

## Package vs Independent Holidays - UK - May 2016

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“Package providers must adapt to growing consumer demands for customisation and personalisation, especially on mobile devices. As new price comparison and aggregator apps continue to come on the market, consumers will become more comfortable doing independent research and booking. Package providers should implement a more flexible booking model.”  
-Fergal McGivney, Travel and Technology Analyst

### This report looks at the following areas:

- Pure package providers must adapt to the growing demand for city breaks
- Using technology to get consumers excited
- Consumers have concerns about accommodation quality when booking packages

Independent bookings dominate the holiday market, but package bookings are still going strong in 2016. However, while pent-up demand for holidays overseas is finally being released, consumers are still somewhat cautious. The means that there is still demand for aggressively priced package holidays offering security and staggered payment models.

However, going towards 2020, it is likely that consumers will move towards independent and dynamic bookings due to increasing consumer confidence, increased financial protection when booking from separate providers and new independent booking platforms coming to market.

Pure package providers should look to make package bookings a more customisable and creative process. Brands must now compete on experiences as well as price to gain a competitive advantage. As long as the booking process is clutter-free and functional, package providers can experiment with customisation and personalisation, mobile and smart TV apps, interactive YouTube videos and even virtual reality technology.

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### DID YOU KNOW?

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

### Overview

What you need to know

Scope of the Report

### Executive Summary

The market

Independent bookings to grow faster than packages

Figure 1: Forecast volume of overseas independent holidays taken by UK residents, 2010-20

Figure 2: Forecast volume of overseas package holidays taken by UK residents, 2010-20

The consumer

Make traditional package bookings more flexible

Figure 3: Booking types in the last 12 months, February 2016

Cheap packages can drive bookings to alternative destinations

Figure 4: Holiday behaviours, February 2016

Package bookers spend nearly twice as much as independent bookers

Figure 5: Holiday booking type, by holiday spending (mean and median), February 2016

Many consumers have concerns about the quality of accommodation when booking packages

Figure 6: Package and independent holiday attitudes, February 2016

Over half of holidaymakers have booked or are open to booking a package

Figure 7: Package holiday plans for the next year, February 2016

What we think

### Issues and Insights

Pure package providers must adapt to the growing demand for city breaks

The facts

The implications

Using technology to get consumers excited

The facts

The implications

Consumers have concerns about accommodation quality when booking packages

The facts

The implications

### The Market – What You Need to Know

Consumer confidence is on a two-track course of recovery

Volume and value for independent bookings to increase at a faster rate than for packages

Low oil price could contribute to an increase in independent bookings

UK travellers could lose some travel benefits if Brexit goes ahead

Cuts to Air Passenger Duty should make long-haul package trips more attractive

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## Market Size and Forecast

Package bookings buoyed by savvy spending...

...but independent booking methods likely to grow at a faster rate

Figure 8: Forecast of UK overseas volume, package and independent holidays, 2010-20

Figure 9: Forecast of UK overseas value\*, package and independent holidays, 2010-20

Figure 10: Forecast volume of UK overseas independent holidays, 2010-20

Figure 11: Forecast volume of UK overseas package holidays, 2010-20

Figure 12: Forecast value of UK overseas independent holidays, 2010-20

Figure 13: Forecast value of UK overseas package holidays, 2010-20

## Segment Performance

Independent bookings via air likely to grow at the expense of packages

Figure 14: Package vs independent overseas holidays, by transport method, 2010-15

Top 20 countries

Figure 15: Top 15 countries, independent versus package, January-September 2015

Figure 16: Package holidays, by volume, Q1-Q3 2014 versus Q1-Q3 2015

## Market Drivers

Consumers returning overseas

Figure 17: Overseas holiday market volume and value\*, 2010-20

Figure 18: Total package and independent holiday volume, 2010-20

Figure 19: Total package and independent holiday value, 2010-20

Some economic uncertainty lies ahead in 2016...

