

## Domestic Trip Tracker – Easter 2014

### Topline Results

- 12% of British adults 'definitely' plan to take an overnight trip over the Easter weekend, and around one in ten (9%) are undecided – a similar number to 2013
- Among those who are undecided, two in five (40%) are 'waiting to see if I can afford it' before deciding whether to take a trip
- 6% will 'definitely' take a holiday or short break in England, with a further 4% considering doing so
- 13% of Brits will 'definitely' take a day trip over the Easter weekend, and a further 26% '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 2014 edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1215 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 10<sup>th</sup> and 14<sup>th</sup> of April. Good Friday bank holiday 2013 falls on the 18<sup>th</sup> of April, while Easter Monday is the 21<sup>st</sup> of April. In 2013, the Good Friday bank holiday 2013 fell on the 29<sup>th</sup> of March, while Easter Monday was the 1<sup>st</sup> of April, and fieldwork for the 2013 survey took place between the 21<sup>st</sup> and 24<sup>th</sup> of March 2013.

### Key Insights

#### Overnight Trips

- 12% of British adults 'definitely' plan to take an overnight trip over the Easter weekend, while a further 9% 'might or might not'. This is comparable to 2013 (12% 'definitely', 10% 'might').
- Among those who 'definitely' or 'might' take a trip over the bank holiday weekend, 55% will visit friends & relatives, while 50% will take a holiday or short break.
- As was the case in Easter 2013, those aged under 35 are more likely to be taking a trip than older Brits, with 18% 'definitely' saying they will while 13% 'might', as are those with children (17% 'definitely', 10% 'might').
- Those in Yorkshire (18% 'definitely', 13% 'might or might not') and Greater London (17% 'definitely', 12% 'might or might not') are more likely to be taking a trip than those resident in other English regions, as are those in the most affluent social grade AB (16% 'definitely', 10% 'might').

- Among the 9% of respondents still undecided about whether to take an Easter trip this year, the most common reasons for waiting are 'waiting to see if I can afford it' (40%), being unsure about where to go (32%) and waiting on others to make plans (24%). This is in contrast to Easter 2013, when the potential for poor weather was the main concern for those who were undecided.

Reasons for Waiting	%
Waiting to see if I can afford it	40%
Not sure where I'd like to go	32%
Waiting for someone else / other people to make plans / book trip	24%
Waiting to see what the weather is like	21%
Waiting to see if there are any deals / special offers	20%
No real reason, just prefer to decide at the last minute	17%
Other reason	2%

## Holiday Trips

- 6% will 'definitely' take a holiday or short break in England (7% in the UK), while 9% 'definitely' or 'might' take a holiday in England over the bank holiday weekend (also 9% in the UK).
  - 8% 'definitely' or 'might' take a short break of three nights or less in England
  - 5% 'definitely' or 'might' take a longer 4+ night break
- 4% will 'definitely' take a holiday trip abroad, while 6% 'definitely' or 'might' take a holiday abroad.
  - 5% 'definitely' or 'might' take a short break of three nights or less
  - 5% 'definitely' or 'might' take a longer 4+ night break

## Day Trips

- 13% will definitely take a day trip over the Easter weekend, while a further 26% 'might or might not'. As with overnight trips, this is comparable to Easter 2013 (12% 'definitely', 29% 'might or might not').
- The most common destination for those planning to go on a day trip is the seaside (39%), more so than was the case in 2013 (29%), when Easter fell earlier in the year. A similar number (37%) plan to go to the countryside, 22% to a large town or city, and 14% to a small town. Two in five (20%) 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 trip (23% 'definitely', 28% 'might or might not'), particularly those with very young children aged under 5 (28% 'definitely', 25% 'might'). Those in Greater London (21% 'definitely', 27% 'might') and the North East (23% 'definitely', 26% 'might') are more likely to be planning a day trip than those in other regions.