

# Domestic Sentiment Tracker: February 2026

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Fieldwork Period: 2<sup>nd</sup> to 8<sup>th</sup> February 2026

UK Results

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Note: \* Overnight Business Trip Intentions questions are asked every four months (last wave February 2026, next wave April 2026)



# Introduction

- VisitEngland, VisitScotland and Visit Wales have commissioned a Domestic Sentiment Tracker to understand the impact of major events, such as the cost of living crisis, on the UK public's intent to take overnight trips, both within the UK and abroad.
- The survey addresses areas, such as: current attitude to travel (incl. concerns around travel and reassurances needed from the tourism sector), intentions of UK residents to travel for day trips, short breaks and holidays, when they plan to book and when they plan to go on their trip, as well as the destination, type of location and accommodation for their intended trip.
- This tracker is based on a UK nationally representative sample of 1,500 adults aged 16+, with additional boosts for Scotland and Wales carrying a sample of 250 respondents, for a total sample size of 1,750 UK adults aged 16+.
- Fieldwork tends to take place at the start of each month, and this wave's fieldwork was conducted between 2<sup>nd</sup> to 8<sup>th</sup> February 2026.
- 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>

# Definitions used within this report

In this report, we look at the behaviour and attitudes of a number of separate audiences depending on when they intend to take an overnight domestic trip.

- **February to March 2026 Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between February to March 2026
- **April to June 2026 Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between April to June 2026

We also segment respondents by life stage and use the following definitions:

- **Younger Independents:** Aged 16-34 without children in household
- **Families:** Aged 16-64 with children in household
- **Older Independents:** Aged 35-64 without children in household
- **Retirement Age:** Aged 65+

# February 2026: Scorecard of Key Metrics

Key Metrics	February 2026	Change since January 2026
% of UK adults stating 'WORST IS STILL TO COME' regarding the cost of living crisis	47%	+4%*
Proportion intending a UK overnight trip at any point <u>in the next 12 months</u>	78%	+1%
Proportion intending an overseas overnight trip at any point <u>in the next 12 months</u>	65%	=
Preference for UK over overseas in the next 12 months (vs past 12 months)	32%	-2%
Took a domestic overnight trip in the past 12 months (February 2025 – January 2026)	66%	=
Reduce the number of UK overnight trips due to cost of living crisis [NET 'fewer', 'not go', 'go day trips instead']	23%	=
Reduce the number of day trips due to cost of living crisis [NET 'fewer', 'not go on day trips']	25%	-1
Top 3 barriers to taking a UK overnight trip in the next 6 months	1 <sup>st</sup> Rising cost of living; 1 <sup>st</sup> UK weather; 3 <sup>rd</sup> Personal finances.	n/a

\* Represents a statistically significant change on previous wave  
 N/A – due to new question wording meaning comparison to last wave cannot be done

# February 2026: Scorecard of Key Themes

Key Theme	Question	February 2026	Change since January 2026
Accommodation	% of UK adults mentioning ' <b>Cost of Accommodation</b> ' as a barrier to taking UK holidays and short breaks in the next 6 months	41%	-1%
	<b>Top 3 accommodation types</b> planning on staying in on next UK overnight trip in <u>February to March 2026</u> – % choosing ' <b>Hotel / Motel / Inn</b> '	52%	+2%
	<b>Top 3 accommodation types</b> planning on staying in on next UK overnight trip in <u>February to March 2026</u> – % choosing ' <b>rented house or similar</b> '	25%	=
	<b>Top 3 accommodation types</b> planning on staying in on next UK overnight trip in <u>February to March 2026</u> – % choosing ' <b>Friends or relatives' home</b> '	16%	-2%
Drinking/eating out	% of UK adults mentioning ' <b>Cost of Drinking/Eating out</b> ' as a barrier to taking UK holidays and short breaks in the next 6 months	32%	+2%
	Activities for UK holidays and short breaks in <u>February to March 2026</u> - % choosing ' <b>Trying local food and drink</b> '	32%	-2%
Attractions	% of UK adults mentioning ' <b>Cost of Visitor Attraction</b> ' as a barrier to taking UK holidays and short breaks in the next 6 months	19%	+1%
	Activities for UK holidays and short breaks in <u>February to March 2026</u> - % choosing to ' <b>Visit heritage sites</b> '	21%	-7%*
	Activities for UK holidays and short breaks in <u>February to March 2026</u> - % choosing to ' <b>Visit cultural attractions</b> '	20%	+1%
	Activities for UK holidays and short breaks <u>February to March 2026</u> - % choosing to ' <b>Visit family attractions</b> '	10%	=

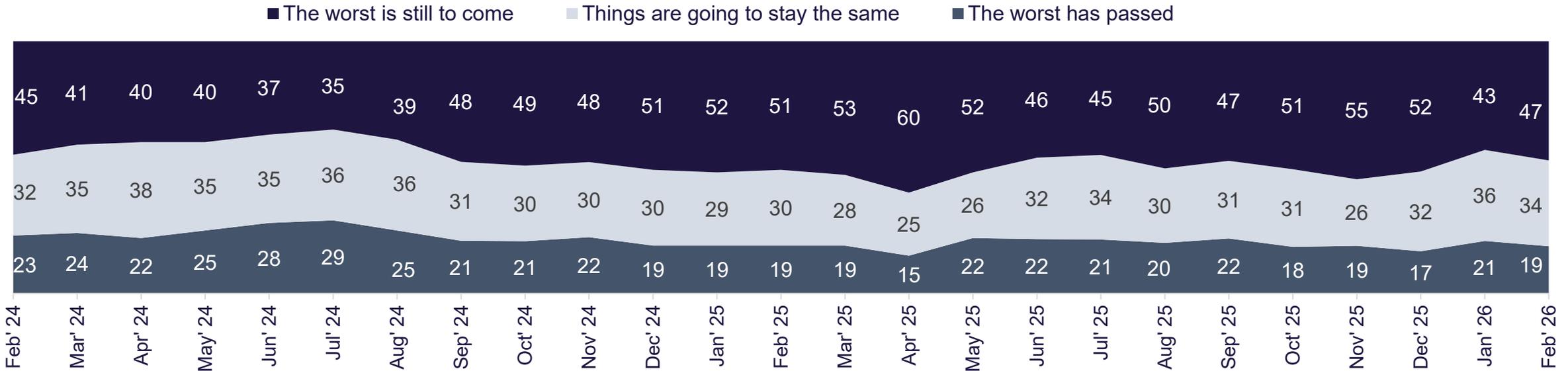
\* Represents a statistically significant change on previous wave  
 N/A – due to new question wording meaning comparison to last wave cannot be done



# 1. Current General Sentiment

# Cost of living perceptions have significantly declined compared to last month, with 47% now saying 'the worst is still to come'

Figure 1. Perception of the situation with regards to cost of living crisis, Percentage wave-on-wave, UK

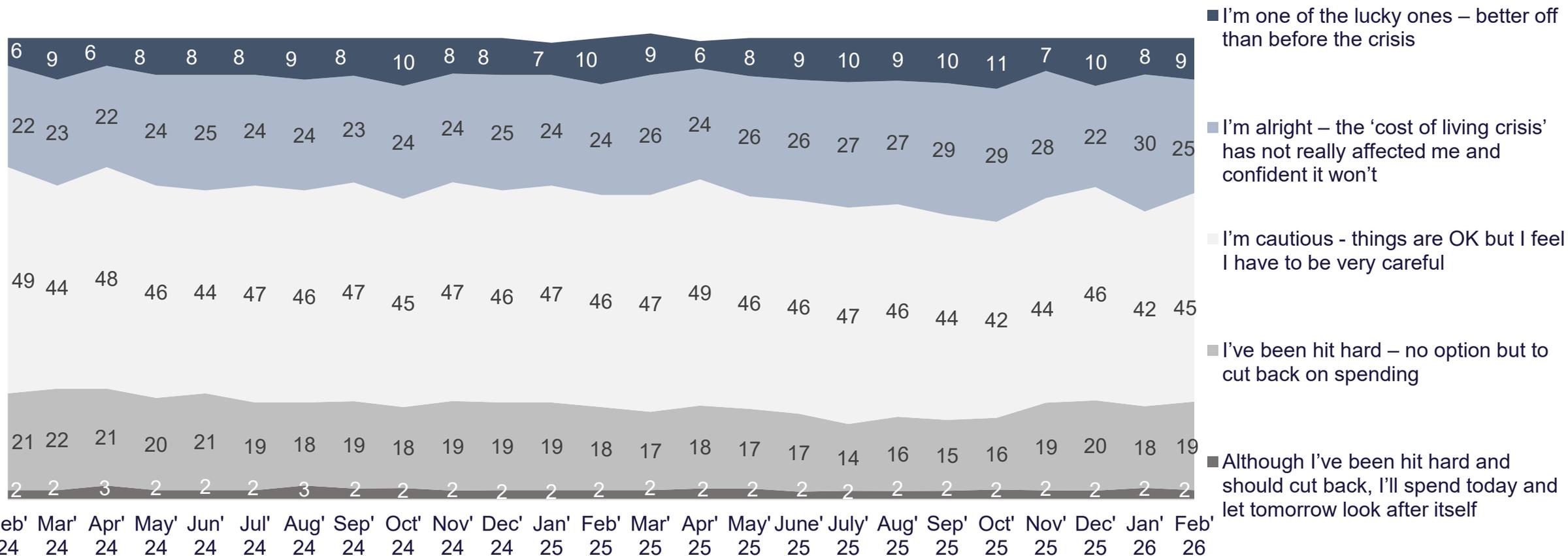


(in %)	Feb '24	Mar '24	Apr '24	May '24	Jun '24	Jul '24	Aug '24	Sep '24	Oct '24	Nov '24	Dec '24	Jan '25	Feb '25	Mar '25	Apr '25	May '25	Jun '25	Jul '25	Aug '25	Sep '25	Oct '25	Nov '25	Dec '25	Jan '26	Feb '26
CPI 12-month rate	3.4	3.2	2.3	2.0	2.0	2.2	2.2	1.7	2.3	2.6	2.5	3.0	2.8	2.6	3.5	3.4	3.6	3.8	3.8	3.8	3.6	3.2	3.4	n/a	n/a
BOE Base rate	5.25	5.25	5.25	5.25	5.25	5.25	5.00	5.00	5.00	4.75	4.75	4.75	4.50	4.50	4.50	4.25	4.25	4.25	4.00	4.00	4.00	4.00	4.00	3.75	3.75

Question: Q7b: And now regarding the 'cost of living crisis' in the UK and the way it is going to change in the coming few months, which of the following best describes your opinion? Base: All respondents. February 2026 = 1,755. Monthly CPI data from the Office of National Statistics (ONS), latest available December 2025. Base Rate historical data from BOE Database.

