



Great Britain Day Visits Survey
Quarter 4 2023 (October – December)

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Domestic GB Tourism Statistics (Day Visits) Quarter 4 2023 (October – December)

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.

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. Please see the 2022 Methodology and Quality Report and accompanying Background Quality Report for further details.

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 Quarter 4 2023, and full year 2023. The Q4 statistics published in this release cover the period from the beginning of October to the end of December 2023. The full year (2023) statistics published in this release cover the period January to December 2023.

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.

Detailed results for England and Wales are being published by [VisitEngland](#) and [Visit Wales](#).

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 2023

Summary of Great Britain's Day Visit Tourism Performance in 2023 (January to December)

- Great Britain residents took 3.0 billion leisure day visits lasting 3 hours or more in Great Britain with £109.1 billion spent during these visits.
- 39% of leisure day visits in Great Britain were tourism day visits. There were 1.2 billion tourism day visits taken in 2023 with an associated spend of £50.4 billion.
- The average spend on 3 hours or more leisure day visits was £37 compared to £44 average for tourism day visits taken in Great Britain.

Summary of Scotland's Day Visit Tourism Performance 2023 (January to December)

- In 2023, Great Britain residents took 293.4 million leisure day visits lasting 3 hours or more in Scotland with £9.5 billion spent during these visits.
- 32% of leisure day visits taken in Scotland were tourism day visits. There were 92.9 million tourism day visits taken with an associated spend of approximately £3.9 billion.
- Approximately 10% of all GB 3 hours or more leisure day visits and 8% of tourism day visits included a visit in Scotland. The share of total GB spend was 9% for 3 hours or more leisure day visits and 8% for tourism day visits in Scotland.
- In 2023, the average spend on 3 hours or more leisure day visits was £32 in Scotland compared to £37 average for leisure day visits taken in GB.
- The average spend for tourism day visits in Scotland was £42 compared to the GB average of £44.

Summary of Scotland's Day Visit Tourism Performance in Quarter 4 2023 (October to December)

- In the final quarter of 2023, Great Britain residents took 66.1 million leisure day visits lasting 3 hours or more in Scotland with £2.5 billion spent during these visits.
- 30% of leisure day visits taken in Scotland were tourism day visits. There were 20.0 million tourism day visits taken with an associated spend of approximately £1.0 billion.
- The average spend for tourism day visits in Scotland in quarter four of 2023 was £52 compared to the GB average of £48.

Visits and Spend in Great Britain

January to December 2023

During 2023, there were 3.0 billion 3 hours or more leisure day visits taken in GB by British residents with a total expenditure of £109.1 billion. During the same period, there were 293.4 million 3 hours or more leisure day visits taken in Scotland with a total expenditure of £9.5 billion. Approximately 10% of all 3 hours or more leisure day visits and 9% of spend by British residents were on day visits taken in Scotland.

There were 1.2 billion tourism day visits taken in GB by British residents in 2023 with an approximate expenditure of £50.8 billion. During the same period, there were 92.9 million tourism day visits taken in Scotland with a spend of £3.9 billion. Tourism day visits accounted for 32% of 3 hours or more leisure day visits taken in Scotland and 41% of 3 hours or more leisure day visits expenditure.

Total volume of leisure day visits and spend to Great Britain and Scotland, January to December 2023

3 Hours or more Leisure Day Visits	GB	Scotland
Visits (millions)	2,955.0	293.4
% GB Visits	100%	10%
Spend (£ million)	£109,103	£9,471
% GB Spend	100%	9%

Source: Great Britain Day Visits Survey 2023

Total volume of tourism day visits and spend to Great Britain and Scotland, January to December 2023

Tourism Day Visits	GB	Scotland
Visits (millions)	1,160.3	92.9
% GB Visits	100%	8%
Spend (£ million)	£50,784	£3,879
% GB Spend	100%	8%

Source: Great Britain Day Visits Survey 2023

Domestic Tourism Performance in Great Britain, 2023 and 2022

In the final quarter of 2023, there were 315.5 million tourism day visits in Great Britain. This is an increase of 1% when compared with the same time period in 2022. The spend associated with these visits had increased by 20%, from £13 billion to £15 billion. The average domestic tourism day visitor to Great Britain in quarter four of 2023 spent more per visit than the same time period in 2022 (£48 compared with £40).

Tourism day visits and spend to Great Britain Q4 2023/2022

Quarter	Visits (millions)	Spend (£ million)	Spend per visit
Q4 2023	315.5	15,034	£48
Q4 2022	312.7	12,572	£40
% change	1%	20%	6%

Source: Great Britain Day Visits Survey 2023/2022

In 2023, tourism day visits in Great Britain had increased by 7% compared with 2022. The spend associated with these visits had also increased, from £45 billion to £51 billion. The average domestic tourism day visitor in 2023 spent more per visit than in 2022 (£44 compared with £41).

