

# Domestic Sentiment Tracker: September 2026

Published: 22<sup>nd</sup> September  
Fieldwork Period: 1<sup>st</sup> to 9<sup>th</sup> September 2026

UK Results



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Note: \*Overnight Business Trip Intentions questions are asked every four months (last wave June 2026, next October 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 1<sup>st</sup> to 9<sup>th</sup> September 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.

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

# September 2026: Scorecard of Key Metrics

| Key Metrics                                                                                                          | September 2026                                                                                                           | Change since August 2026 |
|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------------------|
| % of UK adults stating 'WORST IS STILL TO COME' regarding the cost of living crisis                                  | 49%                                                                                                                      | +2%                      |
| Proportion intending a UK overnight trip at any point <u>in the next 12 months</u>                                   | 78%                                                                                                                      | +3%                      |
| 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)                                            | 38%                                                                                                                      | -1%                      |
| Took a domestic overnight trip in the past 12 months (September 2025 – August 2026)                                  | 69%                                                                                                                      | +4% * **                 |
| Reduce the number of UK overnight trips due to cost of living crisis [NET 'fewer', 'not go', 'go day trips instead'] | 25%                                                                                                                      | -2%                      |
| Reduce the number of day trips due to cost of living crisis [NET 'fewer', 'not go on day trips']                     | 31%                                                                                                                      | =                        |
| Top 3 barriers to taking a UK overnight trip in the next 6 months                                                    | 1 <sup>st</sup> UK weather;<br>2 <sup>nd</sup> Rising cost of living;<br>3 <sup>rd</sup> Rising cost of holidays/leisure | =                        |

\*Represents a statistically significant change on previous wave.

\*\*Please note that there has been a larger increase than usual in trips taken, this will be monitored in future waves to understand if this is an ongoing trend

# September 2026: Scorecard of Key Themes

| Key Theme           | Question                                                                                                                                                                | September 2026 | Change since August 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                                     | 42%            | +1%                      |
|                     | <b>Top 3 accommodation types</b> planning on staying in on next UK overnight trip in <u>October to December 2026</u> – % choosing ' <b>Hotel / Motel / Inn</b> '        | 48%            | +4%                      |
|                     | <b>Top 3 accommodation types</b> planning on staying in on next UK overnight trip in <u>October to December 2026</u> – % choosing ' <b>rented house or similar</b> '    | 24%            | =                        |
|                     | <b>Top 3 accommodation types</b> planning on staying in on next UK overnight trip in <u>October to December 2026</u> – % choosing ' <b>Friends or relatives' home</b> ' | 19%            | =                        |
| 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%            | -1%                      |
|                     | Activities for UK holidays and short breaks in <u>October to December 2026</u> - % choosing ' <b>Trying local food and drink</b> '                                      | 38%            | -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                                | 18%            | -1%                      |
|                     | Activities for UK holidays and short breaks in <u>October to December 2026</u> - % choosing to ' <b>Visit heritage sites</b> '                                          | 28%            | +3%                      |
|                     | Activities for UK holidays and short breaks in <u>October to December 2026</u> - % choosing to ' <b>Visit cultural attractions</b> '                                    | 27%            | +2%                      |
|                     | Activities for UK holidays and short breaks <u>October to December 2026</u> - % choosing to ' <b>Visit family attractions</b> '                                         | 21%            | -1%                      |

\* Represents a statistically significant change on previous wave

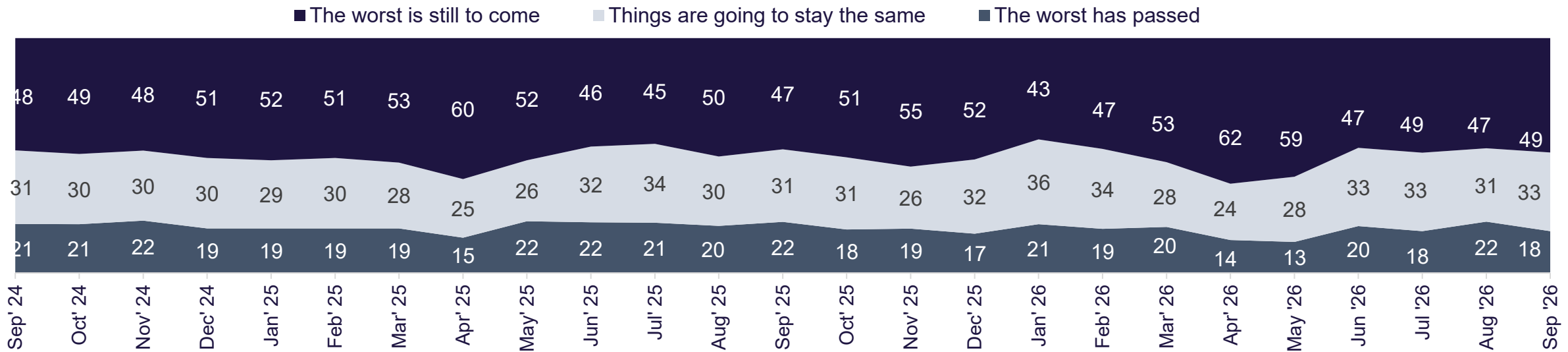
N/A – due to new question wording meaning comparison to last wave cannot be done



# 1. Current General Sentiment

# Cost of living perceptions have remained somewhat stable in September 2026, with 49% 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

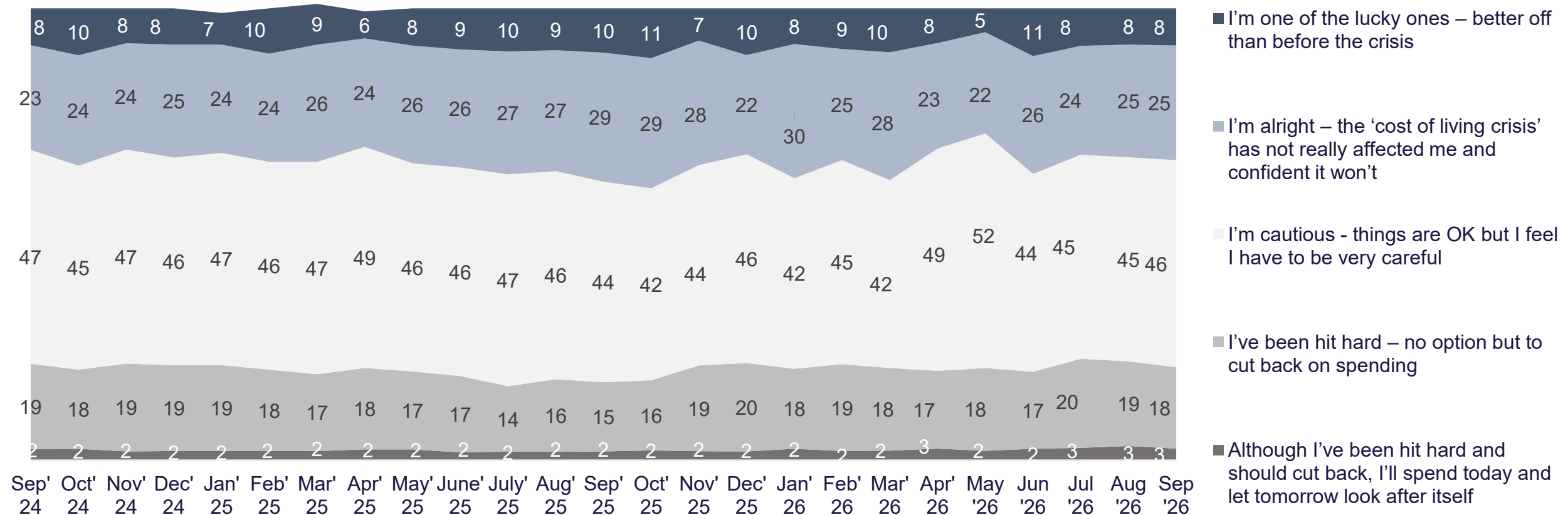


| (in %)            | Sep' 24 | Oct' 24 | Nov' 24 | Dec' 24 | Jan' 25 | Feb' 25 | Mar' 25 | Apr' 25 | May 25 | Jun' 25 | Jul' 25 | Aug' 25 | Sep' 25 | Oct' 25 | Nov' 25 | Dec' 25 | Jan' 26 | Feb' 26 | Mar' 26 | Apr' 26 | May 26 | Jun' 26 | Jul' 26 | Aug' 26 | Sep' 26 |
|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|---------|---------|---------|---------|
| CPI 12-month rate | 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     | 2.8    | 2.6     | 2.9     | n/a     | n/a     |
| BOE Base rate     | 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    | 3.75    | 3.75    | n/a     |

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. September 2026 = 1,750. 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 (64%) consider themselves now as either 'cautious and very careful' (46%) or 'hit hard and need to cut back' (18%)

