



Great Britain Day Visits
Survey | Quarter 1 2023 (January – March)

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Domestic GB Tourism Statistics (Day Visits) Quarter 1 2023 (January – March)

Introduction

The statistics in this release are based on a new combined online survey that replaces the separate Great Britain Tourism Survey and Great Britain Day Visits Survey that ran until the end of 2019.

These statistics are used to monitor domestic tourism demand and measure the contribution and impact of domestic tourism on the visitor economy. A key purpose of these statistics is to uncover insights into market trends over time. Changes in survey methodology introduced in 2021, together with the interruption in data collection due to COVID-19, mean that results published in this release are not directly comparable with data published for 2019 and previous years. Please see the 2022 Methodology and Quality Report and accompanying Background Quality Report for further details.

This report details the main estimates for the volume and value of domestic day visits taken by British residents in Scotland and Great Britain in Quarter 1 2023. The statistics published in this release cover the period from the beginning of January to the end of March 2023.

There are two main measures for day visits reported in this publication.

3 Hours or More Leisure Day Visits

These are trips by adults and accompanied children that lasted for 3 hours or more, including travel time, to undertake one or more eligible leisure activities.

Tourism Day Visits

These are a subset of 3 hours or more leisure day visits and to qualify as a tourism day trip they must meet the additional criteria of being undertaken less often than once a week and must include a visit to a place outside of the local authority where the trip started.

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

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

Key Points

Day Visit Tourism Performance in Quarter 1 2023

Summary of Scotland's Day Visit Tourism Performance in Quarter 1 2023 (January – March)

- Great Britain residents took 71.6 million leisure day visits lasting 3 hours or more in Scotland with £2.6 billion spent during these visits.
- 29% of leisure day visits taken in Scotland were tourism day visits. There were 20.6 million tourism day visits taken with an associated spend of approximately £1.0 billion.
- Approximately 11% of all GB 3 hours or more leisure day visits and 9% of tourism day visits included a visit in Scotland. The share of total GB spend was 10% for 3 hours or more leisure day visits and 9% for tourism day visits in Scotland.
- During the first quarter of 2023, trip volumes and expenditure were highest in March for both 3 hours or more leisure day visits as well as tourism day visits.
- The volume of day trips taken in Scotland as well as the spend during the first quarter of 2023 was higher than during the first quarter of 2022, both for day visits lasting 3 hours or more and for tourism day visits.
- The average spend on 3 hours or more leisure day visits was £36 in Scotland compared to £37 average for leisure day visits taken in GB.
- The average spend for tourism day visits in Scotland was marginally higher at £46 compared to the GB average of £43.

Summary of Great Britain's Day Visit Tourism Performance in Q1 2023

- Great Britain residents took 676.4 million leisure day visits lasting 3 hours or more in Great Britain with £24.9 billion spent during these visits.
- 35% of leisure day visits in Great Britain were tourism day visits. There were 239.7 million tourism day visits taken in the first quarter of 2023 with an associated spend of £10.4 billion.
- During the first quarter of 2023, trip volumes and expenditure were highest in March for both 3 hours or more leisure day visits as well as tourism day visits.
- The volume of day trips taken in GB during the first quarter of 2023 was higher than during the first quarter of 2022, for both day trips lasting 3 hours or more and for tourism day trips.
- The average spend on 3 hours or more leisure day visits was £37 compared to £43 average for tourism day visits taken in Great Britain.

Visits and Spend in GB Nations

Quarter 1 2023 (January – March)

During January to March 2023, there were 676.4 million 3 hours or more leisure day visits taken in GB by British residents with a total expenditure of £24.9 billion. During the same period, there were 71.6 million 3 hours or more leisure day visits taken in Scotland with a total expenditure of £2.6 billion. Approximately 11% of all 3 hours or more leisure day visits by British residents were taken in Scotland, compared to 84% taken in England and 6% taken in Wales. The share of total spend in Scotland was 10%.

There were 239.7 million tourism day visits taken in GB by British residents in the first quarter of 2023 with a total expenditure of £10.4 billion. During the same period there were 20.6 million tourism day visits taken in Scotland with a spend of approximately £1.0 billion. Tourism day visits accounted for 29% of 3 hours or more leisure day visits taken in Scotland and 37% of expenditure.

