



VisitEngland™



Leisure Events Domestic Sentiment Tracker Published: February 2026



Ipsos

Introduction

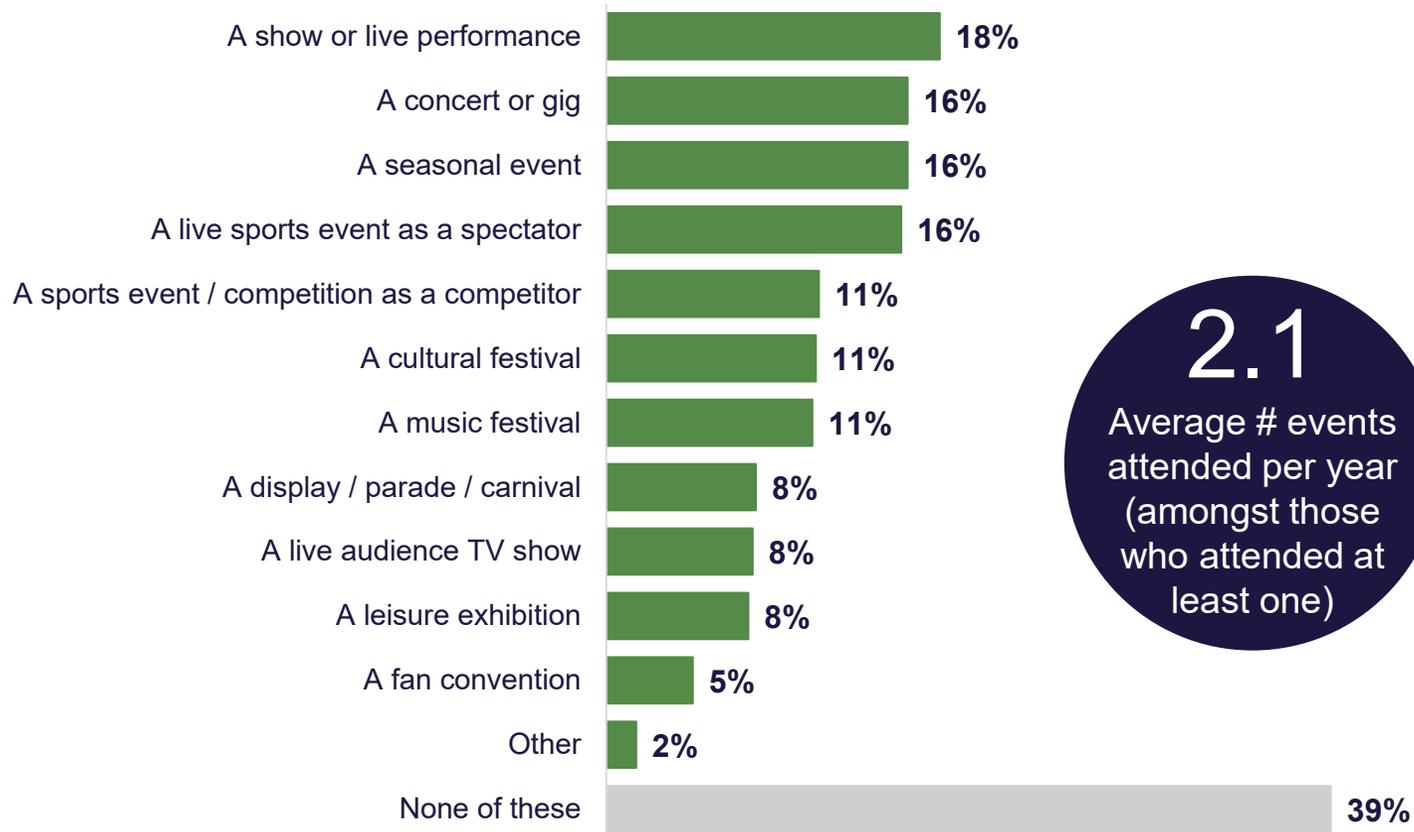
- In October 2025, 5 questions on Leisure Events were added to the Domestic Sentiment Tracker survey for one wave only, in addition to the usual questions.
- The questions asked:
 - *Which of the following types of leisure events have you travelled to attend over the past 12 months?*
 - *Where was the event? (Distance from home)*
 - *In which region of the UK was this event?*
 - *Did you stay overnight for this event, or return the same day?*
 - *Which of the following did you do in the area while travelling for the event?*
- The fieldwork for this wave was conducted between 1st – 7th October 2025
- The following results are from a nationally representative UK sample, of n=1,755 adults.
- The results (both, reports and data tables) are made publicly available and updated each wave at the following website: <https://www.visitbritain.org/domestic-sentiment-tracker>

