Domestic Sentiment Tracker: November 2026

Published: 19th November 2026

Fieldwork Period: 2nd to 10th November 2026

UK Results

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Note: *Overnight Business Trip Intentions questions are asked every four months (last wave September 2026, next December 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 2nd to 10th November 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.

- **November to December 2026 Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between November to December 2026
- **January to March 2027 Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between January to March 2027

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+

November 2026: Scorecard of Key Metrics

Key Metrics	November 2026	Change since October 2026
% of UK adults stating 'WORST IS STILL TO COME' regarding the cost of living crisis	58%	-1%
Proportion intending a UK overnight trip at any point in the next 12 months	81%	+5%
Proportion intending an overseas overnight trip at any point in the next 12 months	64%	=
Preference for UK over overseas in the next 12 months (vs past 12 months)	35%	+1%
Took a domestic overnight trip in the past 12 months (November 2025 – October 2026)	64%	-2%
Reduce the number of UK overnight trips due to cost of living crisis [NET 'fewer', 'not go', 'go day trips instead']	31%	+2%
Reduce the number of day trips due to cost of living crisis [NET 'fewer', 'not go on day trips']	28%	-7%
Top 3 barriers to taking a UK overnight trip in the next 6 months	1st Rising cost of living; 2nd UK weather; 3rd Rising cost of holidays/leisure	1st UK weather; 2nd Rising cost of living; 3rd Rising cost of holidays/leisure

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

November 2026: Scorecard of Key Themes

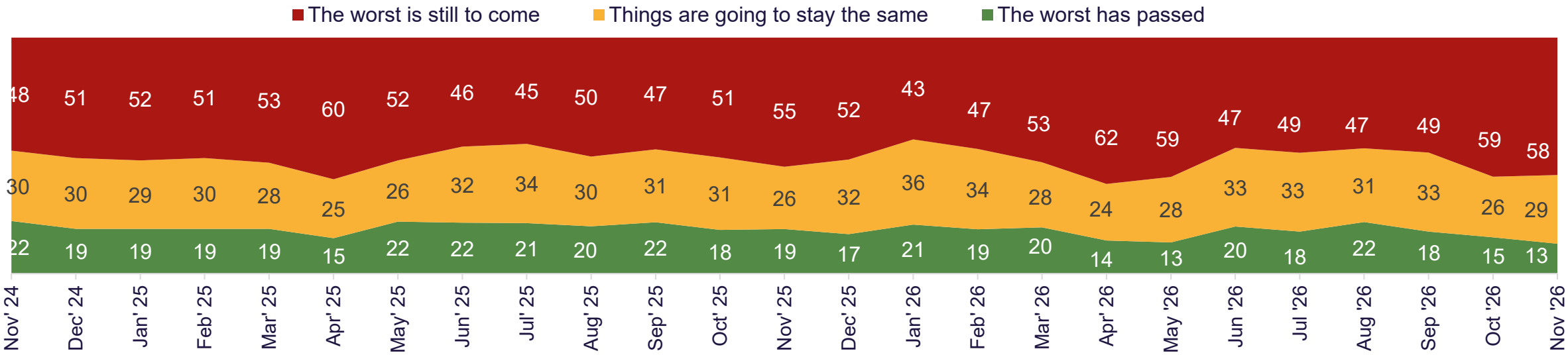
Key Theme	Question	November 2026	Change since October 2026
Accommodation	% of UK adults mentioning **'Cost of Accommodation'** as a barrier to taking UK holidays and short breaks in the next 6 months	44%	+4%
	Top 3 accommodation types planning on staying in on next UK overnight trip in November to December 2026 – % choosing '**Hotel / Motel / Inn'**	50%	+4%
	Top 3 accommodation types planning on staying in on next UK overnight trip in November to December 2026 – % choosing **'rented house or similar'**	22%	-3%
	Top 3 accommodation types planning on staying in on next UK overnight trip in November to December 2026 – % choosing '**Friends or relatives' home'**	16%	-2%
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	34%	-3%
	Activities for UK holidays and short breaks in November to December 2026 - % choosing **'Trying local food and drink'**	39%	+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	16%	-3%
	Activities for UK holidays and short breaks in November to December 2026 - % choosing to **'Visit heritage sites'**	27%	+2%
	Activities for UK holidays and short breaks in November to December 2026 - % choosing to **'Visit cultural attractions'**	24%	=
	Activities for UK holidays and short breaks November to December 2026 - % choosing to **'Visit family attractions'**	15%	=

***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 increased by +1pt since October 2026, with almost 3 in 5 believing ‘the worst is still to come’

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

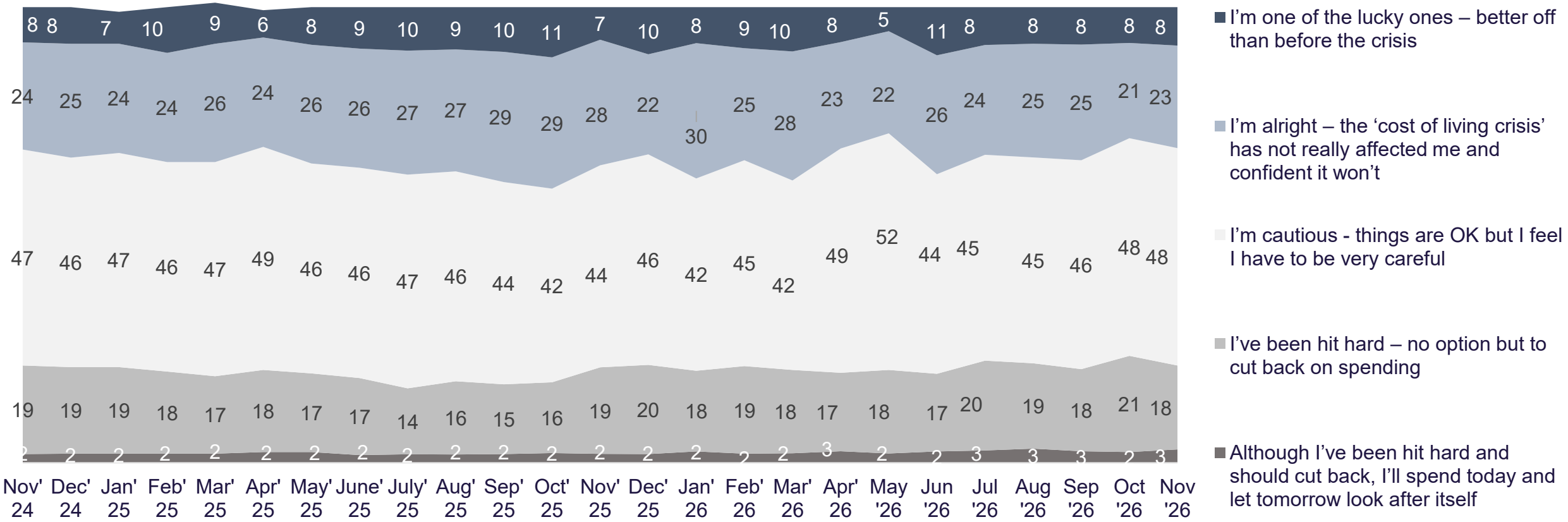


(in %)	Nov ’ 24	Dec’ 24	Jan’ 25	Feb’ 25	Mar’ 25	Apr’ 25	May 25	Jun’ 25	Jul’ 25	Aug’ 25	Sep’ 25	Oct’ 25	Nov’ 25	Dec’25	Jan’ 26	Feb’ 26	Mar’ 26	Apr’ 26	May 26	Jun’ 26	Jul’ 26	Aug’ 26	Sep’ 26	Oct’ 26	Nov’ 26
CPI 12-month rate	2.6	2.5	3.0	2.8	2.6	3.5	3.4	3.6	3.8	3.8	3.8	3.6	3.2	3.4	3.0	3.0	3.3	2.8	2.8	2.6	2.9	3.1	3.5	3.6	n/a
BOE Base rate	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	3.75	3.75	4

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. November 2026 n=1,755.
Monthly CPI data from the Office of National Statistics (ONS), latest available September 2026. Base Rate historical data from BOE Database.

Due to the cost of living crisis, most UK adults (66%) are either ‘cautious and being very careful’ (48%) or have been ‘hit hard and are cutting back’ (18%)

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

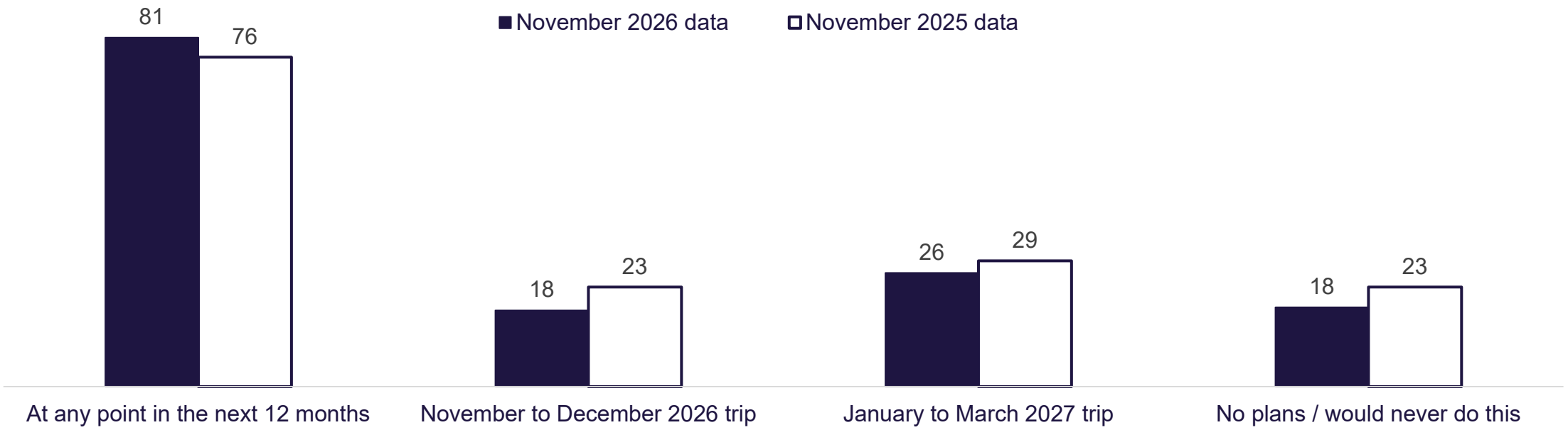


Question: Q17: There has been a lot of talk about how the ‘cost of living crisis has affected people’s financial circumstances. If you had to choose, which ONE of the following statements would best describe your feelings about your own situation, right now? Base: All respondents. November 2026 n=1,755.

