Holidaying remains a clear priority for Brits. However, Mintel expects growth in 2019 to be slow due to economic uncertainties. Domestic holidays, all-inclusive holidays, lower-cost destinations and budget accommodation options are more likely to be considered in 2019. There is huge potential though to tempt travellers to take a cruise or a multigenerational holiday.”

– Marloes de Vries, Travel Analyst

This report looks at the following areas:

- More effort required to trigger consumers to travel overseas in 2019
- Huge potential for multigenerational holidays

The number of domestic and overseas holidays taken by UK residents is expected to reach a record 107.8 million in 2018. Holidaying remains a clear priority for Brits. However, Mintel expects growth in 2019 to be slow due to economic uncertainties.

Lingering uncertainties around Brexit are set to impact consumers’ decision-making at an important period for holiday bookings – the start of the year. Domestic holidays, all-inclusive holidays, lower-cost destinations and budget accommodation options are more likely to be considered in 2019.

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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More effort required to trigger consumers to travel overseas in 2019

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