



Great Britain Tourism Survey | 2021 (April-December) Revised

Published: September 2023

Domestic Overnight Tourism 2021 (April – December) Revised

This is a **revised release** of the main estimates for the volume and value of domestic overnight trips taken by British residents in Great Britain in 2021 (April to December). This report was originally published in October 2022 but has now been updated with revised figures.

This report details the main estimates for the volume and value of domestic overnight trips 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.

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. Further information on this is provided in the accompanying Methodology and Quality report.

This latest output of the GBTS data is a revision, after two decisions were made to firstly apply additional caps to volume and spend and to secondly calibrate the historical data. These decisions were taken independently from each other and were in response to different data queries. Volume and spend caps were applied to the 2021 data to manage the impact of unusually large trips or spend. Analysis was conducted on 2021 data to assess the impact of these outliers, some of which accounted for up to 30% of monthly spend or volume for a nation in a particular month. Following this analysis, the caps were agreed and applied, thus reducing the impact of any outlier trips.

Following this, the 2021 data was calibrated to bring estimates for 2021 into line with 2022 data, following a change applied to the questionnaire in 2022. A change to the wording of a question, applied in 2022, altered the volume of overnight tourism trips. To bring the historical data in line with 2022, it was agreed a back calibration would be applied between April 2021 and April 2022. Further details about these volume and spend caps as well as the calibration can be found in section 4.5 of the Background Quality Report.

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

Overnight Tourism Performance in 2021 (April-December)

Summary of Scotland's Overnight Tourism Performance in 2021 (April-December)

- Between April and December 2021, Great Britain residents took 9.8 million overnight trips in Scotland with 33.4 million nights and £2.2 billion spent overall. These estimates are based on a sample of 1,228 trips
- 42% of overnight trips to Scotland during this period were holidays, 33% visits to friends or relatives, 12% were for 'other' purposes, and 8% were business trips.
- 11% of all GB trips included an overnight stay in Scotland, with the share of total GB nights and the share of spend both also at 11%.
- There was a gradual increase in overnight trips taken in Scotland from April 2021 onwards, rising to a peak in the 3rd quarter (July-September) with 4.7 million trips, 16.4 million nights and spend of £1.1 billion.
- The average duration of Scotland trips during the reporting period was 3.4 nights with an average spend per trip of £225.

Summary of Great Britain's Overnight Tourism Performance in 2021 (April-December)

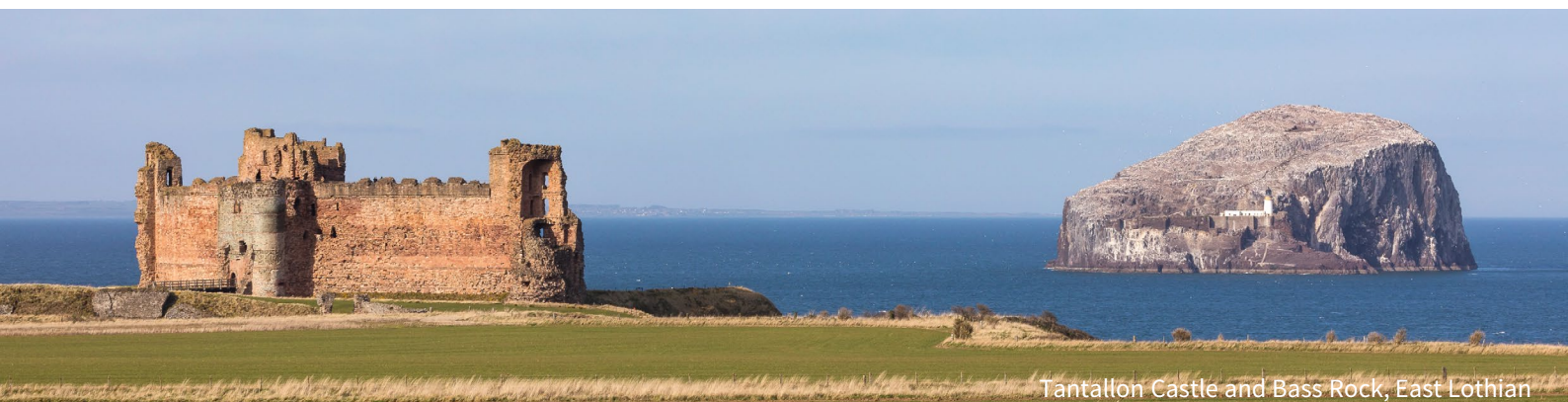
- Between April and December 2021, Great Britain residents took 86.2 million overnight trips in Great Britain with 302.6 million nights and £19.9 billion spent overall.
- 38% of overnight trips taken in GB during this period were holidays, 37% were visits to friends or relatives and 6% were business trips.
- 85% of trips taken in GB included an overnight stay in England, 11% an overnight stay in Scotland and 7% included an overnight stay in Wales.
- There was a gradual increase in overnight trips taken in GB from April 2021 onwards with a peak volume of 14.3 million trips taken in September.
- The average duration of GB trips during the reporting period was 3.5 nights with an average spend of £230 per trip.

Summary of Great Britain's Overnight Tourism Performance in 2021 (April-December)

	GB	England	Scotland	Wales
Trips (millions)	86.16	73.29	9.83	6.21
% GB Trips	100%	85%	11%	7%
Nights (millions)	302.62	246.52	33.43	22.67
% GB nights	100%	81%	11%	7%
Spend (£ million)	£19,853	£16,413	£2,208	£1,231
% GB Spend	100%	83%	11%	6%

Source: Great Britain Tourism Survey 2021 (April-December)

Please note that the percentage of trips to each nation does not total 100% as respondents may have visited more than one nation within a trip.



