



**UK Holidaymakers**  
2022 Report



# Contents

Welcome	03
Methodology	05
Holidays at a glance	06
Demographics	07
Results	11
Objectives	27
Survey Analysis	28



**Welcome**



Introduction



Demographics



Results



Further Details



# Welcome

This report presents the findings of Willerby's UK Holidaymakers survey - providing volumes, values, and characteristics of holidays taken by residents of the United Kingdom in 2022.

The survey measures participation in overnight tourism trips taken to destinations in the UK and overseas by residents of England, Scotland, Wales, and Northern Ireland.

No part of this publication may be reproduced for commercial purposes without the written permission of the sponsors. Extracts may be quoted if the source is acknowledged.

Published and copyright of the sponsors:  
**Willerby Ltd.**

October 2022



**Welcome**



Introduction



Demographics



Results



Further Details



# Introduction



# Methodology

This survey was conducted by Willerby Ltd in partnership with CensusWide. The research was undertaken by Censuswide via online interviews with 2,337 UK residents participating in tourism within the UK and overseas.

Respondents were expected to respond to all questions in relation to undertaken/ planned tourism during 2022.

The figures have been weighed and are representative of the UK population.

The research was conducted as an online survey between 11th August 2022 and 16th August 2022.

CensusWide abides by and employs members of the Market Research Society which are based on the ESOMAR principles.

For further information about the UK Holidaymakers survey please contact Willerby at:  
**[marketing@willerby.com](mailto:marketing@willerby.com)**



Welcome



**Introduction**



Demographics



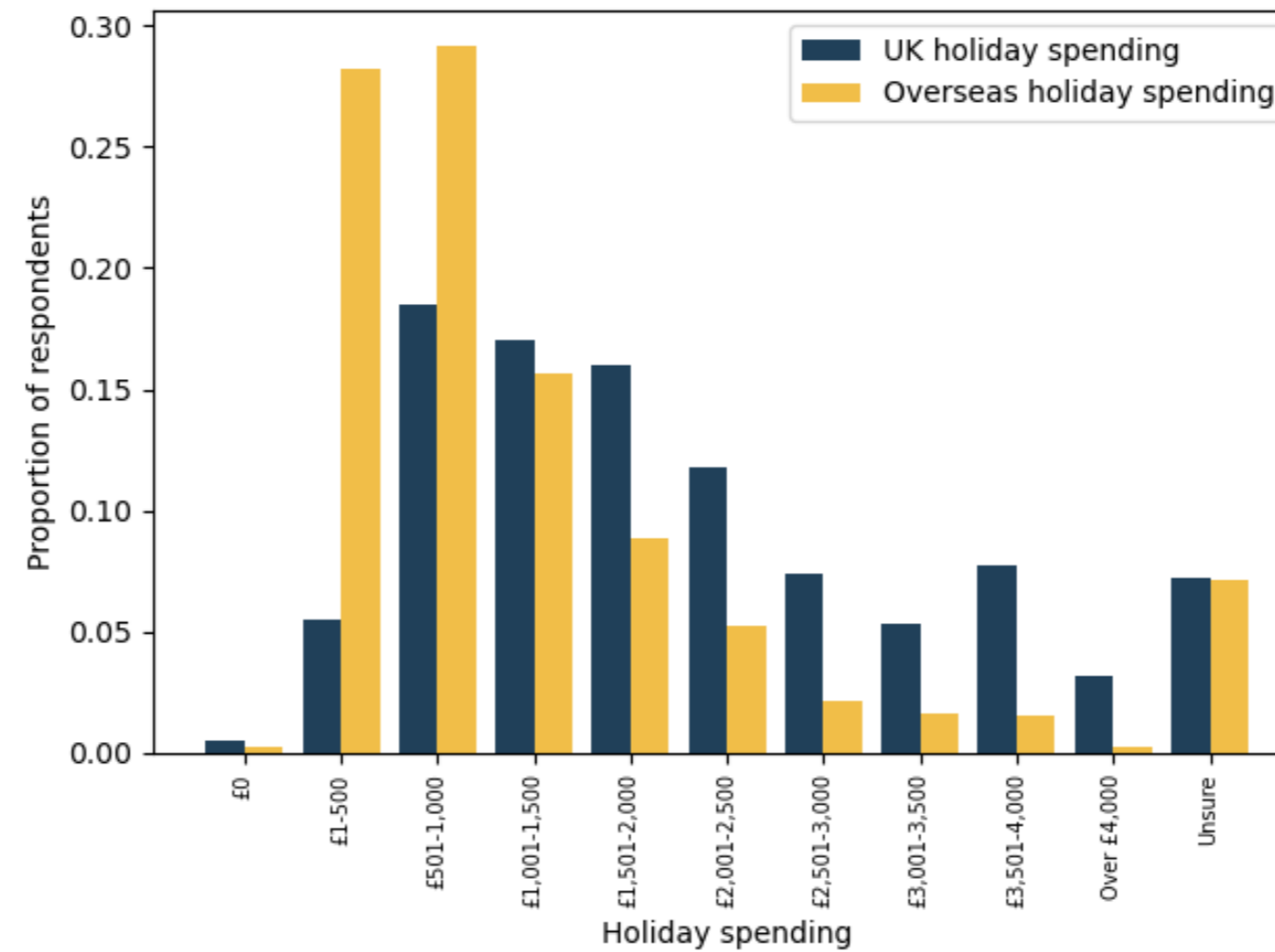
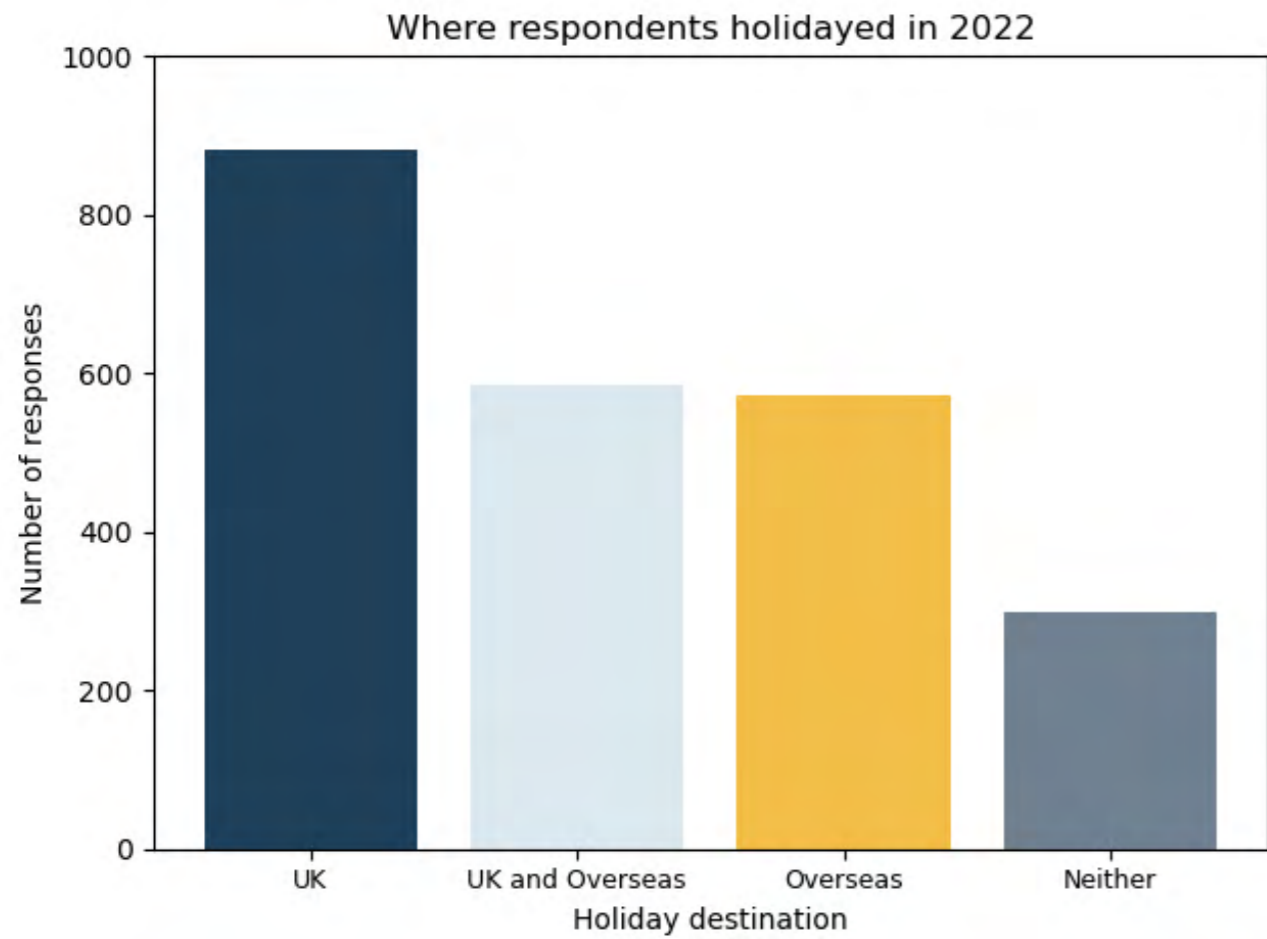
Results



