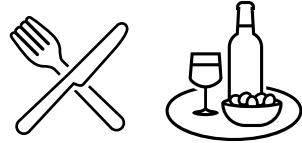




Food and Drink Analysis Domestic Sentiment Tracker: 2026

Overview



- VisitEngland, VisitScotland and Visit Wales have been running a Consumer Sentiment Tracker, amongst a domestic audience, 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, resulting in a total sample size of 1,755 for this report.
- These slides provide an overview of topline findings from the **food and drink** related questions which were added to the Domestic Sentiment Tracker in May as a one-off.



Four people drinking beer in front of a café. Location: North Yorkshire, England. ©VisitBritain/NYMNPA/Ula Blocksage

Topline Summary

- Food and drink is typically a supporting, rather than decisive, factor in choosing where to visit in the UK, with the majority of UK adults (64%) viewing it as either one of several important factors or a secondary consideration.
- There is potential for growth in gastronomic tourism in the domestic market, as in the past year, nearly half of UK adults (46%) have not taken a domestic trip where food and drink was a significant influence, but say they would consider taking one in future
- Food and drink forms a key part of the visitor experience, with trying local food and drink being usually the most popular activity UK adults plan to include on their next domestic holiday.
- Strong and distinctive local food and drink influences perceptions of destinations for the majority of UK adults (75%) at least to some degree.
- Looking across destination types, food and drink has the greatest perceived influence overall on the decision to visit for those intending to visit cities/large towns, and the least for those visiting coastal/seaside towns.
- However, engagement with local food and drink also varies by destination type, with coastal/seaside visitors more likely to try local food and drink than those visiting other destinations.

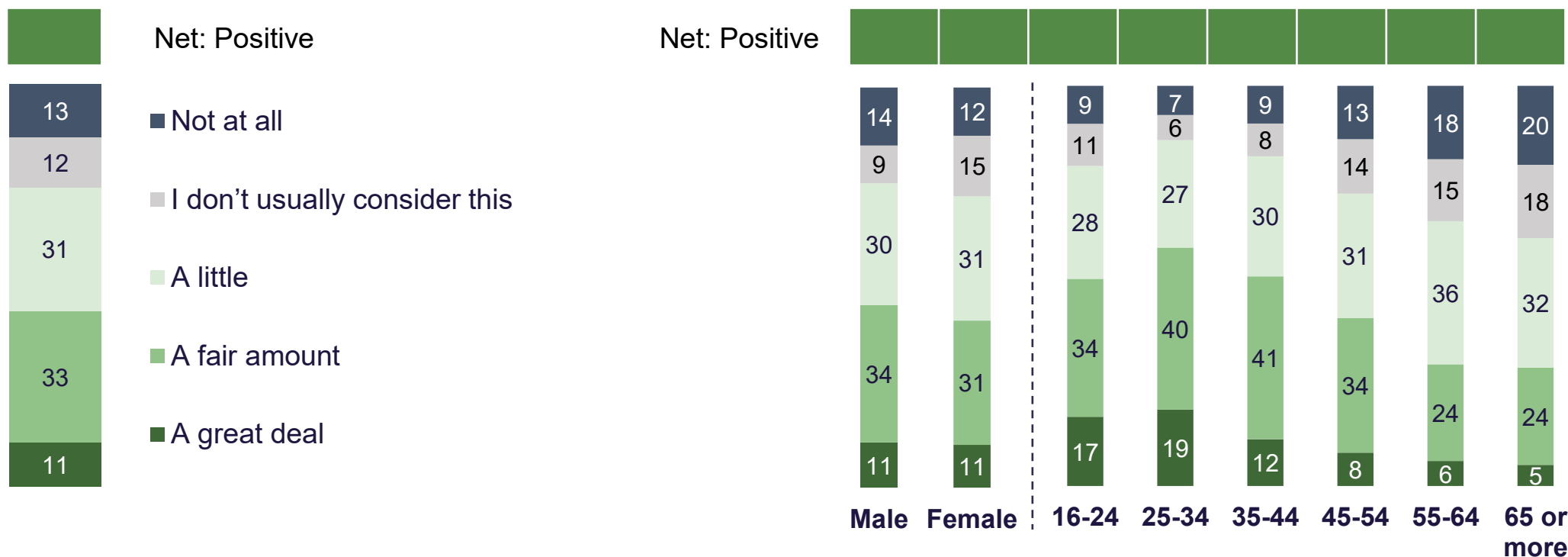


Food and drink influences on holiday choices

Couple enjoying afternoon tea outside a British tea shop. Location: Hartlepool, Tees Valley © Visit Tees Valley/Michael Lazenby

Just under half of UK adults (44%) say the quality and distinctiveness of local food and drink influences how they perceive destinations at least to some extent, with the influence strongest for those aged 25-34 (59%).

