



# Great Britain Tourism Survey | 2022

Published: September 2023



# Domestic Overnight Tourism 2022

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This report details the main estimates for the volume and value of domestic overnight trips taken by British residents in Scotland and Great Britain between January and December 2022.

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 output of the GBTS data includes some months of calibrated data. This decision was taken after a change to the wording of a question, applied in 2022, altered the volume of overnight tourism trips. To bring 2021 historical data in line with 2022, it was agreed a back calibration would be applied between April 2021 and April 2022. Further details about this 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 2022

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#### Summary of Scotland's Overnight Tourism Performance in 2022

- In 2022, Great Britain residents took 13.5 million overnight trips in Scotland with 40.9 million nights and £3.4 billion spent overall. These estimates are based on a sample of 1,537 trips.
- 36% of overnight trips to Scotland during this period were holidays, 30% visits to friends or relatives, 19% were for 'other' purposes, and 9% were business trips.
- 11% of all GB trips included an overnight stay in Scotland, with the share of total GB nights also at 11% and the share of spend at 10%.
- Quarter 3 (July to September) and quarter 4 (October to December) had the highest number of trips at 3.6 million and 3.8 million, respectively. The third quarter had the most nights spent in Scotland (12.1 million), whereas the final quarter of the year had the highest level of spend (£999 million).
- The average duration of Scotland trips during the reporting period was 3.0 nights with an average spend per trip of £253.

#### Summary of Great Britain's Overnight Tourism Performance in 2022

- In 2022, Great Britain residents took 125.7 million overnight trips in Great Britain with 383.3 million nights and £32.9 billion spent overall.
- 36% of overnight trips taken in GB during this period were visits to friends or relatives, 34% were for holidays 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.
- Overnight trips were most popular during the third quarter (July to September), with 37.2 million trips.
- The average duration of GB trips during the reporting period was 3.0 nights with an average spend of £262 per trip.

## Trips and Spend in GB Nations in 2022

	GB	England	Scotland	Wales
<b>Trips (millions)</b>	125.74	106.90	13.46	8.71
<b>% GB Trips</b>	100%	85%	11%	7%
<b>Nights (millions)</b>	383.33	316.32	40.91	26.10
<b>% GB nights</b>	100%	83%	11%	7%
<b>Spend (£ million)</b>	£32,883	£27,555	£3,410	£1,919
<b>% GB Spend</b>	100%	84%	10%	6%

Source: Great Britain Tourism Survey 2022

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.



# Domestic trips, nights and spend in Scotland, 2022

## Domestic overnight tourism performance to Scotland in 2022

A total of 13.5 million overnight trips were made to Scotland by residents of Great Britain in 2022, staying for 40.9 million nights and spending £3.4 billion. These estimates are based on a sample of 1,537 trips.

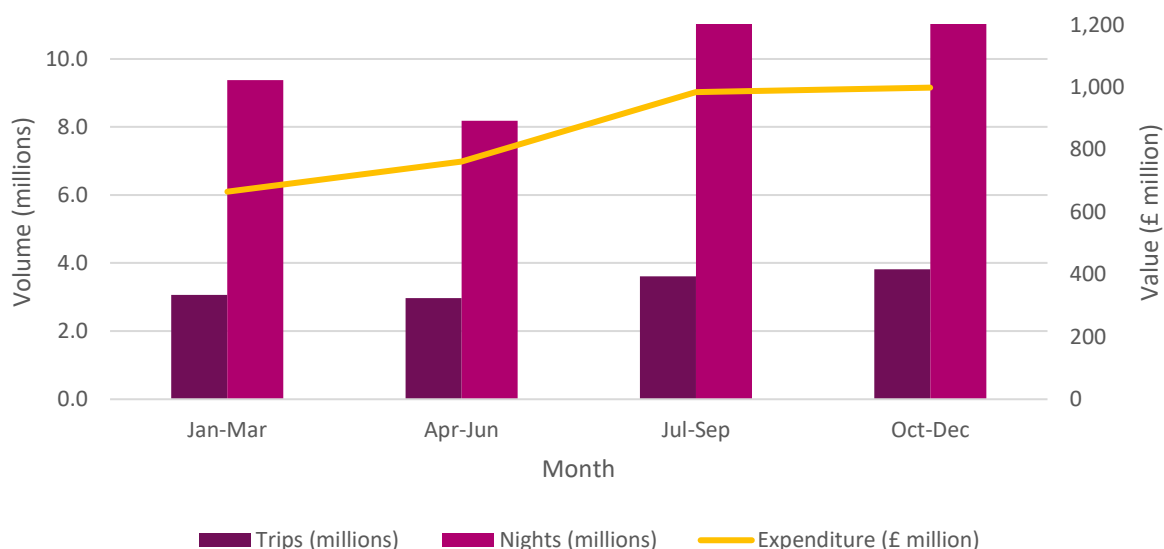
Year	Trips (m)	Nights (m)	Expenditure (£m)
2022	13.5	40.9	£3,410

The average domestic overnight visitor in Scotland in 2022 spent a total of £253 over a 3-day trip with a daily expenditure of £83.

