



December 2018

The Premium vs Budget Traveller - UK

“Holidaying remains high on Brits’ to do list. However, economic uncertainties are having an impact on their holiday behaviour, as well as their intentions for the coming year. All-inclusive holidays, staycations and destinations with a favourable exchange rate are more likely to be considered.”

– Marloes de Vries, Travel ...

Camping and Caravans - UK

“Upmarket options are enabling the market to make greater inroads into more affluent demographics. However, camping and caravanning has one of the broadest social appeals of all holiday types, and affordability and accessibility for those with tighter household budgets need to remain core elements in the future.”

November 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

Visitor Attractions - UK

“A long, hot summer gave welcome impetus to the UK visitor attractions market in 2018, but it is the economic climate that remains the strongest determinant of the sector’s size and shape, particularly through its influence on consumers’ holiday choices.”

Hotels - UK

“There is relatively little new product development in the mid-market tier where brands tend to be weaker and less differentiated, and risk being squeezed between the more dynamic economy and upscale sectors. However, demand for mid-market hotels remains strong and many consumers are willing to pay ‘a bit extra’ for ...

Luxury Travel - UK

“With more brands entering the luxury travel market, it becomes even more important for luxury travel brands to claim their position, differentiate from their competitors and increase brand loyalty. Offering flexibility, personal advice and good deals is key to achieving this.

October 2018

Domestic Tourism - UK

“UK holidays appear better protected than holidays abroad from the economic risks and potential travel problems of Brexit.”

Solo Holidays - UK

“Independent solo travellers are freedom-lovers who feel most at home in cities. Brands can attract this self-reliant tribe by providing services, creating spaces and utilising technology to inform, reassure and connect solo travellers to each other and to local residents.”

Long-haul vs Short-haul Holidays - UK



“More people are choosing to take multiple short breaks rather than one long holiday. As a result the outlook for the short-haul market is more positive than the long-haul sector, which is set to decline for the first time since 2012.”