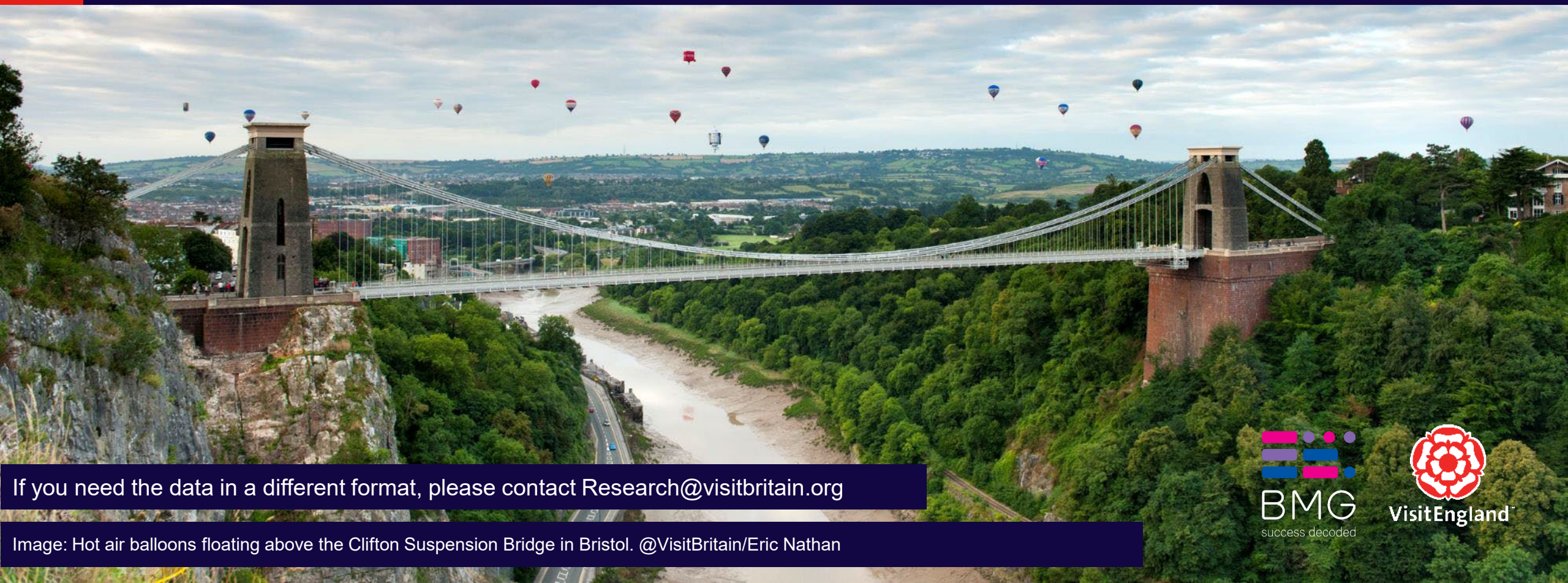


Domestic overnight trips: Q4 and annual 2024

Estimates of the volume and value of domestic overnight trips in Britain in Q4 and annual 2024

Sourced from the Great Britain Tourism Survey

Published 25th March 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/Eric Nathan



VisitEngland™

Contents

Introduction and Summary

- Introduction, methodological review
- Domestic overnight trips in 2024: summary

Britain and England headline results: Q4 2024 (October to December) and annual 2024

- Quarterly trend
- Key metrics: totals and averages
- Volume and value by trip purpose
- Volume and value by English region
- Tables 2024: trip characteristics

Appendix

- Other domestic data sources
- Sample sizes
- Definitions

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



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 October to 31 December 2024 (Q4 2024). This data is compared to Q4 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 2024: summary

- **Summary:** A decline in visits in 2024 although an increase in spend (as cost of overnight trips rises).
- **Volume:** In 2024, Britain residents took 90 million overnight trips in England and 106 million in Britain; both declined by 10% on 2023.
- **Value:** Total spend when adjusted for inflation increased by 2% in England and 3% in Britain. Spend per trip increased (in England from £262 to £305 and in Britain from £266 to £312). NB price increases in tourism-related categories outpaced general inflation in 2024, and spend growth was not even across categories; holiday spend fell.
- **Trip purpose:** Business saw the largest year-on-year increases in spend in 2024. 'UK stay as part of outbound' was the only trip type to record an increase in trip volume, with spend also increasing.
- **Season:** Q1 and Q4 2024 saw the sharpest declines in trip numbers vs 2023.
- **Region:** The decrease in volume was broadly consistent across English regions, with the smallest decrease in East of England (-1%), where the spend increased by 18%.
- **Destination type:** The decline in trips is visible in all types; however, seaside and small towns decreased most (-14%).

