

Holiday Review - UK - January 2017

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“It is still unclear how Brexit negotiations will affect the travel market. However, Mintel finds that a sizeable proportion of holidaymakers say they plan to take more trips in 2017. While this is positive news, our research also finds that consumers will adopt savvier shopping behaviours, with some opting for cheaper destinations abroad or ones in the UK.”

– **Fergal McGivney, Travel Analyst**

This report looks at the following areas:

- Potential for an increase in rural holidays
- A relatively positive outlook for 2017

This Report examines the holiday habits and attitudes of British adults. Holidays can take place in the UK or abroad, but must constitute at least one overnight stay. The business travel market is not reviewed in this Report. An adult, for the purposes of Mintel’s research, is anyone aged 16 or over.

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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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Table of Contents

Overview

What you need to know
Scope of the Report

Executive Summary

Slow and steady growth forecast despite economic uncertainty

Figure 1: Forecast of total holiday market volume, 2011-21

Domestic trips reduce in Q1 2016 after a strong 2015

Figure 2: Forecast of domestic holiday market volume, 2011-21

Overseas volume approaching pre-recession levels

Figure 3: Forecast of overseas holiday market volume, 2011-21

The consumer

Proportion of consumers taking holidays drops slightly

Figure 4: Holiday destinations visited in the past 12 months (combined), November 2015 and November 2016

Millennials the driving force behind the rise of city breaks

Figure 5: Type of holiday taken in the last 12 months, November 2016

Generally positive outlook despite doom and gloom surrounding Brexit

Figure 6: Future holiday plans, November 2015 vs November 2016

Consumers will adopt even savvier shopping habits

Figure 7: Holiday attitudes following Brexit, November 2016

What we think

Issues and Insights

Potential for an increase in rural holidays

The facts

The implications

A relatively positive outlook for 2017

The facts

The implications

The Market – What You Need to Know

Slow and steady growth predicted despite economic uncertainty

A slight decline in domestic trips in 2016

Overseas volume approaching pre-recession levels

Top holiday destinations for UK travellers

Pound remains low making overseas trips more expensive

Market Size and Forecast

Slow and steady growth forecast despite the Brexit vote

Figure 8: Estimated total holiday market volume and value, 2011-21

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Figure 9: Forecast of total holiday market volume, 2011-21

Figure 10: Forecast of total holiday market value*, 2011-21

Domestic trips reduce in Q1 2016 after a strong 2015

Figure 11: Estimated domestic holiday market volume and value*, 2011-21

Figure 12: Forecast of domestic holiday market volume, 2011-21

Figure 13: Forecast of domestic holiday market value*, 2011-21

Overseas volume approaching pre-recession levels

Figure 14: Overseas holiday market volume and value*, 2011-21

Figure 15: Forecast of overseas holiday market volume, 2011-21

Figure 16: Forecast overseas holiday market value, 2011-21

Market Segmentation

Inbound trip volume increases by 2.1% in 2015

Figure 17: Inbound holiday volume from overseas residents to the UK, 2011-15

Figure 18: Top 10 nations with the most holiday visits to the UK, 2015

The UK becoming more attractive due to the fall in value of the Pound

Figure 19: Inbound holiday volume from overseas residents to the UK, 2015 H1 vs 2016 H1

Will packages become more popular following the Brexit vote?

Figure 20: Volume of overseas package and independent holidays, 2010-16

Short-haul trips make up 82% of the market

Figure 21: Long-haul vs short-haul holidays, by volume, 2010-16

Top holiday destinations for UK travellers

Figure 22: Top 20 holiday destinations for UK residents, 2011-15

Figure 23: Top 20 holiday destinations for UK residents, H1 2015-16

Domestic spend/visits versus overseas spend/visits

Figure 24: Short vs long holidays in Great Britain, by volume, 2011-15

Figure 25: Short vs long holidays in Great Britain, by value, 2011-15

Revival of seaside and countryside in 2015

Figure 26: Holiday volumes in Great Britain, by type of destination*, 2011-15

Figure 27: Domestic holiday volumes in Great Britain, by region visited, 2011-15

Beyond London

Figure 28: Most visited English cities and towns – 2013-15 three-year average for holiday trips by UK residents

Market Drivers

APD cuts long-haul market

Figure 29: Air Passenger Duty (APD) rates, April 2012-April 2017

Pound remains low making overseas trips more expensive

Figure 30: Spot exchange rate, Pound Sterling vs US Dollar and euro, 1 June 2016-19 January 2017

Low oil prices allowing airlines to keep fares low

Figure 31: Europe Brent Spot Price FOB (Dollars per Barrel), January 2014-17

Some long-haul tour operators are now charging more for trips

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Companies and Brands – What You Need to Know

- Strong growth for airlines brands
- Lufthansa offers its premium economy sets via Airbnb
- Google launches Destinations for mobile
- Hopper predicts fares and notifies travellers of price drops
- Live chat with KLM Royal Dutch Airlines via Facebook Messenger