Year	Spend/trip	Nights/trip	Spend/night
2022	£253	3.0	£83



### Domestic overnight trips, nights and spend to Scotland by quarter 2022



Source: Great Britain Tourism Survey 2022

The most common quarter for taking an overnight trip was October to December, which had the highest level of trips and spend. Quarter three (July to September) had the most nights. Quarter one saw a higher level of trips than usual, potentially due to further lifting of COVID-19 restrictions.

### Domestic overnight trips, nights and spend to Scotland by quarter 2022

Quarter	Trips (m)	Nights (m)	Spend (£m)
Q1 (Jan – Mar)	3.1	9.4	664.9
Q2 (Apr – Jun)	3.0	8.2	761.4
Q3 (Jul – Sep)	3.6	12.1	984.3
Q4 (Oct – Dec)	3.8	11.3	998.9
<b>Total</b>	<b>13.5</b>	<b>40.9</b>	<b>3,410</b>

Source: Great Britain Tourism Survey 2022

### Domestic overnight trips, nights and spend to Scotland by quarter 2021

Quarter	Trips (m)	Nights (m)	Spend (£m)
Q1 (Jan – Mar)*	--	--	--
Q2 (Apr – Jun)	1.9	6.2	396.2
Q3 (Jul – Sep)	4.7	16.4	1102.2
Q4 (Oct – Dec)	3.2	10.8	710.0
<b>Total</b>	<b>9.8</b>	<b>33.4</b>	<b>2,208</b>

Source: Great Britain Tourism Survey 2021

\*Data is not available for Q1 2021 due to coronavirus (COVID-19) restrictions on travel during this period.

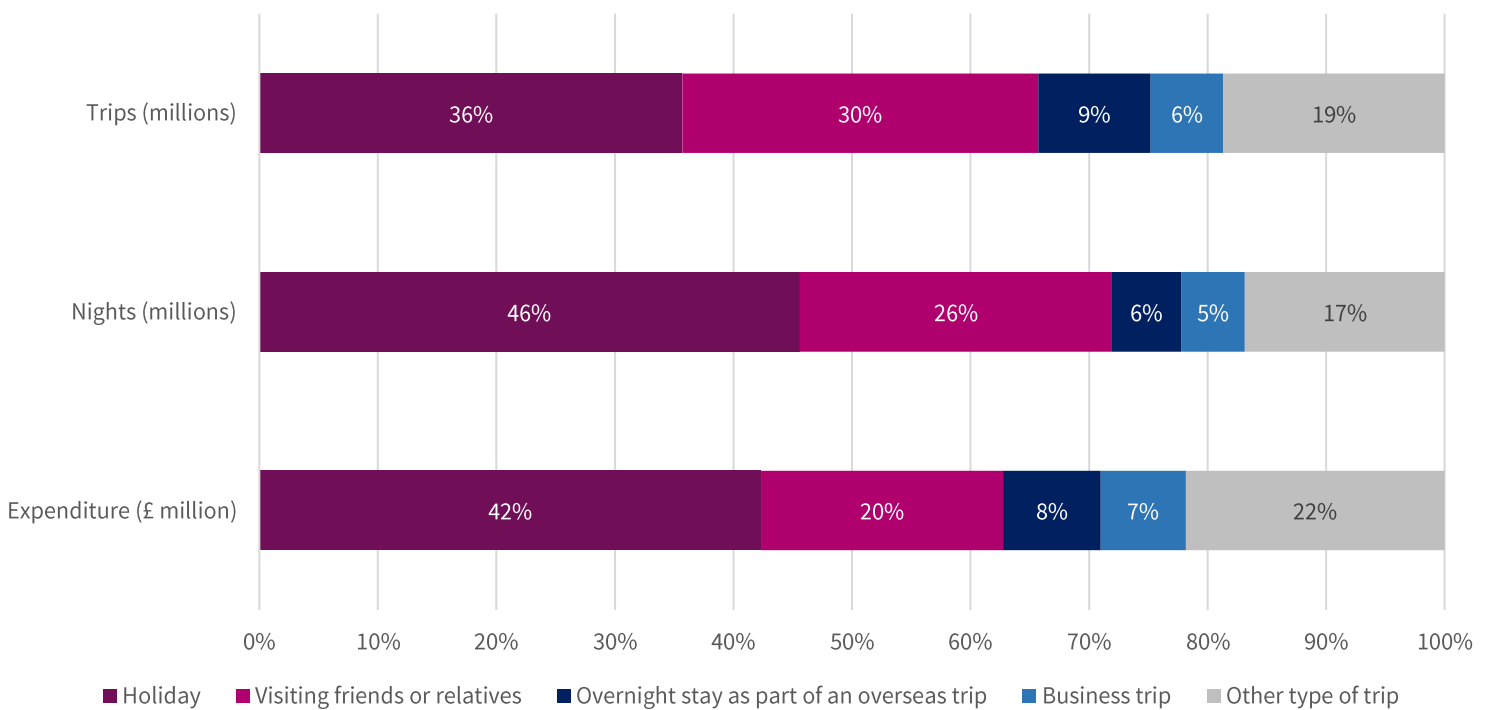
# Purpose of Domestic Overnight Trips in Scotland, 2022

