



*Visit
Scotland* | *Alba*TM

DOMESTIC TOURISM UPDATE: DAY VISITS 2025

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Domestic Tourism Update: Day Visits 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 overnight trip statistics for the final quarter of 2025 (October to December) as well as 2025 results 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.

Summary

1.2 Overall Domestic Performance in Scotland, 2025

Domestic tourism in 2025 demonstrates continued real-terms spend growth, driven by higher-value overnight trips, while total visitor volumes remain below the post-pandemic peak of 2022 and are being supported by a recovery in day visits.

Tourism day visits drive growth in domestic tourism during 2025: Tourism day visits outperformed 2024 results by 9% (volume) and 8% (value). While volume of domestic overnight trips were slightly reduced year-on-year (-1%), nights and spend both increased (by 2% and 15% respectively).

Domestic holiday trips are dropping in frequency and shortening: The volume of overnight trips taken for holiday purposes was the same proportion of VFR at 32%. While holiday trips generate more nights and spend than VFR, average stays were shorter in 2025 compared with 2024.

Spending on travel to visit friends and relatives is on the rise: Almost a third of overnight trips were taken in order to visit friends and relatives and this was the most common activity undertaken on tourism day visits throughout 2025. Spend on these types of trips had increased from 2024, both for tourism day visits and overnight trips.

Domestic tourism peaked during the summer months: Q3 (July to September) demonstrated the highest volume of both overnight trips and tourism day visits. The final quarter of the year performed well in terms of value, generating the highest level of tourism day visit spend and second highest quarterly spend for domestic overnight trips.

While cities and large towns are still the most prominent locations visited, countryside and village locations saw increased spend in 2025: Trips to countryside and village locations saw a 12% increase in spend on domestic overnight trips and 51% increase in spend on tourism day visits, driven by strong performance in the summer months.

Summary (continued)

1.2 Overall Domestic Performance in Scotland, 2025

While the West of Scotland is the strongest performing region overall, nights and spend are higher in the East of Scotland:

During 2025, volume of both domestic overnight trips (38%) and tourism day visits (49%) was highest in the West. However, the East of Scotland saw a higher proportion of nights and spend on domestic overnight trips. The interplay between volume and value means that average spend per domestic overnight trips and tourism day visits was higher in the East than the West.

Serviced accommodation continues to lead accommodation spend, however self-catering drives strong Q3 performance:

Spend in serviced accommodation represented the majority of domestic overnight trip spend in 2025, generating the highest average spend amongst the category. Self-catering property rentals saw year-on-year growth in nights and spend from 2024, driven by performance in the summer months.

Families continue to be the most prominent life stage in the domestic visitor market: As seen in 2024, families represent the highest proportion of volume, nights and spend for both overnight trips and tourism day visits. Growth in tourism day visit spend was driven by younger independents during 2025.

2. DOMESTIC DAY VISITS AND SPEND IN GREAT BRITAIN

Domestic Day Visits and Spend in Great Britain

2.1 Full Year 2025

- During 2025, there were 2.7 billion leisure day visits in Great Britain lasting three hours or more, with an associated spend of £117 billion. Of these visits, 1.1 billion were tourism day visits which generated £55 billion.
- Compared with 2024, the volume of both leisure day visits and tourism day visits in Great Britain slightly increased. Spend for both visit types increased year-on-year, but by a small enough proportion that average spend per visit remained at £43 for leisure day visits and £53 for tourism day visits.

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
2025	2,715	117,491	£43	1,061	55,997	£53
2024	2,676	115,153	£43	1,028	54,842	£53
% change	1%	2%	1%	3%	2%	-1%

Domestic Day Visits and Spend in Great Britain

2.2 Quarter Four, 2025

- Quarter four saw slightly more leisure day visit volume and spend compared with the previous year. Tourism day visit volume and spend also increased, when compared to Q4 2024.
- As a result, average spends remained at £48 for leisure day visits and dropped by £1 for tourism day visits year-on-year.

