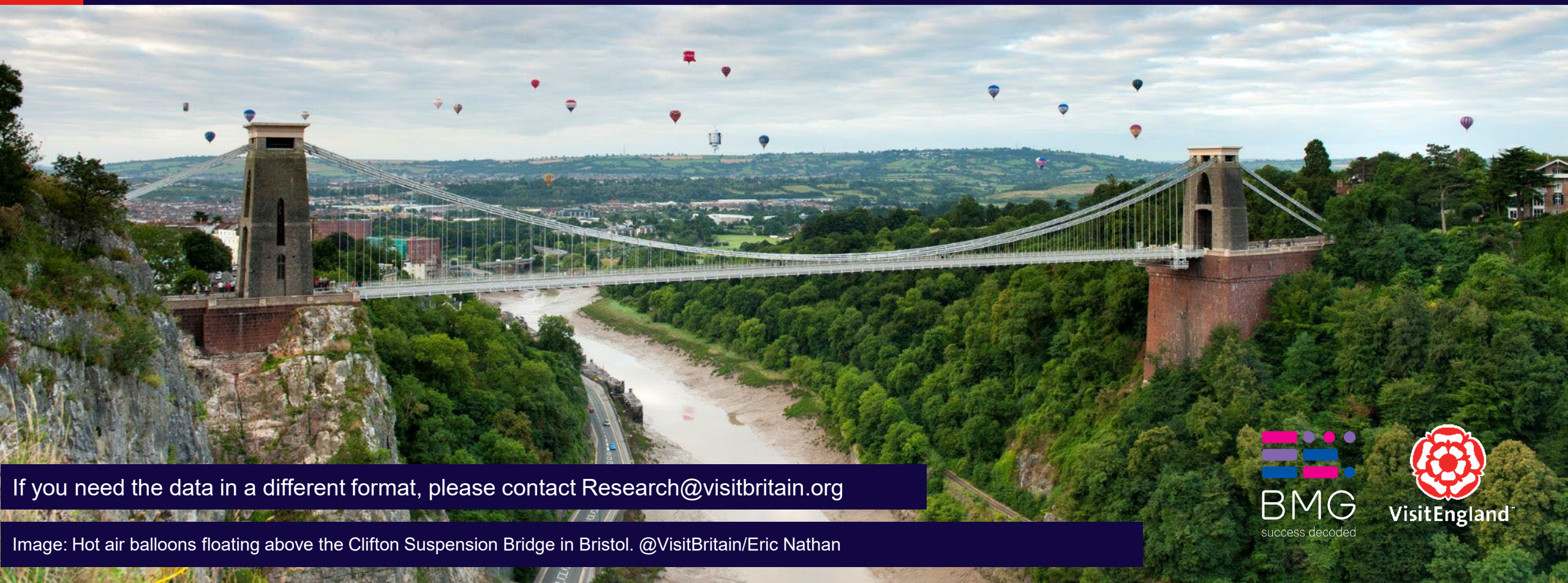


Domestic overnight trips: Q3 2024

Estimates of the volume and value of domestic overnight trips in Britain in Q3 2024

Sourced from the Great Britain Tourism Survey

Published 24 February 2025



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

Image: Hot air balloons floating above the Clifton Suspension Bridge in Bristol. [@VisitBritain](https://twitter.com/VisitBritain)/Eric Nathan



VisitEngland™

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- Other domestic data sources
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Explore the domestic overnight trips data in more detail using our pre-built pivot tables published on the [VisitBritain website](#).

For historical data, see the [archive](#).

You can also access the [domestic day visits data](#) on our website.

Make sure you get all the latest reports by [signing-up for VisitBritain's e-newsletter](#).

