

## Domestic Trip Tracker – August 2013

### Topline Results

- 12% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, and 15% are undecided
- Among those who are undecided, almost two in five (38%) are 'waiting to see if I can afford it'
- The majority (61%) are looking to take a holiday, while just over a third (35%) plan to visit friends and relatives.
- 7% will 'definitely' take a holiday or short break in England, with a further 6% considering doing so
- 13% of Brits will 'definitely' take a day trip over the August bank holiday weekend, and a further 29% 'might or might not'.

### 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 August 2013 edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1253 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 15<sup>th</sup> and 19<sup>th</sup> August 2013. The August 2013 Bank Holiday falls on the 26<sup>th</sup> of August.

### Key Insights

#### Overnight Trips

- 12% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, while a further 15% 'might or might not'.
- Among those who 'definitely' or 'might' take a trip over the bank holiday weekend, 61% will take a holiday or short break, while 35% will visit friends & relatives.
- Those aged 34 or below are more likely to be taking a trip than older Brits, with 17% 'definitely' planning to and a further 23% 'might'.
- Those with children in their household are more likely to have definite plans, with 20% 'definitely' planning a trip compared to 10% without kids. Those with children under 9 are the most likely to be planning a trip (40% 'definitely' or 'might').

- Those in Greater London (33% ‘definitely’ or ‘might’), the North East / Yorkshire (30%) and the Midlands (29%) are the most likely to be planning a trip, as are those in the most affluent social grade AB (34% ‘definitely’ or ‘might’).
- Among the 15% still undecided as to whether they will take an overnight trip for the bank holiday weekend, the most common reason for waiting is ‘waiting to see if I can afford it’ (38%). While weather is not as strong a barrier to taking a trip at this time of year compared to other times, nonetheless almost a third (30%) are waiting to see what the weather will be like.

Reasons for Waiting	%
Waiting to see if I can afford it	38%
Waiting to see what the weather is like	30%
Not sure where I’d like to go	28%
Waiting to see if there are any deals / special offers	26%
No real reason, just prefer to decide at the last minute	20%
Waiting for someone else / other people to make plans / book trip	19%
Other reason	3%

## Holiday Trips

- 7% will ‘definitely’ take a holiday or short break in England, while 13% ‘definitely’ or ‘might’ take a holiday in England over the bank holiday weekend.
  - 12% ‘definitely’ or ‘might’ take a short break of three nights or less
  - 7% ‘definitely’ or ‘might’ take a longer 4+ night break
- 5% will ‘definitely’ take a holiday trip abroad, while 8% ‘definitely’ or ‘might’ take a holiday abroad.
  - 6% ‘definitely’ or ‘might’ take a short break of three nights or less
  - 7% ‘definitely’ or ‘might’ take a longer 4+ night break

- Compared to the August bank holiday weekend in 2012 (when the bank holiday fell on August 27<sup>th</sup>), Brits plan to take more trips in 2013, both in England and abroad.

Planning to take trip – August bank holiday weekend	2012	2013
England 'definitely'	6%	7%
England 'definitely' or 'might'	11%	13%
Abroad 'definitely'	3%	5%
Abroad 'definitely' or 'might'	5%	8%

## Day Trips

- 13% will 'definitely' take a day trip over the bank holiday weekend, and a further 29% 'might or might not'.
- As with overnight trips, those with children are more likely to be definite in their plans, with 26% 'definitely' planning a day trip (and a further 29% 'might'). Those with children under 9 are the most likely to be planning a day trip, with three in five (60%) 'definitely' or 'might' be planning a day trip.
- Of those planning to go on a day trip, two in five (41%) plan to go to the seaside. A third (32%) are planning a trip to a countryside / village destination, a quarter (25%) to a large town or city, while one in five (19%) are planning a visit to a standalone attraction such as a theme park or stately home.