



## 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 ...

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### 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 ...