



# Great Britain Day Visits Survey | 2022

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# Domestic GB Tourism Statistics (Day Visits) 2022

## 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. Further information is provided in the methodology and quality section of this publication on changes to the survey that limit comparability with the published estimates for 2019 and previous years.

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 2022. The statistics published in this release cover the period from the beginning of January to the end of December 2022.

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

### **3 Hours or More Leisure Day Visits (3 hour+)**

These are trips by adults and accompanied children that lasted for 3 or more hours, 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.

Further information is provided in the accompanying Methodology and Quality Report. Detailed results for England and Wales are being published by [VisitEngland](#) and [Visit Wales](#).

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.

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 2022

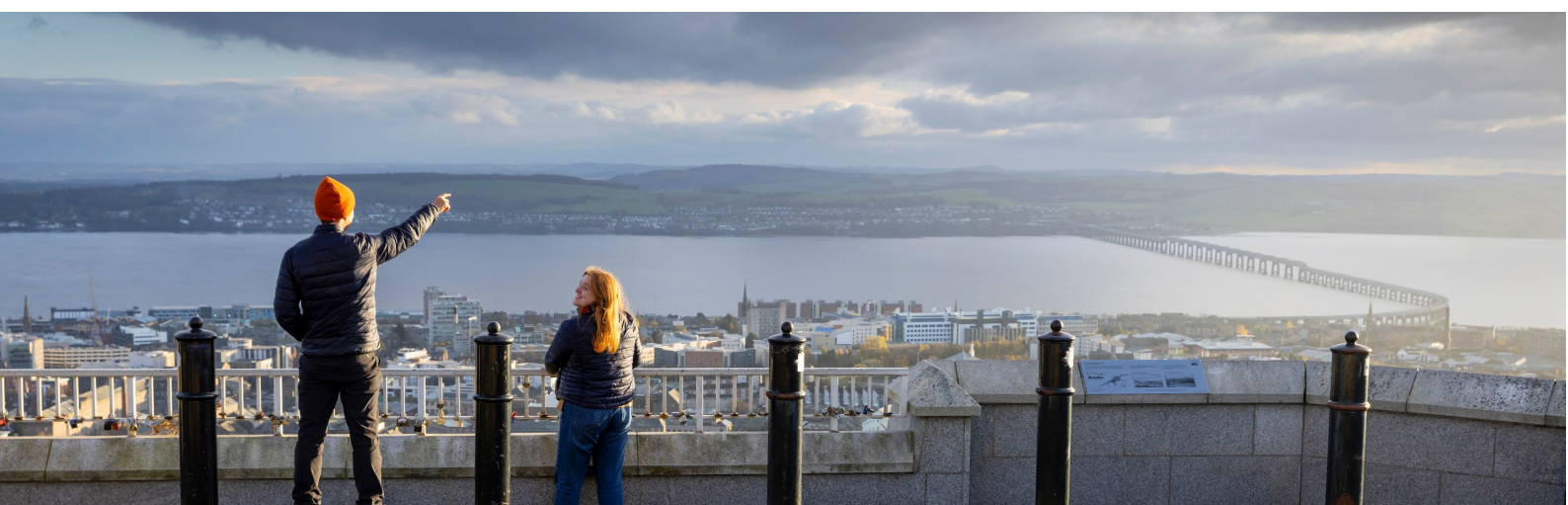
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#### Summary of Great Britain's Day Visit Tourism Performance in 2022

- Great Britain residents took 2,788.4 million leisure day visits lasting 3 hours+ in Great Britain with £95.3 billion spent during these visits.
- 39% of leisure day visits in Great Britain were tourism day visits. There were 1,086.2 million tourism day visits taken with an associated spend of £45.0 billion.
- 87% of tourism day visits taken in Great Britain included a visit in England, 9% included a visit in Scotland and 6% included a visit in Wales.
- The average spend on 3 hour+ leisure day visits was £34 compared to £41 average for tourism day visits taken in Great Britain.