Holiday trips made up the largest proportion of overnight trips taken in Scotland, accounting for over a third of total trips. Holiday trips also accounted for around two fifths of the total spend.

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

Business trips and overnight stays as part of an overseas trip all made up smaller proportions of the total. “Other” types of trips\* had a slightly larger proportion than previous years, which was driven by an increase in trips for personal events or celebrations such as birthdays, weddings and anniversaries. These events may have seen an increase in prevalence in 2022 following delays due to the COVID-19 pandemic.

## Domestic overnight trips, nights and spend in Scotland by purpose of trip 2022



Source: Great Britain Tourism Survey 2022

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

## Domestic overnight trips, nights and spend in Scotland by purpose of trip in 2022

Purpose of Trip	Trips (m)	Nights (m)	Spend (£m)
Holiday	4.8	18.6	1,443
Visiting friends or relatives	4.0	10.8	696
Business Trip	0.8	2.2	245
Overnight stay as part of an overseas trip	1.3	2.4	281
Other type of trip	2.5	6.9	745
<b>Total</b>	<b>13.5</b>	<b>40.9</b>	<b>3,410</b>

Source: Great Britain Tourism Survey 2022

Holidaymakers stayed the longest in Scotland on average. This group also spent the most on average during their entire trip. Visitors who had an overnight stay as part of an overseas trip had the second longest trips on average, as well as the second highest average spend per trip.

In terms of the average spend per night, those visiting Scotland for business purposes were the highest spenders, followed by those who stayed in Scotland as part of an overseas trip.

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

Purpose of Trip	Average length of trips (nights)	Average spend per night (£)	Average spend per trip (£)
Holiday	3.9	77	301
Visiting friends or relatives	2.7	65	172
Business Trip	2.7	111	298
Overnight stay as part of an overseas trip	1.9	117	220
Other type of trip	2.7	108	296
<b>Total</b>	<b>3.0</b>	<b>83</b>	<b>253</b>

Source: Great Britain Tourism Survey 2022

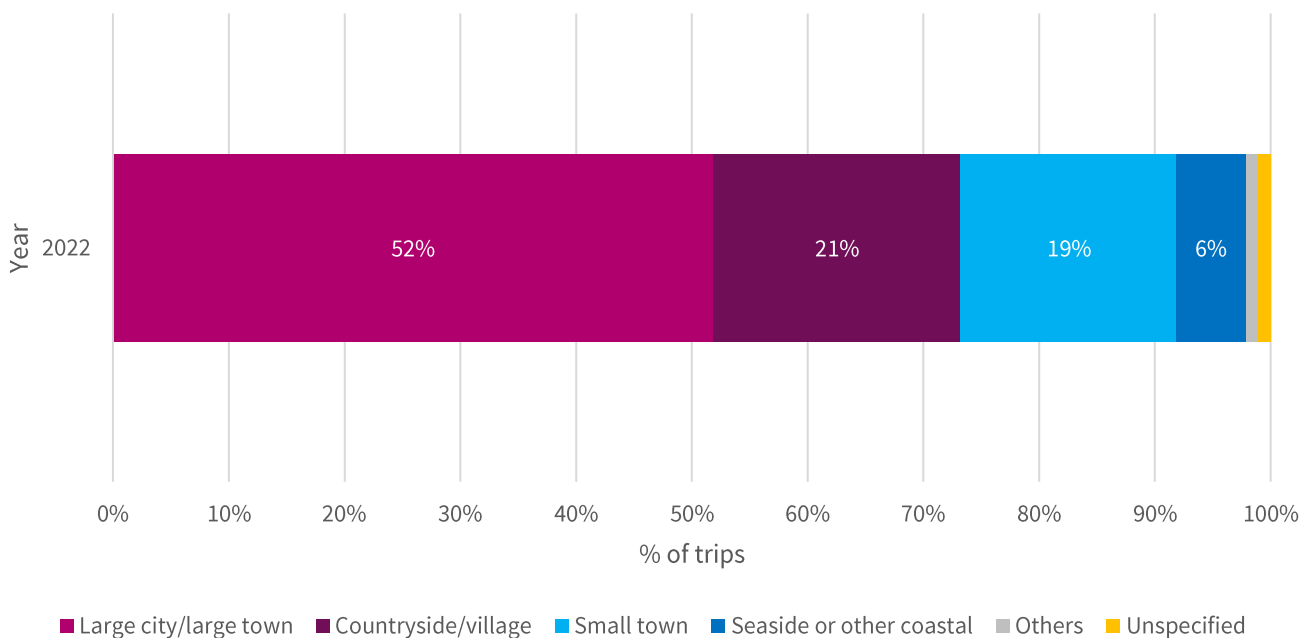
\* Other types of trip include personal events, public events, or travel for study, medical or religious reasons.



