

Domestic tourism: June / Q2 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 10th September 2025



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



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

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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 **June 2025**. It also includes quarterly data for **Q2 2025** (April to June 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 Q2 2025: England

Domestic tourism in Q2 - overall story

- **Overall picture:** Volume and value declined year-on-year for both overnights and day visits. This was likely impacted by the increased cost of living and weaker consumer confidence in the UK economy*.
- **Volume:** In Q2 2025, Britain residents took 18.5 million overnight trips in England, which is down 18% on Q2 2024 and below Q2 2023 and Q2 2022.
- Tourism day visits volume declined only by 1% with 231m visits in Q2 2025; this is also below Q2 2023 but slightly above Q2 2022.
- **Value:** Total spend on domestic tourism was down year-on-year by 8% to £16.6bn in Q2 2025, with decreases noted for both overnight trips (down 12% to £5.7bn) and day visits (down by 6% on a strong 2024 to £11bn).

Domestic tourism in Q2 - detail

- **Trip purpose:** The decline in England trips volume was noted across all types of trips, with only 'domestic stay as part of an overseas trip' showing a larger decline as they return to lower levels after the last year's peak.
- **Spend breakdown:** There was an increase in the share of overnight trip spend on 'package' trips from 15% in Q2 2024 to 20% in Q2 2025. The share of transport costs slightly declined for both overnight and day trips.
- **Spend per trip:** Spend per overnight trip increased by 7% from £286 in Q2 2024 to £307 in Q2 2025. Spend per holiday trip increased even more, by 11%, from £328 in Q2 2024 to £365 in Q2 2025.
- **Region:** East of England, North West and East Midlands recorded year-on-year increases in spend on day visits. For overnight trips, all regions recorded year-on-year declines in overnight trips volumes; however, West Midlands showed an increase in spend on overnight trips in Q2 2025 vs a weak Q2 2024.
- **Destination type:** 'Large towns or cities' increased in share of overnight trips, as well as day visits, in Q2 2025 vs previous three years.
- **Trip length:** Shorter overnight trips increased in share in Q2 2025 vs 2024-22.
- **Activities:** For day visits, 'visiting friends and relatives' and 'taking part in sports or outdoor leisure activities' increased in share of trips in Q2 2025, after a slight dip in Q2 2024. 'Visitor attractions' declined in share for overnight and day trips.
- **Party composition:** Solo trips held a larger share of overnight trips vs 2023-22.

Domestic tourism in June 2025: England

Overnight trips and day visits – overall England story

- As in May 2025, overnight trips volume was down in June 2025 on June 2024 and also 2023 and 2022. Day visits, while showing an increase in April and May 2025, June 2025 was especially weak. *(These June declines could be due to cost pressures and consumers possibly saving their budget for summer holidays).*
- Domestic tourism spend was 14% down on June 2024, reaching £5.6bn in June 2025.
- Year-to-date volume of overnights and day visits declined in 2025, while there was an increase in overnight trip spend.

Overnight trips – England summary

- **Volume:** June 2025 followed a similar pattern as in April and May 2025 being down year-on-year. Britain residents took 6.3 million overnight trips in England, down 20% on June 2024 and well below 2022/23 too. Year-to-date volume decreased by 8% from 40.4 million in 2024 to 37.4 million in 2025.
- **Value:** Spend on overnight trips in England by Britain residents decreased year-on-year by 19% to £1.8bn in June 2025 (lower total spend than in May 2025). Year-to-date spend of £12.3bn was 13% up on 2024 only due to Q1 2025 being very strong Q1.

Day visits – England summary

- **Volume:** In June 2025, Britain residents took 75.5 million tourism day visits, which was down 12% vs June 2024, also well below 2023 and 2022 levels. Year-to-date volume was down 5% from 436 million in 2024 to 415 million in 2025.
- **Value:** Spend on tourism day visits declined year-on-year by 12% to £3.7bn in June 2025, being below June 2023 and above June 2022. Year-to-date spend decreased by 9% from £22.0bn in 2024 to £20.2bn in 2025.



