



Great Britain Day Visits  
Survey | Quarter 2 2023 (April – June)

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# Domestic GB Tourism Statistics (Day Visits) Quarter 2 2023 (April – June)

## Introduction

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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.

These statistics are used to monitor domestic tourism demand and measure the contribution and impact of domestic tourism on the visitor economy. A key purpose of these statistics is to uncover insights into market trends over time. Changes in survey methodology introduced in 2021, together with the interruption in data collection due to COVID-19, mean that results published in this release are not directly comparable with data published for 2019 and previous years. Please see the 2022 Methodology and Quality Report and accompanying Background Quality Report for further details.

This report details the main estimates for the volume and value of domestic day visits taken by British residents in Scotland and Great Britain in Quarter 2 2023. The statistics published in this release cover the period from the beginning of April to the end of June 2023.

There are two main measures for day visits reported in this publication.

### **3 Hours or More Leisure Day Visits**

These are visits by adults and accompanied children that lasted for 3 hours or more, including travel time, to undertake one or more eligible leisure activities.

### **Tourism Day Visits**

These are a subset of 3 hours or more leisure day visits and to qualify as a tourism day trip they must meet the additional criteria of being undertaken less often than once a week and must include a visit to a place outside of the local authority where the trip started.

Detailed results for England and Wales are being published by [VisitEngland](#) and [Visit Wales](#).

These statistics are labelled as ‘experimental’ to enable testing and further modification to meet user needs. Further information on this is available on the [Office for National Statistics website](#).

## Key Points

### Day Visit Tourism Performance in Quarter 2 2023

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#### Summary of Scotland's Day Visit Tourism Performance in Quarter 2 2023 (April – June)

- Great Britain residents took 70.3 million leisure day visits lasting 3 hours or more in Scotland with £2.2 billion spent during these visits.
- 31% of leisure day visits taken in Scotland were tourism day visits. There were 21.7 million tourism day visits taken with an associated spend of approximately £0.9 billion.
- Approximately 9% of all GB 3 hours or more leisure day visits and 7% of tourism day visits included a visit in Scotland. The share of total GB spend was 9% for 3 hours or more leisure day visits and 8% for tourism day visits in Scotland.
- During the second quarter of 2023, trip volumes and expenditure were highest in June for both 3 hours or more leisure day visits as well as tourism day visits.
- The volume of day visits taken in Scotland and associated spend during the second quarter of 2023 was lower than during the second quarter of 2022. This was the case both for day visits lasting 3 hours or more and for tourism day visits.
- The average spend on 3 hours or more leisure day visits was £32 in Scotland compared to £34 average for leisure day visits taken in GB.
- The average spend for tourism day visits in Scotland was marginally higher at £42 compared to the GB average of £41.

#### Summary of Great Britain's Day Visit Tourism Performance in Q2 2023

- Great Britain residents took 760.0 million leisure day visits lasting 3 hours or more in Great Britain with £25.8 billion spent during these visits.
- 39% of leisure day visits in Great Britain were tourism day visits. There were 294.3 million tourism day visits taken in the first quarter of 2023 with an associated spend of £12.0 billion.
- During the first quarter of 2023, trip volumes and expenditure were highest in June for both 3 hours or more leisure day visits as well as tourism day visits.
- The volume of day visits and taken in GB and associated spend during the second quarter of 2023 was higher than during the first quarter of 2022, for both day visits lasting 3 hours or more and for tourism day visits.
- The average spend on 3 hours or more leisure day visits was £34 compared to £41 average for tourism day visits taken in Great Britain.

## Visits and Spend in GB Nations

### Quarter 2 2023 (April – June)

During April to June 2023, there were 760.0 million 3 hours or more leisure day visits taken in GB by British residents with a total expenditure of £25.8 billion. During the same period, there were 70.3 million 3 hours or more leisure day visits taken in Scotland with a total expenditure of £2.2 billion. Approximately 9% of all 3 hours or more leisure day visits by British residents were taken in Scotland, compared to 86% taken in England and 11% taken in Wales. The share of total spend in Scotland was 9%.

There were 294.3 million tourism day visits taken in GB by British residents in the second quarter of 2023 with an approximate expenditure of £12.0 billion. During the same period there were 21.7 million tourism day visits taken in Scotland with a spend of £0.9 billion. Tourism day visits accounted for 31% of 3 hours or more leisure day visits taken in Scotland and 41% of expenditure.

#### Total volume of leisure day visits and spend to each nation of Great Britain, Q2 2023

3 Hours or more Leisure Day Visits	GB	England	Scotland	Wales
Visits (millions)	760.0	655.9	70.3	42.9
% GB Visits	100%	86%	9%	6%
Spend (£ million)	£25,836	£22,091	£2,231	£1,515
% GB Spend	100%	86%	9%	6%

Source: Great Britain Day Visits Survey Q2 2023 (April – June)

Please note that the percentage of visits to each nation does not total 100% as respondents may have visited more than one nation within a visit.

