UK Travel Research 2016

276 travellers, from 20 to 70 years of age
go on holiday abroad
at least once a year

90%

72% holiday in Europe

65% take multiple holidays abroad each year

The majority travel with...

Family Partner Friends

But

the solo market is growing
20% have holidayed alone

People prefer to search for flights from their laptop rather than from tablet or mobile

45% 28% 27%

They prefer to book their flights
direct from the airline

67% DIRECT

33% through third party

Most popular TRAVEL SITES

Expedia easyJet Lastminute.com RYANAIR Monarch

Most popular AIRLINES

easyJet RYANAIR BRITISH AIRWAYS Monarch

People are searching for experiences when travelling
not just destinations!