



## December 2018

### The Premium vs Budget Traveller - UK

“Holidaying remains high on Brits’ to do list. However, economic uncertainties are having an impact on their holiday behaviour, as well as their intentions for the coming year. All-inclusive holidays, staycations and destinations with a favourable exchange rate are more likely to be considered.”

– Marloes de Vries, Travel ...

### Camping and Caravans - UK

“Upmarket options are enabling the market to make greater inroads into more affluent demographics. However, camping and caravanning has one of the broadest social appeals of all holiday types, and affordability and accessibility for those with tighter household budgets need to remain core elements in the future.”

## November 2018

### Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

### Visitor Attractions - UK

“A long, hot summer gave welcome impetus to the UK visitor attractions market in 2018, but it is the economic climate that remains the strongest determinant of the sector’s size and shape, particularly through its influence on consumers’ holiday choices.”

### Hotels - UK

“There is relatively little new product development in the mid-market tier where brands tend to be weaker and less differentiated, and risk being squeezed between the more dynamic economy and upscale sectors. However, demand for mid-market hotels remains strong and many consumers are willing to pay ‘a bit extra’ for ...

### Luxury Travel - UK

“With more brands entering the luxury travel market, it becomes even more important for luxury travel brands to claim their position, differentiate from their competitors and increase brand loyalty. Offering flexibility, personal advice and good deals is key to achieving this.

## October 2018

### Domestic Tourism - UK

“UK holidays appear better protected than holidays abroad from the economic risks and potential travel problems of Brexit.”

### Solo Holidays - UK

“Independent solo travellers are freedom-lovers who feel most at home in cities. Brands can attract this self-reliant tribe by providing services, creating spaces and utilising technology to inform, reassure and connect solo travellers to each other and to local residents.”

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



“More people are choosing to take multiple short breaks rather than one long holiday. As a result the outlook for the short-haul market is more positive than the long-haul sector, which is set to decline for the first time since 2012.”

## August 2018

### Consumers and the Economic Outlook - Quarterly Update - UK

“Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

## July 2018

### Short and City Breaks - UK

“There is growing potential for ‘me-time’ holidays that allow travellers to pursue their personal interests. These could be trips that enable those in couples to have a short break away from their partner or family in the company of friends, or even by themselves.”

– John Worthington, Senior Analyst

## June 2018

### Consumers and the Economic Outlook - Quarterly Update - UK

“The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn’t a one-off. Our confidence data has been running for almost a decade now, and people’s assessments, both of their current financial situation and how they expect their finances to shape ...

### Holiday Car Hire - UK

“Holidaymakers are highly cautious when dealing with car hire companies – many worry about the possibility of hidden/additional costs. However, technological innovation is creating some exciting developments in

### Airlines - UK

“Airlines face some challenging times over the next few years as Brexit approaches and fuel costs rise. While businesses are cutting back on travel, consumers are still hungry for holidays. However, they will be keeping an eye on spending as the Pound remains weak. Airlines that help consumers manage their ...

### Business Traveller - UK

“Businesses are cutting back on travel in light of uncertainty surrounding Brexit and the impact of a weak pound. Airline GDS fees and new GDPR regulations are also making life more difficult for British-based companies. However, there are opportunities for larger TMCs to develop products that help businesses save money ...

### Online Travel Aggregators - UK

“Online travel aggregators have maintained their dominant position in the travel industry, though they are struggling to promote brand loyalty in a market where consumers are willing to shop around to find the best deals. These sites are therefore pushing to improve organic site visits and the customer-brand relationship by ...



this mature market, and brands will need to move towards a more transparent, customer-friendly way of operating.”

– Fergal McGivney ...

## May 2018

### Holiday Planning and Booking Process - UK

“There are growing opportunities for brands around convenience and capturing the ‘full traveller journey’. Consumers require tools that save them research time and cut through the complexity of the online world. They seek trusted one-stop shops, online and offline, where they can make all their arrangements quickly and easily.”

## April 2018

### Package vs Independent Holidays - UK

“Mintel’s research shows that those who book ‘pure packages’ are the most likely travellers to record high customer satisfaction levels. Convenience and the removal of travel stress are key selling-points for package brands.”

–John Worthington, Senior Analyst

## March 2018

### Consumers and the Economic Outlook - Quarterly Update - UK

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

### Skiing and Snowboarding - UK

“There are numerous consumers trends that ski resorts and tour operators can tap into to widen the audience for these types of holidays. Interest in health and fitness continues to grow in the UK so active holidays are likely to appeal. A break to a ski resort can provide both ...

### Special Interest Holidays - UK

“Despite uncertain economic times in the UK there are plenty of opportunities for smaller specialist agents to leverage their expertise in niche markets. More than half of the UK adult population say they are interested in a dedicated special interest holiday. Younger people are looking for ways to discover new ...

## February 2018

### Beach Holidays - UK

### Holidays to France - UK



“Holidaymakers are more likely to cut back on short city breaks in the low seasons, rather than forgo their longer summer beach break. This gives operators the chance to diversify their beach products, offering more options to customise beyond the traditional 'fly and flop' break.”

– Fergal McGivney, Senior ...

“France needs to promote two contrasting messages to UK visitors; the first is being a slow and sensuous destination which offers a tranquil escape from the modern, over-busy, 'always connected' world, the second highlighting a vibrant, quirky, dynamic and contemporary country.”

– John Worthington, Senior Analyst

## January 2018

### Holiday Review - UK

“Rising inflation, more expensive oil, and a fluctuating Pound will weigh on consumers' spending power in 2018. We expect to see a slight reduction in the growth of overseas trips as some consumers opt for staycations instead of short breaks during the low seasons. We could also see more consumers ...