

Holiday Centres - UK - February 2010

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What is this report about?

The credit crunch, a devalued Pound and the economic recession have contributed to improved fortunes for UK holiday operators in 2009, reversing the previous downward slide. Holiday centres, meanwhile, not only retained their share of the market during this (previous) decline but enjoyed a rise in popularity since 2007.

This report provides an overview of the market for holiday centres, investigating the core market factors, consumer dynamics, strengths and weaknesses, innovation in the sector and likely future developments.

What have we found out?

- The credit crunch, a devalued Pound and the economic recession have contributed to improved fortunes for UK holiday operators in 2009, reversing the previous downward slide.
- The UK holiday centres market continues to grow. It is worth an estimated £364 million, an increase of 10% since 2004, in sharp contrast to the domestic holiday market overall which stagnated during the same period.
- Many holiday centres have attracted first-time visitors in 2009 which bodes well for repeat business in the future. The most damning image problem is among those who have not actually been to a holiday centre: Hi-De-Hi has proved very difficult to erase from the consumer psyche.
- The 12% of adults who have never been to a holiday centre but would like to tend to be pre-/no family younger adults. The presence of young children is a likely trigger for visiting.
- A third of adults feel that holiday centres are 'just for families'.
- In 2009 a third of consumers used the internet to investigate their holiday choices, twice as high as any other source and a percentage that has more than doubled in five years.

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