

Holiday Review - UK - January 2019

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“Holidaying remains a clear priority for Brits. However, Mintel expects growth in 2019 to be slow due to economic uncertainties. Domestic holidays, all-inclusive holidays, lower-cost destinations and budget accommodation options are more likely to be considered in 2019. There is huge potential though to tempt travellers to take a cruise or a multigenerational holiday.”

– **Marloes de Vries, Travel Analyst**

This report looks at the following areas:

- **More effort required to trigger consumers to travel overseas in 2019**
- **Huge potential for multigenerational holidays**

The number of domestic and overseas holidays taken by UK residents is expected to reach a record 107.8 million in 2018. Holidaying remains a clear priority for Brits. However, Mintel expects growth in 2019 to be slow due to economic uncertainties.

Lingering uncertainties around Brexit are set to impact consumers’ decision-making at an important period for holiday bookings – the start of the year. Domestic holidays, all-inclusive holidays, lower-cost destinations and budget accommodation options are more likely to be considered in 2019.

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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
Products covered in this Report

Executive Summary

The market
Domestic holidays forecast to grow moderately in 2018
Domestic holidays forecast to outperform overseas travelling
Figure 1: Forecast volume of domestic holidays taken by British residents (number of trips), 2013-23
Growth of overseas holidays forecast to slow down in 2018 and 2019
Spending on overseas holidays under pressure
Figure 2: Forecast volume of overseas holidays taken by UK residents (number of trips), 2013-23
Significant increase in demand for holidays to Turkey at the expense of Spain
Value of the Pound impacts holiday behaviour
Holidaying intentions remain strong
Companies and brands
Hurtigruten plans to use dead fish as fuel for its cruise ships
Air France-KLM looks to blockchain technology
Virgin Holidays' new travel shop in Milton Keynes is all about the experience
The consumer
Holidaying participation returned to usual level in 2018
Figure 3: Destinations visited on holiday in the past 12 months, 2014-18
Activity holidays in the UK popular among young travellers
Overseas cruise holidays predominantly undertaken by older consumers but big potential among Millennials
Online customer reviews impact destination choice of many travellers
Figure 4: Holiday destination influencers, November 2018
The market for lodging services has not yet reached its point of saturation
Figure 5: Plans for holidays in the next 12 months, 2015-18
Younger generation most open to shopping experiences
Figure 6: Attitudes towards booking holidays, by age, November 2018
Multigenerational holidays appeal to almost half of holidaymakers
Interest in three-generation holidays highest among parents with young children
The willingness to travel overseas for a multigenerational holiday is high
Figure 7: Considered destinations for multigenerational holidays, November 2018
Hotels are perceived as relatively convenient and luxurious but less affordable and unique
Figure 8: Perceptions of accommodation types, November 2018
Cruise sector challenged to show non-cruisers it offers good value for money
What we think

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Issues and Insights

More effort required to trigger consumers to travel overseas in 2019

The facts

The implications

Huge potential for multigenerational holidays

The facts

The implications

The Market – What You Need to Know

Growth of holidays slows down due to economic uncertainties

Domestic holidays forecast to outperform overseas travelling in the short term

Growth of overseas holidays forecast to slow down in 2018 and 2019

Package bookings grew faster than independent bookings for the first time since 2015

Value of the Pound impacts holiday behaviour

Holidaying intentions remain strong

Market Size and Forecast – Total

Growth of holidays slows down due to economic uncertainties

Figure 9: Forecast volume and value* of domestic** and overseas holidays taken by UK residents, 2013-23

Economic uncertainties will put expenditure on holidays under pressure

Figure 10: Forecast volume of domestic* and overseas holidays taken by UK residents (number of trips), 2013-23

Figure 11: Forecast value* of domestic** and overseas holidays taken by UK residents, 2013-23

Forecast methodology

Market Size and Forecast – Domestic

Domestic holidays forecast to grow moderately in 2018

Figure 12: Forecast volume and value of domestic holidays taken by British residents, 2013-23

Domestic holidays forecast to outperform overseas travelling for the third year in a row

Figure 13: Forecast volume of domestic holidays taken by British residents (number of trips), 2013-23

Figure 14: Forecast value* of domestic holidays taken by British residents, 2013-23

Forecast methodology

Market Size and Forecast – Overseas

Growth of overseas holidays forecast to slow down in 2018 and 2019

Figure 15: Forecast volume and value* of overseas holidays taken by UK residents, 2013-23

Spending on overseas holidays under pressure

Figure 16: Forecast volume of overseas holidays taken by UK residents (number of trips), 2013-23

Figure 17: Forecast value of overseas holidays taken by UK residents, 2013-23

Forecast methodology

Market Segmentation

Significant increase in demand for holidays to Turkey at the expense of Spain

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Figure 18: Top 15 overseas holiday destinations for UK holidaymakers, H1 2017 versus H1 2018

Package bookings grew faster than independent bookings for the first time since 2015

Figure 19: UK overseas holiday volume, by independent and package holidays, 2014-18

Holidaymakers choose little and often

Figure 20: Volume for overseas holidays and domestic holidays, by length of stay, 2014-17

Younger generation keen on taking shorter breaks

Figure 21: Volume, nights and spend for overseas holidays and domestic holidays, by age, 2017

