

A large, stylized purple flower graphic is positioned on the left side of the page. It features a central circular element with a three-petaled flower inside, surrounded by several curved, petal-like shapes that radiate outwards. The entire graphic is rendered in a solid purple color.

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**DOMESTIC OVERNIGHT
TOURISM UPDATE:
JANUARY TO JUNE 2024**

February 2025

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Domestic overnight tourism update: January to June 2024

1.1 Introduction

The statistics in this release are based on Great Britain Tourism Survey (GBTS). The GBTS is a national consumer survey conducted online with residents of Great Britain on their trip taking activity. Detailed results for England and Wales are being published by [VisitEngland](#) and [Visit Wales](#).

Statistics from GBTS 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 from 2022, together with the interruption in data collection due to COVID-19, mean that results published in this release are not directly comparable with data published for 2019 and previous years.

These statistics are labelled as ‘Official Statistics in Development’ to enable testing and further modification to meet user needs. Further information on this is available on the [Office for National Statistics website](#).

Overnight Tourism Performance in Great Britain

Domestic overnight trips taken by residents of Great Britain in the first half of 2024 saw a decrease of 12% when compared with the first half of 2023. There was also a drop in nights (-15%) and spend (-8%) associated with these trips.

The average duration of domestic overnight trips decreased by 3% from 2.9 nights to 2.8 nights per trip. However, average spend increased on the previous year, both per night (+7%) and per trip (+4%).

Across all trip purposes, the decline of domestic overnight trips in Great Britain during this time period was mostly driven by poor performance in quarter one of 2024 when compared to quarter one of 2023.

Overnight Tourism Performance in Scotland

There were 1.1m fewer domestic overnight trips taken in Scotland in H1 2024 (-20% on H1 2023), resulting in a reduction in nights (-21%) and spend (-13%) when compared to the same period in 2023. The average duration of these trips remained stable at 2.7 nights, whereas average spend increased on the previous year, both per night (+10%) and per trip (+9%).

The decrease in performance is primarily driven by quarter one of 2024, which saw trips decline by 25% from quarter one 2023. When comparing to the previous year, there were less holiday and business trips taken in this quarter, and less trips taken by Scottish residents. The visitor profile for domestic overnight trips in the first half of 2024 has also shifted away from younger independent and family life stages when compared to the previous year.

2. DOMESTIC TRIPS, NIGHTS AND SPEND IN GREAT BRITAIN

2. Domestic Trips, Nights and Spend in Great Britain, January to June 2024

- The first half of 2024 saw 47.4 million domestic overnight trips in Great Britain, with 132.4 nights and £13 billion spend. This represents a decrease across trips, nights and spend when compared with the same period in the previous year.
- While the average nights spent on trips were slightly shorter, average spend per night and average spend per trip had both increased when compared to the first half of 2023*.
- Trips in Scotland represented a 9% share of domestic overnight trips in Great Britain. This percentage share was the same for nights and spend.

Domestic overnight tourism performance in Great Britain, year on year comparison

	Trips (millions)	Nights (millions)	Spend (£ million)	Spend per trip	Nights per trip	Spend per night
2024 Year to Date	47.4	132.4	13,033	£275	2.8	£98
2023 Year to Date	54.0	155.3	14,223	£264	2.9	£92
% change	-12%	-15%	-8%	4%	-3%	7%

Source: Great Britain Tourism Survey (January to June 2024)

*Please note that expenditure figures have not been adjusted for inflation.

3. DOMESTIC TRIPS, NIGHTS AND SPEND IN SCOTLAND

Domestic Trips, Nights and Spend in Scotland

3.1 Year to date annual comparison

- Between January and June 2024, residents of Great Britain took 4.4 million overnight trips in Scotland, with 11.9 million nights and £1.2 billion spend.
- When comparing to the same period within 2023, trips and nights had decreased by around 20% leaving average nights per trip stable. Total spend decreased by 13%* however, average spend per trip and average spend per night had increased in comparison to the previous year.

Domestic overnight tourism performance in Scotland, year on year comparison

	Trips (millions)	Nights (millions)	Spend (£ million)	Spend per trip	Nights per trip	Spend per night
2024 Year to Date	4.4	11.9	1,217	£277	2.7	£102
2023 Year to Date	5.5	15.0	1,396	£254	2.7	£93
% change	-20%	-21%	-13%	9%	-1%	10%

Domestic Trips, Nights and Spend in Scotland

3.2 Quarterly Seasonality, 2024

- Quarter two of 2024 had a stronger performance than the first quarter, with a higher level of domestic overnight trips, nights and spend.
- On average, the second quarter also saw longer stays and higher spend then the first quarter of the year.

Domestic overnight tourism performance in Scotland, quarterly comparison

2024	Trips (millions)	Nights (millions)	Spend (£ million)	Spend per trip	Nights per trip	Spend per night
Q1 (January – March)	2.1	5.5	509	£237	2.6	£92
Q2 (April – June)	2.3	6.4	709	£315	2.8	£111
Q3 (July – September)	--	--	--	--	--	--
Q4 (October – December)	--	--	--	--	--	--