The extent to which quality and distinctiveness of local food and drink influence on destination perception, %, May 2026

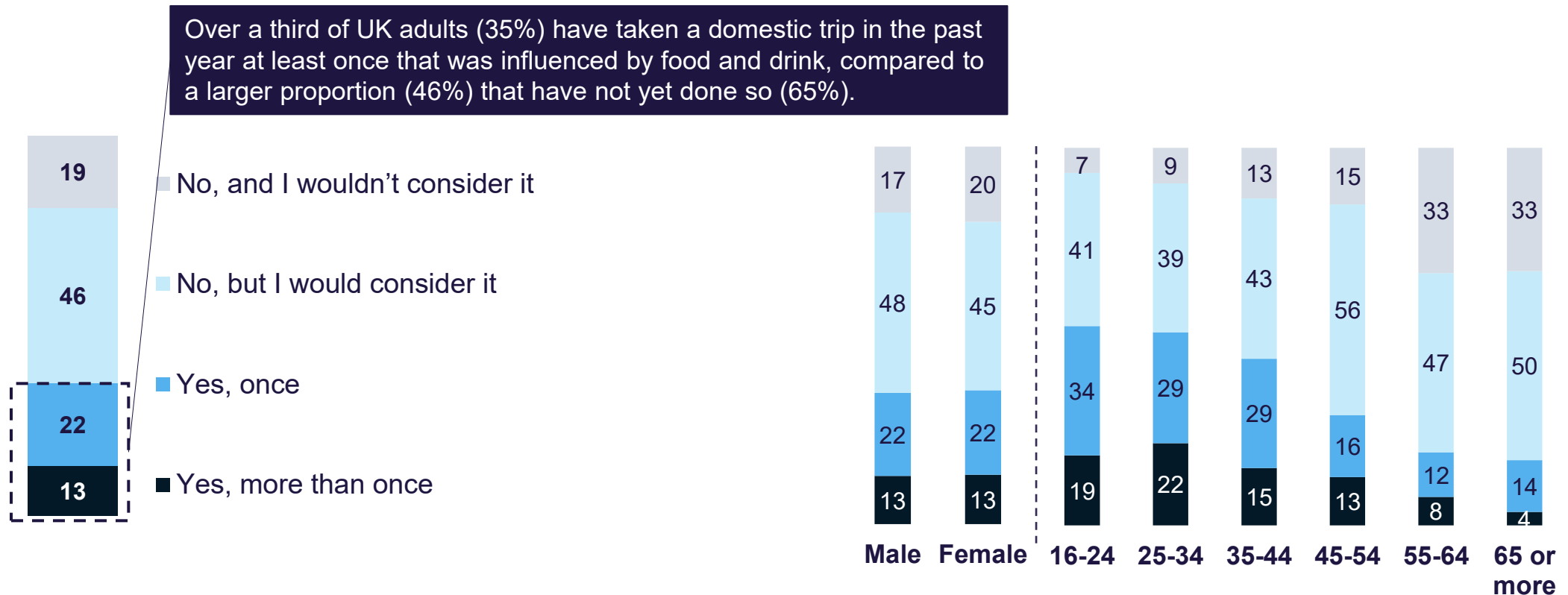


FD3. How much do the quality and distinctiveness of local food and drink influence your perception of a destination?

Sample: 1755 UK adults aged 16+

Looking at trip behaviour in the past year, nearly half of UK adults (46%) have not taken a trip where food and drink was a significant influence, but say they would consider taking one in future

