

A large, stylized purple flower graphic is positioned on the left side of the page. It features a central circular element with a three-petaled flower inside, surrounded by larger, layered petals and a stem with leaves.

*Visit
Scotland* | *Alba*[™]

DOMESTIC TOURISM UPDATE: OVERNIGHT TRIPS 2025

June 2026

Contents

- 1. Domestic Tourism Update: Overnight Trips 2025**
 - [1.1 Introduction](#)
 - [1.2 Overall Domestic Performance in Scotland, 2025](#)
- 2. Domestic Overnight Trips, Nights and Spend in Great Britain**
 - [2.1 Full Year 2025](#)
 - [2.2 Quarter Four, 2025](#)
- 3. Domestic Overnight Trips, Nights and Spend in Scotland**
 - [3.1 Full Year 2025](#)
 - [3.2 Quarter Four, 2025](#)
 - [3.3 Quarterly Seasonality, 2025](#)
- 4. Domestic Overnight Trips in Scotland: Trip Characteristics**
 - [4.1 Purpose of Trip](#)
 - [4.2 Main location visited](#)
 - [4.3 Main region visited](#)
 - [4.4 Type of accommodation used](#)
- 5. Domestic Tourism Day Visits in Scotland: Visitor Characteristics**
 - [5.1 Nation of residence](#)
 - [5.2 Life stage](#)
- 6. [Appendix: Methodology and Quality](#)**

Domestic Tourism Update: Overnight Trips Q3 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](#).

A change in survey functionality during 2025 affected the comparability of the GBTS overnight trips time series. More details regarding the nature of this change and adjustments made can be found on [Domestic tourism: latest results | VisitBritain.org](#)

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 OVERNIGHT TRIPS, NIGHTS AND SPEND IN GREAT BRITAIN

Domestic Overnight Trips, Nights and Spend in Great Britain

2.1 Full Year 2025

- During 2025, there were 103 million domestic overnight trips in Great Britain, with 301 million nights and £35.1 billion spend. This represents a 2% decrease across trips and nights when compared with the previous year, whereas spend increased by 7%.
- While the average nights spent on trips stayed the same, average spend per night and average spend per trip both increased by 9% when compared to the same time period in 2024.

Domestic overnight tourism performance in Great Britain, year on year comparison

	Trips (millions)	Nights (millions)	Spend (£ million)	Spend per trip	Nights per trip	Spend per night
2025	103.0	301.2	35,106	£341	2.9	£117
2024	105.6	307.5	32,916	£312	2.9	£107
% change	-2%	-2%	7%	9%	0%	9%

Domestic Overnight Trips, Nights and Spend in Great Britain

2.2 Quarter Four, 2025

- During the final quarter of 2025, there were 26.7 million domestic overnight trips in Great Britain, with 74 million nights and £8.7 billion spend. While trips and nights had increased when compared with Q4 2024, spend had slightly decreased.
- Average nights per trip had increased slightly when compared to Q4 2024, whereas spend per trip and spend per night both decreased.

Domestic overnight tourism performance in Great Britain, year on year comparison

	Trips (millions)	Nights (millions)	Spend (£ million)	Spend per trip	Nights per trip	Spend per night
Q4 2025	26.7	73.9	8,698	£326	2.8	£118
Q4 2024	25.8	70.6	8,813	£342	2.7	£125
% change	3%	5%	-1%	-5%	1%	-6%

3. DOMESTIC OVERNIGHT TRIPS, NIGHTS AND SPEND IN SCOTLAND

Domestic Overnight Trips, Nights and Spend in Scotland

3.1 Full Year 2025

- During 2025, residents of Great Britain took 10.4 million overnight trips in Scotland, with 30.2 million nights and £3.8 billion spend.
- When compared with 2024, trip volume had slightly decreased, the number of nights slightly increased and spend had increased by 15%*. Average spend on trip (both overall and per night) therefore saw a greater increase than average nights per trip.
- Trips taken in Scotland represented a 10% share of domestic overnight trips in Great Britain. The share of nights was also 10%, with spend at 11%.

Domestic overnight tourism performance in Scotland, year on year comparison

	Trips (millions)	Nights (millions)	Spend (£ million)	Spend per trip	Nights per trip	Spend per night
2025	10.4	30.2	3,822	£366	2.9	£127
2024	10.6	29.5	3,336	£315	2.8	£113
% change	-1%	2%	15%	16%	4%	12%

Source: Great Britain Tourism Survey: Overnight Trips (2025)



*Please note that spend figures are not adjusted for inflation within this analysis

Domestic Overnight Trips, Nights and Spend in Scotland

3.2 Quarter Four, 2025

- During Q4 2025, residents of Great Britain took 2.7 million overnight trips in Scotland, with 7.5 million nights and £1.0 billion spend. This was the second highest trips, nights and spend achieved across the year, with reductions across all metrics a reflection of unusually strong Q4 2024 performance
- This represents a decrease in trip volume, nights and spend. However, the decrease in spend was by a lower proportion than nights and trips, leading to an increase in average spend per night and spend per trip. Similarly, the decrease in nights was by a lower proportion than spend, leading to an increase in average nights per trip.

