Domestic Sentiment Tracker: Profiling Report

Published: November 2023

Fieldwork Period: July to September 2022

UK Results

Content

- Introduction, Definitions (sl.3)
- The Rising Cost of Living (sl.7)
- Autumn and Winter Intenders Profile (sl.10)
- Autumn Intenders: Profile by Destination Type (sl.19)
- Autumn Intenders: Profile by Destination Region (sl.28)
- Methodology Notes (sl.43)

Introduction

VisitEngland, VisitScotland and Visit Wales have commissioned a monthly COVID-19 consumer sentiment tracking survey to understand domestic intent to take overnight short breaks and holidays both within the UK and abroad, with particular focus around the current barriers and concerns around travel and how these will evolve over time.

The survey addresses: the likelihood of UK residents to travel; when and where they plan to go; specific trip details such as accommodation type and activities undertaken.

The tracker was conducted weekly for 13 consecutive weeks from May 2020 to August 2020, fortnightly from September 2020 to September 2021, and monthly from November 2021 onwards. Each wave is based on a UK nationally representative sample of c1,500 adults aged 16+, with a boost sample for Scotland and Wales.

This report is a deep dive into those who are looking to take a trip in autumn (and to a lesser extent winter) as well as more details on demographic differences than the monthly report.

The findings in this report are based on aggregating data from the July to September 2023 fieldwork.
Fieldwork periods are as follows: July (3rd to 10th); August (1st to 7th); September (1st to 7th).

Definitions used within this report (1)

Chapter 2 in this report looks at trip Intenders with the following definitions:

1. **Autumn Intenders:** UK adults who intend to take a domestic overnight trip between October and December 2023
2. **Winter Intenders:** UK adults who intend to take a domestic overnight trip between January and March 2024
3. **Non-Intenders:** UK adults who do not currently intend to take any short breaks or holidays of 4+ nights over the next year

Chapter 3 looks at the profile and behaviour of **Autumn Intenders by destination type**. All individual destination types have sufficient base sizes among Autumn Intenders to show each destination type's profile. Destinations types included:

- Traditional coastal/ seaside town
- Countryside or village
- Rural coastline
- Smaller city or town
- Large city
- Mountains or hills

Definitions used within this report (2)

Chapter 4 at looks at Autumn intentions by destination region. All destination regions (below) are included but please note low base sizes on some (indicated within this chapter):

- North West
- North East
- Yorkshire and The Humber
- West Midlands
- East Midlands
- East of England
- London
- South East
- South West
- Scotland
- Wales

Definitions used within this report (3)

To deliver clearer profiles, we also segment by life stage. Life stages are preferable to ‘age’ as they better describe someone’s life situation. For the purpose of this report, we have used the categories below:

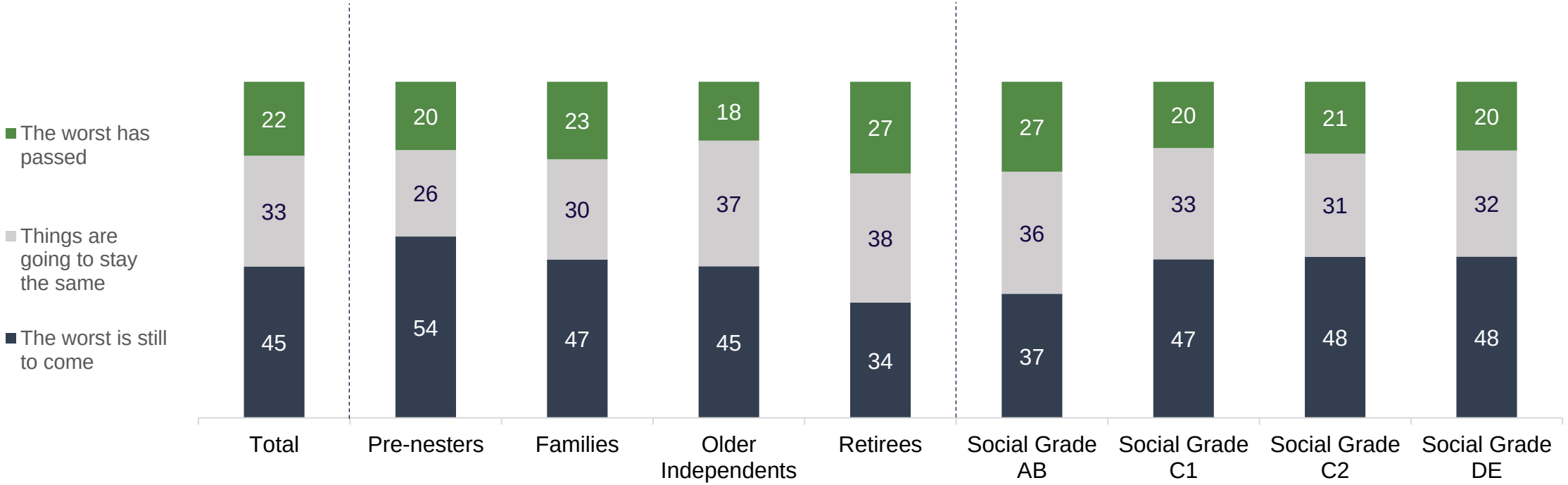
- **Pre-Nesters:** Aged 16-34 without children in household
- **Families:** Aged 16-64 with children in household
- **Older Independents:** Aged 35-64 with no children in household
- **Retirees:** Aged 65+.

Please note, that whilst life stage is a good guide to ‘life situation’, it does not necessarily describe party composition on a trip. For example, not all ‘families’ will necessarily take a trip with their children.

1. The Rising Cost of Living

Overall, nearly half are concerned about the cost-of-living crisis, thinking 'the worst is still to come', with Pre-nesters the most pessimistic. Retirees and AB social grade are the most optimistic

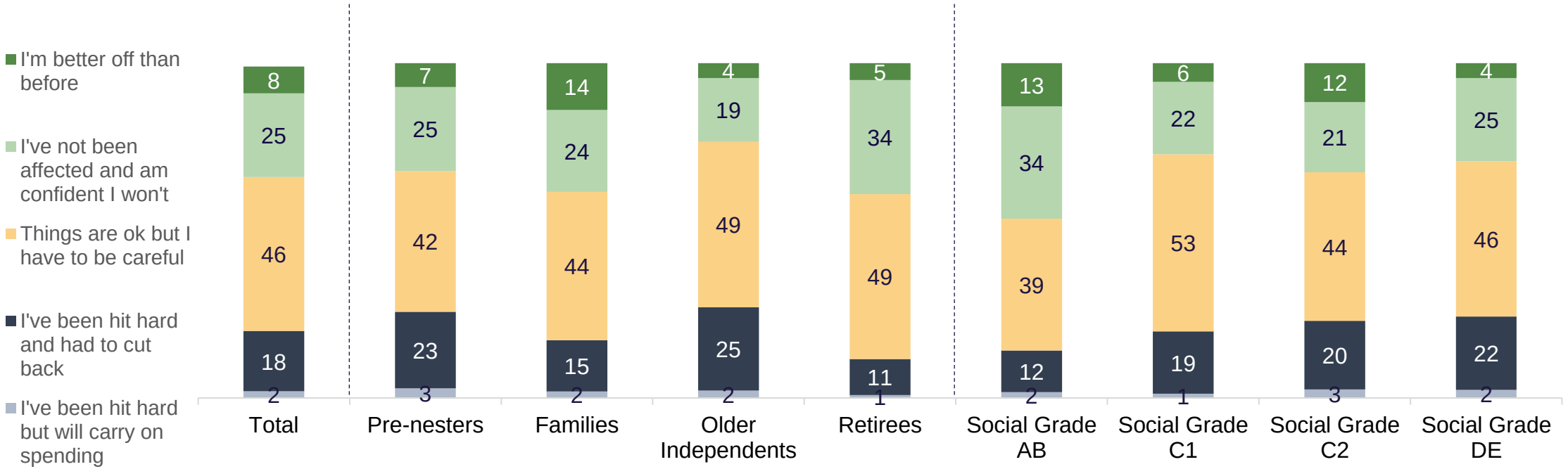
Figure 1. Perception of the situation with regards to the cost of living crisis by life stage, September data, Percentage, UK



Q7: And now regarding the cost-of-living crisis in the UK and the way it is going to change in the coming few months, which of the following best describes your opinion?
Base: Total. n=1,756. Pre-Nesters n=273; Families n=673; Older Independents n=461; Retirees n=349; Social Grades AB n=539; C1 n=310; C2 n=370; DE n=552

Nearly half state ‘things are ok, but I have to be careful’ in relation to the cost-of-living crisis. Those in C2/DE social grades, Pre-nesters and Older Independents are more likely to have been ‘hit hard’

Figure 2. Breakdown of residents by financial segments in relation to the cost-of-living crisis, Percentage, September data, UK

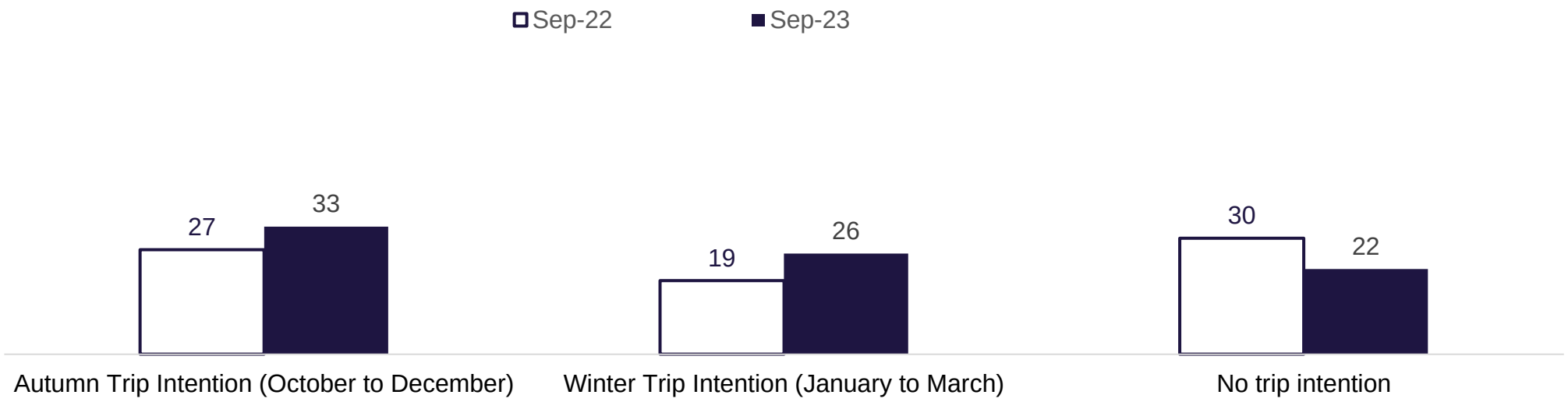


Q17: There has been a lot of talk about how the ‘cost of living crisis’ has affected people’s financial circumstances. If you had to choose, which ONE of the following statements would best describe your feelings about your own situation, right now?
Base: Total. n=1,756. Pre-Nesters n=273; Families n=673; Older Independents n=461; Retirees n=349; Social Grades AB n=539; C1 n=310; C2 n=370; DE n=552

