

## 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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The implications

## The Market – What You Need to Know

The staycation boom has had long-term positives for domestic market

However, there was a market contraction in 2016...

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

...but England fared slightly better

A good year for 2017 so far

Nearly half of domestic holidaymakers will holiday in the UK instead of going abroad in 2018

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 Over half of UK consumers are planning a domestic break  
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