Topline Summary

- Overall, 61% of the UK population attended a leisure event in the past year with a show or live performance the most popular, followed closely by concert/gigs, seasonal events and live sports events.
- Most respondents attended an event within three hours of home; however, over a quarter of leisure exhibition visitors and sports competitors travelled over three hours for an event in the UK (both 27%).
- In terms of the top visited region, Scotland and the North West are joint second after London, followed by the East of England. 24–35-year-olds consistently represent the largest share of visitors across all four regions.
- As for the length of stay, over half of respondents attending shows or live performances (54%), concerts/gigs (52%) or seasonal events (51%) took day trips, whereas the majority of those who travelled for leisure exhibitions, live audience TV shows or music festivals stayed at least one night.
- Dining/drinking out (23%) and staying in overnight in paid-for accommodation (20%) are top activities when travelling for an event. However, a higher share of music festival (31%) and show goers (29%) chose hospitality experiences over visiting an attraction, whereas fan convention attendees observed the opposite pattern.

61% of respondents attended a leisure event in the past year with a show or live performance the most popular, followed closely by concert/gigs, seasonal events and live sports events

Leisure events attended in the past 12 months



Man balancing high up on a unicycle and being held by helpers as a crowd stand watching in the street. Location: Edinburgh, Scotland. © VisitBritain/Andrew Pickett

Those aged 25-44 are more likely to attend leisure events, as well as those with children and in the highest social grades

Leisure events attended in the past 12 months - demographic breakdown (1/2)

	TOTAL	Age						Life stage				Social Grade		Gender	
		16-24	25-34	35-44	45-54	55-64	65 or more	Families (16-65+ with children)	Pre Nesters (16-34 & No child)	Older Independent (36-64 & No child)	Empty Nesters (65+ & No child)	ABC1	C2DE	Male	Female
A show or live performance	18%	13%	24%↑	21%	17%	17%	14%↓	24%↑	17%	14%↓	14%↓	21%↑	15%↓	16%	20%
A concert or gig	16%	24%↑	20%↑	21%↑	19%	13%	8%↓	20%↑	24%↑	16%	8%↓	21%↑	12%↓	15%	17%
A seasonal event	16%	18%	25%↑	23%↑	14%	11%	7%↓	26%↑	17%	12%↓	6%↓	21%↑	12%↓	14%	18%
A live sports event as a spectator	16%	18%	24%↑	23%↑	11%	11%	8%↓	24%↑	17%	10%↓	8%↓	22%↑	10%↓	22%↑	9%↓
A sports event / competition as a competitor	11%	20%↑	20%↑	18%↑	8%	4%↓	2%↓	19%↑	21%↑	5%↓	2%↓	18%↑	6%↓	15%↑	7%↓
A cultural festival	11%	11%	19%↑	19%↑	7%	9%	3%↓	19%↑	12%	9%	3%↓	16%↑	7%↓	11%	11%

1 in 10 aged 25-34 have attended a fan convention in the past year – this age group over-indexes across all events

Leisure events attended in the past 12 months – demographic breakdown (2/2)

	TOTAL	Age						Life stage				Social Grade		Gender	
		16-24	25-34	35-44	45-54	55-64	65 or more	Families (16-65+ with children)	Pre Nesters (16-34 & No child)	Older Independent (36-64 & No child)	Empty Nesters (65+ & No child)	ABC1	C2DE	Male	Female
A music festival	11%	15%	22%↑	18%↑	7%	4%↓	2%↓	19%↑	19%↑	6%↓	2%↓	18%↑	5%↓	12%	9%
A display / parade / carnival	8%	15%↑	12%↑	9%	9%	5%	3%↓	13%↑	11%	5%↓	3%↓	9%	7%	9%	7%
A live audience TV show	8%	15%↑	18%↑	10%↑	3%↓	2%↓	1%↓	14%↑	14%↑	3%↓	1%↓	11%↑	5%↓	9%	7%
A leisure exhibition	8%	8%	15%↑	14%↑	5%	2%↓	1%↓	15%↑	7%↑	4%↓	1%↓	13%↑	3%↓	9%	7%
A fan convention	5%	8%	10%↑	7%↑	3%	1%↓	0%↓	9%↑	8%↑	2%↓	0%↓	7%↑	3%↓	5%	4%
None	39%	17%	14%	20%	48%↑	56%↑	64%↑	14%↑	24%	53%↑	65%↑	24%	50%↑	35%	43%↑