2. Autumn and Winter Intenders Profile

1 in 3 plan on taking an overnight domestic trip this Autumn (October to December), 1 in 4 this Winter (January to March) – both ahead of intentions at the same point last year

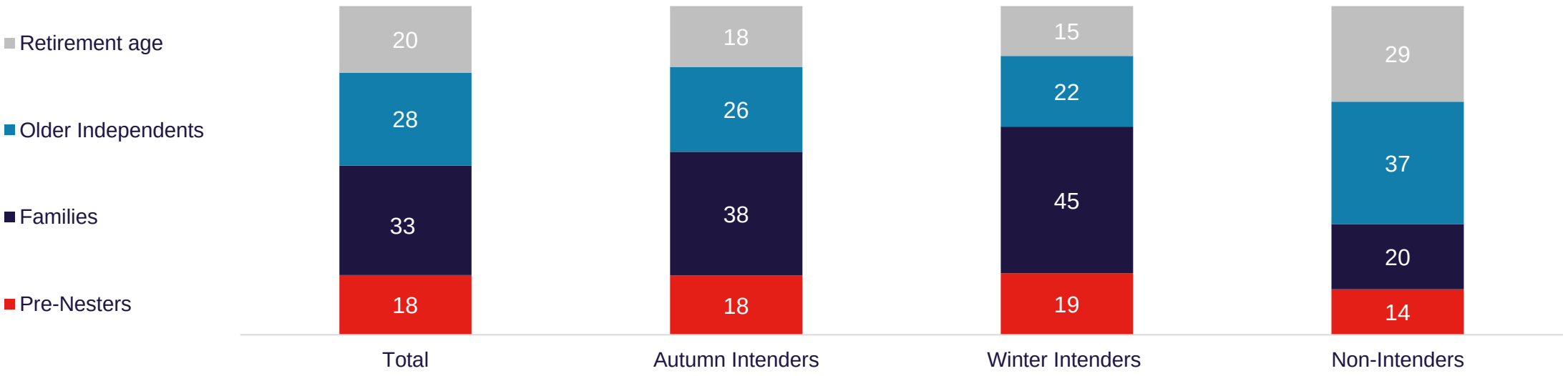
Figure 4. Proportion anticipating going on any overnight UK trips, Percentage, September 2023 data, UK



QVB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip? QVB2b. And when else do you anticipate going on a UK holiday or short break? Base: All respondents. December 2022 = 1,756
Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.

Compared to the total sample, there are more Families among trip intenders, particularly in winter. Older Independents and Retirees make up two-thirds of 'non-intenders'

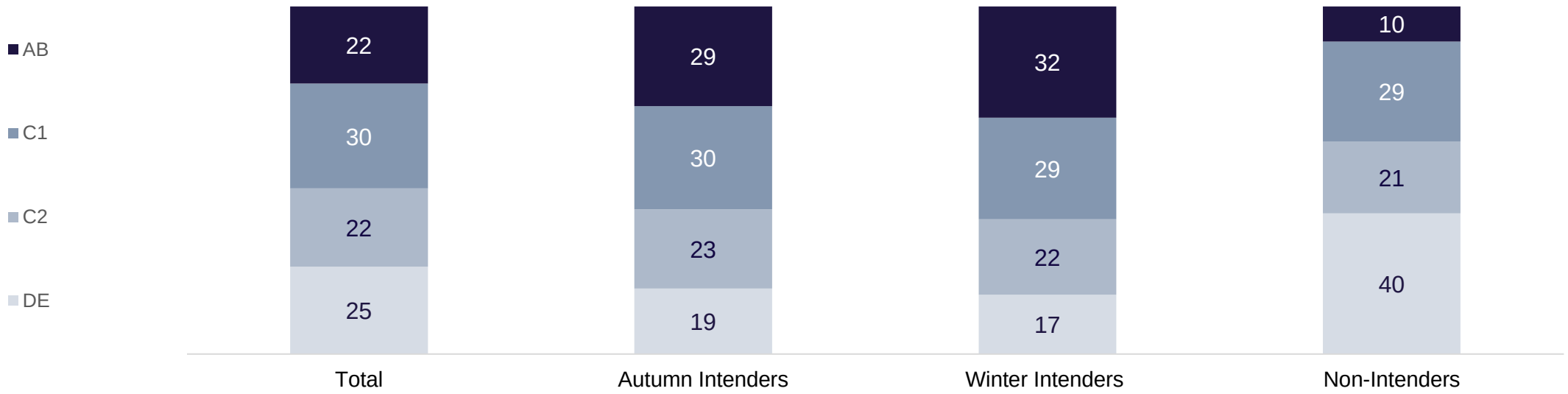
Figure 5. Life stage by UK overnight trip intention, Percentage, July to September data, UK



Source: Demographic questions. Life stage definitions: Pre-Nesters – aged 16-34 without children in household; Families – aged 16-64 with children in household; Older independents – aged 35-64 with no children in household; Retirement age – aged 65+.
Base: Total n=5,272; Autumn Intenders n=1,774; Winter Intenders n=1,090; Non-Intenders n=1,133

Both Autumn and Winter Intenders are more likely than average to be social grade AB. Non-Intenders are more likely to be social grade DE.

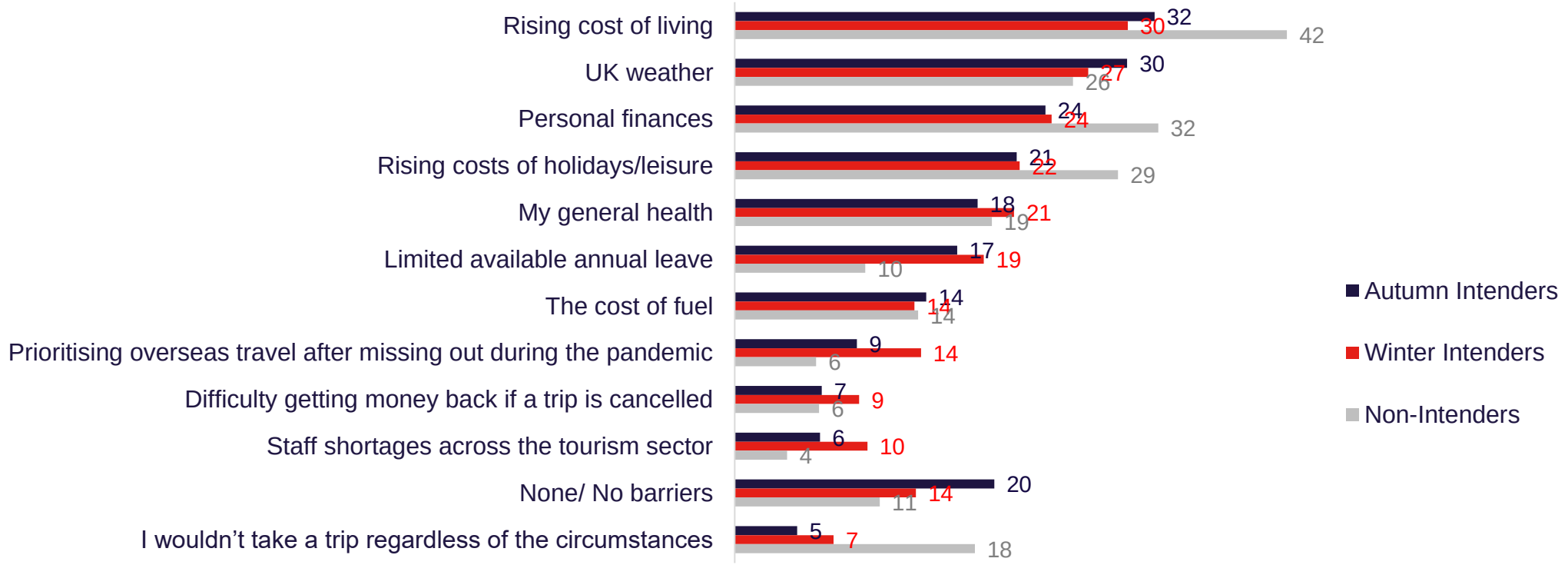
Figure 6. Social grade by UK overnight trip intention, Percentage, July to September data, UK



Source: Demographic questions. Base: Total n=5,272; Autumn Intenders n=1,774; Winter Intenders n=1,090; Non-Intenders n=1,133

Those not planning any trips soon are more likely than intenders to state financial reasons as potential barriers to taking an overnight domestic trip

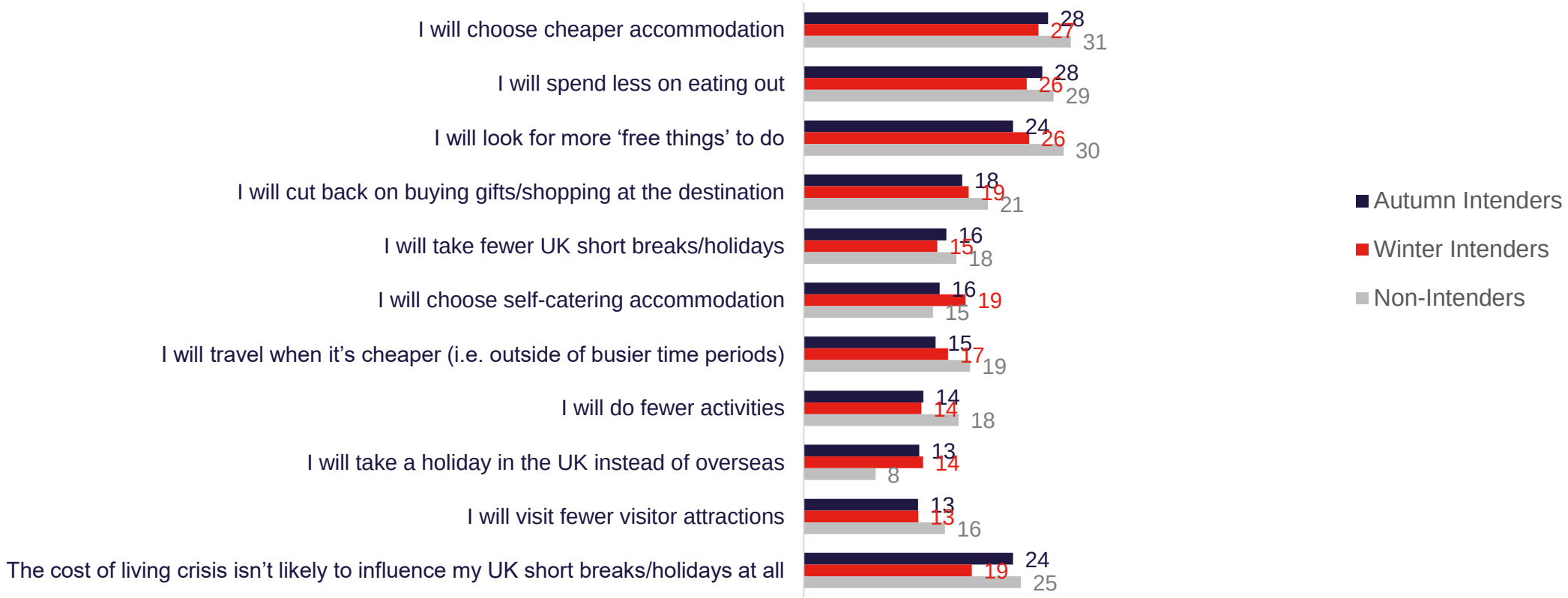
Figure 7. Top 10 Potential barriers for taking an overnight UK trip in next six months, Percentage Top 10, July to September data, UK



