and by type of destination: Q2 2023

GB Tourism Day Visits by type of destination (million)	Q2 2022	Q2 2023	Q2 2023 share of GB
Seaside or other coastal	23	21	7%
City/large town	110	134	46%
Small town	70	68	23%
Countryside	53	62	21%
Other/unspecified	5*	9	3%
Total	262	294	-

GB Tourism Day Visit spend by type of destination (£ million)	Q2 2022	Q2 2023	Q2 2023 share of GB
Seaside or other coastal	£660	£915	8%
City/large town	£5,783	£6,543	55%
Small town	£2,651	£2,384	20%
Countryside	£2,130	£1,898	16%
Other/unspecified	£189*	£229	2%
Total	£11,413	£11,970	-

- In Q2 2023, 46% of Tourism Day Visits in GB were to a city/large town. 23% of visits were to a small town and 21% went to the countryside.
- 55% of spend came from those visiting a city/large town as their main destination at £6.5bn. Visits where a small town was the main destination accounted for £2.4bn, one fifth of the total spend, followed by £1.9bn spent by those visiting the countryside (16% share).

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data shows main destination type. Table shows the total amount spent on trips of each main destination type, NOT the amount spent at each destination itself. *Caution low base sizes. Growth rates not shown due to the degree of variability of the data.

England Tourism Day Visits – visits and by type of destination: Q2 2023

England Tourism Day Visits by type of destination (million)	Q2 2022	Q2 2023	Q2 2023 share of England
Seaside or other coastal	19	17	7%
City/large town	92	120	47%
Small town	62	59	23%
Countryside	47	53	21%
Other/unspecified	5*	7*	3%
Total	224	257	-

England Tourism Day Visit spend by type of destination (£ million)	Q2 2022	Q2 2023	Q2 2023 share of England
Seaside or other coastal	£579	£732	7%
City/large town	£4,834	£5,736	56%
Small town	£2,259	£1,992	19%
Countryside	£1,848	£1,574	15%
Other/unspecified	£178*	£197*	2%
Total	£9,697	£10,231	-

- In Q2 2023, just under half (47%) of those taking a Tourism Day Visit in England went to a city/large town as their main destination. This was followed by those visiting a small town (23%) and those visiting the countryside (21%).
- 56% of spend came from those visiting a city/large town (as their main destination), 19% from those visiting a small town and 15% from those visiting the countryside.

Great Britain Day Visits Survey – VisitEngland, VisitScotland and Visit Wales. Data shows main destination type. Table shows the total amount spent on trips of each main destination type, NOT the amount spent at each destination itself. *Caution low base sizes. Growth rates not shown due to the degree of variability of the data.

Appendix

Alternative data, sample sizes and definitions



VisitEngland™

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

Alternative data

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.

Accommodation Occupancy

Every month, the England Occupancy Survey (EOS) measures bedroom and bedspace occupancy across the serviced accommodation sector, including mostly hotels, with a very small proportion of serviced apartments and larger B&Bs/guesthouses. Data is available back to 1997.

Short term rental data

VisitBritain receives monthly data from Transparent Intelligence which covers the overall supply of short term rental properties across the UK, performance metrics and the types of trips taking place.

Further data sources available to users may also be available from the Office for National Statistics (ONS) or other specific government departments such as the Department for Transport.

Sample (1)

Different types of day visits – Q2 2023 sample	3hr+ leisure day visits	Tourism Day Visits	Tourism Day Visits – Activities Core to Tourism
GB	8,558	3,254	1,178
England	6,669	2,609	937
Scotland	1,076	329	118
Wales	901	337	130

Tourism Day Visits - sample	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
TOTAL GB	1,384	2,547	2,037	2,052	2,499	3,074	2,836	2,263	3,254
England	1,118	1,950	1,548	1,621	1,828	2,507	2,263	1,805	2,609
Scotland					368				329
Wales					333				337

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

If the sample size is low you may find it helpful to consider looking at three year averages, or widening results by selecting fewer categories (however this is not yet possible with data from the new methodology as there is only two years of data so far).

