



**December 2019**

**Hotels - UK**

“Relatively few hotel guests were very satisfied with the quality of food and drink offered during their last stay. Investments in this area should be prioritised as Mintel’s research proves that a strong food and drink offering is likely to lead to a positive customer experience.”

**Special Occasion Holidays - UK**

“People are marking milestone occasions with multi-generational family getaways, and see life transitions as opportunities to realise long-held travel dreams or indulge in luxury.”

**November 2019**

**Consumers and the Economic Outlook - UK**

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they’ll be OK in ...

**Luxury Travel - UK**

“Luxury holidays have become much more diverse, with luxury travellers increasingly looking beyond beach holidays as they seek unique and varied experiences. Comfort remains a key element of luxury holidays, but exclusivity has become the new luxury in an increasingly crowded travel landscape.”

**Holidays to the Americas and the Caribbean - UK**

“There is scope for greater diversification away from the dominant beach resort, city break and theme park products. Holidays with the biggest future growth potential include tailor-made independent and escorted touring holidays, off the beaten track adventure travel, nature tourism and sea cruises.”

**October 2019**

**Visitor Attractions - UK**

“The UK visitor attractions sector continues to benefit from continuing ‘staycation’ habits, the draw of creative attractions and investment in technology. Forming partnerships with travel operators and enhancing the visitor experience will help the sector to continue its momentum amidst uncertainties.”

– Lauren Ryan, Leisure Analyst

**Domestic Tourism - UK**

“The domestic holiday market is expected to perform well in 2019 as the low value of the Pound encourages more consumers to substitute an overseas holiday for a staycation. City breaks, cultural holidays, culinary holidays and spa holidays are more likely to be taken throughout the year. More itineraries around ...

**The Over-55 Traveller - UK**



“The space between the kids leaving home and the onset of ‘old age’ is widening. For those with the resources to enjoy it this is a golden time for travel. Competition for the silver pound is set to be intense. Digital research and online booking are becoming the norm amongst ...

## September 2019

### Long-haul vs Short-haul Holidays - UK

“There is huge potential to offer experiences in multiple places during one trip (ie multi-centre holidays) in both Europe and beyond. However, as Brits travel increasingly frequently, demand for environmentally-friendly choices will increase as consumers seek guidelines on how to limit their carbon footprint.”

### Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

## August 2019

### Airlines - UK

“Whilst most travellers choose to fly economy, there are opportunities for airlines to upsell by offering more flexibility when it comes to selecting add-ons and services considered to be more premium.”

- **Marloes de Vries, Travel Analyst**

## July 2019

### Short and City Breaks - UK

“The trend in short breaks is leaning towards high-intensity breaks, built around eye-catching experiences where the experience itself is the central element. Short breaks are an ideal way for tourist boards and travel brands to diversify their product offering and attract people to a wider variety of new holiday types ...

### Business Traveller - UK

“The business travel market is under pressure amid Brexit uncertainties. Brands that help business travellers to save time, both in the planning process and during the trip, are highly likely to be favoured. Meanwhile, there are opportunities to encourage more business travellers to include leisure time in their trip.” ...

### Consumers and the Economic Outlook - UK

“The closer we got to the planned Brexit Day, the more worried people became about the impact it’d have on the UK’s economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed



about what Brexit will mean for both their own finances ...

## June 2019

### Holiday Rental Property - UK

“There is a growing demand for accommodation which can combine some of the advantages of holiday rental property (freedom, independence, a home environment or an authentic local feel) with some of the advantages of staying in a hotel (convenience, indulgence, time saving).”

– John Worthington, Senior Analyst

## May 2019

### Group Holidays and Escorted Tours - UK

“People of all ages, including older generations, are becoming ever more adventurous in their travel ambitions, seeking out the places once seen as the preserve of student backpackers. Escorted tours and group adventure holidays offer a secure, structured, hassle-free and expert-led format for this type of travel.”

– John ...

### Holiday Planning and Booking Process - UK

“Consumers are demanding more choice and flexibility, but are at the same time looking for easier ways to make their decisions. As a result, brands will have to prioritise enriching search criteria and personalising their online content to make it easier for travellers to plan and book their ideal holiday ...

## April 2019

### Special Interest Holidays - UK

“Special interest breaks are in sync with underlying trends towards more active styles of holidaymaking, ‘travel with a purpose’ and a wider consumer agenda of wellness which embraces physical fitness, stress relief and self-improvement.”

– John Worthington, Senior Analyst

## March 2019

### Package vs Independent Holidays - UK



“Package holiday providers will benefit from the financial protection offered as Brexit uncertainties continue to instil cautious behaviour among travellers. However, the independent sector looks better positioned for the long term, given the rising demand for short breaks and flexibility.”

– **Marloes de Vries, Travel Analyst**

## February 2019

### Consumers and the Economic Outlook - UK

“Concern over the impact of Brexit is more severe than at any other time since Mintel stated tracking this measure, including the initial shock in the immediate aftermath of the vote. Theresa May’s withdrawal agreement was the first glimpse of anything resembling certainty since Article 50 was triggered in March ...

### Cruises - UK

“High street travel agents play an important role in the decision-making process of cruise holidays. As cruises are set to become a more valuable part of the wider holidays market, opportunities arise for travel agents to claim their position of being 'cruise specialists'”.

– **Marloes de Vries, Travel Analyst**

## January 2019

### Holiday Review - UK

“Holidays remains a clear priority for Brits. However, Mintel expects growth in 2019 to be slow due to economic uncertainties. Domestic holidays, all-inclusive holidays, lower-cost destinations and budget accommodation options are more likely to be considered in 2019. There is huge potential though to tempt travellers to take a cruise ...

### Holiday Activities and Experiences Abroad - UK

“There are big opportunities for brands to deliver online mobile content and booking platforms, connecting travellers to experiences at destinations, both in terms of the ‘mass market’ and more selectively curated types of activity targeted at specific groups of travellers.”

– **John Worthington, Senior Analyst**