Travel decision influenced by food and drink in the past 12 months, %, May 2026

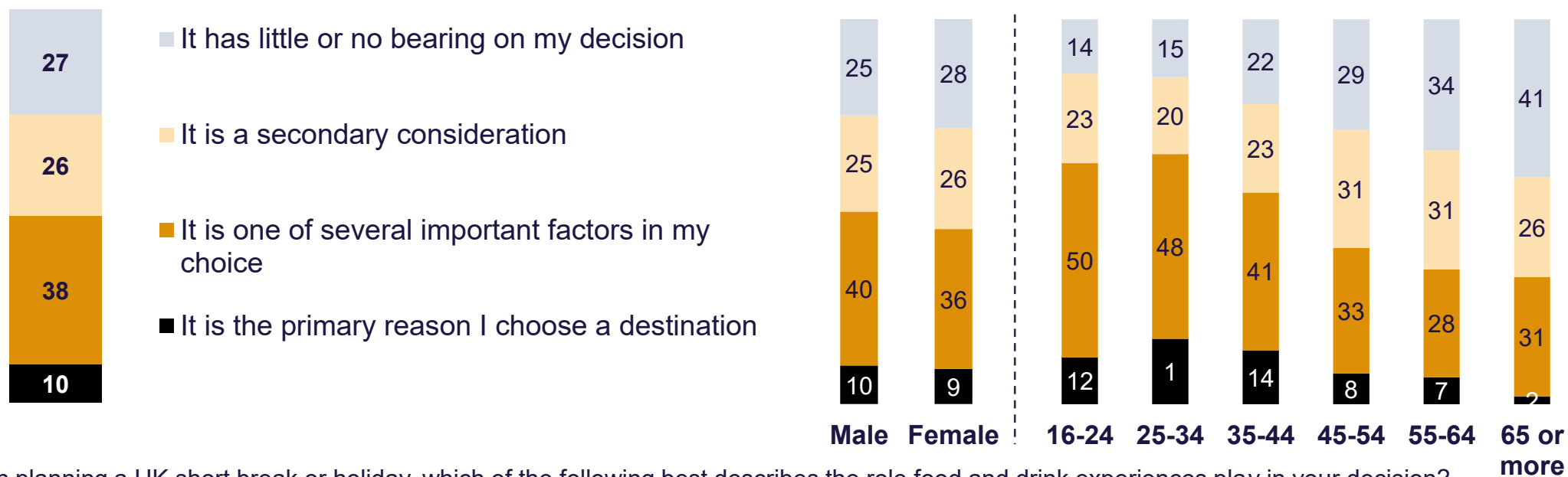


FD2. In the last 12 months, have you travelled to a UK destination where food and drink was a significant influence on your decision to go?

Sample: 1755 UK adults aged 16+

Food and drink is typically a supporting rather than decisive factor when planning a holiday, with two thirds of UK adults (64%) viewing it as either one of several important factors or a secondary consideration, compared to just 10% who say it is a primary reason

Perceived influence of food and drink experiences on domestic holiday planning, %, May 2026

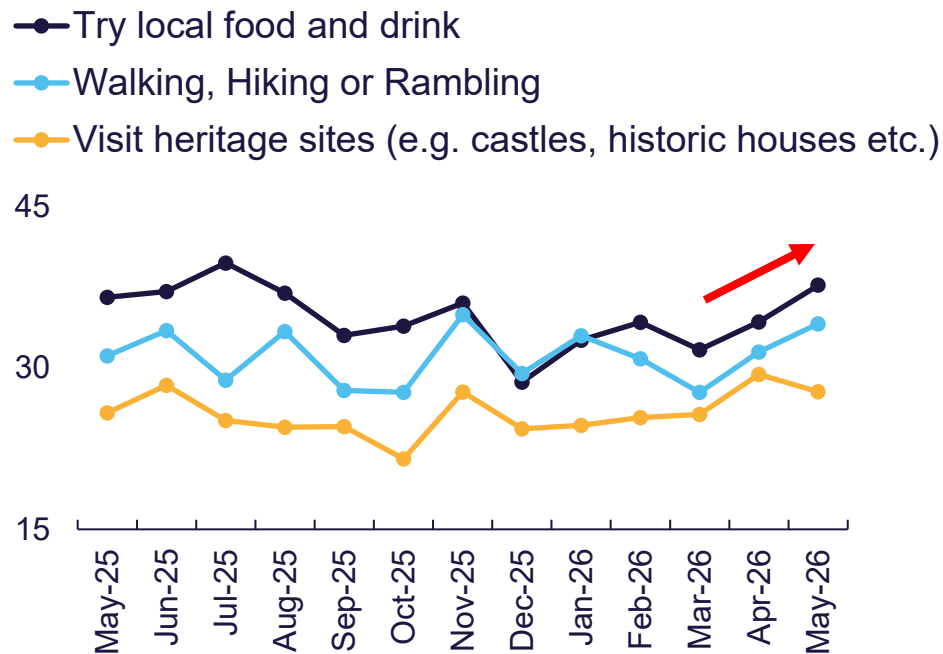


FD1. When planning a UK short break or holiday, which of the following best describes the role food and drink experiences play in your decision?