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



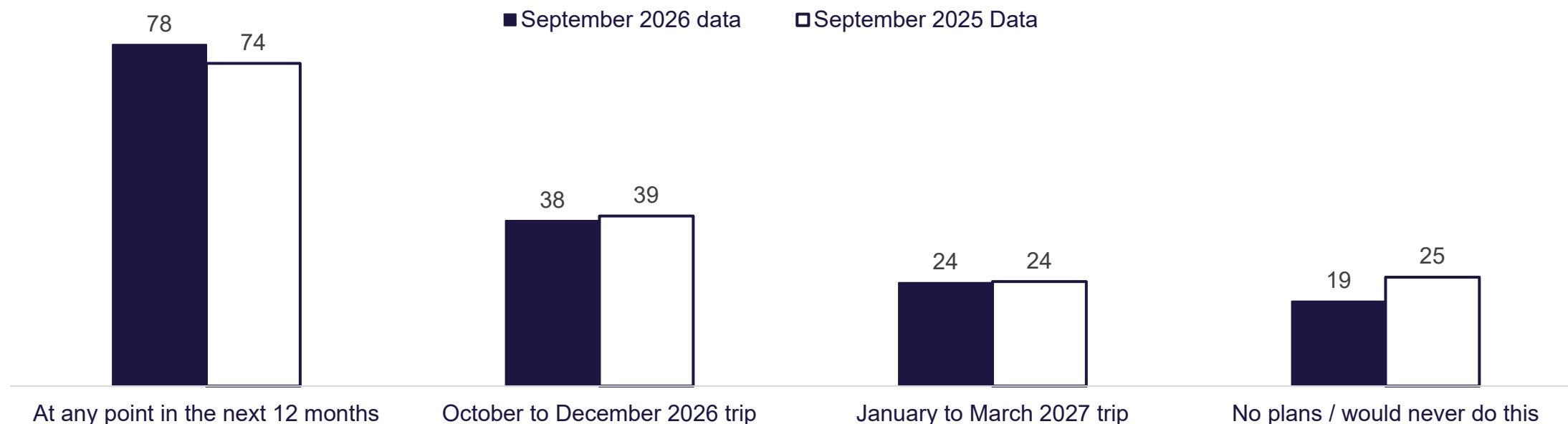
Question: Q17: There has been a lot of talk about how the 'cost of living crisis' has affected people's financial circumstances. If you had to choose, which ONE of the following statements would best describe your feelings about your own situation, right now? Base: All respondents. September 2026 = 1,750.



## **2. Trip Intentions: UK and Overseas**

# **Overnight domestic trip intentions for the next 12 months are above those anticipated in 2025, with Autumn and Winter trip intentions on par with last year**

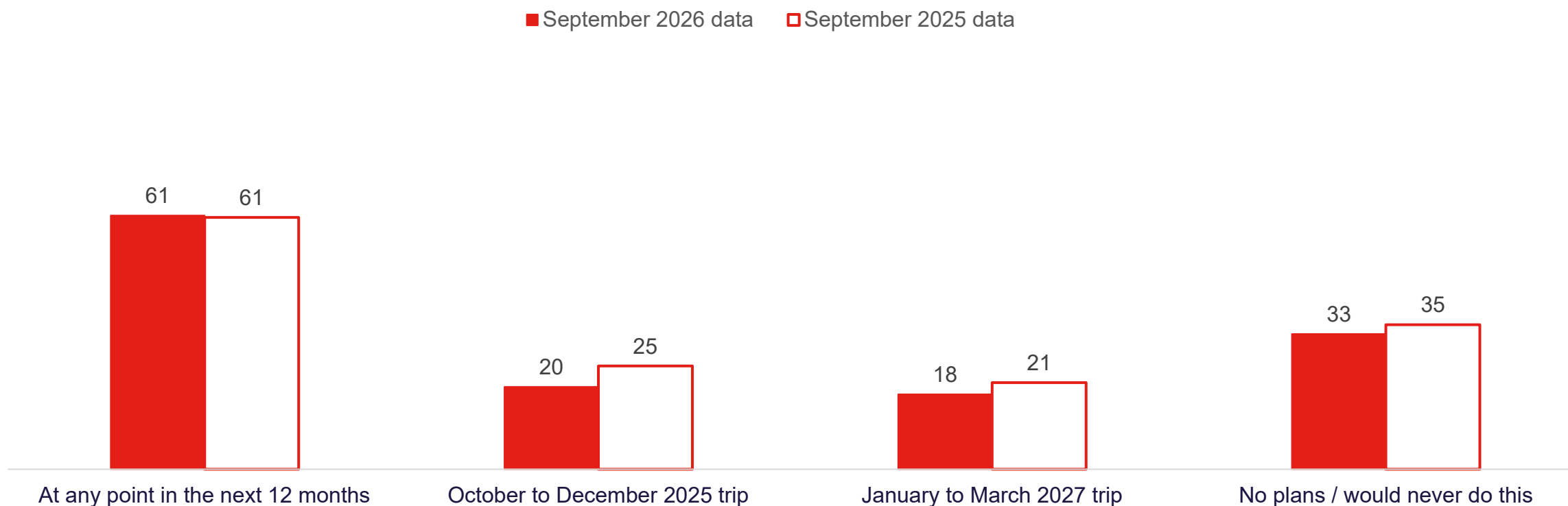
**Figure 5. Proportion anticipating going on any overnight UK trips, Percentage, September 2026, UK**



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. September 2026 = 1,750, September 2025 = 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 in line with last year, with intentions for Winter slightly below those anticipated in 2025

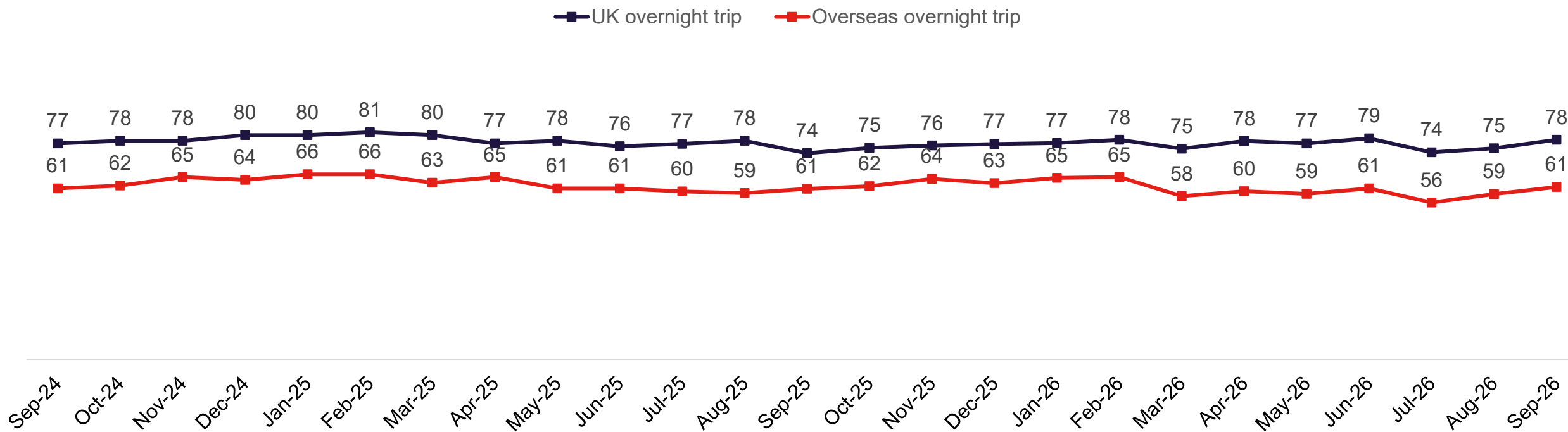
Figure 5b. Proportion anticipating going on any overnight overseas trips, Percentage, September 2026, UK



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. September 2026 = 1,750, September 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 are on an upward trajectory since a dip in July this year

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



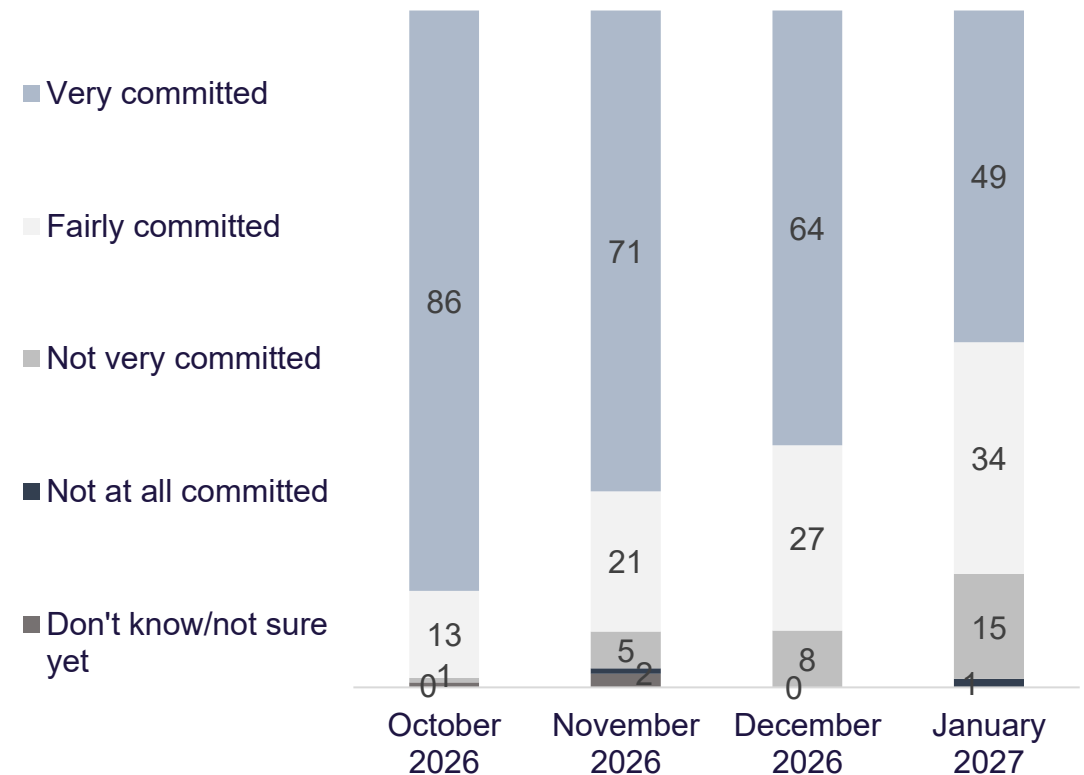
Question: QVB2a. Thinking of your next UK holiday or short break, when are you likely to go on this trip? QVB2b. And when else do you anticipate going on a UK holiday or short break? QVB2c. Thinking of your next OVERSEAS holiday or short break, when are you likely to go on this trip? QVB2d. And when else do you anticipate going on an overseas holiday or short break? Base: All respondents September 2026 = 1,750. 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 – 63% are very committed to UK trips in October 2026 compared to 86% for overseas trips in the same month

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



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



Question: VB2ei: How committed are you to taking this next trip in [pipe: hVB3]?; Base: All September respondents: October 2026 = 268, November 2026 = 117, December 2026 = 227, January 2027 = 54. VB2eii: How committed are you to taking this next trip in [pipe: hVB2civ]? Base: All September respondents: October 2026 = 112, November 2026 = 82, December 2026 = 126, January 2027 = 74.

