

Domestic Sentiment Tracker: June 2026

Published: 1st July 2026
Fieldwork Period: 15th to 22nd June 2026

UK Results

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Note: *Overnight Business Trip Intentions questions are asked every four months (last wave February 2026, next June 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 15th to 22nd June 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.

- **July to September 2026 Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between July to September 2026
- **October to December 2026 Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between October to December 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+

June 2026: Scorecard of Key Metrics

Key Metrics	June 2026	Change since May 2026
% of UK adults stating 'WORST IS STILL TO COME' regarding the cost of living crisis	47%	-12%*
Proportion intending a UK overnight trip at any point <u>in the next 12 months</u>	79%	+2%
Proportion intending an overseas overnight trip at any point <u>in the next 12 months</u>	61%	+2%
Preference for UK over overseas in the next 12 months (vs past 12 months)	39%	-1%
Took a domestic overnight trip in the past 12 months (June 2025 – May 2026)	63%	+1%
Reduce the number of UK overnight trips due to cost of living crisis [NET 'fewer', 'not go', 'go day trips instead']	23%	-4%*
Reduce the number of day trips due to cost of living crisis [NET 'fewer', 'not go on day trips']	30%	-4%*
Top 3 barriers to taking a UK overnight trip in the next 6 months	1 st UK weather; 2 nd Personal Finances; 3 rd Rising cost of living.	'Personal Finances' into top 2

*Represents a statistically significant change on previous wave

N/A – due to new question wording meaning comparison to last wave cannot be done

June 2026: Scorecard of Key Themes

Key Theme	Question	June 2026	Change since May 2026
Accommodation	% of UK adults mentioning ' Cost of Accommodation ' as a barrier to taking UK holidays and short breaks in the next 6 months	41%	+1%
	Top 3 accommodation types planning on staying in on next UK overnight trip in <u>July to September 2026</u> – % choosing ' Hotel / Motel / Inn '	40%	=
	Top 3 accommodation types planning on staying in on next UK overnight trip in <u>July to September 2026</u> – % choosing ' rented house or similar '	27%	+1%
	Top 3 accommodation types planning on staying in on next UK overnight trip in <u>July to September 2026</u> – % choosing ' Friends or relatives' home '	15%	+1%
Drinking/eating out	% of UK adults mentioning ' Cost of Drinking/Eating out ' as a barrier to taking UK holidays and short breaks in the next 6 months	31%	-3%
	Activities for UK holidays and short breaks in <u>July to September 2026</u> - % choosing ' Trying local food and drink '	38%	+1%
Attractions	% of UK adults mentioning ' Cost of Visitor Attraction ' as a barrier to taking UK holidays and short breaks in the next 6 months	19%	+3%*
	Activities for UK holidays and short breaks in <u>July to September 2026</u> - % choosing to ' Visit heritage sites '	27%	-1%
	Activities for UK holidays and short breaks in <u>July to September 2026</u> - % choosing to ' Visit cultural attractions '	23%	-1%
	Activities for UK holidays and short breaks <u>July to September 2026</u> - % choosing to ' Visit family attractions '	19%	-2%

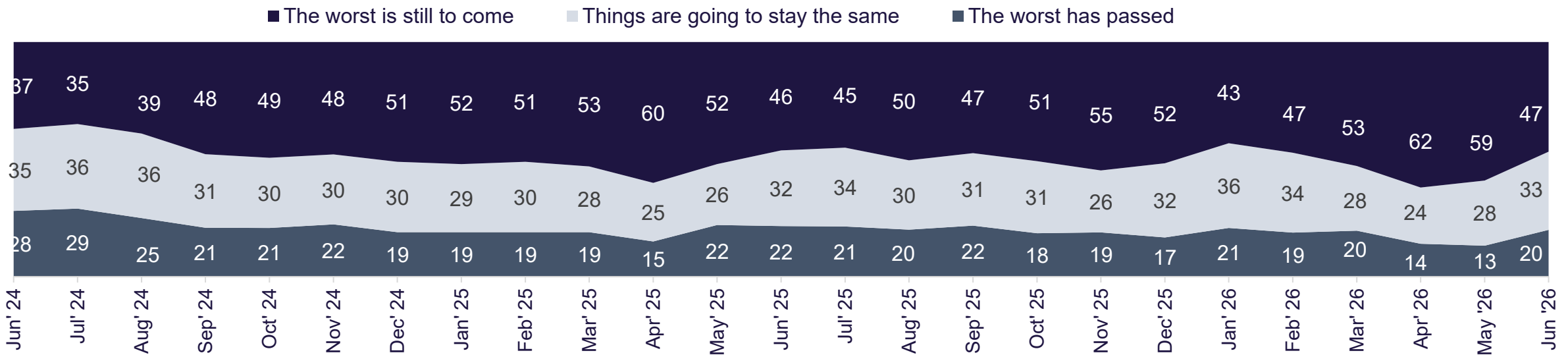
* Represents a statistically significant change on previous wave
 N/A – due to new question wording meaning comparison to last wave cannot be done



1. Current General Sentiment

Cost of living perceptions have significantly improved in June 2026, with 47% now saying 'the worst is still to come', back to pre-Iran conflict levels

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

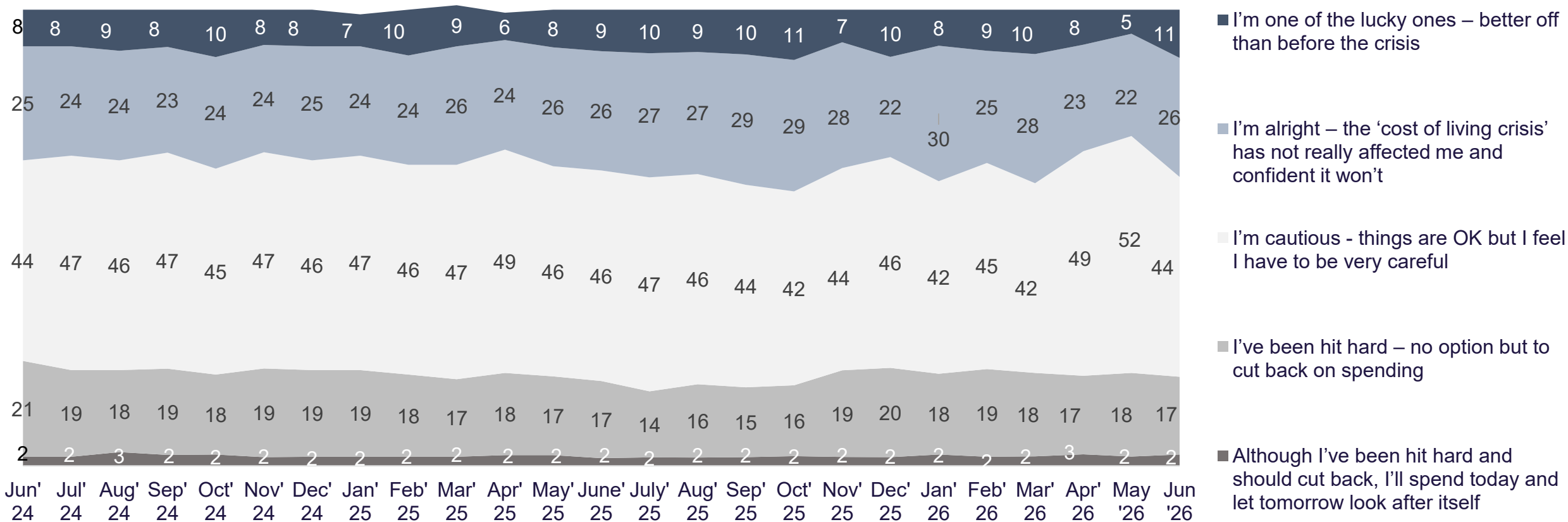


(in %)	Jun '24	Jul' 24	Aug' 24	Sep' 24	Oct'2 4	Nov' 24	Dec' 24	Jan' 25	Feb' 25	Mar' 25	Apr' 25	May 25	Jun' 25	Jul' 25	Aug' 25	Sep' 25	Oct' 25	Nov' 25	Dec'2 5	Jan' 26	Feb' 26	Mar' 26	Apr' 26	May 26	Jun 26
CPI 12-month rate	2.0	2.2	2.2	1.7	2.3	2.6	2.5	3.0	2.8	2.6	3.5	3.4	3.6	3.8	3.8	3.8	3.6	3.2	3.4	3.0	3.0	3.3	2.8	n/a	n/a
BOE Base rate	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	3.75	3.75	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. June 2026 = 1,751. 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' (44%) or 'alright and unaffected' (26%)

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



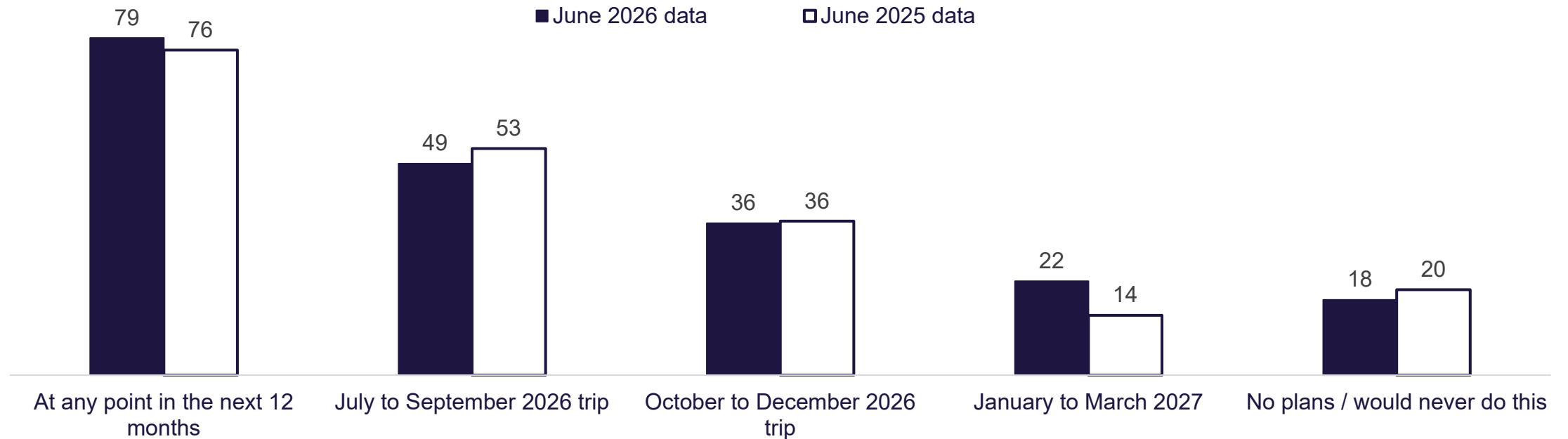
Question: Q17: There has been a lot of talk about how the 'cost of living crisis has affected people's financial circumstances. If you had to choose, which ONE of the following statements would best describe your feelings about your own situation, right now? Base: All respondents. June 2026 = 1,751.



