

## Long-haul vs Short-haul Holidays - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“There is huge potential to offer experiences in multiple places during one trip (ie multi-centre holidays) in both Europe and beyond. However, as Brits travel increasingly frequently, demand for environmentally-friendly choices will increase as consumers seek guidelines on how to limit their carbon footprint.”

– Marloes de Vries, Travel Analyst

This report looks at the following areas:

In 2018 the long-haul holiday market outperformed the short-haul segment in terms of volume growth. This was partly a result of Brits returning to the low cost destinations Tunisia and Egypt, which fall within the long-haul sector. However, holidays to destinations outside of Europe will come under pressure in the coming years amid rising demand for shorter breaks.

Short-haul holidaymakers are more price and time sensitive than those travelling outside of Europe. It is therefore vital that transport companies, accommodation providers and tour operators collaborate to create schedules that allow people to get the most out of their stay.

- Catering for those interested in multi-centre holidays
- Helping consumers to travel sustainably

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Catering for those interested in multi-centre holidays

The facts

The implications

Helping consumers to travel sustainably

The facts

The implications

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Sustainable travel increasingly important amid growing holiday market

## Companies and Brands – What You Need to Know

Travellers now have the opportunity to book adventurous group tours via Airbnb

Thomas Cook offers local experiences to guests

Sri Lanka offers free visa to boost tourism following terror attacks in April 2019

Visit Jackson Hole Travel & Tourism Board asks travellers to tag responsibly

Im group acquires Qixxit to combine long-distance bus, train and flight options

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Travellers now have the opportunity to book adventurous group tours via Airbnb

Thomas Cook offers local experiences to guests

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Sri Lanka offers free visa to boost tourism following terror attacks in April 2019

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Visit Jackson Hole Travel & Tourism Board asks travellers to tag responsibly

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