



September 2016

Long-haul Holidays - UK

“Despite a rise in volume in 2015, long-haul destinations lost market share to short-haul destinations. In 2016, long-haul faces even stiffer competition from short-haul. Following the Brexit result and the resultant drop in value of the Pound, many consumers will opt for relatively cheaper destinations within Europe. However, oil is ...

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

August 2016

Airlines - UK

“2015 was a fantastic year for trips abroad, both in the holiday and business markets. Growth continued in the first half of 2016, however, the UK’s leave vote in the EU referendum and the resultant drop in value of the pound has cast doubt on performance in the second part ...

July 2016

Short and City Breaks - UK

“There was strong growth in the short breaks market in 2015 and the first half of 2016, especially in the overseas segment. However, following the Brexit result, further rapid growth is in doubt. Despite uncertainty, there is still an opportunity to promote domestic trips, as well as promoting cheaper European ...

Business Traveller - UK

“Brands – whether travel management companies or direct suppliers – need to increasingly respond to the personalised needs and preferences of business travellers, particularly the travel-literate and tech-savvy Millennial generation who are the core business travel demographic.”

– **John Worthington, Senior Analyst**