



*Visit
Scotland* | *Alba*TM

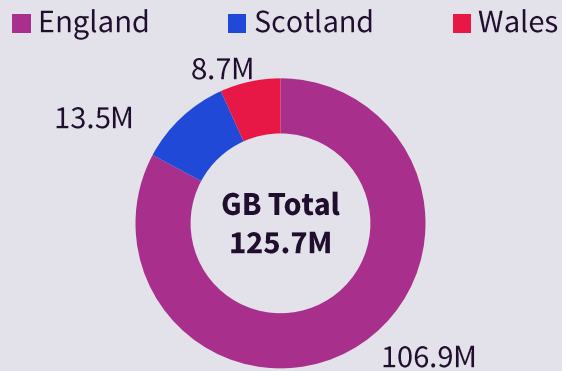
**Great Britain Tourism Survey
Annual Report 2022**

Scotland Overnight Tourism Statistics (GBTS)

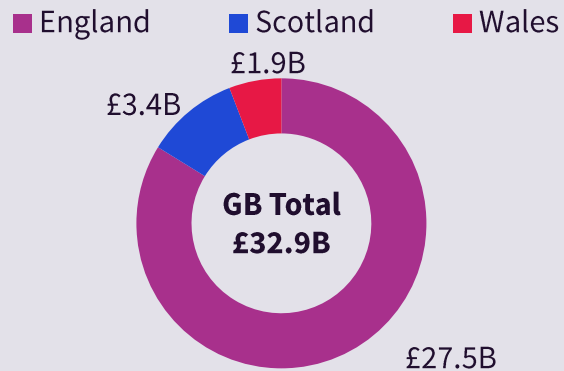
Annual Report 2022

Great Britain residents took 1.2 billion day and overnight trips to Great Britain in 2022. Spend for all domestic trips to Great Britain in 2022 was £77.9 billion.

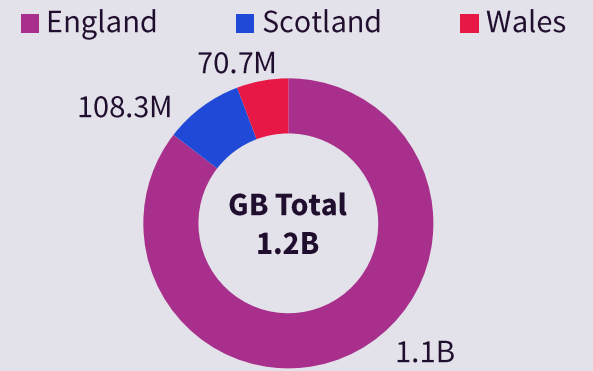
2022 Overnight Trips



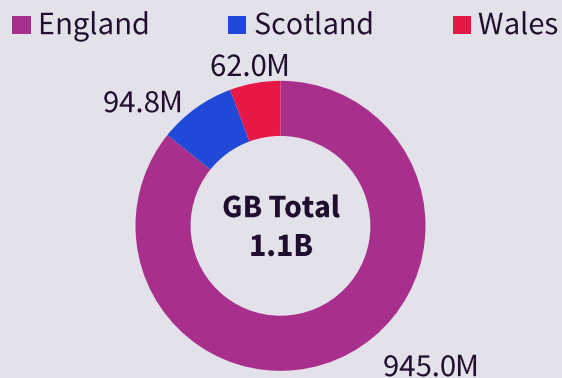
2022 Overnight Spend



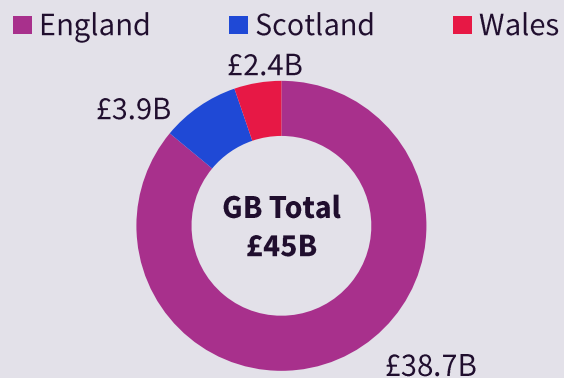
2022 Day Visits and Overnight Trips



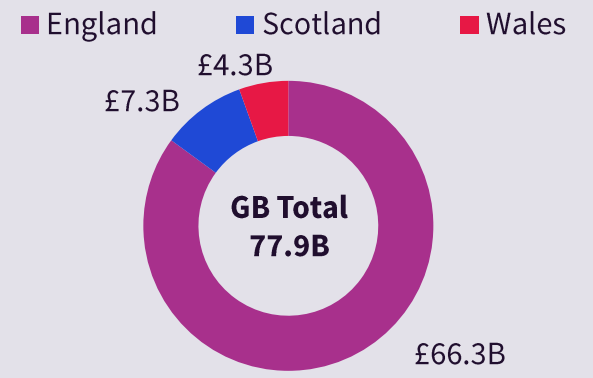
2022 Tourism Day Visits



2022 Day Visit Spend



2022 Day Spend and Overnight Spend



Contents

- **Introduction, Methodology, Definitions & Context**
- **Summary 2021 to 2022**
- GB headline results 2022
- GB overnight trips, spend and nights by quarter 2021 to 2022
- GB overnight trips by nation of residence versus nation of destination 2022
- GB average spend per trip, average nights per trip and average spend per night 2021 to 2022
- **Scotland domestic overnight trips 2021 and 2022**
- Overnight trips, average spend and duration by trip purpose 2021 to 2022
- Overnight trips and spend by location type of main place visited 2021 to 2022
- Overnight trips and spend by activities undertaken 2022
- Trip spend breakdown
- Trips, spend and nights by region of residence and region of destination
- **Scotland profile of visits 2022**
- Overnight trips booking lead time and method, transport used and accommodation used
- Lifestage and age profile
- Trip party size and composition
- Trips by home region and region of visit 2022
- **Appendix**
- Great Britain and Scotland Overnight Statistics Annual Tables 2021 and 2022
- Great Britain trips, average spend per trip and duration by trip purpose

Introduction

- The Great Britain Tourism Survey (GBTS) is a national consumer survey. It measures the volume and value of domestic overnight tourism by residents of Great Britain. This report focuses on the domestic tourism statistics for 2022 for Scotland. Throughout the report the tourism statistics for 2021 are used to highlight trends in trips, spend and bednights. Please note the 2021 data (April to December) is revised data. Detailed results for England and Wales are published by [VisitEngland](#) and [Visit Wales](#) respectively.
- The statistics from 2021 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 provides information about trip and visitor characteristics, with comparisons where appropriate, and covers all tourism purposes, such as holidays, visits to friends and relatives and trips for business and other purposes.
- The results for 2021 and 2022 report on different periods of data collection, for 2021 the period is April to December and for 2022 it's January to December. This is due to the COVID-19 pandemic when it was not possible to travel for the first 3 months of 2021 because of lockdown restrictions where overnight leisure trips were not permitted. The results are comparable across nations (England, Scotland and Wales).
- 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 Day Visitor Survey (GBDVS), 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 is 60,000 respondents. These numbers include respondents who have not taken any qualifying trips. The annual samples are split evenly across the 52 weeks of the year.
- Since 2020 GBTS has been using an online blended panel approach, which is a significant change from the pre-2020 face-to-face methodology. Respondents are sourced via an online platform that combines a number of ESOMAR accredited panel providers.
- Data is collected about the number of overnight trips taken by adults aged 16+ in England, Scotland and Wales. The survey also collects details of any children involved with overnight trips, and these are included in the estimated grossed-up figures for trips, spend and number of nights.
- A number of changes were made to the questionnaire in 2022, the pre-2022 data has been calibrated to account for these changes.
- Data was collected for 9 months in 2021 (April to December) versus 12 months in 2022 (January to December). This is due to the COVID-19 pandemic where travel was restricted. While the annual 2021 and 2022 data isn't directly comparable due to the different travel time periods, commentary on relevant differences between April to December 2021 and April to December 2022 is provided throughout this report.
- The GBTS 2021 and 2022 data has been published as experimental statistics. More information on this can be found on the [Office for National Statistics](#) website.
- The monthly estimates are subject to limitations on sample size and seasonal fluctuations in trip taking 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 trips, rather than the number of respondents. Quarterly targets are utilised for Scotland and Wales due to small monthly base sizes.
- Number of trips for 2022 estimations based upon:

Nation	Unweighted Base Sizes 2022
GB	10,161
England	7,885
Scotland	1,537
Wales	993

- Low base sizes are flagged throughout the report. For base size between 30 and 100, it is recommended to only use the estimates as indicative. Statistics with base sizes under 30 have been excluded in many cases as it is not recommended to use these. In some instances, the overall base size is above 30 (business trips), but the quarterly or other sub-category is below 30 and therefore excluded.
- 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



Great Britain Domestic Overnight Trip

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

- Involved a stay of at least one night in one or more of the GB nations
- Trip is not taken on a frequent basis – takes place less often than once a week

Key Measures

- **Trips** - An estimate of what the grossed-up number of overnight trips undertaken by the population, within the time period and other parameters specified, would be if the quota sample is representative of the whole GB population.
- **Spend** - Is an estimate of what the total expenditure relating to the volume of overnight visits undertaken by the GB population, within the time frame and other parameters specified, would be if the quota sample is representative of the whole GB population.
- **Nights** - An estimate of what the grossed-up number of nights spent on overnight trips undertaken by the population, within the time period and other parameters specified, would be if the quota sample is representative of the whole GB population



Journey Purpose

- **Total trips.** This includes estimates of trips, nights and spend on all overnight trip types for all eligible purposes.
- **Holiday trips.** The main purpose of the trip was for holiday, pleasure or leisure.
- **Visiting friends or relatives (VFR).** The main purpose of the trip was for visiting friends and relatives.
- **Business trips** – The main purpose of the trip was for business.
- **Miscellaneous trips** – The main purpose of the trip was for another type of trip taken not covered by the above classifications including personal events, public events, or for study, medical, religious purposes or any overnight stay in the UK as part of an overseas trip.

Context

- **Cost-of-Living:** UK inflation, as measured by the Consumer Prices Index (CPI), started to increase during late spring 2021 and rose fairly steadily throughout the rest of 2021 and 2022, peaking at 11.1% in November 2022. The average inflation rate in the UK for 2022 based on CPI was 9.2%. This had an impact on the duration of domestic trips, whereby British residents decreased the length of their overnight trips to offset the higher costs.
- **International travel** by Great British residents started to recover by April 2022, with 71.0 million trips abroad in 2022, according to the International Passenger Survey. As outbound travel started recovering in 2022, some domestic travel was replaced by travelling abroad.
- **Industrial actions:** Research by the ONS found nearly 1 in 5 people had travel plans disrupted during December 2022 due to strike action in the transport sector. Almost half of those affected said they were unable to attend leisure activities.
- **Weather:** Overall, 2022 was the warmest year on record for the UK and also one of the sunniest. A new UK record temperature of 40.3 °C was recorded in July, but it was June and August that were particularly sunny.
- **COVID-19:** Full lockdown lifted at end March 2021, which was replaced by a roadmap out of lockdown to July 21. However, it wasn't until February 2022 that the final restrictions on international travel were removed. From 11 February 2022, fully vaccinated travelers no longer needed to take any tests, but still needed to complete a passenger locator form. Unvaccinated travelers no longer had to immediately self isolate after arrival and take Day 2 and Day 8 tests. From 11 February, the requirement for immediate self-isolation and the Day 8 test were removed, and the 'Test to Release' scheme also ended.

Summary

Summary of findings

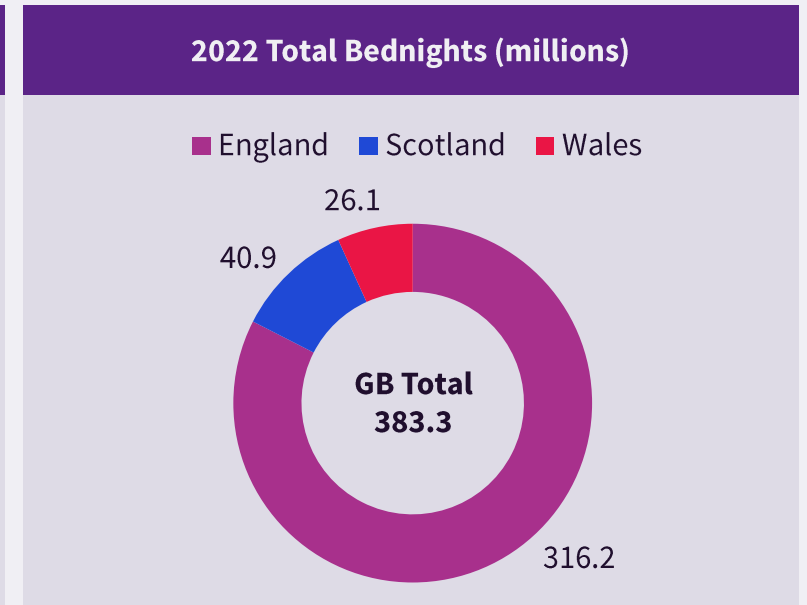
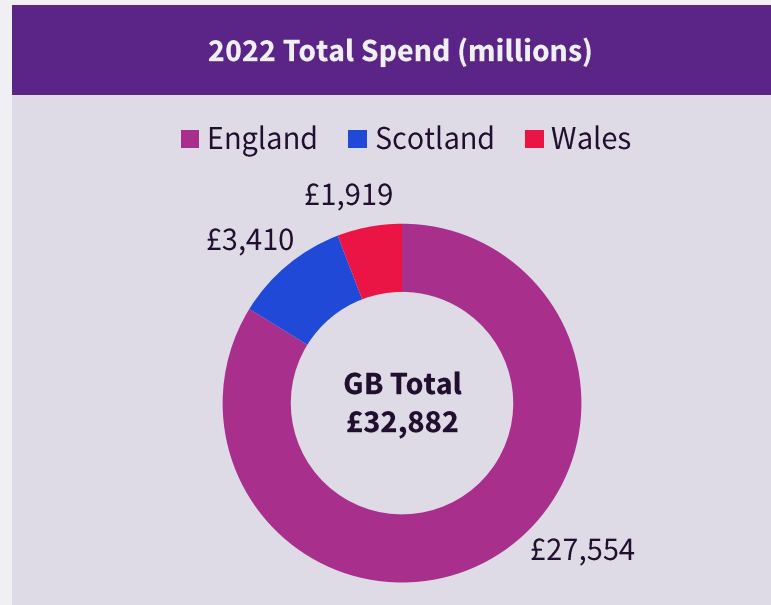
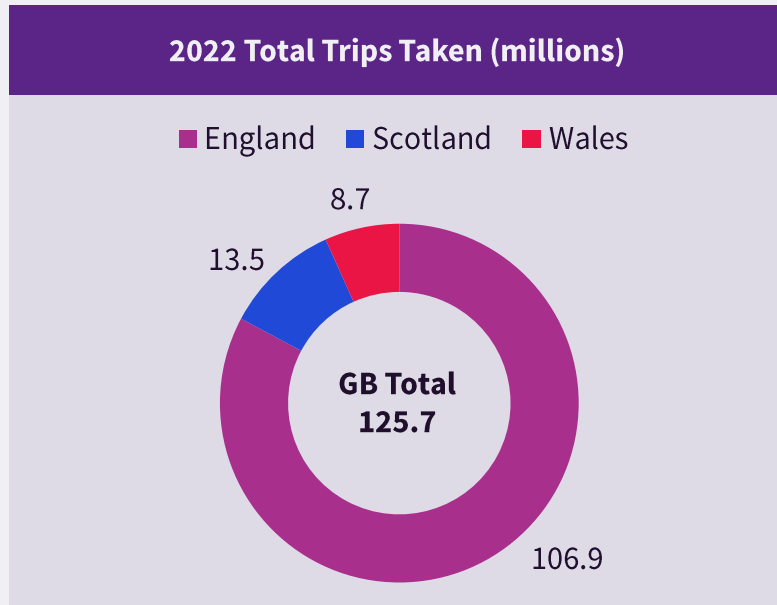
Great Britain

- There were 125.7 million overnight trips to Great Britain in 2022. This represents a 15% decrease, when comparing April to December 2021 and April to December 2022.
- The effects of inflation were clear, with average spend per domestic overnight trip to Great Britain rising from £230 in 2021, to £268 in 2022.
- The average number of nights spent on a trip in Great Britain dropped to 3.1 in 2022 (April to December), however holiday trips were largely unimpacted. Sentiment reports found that some Great Britain residents would reduce the length of their domestic trips due to the rising cost of living. Its also possible that the shorter duration of trips is due to the return of international travel.