# Regarding the cost of living crisis, most UK adults (70%) consider themselves now as either 'cautious and very careful' (45%) or 'alright and unaffected' (25%)

Figure 2. Feelings about situation during the 'cost of living crisis', Percentage wave-on-wave, UK



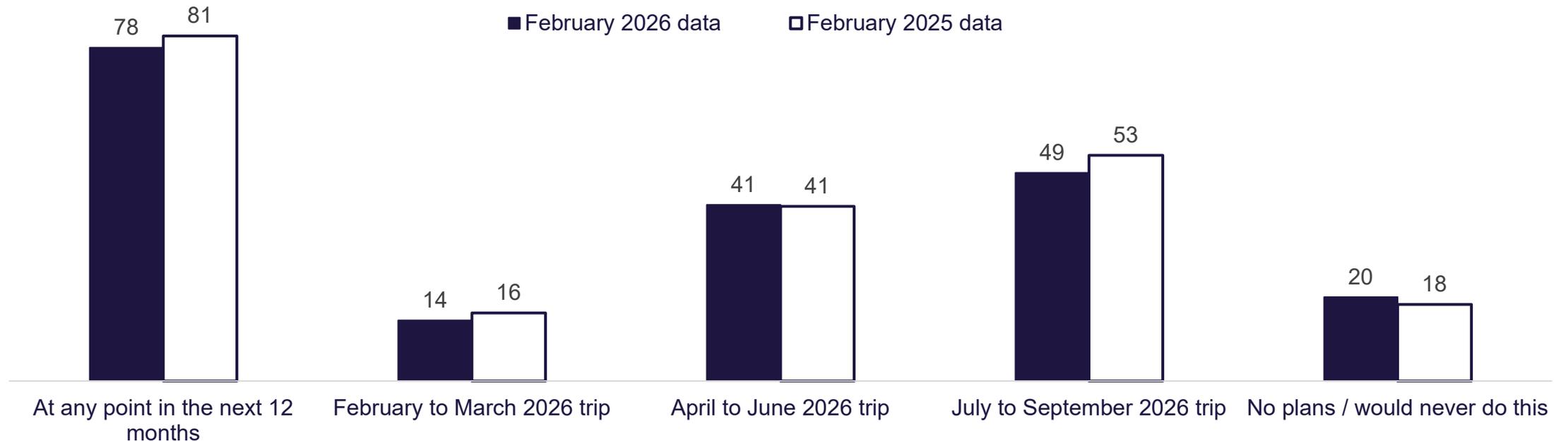
Question: Q17: There has been a lot of talk about how the 'cost of living crisis has affected people's financial circumstances. If you had to choose, which ONE of the following statements would best describe your feelings about your own situation, right now? Base: All respondents. February 2026 = 1,755.



## 2. Trip Intentions: UK and Overseas

# **Overnight domestic trip intentions for the next 12 months are below those anticipated in 2025. Intentions for winter and spring trips are broadly in line with last year, with summer trip intentions down**

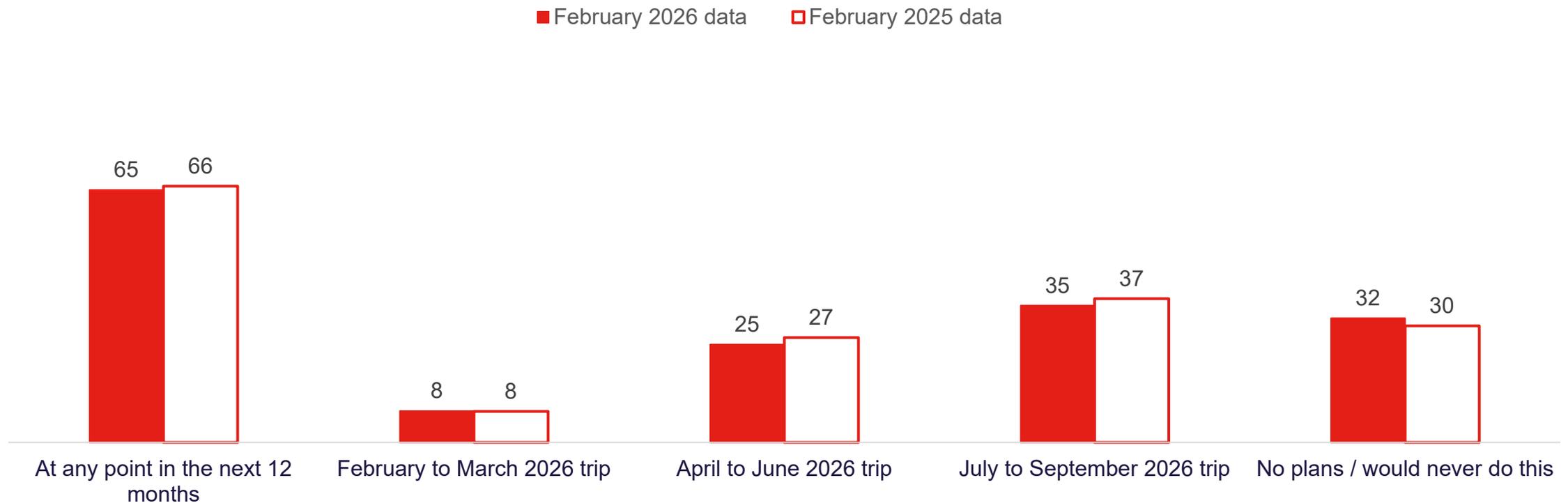
Figure 5. Proportion anticipating going on any overnight UK trips, Percentage, February 2026, UK



Question: QVB2a. Thinking of your next UK holiday or short break, when are you likely to go on this trip? QVB2b. And when else do you anticipate going on a UK holiday or short break? Base: All respondents. February 2025 = 1,755, February 2026= 1,755. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.

# Overnight overseas trip intentions are broadly in line with 2025 levels, with 65% planning an overseas trip in the next 12 months

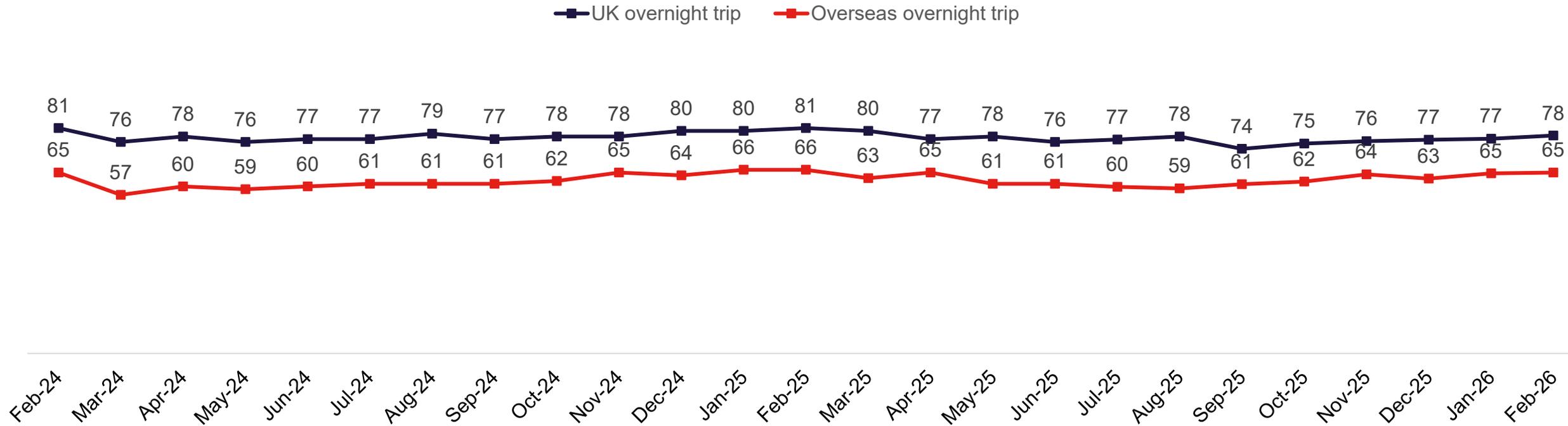
Figure 5b. Proportion anticipating going on any overnight overseas trips, Percentage, February 2026, UK



Question: QVB2c. Thinking of your next OVERSEAS holiday or short break, when are you likely to go on this trip? QVB2d. And when else do you anticipate going on an overseas holiday or short break? Base: All respondents. February 2026 = 1,755, February 2025 = 1,755. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.

# Domestic and overseas trip intentions have steadily improved in the last few waves and are in line with levels seen in early 2025

Figure 6. Proportion anticipating going on any overnight UK and overseas trips in the NEXT 12 MONTHS, Percentage, Wave-on-wave, UK



Question: QVB2a. Thinking of your next UK holiday or short break, when are you likely to go on this trip? QVB2b. And when else do you anticipate going on a UK holiday or short break? QVB2c. Thinking of your next OVERSEAS holiday or short break, when are you likely to go on this trip? QVB2d. And when else do you anticipate going on an overseas holiday or short break? Base: All respondents February 2026 = 1,755. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.

# Commitment is higher for overseas trips compared to UK ones – 64% are very committed to UK trips in March 2026 compared to 80% for overseas trips in the same month

Figure 7. Commitment to taking the next overnight UK trip, Percentage, February 2026, UK

