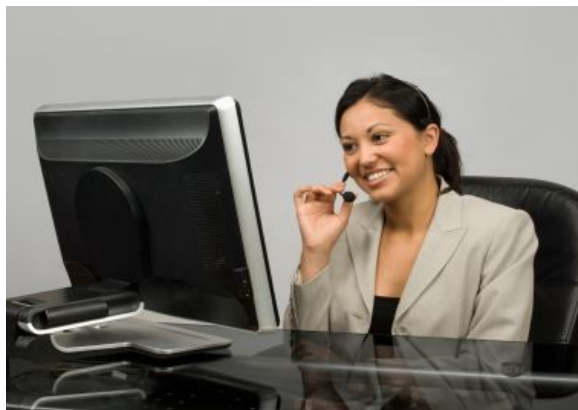


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"The casual, non-committal browsing environment offered by concept stores should prove appealing to consumers, but in-store sales conversion rates will likely take a hit.

However, for larger brands this could be offset by a realigned focus on selling higher-margin products, or by working to boost the sale of travel insurance or foreign currency."

– Harry Segal, Technology & Travel Analyst

This report looks at the following areas:

- Can the rollout of new concept stores save the high street?
- How can agents cater to a better-informed customer?

The bricks-and-mortar travel agent market continues to be impacted by both the increasing dominance of research and booking through digital channels and a significant decline in travel agents' bricks-and-mortar retail estate. Mintel finds that the penetration of visits to travel agent stores has fallen over the past year, and the number of holidays booked in-store fell an estimated 4.5% in 2014.

The widespread store closures of the past two years are over, but many travel agents have set targets of improving their share of online bookings and, of the brands profiled by Mintel in this report, only Flight Centre has a strategy that appears to focus on in-store sales rather than online.

The coming year will see many brands expand their concept store designs across their respective retail portfolios after trials were reportedly successful. However, whether the new stores are able to reverse the decline in high street store visits remains to be seen.

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

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