

Short and City Breaks - UK - July 2018

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“There is growing potential for ‘me-time’ holidays that allow travellers to pursue their personal interests. These could be trips that enable those in couples to have a short break away from their partner or family in the company of friends, or even by themselves.”

– John Worthington, Senior Analyst

This report looks at the following areas:

- Short break portfolios
- Rising potential of event breaks
- Multi-generational breaks
- Work/play packages

The total number of short breaks taken by UK consumers increased in 2017. Expenditure grew by a similar amount. The market has now achieved a record level of trips, both domestic and overseas.

Mintel expects short breaks to increase at a faster pace than longer holidays over the next five years. Short breaks are a high priority for more affluent consumers. Those on tighter budgets are seeking to control their spending by reducing the length of their trips away. There is also an emerging pattern of younger people taking shorter but more frequent holidays. These positive expectations include a caveat of considerable economic uncertainty due to volatile oil prices and the run-up to Brexit and beyond.

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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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Forecast methodology

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