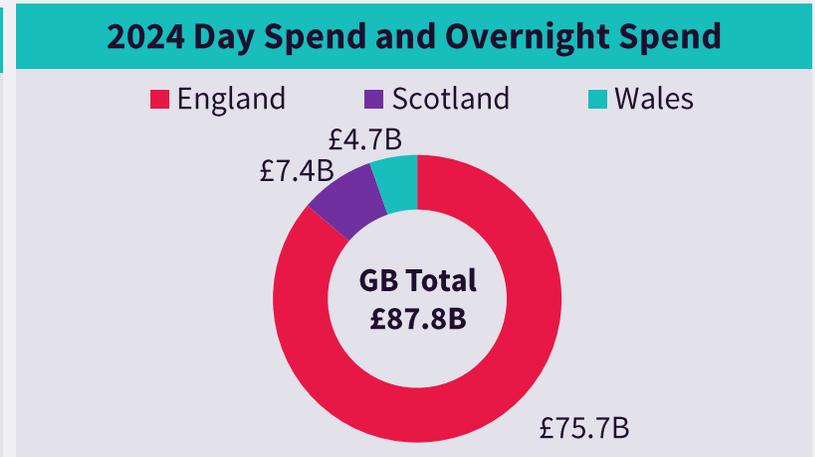
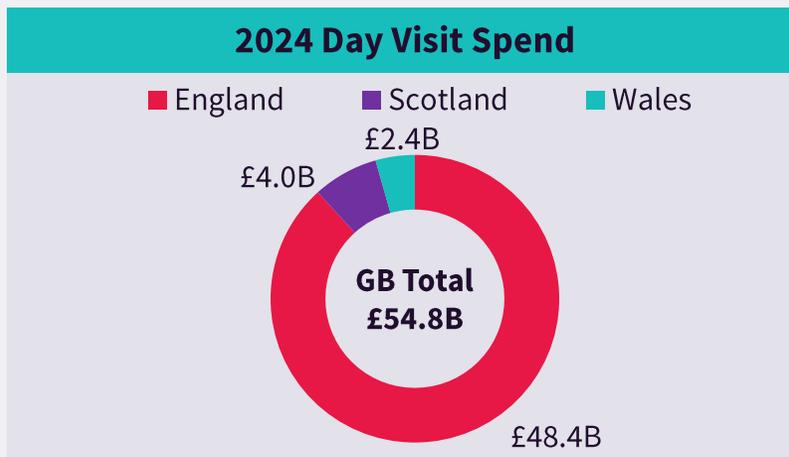
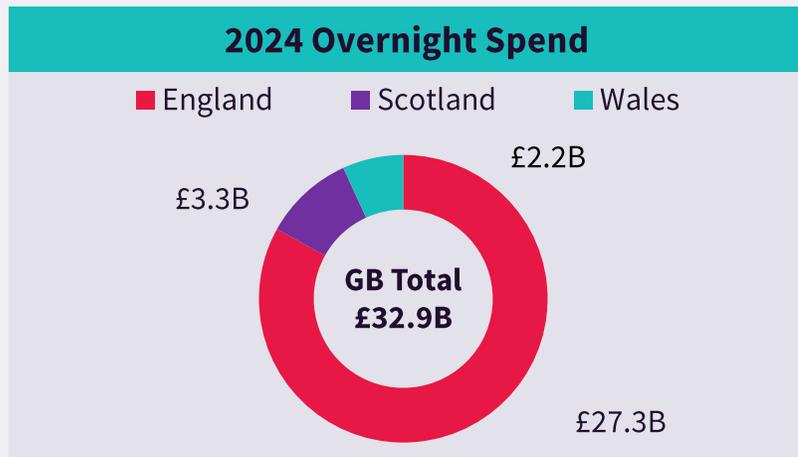
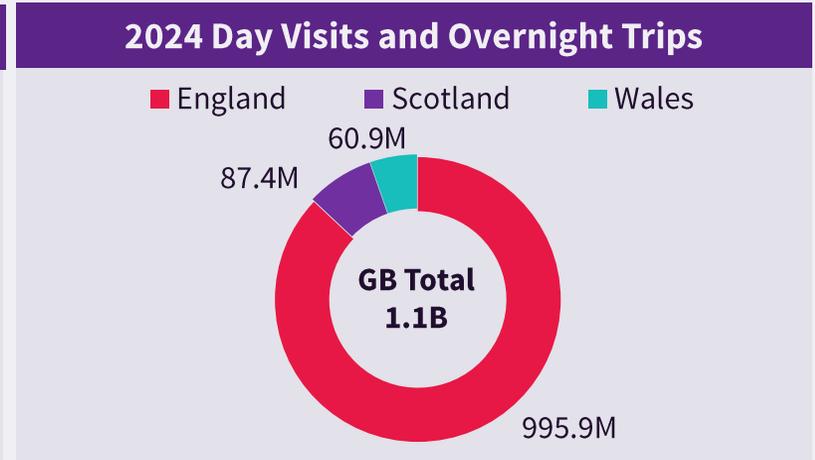
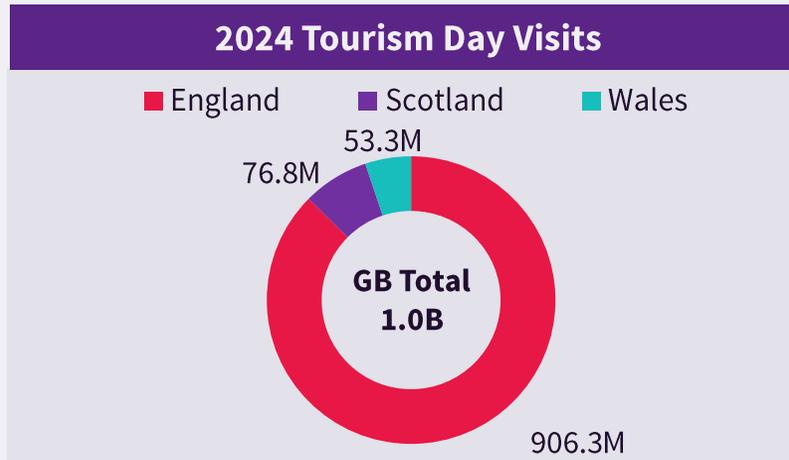


Great Britain Tourism Survey: Day Visits

Annual Report 2024

Great Britain residents took 1.1 billion day and overnight trips in Great Britain in 2024. Spend for all domestic trips in Great Britain in 2024 was £87.8 billion.



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Introduction

- The Great Britain Tourism Survey (GBTS) is a national consumer survey which includes two core domestic modules, overnight trips and day visits. It measures the volume and value of domestic tourism by residents of Great Britain. This report focuses on the domestic tourism day visit statistics for 2024 for Scotland. Throughout the report the tourism day visit statistics for 2022 are used to highlight trends in visits and spend. Detailed results for England and Wales are published by [VisitEngland](#) and [Visit Wales](#) respectively.
- The statistics from 2022 onwards are based on a new combined online survey. This one replaces the separate Great Britain Tourism Survey (GBTS) and Great Britain Day Visits Survey (GBDVS), which ran until the end of 2019. Methodology and quality reports are available for further detail on the [VisitScotland](#) website. This includes guidance on non-comparability with data up until 2019.
- This report includes data for three definitions of leisure day visits: Tourism Day Visits (the standard definition, which this report focuses on); 3+ hour Leisure Day Visits (the broadest measure); Tourism Day Visits – Activities Core to Tourism (the narrowest measure).
- This report provides information about visit characteristics, with comparisons to 2022 statistics, where appropriate. A methodological review was conducted in 2024, following which a number of methodological changes were implemented. The 2022, 2023 and 2024 data in this report reflect the new methodology, details of which can be found [here](#).
- The survey is jointly sponsored by VisitEngland, VisitScotland and Visit Wales. The survey is currently undertaken by independent research agency, BMG. Together with the [Great Britain Tourism Survey \(GBTS\) Annual Report 2024](#), which is available as a separate report, these surveys are the largest and most comprehensive surveys of GB domestic travel.

Methodology (1/2)

- The annual sample size for GBTS Day Visits module is 35,000 respondents. These numbers include respondents who have not taken any qualifying visits. The annual samples are split evenly across the 52 weeks of the year.
- Since 2020, when Day Visits survey was combined with the Overnight Trips survey, it has been using an online blended panel approach, which is a significant change from the pre-2020 face-to-face methodology. Respondents are now sourced via an online platform that combines a number of ESOMAR accredited panel providers.
- Data is collected about the number of domestic day visits taken by adults aged 16+ in England, Scotland and Wales. The survey also collects details of any children involved with day visits, and these are included in the estimated grossed-up figures for visit and spend.
- A number of changes were made to the questionnaire in May 2022, the pre-May 2022 data has been calibrated to account for these changes.
- The Day Visits 2022, 2023 and 2024 data has been published as statistics in development. More information on this can be found on the [Office for Statistics Regulation](#) website.
- The monthly estimates are subject to limitations on sample size and seasonal fluctuations in visits taken across the year.

Methodology (2/2)

- Interlocking quotas have been used where feasible. Within each country, quotas are set by age and gender (interlocking), approximated social grade and Scotland regions. The data is weighted to more accurately reflect the population.
- Base sizes are the number of qualifying day visits, rather than the number of respondents. Quarterly targets are utilised for Scotland and Wales due to small monthly base sizes.
- Number of day visits for 2024 estimations based upon:

Nation	Unweighted Base Sizes 2024 for Tourism Day Visits
GB	10,015
England	8,049
Scotland	1,143
Wales	911

- More detailed information on methodology changes, quotas and weighting can be found by accessing the Background Quality Report available at the [VisitScotland](https://www.visitScotland.co.uk) website.

Definitions

There are three main measures for day visits in this report – 3hr+ Leisure Day Visits (the widest measure), Tourism Day Visits (the standard measure) and Tourism Day Visits – Activities Core to Tourism (the narrowest measure). Tourism Day Visits are a subset of the broader leisure day visits. To qualify as an eligible Great Britain day visit, the following criteria must be met:

3hr+ Leisure Day Visits

- Lasted 3 hours or more (including travel time)
- Undertake 1 or more eligible leisure activities
- Must not have been overnight

Tourism Day Visits – the main focus of this report

In addition to the 3hr+ leisure day visit criteria, a Tourism Day Visit:

- Is undertaken less often than once a week
- Includes a visit to a place outside of the local authority where the visit started, with the exception of visits where the main activity is a visitor attraction, attending a public event or to watch live sport. In these cases, the need to have visited outside of the starting local authority is removed.

Tourism Day Visits – Activities Core to Tourism

In addition to the tourism day visit criteria, a visit must have included one of the following as the main activity undertaken during the visit:

- Went to a visitor attraction e.g., a historic house, theme park, museum, etc.
- Went sightseeing and exploring areas; Spa/beauty/health treatments.
- Retreat or meditation.
- Attended an organised public event (e.g., exhibition, concert, fair, live sport etc.).
- Visited an art gallery.
- Visited a museum.
- Went to a local cultural centre.
- Watched live sport (not on TV).

Context

- **Cost-of-Living:** UK inflation, as measured by the [Consumer Prices Index \(CPI\)](#), was 2.5% in the 12 months to December 2024, down from 4% at the start of 2024. Although inflation peaked at 9.2% in October 2022, cost of living pressures were still a key concern in Great Britain in [2024](#).
- **Domestic (GB Resident) Sentiment:** While the sentiment related to the cost-of-living crisis improved throughout 2024 in Great Britain, vs 2022, there were still c70-80% of consumers who either believed that worst was still to come (c40-50%) or that things will stay the same (c30-40%), not worsening, nor improving. However, sentiment shifted throughout the year, with Q4 being the most negative. In 2024, costs and finances were reported as the main barrier to domestic tourism, hovering around the 50-60% mark each month of 2024.
- **Domestic overnight trips:** There were 105.6 million domestic overnight trips in Great Britain in 2024, which represents a 10% decrease vs 2023. Domestic spend on trips increased by 5% to 32.9 billion, and the average spend per trip in Great Britain rose from £266 in 2023, to £312 in 2024.
- **Weather:** The [MET](#) office reported that 2024 was the fourth warmest on record for the UK, behind only 2022, 2023 and 2014. Spring was the warmest on record for the UK, which saw a record-high average temperature for May. February was the second warmest on record for the UK and December the fifth warmest. In contrast, the summer months of June, July and September were slightly cooler than average. The year was relatively wet, with 7% more rainfall than average and 9 storms throughout in 2024.

Summary

Summary of findings (1 / 2)

Great Britain

- There were 1.03 billion domestic tourism day visits in Great Britain in 2024, representing a 12% decrease since 2023. In contrast, spend increased by 5% in the same time period, to £54.8bn. Domestic overnight trips in Great Britain in 2024 followed a similar trend, with trips declining by 10% since 2023, but spend growing by 5%.
- Inflation, with a CPI of 2.5% in the 12 months to December 2024, accounts for some of the uplift in day visit spend in Great Britain in 2024. The remaining increase is due to the changing composition of day visit and overnight trip parties in 2024, who are opting for solo or couples travel and leaving the children at home. These smaller, child free parties are higher average spenders and prefer more expensive activities such as spa days or eating and drinking out, nights out or speciality shopping.

