

## Consumer Trends: UK Outbound Tourists

Reference Code: TT0001 CT  
Publication Date: June 2015



# Executive Summary

---

- The largest age group that takes a holiday abroad are the 55+ year olds with 36% citing that they definitely will be going abroad this year. In contrast, the 18-24 year olds are most likely not to take a trip abroad in 2015. April and June are the favorite months to go on holiday
- Price is still seen as the main attribute for a **transport provider**. However, 72% of all UK tourists think its either important or very important that the transport provider is a trusted brand
- Cleanliness is the top priority for UK consumers when choosing their **holiday accommodation**, but it is particularly significant among 55+ year olds where cleanliness is seen as very important by 70% of respondents
- Convenience and familiarity are key factors for UK tourists when deciding on which **country** to pick for their holiday. However, the 24-35 year olds are most interested in an active holiday abroad, such as adventure tourism. The 18-24 year olds, on the other hand, are increasingly looking for bargains, but are also more likely to go over their budget

# Agenda

---

- Methodology
- Respondent Profile
- Demographic Differences
- Number of Holiday Trips
- Reasons for Not Going on Holiday Abroad
- Staycation
- Holiday Month
- Booking Planning
- Booking Methods
- Online Booking
- Transport Provider
- Accommodation
- Duty Free
- Country Choice
- Terrorism
- Appendix

# Respondent Profile

---

## Objectives

- This report draws on the expertise of Canadean's consumer panel of UK-based respondents to provide opinion and insight about the key drivers of UK outbound tourism. This reports highlights booking methods, preferred holiday month, planning, duty-free items, accommodation, transport providers and concern about terrorism amongst UK tourists.

## Methodology

- This report is the result of an extensive survey drawn from Canadean's consumer panel. Comprehensive desk research was also conducted across travel and tourism industry sources, with a focus on examining the opinion and preferences of British tourists

## Sample size

- This research source in this report is based on the surveyed opinions an expectations of 2000 UK-based respondents in January 2015

# Respondent Profile

Age	%
18-24	12%
25-34	17%
35-44	18%
45-54	17%
55+	36%

Gender	%
Male	49%
Female	51%

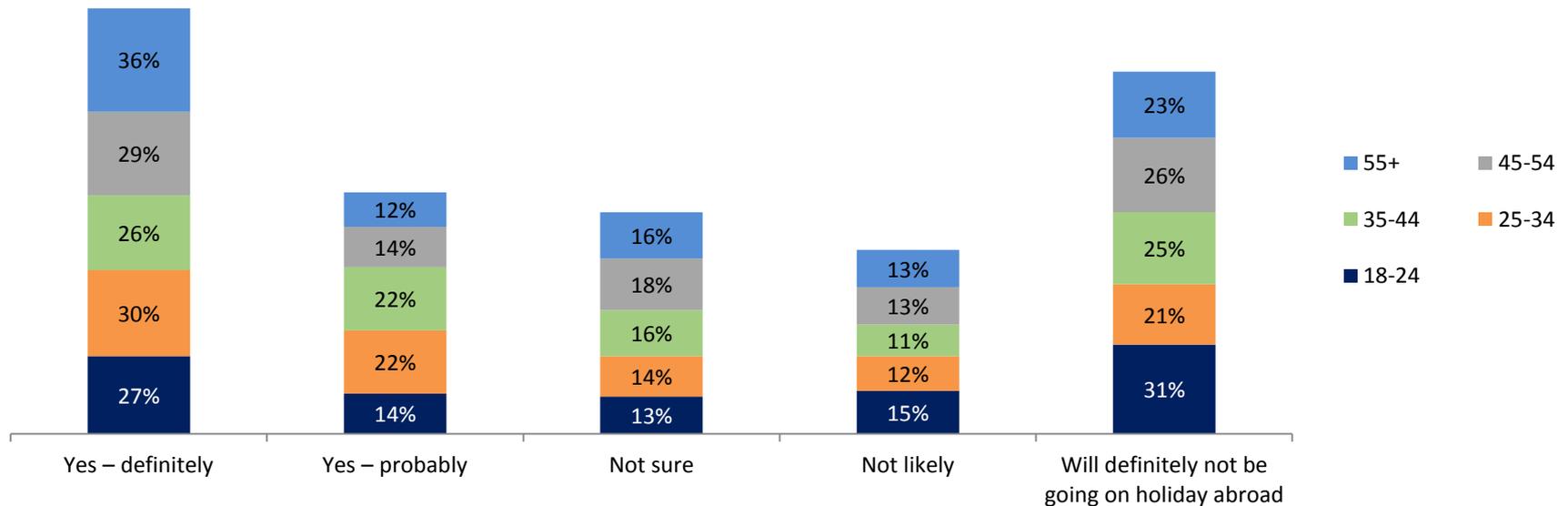
UK Region	%
East Anglia	9.4%
East Midlands	7.4%
London	12.3%
Northern Ireland	2.4%
North East	4.2%
North West	11.5%
Scotland	8.6%
South East	13.6%
South West	8.6%
Wales	4.9%
West Midlands	8.7%
Yorkshire & Humberside	8.6%

# Demographic Differences

## Older consumers are the largest group that will be taking a trip abroad in 2015

- The largest age group that goes on holiday are the 55+ year olds. While this 'baby boomer' generation have consistently topped the market share of the UK outbound market, recent changes in pension annuities have strengthened their tendency to take leisure holidays abroad. The UK Chancellor, George Osborne announced in his 2014 Budget that it would no longer be compulsory to buy an annuity for retirement, allowing savers more freedom to spend their pension pots.
- In contrast, 18-24 year old are most likely not to take a trip abroad in 2015. In all age groups, those in the South West and North East took the fewest holidays while Londoners took the most foreign holidays per person with 40% taking a leisure holiday.

