

# Short Term Domestic Tracker 14<sup>th</sup> -17<sup>th</sup> April 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 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 14<sup>th</sup> and 17<sup>th</sup> April 2011. All comparisons to last year relate to the survey period 26<sup>th</sup> and 28<sup>th</sup> March 2010, a week prior to Easter, ensuring a fair comparison is made.

However, it should be noted that in 2011, an extra bank holiday for the royal wedding has led to two consecutive four-day weekends, and so this year is different to any preceding year.



VisitEngland<sup>™</sup>

Prepared by  
Research & Insights  
19<sup>th</sup> April 2011

## Key Insights

### Overall

- Over the coming fortnight, which includes the Easter period and the royal wedding bank holiday, over a quarter of British adults (26%) say they are planning at least one overnight trip away from home. This is the same percentage as planned to last year, and is four percentage points higher than in the same period in 2009.
- Amongst those planning breaks this year, more are planning to go abroad than in previous years.
  - 17% are planning an overnight trip in England. This is slightly down from 19% last year, but is a similar level to 2009 (16%).
  - 7% are planning to travel abroad. This is a slight increase on the 6% who were planning to go abroad over Easter last year and the 4% who planned to in 2009.

### Forthcoming Notable Dates

22<sup>nd</sup> April – Good Friday

24<sup>th</sup> April – Easter Sunday

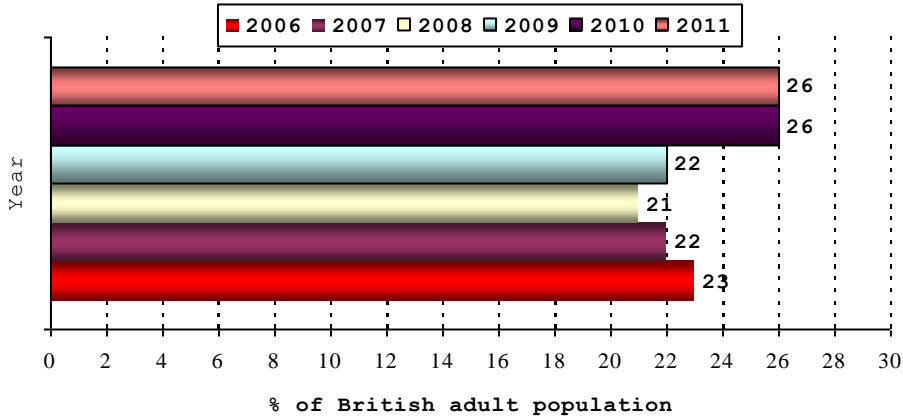
25<sup>th</sup> April – Easter Monday

29<sup>th</sup> April – Royal Wedding Bank Holiday

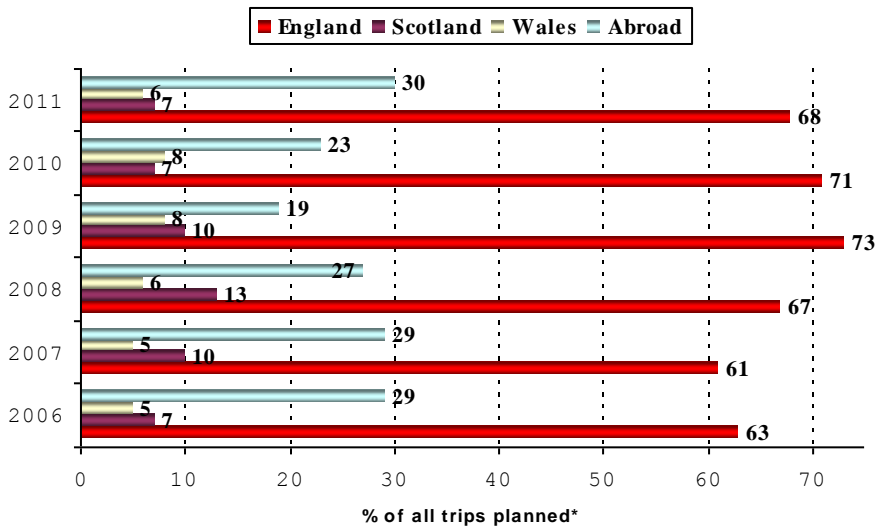
## Trip Tracker Summary – 17<sup>th</sup>-14<sup>th</sup> April 2011

### Trend Charts

#### Overnight Trips Planned to any World Destination within a Fortnight, 2006-11

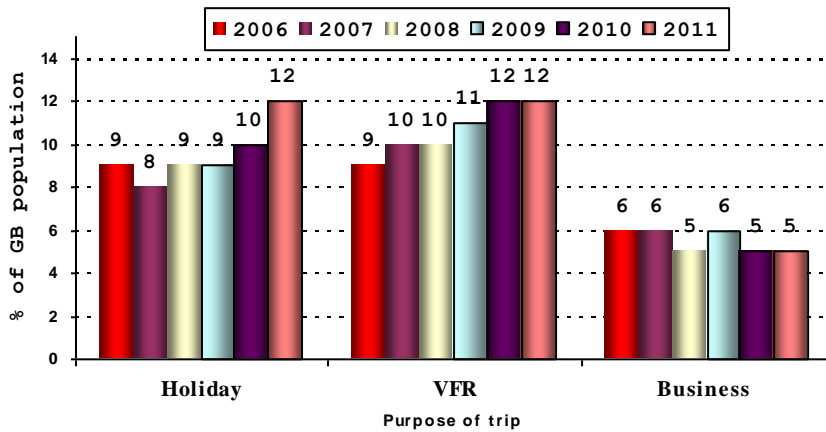


#### Destination of Trips Planned, 2006-2011



\*Trips can be planned to include multiple GB country destinations

#### Main Purpose of GB Domestic Trips Planned, 2006-2011



## Trip Tracker Summary – 17<sup>th</sup>-14<sup>th</sup> April 2011

### Other Key Findings:

- Of those who plan to take an overnight trip in the next couple of weeks, 45% intend to visit friends and family while 45% intend to go for a holiday. 19% plan to travel for business purposes.
- Adults from the North West (34%) and Greater London (29%) are more likely than the average (26%) to say they are planning on taking an overnight trip during the Easter period.
- Full-time workers (38%) are more likely than adults who are not working (17%) to take an overnight trip in the next couple of weeks.
- Men (29%) are more likely to be taking a trip over the next few weeks than women (22%). Singles (30%) are more likely to take a trip than those who are coupled (25%).
- Those aged 25-44 are the most likely to be taking a trip over the next few weeks, with 36% of those aged 25-34 and 30% of those aged 35-44 doing so compared with an average of 26%.
- DE adults – those in the lowest social grade – are less likely than the average to be taking a trip in the next few weeks (14%). By contrast, 33% of AB adults and 32% of C1 adults will be taking a trip over the Easter period.