

Package vs Independent Holidays - UK - April 2017

Report Price: £1995.00 | \$2478.79 | €2334.35

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“At the moment, consumer appetite for holidays shows no sign of dampening, despite the weak Pound and reports of economic uncertainty on the horizon. However, holidaymakers will be looking for safety after the collapse of a number of travel companies, as well as ways to make their money go further.”

Fergal McGivney, Travel Analyst

This report looks at the following areas:

- All-inclusive deals likely to be even more popular going forward, but diversification is key
- Young and affluent want to have unique accommodation, but many feel that packages don't offer this
- Customisation is key for younger consumers
- Customisation via B2C live chat messaging apps could help encourage younger consumers to book packages

Scope of the Report

This Report examines the habits and attitudes of British adults concerning package and independent holidays taken both in the UK and abroad. A holiday must constitute at least one overnight stay. The business travel market is not reviewed in this Report.

For the purposes of this Report, Mintel defines a package holiday in conjunction with the International Passenger Survey (IPS) as an 'advertised inclusive tour or package holiday'. A package holiday is considered to be a holiday in which a return fare and accommodation are purchased from one provider, for a single price.

Other elements, such as meals or excursions, are not essential to the definition of an inclusive tour.

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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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Package market share is expected to grow over the next two years

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