Introduction and Summary



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Image: Mother and children sit at the top of the steps at a colourful beach hut. Wells next the Sea, Norfolk, England. ©VisitBritain/Ollie Kilvert

Introduction

- This report covers the estimates for the volume and value of domestic overnight tourism trips taken by British residents in Great Britain (GB) and in England during the period from 1 July to 30 September 2024 (Q3 2024). This data is compared to Q3 2023.
- **The data follows a recent methodological review, please see our [Statement on methodological review](#) for more details.** Following analysis of 2022 and 2023 data, it became necessary to examine key aspects of the current methodology to ensure that it best meets user needs for monitoring domestic tourism.
- 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](#).
- The statistics in this release are based on a new combined online survey (called Great Britain Tourism Survey, covering both, overnight trips and day visits) that 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, the data from 2022* onwards cannot be compared to the results up to 2019. (Please note that data for 2020 and 2021 are not published as due to Covid pandemic lockdowns, the complete calendar year data is not available.)
- Further information on the methodology see the Background Quality Report available [domestic overnight trips webpage](#).
- The Great Britain Tourism Survey (GBTS) 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](#) and [Visit Wales](#) respectively.
- Please note sample sizes at the monthly level and for some subgroups can be low and results should be treated with caution. For clarity, low base sizes are highlighted in each page and have been detailed at the end of the report. There can be a high degree of variability in the new data, especially for spend, and we advise caution when making comparisons across months and quarters.

Domestic overnight trips in Q3 2024: summary

A decline in visits in Q3 although an increase in spend

- In July to September 2024, British residents took 27.5 million overnight trips in England and 32.4 million in Britain; both decreased on 2023. Q3 2024 was also weaker than Q3 2022.
- Despite the decline in total trips, total spend increased by 14% (in nominal terms) and reached £9.1 billion in England and £11.1 billion in Britain.
- This is due to the c.20% increase in spend per trip (in England from £274 to £331 and in Britain from £278 to £342).
- Looking at trip characteristics, the largest year-on-year increases in spend per night were for trips with commercial property rental, trips to city/large town and trips by families.
- Holiday trips declined in Q3 2024 vs Q3 2023 in trip volume and spend, while business trips returned, showing a year-on-year increase of 14%. Domestic stays as part of an overseas trip were again above 2023 levels.
- Four England regions recorded an increase in overnight trips volume: Yorkshire, North West, and East Midlands.

Q3 2024 domestic overnight trips in England

<p>27.6m trips</p> <p>(down 6% vs Q3 2023)</p>	<p>£9.1bn total spend</p> <p>(up 14% vs Q3 2023 in nominal terms, Up 11% in real terms)</p>	<p>£331 spend per trip</p> <p>(up 21% vs Q3 2023 in nominal terms, Up 17% in real terms)</p>
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Q3 2024: domestic overnight trips in Great Britain

<p>32.4m trips</p> <p>(down 8% vs Q3 2023)</p>	<p>£11.1bn total spend</p> <p>(up 14% vs Q3 2023 in nominal terms, Up 10% in real terms)</p>	<p>£342 spend per trip</p> <p>(up 23% vs Q3 2023 in nominal terms, Up 20% in real terms)</p>
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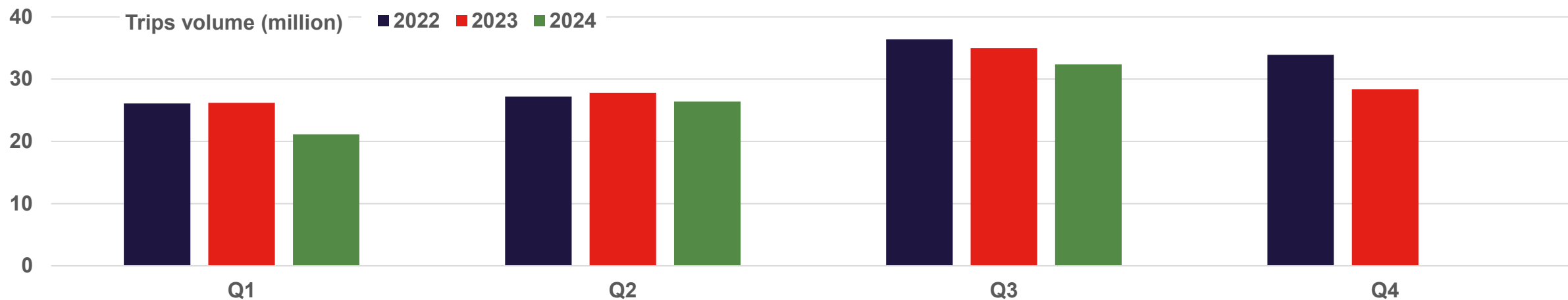


Britain and England headline results:

Q3 2024

(July to September)