Total volume of leisure day visits and spend to each nation of Great Britain, Q1 2023

3 Hours or more Leisure Day Visits	GB	England	Scotland	Wales
Visits (millions)	676.4	567.3	71.6	43.5
% GB Visits	100%	84%	11%	6%
Spend (£ million)	£24,852	£21,051	£2,569	£1,232
% GB Spend	100%	85%	10%	5%

Source: Great Britain Day Visits Survey Q1 2023 (January – March)

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

Total volume of tourism day visits and spend to each nation of Great Britain, Q1 2023

Tourism Day Visits	GB	England	Scotland	Wales
Visits (millions)	239.7	209.9	20.6	11.0
% GB Visits	100%	88%	9%	5%
Spend (£ million)	£10,417	£8,996	£956	£465
% GB Spend	100%	86%	9%	4%

Source: Great Britain Day Visits Survey Q1 2023 (January – March)

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

Domestic Day Visit Tourism Performance in Scotland, Quarter 1 2023 (January – March)

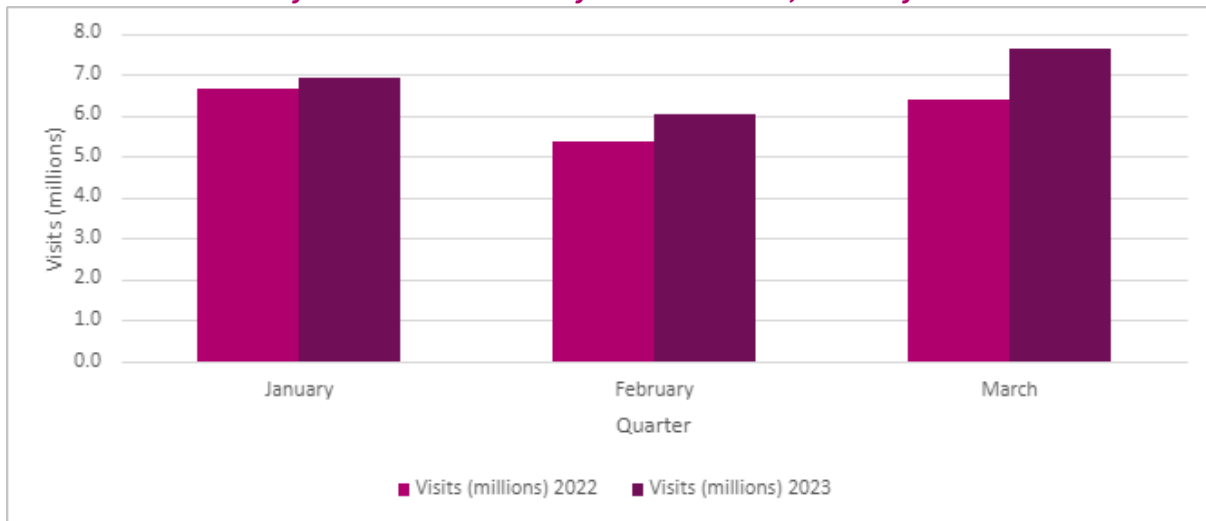
A total of 20.6 million tourism day visits were made to Scotland by residents of Great Britain in the first quarter of 2023 with a spend of approximately £1.0 billion. The average domestic tourism day visitor to Scotland in Q1 2023 spent on average £46 per visit. These estimates are based on a sample of 289 tourism day visits in quarter 1.