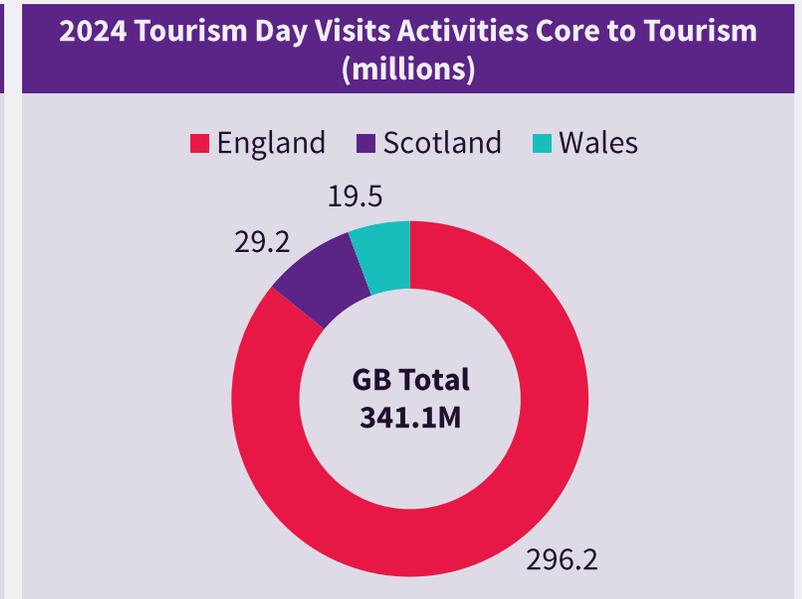
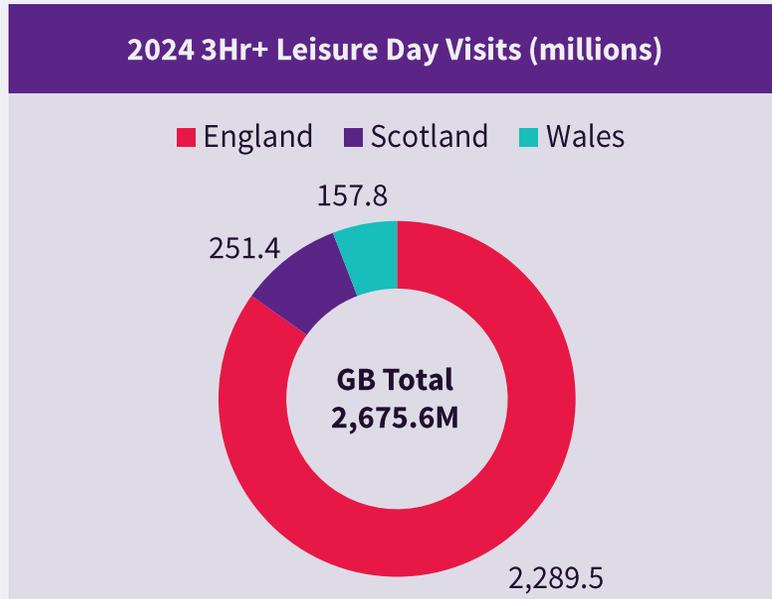
Scotland

- There were 77 million tourism day visits in Scotland in 2024, a decrease of 15%, when compared to 2023. Domestic day visitors spent £4 billion in Scotland in 2024, an increase of 3% since 2023, just above the inflation rate of 2.5% (CPI in the 12 months to December 2024). Average spend per visit increased by 21% since 2023, to £52 per visit, as solo travel rose. Q4 experienced the most visits and spend in 2024, and an increase in visits (+13%) since 2023, due to a 51% uplift in younger independents travelling during this quarter.
- Food and drink costs remained the largest expense for day visitors in Scotland in 2024, while there was no change at an overall level since 2023 (+1%), younger independents increased their spend by 35% on eating and drinking out. Spend on speciality shopping increased by 7% since 2023, due to a 32% increase in younger independents and 11% increase in family life stage spending on this activity. Spend on rail transport increased 28% due to more day visits using this transport type. Please note that these spend breakdown figures differ from those on slide 24, which show spend on tourism day visits by activities.
- Cities and large towns dominated again in 2024, increasing their share of day visits further since 2023 (+6pp). Cities and large towns represented 64% of all tourism day visit spend in Scotland in 2024, a decrease of 2 percentage points since 2023. However, there was a significant increase in Q4 2024 (+32% vs Q4 2023) in line with the jump in visits in this quarter. This is, in part, due to an increase in younger independents travelling in the run up to the holiday season for activities such as food, drink, night out and speciality shopping.
- West Scotland received the most visits in 2024, representing almost half (47%) of all tourism day visits in Scotland, which is unchanged since 2023. However, its share of spend dropped by 4 percentage points to 43%, as families shifted away from this region (-5pp) towards the East of Scotland (+6pp). Just 11% of visits to Scotland were by England residents, a drop of 4 percentage points since 2023 and 8 percentage points since 2022. The highest proportion of visits and spend in Scotland was made by West Scotland residents, who further increased their share of day visits and spend in 2024 by 8 percentage points, when compared to 2023. This uplift was mostly due to the 9pp increase in West of Scotland residents visiting the East of Scotland in 2024.

Summary of findings (2 / 2)

- The top three activities undertaken on a tourism day visit remained unchanged since 2023 and included visiting friends and relatives (33%), food, drink, a night out and speciality shopping (21%) and going to a visitor attraction (20%). The highest spend on tourism day visits included activities such as food, drink, a night out and speciality shopping (28%) and sightseeing and exploring areas (20%). While tourism day visits that included sightseeing didn't increase between 2023 and 2024, spend on these visits increased by 24%, predominantly due to younger independents spending more (+50%).
- As tourism day visits in Scotland became more popular among younger independents and older independents, the distance travelled increased, with 75% now travelling more than 20 miles, an increase of 6 percentage points since 2023. The length of tourism day visits also extended in 2024, with 50% now spending 5 hours or more on a day visit in Scotland, an increase of 5 percentage points since 2023.
- The trend towards the use of public transport for domestic visits continued in 2024, with a 4 percentage point increase in the proportion of visits that used a train, underground or tram and a 5 percentage point increase in the use of bus, coach or taxi. These forms of travel are most popular among the youngest and oldest age groups, potentially due to the [concessions](#) that the under 22's and over 60's receive.
- The highest proportion of visits in 2024 were made by those in the family life stage at 42%, a drop of 5 percentage points since 2022. Overall, there was a trend towards older life stages taking tourism day visits in Scotland in 2024, with a 5 percentage point increase in the proportion of older independents and those of retirement age doing so since 2022.
- The majority of tourism day visits are taken by parties of two or less. There was a 5 percentage point increase in the proportion of solo day visitors in Scotland in 2024, when compared to 2023. This increase was seen across all life stages, including families (+3pp), with the largest uplift among those of retirement age (+8pp). While 1 in 3 tourism day visits included a child in 2024, this was 6 percentage points lower than in 2023. Some of this can be accounted for by the drop (-3pp) in the proportion of day visitors in 2024 with children in the household (43%).
- 1 in 10 tourism day visits were part of a larger party (e.g. a coach party, tour group, school trip) in 2024, which is a drop of 4 percentage points since 2023. 16 to 24 year olds are the biggest large group participants, however in 2024 there was a 14 percentage point decrease in tourism day visits in large parties by this age group.
- Overall, tourism day visits that included someone with an impairment in the party dropped by 5% since 2023 (vs -17% of parties without impairments), from 18m visits in 2023 to 17m visits in 2024. Spend was marginally down for those with impairments at -1% compared with 2023 (vs +5% for those without), decreasing from £837m to £832m. The decreasing tourism day visits and spend among those with impairments may be related to the [disability price tag](#), and cost of living pressures being felt more acutely by these groups.

2024 GB day visit tourism statistics at a glance



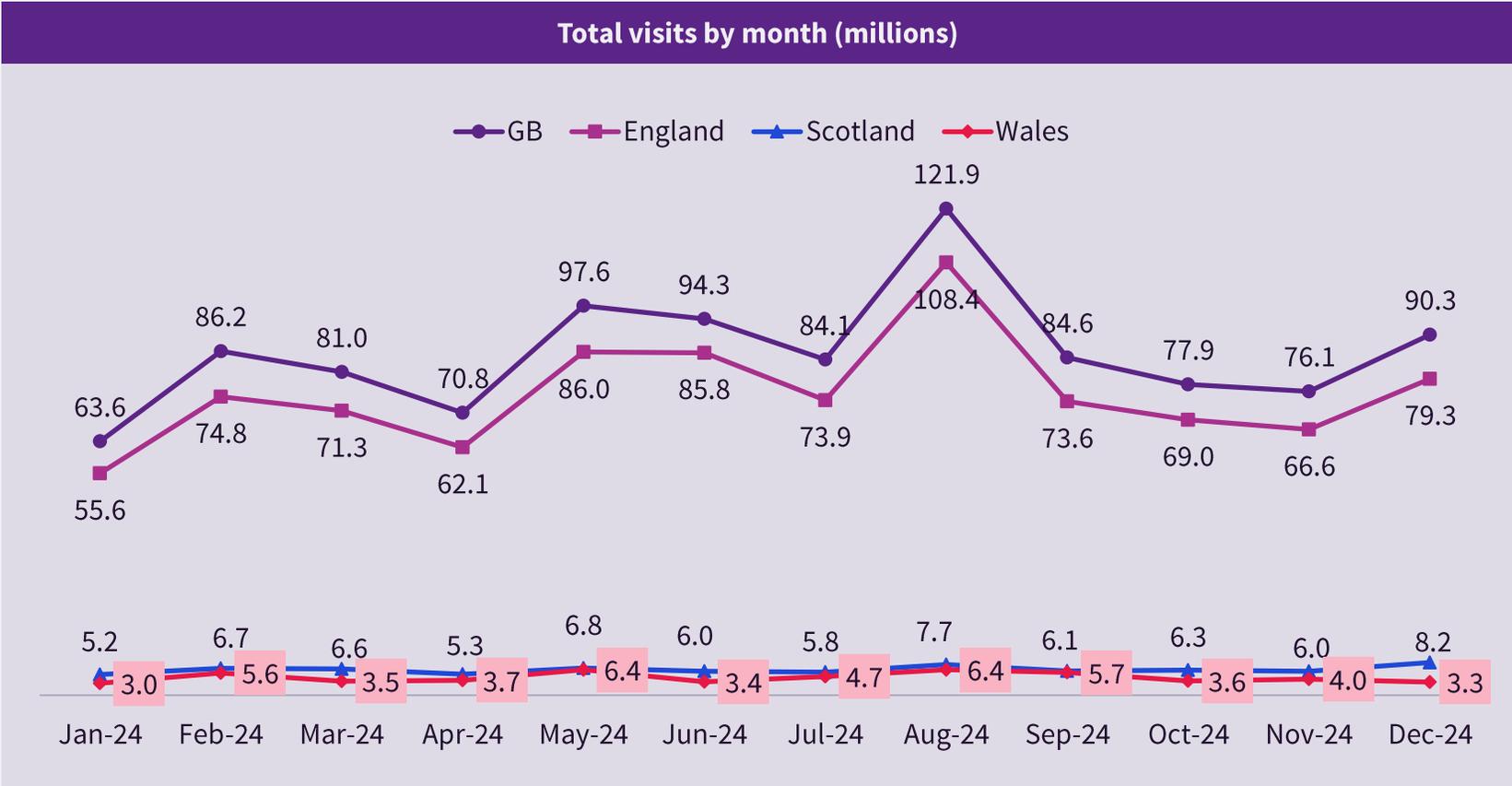
Nation	Proportion of Visits	Proportion of Spend
GB	100%	100%
England	86%	87%
Scotland	9%	8%
Wales	6%	5%

Nation	Proportion of Visits	Proportion of Spend
GB	100%	100%
England	88%	88%
Scotland	7%	7%
Wales	5%	4%

Nation	Proportion of Visits	Proportion of Spend
GB	100%	100%
England	87%	87%
Scotland	9%	9%
Wales	6%	4%