2. Trip Intentions: UK and Overseas

Overnight domestic trip intentions for the next 12 months are above those anticipated in 2025, while summer trip intentions are slightly lower than year, early 2027 travel is up.

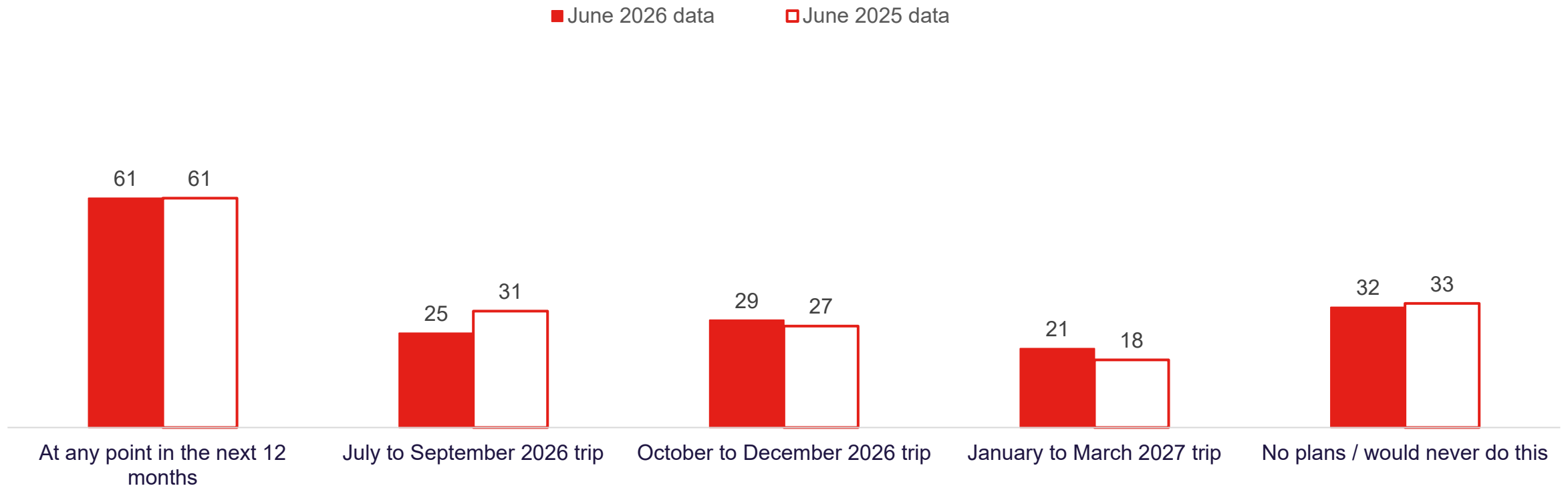
Figure 5. Proportion anticipating going on any overnight UK trips, Percentage, June 2026, UK



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. June 2025 = 1,755, June 2026 = 1,751. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.

Overnight overseas trip intentions are in line with last year, although intentions for Summer trips are down on those anticipated in 2025

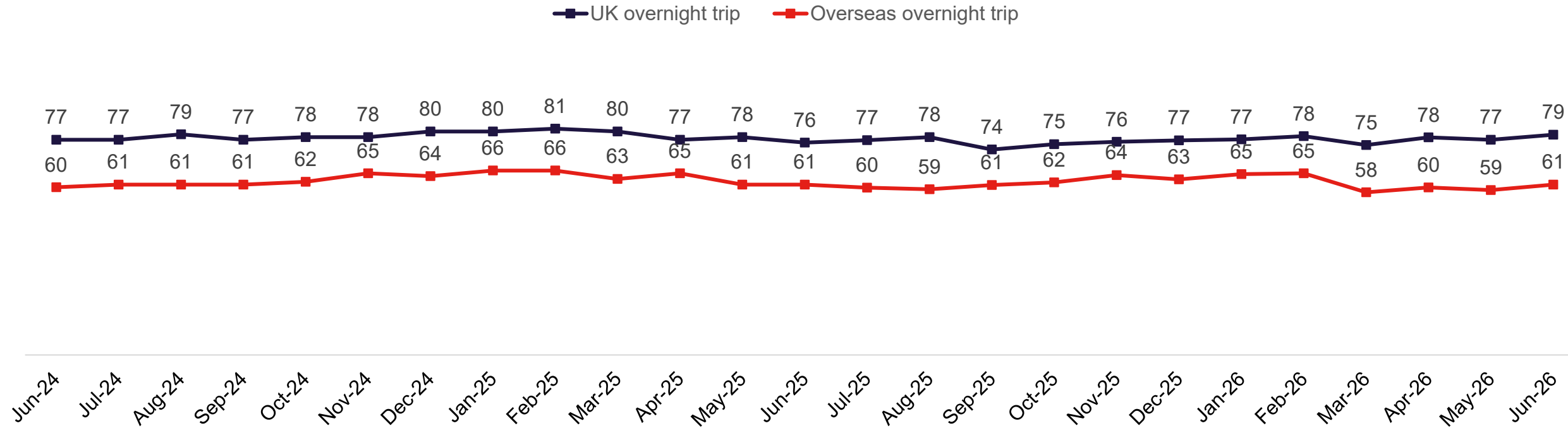
Figure 5b. Proportion anticipating going on any overnight overseas trips, Percentage, June 2026, UK



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. June 2026 = 1,751, June 2025 = 1,755. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.

Both domestic and overseas trip intentions have slightly improved on last month, with the latter still below pre-Iran conflict levels

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 June 2026 = 1,751. 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 trips – 73% are very committed to UK trips in July 2026 compared to 84% for overseas trips in the same month

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

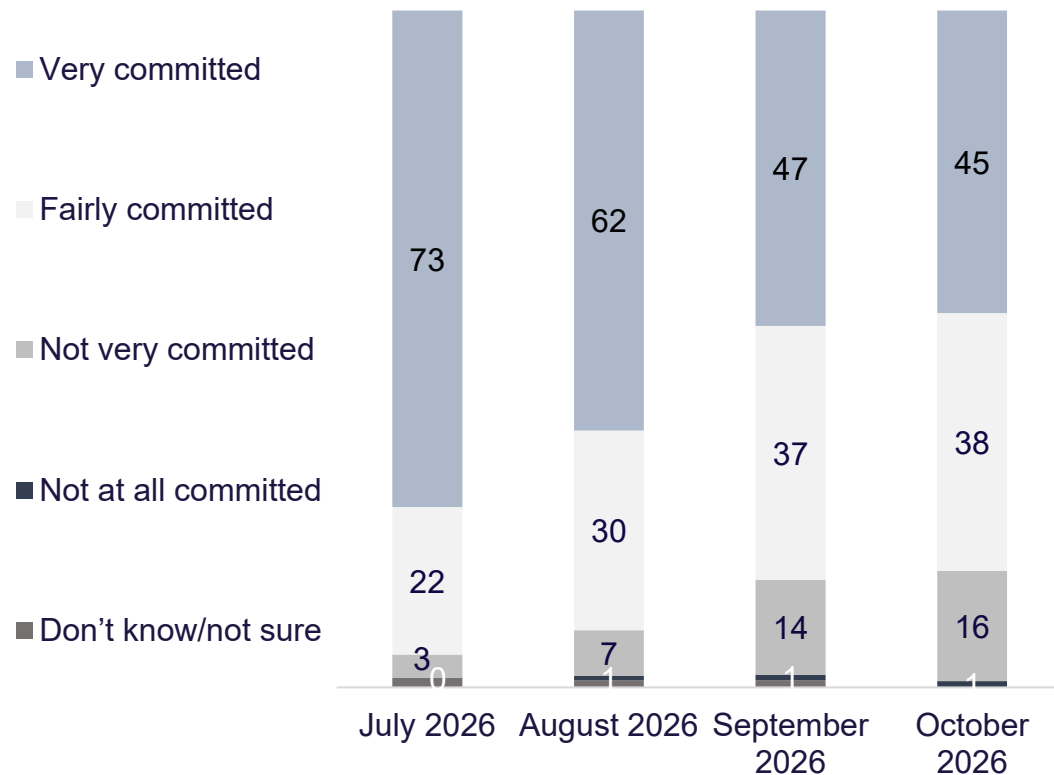
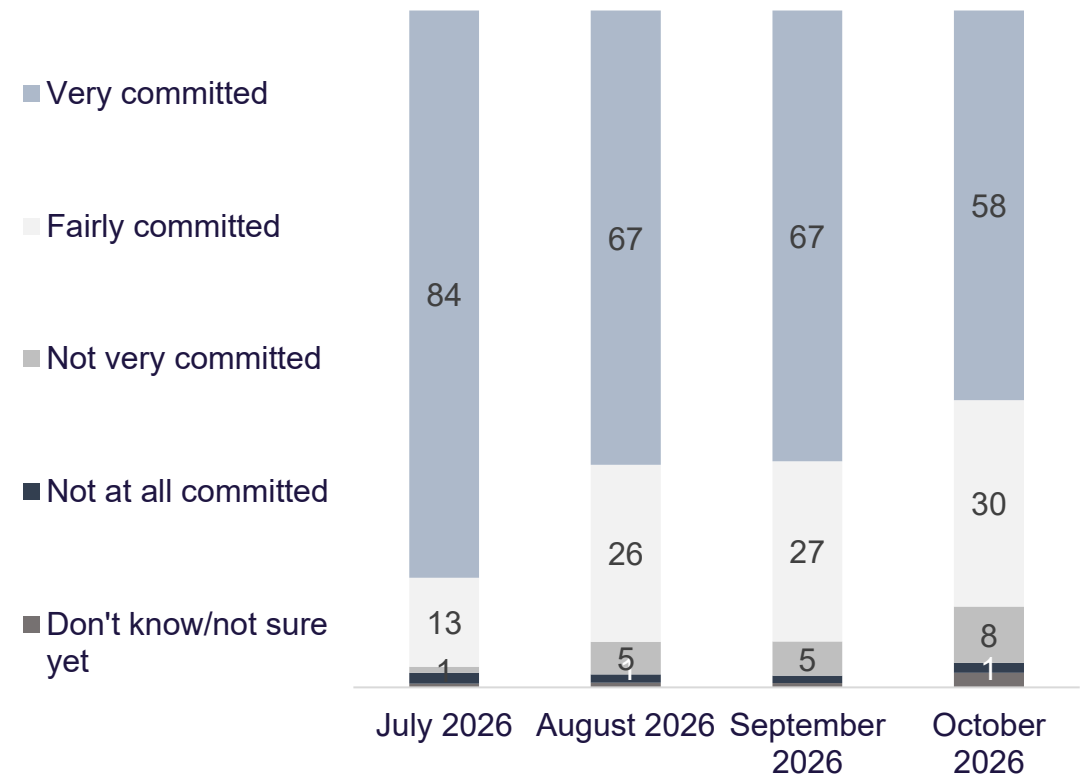


