

Holiday Review - UK - January 2013

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"The domestic segment has previously lacked the innovation, wide product ranges and extensive marketing campaigns seen in the overseas segment. However, recent growth should see the domestic holiday industry emerge from the current weak economic climate a more mature being."

– Harry Segal, Research Analyst

In this report we answer the key questions:

- Will the impact of unrest in the Middle East and North Africa continue into 2013?
- Will economic growth in 2013 see a reversal of the trend towards domestic holidays?
- How can the industry adapt to the rise of smartphone and tablet devices?
- How do environmental concerns affect holidaymaker decision-making?

The effects of the recession continued to dampen consumer demand for overseas holidays in 2012, while fuelling growth in the domestic segment. The travel industry faces a range of challenges in 2012; from a shift in consumer attitudes towards spending on holidays, to the unexplored territory offered by the post-Arab Spring short-haul holiday market.

This report examines the holidays of UK residents, both domestic and overseas, and forecasts what the market will look like over the next five years. It explores the challenges and opportunities that operators will face in 2013 and investigates the core drivers behind changes in the market. The report also examines consumer attitudes towards holidays and the effects of the ongoing poor economic climate. This subject was last explored in Mintel's *Holiday Review – UK, January 2012*.

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