

Domestic Trip Tracker – Coronation 2023

Topline Results

- In total, 9% of adults in Britain 'definitely' plan to take an overnight trip over the extended Coronation weekend at home or abroad, with a further 16% undecided.
- 8% of adults in Britain 'definitely' plan to take a holiday in the UK over the Coronation weekend (4.3M¹ adults) and 7% 'definitely' plan to take a holiday in England (3.8M¹ adults).
- Among those who are undecided if to take a holiday in the UK, the most frequently mentioned reasons are waiting to see if they can afford it (33%) and to see what the weather will be like (31%).

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 Coronation 2023 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1251 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 20th – 24th of April. Coronation 2023 celebrations will take place between Saturday 6th – Monday 8th May 2023.

Key Insights

Overnight Trips

- 9% of adults in Britain 'definitely' plan to take an overnight trip over the Coronation weekend at home or abroad, with a further 16% undecided.
- Among those who 'definitely' or 'might' take a trip over the bank holiday weekend, 55% state that this will be to visit friends or relatives, while for 48% this will be for a holiday or short break.
- Those aged under 45 are more likely to be planning or considering a trip during the bank holiday weekend than those aged 45+. Of those aged under 45, 40% 'definitely' or 'might' take a trip, compared with just 12% of those aged 45 and older.
- Those with children are more likely to be considering a trip (38%) than those without (19%).

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

**Please note, lower base size n=64

- Those living in Greater London (19%) are most likely to say they will definitely be taking an overnight trip than those living in the other English regions.
- 8% ‘definitely’ plan a holiday trip (short or long) **in the UK**, with further 5% undecided.
- Among the 5% of respondents who are undecided about whether to take a holiday trip in the UK, the most common reasons are ‘waiting to see what the weather is like’ and ‘waiting to see if I can afford it’.

TOP 3 Reasons for Waiting**	%
Waiting to see if I can afford it	33%
Waiting to see what the weather is like	31%
Waiting to see if there are any deals / special offers	22%

- Among those who will definitely not take a holiday trip in the UK, the most common reasons are ‘I can’t afford it’ and ‘no real reason, just prefer not to take a trip’.

TOP 3 Reasons for ‘definitely not planning a trip’	%
I cannot afford it	36%
No real reason, just prefer not to take a trip	32%
I prefer to travel at a different time of year	15%

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

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Holiday or Short Breaks

7% will 'definitely' take a holiday or short break in England, while 11% 'definitely' or 'might' take a holiday in England over the Coronation weekend.

In terms of trip length,

- 10% 'definitely' or 'might' take a short break of three nights or less in **England**
- 7% 'definitely' or 'might' take a longer 4+ night break in **England**
- 8% 'definitely' plan a holiday trip (short or long) **anywhere in the UK**, and 11% 'definitely' or 'might'
- 6% 'definitely' plan take a holiday trip (short or long) **abroad**, and 8% said 'definitely' or 'might'
- 6% 'definitely' or 'might' take a short break of three nights or less **abroad**
- 8% 'definitely' or 'might' take a longer 4+ night break **abroad**

Day Trips

10% of adults in Britain 'definitely' plan to take a day trip over the Coronation weekend, with a further 24% 'might or might not'.

Those aged under 45 are more likely to say they 'definitely' will take a day trip over the Coronation weekend (18%), than those aged over 45 (3%).

Families (16%) and Pre-Nesters (17%) are more likely to state that they 'definitely' will take a day trip over the Coronation weekend than other life stage groups

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Coronation events

Among all GB adults (16+), 31% have plans to take part in Coronation celebrations, 9% plan to attend a street party or 'Big Lunch' event and 8% plan to go for a lunch with friends or relatives and 4% plan to witness events in person in London.

Coronation events	% GB pop.
Will attend / take part in some other Coronation event or celebration	10%
Will attend street party or 'Big Lunch' event	9%
Will go for a lunch at a venue (pub, restaurant, café) with friends / relatives	8%
Will watch events on the outdoor 'Big screens'	7%
Will visit London to witness parts of the Coronation in person	4%
Will attend another local event (e.g. The Big Help Out)	4%
TOTAL: Will take part in Coronation celebrations / events	31%
Undecided	18%

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