Tourism day visits by month in 2024

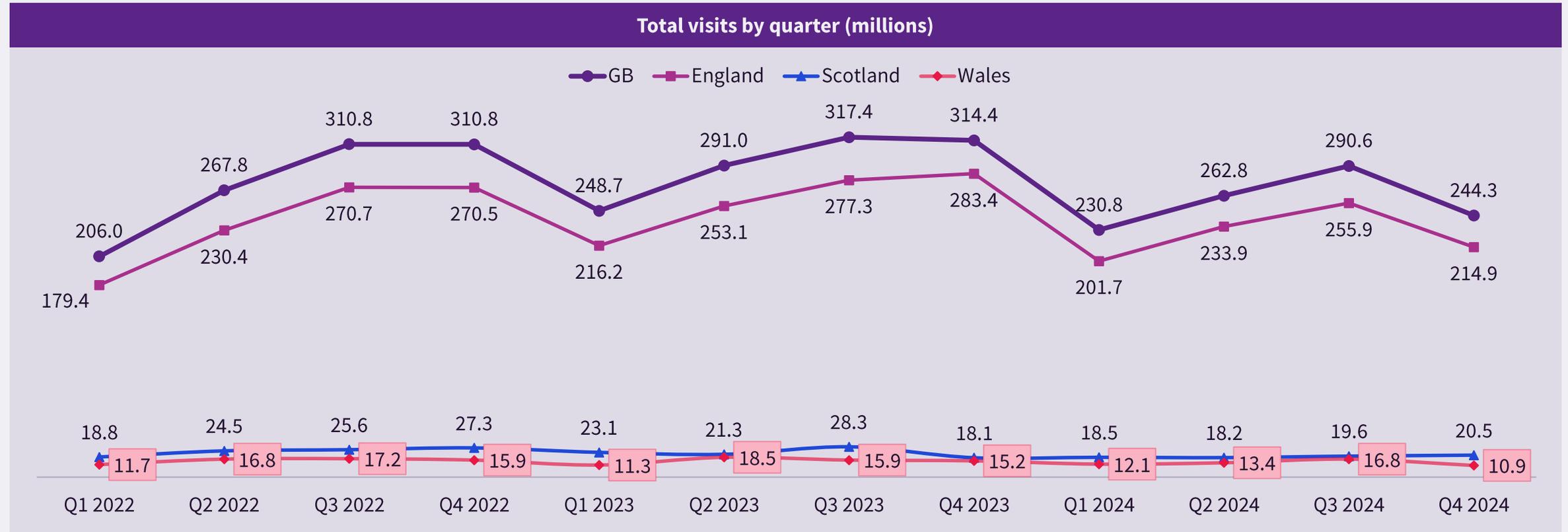
There were 1.03 billion domestic tourism day visits in Great Britain in 2024, representing a 12% decrease since 2023. This is broadly in line with the [Domestic Sentiment Tracker](#), which found that 1 in 5 Great Britain residents would reduce their day visits in 2024, due to cost-of-living pressures. Tourism day visits in Great Britain peaked in August in 2024, increasing by 12% since August 2023. This was largely due to a 15% increase in family life stage taking day visits in August 2024, when compared to August 2023.



Nation	Number of visits 2024 (millions)	Proportion of visits 2024
GB	1,028.5	
England	906.3	88%
Scotland	76.8	7%
Wales	53.3	5%

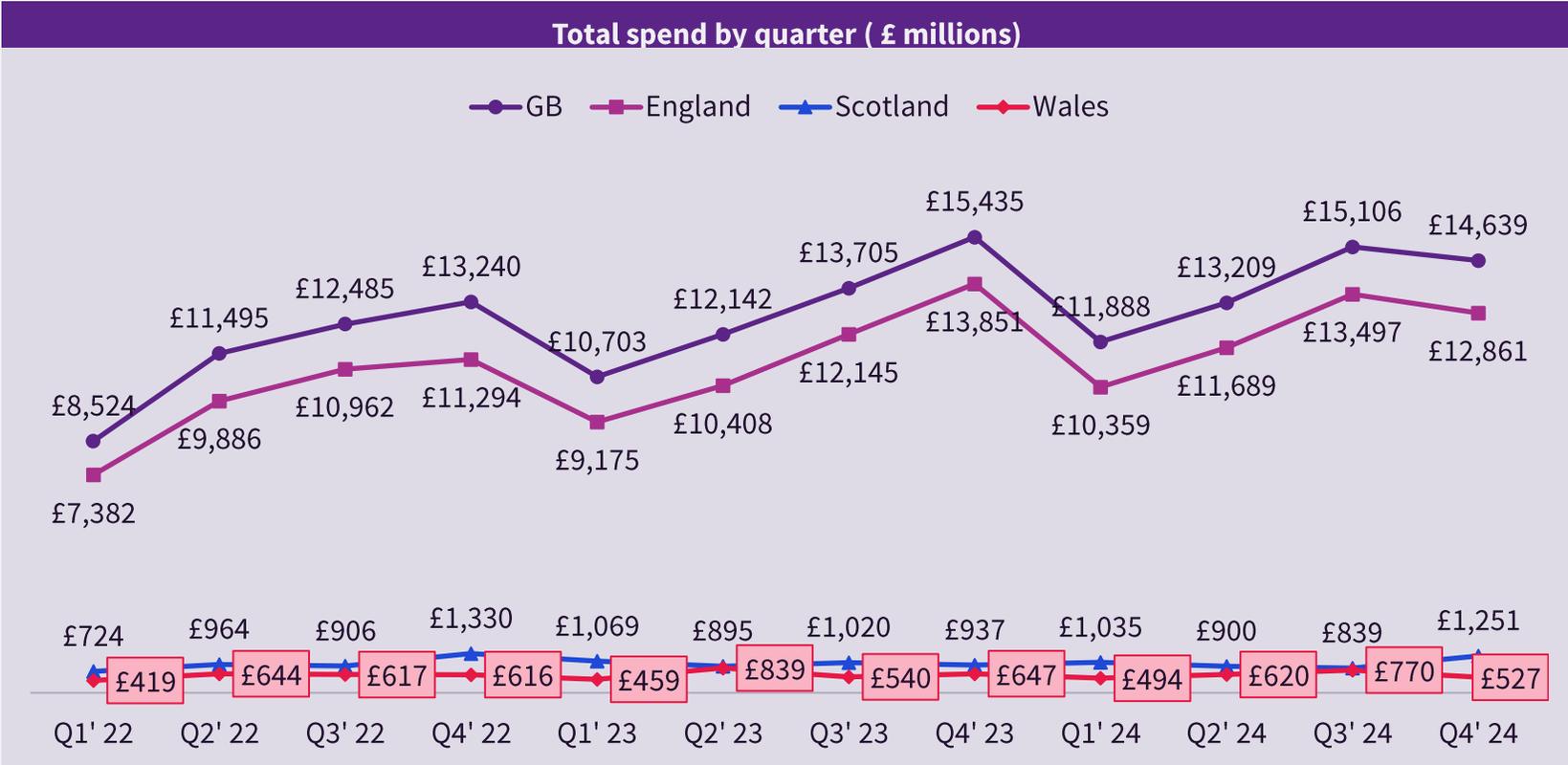
Tourism day visits by quarter 2022-2024

Domestic day visits in Great Britain and England in 2024 decreased across all quarters, when compared to 2023. Day visit numbers in England in 2024 dropped the most in Q4 2024, when compared to Q4 2023. This was due to a 44% drop in the family life stage taking visits in October 2024, a traditionally busy period due to half term break from schools. Following a strong Q3 in 2023, tourism day visits in Scotland decreased in this quarter in 2024, moving instead to Q4 2024 (+13% when compared with Q4 2023). Younger Independents fuelled this uplift in Q4 2024, increasing their day visits in this quarter by 51%, when compared to Q4 2023. Day visits in Wales increased in Q1 (+7%) and Q3 (+6%) in 2024, when compared to 2023. Younger independents are contributing to this uplift in Q1 (+32%) and older independents in Q3 (+40%), when compared to the same quarters in 2023.



Tourism day visits spend by quarter 2022-2024

Overall, when compared to 2023, there was a 5% increase in spend on day visits in Great Britain in 2024, which is slightly above annual [CPI](#) inflation of 2.5%. Q1 to Q3 2024 tourism day visits in Great Britain and England all experienced an uplift in spend in 2024, when compared to the same quarters in 2023. Spend followed a similar trend to visits in Scotland and Wales in 2024, increasing in Q4 2024 in Scotland (+34% vs. Q4 2023) and Q1 (+8% vs. Q1 2023) and Q3 (+43% vs. Q3 2023) in Wales. While inflation accounts for some of the increase in spend in Great Britain in 2024, there was also an increase in the proportion of visits by solo and two person parties, even among those with families. Solo and 2 person parties are bigger average spenders than larger parties, or those with children, and hence the increase in spend, but decrease in volume.



Nation	Total spend 2024 (millions)	Proportion of spend 2024
GB	£54,842	
England	£48,405	88%
Scotland	£4,025	7%
Wales	£2,412	4%

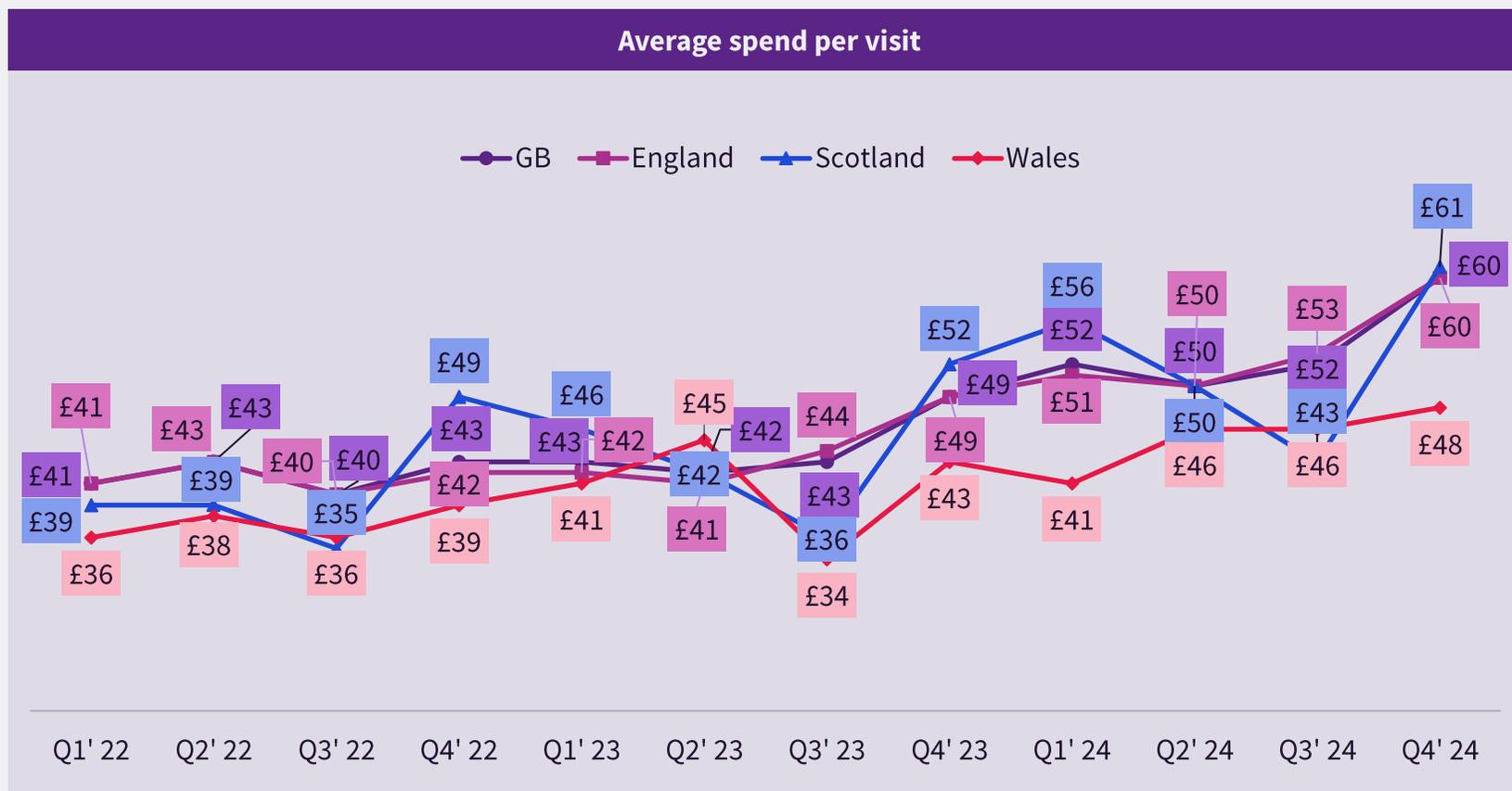
Nation of residence by nation of destination in 2024

As in 2023, almost all tourism day visits in England in 2024 were taken by England residents. Scotland is becoming more nation centric year on year, with 9 in 10 tourism day visits in Scotland taken by Scotland residents. In 2024, there was a 4 percentage point increase in Scotland residents taking day visits in Scotland, when compared to 2023. This was particularly noticeable in Q3 (+10pp increase in Q3 2023) and potentially related to the uplift in those of retirement age life stage (+6pp) in this quarter, who prefer to stay closer to home. There was no change in the regions of residence of tourism day visitors in Wales in 2024, with 4 in 10 visiting from England or Scotland.



