

Domestic tourism: Q3 2025

Estimates of the volume and value of day visits taken by British residents in Great Britain and in England.

Source: Great Britain Tourism Survey / Published 18th December 2025



If you need the data in a different format, please contact Research@visitbritain.org



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Image: Hot air balloons floating above the Clifton Suspension Bridge in Bristol. © VisitBritain/Eric Nathan

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Explore the latest domestic tourism data and reports published on the [VisitBritain website](#).

Latest annual (2024) data and reports are available here: [overnight trips](#) and [day visits](#).

Historical [overnight trips](#) and [day visits](#) data can be accessed in relevant archives.

Regional and subregional data is available [here](#).

You can also get all the latest reports by [signing-up for VisitBritain's e-newsletter](#) by contacting Research@visitbritain.org.

Introduction

- This report includes monthly and quarterly estimates for the volume and value of **domestic overnight trips** (incl. **domestic holidays**) and **domestic tourism day visits** taken by British residents in Britain and in England in **July to September 2025**. Quarterly reporting includes regional data, trip purpose, destination type and other top-level analysis.
- This is a short summary of recent trends in domestic overnight and day trips, and will be followed by annual reporting, incl. deep dive analysis.
- Monthly data can be volatile, especially for spending, and looking at the past three months provides a more robust view.
- The GBTS data from 2022 onwards has been published as **statistics in development**. More information on this can be found on the [Office for Statistics Regulation website](#).
- Please note that during fieldwork for July to September, due to technical issues, a small number of respondents were incorrectly deleted. This led to artificially lowered estimates across the Great Britain nations. As it was not possible to recover data from the removed respondents, an uplift was applied on this data. Further information will be provided in our annual Background Quality Reports for 2025.
- Further information on the methodology and user notes (including guidance on limitations of comparability with GBTS data up until 2019) are available in the 'Supporting documents' (including Background Quality Reports) section on these two webpages [domestic overnight trips webpage](#) and [domestic day trips webpage](#).
- The statistics in this release are based on a combined online survey (called Great Britain Tourism Survey), covering both, overnight trips and day visits. This survey replaces the separate Great Britain Tourism Survey (overnight trips) and Great Britain Day Visits Survey (day visits) which ran until the end of 2019. Due to the methodological changes post 2019, the **data from 2022* onwards cannot be compared to the results up to 2019**. (* data for 2020 and 2021 are not published, as due to Covid pandemic lockdowns, the complete calendar year data is not available.)
- This survey is conducted by an independent market research agency BMG Research Limited and sponsored by VisitEngland, VisitScotland and Visit Wales. Detailed results for Scotland and Wales are published by VisitScotland ([overnight trips](#) and [day visits](#)) and [Visit Wales](#) respectively.

Domestic tourism in Q3 2025: England

Domestic tourism in Q3 - overall story

- **Overall picture:** Volume of overnight trips showed a minor decline year-on-year, while volume of tourism day visits was up. Total domestic tourism spend increased for both overnights and day visits.
- **Volume:** In Q3 2025, Britain residents took 27 million overnight trips in England, which is slightly down 2% on Q3 2024 and below Q3 2023 and Q3 2022.
- Tourism day visits volume increased by 12%, reaching 286m visits in Q3 2025; this is also above Q3 2023 and Q3 2022.
- **Value:** Total spend on domestic tourism was up year-on-year by 11% to £25.2bn in Q3 2025, with increases noted for both overnight trips (up 5% to £9.6bn) and tourism day visits (up by 15% to £15.6bn). The value is well above Q3 2023 and Q3 2022 for both types of trips.

Domestic tourism in Q3 - detail

- **Trip purpose:** 'Domestic overnight stays as part of an overseas trip' increased their share vs previous years in Q3 2025 and reached 10% share of trips (Q3 2022: 6%). Pure holidays were in line with Q3 2024, while below Q3 2022 and Q3 2023. (Indicating a shift from domestic to overseas holidays in Q3.)
- **Spend breakdown:** As in Q2 2025, there was an increase in the share of overnight trip spend on 'package' trips, from 18% in Q3 2024 to 24% in Q3 2025. The share of accommodation costs slightly declined for overnight trips. The share of transport costs increased for tourism day visits, vs previous years.
- **Spend per trip per person:** Spend per overnight trip increased in Q3 by 8% to £356 with holiday trips also increasing by 8%, to £412. Spend per day trip in Q3 was only 3% above last year.
- **Destination type:** 'Large towns or cities' increased their share of overnight trips in Q3 2025 vs previous three years, while seaside declined.
- **Region:** South West's share of overnight trips shows a declining trend for Q3 over the past 4 years (20% in 2022 and 2023, 18% in 2024, 16% in 2025). North West increased the share of overnight trip spend in Q3 2025 vs previous years.
- **Activities:** For overnight trips, 'taking part in hobbies' increased most, to 17% share of trips in Q3 2025. For day visits, 'visiting friends and relatives' increased its share of trips vs previous years to 38% in Q3 2025.
- **Transport:** The share of 'own car' use for overnight trips declined vs 2022-24.
- **Party composition:** Solo trips' share is up for overnight and day trips.



