

# Domestic Sentiment Tracker: October 2024

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Fieldwork Period: 1<sup>st</sup> to 7<sup>th</sup> October 2024

UK Results

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Note: \* Overnight Business Trip Intentions questions are asked every second month

# 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.
- Fieldwork tends to take place at the start of each month and this wave's fieldwork was conducted between 1<sup>st</sup> to 7<sup>th</sup> October 2024
- The results (both, reports and data tables) are made publicly available and updated each wave at the following website:

<https://www.visitbritain.org/domestic-sentiment-tracker>

# Definitions used within this report

In this report, we look at the behaviour and attitudes of a number of separate audiences depending on when they intend to take an overnight domestic trip.

- **October to December 2024 Intenders** : Residents of the UK who claim their next domestic overnight trip will take place between October to December 2024
- **January to March 2025 Intenders**: Residents of the UK who claim their next domestic overnight trip will take place between January to March 2025

We also segment respondents by life stage and use the following definitions:

- **Pre-Nesters**: 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+

# October 2024: Scorecard of Key Metrics

Key Metrics	October 2024	Change since September 2024
% of UK adults stating 'WORST IS STILL TO COME' regarding the cost of living crisis	49%	+1%
Proportion intending a UK overnight trip at any point <u>in the next 12 months</u>	78%	+1%
Proportion intending an overseas overnight trip at any point <u>in the next 12 months</u>	62%	+1%
Preference for UK over overseas in the next 12 months (vs past 12 months)	32%	-1%
Took a domestic overnight trip in the past 12 months (October 2023 – September 2024)	66%	+2%
Reduce the number of UK overnight trips due to cost of living crisis [NET 'fewer', 'not go', 'go day trips instead']	26%	-1%
Reduce the number of day trips due to cost of living crisis [NET 'fewer', 'not go on day trips']	29%	-1%
Top 3 barriers to taking a UK overnight trip in the next 6 months	1 <sup>st</sup> UK weather 2 <sup>nd</sup> Rising cost of living; 3 <sup>rd</sup> Personal Finances	UK weather from 2 <sup>nd</sup> to 1 <sup>st</sup> spot, Rising cost of living from 1 <sup>st</sup> to 2 <sup>nd</sup> .

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

# October 2024: Scorecard of Key Themes

Key Theme	Question	October 2024	Change since September 2024
Accommodation	% of UK adults mentioning ' <b>Cost of Accommodation</b> ' as a barrier to taking UK holidays and short breaks in the next 6 months	40%	-6%*
	<b>Top 3 accommodation types</b> planning on staying in on next UK overnight trip in <u>October to December 2024</u> – % choosing ' <b>Hotel / Motel / Inn</b> '	45%	=
	<b>Top 3 accommodation types</b> planning on staying in on next UK overnight trip in <u>October to December 2024</u> – % choosing ' <b>Friends or relatives' home</b> '	19%	-1%
	<b>Top 3 accommodation types</b> planning on staying in on next UK overnight trip in <u>October to December 2024</u> – % choosing ' <b>Guest house / Bed and Breakfast</b> '	12%	-1%
Drinking/eating out	% of UK adults mentioning ' <b>Cost of Drinking/Eating out</b> ' as a barrier to taking UK holidays and short breaks in the next 6 months	33%	-3%
	Activities for UK holidays and short breaks in <u>October to December 2024</u> - % choosing ' <b>Trying local food and drink</b> '	32%	+2%
Attractions	% of UK adults mentioning ' <b>Cost of Visitor Attraction</b> ' as a barrier to taking UK holidays and short breaks in the next 6 months	18%	-1%
	Activities for UK holidays and short breaks in <u>October to December 2024</u> - % choosing to ' <b>Visit heritage sites</b> '	24%	=
	Activities for UK holidays and short breaks in <u>October to December 2024</u> - % choosing to ' <b>Visit cultural attractions</b> '	24%	-3%
	Activities for UK holidays and short breaks <u>October to December 2024</u> - % choosing to ' <b>Visit family attractions</b> '	12%	-2%

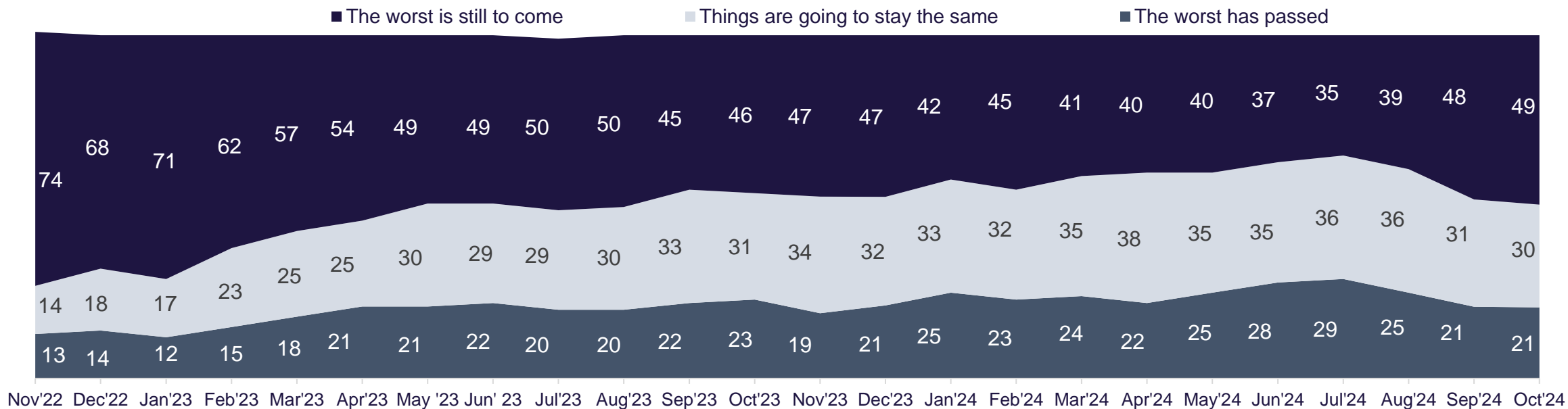
\* Represents a statistically significant change on previous wave  
 N/A – due to new question wording meaning comparison to last wave cannot be done



# 1. Current General Sentiment

# Cost-of-living perceptions remain on par with last month, with those saying 'the worst is still to come' at a high not seen since August 2023

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



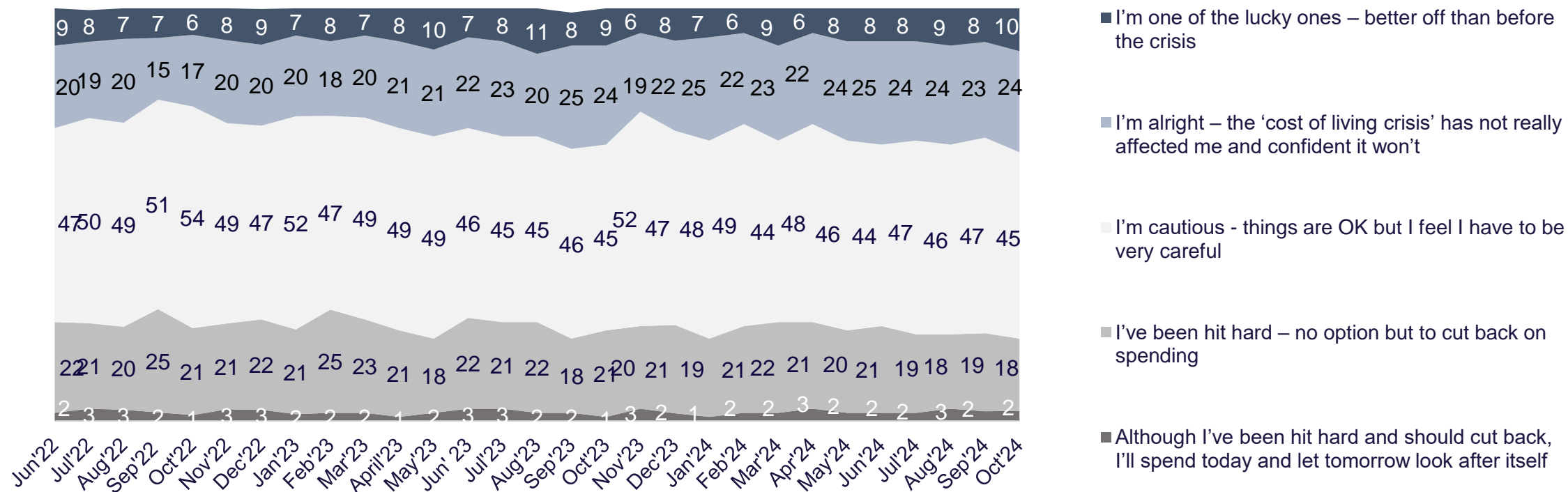
(in %)	Nov'22	Dec'22	Jan'23	Feb'23	Mar'23	Apr'23	May'23	Jun'23	Jul'23	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24
CPI 12-month rate	10.7	10.5	10.1	10.4	10.1	8.7	8.7	7.9	6.8	6.7	6.7	4.6	3.9	4.0	4.0	3.4	3.2	2.3	2.0	2.0	2.2	2.2	n/a	n/a
BOE Base rate	3.00	3.50	3.50	4.00	4.25	4.25	4.50	5.00	5.00	5.25	5.25	5.25	5.25	5.25	5.25	5.25	5.25	5.25	5.25	5.25	5.25	5.0	5.0	5.0

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. October 2024 = 1,755. Monthly CPI data from the Office of National Statistics (ONS), latest available July 2024. Base Rate historical data from BOE Database.