2024 domestic overnight trips in England

**90m
trips**

(down 10% vs
2023)

**£27bn total
spend**

(up 5% vs 2023
in nominal
terms,
Up 2% in real
terms)

**£305
spend per trip**

(up 16% vs
2023 in nominal
terms,
Up 14% in
real terms)

2024: domestic overnight trips in Great Britain

**106m
trips**

(down 10% vs
2023)

**£33bn total
spend**

(up 5% vs 2023
in nominal
terms,
Up 3% in real
terms)

**£312
spend per trip**

(up 17% vs
2023 in nominal
terms,
Up 14% in
real terms)

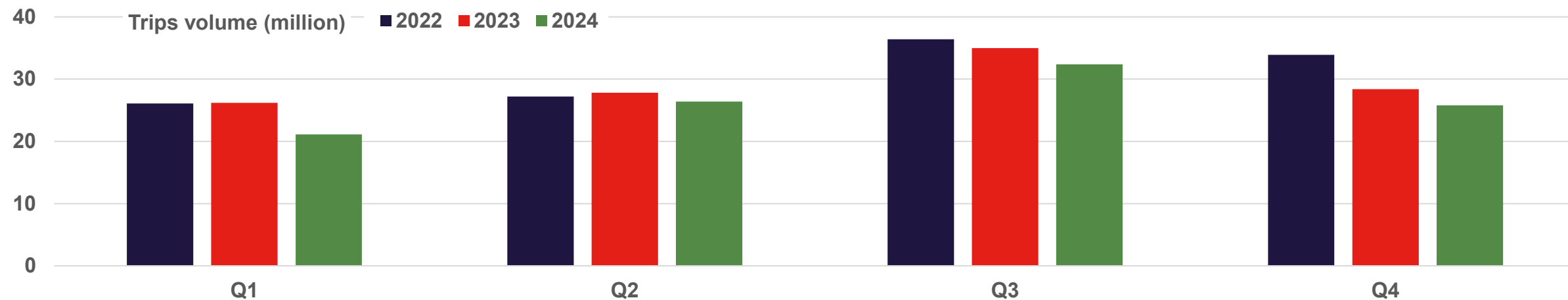


Britain and England headline results:

2024

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

Domestic overnight trips: Britain, quarterly trend

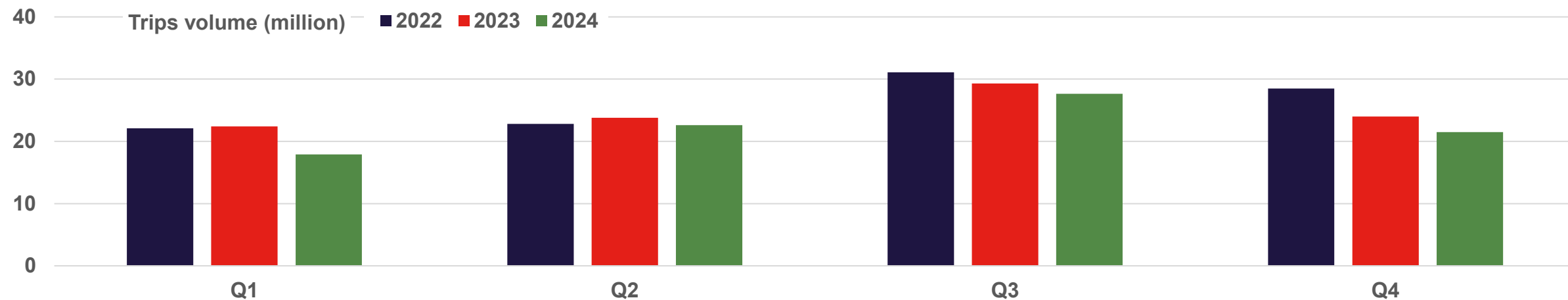


Britain	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024
Trips (million)	26.1	27.2	36.4	33.9	26.2	27.8	35.0	28.4	21.1	26.4	32.4	25.8
Spend (£ million)	£6,035	£6,870	£10,118	£8,959	£6,884	£7,339	£9,733	£7,297	£5,295	£7,739	£11,070	£8,813
Nights (million)	76.7	83.2	121.6	93.7	74.8	80.5	109.8	75.1	58.8	73.5	104.6	70.6

