



Great Britain Day Visits  
Survey | April – December 2021  
(Revised)

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Published: June 2023

# Revised Domestic GB Tourism Statistics (Day Visits): April to December 2021

## Introduction

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 accompanying Methodology and Quality report on the changes to the survey that limit comparability with the published estimates for 2019 and previous years.

This is a revised release of the main estimates for the volume and value of domestic day visits taken by British residents in Great Britain in 2021. This report was originally published in December 2022 but has now been updated with revised figures.

These revisions are due to volume, spend and bednight caps which were applied to the 2021 (and 2022) data to manage the impact of unusually large day visits or spend. Analysis was conducted on 2021 data to assess the impact of these outliers and following this analysis caps were agreed and applied. More details on these caps can be found in the accompanying Background Quality Report.

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 between April and December 2021. Data is not available for January to March 2021, due to coronavirus (COVID-19) restrictions on travel during this period.

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 (April – December 2021)

### Summary of Great Britain's Day Visit Tourism Performance (April – December 2021)

- Great Britain residents took 1,793.6 million leisure day visits lasting 3 hours+ in Great Britain with £55.4 billion spent during these visits.
- 35% of leisure day visits in Great Britain were tourism day visits. There were 623.6 million tourism day visits taken with an associated spend of £24.9 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 £31 compared to £40 average for tourism day visits taken in Great Britain.

### Summary of Scotland's Day Visit Tourism Performance (April – December 2021)

- Great Britain residents took 192.8 million leisure day visits lasting 3 hours+ in Scotland with £5.7 billion spent during these visits.
- 29% of leisure day visits taken in Scotland were tourism day visits. There were 55.1 million tourism day visits taken with an associated spend of £2.4 billion.
- Approximately 11% 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 10% 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 2021.
- The average spend on 3 hour+ leisure day visits was £30 in Scotland compared to £31 average for leisure day visits taken in GB.
- The average spend for tourism day visits in Scotland was higher at £44 compared to the GB average of £40.



## Visits and Spend in GB Nations (April – December 2021)

Between April and December in 2021, there were 1,793.6 million 3 hour+ leisure day visits taken in GB by British residents with a total expenditure of £55.3 billion. During the same period there were 192.8 million 3 hour+ leisure day visits taken in Scotland with a total expenditure of £5.7 billion. Approximately 11% of all 3 hour+ leisure day visits by British residents were taken in Scotland, compared to 84% taken in England and 7% taken in Wales. The share of total spend in Scotland was 10%.

There were 623.6 million tourism day visits taken in GB by British residents in April to December 2021 with a total expenditure of £24.9 billion. During the same period there were 55.1 million tourism day visits taken in Scotland with a spend of £2.4 billion. Tourism day visits accounted for 29% of 3 hour+ leisure day visits taken in Scotland and 43% of expenditure.

### Total volume of leisure day visits and spend to each nation of Great Britain, Apr-Dec 2021

3 Hour+ Leisure Day Visits	GB	England	Scotland	Wales
Visits (millions)	1793.6	1513.5	192.8	123.3
% GB Visits	100%	84%	11%	7%
Spend (£ million)	£55,398	£46,554	£5,688	£3,156
% GB Spend	100%	84%	10%	6%

Source: Great Britain Day Visits Survey (April – December 2021)

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, Apr-Dec 2021

Tourism Day Visits	GB	England	Scotland	Wales
Visits (millions)	623.6	545.5	55.1	37.4
% GB Visits	100%	87%	9%	6%
Spend (£ million)	£24,941	£21,188	£2,420	£1,333
% GB Spend	100%	85%	10%	5%

Source: Great Britain Day Visits Survey (April – December 2021)

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.

