Domestic Sentiment Tracker

July 2022

Published: 19th July 2022

Fieldwork Period: 1st – 7th July 2022

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 and Covid-19, 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 1st – 7th July 2022.
- 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.

- **July to September 2022 Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between July and September 2022
- **October to December 2022 Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between October and December 2022

July 2022: Scorecard of Key Metrics

Key Metrics	July 2022	Change since June 2022
Perceptions of the situation regarding Covid-19 (% stating ‘WORST IS STILL TO COME’)	27%	+8%*
Perceptions of the situation regarding cost of living crisis (% stating ‘WORST IS STILL TO COME’)	74%	-1%
Comfort with everyday activities (average score out of 4)	3.1	-0.1
Confidence in ability to take UK overnight trip in July / August / September (% NET confident)	72% / 73% / 71%	-4%* / -3%* / -6*%
Confidence in ability to take overseas overnight trip in July / August / September (% NET confident)	50% / 51% / 51%	-2% / -1% / -5%*
Number of UK trips in the next 12 months vs pre-pandemic [% ‘more’ minus % ‘fewer’ trips]	+12	-5
Number of overseas trips in the next 12 months vs pre-pandemic [% ‘more’ minus % ‘fewer’ trips]	-16	-2
Proportion intending a UK overnight trip at any point [%]	72%	-3%*
Proportion intending an overseas overnight trip at any point [%]	55%	+6%*
Top 3 barriers to taking a UK overnight trip from July to September	1st Rising cost of living; 2nd The cost of fuel; 3rd UK Weather	The cost of fuel moves up to 2nd place. UK weather moves up to 3rd place.

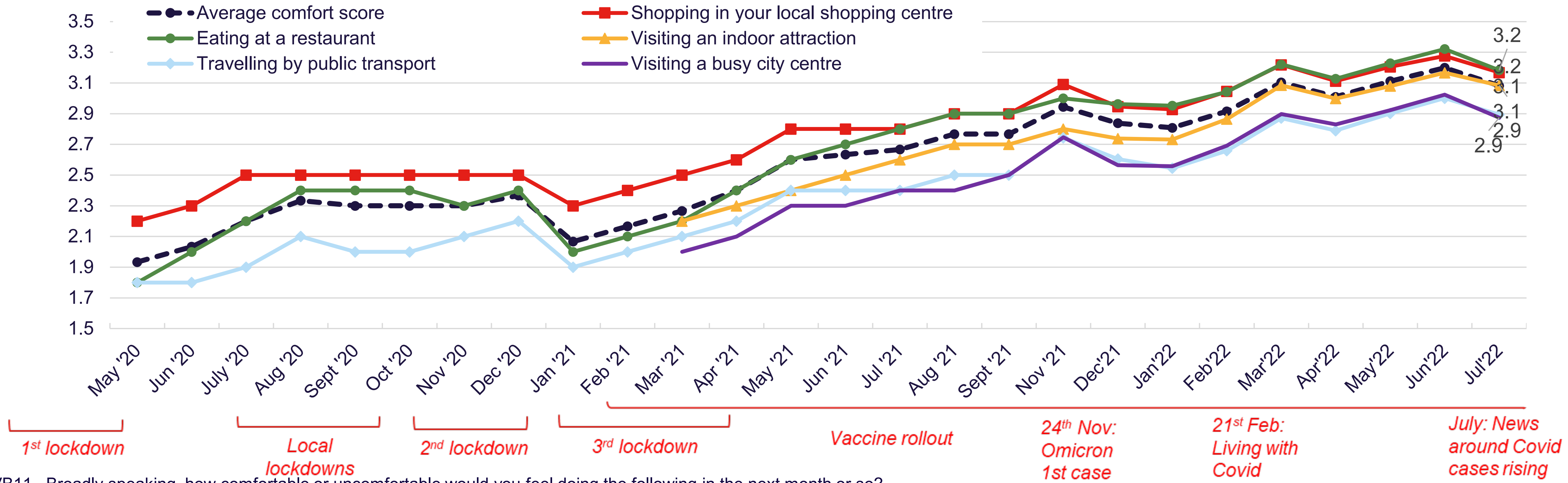
* Represents a statistically significant change on previous wave

1. Current General Sentiment

Comfort levels with everyday activities

Comfort levels with all everyday activities have declined slightly in July for all activities tracked below, with the 'average comfort score' decreasing from 3.2 to 3.1.

Figure 1. Level of comfort conducting a range of activities separately and combined, average score where 1= not at all comfortable doing activity and 4= very comfortable doing activity, average wave-on-wave, UK

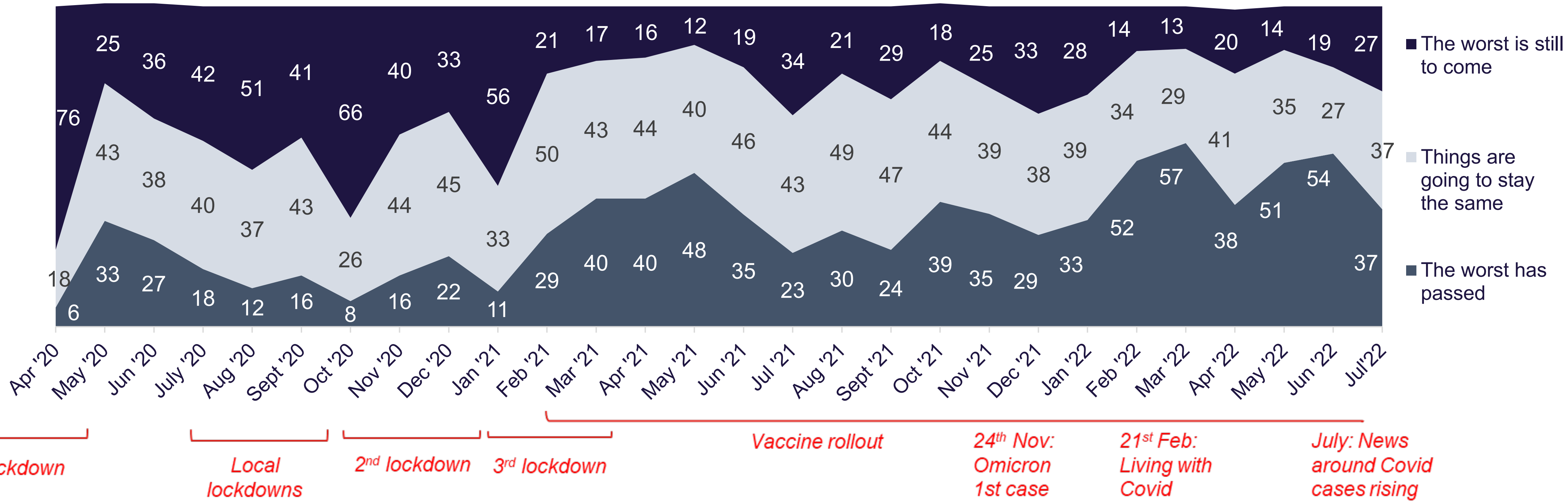


VB11. Broadly speaking, how comfortable or uncomfortable would you feel doing the following in the next month or so?
Base: All respondents excluding those stating 'don't know' or who wouldn't do activity under any circumstances. Mean average based on those that gave a score of 1-4. July 2022 = 1,759 All other months n=c,1750. Pre June 2020, research was conducted by BVA BDRC with base size of c.750
Note: These questions were not asked in October 2021

Perceptions of the situation relating to COVID-19

From June to July, the proportion of those who think 'the worst is still to come' in relation to COVID-19 has increased significantly from 19% to 27%. Fewer now think the worst has passed.

Figure 2. Perception of the situation with regards to COVID-19, Percentage wave-on-wave, UK



Q7: Regarding the situation of Coronavirus in the UK and the way it is going to change in the coming month, which of the following best describes your opinion?
Base: All respondents. July 2022 = 1,759 All other months n=c,1750. Pre June 2020, research was conducted by BVA BDRC with base size of c.750
Note: Fieldwork for each month took place at the start of each month – exact dates vary). October data is taken from BVA BDRC survey.

Perceptions of the situation relating to cost of living crisis

Three quarters (74%) of UK adults think ‘the worst is still to come’ in relation to the cost of living crisis, similar to June. 50% feel things ‘are OK’ but they ‘have to be careful’, which is an indicative increase on the previous month.

Figure 3. Perception of the situation with regards to cost of living crisis, Percentage, UK

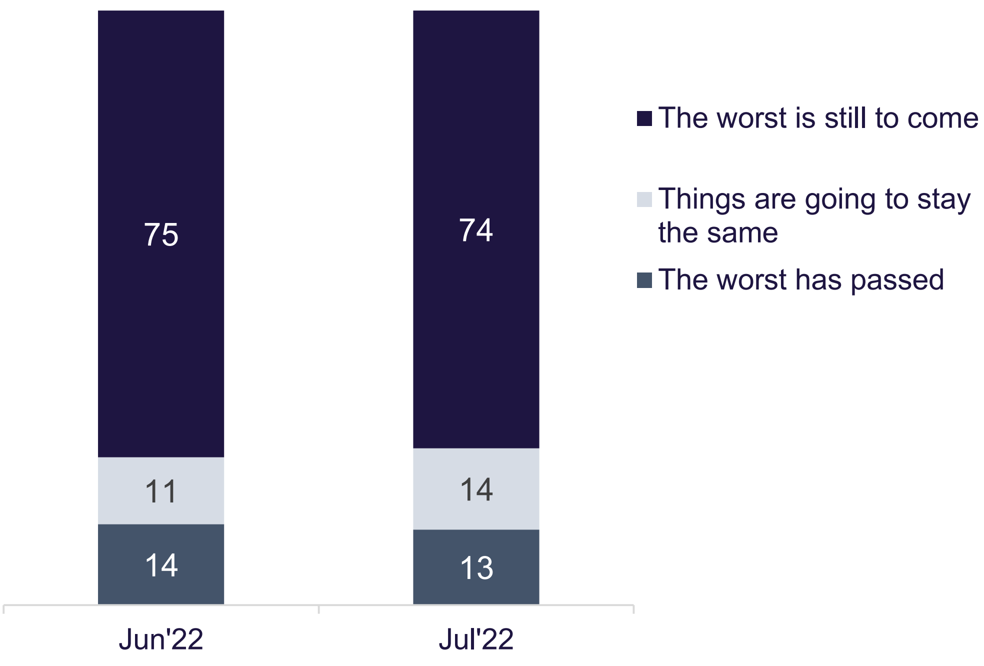
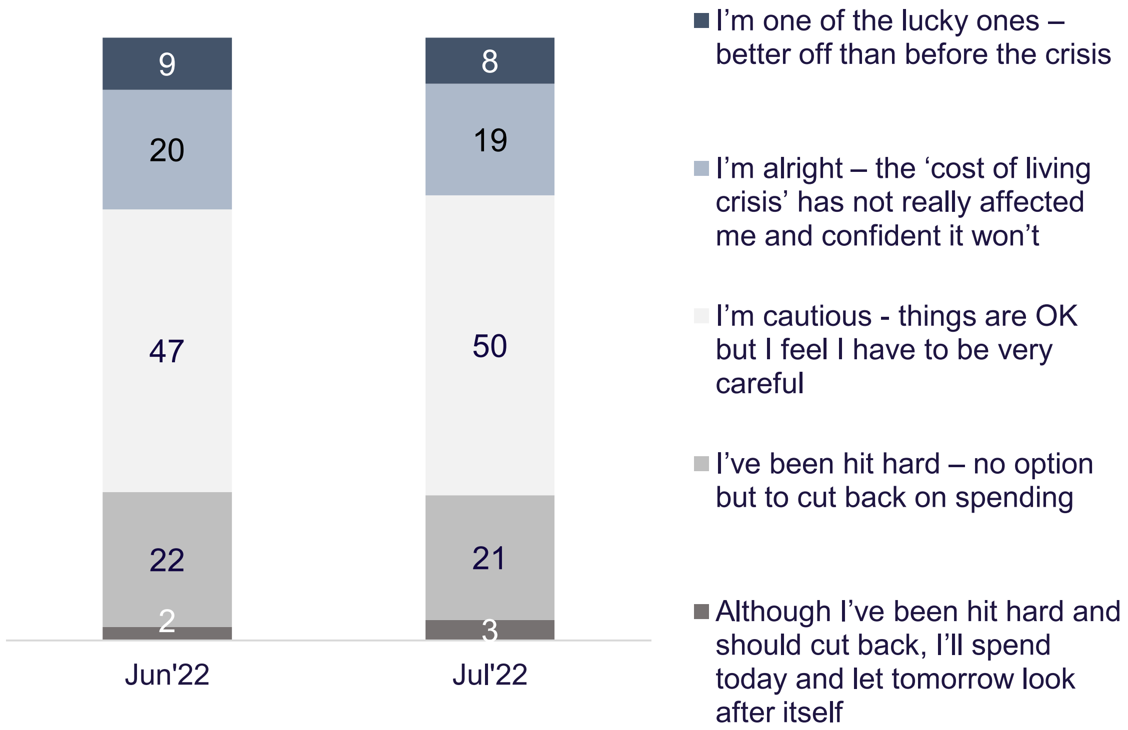