#### Summary of Scotland's Day Visit Tourism Performance in 2022

- Great Britain residents took 290.5 million leisure day visits lasting 3 hours+ in Scotland with £9.0 billion spent during these visits.
- 33% of leisure day visits taken in Scotland were tourism day visits. There were 94.8 million tourism day visits taken with an associated spend of £3.9 billion.
- Approximately 10% of all GB 3 hour+ leisure day visits and 9% of tourism day visits included a visit in Scotland. The share of total GB spend was 9% for both 3 hour+ leisure day visits and tourism day visits in Scotland.
- There was a gradual increase in tourism day visits taken in Scotland throughout the year. Trip volumes and spend were highest in October to December 2022.
- The average spend on 3 hour+ leisure day visits was £31 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.



# Visits and Spend in GB Nations

## 2022

During 2022, there were 2,788.4 million 3 hour+ leisure day visits taken in GB by British residents with a total expenditure of £95.3 billion. During the same period there were 290.5 million 3 hour+ leisure day visits taken in Scotland with a total expenditure of £9.0 billion. Approximately 10% of all 3 hour+ leisure day visits by British residents were taken in Scotland, compared to 85% taken in England and 6% taken in Wales. The share of total spend in Scotland was 9%.

There were 1,086.2 million tourism day visits taken in GB by British residents in 2022 with a total expenditure of £45.0 billion. During the same period there were 94.8 million tourism day visits taken in Scotland with a spend of £3.9 billion. Tourism day visits accounted for 33% of 3 hour+ leisure day visits taken in Scotland and 44% of expenditure.

### Total volume of leisure day visits and spend to each nation of Great Britain, 2022

3 Hour+ Leisure Day Visits	GB	England	Scotland	Wales
Visits (millions)	2,788.4	2,360.7	290.5	180.0
% GB Visits	100%	85%	10%	6%
Spend (£ million)	£95,333	£80,837	£9,021	£5,476
% GB Spend	100%	85%	9%	6%

Source: Great Britain Day Visits Survey 2022

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, 2022

Tourism Day Visits	GB	England	Scotland	Wales
Visits (millions)	1,086.2	945.0	94.8	62.0
% GB Visits	100%	87%	9%	6%
Spend (£ million)	£45,043	£38,740	£3,937	£2,365
% GB Spend	100%	86%	9%	5%

Source: Great Britain Day Visits Survey 2022

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.

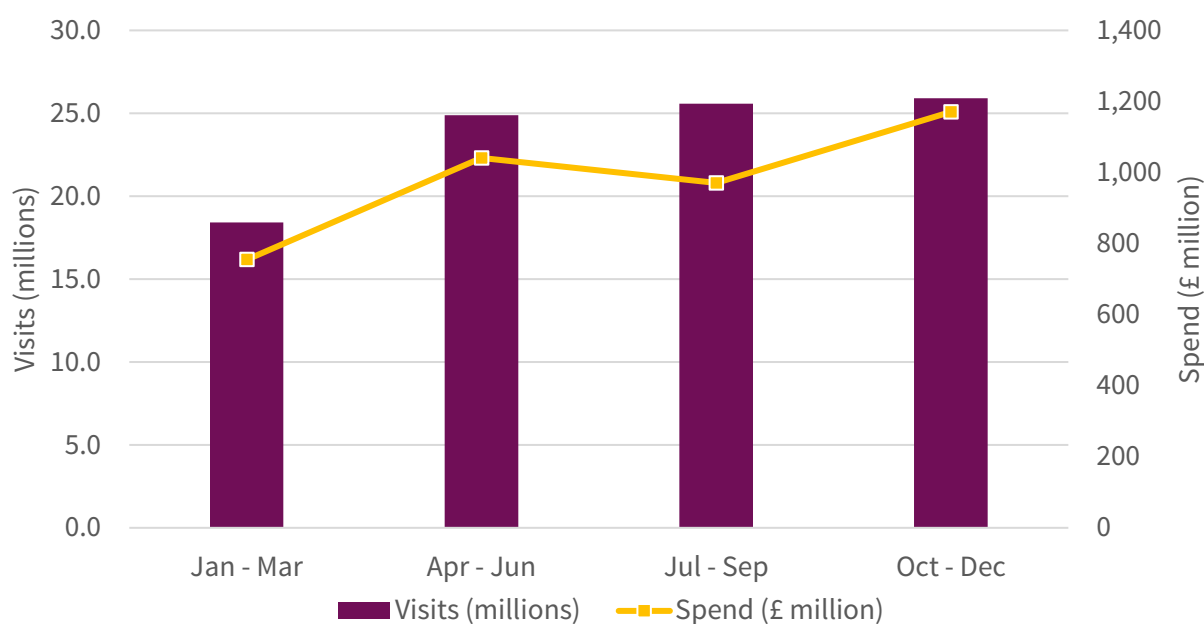
# Domestic Day Visit Tourism Performance in Scotland, 2022