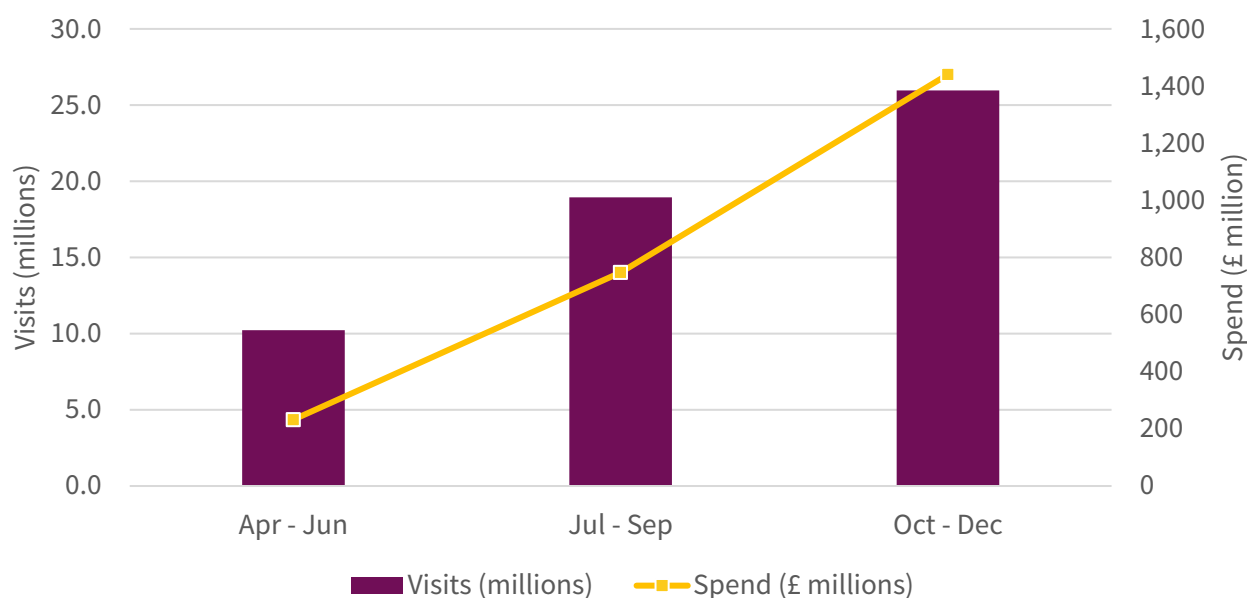
# Domestic Day Visit Tourism Performance in Scotland, April to December 2021

A total of 55.1 million tourism day visits were made to Scotland by residents of Great Britain between April and December 2021 with a spend of £2.4 billion. The average domestic tourism day visitor to Scotland in 2021 spent on average £44 per visit. These estimates are based on a sample of 1,312 trips.

Year	Visits (millions)	Spend (£ million)	Spend per trip
2021	55.1	£2,420	£44

There was a gradual increase in tourism day visits taken in Scotland during the course of the year. Volumes of tourism day visits were highest in October to December with 26.0 million tourism day visits and an associated spend of £1,441 million during this quarter.

