

Domestic Trip Tracker – Easter 2013

Topline Results

- 12% of British adults 'definitely' plan to take an overnight trip over the Easter weekend, and one in ten (10%) are undecided
- Among those who are undecided, two in five (40%) are 'waiting to see what the weather is like' before deciding whether to take a trip
- Around half (47%) will take a holiday and around half (50%) will visit friends and relatives
- 5% will 'definitely' take a holiday or short break in England, with a further 4% considering doing so
- 12% of Brits will 'definitely' take a day trip over the Easter 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 Easter 2013 edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1217 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 21st and 24th of March 2013. Good Friday bank holiday 2013 falls on the 29th of March, while Easter Monday is the 1st of April.

Key Insights

Overnight Trips

- 12% of British adults 'definitely' plan to take an overnight trip over the Easter weekend, while a further 10% 'might or might not'.
- Among those who 'definitely' or 'might' take a trip over the bank holiday weekend, 50% will visit friends & relatives, while 47% will take a holiday or short break.
- Those aged 34 or below are more likely to be taking a trip than older Brits, with 18% 'definitely' planning to and a further 15% 'might', as are those with children (14% 'definitely', 15% 'might or might not').
- Those in the South West (33% 'definitely' or 'might'), Greater London (29%) and the West Midlands (28%) are most likely to be planning a trip, as are those in the most affluent social grade AB (29% 'definitely' or 'might').
- Among the 10% still undecided as to whether they will take an overnight trip at Easter, the most common reason for waiting is 'waiting to see what the weather is like' (40%). 28% are 'waiting to see if I can afford it' (see table on next page).

Reasons for Waiting	%
Waiting to see what the weather is like	40%
Waiting to see if I can afford it	28%
Waiting to see if there are any deals / special offers	21%
Not sure where I'd like to go	20%
No real reason, just prefer to decide at the last minute	19%
Waiting for someone else / other people to make plans / book trip	18%
Other reason	5%

Holiday Trips

- 5% will 'definitely' take a holiday or short break in England, while 8% 'definitely' or 'might' take a holiday in England over the bank holiday weekend.
 - 7% 'definitely' or 'might' take a short break of three nights or less
 - 5% 'definitely' or 'might' take a longer 4+ night break
- 2% will 'definitely' take a holiday trip abroad, while 4% 'definitely' or 'might' take a holiday abroad.
 - 3% 'definitely' or 'might' take a short break of three nights or less
 - 4% 'definitely' or 'might' take a longer 4+ night break

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, 31% plan to go to the countryside or a village, 29% plan to go to the seaside, 28% a large town or city and 15% to a small town. 23% 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 16% 'definitely' taking one and a further 35% 'might'. This is particularly the case for those with children aged 5-9, with 22% 'definitely' planning a day trip and a further 36% 'might or might not'.