

Holiday Review - UK - January 2016

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"The outlook for the overseas holiday market in 2016 is positive due to rising consumer confidence, the strong Pound, low unemployment and falling airfares resulting from cheap oil. Along with the longer beach holiday, supplementary city breaks should be popular especially among the under-35s."

– Fergal McGivney, Technology and Travel Analyst

This report looks at the following areas:

- Holiday trends over the past year
- Holiday booking methods
- Holiday destination influencing factors
- Holiday plans for 2016

The outlook for the holiday market over the next five years is broadly positive. Total volume is expected to have returned to growth in 2015, rising by 4.8% to around 95.8 million trips. Total market value is expected to have risen by 6.5% to £39.9 billion in the same time period. By 2020, total holiday volume is forecast to rise by around 3.1% to 98.8 million, while total holiday expenditure is forecast to rise by 13.1% to £45.1 billion. Overall, while the overseas holiday market is expected to see strong growth, the larger domestic market is expected to struggle, which in turn will dampen performance in the overall market.

Mintel's consumer research shows that, over the course of 2015, a larger proportion of consumers went on holiday; some 82% took a leisure trip compared to 78% in 2014. Trips to Europe performed well, while long-haul trips further afield remained stable. City breaks are now just as popular as the traditional market leader, beach holidays, with 35% of holidaymakers going on both these types of trip in 2015.

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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

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Total volume to remain largely flat while value set to rise by 2020

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