

Holiday Review - UK - January 2017

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“It is still unclear how Brexit negotiations will affect the travel market. However, Mintel finds that a sizeable proportion of holidaymakers say they plan to take more trips in 2017. While this is positive news, our research also finds that consumers will adopt savvier shopping behaviours, with some opting for cheaper destinations abroad or ones in the UK.”

– **Fergal McGivney, Travel Analyst**

This report looks at the following areas:

- Potential for an increase in rural holidays
- A relatively positive outlook for 2017

This Report examines the holiday habits and attitudes of British adults. Holidays can take place in the UK or abroad, but must constitute at least one overnight stay. The business travel market is not reviewed in this Report. An adult, for the purposes of Mintel's research, is anyone aged 16 or over.

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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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