

Domestic tourism: May 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 5 August 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**
 - Overnight trips
 - Holidays
 - Day visits
- **Appendix**
 - Sample sizes
 - Definitions

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

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

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

Regional and subregional data is available [here](#).

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 **May 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 is not published, as due to Covid pandemic lockdowns, the complete calendar year data was 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 May 2025: England

Overnight Trips and Tourism Day Visits - Overall England story

- In May, overnight trips volume was down vs 2024, while also falling below 2023 and 2022; year to date has been slow. However, day visits volume was more positive, just surpassing May 2024, and seeing levels above 2023 and 2022. These trends could be a sign of visitors turning to day visits as a cheaper alternative due to cost-of-living pressures.
- Total domestic tourism spend was £5.7bn in May, down 16% vs 2024. Spend on tourism day visits was down 21% vs a strong 2024, while spend on overnight trips saw a more moderate drop of 5%. Year-to-date total spend is 2% up on 2024.

Overnight Trips – England summary

- **Volume:** May 2025 followed a similar pattern to April 2025 with Britain residents taking 6.3 million overnight trips in England, down 13% on May 2024 and well below 2022/23 too. Year-to-date volume decreased by 5% from 32.6 million in 2024 to 31.1 million in 2025.
- **Value:** Spend on overnight trips in England by Britain residents decreased year-on-year by 5% to £2.0bn in May 2025. Year-to-date spend of £10.5bn was 21% above a weak 2024.

Tourism Day Visits – England summary

- **Volume:** In May 2025, Britain residents took 87.0 million tourism day visits, which was up 1% vs May 2024, and well above 2023 and 2022 levels. Year-to-date was down 3% from 350 million in 2024 to 340 million in 2025.
- **Value:** Spend on tourism day visits declined year-on-year by 21% on a strong 2024 to £3.7bn in May 2025, but was above 2022/23. Year-to-date spend decreased by 8% from £17.9bn in 2024 to £16.5bn in 2025.



England and Britain: key metrics

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

Domestic tourism in May 2025

Domestic overnight trips in England

 **6.3m**
visits

(down 13% vs May
2024)

 **£2.0bn**
total spend

(down 5% vs May
2024)

Domestic tourism day visits in England

 **87.0m**
visits

(up 1% vs May 2024)

 **£3.7bn**
total spend

(down 21% vs May
2024)

Domestic tourism in England

£5.7bn
total spend

(down 16% vs May 2024)

Domestic overnight trips in Britain

 **7.3m**
visits

(down 13% vs May
2024)

 **£2.3bn**
total spend

(down 6% vs May
2024)

Domestic tourism day visits in Britain

 **98.5m**
visits

(up 1% vs May 2024)

 **£4.4bn**
total spend

(down 19% vs May
2024)

Domestic tourism in Britain

£6.7bn
total spend

(down 15% vs May 2024)

Domestic overnight trips and day visits: England

Overnight trips (of any purpose)	May 2024	May 2025	Year on year change	Past 3 months to May 2024	Past 3 months to May 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	7.2	6.3	-13%	20.5	19.1	-7%	32.6	31.1	-5%
Nights (million)	20.1	17.3	-14%	54.9	52.1	-5%	88.9	84.5	-5%
Spend (£ million)	£2,073	£1,976	-5%	£5,622	£6,179	10%	£8,658	£10,487	21%

Holidays									
Visits (million)	2.5	2.0	-20%	6.3	5.9	-6%	9.3	8.9	-4%
Nights (million)	8.9	6.2	-30%	22.5	18.7	-17%	31.8	28.2	-11%
Spend (£ million)	£817	£706	-14%	£2,129	£1,888	-11%	£3,162	£3,268	3%

Tourism day visits									
Visits (million)	86.0	87.0	1%	219.3	222.7	2%	349.7	339.6	-3%
Spend (£ million)	£4,769	£3,744	-21%	11,315	10,382	-8%	£17,850	£16,454	-8%

