

Domestic Trip Tracker – August 2026

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 2026 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 18th – 20th August 2026. The August bank holiday falls on Monday 31st August.

Topline Results

- In total, 23% of adults in Britain ‘definitely’ plan to take an overnight trip over the August weekend at home or abroad, with a further 22% undecided. In comparison to August 2025: 26% ‘definitely’ and 26% ‘undecided’, August 2024: 22% ‘definitely’ and 24% ‘undecided’, August 2023: 25% ‘definitely’ and 23% ‘undecided’.
- 19% of adults in Britain definitely plan to take a holiday in the UK over the August bank holiday (10.6 M¹ adults) and 16% definitely plan to take a holiday in England (8.9 M¹ adults). This is just shy of last year’s figure for both the UK and England (20% ‘definitely’ UK in 2025, 20% ‘definitely’ UK in 2024, 18% ‘definitely’ UK in 2023, and 17% ‘definitely’ England in 2025, 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 what the weather is like (38%), followed by waiting to see if there are any deals / offer (33%) and waiting to see if I can afford it (28%).
- Among those who will definitely not take a holiday trip in England, the most common reasons are ‘I can’t afford it’ (31%).

Key Insights

Overnight Trips*

- 23% of adults in Britain ‘definitely’ plan to take an overnight trip over the August bank holiday weekend at home or abroad, with a further 22% undecided. This represents a decrease compared to August 2025 where 26% ‘definitely’ planned and 26% were undecided. August 2024 saw 22% ‘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, 62% state that this will be for a holiday or short break, while for 48% 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 44% ‘definitely’

Based on Office of National Statistics and National Records of Scotland 2026 estimate of Great Britain Population aged 16+ of 55.6 million

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

planning a trip, compared with just 13% of those aged 45 and older. Parents (39%) 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 (34%) are the most likely to say that they will definitely take an overnight trip, compared to other English regions, although to a lesser degree than previous years.
- 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 what the weather is like' (38%), followed by 'waiting to see if there are any deals / special offers' (33%). Weather moves back into top position after being less important last year, (33% in 2025, 37% in 2024 and 45% in 2023).

TOP Reasons for Waiting	% 2026
Waiting to see what the weather is like	38%
Waiting to see if there are any deals / special offers	33%
Waiting to see if I can afford it	28%
Not sure where I'd like to go	20%
Still trying to find somewhere available to stay	20%
Waiting for someone else / for other people to make plans / book trip	17%
Concerns around catching something / being too unwell to travel	11%

- Among those who will **definitely not** take a holiday or short break in England (54% of GB adults), the most common reason is 'I cannot afford it' (31%) which is higher than August 2025 (25%) and more in line with August 2024 (33%) and August 2023 (34%)

Holiday or Short Breaks

16% will 'definitely' take a holiday or short break in England, while 26% 'definitely' or 'might' take a holiday in England over the August bank holiday weekend. This compares to 17% 'definitely' and 30% 'definitely' or 'might' in 2025, 17% 'definitely' and 24% 'definitely' or 'might' in 2024 and 16% 'definitely' and 26% 'definitely' or 'might' in 2023.

In terms of trip length,

- 26% 'definitely' or 'might' take a short break of three nights or less in **England**
- 18% 'definitely' or 'might' take a longer 4+ night break in **England**
- 19% 'definitely' plan a holiday trip (short or long) **anywhere in the UK**, 27% 'definitely' or 'might'
- 16% 'definitely' or 'might' take a short break of three nights or less **abroad**
- 16% 'definitely' or 'might' take a longer 4+ night break **abroad**

Day Trips

21% of adults in Britain 'definitely' plan to take a day trip over the August bank holiday weekend (2025: 24%, 2024: 24%, 2023: 23%), with a further 33% 'might or might not' (2025: 37%, 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 (37%).
- Parents are more likely to state that they 'definitely' will take a day trip over the August bank holiday (37%) than those without children (15%).

Of those who 'definitely' or 'might' take a day trip in England over the August bank holiday, 21% say that the cost of living crisis isn't likely to influence their day trip behaviour at all. However, of the remaining 79%:

- 30% will look for more 'free things' to do on day trips
- 26% plan to spend less on eating out
- 24% will cut back on buying gifts / shopping on day trips
- 23% will day trip closer to home
- 20% will take fewer days trip than usual
- 18% will do fewer activities on day trips
- 17% will visit fewer visitor attractions