#### Total volume of tourism day visits and spend to each nation of Great Britain, Q2 2023

Tourism Day Visits	GB	England	Scotland	Wales
Visits (millions)	294.3	257.5	21.7	17.8
% GB Visits	100%	87%	7%	6%
Spend (£ million)	£11,970	£10,231	£904	£835
% GB Spend	100%	85%	8%	7%

Source: Great Britain Day Visits Survey Q2 2023 (April – June)

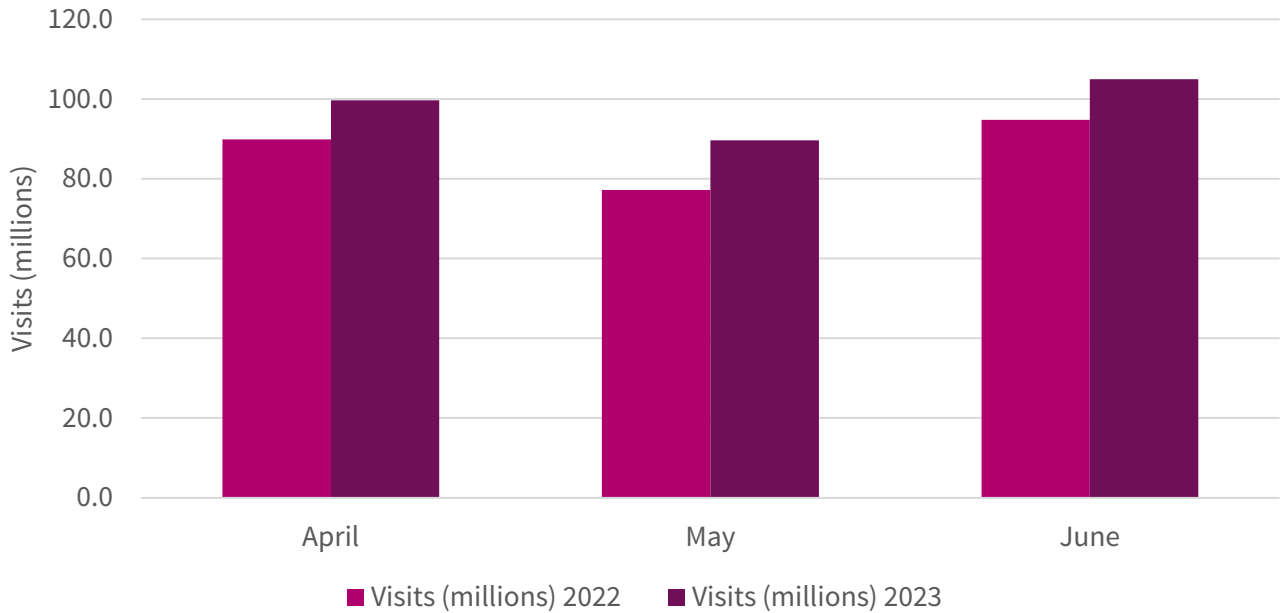
Please note that the percentage of visits to each nation does not total 100% as respondents may have visited more than one nation within a visit.



## INSIGHT DEPARTMENT: GBDVS Q2 2023

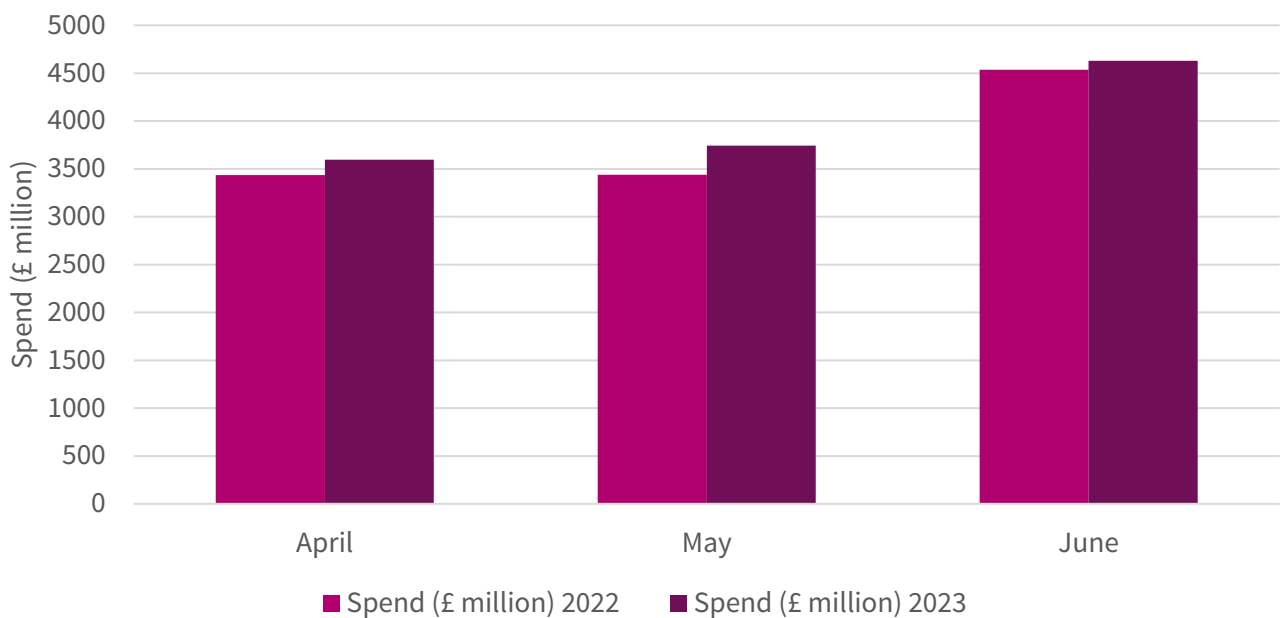
For GB, visit volumes were highest in June 2023 with 105.0 million tourism day visits taken during the month and an associated spend of £4.63 billion. Overall, the volume of day visits and associated spend was higher in the second quarter of 2023 compared to 2022.