2. Trip Intentions: UK and Overseas

Overnight domestic trip intentions for the next 12 months are above those anticipated in 2025, however intentions for Autumn and Winter trips are down marginally against last year

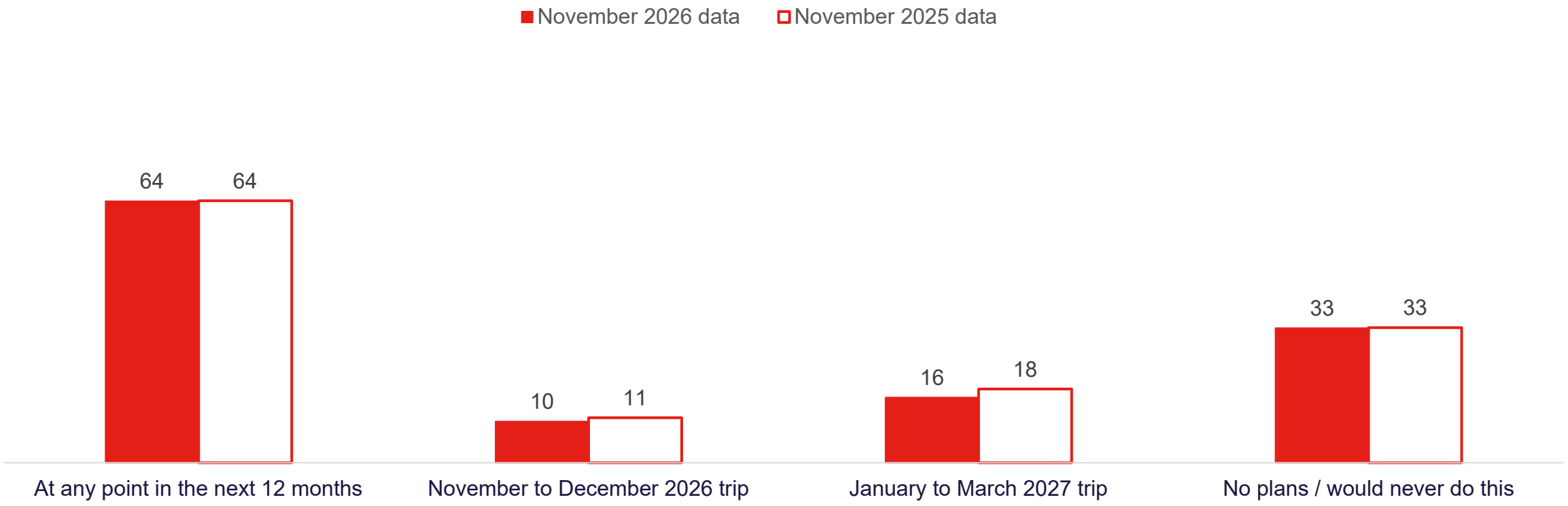
Figure 5. Proportion anticipating going on any overnight UK trips, Percentage, November 2026, UK



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. November 2026 n=1,755, November 2025 n=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 somewhat in line with last year, which is true for Nov-Dec 2026, while Jan-Mar 2027 are slightly below those anticipated in 2025

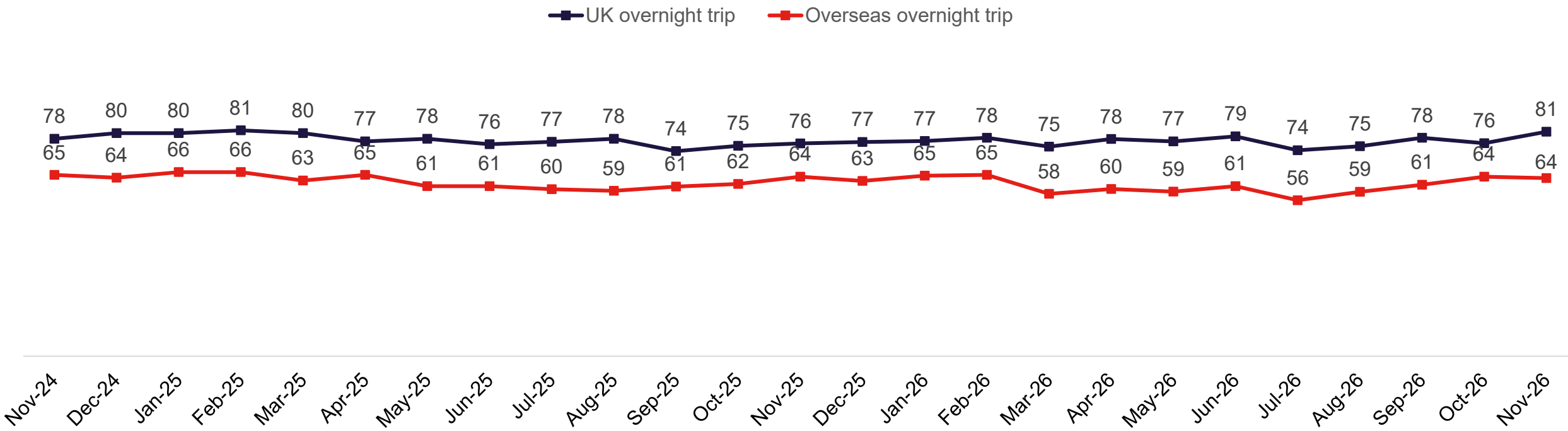
Figure 5b. Proportion anticipating going on any overnight overseas trips, Percentage, November 2026, UK



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. November 2026 n=1,755, November 2025 n=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 remain on an upward trajectory after a dip experienced in July of 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 November 2026 n=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 trips – 72% are very committed to UK trips in December 2026 compared to 78% for overseas trips in the same month

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

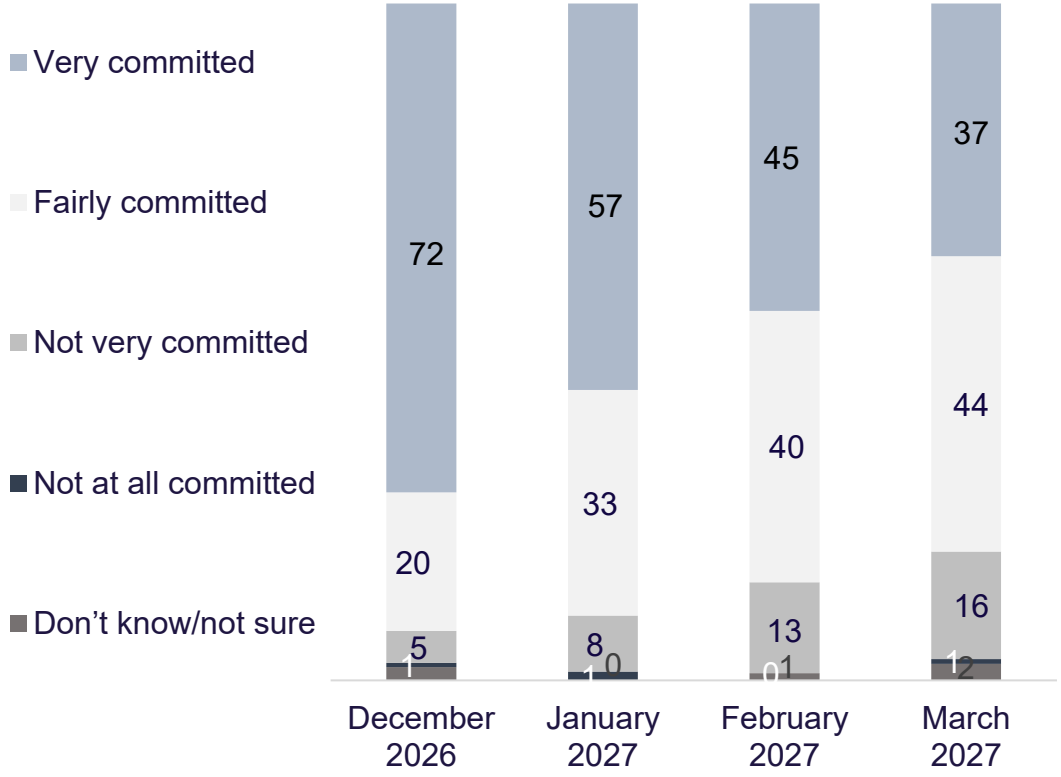
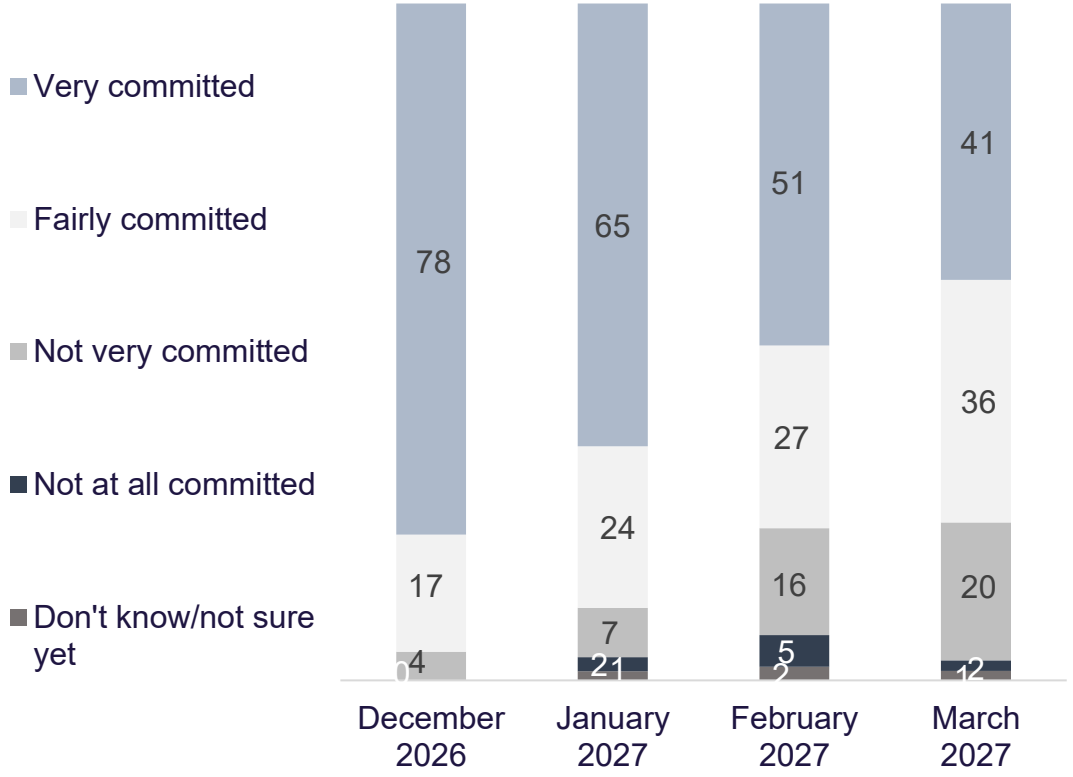