Scotland

- There were 13.46 million trips to Scotland, most of which were for visiting friends and relatives or holidays. There was an increase in miscellaneous trips throughout 2022 as more people travelled internationally (miscellaneous trips include domestic trips as part of an overseas trip).
- Trips by England residents represent almost half of all trips to Scotland in 2022. These trips last longer and have a higher spend than trips by residents of other regions. In contrast to Tourism Day Visits, there was no decrease in the proportion of trips to Scotland by England residents in 2022.
- As COVID-19 restrictions dissipated, trips to cities and large towns in Scotland increased in 2022, and the proportion of trips to seaside and coastal areas declined in this time period. This drop was even more pronounced for holiday trips (-7pp) and is likely due to the return of international sun holidays in 2022.
- Sightseeing and outdoor leisure activities were the most popular trip activities in Scotland in 2022. Trips where the main activity was attending a visitor attraction were one of the highest spend trips in Scotland in 2022, in terms of both overall spend and average spend per trip.
- Trip spend in Scotland decreased by 20% in 2022 (April to December) when compared to 2021 (April to December). This was lower than Great Britain overall (+35%). There was minimal change in the proportion of spend on each category in 2022, the majority of trip spend still goes to accommodation, package holidays and eating and drinking out.

2022 GB overnight tourism statistics at a glance



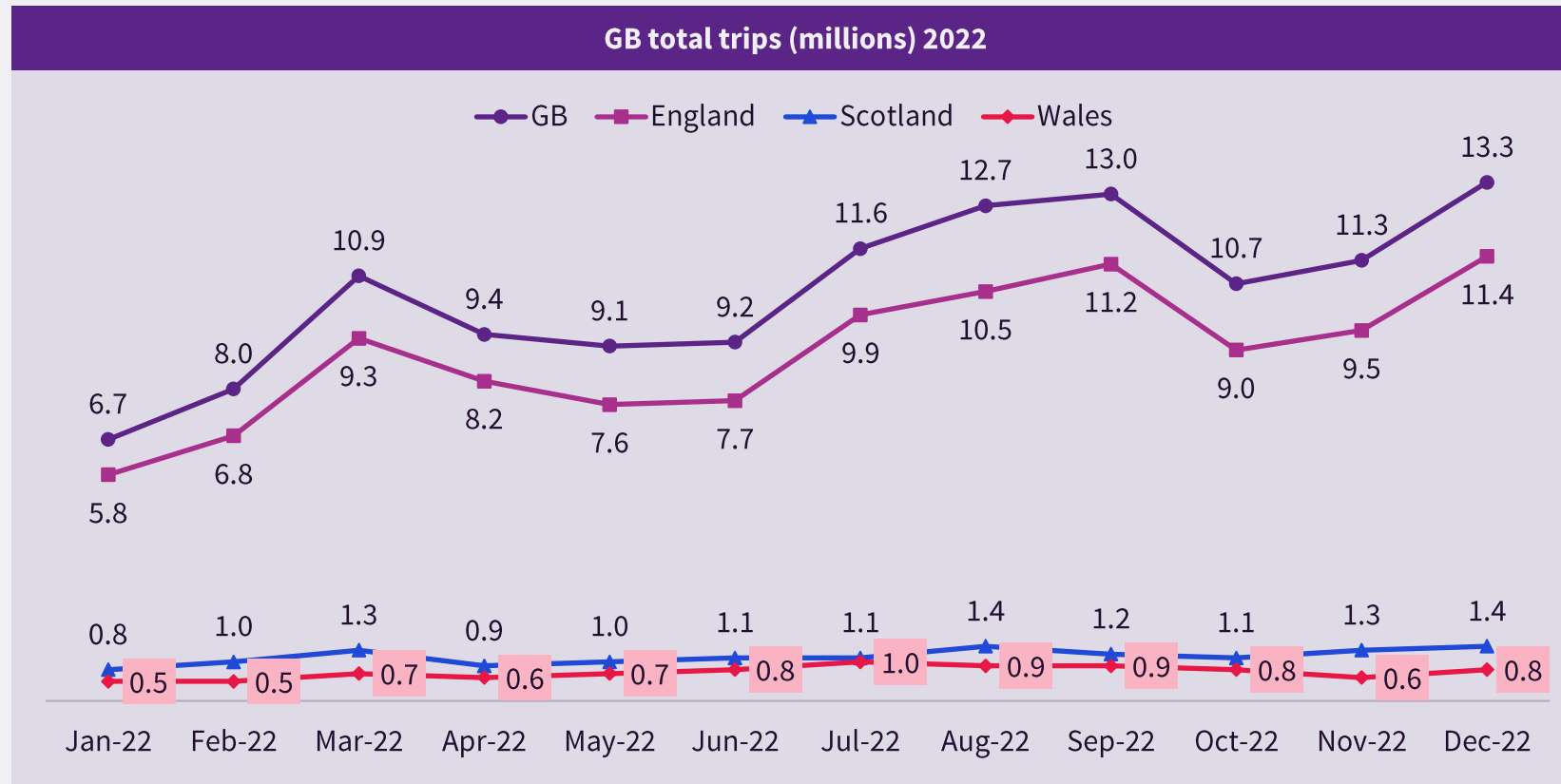
Nation	Average Spend per Trip 2022
GB	£262
England	£258
Scotland	£253
Wales	£220

Nation	Average Spend per Night 2022
GB	£86
England	£87
Scotland	£83
Wales	£74

Nation	Average Nights per Trip 2022
GB	3.0
England	3.0
Scotland	3.0
Wales	3.0

Domestic overnight trips by month in 2022

December 2022 experienced peak tourism in Great Britain with 13.3 million trips taken, this was largely fueled by trips to visit friends and family and attending celebrations around the Christmas period. A more unusual peak in March 2022 may be explained by the removal of the final COVID-19 restrictions in late February 2022, as part of the 'Living with Covid' plan.



Nation	Number of trips 2022 (millions)	Proportion of trips 2022
GB	125.7	
England	106.9	85%
Scotland	13.5	11%
Wales	8.7	7%

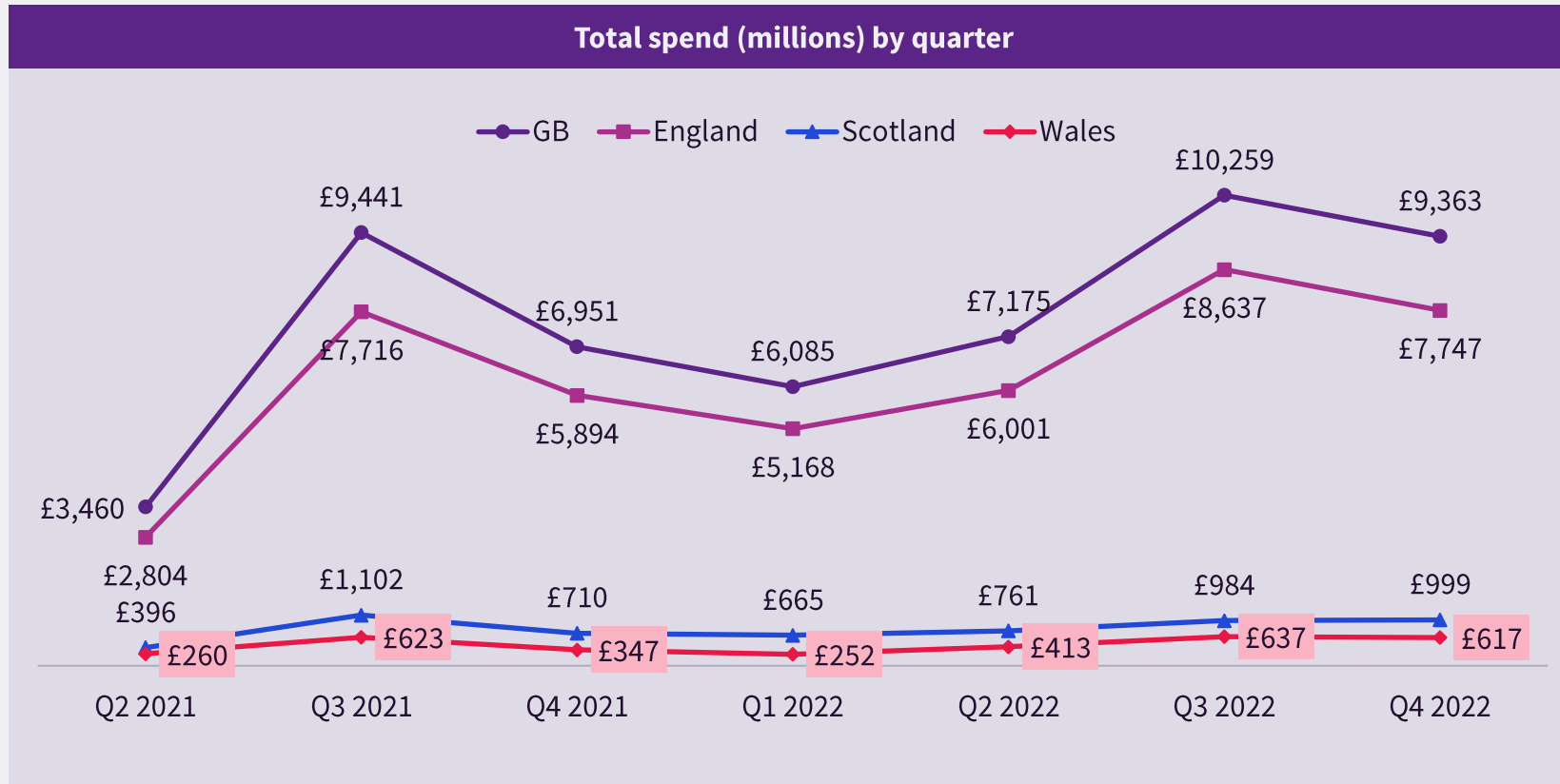
Domestic overnight trips by quarter 2021-2022

Overall, Q3 2021 experienced the highest number of domestic trips to each nation, as COVID-19 lockdowns ended but international travel was still somewhat restricted. As consumers returned to cities and large towns during Q4 2022, overnight trips increased across all nations, when compared to Q4 in 2021.



Total trip spend by quarter 2021-2022

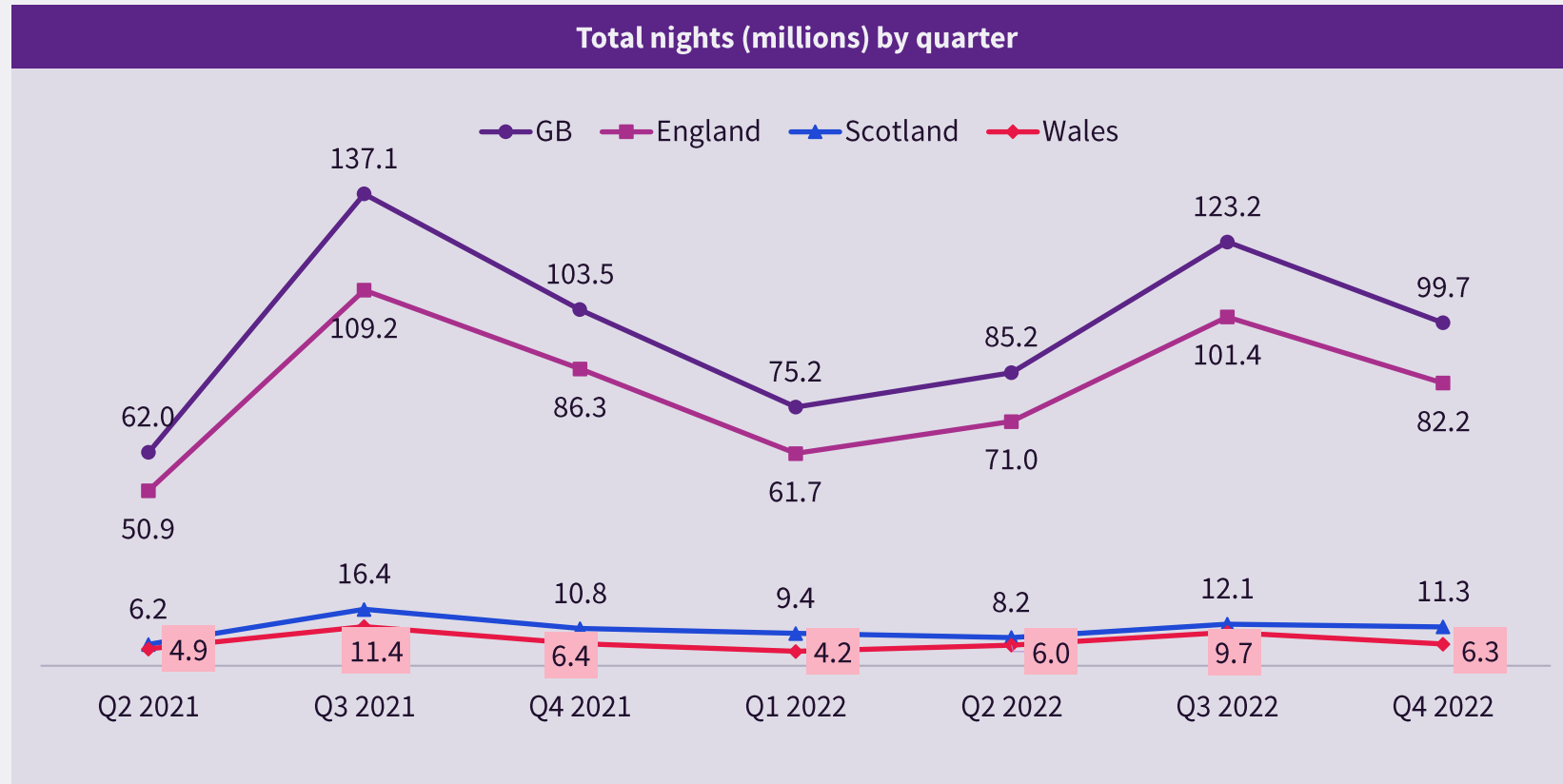
The Summer (Q3) of 2022 saw record spend on domestic trips to Britain (since the beginning of the new statistics in April 2021). Scotland experienced a slight uptick in spend in Q4 2022 due to increases in business trips and spend on personal events and celebrations.



Nation	Total spend 2022 (millions)	Proportion of spend 2022
GB	£32,882	
England	£27,554	84%
Scotland	£3,410	10%
Wales	£1,919	6%

Nights spent on a trip by quarter 2021-2022

When comparing to equivalent quarters in 2021, there's a general downward trend for nights spent on a domestic trips to all nations in 2022. This reflects a move to shorter trips to see friends and family and shorter business trips. These changes may be in response to the cost-of-living crisis. Sentiment Trackers commissioned by VisitBritain throughout 2022 indicated that circa 15% of respondents would reduce the number of nights spent on a trip in response to the cost-of-living crisis.



Nation	Total nights 2022 (millions)	Proportion of nights 2022
GB	383.3	
England	316.2	82%
Scotland	40.9	11%
Wales	26.1	7%

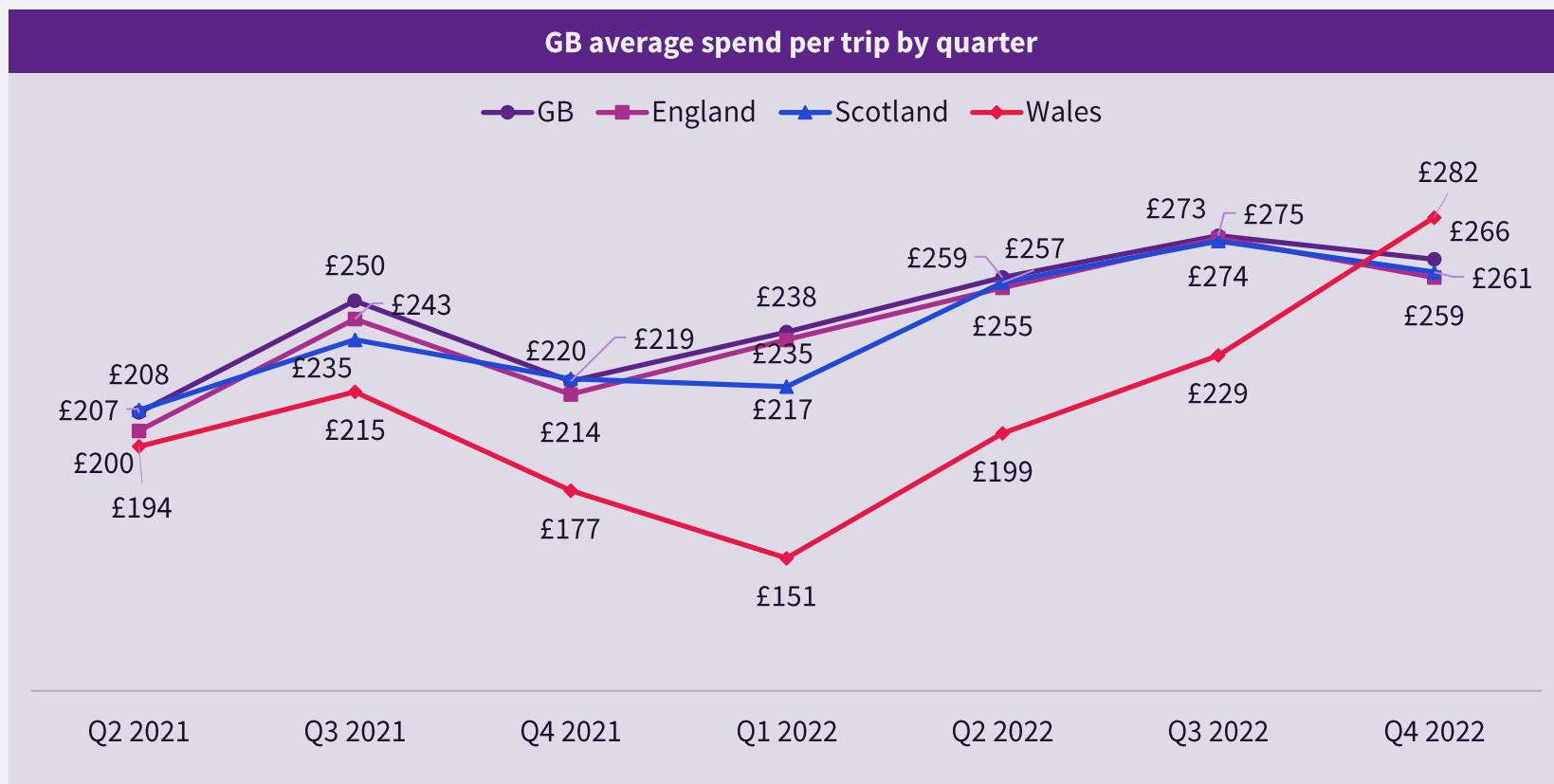
Nation of residence by nation of destination in 2022

Wales experiences the most cross-nation tourism with the majority of trips coming from England. Tourism to Scotland is almost equally split among Scottish residents and non-residents, while less than 1 in 10 trips to England were from other British nations. While there's been no major change in inter-nation travel since 2021, it's important to note that trips to other nations tend to have a higher average spend than trips in the home nation.