Trips, Nights and Spend in Scotland

2021 (April-December)

Domestic overnight tourism performance to Scotland in 2021 (April-December)

A total of 9.8 million overnight trips were made to Scotland by residents of Great Britain in 2021 (April-December), staying for 33.4 million nights and spending £2.2 billion. These estimates are based on a sample of 1,228 trips.

Year	Trips (m)	Nights (m)	Expenditure (£m)
2021	9.8	33.4	2,208

The average domestic overnight visitor in Scotland in 2021 spent a total of £225 over a 3.4-night trip with a daily expenditure of £66.

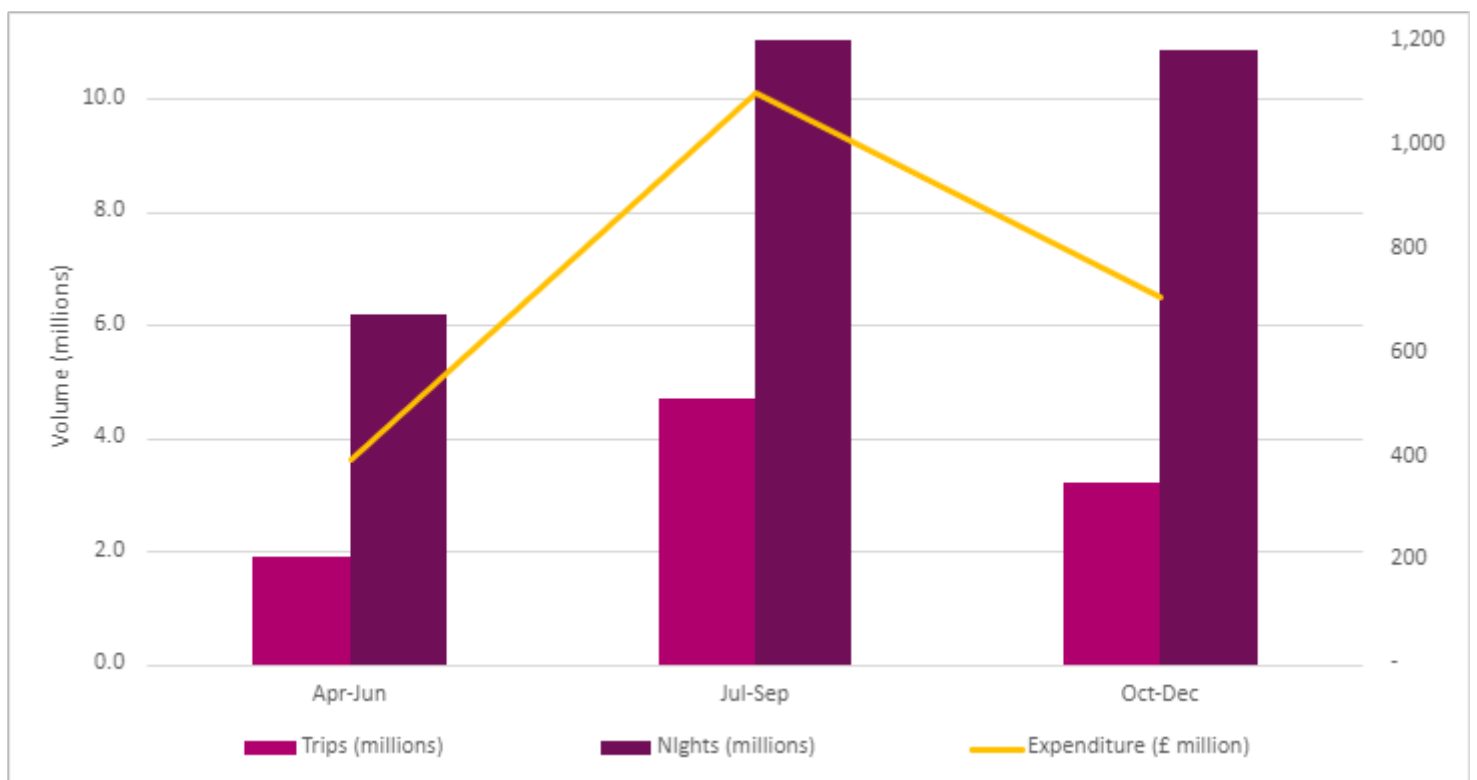
Year	Spend/trip	Nights/trip	Spend/night
2021	£225	3.4	£66



Trips, Nights and Spend

in Scotland, 2021 (April-December)

Domestic overnight trips, nights and spend to Scotland by quarter 2021 (April-December)



Source: Great Britain Tourism Survey 2021 (April-December)

*Low sample size for April

The 3rd quarter saw the greatest volume of trips taken alongside the greatest number of nights and spend, in line with the easing of many travel related restrictions put in place to combat Covid-19 as well as the traditional holiday period.