# UK adults are more likely to choose UK trips (38%) over overseas trips (29%). 'UK holidays are easier to plan' (58%) drives preference for UK holidays, while overseas trips have the draw of new places/new cultures to experience (44%)

Figure 9. Difference in short break/holiday choices in the next 12 months compared to last 12 months, Percentage, September 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 (58%)
2. UK holidays are cheaper (56%)
3. Shorter / quicker travel (52%)
4. Global conflicts or warzones overseas (41%)
5. To avoid long queues at airports/ports or cancelled flights/voyages (35%)

## TOP 5 reasons for Overseas preference

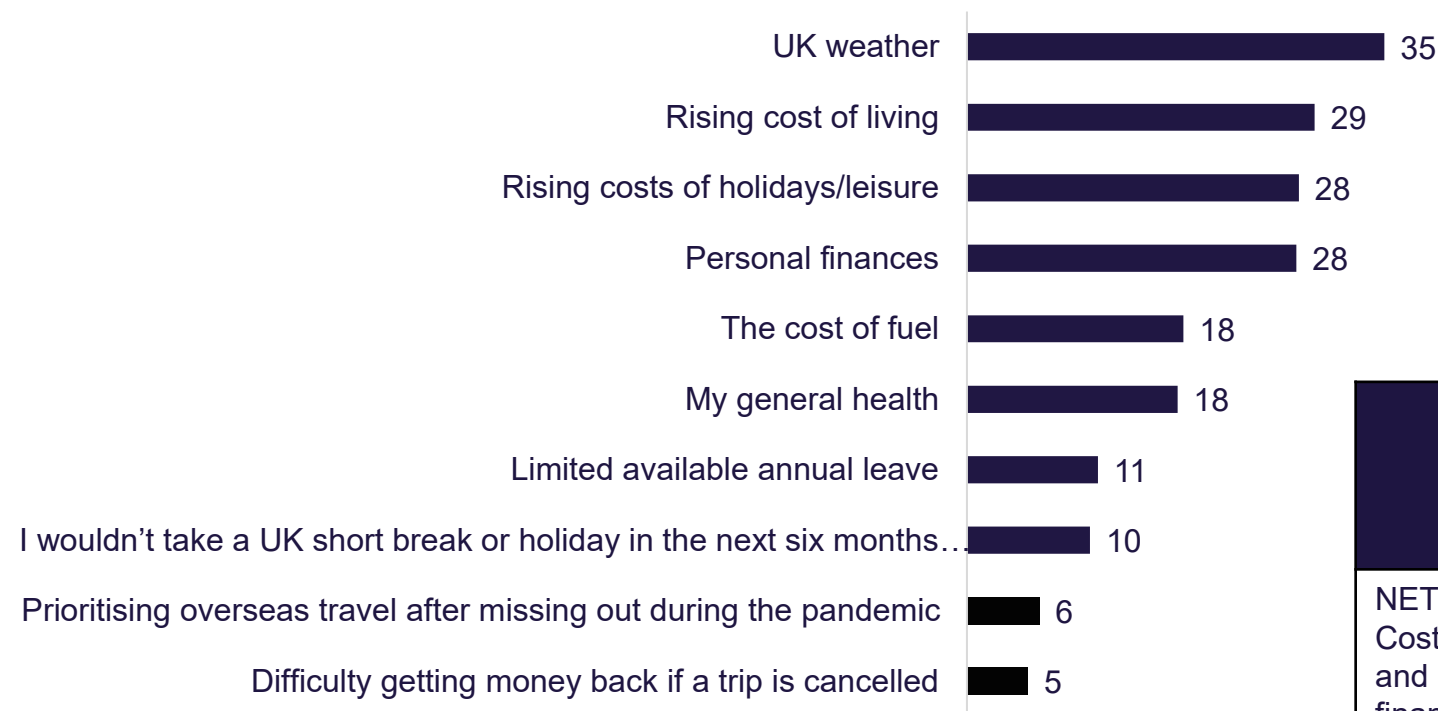
1. I want to visit new places/experience new cultures (44%)
2. Better weather (43%)
3. I want to explore other cultures (36%)
4. Overseas holidays are cheaper (24%)
5. To visit friends or relatives (21%)

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. September 2026 = 1,750. VB2k. Why are you more likely to choose a UK trip than an overseas trip? September 2026 = 677. VB2l. Why are you more likely to choose an overseas trip than a UK trip? September 2026 = 495.

# The top potential barriers to taking overnight UK trips in the next 6 months are 'UK weather' at 35%, followed by 'Rising cost of living' at 29% and 'Rising costs of holidays/leisure' 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, September 2026, UK



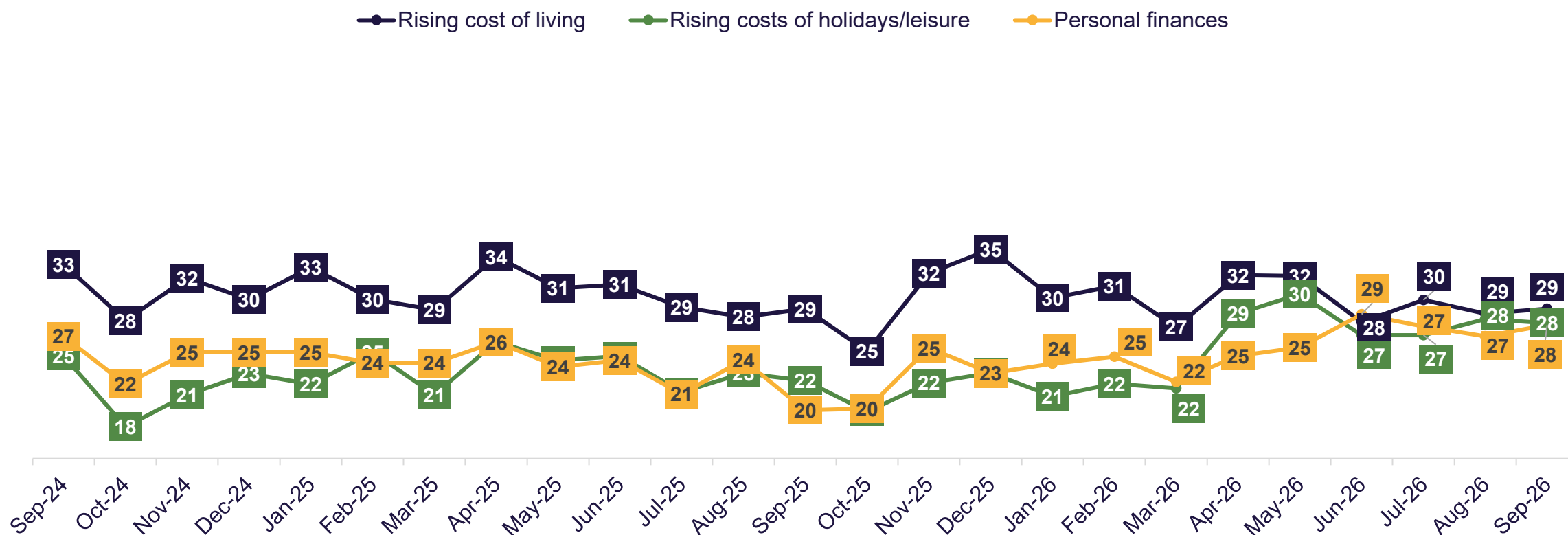
|                         | June 2026 Data | July 2026 Data | August 2026 Data | September 2026 Data |
|-------------------------|----------------|----------------|------------------|---------------------|
| NET: Costs and finances | 57%            | 58%            | 56%              | 54%                 |

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. September 2026 = 1,750. \*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 cost of living remaining the most common, followed by holiday costs and personal finances

