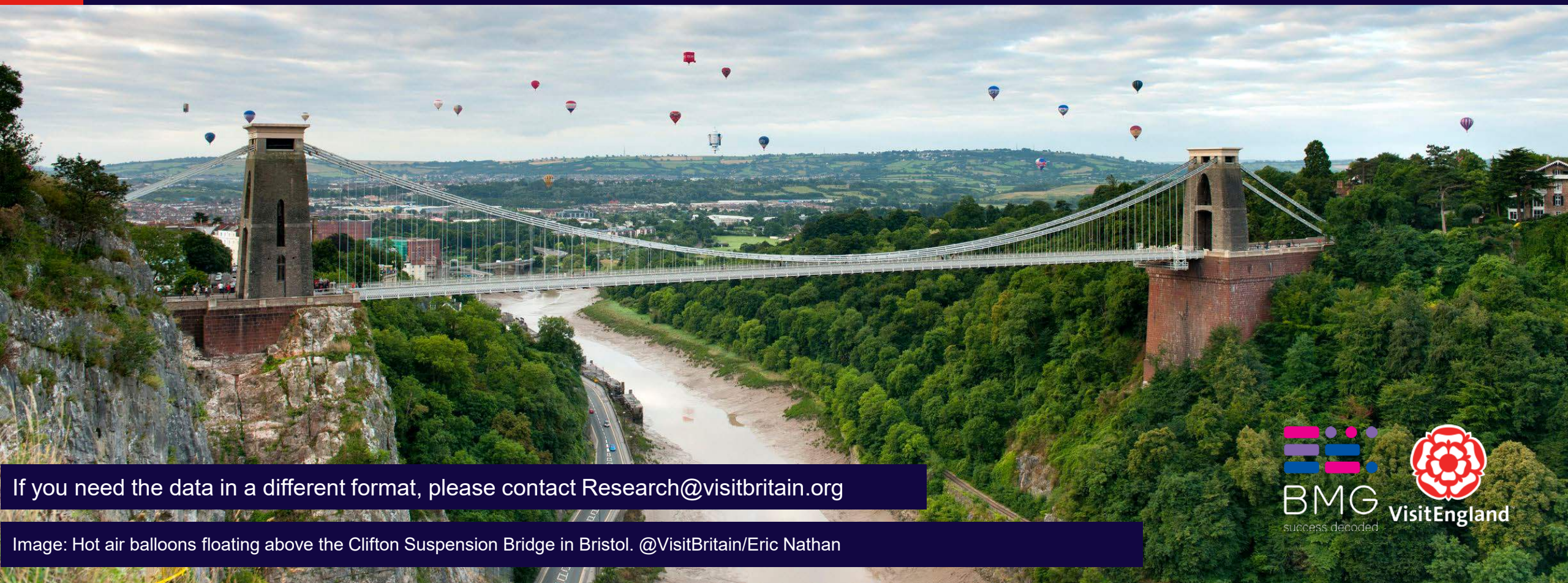


GB Tourist Annual Report 2024

Domestic overnight trips in Britain and in England

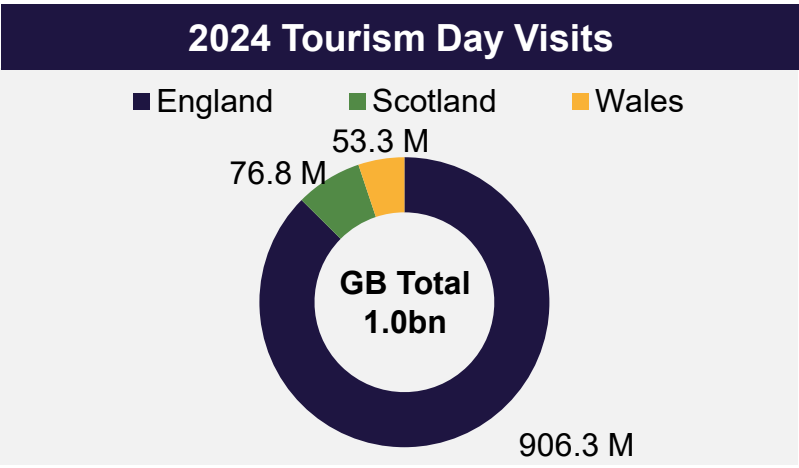
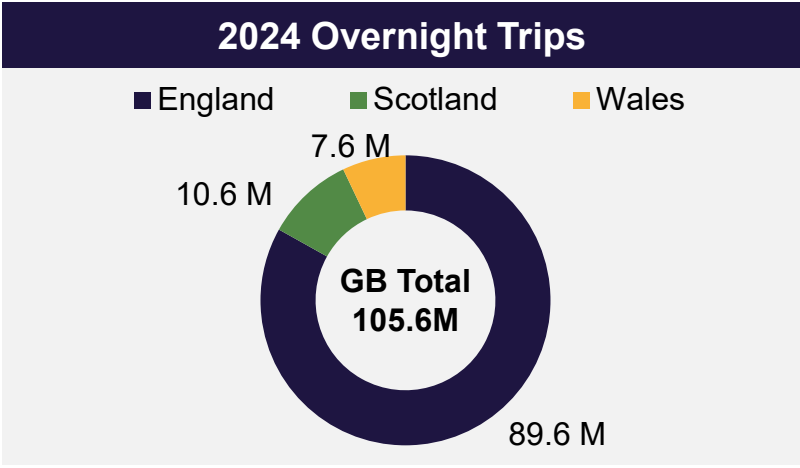
Source: Great Britain Tourism Survey / Published: 29th May 2025



If you need the data in a different format, please contact Research@visitbritain.org

Image: Hot air balloons floating above the Clifton Suspension Bridge in Bristol. @VisitBritain/Eric Nathan

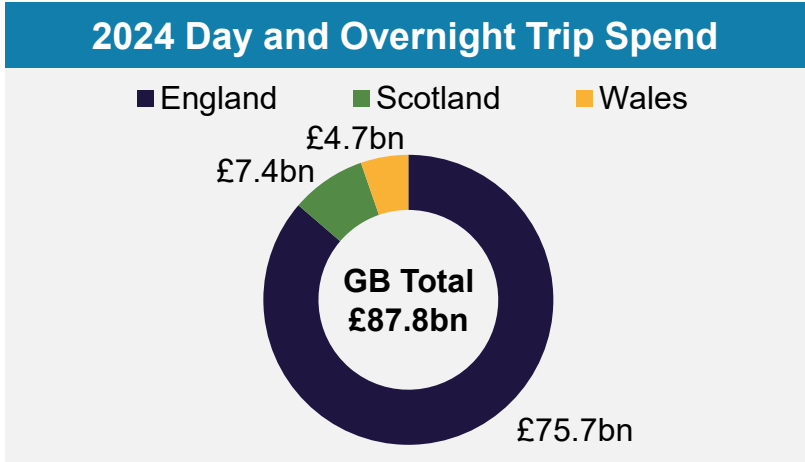
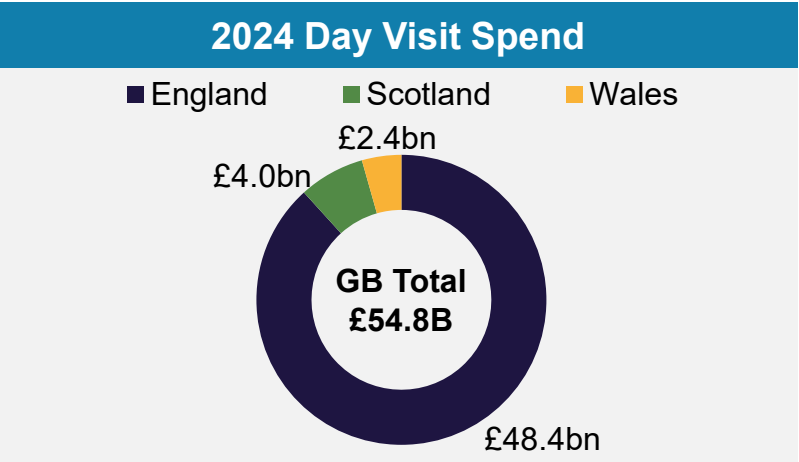
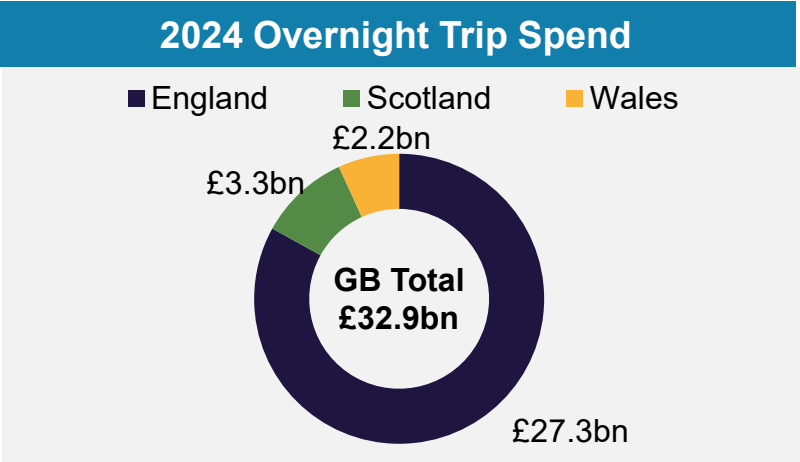
Great Britain domestic tourism in 2024: Britain residents took 1.0 billion day visits and 106 million overnight trips in Britain. Spend for all domestic trips in Britain was £87.8 billion.



England 2024 overview:

Britain residents took 906 million day trips and 90 million overnight trips in England in 2024.

Spend for all domestic trips in England in 2024 was £76 billion, with day trips comprising 64% of the total.



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Introduction

- The Great Britain Tourism Survey (GBTS) is a national consumer survey which includes two core domestic modules, overnight trips and day visits. The overnight trips module is used to draw estimates of the volume and value of domestic overnight trips by Britain residents.
- This report focuses on the domestic tourism statistics for 2024 for England. Throughout the report the tourism statistics for 2022 and 2023 are used to highlight trends in trips, spend and bednights. Detailed results for Scotland and Wales are published by [VisitScotland](#) and [Visit Wales](#) respectively.
- A methodological review was conducted in 2024, following which a number of methodological improvements were implemented. All data for the 2024, 2023 and 2022 in this report reflect the updated methodology, details of which can be found on the [VisitEngland website](#).
- The GBTS 2024 and 2023 data has been published as *statistics in development*. More information on this can be found on the [Office for Statistics Regulation website](#).
- Due to the methodological changes implemented post 2019, the data from 2022* onwards cannot be compared to the results up to 2019. (*Please note that data for 2020 and 2021 are not published as due to COVID pandemic lockdowns, the complete calendar year data is not available.)
- The survey is jointly sponsored by VisitEngland, VisitScotland and Visit Wales, and is currently undertaken by independent research agency, BMG. Together with the [Great Britain Day Visit Statistics \(GBDVS\)](#), which is available as a separate report, these statistics are the largest and most comprehensive picture of Great Britain domestic travel.

Definitions



Great Britain Domestic Overnight Trip

To qualify as an eligible Great Britain Domestic Overnight Trip the following criteria must be met:

- Involved a stay of at least one night in one or more of the GB nations
- Trip is not taken on a frequent basis – takes place less often than once a week

Key Measures

- **Trips** - An estimate of what the grossed-up number of overnight trips undertaken by the population, within the time period and other parameters specified, would be if the quota sample is representative of the whole GB population.
- **Spend** - Is an estimate of what the total expenditure relating to the volume of overnight visits undertaken by the GB population, within the time frame and other parameters specified, would be if the quota sample is representative of the whole GB population.
- **Nights** - An estimate of what the grossed-up number of nights spent on overnight trips undertaken by the population, within the time period and other parameters specified, would be if the quota sample is representative of the whole GB population

Source: Great Britain Tourism Survey 2024
Release date: 29 May 2025



Journey Purpose

- **Total trips.** This includes estimates of trips, nights and spend on all overnight trip types for all eligible purposes.
- **Holiday trips.** The main purpose of the trip was for holiday, pleasure or leisure.
- **Visiting friends or relatives (VFR).** The main purpose of the trip was for visiting friends and relatives.
- **Business trips** – The main purpose of the trip was for business.
- **Miscellaneous trips** – The main purpose of the trip was for another type of trip taken not covered by the above classifications including personal events, public events, or for study, medical, religious purposes or any overnight stay in the UK as part of an overseas trip.

Context

- **Cost-of-Living:**
 - UK inflation, as measured by the [Consumer Prices Index \(CPI\)](#), was 2.5% in 2024 overall, down from 4% at the start of 2024. Although inflation peaked at 11.1% in October 2022, cost of living pressures were still a key concern in Great Britain in [2024](#).
 - In July 2024, the UK government implemented changes to the Winter Fuel Payment scheme, means-testing the eligibility for the allowance, impacting on many pensioners' finances.
- **Domestic Sentiment:** While the sentiment related to the cost-of-living crisis improved throughout 2024, vs 2022, there were still c70-80% of consumers who either believed that worst was still to come (c40-50%) or that things will stay the same (i.e. not worsening, nor improving; 30-40%). However, sentiment shifted throughout the year, with Q4 being the most negative. In 2024, costs and finances were reported as the main barrier to domestic tourism, hovering around the 50-60% mark each month of 2024.
- **Domestic day visits:** There were 1.03 billion domestic tourism day visits in Britain in 2024, representing a 12% decrease since 2023. Spend on day visits in Great Britain increased by 5% year-on-year in 2024, to £54.8bn, and the average spend per day visit in Great Britain rose from £44 in 2023, to £53 in 2024.
- **Overseas trips:** UK residents increased their overseas trips. Following a 22% year-on-year increase in 2023, Q1 and Q2 2024 showed a further increase in overseas trips volume by 9% on the same period of 2023 ([see the Office for National Statistics data](#)).
- **Weather:** The [MET](#) office reported that 2024 was the fourth warmest year on record for the UK, behind only 2022, 2023 and 2014. Spring was the warmest on record for the UK, which saw a record-high average temperature for May. February was the second warmest on record for the UK and December the fifth warmest. On the other hand, the summer months of June, July and September were slightly cooler than average. The year was relatively wet, with 7% more rainfall than average and 9 storms throughout in 2024.



Summary

Image: Aerial view of coastal town with pier, beach, boats and colourful houses lined along shoreline at sunrise. Deal, Kent, England. @VisitBritain/Robin Creative Media

Summary of findings - 2024 domestic overnight trips (1/2)

Great Britain

- There were 106 million overnight trips in Great Britain in 2024, representing a 10% decrease since 2023 and a decline of 14% vs 2022. Q1 2024 recorded the largest decline (19%) vs Q1 2023; however, Q4 2024, while only 9% below Q4 2023, was 24% below Q4 2022. In contrast to the general drop in volume, domestic overnight stay as part of an overseas trip increased by 7% on 2023 and 27% on 2022, suggesting some replacement factor between domestic and overseas holidays.
- Total spend of £32.9bn in Britain in 2024 was 5% above 2023 and 3% above 2022. The average spend per night (per person) continued an increasing trend from £85 in 2022 to £92 in 2023 and reaching £107 in 2024 (an overall increase of 26% since 2022). Family life stage contributed most to the spend increase, with growing share of trips by Families (+2pp) as well as spending considerably more per trip per person in 2024, particularly on package holidays.
- There were 308 million bednights on domestic trips in Great Britain in 2024, representing a decrease of 10% when compared to 2023. This followed a drop of 9% in the number of nights spent on trips in Great Britain between 2022 and 2023. This follows the trip volume trend, while nights per trip remain similar as in 2023 and 2022.

England

- There were 89.6 million domestic overnight trips in England in 2024, 10% below 2023 level and 14% below 2022 level. Trip spend in England in 2024 was £27.3 billion, representing an increase of 5% since 2023 and 2% increase since 2022. Package spend remained one of the top categories of spend in 2024, and experienced a 2 percentage point uplift, from 16% in 2023 to 18% in 2024. Those in the Family life stage and Older Independents were fuelling this increase.
- 'Visiting friends and relatives' (38% share of trips) and holiday trips (30% share of trips) remained the most common reasons for taking a trip in England in 2024; however, there was a 6 percentage point decrease in the holiday share of trips in Q3 between 2022 and 2024.
- In 2024, regions with the largest share of overnight trips in England were South West (17%), London (17%), North West (16%) and South East (16%). London increased share of trips year on year (15% in 2022, 16% in 2023 and 17% in 2024) as the popularity of city breaks rose. Trips in the South West lasted the longest in 2024, with an average of 3.5 nights per trip (vs. 2.9 average for all regions). This was due to its popularity as a holiday destination, representing 1 in 4 holiday trips in England in 2024.
- Large towns and cities continued to be the most popular destinations in England in 2024 and further increased in popularity in 2024, from 44% share in 2022, 45% in 2023 to 46% in 2024. This was at the expense of countryside/village destinations. Large towns and cities represented 53% of overnight trip spend in England in 2024, an increase of 6 percentage points since 2023. Countryside and villages reduced their share of England spend further in 2024, from 18% in 2022, to 15% in 2023 and 14% in 2024, as Older Independents reduced their spend on this destination type.

Summary of findings - 2024 domestic overnight trips (2/2)

- The vast majority of trips in England in 2024 lasted 3 nights or less, unchanged since 2023. When compared to 2023, there was a 1 percentage point increase in the proportion of trips that lasted 8 nights or more, and a 2 percentage point increase during Q3 2024 (vs.Q3 2023). This was due to a 5 percentage point increase in the proportion of trips taken by those of retirement age that lasted more than 8 nights.
- As in previous years, 'sightseeing' and 'food and drink, a night out or speciality shopping' were the most popular trip activities in England in 2024; however, both were in 2024 below 2023 and 2022 levels. Volume of trips that included 'food and drink, a night out or speciality shopping' decreased by 16%, as those in Retirement Age reduced this activity in 2024.
- 'Serviced accommodation (e.g. hotel, B&B, serviced apartment)' remained the most common type of accommodation for overnight trips in England, followed by 'someone's private home'. The number of trips with a stay in a 'caravan / camping / glamping' reduced vs previous years (-15% vs 2023 and -24% vs 2022). Average spend on an overnight trip was highest for those who used 'self-catering property rental', which increased in 2024 to £415 per trip. Self-catering trips tended to be longer in duration than hotel trips.
- Accommodation booking lead times reduced year on year, from 30% of trips being booked 2+ months in advance in 2022, 28% in 2023 to 26% in 2024. Similarly, the booking time periods for holiday trips reduced from 49% of trips being booked 2+ months in advance in 2022, to 48% in 2023 to 45% in 2024. The further a trip was booked in advance, the higher the average spend.
- When comparing 2024 to 2022, there was a 7 percentage point decrease in the proportion of trips which used a car as the main transport (71% in 2022 to 68% in 2023 and 64% in 2022). In 2024, those on business trips replaced bus travel (-4pp) and walking/biking (-1pp), with train travel (+3pp) and water or air transport (+3pp).
- The highest proportion of trips in 2024 were made by those in the Family life stage (45%), with a 2 percentage point increase on 2023. The Family life stage also increased their average spend from £248 per trip in 2023 to £320 in 2024.
- 28% of overnight trips in 2024 were made by solo travellers, a 3 percentage point increase since 2023 (+4pp since 2022). This trend in domestic solo travel was also seen in day visits in 2024. As in 2023 and 2022, the majority of trip parties did not include a child under 16 (72%), representing a 2 percentage point increase on 2023.