# Main Location Type Visited in Scotland, 2022

Over half of overnight trips in 2022 were to the cities and large towns of Scotland. Around a fifth went to the countryside / villages and another fifth to small town locations. An additional 6% of overnight trips to Scotland took place in seaside or coastal locations.

## Main location type visited by domestic overnight visitors to Scotland in 2022



Source: Great Britain Tourism Survey 2022

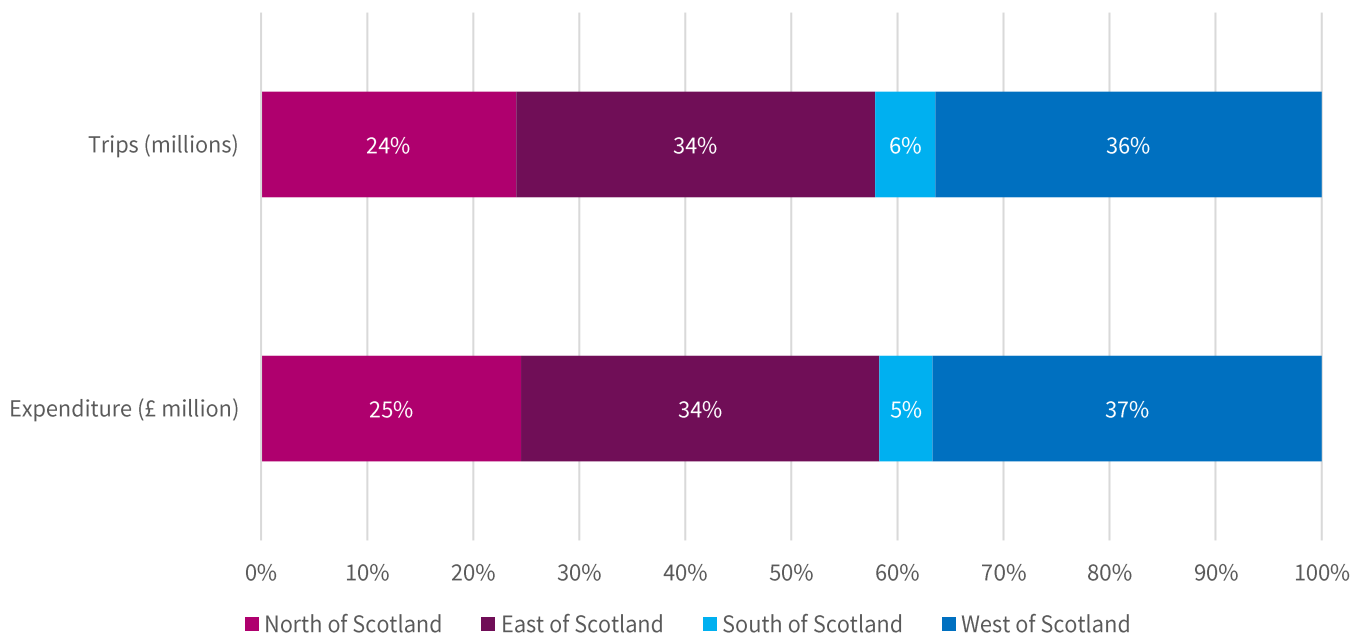
Main Location Type	Trips (m)
Large city/large town	7.0
Countryside/village	2.9
Small town	2.5
Seaside or other coastal	0.8
Others	0.1
Unspecified	0.1
<b>Total</b>	<b>13.5</b>

Source: Great Britain Tourism Survey 2022

# Main Region Visited on Trips Taken in Scotland, 2022

There was a relatively even spread of overnight trips between the East and West of Scotland, with both regions accounting for over a third of trips. The North of Scotland was the main region visited for around a quarter of trips. The South of Scotland represents the main region visited for 6% of overnight trips. These patterns were mirrored in visitor expenditure as well as number of trips.

