

Holiday Planning and Booking Process - UK - October 2012

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"If current, increasingly erratic, UK weather patterns persist (as many climate experts believe), this may have a growing impact on booking windows in both the overseas and domestic markets, with less long-term planning and more last-minute decisions."

– John Worthington, Senior Analyst

In this report we answer the key questions:

- What are the prospects for mobile holiday planning and booking?
- How important is social media in the holiday planning and booking process?
- What is the significance of Google's move into travel?
- Where can professional intervention from travel professionals make the most difference?
- Does the traditional travel trade have anything to offer younger generations of web-savvy travellers?

The recession has had a huge impact on outbound leisure travel bookings. There were nearly 9 million fewer overseas holidays taken in 2011 than three years earlier. With no growth apparent in 2012, the market remains in the doldrums in the midst of a stagnating economy. Domestic holiday bookings oscillate but continue to benefit from a long-term staycation dynamic.

But the holiday planning and booking process continues to evolve. Just under two thirds of overseas holidaymakers booked all of their last overseas trip online, an 8-percentage point rise from June 2011. Confusion over financial protection appears to be rising, despite government attempts to reform the ATOL system.

This report analyses market trends, consumer preferences and attitudes towards the overseas holiday planning and booking process, investigating the core market factors, key players, products and innovations in the industry, as well as supplying five-year volume and value forecasts for both overseas and domestic holiday bookings.

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