Domestic overnight tourism performance in Scotland, year on year comparison

	Trips (millions)	Nights (millions)	Spend (£ million)	Spend per trip	Nights per trip	Spend per night
Q4 2025	2.7	7.5	1,037	£385	2.8	£138
Q4 2024	3.2	8.5	1,054	£325	2.6	£123
% change	-17%	-12%	-2%	19%	6%	12%

Domestic Overnight Trips, Nights and Spend in Scotland

3.3 Quarterly Seasonality, 2025

- 2025 follows the traditional seasonal pattern of domestic tourism, with summer months (July to September) generating the strongest domestic overnight tourism performance.
- The final quarter of the year was also relatively strong, producing the second highest trips, nights and spend. While average nights per trip were the same as the first half of the year, average spend per trip in Q4 was similar to Q3, and average spend per night was the highest of the year.

Domestic overnight tourism performance in Scotland, quarterly comparison

2025	Trips (millions)	Nights (millions)	Spend (£ million)	Spend per trip	Nights per trip	Spend per night
Q1 (January – March)	2.2	6.1	752	£342	2.8	£124
Q2 (April – June)	2.2	6.2	747	£339	2.8	£120
Q3 (July – September)	3.3	10.4	1,286	£384	3.1	£124
Q4 (October – December)	2.7	7.5	1,037	£385	2.8	£138

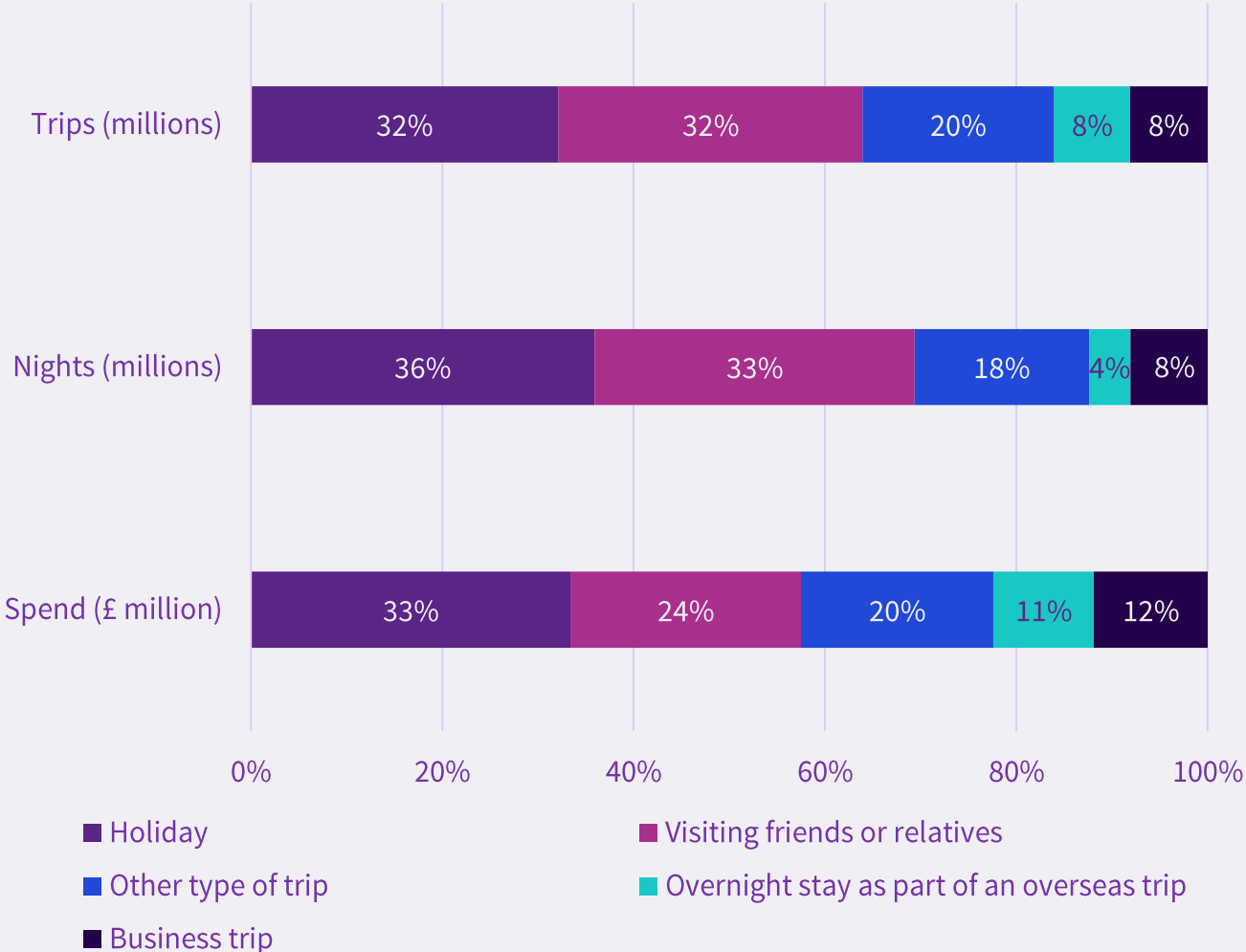
4. DOMESTIC OVERNIGHT TRIPS IN SCOTLAND: TRIP CHARACTERISTICS

Domestic Overnight Trips in Scotland: Trip Characteristics (2025)

4.1 Purpose of trip

During 2025, volume of domestic overnight trips were evenly split between holidays and visiting friends and relatives as the main purpose. With slightly longer stays and higher spend, holiday trips represented 36% of nights spent in Scotland and 33% of spend, whereas visiting friends and relatives generated a lower proportion of spend (24%), more in line with “other” types of trip.

Holiday trips in Scotland had an average stay of 3.2 nights, down from 3.5 in 2024 and similar to that of VFR trips (3.0). The spend per night on holiday trips increased by 4% from 2024 to £118, however coupled with shorter overall stays, results in a fall of 3% in spend per trip to £380.



