# Package vs Independent Holidays - UK - February 2014

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*"Package brands generally have a lot of buying power and are able to offer significant discounts against topline prices. However, such negotiations are largely impossible online. Package brands need to both encourage that first contact, and also work to digitise the traditional back-and-forth negotiation process."*

– Harry Segal, Research Analyst

## This report looks at the following areas:

- How can package brands better compete against click-through and comparison sites?
- How will PTD reform affect holiday booking methods?
- How can brands better attract DIY enthusiasts?
- What are the prospects for all-inclusive products in 2014?

The long-term shift towards independent bookings stalled during the recession as cash-strapped holidaymakers sacrificed choice in favour of the value for money offered by aggressively priced commodity packaged products. As the UK enters a period of economic recovery, package brands face a range of challenges from increasingly powerful online comparison sites, the advent of no-frills long-haul airfares and changes to legislation that grant a similar level of financial protection to previously unprotected independent products.

This report examines package and independent holidays taken by UK residents, and explores the motivations behind each booking method. The report also provides a five-year volume and value forecast for both package and independent holidays taken abroad, explores the challenges and opportunities that operators will face in 2014 and investigates the core drivers behind changes in the market. The report also looks at consumer experience of and attitudes towards all-inclusive holidays. This subject was last explored in Mintel's Package vs Independent Holidays – UK, February 2013.



DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market