## Domestic tourism day visits and spend to Scotland by quarter, April – Dec 2021

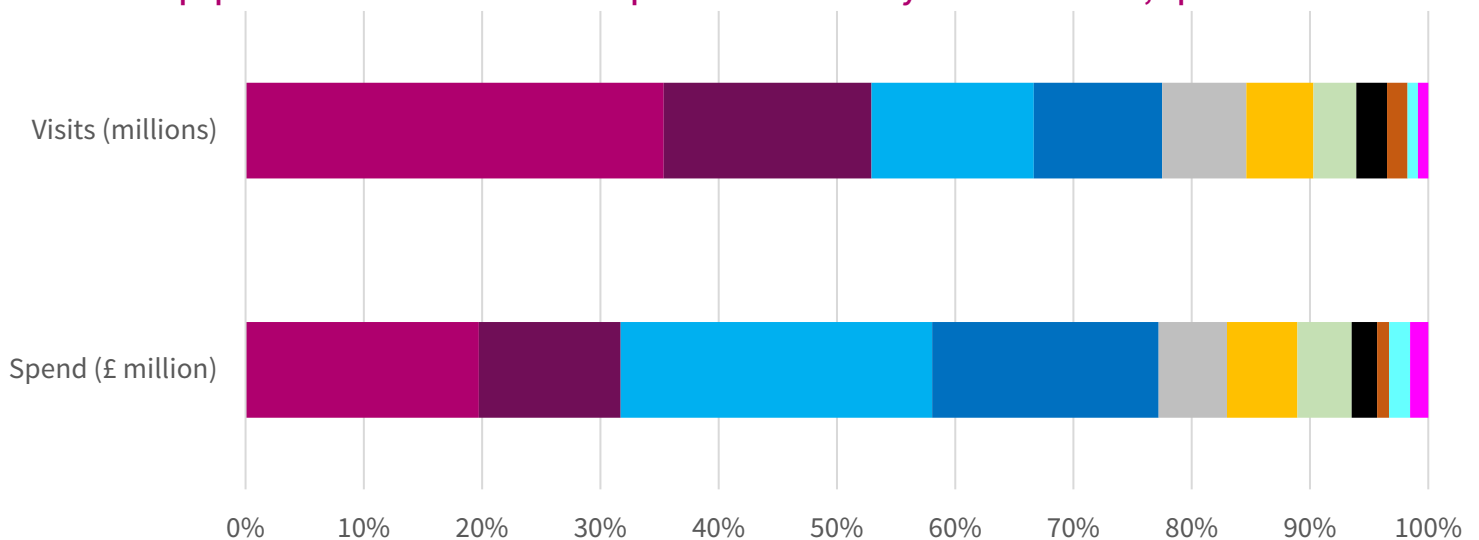


Quarter	Visits (millions)	Spend (£ million)
Apr - Jun	10.2	232
Jul - Sep	18.9	747
Oct - Dec	26.0	1,441
<b>Total</b>	<b>55.1</b>	<b>2,420</b>

# Purpose of Domestic Tourism Day Visits in Scotland, April to December 2021

Over a third (35%) 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 (18%). The least popular activities were going to an arts, cultural or entertainment experience and health/wellbeing experiences, both representing only 1% of tourism day visit purposes.

## Most popular activities undertaken as part of a tourism day visit in Scotland, Apr – Dec 2021



- 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 (April – December 2021)



**INSIGHT DEPARTMENT: GBDVS April – December 2021 (Revised)**

**Most popular activities undertaken as part of a tourism day visit in Scotland, Apr – Dec 2021**

<b>Activities</b>	<b>Visits (millions)</b>	<b>Spend (£ millions)</b>
Visited friends or relatives	19.5	477
Went to a visitor attraction such as a historic house, theme park, museum, etc.	9.7	290
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.)	7.6	637
Went sightseeing and exploring areas	6.0	464
Took part in outdoor leisure activities and sports (such as walking, cycling etc.)	3.9	140
Attended an organised public event (such as exhibition, concert, fair, live sport etc.)	3.1	144
Attended a special event or celebration of personal nature (such as wedding, birthday, anniversary etc.)	2.0	111
Took part in hobbies and interests*	1.4	52
Took part in other leisure activities*	1.0	25
Went to an arts, cultural or entertainment experience (such as museum, gallery, cinema etc.)*	0.5	43
Took part in a health or wellbeing experience (such as spa, retreat, gym etc.)*	0.5	37
<b>Total</b>	<b>55.1</b>	<b>2,420</b>

