Summary of the Holidays at Home are Great! Evaluation Results

VisitEngland has monitored the success of the Holidays at Home are Great! campaign through standard evaluation methodologies and our continuous brand & communications tracker, a survey of holiday takers which has been in place since October 2009, with a sample of 100 interviews per week.

The Campaign Has Generated Incremental Spend

Over £60m in incremental spend was generated by the great2012offers.com website and the visitengland.com website between March and October 2012. A further £240m was been generated by the TV campaign.

Based on average spending of £66 per night on English holidays, this £300m equates to over 4.5 million nights away.

The Campaign was Highly Visible

- In the campaign period, spontaneous recall of advertising of England as a destination rose to 44%. This compares to a previous all-time high of 34% in Autumn 2009
- 72% recalled seeing at least one element of the campaign. Our previous highest ever recall level for any campaign in the previous three years was 44%
- At its peak, 69% recalled seeing the TV commercial. Based on norms provided by TNS (our research agency), recall levels of 50 – 59% would be considered “reasonable” for a campaign with this level of spending

The Campaign was Highly Motivating

We use TNS’s proprietary AdEval methodology to measure the effectiveness of our marketing campaigns. This assesses the degree to which campaigns are motivating (make people want to take action), involving (are liked, but don’t necessarily inspire motivation) or are simply recalled without any further impact.

The motivation score for this campaign was 55%. This compares with a norm of 40% across all product categories and 49% in the Travel & Tourism category.

Taking the motivation and involvement score together, the GREAT campaign scores 79%. This compares to an average score of 63% across the Travel & Tourism category.

Additionally

- over half of those we interviewed said that the ad made them more likely to consider the UK for short breaks, long breaks or day trips
- A similar proportion said that the TV ad increased their interest in:
  - Getting 20.12% offers / discounts for UK travel
- Searching the internet generally for information about UK holidays
- Visiting the great2012offers.com website
- Booking a short break in the UK