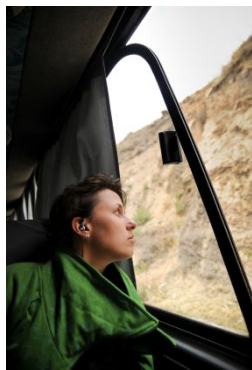


## Coach Holidays - UK - June 2011

Report Price: £1500 / \$2310 / €1793



### What is this report about?

This report considers the recession's impact on coach holidays and how they have fared in the post-recession period. It looks at what the 'staycation' trend has meant for the market, how the domestic and overseas segments have performed and forecasts volume and value data of both for the next five years.

### What have we found out?

- In 2010, as the domestic holiday market shrank in both volume and expenditure terms, so too did UK-based coach tours. However, breaks in the UK where a regular bus/coach was used on the longest part of the journey increased year on year.
- Older consumers form the core user group for coach holidays. Approximately three in ten over-65s went on a coach holiday in the five years ended April 2011. In contrast, fewer than one in ten 25-54-year-olds and 15% of 16-24-year-olds did the same.
- Value for money and 'meeting people' are the key positives that people see in coach holidays. After these, one in five say that they like to see where they're going as they travel, one in five like them for not having to drive on holiday, while approximately one in seven say they are the cheapest way to visit countries overseas. The same proportion again believes they are the best way to see a lot of a destination.
- The people who have not been on a coach holiday before but would consider it are significantly more likely than average to hold the positive attitudes that such trips are great for meeting people and are excellent value for money.
- On the negative side, over four in ten across the population – approximately three times as many people as have taken a coach holiday in the last five years – say travel times are too long. A further three in ten say there is not enough legroom/space between seats, with that proportion constant whether or not people have actually experienced such a break. Three further negative statements are agreed with by approximately one in five; that there's nothing to do on board, travelling by coach can make the respondent feel ill and people feel they are "the wrong age" for this type of holiday.
- Although still accounting for the majority of international holiday journeys, air travel's share of the market has been in decline since 2007, falling to under eight in ten trips in 2009 and declining further in 2010.

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