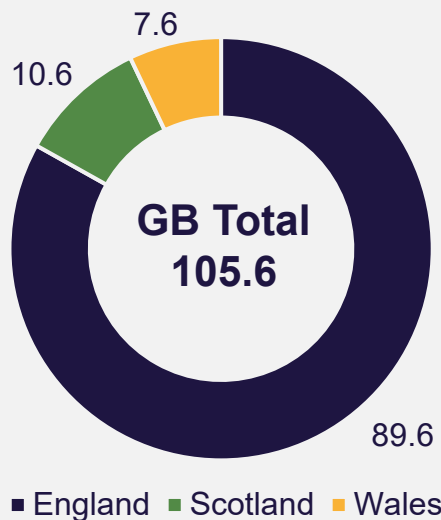
Great Britain

Domestic Overnights
Trips 2024

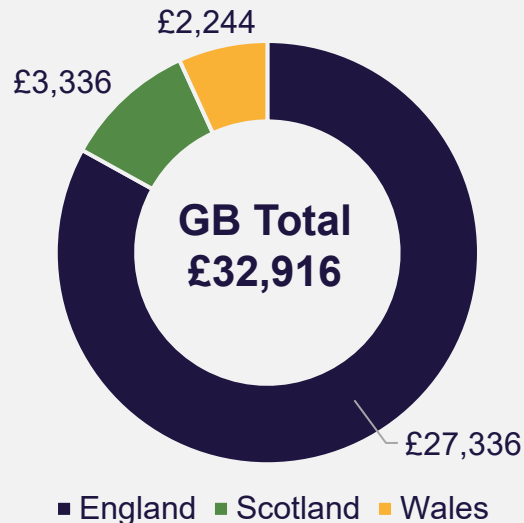
Image: Mother and children sit at the top of the steps at a colourful beach hut. Wells next the Sea, Norfolk, England. ©VisitBritain/Ollie Kilvert

2024 GB overnight tourism statistics at a glance

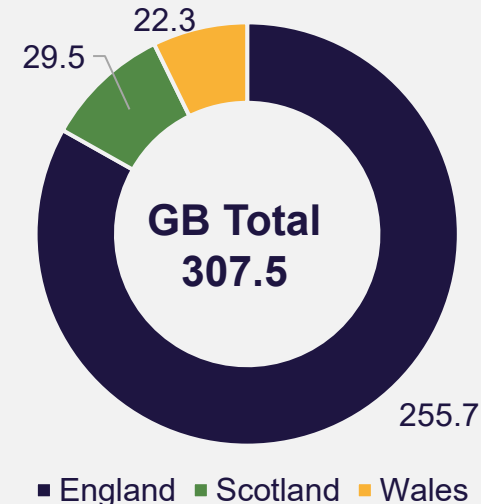
2024 Total Trips Taken (millions)



2024 Total Spend (millions)



2024 Total Bednights (millions)



Nation	Average Spend per Trip 2024
GB	£312
England	£305
Scotland	£315
Wales	£295

Nation	Average Spend per Night 2024
GB	£107
England	£107
Scotland	£113
Wales	£101

Nation	Average Nights per Trip 2024
GB	2.9
England	2.9
Scotland	2.8
Wales	2.9

Source: Great Britain Tourism Survey 2024

Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752

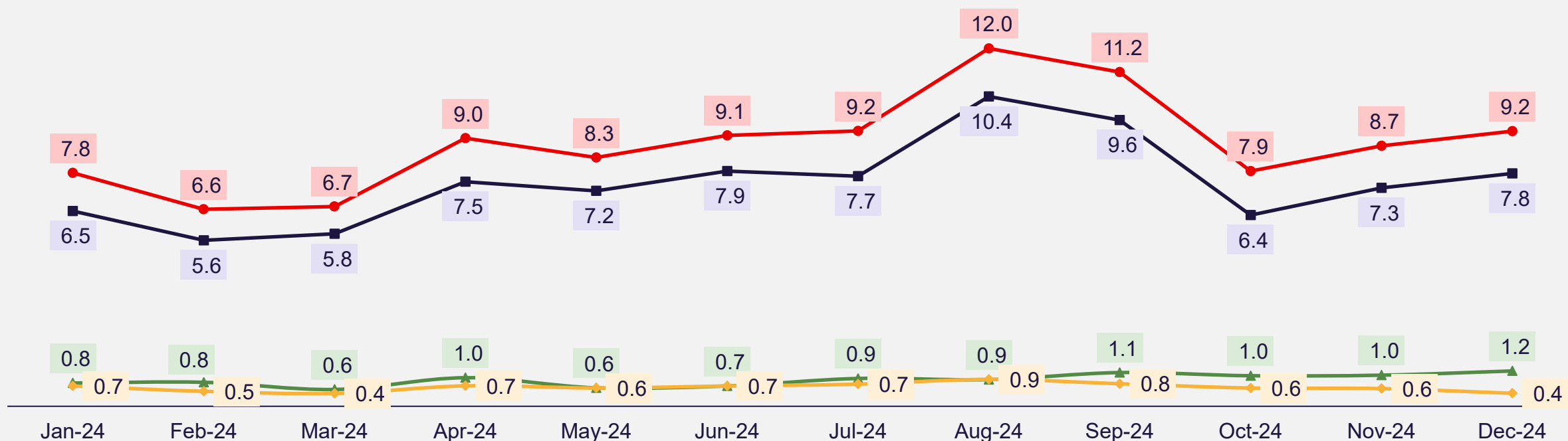
Release date: 29 May 2025

Domestic overnight trips by month in 2024

Domestic overnight trips in Great Britain dropped by 10% in 2024, when compared to 2023. This was largely due to a decrease in holiday trips (-13%) and other types of trips, e.g. events, educational, medical trips (-16%). As in 2023, overnight trips in 2024 peaked in August with 12 million trips taken. This peak was fuelled by trips to visit friends and relatives (+16% since August 2023), which represented 38% of trips in Great Britain in that month.

Total trips by month (millions)

GB England Scotland Wales



Source: Great Britain Tourism Survey 2024

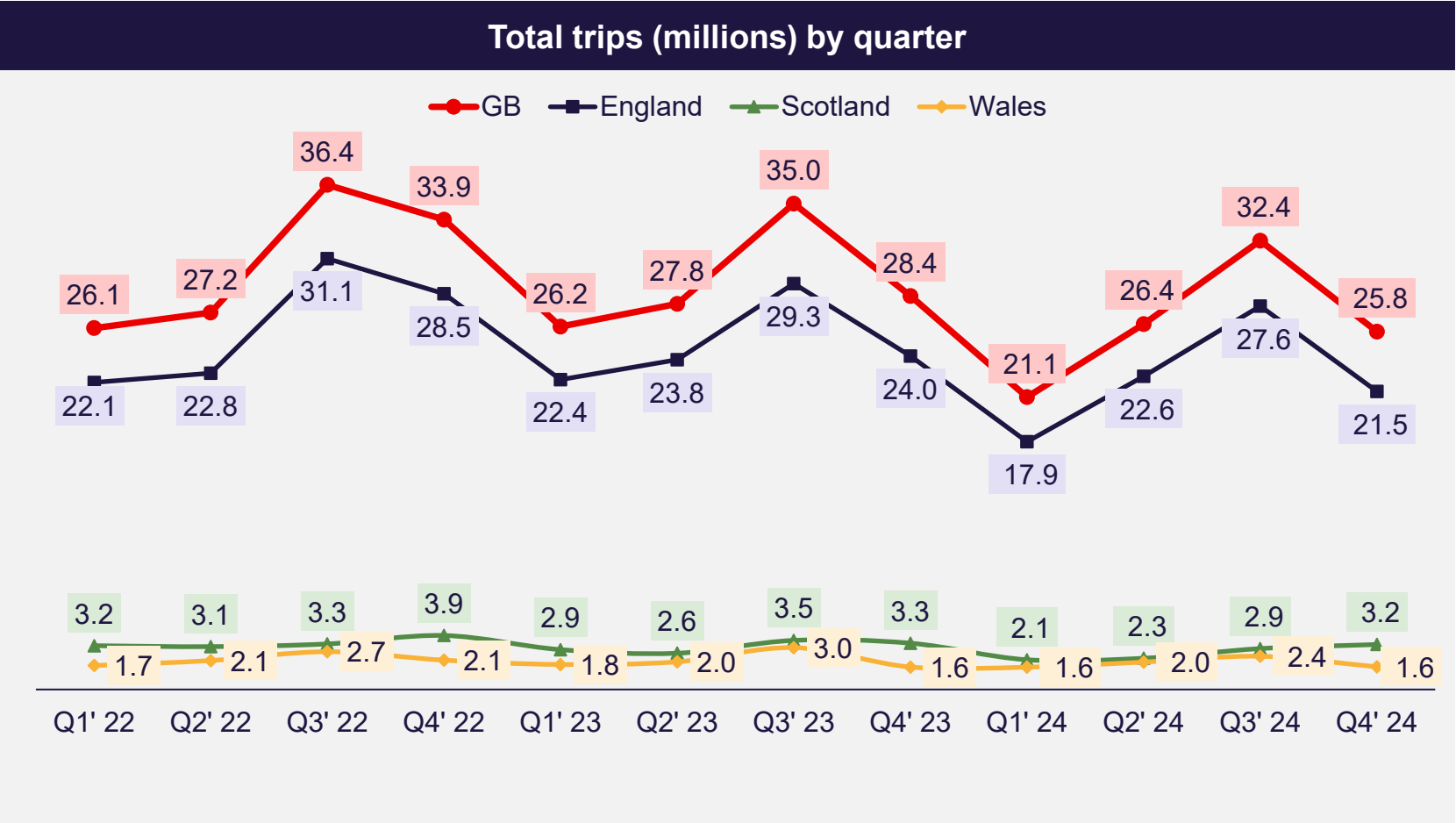
Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752

Release date: 29 May 2025

Domestic overnight trips by quarter 2022-2024

In 2024, Q3 was still the strongest quarter with 32.4 million domestic overnight trips taken in Great Britain. However, there was a clear decrease in overnight trips in Q3 year-on-year, from 36.4m trips in Q3 2022 to 32.4m trips in Q3 2024. Holiday trips were the key contributor to this drop (e.g. -17% in Q3 2024 vs Q3 2023). In contrast, domestic overnight trips as part of an overseas trip increased in Q3 year-on-year, from 6% of all overnight trips in Q3 2022, to 7% in Q3 2023 and 8% in Q3 2024.

Total trips (millions) by quarter

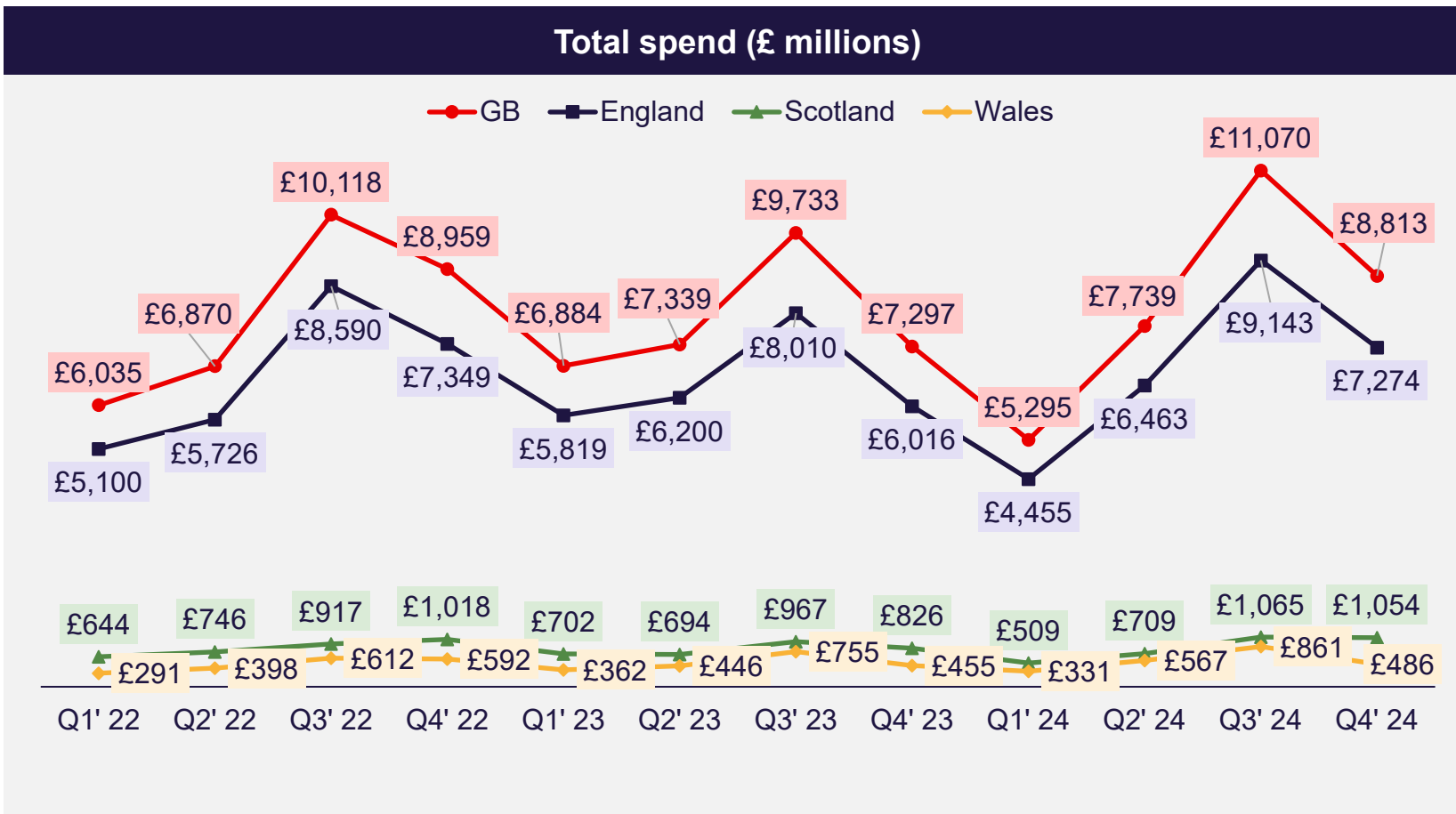


Nation	Number of trips 2024 (millions)	Proportion of GB trips 2024
GB	105.6	
England	89.6	85%
Scotland	10.6	10%
Wales	7.6	7%

Source: Great Britain Tourism Survey 2024
Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752
Release date: 29 May 2025

Total trip spend by quarter 2022-2024

In comparison to 2023, spend on domestic overnight trips in Great Britain in 2024 increased by 5%, to £32.9bn. This is slightly above [CPI](#) inflation of 2.5% in the 12 months to December 2024. There was no change in the share of spend across the nations, with England representing 83% of spend, Scotland representing 10% and Wales representing 7%. While spend on domestic overnight trips in Great Britain was also highest in Q3 2024 at £11.1bn, it was Q4 that experienced the biggest uplift (+21% vs. a weak 2023, though around on par with 2022).



Nation	Total spend 2024 (£ millions)	Proportion of GB spend 2024
GB	£32,916	
England	£27,336	83%
Scotland	£3,336	10%
Wales	£2,244	7%

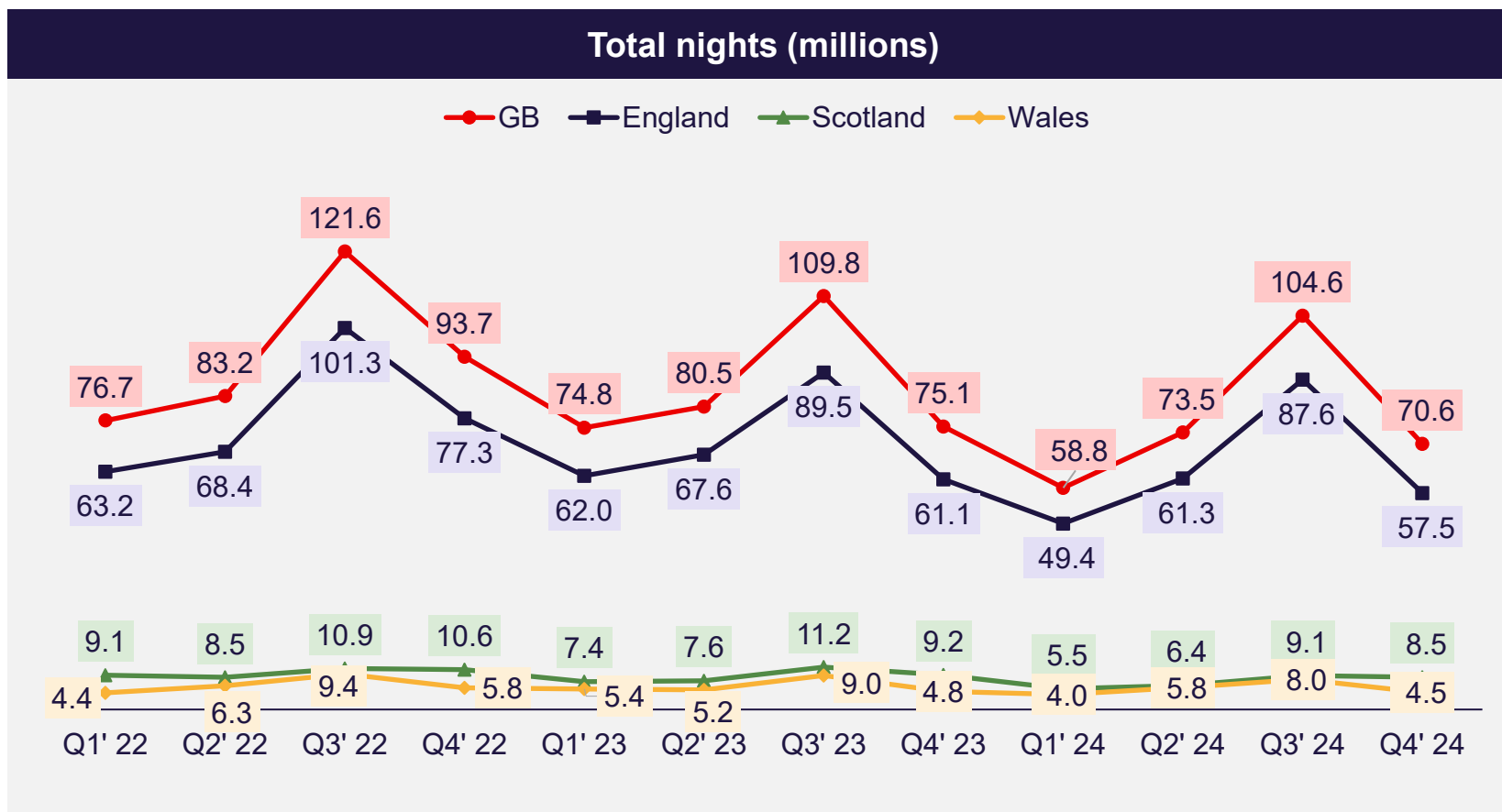
Source: Great Britain Tourism Survey 2024

Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752

Release date: 29 May 2025

Nights spent on a trip by quarter 2022-2024

There were 308 million bednights on domestic trips in Great Britain in 2024, representing a decrease of 10% when compared to 2023. This followed a drop of 9% in the number of nights spent on trips in Great Britain between 2022 and 2023. The biggest contributor to this decrease was a 12% year-on-year drop in nights spent on holiday trips in Great Britain in 2024, and a year-on-year decline in nights volume by 55-64 year olds in 2024 who maintained the length of trips but reduced the trips volume. Q1 saw the biggest reduction in nights volume in 2024, following the trip volume decline.



