

Domestic tourism: March / Q1 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 10 June 2025



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



VisitEngland

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

Contents

- **Introduction and Summary**
- **England and Britain: key metrics**
 - Overnight trips
 - Holidays
 - Day visits
- **England and Britain: Volume and value by month and quarter**
 - Overnight trips
 - Holidays
 - Day visits
- **Appendix**
 - Further data
 - Sample sizes
 - Definitions

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

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

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

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 **March 2025**. It also includes quarterly data for **Q1 2025** (January to March 2025). Quarterly reporting includes regional data, trip purpose, destination type and other top-level analysis.
- This is a short summary of recent trends in domestic overnight and day trips, and will be followed by:
 - Annual reporting, incl. deep dive analysis
- Monthly data can be volatile, especially for spending, and looking at the past three months provides a more robust view.
- The GBTS data from 2022 onwards has been published as **statistics in development**. More information on this can be found on the [Office for Statistics Regulation website](#).
- 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 Q1 2025: England

Domestic tourism in Q1 - Overall Story

- **Overall picture:** mixed results, with most volume and value measures falling within recent ranges. Overnight spend was strong, but much of this growth was driven by non-holiday trips.
- **Volume:** In Q1 2025, Britain residents took 18.9 million overnight trips in England, which is up 6% on Q1 2024 but still below Q1 2023 and Q1 2022. On the other hand, day visits declined by 9% with 184m day visits in Q1 2025, also below Q1 2023 but slightly above Q1 2022.
- **Value:** Total spend on domestic tourism increased by 7% to £15.9bn, with the increase driven by a steep increase in spend on overnight trips (£6.6bn) against a weak Q1 2024, while the spend on day visits declined in Q1 2025 (£9.2bn).

Domestic tourism in Q1 - detail

- **Trip purpose:** Volume of holiday trips, especially shorter trips, increased in Q1 2025, and so did business trips. Both types with a higher spend per night per person, contributing to the steep increase in total value of overnight trips.
- **Spend breakdown:** There was an increase in share of spend on more expensive categories, such as trip package, accommodation and shopping, which might also be contributing to the total overnight trip spend increase.
- **Spend per trip/night:** spend per overnight trip increased from £249 in Q1 2024 to £352 in Q1 2025. Spend per night also peaked in Q1 2025 at £134.
- **Region:** East of England, North East, and West Midlands saw a year-on-year increase in day visits in Q1 2025. For overnight trips, there was a year-on-year increase in London, North West, East Midlands, Yorkshire and West Midlands.
- **Destination type:** 'Large towns or cities' increased for overnight trips to Q1 2023 and Q1 2022 levels after a dip in Q1 2024. And for day visits, after a strong Q1 2023 and Q1 2024, there is a decline in visiting 'large towns or cities' in Q1 2025.
- **Transport:** Use of public transport is up in Q1 2025 for overnight and day trips.
- **Activities:** For day visits, organised public events, visitor attractions, and 'arts, cultural or entertainment experiences' made a return in Q1 2025, after a dip in Q1 2024. Visitor attractions also increased for overnight trips.
- **Party composition:** Solo trips increased a share of overnight trips.

Domestic tourism in March 2025: England

Overnight Trips and Day Visits – Overall England Story

- In March 2025, overnight trips volume was up on a weak March 2024; back to March 2023 level but still below March 2022. Day visits volume continued a year-on year downwards trend for March, since 2023 when day trips had increased volume as day trips were a substitution for (especially shorter) overnight trips due to cost pressures.
- Domestic tourism spend is 4% up on March 2024, reaching £5.5bn in March 2025, as spend on overnight trips steeply increased against a very weak 2024, while spend on day visits in England was down on a strong March 2024 and 2023.

Overnight Trips – England summary

- Overnight trips volume was up 19% and spend up 64% on a very weak March 2024 (making March 2025 the strongest month of Q1 2025).
- While most trip types increased their average spend per trip per person, for holiday trips spend per trip dropped to £251 as the share of shorter holiday trips (1-3 days) increased in March (these trips have lower spend per trip than longer trips of 4 or more days).
- Some year-on-year increases: trips to cities, stay in hotels, use of public transport, package trip, booked less than 1 month in advance, solo trips, trips by 16-44yo.