Figure 8. Commitment to taking the next overnight overseas trip, Percentage, June 2026, UK



Question: VB2ei: How committed are you to taking this next trip in [pipe: hVB3]?; Base: All June respondents: July 2026 = 269, August = 293, September 2026 = 223, October 2026 = 146. VB2ei: How committed are you to taking this next trip in [pipe: hVB2civ]? Base: All June respondents: July 2026 = 104, August = 160, September 2026 = 151, October 2026 = 133

UK adults are more likely to choose UK trips (39%) over overseas trips (27%). ‘Shorter / quicker travel’ (56%) drives preference for UK holidays, while overseas trips have the draw of better weather (53%)

Figure 9. Difference in short break/holiday choices in the next 12 months compared to last 12 months, Percentage, June 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. Shorter / quicker travel (56%)
2. UK holidays are easier to plan (56%)
3. UK holidays are cheaper (49%)
4. Global conflicts or warzones overseas (41%)
5. To avoid long queues at airports/ports or cancelled flights/voyages (38%)

TOP 5 reasons for Overseas preference

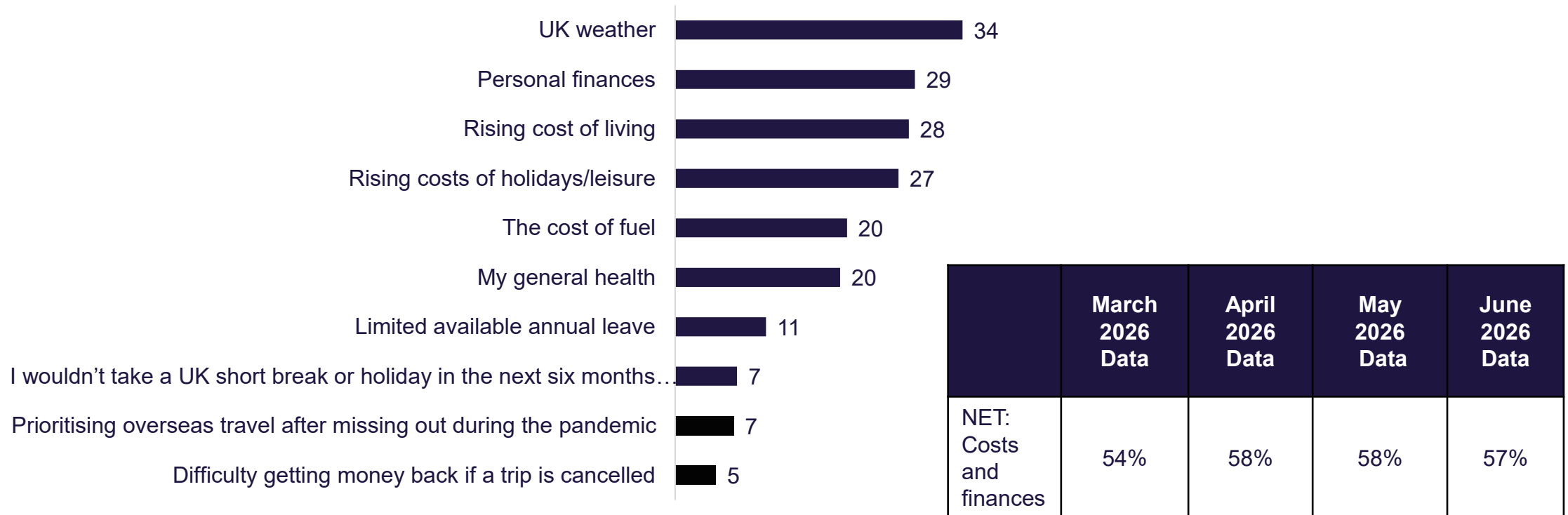
1. Better weather (53%)
2. I want to visit new places/experience new cultures (43%)
3. I want to explore other cultures (36%)
4. Overseas holidays are cheaper (27%)
5. To visit friends or relatives (18%)

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. June 2026 = 1,751. VB2k. Why are you more likely to choose a UK trip than an overseas trip? June 2026 = 696. VB2l. Why are you more likely to choose an overseas trip than a UK trip? June 2026 = 493.

The top potential barriers to taking overnight UK trips in the next 6 months are 'UK weather' at 34%, 'Personal finances' at 29%, and 'Rising cost of living' at 28%. The 'Costs and finances' barrier is in line with last month

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

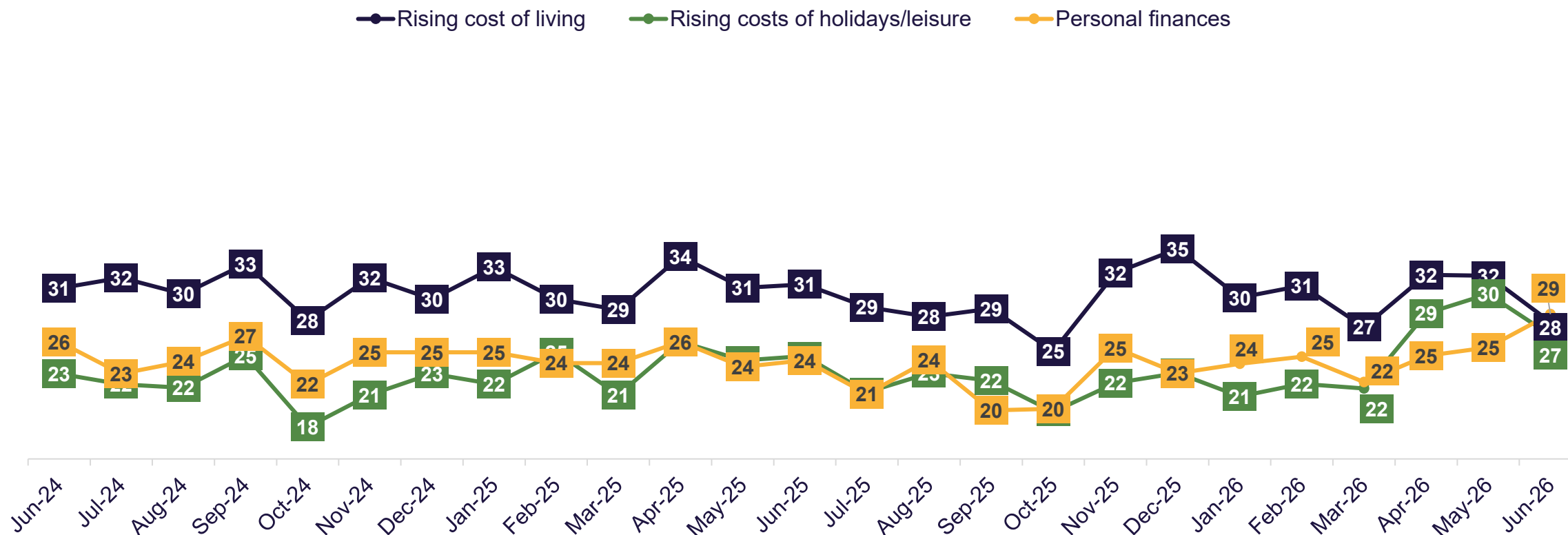


FOR THE FULL LIST OF BARRIERS, PLEASE SEE THE PUBLISHED TABLES.

