

TRAVEL TRENDS – AUTUMN – UK – 2023

Three quarters of Brits headed away on holiday during the 2023 summer period. The holiday market is remaining resilient during the cost of living crisis.



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Travel Trends – Autumn – UK – 2023

This report looks at the following areas:

- Holiday destinations consumers visited between April-September 2023
- Types of holidays taken between April-September 2023
- Holiday destinations consumers plan to visit between October 2023-March 2024
- Types of holidays consumers plan to take between October 2023-March 2024
- How the rising cost of holidays is impacting consumers' holiday behaviour
- Attitudes towards travel disruption and extreme weather events experienced in Europe during the 2023 summer period



Three quarters of Brits headed away on holiday during the 2023 summer period. The holiday market is remaining resilient during the cost of living crisis.

Overview

Holidays remain a key priority, with three quarters of consumers having taken a summer holiday, despite rising prices for holidays and inflationary pressures. Spain remains the most popular option for those heading overseas, although travellers are increasingly turning to cheaper destinations such as Turkey, Bulgaria and Albania.

Disruption – such as extreme weather events and transport disruption – whilst travelling abroad makes the UK more appealing for many. Travel brands should therefore promote 'closer to home' tourism initiatives for those who are eager for a shorter journey time and to explore closer to home. Schemes offering reduced prices for local residents will be popular, and will encourage residents to visit attractions and landmarks in their local area. There are

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also increased opportunities for European destinations to promote tourism in the shoulder season.

Travel brands have real opportunities to promote luxury and upgrades to travellers within all household income brackets, as it's not just the richest who plan to spend more on holidays. The concept of luxury is being redefined and increasingly, consumers are moving away from 'flashy luxury'. Consumers are increasingly turning towards experiences, adventure and uniqueness – which travel brands can promote to all travellers.

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Report Content



KEY TAKEAWAYS

- Opportunities for the travel industry
- Holidays remain a key priority for many
- Opportunities for brands to appeal to a wide variety of holidaymakers during the winter season

HOLIDAYS TAKEN IN THE LAST SIX MONTHS

- Three quarters of Brits headed away during the 2023 summer period
 - Graph 1: destinations visited in the last six months, 2023
- Appetite for staycations and European holidays was strong during the 2023 summer period
 - Graph 2: destinations visited in the last six months, 2023
- Opportunity to promote 'closer to home' tourism
- City breaks and beach holidays were the favourites last summer
 - Graph 3: types of holiday taken in the last six months, 2023
- Popular short-haul destinations under pressure from cheaper destinations

HOLIDAYS PLANNED FOR THE NEXT SIX MONTHS

- Opportunity for long-haul adventures to appeal
 - Graph 4: holidays planned for the next six months, 2023-24
- Affluent consumers eager to head away on long-haul holidays
- Two fifths plan to take a UK-based holiday in the next six months
 - Graph 5: holidays planned for the next six months, 2023-24
- City breaks remain year-round favourite
 - Graph 6: types of holiday planned for the next six months, 2023-24
- Domestic city breaks appeal to Brits
- European destinations extending the season

HOLIDAYING BEHAVIOURS AND INTENTIONS

- Over half plan to take more holidays during the 2023/24 winter period
 - Graph 7: holidaying behaviours and intentions, 2023
- Opportunity for travel brands to promote upgrades
 - Graph 8: consumers who have spent, or plan to spend, more on holidays between October 2023 and March 2024 than in this period last year, by household income
- Disruption whilst travelling abroad makes the UK more appealing for many

- A third of travellers took a last minute summer break

APPENDIX

- Market definition
- Consumer research methodology

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This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a UK licensed market survey agent ([See Research Methodology for more information](#)).

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