

Domestic Trip Tracker – August 2018

Topline Results

- 14% of adults in Britain definitely plan to take a holiday in the UK over the August Bank Holiday (7.3M adults) and 13% definitely plan to take a holiday in England (6.6M adults). This corresponds to an estimated spend of £1.75 billion in the UK, and £1.6 billion in England alone.
- In total, 20% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, and 25% are undecided.
- Among those who are planning or considering an overnight trip, 55% are planning a holiday or short break, and 47% plan to visit friends and relatives.
- 13% will 'definitely' take a holiday or short break in England, rising to 23% when those considering a trip are included
- 27% of Brits will 'definitely' take a day trip over the August bank holiday weekend, and a further 37% '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 2018 edition, the survey was carried out on an online omnibus by the research agency Kantar TNS, with a representative sample of 1242 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 16th and 20st August 2018. The August 2018 Bank Holiday falls on the 27th of August. Comparisons have been made to the August Bank Holiday weekend in 2017, when the Bank Holiday fell on the 28th of August.

Key Insights

Overnight Trips

- 20% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, while a further 25% 'might or might not'. This is slightly higher than the August bank holiday in 2017, when 19% 'definitely' planned a trip and 24% were unsure.
- Among those who are planning or considering an overnight trip, 55% are planning a holiday or short break (compared to 58% in 2017), while 47% are planning to visit friends and relatives (similar to 2017 when there was 46%).
- Men (52%) are more likely to be planning or considering a trip than women (38%), and those aged 16 to 34 (63%) are also more likely to be planning or considering a trip than other age groups (35-54; 55+). Those with children (63%) are more likely to be planning or considering a trip than those without (40%). As has been the case in previous years, those living in Greater London (58%) are the most likely to be planning or considering a trip.

- Among the 25% 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' (43%).

Reasons for Waiting	2018 %
Waiting to see what the weather is like	43%
Waiting to see if I can afford it	31%
Waiting for someone else / other people to make plans / book trip	26%
Waiting to see if there are any deals / special offers	24%
Not sure where I'd like to go	18%
No real reason, just prefer to decide at the last minute	13%
Other reason	1%

Holiday Trips

- 13% will 'definitely' take a holiday or short break in England, while 23% 'definitely' or 'might' take a holiday in England over the bank holiday weekend.
 - 22% '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
- 8% will 'definitely' take a holiday trip abroad, while 14% 'definitely' or 'might' take a holiday abroad.
 - 13% 'definitely' or 'might' take a short break of three nights or less abroad
 - 11% 'definitely' or 'might' take a longer 4+ night break abroad
- The proportion of Brits planning or considering to take a holiday in England over the bank holiday weekend has slightly increased from 2017. The proportion of Brits planning or considering taking a trip abroad has also increased since 2017.

Planning to take trip – August bank holiday weekend	2017 %	2018 %
England 'definitely'	12%	13%
England 'definitely' or 'might'	22%	23%
Abroad 'definitely'	5%	8%
Abroad 'definitely' or 'might'	13%	14%

Day Trips

- 27% of adults in Britain will 'definitely' take a day trip over the bank holiday weekend, and a further 37% 'might or might not'. More Brits have definite plans to take a day trip compared to 2017 (20% 'definitely'), and more Brits overall are planning a trip (64% vs. 55%).
- Those aged under 16-44 are more likely to be planning a day trip (73% 'definitely' or 'might') compared to those aged 45+ (55%), and those with children are more likely to be taking or considering a trip (80%). Like those planning or considering overnight trips, those living in Greater London are most likely to be taking or considering a day trip over the bank holiday weekend (72%).

The Year So Far

- So far this year, 76% of Brits have taken a holiday or short break to any destination, slightly more than the same period last year (75%). 54% of Brits have taken a trip to England, which has increased compared to the same period in 2017 (52%).

Trips taken so far	2017%	2018 %
Taken any trip	75%	76%
Holiday / break anywhere in UK	64%	65%
Holiday / break in England	52%	54%
Holiday / break elsewhere in UK	24%	22%
Holiday / break abroad	27%	27%