Domestic overnight trips, nights and spend to Scotland by quarter 2021 (April-December)

	Trips (m)	Nights (m)	Expenditure (£m)
Quarter 2 (Apr-June)	1.9	6.2	396
Quarter 3 (July-Sept)	4.7	16.4	1,102
Quarter 4 (Oct-Dec)	3.2	10.8	710
Total	9.8	33.4	2,208

Source: Great Britain Tourism Survey 2021 (April-December)



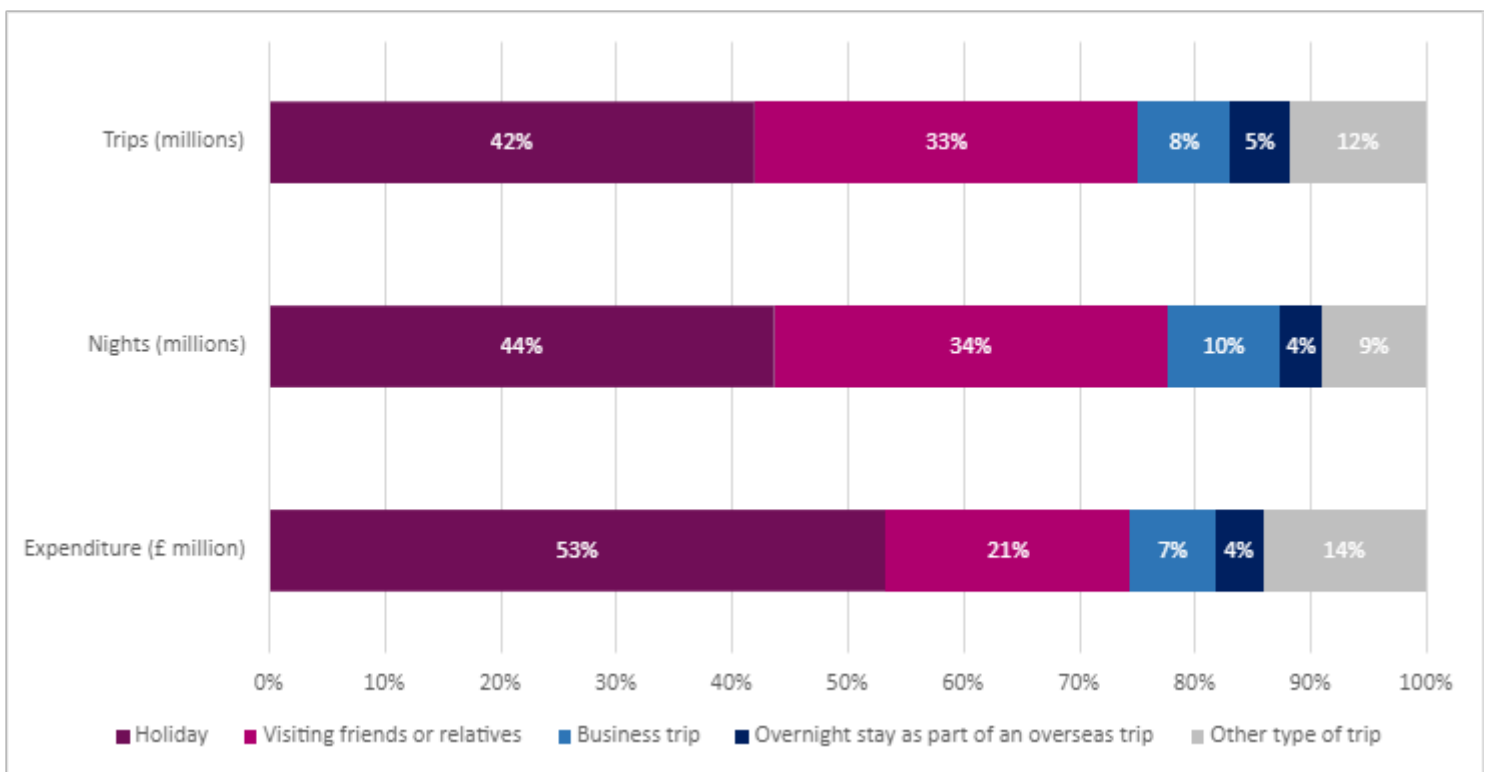
Purpose of Domestic Overnight Trips in Scotland, 2021 (April-December)

Holiday trips made up the largest proportion of overnight trips taken in Scotland. They accounted for two in five trips between April and December 2021. Holiday trips also accounted for more than half of the total spend.

The second largest were trips to visit friends and relatives, which made up one third of all trips and just over a fifth of spend.

Business trips, "other" types of trips* and overnight stays as part of an overseas trip all made up much smaller proportions of the total.

Domestic overnight trips, nights and spend in Scotland by purpose of trip 2021 (April to December)



Source: Great Britain Tourism Survey 2021 (April-December)

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

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Domestic overnight trips, nights and spend in Scotland by purpose of trip in 2021 (April to December)

Purpose of Trip	Trips (m)	Nights (m)	Spend (£m)
Holiday	4.1	14.6	1,178
Visiting friends or relatives	3.3	11.3	467
Business Trip	0.8	3.3	161
Overnight stay as part of an overseas trip	0.5	1.2	91
Other type of trip	1.2	3.0	311
Grand Total	9.8	33.4	2,208

Source: Great Britain Tourism Survey 2021 (April-December)

Visitors on business trips stayed the longest in Scotland on average. The second longest were those on holiday or visiting friends or relatives.

Holidaymakers spent the most on average during their entire trip. The next biggest spenders were visitors in the "other" types of trip* category and those visiting for business.

In terms of the average spend per night, visitors within the "other" types of trip category were the highest spenders.