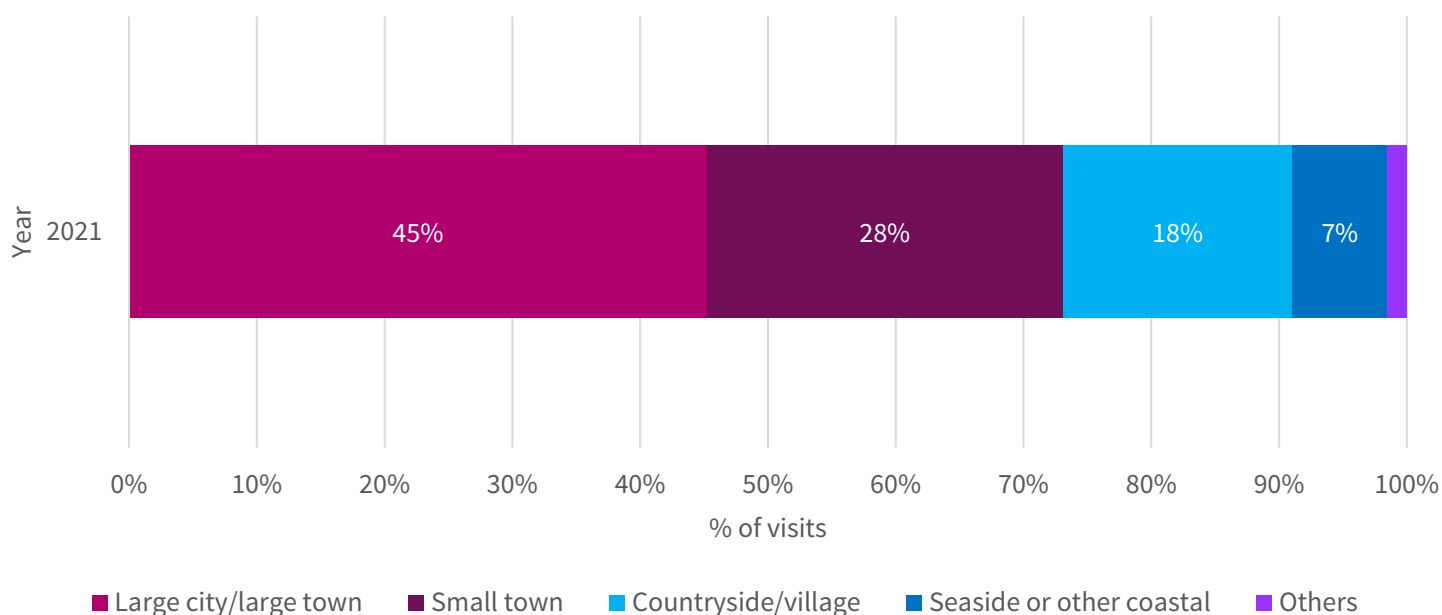
Source: Great Britain Day Visits Survey (April – December 2021)

\*Data based on a sample size lower than 30

## Visits Taken by Domestic Tourism Day Visitors in Scotland, April to December 2021

Around three quarters (73%) of tourism day visits taken in Scotland were to urban destinations (large cities/large towns and small towns). A quarter (25%) 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 (£59) compared to an average of £30 across more rural locations.

### Main location type visited on domestic tourism day visits in Scotland, Apr – Dec 2021



Source: Great Britain Day Visits Survey (April – December 2021)

Main location	Visits (millions)	Spend (£ million)
Large city/large town	24.9	1467.1
Small town	15.4	510.9
Countryside/village	9.9	295.0
Seaside or other coastal	4.1	126.6
Others*	0.9	20.5
<b>Total</b>	<b>55.1</b>	<b>2420.1</b>

Source: Great Britain Day Visits Survey (April – December 2021)