### Do you plan to go abroad for leisure purposes this year?

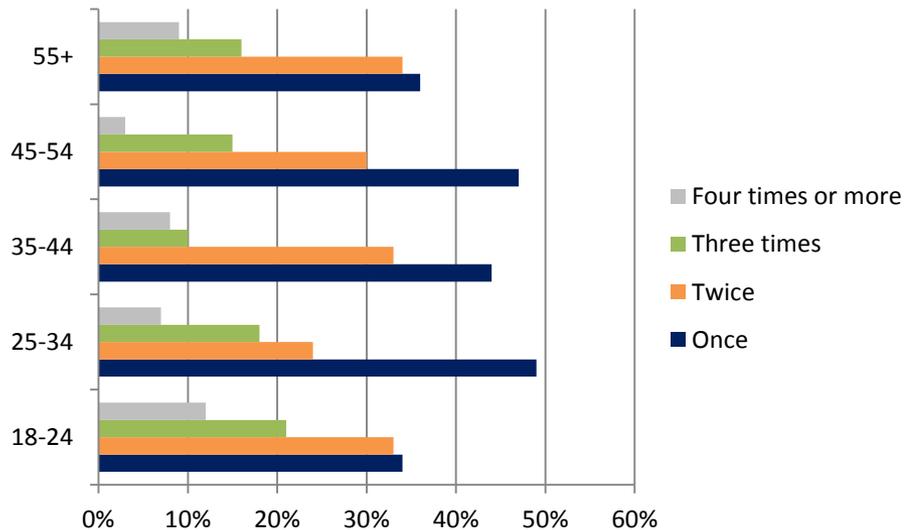


# Number of Holiday Trips

## Most British tourists will only take one trip abroad in 2015

- 25-34 year olds are the largest group that will only go on holiday once (49%)
- With free time and the removal of spending restrictions on pensions, these are key drivers for 55+ year olds to opt for two holidays a year, with 34% of respondents going abroad twice a year.
- Of those who are 55+ year olds, there is a tendency to return to the same destination when taking more than one trip abroad, with 55% of these respondents choosing a country where they have visited previously.

## How many times do you plan to go abroad this year for holiday purposes?



Of all respondents that will be going abroad for holiday purposes this year, **41%** says that they will only go **once**...

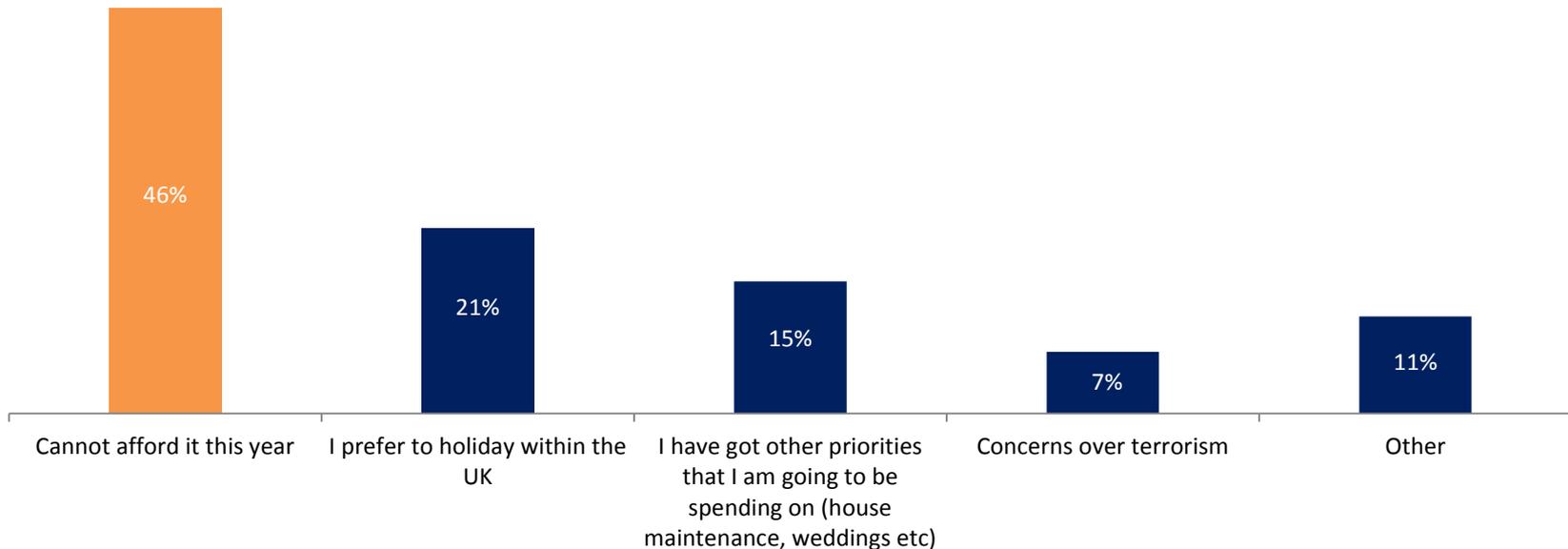
while **31%** of respondents will go abroad **twice** this year

# Reasons for not going on holiday abroad

## *Budgetary concerns are the main reason why British tourists are not going abroad in 2015*

- Out of all respondents, 46% cited budgetary concerns as the main reasons why they are not going on holiday, while 21% of the respondents prefer to holiday within the UK
- Over half of 18-24 year olds cited a lack of affordability as the reason for not going abroad (51%). A triple combination of higher living expenses (rising rents), increased tuition fees and high youth unemployment (currently at 14.4%, while overall unemployment stands at 5.7%) has meant a decline in the number of holidays taken by young people.

