

Domestic Trip Tracker – Easter 2026

Topline Results

- In total, 26% of adults in Britain ‘definitely’ plan to take an overnight trip over the Easter weekend at home or abroad, with a further 25% undecided. In comparison to Easter 2025: 25% ‘definitely’ and 19% ‘undecided’, Easter 2024: 25% ‘definitely’ and 20% ‘undecided’.
- 22% of adults in Britain definitely plan to take a holiday in the UK over Easter (12.5 M¹ adults) and 20% definitely plan to take a holiday in England (11.3 M¹ adults).
- 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%) and ‘waiting to see if what the weather is like’ (32%).
- Among those who will definitely not take a holiday trip in England, the most common reason is ‘I can’t afford it’ (26%).

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 Easter 2026 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1,240 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 19th-23rd March 2026. Good Friday 2026 falls on 3rd April, and Easter Monday is on 6th April.

Key Insights

Overnight Trips*

- 26% of adults in Britain ‘definitely’ plan to take an overnight trip over the Easter weekend at home or abroad, with a further 25% undecided. The share of those who ‘definitely’ plan to take a trip is in line with Easter 2025 (25%), while the share of those who are undecided has risen more notably from last year (19%).
- 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 47% 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+. Of those aged 16-44, 75% ‘definitely’ or ‘might’ take a trip, compared with a one third (33%) of those aged 45 and older. Parents (79%) are also more

¹ Based on Office of National Statistics 2026 estimate of Great Britain Population aged 16+ of 56.6 million

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

likely to be planning or considering a trip at this time of year, compared to those without children (37%).

- Those living in Greater London are the most likely to say that they will definitely or maybe take an overnight trip (77%) than those living in the other English regions.

Holiday or Short Breaks

20% will 'definitely' plan to take a holiday or short break over the Easter weekend in England, while 29% 'definitely' or 'might'. This compares to 17% 'definitely' and 24% 'definitely' or 'might' in 2025.

In terms of trip length,

- 28% 'definitely' or 'might' take a short break of three nights or less in **England**
- 21% 'definitely' or 'might' take a longer 4+ night break in **England**
- 30% 'definitely' or 'might' take a short break of three nights or less **anywhere in the UK**
- 23% 'definitely' or 'might' take a longer 4+ night break **anywhere in the UK**
- 18% 'definitely' or 'might' take a short break of three nights or less **abroad**
- 18% 'definitely' or 'might' take a longer 4+ night break **abroad**

Holiday or Short Breaks in England

- 20% say they definitely plan to take a holiday or short break over Easter in England this year.
- 9% are undecided about whether to take a holiday or short break over Easter in England this year. The most common reasons are 'waiting to see if I can afford it' (34%) and 'waiting to see what the weather is like' (32%).

TOP 5 Reasons for Waiting	%
Waiting to see if I can afford it	34%
Waiting to see what the weather is like	32%
Wanting to see if there are any deals / special offers	28%
Still trying to find somewhere available to stay	24%
Not sure where I'd like to go	20%

¹ Based on Office of National Statistics 2026 estimate of Great Britain Population aged 16+ of 56.6 million

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- 49% say they will **definitely not** take a holiday or short break in England; the most common reasons are 'I cannot afford it' (26%), 'no real reason, just prefer not to take a trip' (23%), 'rising cost of living' (21%) and 'prefer to travel at a different time of year' (20%).

Day Trips

26% of adults in Britain 'definitely' plan to take a day trip over the Easter weekend (2025: 24%, 2024: 26%), with a further 34% 'might or might not' (2025: 28%, 2024: 28%).

- Those aged under 45 are more likely to say they 'definitely' will take a day trip over Easter (42%), than those aged over 45 (13%).
- Parents (45%) are more likely to state that they 'definitely' will take a day trip over Easter than those without children (16%).

Of those who 'definitely' or 'might' take a day trip in England over Easter, 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 spend less on eating out
- 27% will look for more 'free things' to do on day trips
- 27% will take day trip closer to home
- 26% will take fewer day trips than usual
- 24% will cut back on buying gifts / shopping on day trips
- 20% will do fewer activities on day trips
- 19% will visit fewer visitor attractions on day trips

¹ Based on Office of National Statistics 2026 estimate of Great Britain Population aged 16+ of 56.6 million

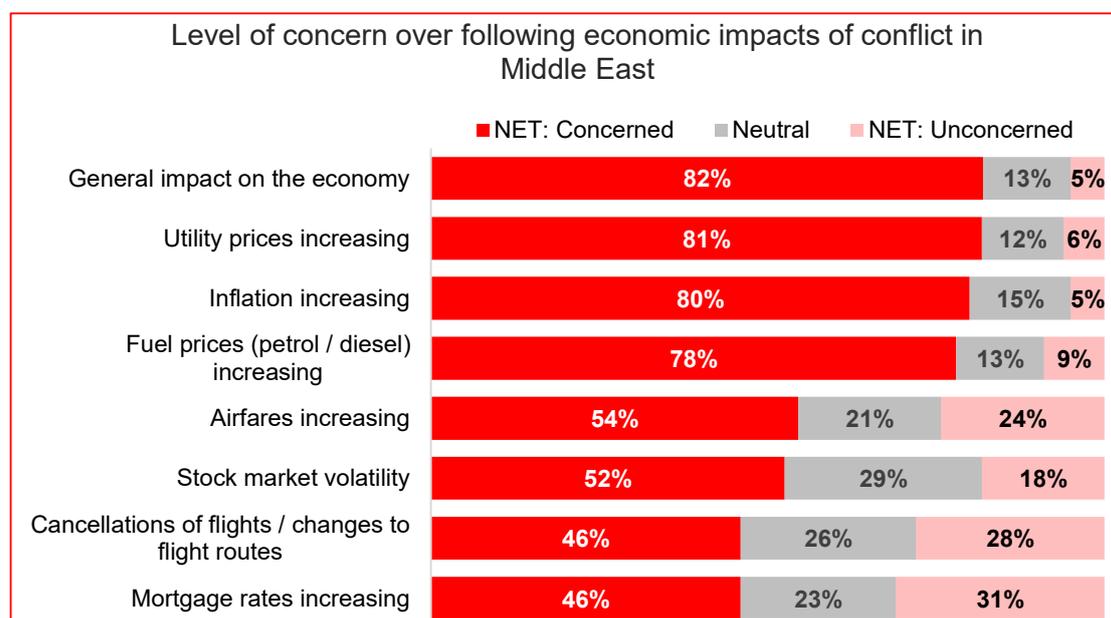
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Additional Questions on the conflict in the Middle East

28% say that the conflict in the Middle East has had an impact on upcoming holiday plans for April or May, with 10% having less money to spend and 8% choosing to holiday in the UK rather than abroad.

Impact of conflict in the Middle East on upcoming holiday plans for April or May	%
No impact – I was not planning to take any trips during these months	39%
No impact – My trip has not been impacted by the conflict	20%
Nothing yet, I'm waiting to see what happens closer to my trip	12%
NET: Has had any impact on holiday plans for April/May	28%
I will have less spending money due to the economic impact	10%
I have chosen to holiday in my own country instead of abroad	8%
I have chosen not to take a holiday	6%

Whilst the general impact on the economy affects most and therefore generates the most concern, utility prices are a concern for 4 out of 5, along with inflation concerns (80%) and fuel prices (78%).



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