

Short Term Domestic Trip Tracker – Diamond Jubilee 2012

Approach and Sample

VisitEngland commissions online 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 Diamond Jubilee edition, the survey was carried out on an online omnibus by TNS, with a representative sample of 1246 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 24th and 28th May 2012.

Key Insights

- Over the Diamond Jubilee bank holiday weekend, one in ten (10%) adults in Great Britain says they will 'definitely' take an overnight trip, representing 4.9 million trips¹. A further 12% 'might or might not' take an overnight trip, a potential further 5.9 million trips.
 - Those aged under 35 are the most likely to be unsure about their plans, with 20% saying they 'might or might not' take a trip. 24% of those in London are currently unsure whether they will take a trip.
 - Among those without firm plans, 28% are waiting to see if they can afford it, 26% prefer last-minute decisions, 22% are waiting on others and 19% are waiting on the weather. Others are waiting for inspiration, with 17% unsure where they would like to go, and 15% are waiting on deals or special offers.
- The majority of those who definitely or might take an overnight trip plan to take this trip somewhere in the UK (80%, representing 18% of the general population), and of these 66% (15% of the general population) plan to take a trip in England. Just 11% (2% of the general population) plan to take a trip overseas.
 - Among those who will definitely take a trip, proportions are broadly similar, with 80% (8% of the general population) taking a trip somewhere in the UK, of which 67% (7% of the general population) are taking a trip in England. Unsurprisingly, those with definite plans are more likely to go abroad (18%, 2% of the general population), as last-minute breaks are more likely to be taken domestically.
- Two thirds of these trips (64%) will be short breaks of 1-3 nights, while 22% will take a 4-7 night trip and 5% 8+ nights (9% are unsure at this stage). 45% are planning to take a holiday, while 47% will visit friends and relatives.

Forthcoming Notable Dates

25th May to 2nd June – Summer half-term holidays

4th June – Spring Bank Holiday

5th June – Diamond Jubilee Bank Holiday

¹ Based on Office of National Statistics mid-2010 estimate of Great Britain Population aged 16+ of 49.2 million

- Among all GB adults, 29% plan to take part in Diamond Jubilee events, with a further 18% undecided. 7% plan to attend a street party or 'Big Lunch' event, 4% plan to attend official events in London, and 20% expect to take part in other Jubilee events or celebrations.

Jubilee events	% GB pop. participating
Total Participating	29%
Will attend street party or 'Big Lunch' event	7%
Will attend one of the official events in or around London	4%
Will attend / take part in some other Jubilee event or celebration	20%
Don't know / not decided	18%
Not planning to celebrate the Diamond Jubilee	53%

- Other planned activities over the weekend include visiting friends and family (30%), going out for a meal (18%), outdoor leisure activities (15%) and general days out (15%).

Planned Activities	% GB pop. participating
Visiting friends or family for leisure	30%
Going out for a meal	18%
Undertaking outdoor leisure activities such as walking	15%
Going on a general day out / to explore an area	15%
Taking part in other leisure activities such as hobbies	12%
Going for a night out to a bar, pub and/or club	10%
Going to a special public event such as a festival, exhibition	9%
Going to a visitor attraction historic house, garden, theme park, museum, zoo	8%
Watching live sporting events (not on TV)	5%
Taking part in sports	5%
Going out for entertainment – to a cinema, concert or theatre	4%
'Special' shopping for items that you do not regularly buy	4%
Going to a special event of a personal nature such as a wedding, graduation, christening	2%
Going on a day out to a to a beauty or health spa/centre,	1%
Going on a day trip/excursion for other leisure purpose not mentioned above	5%
None of the above	38%