Domestic overnight trips and day visits: Britain

Overnight trips (of any purpose)	May 2024	May 2025	Year on year change	Past 3 months to May 2024	Past 3 months to May 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	8.3	7.3	-13%	24.0	22.4	-7%	38.4	36.5	-5%
Nights (million)	23.5	21.0	-11%	65.9	62.7	-5%	107.0	101.4	-5%
Spend (£ million)	£2,430	£2,296	-6%	£6,750	£7,284	8%	£10,406	£12,306	18%
Holidays									
Visits (million)	2.9	2.3	-19%	7.7	7.3	-6%	11.3	10.8	-4%
Nights (million)	10.6	7.7	-28%	27.9	23.3	-17%	38.9	34.6	-11%
Spend (£ million)	£966	£838	-13%	£2,662	£2,325	-13%	£3,893	£3,959	2%
Tourism day visits									
Visits (million)	97.6	98.5	1%	249.5	256.7	3%	399.3	388.1	-3%
Spend (£ million)	£5,366	£4,366	-19%	12,889	12,059	-6%	£20,460	£18,886	-8%

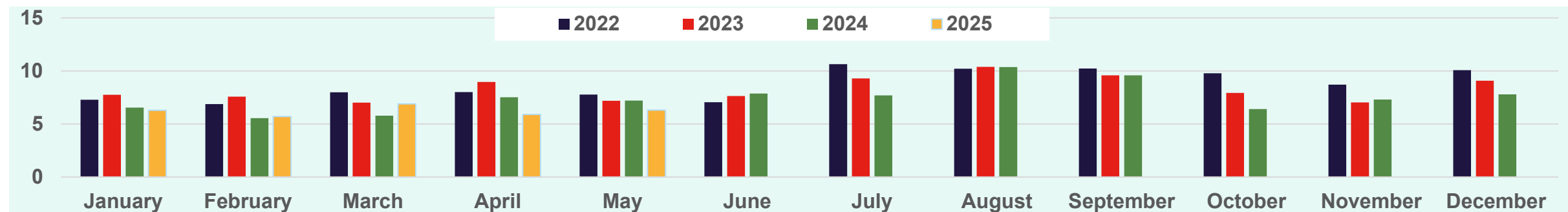


England and Britain: volume and value by month

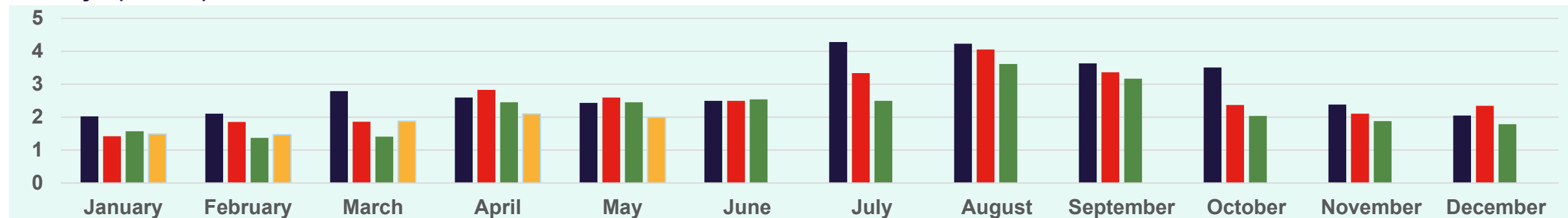
Image: Person standing near lake watching a rainbow in cloudy sky. Cumbria; England ©VisitBritain/Mark Gilligan

Domestic tourism monthly trend: England, volume

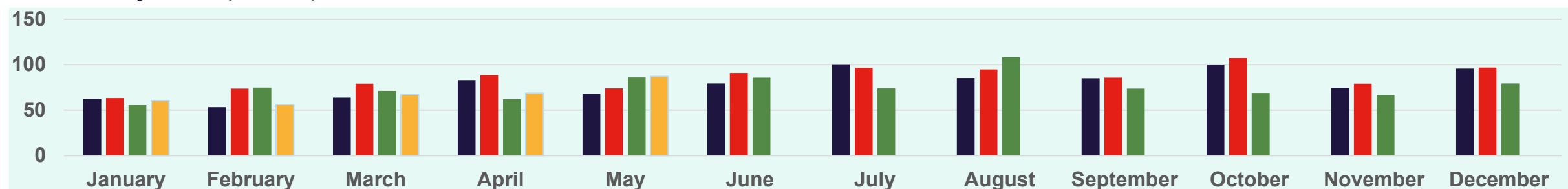
Overnight trips (million):