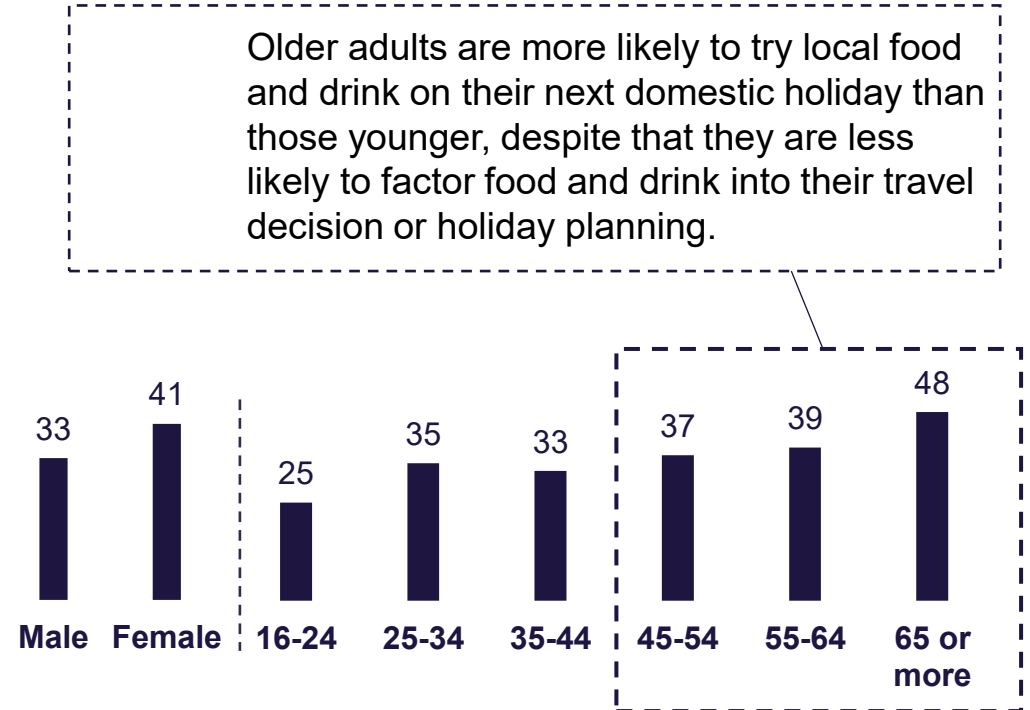
Sample: 1755 UK adults aged 16+

That said, food and drink remains a key part of the visitor experience, as UK adults are more likely to include trying local food and drink on their next domestic holiday than taking part in other activities

Top 3 activities UK adults are likely to do on their next domestic holiday, %, wave-on-wave



Demographic breakdown of those likely to try local food and drink, %, May 2026

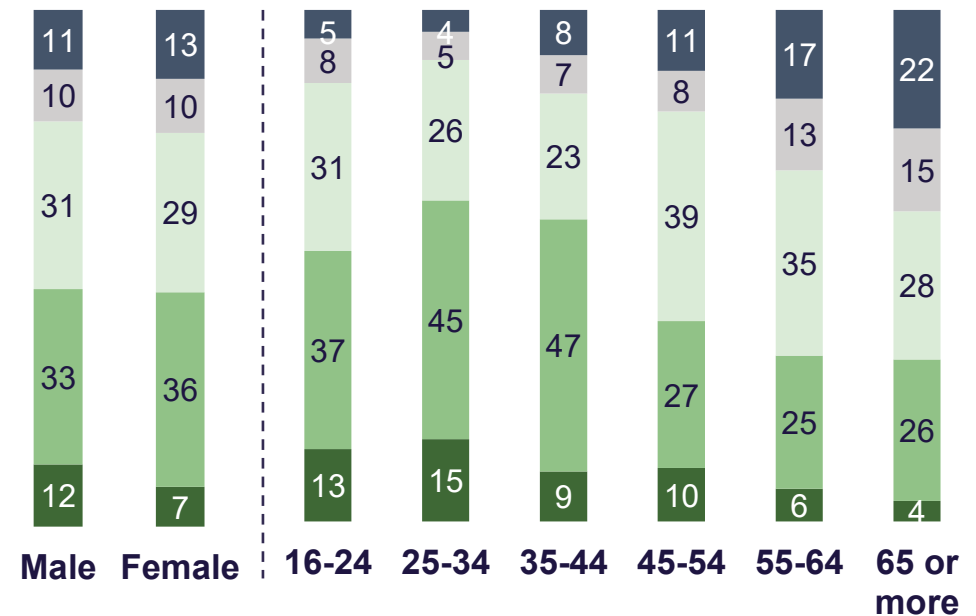
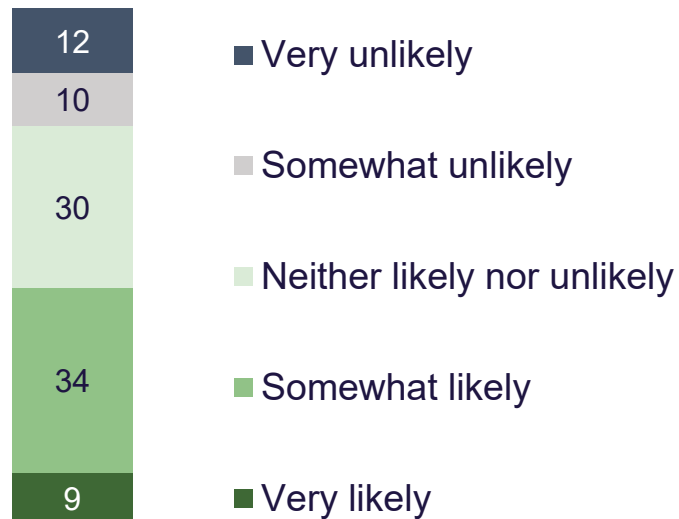


