

English Seaside Towns Analysis

Domestic Sentiment Tracker: June 2025



Introduction

- In June 2025, 5 questions on English seaside towns were added to the Domestic Sentiment Tracker survey for one wave only, in addition to the usual questions.
- The questions asked:
 - *Would you consider an English seaside town for a future short break or holiday?*
 - *Why wouldn't you consider an English seaside town for a short break or holiday?*
 - *What are your key reasons for considering an English seaside town for a future short break or holiday?*
 - *What would be your top 5 activities to do during a short break or holiday to an English seaside destination?*
- The fieldwork for this wave was conducted between 2nd to 9th June 2025
- The following results are from a nationally representative UK sample, of n=1,755 adults.
- 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>

Topline Summary

- Overall, two thirds (67%) of the UK population would consider a holiday or short-break to an English seaside destination. This rises amongst families (to 76%) and those aged 25-34 and 35-44 (both 75%).
- Key drivers for visiting an English seaside destination for a holiday are the coastal landscapes (48%), exploring new destinations (32%) and the activities you can do at the seaside (31%). Childhood nostalgia is also key for 22%.
- When thinking about the most loved seaside activities, eating fish and chips is joint top, with 46% citing this in their top 5, along with walking along the seafront / promenade for 46%.
- In terms of barrier, a preference for travelling abroad is the key reason for over a third (37%) of those who say they wouldn't consider a seaside break. Along with unpredictable English weather (25%) and worries about the cost (24%).
- Additionally, in verbatim comments a concern that seaside towns are run down came through and a preference for different types of locations (e.g. cities) especially for those that already live in, or very close to, seaside destinations.

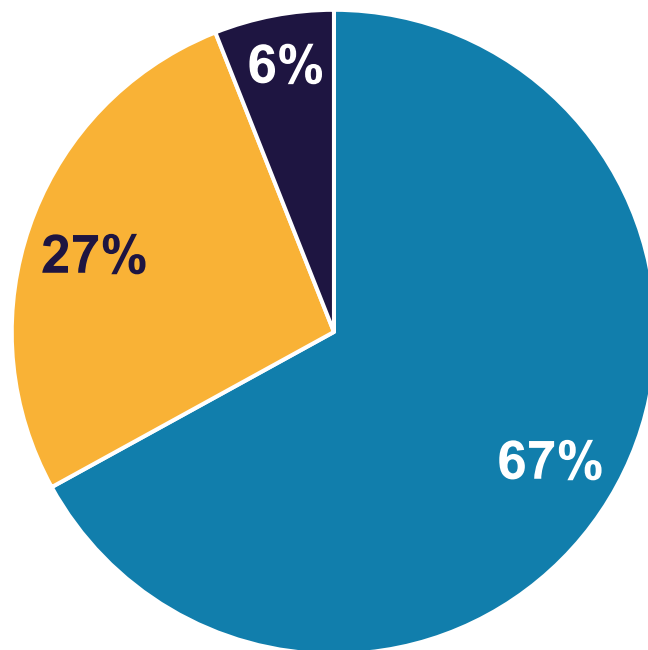
As of June 2025, 31% of those intending to take a UK holiday this summer plan to choose a coastal or seaside town, this falls to 22% for planned autumn trips

Destination type for intended trips in 2025



Two thirds of UK adults would consider an English seaside town for a future short break or holiday, and this rises to 3 in 4 of those aged 25-44

Consideration of an English seaside town for a short break or holiday



■ I would consider ■ I may or may not consider ■ I would not



Families and those aged 25-44 are most likely to consider a seaside break, as well as higher social grades

Consideration of an English seaside town for a short break or holiday

		Age						Life stage				Social Grade			
	TOTAL	16-24	25-34	35-44	45-54	55-64	65 or more	Families (16-65+ with children)	Pre Nesters (16-34 & No child)	Older Independents (36-64 & No child)	Empty Nesters (65+ & No child)	AB	C1	C2	DE
I would consider	67%	65%	75% ↑	75% ↑	65%	62%	58% ↓	76% ↑	62%	63% ↓	58% ↓	70%	69%	72%	60% ↓
I may or may not consider	27%	32%	22%	23%	29%	28%	30%	21% ↓	32%	29%	30%	24%	28%	22%	31% ↑
I would not consider	6%	3%	3% ↓	3% ↓	6%	10% ↑	12% ↑	2% ↓	5%	8%	12% ↑	5%	4%	5%	9% ↑

