

Domestic Trip Tracker – Easter 2018

Topline Results

- 9% of adults in Britain definitely plan to take a holiday in the UK over Easter (4.8M adults) and 8% definitely plan to take a holiday in England (4M adults).
- In total, 17% of adults in Britain 'definitely' plan to take an overnight trip over the Easter weekend at home or abroad, with a further 18% undecided.
- Among those who are undecided, the most frequently mentioned reasons are waiting to see what the weather will be like (45%) and to see if they can afford it (32%).

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 2018 edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1228 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 22nd-26th of March. Good Friday bank holiday 2018 falls on the 30th March, while Easter Monday is the 2nd of April. In 2017, the Good Friday bank holiday fell on the 14th April, while Easter Monday was the 17th April, and fieldwork for the 2017 survey took place between the 6th-10th April 2017.

Key Insights

Overnight Trips

- 17% of adults in Britain 'definitely' plan to take an overnight trip over the Easter weekend, with a further 18% undecided. This is a decrease on Easter 2017 where 20% were 'definitely' planning a trip and 23% were undecided.
- Among those who 'definitely' or 'might' take a trip over the bank holiday weekend, 52% plan to take a holiday or short break, while 55% will visit friends or relatives.
- As has been the case in previous years, those aged under 45 are more likely to be planning or considering a trip than those aged 45+. Just under half of those aged under 45 (48%) 'definitely' or 'might' take a trip, compared with under a quarter of those aged 45 and older (23%). Parents (51%) are also more likely to be planning or considering a trip than those without children (29%).
- Those living in Greater London (40%) and East / West Midlands (39%) are more likely to say that they 'definitely' or 'might' take an overnight trip than those living in the other English regions.
- Among the 18% of respondents who are undecided about whether to take an Easter trip this year, the most common reasons are 'waiting to see what the weather is like' (45%) and 'waiting to see if I can afford it' (32%). The weather is notably more of a concern this year than last (35%); affordability is also a greater concern than it was last year (29%).

Reasons for Waiting	%
Waiting to see what the weather is like	45%
Waiting to see if I can afford it	32%
Waiting to see if there are any deals / special offers	23%
Waiting for someone else / for other people to make plans / book trip	22%
Not sure where I'd like to go	21%
No real reason, just prefer to decide at the last minute	20%

Holiday Trips

8% will 'definitely' take a holiday or short break in England, while 15% 'definitely' or 'might' take a holiday in England over the Easter weekend, less than said they would in Easter 2017 (11% and 20% respectively).

In terms of trip length,

- 15% '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
- 9% 'definitely' plan a holiday trip anywhere in the UK, and 16% 'definitely' or 'might' (Easter 2017: 13% and 21% respectively).
- 5% will 'definitely' take a holiday trip abroad, while 8% 'definitely' or 'might' (Easter 2016: 4% and 8% respectively).
- 5% 'definitely' or 'might' take a short break of three nights or less abroad
- 7% 'definitely' or 'might' take a longer 4+ night break abroad