

# Domestic tourism: Q4 2025 and 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 11 June 2026



If you need the data in a different format, please contact [Research@visitbritain.org](mailto:Research@visitbritain.org)

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



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2024 annual 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](#).

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# Introduction

- This report includes monthly, quarterly and annual 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 **2025**. This report also includes commentary on 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**, meaning these estimates are released as **provisional**. More information on this can be found on the [Office for Statistics Regulation website](#).
- Please note that in October to December 2025, after a removal of Java Script issue, the results were not comparable to previous months. The team of experts analysed the cause and effect, and it was decided to apply a comparability adjustment to the quarter 4 data. Further information is available in the attached methodological note\* and will be included in our annual Background Quality Reports for 2025, available in the 'Supporting documents' section on our website.
- 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 2025: England

## Domestic tourism in 2025 - overall story

- **Overall picture:** In 2025, the volume of overnight trips showed a small decline year-on-year, while the volume of tourism day visits was slightly up. Total domestic tourism spend continues to grow year-on-year, partly reflecting inflation but also growth in real terms for overnight trips.
- **Volume:** Britain residents took 87 million overnight trips in England, 3% down on 2024 and below 2023 and 2022.
- Tourism day visits volumes increased by 2% (driven by Q3), reaching 928m visits in 2025; this is below 2023 and 2022.
- **Value:** Total spend on domestic tourism was up year-on-year by 3% to £78bn in 2025, with increases noted for both overnight trips (up 6% to £29bn) and tourism day visits (up by 1% to £49bn). The value is above 2023 and 2022 for both types of trips.

## Domestic tourism in 2025 - detail

- **Trip purpose:** The share of business trips slightly increased in 2025 vs 2024 to 2022, while holiday trips kept its share as 2024 (below 2023 and 2022). There was a slight increase in school trips volume in 2025 vs previous years.
- **Spend breakdown:** In 2025, there was an increase in the share of overnight trip spend on 'package' trips, driven by Q2 and Q3. The share of food and drink costs slightly declined for overnight trips vs previous years. The share of transport costs increased in 2025 for tourism day visits, vs previous years.
- **Spend per trip per person:** Spend per overnight trip increased in 2025 by 9% to £333, with holiday trips also increasing by 7%, to £386 in 2025. Spend per day trip in 2025 was £53, only 1% down on last year.
- **Destination type:** 'Large towns or cities' increased their share of overnight trips in 2025 to 51% vs previous three years, while seaside declined for both overnight and day visits.
- **Region:** South West's share of overnight trips showed a declining trend over the past 4 years (18% in 2022 and 2023, 17% in 2024, 15% in 2025).  
**Accommodation:** Across the year, the share of trips including a stay at a hotel has increased to 40% (vs previous years 35-36%).
- **Activities:** For overnight trips, 'taking part in hobbies' increased most, to 15% share of trips in 2025 (13% in 2024, 11% in 2023).
- **Party composition:** Solo trips' share remained up in 2025 for overnight and slightly increased further for day trips.

# Domestic tourism in Q4 2025: England

## Domestic tourism in Q4 - overall story

- **Overall picture:** Volume of overnight trips, as well as tourism day visits volume, showed an increase in Q4 year-on-year. However, total domestic tourism spend was on par with Q4 2024.
- **Volume:** In Q4 2025, Britain residents took 23 million domestic overnight trips in England, which is up 5% on Q4 2024 but still below Q4 2023 and Q4 2022.
- Tourism day visits volumes increased also by 5%, reaching 226m visits in Q4 2025; however, it was well below Q4 2023 and Q4 2022.
- **Value:** Total spend on domestic tourism was on par with Q4 2024 at £20.1bn in Q4 2025, with overnight trips spend down 3% to £7bn, and tourism day visits up by 2% to £13bn). The total domestic spend (combining overnight and day trips) is above Q3 2023 and Q3 2022.

## Domestic tourism in Q4 - detail

- **Trip purpose:** Most trip types kept their share of England trips, with small increases in 'personal celebration', public events trips and visiting friends and relatives.
- **Spend breakdown:** The spend categories' shares were in line with Q4 2024, with accommodation at 22% of the budget and package cost at 20%
- **Spend per trip per person:** Spend per overnight trip in Q4 2025 declined year-on-year by 8% to £312, with holiday trips only declining by 1%, to £370. Spend per day trip in Q4 was £58, which was 4% down on Q4 2024.
- **Destination type:** Seaside trips kept the 9% share of all England overnight trips in Q4 2025 when compared to previous years, and 5% share of tourism day visits. 'Large town / cities' declined for both overnight trips and day visits in Q4.
- **Region:** South East's share of overnight trips showed an increase for Q4, while London's share of England tourism day visits declined in Q4.
- **Activities:** For overnight trips and tourism day visits, 'visiting a visitor attraction' share increased in Q4 2025.
- **Accommodation:** The share of trip including a stay at 'friend's or relative's home has increased, while serviced accommodations showed a small decrease in Q4.
- **Transport:** The share of 'private motor vehicle' use for overnight trips increased from 60% in Q4 2024 to 65% in Q4 2025, and for day visits from 70% to 72%.
- **Party composition:** Solo trips' share was slightly down in Q4 for overnight 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 2025