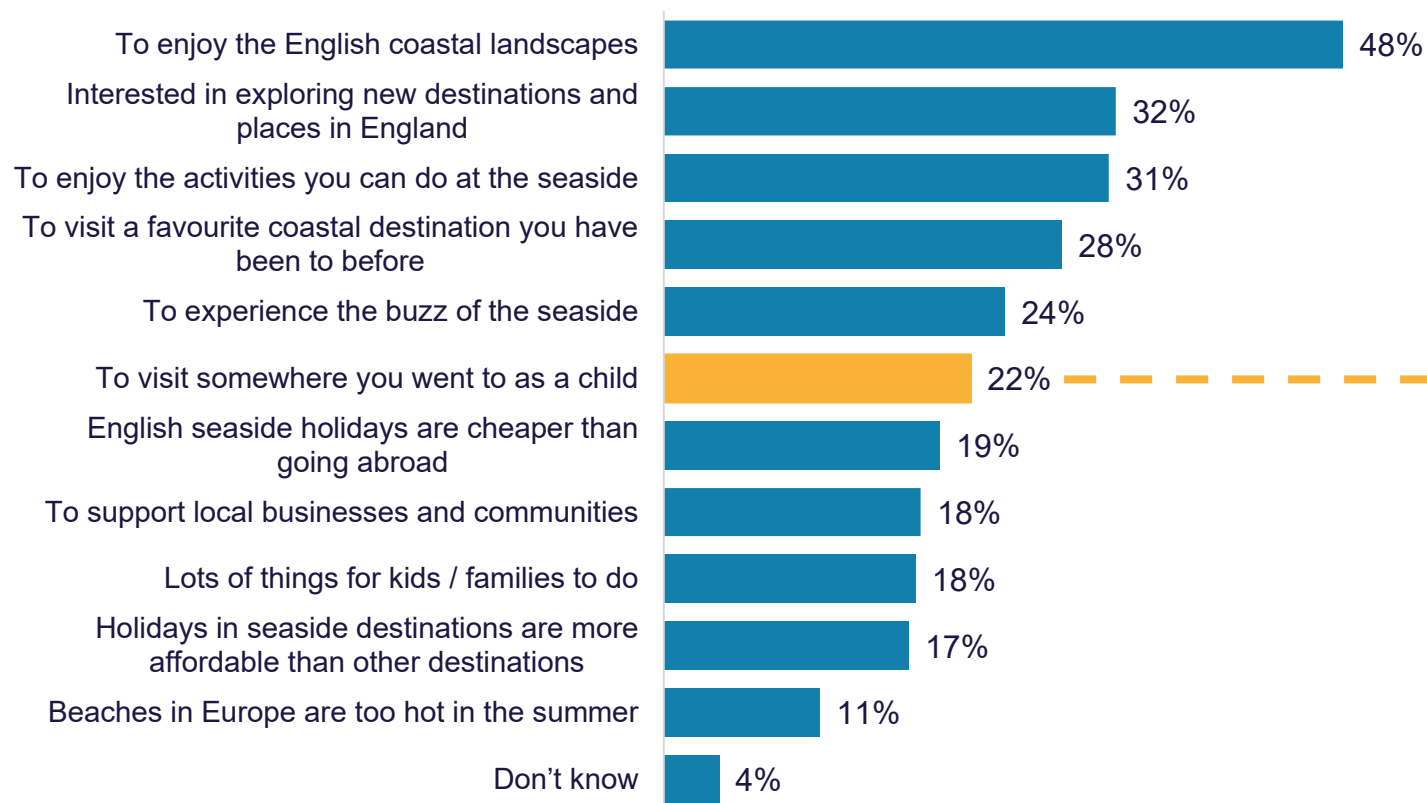
A photograph of two women surfing in the sea. The woman in the foreground is wearing a green wetsuit and is smiling, holding onto a blue surfboard. The woman in the background is wearing a red wetsuit and is also holding onto a surfboard. They are both waiting for waves. In the background, there is a large, flat-topped cliff under a blue sky with some clouds.