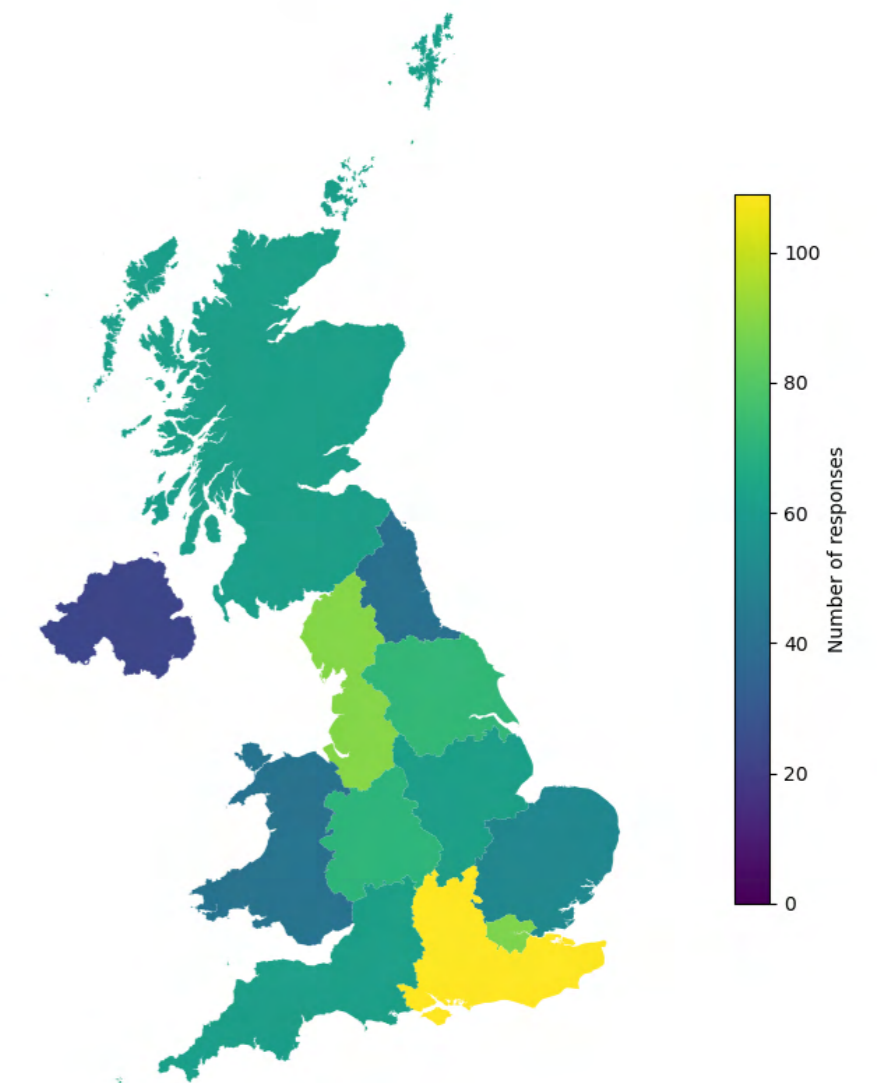
Further Details



# Holidays at a Glance



Respondents whose holidays have been influenced by the cost of living crisis



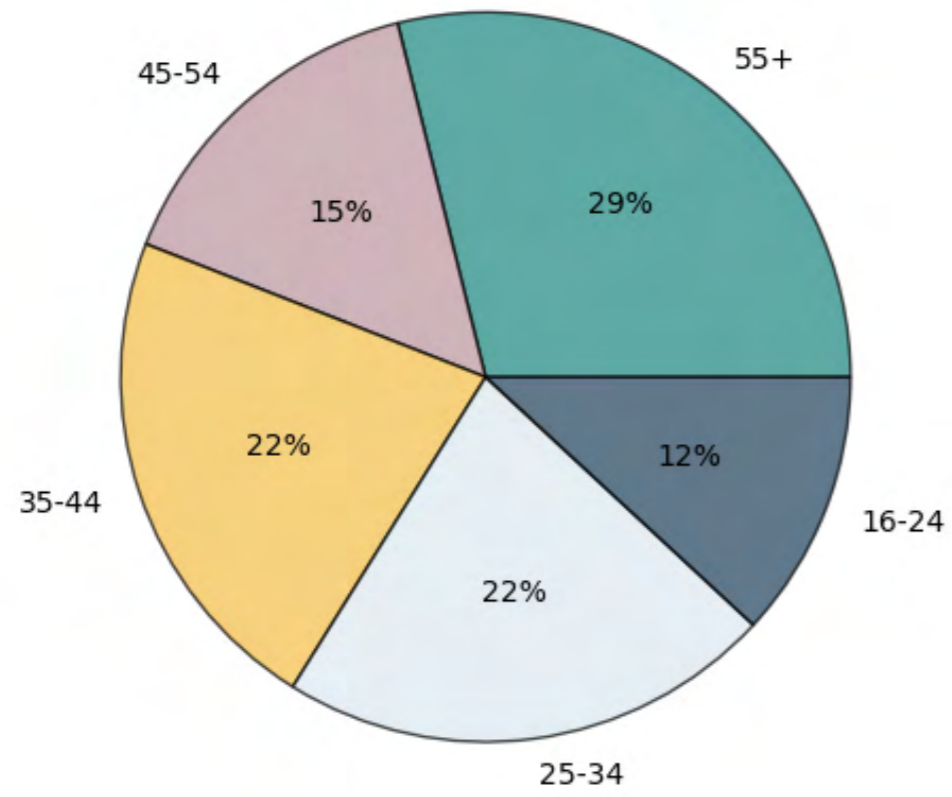


# Demographics

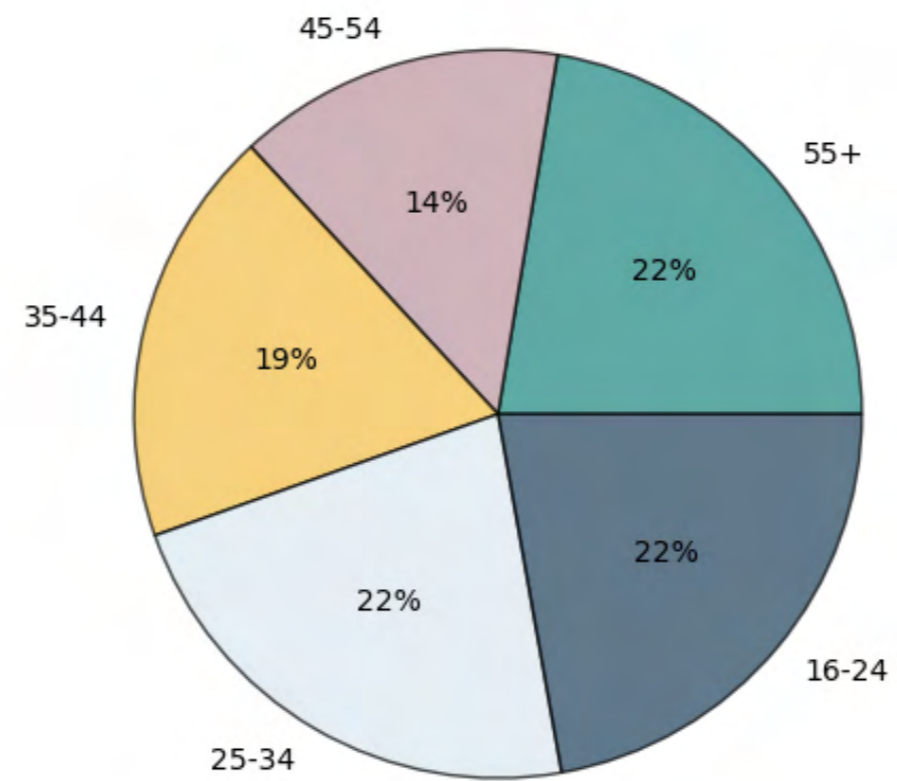


# Age

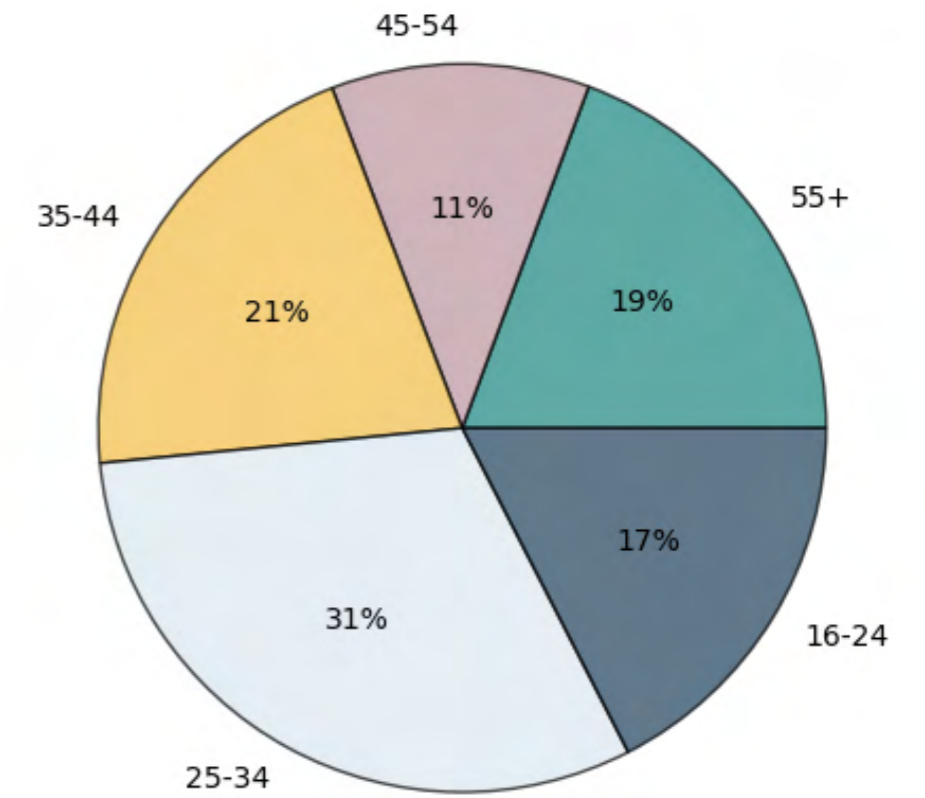
Respondents holidaying in the UK only



Respondents holidaying overseas only



Respondents holidaying in the UK & overseas



Welcome



Introduction



**Demographics**



Results



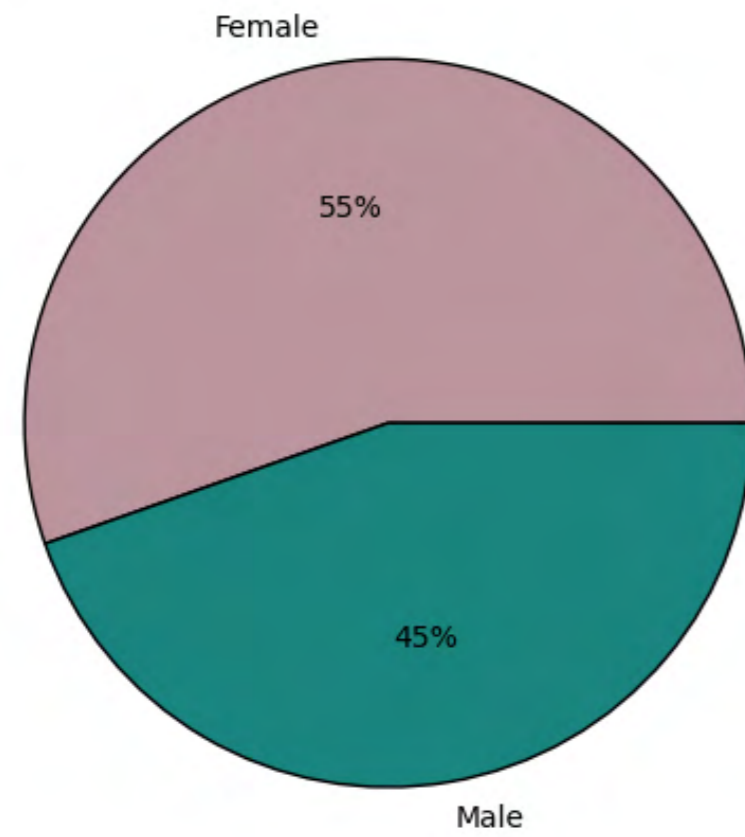
Further Details



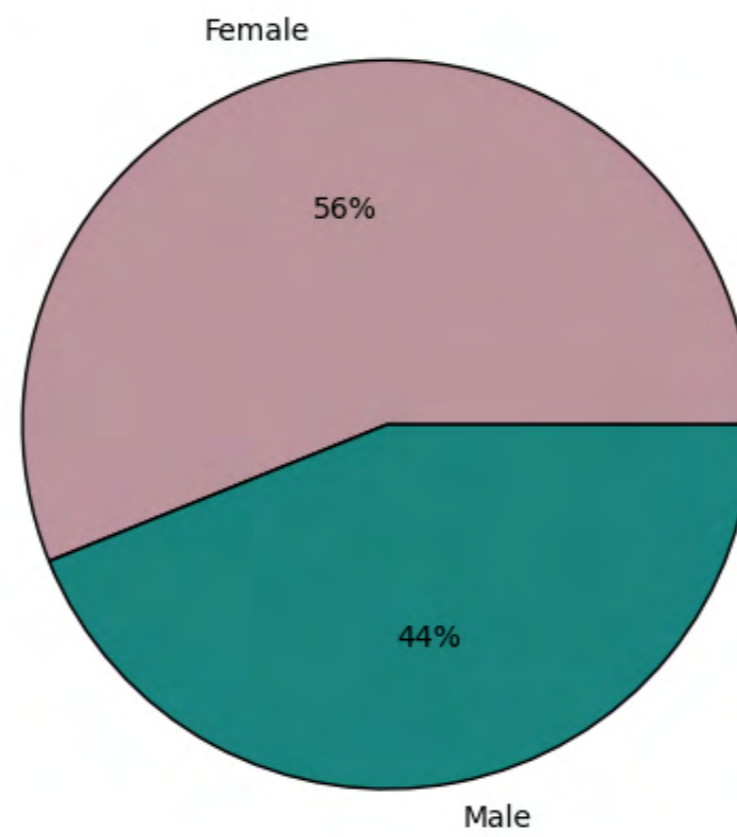


# Gender

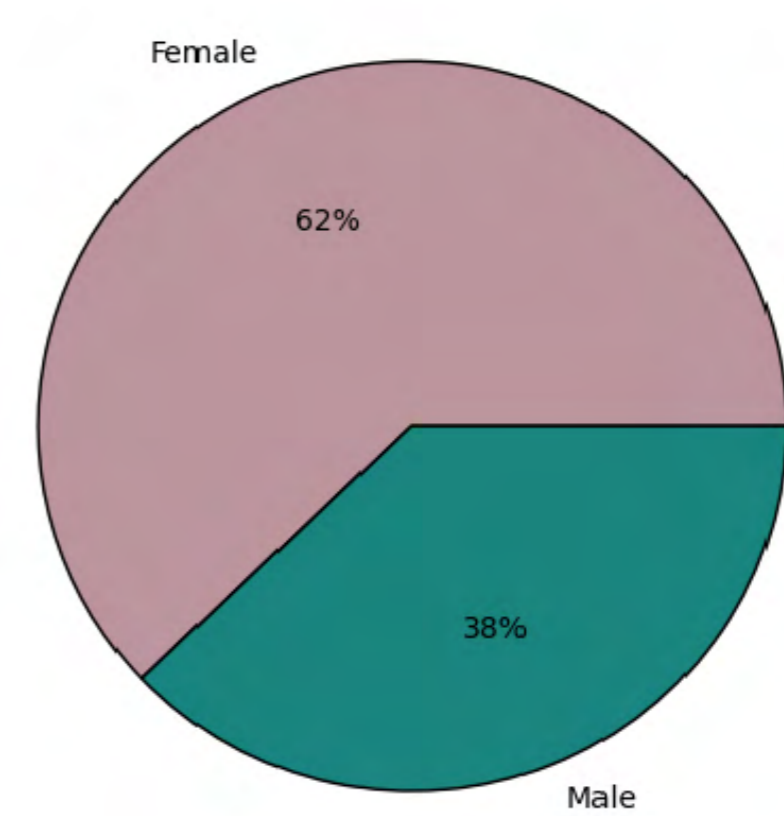
