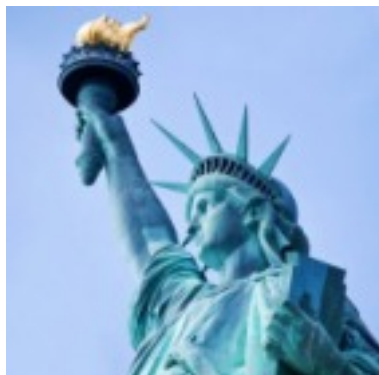


Holidays to the US - UK - September 2009

Report Price: £1500 / \$3000 / €2250



What is this report about?

The number of holidaymakers opting for overseas breaks has fallen dramatically in 2009. The drop began in the second half of 2008 as the recession took hold, and the number of those travelling to the US was hit hard. Thus ended the gradual rise that had been apparent post-9/11, denting the hopes of US tourism chiefs that year-2000 levels would soon be reached again.

This report examines how all the facets of this appeal can be best employed to counter the effect of a diminished travelling public. It looks at consumer trends, how the recession has impacted the market, innovations of relevance, exclusive research considering UK consumers' attitudes towards holidaying in the US and the future of the market.

What have we found out?

- The number of holidays to the US from the UK had been growing steadily. However, in 2009 that trend came to a halt. Mintel estimates that just over two million will have been taken by the end of the year, the lowest level for over five years.
- Almost 20 million people have holidayed in the US at some point.
- The US is the top long-haul destination for UK holidaymakers, and was the third most popular choice of country (for all purposes of travel) in 2008.
- Florida is our favourite state, while New York is our most popular city. Both had over 1.3 million visits from the UK in 2008.
- Despite predictions to the contrary during his campaign, Barack Obama's election has had little impact – only 5% of the adult population say that they are now more likely to visit the US.
- The most common problem with holidaying in the US is the expense; around 10 million people are put off the country as a result.

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