

Domestic Trip Tracker – Christmas & New Year 2013

Topline Results

- One in five (20%) British adults 'definitely' plan to take an overnight trip during Christmas & New Year, and one in six (17%) 'definitely' plan to take an overnight trip in England. This compares with 24% and 20% in 2012.
- 67% of Brits plan to visit friends or relatives (70% in 2012), and 22% 'definitely' plan to have friends / relatives over to stay.
- Aside from visiting friends and family, other popular seasonal activities include going to the sales (36%), visiting a Christmas market (24%) and / or other Christmas activities such as ice skating, a pantomime or visiting Santa (15%). However, the proportion planning these activities has declined slightly since the last survey was conducted in 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 Christmas & New Year edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1,213 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 12th and 16th December 2013. The same survey was also conducted in December 2012, so comparative results are included throughout.

Key Insights

Overnight Trips

- Around a quarter (20%) of British adults 'definitely' plan to take an overnight trip during the Christmas and New Year period. A further 10% 'might or might not' take a trip. In 2012, the comparative figures were 24% and 13%, so this year people seem less inclined to travel.
 - 17% 'definitely' plan to take a trip in England, and a further 9% 'might'. This compares with 20% and 13% last year.
 - 3% 'definitely' plan to take a trip elsewhere in the UK, and a further 8% 'might' (5% and 9% last year).
 - And only 4% of British adults 'definitely' plan to take a trip abroad, while a further 4% 'might' (3% and 5% last year).

Overnight Trips in England

- Among those definitely planning an overnight trip in England, 55% plan to take a trip over Christmas, 43% between Christmas and New Year and one in five (21%) over New Year. This compares with 59%, 36% and 25% last year;

- 64% plan to take just one trip, but notably around three in ten (32%) are planning to take two or more.
- 82% plan to visit friends and relatives, while 26% plan to take a holiday or short break.
- Two in five (41%) of those 'definitely' taking an overnight trip in England will be spending more nights away in England compared to last Christmas, with almost half (45%) taking the same number, and 13% less.
- Those in the higher social grades of ABC1 are more likely to 'definitely' be taking a trip in England (20% of all Brits), as are those in the North East/Yorks/Humber (25%) and the South East/East of England (20%).

Visiting Friends and Relatives (VFR trips)

- 67% of Brits plan to visit friends and family over the Christmas and New Year period either for the day or as part of an overnight trip (70% in 2012).
- A further 22% 'definitely' plan to have friends or family staying with them for at least one night, and a further 18% 'might or might not'.
- Those aged over 65 are particularly likely to be visiting friends and family (76%), as are those in higher social grades ABC1 (70%) and those in the Midlands (70%).
- Those in the Greater London (26% 'definitely') are the most likely to be planning to have friends and family over to stay.

Activities undertaken

- Aside from visiting friends and family, other popular seasonal activities include going to the sales (36%), visiting a Christmas market (24%) and/or other Christmas activities such as ice skating, a pantomime or visiting Santa (15%).
- Those aged 34 and under (46%), in higher social grades (38%) and women (39%) 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 (35% and 26% respectively).
- When we compare this year's planned activities with last year's the percentage of the population who are planning to take each of the activities has declined, particularly shopping at post-Christmas sales, which has declined by nine percentage points. This may suggest that money is still tight for many, despite signs of economic green shoots in 2013.

Activities planned	2013 (%)	2012 (%)
Visiting friends and family	67%	70%
Going out for a meal	39%	45%
Shopping at post-Christmas sales	36%	45%
Going for a night out to a bar, pub and / or club	26%	31%
Visit a Christmas Market	24%	30%
Undertake outdoor activities such as walking, cycling etc.	22%	26%

Go out for other entertainment such as cinema, concert or theatre	21%	26%
Go out for other Christmas activities e.g. ice skating, pantomime, visiting Santa etc.	15%	19%
Watching live sporting events (not on TV)	10%	10%
Go on a general day out to explore an area you don't normally visit	9%	12%
Attend a special public event such as a festival, exhibition etc.	6%	7%
Visit a visitor attraction such as a historic house, theme park, museum, zoo etc.	6%	6%
None of the above	13%	10%