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 Q2 2025

Domestic overnight trips in England

 **18.5M**
visits

(down 18% vs Q2
2024)

 **£5.7bn**
total spend

(down 12% vs Q2
2024)

Domestic tourism day visits in England

 **231M**
visits

(down 1% vs Q2
2024)

 **£11.0bn**
total spend

(down 6% vs Q2
2024)

Domestic tourism in England

£16.6bn
total spend

(down 8% vs Q2 2024)

Domestic overnight trips in Britain

 **22.0M**
visits

(down 17% vs Q2
2024)

 **£6.9bn**
total spend

(down 11% vs Q2
2024)

Domestic tourism day visits in Britain

 **265M**
visits

(up 1% vs Q2 2024)

 **£12.4bn**
total spend

(down 6% vs Q2
2024)

Domestic tourism in Britain

£19.3bn
total spend

(down 8% vs Q2 2024)

Domestic tourism in June 2025

Domestic overnight trips in England

↓
6.3M
visits

(down 20% vs June 2024)

↓
£1.8bn
total spend

(down 19% vs June 2024)

Domestic tourism day visits in England

↓
76M
visits

(down 12% vs June 2024)

↓
£3.7bn
total spend

(down 12% vs June 2024)

Domestic tourism in England

£5.6n
total spend

(down 14% vs June 2024)

Domestic overnight trips in Britain

↓
7.5M
visits

(down 17% vs June 2024)

↓
£2.3bn
total spend

(down 12% vs June 2024)

Domestic tourism day visits in Britain

↓
86M
visits

(down 9% vs June 2024)

↓
£4.1bn
total spend

(down 11% vs June 2024)

Domestic tourism in Britain

£6.4bn
total spend

(down 11% vs June 2024)

Domestic overnight trips and day visits: England

Overnight trips (of any purpose)	June 2024	June 2025	Year on year change	Past 3 months to June 2024 (Q2 2024)	Past 3 months to June 2025 / Q2 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	7.9	6.3	-20%	22.6	18.5	-18%	40.4	37.4	-8%
Nights (million)	21.8	16.6	-24%	61.3	51.5	-16%	110.7	101.1	-9%
Spend (£ million)	£2,260	£1,841	-19%	£6,463	£5,689	-12%	£10,918	£12,328	13%

Holidays									
Visits (million)	2.5	2.0	-23%	7.4	6.0	-19%	11.8	10.9	-8%
Nights (million)	8.3	6.5	-21%	25.6	20.1	-22%	40.1	34.7	-13%
Spend (£ million)	£810	£778	-4%	£2,439	£2,195	-10%	£3,972	£4,046	2%

Tourism day visits									
Visits (million)	85.8	75.5	-12%	233.9	231.1	-1%	435.5	415.1	-5%
Spend (£ million)	£4,197	£3,714	-12%	£11,689	£10,950	-6%	£22,047	£20,168	-9%

Domestic overnight trips and day visits: Britain

Overnight trips (of any purpose)	June 2024	June 2025	Year on year change	Past 3 months to June 2024 / Q2 2024	Past 3 months to June 2025 / Q2 2025	Year on year change	Year-to-date 2024	Year-to-date 2025	Year on year change
Visits (million)	9.1	7.5	-17%	26.4	22.0	-17%	47.4	44.0	-7%
Nights (million)	25.4	20.0	-21%	73.5	62.5	-15%	132.4	121.5	-8%
Spend (£ million)	£2,627	£2,313	-12%	£7,739	£6,861	-11%	£13,033	£14,620	12%
Holidays									
Visits (million)	2.9	2.5	-15%	8.9	7.5	-17%	14.2	13.3	-6%
Nights (million)	9.6	8.3	-14%	31.6	25.3	-20%	48.6	43.0	-12%
Spend (£ million)	£942	£953	1%	£3,031	£2,664	-12%	£4,835	£4,912	2%
Tourism day visits									
Visits (million)	94.3	86.0	-9%	262.8	264.6	1%	493.6	474.0	-4%
Spend (£ million)	£4,637	£4,127	-11%	13,209	12,444	-6%	£25,097	£23,013	-8%