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. June 2026 = 1,751. *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'

Financial barriers to taking overnight domestic trips have remained broadly stable, with some shifts between cost drivers, as personal finances becomes more prominent while cost of living and holiday costs ease slightly

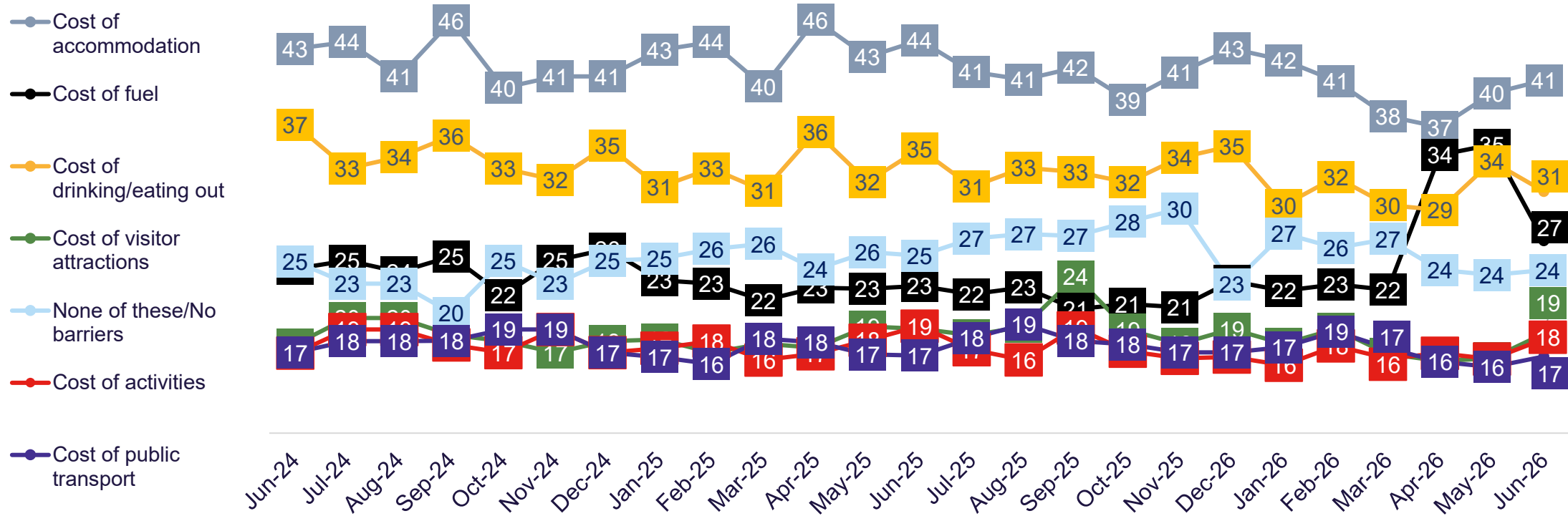
Figure 10b. Perceived financial barriers to an overnight trip in the UK in next 6 months, Wave-on-wave, Percentage, UK



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. June 2026 = 1,751.

Focusing on barriers related directly to the cost of a domestic overnight trip, while most have remained somewhat stable, fuel costs register a sharp drop, reflecting the recent Iran war ceasefire announcements and consequent declines in fuel prices

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: June 2026 = 1,751.

UK adults plan to cut their overnight trip spending on eating out (29%), accommodation (25%) and looking for more 'free things' to do (23%). 23% will reduce the number of overnight trips they will take – down on last month

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



Reduce the number of UK overnight trips	March 2026 data	April 2026 data	May 2026 data	June 2026 data
NET 'fewer', 'not go', 'go day trips instead'	21%	26%	27%	23%

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: June 2026 = 912. *Question format changed in March 2024.

In terms of UK day trips, 28% will ‘spend less on eating out’, while 23% will ‘take fewer day trips’. 30% will take fewer day trips or not go on any at all – down on last month

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



Reduce the number of day trips	March 2026 Data	April 2026 data	May 2026 data	June 2026 data
NET ‘fewer’, ‘not go on day trips’	25%	32%	34%	30%

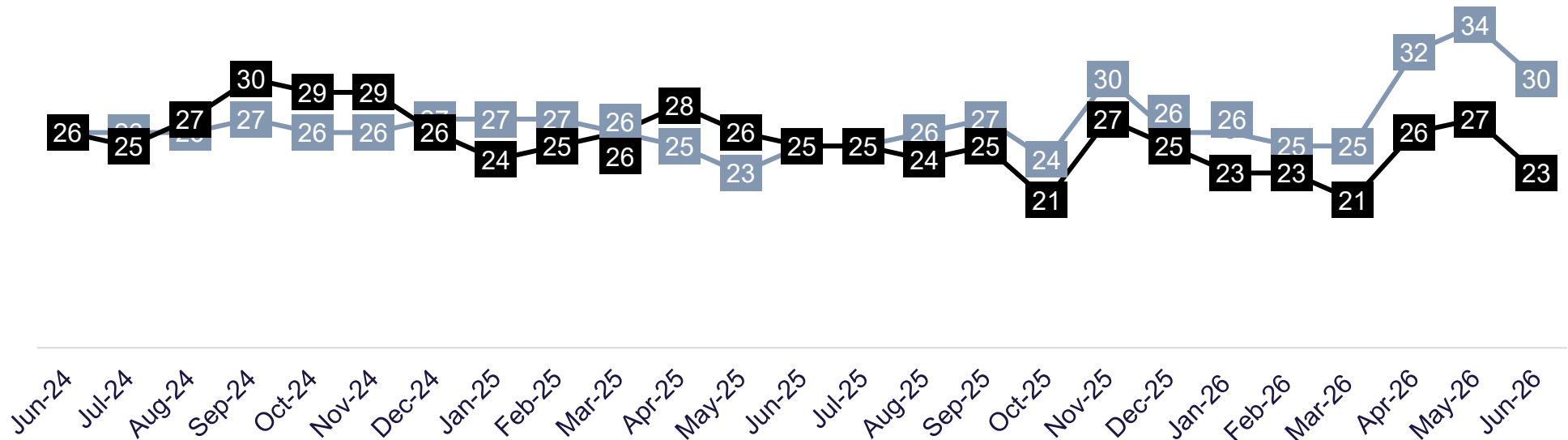
Question: VB7Cii. How, if at all, would you say the ‘cost of living crisis’ is likely to influence your day trips in the next few months?
 Base: June 2026 = 827. *Question format changed in March 2024.

UK adults are now less likely to cut back on UK overnight or day trips due to the cost of living compared to the last two months

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: June 2026 = 912. 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:

June 2026 = 827. *Question format changed in March 2024. **VB7Cii was introduced in August 2022

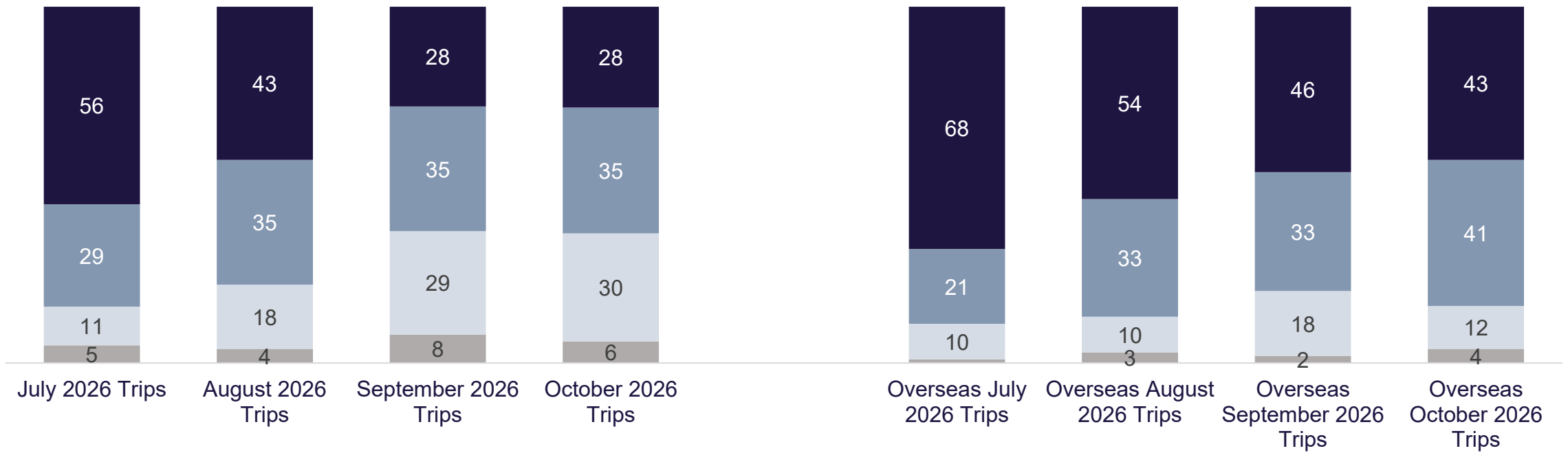


3. The Next Trip: Overnight and Day Trips

56% of UK intenders have already booked their domestic trips for July 2026, while 68% have already booked their overseas trips for the same month

