

Domestic Trip Tracker – Easter 2016

Topline Results

- 17% of adults in Britain 'definitely' plan to take an overnight trip over the Easter weekend, with a further 16% undecided – more than at Easter 2015 (15% and 15% respectively).
- Among those who are undecided, the most frequently mentioned reasons are waiting to see what the weather will be like (28%) and to see if they can afford it (26%).
- 15% 'definitely' or 'might or might not' take a holiday or short break in England

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 2016 edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1230 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 17th and 21st of March. Good Friday bank holiday 2016 falls on the 25th of March, while Easter Monday is the 28th of March. In 2015, the Good Friday bank holiday fell on the 3rd of April, while Easter Monday was the 6th of April, and fieldwork for the 2015 survey took place between the 26th and 30th of March 2015.

Key Insights

Overnight Trips

- 17% of adults in Britain 'definitely' plan to take an overnight trip over the Easter weekend, with a further 16% undecided. This is an increase on Easter 2015 where 15% were 'definitely' planning a trip and 15% were undecided.
- Among those who 'definitely' or 'might' take a trip over the bank holiday weekend, 57% plan to take a holiday or short break, while 51% will visit friends or relatives.
- As has been the case in previous years, those aged under 45 are the most likely to be taking a trip, as nearly half of them (47%) 'definitely' or 'might' take a trip. Parents (50%) are also more likely to be taking a trip than those without children (27%).
- By social grade, those in the least affluent DE grade are much less likely to be taking a trip (12% 'definitely', 23% definitely / might), while those in more affluent social grades AB, C1 and C2 are more likely to be taking a trip (19% 'definitely' across all, definitely / might AB 42%, C1 33% and C2 33%).
- More than half (56%) of those in Greater London say they will 'definitely' or 'might' take a trip. This is much more than those in other English regions (ranging from 23% to 36%).

- Among the 16% 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' (28%) and 'waiting to see if I can afford it' (26%). The weather is less of a concern this year than last (35%); affordability is also a lesser concern than it was last year (34%).

Reasons for Waiting	%
Waiting to see what the weather is like	28%
Waiting to see if I can afford it	26%
Waiting for someone else / for other people to make plans / book trip	25%
No real reason, just prefer to decide at the last minute	23%
Not sure where I'd like to go	22%
Waiting to see if there are any deals / special offers	21%
Working / I might have to work	1%
Other answers	3%

Holiday Trips

- 10% will 'definitely' take a holiday or short break in England, while 15% 'definitely' or 'might' take a holiday in England over the Easter weekend, more than said they would in Easter 2015 (7% and 12% respectively).
- In terms of trip length,
 - 15% 'definitely' or 'might' take a short break of three nights or less in England
 - 9% 'definitely' or 'might' take a longer 4+ night break in England
- 12% 'definitely' plan a trip anywhere in the UK, and 17% 'definitely' or 'might' (Easter 2015: 9% and 14% respectively).
- 6% will 'definitely' take a holiday trip abroad, while 10% 'definitely' or 'might' (Easter 2015: 5% and 9% respectively).
 - 9% 'definitely' or 'might' take a short break of three nights or less abroad
 - 9% 'definitely' or 'might' take a longer 4+ night break abroad