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JOSTLING FOR SUN LOUNGERS, PACKING TEABAGS AND AIRPORT PINTS – SOME OF THE BRITISH HOLIDAY TRADITIONS WE’VE LEFT BEHIND, AS SEVEN IN 10 SAY THEY’RE A “TRAVELLER” RATHER THAN A TOURIST

The classic ‘Brit abroad’ is fast becoming a thing of the past, with 71% of people now describing themselves as a global ‘traveller’ rather than a ‘tourist’, according to new research by Lloyds.

It seems, as a nation, we want a deeper, more authentic experience when we head overseas. So much so that 88% agree there are certain traits and habits which are now outdated, according to the national survey of 2,000 Brits.

Almost two in five (39%) say they prefer to immerse themselves in local culture when they go abroad, rather than visit tourist hotspots areas, while 72% make time to learn some of the language before travelling.

Other top signs people are modern ‘travellers’, rather than ‘tourists’, include avoiding tourist traps at all costs (36%), only eating at local restaurants (31%), having artefacts from far flung destinations on your walls at home (23%) and having well-worn walking boots (23%).

One in five (22%) say another sign of a traveller is choosing a debit card based on whether it will incur fees when spending abroad.

Younger people are driving this shift, with 83% agreeing those under 30 are more passionate about getting off the beaten track than their parents’ or grandparents’ generation.

Overall, 40% of modern travellers prefer experiences which take them out of their comfort zone, with two-thirds (64%) dreaming of turning up at the airport, with no idea of where they’re going and boarding a flight to “somewhere.”

The survey also revealed more than half (57%) would not be happy to be seen as a typical ‘Brit abroad’ by other travellers, with old school holiday habits like packing emergency teabags (32%), airport pints in the morning (24%), staying at the hotel buffet for dinner every night (20%) and jostling for sun-loungers at dawn (44%) falling out of favour.

Despite a thirst for adventure, relaxation was still a top holiday priority (73%), followed by good food (55%), and immersion in a new culture (49%).

Olamide Majekodunmi, Lloyds Money Expert, commented “It’s fascinating to see how people’s views on travel have changed, from the destinations we choose, to the way we act when we’re abroad.



“There’s no right or wrong way to holiday and people should always do what feels right for them. But it’s clear the younger generation are looking for a certain sort of experience when they set out on their travels.

“Whether you’re trying to find the perfect memento or a location that is off the beaten track, Lloyds can be your unexpected travel partner, with the tools to help you plan, book and spend better while you’re on holiday.”

The research also suggests Brits are widening their horizons this year, with 60% wanting to visit a country they’ve never been to before, with Japan (26%), Australia (26%), New Zealand (25%) and Italy (21%) topping the list.

In contrast, 69% have been put off certain destinations like the Eiffel Tower in Paris (49%), Times Square in New York (40%) and the Colosseum in Rome (31%) altogether, due to overcrowding.

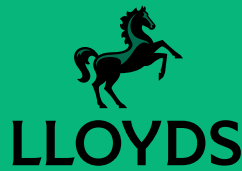
Souvenirs remain a treasured part of the trip. The nation’s favourites include fridge magnets (44%), local wine (22%) and local cheeses (16%).

SIGNS YOU’RE A MODERN TRAVELLER:

1. You avoid tourist traps - 36%
2. You prioritise experiences over souvenirs - 36%
3. You learn some of the language before you go - 33%
4. You plan trips around local culture and events - 32%
5. You only eat at local restaurants - 32%
6. You prefer to go off the beaten track - 29%
7. You never stay in the same place twice - 28%
8. Your phone is full of travel apps - 27%
9. You have artefacts from your travels in your home - 24%
10. You have well-worn walking boots - 23%
11. You choose your debit card so there are no fees on spending abroad - 22%
12. You have multiple different currencies in your wallet - 21%
13. You collect stamps on your passport - 21%
14. You have a favourite backpack - 20%
15. You take the train whenever possible to lower your footprint - 18%
16. You avoid other Brits - 17%
17. You regularly scour TikTok for travel inspo - 15%
18. You book boutique stays instead of big resorts - 15%

OUT-DATED HOLIDAY TRADITIONS:

1. Getting sunburnt on day one - 50%
2. Jostling for a sun-lounger at dawn - 44%
3. Matching family T-shirts - 40%
4. Sitting by the hotel pool all week - 37%
5. Packing teabags - 32%
6. Buckets and spades - 29%
7. Packing Marmite - 28%
8. Packing half your wardrobe “just in case” - 27%
9. Umbrellas in cocktails - 25%
10. Pints in the morning at the airport - 24%
11. Eating a ‘Full English’ at the airport - 23%
12. Hotel buffet dinners every night - 20%
13. All-inclusive resorts - 18%



- 14. Buying souvenirs - 18%
- 15. Paper guidebooks -15%
- 16. Carrying foreign coins and cash - 13%
- 17. Packing two weeks before the trip -12%
- 18. Coach excursions - 11%

LLOYDS THE FIRST UK BANK TO OFFER IN-APP TRAVEL BOOKING*

Lloyds has partnered with global online travel agency, Hopper, to give customers access to in-app flight and hotel bookings, with a whole range of fantastic benefits, including:

- **BEST PRICE GUARANTEE** - Found a lower price within 24 hours of booking? Let Lloyds know and you could get the difference back in travel credits, ready for your next trip.
- **PRICE PREDICTION** - Predicts the future price of flights and gives recommendations for when to buy or wait.
- **PRICE DROP PROTECTION** - Tracks a flight booking and automatically gives you up to £50 in travel credits for the difference if the price drops within 10 days.

Once abroad, Premier, Club Lloyds, Silver and Platinum account holders can use their debit card abroad without any fees from Lloyds, as can MasterCard World Elite credit card holders. Travel Smart for Classic account customers, offering no debit card fees from Lloyds when spending money overseas, is available for £7 for a week.

ENDS

The findings presented in this release are based on a nationally representative online survey of 2,000 UK adults conducted for Lloyds via research and insights agency Perspectus Global in January 2026.

Perspectus Global adheres strictly to the highest standards of market research and insight, in full compliance with the ESOMAR principles and the Market Research Society (MRS) Code of Conduct. All data collected and processed is strictly confidential.

*All information correct at the time of publication. For details of Lloyds current travel offers, including full terms and conditions, please visit the Lloyds Travel Hub at <https://www.lloydsbank.com/travel.html>