### Why will you not be going on holiday abroad in 2015?

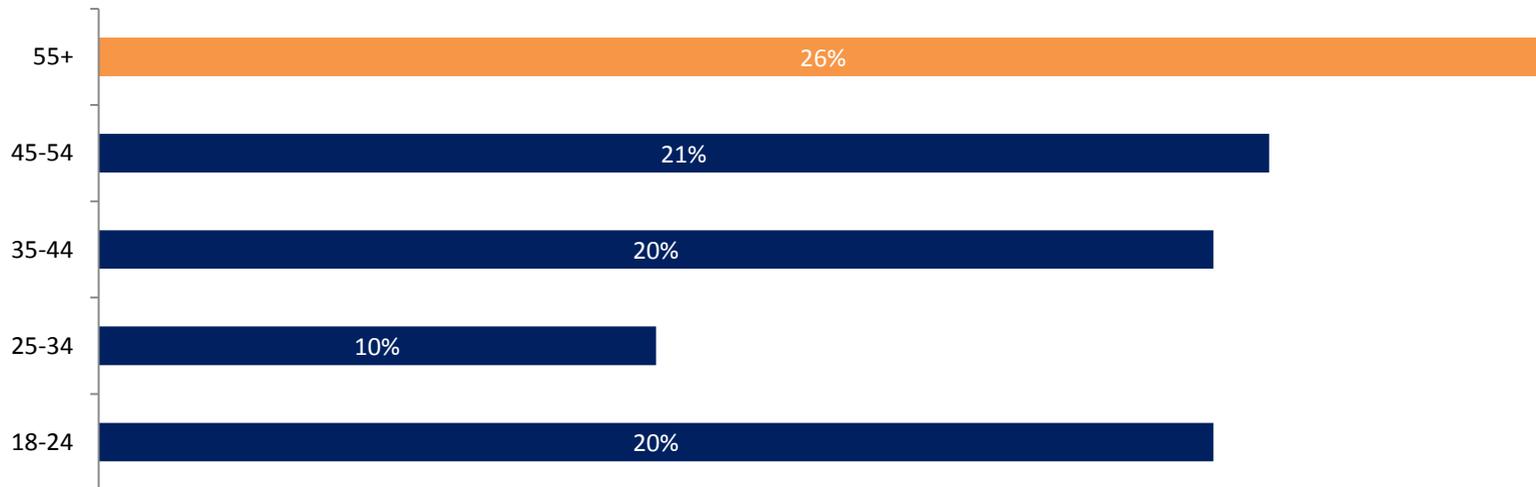


# Staycation

## *Staycations are popular amongst the older age group*

- Part of the reasoning behind an increase in British domestic tourism has been the rise of 'staycations', where people participate in leisure activities near their homes while sleeping in their own bed. Of 55+ year olds, 26% prefer to holiday within the UK. Much of this can be attributed with ease of travel in opting for a 'staycation'. Tighter holiday budgets and airport hassle are reasons why British 55+ year olds tend to prefer destinations within the UK.
- Interestingly among the regional differences, respondents from Yorkshire and Humberside were the mostly likely to choose to stay in the UK for their holiday, with 38% preferring holidays within the UK. In recent years Yorkshire has increased in popularity, as the county was named as the UK's best holiday destination at the 19th World Travel Awards.

### **I prefer to holiday within the UK:**

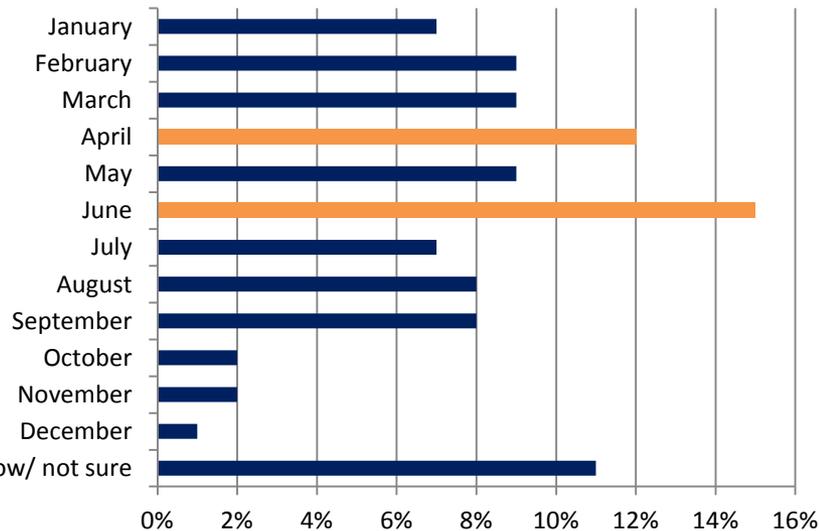


# Holiday Month

## April and June are the favorite months to go on holiday

- While seasonality in holidays has consistently been dictated by a preference for the summer months, in particular June, among the older generation of 55+ year olds, 15% opt for going abroad in April. Whereas only 11% of this group choose to holiday in high season June. Given that 35% of this group holiday in Southern Europe (Greece, Spain, Turkey); where off peak deals have higher rates of availability, this in conjunction with more holiday leave mean low cost April holidays are increasingly popular.
- Meanwhile, among the younger demographic of 18-24 year olds the highest amount of respondents plan on going abroad in June. Of the 39% who holiday in June, most choose to go to Western Europe (France, Germany). This group are less flexible due to school/university timetables so will choose to holiday at the beginning of the summer term in June. While Western Europe remains popular as Interail deals there appealing to students seeking cheap holidays.

## When do you plan to go on holiday abroad?



## Most popular holiday month per age group:

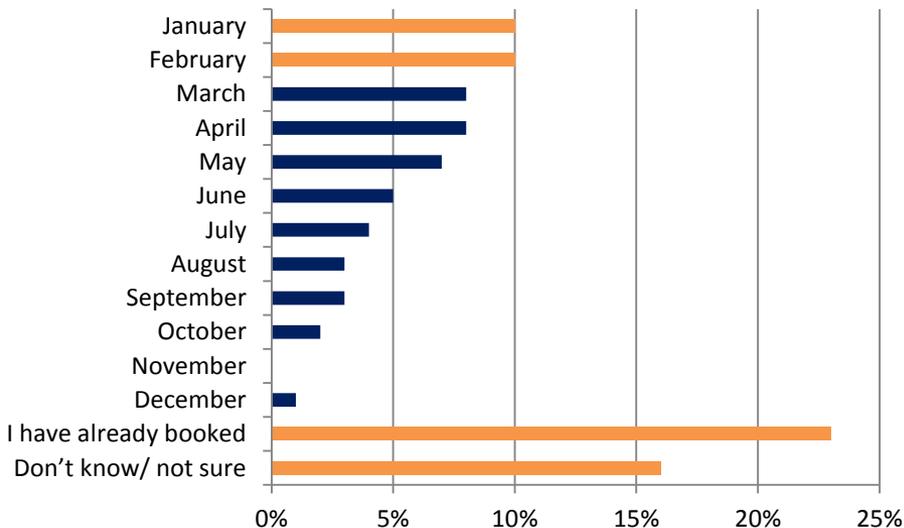
Age Group	Month	Percentage
18-24	June	39%
25-34	June	20%
35-44	August	17%
45-55	August	15%
55+	April	15%