# Due to the cost-of-living crisis, most UK adults (63%) are either 'cautious and being very careful' (45%) 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



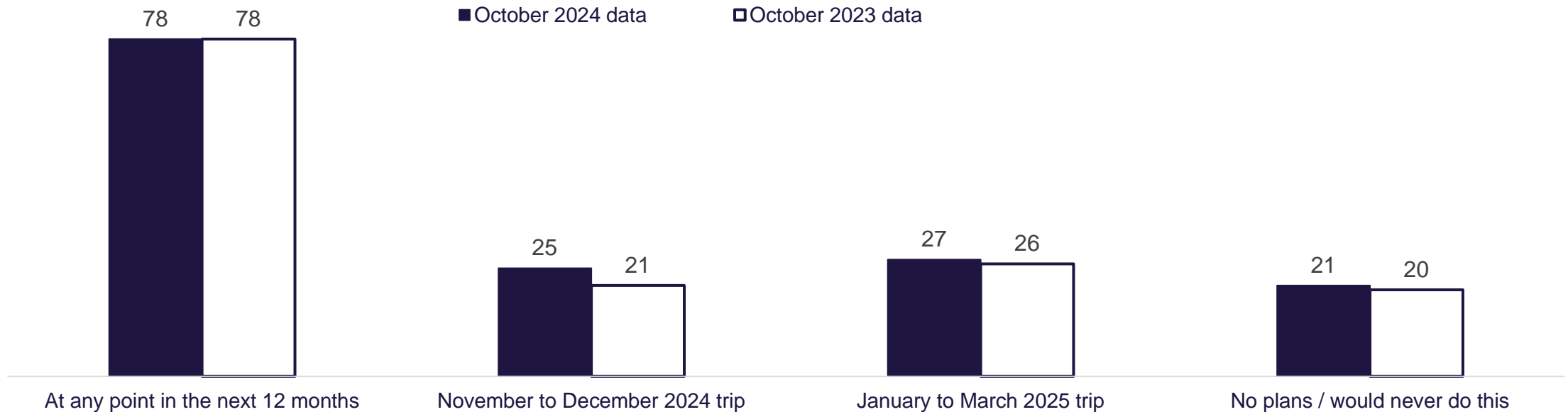
Question: Q17: There has been a lot of talk about how the 'cost of living crisis has affected people's financial circumstances. If you had to choose, which ONE of the following statements would best describe your feelings about your own situation, right now? Base: All respondents. October 2024 = 1,755.



## 2. Trip Intentions: UK and Overseas

# Overnight domestic trip intentions are in line with those anticipated in 2023. 78% are planning a trip in the next 12 months, the same as the year before

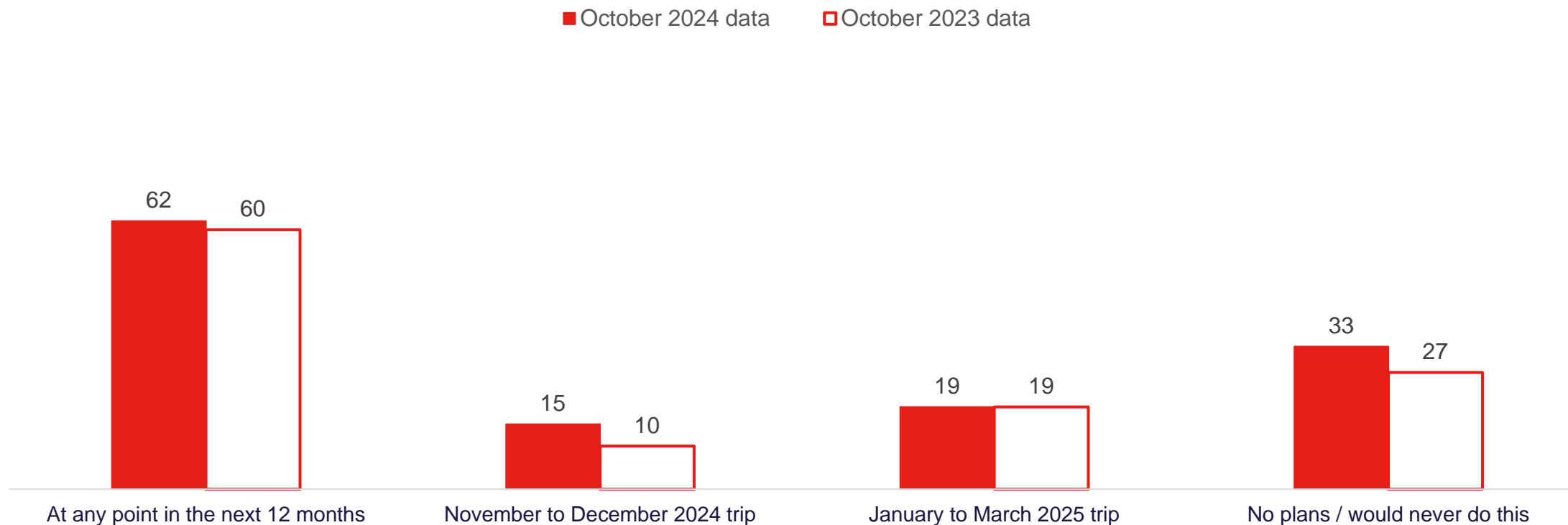
Figure 5. Proportion anticipating going on any overnight UK trips, Percentage, October 2024, UK



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. October 2023 = 1,755, October 2024 = 1,755. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.

# For overnight overseas trips, intentions are in line with 2023 levels, although a higher proportion are planning a Nov-Dec trip this year compared to last

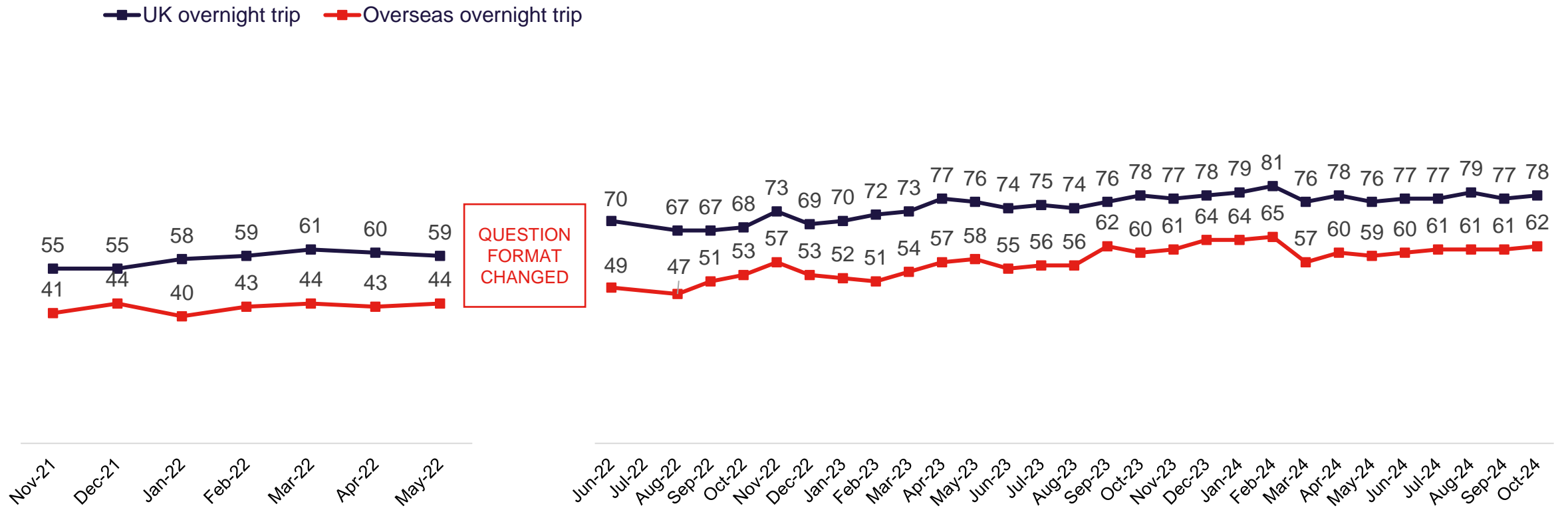
Figure 5b. Proportion anticipating going on any overnight overseas trips, Percentage, October 2024, UK



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. October 2023 = 1,755, October 2024 = 1,755. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.

# In October 2024, long term domestic and overseas overnight trip intentions are in line with those reported in September 2024

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 October 2024 = 1,755. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods. **\*no data available for July 2022.**

# Commitment is higher for overseas trips compared to UK trips – 69% are very committed to overseas trips in November compared to 64% for UK trips in the same month

Figure 7. Commitment to taking the next overnight UK trip, Percentage, October 2024, UK

