

Holiday Review - UK - January 2012

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“The ‘staycation’ trend has now been firmly in place for three years. And given both the one-off events occurring in 2012 that are likely to reduce holidays abroad and the continuation of a difficult economic environment, the UK break looks likely to maintain market dominance.”

- Tom Rees, Senior Travel and Tourism Analyst

In this report we answer the key questions:

- What does 2012 mean for holidays – abroad and at home?
- Will the likely fall in inflation provide a significant boost to holidays?
- Is the staycation trend here to stay?
- How can non-air transport modes take advantage of rising flight costs?
- What do the ‘Arab Spring’ and the eurozone crisis mean for holidaymakers after 2011?

This report examines UK residents’ holidays, both at home and abroad, and forecasts what will happen to the market across the next five years. It looks at the challenges and opportunities operators face, not least from domestic events occurring in 2012. It examines consumer behaviour and attitudes towards holidays, relevant trends, key market factors, possible future developments and what people would do (in regard to holidays) if their financial situation worsened.

- **tourism** is any travel, which involves an overnight stay away from home.
- a **holiday** can be distinguished from other leisure travel such as visits to friends and relatives (VFR) or shopping trips.
- a **long holiday** is a holiday of four nights or more away from home; a **short break** is a holiday that involves one to three nights away.
- **short-haul** refers to air holidays within Europe. **Long-haul**, therefore, refers to holidays outside Europe.
- an **inclusive tour**, or **package holiday**, is defined as the simultaneous sale of at least two elements of a holiday to the traveller. Elements, such as meals or excursions, are not essential to the definition of an inclusive tour. The term ‘**all-inclusive**’ is used to describe a special type of resort holiday in which food, drink, excursions and other services are included.
- an **independent holiday** is one in which the traveller organises and books transport and accommodation from separate sources.
- **seat-** or **flight-only** is a type of independent holiday.

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