

Holiday Planning and Booking Process - UK - May 2019

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“Consumers are demanding more choice and flexibility, but are at the same time looking for easier ways to make their decisions. As a result, brands will have to prioritise enriching search criteria and personalising their online content to make it easier for travellers to plan and book their ideal holiday.”

- Marloes de Vries, Travel Analyst

This report looks at the following areas:

- **Voice search: travel brands should get ready to interact with travellers in a new way**
- **Ease of booking a top priority**

While holidaying intentions among Brits remain stable, Brexit and economic uncertainties are bringing unwanted storm clouds over the holiday market. However, the Brexit delay should boost summer holiday bookings, especially to European destinations, given that consumers will be more reluctant to commit to trips later in the year.

Although online bookings dominate the holiday market, travel agents still play an important role in the planning and booking process. One leading aggregator, icelolly.com, has acknowledged this by launching a pilot where local/relevant travel agents are included in search results. However, the share of online bookings is expected to rise as Mintel expects the independently-booked holiday segment to grow at a faster pace than the package holiday segment from 2020 onwards.

Brands are investing in optimising search technology and content personalisation to make it easier for travellers to plan and book their customised holiday. Making holiday bookings as easy as possible should remain among the top priorities for brands as this aspect has a relatively big influence on consumers' choice of holiday provider.

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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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