Domestic overnight trips, nights and spend in Scotland by purpose of trip

Purpose of Trip	Average length of trips (nights)	Average spend/trip (£)	Average spend/night (£)
Holiday	3.5	285	81
Visiting friends or relatives	3.5	143	41
Business Trip	4.2	205	49
Overnight stay as part of an overseas trip	2.4	183	76
Other type of trip	2.6	268	104
Grand Total	3.4	225	66

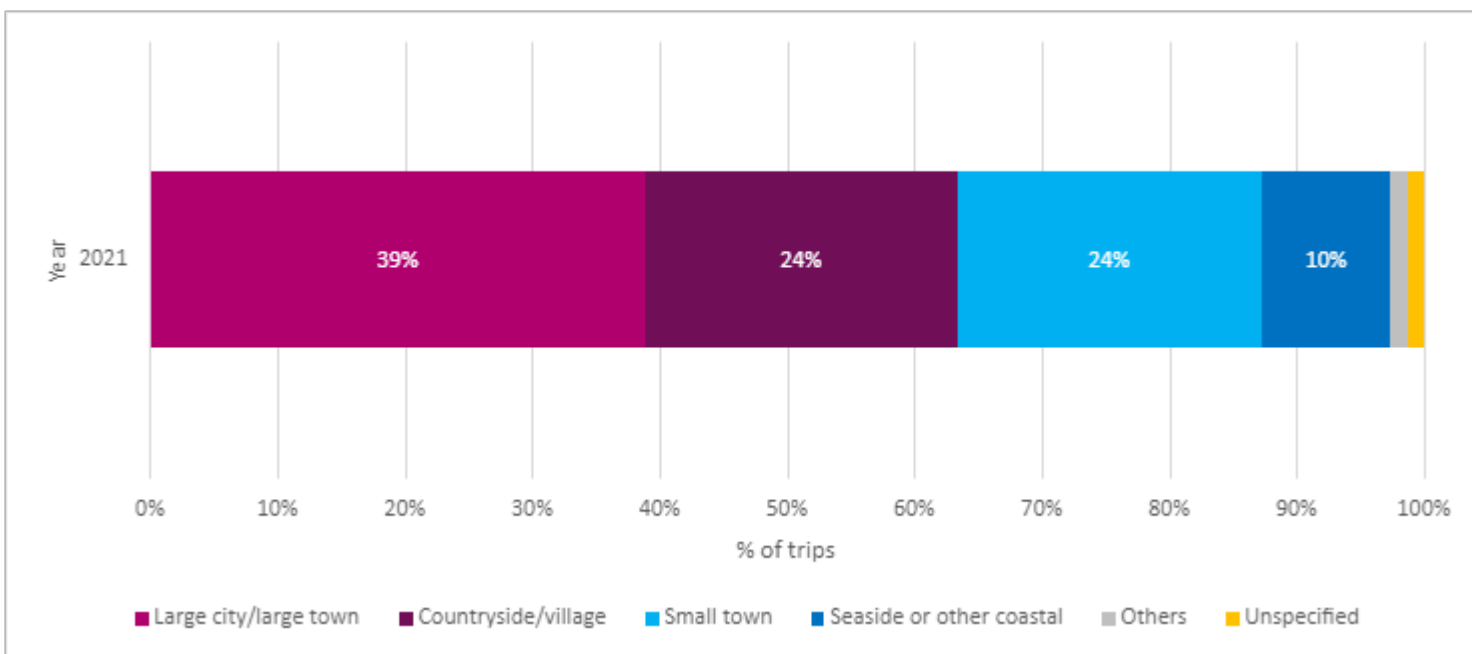
Source: Great Britain Tourism Survey 2021 (April-December)

* Other types of trip include personal events, public events, or travel for study, medical or religious reasons.

Main Location Type Visited in Scotland, 2021 (April-December)

Nearly 2 in 5 overnight trips were to the cities and large towns of Scotland. Approximately a quarter went to the countryside / villages and another quarter to small town locations. An additional 10% of overnight trips to Scotland took place in seaside or coastal locations.

Main location type visited by domestic overnight visitors to Scotland in 2021 (April-December)



Source: Great Britain Tourism Survey 2021 (April-December)

