

Holiday Rental Property - UK - June 2017

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

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“There are significant opportunities for the incorporation of value-added products beyond basic bricks-and-mortar accommodation, and better integration of property rental within a more holistic holiday experience – in the shape of extra services within the property as well as activities (provided by professionals or peer-to-peer networks) within the destination itself.”

– John Worthington, Senior Analyst

This report looks at the following areas:

- Premium property potential
- Room for specialist seniors brand
- Budget families book four- to six-day breaks
- Cross-selling/long-haul opportunities
- Mixed-location, high-contrast holidays
- Local food can help build bonds

Holiday rental property refers to holiday lettings includes cottages, houses, villas, gites, chalets, lodges, town/city apartments, flats or just rooms in a house. Self-catering apartments on holiday resort complexes (eg Butlins or package resorts abroad) or other types of self-catering property such as camping and caravanning or boat hire are excluded here.

Data on the size and segmentation of the domestic market is for Great Britain rather than the United Kingdom (ie Northern Ireland is not included), sourced from GBTS (Great Britain Tourism Survey). Equivalent data for the overseas rental market is not available, but rentals abroad are covered in Mintel's consumer research for this Report.

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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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