

Winter Holidays Abroad - UK - May 2017

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“Ski resorts need to be prepared for future winters with late snowfall. There is a market for non-ski snow holidays so operators need to do more to promote the facilities and non-skiing activities available. Avid skiers are likely to wait until later in the season to visit Europe or may seek out destinations outside of Europe resulting in further demand for China and Canada/USA.”

– **Helen Fricker, Senior Leisure Analyst**

This report looks at the following areas:

- How can tour operators and ski resorts combat the impact of late snow fall?
- How can European winter holiday destinations encourage UK consumers to visit if they choose to cut back on winter and overseas breaks?

Despite Brexit having a knock-on effect on the value of the Pound UK consumers continue to seek out holidays abroad. Although the volume of trips has increased, the number of UK consumers who are holidaying has not. This indicates that holidaymakers are going on more trips per year.

The range of destinations that UK consumers are visiting for winter sun has reduced as political unrest is still present in previously popular resorts. This has resulted in increased demand for Spain, its islands, Portugal, and long-haul destinations.

Europe suffered from another winter season of very late snowfall which has negatively impacted many ski resorts. It indicates that these businesses need to think about ways to cater to holidaymakers who are non-skiers in a bid to attract a different type of clientele.

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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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...but consumers more tactical about overseas destination choice

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Launch Activity and Innovation

- Technology is being used at all touchpoints from inspiration...
 - ...to booking
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