### Volume of tourism day visits to GB by month of visit, April – June 2022 and 2023



Source: Great Britain Day Visits Survey Q2 2023 / Q2 2022 (April – June)

### Spend on tourism day visits to GB by month of visit, April – June 2022 and 2023



Source: Great Britain Day Visits Survey Q2 2023 / Q2 2022 (April – June)

## INSIGHT DEPARTMENT: GBDVS Q2 2023

### Tourism day visits and spend to GB by month of visit, April – June 2023

Month	Visits (millions)	Spend (£ million)
April 2023	99.7	3,597
May 2023	89.6	3,743
June 2023	105.0	4,630
<b>Total</b>	<b>294.3</b>	<b>11,970</b>

Source: Great Britain Day Visits Survey Q2 2023 (April – June)

### Tourism day visits and spend to GB by month of visit, April – June 2022

Month	Visits (millions)	Spend (£ million)
April 2022	89.9	3,436
May 2022	77.2	3,439
June 2022	94.8	4,538
<b>Total</b>	<b>261.8</b>	<b>11,413</b>

Source: Great Britain Day Visits Survey Q2 2022 (April – June)



# Domestic Day Visit Tourism Performance in Scotland, Quarter 2 2023 (April – June)

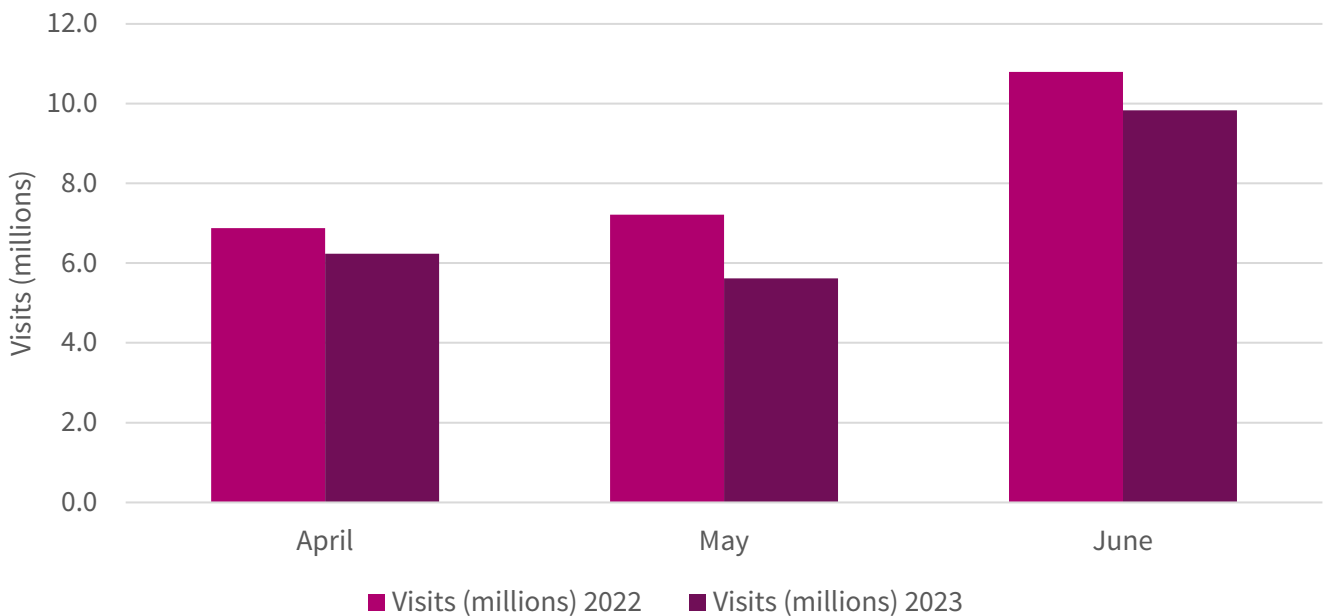
A total of 21.7 million tourism day visits were made to Scotland by residents of Great Britain in the first quarter of 2023 with a spend of approximately £0.9 billion. The average domestic tourism day visitor to Scotland in Q2 2023 spent on average £42 per visit. These estimates are based on a sample of 329 tourism day visits in Quarter 2.

Year	Visits (millions)	Spend (£ million)	Spend per trip
Q2 2023	21.7	£904	£42

Source: Great Britain Day Visits Survey Q2 2023 (April - June)

Visit volumes were highest in June 2023 with 9.8 million tourism day visits taken during the month and an associated spend of £904 million. Overall, the volume of day visits and associated spend was lower in the second quarter of 2023 compared to 2022.