VB6fiii. Which, if any, of these activities are you likely to do on your next UK short break or holiday?

Sample: 1755 UK adults aged 16+

When it comes to how much strong food and drink offers would encourage visitors to spend more or extend their stay, opinions are mixed; 43% of UK adults say they are likely to so, while 52% are unsure or unlikely

Extent to which a strong and distinctive food and drink offer would encourage visitors to spend more or stay longer, %, May 2026

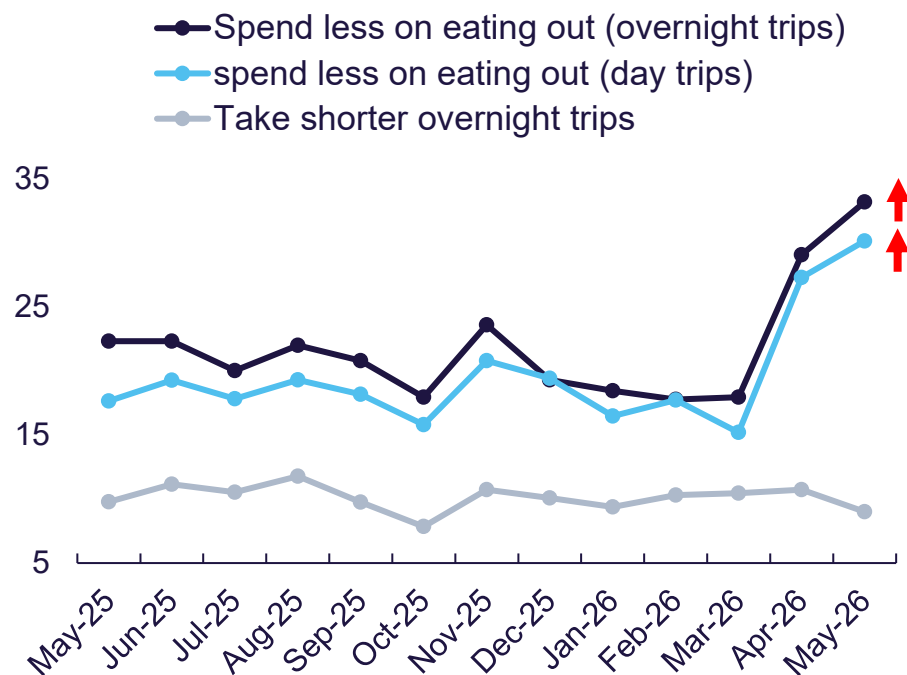


FD4. To what extent, if at all, would a strong and distinctive food and drink offer encourage you to spend more money or extend your stay when visiting a destination?