4. DOMESTIC OVERNIGHT TRIPS IN SCOTLAND: TRIP CHARACTERISTICS

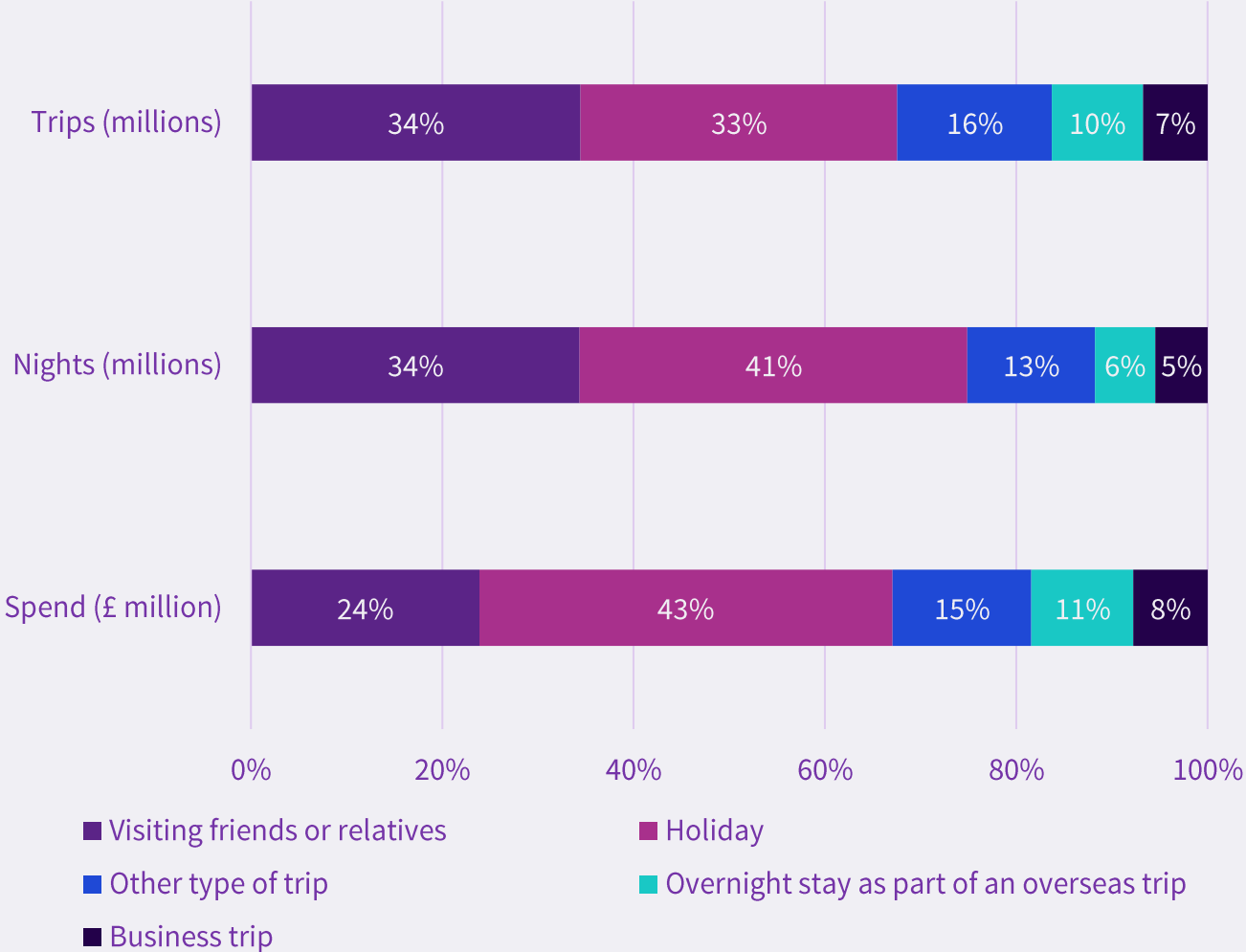
Domestic Overnight Trips in Scotland: Trip Characteristics

4.1 Purpose of trip

Visits to friends and family made up the largest proportion of domestic overnight trips in Scotland during the first half of 2024, accounting for 34% of trips, 34% of nights and 24% of spend. This was closely followed by holiday trips (33%), which had a higher proportion of nights (41%) and spend (43%) than visits to friends and family.

Holiday trips in Scotland were longer at 3.3 nights per trip and had higher average spend per trip (£361). Average spend per night was highest for those staying in Scotland as part of an overseas trip (£173), but these trips were the shortest with an average of 1.8 nights.

The lowest average spend per night (£71) and average spend per trip (£192) was made by those who were visiting friends and family.



Source: Great Britain Tourism Survey (January to June 2024)

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

Domestic Overnight Trips in Scotland: Trip Characteristics

4.1 Purpose of trip – comparison with the previous year

All purposes of trip saw a decrease in visitor volume and spend on H1 2023, with the exception of overnight stays as part of an overseas trip. This is being driven by Q2 results, which saw a 52% increase in these types of trips when compared with the same quarter in 2023. The decrease in holiday trips is being driven by the first quarter of 2024, which saw a 31% decrease compared with the same quarter in 2023. The decline in business trips is also due to a decrease in Q1 of 2024, which experienced a 33% decrease compared with Q1 2023.