Figure 8. Commitment to taking the next overnight overseas trip, Percentage, November 2026, UK



Question: VB2ei: How committed are you to taking this next trip in [pipe: hVB3]?; Base: All November respondents: December 2026 n=220, January 2027 n=87, February 2027 n=110, March 2027 n=134. VB2eii: How committed are you to taking this next trip in [pipe: hVB2civ]? Base: All November respondents: December 2026 n=94, January 2027 n=67, February 2027 n=58, March 2027 n=71.

UK adults are more likely to choose UK trips (35%) over overseas trips (31%). ‘UK holidays are cheaper’ (55%) drives preference for UK holidays, while overseas trips have the draw of ‘better weather’ (48%)

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



TOP 5 reasons for UK preference

1. UK holidays are cheaper (55%)
2. UK holidays are easier to plan (53%)
3. Shorter / quicker travel (51%)
4. Global conflicts or warzones overseas (39%)
5. I want to take holidays in places I am familiar with (37%)

TOP 5 reasons for Overseas preference

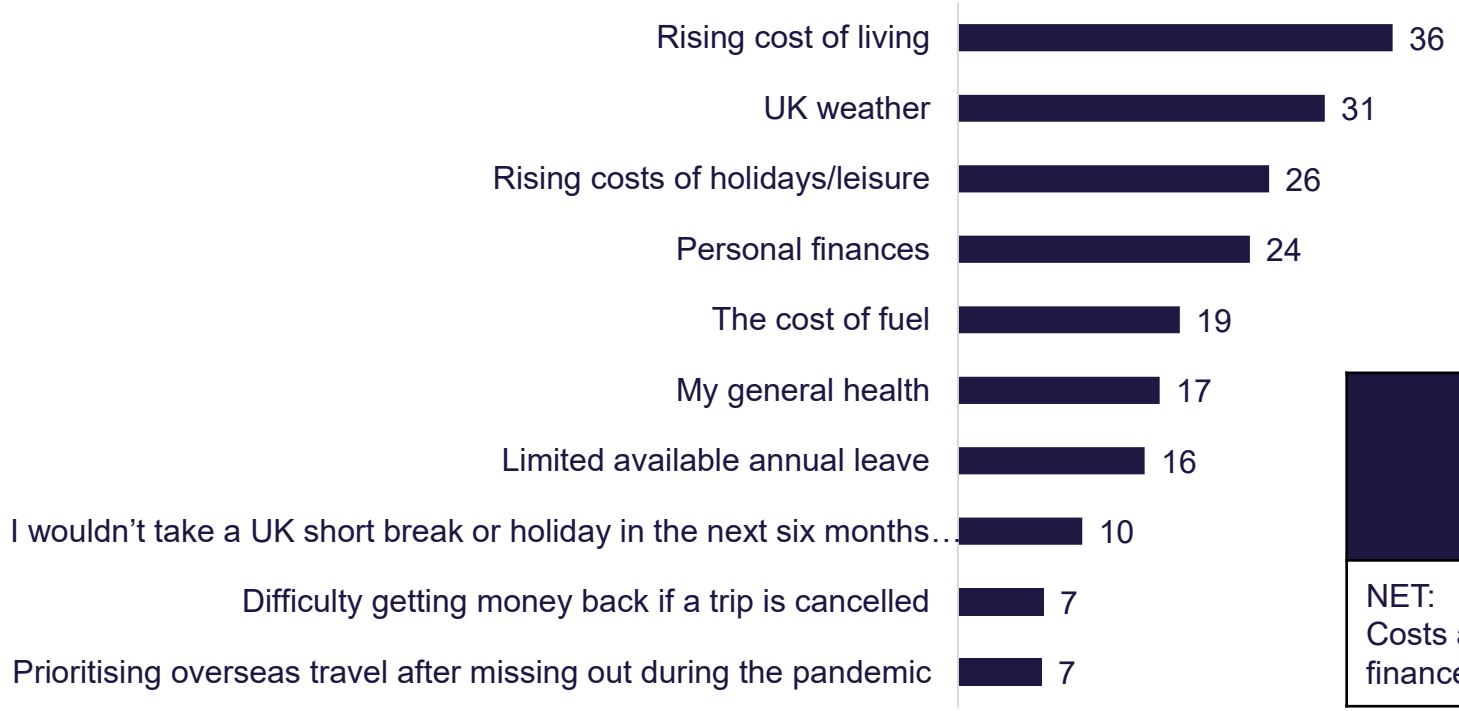
1. Better weather (48%)
2. I want to visit new places/experience new cultures (44%)
3. Overseas holidays are cheaper (28%)
4. To visit friends or relatives (22%)
5. I’m prioritising overseas trips after missing out in the last few years (19%)

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. November 2026 n=1,755. VB2k. Why are you more likely to choose a UK trip than an overseas trip? November 2026 n=629. VB2l. Why are you more likely to choose an overseas trip than a UK trip? November 2026 n=518.

The top potential barriers to taking overnight UK trips in the next 6 months are ‘rising cost of living’ at 36%, followed by ‘UK weather’ at 31% and ‘rising costs of holidays/leisure’ at 26%. The ‘costs and finances’ barrier is marginally up from October 2026

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



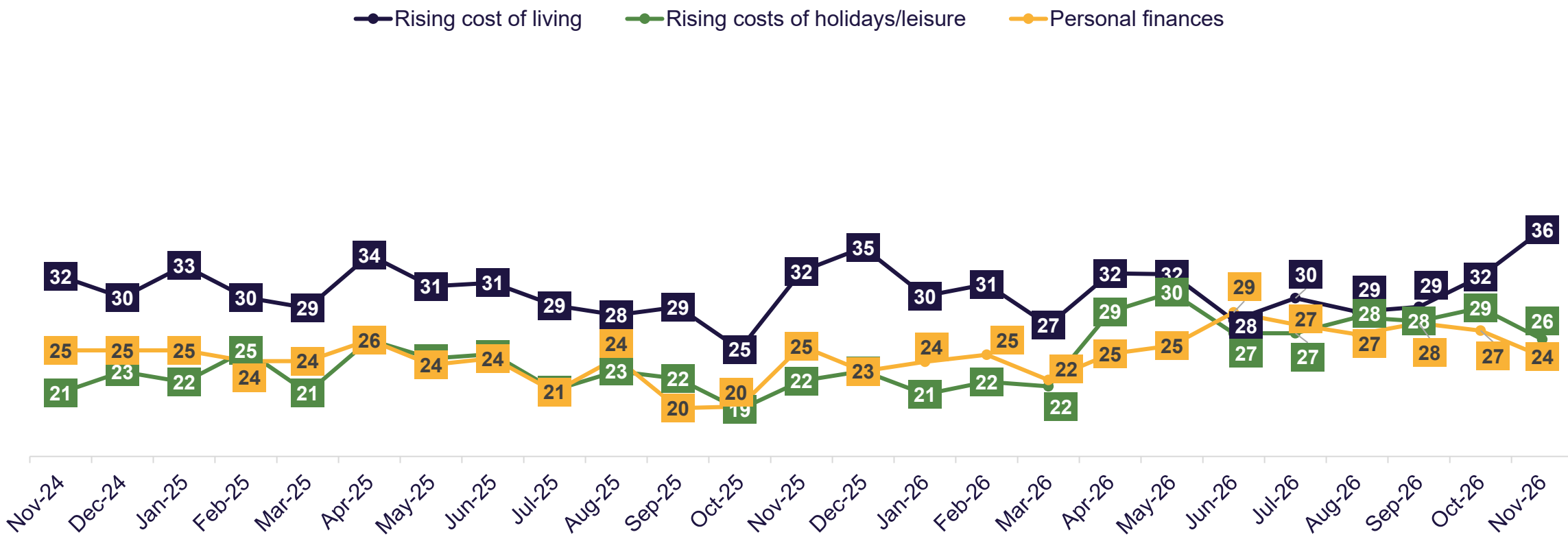
	August 2026 Data	September 2026 Data	October 2026 Data	November 2026 Data
NET: Costs and finances	56%	54%	58%	59%

