



## September 2013

### Domestic Tourism - UK

“The holiday industry is increasingly polarising between holiday haves and have-nots. Holiday brands with a clear ABC1 bias – eg Center Parcs (the ‘middle class Butlins’), Hoseasons premium lodge brands or hotels catering for the city break phenomenon – have been performing well. Many of the have-nots may not be ...

### Short/City Breaks - UK

“The advent of social reviews demands that brands react by launching innovative ventures such as those that seek to court influential social media users. Attracting influential social reviewers and offering tangible incentives for promoting or endorsing brands on social networks is set to become increasingly necessary as the social review ...

## August 2013

### Business Traveller - UK

“There is scope for airlines to better attract business travellers by offering more optional, business-focused extras on top of standard or economy class tickets, thereby circumventing inflated APD charges for premium classes. While low-cost airlines often charge extra for allocated seating or additional legroom, there is scope to offer power ...

## July 2013

### Short-haul Holidays - UK

“Allegations launched by the European Commission into Eurotunnel levying excessively high track access charges could also see passenger ticket prices fall – Eurostar currently pays Eurotunnel as much as £19 per passenger. The increased competition offered by Deutsche Bahn’s entry into the market could also serve to reduce cross-Channel ticket ...

### Airlines - UK

“Significant volume growth is unlikely in the key UK outbound leisure travel segment until there is a sustained revival in consumer confidence and growth in household income. Even then growth rates are likely to be modest compared with the pre-recessionary boom years. In the domestic market, outside of the dominant ...