

Spring Travel Index - UK Trends & Insights

HIGHLIGHTS:

- 7 in 10 **Brits (71%) are planning to travel this spring** with 45% planning to travel more than this time last year.
- Cost of living is on everyone's mind, but **41% plan to travel as planned despite rising prices**. Plus, 43% will spend more on their biggest trip than they did last spring.
- **International travel remains the most popular option**, with 52% of Brits who will travel this spring heading overseas.
- The **North of England** dominates the charts for **trending domestic destinations**
- **Asia Pacific** makes up **top 10 fastest growing** international destinations

SENTIMENT DATA

TRAVEL DEMAND REMAINS HIGH THIS SPRING

- **71% of Brits are planning to travel this spring** while 18% are not sure
 - *This is up from the 60% who planned travel between December 2022 and February 2023.*
- 50% planned their trip 3-6 months in advance; 28% planned 1-2 months in advance.
- **63% feel "extremely comfortable" travelling this spring**; 33% "somewhat comfortable", while 4% are "neither comfortable nor uncomfortable".
- Similarly, top emotions about upcoming trip are excited (67%), happy (66%) and optimistic (33%)

TRIP DURATION

- 90% (most popular answer) will take 1-2 trips this spring; 9% will take 3-5
- 8% say they will travel significantly more than they travelled last spring; 27% say slightly more, 45% say about the same and 19% will travel less (AKA **80% will travel the same or more than last spring**)
- 60% plan to visit one city on their trip; 28% plan to visit two; 12% plan to visit three
- 21% staying for three nights; 18% for four nights; 41% for 5+ nights

MONEY IS ON EVERYONE'S MIND - BUT IT ISN'T STOPPING TRAVEL

- 69% say cost/affordability is the most important factor when planning a trip (length of trip is next at 36%)
- However, **41% plan to travel as planned despite rising cost of living**
 - 27% will likely travel less/for shorter lengths than previously planned because of the rising cost of living
 - 27% will likely vacation closer to home than previously planned
- Energy costs have a similar impact: 26% will likely travel less/shorter lengths; 23% will vacation closer to home; and 45% will travel as planned
- 48% say price influenced their travel dates
- **43% will spend more on their trip this spring than they did last spring**
 - 11% will spend "significantly more", 32% will spend "slightly more"; 38% about the same, 15% will spend "slightly less" and just 5% will spend significantly less

TRIP TYPE

- 48% will travel domestically, **52% will travel international this spring**

- This is up slightly from the 50% who reported they would travel internationally during winter 22/23 and 51% who reported the same during autumn 22.
- 69% are returning to a destination they have already visited, 31% going somewhere new
- While 40% will travel within three hours of their home, **21% will travel 7+ hours for their spring trip**
 - 56% are travelling by plane, 24% by car and 17% by train
- 58% staying in a hotel, 14% staying with a friend and 11% in a vacation rental
- **Purpose of upcoming trip = fun and relaxation** 46% making memories with partner, family, or friends; 42% escape from the daily routine; 41% relax/rejuvenate
- Trip type: **37% taking a cultural/sightseeing trip** and 21% planning a beach trip

ON-TRIP ACTIVITIES

- What are you most excited for on your trip: 52% food, 47% culture, 46% scenery (41% people, 39% activities, 36% weather)
- Types of experiences travellers are prioritising: 57% restaurants/food tours, 44% attractions/museums, 39% cultural tours/experiences
- 23% have already booked on-trip activities and just 15% have already made restaurant reservations (and 77% of those are for dinner)
- Most popular things people like to do generally while on a trip: 68% restaurants, 49% historic sights/landmarks, 47% shopping
- 66% of people decide what they want to do on their trip in the moment based on feelings

IMPACT OF LOVED ONES

- **29% say their destination was influenced by visiting family and friends**
- 41% are using a recommendation from family/friends
- 23% are going to a family reunion
- **57% travelling with their partner**; 31% with kids; 13% solo
- 61% involve their partner/spouse in vacation planning, 28% involve friends

SITE DATA

Most popular destinations for Brits

- **Windermere, Cumbria** breaks through to place No. 7 in the most popular domestic destinations alongside the UK's biggest cities

Top 10 Domestic Destinations	Top 10 International Destinations	Top 10 Overall Destinations
1. London, UK	1. Paris, France	1. London, UK
2. Edinburgh, UK	2. Amsterdam, Netherlands	2. Paris, France
3. Liverpool, UK	3. Benidorm, Spain	3. Amsterdam, Netherlands
4. York, UK	4. Costa Adeje, Spain	4. Benidorm, Spain
5. Blackpool, UK	5. Dubai, UAE	5. Costa Adeje, Spain
6. Manchester, UK	6. Rome, Italy	6. Dubai, UAE
7. Windermere, UK	7. New York City	7. Rome, Italy
8. Bath, UK	8. Barcelona, Spain	8. New York City

9. Glasgow, UK	9. Antalya, Turkey	9. Barcelona, Spain
10. Birmingham, UK	10. Marrakech, Morocco	10. Antalya, Turkey

Fastest growing destinations/trending

- **All of the top 10 fastest growing international destinations for Brits this spring are in APAC**, suggesting that eased border restrictions are making a difference and British travellers are finally comfortable travelling to the other side of the world
- The **North of England** dominates the fastest growing domestic destinations making up **80% of the top 10 list**