Respondents holidaying in the UK only



Respondents holidaying overseas only



Respondents holidaying in the UK & overseas



Welcome



Introduction



**Demographics**



Results

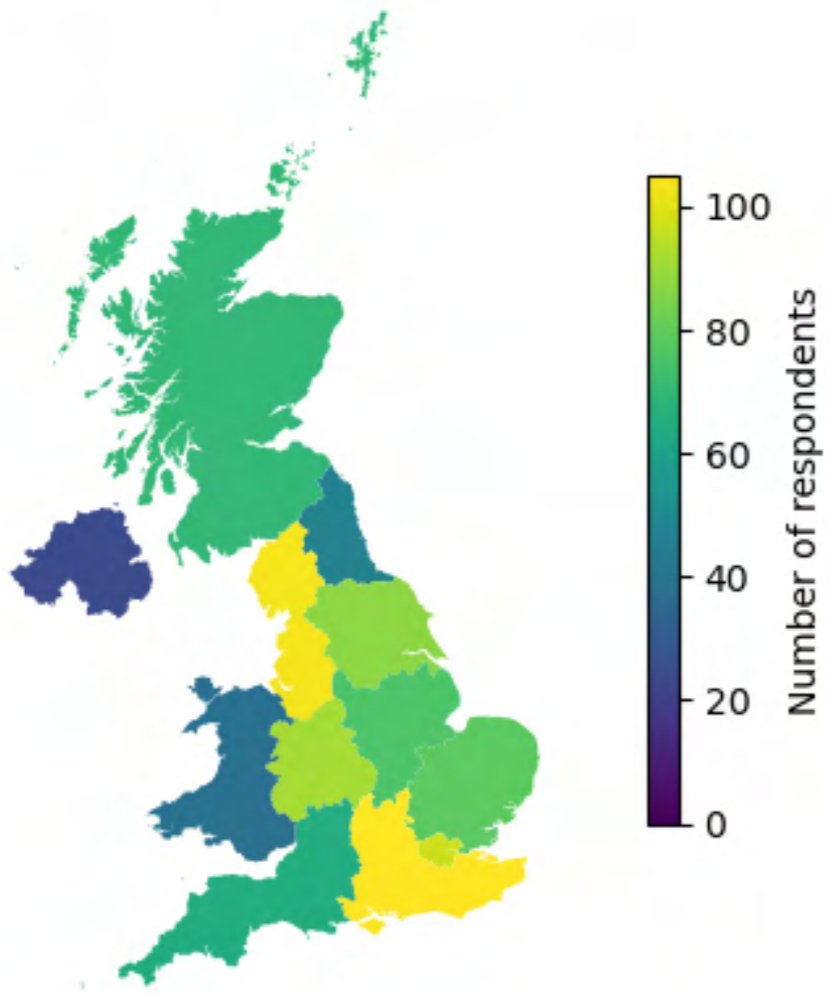


Further Details

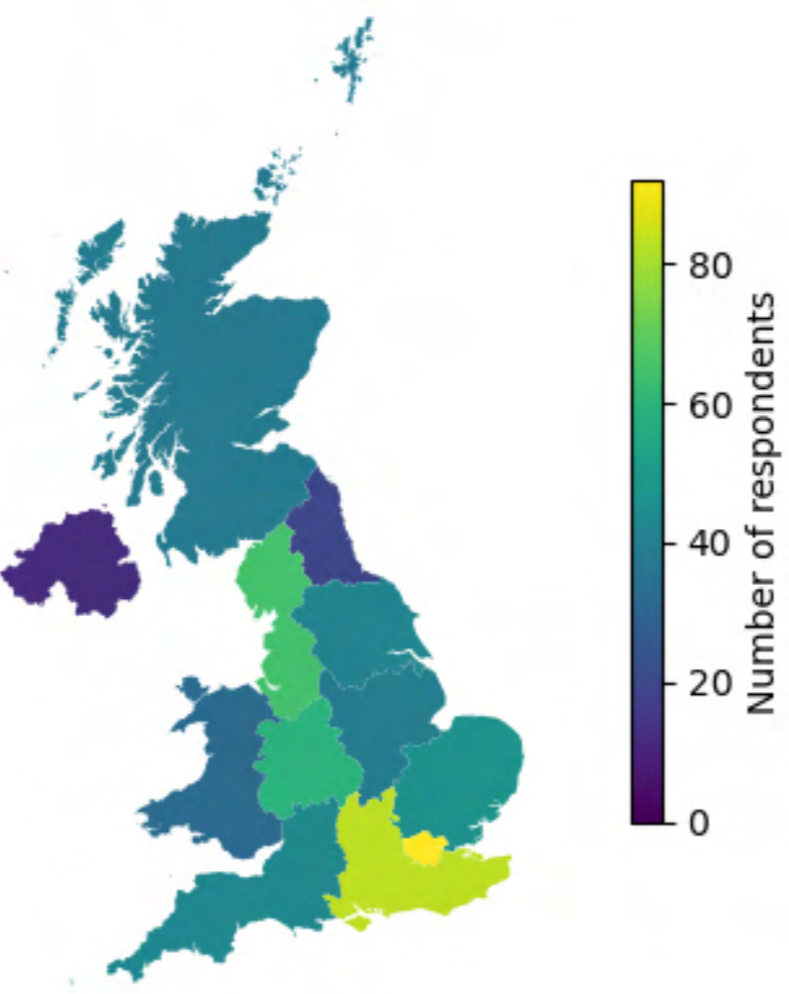


# Region

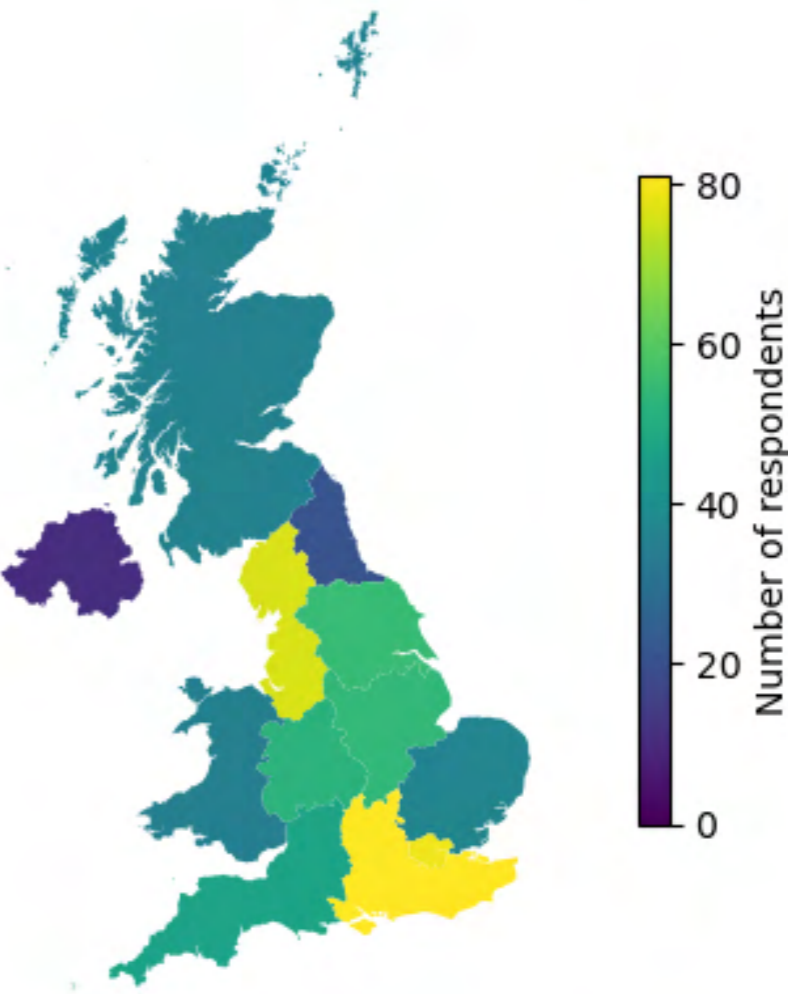
Respondents holidaying in the UK only



Respondents holidaying overseas only



Respondents holidaying in the UK & overseas



Welcome



Introduction



**Demographics**



Results



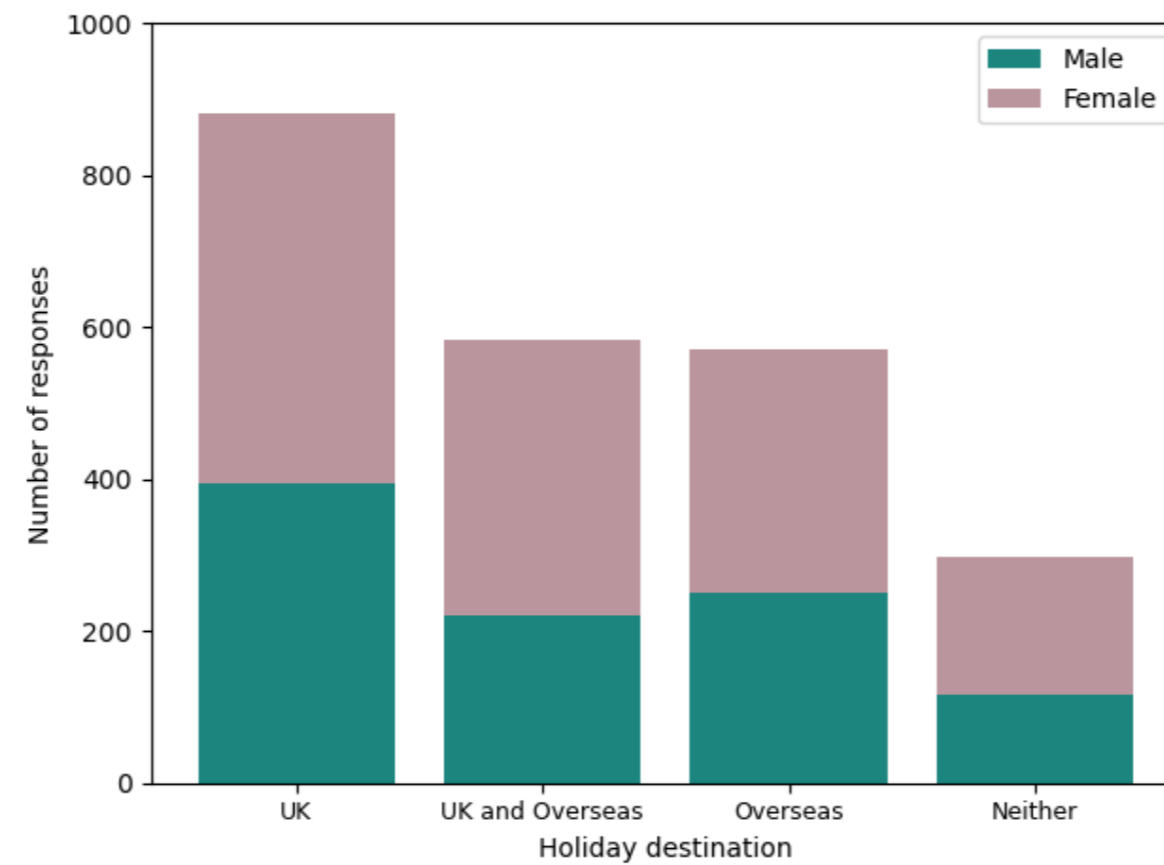
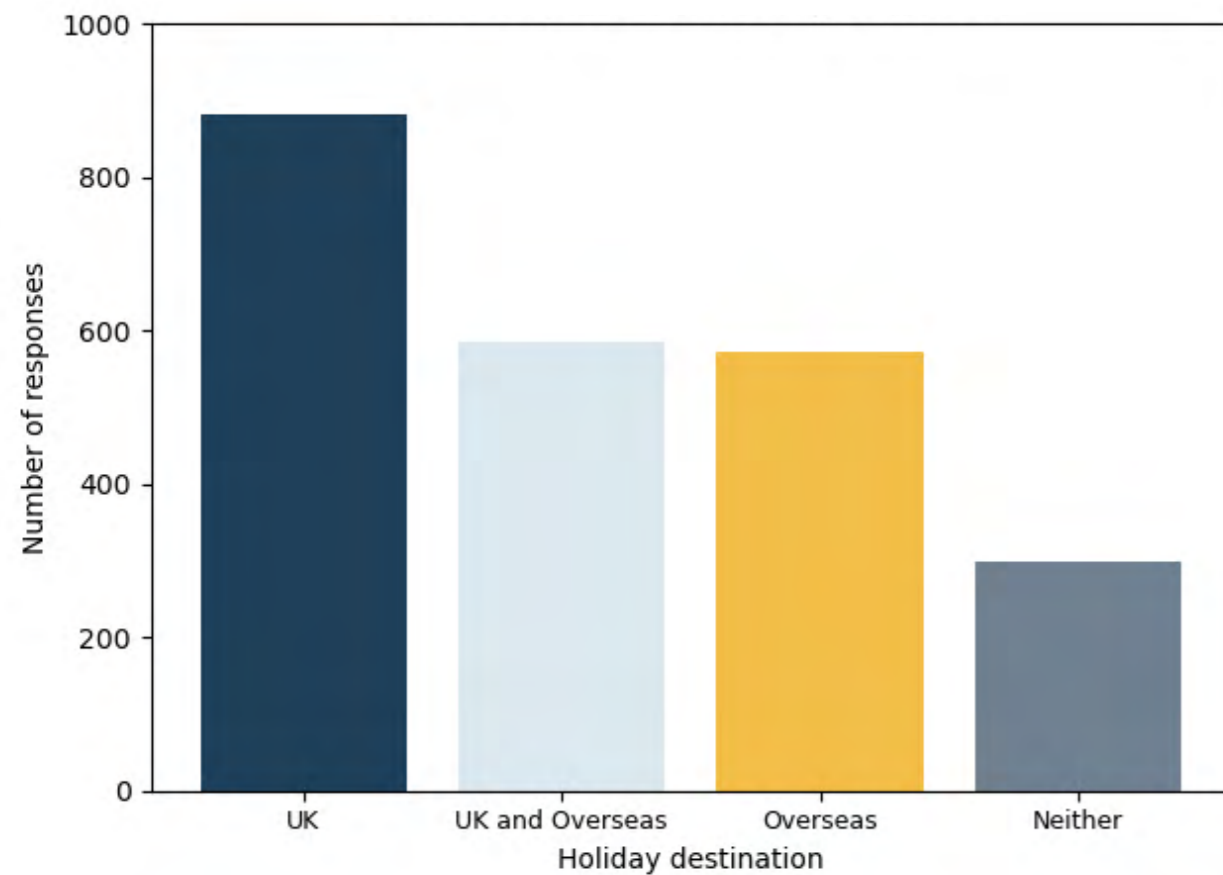
Further Details