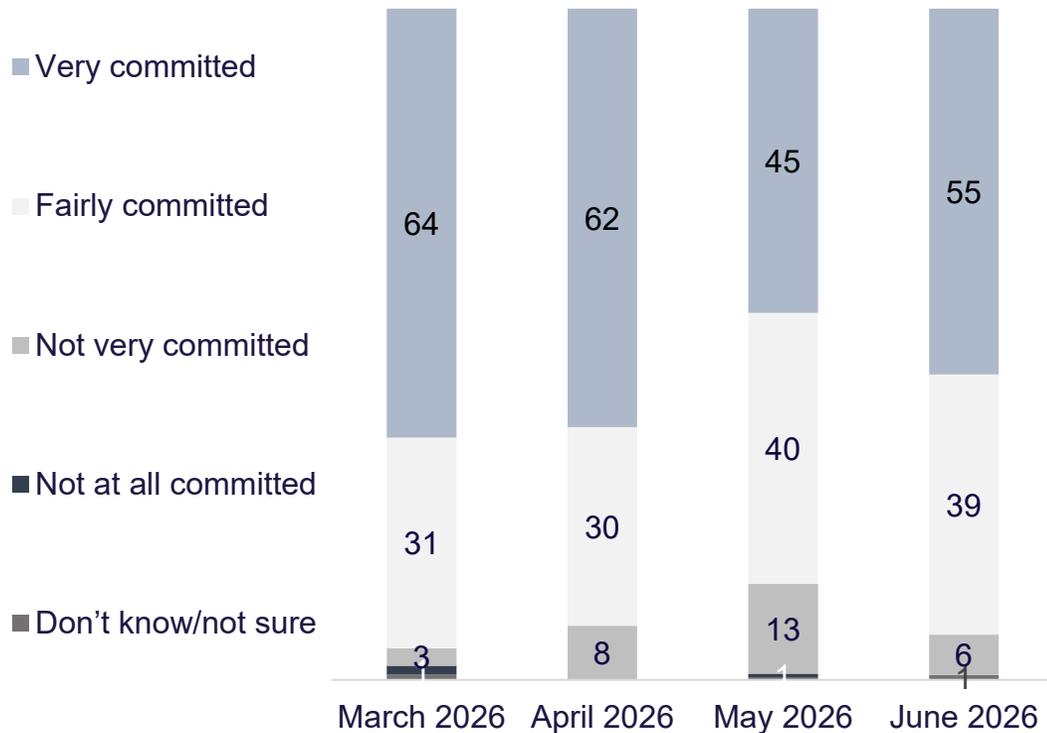
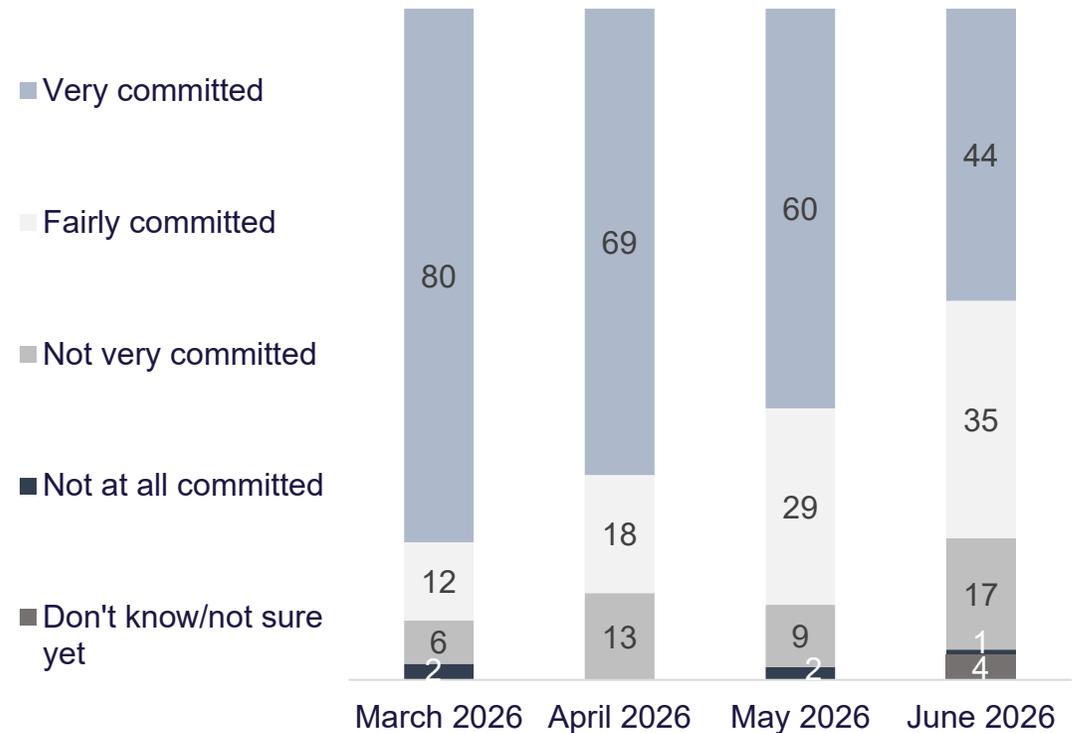


Figure 8. Commitment to taking the next overnight overseas trip, Percentage, February 2026, UK



Question: VB2ei: How committed are you to taking this next trip in [pipe: hVB3]?; Base: All February respondents: March 2026 = 129, April 2026 = 221, May 2026 = 237, June 2026 = 164. VB2eii: How committed are you to taking this next trip in [pipe: hVB2civ]? Base: All February respondents: March 2026 = 84, April 2026 = 96, May 2026 = 123, June 2026 = 140.

# UK adults are more likely to choose UK trips (32%) over overseas trips (28%). UK holidays are easier to plan (55%), while overseas trips have the draw of better weather (48%)

Figure 9. Difference in short break/holiday choices in the next 6 months compared to last 12 months, Percentage, February 2026, UK

■ More likely to choose UK than overseas ■ More likely to choose overseas than UK ■ Broadly the same as past 12 months ■ Don't know/It depends on the situation



## TOP 5 reasons for UK preference

1. UK holidays are easier to plan (55%)
2. UK holidays are cheaper (50%)
3. Shorter / quicker travel (46%)
4. I want to take holidays in places I am familiar with (32%)
5. To avoid long queues at airports/ports or cancelled flights/voyages (29%)

## TOP 5 reasons for Overseas preference

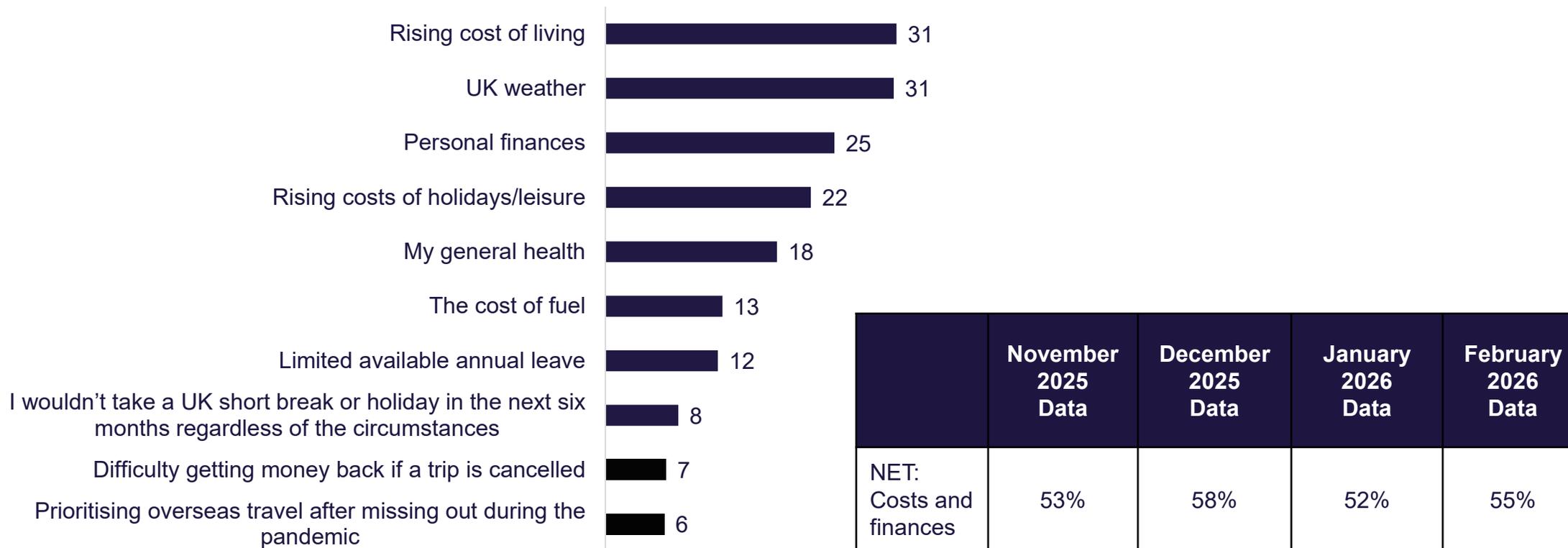
1. Better weather (48%)
2. I want to visit new places/experience new cultures (36%)
3. Overseas holidays are cheaper (31%)
4. I'm prioritising overseas trips after missing out in the last few years (22%)
5. To visit friends or relatives (17%)

FOR THE FULL LIST OF REASONS, PLEASE SEE THE PUBLISHED TABLES.

Question: VB2j. Thinking of the next 12 months, how different do you think your short break/holiday choices will be compared to the last 12 months? Base: All respondents. February 2026 = 1,755. VB2k. Why are you more likely to choose a UK trip than an overseas trip? February 2026 = 602. VB2l. Why are you more likely to choose an overseas trip than a UK trip? February 2026 = 432.

# The top potential barriers to taking overnight UK trips in the next 6 months are ‘Rising cost of living’ and ‘UK weather’ both at 31%. The ‘costs and finances’ barriers have increased since last month

Figure 10. Top 10 Barriers to taking an overnight UK trip in next 6 months, Percentage, February 2026, UK

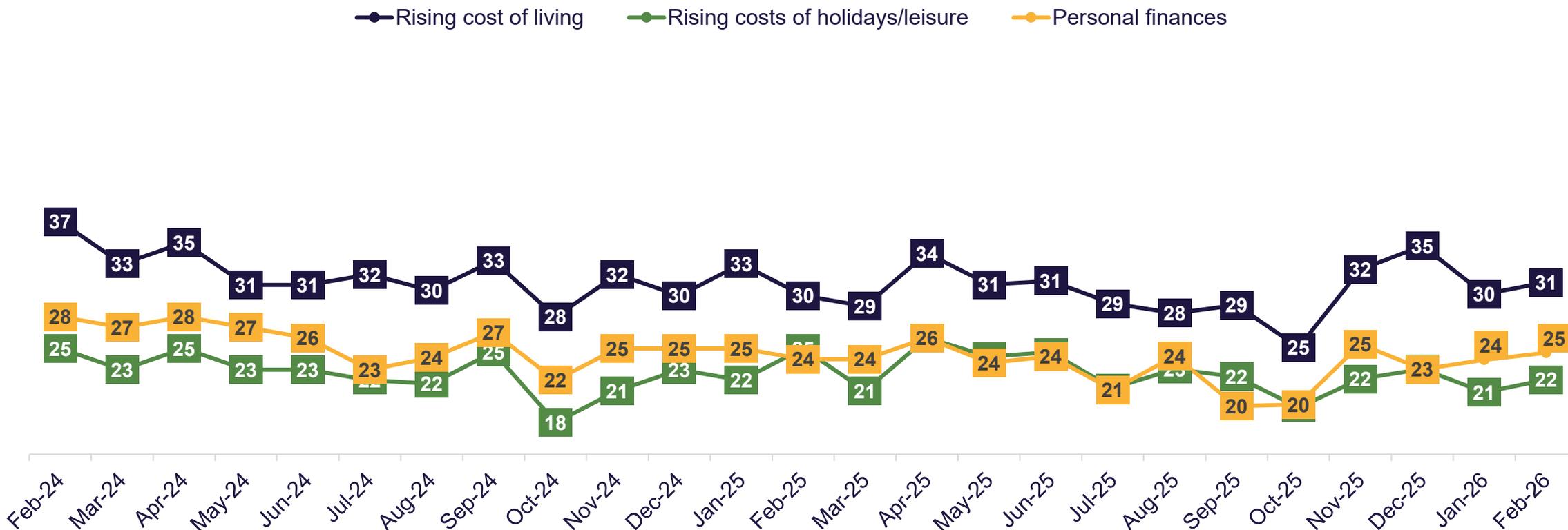


FOR THE FULL LIST OF BARRIERS, PLEASE SEE THE PUBLISHED TABLES.