Nation	Total nights 2024 (millions)	Proportion of GB nights 2024
GB	307.5	
England	255.7	83%
Scotland	29.5	10%
Wales	22.3	7%

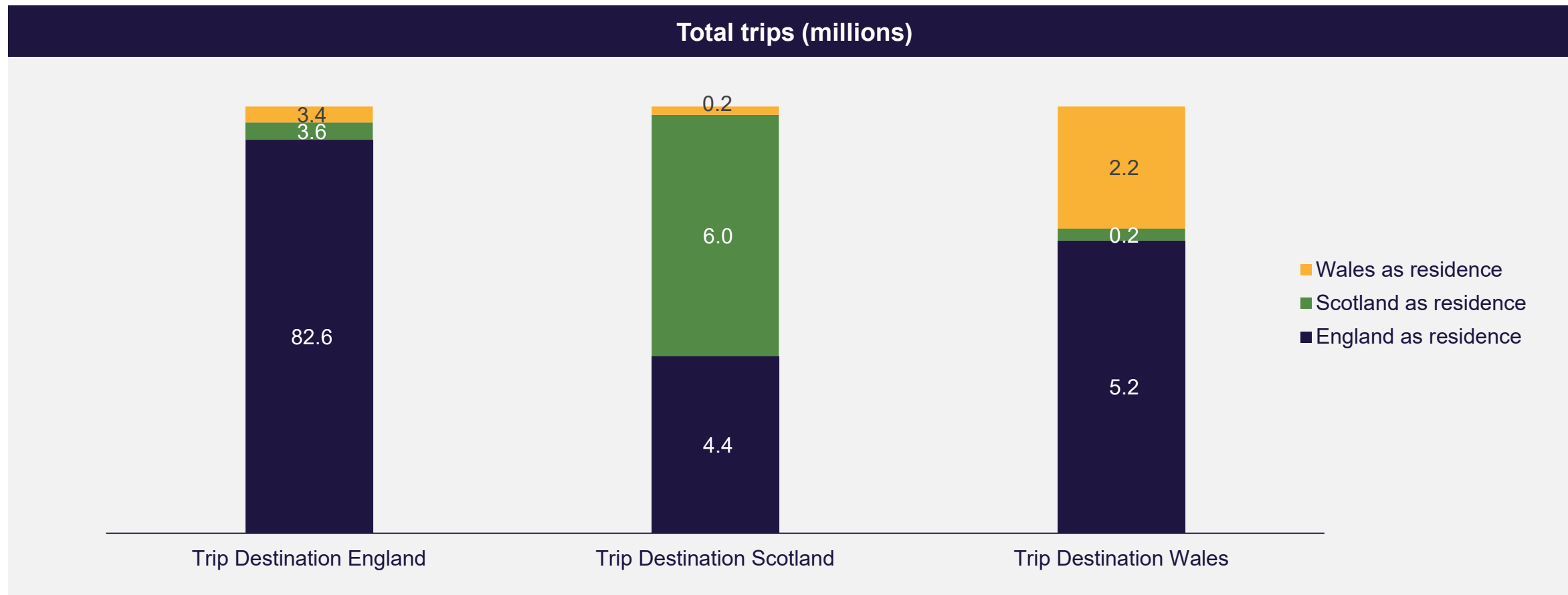
Source: Great Britain Tourism Survey 2024

Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752

Release date: 29 May 2025

Nation of residence by nation of destination in 2024

As in previous years, Wales experienced the most cross-nation tourism with the majority of trips being taken by England residents (69%). Similar to 2023, less than 1 in 10 trips in England were made by residents of other British nations.



Source: Great Britain Tourism Survey 2024

Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752

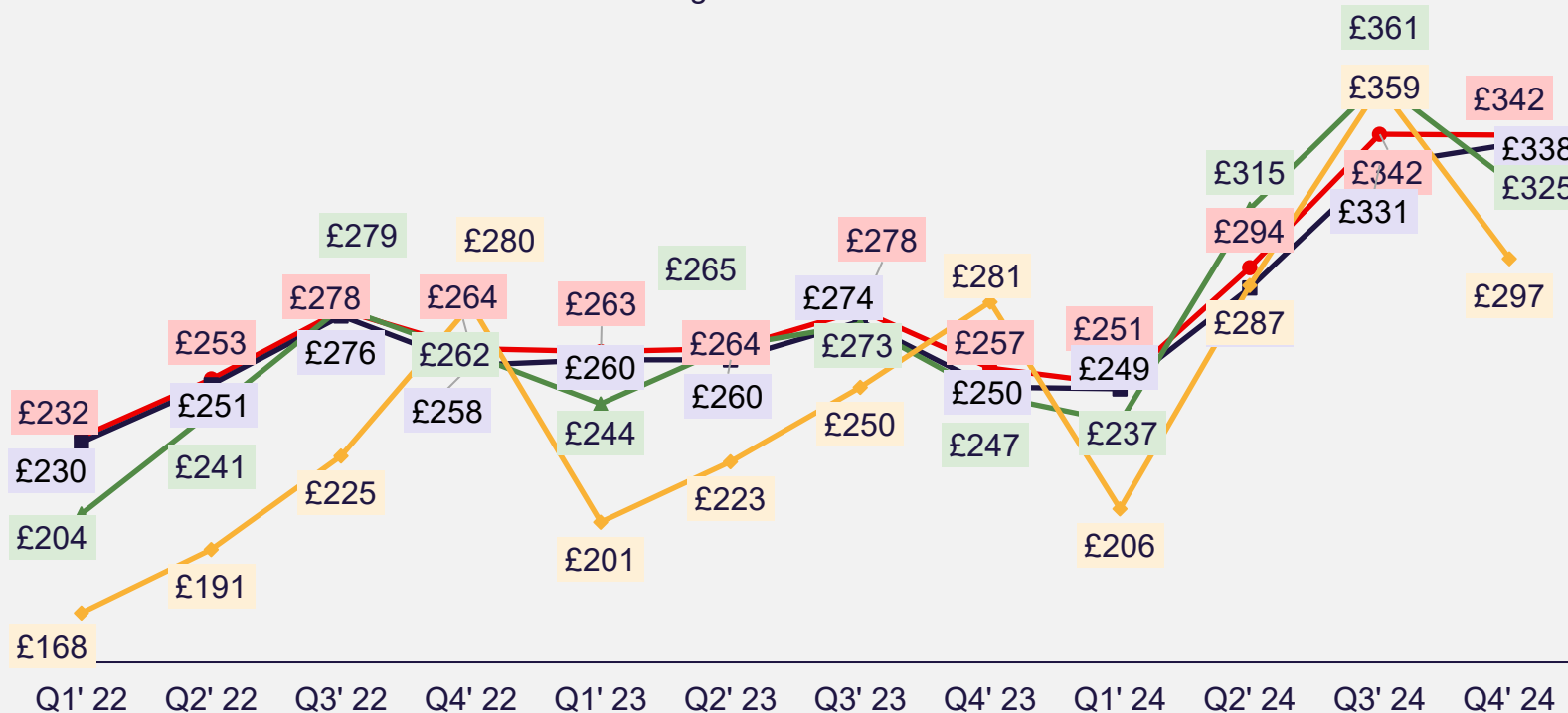
Release date: 29 May 2025

Average spend per trip 2022-2024

In 2024, average spend per domestic overnight trip in Great Britain was £312 per trip (per person), a 17% increase on 2023. Average spend in Great Britain in Q3 and Q4 2024 surpassed the other two quarters, peaking at £342 per trip per person, as the Family life stage upped their spend in these quarters to £347 in Q3 2023 and £394 in Q4.

Average spend per trip

— GB — England — Scotland — Wales



Nation	Average spend per trip 2023	Average spend per trip 2024
GB	£266	£312
England	£262	£305
Scotland	£258	£315
Wales	£239	£295

Source: Great Britain Tourism Survey 2024

Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752

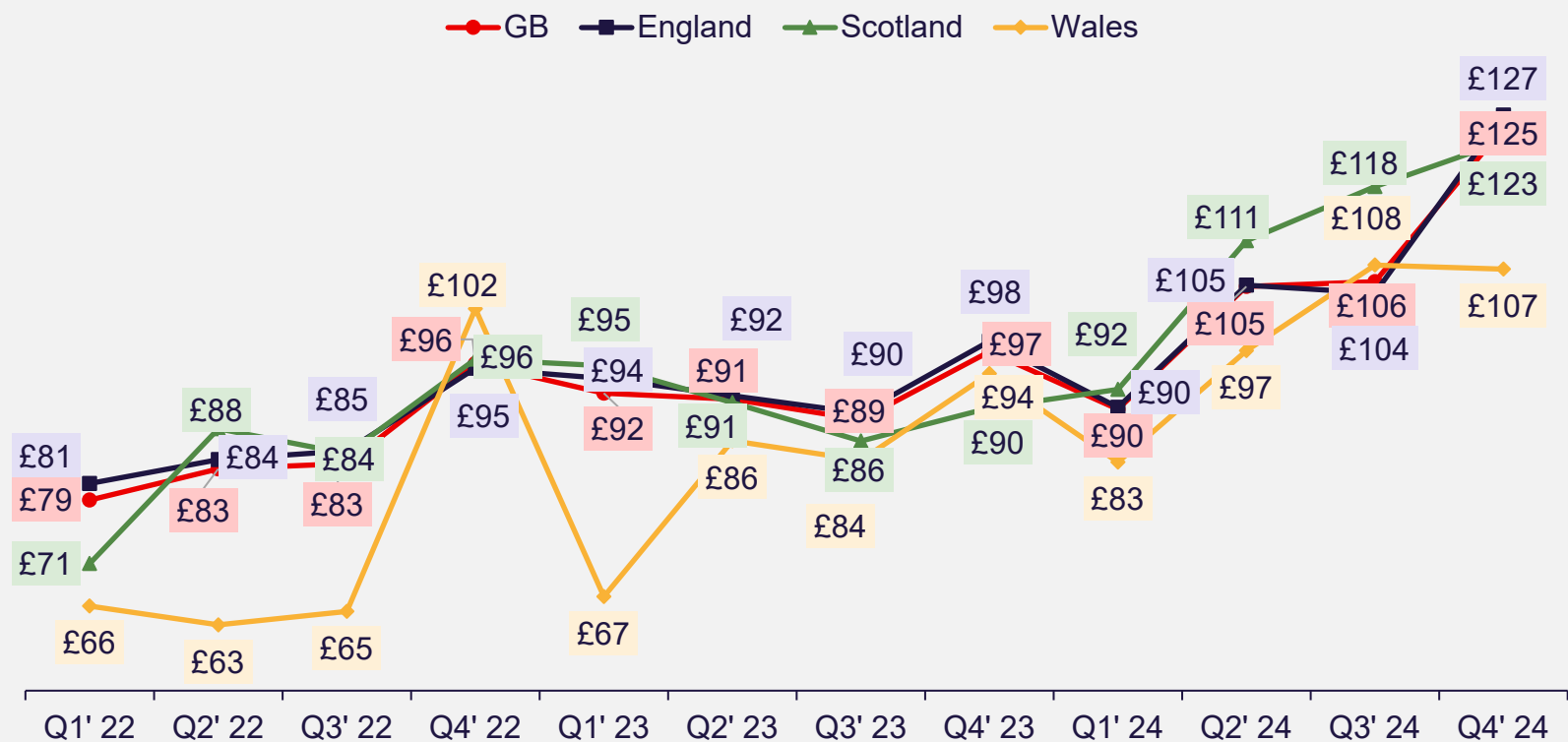
Release date: 29 May 2025

Average spend per night 2022-2024

The average spend per night (per person) continued an increasing trend from £85 in 2022 to £92 in 2023 and reaching £107 in 2024 (an overall increase of 26% since 2022). Average spend per night per person peaked in Q4 2024 at £125 in Britain. Family life stage contributed most to the spend increase in Q4 with their spend on VFR trips increased from £73 in Q4 2023 to £105 Q4 2024 per night per person and spend by Families on holidays rose from £95 to £135 in Q4 2024, having increased their spend on more expensive package holidays. In contrast, those of Retirement Age reduced their spend per night in Q4.

2024

Average Spend per Night



Nation	Average spend per night 2023	Average spend per night 2024
GB	£92	£107
England	£93	£107
Scotland	£90	£113
Wales	£82	£101

Source: Great Britain Tourism Survey 2024

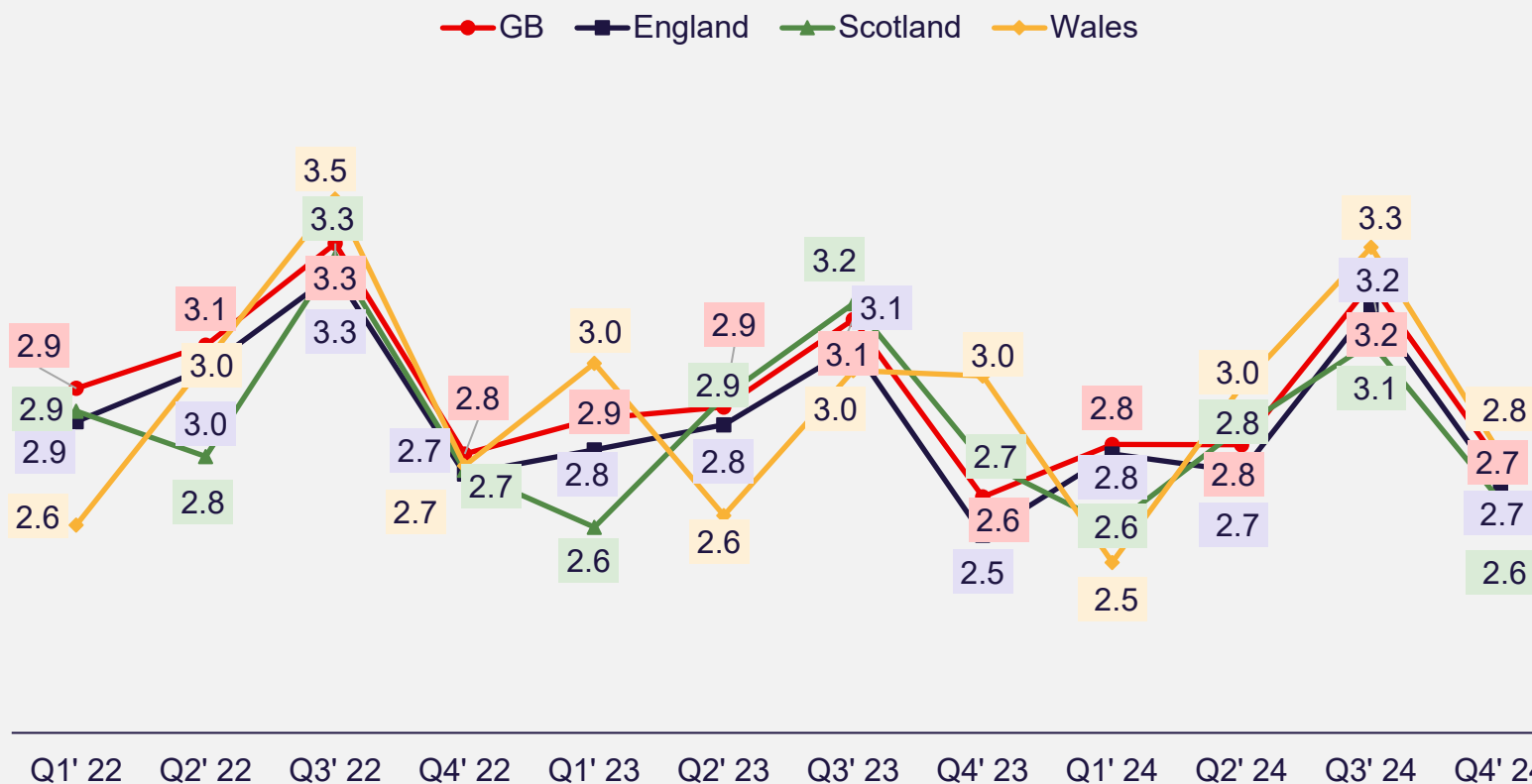
Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752

Release date: 29 May 2025

Average nights per trip 2022-2024

Average nights per trip in Great Britain in 2024 remained same as in 2023 at 2.9 nights per trip. Q3 saw a slight increase in average nights per trip in 2024 (+3% vs. Q3 2023) due to an uplift by those of Retirement Age from 3.2 average nights per trip in 2023 to 4.5 average nights per trip in 2024. However, average nights per trip in Great Britain were down for all quarters when compared to 2022, particularly for Q2, which reduced from 3.1 nights per trip in Q2 2022 to 2.8 nights per trip in Q2 2024, as Older Independents scaled back their trip length.

Average nights per trip



Nation	Average nights per trip 2023	Average nights per trip 2024
GB	2.9	2.9
England	2.8	2.9
Scotland	2.9	2.8
Wales	2.9	2.9

Source: Great Britain Tourism Survey 2024

Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752

Release date: 29 May 2025



England

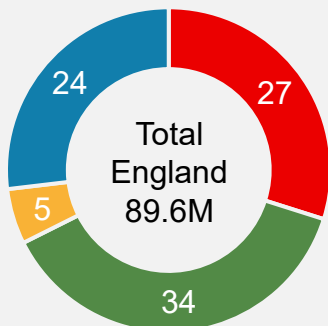
Domestic Overnights Trips 2024

Image: Person standing near lake watching a rainbow in cloudy sky. Cumbria; England ©VisitBritain/Mark Gilligan

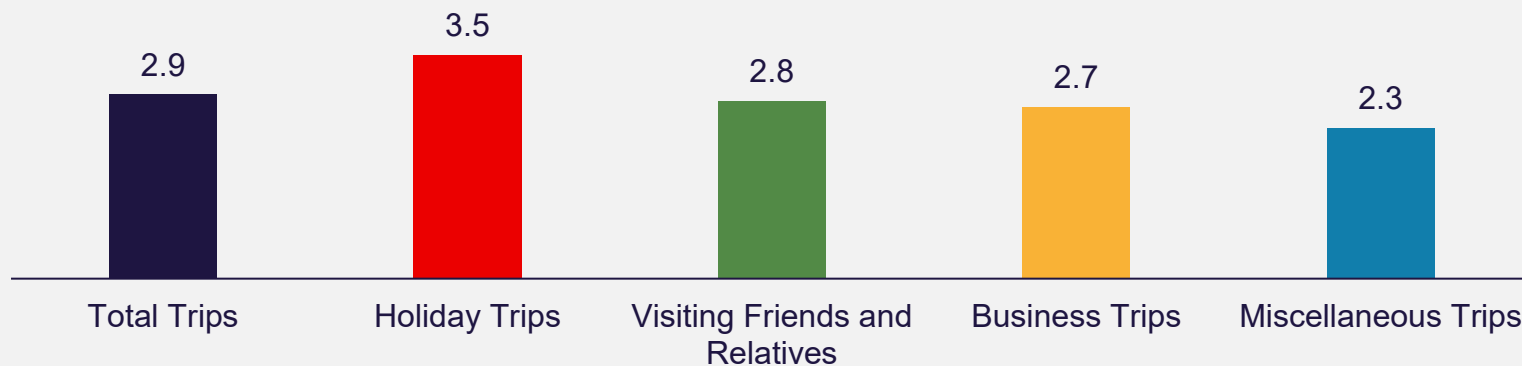
Summary of domestic overnight trips in England in 2024

