

A large, stylized purple flower graphic is positioned on the left side of the page. It features a central circular element with a three-lobed shape inside, surrounded by several curved petals and a stem with leaves. The entire graphic is rendered in a lighter shade of purple against the darker purple background.

*Visit
Scotland* | *Alba*TM

**DOMESTIC TOURISM
UPDATE:
DAY VISITS Q1 2025**

June 2025

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Domestic Tourism Update: Day Visits Q1 2025

1.1 Introduction

The statistics in this release are based on Great Britain Tourism Survey (GBTS). The GBTS is a national consumer survey which includes two core domestic modules, overnight trips and day visits. It measures the volume and value of domestic tourism by residents of Great Britain. This report focuses on the domestic tourism day visit statistics for the first quarter of 2025 (January to March) for Scotland. Detailed results for England and Wales are published by [VisitEngland](#) and [Visit Wales](#).

Statistics from GBTS 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 from 2022, 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.

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

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.

1.2 Domestic Day Visit Performance in Great Britain and Scotland

Quarter One (January to March) 2025

- In the first quarter of 2025, there were 580 million leisure day visits in Great Britain lasting three hours or more, with an associated spend of £23 billion. Of these visits, 210 million were tourism day visits which generated £11 billion.
- The volume of leisure and tourism day visits in Great Britain both saw a 9% decrease when compared to the same quarter of 2024. Associated spend also decreased (-9% for leisure day visits and -11% for tourism day visits). This led to a drop in average spend per leisure visit from £41 in Q1 2024 to £39 in Q1 2025, and for spend per tourism day visit (£52 to £50).
- There were 56.6 million leisure day visits in Scotland lasting three hours or more, with an associated spend of £2 billion. This represents a 10% share of Great Britain leisure day visit volume and 9% of leisure day visit value. Of these visits, 16.5 million were tourism day visits which generated £884 million. This represents a 7% share of both Great Britain tourism day visit volume and value.
- When comparing with the first quarter of 2024, volume of both leisure day visits and tourism day visits had decreased (by 18% and 11% respectively). This was also the case for expenditure (spend on leisure day visits -21% and on tourism day visits -15%). As a result, the average spend per visit for both visit types decreased year on year (from £36 in Q1 2024 to £35 in Q1 2025 for leisure day visits and from £56 to £53 for tourism day visits).
- While tourism day visits in Scotland made by younger independents and families decreased in Q1 2025 compared with Q1 2024, the highest visit proportion of visitor volume and spend was still made by families (38% and 47% respectively).

2. DOMESTIC DAY VISITS AND SPEND IN GREAT BRITAIN

2. Domestic Day Visits and Spend in Great Britain, Q1 2025

- In the first quarter of 2025, there were 580 million leisure day visits in Great Britain lasting three hours or more, with an associated spend of £23 billion. Of these visits, 210 million were tourism day visits which generated £11 billion.
- The volume of leisure and tourism day visits in Great Britain saw a 9% decrease when compared to the same quarter of 2024. Associated spend* for both visit types had also decreased, leading to a drop in average spend per visit of £2 for each.
- Leisure day visits in Scotland represented a 10% share of Great Britain leisure day visit volume and 9% of leisure day visit value.
- Tourism day visits in Scotland represented an 8% share of both Great Britain tourism day visit volume and value.

Domestic day visits and spend in Great Britain, year on year comparison

	Leisure day visits (millions)	Spend (£ million)	Spend per leisure day visit	Tourism day visits (millions)	Spend (£ million)	Spend per tourism day visit
Q1 2025	580.0	22,576	£39	209.5	10,569	£50
Q1 2024	635.0	26,154	£41	230.8	11,888	£52
% change	-9%	-14%	-6%	-9%	-11%	-2%

Source: Great Britain Tourism Survey: Day Visits (January to March 2025)

3. DOMESTIC DAY VISITS AND SPEND IN SCOTLAND

Domestic Day Visits and Spend in Scotland, Q1 2025

3.1 Annual comparison

- During the first quarter of 2025, there were 56.6 million leisure day visits in Scotland lasting three hours or more, with an associated spend of £2 billion. Of these visits, 16.5 million were tourism day visits which generated £884 million.
- When comparing with the first quarter of 2024, volume of both leisure day visits and tourism day visits had decreased (by 18% and 11% respectively). This was also the case for expenditure*, with spend on leisure day visits declining by 21% for leisure day visits and on tourism day visits by 15%. As a result, the average spend per visit for both visit types decreased by 4% year on year.

