



## December 2017

### Travel Agents - UK

“Small independent shops may struggle to compete with the leading chains when it comes to the latest technology, but with Thomas Cook and TUI focusing increasingly on selling their own bespoke holidays, this opens up an opportunity for independent shops to sell a greater diversity of products, and to proactively ...

## November 2017

### Hotels - UK

“The outlook for the UK hotel market looks promising despite uncertain economic times. The constrained incomes of UK consumers will cause some to holiday in the UK rather than abroad. In addition, inbound trips by foreign tourists are increasing as the weak Pound makes the UK cheaper to visit.” ...

### Luxury Travel - UK

“In the longer term, new growth opportunities in the market will come from a new generation of luxury consumers who value unusual experiences above material possessions, and who favour a more informal, less traditional kind of luxury aesthetic.”

### Visitor Attractions - UK

“Visitor attractions continue to benefit from an expanding pool of potential patrons as a weak pound boosts inbound tourism and holidaying at home, while new technologies and venue formats have an important role to play in keeping experiences refreshed.”

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

“Consumers’ spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

## October 2017

### Domestic Tourism - UK

“Brexit has presented opportunities for the domestic market. The latest data suggests that 2017 has been a good year for domestic tourism. Although growth in overseas holidays has remained strong, there is a chance that many consumers will be willing to swap their overseas short breaks for cheaper UK-based ones ...

## September 2017

### Long-haul Holidays - UK

“Budget long-haul fares are becoming economically viable for airlines. Cheap oil and new fuel-efficient



planes like the Boeing 787 Dreamliner and the smaller 737 MAX are increasing margins. Consumers are also more open to a no-frills long-haul service. But long-haul destinations must compete with cheaper places locations closer to home ...

## August 2017

### Airlines - UK

"Airlines have enjoyed strong growth over the past two years. Cheap oil has kept fuel bills down, and the savings enabled airlines to cut fares. However, Brexit is casting a shadow on the industry. There are concerns over the Open Skies Agreement, airline ownership rules and declining consumer disposable income ...

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

"The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

## July 2017

### Business Traveller - UK

"The business travel market is facing uncertain times. The Pound is weak and inflation has risen since the UK voted to leave the EU. Companies will be looking to cut back on unnecessary spending, which opens the door for premium economy options in accommodation and travel. It also opens the ...

### Short and City Breaks - UK

"Travel brands can curate an annual portfolio of regular trips for an emerging tribe of multi-short breakers, offering a mixed programme of holiday types including R&R, hedonistic, activity/adventure and special interest, and a variety of destinations in the UK and abroad."

– John Worthington, Senior Analyst

## June 2017

### Holiday Car Hire - UK

"Consumers still want to go on holiday abroad, evident from reports of strong bookings in the first half of 2017. However, many will be cutting back on expenses because of the weak Pound. This will likely mean that people will cut back on car hires. However, rental brands can encourage ...

### Holiday Rental Property - UK

"There are significant opportunities for the incorporation of value-added products beyond basic bricks-and-mortar accommodation, and better integration of property rental within a more holistic holiday experience – in the shape of extra services within the property as well as activities (provided by professionals or peer-to-peer networks) within the destination itself ...

### Online Travel Aggregators - UK

"The consumer journey in travel is not linear but rather cyclical, with consumers' past experiences feeding through to and influencing their next decisions as well

### Holiday Planning and Booking Process - UK



as those of other consumers. Referral programmes and social media competitions that encourage users to tell their friends about a travel brand can thus help ...

“Partly as a reaction to the post-referendum devaluation of the Pound, there will be a greater demand for apps and websites that help consumers book cheaper holidays and save money. In addition, bookings on smartphones continue to increase as brands develop more mobile friendly websites and payment systems.”

– ...

## May 2017

### Winter Holidays Abroad - UK

“Ski resorts need to be prepared for future winters with late snowfall. There is a market for non-ski snow holidays so operators need to do more to promote the facilities and non-skiing activities available. Avid skiers are likely to wait until later in the season to visit Europe or may ...

## April 2017

### Package vs Independent Holidays - UK

“At the moment, consumer appetite for holidays shows no sign of dampening, despite the weak Pound and reports of economic uncertainty on the horizon. However, holidaymakers will be looking for safety after the collapse of a number of travel companies, as well as ways to make their money go further ...

## March 2017

### Special Interest Holidays - UK

“The ageing of the population, in particular the Baby Boomers, is likely to be a positive growth factor for special interest holidays in the coming years as a travel-hungry generation with relatively high levels of affluence finds more time to explore its hobbies and personal passions.”

– John Worthington ...

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

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

## February 2017

### Beach Holidays - UK

### Holidays to Spain - UK



“It is still unclear how Brexit negotiations will affect the overseas holiday market. However, because beach breaks tend to be longer summer holidays, it is likely that sizeable proportion of consumers will cut back on short city breaks in the low seasons before they forgo their main beach break in ...

“Mintel’s consumer research shows that greater product diversification would not only be in accordance with Spanish tourism’s long-term goals, but would also meet rising demand for the ‘Real Spain’ and generate new, higher margin, commercial opportunities.”

– John Worthington, Senior Analyst

## January 2017

### Holiday Review - UK

“It is still unclear how Brexit negotiations will affect the travel market. However, Mintel’s consumer research finds that a sizeable proportion of holidaymakers say they plan to take more trips in 2017 than they did in 2016. While this is positive news, our research also finds that consumers will adopt ...

## January 1970

### Solo Holidays - UK

“As living arrangements, social norms and lifestyles become increasingly diverse, and both men and women explore avenues for recreation and self-realisation as individuals, as well as members of a couple or family unit, the market for solo short breaks and longer holidays looks likely to expand. At the same time ...