## Domestic overnight trips in England


 **87.0m**  
visits

(down 3% vs 2024)

 **£29.0bn**  
total spend

(up 6% vs 2024)

## Domestic tourism day visits in England

 **928m**  
visits

(up 2% vs 2024)

 **£48.8bn**  
total spend

(up 1% vs 2024)

## Domestic tourism in England

**£77.8bn**  
total spend

(up 3% vs 2024)

## Domestic overnight trips in Britain

 **103.0m**  
visits

(down 2% vs 2024)

 **£35.1bn**  
total spend

(up 7% vs 2024)

## Domestic tourism day visits in Britain

 **1.1bn**  
visits

(up 3% vs 2024)

 **£56.0bn**  
total spend

(up 2% vs 2024)

## Domestic tourism in Britain

**£91.1bn**  
total spend

(up 4% vs 2024)

# Domestic tourism in Q4 2025

## Domestic overnight trips in England

 **22.6m**  
visits

(up 5% vs Q4 2024)

 **£7.0bn**  
total spend

(down 3% vs Q4  
2024)

## Domestic tourism day visits in England

 **226m**  
visits

(up 5% vs Q4 2024)

 **£13.1bn**  
total spend

(up 2% vs Q4 2024)

## Domestic tourism in England

**£20.1bn**  
total spend

(on par with Q4 2024)

## Domestic overnight trips in Britain

 **26.7m**  
visits

(up 3% vs Q4 2024)

 **£8.7bn**  
total spend

(down 1% vs Q4  
2024)

## Domestic tourism day visits in Britain

 **259m**  
visits

(up 6% vs Q4 2024)

 **£15.2bn**  
total spend

(up 4% vs Q4 2024)

## Domestic tourism in Britain

**£23.9bn**  
total spend

(up 2% vs Q4 2024)

# Domestic overnight trips and day visits: England

Overnight trips (of any purpose)	Q4 2024	Q4 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	21.5	22.6	5%	89.6	87.0	-3%
Nights (million)	57.5	60.7	6%	255.7	247.5	-3%
Spend (£ million)	£7,274	£7,037	-3%	£27,336	£28,981	6%

Holidays	Q4 2024	Q4 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	5.7	5.8	2%	26.8	26.0	-3%
Nights (million)	16.9	17.6	4%	93.0	89.0	-4%
Spend (£ million)	£2,143	£2,144	0%	£9,641	£10,030	4%

Tourism day visits	Q4 2024	Q4 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	214.9	226.4	5%	906.3	927.5	2%
Spend (£ million)	£12,861	£13,065	2%	£48,405	£48,807	1%

# Domestic overnight trips and day visits: Britain

Overnight trips (of any purpose)	Q4 2024	Q4 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	25.8	26.7	3%	105.6	103.0	-2%
Nights (million)	70.6	73.9	5%	307.5	301.2	-2%
Spend (£ million)	£8,813	£8,698	-1%	£32,916	£35,106	7%

Holidays	Q4 2024	Q4 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	7.1	7.1	0%	32.5	32.1	-1%
Nights (million)	22.1	22.4	2%	115.8	112.7	-3%
Spend (£ million)	£2,758	£2,686	-3%	£12,008	£12,395	3%

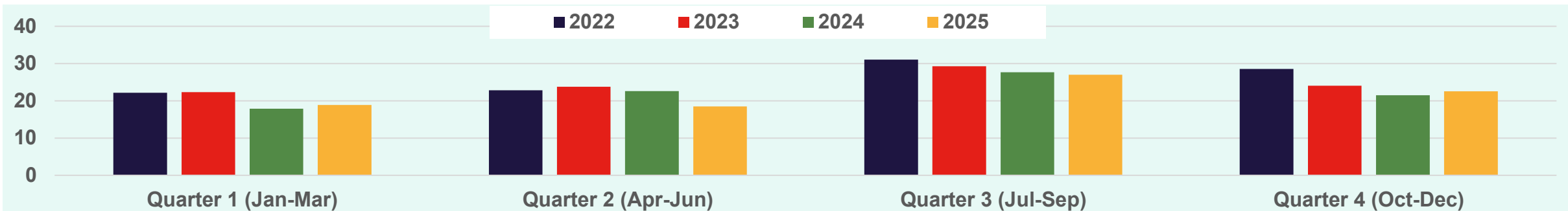
Tourism day visits	Q4 2024	Q4 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	244.3	259.2	6%	1028.5	1061.1	3%
Spend (£ million)	14,639	15,244	4%	£54,842	£55,997	2%



