

## Domestic Trip Tracker – Christmas & New Year 2018

### Topline Results

- 26% of adults living in Britain 'definitely' plan to take an overnight trip in the UK during Christmas & New Year (13.4M adults), and almost one in four (24%) 'definitely' plan to take an overnight trip in England (12M adults). This corresponds to an estimated spend of £2.6 billion in the UK, and £2.35 billion in England alone.
- This is a higher level than Christmas 2017, where 20% 'definitely' planned to take an overnight trip in the UK, and 18% 'definitely' planned to take an overnight trip in England.
- 61% of adults living in Britain plan to visit friends or relatives over the Christmas and New Year period 2018. Other popular seasonal activities include going out for a meal (43%), and shopping at post-Christmas sales (37%).

### 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 1,252 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 13<sup>th</sup> and 17<sup>th</sup> December 2018. The same survey has been conducted every December since 2012, so comparative results are included.

### Key Insights

#### Overnight Trips

- 26% of adults living in Britain 'definitely' plan to take an overnight trip to the UK during the Christmas and New Year period 2018, whilst a further 10% 'might or might not'. In 2017, the comparative figures were 20% 'definitely' planning to take a trip and 13% considering a trip to the UK.
  - 24% 'definitely' plan to take a trip in England, and a further 11% 'might'. This compares with 18% and 12% last year.
  - 7% 'definitely' plan to take a trip elsewhere in the UK and a further 12% 'might', compared to 5% and 9% respectively last year.
  - And 8% of adults living in Britain 'definitely' plan to take a trip abroad, while a further 7% 'might', compared to 5% and 6% last year.

#### Overnight Trips in England

- Among those definitely planning an overnight trip in England, 53% plan to take a trip over Christmas, 40% between Christmas and New Year and 17% over New Year. This compares with 57%, 41% and 20% respectively in 2017, with a similar proportion this year currently undecided as to when they will take their trip (6% compared to 4% for Christmas 2017).
- 57% of those 'definitely' planning an overnight trip in England plan to take just one trip, but four in ten (40%) are planning to take two or more.
- 32% of adults in Britain who are 'definitely' planning an overnight trip in England are planning to take a holiday, whereas in 2017 this was 29%. A slightly lower amount of adults 'definitely' planning an overnight trip in England are planning to visit to friends or relatives than last year (69% vs. 74%) but this is still the dominant trip type that people state they will take.

- 43% of those who are ‘definitely’ planning an overnight trip in England state that they will spend more nights in England away from home this year than last, and only 10% report that they will spend fewer nights away from home.

### Visiting Friends and Relatives (VFR trips)

- 61% 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 (60% in 2017).
- Over a quarter (29%) ‘definitely’ plan to have friends or family staying with them for at least one night, and a further 18% ‘might or might not’.
- Those in Greater London and South East / East of England are most likely in England to be having friends or family stay with them (38% and 32% ‘definitely’ respectively).

### Activities undertaken

- Aside from visiting friends and family, other popular seasonal activities include going out for a meal (43%), and shopping at post-Christmas sales (37%). 31% plan to visit a Christmas market (see table).
- The proportion planning to shop at post-Christmas sales or at a Christmas market, 37% and 31% respectively, is similar to 2017.
- It is those in the younger age groups who appear more likely to spend money at seasonal shopping events, with 45% of 16-24 year olds planning to shop at post-Christmas sales, and 49% of 16-24 year olds planning to visit a Christmas market.

Activities planned	2018 (%)	2017 (%)	2016 (%)	2015 (%)	2014 (%)
Visiting friends and family	61%	60%	64%	69%	64%
Going out for a meal	43%	47%	50%	50%	42%
Shopping at post-Christmas sales	37%	36%	38%	42%	35%
Visit a Christmas Market	31%	33%	32%	33%	26%
Going for a night out to a bar, pub and / or club	27%	25%	28%	30%	25%
Go out for other entertainment such as cinema, concert or theatre	24%	21%	23%	26%	24%
Undertake outdoor activities such as walking, cycling etc.	23%	23%	27%	27%	24%
Go out for other Christmas activities e.g. ice skating, pantomime, visiting Santa etc.	20%	19%	21%	21%	17%
Go on a general day out to explore an area you don't normally visit	11%	12%	14%	15%	13%
Watching live sporting events (not on TV)	10%	10%	12%	12%	10%
Visit a visitor attraction such as a historic house, theme park, museum, zoo etc.	8%	6%	8%	9%	7%
Attend a special public event such as a festival, exhibition etc.	7%	6%	9%	8%	6%
None of the above	11%	14%	10%	11%	10%