

The Holiday Planning and Booking Process - UK - June 2016

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"Mobile bookings are on the increase. More holidaymakers feel comfortable using their smartphone due to larger screen sizes and travel brands improving their app and mobile web functionality. Over time, both the smartphone and the smart TV should play a greater role in the holiday planning and booking process, making it a more mobile and social experience."

Fergal McGivney, Travel Analyst

This report looks at the following areas:

- Increasing mobile use in the research process
- Mobile bookings are on an upward trend
- Using immersive video in the research process
- Smart TV apps proving relatively popular at this early stage

Consumers are feeling relatively confident despite political unrest, terrorist attacks and air traffic controller strikes overseas. Both domestic and overseas holidays grew in 2015, and low airfares should lead to a good year going forward.

As expected, most holiday research and booking is done online (64%). Some 23% of holidaymakers carry out travel research on a mobile – ie a smartphone or tablet. Overall, research on mobiles is skewed in favour of those who took a short break (one to three nights); some 27% used a mobile device to research their holiday compared to 22% of those who went on a long holiday (four or more nights).

Holiday bookings on smartphones have also increased, rising 3 percentage points from 5% to 8% between March 2015 and April 2016. Overall, mobile bookings (ie those done on a smartphone or a tablet) rose 3 percentage points from 13% to 16% in the same time period.

Over the next few years, smartphone bookings should grow. Mintel data shows that some 17% of 16-34s booked their last holiday on a smartphone compared to an 8% average. Smartphone bookings are practically non-existent among over-45s – just 1% booked their last holiday on one. In addition, research and booking on internet-enabled smart TVs should increase as more brands release TV apps.

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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

Overseas market growing at pace

Figure 1: Forecast of overseas holiday market volume, 2010-20

Domestic market rebounds in 2015

Figure 2: Forecast of domestic holiday market volume, 2010-20

The Consumer

Nearly a quarter of travellers do holiday research using a mobile

Figure 3: Research sources used, April 2016^

Google remarketing tools can help reach holidaymakers

Figure 4: Online research sources, April 2016

Mobile bookings on an upward trend

Figure 5: Device used to book most recent holiday, March 2015 and April 2016

Direct hotel bookings and online travel agent bookings increase

Figure 6: Online booking method, March 2015 and April 2016

B2C social media messaging services can revolutionise interaction

Figure 7: Attitudes towards holiday planning and booking, April 2016

Allowing consumers to get more involved through 360° video

Figure 8: Holiday planning and booking behaviours, April 2016

What we think

Issues and Insights

Increasing mobile use in the research process

The facts

The implications

Mobile bookings are on an upward trend

The facts

The implications

Using immersive video in the research process

The facts

The implications

Smart TV apps proving relatively popular at this early stage

The Market – What You Need to Know

Consumers are returning overseas

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Domestic holidays rebound after a poor 2014

Consumer confidence to improve if Britain votes to stay in the EU

Market Outlook

Small increase in total holiday volume going towards 2020

Figure 9: Estimated total holiday market volume and value, 2010-20

Figure 10: Forecast of total holiday market volume, 2010-20

Figure 11: Forecast of total holiday market value*, 2010-20

Strong overseas growth as consumers return overseas

Figure 12: Overseas holiday market volume and value*, 2010-20

Figure 13: Forecast of overseas holiday market volume, 2010-20

Figure 14: Forecast of overseas holiday market value, 2010-20

Domestic trips return to growth in 2015

Figure 15: Estimated domestic holiday market volume and value*, 2010-20

Figure 16: Forecast of domestic holiday market volume, 2010-20

Figure 17: Forecast of domestic holiday market value*, 2010-20

Market Drivers

UK economic growth slows but wages increase

A Brexit may lead to a downturn in overseas holidays

Consumers somewhat cautious ahead of the in-out referendum

Figure 18: Consumers' financial situation, April 2012-April 2016

Winter months are key times for bookings

Figure 19: Percentage of consumers who plan to book a holiday in the next three months, by month, April 2015-April 2016

Portugal's Algarve offers the best value, while Cape Town is the cheapest long-haul destination

Figure 20: Post Office Worldwide Cost Barometer 2016

Low oil prices could help spark a price war amongst airlines

Figure 21: Brent Crude Spot Oil Price (US\$ per barrel), May 2012-May 2016

Cuts in duty for long-haul passengers and youths

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

New Package Travel Directive

Launch Activity and Innovation

Google develops 'Book on Google' feature for hotels

Google launches Destinations for mobile

Figure 23: Google Destinations, March 2016

Wherefor's 'budget before destination' booking model

Figure 24: Wherefor website screen shot, April 2013

Smart TV apps and the booking process

Figure 25: Airbnb's Apple TV app

Figure 26: Thomson's smart TV app, April 2015

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Virtual reality here to stay