*Other types of trip include personal events, public events and travel for the purposes of study, medical and religious reasons

Domestic Overnight Trips in Scotland: Trip Characteristics (2025)

4.1 Purpose of trip – comparison with the previous year

Holiday trips during 2025 are lower across all measures when compared with 2024, however Q3 performance for this trip purpose was strong (+14% volume and +6% spend compared with Q3 2024). While VFR trips were also lower in volume than during 2024, nights remained stable and spend associated with these trips had increased. The 15% increase in spend between 2025 and 2024 was primarily driven by less common trip types, such as overnight stays as part of an overseas trip, business trips and other trip types.

Purpose of trip	Trips (millions)	Change from 2024	Nights (millions)	Change from 2024	Spend (£ million)	Change from 2024
Holiday	3.4	-6%	10.8	-12%	1,277	-9%
Visiting friends or relatives	3.3	-8%	10.1	0%	921	14%
Other type of trip*	2.1	12%	5.5	34%	768	41%
Overnight stay as part of an overseas trip	0.8	0%	1.3	0%	401	39%
Business trip	0.8	19%	2.4	56%	455	55%
Total	10.4	-1%	30.2	2%	3,822	15%

Source: Great Britain Tourism Survey: Overnight Trips (2025)

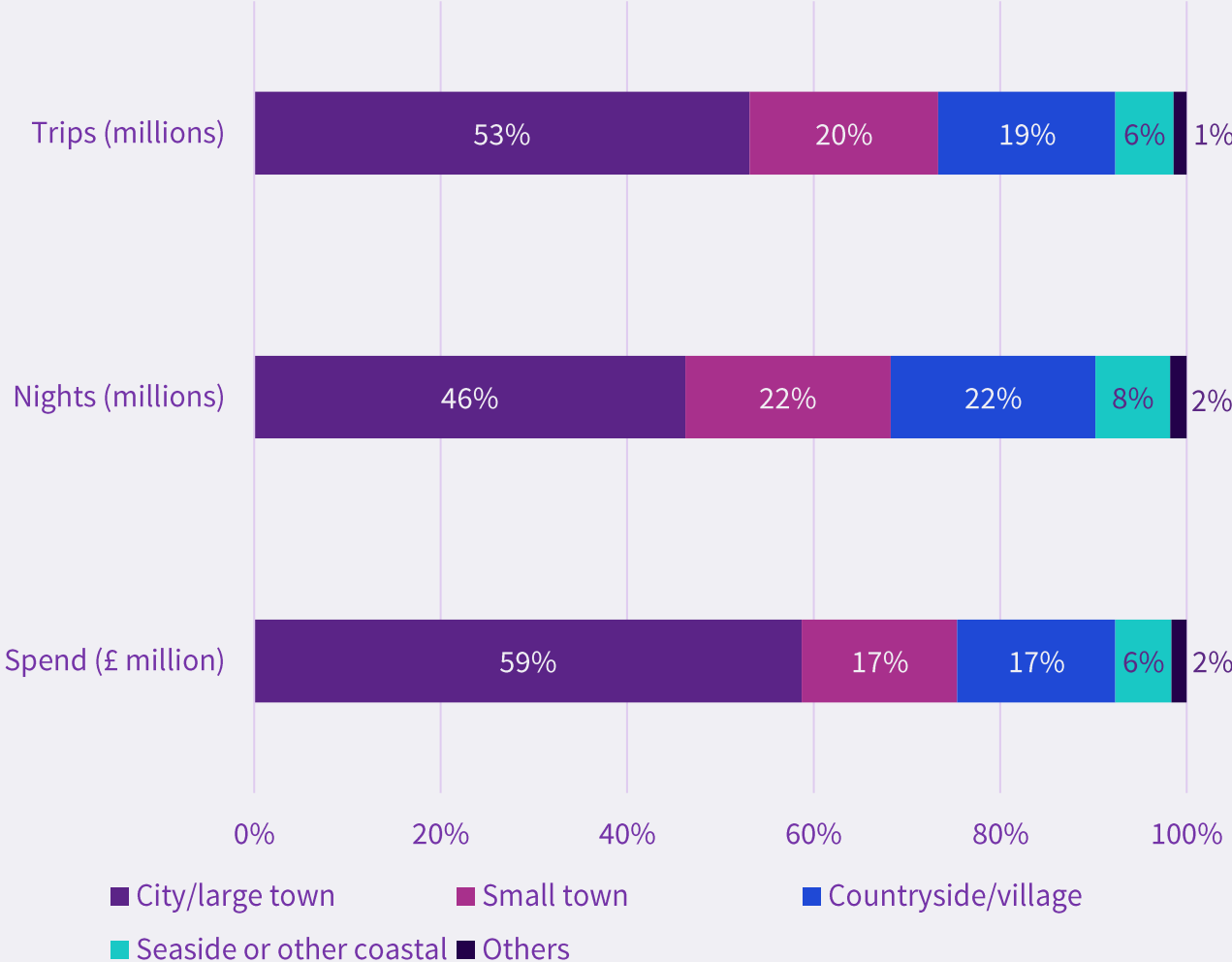
Domestic Overnight Trips in Scotland: Trip Characteristics (2025)

4.2 Main location visited

Over half of domestic overnight trips in Scotland during 2025 had the main location of a city or large town (53%). Trips to these types of locations also had the highest share of nights (46%) and spend (59%). Small towns were the next most popular location in terms of trips, however nights and expenditure were the same proportions as for countryside or village locations.