# Booking Planning

## Older age group tempts to book their 2015 holidays before January

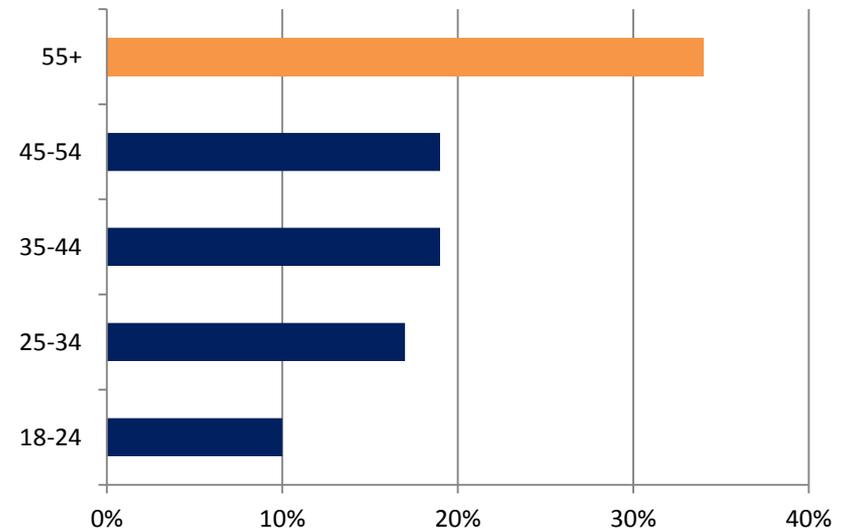
- Out of all respondents, 23% already booked their 2015 holiday in 2014, while 16% was not sure when they were booking their holiday. January and February (both 10%) are the favorite months that British tourists book their holiday.
- Older age groups tend to book their 2015 holiday early, while the youngest age group take the least amount of booking time. The 55+ year olds group were by far the largest group to already book their holiday when asked in our survey. Although January was the most popular month for booking, with 10% of respondents stating they booked then, overall the largest proportion were older people who had booked before than and younger people between 18-24 the lowest, with 21% saying they were unsure when they would book their holiday.

## When do you plan to book your holiday abroad in 2015?\*



\*Survey was conducted in January 2015

## UK consumers that already booked their 2015 holidays before January:

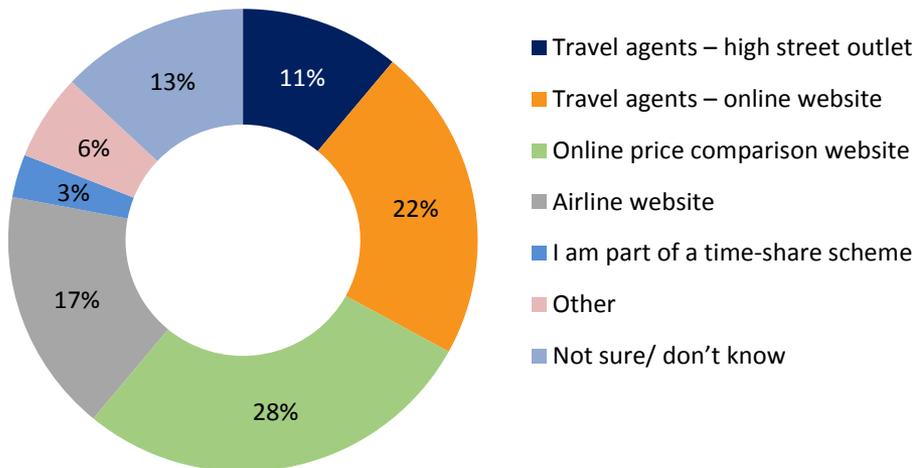


# Booking Methods

## Tablets are more popular to book holidays with than smartphones

- It is clear that over the past decade offline booking methods have been increasingly sidelined by online options. UK consumers generally seem prefer the ease of online options with 11% of respondents choosing to book with their traditional high street Travel agents.
- Although this seems consistent across all the age groups, there remains serious regional differences and preferences in term of what device to book a holiday. For instance, in the South West PC/Laptops were the top choice for booking with 98% of respondents opting for the most established online option; while in Northern Ireland only 55% choose PC/Laptops.

## What channel will you use most to book your holiday abroad in 2015?



## What device will you use to book your holiday\*

PC/Laptop	83%
Tablet via internet search	7%
Tablet via an app	3%
Smartphone via internet search	2%
Smartphone via mobile app	2%

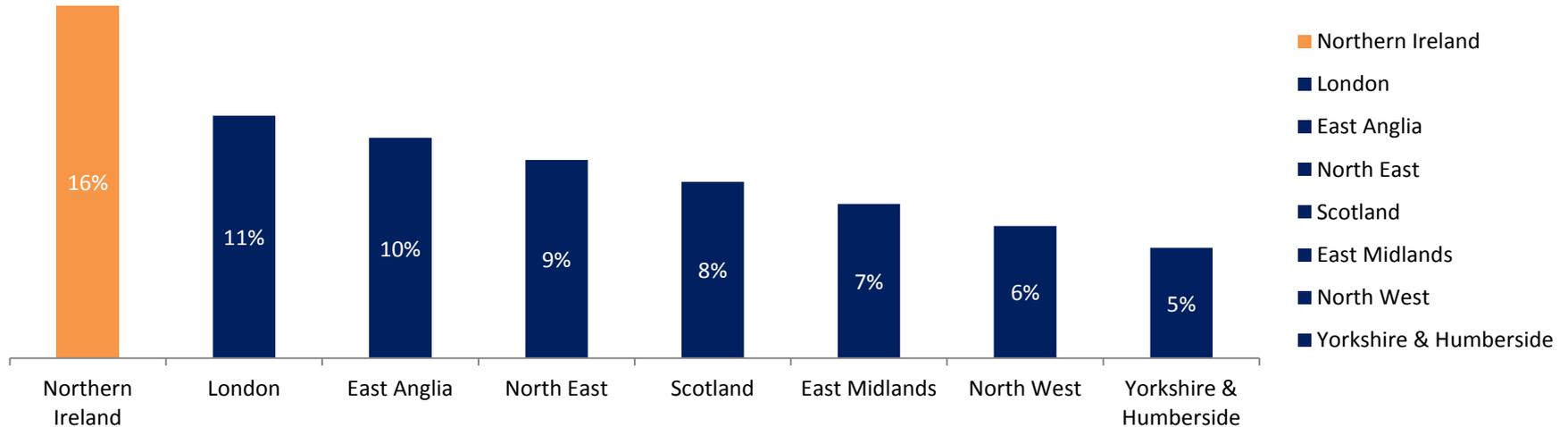
\* Only includes the respondents that book their holiday online

