

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

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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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- **Short-haul destinations Turkey, Italy and Greece saw a significant increase in UK holidays in 2018**
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- Eco-friendly accommodation is on travellers' radar

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