

The Customer Journey in Travel - UK - May 2015

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Domestic UK holidays have fallen 7% over the last five years and this is expected to descend further. Over the next five years, Mintel expects a continued rise in overseas holidays coupled with a dip in domestic trips. Outbound trips are forecast to rise by around 3% in 2015 and should continue to rise steadily.

This report looks at the following areas:

- Offering more multi-functional services for the customer journey
- Smartphones show untapped potential for the customer journey
- Bricks and mortar travel agents must reach out and embrace technology

Over half of travellers said their journey started on a laptop or desktop. Slightly more than 10% began on a tablet, followed by a further 10% who started off by asking a friend or family member for advice. Despite smartphones' near ubiquity, they are not popular holiday research tools – around 5% said that a smartphone was their first port of call for researching, and just over 10% overall use one in the research process.

With the continued use of search engines as the main port of call for travel research, search engine optimisation (SEO) is key for any business looking to generate traffic to their website. This will be crucial in building brand awareness among Millennials, especially for travel companies' own websites and price comparison sites which are mostly favoured by the older generations.

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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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