Guidance notes 2025

General points of note concerning modelled data and 2024 outputs:

1. **All surveys are subject to error.** This is because surveys are based on a sample and the sample may not (to a greater or lesser extent) reflect the behaviours or opinions of everyone that the researcher's interested in. So, survey data can under or over-estimate actual figures. This means that for any given year, data may have been over or underestimated. It also means that the decreases or in fact increases seen between years in trips, nights and spend may be overestimated. In reality, the changes could be much smaller.

2. **Differences are not always statistically significant**. Statisticians can calculate whether differences between different groups of people or differences over time are statistically significant. If the differences between two groups or two years are statistically significant, this means that you would not expect to see those differences by chance *i.e.* those two years or groups are genuinely different and an underlying factor or factors will account for the difference. So, the key things to remember here are that:

    - Any rises or drops may be exaggerated.

    - Any rises or drops in trips, nights and spend may have happened by chance and do not necessarily indicate an underlying issue.

    - Trends over time should be observed over a longer period *i.e.* over a good few years. Care should be taken not to over-interpret the significance of changes between "adjacent years" (*i.e.* 2025 and 2024). In addition, as we are dealing with smaller areas in some instances, relatively small changes in volume can look large in terms of proportion but might be, in a broader context, less significant than at first glance.

Cambridge Methodology & Data Sources

The methodology used within the model remains the same as in previous years – using a top-down allocation model based on a variety of data sources, including attractions data, accommodation figures, population estimates, earnings estimates, etc. However, it should be noted that local, county and regional level data is also used as part of the modelling sources alongside the national datasets.

Wherever possible, 2025 data has been used to input into the model.

Day visits have been modelled from the original regional GBDVS figures.

As in previous reports, some occupancy levels for districts were assumed equal to the county average because of a lack of data.

Figures for second homes are taken from the 2021 Census.

The Employment and Earnings figures were taken from ASHE 2025.

Visitation data was taken from IPS and GBTS in 2025, however, this data has been adjusted where it was not supported by local evidence or the scale of change was considered to be unrealistic or without foundation compared to historical data. Due to the late release of IPS data for 2025, which was caused by methodology changes, additional modelling and forecasting was applied to overseas data.

Care should be taken when comparing domestic staying and day visitor figures with previous years due to changes in the methodology of the national GBTS and GBDVS surveys. However, the influence of local data in the modelling process should minimise any potential impacts this may have had, if any. As a result of the changes in the methodologies for these surveys Visit Britain has not released any full year comparative data between 2022 and 2019 or between 2022 and 2021 (there was not a full year of data collection in 2021 due to Covid).

Seasonality estimates.

The estimates contained within the report have been calculated as shown below.

- UK Staying trips nights and spend – Regional 2025 and historical county level data for trips, nights and spend by the month of trip derived from GBTS have been applied to the annual figures for each area to produce seasonality estimates.

- Overseas Staying trips nights and spend – Regional data for trips, nights and spend by the month of trip derived from IPS have been applied to the annual figures for each area to produce seasonality estimates.

- Day visits and spend – Regional data for the month of trip and month of spend derived from GBDVS have been applied to the annual figures for each area to produce seasonality estimates.