

# Domestic Tourism - UK - September 2011

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"Essentially, the industry faces two choices concerning the adverse impact of the UK weather: counter it or embrace it."

– Michael Oliver, Senior Leisure & Media Analyst

## In this report we answer the key questions:

- How can domestic tourism operators counter the problem of the UK weather?
- How can operators convert short breakers to taking longer holidays in the UK?
- What can operators do to counter the issue of rising petrol prices?
- Are there opportunities for operators to capitalise on the weakness of the pound abroad?

This report examines holidays taken in the UK by UK residents. These must constitute a stay of at least one night and do not include business trips, visits to stay with friends and relatives or stays solely for events such as weddings or funerals. An adult, for the purposes of Mintel's research, is anyone aged 16 or over.

The standard travel and tourism definitions used in the terminology of this report are as follows:

- **tourism** is any travel, which involves an overnight stay.
- a **holiday** is a subjectively defined form of tourism, distinguished from other leisure travel such as visits to friends and relatives (VFR) or shopping trips.
- a **long holiday** is a holiday of four nights or more; a **short break** is a holiday that involves one to three nights away.
- **short-haul** refers to air holidays within Europe. **Long-haul**, therefore, refers to holidays outside Europe.
- an **inclusive tour**, or **package holiday**, is defined as the simultaneous sale of at least two elements of a holiday to the traveller: fares on public transport (eg flights) and commercial accommodation (eg hotel or self-catering apartment). The term '**all-inclusive**' is used to describe a special type of resort holiday in which food, drink, excursions and other services are provided as part of the total holiday cost.
- an **independent holiday** is one in which the traveller organises and books transport and accommodation from separate sources.
- **Seat- or flight-only** is a type of independent holiday, and the terms are used to denote holidays in which travellers only purchase a return fare and thereafter book their own accommodation, car hire etc.

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