

Domestic Trip Tracker – August 2019

Topline Results

- 17% of adults in Britain definitely plan to take a holiday in the UK over the August Bank Holiday (8.6M adults) and 16% definitely plan to take a holiday in England (8.1M adults). This corresponds to an estimated spend of £2.1 billion in the UK, and £2.0 billion in England alone.
- This is a higher level than August Bank holiday weekend 2018, where 14% ‘definitely’ planned to take an overnight trip in the UK, and 13% ‘definitely’ planned to take an overnight trip in England.
- In total, 22% of British adults ‘definitely’ plan to take an overnight trip over the August bank holiday weekend, and 16% are undecided.
- Among those who are planning or considering an overnight trip, 59% are planning a holiday or short break, and 40% plan to visit friends and relatives.
- 24% of Brits will ‘definitely’ take a day trip over the August bank holiday weekend, and a further 29% ‘might or might not’.

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 2019 edition, the survey was carried out on an online omnibus by the research agency Kantar TNS, with a representative sample of 1263 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 15th and 19th August 2019. The August 2019 Bank Holiday falls on the 26th of August. Comparisons have been made to the August Bank Holiday weekend in 2018, when the Bank Holiday fell on the 27th of August.

Key Insights

Overnight Trips

- 22% of British adults ‘definitely’ plan to take an overnight trip over the August bank holiday weekend, while a further 16% ‘might or might not’. This is compared to 20% ‘definitely’ planning a trip and 25% saying they ‘might or might not’ take one in 2018.
- Among those who are planning or considering an overnight trip, 59% are planning a holiday or short break (compared to 55% in 2018), while 40% are planning to visit friends and relatives (compared to 47% in 2018).
- Men (44%) are more likely to be planning or considering a trip than women (32%), and those aged 16 to 34 (65%) are also more likely to be planning or considering a trip than other age groups (35-54; 55+). Those with children (64%) are more likely to be planning or considering a trip than those without (27%). As has been the case in previous years, those living in Greater London (69%) are the most likely to be planning or considering a trip.
- Among the 16% that are still undecided as to whether they will take an overnight trip for the bank holiday weekend, the most common reason for waiting is ‘waiting to see what the weather is like’ (42%).

Reasons for Waiting	2019%
Waiting to see what the weather is like	42%
Waiting to see if I can afford it	32%
Waiting to see if there are any deals / special offers	29%
Waiting for someone else / for other people to make plans / book trip	18%
Not sure where I'd like to go	16%
No real reason, just prefer to decide at the last minute	14%
Other reason	5%

Holiday Trips

- 16% will 'definitely' take a holiday or short break in England, while 21% 'definitely' or 'might' take a holiday in England over the bank holiday weekend.
 - 20% 'definitely' or 'might' take a short break of three nights or less in England
 - 16% 'definitely' or 'might' take a longer 4+ night break in England
- 13% will 'definitely' take a holiday trip abroad, while 17% 'definitely' or 'might' take a holiday abroad.
 - 15% 'definitely' or 'might' take a short break of three nights or less abroad
 - 16% 'definitely' or 'might' take a longer 4+ night break abroad
- The proportion of Brits 'definitely' planning a holiday in England over the bank holiday weekend has increased from 2018. The proportion of Brits 'definitely' planning a holiday abroad has also increased since 2018.

Planning to take trip – August bank holiday weekend	2018 %	2019%
England 'definitely'	13%	16%
England 'definitely' or 'might'	23%	21%
Abroad 'definitely'	8%	13%
Abroad 'definitely' or 'might'	14%	17%

Day Trips

- 24% of adults in Britain will 'definitely' take a day trip over the bank holiday weekend, and a further 29% 'might or might not'. This is at a lower level in than in 2018 (27% 'definitely'; 37% 'might or might not').
- Those aged 16-34 are more likely to be planning or considering a day trip (75%) than those aged 35-54 and 55+ (57% and 32% respectively), and those with children are more likely to be planning or considering a day trip (76%) than those without (44%). Those living in Greater London are most likely to be planning or considering a day trip over the bank holiday weekend (79%).

Which Activities - August Bank Holiday Weekend	2019%
Visit friends or family for leisure	35%
Go out for a meal	28%
Visit a park or garden	18%
Go out to a pub, bar or nightclub	16%
Undertake leisure activities such as walking, cycling or golf	14%
Go on a general day out to explore an area	13%
Visit a public attraction, such as historic house, theme park, museum or zoo	12%
Special shopping for items you do not usually buy	10%
Go out for entertainment, concert or theatre	9%
Take part in other Leisure activities, such as hobbies (outside of your home)	8%
Visit a special public event, such as festival or exhibition	6%
Go on a day out to a beauty, health care, spa etc.	5%
Going to participate in/watch a sporting event	1%
Not sure yet, prefer to decide at the last minute	14%
None of the above	18%