Q4 2024 saw trips and nights below last two years, although spend was up vs Q4 2023

- In **Britain**, there was a decline in overnight trips vs Q4 2023 and Q4 2022, with nights also below the previous two years.
- Q4 2024 saw total spend at £8.8bn, which was above Q4 2023; however, it was marginally below Q4 2022.
- The peak quarter for overnight trips in **Britain** was Q3 2022, followed by Q3 2023 and Q4 2022.

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	Q4 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	21.5
Spend (£ million)	£5,100	£5,726	£8,590	£7,349	£5,819	£6,200	£8,010	£6,016	£4,455	£6,463	£9,143	£7,274
Nights (million)	63.2	68.4	101.3	77.3	62.0	67.6	89.5	61.1	49.4	61.3	87.6	57.5

Q4 2024 saw trips and nights below last two years, although spend was up vs Q4 2023

- The decline in Q4 for overnight trips vs previous years is also noted in **England**, with nights also down on 2022 and 2023.
- Q4 2024 recorded total spend of £7.3bn, which was above Q4 2023 but marginally behind Q4 2022.
- For **England**, Q3 2022 was also the peak quarter for overnight trips, followed by Q3 2023 and Q4 2022.

Domestic overnight trips: Britain

Britain	Q4 2023	Q4 2024	Change vs Q4 2023	2023	2024	Change vs 2023
Trips (million)	28.4	25.8	-9%	117.4	105.6	-10%
Spend (£ million)	£7,297	£8,813	21%	£31,253	£32,916	5%
Nights (million)	75.1	70.6	-6%	340.2	307.5	-10%
Average spend per trip	£257	£342	33%	£266	£312	17%
Average spend per night	£97	£125	29%	£92	£107	16%
Average number of nights per trip	2.6	2.7	3%	2.9	2.9	0%

Spend per trip and per night were up on 2023, for both Q4 and annually. Trip duration remained level vs 2023.

- In **2024**, **106 million domestic overnight trips** were taken in Britain (down 10% vs 2023). Visitors **spent a total of £32.9bn** in 2024 (up 5% vs 2023) and **308 million nights** on trips in Britain (down 10% vs 2023).
- The **average spend per trip in 2024 was £312** (up 17% vs 2023). **Average spend per night in Britain rose to £107** (up 16% vs 2023). **Average number of nights per trip remained stable at 2.9** (level vs 2023).
- Overall, 2024 shows declines in total trips and total nights on trips in Britain but recorded (nominal) spend increases.

Great Britain Tourism Survey: Overnight Trips (commissioned by VisitEngland, VisitScotland and Visit Wales)

Release date: 25 March 2025

All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

Spend in nominal terms vs real terms: Britain

Britain	Q4 2024	Nominal change vs Q4 2023	Real change vs Q4 2023	2024	Nominal change vs 2023	Real change Vs 2023
Total spend (£ million)	£8,813	21%	18%	£32,916	5%	3%
Average spend per trip	£342	33%	30%	£312	17%	14%
Average spend per night	£125	29%	26%	£107	16%	14%

When adjusting for inflation, total spend was still well up in Q4, albeit compared to a weak Q4 2023, and up slightly annually.