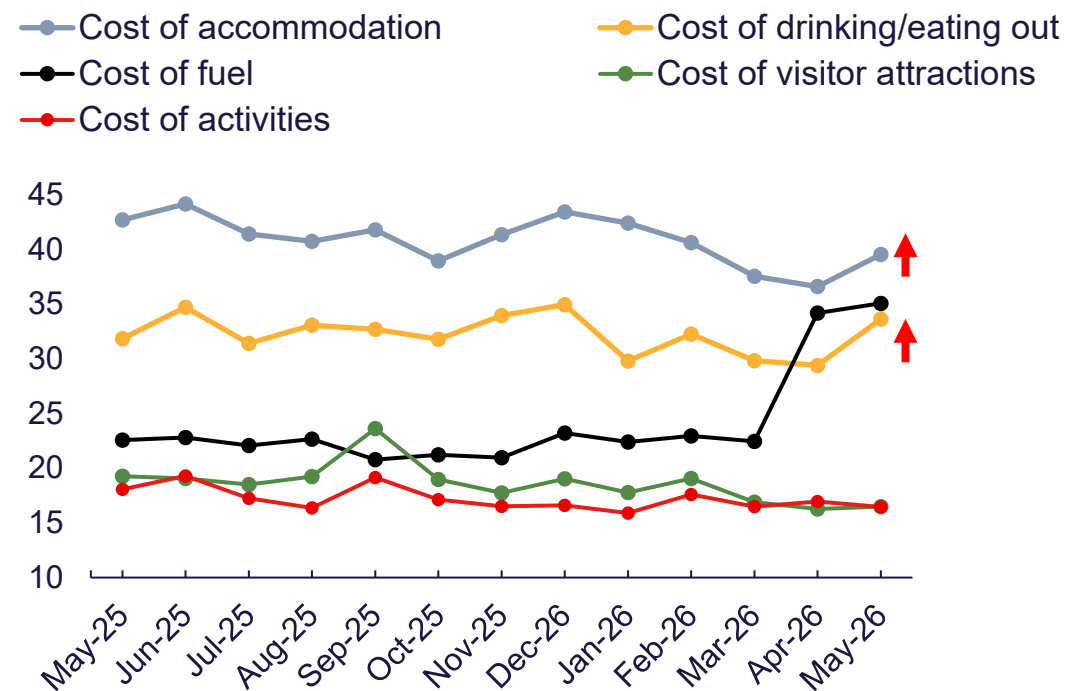
Sample: 1755 UK adults aged 16+

This comes amidst growing intentions to cut back spending on eating out in May, alongside rising cost pressures from eating/drinking out and accommodation, which remained the top financial barriers to taking a domestic holiday

Impact of 'cost of living crisis' on UK holiday plans in next 6 months, wave-on-wave, %



Individual costs barrier to taking UK holidays and short breaks in next 6 months, wave-on-wave, %



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? 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? 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?

Sample: 1755 UK adults aged 16+

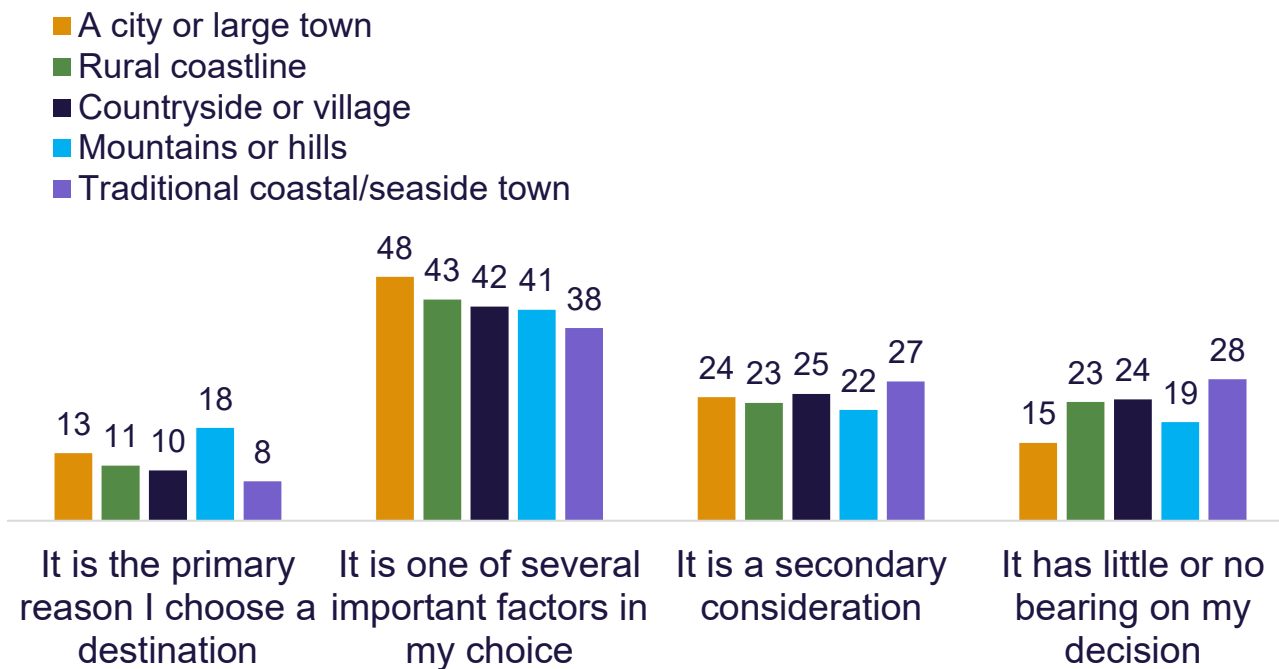
A man with a prosthetic leg and a woman are sitting at a small wooden table on a sandy beach. They are both smiling and looking at the food on the table. The man is wearing a red shirt and the woman is wearing a white shirt and colorful patterned pants. They are sitting under a large beige umbrella. In the background, there is a beach cafe with a red awning and other people. The scene is set on a sandy beach with a green hill in the background.

