

Package vs Independent Holidays - UK - April 2019

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“Package holiday providers will benefit from the financial protection offered as Brexit uncertainties continue to instil cautious behaviour among travellers. However, the independent sector looks better positioned for the long term, given the rising demand for short breaks and flexibility.”

– Marloes de Vries, Travel Analyst

This report looks at the following areas:

- Trust is more important than ever in uncertain economic times
- Travellers will increasingly take environmentally responsible decisions

Mintel expects the number of overseas package holidays to grow at a faster pace than independently-booked holidays in 2019. Package holidays are more likely to be considered amid Brexit uncertainties because of the financial protection offered. Growth will also be driven by the good performance of low-cost destinations such as Turkey, Tunisia, Egypt and Mexico, which welcome a relatively high share of package holidays.

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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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