

Short/City Breaks - UK - September 2014

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"Sustained economic recovery in the UK and improving consumer confidence, coupled with increased competition in the short-haul airlines market from the unbundling of fares by full-service airlines and an extended booking horizon for Eurostar trips should see the outbound short break market enjoy steady growth over the next five years."

– Harry Segal, Technology & Travel Analyst

This report looks at the following areas:

- How can travel brands capitalise on European telecoms market reforms?
- What impact will AirBnB have on the short break market?

This report examines short breaks taken by UK residents, both within the UK and overseas. For this report, the term 'short break' is taken to mean a pure leisure holiday of between one and three nights.

An adult, for the purposes of Mintel's research, is anyone aged 16 or over.

Value figures are inclusive of VAT unless stated otherwise"

The standard travel and tourism definitions used in the terminology of this report are as follows:

- Tourism is any travel which involves at least one overnight stay away from home.
- A holiday is a subjectively defined form of tourism, as defined by the tourist in response to surveys such as the International Passenger Survey (IPS). A holiday can be distinguished from other leisure travel such as visits to friends and relatives (VFR) or shopping trips.
- Short-haul refers to destinations within Europe. The following destinations are considered to be short-haul: Austria, Belgium, Bulgaria, Croatia, Cyprus EU, Cyprus Non-EU, Czech Republic, Denmark, Estonia, Finland, France, Germany, Gibraltar, Greece, Hungary, Iceland, Irish Republic, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and Other Europe.
- Long-haul refers to destinations outside of Europe.
- The Canaries are included as a part of the Spanish market, and Madeira and the Azores are included as part of the Portuguese market.
- A package holiday is defined as the simultaneous sale of at least two elements of a holiday to the traveller: fares on public transport (eg flights) and commercial accommodation (eg hotel or self-catering apartment). Other 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 provided as part of the total holiday cost.
- An independent holiday is one in which the traveller organises and books transport and accommodation from separate sources (eg a Channel ferry crossing and a caravan site in France).

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