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
Q4 2025	682	32,771	£48	259	15,244	£59
Q4 2024	662	31,973	£48	244	14,639	£60
% change	3%	2%	-1%	6%	4%	-2%

3. DOMESTIC DAY VISITS AND SPEND IN SCOTLAND

Domestic Day Visits and Spend in Scotland

3.1 Full Year 2025

- During 2025, there were 258.3 million leisure day visits in Scotland lasting three hours or more, with an associated spend of £10.3 billion. Of these visits, 83.9 million were tourism day visits which generated £4.3 billion. Tourism day visits taken in Scotland represented an 8% share of tourism day visits in Great Britain.
- When comparing with 2024, volume of leisure day visits had increased, with associated spend increasing by 14%. As a result, the average spend per leisure day visit increased by £4. While both volume and spend generated on tourism day visits increased, value did so at a slightly lower proportion than volume, resulting in no change in average spend per tourism day visit between 2024 and 2025.

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
2025	258.3	10,340	£40	83.9	4,347	£52
2024	251.4	9,076	£36	76.8	4,025	£52
% change	3%	14%	11%	9%	8%	-1%

Domestic Day Visits and Spend in Scotland

3.2 Quarter Four, 2025

- While the final quarter of 2025 saw increases for leisure day visits in Scotland when compared to Q4 2024, tourism day visits saw a slight decrease in volume and slight increase in spend. This reflects the highly seasonal nature of domestic tourism day visits compared with overnight trips.
- Average spend per leisure day visit increased by £4 and average spend per tourism day visit increased by £2 when compared with Q4 2024, driving increases in total spend for both visit types.

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
Q4 2025	66.0	2,954	£45	20.1	1,262	£63
Q4 2024	61.7	2,529	£41	20.5	1,251	£61
% change	7%	17%	9%	-2%	1%	3%

Domestic Tourism Day Visits and Spend in Scotland

3.3 Quarterly Seasonality, 2025

- Following a strong summer, the final quarter of 2025 saw a slight decrease in tourism day visit volume compared with the same quarter in the previous year. However, associated spend had increased year-on-year.
- Q4 produced the highest quarterly spend of the year. Volume also outperformed results from the first quarter.

Domestic tourism day visits and spend in Scotland, quarterly comparison

2025	Tourism day visits (millions)	Change from 2024	Spend (£ million)	Change from 2024	Spend per tourism day visit	Change from 2024
Q1 (January – March)	16.5	-11%	884	-15%	£53	-4%
Q2 (April – June)	21.4	18%	959	7%	£45	-9%
Q3 (July – September)	25.9	32%	1,242	48%	£48	12%
Q4 (October – December)	20.1	-2%	1,262	1%	£63	3%

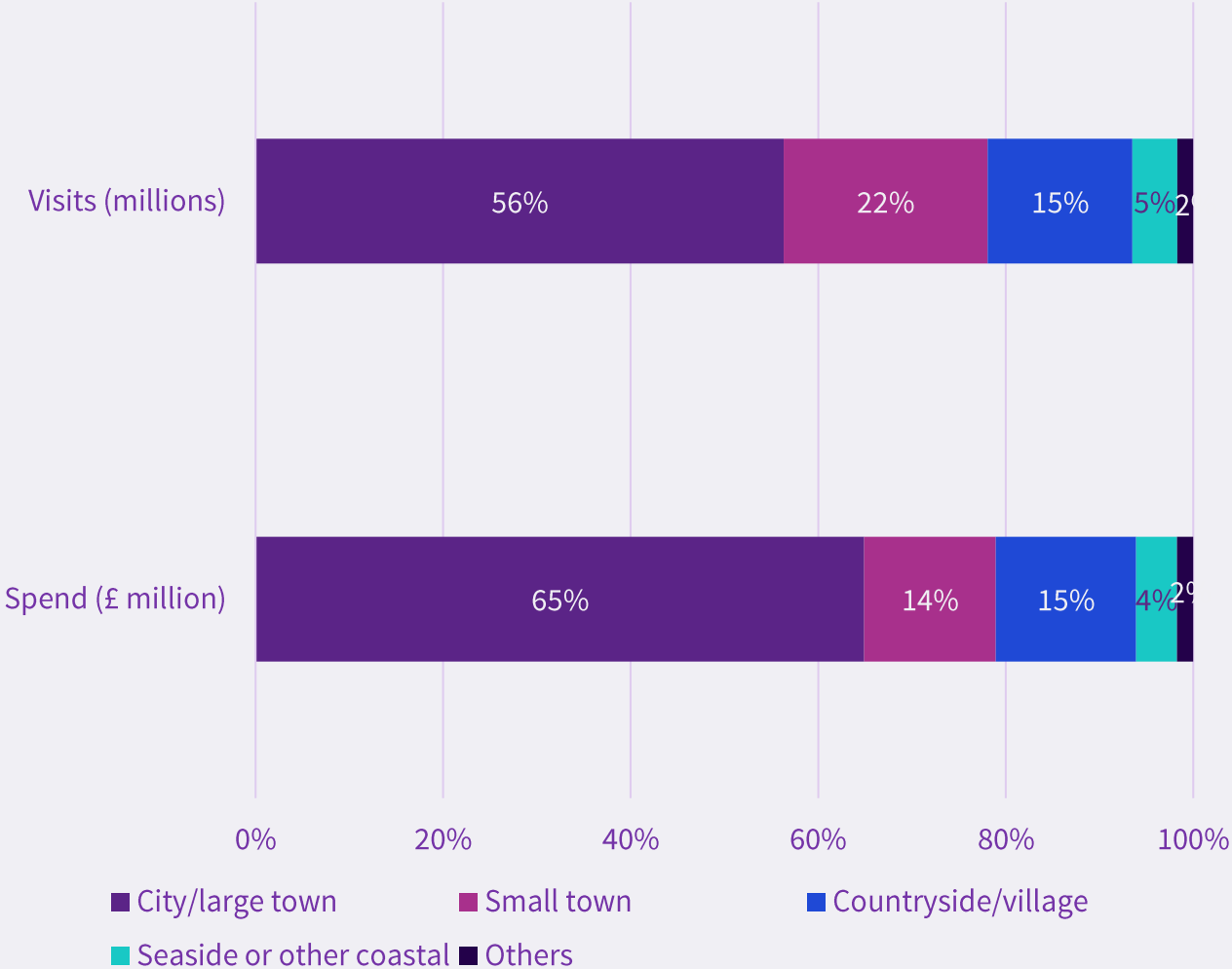
4. DOMESTIC TOURISM DAY VISITS IN SCOTLAND: VISIT CHARACTERISTICS