Healthy lifestyle could appeal to older consumers

Market Drivers

Value of the Pound impacts holiday behaviour

Figure 22: Pound versus euro and US Dollar, 1 April 2016-11 December 2018

Holidaying intentions remain strong

Figure 23: Plans to book a holiday in the next three months, January-November 2016-18

A no-deal Brexit would make overseas travel less seamless

Tourism sector deal could put the UK as a travel destination more firmly on the map

Data breaches impact trust people have in sharing data

Companies and Brands – What You Need to Know

Thomas Cook's #noplacelforplastic campaign

Hurtigruten plans to use dead fish as fuel for its cruise ships

Air France-KLM looks to blockchain technology

Skyscanner launched a booking feature for domestic train travel

Virgin Holidays' new travel shop in Milton Keynes is all about the experience

Launch Activity and Innovation

Brands are taking responsibility to fight pollution

Thomas Cook's #noplacelforplastic campaign

Hurtigruten plans to use dead fish as fuel for its cruise ships

Efficiency by blockchain technology

Cathay Pacific uses blockchain technology to improve the customer experience of its rewards programme

Air France-KLM looks to blockchain technology

Innovations to make domestic train travel more appealing

Government focuses on improving train passenger experience

Skyscanner launched a booking feature for domestic train travel

Historical buildings with a modern twist

Modern Art built in a monastery and brewery

Luxury hotel opens in former Chinese pit mine

Figure 24: InterContinental Shanghai Wonderland Hotel in former Chinese pit mine

Shops are turning into enjoyable experiences to attract consumers

Virgin Holidays' new travel shop in Milton Keynes is all about the experience

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Travel Design Lounge hosts events in its full-service bar to let consumers discover
Figure 25: Travel Design Lounge in Omaha, Nebraska

The Consumer – What You Need to Know

Holidaying participation returned to usual level in 2018
Activity holidays in the UK popular among young travellers
Overseas cruise holidays predominantly undertaken by older consumers but big potential among Millennials
Online customer reviews impact destination choice of many travellers
Multigenerational holidays appeal to almost half of holidaymakers
Cruise sector challenged to show non-cruisers it offers good value for money

Holiday Destinations Visited

Holidaying participation returned to usual level in 2018
Figure 26: Destinations visited on holiday in the past 12 months, 2014-18
Celebration travel presents a big opportunity for holiday destinations
Figure 27: Destinations visited on holiday in the past 12 months, by country, November 2018

Types of Holidays Taken

Activity holidays in the UK popular among young travellers
Figure 28: Types of holiday taken in the UK, by age, November 2018
Overseas cruise holidays predominantly undertaken by older consumers but big potential among Millennials
Figure 29: Types of holiday taken abroad, by age, November 2018

Holiday Destination Influencers

Online customer reviews impact destination choice of many travellers
Figure 30: Holiday destination influencers, November 2018
Physical brochures bigger influencer than social media
Younger generation takes the most aspects into consideration before deciding where to travel to
Figure 31: Holiday destination influencers, by age, November 2018

Holidaying Intentions

Holidaying remains a clear priority for Brits
Figure 32: Plans for holidays in the next 12 months, 2015-18
The market for lodging services has not yet reached its point of saturation

Attitudes towards Booking Holidays

Younger generation most open to shopping experiences
Figure 33: Attitudes towards booking holidays, by age, November 2018
Holidaymakers are comfortable with communicating via webchats

Multigenerational Holidays

Multigenerational holidays appeal to almost half of holidaymakers
Figure 34: Interest in multigenerational holidaying, November 2018
Interest in three-generation holidays highest among parents with young children

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Report Price: £1995.00 | \$2693.85 | €2245.17

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Figure 35: Interest in multigenerational holidaying, by gender, age and children's age, November 2018

The willingness to travel overseas for a multigenerational holiday is high

Figure 36: Considered destinations for multigenerational holidays, November 2018

England most considered destination for three-generation holidays

Figure 37: Considered destinations for multigenerational holidays, by country, November 2018

Perceptions of Accommodation Types

Hotels are perceived as relatively convenient and luxurious but less affordable and unique

Figure 38: Perceptions of accommodation types, November 2018

Few people perceive holiday rental properties as luxurious

Figure 39: Perceptions of accommodation types – correspondence analysis, November 2018

Cruise sector challenged to show non-cruisers it offers good value for money

Figure 40: Perceptions of cruise ships, by cruisers and non-cruisers, November 2018

Appendix – Data Sources, Abbreviations and Supporting Information

Definitions

Abbreviations

Consumer research methodology

CHAID analysis

Figure 41: Interest in multigenerational holidaying – CHAID tree, November 2018

Figure 42: Interest in multigenerational holidaying – CHAID table, November 2018

Correspondence analysis methodology

Appendix – Market Size and Forecast

Volume forecast for total holidays

Figure 43: Forecast volume of total holidays (domestic* and overseas) taken by UK residents, 2018-23

Value forecast for total holidays

Figure 44: Forecast value* of total holidays (domestic** and overseas) taken by UK residents, 2018-23

Volume forecast for domestic holidays

Figure 45: Forecast volume of domestic holidays taken by British residents, 2018-23

Value forecast for domestic holidays

Figure 46: Forecast value of domestic holidays taken by British residents, 2018-23

Volume forecast for overseas holidays

Figure 47: Forecast volume of overseas holidays taken by UK residents, 2018-23

Value forecast for overseas holidays

Figure 48: Forecast value* of overseas holidays taken by UK residents, 2018-23

Forecast methodology

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