

Domestic Trip Tracker – August Bank Holiday 2022

Topline Results

- In total, 14% of adults in Britain ‘definitely’ plan to take an overnight trip over the extended August weekend at home or abroad, with a further 14% undecided.
- 10% of adults in Britain ‘definitely’ plan to take a ‘holiday’ overnight trip in the UK over the August bank holiday weekend (5.3M¹ adults) and 9% ‘definitely’ plan to take a holiday in England (4.8M¹ adults). This corresponds to an estimated spend of £1.4 billion in the UK, and £1.3 billion in England alone.
- Among those who will definitely not take a holiday trip in the UK, the most common reasons are ‘I can’t afford it’ (42%) and ‘rising cost of living’ (28%).

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 2022 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1224 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 16th of August and 18th of August 2022.

Key Insights

Overnight Trips

- 14% of adults in Britain ‘definitely’ plan to take an overnight trip* over the August bank holiday weekend at home or abroad, with a further 14% undecided. (This is below the levels of August 2019, when 22% were ‘definitely’ planning a trip and 16% were undecided.)
- Among those who ‘definitely’ or ‘might’ take a trip over the bank holiday weekend, 54% state that this will be for a holiday or short break, while for 42% this will be to visit friends or relatives.

¹ Based on Office of National Statistics mid-2020 estimate of Great Britain Population aged 16+ of 52.9 million

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

Holiday Trips

- 10% 'definitely' plan a **holiday trip** (short or long) **anywhere in the UK**, with further 4% undecided.
- Among those who will definitely not take a holiday trip in the UK, the most common reasons are 'I can't afford it' and 'rising cost of living'. (Compared with previous bank holiday weekends this year, more say now that they 'cannot afford it': 42% for August bank holiday weekend vs 33% for Jubilee bank holiday weekend and 33% for Easter bank holiday weekend)

TOP 5 Reasons for 'definitely not planning a trip'	%
I cannot afford it	42%
Rising cost of living	28%
I prefer to travel at a different time of year	16%
I'm too busy / no time due to home commitments	14%
Holidays in the UK are too expensive / not good value for money	13%

- 14% 'definitely' or 'might' take a **short break** of three nights or less anywhere in the UK
- 10% 'definitely' or 'might' take a **longer 4+ night break** anywhere in the UK
- Among those who 'definitely' or 'might' take a holiday trip (short or long) in the UK:
 - 45% plan to travel with their own car and 14% plan to take a train
 - 50% plan to stay in serviced accommodation, 36% plan Caravan / Camping / Glamping and 24% self-catering rental property
 - 30% plan to stay in a traditional coastal town, 29% in a city or large town and 29% in the countryside
 - 22% plan to go to London for the UK 'holiday' overnight trip and 17% to the South West

9% will 'definitely' plan a **holiday trip** (short or long) in **England**, with a further 4% undecided.

- Those living in Greater London are most likely to be 'definitely' planning a 'holiday' overnight trip in England (16%) during the bank holiday weekend compared to those from other regions.

- Pre-Nesters (12%) and Families with children (14%), especially with children aged 5-9 years old (19%) are more likely to be 'definitely' planning a holiday trip in England than other life stages.
- In terms of trip length,
 - 13% 'definitely' or 'might' take a short break of three nights or less in England
 - 9% 'definitely' or 'might' take a longer 4+ night break in England

6% are 'definitely' planning a **holiday trip** (short or long) **abroad**, with a further 3% undecided.

- 8% 'definitely' or 'might' take a short break of three nights or less abroad
- 8% 'definitely' or 'might' take a longer 4+ night break abroad

Day Trips

14% of adults in Britain 'definitely' plan to take a day trip over the August bank holiday weekend with a further 30% 'might or might not'.

Among those who 'definitely' planning a day trip, 42% plan to take just 1 day trip, 29% plan 2 day trips and 23% plan 3 or 4 day trips.

Those aged under 45 are more likely to say they will 'definitely' or 'maybe' take a day trip (59%), than those aged 45+ (32%).

Those living in Greater London are most likely to be 'definitely' planning a day trip (25%) during the bank holiday weekend than other regions.

Among those planning to take a day trip, 34% intend to look for more 'free things' to do on day trips, 27% intend to spend less on eating out on day trips and 27% intend to cut back on buying gifts/shopping on day trips, as a result of cost of living crisis.