Domestic overnight trips: Britain, quarterly trend



Britain	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
Trips (million)	26.1	27.2	36.4	33.9	26.2	27.8	35.0	28.4	21.1	26.4	32.4
Spend (£ million)	£6,035	£6,870	£10,118	£8,959	£6,884	£7,339	£9,733	£7,297	£5,295	£7,739	£11,070
Nights (million)	76.7	83.2	121.6	93.7	74.8	80.5	109.8	75.1	58.8	73.5	104.6

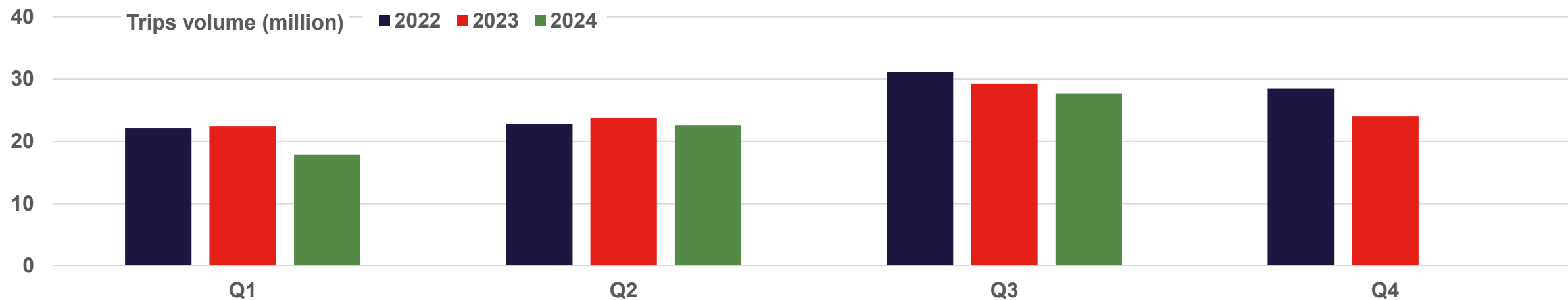
Q3 saw trips and nights below last two years, although spend was up on a weak Q3 2023

- In **Britain**, there was a decline in overnight trips vs Q3 2023 and Q3 2022, with nights also below the two years.
- However, Q3 2024 recorded the largest total spend at £11.1bn, across all quarters.
- The peak quarter for overnight trips in **Britain** was Q3 2022, followed by Q3 2023 and Q4 2022.

Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales.

Update release date: 24 February 2025

Domestic overnight trips: England, quarterly trend



England	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
Trips (million)	22.1	22.8	31.1	28.5	22.4	23.8	29.3	24.0	17.9	22.6	27.6
Spend (£ million)	£5,100	£5,726	£8,590	£7,349	£5,819	£6,200	£8,010	£6,016	£4,455	£6,463	£9,143
Nights (million)	63.2	68.4	101.3	77.3	62.0	67.6	89.5	61.1	49.4	61.3	87.6

Q3 saw trips and nights below last two years, although spend was up on a weak Q3 2023

- The decline in Q3 for overnight trips vs previous years is also visible in **England**, with nights also down on 2022 and 2023.
- However, Q3 2024 recorded the largest spend at £9.1bn.
- For **England**, Q3 2022 was also the peak quarter, followed by Q3 2023 and Q4 2022.

Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales.

Update release date: 24 February 2025

Domestic overnight trips: Britain

Britain	Q3 2023	Q3 2024	Change vs Q3 2023	YTD 2023	YTD 2024	Change vs YTD 2023
Trips (million)	35.0	32.4	-8%	89.0	79.8	-10%
Spend (£ million)	£9,733	£11,070	14%	£23,956	£24,103	1%
Nights (million)	109.8	104.6	-5%	265.1	237.0	-11%
Average spend per trip	£278	£342	23%	£269	£302	12%
Average spend per night	£89	£106	19%	£90	£102	13%
Average number of nights per trip	3.1	3.2	3%	3.0	3.0	0%

Spend per trip and per night were up on 2023, for both Q3 and year to date. Trip duration was stable.

- In **Q3 2024**, **32.4 million domestic overnight trips** were taken in Britain (down 8% vs Q3 2023). Visitors **spent a total of £11.1bn** in Q3 2024 (up 14% vs Q3 2023) and **104.6 million nights** on trips in Britain (down 5% vs Q3 2023).
- The **average spend per trip in Q3 2024 was £342** (up 23% vs Q3 2023). **Average spend per night in Britain rose to £106** (up 19% vs Q3 2023). **Average number of nights per trip also increased to 3.2** (up 3% vs Q3 2023).
- Overall, YTD 2024 shows declines in total trips and total nights on trips in Britain but recorded (nominal) spend increases.

Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

Update release date: 24 February 2025

Spend in nominal terms vs real terms: Britain

Britain	Q3 2024	Nominal change vs Q3 2023	Real change vs Q3 2023	YTD 2024	Nominal change vs YTD 2023	Real change Vs YTD 2023
Total spend (£ million)	£11,070	14%	10%	£24,103	1%	-3%
Average spend per trip	£342	23%	20%	£302	12%	9%
Average spend per night	£106	19%	16%	£102	13%	9%

Total spend was slightly down year to date when adjusting for inflation, though still up in Q3

- Comparing Q3 2024 vs Q3 2023, in nominal terms total Britain trip spend increased by 14%, and when accounting for inflation, the increase in total trip spend in Britain is 10%. (Inflation in Q3 2024, as measured by the Consumer Price Index, was 2.9%).
- Average spend per overnight trip in Q3 2024 saw a 23% increase in nominal terms and 20% in real terms vs Q3 2023.
- Average spend per night also increased compared to Q3 2023, up 19% in nominal terms and 16% in real terms.
- For Year-To-Date (YTD) 2024, total overnight trip spending in Britain saw a marginal increase of 1% in nominal terms vs YTD 2023 but was down 3% in real terms. However, average spend per trip for YTD 2024 was up 12% in nominal terms and 9% in real terms compared to YTD 2023. Average spend per night also increased, up 13% in nominal terms and 9% in real terms.

Domestic overnight trips: England

England	Q3 2023	Q3 2024	Change vs Q3 2023	YTD 2023	YTD 2024	Change vs YTD 2023
Trips (million)	29.3	27.6	-6%	75.4	68.1	-10%
Spend (£ million)	£8,010	£9,143	14%	£20,029	£20,062	0%
Nights (million)	89.5	87.6	-2%	219.2	198.3	-10%
Average spend per trip	£274	£331	21%	£266	£295	11%
Average spend per night	£90	£104	17%	£91	£101	11%
Average number of nights per trip	3.1	3.2	4%	2.9	2.9	0%

Spend per trip and per night were up on 2023, for both Q3 and year to date. Trip duration was stable.

- The number of overnight trips in **England** reached **27.6 million** in **Q3 2024** (down 6% vs Q3 2023). Visitors in England **spent £9.1bn** in Q3 2024 (up 14% vs Q3 2023) and **87.6 million nights** on a trip in England (down 2% vs Q3 2023).
- The **average spend per trip** in England was **£331** in Q3 2024 (up 21% vs Q3 2023). **Average spend per night** increased to **£104** (up 17% vs Q3 2023) while **average number of nights per trip** rose to **3.2** (up 4% vs Q3 2023).
- Overall, YTD shows declines in total trips and total nights on trips in England with (nominal) spend remaining level to 2023.

Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales. All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

Update release date: 24 February 2025

Spend in nominal terms vs real terms: England

England	Q3 2024	Nominal change vs Q3 2023	Real change vs Q3 2023	YTD 2024	Nominal change vs YTD 2023	Real change Vs YTD 2023
Total spend (£ million)	£9,143	14%	11%	£20,062	0%	-3%
Average spend per trip	£331	21%	17%	£295	11%	7%
Average spend per night	£104	17%	13%	£101	11%	7%

Spend was slightly down year to date when adjusting for inflation, though still up in Q3

- England followed a similar pattern to Britain in Q3 2024, where the total trip spend has increased by 14% in nominal terms, and when accounting for inflation, it increased by 11%. (Inflation in Q3 2024, as measured by the Consumer Price Index, was 2.9%).
- England saw average spend per overnight trip increase in nominal terms by 21% compared to Q3 2023 and 17% in real terms. Average spend per night also increased for trips in England (up 17% in nominal terms vs Q3 2023 and up 13% in real terms).
- For YTD 2024, total overnight trip spending in England remained level in nominal terms vs YTD 2023 but was down 3% in real terms. However, average spend per trip for YTD 2024 was up 11% in nominal terms and 7% in real terms compared to YTD 2023. Average spend per night also increased (up 11% in nominal terms and 7% in real terms).