Question: VB7b. Which, if any, of the following factors do you see as potential barriers to you taking a UK short break or holiday in the next six months? . Base: All asked each question. February 2026 = 1,755. \*NET: Cost and finances includes ‘rising cost of living’, ‘personal finances’, ‘the cost of fuel’, ‘rising costs of holidays/leisure’ and ‘difficulty getting money back if a trip is cancelled’

# Perceived financial barriers to taking overnight domestic trips have remained somewhat stable in the last wave, now at levels comparable to June 2025

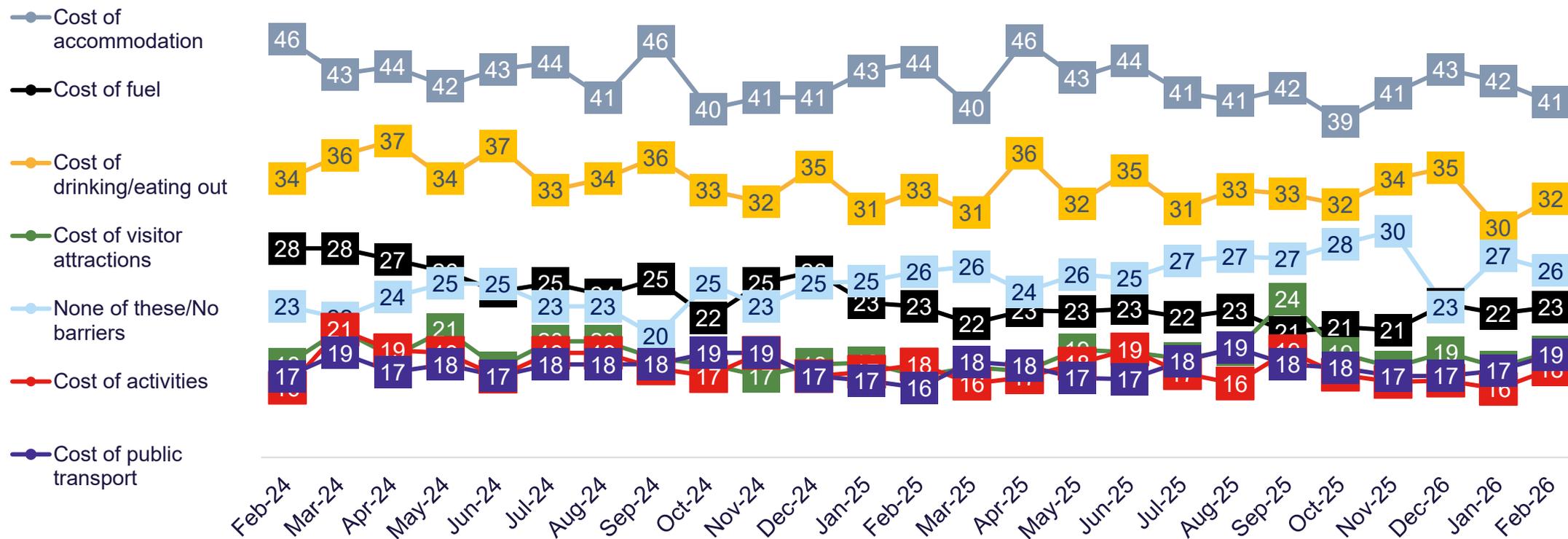
Figure 10b. Perceived financial barriers to an overnight trip in the UK in next 6 months, Wave-on-wave, Percentage, UK



Question: VB7b. Which, if any, of the following factors do you see as potential barriers to you taking a UK short break or holiday in the next six months? Base: All asked each question. February 2026 = 1,755.

# Focusing on barriers related directly to the cost of a domestic overnight trip, all have remained somewhat in line with the last few waves

Figure 12. Individual costs barrier to taking UK holidays and short breaks in next 6 months, Wave-on-wave, Percentage, UK



Question: VB7bii. Which, if any, of these costs are the main financial barriers to you taking a UK short break or holiday in the next six months?  
 Base: February 2026 = 1,755.

# UK adults plan to cut their overnight trip spending on accommodation, looking for more free things to do and eating out (21%, 19% and 18% respectively). 23% will reduce the number of overnight trips they will take – on par with last month

Figure 13a. 'Cost of living' impact on UK holidays and short breaks, Percentage, February 2026, UK, Full list



Reduce the number of UK overnight trips	November 2025 data	December 2025 data	January 2026 data	February 2026 data
NET 'fewer', 'not go', 'go day trips instead'	27%	25%	23%	23%

# In terms of UK day trips, 19% of UK adults intend to ‘look for more ‘free things’, while 18% will ‘spend less on eating out’. 25% will take fewer day trips or not go on any at all – in line with last month

Figure 13b. ‘Cost of living’ impact on day trips, Percentage, February 2026, UK, Full list



Reduce the number of day trips	November 2025 Data	December 2025 Data	January 2026 Data	February 2026 Data
NET ‘fewer’, ‘not go on day trips’	30%	26%	26%	25%

Question: VB7Cii. How, if at all, would you say the ‘cost of living crisis’ is likely to influence your day trips in the next few months?

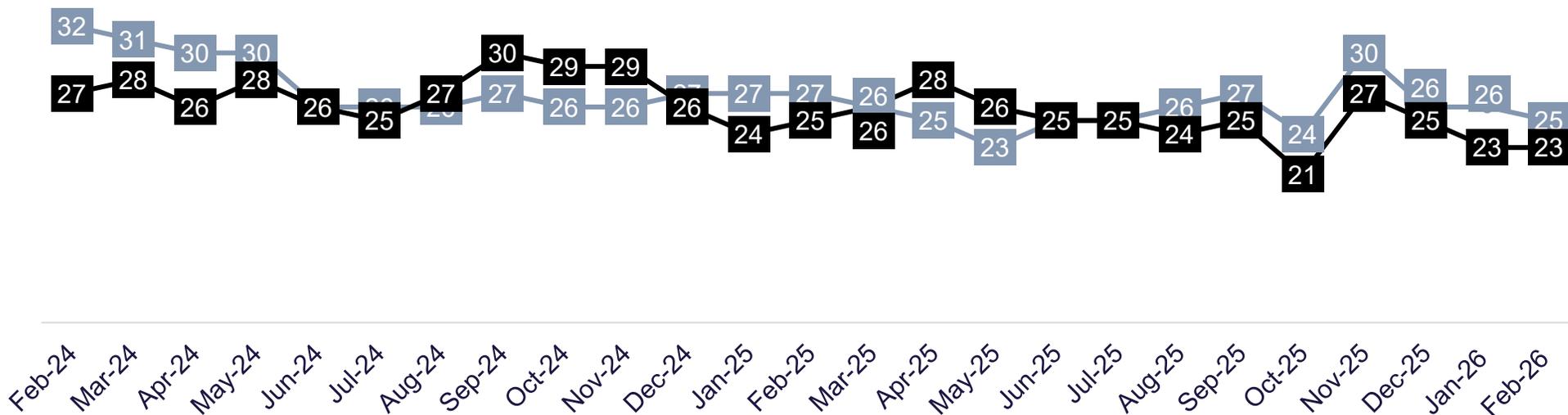
Base: February 2026 = 796. \*Question format changed in March 2024.

# UK adults are no more likely to reduce the number of both UK overnight trips and day trips due to the cost of living compared to last month.

Figure 13c. 'Cost of living' impact on UK holidays and short breaks and day trips, Percentage, Wave-on-wave, Percentage, UK

—●— Reduce the number of day trips

—●— Reduce the number of UK overnight trips



Question: VB7c. How, if at all, would you say the 'cost of living crisis' is likely to influence your UK short breaks or holidays in the next six months?  
 Base: February 2026 = 899. Question: VB7Cii. How, if at all, would you say the 'cost of living crisis' is likely to influence your day trips in the next few months?  
 Base: February 2026 = 796. \*Question format changed in March 2024. \*\*VB7Cii was introduced in August 2022

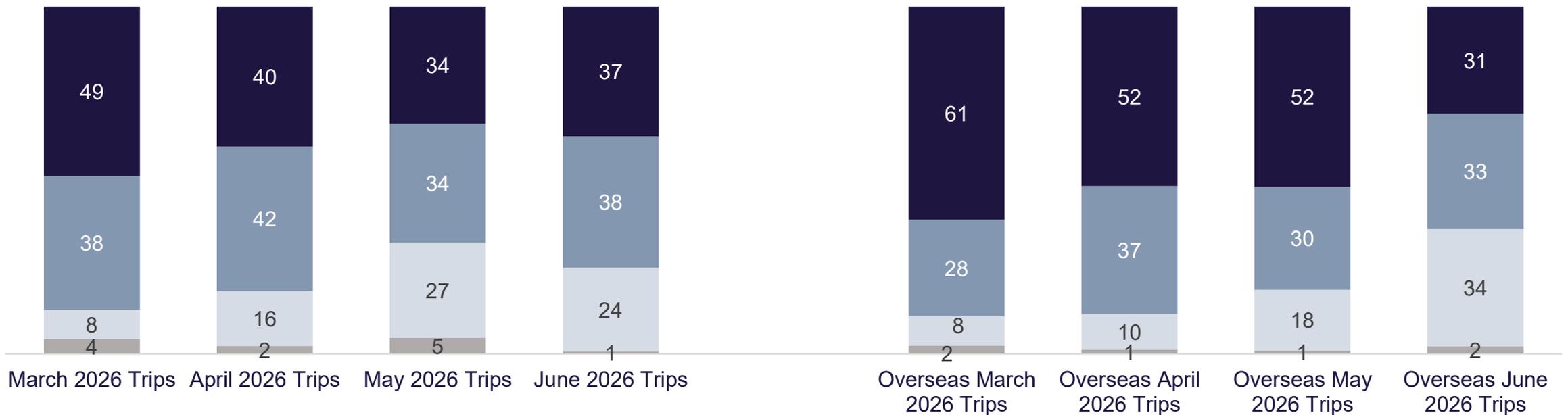


## **3. The Next Trip: Overnight and Day Trips**

# 49% of UK intenders have already booked their domestic trips for March 2026, while 61% have already booked their overseas trips for the same month

Figure 15. Planning and booking the next intended UK and overseas overnight trip, Percentage, February 2026, UK