Year	Visits (millions)	Spend (£ million)	Spend per trip
Q1 2023	20.6	£956	£46

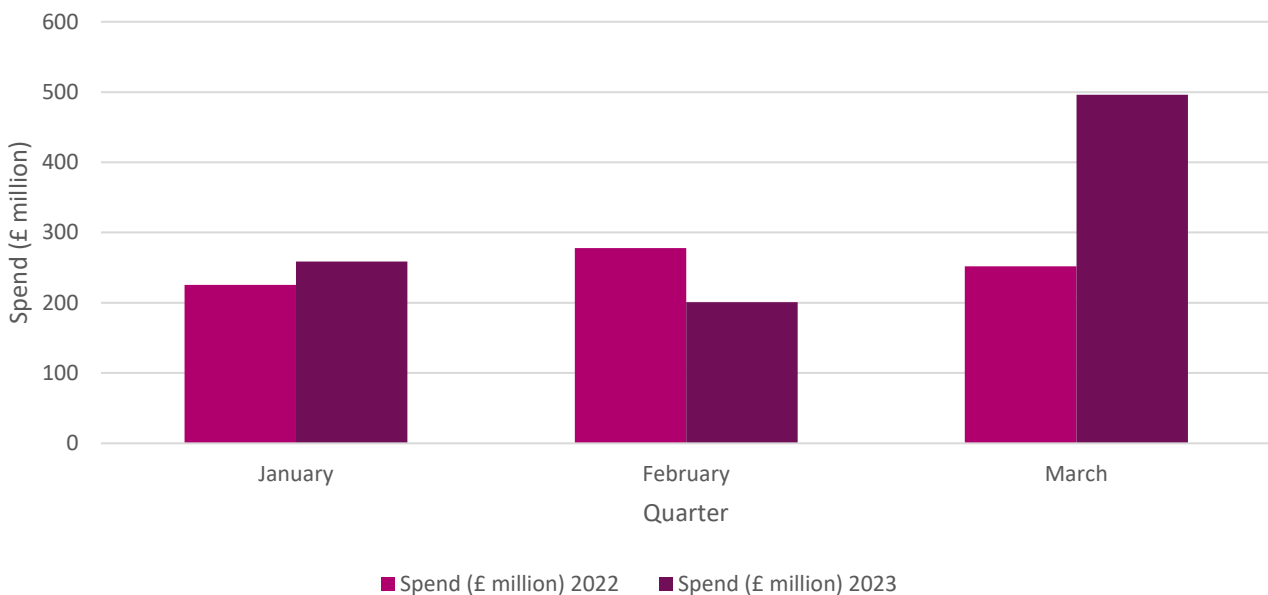
Source: Great Britain Day Visits Survey Q1 2023 (January - March)

Visit volumes were highest in March 2023 with 7.6 million tourism day visits taken during the month and an associated spend of £496 million. Overall, the volume of day visits and associated spend was higher in the first quarter of 2023 compared to 2022.

Volume of tourism day visits to Scotland by month of visit, January-March 2022 and 2023



Spend on tourism day visits to Scotland by month of visit, January-March 2022 and 2023



Source: Great Britain Day Visits Survey Q1 2023 / Q1 2022 (January - March)

INSIGHT DEPARTMENT: GBDVS Q1 2023

Tourism day visits and spend to Scotland by month of visit, January - March 2023

Month	Visits (millions)	Spend (£ million)
January 2023	6.9	259
February 2023	6.1	201
March 2023	7.6	496
Total	20.6	956

Source: Great Britain Day Visits Survey Q1 2023 (January - March)

Tourism day visits and spend to Scotland by month of visit, January - March 2022

Month	Visits (millions)	Spend (£ million)
January 2022	6.7	226
February 2022	5.4	278
March 2022	6.4	252
Total	18.4	755

