

Low Cost Airlines Help Tourism In The Recession

As unemployment rises and many people's annual salary increases being frozen, consumers might be forgiven for forsaking their traditional holidays - but budget airlines have meant many are still able to take a break from the pressures of everyday life.

Everyone likes a bargain, including air travellers, and this can be seen in the impact of low cost airfares on travelling in Europe.

The first major impact is the rise in short haul travel and holidays. Many of these are three day trips, mostly over the weekend or one or two day public and State holidays. As airfares become lower, there is no need to justify going overseas for a short stay. People are travelling to a famous museum one day and the beach and back home.

Why Short Haul Trips are So Popular

Apart from cost, shorthaul travel is gaining popularity as more people prefer to stay close to home. This can be for many reasons, including wanting to stay close to family and children, or the necessity of being close to work in case of an emergency. The changing face of personal commitments has also impacted the way in which people travel. Business owners often prefer to stay close because of the demands of their enterprise. The popularity of short haul vacations could also be due to trepidations about making long trips to faraway destinations. In the post 9-11 context some U.S. vacationers eschew faraway destinations in favor of new experiences closer to home.

Apart from pleasure, some short haul, low airfare trips are for medical or business reasons. The average traveller usually can't afford the spontaneity of just jetting off somewhere just for the fun of it or to look up an old friend. With travel agencies offering more group and family packages, this is possible.

Popular outdoor activities like hiking and white water rafting also attract groups and families who are seeking more value for shrinking budgets.

The UK to Malta in a Weekend and Back

Travelling to Mediterranean Malta is now an easy thing for the average British national. A trip to Malta from the U.K. is a three hour flight. Travellers have the option of going by charter flight or by an airline. Charter companies offer attractive package deals that allow them to sell seats for a lower cost than the airlines, well within reach of almost everyone.

Malta offers a great climate, and one of the highest levels of sunshine in Europe. It has become a popular spot with families. There are a number of resorts and beaches to suit just about anyone regardless of income levels. There are numerous bars, clubs and restaurants, where you can mingle with the locals and unwind. [Malta](#) makes for a great weekend getaway, with lots to see and do before the three-hour trip back to the U.K.

Short Haul Travel in the USA

Not only is the reduction of airfares being felt in Europe, but even across the pond in the U.S.A - more Americans than ever before are vacationing close to home. Short haul travel with its much lower airfares is reaping rewards as visitors tour other states.

States such as California and Texas have invested a great deal of money into promoting its tourism inside the U.S. One TV ad for tourism in California features Governor and former actor Arnold Schwarzenegger and Hollywood icon Clint Eastwood. Capitalising on this current trend, many businesses in the tourism sector have changed how they promote and package their products. Many now target visitors and groups from other states, offering discounts for groups of a certain size.

Simply put, many Americans want to discover their own country. Famous landmarks like the Grand Canyon continue to draw large numbers of visitors. National parks and attractions such as Universal Studios theme park also receive large numbers of visitors from inside the US. Lower airfares have made Canada and Mexico even more attractive to Americans seeking a weekend getaway.

More Americans are also renting trailer homes to drive cross country and visit well known landmarks. Bed and breakfasts offer cost effective options for tourists working within a budget. Some popular destinations in the U.S include Las Vegas, Honolulu and Orlando. As states continue to pump money into the advertising machinery, it is unlikely this trend will slow anytime soon.

Even when the world economy rebounds, short haul trips will continue to be popular, especially if airfares remain low. We can expect to see rather

diverse offerings, including golfing, spa packages and historical site tours. It is quite possible that the three day vacation may become the break of choice for many people who seek a little respite from everyday stresses during the recession that could last for a while yet.

About the Author

Malta in the Mediterranean is a popular holiday destination for many Europeans partly thanks to the good all year round and those companies [promoting Malta](#) as a holidays destination.

For those thinking of going on to Italy and Milan, a [weather forecast Milan](#) is included.

Source: <http://www.addanarticle.com>