Domestic Tourism Day Visits in Scotland: Trip Characteristics (2025)

4.1 Main location visited

In 2025, the main location type visited for 56% of tourism day visits in Scotland was cities or large towns. These main location types generated almost two thirds of spend during this time. Small towns were the next most common location type representing 22% of visits, followed by countryside and village locations (15%). Associated spend was slightly higher for countryside/villages than small towns, driven by strong performance in Q3 (19% of spend in this quarter).

The average spend per tourism day visit was highest for those where the main location was cities / large towns (£60) or countryside / villages (£50). Seaside locations had a higher average spend per tourism day (£47) than small towns (£33), driven by stronger spends in Q3 to these locations.



Source: Great Britain Tourism Survey: Day Visits (2025)

Domestic Tourism Day Visits in Scotland: Trip Characteristics (2025)

4.1 Main location type visited – comparison with the previous year

Growth in tourism day visits between 2024 and 2025 was primarily driven by an increase in visits to countryside and village locations. The increase in spend is larger than volume, driven by strong Q3 results. Tourism day visits to the main locations of city or large towns increased by 9%, for both volume and value. While tourism day visits that had the main locations of small towns and seaside/coastal locations saw a marginal decrease in volume, the decrease in value from 2024 was larger for both location types.

Main location type	Tourism Day Visits (millions)	Change from 2024	Spend (£ million)	Change from 2024
City or large town	47.2	9%	2,821	9%
Small town	18.3	-1%	610	-20%
Countryside or village	12.9	31%	650	51%
Seaside or other coastal	4.0	-1%	190	-12%
Others*	1.4	--	75	--
Total	83.9	9%	4,347	8%