Average spend per trip 2021-2022

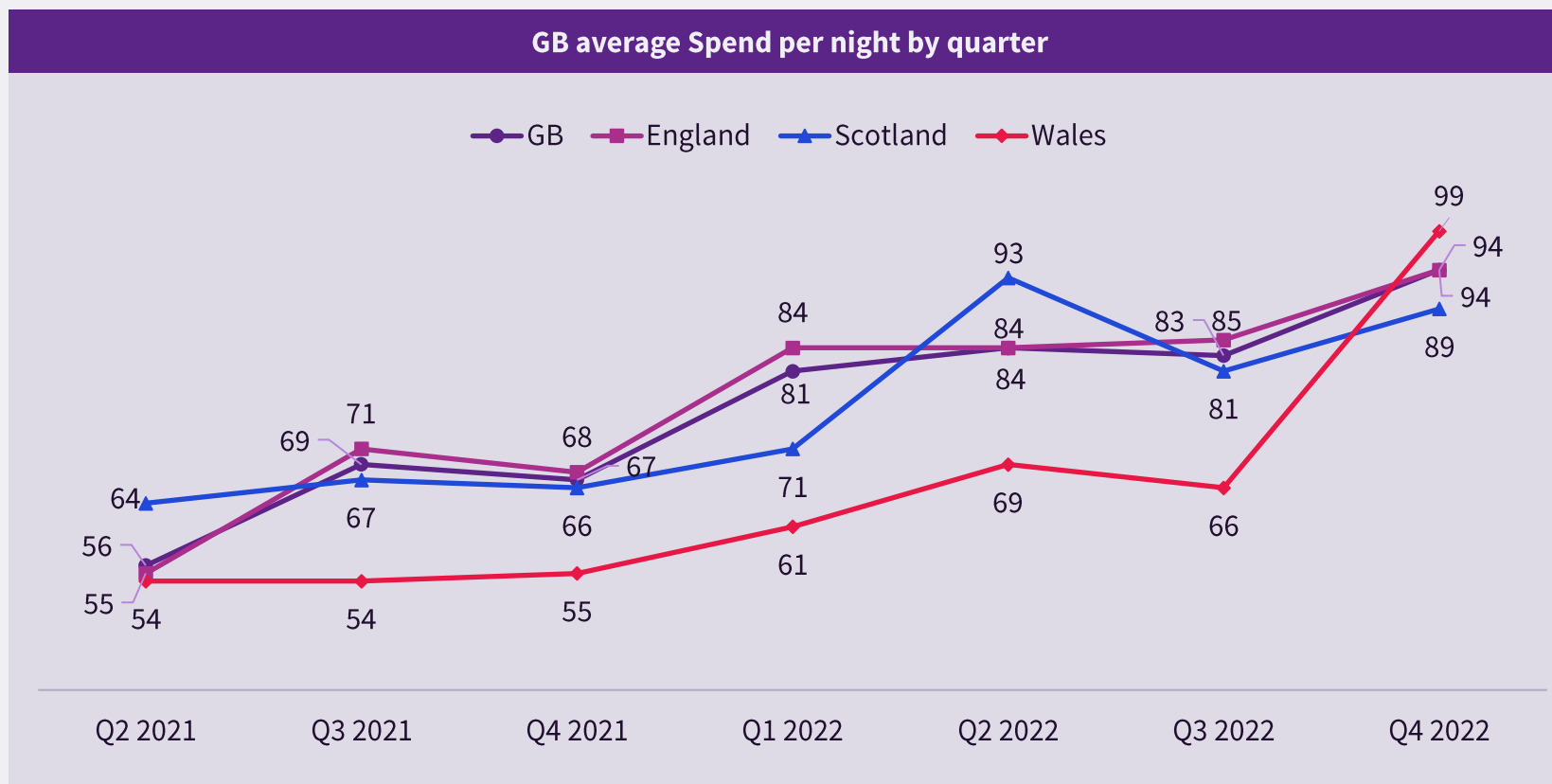
Average spend per trip increased across the board in 2022, in line with the rising cost of living. The annual rate of inflation reached a 41 year high of 11.1% in October 2022. When comparing equivalent quarters, average spend in Scotland Q4 2022 is 19% higher than Q4 2021.



Nation	Average spend per trip 2021 (April to December)	Average spend per trip 2022 (April to December)
GB	£230	£268
England	£224	£264
Scotland	£224	£253
Wales	£198	£237

Average spend per night 2021-2022

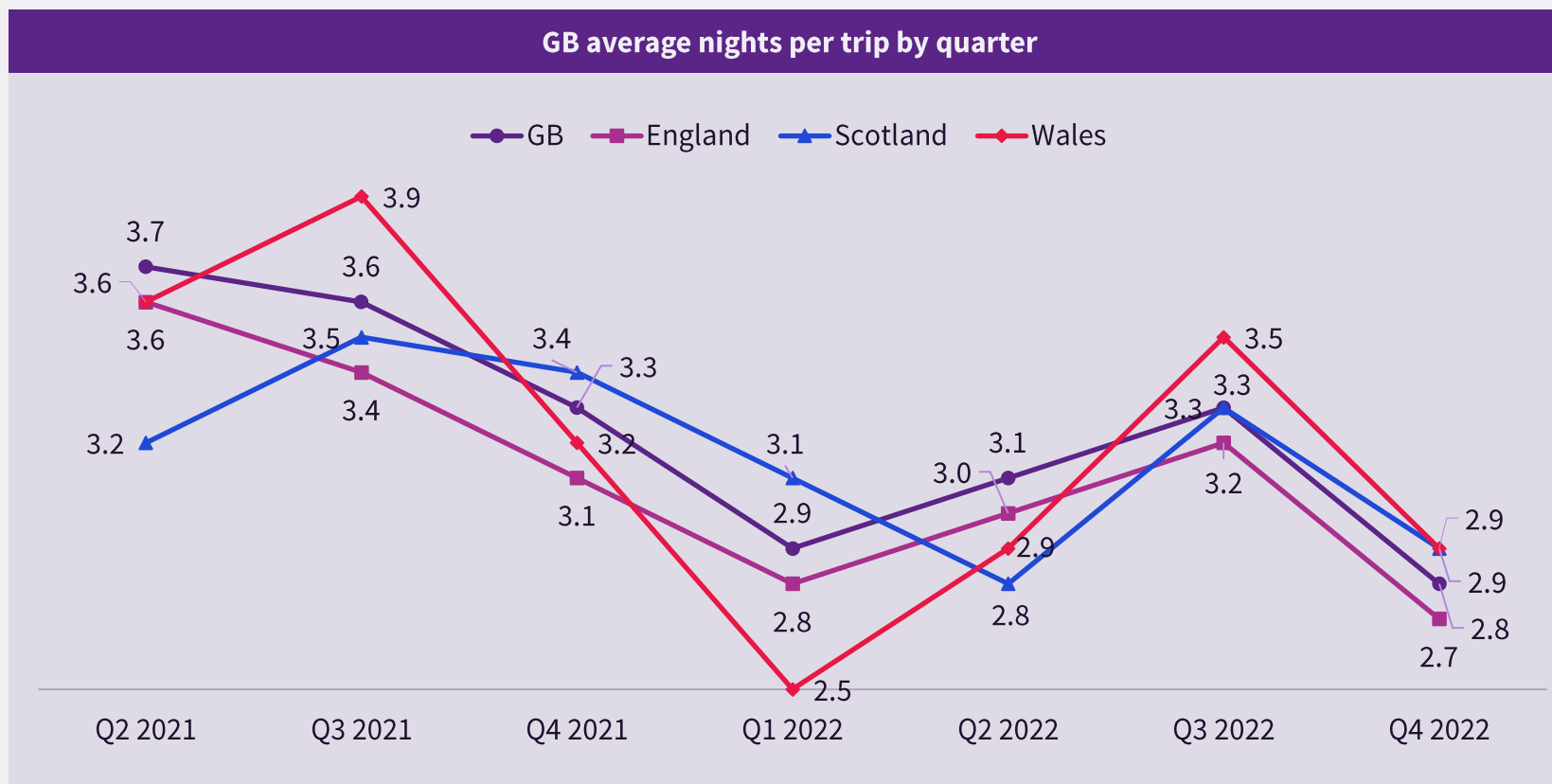
As the number of nights per trip reduced and overall spend increased, the average spend per night also increased throughout 2022. Scotland's peak in Q2 2022 is largely due to a particularly high spend of £102 per night in April during the Easter holidays.



Nation	Average spend per night 2021 (April to December)	Average spend per night 2022 (April to December)
GB	£66	£87
England	£67	£88
Scotland	£66	£87
Wales	£54	£76

Average nights per trip 2021-2022

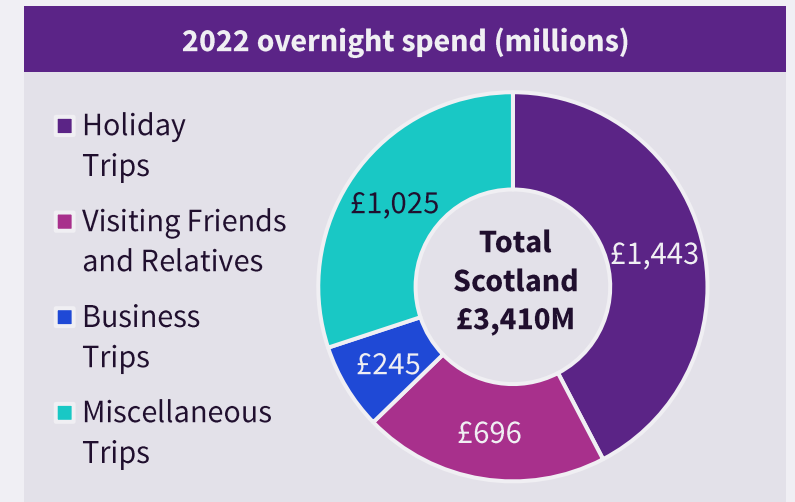
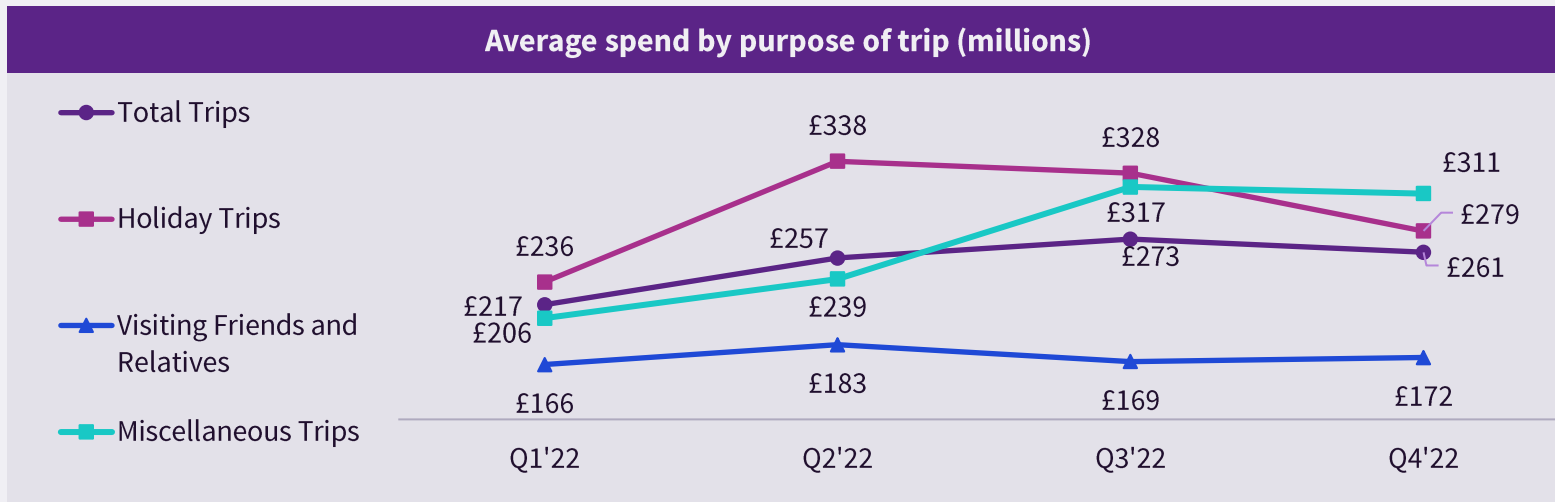
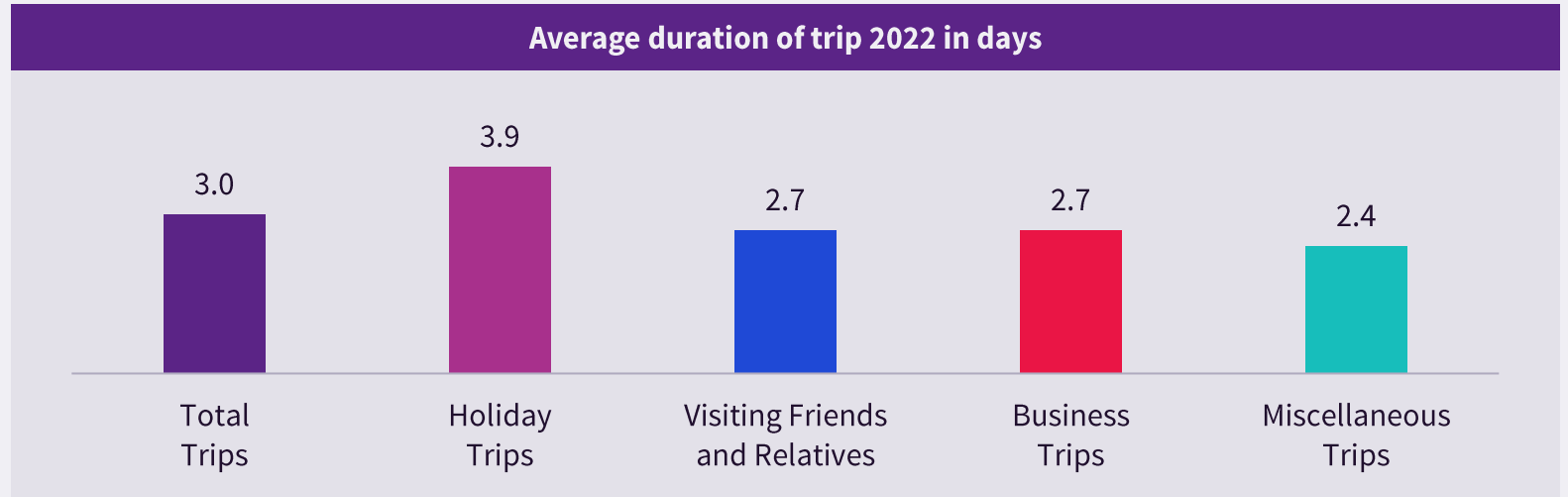
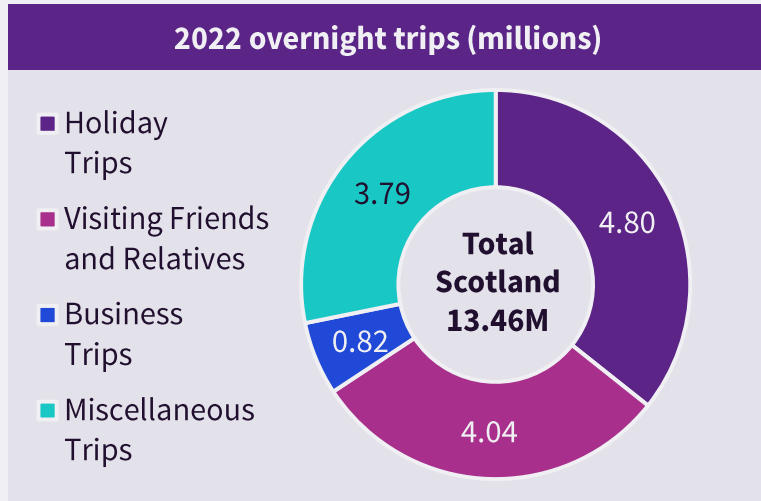
Average nights per trip fell across all nations in 2022, with quarter-on-quarter decreases for all nations. When comparing 2021 (April to December) and 2022 (April to December) there's a 10% decrease in average nights spent on a trip. This may be in response to rising inflation during 2022, and the recovery of outbound international travel, whereby Great Britain residents were taking shorter domestic trips in order to take more trips abroad.