## Main region visited on trips taken by domestic overnight visitors to Scotland in 2022



Source: Great Britain Tourism Survey 2022

Main Region Visited	Trips (m)	Expenditure (£m)
North of Scotland	2.9	783
East of Scotland	4.1	1079
South of Scotland	0.7	160
West of Scotland	4.4	1172
<b>Total*</b>	<b>12.2</b>	<b>3,194</b>

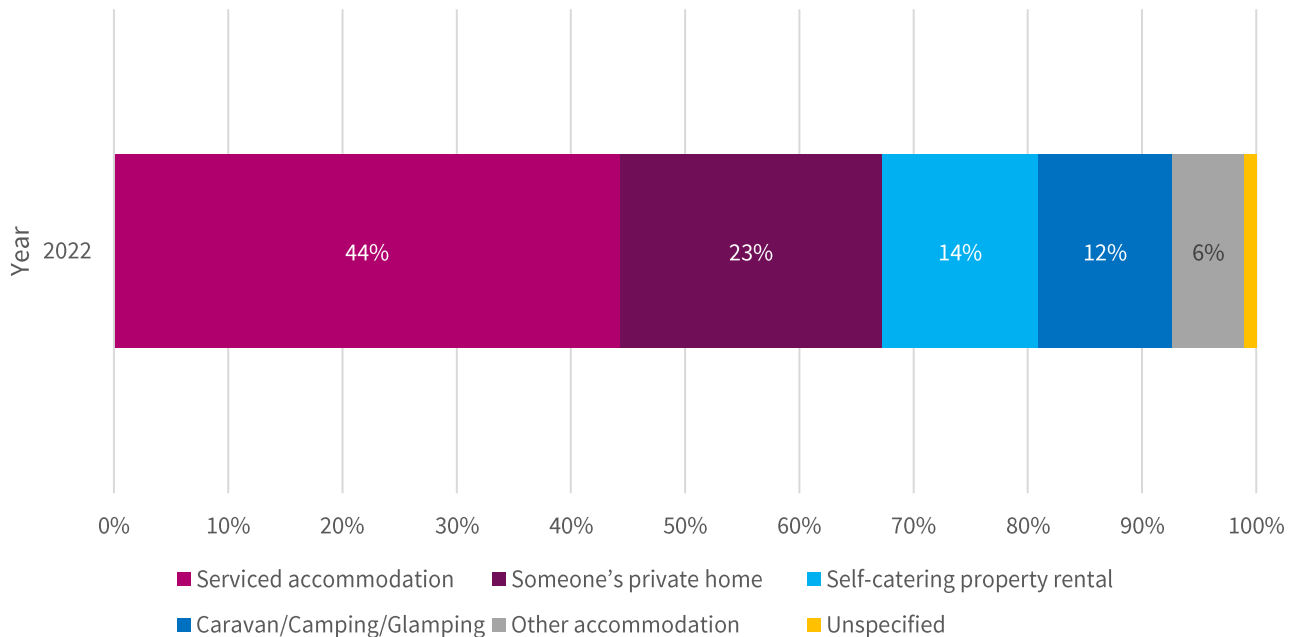
Source: Great Britain Tourism Survey 2022

\*Please note main region visited may have been outside of Scotland

# Accommodation Type Used on Trips Taken in Scotland, 2022

Over 4 in 10 of all overnight trips to Scotland stayed in serviced accommodation. Almost a quarter 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 (14%) chose self-catering properties as their accommodation with a similar proportion choosing caravan/camping/glamping (12%).

Accommodation type used on overnight trips taken in Scotland 2022



Source: Great Britain Tourism Survey 2022

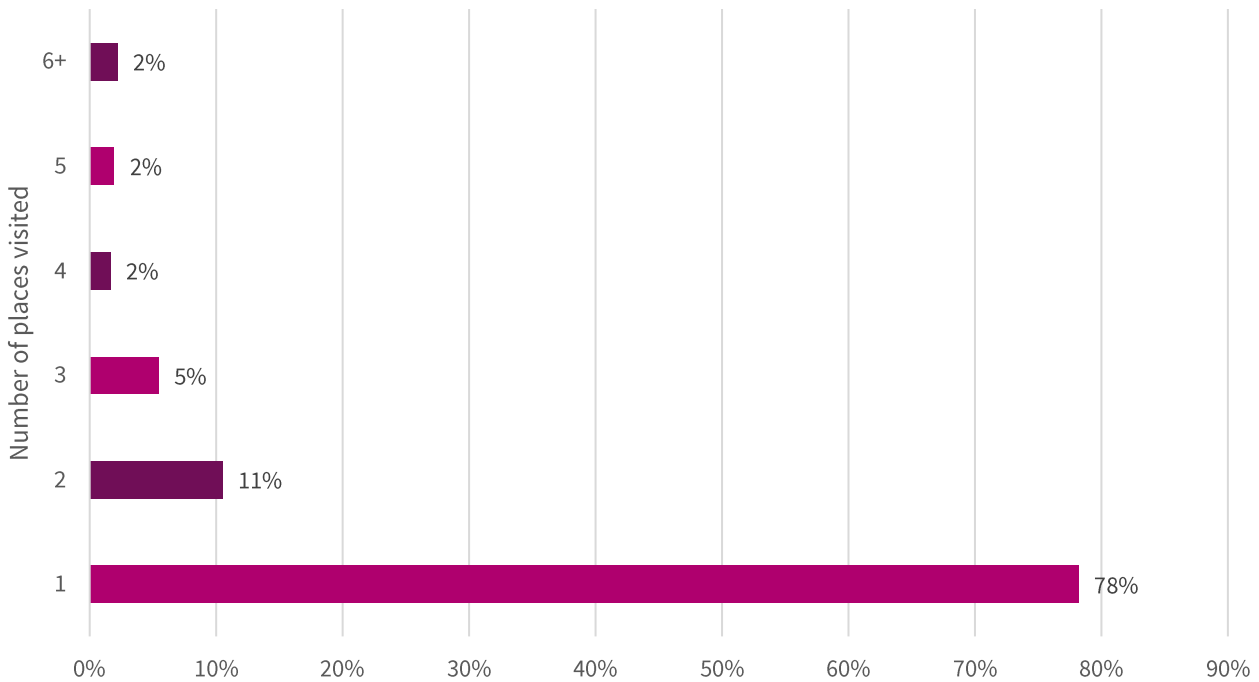
Accommodation Type	Trips (m)
Serviced accommodation	6.0
Someone's private home	3.1
Self-catering property rental	1.8
Caravan/Camping/Glamping	1.6
Other accommodation	0.8
Unspecified	0.1
<b>Total</b>	<b>13.5</b>

