

Domestic Trip Tracker – August 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 Summer Bank Holiday edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1238 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 16th and 20th August 2012.

Key Insights

Overnight Trips

- 12% of British adults 'definitely' plan to take an overnight trip over the bank holiday weekend. A further 13% 'might or might not' take a trip.
- Among those who 'definitely' or 'might' take a trip over the bank holiday weekend, 54% will take a holiday or short break and 42% will visit friends and relatives.
- Those aged 34 or below are more likely to be taking a trip, with 16% 'definitely' planning to and a further 18% 'might or might not'. Those with children (15% 'definitely', 15% 'might') and those in the higher social grades ABC1 (15% 'definitely', 14% 'might') are also more likely to be taking a trip, as are those in London (14% 'definitely', 23% 'might').

Holiday trips

- 6% will 'definitely' take a holiday trip in England, while 11% 'definitely' or 'might' take a holiday in England over the bank holiday weekend.
 - 9% 'definitely' or 'might' take a short break of three nights or less
 - 5% 'definitely' or 'might' take a longer 4+ night break
- 3% will 'definitely' take a holiday trip abroad, while 5% 'definitely' or 'might' take a holiday abroad.
 - 3% 'definitely' or 'might' take a short break of three nights or less
 - 5% 'definitely' or 'might' take a longer 4+ night break

Forthcoming Notable Dates

24th July to 2nd September – Summer school holidays

27th August – Summer Bank Holiday

- Among the 13% still undecided as to whether they will take an overnight trip, most are waiting to see what the weather is like (31%) or waiting to see if they can afford it (28%).

Reasons for Waiting	%
Waiting to see what the weather is like	31%
Waiting to see if I can afford it	28%
Waiting for someone else / other people to make plans / book trip	19%
Waiting to see if there are any deals / special offers	19%
Not sure where I'd like to go	19%
No real reason, just prefer to decide at the last minute	20%
Other reason	4%

Day trips

- 12% will 'definitely' take a day trip over the bank holiday weekend, while a further 29% 'might or might not'.
- Of those planning to go on a day trip, 41% plan to go to the seaside, 37% countryside or village, 21% a large town or city and 12% a small town. 19% plan to visit a standalone attraction such as a theme park or stately home.
- Those with children are more likely to be planning a day trips, with 19% 'definitely' taking one and a further 30% 'might'.

The Olympics and other events in 2012

- 8% of Brits attended a ticketed event at the Olympics, rising to 15% among those who live in Greater London. 5% of Brits attended a ticketed event in London, while 3% attended a ticketed event outside of London.
- 3% went to a free Olympic event such as the road cycling or marathon, rising to 11% among London residents, while 4% attended any other type of free Olympic event (live screens, music etc.), rising to 12% in London.
- 81% of Brits agree strongly or slightly that the events of 2012 (including the Olympics, Torch Relay and Diamond Jubilee) 'made me feel proud of our country'. With regard to the impact of these events, 43% agree that they have 'made me more interested in getting out and exploring the UK', 41% are 'more interested in attending live sporting events in future', 39% 'more interested in taking a trip to London', and 38% 'more interested in visiting one of the other Olympic venues'.

Paralympics

- 3% of Brits already have tickets to the Paralympic Games, and a further 3% plan to buy them, rising to 9% and 11% respectively among those who live in London. 3% of Brits (and 9% in London) plan to attend a free Paralympic event or go to where they're being held for the atmosphere.