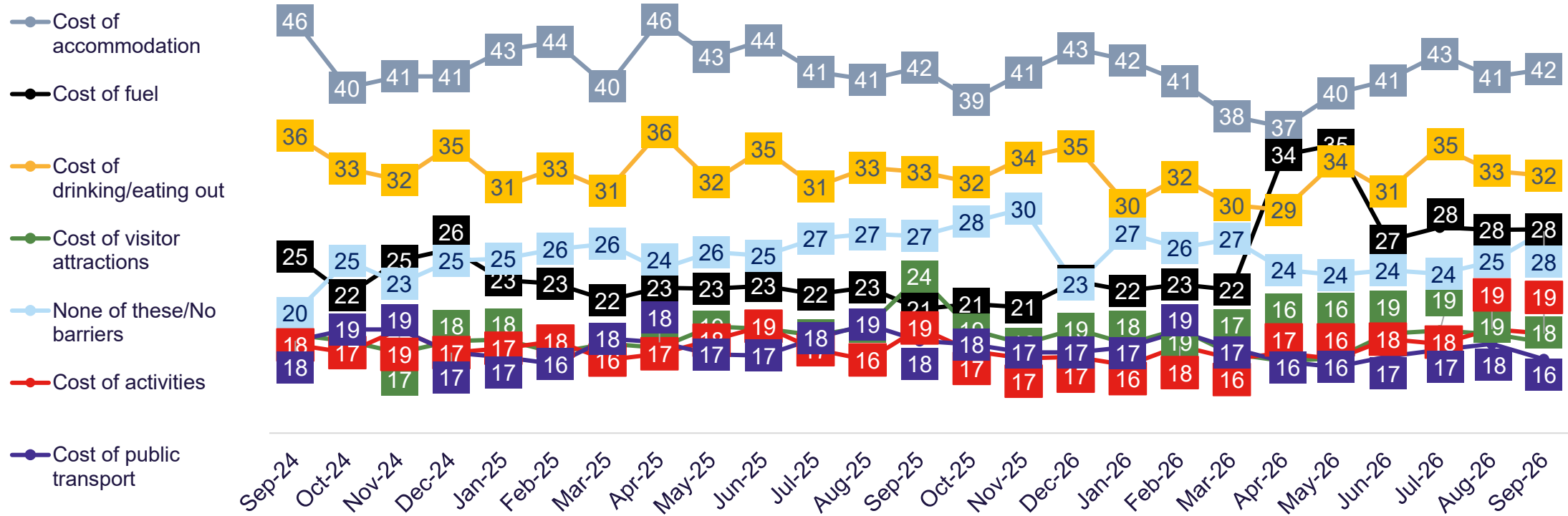
Figure 10b. Perceived financial barriers to an overnight trip in the UK in next 6 months, Wave-on-wave, Percentage, UK



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. September 2026 = 1,750.

# Focusing on barriers related directly to the cost of a domestic overnight trip, these are somewhat consistent with last month with costs of accommodation and drinking/eating out as top two barriers

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: September 2026 = 1,750.

# UK adults plan to cut their overnight trip spending on eating out (31%), accommodation (26%) and looking for more ‘free things’ to do (21%). 25% will reduce the number of overnight trips they will take – a slight drop from last month

Figure 13a. ‘Cost of living’ impact on UK holidays and short breaks, Percentage, September 2026, UK, Full list



| Reduce the number of UK overnight trips       | June 2026 data | July 2026 data | August 2026 data | September 2026 data |
|-----------------------------------------------|----------------|----------------|------------------|---------------------|
| NET ‘fewer’, ‘not go’, ‘go day trips instead’ | 23%            | 26%            | 27%              | 25%                 |

# In terms of UK day trips, 29% will 'spend less on eating out', while 25% will 'take fewer day trips'. 31% will take fewer day trips or not go on any at all – in line with last month

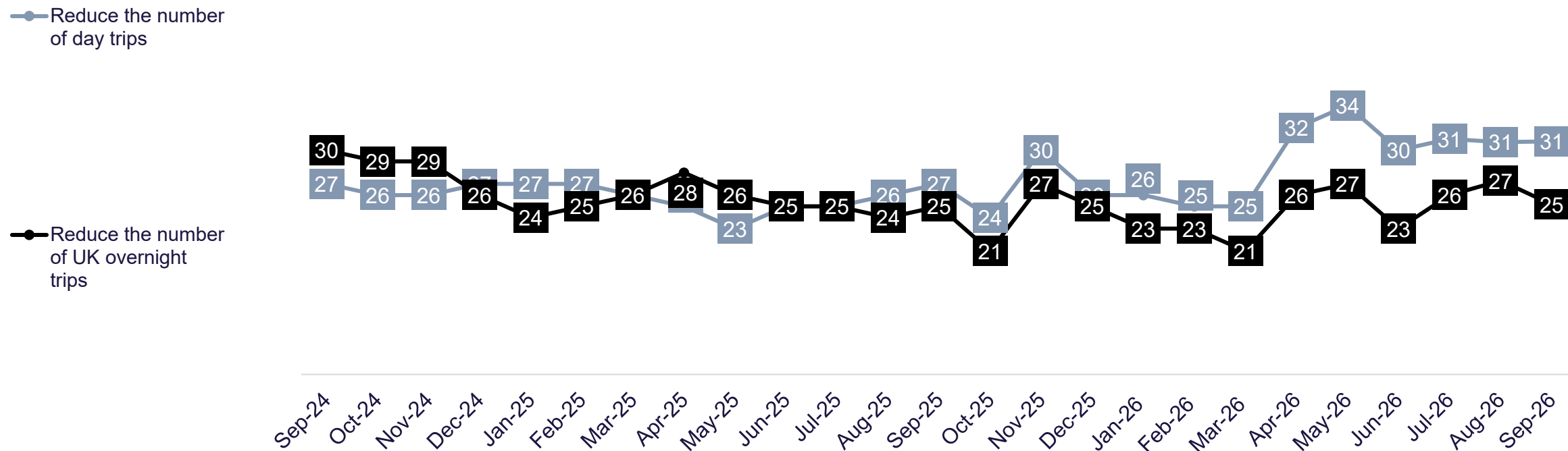
Figure 13b. 'Cost of living' impact on day trips, Percentage, September 2026, UK, Full list



| Reduce the number of day trips     | June 2026 data | July 2026 data | August 2026 data | September 2026 data |
|------------------------------------|----------------|----------------|------------------|---------------------|
| NET 'fewer', 'not go on day trips' | 30%            | 31%            | 31%              | 31%                 |

# UK adults are more likely to cut back on UK day trips due to the cost of living compared to overnight trips

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



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: September 2026 = 930. 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: September 2026 = 823. \*Question format changed in March 2024. \*\*VB7Cii was introduced in August 2022

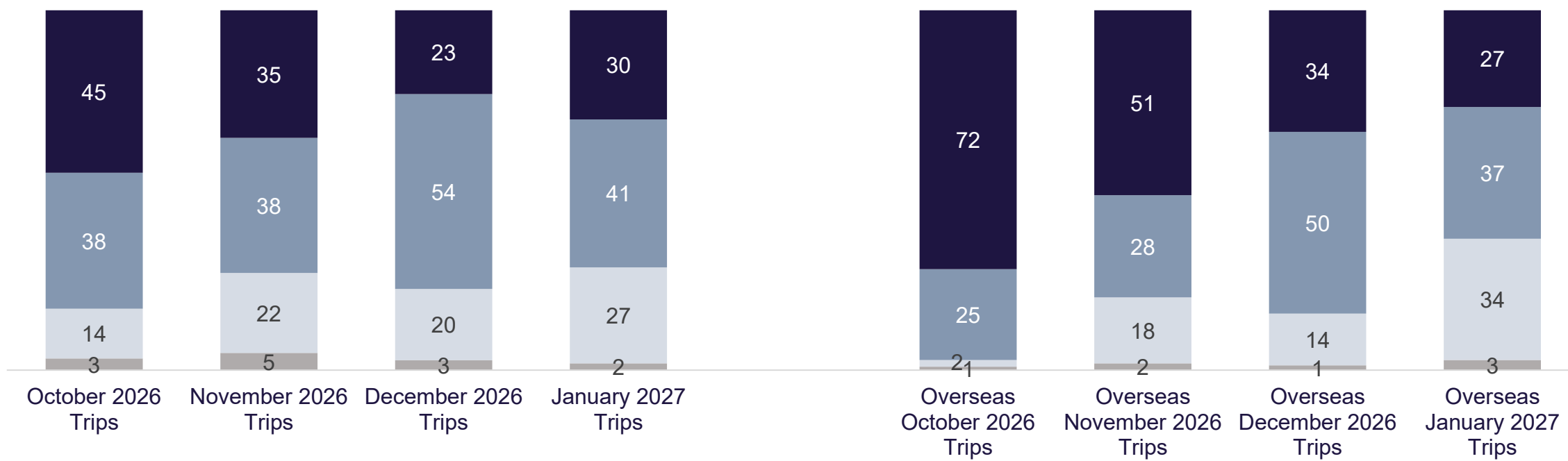


## **3. The Next Trip: Overnight and Day Trips**

# 45% of UK intenders have already booked their domestic trips for October 2026, while 72% have already booked their overseas trips for the same month

