

# Short Term Domestic Tracker 18<sup>th</sup> – 20<sup>th</sup> December 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 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 18<sup>th</sup> and 20<sup>th</sup> of December 2009. Year-on-year comparisons are made against surveys conducted since 2006 that used the same methodology and sample size.



VisitEngland<sup>™</sup>

Publication Information

Prepared by  
England Research  
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## Key Insights

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

Overall

- Over the coming fortnight, which includes the festive period, over a quarter of GB adults (27%) say they are planning at least one overnight trip away from home.

England

- 21% of GB adults say they are planning an overnight trip in England over the coming fortnight. This is an increase of two percentage points on the same period in 2008.
- 20% of the GB adult population are planning overnight trips to visit friends and relatives located in Britain over the coming fortnight, up from 18% in 2008.
- Of those that are planning an overnight trip over the festive period, almost eight out of ten (75%), are planning to take their trip in England and in total 86% will be staying in GB.
- In contrast, 22% of those are expecting to take trips away from home are planning to go abroad over the festive period.

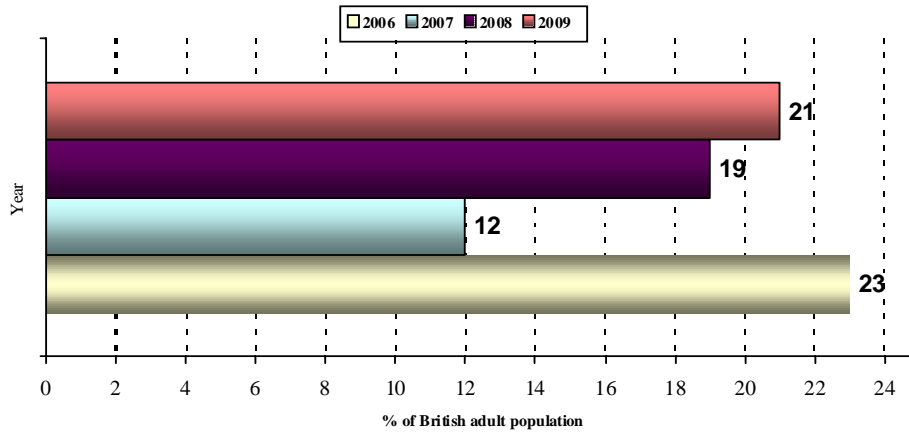
### Forthcoming Notable Dates

21st December – January 1st – School Holidays

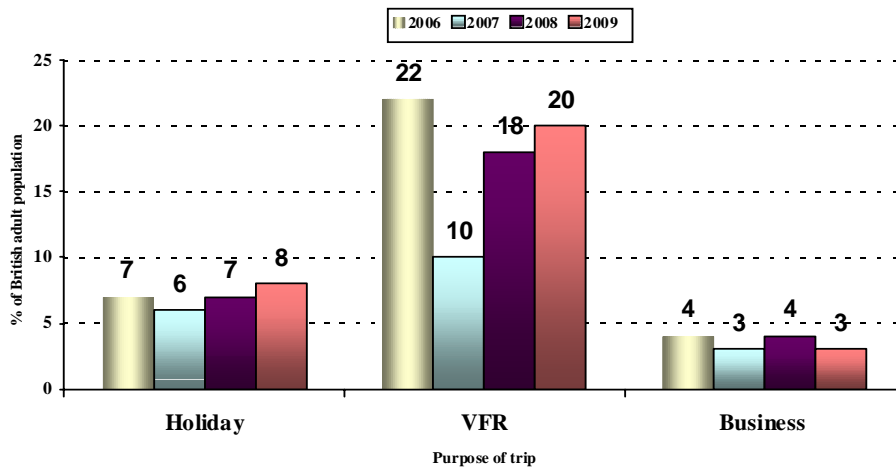
# Trip Tracker Summary – 18<sup>th</sup> – 20<sup>th</sup> December 2009

## Trend Charts

### Overnight England Trips Planned, 2006-2009



### Purpose of Domestic Trips Planned, 2006-2009



### Destination of Trips Planned, 2006-2009