Holidays (million):



Tourism day visits (million):



Domestic tourism: England, volume (million)

Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	7.3	6.9	8.0	8.0	7.8	7.0	10.6	10.2	10.2	9.8	8.7	10.1
2023	7.8	7.6	7.0	9.0	7.2	7.6	9.3	10.4	9.6	7.9	7.0	9.1
2024	6.5	5.6	5.8	7.5	7.2	7.9	7.7	10.4	9.6	6.4	7.3	7.8
2025	6.3	5.7	6.9	5.9	6.3							

Holidays	January	February	March	April	May	June	July	August	September	October	November	December
2022	2.0	2.1	2.8	2.6	2.4	2.5	4.3	4.2	3.6	3.5	2.4	2.1
2023	1.4	1.9	1.9	2.8	2.6	2.5	3.3	4.1	3.4	2.4	2.1	2.3
2024	1.6	1.4	1.4	2.4	2.5	2.5	2.5	3.6	3.2	2.0	1.9	1.8
2025	1.5	1.5	1.9	2.1	2.0							

Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	62.3	53.4	63.7	83.0	68.1	79.4	100.5	85.2	85.0	100.0	74.7	95.8
2023	63.2	73.8	79.2	88.4	73.9	90.8	96.7	94.8	85.7	107.2	79.2	97.0
2024	55.6	74.8	71.3	62.1	86.0	85.8	73.9	108.4	73.6	69.0	66.6	79.3
2025	60.6	56.3	67.1	68.6	87.0							

Domestic tourism: England, spend (£ million)

Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	£1,684	£1,635	£1,781	£1,902	£1,843	£1,981	£2,959	£3,038	£2,594	£3,106	£2,304	£1,939
2023	£1,968	£1,842	£2,010	£2,144	£2,007	£2,049	£2,509	£2,910	£2,592	£1,982	£1,814	£2,220
2024	£1,730	£1,304	£1,419	£2,130	£2,073	£2,260	£2,512	£3,441	£3,190	£2,021	£2,692	£2,562
2025	£2,411	£1,897	£2,331	£1,872	£1,976							

Holidays	January	February	March	April	May	June	July	August	September	October	November	December
2022	£695	£673	£724	£787	£703	£886	£1,494	£1,411	£1,144	£1,338	£883	£549
2023	£433	£579	£647	£811	£862	£819	£1,148	£1,404	£1,191	£707	£604	£764
2024	£607	£425	£500	£812	£817	£810	£804	£1,456	£1,267	£717	£729	£696
2025	£714	£666	£471	£711	£706							

Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	£2,823	£1,987	£2,572	£3,406	£2,798	£3,681	£3,733	£2,954	£4,275	£4,245	£3,359	£3,690
2023	£2,570	£2,991	£3,614	£3,373	£3,095	£3,941	£4,234	£4,077	£3,834	£5,121	£3,883	£4,847
2024	£2,915	£3,619	£3,824	£2,722	£4,769	£4,197	£3,888	£5,429	£4,180	£4,523	£3,496	£4,841
2025	£3,387	£2,684	£3,147	£3,491	£3,744							

Domestic tourism: England, average spend per trip

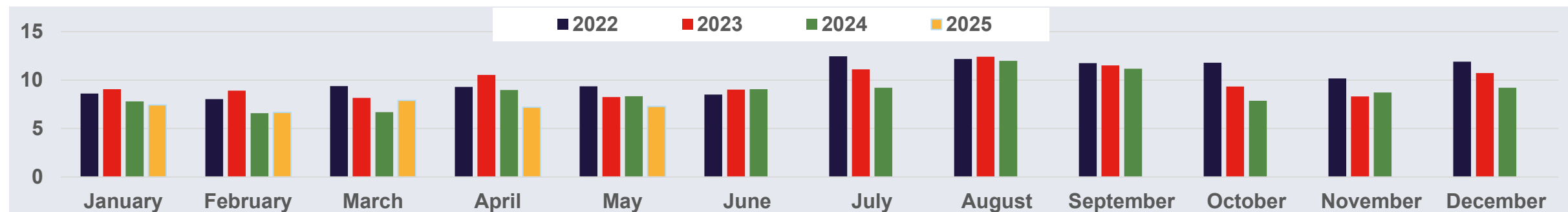
Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	£231	£238	£223	£238	£237	£281	£278	£297	£254	£318	£265	£193
2023	£254	£243	£286	£240	£279	£268	£270	£280	£270	£250	£258	£244
2024	£266	£235	£246	£283	£288	£287	£326	£332	£333	£316	£368	£329
2025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