Day Trips – England summary

- Day visits volume is 6% below March 2024, also down vs very strong March 2023. Spend was down by 18% following the volume patterns.
- Average spend per day visit has decreased from £54 in March 2024 to £47 and is in line with March 2023 (£46).
- 'Small towns' were the only destination type that increased in trips volume, receiving also a greater share of spend on day trips in England.
- Visiting friends and relatives on a day trip showed a declining trend for March year-on-year.



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 Q1 2025

Domestic overnight trips in England

 **18.9M**
visits

(Up 6% vs Q1 2024)

 **£6.6bn**
total spend

(up 49% vs Q1 2024)

Domestic tourism day visits in England

 **184M**
visits

(down 9% vs Q1
2024)

 **£9.2bn**
total spend

(down 11% vs Q1
2024)

Domestic tourism in England

£15.9bn
total spend

(up 7% vs Q1 2024)

Domestic overnight trips in Britain

 **22.0M**
visits

(up 4% vs Q1 2024)

 **£7.8bn**
total spend

(up 47% vs Q1 2024)

Domestic tourism day visits in Britain

 **209M**
visits

(down 9% vs Q1
2024)

 **£10.6bn**
total spend

(down 11% vs Q1
2024)

Domestic tourism in Britain

£18.3bn
total spend

(up 7% vs Q1 2024)

Domestic tourism in March 2025

Domestic overnight trips in England

 **6.9M**
visits

(Up 19% vs March
2024)

 **£2.3bn**
total spend

(up 64% vs March
2024)

Domestic tourism day visits in England

 **67M**
visits

(down 6% vs March
2024)

 **£3.1bn**
total spend

(down 18% vs March
2024)

Domestic tourism in England

£5.5bn
total spend

(up 4% vs March 2024)

Domestic overnight trips in Britain

 **7.9M**
visits

(up 18% vs March
2024)

 **£2.7bn**
total spend

(up 67% vs March
2024)

Domestic tourism day visits in Britain

 **78M**
visits

(down 4% vs March
2024)

 **£3.7bn**
total spend

(down 13% vs
March 2024)

Domestic tourism in Britain

£6.5bn
total spend

(up 9% vs March 2024)

Domestic overnight trips and day visits: England

Overnight trips (of any purpose)	March 2024	March 2025	Year on year change	Past 3 months to March 2024 / Q1 2024	Past 3 months to March 2025 / Q1 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	5.8	6.9	19%	17.9	18.9	6%	17.9	18.9	6%
Nights (million)	15.4	17.2	12%	49.4	49.6	0%	49.4	49.6	0%
Spend (£ million)	£1,419	£2,331	64%	£4,455	£6,639	49%	£4,455	£6,639	49%

Holidays									
Visits (million)	1.4	1.9	33%	4.4	4.8	11%	4.4	4.8	11%
Nights (million)	5.2	5.2	1%	14.5	14.7	2%	14.5	14.7	2%
Spend (£ million)	£500	£471	-6%	£1,533	£1,851	21%	£1,533	£1,851	21%

Tourism day visits									
Visits (million)	71.3	67.1	-6%	201.7	184.0	-9%	201.7	184.0	-9%
Spend (£ million)	£3,824	£3,147	-18%	10,359	9,218	-11%	£10,359	£9,218	-11%