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. November 2026 n=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’

Financial barriers to taking overnight domestic trips have seen an increase for ‘rising cost of living’. Holiday costs and personal finances have both declined

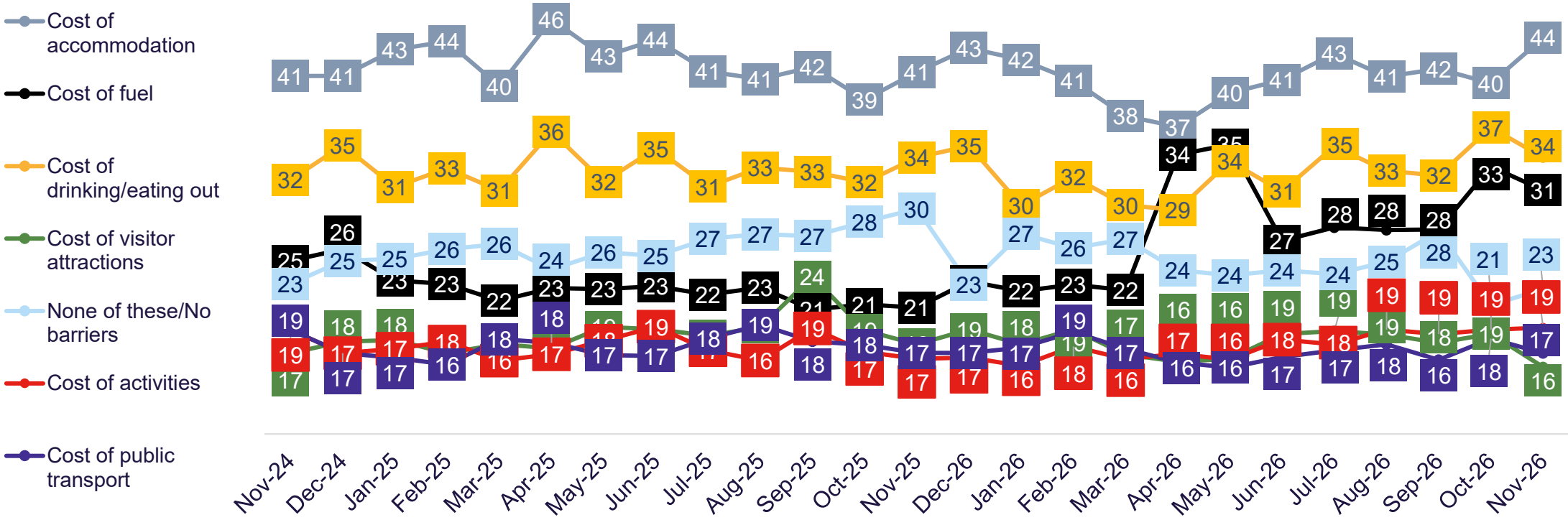
Figure 10b. Perceived financial barriers to an overnight trip in the UK in next 6 months, Wave-on-wave, Percentage, UK



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. November 2026 n=1,755.

Focusing on barriers related directly to the cost of a domestic overnight trip, these are somewhat consistent with last month, with cost of accommodation the only barrier seeing an uplift

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: November 2026 n=1,755.

UK adults plan to cut their overnight trip spending on eating out (26%) and accommodation (24%). 31% will reduce the number of overnight trips they will take

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



Reduce the number of UK overnight trips	August 2026 data	September 2026 data	October 2026 data	November 2026 data
NET: ‘fewer’, ‘not go’, ‘go day trips instead’	27%	25%	29%	31%

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: November 2026 n=1013. *Question format changed in March 2024.

In terms of UK day trips, 23% will ‘take fewer day trips’, while 21% will ‘spend less on eating out’. 28% will take fewer day trips or not go on any at all – down on October 2026

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

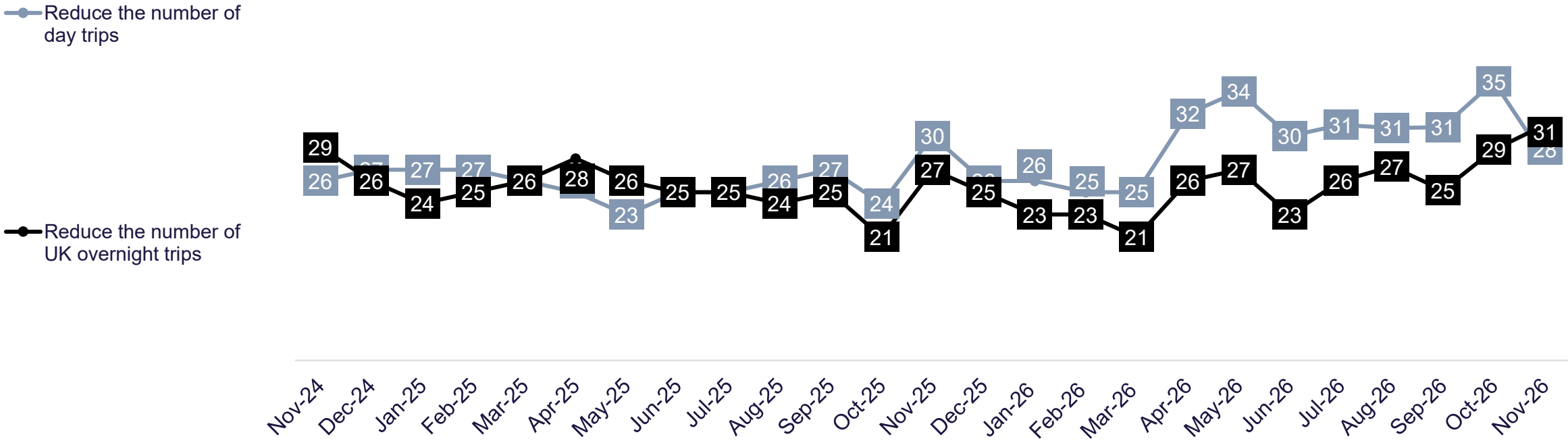


Reduce the number of day trips	August 2026 data	September 2026 data	October 2026 data	November 2026 data
NET ‘fewer’, ‘not go on day trips’	31%	31%	35%	28%

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: November 2026 n=881. *Question format changed in March 2024.

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

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

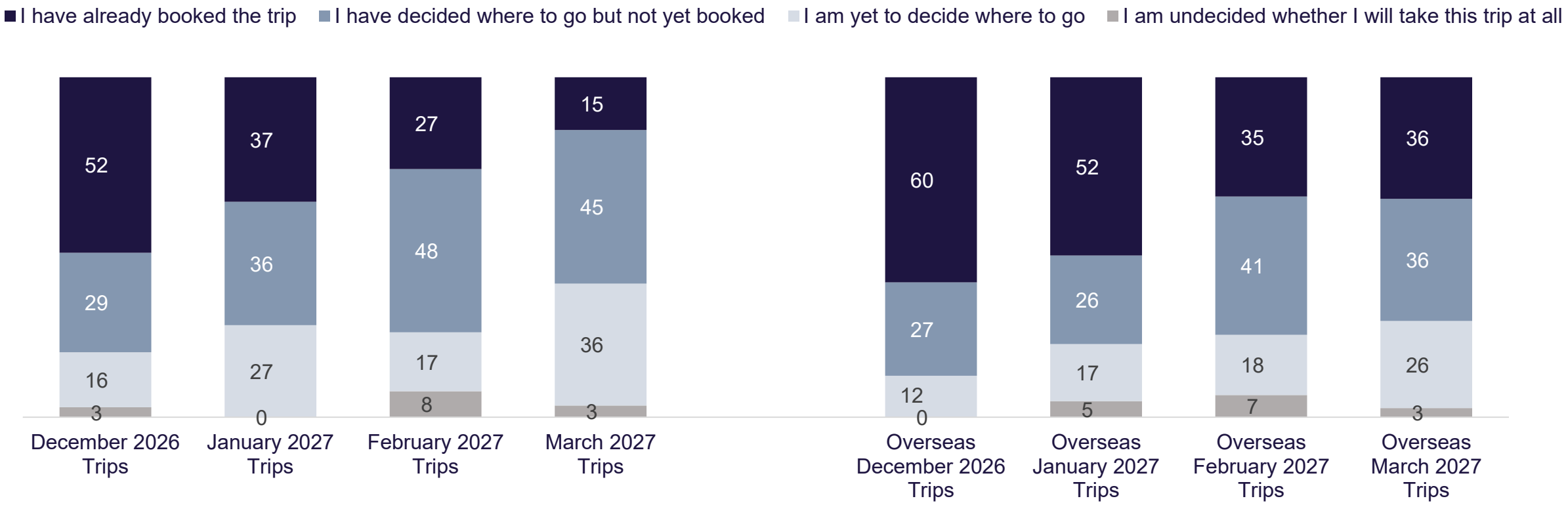


Question: VB7c. How, if at all, would you say the 'cost of living crisis' is likely to influence your UK short breaks or holidays in the next six months?
Base: November 2026 n=1013. Question: VB7Cii. How, if at all, would you say the 'cost of living crisis' is likely to influence your day trips in the next few months? Base: November 2026 n=881. *Question format changed in March 2024. **VB7Cii was introduced in August 2022

3. The Next Trip: Overnight and Day Trips

52% of UK intenders have already booked their domestic trips for December 2026, while 60% have already booked their overseas trips for the same month

