

Package Holidays - UK - July 2010

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What is this report about?

Package holidays were hit hard by the recession, with the number taken falling fast in 2009 as many consumers eschewed overseas breaks in favour of either abandoning holidays or taking UK trips instead. In market share terms, the rise of independent holidays has continued, as broadband penetration is still growing, online booking models have become the norm and the market leading low-cost airlines increased the number of passengers they carried even as airlines suffered overall. 2010 has so far seen a number of encouraging signs for the package segment, with market leaders reporting a better position this year than at the same point in 2009.

What have we found out?

- Mintel estimates that 14.4 million package holidays will be taken in 2010, with over £9.4 billion spent on such trips (excluding transport costs). Package holidays' share of the overall market continues to fall, however, now at 36% from 43% in 2005.
- Package holidaymakers are most likely third-agers or in families with children aged five-plus. Socio-economically, C2s and ABs are the key groups, while geographically Southerners are less likely than Northerners/people living in Wales to opt for a package trip.
- There has been a clear shift in popular package holiday destinations, away from Europe (although this is still the most popular region) and into long-haul locations (excluding North America). Although Spain, France and Italy remained the top three in 2009, Turkey was the fourth most popular package destination, with Egypt sixth.
- In line with overall holiday trends, beach/resort trips are declining, however they are still (by far) the most popular type of package holiday at over two in five such breaks. This marks a significant difference from independent holidaymakers, where just over one in five adults opt for a beach trip.
- The fact that package holidays are easier and save time is their key selling point in the eyes of consumers and agreement with this opinion has risen throughout the recession.
- Late booking rose as the recession bit – under two week lead-ins were more likely in 2009 than at any point since 2006. Similarly, one-month prior package bookings were more likely than any point since 2005.

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