

Short-haul Holidays - UK - July 2011

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“The domestic market gained significant holiday market share in 2009 and maintained it in 2010. The positive news for short-haul operators is that half of consumers still see holidaying in Europe as great value for money compared to the UK despite the weak Pound - a perception aided by falling resort costs in Spain and other eurozone countries.”

– John Worthington, Senior Analyst

In this report we answer the key questions:

- Has the recession changed where people choose to go on holiday in Europe?
- What is the likely impact of proposed changes to Air Passenger Duty (APD)?
- Are short-haul holidays still threatened by the staycation factor?
- Is the two-week summer holiday in the Med increasingly a thing of the past?
- What are the prospects for non-aviation travel modes?

Definition:

For the purposes of this report, Mintel defines a short-haul holiday as all overseas holidays taken by UK residents within Europe. The term ‘short-haul’ often refers specifically to holidays by air, however, for this report we have considered all holidays to Europe by air, sea and tunnel.

Long-haul, therefore, refers to holidays outside Europe.

An adult, for the purposes of Mintel’s research, is anyone aged 16 or over.

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