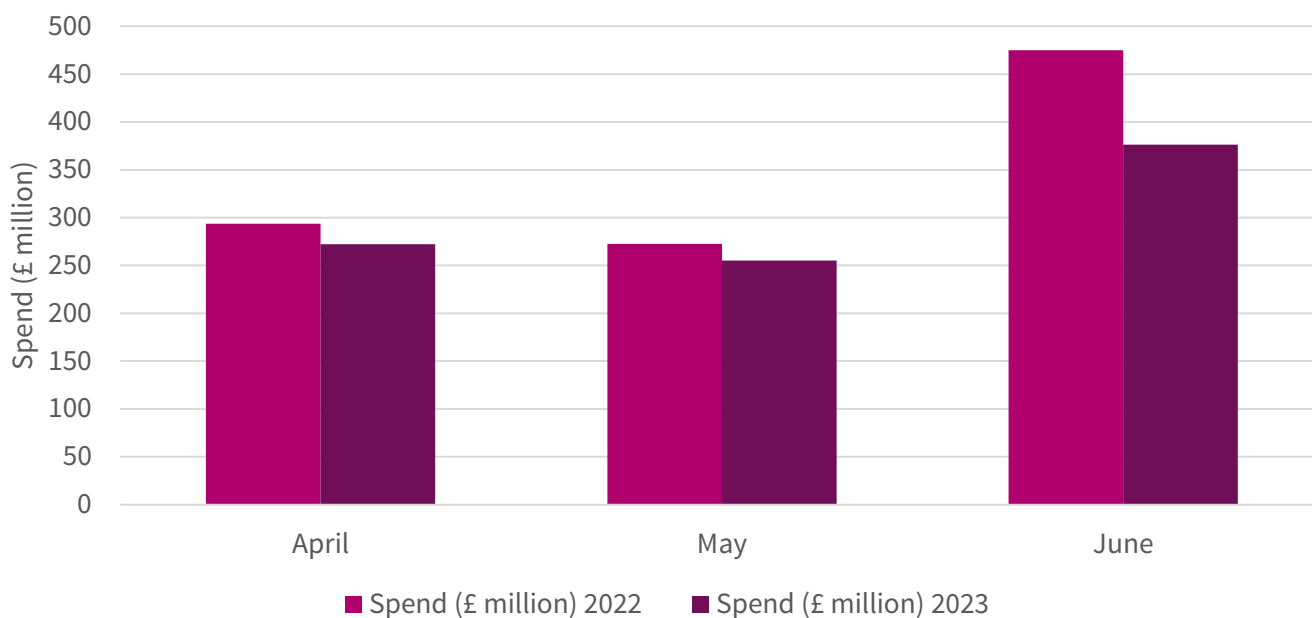
## Volume of tourism day visits to Scotland by month of visit, April – June 2022 and 2023



Source: Great Britain Day Visits Survey Q2 2023 / Q2 2022 (April – June)

## INSIGHT DEPARTMENT: GBDVS Q2 2023

### Spend on tourism day visits to Scotland by month of visit, April – June 2022 and 2023



Source: Great Britain Day Visits Survey Q2 2023 / Q2 2022 (April – June)

### Tourism day visits and spend to Scotland by month of visit, April – June 2023

Month	Visits (millions)	Spend (£ million)
April 2023	6.2	272
May 2023	5.6	255
June 2023	9.8	376
<b>Total</b>	<b>21.7</b>	<b>904</b>

Source: Great Britain Day Visits Survey Q2 2023 (April – June)

### Tourism day visits and spend to Scotland by month of visit, April – June 2022

Month	Visits (millions)	Spend (£ million)
April 2022	6.9	294
May 2022	7.2	273
June 2022	10.8	475
<b>Total</b>	<b>24.9</b>	<b>1,041</b>

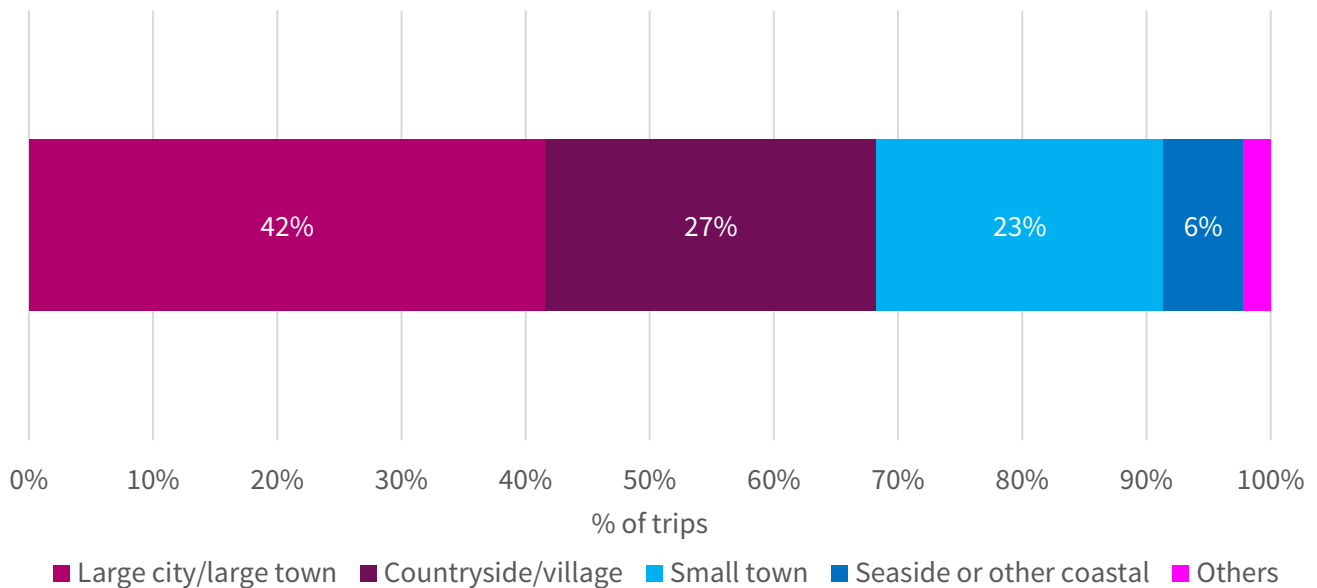
Source: Great Britain Day Visits Survey Q2 2022 (April – June)



