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UNITED KINGDOM



UK travel trends 2024

Where next for British holiday-goers?

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Where next, UK travellers?

Despite cost-of-living pressures, Britons remain keen to take holidays both at home and abroad, but they are cost-conscious and mindful of keeping within their specified budget.

In 2023, more Brits went on holiday than in 2022. Where did they go? What type of trips did they take? How long did they stay? And what are they planning for 2024?

This report takes a deep dive into British travel behaviour over the last two years, as well as the future travel landscape.

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How the rising cost of living is impacting UK travel

There is heightened awareness of holiday price increases, and travel budgets have been squeezed.

However, less than one in ten are likely to reduce their leisure travel expenditure because of the increase to the cost of living.

(YouGov Profiles+ Great Britain, Datasets – November 26, 2023, N>24,800)

31%

of Brits notice the price increase of leisure travel in 2023.

35%

of Brits are making cutbacks to non-essential journeys in 2023.

8%

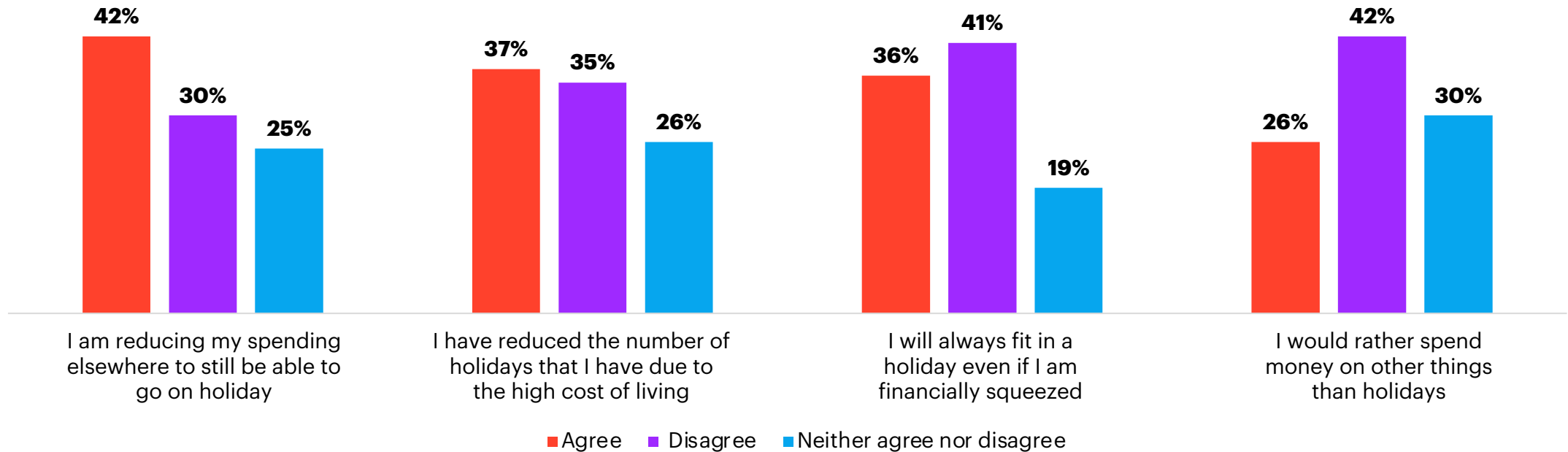
of Brits have reduced spending on leisure travel in 2023.



Holidays are still a priority for many

Whilst the impact of the cost of living on holidays has been noticed, many would rather cut back elsewhere than compromise on a holiday.

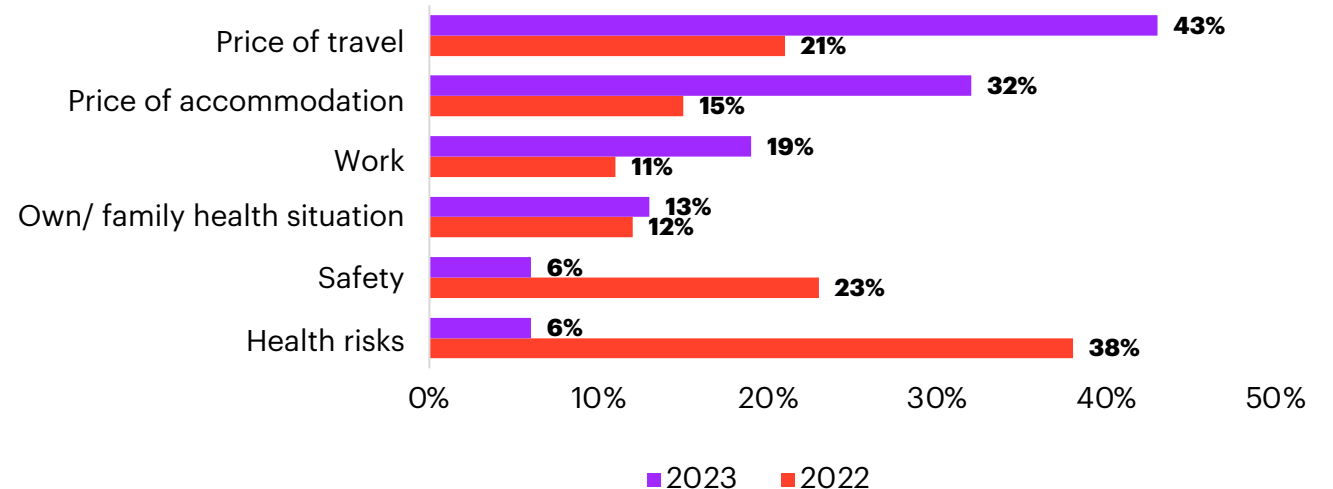
Attitudes to holidays in relation to the cost of living



The cost of travel is increasingly an obstacle

Top travel obstacles centre on the cost of travel and accommodation, with concern elevating over the last year. Barriers relating to health and safety have significantly reduced post pandemic.