VB7b. Which, if any, of the following factors do you see as potential barriers to you taking a UK short break or holiday in the next six months?
Base: Autumn Intenders n=1,774; Winter Intenders n=1,090; Non-Intenders n=1,133

The cost-of-living crisis is most likely to influence Intenders' behaviour through 'choosing cheaper accommodation', 'spending less on eating out' and 'looking for more free things to do, although a range of cut-backs are anticipated

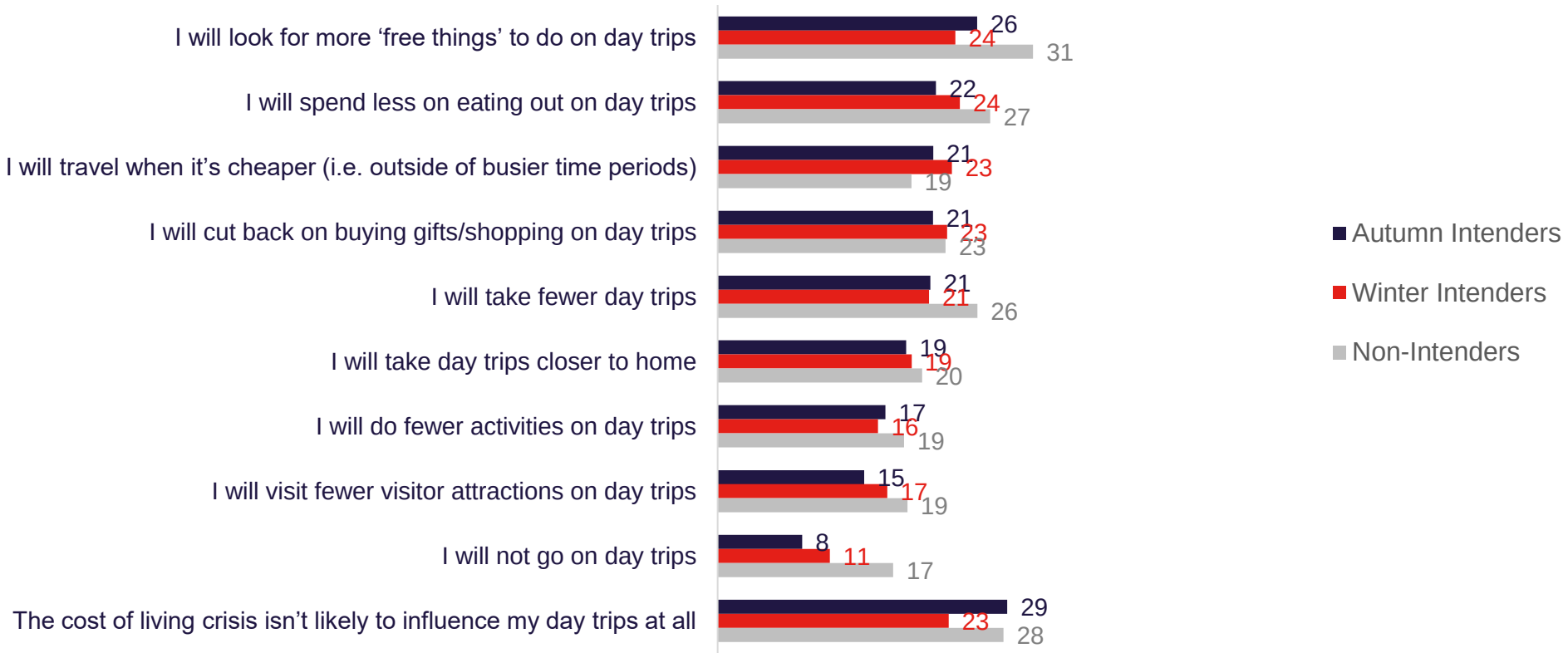
Figure 8. 'Cost of living' impact on UK holidays and short breaks, Percentage, July to September data, UK, Top 10



VB7c. How, if at all, would you say the 'cost of living crisis' is likely to influence your UK short breaks or holidays in the next six months?
Base: Autumn Intenders n=1,774; Winter Intenders n=1,090; Non-Intenders n=1,133
Note: Multiple choice question. Totals may exceed 100%.

Focusing on day trips, the ‘cost of living crisis’ is most likely to encourage trip intenders to ‘look for more free things to do’ and ‘spend less on eating out’

Figure 9. ‘Cost of living’ impact on day trips, Percentage, July to September data, UK, Full list



VB7Cii. How, if at all, would you say the ‘cost of living crisis’ is likely to influence your day trips in the next few months?
Base: Autumn Intenders n=1,774; Winter Intenders n=1,090; Non-Intenders n=1,133
Note: Multiple choice question. Totals may exceed 100%.

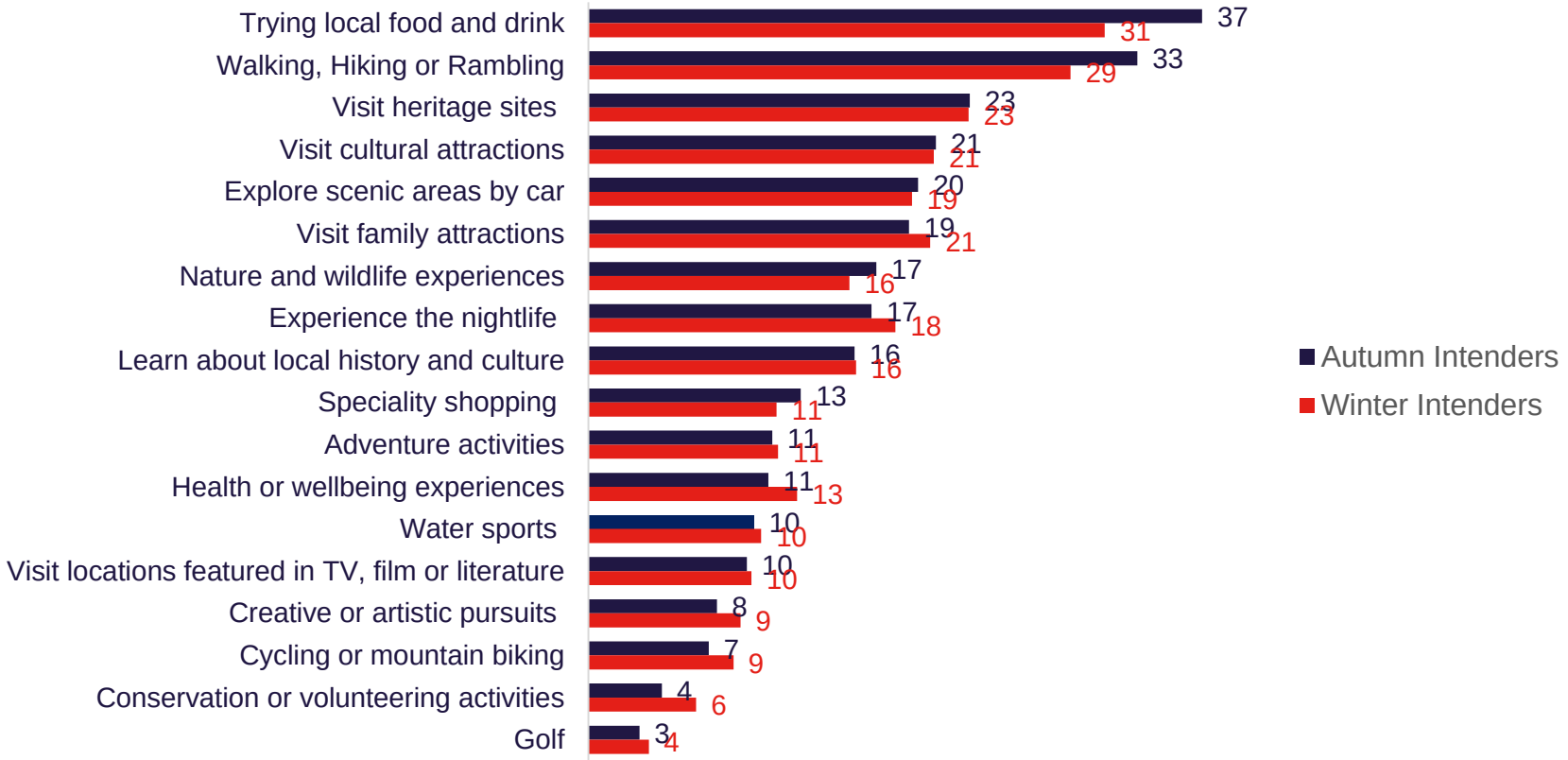
Intenders from both periods share the same top two reasons for going on their next overnight trip – ‘family time or time with my partner’ and ‘to get away from it all and have a rest’.

Figure 10. Motivations for UK holidays and short breaks, Percentage, July to September data, UK, Full list

Question: VB6fii. Which of the following best describe your motivation/s for this trip?
Base: Autumn Intenders n=1,774; Winter Intenders n=1,090
Note: Multiple choice question. Totals may exceed 100%.

Across both time periods, ‘trying local food and drink’ and ‘walking, hiking or rambling’ are the main two activities for an overnight trip

Figure 11. Activities for UK holidays and short breaks, Percentage, July to September data, UK, Full list



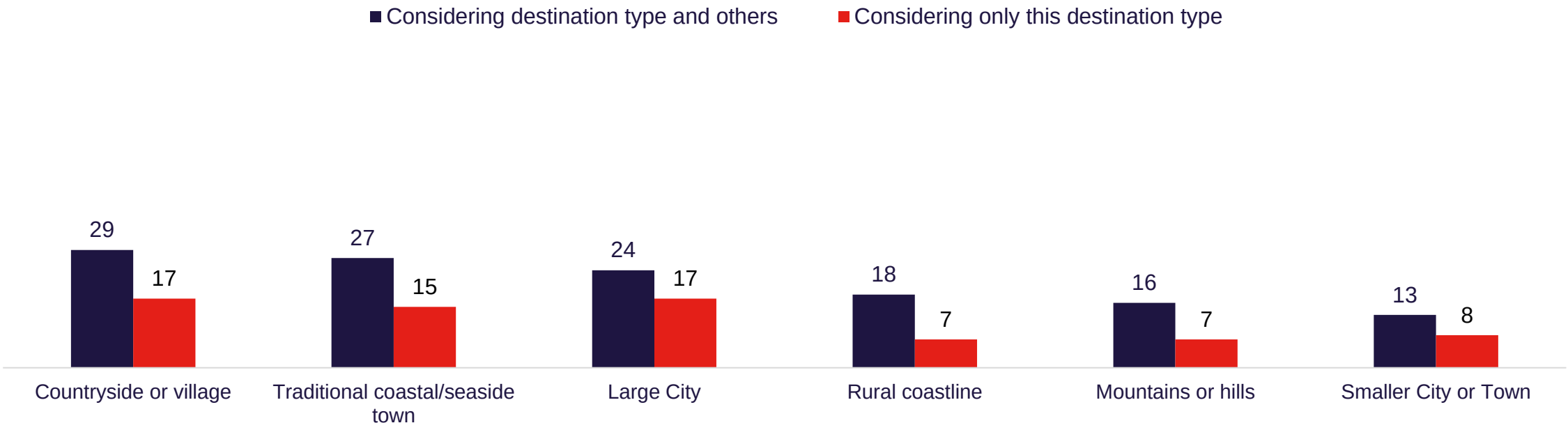
Question: VB6fiii. Which, if any, of these activities are you likely to do on your next UK short break or holiday in <INSERT MONTH FROM VB2A>?
Base: Autumn Intenders n=1,774; Winter Intenders n=1,090
Note: Multiple choice question. Totals may exceed 100%.

