



January 2017

Visitor Attractions - UK

“Visitor attraction numbers should continue on their growth path towards 2021. People are looking to escape the political and economic uncertainty that dominates the news at the moment. This means that they will be looking for forms of escapism close to home. The fall in value of the pound makes ...

December 2016

Travel Agents - UK

“The main selling point in a world of increasing automation will become human expertise (or innovative combinations of the technological and the human). For travel shops this is likely to mean increasing specialisation of knowledge and personalisation of product in order to offer customers something not easily replicated online in ...

Luxury Travel - UK

“While high-net-worth individuals should have the means to cope with any negative economic effects caused by Brexit, a sizeable proportion of luxury travellers are actually more concerned with Brexit than the average holidaymaker population. One way to encourage bookings in the next year could be a more flexible range of ...

November 2016

Hotels - UK

“The growing likelihood of rising inflation in the coming months could impact on how much UK consumers are willing to spend on their short break habit. There may well be an accelerated ‘flight to value’ which is likely to increase still further growing the market share of the rapidly expanding ...

October 2016

Cruises - UK

“Increased capacity meant the cruise market enjoyed excellent growth in 2015. Capacity will expand even further over the next few years meaning travel brands have a great opportunity to target affluent ABs and older consumers who make up the bulk of cruisers.”

– Fergal McGivney, Travel Analyst

Domestic Tourism - UK

“A resurgence of overseas travel continues to be the main threat but a weak Pound, economic uncertainty over Brexit and concerns over safety in some destinations abroad are all likely to help the domestic market in the coming months.”

– John Worthington, Senior Analyst

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

June 2016

Holiday Rental Property - UK

“The holiday rental property corporate landscape saw further change during 2015 and into 2016 as major industry players jockeyed for position. The scramble for scale among these companies is not unconnected with the continued surge in usage of industry disrupter Airbnb. The company now offers substantially more rental properties around ...

Holiday Car Hire - UK

“This mature market is dominated by a relatively small number of well established companies with little apparent brand differentiation, and could benefit from an injection of competition and excitement generated by a new disruptive business model – an ‘Airbnb of car hire’ perhaps.”

May 2016

Winter Holidays Abroad - UK

Package vs Independent Holidays - UK



“Geopolitical instability and terrorism has transformed the winter holiday landscape, with western Mediterranean resorts once seen as safe and unadventurous coming back into fashion, a situation that is unlikely to change in the short to medium term. Additionally, consumers’ increasing desire for authentic experiences has resulted in growing numbers of ...

“Package providers must adapt to growing consumer demands for customisation and personalisation, especially on mobile devices. As new price comparison and aggregator apps continue to come on the market, consumers will become more comfortable doing independent research and booking on their mobile devices. As a result of the choice on ...

Consumers and the Economic Outlook: Quarterly Update - UK

Camping and Caravanning - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

“Camping and caravanning is gradually repositioning itself. Rather than just being the default option for those looking for an affordable way of holidaying, it is starting to be seen as an activity which offers people a high standard and wide choice of accommodation, while at the same time allowing them ...

March 2016

Family Holidays - UK

“In an age of fast-paced family life, ‘relay parenting’ and constant juggling of roles and responsibilities, where many households find it hard to find time even to sit down and eat together, holiday brands can position themselves as helping to provide precious spaces and opportunities for families to re-connect.”

February 2016

Beach Holidays - UK

“Many consumers are expected to avoid North African and Turkish coastal resorts due to recent terrorist attacks and political unrest in the region. This will lead to high demand for Spanish and Portuguese resorts. Beaches will likely be crowded, so this gives travel brands the opportunity to market more secluded ...

Holidays to France - UK

“Proximity, convenience and transport choices remain huge natural advantages but well-travelled Brits need to be reminded that France can offer an unusual and highly idiosyncratic destination – an experience of ‘foreignness’ – right on Britain’s doorstep, without having to go very far.”

January 2016

Holiday Review - UK

“The outlook for the overseas holiday market in 2016 is positive due to rising consumer confidence, the strong Pound, low unemployment and falling airfares resulting from cheap oil. Along with the longer beach holiday,



supplementary city breaks should be popular especially among the under-35s.”

January 1970

The Holiday Planning and Booking Process - UK

”Mobile bookings are on the increase. More holidaymakers feel comfortable using their smartphone due to larger screen sizes and travel brands improving their app and mobile web functionality. Over time, both the smartphone and the smart TV should play a greater role in the holiday planning and booking process, making ...