Domestic day visits and spend in Scotland, year on year comparison

	Leisure day visits (millions)	Spend (£ million)	Spend per leisure day visit	Tourism day visits (millions)	Spend (£ million)	Spend per tourism day visit
Q1 2025	56.6	1,971	£35	16.5	884	£53
Q1 2024	69.0	2,505	£36	18.5	1,035	£56
% change	-18%	-21%	-4%	-11%	-15%	-4%

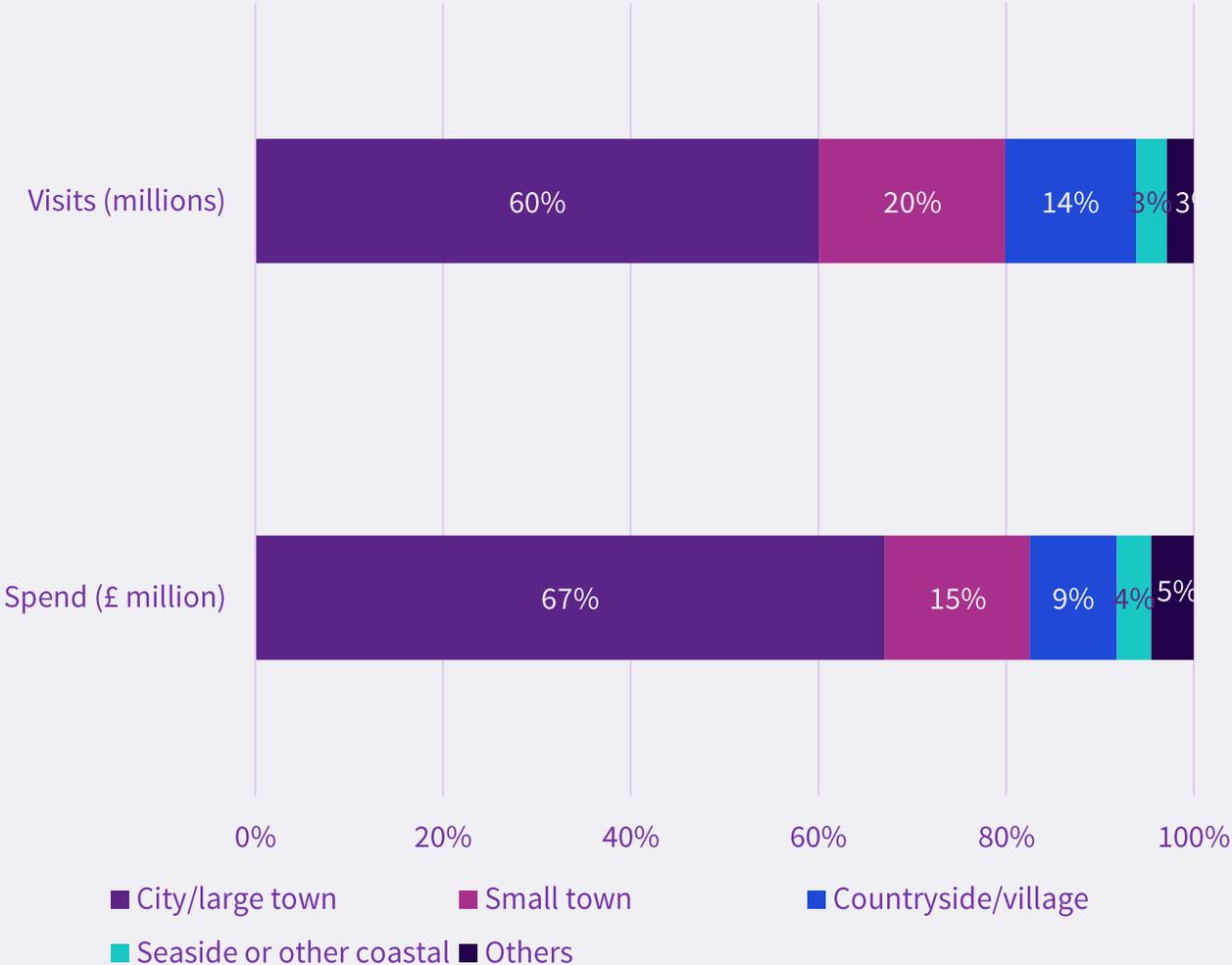
4. DOMESTIC TOURISM DAY VISITS IN SCOTLAND: VISIT CHARACTERISTICS

Domestic Tourism Day Visits in Scotland: Trip Characteristics

4.1 Main location visited

The main location type visited during the first quarter of 2025 for 60% of tourism day visits in Scotland was cities or large towns. These main location types generated two thirds of spend in this quarter. Small towns were the next most common location type, representing 20% of visits and 15% of spend. Countryside or village locations were the main type visited for 14% of trips and 9% of associated spend, whereas seaside locations were the main type visited for 3% of visits, generating 4% of spend.

The average spend per tourism day visit was highest for those where the main location was cities / large towns (£60) or seaside / coastal areas (£59). Average spend per visit in small towns was £42 whereas countryside/village main locations generated an average spend of £36 per visit.



