



**COMMUNICORP** UK

**CATEGORY INSIGHT – STAYCATIONS/DAYS OUT**



IDEAS THAT **INSPIRE**  
RELATIONSHIPS THAT **COUNT**  
RESULTS THAT **MATTER**

# SOURCES USED IN THIS REPORT



- Mintel – COVID-19: The route to recovery, May 2021.
- Kantar Media – Holiday habits, April 2021
- Mintel – COVID-19 & Travel: A year on, April 2021.
- Kantar Media, GB TGI Consumer Analysis

**KANTAR**

TGI Consumer Analysis



# CONSUMERS FLOCK TO THE COAST AND COUNTRY

Countryside and seaside holidays are in demand as the 'closer to nature' theme of 2020 continues with more people enjoying their own country.

After the first lockdown only 20% of those who usually visit attractions had returned but by late Summer, consumers had started to feel more comfortable about the idea of visiting venues.

Once the outbreak is under control, domestic destinations will face fiercer competition from overseas destinations. UK holidays must offer travellers a reason to come back.

# HOLIDAYS BOOKED



**46% of Brits said getting away on holiday is the activity they're most looking forward to.**

**13% of UK adults have booked their main holiday for 2021, up from 11% in late January.**

**20% of parents and 25% of those with an income of £50,000+ are most likely to have already booked their main holiday.**



# THE TRAFFIC LIGHT SYSTEM HAS MADE MORE PEOPLE DECIDE TO HOLIDAY IN THE UK

- In March, 26% of Brits planning to take a staycation for their main holiday had already booked their break.
- Prior to covid-19, 59% of Brits took their main holiday abroad while 41% stayed in the UK.
- This has reversed the split seen in January 2021, when 54% expected to go abroad and 46% planned to stay in the UK.
- The shift seems stronger among families with children and over-65s.



# THE PANDEMIC HAS ENCOURAGED PEOPLE TO EXPLORE THE UK



85%

“The COVID-19 outbreak has made me more interested in discovering destinations closer to home.”



# DESIRE TO EXPLORE THE REST OF THE UK LEADS TO POTENTIAL FOR SCOTLAND AND WALES

- 27% said they planned to visit Scotland in the next 12 months compared with 16% in the last 12 months.
- 25% said they planned to visit Wales in the next 12 months compared with 16% in the last 12 months.



**39% of adults are  
planning a RURAL  
holiday in 2021.**

**This is up from 28% in  
2020.**



**23% of adults are  
planning a BEACH  
holiday in 2021.**

**This is up from 18%  
in 2020.**





# STAYCATIONS DRIVE ATTRACTION VISITING



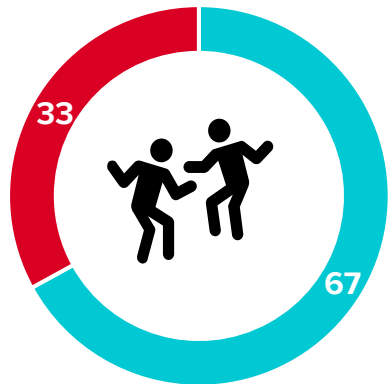
60%

Percentage that have visited an attraction in the last 12 months while on a staycation.



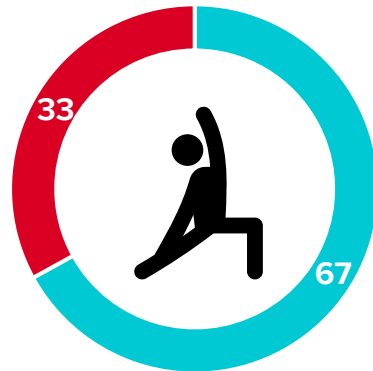
# ACTIVITIES ENJOYED BY THOSE DESPERATE TO BOOK A HOLIDAY

## Clubbing/Dancing



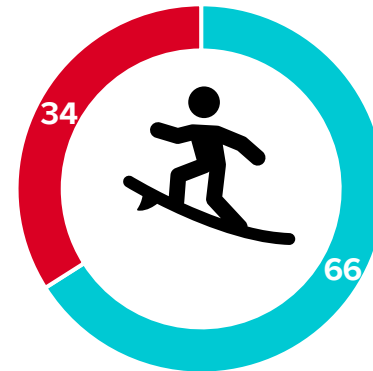
- Enjoy this activity on holiday
- Other adults

## Yoga/Pilates



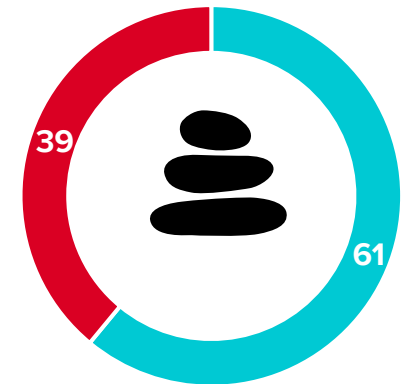
- Enjoy this activity on holiday
- Other adults

## Water Sports



- Enjoy this activity on holiday
- Other adults

## Spa Treatments



- Enjoy this activity on holiday
- Other adults



# DOMESTIC HOLIDAYS FACE COMPETITION FROM FOREIGN TRAVEL FROM 2022 ONWARDS



Re-emergence  
(July 2020 – Dec 2021)

Recovery  
(2022-2025)

