

The Premium vs Budget Traveller - UK - December 2018

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“Holidays remains high on Brits’ to do list. However, economic uncertainties are having an impact on their holiday behaviour, as well as their intentions for the coming year. All-inclusive holidays, staycations and destinations with a favourable exchange rate are more likely to be considered.”

– Marloes de Vries, Travel Analyst

This report looks at the following areas:

- Transport competes more than any other holiday element on price
- Travellers need more help in finding the best deal possible

Consumers’ holiday-taking habits and intentions have already been impacted by the Brexit vote, and its impact on the value of the Pound in particular. All-inclusive holidays are more likely to be considered, as this is typically a holiday which gives consumers more control over their holiday spending. Countries with a favourable exchange rate will benefit as well. Destinations such as Egypt and Turkey have noted a significant increase in the number of British holidaymakers since 2017, while trips to Tunisia have resumed in 2018.

More and more travel companies have introduced flexible payment options to stimulate bookings. These allow travellers to split booking costs with their travel companions or to pay the costs for their holiday in monthly instalments.

At the moment a cruise holiday is mostly a holiday for premium travellers. However, there is high untapped potential among budget and mid-range travellers too.

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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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