



4.7m
Trips

-13% vs 2023



14.9m
Nights

-9% vs 2023



£1.1bn
Spend

-10% vs 2023

Average Spend per Trip

£233.05

+4% vs 2023

Average Spend per Night

£73.18

On par with 2023

Average Length of Stay

3.2 Nights

+0.1 nights vs 2023



Number of Trips
by Reason for Visit
vs 2023

Holiday

-14%

VFR

-16%

Business

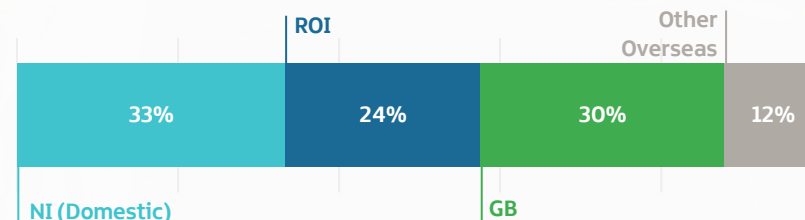
-3%

Other

+10%

Proportions may not equal 100% due to rounding.

Proportion of Trips by Market



Number of Trips
by Market
vs 2023

NI

-27%

ROI

-14%

GB

On Par

Other

+12%