

Short Term Domestic Tracker 19th – 21st December 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 festive 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 19th and 21st of December 2008. Year-on-year comparisons are made against surveys conducted in 2007 and 2006 that used the same methodology and sample size.



Publication Information

Prepared by
England Research
22 December 2008

Key Insights

Respondents were asked where they would be spending the festive season:

Overall

- Over the coming fortnight, which includes the festive period, almost a quarter of GB adults (24%) say they are planning at least one overnight trip away from home. This is an increase of six percentage points on the same period in 2007 and five percentage points below 2006.

England

- 19% of GB adults say they are planning an overnight trip in England over the coming fortnight. This is an increase of seven percentage points on the same period in 2007.
- 18% of the GB adult population are planning overnight trips to visit friends and relatives located in Britain over the coming fortnight, up from 10% in 2007.
- Of those that are planning an overnight trip over the festive period, almost eight out of ten (78%), are planning to take their trip in England, up from under two thirds in 2007 (62%).
- In contrast, 21% are planning their trip abroad over the festive period, down eleven percentage points on the same period in 2007.

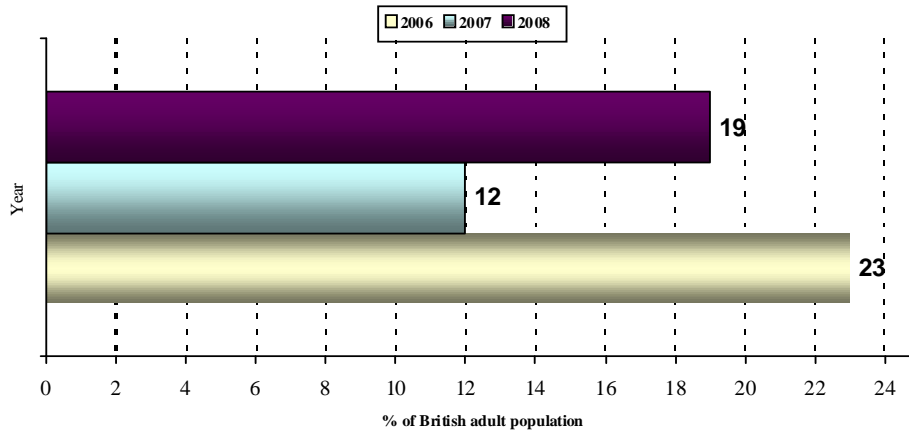
Forthcoming Notable Dates

22nd December – January 2nd – School Holidays
29th December (9am) – Harrods Sale

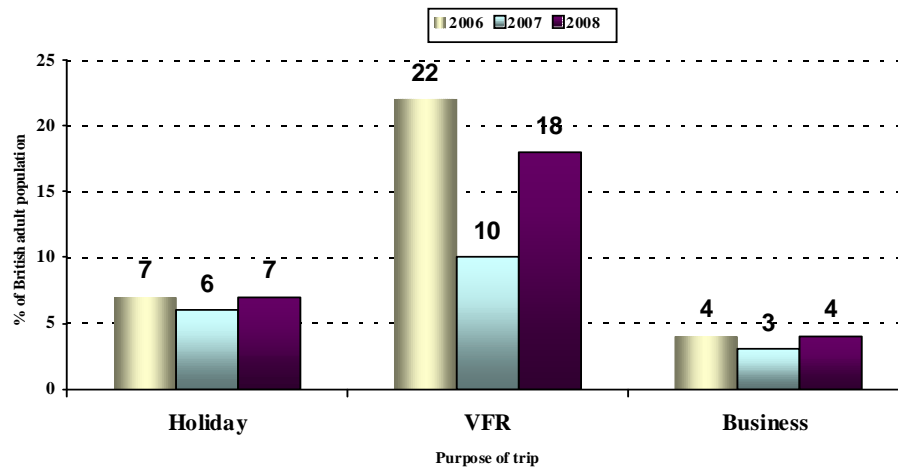
Trip Tracker Summary – 19th – 21st December 2008

Trend Charts

Overnight England Trips Planned, 2006-2008



Purpose of Domestic Trips Planned, 2006-2008



Destination of Trips Planned, 2006-2008

