



## December 2013

### Visitor Attractions - UK

“Multi-user touch tables and touch screens are increasingly being used by attractions to increase engagement now that consumers have become familiar with the concept of manipulating content on a touch screen to zoom in, zoom out or move it around.”

### Travel Agents - UK

“As the advent of concept stores shifts the role of stores towards offering an inviting experience rather than just facilitating transactions, travel agents need to avoid declaring a given store a success or failure based on in-store sales. The maintenance of a loss-making, but high-footfall store should instead be viewed ...

## November 2013

### Holiday Planning and Booking Process - UK

“Booking times have been getting increasingly shorter in recent years. This process has been accelerated by the economic downturn, subdued household income and the rising cost of living, as financial uncertainties have forced more consumers to adopt a wait and see approach. However, there is also a deeper trend at ...

### Inbound Tourism - UK

“Making tourists aware of lower food, drink and accommodation costs offered by many regional destinations in comparison to London would go some way to negating the high costs of domestic travel, and European tourists could also enjoy the lower take-off and landing fees offered by regional airports compared to Heathrow ...

## October 2013

### Hotels - UK

“Hotels increasingly live and die by online customer review and those who succeed will need a high-definition, bang-up-to-date offering: price-led, quirky/trendy, luxury or celebrity-endorsed glamour/glitz. Peer-to-peer rental alternatives like Airbnb are a growing and potentially major threat in many cities both in the UK and worldwide. Hotels without ...

### Cruises - UK

“In a broader holiday market dominated by comparison websites and dictated by value for money, cruising is an industry where first impressions really do count. Mintel’s finding that roughly a third of sea cruisers are not interested in taking another suggests that the industry has a long way to go ...