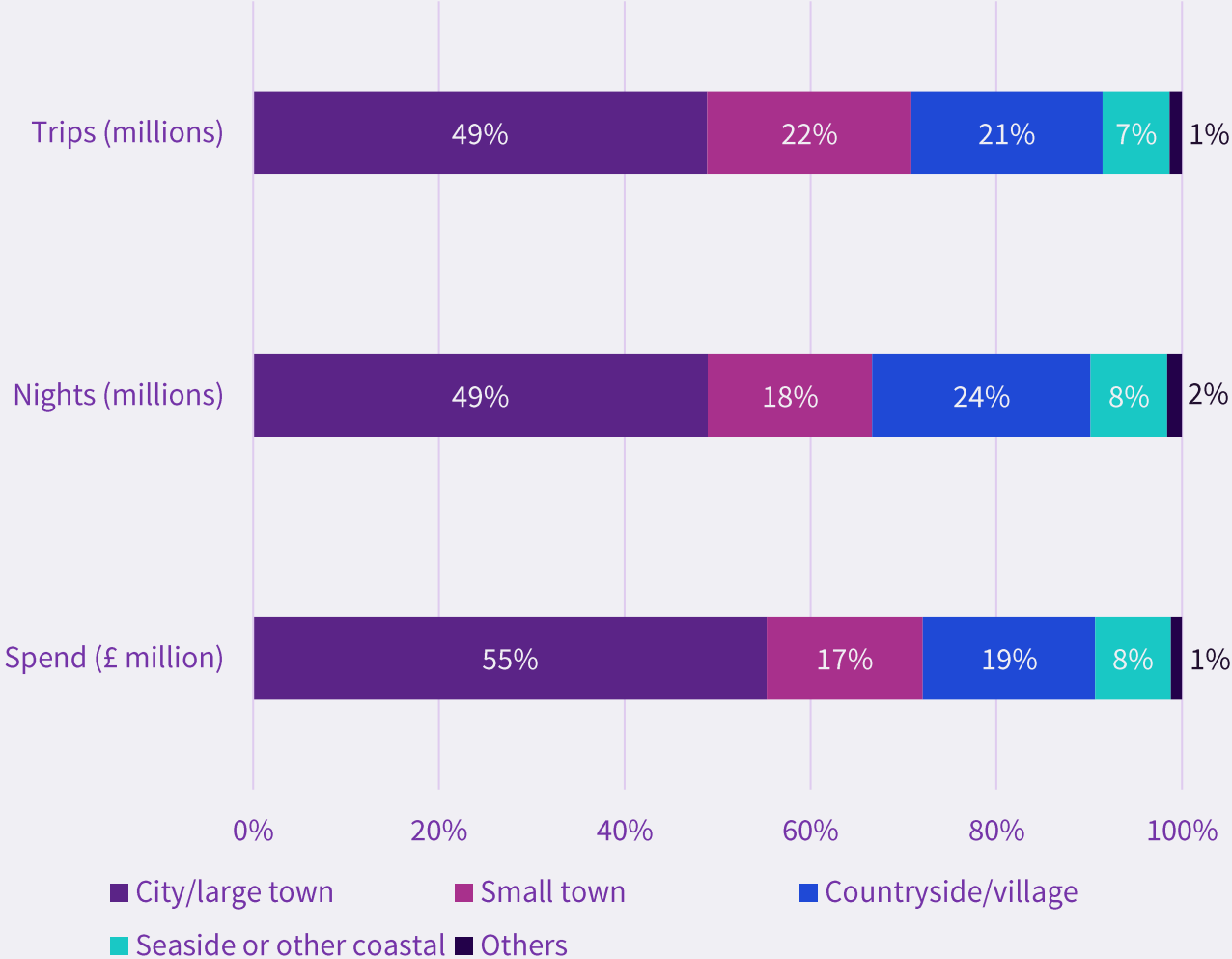
Purpose of trip	Trips (millions)	Change from 2023	Nights (millions)	Change from 2023	Spend (£ million)	Change from 2023
Visiting friends or relatives	1.5	-19%	4.1	-26%	291	-9%
Holiday	1.5	-22%	4.8	-19%	525	-6%
Other type of trip	0.7	-32%	1.6	-19%	177	-36%
Overnight stay as part of an overseas trip	0.4	11%	0.7	15%	130	-5%
Business trip	0.3	-13%	0.7	-26%	94	-8%
Total	4.4	-20%	11.9	-21%	1,217	-13%

Domestic Overnight Trips in Scotland: Trip Characteristics

4.2 Main location visited

Domestic overnight trips in Scotland during the first half of 2024 were mostly to cities or large towns (49%). Trips to these types of locations also had the highest share of nights (49%) and spend (55%). Small towns were the next most common location type, representing 22% of trips. However, the proportion of nights and spend were lower at these types of locations than trips to countryside or villages (24% of nights and 19% of spend).

On average, trips to cities and large towns had the highest spend per night (£116) and per trip (£313). Trips to seaside locations also had an average spend per trip of £313. The longest trips were made by those who went to “other” locations (3.2 nights) however these trips had the lowest average spend per night at £77. The shortest trips were made to small towns, with an average 2.2 nights. Trips in these locations also generated the lowest average spend per trip (£212).



Domestic Overnight Trips in Scotland: Trip Characteristics

4.2 Main location visited – comparison with the previous year

All location types saw a decrease in domestic overnight trips, nights and spend when compared with the same period in the previous year with the exception of expenditure in countryside or village locations (where spend was flat on H1 2023). The first quarter of the year was the largest contributor to this comparative decrease for city, large town, small town and seaside or coastal locations. For countryside or village and other locations, the decrease from the previous year was greater in quarter two than quarter one.