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

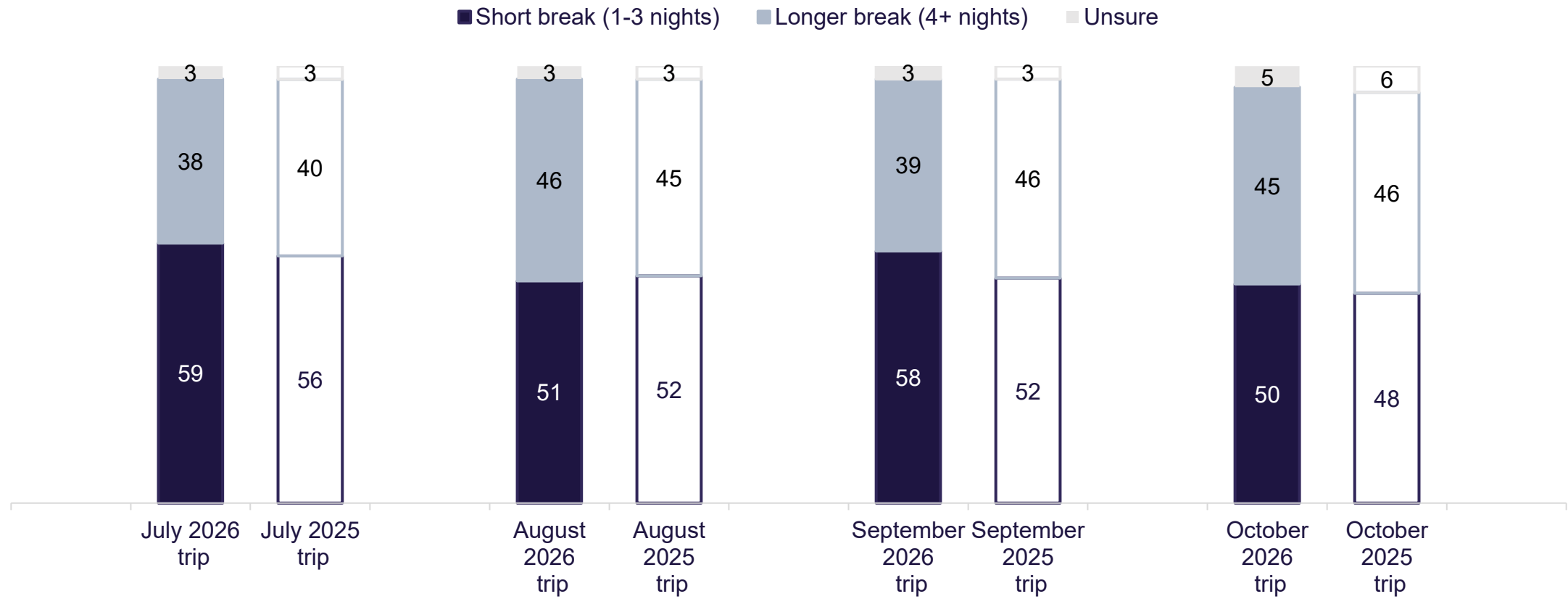
■ I have already booked the trip ■ I have decided where to go but not yet booked ■ I am yet to decide where to go ■ I am undecided whether I will take this trip at all



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: July 2026 = 269, August = 293, September 2026 = 223, October 2026 = 146. VB2g., Which of the following best describes how close you are to booking your next overnight OVERSEAS trip in VB2c(III)? Base: Overseas trip: July 2026 = 104, August = 160, September 2026 = 151, October 2026 = 133.

Shorter breaks will be more prominent in the next few months. This trend is somewhat similar to 2025, when shorter breaks were also the preferred choice

Figure 17. Length of next UK holiday or short break by time period, Percentage, June 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 June 2026 respondents intending to take next holiday or short break in each time period: July 2026 n = 269, August n = 293, September 2026 n = 223, October 2026 n = 146. All June 2025 respondents July 2025 n = 252, August 2025 n = 327, September 2025 n = 232, October 2025 n = 121.

The South West is the most preferred UK overnight destination for trips in July to September 2026, while it is London for October to December 2026 trips

Figure 18. Where planning on staying on next UK overnight trip in July to September 2026, Percentage, May and June 2026, UK

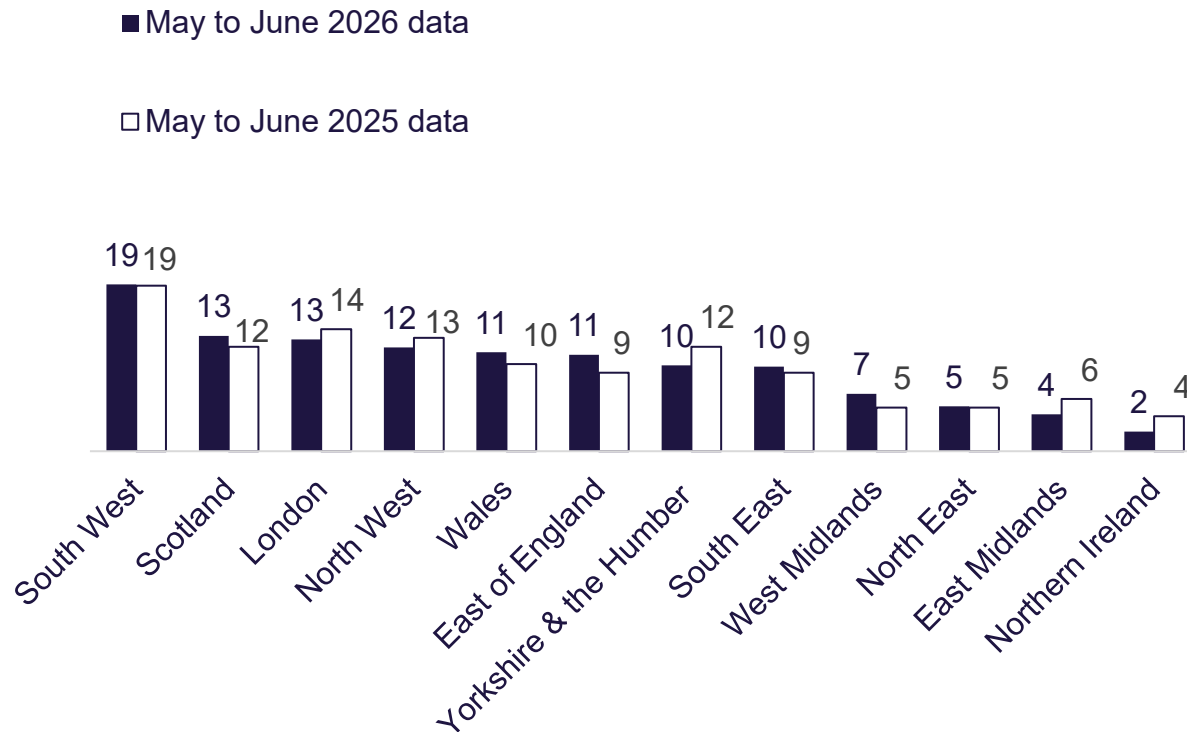
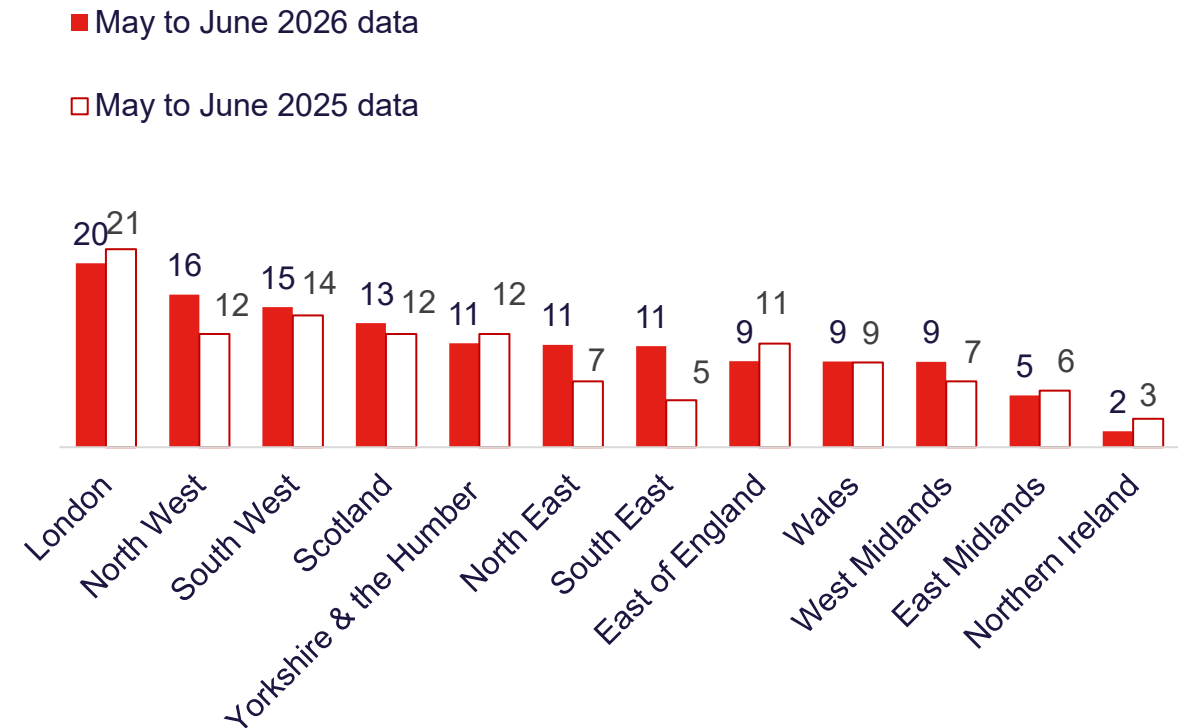


Figure 19. Where planning on staying on next UK overnight trip in October to December 2026, Percentage, May and June 2026, UK



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

Base: All May 2026 and June 2026 respondents planning on taking a holiday or short break in the July to September 2025 n = 1,524, October to December 2025 n = 474. July to September 2026 n = 1,547, October to December 2026 n = 473. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate staying in more than one location.