Average spend per visit 2022-2024

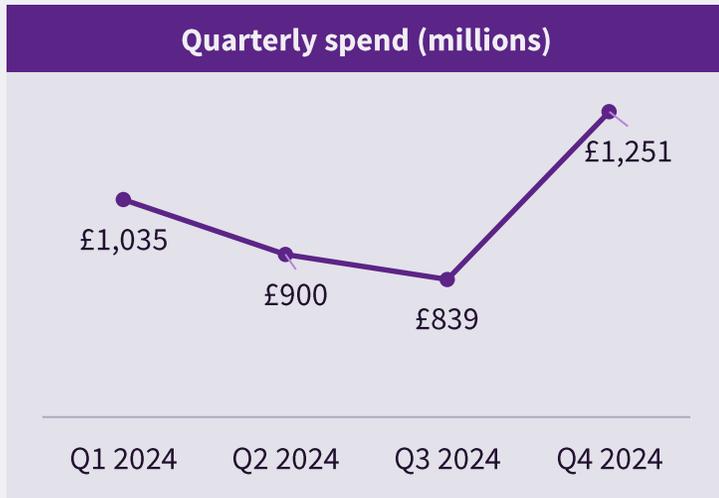
Average spend per visit increased in Great Britain in 2024 by 20%. Average spend per visit was highest in Q4 2024, increasing by 22%, when compared to Q4 2023. This uplift in average spend per visit was related to increases in the proportion of younger (+4pp) and older independents (+1pp) taking day visits in Q4 2024, versus Q4 2023. These life stages tend to travel in solo and 2 person parties and spend more on expensive activities such as eating and drinking out, speciality shopping or wellbeing experiences.



Nation	Average spend per visit 2023	Average spend per visit 2024
GB	£44	£53
England	£44	£53
Scotland	£43	£52
Wales	£41	£45

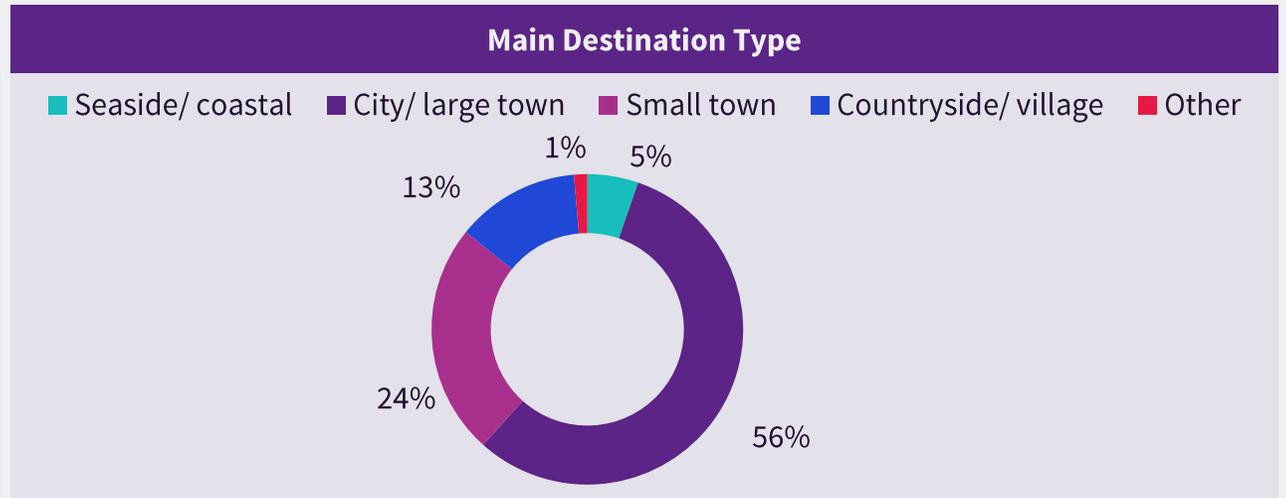
Scotland Tourism Day Visits 2022-2024

Summary of tourism day visits to Scotland in 2024



Average spend per visit

Q1 2024	£56
Q2 2024	£50
Q3 2024	£43
Q4 2024	£61



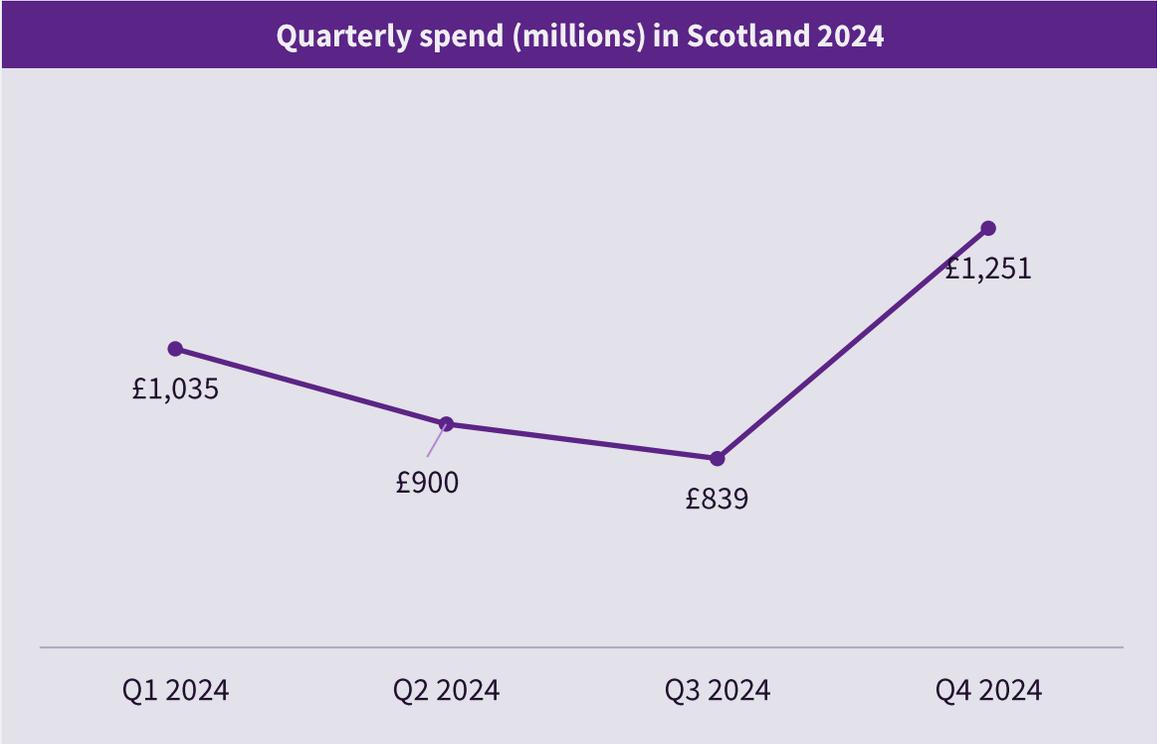
Tourism day visits and spend in Scotland 2024

There were 77 million tourism day visits in Scotland in 2024, a decrease of 15%, when compared to 2023. Visitors spent £4 billion on tourism day visits in Scotland in 2024, an increase of 3% since 2023, just above the inflation rate of 2.5% (CPI in the 12 months to December 2024). Average spend per visit increased by 21% since 2023, to £52 per visit, as solo travel rose. Q4 experienced the most visits and spend in 2024, and an increase in visits (+13%) since 2023 due to a 51% uplift in younger independents travelling during this quarter compared with Q4 2023.