City or large town locations had the highest average spend both per night (£161) and per trip (£405) and were shorter in duration at 2.5 nights.

Average spend per trip was lowest for small town locations at £301. However, average spend per night was similarly low across small town (£96), countryside or village (£98) and seaside or other coastal locations (£95).



Source: Great Britain Tourism Survey: Overnight Trips (2025)

Domestic Overnight Trips in Scotland: Trip Characteristics (2025)

4.2 Main location visited – comparison with the previous year

During 2025, there was 3% growth in trips where the main locations were cities/large towns as well as countryside or village locations (driven by increased performance during Q3). These locations also saw an increase in spend associated with these trips, particularly for cities and large towns. Although trip volume was lower for small towns than in 2024, nights and spend saw an increase. Seaside or other coastal locations saw decline across all measures during 2025 compared with the previous year.

Main location type	Trips (millions)	Change from 2024	Nights (millions)	Change from 2024	Spend (£ million)	Change from 2024
City or large town	5.5	3%	14.0	1%	2,244	17%
Small town	2.1	-8%	6.6	16%	637	24%
Countryside or village	2.0	3%	6.6	-3%	648	12%
Seaside or other coastal	0.7	-17%	2.4	-5%	230	-8%
Others*	0.1	-11%	0.5	-16%	62	-14%
Total	10.4	-1%	30.2	2%	3,822	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 Overnight Trips in Scotland: Trip Characteristics (2025)

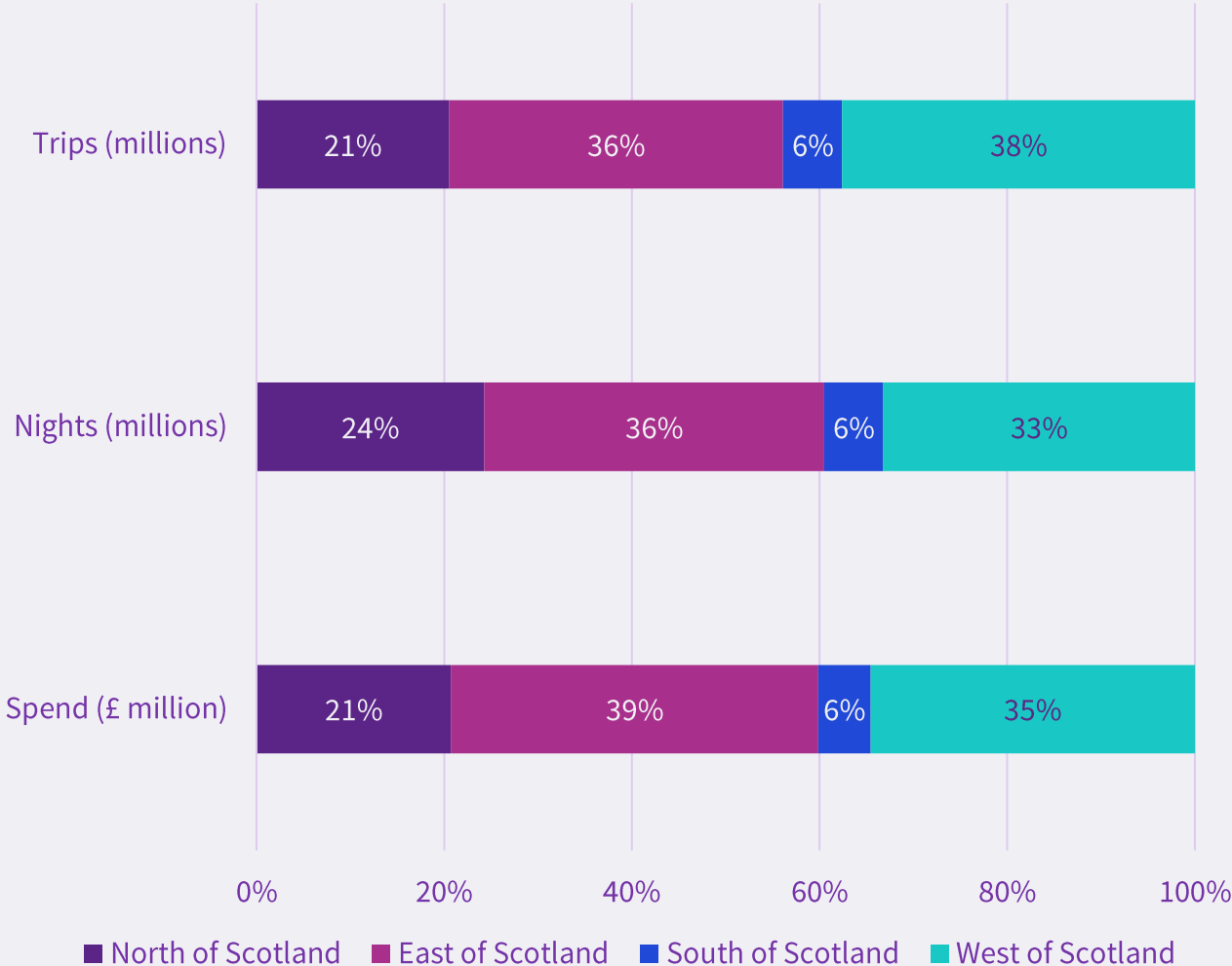
4.3 Main region* visited

The West of Scotland was the main region visited for the highest proportion of trips during 2025 at 38%. However, the East of Scotland generated the highest proportion of nights and spend. As a result, average spend was higher in the East (£134 per night and £404 per trip) than the West (£129 per night and £337 per trip).

