

## Domestic Trip Tracker – August Bank Holiday 2020

### Topline Results

- 9% of adults in Britain definitely plan to take a holiday in the UK over the August Bank Holiday (4.8M adults) and 9% definitely plan to take a holiday in England (4.5M adults). This corresponds to an estimated spend of £1.2 billion in the UK, and £1.1 billion in England alone.
- This is a significantly lower level than August 2019, where 17% ‘definitely’ planned to take a holiday in the UK, and 16% ‘definitely’ planned to take a holiday in England.
- In total, 10% of British adults ‘definitely’ plan to take an overnight trip over the August bank holiday weekend, and 13% are undecided.
- Among those who are planning or considering an overnight trip, 56% are planning a holiday or short break, and 35% plan to visit friends and relatives.
- 12% of Brits will ‘definitely’ take a day trip over the August bank holiday weekend, and a further 26% ‘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 2020 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1252 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 20<sup>th</sup> and 24<sup>th</sup> August 2020. The August 2020 Bank Holiday falls on the 31<sup>st</sup> of August. Comparisons have been made to the August Bank Holiday weekend in 2019, when the Bank Holiday fell on the 26<sup>th</sup> of August.

### Key Insights

#### Overnight Trips

- 10% of British adults ‘definitely’ plan to take an overnight trip over the August bank holiday weekend, while a further 13% ‘might or might not’. This is compared to 22% ‘definitely’ planning a trip and 16% saying they ‘might or might not’ take one in 2019.
- Among those who are planning or considering an overnight trip, 56% are planning a holiday or short break (compared to 59% in 2019), while 35% are planning to visit friends and relatives (compared to 40% in 2019).
- Men (12%) are more likely to be planning or considering a trip than women (8%), and those aged 25 to 34 (28%) are also more likely to be planning or considering a trip than other age groups (16-24, 35-54, 55+). Those with children (21%) are more likely to be planning or considering a trip than those without (7%). As has been the case in previous years, those living in Greater London (22%) are the most likely to be planning or considering a trip.
- Among the 13% 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’ (30%), however

concerns around coronavirus/Covid-19 is a close second (28%). 1 in 5 (21%) are concerned about possible travel restrictions.

| Reasons for Waiting   | 2020% |
|---|-------|
| Waiting to see what the weather is like                               | 30%   |
| Concerns around coronavirus/Covid-19                                  | 28%   |
| Not sure where I'd like to go   | 25%   |
| Waiting to see if I can afford it                                     | 22%   |
| Concerns around possible travel restrictions                          | 21%   |
| Waiting to see if there are any deals / special offers                | 19%   |
| Waiting for someone else / for other people to make plans / book trip | 18%   |
| Concerns that visitor attractions or shops may be closed              | 11%   |
| No real reason, just prefer to decide at the last minute              | 11%   |
| Other reason  | 3%    |

## Holiday Trips

- 9% will 'definitely' take a holiday or short break in England, while 16% 'definitely' or 'might' take a holiday in England over the bank holiday weekend.
  - 13% 'definitely' or 'might' take a short break of three nights or less in England
  - 10% 'definitely' or 'might' take a longer 4+ night break in England
- 6% will 'definitely' take a holiday trip abroad, while 10% 'definitely' or 'might' take a holiday abroad.
  - 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
- The proportion of Brits 'definitely' planning a holiday in England over the bank holiday weekend has decreased from 2019. The proportion of Brits 'definitely' planning a holiday abroad has also decreased since 2019.

| Planning to take trip – August bank holiday weekend | 2019% | 2020% |
|---|-------|-------|
| England 'definitely'                                | 16%   | 9%    |
| England 'definitely' or 'might'                     | 21%   | 16%   |
| Abroad 'definitely'                                 | 13%   | 6%    |
| Abroad 'definitely' or 'might'                      | 17%   | 10%   |

## Day Trips

- 12% of adults in Britain will 'definitely' take a day trip over the bank holiday weekend, and a further 26% 'might or might not'. This is at a lower level than in 2019 (24% 'definitely'; 29% 'might or might not').
- Those aged 16-34 are more likely to be planning or considering a day trip (62%) than those aged 35-54 and 55+ (33% and 25% respectively), and those with children are more likely to be planning or considering a day trip (59%) than those without (32%). Those living in Greater London are most likely to be planning or considering a day trip over the bank holiday weekend (52%).

| Which Activities - August Bank Holiday Weekend                                | 2020% |
|---|-------|
| Visit friends or family for leisure   | 25%   |
| Go out for a meal   | 18%   |
| Undertake leisure activities such as walking, cycling or golf                 | 15%   |
| Visit a park or garden  | 14%   |
| Go on a general day out to explore an area                                    | 10%   |
| Go out to a pub, bar or nightclub   | 8%    |
| Special shopping for items you do not usually buy                             | 6%    |
| Visit a public attraction, such as historic house, theme park, museum or zoo  | 5%    |
| Go out to the cinema, concert or theatre                                      | 5%    |
| Take part in other leisure activities, such as hobbies (outside of your home) | 5%    |
| Go on a day out to a beauty, health care, spa etc.                            | 2%    |
| Visit a special public event, such as festival or exhibition                  | 1%    |
| Not sure yet, prefer to decide at the last minute                             | 16%   |
| None of the above   | 27%   |