A total of 94.8 million tourism day visits were made to Scotland by residents of Great Britain in 2022 with a spend of £3.9 billion. The average domestic tourism day visitor to Scotland in 2022 spent on average £42 per visit. These estimates are based on a sample of 1,312 trips.

Year	Visits (millions)	Spend (£ million)	Spend per trip
2022	94.8	£3,937	£42

There was a gradual increase in tourism day visits taken in Scotland as 2022 progressed. Trip volumes were highest in October to December with 25.9 million tourism day visits taken during this quarter and an associated spend of £1,171 million.

## Domestic tourism day visits and spend to Scotland by quarter, 2022

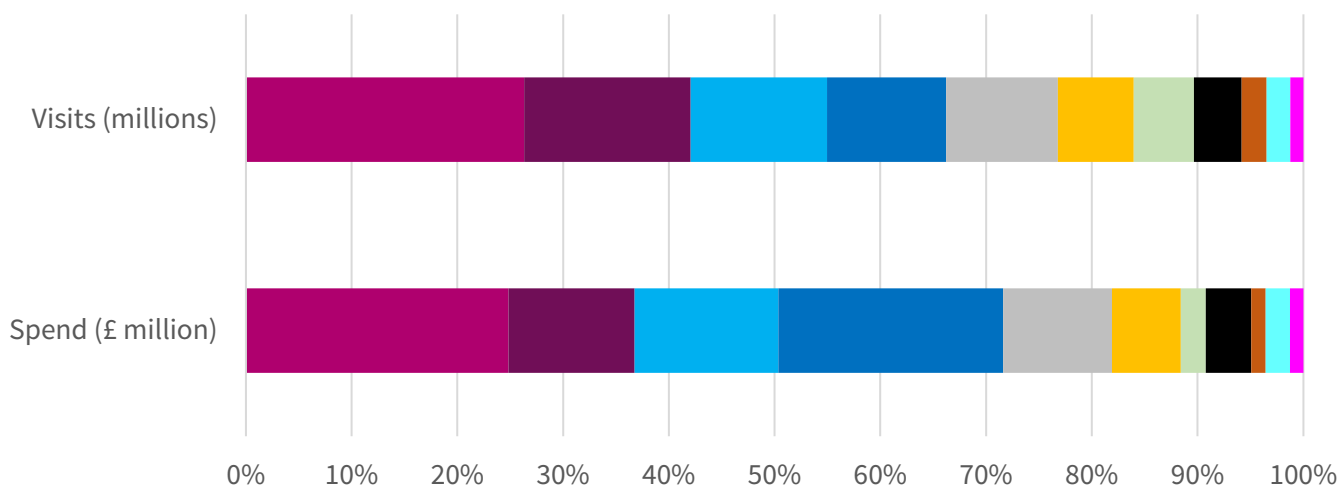


Quarter	Visits (millions)	Spend (£ million)
Jan - Mar	18.4	755
Apr - Jun	24.9	1,041
Jul - Sep	25.6	971
Oct - Dec	25.9	1,171
Total	94.8	3,937

# Purpose of Domestic Tourism Day Visits in Scotland, 2022

Around a quarter (26%) of tourism day visits to Scotland were to see friends or relatives. This was the largest proportion of trips taken, followed by those who went to a visitor attraction (16%). Health and wellbeing experiences were the least popular, representing only 1% of tourism day visit purposes.

## Most popular activities undertaken as part of a tourism day visit in Scotland, 2022



- Visited friends or relatives
- Went to a visitor attraction such as a historic house, theme park, museum, etc.
- 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.)
- Went sightseeing and exploring areas
- Took part in outdoor leisure activities and sports (such as walking, cycling etc.)
- Attended an organised public event (such as exhibition, concert, fair, live sport etc.)
- Attended a special event or celebration of personal nature (such as wedding, birthday, anniversary etc.)
- Took part in hobbies and interests
- 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.)

