‘Staycation’ trend gives hospitality businesses a boost

By Sophie Wiggs  24 April 2015

Britons are opting to travel to Cornwall and London instead of abroad

UK hospitality businesses are predicted to see a boost in profits this summer due to an increasing number of Britons opting for ‘staycations’, according to new research from VoucherCodes.co.uk.

In a survey of 2,000 UK adults, 83 per cent of respondents were choosing to holiday at home this year, up 17 per cent from 2014.

Holidaymakers are expected to spend over £56bn on domestic tourism in 2015, averaging £250 on food and drink, £206 on accommodation, and £101 on visiting attractions per head.

“With increases year on year, staycations are going nowhere and local businesses in tourist hotspots are certainly capitalising on this to draw in visitors,” said Anita Naik, lifestyle editor at VoucherCodes.co.uk.

“2015 alone is set to provide a boost for these businesses, as hotels, restaurants and attractions in coastal towns and cities welcome this year’s crop of holidaymakers.”

Barclays reported last year that Britons who holiday in the UK will contribute £108bn to the economy by 2017, allowing hospitality businesses to grow by over a quarter.

Source
© Sophie Wiggs / BigHospitality.co.uk
Staycation benefits

There are many staycation benefits. Going on a staycation will save you money, help your local economy and is more eco-friendly. This is why more people are deciding to go on staycation in the UK.

April 2013

Save money: Holidays are expensive. Airfares are getting cheaper with low cost airlines. But accommodation, food, drink and tours in exotic places are pricey. This puts a holiday abroad out of reach for many families in the UK during the current recession. However, you can still have a vacation. By choosing to holiday from your home you can have a much smaller budget for your staycation. Instead of spending a lot of money travelling abroad and for accommodation you can save money and still do many activities in the UK.

Less stress: Travelling is stressful. You have to make sure you do not miss your flight; you have hotel check in, check out times. Not to mention waiting at baggage claim for a bag that may or may not have made it. A staycation has none of these stresses. You can relax on your holiday and go at your own speed. There is no check in, check out time. If you have children a staycation will definitely reduce your stress levels.

Support the local economy: On a staycation you will be supporting your local economy. In a recession this is very important. When you are deciding which restaurant or attraction to go to, seek out independently run businesses. This way you will be financially supporting local businesses, and you may find a new favourite restaurant, retailer or attraction.

More eco-friendly: For the eco conscious, a staycation has obvious benefits. Travelling emits huge volumes of CO₂ into the atmosphere. By limiting the amount you travel on holiday you are helping to reduce global warming. You will also continue your daily eco-friendly habits on a staycation. Many people abroad forget to recycle or switch off the lights simply because their mind-set changes on vacation.

More time: A lot of time holidaying abroad is spent getting there and back. You have to be at the airport hours before your flight, and then there is baggage claim at the other end. You then have to get transport to your accommodation and wait to be checked in to your room. On a staycation you do not have to spend time doing any of these things. This means you have more time to enjoy your holiday. You can explore at a more leisurely pace.

Staycations have become more popular in the UK because of the current recession. People do not have the money to go abroad. More people are realising the benefits of holidaying at home. This trend is set to keep increasing.

Source

Reading

Read **Text A** and answer the following questions.

1. Explain in your own words what is meant by ‘domestic tourism’.

   *This is a context question. You can identify the correct meaning of words by reading and understanding the surrounding text.*


2. What percentage of people who responded to the survey chose to ‘holiday at home’ in 2014?

   a. 83%  
   b. 17%  
   c. 100%  
   d. 66%  

   *This is a multiple choice question which asks you to choose the correct percentage based on the information in the passage.*

3. According to Barclays how much money will Britons contribute to the economy by 2017?

   a. £56bn  
   b. £250  
   c. £206  
   d. £108bn  

   *This question tests your ability to retrieve information from the text.*

Read **Text B** and answer the following questions.

4. Is the following statement true or false?

   The cost of flights is increasing therefore a holiday abroad is expensive.

<table>
<thead>
<tr>
<th>True</th>
<th>False</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   *This question tests your ability to retrieve information from the text.*
5. In your own words, summarise what the text says are the benefits of staying in the UK for a holiday.

This is a summarising question. You must select information from the text and convey it in your own words. Do not just copy from the text.

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

6. Explain in your own words what this text says are the disadvantages of travelling abroad.

This is a summarising question. You must select information from the text and convey it in your own words. Do not just copy from the text.

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________


**Oracy**

7. Individual presentation

   Your headmaster has asked you to organise a school trip/outing to a destination of your choice for your year group. Include details about where you plan to visit and why and who would benefit from the trip/outing.

   Time: 3-4 minutes

   Decide on 'success criteria' for an individual presentation.

8. Group discussion

   “Children and teenagers benefit massively from travelling locally and abroad.” Discuss the advantages and disadvantages of both types of travelling.

   Group size: 3-4

   Time: 15-20 minutes

   Decide on ‘success criteria’ for group work.

**Writing**

9. Write a review of your city/town/local area to attract tourists to visit. Remember to include details about what there is to do for different types of people and try to give an honest and balanced view. Write 500-600 words.

   *Plan carefully before writing.*
10. Write a letter to a friend whose family is planning on travelling to Europe for their summer holidays, informing them of what there is for families and teenagers in your area and persuade them to visit your local area instead. Write 500-600 words.

*Plan carefully before writing.*