England and Britain: key metrics

Image: Aerial view of coastal town with pier, beach, boats and colourful houses lined along shoreline at sunrise. Deal, Kent, England. © VisitBritain/Robin Creative Media

Domestic tourism in Q3 2025

Domestic overnight trips in England

 **27.0M**
visits

(down 2% vs Q3
2024)

 **£9.6bn**
total spend

(up 5% vs Q3 2024)

Domestic tourism day visits in England

 **286M**
visits

(up 12% vs Q3 2024)

 **£15.6bn**
total spend

(up 15% vs Q3 2024)

Domestic tourism in England

£25.2bn
total spend

(up 11% vs Q3 2024)

Domestic overnight trips in Britain

 **32.3M**
visits

(no difference vs Q3
2024)

 **£11.8bn**
total spend

(up 6% vs Q3 2024)

Domestic tourism day visits in Britain

 **328M**
visits

(up 13% vs Q3 2024)

 **£17.7bn**
total spend

(up 17% vs Q3
2024)

Domestic tourism in Britain

£29.5bn
total spend

(up 13% vs Q3 2024)

Domestic overnight trips and day visits: England

Overnight trips (of any purpose)	Q3 2024	Q3 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	27.6	27.0	-2%	68.1	64.4	-5%
Nights (million)	87.6	85.7	-2%	198.3	186.8	-6%
Spend (£ million)	£9,143	£9,616	5%	£20,062	£21,944	9%

Holidays						
Visits (million)	9.3	9.3	0%	21.1	20.2	-4%
Nights (million)	36.0	36.6	2%	76.1	71.4	-6%
Spend (£ million)	£3,527	£3,840	9%	£7,498	£7,886	5%

Tourism day visits						
Visits (million)	255.9	286.0	12%	691.4	701.1	1%
Spend (£ million)	£13,497	£15,575	15%	£35,544	£35,742	1%

Domestic overnight trips and day visits: Britain

Overnight trips (of any purpose)	Q3 2024	Q3 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	32.4	32.3	0%	79.8	76.3	-4%
Nights (million)	104.6	105.8	1%	237.0	227.2	-4%
Spend (£ million)	£11,070	£11,788	6%	£24,103	£26,407	10%
Holidays						
Visits (million)	11.1	11.6	4%	25.3	24.9	-2%
Nights (million)	45.1	47.2	5%	93.7	90.2	-4%
Spend (£ million)	£4,415	£4,797	9%	£9,250	£9,709	5%
Tourism day visits						
Visits (million)	290.6	327.9	13%	784.2	801.9	2%
Spend (£ million)	15,106	17,741	17%	£40,203	£40,754	1%