Source: Great Britain Day Visits Survey 2022



Cullen Sea School, Buckie  
© 2022 Wild Scotland / Stephen Sweeney

## INSIGHT DEPARTMENT: GBDVS 2022

### Most popular activities undertaken as part of a tourism day visit in Scotland, 2022

Activities	Visits (millions)	Spend (£ million)
Visited friends or relatives	24.9	978
Went to a visitor attraction such as a historic house, theme park, museum, etc.	14.9	469
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.)	12.2	535
Went sightseeing and exploring areas	10.7	837
Took part in outdoor leisure activities and sports (such as walking, cycling etc.)	10.0	405
Attended an organised public event (such as exhibition, concert, fair, live sport etc.)	6.8	256
Attended a special event or celebration of personal nature (such as wedding, birthday, anniversary etc.)	5.4	93
Took part in hobbies and interests	4.3	170
Took part in other leisure activities*	2.2	54
Went to an arts, cultural or entertainment experience (such as museum, gallery, cinema etc.)	2.1	90
Took part in a health or wellbeing experience (such as spa, retreat, gym etc.)*	1.2	50
<b>Total</b>	<b>94.8</b>	<b>3,937</b>

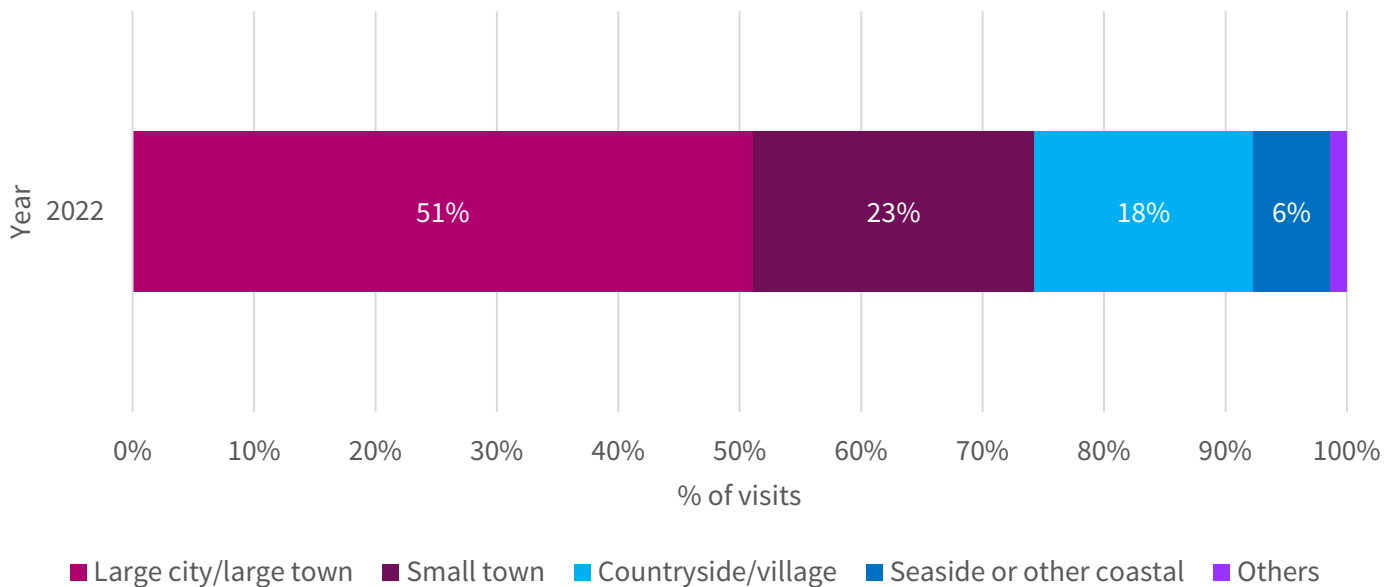
Source: Great Britain Day Visits Survey 2022

\*Data based on a sample size lower than 30

# Visits Taken by Domestic Tourism Day Visitors in Scotland, 2022

Around three quarters (74%) of tourism day visits taken in Scotland were to urban destinations. Just over half of day visits were made to large cities or towns in Scotland (51%) with a further 23% to smaller towns. Around a quarter (24%) were made to more rural locations such as countryside/village or seaside/coastal destinations. The average spend per visit was notably higher for tourism day visits taken in large city or large towns in Scotland (£52) compared to an average of £27 across more rural locations.

