

Beach Holidays - UK - February 2018

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“Holidaymakers are more likely to cut back on short city breaks in the low seasons, rather than forgo their longer summer beach break. This gives operators the chance to diversify their beach products, offering more options to customise beyond the traditional 'fly and flop' break.”

– **Fergal McGivney, Senior Travel Analyst**

This report looks at the following areas:

- **The all-inclusive divide for beach breaks**
- **Targeting families, couples and solo travellers**
- **A flexible approach to payments can help families afford beach breaks**
- **Older consumers have the means to pay upfront and are least put off by economic uncertainty**

After strong volume growth in 2015 and 2016, Mintel estimates that growth of overseas holidays slowed in 2017, due to rising inflation and the weak Pound. However, because beach breaks are the staple holiday type for most holidaymakers, the slowdown was less pronounced in this sector. Mintel estimates that the number of beach holiday trips grew in 2017.

Short city breaks have also risen in popularity in recent years, presenting significant competition for the beach market. However, because of the rising costs of living in the UK, there is evidence to suggest that consumers may cut back on these supplementary short breaks in low seasons. Because of this, many will be looking for something more than the traditional 'fly-and-flop' holiday. There is an opportunity for travel brands to present new types of beach-plus holiday products, with activities and excursions that allow customers to explore their destination beyond the beach.

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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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