

Domestic Trip Tracker – August 2015

Topline Results

- 15% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, and 16% are undecided
- Among those who are undecided, 36% are 'waiting to see what the weather is like'
- 54% are planning a holiday or short break, and 42% plan to visit friends and relatives.
- 9% will 'definitely' take a holiday or short break in England, rising to 14% when those considering a trip are included
- 15% of Brits will 'definitely' take a day trip over the August bank holiday weekend, and a further 29% '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 2015 edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1214 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 21st and 24th August 2015. The August 2015 Bank Holiday falls on the 31st of August. Comparisons have been made to the August Bank Holiday weekend in 2014, when the Bank Holiday fell on the 25th of August.

Key Insights

Overnight Trips

- 15% of British adults 'definitely' plan to take an overnight trip over the August bank holiday weekend, while a further 16% 'might or might not'. This is a slight increase compared to the August bank holiday in 2014, when 14% 'definitely' planned a trip and 15% were unsure.
- Among those planning a trip, 54% are planning a holiday or short break, a smaller proportion than in 2014 (58%), while 42% are planning to visit friends and relatives (40% in 2014).
- Men (35%) are more likely to be planning or considering a trip than women (26%). Those aged 25 to 44 (41%) and those in the more affluent ABC1 social grade (34%) are also more likely than average to be planning a trip. Those with children (43%) are more likely to be planning a trip than those without (26%). As has been the case in previous years, those living in Greater London (54%) are the most likely to be planning a trip.

- Among the 16% still undecided as to whether they will take an overnight trip for the bank holiday weekend, the most common reason for waiting is 'waiting to see what the weather is like' (36%). Fewer Brits are 'waiting to see if I can afford it' this year than last (26% compared to 29% in 2014).

Reasons for Waiting	2014 %	2015 %
Waiting to see what the weather is like	34%	36%
Waiting to see if I can afford it	29%	26%
Waiting for someone else / other people to make plans / book trip	21%	24%
Waiting to see if there are any deals / special offers	20%	21%
Not sure where I'd like to go	24%	21%
No real reason, just prefer to decide at the last minute	21%	25%
Other reason	2%	3%

Holiday Trips

- 9% will 'definitely' take a holiday or short break in England, while 14% 'definitely' or 'might' take a holiday in England over the bank holiday weekend.
 - 13% 'definitely' or 'might' take a short break of three nights or less
 - 7% 'definitely' or 'might' take a longer 4+ night break
- 5% will 'definitely' take a holiday trip abroad, while 8% 'definitely' or 'might' take a holiday abroad.
 - 6% 'definitely' or 'might' take a short break of three nights or less
 - 7% 'definitely' or 'might' take a longer 4+ night break

- The proportion of Brits planning to take a holiday either in England or abroad over the bank holiday weekend is comparable with last year, with slightly more having definitive plans than in 2014.

Planning to take trip – August bank holiday weekend	2014 %	2015 %
England 'definitely'	8%	9%
England 'definitely' or 'might'	14%	14%
Abroad 'definitely'	4%	5%
Abroad 'definitely' or 'might'	8%	8%

Day Trips

- 15% will 'definitely' take a day trip over the bank holiday weekend, and a further 29% 'might or might not'. As with holidays, more Brits have definite plans to take a trip than in 2014 (12% 'definitely'), but a similar number overall are planning a trip (44% vs. 43%).
- Those aged under 44 are the most likely to be planning a trip (52% 'definitely' or 'might'), and parents are more likely to be taking or considering a trip (55%). As with overnight trips, those living in Greater London are more likely to be taking or considering a trip (59%).
- The seaside is the most popular destination for those planning to take a day trip (45%). 37% are planning a trip to a countryside / village destination, 28% to a large town or city, and 18% to a standalone attraction such as a theme park or stately home.

Day trip destination	%
Seaside	45%
Countryside / village	37%
Large town or city	28%
Small town	15%
Standalone attraction e.g. theme park, stately home	18%
Don't know yet	11%

The Year So Far

- So far this year, 69% of Brits have taken a holiday or short break to any destination, and almost half (49%) have taken a trip to England.

Trips taken in 2015	%
Taken any trip	69%
Holiday / break anywhere in UK	60%
Holiday / break in England	49%
Holiday / break elsewhere in UK	21%
Holiday / break abroad	25%