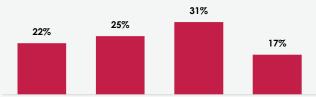


Summer 2021

After a long winter of dark nights, cold weather and restrictions we needed something a little lighter. So we turned our attention to summer. Whilst there's still uncertainty around foreign travel, we do have a new appreciation for local businesses, and all those activities we haven't been able to do for sometime, in our own country. In **May 2021**, we packed our survey (sadly not our suitcase) with different questions all relating to summer. Here's a snapshot of what our Northern Ireland Urbanites told us...

Planning for summer



I've made summer lt's too difficult lo l've given some thought l'm so ready for summer plans and not letting predict what will be to summer but haven't howe ver it looks this restrictions stop me from open and what we can made plans year having a great summer! do

Holiday 'feels' at home



will **eat outside** whenever possible to get a holiday feeling at home

to get a holiday feeling

Getting ready for summer

at home

47% will explore activities and attractions locally



Have started

researching activities

to do locally this

summer

and road trips to get a holiday feeling at home 30%

will go on staycations

60%

will **plan their annual leave around good weather** to get a holiday feeling at home

50%

Have already booked

a staycation in

Northern Ireland

53% 44%

Thoughts on foreign travel...

say that even if permitted, holidays abroad are much too risky this summer and **34%** think they'll be too expensive

35%

want to see people stay at home and support local businesses and help the economy recover this summer

On the look out: summer activities

63%

allowed,

holidays

abroad are

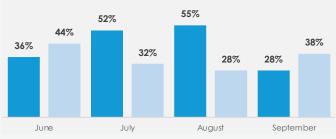
going to be too

much hassle

this year

Look out for activities and things to do during the summer with **16%** looking for free things and **21%** don't mind paying.

Plans to be out and about



Spenda lot more time out and about Spenda little more time out and about

HOPES FOR A HEATWAVE!

Have started

working out /

exercisina in

advance of summer



Say "send a heatwave my way and I'll be happy to summer at home!"

FAMILY OVER FOREIGN HOUDAYS

time with friends is more important than a holiday this year

SUMMER LOVIN' NORMALITY



Say they just welcome the chance to take part in regular activities this summer

For more insights and opinions visit:

workshopplay.ie/opinions