

Domestic tourism: January 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 24 April 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

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Explore the day visits data and reports published on the [VisitBritain website](#).

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 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 January 2025.
- This is a short summary of recent trends in domestic overnight and day trips, and will be followed by:
 - Quarterly reporting, incl. regional data, trip purpose, destination type and other top-level analysis
 - 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](#).
- 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. 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.)
- Further information on the recent methodology changes and user notes (including guidance on limitations of comparability with GBTS data up until 2019) are available in the ‘Supporting documents’ section on these two webpages [domestic overnight trips webpage](#) and [domestic day trips webpage](#).
- 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 January 2025: England summary

Overnight Trips and Day Visits - Overall Story

- In January 2025, recent trends in slow domestic tourism volumes broadly continued. Overnight volumes were down and, although day trips volumes were up on a weak January 2024, they were below 2022/23.
- Value of spending was up, but the strongest increases were seen in overnight trips for non-holiday purposes. (Inflation in most tourism-related sectors was still a little higher than in the overall economy.) We caution against reading too much into one month's results, especially for spend, and advise looking across the last few years to assess trends.

Overnight Trips – England summary

- Overnight trips volume declined by 4% when compared to Jan 2024, continuing the trend of recent monthly declines. Spend increased by 39% year-on-year in Jan alone; however, looking at holidays, spend was up by a milder 17%, and 8% across the past three months.
- There were year-on-year volume increases in overnight stays in cities/large towns, in serviced accommodation and use of public transport – both of these categories' costs having increased. There were also increases in business trips, 25-44 years olds, shorter trips and trips with short lead times.

Day Trips – England summary

- Day visits volume increased by 9% on a weak January 2024, but below 2022 and 2023. Across the past three months, volumes are down year-on-year. Spend was up in January alone, but around on par across the last three months.
- Seaside and countryside experienced an above average increase in volume. Above average increases were recorded for activities such as sports or outdoor leisure activities, hobbies and interests, sightseeing and exploring, or 'attending a special event or celebration (e.g. wedding, birthday etc.)'.



England and Britain: key metrics

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

Domestic tourism in January 2025

Domestic overnight trips in England

 **6.3M**
visits

(down 4% vs
January 2024)

 **£2.4bn**
total spend

(up 39% vs January
2024)

Domestic tourism day visits in England

 **60.6M**
visits

(up 9% vs January
2024)

 **£3.4bn**
total spend

(up 16% vs January
2024)

Domestic tourism in England

£5.8bn
total spend

(up 25% vs January 2024)

Domestic overnight trips in Britain

 **7.4M**
visits

(down 5% vs
January 2024)

 **£2.8bn**
total spend

(up 32% vs January
2024)

Domestic tourism day visits in Britain

 **68.0M**
visits

(up 7% vs January
2024)

 **£3.8bn**
total spend

(up 15% vs January
2024)

Domestic tourism in Britain

£6.6bn
total spend

(up 21% vs January 2024)

Domestic tourism overnight trips and day visits: England

Overnight trips (of any purpose)	January 2024	January 2025	Year on year change	Past 3 months to January 2024	Past 3 months to January 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	6.5	6.3	-4%	22.6	21.4	-6%	6.5	6.3	-4%
Nights (million)	20.0	18.7	-7%	60.0	58.3	-3%	20.0	18.7	-7%
Spend (£ million)	£1,733	£2,411	39%	£5,767	£7,664	33%	£1,733	£2,411	39%
Holidays									
Visits (million)	1.6	1.5	-5%	6.0	5.2	-14%	1.6	1.5	-5%
Nights (million)	5.0	4.9	-1%	17.4	15.3	-12%	5.0	4.9	-1%
Spend (£ million)	£608	£714	17%	£1,975	£2,139	8%	£608	£714	17%
Tourism day visits									
Visits (million)	55.6	60.6	9%	231.8	206.6	-11%	55.6	60.6	9%
Spend (£ million)	£2,915	£3,387	16%	£11,646	£11,725	1%	£2,915	£3,387	16%

Domestic tourism overnight trips and day visits: Britain

Overnight trips (of any purpose)	January 2024	January 2025	Year on year change	Past 3 months to January 2024	Past 3 months to January 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	7.8	7.4	-5%	26.8	25.4	-6%	7.8	7.4	-5%
Nights (million)	23.8	22.4	-6%	73.1	70.6	-3%	23.8	22.4	-6%
Spend (£ million)	£2,129	£2,802	32%	£7,026	£8,986	28%	£2,129	£2,802	32%
Holidays									
Visits (million)	2.0	1.9	-5%	7.1	6.4	-10%	2.0	1.9	-5%
Nights (million)	6.2	6.2	1%	21.2	19.1	-10%	6.2	6.2	1%
Spend (£ million)	£742	£884	19%	£2,402	£2,617	9%	£742	£884	19%
Tourism day visits									
Visits (million)	63.6	68.0	7%	262.1	234.4	-11%	63.6	68.0	7%
Spend (£ million)	£3,318	£3,809	15%	£13,307	£13,409	1%	£3,318	£3,809	15%



England and Britain: Volume and value by month

Domestic tourism trend: England, volume (million)

Overnight trips:



Holidays:



Tourism day visits:



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											

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											

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											

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	£1,733	£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											

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	£608	£425	£500	£812	£817	£810	£804	£1,456	£1,267	£717	£729	£696
2025	£714											

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											

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	£265	£235	£246	£283	£288	£287	£326	£332	£333	£316	£368	£329
2025	£384											

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	£387	£310	£355	£332	£333	£319	£323	£403	£399	£352	£387	£391
2025	£480											

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											

Domestic tourism trend: Britain, volume (million)

Overnight trips:



Holidays:



Tourism day visits:



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											

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											

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											

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	£2,129	£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											

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	£742	£489	£574	£1,122	£966	£942	£1,021	£1,805	£1,589	£1,025	£875	£857
2025	£884											

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											

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											

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	£374	£299	£348	£359	£332	£326	£332	£427	£413	£387	£378	£395
2025	£469											

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											

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. Perthshire, Scotland. @VisitBritain/Andrew Pickett

Sample size: nations

Overnight trips	January 2024	January 2025	Past 3 months to January 2024	Past 3 months to January 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	657	583	2182	1856	657	583
England	520	456	1736	1447	520	456

Holidays	January 2024	January 2025	Past 3 months to January 2024	Past 3 months to January 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	165	150	562	461	165	150
England	123	109	444	348	123	109

Tourism day visits	January 2024	January 2025	Past 3 months to January 2024	Past 3 months to January 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	764	573	2445	1940	764	573
England	583	450	1902	1501	583	450

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 contact

Research@visitbritain.org