76.8m visits

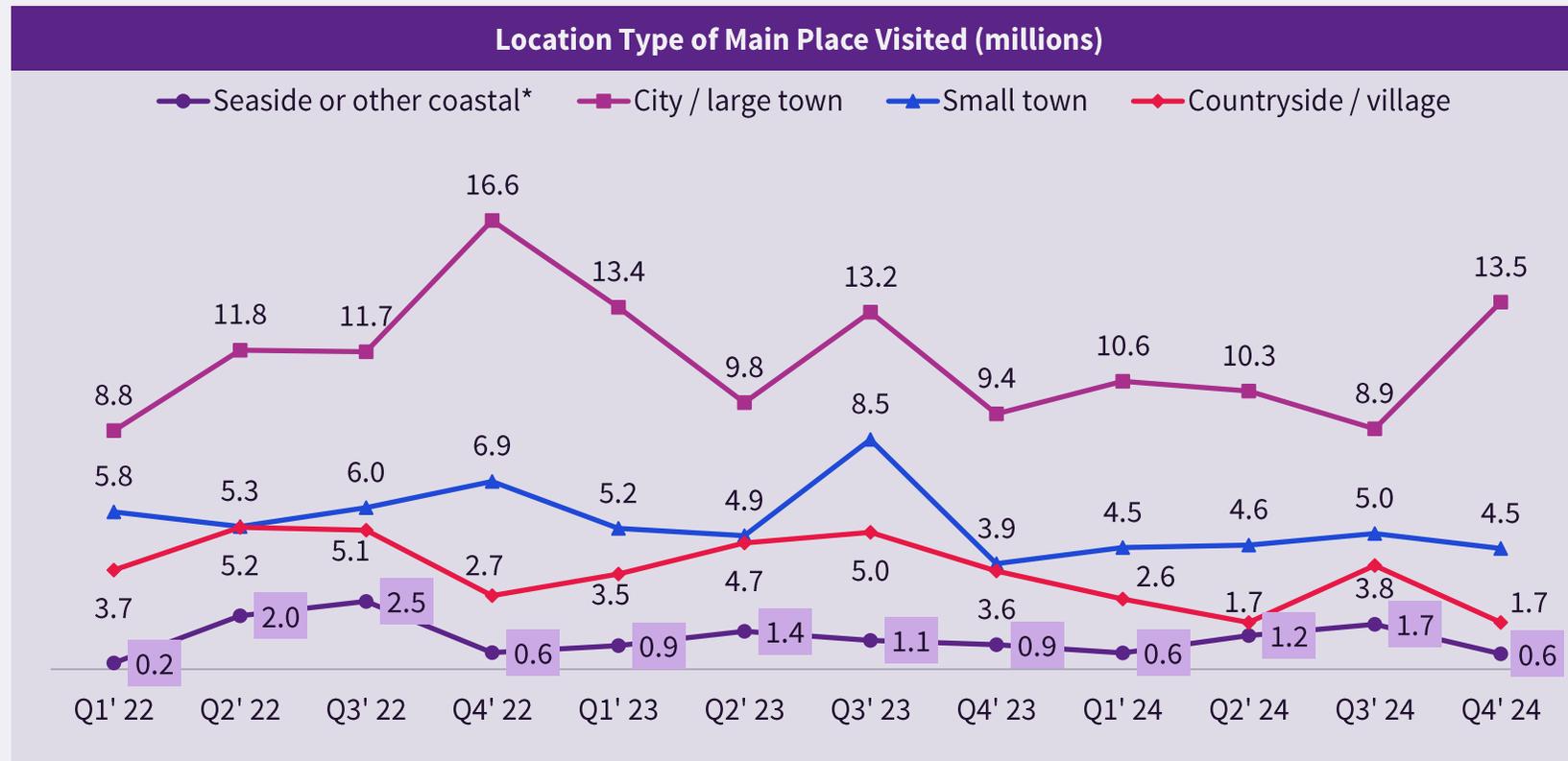


£4,025m



Location type of main place visited

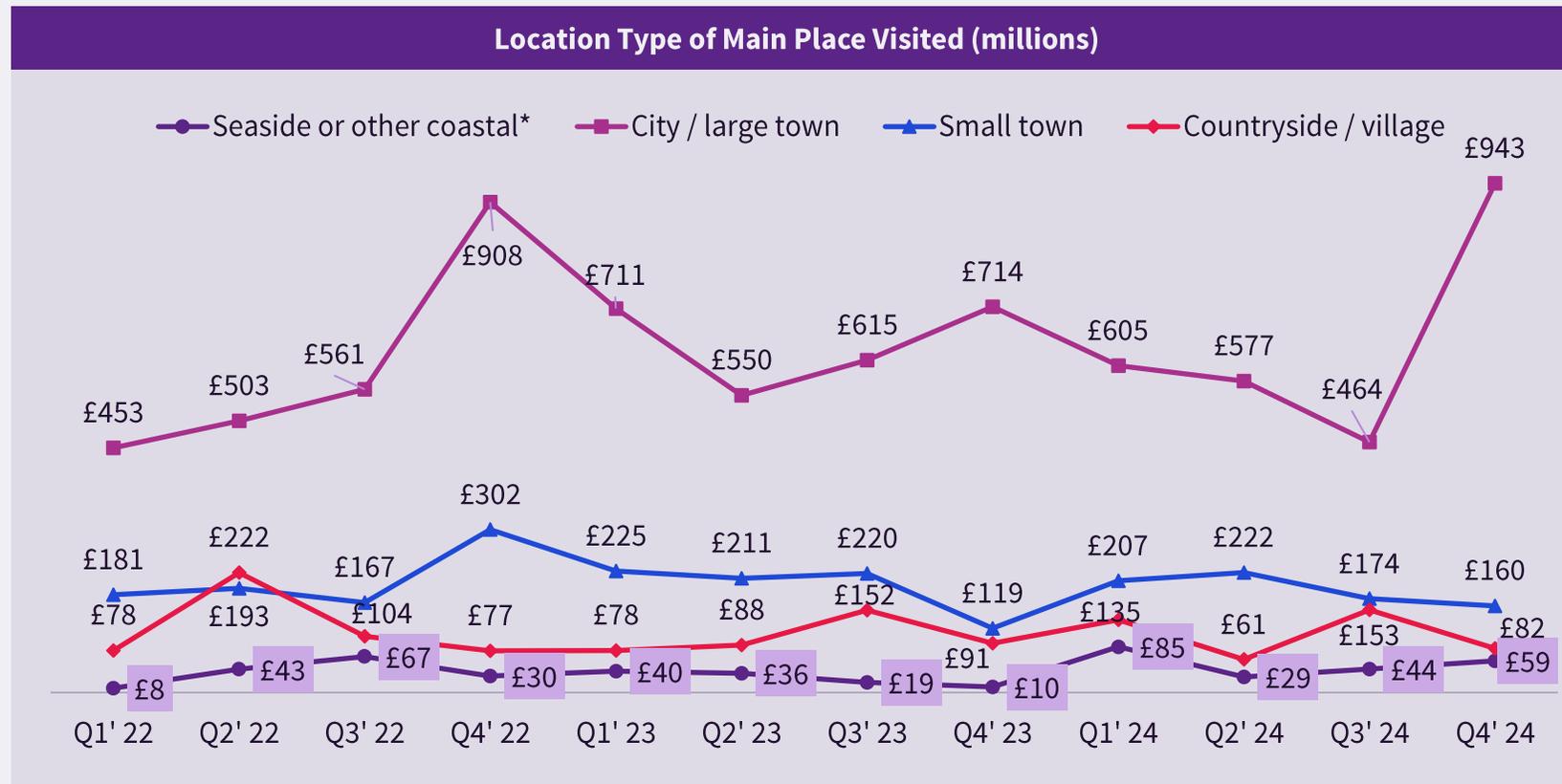
Cities and large towns dominated again in 2024, increasing their share of tourism day visits further since 2023 (+6pp). Cities and large towns were particularly popular in Q4, representing 66% of tourism day visits in this quarter. This is, in part, due to an increase in younger independents travelling in the run up to the holiday season for activities such as food, drink, night out and speciality shopping. While there was no major shift in tourism day visits to the seaside in 2024 overall, there was a return to the seaside in Q3 2024 (+56% when compared to Q3 2023) due mostly to an uplift in visits in September (+113%). This revival was fuelled by those of retirement age choosing the seaside/coastal areas in 2024 (+127% vs 2023), and the particularly dry [September 2024](#) may have helped.



Location Type	Visits 2024 (millions)	Proportion of visits
Seaside or other coastal*	4.06	5%
City / large town	43.29	56%
Small town	18.53	24%
Countryside/ village	9.86	13%
Others/ Unspecified	1.06	1%

Spend by location type of main place visited 2024

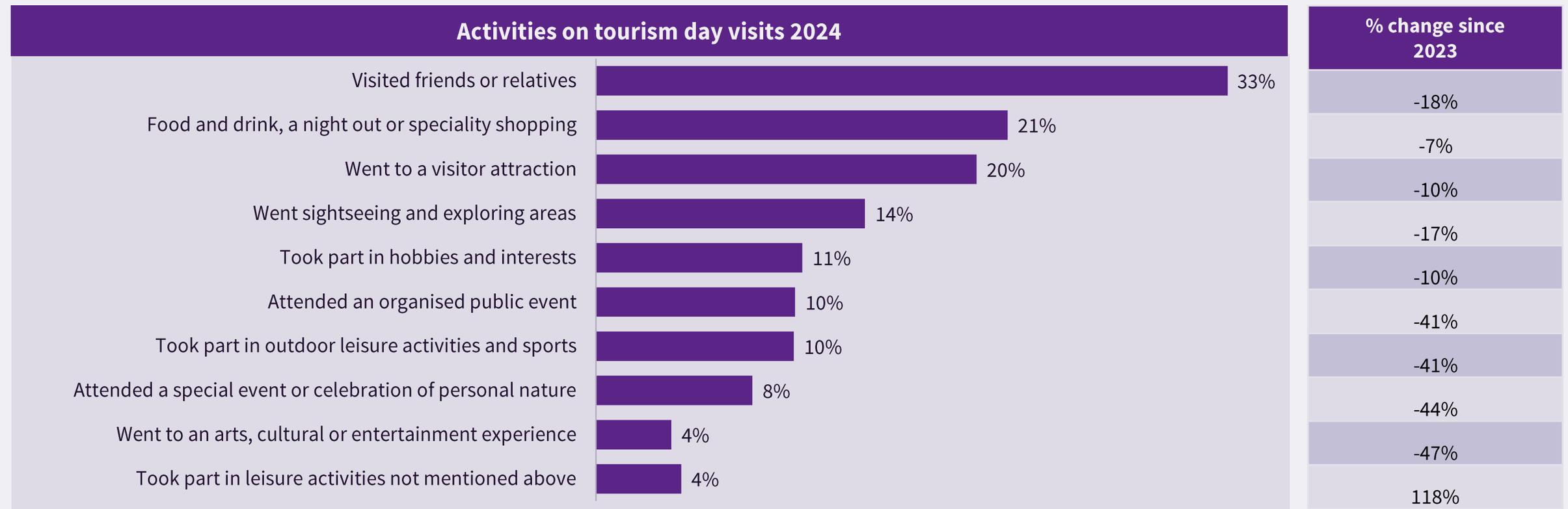
Cities and large towns represent 64% of all tourism day visit spend in Scotland in 2024, a decrease of 2 percentage points since 2023. However, there was a significant increase in Q4 2024 (+32% vs Q4 2023) in line with the jump in visits in this quarter. Spend on tourism day visits to seaside or coastal areas in Scotland increased by 107% in 2024, when compared to 2023. This increase could be seen across Q1, Q3 and Q4, despite there only being an increase in tourism day visits to this location type in Q3. Spend by those in the family life stage at seaside/coastal areas more than tripled in 2024, when compared to 2023.



Location Type	Spend 2024 (millions)	Proportion of Spend 2024
Seaside or other coastal*	£216	5%
City/ large town	£2,588	64%
Small town	£763	19%
Countryside/ village	£430	11%
Others/ Unspecified**	£27	1%

All activities undertaken on tourism day visits 2024

The top three activities undertaken on a tourism day visit remained unchanged since 2023, with very little changes in proportions for all activity categories. Tourism day visits that included a public or private event experienced the most significant decreases between 2023 and 2024, potentially due to ongoing cost of living pressures. Those of retirement age increased their share of tourism day visits that included attending a visitor attraction (+18pp vs 2023), putting it on par with visiting friends and family as the most popular activity for this life stage. Older independents, in contrast, preferred eating and drinking out, nights out and speciality shopping, further increasing their share of visits that include this activity by 4 percentage points (23% in 2024), when compared to 2023.



Spend on tourism day visits by activity 2024

This highest spend on day visits included activities such as food, drink, a night out and speciality shopping (28%) and sightseeing and exploring areas (20%). While tourism day visits that included sightseeing didn't increase between 2023 and 2024, spend on these visits increased by 24%, predominantly due to younger independents spending more (+50%). Tourism day visits that included eating and drinking, a night out or speciality shopping represented the highest proportion of spend for older independents (33%) and those of retirement age (33%). Spend on tourism day visits that included a visit to an attraction rose by 61% for those of retirement age, in line with the uplift in visits.

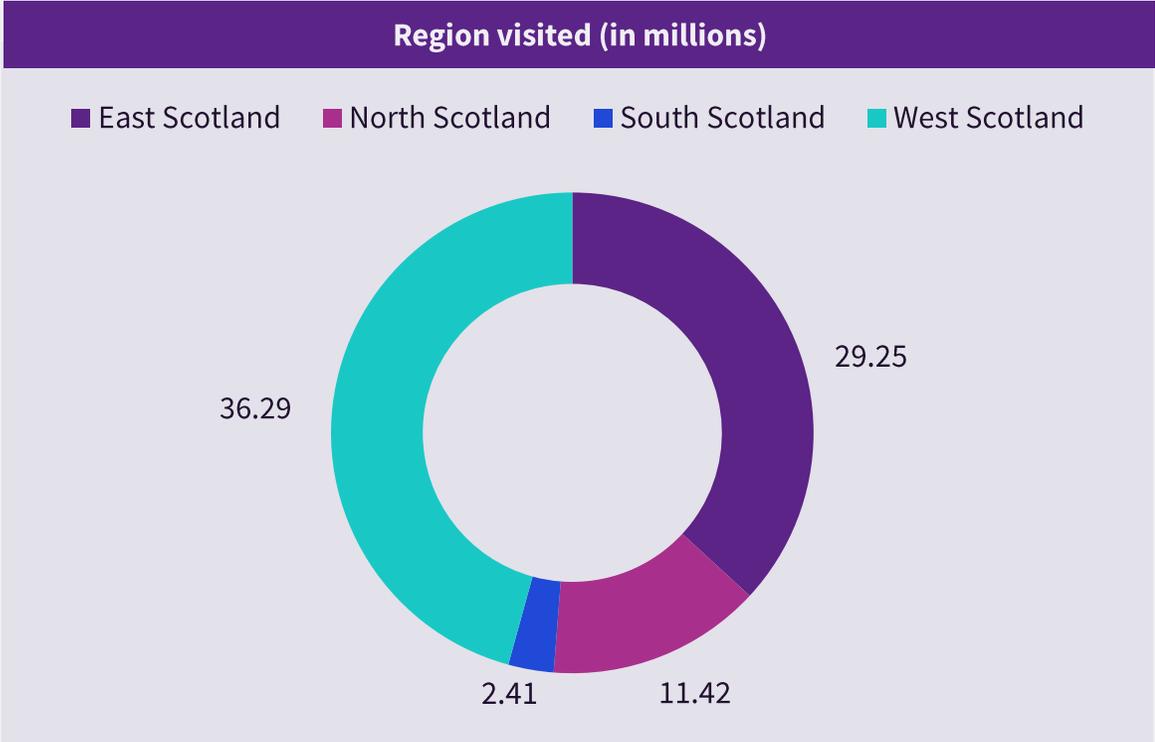
Proportion of visits and spend by activity 2023



Scotland profile of visits

Tourism day visits and spend by region visited 2024

West Scotland received the most visits in 2024, representing almost half (47%) of all tourism day visits in Scotland, which is unchanged since 2023. However, its share of spend dropped by 4 percentage points to 43%, as families shifted away from this region (-5pp) towards spending in the East of Scotland (+6pp). Those of retirement age increased their share of day visits in this region (59% in 2024, +23pp since 2023). Average spend is highest in the North of Scotland (£59 per visit) with younger independents having increased their spend in this region by 102%, when compared to 2023. This is despite no clear increase in visits, suggesting that they are simply spending more on activities such as sightseeing and eating and drinking out. While the East of Scotland increased its share of day visits (+3pp), spend only marginally increased due to a significant drop in both visits and spend by those of retirement age (-20pp in visits and -28pp in spend).



Region	Proportion of Visits 2024	Proportion of Spend 2024
East Scotland	38%	37%
North Scotland	15%	17%
South Scotland	3%	3%
West Scotland	47%	43%

NOTE: Slide shows the proportion of visits which involved all places visited, it adds up to more than 100% as more than one destination could be visited on a single visit.

Visits and spend by region of residence 2024

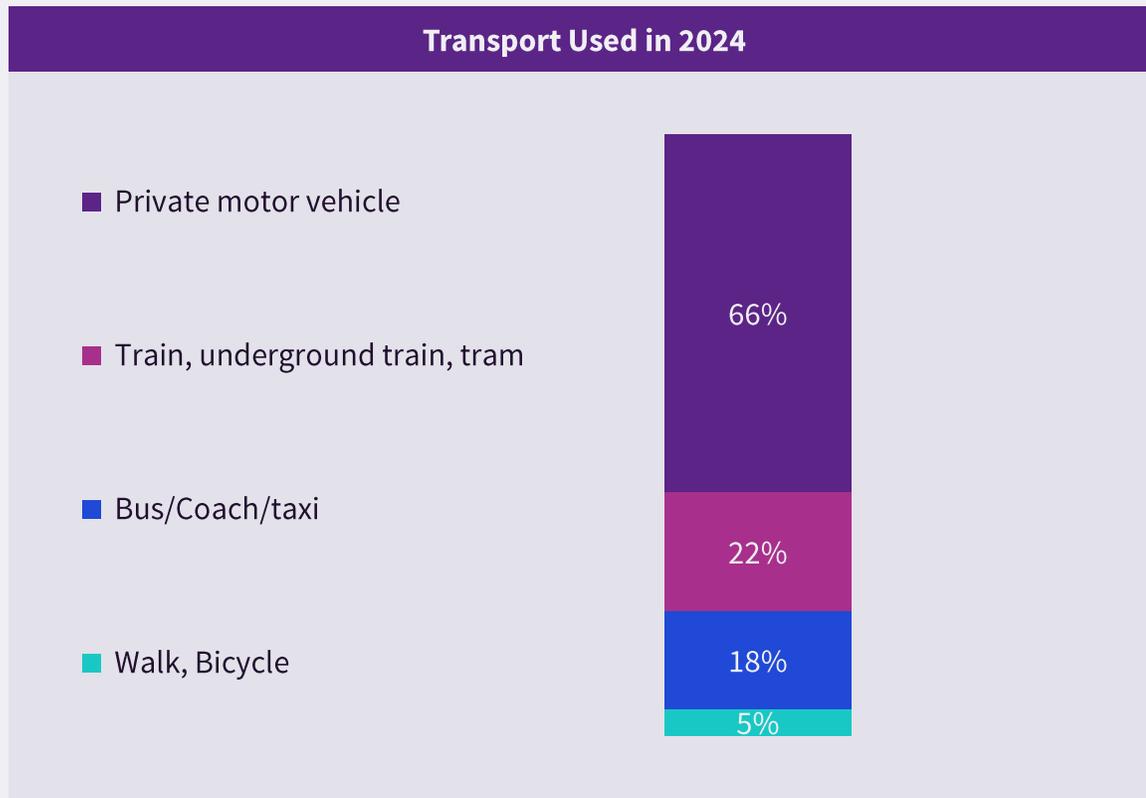
Just 11% of visits to Scotland were by England residents, a drop of 4 percentage points since 2023 and 8 percentage points since 2022. The highest proportion of visits and spend in Scotland was made by West Scotland residents, who further increased their share of day visits and spend in 2024 by 8 percentage points, when compared to 2023. This uplift was mostly due to the 9pp increase in West of Scotland residents visiting the East of Scotland in 2024. These visits had the lowest average spend at £52 per visit, but this increased from £46 in 2023. North Scotland residents, in contrast, had the highest average spend per visit at £62.