# Online Booking

*People in Northern Ireland are more likely to book their holiday on a tablet via an internet search*

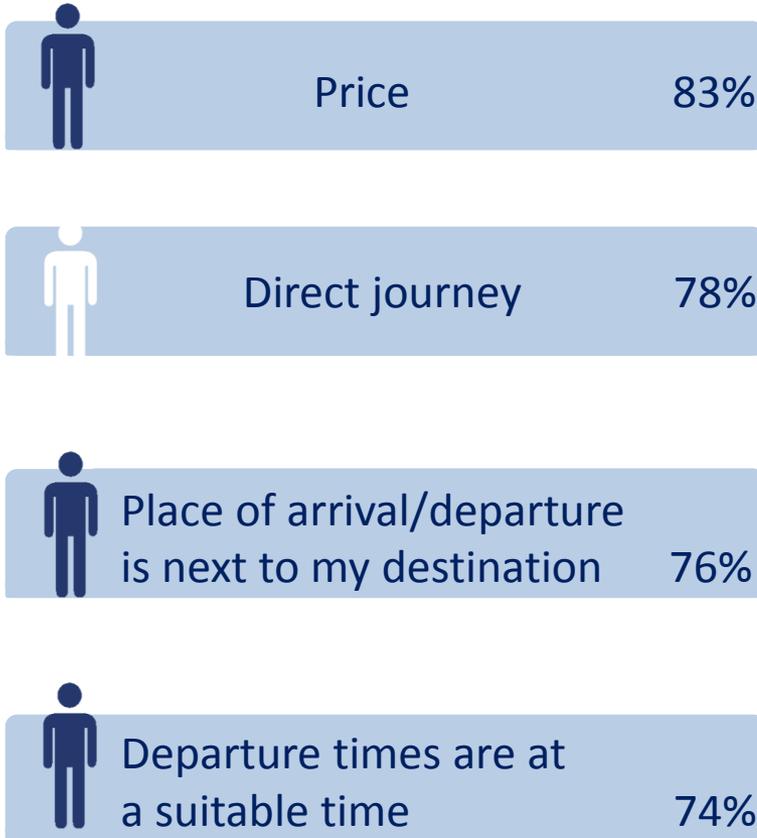
- Interestingly 16% of Northern Ireland respondents choose to book their holiday via an internet search on a tablet, by far the highest region to choose this book device. London follows with 11%.
- This can be explained by tablet ownership levels which according to OFCOM (Independent regulator and competition authority for the UK communications industries, in Northern Ireland the number of people owning a tablet has more than trebled in the past year, with nearly one in three homes (29%) having one, compared with just 24% in the UK.

**British tourists that booked their 2015 holiday on a tablet via an internet search:**



# Transport Provider

The percentage of consumers who think its important or very important that the transport provider they travel with has the following attributes:



## *Price is still seen as the main attribute for a transport provider*

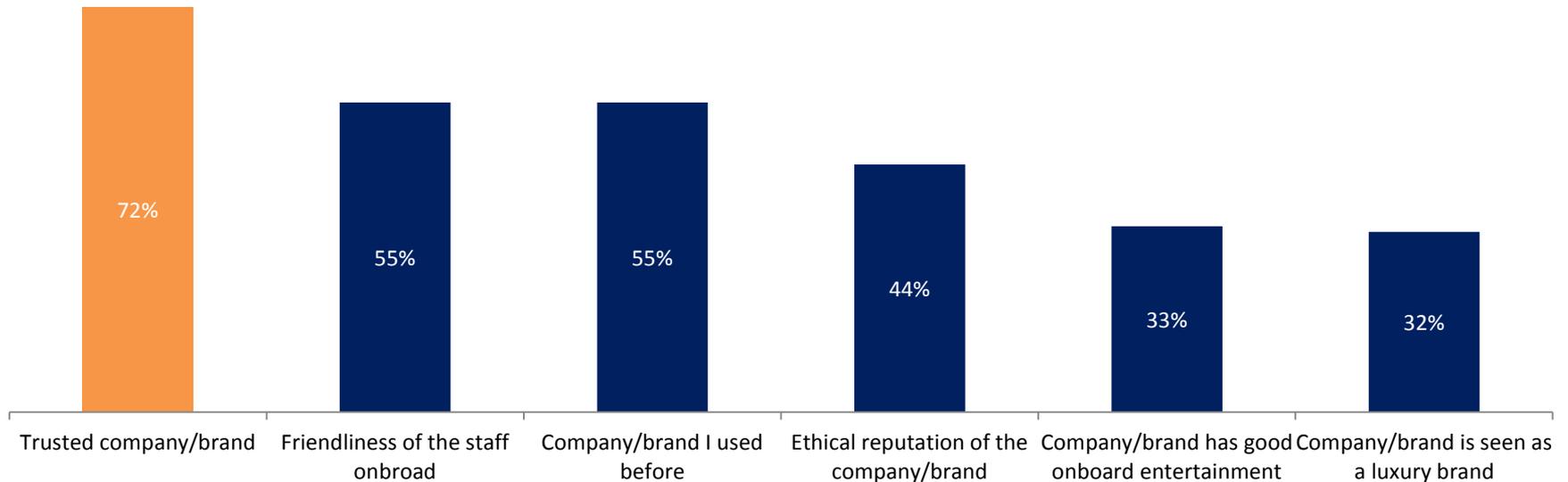
- When asked 23% of 18-24 year olds use trains when traveling abroad, while only 3% of over 55+ year olds opt for this. This can be explained by the popularity of cheap inter rail travel among students, who account for 79.7% of all inter rail travelers, with Germany consistently the most popular inter rail destination. Given the cheap student deals available on inter rail, it is understandable to see 77% of 18-24 year olds citing price as very important when choosing a transport provider.
- Whereas for 55+ year olds say price is only important to 58% of respondents, yet this age group registered the highest significance for a transport provider which is near the place of arrival/departure for their holiday destination with 40% saying it's very important in comparison to just 33% of 18-24 year olds.
- While it is clear that for older people the ease of accessibility to the destination is important when choosing a transport provider, for those with young families there are more pertinent concerns relating to trust and safety. For instance 72% of 35-44 years of age consider a trusted company brand as very important. For younger UK consumers who are more likely to book late a trusted brand is not necessarily as important with 66% thinking it important. Since they are less restricted in terms of time it is less important than price.

