



VisitEngland™

Microgapping Research – July 2018

Topline Results

- Only 24% of UK millennials said that they were likely to take three months or longer off from working to travel within the next three years
- However, 82% said that if it were possible they would be interested in taking a career break to go travelling
- 64% of UK millennials found the idea of ‘microgapping’ appealing
- Over half (57%) of UK millennials said they would be likely to try ‘microgapping’ in the UK if shown how to do it

Approach and Sample

VisitEngland commissioned this research in order to collect information on current UK millennial behaviour in relation to taking a gap year or career break to travel and interest and appeal for the ‘microgapping’ concept.

In July 2018, this survey was carried out by the research agency Markettiers with a representative sample of 2,000 adults aged 16-34 in the UK.

Definition of ‘microgapping’ (as coined by VisitEngland):

The habit of taking short breaks that encapsulates the developmental and experiential opportunities offered on a traditional gap year.

Research Results: Gap Year / Career Break

Only 8% of millennials said they were very likely to take three months or longer off from working to travel within the next three years, with a further 16% saying ‘somewhat likely’:

How likely or unlikely are you to take three months or longer off from working to travel, within the next three years?	
<i>Very likely</i>	8%
<i>Somewhat likely</i>	16%
<i>Neither likely nor unlikely</i>	14%
<i>Somewhat unlikely</i>	21%
<i>Very unlikely</i>	41%

However, if it were possible to do so, 82% of millennials would be interested in taking a career break to travel in the next three years:

If it were possible, would you like to take a career break to go travelling in the next three years?	
<i>Yes, definitely</i>	43%
<i>Yes, possibly</i>	39%
<i>No</i>	18%

Millennials would be most likely to prioritise experiencing new cultures, relaxing and unwinding, seeing iconic sights and meeting new people during career break travel:

What would appeal to you about taking a career break to go travelling in the next three years? (Tick all that apply)	
<i>Experiencing new cultures</i>	59%
<i>Able to relax and unwind</i>	55%
<i>Seeing iconic sights (historic, natural etc.)</i>	50%
<i>Meet new people</i>	49%
<i>Increase wellbeing / mindfulness</i>	46%
<i>Learn new skills</i>	42%
<i>Self-development</i>	41%
<i>Improve confidence and self-esteem</i>	38%
<i>Able to embark on a challenge</i>	38%
<i>Able to tick off several places from bucket list</i>	34%
<i>Improve independence</i>	34%
<i>Able to take time to volunteer/support good causes</i>	25%
<i>Take part in activities to support career development</i>	19%

Three quarters of millennials said that financial constraints / lack of savings would prevent or discourage them from taking a career break to go travelling within the next three years. A further 41% cited impact on job progression as another reason for not taking this action:

What would prevent or discourage you from taking a career break to go travelling within the next three years? (Tick all that apply)	
<i>Lack of savings / financial constraints</i>	75%
<i>Impact on job progression / education</i>	41%
<i>Family / friend responsibilities (i.e. dependent children)</i>	38%
<i>Not willing to spend my savings on travelling</i>	24%
<i>Lack of courage</i>	22%
<i>Unwilling to travel alone/ don't have anyone who can take time off at the same time</i>	20%
<i>Fear of homesickness / safety when abroad</i>	17%
<i>Too tiring</i>	7%
<i>Nothing would prevent or discourage me from taking a career break to go travelling in the next three years</i>	4%

Research Results: Flexible working

Amongst those surveyed who worked full or part time, 40% said that their work place already offers flexible working hours:

Does your workplace offer any flexible working options? (Tick all that apply)	
<i>Flexible working hours</i>	40%
<i>Part-time working week</i>	23%
<i>Unpaid leave</i>	23%
<i>Regular remote working / working from home</i>	16%
<i>Sabbatical opportunities</i>	9%
<i>Term-time only working</i>	7%
<i>Privilege/duvet days</i>	3%
<i>My workplace offers no flexible working options</i>	22%

*Those who work full or part time included only = 1378 millennials

79% of working millennials say that flexible working arrangements already do, or would, make them likely to travel more:

Do/would flexible working arrangements in the workplace make you likely to travel more?	
Yes, <i>definitely</i>	36%
Yes, <i>possibly</i>	43%
No	21%

*Those who work full or part time included only = 1378 millennials

Research Results: Microgapping

Definition of 'microgapping' (as coined by VisitEngland):

The habit of taking short breaks that encapsulates the developmental and experiential opportunities offered on a traditional gap year.

64% of millennials find the idea of 'microgapping' appealing:

How appealing do you find the idea of 'microgapping' in the UK?	
<i>Very appealing</i>	19%
<i>Somewhat appealing</i>	45%
<i>Neither appealing nor unappealing</i>	28%
<i>Somewhat unappealing</i>	6%
<i>Very unappealing</i>	3%

Over half would be likely to try 'microgapping' in the UK if shown how to do it:

If shown how to do it, how likely or unlikely would you be to try 'microgapping' in the UK within the next three years?	
<i>Very likely</i>	17%
<i>Somewhat likely</i>	41%
<i>Neither likely nor unlikely</i>	26%
<i>Somewhat unlikely</i>	11%
<i>Very unlikely</i>	6%

Top activities and experiences sought on these types of breaks are similar to those sought on a gap year; wellbeing and relaxation, visiting iconic landmarks, trying local food and drink and seeing nature and wildlife:

What would appeal to you about taking a career break to go travelling in the next three years? (Tick all that apply)	
<i>Relaxation and wellbeing</i>	50%
<i>Seeing iconic landmarks (historic, natural etc.)</i>	41%
<i>Trying local food & drink specialities</i>	33%
<i>Seeing nature or wildlife</i>	33%
<i>Going to music, cultural or sporting events or festivals</i>	21%
<i>Outdoor activities / sports</i>	18%
<i>Learning new skills or crafts</i>	16%
<i>Supporting good causes (e.g. volunteering)</i>	13%
<i>Staying in unusual accommodation</i>	10%
<i>Completing a challenge</i>	8%
<i>Adrenaline sports</i>	7%