## Main location type visited on domestic tourism day visits in Scotland, 2022



Source: Great Britain Day Visits Survey 2022

Main location	Visits (millions)	Spend (£ million)
Large city/large town	48.5	2,543
Small town	21.9	738
Countryside/village	17.1	486
Seaside or other coastal	6.0	139
Others*	1.3	32
<b>Total</b>	<b>94.8</b>	<b>3,937</b>

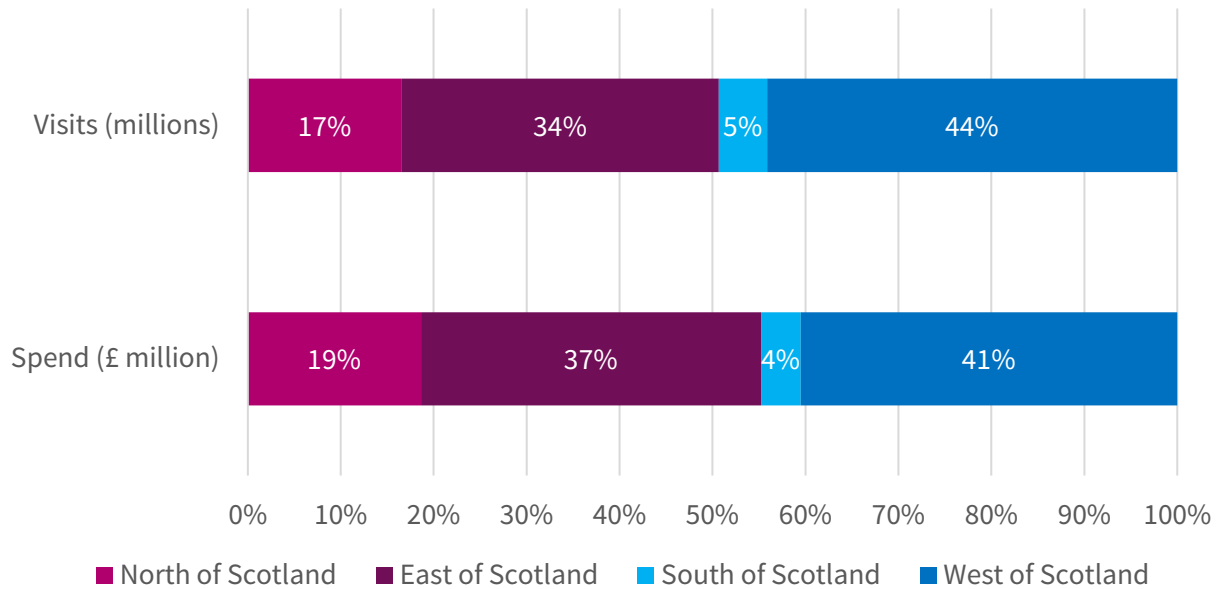
Source: Great Britain Day Visits Survey 2022  
 \*Data based on a sample size lower than 30



## INSIGHT DEPARTMENT: GBDVS 2022

The West of Scotland was the most visited region in 2022, accounting for 44% of tourism day visits and 41% of spend. The East of Scotland saw over 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, 2022



Source: Great Britain Day Visits Survey 2022

Main region	Visits (millions)	Spend (£ million)
North of Scotland	14.7	716
East of Scotland	30.2	1,405
South of Scotland	4.6	164
West of Scotland	39.1	1,556
Total*	88.6	3,840