Tourism day visits and spend to Great Britain, 2023/2022

Year	Visits (millions)	Spend (£ million)	Spend per visit
2023	1,160.3	50,784	£44
2022	1,086.2	45,043	£41
% change	7%	13%	6%

Source: Great Britain Day Visits Survey 2023/2022



Domestic Tourism Performance in Scotland, 2023 and 2022

In the final quarter of 2023, there were 20.0 million tourism day visits to Scotland by British visitors. This is a decrease when compared with the same time period in 2022. The spend associated with these visits had also decreased, from £1.2 billion in Q4 2022 to £1.0 billion in Q4 2023. The average domestic tourism day visitor to Scotland in quarter four of 2023 spent more per visit than the same time period in 2022 (£52 compared with £45).

Tourism day visits and spend to Scotland Q4 2023/2022

Quarter	Visits (millions)	Spend (£ million)	Spend per visit
Q4 2023	20.0	£1,042	£52
Q4 2022	25.9	£1,171	£45
% change	-23%	-11%	15%

Source: Great Britain Day Visits Survey 2023/2022

Tourism day visits in Scotland were slightly lower when compared with 2022 at 92.9 million. The spend associated with these visits had also decreased very slightly. The average spend by domestic tourism day visitors remained stable at £42 per visit.

Tourism day visits and spend to Scotland, 2023/2022

Year	Visits (millions)	Spend (£ million)	Spend per visit
2023	92.9	3,879	£42
2022	94.8	3,937	£42
% change	-2%	-1%	0%

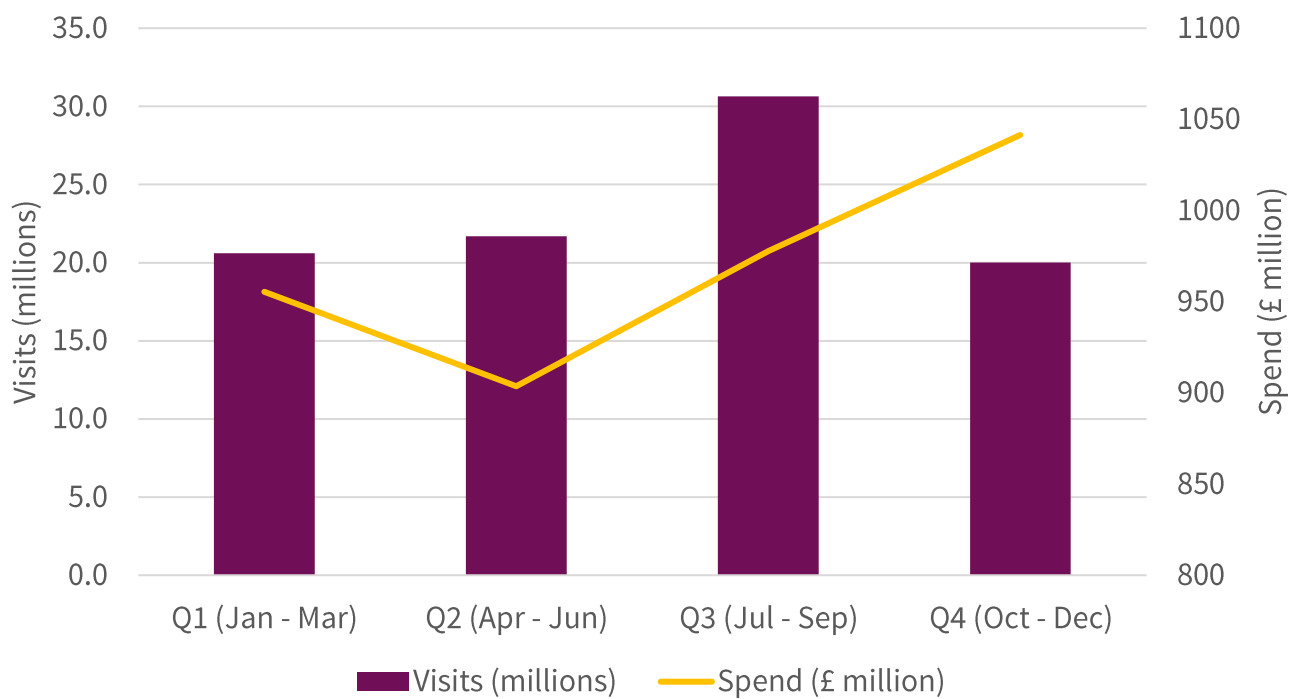
Source: Great Britain Day Visits Survey 2023/2022



Domestic Day Visit Tourism Performance

in Scotland by quarter, January to December 2023

A total of 92.9 million tourism day visits were made to Scotland by residents of Great Britain in 2023 with a spend of approximately £3.9 billion. The quarter with the highest volume of domestic tourism day visits to Scotland was Quarter 3, with 30.6 million visits. Quarter 4 had the highest level of associated spend, with £1.0 billion spent on domestic tourism day visits in Scotland.