Britain trips and spend by main trip purpose

Britain Trips (million)	Q3 2023	Q3 2024	Change vs Q3 2023	Share of trips, Q3 2024
Holiday	13.4	11.1	-17%	34%
Visiting friends / relatives	11.4	10.9	-4%	34%
Business	1.3	1.6	23%	5%
UK stay, part of outbound	2.3	2.5	7%	8%
Miscellaneous*	6.5	6.2	-5%	19%

Britain Spend (£ million)	Q3 2023	Q3 2024	Change vs Q3 2023	Share of spend, Q3 2024
Holiday	£4,678	£4,415	-6%	40%
Visiting friends / relatives	£1,873	£2,383	27%	22%
Business	£457	£896	96%	8%
UK stay, part of outbound	£789	£1,195	52%	11%
Miscellaneous*	£1,936	£2,181	13%	20%

Holidays saw the biggest year-on-year decline in Q3

- In Q3 2024, the most common purposes for taking an overnight trip in Britain were **holiday** and **visiting friends or relatives** (34% share each); however, these trips dropped by 17% and 4% respectively vs Q3 2023. Spend also fell by 6% for **holidays**.
- Holiday trips** were the largest contributor to total spend at 40% share, followed by **visiting friends or relatives** which accounted for 22% of spend.
- Business trips** represented only 5% share of Britain trips' volume but was up on Q3 2023 by 23%. The total spend related to **business trips** significantly rose by 96% compared to Q3 2023.
- '**Domestic overnight stays as part of an overseas trip**' increased by 7% in trip volume, with spend rising at 52% vs 2023.

Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales. *Miscellaneous trips include personal events, public events, study, medical, religious purposes. Value comparisons on this slide are in **nominal terms**, not taking inflation into account. Update release date: 24 February 2025

England trips and spend by main trip purpose

England Trips (million)	Q3 2023	Q3 2024	Change vs Q3 2023	Share of trips, Q3 2024
Holiday	10.8	9.3	-14%	34%
Visiting friends / relatives	9.9	9.4	-5%	34%
Business	1.1	1.3	14%	5%
UK stay, part of outbound	2.0	2.2	12%	8%
Miscellaneous*	5.5	5.4	-1%	19%

England Spend (£ million)	Q3 2023	Q3 2024	Change vs Q3 2023	Share of trips, Q3 2024
Holiday	£3,744	£3,527	-6%	39%
Visiting friends / relatives	£1,596	£1,959	23%	21%
Business	£388	£724	87%	8%
UK stay, part of outbound	£659	£1,069	62%	12%
Miscellaneous*	£1,623	£1,864	15%	20%

Holidays saw the biggest year-on-year decline in Q3

- **Visiting friends or relatives** and **holiday** were also the most common main purposes for overnight trips in England with a 34% share each. **Visiting friends or relatives** trips declined in Q3 2024 by 5% vs the previous year but spend was up 23%.
- **Holiday trips** saw decreases in trips and spend in Q3 2024; however, **holiday** still accounted for the largest share of spend at 39% of all trips in England.
- **Business** saw an increase in both trip volume and spend in Q3 2024 compared to Q3 2023. Business trip volume rose 14% in Q3 2024, while spend was up even further at 87% vs Q3 2024.
- **'Domestic overnight stay as part of an overseas trip'** increased in both trip volume and spend. Spend saw a large rise of 62%.

Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales. *Miscellaneous trips include personal events, public events, study, medical, religious purposes. Value comparisons on this slide are in **nominal terms**, not taking inflation into account. Update release date: 24 February 2025

Domestic overnight trips by England region: volume

(all regions stayed in on an overnight trip, i.e. not only the main region stayed in)

Trips (million)	Q3 2023	Q3 2024	% change vs Q3 2023	Share of England trips
London	4.4	4.4	0%	16%
Rest of England*	25.1	23.5	-6%	85%
North East (!)	1.4	0.9	-33%	3%
North West	4.2	4.4	4%	16%
Yorkshire	2.7	3.1	15%	11%
West Midlands	2.4	2.2	-8%	8%
East Midlands	2.4	2.4	1%	9%
East of England	3.0	3.0	0%	11%
South West	5.9	5.1	-14%	18%
South East	5.0	4.2	-15%	15%

