

## Domestic Trip Tracker – Christmas & New Year 2015

### Topline Results

- 27% of adults living in Britain 'definitely' plan to take an overnight trip during Christmas & New Year, and around one in four (24%) 'definitely' plan to take an overnight trip in England. This is an increase from Christmas 2014 (21% and 18% respectively).
- 69% of adults living in Britain plan to visit friends or relatives (compared to 64% in 2014), 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 (42%).

### 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 1,219 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 10<sup>th</sup> and 14<sup>th</sup> December 2015. The same survey was also conducted in December 2014, December 2013 and December 2012, so comparative results are included.

### Key Insights

#### Overnight Trips

- 27% 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 2014, the comparative figures were 21% and 15%, suggesting that this year adults living in Britain are slightly more inclined to travel over this period.
  - 24% 'definitely' plan to take a trip in England, and a further 13% 'might'. This compares with 18% and 12% last year.
  - 6% 'definitely' plan to take a trip elsewhere in the UK, and a further 12% 'might' compared to 5% and 10% respectively last year.
  - And 6% of adults living in Britain 'definitely' plan to take a trip abroad, while a further 7% 'might' compared to 5% and 6% respectively in December 2014.

#### Overnight Trips in England

- Among those definitely planning an overnight trip in England, 52% plan to take a trip over Christmas, 46% between Christmas and New Year and 23% over New Year. This compares with 40%, 38% and 18% respectively in 2014, with a lower proportion this year currently undecided as to when they will take their trip (7% compared to 18% for Christmas 2014).
  - 58% plan to take just one trip, but notably just over a third (38%) are planning to take two or more.

- 30% of adults in Britain who are planning any kind of trip in England are planning a holiday trip in Christmas 2015. This comparable to Christmas 2014 (31%), and more are planning a visit to friends or relatives (73% compared to 65% last year).
- More than 2 in 5, 42%, 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 12% will spend fewer nights away from home.
- Those in Greater London(35%) and the Midlands (27%), those working (29%) and ABC1s (26%) are most likely to 'definitely' be taking an overnight trip in England.

### Visiting Friends and Relatives (VFR trips)

- 69% 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 (64% in 2014).
- 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 35-44 are particularly likely to be visiting friends and family (73%), as are those in higher social grades ABC1 (70%) and those with children (70%).
- Those in the Greater London are most likely in England to be having friends stay with them (34% '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 (42%). A third (33%) plan to visit a Christmas market (see table overleaf).
- The proportion planning to shop at post-Christmas sales or at a Christmas market has strongly increased compared to 2014, and is now comparable to 2012, suggesting that spending budgets might not be as squeezed as in the last couple of years
- However, those in younger age groups appear more likely to spend money at seasonal shopping events, with 58% of 16-24 year olds planning to shop at post-Christmas sales, and 39% of 25-34 year olds planning to visit a Christmas market.

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