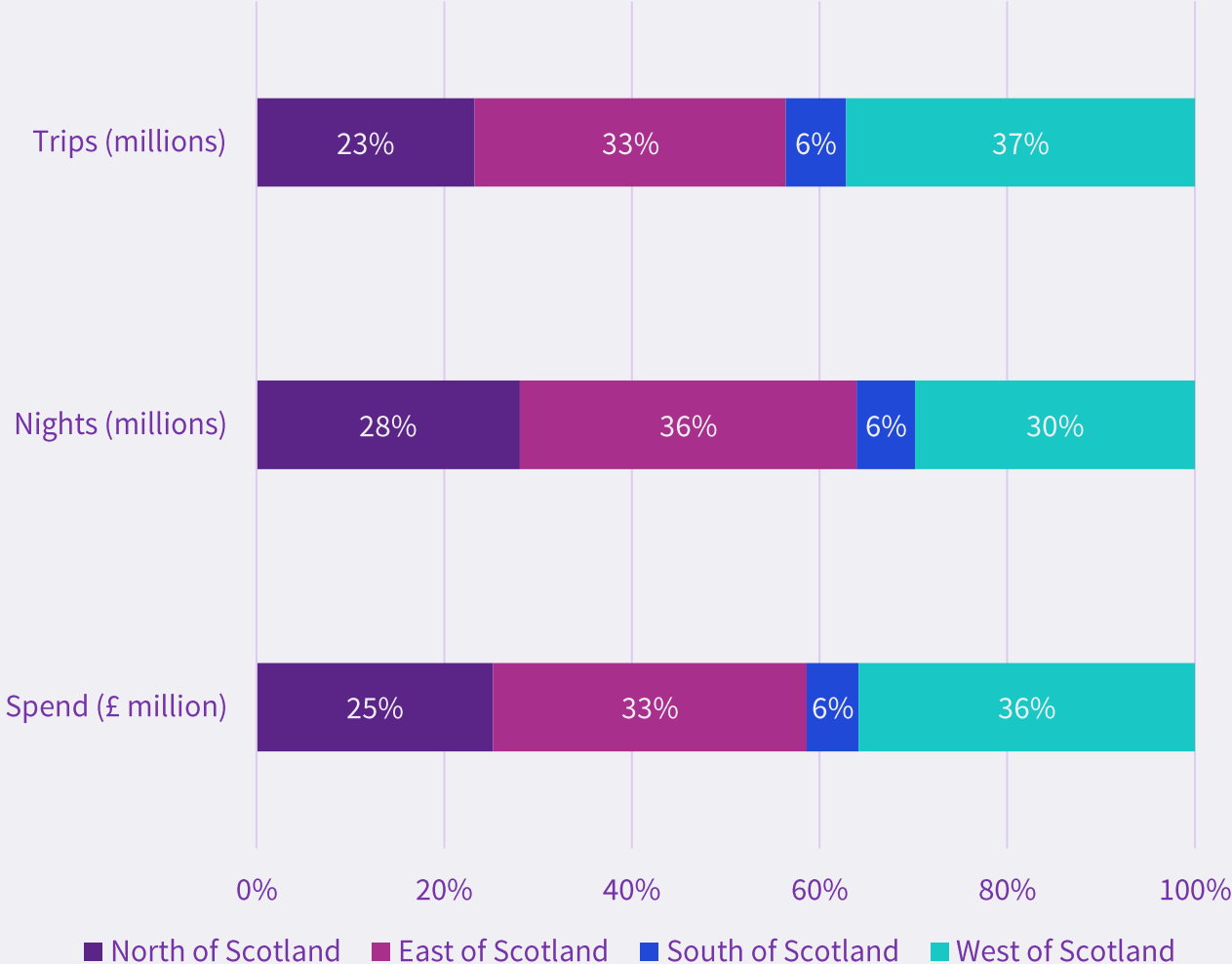
Main location type	Trips (millions)	Change from 2023	Nights (millions)	Change from 2023	Spend (£ million)	Change from 2023
City or large town	2.1	-24%	5.8	-16%	673	-13%
Small town	1.0	-16%	2.1	-33%	205	-21%
Countryside or village	0.9	-6%	2.8	-6%	226	1%
Seaside or other coastal	0.3	-33%	1.0	-40%	99	-16%
Others	0.1	-32%	0.2	-43%	15	-37%
Total	4.4	-20%	11.9	-21%	1,217	-13%

Domestic Overnight Trips in Scotland: Trip Characteristics

4.3 Main region visited

The West of Scotland received the highest proportion of domestic overnight trips (37%) and associated spend (36%) in the first half of 2024. The East of Scotland had the highest proportion of nights (36%), as well as a third of trips and spend. The North of Scotland was the main region visited for 23% of domestic overnight trips, with a 28% share of nights and 25% of spend. The South of Scotland had a 6% share of domestic overnight trips, nights and spend.

The longest domestic overnight trips had the North of Scotland as their main region, with an average duration of 3.4 nights per trip. This region also had the highest average spend per trip at £308. The shortest trips were to the West, with an average of 2.2 nights per trip. This region had the highest spend per night at an average of £123. Domestic overnight trips with a main region of the South of Scotland had the lowest average spend, both per night (£91) and per trip (£246).



Domestic Overnight Trips in Scotland: Trip Characteristics

4.3 Main region visited – comparison with the previous year

When compared to the same period in the previous year, domestic overnight trips, nights and spend to almost all regions of Scotland had decreased. The first quarter of 2024 drove this decrease, with a greater drop across all measures than quarter two of 2024 when compared to the same time periods in 2023. The South of Scotland saw an increase across domestic overnight trips, nights and spend in both quarter one and quarter two of 2024 when compared to the same time periods in 2023.