- Increases in trip volume in Q3 2024 vs Q3 2023 were visible across three regions, Yorkshire (+15%), North West (+4%), and East Midlands (+1%).
- In Q3 2024, regions with the largest shares of trips in England were:
 - South West (5.1m trips / 18% share)
 - London (4.4m trips / 16% share)
 - North West (4.4m trips / 16% share)
 - South East (4.2m trips / 15% share)
- Regions with the smallest shares of England trips in Q3 2024 were:
 - North East (0.9m trips / 3% share)
 - West Midlands (2.2m trips / 8% share)
 - East Midlands (2.4m trips / 9% share)

(!) caution: small base size

Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales.

*Rest of England is NET of all English regions and England National Parks - excluding London.

Update release date: 24 February 2025

Domestic overnight trips by England region: spend

(all regions stayed in on an overnight trip, i.e. not only the main region stayed in)

Spend (£ million)	Q3 2023	Q3 2024	% change vs Q3 2023	Share of England spend
London	£1,321	£1,666	26%	18%
Rest of England*	£6,614	£7,362	11%	81%
North East (!)	£343	£380	11%	4%
North West	£1,203	£1,341	11%	15%
Yorkshire	£707	£818	16%	9%
West Midlands	£658	£613	-7%	7%
East Midlands	£510	£586	15%	6%
East of England	£649	£937	45%	10%
South West	£1,415	£1,604	13%	18%
South East	£1,129	£1,083	-4%	12%

- Apart from West Midlands and South East, all regions recorded an increase in total trip spend in Q3 2024 vs Q3 2023, with the largest increases noted in East of England (45%), London (26%), and Yorkshire (16%).
- The regions with the largest shares were:
 - London (£1.7bn / 18% share)
 - South West (£1.6bn / 18% share)
 - North West (£1.3bn / 15% share)
 - South East (£1.1bn / 12% share)
- The regions with the smallest shares of England spend were:
 - North East (£0.4bn / 4% share)
 - East Midlands (£0.6bn / 6% share)
 - West Midlands (£0.6bn / 7% share)

(!) caution: small base size

Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales

*Rest of England is NET of all English regions and England National Parks - excluding London.

Update release date: 24 February 2025

Domestic overnight trips by England region: nights

(all regions stayed in on an overnight trip, i.e. not only the main region stayed in)

Nights (million)	Q3 2023	Q3 2024	% change vs Q3 2023	Share of England spend
London	11.3	10.9	-4%	12%
Rest of England*	77.1	75.5	-2%	86%
North East (!)	3.9	2.6	-32%	3%
North West	10.5	10.4	-1%	12%
Yorkshire	7.0	9.6	37%	11%
West Midlands	5.7	5.2	-9%	6%
East Midlands	7.3	7.4	1%	8%
East of England	9.0	9.1	1%	10%
South West	20.5	19.2	-6%	22%
South East	13.4	12.0	-10%	14%

- Yorkshire recorded the largest increase (+37%) in nights volume in Q3 2024 vs Q3 2023. East Midlands and East of England recorded also an increase (+1%). Remaining regions showed y-o-y decreases in nights volume in Q3 2024.
- The regions with the largest shares of nights were:
 - South West (19.2m / 22% share)
 - South East (12.0m / 14% share)
 - London (10.9m / 12% share)
 - North West (10.4m / 12% share)
- The regions with the smallest shares of nights were:
 - North East (2.6m / 3% share)
 - West Midlands (5.2m / 6% share)
 - East Midlands (7.4m / 8% share)

(!) caution: small base size

Great Britain Tourism Survey: Overnight Trips – VisitEngland, VisitScotland and Visit Wales

*Rest of England is NET of all English regions and England National Parks - excluding London.

