

Domestic Trip Tracker – Christmas & New Year 2019

Topline Results

- 28% of adults living in Britain 'definitely' plan to take an overnight trip in the UK during Christmas & New Year (14.5M adults), and one quarter (25%) 'definitely' plan to take an overnight trip in England (12.8M adults). This corresponds to an estimated spend of £2.9 billion in the UK, and £2.6 billion in England alone.
- This is a marginally higher level than Christmas 2018, where 26% 'definitely' planned to take an overnight trip in the UK, and 24% 'definitely' planned to take an overnight trip in England.
- 62% of adults living in Britain plan to visit friends or relatives over the Christmas and New Year period 2019. Other popular seasonal activities include going out for a meal (45%), and shopping at post-Christmas sales (38%).

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 1,224 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 12th and 16th December 2019. The same survey has been conducted every December since 2012, so comparative results are included.

Key Insights

Overnight Trips

- 28% of adults living in Britain 'definitely' plan to take an overnight trip to the UK during the Christmas and New Year period 2019, whilst a further 12% 'might or might not'. In 2018, the comparative figures were 26% 'definitely' planning to take a trip and 10% considering a trip to the UK.
 - 25% 'definitely' plan to take a trip in England, and a further 12% 'might'. This compares with 24% and 11% last year.
 - 7% 'definitely' plan to take a trip elsewhere in the UK and a further 15% 'might', compared to 7% and 12% respectively last year.
 - And 8% of adults living in Britain 'definitely' plan to take a trip abroad, while a further 8% 'might', compared to 8% and 7% respectively last year.

Overnight Trips in England

- Among those definitely planning an overnight trip in England, 39% plan to take a trip in the days leading up to Christmas, 43% over Christmas itself, 34% between Christmas and New Year and 14% over New Year.
- 55% of those 'definitely' planning an overnight trip in England plan to take just one trip, while 43% are planning to take two or more (up from 40% in 2018).
- 39% of adults in Britain who are 'definitely' planning an overnight trip in England are planning to take a holiday, which represents an increase on 2018 (32%). A slightly lower proportion of adults 'definitely' planning an overnight trip in England are planning to visit friends or relatives compared to last year (67% vs. 69%) but this remains the dominant trip type that people state they will take.

- 47% 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, while only 11% report that they will spend fewer nights away from home.

Visiting Friends and Relatives (VFR trips)

- 62% 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 (61% in 2018).
- A third (33%) ‘definitely’ plan to have friends or family staying with them for at least one night, although a fifth (20%) ‘might or might not’.
- Those in Greater London and the North West are most likely to be having friends or family stay with them (38% respectively).

Activities undertaken

- Aside from visiting friends and family, other popular seasonal activities include going out for a meal (45%), and shopping at post-Christmas sales (38%). 34% plan to visit a Christmas market (see table).
- The proportion planning any of the more popular activities is largely unchanged, although slight uplift is evident for those planning to visit a Christmas market (34% compared to 31% in 2018).
- It is those in the 25-34 age group who appear most likely to spend money at seasonal shopping events, with 45% planning to shop at post-Christmas sales, and 52% planning to visit a Christmas market.

Activities planned	2019 (%)	2018 (%)	2017 (%)	2016 (%)	2015 (%)
Visiting friends and family	62%	61%	60%	64%	69%
Going out for a meal	45%	43%	47%	50%	50%
Shopping at post-Christmas sales	38%	37%	36%	38%	42%
Visit a Christmas Market	34%	31%	33%	32%	33%
Going for a night out to a bar, pub and / or club	26%	27%	25%	28%	30%
Go out for other entertainment such as cinema, concert or theatre	25%	24%	21%	23%	26%
Undertake outdoor activities such as walking, cycling etc.	24%	23%	23%	27%	27%
Go out for other Christmas activities e.g. ice skating, pantomime, visiting Santa etc.	21%	20%	19%	21%	21%
Go on a general day out to explore an area you don't normally visit	13%	11%	12%	14%	15%
Watching live sporting events (not on TV)	13%	10%	10%	12%	12%
Visit a visitor attraction such as a historic house, theme park, museum, zoo etc.	9%	8%	6%	8%	9%
Attend a special public event such as a festival, exhibition etc.	6%	7%	6%	9%	8%
None of the above	9%	11%	14%	10%	11%