Main region	Trips (millions)	Change from 2023	Nights (millions)	Change from 2023	Spend (£ million)	Change from 2023
North of Scotland	1.0	-19%	3.2	-30%	297	-5%
East of Scotland	1.4	-18%	4.1	-2%	395	-15%
South of Scotland	0.3	38%	0.7	35%	65	41%
West of Scotland	1.5	-20%	3.4	-32%	423	-15%

Please note that the main region visited may have been outside of Scotland.

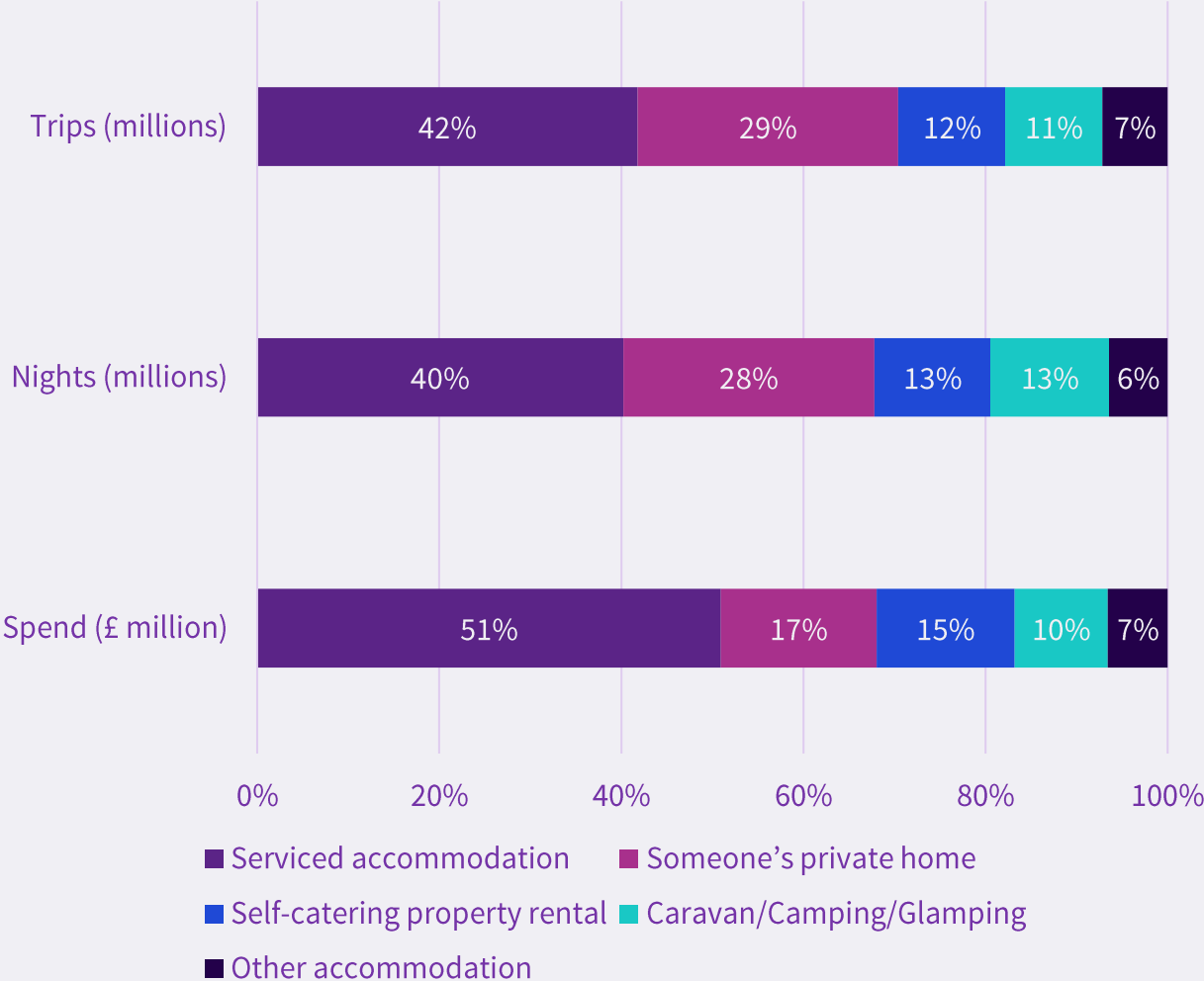
Source: Great Britain Tourism Survey (January to June 2024)

Domestic Overnight Trips in Scotland: Trip Characteristics

4.4 Type of accommodation used

Serviced accommodation was the main accommodation type used during domestic overnight trips in Scotland in the first half of 2024 (42%). This accommodation type also generated the highest proportion of nights (40%) and over half of spend (51%). Someone’s private home had the second highest proportion of trips (29%), nights (28%) and spend (17%). While self-catering property rentals and caravan/camping/glamping had similar proportions of trips (12% and 11%) and nights (both 13%), self-catering property rentals had a higher proportion of associated spend (15%) than caravan, camping or glamping accommodation.

Domestic overnight trips taken in caravan, camping and glamping accommodation were longest on average, with a duration of 3.3 nights. The shortest average trips were taken in “other” accommodation. In terms of spend, trips where visitors stayed in someone’s private home produced the lowest averages, both per night (£64) and per trip (£166). Trips in serviced accommodation had the highest average spend per night (£130). Trips in self-catering property rentals had the highest average spend per trip (£357).