Source: Great Britain Tourism Survey: Day Visits (January to March 2025)

Domestic Tourism Day Visits in Scotland: Trip Characteristics

4.1 Main location type visited – comparison with the previous year

In 2024, all main location types saw a comparative decrease in domestic tourism day visits, with small towns experiencing the biggest decline at -27%. While expenditure on tourism day visits remained comparatively stable for city or large towns, all other main location types saw a decrease in associated spend when compared with Q1 2024.

Main location type	Tourism Day Visits (millions)	Change from Q1 2024	Spend (£ million)	Change from Q1 2024
City or large town	9.9	-6%	593	-2%
Small town	3.3	-27%	136	-34%
Countryside or village	2.3	-11%	82	-39%
Seaside or other coastal*	0.5	--	33	--
Others*	0.5	--	40	--
Total	16.5	-11%	884	-15%

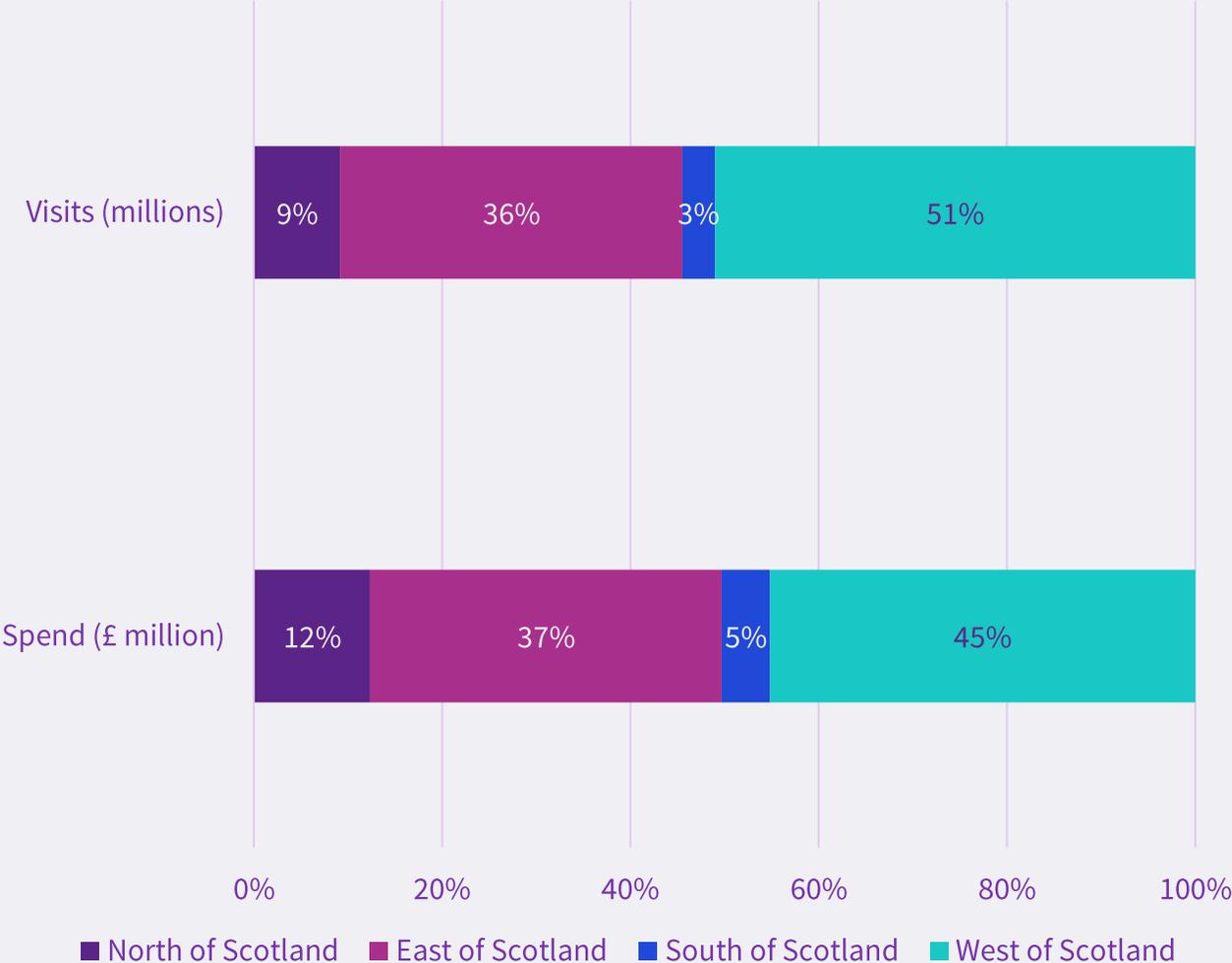
*Results are based on a respondent base lower than 30, therefore year on year comparisons have not been provided. Data for these categories should be interpreted with caution.