## Domestic holidays taken by UK residents

The UK will continue to benefit from cautious and price-sensitive consumers who will opt to stay closer to home, however, lockdowns have significantly impacted the speed of recover. Once UK holidays are permitted again staycations will boom with self-catering accommodation and rural destinations being in high demand

## Domestic holidays taken by UK residents

The value and volume of domestic holidays are expected to quickly bounce back to pre-COVID-19 levels, in 2021 and 2022 respectively. Once the outbreak is under control and the economy has fully recovered, domestic destinations will again face fiercer competition from overseas destinations



# HOLIDAY PREFERENCES OF RADIO LISTENERS

# LONDON, WALES AND THE NORTH WEST ARE POPULAR DESTINATIONS FOR OUR LISTENERS



**Capital listeners are 37% more likely\* to visit London for a short break or holiday.**

**Heart listeners are 17% more likely\* to visit Wales for a short break or holiday.**

**Smooth listeners are 52% more likely\* to visit the North West for a short break or holiday.**



# FINDING GREAT PLACES TO EAT, EXPLORING THE COUNTRYSIDE AND FAMILYTIME ARE HOLIDAY FAVOURITES



**30% of Capital listeners enjoy discovering places to eat while on holiday.**



**32% of Heart listeners enjoy spending time with family while on holiday.**



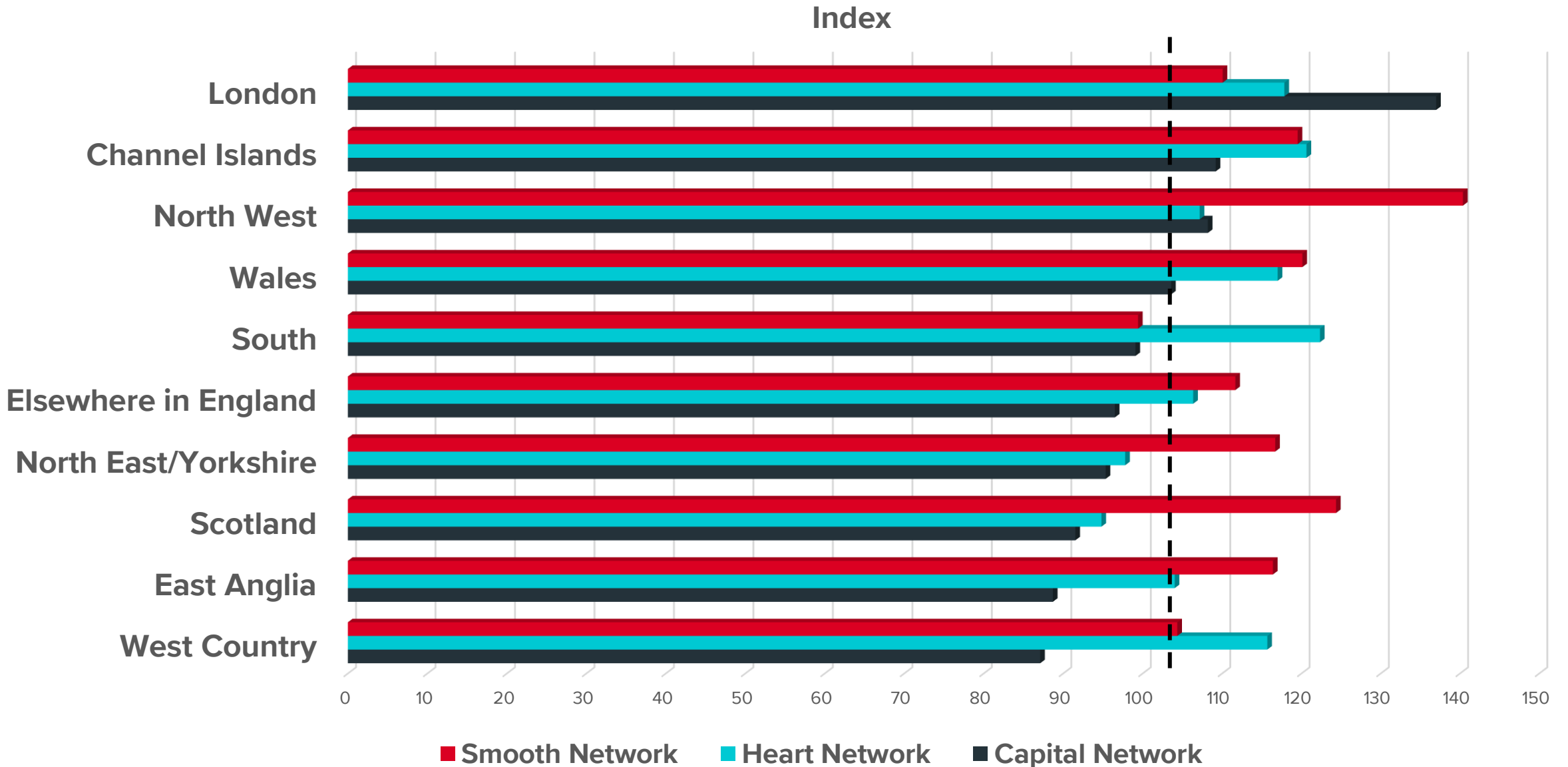
**27% of Smooth listeners enjoy discovering the country while on holiday.**





**TGI DETAIL**

# LIKELIHOOD TO VISIT AREAS IN BRITAIN





# ACTIVITIES PARTICIPATED IN



%