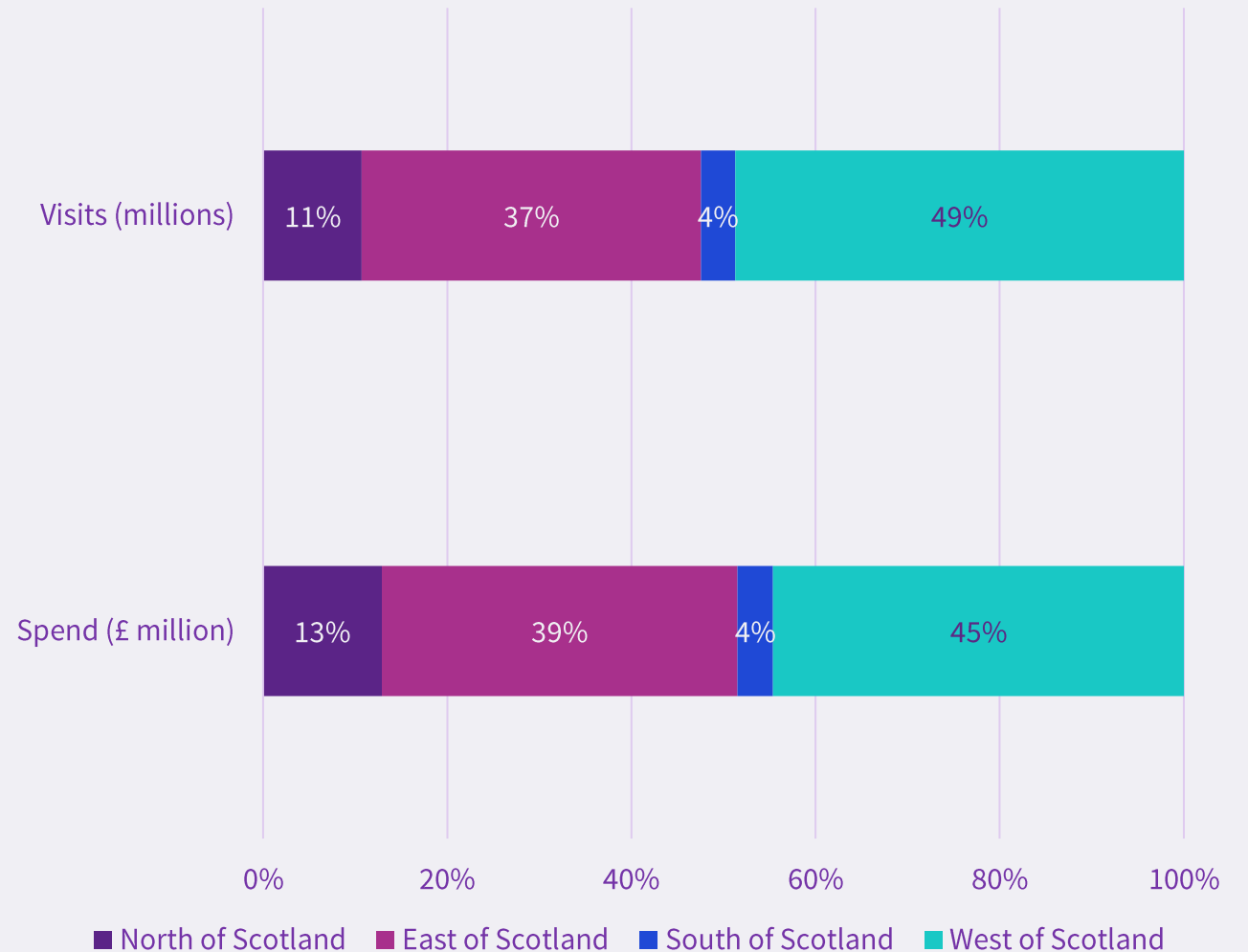
*Results are based on a respondent base lower than 30, therefore year on year comparisons have not been provided. Data for these categories should be interpreted with caution.

Domestic Tourism Day Visits in Scotland: Trip Characteristics (2025)

4.2 Main region* visited

The West of Scotland was the main region visited for almost half of domestic tourism day visits in Scotland during 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, representing 37% of visits and 39% of spend. The North received 11% of tourism day visit volume and 13% of associated spend, with the South of Scotland seeing 4% of both visits and 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. Visits to the East and South produced a higher average spend at £55 per tourism day visit. Those in the North were highest at £63.



Domestic Tourism Day Visits in Scotland: Trip Characteristics (2025)

4.2 Main region visited – comparison with the previous year

During 2025, most regions of Scotland saw growth in volume and spend from the previous year. While the North of Scotland saw a decrease in volume and no change in value of tourism day visits compared with 2024, Q3 was a strong quarter for the region in 2025, with an increase of 37% for volume and 25% for value compared with Q3 2024.