Region	Proportion of Visits 2024	Proportion of Spend 2024
East Scotland	27%	22%
North Scotland	8%	10%
South Scotland	3%	2%
West Scotland	50%	46%
England	11%	19%
Wales	1%*	1%*

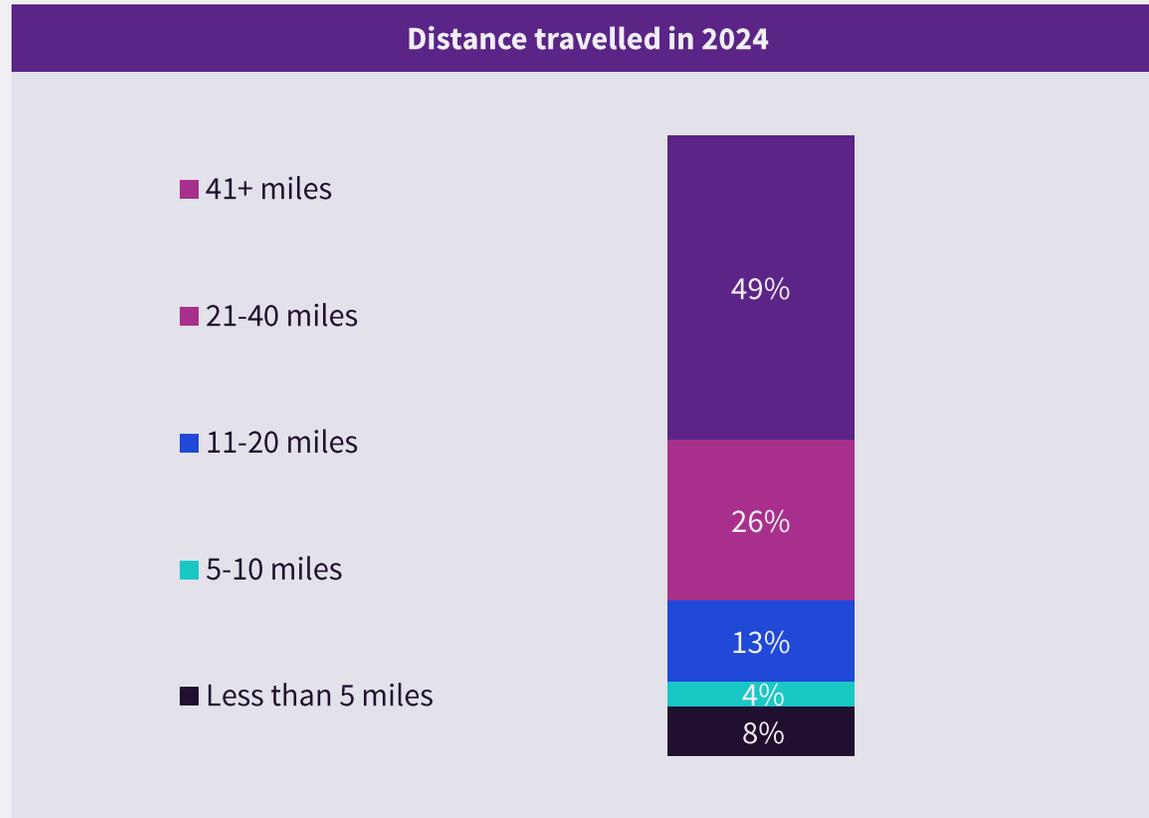
All transport used to main destination 2024

Private motor vehicles were used for the majority of tourism day visits in 2024, decreasing by 4 percentage points since 2023, particularly among older independents (-8 percentage points). The trend towards the use of public transport for domestic visits continued in 2024, with a 4 percentage point increase in the proportion of visits that used a train, underground or tram and a 5 percentage point increase in the use of bus, coach or taxi. These forms of travel are most popular among the youngest and oldest age groups, potentially due to the [concessions](#) that the under 22's and over 60's receive. 16% of day visits in Scotland now use a travel cards, an increase of 6 percentage points since 2022, despite no change in day visits being taken by car owners (83%). Older independents (+8pp since 2023) and those of retirement age (+15pp since 2023) are fueling this uptick.



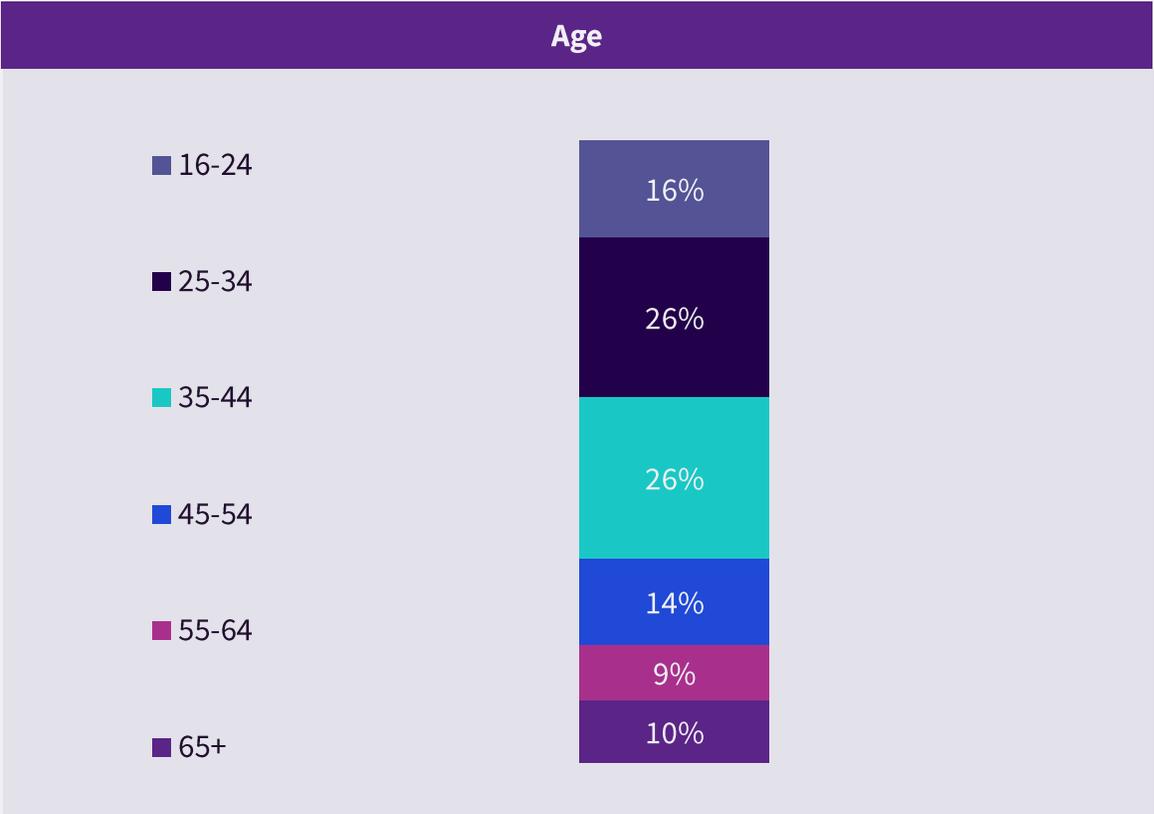
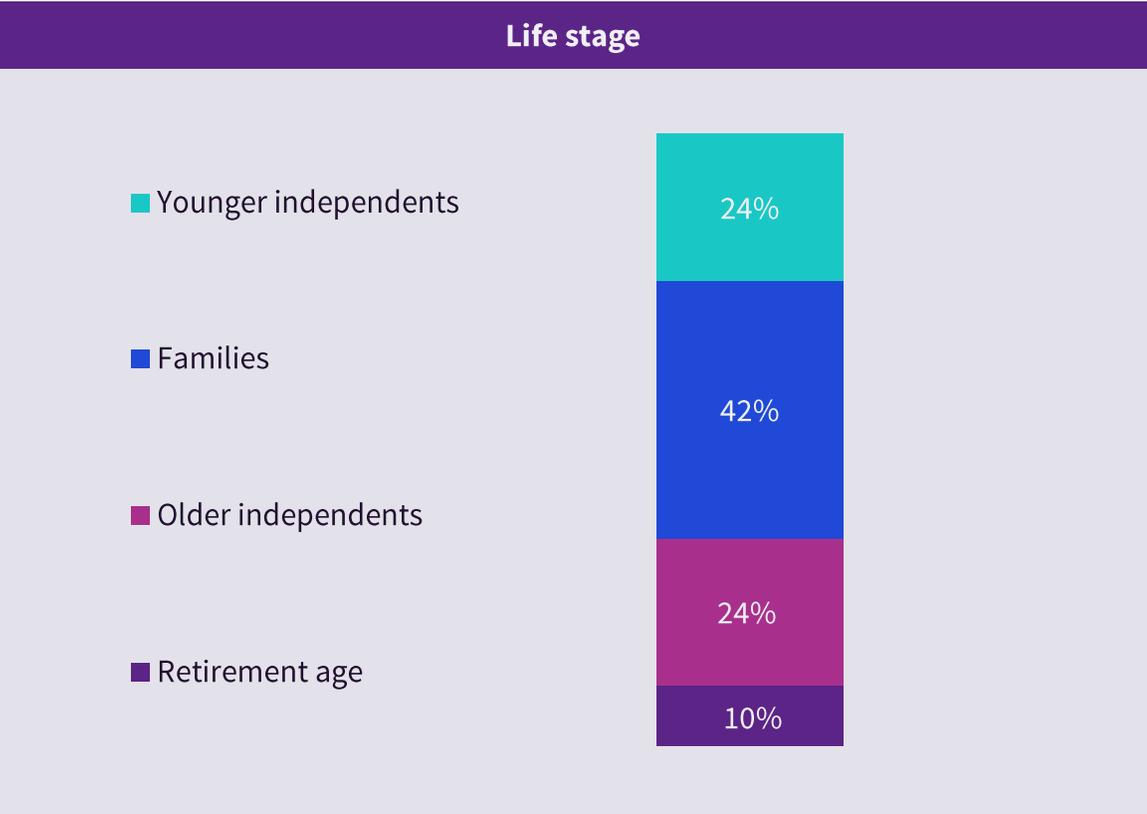
Distance travelled and number of places visited 2024

As tourism day visits in Scotland became more popular among younger independents and older independents, the distance travelled increased, with 75% now travelling more than 20 miles, an increase of 6 percentage points since 2023. The length of tourism day visits also extended in 2024, with 50% now spending 5 hours or more on a day visit in Scotland, an increase of 5 percentage points since 2023. Those from the South of Scotland travelled the furthest, 92% travelled more than 20 miles and 81% spend more than 5 hours on their day visit, as more than half travelled to the East of Scotland (54%).



