

Holiday Centres - UK - June 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Holiday centres still show very similar seasonal patterns to domestic tourism as a whole and could do more to promote awareness of their year-round weather-proof advantages compared to many other UK holiday types. The proportion of breaks taken during the winter months remains especially low."

– John Worthington, Senior Analyst

In this report we answer the key questions:

- How can holiday centres attract new customers and win back lapsed visitors?
- How can the food offering be developed at holiday centres?
- How can holiday centres appeal more to singles?
- What are the key messages for attracting families to holiday centres?

One in five UK adults have visited a holiday centre during the two years ending April 2013, unchanged since Mintel's last research, carried out in August 2011. Although there have been few opportunities for large-scale supply growth over the past decade, mainly due to planning restrictions, continual investment in new accommodation and facilities has sustained demand and the impending Center Parcs expansion could drive market volumes to a new level.

Holiday centres are a mass-market destination with a very broad appeal among families right across the occupational and income spectrum. Household leisure budgets are polarising further in austerity-era Britain. There is a need for a high degree of segmentation in terms of price points, accommodation and the nature of the offering and experience.

This report analyses market trends, consumer preferences and attitudes towards holiday centres, investigating the core market factors and dynamics and profiling the key players involved and the holidays they offer. Mintel last reported on this market in Holiday Centres – UK, October 2011.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market