Market Share

- Ryanair sees double-digit growth
Figure 32: Top 10 UK-based airlines, by passengers uplifted globally, 2010-15
- Leading brands' increase in passengers licensed under ATOL protection
Figure 33: Passengers licensed under ATOL protection, by top 10 ATOL holders, 2011-17

Launch Activity and Innovation

- Lufthansa offers its premium economy sets via Airbnb
- Google launches Destinations for mobile
Figure 34: Google Destinations, March 2016
- Hopper predicts fares and notifies travellers of price drops
Figure 35: Price-predicting smartphone app Hopper
- Live chat with KLM Royal Dutch Airlines via Facebook Messenger
- New start-up Overnight allows consumers to book spontaneously
- Etihad Airways releases new iPhone app
- Real-time onboard seat auctions in the pipeline

The Consumer – What You Need to Know

- Some consumers cutting back on holidays
- Millennials the driving force behind the rise of city breaks
- Big spenders in the 25-34 group
- Generally positive outlook despite doom and gloom surrounding Brexit
- Consumers will adopt even savvier shopping habits

Holiday Destinations Visited

- Some consumers cutting back on holidays
Figure 36: Holiday destinations visited in the past 12 months (combined), November 2015 and November 2016
- Who cut back on holidays in 2016?
Figure 37: Holiday destinations visited in the past 12 months (combined), by age, November 2015 and November 2016
- Less affluent consumers taking fewer holidays
Figure 38: Holiday destinations visited in the past 12 months (combined), by socio-economic group, November 2015 and November 2016
- Younger years marks a time when consumers are serial destination hoppers
Figure 39: Repertoire of holiday destinations visited in the past 12 months, by age, November 2016

Regional Differences in Holiday Taking

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Londoners take the most holidays

Figure 40: Holiday destinations visited in the past 12 months (combined), by location, November 2016

Holiday Types Taken

Millennials the driving force behind the rise of city breaks

Figure 41: Type of holiday taken in the last 12 months, November 2016

Technology-free family breaks could prove popular

Winter beach breaks are most popular amongst 16-34s and over-65s

Figure 42: Types of beach holidays taken in the last 12 months, by age, November 2016

16-34s keen on a wide variety of holiday types

Figure 43: Repertoire of holiday types taken in the last 12 months, November 2016

Figure 44: Repertoire of holiday types taken in the last 12 months, by age, November 2016

Holiday Spending

Mean and median holiday spending

Figure 45: Amount spent on most expensive holiday in the last 12 months, November 2016

Affluent 25-34s spend large amounts on holidays

Figure 46: Amount spent on most expensive holiday in the last 12 months, by age, November 2016

Experience and authenticity are important for big spenders

Figure 47: Amount spent on most expensive holiday in the last 12 months, by age, November 2016

Luxury Big-Ticket Holiday Spenders are more cautious about Brexit

Holiday Finances

25-34s most likely to incur some debt to go on holidays

Figure 48: Holiday payment behaviours, November 2016

Younger consumers more likely to save up for holidays

Figure 49: Holiday payment behaviours, by age, November 2016

Future Holiday Plans

Generally positive outlook despite doom and gloom surrounding Brexit

Figure 50: Future holiday plans, November 2015 vs November 2016

A proportion of 25-34s may focus on choosing long holidays over short breaks

Figure 51: Short break plans, by age, November 2015 vs November 2016

Figure 52: Long holiday plans, by age, November 2015 vs November 2016

Interest in Holiday Types

Potential for an increase in rural holidays?

Figure 53: Holiday types interested in taking over the next 12 months, November 2016

East/West Mainlanders, older consumers and the financially burdened are the least likely to holiday

Holidays after the Brexit Vote

Relatively positive outlook following the leave vote

Impact of the EU referendum vote

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Figure 54: Detailed post-Brexit scenarios for the holiday market, at current prices, 2016-21

Figure 55: Alternative market scenarios for the post-Brexit holiday market, at current prices, 2016-21

Two thirds say they plan to take a holiday abroad in the next year

Figure 56: Plans to a holiday abroad, November 2016

Consumers will adopt even savvier shopping habits

Figure 57: Holiday attitudes following Brexit, November 2016

CHAID Analysis – Holidays after the Brexit Vote

Methodology

Parents are good targets for planning and budgeting services

Figure 58: Attitudes towards the effect of Brexit on future holidays – CHAID – Tree output, November 2016

Figure 59: Attitudes towards the effect of Brexit on future holidays – CHAID – Table output, November 2016

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Definitions

Appendix – Market Size and Forecast

Forecast Methodology

Figure 60: Best- and worst-case forecast for total holiday volume, 2016-21

Figure 61: Best- and worst-case forecast for total holiday value, 2016-21

Figure 62: Best- and worst-case forecast for domestic volume, 2016-21

Figure 63: Best- and worst-case forecast for domestic value, 2016-21

Figure 64: Best- and worst-case forecast for overseas volume, 2016-21

Figure 65: Best- and worst-case forecast for overseas value, 2016-21

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