

Holidays on the Internet - UK - April 2012

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"Online travel-based resources or booking facilities need to offer a dedicated mobile experience in order to ensure that they maintain market share over 2012 and 2013, as browsing from mobile devices becomes more frequent both at home and abroad. Creating an online presence that consumers can return to with reviews and comments post-holiday will ensure long-term patronage and help with a strong, persistent brand identity."

– Samuel Gee, Technology Analyst

In this report we answer the key questions:

- Will hoteliers come to love user-generated content?
- How can UGC-focused sites increase their reach?
- Can social buying services be utilised without dissolving brand value?

With the recession having contributed to continued financial difficulties for a number of bricks-and-mortar travel operators, the internet remains more relevant than ever as an affordable and popular route for consumers to book holidays online. The growing popularity of user content-led review websites has increased the utility of the internet for consumers looking to research holidays online, whilst broadening the ways in which hoteliers and operators can connect directly with their customers.

This report examines the importance of mobile devices to future internet bookings and research, how online travel offerings are using social networks and novel content to attract customers and the inherent difficulties and challenges faced by user content-led websites seeking to build a strong relationship with industry players.

This report looks at internet research, partial or full booking made online and online actions during and after a holiday of one night or more in duration.

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