

## Holiday Review - UK - March 2015

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

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“It is likely that more financially secure and affluent consumers will begin to spend more freely on overseas travel, although there is also a risk that interest rate rises will curb discretionary spend among mortgage payers once they begin to be introduced. The next 12 to 18 months, while oil prices and inflation remain low, may therefore offer a window of opportunity.”

– John Worthington, Senior Analyst

### This report looks at the following areas:

- What opportunities are there to raise levels of business outside the peak travel months?
- Which types of product offer the best growth prospects over the next five years?
- How can travel and tourism brands appeal to today's value-hunting holidaymaker?

The number of holidays taken abroad rose in both 2013 and 2014. Meanwhile, domestic holiday volumes have fallen back over the past five years since the 'staycation' peak of 2009, with the pace of decline increasing fast in 2014.

As the axis of travel begins to swing back towards overseas destinations, driven by economic factors, Mintel offers an overview of the current holiday market and prospects for the rest of 2015 and beyond.

This report explores key market drivers, market size, segmentation and forecasts, key trends and product innovation and consumer holiday taking patterns across the overseas and domestic travel sectors. Mintel last reported on this market in January 2014.

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### DID YOU KNOW?

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

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The implications

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