

Domestic Tourism - UK - October 2016

Report Price: £1995.00 | \$3230.80 | €2534.27

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“A resurgence of overseas travel continues to be the main threat but a weak Pound, economic uncertainty over Brexit and concerns over safety in some destinations abroad are all likely to help the domestic market in the coming months.”

– John Worthington, Senior Analyst

This report looks at the following areas:

- Short breaks can encourage diversification
- Staycations for Londoners
- Designer property rental
- Turning challenge into opportunity

Despite competition from a resurgent overseas holiday market, domestic tourism held its own in 2015 with an 8.5% rise in expenditure, and, over the past seven years, value has increased by 30% - significantly ahead of inflation. A plummeting Pound and the possibility of economic slowdown as Brexit negotiations get underway, could also produce another 'staycation' boost (as happened in the last recession), but this is still shrouded in much uncertainty. Familiarity, security and the pull of the past are powerful emotional drivers of domestic holidays in an ever-changing, insecure world, but operators also need to keep investing and innovating in new visitor attractions and mobile technology to engage new generations.

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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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