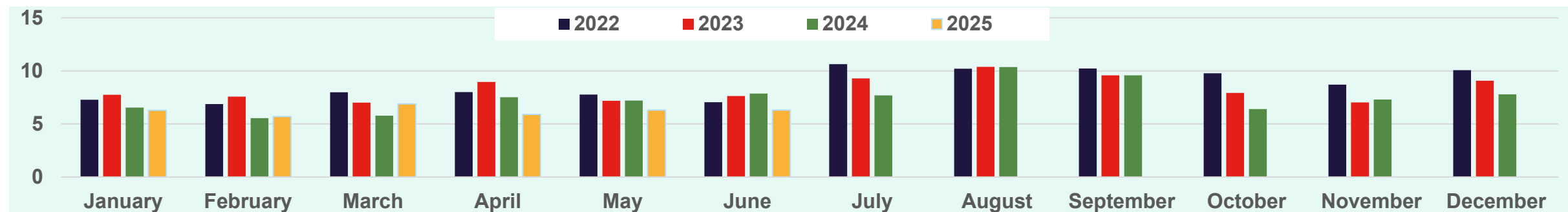


England and Britain: Volume and value by month and quarter

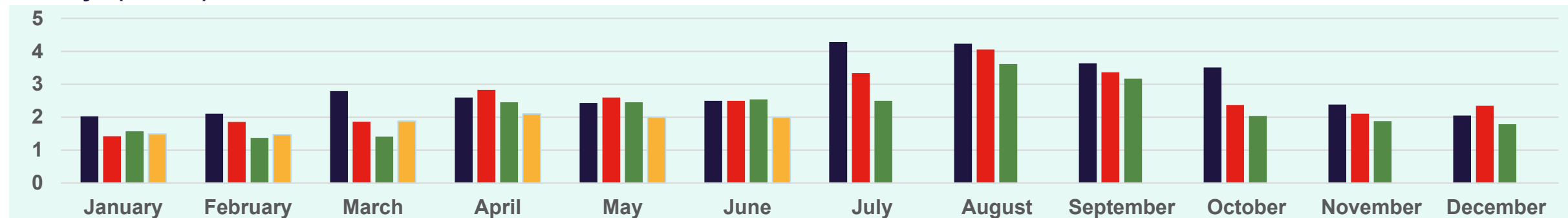
Image: Person standing near lake watching a rainbow in cloudy sky. Cumbria; England. © VisitBritain/Mark Gilligan

Domestic tourism monthly trend: England, volume

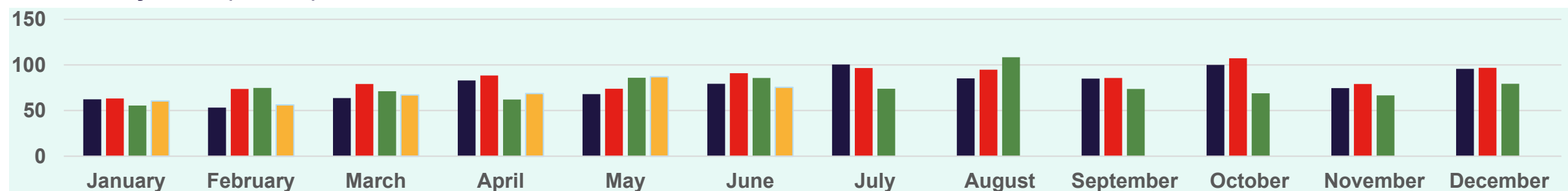
Overnight trips (million):



Holidays (million):



Tourism day visits (million):



Domestic tourism: 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	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	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	75.5						

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	£1,841						

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	£778						

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	£3,714						

Domestic tourism: England, average spend per trip

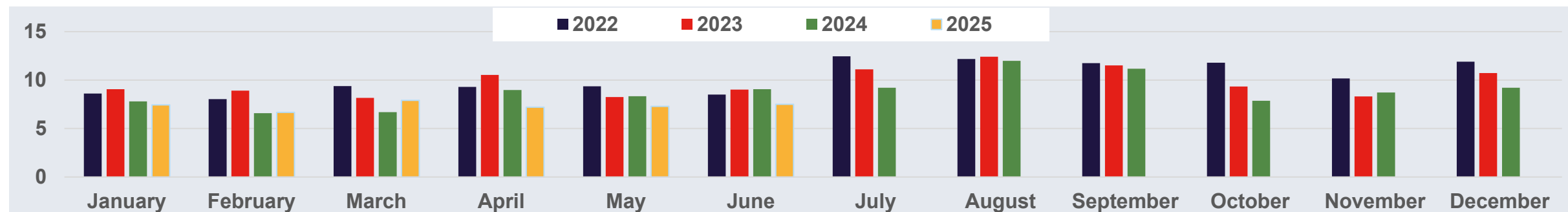
Overnight trips	January	February	March	April	May	June	July	August	September	October	November	December
2022	£231	£238	£223	£238	£237	£281	£278	£297	£254	£318	£265	£193
2023	£254	£243	£286	£240	£279	£268	£270	£280	£270	£250	£258	£244
2024	£266	£235	£246	£283	£288	£287	£326	£332	£333	£316	£368	£329
2025	£384	£333	£338	£316	£315	£291						