Nation	Average nights per trip 2021 (April to December)	Average nights per trip 2022 (April to December)
GB	3.5	3.1
England	3.4	3.0
Scotland	3.4	3.0
Wales	3.7	3.1

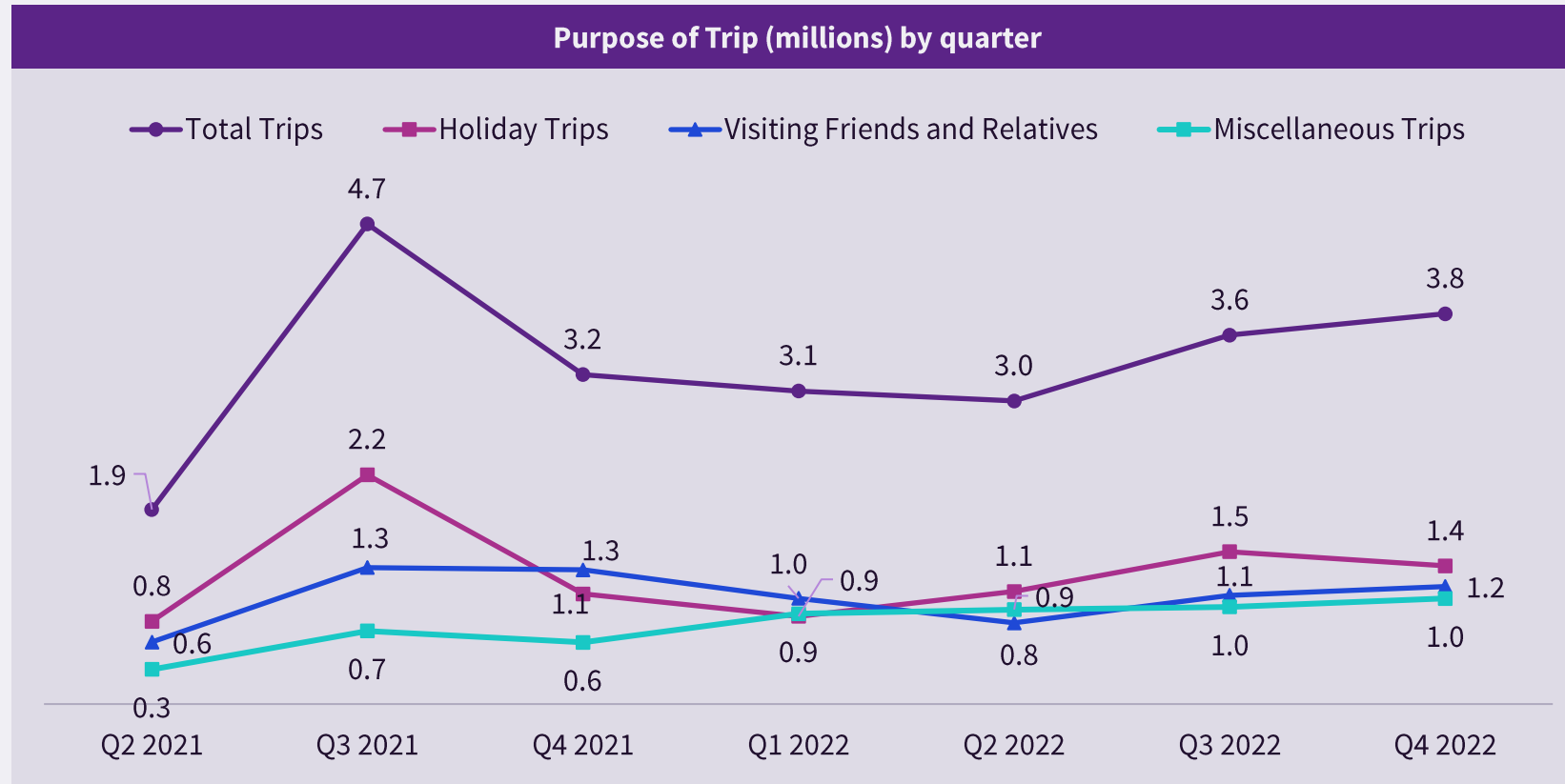
Domestic Overnights Trips to Scotland 2021-2022

Summary of domestic overnight trips to Scotland in 2022



Overnight trip purpose by quarter

While holiday trips and visiting friends and relatives remain the most common reasons for taking a trip in Scotland, there's a clear increase in miscellaneous trips throughout 2022, as more people travel internationally (miscellaneous trips include domestic trips as part of an overseas trip).

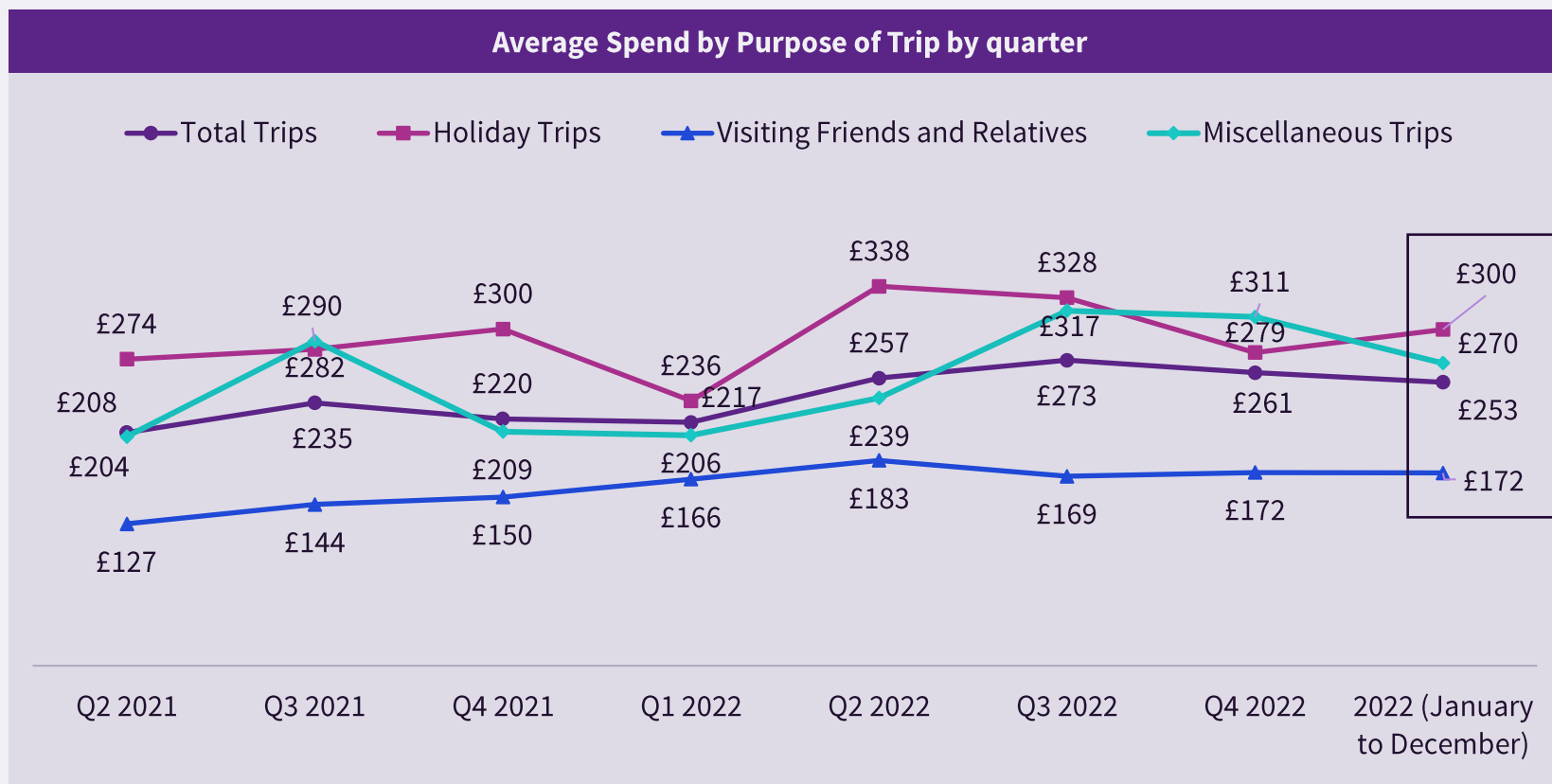


Purpose 2022	Number of Trips 2022 (millions)	Proportion of Trips
Total Trips	13.46	
Holiday Trips	4.80	36%
Visiting Friends and Relatives	4.04	30%
Business Trips*	0.82	6%
Miscellaneous Trips	3.79	28%

*Base size is between 30 and 100, it is recommended to only use the estimates as indicative. Base sizes under 30 have been excluded.

Average spend by trip purpose

All trip types in 2022 experienced an increase in average spend per trip, when compared with the equivalent quarter in 2021. Average spend on holiday trips in Scotland increased by 11% between 2021 (April to December) and 2022 (April to December), which is a lesser increase than all other trip types. Average spend in England and Wales also increased, which suggests it may be due to inflation.

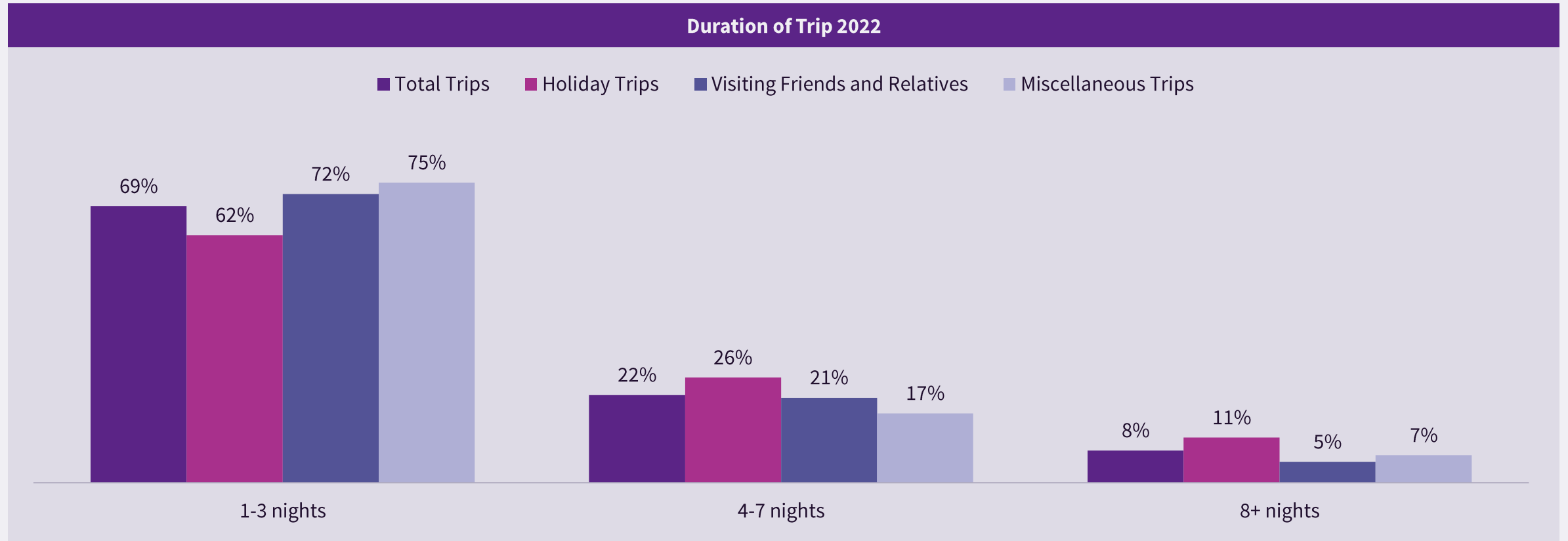


Nation	Average Spend 2021 (April to December)	Average Spend 2022 (April to December)
Total Trips	£224	£264
Holiday Trips	£284	£314
Visiting Friends and Relatives	£143	£174
Business Trips*	£203	£256
Miscellaneous Trips	£243	£290

*Base size is between 30 and 100, it is recommended to only use the estimates as indicative. Base sizes under 30 have been excluded.

Duration of trip 2022

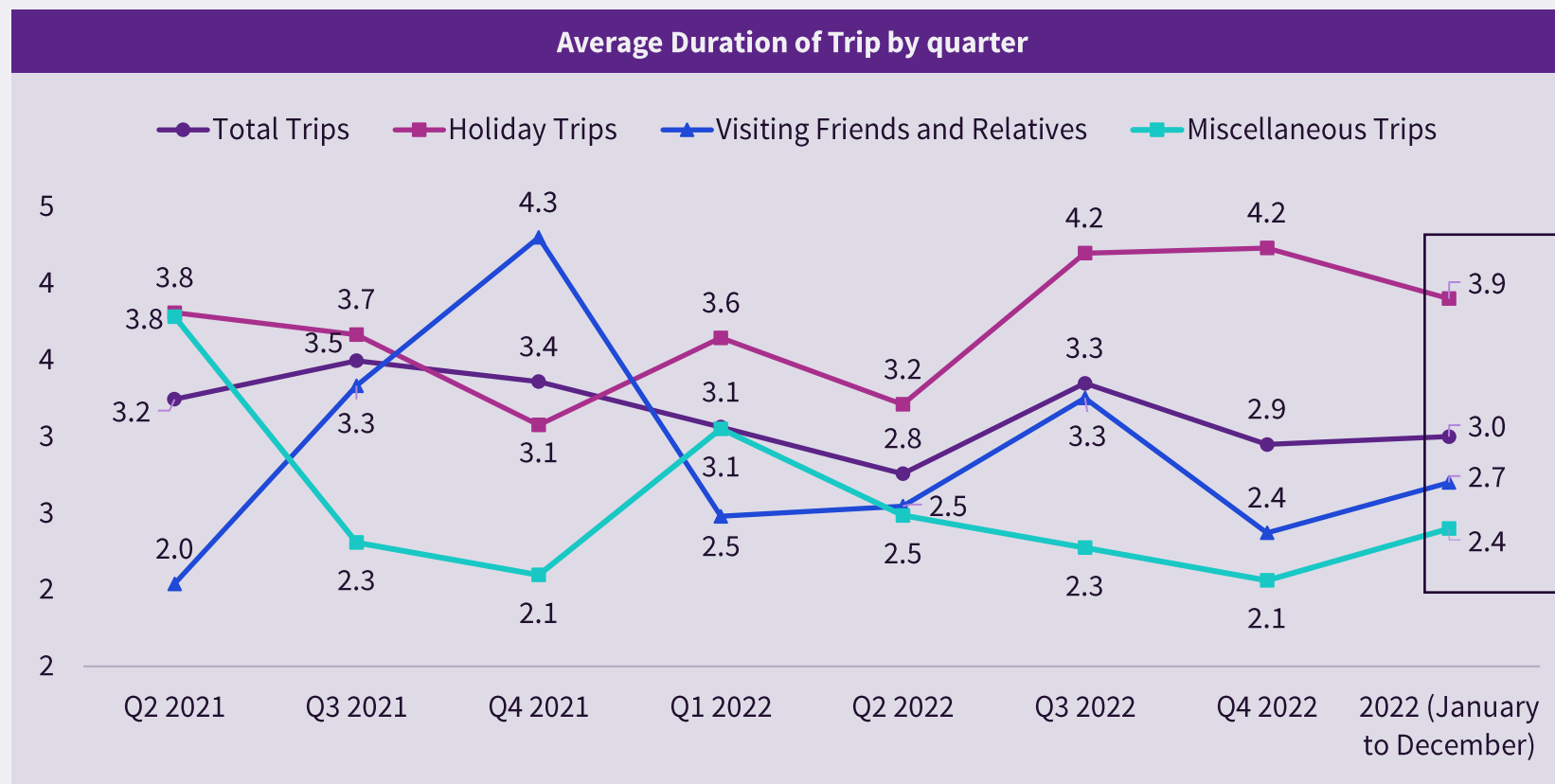
The majority of trips to Scotland in 2022 lasted 3 nights or less, this was particularly the case for visiting friends and relatives and miscellaneous trips. The duration of trips reduced across all nations in 2022 (April to December), when compared to 2021 (April to December). However, this did vary by trip purpose.