2. Autumn Intenders

Profile by Destination Type

Autumn Intenders are most likely to plan on taking their next overnight domestic trip in a countryside or village, followed by traditional coastal/seaside town and a large city

Figure 12. Main Destination Type of Intended Autumn Trip, Percentage, July to September data, UK



QVB5a. Which of the following best describes the main types of destination you are likely to stay in during your UK trip?
Base: All respondents planning on taking a holiday or short break in the UK; Autumn Intenders n=806 Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate to stay in more than one type of destination.

Some Autumn Intenders are considering more than one destination type. For example, 22% of those considering a traditional coastal/seaside town are also considering rural coastline

Table 1. Destination types also considered for Autumn Trips, Percentage, July to September data, UK, (Read chart vertically)

Column %	Traditional coastal/ seaside town	Countryside or village	Rural coastline	Smaller city or town	Large city	Mountains or hills
Traditional coastal/ seaside town		17%	33%	17%	11%	25%
Countryside or village	18%		28%	14%	9%	26%
Rural coastline	22%	18%		13%	5%	22%
Smaller city or town	8%	6%	9%		8%	9%
Large city	1%	7%	7%	15%		14%
Mountains or hills	15%	15%	20%	11%	9%	

QVB5a. Which of the following best describes the main types of destinations you are likely to stay in during your UK trip?
Base: All respondents planning on taking a holiday or short break in the UK; Autumn Intenders n=806 Note: Multiple choice question.
Totals may exceed 100% as some respondents anticipate to go on more than one trip and/or stay in more than one type of destination.

Autumn Countryside or Village Intenders have a similar life stage profile to the average. They are more likely than average to travel with a partner and to take a longer trip

Comparison of those intending to travel to countryside or village in Autumn to all Autumn Intenders

Figure 13. Life Stage of Autumn Intenders, Percentage, July to September data, UK

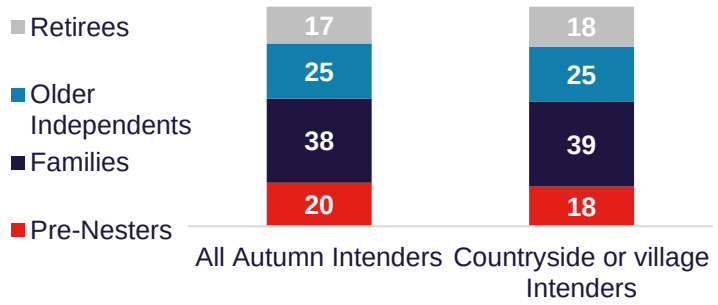


Figure 14. Finances of Autumn Intenders, Percentage, July to September data, UK

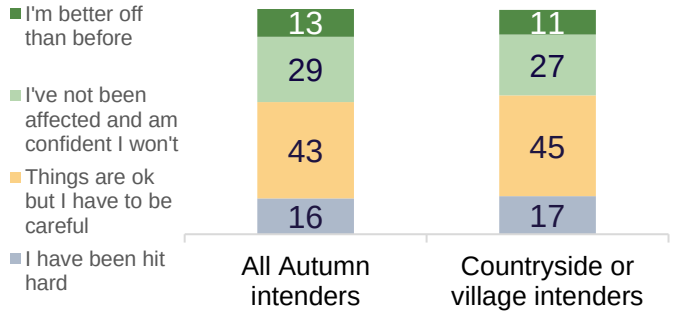


Figure 15. Trip Duration of Intended Autumn Trip, Percentage, July to September data, UK

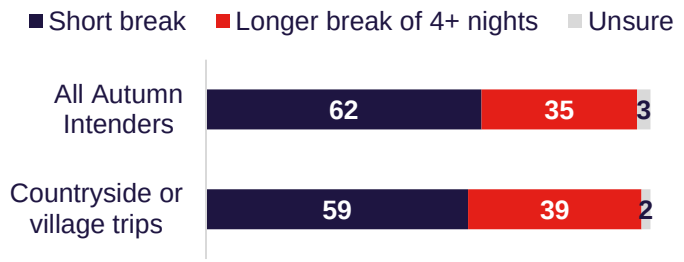


Figure 16. Trip Taker Party Make-up of Intended Autumn Trip, Top 5, Percentage, July to September data, UK

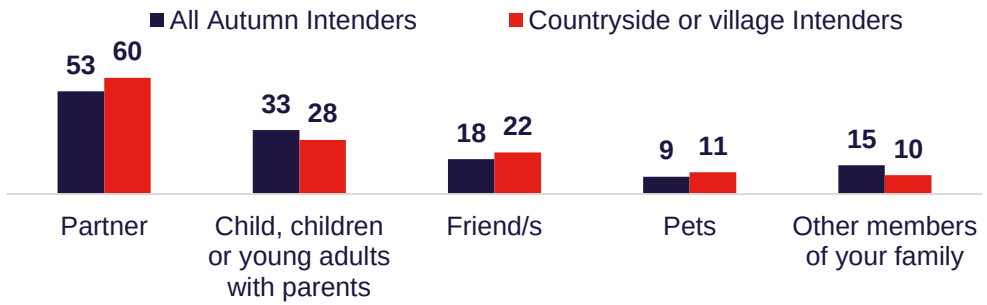
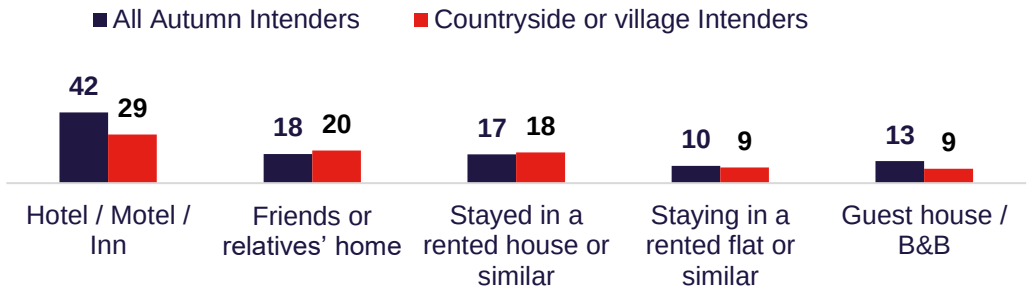


Figure 17. Accommodation Type of Intended Autumn Trip, Top 5, Percentage, July to September data, UK



Base: All respondents planning on taking a holiday or short break in the UK; Autumn Intenders n=806; Base for life stage and finances charts: All Countryside or village Intenders n=328; Base for all other charts: Only Countryside or village Intenders n=195.

Autumn Traditional Seaside Town Intenders have an older life stage profile than average. They are more likely than average to travel with partner and to stay in a static caravan

Comparison of those intending to travel to traditional coastal/seaside town in Autumn to all Autumn Intenders

Figure 18. Life Stage of Autumn Intenders, Percentage, July to September data, UK

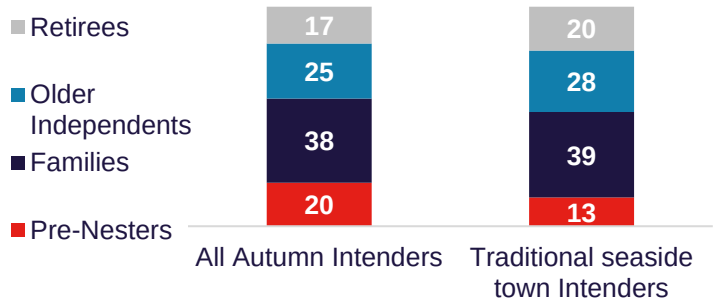


Figure 19. Finances of Autumn Intenders, Percentage, July to September data, UK

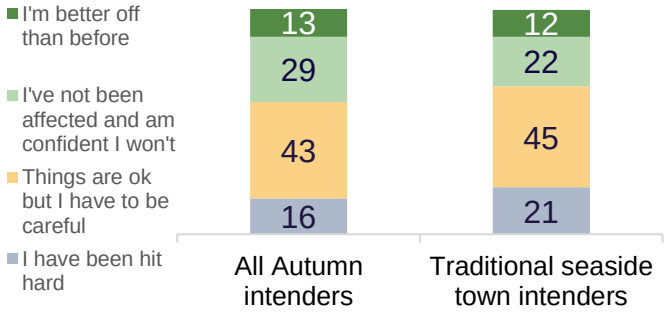


Figure 20. Trip Duration of Intended Autumn Trip, Percentage, July to September data, UK

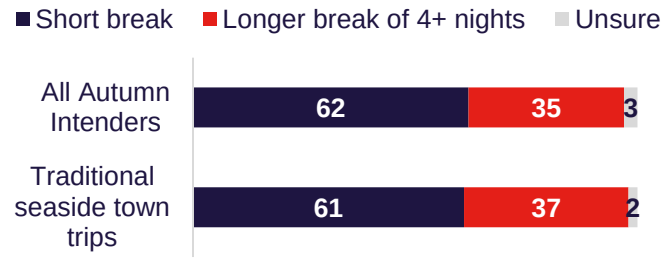


Figure 21. Trip Taker Party Make-up of Intended Autumn Trip, Top 5, Percentage, July to September data, UK

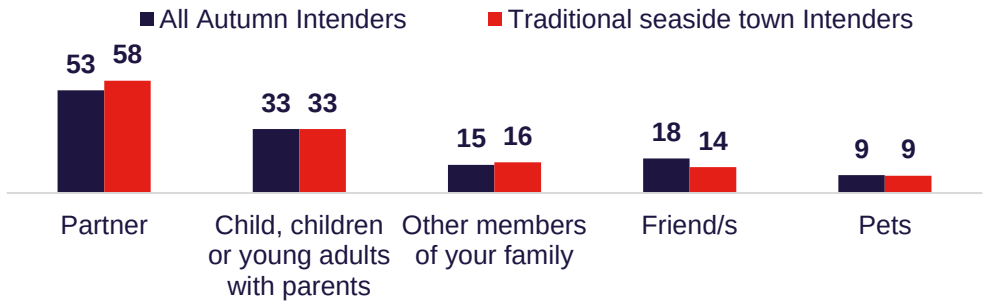
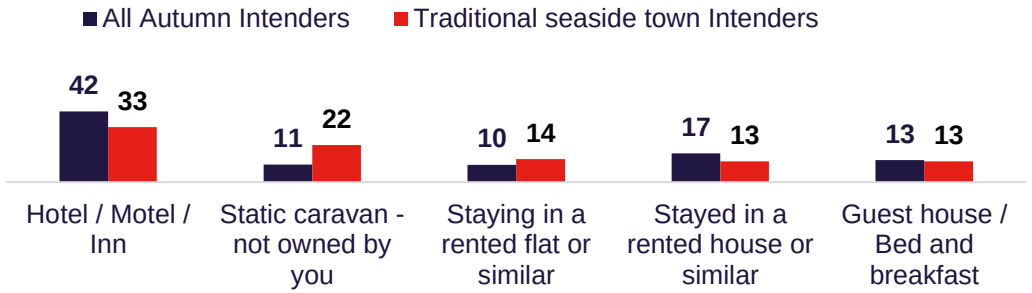


Figure 22. Accommodation Type of Intended Autumn Trip, Top 5, Percentage, July to September data, UK



Base: All respondents planning on taking a holiday or short break in the UK; Autumn Intenders n=806; Base for life stage and finances charts: All traditional coastal/seaside town intenders n=320; Base for all other charts: Only Traditional coastal/seaside town Intenders n=177.