Figure 4. Feelings about situation during the ‘cost of living crisis’, Percentage, UK



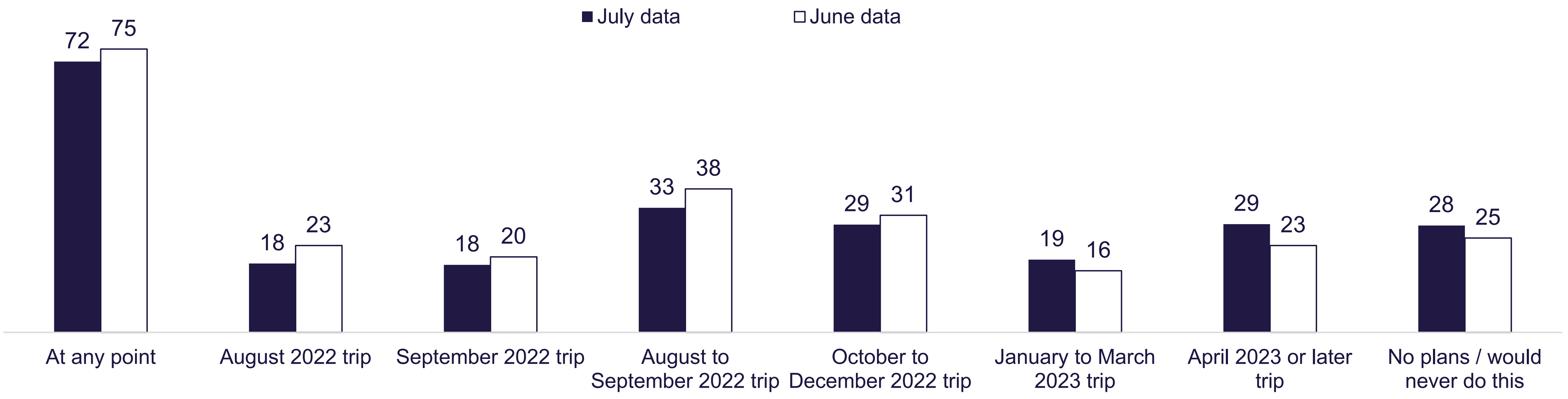
Q7b: And now regarding the ‘cost of living crisis’ in the UK and the way it is going to change in the coming few months, which of the following best describes your opinion? Q17: There has been a lot of talk about how the coronavirus pandemic is affecting people’s financial circumstances. If you had to choose, which ONE of the following statements would best describe your feelings about your own situation, right now? Base: All respondents. July 2022 = 1,759

2. Trip Intentions: UK and overseas

Overnight trips intentions – UK trips

72% of UK adults plan on taking an overnight domestic trip at some point in the coming months, a third (33%) are planning on doing so between August and September this year.

Figure 5. Proportion anticipating going on <u>any</u> overnight UK trips, Percentage, July 2022, UK



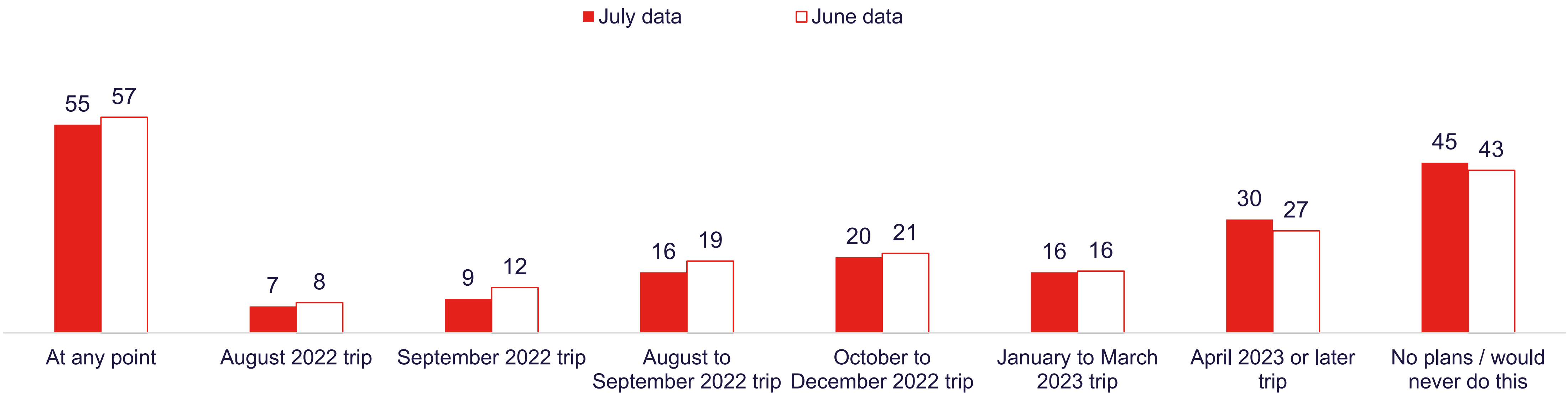
QVB2a. Thinking of your next UK holiday or short break, when are you likely to go on this trip? QVB2b. And when else do you anticipate going on a UK holiday or short break? Base: All respondents. July 2022 = 1,759 Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.

*QUESTION WORDING CHANGED FROM JUNE 2022, DATA COMPARISON VS PREVIOUS MONTHS IS NOT POSSIBLE

Overnight trips intentions - Overseas

Over half (55%) of UK adults are anticipating an overseas trip at some point in the coming months, 1 in 5 (20%) intending to take it between October and December this year.

Figure 5b. Proportion anticipating going on any overnight overseas trips, Percentage, July 2022, UK

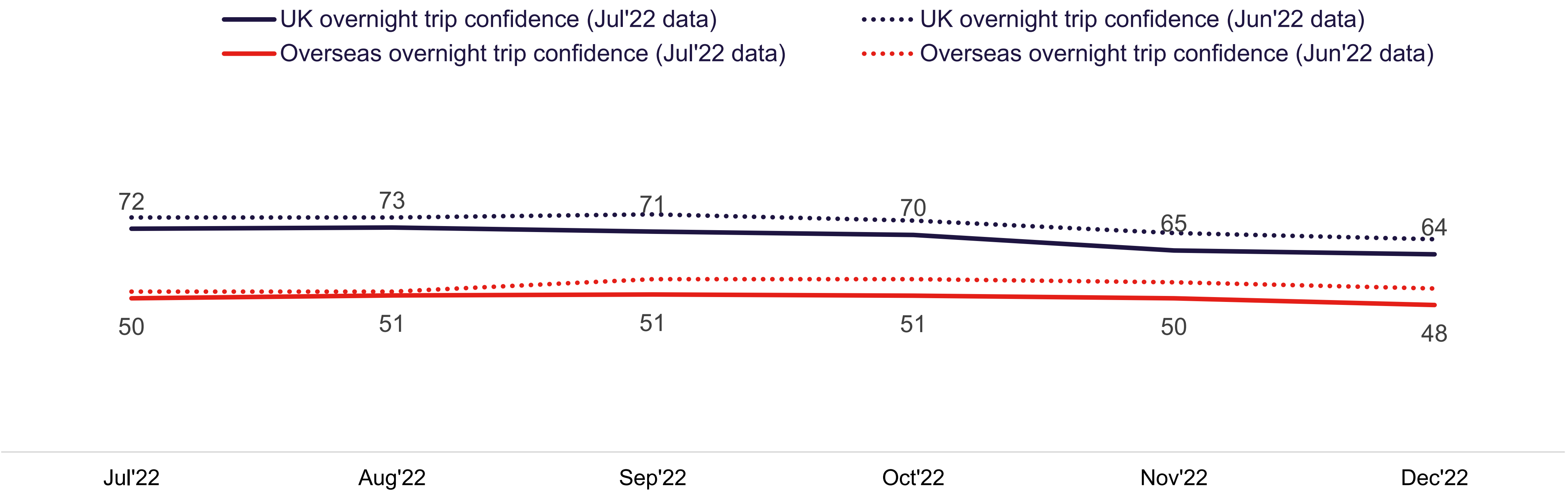


QVB2c. Thinking of your next OVERSEAS holiday or short break, when are you likely to go on this trip? QVB2d. And when else do you anticipate going on an overseas holiday or short break?
Base: All respondents. July 2022 = 1,759 Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.
*QUESTION WORDING HAS CHANGED FROM JUNE 2022, DATA COMPARISON VS PREVIOUS MONTHS IS NOT POSSIBLE

Confidence in the ability to take an overnight trip

Overnight trip confidence levels for both domestic and overseas trips have declined since June. Consistent with previous research, domestic confidence levels drop from November onwards.