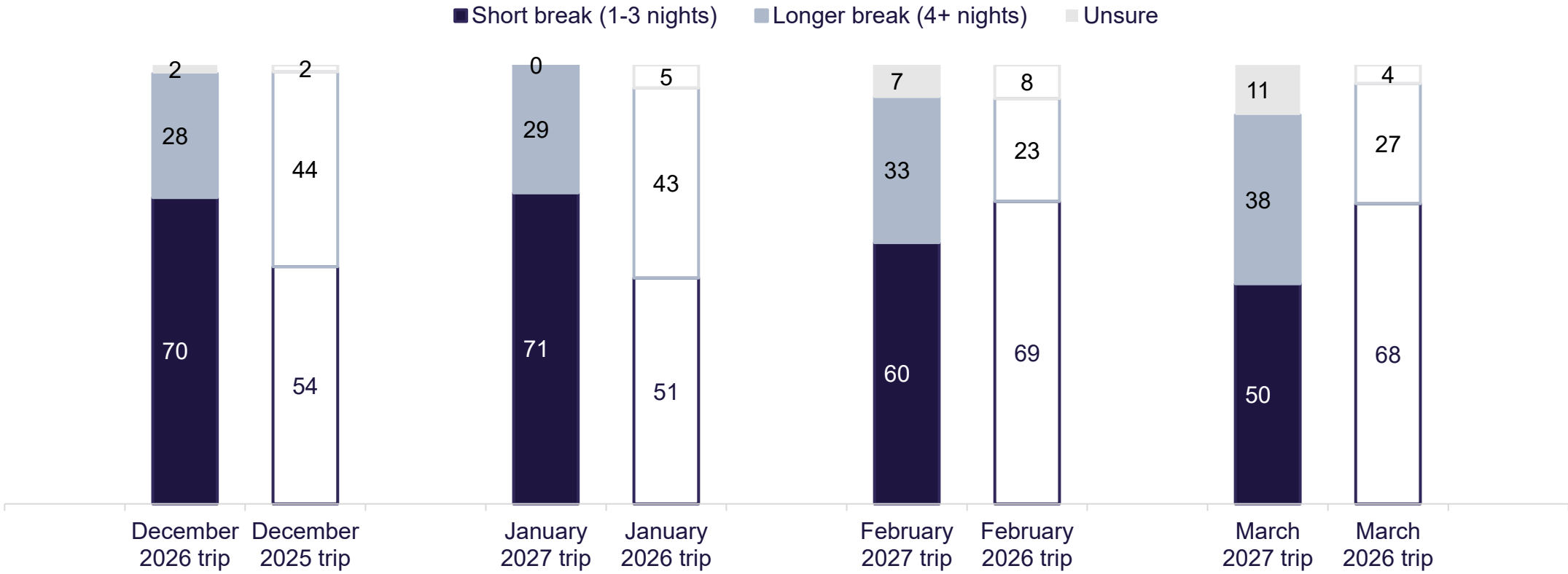
Figure 15. Planning and booking the next intended UK and overseas overnight trip, Percentage, November 2026, UK



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: December 2026 n=220, January 2027 n=87, February 2027 n=110, March 2027 n=134. VB2g, Which of the following best describes how close you are to booking your next overnight OVERSEAS trip in VB2c(III)? Base: Overseas trip: December 2026 n=94, January 2027 n=67, February 2027 n=58, March 2027 n=71.

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

Figure 17. Length of next UK holiday or short break by time period, Percentage, November 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 November 2026 respondents intending to take next holiday or short break in each time period: December 2026 n=220, January 2027 n=87, February 2027 n=110, March 2027 n=134. All November 2025 respondents: December 2025 n=308, January 2026 n=89, February 2026 n=107, March 2026 n=138.

London is the most preferred UK overnight destination for trips in November to December 2026, while the South West and Scotland are the most preferred from January to March 2027

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

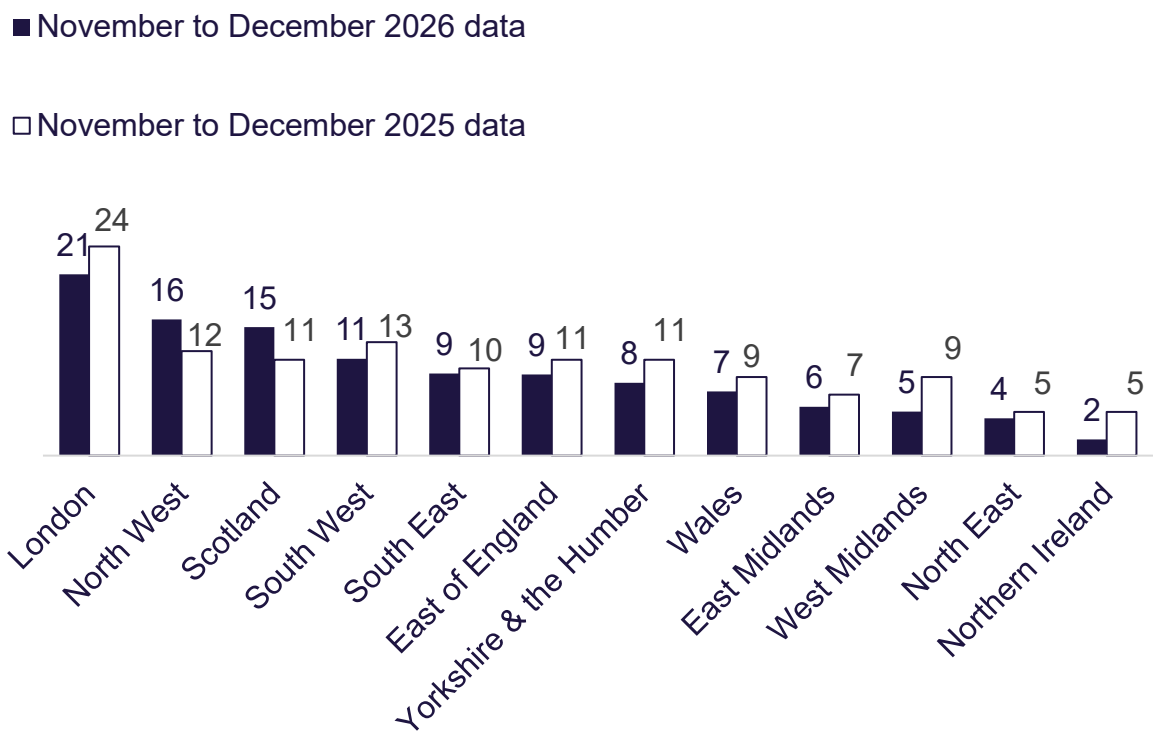
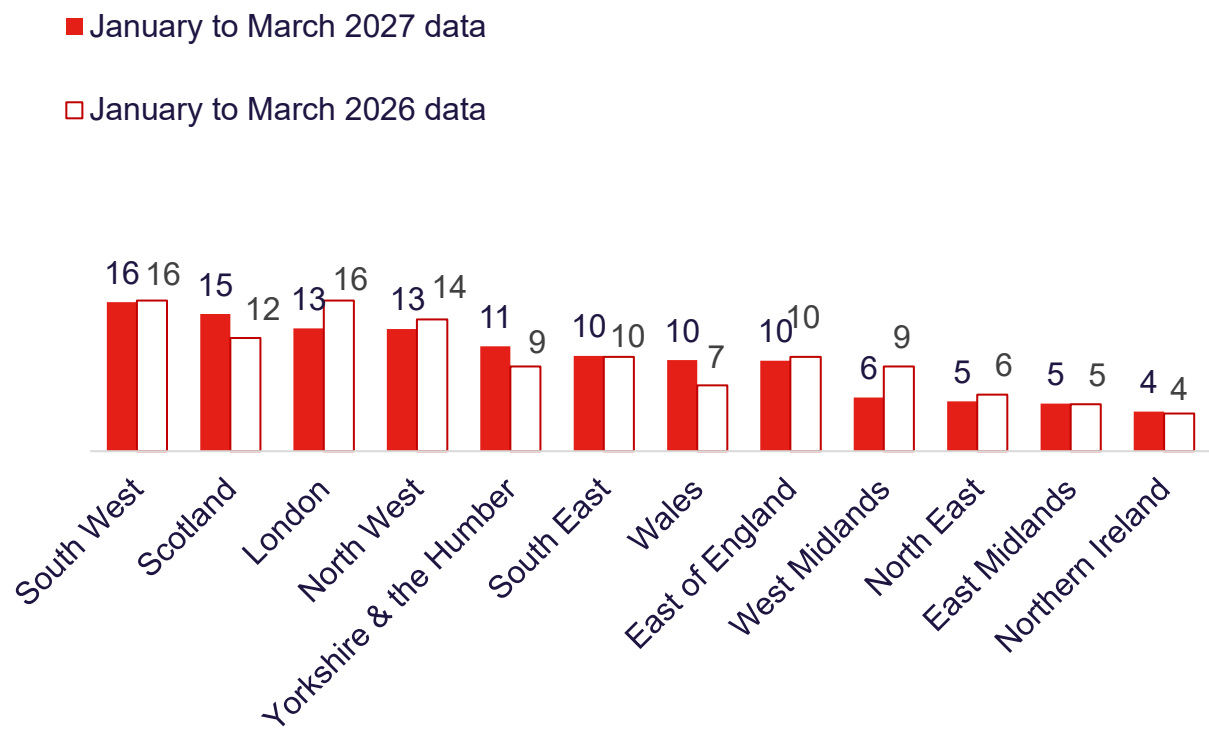


Figure 19. Where planning on staying on next UK overnight trip in January to March 2027, Percentage, October and November 2026, UK



Question: QVB4a. Where in the UK are you likely to stay on this next trip in <insert month>?
Base: All October 2026 and November 2026 respondents planning on taking a holiday or short break the November to December 2025 n=829, January to March 2026 n=560. November to December 2026 n=668, January to March 2027 n=600.
Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate staying in more than one location.

