

Short Term Domestic Tracker 18th -19th August 2007

Approach and Sample

VisitBritain commissions telephone omnibus surveys periodically in order to collect data on the number of GB consumers who plan to take an overnight trip at key times throughout the year.

In this special August Bank Holiday edition, the survey was carried out on a representative sample of approximately 1000 adults aged 16 and over in Great Britain. The fieldwork for the survey took place between the 18th-19th August 2007. All comparisons are made with Trip Tracker Surveys conducted during the weekend prior to the August bank holiday weekend in 2005 and 2004. No survey was conducted in 2006.



Publication Information

Prepared by
England Research
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Key Insights

Overall

- Over the coming fortnight, which includes the August bank holiday, 25% of British adults say they are planning at least one overnight trip away from home. This is +1% higher on the same period in 2005 and + 2% on the same period in 2004.

England

- 16% of GB adults say they are planning an overnight trip in England over the coming fortnight. This is an increase of +1% on the same period in both 2005 and 2004.
- 7% of the GB adult population are planning overnight trips to visit friends and relatives located in England over the coming fortnight, +1% from 2005.
- Of those that are planning an overnight trip over the Easter period, 65% are planning to take their trip in England, up from 60% in 2005.
- Also increasing were those planning to take a trip abroad, with 33% planning to leave the country in 2007, up 3% from the 2005 figure.

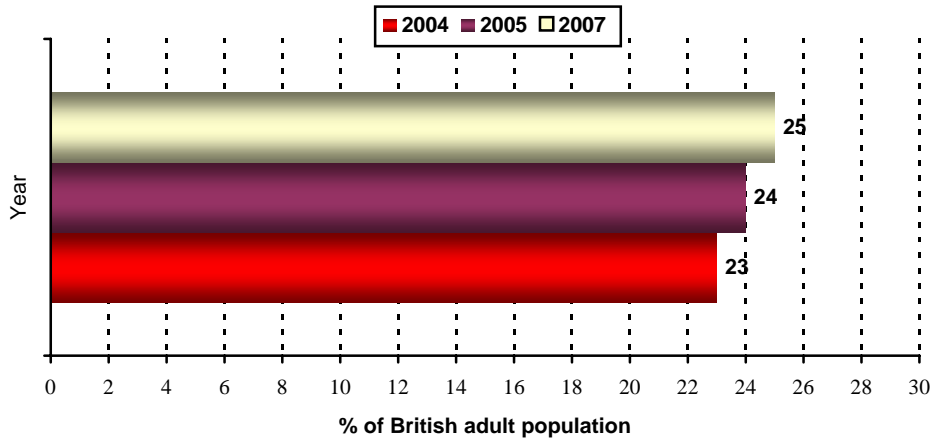
Notable Dates

Monday 27th August- Bank Holiday Weekend

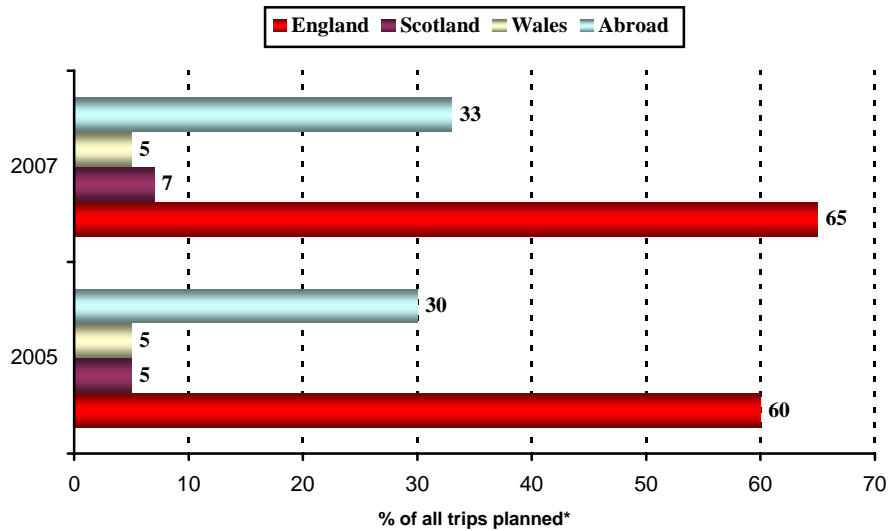
Trip Tracker Summary –18th-19th August

Trend Charts- Please note, no survey was conducted in 2006

Overnight Trips Planned to any World Destination within a Fortnight, 2004-7



Destination of Trips Planned, 2005 & 2007



*Trips can be planned to include multiple GB country destinations

Main Purpose of GB Domestic Trips Planned, 2005 & 2007

