

Short Term Domestic Tracker 20th -22nd August 2010

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 20th-22nd August 2010. All comparisons are made with Trip Tracker Survey conducted during the weekend prior to the August bank holiday weekend in 2009.



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Publication Information

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England Research
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Key Insights

Overall

- Over the coming fortnight, which includes the August bank holiday, 30% of British adults say they are planning at least one overnight trip away from home. This is up one percentage point on the same period in 2009.
- 24% of British adults say they are planning on travelling within Britain which is unchanged compared with 2009. Specifically, during the August 2010 bank holiday, 20% are planning to travel to England (unchanged from 2009), 3% to Scotland and a further 3% to Wales.
- 6% say they intend to travel abroad (the same proportion as in 2009) – or 22% of those planning a trip away.
- The proportion of Bank Holiday trip takers expecting to go abroad (22%) is the same as in 2009 – but lower than in 2008 (27%) and 2007 (33%).

Trip Purpose

- 12% of the GB adults population are planning overnight holiday trips within England over the coming fortnight, the same proportion as in 2009.
- 10% are planning overnight trips to visit friends and relatives located in England, down 1% from 2009.
- At the same time 3% are planning overnight business trips in England, 1 percentage point down on 2009.

Day Trips

- 19% of GB adults say they are expecting to take a day trip over the Bank Holiday.
- In total 35% are planning to take a day trip or an overnight break within Great Britain.

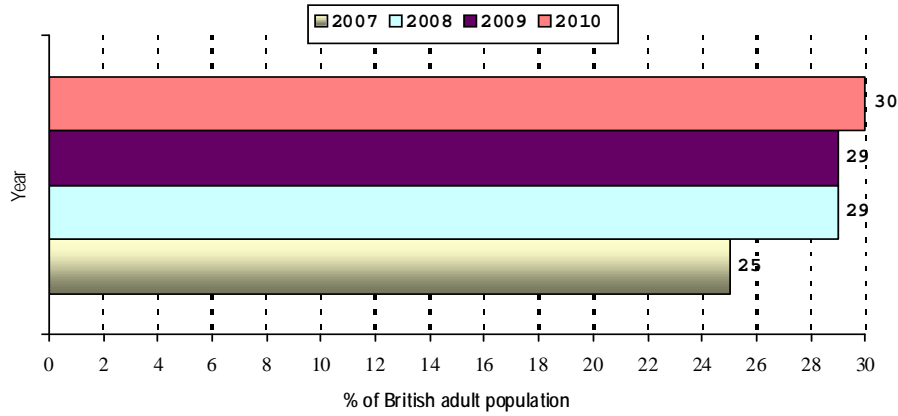
Activities

- British adults are most likely to go shopping (55%) or to participate in an outdoor leisure pursuit, such as, walking or cycling (48%) during the Bank Holiday period.
- Almost half (45%) intend to explore their area and over a third (34%) intend to explore the countryside.
- The next most popular activities were attending an entertainment (31%), watching a sporting event (28%), visiting a small town (25%) and visiting a garden (21%).
- Only a small minority (13%) say they don't intend to do anything over the Bank Holiday weekend.

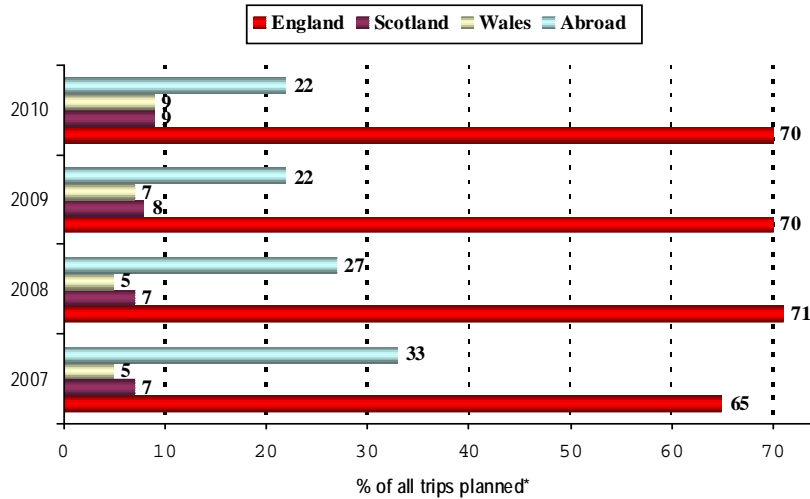
Trip Tracker Summary –20th-22nd August

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

Overnight Trips Planned to any World Destination within a Fortnight, 2007, 2008, 2009 & 2010