Autumn Large City Intenders have a younger life stage profile than average. They are more likely to take a short break and to stay in a hotel/motel/inn

Comparison of those intending to travel to a large city in Autumn to all Autumn Intenders

Figure 23. Life Stage of Autumn Intenders, Percentage, July to September data, UK

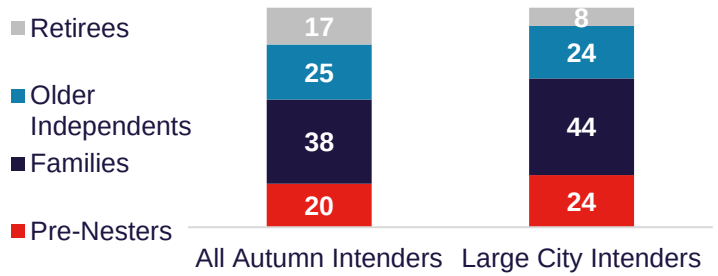


Figure 24. Finances of Autumn Intenders, Percentage, July to September data, UK

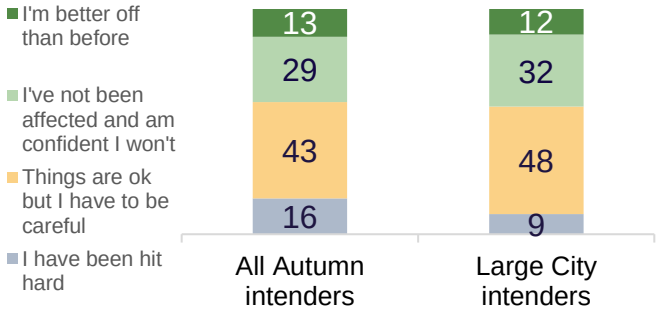


Figure 25. Trip Duration of Intended Autumn Trip, Percentage, July to September data, UK

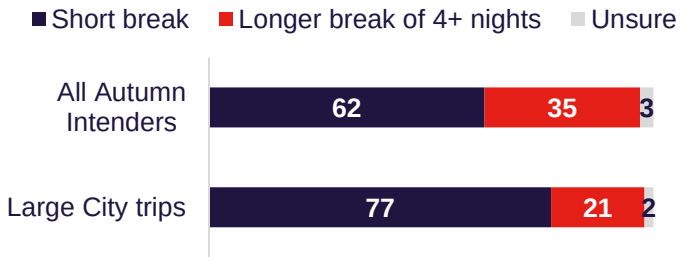


Figure 26. Trip Taker Party Make-up of Intended Autumn Trip, Top 5, Percentage, July to September data, UK

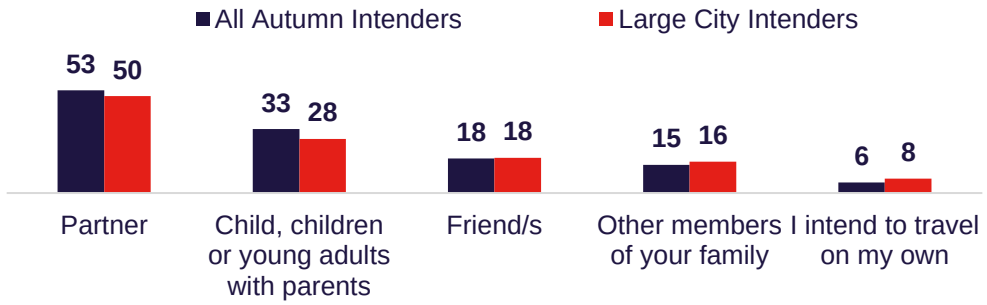
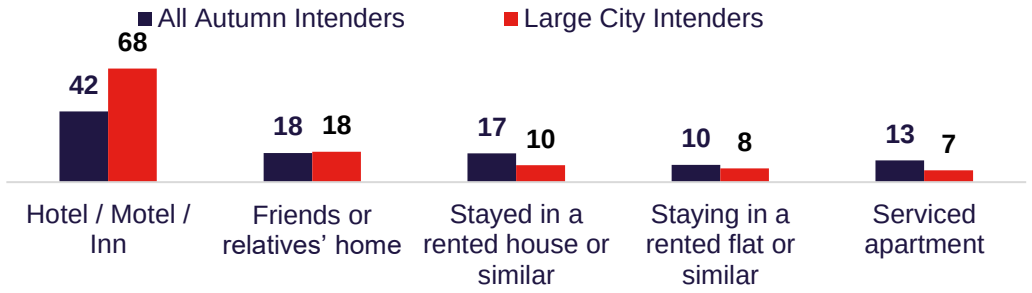


Figure 27. Accommodation Type of Intended Autumn Trip, Top 5, Percentage, July to September data, UK



Base: All respondents planning on taking a holiday or short break in the UK; Autumn Intenders n=806; Base for life stage and finances charts: All large city intenders n=297; Base for all other charts: Only large city Intenders n=222.

Autumn Rural Coastline Intenders have a similar life stage profile to the average. They are more likely to stay in a rented house, serviced apartment, second home or static caravan

Comparison of those intending to travel to rural coastline in Autumn to all Autumn Intenders

Figure 28. Life Stage of Autumn Intenders, Percentage, July to September data, UK

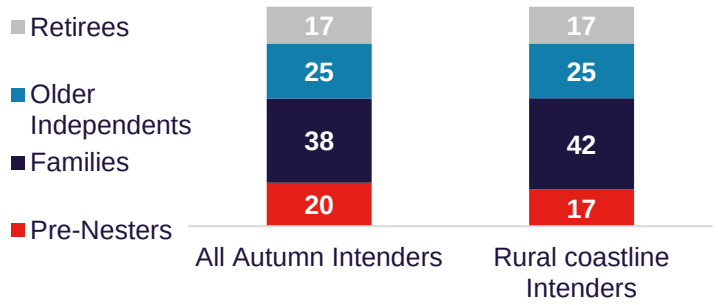


Figure 29. Finances of Autumn Intenders, Percentage, July to September data, UK

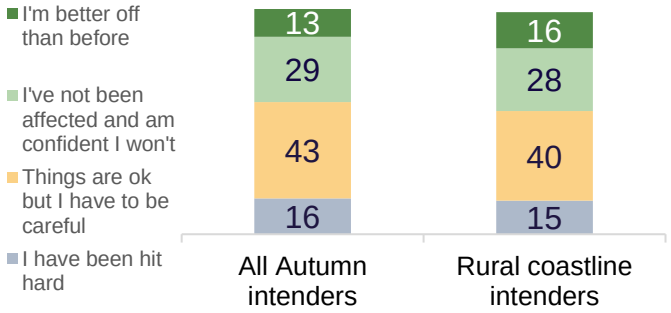


Figure 30. Trip Duration of Intended Autumn Trip, Percentage, July to September data, UK

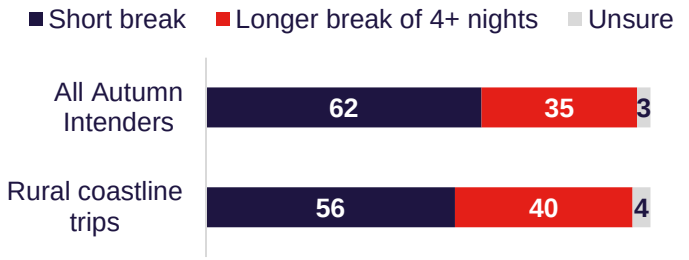


Figure 31. Trip Taker Party Make-up of Intended Autumn Trip, Top 5, Percentage, July to September data, UK

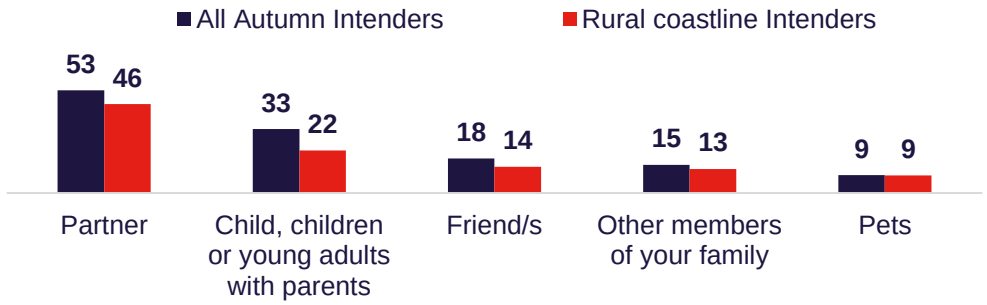
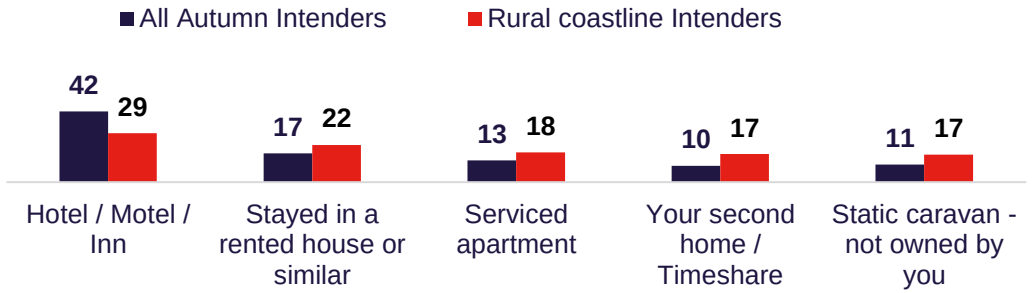


Figure 32. Accommodation Type of Intended Autumn Trip, Top 5, Percentage, July to September data, UK



Base: All respondents planning on taking a holiday or short break in the UK; Autumn Intenders n=806; Base for life stage and finances charts: All rural coastline intenders n=217; Base for all other charts: Only rural coastline Intenders n=94.

