**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 18th and 20th of December 2009. Year-on-year comparisons are made against surveys conducted since 2006 that used the same methodology and sample size.

**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 – 18th – 20th December 2009

Trend Charts

Overnight England Trips Planned, 2006-2009

![Bar chart showing the percentage of British adult population on overnight England trips from 2006 to 2009.]

Purpose of Domestic Trips Planned, 2006-2009

![Bar chart showing the purpose of domestic trips planned for 2006-2009, with categories for Holiday, VFR, and Business.]

Destination of Trips Planned, 2006-2009

![Bar chart showing the destination of trips planned for 2006-2009, with categories for England, Scotland, Wales, and Abroad.]