2023	Visits (millions)	Spend (£ million)
Q1 (Jan-Mar)	20.6	956
Q2 (April-June)	21.7	904
Q3 (July-Sept)	30.6	978
Q4 (Oct-Dec)	20.0	1,042
Total	92.9	3,879

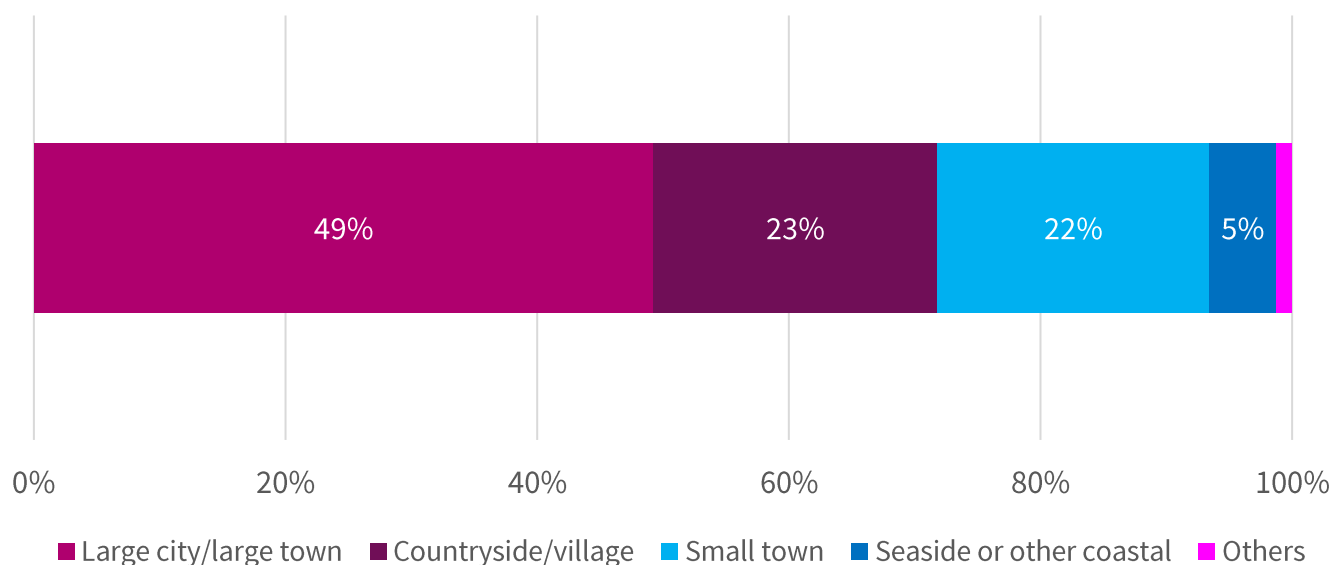
Source: Great Britain Day Visits Survey 2023

Main Location Visited

in Scotland, Quarter 4 2023 (October – December)

Around half (49%) of tourism day visits in the final quarter of 2023 were made to large cities or towns in Scotland. These types of locations also represented 75% of tourism day visit associated spend. Around a quarter of tourism day visits were taken to countryside or village locations (23%) and a similar proportion visited small towns (22%).

Main location type visited on domestic tourism day visits in Scotland, Q4 2023



Source: Great Britain Day Visits Survey Q4 2023 (October – December)

Main location	Visits (millions)	Spend (£ million)
Large city/large town	9.8	785
Countryside/village	4.5	115
Small town	4.3	126
Seaside or other coastal*	1.1	13
Others*	0.3	2
Total	20.0	1,042

Source: Great Britain Day Visits Survey Q4 2023 (October – December)