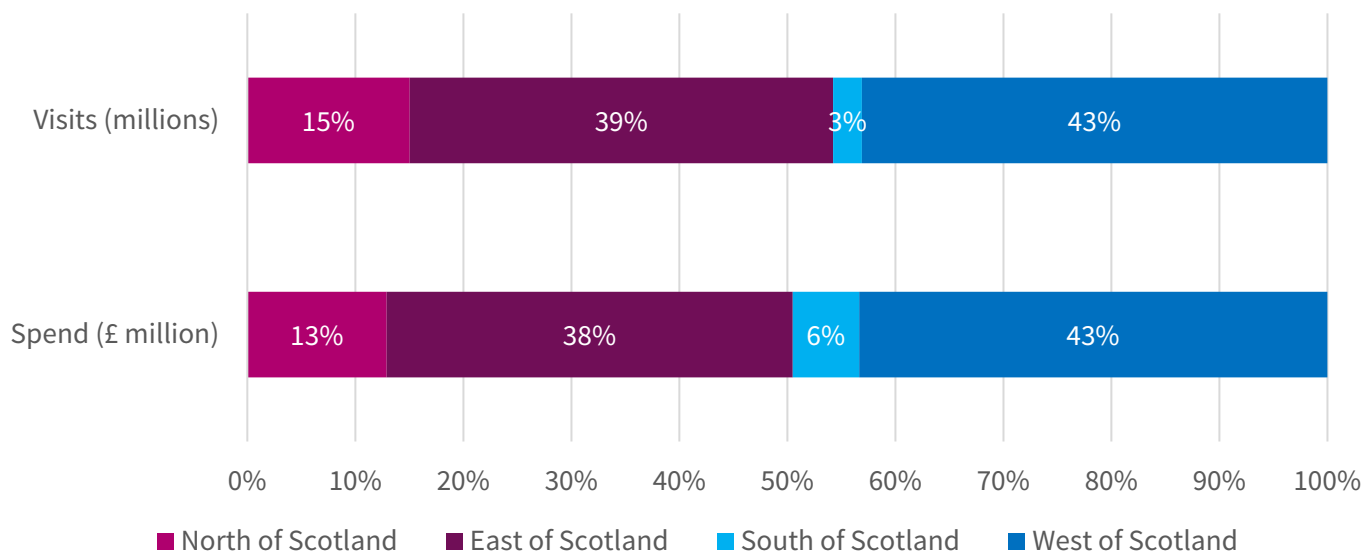
\*Data based on a sample size lower than 30



## INSIGHT DEPARTMENT: GBDVS April – December 2021 (Revised)

Between April and December 2021, the most visited region of Scotland was the West, accounting for 43% of both tourism day visits and associated spend. The East of Scotland saw almost 40% 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, Apr - Dec 2021



Source: Great Britain Day Visits Survey (April – December 2021)

