



Millions plan domestic break for Coronation weekend, bringing an estimated £1.2 billion economic boost

July 2024

April 2023

A VisitEngland survey out today, 28 April, shows that millions of Brits are definitely planning an overnight holiday break in the UK during the Bank Holiday weekend for the Coronation, bringing an estimated £1.2 billion boost to the economy.

VisitEngland's 'Coronation Weekend Trip Tracker' survey also showed that about a third, 16.7 million, are planning to take part in activities to celebrate the Coronation. From attending a 'Big Lunch' street party to lunch in a pub, restaurant or café, to watching events on an outdoor screen or attending official celebrations. A further 18% of those surveyed were still to decide.

VisitEngland Chief Executive Patricia Yates said:

"The upcoming Bank Holiday is a fantastic opportunity for an extra special short-break at home or a day-out, enjoying the once-in-a-lifetime celebrations and show-stopping events for the historic Coronation. From afternoon teas to lunches at the pub, from street parties to concerts and Big Lunches, people are set to celebrate with friends and neighbours in royal style.

"We know Bank Holidays bring an economic boost to the tourism industry, with the money generated going into local businesses and economies, supporting jobs. The additional spring Bank Holiday for the Coronation will also help to kick-start the season, providing tourism businesses and destinations with much needed-cash flow after the lean winter months. Our tourism businesses will be very pleased to see you."

The coast was the top destination type for the 4.3 million Brits intending to take an overnight domestic break in the UK for the Bank Holiday weekend, followed by a city or large town.

The survey also showed that a further 2.7 million people were undecided about whether to take an overnight holiday trip in the UK during the Bank Holiday weekend. The top reasons were 'waiting to see if I can afford it,' 'waiting to see what the weather is like' and 'waiting to see if there are any deals or offers.'

Further information on Coronation related events in England across the Bank Holiday weekend and beyond, from major exhibitions to castle sleepovers and bespoke afternoon teas, is available from VisitEngland's website here www.visitengland.com/coronation-celebration.