Update release date: 24 February 2025

Tables Q3 2024: trip characteristics



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: Overnight Travel UK | VisitBritain.org](#)

In this data set, you can find domestic overnight trips volume and value by further trip characteristics:

- By main accommodation
- By destination type
- By child present on trip
- By life stage

This data is shared at these levels:

- Total trip
- Holiday trips
- VFR trips

Appendix

Other domestic data sources, sample sizes and definitions



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Image: A couple sitting outside the pub on a bench having a drink. East Meon, Hampshire, England. @VisitBritain/Andrew Pickett

Other domestic data sources

As the Great Britain Tourism Survey data collection was paused in periods due to the COVID-19 pandemic from 2020 to the end of March 2021, and due to the methodology and definition changes to the survey from 2021, there are limited opportunities to gain a complete picture of domestic overnight tourism overtime from the survey alone. To gain insight into the domestic tourism landscape during periods where GBDVS is unavailable VisitEngland publishes and makes available data from a number of different information sources including:

Domestic Sentiment Tracker

The Domestic Sentiment Tracker has run since May 2020 and is a tracking survey to understand domestic intent to take short breaks and holidays both within the UK and abroad. The survey addresses: the likelihood of UK residents to travel; when and where they plan to go; specific trip details such as accommodation type and activities undertaken and the type of reassurances they're seeking from the sector.

Bank Holiday Trip Tracker

This survey is more specific to major bank holidays, but focuses on trip intention during these periods since 2007

Visits to Visitor attractions

An audit of English visitor attractions, recording visitor numbers since 2000.

England Hotel Occupancy

Every month, the England Occupancy Survey (EOS) measures bedroom and bedspace occupancy across the serviced accommodation sector, including mostly hotels, with a very small proportion of serviced apartments and larger B&Bs/guesthouses. Data is available back to 1997.

Short term rental data

VisitBritain receives monthly data from Transparent Intelligence which covers the overall supply of short term rental properties across the UK, performance metrics and the types of trips taking place.

Further data sources available to users may also be available from the Office for National Statistics (ONS) or other specific government departments such as the Department for Transport.

Sample size: nations

AREA	Q3 2023	Q3 2024	YTD 2023	YTD 2024
Britain	2,530	2,718	6,958	6,442
England	1,976	2,195	5,445	5,193

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

Update release date: 24 February 2025

Sample sizes: trip purpose, regions

Britain TRIP PURPOSE	Q3 2023	Q3 2024
Holiday	950	853
Visiting friends / relatives	781	884
Business	111	192
UK stay, part of outbound	184	217
Miscellaneous*	504	572

England TRIP PURPOSE	Q3 2023	Q3 2024
Holiday	713	670
Visiting friends / relatives	637	719
Business	95	147
UK stay, part of outbound	152	185
Miscellaneous*	379	474

* Other purpose, including study, medical, personal events

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

Update release date: 24 February 2025

ENGLAND REGIONS	Q3 2023	Q3 2024
London	310	390
Rest of England*	1684	1837
North East	82	76
North West	310	379
Yorkshire & the Humber	197	231
West Midlands	170	189
East Midlands	162	171
East of England	197	220
South West	379	378
South East	308	324

*Rest of England is NET of all English regions and England National Parks - excluding London.

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

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)

Destination Type

- **Seaside / other coastal** - combination of 'seaside coastline – a beach', 'seaside resort or town' and 'other coast'
- **Countryside / village** - combination of 'countryside' and 'village'
- **Other / unspecified** - includes 'don't know', 'missing' and 'other (please specify)'

Accommodation

- **Serviced accommodation** – 'hotel / motel / inn basis', 'serviced apartment', 'guest house / bed and breakfast' and 'farmhouse'
- **Commercial property rental** - 'staying in rented flat/apartment or similar', 'staying in rented house/cottage/lodge or similar', 'in someone else's home on a commercial basis - rental of room only' and 'in someone else's home on a commercial basis - rental of full property'
- **Caravan / Camping / Glamping** – 'touring caravan', 'campervan / motorhome', 'static caravan - owned by you', 'static caravan - not owned by you', 'tent' and 'glamping / alternative accommodation e.g. yurt, tipi, tree house, ecopod etc'
- **Someone's private home** - 'your second home / timeshare' and 'friends or relatives' home'
- **Other Accommodation** – 'hostel', 'boat', 'cruise ship', 'train', 'sleeper cab lorry / in transit', 'university / school', 'other (specify)' and 'don't know'

Definitions (3/3)

English 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 region. In this and future reports, the regional data (volume and value) is based on all regions stayed in overnight (previously, this data was based on only the main region stayed in). The current approach to volume and value is as follows:
 - Region's trip volume is based on trips which included an overnight stay in that region
 - Region's nights volume is based on nights stayed in that region
 - Region's total spend is based on proportional spend allocated based on a proportion of nights stayed in that region

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 contact

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