- **2024 vs 2023:** in nominal terms total Britain trip spend increased by 5%, and when accounting for inflation, the increase in total trip spend in Britain is 3%. (Inflation in 2024, as measured by the Consumer Price Index, was 2.5%). There were major variations by journey purpose, which are detailed later. NB price increases in tourism-related categories outpaced general inflation in ONS 2024 data.
- **Average spend per overnight trip** in 2024 saw a 17% increase in nominal terms and 14% in real terms vs 2023.
- **Average spend per night** also increased compared to 2023, up 16% in nominal terms and 14% in real terms.
- **Q4:** for Q4 2024, total overnight trip spending in Britain saw an increase of 21% in nominal terms vs Q4 2023 and was up in real terms by 18%. Average spend per trip for Q4 2024 was up 33% in nominal terms and 30% in real terms compared to Q4 2023. Average spend per night also increased, up 29% in nominal terms and 26% in real terms.

Domestic overnight trips: England

England	Q4 2023	Q4 2024	Change vs Q4 2023	2023	2024	Change vs 2023
Trips (million)	24.0	21.5	-11%	99.4	89.6	-10%
Spend (£ million)	£6,016	£7,274	21%	£26,045	£27,336	5%
Nights (million)	61.1	57.5	-6%	280.3	255.7	-9%
Average spend per trip	£250	£338	35%	£262	£305	16%
Average spend per night	£98	£127	29%	£93	£107	15%
Average number of nights per trip	2.5	2.7	5%	2.8	2.9	1%

Spend per trip and per night were up on 2023, for both Q4 and annually. Trip duration marginally increased.

- The number of overnight trips in **England** reached **89.6 million** in **2024** (down 10% vs 2023). Visitors in England **spent £27.3bn** in 2024 (up 5% vs 2023) and **255.7 million nights** in total in England (down 9% vs 2023).
- The **average spend per trip** in England was **£305** in 2024 (up 16% vs 2023). **Average spend per night** increased to **£107** (up 15% vs 2023) while **average number of nights per trip** rose marginally to **2.9** (up 1% vs 2023).
- Overall, Q4 2024 showed declines in total trips and total nights on trips in England with total spend above Q4 2023.

Great Britain Tourism Survey: Overnight Trips (commissioned by VisitEngland, VisitScotland and Visit Wales)

Release date: 25 March 2025

All value comparisons are in **nominal terms**, not taking inflation into account, unless otherwise stated.

Spend in nominal terms vs real terms: England

England	Q4 2024	Nominal change vs Q4 2023	Real change vs Q4 2023	2024	Nominal change vs 2023	Real change Vs 2023
Total spend (£ million)	£7,274	21%	18%	£27,336	5%	2%
Average spend per trip	£338	35%	32%	£305	16%	14%
Average spend per night	£127	29%	26%	£107	15%	12%

When adjusting for inflation, total spend was still well up in Q4, albeit compared to a weak Q4 2023, and up slightly annually.

- **2024 vs 2023:** England followed a similar pattern to Britain in 2024, where the total trip spend has increased by 5% in nominal terms, and when accounting for inflation, it increased by 2%. (Inflation in 2024, as measured by the Consumer Price Index, was 2.5%). There were major variations by journey purpose, which are detailed later. NB price increases in tourism-related categories outpaced general inflation in ONS 2024 data.
- England saw **average spend per overnight trip** increase in nominal terms by 16% compared to 2023 and 14% in real terms. **Average spend per night** also increased (up 15% in nominal terms vs 2023 and up 12% in real terms).
- **Q4:** for Q4 2024, total overnight trip spending in England rose by 21% in nominal terms vs Q4 2023 and increased by 18% in real terms. Average spend per trip for Q4 2024 was up 35% in nominal terms and 32% in real terms compared to Q4 2023. Average spend per night also increased (up 29% in nominal terms and 26% in real terms).

Britain trips and spend by main trip purpose

Britain Trips (million)	2023	2024	Change vs 2023	Share of trips, 2024
Holiday	37.2	32.5	-13%	31%
Visiting friends / relatives	43.1	39.3	-9%	37%
Business	6.2	5.9	-5%	6%
UK stay, part of outbound	8.5	9.1	7%	9%
Miscellaneous*	22.4	18.8	-16%	18%

Britain Spend (£ million)	2023	2024	Change vs 2023	Share of spend, 2024
Holiday	£12,273	£12,008	-2%	36%
Visiting friends / relatives	£7,429	£8,194	10%	25%
Business	£2,254	£3,069	36%	9%
UK stay, part of outbound	£2,914	£3,785	30%	11%
Miscellaneous*	£6,382	£5,860	-8%	18%

Business and 'UK stay, part of outbound' saw the largest year-on-year increases in spend in 2024.