## Visits Taken by Domestic Tourism Day Visitors in Scotland, Quarter 2 2023 (April – June)

Around two fifths (42%) of tourism day visits in the second quarter of 2023 were made to large cities or towns in Scotland. These types of locations also represented over half (52%) of tourism day visit associated spend. Countryside or village locations were the second most popular location type for tourism day visits (27%), followed by small towns (23%). However, small towns generated more associated spend on tourism day visits than countryside or village locations.

### Main location type visited on domestic tourism day visits in Scotland, Q2 2023 (April – June)



Source: Great Britain Day Visits Survey Q2 2023 (April – June)

Main location	Visits (millions)	Spend (£ million)
Large city/large town	9.0	533
Countryside/village	5.8	90
Small town	5.0	232
Seaside or other coastal*	1.4	38
Others*	0.5	11
<b>Total</b>	<b>21.7</b>	<b>904</b>

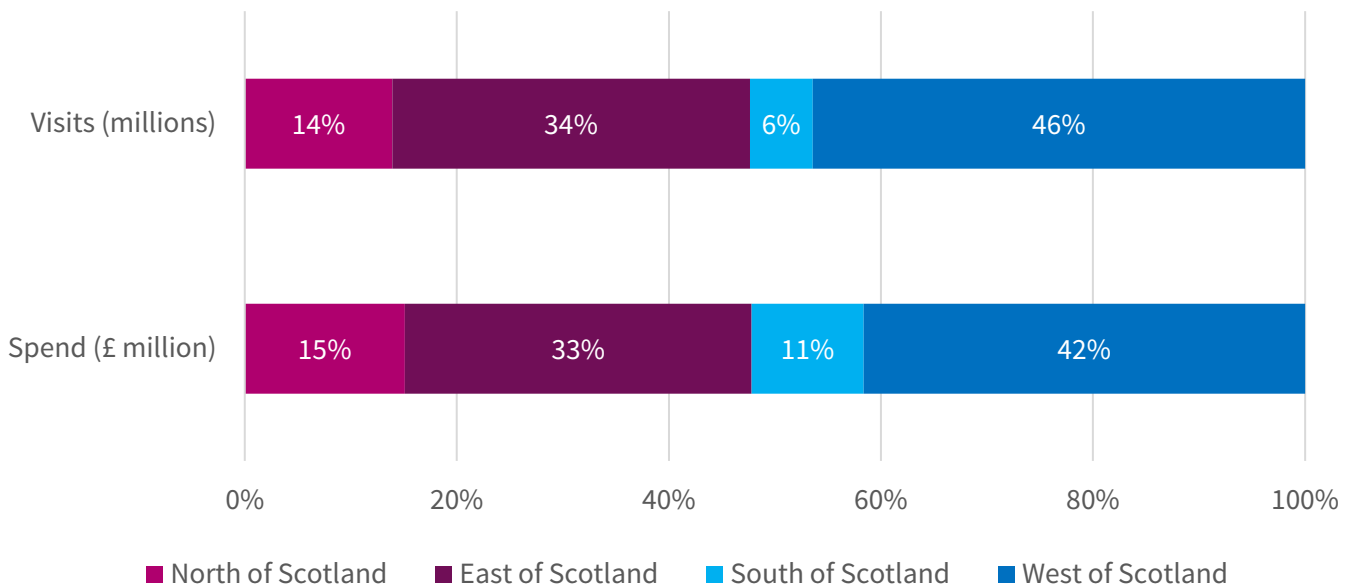
Source: Great Britain Day Visits Survey Q2 2023 (April – June)

\*Data based on a sample size lower than 30

## Main Region Visited

The West of Scotland was the most visited region in the second quarter of 2023, accounting for 46% of tourism day visits and 42% of associated spend. The East of Scotland saw around a third of both tourism day visits and spend. This pattern will be influenced by the relative population sizes of the regions of Scotland.

