

SPRING DOMESTIC TRAVEL INSIGHTS

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Source: Visit England Domestic Sentiment tracker (Feb 26)

East Sussex
Brighton & Hove
and
West Sussex

Local Visitor
Economy
Partnership

Recognised by



VisitEngland

Domestic travel trends

There is a positive outlook overall for potential Spring domestic overnight trips, but some impact from cost of living;

- 78% plan a UK overnight trip in the next 12 months
- 70% describe themselves as cautious or very careful with spending.
- Top 3 barriers to taking a UK overnight trip in the next 6 months:
 1. Rising cost of living;
 2. UK weather;
 3. Personal finances.
- Bookings: Spring (April–June) overnight bookings still in planning - only 34–42% booked their UK trips, with many still deciding where to go
- Past 3 Months trips taken: South East is the third-most visited region for recent overnight travel (behind London & NW)
- Top Destination types - Sussex destinations represented in the top three area types;
 - Cities/large towns are the top destination type for March (44%) and April–June (35%)
 - Coastal (27%) and Countryside (29%) destinations remain high



Day Trips

25% of UK adults expect to take fewer or no day trips due to the cost of living.

Top cost-saving behaviours for day trips include:

- Looking for more free things to do (19%)
- Spending less on eating out (18%)
- Cutting back on shopping at destinations (13%)

Key market insights

Growth in short breaks

Short breaks (1-3 nights) accounts for 50-60% of UK travel intentions from March – June

Accommodation type

- Hotels/Motels/Inns top of preferred accommodation (43% Apr-Jun)
- Rented houses/cottages remain significant (23-25% Mar-Jun)
 - 41% say cost of accommodation is a barrier for UK stays.

Top 3 Motivations for Spring travel (Apr-Jun):

1. Family or partner time (39%)
2. Rest and relaxation (38%)
3. Nature & outdoors (24%)

Top interests by audience:

Families: High interest in family time and experiences, with 34-39% citing these motivations.

Younger Independents (16-34s): Strong interest in excitement, nightlife, and trying local food/drink.

Older Independents (35-64s): Strong pull toward rest, nature, walking, heritage.

Top 3 Activities for Spring trips



Trying local food & drink (35%)



Walking/hiking/rambling (33%)



Heritage/cultural sites (27-30%)



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Top 5 marketing tips

1. **Convert Late Bookers (Opportunity: April–June)**

Many travellers haven't yet booked April–June trips, leaving decisions open to influence. Push timely offers, flexible booking, “still time for spring breaks” messaging.

2. **Lead With Value (cost of living is a key travel factor)**

Price of accommodation, eating out and attractions are top barriers. Promote value bundles, free/low-cost activities, off-peak pricing and added-value perks

3. **Spotlight trends in Experiences**

Focus on popular activities: Local food & drink , Outdoor activities, cultural attractions
Package spring trails & heritage itineraries

4. **Highlight Short Breaks**

1–3 night breaks key trend in spring travel plans.
Emphasise easy, quick escapes with ready-made weekend plans or 48 hour itineraries

5. **Support Budget-Conscious Family Trips:**

Free trails (walking, heritage, coastal). Play areas, parks, themed trails and low cost family day out ideas



Get Involved!

Spring campaigns targeted to travel trends;

'Calm-cations' (Rest & relaxation)
Spring Awakening (Spring tastes, gardens and trails)

Year of the Normans
(Heritage & Culture)

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The logo features the words 'EXPERIENCE' and 'SUSSEX' stacked vertically. 'EXPERIENCE' is in a smaller, all-caps, sans-serif font, while 'SUSSEX' is in a larger, bold, all-caps, sans-serif font. Both are white. The background behind the text is a white, wavy, abstract shape that resembles a coastline or a stylized wave.

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