

## UK domestic tourism



Photo credit: Nick Manning

# East, West, home's best

It would seem to be bad news for foreign tourism from the UK, as some latest research shows that the home holiday market is set to be stronger than ever.

UK tourism is one of the few sectors that is benefiting from the recession as 70 per cent of people surveyed confirmed that they would probably book a UK holiday this year. Domestic holidays in the UK would appear to be gaining in appeal with 39 per cent of the interviewees claiming that they are seriously considering taking their main holiday in the British Isles, compared with 29 per

cent last year. A disillusion with air travel following on the bankruptcy of various airlines and the strength of the euro are at the bottom of the increasing appeal of a holiday at home according to BDRC Continental, a market research agency that carried out a survey of over 1,000 people early in January and families are once again at the centre of the 'staycation' boom.

For those of us involved in the tourism industry in the Canaries, the implication that 46 per cent of those considering holidaying in Europe have changed their mind for a UK break because of the

current euro exchange rate is worrying. Eight per cent said that they wouldn't go to Europe at all, and a further eight per cent affirmed that they would be shortening their trips.

A fifth of those interviewed confirmed that they would be cutting back on the number of trips into Europe and 21 per cent clarified that they would still go, but would be cutting back on outlay once there.

On the other hand another study by First Rate Exchange Services found that 58 per cent of UK consumers are planning at least one foreign holiday in 2010. This represents a slight increase in confidence as the same survey last July by YouGov, showed only 54 per cent of adults were considering travelling abroad. At the moment, almost a quarter, 22 per cent, are still undecided on their holiday options.

The 18-24s are the holiday-makers who are most likely to travel abroad, with 64 per cent of them planning foreign breaks in 2010. For the 35-44 year olds, many of whom will be travelling with their families, only 54 per cent are considering a holiday abroad, many feel that the cost may be beyond them this year. Londoners are the most likely travellers with 68 per cent confirming their intention to take a foreign holiday.

For tourism specialists it is interesting that in the early part of the year the younger age group holidays look to be in more demand whilst families are in wait and see mode to see whether finances will stretch to a holiday abroad this year.

## Canarian Banana

# More than a dessert

• It's full of vitamins and minerals and comes in its own wrapping according to Gregorio Varela, President of the Spanish Nutrition Foundation – it's the plátano, the Canarian banana.

The latest marketing for the local product is promoting the plátano as the ideal

between meal snack. The healthiest snack there is assures Varela, as the plátano contains vitamin C and B, potassium, magnesium, calcium and carbohydrates to keep up energy levels. Better than any energy bar claims Varela, "every day we seem to have less time to cook and even eat, however we are worried about

what we eat". The plátano, "rich in vitamins and minerals," as the expert affirms, is the best solution for a no-worry between meal snack. The producers association Asprocan suggest that we pop one in our bags or our children's knapsacks to go to work or to study, as the, "most natural and easy to transport" option.

## Unemployment

# Dole extension

• Spanish President, José Luis Rodríguez Zapatero has announced an extension to the aid for those who are unemployed. As statutory unemployment benefit comes to an end, those who qualify will be able to collect the €426 a month for six months provided for under the Temporary Programme of Protection for Jobseekers

and the Unemployed. Applicants must have income of less than 75 per cent of the minimum wage.

The programme has already benefited over 318,000 people and the extension is expected to benefit a further 200,000 at an estimated cost of €500 million. The benefit can only be claimed once.

# Tenerife Solicitors

We offer a variety of legal services to English-speaking visitors and Expats alike, including:

## SPANISH LAW (MATTERS WITHIN TENERIFE / SPAIN)

- Property Sale and Purchase / Conveyancing
- Spanish Wills
- Translation of Spanish Documents
- Family Law and Divorce
- Legal Disputes & Debts
- Contracts
- Timeshare Issues
- Business Law

## ENGLISH LAW (MATTERS WITHIN ENGLAND & WALES)

- Witnessing / Swearing documents
- Family Law & Divorce
- Landlord & Tenant
- Disputes & Debt Recovery
- Wills & Probate
- Company Law
- Business Start-ups

Experience legal services the way you expect them.

Call Tenerife Solicitors now on

**922 71 78 45**

for a no-obligation quotation or to discuss your needs.

Alternatively, visit our website

[www.tenerifesolicitors.com](http://www.tenerifesolicitors.com)

or email us at

[info@tenerifesolicitors.com](mailto:info@tenerifesolicitors.com)

### Club Atlantis, San Eugenio

Opening Hours: Mon - Thu: 9.30am - 1.00pm / 2pm - 6pm  
Fri: 9.30am - 1pm / 2pm - 5pm. Sat / Sun: Closed

Tenerife Solicitors is a trading name of HATRICK & CO SOLICITORS, who are regulated by both the Solicitors Regulation Authority of England & Wales ([www.sra.gov.uk](http://www.sra.gov.uk)) and the College of Abogados (Lawyers) in Tenerife ([www.icatf.es](http://www.icatf.es)). We also hold separate Professional Indemnity Insurance Policies for £2 Million GBP in England and €3 Million EU in Tenerife in the unlikely event of a professional claim against us.