



## March 2014

### Coach Holidays - UK

“By positioning themselves as ‘premium escorted tours’, offering exotic or unusual itineraries abroad and a broader, deeper destination experience, coach holidays stand the best chance of appealing to affluent, travel-hungry Boomers.”

### Long-haul Holidays - UK

“Full-service airlines will ultimately be forced to react to compete by launching their own no-frills fares, as a number such as BA and Air France have already done in the short-haul market, or in emulating the bundled fare options offered by American Airlines. Such a move would allow full-service airlines ...

## February 2014

### Holiday Rental Property - UK

“Further growth of specialist online intermediary rental companies and the increasing presence in the market of the established OTAs (Online Travel Agents) should help to feed growing demand. There is also a huge untapped supply of unused rental accommodation in the second homes market, because owners are unwilling or unable ...

### Package vs Independent Holidays - UK

“Package brands generally have a lot of buying power and are able to offer significant discounts against topline prices, should the need arise. However, such negotiations are largely impossible online, and consumers might be unwilling to pick up the phone or haggle in person. Package brands need to both encourage ...

## January 2014

### Holiday Review - UK

“Demand for financial protection against unforeseen circumstances has been a key driver behind in-store sales, so reforms that grant similar protection to dynamic online bundles will likely accelerate the shift to online. PTD (Package Travel Directive) reform should also see the long-term shift towards independent bookings resume, a trend that ...