Trips with the main region of the West of Scotland were marginally shorter on average than trips with main region of the East, at 2.6 nights and 3.0 nights respectively.

The North of Scotland was the main region visited for 21% of domestic overnight trips, generating 21% of spend but around a quarter of nights (24%). On average, stays in these region were the longest at 3.5 nights, with the lowest spend per night (£106).

The South of Scotland had 6% share of domestic overnight trips, nights and spend. While the length of trip was the similar to the East at 2.9 nights, spend per night was lower (£111), generating an average spend per trip of £326.



Domestic Overnight Trips in Scotland: Trip Characteristics (2025)

4.3 Main region* visited – comparison with the previous year

During 2025, domestic overnight trips with the main region of West of Scotland saw growth across all measures from 2024, particularly in terms of spend (+19%). Growth in spend was seen across all regions. The East of Scotland saw a slight decline in trips due to Q4 performance, with Q1 to Q3 demonstrating 12% growth in volume from the same period in 2024. While the North of Scotland saw a decline in volume year-on-year, this region had a stronger summer than 2024, with volume increasing by 6% and nights by 11%. The South of Scotland saw an increase in all measures compared with 2024, particularly in terms of nights and spend.

Main region	Trips (millions)	Change from 2024	Nights (millions)	Change from 2024	Spend (£ million)	Change from 2024
North of Scotland	2.0	-10%	7.1	3%	754	10%
East of Scotland	3.5	-1%	10.6	0%	1,426	9%
South of Scotland	0.6	2%	1.8	13%	204	14%
West of Scotland	3.7	4%	9.7	5%	1,259	19%

*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.

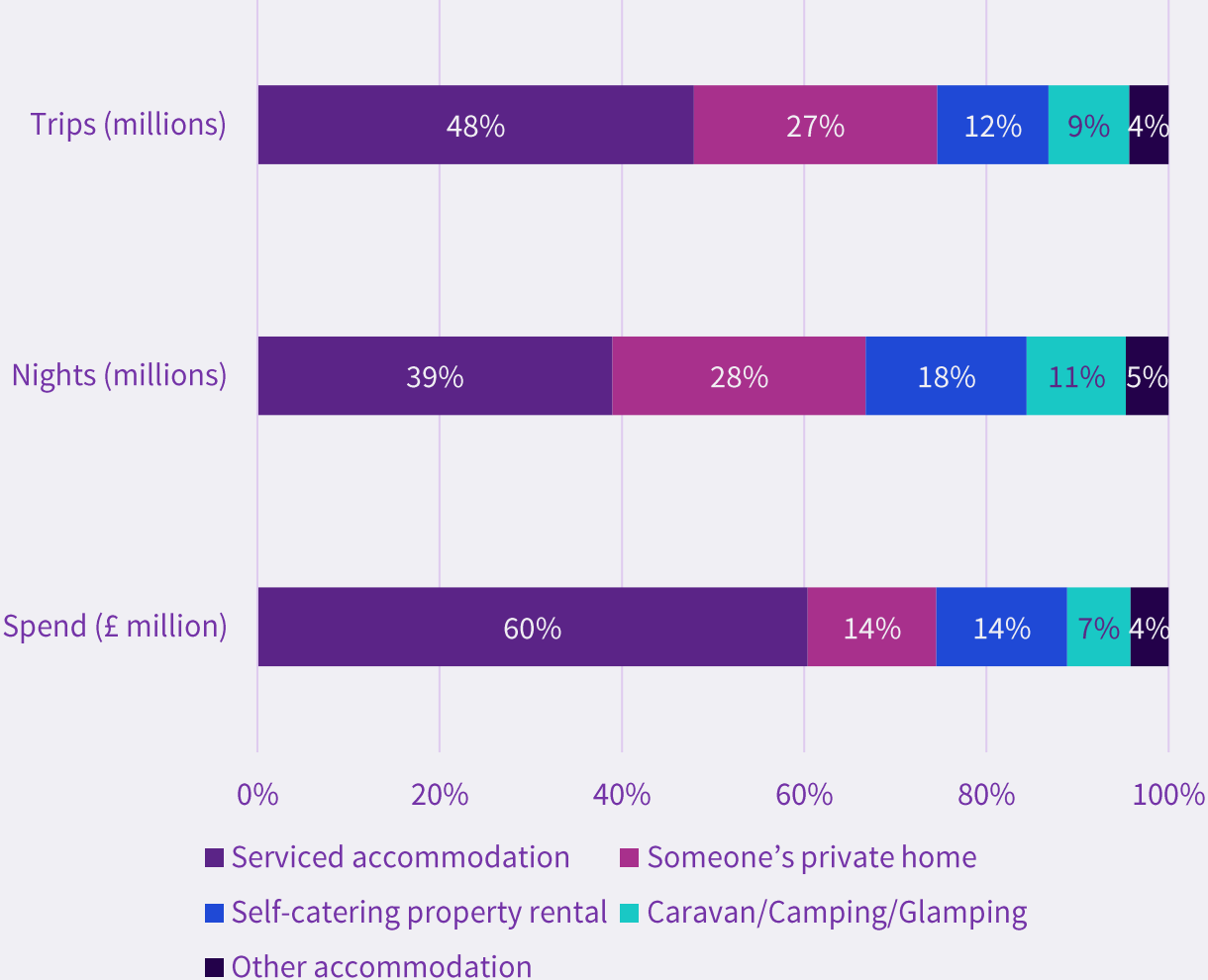
Domestic Overnight Trips in Scotland: Trip Characteristics (2025)

4.4 Type of accommodation used

During 2025, serviced accommodation was used within the main place visited by the highest proportion of domestic overnight trips (48%) and generated the highest proportion of nights (39%) and spend (60%). Someone’s private home had the second highest proportion of trips (27%) and nights (28%). While self-catering property rentals represented a lower proportion of trips and nights, they had a slightly higher proportion of spend (15%) than private homes (13%). Q3 2025 saw a higher proportion of nights spent in self-catering accommodation (23%) than the first half of the year (14%) and Q4 (17%).