Domestic overnight trips and day visits: Britain

Overnight trips (of any purpose)	March 2024	March 2025	Year on year change	Past 3 months to March 2024 / Q1 2024	Past 3 months to March 2025 / Q1 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	6.7	7.9	18%	21.1	22.0	4%	21.1	22.0	4%
Nights (million)	17.7	20.2	14%	58.8	59.0	0%	58.8	59.0	0%
Spend (£ million)	£1,639	£2,736	67%	£5,295	£7,758	47%	£5,295	£7,758	47%
Holidays									
Visits (million)	1.6	2.3	37%	5.3	5.8	11%	5.3	5.8	11%
Nights (million)	6.0	6.3	7%	17.0	17.7	4%	17.0	17.7	4%
Spend (£ million)	£574	£613	7%	£1,804	£2,248	25%	£1,804	£2,248	25%
Tourism day visits									
Visits (million)	81.0	78.1	-4%	230.8	209.5	-9%	230.8	209.5	-9%
Spend (£ million)	£4,317	£3,741	-13%	11,888	10,569	-11%	£11,888	£10,569	-11%

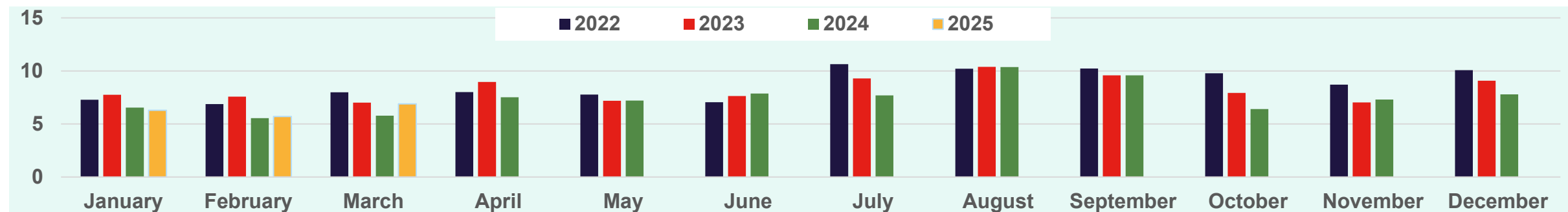


England and Britain: Volume and value by month and quarter

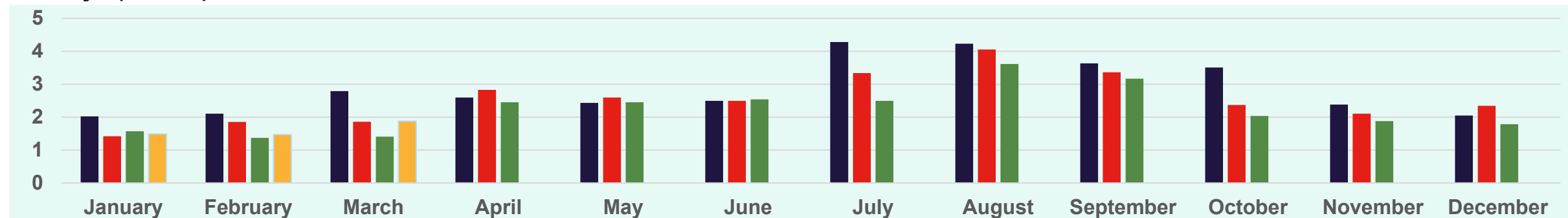
Image: Person standing near lake watching a rainbow in cloudy sky. Cumbria; England ©VisitBritain/Mark Gilligan

Domestic tourism monthly trend: England, volume

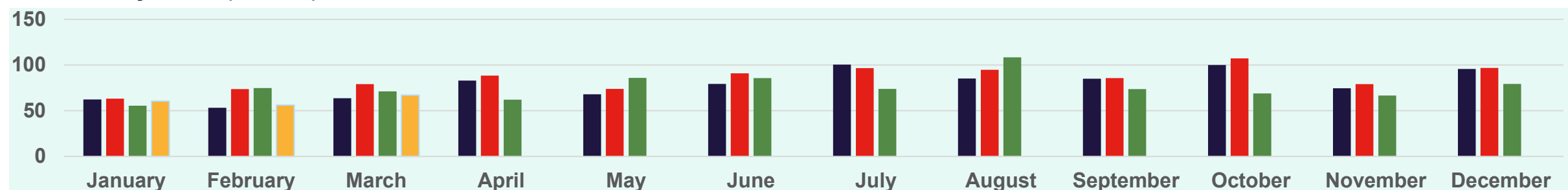
Overnight trips (million):