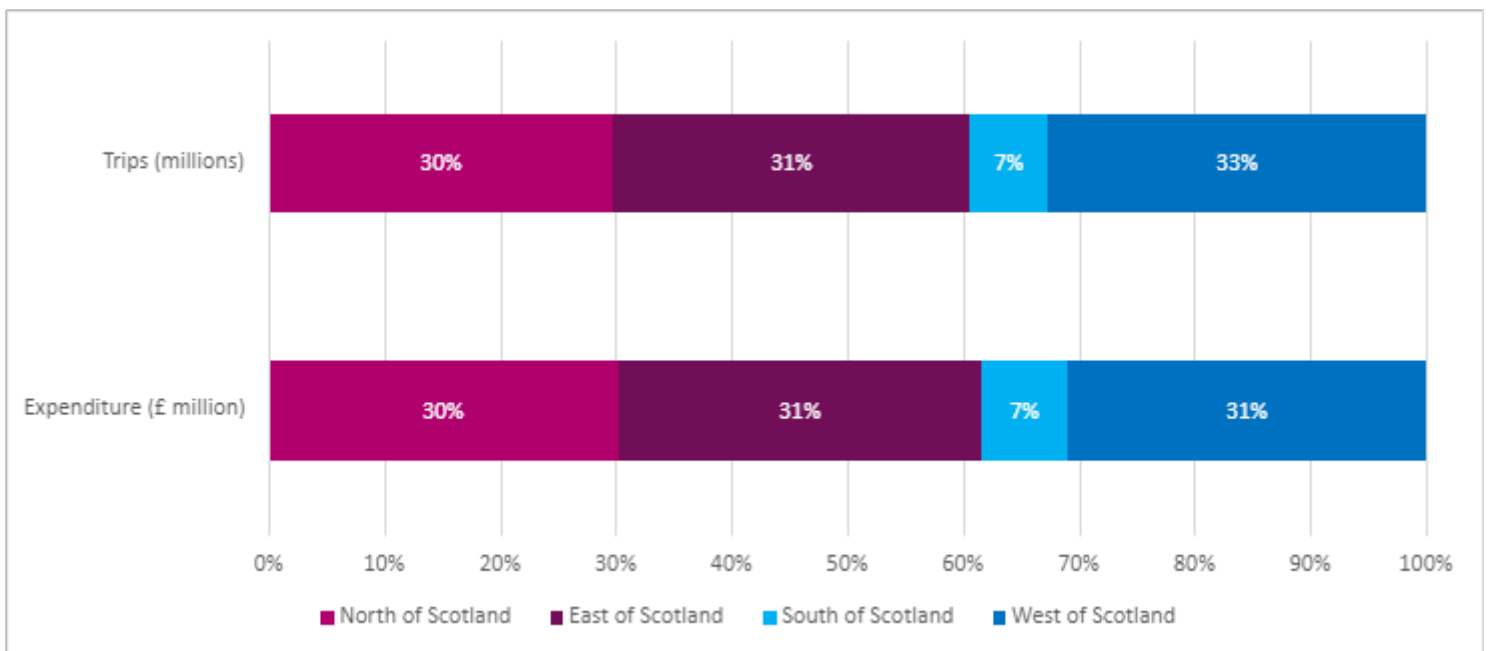
Main Location Type	Trips (m)
Large city/large town	3.8
Countryside/village	2.4
Small town	2.3
Seaside or other coastal	1.0
Others	0.1
Unspecified	0.1
Total	9.8

Source: Great Britain Tourism Survey 2021 (April-December)

Main Region Visited on Trips Taken in Scotland, 2021 (April-December)

There was an even spread of trips to the North, East and West of Scotland, with the three regions accounting for just under a third of overnight trips each. The South of Scotland was the main destination visited for the remaining 7% of overnight trips. This pattern was mirrored in visitor expenditure as well as number of trips.

Main region visited on trips taken by domestic overnight visitors to Scotland in 2021 (April-December)



Source: Great Britain Tourism Survey 2021 (April-December)

Main Region Visited	Trips (m)	Expenditure (£m)
North of Scotland	2.6	626
East of Scotland	2.7	652
South of Scotland	0.6	154
West of Scotland	2.9	642
Total*	8.8	2074

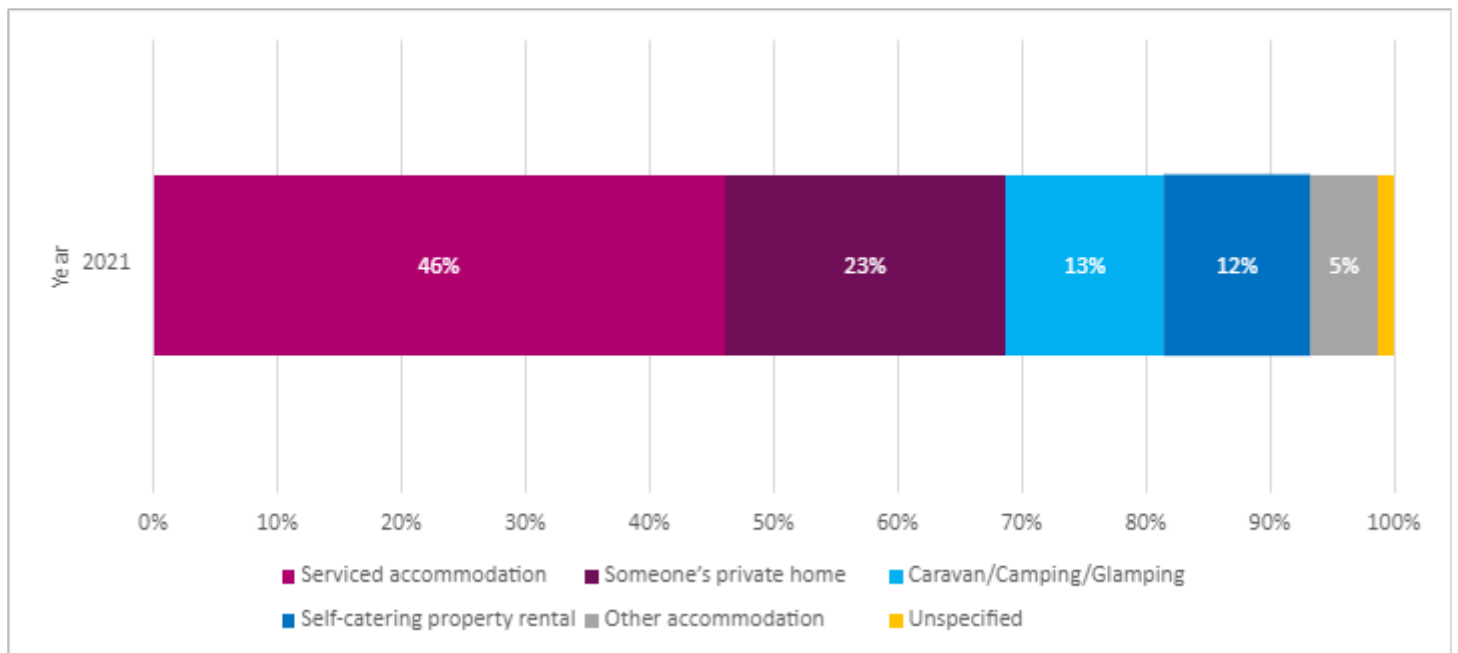
Source: Great Britain Tourism Survey 2021 (April-December)

*Please note main region visited may have been outside Scotland

Accommodation Type Used on Trips Taken in Scotland, 2021 (April-December)

Nearly half of all overnight trips to Scotland stayed in serviced accommodation. Just over a fifth chose to stay in someone’s private home, which includes the home of friends or relatives as well as second homes. Just over 1 in 10 (13%) chose caravan / camping / glamping as their accommodation choice with a similar proportion choosing self catering (12%).