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

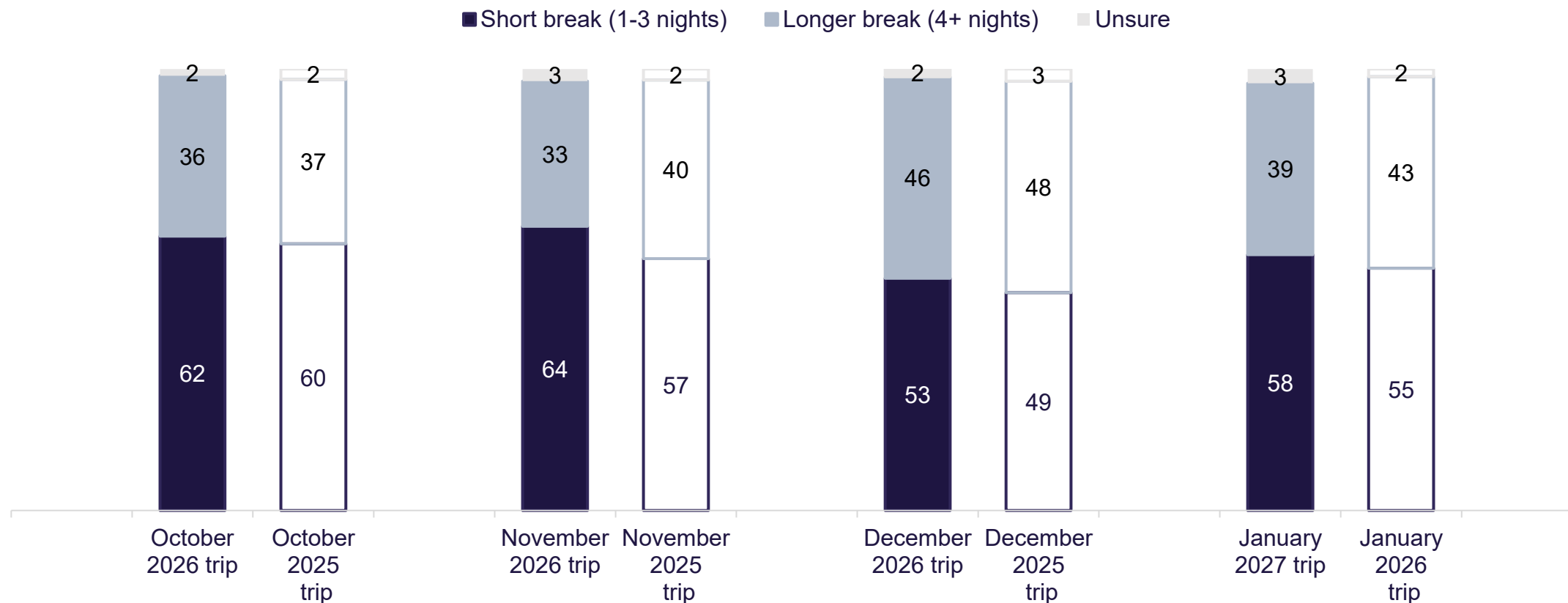
■ I have already booked the trip ■ I have decided where to go but not yet booked ■ I am yet to decide where to go ■ I am undecided whether I will take this trip at all



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: October 2026 = 268, November 2026 = 117, December 2026 = 225, January 2027 = 54. VB2g, Which of the following best describes how close you are to booking your next overnight OVERSEAS trip in VB2c(III)? Base: Overseas trip: October 2026 = 112, November 2026 = 82, December 2026 = 126, January 2027 = 74.

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

Figure 17. Length of next UK holiday or short break by time period, Percentage, September 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)?

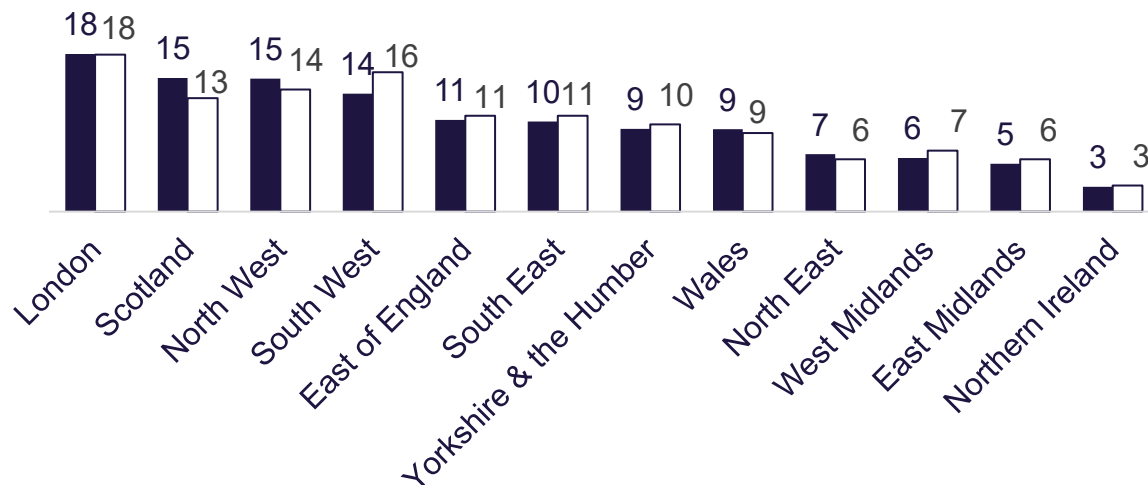
Base: All September 2026 respondents intending to take next holiday or short break in each time period: October 2026 n = 268, November 2026 n = 117, December 2026 n = 225, January 2027 = 54. All September 2025 respondents : October 2025 n = 237, November 2025 n = 152, December 2025 n = 247, January 2026 n = 56.

# London is the most preferred UK overnight destination for trips in both October to December 2026 and January to March 2027

**Figure 18. Where planning on staying on next UK overnight trip in October to December 2026, Percentage, August and September 2026, UK**

■ August to September 2026 data

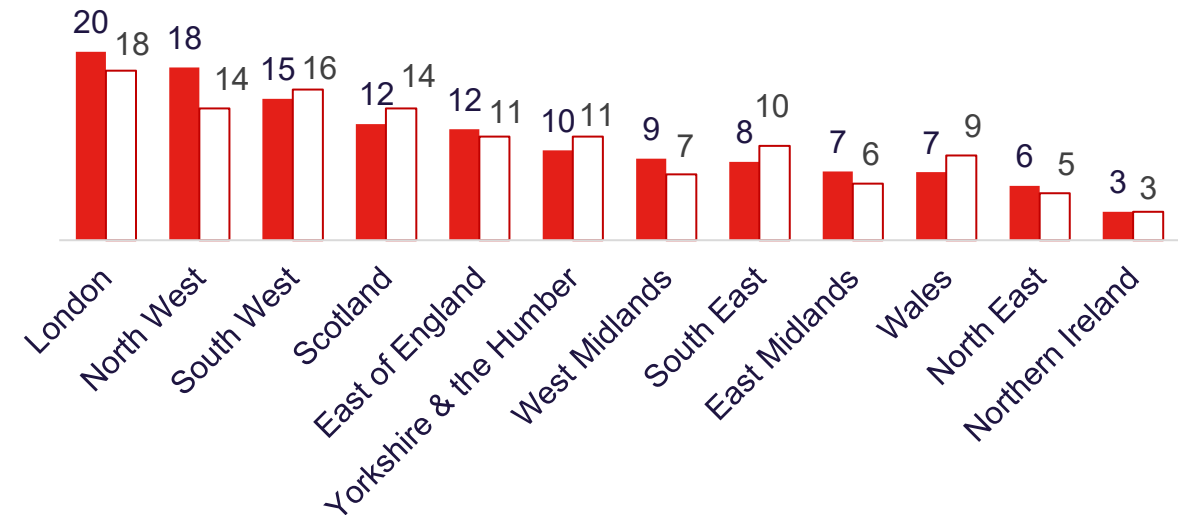
□ August to September 2025 data



**Figure 19. Where planning on staying on next UK overnight trip in January to March 2027, Percentage, August and September 2026, UK**

■ August to September 2026 data

□ August to September 2025 data



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

Base: All August 2026 and September 2026 respondents planning on taking a holiday or short break in the October to December 2025 n = 1838, January to March 2026 n = 1387. October to December 2026 n = 1,061, January to March 2027 n = 295. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate staying in more than one location.

# The top destination type for both October to December 2026 and January to March 2027 trips is 'A city or large town'

Figure 20. Types of destination for trip in October to December 2026, Percentage, August and September 2026, UK

