

## Family Holidays - UK - March 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“In an age of fast-paced family life, ‘relay parenting’ and constant juggling of roles and responsibilities, where many households find it hard to find time even to sit down and eat together, holiday brands can position themselves as helping to provide precious spaces and opportunities for families to re-connect.”

– John Worthington, Senior Analyst

### This report looks at the following areas:

- Long-haul and 'shared experience' family holidays offer opportunities to diversify from the short-haul beach market
- Grandparent-grandchildren, multigenerational milestone celebrations and solo parent/child bonding breaks are emerging as new forms of family holiday

Favourable economic conditions saw a release of pent-up demand for overseas holidays during 2015, with the number of family trips rising, as well as growth in the number of UK family breaks. Market recovery is being led by more affluent households with many families in middle and lower income groups still feeling the pinch following the long years of economic downturn.

Meanwhile, Mintel's research demonstrates how broad the 'family holiday' spectrum is, embracing an increasingly diverse mix of formats. Only half of those who have been on family holidays over the past three years fall into the traditional 'nuclear family' bracket of those who go away just with partner and children. Along with underlying demographic and societal trends, this has important implications for the travel industry indicating the need for a broader approach to both product and marketing.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The facts

The implications

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Scope for new grandparent brand?

### Appendix – Definitions and Abbreviations

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