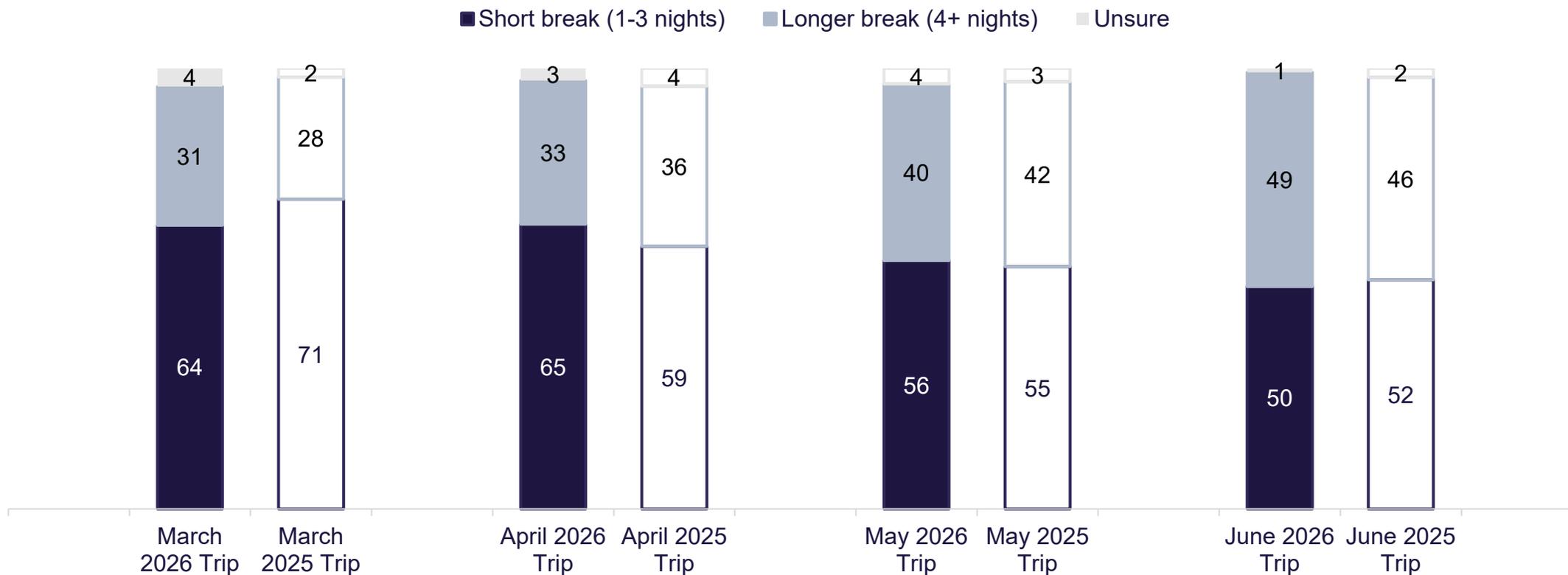
■ I have already booked the trip ■ I have decided where to go but not yet booked ■ I am yet to decide where to go ■ I am undecided whether I will take this trip at all



Question: VB2e. Which of the following best describes how close you are to booking your next overnight UK trip in VB2a(III)? Base: UK trip: March 2026 n = 129, April 2026 n = 221, May 2026 n = 237, June 2026 n = 164. VB2g. Which of the following best describes how close you are to booking your next overnight OVERSEAS trip in December VB2c(III)? Base: Overseas trip: March 2026 n = 84, April 2026 n = 96, May 2026 n = 123, June 2026 n = 140.

# Shorter breaks will dominate in the next few months. This trend is broadly in line with intentions in early 2025.

Figure 17. Length of next UK holiday or short break by time period, Percentage, February 2026, UK



Question: QVB3. Is this next trip to <INSERT DESTINATION FROM VB4A> in <INSERT MONTH FROM VB2A> likely to be a short break (1-3 nights) or a holiday (4+ nights)?

Base: All February 2026 respondents intending to take next holiday or short break in each time period: March 2026 n = 129, April 2026 n = 221, May 2026 n = 237, June 2026 n = 164. All February 2025 respondents: March 2025 n = 165, April 2025 n = 218, May 2025 n = 195, June 2025 n = 174.

# London is the most preferred UK overnight destination for trips in February to March 2026, while the South West is the top choice for April to June 2026 trips

Figure 18. Where planning on staying on next UK overnight trip in February to March 2026, Percentage, January 2026 and February 2026, UK

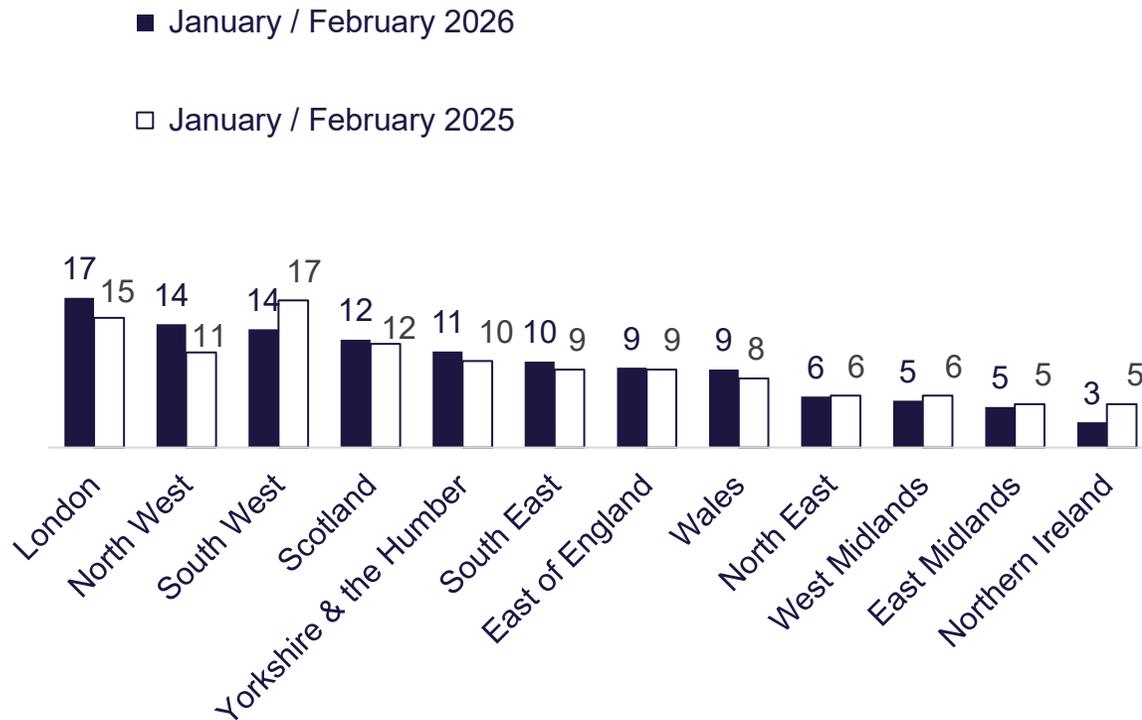
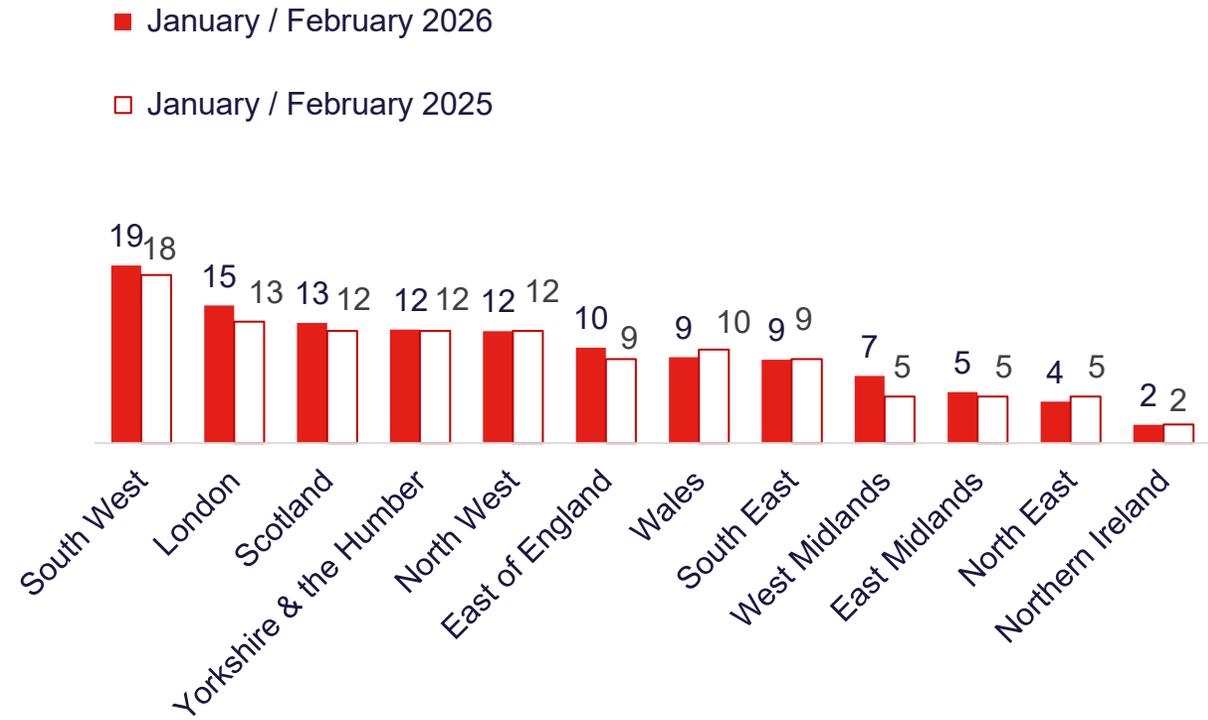


Figure 19. Where planning on staying on next UK overnight trip in April to June 2026, Percentage, January 2026 and February 2026, UK



Question: QVB4a. Where in the UK are you likely to stay on this next trip in <insert month>?

Base: All January 2026 and February 2026 respondents planning on taking a holiday or short break in the UK February to March 2025 n = 585, April to June 2025 n = 1,179, or short break in the February to March 2026 n = 594, April to June 2026 n = 1209. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate staying in more than one location.