The top destination type for both November to December 2026 and January to March 2027 trips is ‘A city or large town’

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

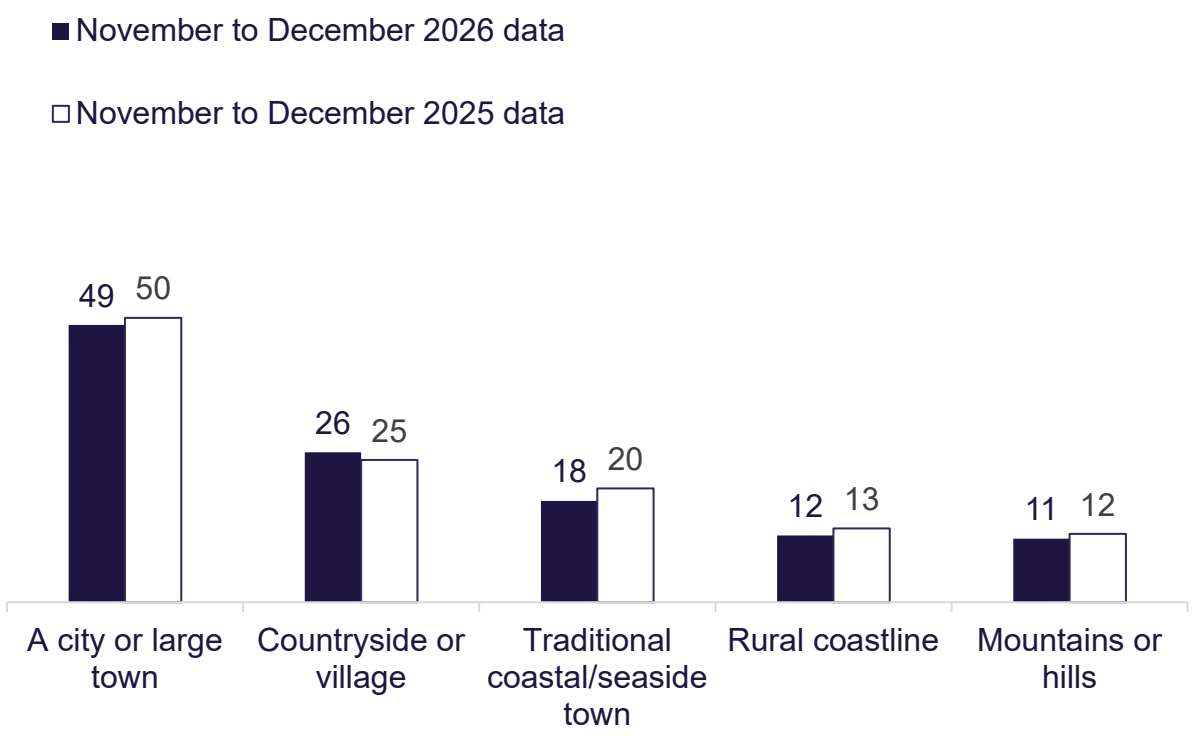
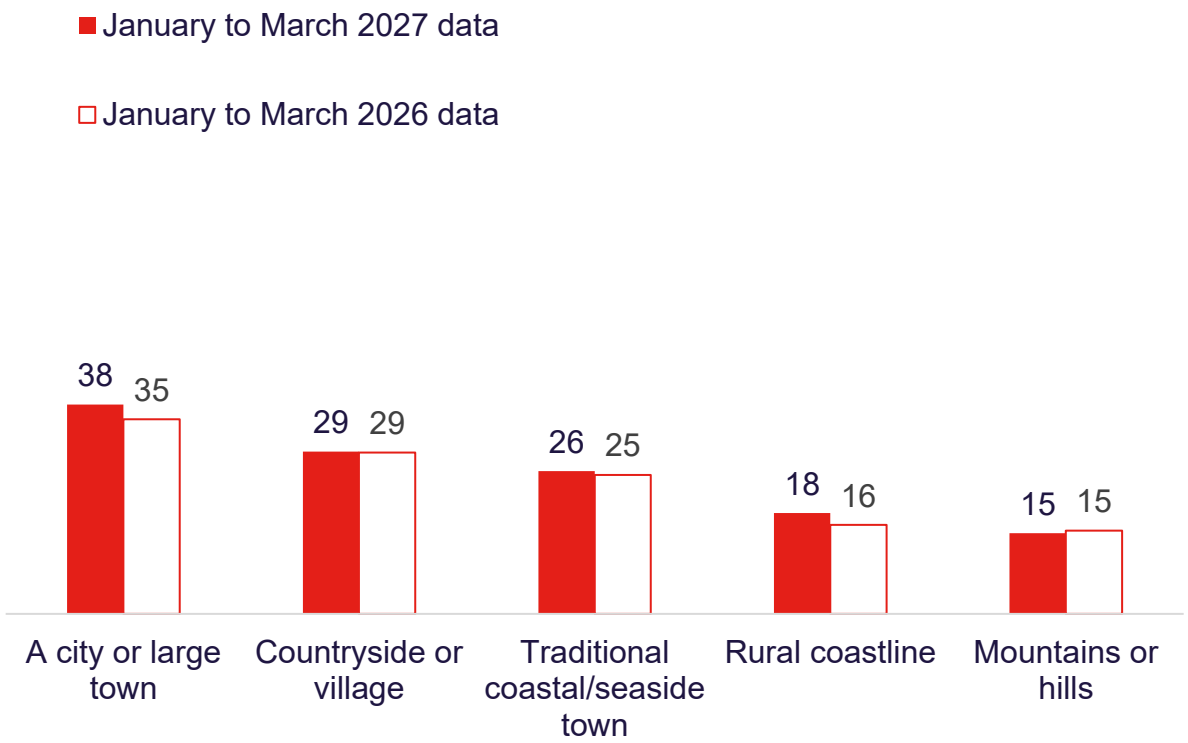


Figure 21. Types of destination for overnight trip in January to March 2027 Percentage, October and November 2026, UK



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 October 2026 and November 2026 respondents planning on taking a holiday or short break in the November to December 2025 n=829, January to March 2026 n=560. November to December 2026 n=668, January to March 2027 n=600.

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

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

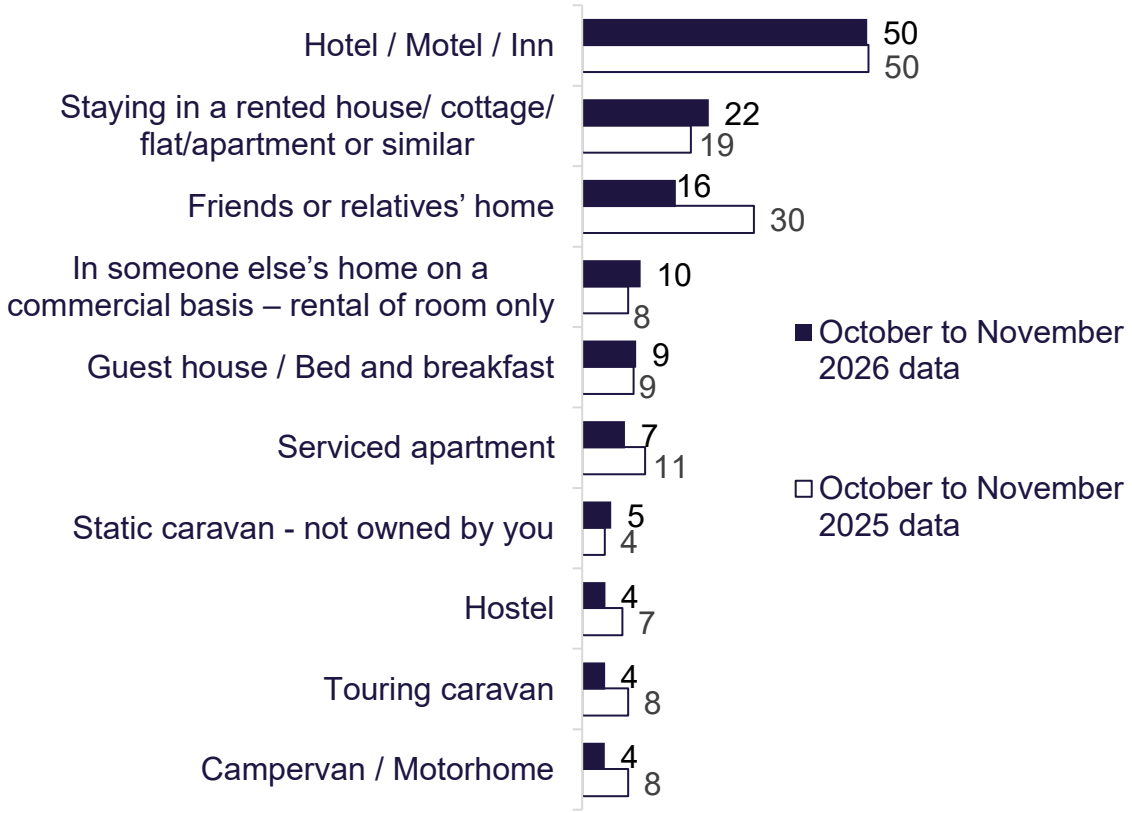
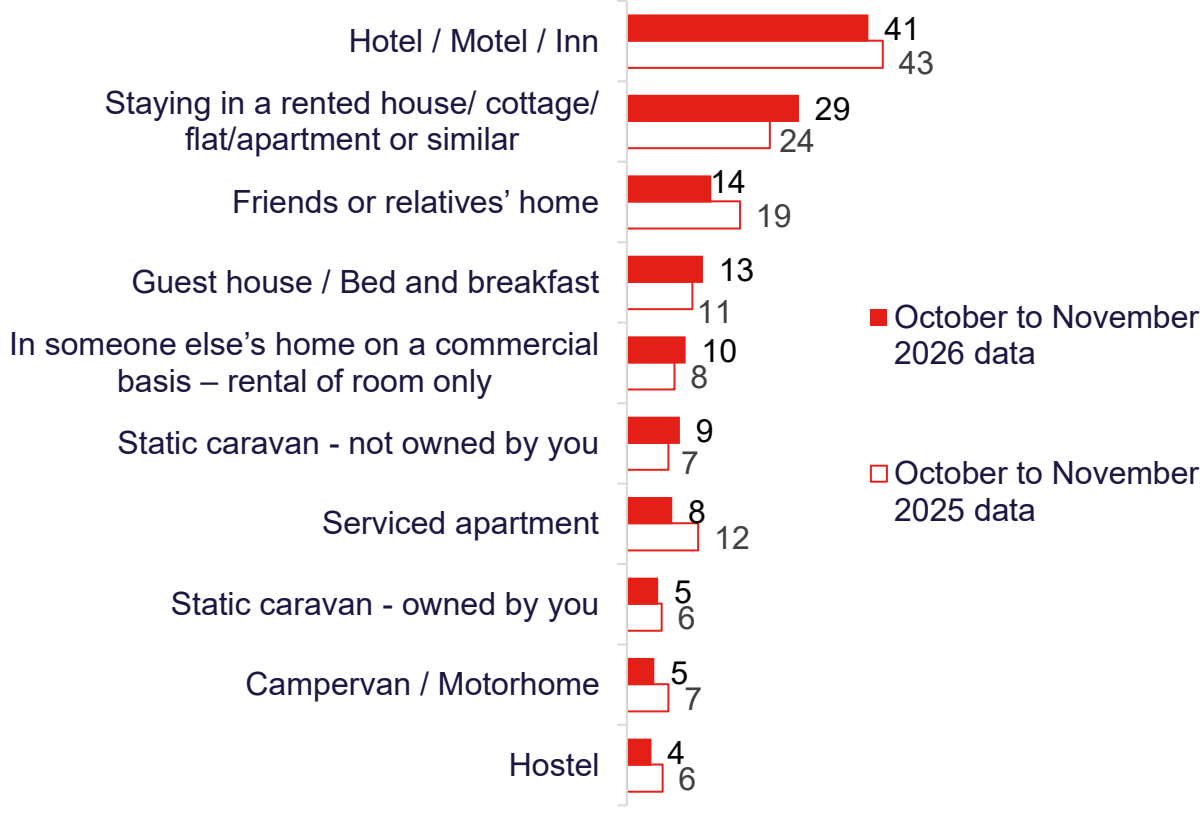