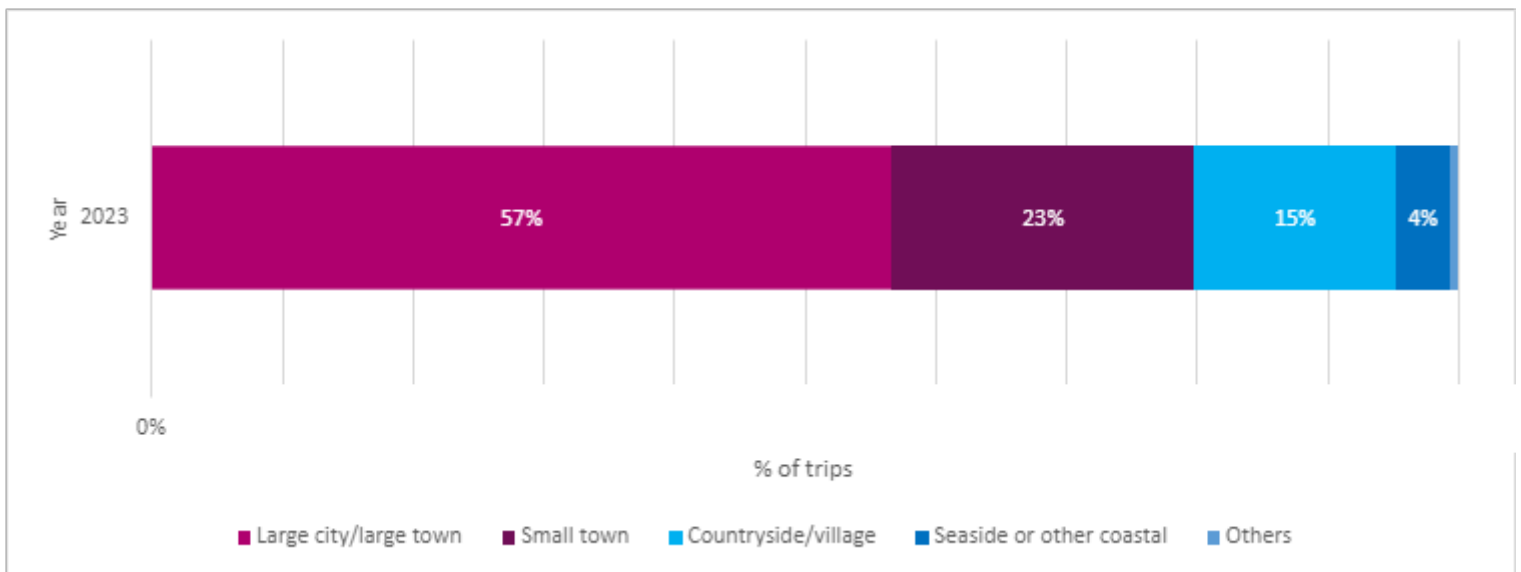
Source: Great Britain Day Visits Survey Q1 2022 (January - March)



Visits Taken by Domestic Tourism Day Visitors in Scotland, Quarter 1 2023 (January – March)

The majority (80%) of tourism day visits taken in Scotland in the first quarter of 2023 were to urban destinations. More than half of day visits were made to large cities or towns in Scotland (57%) with a further 23% to smaller towns. Around one in 5 visits were made to more rural locations such as countryside/village or seaside/coastal destinations.

Main location type visited on domestic tourism day visits in Scotland, Q1 2023 (January – March)



Source: Great Britain Day Visits Survey Q1 2023 (January – March)

Main location	Visits (millions)	Spend (£ million)
Large city/large town	11.7	630
Small town	4.8	213
Countryside/village	3.2	70
Seaside or other coastal*	0.9	39
Others*	0.1	3
Total	20.6	956

