

Short Term Domestic Tracker 26th -28th March 2010



VisitEngland[™]

Prepared by
Insight & Market Intelligence
Team
30th March 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 Easter edition, the survey was carried out on a representative sample of approximately 1,000 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 26th and 28th March 2010. All comparisons to last year relate to the survey period 3rd and 5th April 2009 and 14-16th March 2008, a week prior to Easter, ensuring a fair comparison is made.

Key Insights

Overall

- Over the coming fortnight, which includes the Easter period, over a quarter of British adults (26%) say they are planning at least one overnight trip away from home. This is four percentage points higher than in the same period in 2009 and one percentage point higher than in 2008.
- Amongst those planning breaks, the choice of destination has changed over the past two years.
 - 19% are planning an overnight trip in England, up from 16% in 2009 and 14% in 2008.
 - 6% are planning to travel abroad. This is an increase on the 4% who were planning to go abroad over Easter 2009 but at a similar level to 2008.

Forthcoming Notable Dates

2nd April – Good Friday

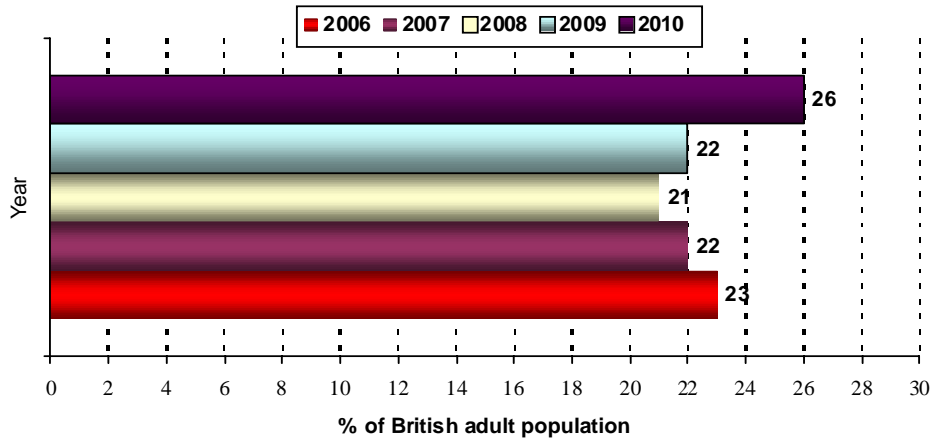
4th April – Easter Sunday

23rd April- St George's Day

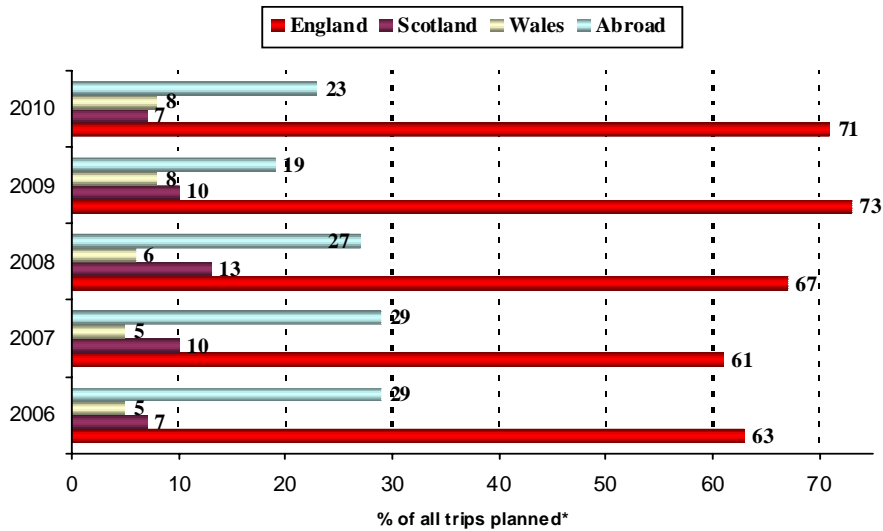
Trip Tracker Summary – 26th-28th March 2010

Trend Charts

Overnight Trips Planned to any World Destination within a Fortnight, 2006-10

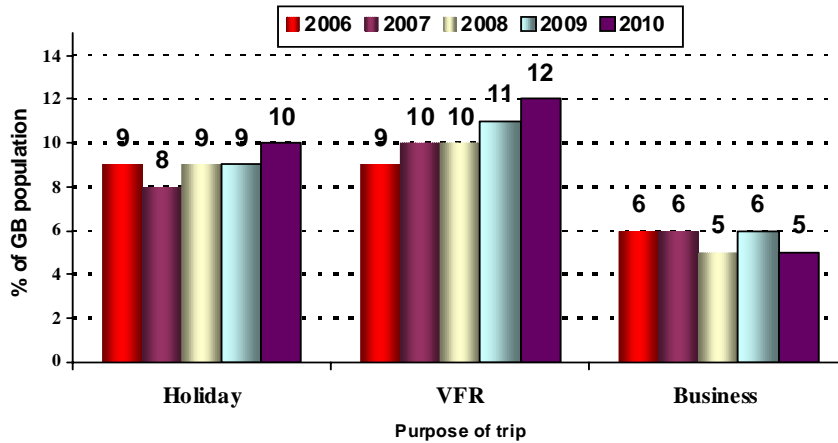


Destination of Trips Planned, 2006-2010



*Trips can be planned to include multiple GB country destinations

Main Purpose of GB Domestic Trips Planned, 2006-2010



Trip Tracker Summary – 26th-28th March 2010

Other Key Findings:

- Of those who plan to take an overnight trip in the next couple of weeks, 46% intend to visit friends and family while 40% intend to go for a holiday.
- Of adults who plan to take an overnight trip in the next couple of weeks, 2-in-5 (40%) are planning a trip to a large city or town, 30% plan to visit the countryside or a village and 29% 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 – 37% were planning on taking a trip compared with 26% 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 third (34%) of full-time workers intend to compared with 17% of those who are not working.
- Younger adults and 45-54s are most likely to be planning an overnight trip in the next couple of weeks – 34% of 16-24s and 33% of 45-54s are planning an overnight trip during the Easter period compared to an average of 26%.
- AB adults – the most affluent demographic – are more likely than adults from other social classes to be planning an overnight trip – 43% of AB adults are planning an overnight trip during the Easter period which is seventeen percentage points higher than average.