Accommodation type used on overnight trips taken in Scotland 2021 (April –December)



Source: Great Britain Tourism Survey 2021 (April-December)

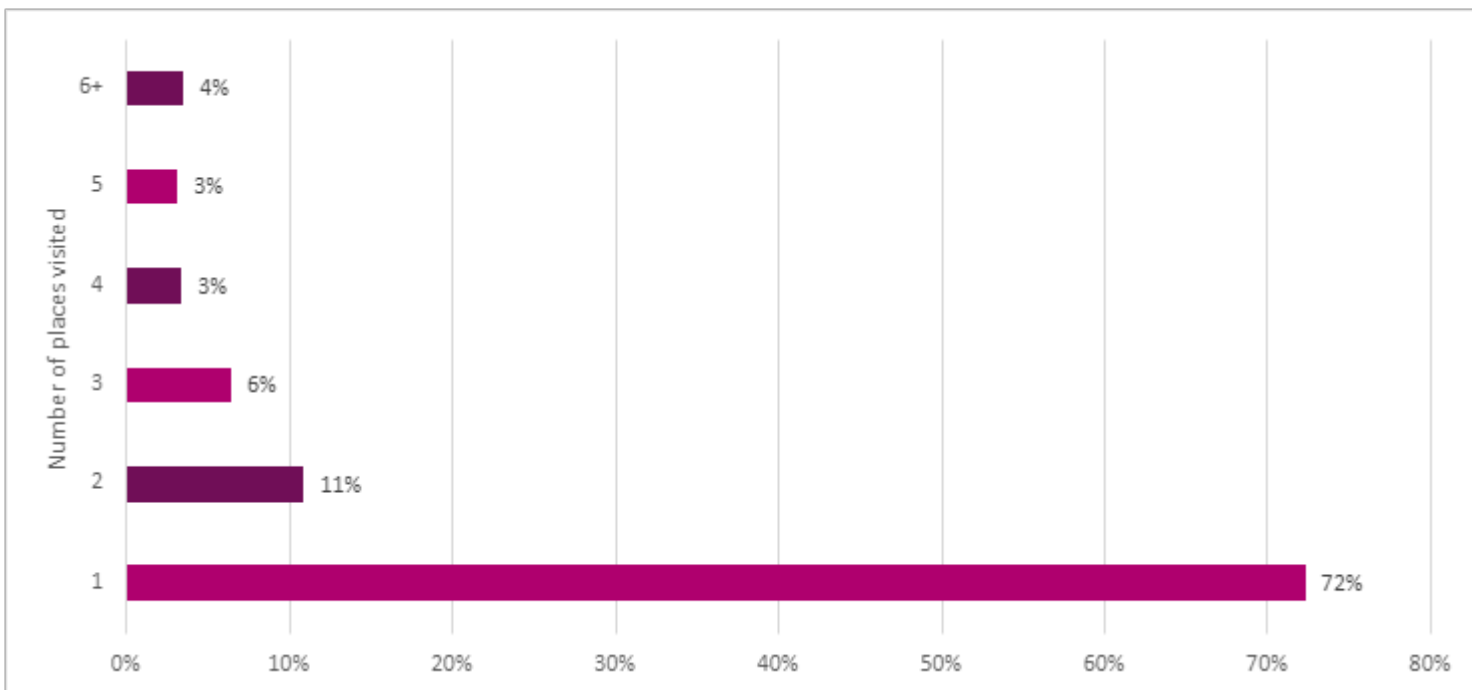
Accommodation Type	Trips (m)
Serviced accommodation	4.5
Someone’s private home	2.2
Caravan/Camping/Glamping	1.3
Self-catering property rental	1.2
Other accommodation	0.5
Unspecified	0.1
Total	9.8

Source: Great Britain Tourism Survey 2021 (April-December)

Number of places visited on overnight trips in Scotland, 2021 (April-December)

The majority of trips in April to December 2021 were single-destination trips, with just over a quarter visiting two or more places. This reflects the proportion of holiday trips (42%), which are more likely to be multi-destination. This is in contrast to visiting friends and relatives and business trips, which are more likely to be to one destination.

