

Short Term Domestic Tracker 21st -23rd August 2009

Approach and Sample

VisitEngland 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 21st-23rd August 2009. All comparisons are made with Trip Tracker Survey conducted during the weekend prior to the August bank holiday weekend in 2008.



VisitEngland™

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 unchanged from the same period in 2008. 24% of British adults say they are planning on travelling within Britain compared to 22% in 2008. Specifically, during the August 2009 bank holiday, 20% are planning to travel to England (+1% from 2008), 2% to Scotland, 2% to Wales and 6% say they intend to travel abroad (-1% from 2008).

England

- 20% 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 2008.
- 11% of the GB adult population are planning overnight trips to visit friends and relatives located in England over the coming fortnight, +1% from 2008.
- Of those that are planning an overnight trip over the Bank Holiday period, 70% are planning to take their trip in England, compared with 71% in 2008 and 65% in 2007. .

Overseas Breaks

- There was a decline in those planning to take a trip abroad, with 22% of those intending to go on a trip saying they planned to leave the country in 2009, down from 27% in 2008 and 33% in 2007.

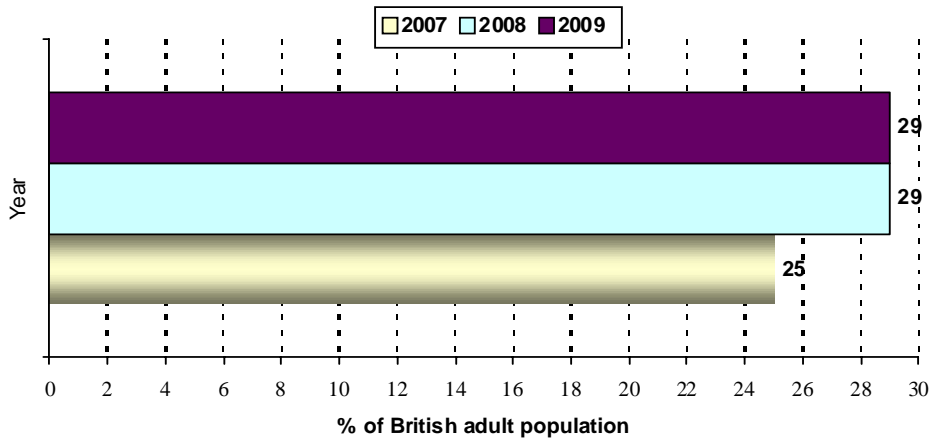
Notable Dates

Monday 31st August- Bank Holiday Weekend

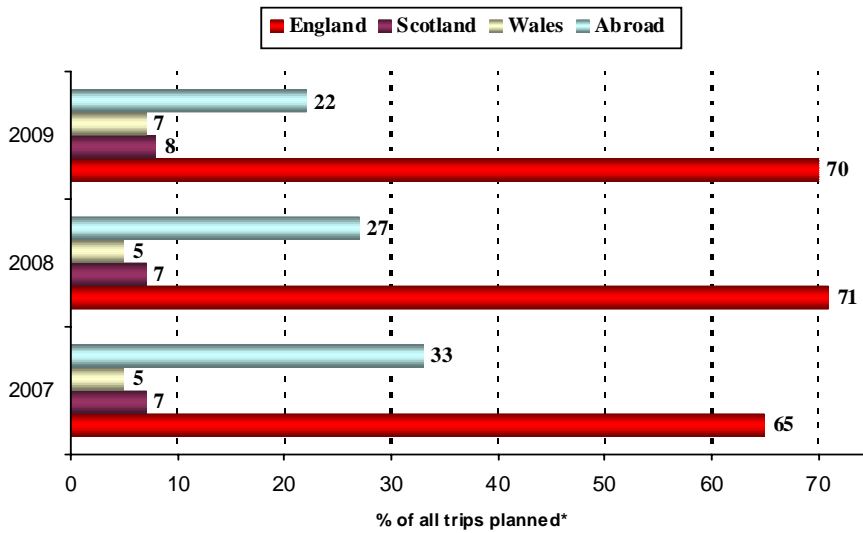
Trip Tracker Summary –21st-23rd August

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

Overnight Trips Planned to any World Destination within a Fortnight, 2007, 2008 & 2009



Destination of Trips Planned, 2007, 2008 & 2009



*Trips can be planned to include multiple GB country destinations

Main Purpose of GB Domestic Trips Planned, 2007, 2008 & 2009