# The top destination type for both February to March 2026 and April to June 2026 trips is 'A city or large town' (44% and 35% respectively)

Figure 20. Types of destination for trip in February to March 2026 Percentage, January and February 2026, UK

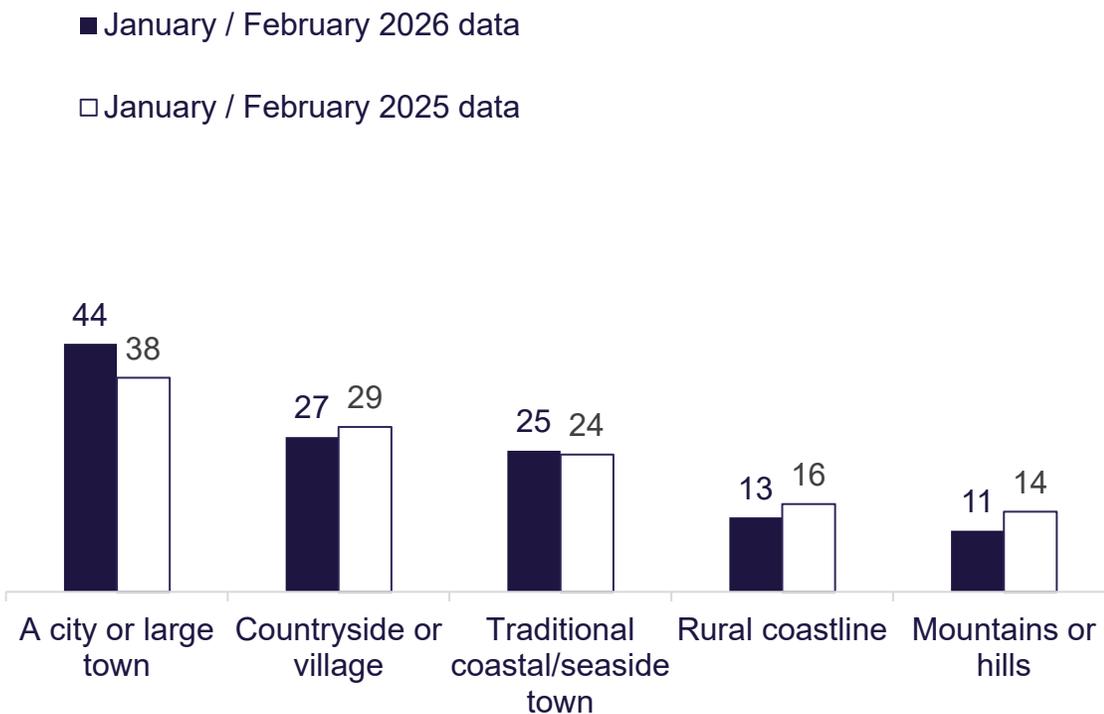
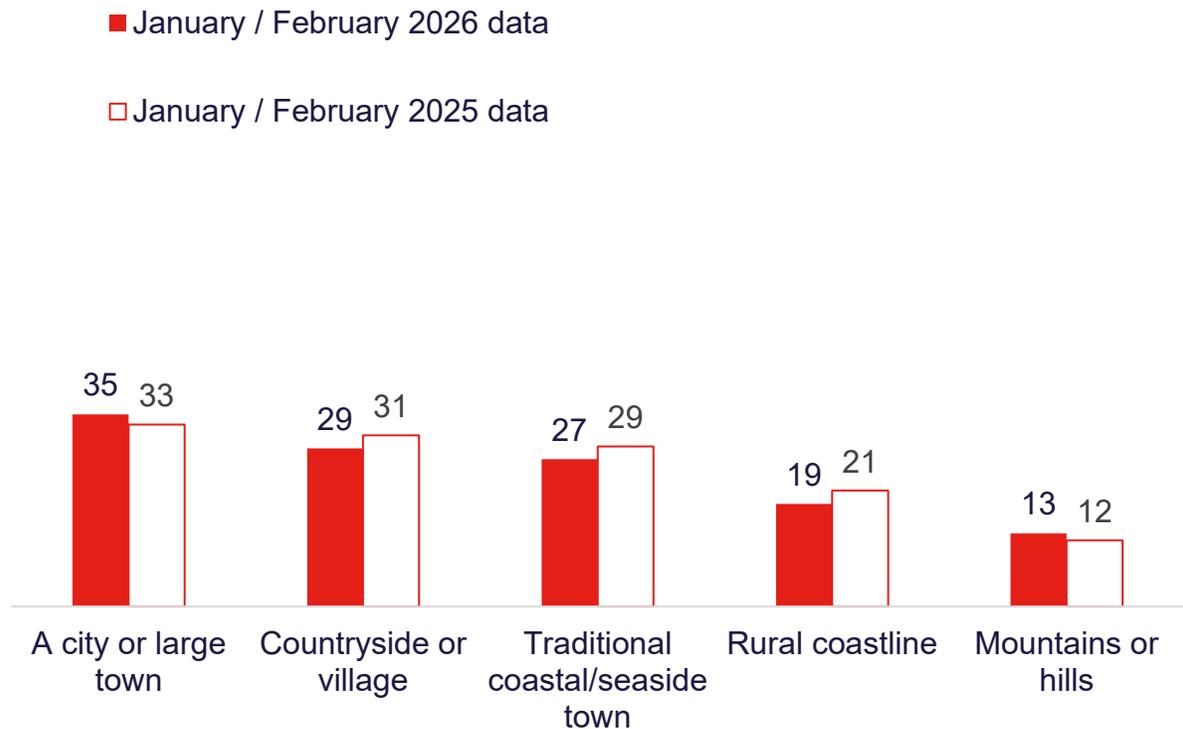


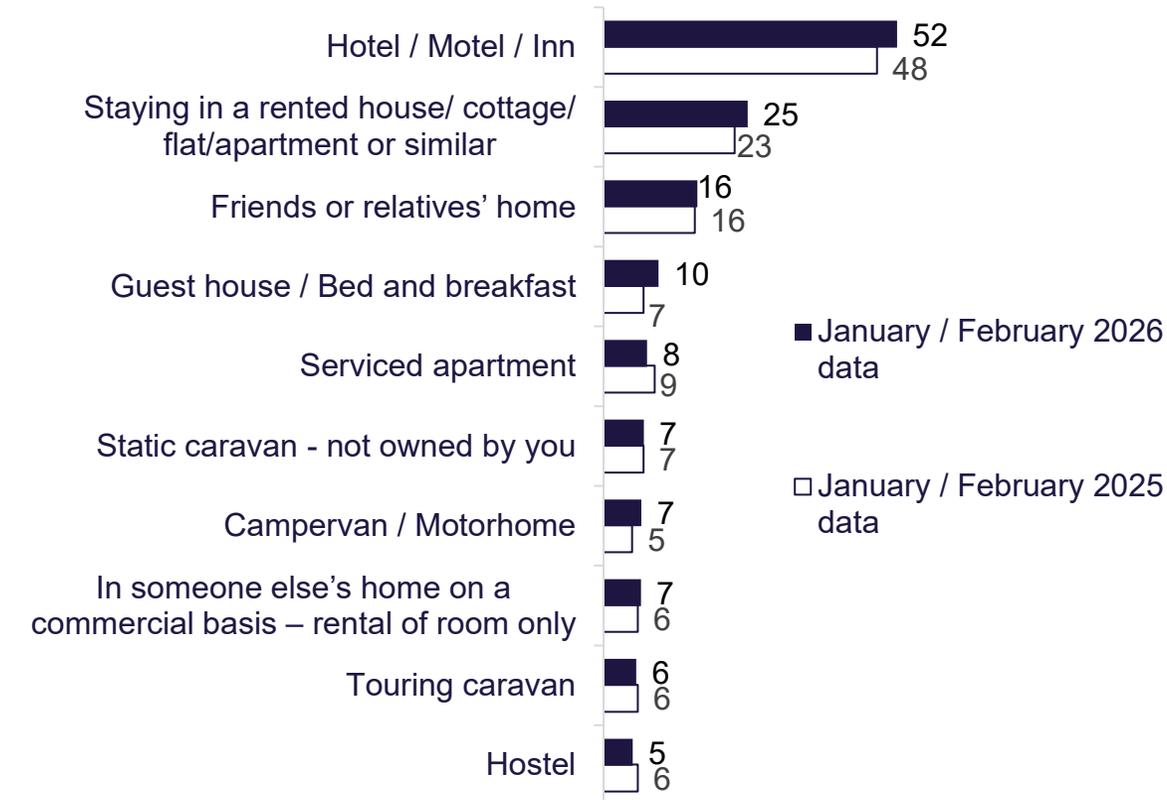
Figure 21. Types of destination for overnight trip in April to June 2026 Percentage, January and February 2026, UK



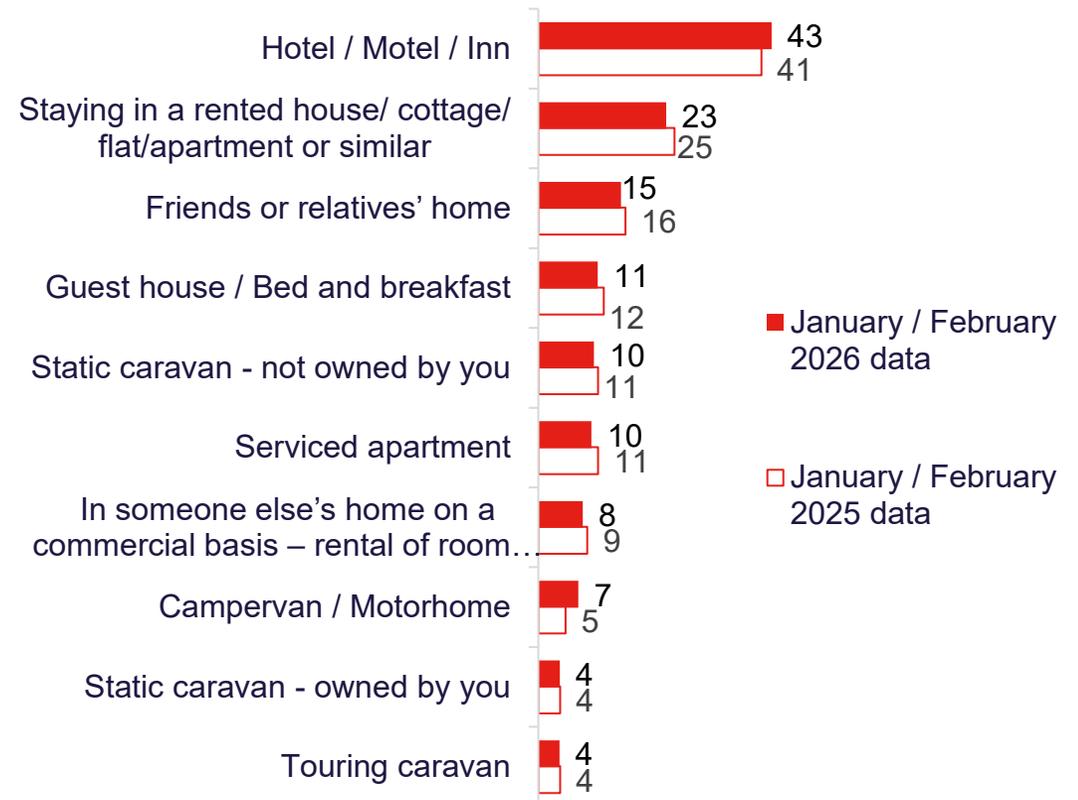
Question: VB5. Which of the following best describes the main types of destinations you are likely to stay in during your next UK holiday or short break in <INSERT DESTINATION FROM VB4A> in <INSERT MONTH FROM VB2A>? Base: All January and February 2026, UK respondents planning on taking a holiday or short break in the February to March 2025 n = 585, April to June 2025 n = 1,179. February to March 2026 n = 594, April to June 2026 n = 1209

# For the next overnight trip, 'Hotel / motel / inn' is the leading accommodation type in both time periods

**Figure 24. Top 10 accommodation types planning on staying in on next UK overnight trip in February to March 2026**  
Percentage, January and February 2026, UK



**Figure 25. Top 10 accommodation types planning on staying in on next UK overnight trip in April to June 2026**  
Percentage, January and February 2026, UK



FOR THE FULL LIST OF ACCOMMODATION TYPES, PLEASE SEE THE PUBLISHED TABLES.

