

Beach Holidays - UK - February 2017

Report Price: £1995.00 | \$2510.51 | €2325.77

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“It is still unclear how Brexit negotiations will affect the overseas holiday market. However, because beach breaks tend to be longer summer holidays, it is likely that sizeable proportion of consumers will cut back on short city breaks in the low seasons before they forgo their main beach break in the summer.”

– Fergal McGivney, Travel Analyst

This report looks at the following areas:

- The importance of trusted peer review source
- Crowdsourcing opinions through social networks
- Budget airlines are branching out into the beach package market
- Packages could become more popular if the UK economy enters recession

Scope of this Report

A beach holiday is defined as a holiday near a seaside location, where the beach forms a significant – but not necessarily the only – element of that holiday. These holidays 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.

The consumer section of this Report looks at beach holiday destinations visited, factors that influenced the choice of beach destination, booking methods for beach holidays, winter versus summer beach holidays, beach holiday plans for the coming year and combining beach breaks with other types of holiday (beach-plus).

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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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The Market – What You Need to Know

Beach holiday volume increases...

...as does spending

Fairly positive macroeconomic outlook so far but a slight slowdown on the horizon

Oil price set to increase in 2017

Beach market should remain robust in the face of Brexit negotiations

Disposable income will be put under pressure due to inflation

Airlines' fuel bills to rise by 4%

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Just under a third of beach holidaymakers took a winter break

Nearly half of beach holidaymakers are planning to go short-haul

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Abbreviations

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