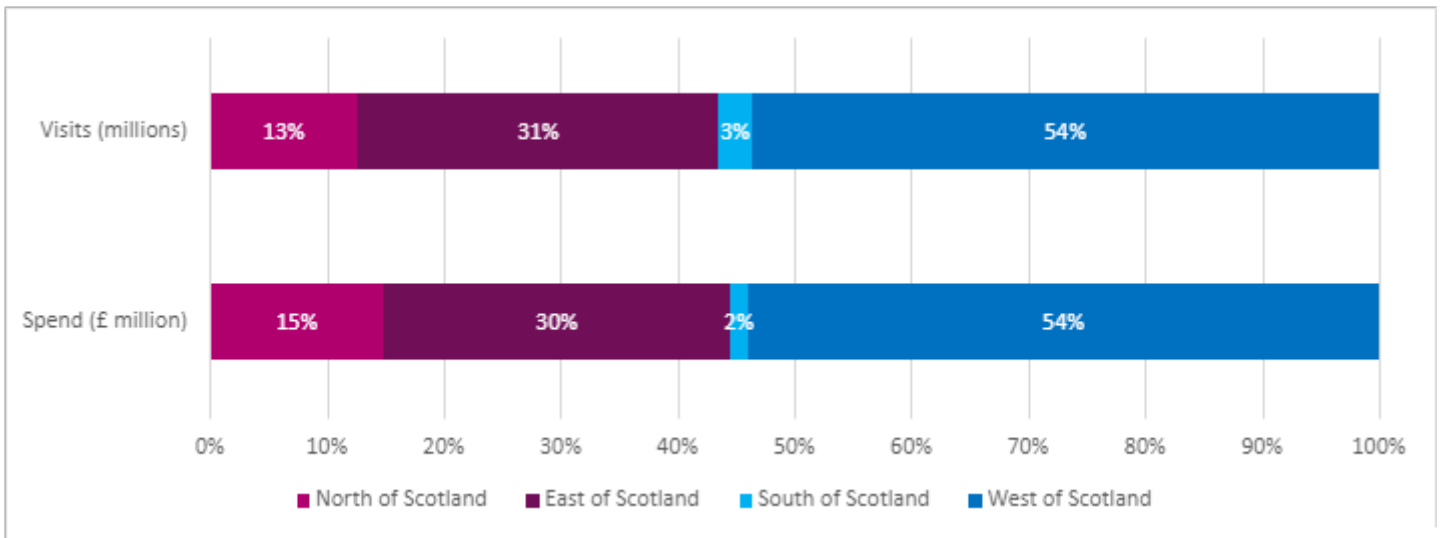
Source: Great Britain Day Visits Survey Q1 2023 (January – March)

*Data based on a sample size lower than 30

Main Region Visited

The West of Scotland was the most visited region in the first quarter of 2023, accounting for 54% of tourism day visits and spend. The East of Scotland saw almost a third of both tourism day visits and spend. This pattern will be influenced by the relative population sizes of the regions of Scotland.

Main region visited on domestic tourism day visits taken in Scotland, Q1 2023 (January – March)



Source: Great Britain Day Visits Survey Q1 2023 (January – March)

Main region	Visits (millions)	Spend (£ million)
North of Scotland	2.5	133
East of Scotland	6.2	264
South of Scotland**	0.6	14
West of Scotland	10.7	482
Total*	20.0	894

Source: Great Britain Day Visits Survey Q1 2023 (January – March)