- In 2024, the most common purpose for taking an overnight trip in Britain was **visiting friends or relatives** (37% share); however, these trips fell by 9% vs 2023. Spend for VFR trips was up 10%.
- Holiday trips** were the largest contributor to total spend at 36% share; however, they saw a decline of 2% in value.
- Business trips** represented 6% share of Britain trips, with volume falling by 5% vs 2023. The total spend related to **business trips** rose by 36% compared to 2023.
- 'Domestic overnight stays as part of an overseas trip'** represented a 9% share of trips in Britain in 2024 with volume showing a 7% increase. Spend on these trips increased by 30%.

Great Britain Tourism Survey: Overnight Trips (commissioned by VisitEngland, VisitScotland and Visit Wales)
Release date: 25 March 2025

*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. Quarter 4 data is available in the embedded excel tables on slide 18.

England trips and spend by main trip purpose

England Trips (million)	2023	2024	Change vs 2023	Share of trips, 2024
Holiday	30.6	26.8	-13%	30%
Visiting friends / relatives	37.0	33.8	-9%	38%
Business	5.3	4.9	-7%	6%
UK stay, part of outbound	7.7	8.1	6%	9%
Miscellaneous*	18.8	16.0	-15%	18%

England Spend (£ million)	2023	2024	Change vs 2023	Share of trips, 2024
Holiday	£9,970	£9,641	-3%	35%
Visiting friends / relatives	£6,270	£6,896	10%	25%
Business	£1,948	£2,550	31%	9%
UK stay, part of outbound	£2,481	£3,315	34%	12%
Miscellaneous*	£5,377	£4,934	-8%	18%

Business and 'UK stay, part of outbound' saw the biggest year-on-year increase in spend in 2024.

- **Visiting friends or relatives** was also the most common main purposes for overnight trips in England with a 38% share. **Visiting friends or relatives** trips declined in 2024 by 9% vs the previous year but spend was up 10%.
- **Holiday** saw decreases in trips and spend in 2024; however, **holiday** still accounted for the largest share of spend at 35% of all trips in England.
- **Business** saw a 31% increase in spend in 2024 compared to 2023. However, trip volume with a main purpose of business fell by 7% compared to the previous year.
- **'Domestic overnight stay as part of an overseas trip'** increased in both trip volume (+6%) and spend (+34%).

Great Britain Tourism Survey: Overnight Trips (commissioned by VisitEngland, VisitScotland and Visit Wales)
Release date: 25 March 2025

*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. Quarter 4 data is available in the embedded excel tables on slide 18.

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)	2023	2024	% change vs 2023	Share of England trips
London	15.9	15.1	-5%	17%
Rest of England*	84.6	75.9	-10%	85%
North East	4.0	3.1	-23%	3%
North West	15.4	14.5	-6%	16%
Yorkshire	9.8	9.3	-5%	10%
West Midlands	9.3	8.0	-14%	9%
East Midlands	8.4	7.5	-11%	8%
East of England	9.8	9.7	-1%	11%
South West	17.9	15.4	-14%	17%
South East	16.3	14.3	-12%	16%

- There were decreases in trip volume in 2024 vs 2023 across all regions, with the largest declines in volume being seen in North East (-23%), West Midlands (-14%) and South West (-14%).
- In 2024, regions with the largest shares of trips in England were:
 - South West (15.4m trips / 17% share)
 - London (15.1m trips / 17% share)
 - North West (14.5m trips / 16% share)
 - South East (14.3m trips / 16% share)
- Regions with the smallest shares of England trips in 2024 were:
 - North East (3.1m trips / 3% share)
 - East Midlands (7.5m trips / 8% share)
 - West Midlands (8.0m trips / 9% share)

Great Britain Tourism Survey: Overnight Trips (commissioned by VisitEngland, VisitScotland and Visit Wales)

Release date: 25 March 2025

*Rest of England is NET of all English regions and England National Parks - excluding London. Quarter 4 data is available in the embedded excel tables on slide 18.