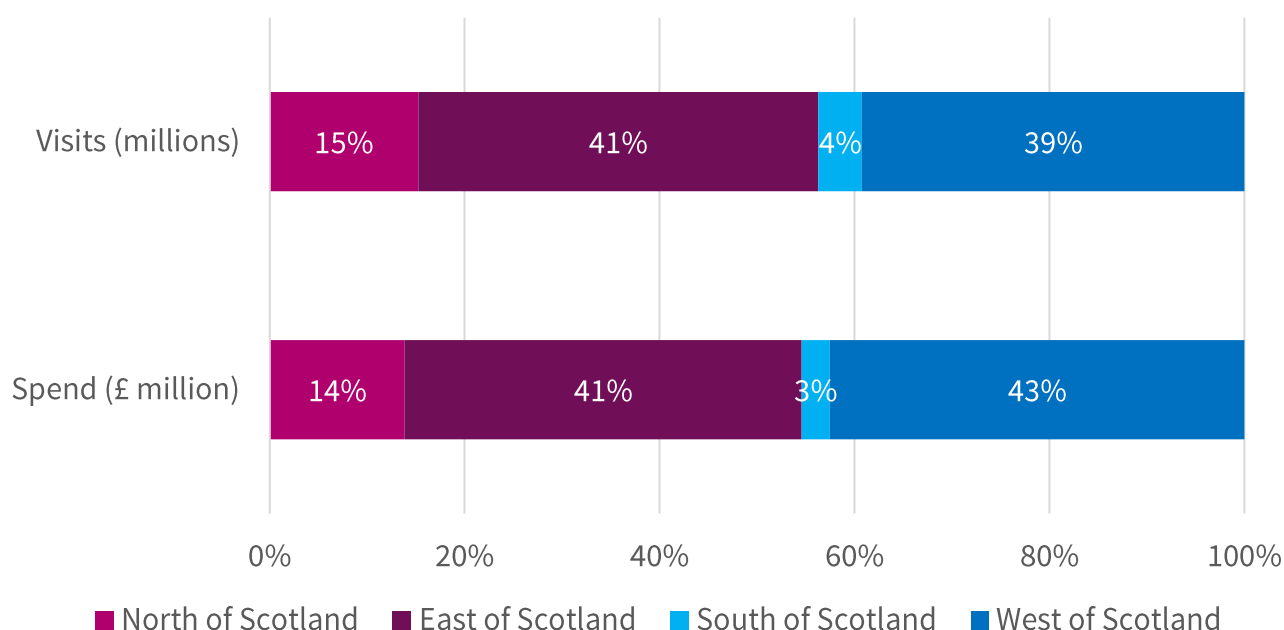
*Data based on a sample size lower than 30

Main Region Visited

in Scotland, Quarter 4 2023 (October – December)

The East of Scotland was the most visited region in the final quarter of 2023, accounting for 41% of tourism day visits and associated spend. The West of Scotland had the highest level of spend on tourism day visits, representing 43% of overall spend. Please note that 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, Q4 2023



Source: Great Britain Day Visits Survey Q4 2023

Main region visited	Visits (millions)	Spend (£ million)
North of Scotland	2.9	138
East of Scotland	7.8	405
South of Scotland**	0.9	29
West of Scotland	7.5	423
Total*	19.1	995

Source: Great Britain Day Visits Survey Q4 2023

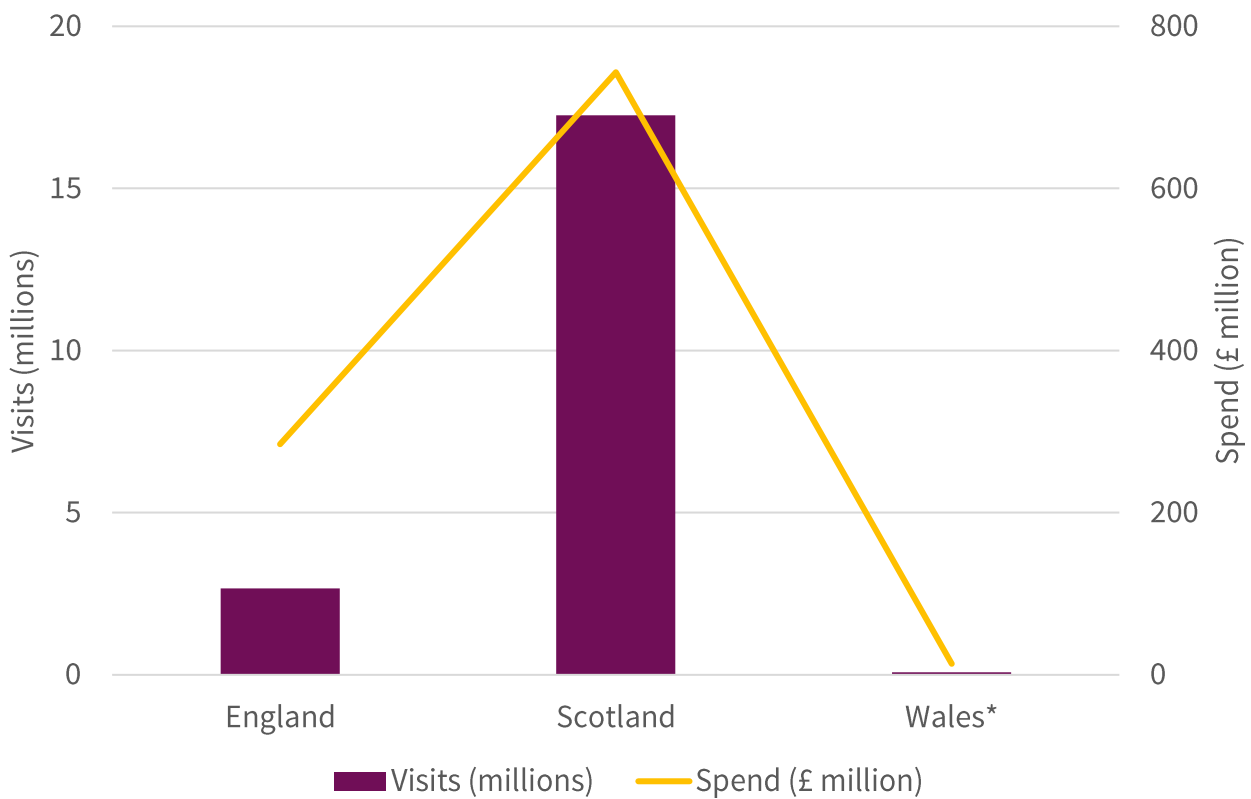
*Please note that the main location visited may have been outside Scotland

