

## Domestic Trip Tracker – Easter 2015

### Topline Results

- 15% of British adults 'definitely' plan to take an overnight trip over the Easter weekend, with a further 15% undecided – more than at Easter 2014 (12% and 9% respectively).
- Among those who are undecided, most are waiting to see what the weather will be like (35%) or to see if they can afford it (34%)
- 12% 'definitely' or 'might or might not' take a holiday or short break in England
- 15% of Brits will 'definitely' take a day trip over the Easter 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 Easter 2015 edition, the survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1215 adults aged 16 and over in Great Britain.

The fieldwork for the survey took place between the 26<sup>th</sup> and 30<sup>th</sup> of March. Good Friday bank holiday 2015 falls on the 3<sup>rd</sup> of April, while Easter Monday is the 6<sup>th</sup> of April. In 2014, the Good Friday bank holiday fell on the 18<sup>th</sup> of April, while Easter Monday was the 21<sup>st</sup> of April, and fieldwork for the 2014 survey took place between the 10<sup>th</sup> and 14<sup>th</sup> of April 2014.

### Key Insights

#### Overnight Trips

- 15% of British adults 'definitely' plan to take an overnight trip over the Easter weekend, while a further 15% 'might or might not'. This is an increase on Easter 2014 (12% 'definitely', 9% 'might').
- Among those who 'definitely' or 'might' take a trip over the bank holiday weekend, 53% plan to take a holiday or short break, while 50% will visit friends or relatives.
- As has been the case in previous years, those aged under 35 are the most likely to be taking a trip, as two in five (42%) 'definitely' or 'might' take a trip. Parents (44%) are also more likely to be taking a trip than those without children (24%).
- By social grade, those in the least affluent DE grade are much less likely to be taking a trip (just 8% 'definitely', 17% definitely / might), while those in more affluent social grades C2, C1 and AB are more likely to be taking a trip (17% 'definitely' across all, definitely / might C2 36%, AB 35%, C1 31%).

- Half (50%) of those in Greater London say they ‘definitely’ or ‘might’ take a trip, significantly more than those in other English regions (ranging from 14% to 30%).
- Among the 15% of respondents will 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’ (34%). The weather is more of a concern this year than last (21%), perhaps due to an earlier Easter, whereas affordability is a lesser concern than it was last year (40%).

Reasons for Waiting	%
Waiting to see what the weather is like	35%
Waiting to see if I can afford it	34%
Waiting to see if there are any deals / special offers	24%
Waiting for someone else / other people to make plans / book trip	19%
Not sure where I’d like to go	19%
No real reason, just prefer to decide at the last minute	13%
Working or might have to work	2%
Other reason	3%

## Holiday Trips

- 7% will ‘definitely’ take a holiday or short break in England, while 12% ‘definitely’ or ‘might’ take a holiday in England over the bank holiday weekend, more than said they would in Easter 2014 (6% and 9% respectively).
- In terms of trip length,
  - 11% ‘definitely’ or ‘might’ take a short break of three nights or less in England
  - 7% ‘definitely’ or ‘might’ take a longer 4+ night break in England
- 9% ‘definitely’ plan a trip anywhere in the UK, and 14% ‘definitely’ or ‘might’.
- 5% will ‘definitely’ take a holiday trip abroad, while 9% ‘definitely’ or ‘might’ (2014 4% and 6% respectively).
  - 7% ‘definitely’ or ‘might’ take a short break of three nights or less
  - 7% ‘definitely’ or ‘might’ take a longer 4+ night break

## Day Trips

- 15% will 'definitely' take a day trip over the Easter weekend, while a further 35% 'might or might not', more than at Easter last year (13% 'definitely', 26% 'might or might not').
- Similar to last Easter, the most common destinations for day trips are the seaside (42%) and the countryside or a village (41%). 26% plan a trip to a large town or city, 17% a small town, and two in five (20%) plan to visit a standalone attraction such as a theme park or stately home.
- Those with children are more likely to be planning a day trip (23% 'definitely', 39% 'might or might not'), as are those in the C2 social grade (20% / 36%).