

Domestic Trip Tracker – August 2014

Topline Results

- 14% 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, a third (34%) are 'waiting to see what the weather is like'
- The majority (58%) are looking to take a holiday, though two in four (40%) plan to visit friends and relatives.
- 8% will 'definitely' take a holiday or short break in England, with a further 9% considering doing so
- 12% of Brits will 'definitely' take a day trip over the August bank holiday weekend, and a further 31% '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 2014 edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 2424 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 14th and 18th August 2014. The August 2014 Bank Holiday falls on the 25th of August. Comparisons have been made to the August Bank Holiday weekend in 2013, when the Bank Holiday fell on the 26th of August.

Key Insights

Overnight Trips

- 14% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, while a further 15% 'might or might not'. This is slightly up compared to the August bank holiday in 2013, when 12% 'definitely' planned a trip and 15% weren't sure.
- Among those who 'definitely' or 'might' take a trip over the bank holiday weekend, 58% will take a holiday or short break (61% in 2013), while more are planning to visit friends and relatives this year compared to last (40% compared to 35% in 2013).
- As was the case in 2013, those aged under 34 are much more likely to be taking a trip than older Brits, with 21% 'definitely' planning a trip and a further 21% who 'might', as are those with children in their household (22% 'definitely' and 23% 'might').
- Those in Greater London are the most likely to be planning a trip (26% 'definitely' and 20% '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 what the weather is like' (34%). Perhaps reflective of an improving economy, fewer this year are 'waiting to see if I can afford it' compared to 2013 (29% compared to 38%) or waiting for deals / special offers (20% compared to 26% in 2013).

Reasons for Waiting	2013 %	2014 %
Waiting to see what the weather is like	30%	34%
Waiting to see if I can afford it	38%	29%
Not sure where I'd like to go	28%	24%
Waiting for someone else / other people to make plans / book trip	19%	21%
Waiting to see if there are any deals / special offers	26%	20%
No real reason, just prefer to decide at the last minute	20%	21%
Other reason	3%	2%

Holiday Trips

- 8% will 'definitely' take a holiday or short break in England, while 14% 'definitely' or 'might' take a holiday in England over the bank holiday weekend.
 - 14% 'definitely' or 'might' take a short break of three nights or less
 - 8% 'definitely' or 'might' take a longer 4+ night break
- 4% 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
 - 8% 'definitely' or 'might' take a longer 4+ night break

- The proportion of Brits planning to take a holiday either in England or abroad over the bank holiday weekend is comparable with last year.

Planning to take trip – August bank holiday weekend	2013 %	2014 %
England 'definitely'	7%	8%
England 'definitely' or 'might'	13%	14%
Abroad 'definitely'	5%	4%
Abroad 'definitely' or 'might'	8%	8%

Day Trips

- 12% will 'definitely' take a day trip over the bank holiday weekend, and a further 31% 'might or might not', a similar number to the 2013 August bank holiday weekend (13% and 29%, respectively).
- As with overnight trips, those with children are more likely to be planning a day trip (22% 'definitely' and 39% 'maybe'), as are those under 34 (18% 'definitely' and 36% 'maybe').
- The seaside is the most popular destination for those planning to take a day trip (44%). 34% are planning a trip to a countryside / village destination, 21% to a large town or city, and 18% to a standalone attraction such as a theme park or stately home.

The Year So Far

- So far this year, 67% of Brits have taken a holiday or short break to any destination, and almost half (46%) have taken a trip to England.

Trips taken in 2014	%
Taken any trip	67%
Holiday / break anywhere in UK	55%
Holiday / break in England	46%
Holiday / break elsewhere in UK	18%
Holiday / break abroad	25%