Number of places visited on overnight trips in Scotland 2021 (April-December)



Source: Great Britain Tourism Survey 2021 (April-December)

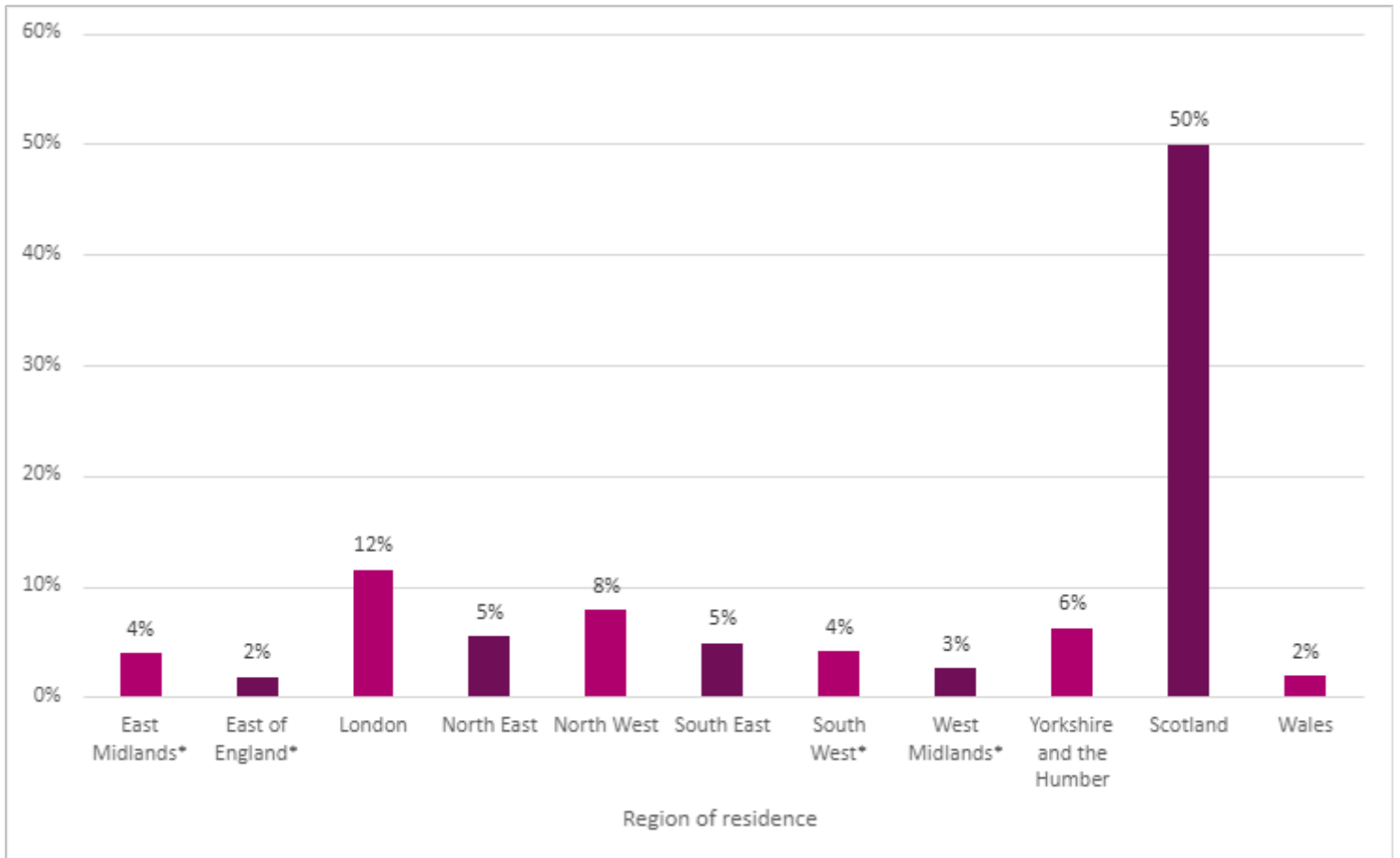


Who took domestic overnight trips in Scotland, 2021 (April-December)

Residents of Scotland generated the highest volume of trips and spend to Scotland accounting for one in two trips taken. The regions of England generating the largest proportion of trips to Scotland were:

- London
- Yorkshire and the Humber
- The North West of England

Percentage of overnight trips taken in Scotland by region of residence in 2021 (April-December)



Source: Great Britain Tourism Survey 2021 (April-December)

*Data based on a sample size lower than 30

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Trips and spend in Scotland by region of residence in 2021 (April-December)

Region of residence	Trips (millions)	Spend (£ million)
East Midlands*	0.4	161
East of England*	0.2	47
London	1.1	320
North East	0.5	133
North West	0.8	184
South East	0.5	115
South West*	0.4	68
West Midlands*	0.3	60
Yorkshire and the Humber	0.6	163
Scotland	4.9	915
Wales	0.2	35
Total	9.8	2,208

Source: Great Britain Tourism Survey 2021 (April-December)

*Data based on a sample size lower than 30

Please note: Individual figures may not add to totals due to rounding. A small minority of respondents may also live within a National Park region

Party Size / Composition

Around a fifth of visitors were solo travellers, while 29% had children in their travel party (around 2 in 5 had children in the household). The most common party size was two people.

