

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

Report Price: £2195 | \$2995 | €2600

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## 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



“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

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- **Central and Eastern Europe recorded highest growth**
- **Short-haul destinations Turkey, Italy and Greece saw a significant increase in UK holidays in 2018**
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- **Thomas Cook offers local experiences to guests**
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- 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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- 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
- New campaigns to educate travellers to take/post pictures responsibly
- Visit Jackson Hole Travel & Tourism Board asks travellers to tag responsibly
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- Airbnb and 23andMe inspire travellers to connect with their heritage
- Im group acquires Qixxit to combine long-distance bus, train and flight options

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- Future booking intentions for short-haul and long-haul similar to last year
- Spain remains most desired short-haul destination
- Short-haul holidaymakers more price and time sensitive
- Value for money tops the list of reasons for holidaying in Europe
- Long-haul travellers are looking to discover new places
- Interest in multi-centre holidays is high in Europe and beyond
- Eco-friendly accommodation is on travellers' radar

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- Domestic market set to show more resilience amid Brexit uncertainties

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