Source: Great Britain Day Visits Survey 2022

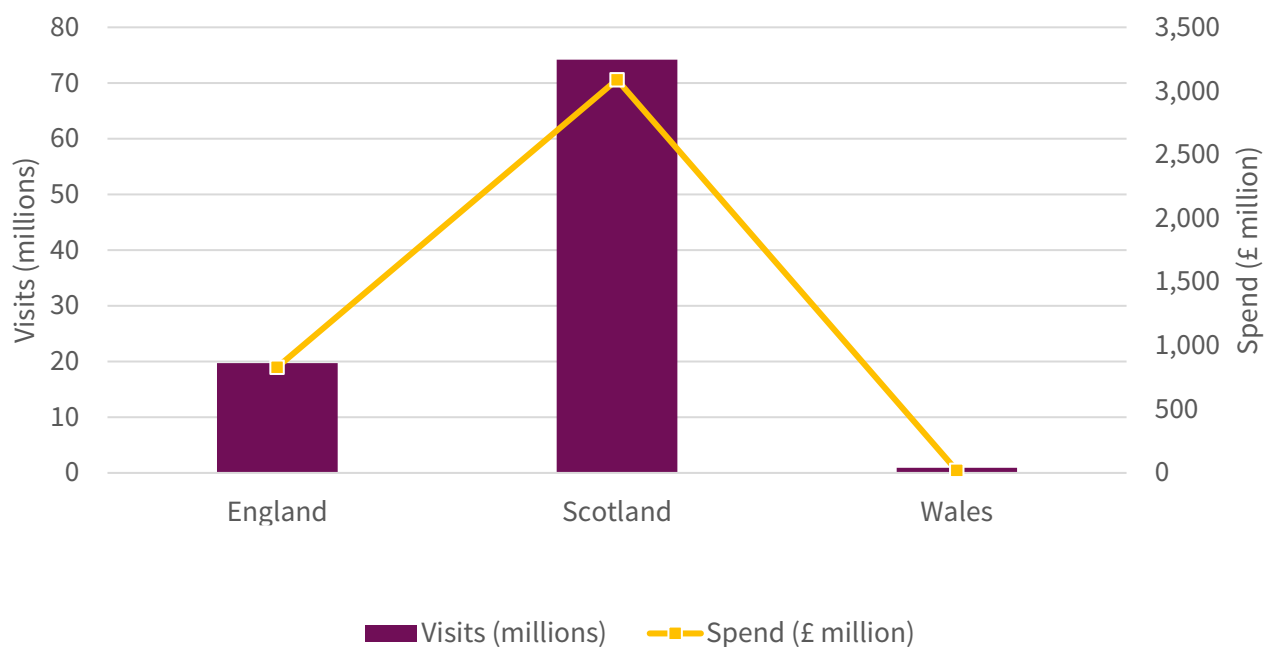
\*Please note that the main location visited may have been outside Scotland



# Who Took Domestic Tourism Day Visits in Scotland during 2022?

Residents of Scotland generated the highest volume of tourism day visits and spend in Scotland, accounting for 78% 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, 2022



Source: Great Britain Day Visits Survey 2022

Nation of residence	Visits (millions)	Spend (£ million)
England	19.7	830
Scotland	74.2	3,088
Wales*	0.9	19
Total	94.8	3,937