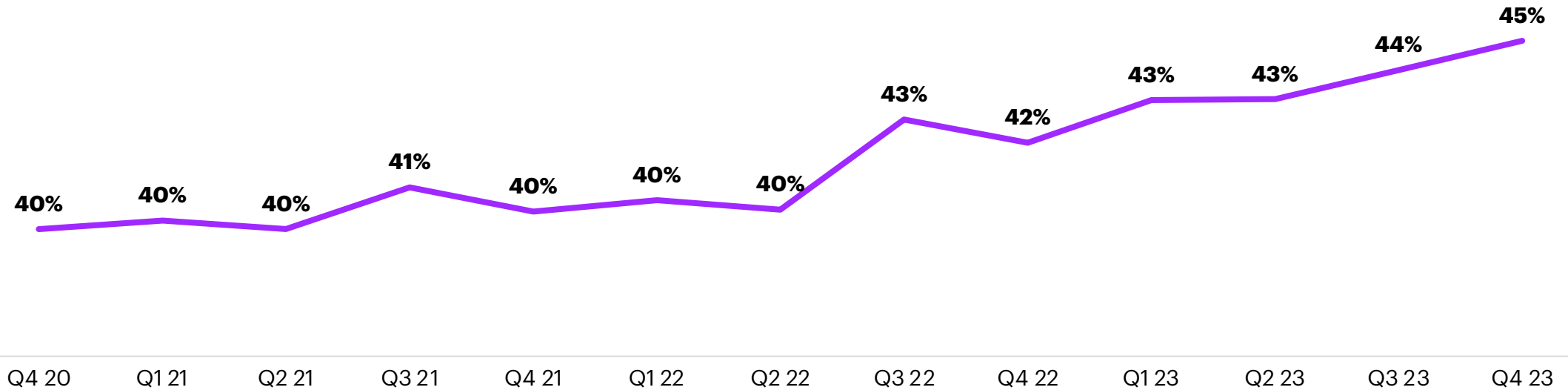
Obstacles to travel



Budget-savvy travellers are on the rise in the UK

There has been a steady increase in the number of travellers who are cost conscious, set a budget, and stick to it.

Budget traveller (i.e. I set a budget and do my best not to go over the budget)

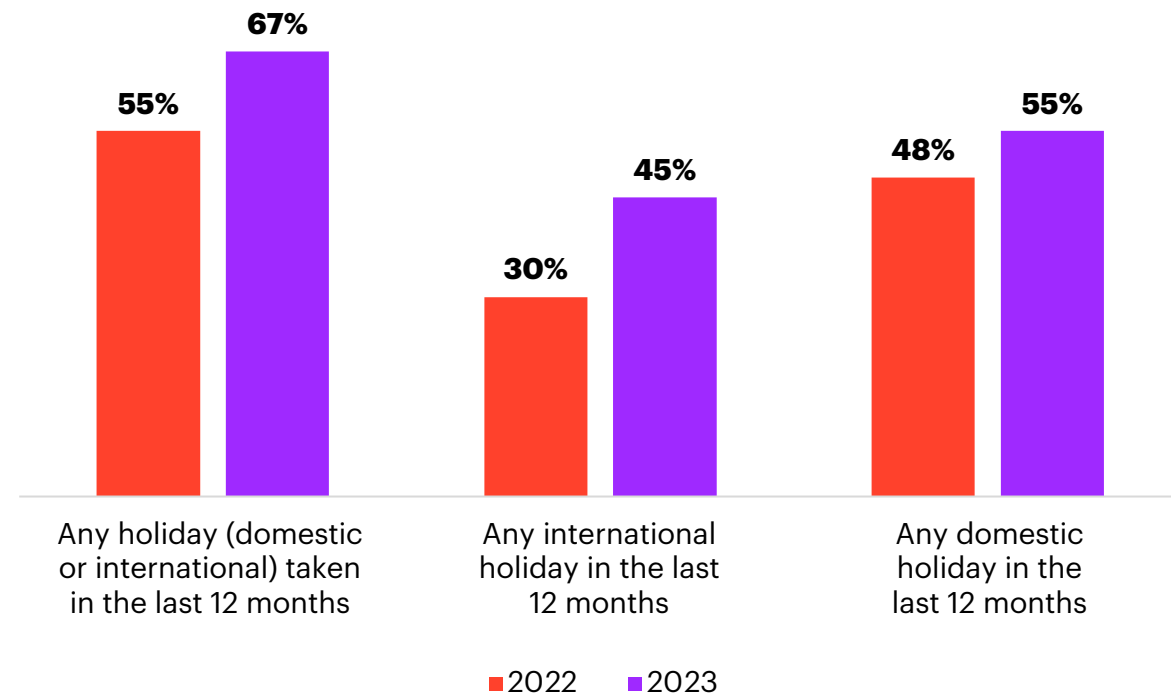


(YouGov Global Travel Profiles, Filter – Type of traveller – Budget/Value traveller, Country – UK)

More Brits took a holiday in 2023

Two thirds of Brits took a holiday in 2023, with both domestic and international travel rising. International travel experienced the most significant increase.

Holidays taken in the last 12 months



The number of international holidays also increased

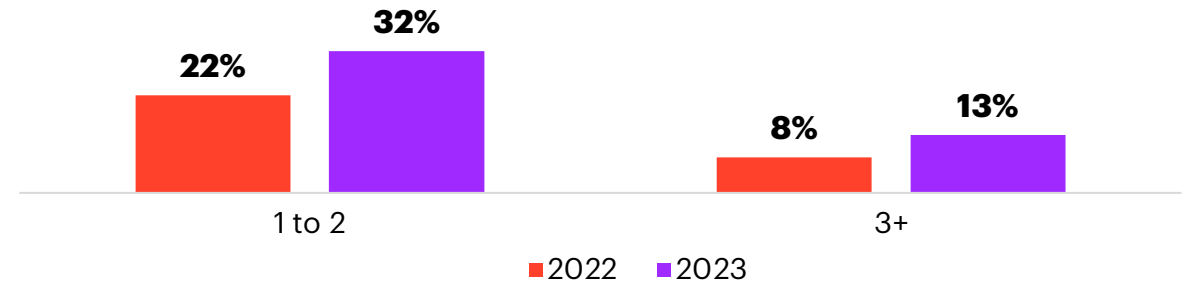
Brits took more international holidays last year compared to the previous year.

Compared to previous years, a third went on more trips in 2023, while only 18% went on fewer holidays.

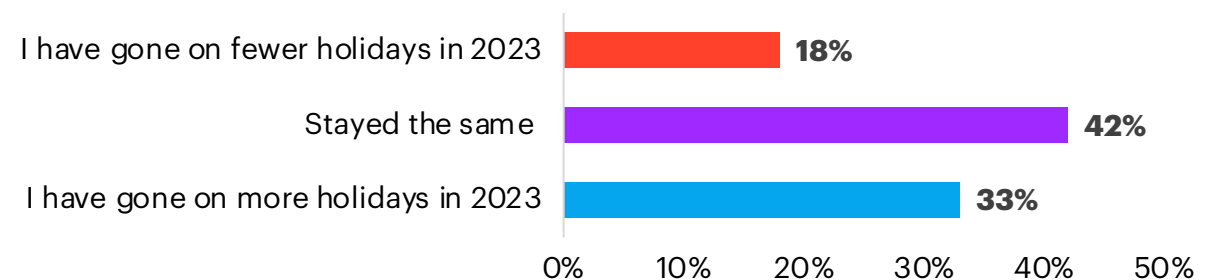
1- (YouGov Profiles+ Great Britain, Datasets – November 27, 2022, November 26, 2023, N>71,000)

2 - YouGov research conducted this research in October 2023, targeting 2,075 number of respondents.(YouGov Custom Survey, UK, 13th-16th October 2023, 1,479 All those who have gone on holiday in 2023 or are planning to)

