

Short/City Breaks - UK - September 2012

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“The British public has a strong appetite for regular short leisure breaks which the economic gloom has done little to curtail, although there has been a shift from overseas to domestic. Barring a strong economic recovery, UK breaks remain a safer bet for growth over the next five years – although if petrol prices stay high and rail fares continue to rise, staycations may increasingly evolve into ‘nearcations’.”

– John Worthington, Senior Analyst

In this report we answer the key questions:

- Are overseas city breakers switching to ‘cheaper’ destinations?
- How can companies maximise the greater year-round appeal of short breaks?
- What is the potential for child-free breaks aimed at parents?
- What is the potential for cross-Channel rail breaks?
- How can high fuel prices offer an opportunity for new money-saving opportunities in the short break market?

Despite a long period of economic stagnation, consumers took almost 3 million more short break holidays in 2011 than they did before the UK’s first dip into recession four years earlier. However, growth was entirely driven by the domestic segment.

In 2011, the long decline in overseas breaks appeared to level out and start to climb for the first time in several years. Improving Pound/euro exchange rates and poor UK weather through much of 2012 have also offered opportunities for a further renewal of short breaks abroad. Deeper macroeconomic and demographic currents, however, continue to favour short breaks closer to home, at least for the foreseeable future.

This report analyses market trends, consumer preferences and attitudes towards short breaks, investigating the core market factors, key players, products and innovations in the industry.

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