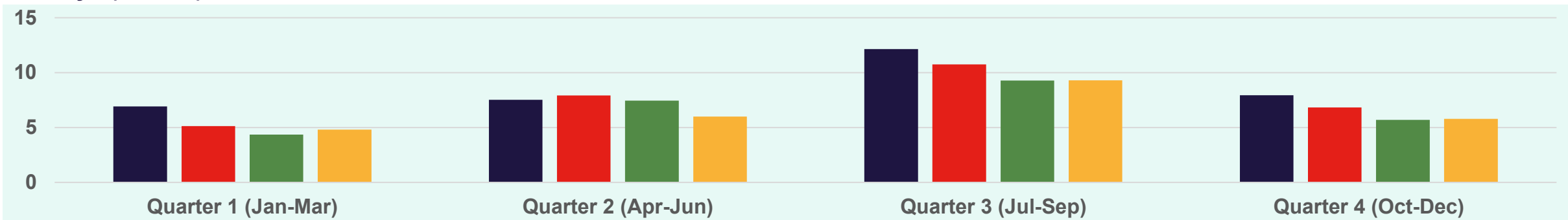
## England and Britain: Volume and value by month and quarter

# Domestic tourism quarterly trend: England, volume

Overnight trips (million):



Holidays (million):

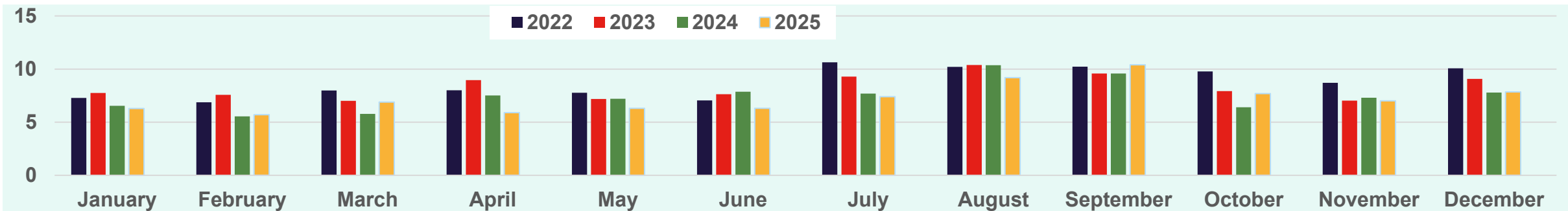


Tourism day visits (million):

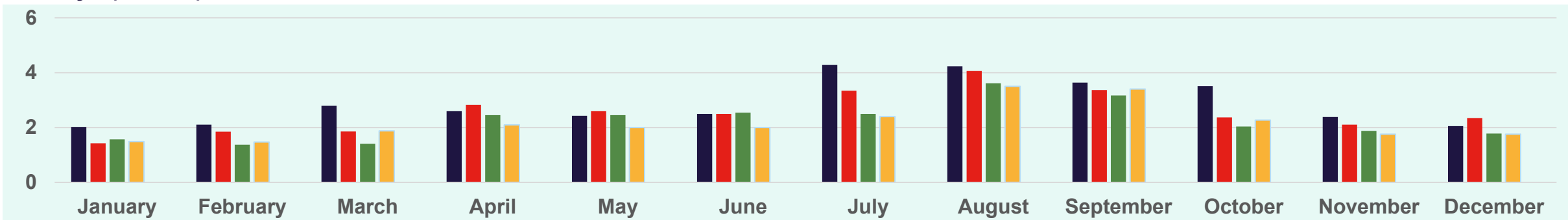


# Domestic tourism monthly trend: England, volume

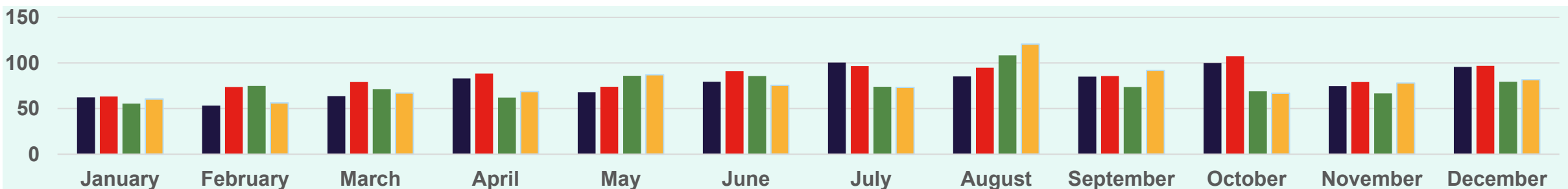
Overnight trips (million):