**Results**  
Destination



# UK or Overseas



In 2022, 38% of UK residents holidayed within the UK compared to 24% who holidayed overseas. Of the respondents, 25% holidayed both in the UK and overseas.

Of the 2,000 respondents, males were more likely to only holiday in the UK (40%) or overseas (26%), whereas females were more likely to have travelled both in the UK and overseas in 2022 (27%).



Welcome



Introduction



Demographics



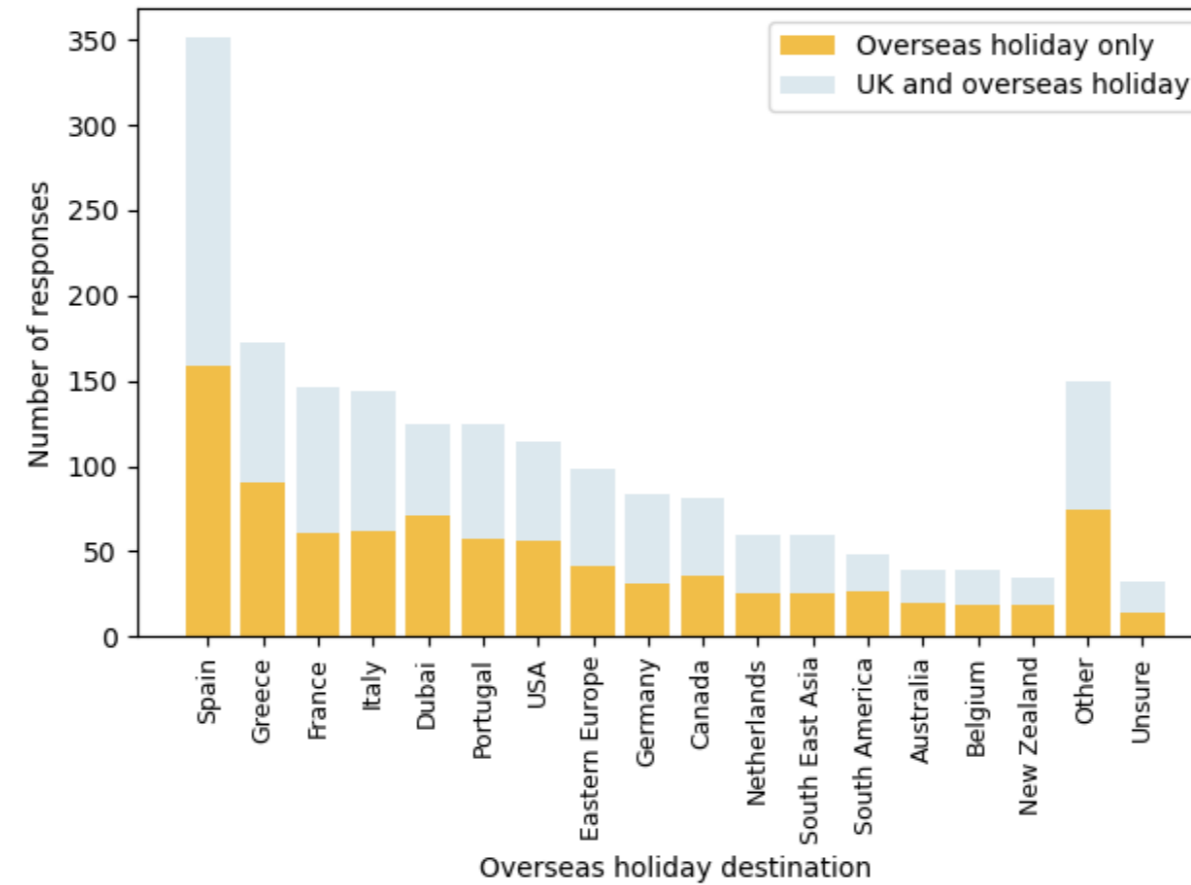
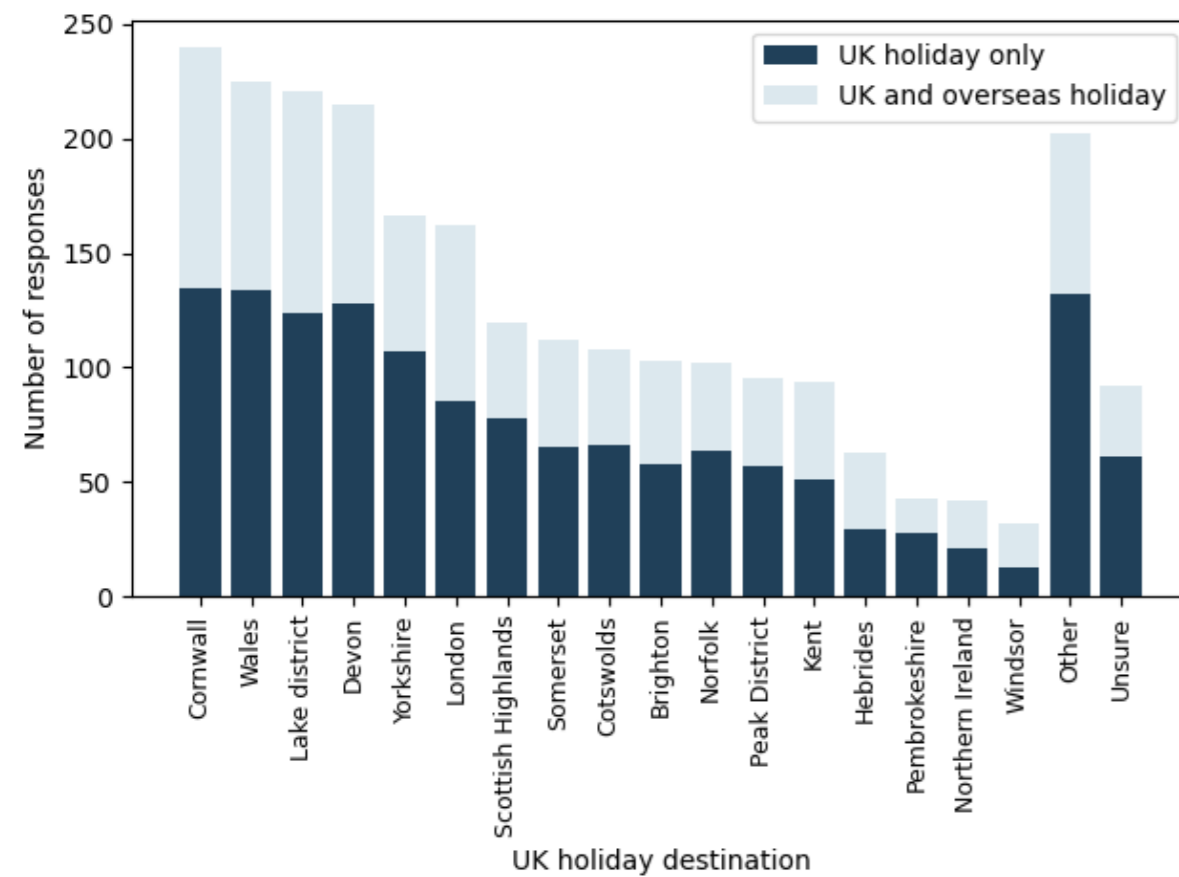
**Results**



Further Details



# Popular Destinations



The most popular UK destination in 2022 was Cornwall (17%), followed closely by Wales (16%) and the Lake District (15%). Despite the Lake District being revealed as the third most popular overall, Devon was the third most popular destination with UK only holidaymakers.

The most popular destination for respondents that travelled overseas for a holiday in 2022 was Spain (30%). Other overseas destinations have a relatively equal split of popularity. Dubai is the only destination where visitors are more likely to holiday overseas only.