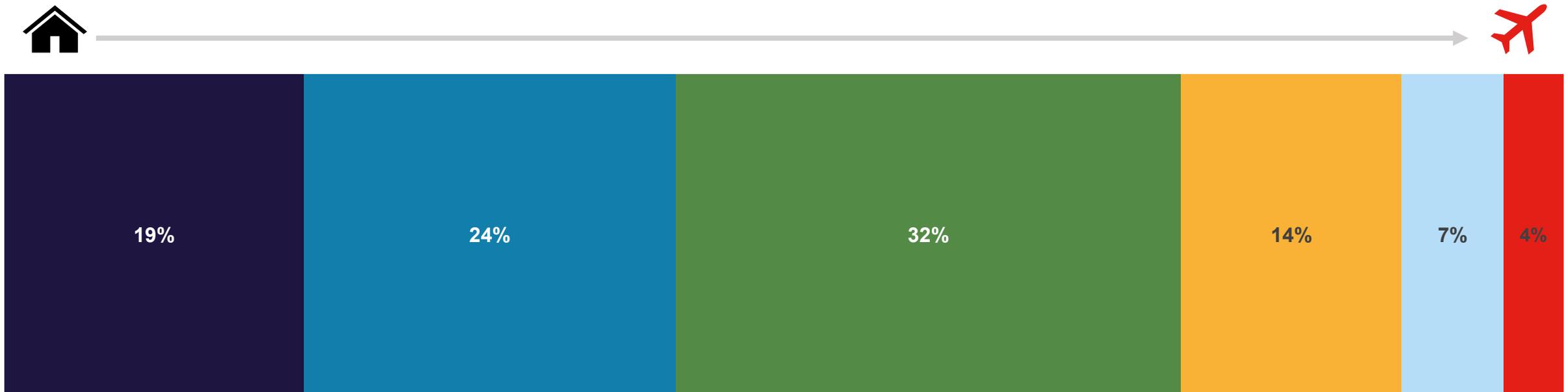


Event Destinations

Crowds of people entering a music festival in the sunshine. Location: Newport, Isle of Wight, England. © James Bridle/Isle Of Wight Festival

Three quarters of events are within 3 hours of home, although 21% of events are further afield within the UK and 1 in 25 events are attended overseas

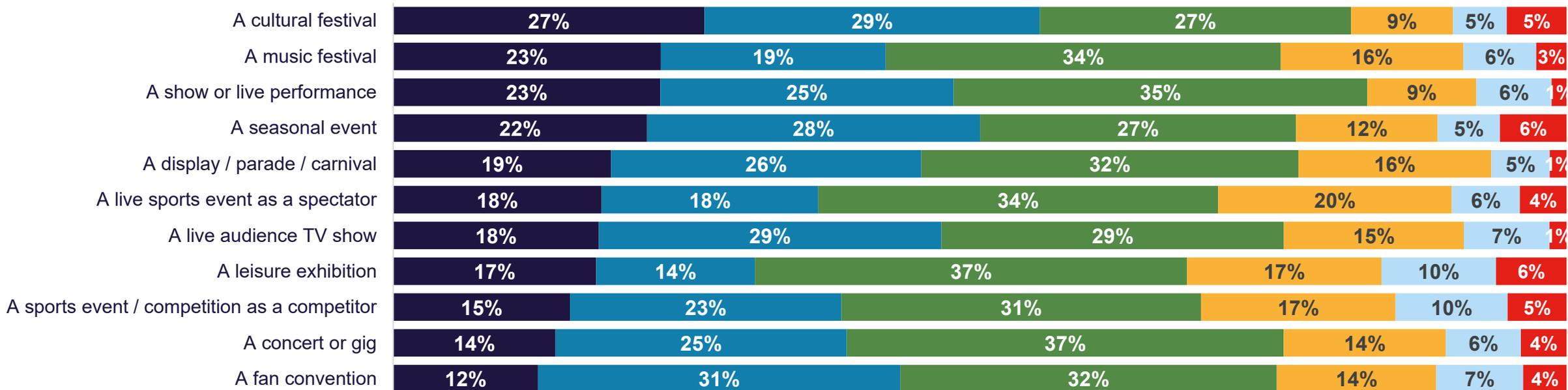
- In my local area (within 30 minutes of home)
- In my local region (30 minutes - 1 hour from home)
- 1-3 hours from home, in the UK
- 3-5 hours from home, in the UK
- More than 5 hours from home, in the UK
- I travelled overseas for this event



