

Domestic Trip Tracker – August Bank Holiday 2021

Topline Results

- 13.5% of adults in Britain definitely plan to take a holiday in the UK over the August Bank Holiday (7.2M adults) and 13% definitely plan to take a holiday in England (6.8M adults). This corresponds to an estimated spend of £1.7 billion in the UK, and £1.6 billion in England alone.
- This is a significantly higher level than August 2020, where 9% 'definitely' planned to take a holiday in the UK, and 9% 'definitely' planned to take a holiday in England.
- In total, 16% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, and 14% are undecided.
- Among those who are planning or considering an overnight trip, 58% are planning a holiday or short break, and 38% plan to visit friends and relatives.
- 19% of Brits will 'definitely' take a day trip over the August bank holiday weekend, and a further 30% 'might or might not'.

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 August 2021 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1,262 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 19th and 23rd August 2021. The August 2020 Bank Holiday falls on the 30th of August. Comparisons have been made to the August Bank Holiday weekend in 2020, when the Bank Holiday fell on the 31st of August.

Key Insights

Overnight Trips

- 16% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, while a further 14% 'might or might not'. This is compared to 10% 'definitely' planning a trip and 13% saying they 'might or might not' take one in 2020.
- Among those who are planning or considering an overnight trip, 58% are planning a holiday or short break (compared to 56% in 2020), while 38% are planning to visit friends and relatives (compared to 35% in 2020).
- Men (21%) are more likely to be planning or considering a trip than women (11%), and those aged 25 to 34 (31%) and 35-44 (23%) are also more likely to be planning or considering a trip than other age groups (16-24, 55-64, 65+). Those with children (31%) are more likely to be planning or considering a trip than those without (10%). As has been the case in previous years, those living in Greater London (28%) are the most likely to be planning or considering a trip.
- Among the 13% that are still undecided as to whether they will take an overnight trip for the bank holiday weekend, the most common reason for waiting is 'waiting to see what the weather is like' (39%), however

being unsure about 'where I'd like to go' (23%) and 'concerns around catching coronavirus/Covid-19' (23%) are also key. 1 in 5 (20%) are waiting to see if they can afford it.

Reasons for Waiting	Total 'might travel'	UK 'might travel'
Waiting to see what the weather is like	39%	45%
Not sure where I'd like to go	23%	29%
Concerns around catching coronavirus/Covid-19	23%	25%
Waiting to see if I can afford it	20%	29%
Waiting for someone else / for other people to make plans / book trip	18%	10%
Still trying to find somewhere available to stay	13%	15%
Concerns around possible travel restrictions	13%	16%
Waiting to see if there are any deals / special offers	13%	15%
Concerns that visitor attractions or shops may be closed	12%	13%
No real reason, just prefer to decide at the last minute	14%	12%
Other reason	3%	2%

Holiday Trips

- 13% will 'definitely' take a holiday or short break in England, while 17% 'definitely' or 'might' take a holiday in England over the bank holiday weekend.
 - 16% 'definitely' or 'might' take a short break of three nights or less in England
 - 13% 'definitely' or 'might' take a longer 4+ night break in England
- 7% will 'definitely' take a holiday trip abroad, while 11% 'definitely' or 'might' take a holiday abroad.
 - 10% 'definitely' or 'might' take a short break of three nights or less abroad
 - 10% 'definitely' or 'might' take a longer 4+ night break abroad
- The proportion of Brits 'definitely' planning a holiday in England over the bank holiday weekend has increased from 2020. The proportion of Brits 'definitely' planning a holiday abroad has also increased since 2020.

Planning to take trip – August bank holiday weekend	2020	2021
England 'definitely'	9%	13%
England 'definitely' or 'might'	16%	17%
Abroad 'definitely'	6%	7%
Abroad 'definitely' or 'might'	10%	11%

Day Trips

- 19% of adults in Britain will 'definitely' take a day trip over the bank holiday weekend, and a further 30% 'might or might not'. This is at a higher level than in 2020 (12% 'definitely'; 26% 'might or might not').
- Those aged 25-34 are most likely to be planning or considering a day trip (73%) than other age groups, and those with children are more likely to be planning or considering a day trip (73%) than those without (40%). Those living in Greater London and the North West are most likely to be planning or considering a day trip over the bank holiday weekend (58%).

Which Activities - August Bank Holiday Weekend	2021
Visit friends or family for leisure	30%
Go out for a meal	23%
Visit a park or garden	17%
Undertake leisure activities such as walking, cycling or golf	12%
Go on a general day out to explore an area	11%
Go out to a pub, bar or nightclub	11%
Special shopping for items you do not usually buy	9%
Visit a public attraction, such as historic house, theme park, museum or zoo	9%
Take part in other Leisure activities, such as hobbies (outside of your home)	7%
Go out to the cinema, concert or theatre	6%
Visit a special public event, such as festival or exhibition	4%
Go on a day out to a beauty, health care, spa etc.	2%
Not sure yet, prefer to decide at the last minute	16%
None of the above	22%