2024 Annual volume in millions

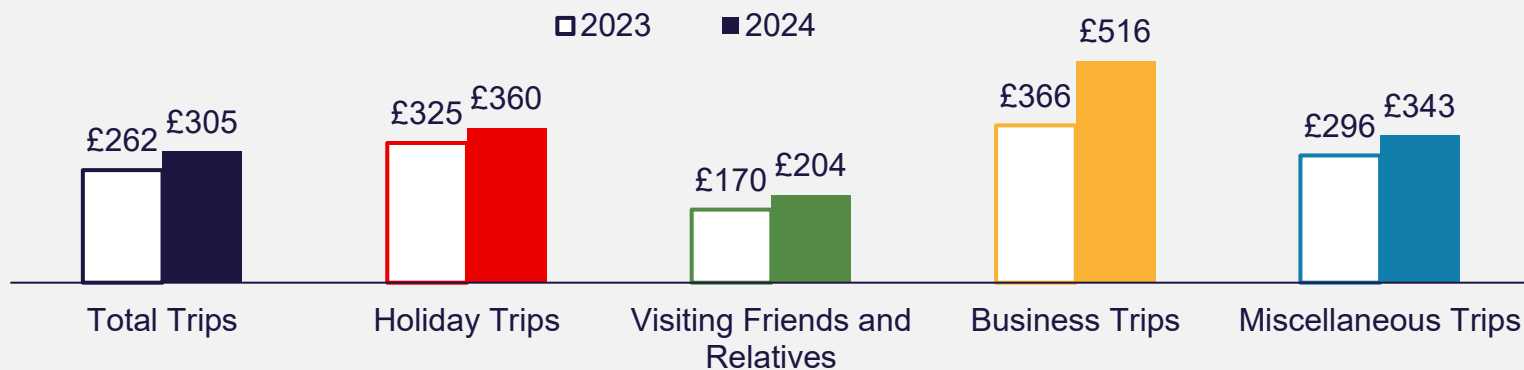
- Holiday Trips
- Visiting Friends and Relatives
- Business Trips
- Miscellaneous Trips



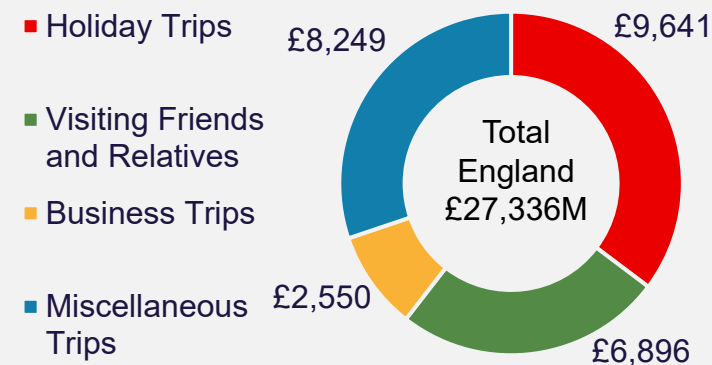
Average duration of trip 2024 in days



Average spend per trip (per person) by purpose of trip



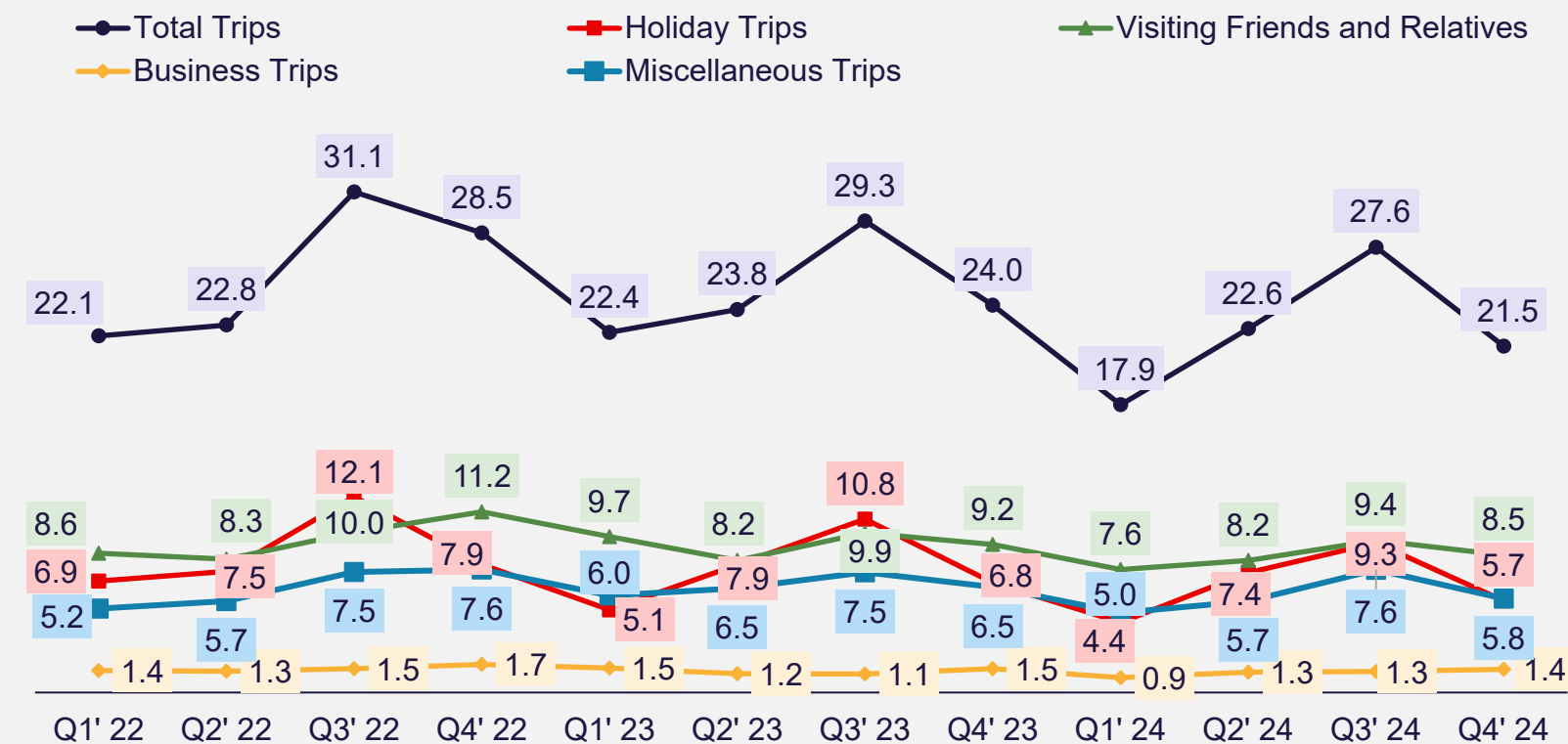
2024 Annual value in £ millions



Overnight trip purpose by quarter

'Visiting friends and relatives' and holiday trips remained the most common reasons for taking a trip in England in 2024; however, there was a 6 percentage point decrease in the proportion of holiday trips taken in Q3 between 2022 and 2024. The proportion of overnight trips as part of an overseas trip increased by 3 percentage points between 2022 and 2024, suggesting there was a substitution of some domestic holidays for overseas holidays. While all life stages increased their overseas travel, the Family life stage contributed most to the uplift (+4 percentage point increase since 2022).

Purpose of Trip (millions)



Trip Purpose	Number of Trips 2024 (millions)	Proportion of England Trips
Total Trips	89.6	
Holiday Trips	26.8	30%
Visiting Friends and Relatives	33.8	38%
Business Trips	4.9	6%
Miscellaneous Trips	24.1	27%

Source: Great Britain Tourism Survey 2024

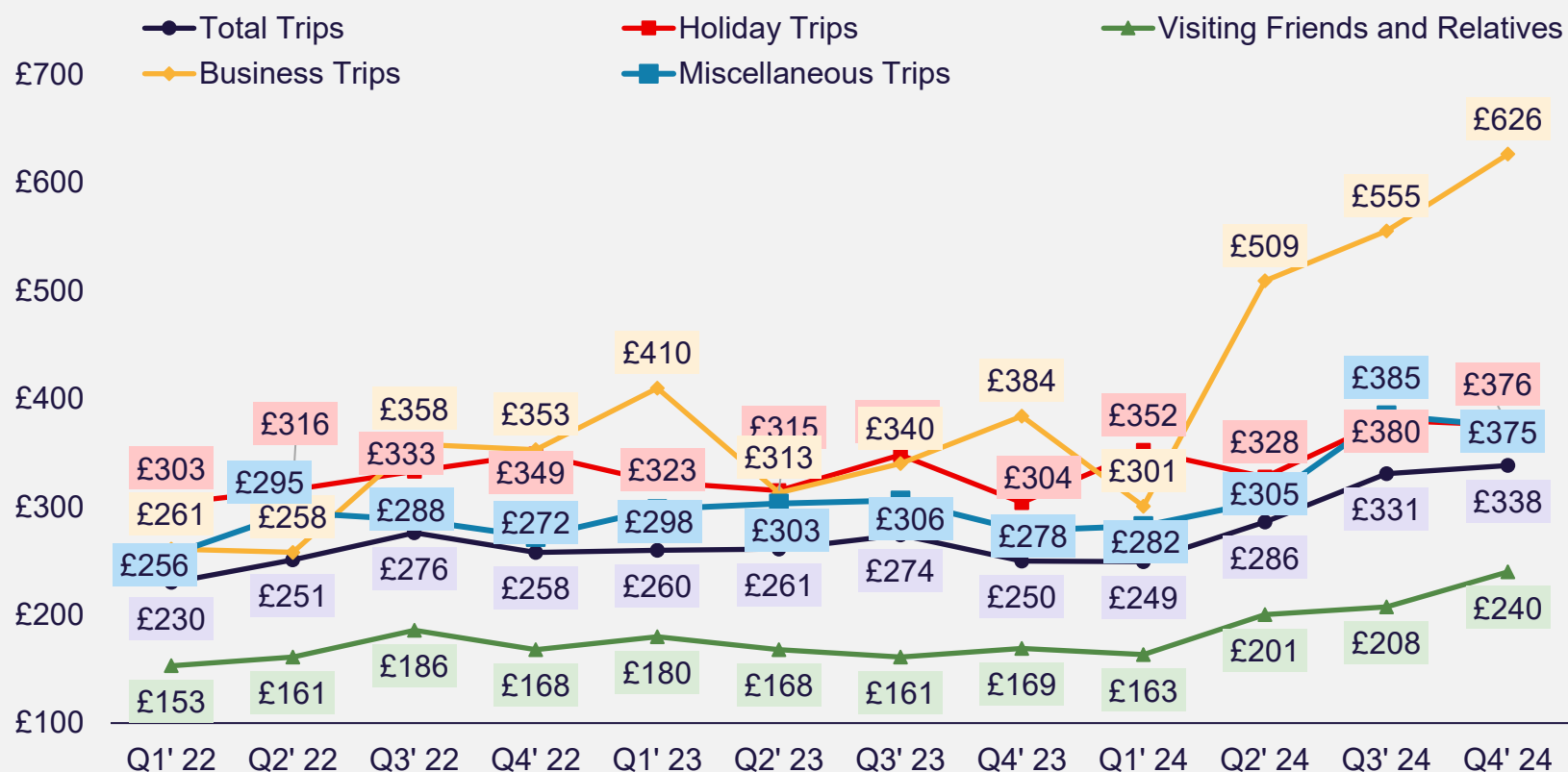
Base: England 6,690

Release date: 29 May 2025

Average spend by trip purpose

Average spend per trip (per person) on overnight stays in England increased from £256 in 2022 to £262 in 2023, rising to £305 in 2024. Business trips had the highest average spend at £516 per trip in 2024, an increase of 41% since 2023 (£366). Q4 2024 had a particularly strong average spend of £338 per trip per person, considerably more than Q4 in 2022 (£258 per trip) and Q4 2023 (£250 per trip), being driven by business trips which reached £626 spend per trip in Q4 2024).

Average Spend per Trip by Purpose of Trip



Trip Purpose	Average Spend 2023	Average Spend 2024
Total Trips	£262	£305
Holiday Trips	£325	£360
Visiting Friends and Relatives	£170	£204
Business Trips	£366	£516
Miscellaneous Trips	£296	£343

Source: Great Britain Tourism Survey 2024

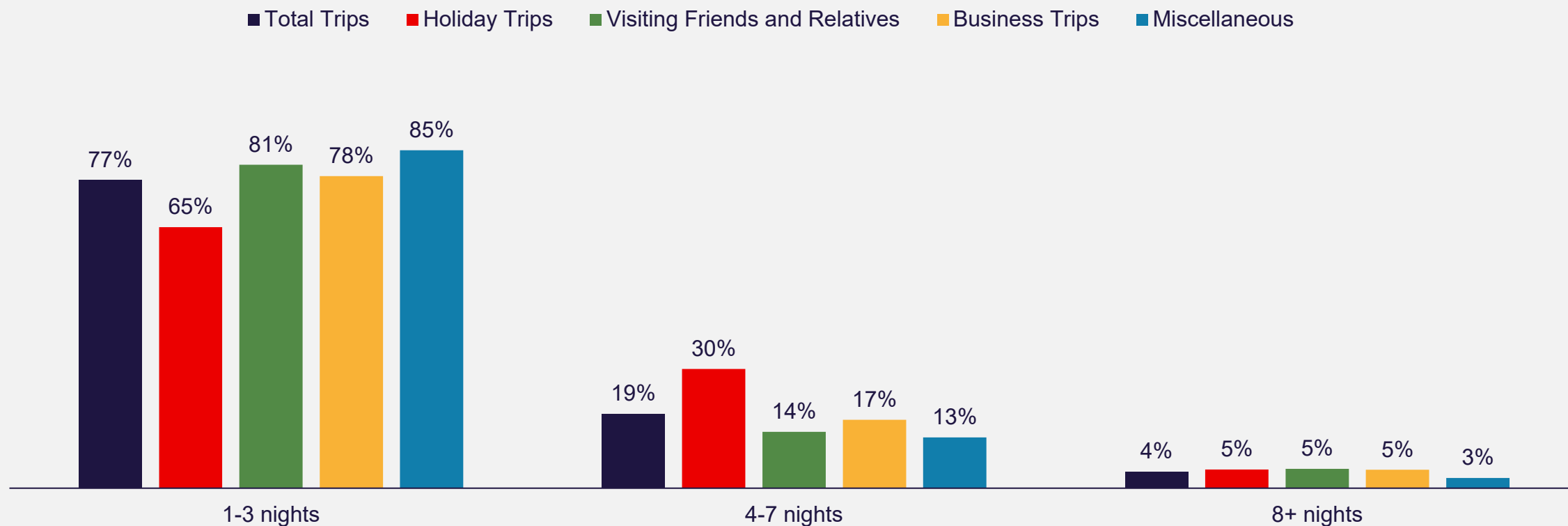
Base: England 6,690

Release date: 29 May 2025

Duration of trip

The vast majority of trips in England in 2024 lasted 3 nights or less, unchanged since 2023. When compared to 2023, there was a 1 percentage point increase in the proportion of trips that lasted 8 nights or more, and a 2 percentage point increase during Q3 2024 (vs.Q3 2023). This was due to a 5 percentage point increase in the proportion of trips taken by those of retirement age that lasted more than 8 nights.

Duration of Trip 2024 (share of trips)



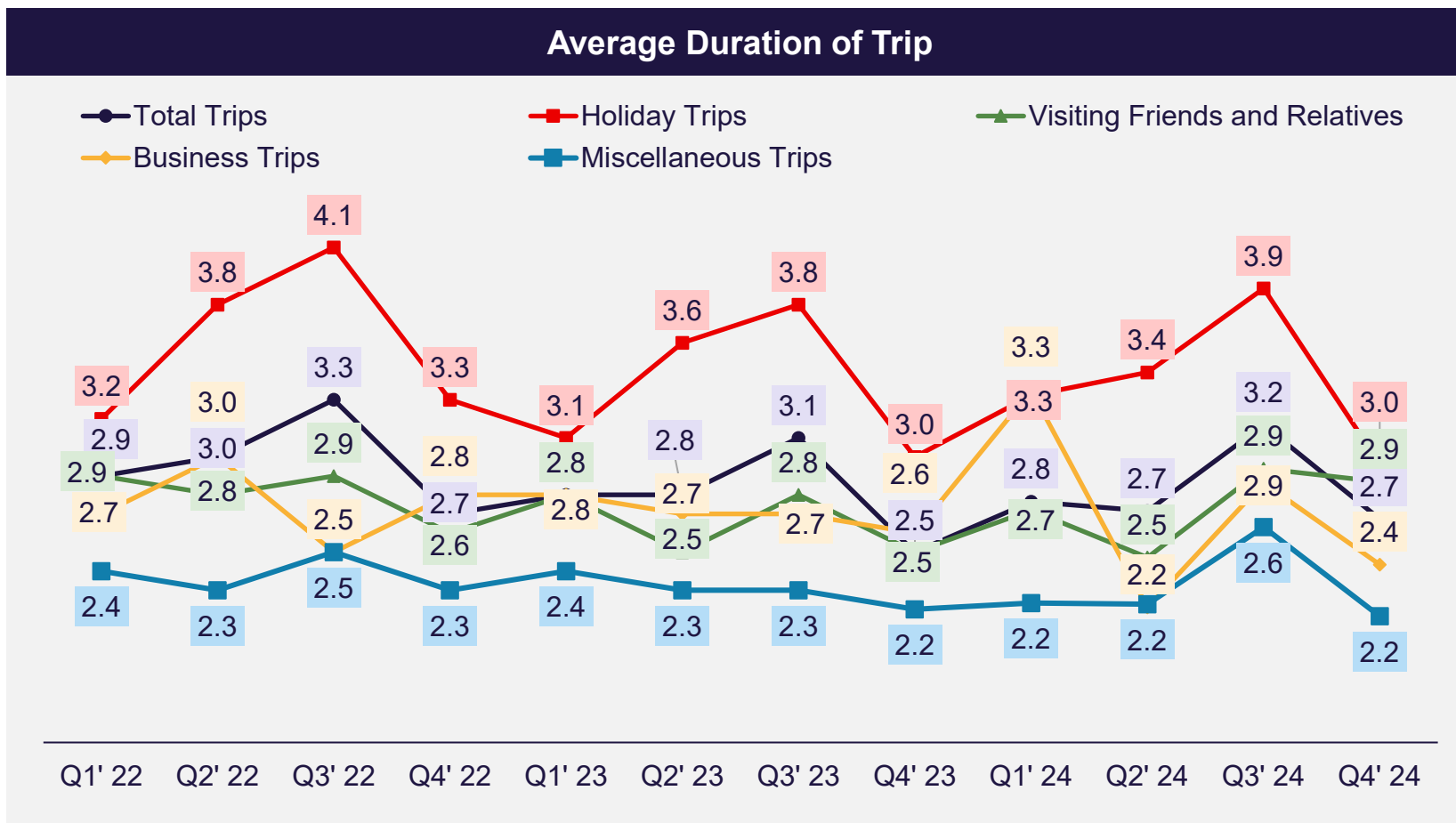
Source: Great Britain Tourism Survey 2024

Base: England 6,690

Release date: 29 May 2025

Average duration of trip by quarter

Overall, the average duration of trips in England increased slightly since 2023, to 2.9 days per trip. However, this is still a little lower than in 2022 (average of 3.0 nights per trip). As with previous years, holiday trips lasted the longest at 3.5 days; however, this trip type reduced the most since 2022, from 3.7 days to 3.5 days. Average nights spent on a business trip peaked in Q1 2024, due to an increase in MICE (meetings, incentives, conferences and exhibitions) in February (from 2% of nights in February 2023 to 9% in February 2024).



