

# Short Term Domestic Tracker 3<sup>rd</sup> -5<sup>th</sup> April 2009

## 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 3<sup>rd</sup> and 5<sup>th</sup> April 2009. All comparisons to last year relate to the survey period 14<sup>th</sup> and 16<sup>th</sup> March 2008 and 23-25<sup>th</sup> April 2007, a week prior to Easter, ensuring a fair comparison is made.



VisitEngland™

Prepared by  
Insight & Market Intelligence  
Team  
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## Key Insights

### Overall

- Over the coming fortnight, which includes the Easter period, over one in five British adults (22%) say they are planning at least one overnight trip away from home. This is one percentage point higher than on the same period in 2008 but the same as in 2007.
- Although the number planning to go away over Easter is largely unchanged vs. previous year there is a shift in choice of destination.
  - Of those that are planning an overnight trip over the Easter period, 73% are planning to take their trip in England, up from 67% in 2008 and 61% in 2007.
  - In contrast, 19% are planning their trip abroad over the Easter period, down from 27% in 2008 and 29% in 2007.
- This means that 16% of GB adults say they are planning an overnight trip in England over the coming fortnight. This is an increase of +2 percentage points on the same period last year and a +3 percentage point increase compared with 2007.

### Forthcoming Notable Dates

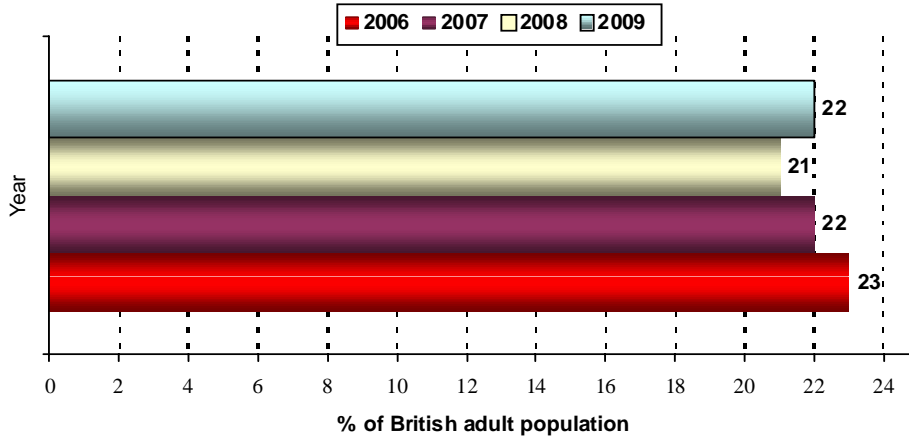
10<sup>th</sup> April – Good Friday

12<sup>th</sup> April – Easter Sunday

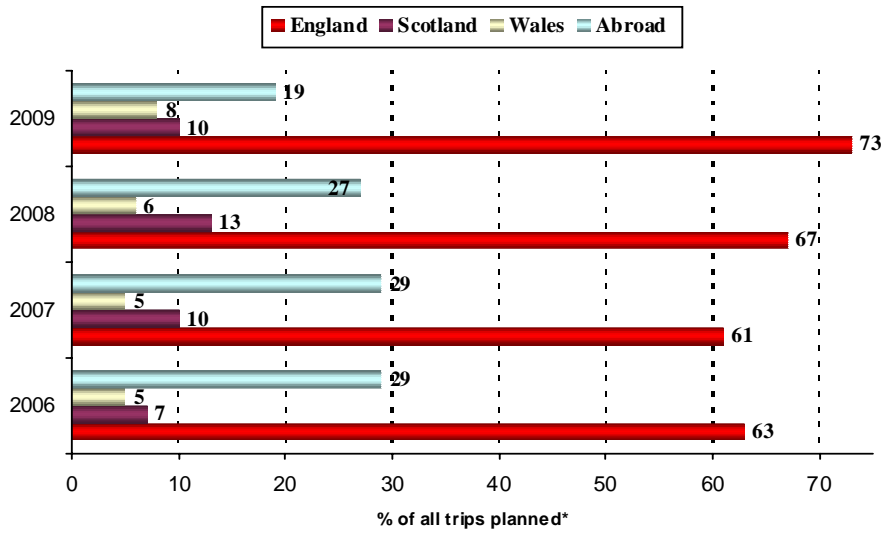
23<sup>rd</sup> April- St George's Day

Trend Charts

Overnight Trips Planned to any World Destination within a Fortnight, 2006-09

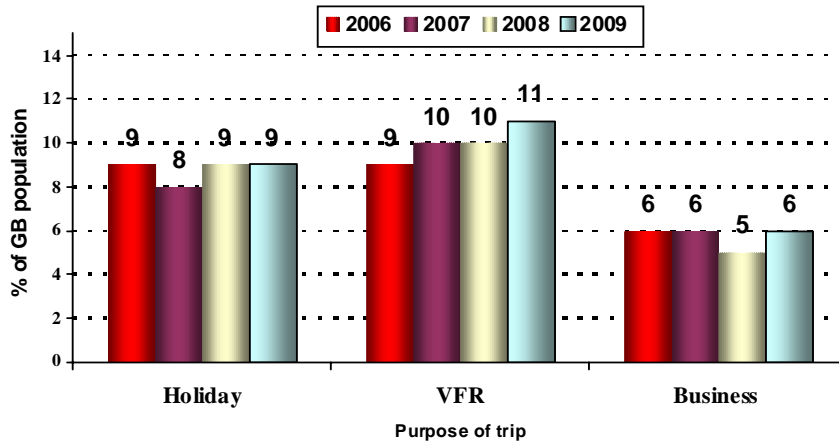


Destination of Trips Planned, 2006-2009



\*Trips can be planned to include multiple GB country destinations

Main Purpose of GB Domestic Trips Planned, 2006-2009



**Other Key Findings:**

- Of those who plan to take an overnight trip in the next couple of weeks, 49% intend to visit friends and family while 39% 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 (43%) are planning a trip to a large city or town, 32% plan to visit the countryside or a village and ¼ plan to visit the seaside.
- 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 – 27% were planning on taking a trip compared with 22% 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 – over a quarter (27%) of full-time workers intend to compared with 17% of those who are not working.
- Younger adults are most likely to be planning an overnight trip in the next couple of weeks – 35% of 16-24s and 28% of 25-34s are planning an overnight trip during the Easter period compared to an average of 22%.
- AB adults – the most affluent demographic – are more likely than adults from other social classes to be planning an overnight trip – 34% of AB adults are planning an overnight trip during the Easter period which is twelve percentage points higher than average.