

## Domestic Trip Tracker – Christmas & New Year 2022

### Topline Results

- In total, 23% of adults in Britain 'definitely' plan to take an overnight trip\* between Christmas and New Year at home or abroad, with a further 19% undecided; compared to the same period in 2019, 28% were 'definitely' planning and 15% were undecided.
- 11% of adults in Britain 'definitely' plan to take an overnight 'holiday / short break' in the UK between Christmas and New Year (5.8M<sup>1</sup> adults) and 9% 'definitely' plan to take a holiday in England (4.8M<sup>1</sup> adults). This corresponds to an estimated spend of £1.3 billion in the UK, and £1.1 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' (32%, compared to 42% in August 2022) and 'rising cost of living' (30%, vs 28% in August 2022).
- Please note that the results represent intentions at a moment in time (fieldwork 8th-12th December); given the wider context of strikes and the cost of living crisis, the travel situation is in flux and intentions might differ from the outturn.

### 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 December 2022 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1236 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 8<sup>th</sup> December and 12<sup>th</sup> December 2022.

### Key Insights

#### Overnight Trips\*

- 23% of adults in Britain 'definitely' plan to take an overnight trip\* between Christmas and New Year at home or abroad, with a further 19% undecided. (In the same period in 2019, 28% were 'definitely' planning and 15% were undecided. In 2021, it was 25% and 18% respectively.)
- Among those who 'definitely' or 'might' take a trip over the Christmas and New Year period, 39% state that this will be for a holiday or short break, while for 62% this will be to visit friends or relatives.

<sup>1</sup> 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 or Short Breaks

- 11% 'definitely' plan a holiday or short break **anywhere in the UK**, with further 4% undecided.
- 9% will 'definitely' plan a holiday or short break in **England**, with a further 5% undecided, for a total of 14% who 'definitely' will or might take a holiday or short break in England. (This compares to 14% during the same period in 2019 and 16% in 2021.)
- Among those who 'definitely' or might take a holiday or a short break in England
  - 46% expect 1 overnight trip / 26% expect 2 overnight trips / 19% expect 3 overnight trips / 3% 4 or more overnight trips
  - On average, they intend to stay for 4 days on their trip
  - The trips are evenly spread across the Christmas to New Year period
  - 42% plan a trip to a city or large town and 34% to a small town
  - 47% plan to stay in a hotel / motel / inn, 16% in a rented house/cottage/lodge and 16% in a friends' / relatives' home
  - 24% plan to go to London, 18% to Yorkshire & The Humber and 17% to the South West
- Among those who will definitely not take a holiday or short break in England (64% of GB adults), the most common reasons are 'I cannot afford it' and 'rising cost of living'.

TOP 5 Reasons for 'definitely not planning a trip'	
I cannot afford it	32%
Rising cost of living	30%
I prefer to travel at a different time of year	21%
Concerned about the weather	17%
I am planning to visit friends/relatives instead of going on a holiday	12%

- Looking at subgroups:
  - Those living in Greater London, those aged 25-34, and Families are most likely to be 'definitely' planning a holiday or short break in England (20%, 19% and 17% respectively) during the Christmas and New Year period, compared to those from other regions, age groups and life stages.
- 8% are 'definitely' planning a holiday or short break **abroad**, with a further 4% undecided.

## Day Trips

- 19% of adults in Britain 'definitely' plan to take a day trip between Christmas and New Year with a further 31% 'might or might not'.
- Families and those living in Greater London are most likely to be 'definitely' planning a day trip (27% and 30% respectively) between Christmas and New Year than other life stages and those living in other regions.
- Among those who 'definitely' plan to or might go on a day trip,
  - 34% plan to take just 1 day trip, 25% plan 2 day trips, 24% don't know yet how many day trips they will take.
  - 37% intend to look for more 'free things' to do on day trips, 33% intend to spend less on eating out on day trips and 31% intend to cut back on buying gifts/shopping on day trips, as a result of the cost of living crisis.

## Activities undertaken

- Aside from visiting friends and family (57%), other popular seasonal activities include going out for a meal (42%), visiting a Christmas market (36%) and shopping at post-Christmas sales (30%).

Activities planned	2022	2021	2019	2018	2017
Visiting friends and family	57%	59%	62%	61%	60%
Going out for a meal	42%	37%	45%	43%	47%
Shopping at post-Christmas sales	30%	28%	38%	37%	36%
Visit a Christmas Market	36%	26%	34%	31%	33%
Undertake outdoor activities such as walking, cycling etc.	23%	26%	24%	23%	23%
Going for a night out to a bar, pub and / or club	22%	18%	26%	27%	25%
Go out for other Christmas activities e.g. ice skating, pantomime, visiting Santa etc.	22%	20%	21%	20%	19%
Go out for other entertainment such as cinema, concert or theatre	21%	18%	25%	24%	21%
Visiting a 'walk-through' lights trail / display	17%	NA	NA	NA	NA
Go on a general day out to explore an area you don't normally visit	14%	12%	13%	11%	12%
Watching live sporting events (not on TV)	11%	11%	13%	10%	10%
Visit a visitor attraction such as a historic house, theme park, museum, zoo etc.	9%	9%	9%	8%	6%
Attend a special public event such as a festival, exhibition etc.	8%	7%	6%	7%	6%

None of the above	10%	12%	9%	11%	14%
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