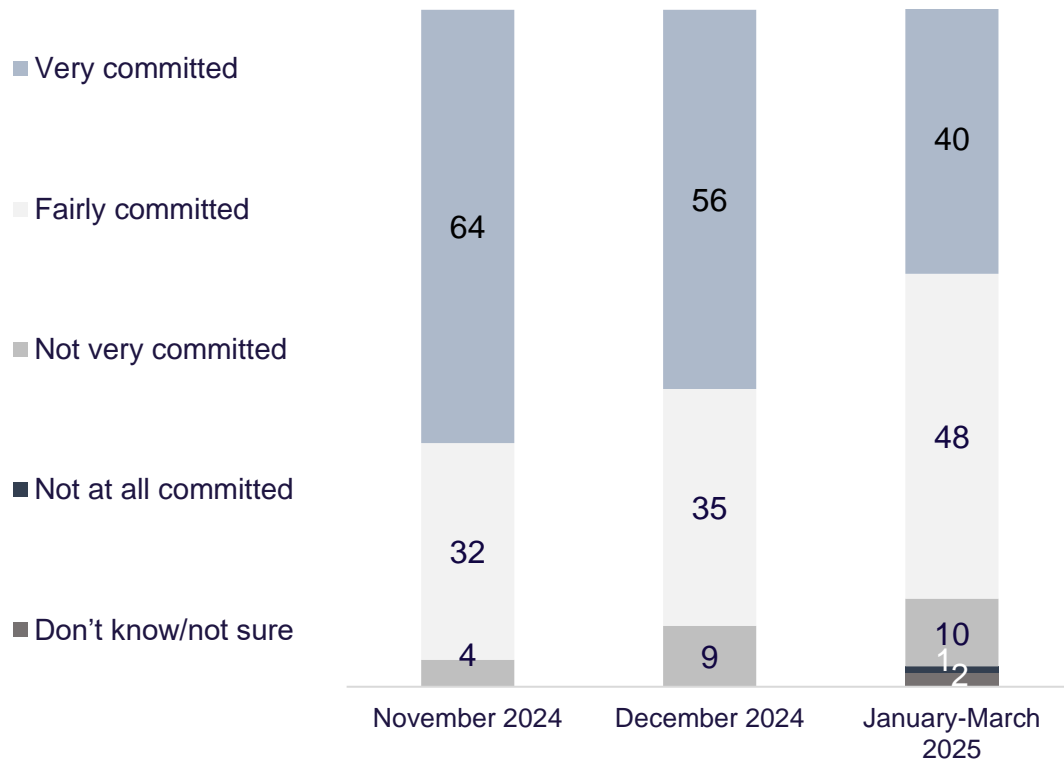
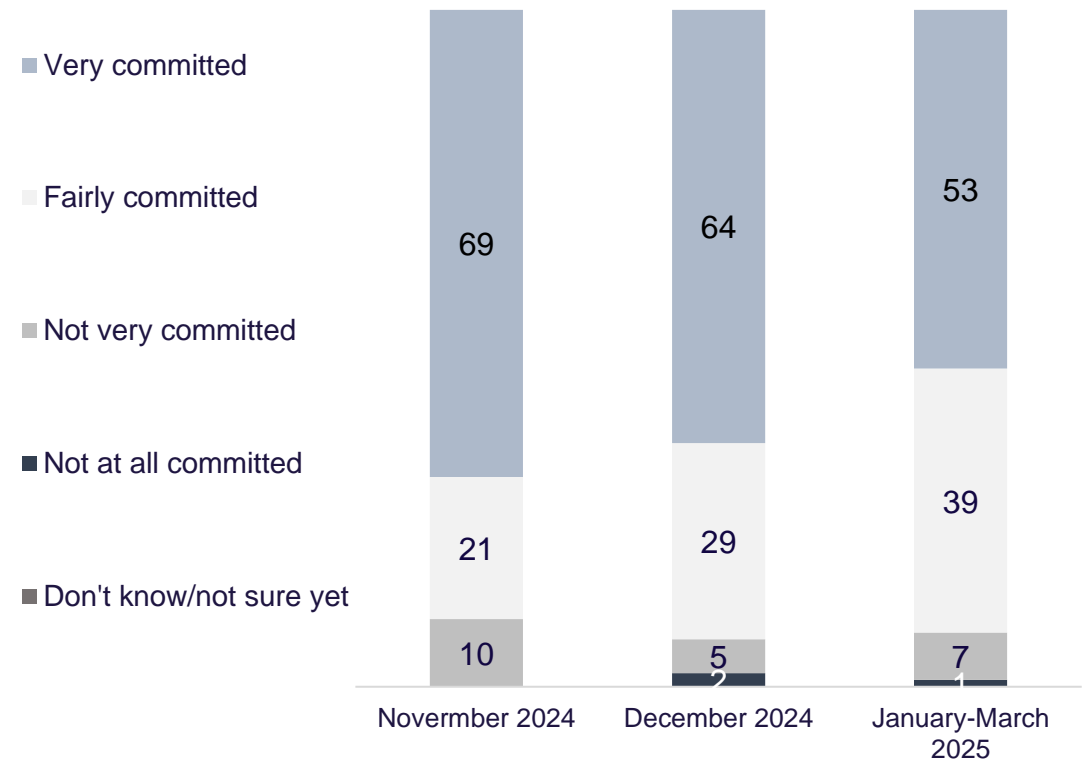


Figure 8. Commitment to taking the next overnight overseas trip, Percentage, October 2024, UK



Question: VB2ei: How committed are you to taking this next trip in [pipe: hVB3]?; Base: All October respondents: November 2024 = 157, December 2024 = 238, January to March 2025 = 265. VB2eii: How committed are you to taking this next trip in [pipe: hVB2civ]? Base: All October respondents: November 2024 = 89, December 2024 = 109, January to March 2025 = 119.

# The number of UK adults who are more likely to choose UK trips (32%) outweighs the proportion of those preferring to travel overseas (28%). UK holidays are easier to plan (54%), while overseas have better weather (53%)

Figure 9. Difference in short break/holiday choices in the next 6 months compared to last 12 months, Percentage, October 2024, UK



## TOP 5 reasons for UK preference

1. UK holidays are easier to plan (54%)
2. Shorter / quicker travel (48%)
3. UK holidays are cheaper (46%)
4. To avoid long queues at airports/ports or cancelled flights/voyages (37%)
5. Global conflicts or warzones overseas (28%)

## TOP 5 reasons for Overseas preference

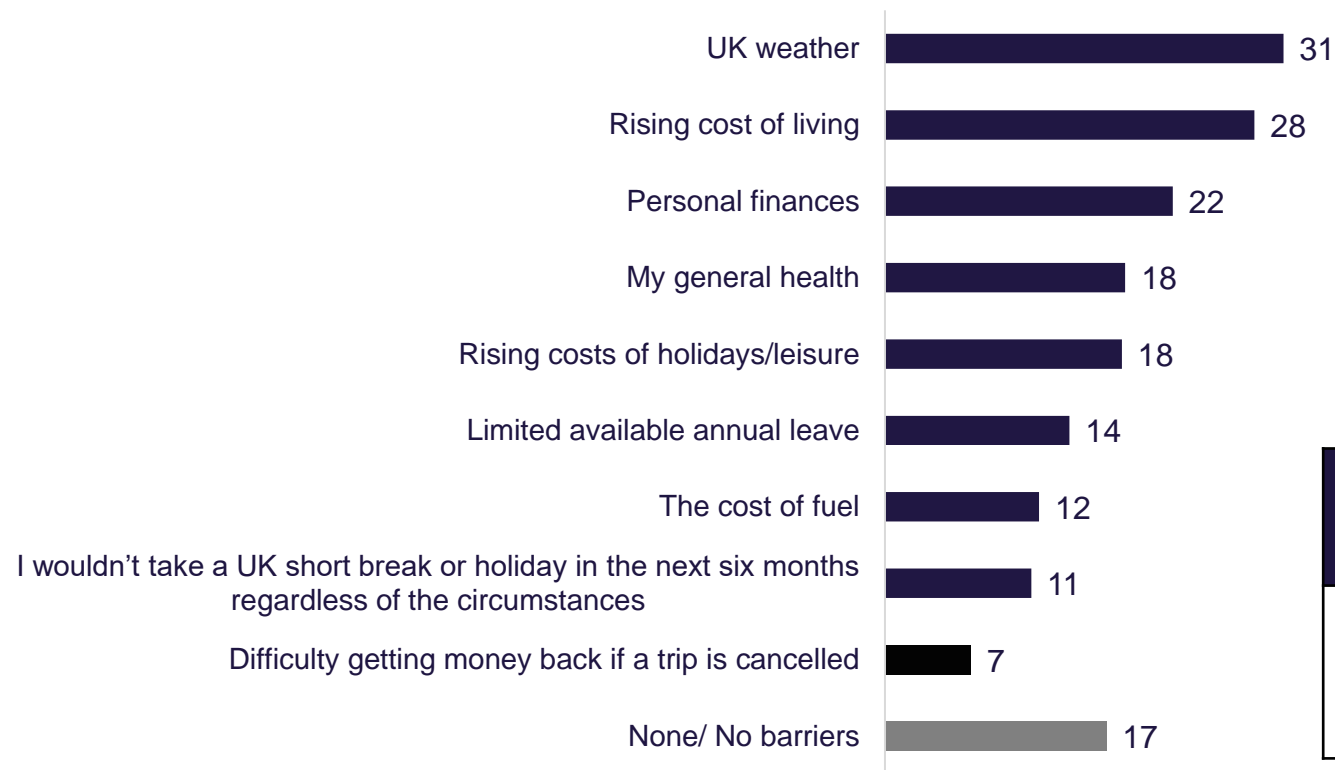
1. Better weather (53%)
2. I want to visit new places/experience new cultures (42%)
3. Overseas holidays are cheaper (26%)
4. To visit friends or relatives (21%)
5. I'm prioritising overseas trips after missing out in the last few years (19%)

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. October 2024 = 1,755. VB2k. Why are you more likely to choose a UK trip than an overseas trip? October 2024 = 603. VB2l. Why are you more likely to choose an overseas trip than a UK trip? October 2024 = 476.

