

Winter Holidays Abroad - UK - May 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Two successive seasons of 5% growth clearly signal a gathering, if gradual, revival. Demand for winter breaks abroad looks set to grow and, if economic recovery continues, operators can expect the release of some pent-up demand over the next few years, with pre-no/family city breakers, AB/over-55 winter sun seekers and cruisers, and Nordic explorers generating most demand.”

– John Worthington, Senior Analyst

This report looks at the following areas:

- Who are the 'Winter Regulars' and what opportunities do they offer travel companies?
- What are the key marketing messages for winter holidays abroad?
- When is the best time to engage consumers with the idea of winter holidays abroad?
- What is the way forward for a struggling snowsports sector?

Trips taken in the winter half of the year (October-March) account for around a third of all overseas holidays, but they are very important for both travel companies and local destination economies, since they help to spread tourism revenues throughout the calendar.

The economic turbulence of recent years has taken a particularly heavy toll on winter breaks abroad since most people will, when forced to choose, prioritise their 'main' summer season holidays and sacrifice trips taken at other times of the year. However, as the UK economic cycle and consumer confidence continue to show signs of recovery, the number of winter holidays abroad has once again begun to rise over the past two years.

This report explores key market trends and opportunities, looks at leading operators and products and includes detailed consumer analysis, including who goes on winter holidays abroad and what type of holidays they go on (in comparison with holidays taken in the 'summer' half of the year), when consumers book their winter holidays, whether they are regular or occasional winter holiday takers, together with consumer motivations and barriers. This is the first time Mintel has reported on this market.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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