**Sample size lower than 30

Who Took Domestic Tourism Day Visits in Scotland, Quarter 4 2023 (October – December)

Residents of Scotland generated the highest volume of tourism day visits and spend in Scotland, accounting for 86% of visits taken. The remaining day visits were made by residents of England, with comparatively few visits from Welsh residents.

Tourism day visits taken in Scotland by nation of residence, Q4 2023



Source: Great Britain Day Visits Survey Q4 2023

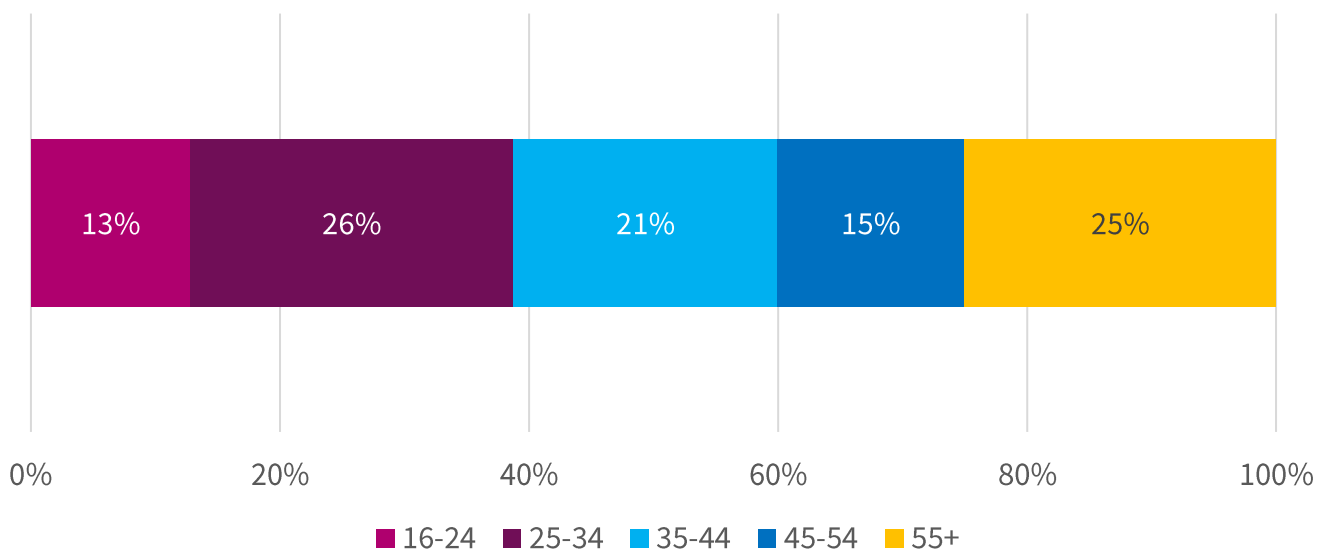
Nation of residence	Visits (millions)	Spend (£ million)
England*	2.7	285
Scotland	17.3	744
Wales*	0.1	13
Total	20.0	1,042

Source: Great Britain Day Visits Survey Q4 2023
 *Data based on a sample size lower than 30

Age

Almost half (47%) of tourism day visits in Scotland were made by people between the ages of 25 and 44. Visitors aged between 45 and 54 generated the highest amount of spend.

