

## Domestic Trip Tracker – Christmas & New Year 2012

### Topline Results

- A quarter (24%) of British adults 'definitely' plan to take an overnight trip during Christmas & New Year, and one in 5 (20%) 'definitely' plan to take an overnight trip in England
- 70% of Brits plan to visit friends or relatives, of whom 17% are 'definitely' planning an overnight trip in England to visit friends and relatives, and 27% 'definitely' plan to have friends / relatives over to stay
- Aside from visiting friends and family, other popular seasonal activities include going to the sales (45%), visiting a Christmas market (30%) and / or other Christmas activities such as ice skating, a pantomime or visiting Santa (19%)

### 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 Christmas & New Year edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1213 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 13<sup>th</sup> and 16<sup>th</sup> December 2012.

### Key Insights

#### Overnight Trips

- Around a quarter (24%) of British adults 'definitely' plan to take an overnight trip during the Christmas and New Year period. A further 13% 'might or might not' take a trip.
  - 20% 'definitely' plan to take a trip in England, and a further 13% 'might'
  - 5% 'definitely' plan to take a trip elsewhere in the UK, and a further 9% 'might'
  - And only 3% of British adults 'definitely' plan to take a trip abroad, while a further 5% might.

#### Overnight Trips in England

- Among those definitely planning an overnight trip in England, 59% plan to take a trip over Christmas, 36% between Christmas and New Year and a quarter (25%) over New Year.
- 74% plan to take just one trip, but notably over a quarter (27%) are planning to take two or more.
- 83% plan to visit friends and relatives, while 21% plan to take a holiday or short break.
- Just over a third (35%) of those 'definitely' taking an overnight trip in England will be spending more nights away in England compared to last Christmas, with half (50%) taking the same number, and 15% less.
- Those in the higher social grades of ABC1 are more likely to 'definitely' be taking a trip in England (25% of all Brits), as are those in Greater London (34%).

## Visiting Friends and Relatives (VFR trips)

- 70% of Brits plan to visit friends and family over the Christmas and New Year period.
- Those aged over 65 are particularly likely to be visiting friends and family (74%), as are those in higher social grades ABC1 (74%) and those in the North West (76%).
- Of these:
  - 17% 'definitely' plan an overnight trip to visit friends and relatives in England
  - 27% 'definitely' plan to have friends or family staying with them for at least one night, and a further 18% 'might or might not'.
- Those in the North West (35% 'definitely') are the most likely to be planning to have friends and family over to stay.
- Among those who definitely or might take an overnight trip to visit friends or relatives in GB, those aged over 45 are particularly likely to be visiting friends or relatives (80%), as are those in the South East (86%) and London (80%).

## Activities undertaken

- Aside from visiting friends and family, other popular seasonal activities include going to the sales (45%), visiting a Christmas market (30%) and / or other Christmas activities such as ice skating, a pantomime or visiting Santa (19%).
- Those aged 34 and under (53%), in higher social grades (51%) and women (50%) are more likely to be planning a visit to post-Christmas sales. Those in younger age groups and higher social grades are also more likely to be planning a visit to a Christmas market (37% and 34% respectively).

Activities planned	%
Visiting friends and family	70%
Shopping at post-Christmas sales	45%
Going out for a meal	45%
Going for a night out to a bar, pub and / or club	31%
Visit a Christmas Market	30%
Undertake outdoor activities such as walking, cycling etc.	26%
Go out for other entertainment such as cinema, concert or theatre	26%
Go out for other Christmas activities e.g. ice skating, pantomime, visiting Santa etc.	19%
Go on a general day out to explore an area you don't normally visit	12%
Watching live sporting events (not on TV)	10%
Attend a special public event such as a festival, exhibition etc.	7%
Visit a visitor attraction such as a historic house, theme park, museum, zoo etc.	6%
None of the above	10%