...but consumer sentiment is cautiously optimistic

Figure 20: Consumers' financial situation, January 2009-January 2016

New Package Travel Directive

Winter months a key time for a call to action

Figure 21: Percentage of consumers who plan to book a holiday in the next three months, by month, January 2015-January 2016

APD cuts should have a positive effect on long-haul package trips

Figure 22: Air Passenger Duty (APD) rates, April 2012-April 2016\*

2016's cheapest destinations can help encourage more package bookings

Figure 23: Post Office Worldwide Cost Barometer 2016\*

Low oil price should lead to lower airfares for some destinations

Figure 24: Brent Crude Spot Oil Price (US\$ per barrel), March 2011-March 2016

## Key Players – What You Need to Know

TUI increases its ATOL-licensed passengers

On the Beach aims to generate over £90 million through its IPO

Wherefor allows users to book a dynamic package holiday based on their budget

Google moving into the online travel booking space

Thomson and First Choice launch smart TV apps

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## Market Share

TUI increases its ATOL-licensed passengers

Figure 25: Passengers licensed under ATOL protection, by top 10 ATOL holders, 2011-16

## Launch Activity and Innovation

Wherefor's budget before destination dynamic model could take hold

Figure 26: Wherefor website screen shot, April 2013

Google develops 'Book on Google' feature for hotels

Google launches Destinations for its mobile search app

Figure 27: Google Destinations, March 2016

Smart TV apps and the booking process

Figure 28: Airbnb's Apple TV app

Figure 29: Thomson's smart TV app, April 2015

Travel brands using virtual reality and 360-degree YouTube videos

Predictive flight booker Hopper raises \$16 (£11.2) million in funding

Figure 30: Price predicting smartphone app Hopper

Expedia now enables communication between guest and hotel

Live chat with KLM Royal Dutch Airlines via Facebook Messenger

Figure 31: KLM Royal Dutch Airways in the Facebook Messenger app

## The Consumer – What You Need to Know

Package providers should provide more flexibility

Alternative destinations are attractive for the right price

Pure package providers must adapt to the growing trend for city breaks

Package bookers spend twice as much as independent bookers

Consumers need to be reassured about the quality of accommodation

## Package vs Independent Profile

Make package bookings more flexible to encourage independent bookers

Figure 32: Booking types in the last 12 months, February 2016

Over-55s the most likely to have booked a pure package

Figure 33: Booking types of main holiday in the last 12 months, by age, February 2015

Affluent holidaymakers keen on packages

Figure 34: Booking types in the last 12 months, by household income, February 2015

Less affluent consumers tend to holiday at home

Figure 35: Booking types in the last 12 months, by financial situation, February 2015

The decline of the staycation presents more opportunities for package providers

Figure 36: Holiday destinations visited in the past 12 months, by booking type, February 2016

## Holiday Behaviours

Price a strong influencer on destination choice

Parents want to take their kids on holidays outside of term time

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Affluent holidaymakers most likely to be influenced by favourable market drivers

Figure 37: Holiday behaviours, February 2016

## Holiday Types and Package Holidays

Families are key for beach packages

City breaks on the rise; pure package providers must allow customisation

Developing a customisable dynamic booking model

Figure 38: Holiday types taken over the last 12 months, by booking type, February 2016

## Holiday Spending – Package versus Independent

An overview of holiday spending

Figure 39: Holiday spending (ranges), February 2016

Figure 40: Average holiday spend, February 2016

Package bookers are lucrative targets

Figure 41: Holiday booking type, by holiday spending (mean and median), February 2016

Figure 42: Holiday booking type, by holiday spending (ranges), February 2016

Rewarding consumer desire for more holidays to build loyalty

## Package and Independent Holiday Attitudes

Parents and beach-goers view packages as the cheaper option

Consumers wary about the quality of accommodation

Gamify the experience for concerned parents who enjoy the booking process

Figure 43: Package and independent holiday attitudes (1), February 2016

Experience is all; shifting to a more dynamic model

Figure 44: Package and independent holiday attitudes (2), February 2016

## Package Holiday Plans

Package plans for 2016

Figure 45: Package holiday plans for the next year, February 2016

Millennials most likely to book packages

Figure 46: Package holiday plans for the next year, by age, February 2016

## CHAID Analysis

Methodology

Collaboration between friends and family could be made possible via messaging apps

Figure 47: Target groups based on attitudes towards package and independent holidays – CHAID – Tree output, February 2016

Figure 48: Target groups based on attitudes towards package and independent holidays – CHAID – Table output, February 2016

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Travel and tourism definitions

Fan chart forecast

Figure 49: Best- and worst-case forecast of UK overseas independent holiday volume, 2015-20

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Figure 50: Best- and worst-case forecast of UK overseas package holiday volume, 2015-20

Figure 51: Best- and worst-case forecast of UK overseas independent holiday value, 2015-20

Figure 52: Best- and worst-case forecast of UK overseas package holiday value, 2015-20

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