Figure 25. Top 10 accommodation types planning on staying in on next UK overnight trip in January to March 2027 Percentage, October and November 2026, UK



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 October 2026 and November 2026 respondents planning on taking a holiday or short break in the November to December 2025 n=829, January to March 2026 n=560. November to December 2026 n=668, January to March 2027 n=600.

*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 November 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 November to December 2026 Percentage, November 2026, UK, Full list



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



Question: VB6fii. Which of the following best describe your motivation/s for this trip?
Base: All November 2026 respondents planning on taking a holiday or short break in the UK between November to December 2026 n=328 and January to March 2027 n=331. Note: Multiple choice question. Totals may exceed 100%.

The top activity for both November 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 November to December 2026 Percentage, November 2026, UK, Full list

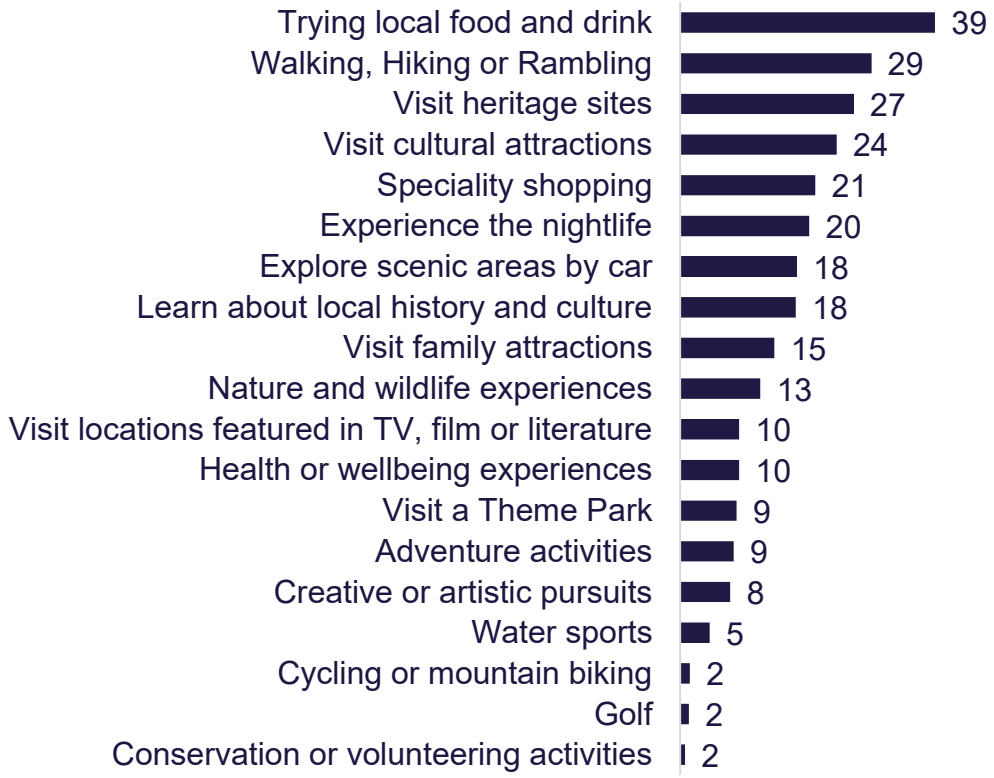
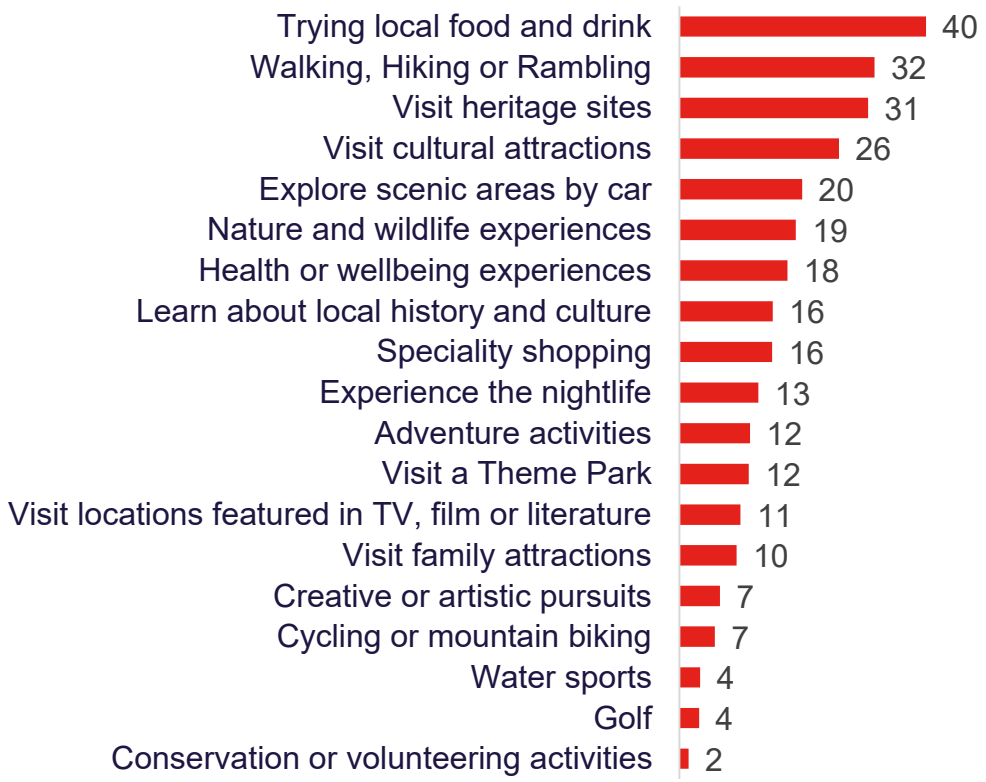


Figure 31. Activities for UK holidays and short breaks in January to March 2027 Percentage, November 2026, UK, Full list

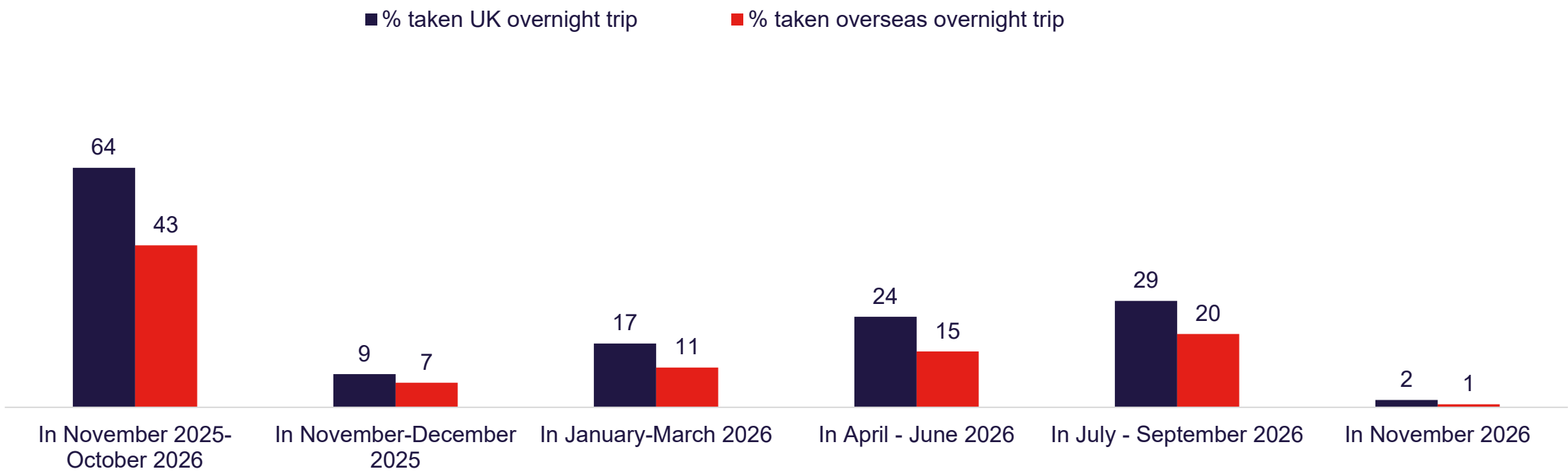


Question: VB6fiii. Which, if any, of these activities are you likely to do on your next UK short break or holiday in <INSERT MONTH FROM VB2A>?
Base: All November 2026 respondents planning on taking a holiday or short break in the UK between November to December 2026 n=328 and January to March 2027 n=331. Note: Multiple choice question. Totals may exceed 100%. *Visited theme parks was added to the list in March 2024
“Visiting a Working Farm” recorded ‘0’ for both Nov-Dec 2026 and Jan-Mar 2027 and therefore has been omitted from the chart for reporting reasons