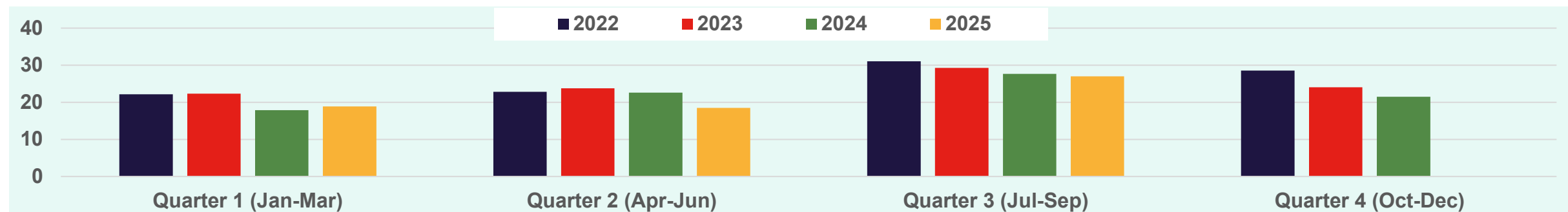


England and Britain: Volume and value by month and quarter

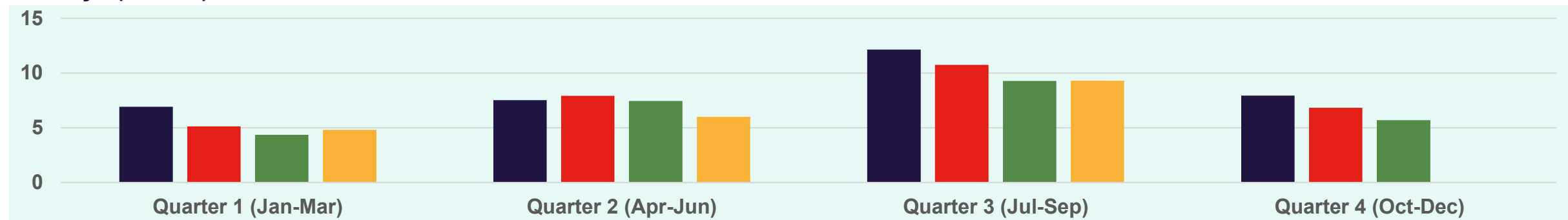
Image: Person standing near lake watching a rainbow in cloudy sky. Cumbria; England. © VisitBritain/Mark Gilligan

Domestic tourism quarterly trend: England, volume

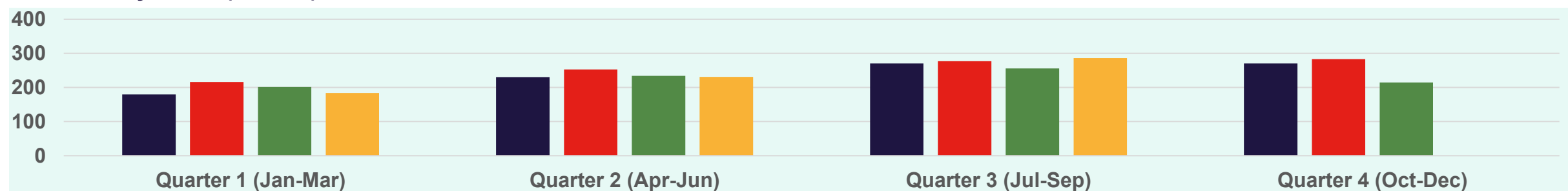
Overnight trips (million):



Holidays (million):

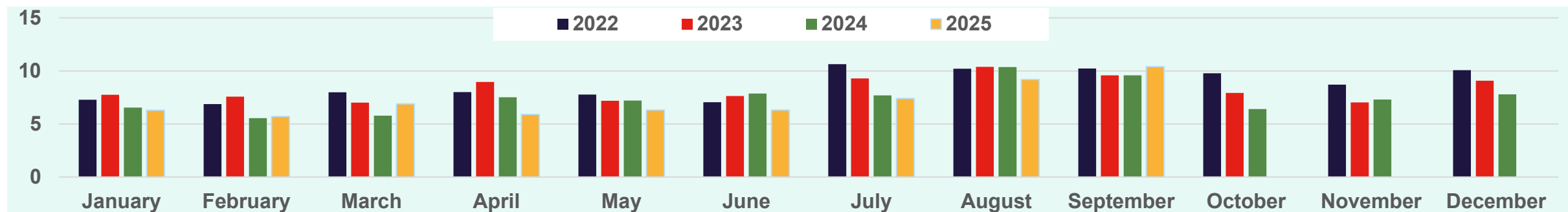


Tourism day visits (million):