Food and drink influences on destination type

Man with a prosthetic leg and a woman eating food. Location: Tynemouth, Tyne and Wear, England.
@VisitBritain/Pinzutu

Overall, food and drink have the greatest perceived influence on the decision to visit for those intending to visit cities/large towns (85%), and the least for those visiting coastal/seaside towns (72%)

Perceived influence of food and drink experiences on domestic holiday planning, %, May 2026



Top 2 destination types where food and drink is at least considered a factor in holiday planning

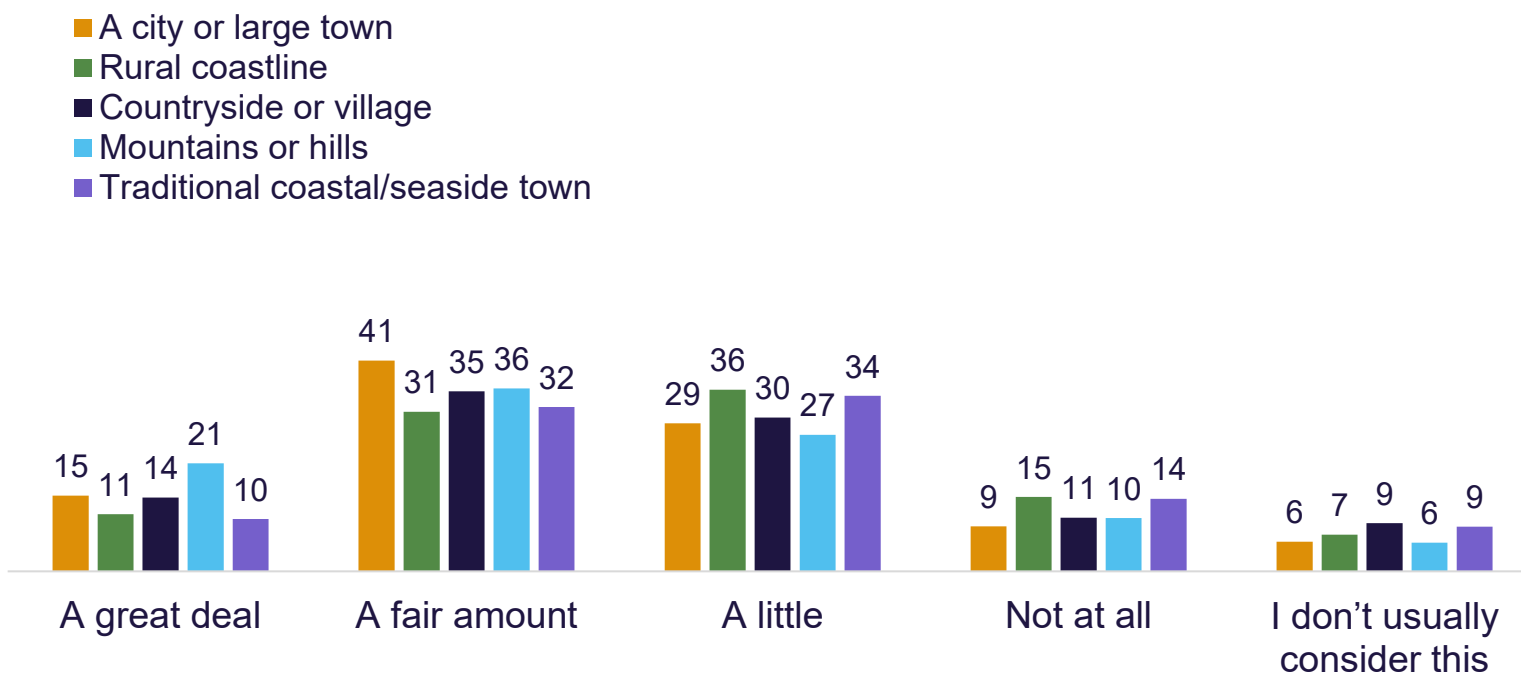
A city or large town	85%
Mountains or hills	81%

