

## Domestic Trip Tracker – Easter 2024

### Topline Results

- In total, 25% of adults in Britain ‘definitely’ plan to take an overnight trip over the Easter weekend at home or abroad, with a further 20% undecided. In comparison to Easter 2023: 17% ‘definitely’ and 23% ‘undecided’, Easter 2022: 20% ‘definitely’, 19% ‘undecided’ and Easter 2019: 28% ‘definitely’ and 15% ‘undecided’.
- 20% of adults in Britain definitely plan to take a holiday in the UK over Easter (11.0 M<sup>1</sup> adults) and 18% definitely plan to take a holiday in England (9.9 M<sup>1</sup> adults).
- Among those who are undecided about their holiday in England, the most frequently mentioned reasons are waiting to see if there are any deals or specials offers (32%), to see whether they can afford it (28%) and waiting to see what the weather is like (27%).
- Among those who will definitely not take a holiday trip in England, the most common reasons are ‘I can’t afford it’ (23%) and ‘rising cost of living’ (17%).

### 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 2024 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1,254 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 14<sup>th</sup>-18<sup>th</sup> March 2024. Good Friday 2024 falls on 29<sup>th</sup> March, and Easter Monday is on 1<sup>st</sup> April.

### Key Insights

#### Overnight Trips\*

- 25% of adults in Britain ‘definitely’ plan to take an overnight trip over the Easter weekend at home or abroad, with a further 20% undecided. There is more decisiveness this year, compared to Easter 2023 where 17% were ‘definitely’ planning a trip and a further 23% 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 49% 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 16-44, 70% ‘definitely’ or ‘might’ take a trip, compared with a quarter (25%) of those aged 45 and older. Parents (74%) are also more likely to be planning or considering a trip at this time of year, compared to those without children (30%).

<sup>1</sup> Based on Office of National Statistics 2024 estimate of Great Britain Population aged 16+ of 55.2 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 are the most likely to say that they will definitely or maybe take an overnight trip (68%) than those living in the other English regions.

## Holiday or Short Breaks

18% will 'definitely' plan to take a holiday or short break over the Easter weekend in England, while 25% 'definitely' or 'might'. This compares to 11% 'definitely' and 18% 'definitely' or 'might' in 2023.

In terms of trip length,

- 25% '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**
- 25% 'definitely' or 'might' take a short break of three nights or less **anywhere in the UK**
- 20% 'definitely' or 'might' take a longer 4+ night break **anywhere in the UK**
- 17% 'definitely' or 'might' take a short break of three nights or less **abroad**
- 17% 'definitely' or 'might' take a longer 4+ night break **abroad**

## Holiday or Short Breaks in England

- 18% say they definitely plan to take a holiday or short break over Easter in England this year.
- 13% are undecided about whether to take a holiday or short break over Easter in England this year. The most common reasons are 'waiting to see if there are any deals/special offers' (32%) and 'waiting to see if I can afford it' (28%).

TOP 5 Reasons for Waiting	%
Waiting to see if there are any deals / special offers	32%
Waiting to see if I can afford it	28%
Waiting to see what the weather is like	27%
Not sure where I'd like to go	24%
Waiting for someone else / for other people to make plans / book trip	22%

- 56% say they will **definitely not** take a holiday or short break in England; the most common reasons are 'I cannot afford it' (23%), 'rising cost of living' (17%) and 'prefer to travel at a different time of year' (17%).

<sup>1</sup> Based on Office of National Statistics 2024 estimate of Great Britain Population aged 16+ of 55.2 million

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

## Day Trips

26% of adults in Britain 'definitely' plan to take a day trip over the Easter weekend (2023: 18%), with a further 28% 'might or might not' (2023: 35%).

- Those aged under 45 are more likely to say they 'definitely' will take a day trip over Easter (43%), than those aged over 45 (13%).
- Parents (48%) are more likely to state that they 'definitely' will take a day trip over Easter than those without children (15%).

Of those who 'definitely' or 'might' take a day trip in England over Easter, 25% say that the cost of living crisis isn't likely to influence their day trip behaviour at all. However, of the remaining 75%:

- 24% will look for more 'free things' to do on day trips
- 23% will day trip closer to home
- 23% will cut back on buying gifts / shopping on day trips
- 22% will take fewer day trips than usual
- 22% will spend less on eating out
- 17% will visit fewer visitor attractions

<sup>1</sup> Based on Office of National Statistics 2024 estimate of Great Britain Population aged 16+ of 55.2 million

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