Base sizes under 30 have been excluded (business trips). 3% or less not shown.

Average duration of trip by quarter

Overall, the average duration of trips for all purposes in Scotland dropped by 10% in 2022 (April to December). Holiday trips were unaffected by this shift, with Q3 and Q4 2022 trip lengths increasing. Trip length varied across trip profile and demographics in 2022 as retirees, trips with children, larger groups and trips that went to visitor attractions were the longest average duration. England residents that visited Scotland also took longer trips than those from other nations (average of 3.6 days versus 2.5 for Scotland residents and 2.8 for Wales* residents).



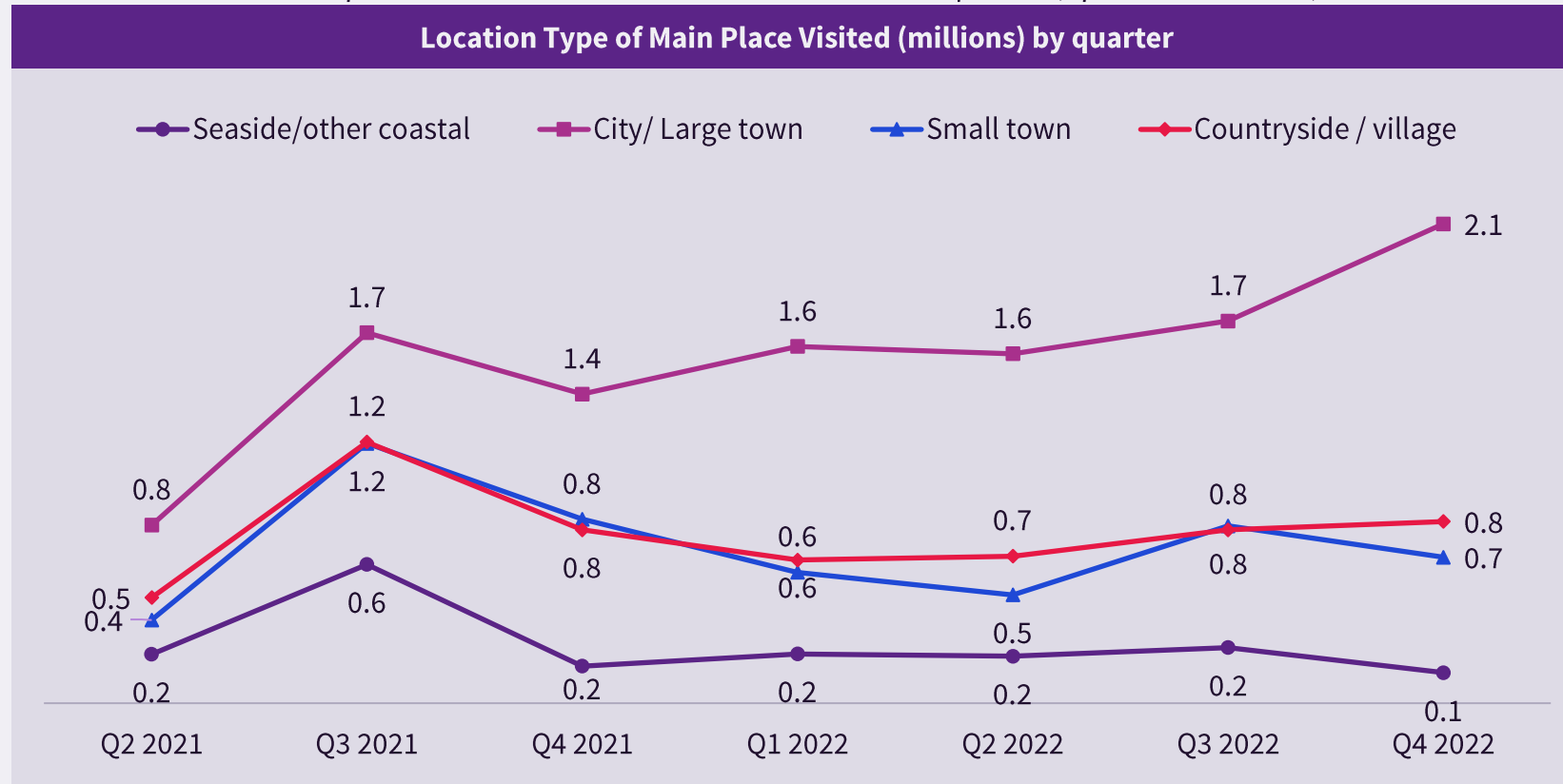
Trip Purpose 2022	Average Duration 2021 (April to December)	Average Duration 2022 (April to December)
Total Trips	3.4	3.0
Holiday Trips	3.5	3.9
Visiting Friends and Relatives	3.5	2.7
Business Trips	4.1	2.3
Miscellaneous Trips	2.5	2.3

*Base size is between 30 and 100, it is recommended to only use the estimates as indicative. Base sizes under 30 have been excluded.

Location type of main place visited overnight

Large cities and towns proved to be the most popular destinations in 2022 in Scotland, followed by the countryside and small towns. There was a 4 percentage point decrease in the proportion of trips that went to the seaside/coastal areas in 2022, this drop was even more pronounced for holiday trips (-7pp) and is likely due to the return of international sun holidays in 2022. Trips to large cities and towns increased in 2022 (+12pp) when compared to 2021, with a corresponding drop in the proportion of trips to small towns (-5pp) and the countryside or villages (-3pp).

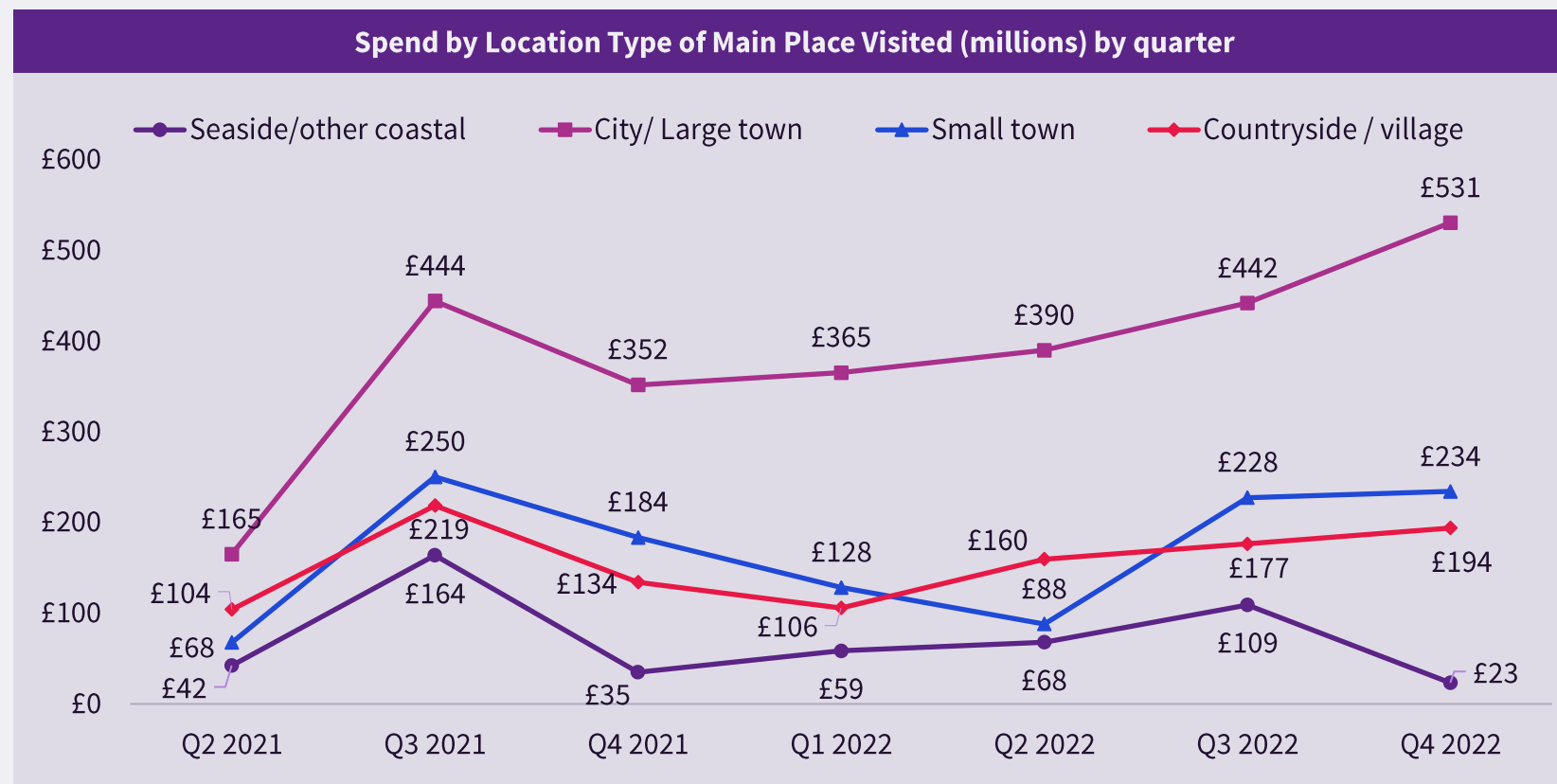
Please note that all comparisons made above are for the same time period (April to December) in 2021 and 2022



Location Type	Trips 2022 (millions)	Proportion of Trips
Seaside or other coastal	0.81	6%
City or large town	6.99	52%
Small town	2.51	19%
Countryside or village	2.87	21%

Spend by location type of main place visited 2022

While spend in all location types, except seaside or coastal, increased in 2022, only large cities and towns increased the proportion of spend (+6pp). Q4 2022 was a particularly strong period for spend in cities and large towns, largely due to an increase in visiting friends and family in this period.

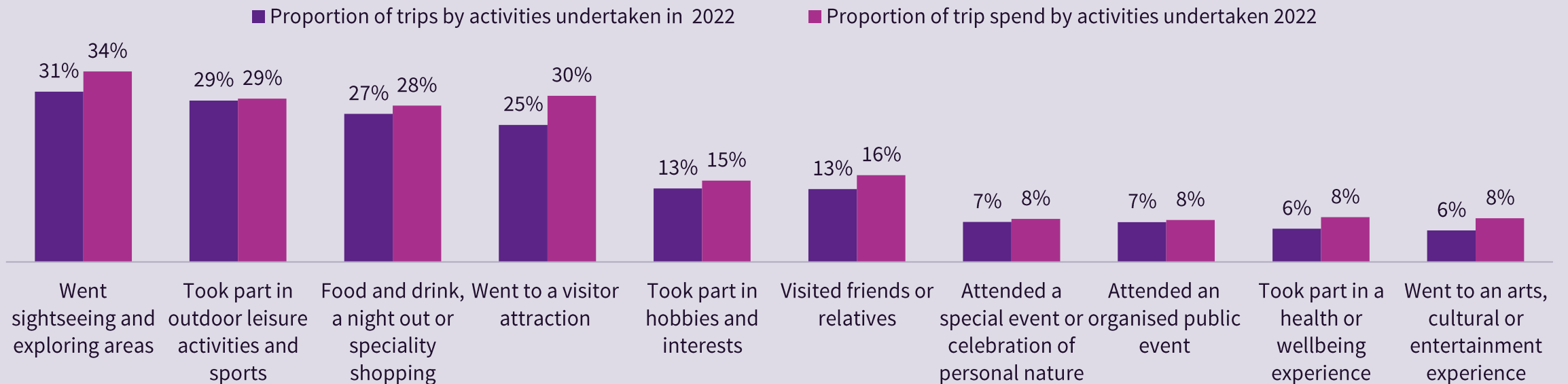


Location Type	Spend 2022 (millions)	Proportion of Spend
Seaside or other coastal	£259	8%
City or large town	£1,728	51%
Small town	£678	20%
Countryside or village	£636	19%

Trips and trip spend by main activities undertaken in 2022

Sightseeing and outdoor leisure activities were the most popular trip activities in Scotland in 2022. However, there was a 3 percentage point drop in the proportion of trips that went sightseeing and a 13 percentage point drop in spend on trips that included sightseeing in 2022 (April to December), when compared to 2021 (April to December). While sightseeing is the most common trip activity across all nations, for Great Britain overall, trips for food, drink and speciality shopping take the second spot.

Proportion of trips and spend by activities undertaken in 2022



Trip spend by activities undertaken in 2022

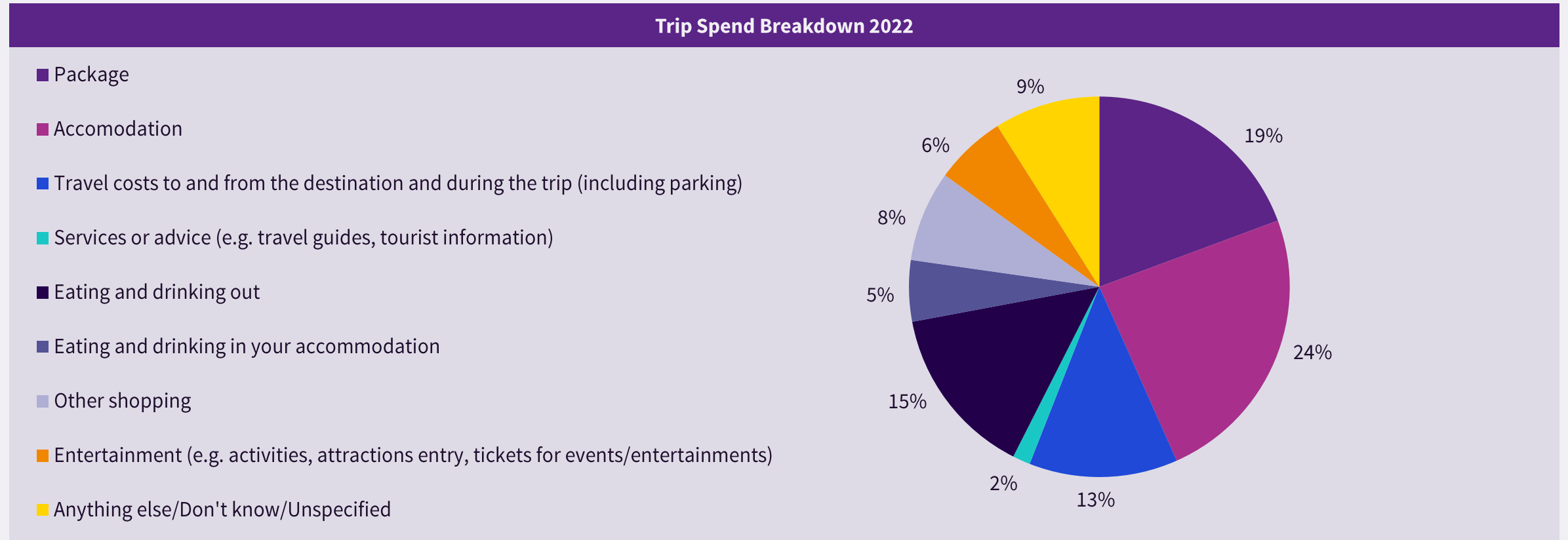
Trips that included sightseeing, or attending a visitor attraction, had the highest spend and average spend per trip in Scotland in 2022. There was a 13 percentage point decrease in trip spend in 2022 where the activity was sightseeing. Average spend per trip where the activity was attending a special event or celebration of personal nature (e.g. wedding, birthday, anniversary etc.) increased by £91 between 2021 and 2022 (April to December).



*Base size is between 30 and 100, it is recommended to only use the estimates as indicative.

