



## September 2014

### Domestic Tourism - UK

“The ‘little and often’ short break trend can be developed into the idea of ‘portfolio holidays’ in which consumers can be encouraged to create a rich diversity of leisure experiences (eg R&R/active/learning etc) appropriate to their multi-faceted identities and interests, including a mix of overseas/domestic trips. Travel ...

### Airlines - UK

“The convergence of budget and full-service airlines has continued, with full-service airlines further unbundling fares to compete on top-line prices and low-cost airlines entering the long-haul market. Going forward, the development and efficient targeting of ancillary services will be a key driver in maintaining profitability for all airlines”.

- Rebecca McGrath ...

### Short/City Breaks - UK

“Access to a wealth of digital resources while traveling could see holidaymakers do less research before leaving the UK and instead turn to discovery and impulse-based decisions while travelling. This provides brands with a largely new channel for targeting and engaging with holidaymakers.”

- Harry Segal, Technology & Travel ...

## August 2014

### Business Traveller - UK

“Services such as Rocketrip that incentivise employees to hunt for deals and spend under budget are set to accelerate the shift towards self-booking and provide a significant threat to the continued relevance and appeal of travel management companies.”

- Harry Segal, Technology & Travel Analyst

## July 2014

### Rail Travel - UK

“Fast growing tablet ownership, in connection with emerging superfast Wi-Fi, offers opportunities to provide bespoke online entertainment packages to travellers, for example by partnering with content providers such as Netflix, Spotify Premium, tablet magazine/newspaper publishers and e-booksellers.”

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

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...