Drivers and Dream Activities

Two women hold onto surf boards waiting for waves in the sea. Location: Saltburn-by-the-Sea, Tees Valley, England. © Visit Tees Valley/Michael Lazenby

Coastal landscapes are a key reason for almost half of those who would consider holidaying in an English seaside town

Reasons for considering an English seaside town for a future short break or holiday



Nostalgia a key reason for 1 in 5, stable across all demographics

Seaside activities are key for families, whilst coastal landscapes and nostalgia are top for over 65s

Reasons for considering an English seaside town for a future short break or holiday – Top 6 answers

	Age							Lifestage				Social Grade			
	TOTAL	16-24	25-34	35-44	45-54	55-64	65 or more	Families (16-65+ with children)	Pre Nesters (16-34 & No child)	Older Independents (36-64 & No child)	Empty Nesters (65+ & No child)	AB	C1	C2	DE
To enjoy the English coastal landscapes	48%	28% ↓	36% ↓	45%	48%	58% ↑	67% ↑	40% ↓	32% ↓	54% ↑	68% ↑	45%	48%	45%	52%
Interested in exploring new destinations and places in England	32%	21% ↓	34%	31%	30%	33%	35%	33%	23% ↓	32%	35%	33%	32%	27%	33%
To enjoy the activities you can do at the seaside	31%	28%	41% ↑	35%	30%	26%	22% ↓	38% ↑	28%	29%	22% ↓	38% ↑	29%	31%	25% ↓
To visit a favourite coastal destination you have been to before	28%	18% ↓	26%	25%	19% ↓	34%	40% ↑	25%	21%	28%	40% ↑	27%	28%	25%	30%
To experience the buzz of the seaside	24%	21%	33% ↑	28%	18%	21%	16% ↓	31% ↑	23%	19% ↓	16% ↓	32% ↑	21%	21%	19% ↓
To visit somewhere you went to as a child	22%	21%	21%	23%	21%	21%	22%	24%	18%	20%	22%	23%	22%	23%	19%

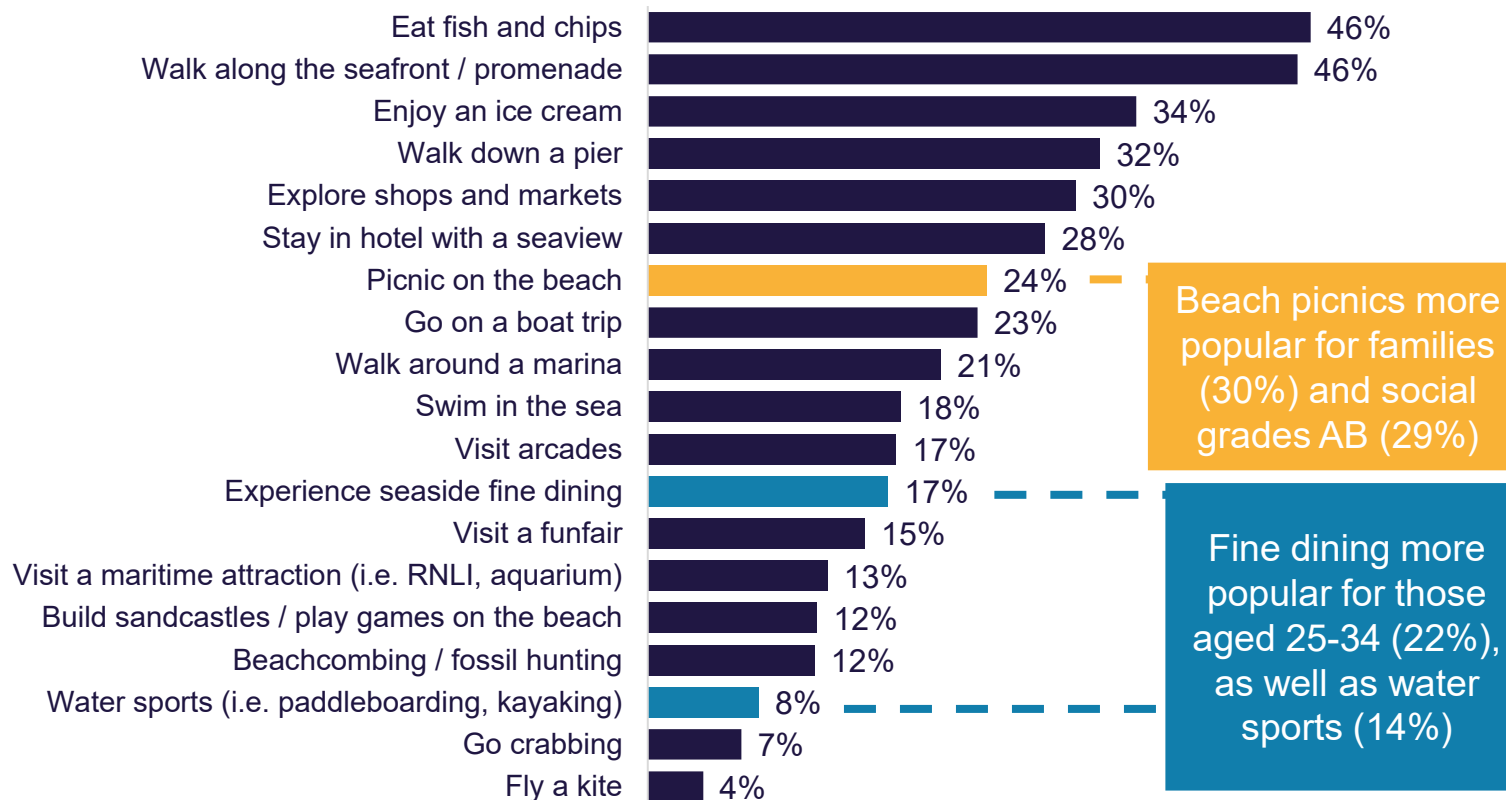
Families, and those aged 35-44 are more likely to think that English seaside holidays are more affordable than going abroad