Domestic Overnight Trips in Scotland: Trip Characteristics

4.4 Type of accommodation used – comparison with the previous year

In the first half of 2024, serviced accommodation experienced the largest decrease in domestic overnight trips when compared to the same period in the previous year. This was mostly due to a 34% decrease in quarter one of 2024 compared to quarter one of 2023. This accommodation type also saw the largest decrease in associated spend, mostly due to a 37% decrease in quarter one of 2024 compared with the same period in 2023. Self-catering property rentals saw the largest decrease in nights, largely due to a 43% decrease in quarter two of 2024 compared to the previous year.

Accommodation type	Trips (millions)	Change from 2023	Nights (millions)	Change from 2023	Spend (£ million)	Change from 2023
Serviced accommodation	1.8	-28%	4.8	-12%	620	-21%
Someone's private home	1.3	-15%	3.3	-29%	208	7%
Self-catering property rental	0.5	-17%	1.5	-38%	185	-17%
Caravan/camping/glamping	0.5	-4%	1.6	5%	124	6%
Other accommodation	0.3	-13%	0.8	-24%	80	6%
Total	4.4	-20%	11.9	-21%	1,217	-13%

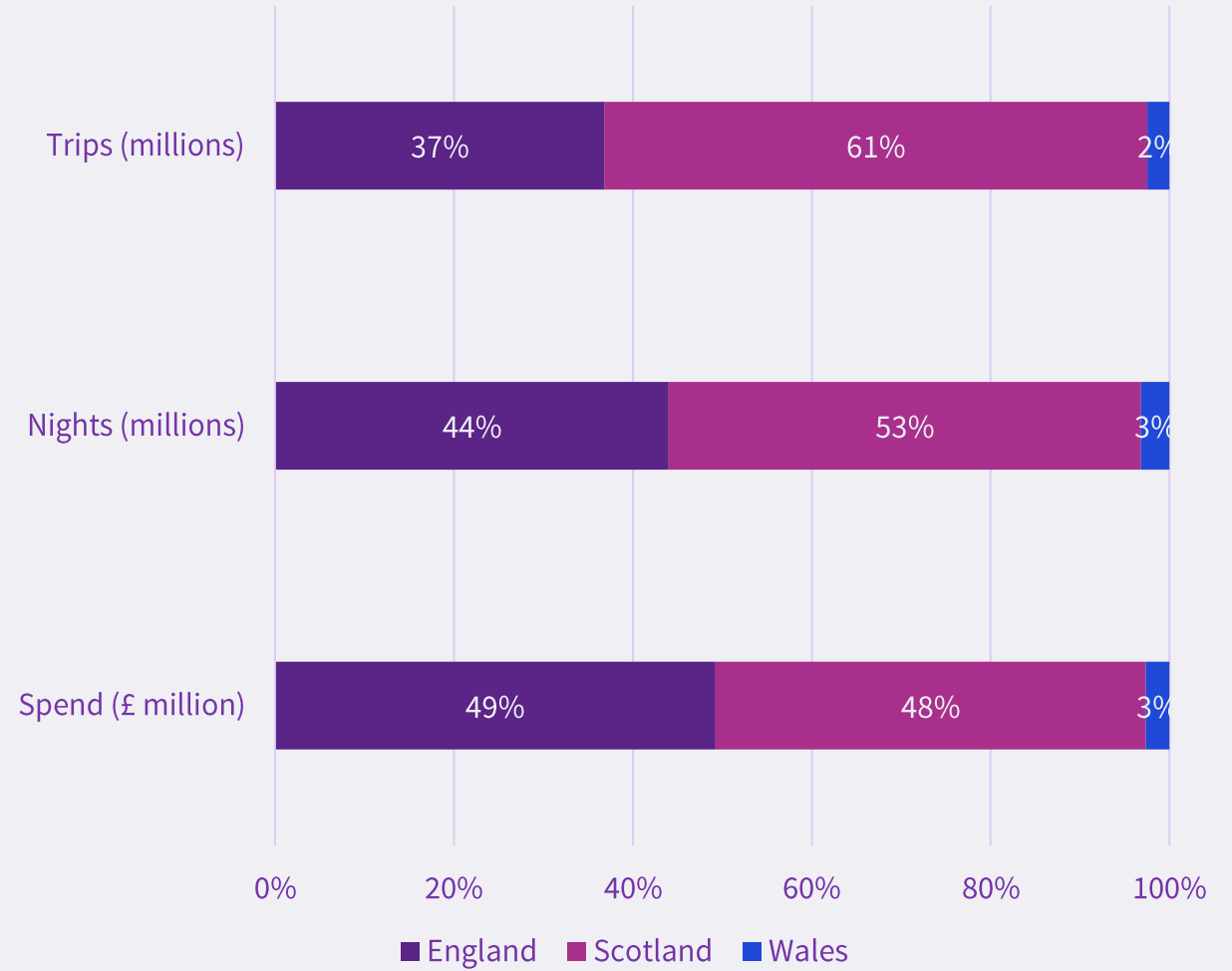
5. DOMESTIC OVERNIGHT TRIPS IN SCOTLAND: VISITOR CHARACTERISTICS

Domestic Overnight Trips in Scotland: Visitor Characteristics

5.1 Nation of residence

In the first half of 2024, the majority of domestic overnight trips in Scotland were taken by Scottish residents (61%). These visitors also generated over half of the proportion of nights (53%). Visitors from England represented 37% of trips and 44% of nights. They generated a slightly higher proportion of spend (49%) than Scottish residents (48%). Welsh residents represented a minimal proportion of domestic overnight trips, nights and spend in Scotland.

