

Domestic Trip Tracker – Christmas & New Year 2014

Topline Results

- Around one in five (21%) British adults 'definitely' plan to take an overnight trip during Christmas & New Year, and around one in six (18%) 'definitely' plan to take an overnight trip in England. This is consistent with Christmas 2013 (20% and 17% respectively).
- 64% of Brits plan to visit friends or relatives (67% in 2013), and 26% 'definitely' plan to have friends / relatives over to stay.
- Aside from visiting friends and family, other popular seasonal activities include going out for a meal (42%), and shopping at post-Christmas sales (35%).

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 1,216 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 11th and 15th December 2014. The same survey was also conducted in December 2013 and December 2012, so comparative results are included.

Key Insights

Overnight Trips

- Around one in five (21%) British adults 'definitely' plan to take an overnight trip during the Christmas and New Year period. A further 15% 'might or might not' take a trip. In 2013, the comparative figures were 20% and 10%, suggesting that this year Brits are slightly more inclined to travel over this period.
 - 18% 'definitely' plan to take a trip in England, and a further 12% 'might'. This compares with 17% and 9% last year.
 - 5% 'definitely' plan to take a trip elsewhere in the UK, and a further 10% 'might' (3% and 8% last year).
 - And 5% of British adults 'definitely' plan to take a trip abroad, while a further 6% 'might' (4% and 4% last year).

Overnight Trips in England

- Among those definitely planning an overnight trip in England, 40% plan to take a trip over Christmas, 38% between Christmas and New Year and 18% over New Year. This compares with 55%, 43% and 21% respectively last year, with a higher proportion this year currently undecided as to when they will take their trip (18% compared to 13% for Christmas 2013).

- 60% plan to take just one trip, but notably just over a quarter (27%) are planning to take two or more.
- More people are planning a holiday trip in Christmas 2014 (31%) than were for Christmas 2013 (26%), and fewer are planning a visit to friends or relatives (65% compared to 82% last year).
- Those who are 'definitely' planning an overnight trip in England are planning on spending more nights away from home in England this year than last, with 38% saying they will spend more nights away from home, and 10% fewer.
- Those in the North (North East / Yorks / Humber / North West) (19%), those not working (17%) and those aged 65+ (15%) are most likely to 'definitely' be taking an overnight trip in England.

Visiting Friends and Relatives (VFR trips)

- 64% 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 (67% in 2013).
- A quarter (26%) 'definitely' plan to have friends or family staying with them for at least one night, and a further 21% 'might or might not'.
- Those aged over 65 are particularly likely to be visiting friends and family (71%), as are those in higher social grades ABC1 (67%) and those without children (66%).
- Those in the North East, Yorkshire and Humberside are most likely in England to be having friends stay with them (28% 'definitely').

Activities undertaken

- Aside from visiting friends and family, other popular seasonal activities include going out for a meal (42%), and shopping at post-Christmas sales (35%). A quarter (26%) plan to visit a Christmas market (see table overleaf).
- While the proportion planning to shop at post-Christmas sales or at a Christmas market is comparable with last year, this remains considerably down on 2012 (particularly for post-Christmas sales), suggesting perhaps that spending budgets continue to be squeezed.
- However, those in younger age groups appear more likely to spend at seasonal shopping events, with 46% of 16-24 year olds planning to shop at post-Christmas sales, and 37% of 25-34 year olds planning to visit a Christmas market.

Activities planned	2014 (%)	2013 (%)	2012 (%)
Visiting friends and family	64%	67%	70%
Going out for a meal	42%	39%	45%
Shopping at post-Christmas sales	35%	36%	45%
Visit a Christmas Market	26%	24%	30%
Going for a night out to a bar, pub and / or club	25%	26%	31%
Undertake outdoor activities such as walking, cycling etc.	24%	22%	26%
Go out for other entertainment such as cinema, concert or theatre	24%	21%	26%
Go out for other Christmas activities e.g. ice skating, pantomime, visiting Santa etc.	17%	15%	19%
Go on a general day out to explore an area you don't normally visit	13%	9%	12%
Watching live sporting events (not on TV)	10%	10%	10%
Visit a visitor attraction such as a historic house, theme park, museum, zoo etc.	7%	6%	6%
Attend a special public event such as a festival, exhibition etc.	6%	6%	7%
None of the above	10%	13%	10%