

Short Breaks - UK - August 2011

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“For all operators, regardless of whether they sell individual components for short breaks or complete packages, the ‘holy grail’ is encouraging consumers to trade up to more expensive options, increasing their average spend per head.”

– **Michael Oliver, Senior Leisure & Media Analyst**

In this report we answer the key questions:

- Where are the main opportunities for upselling/trading up in the market?
- What opportunities exist for expanding the range of travel options offered for short breaks?
- Having grown its share during the recession how can the UK maintain its appeal when the economy improves?
- How can short break operators tap into the ‘Switch Off’ trend?

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