On average, Scottish residents had the shortest trips with a duration of 2.4 nights. They also spent the least per trip, with an average spend of £219. Residents of England had the highest average spend both per night (£115) and per trip (£371). Welsh residents had the longest average trip duration at 3.5 nights.



Domestic Overnight Trips in Scotland: Visitor Characteristics

5.1 Nation of residence – comparison with the previous year

Domestic overnight trips and nights in Scotland by English and Scottish residents decreased in the first half of 2024 when compared to the previous year. While the decrease in trips by English residents was stable in quarters one and two, the decrease by Scottish residents was mostly driven by a 29% drop in quarter one of 2024 compared with the same quarter in 2023. Spend by Scottish residents also decreased when compared to the same period in 2023, largely due to a 44% comparative drop in quarter one of 2024. Spend by English residents increased slightly when comparing year on year. Trips, nights and spend by Welsh residents in Scotland experienced an increase, however they still represent the smallest proportion of overall domestic tourism performance.

Nation of residence	Trips (millions)	Change from 2023	Nights (millions)	Change from 2023	Spend (£ million)	Change from 2023
England	1.6	-23%	5.2	-23%	599	1%
Scotland	2.7	-20%	6.3	-22%	586	-24%
Wales	0.1	93%	0.4	87%	32	5%
Total	4.4	-20%	11.9	-21%	1,217	-13%

Domestic Overnight Trips in Scotland: Visitor Characteristics

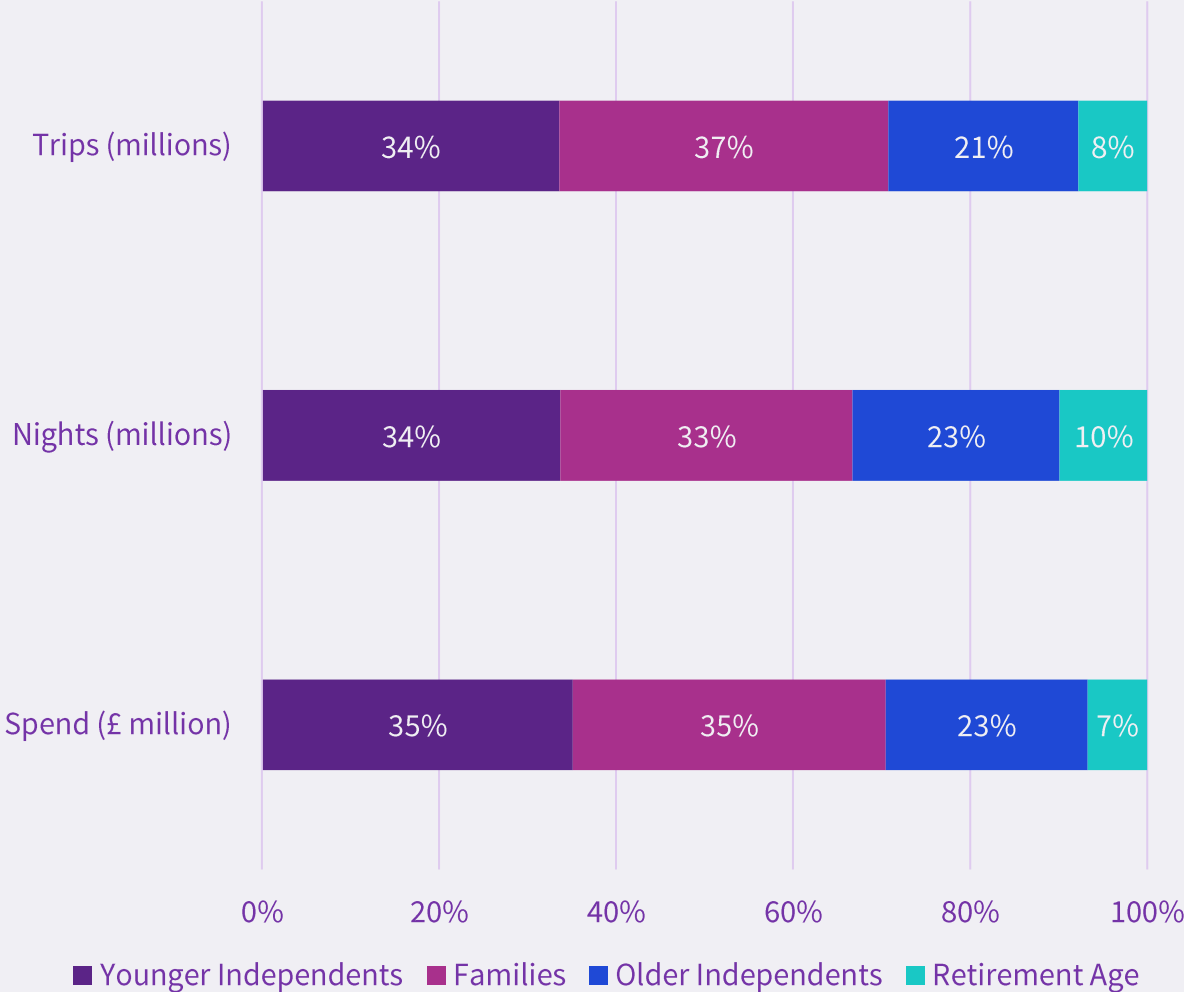
5.2 Life stage

Families represented the highest proportion of domestic overnight trips in Scotland at 37%. Visitors in this life stage category had a similar proportion of nights (33%) and spend (35%) as younger independents (34% of nights and 35% of spend). Visitors of retirement age had the lowest proportion of domestic overnight trips, night and spend.

