

# Short Term Domestic Tracker 23<sup>rd</sup> -25<sup>th</sup> March 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 Easter 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 23<sup>rd</sup> and 25<sup>th</sup> of March 2007. All comparisons to last year relate to the survey period 7-9<sup>th</sup> April 2006, a week prior to Easter 2006, ensuring a fair comparison is made.



### Publication Information

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## Key Insights

### Overall

- Over the coming fortnight, which includes the Easter period, more than one in five British adults (22%) say they are planning at least one overnight trip away from home. This is a dip of one percentage point on the same period in 2006 but up +1% on the same period in 2005.

### England

- 13% of GB adults say they are planning an overnight trip in England over the coming fortnight. This is a decrease of -2 percentage points on the same period last year but flat compared with 2005.
- 10% of the GB adult population are planning overnight trips to visit friends and relatives located over the coming fortnight, up from 9% in 2006.
- Of those that are planning an overnight trip over the Easter period, 61% are planning to take their trip in England, down from 63% in 2006 and 64% in 2005.
- In contrast, 29% are planning their trip abroad over the Easter period, remaining at the same level as 2006, but down -1% on the level recorded in 2005.

### Forthcoming Notable Dates

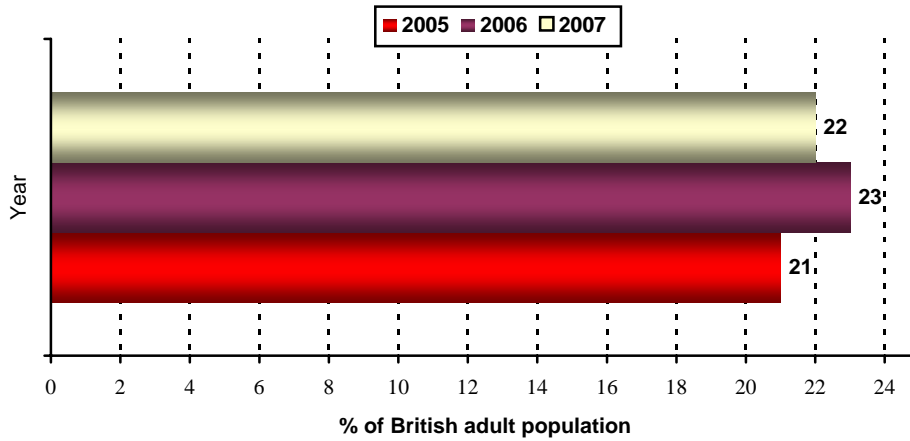
6<sup>th</sup> April – Good Friday

9<sup>th</sup> April – Easter Sunday

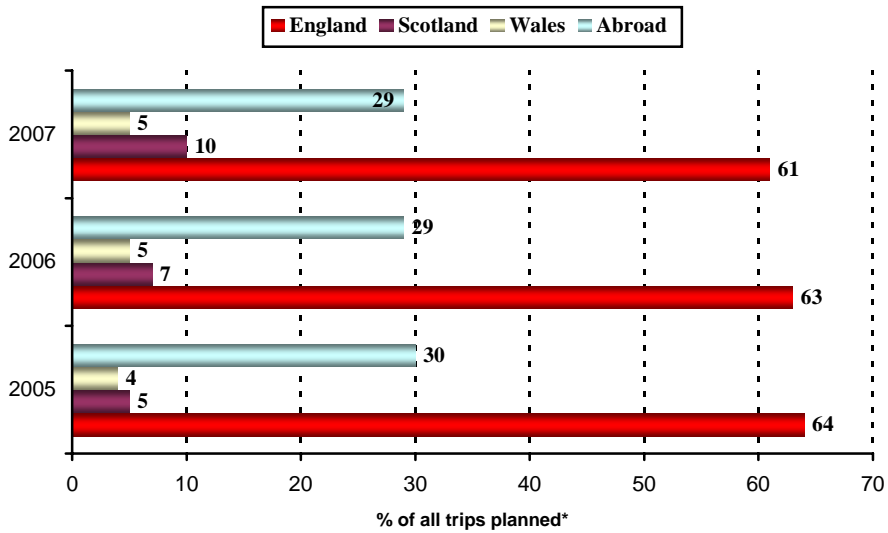
23<sup>rd</sup> April- St George's Day

Trend Charts

Overnight Trips Planned to any World Destination within a Fortnight, 2005-07



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