Main region	Tourism Day Visits (millions)	Change from 2024	Spend (£ million)	Change from 2024
North of Scotland	8.8	-10%	555	0%
East of Scotland	30.2	10%	1,661	12%
South of Scotland*	3.0	36%	167	39%
West of Scotland	40.0	14%	1,920	11%

Source: Great Britain Tourism Survey: Day Visits (2025)

*Results are based on a respondent sample of less than 100, therefore year on year comparisons are to 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 (2025)

4.3 Main activities undertaken

In 2025, the main activities undertaken on domestic tourism day visits were visiting friends or family, going to a visitor attraction and food and drink/night out/speciality shopping. While VFR and food and drink also generated the highest proportions of spend, visitors spent proportionally more on attendance at organised public events than visitor attractions. This mirrors trends seen in the sector in 2025, with free visitor attractions outperforming paid*.

Average spend per tourism day visit in 2025 was particularly high for the main activity of food and drink / night out / speciality shopping at £81. The main activities of sightseeing and exploring areas and attending an organised public event had similar average spend, at £65 and £64 per tourism day visit respectively.

*As evidenced in [Visitor Attraction Monitor | Glasgow Caledonian University | Scotland, UK](#)



Domestic Tourism Day Visits in Scotland: Trip Characteristics (2025)

4.3 Main activities undertaken – comparison with the previous year

There were several activities that were more prevalent on tourism day visits during 2025 than 2024, particularly taking part in hobbies and interests, taking part in outdoor leisure activities and sports and attendance at special events or celebrations. While value had also increased for hobbies and special events-based activities, value associated with outdoor leisure activities had decreased. Tourism day visits with the main activity of visiting friends and relatives had increased year-on-year, both in terms of volume and spend.

Main activity undertaken	Tourism Day Visits (millions)	Change from 2024	Spend (£ million)	Change from 2024
Visited friends or relatives	24.8	24%	1,143	47%
Went to a visitor attraction	12.9	0%	472	-2%
Food and drink, a night out or speciality shopping	10.1	-10%	814	-1%
Attended an organised public event	8.2	10%	520	16%
Went sightseeing and exploring areas	7.3	3%	471	-9%
Attended a special event or celebration of personal nature	5.9	25%	355	50%
Took part in outdoor leisure activities and sports	5.3	30%	201	-16%
Took part in hobbies and interests	4.7	33%	202	60%
Went to an arts, cultural or entertainment experience	2.7	25%	89	-11%
Took part in other leisure activities*	1.1	--	43	--
Took part in a health or wellbeing experience*	0.8	--	36	--

*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.