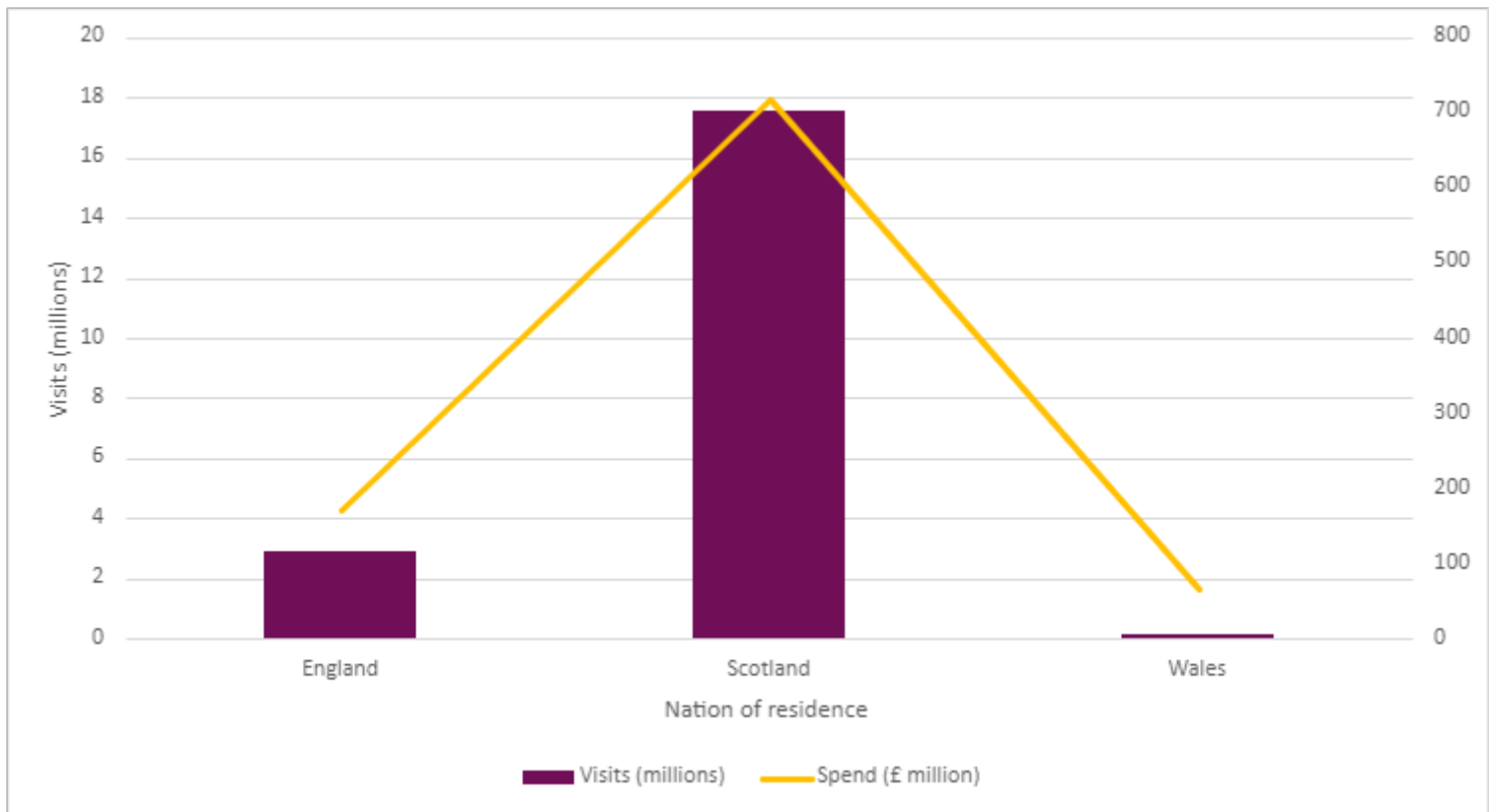
*Please note that the main location visited may have been outside Scotland

**Sample size lower than 30

Who Took Domestic Tourism Day Visits in Scotland, Quarter 1 2023 (January – March)

Residents of Scotland generated the highest volume of tourism day visits and spend in Scotland, accounting for 85% of visits taken. The remaining day visits were made by residents of England, with comparatively very few visits from Welsh residents.

Tourism day visits taken in Scotland by nation of residence, Q1 2023 (January – March)



Source: Great Britain Day Visits Survey Q1 2023 (January – March)

Nation of residence	Visits (millions)	Spend (£ million)
England*	2.9	171
Scotland	17.6	719
Wales*	0.1	66
Total	20.6	956

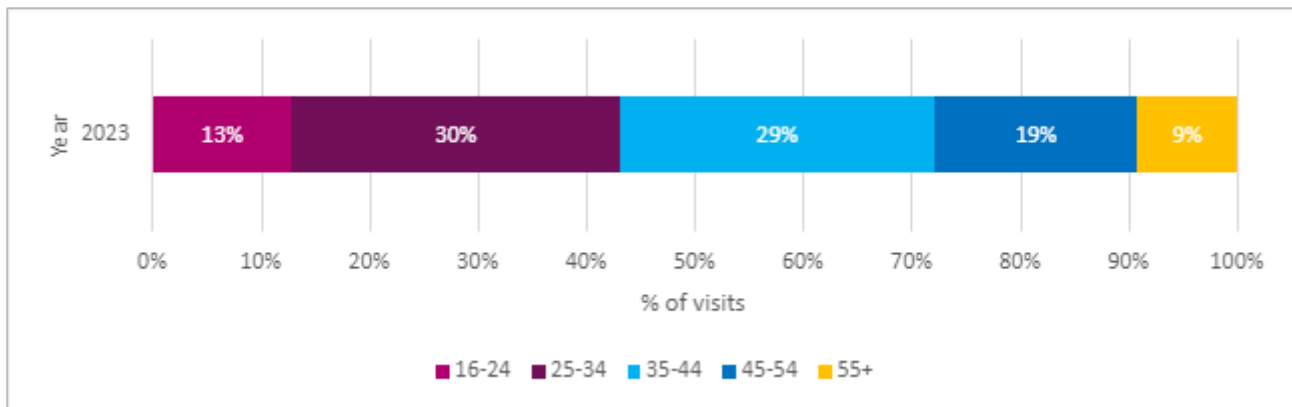
Source: Great Britain Day Visits Survey Q1 2023 (January – March)

