

Domestic Trip Tracker – Platinum Jubilee 2022

Topline Results

- In total, 14% of adults in Britain ‘definitely’ plan to take an overnight trip over the extended Platinum Jubilee weekend at home or abroad, with a further 18% undecided.
- 10% of adults in Britain ‘definitely’ plan to take a holiday in the UK over the Jubilee weekend (5.3M¹ adults) and 9% ‘definitely’ plan to take a holiday in England (4.8M¹ adults).
- Among those who are undecided if to take a holiday in the UK, the most frequently mentioned reasons are waiting to see what the weather will be like (31%) and if they can afford it (30%).

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 Platinum Jubilee 2022 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1255 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 19th of May and 23th of May. Platinum Jubilee 2022 celebrations will take place from Thursday 2nd of June and Sunday 5th of June.

Key Insights

Overnight Trips

- 14% of adults in Britain ‘definitely’ plan to take an overnight trip over the extended Platinum Jubilee weekend at home or abroad, with a further 18% undecided. There are fewer trips planned compared to Easter 2022, when 20% were ‘definitely’ planning a trip and 19% were undecided.
- Among those who ‘definitely’ or ‘might’ take a trip over the bank holiday weekend, 51% state that this will be for a holiday or short break, while for 47% this will be to visit friends or relatives.
- 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, 46% ‘definitely’ or ‘might’ take a trip, compared with just under a quarter (19%) of those aged 45 and older.
- Families (48%) and Pre-Nesters (44%) are more likely to be planning or considering an overnight trip than Older Independents (21%) and Retirees (13%).

- Those living in West Midlands (42%) and Greater London (41%) are more likely to say that they will definitely or might take an overnight trip than those living in the other English regions (30%).

Holiday Trips

- 10% 'definitely' plan a holiday trip (short or long) **anywhere 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 5 Reasons for Waiting	%
Waiting to see what the weather is like	31%
Waiting to see if I can afford it	30%
Not sure where I'd like to go	27%
Waiting to see if there are any deals / special offers	23%
Waiting for someone else / for other people to make plans / book trip	18%

- Among those who will definitely not take a holiday trip in the UK, the most common reasons are 'I can't afford it' and 'rising cost of living'.

TOP 5 Reasons for 'definitely not planning a trip'	%
I cannot afford it	33%
Rising cost of living	22%
I'm too busy / no time due to home commitments	20%
I prefer to travel at a different time of year	11%
Holidays in the UK are too expensive / not good value for money	10%

- 14% 'definitely' or 'might' take a short break of three nights or less anywhere in the UK
- 10% 'definitely' or 'might' take a longer 4+ night break anywhere in the UK
- 44% plan to travel with their own car, while 17% plan to take a train and 7% public bus / coach
- 55% plan to stay in serviced accommodation, 30% in self-catering rental property and 23% plan camping
- 26% plan to go to London for the UK overnight trip, 20% to South West and 14% to South East

9% will 'definitely' take a holiday or short break in **England**, while 14% 'definitely' or 'might' take a holiday or short break in England over the Jubilee weekend, which is again lower than for Easter 2022 (12% and 19% respectively).

In terms of trip length,

- 13% 'definitely' or 'might' take a short break of three nights or less in England
- 9% 'definitely' or 'might' take a longer 4+ night break in England

6% 'definitely' plan take a holiday trip (short or long) **abroad**, and 9% said 'definitely' or 'might'

- 8% '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

16% of adults in Britain 'definitely' plan to take a day trip over the extended Platinum Jubilee weekend (vs Easter 2022: 24%), with a further 30% 'might or might not' (vs Easter 2022: 36%).

Those aged under 45 are more likely to say they 'definitely' will take a day trip over the extended Platinum Jubilee weekend (24%), than those aged over 45 (10%).

Families (27%) are more likely to state that they 'definitely' will take a day trip over the extended Platinum Jubilee weekend than other life stage groups (Pre-Nesters: 17%, Older Independents: 11% and Retirees: 7%).

Jubilee events

Among all GB adults (16+), 36% have plans to take part in Jubilee celebrations, 11% plan to attend a street party or 'Big Lunch' event (compared to Diamond Jubilee weekend: 7%) and 11% plan to go for a lunch with friends or relatives and 7% plan to attend another local event.

Jubilee events	% GB pop.
Will attend street party or 'Big Lunch' event	11%
Will go for a lunch at a venue (pub, restaurant, café) with friends / relatives	11%
Will attend another local event	7%
Will watch events on the outdoor 'Big screens' in London, Edinburgh and Cardiff	5%
Will attend one of the official events in and around London (e.g. Trooping the Colour, ceremony at Horse Guards Parade)	5%
TOTAL: Will take part in Jubilee celebrations	36%
Not planning to celebrate the Platinum Jubilee	41%
Undecided	23%