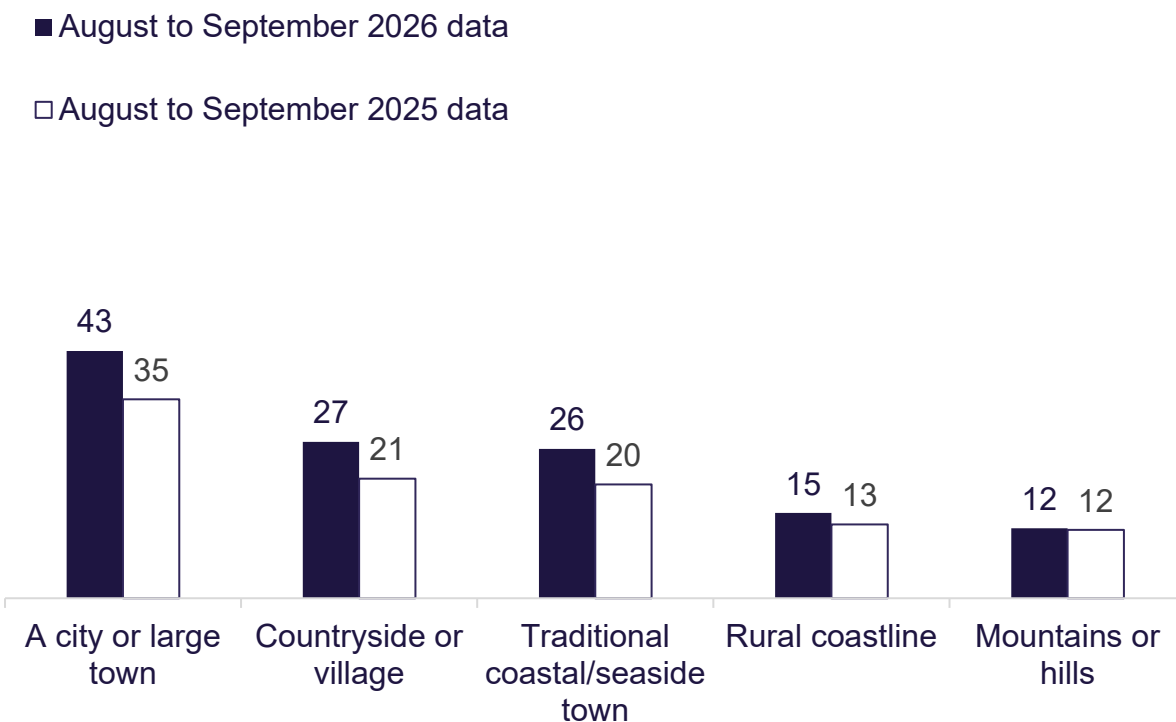
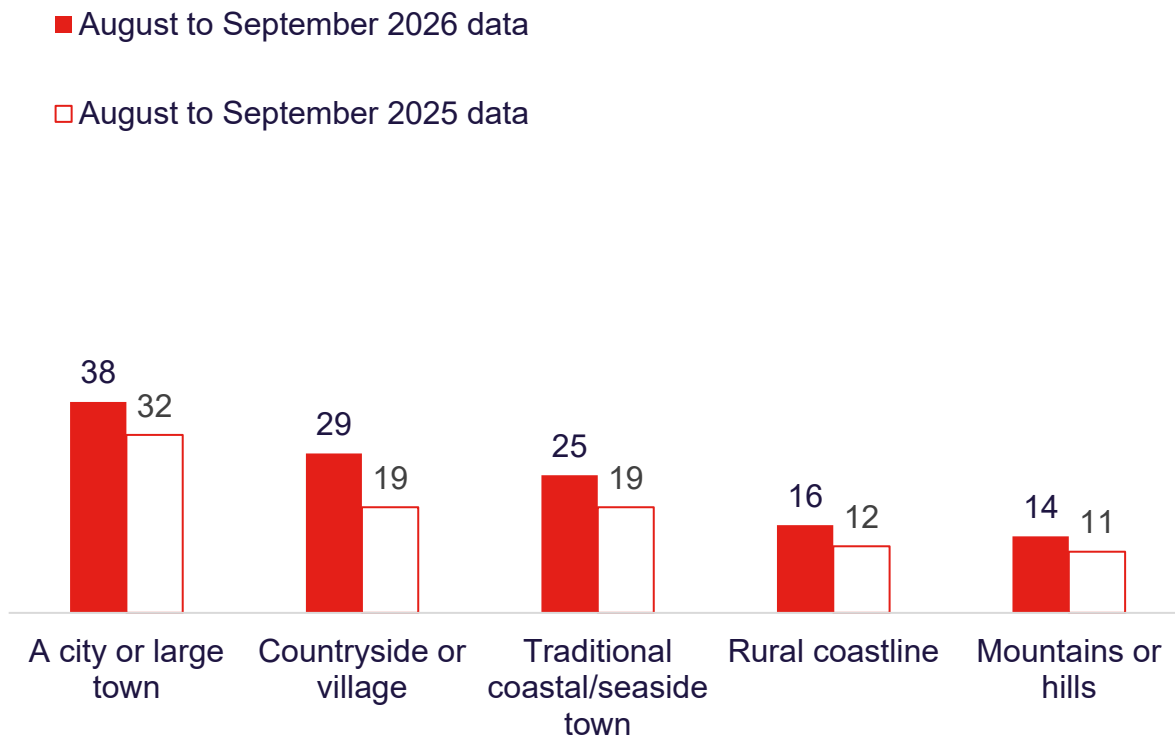


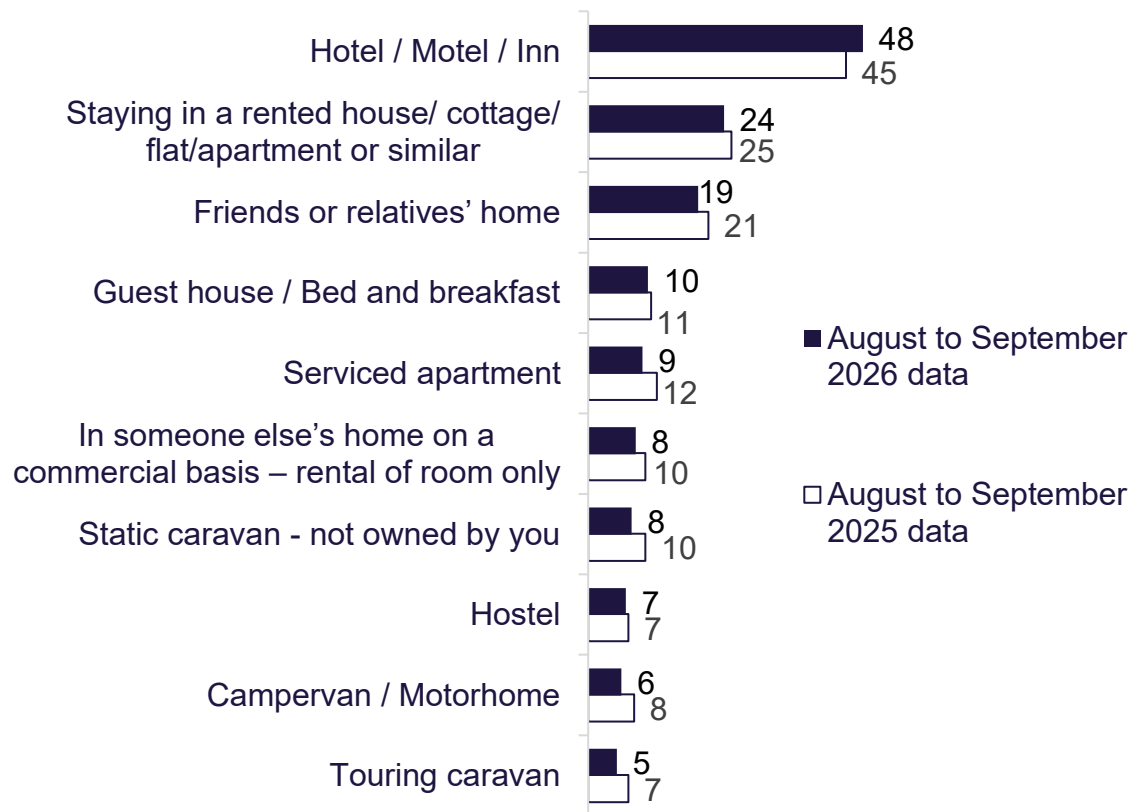
Figure 21. Types of destination for overnight trip in January to March 2027 Percentage, August and September 2026, UK



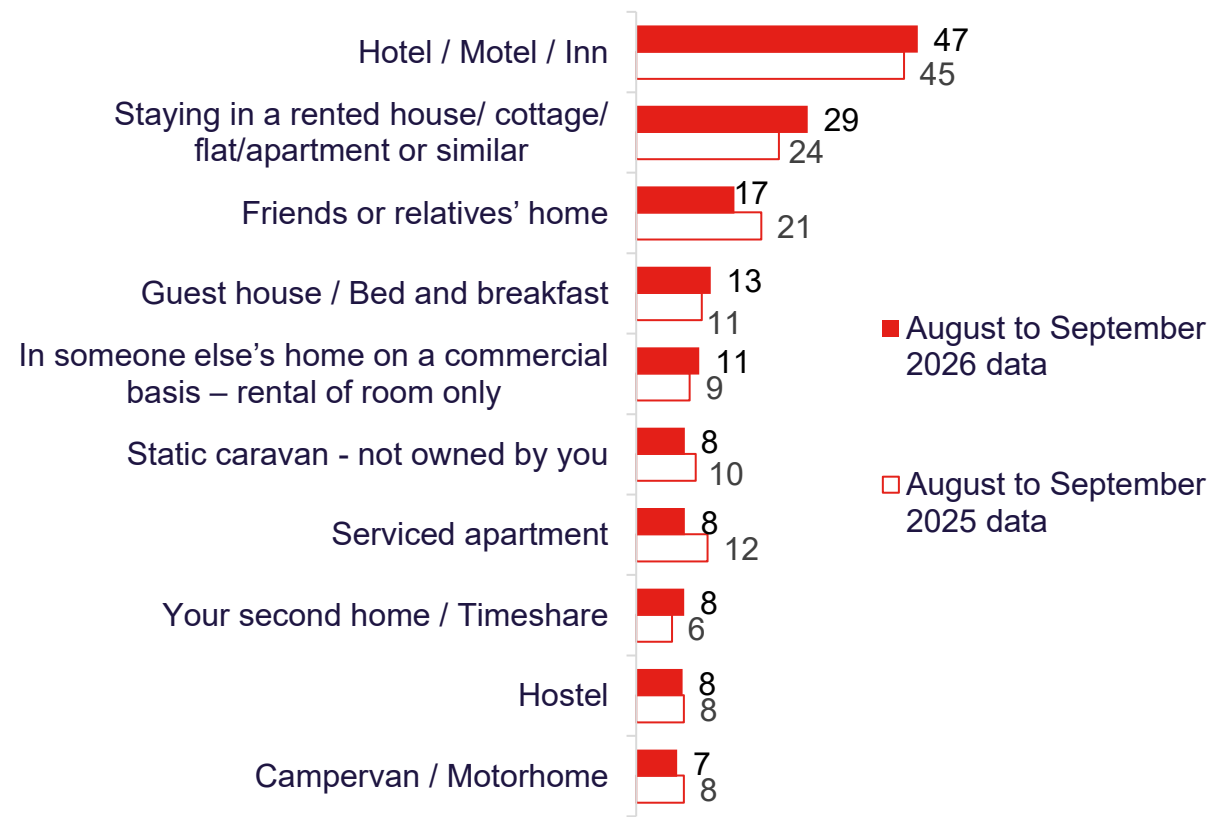
Question: VB5. Which of the following best describes the main types of destinations you are likely to stay in during your next UK holiday or short break in <INSERT DESTINATION FROM VB4A> in <INSERT MONTH FROM VB2A>? Base All August 2026 and September 2026 respondents planning on taking a holiday or short break in the October to December 2025 n = 2304, January to March 2026 n = 1853. October to December 2026 n = 1,061, January to March 2027 n = 295.