Domestic Tourism Day Visits in Scotland: Trip Characteristics

4.2 Main region* visited

The West of Scotland was the main region visited for around half (51%) of domestic tourism day visits in Scotland during Q1 2025. This region also generated the highest proportion of associated spend at 45%. The next most common main region for tourism day visits was the East of Scotland, with 36% of visits and 37% of spend. The North of Scotland was the main region visited for 9% of domestic tourism day visits, with a 12% share of spend. The South of Scotland had a 3% share of domestic tourism day visits and 5% of spend.

In terms of spend per tourism day visit, the average was lowest for visits where the West of Scotland was the main region visited at £48. For visits where the East was the main region, average spend per tourism day visit was £55. Averages were much higher for the North (£72) and South of Scotland (£80) however these results are based on a sample of less than 30 respondents so should be treated with caution.



Domestic Tourism Day Visits in Scotland: Trip Characteristics

4.2 Main region visited – comparison with the previous year

With the exception of the West of Scotland, volume of domestic tourism day visits had decreased across all main regions visited in Q1 2025 when compared with Q1 2024. When comparing spend to main regions visited, the East and South of Scotland remained comparatively stable between Q1 2024 and Q1 2025. The North and West of Scotland both saw decreases in spend (-35% and -20% respectively).

Main region	Tourism Day Visits (millions)	Change from Q1 2024	Spend (£ million)	Change from Q1 2024
North of Scotland*	1.5	--	109	--
East of Scotland	6.0	-13%	330	3%
South of Scotland*	0.6	--	46	--
West of Scotland	8.4	2%	399	-20%
Total	16.4	-10%	884	-14%

Source: Great Britain Tourism Survey: Day Visits (January to March 2025)

*Results are based on a respondent base lower than 30, therefore year on year comparisons have not been provided. Data for these categories should be interpreted with caution.

This question references the main region visited and is not representative of all places visited. Please note that the main region visited may have been outside of Scotland.

Definitions of these regional breakdowns can be found in the appendix.

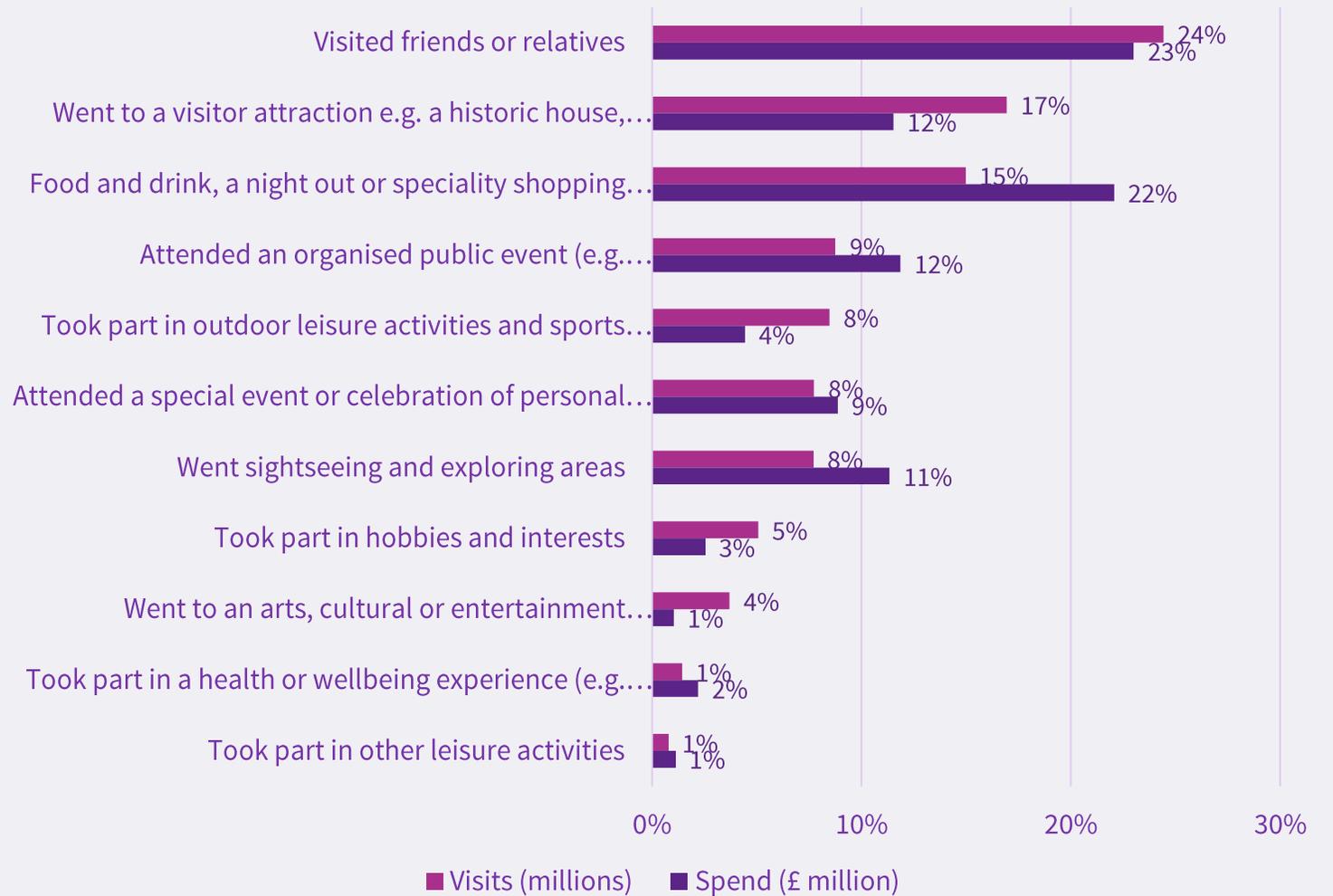
Domestic Tourism Day Visits in Scotland: Trip Characteristics