# Transport Provider; Company

*Trust is still the key for British consumers when it comes to deciding which transport provider to pick*

- Customers are increasingly interested in whether they use a trusted company/brand as transport provider for their travels. As shown in recent times when a company brand is tainted by disaster this affects consumer confidence in the product. For example, the crisis for Malaysia Airlines as the consequence of a disappeared airplane left them with losses of over 400 million USD
- Friendliness of the staff on the board is also important for British tourists. Although this is a trend that can be seen in age groups, older consumers had a slightly higher percentage than average. According to Skytrax, which organizes the yearly World Airline Awards, Garuda Indonesia had the best cabin staff in 2014, while the top5 was dominated by Asian airlines.

**The percentage of consumers who think its important or very important that the company/brand they are traveling has the following traits:**

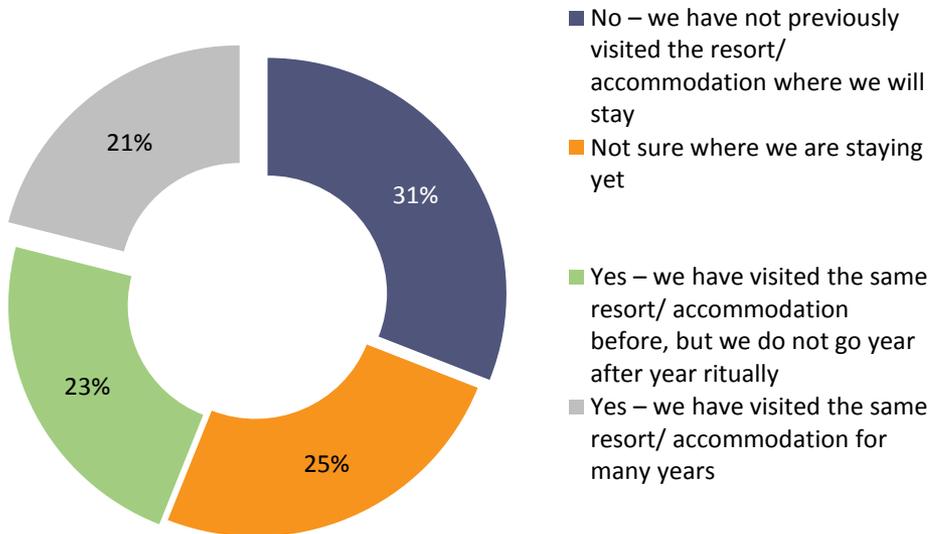


# Accommodation

## 4 out of 10 UK tourists will be staying in familiar accommodation

- 44% of UK tourists will be staying in an accommodation that they stayed in before. Of these the two dominant age groups for who return to the same resort/accommodation every year are 23-34 years of age and 55+ group, with 32% and 23% respectively. While retirees are clearly more likely to own a holiday home or visit regular accommodation because of the ease of familiarity; the younger demographic could opt for repeated visits due the reliability of family resorts which provide consistent amenities for young children.
- Meanwhile 18-24 year olds are the least likely to return to the same destination, with 43% of respondents saying they had not previously visited their accommodation/resort.

## Will you be visiting the same resort/ accommodation that you have visited previously for 2015's holiday abroad?



## What type of accommodation will you stay in when you go on your holiday abroad in 2015?

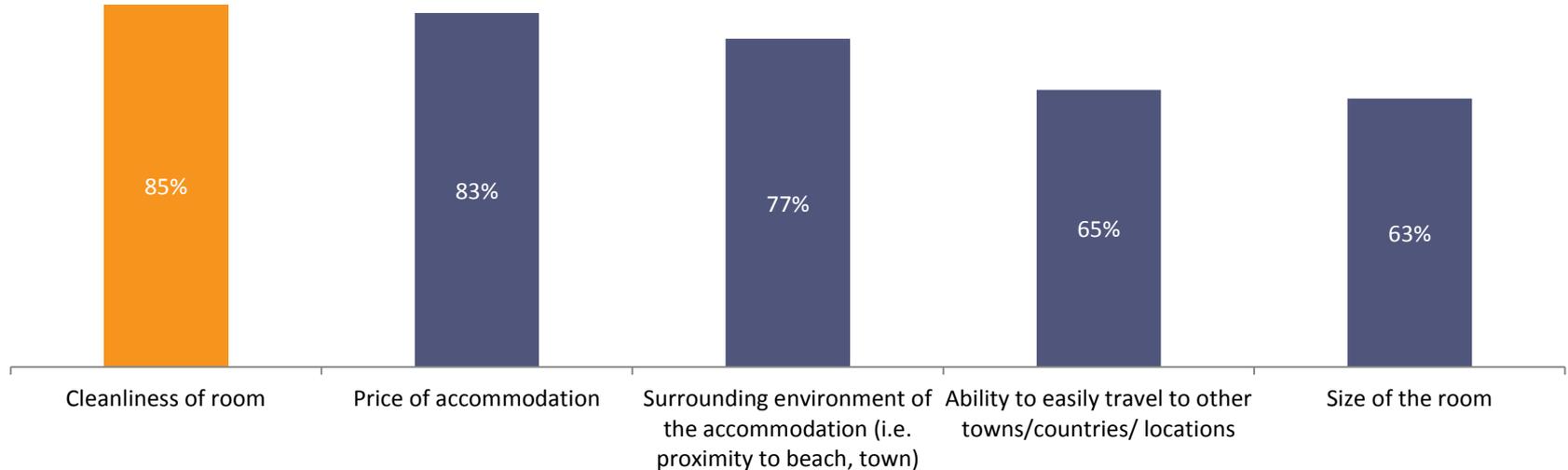
Hotel	53%
Apartment	15%
Private Holiday Home	12%

# Accommodation; Attributes

## UK tourists are more concerned about the cleanliness of the room than the price

- Cleanliness is the top priority for UK consumers when choosing their holiday accommodation, but it is particularly significant among 55+ year olds where cleanliness is seen as very important by 70% of respondents. Compared to 18-24 year olds there is a considerable difference on priorities when choosing accommodation with only 39% of this demographic viewing cleanliness as a very important when booking accommodation.
- Across all age groups it is worth noting that an increase in age is matched by an increasing importance placed on cleanliness over price, which each demographic stressing cleanliness more with age.