Age of visitors on domestic tourism day visits taken in Scotland, Q4 2023



Source: Great Britain Day Visits Survey Q4 2023

Age group	Visits (millions)	Spend (£ million)
16-24	2.6	159
25-34	5.2	230
35-44	4.2	193
45-54	3.0	308
55+	5.0	151
Total	20.0	1,042

Source: Great Britain Day Visits Survey Q4 2023



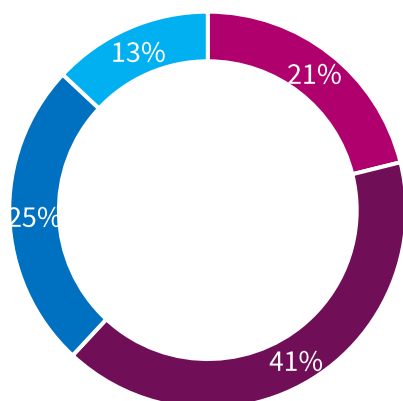
Life stage

In the final quarter of 2023, families accounted for the highest proportion of tourism day visits and spend in Scotland, followed by older independents. Visitors who were of retirement age represented the lowest proportion of both tourism day visits and associated spend.

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

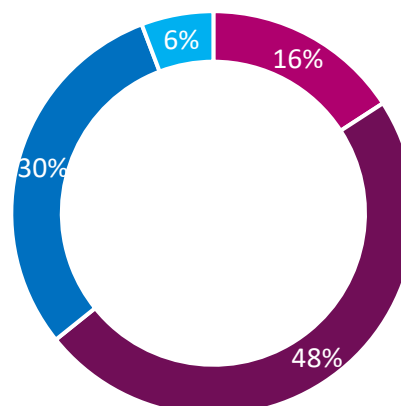
Please note the definition of life stages has been amended from previously published reports to bring consistency between Scotland, England and Wales reporting. Pre-Nesters remains the same, but changes have been made to the definition of Families, Older Independents and Empty Nesters (terminology has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

Life stage of visitors on tourism day visits taken in Scotland, Q4 2023



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

Spend on tourism day visits in Scotland by visitor life stage, Q4 2023



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

Source: Great Britain Day Visits Survey Q4 2023

Tourism day visits and spend in Scotland by visitor life stage, Q4 2023

Life stage	Visits (millions)	Spend (£ million)
Pre-nesters	4.2	165
Families	8.2	504
Older independents	5.0	312
Empty nesters*	2.6	60
Total	20.0	1,042