4.3 Main activities undertaken

The main activities undertaken on domestic tourism day visits during Q1 2025 were visiting friends or family, going to a visitor attraction and food and drink/night out/speciality shopping.

The highest proportion of tourism day visit spend in this quarter was generated by visits where the main activity visiting friends and relatives, followed by food and drink, a night out or speciality shopping.

Average spend per Q1 2025 tourism day visit was particularly high for the main activities of health and wellbeing experiences (£82), food and drink, night out or speciality shopping (£79) and sightseeing and exploring areas (£79).



Domestic Tourism Day Visits in Scotland: Trip Characteristics

4.3 Main activities undertaken – comparison with the previous year

While prevalence of most activities had decreased from Q1 2024 to Q1 2025, tourism day visits where the main activity was visiting attractions had increased year on year (+27%). This was also the case for spend associated with these tourism day visits (+17% compared with Q1 2024). Spend on tourism day visits where the main activity was food and drink, a night out or speciality shopping remained stable year on year, whereas it had increased when the main activity was visiting friends or relatives (4%).

Main activity undertaken	Tourism Day Visits (millions)	Change from Q1 2024	Spend (£ million)	Change from Q1 2024
Visited friends or relatives	4.0	-18%	203	4%
Went to a visitor attraction	2.8	27%	102	17%
Food and drink, a night out or speciality shopping	2.5	-13%	195	0%
Attended an organised public event*	1.4	--	105	--
Took part in outdoor leisure activities and sports*	1.4	--	39	--
Attended a special event or celebration of personal nature*	1.3	--	78	--
Went sightseeing and exploring areas*	1.3	--	100	--
Took part in hobbies and interests*	0.8	--	23	--
Went to an arts, cultural or entertainment experience*	0.6	--	9	--
Took part in a health or wellbeing experience*	0.2	--	19	--
Took part in other leisure activities*	0.1	--	10	--

*Results are based on a respondent base lower than 30, therefore year on year comparisons have not been provided. Data for these categories should be interpreted with caution.

Source: Great Britain Tourism Survey: Day Visits (January to March 2025)