*Data based on a sample size lower than 30

Age

The majority of tourism day visits in Scotland were made by people under the age of 45 (72%). Visitors aged between 25 and 34 had the highest spend.

Age of visitors on domestic tourism day visits taken in Scotland, Q1 2023 (January – March)



Source: Great Britain Day Visits Survey Q1 2023 (January – March)

Age group	Visits (millions)	Spend (£ million)
16-24	2.7	190
25-34	6.2	294
35-44	6.0	191
45-54	3.9	154
55+*	1.9	127
Total	20.6	956

Source: Great Britain Day Visits Survey 2023 (January – March)

*Data based on a sample size lower than 30

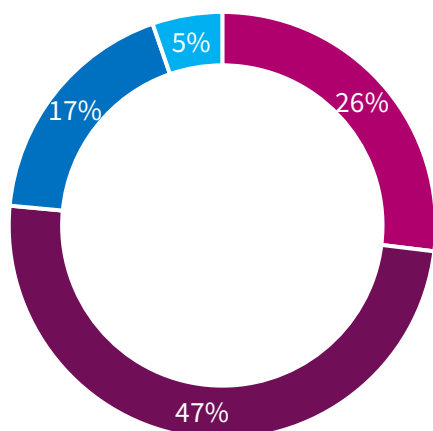
Lifestage

Families accounted for the highest proportion of tourism day visits and spend in Scotland, followed by pre-nesters. Visitors of retirement age represented the lowest proportion of tourism day visits and spend in the first quarter of 2023.

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

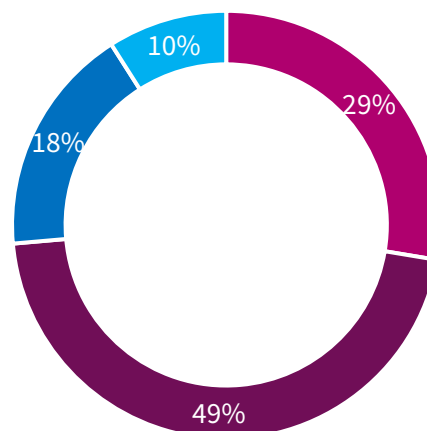
Please note the definition of life stages has been amended from previously published reports to bring consistency between Scotland, England and Wales reporting. Pre-Nesters remains the same, but changes have been made to the definition of Families, Older Independents and Empty Nesters (terminology has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

Life stage of visitors on tourism day visits taken in Scotland, Q1 2023 (January – March)



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

Spend on tourism day visits in Scotland by visitor life stage, Q1 2023 (January – March)



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

Source: Great Britain Day Visits Survey Q1 2023 (January – March)

Tourism day visits and spend in Scotland by visitor life stage, Q1 2023 (January – March)

Life stage	Visits (millions)	Spend (£ million)
Pre-Nesters	5.6	264
Families	10.2	439
Older Independents	3.8	166
Retirement Age	1.1	86
Total	20.6	956