Welcome



Introduction



Demographics



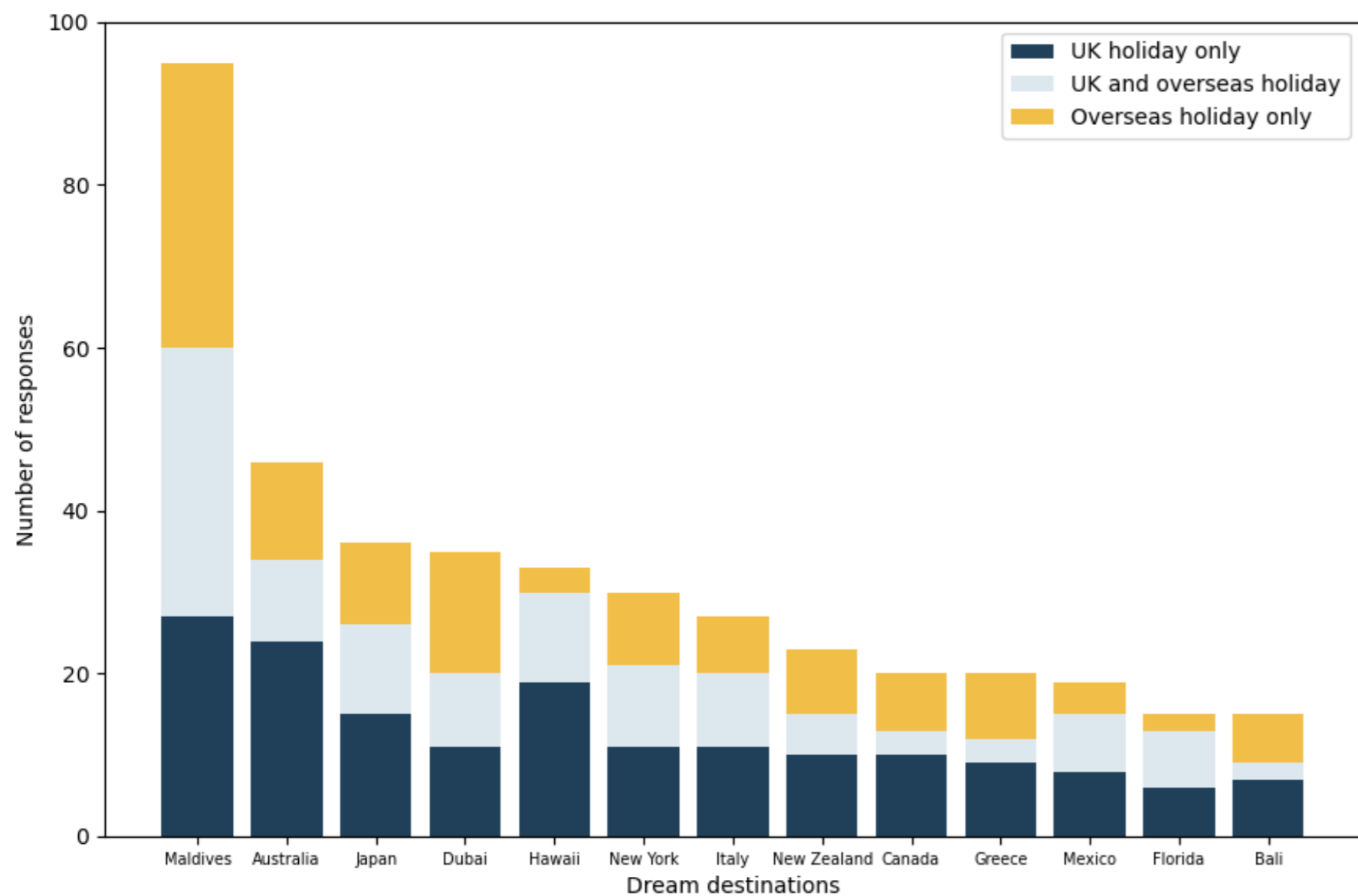
**Results**



Further Details



# Dream Destinations



UK residents are looking outside of Europe for a dream holiday destination, with the top destination revealed as the Maldives.

For overseas only holidaymakers, the second dream destination is Dubai, followed by Australia. Despite Hawaii being revealed as the fifth most desired destination overall, this destination is less popular with overseas only holidaymakers.

Australia is the second dream destination for UK only holidaymakers followed by Hawaii and Japan. Despite a variety of destinations within America being of interest to UK only holidaymakers, the least desired was Florida.

The dream destinations for holidaymakers that travelled both in the UK and overseas in 2022 is a tight race, with Hawaii coming in at position two. This is followed very closely by New York, Japan, Australia, Italy and Dubai.



Welcome



Introduction



Demographics



**Results**



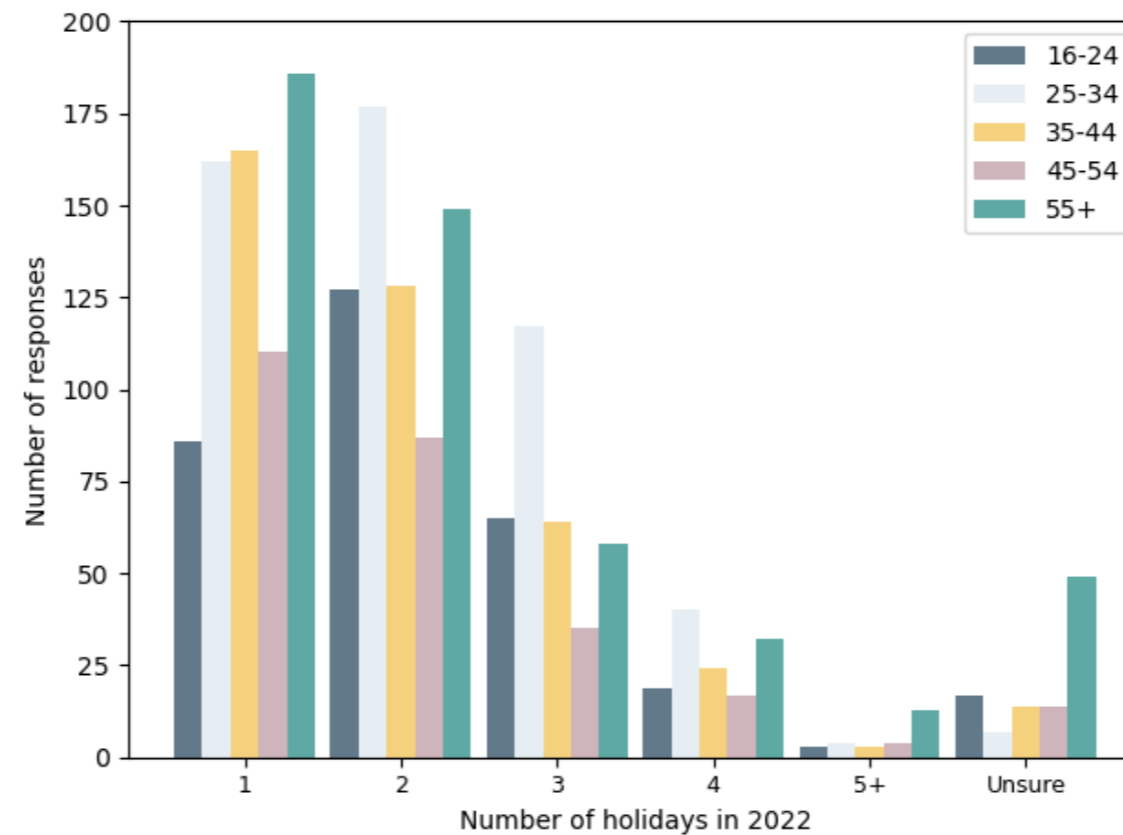
Further Details



**Results**  
Frequency



# Number of Holidays



Overall, the majority of respondents took one (30%) or two (28%) holidays during 2022. We saw a steep decrease in the percentage of respondents as the number of holidays taken increased, with only 1% of all respondents having holidayed five or more times during 2022.

When analysed by age groups, respondents 55+ were revealed to have holidayed the least during 2022, with 30% only holidaying once.



Welcome



Introduction



Demographics



**Results**

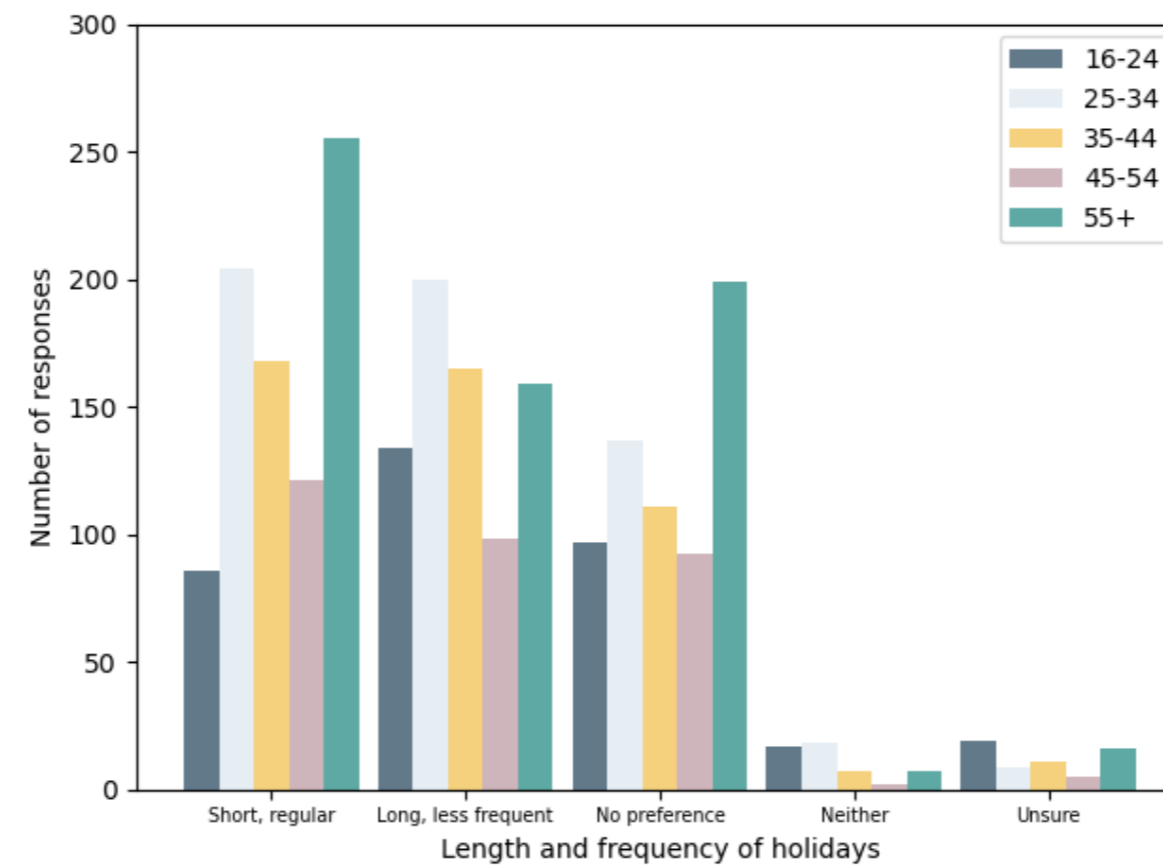
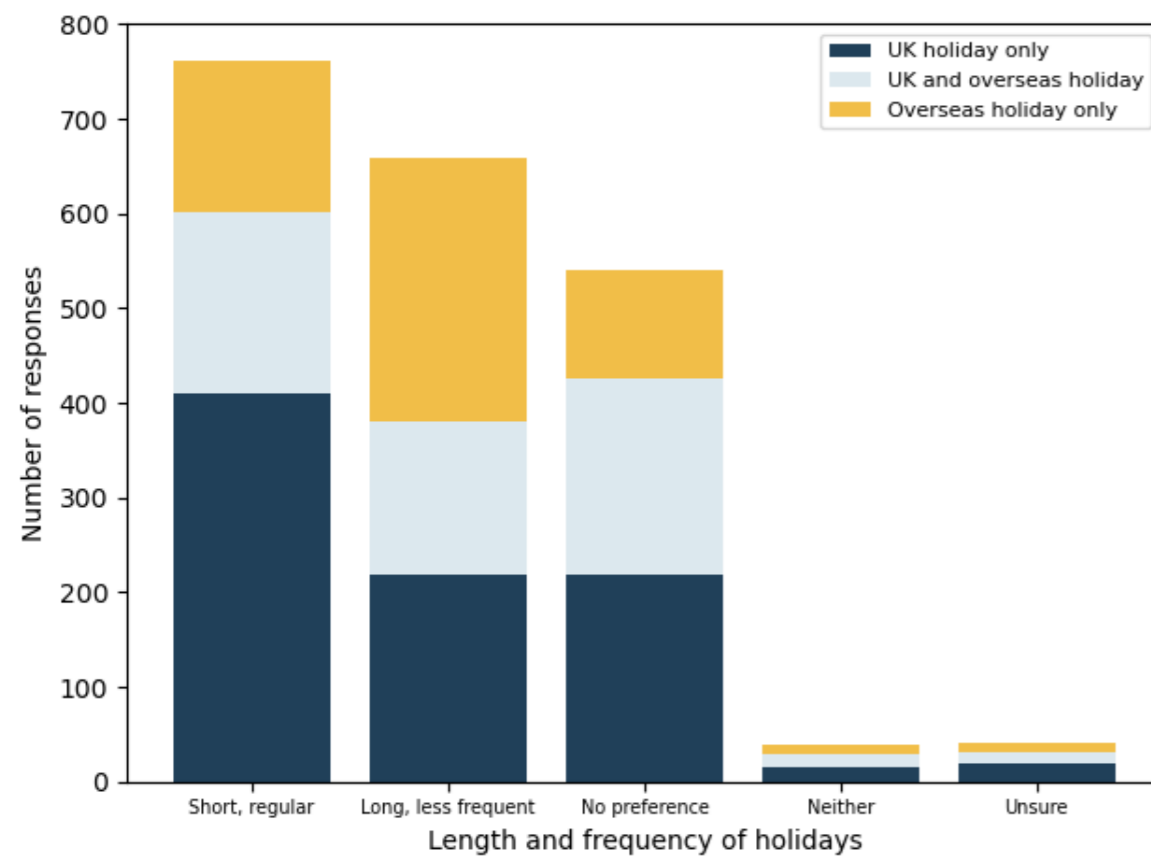


Further Details





# Frequency & Length



Overall, 36% of respondents would prefer their holidays to be of shorter duration but taken more regularly throughout the year, with 32% opting for longer but less frequent holidays.

