

## Short and City Breaks - UK - July 2016

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“There was strong growth in the short breaks market in 2015 and the first half of 2016, especially in the overseas segment. However, following the Brexit result, further rapid growth is in doubt. Despite uncertainty, there is still an opportunity to promote domestic trips, as well as promoting cheaper European destinations for consumers wishing to escape the news of economic doom and gloom.”  
- Fergal McGivney, Travel and Technology Analyst

### This report looks at the following areas:

- Brexit result likely to curb outbound travel but opportunities still exist
- Solo travel for singles in the winter months

Following strong growth in both the domestic and overseas sectors, the total volume for short breaks rose by 8.6% in 2015. Over the course of 2015, wages slowly crept up and unemployment fell to around 5%, which strengthened consumer confidence, especially among the more affluent consumers. Although those on modest incomes remained cautious, pent-up demand for overseas trips was released as consumers grew tired of austerity.

It is still too early to know what the effect of the Brexit result will be. While it is unlikely that consumers will cancel their upcoming holidays, those who were planning to book trips in the autumn will likely hold off until the Pound strengthens and the UK's economic waters become less choppy.

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