

## Domestic Trip Tracker – Easter 2022

### Topline Results

- 14% of adults in Britain definitely plan to take a holiday in the UK over Easter (7.4M adults) and 12% definitely plan to take a holiday in England (6.5M adults).
- In total, 20% of adults in Britain ‘definitely’ plan to take an overnight trip over the Easter weekend at home or abroad, with a further 19% undecided.
- Among those who are undecided, the most frequently mentioned reasons are waiting to see if they can afford it (30%) and to see what the weather will be like (27%).

### 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 Easter 2022 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 31<sup>st</sup> March and 4<sup>th</sup> April. Good Friday 2019 falls on 15<sup>th</sup> April, and Easter Monday is on 18<sup>nd</sup> of April.

### Key Insights

#### Overnight Trips

- 20% of adults in Britain ‘definitely’ plan to take an overnight trip over the Easter weekend at home or abroad, with a further 19% undecided. There is a shift from ‘definitely’ to undecided compared to Easter 2019 where 25% were ‘definitely’ planning a trip and 15% were undecided.
- Among those who ‘definitely’ or ‘might’ take a trip over the bank holiday weekend, 55% state that this will be for a holiday or short break, while for 42% this will be to visit friends or relatives.
- As has been the case in previous years, those aged under 45 are more likely to be planning or considering a trip than those aged 45+. Of those aged under 45, 56% ‘definitely’ or ‘might’ take a trip, compared with just under a quarter (24%) of those aged 45 and older. Parents (55%) are also more likely to be planning or considering a trip than those without children (33%).
- Those living in Greater London (40%) are more likely to say that they will definitely take an overnight trip than those living in the other English regions (16%).
- Among the 15% of respondents who are undecided about whether to take an Easter trip this year, the most common reasons are ‘waiting to see if I can afford it’ (30%) and ‘waiting to see what the weather is like’

(27%). The weather is less of a concern this year compared to 2019 (31%), while affordability is more of a concern than it was in 2019 (27%).

TOP 5 Reasons for Waiting	%
Waiting to see if I can afford it	30%
Waiting to see what the weather is like	27%
Not sure where I'd like to go	19%
Waiting to see if there are any deals / special offers	17%
Waiting for someone else / for other people to make plans / book trip	14%

## Holiday Trips

12% will 'definitely' take a holiday or short break in England, while 19% 'definitely' or 'might' take a holiday in England over the Easter weekend, which is broadly in line with Easter 2019 (13% and 18% respectively).

In terms of trip length,

- 19% 'definitely' or 'might' take a short break of three nights or less in England
- 13% 'definitely' or 'might' take a longer 4+ night break in England
- 14% 'definitely' plan a holiday trip (short or long) anywhere in the UK, and 20% 'definitely' or 'might' (Easter 2019: 14% and 19% respectively).
- 7% 'definitely' plan take a holiday trip (short or long) abroad, and same 12% said 'definitely' or 'might' (Easter 2019: 9% and 13% respectively).
- 10% 'definitely' or 'might' take a short break of three nights or less abroad
- 10% 'definitely' or 'might' take a longer 4+ night break abroad

## Day Trips

24% of adults in Britain 'definitely' plan to take a day trip over the Easter weekend (2019: 28%), with a further 36% 'might or might not' (2019: 31%).

Those aged under 45 are more likely to say they 'definitely' will take a day trip over Easter (39%), than those aged over 45 (11%).

Parents (47%) are more likely to state that they 'definitely' will take a day trip over Easter than those without children (15%).