Source: Great Britain Day Visits Survey 2022

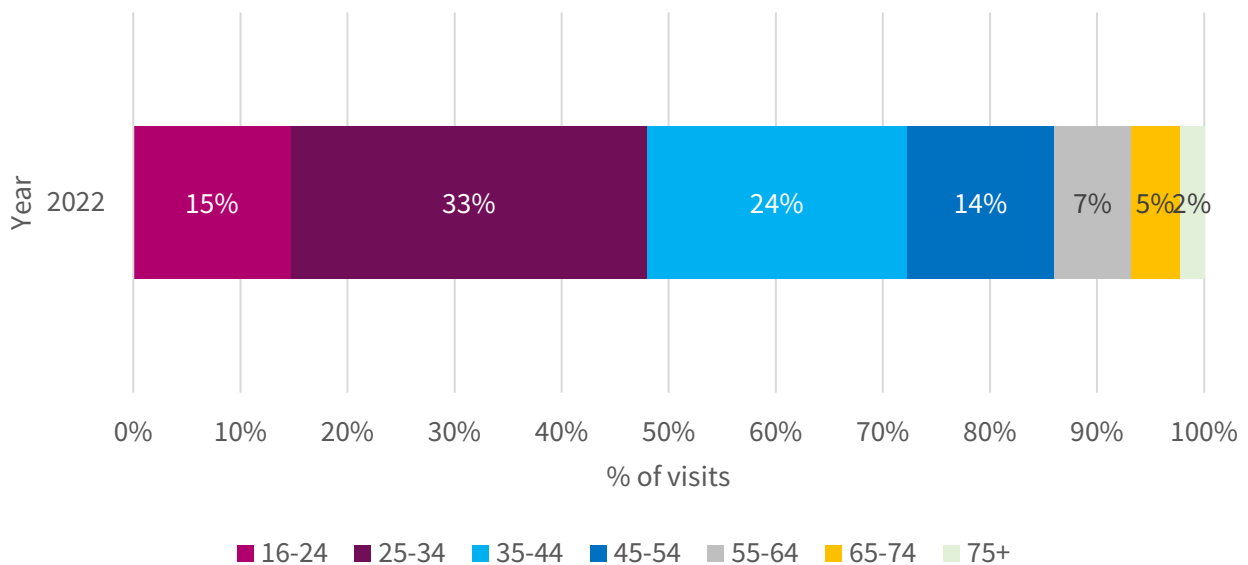
\*Data based on a sample size lower than 30



## INSIGHT DEPARTMENT: GBDVS 2022

The majority of tourism day visits in Scotland were made by people under the age of 45 (72%). Visitors aged between 25 and 34 had the highest spend. The age group that spent on average the most per day were visitors aged 16 to 24 (average daily spend of £53).

### Age of visitors on domestic tourism day visits taken in Scotland, 2022



Source: Great Britain Day Visits Survey 2022

Age group	Visits (millions)	Spend (£ million)
16-24	14.0	741
25-34	31.5	1,357
35-44	23.0	811
45-54	13.1	431
55-64	6.8	329
65-74	4.3	210
75+*	2.1	58
Total	94.8	3,937

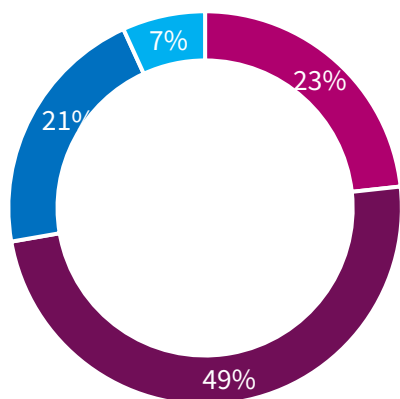
Source: Great Britain Day Visits Survey 2022  
\*Data based on a sample size lower than 30

Families accounted for the highest proportion of tourism day visits and spend in Scotland. Visitors of retirement age represented the lowest proportion of tourism day visits and spend.

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

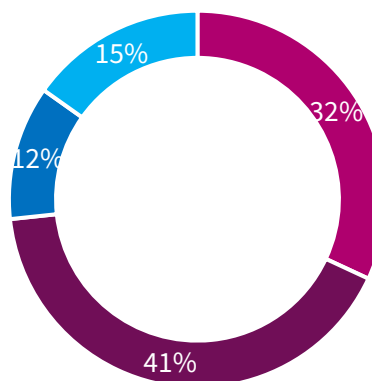
Please note the definition of life stages has been amended from previously published reports to bring consistency between Scotland, England and Wales reporting. Pre-Nesters remains the same, but changes have been made to the definition of Families, Older Independents and Empty Nesters (terminology has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

Life stage of visitors on tourism day visits taken in Scotland, 2022



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

Spend on tourism day visits in Scotland by visitor life stage, 2022



- Pre-nesters
- Families
- Older independents
- Empty nesters

Source: Great Britain Day Visits Survey 2022

Tourism day visits and spend in Scotland by visitor life stage, 2022

Life stage	Visits (millions)	Spend (£ million)
Pre-Nesters	22.1	1,257
Families	46.5	1,660
Older Independents	19.8	751
Retirement Age	6.5	269
Total	94.8	3,937