Number of international holidays



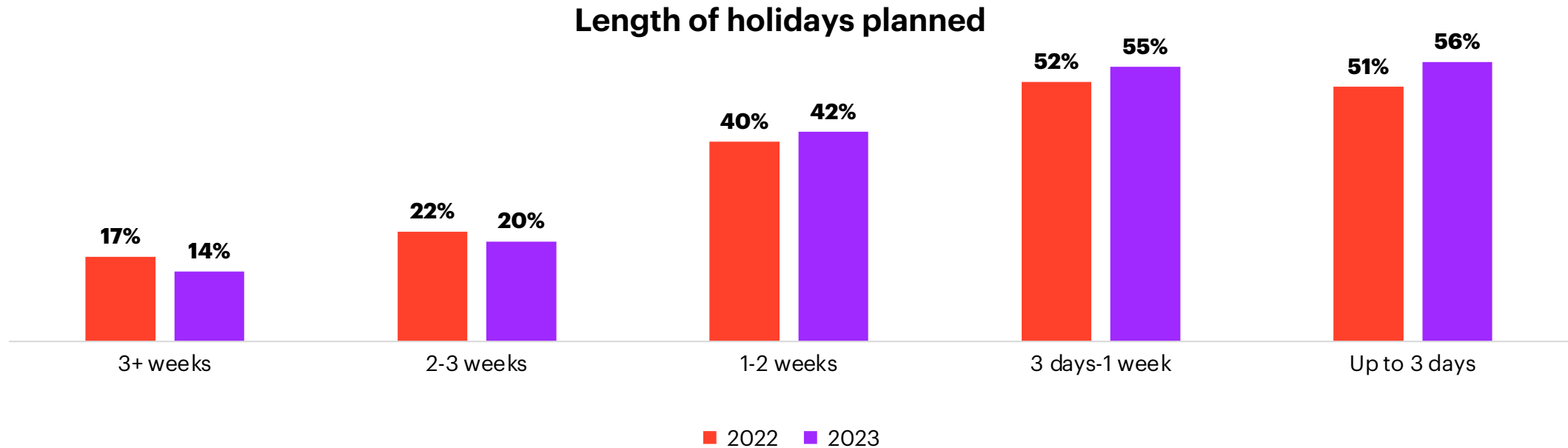
Number of holidays in 2023 compared to previous years



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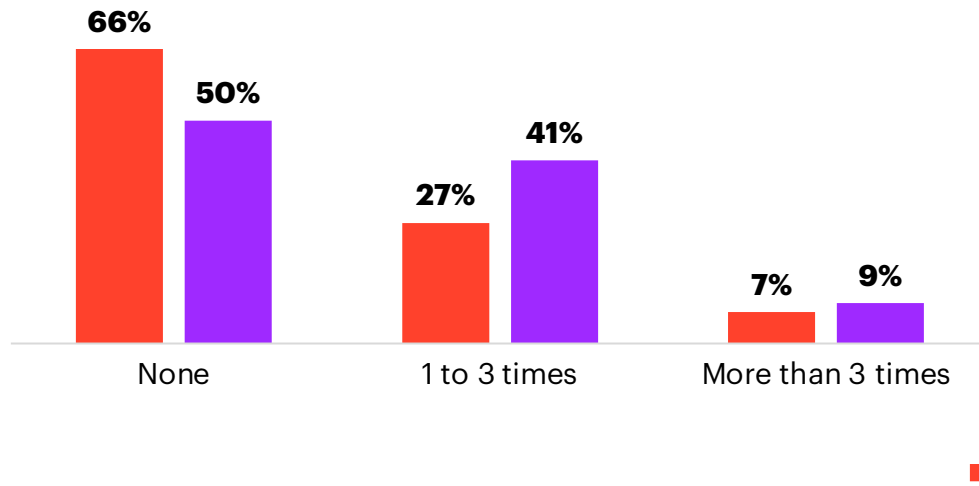
Increased preference for short stay holidays

Looking at length of holidays planned for 2023 versus in 2022, there was an increased preference for holidays lasting less than 3 days.

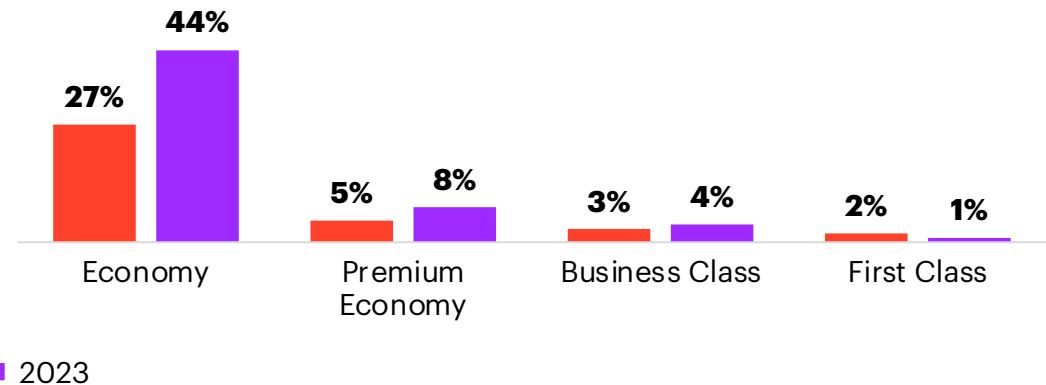


Flying high, but which class?

