

Holiday Car Hire - UK - June 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Consumers still want to go on holiday abroad, evident from reports of strong bookings in the first half of 2017. However, many will be cutting back on expenses because of the weak Pound. However, rental brands can encourage bookings by investing in mobile technology to encourage spontaneous bookings, and by focusing on the varied range of holiday experiences that a car rental can provide.”

– **Fergal McGivney, Travel Analyst**

This report looks at the following areas:

- **Market size and forecast for holiday car hires**
- **Market share - the most used car hire bands**
- **Holiday car hire usage**
- **Holiday car booking channels**
- **Attitudes and behaviours towards holiday car hires**
- **Launch activity and innovation in the car hire market**

Overseas holiday car hire volume grew in 2015, finally surpassing pre-recession 2008 levels. This was fuelled by growth in overseas trips taken by UK holidaymakers and a strong Pound. However, growth slowed to in 2016, partly due to the fall in value of the Pound in the second half of the year. In keeping with this slowdown, Mintel’s consumer research found the proportion of consumers who rented a car while on holiday in the last three years fell from March 2016 to May 2017.

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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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...but this is heavily skewed towards older generations

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