

Inbound Tourism - UK - November 2013

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

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“Making tourists aware of lower food, drink and accommodation costs offered by many regional destinations in comparison to London would go some way to negating the high costs of domestic travel, and European tourists could also enjoy the lower take-off and landing fees offered by regional airports compared to Heathrow and Gatwick.”

– Harry Segal, Research Analyst

This report looks at the following areas:

- How have the Olympics and the royal birth affected the inbound market?
- How have APD and high aviation fuel costs impacted inbound tourism?
- What impact are UK visa rules having on tourism from China?
- What are the growth opportunities in promoting regional tourism?

The number of holidays taken by overseas residents to the UK increased every year between 2003 and 2011, before contracting in 2012. This contraction could be attributed at least in part to the London 2012 Summer Olympics, as visits during the July-September quarter that hosted the Olympics fell by a significantly more pronounced 7.1% compared to the previous year.

Mintel expects contraction in the number of holidays taken by overseas residents to the UK to continue in 2013, as the number of visits is set to fall by. Stagnation in 2013 will be caused by a significant decline in holidays to the UK from the key source markets of Spain, Italy and Ireland, as each of these countries continues to struggle with the fallout from the global recession.

This report examines leisure holidays taken to the UK by overseas residents and forecasts how the market will perform over the next five years. It explores the challenges and opportunities that operators will face in the future and investigates the core drivers behind changes in the market. Key innovations in the market are also explored.

The report also examines consumer attitudes towards visiting the UK and incorporates the findings of consumer surveys carried out in the US, China, France, Germany, Italy and Spain. This subject was last explored in Mintel's Inbound Tourism, UK – November 2012 report.

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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