Party composition of visitors on domestic overnight trips taken in Scotland, 2021 (April-December)

Party composition	
% solo travellers	22%
% 2-person parties	41%
% 3 to 4 person parties	23%
% 5+ person parties	14%
% children on trip	29%
% children in household	41%

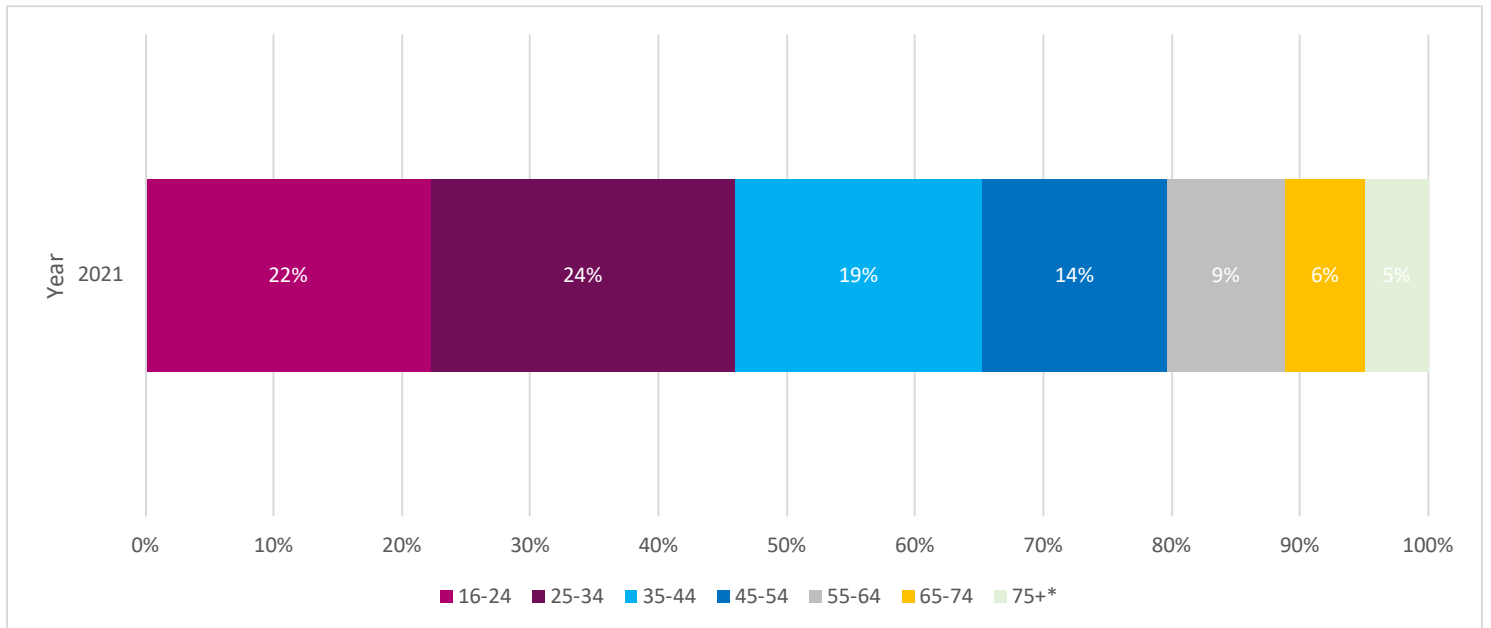
Source: Great Britain Tourism Survey 2021 (April-December)



Age Range

The survey spread trips to Scotland across different age groups. Those in age ranges 16-34 generated almost half of all trips to Scotland in 2021 followed by the 35-54 age ranges.

Age of visitors on domestic overnight trips taken in Scotland, 2021 (April-December)



Source:

*Data based on a sample size lower than 30

Age group	Trips (millions)
16-24	2.2
25-34	2.3
35-44	1.9
45-54	1.4
55-64	0.9
65-74	0.6
75+*	0.5
Total	9.8

Source: Great Britain Tourism Survey 2021 (April-December)

*Data based on a sample size lower than 30

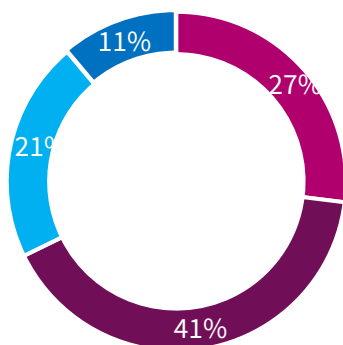
Lifestage

Families accounted for the highest proportion of overnight trips (41%), nights (38%) and spend (33%) in Scotland. Visitors of retirement age represented the lowest proportion of overnight trips (11%), nights (18%) and spend (15%) in Scotland.

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

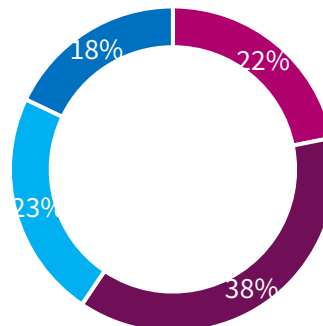
Please note the definition of life stages has been amended from previously published reports to bring consistency between Scotland, England and Wales reporting. Pre-Nesters remains the same, but changes have been made to the definition of Families, Older Independents and Empty Nesters (terminology has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

Overnight Trips



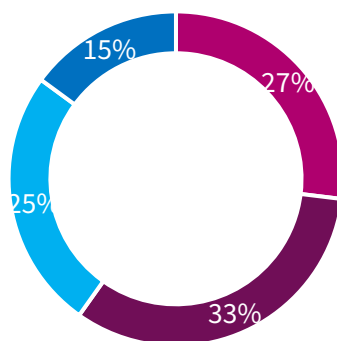
■ Pre-Nesters ■ Families
 ■ Older Independents ■ Retirement Age

Nights



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

Overnight Spend




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

Life stage of visitors on domestic overnight trips taken in Scotland, 2021 (April-December)

Life stage	Trips (millions)	Nights (millions)	Spend (£ million)
Pre-Nesters	2.7	7.3	595
Families	4.0	12.6	726
Older Independents	2.1	7.6	558
Retirement Age	1.1	6.0	330
Total	9.8	33.4	2,208

Source: Great Britain Tourism Survey 2021 (April-December)





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Published: September 2023