5. DOMESTIC TOURISM DAY VISITS IN SCOTLAND: VISITOR CHARACTERISTICS

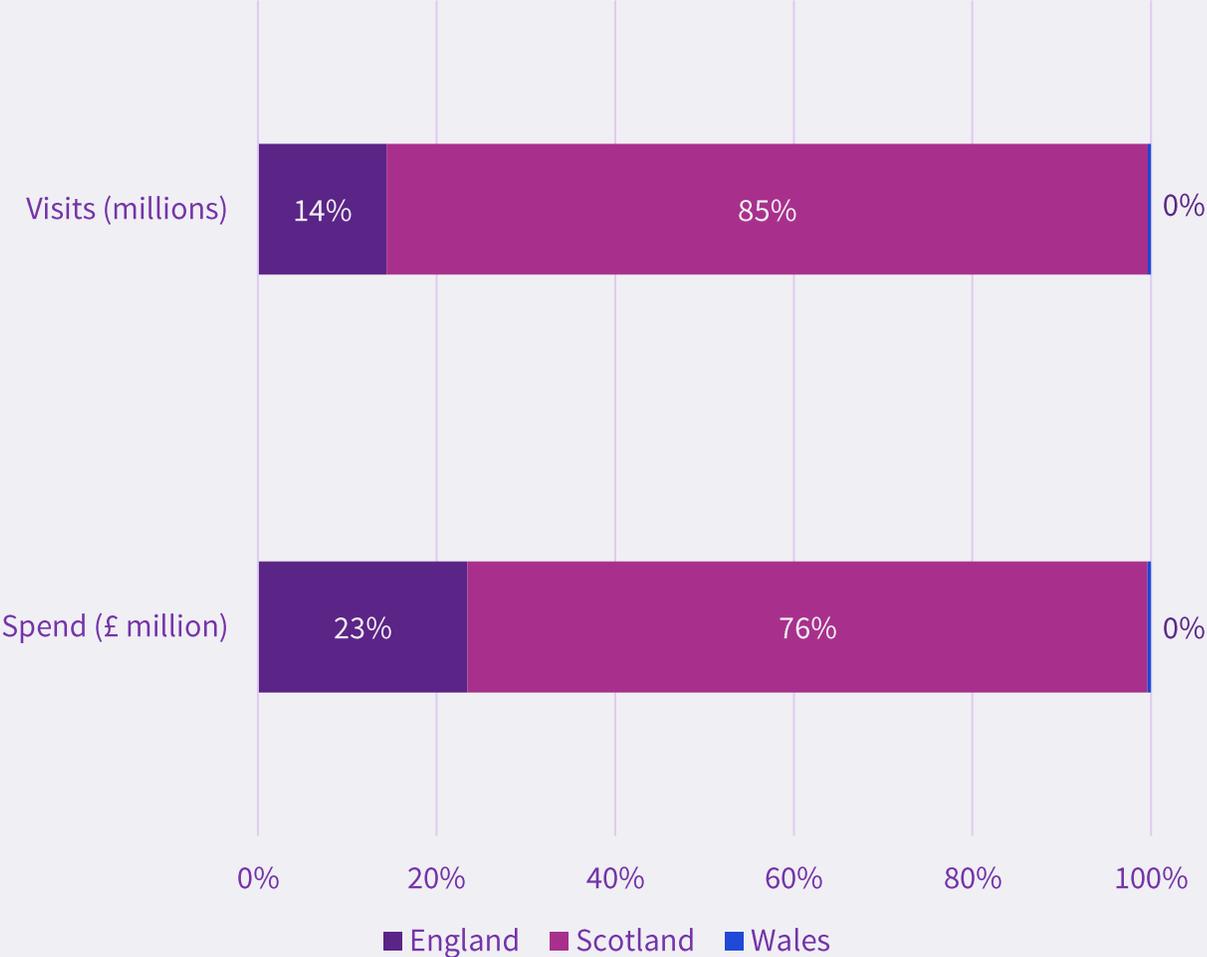
Domestic Tourism Day Visits in Scotland: Visitor Characteristics

5.1 Nation of residence

The majority of domestic tourism day visits in Scotland are taken by Scottish residents, who generated 85% of visit volume and 76% of associated spend during Q1 of 2025. While English residents represented 14% of tourism day visits, they generated around 25% of spend. Welsh residents represented 0.4% of Q1 2025 tourism day visits and spend in Scotland.

On average, English residents spent the most per domestic tourism day visit in Scotland at £87. Average spend per visit by Welsh residents was £58, whereas Scottish residents spend the least on average during a tourism day visit at £48.

Please note that tourism day visit figures for residents of both England and Wales are based on a sample size of less than 30, so results must be treated as indicative only.



Source: Great Britain Tourism Survey: Day Visits (January to March 2025)

Domestic Tourism Day Visits in Scotland: Visitor Characteristics

5.1 Nation of residence – comparison with the previous year

Domestic tourism day visits in Scotland made by both English and Scottish residents decreased in Q1 2025 when compared with Q1 2024. While Welsh residents represented a minimum of tourism day visits and spend in Scotland, they contributed 63,000 to the overall volume and £4 million to the overall value.

Nation of Residence	Tourism Day Visits (millions)	Change from Q1 2024	Spend (£ million)	Change from Q1 2024
England*	2.4	--	208	--
Scotland	14.1	-12%	673	-15%
Wales*	0.1	--	4	--
Total	16.5	-11%	884	-15%

*Results are based on a respondent sample lower than 30, therefore year on year comparisons have not been provided. Data for these categories should be interpreted with caution.