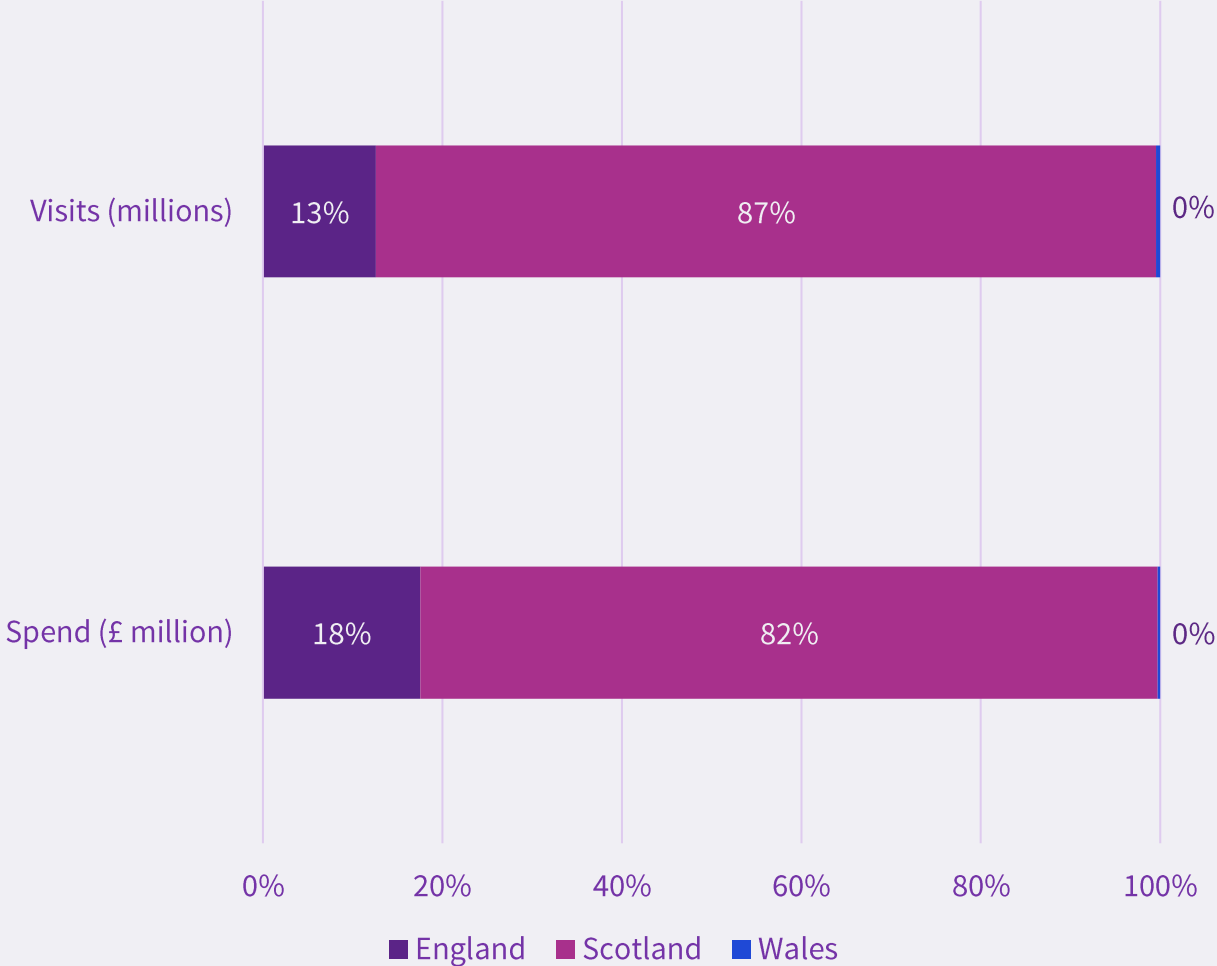
5. DOMESTIC TOURISM DAY VISITS IN SCOTLAND: VISITOR CHARACTERISTICS

Domestic Tourism Day Visits in Scotland: Visitor Characteristics (2025)

5.1 Nation of residence

The majority of domestic tourism day visits in Scotland are taken by Scottish residents, who generated 87% of visit volume and 82% of associated spend during 2025. While English residents represented 13% of tourism day visits, they generated around 18% of spend. Welsh residents represented 0.5% of tourism day visits and 0.3% of associated spend in Scotland during 2025.

On average, English residents spent the most per domestic tourism day visit in Scotland at £72. Average spend per visit by Scottish residents was £49. Welsh residents spend the least on average during a tourism day visit at £33.



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

Domestic Tourism Day Visits in Scotland: Visitor Characteristics (2025)

5.1 Nation of residence – comparison with the previous year

During 2025, the volume and value of domestic tourism day visits in Scotland made by Scottish residents increased compared with 2024, driven by strong performance during the summer months. While tourism day visits made by English residents also increased, spend remained stable from 2024. Although Welsh residents represented a minimum of tourism day visits and spend in Scotland during this time, they contributed 386,000 to the overall volume and £13 million to the overall value.

Nation of Residence	Tourism Day Visits (millions)	Change from 2024	Spend (£ million)	Change from 2024
England	10.6	27%	762	0%
Scotland	72.9	7%	3,572	11%
Wales*	0.4	--	13	--
Total	83.9	9%	4,347	8%

*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 (2025)