Question: VB6a. What type/s of accommodation do you expect to be staying in during your next UK holiday or short break in <INSERT DESTINATION FROM VB4A> in <INSERT MONTH FROM VB2A>. Base: All January and February 2026 UK respondents planning on taking a holiday or short break in the UK February to March 2025 n = 585, April to June 2025 n = 1,179, February to March 2026 n = 594, April to June 2026 n = 1209. \*New format of question including new code 'Staying in a rented house/ cottage/ flat/apartment or similar' added in July 2024 wave.

# The top motivation for overnight trips in both February to March 2026 and April to June 2026 is ‘Family time or time with my partner’, followed by ‘To get away from it all and have a rest’

**Figure 28. Motivations for UK holidays and short trip in February to March 2026 Percentage, February 2026, UK, Full list**



**Figure 29. Motivations for UK holidays and short breaks in April to June 2026 Percentage, February 2026, UK, Full list**



Question: VB6fii. Which of the following best describe your motivation/s for this trip?

Base: All February 2026 respondents planning on taking a holiday or short break in the UK between February to March 2026 n= 258 and April to June 2026 n = 622.

Note: Multiple choice question. Totals may exceed 100%.

# The top activity for both February to March 2026 and April to June 2026 trips is ‘Trying local food and drink’, followed by ‘Walking, Hiking or Rambling’

**Figure 30. Activities for UK holidays and short breaks, in February to March 2026 Percentage, February 2026, UK, Full list**



**Figure 31. Activities for UK holidays and short breaks in April to June 2026 Percentage, February 2026, UK, Full list**



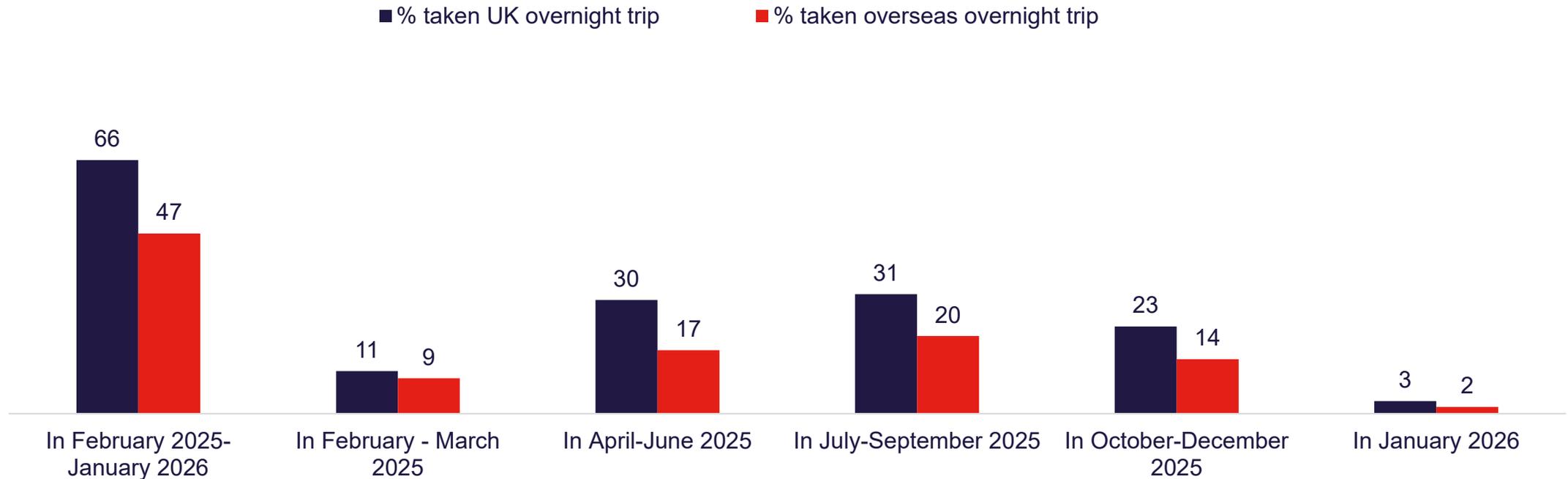
Question: VB6fiii. Which, if any, of these activities are you likely to do on your next UK short break or holiday in <INSERT MONTH FROM VB2A>?  
 Base: All February 2026 respondents planning on taking a holiday or short break in the UK between February to March 2026 n = 258, April to June 2026 n = 622,  
 Note: Multiple choice question. Totals may exceed 100%. \*Visited theme parks was added to the list in March 2024



## 4. Past UK and Overseas Trips

# About 2 in 3 (66%) have taken a UK overnight trip in the past 12 months, while 47% have taken an overseas overnight trip during the same time period

Figure 32. Proportion UK adult population who have taken an overnight UK or overseas trip in below time period, Percentage, February 2026, UK



Question: VB13a/f. Now reflecting on your recent behaviour, have you taken an overnight short break or holiday in the UK/overseas in the last 12 months?

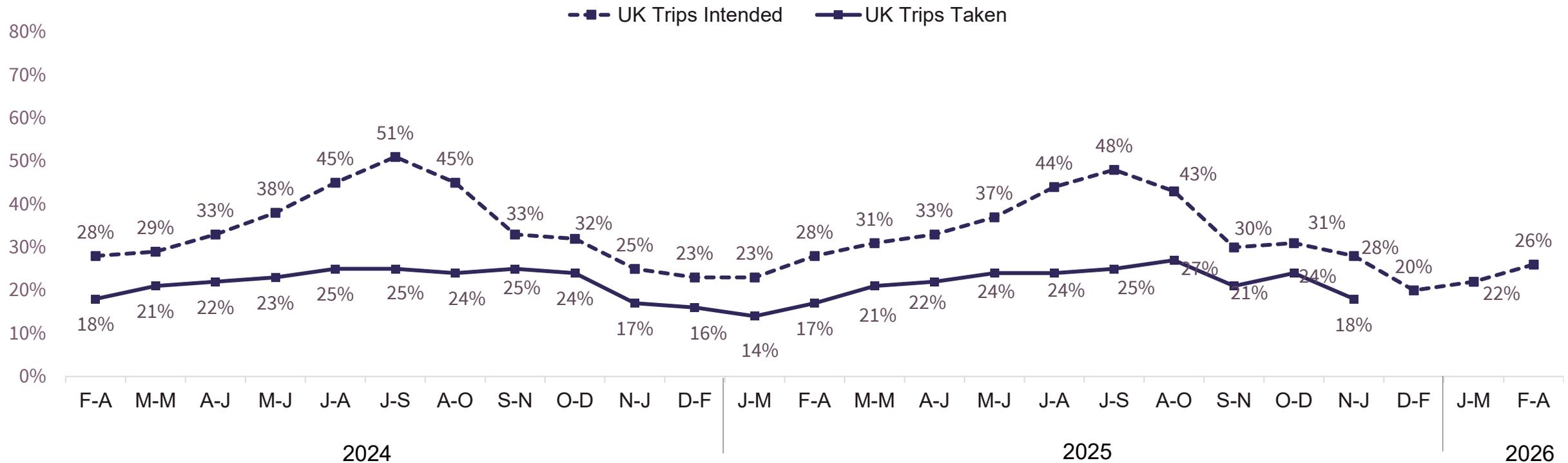
VB13a2/g. In which of these months have you taken an overnight short break or holiday in the UK in the last 12 months?

Base: All respondents February 2026 = 1,755.

Multiple choice question. Totals may exceed 100% as some respondents anticipate taking more than one trip.

# 18% of respondents went on a domestic overnight trip between November 2025 and January 2026, which is broadly in line with the same period last year (17%)

Figure 32b. Incidence of UK short breaks or holidays intended within next 3 month and taken in last 3 months of UK adult population, Percentage, February 2026, UK

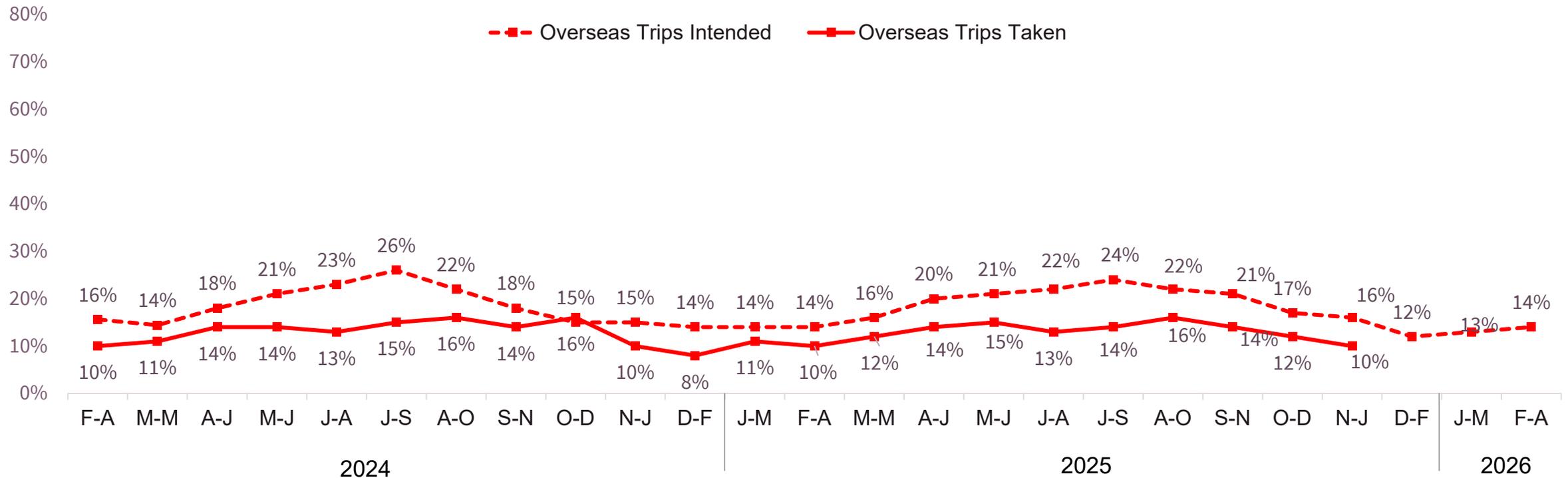


VB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip?

VB13a2: Now reflecting on your recent behaviour, have you taken an overnight short break or holiday in the UK in the last 12 months? Base: All UK respondents = 1,755. Data shows the proportion intending to take a trip within the next 3 months – this will not account for intentions established less than 3 months ahead of trip date – and trips taken. Actual trips taken is only available up to January 2026.

