

## Domestic Trip Tracker – July 2012

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### 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 Summer Holiday edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1211 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 19<sup>th</sup> and 23<sup>rd</sup> July 2012.

### Key Insights

#### Overnight Trips

- 37% of British adults 'definitely' plan to take an overnight trip before the end of August. A further 22% are still undecided, saying they 'might or might not' take a trip.
- One quarter (25%) are 'definitely' planning to take a holiday or short break over this period, with a further 10% undecided. 18% are 'definitely' planning an overnight trip to visit friends or relatives, and another 11% 'might or might not'.
- Those in younger age groups are more likely to be taking an overnight trip in this period, with just over half (52%) of 16 to 24 years olds 'definitely' taking a trip, and 39% of those aged 25 to 44 planning a trip.

#### Holiday trips

- 21% will 'definitely' take a holiday trip in the UK before the end of August, and a further 11% are undecided, making 32% who 'definitely' or 'might or might not' take a holiday in the UK over summer.
- 18% will 'definitely' take a holiday trip in England, and a further 12% are undecided.
  - 13% will 'definitely' take a short break of three nights or less (with a further 13% undecided)
  - 8% will 'definitely' take a longer 4+ night break (9% undecided).
- 12% will 'definitely' take a holiday trip abroad, and a further 6% are undecided.
  - 10% will 'definitely' take a longer 4+ night break (6% undecided)
  - 4% will 'definitely' take a shorter break (7% undecided).

#### Forthcoming Notable Dates

24<sup>th</sup> July to 2<sup>nd</sup> September – Summer school holidays  
27<sup>th</sup> July to 12<sup>th</sup> August – Olympic Games  
27<sup>th</sup> August – Summer Bank Holiday

- Among the 22% still undecided as to whether they will take an overnight trip, the reasons are largely economic, with 39% waiting to see if they can afford it, and 22% waiting to see if there are any deals or special offers. 28% are also waiting on the weather, and a quarter (25%) usually decide at the last minute.

Reasons for Waiting	%
Waiting to see if I can afford it	39%
Waiting to see what the weather is like	28%
Waiting to see if there are any deals / special offers	22%
Waiting for someone else / other people to make plans / book trip	20%
Not sure where I'd like to go	21%
No real reason, just prefer to decide at the last minute	25%
Other reason	6%
Don't know	1%

## Olympics

- Over one in five Britons (22%) had been to the Olympic Torch Relay or an associated event when interviewing was conducted, around a week before the start of the Olympics and the end of the Relay. A further 9% expect to attend when the Torch visits their area. Among those in the Greater London area, 35% were still expecting to attend the Torch Relay or a related event, reflecting the fact that the Torch Relay had not reached London when interviewing was conducted.
- 6% have tickets to the Olympics, and a further 4% hope to get some. 6% are not planning to get tickets, but nonetheless hope to go to free Olympic related events or to go to an area where events are being held for the atmosphere.
  - This rises to 14% with tickets, 14% hoping to get some and 11% going to other events among those in the Greater London area.
- Participation is higher among the younger age groups (aged 16-34), with 10% already having tickets, 8% hoping to get some and 10% planning to attend other events.