### Main region visited on domestic tourism day visits taken in Scotland, Q2 2023 (April – June)



Source: Great Britain Day Visits Survey Q2 2023 (April – June)

Main region	Visits (millions)	Spend (£ million)
North of Scotland	2.8	135
East of Scotland	6.8	292
South of Scotland**	1.2	94
West of Scotland	9.3	372
<b>Total*</b>	<b>20.1</b>	<b>894</b>

Source: Great Britain Day Visits Survey Q2 2023 (April – June)

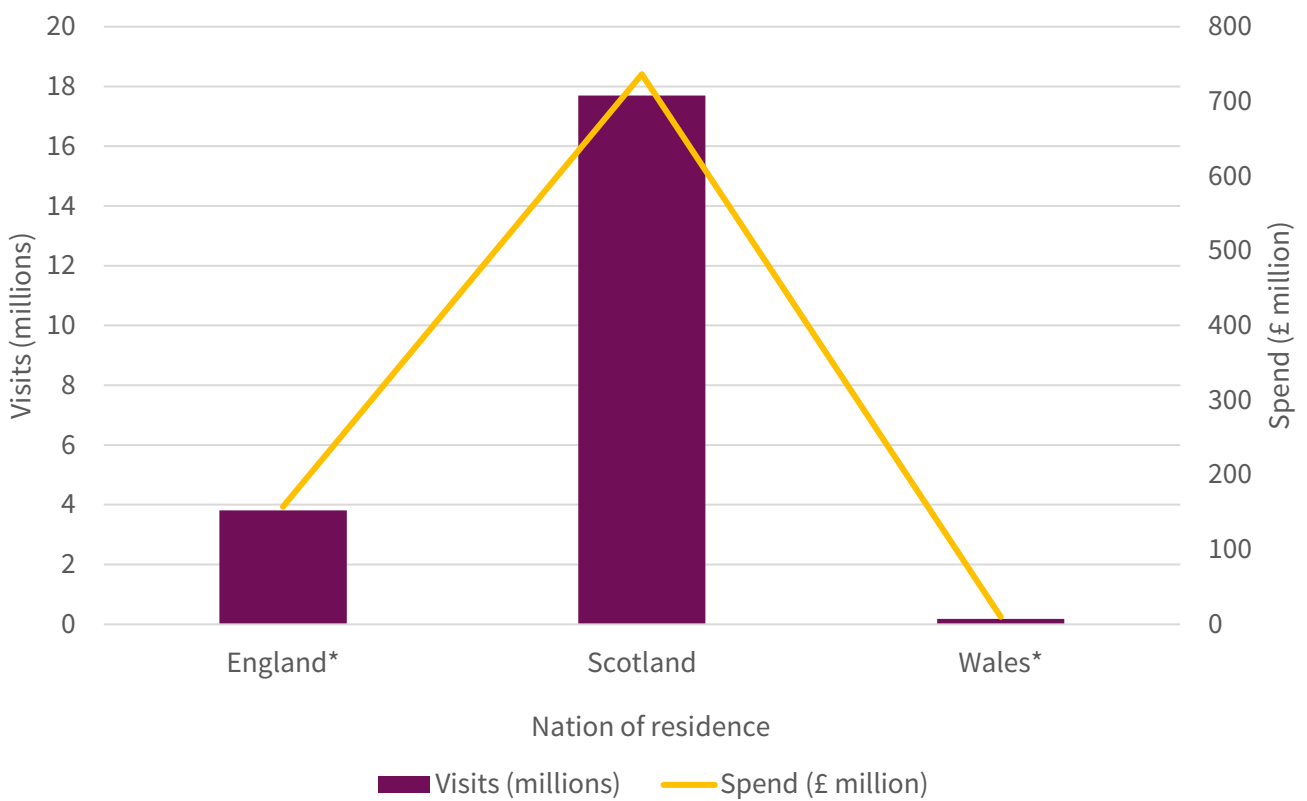
\*Please note that the main location visited may have been outside Scotland

\*\*Sample size lower than 30

# Who Took Domestic Tourism Day Visits in Scotland, Quarter 2 2023 (April – June)

Residents of Scotland generated the highest volume of tourism day visits and spend in Scotland, accounting for 82% of visits taken. The remaining day visits were made by residents of England, with comparatively very few visits from Welsh residents.

## Tourism day visits taken in Scotland by nation of residence, Q2 2023 (April – June)



Source: Great Britain Day Visits Survey Q2 2023 (April – June)

Nation of residence	Visits (millions)	Spend (£ million)
England*	3.8	157
Scotland	17.7	737
Wales*	0.2	10
<b>Total</b>	<b>21.7</b>	<b>904</b>

Source: Great Britain Day Visits Survey Q2 2023 (April – June)

\*Data based on a sample size lower than 30

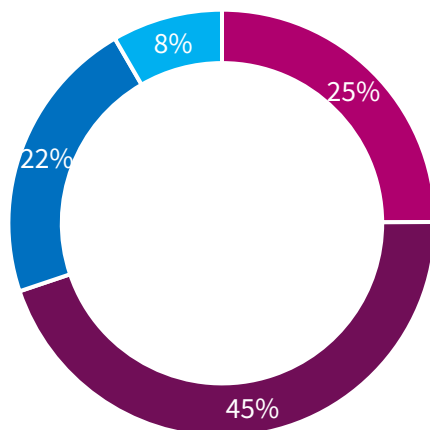
## Life stage

In the second quarter of 2023, families accounted for the highest proportion of tourism day visits and spend in Scotland, followed by pre-nesters. Visitors of retirement age generated the lowest proportions of visits and spend to Scotland in Q2 2023.

