

Holiday Car Hire - UK - June 2016

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

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“This mature market is dominated by a relatively small number of well established companies with little apparent brand differentiation, and could benefit from an injection of competition and excitement generated by a new disruptive business model – an ‘Airbnb of car hire’ perhaps.”

– John Worthington, Senior Analyst

This report looks at the following areas:

- Holiday car hire can position itself at the heart of the authenticity trend
- Car hire brands can create an independent alternative to the growing escorted tour market
- Boutique, P2P and green branding all likely to appeal to the Millennial traveller

A strong revival of independent overseas travel and lower fuel costs over the past 18 months have benefited holiday car hire and this is expected to continue, although there are risks including a slowing UK economy and a volatile pound. The market remains very price-sensitive and relatively static in terms of new products, but opportunities for development include in-car technology, green branding, short-term rentals, luxury driving experiences, peer-to-peer car hire alternatives and the anticipated emergence of driverless vehicles in the next few years.

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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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