



December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

Visitor Attractions - UK

"Britain is developing an event-driven culture where high-profile, time-limited and heavily marketed blockbuster exhibitions and must-see attractions play an increasingly important role, and digital media contributes to a sense of FOMO (Fear Of Missing Out) as a key driver of visitor behaviour."

– John Worthington, Senior Analyst

Travel Agents - UK

"The introduction of virtual reality headsets should be a perfect addition to the increasingly common concept store format. Virtual reality has the potential to really excite holidaymakers, bringing online-only bookers back into stores in order to get an exclusive taste of potential holidays."

November 2015

Hotels - UK

"The hotel market is less commoditised than the airline industry which means that hoteliers have an easier time coaxing guests to buy into a more personalised experience. The key to this personalisation will be the acquisition of customer data; however, most guests are extremely wary of their online security, especially ...

Luxury Travel - UK

"With the recovery in holidays abroad rapidly gaining pace and being led by more affluent households, prospects for luxury travel over the next few years appear stronger. In the longer term the gradual transition of the Baby Boomer generation into retirement over the next 15 years is a major boost ...

October 2015

Activity and Adventure Travel - UK

"Consumers are becoming more active on their holidays. Being outdoors in nature, getting fitter and de-stressing are the leading consumer motivations."

Domestic Tourism - UK

"London continues to shine brightly as the primary UK tourist destination. However, there is still an

Long-haul Holidays - UK

"With as many as four in ten long-haul holidaymakers booking more than five months in advance, this provides a great opportunity for holiday companies to make the most of the relationship with consumers, not just through the booking experience but also in the lead-up to the holiday itself, which allows ...



opportunity for other major UK cities to highlight their holiday appeal to UK residents by putting far more emphasis on the unique cultural touchstones and experiences that each city offers”.

– **Rebecca McGrath, Leisure ...**

September 2015

Airlines - UK

“Judging by the increase in aircraft orders over the past year, airlines are confident about the future of the market. However, they also realise that there will be some intense competition for customer acquisition in the form of price wars and customisable flight experiences. As a result, consumer data and ...

August 2015

Short and City Breaks - UK

“The outlook for the short break market is promising; overall, consumers are planning to take more short breaks in the next 12 months. The top three most popular overseas destinations for short breaks remain France, Spain, and the Netherlands, all of which saw growth. Holidaymakers’ choice of destination is primarily ...

Consumers and the Economic Outlook: Quarterly Update - UK

“The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel’s data shows that more people feel better off compared to ...

July 2015

Holiday Rental Property - UK

“Holiday rentals are performing well in a difficult market, remaining stable in the UK market which is declining overall. Overseas holidays are rising, but consumers are increasing their use of hotels and moving away from the more cost-effective options. There are opportunities to appeal to a new audience and perhaps ...

Business Traveller - UK

“Travel management companies will need to adapt to the fact that business travellers are increasingly taking control of their trips, arranging and booking themselves on many of the wide array of smartphone apps available. In addition, companies are sending more of their employees on business trips. However, they are travelling ...

Baby Boomers Travel - UK

“Baby Boomers have lived through all of the key changes that have taken place within the travel industry over the past few decades, through the early years and development of the package holiday industry, the birth



of backpacking, the emergence of low cost air travel, online booking and the growth ...

June 2015

Loyalty and Trust in Travel Markets - UK

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

May 2015

The Customer Journey in Travel - UK

Domestic UK holidays have fallen 7% over the last five years and this is expected to descend further. Over the next five years, Mintel expects a continued rise in overseas holidays coupled with a dip in domestic trips. Outbound trips are forecast to rise by around 3% in 2015 and ...

Holiday Car Hire - UK

The holiday hire car market is forecast to grow steadily, supported by a strong holiday market, a resilient Pound against the euro and low petrol prices. There are a number of opportunities for car hire companies to engage with younger consumers particularly for shorter hire terms and alternative fuel cars ...

April 2015

Package vs Independent Holidays - UK

The overseas holiday market has a positive outlook for 2015 and beyond. Package holiday volumes are rising at a higher rate than independent holidays. Consumer confidence improvements will see increases in the value of holidays, however habits developed during the recession to save costs continue to be part of the ...

Winter Holidays Abroad - UK

“The ageing of the population and the growing importance of affluent Baby Boomers to the travel market are strong plus-factors for winter holidays abroad in the coming years. Holidays with a ‘soft wellness’ angle (ie ‘winter tonic’ breaks with the emphasis on general wellbeing and revitalisation), as well as more ...

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“Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...



March 2015

Holiday Review - UK

“Active professionals looking for adventure holidays and city breaks, affluent families seeking to take advantage of likely fare reductions and APD tax rate cuts on long-haul trips, and over-55s buying cruises, upmarket escorted tours and cultural/historical trips are likely to be among the most lucrative travel markets in the ...

February 2015

The Premium vs Budget Traveller - UK

“A falling oil price and strong Pound should generate freer spending on short-haul holidays in general. These factors are also likely to act as a further incentive for ‘mix and match’ or ‘hybrid’ travel behaviour – travellers who seek to economise as much as possible on the transport component of ...

Consumers and the Economic Outlook: Quarterly Update - UK

“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

January 2015

Beach Holidays - UK

“Creating and packaging high contrast ‘beach-plus’ combination holidays such as ‘beach plus activity break’ could help to reinvigorate the short-haul beach market and help destinations with a ‘bucket and spade’ image to diversify their tourism offering.”

– **John Worthington, Senior Analyst**