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	£397						

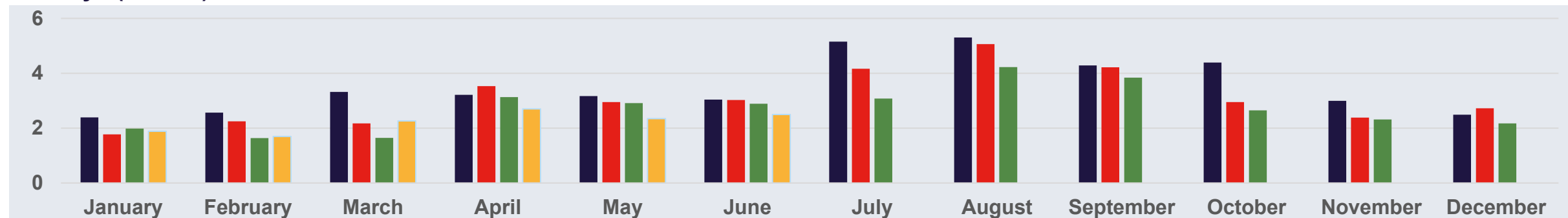
Tourism day visits	January	February	March	April	May	June	July	August	September	October	November	December
2022	£45	£37	£40	£41	£41	£46	£37	£35	£50	£42	£45	£39
2023	£41	£41	£46	£38	£42	£43	£44	£43	£45	£48	£49	£50
2024	£52	£48	£54	£44	£55	£49	£53	£50	£57	£66	£52	£61
2025	£56	£48	£47	£51	£43	£49						

Domestic tourism monthly trend: Britain, volume

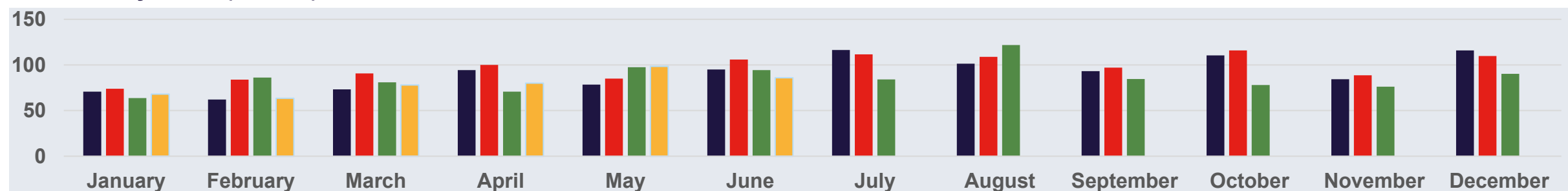
Overnight trips (million):



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	7.5						

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	2.5						

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	86.0						

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	£2,125	£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	£2,313						

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	£953						

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	£4,127						

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	£308						

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	£389						

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	£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 Q2 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	June 2024	June 2025	Past 3 months to June 2024 / Q2 2024	Past 3 months to June 2025 / Q2 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	730	565	2099	1668	3724	3368
England	599	442	1703	1286	2998	2637

Holidays	June 2024	June 2025	Past 3 months to June 2024 / Q2 2024	Past 3 months to June 2025 / Q2 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	223	177	671	535	1072	971
England	183	135	521	398	829	728

Tourism day visits	June 2024	June 2025	Past 3 months to June 2024 / Q2 2024	Past 3 months to June 2025 / Q2 2025	Year-To-Date 2024	Year-To-Date 2025
Britain	919	726	2602	2312	4855	4164
England	809	570	2164	1758	3887	3187

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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