

# Domestic Trip Tracker – Christmas & New Year 2024

## Topline Results

- In total, 31% of adults in Britain ‘definitely’ plan to take an overnight trip\* between Christmas and New Year at home or abroad, with a further 17% undecided; in 2023 29% were ‘definitely’ planning and 16% undecided.
- 16% of adults in Britain ‘definitely’ plan to take an overnight ‘holiday / short break’ in the UK between Christmas and New Year (8.8M<sup>1</sup> adults) and 13% ‘definitely’ plan to take a holiday in England (7.2M<sup>1</sup> adults). This corresponds to an estimated spend of £2.5 billion<sup>2</sup> in the UK, and £2.1 billion<sup>2</sup> in England alone.
- Among those who will definitely not take a holiday trip in the UK, the most common reasons are ‘I can’t afford it’ (30%) 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 December 2024 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1,251 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 10<sup>th</sup> December and 12<sup>th</sup> December 2024.

## Key Insights

### Overnight Trips\*

- 31% of adults in Britain ‘definitely’ plan to take an overnight trip\* between Christmas and New Year at home or abroad, with a further 17% undecided. (In 2023, 29% were ‘definitely’ planning and 16% were undecided.)
- Among those who ‘definitely’ or ‘might’ take a trip over the Christmas and New Year period, 45% state that this will be for a holiday or short break, while for 66% this will be to visit friends or relatives.

### Holiday or Short Breaks

- 16% ‘definitely’ plan a holiday or short break **anywhere in the UK**, with further 4% undecided.

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

<sup>2</sup> Economic impact is based on the average domestic overnight holiday spend of £286 per trip (GBTS, 2019 adjusted for inflation)

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

- 13% will ‘definitely’ plan a holiday or short break in **England**, with a further 6% undecided, for a total of 19% who ‘definitely’ or ‘might’ take a holiday or short break in England. (This compares to 14% who said ‘definitely’ during the same period in 2023 and 5% who were undecided.)
- Among those who ‘definitely’ or ‘might’ take a holiday or a short break in England
  - 44% expect 1 overnight trip / 35% expect 2 overnight trips / 13% expect 3 overnight trips / 2% 4 or more overnight trips.
  - On average, they intend to stay for 4.1 nights away in total over the festive period.
  - 39% intend to stay overnight in the days ahead of Christmas, and 36% over Christmas, and 42% between Christmas and New Year.
  - 47% plan a trip to a city or large town and 37% to a countryside or village location.
  - 51% plan to stay in a hotel / motel / inn and 15% in a rented house or cottage and a further 15% in a rented flat or apartment.
  - 23% plan to go to the North West, 21% the East of England and 20% London.
- Among those who will definitely not take a holiday or short break in England (60% of GB adults), the most common reasons are ‘I cannot afford it’ and ‘I prefer to travel at a different time of year’.

TOP Reasons for ‘definitely not planning a trip’	
I cannot afford it	30%
I prefer to travel at a different time of year	22%
No real reason, just prefer not to take a trip	21%
Rising cost of living	20%
Concerned about the weather	17%
I am planning to visit friends/relatives instead of going on a holiday	16%

- Looking at subgroups who are more likely to be ‘definitely’ planning a holiday or short break in England during the Christmas and New Year period, compared to those from other regions, ages groups and life stages:
  - Those living in Greater London (23%) and the West Midlands (19%), those aged 16-24 (22%) and 25-34 (25%), and Families (21%).

## Day Trips

- 24% of adults in Britain ‘definitely’ plan to take a day trip between Christmas and New Year with a further 30% who ‘might or might not’.

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- Families and those living in Greater London are most likely to be ‘definitely’ planning a day trip (38% and 45% respectively) between Christmas and New Year than other life stages and those living in other regions.
- Among those who ‘definitely’ plan to or might go on a day trip,
  - 36% plan to take 1-day trip, 33% plan 2-day trips and 10% plan to take 3-day trips.
  - 28% intend to look for more ‘free things’ to do on day trips, 25% intend to spend less on eating out and 25% will cut back on buying gifts / shopping on day trips, as a result of the cost-of-living crisis.

### Activities undertaken

- Aside from visiting friends and family (60%), other popular seasonal activities include going out for a meal (42%), visiting a Christmas market (38%) and shopping at post-Christmas sales 35%).

Activities planned	2024	2023	2022	2021	2019	2018	2017
Visiting friends and family	60%	57%	57%	59%	62%	61%	60%
Going out for a meal	42%	38%	42%	37%	45%	43%	47%
Visit a Christmas Market	38%	38%	36%	26%	34%	31%	33%
Shopping at post-Christmas sales	35%	33%	30%	28%	38%	37%	36%
Go out for other entertainment such as cinema, concert or theatre	24%	21%	21%	18%	25%	24%	21%
Go out for other Christmas activities e.g. ice skating, pantomime, visiting Santa etc.	22%	24%	22%	20%	21%	20%	19%
Going for a night out to a bar, pub and / or club	22%	21%	22%	18%	26%	27%	25%
Undertake outdoor activities such as walking, cycling etc.	20%	20%	23%	26%	24%	23%	23%
Visiting a ‘walk-through’ lights trail / display	15%	17%	17%	NA	NA	NA	NA
Go on a general day out to explore an area you don’t normally visit	14%	13%	14%	12%	13%	11%	12%
Watching live sporting events (not on TV)	13%	12%	11%	11%	13%	10%	10%

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