Source: Great Britain Tourism Survey 2022

# Number of places visited on overnight trips in Scotland, 2022

The majority of trips in 2022 were single-destination trips, with just over a fifth visiting two or more places. This reflects the proportion of holiday trips (36%), 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 2022



Source: Great Britain Tourism Survey 2022

Number of places visited	Trips (m)
1	10.5
2	1.4
3	0.7
4	0.2
5	0.3
6+	0.3
<b>Total</b>	<b>13.5</b>

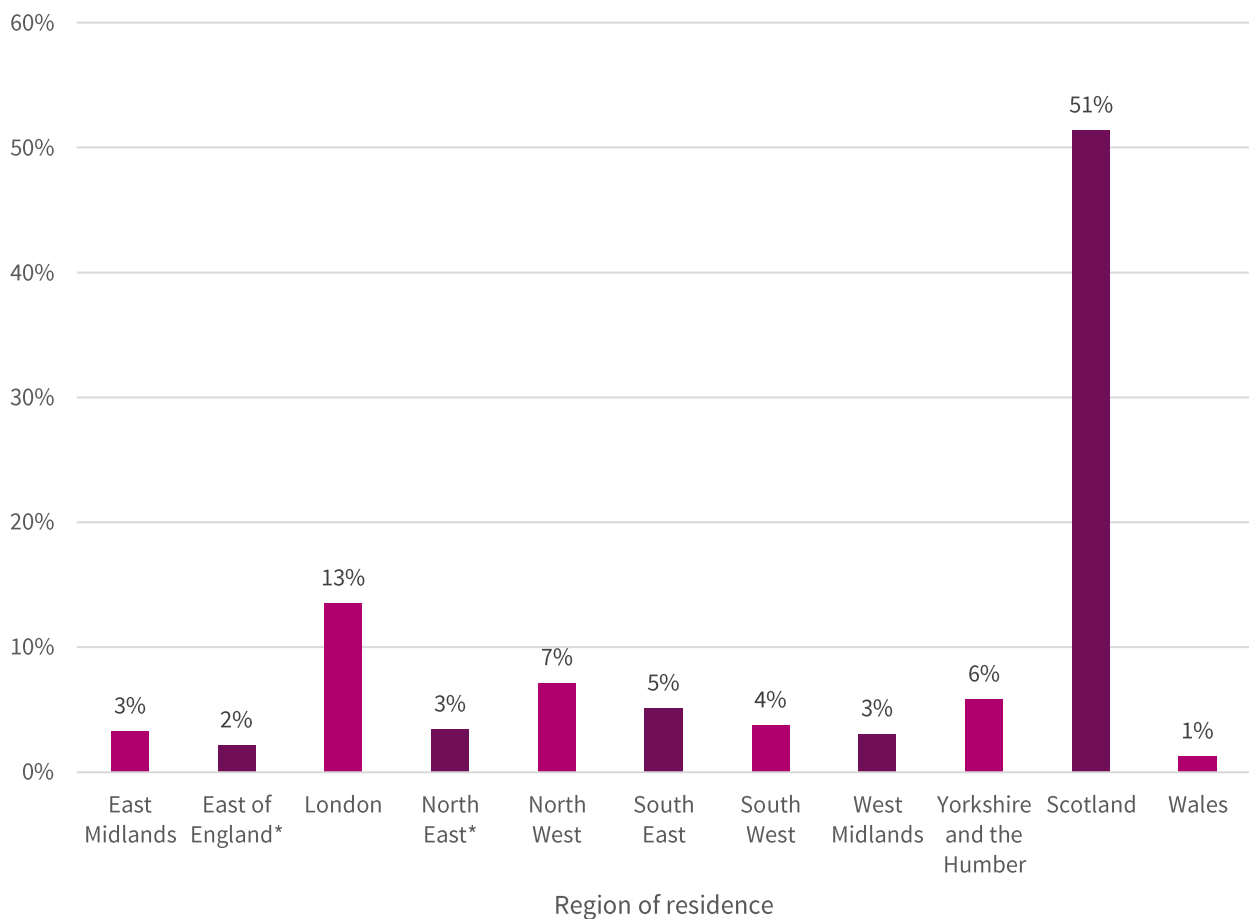
Source: Great Britain Tourism Survey 2022