Figure 6. Confidence in taking a UK and Overseas overnight trip across different time periods, NET Confident (Very confident + fairly confident) Percentage, June and July 2022, UK



VB7a. We'd like you to imagine that you have booked a UK holiday or short break in each of the time periods listed below.
How confident are you that you would be able to go on these UK trips in these months? VB7d. We'd like you to imagine that you have booked an overseas holiday or short break in each of the time periods listed below. How confident are you that you would be able to go on these UK trips in these months?
Base: All respondents. June 2022 = 1,756, July 2022 = 1,759 .

Anticipated number of UK and overseas trips in next 12 months compared to pre-pandemic

The net number of trips ('more' minus 'fewer') has declined since June for both, domestic and overseas.
28% of UK adults intend to take more domestic overnight trips in the next 12 months compared to before the pandemic, while 31% intend to take fewer overseas trips, suggesting a switch from overseas to domestic travel.

Figure 7. Number of UK overnight trips likely to take in next 12 months compared to pre-pandemic, Percentage, July 2022, UK

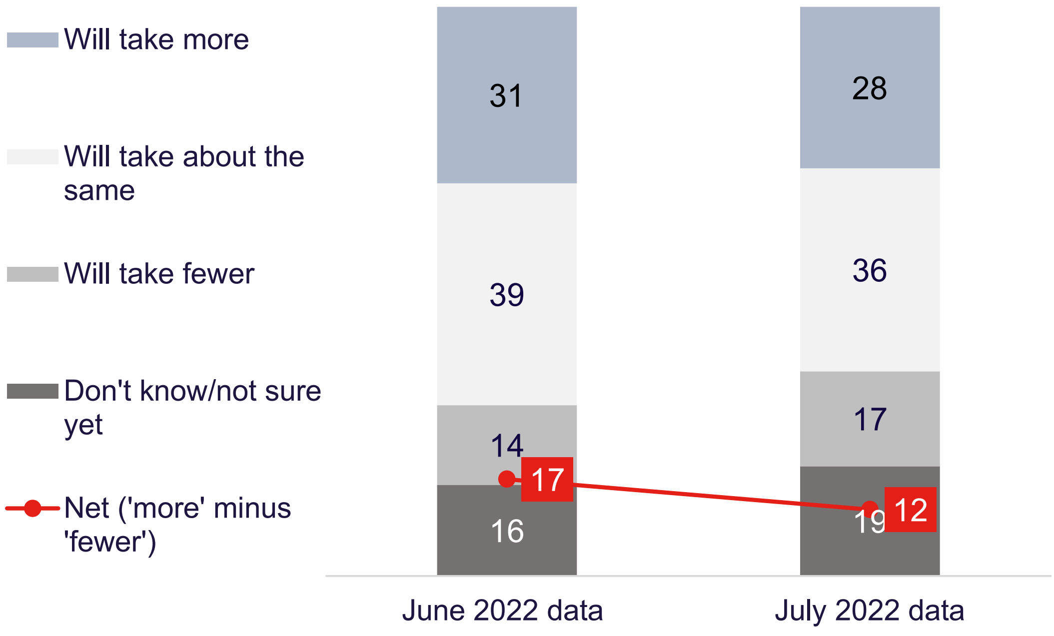
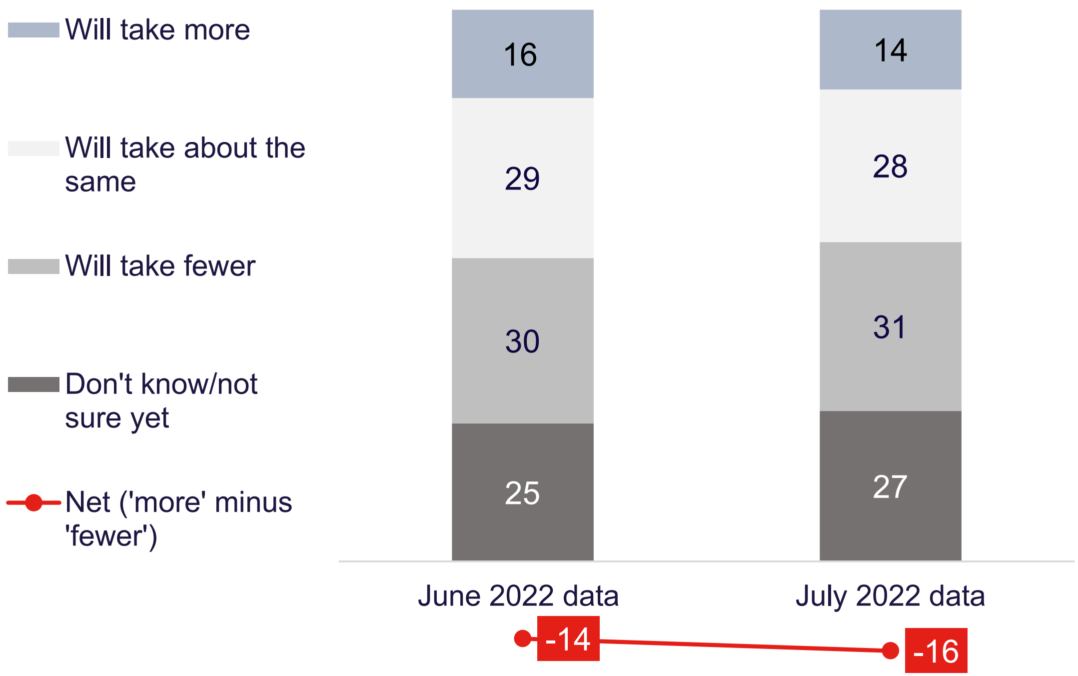


Figure 8. Number of Overseas overnight trips likely to take in next 12 months compared to pre-pandemic, Percentage, July 2022, UK



VB1a. Thinking about the next 12 months, are you likely to take more, fewer or about the same number of UK and overseas holidays/short breaks as you took before the COVID-19 pandemic? Base: All respondents. July 2022 = 1,759.

Anticipated change in UK and overseas trips in next 6 months compared to pre-pandemic

40% of respondents indicated they are more likely to choose a UK trip than an overseas trip, compared to pre-pandemic. The top reasons for UK preference is 'UK holidays are easier to plan' (64%), and 'avoiding long queues at airports/cancelled flights' (53%). For the 20% who would choose an overseas trip over a UK trip, the main reason is 'better weather' (42%).

Figure 9. Difference in short break/holiday choices in the next 6 months compared to pre-pandemic, Percentage, July 2022, UK

TOP 5 reasons for UK preference

1. UK holidays are easier to plan (64%)
2. To avoid long queues at airports/cancelled flights (53%)
3. UK holidays are cheaper (46%)
4. Shorter / quicker travel (46%)
5. Uncertainty around restrictions at overseas destinations (39%)

TOP 5 reasons for Overseas preference

1. Better weather (42%)
2. I want to visit new places (32%)
3. Overseas holidays are cheaper (28%)
4. I want to explore other cultures (25%)
5. I'm prioritising overseas trips after missing out during the pandemic (25%)

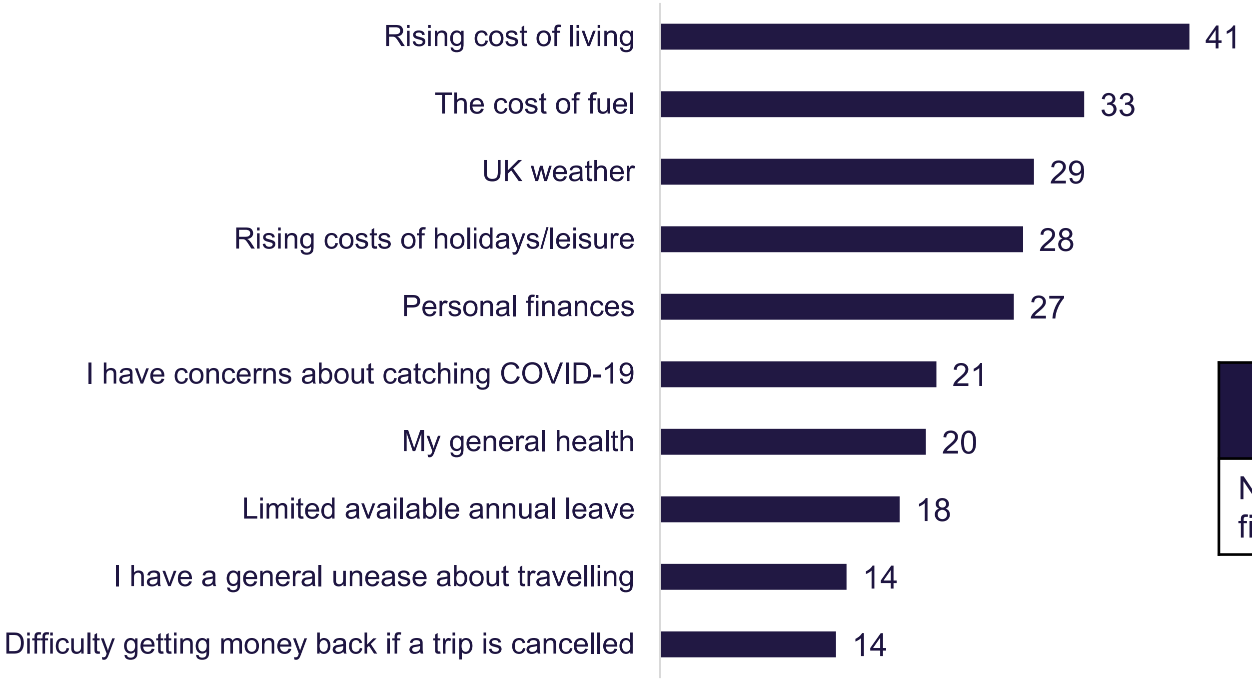
FOR THE FULL LIST OF REASONS, PLEASE SEE THE PUBLISHED TABLES.

VB2j. Thinking of the next 6 months, how different do you think your short break/holiday choices will be compared to before the COVID-19 pandemic? Base: All respondents. July 2022 = 1,759. VB2k. Why are you more likely to choose a UK trip than an overseas trip compared to before the pandemic? July 2022 = 699, VB2l. Why are you more likely to choose an overseas trip than a UK trip compared to before the pandemic? July 2022 = 367

Perceived barriers to taking overnight UK trips in next 6 months

The 'rising cost of living' is the biggest perceived barrier to taking overnight UK trips in the next 6 months (41% stating this), followed by 'the cost of fuel' (33%) and 'UK weather' (29%). At a net level, costs and finances slightly declined as a barrier.

