

## Domestic Trip Tracker – August 2024

### Topline Results

- In total, 22% of adults in Britain ‘definitely’ plan to take an overnight trip over the August weekend at home or abroad, with a further 24% undecided. In comparison to August 2023: 25% ‘definitely’ and 23% ‘undecided’, August 2022: 14% ‘definitely’, 14% ‘undecided’ and August 2019: 22% ‘definitely’ and 16% ‘undecided’.
- 20% of adults in Britain definitely plan to take a holiday in the UK over the August bank holiday (11.0 M<sup>1</sup> adults) and 17% definitely plan to take a holiday in England (9.4 M<sup>1</sup> adults). This compares to 18% ‘definitely’ UK in 2023, and 16% ‘definitely’ England in 2023.
- Among those who are undecided about their holiday in England, the most frequently mentioned reasons are waiting to see what the weather is like (37%), followed by waiting to see if there are any deals or special offers (26%) and waiting to see whether they can afford it (26%).
- Among those who will definitely not take a holiday trip in England, the most common reasons are ‘I can’t afford it’ (33%) and ‘rising cost of living’ (24%).

### 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 2024 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1,256 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 13<sup>th</sup>-15<sup>th</sup> August 2024. The August bank holiday falls on Monday 26<sup>th</sup> August.

### Key Insights

#### Overnight Trips\*

- 22% of adults in Britain ‘definitely’ plan to take an overnight trip over the August bank holiday weekend at home or abroad, with a further 24% undecided. This represents a decrease compared to August 2023 when 25% were ‘definitely’ planning a trip, and a further 23% were undecided. August 2022 saw just 14% were ‘definitely’ planning a trip and 14% were undecided. These figures are also up comparable to August 2019, where 22% ‘definitely’ planned an overnight trip, however just 16% were undecided.
- Among those who ‘definitely’ or ‘might’ take a trip over the bank holiday weekend, 57% state that this will be for a holiday or short break, while for 48% 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+. Those aged 25-34 lead the way, with 45% 'definitely' planning a trip, compared with just 12% of those aged 45 and older. Parents (38%) are also more likely to be planning a trip at this time of year, compared to those without children (13%).
- Those living in Greater London (37%) are the most likely to say that they will definitely take an overnight trip, followed by those living in the North West (33%), compared to other English regions.

Of those who are **undecided** about whether to take an August bank holiday trip in England this year, the top reason is 'waiting to see what the weather is like' (37%), followed by 'waiting to see if there are any deals / special offers' (26%) and 'waiting to see if I can afford it' (26%). Whilst weather is still the top concern, it is not as prominent this year (45% in 2023). Affordability is also a lower concern this year, and is back to levels seen in 2022.

TOP Reasons for Waiting	% 2024
Waiting to see what the weather is like	37%
Waiting to see if there are any deals / special offers	26%
Waiting to see if I can afford it	26%
Still trying to find somewhere available to stay	23%
Waiting for someone else / for other people to make plans / book trip	21%

- Among those who will definitely not take a holiday or short break in England (56% of GB adults), the most common reason is 'I cannot afford it' (33%) which is on par with August 2023 (34%), but lower than August 2022 (42%).

## Holiday or Short Breaks

17% will 'definitely' take a holiday or short break in England, while 24% 'definitely' or 'might' take a holiday in England over the August bank holiday weekend. This compares to 16% definitely and 26% 'definitely' or 'might' in 2023 and for 2022 (9% and 13% respectively).

In terms of trip length,

- 24% 'definitely' or 'might' take a short break of three nights or less in **England**
- 18% 'definitely' or 'might' take a longer 4+ night break in **England**
- 20% 'definitely' plan a holiday trip (short or long) **anywhere in the UK**, and 25% 'definitely' or 'might'
- 17% 'definitely' or 'might' take a short break of three nights or less **abroad**
- 16% '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 August bank holiday weekend (2023: 23%, 2022: 14%, 2019: 24%), with a further 30% 'might or might not' (2023: 34%, 2022: 30%, 2019: 29%).

- Those aged 25-34 are most likely to say they will 'definitely' take a day trip over the August bank holiday weekend (48%).
- Parents are more likely to state that they 'definitely' will take a day trip over the August bank holiday (42%) than those without children (13%).

Of those who 'definitely' or 'might' take a day trip in England over the August bank holiday, 19% say that the cost of living crisis isn't likely to influence their day trip behaviour at all. However, of the remaining 81%:

- 29% will look for more 'free things' to do on day trips
- 26% will day trip closer to home
- 25% will take fewer days trip than usual
- 25% plan to spend less on eating out
- 22% will cut back on buying gifts / shopping on day trips
- 20% will do fewer activities on day trips
- 19% will visit fewer visitor attractions