# Who took domestic overnight trips in Scotland, 2022

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

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

## Percentage of overnight trips taken in Scotland by region of residence in 2022



Source: Great Britain Tourism Survey 2022

\*Data based on a sample size lower than 30

Trips and spend in Scotland by region of residence in 2022

Region of residence	Trips (millions)	Spend (£ million)
East Midlands	0.4	159
East of England*	0.3	140
London	1.8	533
North East*	0.5	119
North West	1.0	280
South East	0.7	236
South West	0.5	141
West Midlands	0.4	153
Yorkshire and the Humber	0.8	273
Scotland	6.9	1335
Wales	0.2	39
<b>Total</b>	<b>13.5</b>	<b>3,410</b>

Source: Great Britain Tourism Survey 2022

\*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 quarter of visitors were solo travellers, while 32% had children in their travel party (around half had children in the household). The most common party size was two people.

### Party composition of visitors on domestic overnight trips taken in Scotland, 2022

Party composition	
% solo travellers	23%
% 2-person parties	38%
% 3 to 4 person parties	24%
% 5+ person parties	15%
% children on trip	32%
% children in household	47%

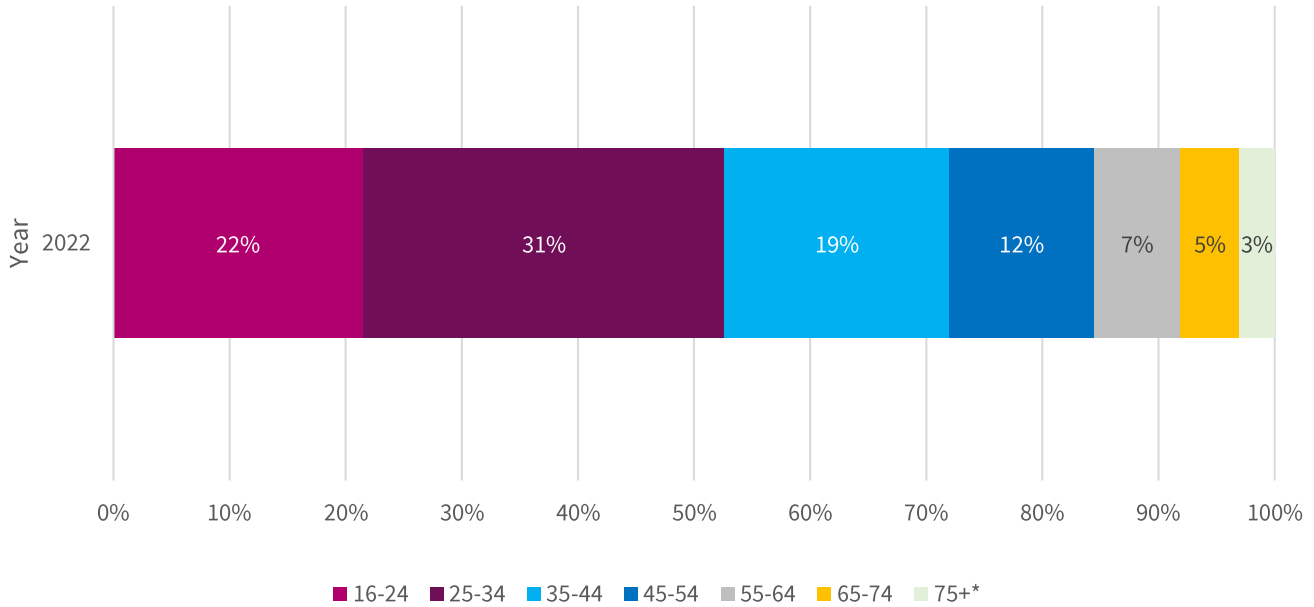
Source: Great Britain Tourism Survey 2022



## Age Range

Almost three quarters of trips were taken by visitors under the age of 45 (72%). Visitors aged between 16 and 34 generated over half of trips, followed by the 35-54 age range.