Figure 10. Top 10 Barriers to taking an overnight UK trip in next 6 months, Percentage, July 2022, UK



	June 2022 data	July 2022 data
NET: Costs and finances	67%	64%

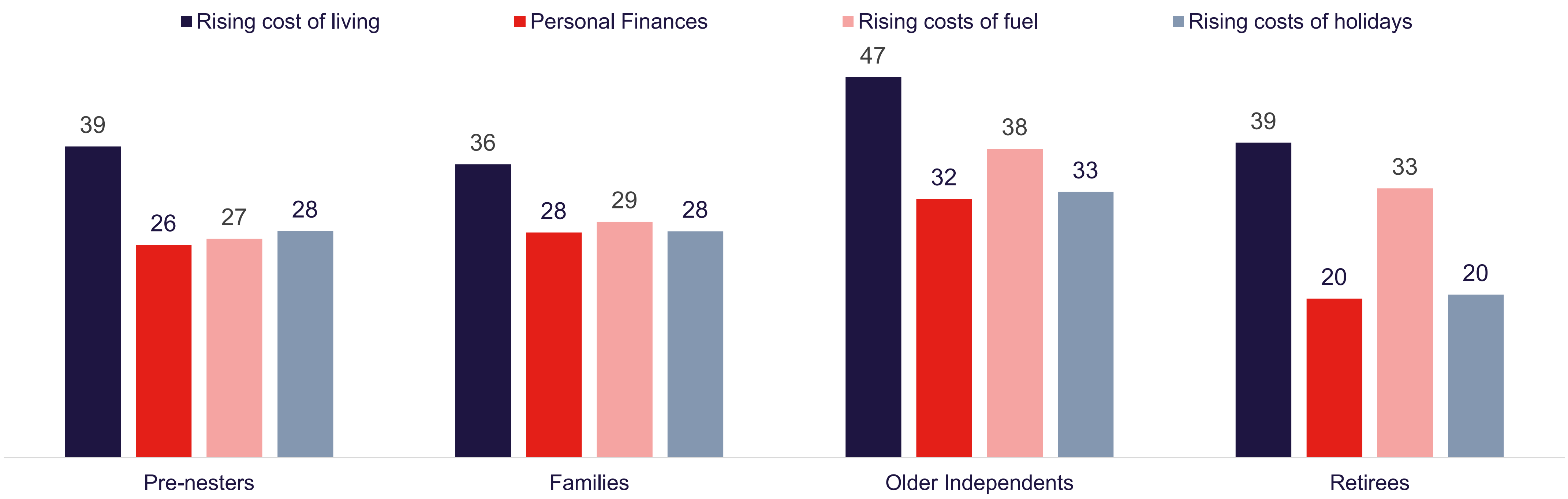
FOR THE FULL LIST OF BARRIERS, PLEASE SEE THE PUBLISHED TABLES.

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. July 2022 = 1,759. *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'

Finance related barriers to taking overnight UK trips in next 6 months

The 'rising cost of living' is the top financial barrier across all life stages, and now exceeds the retirees' former top barrier in June 2022, the 'rising cost of fuel'.

Figure 11. Perceived financial barriers as a potential barrier to taking an overnight trip in the UK in next 6 months, Percentage, July 2022, UK

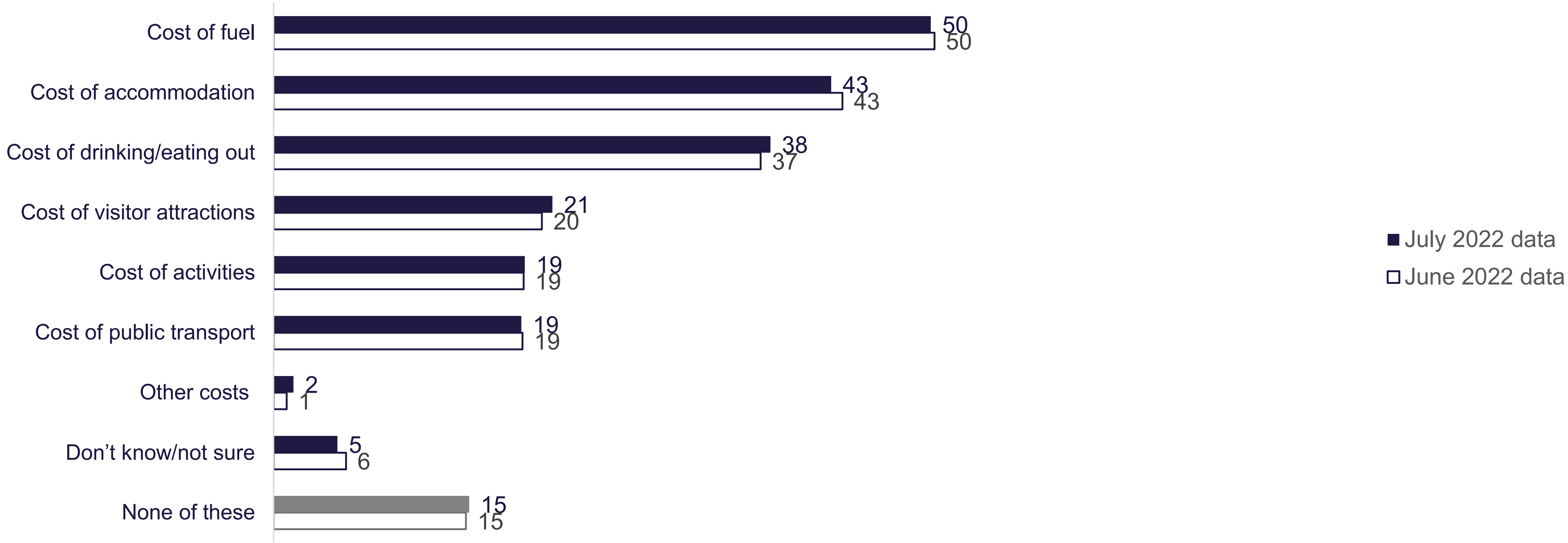


VB7b. Which, if any, of the following factors do you see as potential barriers to you taking a UK short break or holiday in the next six months? Base: July fieldwork period; Pre-Nesters (396), Families (647); Older Independents (454); Retirees (262)

Individual trip costs as barriers to taking overnight UK trips in next 6 months

Focusing on costs related to overnight trips, ‘cost of fuel’ is the main barrier to taking overnight UK trips in the next 6 months (50%), followed by ‘cost of accommodation’ (43%) and ‘cost of drinking/eating out’ (38%). All fairly in line with previous month.

Figure 12. Individual costs barrier to taking UK holidays and short breaks in next 6 months, Percentage, July 2022, UK, Full list



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? June 2022 = 1,756, July 2022 = 1759.

Cost of living crisis' impact on UK overnight trips - among next 6 months trip intenders

As a result of the 'cost of living crisis', 32% of UK adults say they will 'choose cheaper accommodation'. Also 32% will 'look for more free things to do' when planning a UK overnight trip in the next 6 months. 31% expect to 'spend less on eating out'. However, 21% say it would have <u>no influence</u> on their choice of destination.

Figure 13. 'Cost of living' impact on UK holidays and short breaks, Percentage, July 2022, UK, Full list

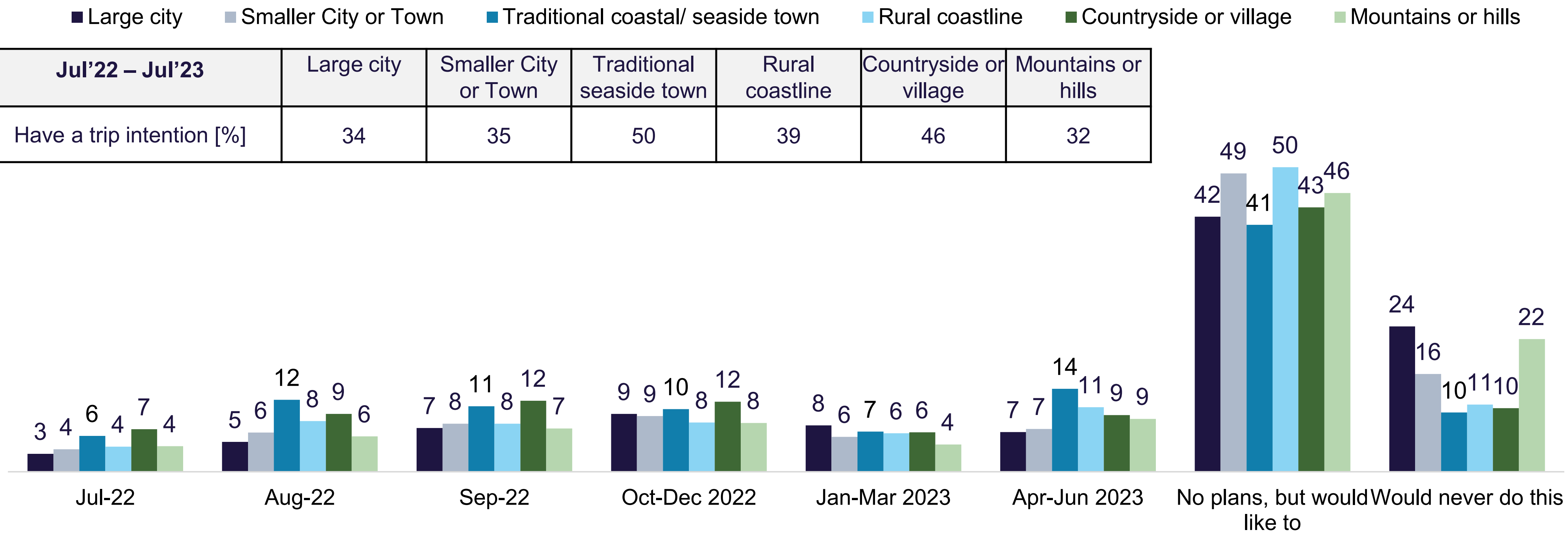
VB7c. How, if at all, would you say the 'cost of living crisis' is likely to influence your UK short breaks or holidays in the next six months? July 2022 = 1759.

All potential UK overnight trips intentions by destination

Overnight domestic trip intentions peak for ‘traditional coastal/seaside towns’ in August, after which ‘countryside or village’ leads during September to December 2022.