The majority of respondents holidaying only in the UK, prefer their holidays to be shorter but more regular throughout the year; the majority of those only holidaying abroad wish for theirs to be longer and less frequent. Holidaymakers vacationing both in the UK and overseas have no preference for their holiday frequency.

Respondents aged between 25-44 are equally split between their preference to holiday frequency. 16-24 years old prefer their holidays to be longer and less frequent, where as responders over the age of 45 prefer shorter holidays more frequently.



Welcome



Introduction



Demographics



**Results**



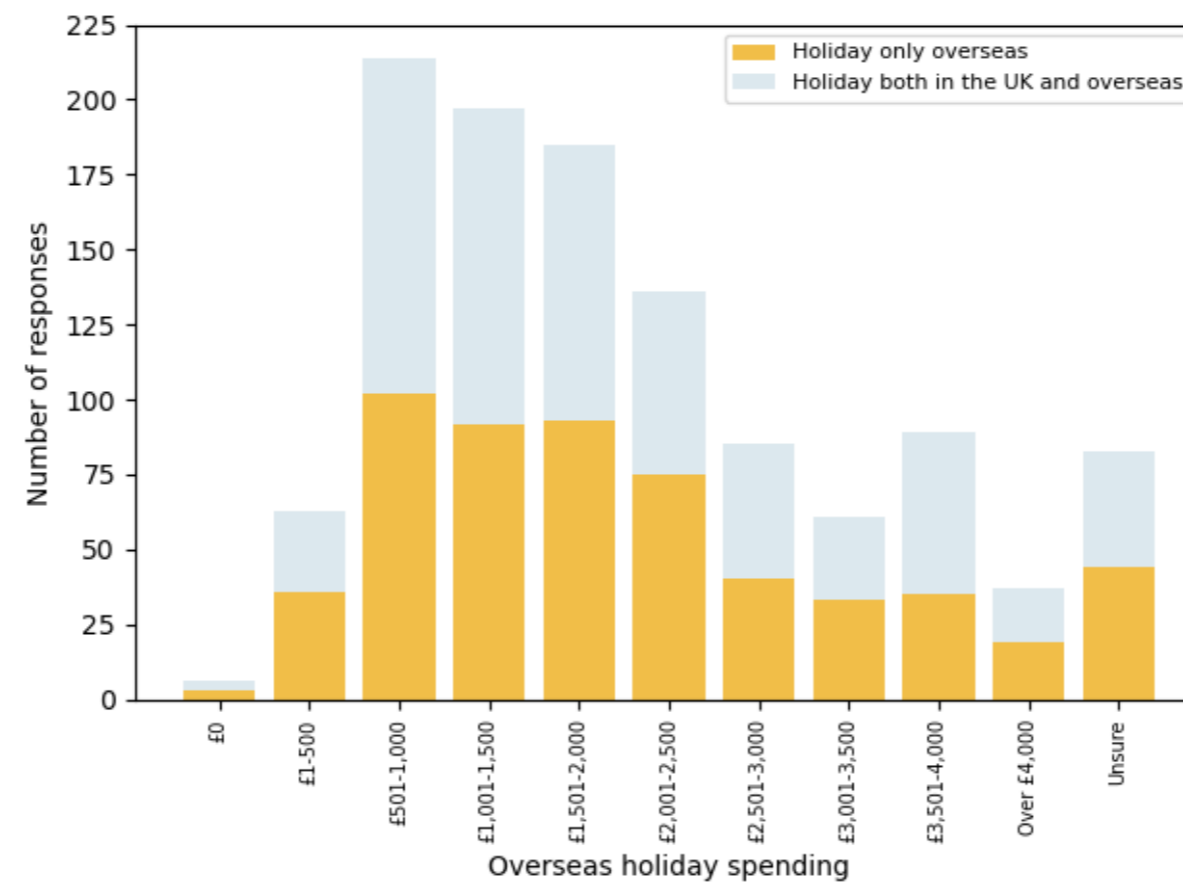
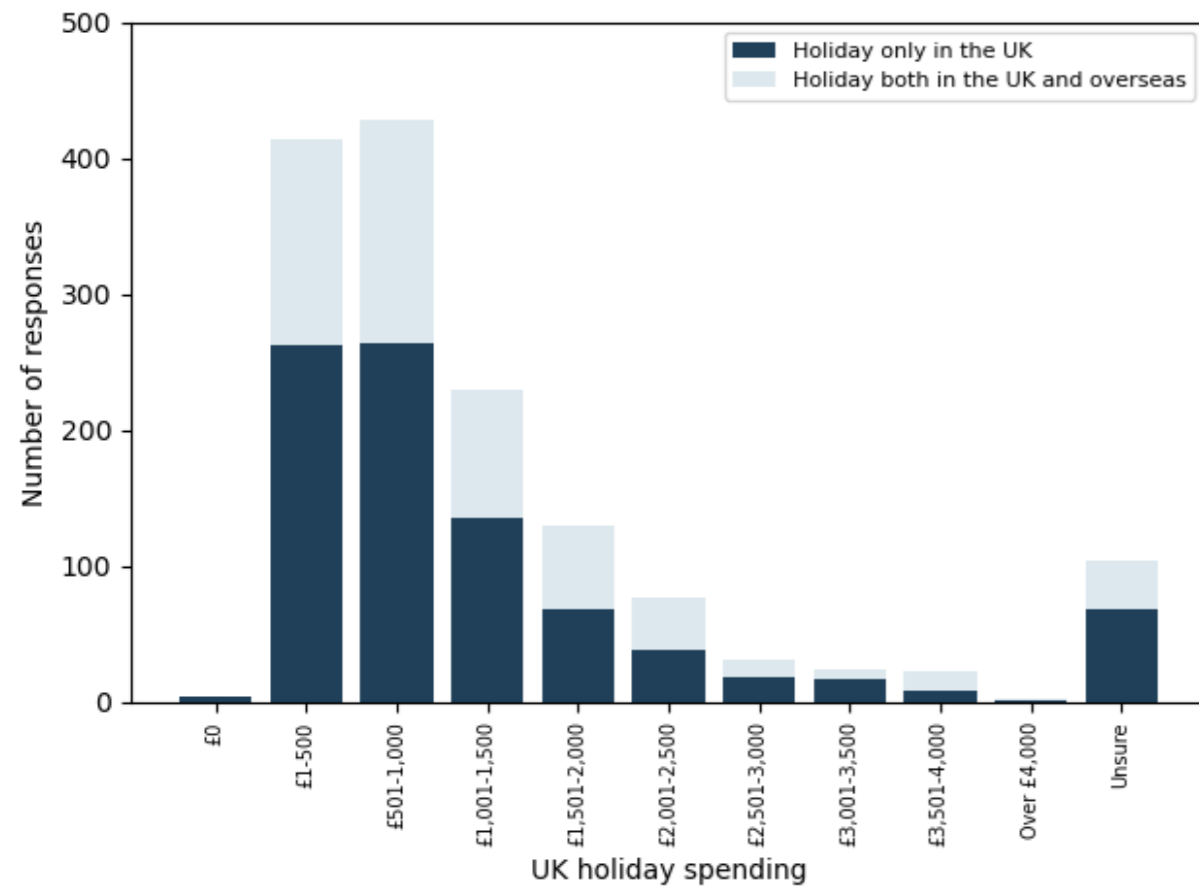
Further Details



**Results**  
Budget



# Holiday Spend



On average, UK residents spent between £500- £2000 on their overseas holiday, with the majority (19%) spending between £500-£1,000. Respondents holidaying both in the UK and overseas were more likely to spend a greater amount on their overseas holiday, with a higher proportion happy to spend up to £4,000.

For UK breaks, the majority of UK residents spent under £1,000 (57%). There was then a steady fall-off as cost increased, with less than 1% of respondents spending over £4,000 on their UK vacation.



Welcome



Introduction



Demographics



**Results**



Further Details

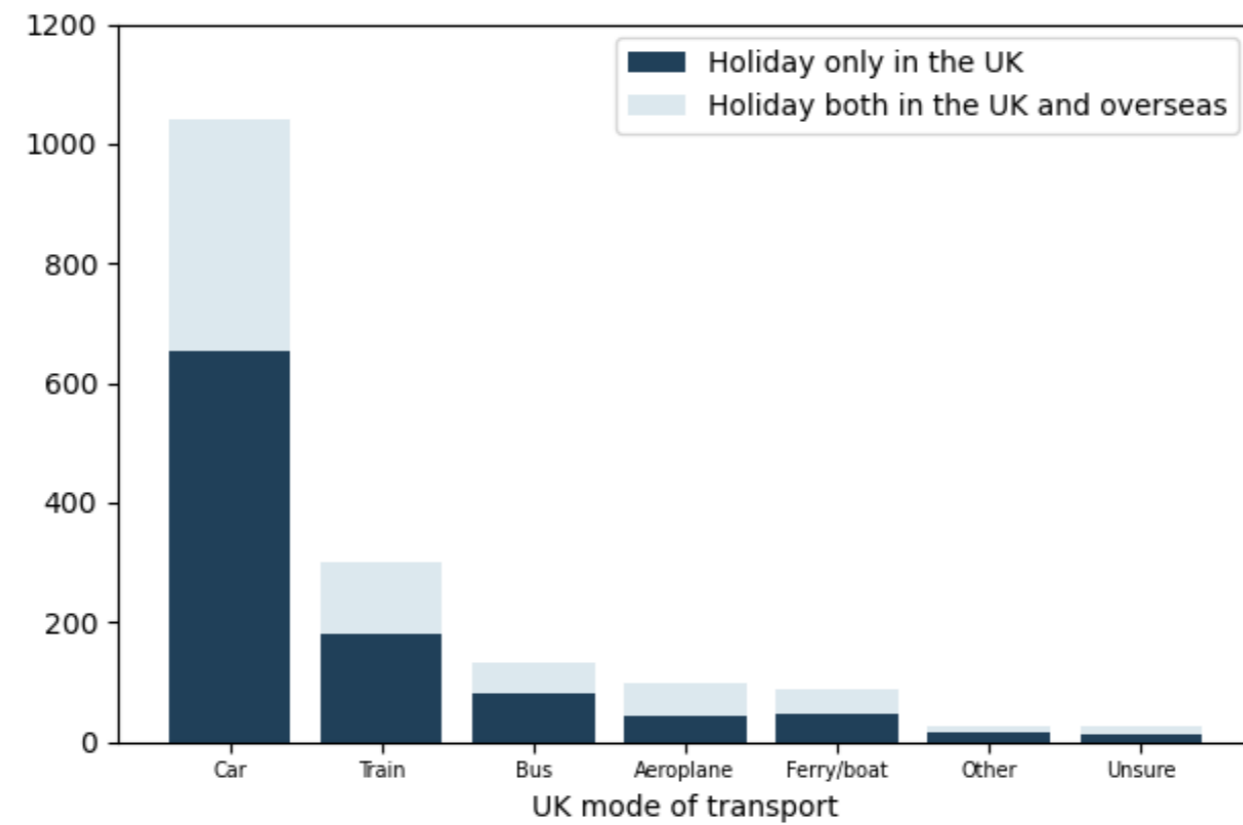
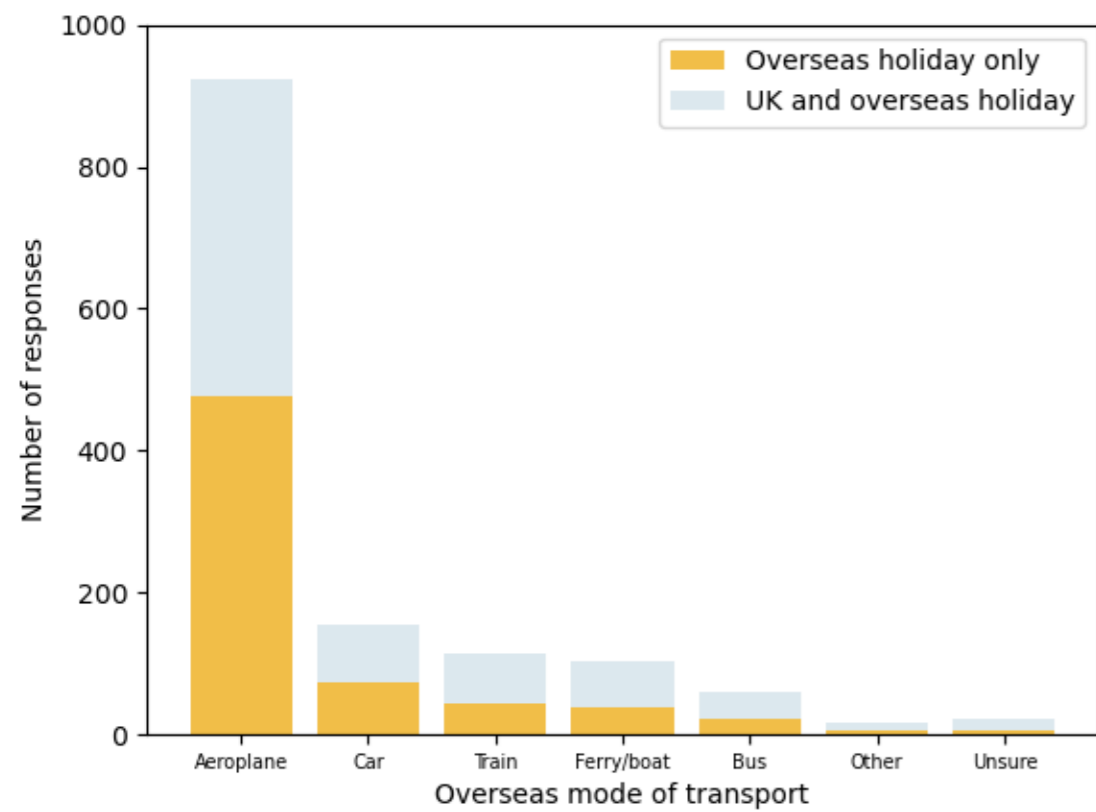


