



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**