

## Domestic Trip Tracker – Easter 2017

### Topline Results

- 13% of adults in Britain definitely plan to take a holiday in the UK over Easter (6.6M adults) and 11% definitely plan to take a holiday in England (5.6M adults).
- In total, 20% of adults in Britain ‘definitely’ plan to take an overnight trip over the Easter weekend at home or abroad, with a further 23% undecided – more than at Easter 2016 (17% and 16% respectively).
- Among those who are undecided, the most frequently mentioned reasons are waiting to see what the weather will be like (35%) and to see if they can afford it (29%).

### 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 2017 edition, the survey was carried out on an online omnibus by the research agency Kantar TNS, with a representative sample of 1239 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 6<sup>th</sup> and 10<sup>th</sup> of April. Good Friday bank holiday 2017 falls on the 14<sup>th</sup> of April, while Easter Monday is the 17<sup>th</sup> of April. In 2016, the Good Friday bank holiday fell on the 25<sup>th</sup> of March, while Easter Monday was the 28<sup>th</sup> of March, and fieldwork for the 2015 survey took place between the 17<sup>th</sup> and 21<sup>st</sup> of March 2016.

### Key Insights

#### Overnight Trips

- 20% of adults in Britain ‘definitely’ plan to take an overnight trip over the Easter weekend, with a further 23% undecided. This is an increase on Easter 2016 where 17% were ‘definitely’ planning a trip and 16% 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 56% 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 over half of them (58%) ‘definitely’ or ‘might’ take a trip. Parents (58%) are also more likely to be taking a trip than those without children (38%).
- By social grade, those in the least affluent DE grade are much less likely to be taking a trip (15% ‘definitely’, 35% definitely / might), while those in more affluent social grades AB, C1 and C2 are more likely to be taking a trip (‘definitely’ AB 26%, C1 20%, C2 19%, definitely / might AB 48%, C1 40% and C2 50%).
- More than half (55%) 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 36% to 47%).
- Among the 23% 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’ (35%) and ‘waiting to see if I can afford it’ (29%). The weather is more of a concern this year than last (28%); affordability is also a greater concern than it was last year (26%).

Reasons for Waiting	%
Waiting to see what the weather is like	35%
Waiting to see if I can afford it	29%
Waiting to see if there are any deals / special offers	25%
Waiting for someone else / for other people to make plans / book trip	22%
Not sure where I'd like to go	22%
No real reason, just prefer to decide at the last minute	20%
Other answers	5%

## Holiday Trips

11% will 'definitely' take a holiday or short break in England, while 20% 'definitely' or 'might' take a holiday in England over the Easter weekend, a little more than said they would in Easter 2016 (10% and 15% respectively).

In terms of trip length,

- 19% '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
- 13% 'definitely' plan a trip anywhere in the UK, and 21% 'definitely' or 'might' (Easter 2016: 12% and 17% respectively).
- 4% will 'definitely' take a holiday trip abroad, while 8% 'definitely' or 'might' (Easter 2016: 6% and 10% respectively).
- 7% 'definitely' or 'might' take a short break of three nights or less abroad
- 6% 'definitely' or 'might' take a longer 4+ night break abroad