Figure 14. Overnight trips intentions in next year by destination type, Percentage, July 2022, UK

Jul’22 – Jul’23	Large city	Smaller City or Town	Traditional seaside town	Rural coastline	Countryside or village	Mountains or hills
Have a trip intention [%]	34	35	50	39	46	32



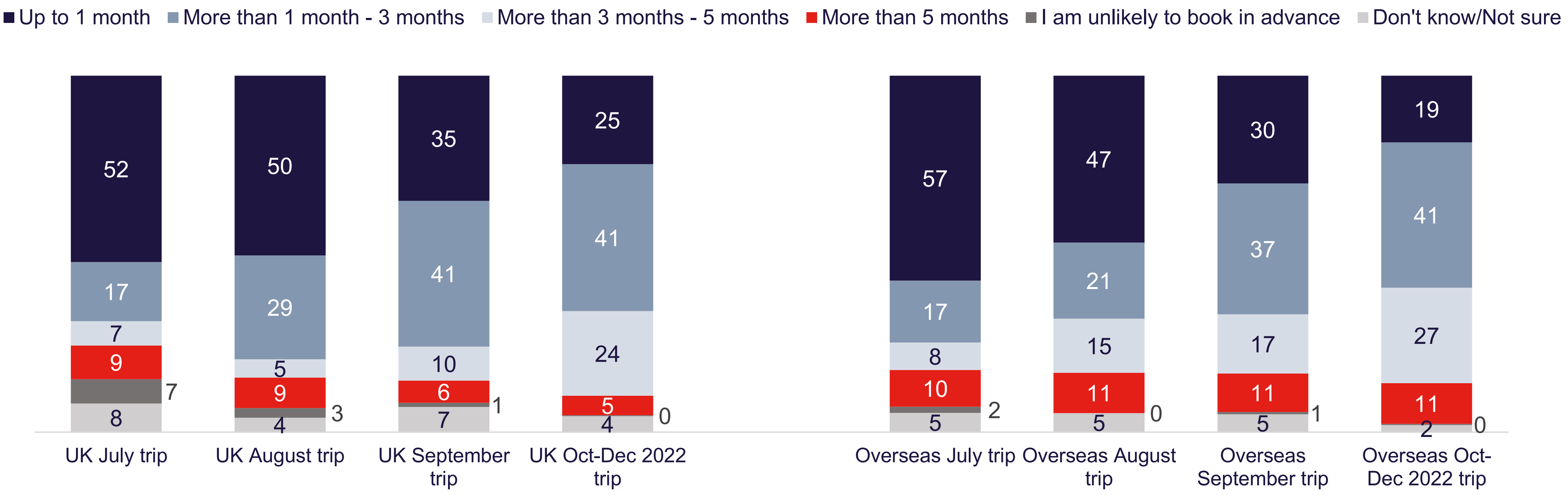
VB6g. Now thinking of all potential overnight trips (not just the next one), when, if at all, are you likely to take a UK holiday or short break to the following types of places? Please select all possible occasions, not just the next one. July 2022 = 1,759

3. The Next Trip: Overnight and Day Trips

Lead time from booking till first day of that trip

There is a shorter lead time between booking and going on July and August overnight trips compared to trips further in the future. The closer to the intended trip's start, the stronger the intentions to book and go on the trip are, as reflected by the longer lead times for trips in October-December 2022.

Figure 16. Time between booking the next UK and overseas overnight trip and first day of that trip, Percentage, July 2022, UK

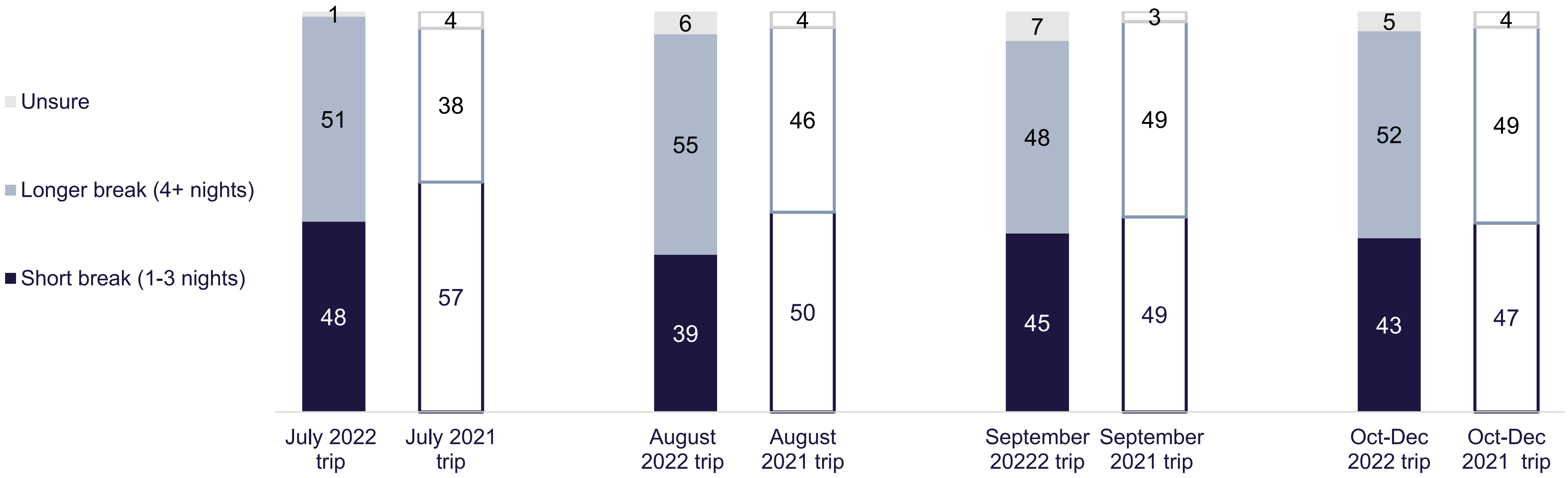


VB2f. Roughly how much time is there likely to be between you booking your next overnight UK trip in <INSERT MONTH FROM VB2a(III)> and the first day of your trip? UK trip: July trip n = 189, August trip n = 275, September trip n = 222, Oct-Dec trip n = 281 VB2h. Roughly how much time is there likely to be between you booking your next overnight OVERSEAS trip in <INSERT MONTH FROM VB2(III)> and the first day of your trip? Overseas trip: July trip n = 90, August trip n = 105, September trip n = 148, Oct-Dec trip n = 250.

Duration of the next overnight trip in UK

Comparing last year and this year data, for July and August trips there is a clear increase of longer stays of 4 or more nights. This year, 51% intend a long trip of 4 or more nights in July and 55% in August.

Figure 17. Length of next UK holiday or short break by time period, Percentage, July 2022, UK



QVB3. Is this next trip in <INSERT MONTH FROM VB2A> likely to be a short break (1-3 nights) or a holiday (4+ nights)?
Base: All July 2022 respondents intending to take next holiday or short break in each time period: UK trip 2022: July trip n = 189, August trip n = 275, September trip n = 222, Oct-Dec trip n = 281; UK trip 2021: July trip n = 92, August trip n =217, September trip n =162, Oct-Dec trip n =220

Where planning on staying on the next overnight trip in the UK

The South West is the most preferred UK overnight destination for trips between July and September 2022 (21% of intenders planning a trip there), and it remains the top destination between October to December 2022 (19% intending to take a trip there).

Figure 18. Where planning on staying on next UK overnight trip in July to September 2022, Percentage, June and July 2022, UK

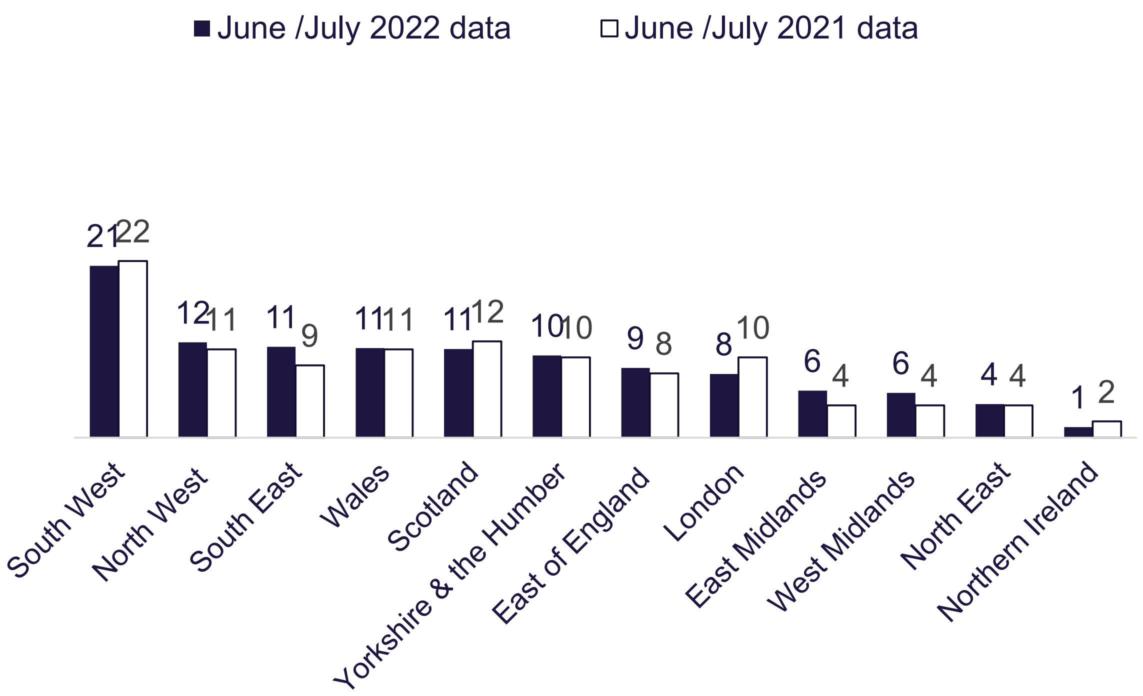
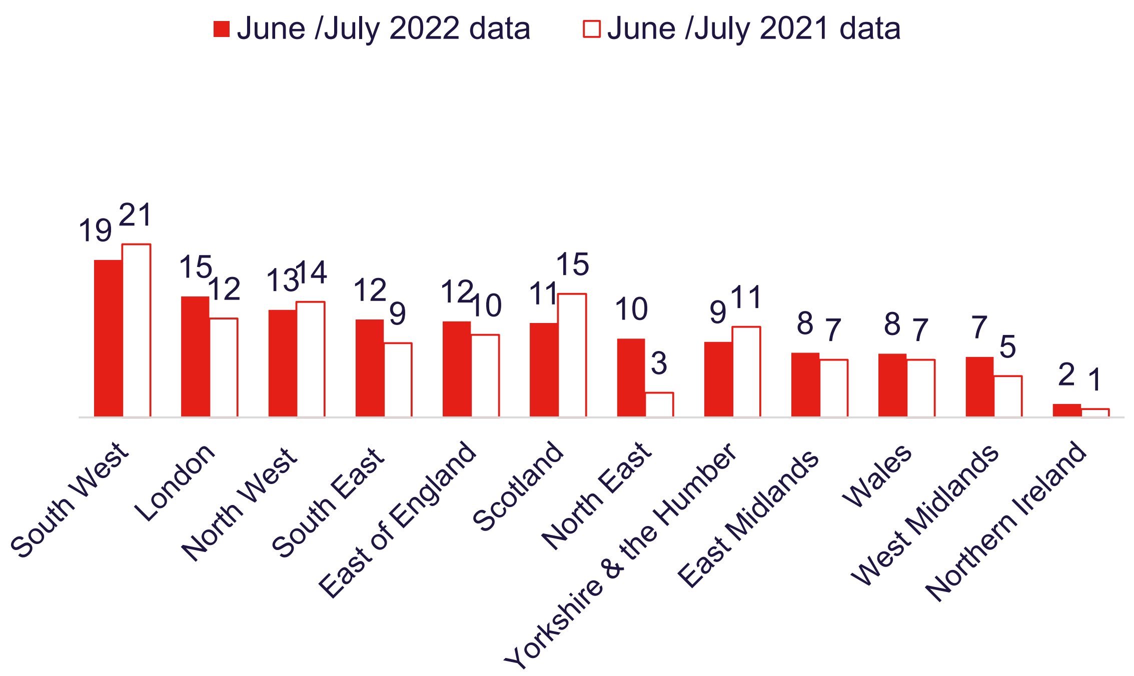


Figure 19. Where planning on staying on next UK overnight trip in October to December 2022, Percentage, June and July 2022, UK



QVB4a. Where in the UK are you likely to stay on this next trip in <insert month>?
Base: All June and July respondents planning on taking a holiday or short break in the UK between July to September 2022 n = 1,179, October to December 2022 n = 514; July to September 2021 n = 1,009, October to December 2021 n = 404 Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate staying in more than one location.