Domestic Tourism Day Visits in Scotland: Visitor Characteristics

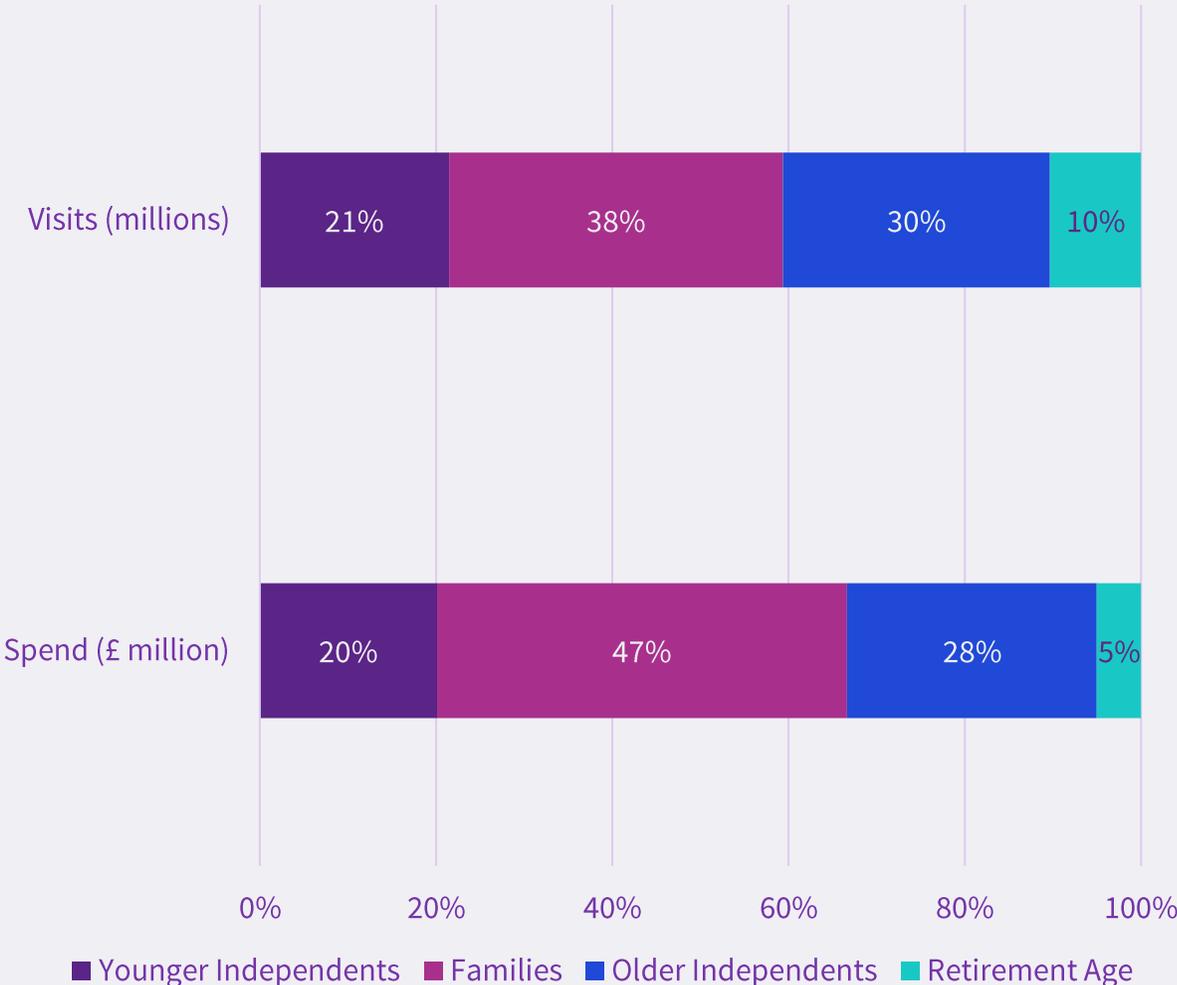
5.2 Life stage

During Q1 2025, families represented the highest proportion of domestic tourism day visits (38%) and spend (47%). Older independents 30% of tourism day visits and 28% of spend, whereas younger independents represented around a fifth of both visits and spend. Those of retirement age were the lowest proportion of tourism day visits and spend at 10% and 5% respectively, although these results are based on a low sample size for this group.

The highest average spend per tourism day visit was made by families at £66. Older and younger independents spent at a similar level to the national average (both £50 compared with £53).

Definitions of life stage segments

- Younger independents: Aged 16 to 34 with no children in household
- Families: Aged 16 to 64 with children in household
- Older independents: Aged 35 to 64 with no children in household
- Retirement age: Aged 65+



Source: Great Britain Tourism Survey: Day Visits (January to March 2025)

Domestic Tourism Day Visits in Scotland: Visitor Characteristics

5.2 Life stage – comparison with the previous year

During Q1 of 2025, domestic tourism day visits in Scotland made by younger independents and families decreased when compared with Q1 2024. This pattern was the same for associated spend, with younger independents decreasing by a higher proportion than families for both measures. Volume of tourism day visits was stable for older independents year on year, however associated spend had increased by a third.

Life Stage	Tourism Day Visits (millions)	Change from Q1 2024	Spend (£ million)	Change from Q1 2024
Younger Independents	3.6	-36%	178	-42%
Families	6.3	-11%	411	-14%
Older Independents	5.0	3%	251	36%
Retirement Age*	1.7	--	44	--
Total	16.5	-11%	884	-15%

*Results are based on a respondent sample lower than 30, therefore year on year comparisons have not been provided. Data for these categories should be interpreted with caution.

6. APPENDIX: METHODOLOGY AND QUALITY

Methodology and Quality

Definitions

There are two main measures for day visits used in this report.

- **3 Hours or more Leisure Day Visits:** Trips by adults and accompanied children that lasted for 3 or more hours including travel time to undertake 1 or more eligible leisure activities. All overnight visits are excluded as are day visits from a holiday accommodation base.
- **Tourism Day Visits:** These are a subset of 3 hours or more leisure day visits and to qualify as a tourism day visit, they must meet the additional criteria of being undertaken less often than once a week and they must include a visit to a place outside of the local authority where the visit started. The requirement to travel to a different local authority covers most activities with the exception of visits where the main activity is watching live sports events, going to visitor attractions and going to public events that qualify as tourism day visits even if they are undertaken within the same local authority.