Definitions of segments	
Pre-Nesters	16-34, no children
Families	16-64, with children
Older Independents	35-64, no children
Retirement Age	65+

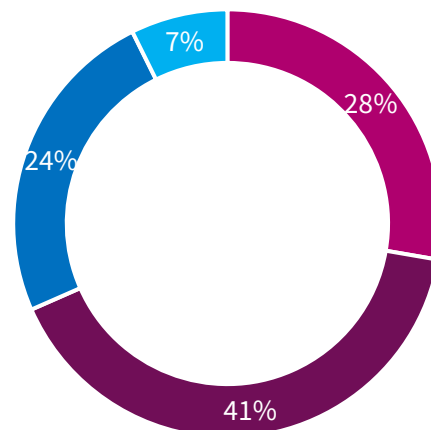
Please note the definition of life stages has been amended from previously published reports to bring consistency between Scotland, England and Wales reporting. Pre-Nesters remains the same, but changes have been made to the definition of Families, Older Independents and Empty Nesters (terminology has also been changed to Retirement Age).

Life stage of visitors on tourism day visits taken in Scotland, Q2 2023 (April – June)



■ Pre-Nesters ■ Families  
■ Older Independents ■ Retirement Age

Spend on tourism day visits in Scotland by visitor life stage, Q2 2023 (April – June)



■ Pre-Nesters ■ Families  
■ Older Independents ■ Retirement Age

Source: Great Britain Day Visits Survey Q2 2023 (April – June)

Tourism day visits and spend in Scotland by visitor life stage, Q2 2023 (April – June)

Life stage	Visits (millions)	Spend (£ million)
Pre-Nesters	5.4	250
Families	9.7	368
Older Independents	4.7	219
Retirement Age	1.8	66
<b>Total</b>	<b>21.7</b>	<b>904</b>

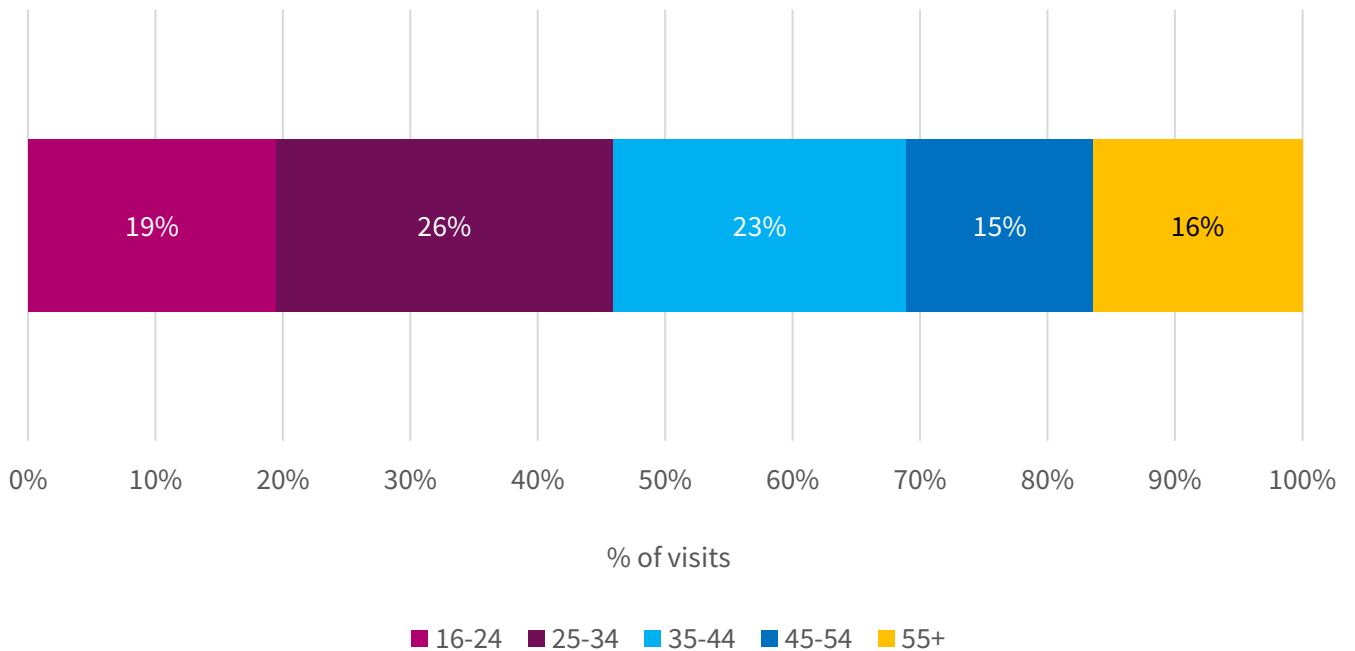
Source: Great Britain Day Visits Survey Q2 2023 (April – June)



# Age

Most tourism day visits in Scotland were made by people under the age of 45 (69%). Visitors aged between 25 and 34 generated the highest amount of spend.

