

Long-haul Holidays - UK - September 2016

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“Despite a rise in volume in 2015, long-haul destinations lost market share to short-haul destinations. In 2016, long-haul faces even stiffer competition from short-haul. Following the Brexit result and the resultant drop in value of the Pound, many consumers will opt for relatively cheaper destinations within Europe.”
– Fergal McGivney, Travel Analyst

This report looks at the following areas:

- **The importance of seniors following the Brexit result**
- **Flexible payment options can help stimulate long-haul bookings**

Long-haul holiday volume rose by 5% to 7.7 million trips in 2015. Despite this relatively strong growth, this is still well below the 8.5 million trips taken in 2008, just before the recession hit.

Q1 2016 long-haul trip volume is already down by around 2% on Q1 2015 figures. Overall, in 2016, Mintel estimates that long-haul trip volume will fall by around 1.9%, especially considering the Pound has weakened and consumer confidence has taken a hit.

The North American region, and the US in particular, is the most popular long-haul destination for UK holidaymakers. While the overall proportion of holidaymakers taking long-haul holidays dropped by three percentage points to 37% between June 2015 and July 2016, the proportion of long-haulers that visited North America in the past five years has increased by six percentage points to 49%.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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