Holidays (million):

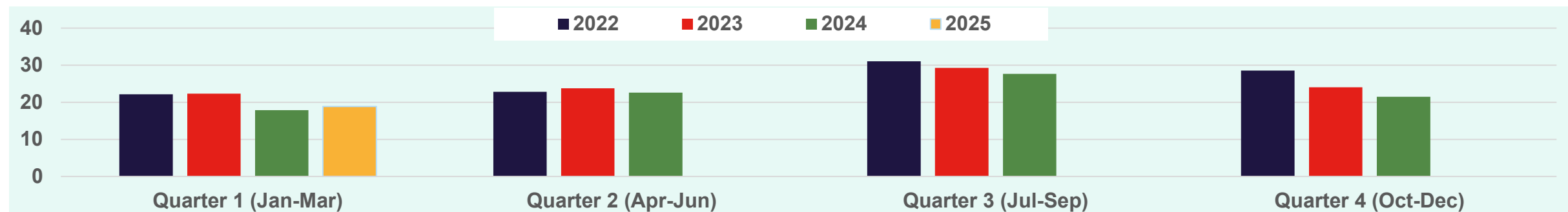


Tourism day visits (million):

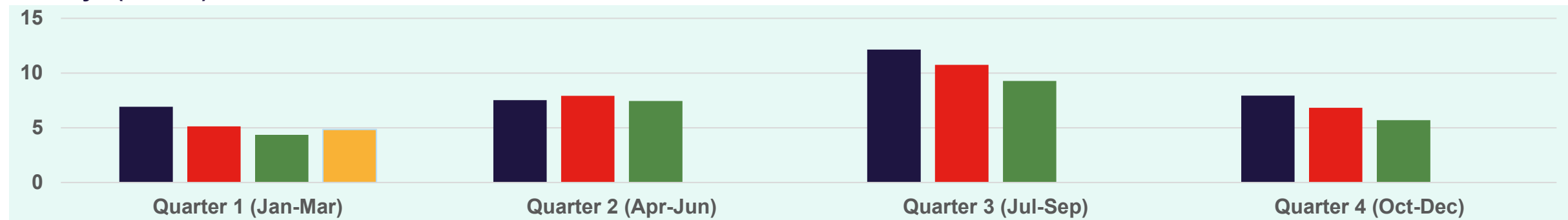


Domestic tourism quarterly trend: England, volume

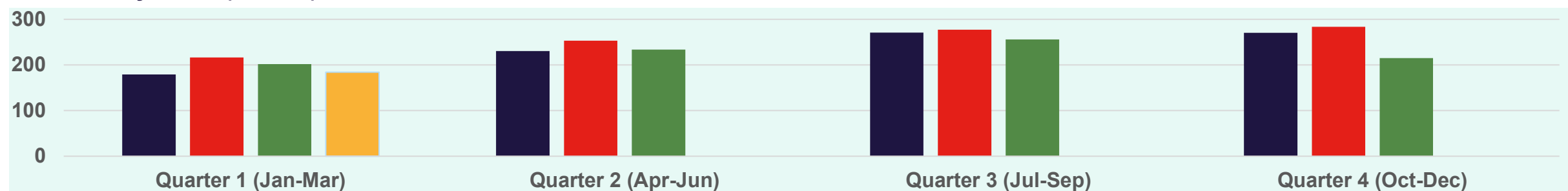
Overnight trips (million):



