



## December 2015

### Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

### Visitor Attractions - UK

"Britain is developing an event-driven culture where high-profile, time-limited and heavily marketed blockbuster exhibitions and must-see attractions play an increasingly important role, and digital media contributes to a sense of FOMO (Fear Of Missing Out) as a key driver of visitor behaviour."

– John Worthington, Senior Analyst

### Travel Agents - UK

"The introduction of virtual reality headsets should be a perfect addition to the increasingly common concept store format. Virtual reality has the potential to really excite holidaymakers, bringing online-only bookers back into stores in order to get an exclusive taste of potential holidays."

## November 2015

### Hotels - UK

"The hotel market is less commoditised than the airline industry which means that hoteliers have an easier time coaxing guests to buy into a more personalised experience. The key to this personalisation will be the acquisition of customer data; however, most guests are extremely wary of their online security, especially ...

### Luxury Travel - UK

"With the recovery in holidays abroad rapidly gaining pace and being led by more affluent households, prospects for luxury travel over the next few years appear stronger. In the longer term the gradual transition of the Baby Boomer generation into retirement over the next 15 years is a major boost ...

## October 2015

### Activity and Adventure Travel - UK

"Consumers are becoming more active on their holidays. Being outdoors in nature, getting fitter and de-stressing are the leading consumer motivations."

### Domestic Tourism - UK

"London continues to shine brightly as the primary UK tourist destination. However, there is still an

### Long-haul Holidays - UK

"With as many as four in ten long-haul holidaymakers booking more than five months in advance, this provides a great opportunity for holiday companies to make the most of the relationship with consumers, not just through the booking experience but also in the lead-up to the holiday itself, which allows ...



opportunity for other major UK cities to highlight their holiday appeal to UK residents by putting far more emphasis on the unique cultural touchstones and experiences that each city offers”.

– **Rebecca McGrath, Leisure ...**