# The top potential barrier to taking overnight UK trips in the next 6 months is 'UK weather' (31%), followed by 'rising cost of living' (28%). The 'costs and finances' barrier has decreased significantly in October 2024 compared to the last few months

Figure 10. Top 10 Barriers to taking an overnight UK trip in next 6 months, Percentage, October 2024, UK



	July 2024 data	Aug 2024 data	Sep 2024 data	Oct 2024 data
NET: Costs and finances	57%	56%	58%	51%

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

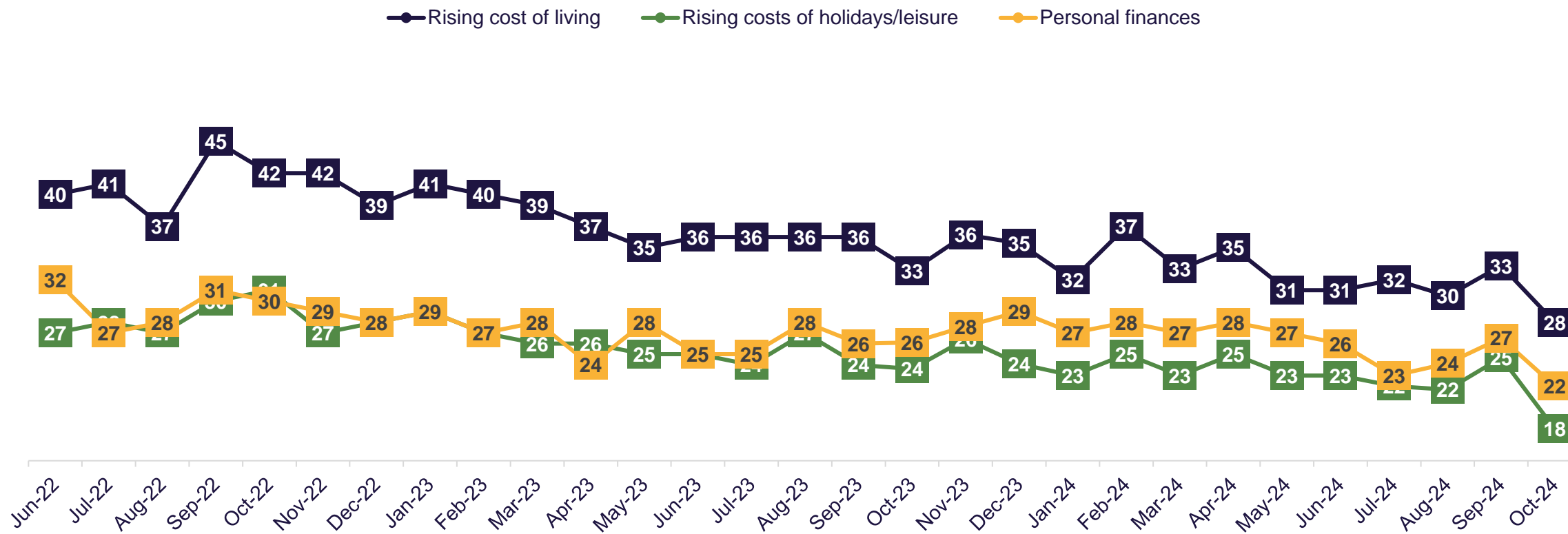
Question: VB7b. Which, if any, of the following factors do you see as potential barriers to you taking a UK short break or holiday in the next six months? .

Base: All asked each question. October 2024 = 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'



# Compared to previous waves, financial factors are now perceived as a less significant barrier to domestic travel than in the last month

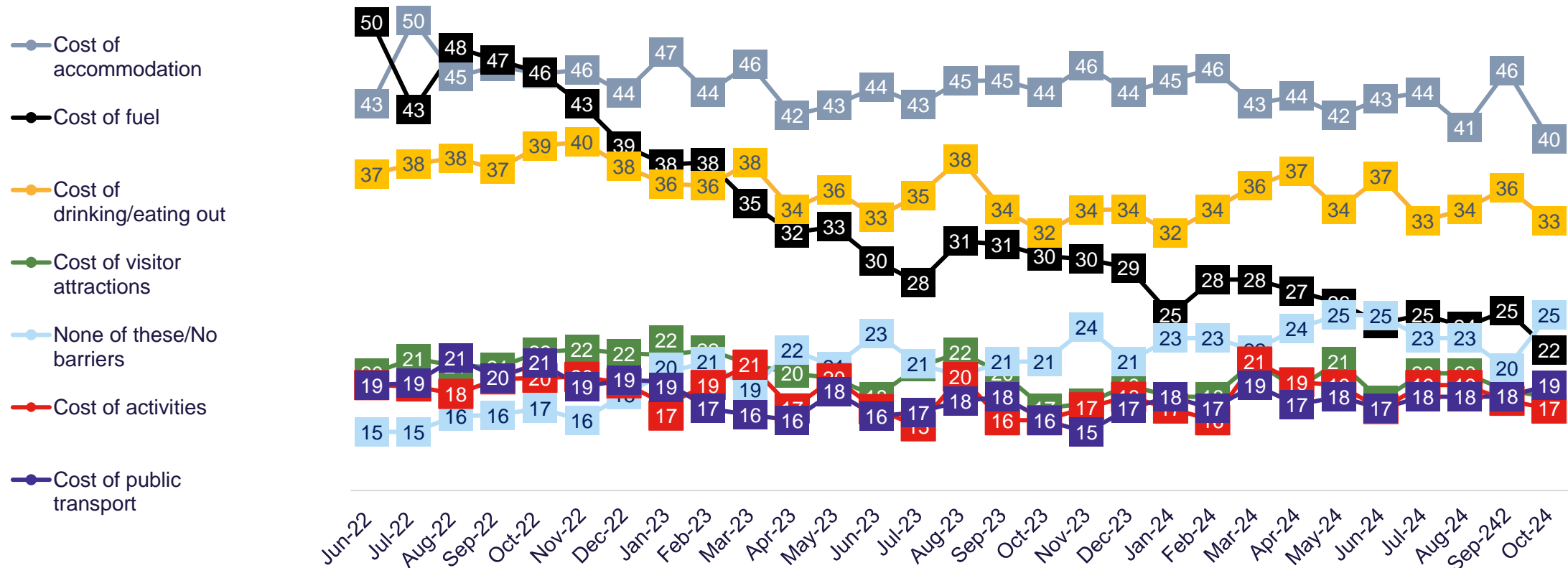
Figure 10b. Perceived financial barriers to an overnight trip in the UK in next 6 months, Wave-on-wave, Percentage, UK



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. October 2024 = 1,755.

# Focusing on barriers related directly to the cost of a domestic overnight trip, the 'cost of accommodation' remains at the top though decreasing in the last month

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: October 2024 = 1,755.

# UK adults plan to mainly cut their overnight trip spending on accommodation, activities and eating out. 26% will reduce the number of trips they will take

Figure 13a. 'Cost of living' impact on UK holidays and short breaks, Percentage, October 2024, UK, Full list



Reduce the number of UK overnight trips	July 2024 data	Aug 2024 data	Sep 2024 data	Oct 2024 data
NET 'fewer', 'not go', 'go day trips instead'	25%	26%	27%	26%

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: October 2024 = 974. \*Question format changed in March 2024.

# In terms of UK day trips, 19% of UK adults intend to look for more 'free things' to do. 29% will reduce the number of day trips

Figure 13b. 'Cost of living' impact on day trips, Percentage, October 2024, UK, Full list

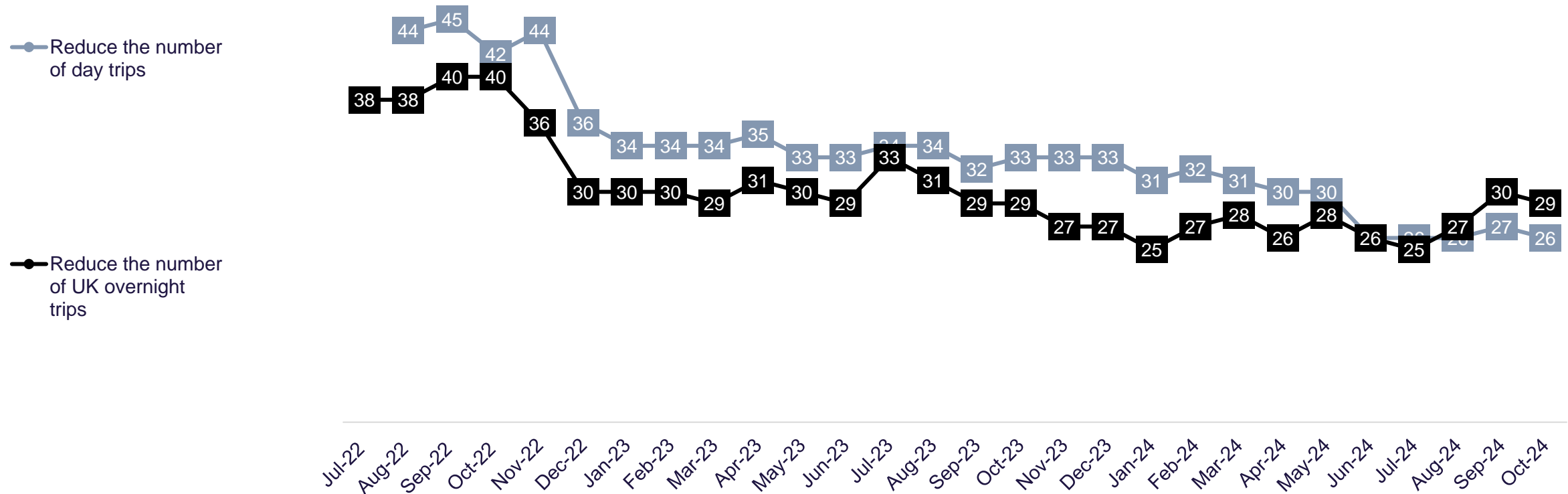


Reduce the number of day trips	July 2024 data	Aug 2024 data	Sep 2024 data	Oct 2024 data
NET 'fewer', 'not go on day trips'	26%	27%	30%	29%

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: October 2024 = 866. \*Question format changed in March 2024.