Autumn Mountains or Hills Intenders have a younger life stage profile than average. They are more likely to take a longer trip, to travel with 'other family members', and to stay with friends or relatives, in a rented house, a serviced apartment or Airbnb

Comparison of those intending to travel to mountains or hills in Autumn to all Autumn Intenders

Figure 33. Life Stage of Autumn Intenders, Percentage, July to September data, UK

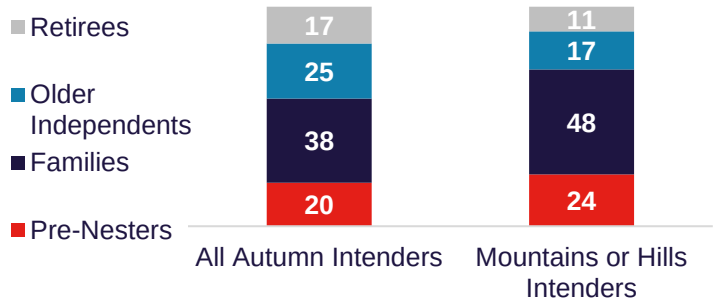


Figure 34. Finances of Autumn Intenders, Percentage, July to September data, UK

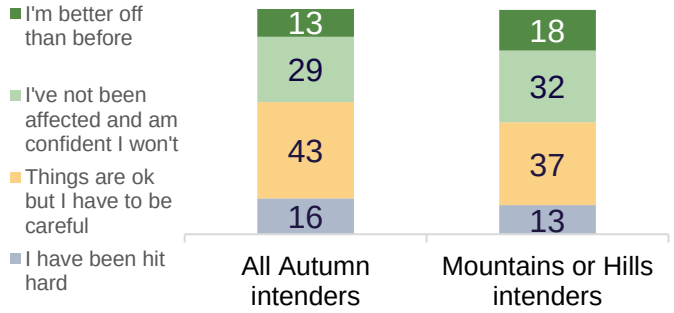


Figure 35. Trip Duration of Intended Autumn Trip, Percentage, July to September data, UK

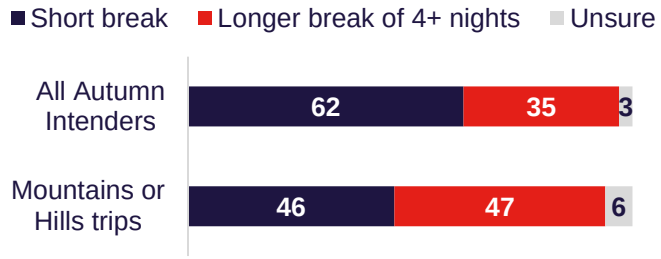


Figure 36. Trip Taker Party Make-up of Intended Autumn Trip, Top 5, Percentage, July to September data, UK

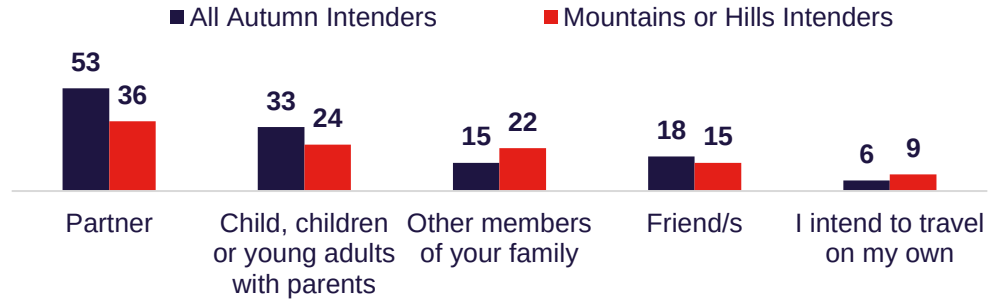
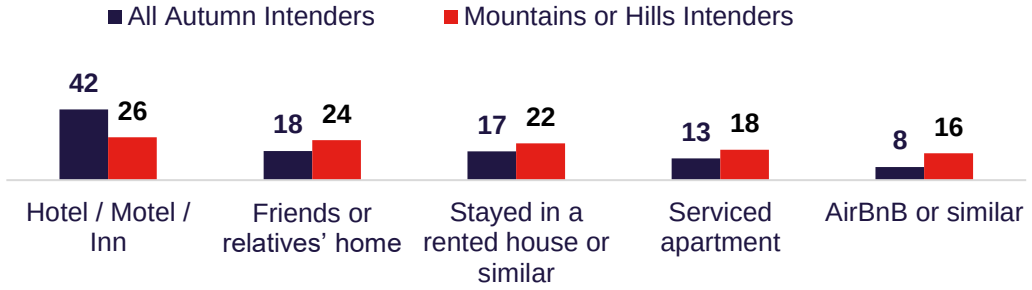


Figure 37. Accommodation Type of Intended Autumn Trip, Top 5, Percentage, July to September data, UK



Base: All respondents planning on taking a holiday or short break in the UK; Autumn Intenders n=806; Base for life stage and finances charts: All mountains or hills intenders n=320; Base for all other charts: Only mountains or hills Intenders n=84.

Autumn Smaller City or Town Intenders have a younger life stage profile than average. They are more likely than average to take a short break and to travel with children

Comparison of those intending to travel to a smaller city or town in Autumn to all Autumn Intenders

Figure 38. Life Stage of Autumn Intenders, Percentage, July to September data, UK

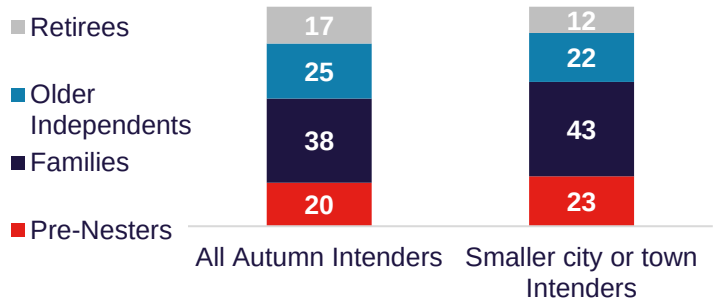


Figure 39. Finances of Autumn Intenders, Percentage, July to September data, UK

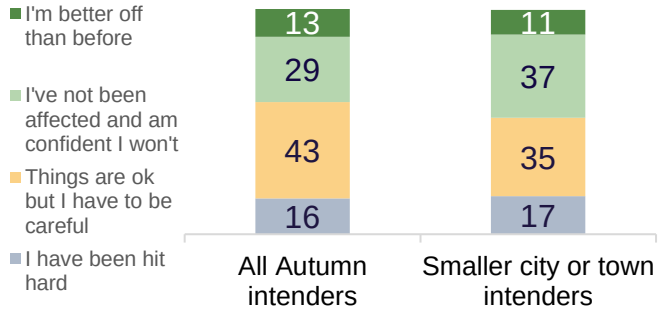


Figure 40. Trip Duration of Intended Autumn Trip, Percentage, July to September data, UK

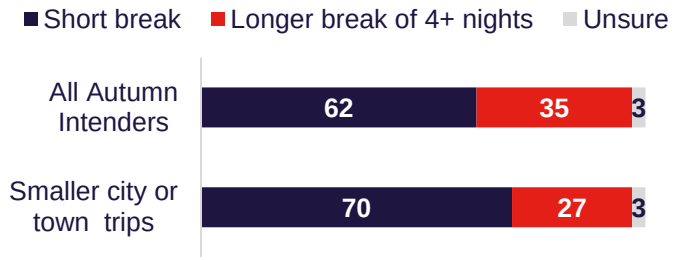


Figure 41. Trip Taker Party Make-up of Intended Autumn Trip, Top 5, Percentage, July to September data, UK

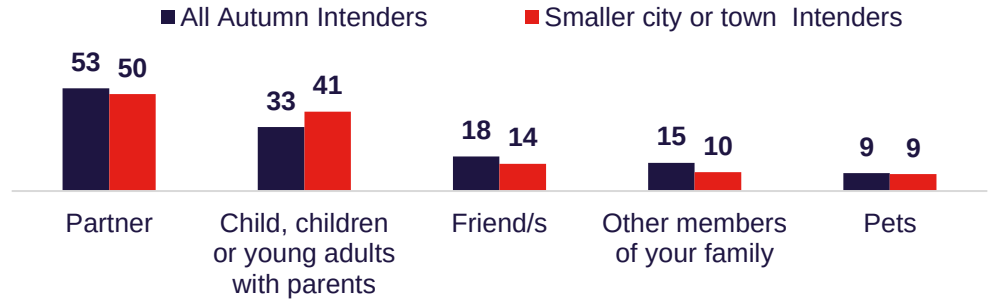
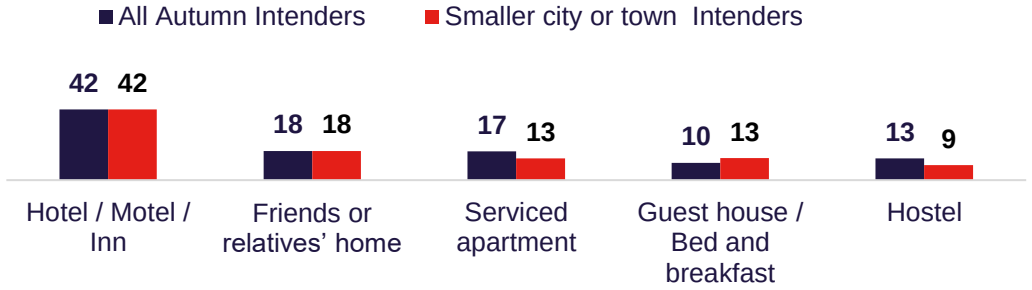


Figure 42. Accommodation Type of Intended Autumn Trip, Top 5, Percentage, July to September data, UK



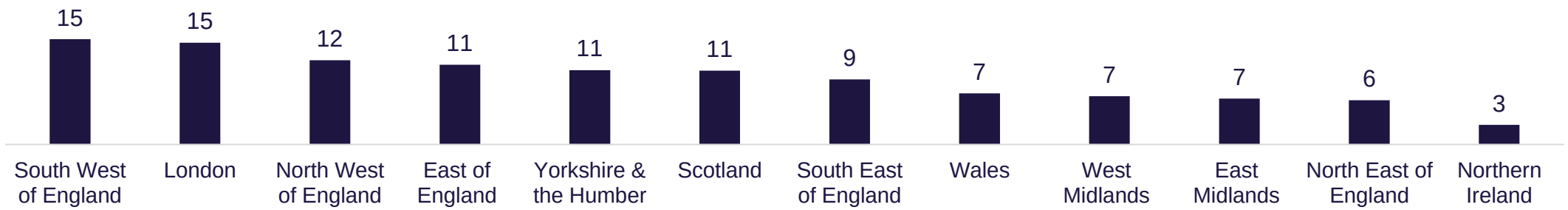
Base: All respondents planning on taking a holiday or short break in the UK; Autumn Intenders n=806; Base for life stage and finances charts: All smaller city or town intenders n=143; Base for all other charts: Only smaller city or town Intenders n=84.