The majority are travelling less than 3 hours from home to attend an event. Those attending exhibitions, competing in or watching sports events have a higher proportion travelling + 3 hours

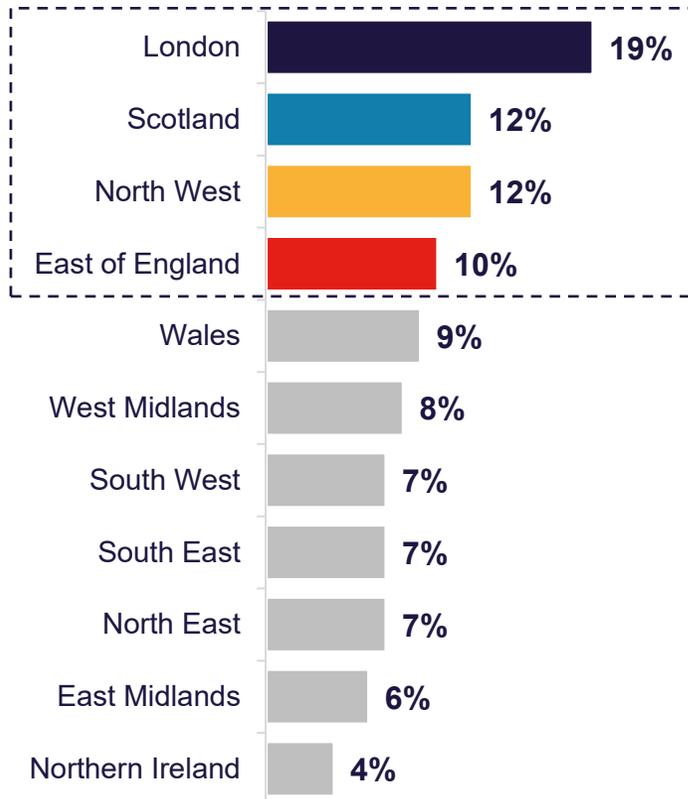
How far from home was the event?

- In my local area (within 30 minutes of home)
- In my local region (30 minutes - 1 hour from home)
- 1-3 hours from home, in the UK
- 3-5 hours from home, in the UK
- More than 5 hours from home, in the UK
- I travelled overseas for this event

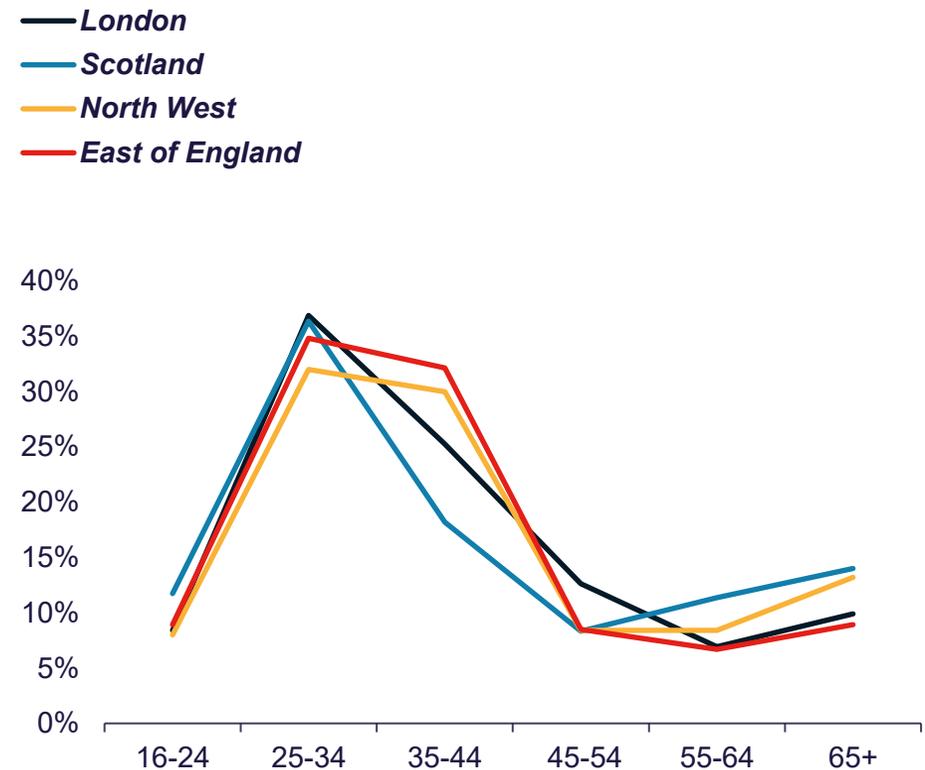


Scotland, North West and East of England are among top visited UK regions for leisure events after London, with 25-34-year-olds making up a larger share of visitors than other age groups

