

Domestic Tourism - UK - September 2012

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“Given the likelihood that erratic, hard-to-predict weather patterns are becoming increasingly entrenched and the standard seasonal delineations are becoming ever more blurred (think summer weather in September/October 2011 or the rain-soaked spring/summer of 2012), destinations and attractions have clear opportunities – and an increasing need – to react quickly, taking advantage of technology (smartphones, for example), social media and online platforms.”

– Tom Rees, Senior Travel and Tourism Analyst

In this report we answer the key questions:

- **After three years of the staycation trend, is domestic holiday cost still so important?**
- **How can domestic tourism combat poor – and apparently unpredictable – weather conditions?**
- **What can operators do to convert the non-domestic holidaymakers, and to encourage people heading overseas to choose Britain instead?**
- **Is the staycation trend likely to continue?**

The year 2012 was supposed to be a banner year for domestic tourism, with events such as the Queen’s Jubilee and Olympics supported by a national advertising campaign encouraging people to holiday in their home country. Unfortunately the weather refused to play ball, and 2012 will also be remembered for playing host to the wettest summer for 100 years.

Nevertheless, the fact that difficult economic circumstances persist – alongside increasingly gloomy prognoses for the future – suggests that the staycation trend is still with us. This was certainly the case for 2011, which almost equalled 2009 for the highest number of holidays taken within Great Britain by its residents.

This report examines the market for domestic tourism, and how factors such as the health of the economy, the weather and population dynamics affect the market. It looks at how many people took domestic holidays and how many domestic holidays were taken; examining consumer attitudes on the subject and how these have changed. The report also investigates how the overseas market impacts on the domestic booking choices of adults holidaying at home and how often people go away in Britain – and what type of holidays they take when they do.

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