

## Domestic Trip Tracker – Easter 2019

### Topline Results

- 14% of adults in Britain definitely plan to take a holiday in the UK over Easter (7.4M adults) and 13% definitely plan to take a holiday in England (6.4M adults).
- In total, 25% of adults in Britain 'definitely' plan to take an overnight trip over the Easter weekend at home or abroad, with a further 15% undecided.
- Among those who are undecided, the most frequently mentioned reasons are waiting to see what the weather will be like (31%) and to see if they can afford it (27%).

### 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 2019 edition, the survey was carried out on an online omnibus by the research agency Kantar, with a representative sample of 1258 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 11<sup>th</sup> – 15<sup>th</sup> of April. Good Friday 2019 falls on 19<sup>th</sup> April, and Easter Monday is on 22<sup>nd</sup> of April. In 2018, the Good Friday bank holiday fell on 30<sup>th</sup> March, while Easter Monday was on 2<sup>nd</sup> April, and fieldwork for the 2018 survey took place between the 22<sup>nd</sup> to 26<sup>th</sup> March 2018.

### Key Insights

#### Overnight Trips

- 25% of adults in Britain 'definitely' plan to take an overnight trip over the Easter weekend at home or abroad, with a further 15% undecided. This is an increase on Easter 2018 where 17% were 'definitely' planning a trip and 18% were undecided.
- Among those who 'definitely' or 'might' take a trip over the bank holiday weekend, 51% state that this will be for a holiday or short break, while for 48% this will be to 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+. Of those aged under 45, 57% 'definitely' or 'might' take a trip, compared with just under a quarter (24%) of those aged 45 and older. Parents (64%) are also more likely to be planning or considering a trip than those without children (28%).
- Those living in Greater London (68%) and North West (42%) are more likely to say that they 'definitely' or 'might' take an overnight trip than those living in the other English regions.
- Among the 15% 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' (31%) and 'waiting to see if I can afford it' (27%). The weather is less of a concern this year compared to last (45%); affordability is also slightly less of a concern than it was last year (32%).

Reasons for Waiting	%
Waiting to see what the weather is like	31%
Waiting to see if I can afford it	27%
Waiting for someone else / for other people to make plans / book trip	24%
No real reason, just prefer to decide at the last minute	23%
Waiting to see if there are any deals / special offers	22%
Not sure where I'd like to go	19%

## Holiday Trips

13% will 'definitely' take a holiday or short break in England, while 18% 'definitely' or 'might' take a holiday in England over the Easter weekend, more than said they would in Easter 2018 (8% and 15% respectively).

In terms of trip length,

- 17% 'definitely' or 'might' take a short break of three nights or less in England
- 13% 'definitely' or 'might' take a longer 4+ night break in England
- 14% 'definitely' plan a holiday trip anywhere in the UK, and 19% 'definitely' or 'might' (Easter 2018: 9% and 16% respectively).
- 9% 'definitely' plan take a holiday trip abroad, while 13% 'definitely' or 'might' (Easter 2018: 5% and 8% respectively).
- 12% 'definitely' or 'might' take a short break of three nights or less abroad
- 12% 'definitely' or 'might' take a longer 4+ night break abroad

## Day Trips

28% of adults in Britain 'definitely' plan to take a day trip over the Easter weekend, with a further 31% 'might or might not'.

Those aged under 45 are more likely to say they 'definitely' or 'might' take a day trip over Easter (73%), than those aged over 45 (48%).

Parents (81%) are more likely to state that they 'definitely' or 'might' take a day trip over Easter than those without children (49%).