5.2 Life stage

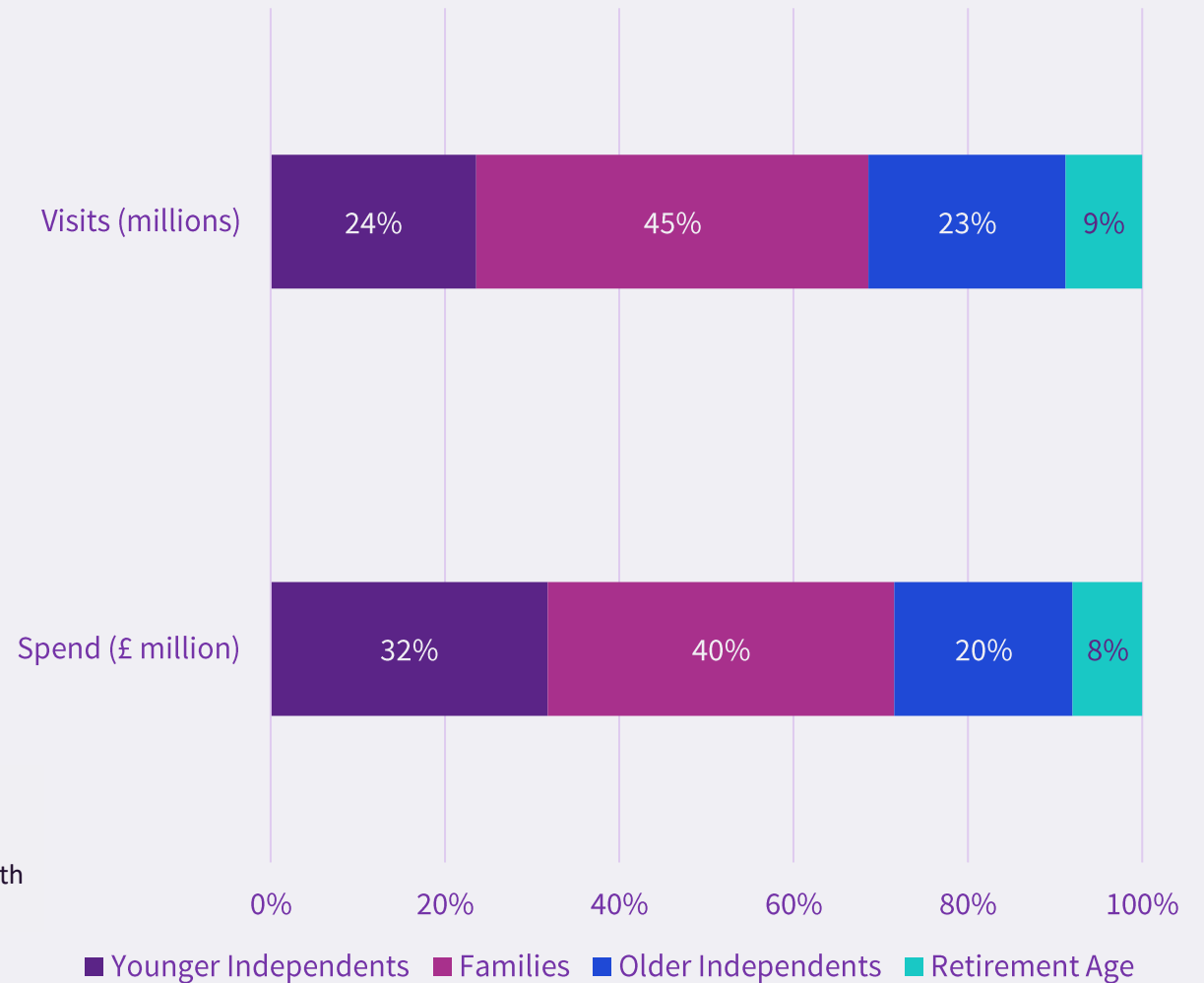
Families represented the highest proportion of domestic tourism day visits and spend during 2025. The third quarter of the year was particularly strong, with 49% of tourism day visits and 47% of associated spend being generated by this life stage.

While older independents represented a higher volume of tourism day visits than younger independents in 2025, younger independents spent proportionally more. This has been driven by a higher proportional spend by this group during Q3 2025 (29%), whereas spend by older independents was lower in this quarter (19%).

The highest average spend per tourism day visit was made by younger independents at £70 during 2025. The other life stages generated a similar spend per tourism day visit at £46 for families and £47 for older independents and those of a retirement age.

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+



Domestic Tourism Day Visits in Scotland: Visitor Characteristics (2025)

5.2 Life stage – comparison with the previous year

The volume of tourism day visits during 2025 had increased for all groups from 2024 with the exception of those of a retirement age which remained stable. While growth in volume was strongest for families, growth in spend was stronger for younger independents. Tourism day visits taken by older independents increased in 2025 compared with 2024, however associated spend saw a decrease of 13%. Visitors of a retirement age saw the highest growth in spend year-on-year, however results from this life stage are based on a smaller sample size so should be interpreted with caution.

Life Stage	Tourism Day Visits (millions)	Change from 2024	Spend (£ million)	Change from 2024
Younger Independents	19.8	5%	1,383	20%
Families	37.7	16%	1,728	5%
Older Independents	19.0	5%	889	-13%
Retirement Age	7.4	0%	347	69%
Total	83.9	9%	4,347	8%

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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Contact Us:
Insight Department
visitscotland.org
visitscotland.com
research@visitscotland.com

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