YouTube and Facebook branching out with 360° videos

Hopper predicts fares and notifies travellers of price drops

Figure 27: Price-predicting smartphone app Hopper

Hoteliers enable easier communication between guest and hotel

KLM Royal Dutch Airlines partners with Facebook Messenger

Figure 28: KLM Royal Dutch Airways in the Facebook Messenger app

The Consumer – What You Need to Know

Nearly a quarter do research on a mobile

Google remarketing tools are important for targeting holidaymakers

Women are more likely to use customer review sites

Offline bookings most common amongst seniors

Bookings on smartphones increase year on year

Smartphone bookings most popular for European short breaks

Direct bookings with hotels rise year on year...

...as do bookings with online travel agents.

B2C social media messaging can deliver more efficient customer service

Holidaymakers keen on travel planning services based on their data

Destination marketing to 25-34s via 360° online video streaming

Holiday Research and Planning

A third of holidaymakers now research offline

Figure 29: Research sources used, April 2016^

Seniors least likely to research their holiday

Millennials most likely to research offline and use travel agents

Beacons can help increase smartphone use in the customer journey

Figure 30: A beacon transmits to smartphones in its vicinity

Short breakers tend to use mobile devices more for research

Figure 31: Booking lead time, by length and destination of holidays taken in the last 12 months, April 2016

An all-in-one Google planning and booking platform could reduce the number of research sources used

Figure 32: Repertoire of research sources used, April 2016

Travel agents can offer expertise to travellers venturing further afield

Figure 33: Research sources used, by different holiday types, April 2016

Online Research Sources

Search engine and review sites most popular online research sources

Figure 34: Online research sources, April 2016

Customer review sites highlight the importance of peer influentials

Figure 35: Those who read reviews on a customer review site, by household income, April 2016

Price comparison sites favoured by affluent consumers

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Figure 36: Price comparison site usage, by household income, April 2016

Figure 37: Price comparison site usage, by socio-economic group, April 2016

Political turmoil calls for travel insurance

Figure 38: Online research sources, by length and destination of holidays taken in the last 12 months, April 2016

Holiday Booking

Under a fifth of holidaymakers book offline

Making it easy to book in-store

Figure 39: Device used to book most recent holiday, March 2015 and April 2016*

Mobile bookings on an upward trend

Mobile bookings much more common for European short breaks

Figure 40: Device used to book most recent holiday, by length and destination of holidays taken in the last 12 months, April 2016

Online Bookings

Both direct bookings for accommodation providers and online travel agent usage increase

Tour operators take a hit following political unrest in North Africa and the Middle East

Figure 41: Online booking method, March 2015 and April 2016

Figure 42: Online booking method, by length and destination of holidays taken in the last 12 months, April 2016

Holiday Planning and Booking Attitudes

Young women are hungry for new destinations

Figure 43: Attitudes towards holiday planning and booking, April 2016

Travel agents can present themselves as time savers, but many see them as outdated

Most people open to receiving customised travel itineraries from brands

Holiday Planning and Booking Behaviours

Young men most keen on streaming travel videos

Figure 44: Holiday planning and booking behaviours, April 2016

Live streaming video services can add an element of reality and authenticity

360° video gives a more in-depth experience

A quarter of 25-34s have booked via a smart TV app

Peer-to-peer accommodation usage still relatively low among UK consumers

CHAID Analysis

Methodology

Travel agents can leverage live chat messaging to serve holidaymakers

Figure 45: Target groups based on attitudes towards contacts with travel brands – CHAID – Tree output, April 2016

Figure 46: Target groups based on attitudes towards contacts with travel brands – CHAID – Table output, April 2016

Appendix – Data Sources, Abbreviations, and Supporting Information

Abbreviations

Definitions

Forecast Methodology

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Figure 47: Best- and worst-case forecast for total holiday volume, 2015-20

Figure 48: Best- and worst-case forecast for total holiday value*, 2015-20

Figure 49: Best- and worst-case forecast for overseas holiday volume, 2015-20

Figure 50: Best- and worst-case forecast for overseas holiday value*, 2015-20

Figure 51: Best- and worst-case forecast for domestic holiday volume, 2015-20

Figure 52: Best- and worst-case forecast for domestic holiday value*, 2015-20

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