

Short Term Domestic Tracker 14th -16th March 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 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 14th and 16th of March 2008. All comparisons to last year relate to the survey period 23-25th April 2007, a week prior to Easter 2007, ensuring a fair comparison is made.

Key Insights

Overall

- Over the coming fortnight, which includes the Easter period, over one in five British adults (21%) 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 2007.

England

- 14% of GB adults say they are planning an overnight trip in England over the coming fortnight. This is an increase of +1 percentage points on the same period last year but a decrease of -1 percentage point compared with 2006.
- 10% of the GB adult population are planning overnight trips to visit friends and relatives located over the coming fortnight, flat compared with 2007.
- Of those that are planning an overnight trip over the Easter period, 67% are planning to take their trip in England, up from 61% in 2007 and 63% in 2006.
- In contrast, 27% are planning their trip abroad over the Easter period, down from 29% in 2006 and 2007.

Forthcoming Notable Dates

21st March – Good Friday

23rd March – Easter Sunday

23rd April – St George's Day



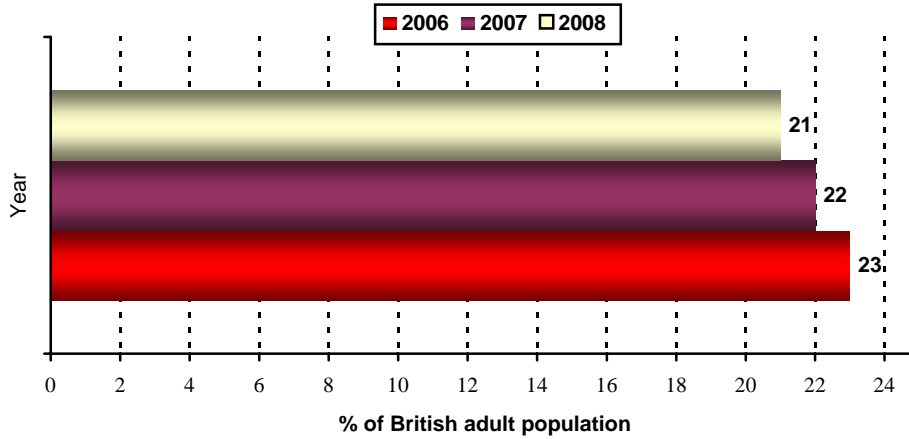
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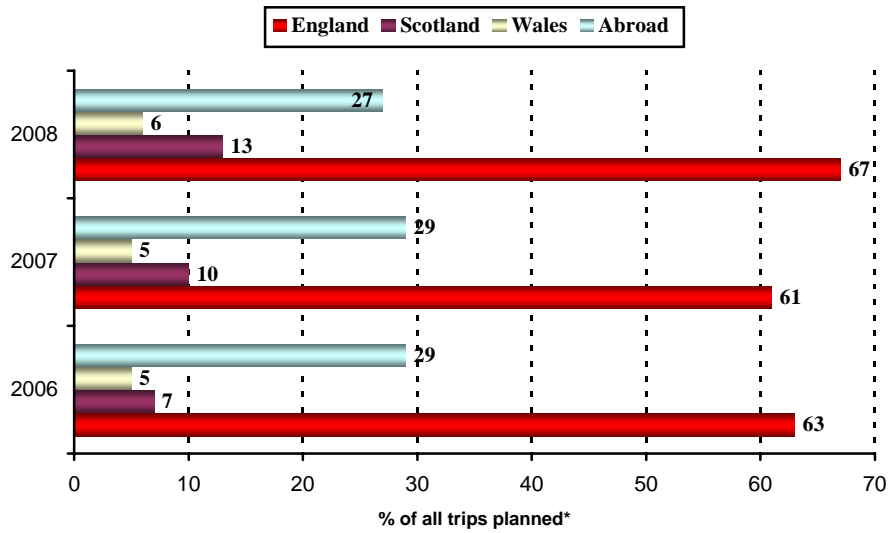
Trip Tracker Summary – 14th – 16th March 2008

Trend Charts

Overnight Trips Planned to any World Destination within a Fortnight, 2006-08

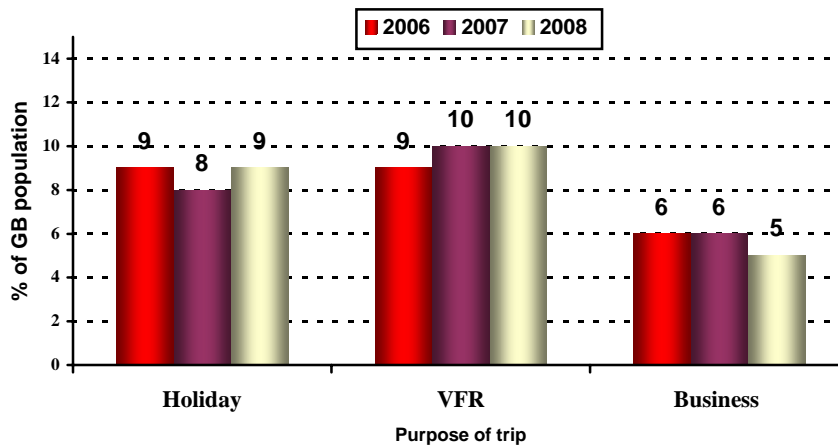


Destination of Trips Planned, 2006-2008



*Trips can be planned to include multiple GB country destinations

Main Purpose of GB Domestic Trips Planned, 2006-2008



Trip Tracker Summary – 14th – 16th March 2008

Other Key Findings:

- Adults from Greater London are more likely than those from other regions to say they are planning on taking an overnight trip during the Easter period – around 1/3 were planning on taking a trip compared with 21% of adults overall.
- Single people are more likely than average to be planning an overnight trip in the next two weeks – 27% are compared with 21% of adults overall.
- Full-time workers are more likely than adults who are not working to take an overnight trip in the next couple of weeks - a quarter (25%) of full-time workers intend to compared with 16% of those who are not working.
- Of those who plan to take an overnight trip in the next couple of weeks, 45% intend to visit friends and family while 43% intend to go for a holiday.
- Of adults who plan to take an overnight trip in the next couple of weeks, over 2-in-5 (42%) are planning a trip to a large city or town, 30% plan to visit the countryside or a village and ¼ plan to visit the seaside.
- 25-34s are the age group most likely to be planning an overnight trip in the next couple of weeks – 27% of 25-34s are planning an overnight trip during the Easter period compared to an average of 21%.
- AB adults – the most affluent demographic – are more likely than adults from other social classes to be planning an overnight trip – 30% of AB adults are planning an overnight trip during the Easter period which is nine percentage points higher than average.