# More UK adults will reduce the number of UK overnight trips than UK day trips due to the cost of living (29% and 26% respectively)

Figure 13c. 'Cost of living' impact on UK holidays and short breaks and day trips, Percentage, Wave-on-wave 2024, 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: October 2024 = 974 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: October 2024 = 866 \*Question format changed in March 2024. \*\*VB7Cii was introduced in August 2022

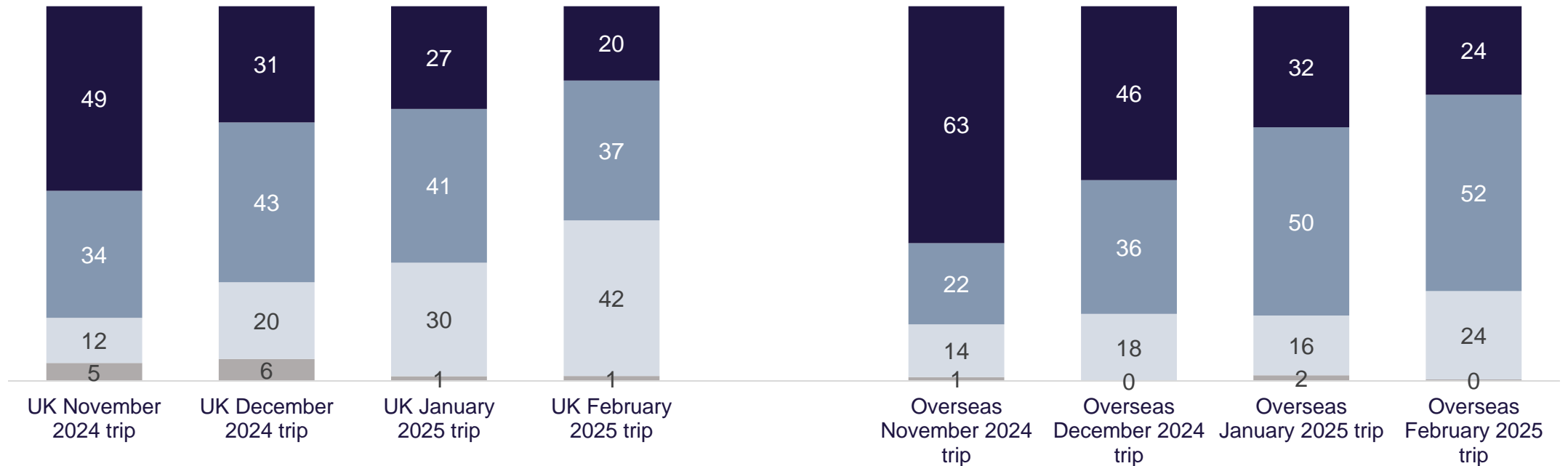


## **3. The Next Trip: Overnight and Day Trips**

# 49% of UK intenders have already booked their domestic trips for a trip in November, while 63% have already booked their overseas trips for the same month

Figure 15. Planning and booking the next intended UK and overseas overnight trip, Percentage, October 2024, UK

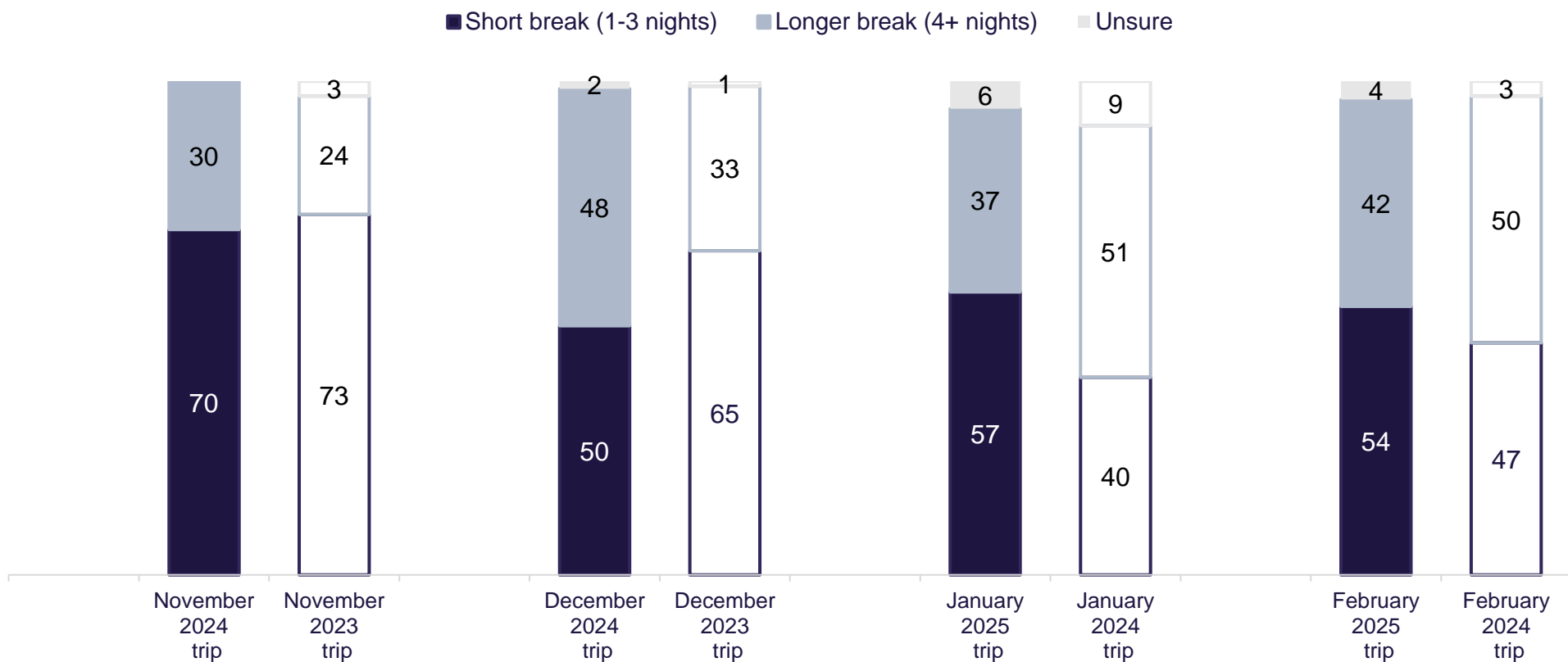
■ I have already booked the trip ■ I have decided where to go but not yet booked ■ I am yet to decide where to go ■ I am undecided whether I will take this trip at all



Question: VB2e. Which of the following best describes how close you are to booking your next overnight UK trip in <INSERT MONTH FROM VB2a(III)>? Base: UK trip: November 2024 n = 157, December 2024 n = 238, January 2025 n = 89, February 2025 n = 82. VB2g. Which of the following best describes how close you are to booking your next overnight OVERSEAS trip in <INSERT MONTH FROM VB2c(III)>? Base: Overseas trip: November 2024 n = 89, December 2024 n = 109, January 2025 n = 54, February 2025 n = 82.

# Domestic trips are more likely to be shorter (1-3 nights) than longer (4+ nights) for the next 4 months. Compared to a year ago, the trend is similar except in January and February 2024 where longer breaks were more prevalent

Figure 17. Length of next UK holiday or short break by time period, Percentage, October 2024, UK



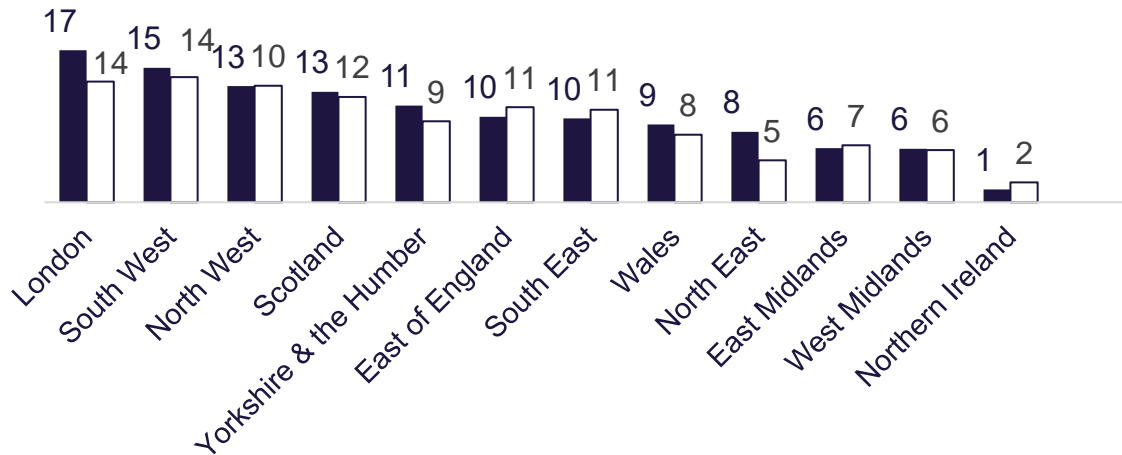
Question: QVB3. Is this next trip to <INSERT DESTINATION FROM VB4A> in <INSERT MONTH FROM VB2A> likely to be a short break (1-3 nights) or a holiday (4+ nights)?  
 Base: All October 2024 respondents intending to take next holiday or short break in each time period: November 2024 n = 157, December 2024 n = 238, January 2025 n = 89, February 2025 n = 82. All October 2023 respondents: November 2023 n = 137, December 2023 n = 164, January 2024 n = 68, February 2024 n = 93.