Top visited UK regions across events

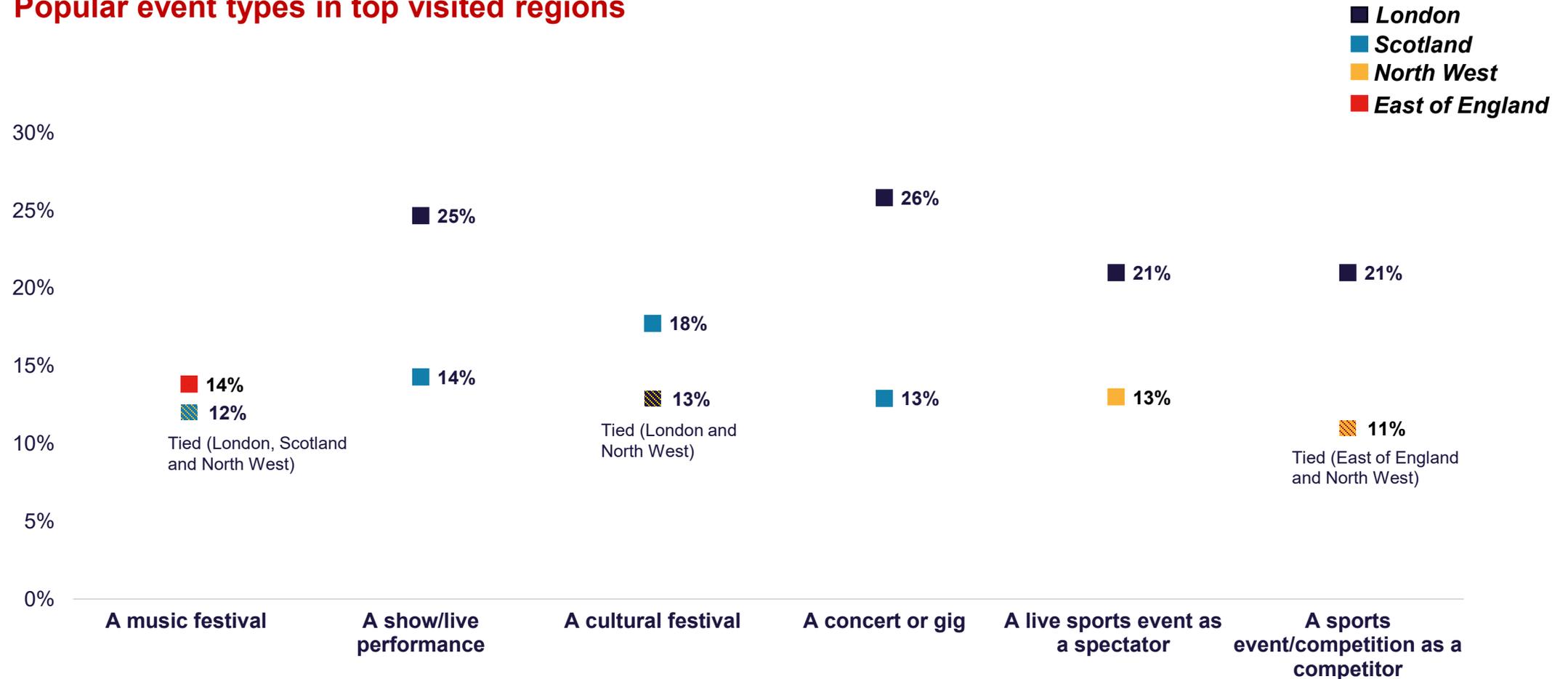


Age profile of visitors in top visited UK regions



While London is top for concerts, shows and sports events, Scotland and East of England attracted the highest proportion of cultural and music festival goers respectively (18% and 14%)

Popular event types in top visited regions



Whilst London is the top location for most events, Scotland over indexes on cultural festivals and leisure exhibitions

