

## Long-haul Holidays - UK - March 2012

Report Price: £1750 / \$2758 / €2087

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“Just over half of consumers say they would seek the advice of an expert if they were planning a long-haul holiday somewhere new. Once they have been to a destination, however, they are often more likely to do their own planning and booking next time. Travel companies specialising in long-haul advice need to ensure they remain one or several steps ahead of this game, for example by offering new, exclusive experiences, adding extra value to holidays and levels of expertise that are not easily available to the ‘lay’ traveller.”

– John Worthington, Senior Analyst

### In this report we answer the key questions:

- What are the future prospects for ‘long-haul, low-cost’ airlines?
- What are the implications of rising airfares (APD taxes and fuel prices) for the future of long-haul holidays?
- Are long-haul destination choices becoming or likely to become ‘safer’ and more conservative?
- Is there a potential market for long-haul property rentals?
- What is the future for travel agents in helping people to plan and book long-haul holidays?

Having outperformed the short-haul market in terms of growth for much of the previous decade (including 2009-10), 2011 was a disappointing year for long-haul holidays: over 600,000 fewer holiday trips were taken to destinations outside Europe. Travellers switched to destinations nearer home as a result of political upheaval in North Africa and rising airfares.

Consumer interest is very strong, travellers are becoming more adventurous and many parts of the world have yet to be visited by most Britons. However, cost constraints are a major obstacle and long-haul is likely to become more of a low volume growth/higher value growth market as it becomes ever more oriented towards more affluent households.

This report analyses market trends, consumer preferences and attitudes towards long-haul holidays, investigating the core market factors, key players, products and innovations in the industry.

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