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	7.7	7.0	7.8

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	2.3	1.8	1.8

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	66.8	77.9	81.7

# 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	£2,458	£2,287	£2,293

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	£801	£611	£732

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	£3,304	£4,624	£5,137

# Domestic tourism: England, average spend per trip

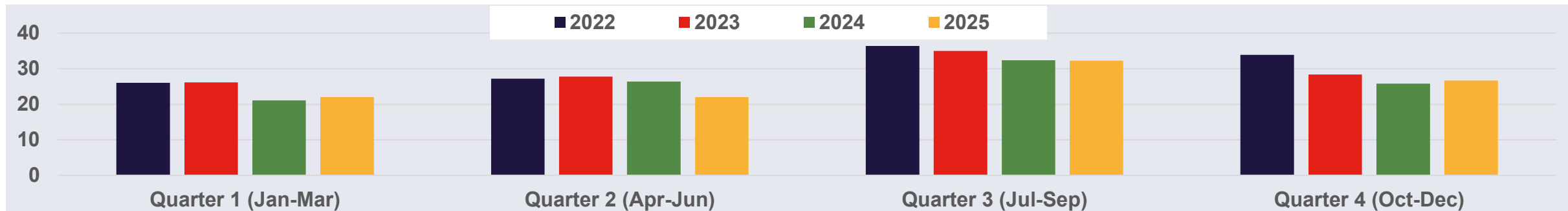
Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	£231	£238	£223	£238	£237	£281	£278	£297	£254	£318	£265	£193
2023	£254	£243	£286	£240	£279	£268	£270	£280	£270	£250	£258	£244
2024	£266	£235	£246	£283	£288	£287	£326	£332	£333	£316	£368	£329
2025	£384	£333	£338	£316	£315	£291	£382	£347	£345	£319	£326	£292

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	£352	£347	£417

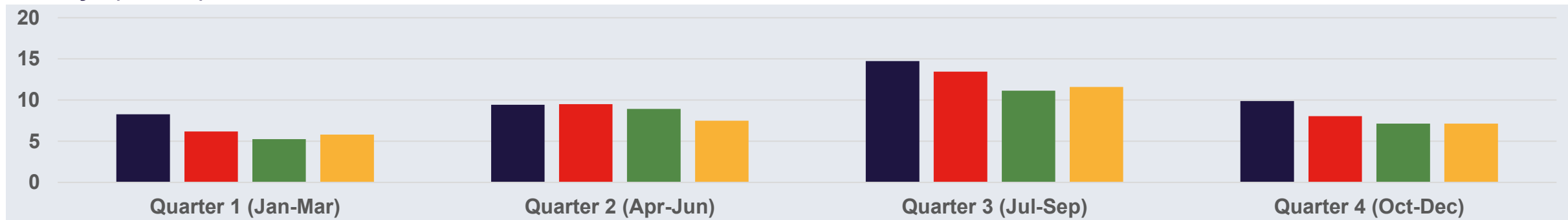
Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	£45	£37	£40	£41	£41	£46	£37	£35	£50	£42	£45	£39
2023	£41	£41	£46	£38	£42	£43	£44	£43	£45	£48	£49	£50
2024	£52	£48	£54	£44	£55	£49	£53	£50	£57	£66	£52	£61
2025	£56	£48	£47	£51	£43	£49	£50	£50	£64	£49	£59	£63

# Domestic tourism quarterly trend: Britain, volume

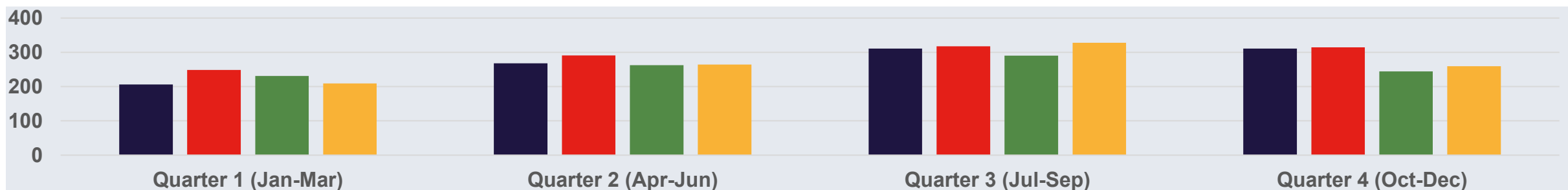
Overnight trips (million):