	Scotland	Wales	Northern Ireland	North West	North East	East of England	West Midlands	East Midlands	South West	South East	London
A music festival	12%	9%	4% ↓	12%	5%	14% ↑	9%	6%	12%	6%	12%
A show or live performance	14%	6%	2% ↓	12%	6%	9%	6%	6%	5%	8%	25% ↑
A cultural festival	18% ↑	10%	4%	13%	6%	12%	6%	3% ↓	9%	5%	13%
A live sports event as a spectator	11%	9%	4% ↓	13%	5%	10%	6%	6%	6%	9%	21% ↑
A sports event/competition as a competitor	10%	8%	6%	11%	4% ↓	11%	7%	6%	10%	8%	21% ↑
A concert or gig	13%	9%	4%	11%	9%	7%	6%	7%	3% ↓	6%	26% ↑
A live audience TV show	11%	16%	5%	9%	7%	11%	10%	4% ↓	5%	4% ↓	17% ↑
A leisure exhibition	16% ↑	6%	5%	15%	6%	14%	8%	6%	6%	5%	14%
A display / parade / carnival	11%	4% ↓	6%	9%	8%	12% ↑	12% ↑	7%	12% ↑	9%	12% ↑
A fan convention	13%	12%	5%	5%	9%	6%	13%	6%	9%	4% ↓	18% ↑
A seasonal event	8%	8%	4% ↓	12%	9%	10%	9%	6%	8%	10%	15% ↑

Question: VE3. In which region of the UK was this event?

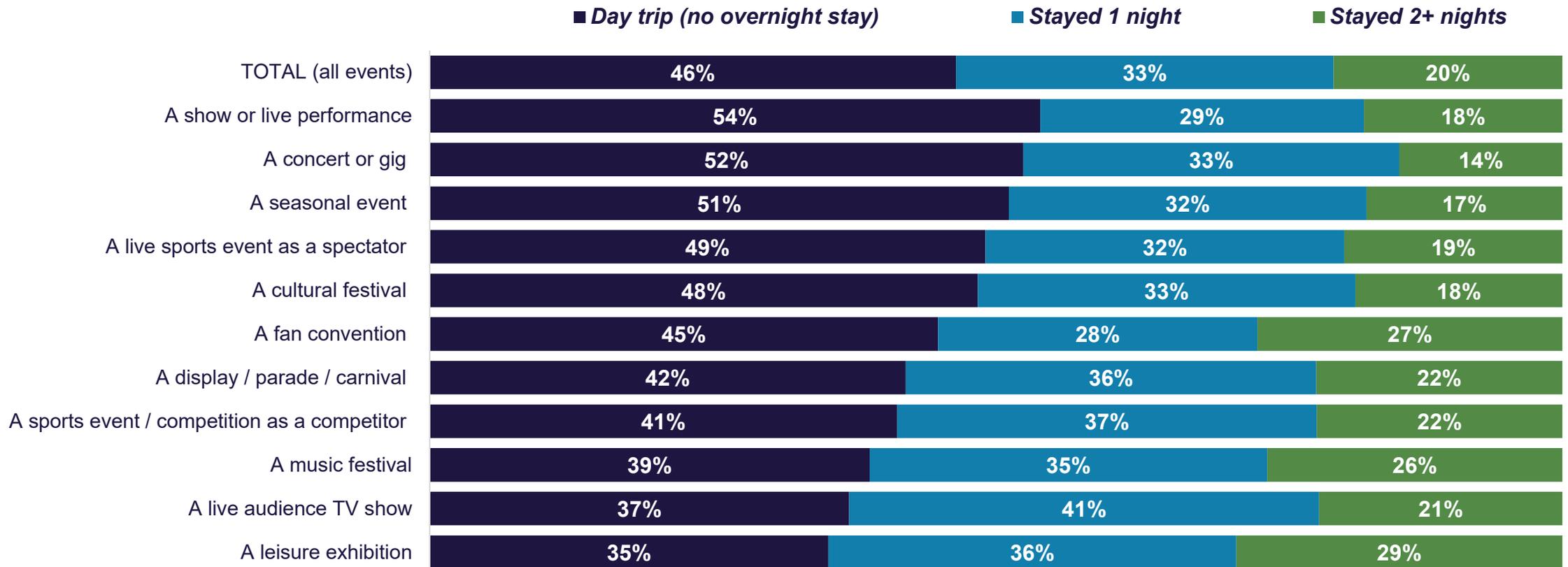
Base: Those who attended an event in the UK. October 2025, n = from 23 to 308



