

Independent Holidays - UK - July 2010

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What is this report about?

Independent holidays are continuing to outdo package breaks, increasing market share throughout the recession and (now) beyond. They are the dominant holiday choice, and Mintel estimates that over two thirds of all overseas breaks taken in 2010 will be such trips. There is also no sign that this trend will reverse; the key drivers of growth remain in place and in the case of the internet, both broadband penetration and download speeds are on the rise.

This report considers independent holidays, examining consumer trends, how the recession has impacted the market, innovations of relevance, the future of the market, strengths and weaknesses, segment performance, consumer attitudes, research and booking methods.

What have we found out?

- Mintel estimates that independent holidays will make up over two-thirds of the total in 2010.
- 2009's economic circumstances exacerbated the (already strong) link between household earnings and holidays taken – the higher household earnings are, the more likely consumers are to take trips.
- Air travel remains the dominant overseas holiday choice, used in just under eight in ten of all such breaks in 2009. Both sea and tunnel modes improved market share in the year of the 'travel recession' however, with the consumer flight to value particularly increasing the use of cars.
- Mintel's target analysis reveals that holidaymaking consumers break down roughly into thirds in their opinions regarding independent holidays – the enthusiasts, those that see both good and bad points, and non fans.
- Amongst independent holidaymakers, almost all age groups say that interesting landscape/scenery is the most important factor of a break. The exceptions are 16-24-year-olds, who prefer new destinations, and 45-54-year-olds, who look for good-quality local food and drink first.
- The confidence to organise an independent holiday shows a significant degree of variation by demographics – for example, 16-24-year-olds, lowest household earners and DE consumers are least likely to have faith in their abilities to arrange such a trip. H

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