Frequency of flying in last 12 months



Flight class used in last 12 months

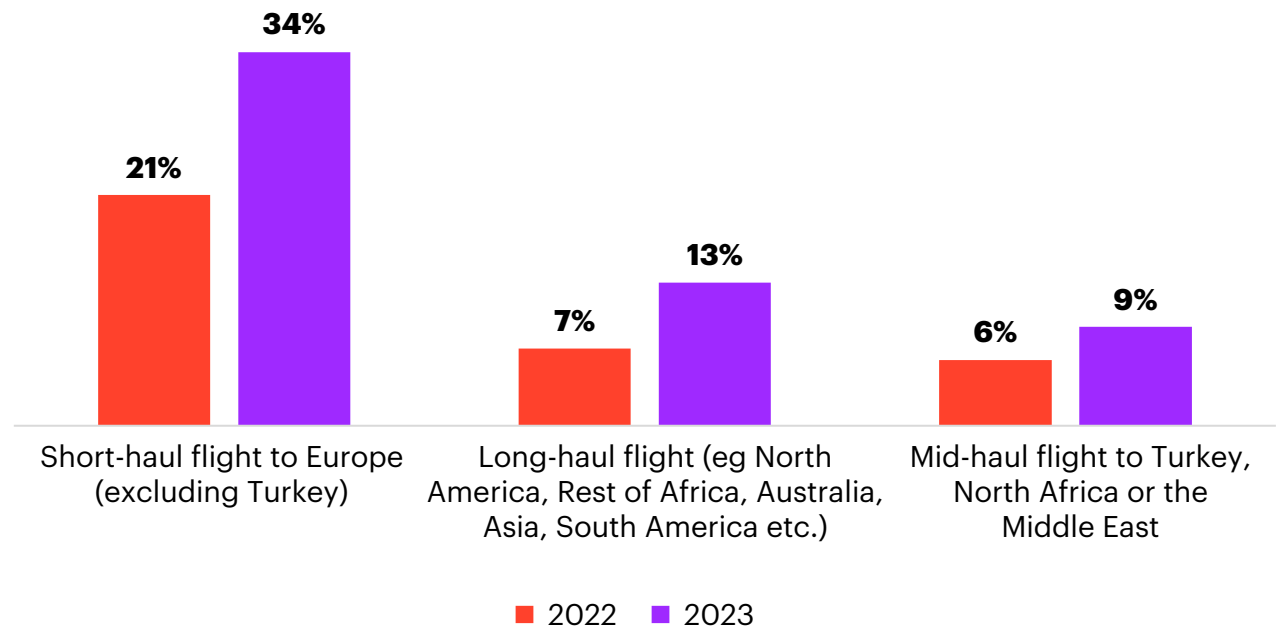


■ 2022 ■ 2023

The world's your oyster

More Brits travelled to Europe in 2023, but more also took mid and long-haul flights.

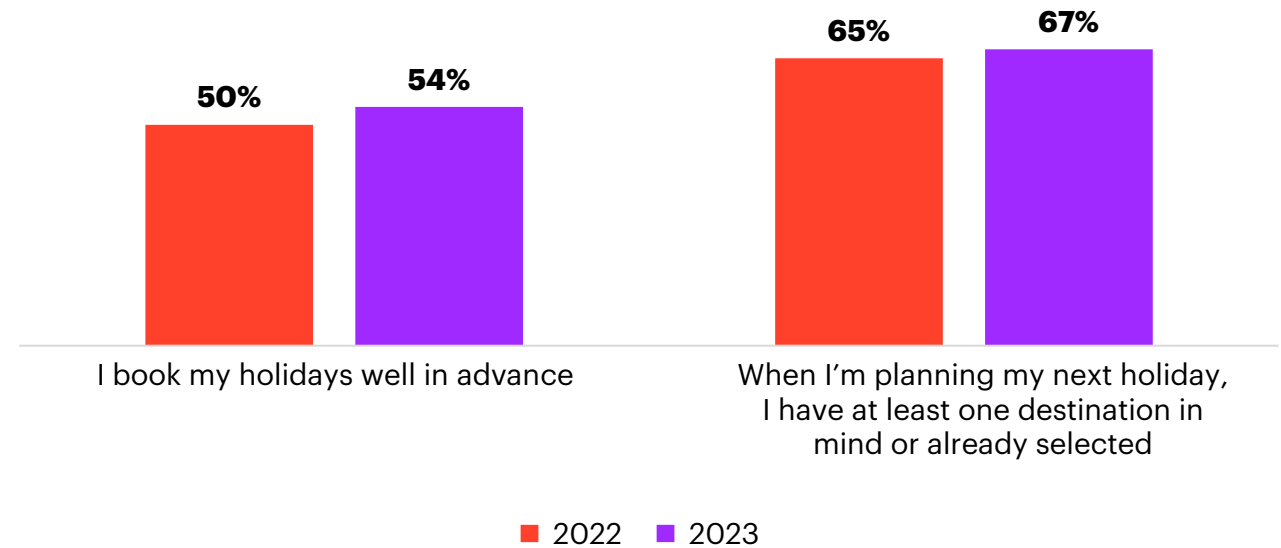
Type of flight taken



Increased booking in advance

More than half plan their holidays well in advance and two thirds have at least one destination in mind when they are planning their next holiday.

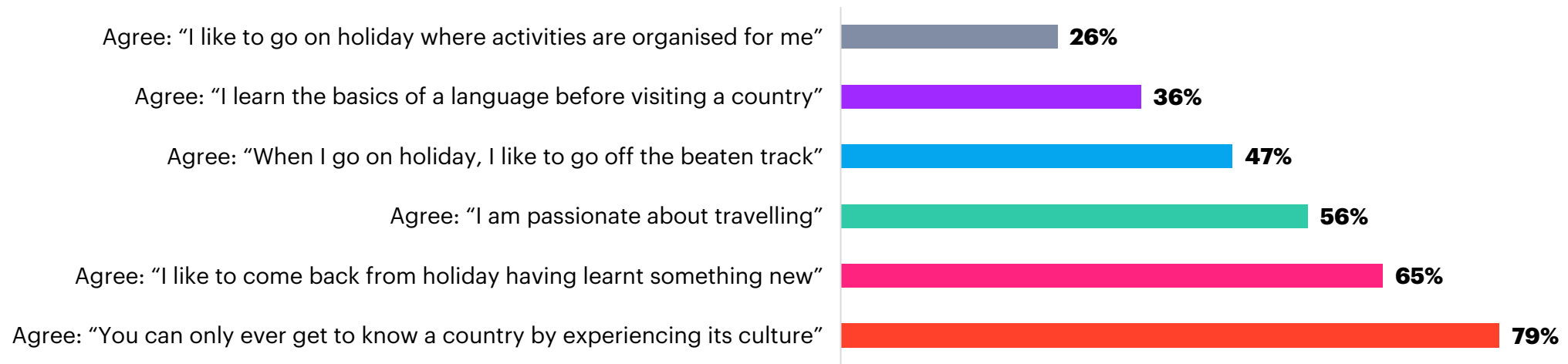
Holiday planning trends



Brits looking for travel enrichment and cultural immersion

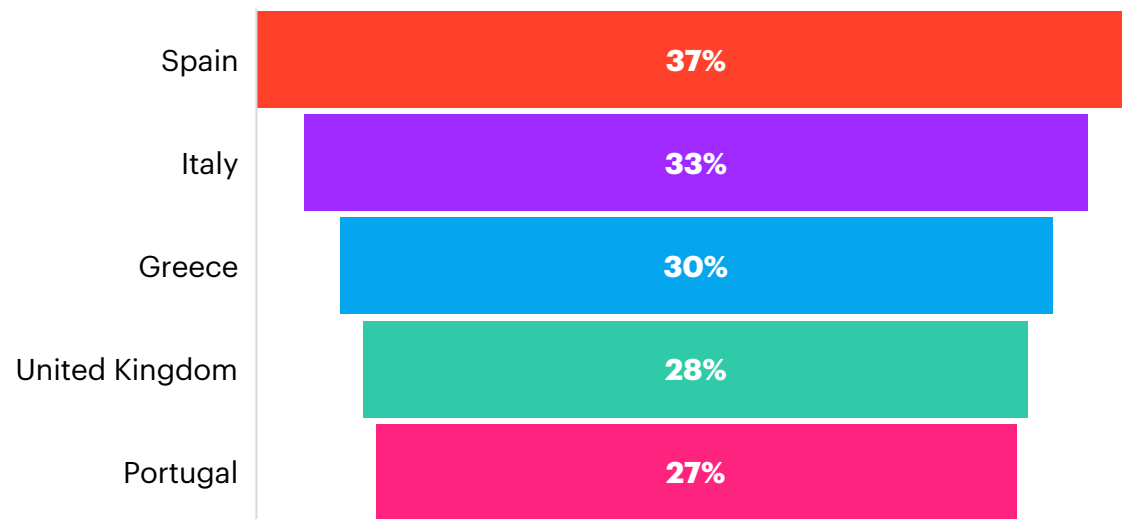
On holiday, Brits want to experience the culture, learn something new and are passionate about travelling.

