



**5.1m  
Trips**

+9% vs 2024



**15.0m  
Nights**

+1% vs 2024



**£1.2bn  
Spend**

+9% vs 2024

Average Spend per Trip

**£234.18**

+1% vs 2024

Average Spend per Night

**£79.46**

+9% vs 2024

Average Length of Stay

**2.9 Nights**

-0.2 nights vs 2024

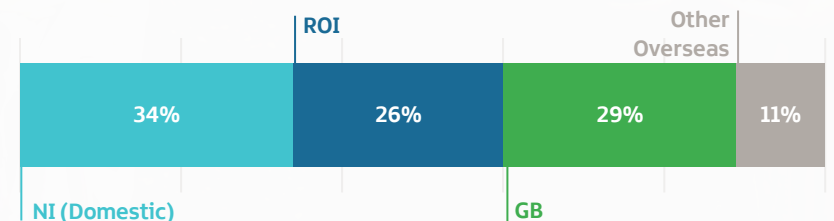


Number of Trips by Reason for Visit vs 2024



*Proportions may not equal 100% due to rounding.*

Proportion of Trips by Market



Number of Trips by Market vs 2024