4. Autumn Intenders

Profile by Destination Region

The Southwest of England and London are the joint most preferred destinations for a domestic overnight trip this autumn

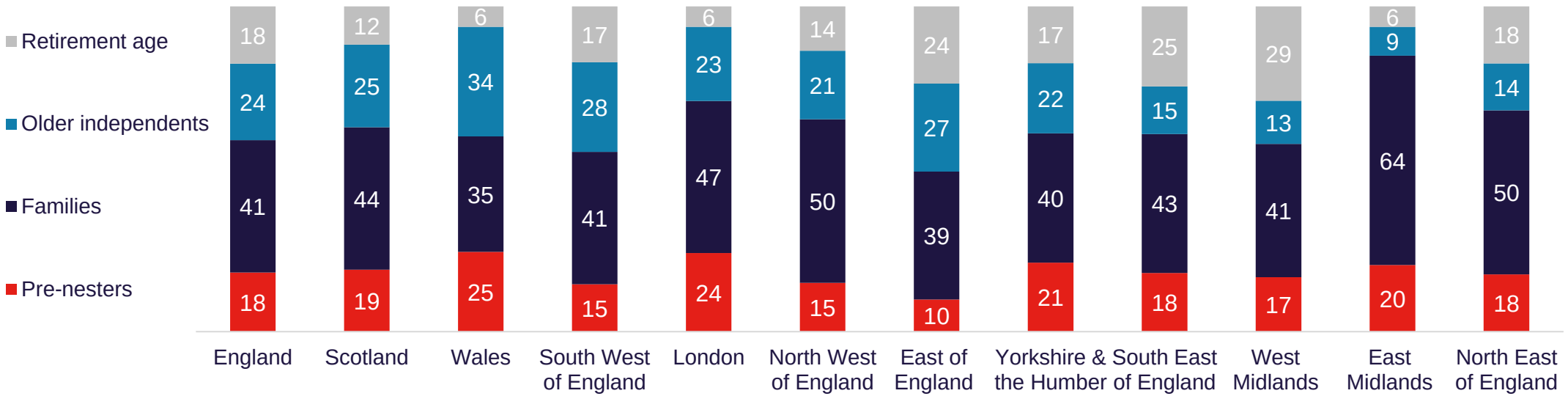
Figure 43. Next UK overnight trip destination region for Autumn Intenders, Percentage, July to September data, UK



QVB4a. Where in the UK are you likely to stay on this next trip in <INSERT MONTH FROM VB2(III)>?
Base: All respondents planning on taking a holiday or short break in the UK; Autumn Intenders n=806
Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate using more than one type of accommodation.

For all regions, families are the largest life stage for trips this autumn*. Wales and London are the most likely to attract pre-nesters

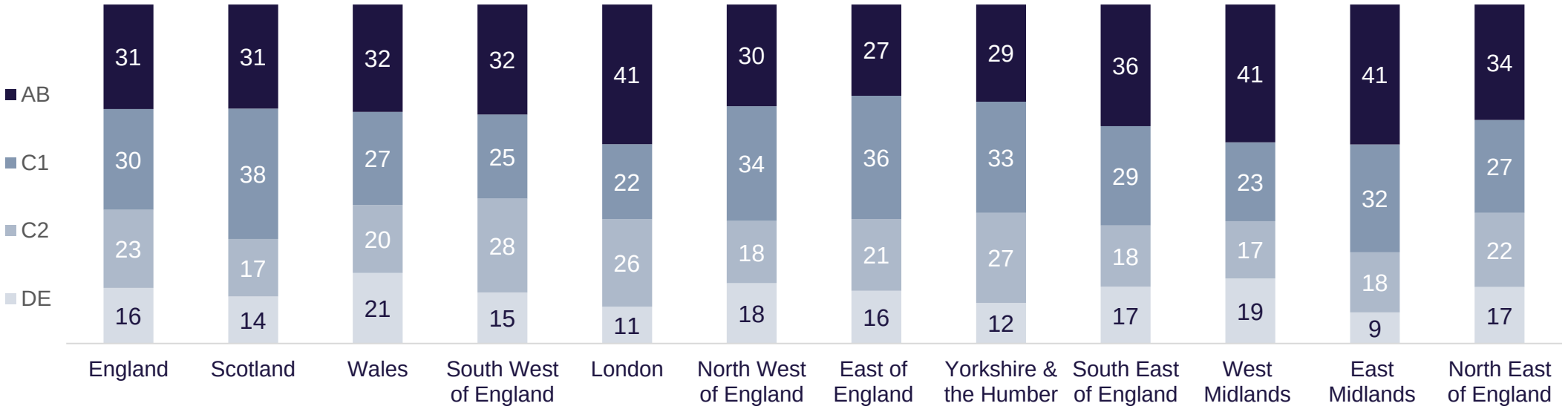
Figure 44. Life stage of Autumn Intenders by destination region, Percentage, July to September data, UK



Sources: demographic questions and QVB4a. Where in the UK are you likely to stay on this next trip in <INSERT MONTH FROM VB2(III)>?
Base: All respondents planning on taking a holiday or short break in the UK in Autumn England n=881; Scotland n=150; Wales n=109; South West of England n=174; London n=189; South East of England n=111; North West n=144; North East n =70; West Midlands = 89, East Midlands = 74, East of England n=118, Yorkshire = 117
*Please note, that whilst life stage is a good guide to 'life situation', it does not necessarily describe party composition on a trip. For example, not all 'families' will necessarily take a trip with their children (see slide 35).

West Midlands and London are the regions most likely to attract higher AB social grades

Figure 45. Social grade of Autumn Intenders by destination region, Percentage, July to September data, UK



Social grade question and QVB4a. Where in the UK are you likely to stay on this next trip in <INSERT MONTH FROM VB2(III)>?
Base: All respondents planning on taking a holiday or short break in the UK in Autumn England n=881; Scotland n=150; Wales n=109; South West of England n=174; London n=189; South East of England n=111; North West n=144; North East n =70; West Midlands = 89, East Midlands = 74, East of England n=118, Yorkshire = 117

Proximity of residence correlates strongly with destination of choice for autumn overnight trip. For example, 26% planning a trip to Yorkshire & The Humber live in the region itself

Table 2. Region of residence of Autumn Intenders by destination region, Percentage, July to September data, UK, (Read chart vertically)

Region of residence [down]	England	Scotland	Wales	South West of England	London	North West of England	East of England	Yorkshire & the Humber	South East of England	West Midlands	East Midlands	North East of England
England	87%	56%	81%	88%	81%	85%	89%	91%	87%	83%	79%	90%
Scotland	6%	39%	3%	5%	10%	8%	7%	6%	6%	6%	11%	3%
Wales	4%	2%	16%	6%	5%	4%	3%	2%	6%	5%	6%	3%
South West of England	8%	2%	6%	18%	7%	6%	4%	7%	4%	5%	6%	9%
London	15%	12%	16%	11%	24%	15%	16%	9%	23%	16%	13%	17%
North West of England	9%	9%	21%	7%	5%	22%	4%	13%	3%	5%	6%	9%
East of England	11%	4%	4%	8%	11%	5%	30%	8%	5%	5%	18%	9%
Yorkshire & Humberside	11%	6%	5%	5%	9%	11%	5%	26%	7%	12%	7%	15%
South East of England	14%	3%	5%	23%	9%	5%	15%	6%	29%	8%	4%	6%
West Midlands	9%	7%	18%	11%	6%	11%	4%	6%	8%	25%	12%	5%
East Midlands	7%	7%	5%	5%	6%	5%	9%	10%	5%	5%	11%	7%
North East of England	4%	6%	1%	1%	6%	5%	2%	7%	4%	3%	2%	15%

QVB4a. Where in the UK are you likely to stay on this next trip in <INSERT MONTH FROM VB2(III)>?
Base: All respondents planning on taking a holiday or short break in the UK in Autumn England n=881; Scotland n=150; Wales n=109; South West of England n=174; London n=189; South East of England n=111; North West n=144; North East n =70; West Midlands = 89, East Midlands = 74, East of England n=118, Yorkshire = 117

Destination type reflects the destination region being considered. London Intenders are likely to visit a large city while East Midlands Intenders are likely to visit countryside or village.

Table 3. Destination type of Autumn Trip by destination region, Percentage, July to September data, UK

Destination type	England	Scotland	Wales	South West of England	London	North West of England	East of England	Yorkshire & the Humber	South East of England	West Midlands	East Midlands	North East of England
A city or large town	34%	51%	20%	11%	77%	40%	9%	25%	24%	55%	17%	20%
Countryside or village	30%	28%	26%	31%	11%	32%	37%	40%	28%	26%	34%	37%
Traditional coastal/seaside town	27%	18%	35%	43%	12%	19%	42%	19%	34%	10%	18%	18%
Rural coastline	17%	18%	22%	24%	5%	6%	22%	19%	20%	7%	19%	22%
Mountains or hills	15%	17%	32%	12%	8%	24%	3%	13%	11%	7%	14%	13%

QVB5a. Which of the following best describes the main types of destination you are likely to stay in during your UK trip? QVB4a. Where in the UK are you likely to stay on this next trip in <INSERT MONTH FROM VB2(III)>? Base: All respondents planning on taking a holiday or short break in the UK in Autumn England n=842; Scotland n=122; Wales n=92; South West of England n=132; London n=142; South East of England n=76; North West n=97; North East n =33* West Midlands = 50, East Midlands = 36*, East of England n=73, Yorkshire = 78 *Small base size treat with caution.

There are some differences by destination region in terms of who the Autumn Intenders plan to travel with, although partner is most common option for most regions.

Table 4. Trip taker party composition of Autumn Trip by destination region, Percentage, July to September data, UK

Trip taker party composition	England	Scotland	Wales	South West of England	London	North West of England	East of England	Yorkshire & the Humber	South East of England	West Midlands	East Midlands	North East of England
Partner	53%	53%	58%	54%	47%	61%	64%	57%	53%	51%	46%	68%
Children or young adults (aged 16-24)	34%	29%	27%	30%	34%	32%	30%	27%	34%	17%	54%	36%
Friend/s	17%	22%	26%	15%	17%	16%	11%	12%	20%	26%	14%	22%
Other members of my family	14%	20%	18%	14%	14%	14%	17%	15%	9%	13%	11%	8%
Pets	9%	14%	9%	9%	5%	6%	9%	9%	5%	3%	15%	17%
With parents of older adults	8%	6%	5%	5%	6%	9%	8%	8%	6%	15%	10%	0%
Will travel alone	5%	7%	2%	9%	6%	7%	3%	6%	6%	1%	5%	0%
Other	7%	5%	0%	3%	4%	3%	4%	6%	13%	13%	2%	7%

QVB4a. Where in the UK are you likely to stay on this next trip in <INSERT MONTH FROM VB2(III)>? And QVB4d. With whom are you likely to be spending your holiday? Base: All respondents planning on taking a holiday or short break in the UK in Autumn England n=842; Scotland n=122; Wales n=92; South West of England n=132; London n=142; South East of England n=76; North West n=97; North East n =33* West Midlands = 50, East Midlands = 36*, East of England n=73, Yorkshire = 78 *Small base size treat with caution.

