

Short Term Domestic Tracker 16th – 18th December 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 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 16th and 18th of December 2011. Year-on-year comparisons are made against surveys conducted since 2006 that used the same methodology and sample size.



VisitEngland[™]

Publication Information

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England Research
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Key Insights

Overall

- Over the coming fortnight, which includes the festive period, just over one quarter of GB adults (26%) say they are planning at least one overnight trip away from home. This is an increase of five percentage points on the same period in 2010 (21%), when travel plans were affected by severe winter weather. It is comparable with the 2009 festive period (27%) and higher than pre-recession levels (2008 24%, 2007 18%).
- 20% of GB adults say they are planning an overnight trip in England over the coming fortnight. This is an increase of two percentage points on the same period in 2010.
- Of those that are planning an overnight trip over the festive period, around three quarters (76%) are planning to take their trip in England, and in total 88% will be staying in GB.
- 18% of those are expecting to take trips away from home are planning to go abroad over the festive period, a slightly higher proportion than in 2010.

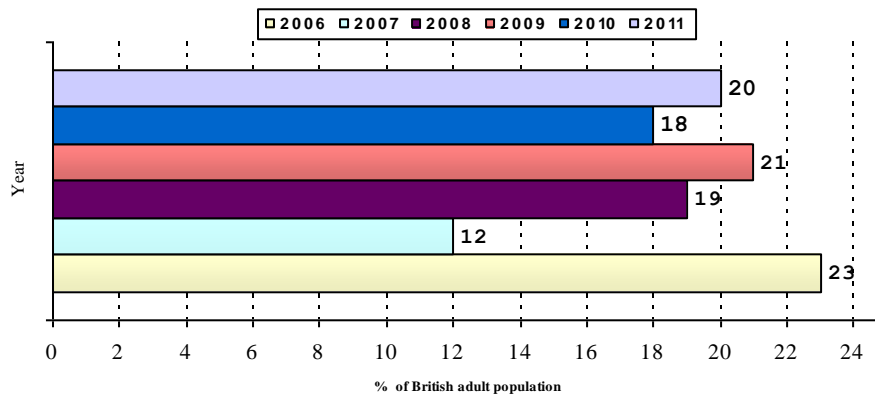
Trip Purpose

- 19% of the GB adult population are planning overnight trips to visit friends and relatives located in Britain over the coming fortnight, up from 17% in 2010. 15% of GB adults will visit friends and relatives in England, the same proportion as last year.
- 8% of GB adults are planning a holiday trip during this period, up three percentage points on 2010, and 4% are planning a holiday in England, up slightly from 3% last year.

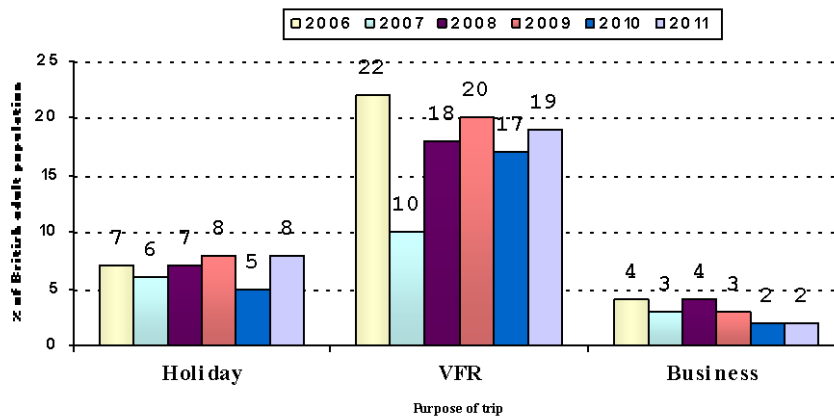
Trip Tracker Summary – 16th – 18th December 2011

Trend Charts

Overnight England Trips Planned, 2006-2011



Purpose of Domestic Trips Planned, 2006-2011



Destination of Trips Planned, 2006-2011

