

Domestic Trip Tracker – Christmas & New Year 2023

Topline Results

- In total, 29% of adults in Britain 'definitely' plan to take an overnight trip* between Christmas and New Year at home or abroad, with a further 16% undecided; compared to the same period in 2019, 28% were 'definitely' planning and 15% were undecided.
- 16% of adults in Britain 'definitely' plan to take an overnight 'holiday / short break' in the UK between Christmas and New Year (8.5M¹ adults) and 14% 'definitely' plan to take a holiday in England (7.5M¹ adults). This corresponds to an estimated spend of £2.4 billion² in the UK, and £2.1 billion² in England alone.
- Among those who will definitely not take a holiday trip in the UK, the most common reasons are 'I can't afford it' (32%) and 'rising cost of living' (24%).

Approach and Sample

VisitEngland commissions online omnibus surveys periodically in order to collect data on the number of GB consumers, who plan to take an overnight trip at key times throughout the year.

In this December 2023 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1,232 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 12th December and 14th December 2023.

Key Insights

Overnight Trips*

- 29% of adults in Britain 'definitely' plan to take an overnight trip* between Christmas and New Year at home or abroad, with a further 16% undecided. (In 2019, 28% were 'definitely' planning and 15% were undecided. In 2021, it was 25% and 18% respectively and in 2022, 23% and 19%)
- Among those who 'definitely' or 'might' take a trip over the Christmas and New Year period, 48% state that this will be for a holiday or short break, while for 61% this will be to visit friends or relatives.

Holiday or Short Breaks

- 16% 'definitely' plan a holiday or short break **anywhere in the UK**, with further 4% undecided.

¹ Based on Office of National Statistics 2023 estimate of Great Britain Population aged 16+ of 53.8 million

² Economic impact is based on the average domestic overnight holiday spend of £277 per trip (GBTS, 2019 adjusted for inflation)

* By overnight trips, we mean trips of any purpose, for example holidays (long or short breaks), visiting friends and relatives, and 'undecided yet'

- 14% will ‘definitely’ plan a holiday or short break in **England**, with a further 5% undecided, for a total of 19% who ‘definitely’ or might take a holiday or short break in England. (This compares to 14% during the same period in 2019 and 16% in 2021, 14% in 2022.)
- Among those who ‘definitely’ or might take a holiday or a short break in England
 - 37% expect 1 overnight trip / 40% expect 2 overnight trips / 14% expect 3 overnight trips / 2% 4 or more overnight trips.
 - On average, they intend to stay for 3.9 nights away in total over the festive period.
 - 45% intend to stay overnight in the days ahead of Christmas, and 40% over Christmas
 - 47% plan a trip to a city or large town and 42% to a countryside or village location.
 - 48% plan to stay in a hotel / motel / inn and 21% in a friends’ / relatives’ home.
 - 23% plan to go to the North West, 23% London and 21% the East of England.
- Among those who will definitely not take a holiday or short break in England (60% of GB adults), the most common reasons are ‘I cannot afford it’ and ‘rising cost of living’.

TOP 5 Reasons for ‘definitely not planning a trip’	
I cannot afford it	32%
Rising cost of living	24%
I prefer to travel at a different time of year	22%
I am too busy / no time due to home commitments / no annual leave	14%
Concerned about the weather	13%
I am planning to visit friends/relatives instead of going on a holiday	13%

- Looking at subgroups:
 - Those living in Greater London (37% definitely planning an England trip) and the North West (22%), those aged 25-34 (33%) and 35-44 (26%), and Families (34%) are most likely to be ‘definitely’ planning a holiday or short break in England during the Christmas and New Year period, compared to those from other regions, age groups and life stages.

Day Trips

- 23% of adults in Britain ‘definitely’ plan to take a day trip between Christmas and New Year with a further 30% ‘might or might not’.

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- Families and those living in Greater London are most likely to be ‘definitely’ planning a day trip (37% and 55% respectively) between Christmas and New Year than other life stages and those living in other regions.
- Among those who ‘definitely’ plan to or might go on a day trip,
 - 32% plan to take 1-day trip, 32% plan 2-day trips and 10% plan to take 3-day trips.
 - 32% intend to look for more ‘free things’ to do on day trips, 29% will look to day trip closer to home and 29% intend to cut back on buying gifts/shopping on day trips, as a result of the cost-of-living crisis.

Activities undertaken

- Aside from visiting friends and family (57%), other popular seasonal activities include going out for a meal (38%), visiting a Christmas market (38%) and shopping at post-Christmas sales (33%).

Activities planned	2023	2022	2021	2019	2018	2017
Visiting friends and family	57%	57%	59%	62%	61%	60%
Going out for a meal	38%	42%	37%	45%	43%	47%
Visit a Christmas Market	38%	36%	26%	34%	31%	33%
Shopping at post-Christmas sales	33%	30%	28%	38%	37%	36%
Go out for other Christmas activities e.g. ice skating, pantomime, visiting Santa etc.	24%	22%	20%	21%	20%	19%
Going for a night out to a bar, pub and / or club	21%	22%	18%	26%	27%	25%
Go out for other entertainment such as cinema, concert or theatre	21%	21%	18%	25%	24%	21%
Undertake outdoor activities such as walking, cycling etc.	20%	23%	26%	24%	23%	23%
Visiting a ‘walk-through’ lights trail / display	17%	17%	NA	NA	NA	NA
Go on a general day out to explore an area you don’t normally visit	13%	14%	12%	13%	11%	12%
Watching live sporting events (not on TV)	12%	11%	11%	13%	10%	10%

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