

# Here comes the sun for UK holidaymakers

A new report on holidays finds the industry expects to take a massive £17 billion in 1993, although the total number of holidays has dropped – from 90.4 million in 1988 to an estimated 81.2 million this year. But as Britain emerges from recession the holiday industry expects a period of dramatic growth



## At home or abroad?

Seven out of ten adults prefer holidays abroad because of hot, sunny weather



## Where do we go?

Spain is still the favourite holiday destination but is fast being caught by France, with the U.S., Malta, Cyprus and Gibraltar also gaining in popularity

## How many holidays did we take last year?

**36% – No holiday in 1992.**  
One in eight people cancelled their holiday because of the recession

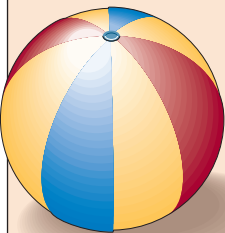
**36% – One holiday away from home**

**19% – Two holidays**

**9% – Three or more holidays (inc. short breaks)**

## What do we spend?

The average cost of a long break abroad (over 5 nights) is now £542 per person compared with £133 for a holiday in Britain



SOURCE: Mintel International

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