UK travel attitudes



Which destinations are most popular among Brits?

Following destinations are most popular among Brits.



(YouGov Profiles+ Great Britain, Datasets – November 26, 2023, Filter – Nat Rep, N>15,000)

[Explore more data](#)

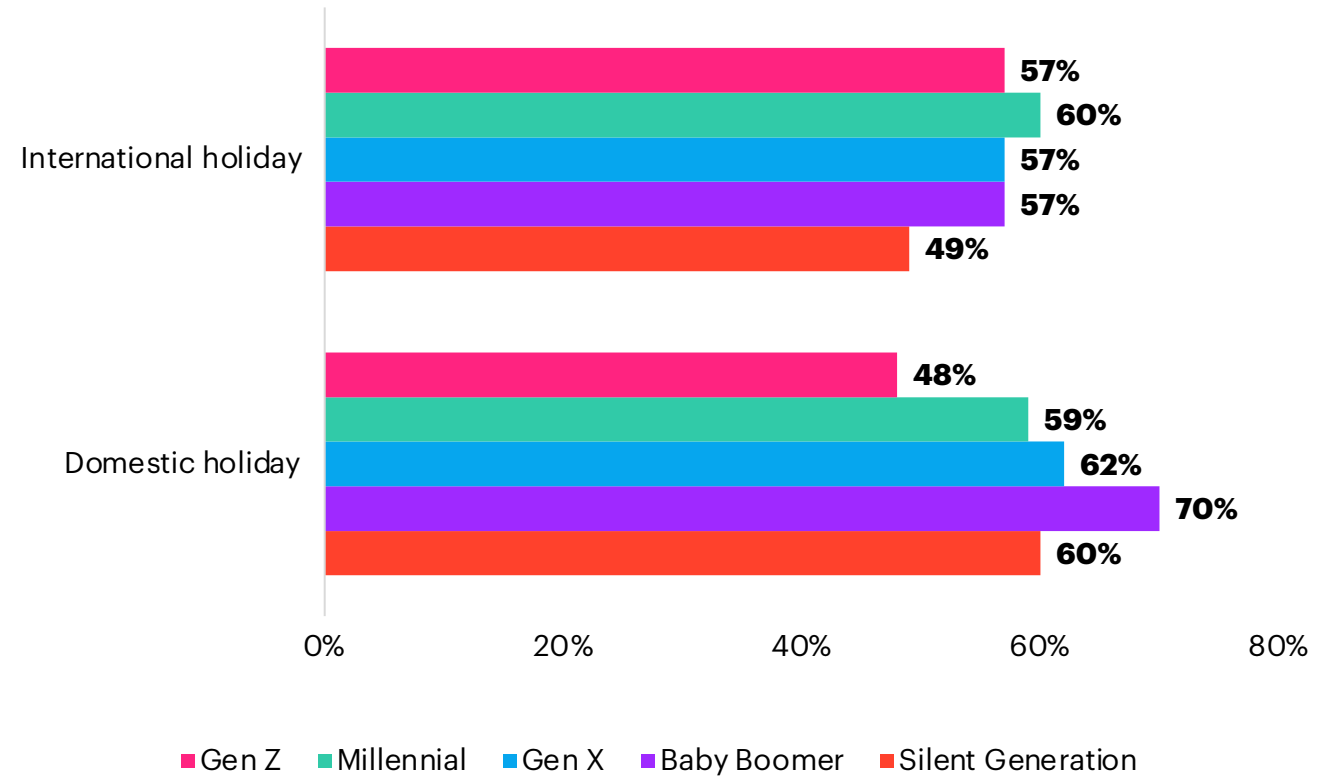
How type of travel varies across generations

Staycations have higher appeal for Baby Boomers and Gen X, whilst Millennials are more likely to want to travel abroad in the next 12 months.

[Explore more data](#)[Get in touch](#)

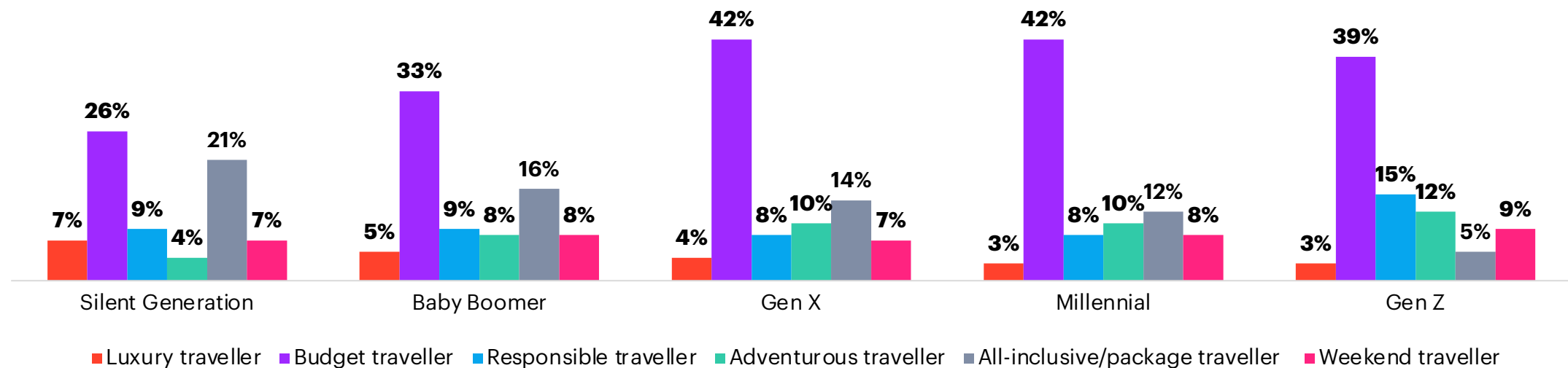
(YouGov Global Travel Profiles, Datasets – November 26, 2023, Filter – Leisure travellers, Country – UK, Month – Jan-Dec 2023, N>222)