Trip Purpose	Average Duration 2023	Average Duration 2024
Total Trips	2.8	2.9
Holiday Trips	3.4	3.5
Visiting Friends and Relatives	2.7	2.8
Business Trips	2.7	2.7
Miscellaneous Trips	2.3	2.3

Source: Great Britain Domestic Overnight Tourism Statistics 2024

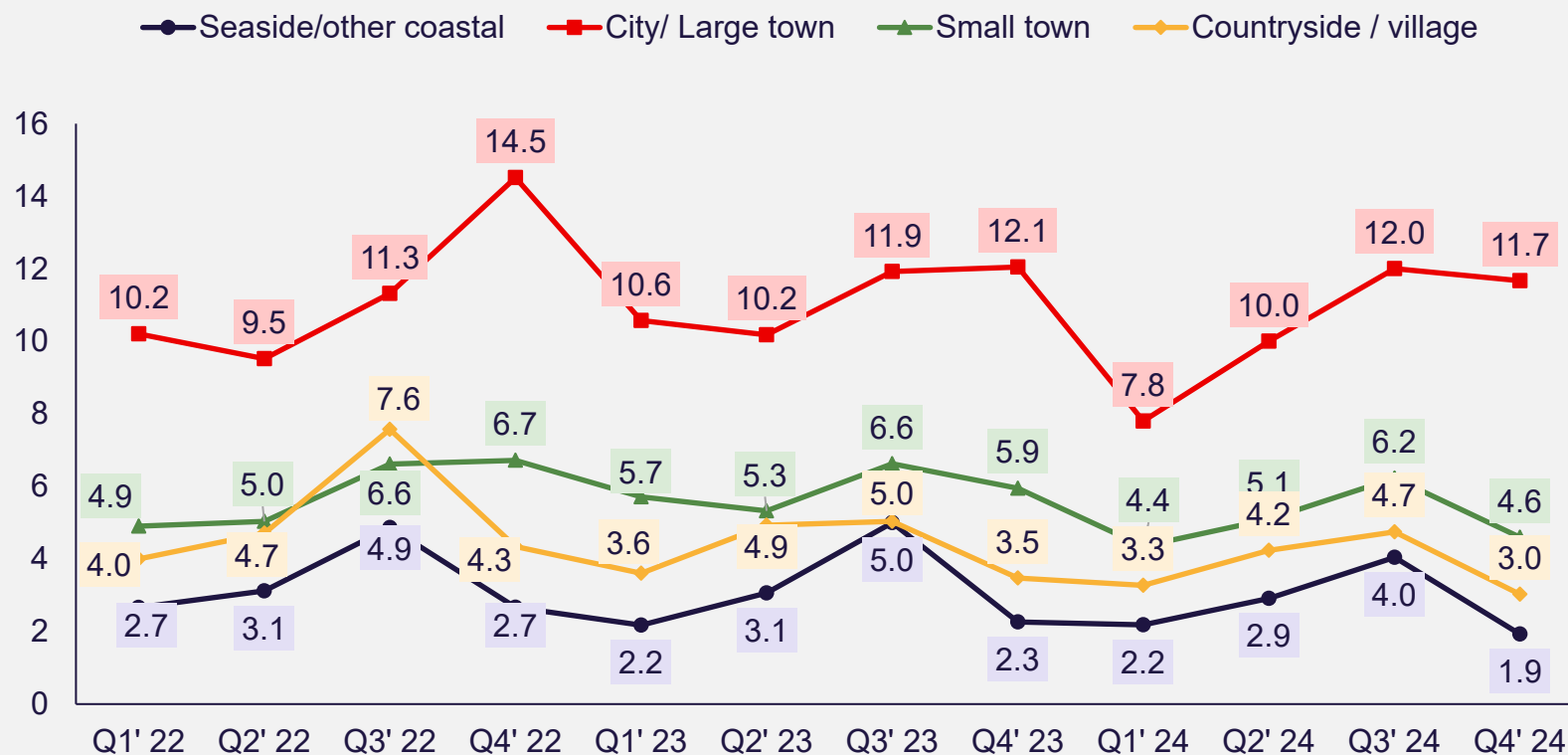
Base: England 6,690

Release date: 29 May 2025

Destination type of main place visited overnight

Large towns and cities continued to be the most popular destinations in England in 2024, followed by small towns and the countryside. Large towns and cities further increased in popularity in 2024, from 44% share in 2022, 45% in 2023 to 46% in 2024. This was at the expense of countryside/village destinations, with the proportion of trips reducing from 20% in 2022 to 17% in 2024. Trips to large towns and cities decreased by 26% in Q1 2024, when compared to Q1 2023.

Destination Type of Main Place Visited (millions)

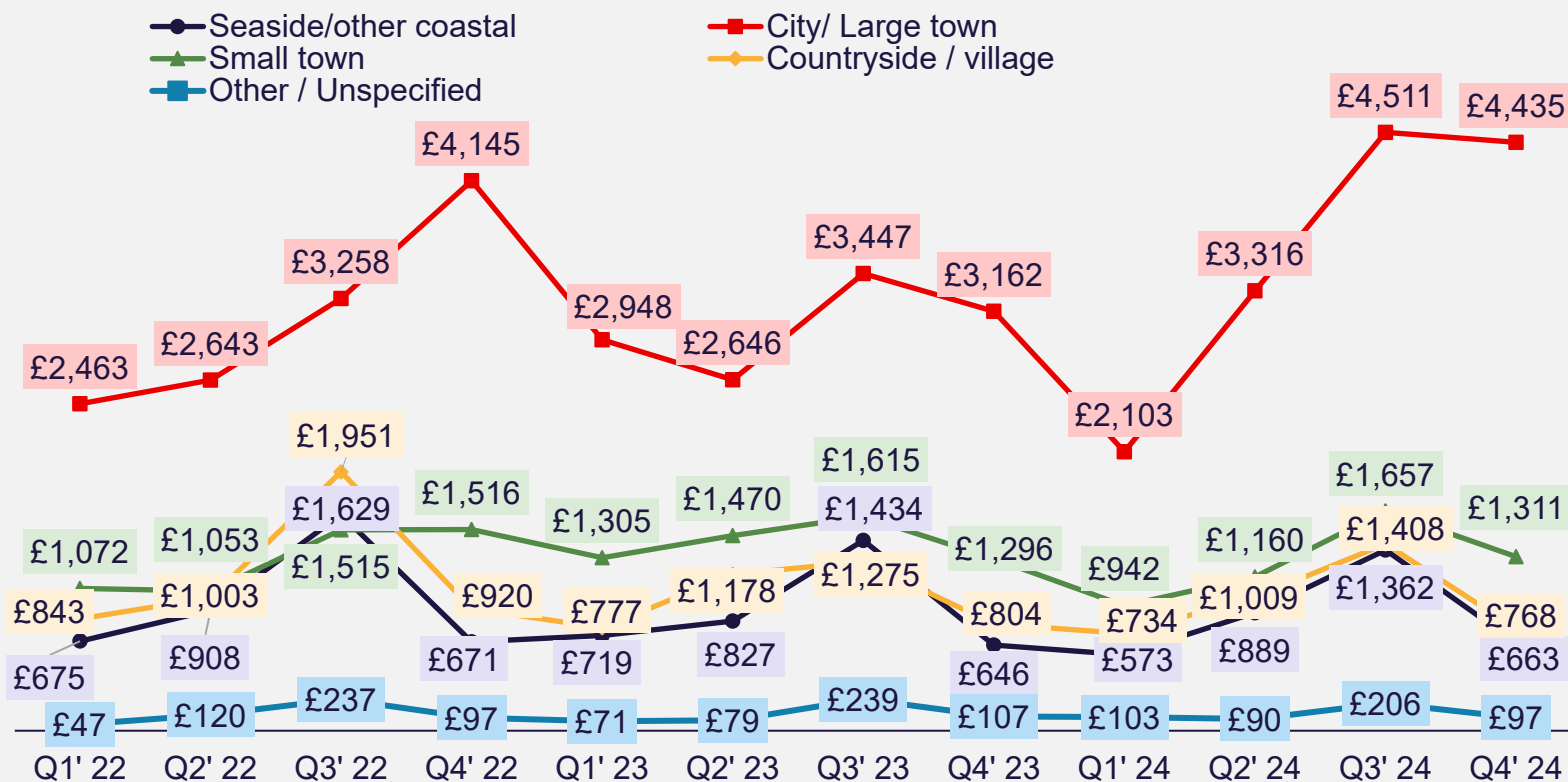


Destination Type	Trips 2024 (millions)	Proportion of England Trips
Seaside or other coastal	11.1	12%
Large city/ large town	41.5	46%
Small town	20.3	23%
Countryside/ village	15.3	17%
Others/ Unspecified	1.5	2%

Spend by destination type of main place visited 2024

Large towns and cities represented 53% of overnight trip spend in England in 2024, an increase of 6 percentage points since 2023. Spend in large towns and cities increased by 18%, mainly driven by an increase in Q4, and also by an increase by Families. All other destination types decreased in 2024, especially small towns, reducing by 11%; however, that follows a 10% year-on-year increase in 2023. Countryside and villages reduced their share of England spend further in 2024, from 18% in 2022, to 15% in 2023 and 14% in 2024, as Older Independents reduced their spend on this destination type.

Spend by Destination Type of Main Place Visited (£ millions)



Destination Type	Spend 2024 (millions)	Proportion of England Spend
Seaside or other coastal	£3,487	13%
Large city/ large town	£14,365	53%
Small town	£5,070	19%
Countryside/ village	£3,918	14%
Others/ Unspecified	£496	2%

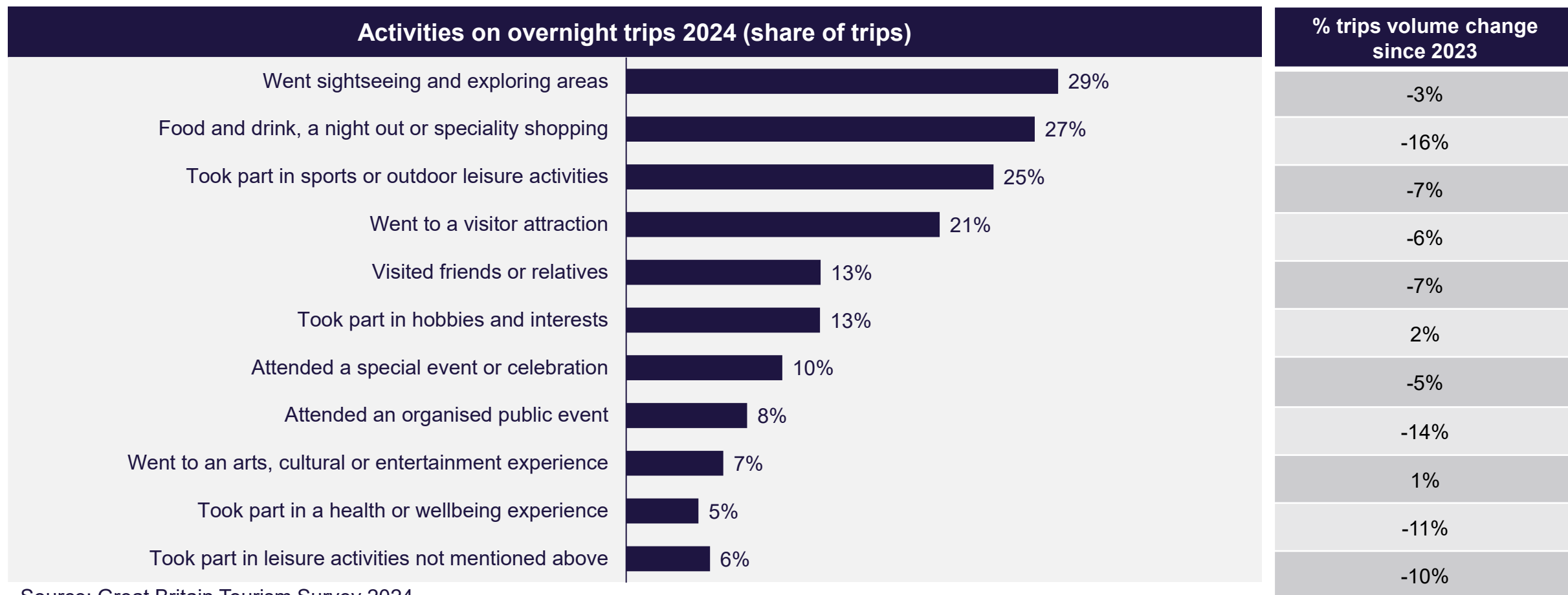
Source: Great Britain Tourism Survey 2024

Base: England 6,690

Release date: 29 May 2025

All activities undertaken on overnight trips in 2024

As in previous years, 'sightseeing' and 'food and drink, a night out or speciality shopping' were the most popular trip activities in England in 2024; however, both were in 2024 below 2023 and 2022 levels. The volume of trips that included 'food and drink, a night out or speciality shopping' decreased by 16%, as those in Retirement Age reduced this activity in 2024 more significantly than other life stages.



Source: Great Britain Tourism Survey 2024

Base: England 6,690

Release date: 29 May 2025

NOTE: Slide shows the proportion of visits which involved each activity, it adds up to more than 100% as more than one activity could be undertaken on a visit.

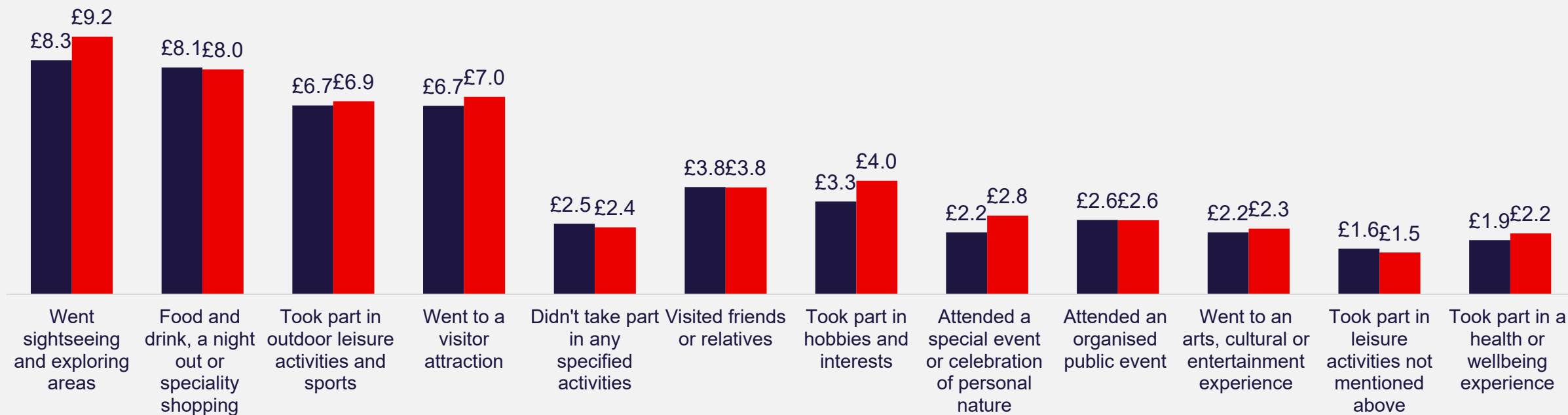
Spend by activities undertaken 2024 vs 2023

Following a dip in 2023 (-15% vs. 2022), spend on overnight trips that included 'sightseeing and exploring areas' in England increased by 10% in 2024 (from £8.3bn in 2023 to £9.2bn in 2024). 'Taking part in hobbies and interests' and 'attending a special event of a personal nature' activities show a similar pattern of a decrease in total trip spend in 2023 and a recovery in 2024.

Trips spend by activities undertaken on trip (in £bn)

■ 2023 trip spend (£bn)

■ 2024 trip spend (£bn)



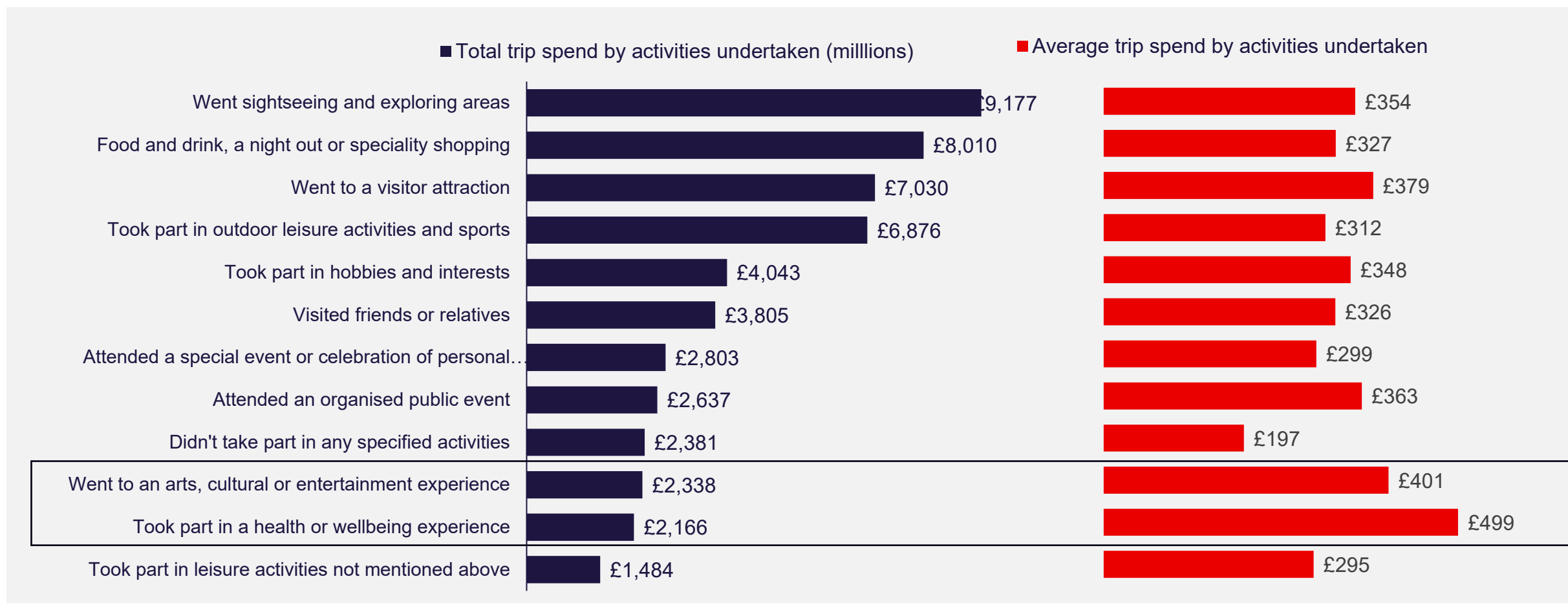
Source: Great Britain Tourism Survey 2024

Base: England 6,690

Release date: 29 May 2025

Spend on trips by activities undertaken in 2024

Trips that included 'health and wellbeing experiences' or 'arts, cultural and entertainment events' represented the lowest percentage of trips taken in England in 2024 amongst this activity set; however, these trips had the highest average spend per person. While the popularity of 'health and wellbeing experiences' remained static year on year (5% of trips included this activity), spend increased somewhat (+12% increase in spend between 2023 and 2024).