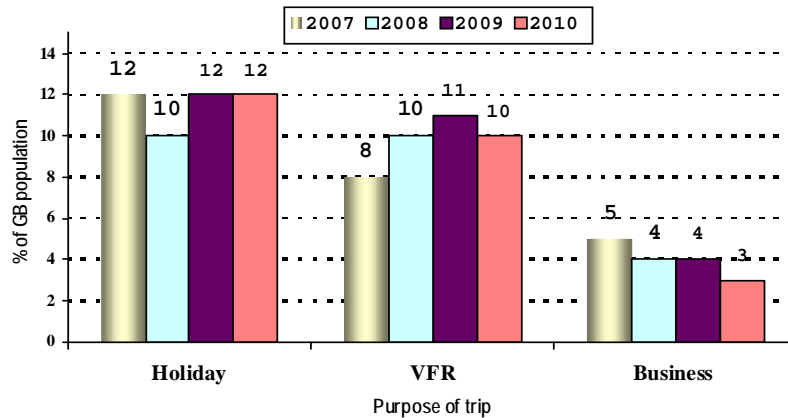


Destination of Trips Planned, 2007, 2008, 2009 & 2010



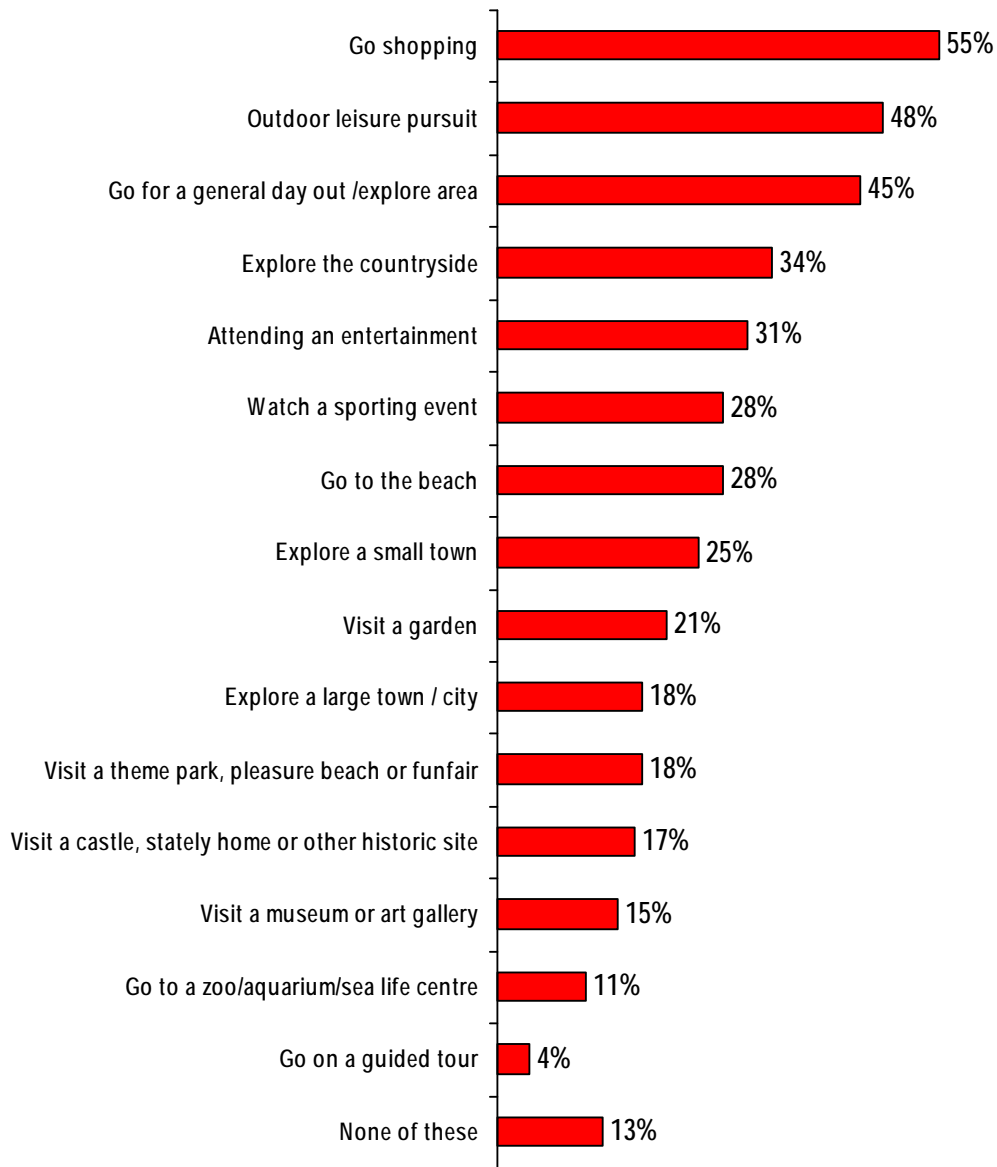
*Trips can be planned to include multiple GB country destinations

Main Purpose of GB Domestic Trips Planned, 2007, 2008, 2009 & 2010



Trip Tracker Summary –20th-22nd August

Activities expected to be undertaken during the bank holiday weekend



Notable Dates

Monday 30th August- Bank Holiday Weekend