Main mode of transport for the next overnight trip in the UK

Across both time periods, 'own car' is by far the leading main mode of transport for travelling to an overnight destination, followed by 'train' for both periods.

Figure 20. Top 5 main modes of travel to destination for <u>trip in July to September 2022</u>, Percentage, June and July 2022, UK

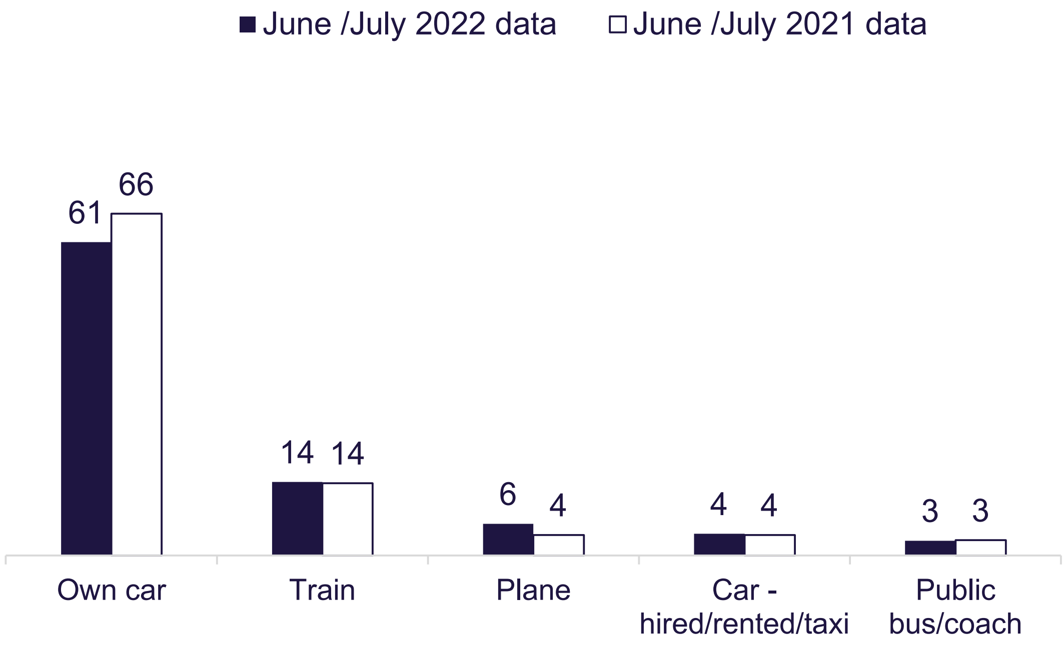
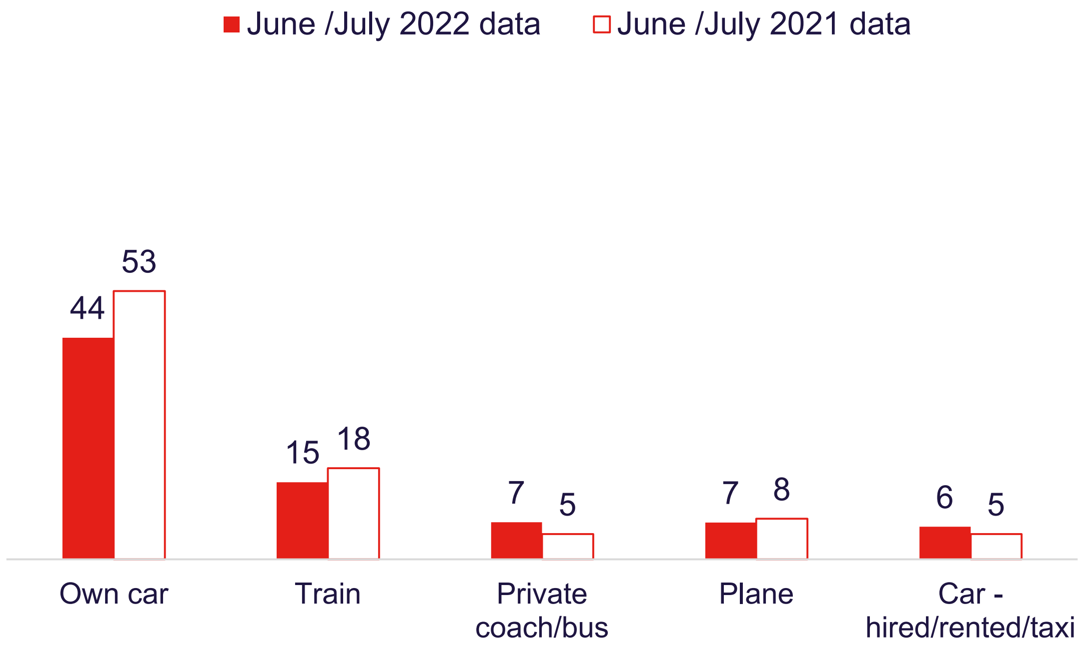


Figure 21. Top 5 main modes of travel to destination for <u>trip in October to December 2022</u>, Percentage, June and July 2022, UK



FOR THE FULL LIST OF MODES OF TRANSPORT, PLEASE SEE THE PUBLISHED TABLES.

QVB4c. What do you anticipate being the main mode of travel to your holiday or short break destination?
Base: All June and July respondents planning on taking a holiday or short break in the UK between July to September 2022 n = 1,179, October to December 2022 n = 514; July to September 2021 n = 1,009, October to December 2021 n = 404

Accommodation type for the next overnight trip in the UK

For the next overnight trip between July and September 2022, ‘hotel / motel / inn’ is the leading accommodation type, followed by ‘friends or relatives’ home’. For October to December 2022 trips, the leading accommodation type is a ‘hotel / motel / inn’, followed by ‘a rented house or similar’.

Figure 22. Top 10 accommodation types planning on staying in on next UK overnight trip in July to September 2022, Net Percentage, June and July 2022, UK

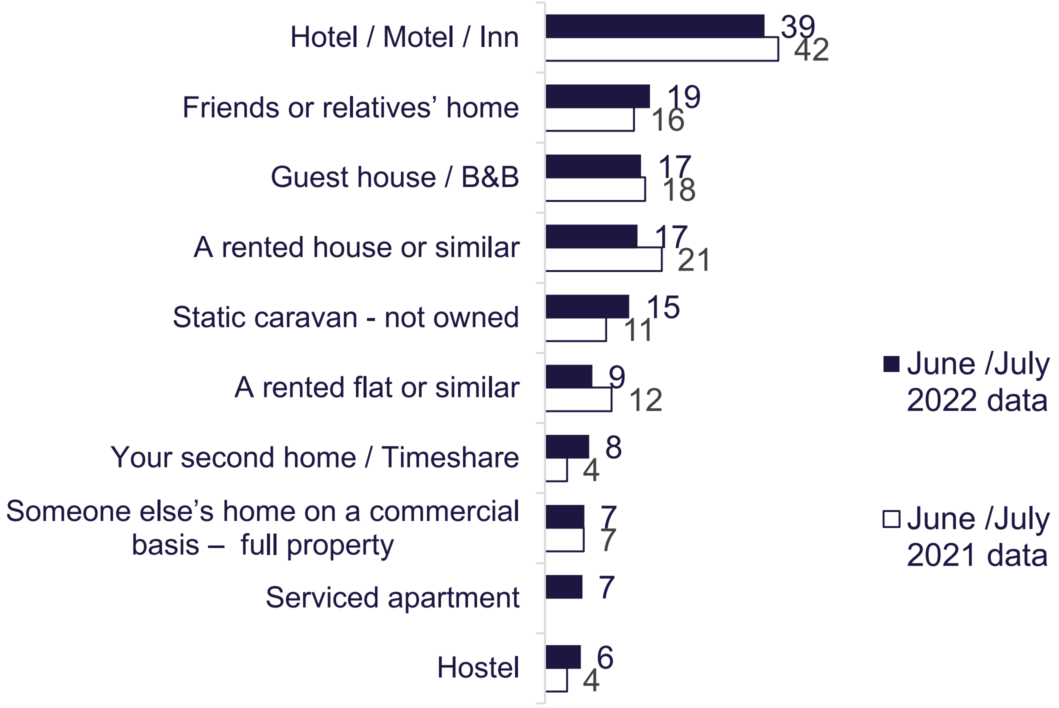
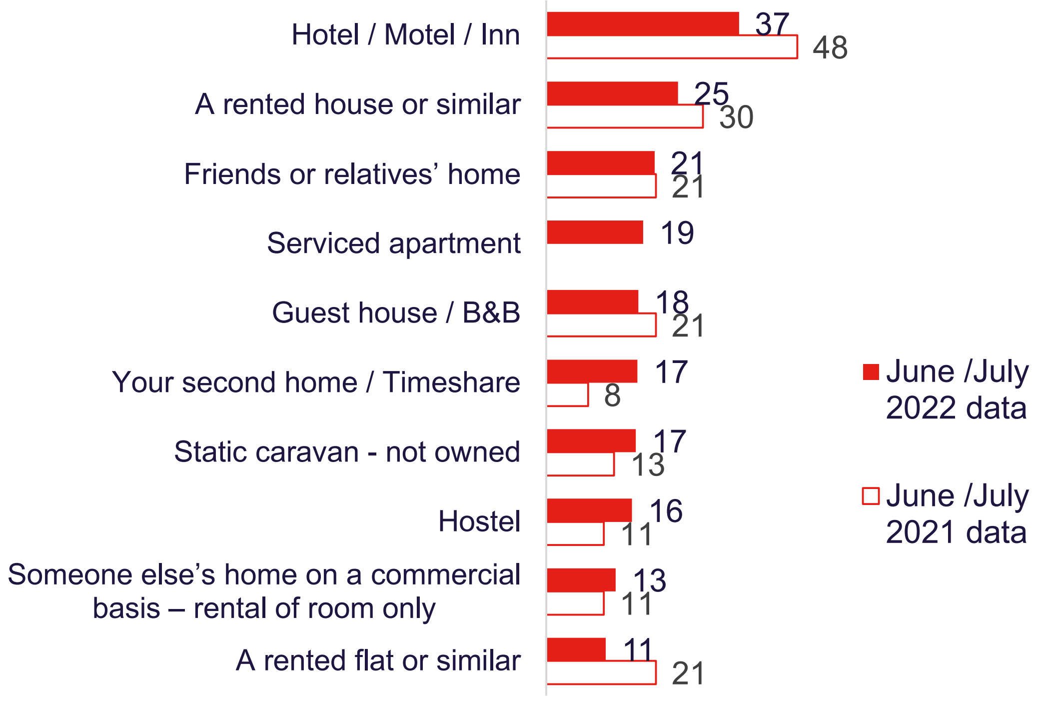