Other definitions used in this publication

- **Volume:** an estimate of what the grossed-up number of day visits undertaken by the population would be if the survey sample is representative of the whole GB population.
- **Value:** an estimate of what the total expenditure relating to the volume of day visits undertaken by the population would be if the survey sample is representative of the whole GB population.

Methodology and Quality

Definitions (continued)

Regions of Scotland

The high-level regions described in this report are made up of the following Local Authorities:

- **North of Scotland:** Aberdeen City, Aberdeenshire, Highland, Moray, Orkney Islands, Shetland Islands and Western Isles (Na h-Eileanan Siar)
- **East of Scotland:** Angus, City of Edinburgh, Dundee City, East Lothian, Fife, Midlothian, Perth & Kinross and West Lothian
- **South of Scotland:** Dumfries & Galloway and Scottish Borders
- **West of Scotland:** Argyll & Bute, Clackmannanshire, East Ayrshire, East Dunbartonshire, East Renfrewshire, Falkirk, Glasgow City, Inverclyde, North Ayrshire, North Lanarkshire, Renfrewshire, South Lanarkshire, South Ayrshire, Stirling and West Dunbartonshire

Life stage segments

- **Younger independents:** Aged 16 to 34 with no children in household
- **Families:** Aged 16 to 64 with children in household
- **Older independents:** Aged 35 to 64 with no children in household
- **Retirement age:** Aged 65+

These qualifying criteria and definitions have been revised to align with agreed international standards which impacts on comparability of the published domestic overnight tourism estimates for 2022 onwards with those published for 2019 and previous years.

Methodology and Quality

Definition of eligible leisure activities

- Visited friends or relatives
- Went to a visitor attraction e.g. a historic house, theme park, museum, etc.
- Took part in sports or outdoor leisure activities
- Went sightseeing and exploring areas
- Took part in hobbies and interests
- Took part in a health or wellbeing experience
- Attended a special event or celebration (e.g. wedding, birthday etc.)
- Attended an organised public event (e.g. exhibition, live sport etc.)
- Went to an arts, cultural or entertainment experience (e.g. museum etc)
- Food and drink, a night out or speciality shopping

Methodology and Quality

Methodology

The GBTS is a national consumer survey conducted online with residents of Great Britain on their trip taking activity. Survey respondents are sourced from 4 ESOMAR accredited online panel providers and includes quotas for key demographic variables and region of residence to make the overall sample as representative as possible of GB population. The target annual sample size for GBTS is 60,000 completed interviews for overnight visits and 35,000 completed interviews for day visits.

As part of the survey changes, a revised weighting scheme has been introduced to improve efficiency, whilst making the results as representative as possible of the GB population. However, the use of a non-probability online sample limits the extent to which the survey responses are truly representative of the full GB population, a limitation of all online sample surveys.

The statistics in this release are based on a new combined online survey that replaces the separate Great Britain Tourism Survey and Great Britain Day Visits Survey that ran until the end of 2019. Due to the methodological changes post 2019, the new results from 2022 onwards cannot be compared to the results up to 2019. (Please note that data for 2020 and 2021 is not published as due to COVID pandemic lockdowns, the complete calendar year data is not available).

Methodology and Quality

Accuracy

The statistics produced from the Great Britain Tourism Survey in 2019 and previous years have been designated as official statistics, which provides reassurance to users that the statistics are produced to the very highest professional standards of trustworthiness, quality and value, set out in the [Code of Practice for Statistics](#). Due to the changes in methodology and the impact of the Covid-19 pandemic, the survey results for 2021 onwards have been badged as Official Statistics in Development. More information on this can be found on the [Office for Statistics Regulation website](#).

As the statistics are produced using a non-probability online survey method, they are subject to the limitations and potential sources of bias and error associated with such surveys. These include:

- Coverage error due to the small part of the GB population that does not have online access.
- Sample bias including differences due to those with online access and those that are online panel members compared to those who are not.
- Measurement error due to respondents entering incorrect values.
- Non-response error including survey refusals and drop-outs and the availability of don't know and prefer not to say options.

Methodology and Quality

Accuracy (continued)

The GBTS: Day Visits data are weighted to correct for any imperfections in the achieved sample that might lead to bias and to rectify any differences between the sample and the target population. The survey uses a mix of panel partners to mitigate for possible panel specific biases, and keeping this panel mix consistent over time.

The survey script and data processing includes bespoke checks to verify the accuracy of responses. Imputation is used to cover missing data and caps are used to minimise the impact of extreme values that are entered. It is not possible to measure standard sample errors due to the non-probability sample being used, but base sizes are reported for eligible trip takers and users are advised to consider and be cautious of small base sizes particularly for monthly data and lower-level geographies when drawing inferences from the statistics.



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