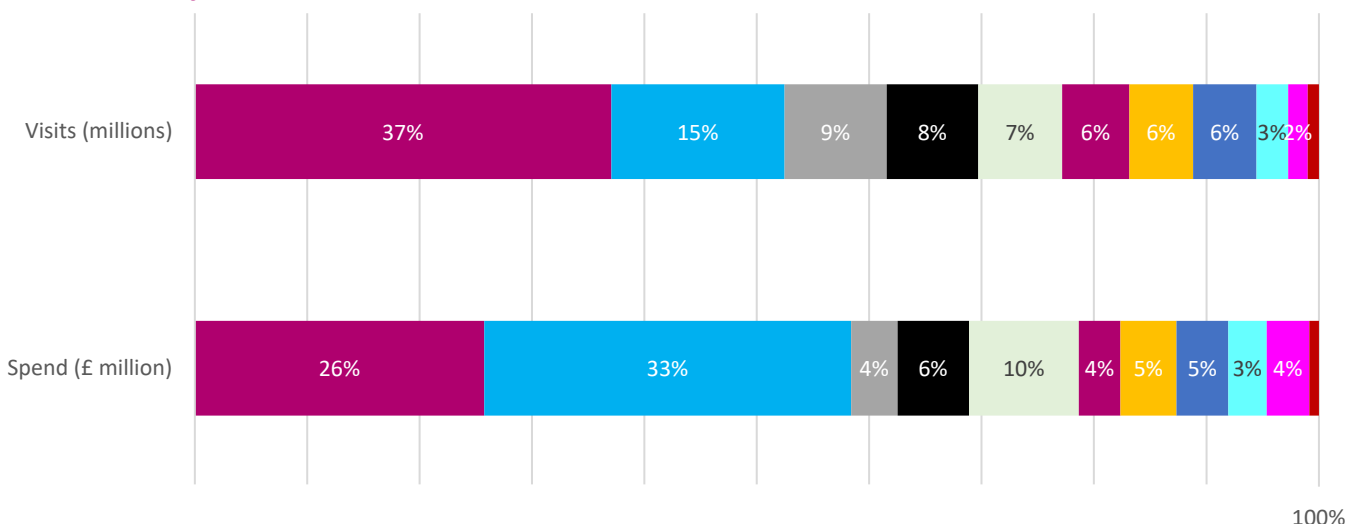
Source: Great Britain Day Visits Survey Q1 2023 (January – March)

Activities undertaken as part of a domestic 3 hours or more Leisure Visit* in Scotland, Quarter 1 2023 (January – March)

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

More than a third (37%) of 3 hours or more leisure day visits in Scotland were to see friends or relatives. This was the largest proportion of visits taken, followed by those who went out for food /drink, a night out or specialty shopping (15%). The latter also makes up the largest proportion of spend during the first quarter of 2023.

Most popular activities undertaken as part of a 3 hours or more leisure visit in Scotland, Q1 2023 (January to March)



- Visited friends or relatives
- Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. such as clothes, electronics, jewellery, souvenirs etc.)
- Took part in outdoor leisure activities and sports (such as walking, cycling etc.)
- Took part in hobbies and interests
- Attended a special event or celebration of personal nature (such as wedding, birthday, anniversary etc.)
- Went to a visitor attraction such as a historic house, theme park, museum, etc.
- Attended an organised public event (such as exhibition, concert, fair, live sport etc.)
- Went sightseeing and exploring areas
- Went to an arts, cultural or entertainment experience (such as museum, gallery, cinema etc.)
- Took part in a health or wellbeing experience (such as spa, retreat, gym etc.)
- Took part in other leisure activities

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


in Scotland, Quarter 1 2023 (January – March)

Most popular activities undertaken as part of a 3 hour or more leisure visit in Scotland, Q1 2023 (January – March)

Activities	Visits (millions)	Spend (£ million)
Visited friends or relatives	26.5	662
Went to a visitor attraction such as a historic house, theme park, museum, etc.	11.0	838
Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. such as clothes, electronics, jewellery, souvenirs etc.)	6.5	106
Went sightseeing and exploring areas	5.8	163
Took part in outdoor leisure activities and sports (such as walking, cycling etc.)	5.3	251
Attended an organised public event (such as exhibition, concert, fair, live sport etc.)	4.3	95
Attended a special event or celebration of personal nature (such as wedding, birthday, anniversary etc.)	4.1	128
Took part in hobbies and interests	4.0	118
Took part in other leisure activities*	2.0	87
Went to an arts, cultural or entertainment experience (such as museum, gallery, cinema etc.)*	1.2	98
Took part in a health or wellbeing experience (such as spa, retreat, gym etc.)*	0.7	21
Total	71.6	2,569

Source: Great Britain Day Visits Survey Q1 2023 (January – March)

*based on a sample size less than 30



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