### Age of visitors on domestic overnight trips taken in Scotland, 2022



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

Age group	Trips (millions)
16-24	2.9
25-34	4.2
35-44	2.6
45-54	1.7
55-64	1.0
65-74	0.7
75+*	0.4
<b>Total</b>	<b>13.5</b>

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

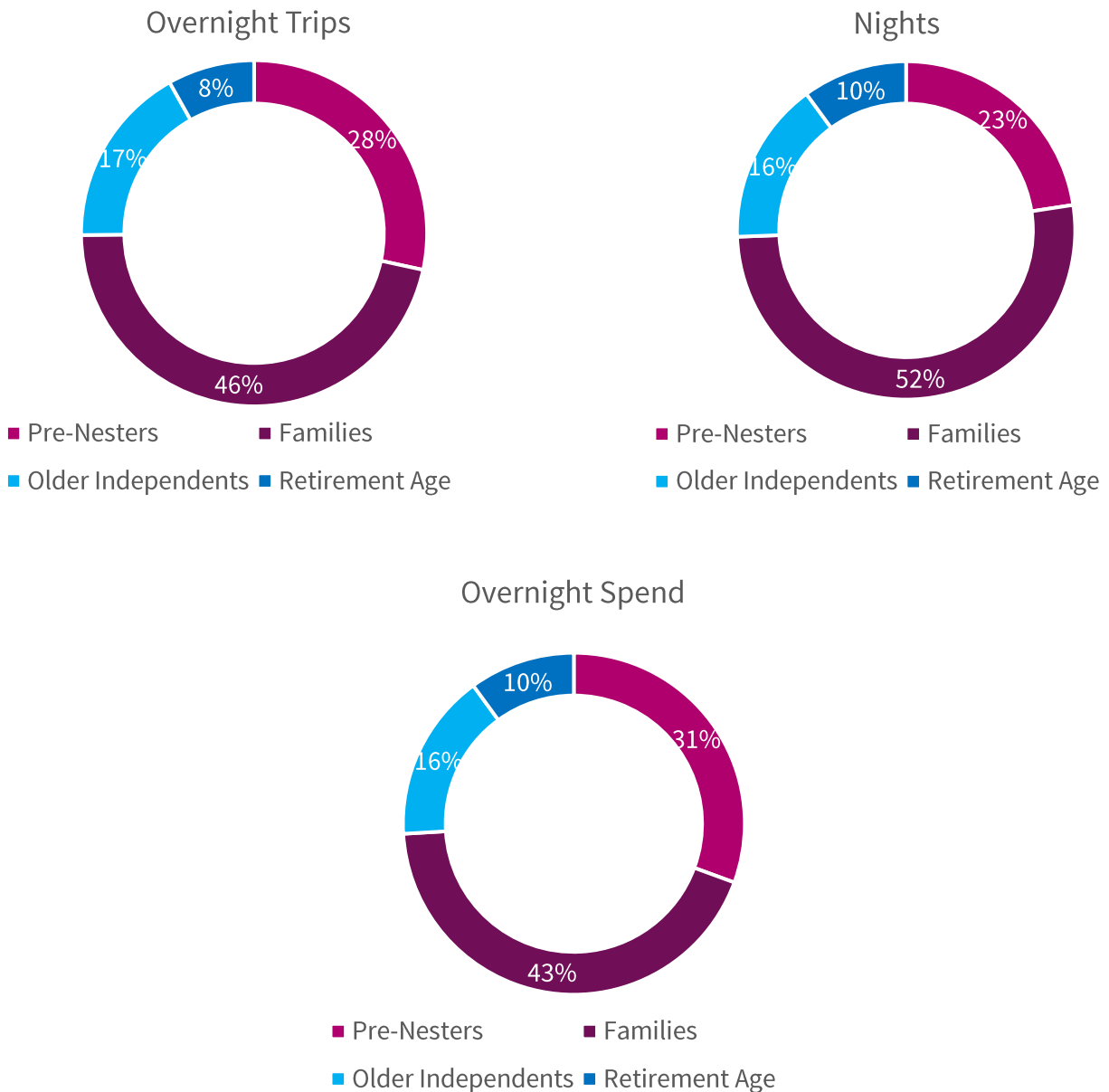


## Lifestage

Families accounted for the highest proportion of overnight trips (46%), nights (52%) and spend (43%) in Scotland. Visitors of retirement age represented the lowest proportion of overnight trips (8%), nights (10%) and spend (10%).

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 domestic overnight trips taken in Scotland, 2022

Life stage	Trips (millions)	Nights (millions)	Spend (£ million)
Pre-Nesters	3.8	9.2	1,043
Families	6.3	21.2	1,482
Older Independents	2.3	6.4	543
Retirement Age	1.1	4.1	342
Total	13.5	40.9	3,410

Source: Great Britain Tourism Survey 2022





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