

### Younger Brits are ditching a long holiday

- 76% of Brits said they would consider a European short break in the future
- Younger Brits are more likely to opt for short breaks compared to their older counterparts who are reluctant to give up a longer holiday
- History, culture, wellness and birthdays are all popular reasons why Brits would take a short break

A recent survey by James Villas found that 76% of Brits said they would consider a European short break at any point in the future. Of those, almost a quarter (23%) would contemplate a short break instead of a longer holiday.

It's younger Brits who are most tempted by a few days away, with 83% of 25 to 34 year olds considering a European short break. Of those people, this holiday option is proving so popular that 28% of the younger age bracket (25-34) surveyed would even ditch their one or two week abroad in favour of a short break.

Of those who would consider a European short break, it seems the older generation are more reluctant to forego their traditional week or two getaways, with only 19% of 45 to 54 year olds willing to give up their longer holiday in favour of a short one.

Wellness escapes appeared high on the list of activities the 25 to 34 year olds who would consider going on a European short-break would jet off for, with over a third (35%) saying they'd consider a health and wellbeing break. Special occasions were high on the list of getaways they would consider with 50% admitting they'd think about celebrating a birthday with a short break and 37% an anniversary. Topping the list of activities was history and culture with 61% keen to get under the skin of their chosen destination.

With so many occasions and activities to consider jetting off for, it's no wonder short breaks are an increasing option for younger Brits. Limited annual leave, work and family commitments mean utilising weekends and bank holidays to escape for a few days in the sun is an increasingly popular option.

Susie White, Marketing Director at James Villa Holidays said: "As a nation we tend to lead busy lives and this makes a short break ideal for getting everyone together. Staying in a villa offers a base to explore the destination but with the added bonus of a private pool to enjoy after days out. For 2019 departures we have seen a 78%\* rise in short break revenue and the trend continues for 2020 bookings. Given the transparency of flight process in the market place, savvy bookers are also opting for shorter durations to take advantage of lower air fares"

But it seems a week or two in the sun is a long standing tradition for some Brits with older generations seeming reluctant to forego this annual ritual. Only 14% of the 55+ age range and 14% of the 45 to 54 year olds would take a short break instead of a longer holiday.

Susie White added: "People like their week away in the sun and it's been an annual tradition for many Brits. It offers a long enough break from all the stresses of daily life and gives you enough time to explore and spend quality time with loved ones. We don't think the week long holiday will disappear but being savvy with annual leave and using bank holidays means we can add a mini break or two into the holiday diary, too."

The villa holiday specialist offer short breaks starting from three nights in popular holiday hotspots of the Algarve, Mallorca, Menorca and Croatia. James Villa Holidays are also offering low deposits of £50pp on selected 2020 holidays when booked by 7<sup>th</sup> October 2020.

- A three night break for four to Frigiliana, Andalucia is £339pp departing on 9<sup>th</sup> May 2020 including flights from London Stansted
- A three night break for four in Pollensa, Mallorca is £299pp departing on 12<sup>th</sup> May 2020 including flights from London Gatwick

- A three night break for four in Denia, Costa Blanca is £329pp departing on 2<sup>nd</sup> October 2020 including flights from London Stansted
- A four night break to Marbella, Costa del Sol is £399pp departing on 19<sup>th</sup> September 2020 including flights from London Stansted



**Ends**

\*Based on James Villa Holidays 2020 booking data

#### **About the research**

James Villa Holidays research is based on an online survey. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2018 GB adults. Fieldwork was undertaken between 25th - 26th April 2019. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

#### **About James Villa Holidays**

As the UK's leading villa holiday company, James Villas has been providing villa holidays for over 35 years. Founded in 1984, and starting with just one villa, they now have 3,000 villas in over 60 destinations. From European destinations such as Spain, Portugal and Greece to further flung destinations including Florida and The Caribbean, there's a wide range of choice. Also offering flights, car hire and other extras including transfers and airport hotels, they take care of the little things to provide the full package holiday experience. James Villa Holidays are a part of Awaze – Europe's leading managed vacation rentals and holiday resorts business.