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									

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									

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									

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									

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									

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									

Domestic tourism: England, average spend per trip

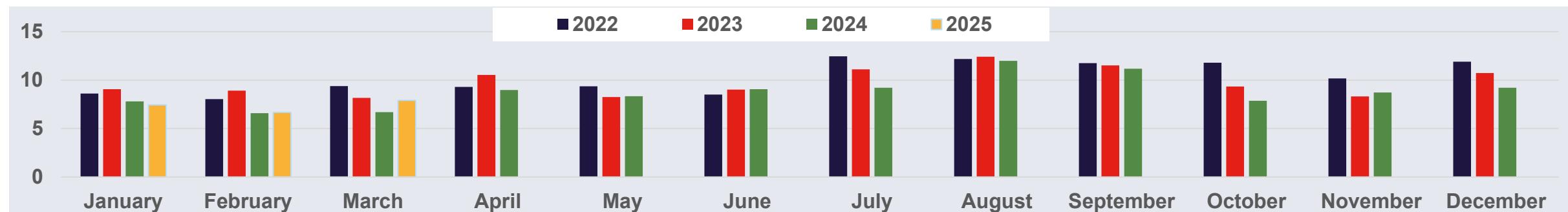
Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	£231	£238	£223	£238	£237	£281	£278	£297	£254	£318	£265	£193
2023	£254	£243	£286	£240	£279	£268	£270	£280	£270	£250	£258	£244
2024	£266	£235	£246	£283	£288	£287	£326	£332	£333	£316	£368	£329
2025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

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									

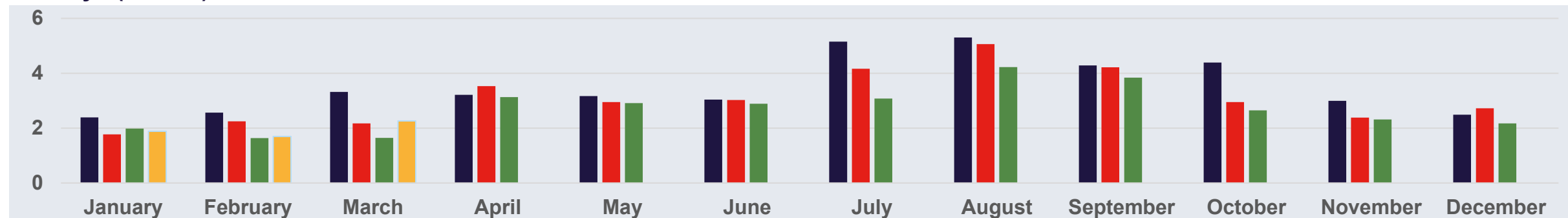
Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	£45	£37	£40	£41	£41	£46	£37	£35	£50	£42	£45	£39
2023	£41	£41	£46	£38	£42	£43	£44	£43	£45	£48	£49	£50
2024	£52	£48	£54	£44	£55	£49	£53	£50	£57	£66	£52	£61
2025	£56	£48	£47									

Domestic tourism monthly trend: Britain, volume

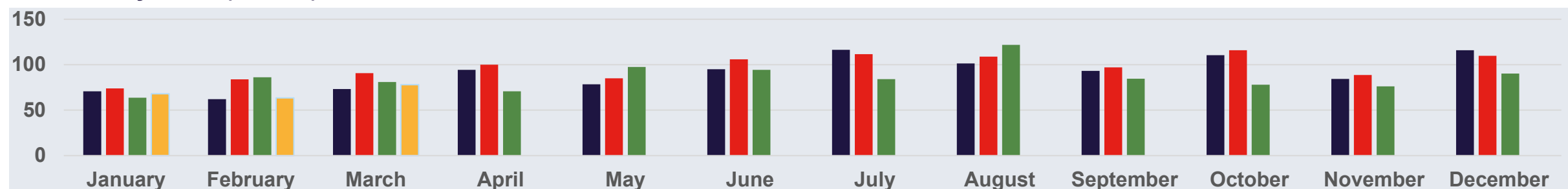
Overnight trips (million):



Holidays (million):