Holidays (million):

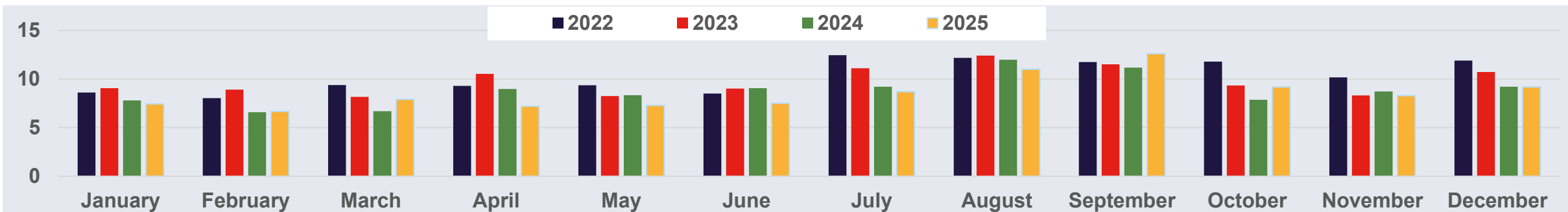


Tourism day visits (million):

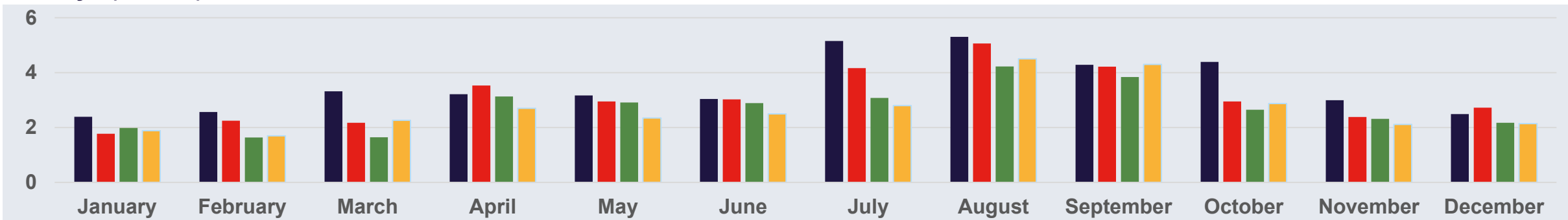


# Domestic tourism monthly trend: Britain, volume

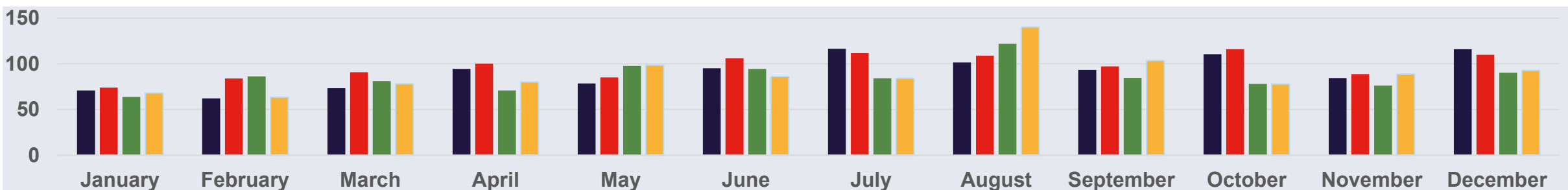
Overnight trips (million):



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	9.2	8.3	9.2

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	2.9	2.1	2.1

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	77.8	88.6	92.8

# 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	£2,996	£2,829	£2,873

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	£1,003	£786	£898

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	£4,072	£5,340	£5,831

# 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	£327	£342	£311

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	£349	£371	£419

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	£52	£60	£63

# 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 Q4 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		
		<a href="#">User guide</a>		
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	October 2025	November 2025	December 2025	Q4 2024	Q4 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	1206	1299	1279	1946	3784	8388	9480
England	954	1025	996	1497	2975	6690	7448

Holidays	October 2025	November 2025	December 2025	Q4 2024	Q4 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	351	312	301	526	964	2451	2738
England	258	234	230	391	722	1890	2046

Tourism day visits	October 2025	November 2025	December 2025	Q4 2024	Q4 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	808	918	972	2258	2698	10015	9189
England	632	723	774	1770	2129	8049	7145

## 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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