Main region	Visits (millions)	Spend (£ million)
North of Scotland	7.7	310
East of Scotland	20.0	903
South of Scotland*	1.4	148
West of Scotland	22.0	1,042
Total**	51.0	2,402

Source: Great Britain Day Visits Survey (April – December 2021)

\*Data based on a sample size lower than 30

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

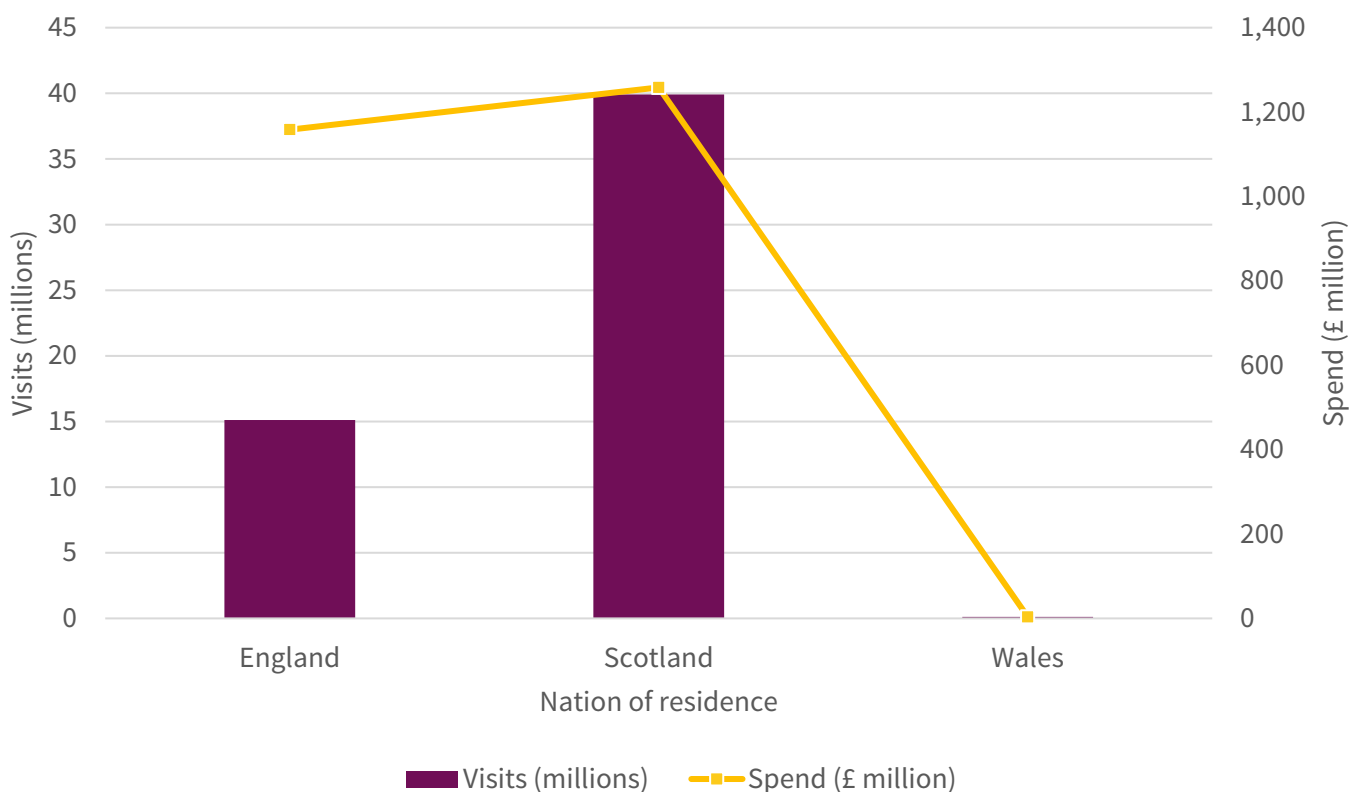
King's Cave, Isle of Arran  
© 2019 VisitScotland / Kenny Lam



