

Domestic Trip Tracker – August 2016

Topline Results

- 15% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, and 14% are undecided.
- Among those who are undecided, 37% are 'waiting to see what the weather is like'
- Among those who are planning or considering an overnight trip, 58% are planning a holiday or short break, and 40% plan to visit friends and relatives.
- 9% will 'definitely' take a holiday or short break in England, rising to 14% when those considering a trip are included
- 14% of Brits will 'definitely' take a day trip over the August bank holiday 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 August 2016 edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1219 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 18th and 22nd August 2016. The August 2016 Bank Holiday falls on the 29th of August. Comparisons have been made to the August Bank Holiday weekend in 2015, when the Bank Holiday fell on the 31st of August.

Key Insights

Overnight Trips

- 15% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, while a further 14% 'might or might not'. This is in line with the August bank holiday in 2015, when 15% 'definitely' planned a trip and 16% were unsure.
- Among those who are planning or considering an overnight trip, 58% are planning a holiday or short break, a larger proportion than in 2015 (54%), while 40% are planning to visit friends and relatives (42% in 2015).
- Men (32%) are more likely to be planning or considering a trip than women (27%). Those aged 25 to 44 (41%) and those in the more affluent ABC1 social grade (31%) are also more likely than average to be planning or considering a trip. Those with children (46%) are more likely to be planning or considering a trip than those without (24%). As has been the case in previous years, those living in Greater London (42%) are the most likely to be planning or considering a trip.

- Among the 14% 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’ (37%). More Brits are ‘waiting to see if I can afford it’ this year than last (33% compared to 26% in 2015).

Reasons for Waiting	2015 %	2016 %
Waiting to see what the weather is like	36%	37%
Waiting to see if I can afford it	26%	33%
Not sure where I’d like to go	21%	21%
No real reason, just prefer to decide at the last minute	25%	21%
Waiting for someone else / other people to make plans / book trip	24%	15%
Waiting to see if there are any deals / special offers	21%	15%
Other reason	3%	3%

Holiday Trips

- 9% 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.
 - 13% ‘definitely’ or ‘might’ take a short break of three nights or less in England
 - 7% ‘definitely’ or ‘might’ take a longer 4+ night break in England
 - The 9% of Brits who will ‘definitely’ take a holiday or short break in England, is equivalent to 4.6 million British adults taking a trip over August bank holiday.
- 5% will ‘definitely’ take a holiday trip abroad, while 9% ‘definitely’ or ‘might’ take a holiday abroad.
 - 7% ‘definitely’ or ‘might’ take a short break of three nights or less abroad
 - 6% ‘definitely’ or ‘might’ take a longer 4+ night break abroad

- The proportion of Brits planning to take a holiday either in England or abroad over the bank holiday weekend is comparable with last year, with slightly more considering going abroad than 2015.

Planning to take trip – August bank holiday weekend	2015 %	2016 %
England 'definitely'	9%	9%
England 'definitely' or 'might'	14%	14%
Abroad 'definitely'	5%	5%
Abroad 'definitely' or 'might'	8%	9%

Day Trips

- 14% of adults in Britain will 'definitely' take a day trip over the bank holiday weekend, and a further 29% 'might or might not'. As with holidays, similar proportion of Brits have definite plans to take a trip compared to 2015 (15% 'definitely'), so does for overall who are planning a trip (43% vs. 44%).
- Those aged under 44 are the most likely to be planning a trip (52% 'definitely' or 'might'), and parents are more likely to be taking or considering a trip (60%). As with overnight trips, those living in Greater London are more likely to be taking or considering a trip (55%).

The Year So Far

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

Trips taken so far	2016 %
Taken any trip	67%
Holiday / break anywhere in UK	56%
Holiday / break in England	46%
Holiday / break elsewhere in UK	22%
Holiday / break abroad	23%