Top 10 Fastest Growing Domestic Destinations	Top 10 Fastest Growing International Destinations
1. Gosforth , Lake District, Cumbria	1. Ho Chi Minh City , Vietnam
2. Ingoldmells , Skegness, Lincolnshire	2. Hakone-machi , Japan
3. Borrowdale , Lake District, Cumbria	3. Hoi An , Vietnam
4. St Peter Port , Guernsey, Channel Islands	4. Hanoi , Vietnam
5. Bowness-on-Windermere , Cumbria, Lake District	5. Chuo , Japan
6. Seahouses , Northumberland	6. Lapu Lapu , Philippines
7. Douglas , Isle of Man	7. Hong Kong , China
8. Keswick , Lake District, Cumbria	8. Chiyoda , Japan
9. Bridling , Yorkshire	9. Shinjuku , Japan
10. Skipton , North Yorkshire	10. El Nido , Philippines

Most popular travel times:

- The week of **29th March to 4th April** is the most popular travel week for the spring, with the following week (5th April to 11th April) coming a close second.
- Most popular travel day (in order): 01 April, 03 March and 10 March

EASTER TRAVEL

Top 10 UK Holiday Travel Destinations for Easter 2023

1. [London](#)
2. [Edinburgh](#)
3. [Liverpool](#)
4. [Blackpool](#)
5. [York](#)
6. [Manchester](#)
7. [Windermere](#)
8. [Bath](#)
9. [Belfast](#)
10. [Brighton](#)

Top 10 International Travel Destinations for Brits this Easter

1. [Paris](#), France
2. [Amsterdam](#), Netherlands
3. [Rome](#), Italy
4. [Costa Adeje](#), Spain
5. [Barcelona](#), Spain
6. [New York](#), US
7. [Benidorm](#), Spain
8. [Dubai](#), UAE
9. [Antalya](#), Turkey
10. [Marrakech](#), Morocco

Top 10 UK Trending Destinations for Easter 2023 (fastest growing year on year)

1. [Borrowdale](#), Lake District, Cumbria
2. [Skegness](#), Lincolnshire
3. [St Peter Port](#), Guernsey, Channel Islands
4. [Belfast](#), NI
5. [Newquay](#), Cornwall
6. [St Helier](#), Jersey
7. [Douglas](#), Isle of Man
8. [Scarborough](#), North Yorkshire
9. [Norwich](#), Norfolk
10. [Falmouth](#), Cornwall

Top 10 Trending International Travel Destinations for Brits this Easter (fastest growing year on year)

1. [Hoi An](#), Vietnam
2. [Hanoi](#), Vietnam
3. [Shinjuku](#), Japan
4. [Boracay](#), Philippines
5. [Hakone-machi](#), Japan
6. [Medina](#), Saudi Arabia
7. [Seoul](#), Korea
8. [Kata Beach](#), Thailand
9. [Mumbai](#), India
10. [Mecca](#), Saudi Arabia

EXPERIENCES

Most booked experiences by Brits this spring

1. [Auschwitz-Birkenau Memorial and Museum Guided Tour from Krakow](#) - Krakow, Poland
2. [Skip-the-Line Group Tour of the Vatican, Sistine Chapel & St. Peter's Basilica](#) - Rome, Italy
3. [Flagship Canal Cruise in Classic Boat - Live guide with drinks & Dutch cheese](#) - Amsterdam, The Netherlands
4. [Colosseum Arena Floor, Roman Forum and Palatine Hill](#) - Rome, Italy
5. [Golden Circle, Blue Lagoon Including Admission & Kerid Volcanic Crater](#) - Reykjavik, Iceland
6. [Grand Canyon West Rim Bus Tour & Hoover Dam Photo Stop with Optional Skywalk](#) - Las Vegas, US
7. [Zakopane Tour with Hot Bath Pools and Hotel Pickup](#) - Krakow, Poland
8. [The Original Classic Whale Watching from Reykjavik](#) - Reykjavik, Iceland
9. [Wieliczka Salt Mine Guided Tour from Krakow](#) - Krakow, Poland
10. [Atlas Mountains and Three Valleys & Waterfalls - Camel ride Day Trip Marrakech](#) - Marrakech, Morocco

Most booked experiences in the UK:

1. [Underground Walking Tour in Edinburgh](#) - Edinburgh, UK
2. [Beatles Magical Mystery Tour](#) - Liverpool, UK
3. [Giant's Causeway Day Trip from Belfast](#) - Belfast, UK
4. [The Deathly Dark Ghost Tour of York: Visit York Award Winner 2022](#)- York, UK
5. [TUCKED \(Brighton\) Bottomless brunch and Drag Queen Show](#) - Brighton, UK
6. [Peaky Blinders Walking Tour](#) - Birmingham, UK
7. [Liverpool: 50-Minute Mersey River Cruise](#) - Liverpool, UK
8. [Loch Ness, Scottish Highlands, Glencoe & Pitlochry Tour from Edinburgh](#) - Edinburgh, UK
9. [Thames Lunch Cruise with 2-Course Meal](#) - London, UK
10. [The Chocolatarium Chocolate Tour Experience in Edinburgh](#) - Edinburgh, UK

<https://tripadvisor.mediaroom.com/Spring-travel-data-uk>