

Short Term Domestic Tracker 17th – 19th December 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 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 17th and 19th of December 2010. Year-on-year comparisons are made against surveys conducted since 2006 that used the same methodology and sample size.



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Publication Information

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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, just over one in five GB adults (21%) say they are planning at least one overnight trip away from home. This is a decrease of six percentage points on the same period in 2009 (27%).
- Of those that are planning an overnight trip over the festive period, over eight in ten (83%) are planning to take their trip in England, an increase of eight percentage points on the same period last year (75%), and in total 91% will be staying in GB, also up on 2009 (86%).
- 18% of GB adults say they are planning an overnight trip in England over the coming fortnight. This is a decrease of three percentage points on the same period in 2009.
- 17% of the GB adult population are planning overnight trips to visit friends and relatives located in Britain over the coming fortnight, down from 20% in 2009.
- In contrast, 15% of those are expecting to take trips away from home are planning to go abroad over the festive period, down seven percentage points on 2009.

Respondents were also asked about their expectations regarding weather-related travel disruptions. It should be noted that weather conditions were particularly severe during the interviewing period.

- Of those that are planning an overnight trip during the festive period, over two thirds (69%) expect that their trip will 'definitely' or 'probably' be disrupted by the weather, and a further 19% are not sure if their trip will be disrupted.

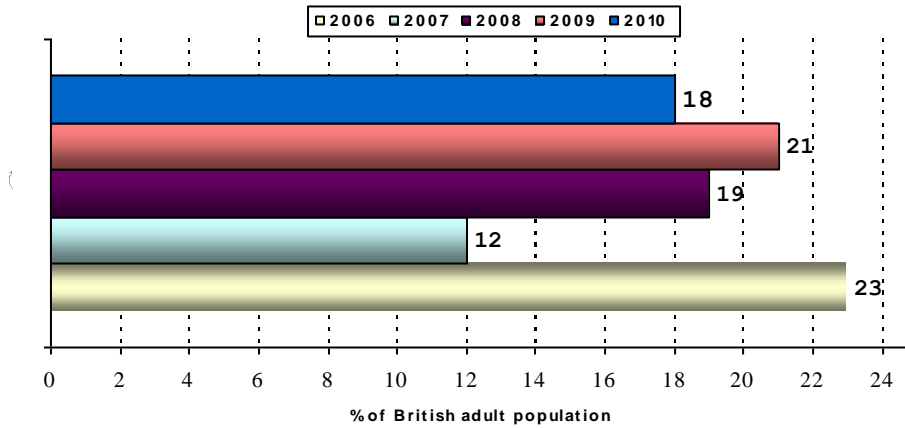
Forthcoming Notable Dates

20th December – January 5th – School Holidays

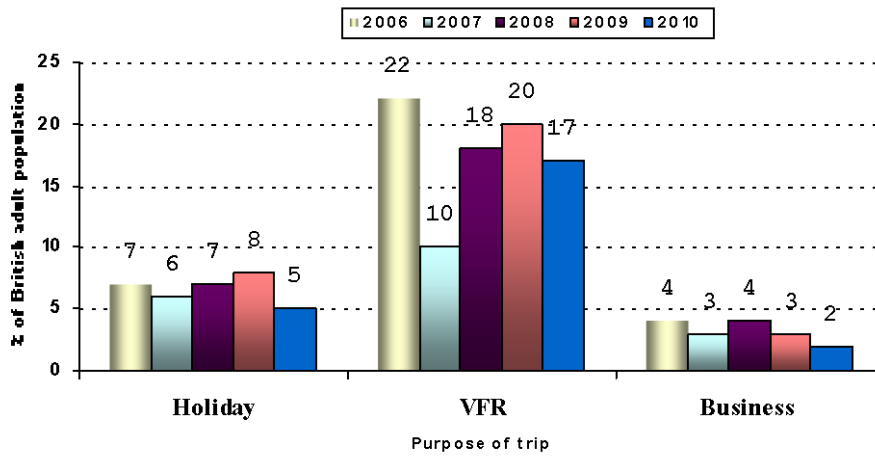
Trip Tracker Summary – 17th – 19th December 2010

Trend Charts

Overnight England Trips Planned, 2006-2010



Purpose of Domestic Trips Planned, 2006-2010



Destination of Trips Planned, 2006-2010

