

## Domestic Trip Tracker – Christmas & New Year 2016

### Topline Results

- 23% of adults living in Britain ‘definitely’ plan to take an overnight trip during Christmas & New Year, and around one in five (19%) ‘definitely’ plan to take an overnight trip in England. This is a decrease from Christmas 2015 (27% and 24% respectively).
- 64% of adults living in Britain plan to visit friends or relatives (compared to 69% in 2015), and 28% ‘definitely’ plan to have friends / relatives over to stay.
- Aside from visiting friends and family, other popular seasonal activities include going out for a meal (50%), 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 1,246 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 8<sup>th</sup> and 12<sup>th</sup> December 2016. The same survey has been conducted every December since 2012, so comparative results are included.

### Key Insights

#### Overnight Trips

- 23% of adults living in Britain ‘definitely’ plan to take an overnight trip during the Christmas and New Year period. A further 15% ‘might or might not’ take a trip. In 2015, the comparative figures were 27% and 15%, suggesting that this year adults living in Britain are slightly less inclined to travel over this period.
  - 19% ‘definitely’ plan to take a trip in England, and a further 14% ‘might’. This compares with 24% and 13% last year.
  - 5% ‘definitely’ plan to take a trip elsewhere in the UK, and a further 12% ‘might’ compared to 6% and 12% respectively last year.
  - And 6% of adults living in Britain ‘definitely’ plan to take a trip abroad, while a further 7% ‘might’ which is unchanged compared to December 2015.

#### Overnight Trips in England

- Among those definitely planning an overnight trip in England, 56% plan to take a trip over Christmas, 41% between Christmas and New Year and 24% over New Year. This compares with 52%, 46% and 23% respectively in 2015, with a similar proportion this year currently undecided as to when they will take their trip (6% compared to 7% for Christmas 2015).
  - 60% plan to take just one trip, but notably just over a third (37%) are planning to take two or more.
  - 36% of adults in Britain who are planning any kind of trip in England are planning a holiday trip in Christmas 2016. This is a higher proportion than at Christmas 2015 (30%), but a lower proportion are planning a visit to friends or relatives (68% compared to 73% last year).
  - More than 1 in 3, 37%, of those who are ‘definitely’ planning an overnight trip in England are planning on spending more nights away from home in England this year than last, and only 15% will spend fewer nights away from home.

- Those in Greater London(34%) and the Midlands (21%), those working (24%) and ABC1s (23%) are most likely to 'definitely' be taking an overnight trip in England.

### Visiting Friends and Relatives (VFR trips)

- 64% 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 (69% in 2015).
- Just over a quarter (28%) 'definitely' plan to have friends or family staying with them for at least one night, and a further 19% 'might or might not'.
- Those aged 55-64 are particularly likely to be visiting friends and family (71%), as are those in higher social grades ABC1 (66%).
- Those in the Greater London are most likely in England to be having friends stay with them (36% 'definitely').

### Activities undertaken

- Aside from visiting friends and family, other popular seasonal activities include going out for a meal (50%), and shopping at post-Christmas sales (38%). A third (32%) plan to visit a Christmas market (see table overleaf).
- The proportion planning to shop at post-Christmas sales or at a Christmas market is similar to 2015 (42% and 33% respectively).
- However, those in younger age groups appear more likely to spend money at seasonal shopping events, with 50% of 25-34 year olds planning to shop at post-Christmas sales, and 49% of 25-34 year olds planning to visit a Christmas market.



Activities planned	2016 (%)	2015 (%)	2014 (%)	2013 (%)	2012 (%)
Visiting friends and family	64%	69%	64%	67%	70%
Going out for a meal	50%	50%	42%	39%	45%
Shopping at post-Christmas sales	38%	42%	35%	36%	45%
Visit a Christmas Market	32%	33%	26%	24%	30%
Going for a night out to a bar, pub and / or club	28%	30%	25%	26%	31%
Undertake outdoor activities such as walking, cycling etc.	27%	27%	24%	22%	26%
Go out for other entertainment such as cinema, concert or theatre	23%	26%	24%	21%	26%
Go out for other Christmas activities e.g. ice skating, pantomime, visiting Santa etc.	21%	21%	17%	15%	19%
Go on a general day out to explore an area you don't normally visit	14%	15%	13%	9%	12%
Watching live sporting events (not on TV)	12%	12%	10%	10%	10%
Visit a visitor attraction such as a historic house, theme park, museum, zoo etc.	8%	9%	7%	6%	6%
Attend a special public event such as a festival, exhibition etc.	9%	8%	6%	6%	7%
None of the above	10%	11%	10%	13%	10%