## Results

Mode of Transport



# Travel



Travelling by aeroplane is the most popular mode of transport for overseas travel (80%).

When holidaying in the UK, the majority of UK residents travel to their chosen destination by car (71%).



Welcome



Introduction



Demographics



**Results**



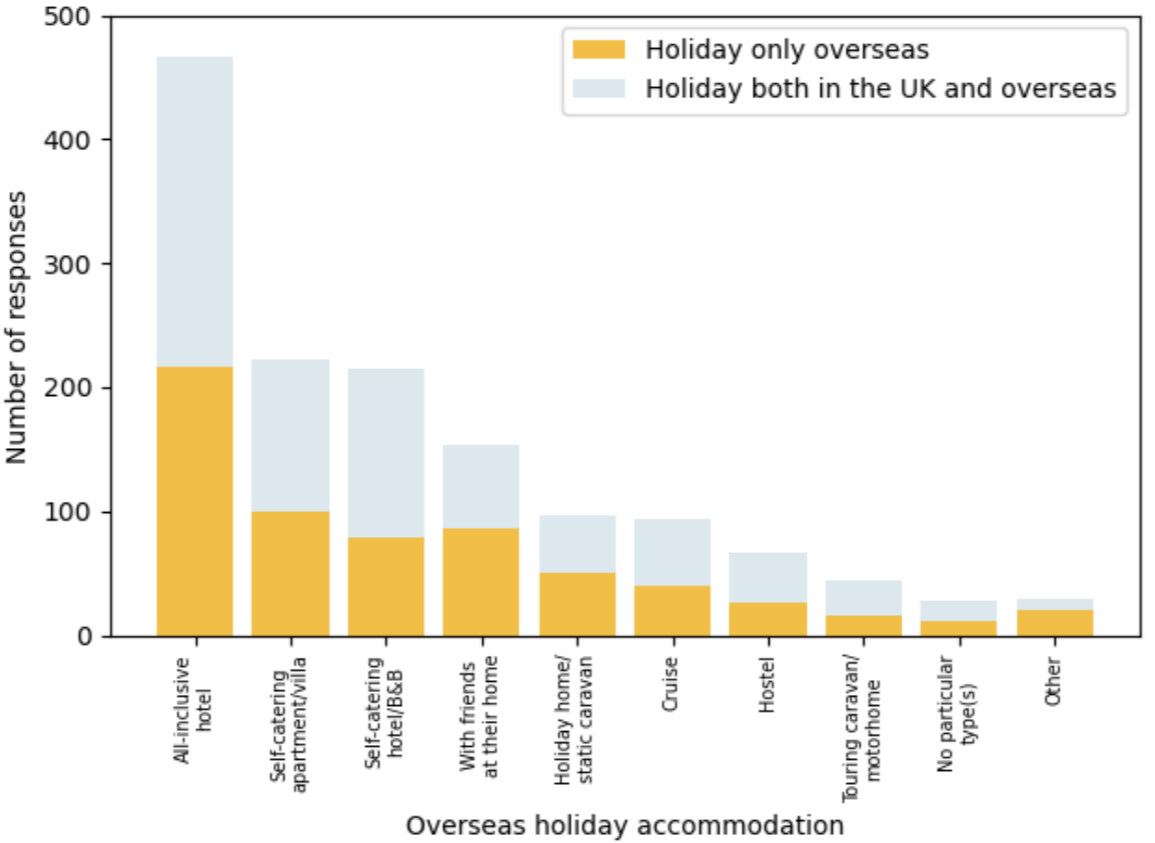
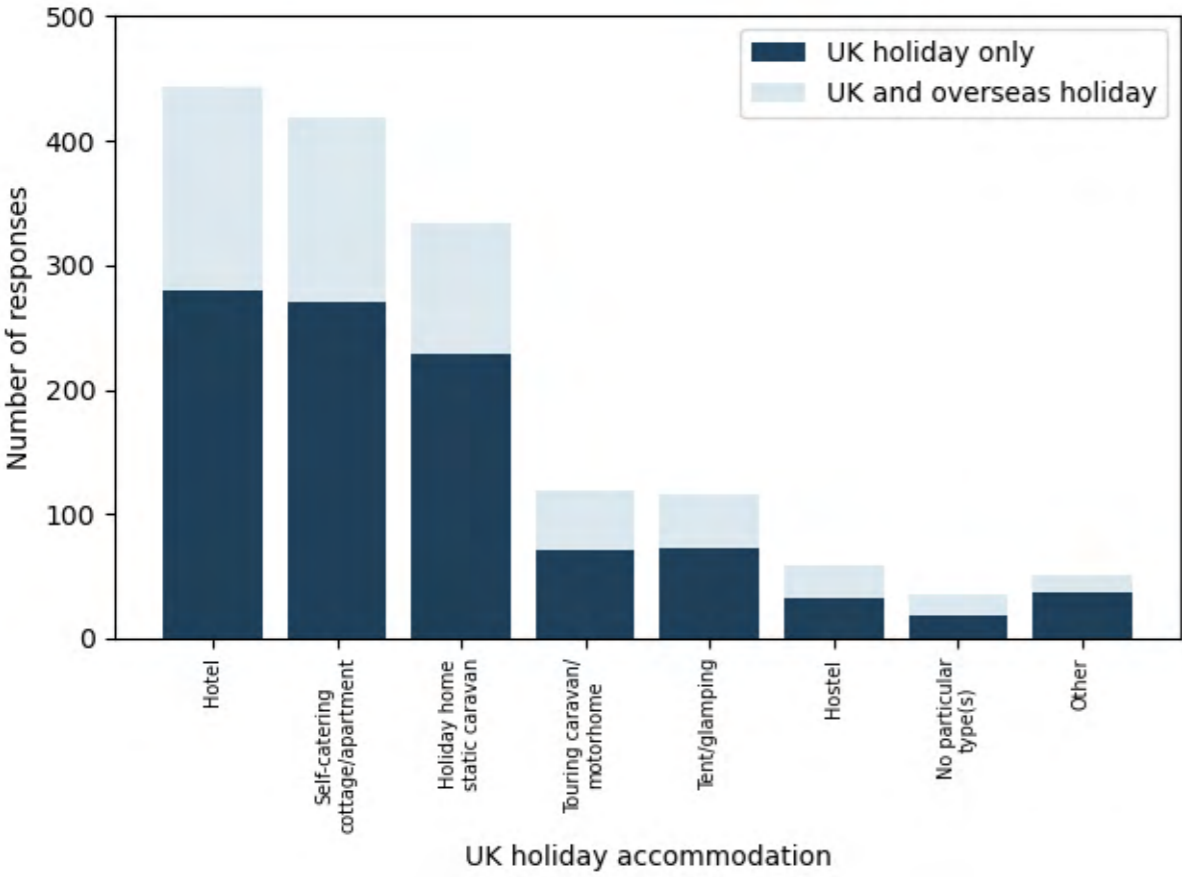
Further Details



**Results**  
Holiday Planning



# Accommodation



Overall, respondents are most likely to stay in an all-inclusive hotel (45%) when holidaying overseas. Self-catering accommodation is the next most popular option, with overseas only holidaymakers preferring an apartment/villa and respondents holidaying in both the UK and overseas preferring a hotel/B&B.

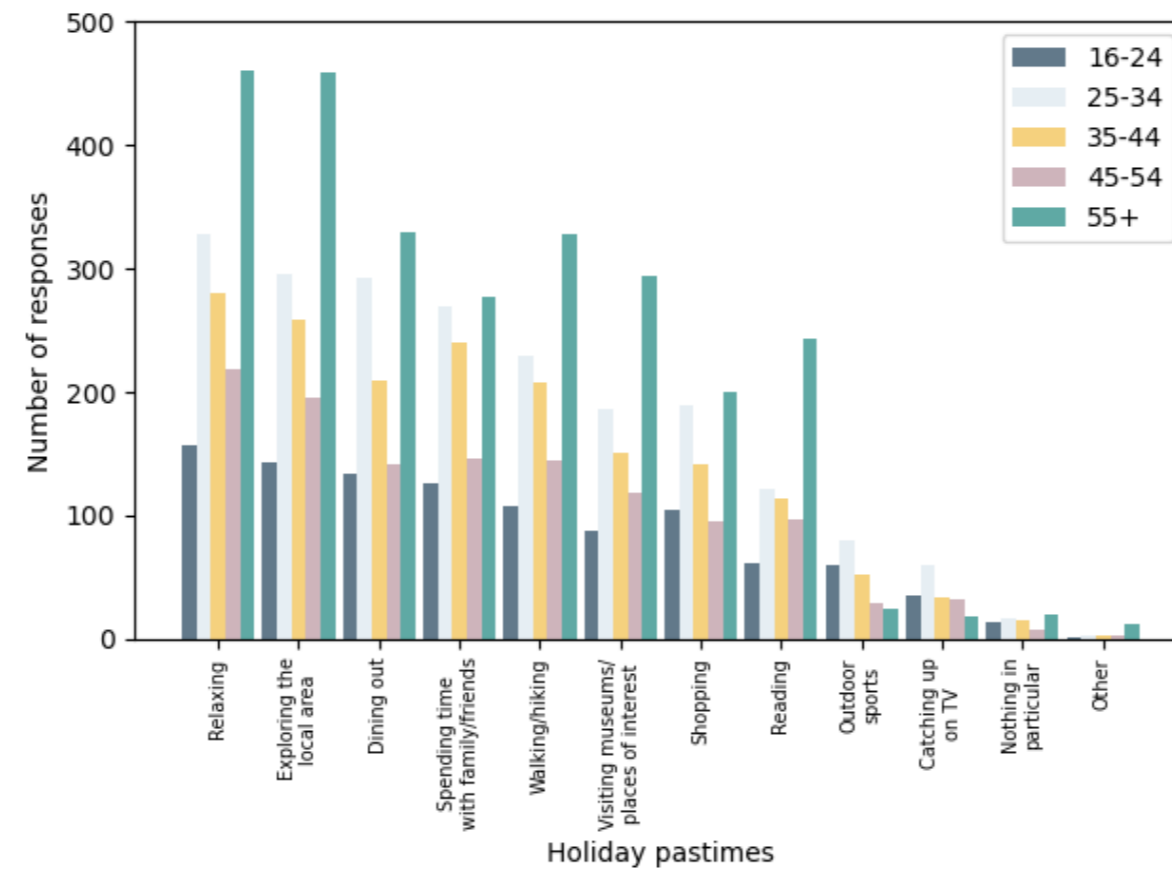
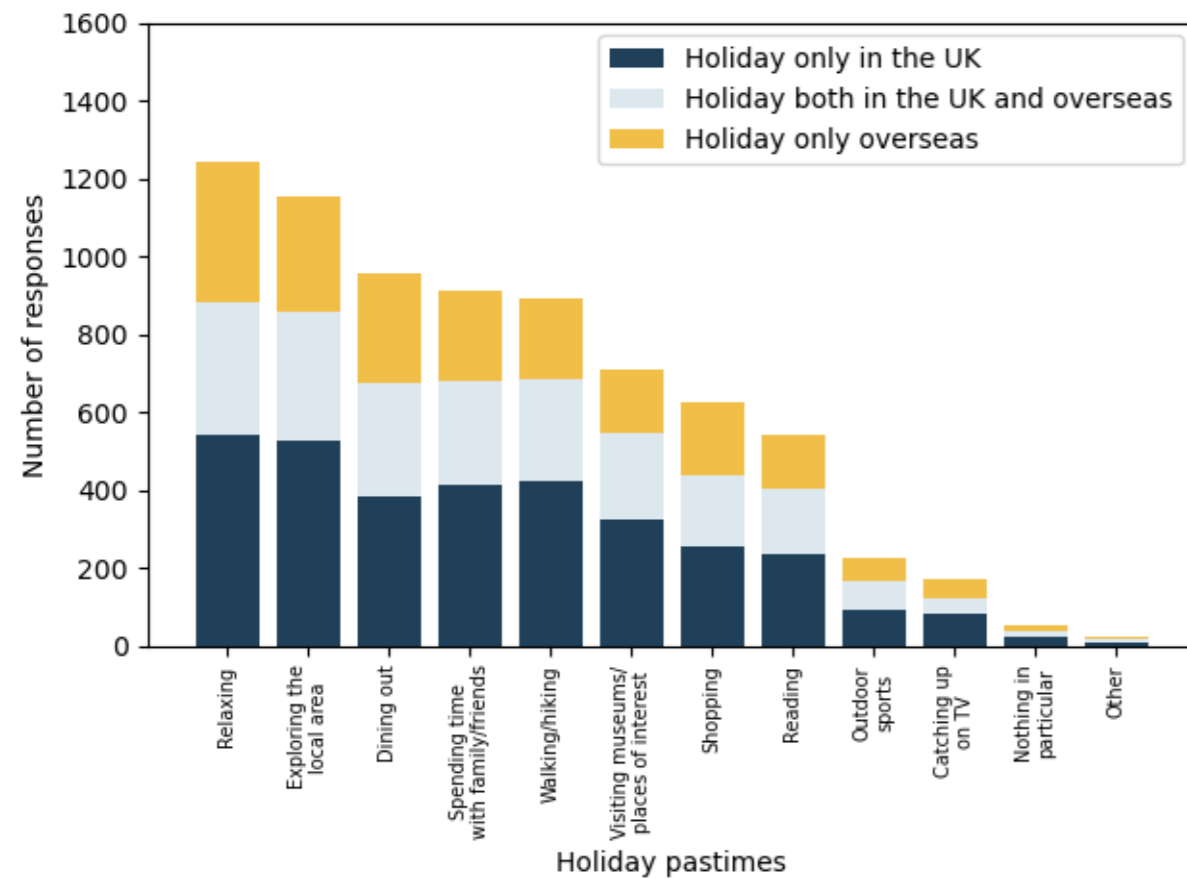
The most popular type of accommodation for all UK holidaymakers is hotels (40%), followed by self-catering cottages/apartments (34%). For those who holiday only in the UK, a higher proportion of people would opt to stay in a tent or glamp.