Trip types in the next 12 months



Gen Z are more likely to be responsible and adventurous travellers

Type of traveller by age group



(YouGov Global Travel Profiles, Filter – UK Leisure travellers, Country – UK, Month – Jan-Dec 2023, N>222)

Luxury traveller: i.e. tend to fly business or first-class and stay in 5-star accommodations

Budget/Value traveller: i.e. I set a budget and do my best not to go over the budget

Responsible traveller: i.e. wellness focused, environmental impact, culturally minded

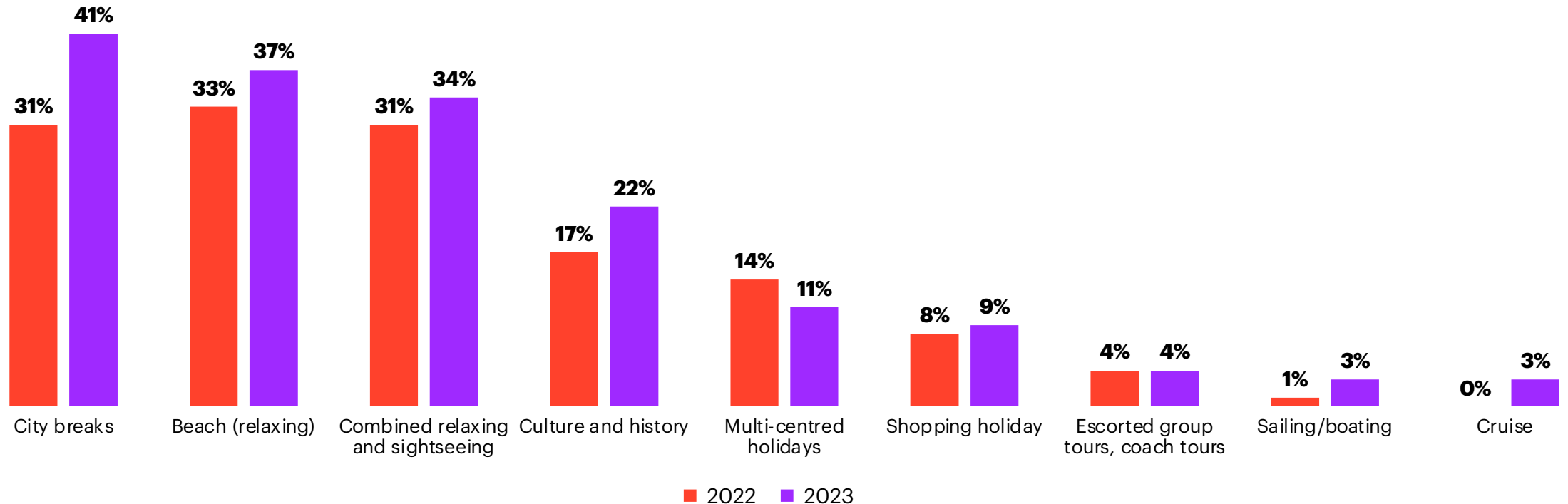
Adventurous traveller: i.e. my main priority in traveling is exploring the destination, outdoors focused activities

All-inclusive/package traveller: (i.e. cruises or other all-inclusive travel packages)

Weekend traveller: i.e. 3-day weekend trips

Gen Z typically favour beach holidays and city breaks

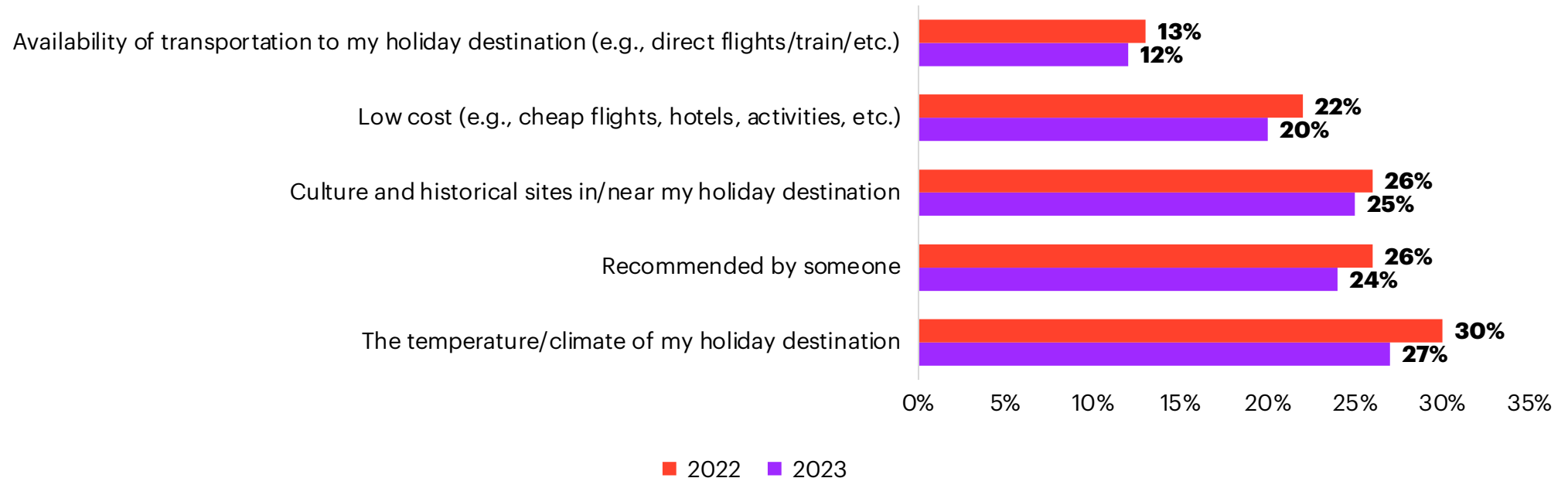
Gen Z holiday types



(YouGov Profiles+ Great Britain Datasets - November 27, 2022, November 26, 2023. Filter - Gen Z Leisure travellers, N>1,300)

And are influenced by climate, cost, and culture

What influenced your choice of most recent holiday destination?