Figure 23. Top 10 accommodation types planning on staying in on next UK overnight trip in October – December 2022, Net Percentage, June and July 2022, UK



FOR THE FULL LIST OF ACCOMMODATION TYPES, PLEASE SEE THE PUBLISHED TABLES.

Base: VB6a. What type/s of accommodation do you expect to be staying in during your next UK holiday or short break in? Base: All June and July respondents planning on taking a holiday or short break in the UK between July to September 2022 n = 1,179, October to December 2022 n = 514; July to September 2021 n = 1,009, October to December 2021 n = 404 See tables for full breakdown.

Visitor party make-up for the next overnight trip in the UK

'Partner' is the leading visitor party member for both time periods, followed by 'child, grandchild or young adult with parents'.

Figure 24. Visitor party make-up for trips taken from July to September 2022, Percentage, June and July 2022, UK

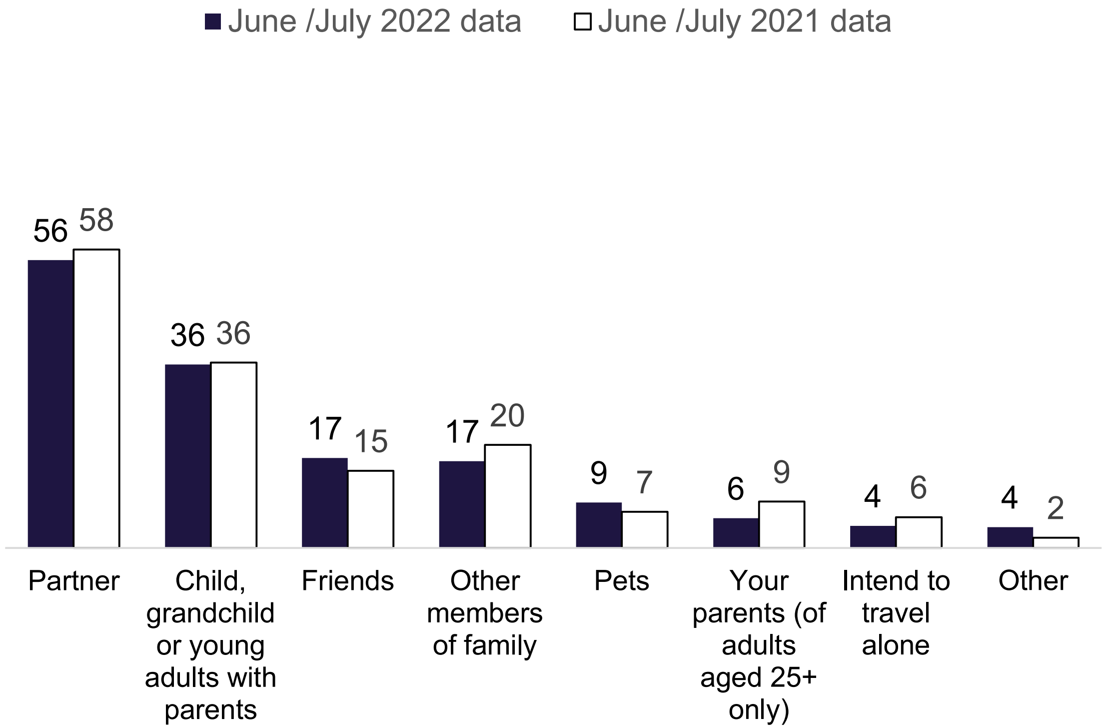
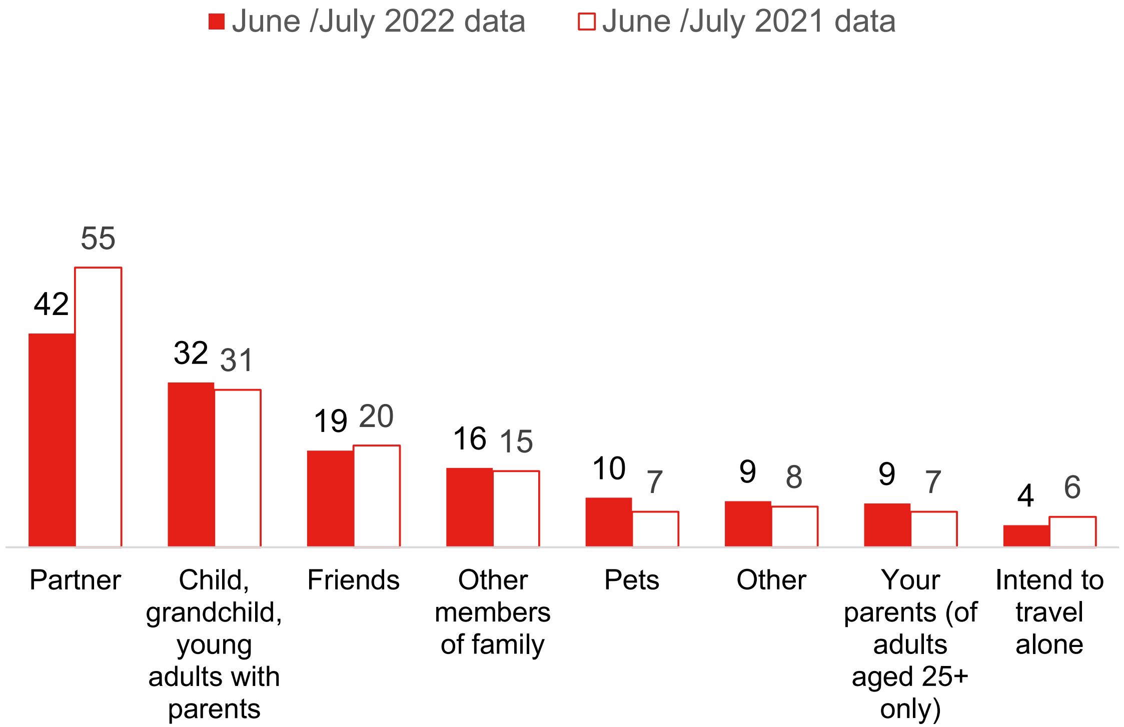


Figure 25. Visitor party make-up for trips taken from October – December 2022, Percentage, June and July 2022, UK



QVB4d. With whom are you likely to be spending your holiday?
Base: All June and July respondents planning on taking a holiday or short break in the UK between July to September 2022 n = 1,179, October to December 2022 n = 514; July to September 2021 n = 1,009, October to December 2021 n = 404 Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate a range of party types.

Motivations for the next overnight trip in the UK

Both time periods share the same top two reasons for going on the next overnight trip – ‘family time or time with my partner’ and ‘to get away from it all and have a rest’ , although these are much stronger motivations for a trip in July to September.

Figure 26. Motivations for UK holidays and short breaks <u>in July to September 2022</u>, Percentage, July 2022, UK, Full list

Figure 27. Motivations for UK holidays and short breaks <u>in October – December 2022</u>, Percentage, July 2022, UK, Full list

VB6fii. Which of the following best describe your motivation/s for this trip?
Base: All July respondents planning on taking a holiday or short break in the UK between July to September 2022 n = 686, October to December 2022 n = 281.
Note: Multiple choice question. Totals may exceed 100%.

Activities for the next overnight trip in the UK

The top two intended activities for both time periods are ‘trying local food and drink’ and ‘walking, hiking’ – although the likelihood of doing these activities is higher in July to September 2022.

Figure 28. Activities for UK holidays and short breaks, <u>in July to September 2022</u>, Percentage, July 2022, UK, Full list

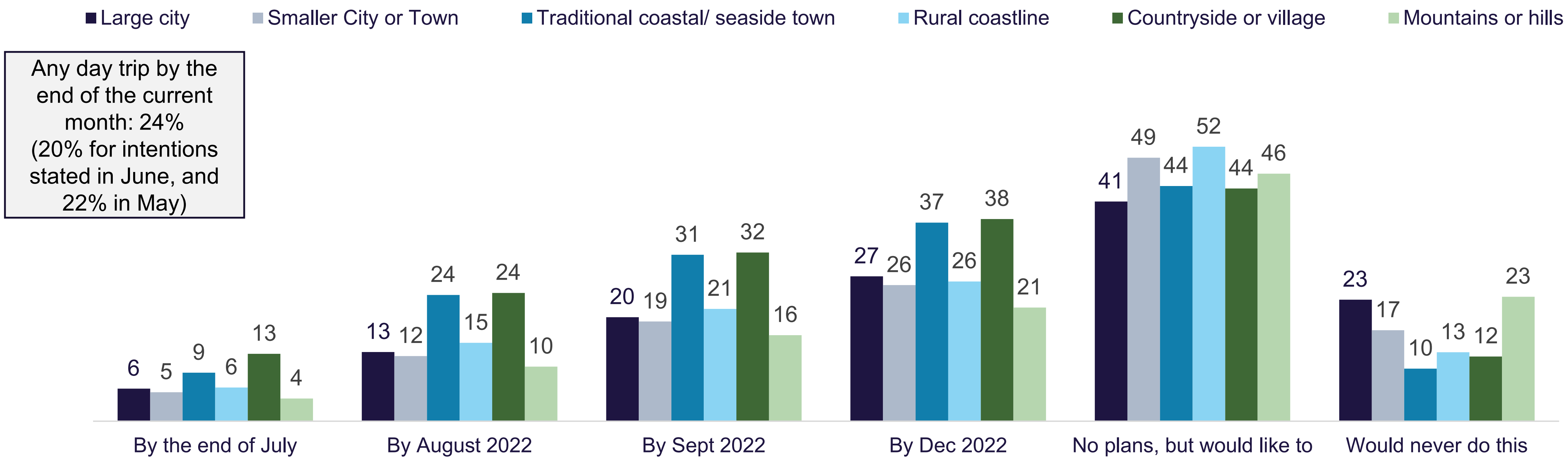
Figure 29. Activities for UK holidays and short breaks, <u>in October – December 2022</u>, Percentage, July 2022, UK, Full list

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 July respondents planning on taking a holiday or short break in the UK between July to September 2022 n = 686, October to December 2022 n = 281. Note: Multiple choice question. Totals may exceed 100%.