# 10% went on an overseas holiday between November 2025 and January 2026, in line with levels seen in the same period last year (10%). The gap between intention and trips taken is smaller for overseas trips compared to UK trips

Figure 32c. Incidence of overseas short breaks or holidays intended within next 3 month and taken in last 3 months of UK adult population, Percentage, February 2026, UK



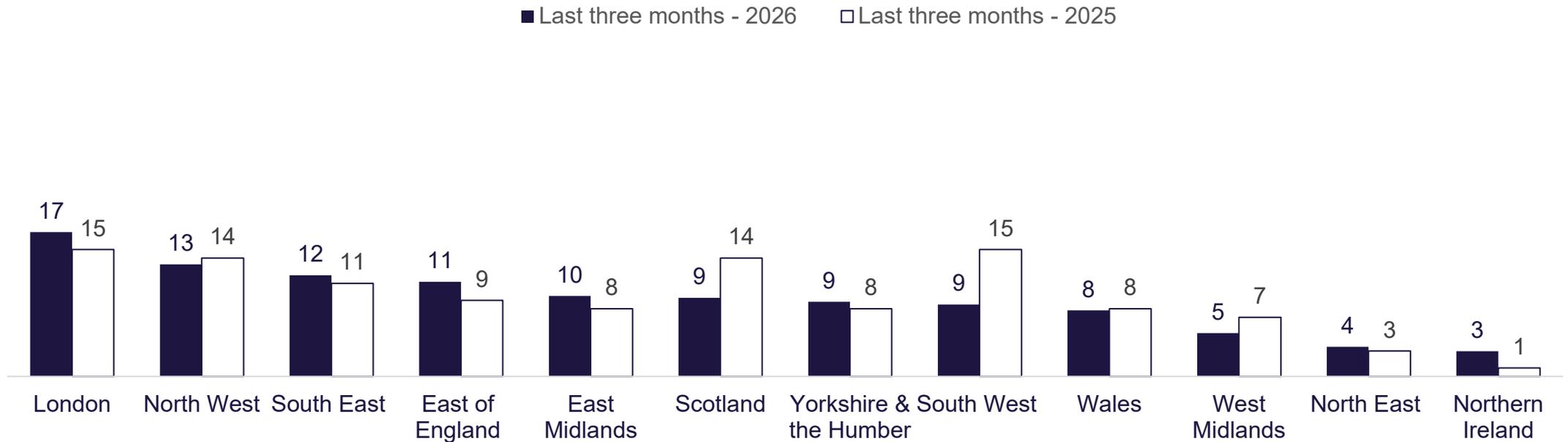
VB2c. Thinking of the next Overseas holiday or short break you are likely to take, when are you likely to plan, book and go on this trip?

VB13g: Now reflecting on your recent behaviour, have you taken an overnight overseas short break or holiday in the last 12 months? Base: All UK respondents = 1,755.

Data shows the proportion intending to take a trip within the next 3 months – this will not account for intentions established less than 3 months ahead of trip date – and trips taken. Actual trips taken is only up to January 2026.

# London was the most popular destination for domestic trips in the past three months, followed by the North West and the South East

Figure 33. Destination of overnight trips taken in UK in the past three months, Percentage, February 2026, UK



Question: VB13c. Where in the UK did you stay on your most recent trip in <INSERT MOST RECENT MONTH>? VB13e. And which of the following best describe the purpose/s of your most recent trip in <INSERT MOST RECENT MONTH >?

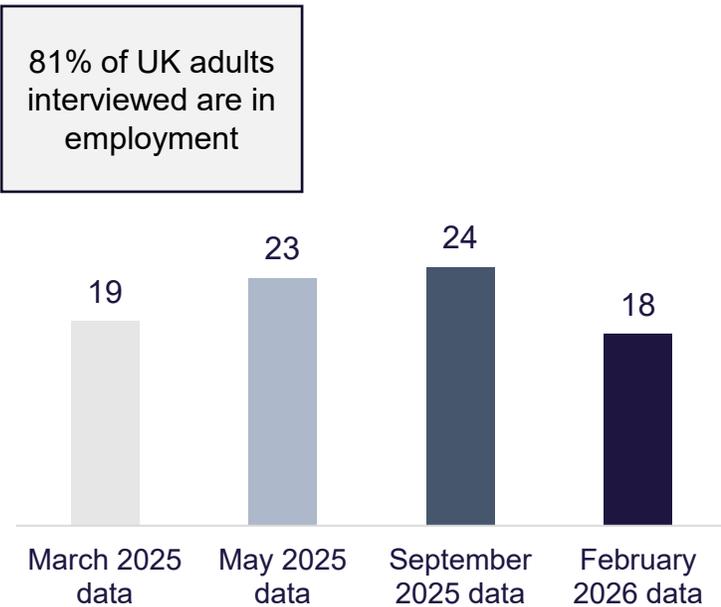
Base: All February 2026 respondents that took an overnight trips in the last three months n = 343, February 2025 respondents = 286.

Note: Multiple choice questions. Totals may exceed 100% as some respondents stayed in more than one location or travelled for more than one purpose

## **5. Overnight Business Trip Intentions (February 2026 data)**

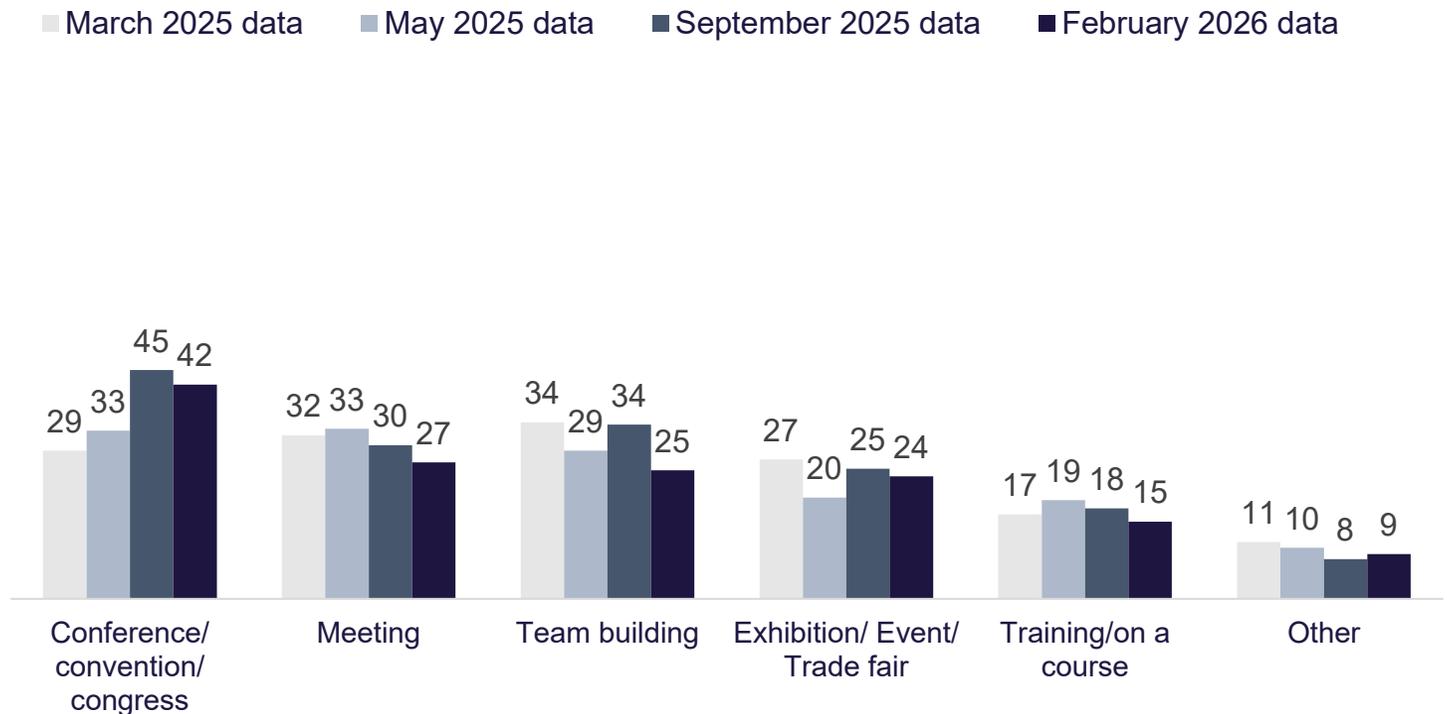
# 18% of UK adults in employment plan on taking an overnight business trip in the next 3 months, down on September 2025. 'Conference' (42%) and 'Meeting' (27%) are the leading reasons

Figure 35. Proportion anticipating an overnight business trip in next 3 months, Percentage, February 2026, UK adults in employment



81% of UK adults interviewed are in employment

Figure 36. Reasons for taking an overnight business trip in next 3 months, Percentage, February 2026, UK adults in employment planning a trip



Question: VB14a. Now looking ahead again, are you intending to take any overnight business trips in the UK in the next three months? Please only answer yes if the overnight business trips are not a feature of your job. For example, if you are a long-distance lorry driver, airline crew or delivery service, an overnight stay would be a feature of the job so you would answer 'no'. Please also answer 'no' if your only overnight business trip is a regular trip to your main place of work (e.g. a weekly or monthly trip to your office). Multiple choice question. Totals may exceed 100% as some respondents anticipate more than one business reason.

VB14b: What would be the main reason for this overnight business trip? Base: February 2026 respondents currently in employment n = 1755. All taking a business trip n = 299.



# Methodology & Further Data

# Methodology

- This report presents findings from the February 2026 wave of the Domestic Sentiment Tracker, with comparisons to previous months where appropriate.
- The survey is conducted online, among a sample of the UK adult population.
- In the first stage, a nationally representative core sample of 1,500 is recruited and interviewed. This sample is then ‘boosted’ for Wales and Scotland to ensure sufficient base sizes for separate nation analysis. The data are then weighted to make the sample representative of the UK overall and within each nation.

## PLEASE NOTE:

- The current phase of this project started in April 2025 and will run until March 2026.
- With this current phase, the questionnaire addresses the cost of living crisis’ impact on trips intentions. It also covers the preference for domestic vs overseas overnight trips.
- Please note that because of the questionnaire updates, some questions are not comparable between this phase and the previous phases / waves.

# Master Data Table

- The full data tables are published on the VisitBritain website alongside this report and questions' data not shown in this report are available to view there: <https://www.visitbritain.org/domestic-sentiment-tracker>

Extra questions available in the tables are:

- VB1b. Likely to spend more, less or about the same on holidays in the next 12 months, vs last 12 months
  - VB4a. Destination of next trip in the UK in the next 12 months, vs last 12 months
  - VB13b. Reasons for not taking a trip in the last 12 months
- To access a .csv file of the data contained within the charts, please open this report with Adobe Reader. When you have done so, navigate to the left-hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the file to open the attachment.