The top destination type for both July to September 2026 and October to December 2026 trips is 'a city or large town'

Figure 20. Types of destination for trip in July to September 2026, Percentage, May and June 2026, UK

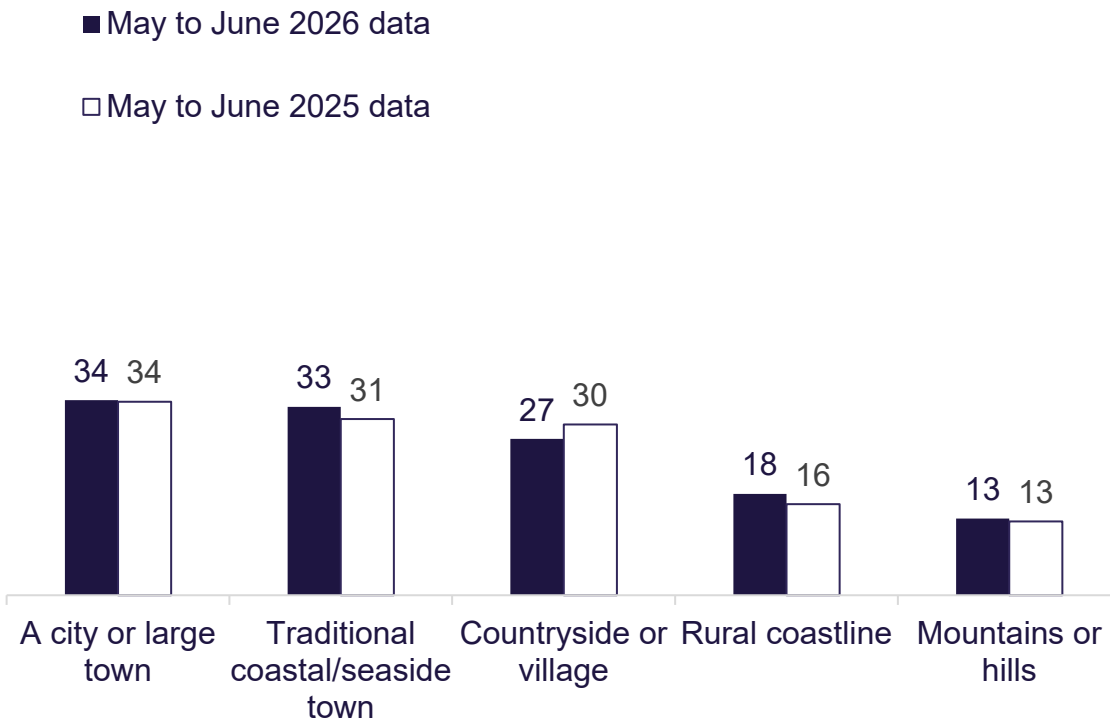
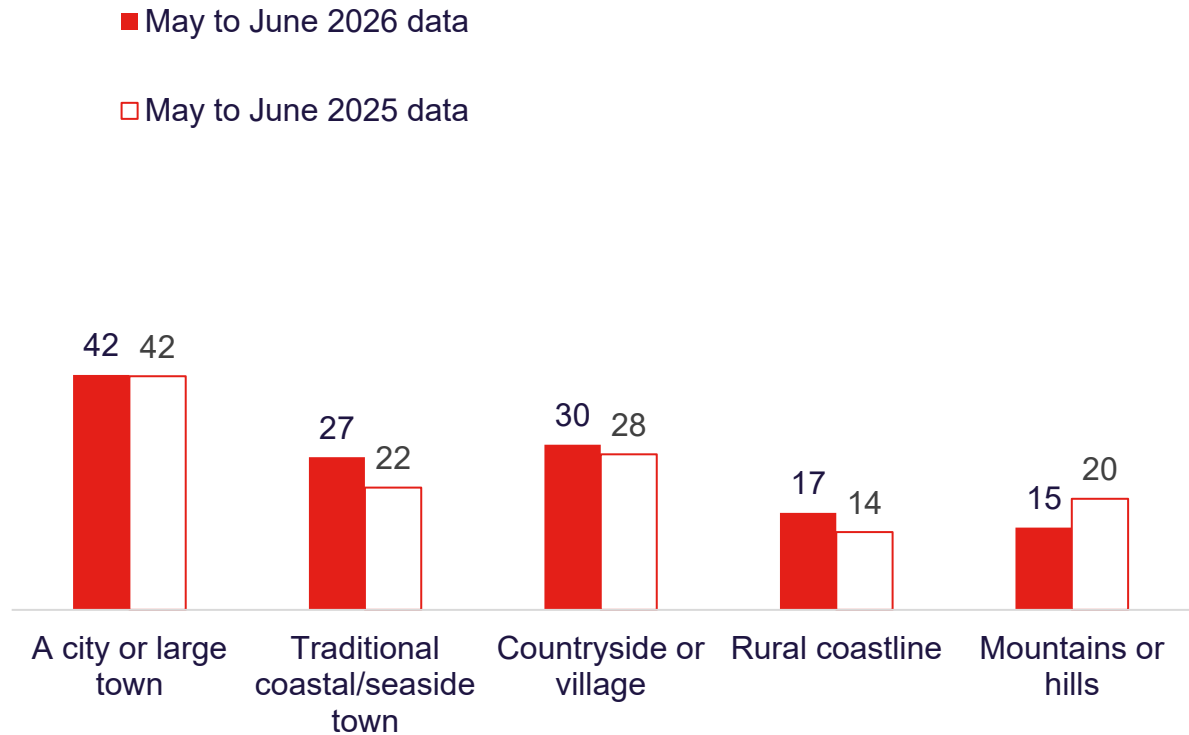


Figure 21. Types of destination for overnight trip in October to December 2026 Percentage, May and June 2026, UK



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 May 2026 and June 2026 respondents planning on taking a holiday or short break in the July to September 2025 n = 1,524, October to December 2025 n = 474. July to September 2026 n = 1,547, October to December 2026 n = 473

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 July to September 2026, Percentage, May and June 2026, UK

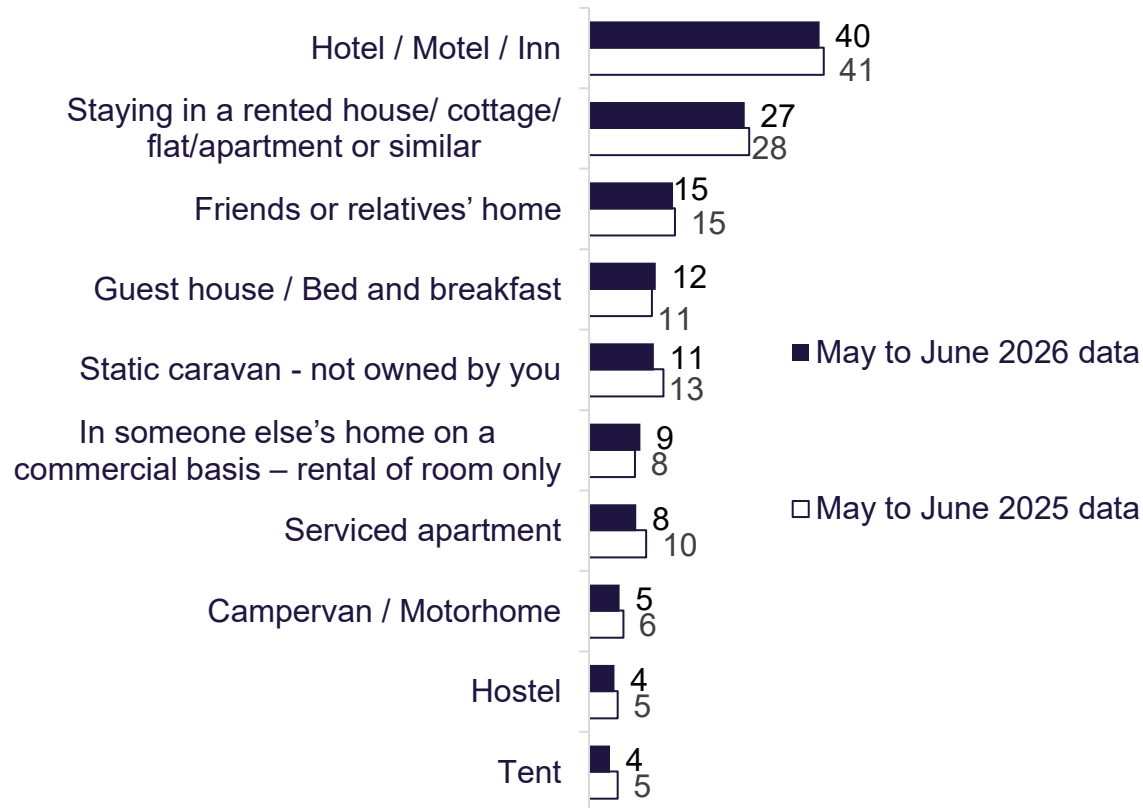
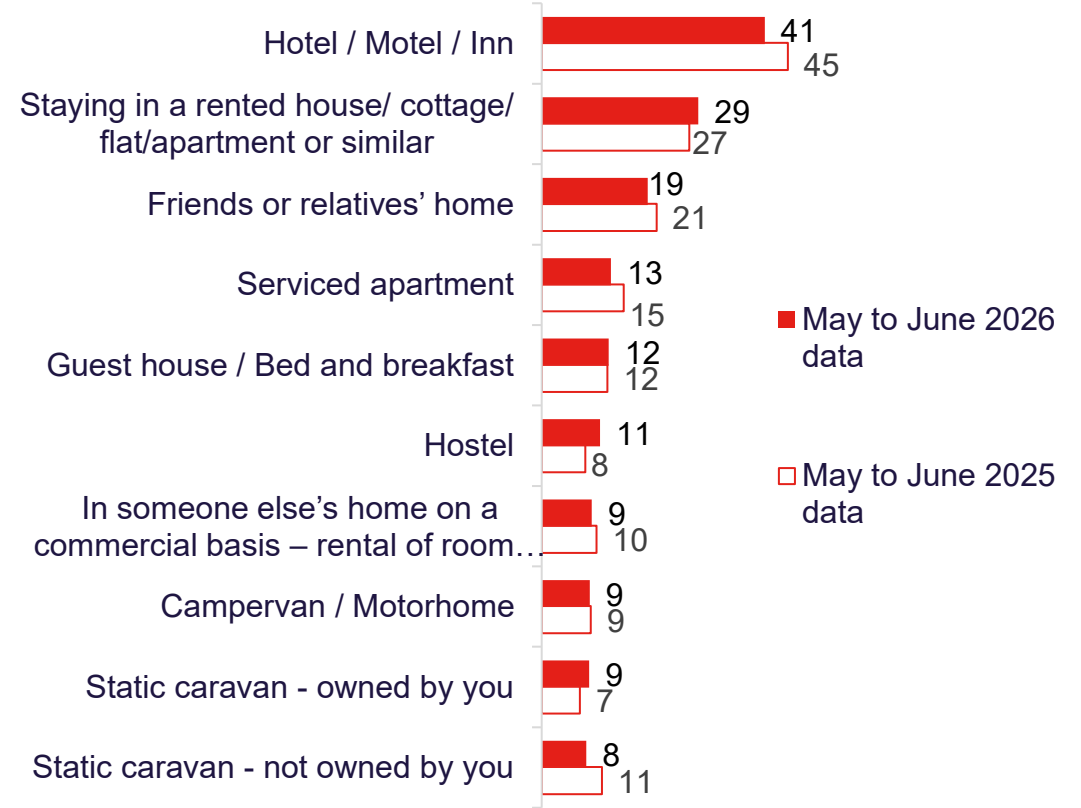


Figure 25. Top 10 accommodation types planning on staying in on next UK overnight trip in October to December 2026 Percentage, May and June 2026, UK



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 May 2026 and June 2026 respondents planning on taking a holiday or short break in the July to September 2025 n = 1,524, October to December 2025 n = 474. July to September 2026 n = 1547, October to December 2026 n = 473. *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 July to September 2026 and October to December 2026 is ‘to get away from it all and have a rest’, followed by ‘family time or time with my partner’

Figure 28. Motivations for UK holidays and short trip in July to September 2026 Percentage, June 2026, UK, Full list



Figure 29. Motivations for UK holidays and short breaks in October to December 2026 Percentage, June 2026, UK, Full list



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

Base: All June 2026 respondents planning on taking a holiday or short break in the UK between July to September 2026 n= 785 and October to December 2026 n = 318.