Source: Great Britain Tourism Survey 2024

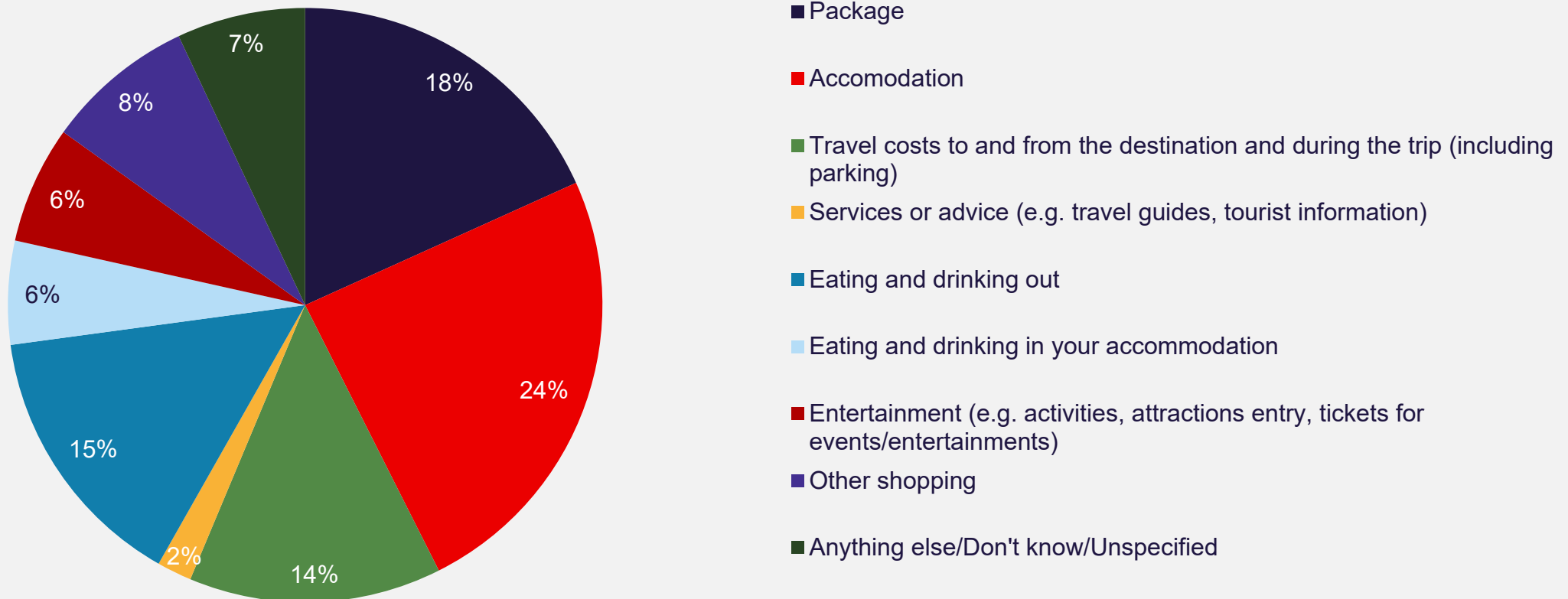
Base: England 6,690

Release date: 29 May 2025

Trip spend breakdown 2024

Trip spend in England increased by 5% between 2023 and 2024, following a 3% decrease in 2023. Package spend remained one of the top categories of spend in 2024, and experienced a 2 percentage point uplift, from 16% share of trip spend in 2023 to 18% in 2024. Those in the Family life stage and Older Independents were fuelling this increase. Those in the Retirement Age increased their accommodation share of spend to 37% (vs 29% in 2023 and 31% in 2022).

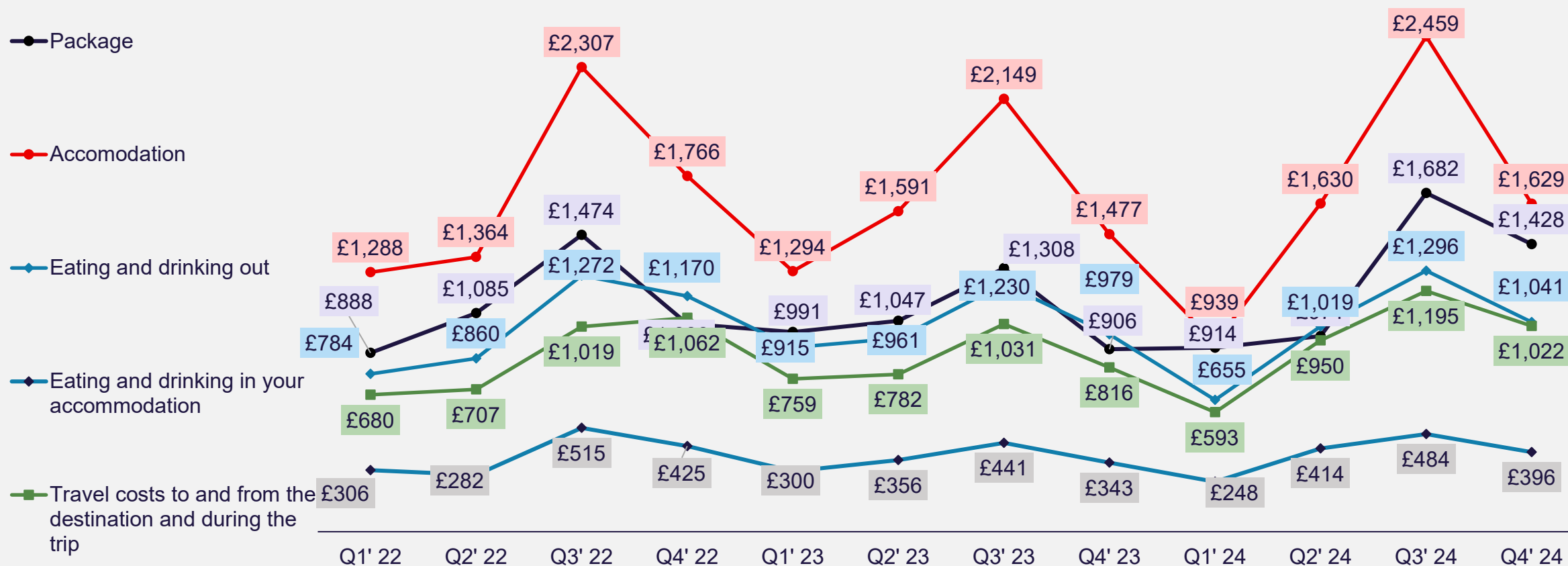
Trip Spend Breakdown 2024 (share of an average trip spend)



Trip spend by quarter 2022-2024

Spend on accommodation increased by 2% in 2024, mostly in Q3 (+14% vs. Q3 2023) and Q4 (+10% vs Q4 2023) due to an uplift in the use of serviced apartments in these quarters. However, spend on accommodation dropped in Q1 2024. While spend on 'eating and drinking out' dropped slightly in 2024 (-2% versus 2023), this was due to a significant drop in Q1 (+28% versus Q1 2023) with other quarters seeing an increase.

Trip Spend by Quarter 2022-2024 (millions) – Top 5 Categories



Source: Great Britain Tourism Survey 2024

Base: England 6,690

Release date: 29 May 2025

Trips and spend by region of residence 2024

Londoners took the most trips and contributed £5.5bn to domestic tourism. While 17% of all trips were by London residents, they represented 20% of spend. Scotland accounted for 4% of trips but 7% of spend, as Scotland residents visiting England are high average spenders (£512 per trip in 2024). Q4 2024 became more popular for Scotland and Wales residents to visit England (+17% and +13% respectively vs Q4 2023).

Total trips	Trips (in million)	Nights (in million)	Spend (in £ million)
Net: England	82.6	234.8	£24,476
East of England	9.3	25.7	£2,553
East Midlands	6.8	21.0	£1,958
London	14.8	40.5	£5,491
North West	9.7	28.0	£3,013
North East	3.7	10.4	£1,289
South East	12.4	34.7	£3,217
South West	9.0	27.0	£2,250
Yorkshire	8.2	22.8	£1,991
West Midlands	8.6	24.7	£2,711
Rest of England (not London)	67.8	194.3	£18,985
Net: Scotland	3.6	12.1	£1,864
Net: Wales	3.4	8.9	£996

Holiday Trips	Trips (in million)	Nights (in million)	Spend (in £ million)
Net: England	24.8	86.5	£8,674
East of England	2.6	9.4	£1,019
East Midlands	2.0	6.8	£658
London	3.9	12.9	£1,711
North West	2.8	9.8	£1,061
North East	1.3	4.2	£438
South East	3.6	13.5	£1,279
South West	2.4	9.0	£726
Yorkshire	3.1	10.9	£896
West Midlands	3.0	9.9	£887
Rest of England (not London)	20.9	73.6	£6,963
Net: Scotland	1.1	3.8	£680
Net: Wales	0.9	2.6	£288

Source: Great Britain Tourism Survey 2024

Base: England 6,690

Release date: 29 May 2025

Trips and spend by region visited 2024

In 2024, regions with the largest share of overnight trips in England were South West (17%), London (17%), North West (16%) and South East (16%). London increased share of trips year on year (15% in 2022, 16% in 2023 and 17% in 2024) as the popularity of city breaks rose. Trips in the South West lasted the longest in 2024, with an average of 3.5 nights per trip (vs. 2.9 average for all regions). This was due to its popularity as a destination for holidays (i.e. longer trips), representing 1 in 4 holiday trips in England in 2024.

Total trips	Trips (in million)	Nights (in million)	Spend (in £ million)
Net: England	89.6	255.7	£27,336
East of England	9.7	27.7	£2,467
East Midlands	7.5	20.5	£1,838
London	15.1	37.3	£5,456
North West	14.5	34.8	£4,290
North East	3.1	7.3	£869
South East	14.3	34.5	£3,363
South West	15.4	49.1	£4,500
Yorkshire	9.3	24.3	£2,445
West Midlands	8.0	18.1	£1,879
Rest of England (not London)	76.7	218.5	£21,880

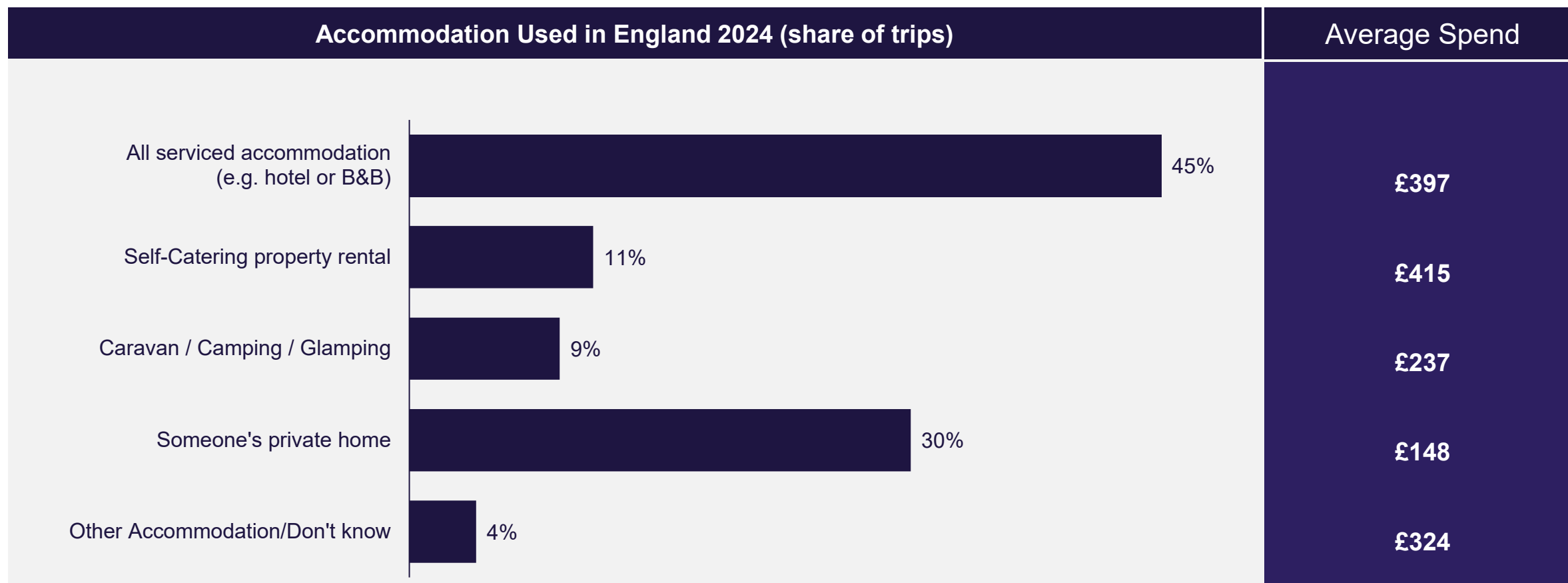
Holiday Trips	Trips (in million)	Nights (in million)	Spend (in £ million)
Net: England	26.8	93.0	£9,641
East of England	2.7	9.3	£924
East Midlands	2.2	6.2	£595
London	3.3	9.6	£1,443
North West	4.2	11.9	£1,252
North East	0.7	2.0	£268
South East	3.9	11.1	£1,026
South West	6.8	27.0	£2,501
Yorkshire	3.1	10.2	£1,056
West Midlands	1.8	4.3	£431
Rest of England (not London)	24.2	83.4	£8,198

Source: Great Britain Tourism Survey 2024
Base: England 6,690
Release date: 29 May 2025

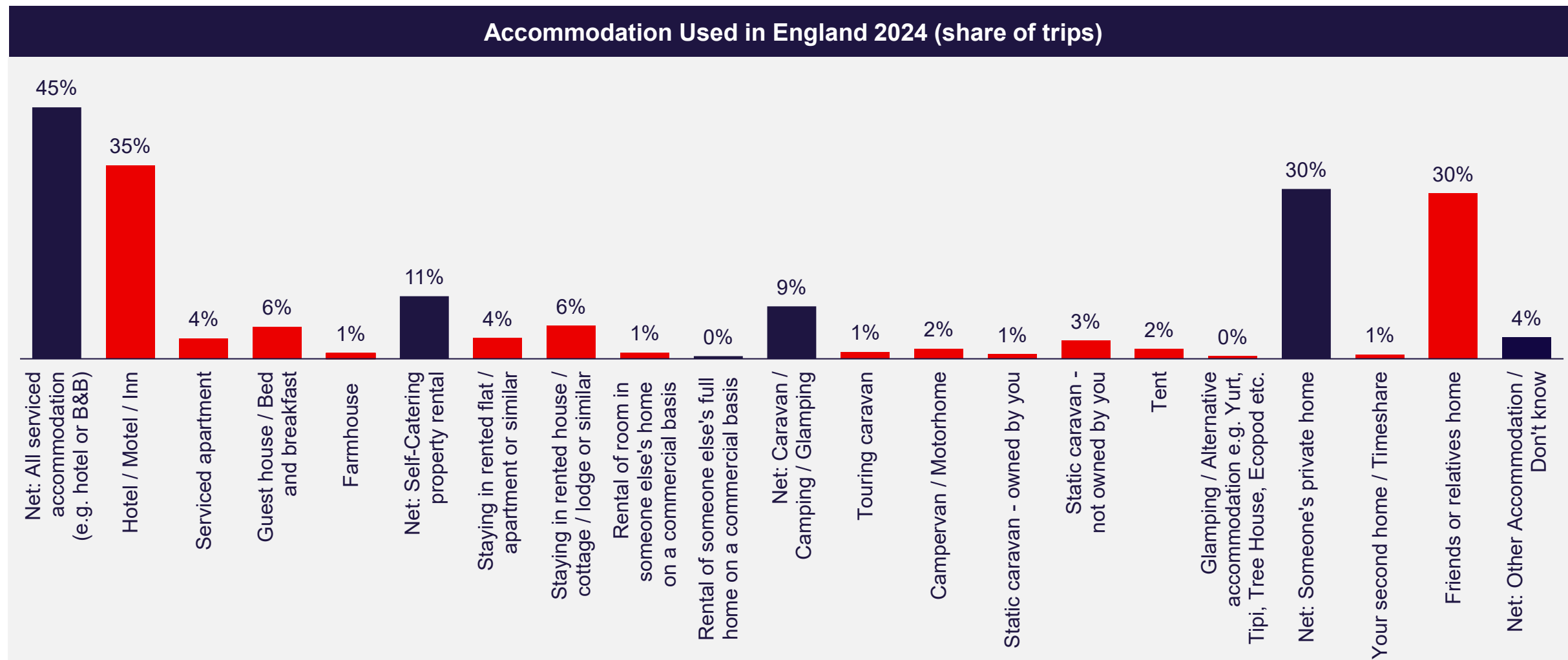
*Note that the above shows all regions included on a trip, so trips volume adds up to more than England total. Nights and spend are allocated based on nights spent in each region.

Accommodation used on overnight trips 2024 (topline)

‘Serviced accommodation (e.g. hotel, B&B, serviced apartment)’ remained the most common type of accommodation for overnight trips in England, followed by ‘someone’s private home’. The number of trips with a stay in a ‘caravan / camping / glamping’ reduced vs previous years (-15% vs 2023 and -24% vs 2022). This drop was partly due to the Family life stage reducing the proportion of trips that used ‘caravan / camping / glamping’ year on year. Average spend on an overnight trip was highest for those who used ‘self-catering property rental’, and this increased by 13% in 2024 to £415 per trip. Self-catering trips (average of 3.7 nights per trip) tended to be longer in duration than hotel trips (average of 2.4 nights per trip in 2024).



Accommodation used on overnight trips 2024 (full breakdown)



Source: Great Britain Tourism Survey 2024

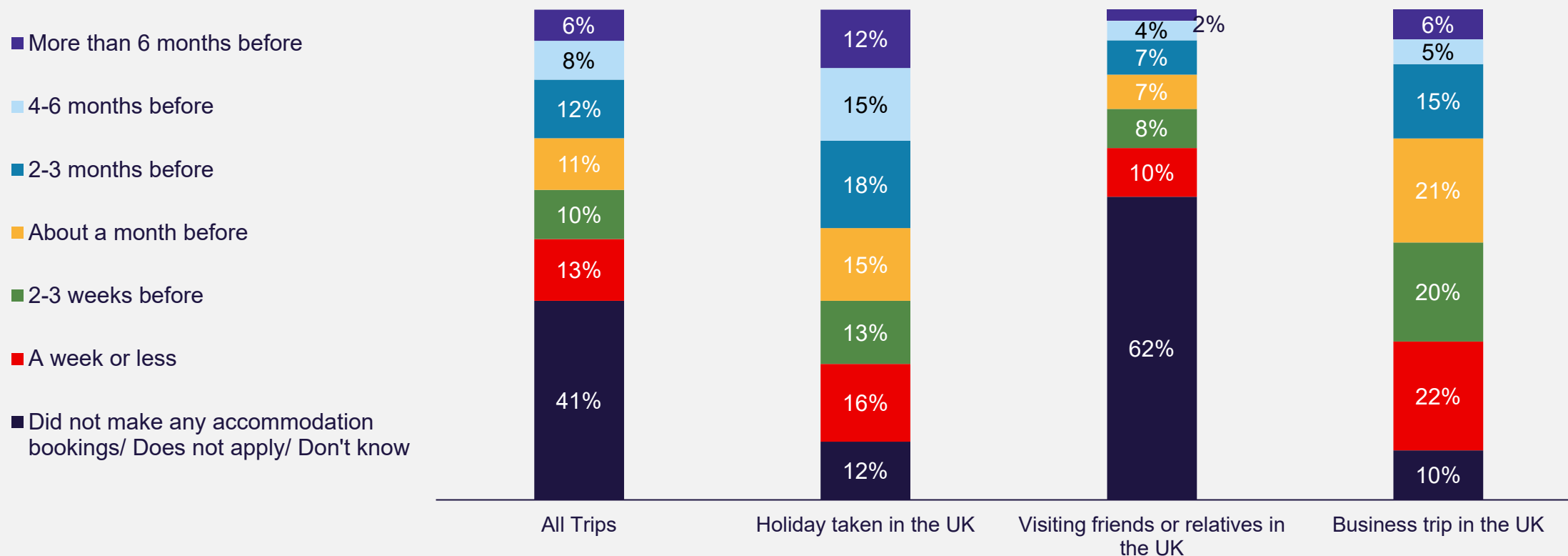
Base: England 6,690

Release date: 29 May 2025

Accommodation booking lead time 2024

Accommodation booking lead times reduced year on year, from 30% of trips being booked 2+ months in advance in 2022, 28% in 2023 to 26% in 2024. Similarly, the booking time periods for holiday trips reduced from 49% of trips being booked 2+ months in advance in 2022, to 48% in 2023 to 45% in 2024. The further a trip was booked in advance, the higher the average spend. For example, there was an average spend of £464 if booked more than 6 months before compared to an average spend of £349 if booked a week or less before.

