Domestic Trip Tracker – Christmas & New Year 2025

Topline Results

- In total, 38% of adults in Britain 'definitely' plan to take an overnight trip* between Christmas and New Year at home or abroad, with a further 19% undecided; in 2024 31% were 'definitely' planning and 17% undecided, in 2023 29% were 'definitely' planning and 16% undecided.
- 21% of adults in Britain 'definitely' plan to take an overnight 'holiday / short break' in the UK between Christmas and New Year (11.6M[1] adults) and 20% 'definitely' plan to take a holiday in England (11.0M[1] adults). This corresponds to an estimated spend of £3.3 billion[2] in the UK, and £3.2 billion[2] in England alone.
- Among those who will definitely not take a holiday trip in the UK, the most common reasons are 'I can't afford it' (28%) and 'rising cost of living' (26%).

Approach and Sample

VisitEngland commissions online omnibus surveys periodically in order to collect data on the number of GB consumers, who plan to take an overnight trip at key times throughout the year.

In this December 2025 edition, the survey was carried out using an online omnibus by the research agency Kantar, with a representative sample of 1,227 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 9th December and 11th December 2025.

Key Insights

Overnight Trips*

- 38% of adults in Britain 'definitely' plan to take an overnight trip* between Christmas and New Year at home or abroad, with a further 19% undecided. (This is up on 2024 when 31% were 'definitely' planning and 17% were undecided. In 2023, 29% were 'definitely' planning and 16% were undecided.)
- Among those who 'definitely' or 'might' take a trip over the Christmas and New Year period, 51% state that this will be for a holiday or short break, while for 60% this will be to visit friends or relatives.

Holiday or Short Breaks

- 21% 'definitely' plan a holiday or short break **anywhere in the UK**, with further 7% undecided.

[1] Based on Office of National Statistics 2024 estimate of Great Britain Population aged 16+ of 55.2 million

[2] Economic impact is based on the average domestic overnight holiday spend of £286 per trip (GBTS, 2019 adjusted for inflation)

* By overnight trips, we mean trips of any purpose, for example holidays (long or short breaks), visiting friends and relatives, and 'undecided yet'

- 20% will ‘definitely’ plan a holiday or short break in **England**, with a further 7% undecided, for a total of 27% who ‘definitely’ or ‘might’ take a holiday or short break in England. (This is up on 2024:13% definitely, 6% undecided. 2023: 14% ‘definitely’ and 5% undecided.)
- Among those who ‘definitely’ or ‘might’ take a holiday or a short break in England
  - 47% expect 1 overnight trip / 38% expect 2 overnight trips / 8% expect 3 overnight trips / 3% 4 or more overnight trips.
  - On average, they intend to stay for 3.9 nights away in total over the festive period. (4.1 in 2024, 3.9 in 2023).
  - 42% intend to stay overnight in the days ahead of Christmas, and 39% over Christmas, and 31% between Christmas and New Year.
  - 49% plan a trip to a city or large town, 31% to a smaller city or town, 31% to a countryside or village location, 28% to rural coastline and 27% to a traditional coastal or seaside town.
  - 54% plan to stay in a hotel / motel / inn and 15% in a rented house/cottage or lodge and a further 13% in a rented flat or apartment.
  - 23% plan to go to the North West, 21% to London and 20% to the East of England.
- Among those who will definitely not take a holiday or short break in England (52% of GB adults), the most common reasons are ‘I cannot afford it’ and the ‘rising cost of living’.

TOP Reasons for ‘definitely not planning a trip’	
I cannot afford it	28%
Rising cost of living	26%
No real reason, just prefer not to take a trip	22%
I prefer to travel at a different time of year	19%
Concerned about the weather	16%
I am planning to visit friends/relatives instead of going on a holiday	13%

- Looking at subgroups who are more likely to be ‘definitely’ planning a holiday or short break in England during the Christmas and New Year period, compared to those from other regions, ages groups and life stages:
  - Those living in Greater London (35%) and the North West (27%), those aged 25-34 (37%) and 35-44 (34%), and Families (35%).

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Day Trips

- 33% of adults in Britain 'definitely' plan to take a day trip between Christmas and New Year with a further 29% who 'might or might not'.
- Families, those living in Greater London and the South East are most likely to be 'definitely' planning a day trip (49%, 42% and 39% respectively) between Christmas and New Year than other life stages and those living in other regions.
- Among those who 'definitely' plan to or might go on a day trip,
  - 37% plan to take 1-day trip, 34% plan 2-day trips and 9% plan to take 3-day trips.
  - 32% intend to look for more 'free things' to do on day trips, 28% intend to spend less on eating out and 25% will take day trips closer to home, as a result of the cost-of-living crisis.

Activities undertaken

- Aside from visiting friends and family (53%), other popular seasonal activities include going out for a meal (41%), visiting a Christmas market (40%) and shopping at post-Christmas sales (33%).

Activities planned	2025	2024	2023	2022	2021	2019	2018
Visiting friends and family	53%	60%	57%	57%	59%	62%	61%
Going out for a meal	41%	42%	38%	42%	37%	45%	43%
Visit a Christmas Market	40%	38%	38%	36%	26%	34%	31%
Shopping at post-Christmas sales	33%	35%	33%	30%	28%	38%	37%
Go out for other Christmas activities e.g. ice skating, pantomime, visiting Santa etc.	26%	22%	24%	22%	20%	21%	20%
Go out for other entertainment such as cinema, concert or theatre	25%	24%	21%	21%	18%	25%	24%
Going for a night out to a bar, pub and / or club	21%	22%	21%	22%	18%	26%	27%
Undertake outdoor activities such as walking, cycling etc.	21%	20%	20%	23%	26%	24%	23%
Visiting a 'walk-through' lights trail / display	17%	15%	17%	17%	NA	NA	NA

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Go on a general day out to explore an area you don't normally visit	13%	14%	13%	14%	12%	23%	11%
Watching live sporting events (not on TV)	14%	13%	12%	11%	11%	13%	10%

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