# For the next overnight trip, 'hotel / motel / inn' is the leading accommodation type in both time periods, followed by 'Staying rented house/ cottage/ flat/ apartment or similar'

**Figure 24. Top 10 accommodation types planning on staying in on next UK overnight trip in October to December 2026, Percentage, August and September 2026, UK**



**Figure 25. Top 10 accommodation types planning on staying in on next UK overnight trip in January to March 2027 Percentage, August and September 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 August 2026 and September 2026 respondents planning on taking a holiday or short break in the October to December 2025 n = 1838, January to March 2026 n = 1387. October to December 2026 n = 1,061, January to March 2027 n = 295. \*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 October to December 2026 and January to March 2027 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 October to December 2026 Percentage, September 2026, UK, Full list**



**Figure 29. Motivations for UK holidays and short breaks in January to March 2027 Percentage, September 2026, UK, Full list**



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

Base: All September 2026 respondents planning on taking a holiday or short break in the UK between October to December 2026 n= 610 and January to March

2027 n = 179. Note: Multiple choice question. Totals may exceed 100%.

# The top activity for both October to December 2026 and January to March 2027 trips is 'trying local food and drink'

**Figure 30. Activities for UK holidays and short breaks, in October to December 2026 Percentage, September 2026, UK, Full list**



**Figure 31. Activities for UK holidays and short breaks in January to March 2027 Percentage, September 2026, UK, Full list**



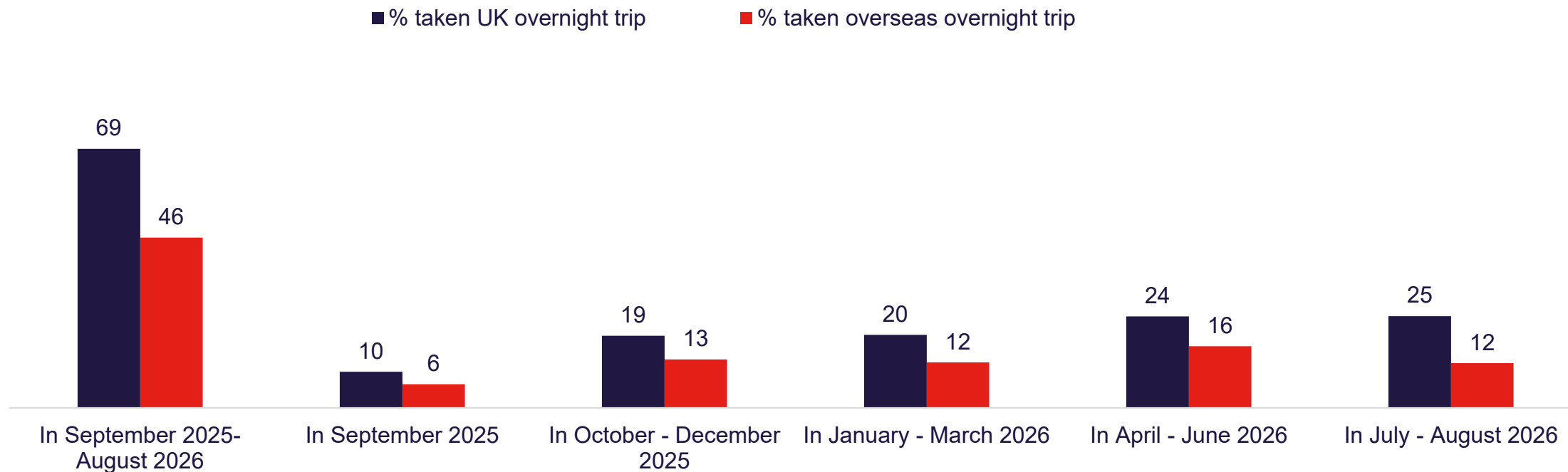
Question: VB6fiii. Which, if any, of these activities are you likely to do on your next UK short break or holiday in <INSERT MONTH FROM VB2A>?

Base: All September 2026 respondents planning on taking a holiday or short break in the UK between October to December 2026 n= 610 and January to March 2027 n = 179. 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 7 in 10 have taken a UK overnight trip in the past 12 months, while 46% 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, September 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?

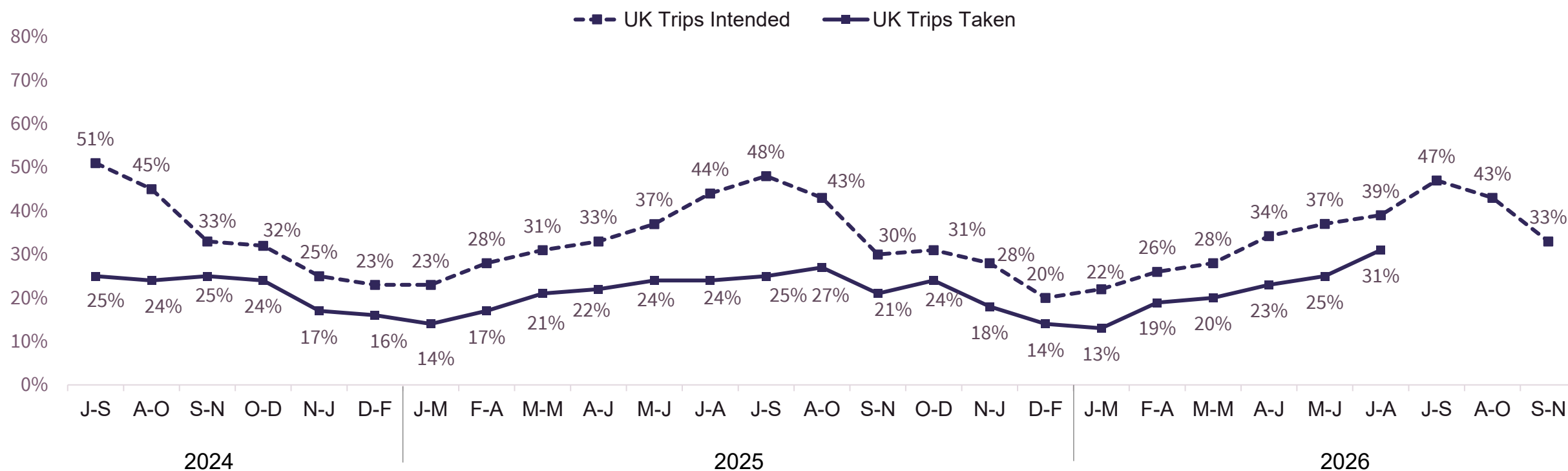
Base: All respondents September 2026 = 1,750.

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

**Please note that there has been a larger increase than usual in trips taken (June-August 2026), this will be monitored in future waves to understand if this is an ongoing trend**

# 31% of UK adults went on a domestic overnight trip between June and August 2026 – an increase from the same period last year (24%)

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, September 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?