## Who Took Domestic Tourism Day Visits in Scotland during 2021 (April to December)?

Residents of Scotland generated the highest volume of tourism day visits and spend in Scotland, accounting for 72% 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, Apr – Dec 2021



Source: Great Britain Day Visits Survey (April – December 2021)

Nation of residence	Visits (millions)	Spend (£ million)
England	15.1	1,158
Scotland	39.9	1,258
Wales*	0.1	4
<b>Total</b>	<b>55.1</b>	<b>2,420</b>

Source: Great Britain Day Visits Survey (April – December 2021)

\*Data based on a sample size lower than 30

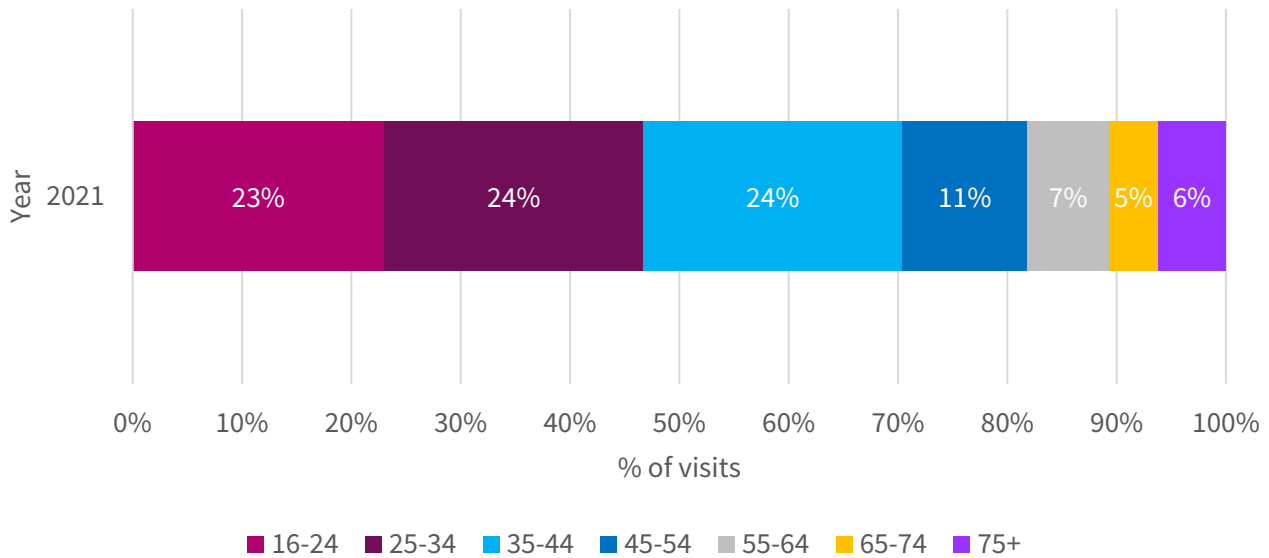


The Falkirk Wheel Café, Falkirk  
© 2023 VisitScotland / Kate Abbey

### INSIGHT DEPARTMENT: GBDVS April – December 2021 (Revised)

The majority of tourism day visits in Scotland were made by people under the age of 45 (70%). Visitors aged between 25 and 34 had the highest spend. The age group that spent on average the most per day were visitors aged 65 to 74 (average daily spend of £77).

#### Age of visitors on domestic tourism day visits taken in Scotland, Apr – Dec 2021



Source: Great Britain Day Visits Survey (April – December 2021)

Age group	Visits (millions)	Spend (£ million)
16-24	12.7	485
25-34	13.1	485
35-44	13.0	595
45-54	6.3	436
55-64	4.1	164
65-74	2.5	190
75+*	3.4	65
<b>Total</b>	<b>55.1</b>	<b>2420</b>

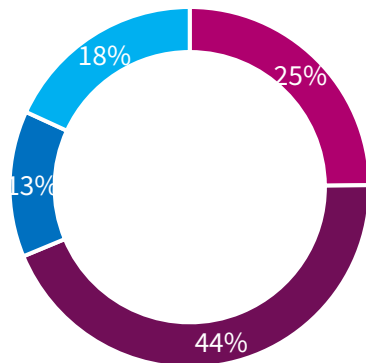
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## INSIGHT DEPARTMENT: GBDVS April – December 2021 (Revised)

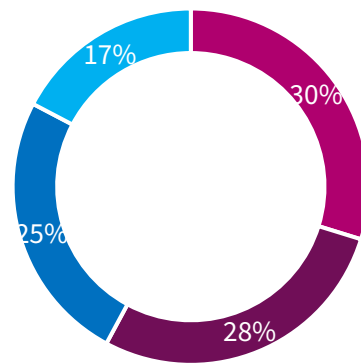
Families accounted for the highest proportion of tourism day visits in Scotland and older independents made up the lowest proportion. The visitors who spent the most were pre-nesters and empty nesters spent the least.

Life stage of visitors on tourism day visits in Scotland



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

Spend on tourism day visits in Scotland by visitor life stage



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

Source: Great Britain Day Visits Survey (April – December 2021)

### Tourism day visits and spend in Scotland by visitor life stage, Apr – Dec 2021

Life stage	Visits (millions)	Spend (£ million)
Pre-nesters	13.7	721
Families	24.2	680
Older independents	7.2	601
Empty nesters	10.0	419
Total	55.1	2,420

Source: Great Britain Day Visits Survey (April – December 2021)

The average party size of groups visiting Scotland for a tourism day visit was 2.81. Around a fifth were solo travellers. Over a third had children in their travel party while 44% had children in their household. The most common party size was two people.

### Party composition of tourism day visit groups in Scotland, Apr – Dec 2021

Party composition	
Average no. of children in party	0.47
Average no. of adults in party	2.33
Average total party size	2.81
% solo travellers	22%
% 2-person parties	42%
% 3 to 4 person parties	24%
% 5+ person parties	11%
% children on trip	36%
% children in household	44%

Source: Great Britain Day Visits Survey (April – December 2021)



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## CONTACT US

### Insight Department

VisitScotland  
Ocean Point One  
94 Ocean Drive  
Edinburgh EH6 6JH

0131 472 2222

research@visitscotland.com

visitscotland.com

visitscotland.org

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**Published: June 2023**

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