# London is the most preferred UK overnight destination for trips in both October to December 2024 and January to March 2025

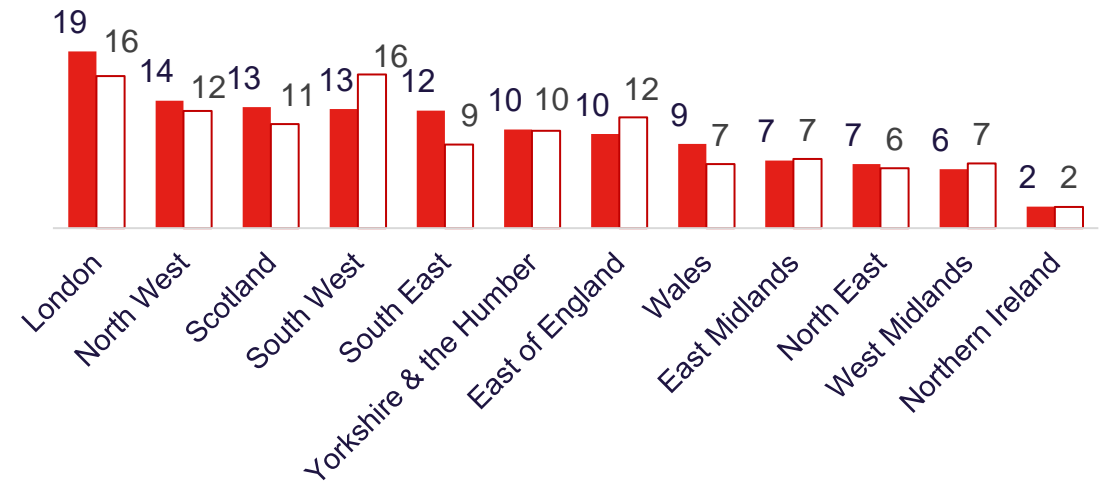
**Figure 18. Where planning on staying on next UK overnight trip in October to December 2024, Percentage, September and October 2024, UK**

- September 2024 / October 2024 data
- September 2023 / October 2023 data



**Figure 19. Where planning on staying on next UK overnight trip in January to March 2025, Percentage, September and October 2024, UK**

- September 2024 / October 2024 data
- September 2023 / October 2023 data



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

Base: All September and October 2024 respondents planning on taking a holiday or short break in the UK October to December 2023 n = 1024, January to March 2024 n = 494; October to December 2024 n = 1139, January to March 2025 n = 424. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate staying in more than one location.

# The top destination type for both October-December 2024 and January-March 2025 trips is ‘a city or large town’

Figure 20. Types of destination for trip in October to December 2024, Percentage, September and October 2024, UK

- September 2024 / October 2024 data
- September 2023 / October 2023 data

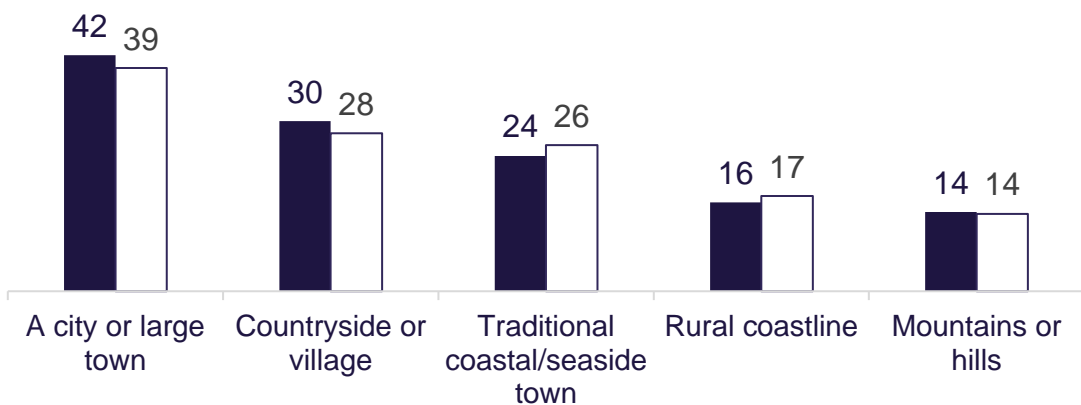
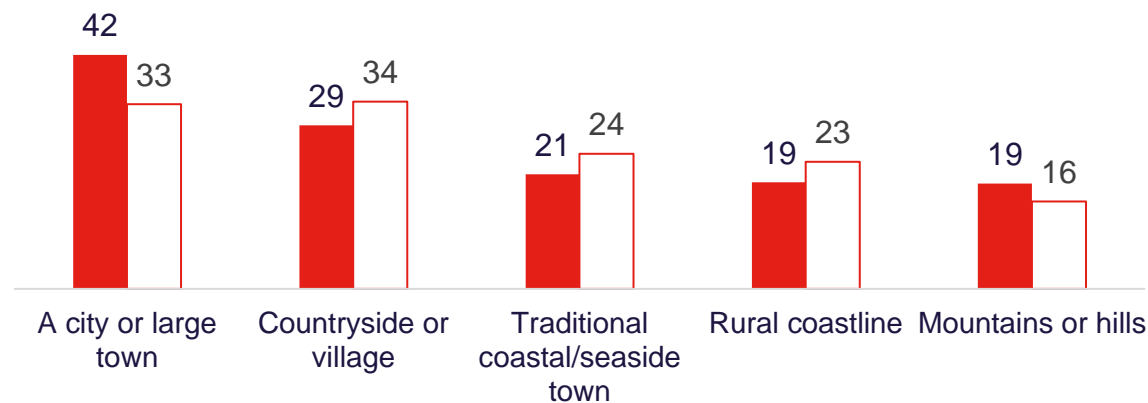


Figure 21. Types of destination for overnight trip in January to March 2025, Percentage, September and October 2024, UK

- September 2024 / October 2024 data
- September 2023 / October 2023 data



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 September and October 2024 respondents planning on taking a holiday or short break in the UK October to December 2023 n = 1024, January to March 2024 n = 494; October to December 2024 n = 1139, January to March 2025 n = 424.

# For the next overnight trip in both time periods, 'hotel / motel / inn' is the leading accommodation type

Figure 24. Top 10 accommodation types planning on staying in on next UK overnight trip in October to December 2024, Percentage, September and October 2024, UK

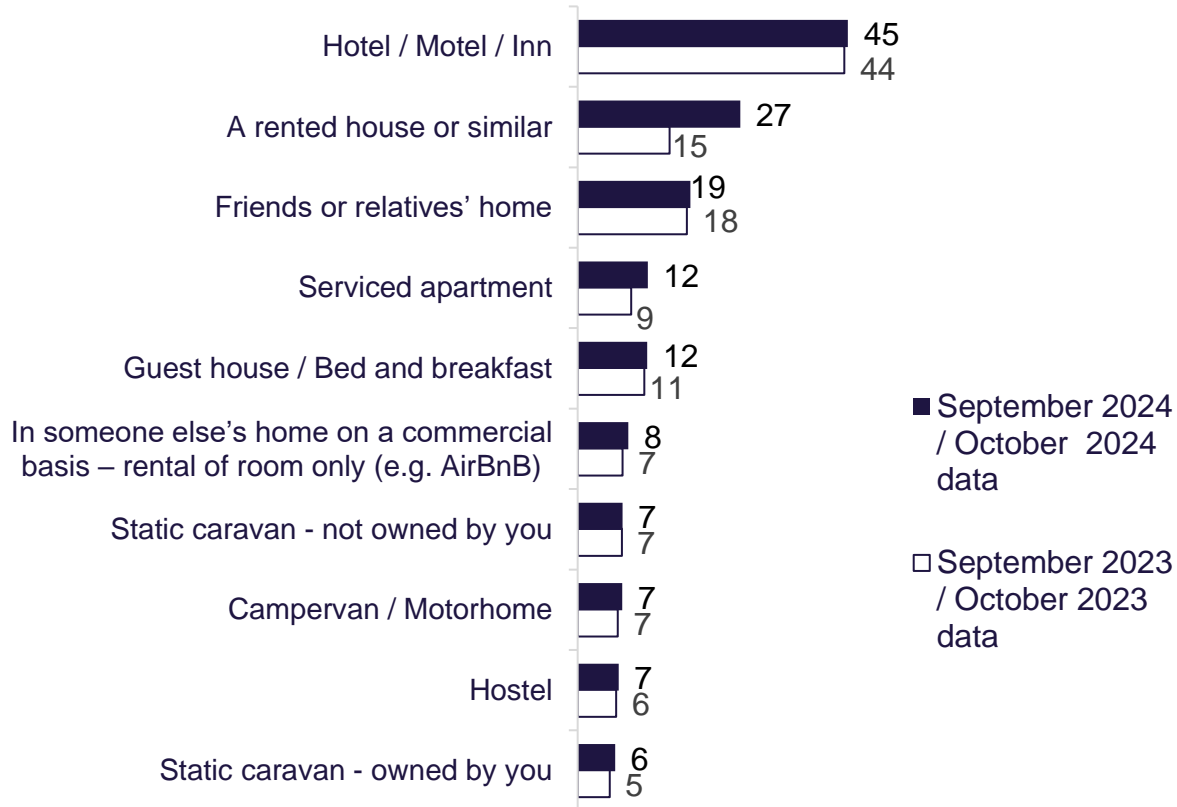
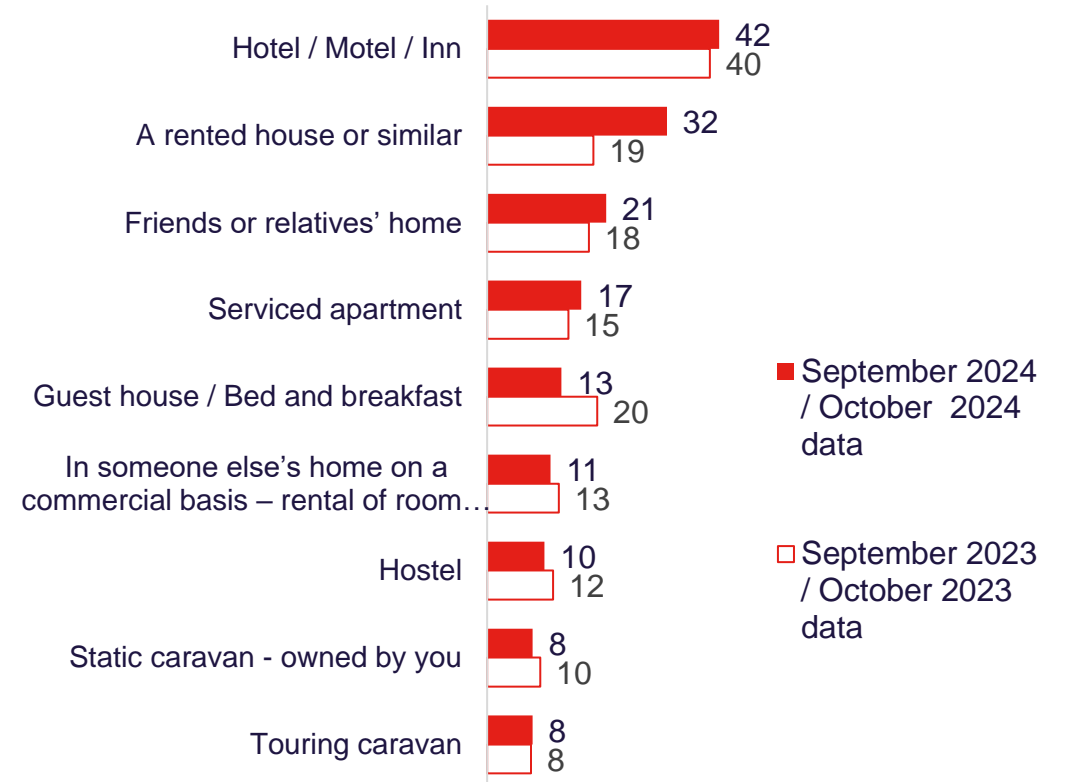


