

Domestic Tourism - UK - October 2017

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“Brexit has presented opportunities for the domestic market. The latest data suggests that 2017 has been a good year for domestic tourism. Although growth in overseas holidays has remained strong, there is a chance that many consumers will be willing to swap their overseas short breaks for cheaper UK-based ones.”

– Fergal McGivney, Travel Analyst

This report looks at the following areas:

- Consumers who are cutting back on short breaks present opportunities for domestic brands
- Domestic brands can tap into the lucrative bleisure trend
- Nearly a quarter are interested in Airbnb for domestic holidays

There is a great opportunity to win customers and build loyalty amidst this post-referendum uncertainty. In particular, there is growth potential in the domestic short break market. Many consumers, the 16-34s in particular, will aim to keep their week-long overseas holiday during the summer, but will be considering dropping one or two of their overseas short breaks during the low seasons. Domestic brands can fill these voids if they can provide value for consumers.

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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 implications

The Market – What You Need to Know

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...mainly due to dips in Scotland and Wales...

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