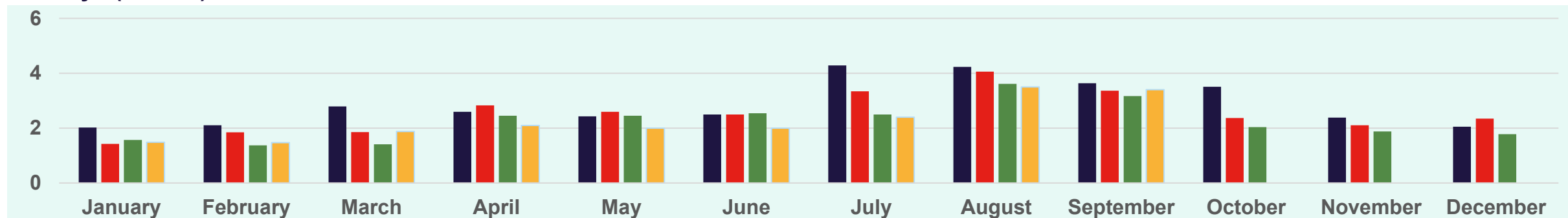


Domestic tourism monthly trend: England, volume

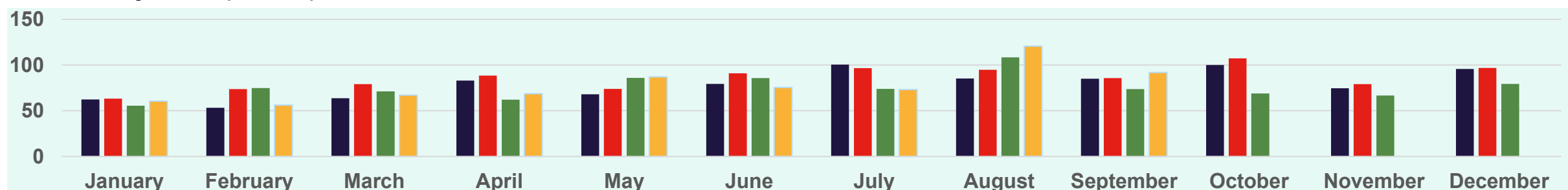
Overnight trips (million):



Holidays (million):



Tourism day visits (million):



Domestic tourism: England, volume (million)

Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	7.3	6.9	8.0	8.0	7.8	7.0	10.6	10.2	10.2	9.8	8.7	10.1
2023	7.8	7.6	7.0	9.0	7.2	7.6	9.3	10.4	9.6	7.9	7.0	9.1
2024	6.5	5.6	5.8	7.5	7.2	7.9	7.7	10.4	9.6	6.4	7.3	7.8
2025	6.3	5.7	6.9	5.9	6.3	6.3	7.4	9.2	10.4			

Holidays	January	February	March	April	May	June	July	August	September	October	November	December
2022	2.0	2.1	2.8	2.6	2.4	2.5	4.3	4.2	3.6	3.5	2.4	2.1
2023	1.4	1.9	1.9	2.8	2.6	2.5	3.3	4.1	3.4	2.4	2.1	2.3
2024	1.6	1.4	1.4	2.4	2.5	2.5	2.5	3.6	3.2	2.0	1.9	1.8
2025	1.5	1.5	1.9	2.1	2.0	2.0	2.4	3.5	3.4			

Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	62.3	53.4	63.7	83.0	68.1	79.4	100.5	85.2	85.0	100.0	74.7	95.8
2023	63.2	73.8	79.2	88.4	73.9	90.8	96.7	94.8	85.7	107.2	79.2	97.0
2024	55.6	74.8	71.3	62.1	86.0	85.8	73.9	108.4	73.6	69.0	66.6	79.3
2025	60.6	56.3	67.1	68.6	87.0	75.5	73.3	120.7	91.9			

Domestic tourism: England, spend (£ million)

Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	£1,684	£1,635	£1,781	£1,902	£1,843	£1,981	£2,959	£3,038	£2,594	£3,106	£2,304	£1,939
2023	£1,968	£1,842	£2,010	£2,144	£2,007	£2,049	£2,509	£2,910	£2,592	£1,982	£1,814	£2,220
2024	£1,730	£1,304	£1,419	£2,130	£2,073	£2,260	£2,512	£3,441	£3,190	£2,021	£2,692	£2,562
2025	£2,411	£1,897	£2,331	£1,872	£1,976	£1,841	£2,840	£3,178	£3,598			

Holidays	January	February	March	April	May	June	July	August	September	October	November	December
2022	£695	£673	£724	£787	£703	£886	£1,494	£1,411	£1,144	£1,338	£883	£549
2023	£433	£579	£647	£811	£862	£819	£1,148	£1,404	£1,191	£707	£604	£764
2024	£607	£425	£500	£812	£817	£810	£804	£1,456	£1,267	£717	£729	£696
2025	£714	£666	£471	£711	£706	£778	£1,070	£1,322	£1,448			

Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	£2,823	£1,987	£2,572	£3,406	£2,798	£3,681	£3,733	£2,954	£4,275	£4,245	£3,359	£3,690
2023	£2,570	£2,991	£3,614	£3,373	£3,095	£3,941	£4,234	£4,077	£3,834	£5,121	£3,883	£4,847
2024	£2,915	£3,619	£3,824	£2,722	£4,769	£4,197	£3,888	£5,429	£4,180	£4,523	£3,496	£4,841
2025	£3,387	£2,684	£3,147	£3,491	£3,744	£3,714	£3,683	£6,017	£5,875			

Domestic tourism: England, average spend per trip

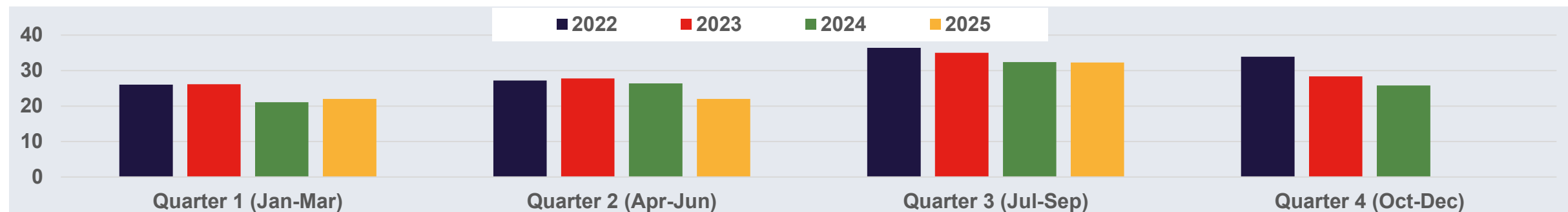
Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	£231	£238	£223	£238	£237	£281	£278	£297	£254	£318	£265	£193
2023	£254	£243	£286	£240	£279	£268	£270	£280	£270	£250	£258	£244
2024	£266	£235	£246	£283	£288	£287	£326	£332	£333	£316	£368	£329
2025	£384	£333	£338	£316	£315	£291	£382	£347	£345			

Holidays	January	February	March	April	May	June	July	August	September	October	November	December
2022	£344	£320	£260	£304	£289	£355	£349	£333	£315	£381	£371	£268
2023	£304	£313	£348	£286	£332	£328	£344	£346	£354	£298	£287	£326
2024	£389	£310	£355	£332	£333	£319	£323	£403	£399	£352	£387	£391
2025	£480	£453	£251	£340	£359	£397	£451	£375	£422			

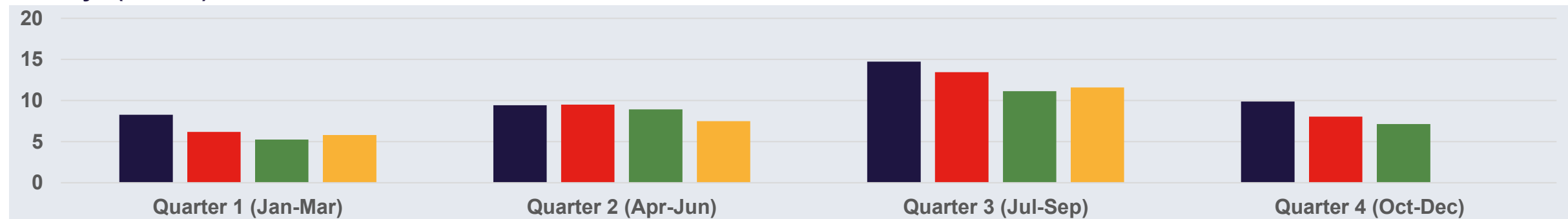
Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	£45	£37	£40	£41	£41	£46	£37	£35	£50	£42	£45	£39
2023	£41	£41	£46	£38	£42	£43	£44	£43	£45	£48	£49	£50
2024	£52	£48	£54	£44	£55	£49	£53	£50	£57	£66	£52	£61
2025	£56	£48	£47	£51	£43	£49	£50	£50	£64			

Domestic tourism quarterly trend: Britain, volume

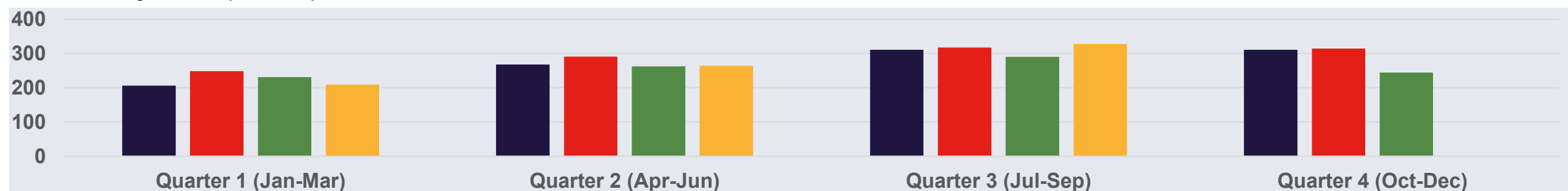
Overnight trips (million):