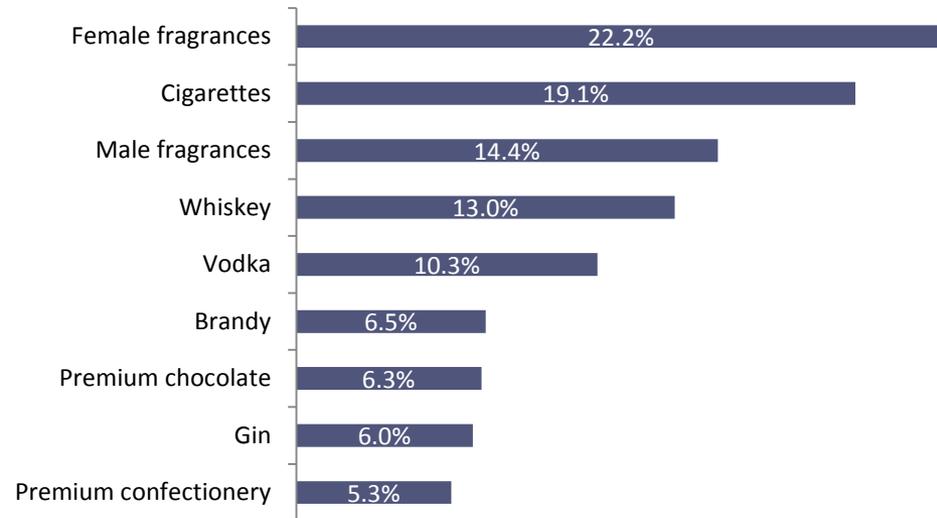
### Most important attributes when choosing an accommodation according to British tourists\*:



\*Respondents find it either important or very important

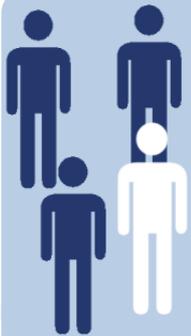
# Duty Free

## Most popular duty free items



## Almost half of all UK tourists will be looking into duty free items

- 49% of all British tourists that will be going on a holiday abroad will be looking into duty free items, although 57% will not conduct any research on duty free prices before the holiday starts.
- Female fragrances are the most popular products, although there are varieties amongst the age groups. For instance, among 45-54 year olds 22% register an interest in female fragrances, more than double all other groups. Conversely among 18-24 year olds 26% of respondents will research cigarette deals before travelling.
- Stand out regional differences include 27% of Welsh respondents interested in male fragrances, nearly triple the interest registered by other regions. Also, a huge interest in duty whiskey in Northern Ireland with 56% of consumers seeing whiskey as important for duty free research; in contrast to the national average at 12.6%.



**57%**

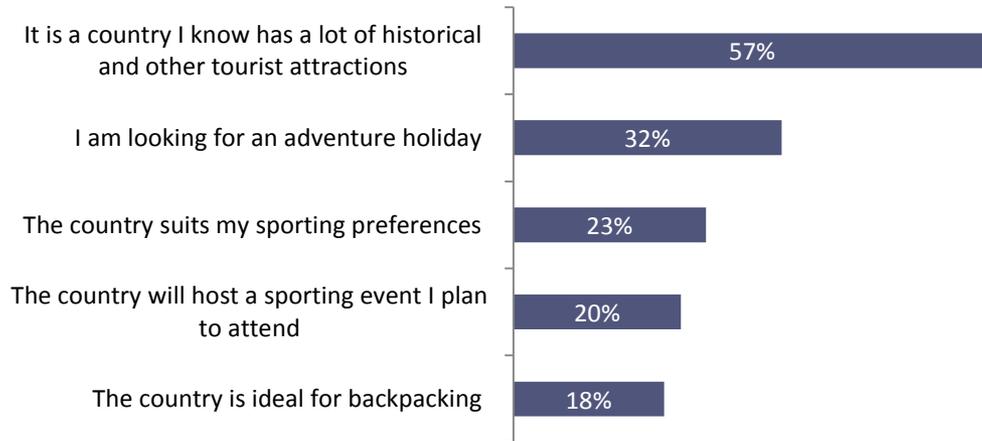
of all UK tourists will not research any duty free prices and brands prior to starting the holiday

# Country choice; Purpose of holiday

*24 to 35 year olds are the group that are more likely to get involved in activities*

- Historical attractions are the main purpose when deciding a destination for UK tourists, particularly among 24-35 year olds with 66% of these respondents finding this an important factor. This is unsurprising since this age group would have the disposable income to afford visiting historic tourist sites.
- The 24-35 year olds score high in almost every purpose, underlining the fact that they are interested in an active holiday abroad. However, 18-24 year olds are the age group that is more interested in an adventure holiday. 77% of the age group agreed that the more adventurous and experiential the holiday is, the better.

## Activities a UK tourist find important or very important when deciding which country to choose:



## Highest scores per age group\*:

Purpose	Age Group	Percentage
Historical attractions	24-35	66%
Adventure	18-24	57%
Sporting event	24-35	37%
Sporting preferences	24-35	37%
Backpacking	24-35	35%

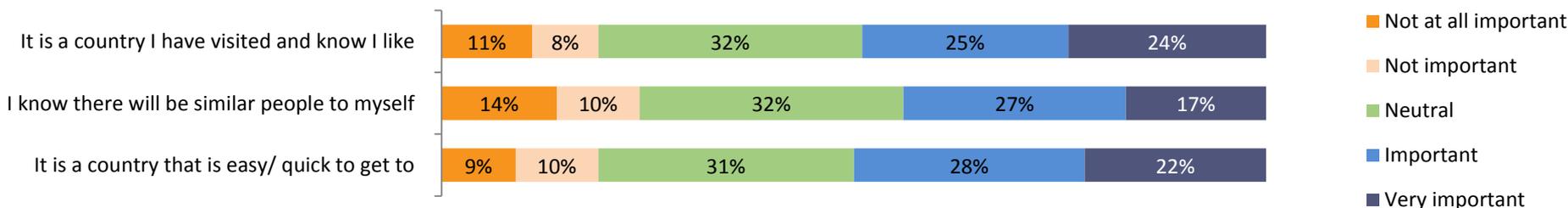
*\*Respondents find it either important or very important*

