

## Short and City Breaks - UK - July 2019

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“The trend in short breaks is leaning towards high-intensity breaks, built around eye-catching experiences where the experience itself is the central element. Short breaks are an ideal way for tourist boards and travel brands to diversify their product offering and attract people to a wider variety of new holiday types.”

– **John Worthington, Senior Analyst**

This report looks at the following areas:

- **Alternative bucket-lists**
- **Micro-break opportunities**
- **Wellness craze**
- **Multi-event breaks**

Expenditure on short breaks has reached record levels despite economic uncertainty. Affluent consumers have developed a multi-break habit, employees have reduced the duration of their holidays to maximise their holiday entitlement and financially constrained households have done so to make holidays more affordable.

The short-term economic outlook is shrouded in uncertainty, but the long-term prospects look bright. ‘Mini-staycations’ have gone from strength to strength over the past decade, while low air fares have created a generation of overseas city break ‘bucket-listers’. However, consumers have growing concerns over the environmental impact of frequent flying, which could lead to behavioural changes.

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### The Market – What You Need to Know

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