

Holiday Planning and Booking Process - UK - November 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The high level of price sensitivity exhibited by mobile bookers, coupled with an unwillingness to invest time in finding the best deals, suggests the growing popularity of mobile will be matched by an increased use of comparison sites such as Skyscanner and Trivago as well as accommodation booking sites such as hotels.com.”
– Harry Segal, Technology & Travel Analyst

This report looks at the following areas:

- How will growth in the mobile channel shape consumer behaviour?
- Personalisation offers opportunities

The UK holiday market is entering a period of sustained growth, as consumer confidence improves and households enjoy a boost in spending power. However, the growing popularity of the mobile channel for both holiday research and booking purposes presents a unique range of opportunities and threats for brands operating in the travel market. Tablet ownership is expected to enjoy a significant jump following Christmas 2014, accelerating the need for companies to react.

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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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Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

Market factors

Package holidays gained market share throughout the recession

Shift to independent bookings is set to resume over the next five years

Domestic market should remain largely flat over the next five years

Tablet ownership has increased to over half of UK adults

Figure 1: Personal smartphone and household tablet ownership, January 2012-June 2014

Tripadvisor.co.uk and booking.com have a clear lead by unique visitors

Figure 2: Top 20 travel websites, by unique visitors (3-month moving average), August 2014

Trivago the highest-spending travel industry advertiser so far in 2014

Figure 3: Top 20 travel companies, by advertising spend, 1 January-14 October 2014

Big two continue to dominate the UK market by passengers licensed

On Holiday Group is the largest failure of the year, but the impact is limited

The consumer

Three quarters of adults have taken a holiday in the last 12 months

Figure 4: Holidays taken in the last 12 months, September 2014

28% of holidaymakers booked a pure package holiday

Figure 5: Booking method used, September 2014

One in 10 started research less than a week before booking

Figure 6: Holiday research lead time, September 2014

High search engine use provides a stage for Google to expand its products

Figure 7: Holiday research sources used, September 2014

A quarter of holidaymakers used a smartphone or tablet for research

Figure 8: Devices used for research, September 2014

14% booked their last holiday using a smartphone or tablet

Figure 9: Devices used for booking, September 2014

People are sceptical of the value offered by travel agent staff

Figure 10: Attitudes towards researching and booking holidays, September 2014

What we think

Issues and Insights

How will growth in the mobile channel shape consumer behaviour?

The facts

The implications

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Personalisation offers opportunities

The facts

The implications

Trend Application

Trend: Influentials

Trend: Life Hacking

Trend: Human

Market Drivers

Key points

Package holidays gained market share throughout the recession

Figure 11: Forecast volume of UK overseas package holidays, 2008-18

Shift to independent bookings set to resume over the next five years

Figure 12: Forecast volume of UK overseas independent holidays, 2008-18

Domestic market should remain largely flat over the next five years

Figure 13: Forecast volume of domestic holidays, 2019-19

Tablet ownership reaches over half of UK adults

Figure 14: Personal smartphone and household tablet ownership, January 2012-June 2014

Tripadvisor.co.uk and booking.com have a clear lead by unique visitors

Figure 15: Top 20 travel websites, by unique visitors (3-month moving average), August 2014

Trivago the highest-spending advertiser so far in 2014

Figure 16: Top 20 travel companies, by advertising spend, 1 January-14 October 2014

Big two continue to dominate the UK market by passengers licensed

Figure 17: Top 20 UK travel companies, ranked by ATOL passenger licences, October 2014

On Holiday Group the largest failure of the year, but impact is limited

Figure 18: ATOL tour operator failures/closures in the UK, 1 January-20 October 2014

Who's Innovating?

Key points

ebookers launches Bonus+ mobile-centric rewards programme

TripAdvisor launches personalised search results

Monarch Airlines adds 'share' button to boost social conversation

Expedia launches a new tablet app with a combined single search feature

Thomas Cook trials virtual reality content in-store

The Consumer – Holidays Taken

Key points

Three quarters of adults have taken a holiday in the last 12 months

Figure 19: Holidays taken in the last 12 months, September 2014

Financial barrier for overseas holidays is set to fall

The Consumer – Booking Method

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Key points

Three in 10 holidaymakers booked a pure package holiday...

Figure 20: Booking method used, September 2014

...rising to four in 10 overseas holidaymakers

Figure 21: Booking method used, by holidays taken in the last 12 months, September 2014

Over-65s and the retired are the most likely to have booked a package

The Consumer – Research Lead Time

Key points

One in 10 holidaymakers started research less than a week before booking

Figure 22: Holiday research lead time, September 2014

Research viewed by some as an enjoyable part of the experience

Mobile growth could see the length of time spent doing research fall

People start research further in advance for overseas holidays

Figure 23: Holiday research lead time, by holidays taken in the last 12 months, September 2014

The Consumer – Research Sources Used

Key points

High search engine use provides a stage for Google to expand

Figure 24: Holiday research sources used, September 2014

Overseas holidaymakers twice as likely to use a comparison site

Figure 25: Holiday research sources used, by holidays taken in the last 12 months, September 2014

Silver surfers' digital research habits are catching up

Human interaction remains key to package holiday bookings

Package brands need to nurture a viral recommendations culture

Websites should integrate reviews to keep visitors from navigating away

Impulse buyers are less likely to shop around

The Consumer – Devices Used for Research

Key points

A quarter of holidaymakers used a smartphone or tablet for research

Figure 26: Devices used for research, September 2014

Mobile use is highest among under-35s, students and urbanites

People who do less research are twice as likely to research on mobile

Brands need to facilitate seamless research across devices

The Consumer – Devices Used for Booking

Key points

Smartphones or tablets used for last booking by 14%

Figure 27: Devices used for booking, September 2014

Domestic holidaymakers are more likely to have booked via mobile

Figure 28: Devices used for booking, by holidays taken in the last 12 months, September 2014

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Under-35s are the most likely to book via mobile
In-store sales conversion rates remain high
Brands can leverage mobile to boost impulse purchases and upgrades
Mobile bookers are more socially engaged with brands

The Consumer – Attitudes towards Researching and Booking Holidays

Key points

Some scepticism over the value offered by travel agent staff

Figure 29: Attitudes towards researching and booking holidays, September 2014

Overseas holidaymakers more likely to find price matching appealing

Figure 30: Attitudes towards researching and booking holidays, by holidays taken in the last 12 months, September 2014

There is demand for a service that aids discovery and decision-making

Mobile bookers more price-driven, but don't want to invest time

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