Accommodation Booking Lead Time 2024 (share of trips)

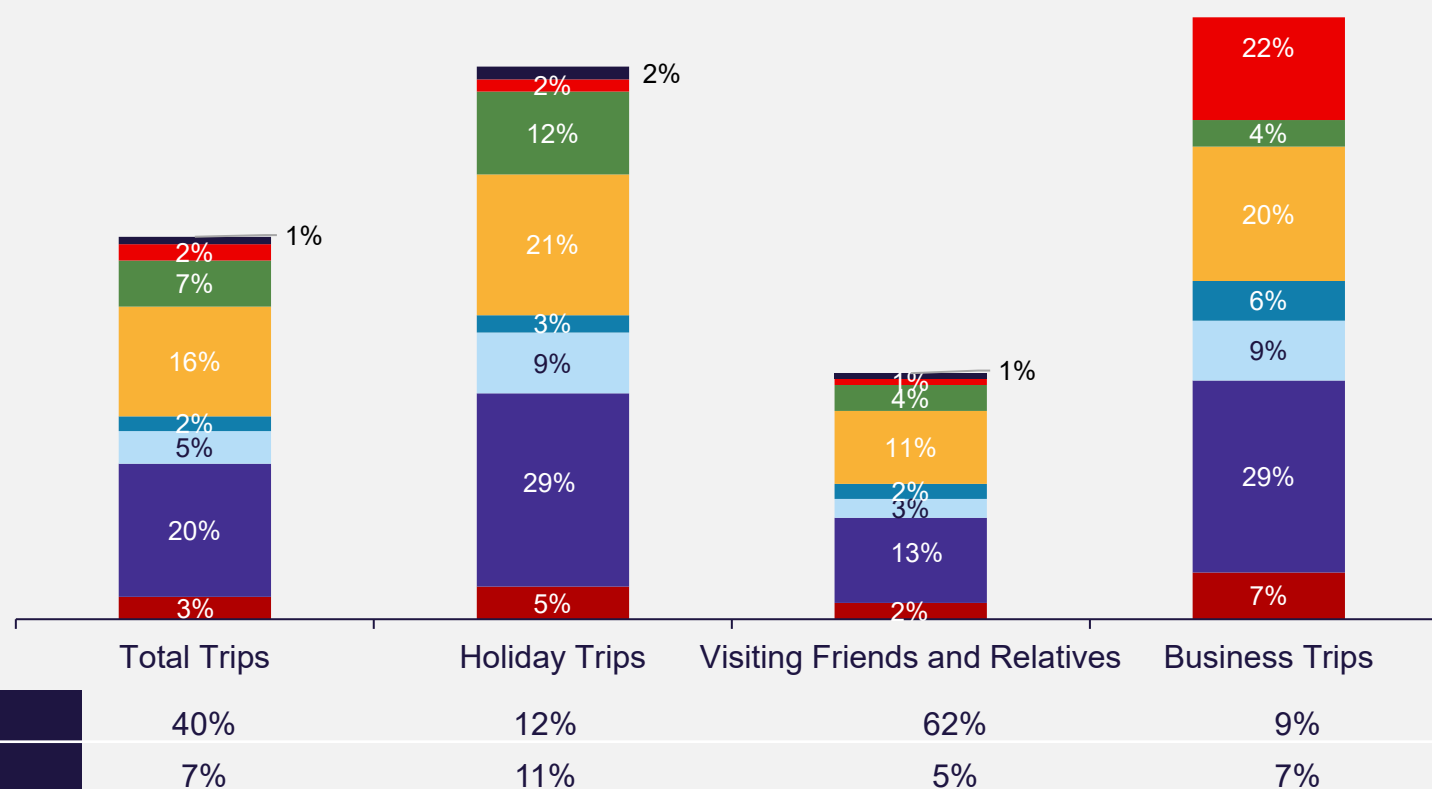


Booking method 2024

Travel websites and accommodation providers were the most frequent methods of booking an overnight trip in England in 2024. There was an increase in the proportion of England trips booked through an accommodation sharing website, from 4% in 2023 to 7% in 2024. This was even more pronounced among holiday trips (from 7% in 2023 to 12% in 2024). As hotels became less popular in 2024, the proportion of trips booked through hotels also decreased (from 18% in 2023 to 16% in 2024).

Booking Method 2024 (share of trips)

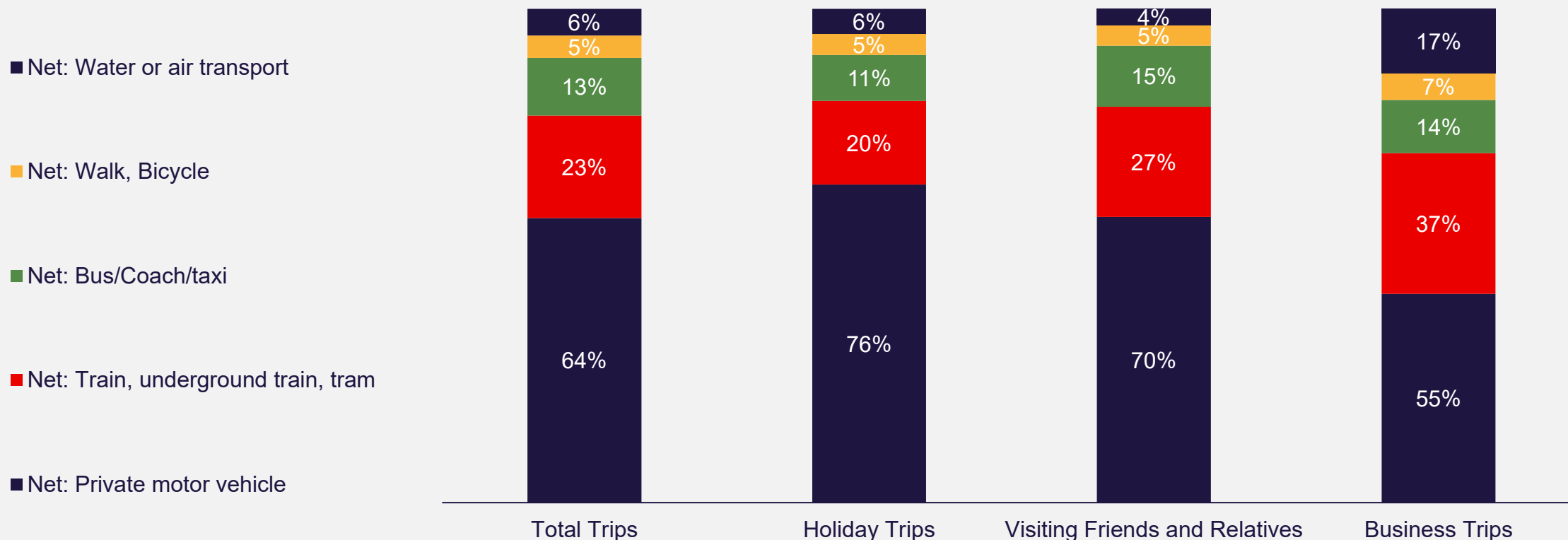
- A tourist information centre or tourist board office
- A corporate/business travel organiser
- An accommodation sharing website (e.g. Airbnb)
- A hotel or other accommodation provider directly (e.g. hotel company, B& B owner, cottage owner)
- A transport provider (e.g. Virgin Trains, British Airways, National Express)
- A tour operator or travel company (e.g. Haven, English Country Cottages, Superbreak)
- A travel website (e.g. Expedia, Booking.com, Lastminute.com, TripAdvisor)
- Traditional travel agent (e.g. TUI, Trailfinders)



Transport used to travel to main destination in 2024

While the majority of overnight trips involved travel by private motor vehicle to the main destination, business trips were most likely to use public and other types of transport. When comparing 2024 to 2022, there was a 7 percentage point decrease in the proportion of trips which used a private motor vehicle as the main transport (71% in 2022 to 68% in 2023 and 64% in 2022). The proportion of car owners reduced by 3 percentage points in that time period. In 2024, those on business trips replaced bus travel (-4pp) and walking/biking (-1pp), with train travel (+3pp) and water or air transport (+3pp).

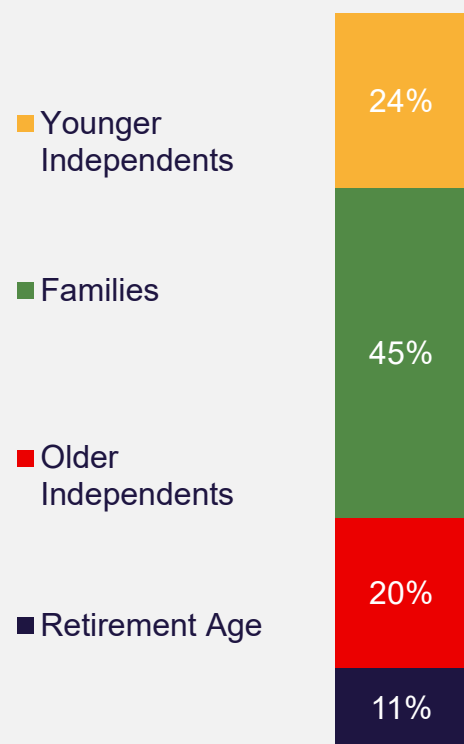
Transport used to travel to main destination in 2024 (share of trips)



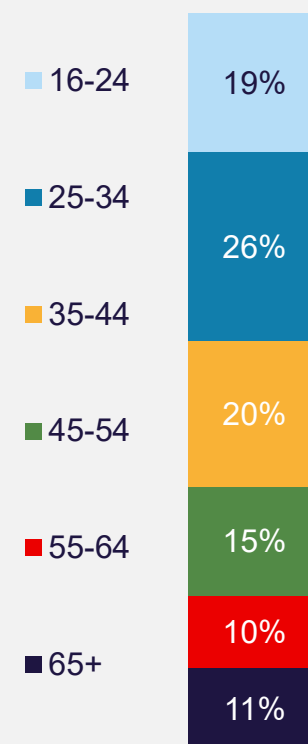
Life stage and age profile for domestic trips 2024

The highest proportion of trips in 2024 were made by those in the Family life stage (45%), with a 2 percentage point increase on 2023 and 3 percentage point increase on 2022. The Family life stage also increased their average spend from £248 per trip in 2023 to £323 in 2024, and for Q4 2024 their average spend went up to £392 per trip per person. 1 in 4 domestic overnight trips in England were made by 25-34 year-olds, a 2 percentage point increase since 2023. This age group were also the biggest spenders with £372 average spend per trip per person in 2024 (a year on year increase of 26%) and £462 in Q4 2024. The proportion of those aged 65+ years taking trips declined by 3 percentage points since 2022.

Life stage (share of trips)



Age (share of trips)



Source: Great Britain Tourism Survey 2024

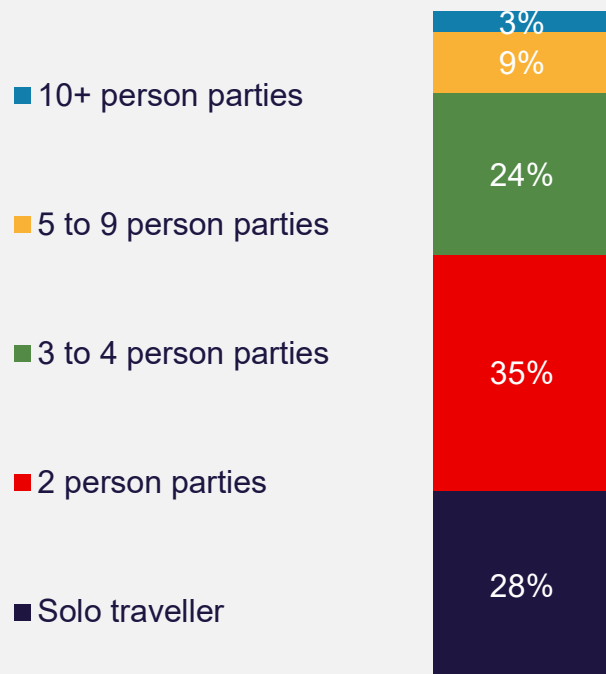
Base: England 6,690

Release date: 29 May 2025

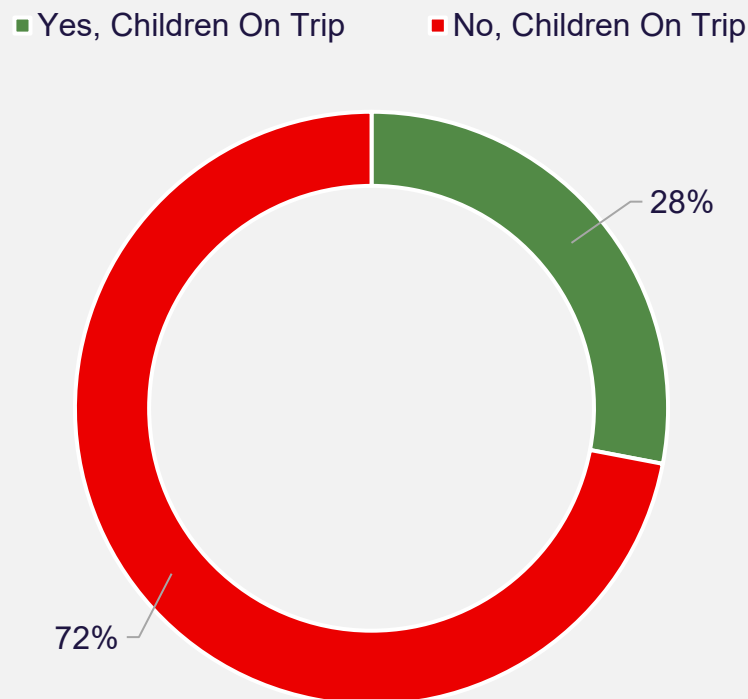
Trip party size 2024

28% of overnight trips in 2024 were made by solo travellers, a 3 percentage point increase since 2023 (+4pp since 2022). This trend in domestic solo travel was also seen in day visits in 2024. While Younger and Older Independents are most likely to travel solo, those in the Family life stage experienced an increase in solo trips from 13% share of their trips in 2024 to 18% in 2023. Overnight trips by solo travelers had the highest average spend of all party sizes at £361 per trip per person, with those in a Family life stage increasing their average spend to £534 per person per trip. As in 2023 and 2022, the majority of trip parties did not include a child under 16 (72%), representing a 2 percentage point increase on 2023 (and 3pp on 2022). Overnight trips with children had a considerably lower spend per trip per person of £217 compared to £339 for trips without children.

Party Size (share of trips)



Children in Trip Party (share of trips)

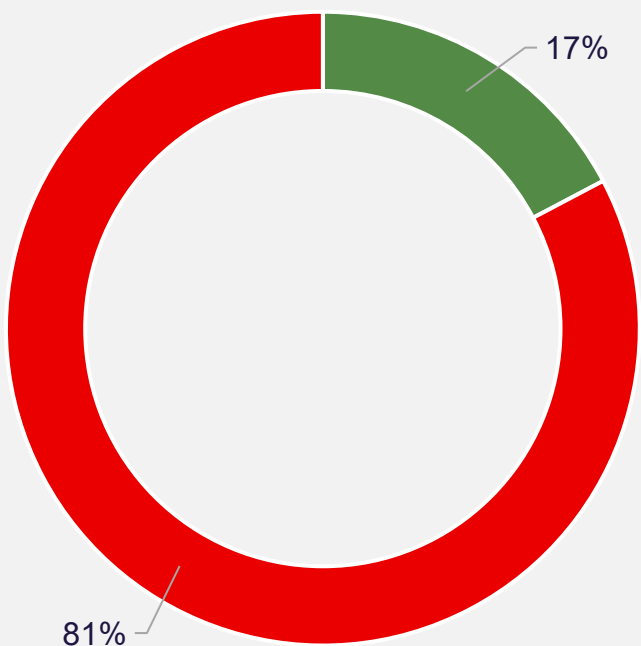


Trip party composition 2024

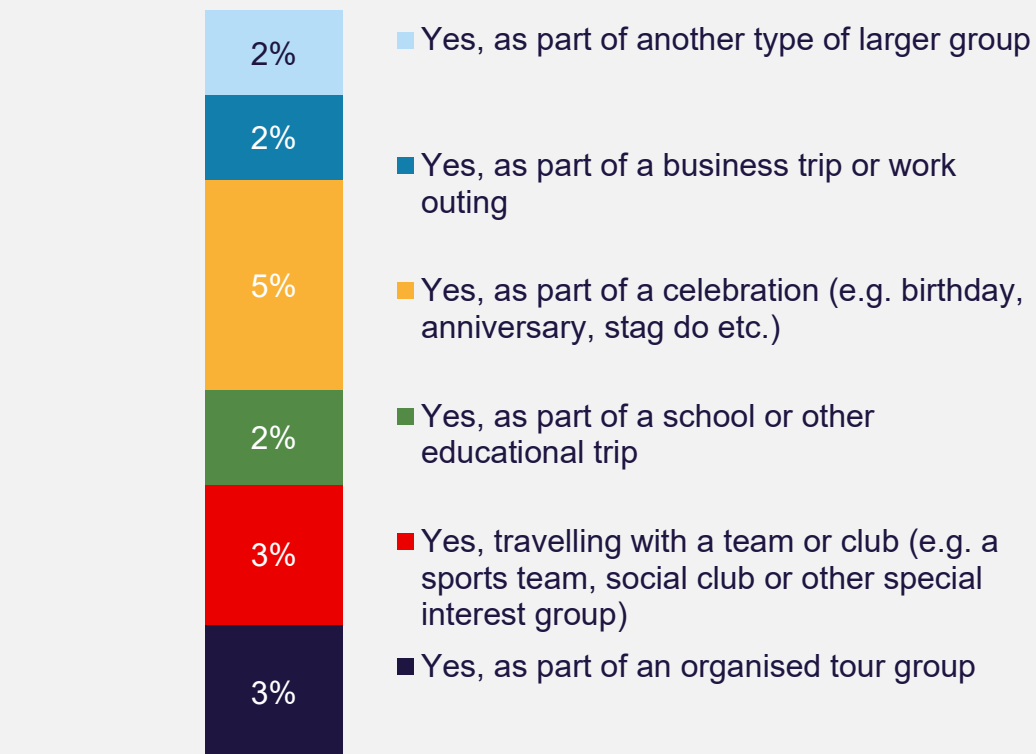
Fewer than 1 in 5 trips were part of a larger group (e.g. a coach party, tour group, school trip) in 2024, as was the case in 2023. Celebrations were the most popular large group type followed by travelling with a team or club or as part of an organised group tour. Those in the Family life stage were most likely to travel as part of a larger group (22%) in 2024. Larger groups had a considerably higher average spend per trip per person (£427 vs £279) than those not part of a larger group.