The next UK day trip intentions by destination type

24% of UK adults intend to take any type of day trip by the end of the month, higher than in May and June. 'Countryside or village' is the destination type most likely to generate a day trip in July, while 'traditional coastal/seaside town' is most popular by the end of September.

Figure 30. Next UK day trip intention between July 2022 and December 2022, Cumulative percentages, July 2022, UK



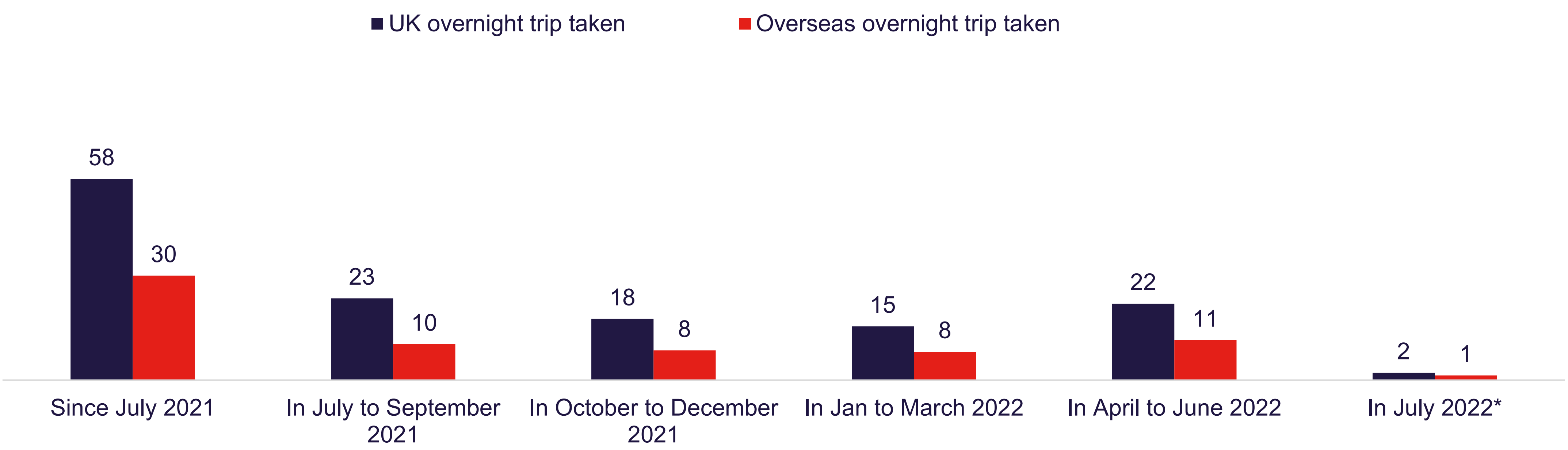
QVB16a. When are you next likely to take a day trip to the following types of places? Please select just the next occasion for each type of destination.
July 2022 = 1,759

4. Past UK and Overseas Trips

Proportion taken a UK and overseas trip in last 12 months

Nearly 6 in 10 (58%) UK adults have taken an overnight UK trip since July 2021, almost twice as many as have taken an overseas overnight trip in that period (30%). The most popular time periods in the past 12 months were July to September 2021 and April to June 2022.

Figure 31. Proportion taken an overnight UK or overseas trip in below time period, Percentage, July 2022, UK



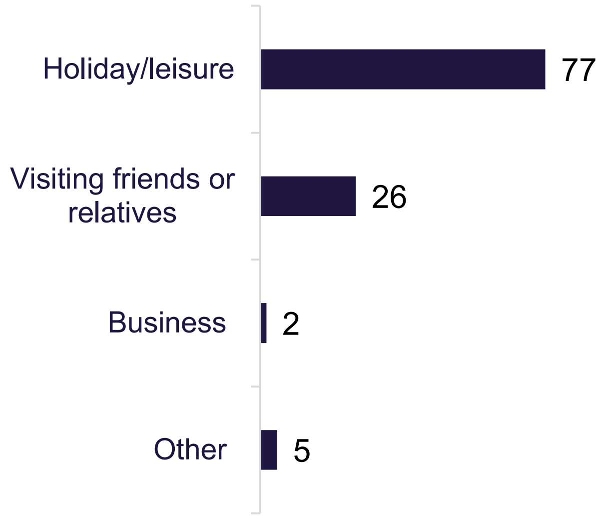
VB13a/v. Now reflecting on your recent behaviour, have you taken an overnight short break or holiday in the UK/overseas in the last 12 months?
VB13a2/g. In which of these months have you taken an overnight short break or holiday in the UK in the last 12 months?
Base: All respondents. July 2022= 1,759 *July 2022 accounts for the first week of July when fieldwork took place
Multiple choice question. Totals may exceed 100% as some respondents anticipate taking more than one trip

Where stayed and purpose of last UK overnight trip

The South West of England was the most popular destination for trips in the past three months, 18% of trip takers having stayed there, followed by the North West at 13%. Holiday / leisure was the most dominant purpose for overnight UK trips (77% having taken trips for this reason).

Figure 32. Destination of overnight trips taken in UK in the past three months, Percentage, July 2022, UK

Figure 33. Purpose of overnight UK trip taken in the past three months, Percentage, July 2022, UK



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 July respondents that took an overnight trips in the last three months n=306
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*

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

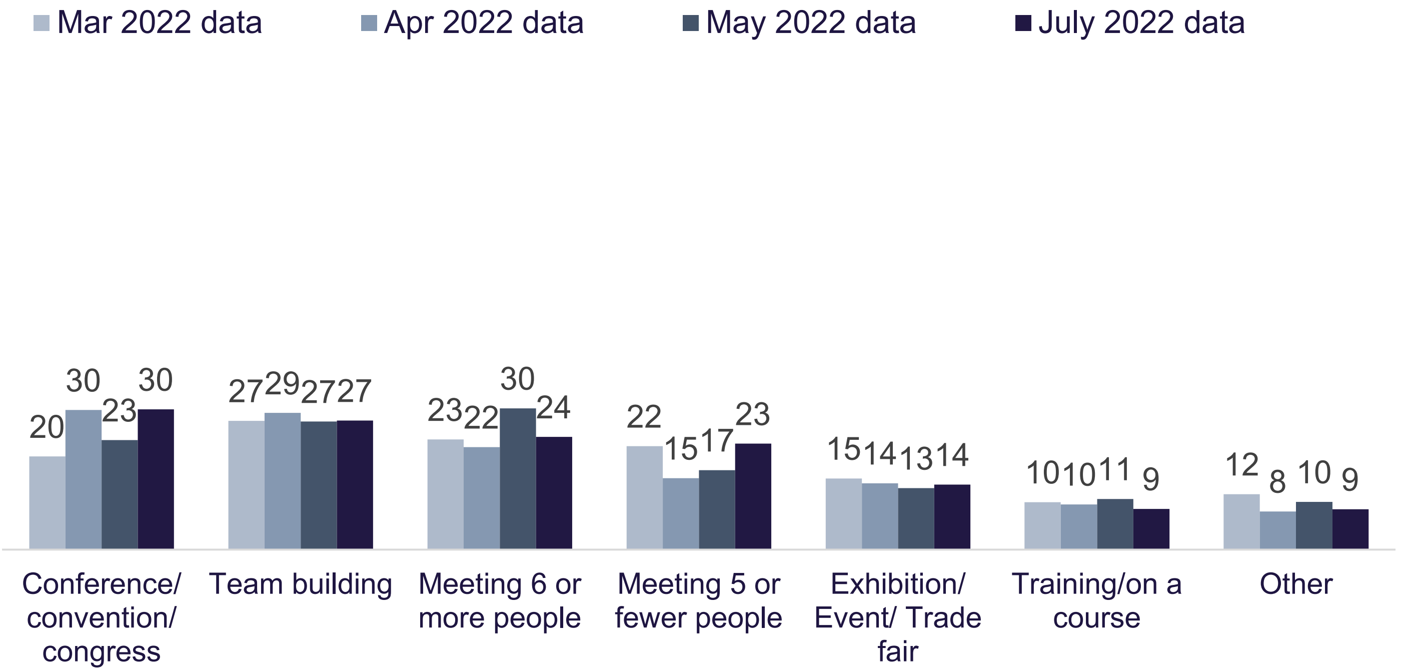
Intentions for overnight business trips in the next three months

19% of UK adults in employment plan on taking an overnight business trip in the next 3 months (slightly higher than the previous 4 waves). ‘Conference / convention / congress’ is the leading reason for taking one (at 30%), followed by ‘team building’ (at 27%)

Figure 34. Proportion anticipating an overnight business trip in next 3 months, Percentage, July 2022, UK adults in employment

81% of UK adults interviewed are in employment

Figure 35. Reasons for taking an overnight business trip in next 3 months, Percentage, July 2022, UK adults in employment planning a trip



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: July 2022 respondents currently in employment n = 1,333. All taking a business trip n=301

Methodology & Further Data

Methodology

– This report presents findings from the July 2022 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 5th phase of this project started in June 2022 and will run until March 2023.

– With this newly commissioned phase, the questionnaire was updated to address the cost of living crisis impact on trips intentions, in addition to continued tracking of Covid-19 impact. It now also covers the preference for domestic vs overseas overnight trips.

– Please note that as a result of the questionnaire updates, some questions are not comparable between this 5th phase and the previous phases / waves.

– This affects for example sl. 11 Trips Intentions by month – to make space for new, more topical questions, this question was simplified, and this small structural change means that we cannot compare the 5th phase data vs previous months.

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 pre-pandemic
  - VB5b. Reasons for not planning to stay in a large city during your next UK holiday or short break
  - VB9a/b. Intention to visit leisure places in the UK in the next 12 months/ in the next month
  - VB9c. Which, if any, would you normally visit in the next 12 months, but will avoid due to COVID-19-related reasons?
  - VB10a/b. Intention to conduct leisure activities in the UK in the next 12 months/ in the next month
  - VB10c. Which, if any, would you normally do in the next 12 months, but will avoid due to COVID-19-related reasons?
  - Q63. Conditions essential for indoor tourism and leisure providers to have in place for you to visit/use them over the next 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.