UK Tourism Set For Boost As Half Of Britons Plan 'Staycation'

Contributed by Kinetic
Monday, 23 August 2010

Almost half of Brits booking their summer breaks are planning to holiday in the UK, according to a survey from lifestyle and environments network Kinetic.

In what will be seen as a boost for the countryâ€™s tourism, 49% of people who are taking any form of holiday in 2010 said they will take a break in the UK while 28% of people who usually go abroad say they will not travel overseas this year.

Opinion has been split among commentators this year on whether the staycation would remain popular as economic restraints of recent years eased, but Kineticâ€™s respondents have made clear they prefer the best of both worlds.

While many plan to stay in the UK this year the lure of a foreign holiday has not dissipated, as 43% of respondents still said they will be planning a holiday abroad before the end of the year.

Analysis conducted earlier this year found that tourism is worth Â£115bn to the UK economy and is expected to be the countryâ€™s best performing sectors over the coming decade. [Deloitte and Oxford Economics]

The findings are part of Kineticâ€™s latest Moving Minds research, which helps determine ad strategies for Kineticâ€™s clients based on peopleâ€™s behaviour and movements outside the home.

The panel is a nationally representative online sample of 500 UK adults chosen at random from a pool of quarter of a million.

Other areas explored in the panel research include peopleâ€™s use of social networking on the move, their attitude to the countryâ€™s economic stability and their approach to technology.

Kinetic found that 56% of people rely on technology while on the move, compared to 44% just 10 months ago. Fewer people are now tied to the office PC, allowing for greater travel opportunities during work hours.

In fact, 29% say mobile technology has made them less reliant on using their original workplace and 20% say their mobile phone is more important than their PC or laptop.

About Kinetic
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10 August 2010