

Domestic Tourism - UK - September 2013

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“The holiday industry is increasingly polarising between holiday haves and have-nots. Holiday brands with a clear ABC1 bias – eg Center Parcs (the ‘middle class Butlins’), Hoseasons premium lodge brands or hotels catering for the city break phenomenon – have been performing well.”
– John Worthington, Senior Analyst

This report looks at the following areas:

- Does (increasingly) unpredictable weather put the UK at an inevitable disadvantage?
- Can UK holidays be better packaged?
- How can the UK countryside be promoted to younger generations?
- Is the UK second best for many holidaymakers and, if so, does it matter?

This report examines holidays taken in the UK by its 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.

Data on the size and segmentation of the market are for Great Britain rather than the United Kingdom (ie Northern Ireland is not included).

An adult, for the purposes of Mintel's research, is anyone aged 16 or over.

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