

## Travel Agents - UK - December 2016

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“The main selling point in a world of increasing automation will become human expertise (or innovative combinations of the technological and the human). For travel shops this is likely to mean increasing specialisation of knowledge and personalisation of product in order to offer customers something not easily replicated online in their own living room.”

– **John Worthington, Senior Analyst**

This report looks at the following areas:

- Time and knowledge are increasingly valuable commodities in the digital world
- Travel agents can become value-for-money experts
- An ageing traveller population will seek health advice
- Enriching the holiday by selling experiences

Travel agencies are continuing to leak market share as tour operators and consumers shift ever further towards online research and distribution. However, 24% of holidaymakers still visit shops as part of their research process, 25% are 'multichannel researchers', using more than one method of information gathering, and 21% still book personally in shops.

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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

Covered in this Report

### Executive Summary

Agency bookings show revival but continue to lose market share

Figure 1: Estimated total number of holidays booked via travel agents, 2011-21

Package resilience is helpful for shops

Figure 2: Independent versus package overseas holiday volume, 2011-16

New destination opportunities

Shop numbers down 15% in past eight years

Cook and TUI developing concept store formats

Figure 3: Travel agent brands used, October 2016

The multichannel customer

Specialise to survive

Figure 4: Type of holidays booked via a travel agent, October 2016

Online wins on value for money but shops retain core strengths

Figure 5: Attitudes towards travel agents, October 2016

What we think

### Issues and Insights

Time and knowledge are increasingly valuable commodities in the digital world

The facts

The implications

Travel agents can become value-for-money experts

The facts

The implications

An ageing traveller population will seek health advice

The facts

The implications

Enriching the holiday by selling experiences

The facts

The implications

### The Market – What You Need to Know

Agency bookings up but share continues to decline

Rising cost of overseas travel

Package revival helps shops

Demand for alternative destinations set to grow

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Lowcost failure puts protection back in spotlight

## Market Size and Forecast

Travel shop bookings rise but continue to lose market share

Figure 6: Estimated total number of holidays booked via travel agents, 2011-21

Figure 7: Estimated number of overseas and domestic holidays booked via travel agents, 2011-21

Future

Forecast

Figure 8: Estimated total number of holidays booked via travel agents, 2011-21

The impact of the EU referendum vote

Figure 9: Alternative market scenarios for the post-Brexit travel agents market, by total volume of bookings, 2016-21

Figure 10: Detailed post-Brexit scenarios for the post-Brexit travel agents market, by total volume of bookings, 2016-21

A 'Brexit-recession' would likely accelerate rate of decline

## Market Background

Macroeconomic factors positive but uncertainty lies ahead

Challenging year expected for overseas holidays

Figure 11: Domestic and overseas holiday volume and expenditure, 2011-16

Packages prove resilient

Figure 12: Independent versus package overseas holiday volume, 2011-16

Rising demand for Spain

Figure 13: Top 20 overseas holiday destinations, by number of trips, 2011-15

New long-haul opportunities

Pound's fall set to impact on holiday costs in 2017

Figure 14: Sterling exchange rate vs selected currencies, annual averages 2011-15, and spot rate November 2016

Lowcost failure likely to boost ATOL packages

Figure 15: ATOL tour operator failures/closures in the UK, 1 January-22 November 2016

## Key Players – What You Need to Know

Supplieside decline

Cook/TUI focus on concept stores

Virgin expands V-Room chain

Brochures out, lifestyle mags in

Specialities of the house

New apps point the way ahead for agents

## Launch Activity and Innovation

Mobile shops

Pleasures of print

Specialisation is key

Human technology interaction

## Market Share

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Long-term decline in supply

Thomas Cook retains largest estate

Thomson to rebrand as TUI

Figure 16: Top UK travel agents, by number of retail stores, November 2016

Hays continues to expand

Virgin and Kuoni aim to project brand values via shops

Barrhead heads south

High level of fragmentation

Consumer market share mirrors supply

Figure 17: Travel agent brands used, October 2016

'Big two' suppliers becoming 'big three'

Figure 18: Top 20 UK travel companies, ranked by ATOL passenger licences, November 2016

## Brand Research

Brand map

Figure 19: Attitudes towards and usage of selected brands, November 2016

Key brand metrics

Figure 20: Key metrics for selected brands, November 2016

Brand attitudes: Virgin rated top on quality

Figure 21: Attitudes, by brand, November 2016

Brand personality: TUI/Cook seen as most accessible

Figure 22: Brand personality – Macro image, November 2016

'Special' Trailfinders

Figure 23: Brand personality – Micro image, November 2016

Brand analysis

Virgin scores highest for innovation

Figure 24: User profile of Virgin Holidays, November 2016

Brand analysis

Thomson outperforms Thomas Cook

Figure 25: User profile of Thomson, November 2016

Brand analysis

Cook not seen as an innovator

Figure 26: User profile of Thomas Cook, November 2016

Brand analysis

Flight Centre lacks awareness but scores well on customer satisfaction

Figure 27: User profile of Flight Centre, November 2016

Brand analysis

Co-operative travel dogged by 'tired' image

Figure 28: User profile of The Co-operative Travel, November 2016

Brand analysis

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Strong 'excellent' rating for STA

Figure 29: User profile of STA Travel, November 2016

Brand analysis

Trailfinders punches above its weight

Figure 30: User profile of Trailfinders, November 2016

Brand analysis

### The Consumer – What You Need to Know

Research collaborators

Almost three quarters of travel shop researchers also book in a shop

Long-haul travellers especially likely to visit shops

Beach still dominates

Takeaway brochures still popular for browsing

Pull factors remain

### Holiday Research and Booking

One in four holidaymakers are multichannel researchers

Figure 31: Research activities prior to booking holidays, October 2016

One in four travel shop researchers do not book in-store

Figure 32: Methods of booking holidays, October 2016

Four in 10 shop bookers are over-55s

Figure 33: Age profile of those who book in travel agent shops, October 2016

Figure 34: Lifestage profile of those who book in travel agent shops, October 2016

Shops serve a broad range of household budgets

Figure 35: Socio-economic profile of those who book in travel agent shops, October 2016

### Travel Agent Booking

A third of shop bookers go long-haul

Figure 36: Type of bookings made via a travel agent, October 2016

Targeting spontaneous short breakers

Ancillary sales opportunities

Beyond the beach

Figure 37: Type of holidays booked via a travel agent, October 2016

Adventurous agents

### Incentives to Use a Travel Agent

Value experts

Figure 38: Things that would encourage people to use a travel agent, October 2016

Pull of print

New in-store tech needs to be promoted

Digital refuge

Millennial events

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Health matters
<b>Attitudes towards Travel Agents</b>
Shops have lost the argument over value for money
Expertise is still a pull factor – but less so among non-users
Travel curators
Time lords
Figure 39: Attitudes towards travel agents, October 2016
Sense of security
Consumers generally negative about agents...
...but core strengths are still recognised
<b>Appendix</b>
Definitions
Abbreviations