



January 2022

Luxury Travel - UK

“Although relaxation remains a key motivator for luxury travellers, many are looking to get more out of their most expensive upcoming holiday, with adventure, celebrating something special or personal growth/development being strong motivations to travel. As such, brands play an important role in connecting travellers with enriching or transformative ...

December 2021

Cycling and Walking Holidays - UK

“COVID-19 has triggered a rise in cycling and walking, and a desire to avoid crowded places and find solace in nature. It has accelerated consumer interest in wellness experiences which enhance both physical fitness and mental wellbeing. Cycling and walking holidays should also benefit from longer-term trends towards more active ...

The Wellness Traveller - UK

“The travel industry has the opportunity to benefit immensely from the high interest in making wellness part of the overall holiday experience, with beauty/spa treatments, physical activities and meditation being in high demand. Post-pandemic, more wellness travellers are keen to opt for nature-based wellness experiences, while the combination of ...

Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

November 2021

Domestic Tourism - UK

“While the rising cost of living will lead to more consumers opting for low-cost options, there are still a lot of lockdown savings waiting to be unlocked and holidays are deemed a priority. This bodes well for the recovery of the domestic segment, particularly if wavering uncertainty surrounding overseas travel ...

Family Holidays - UK

“The uneven financial impact of COVID-19 on families, plus a mounting cost of living crisis, will see further polarisation between higher-value holidays and affordable budget breaks.”

– **John Worthington, Senior Analyst**

October 2021

Visitor Attractions - UK



“The pandemic is likely to leave a permanent legacy for attractions. There is strong consumer support for retaining some of the COVID safety measures, for capping visitor numbers and for mandatory pre-booking. Most people expect outdoor attractions to remain more popular than indoor.”

September 2021

Short Breaks - UK

“Although cities will continue to play a vital role in the short break segment, they continue to face high competition from rural and coastal areas. Lesser-known cities will be in a good position to attract more visitors, while major cities can stand out with the wealth of cultural attractions and ...

Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

July 2021

Holiday Rental Property - UK

“UK holiday rentals were hit hard in 2020, like all forms of tourism, but when restrictions have allowed, they have proved more resilient than other travel sectors. Holidaymakers have sought out self-catering bubbles away from the crowds, on the coast or in the country. The home has become a place ...

June 2021

Impact of COVID-19 on Transport Usage - UK

The Young Traveller - UK

“Young people will lead the international travel market’s post-COVID revival, looking for the fun, social experiences they have been denied by the pandemic and willing to spend more on making up for what they have missed.”

Airlines - UK

“The VFR and holiday segments are expected to recover quickest from COVID-19, while the business travel market will take longer to recover to pre-pandemic levels and may never reach its previous heights. Measures and innovations that enhance feelings of safety, increase confidence in travelling and make the journey as efficient ...

Holiday Planning and Booking Process - UK

“The low volume of bookings in the past year has given companies the chance to redesign the customer experience with improved flexibility, efficiency and relevancy in order to better appeal to customers’ individual needs and wants. COVID-19 also increased the pressure on brands to diversify revenue streams, with many looking ...

Consumers and the Economic Outlook - UK



“COVID-19 has been hugely disruptive for transport, but offers a chance to reset the dial and build a more sustainable, integrated 21st century network. The car has become a cocoon for many people during the pandemic and the challenge of encouraging a modal shift towards public transport has become that ...

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

Package vs Independent Holidays - UK

“The traffic light system and the limited green list have added to the uncertainty about the lifting of international travel restrictions. Consumers are expected to be in even greater need of financial protection when booking their holidays. While the package holiday segment will benefit from this, the independent holiday segment ...

May 2021

COVID-19 and Travel: A Year On - UK

“Ongoing uncertainty about the lifting of international travel restrictions will see more consumers opt for staycations, with an unprecedented number of travellers planning a holiday in the UK’s countryside. Consumers who are still interested in holidaying overseas in the near future show a willingness to splash out on these trips ...

April 2021

Skiing and Snowboarding Holidays - UK

“Moving forward, the COVID-19 pandemic presents travel operators with a long-term opportunity to attract a wider consumer base by adjusting their portfolio. Cost-effective ski holiday deals in destinations such as Bulgaria and lesser-known peaceful skiing locations like Stuben and Scheffau in Austria will appeal to price-conscious consumers, eager to delve ...

Holiday Car Hire and Self-drive Holidays - UK

“Car rental companies abroad can benefit from higher demand for holidays in quieter areas to stay, where having a car would be useful. However, enhancing the flexibility of the car hire experience will be essential to capitalise on future growth potential. Meanwhile, the expected staycation boom in 2021 creates opportunities ...

March 2021



The Ethical Traveller - UK

“Consumers’ desire to avoid crowds provides operators and destinations with an opportunity to promote activities with a low environmental impact such as hikes in wide open spaces and cycle tours with stops at local farms. In the longer term the focus will shift back to the health of the planet ...

Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

February 2021

Holiday Review - UK

“New lockdowns led to a decline in booking levels in January, which would have been an important booking period in a ‘normal’ year. Nevertheless, underlying demand for travel remains strong as Brits do not want to miss out on their main holiday again. Rural/countryside-based holidays in the UK and ...

January 2021

Camping and Caravanning - UK

“After a stop-start year in 2020 for camping and caravanning, 2021 will see further disruption. Momentum should start to develop once the severe health crisis of the first quarter begins to pass and the vaccine rollout is well underway. On the back of a strong COVID-staycation summer last year the ...