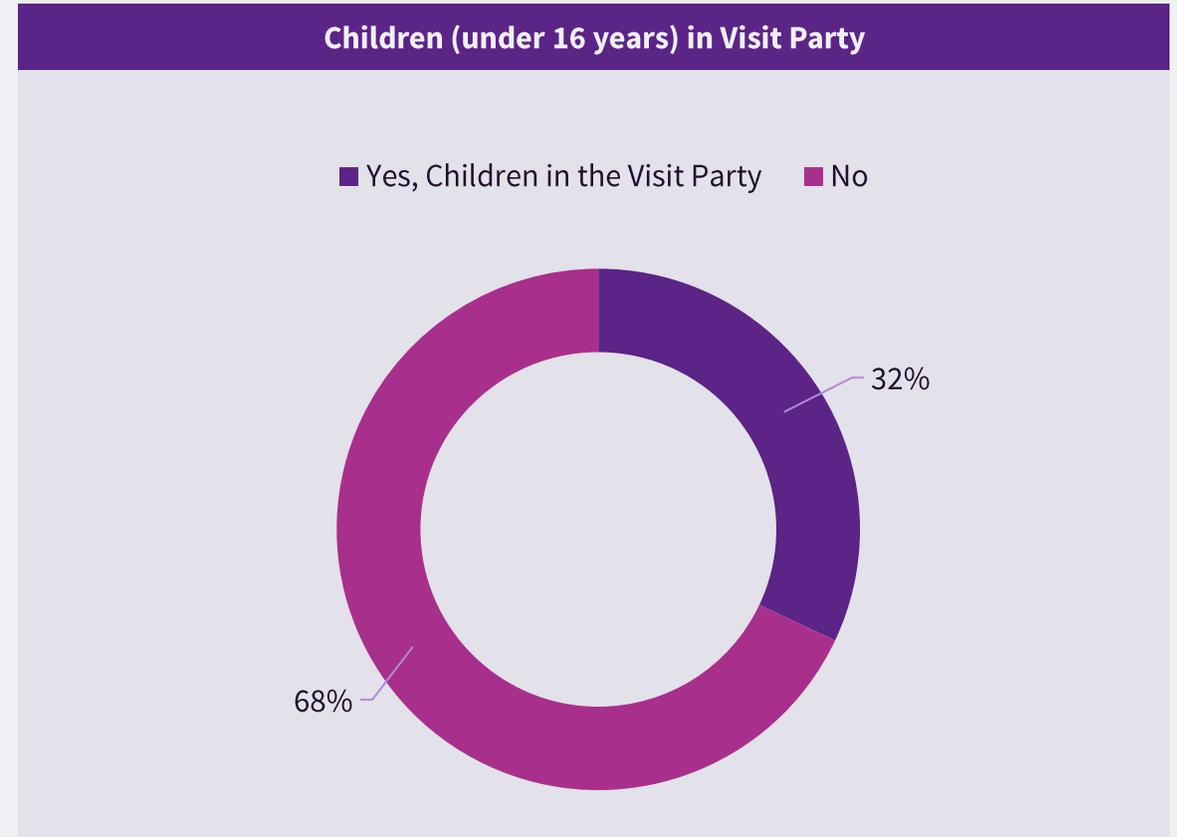
Life stage and age profile for domestic tourism day visits 2024

The highest proportion of visits in 2024 were made by those in the family life stage at 42%, a drop of 5 percentage points since 2022. Overall, there was a trend towards older life stages taking tourism day visits in Scotland in 2024, with a 5 percentage point increase in the proportion of older independents and those of retirement age doing so since 2022. The age profile is unchanged since 2023, with a higher than GB average proportion of 16-34 year olds visiting Scotland, 42% for Scotland vs 34% for Great Britain. Average spend among younger independents is still highest of all life stages, now £61 per visit, a 30% increase on 2023 and 17% higher than the overall average for Scotland (£52).



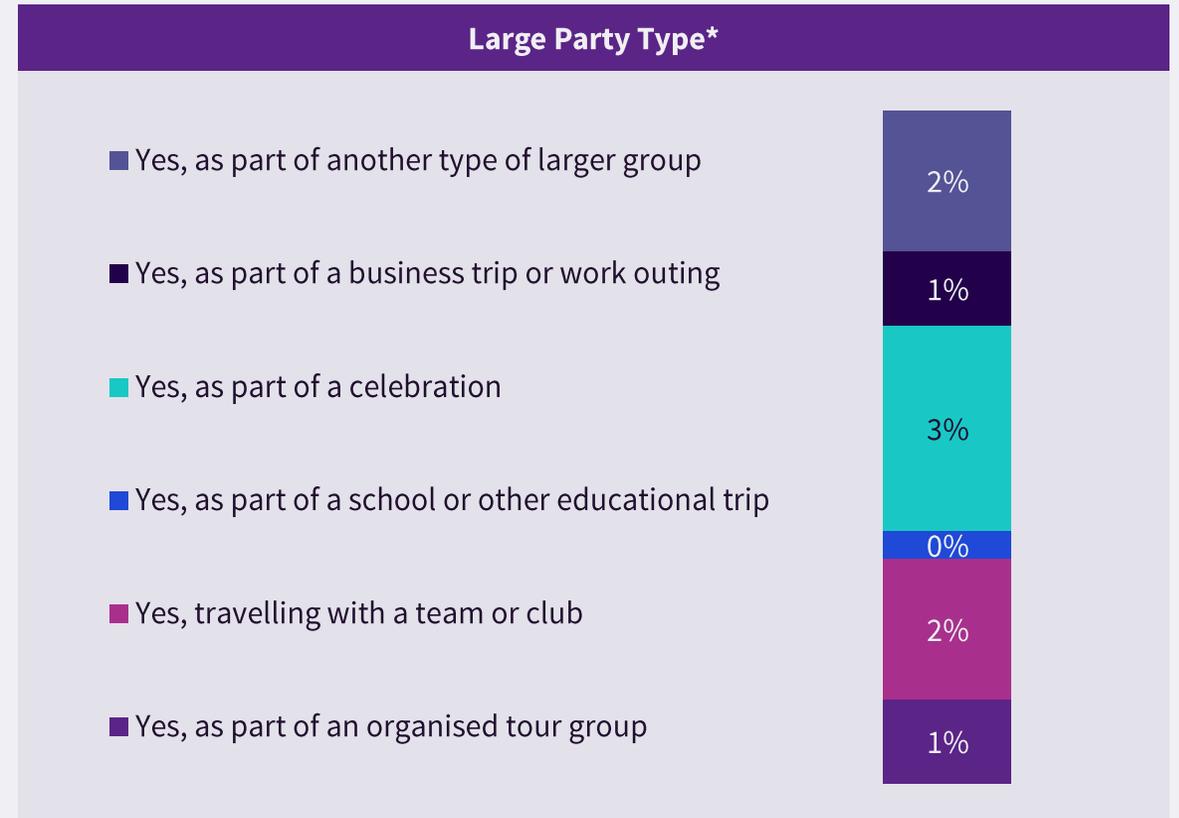
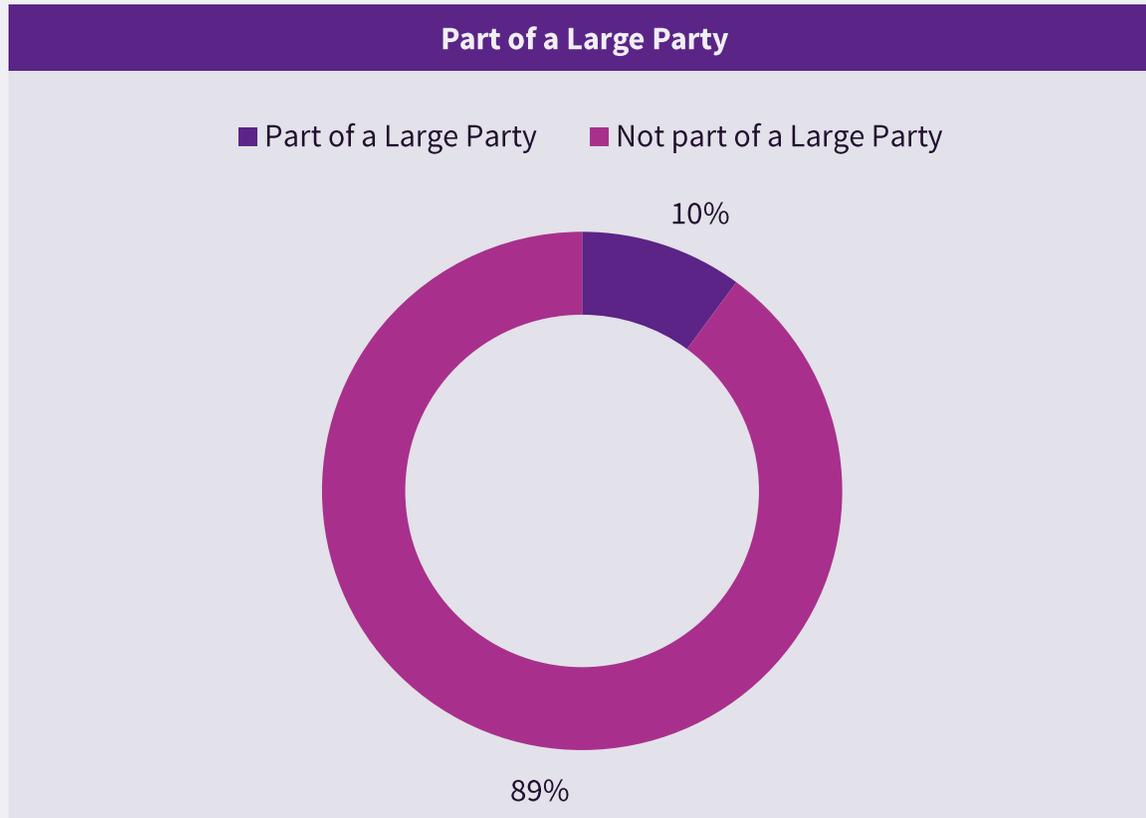
Visit party size 2024

The majority of tourism day visits in Scotland were taken by parties of two or less. There was a 5 percentage point increase in the proportion of solo day visitors in Scotland in 2024, when compared to 2023. This increase was seen across all life stages, including families (+3pp), with the largest uplift among those of retirement age (+8pp). While 1 in 3 tourism day visits included a child in 2024, this was 6 percentage points lower than in 2023. Some of this can be accounted for by the drop (-2pp) in the proportion of tourism day visitors in 2024 with children in the household (43%).



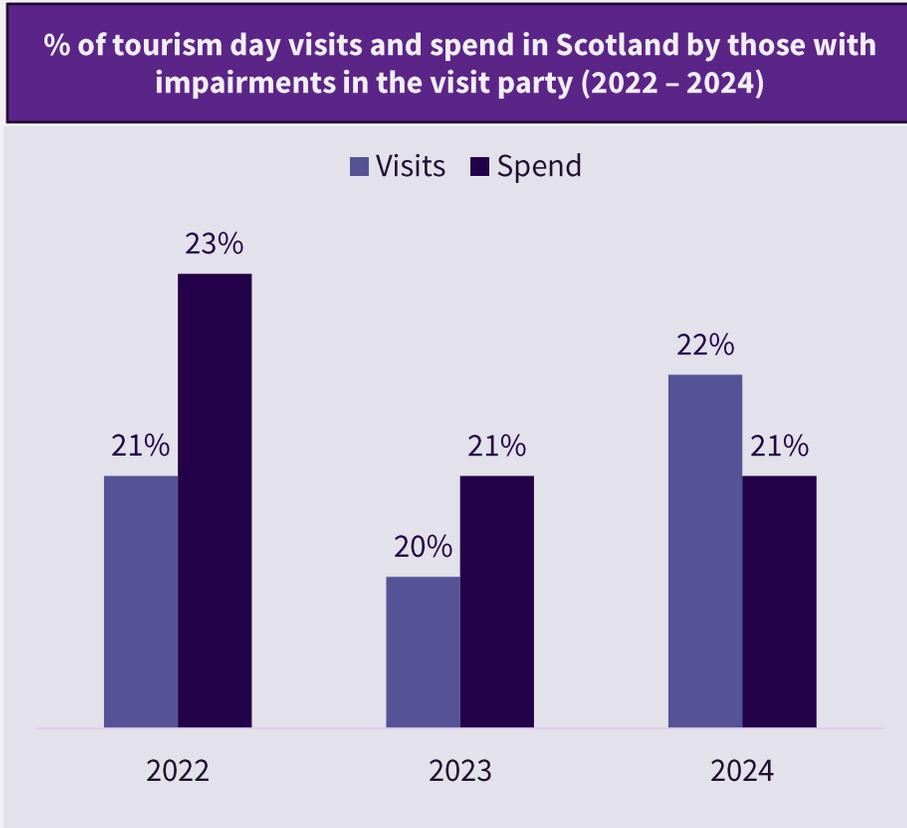
Visit party composition 2024

1 in 10 tourism day visits were part of a larger party (e.g. a coach party, tour group, school trip) in 2024, which is a drop of 4 percentage points since 2023. 16 to 24 year olds are the biggest large group participants, however in 2024 there was a 14 percentage point decrease in tourism day visits in large parties by this age group. The biggest decreases since 2023 were for travelling in a team or club (-7pp for 16-24 year olds) and tourism day visits for school or educational reasons (-8pp for 16-24 year olds).



Impairments in the day visit party

Overall, day visits that included someone with an impairment in the party dropped by 5% since 2023 (vs -17% of parties without impairments), from 18m visits in 2023 to 17m visits in 2024. Spend was marginally down for those with impairments -1% (vs +5% for those without), decreasing from £837m to £832m. As with all tourism day visits in Scotland in 2024, average spend among parties that included those with impairments increased from £47 in 2023 to £49 in 2024, however this is lower than the average spend of day visitors without an impairment (£54 per day visit). The decreasing tourism day visits and spend among those with impairments may be related to the ‘[disability price tag](#)’, and cost of living pressures being felt more acutely by these groups.

