



July 2022

Holiday Rental Property - UK

“After being hit hard by the COVID-19 outbreak, the UK holiday rental property market rebounded strongly in 2021 and is set for another solid year in 2022. The reopening of overseas travel for UK residents means that growth in domestic holiday rental stays is unlikely to be as strong ...

Holiday Centres and Parks - UK

“In a competitive market, with relatively low brand differentiation (outside of the leading holiday centre brands Butlin’s and Center Parcs), catering for rising visitor expectations in terms of accommodation, facilities and experiences has become vital for success.”

– **John Worthington, Senior Analyst**

Travel Hub Foodservice - UK

“Having endured an extremely challenging couple of years, UK travel hubs must now contend with the cost-of-living crisis. The threat of commuters seeking cheaper alternatives is driving travel hub foodservices to play on price, but high overheads make this unsustainable.

Providing good value is not always about being the cheapest ...

May 2022

Holidays by Rail - UK

“Consumer interest in overseas rail travel is rising, but growth has been inhibited in the past by lack of product supply. Plans by Spanish rail operator, Renfe, to launch services via the Channel Tunnel could create new competition in the market. A growing number of tour operators are developing rail ...

April 2022

Sustainability in Travel - UK

“As brands compete closely on price, product and ease of booking, an ethical reputation can be a key point of differentiation. The ‘next normal’ will see consumers demand an increased standard of sustainability transparency, where travel companies are expected to provide information proving exactly how they are working towards climate-positivity ...

Cruises - UK

“Cruises are more reliant on affluent consumers, who are in a better position to make up for missed travel opportunities. However, the rising cost of living means cruise lines will require more effort to convert interest among those not familiar with cruise holidays into bookings. Showing its higher-value experience is ...

Consumers and the Economic Outlook Q1 - UK



“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

March 2022

Holiday Activities and Experiences Abroad - UK

“COVID-19 has spurred interest in small, locally-led holiday activities and experiences. Travel companies should cater to demand for intimate experiences that allow consumers to feel as if they are discovering the real, authentic side of a destination. This could be done through connecting them with local people and informing them ...

Holiday Review - UK

“For many people holidays offer them the chance to escape (the stresses of) day-to-day life – a feeling that has been intensified by lockdowns and other restrictions. Fuelled by the pandemic, consumers show a greater interest in wellness and adventurous activities and as such, brands should expand their offering in ...

February 2022

Touring and Adventure Holidays - UK

“The touring and adventure market will likely recover at a slower pace than the overall holiday market as some travellers remain cautious about participating in group touring holidays. Despite consumer caution, COVID-19 has created opportunities in the touring and adventure market to increase the average spend per trip as consumers ...

Hotels - UK

“COVID-19 has boosted demand for holiday rental properties and camping holidays, while suppressing demand for business travel. As such, hotels are challenged to strengthen their position in the market such as through introducing more concepts which bring together the uniqueness and self-catering aspect of holiday rentals with the facilities and ...

January 2022

Camping and Caravanning - UK

“A new wave of corporate activity in UK holiday parks reflects optimism that the staycation trend is here to stay, and will lead to further investment in accommodation and family-focused experiences. Camping and caravanning abroad will benefit from the rise in consumer interest in active outdoor holidays and campervan touring ...

Upcoming Reports

Physical Activity Holidays - UK - 2022

Hotels - UK - 2022



Visitor Attractions - UK - 2022

Luxury Travel - UK - 2022

Short-haul Holidays - UK - 2022

The Over-55 Traveller - UK - 2022

**Package vs Independent Holidays
- UK - 2022**

Domestic Tourism - UK - 2022

Airlines - UK - 2022

**COVID-19 and Travel: Emerging
from the Pandemic - UK - 2022**

**Holiday Planning and Booking
Process - UK - 2022**