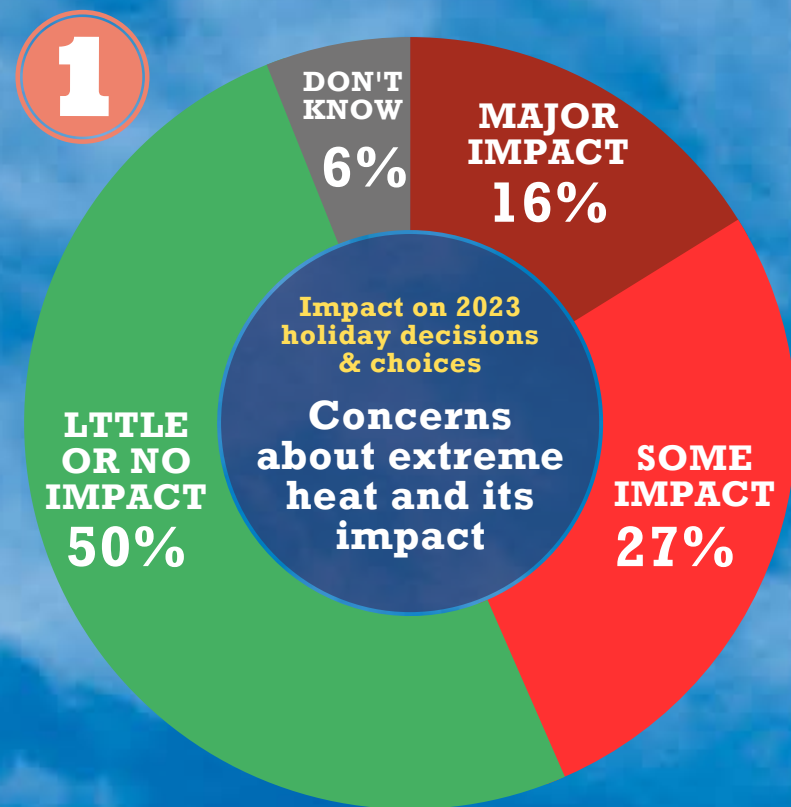


EXTREME HEAT....

THIS SUMMER'S RECORD-BREAKING TEMPERATURES ACROSS MUCH OF EUROPE AND FURTHER AFIELD HAS MADE MANY SCOTS THINK AGAIN ABOUT THE TIMING OF FUTURE HOLIDAYS

Seeking sun, sand and sea has long been a key motivation for many Scots, keen to escape the uncertainties of Scottish summer sunshine to enjoy a holiday in a destination where warm weather is more or less guaranteed. This has traditionally taken us to Mediterranean but also to exotic destinations further afield. But there's warm sunshine then there's extreme, deadly heat and its consequences having major impacts on these holidays - never mind the even more devastating impact on the local communities. From mid July, there were the record breaking temperatures in Italy, Greece and Turkey and the consequences of the awful forest fires on Rhodes and mainland Greece. Even last week, the heat was continuing to deliver record temperatures across Iberia and fires on Tenerife. And of course, it's not just Europe - with records being broken day after day in the USA and Canada. The recent tragedy in Lahaina on the tourism idyll of Maui in Hawaii, is simply the latest disaster to add to this story of a summer of deadly heat. Back at the start of August, in the most recent wave of 56 Degree Insight's survey of 1,000 Scots - *The Scottish Tourism Index* - we explored how this extreme heat was impacting on our holiday choices in 2023 and crucially, how it might affect our choices and behaviours in future years.....



1 In terms of the here and now, when it comes to our holiday decisions and choices in 2023, the extreme heat and its impacts are impacting on current behaviours. For 16% of Scots, this is causing major concerns and for a further 27% it is having some form of impact on 2023 holiday choices.

2 Given most Scots have already taken or booked their 2023 overseas holidays, we were keen to see whether or not the extreme weather conditions we've seen this year might be more impactful when it comes to the timing of holidays to these regions in future years. The results suggest that major changes in the timing of such holidays are indeed likely. Across the population as a whole, 28% of us claim that we definitely will not be booking holidays to these areas in the peak summer months in future - and a further 25% 'probably won't'. Fewer than one in five claim they would continue to do so (19%).

3 And when we remove those people who would never have considered a holiday to these areas at this time of the year anyway, we can then compare future holiday taking behaviours across different segments of the population. Overall, 35% of us who would not have ruled out a holiday to these areas at this time of the year before, would now definitely avoid it. But this is even more likely to be the case amongst those aged 65+ (41% definitely won't book to visit these areas at this time in future), those who travel long haul (40%), those who have taken a domestic break this year (37%) and those aged 45-64 (36%). On the other hand, it's notable that younger adults aged under 35 and in particular, Scots who have taken European holidays already this year are less likely to say that they would definitely avoid the peak summer season in future (28% and 24% respectively).

2 Given the extreme heat experienced in many parts of southern Europe, North America & other parts of the world this summer, to what extent might this make you reconsider the timing of holidays to these regions in future years?



3 Definitely won't book holidays to these areas in the peak summer months in future

Probably won't book holidays to these areas in the peak summer months in future

Makes no difference - would still book holidays to these areas in the peak summer months in future

Don't Know