Figure 25. Top 10 accommodation types planning on staying in on next UK overnight trip in January to March 2025, Percentage, September and October 2024, UK



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 September and October 2024 respondents planning on taking a holiday or short break in the UK October to December 2023 n = 1024, January to March 2024 n = 494 October to December 2024 n = 1139, January to March 2025 n = 424. \*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 October to December 2024 is ‘family time or time with my partner’, while ‘getting away from it all and have a rest’ is key in January to March 2025

**Figure 28. Motivations for UK holidays and short trip in October to December 2024, Percentage, October 2024, UK, Full list**



**Figure 29. Motivations for UK holidays and short breaks in January to March 2025, Percentage, October 2024, UK, Full list**



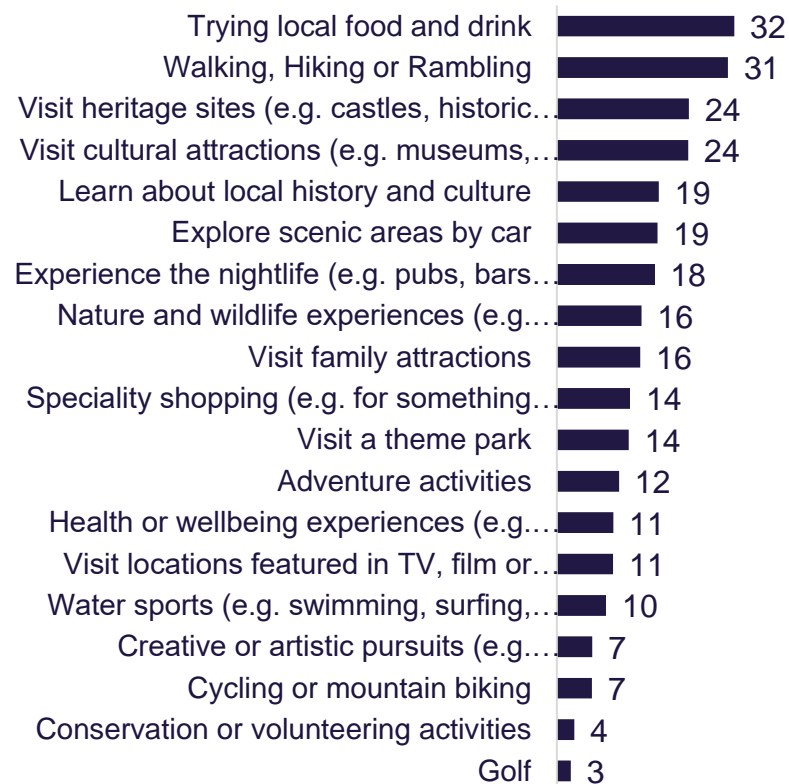
Question: VB6fii. Which of the following best describe your motivation/s for this trip?

Base: All October 2024 respondents planning on taking a holiday or short break in the UK between October to December 2024 n = 564, January to March 2025 n = 265.

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

# The top activity in October to December 2024 is ‘trying local food and drink’, while it is ‘Visit cultural attractions’ in January to March 2025

**Figure 30. Activities for UK holidays and short breaks, in October to December 2024, Percentage, October 2024, UK, Full list**



**Figure 31. Activities for UK holidays and short breaks in January to March 2025, Percentage, October 2024, 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 October 2024 respondents planning on taking a holiday or short break in the UK between October to December 2024 n = 564, January to March 2025 n = 265.

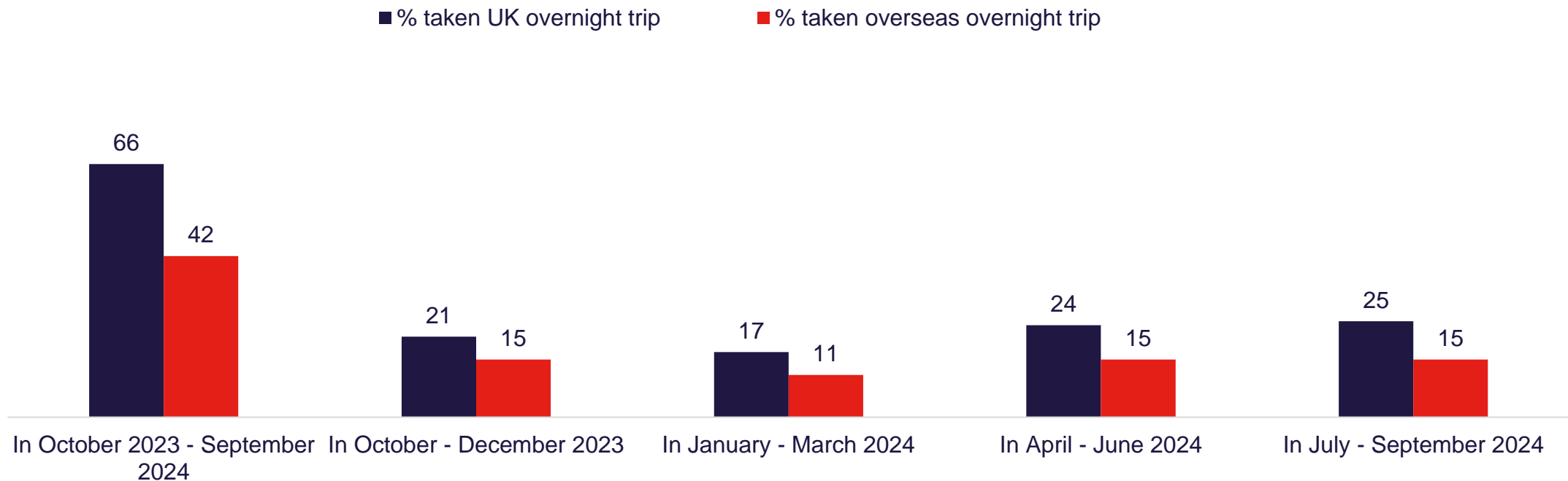
Note: Multiple choice question. Totals may exceed 100%. \*Visited theme parks was added to the list in March 2024



## 4. Past UK and Overseas Trips

# 2 in 3 (66%) have taken a UK overnight trip in the past 12 months, while 42% have taken an overseas overnight trip during the same time period

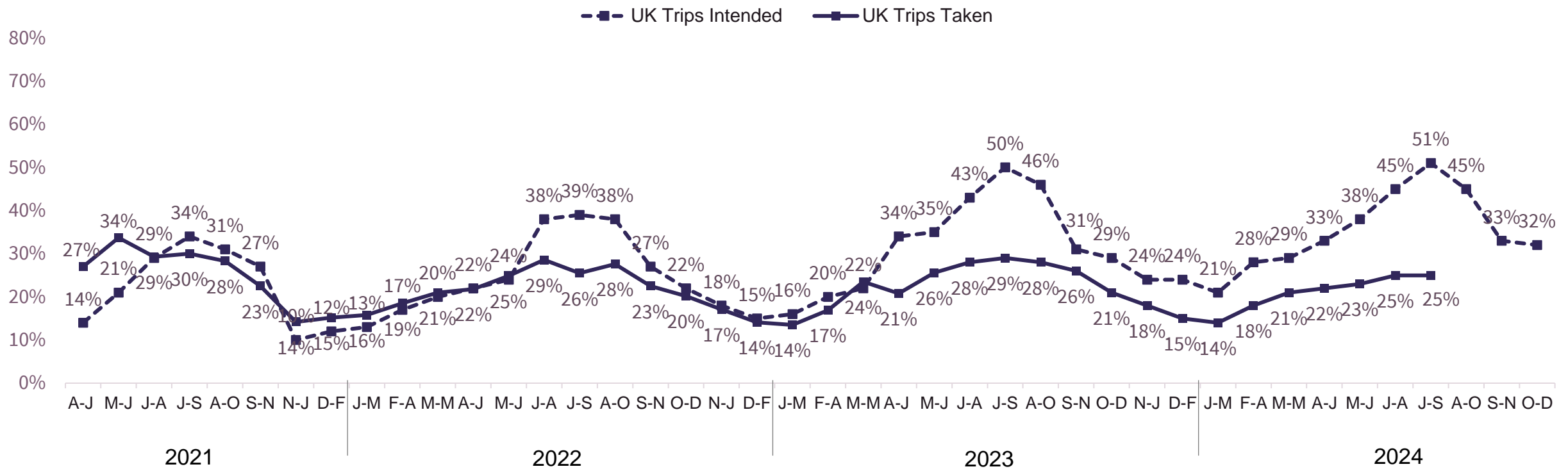
Figure 32. Proportion UK adult population who have taken an overnight UK or overseas trip in below time period, Percentage, October 2024, UK