Domestic overnight trips taken in serviced accommodation generated the highest average spend at £196 per night and £461 per trip over a 2.4 night stay. The lowest average spends were generated by stays in someone’s private home at £64 per night and £193 per trip over a 3.0 night stay.

Stays in self-catering property rentals had the highest average length of stay at 4.2 nights, generating an average spend of £103 per night and £432 per stay. Stays in caravan, camping or glamping accommodation were also longer (3.6 nights) but with a low spend per night (£81) and per stay (£287).



Source: Great Britain Tourism Survey: Overnight Trips (2025)

Domestic Overnight Trips in Scotland: Trip Characteristics (2025)

4.4 Type of accommodation used – comparison with the previous year

When comparing performance to 2024, spend associated with all accommodation types demonstrated growth with the exception of ‘other’ accommodation types. Although serviced accommodation remains the most prominent accommodation choice, volume and nights saw declines from 2024. Volume and nights spent in someone’s private home were slightly up year-on-year, reflecting the popularity of VFR trips. While self-catering accommodation had strong growth for nights and spend, volume was flat year-on-year. However, Q3 2025 saw growth in both volume (+29%) and nights (+20%) when compared with Q3 2024.

Accommodation type	Trips (millions)	Change from 2024	Nights (millions)	Change from 2024	Spend (£ million)	Change from 2024
Serviced accommodation	5.0	-2%	11.8	-7%	2,308	16%
Someone’s private home	2.8	1%	8.4	6%	540	20%
Self-catering property rental	1.3	0%	5.3	16%	549	10%
Caravan/camping/glamping	0.9	3%	3.3	10%	266	17%
Other accommodation	0.5	-20%	1.4	-1%	160	-5%
Total	10.4	-1%	30.2	2%	3,822	15%

5. DOMESTIC OVERNIGHT TRIPS IN SCOTLAND: VISITOR CHARACTERISTICS

Domestic Overnight Trips in Scotland: Visitor Characteristics (2025)