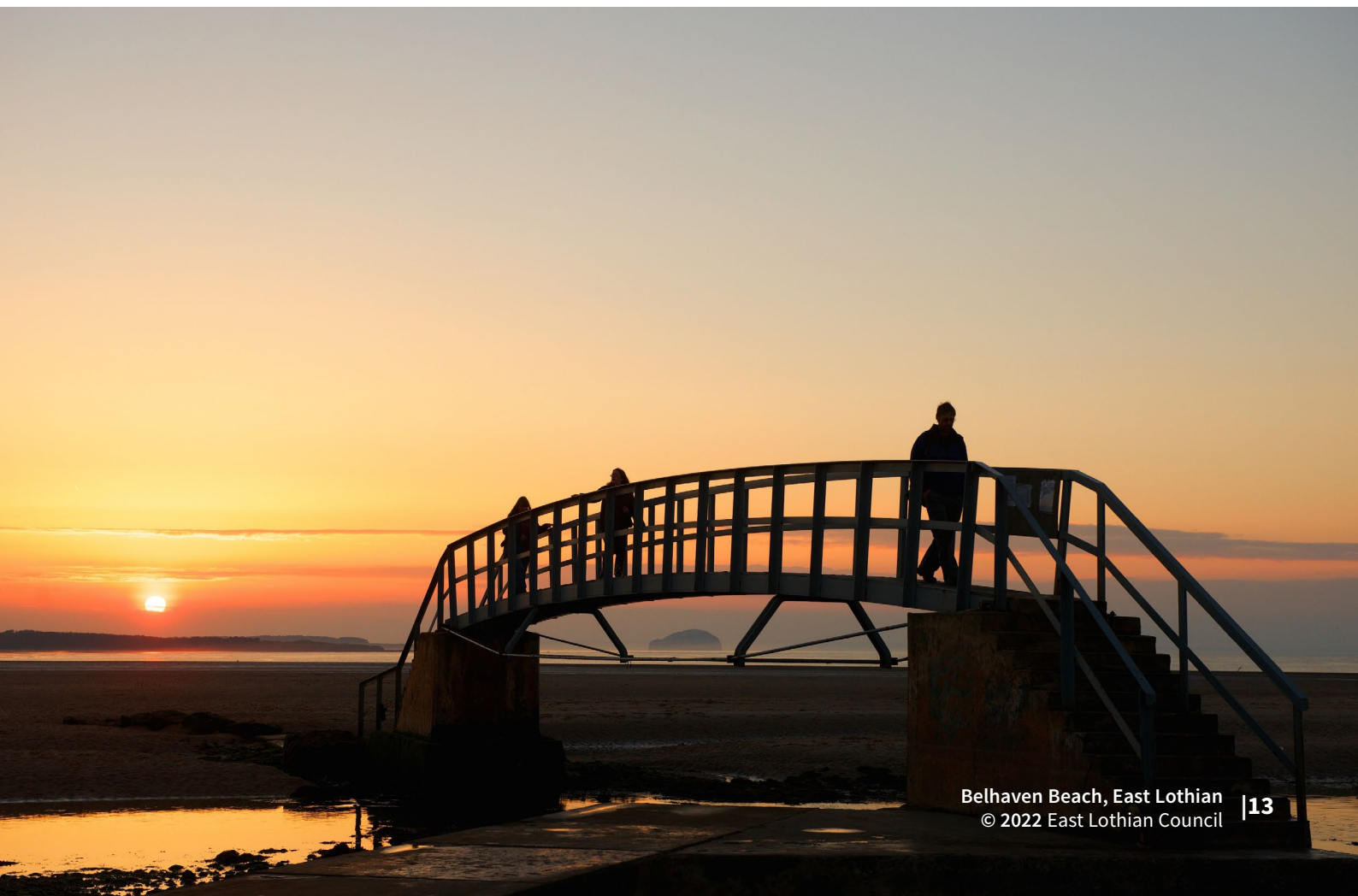
Source: Great Britain Day Visits Survey 2022


The most common party size was two people. Around two fifths had children in their travel party and around half had children in the household.

**Party composition of tourism day visit groups in Scotland, 2022**

Party composition	
% solo travellers	16%
% 2-person parties	36%
% 3 to 4 person parties	29%
% 5+ person parties	18%
% children on trip	41%
% children in household	49%

Source: Great Britain Day Visits Survey 2022





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