

# Christmas TRAVELLERS

UK INSIGHTS



by 15th  
**NOV**



of UK Christmas travellers have booked travel  
(The further they go, the earlier they book)

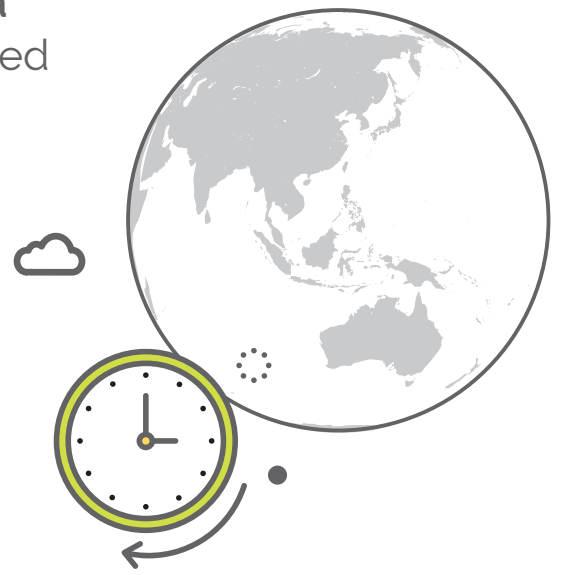
**60%** to America have booked

**53%** to Europe have booked

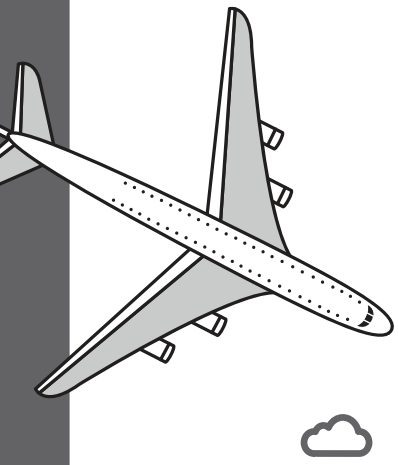
**50%** to Africa have booked

**58%** to Asia have booked

**79%** to Oceania have booked



of undecided UK travellers up to the **20th of Dec**  
(If you know where to find them)



## TOP 5 DESTINATIONS SEARCHED AFTER 15TH NOV

- DUBLIN
- TENERIFE
- ALICANTE
- GDANSK
- MALAGA

**10X**

How many times undecided travellers search up to the 20th of Dec

## VISITORS TO THE UK

LUXURY VISITORS

**50%**

Stay <2 nights and book early



VALUE SEEKERS

**+46%**

Stay 1+ weeks and book later

Source: ADARA'S 2015 air and hotel leisure confirmed data to and from the UK for travel between 19-12-14 and 04-01-15

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