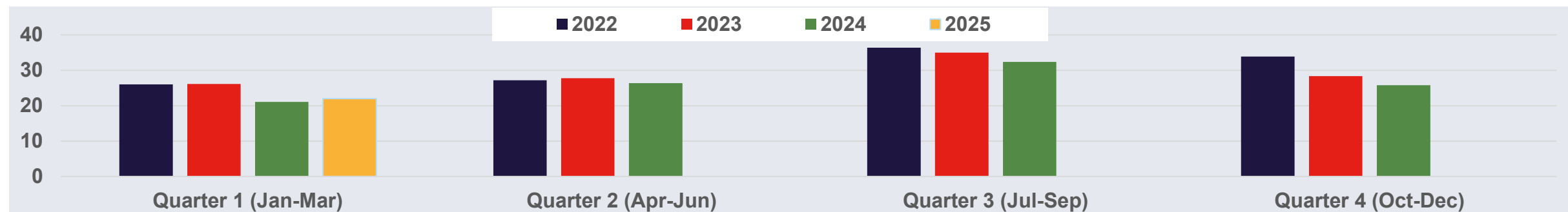


Tourism day visits (million):

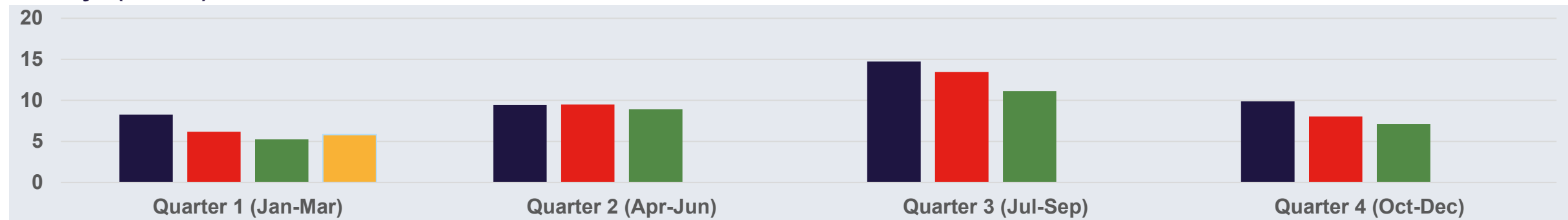


Domestic tourism quarterly trend: Britain, volume

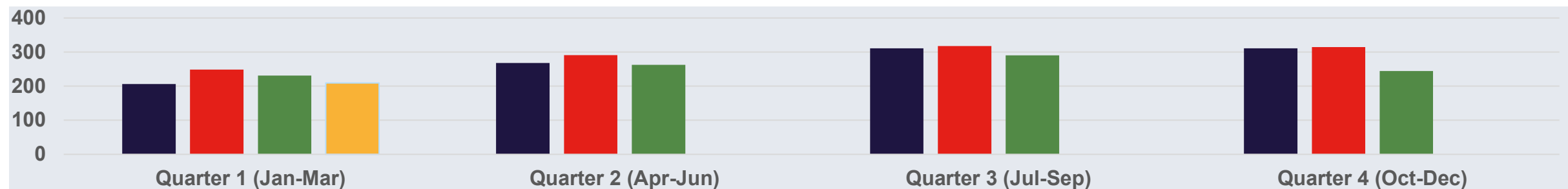
Overnight trips (million):



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									

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									

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									

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									

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									

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									

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									

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									

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									

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 Q1 2025

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.

Tourism day visit characteristics

In this data set, you can find domestic day visits volume and value by further visit characteristics:

- By activities
- By destination type
- By child present on trip
- By life stage



These tables are also available here:

[Domestic tourism: latest results | VisitBritain.org](#)

Overnight trips characteristics

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

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



These tables are also available here:

[Domestic tourism: latest results | 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](#)

Sample size: nations

Overnight trips	March 2024	March 2025	Past 3 months to March 2024 / Q1 2024	Past 3 months to March 2025 / Q1 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	569	581	1625	1700	1625	1700
England	459	472	1295	1351	1295	1351

Holidays	March 2024	March 2025	Past 3 months to March 2024 / Q1 2024	Past 3 months to March 2025 / Q1 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	143	161	401	436	401	436
England	115	120	308	330	308	330

Tourism day visits	March 2024	March 2025	Past 3 months to March 2024 / Q1 2024	Past 3 months to March 2025 / Q1 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	827	702	2253	1852	2253	1852
England	630	527	1723	1429	1723	1429

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

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