Part of a Large Party (share of trips)

■ Part of a Large Party ■ Not part of a Large Party



Large Party Type (share of trips)



Source: Great Britain Tourism Survey 2024

Base: England 6,690

Release date: 29 May 2025

Visits by home region and region of visit 2024

England residents of all regions were most likely to stay in their own region (vs any other region), with the West Midlands and the North East being the least region centric (26% trips in their own region). The North West was the most popular destination for Scotland residents with 25% of trips taken in England, although saw an 8 percentage point drop since 2023 as Scotland residents shifted to overnight stays in London (+6pp). The South West was the most popular England destination for trips by Wales* residents, although it experienced a 6 percentage point drop since 2023, with Wales residents increasing their share of trips in London (+4pp) and the North West (+3pp).

Region visited	Home region																				
		Net: England	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire	West Midlands	Net: Scotland	East Scotland	North Scotland	South Scotland	West Scotland	Net: Wales	Mid Wales	North Wales	South East Wales	South West Wales
	East of England	11%	35%	15%	12%	5%	7%	7%	5%	4%	8%	9%	10%	2%	2%	11%	4%	2%	4%	3%	6%
	East Midlands	9%	6%	31%	7%	7%	4%	7%	3%	12%	6%	7%	11%	5%	0%	6%	5%	9%	7%	3%	8%
	London	16%	14%	14%	28%	12%	12%	16%	15%	10%	15%	24%	22%	28%	3%	27%	21%	20%	13%	24%	19%
	North West	16%	9%	10%	14%	45%	23%	7%	5%	19%	14%	25%	22%	17%	38%	27%	18%	19%	46%	11%	9%
	North East	3%	2%	2%	2%	4%	26%	2%	1%	5%	1%	8%	9%	7%	18%	7%	1%	0%	3%	1%	0%
	South East	16%	15%	10%	18%	7%	5%	39%	17%	6%	12%	11%	10%	16%	3%	12%	13%	12%	7%	13%	19%
	South West	17%	13%	12%	12%	9%	3%	22%	49%	7%	19%	10%	8%	23%	8%	9%	24%	21%	4%	31%	26%
	Yorkshire	11%	8%	10%	8%	12%	18%	5%	2%	36%	7%	10%	11%	8%	16%	8%	6%	7%	10%	4%	6%
West Midlands	9%	6%	8%	8%	9%	5%	2%	8%	7%	26%	9%	10%	9%	2%	9%	12%	18%	11%	13%	10%	

Source: Great Britain Tourism Survey 2024. Base: England 6,690
Release date: 29 May 2025

*Note that the above table is based on trips to England, therefore excludes trips to Scotland and Wales. It shows all regions included on a trip, so each column adds up to more than 100%.

Appendix



VisitEngland

Image: A couple sitting outside the pub on a bench having a drink. Perthshire, Scotland. @VisitBritain/Andrew Pickett

Domestic overnight trips in 2024: annual tables

To download and view the Excel file, please open this PDF report in Adobe Acrobat Reader and then double click on the paper clip image. These tables are also available here: [Great Britain domestic overnight trips | VisitBritain.org](#)

Great Britain



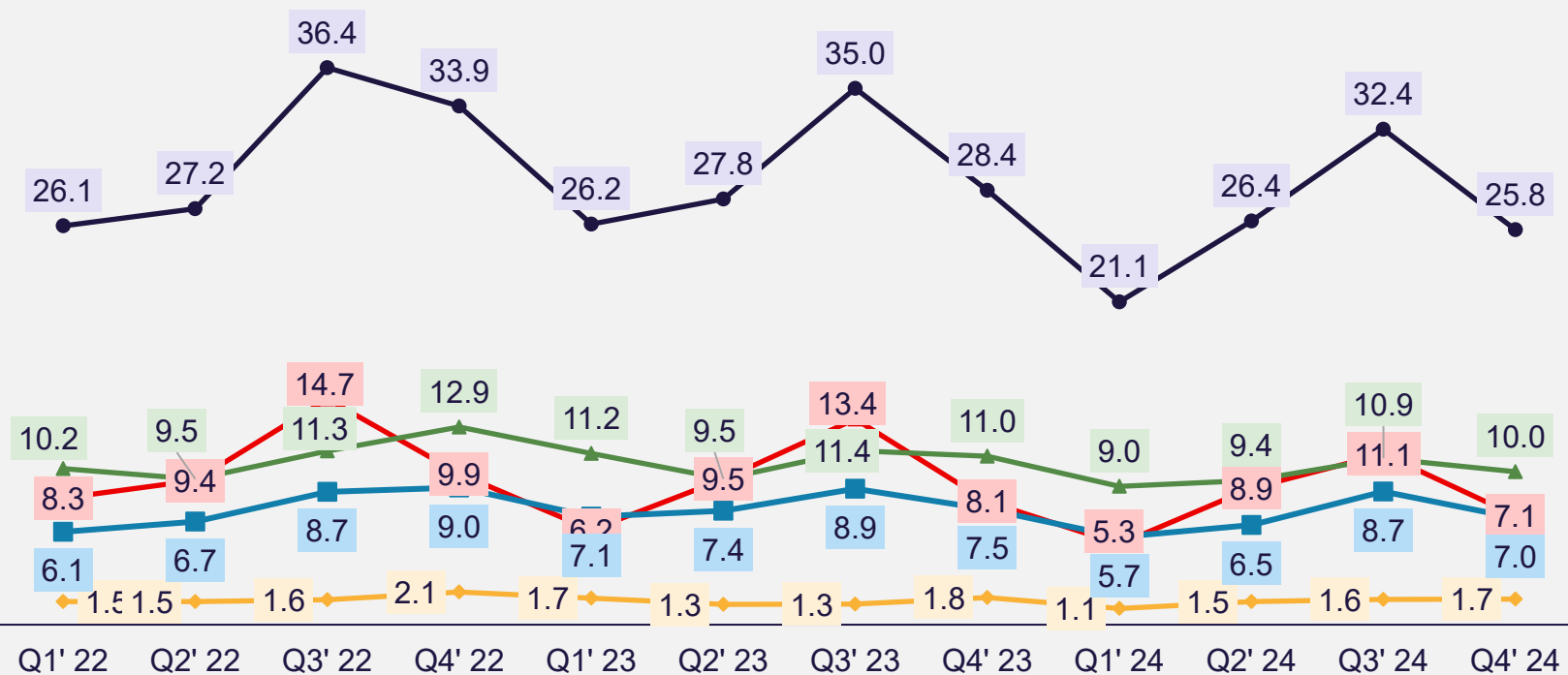
England



Trip purpose by quarter in Great Britain

Trip Purpose (number of trips in millions)

—●— Total Trips —■— Holiday Trips —▲— Visiting Friends and Relatives —◆— Business Trips —■— Miscellaneous Trips



Purpose 2024	Number of Trips 2024	Proportion of Britain Trips
Total Trips	105.6	
Holiday Trips	32.5	31%
Visiting Friends and Relatives	39.3	37%
Business Trips	5.9	6%
Miscellaneous Trips	27.9	26%

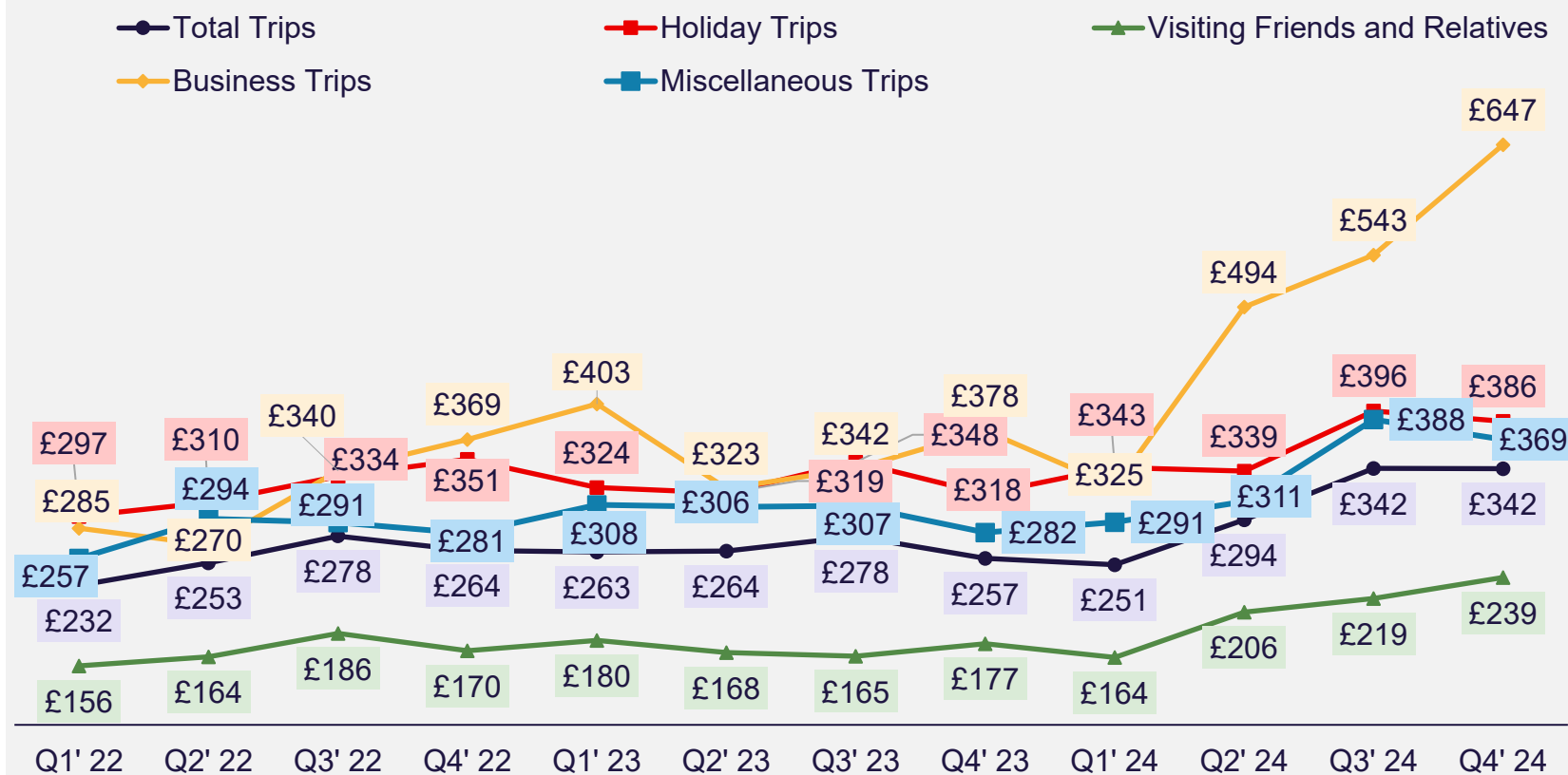
Source: Great Britain Tourism Survey 2024

Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752

Release date: 29 May 2025

Average spend by trip purpose in Great Britain

Average Spend Per Trip (per person) by Trip Purpose (£ millions)



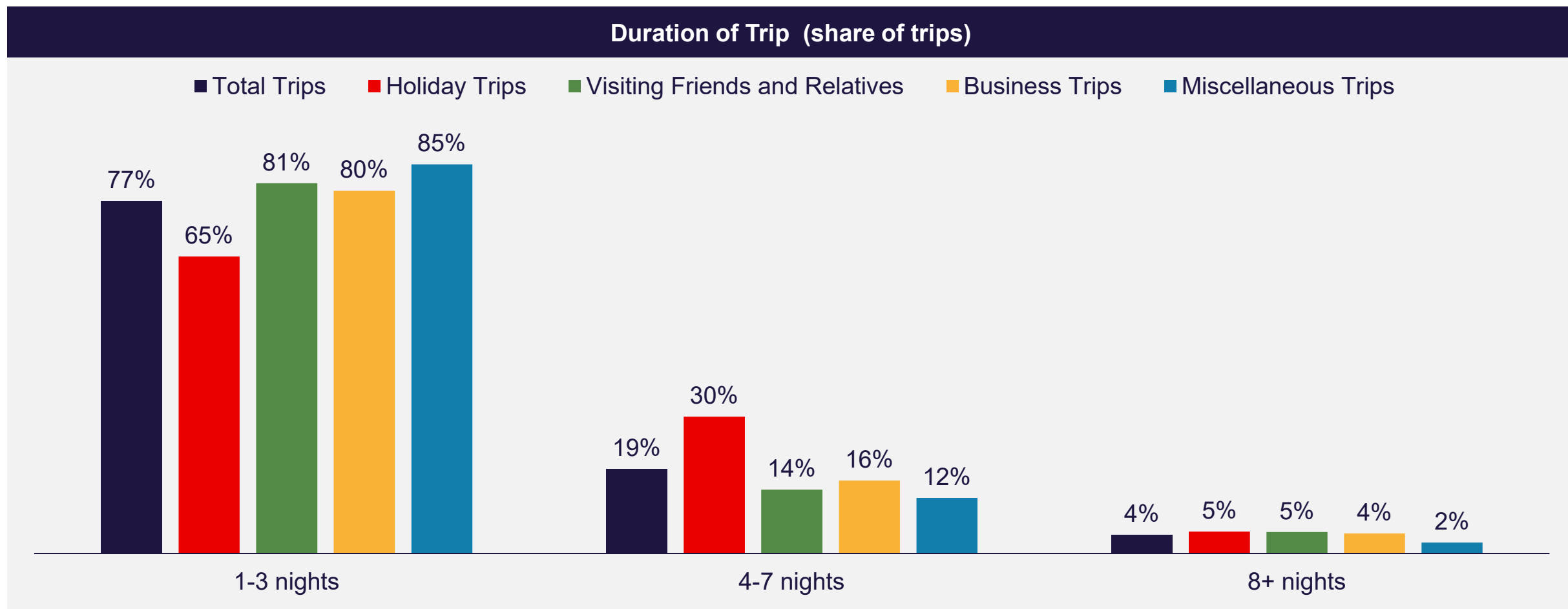
Purpose of Trip	Average Spend GB 2023	Average Spend GB 2024
Total Trips	£266	£312
Holiday Trips	£330	£370
Visiting Friends and Relatives	£172	£208
Business Trips	£365	£521
Miscellaneous Trips	£300	£345

Source: Great Britain Tourism Survey 2024

Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752

Release date: 29 May 2025

Duration of trips in Great Britain 2024



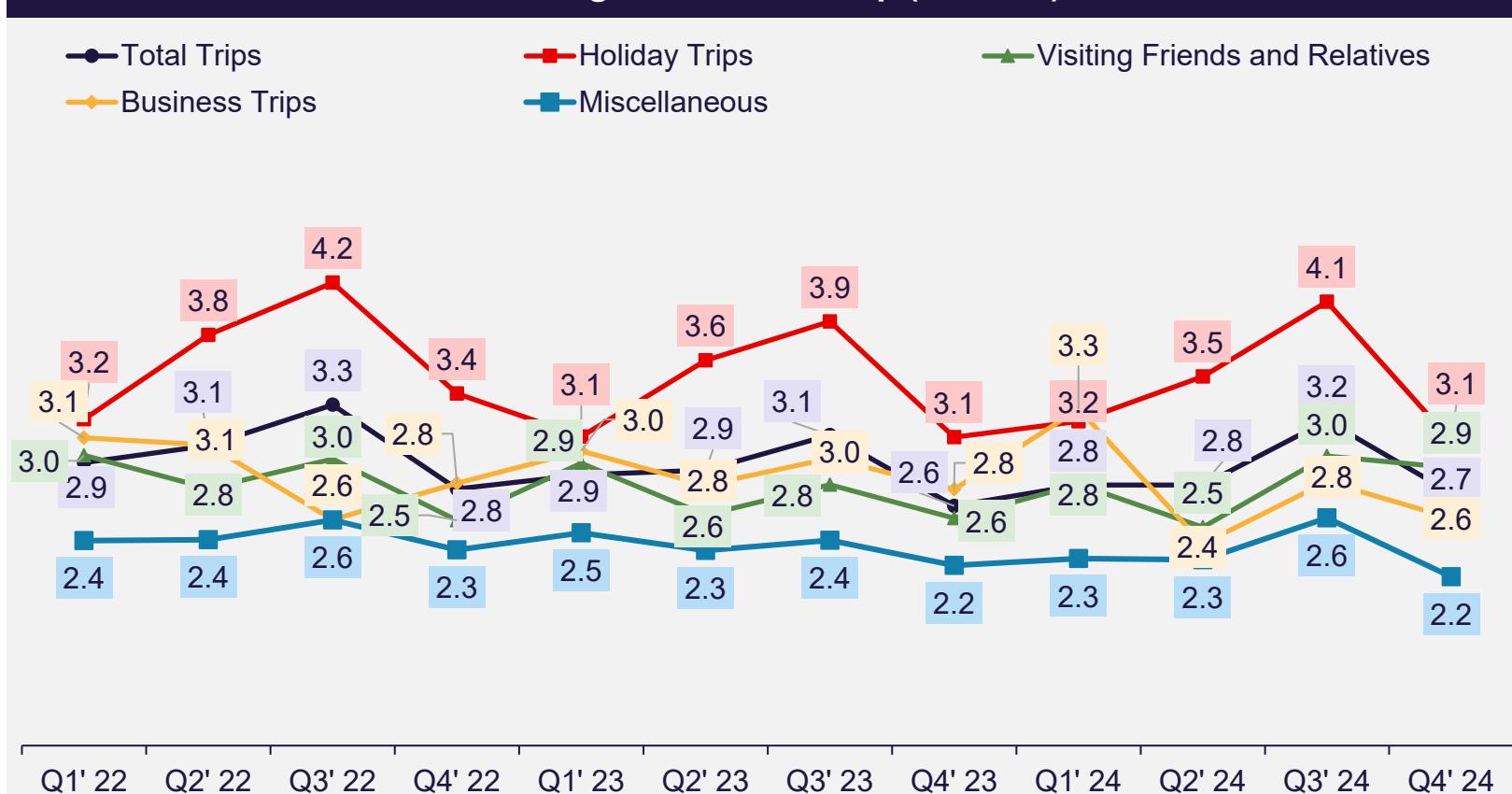
Source: Great Britain Tourism Survey 2024

Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752

Release date: 29 May 2025

Average duration of trip by quarter in Great Britain

Average Duration of Trip (millions)



Purpose 2024	Average Duration 2023	Average Duration 2024
Total Trips	2.9	2.9
Holiday Trips	3.5	3.6
Visit Friends and Relatives	2.7	2.8
Business Trips	2.9	2.7
Miscellaneous Trips	2.4	2.3

Source: Great Britain Tourism Survey 2024

Base: Great Britain 8,388; England 6,690; Scotland 1,130; Wales 752

Release date: 29 May 2025

Methodology

- The annual sample size for GBTS is 60,000 respondents. These numbers include respondents who have not taken any qualifying trips. The annual samples are split evenly across the 52 weeks of the year.
- Since 2020 GBTS has been using an online blended panel approach, which is a significant change from the pre-2020 face-to-face methodology. Respondents are sourced via an online platform that combines a number of ESOMAR accredited panel providers.
- Data is collected about the number of overnight trips taken by adults aged 16+ in England, Scotland and Wales. The survey also collects details of any children involved with overnight trips, and these are included in the estimated grossed-up figures for trips, spend and number of nights.
- Interlocking quotas have been used where feasible. Within each country, quotas are set by age and gender (interlocking), approximated social grade and England regions. The data is weighted to more accurately reflect the population.
- Base sizes are the number of qualifying trips, rather than the number of respondents. Quarterly targets are utilised for Scotland and Wales due to small monthly base sizes.

Nation	Unweighted Base Sizes 2024
GB	8,388
England	6,690
Scotland	1,130
Wales	752

- Number of trips for 2024 estimations based upon: More detailed information on methodology changes, quotas and weighting can be found by accessing the Background Quality Report available at the [VisitEngland](#) website.

For more information, please contact

Research@visitbritain.org