

Short Breaks Abroad - UK - May 2010

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What is this report about?

This report reviews and analyses the market for short breaks abroad, considering market dynamics, key customer groups and the core drivers of its success or failure.

What have we found out?

- Up to half of the adult population are viable short break targets, being consumers who either currently take such holidays, are potential new entrants to the market or are lapsed customers.
- Over seven-in-ten holidaymakers like to visit destinations they haven't been to before on their short breaks, driving a constant search by operators for new locations, which in turn leads to the 'long tail' effect (a few dominant destinations with a 'long tail' of progressively more niche options).
- The travel recession of 2009 shrunk this market as each short break-taker took, on average, fewer trips than was the case in previous years.
- Proportionately more short breaks were taken in peak holiday quarters (Q2 and Q3) in 2009. New short break-takers emerged, replacing their main holiday with a cheaper short option.
- There are two well established customer segments for short breaks: young affluent couples and mature affluent couples. These groups are the bedrock of the city break. They are being joined by emerging demand from affluent families and affluent singles.
- Amongst the short break takers, there are two target groups: the Premium Breakers and the Cheap Breakers. The former demand quality, relaxation and escape from the rat race. The latter particularly seek experiences and the opportunity to try something new – while watching the pennies.

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