Trip spend breakdown 2022

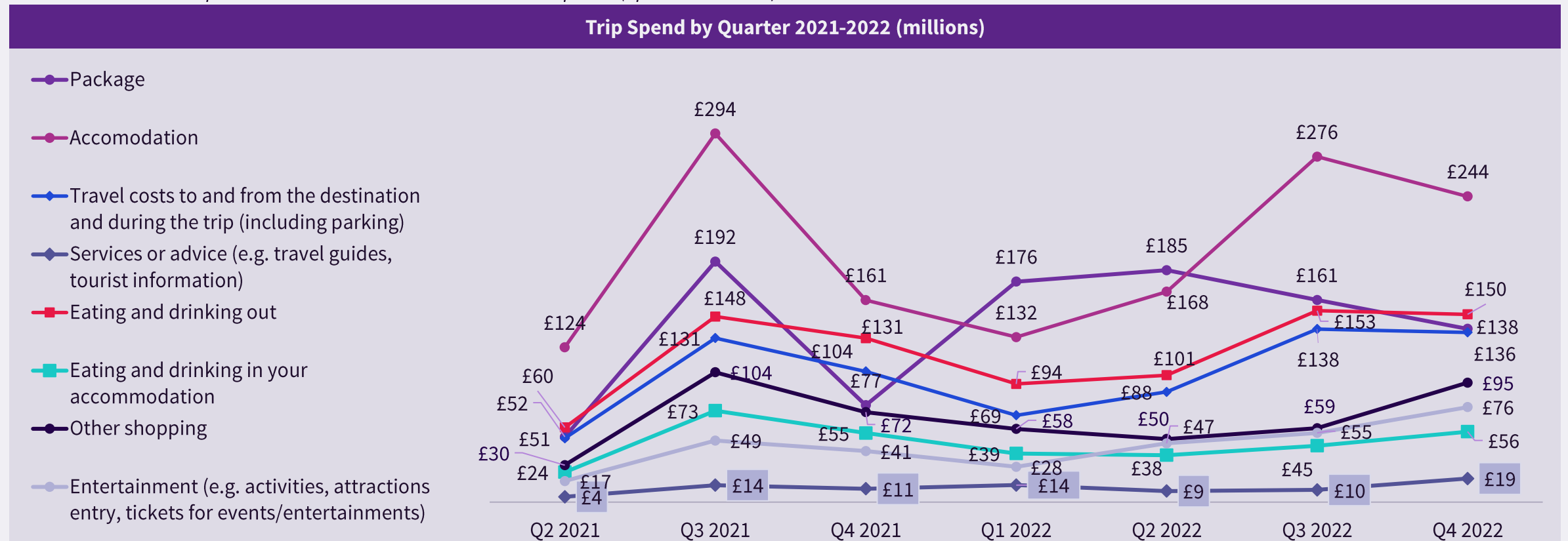
There was minimal change in the proportion of spend on each category in 2022, the majority of trip spend still goes to accommodation, package holidays and eating and drinking out. The proportion of spend on packages did increase by 3 percentage points in 2022. Trips by England residents had a higher proportion of spend on packages than other nations (26% England, 10% Scotland and 20% Wales).



Trip spend by quarter 2021-2022

Spend on all major categories, package, travel and accommodation, increased between 2021 and 2022. This is likely due to inflation, as the annual consumer price index for hotels in 2022 was 11.4%, and 6.9% for transport. As expected, peak spend on accommodation is in Q3, however, package holiday spend peaks in Q1 and Q2 of 2022.

Please note that all comparisons made above are for the same time period (April to December) in 2021 and 2022



Trips, nights and spend by region of residence 2022

Trips by England residents represent almost half of all trips to Scotland in 2022. These trips last longer and have a higher spend than trips from residents of other regions. In contrast to Tourism Day Visits, there was no decrease in the proportion of trips to Scotland by England residents in 2022. Focusing solely on Scotland residents, West Scotland residents take the most trips to Scotland and have the highest average spend (£207 versus £193 for all trips by Scotland residents).

Total trips	Trips (millions)	Nights (millions)	Spend (millions)
Net: England	6.38	23.26	£2,035
London	1.82	6.77	£533
Rest of England (not London)	4.56	16.49	£1,502
Net: Scotland	6.92	17.18	£1,336
East Scotland	2.27	5.67	£394
North Scotland	1.36	3.34	£269
South Scotland*	0.28	0.51	£50
West Scotland	3.01	7.67	£623
Net: Wales*	0.17	0.47	£39

Holiday trips	Holiday Trips (millions)	Holiday Nights (millions)	Holiday Spend (millions)
Net: England	2.42	11.51	£892
London	0.55	3.56	£148
Rest of England (not London)	1.87	7.95	£744
Net: Scotland	2.33	6.94	£538
East Scotland	0.78	2.34	£169
North Scotland*	0.33	1.08	£81
South Scotland**	0.28	0.51	£50
West Scotland	1.15	3.39	£269
Net: Wales**	0.17	0.47	£39

*Base size is between 30 and 100, it is recommended to only use the estimates as indicative.

**Base sizes under 30, not recommended to use this data.

Trips, nights and spend by region visited 2022

In 2022, West Scotland was the region with the most trips and spend. For holiday trips, East and West Scotland were equally popular. Trips to North Scotland tend to be longer in duration, averaging 3.6 nights overall and 4.7 nights per holiday trip.

Total trips	Trips	Nights	Spend
East Scotland	4.64	12.14	£1,131
North Scotland	3.83	13.68	£897
South Scotland*	0.82	2.44	£159
West Scotland	4.80	12.35	£1,204

Holiday Trips	Trips	Nights	Spend
East Scotland	1.59	4.81	£469
North Scotland	1.40	6.60	£389
South Scotland*	0.42	1.64	£122
West Scotland	1.57	5.52	£459

*Base size is between 30 and 100, it is recommended to only use the estimates as indicative.

Scotland Profile of Trips

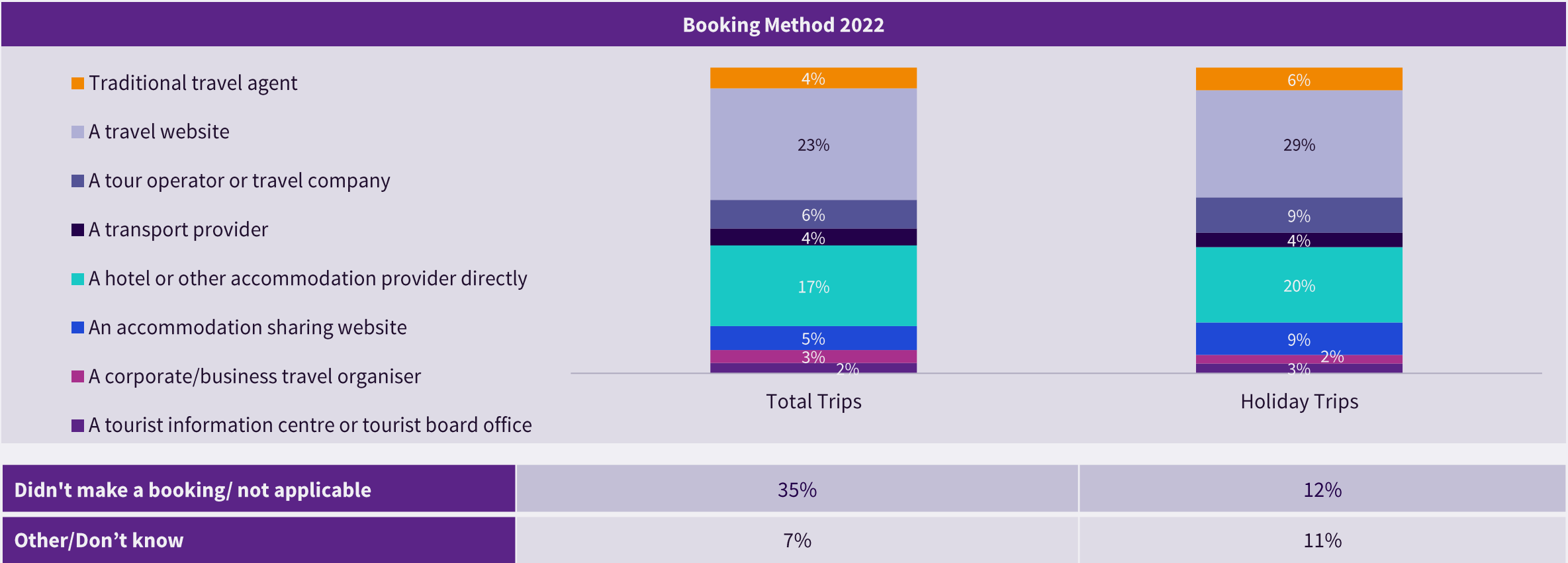
Accommodation booking lead time 2022

Almost half of holiday trips in 2022 were booked two or more months in advance. 1 in 6 overnight holiday trips were booked more than 6 months in advance in 2022. Trips with families are most likely to book well in advance.



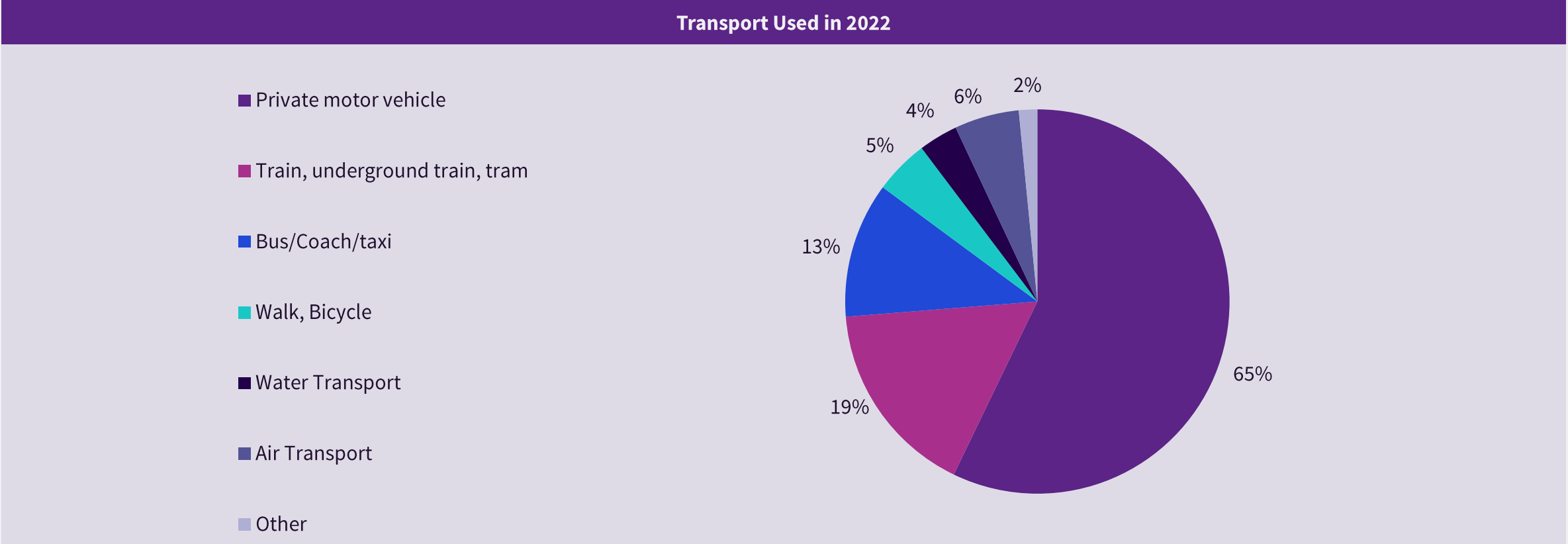
Booking method 2022

Travel websites and accommodation providers were the most popular means of booking a holiday to Scotland in 2022. There was little change in booking methods between April to December 2021 and April to December 2022. As expected, a higher proportion of holiday trips used travel websites, accommodation providers and accommodation sharing websites to book in advance, when compared to trips overall.



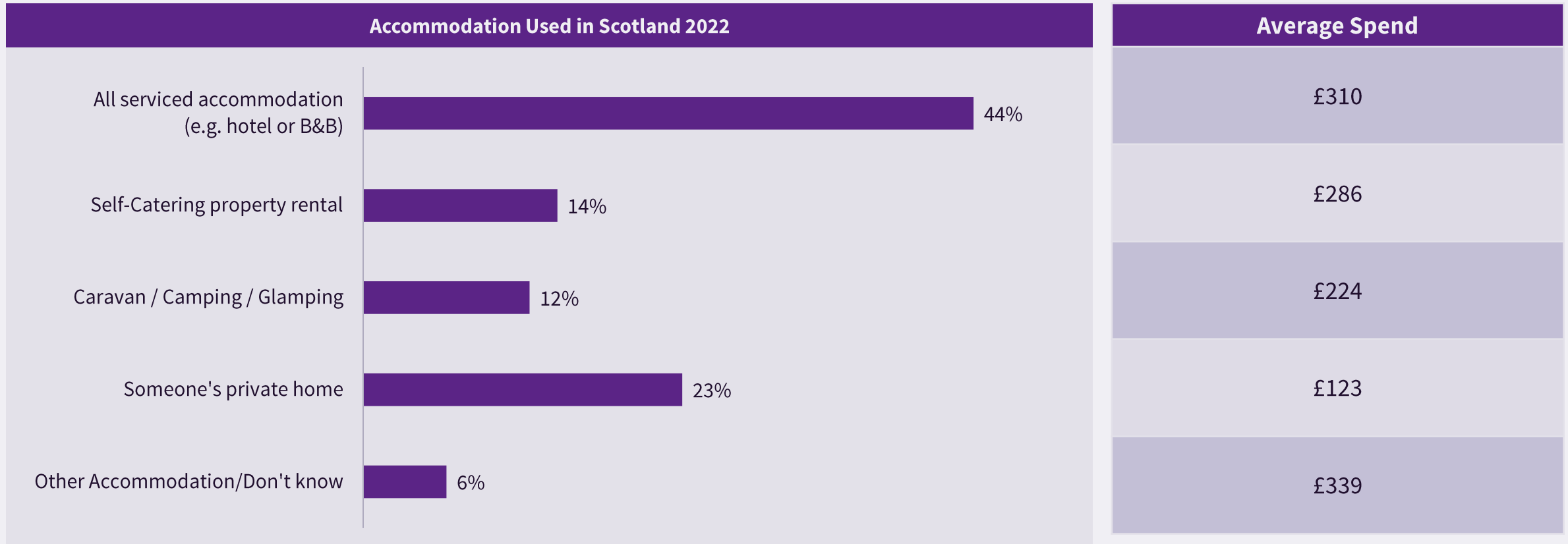
Transport used 2022

While the majority of trips used a private motor vehicle, business trips and visits to friends and family were most likely to use public and other types of transport. While there was a significant drop in the proportion of day visits using trains in Scotland in 2022, there was no such change for overnight trips.



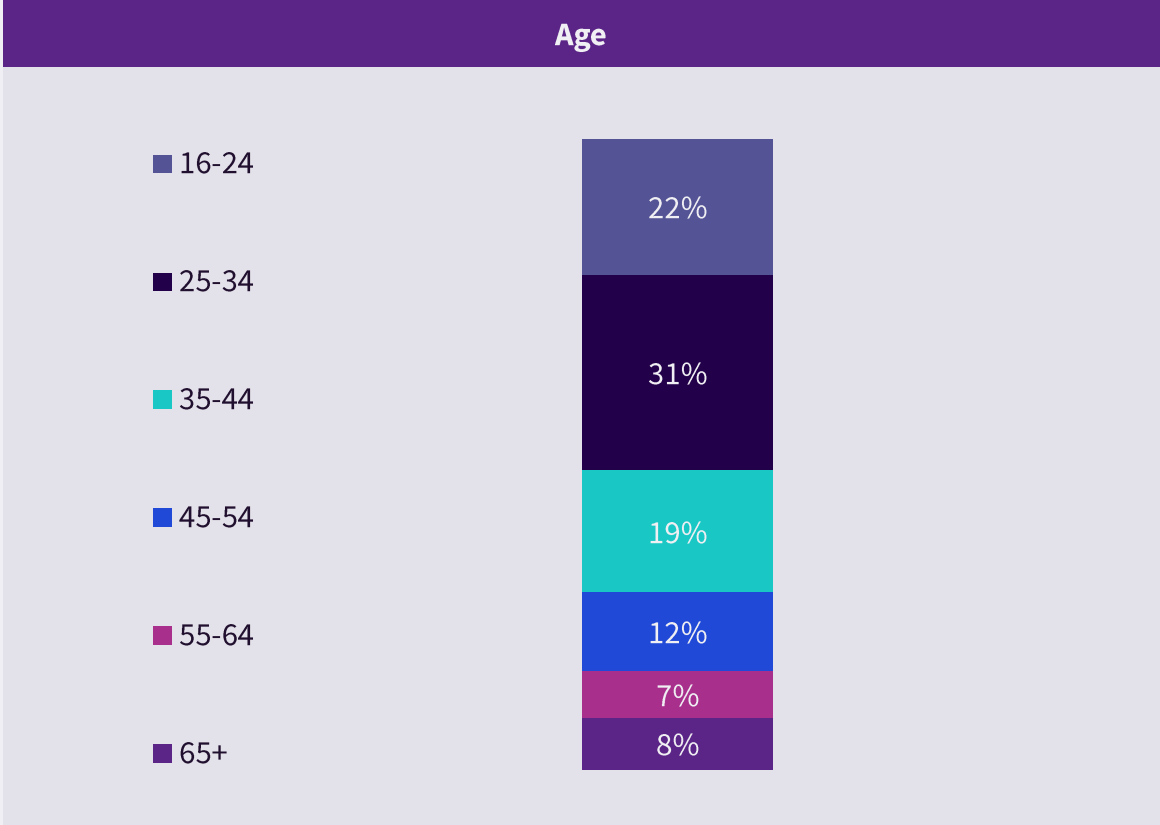
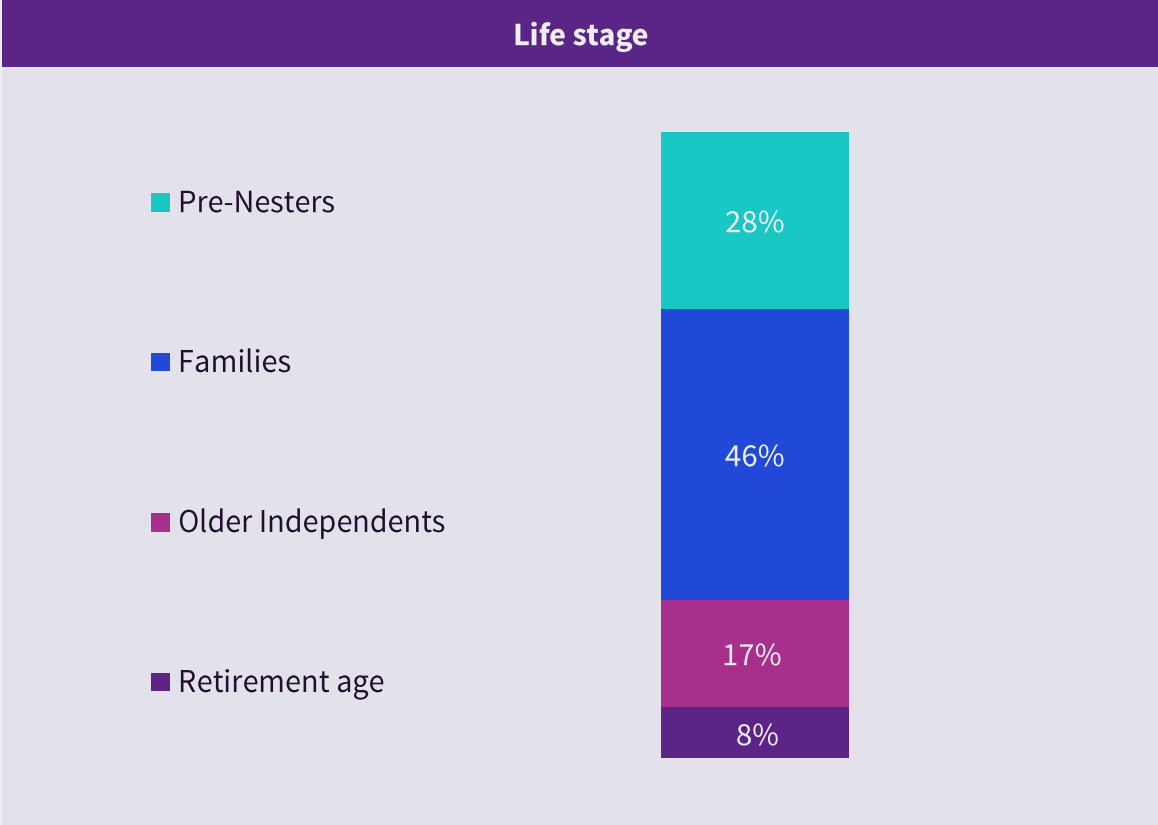
Accommodation used on overnight trips in 2022