Source: Great Britain Day Visits Survey Q4 2023

*Data based on a sample size lower than 30

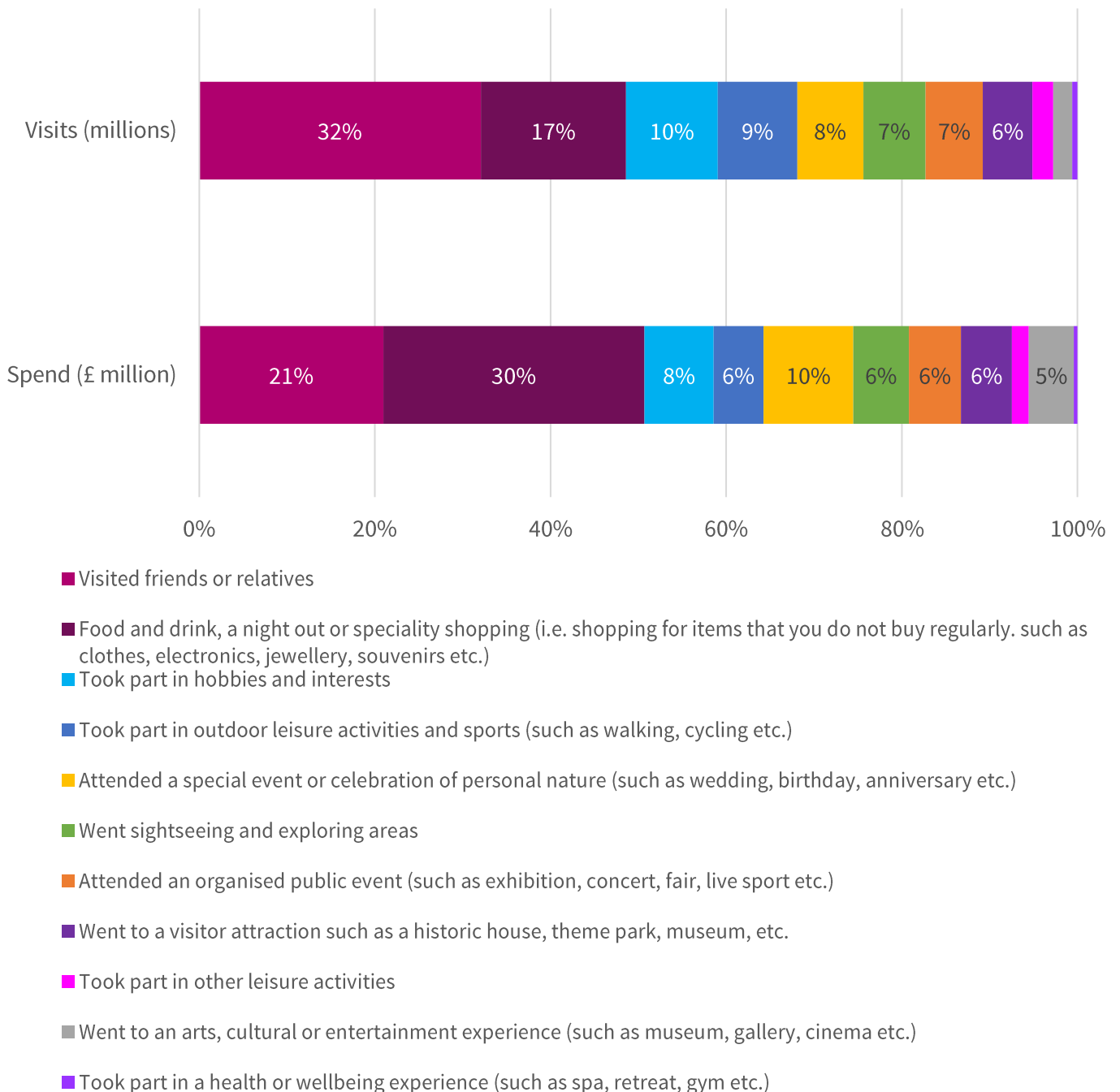
Activities undertaken as part of a domestic 3 hours or more Leisure Visit*

in Scotland, Quarter 4 2023 (October – December)

***Please note that sample size limitations mean that activity data for Tourism Day Visits cannot be provided quarterly**

Around a third (32%) of 3 hours or more leisure day visits in Scotland were to see friends or relatives. The activity that generated the highest proportion of spend on tourism day visits in Scotland was 'food or drink, a night out or speciality shopping'.

Most popular activities undertaken as part of a 3 hours or more leisure visit in Scotland, Q3 2023 (July – September)



Most popular activities undertaken as part of a 3 hour or more leisure visit in Scotland, Q4 2023

Activities	Visits (millions)	Spend (£ million)
Visited friends or relatives	21.2	518
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.)	10.9	735
Took part in hobbies and interests	6.9	194
Took part in outdoor leisure activities and sports (such as walking, cycling etc.)	6.0	140
Attended a special event or celebration of personal nature (such as wedding, birthday, anniversary etc.)	5.0	253
Went sightseeing and exploring areas	4.7	157
Attended an organised public event (such as exhibition, concert, fair, live sport etc.)	4.3	147
Went to a visitor attraction such as a historic house, theme park, museum, etc.	3.7	143
Took part in other leisure activities	1.6	47
Went to an arts, cultural or entertainment experience (such as museum, gallery, cinema etc.)	1.4	127
Took part in a health or wellbeing experience (such as spa, retreat, gym etc.)	0.4	10
Total	66.1	2,472

Source: Great Britain Day Visits Survey Q4 2023

*based on a sample size less than 30

Appendix: 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.

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
Took part in leisure activities not mentioned above

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.
- **Pre-nesters** – aged 16-34 with no children
- **Families** – aged 16-64 with children
- **Older Independents** – aged 35-64 with no children
- **Retirement Age** – aged 65+

These definitions and the associated qualifying criteria have been revised as part of the new combined GBTS/GBDVS survey to align with agreed international standards. These changes impact the comparability of the published domestic overnight and domestic day tourism estimates for 2023 with 2019 and previous years.

Methodology

In 2019, the producers of the domestic tourist statistics, VisitScotland, VisitWales, and VisitEngland, undertook a review of the requirements and methods for producing the statistics to help future-proof the data collection methods, whilst maintaining the reliability and robustness of the information reported. As a result, substantial changes were introduced as part of a new combined online survey method collecting data on both domestic overnight trips as well as domestic day visits. For overnight visits, this represents a fundamental change in the way data is collected including moving to an online-panel, non-probability survey methodology from the previous face-to-face non-probability methodology.

