

Domestic Trip Tracker – Christmas & New Year 2017

Topline Results

- 22% of adults living in Britain 'definitely' plan to take an overnight trip during Christmas & New Year, and almost one in five (18%) 'definitely' plan to take an overnight trip in England. This is a similar level to Christmas 2016, where 23% 'definitely' planned to take an overnight trip, and 19% 'definitely' planned to take an overnight trip in England.
- 60% of adults living in Britain plan to visit friends or relatives (compared to 64% in 2015), 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 (47%), and shopping at post-Christmas sales (36%).

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 1,244 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 7th and 11th December 2017. The same survey has been conducted every December since 2012, so comparative results are included.

Key Insights

Overnight Trips

- 22% of adults living in Britain 'definitely' plan to take an overnight trip during the Christmas and New Year period. A further 14% 'might or might not' take a trip. In 2016, the comparative figures were 23% and 15%, suggesting a similar amount of adults living in Britain are inclined to travel this year over this period as last year.
 - 18% 'definitely' plan to take a trip in England, and a further 12% 'might'. This compares with 19% and 14% last year.
 - 5% 'definitely' plan to take a trip elsewhere in the UK, and a further 9% 'might' compared to 5% and 12% respectively last year.
 - And 5% of adults living in Britain 'definitely' plan to take a trip abroad, while a further 6% 'might' which is at a similar level to December 2016 (6% and 7% respectively).

Overnight Trips in England

- Among those definitely planning an overnight trip in England, 57% plan to take a trip over Christmas, 41% between Christmas and New Year and 20% over New Year. This compares with 56%, 41% and 24% respectively in 2016, with a similar proportion this year currently undecided as to when they will take their trip (4% compared to 6% for Christmas 2016).
 - 63% plan to take just one trip, but notably a third (33%) are planning to take two or more.
 - 28% of adults in Britain who are planning any kind of trip in England are planning to take a holiday, a lower proportion than in 2016 (36%). A similar amount of adults in Britain are planning a visit to friends or relatives at Christmas and New Year 2017 as last year (67% vs. 68% last year).
 - 42% of 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, and only 13% will spend fewer nights away from home.
 - Those in Greater London (29%), those aged 16-34 (26%), those working (20%) and ABC1s (19%) are most likely to 'definitely' be taking an overnight trip in England.

Visiting Friends and Relatives (VFR trips)

- 60% of adults living in Britain plan to visit friends and family over the Christmas and New Year period either for the day or as part of an overnight trip (64% in 2016).
- Just over a quarter (26%) 'definitely' plan to have friends or family staying with them for at least one night, and a further 19% 'might or might not'.
- Those aged 55+ are particularly likely to be visiting friends and family (67%), as are those in higher social grades ABC1 (64%).
- Those in the North East / Yorkshire & Humberside are most likely in England to be having friends or family stay with them (32% 'definitely'), with Greater London the next most likely (30% 'definitely').

Activities undertaken

- Aside from visiting friends and family, other popular seasonal activities include going out for a meal (47%), and shopping at post-Christmas sales (36%). A third (33%) plan to visit a Christmas market (see table overleaf).
- The proportion planning to shop at post-Christmas sales or at a Christmas market is similar to 2016, where 38% and 32% planned to do these activities respectively.
- It is those in the younger age groups who appear more likely to spend money at seasonal shopping events, with 50% of 16-24 year olds planning to shop at post-Christmas sales, and 48% of 16-24 year olds planning to visit a Christmas market.



Activities planned	2017 (%)	2016 (%)	2015 (%)	2014 (%)	2013 (%)
Visiting friends and family	60%	64%	69%	64%	67%
Going out for a meal	47%	50%	50%	42%	39%
Shopping at post-Christmas sales	36%	38%	42%	35%	36%
Visit a Christmas Market	33%	32%	33%	26%	24%
Going for a night out to a bar, pub and / or club	25%	28%	30%	25%	26%
Undertake outdoor activities such as walking, cycling etc.	23%	27%	27%	24%	22%
Go out for other entertainment such as cinema, concert or theatre	21%	23%	26%	24%	21%
Go out for other Christmas activities e.g. ice skating, pantomime, visiting Santa etc.	19%	21%	21%	17%	15%
Go on a general day out to explore an area you don't normally visit	12%	14%	15%	13%	9%
Watching live sporting events (not on TV)	10%	12%	12%	10%	10%
Visit a visitor attraction such as a historic house, theme park, museum, zoo etc.	6%	8%	9%	7%	6%
Attend a special public event such as a festival, exhibition etc.	6%	9%	8%	6%	6%
None of the above	14%	10%	11%	10%	13%