Staying in a hotel was the most common type of accommodation used on overnight trips in Scotland. The type of accommodation used varies by trip purpose, with 4 in 10 holiday trips favouring camping or a self-catering accommodation. Average spend for trips using self-catering property is lower than for serviced accommodation and may have become more popular due to the rising cost of living.



Lifestage and age profile for domestic trips 2022

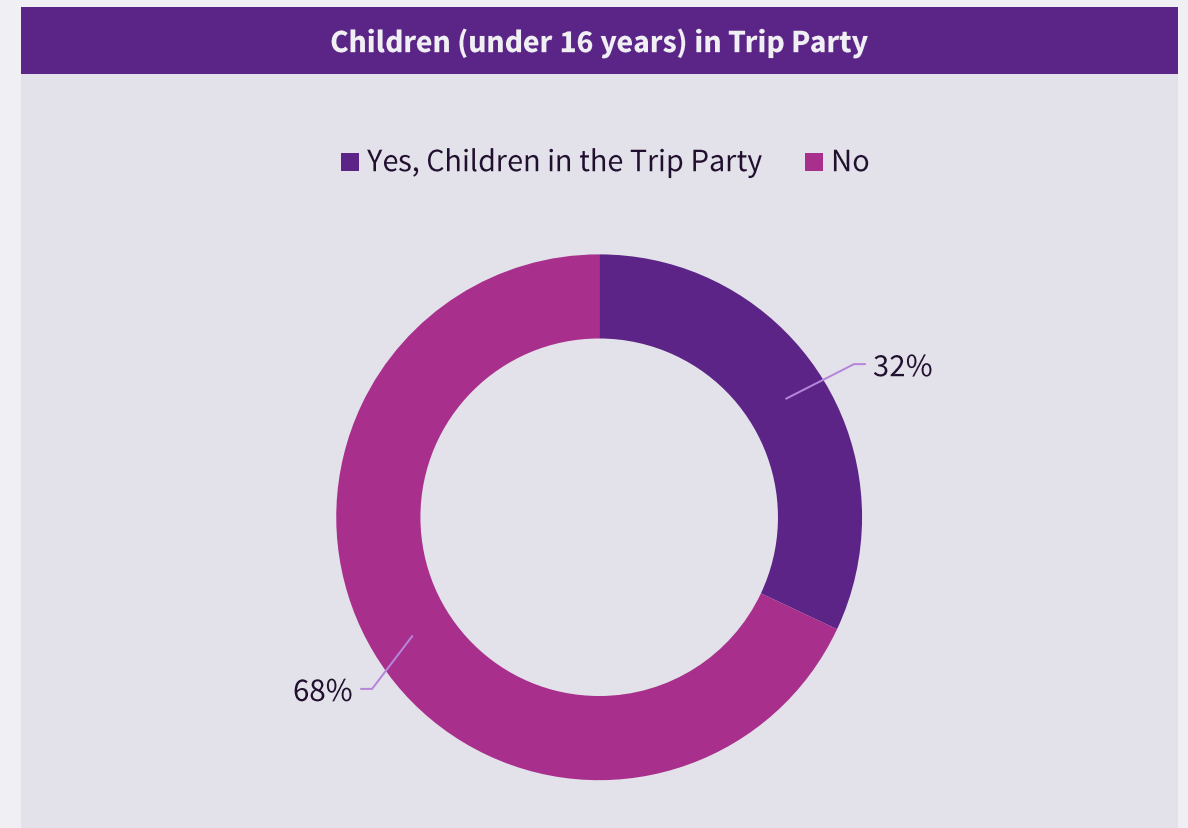
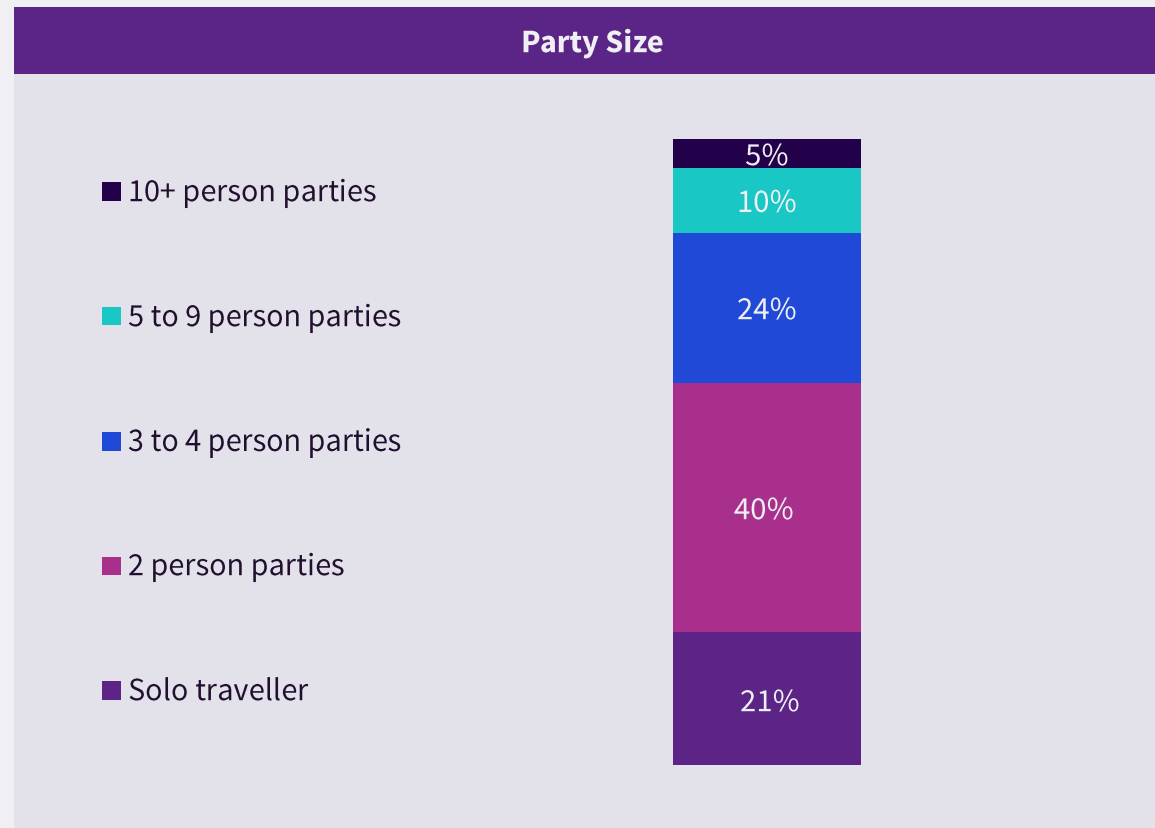
The highest proportion of trips made in 2022 were by those in the family lifestage at 46%, however, these trips have one of the lowest average spends. Trips to Scotland have a comparatively younger age profile than trips to England and Wales, with 53% made by under 35 year olds. Younger age groups show different preferences in location type and activities, and usually spend more.



Trip party size 2022

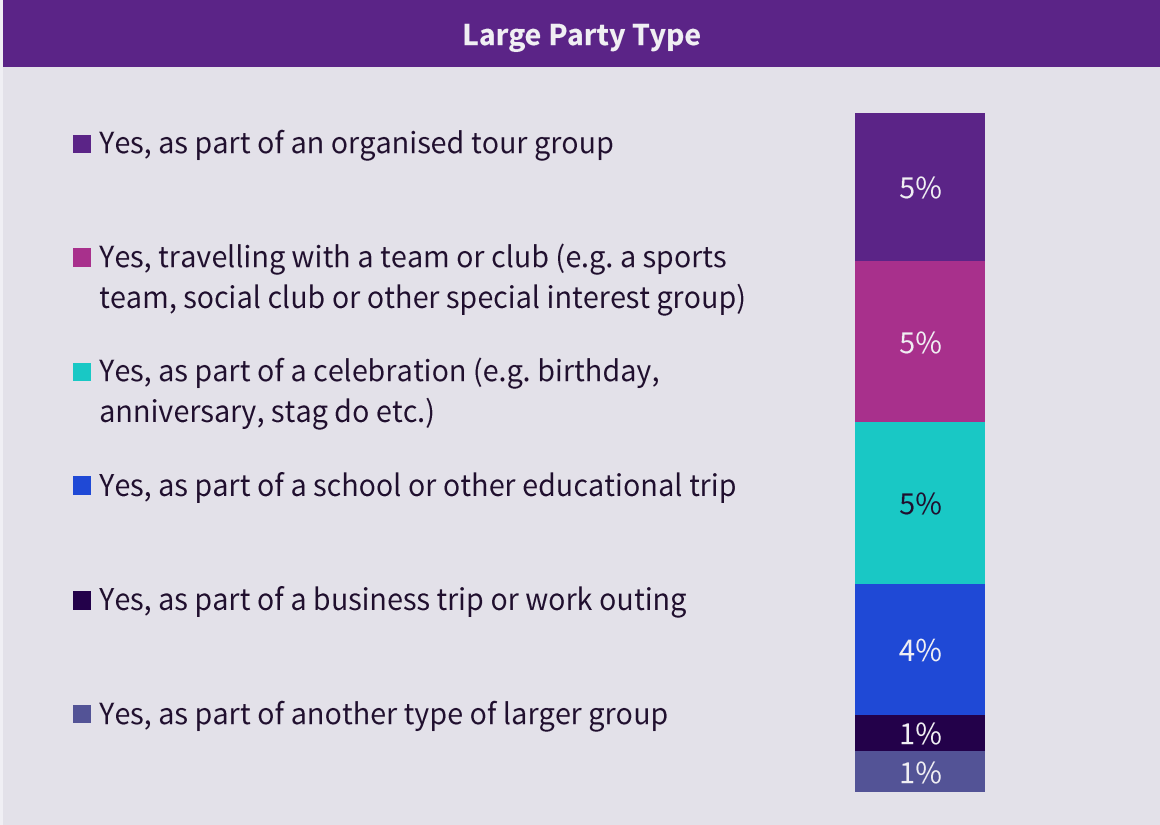
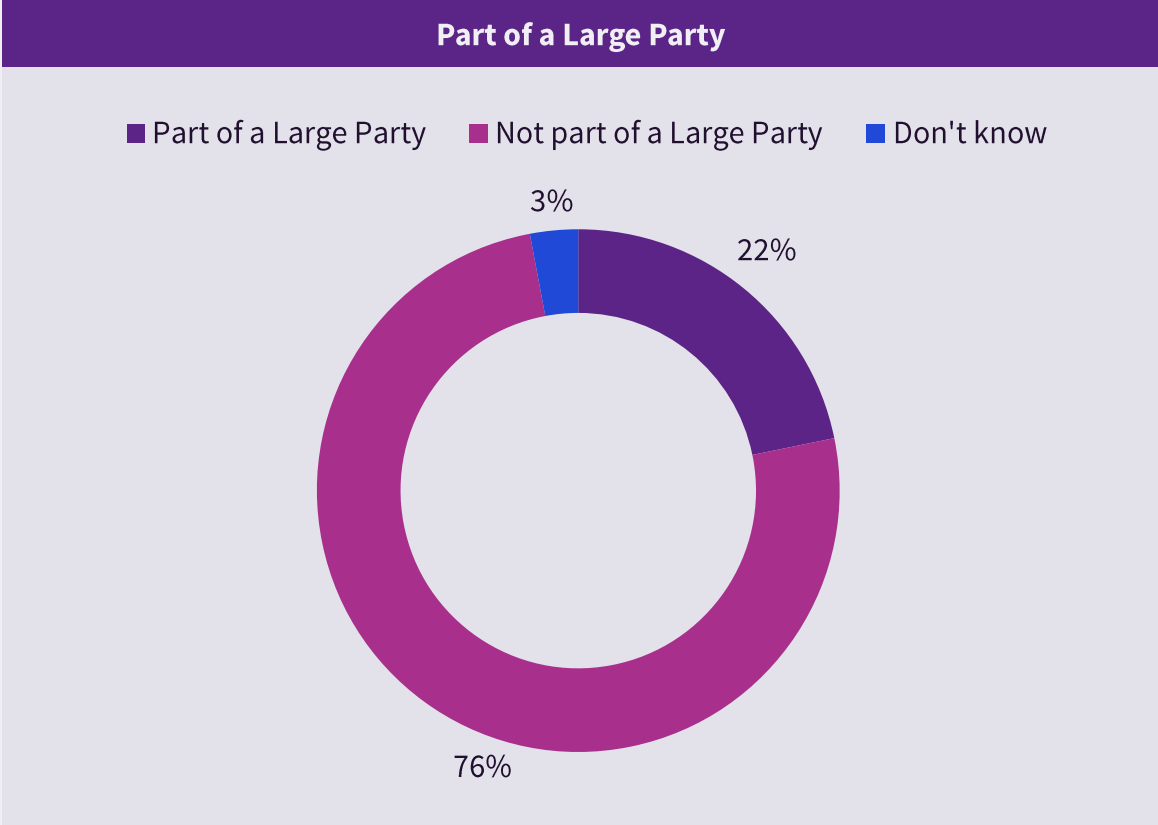
6 in 10 trip parties were made up of 2 people or less. A high proportion of solo travelers (44%) were visiting friends and relatives. There was an increase in the proportion of children on holidays to Scotland in 2022, versus 2021. The increase in holiday trips with children is more pronounced in Scotland than for Great Britain more generally.

Please note that all comparisons made above are for the same time period (April to December) in 2021 and 2022



Trip party composition 2022

1 in 5 trips were part of a larger group in 2022, with teams/clubs, tour groups and celebrations being the most prevalent large group type. Trips with larger groups have a higher average spend than those not part of a larger group (£278 versus £249).