(YouGov Profiles+ Great Britain Filter – Gen Z Leisure travellers, N>2,000)

[Explore more data](#)

Future outlook

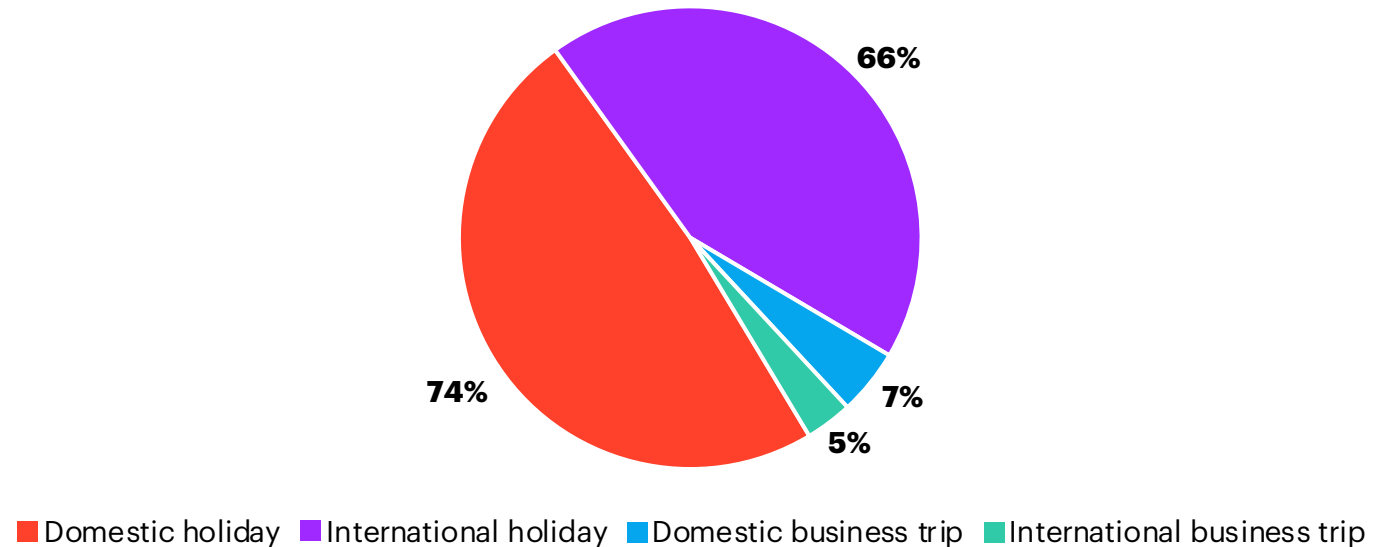
Where next?



Where next for British travellers?

Both home and away are on the horizon, two thirds are planning to go overseas, and three quarters are planning a staycation in the next 12 months.

Trip types planned in the next 12 months

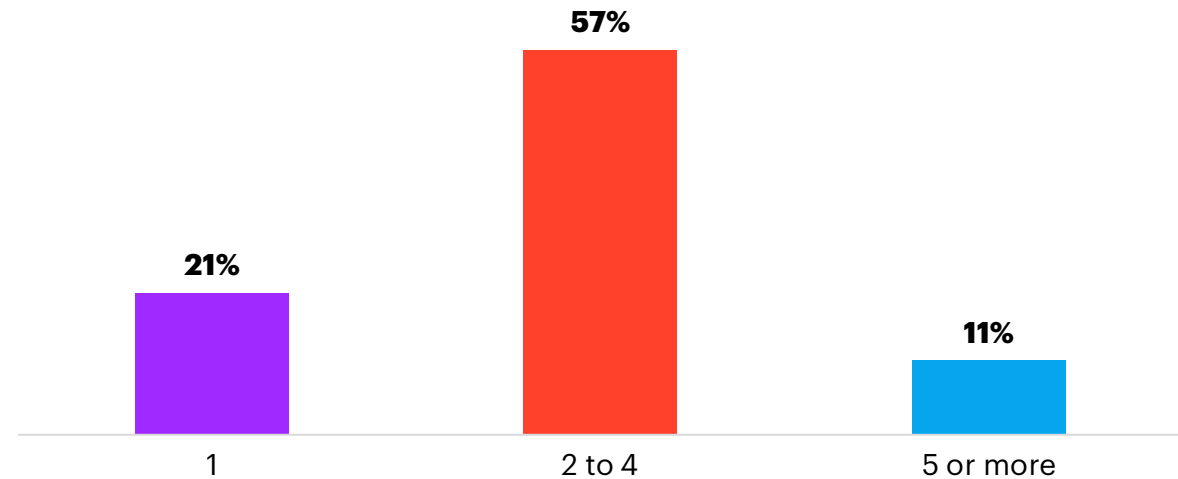


(YouGov Global Travel Profiles, Filter – Trip types in N12M domestic OR international, Country – UK, Month – Jan-Dec 2023, N>18,000)

Get in touch

Among those who are planning to take a trip in the next 12 months, 57% anticipate taking 2 to 4 trips.

Number of trips planned in the next 12 months



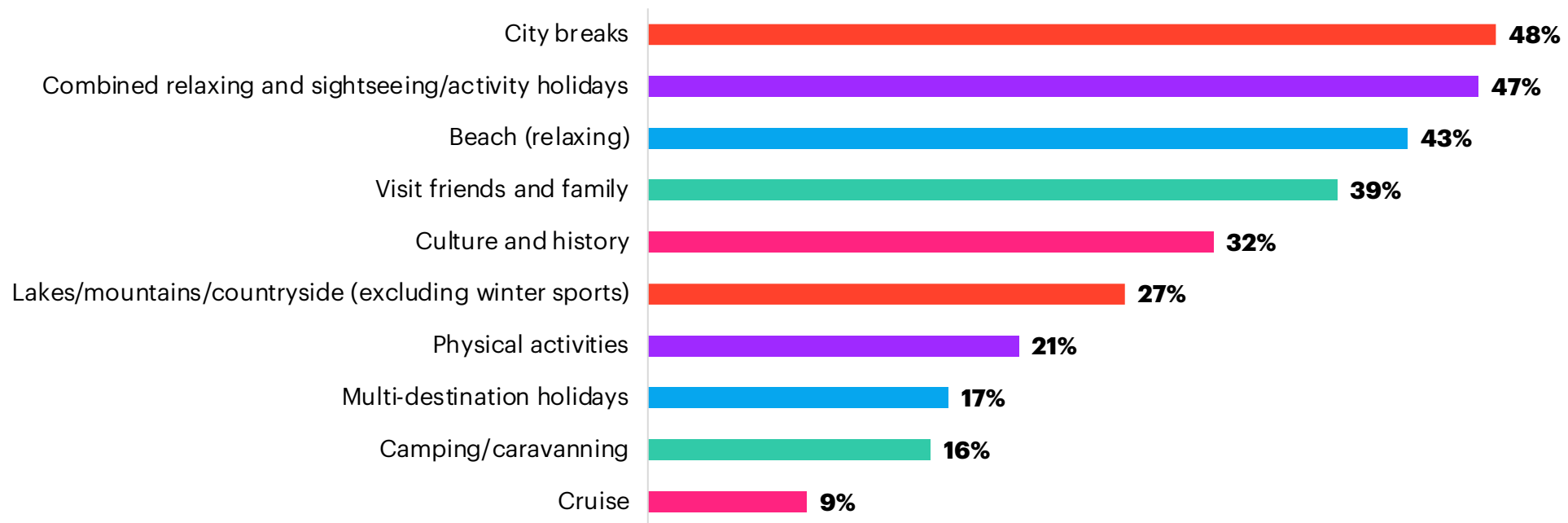
(YouGov Global Travel Profiles, Filter – Trip types in N12M domestic OR international, Country – UK, Month – Jan-Dec 2023, N>18,000)

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City breaks, sightseeing, or beach?

