

## Package vs Independent Holidays - UK - April 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Mintel’s research shows that those who book ‘pure packages’ are the most likely travellers to record high customer satisfaction levels. Convenience and the removal of travel stress are key selling-points for package brands.”

—John Worthington, Senior Analyst

This report looks at the following areas:

- Personalisation is the key to attracting a new package generation
- The attraction of ‘re-bundled’ travel

Independent overseas holiday bookings have outperformed overseas package bookings. Demand for independent travel has been helped by downward pressure on budget airline fares caused by low oil prices. A strong revival of the largely independent city break segment has also been a factor.

Package holidays remain the most popular way for people to book their ‘main holidays’ abroad, slightly ahead of independent booking. Older travellers offer a particularly good opportunity for package holiday operators, but brands need to find ways to make the traditional package more relevant to younger generations.

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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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The facts

The implications

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