Reasons for considering an English seaside town for a future short break or holiday – Bottom 6 answers

	Age							Lifestage				Social Grade			
	TOTAL	16-24	25-34	35-44	45-54	55-64	65 or more	Families (16-65+ with children)	Pre Nesters (16-34 & No child)	Older Independents (36-64 & No child)	Empty Nesters (65+ & No child)	AB	C1	C2	DE
English seaside holidays are cheaper than going abroad	19%	17%	21%	26% ↑	20%	16%	15%	23% ↑	20%	17%	14%	19%	21%	20%	18%
To support local businesses and communities	18%	12%	18%	20%	19%	18%	17%	17%	15%	21%	17%	19%	20%	16%	17%
Lots of things for kids / families to do	18%	20%	26% ↑	30% ↑	15%	7% ↓	4% ↓	33% ↑	11%	6% ↓	4% ↓	24% ↑	16%	19%	11% ↓
Holidays in seaside destinations are more affordable than other destinations	17%	18%	20%	18%	16%	16%	14%	20%	21%	13%	14%	19%	18%	16%	16%
Beaches in Europe are too hot in the summer	11%	12%	13%	12%	13%	8%	8%	13%	12%	9%	8%	14% ↑	11%	10%	9%
Don't know	4%	2%	2% ↓	3%	6%	6%	5%	1% ↓	3%	7% ↑	5%	1% ↓	5%	5%	5%

Enjoying typical seaside food and drink are a top priority for those visiting English seaside towns, as well as exploring seafronts, piers and local shops

Top 5 activities to do during an English seaside break:



Location: Weymouth, Dorset, England. © VisitBritain/Rod Edwards

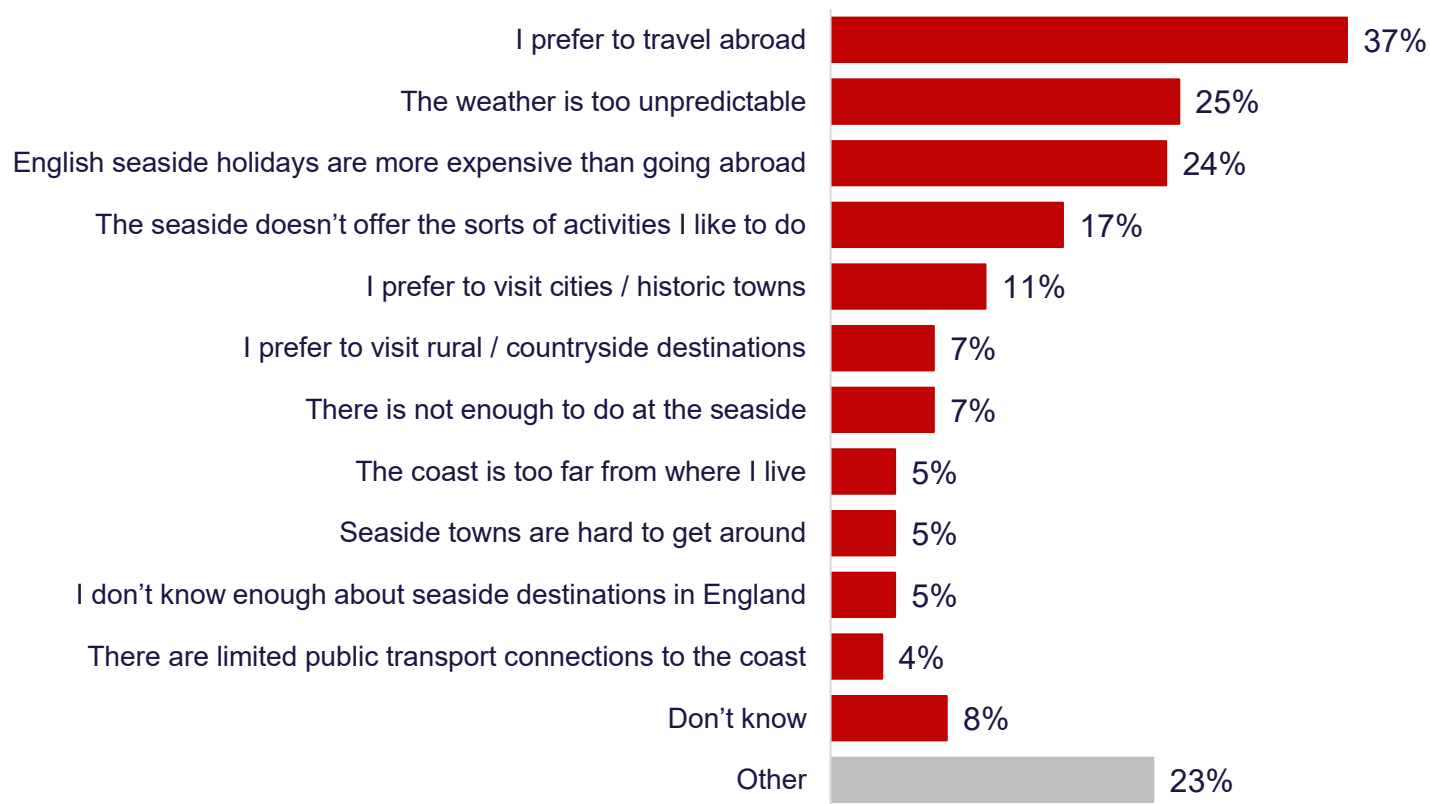
A woman and two children are enjoying a seaside break at a rock pool. The woman, wearing a bright yellow jacket and sunglasses, is sitting on a rock and laughing. Two children, a girl in yellow overalls and a boy in green overalls, are standing next to her. They are holding small nets and looking into the water. The background features a large, grassy cliff with white rock formations and a blue sky with white clouds. The water in the rock pool is calm, reflecting the scene above.

Barriers to taking an English seaside break

A woman laughs with her two children at a rock pool on a beach. Location: Flamborough, East Yorkshire, England.
© Visit Hull & East Yorkshire/Tom Arran

A third of those who *wouldn't* consider an English seaside town for a holiday would prefer to go abroad; a quarter find the weather too unpredictable, and cost is a further barrier

Reasons for not considering an English seaside town for a future short break or holiday



Some barriers such as location preference and health challenges are difficult to overcome

Other verbatim barriers to a holiday in an English seaside town

Proximity / location preferences

"Because I live near a seaside town, I prefer to go inland"

"English seaside towns are great when you have young children, but there is little to entice my husband and me now we are retired."

"I grew up in a seaside town and prefer to go for other options when I choose to go on holiday."

"I have no interest in beach holidays in the UK or abroad."

Health / Accessibility challenges

"Disability and chronic illness make travel especially longer distance travel virtually impossible"

"Not fit enough due to medical problems"

"I have health problems which restrict my movements"

"Happy memories, but we have given up our holidays due to old age."

However, it is possible to change perceptions with key issues around the weather, affordability and that some seaside resorts are seen as 'run down'

Other verbatim barriers to a holiday in an English seaside town

Cost Concerns

"They are much too expensive - I get better value for money through travelling abroad"

"Expensive and of no interest"

"Cost of living crisis. You have to be rich to go on holiday"

Weather

"Weather is not always certain and it's a bit of a trek from London - may as well go the continent"

"Weather is not always certain and it's a bit of a trek from London - may as well go the continent"

"The weather would be poor and unpredictable"

Negative Perceptions

"Run down and expensive"

"I always think seaside towns are run down and dirty"

"Sadly, English seaside towns are now very run down and attract the sort of people I prefer to avoid if possible"

"I would not choose English seaside town because of the overcrowding and the fact that it is not considered as time to relax when there is too much antisocial and unruly behaviour in comparison to foreign destinations"

Thank You

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