Holidays (million):

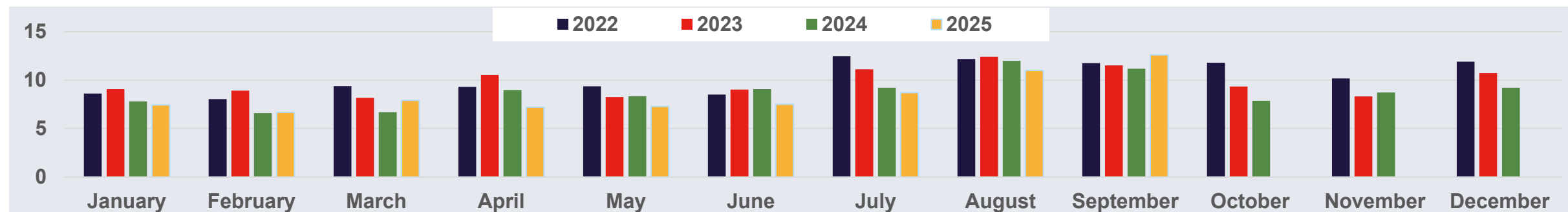


Tourism day visits (million):

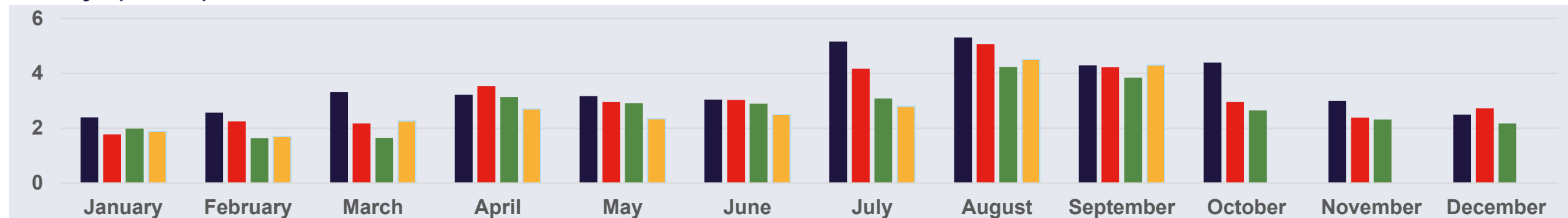


Domestic tourism monthly trend: Britain, volume

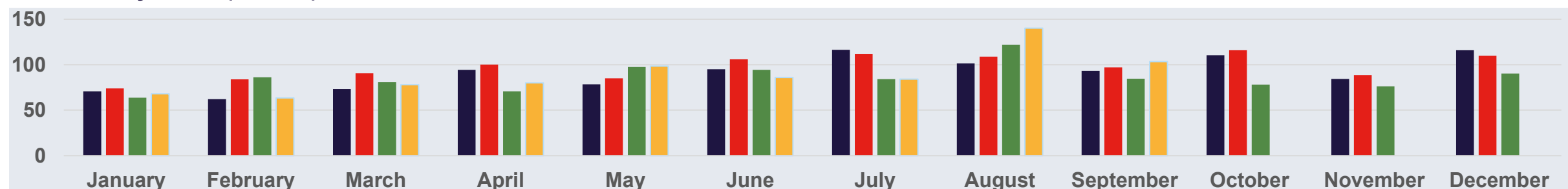
Overnight trips (million):



Holidays (million):



Tourism day visits (million):



Domestic tourism: Britain, volume (million)

Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	8.6	8.0	9.4	9.3	9.4	8.5	12.5	12.2	11.8	11.8	10.2	11.9
2023	9.1	8.9	8.2	10.5	8.3	9.0	11.1	12.4	11.5	9.3	8.3	10.7
2024	7.8	6.6	6.7	9.0	8.3	9.1	9.2	12.0	11.2	7.9	8.7	9.2
2025	7.4	6.7	7.9	7.2	7.3	7.5	8.7	11.0	12.6			