28% of all UK holidaymakers stay in a holiday home/static caravan during their vacation. This is also a common choice with overseas respondents (12%).





# Pastimes



During respondents' 2022 holidays, the majority of time, overall, was spent relaxing (62%) or exploring the local area (58%). This is consistent across the board, whether residents holiday overseas, in the UK, or both.

For overseas only respondents, dining out was the third most popular pastime with catching up on TV being the lowest scoring pastime.

The third and fourth most popular pastimes for UK only holidaymakers was walking/hiking and spending time with family/friends.

Respondents aged 55+ undertook the most pastimes during their 2022 holidays with 72% spending that time relaxing and exploring the local area of their holiday destination.



Welcome



Introduction



Demographics



**Results**

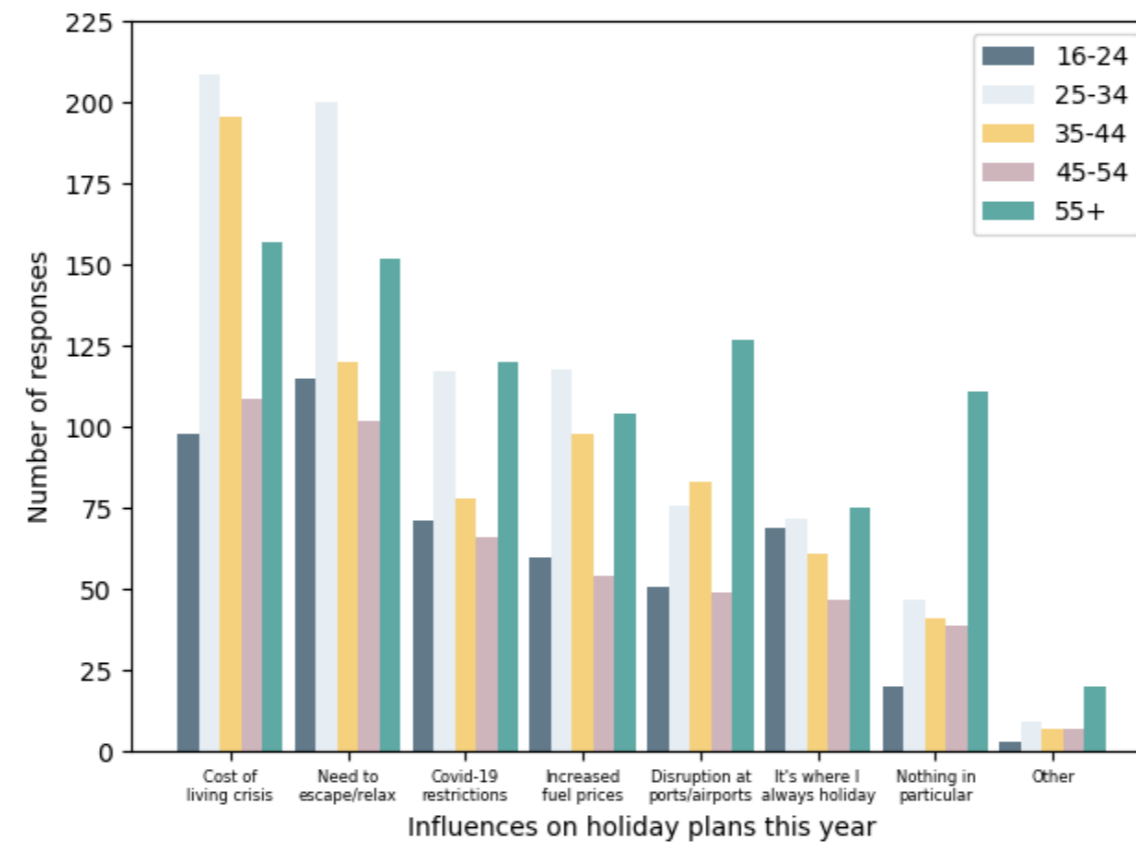
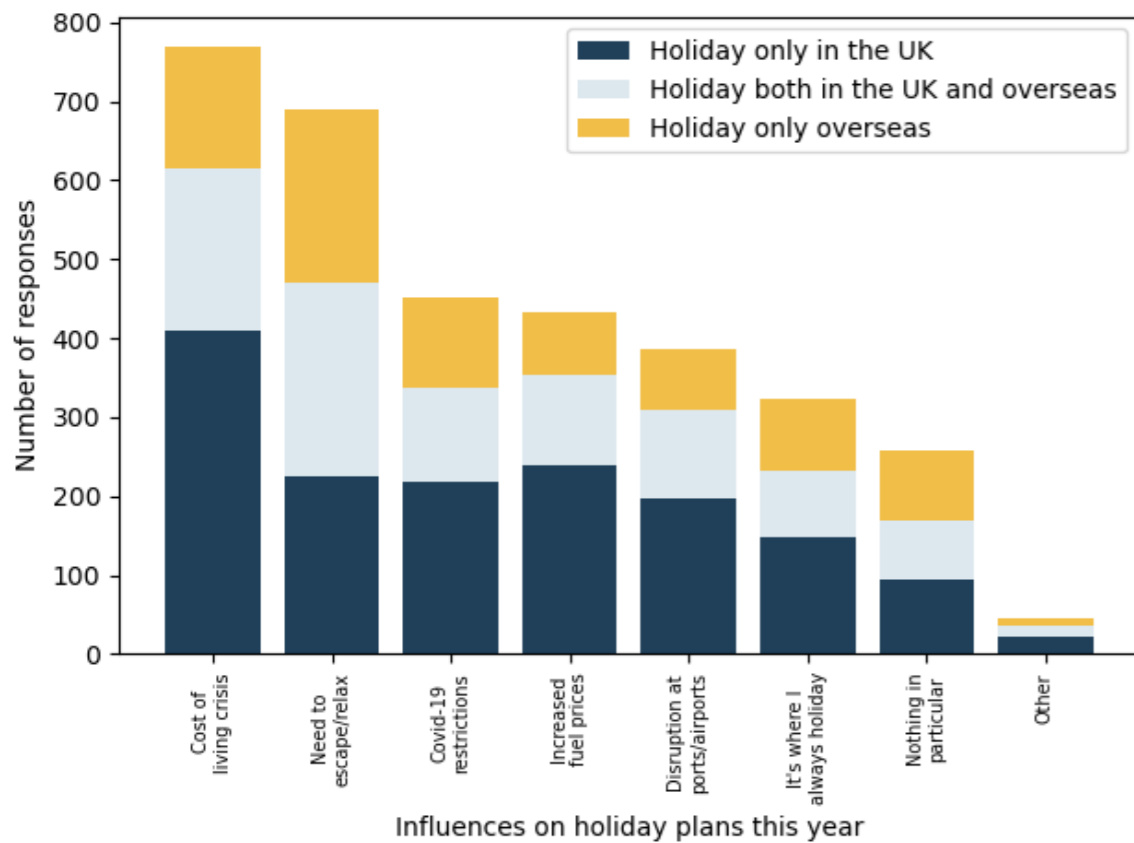


Further Details





# Influences



The largest influence on 2022 holiday plans for holidaymakers, overall, was the cost of living crisis (38%). For those respondents holidaying both in the UK and overseas, the need to escape/relax was the biggest influencing factor; this was also the second biggest influence for overseas only holidaymakers. Increased fuel prices was the second biggest influence for UK only holidaymakers.

The cost of living crisis influenced 25-44 year olds the most when they were making their 2022 holiday plans, but affected 16-24-year-olds the least.

“Other” influences have been identified as visiting friends and family as well as limitations due to a family pet. The war in Ukraine also was referenced as being a small but present influence.



Welcome



Introduction



Demographics



**Results**



Further Details



**Further Details**



# Objectives

The first objective of this survey was to provide a measurement of tourism by UK residents, travelling both within the UK and overseas. The second was to collect details of the trips taken and of the people taking them.

These objectives extend to:

- Tourism by destination - the details of differences between UK residents conducting holidays in the UK, overseas, or both.
- The number of holidays taken by UK residents throughout the year - this is to include the length of holidays desired and the preferred mode of travel.
- The value of spending on these holidays.
- The popularity of destinations in the UK and overseas

Following the effects of COVID-19 and the cost of living crisis, an extra objective was to determine what impacted UK residents when making holiday plans in 2022.

For the purposes of this survey, tourism is taken to be any journey away from home lasting one or more nights, to any destination within the UK or any destination overseas, by any mode of transport, for any purpose, and staying in any type of accommodation.



Welcome



Introduction



Demographics



Results



**Further Details**



# Survey Analysis

The following types of analysis are provided by CensusWide in relation to the 2,000 responses within the UK Holidaymakers survey data:

### Age

The age demographics were broken down into the following categories:

- 16-24
- 25-34
- 35-44
- 45-54
- 55+

### Gender

The current census stats with CensusWide's demographics has not yet adopted 'non-binary', therefore the gender analysis was separated into:

- Male
- Female

### United Kingdom regions

As the survey was undertaken by UK residents, data was collected from each participant to determine their UK region.

The region selected by participants was used for location analysis of the survey data.



Welcome



Introduction



Demographics



Results



**Further Details**