

# DAY OUT IN ENGLAND

Press release - December 2022

**EMBARGOED UNTIL 9AM THURSDAY 8TH DECEMBER**

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## **The results are in: Here's what people in England plan to do on their holidays and days out in 2023**

*This month the team at [Day Out In England](#) surveyed 980 people online through their website (which receives on avg. 165,000 page views a month) to collect the latest data on the country's changing behaviours and attitudes towards days out and holidays.*

From **how people are travelling amid the cost of living crisis**, to how many people consider the environment when planning days out, here are the surprising findings.

- When asked to think about how often they go on days out in England, most people (**42%**) said they currently go on one day out a month. However, **41%** said they may have fewer days out in 2023 due to the cost of living, and **31%** said they definitely will
- When it comes to those long-awaited holidays, **39%** of people said they plan to stay in England for their main holiday in 2023, while **50%** will be going abroad. **11%** won't be holidaying at all
- As the cost of living crisis eats away at disposable income, the average person expects to spend **£20-30 per person per day out**, including transport, food and attraction costs, so finding affordable activities could be big in 2023
- Presents are so last year; **82%** of people would rather have a day out than a big gift for their birthday or for Christmas. Refund the bath bombs and take your loved one out for the day instead
- The capital continues to draw people for days out, with **37%** of people saying they plan to visit **London** in 2023
- The South West is also a firm favourite, with **26%** of people saying **Cornwall** was on their list for next year, and **25%** saying **Devon** was their top choice

- The Midlands aren't looking too attractive to staycationers in 2023, with only **4.8%** of people saying they will visit **Herefordshire**, closely followed by **Northamptonshire** (**4.7%** of people) and **Rutland** (**2.9%** of people)
- Day trippers love a city, with **28%** of people choosing this as their favourite type of day out, followed by beach days (**23%**) and days out involving animals (**18%**)
- As the world continues to wake up to the environmental impact travel has on the planet, a surprising **67%** of people say they don't look for eco-friendly activities when planning days out
- The people have spoken! The 3 most popular days out and activities in England for 2023 are **Alton Towers**, the **Lake District** and the **Tower of London**.

We are thrilled to share the results of the Day Out In England survey far and wide to encourage more people to explore the country.

CEO of DayOutInEngland.com, Victoria Philpott, says:

*"As the cost of living crisis bites and we consider the cost of holidaying abroad, many of us will be changing the way we travel in 2023.*

*Days out in England haven't been this popular since before budget airlines began, and I always love finding out which English counties are the most popular on our site, as it can be so different for everyone.*

*Whether you want to see the cities, have an adventure in the countryside or find some photo-worthy towns and villages, England has it."*

If you would like any further information, quotes from our CEO Victoria Philpott, or images/logos from us, we are happy to help.

Please feel free to contact:

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