Holidays	January	February	March	April	May	June	July	August	September	October	November	December
2022	2.4	2.6	3.3	3.2	3.2	3.0	5.2	5.3	4.3	4.4	3.0	2.5
2023	1.8	2.2	2.2	3.5	3.0	3.0	4.2	5.1	4.2	2.9	2.4	2.7
2024	2.0	1.6	1.6	3.1	2.9	2.9	3.1	4.2	3.8	2.6	2.3	2.2
2025	1.9	1.7	2.3	2.7	2.3	2.5	2.8	4.5	4.3			

Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	70.7	62.1	73.1	94.3	78.6	95.0	116.3	101.4	93.1	110.4	84.4	115.9
2023	73.9	84.0	90.8	100.1	85.1	105.8	111.6	108.8	97.0	115.9	88.7	109.8
2024	63.6	86.2	81.0	70.8	97.6	94.3	84.1	121.9	84.6	77.9	76.1	90.3
2025	68.0	63.4	78.1	80.1	98.5	86.0	84.2	140.2	103.5			

Domestic tourism: Britain, spend (£ million)

Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	£1,954	£1,953	£2,128	£2,259	£2,262	£2,349	£3,466	£3,629	£3,024	£3,738	£2,795	£2,426
2023	£2,306	£2,195	£2,383	£2,578	£2,290	£2,471	£3,116	£3,535	£3,082	£2,400	£2,171	£2,726
2024	£2,125	£1,527	£1,639	£2,681	£2,430	£2,627	£3,001	£4,097	£3,972	£2,629	£3,151	£3,034
2025	£2,802	£2,220	£2,736	£2,252	£2,296	£2,313	£3,293	£3,977	£4,517			

Holidays	January	February	March	April	May	June	July	August	September	October	November	December
2022	£789	£789	£877	£971	£893	£1,058	£1,792	£1,782	£1,357	£1,640	£1,116	£705
2023	£552	£712	£742	£1,030	£985	£1,016	£1,475	£1,739	£1,465	£898	£692	£968
2024	£740	£489	£574	£1,122	£966	£942	£1,021	£1,805	£1,589	£1,025	£875	£857
2025	£884	£751	£613	£873	£838	£953	£1,218	£1,785	£1,795			

Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	£3,109	£2,462	£2,953	£3,908	£3,260	£4,326	£4,389	£3,522	£4,574	£4,849	£3,779	£4,612
2023	£3,006	£3,349	£4,348	£3,874	£3,550	£4,718	£4,868	£4,574	£4,263	£5,446	£4,431	£5,557
2024	£3,318	£4,252	£4,317	£3,206	£5,366	£4,637	£4,349	£6,024	£4,733	£5,039	£4,119	£5,481
2025	£3,809	£3,019	£3,741	£3,951	£4,366	£4,127	£4,228	£6,927	£6,587			

Domestic tourism: Britain, average spend per trip

Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	£227	£243	£227	£243	£242	£276	£278	£298	£257	£317	£275	£204
2023	£254	£246	£292	£245	£278	£274	£280	£285	£268	£257	£261	£254
2024	£273	£232	£245	£299	£292	£290	£326	£342	£355	£334	£361	£329
2025	£377	£333	£346	£312	£315	£308	£378	£362	£359			

Holidays	January	February	March	April	May	June	July	August	September	October	November	December
2022	£330	£308	£264	£302	£282	£348	£348	£336	£316	£374	£373	£284
2023	£312	£317	£342	£292	£334	£336	£354	£344	£347	£305	£290	£356
2024	£376	£299	£348	£359	£332	£326	£332	£427	£413	£387	£378	£395
2025	£469	£442	£271	£329	£357	£389	£436	£394	£416			

Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	£44	£40	£40	£41	£41	£46	£38	£35	£49	£44	£45	£40
2023	£41	£40	£48	£39	£42	£45	£44	£42	£44	£47	£50	£51
2024	£52	£49	£53	£45	£55	£49	£52	£49	£56	£65	£54	£61
2025	£56	£48	£48	£49	£44	£48	£50	£49	£64			

Appendix

Further data, sample sizes and definitions



VisitEngland™

Image: A couple sitting outside the pub on a bench having a drink. Perthshire, Scotland. © VisitBritain/Andrew Pickett