FD1. When planning a UK short break or holiday, which of the following best describes the role food and drink experiences play in your decision?

Sample: 1755 UK adults aged 16+

The quality and distinctiveness of local food and drink have a greater influence on the perceptions of cities/large towns and mountains/hills, compared with other destination types

Perceived influence of local food and drink on destination perception, %, May 2026



Top 2 destination types where local food and drink influence destination perception by a great deal or a fair amount

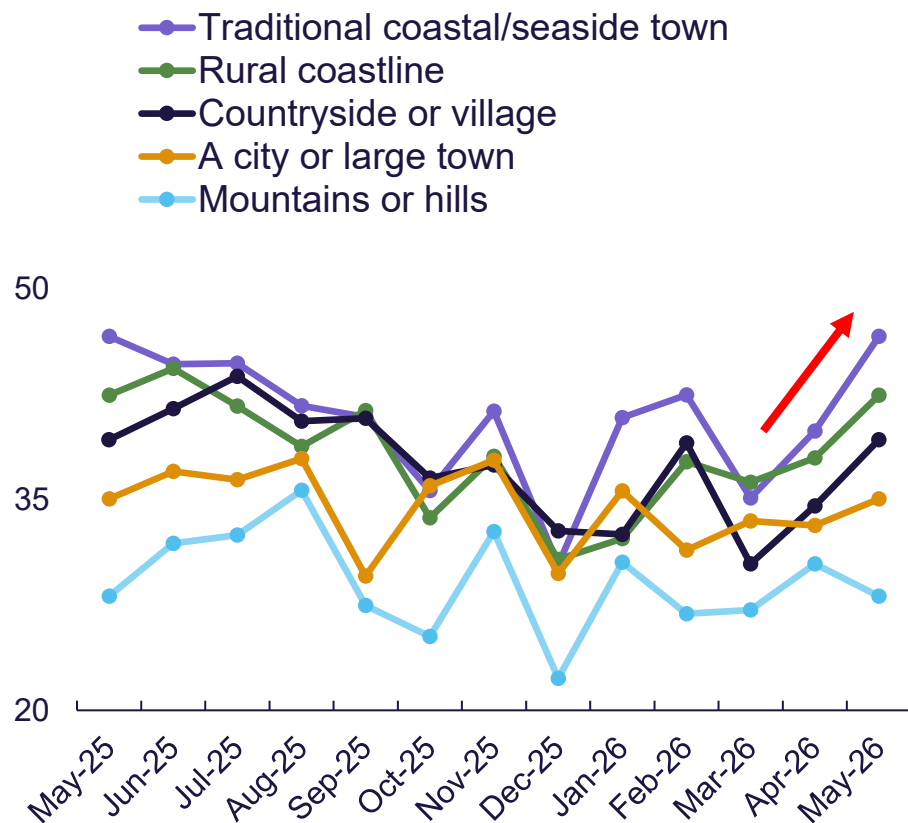
Mountains or hills	57%
A city or large town	56%

FD3. How much do the quality and distinctiveness of local food and drink influence your perception of a destination?

Sample: 1755 UK adults aged 16+

The appeal of food and drink also varies by destination, with visitors to coastal/seaside towns more likely to engage with local food and drink than those visiting other destinations

Intention to try local food and drink on the next domestic holiday by destination type, %, wave-on-wave



Friends looking at traditional pies at St Nicholas market. Location: Bristol, England.
@VisitBritain/Pinzutu

VB6fiii. Which, if any, of these activities are you likely to do on your next UK short break or holiday?

Sample: 1755 UK adults aged 16+

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