



July 2019

Consumers and the Economic Outlook - UK

“The closer we got to the planned Brexit Day, the more worried people became about the impact it’d have on the UK’s economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed about what Brexit will mean for both their own finances

...

June 2019

Holiday Rental Property - UK

“There is a growing demand for accommodation which can combine some of the advantages of holiday rental property (freedom, independence, a home environment or an authentic local feel) with some of the advantages of staying in a hotel (convenience, indulgence, time saving).”

– John Worthington, Senior Analyst

May 2019

Group Holidays and Escorted Tours - UK

“People of all ages, including older generations, are becoming ever more adventurous in their travel ambitions, seeking out the places once seen as the preserve of student backpackers. Escorted tours and group adventure holidays offer a secure, structured, hassle-free and expert-led format for this type of travel.”

– John ...

Holiday Planning and Booking Process - UK

“Consumers are demanding more choice and flexibility, but are at the same time looking for easier ways to make their decisions. As a result, brands will have to prioritise enriching search criteria and personalising their online content to make it easier for travellers to plan and book their ideal holiday ...

April 2019

Special Interest Holidays - UK

“Special interest breaks are in sync with underlying trends towards more active styles of holidaymaking, ‘travel with a purpose’ and a wider consumer agenda of wellness which embraces physical fitness, stress relief and self-improvement.”



– John Worthington, Senior Analyst