The sample for the combined online survey is a non-probability-based design 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 GBDVS is 35,000 completed interviews. Fieldwork for the new survey started in England, Scotland and Wales in January 2023 and the number of interviews achieved for the period October to December 2023 is 7,479. Not every person who is interviewed will have taken an eligible day visit and so the base sizes of eligible visits taken used for estimation are lower than the number of interviews.

Base Sizes: 3 hours or more Leisure Day Visits

Country Visited	October	November	December	Quarter 4 Total
Great Britain	2,219	2,164	2,293	6,676
Scotland	237	337	364	938

Base Sizes: Tourism Day Visits

Country Visited	October	November	December	Quarter 4 Total
Great Britain	916	787	897	2,600
Scotland	74	91	113	278

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 new weighting scheme uses the National Statistics Socio-economic Classification (NS-SEC) mapped to approximated social grade for population statistics, for the purpose of quotas and weighting to the GB population. The change to using NS-SEC as the population statistics source will impact the estimation and reporting of trips compared to the previous reporting of social grade used for GBDVS in 2019 and previous years. We have introduced a new question in the survey during 2023 that captures household income that will be used to analyse and report on trips taken by different household income bands from 2023 onwards.

Further details of the changes to survey method, sample design and estimation approaches will be made available in the GBDVS Background and Quality Report 2023. Further information is also available in the GBDVS Background Quality Report 2022.

Comparability and coherence

Statistics for domestic day trips have been collected in a broadly similar way since 2011. However, the changes in survey methodology introduced in 2021, together with the interruption in data collection due to COVID-19, means that results published from April 2021 onwards are not directly comparable with data published for 2019 and previous years.

The estimates of volume from 2021 onwards included trips by GB adults and accompanying children, whereas the published day visit volumes for 2019 and previous years were estimates of adult visits only.

As part of the survey, respondents are asked about any day trips they have taken in the 7 days prior to their date of interview (reference period). Visit and expenditure estimates are reported for individual calendar months as well as for quarterly and annual periods. As the interview reference periods do not exactly correspond with calendar months an adjustment is made using a 'seasonal smoothing factor' to improve monthly comparisons within and between years. The monthly estimates are subject to limitations on sample size and seasonal fluctuations in trip taking across the year. The monthly pattern of visits in 2021 and 2022 may also be influenced by the legacy effects from COVID-19 (public confidence undertaking different leisure activities as well as restrictions still in place in different parts of Great Britain). Users are advised to be aware of these limitations when making monthly or quarterly comparisons.

Accuracy

The statistics produced from the Great Britain Day Visits 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 \(Office for National Statistics\)](#). Due to the changes in methodology and the impact of the COVID-19 pandemic, the survey results for 2021, 2022 and 2023 have been labelled as [‘Official Statistics in Development’ \(Office for Statistics Regulation\)](#). The new survey and statistics have undergone a comprehensive programme of quality assurance including piloting of the survey, analysis of changes to the trip definitions, testing the impact of the new weighting scheme and a review of caps and imputation rules. Changes to the survey methodology and estimation have taken account of a review and advice provided by the Methodology Advisory Service of the Office for National Statistics.

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 part of the GB population not having online access
- sampling error: using a sample to measure the behaviour of the full GB population
- sample bias: including differences between people with online access and who 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

The GBDVS data is weighted to correct any imperfections in the achieved sample that might lead to bias and to rectify any differences between the sample and the target GB population. The survey uses a mix of accredited online panels to mitigate for possible panel specific biases, and the mix of panels is kept consistent over time. Demographic quotas are used to align the sample with the GB population. The survey script and data processing include 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.

Further details of quality assurance and trip base sizes for 2023 will be provided in the GBDVS Background Quality Report 2023. Further information is also available in the GBDVS Background Quality Report 2022.

Relevance

These statistics are used both within and outside VisitScotland 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. The estimates released for 2021, 2022 and 2023 will provide insights on the impact of COVID-19 on visitor levels and provide a baseline to measure performance across subsequent years. The full dataset provides additional information on visitor profiles and trip characteristics for visits to Scotland and for the wider GB domestic market that is relevant for tourism planning, policy making and marketing.

As far as possible, the new combined GBTS and GBDVS survey provides consistency with previous information collected, but new questions capture enhanced information on activities undertaken and responder profiles including protected characteristics. It is envisaged that this additional information will be of value for the various users of the survey. The current questionnaire is included in the GBDVS Background Quality Report 2022.

Some of the key potential users are:

- Tourism businesses and industry representative bodies
- VisitScotland and the Scottish Government
- Ministers
- Local authorities
- Professional tourism consultants and organisations
- Students, academics and universities
- Individual citizens and private companies
- National and local media
- Eurostat and international statistical authorities



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