4. Past UK and Overseas Trips

Almost 2 in 3 have taken a UK overnight trip in the past 12 months, while 43% have taken an overseas overnight trip during the same time period

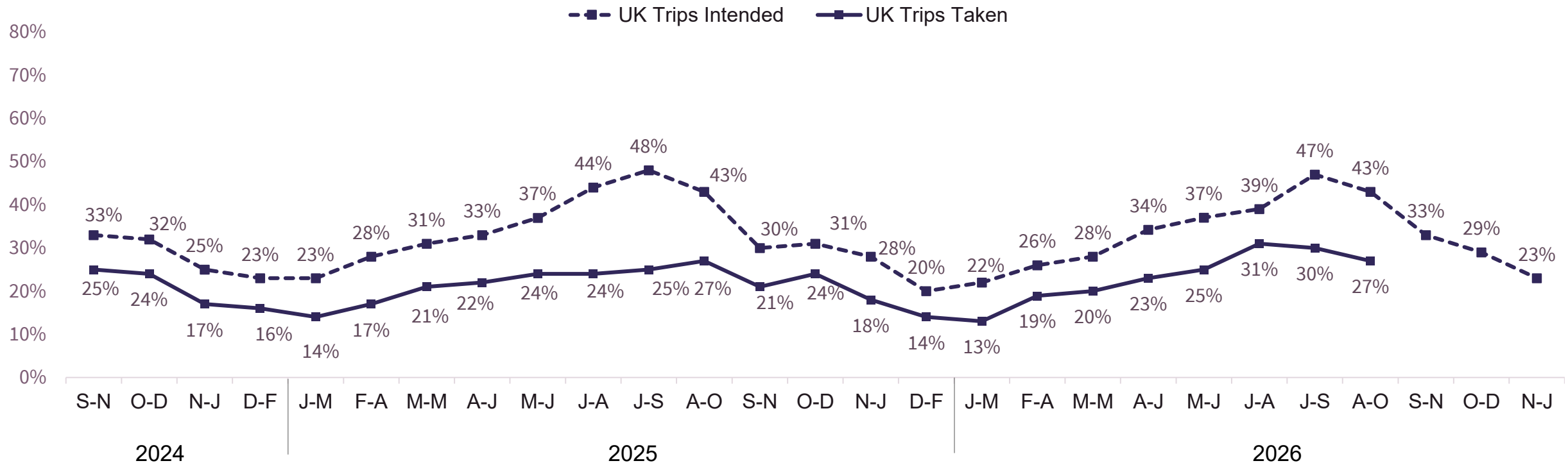
Figure 32. Proportion UK adult population who have taken an overnight UK or overseas trip in below time period, Percentage, November 2026, UK



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 November 2026 n=1,755.
Multiple choice question. Totals may exceed 100% as some respondents anticipate taking more than one trip.

27% of UK adults went on a domestic overnight trip between August and October 2026 – on par with the same period last year

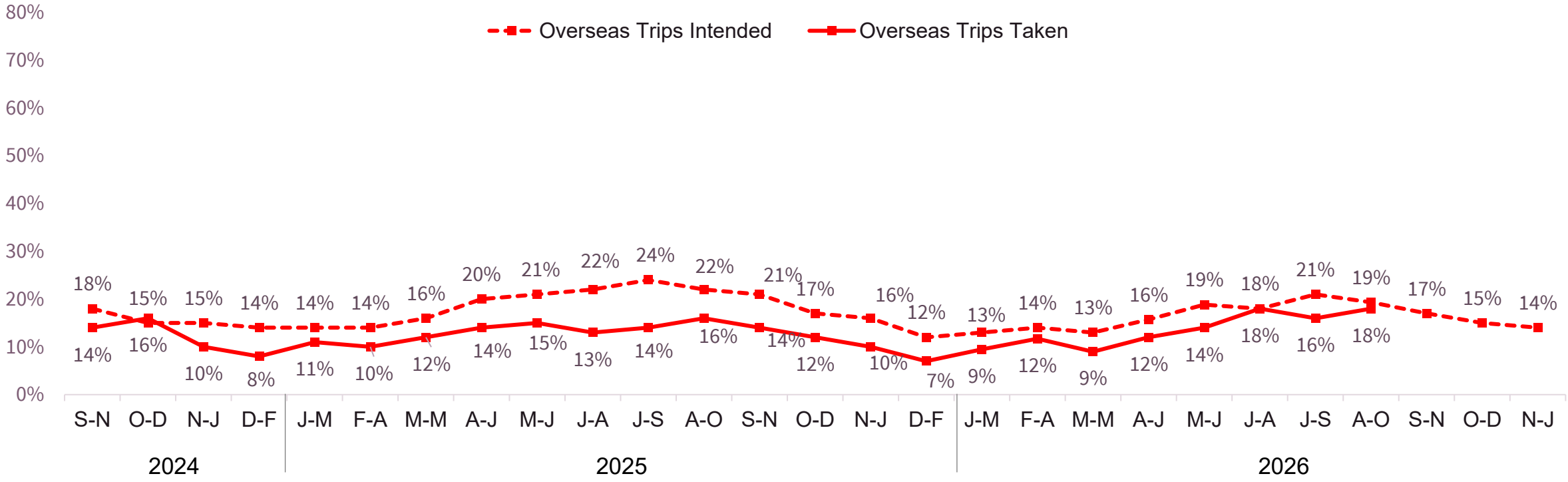
Figure 32b. Incidence of UK short breaks or holidays intended within next 3 month and taken in last 3 months of UK adult population, Percentage, November 2026, UK



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 n=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 October 2026.

18% went on an overseas holiday between August and October 2026, up marginally from levels seen in the same period last year (16%). The gap between intention and trips is smaller for overseas trips compared to UK trips

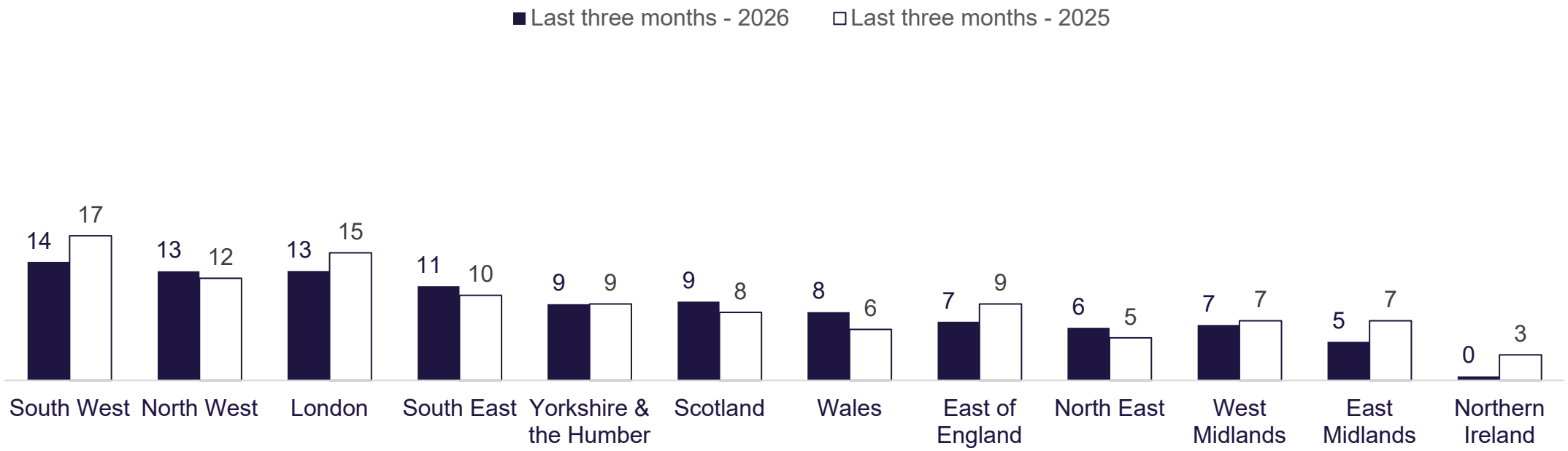
Figure 32c. Incidence of overseas short breaks or holidays intended within next 3 month and taken in last 3 months of UK adult population, Percentage, November 2026, UK



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 n=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 was the most popular destination for domestic trips in the past three months, followed closely by the North West and London tying second

Figure 33. Destination of overnight trips taken in UK in the past three months, Percentage, November 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 November 2026 respondents that took an overnight trips in the last three months n=499, November 2025 respondents n=490.
Note: Multiple choice questions. Totals may exceed 100% as some respondents stayed in more than one location or travelled for more than one purpose

Methodology & Further Data

Methodology

- This report presents findings from the November 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.