

Domestic Trip Tracker – August 2025

Topline Results

- In total, 26% of adults in Britain ‘definitely’ plan to take an overnight trip over the August weekend at home or abroad, with a further 26% undecided. In comparison to August 2024: 22% ‘definitely’ and 24% ‘undecided’, August 2023: 25% ‘definitely’ and 23% ‘undecided’.
- 20% of adults in Britain definitely plan to take a holiday in the UK over the August bank holiday (11.2 M¹ adults) and 17% definitely plan to take a holiday in England (9.5 M¹ adults). This is on par with last year for both the UK and England (20% ‘definitely’ UK in 2024, 18% ‘definitely’ UK in 2023, and 17% ‘definitely’ England in 2024, 16% ‘definitely’ England in 2023).
- Among those who are undecided about their holiday in England, the most frequently mentioned reasons are waiting to see if I can afford it (34%), followed by waiting to see what the weather is like (33%) and waiting to see if there are any deals / special offers (33%).
- Among those who will definitely not take a holiday trip in England, the most common reasons are ‘I can’t afford it’ (25%) and ‘I prefer to travel at a different time of year’ (22%).

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 August 2025 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1,231 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 12th-14th August 2024. The August bank holiday falls on Monday 25th August.

Key Insights

Overnight Trips*

- 26% of adults in Britain ‘definitely’ plan to take an overnight trip over the August bank holiday weekend at home or abroad, with a further 26% undecided. This represents an increase compared to August 2024 when 22% were ‘definitely’ planning a trip, and a further 24% were undecided. August 2023 saw 25% ‘definitely’ planning a trip and 23% were undecided.
- Among those who ‘definitely’ or ‘might’ take a trip over the bank holiday weekend, 60% state that this will be for a holiday or short break, while for 45% this will be to visit friends or relatives.
- As has been the case in previous years, those aged under 45 are more likely to be planning or considering a trip than those aged 45+. Those aged 25-34 lead the way, with 43% ‘definitely’ planning a trip, compared

Based on Office of National Statistics 2024 estimate of Great Britain Population aged 16+ of 56 million

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

with just 14% of those aged 45 and older. Parents (41%) are also more likely to be planning a trip at this time of year, compared to those without children (17%).

- Those living in Greater London (45%) are the most likely to say that they will definitely take an overnight trip, compared to other English regions.

Of those who are **undecided** about whether to take an August bank holiday trip in England this year, the top reason is 'waiting to see if I can afford it' (34%), followed by 'waiting to see what the weather is like' (33%) and 'waiting to see if there are any deals / special offers' (33%). Whilst weather is still a top concern, it is not as prominent this year as in previous (37% in 2024 and 45% in 2023). Affordability is a higher concern this year.

TOP Reasons for Waiting	% 2025
Waiting to see if I can afford it	34%
Waiting to see what the weather is like	33%
Waiting to see if there are any deals / special offers	33%
Still trying to find somewhere available to stay	24%
Not sure where I'd like to go	19%
Waiting for someone else / for other people to make plans / book trip	16%

- Among those who will definitely not take a holiday or short break in England (50% of GB adults), the most common reason is 'I cannot afford it' (25%) which is lower than August 2024 (33%) and August 2023 (34%)

Holiday or Short Breaks

17% will 'definitely' take a holiday or short break in England, while 30% 'definitely' or 'might' take a holiday in England over the August bank holiday weekend. This compares to 17% 'definitely' and 24% 'definitely' or 'might' in 2024 and 16% 'definitely' and 26% 'definitely' or 'might' in 2023.

In terms of trip length,

- 29% 'definitely' or 'might' take a short break of three nights or less in **England**
- 20% 'definitely' or 'might' take a longer 4+ night break in **England**
- 20% 'definitely' plan a holiday trip (short or long) **anywhere in the UK**, and 30% 'definitely' or 'might'
- 18% 'definitely' or 'might' take a short break of three nights or less **abroad**
- 17% 'definitely' or 'might' take a longer 4+ night break **abroad**

Day Trips

24% of adults in Britain 'definitely' plan to take a day trip over the August bank holiday weekend (2024: 24%, 2023: 23%), with a further 37% 'might or might not' (2024: 30%, 2023: 34%).

- Those aged 25-34 are most likely to say they will 'definitely' take a day trip over the August bank holiday weekend (45%).
- Parents are more likely to state that they 'definitely' will take a day trip over the August bank holiday (39%) than those without children (16%).

Of those who 'definitely' or 'might' take a day trip in England over the August bank holiday, 22% say that the cost of living crisis isn't likely to influence their day trip behaviour at all. However, of the remaining 78%:

- 28% will look for more 'free things' to do on day trips
- 27% plan to spend less on eating out
- 25% will day trip closer to home
- 24% will take fewer days trip than usual
- 22% will cut back on buying gifts / shopping on day trips
- 20% will do fewer activities on day trips
- 18% will visit fewer visitor attractions