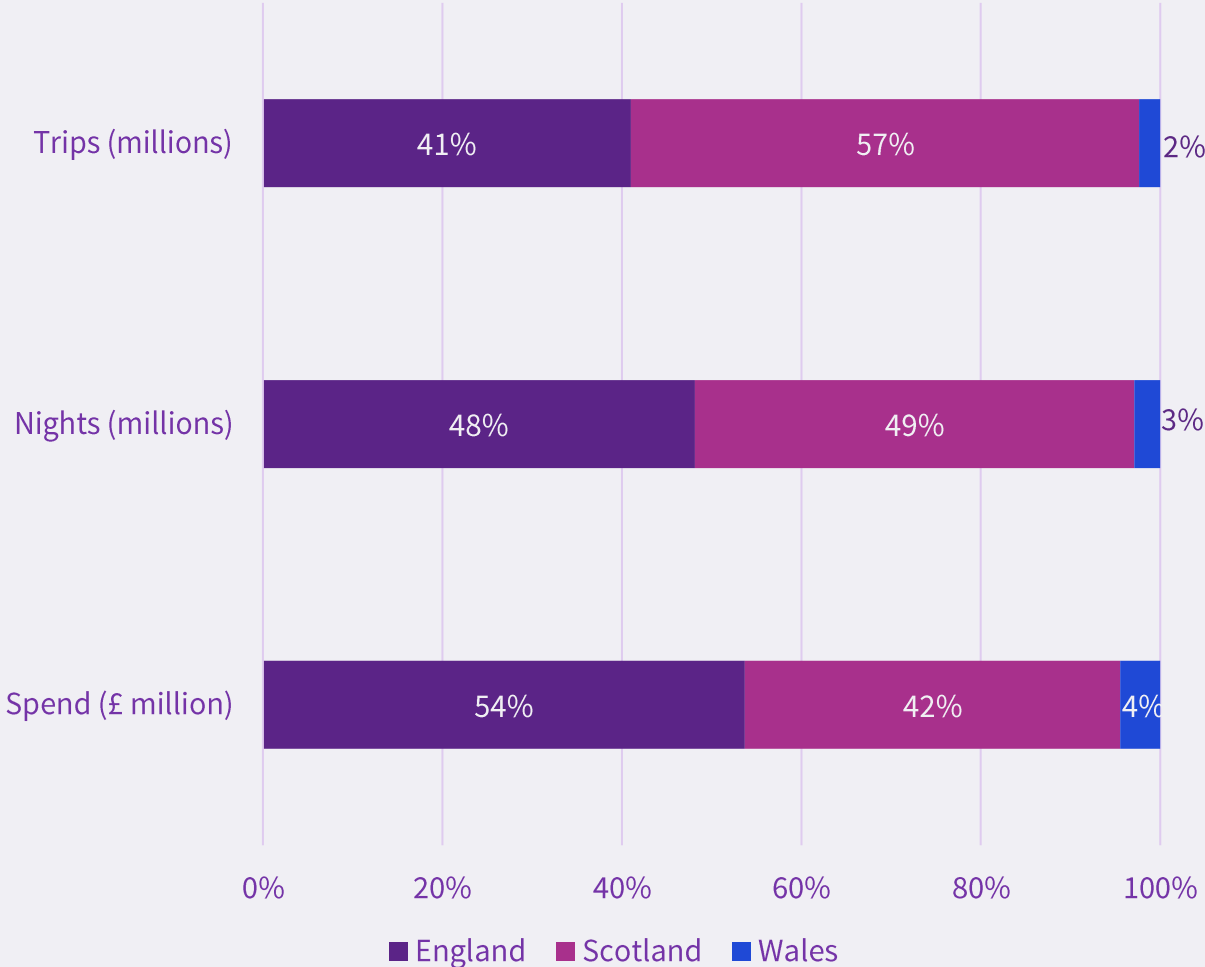
5.1 Nation of residence

Over half of domestic overnight trips in Scotland during 2025 were taken by Scottish residents (57%). While nights spent in Scotland were relatively similar proportions between English and Scottish residents, English visitors spent proportionally more nights in Scotland during Q3 (53%) than Scottish visitors (43%).

Visitors from England represented the highest proportion of spend (54%). Welsh residents represented a minimal proportion of domestic overnight trips, nights and spend in Scotland.

On average, Scottish residents had the shortest trips with a duration of 2.5 nights and a lower spend per night (£108) resulting in the lowest spend per trip by region of residence at £270. Conversely, residents of England spent the most per night at £141 across a 3.4 night stay, with a higher average spend per trip of £479.

The small volume of Welsh visitors that visited Scotland during 2025 took trips with average length of 3.6 nights with a spend per night of £195 and spend per trip of £694. However, figures for this region of residence are based on a lower sample than Scotland and England.



Source: Great Britain Tourism Survey: Overnight Trips (2025)

Domestic Overnight Trips in Scotland: Visitor Characteristics (2025)

5.1 Nation of residence – comparison with the previous year

Percentage changes from 2024 from English and Scottish visitors follow similar patterns; while volume has slightly decreased, nights marginally increased and spend increased by similar proportions. There was growth seen across all measures for visitors from Wales, particularly in terms of spend, however the large increases are a result of smaller sample sizes rather than a true indication of growth.

Nation of residence	Trips (millions)	Change from 2024	Nights (millions)	Change from 2024	Spend (£ million)	Change from 2024
England	4.3	-2%	14.5	1%	2,052	12%
Scotland	5.9	-1%	14.8	3%	1,600	11%
Wales*	0.2	20%	0.9	13%	170	167%
Total	10.4	-1%	30.2	2%	3,822	15%

*Results are based on a respondent sample of less than 100, therefore year on year comparisons are to be interpreted with caution.

Domestic Overnight Trips in Scotland: Visitor Characteristics (2025)