## Age of visitors on domestic tourism day visits taken in Scotland, Q2 2023 (April – June)



Source: Great Britain Day Visits Survey Q2 2023 (April – June)

Age group	Visits (millions)	Spend (£ million)
16-24	4.2	113
25-34	5.7	297
35-44	5.0	206
45-54	3.2	164
55+	3.6	123
<b>Total</b>	<b>21.7</b>	<b>904</b>

Source: Great Britain Day Visits Survey 2023 (April – June)

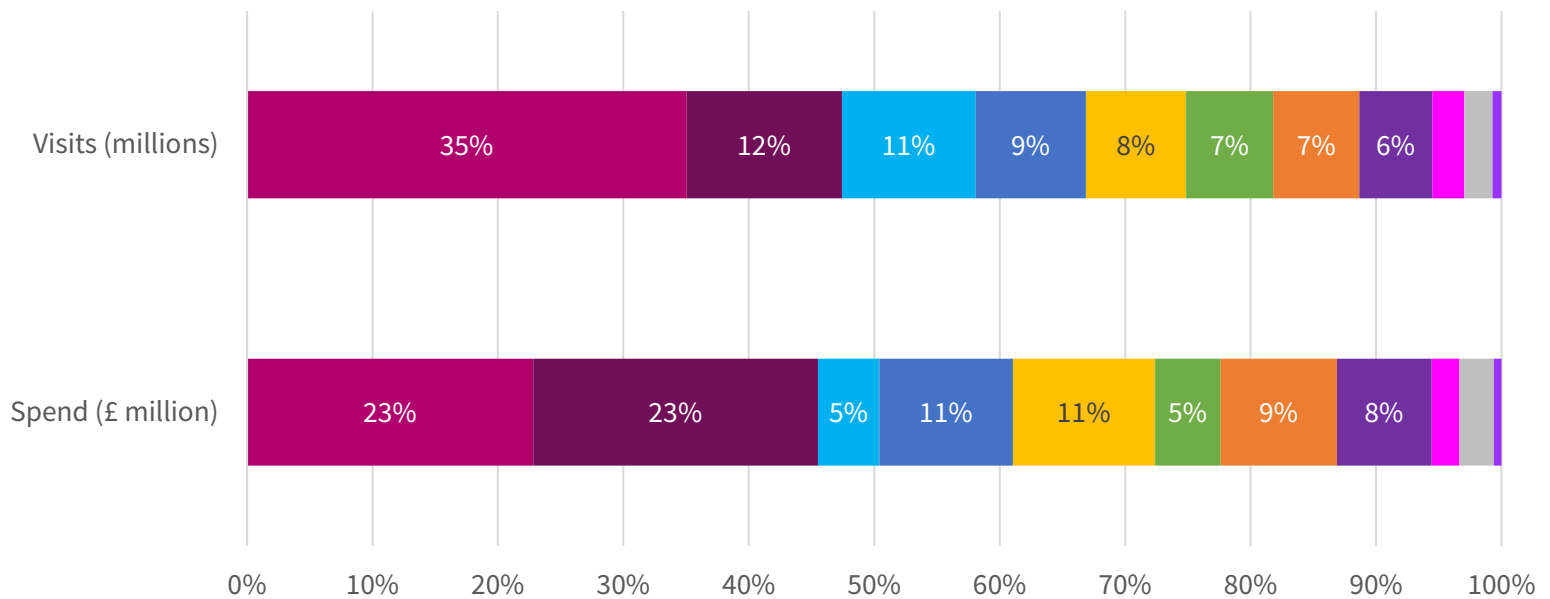
# Activities undertaken as part of a domestic 3 hours or more Leisure Visit\*

in Scotland, Quarter 2 2023 (April – June)

\*Please note that sample size limitations mean that activity data for Tourism Day Visits cannot be provided quarterly

More than a third (35%) of 3 hours or more leisure day visits in Scotland were to see friends or relatives. This activity also generated the highest proportion of spend, along with those who went out for food or drink.

## Most popular activities undertaken as part of a 3 hours or more leisure visit in Scotland, Q2 2023 (April – June)



- Visited friends or relatives
- Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly, such as clothes, electronics, jewellery, souvenirs etc.)
- Took part in outdoor leisure activities and sports (such as walking, cycling etc.)
- Went to a visitor attraction such as a historic house, theme park, museum, etc.
- Took part in hobbies and interests
- Went sightseeing and exploring areas
- Attended a special event or celebration of personal nature (such as wedding, birthday, anniversary etc.)
- Attended an organised public event (such as exhibition, concert, fair, live sport etc.)
- Took part in other leisure activities
- Went to an arts, cultural or entertainment experience (such as museum, gallery, cinema etc.)
- Took part in a health or wellbeing experience (such as spa, retreat, gym etc.)

Most popular activities undertaken as part of a 3 hour or more leisure visit in Scotland,  
Q2 2023 (April – June)

Activities	Visits (millions)	Spend (£ million)
Visited friends or relatives	24.6	509
Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. such as clothes, electronics, jewellery, souvenirs etc.)	8.7	506
Took part in outdoor leisure activities and sports (such as walking, cycling etc.)	7.5	109
Went to a visitor attraction (such as a historic house, theme park, museum, etc.)	6.2	237
Took part in hobbies and interests	5.6	253
Went sightseeing and exploring areas	4.9	117
Attended a special event or celebration of personal nature (such as wedding, birthday, anniversary etc.)	4.8	206
Attended an organised public event (such as exhibition, concert, fair, live sport etc.)	4.1	169
Took part in other leisure activities*	1.8	49
Went to an arts, cultural or entertainment experience (such as museum, gallery, cinema etc.)*	1.6	61
Took part in a health or wellbeing experience (such as spa, retreat, gym etc.)*	0.5	14
<b>Total</b>	<b>70.3</b>	<b>2,231</b>

Source: Great Britain Day Visits Survey Q2 2023 (April – June)

\*based on a sample size less than 30



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