

TravelMole Staycation Debate: Headline Report

Travel Industry Question Time

In the light of an economic downturn, the dropping value of the pound, and the 2012 Olympic Games, people are holidaying in the UK. Or are they? Is the lure of new cultures, better weather, incredible value overseas still a winner? How many domestic holidays are sold via agents? How easy is it to book a domestic holiday? Exactly what is a 'Staycation'?

To debate the issue, and discuss whether UK holiday makers are spending their leisure time in the UK or whether the foreign holiday is the UK's favourite; TravelMole, the online community for the travel and tourism industry, gathered leading figures from the world of tour operating and domestic tourism.

The debate, entitled 'Staycation- Myth or Reality?' drew together leaders from the commercial and public sector tourism organizations including representatives on the panel from Visit Britain, TUI and Wyndham, and Arkenford Director Ben Moxon, who revealed the results of a year's worth of month by month research into UK holiday maker opinions.

The Bottom Line?

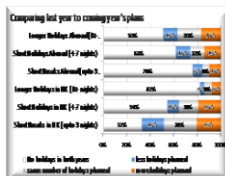
Yes, people stayed at home in the UK, but people went abroad too, but the interesting thing was what the people who don't usually book one or the other did, and thanks to ArkLeisure segmentation, we know who did what, and to some degree, why.

Some key messages from Travel Navigator analysis conducted to date:

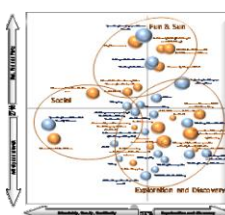
- UK volumes increased in 2009 at expense of overseas holidays
- Factors at play:
 - Promise of good weather – which did not fully materialise
 - Economic uncertainties
 - Exchange rate of Sterling vs. Euro and US Dollar
 - Media influence – including advertising spend and 'Staycation' message & Tourism as the saviour of UK economy, etc...
- Overseas has higher volume compared to UK for 4+ night holidays
- Holiday Activity somewhat linked to type of person you are and your outlook on life in general – segments of the market that are more willing to take risks are more likely to go overseas
- Key segments for the package market show less change than independent market
- Independent segments growth area for both UK and overseas
- Those segments of the population who were influenced to try UK holidays (Style Hound, High Street and Follower) are more likely to choose overseas holidays in 2010

- UK will still retain core segments who holiday here – Cosmopolitan, Traditional and Habitual

For details of the Staycation Insight Report, available for just £250 +VAT click below:



For the full year of Travel Navigator Research including monthly updates and two benchmark reports for £3950 +VAT click below:



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