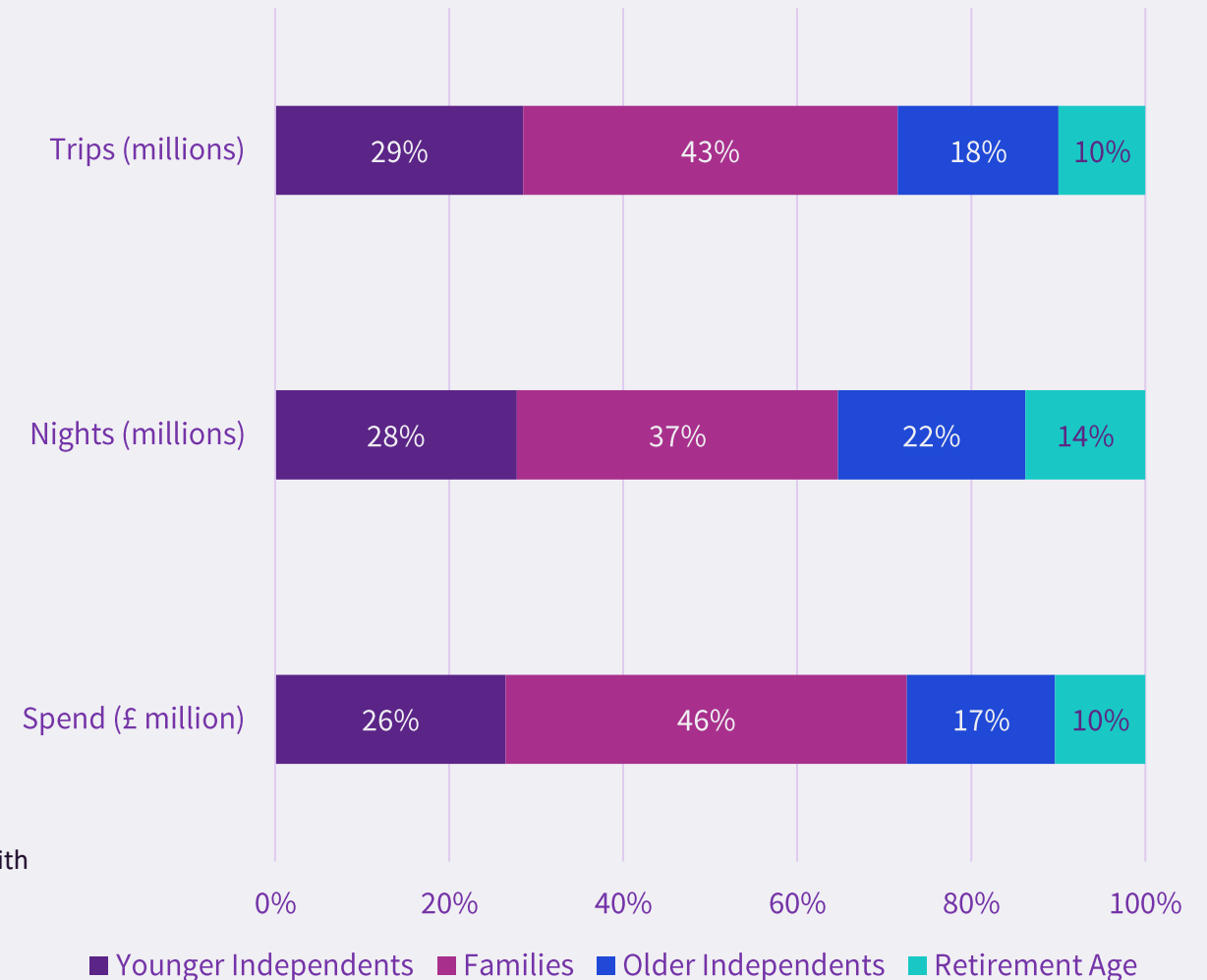
5.2 Life stage

The family life stage represented the highest proportion of domestic overnight trips (43%), nights (37%) and spend (46%) in Scotland during 2025, followed by younger independents. Older independents represented 18% of trips, 22% of nights and 17% of spend. Visitors of retirement age represented the lowest proportion of domestic overnight trips, nights and spend.

As seen in 2024, families took the shortest trips on average at 2.5 nights but continued to produce the highest average spends, at £158 per night and £392 per trip. Younger independents spent an average of £340 over a 2.8 night stay. Older independents had a similar average spend as younger independents at £338 per trip, however this group took longer trips (3.4 nights) resulting in an average spend per night of £100. The longest trips on average were taken by those of a retirement age at 4.0 nights, however their spend per trip was lower (£380) due to a lower average spend per night of £95.

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 Overnight Trips in Scotland: Visitor Characteristics (2025)

5.2 Life stage – comparison with the previous year

When compared to 2024, the growth in trip spend was primarily driven by the family life stage. This life stage also saw growth in trip volume and nights, although by a lesser proportion than those of a retirement age. While domestic overnight trips taken by younger independents decreased from 2024, proportion of nights by this life stage remained stable and spend slightly increased. Domestic overnight trips taken by older independents saw a decline across all measures, which has been driven by declines seen in Q2 and Q4. During Q3, trips and associated spend by all life stages increased from Q3 2024.

Life stage	Trips (millions)	Change from 2024	Nights (millions)	Change from 2024	Spend (£ million)	Change from 2024
Younger independents	3.0	-10%	8.4	0%	1,013	1%
Families	4.5	7%	11.1	6%	1,763	36%
Older independents	1.9	-11%	6.5	-10%	650	-9%
Retirement age	1.0	21%	4.2	25%	396	23%
Total	10.4	-1%	30.2	3%	3,822	15%

Please note that some respondents did not provide demographic data in Q1 and Q2 of 2024.

6. APPENDIX: METHODOLOGY AND QUALITY

Methodology and Quality

Definitions

To qualify as an eligible GB Domestic Overnight Trip the following criteria must be met:

- involved a stay of at least one night in the nations of Great Britain.
- not taken on a frequent basis (takes place less often than once a week).
- **GB Domestic Overnight Holiday Trips:** the main purpose of the trip was for holiday, pleasure or leisure.
- **GB Domestic Overnight VFR Trips:** the main purpose of the trip was for visiting friends and relatives, including VFR trips that were combined with a holiday.
- **GB Domestic Overnight Business Trips:** the main purpose of the trip was for business.
- **GB Domestic Overnight Miscellaneous Trips:** the main purpose of the trip was for any other type of trip taken not covered by the above classifications including personal events, public events, study, medical, religious reasons and any overnight stays in the UK as part of any overseas trip.
- **Volume (often referred to as “Trips”):** an estimate of what the grossed-up number of overnight trips undertaken by the population within the time would be if the quota sample is representative of the whole GB population.
- **Value (often referred to as “Spend”):** an estimate of what the total expenditure relating to the volume of overnight visits undertaken by the population would be if the quota sample is representative of the whole GB population.
- **Bednights (often referred to as “Nights”):** an estimate of what the grossed-up number of nights spent on overnight trips undertaken by the population would be if the quota 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 and 2023 with those published for 2019 and previous years.

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).

A change in survey functionality during 2025 affected the comparability of the GBTS overnight trips time series. More details regarding the nature of this change and adjustments made can be found on [Domestic tourism: latest results | VisitBritain.org](https://www.visitbritain.org/press-releases/2025/04/23/domestic-tourism-latest-results)

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 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.



Disclaimer

This publication is provided in good faith to update VisitScotland stakeholders on its activity. The publication is provided “as is” and VisitScotland accepts no responsibility for any error or omission. We do not provide any guarantees, conditions or warranties that the publication is current, secure, accurate, complete or free from bugs or viruses.

This publication, including all data and other information contained within it, is not intended to amount to advice on which any reliance should be placed. VisitScotland is not responsible for how the publication is used or interpreted. We therefore disclaim all liability and responsibility arising from any reliance placed on this publication by anyone who may use any of its contents. VisitScotland may add, change, improve or update this publication at any time without notice.

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

Images © VisitScotland