



Short-haul Holidays – UK – 2022

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This report looks at the following areas:

- How the rising cost of living will impact the short-haul holiday market
- How travel companies are responding to consumers' growing interest in sustainability
- Consumers' interest in short-haul destinations and holiday types post-pandemic
- Factors influencing choice of destination
- Attitudes towards, and perceptions of, short-haul holiday destinations

46% still use travel agents (either in-store or online) when researching short-haul holiday choices. Strapped-for-time parents prefer to use online travel agents, whilst the youngest and oldest consumers value the reassurance and guidance provided by in-store experts.

Consumers are likely to prioritise their main European summer holiday and cut back on short breaks as the cost of living crisis bites. Package and all-inclusive options are proving popular, as they can help consumers control the overall costs of holidays whilst offering value for money and convenience.

The cocktail of the rising cost of living, increasing holiday prices and the potential threat of a COVID-19 resurgence over winter could lead to consumers veering away from international holidays and opting for staycations instead. However, skiing holidays – which tend to attract more affluent consumers – are likely to remain popular over the winter period, with France being the standout destination for snowsport adventures.

Sustainability has moved to the forefront of consumers' minds, with 68% saying they try to make sustainable choices on holiday. Four in 10 also say environmental concerns would discourage them from flying to a European destination – rising to six in 10 16-24s. This presents an opportunity for operators to promote slow travel, with many European train operators providing discounts on rail travel in recent months (including Interrail's 50% flash sale).



"The removal of all international travel restrictions in Q1 2022 led to a surge in demand for short-haul holidays, the market estimated to recover greatly. However, rising holiday prices, inflationary headwinds and widespread disruption have halted the full recovery of the European travel market."

– **Jennie Bryans, Travel and Leisure Analyst, October 2022**

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