In the first half of 2024, visitors of retirement age had the longest trips with an average duration of 3.5 nights. However, this life stage had the lowest average spend, both per night (£70) and per trip (£241). Older independents generated the highest average spend per trip at £294 whereas the highest average spend per night was made by families (£109). This life stage also had the lowest average trip duration at 2.4 nights.

Definitions of life stage segments

- Younger independents: Aged 16 to 34 with no children in household
- Families: Aged 16 to 64 with children in household
- Older independents: Aged 35 to 64 with no children in household
- Retirement age: Aged 65+



Source: Great Britain Tourism Survey (January to June 2024)

Domestic Overnight Trips in Scotland: Visitor Characteristics

5.2 Life stage – comparison with the previous year

Domestic overnight trips, nights and spend in Scotland by younger independents and families in the first half of 2024 experienced a decrease when compared to the same period in 2023, driving an overall reduction in trips, nights and spend. Positively, those younger independents who did travel to Scotland in 2024, particularly in Q2 2024, took longer trips and spent more as part of a trip. Families taking trips to Scotland in H1 2024 took shorter trips, but again spent more on these trips, particularly in Q2 2024.

The older independents and retirement age life stages delivered growth for Scotland in terms of trip volume and expenditure, although retirement age visitors did shorten trips to Scotland (nights reduced 30% on H1 2023, with an average length of stay of 3.5 nights).

Age group	Trips (millions)	Change from 2023	Nights (millions)	Change from 2023	Spend (£ million)	Change from 2023
Younger independents	1.5	-36%	4.0	-27%	428	-31%
Families	1.6	-24%	3.9	-31%	430	-16%
Older independents	0.9	24%	2.8	29%	278	51%
Retirement age	0.3	23%	1.2	-30%	82	3%
Total	4.4	-20%	11.9	-21%	1,217	-13%

6. APPENDIX: METHODOLOGY AND QUALITY

Methodology and Quality

Definitions

To qualify as an eligible GB Domestic Overnight Trip the following criteria must be met:

- involved a stay of at least one night in the nations of Great Britain.
- not taken on a frequent basis (takes place less often than once a week).
- **GB Domestic Overnight Holiday Trips:** the main purpose of the trip was for holiday, pleasure or leisure.
- **GB Domestic Overnight VFR Trips:** the main purpose of the trip was for visiting friends and relatives, including VFR trips that were combined with a holiday.
- **GB Domestic Overnight Business Trips:** the main purpose of the trip was for business.
- **GB Domestic Overnight Miscellaneous Trips:** the main purpose of the trip was for any other type of trip taken not covered by the above classifications including personal events, public events, study, medical, religious reasons and any overnight stays in the UK as part of any overseas trip.
- **Volume (often referred to as “Trips”):** an estimate of what the grossed-up number of overnight trips undertaken by the population within the time would be if the quota sample is representative of the whole GB population.
- **Value (often referred to as “Spend”):** an estimate of what the total expenditure relating to the volume of overnight visits undertaken by the population would be if the quota sample is representative of the whole GB population.

Methodology and Quality

Definitions (continued)

- **Bednights (often referred to as “Nights”):** an estimate of what the grossed-up number of nights spent on overnight trips undertaken by the population would be if the quota sample is representative of the whole GB population.

Please note the definition of life stages has been amended from reports previously published to bring consistency between Scotland, England and Wales reporting. Younger independents remains the same in terms of group definition, however this group was previously referred to as Pre-nesters. Changes have been made to the definition of Families, Older Independents and Empty Nesters (terminology has also been changed to Retirement Age).

Life stage segments

- **Younger independents:** Aged 16 to 34 with no children in household
- **Families:** Aged 16 to 64 with children in household
- **Older independents:** Aged 35 to 64 with no children in household
- **Retirement age:** Aged 65+

These qualifying criteria and definitions have been revised to align with agreed international standards which impacts on comparability of the published domestic overnight tourism estimates for 2022 and 2023 with those published for 2019 and previous years.

Methodology and Quality

Methodology

Full details of the Great Britain Tourism Survey methodology, sample design and estimation approaches can be found within the [GBTS 2023 Background Quality Report](#). A 2024 report will be produced when all 2024 data is available.

The GBTS is a national consumer survey conducted online with residents of Great Britain on their trip taking activity. Survey respondents are 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 GBTS is 60,000 completed interviews.

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.

Statistics for domestic overnight tourism have been collected in a broadly similar way since 1989, initially through the United Kingdom Tourism Survey (UKTS), and since 2011 through the Great Britain Tourism Survey (GBTS). However, the changes in survey methodology introduced, together with the interruption in data collection in 2020 and early 2021 due to Covid-19, means that results published from 2022 onwards are not directly comparable with data published for 2019 and previous years.

Methodology and Quality

Accuracy

The statistics produced from the Great Britain Tourism 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](#). Due to the changes in methodology and the impact of the Covid-19 pandemic, the survey results for 2021 onwards have been badged as Official Statistics in Development. More information on this can be found on the [Office for Statistics Regulation website](#).

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 the small part of the GB population that does not have online access.
- Sample bias including differences due to those with online access and those that 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.

Methodology and Quality

Accuracy (continued)

The GBTS data are weighted to correct for any imperfections in the achieved sample that might lead to bias and to rectify any differences between the sample and the target population. The survey uses a mix of panel partners to mitigate for possible panel specific biases, and keeping this panel mix consistent over time.

The survey script and data processing includes 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.



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