Future favourite holiday types for Brits include a mix of culture, sightseeing, socialising and relaxing.

Future favourite holiday types



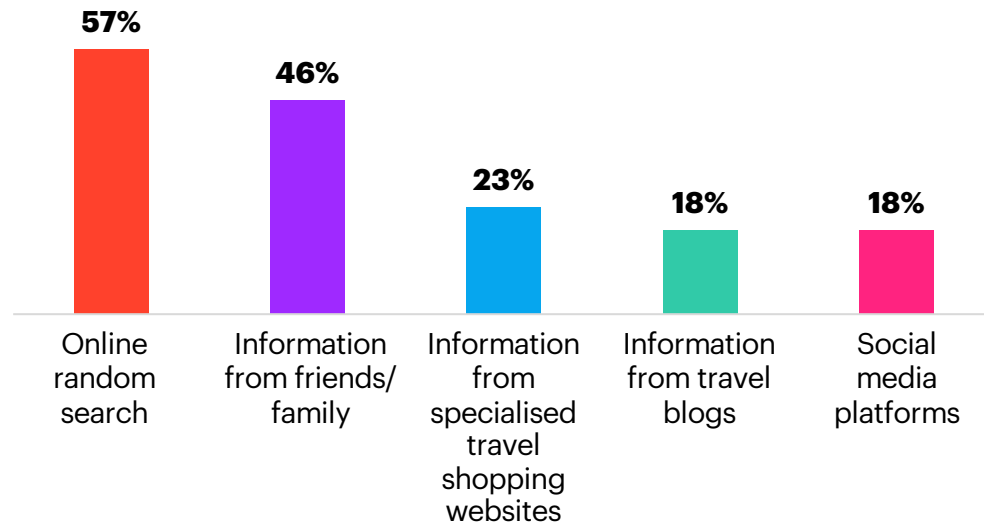
(YouGov Global Travel Profiles, Filter – Trip types in N12M domestic OR international, Country – UK, Month – Jan-Dec 2023, N>18,000)

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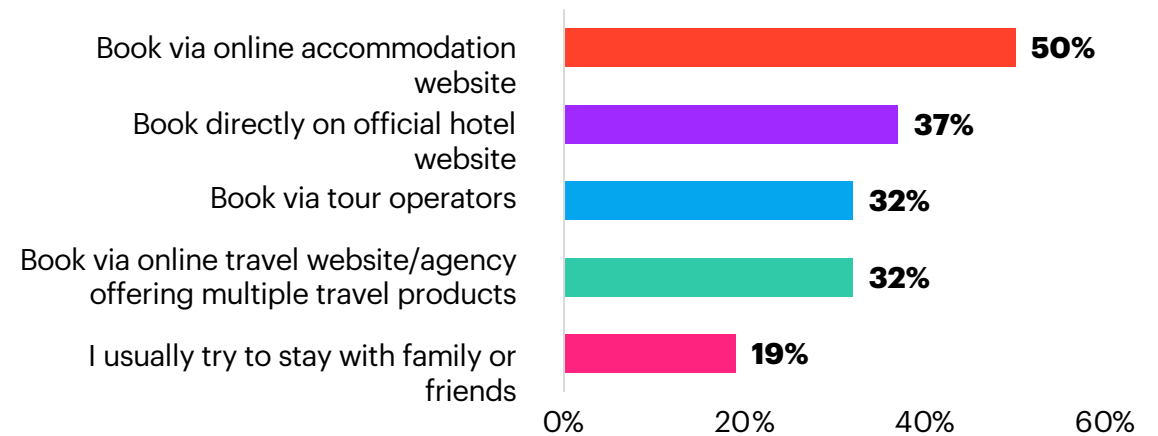
Online plays a key role in holiday planning and accommodation booking

Searching online, recommendations from family and friends, travel websites, blogs and social media are top resources used when planning a holiday.

Methods used to help plan a holiday



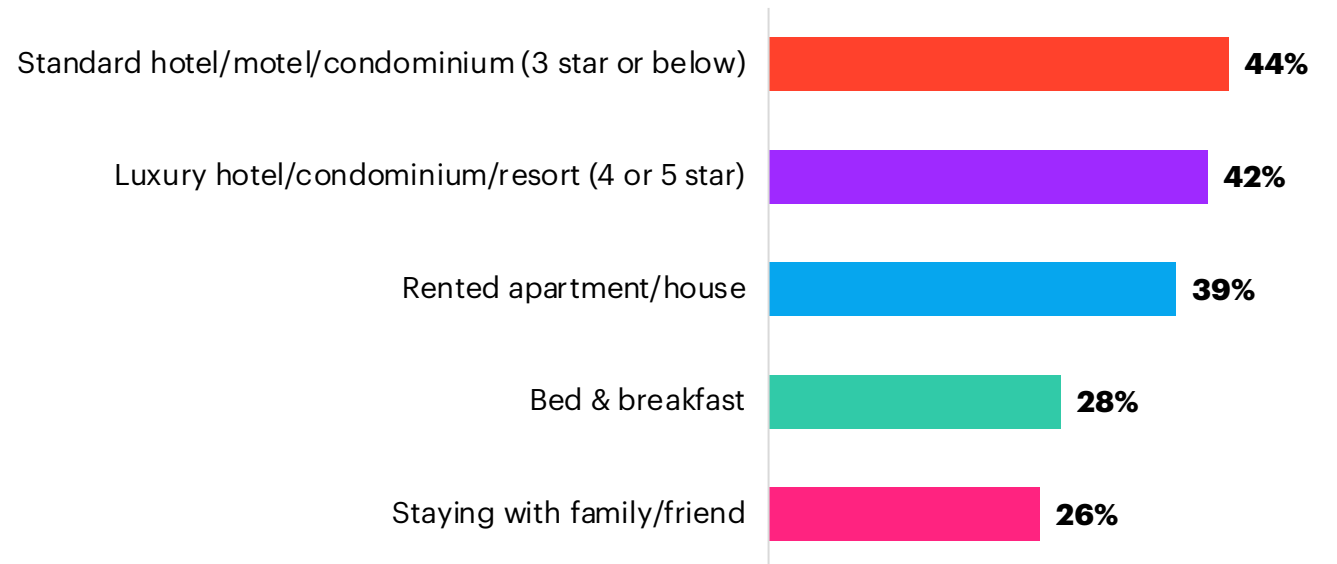
Booking methods used when booking holiday accommodation



What type of accommodation appeals to Brits?

When taking a holiday, most Brits prefer staying in hotels.

Types of accommodation typically used



(YouGov Global Travel Profiles, Filter – Trip types in N12M domestic OR international, Country – UK, Month – Jan-Dec 2023, N>18,000)

Get in touch

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