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

The top activity for both July to September 2026 and October to December 2026 trips is ‘trying local food and drink’, followed by ‘walking, hiking or rambling’

Figure 30. Activities for UK holidays and short breaks, in July to September 2026 Percentage, June 2026, UK, Full list

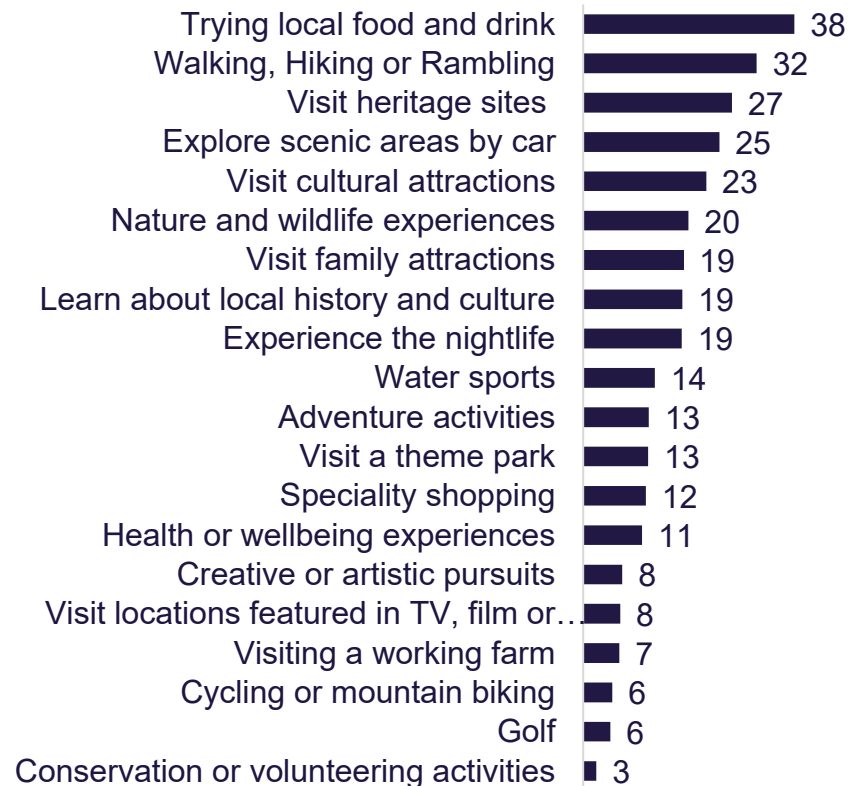


Figure 31. Activities for UK holidays and short breaks in October to December 2026 Percentage, June 2026, UK, Full list



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>?

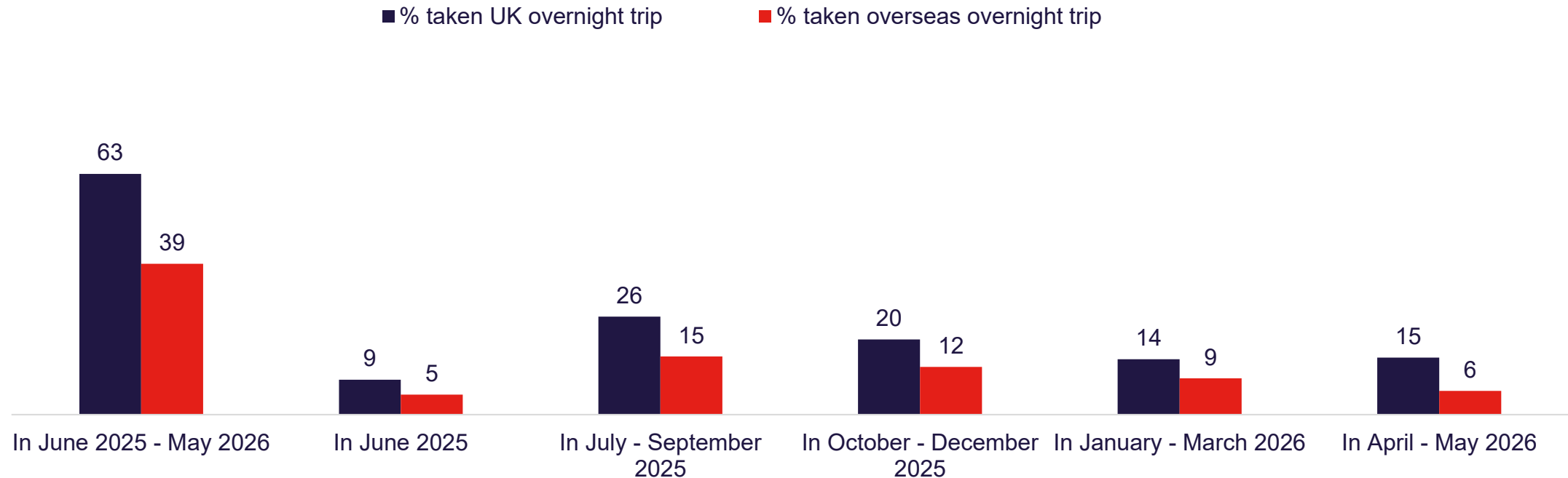
Base: All June 2026 respondents planning on taking a holiday or short break in the UK between July to September 2026 n= 785 and October to December 2026 n = 318. Note: Multiple choice question. Totals may exceed 100%. *Visited theme parks was added to the list in March 2024



4. Past UK and Overseas Trips

Almost two thirds (63%) have taken a UK overnight trip in the past 12 months, while 39% 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, June 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?

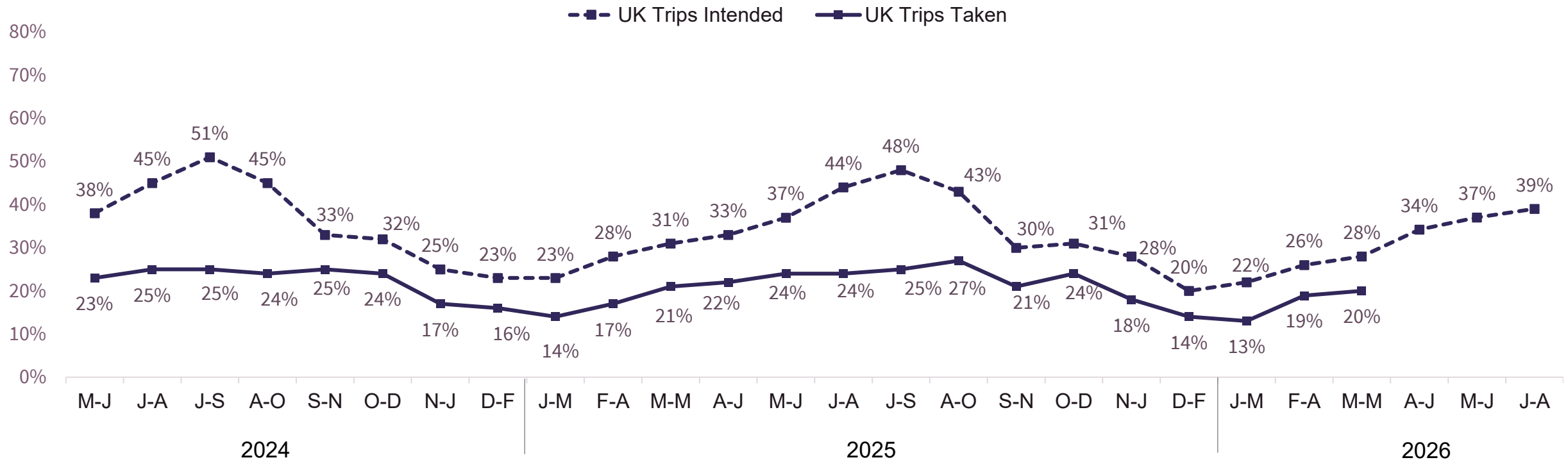
VB13a2/g. In which of these months have you taken an overnight short break or holiday in the UK in the last 12 months?

Base: All respondents June 2026 = 1,751.