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)	2023	2024	% change vs 2023	Share of England spend
London	£4,724	£5,456	15%	20%
Rest of England*	£21,122	£21,652	3%	79%
North East	£931	£869	-7%	3%
North West	£3,896	£4,290	10%	16%
Yorkshire	£2,291	£2,445	7%	9%
West Midlands	£2,157	£1,879	-13%	7%
East Midlands	£1,688	£1,838	9%	7%
East of England	£2,085	£2,467	18%	9%
South West	£4,538	£4,500	-1%	16%
South East	£3,534	£3,363	-5%	12%

- Five regions recorded an increase in trip spend in 2024 vs 2023, with the largest increases noted in East of England (18%), London (15%), and North West (10%). Four regions showed a decline in spend.
- The regions with the largest shares were:
 - London (£5.5bn / 20% share)
 - South West (£4.5bn / 16% share)
 - North West (£4.3bn / 16% share)
 - South East (£3.4bn / 12% share)
- The regions with the smallest shares of England spend were:
 - North East (£0.9bn / 3% share)
 - East Midlands (£1.8bn / 7% share)
 - West Midlands (£1.9bn / 7% share)

Great Britain Tourism Survey: Overnight Trips (commissioned by VisitEngland, VisitScotland and Visit Wales)

Release date: 25 March 2025

*Rest of England is NET of all English regions and England National Parks - excluding London. Quarter 4 data is available in the embedded excel tables on slide 18.

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)	2023	2024	% change vs 2023	Share of England spend
London	37.7	37.3	-1%	15%
Rest of England*	240.2	216.1	-10%	85%
North East	10.2	7.3	-29%	3%
North West	38.4	34.8	-9%	14%
Yorkshire	23.6	24.3	3%	10%
West Midlands	21.0	18.1	-14%	7%
East Midlands	22.4	20.5	-9%	8%
East of England	26.6	27.7	4%	11%
South West	56.7	49.1	-13%	19%
South East	41.2	34.5	-16%	13%

- Apart from Yorkshire and East of England, regions recorded a decrease in nights volume in 2024 vs 2023, with the largest declines recorded in North East (-29%), South East (-16%), West Midlands (-14%).
- The regions with the largest shares of nights were:
 - South West (49.1m / 19% share)
 - London (37.3m / 15% share)
 - North West (34.8m / 14% share)
 - South East (34.5m / 13% share)
- The regions with the smallest shares of nights were:
 - North East (7.3m / 3% share)
 - West Midlands (18.1m / 7% share)
 - East Midlands (20.5m / 8% share)

Great Britain Tourism Survey: Overnight Trips (commissioned by VisitEngland, VisitScotland and Visit Wales)

Release date: 25 March 2025

*Rest of England is NET of all English regions and England National Parks - excluding London. Quarter 4 data is available in the embedded excel tables on slide 18.

Tables 2024 and Q4 2024

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.

Overnight trip characteristics

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

This data is shared at these levels: total trips, holiday trips, VFR trips



These tables are also available here:

[Great Britain domestic overnight trips | VisitBritain.org](#)

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



These tables are also available here:

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

Appendix

Other domestic data sources, sample sizes and definitions



VisitEngland

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	Q4 2023	Q4 2024	2023	2024
Britain	2,287	1,946	9,245	8,388
England	1,834	1,497	7,279	6,690

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

Great Britain Tourism Survey: Overnight Trips (commissioned by VisitEngland, VisitScotland and Visit Wales)

Release date: 25 March 2025

Sample sizes: trip purpose, regions

Britain TRIP PURPOSE	2023	2024
Holiday	2,826	2,451
Visiting friends / relatives	3,323	3,045
Business	545	567
UK stay, part of outbound	640	703
Miscellaneous*	1,911	1,622

England TRIP PURPOSE	2023	2024
Holiday	2,141	1,890
Visiting friends / relatives	2,648	2,461
Business	462	453
UK stay, part of outbound	548	593
Miscellaneous*	1,480	1,293

* 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

ENGLAND REGIONS	2023	2024
London	1194	1238
Rest of England*	6151	5553
North East	293	230
North West	1176	1153
Yorkshire & the Humber	715	682
West Midlands	696	599
East Midlands	597	546
East of England	689	654
South West	1301	1098
South East	1097	990

*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 regions. 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

Research@visitbritain.org