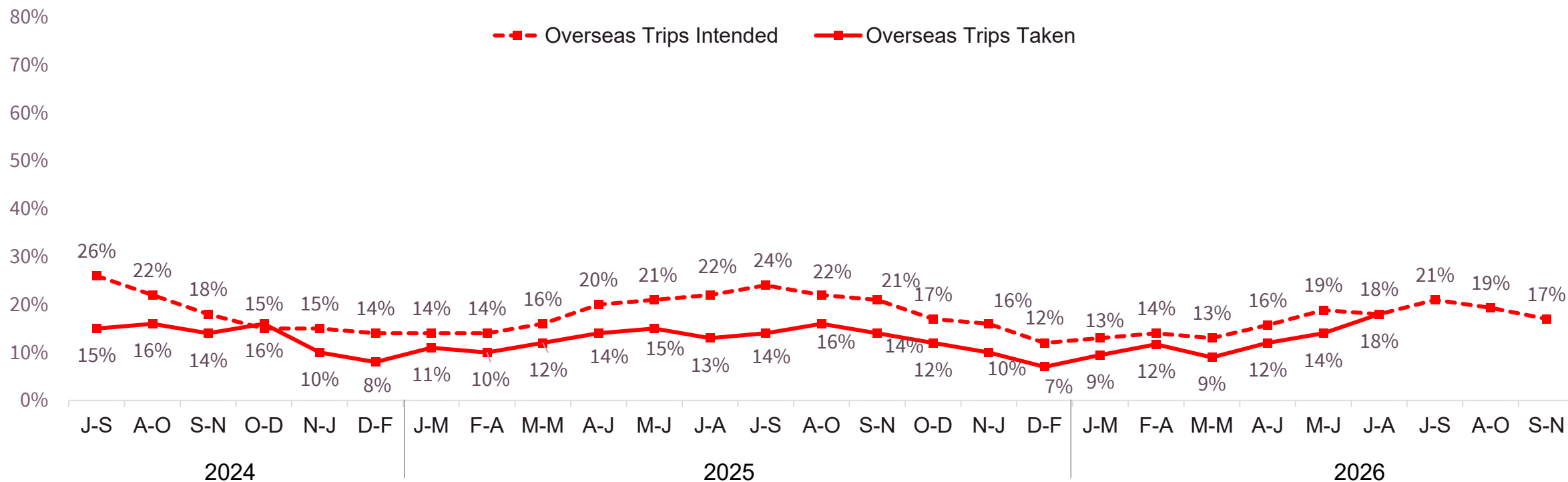
VB13a2: Now reflecting on your recent behaviour, have you taken an overnight short break or holiday in the UK in the last 12 months? Base: All UK respondents = 1,750.

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.

**Please note that there has been a larger increase than usual in trips taken (June-August 2026), this will be monitored in future waves to understand if this is an ongoing trend**

# 18% went on an overseas holiday between June and August 2026, up from levels seen in the same period last year (13%). The gap between intention and trips taken has closed for overseas 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, September 2026, UK



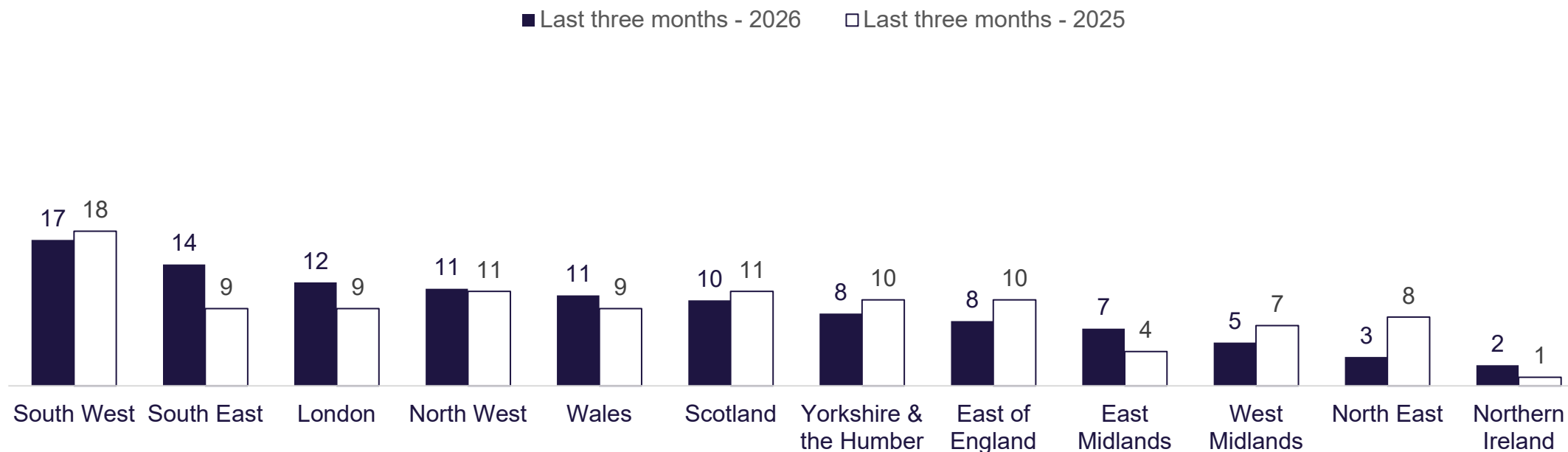
VB2c. Thinking of the next Overseas holiday or short break you are likely to take, when are you likely to plan, book and go on this trip?

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 = 1,750. 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.

Please note that there has been a larger increase than usual in trips taken (June-August 2026), this will be monitored in future waves to understand if this is an ongoing trend

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

Figure 33. Destination of overnight trips taken in UK in the past three months, Percentage, September 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 September 2026 respondents that took an overnight trips in the last three months n = 504, August 2025 respondents = 425

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

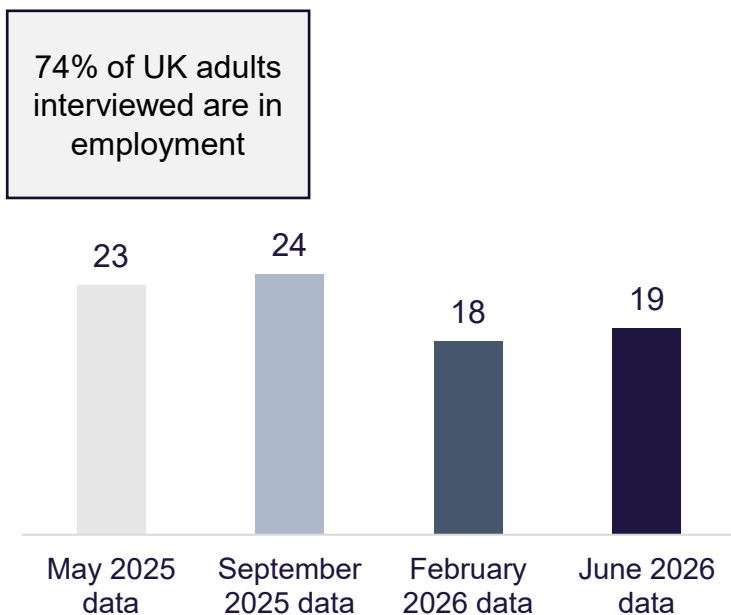
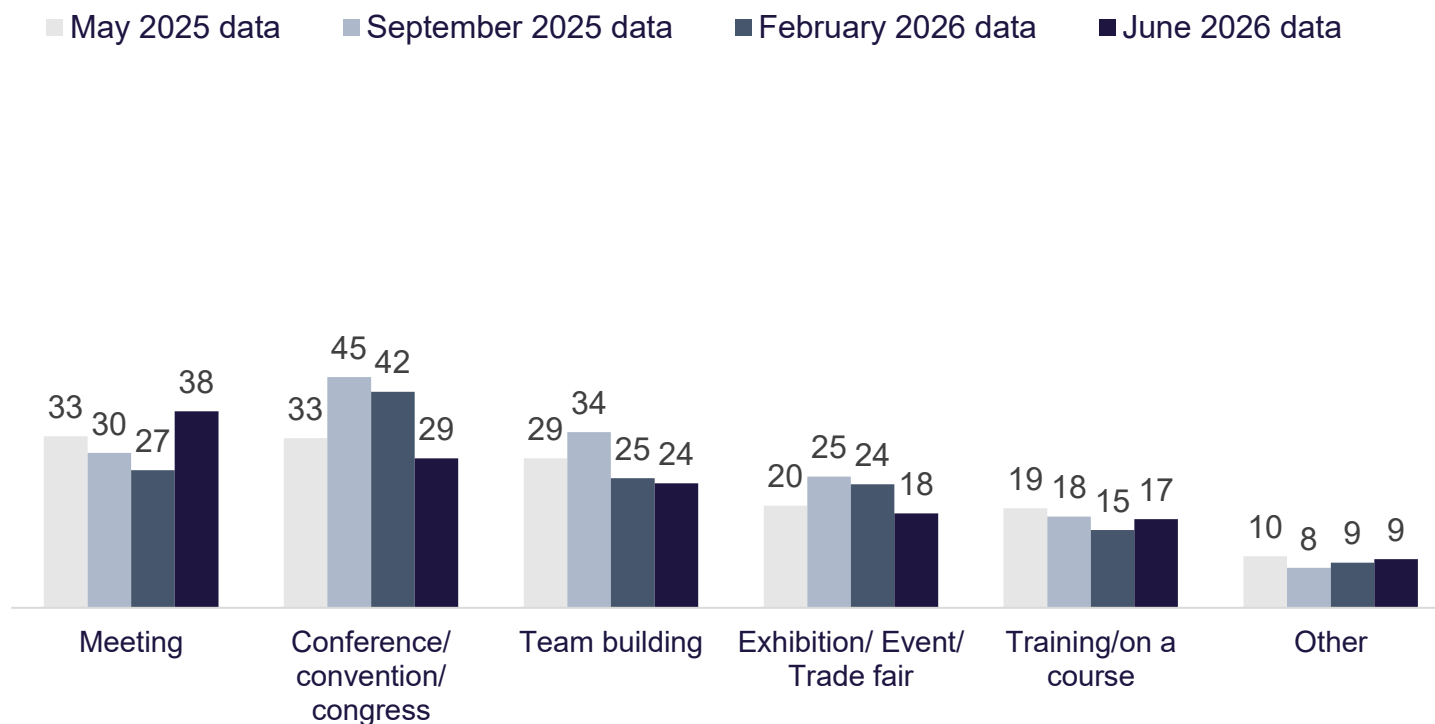


Figure 36. Reasons for taking an overnight business trip in next 3 months, Percentage, June 2026, UK adults in employment planning a trip



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 September 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 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.