Visits by home region and region of visit 2022

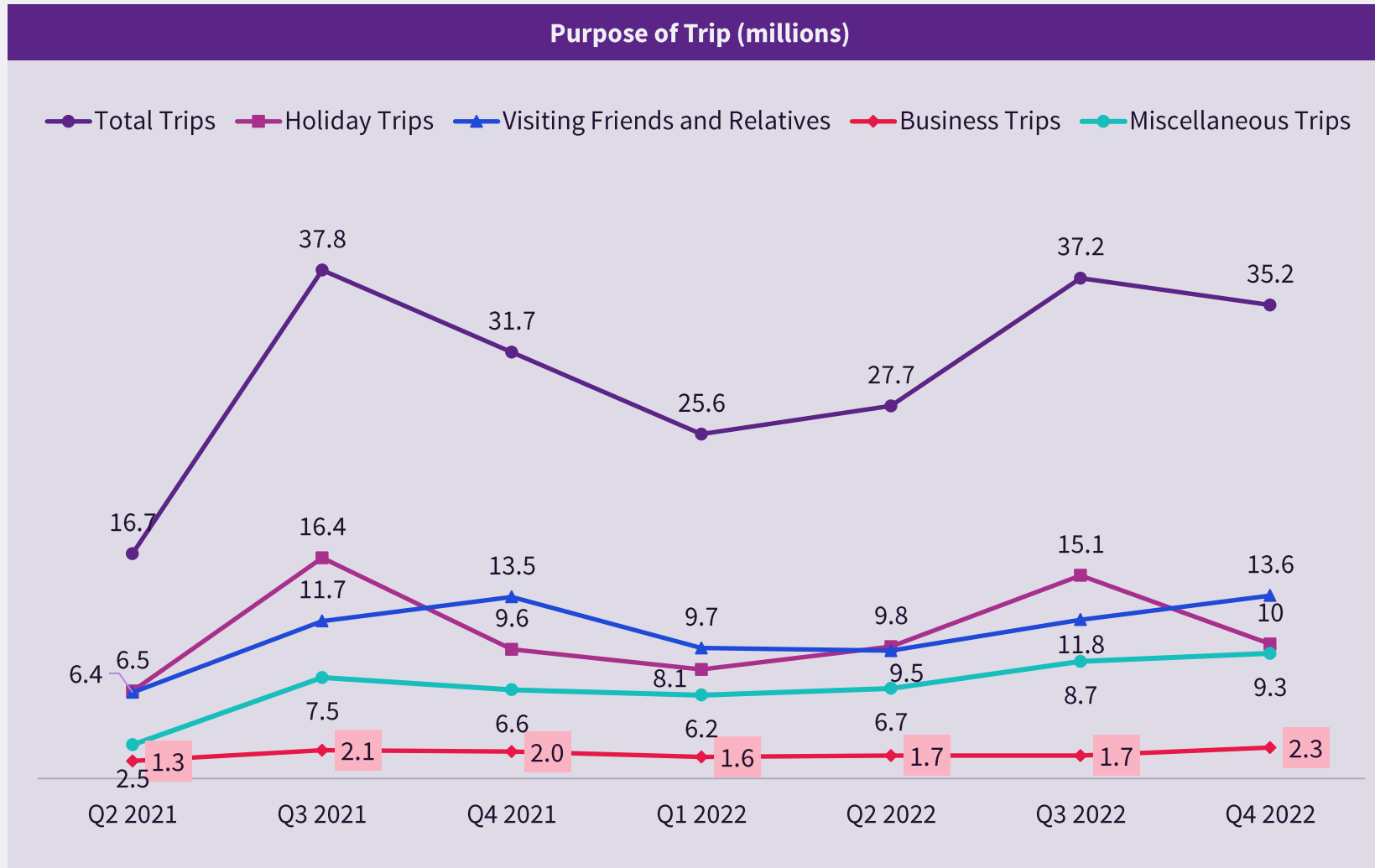
Scottish residents prefer their own region for overnight trips, over other Scotland regions. The North of Scotland is most popular among London residents, while the rest of England favoured the West of Scotland.

		HOME REGION															
		Net England	East Midlands	London	North West England	North East England	South East England	South West England	Yorkshire & the Humber	West Midlands	Rest of England (Not London)	Net Scotland	East of Scotland	North of Scotland	South of Scotland	West of Scotland	Net Wales
REGION VISITED	Base sizes of home region	436	32	101	71	29	42	36	56	40	335	1064	340	196	46	482	37
	East of Scotland	35%	39%	29%	35%	42%	49%	30%	31%	39%	37%	34%	48%	25%	25%	29%	21%
	North of Scotland	32%	22%	38%	31%	5%	17%	52%	36%	34%	30%	25%	23%	48%	15%	17%	32%
	South of Scotland	7%	11%	5%	7%	11%	6%	3%	2%	15%	7%	5%	4%	1%	34%	5%	18%
	West of Scotland	33%	38%	35%	35%	43%	34%	20%	38%	18%	32%	38%	30%	27%	32%	51%	25%

*Note that the above table is based on trips to Scotland, therefore the percentages exclude trips to England and Wales. Home regions with a base size less than 30 have been excluded. For base sizes between 30 and 100, it is recommended to only use the estimates as indicative.

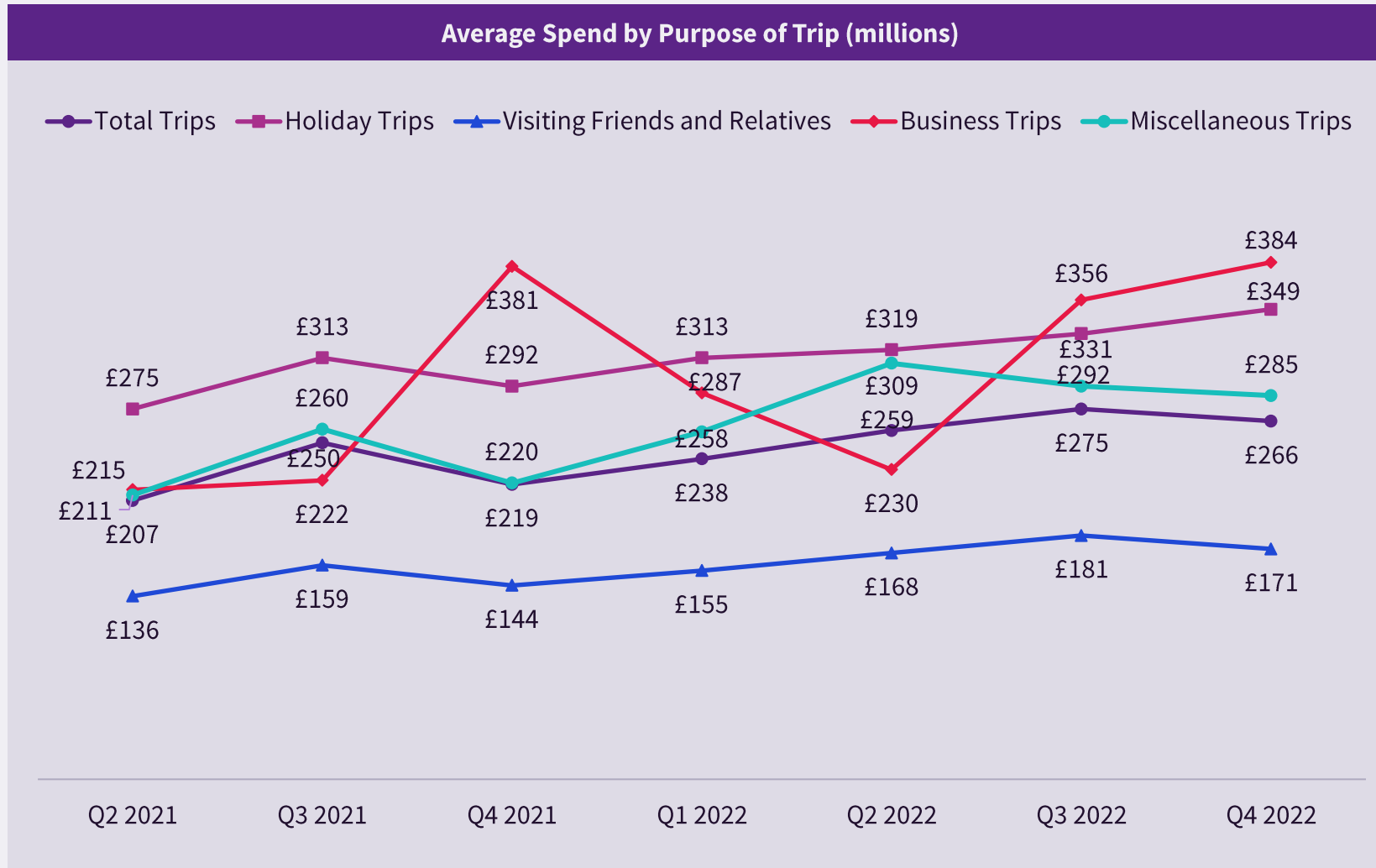
APPENDIX

Trip purpose by quarter in Great Britain



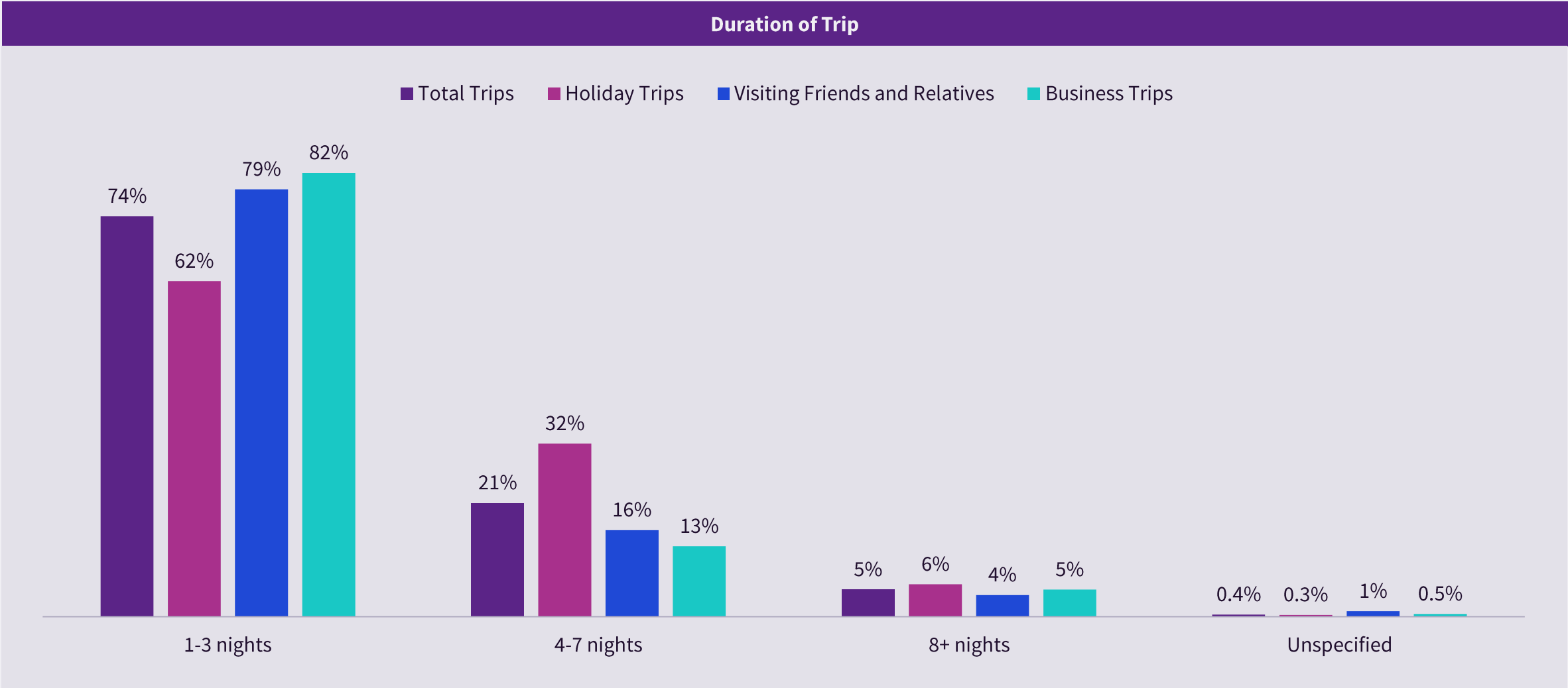
Purpose 2022	Number of Trips 2022	Proportion of Trips
Total Trips	125.7	
Holiday Trips	43.0	34%
Visiting Friends and Relatives	44.7	36%
Business Trips	7.2	6%
Miscellaneous Trips	30.8	25%

Average spend by trip purpose in Great Britain

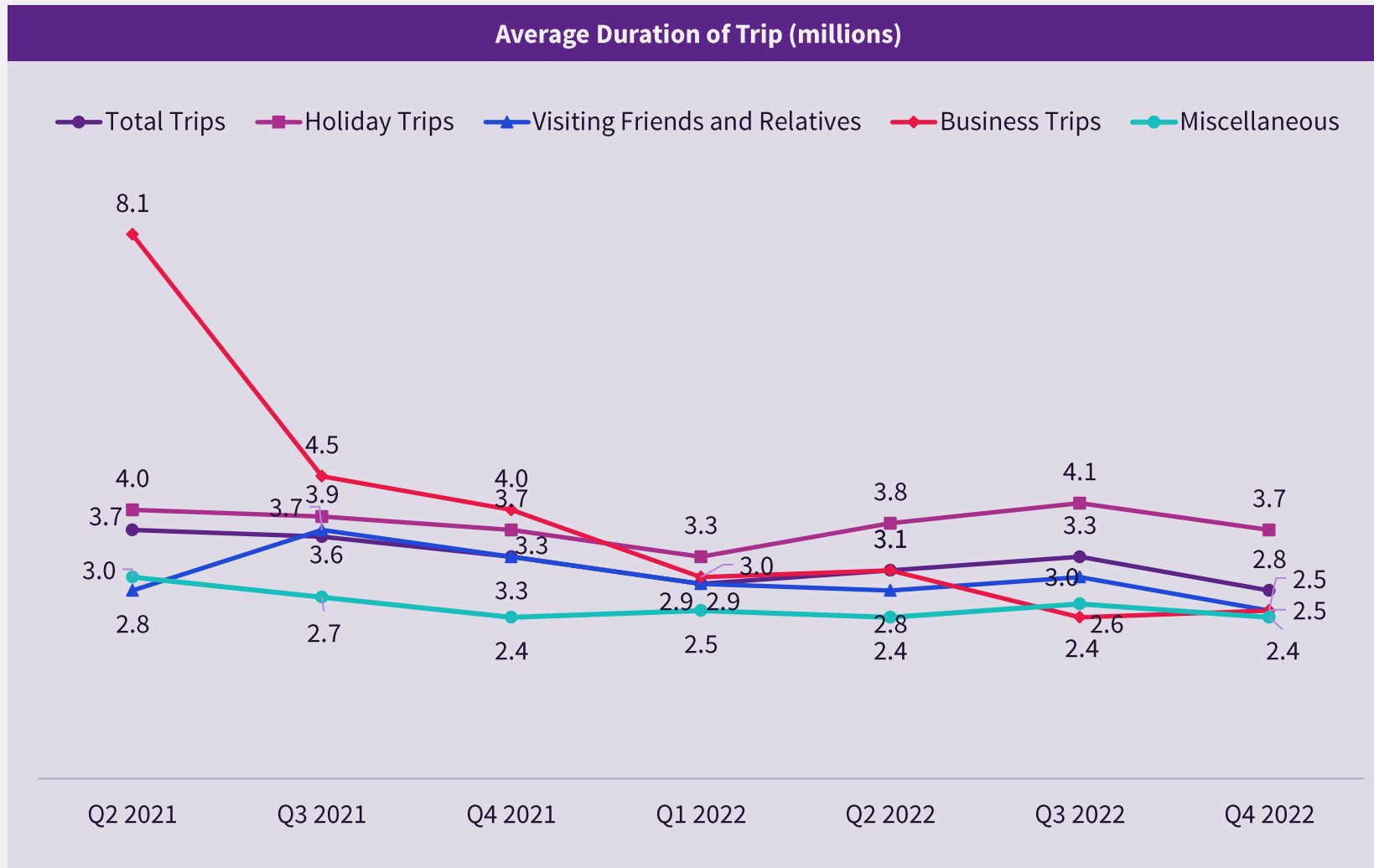


Purpose of Trip	Average Spend GB 2021 (April to December)	Average Spend GB 2022 (April to December)
Total Trips	£230	£268
Holiday Trips	£299	£333
Visiting Friends and Relatives	£148	£174
Business Trips	£278	£331
Miscellaneous Trips	£237	£294

Duration of trips in Great Britain 2022



Average duration of trip by quarter in Great Britain



Purpose 2022	Average Duration 2021 (April to December)	Average Duration 2022 (April to December)
Total Trips	3.5	3.1
Holiday Trips	3.9	3.9
Visiting Friends and Relatives	3.3	2.8
Business Trips	5.2	2.7
Miscellaneous Trips	2.7	2.5

GREAT BRITAIN TOURISM SURVEY ANNUAL DATA TABLES

Results from the Great Britain Day Visits Survey (2022) are available as data tables (Excel format).

For access to the 2022 annual data tables, please contact research@visitscotland.com