Hotel/motel/inn is the top accommodation type across most regions, although there is some variation. For example, nearly 1 in 5 Wales Intenders plan on staying in a hired static caravan

Table 5. Accommodation type of Autumn Trip by destination region, Percentage, July to September data, UK, Top 9 ranked by all Autumn Intenders

Accommodation type	England	Scotland	Wales	South West of England	London	North West of England	East of England	Yorkshire & the Humber	South East of England	West Midlands	East Midlands	North East of England
Hotel / Motel / Inn	41%	48%	33%	25%	64%	45%	45%	38%	47%	53%	24%	25%
Stayed in a rented house or similar	18%	12%	17%	16%	10%	18%	10%	19%	14%	13%	27%	29%
Friends or relatives' home	17%	23%	16%	19%	19%	20%	11%	12%	21%	20%	7%	8%
Serviced apartment	14%	15%	7%	7%	12%	12%	9%	10%	11%	5%	21%	16%
Guest house / Bed and breakfast	12%	19%	8%	18%	6%	9%	4%	13%	8%	11%	5%	18%
Your second home / Timeshare	12%	4%	4%	5%	10%	7%	11%	7%	9%	20%	18%	16%
Campervan / Motorhome	11%	8%	4%	7%	7%	11%	7%	6%	8%	8%	10%	15%
Staying in a rented flat or similar	11%	4%	8%	6%	10%	8%	12%	11%	10%	8%	5%	9%
Static caravan - not owned by you	11%	5%	18%	13%	2%	12%	11%	14%	13%	6%	15%	12%

QVB6a. What type/s of accommodation do you expect to be staying in during your UK trip in <insert month>? And QVB4a. Where in the UK are you likely to stay on this next trip in <INSERT MONTH FROM VB2(III)>? Base: All respondents planning on taking a holiday or short break in the UK in Autumn England n=842; Scotland n=122; Wales n=92; South West of England n=132; London n=142; South East of England n=76; North West n=97; North East n =33* West Midlands = 50, East Midlands = 36*, East of England n=73, Yorkshire = 78 *Small base size treat with caution.

Less common accommodation choices among Autumn Intenders are farmhouse, tent and glamping

Table 6. Accommodation type of Autumn Trip by destination region, Percentage, July to September data, UK, Bottom 8 ranked by all Autumn Intenders

Accommodation type	England	Scotland	Wales	South West of England	London	North West of England	East of England	Yorkshire & the Humber	South East of England	West Midlands	East Midlands	North East of England
Hostel	9%	10%	4%	5%	9%	9%	9%	5%	9%	8%	9%	12%
In someone else's home on a commercial basis – rental of room only (e.g. AirBnB)	9%	2%	4%	5%	8%	2%	2%	5%	7%	13%	18%	11%
In someone else's home on a commercial basis – rental of full property (e.g. AirBnB)	7%	6%	5%	11%	8%	6%	6%	4%	5%	2%	4%	9%
Static caravan - owned by you	7%	6%	4%	2%	4%	4%	4%	5%	4%	6%	2%	10%
Touring caravan	5%	5%	1%	1%	5%	2%	6%	2%	7%	4%	6%	2%
Glamping / Alternative accommodation	4%	2%	1%	2%	4%	3%	2%	5%	2%	4%	2%	4%
Tent	4%	4%	0%	3%	4%	4%	0%	6%	2%	1%	10%	0%
Farmhouse	2%	3%	3%	2%	1%	1%	0%	4%	6%	0%	3%	0%

QVB6a. What type/s of accommodation do you expect to be staying in during your UK trip in <insert month>? And QVB4a. Where in the UK are you likely to stay on this next trip in <INSERT MONTH FROM VB2(III)>? Base: All respondents planning on taking a holiday or short break in the UK in Autumn England n=842; Scotland n=122; Wales n=92; South West of England n=132; London n=142; South East of England n=76; North West n=97; North East n =33* West Midlands = 50, East Midlands = 36*, East of England n=73, Yorkshire = 78 *Small base size treat with caution.

South West of England is the most likely region to be chosen for a longer break in autumn, while London and Scotland are dominated by short breaks

Figure 46. Duration of Autumn Trip by destination region, Percentage, July to September data, UK

QVB3. Is this next trip likely to be a short break (1-3 nights) or a holiday (4+ nights)? Base: All respondents planning on taking a holiday or short break in the UK in Autumn England n=842; Scotland n=122; Wales n=92; South West of England n=132; London n=142; South East of England n=76; North West n=97; North East n =33* West Midlands = 50, East Midlands = 36*, East of England n=73, Yorkshire = 78 *Small base size treat with caution.

‘Family time or time with my partner’ and ‘to get away from it all and have a rest’ are the leading motivations across all regions

Table 7. Motivations to take a trip for Autumn Trip by destination region, Percentage, July to September data, UK, Top 7 ranked by all Autumn Intenders

Motivations	England	Scotland	Wales	South West of England	London	North West of England	East of England	Yorkshire & the Humber	South East of England	West Midlands	East Midlands	North East of England
Family time or time with my partner	37%	37%	36%	40%	31%	39%	40%	47%	37%	27%	45%	42%
To get away from it all and have a rest	33%	39%	42%	42%	20%	37%	41%	42%	24%	23%	37%	40%
To connect with nature / be outdoors	21%	17%	24%	27%	11%	27%	18%	18%	17%	10%	23%	24%
To celebrate a special occasion	17%	19%	16%	12%	15%	13%	15%	23%	12%	18%	17%	26%
To spend time with friends	16%	15%	18%	13%	12%	14%	12%	19%	20%	18%	12%	21%
To travel somewhere new	15%	16%	22%	9%	11%	12%	19%	13%	20%	12%	22%	15%
To go somewhere where there was great food	12%	12%	5%	10%	19%	8%	12%	13%	9%	11%	11%	5%

VB6fii. Which of the following best describe your motivation/s for this trip?
Base: All respondents planning on taking a holiday or short break in the UK in Autumn England n=842; Scotland n=122; Wales n=92; South West of England n=132; London n=142; South East of England n=76; North West n=97; North East n =33* West Midlands = 50, East Midlands = 36*, East of England n=73, Yorkshire = 78
*Small base size treat with caution.

More niche motivations for Autumn Intenders to go on a trip are 'for a technology detox', 'to go somewhere luxurious', and 'for an active holiday with exercise or sport'.

Table 8. Motivations to take a trip for Autumn Trip by destination region, Percentage, July to September data, UK, Bottom 6 ranked by all Autumn Intenders

Motivations	England	Scotland	Wales	South West of England	London	North West of England	East of England	Yorkshire & the Humber	South East of England	West Midlands	East Midlands	North East of England
Because of a particular interest	11%	6%	6%	4%	14%	9%	8%	10%	11%	21%	6%	9%
For adventure or a challenge	10%	8%	6%	6%	8%	6%	10%	4%	5%	12%	33%	6%
To learn something new	9%	9%	2%	7%	14%	4%	5%	7%	10%	8%	5%	3%
For an active holiday, with exercise or sport	7%	5%	10%	9%	6%	8%	6%	6%	6%	7%	5%	0%
To go somewhere luxurious	7%	6%	5%	7%	11%	5%	3%	5%	2%	6%	16%	6%
For a technology detox	7%	9%	4%	2%	4%	4%	6%	5%	5%	15%	10%	6%

VB6fii. Which of the following best describe your motivation/s for this trip?
Base: All respondents planning on taking a holiday or short break in the UK in Autumn England n=842; Scotland n=122; Wales n=92; South West of England n=132; London n=142; South East of England n=76; North West n=97; North East n =33* West Midlands = 50, East Midlands = 36*, East of England n=73, Yorkshire = 78
*Small base size treat with caution.

‘Trying local food and drink’ is most common activity across most regions. London indexes highest for ‘visiting cultural attractions’

Table 9. Activities likely to participate in for Autumn Trip by destination region, Percentage, July to September data, UK, Top 9 ranked by all Autumn Intenders

Activities	England	Scotland	Wales	South West of England	London	North West of England	East of England	Yorkshire & the Humber	South East of England	West Midlands	East Midlands	North East of England
Trying local food and drink	34%	39%	31%	35%	35%	40%	38%	39%	35%	29%	32%	28%
Walking, Hiking or Rambling	29%	36%	39%	39%	19%	33%	33%	34%	22%	21%	30%	39%
Visit cultural attractions	21%	18%	12%	18%	38%	16%	15%	26%	10%	21%	15%	14%
Visit heritage sites	19%	28%	24%	25%	20%	17%	12%	25%	22%	10%	8%	26%
Explore scenic areas by car	19%	21%	27%	22%	5%	26%	16%	28%	15%	12%	17%	33%
Nature and wildlife experiences	16%	17%	16%	21%	10%	16%	8%	16%	9%	14%	31%	23%
Experience the nightlife	16%	15%	12%	8%	19%	20%	11%	15%	15%	16%	29%	17%
Visit family attractions	16%	17%	16%	16%	14%	16%	14%	16%	20%	18%	9%	9%
Learn about local history and culture	13%	14%	18%	13%	16%	12%	20%	11%	10%	8%	15%	19%

VB6fiii. VB6fiii. Which, if any, of these activities are you likely to do on your next UK short break or holiday in?
Base: All respondents planning on taking a holiday or short break in the UK in Autumn England n=842; Scotland n=122; Wales n=92; South West of England n=132; London n=142; South East of England n=76; North West n=97; North East n =33* West Midlands = 50, East Midlands = 36*, East of England n=73, Yorkshire = 78
*Small base size treat with caution.

‘Conservation or volunteering activities’, ‘creative or artistic pursuits’ and ‘cycling or mountain-biking’ are more niche activities across all regions

Table 10. Activities likely to participate in for Autumn Trip by destination region, Percentage, July to September data, UK, Bottom 8 ranked by all Autumn Intenders

Activities	England	Scotland	Wales	South West of England	London	North West of England	East of England	Yorkshire & the Humber	South East of England	West Midlands	East Midlands	North East of England
Speciality shopping	13%	10%	3%	8%	19%	12%	8%	10%	15%	7%	11%	16%
Health or wellbeing experiences	10%	8%	8%	9%	5%	9%	6%	14%	5%	12%	18%	12%
Visit locations featured in TV, film or literature	10%	13%	4%	8%	17%	3%	5%	14%	9%	8%	6%	5%
Adventure activities	9%	4%	20%	9%	7%	9%	10%	8%	10%	9%	8%	4%
Water sports	9%	12%	11%	9%	2%	8%	9%	3%	6%	6%	14%	4%
Cycling or mountain biking	8%	7%	9%	7%	4%	3%	7%	2%	6%	4%	20%	7%
Creative or artistic pursuits	7%	7%	7%	4%	4%	10%	6%	4%	6%	2%	10%	13%
Conservation or volunteering activities	5%	2%	3%	2%	4%	3%	3%	1%	3%	2%	11%	0%

VB6fiii. VB6fiii. Which, if any, of these activities are you likely to do on your next UK short break or holiday in?
Base: All respondents planning on taking a holiday or short break in the UK in Autumn England n=842; Scotland n=122; Wales n=92; South West of England n=132; London n=142; South East of England n=76; North West n=97; North East n =33* West Midlands = 50, East Midlands = 36*, East of England n=73, Yorkshire = 78
*Small base size treat with caution.

Methodology Notes

Methodology outline

- The findings in this report are based on an online survey conducted amongst a sample of the UK adult population.
- In the first stage a nationally representative core sample of 1,500 is recruited and interviewed. This sample is then ‘boosted’ in Wales and to ensure sufficient base sizes for separate nation analysis. The data are then weighted to make the sample representative of the UK overall and within each nation.

Master Data Table

- To access a .csv file of the data contained within the charts, please open this report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the file to open the attachment.