

Travel Agents - UK - December 2013

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"Travel agents need to avoid declaring a given store a success or failure based on in-store sales. The maintenance of a loss-making, but high-footfall store should instead be viewed as a marketing cost, helping to build brand strength and awareness and boosting sales through other channels."

– Harry Segal, Research Analyst

This report looks at the following areas:

- How will the launch of new concept stores affect the market?
- What will the Package Travel Directive reform mean for bricks-and-mortar travel agents?
- What role will shops play in the evolving multichannel sales model?
- How can sales personnel adapt to meet consumer demands?

The bricks-and-mortar travel agents market continues to be impacted by the shift to online bookings; the penetration of in-store purchases has fallen over the past year. The industry faces a number of challenges over the coming year, including increasing mobile internet penetration and revisions to the Package Travel Directive that grant additional financial protection to dynamic packages such as click-through holiday products bought online.

The advent of high-tech concept stores that emphasise casual browsing provide an opportunity for the bricks-and-mortar industry to remain relevant in the holiday planning and booking process, but travel agents will be challenged to convert high footfall into in-store sales.

This report examines the use of bricks-and-mortar travel agents by UK residents and forecasts how the market will perform over the next five years. It explores the challenges and opportunities that operators will face in the future and investigates the core drivers behind changes in the market. Key innovations in the market are also explored.

The report also examines consumer attitudes towards travel agents, broader attitudes towards researching and booking holidays and also explores what would make travel agents more appealing to UK consumers. This subject was last explored in Mintel's Travel Agents – UK, December 2012 report.

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