# Country choice; Convenience

## Convenience and familiarity are key factors for UK tourists

- Convenience is still a key factor for UK tourists, particularly among the older group of 55+ year olds. Within this group habits take precedence with familiarity playing a prominent role in destination choice, followed by ease of accessibility also being a significant decider among older people. With 55% of 55+ year olds viewing a country they already know as important, reoccurring popular destinations in Southern Europe such as Spain, Portugal and Greece are consistently the top choices for this age group. With cheap packages to these countries likely to stay in place given the persistent financial crisis in these countries, along with an advantageous exchange rate for UK consumers; this trend for opting for familiar destinations among 55+ year olds is unlikely to change in the near future.
- Contrastingly for younger UK consumers country choice is often determined by choosing a destination where there are similar people; with 69% of respondents between 18-24 year olds seeing it as important. This is reflected in 66% of under 35 year olds choosing a holiday abroad based on whether it is ideal for backpacking, a type of holiday which often revolves around younger travelers seeking like minded individuals of the same age.

### Statements regarding convenience:



I like to play it safe when booking holidays abroad

47%

UK consumers either agree or strongly agree



I go to the same place when holidaying abroad every year

26%

UK consumers either agree or strongly agree

# Country choice; Budget

*The 18-24 year olds are increasingly looking for bargains, but are also more likely to go over their budget*

- Among UK consumers when it comes to bargain hunting and choosing a holiday destination there are significant differences amongst young and older age groups. People between 18-24 years old are more concerned with seeking the best value for money for their holiday, with 74% of respondents agreeing with the statement that, 'I love a bargain and will choose the best deal possible when deciding where to go on holiday abroad'. With youth unemployment still significantly higher for this demographic than any other in the UK, it is clear that affordability is key for the majority of younger UK consumers.
- Interestingly, it is the exact opposite among 55+ year olds with only 46% agreeing with the same statement. Partly this is because this age groups' preference for package holidays with 36% choosing an all inclusive package, in contrast to 45% of 18-24 year olds who are more likely to shop around for different parts of their holiday (accommodation, transport, etc.) in order to get the best deal.

## I love a bargain and will choose the best deal possible:

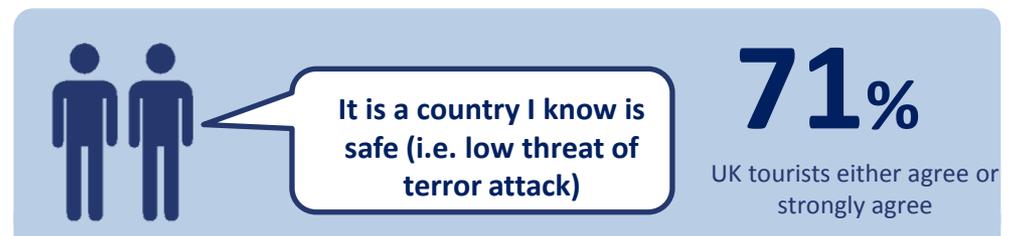
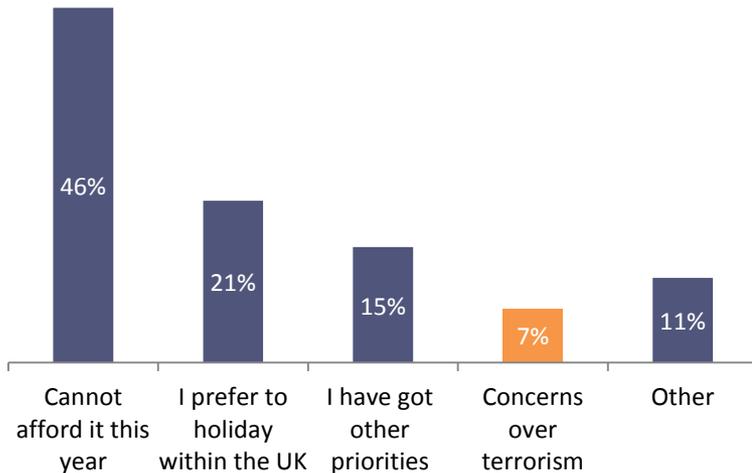
Age group	Percentage that either agree or strongly agree
18-24	<b>74%</b>
25-34	62%
35-44	60%
45-55	56%
55+	46%



# Terrorism

## Terrorism across the continent won't change British tourist's travel plan

- Although only 7% of UK consumers do not go on holidays because of the threat of terrorism, serious concerns about potential terrorism acts are still in place with 40% of all consumers worried about the safety level of their destination country. With violent terrorist attacks taking place in Paris at the *Charlie Hebdo* magazine office in January 2015, this is an issue that is not taken lightly by government authorities, shown by the US State Department issuing a global travel warning in its aftermath. Nevertheless, British consumers have gotten used to the sight of terrorist attacks across the continent in the past decade so would be unlikely to be deterred from making travel plans.
- The impact of terror attacks on UK consumers is a short term reaction to the event rather than having long-lasting effects; except in cases where terrorist organisations have a persistent presence such as Nigeria. With the rise of the terrorist group Boko Haram in Northern Nigeria, UK arrivals declined by over 9% in just one year in light of the increased terrorism threat present there.



# About Canadean

---

## **About Canadean**

Canadean is a full-service business information provider with in-house market research capabilities. We specialize in analysis across the Consumer Markets Value Chain, covering suppliers, producers, distribution and consumers.

Canadean's dedicated research and analysis teams consist of experienced professionals with an industry background in marketing, market research, consulting and advanced statistical expertise. We offer value-added market research, insight and strategic analysis and our products help companies to make better, more informed, strategic and tactical sales and marketing decisions.

Canadean's areas of expertise include online research, qualitative and quantitative research, industry analysis, custom approaches, and actionable insights. In addition Canadean has built a network of consultants and specialist researchers across more than 60 countries, each with in-depth industry experience and expertise enabling us to conduct unique and insightful research via our trusted business communities.

## **Disclaimer**

All Rights Reserved.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publisher, Canadean.

The facts of this report are believed to be correct at the time of publication but cannot be guaranteed. Please note that the findings, conclusions and recommendations that Canadean delivers will be based on information gathered in good faith from both primary and secondary sources, whose accuracy we are not always in a position to guarantee. As such, Canadean can accept no liability whatsoever for actions taken based on any information that may subsequently prove to be incorrect.