

HALF of Brits are more interested in staycations since Covid-19

- **New research from Volkswagen Financial Services UK (VWFS) can reveal that almost half of Brits (49%) have become more interested in staycations and road trips as a result of the pandemic**
- **We're a nation of romantics as our partners are our most popular road trip companions (44%) but working from home has taken its toll with just 1% choosing to go on a road trip with colleagues**
- **However, men (6%) are twice as likely as women (3%) to want to get away with their celebrity crush as coastal locations prove to be the nation's most popular staycation destination (33%)**
- **Interest in staycations has particularly increased among younger people, with 73% of 18-24 year olds now keener for a road trip as a result of Covid-19, compared to just 33% of over 65s**
 - **However, there is a generational split between preferred staycation destinations, with preference for city breaks decreasing with age, and preference for coastal trips increasing**

British people have a renewed enthusiasm for Blighty-based holidays as new research shows that half of Brits (49%) have become more interested in staycations and road trips as a result of the pandemic.

The survey from Volkswagen Financial Services UK (VWFS), one of the UK's leading car finance companies, can also exclusively reveal which staycation destinations are the nation's favourite ahead of the Summer Bank Holiday.

It appears we all still like to be beside the seaside as coastal locations are the nation's most popular staycation destinations this year (33%), ahead of countryside retreats (25%), city breaks (13%) and overseas resorts (12%).

New data from Volkswagen Financial Services' insights team supports the notion that British holidaymakers are committing to domestic road trips this year, as the annual number of new Volkswagen California campervans financed by Volkswagen Financial Services has increased by 547% from July 2020 to July 2021.

The Volkswagen campervan is a rolling symbol for independence and freedom and both the California and Grand California models were recently awarded five stars in the Motorhome and Campervan Design Awards Buyers Guide for 2021 by The Caravan & Motorhome Club.

The research also found that we're a nation of romantics as our partner is the most popular road trip companion (44%), but working from home has taken its toll with just 1% choosing to go on a road trip with colleagues.

However, men (6%) are twice as likely as women (3%) to want to get away with their celebrity crush.

And women (35%) are significantly more likely than men (25%) to want to go on a road trip with their family, whilst men are more likely than women to want to spend the time away with friends (22% versus 15%).

Regionally, it's people in Scotland (56%) who've become more interested in staycations as a result of the pandemic, whilst holidaymakers in the Midlands are most likely to choose their partner as their road trip companion (48%).

Interest in staycations has particularly increased among younger people, with 73% of 18-24 year olds now keener for a road trip as a result of Covid-19, compared to just 33% of over 65s.

Research shows there is a generational split between preferred staycation destinations, however, with preference for city breaks decreasing with age, and preference for coastal trips increasing.

For example, a city break is a favourite staycation option for just 6% of over 65s whereas a coastal trip is a number one choice for 35% of the same age group. And for people aged between 25 and 34, 23% would prefer to go on a city break and 24% would rather head to the coast.

Mike Todd, CEO at Volkswagen Financial Services UK, said: *"The ongoing uncertainty surrounding international travel has meant that many British holidaymakers are opting for more reliable alternatives a little closer to home and it's fantastic to see that so many of us have embraced a different kind of adventure this summer. Evidently people recognise that our personal vehicles are central to a successful staycation, so it's no surprise to see the continuing surge in popularity of the Volkswagen campervan models.*

"I also believe that people are becoming far more environmentally conscious, which is perhaps another reason why domestic road trips have become more attractive when compared to overseas travel. In that respect, annual finance cases for electric vehicles are up 128% so far this year compared to the whole of 2019, which highlights the big steps we're making to mainstream adoption of electric cars."

How can Volkswagen Financial Services UK help with your summer staycation?

For short-term or spontaneous road trips, with Volkswagen Financial Services Rent-a-Car you can choose from our range of Volkswagen, ŠKODA and SEAT cars to rent for a day, weekend or longer. All our cars are less than eight months old, meaning that you will be driving around in the latest models.

Find out more here: <https://www.vwfsrentacar.co.uk/>

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Note to editors

The data for this study was collected between 6th August 2021 and 8th August 2021 and comprises responses from 2,012 British respondents.

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Information for editors:

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