

Short Term Domestic Tracker 15th -17th August 2008

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 15th-17th August 2008. All comparisons are made with Trip Tracker Survey conducted during the weekend prior to the August bank holiday weekend in 2007.



Publication Information

Prepared by
England Research
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Key Insights

Overall

- Over the coming fortnight, which includes the August bank holiday, 29% of British adults say they are planning at least one overnight trip away from home. This is +4% higher on the same period in 2007. 22% of British adults say they are planning on travelling within Britain. Specifically, during the August 2008 bank holiday, 19% are planning to travel to England (+3% from 2007), 2% to Scotland, 1% to Wales and 7% say they intend to travel abroad (-1% from 2007).

England

- 19% of GB adults say they are planning an overnight trip in England over the coming fortnight. This is an increase of +3% on the same period in 2007.
- 9% of the GB adult population are planning overnight trips to visit friends and relatives located in England over the coming fortnight, +2% from 2007.
- Of those that are planning an overnight trip over the Easter period, 71% are planning to take their trip in England, up from 65% in 2007 and 60% in 2005.
- There was a decline in those planning to take a trip abroad, with 27% of those intending to go on a trip saying they planned to leave the country in 2008, down from 33% in 2007.

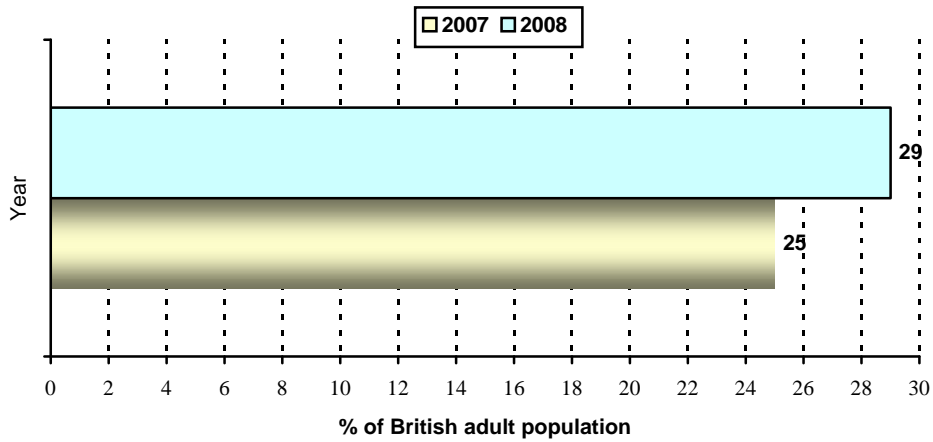
Notable Dates

Monday 25th August- Bank Holiday Weekend

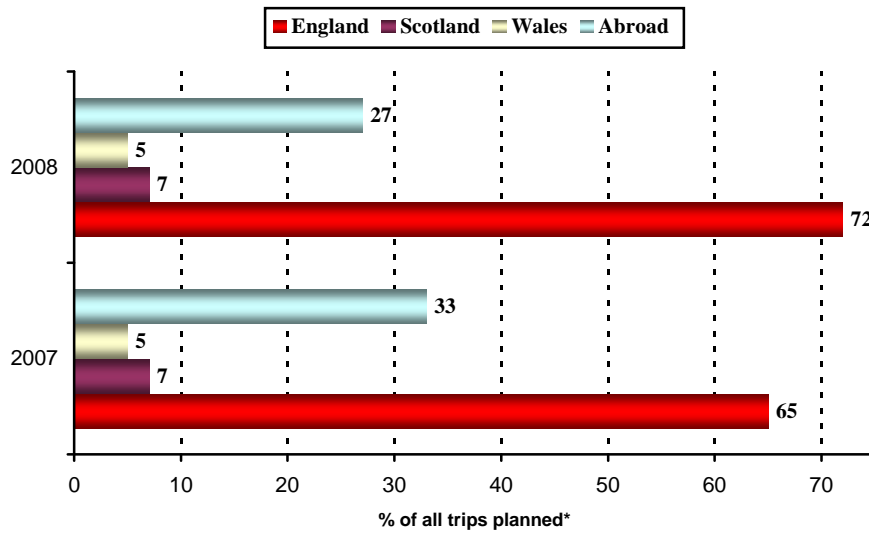
Trip Tracker Summary – 18th-19th August

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

Overnight Trips Planned to any World Destination within a Fortnight, 2007 & 2008



Destination of Trips Planned, 2007 & 2008



*Trips can be planned to include multiple GB country destinations

Main Purpose of GB Domestic Trips Planned, 2007 & 2008