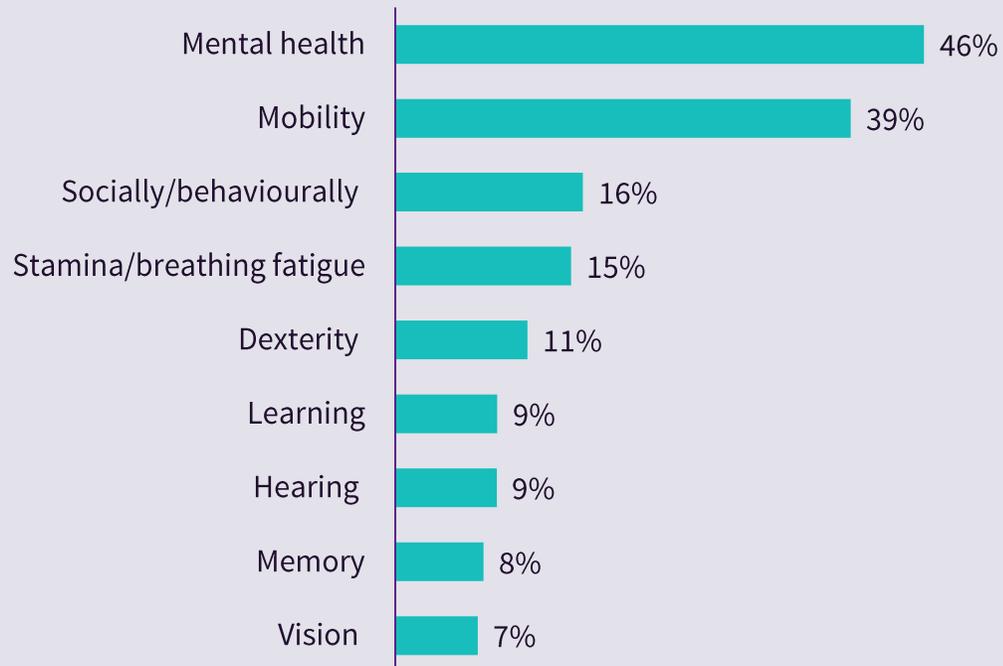


Impairment	Visits	Proportion of visits	Spend	Proportion of spend	Spend per Visit
Yes, impairment in visit party	17.0	22%	£832	21%	£49
Type of impairment					
Cognitive/ Behavioural	10.0	13%	£511	13%	£51
Sensory	2.5	3%	£118	3%	£47
Physical	8.5	11%	£437	11%	£52
Other	2.2	3%	£115	3%	£52

Profile of those with impairments in visit party 2024

Mental health, mobility and social/behavioural conditions were to top three impairments reported by day visitors in Scotland in 2024, which is broadly in line with [prevalence statistics](#), considering the younger age profile of day visitors in Scotland i.e. as per the [UK disability statistics](#), social/behavioural conditions represent a small proportion of impairments in the UK (12%), but prevalence is very high among children (50%). Tourism day visitors with impairments in Scotland in 2024 tended to skew older. Tourism day visit parties with an impairment were less likely to be in full-time employment (49% vs 58% without impairments), which may contribute to why these parties have lower average spend per visit.

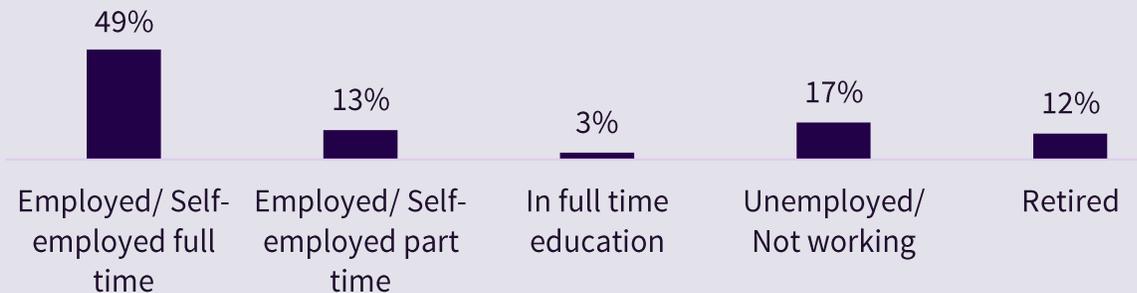
Types of Impairments of those in the visit party – % based on yes, impairment in visit party 2024



Lifestage of those with impairments in visit party 2024



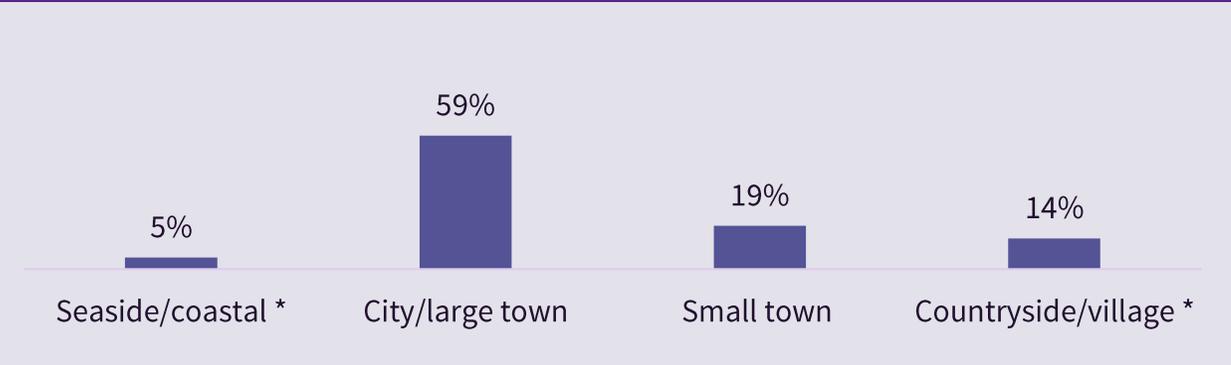
Employment status of those with impairments in visit party 2024



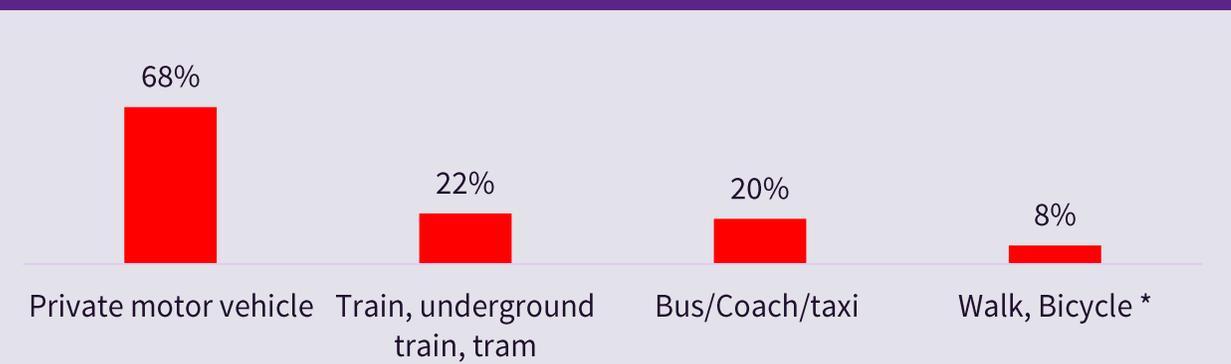
Accessibility of tourism day visits 2024

Tourism day visits in Scotland in 2024 taken by parties that included those with impairments followed similar trends to those without, with a general shift towards public transport and visits to large towns and cities when compared 2023. There was a 6 percentage point increase in the use of trains and 4 percentage point increase in bus/coach use on tourism day visits in 2024, when compared to 2023. The most popular activity types were visiting friends and relatives, food and drink, nights out and speciality shopping and visitor attractions.

Location types visited by those with impairments in visit party 2024



Transport used by those with impairments in visit party 2024

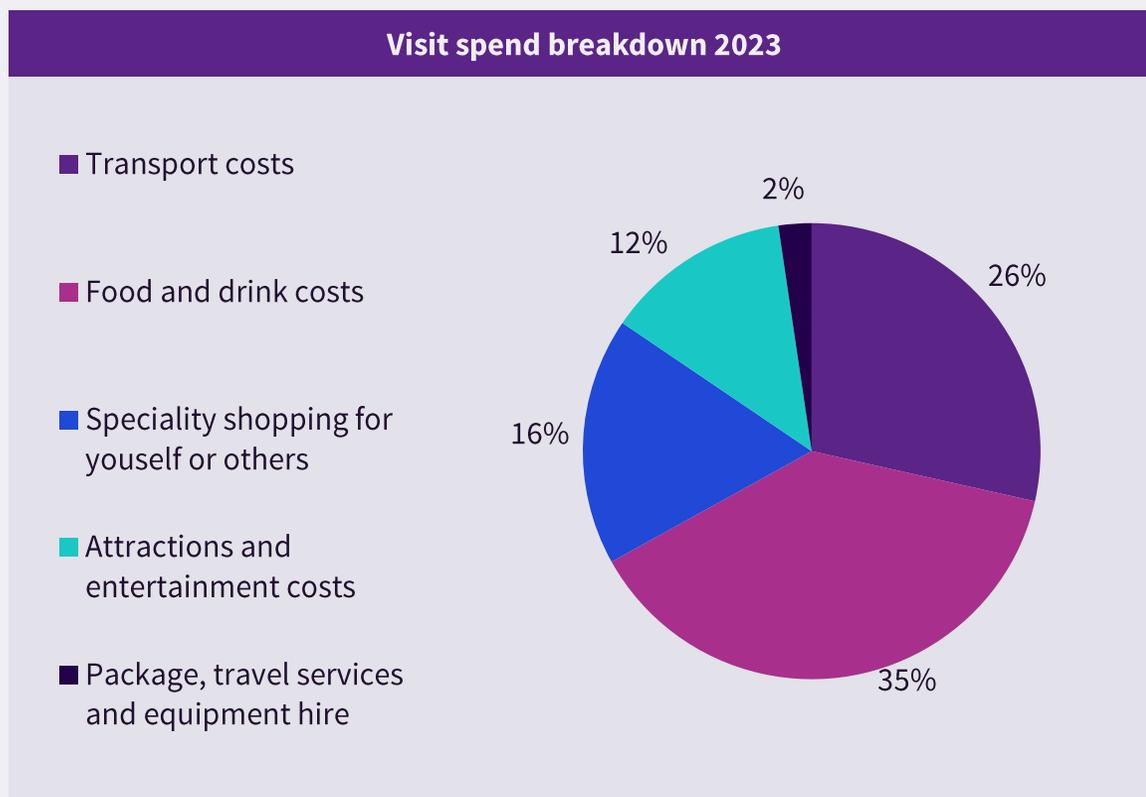


Activities undertaken by those with impairments in the visit party 2024



Tourism day visit spend breakdown 2024

Food and drink costs remained the largest expense for day visitors in Scotland in 2024, while there was no change at an overall level since 2023 (+1%), younger independents increased their spend by 35% on eating and drinking out. Spend on speciality shopping increased by 7% since 2023, due to a 32% increase in younger independents and 11% increase in family life stage spending on this activity. Speciality shopping was particularly popular in May 2024 (33%), increasing by 11 percentage points, when compared to May 2023. This was in line with the increase in solo travellers in this month (+51% for visits and +94% for spend vs May 2023), and the influx of visits in West Scotland (+43% for visits and +28% for spend vs May 2023), likely due to the May Bank Holiday. Spend on rail transport increased 28% due to increased day visits using this transport type.



Detailed spend breakdown**	Proportion of Spend
Net: Transport costs	26%
Road transport – bus fares, taxi fares, car parking	5%
Road transport – all fuel bought during your trip (i.e. not before the trip)	10%
Rail, tube or tram transport (e.g. tickets)	6%
Net: Food and drink costs	35%
Eating and drinking out (e.g. cafes, restaurants, bars)	27%
Food/drink bought in a shop, market stall or takeaway and consumed during the trip (not routine grocery shopping)	8%
Specialty shopping for yourself or for others	16%
Net: Attractions and entertainment costs	12%
Entrance to visitor attractions (including museums, galleries, historic monuments)	3%
Tickets/entrance to events, shows, clubs etc. (e.g. theatre, cinema, nightclubs)	7%

Average spend on tourism day visits

Average spend on tourism day visits in Scotland was £52 per visit. 1 in 10 spent nothing at all, these day visits were mostly to see friends and relatives, with a smaller proportion going to free visitor attractions. However, 12% did have an average spend of more than £100 per visit. These visits were more likely to be made by 25-44 year olds, be day visits without children, to cities and large towns, particularly to the West of Scotland and taking part in activities such as food and drink, a night out or specialty shopping.

Average spend on tourism day visits 2024 (including zero spend)