Sample (2)

Tourism Day Visits - sample	Q2 2022	Q2 2023
TOTAL GB	2,499	3,254
England	1,828	2,609
Scotland	368	329
Wales	333	337

GB Tourism Day Visits - sample	April 2023	May 2023	June 2023
TOTAL GB	1,196	842	1,216
England	966	682	961

GB Tourism Day Visits - sample	Q2 2022	Q2 2023
Visited friends or family	727	863
Went to a visitor attraction	376	491
Took part in sports or outdoor leisure activities	155	216
Went sightseeing and exploring areas	194	275
Took part in hobbies and interests	144	179
Took part in a health or wellbeing experience	22	40
Attended a special event or celebration	186	265
Attended an organised public event	250	343
Went to an arts, cultural or entertainment experience	63	89
Food and drink, a night out or speciality shopping	320	420
Took part in leisure activities not mentioned above	62	73

GB Tourism Day Visits - sample	Q2 2022	Q2 2023
Seaside or other coastal	188	255
City/large town	1,133	1,472
Small town	632	806
Countryside	489	618
Other/unspecified	57	103

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

If the sample size is low you may find it helpful to consider looking at three year averages, or widening results by selecting fewer categories (however this is not yet possible with data from the new methodology as there is only two years of data so far).



Sample (3)

England Tourism Day Visits - sample	Q2 2022	Q2 2023
London	312	478
Rest of England**	1,499	2,123
North East	46	109
North West	262	352
Yorkshire & the Humber	172	210
West Midlands	181	293
East Midlands	157	197
East of England	243	264
South West	179	278
South East	255	405
Other/unspecified***	21	23

England Tourism Day Visits - sample	Q2 2022	Q2 2023
Visited friends or family	563	719
Went to a visitor attraction	269	413
Took part in sports or outdoor leisure activities	123	159
Went sightseeing and exploring areas	140	219
Took part in hobbies and interests	111	146
Took part in a health or wellbeing experience	13	33
Attended a special event or celebration	141	211
Attended an organised public event	172	250
Went to an arts, cultural or entertainment experience	45	66
Food and drink, a night out or speciality shopping	210	327
Took part in leisure activities not mentioned above	41	66

England Tourism Day Visits - sample	Q2 2022	Q2 2023
Seaside or other coastal	133	185
City/large town	797	1224
Small town	474	637
Countryside	379	486
Other/unspecified	45	77

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

If the sample size is low you may find it helpful to consider looking at three year averages, or widening results by selecting fewer categories (however this is not yet possible with data from the new methodology as there is only two years of data so far).

Rest of England is NET of all English regions and England National Parks - excluding London.*Other/unspecified - trips where main destination was England but part of trip was outside England and other/unspecified destinations.



Definitions (1/3)

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 trips 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 (2/3)

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 trips**.
- **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.

Destination Type

- **Seaside/coast** - combination of 'seaside coastline – a beach', 'seaside resort or town' and 'other coast'
- **Countryside** - combination of 'countryside' and 'village'
- **Other/unspecified** - includes 'don't know', 'missing' and 'other (please specify)'

English regions

- For geographical classification standard GB regions are used, as defined by the Office for National Statistics.
- In this report 'Other/unspecified' includes trips to English National parks, trips where main destination was England but part of trip was outside England and other/unspecified destinations.
- Regional data is presented where the main destination was England, therefore data should be noted as being attributed to the region from trips where the *main destination* was England. For example from slide 17: There were 5 million Tourism Day Visits to the North East where the main destination was England in the period Jan-Mar 2022.

Definitions (3/3)

Trip dates

Trips are assigned to reporting months/quarters based on full calendar week (7 day period) the day visit was taken. This report covers the period April 2023 to June 2023, with eligible trips taken during weeks from Monday 3rd April 2023 through to Sunday 2nd July 2023. For more details on methodology, please refer to the [Background Quality Report](#) (the latest version is for 2022), available [on our website](#).

Great Britain Day Visits Survey (GBDVS)

Estimates of the volume and value of domestic day visits taken by British residents in Great Britain in Q2 2023

Published 3rd October 2023



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



VisitEngland

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