

STAYCATION NATION

As city dwellers seek to make the most of domestic holiday discoveries, countryside retreats and car hire are proving increasingly popular.



CLOSER TO HOME

Google Trends data reveals that **UK travel** search volumes for Ireland and Wales **increased by 700%** compared to pre-pandemic April

With continued uncertainty around international holiday-making this year due to the pandemic, **domestic trips are high on the agenda** as many seek to 'save the summer'.

At Codec, we track cultural communities through the content they engage with online. Over the last few months, we've seen a **40% rise** in interest across topics including **food + culinary tourism, outings + events (UK)** and **travel in the UK**.

Health and safety concerns around using public transport still remain front of mind with **64% of Brits** saying that **travelling by car is their preferred mode** of holiday transport. 52% say they will **use public transport less** in future due to the pandemic.

This surge in interest around domestic travel, together with safety concerns surrounding public transport, has given rise to **new trends in domestic travel**. Drivers are **converting their road cars into mini caravans**, with TikTok influencers such as teacher **Laurie Alyce** amassing over 2.2 million likes for her content in which she documents her **car camping adventures** in the UK. The #CarCamping hashtag on TikTok has **80 million views**.

Research from **Sixt** reveals that **72% of car rental bookings in the UK were made for 5 days or more**, indicating a desire for longer stays. Elsewhere, Halfords reports that associated products such as car roof racks are experiencing a **surge in sales**.

Jaguar Land Rover's **'THE OUT'** recently **launched in Manchester**, **providing an app-based car rental service** that aims to give users a stress and hassle-free experience. Premium cars are **delivered to customers' doors within three hours**, freeing them up to travel the UK in style.

As **vaccination rollouts** provide a much-needed 'shot in the arm' for the travel sector, brands have an immediate opportunity to **facilitate memorable and innovative staycation solutions** for consumers seeking to get behind the wheel and **take travel into their own hands**.



We are a cultural intelligence platform. Get in touch at info@codec.ai