

Domestic Trip Tracker – Easter 2023

Topline Results

- In total, 17% of adults in Britain ‘definitely’ plan to take an overnight trip over the Easter weekend at home or abroad, with a further 23% undecided. In comparison to Easter 2022: 20% ‘definitely’, 19% ‘undecided’ and Easter 2019: 28% ‘definitely’ and 15% ‘undecided’.
- 12% of adults in Britain definitely plan to take a holiday in the UK over Easter (6.5 M¹ adults) and 11% definitely plan to take a holiday in England (5.9 M¹ 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 (34%), to see whether they can afford it (32%) and waiting to see what the weather is like (32%).
- Among those who will definitely not take a holiday trip in the UK, the most common reasons are ‘I can’t afford it’ (40%, compared to 32% in December 2022, 42% in August 2022) and ‘I prefer to travel at a different time of year’ (25%).

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 2023 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1,239 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 23rd – 27th March 2023. Good Friday 2023 falls on 7th April, and Easter Monday is on 10th of April.

Key Insights

Overnight Trips*

- 17% of adults in Britain ‘definitely’ plan to take an overnight trip over the Easter weekend at home or abroad, with a further 23% undecided. There is a shift from ‘definitely’ to undecided compared to Easter 2022 where 20% were ‘definitely’ planning a trip and 19% were undecided.
- Among those who ‘definitely’ or ‘might’ take a trip over the bank holiday weekend, 49% state that this will be for a holiday or short break, while for 53% 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 under 45, 57% ‘definitely’ or ‘might’ take a trip, compared with just over a quarter (27%) of those aged 45 and older. Parents (59%) are also more likely to be planning or considering a trip at this time of year, compared to those without children (34%).

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 (29%) 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 Easter trip in England this year, the most common reasons are 'waiting to see if there are any deals/special offers' (34%) and 'waiting to see if I can afford it' (32%). Special deals are more of a factor this year compared to 2019 (22%) and affordability is more of a concern than it was in 2019 (27%). Respondents waiting for someone else to make plans and book the trip is less of a factor this year for waiting compared to 2019 (24%).

TOP 5 Reasons for Waiting	%
Waiting to see if there are any deals / special offers	34%
Waiting to see if I can afford it	32%
Waiting to see what the weather is like	32%
Not sure where I'd like to go	17%
Waiting for someone else / for other people to make plans / book trip	15%

- Among those who will definitely not take a holiday or short break in England (59% of GB adults), the most common reasons are 'I cannot afford it' (40%) and 'rising cost of living'.

Holiday or Short Breaks

11% will 'definitely' take a holiday or short break in England, while 18% 'definitely' or 'might' take a holiday in England over the Easter weekend. This compares to 12% definitely and 19% 'definitely' or 'might' in 2022 and for Easter 2019 (13% and 18% respectively).

In terms of trip length,

- 18% 'definitely' or 'might' take a short break of three nights or less in **England**
- 12% 'definitely' or 'might' take a longer 4+ night break in **England**
- 12% 'definitely' plan a holiday trip (short or long) **anywhere in the UK**, and 19% 'definitely' or 'might'
- 7% 'definitely' plan take a holiday trip (short or long) **abroad**, and 12% said 'definitely' or 'might'
- 11% 'definitely' or 'might' take a short break of three nights or less **abroad**
- 10% 'definitely' or 'might' take a longer 4+ night break **abroad**

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

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Day Trips

18% of adults in Britain 'definitely' plan to take a day trip over the Easter weekend (2022: 24%, 2019: 28%), with a further 35% 'might or might not' (2022: 36%, 2019: 31%).

- Those aged under 45 are more likely to say they 'definitely' will take a day trip over Easter (25%), than those aged over 45 (12%).
- Parents (30%) are more likely to state that they 'definitely' will take a day trip over Easter than those without children (13%).

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%:

- 32% plan to spend less on eating out
- 31% will look for more 'free things' to do on day trips
- 27% will cut back on buying gifts / shopping on day trips
- 27% will day trip closer to home
- 23% will take fewer day trips than usual

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

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