

Short Term Domestic Tracker 19th -21st August 2011

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 1,000 adults aged 16 and over in Great Britain. The fieldwork for the survey took place between the 19th - 21st August 2011. All comparisons are made with Trip Tracker Survey conducted during the weekend prior to the August bank holiday weekend in 2010.



VisitEngland[™]

Publication Information

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England Research
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Key Insights

Overall

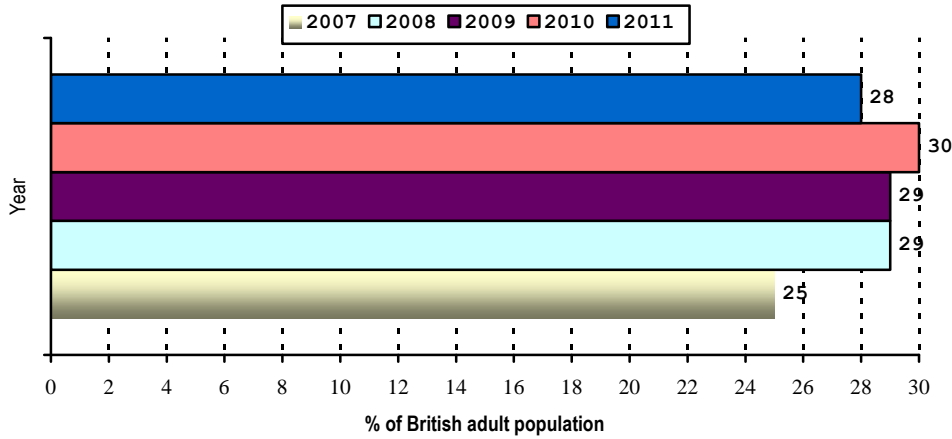
- Over the coming fortnight, which includes the August bank holiday, 28% of British adults say they are planning at least one overnight trip away from home. This is down two percentage point on the same period in 2010 and one percentage point on 2009.
- 19% of British adults say they are planning on travelling within Britain which is down 5% compared with 2010. Specifically, during the August 2011 bank holiday, 17% are planning to travel to England (down 3% from 2010), 2% to Scotland and a further 1% to Wales.
- 5% say they intend to travel abroad (down 1% on 2010).
- The proportion of Bank Holiday trip takers expecting to go abroad (21%) is down slightly (1%) on 2010 – but noticeably lower than in 2008 (27%) and 2007 (33%).

Trip Purpose

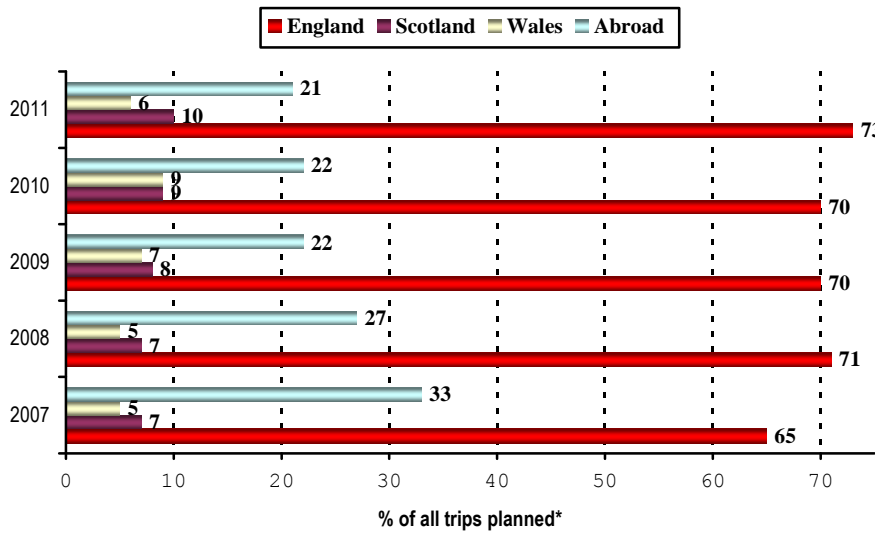
- 9% of the GB adults population are planning overnight holiday trips within England over the coming fortnight, a 3% decrease on 2010.
- 9% are planning overnight trips to visit friends and relatives located in England, down 1% from 2010.
- At the same time 2% are planning overnight business trips in England, 1 percentage point down on 2009.

Trip Tracker Summary –19th-21st August

Overnight Trips Planned to any World Destination within a Fortnight, 2007, 2008, 2009, 2010 & 2011



Destination of Trips Planned, 2007, 2008, 2009, 2010 & 2011



*Trips can be planned to include multiple GB country destinations

Main Purpose of GB Domestic Trips Planned, 2007, 2008, 2009, 2010 & 2011

