

## Holiday Planning and Booking Process - UK - May 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“There are growing opportunities for brands around convenience and capturing the ‘full traveller journey’. Consumers require tools that save them research time and cut through the complexity of the online world. They seek trusted one-stop shops, online and offline, where they can make all their arrangements quickly and easily.”

– **John Worthington, Senior Analyst**

This report looks at the following areas:

- Mobile booking reaches a tipping point amongst younger travellers
- Time to charge?
- TV & film opportunities

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### DID YOU KNOW?

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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## The Market – What You Need to Know

- Holidays reached record levels in 2017
- Brexit uncertainty could impact on market growth
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