

UK 'staycations' rise on Brexit decision, reports indicate

Britons are choosing to spend more time holidaying on home soil following the country's decision to leave the European Union, new reports show.



The Association of British Travel Agents' (ABTA) Travel Trends Report 2017 reveals that domestic vacations in the UK rose to 71% in 2016 – up from 64% in 2015.

As part of research conducted by insurance broker [Lycetts](#), the *Barclay's Destination UK report shows that more than 33% of adults across Britain are choosing to holiday closer to home this year due to personal preference, as opposed to cost limitations.

Among the main reasons for spending more time in the UK, 34% cited choice; 32% noted cost and affordability; 23% simply enjoyed UK trips and were keen to repeat; 15% based their decision on the number of activities available; while 14% stated the lack of time as an influencing factor.

The study also finds that 40% of those planning a UK-based holiday in 2017 had their minds set on organising a city break, while 37% preferred to visit and stay in a rural location.

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However, early bookings from Brits looking to holiday overseas this summer are tracking 11% above last year, the study continues, with 26% of holidaymakers opting for new destinations and 29% seeking out a new resort or city despite visiting the country in the past.

Meanwhile, the Barclays Destination UK report also highlights that over 60% of international holidaymakers are now more interested in holidaying in the UK, and 90% would like to visit the country at some point in the future. The average spend on shopping among this group totalled £453 (\$574).



More and more Britons are choosing to stay in the country, with the number of domestic holidays up to 71% in 2016, says the Association of British Travel Agents (ABTA).

Official statistics from national tourism agency VisitBritain reveals that overseas visitors have spent a record £2.7bn (\$3.4bn) between January and February this year - a rise of +11% compared with the same period in 2016.

Patricia Yates, director of VisitBritain, commented: "These figures show that 2017 is off to a cracking start for inbound tourism, one of our most valuable export industries.

Britain is offering great value for overseas visitors and we can see the success of our promotions in international markets.

We must continue to build on our message of welcome and value in our high spending markets such as

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China, the US and the valuable European market.

Ahead of the UK's expected exit from the EU, ABTA has identified five areas to focus Brexit negotiations:

Maintaining free travel within Europe and beyond – including the ability of UK airlines to continue flying and protecting road, rail and sea routes; securing visa-free travel between the UK and EU; protecting consumer rights, such as preserving the commitment to abolishing mobile phone roaming charges in Europe; providing UK businesses with operational stability, including looking at tax and border issues; and seizing opportunities for growth such as reducing APD, cutting visa costs and enhancing connectivity.

**Barclay's Destination UK report based on a study of over 2,000 UK holidaymakers and 7,000 international holidaymakers.*

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