Holidays	January	February	March	April	May	June	July	August	September	October	November	December
2022	£344	£320	£260	£304	£289	£355	£349	£333	£315	£381	£371	£268
2023	£304	£313	£348	£286	£332	£328	£344	£346	£354	£298	£287	£326
2024	£389	£310	£355	£332	£333	£319	£323	£403	£399	£352	£387	£391
2025	£480	£453	£251	£340	£359							

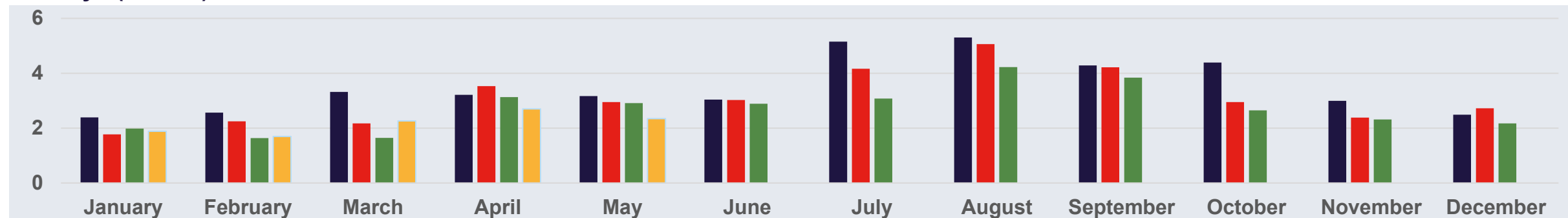
Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	£45	£37	£40	£41	£41	£46	£37	£35	£50	£42	£45	£39
2023	£41	£41	£46	£38	£42	£43	£44	£43	£45	£48	£49	£50
2024	£52	£48	£54	£44	£55	£49	£53	£50	£57	£66	£52	£61
2025	£56	£48	£47	£51	£43							

Domestic tourism monthly trend: Britain, volume

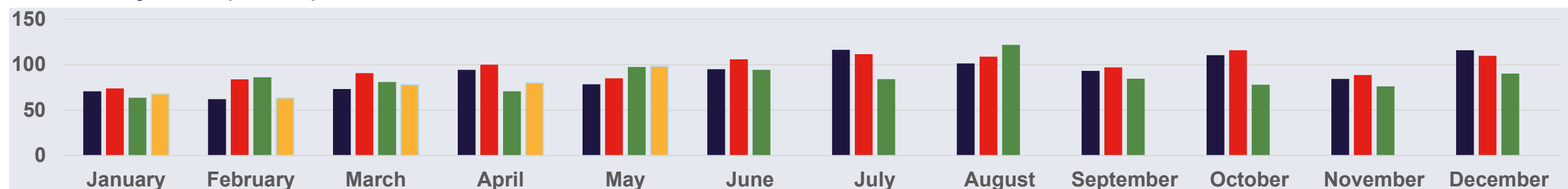
Overnight trips (million):



Holidays (million):



Tourism day visits (million):



Domestic tourism: Britain, volume (million)

Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	8.6	8.0	9.4	9.3	9.4	8.5	12.5	12.2	11.8	11.8	10.2	11.9
2023	9.1	8.9	8.2	10.5	8.3	9.0	11.1	12.4	11.5	9.3	8.3	10.7
2024	7.8	6.6	6.7	9.0	8.3	9.1	9.2	12.0	11.2	7.9	8.7	9.2
2025	7.4	6.7	7.9	7.2	7.3							

Holidays	January	February	March	April	May	June	July	August	September	October	November	December
2022	2.4	2.6	3.3	3.2	3.2	3.0	5.2	5.3	4.3	4.4	3.0	2.5
2023	1.8	2.2	2.2	3.5	3.0	3.0	4.2	5.1	4.2	2.9	2.4	2.7
2024	2.0	1.6	1.6	3.1	2.9	2.9	3.1	4.2	3.8	2.6	2.3	2.2
2025	1.9	1.7	2.3	2.7	2.3							

Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	70.7	62.1	73.1	94.3	78.6	95.0	116.3	101.4	93.1	110.4	84.4	115.9
2023	73.9	84.0	90.8	100.1	85.1	105.8	111.6	108.8	97.0	115.9	88.7	109.8
2024	63.6	86.2	81.0	70.8	97.6	94.3	84.1	121.9	84.6	77.9	76.1	90.3
2025	68.0	63.4	78.1	80.1	98.5							

Domestic tourism: Britain, spend (£ million)

Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	£1,954	£1,953	£2,128	£2,259	£2,262	£2,349	£3,466	£3,629	£3,024	£3,738	£2,795	£2,426
2023	£2,306	£2,195	£2,383	£2,578	£2,290	£2,471	£3,116	£3,535	£3,082	£2,400	£2,171	£2,726
2024	£2,125	£1,527	£1,639	£2,681	£2,430	£2,627	£3,001	£4,097	£3,972	£2,629	£3,151	£3,034
2025	£2,802	£2,220	£2,736	£2,252	£2,296							

Holidays	January	February	March	April	May	June	July	August	September	October	November	December
2022	£789	£789	£877	£971	£893	£1,058	£1,792	£1,782	£1,357	£1,640	£1,116	£705
2023	£552	£712	£742	£1,030	£985	£1,016	£1,475	£1,739	£1,465	£898	£692	£968
2024	£740	£489	£574	£1,122	£966	£942	£1,021	£1,805	£1,589	£1,025	£875	£857
2025	£884	£751	£613	£873	£838							

Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	£3,109	£2,462	£2,953	£3,908	£3,260	£4,326	£4,389	£3,522	£4,574	£4,849	£3,779	£4,612
2023	£3,006	£3,349	£4,348	£3,874	£3,550	£4,718	£4,868	£4,574	£4,263	£5,446	£4,431	£5,557
2024	£3,318	£4,252	£4,317	£3,206	£5,366	£4,637	£4,349	£6,024	£4,733	£5,039	£4,119	£5,481
2025	£3,809	£3,019	£3,741	£3,951	£4,366							

Domestic tourism: Britain, average spend per trip

Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	£227	£243	£227	£243	£242	£276	£278	£298	£257	£317	£275	£204
2023	£254	£246	£292	£245	£278	£274	£280	£285	£268	£257	£261	£254
2024	£273	£232	£245	£299	£292	£290	£326	£342	£355	£334	£361	£329
2025	£377	£333	£346	£312	£315							

Holidays	January	February	March	April	May	June	July	August	September	October	November	December
2022	£330	£308	£264	£302	£282	£348	£348	£336	£316	£374	£373	£284
2023	£312	£317	£342	£292	£334	£336	£354	£344	£347	£305	£290	£356
2024	£376	£299	£348	£359	£332	£326	£332	£427	£413	£387	£378	£395
2025	£469	£442	£271	£329	£357							

Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	£44	£40	£40	£41	£41	£46	£38	£35	£49	£44	£45	£40
2023	£41	£40	£48	£39	£42	£45	£44	£42	£44	£47	£50	£51
2024	£52	£49	£53	£45	£55	£49	£52	£49	£56	£65	£54	£61
2025	£56	£48	£48	£49	£44							

Appendix

Other domestic data sources, sample sizes and definitions



VisitEngland

Image: A couple sitting outside the pub on a bench having a drink. Perthshire, Scotland. @VisitBritain/Andrew Pickett

Sample size: nations

Overnight trips	May 2024	May 2025	Past 3 months to May 2024	Past 3 months to May 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	630	547	1938	1684	2994	2803
England	522	430	1563	1316	2399	2195

Holidays	May 2024	May 2025	Past 3 months to May 2024	Past 3 months to May 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	208	165	591	519	849	794
England	165	127	453	383	646	593

Tourism day visits	May 2024	May 2025	Past 3 months to May 2024	Past 3 months to May 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	989	871	2510	2288	3936	3438
England	795	659	1985	1715	3078	2617

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