

Beach Holidays - UK - February 2016

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

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"Many consumers are expected to avoid North African and Turkish coastal resorts due to recent terrorist attacks and political unrest in the region. This will lead to high demand for Spanish and Portuguese resorts."
– Fergal McGivney, Travel and Technology Analyst

This report looks at the following areas:

- Is there a place for consumer technology on the beach?
- How will terrorism and political unrest affect the beach holiday market in 2016?

Mintel finds that nearly half (49%) of holidaymakers have taken a beach holiday in the three years leading to November 2015. This rises to 56% of those who have travelled overseas. As total overseas volume is estimated to rise by 7.9% to 41.6 million in 2015 (see Mintel's Holiday Review – UK, January 2016), overseas beach volume is estimated to be just over 16 million trips in 2015, while expenditure is expected to be around £11 billion (excluding transport).

The most popular destinations for beach holidays in the last three years were the Spanish islands, the Spanish mainland, Greece and the Greek Islands, and Portugal. The vast majority (76%) of these beach holidays are booked online. However, due to the high volume of package bookings by families, high street travel agents tend to be used more for beach holidays. In addition, due to recent political unrest in North Africa and Turkey, holidaymakers are expected to shy away from these regions in favour of beaches on the Iberian Peninsula and elsewhere.

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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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