Length of Stay and Activities

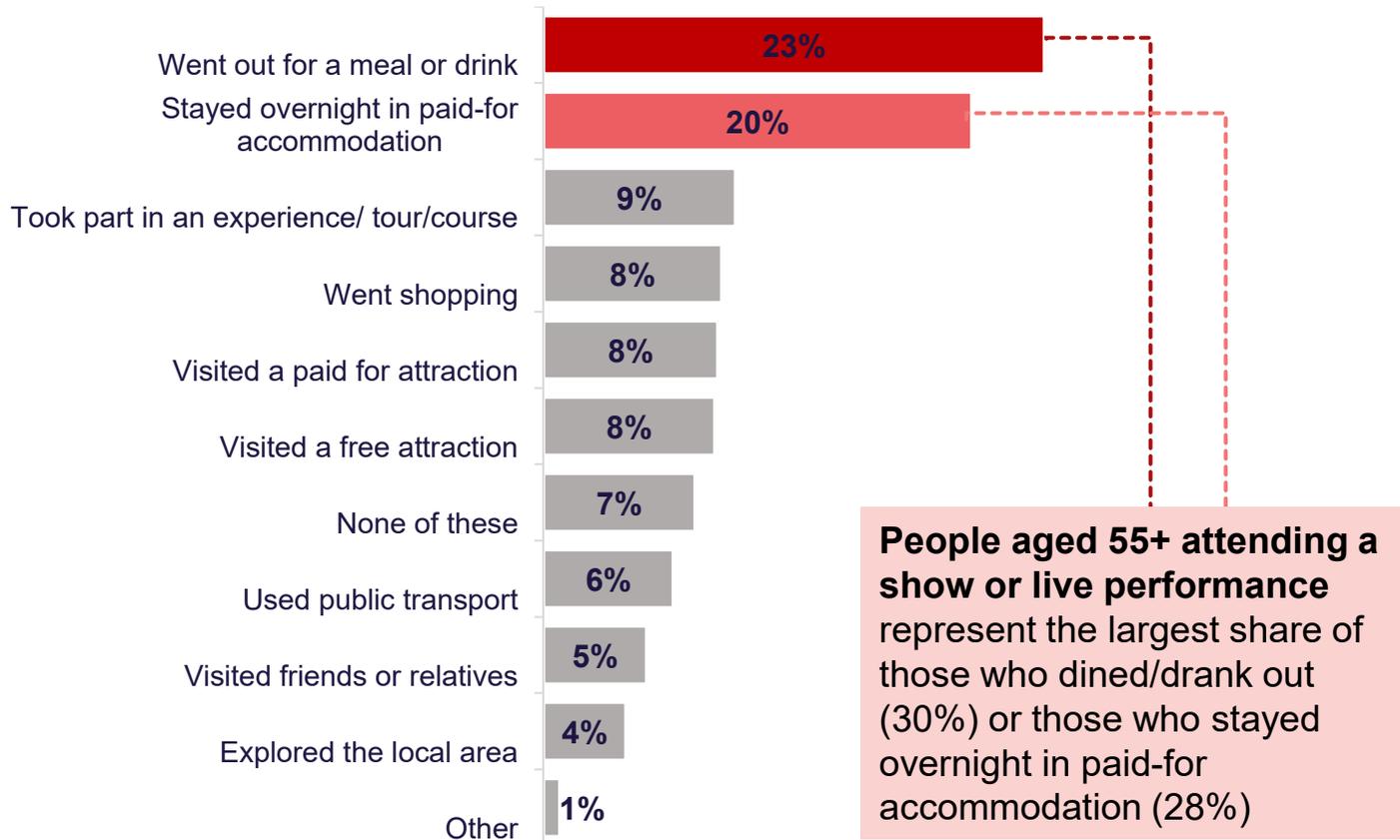
More than half of show or concert goers were day trippers, whereas over 60% of those who travelled for leisure exhibitions, live audience TV shows or music festivals stayed overnight

