

## Short and City Breaks - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Travel brands can curate an annual portfolio of regular trips for an emerging tribe of multi-short breakers, offering a mixed programme of holiday types including R&R, hedonistic, activity/adventure and special interest, and a variety of destinations in the UK and abroad.”  
**– John Worthington, Senior Analyst**

This report looks at the following areas:

- Targeting spontaneous bookers
- Niche package opportunities
- Greener city breaks for older travellers
- Cutbacks, budget breaks and spirit of lagom
- Rural retreats

### Covered in this Report

Short and city breaks refer to overnight trips of 1-3 nights made for leisure purposes. Short breaks for the purpose of visiting friends & family, business or other purposes are excluded. Data on the size of the domestic market is for Great Britain rather than the United Kingdom (ie Northern Ireland is not included), sourced from GBTS (Great Britain Tourism Survey). Data for the overseas market is for the United Kingdom, sourced from IPS (International Passenger Survey).

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## The Market – What You Need to Know

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New era of uncertainty ahead

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