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

20% of UK adults went on a domestic overnight trip between March and May 2026, which is broadly in line with the same period last year (21%)

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, June 2026, UK



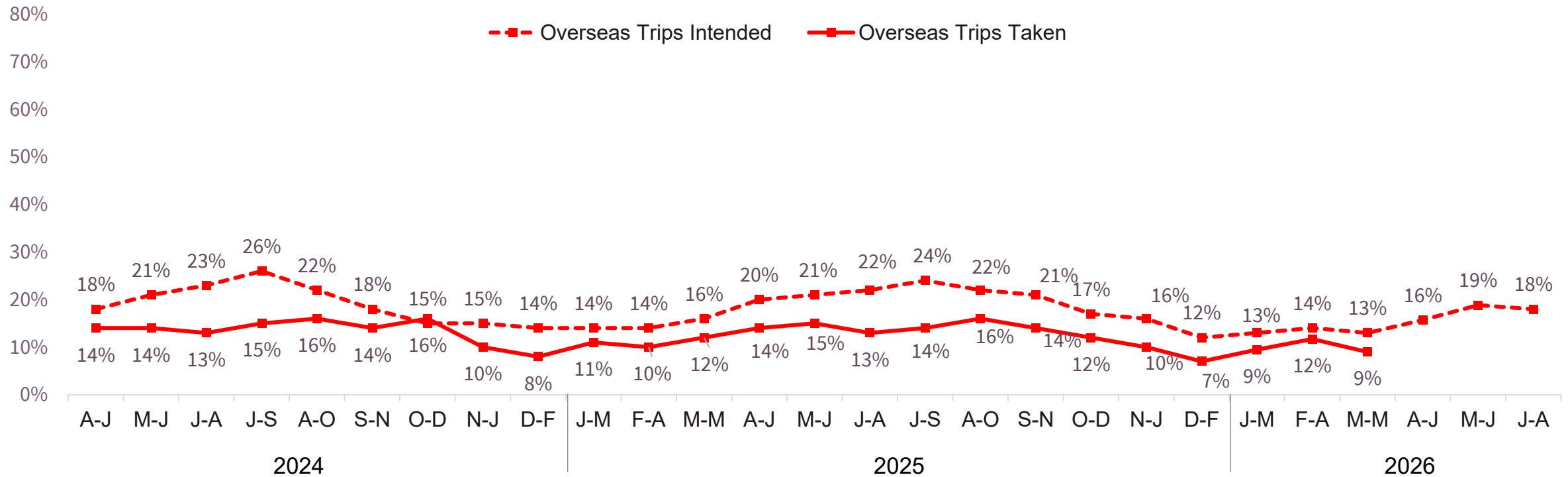
VB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip?

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 = 1,751.

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 May 2026.

9% went on an overseas holiday between March and May 2026, below levels seen in the same period last year (12%). 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, June 2026, UK



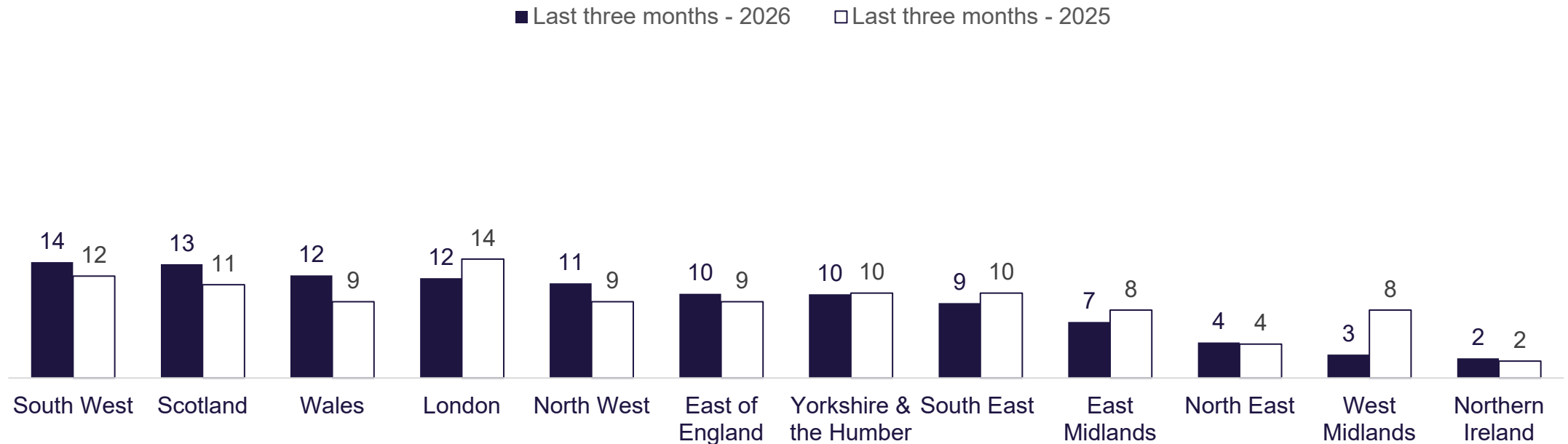
VB2c. Thinking of the next Overseas holiday or short break you are likely to take, when are you likely to plan, book and go on this trip?

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 May 2026.

The South West of England was the most popular destination for domestic trips in the past three months, followed by Scotland, Wales and London

Figure 33. Destination of overnight trips taken in UK in the past three months, Percentage, June 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 June 2026 respondents that took an overnight trips in the last three months n = 326, June 2025 respondents = 350.

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* (June 2026 data)

19% of UK adults in employment plan on taking an overnight business trip in the next 3 months, in line with February 2026. 'Meeting' (38%) and 'Conference' (29%) are the leading reasons

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

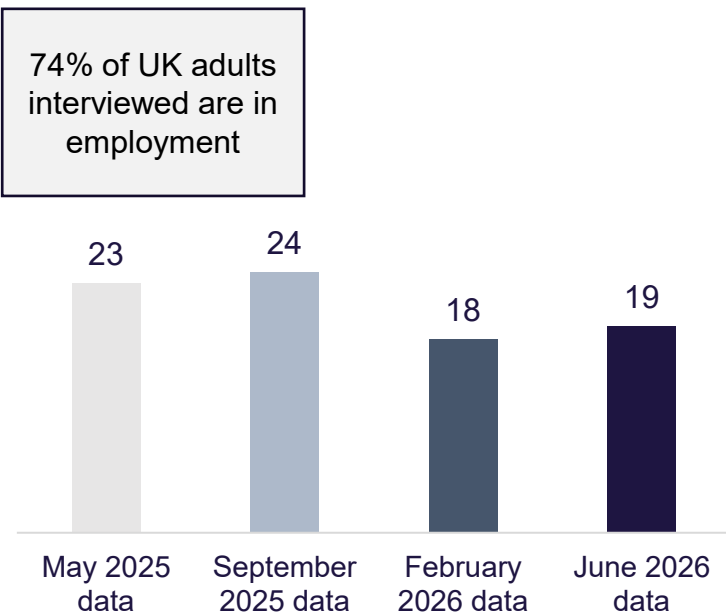
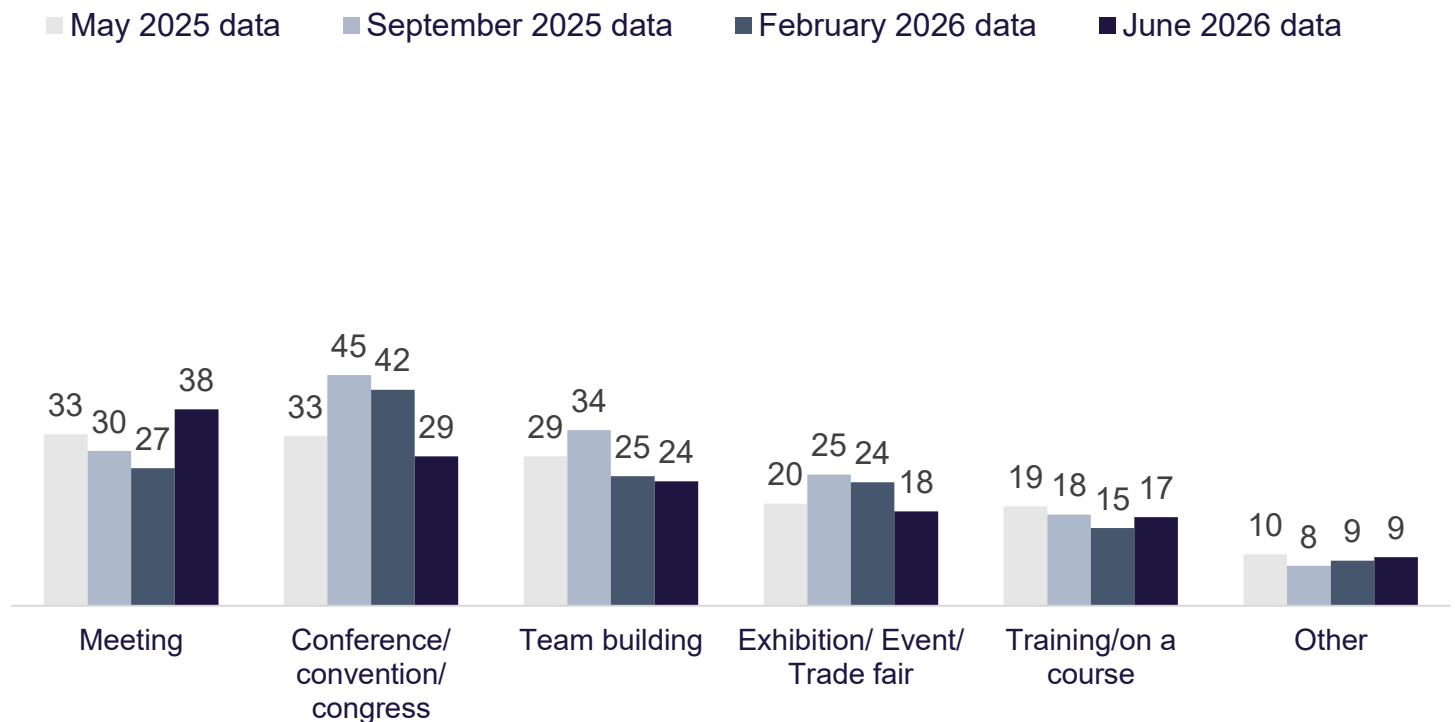


Figure 36. Reasons for taking an overnight business trip in next 3 months, Percentage, June 2026, UK adults in employment planning a trip



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: June 2026 respondents currently in employment n = 1751. All taking a business trip n = 326.



Methodology & Further Data

Methodology

- This report presents findings from the June 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 May 2026 and will run until March 2027.
- With this current phase, the questionnaire addresses the cost of living crisis’ impact on trip 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.