Tables Q3 2025

Tourism day visits and overnight trips characteristics

These are available in our new [Domestic Tourism Data Viewer](#), where you can access volume and value statistics by a selection of variables:

- Time series (year, quarter, month)
- Destination area (region, LVEP)
- Destination type
- Overnight trip purpose
- Activities
- Life stage

VisitEngland Domestic tourism		User guide VisitEngland		
OVERNIGHT TRIPS	2022	2023	2024	
Volume (m)	104.5	99.4	89.6	
Value (£m)	26,765.0	26,045.1	27,336.0	
Bednights (m)	310.2	280.3	255.7	
Base size	8,040	7,279	6,690	
DAY VISITS	2022	2023	2024	
Volume (m)	951.0	1,030.0	906.3	
Value (£m)	39,523.3	45,579.2	48,404.9	
Base size	8,299	8,945	8,049	

Regional data

In this data set, you can find domestic volume and value data for each England region, including:

- Domestic tourism day visits volume and spend
- Domestic overnight trips volume and spend
- Total spend by region (adding up spend on day visits and spend on overnight trips)



To download and view the Excel file, please open this PDF report in Adobe Acrobat Reader and then double click on the paper clip image.

These tables are also available here:

[Domestic Tourism, regional and subregional data | VisitBritain.org](#)

Sample sizes

Overnight trips	July 2025	August 2025	September 2025	Q3 2024	Q3 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	526	714	1088	2718	2328	6442	5696
England	415	569	852	2195	1836	5193	4473

Holidays	July 2025	August 2025	September 2025	Q3 2024	Q3 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	163	279	361	853	803	1925	1774
England	127	204	265	670	596	1499	1324

Tourism day visits	July 2025	August 2025	September 2025	Q3 2024	Q3 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	735	886	706	2902	2327	7757	6491
England	551	691	587	2392	1829	6279	5016

Sample Guidance:

If sample size between **less than 30** - it is not recommended to use this data.

If sample size is between **30 and 100** - it is recommended to only use this data as indicative, it is not very reliable

If sample size is **100 or more** - this is the recommended level of data to use

Definitions (1/3)

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

Definition of an overnight trip: all trips where someone stays away from home for at least one night, meeting the above criteria, for whatever purpose.

Key Measures

- **Volume** - an estimate of what the grossed-up number of overnight trips undertaken by the population would be if the quota sample is representative of the whole GB population. Estimates include adult and child trips.
- **Value** - 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.
- **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.

Journey Purpose

- **Holiday** – the main purpose of the trip was for holiday, pleasure or leisure
- **VFR** - Visiting Friends and Relatives (VFR) - the main purpose of the trip was for visiting friends and relatives, including VFR trips that were combined with a holiday.
- **Business** – the main purpose of the trip was for business
- **UK stay, part of outbound** – an overnight stay in the UK as part of an overseas trip
- **Miscellaneous** – 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

Definitions (2/3)

Great Britain Domestic Tourism Day Visit

To qualify as an eligible Great Britain Domestic Tourism Day Visit the following criteria must be met:

- Lasted 3 hours or more (including travel time)
- Undertake 1 or more eligible leisure activities
- Must not have been over night
- Is undertaken less often than once a week
- Includes a visit to a place outside of the local authority where the trip 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.

Key Measures

- **Volume** - an estimate of what the grossed-up number of day visits undertaken by the population would be as the survey sample is representative of the whole GB population. Estimates include **adult and child visits**.
- **Value** - an estimate of what the total expenditure relating to the volume of day visits undertaken by the population would be as the survey sample is representative of the whole GB population.

Definitions (3/3)

England regions

- For geographical classification standard GB regions are used, as defined by the Office for National Statistics.
- A trip might include overnight stays in more than one regions. In this report, the regional data (volume and value) is based on all regions stayed in overnight or visited on a day trip. The current approach to volume and value is as follows:
 - Region's overnight trip volume is based on trips, which included an overnight stay in that region
 - Region's day visits volume is based on visits, which included a visit to that region
 - Region's nights volume is based on nights stayed in that region
 - Region's overnight trips total spend is based on proportional spend allocated based on a proportion of nights stayed in that region
 - Region's day visits total spend is based on spend reported for each region and re-proportioned to the total spend post-calculations of spend estimate

Trip dates

The trips are allocated to each calendar month based on the trip return date.

(NB: The trip allocation to calendar months was improved in the methodological review, providing data more accurately assigned to each calendar month.)

**For more information, please click on the
link below**

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