

## Domestic Trip Tracker – August 2017

### Topline Results

- 14% of adults in Britain definitely plan to take a holiday in the UK over the August Bank Holiday (6.9M adults) and 12% definitely plan to take a holiday in England (5.9M adults). This corresponds to an estimated spend of £1.7 billion in the UK, and £1.4 billion in England alone. For the August Bank Holiday in 2016, 10% of adults in Britain definitely planned to take a holiday in the UK (5.1M adults / £1.3bn spend), and 9% definitely planned to take a holiday in England (4.6M adults / £1.1bn spend).
- In total, 19% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, and 24% are undecided.
- Among those who are planning or considering an overnight trip, 58% are planning a holiday or short break, and 46% plan to visit friends and relatives.
- 12% will 'definitely' take a holiday or short break in England, rising to 22% when those considering a trip are included
- 20% of Brits will 'definitely' take a day trip over the August bank holiday weekend, and a further 35% 'might or might not'.

### 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 August 2017 edition, the survey was carried out on an online omnibus by the research agency Kantar TNS, with a representative sample of 1243 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 17<sup>th</sup> and 21<sup>st</sup> August 2017. The August 2017 Bank Holiday falls on the 28<sup>th</sup> of August. Comparisons have been made to the August Bank Holiday weekend in 2016, when the Bank Holiday fell on the 29<sup>th</sup> of August.

### Key Insights

#### Overnight Trips

- 19% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, while a further 24% 'might or might not'. This is higher than the August bank holiday in 2016, when 15% 'definitely' planned a trip and 14% were unsure.
- Among those who are planning or considering an overnight trip, 58% are planning a holiday or short break, similar to in 2016 (58%), while 46% are planning to visit friends and relatives (up from 40% in 2016).
- Men (52%) are more likely to be planning or considering a trip than women (35%), and those aged 18 to 44 (60%) are also more likely than average to be planning or considering a trip. Those with children (64%) are more likely to be planning or considering a trip than those without (37%). As has been the case in previous years, those living in Greater London (55%) are the most likely to be planning or considering a trip.
- 24% are still undecided as to whether they will take an overnight trip for the bank holiday weekend

## Holiday Trips

- 12% will 'definitely' take a holiday or short break in England, while 22% 'definitely' or 'might' take a holiday in England over the bank holiday weekend.
  - 21% 'definitely' or 'might' take a short break of three nights or less in England
  - 11% 'definitely' or 'might' take a longer 4+ night break in England
- 5% will 'definitely' take a holiday trip abroad, while 13% 'definitely' or 'might' take a holiday abroad.
  - 10% 'definitely' or 'might' take a short break of three nights or less abroad
  - 11% 'definitely' or 'might' take a longer 4+ night break abroad
- The proportion of Brits planning or considering to take a holiday in England over the bank holiday weekend has increased from 2016. The proportion of Brits planning or considering taking a trip abroad has slightly increased from 2016.

Planning to take trip – August bank holiday weekend	2016 %	2017 %
England 'definitely'	9%	12%
England 'definitely' or 'might'	14%	22%
Abroad 'definitely'	5%	5%
Abroad 'definitely' or 'might'	9%	13%

## Day Trips

- 20% of adults in Britain will 'definitely' take a day trip over the bank holiday weekend, and a further 35% 'might or might not'. More Brits have definite plans to take a day trip compared to 2016 (14% 'definitely'), and more Brits overall are planning a trip (55% vs. 43%).
- Those aged under 44 are the most likely to be planning a trip (67% 'definitely' or 'might'), and parents are more likely to be taking or considering a trip (72%). Unlike overnight trips, those living in Wales & West are most likely to be taking or considering a day trip over the bank holiday weekend (62%).

## The Year So Far

- So far this year, 75% of Brits have taken a holiday or short break to any destination, more than the same period last year (67%). 52% of Brits have taken a trip to England, which has increased compared to the same period in 2016 (46%).

Trips taken so far	2016%	2017 %
Taken any trip	67%	75%
Holiday / break anywhere in UK	56%	64%
Holiday / break in England	46%	52%
Holiday / break elsewhere in UK	22%	24%
Holiday / break abroad	23%	27%