Whether attended the event for a day trip or overnight stay



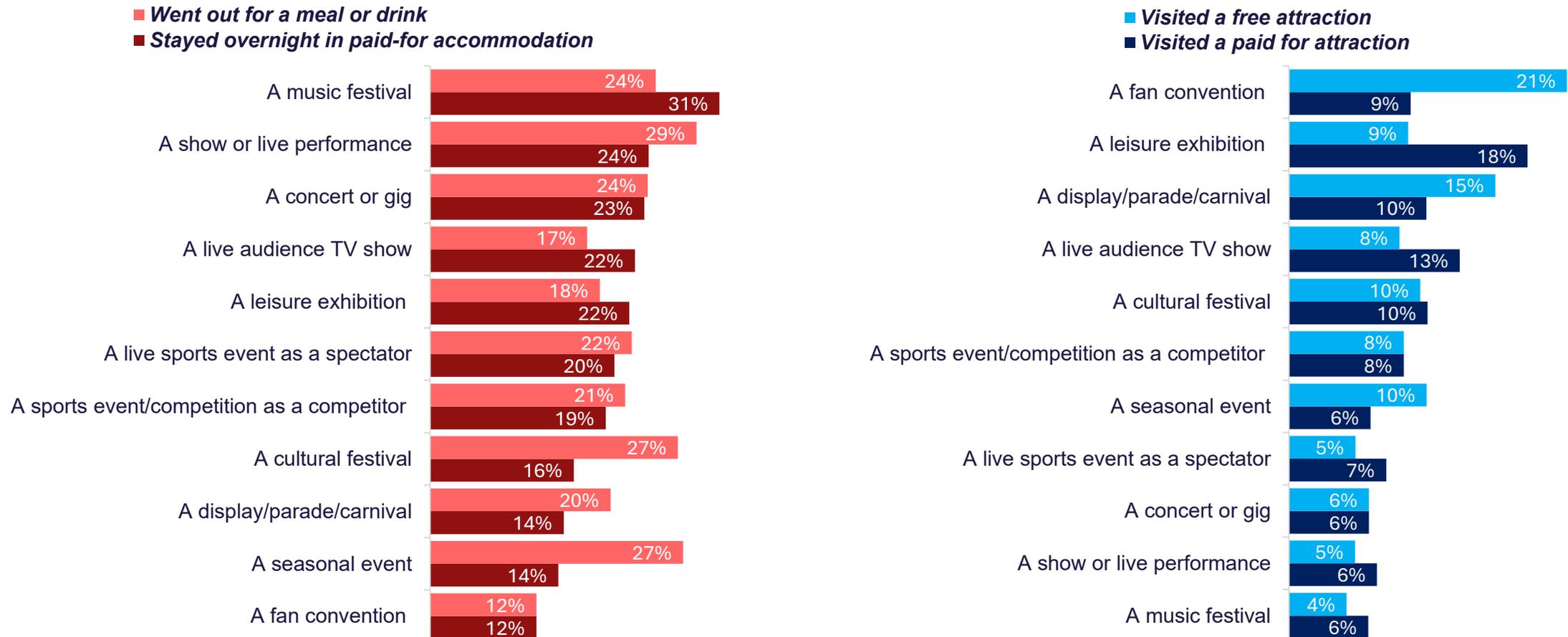
At least 1 in 5 respondents engaged in hospitality activities like dining/drinking out or staying in paid-for accommodation overnight, while 1 in 25 (4%) explored the local area

Top activities while travelling for the event



A larger share of music festival and show goers enjoyed hospitality activities than visited an attraction; however, this is the opposite for those travelling for a fan convention

Share of activities by event type



Question: VE5. Which of the following did you do in the area while travelling for the event?
 Base: Those who attended an event in the UK. October 2025, n = from 23 to 308

Those attending music festival, live audience TV shows and leisure exhibitions are most likely to stay overnight in paid-for accommodation

	Stayed overnight in paid-for accommodation	Took part in an experience/tour/course	Went out for a meal or drink	Visited a paid for attraction	Visited a free attraction	Went shopping	Visited friends or relatives	Used public transport	Explored the local area	Other	None of these
A music festival	31%↑	15%	24%	6%	4%	3%	3%	4%	2%↓	1%	7%
A show or live performance	24%	6%	29%↑	6%	5%	4%	3%↓	8%	3%↓	1%	11%
A cultural festival	16%	12%	27%↑	10%	10%	8%	5%	3%↓	5%	1%	4%
A live sports event as a spectator	20%	11%	22%↑	7%	5%	8%	3%↓	10%	4%	1%	9%
A sports event/competition as a competitor	19%	12%	21%↑	8%	8%	11%	5%	4%	3%↓	2%	6%
A concert or gig	23%	6%	24%↑	6%	6%	7%	4%↓	9%	5%	1%	10%
A live audience TV show	22%↑	7%	17%	13%	8%	9%	7%	7%	5%↓	1%	4%
A leisure exhibition	22%↑	10%	18%	18%	9%	10%	3%	2%↓	5%	0%	3%
A display / parade / carnival	14%	5%	20%↑	10%	15%	11%	5%↓	7%	5%↓	1%	7%
A fan convention	12%	19%↑	12%	9%	21%↑	5%	8%	5%	3%↓	1%	6%
A seasonal event	14%	5%	27%↑	6%	10%	17%	9%	3%↓	4%	0%	5%

Question: VE5. Which of the following did you do in the area while travelling for the event?
 Base: Those who attended an event in the UK. October 2025, n = from 23 to 308



Thank You

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