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 October 2024 = 1,755.  
Multiple choice question. Totals may exceed 100% as some respondents anticipate taking more than one trip

# 25% of respondents went on a domestic overnight trip between July and September 2024, less than in the same period in 2023 (29%)

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, October 2024, UK



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

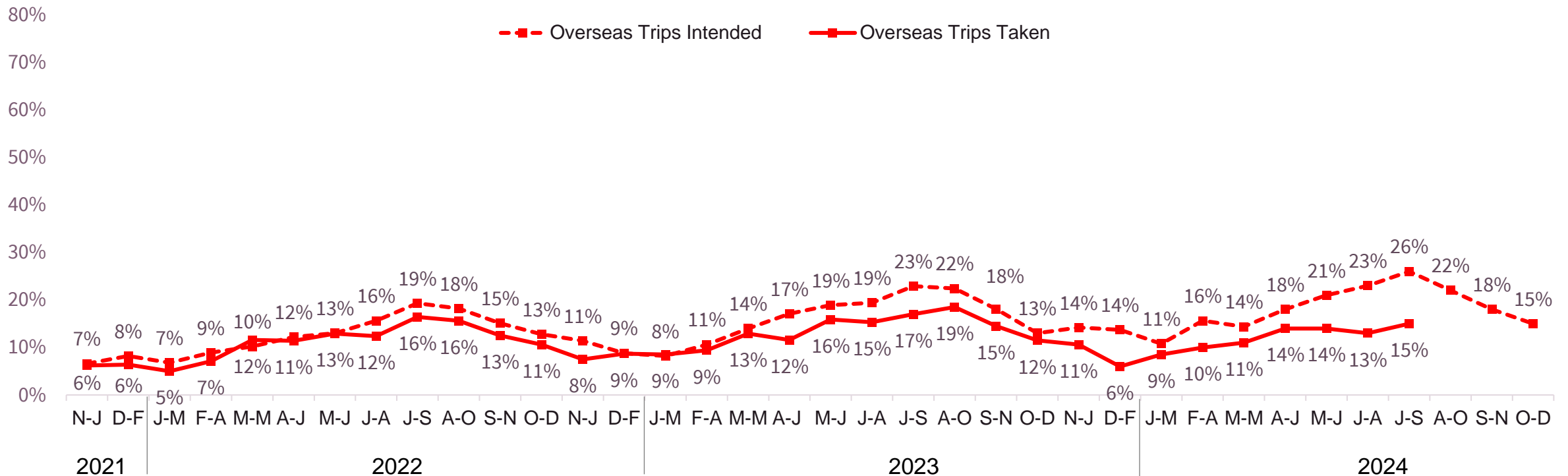
VB13a2: Now reflecting on your recent behaviour, have you taken an overnight short break or holiday in the UK in the last 12 months? Base: All UK respondents = 1,755. Data shows the proportion intending to take a trip within the next 3 months – this will not account for intentions established less than 3 months ahead of trip date – and trips taken.

Actual trips taken is only available from April 2021 up to September 2024.



# 15% went on an overseas holiday between July and September, compared to 26% that planned to. The gap between intention and trips taken is smaller for overseas than domestic 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, October 2024, UK

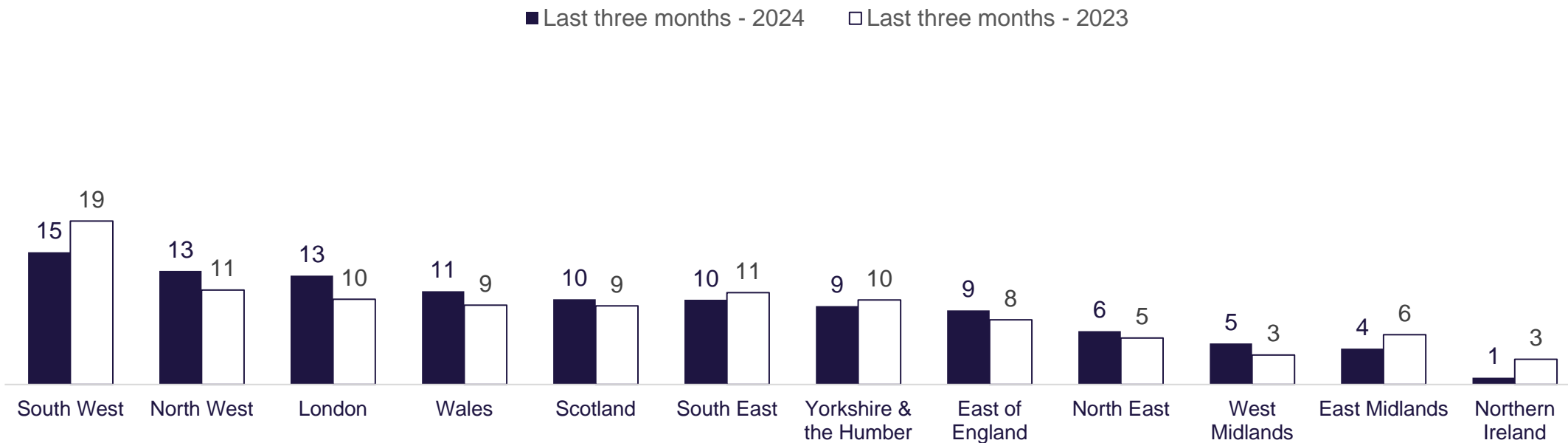


VB2c. Thinking of the next Overseas holiday or short break you are likely to take, when are you likely to plan, book and go on this trip?

VB13g: Now reflecting on your recent behaviour, have you taken an overnight overseas short break or holiday in the last 12 months? Base: All UK respondents = 1,755. Data shows the proportion intending to take a trip within the next 3 months – this will not account for intentions established less than 3 months ahead of trip date – and trips taken. Actual trips taken is only available from April 2021 up to August 2024.

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

Figure 33. Destination of overnight trips taken in UK in the past three months, Percentage, October 2024, 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 October 2024 respondents that took an overnight trips in the last three months n = 424, October 2023 respondents = 494.

Note: Multiple choice questions. Totals may exceed 100% as some respondents stayed in more than one location or travelled for more than one purpose

## **5. Overnight Business Trip Intentions (September 2024 data)**

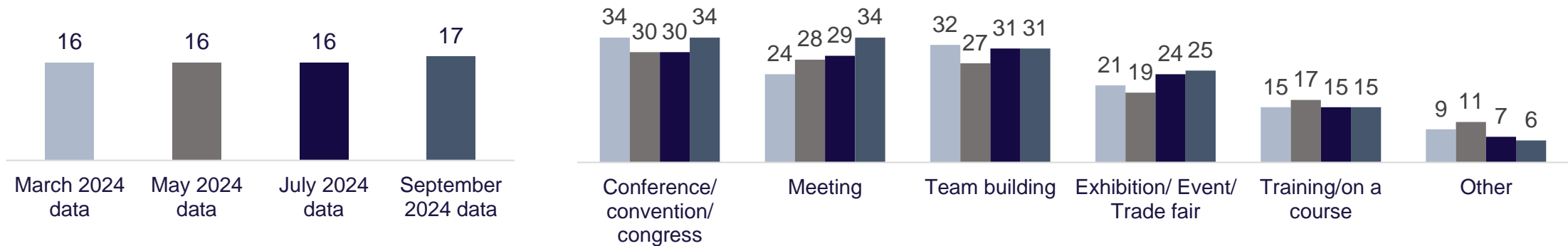
# 17% of UK adults in employment plan on taking an overnight business trip in the next 3 months. 'Conference' and 'Meeting' are the leading reason (34%)

Figure 35. Proportion anticipating an overnight business trip in next 3 months, Percentage, September 2024, UK adults in employment

Figure 36. Reasons for taking an overnight business trip in next 3 months, Percentage, September 2024, UK adults in employment planning a trip

■ March 2024 data ■ May 2024 data ■ July 2024 data ■ September 2024 data

81% of UK adults interviewed are in employment



Question: VB14a. Now looking ahead again, are you intending to take any overnight business trips in the UK in the next three months? Please only answer yes if the overnight business trips are not a feature of your job. For example, if you are a long-distance lorry driver, airline crew or delivery service, an overnight stay would be a feature of the job so you would answer 'no'. Please also answer 'no' if your only overnight business trip is a regular trip to your main place of work (e.g. a weekly or monthly trip to your office). Multiple choice question. Totals may exceed 100% as some respondents anticipate more than one business reason.

VB14b: What would be the main reason for this overnight business trip? Base: September 2024 respondents currently in employment n = 1,755. All taking a business trip n = 297.



# Methodology & Further Data

# Methodology

- This report presents findings from the October 2024 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 2023 and will run until March 2025.
- With this newly commissioned phase, the questionnaire was updated to address the cost of living crisis’ impact on trips 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
  - VB9a/b. More/Less likely to visit leisure places in the UK in the next 12 months, vs last 12 months
  - VB10a/b. More/Less likely to conduct leisure activities in the UK in the next 12 months, vs 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.

