

Domestic Trip Tracker – August Bank Holiday 2023

Topline Results

- In total, 25% of adults in Britain ‘definitely’ plan to take an overnight trip over the August bank holiday weekend at home or abroad, with a further 23% undecided. In comparison to August 2022: 14% ‘definitely’, 14% ‘undecided’.
- 18% of adults in Britain definitely plan to take a holiday in the UK over the August bank holiday weekend (9.7 M¹ adults) and 16% definitely plan to take a holiday in England (8.6 M¹ adults).
- Among those who are undecided about their holiday in the UK, the most frequently mentioned reasons are waiting to see what the weather is like (45%), to see whether they can afford it (42%) and waiting to see if there are any special deals / special offers (28%).
- Among those who will definitely not take a holiday trip in the UK, the most common reasons are ‘I can’t afford it’ (34%, compared to 42% in August 2022), ‘no real reasons, just prefer not to take a trip’ (24%) and ‘I prefer to travel at a different time of year’ (22%).

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 bank holiday 2023 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1,249 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 15th – 17th August 2023 with the bank holiday on Monday 28th August 2023.

Key Insights

Overnight Trips*

- 25% of adults in Britain ‘definitely’ plan to take an overnight trip over the August bank holiday weekend at home or abroad, with a further 23% undecided. This represents a big increase compared to August 2022 where just 14% were ‘definitely’ planning a trip and 14% were undecided. These figures are also up compared to August 2019, where 22% ‘definitely’ planned an overnight trip and 16% were undecided.
- Among those who ‘definitely’ or ‘might’ take a trip over the bank holiday weekend, 58% state that this will be for a holiday or short break, while for 47% 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 (46%) and 35-44 (45%) are most likely to be ‘definitely’ planning a trip, compared with just 12% of those aged 45 and older. Parents (47%) are also more likely to be planning a trip at this time of year, compared to those without children (16%).

¹ Based on Office of National Statistics 2023 estimate of Great Britain Population aged 16+ of 53.8 million

* By overnight trips, we mean trips of any purpose, for example holidays (long or short breaks), visiting friends and relatives, and ‘undecided yet’

- Those living in Greater London (48%) are the most likely to say that they will definitely take an overnight trip than those living in the other English regions.

Of those who are undecided about whether to take an August bank holiday trip in the UK this year, the top reasons are 'waiting to see what the weather is like' (45%) and 'waiting to see if I can afford it' (42%). Weather is much more important consideration to last year (23% August 2022) and there are also more waiting to see if they can afford it this year (30% August 2022).

TOP Reasons for Waiting	% 2023
Waiting to see what the weather is like	45%
Waiting to see if I can afford it	42%
Waiting to see if there are any deals / special offers	28%
Not sure where I'd like to go	20%
Waiting for someone else / for other people to make plans / book trip	20%
Still trying to find somewhere available to stay	20%

- Among those who will definitely not take a holiday or short break in England (51% of GB adults), the most common reason is 'I cannot afford it' (34%) which is lower than August 2022 (42%).

Holiday or Short Breaks

16% will 'definitely' take a holiday or short break in England, while 26% 'definitely' or 'might' take a holiday in England over the August bank holiday weekend. This compares to 9% definitely and 13% 'definitely' or 'might' in 2022 and for August bank holiday 2019 (16% and 21% respectively).

In terms of trip length,

- 25% '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**
- 18% 'definitely' plan a holiday trip (short or long) **anywhere in the UK**, and 27% 'definitely' or 'might'
- 10% 'definitely' plan take a holiday trip (short or long) **abroad**, and 19% said 'definitely' or 'might'
- 15% 'definitely' or 'might' take a short break of three nights or less **abroad**
- 15% 'definitely' or 'might' take a longer 4+ night break **abroad**

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Day Trips

23% of adults in Britain 'definitely' plan to take a day trip over the August bank holiday weekend (2022: 14%, 2019: 24%), with a further 34% 'might or might not' (2022: 30%, 2019: 29%).

- Those aged under 45 are more likely to say they 'definitely' will take a day trip over the August bank holiday (39%), than those aged over 45 (11%).
- Parents (43%) are more likely to state that they 'definitely' will take a day trip over the August bank holiday than those without children (14%).

Of those who 'definitely' or 'might' take a day trip in England over the August bank holiday, 26% say that the cost of living crisis isn't likely to influence their day trip behaviour at all. However, of the remaining 74%:

- 29% will look for more 'free things' to do on day trips
- 29% plan to spend less on eating out
- 25% will cut back on buying gifts / shopping on day trips
- 24% will day trip closer to home
- 23% will take fewer days trip than usual
- 21% will visit fewer visitor attractions

¹ Based on Office of National Statistics 2023 estimate of Great Britain Population aged 16+ of 53.8 million

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