

Holiday Planning and Booking Process - UK - May 2019

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

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“Consumers are demanding more choice and flexibility, but are at the same time looking for easier ways to make their decisions. As a result, brands will have to prioritise enriching search criteria and personalising their online content to make it easier for travellers to plan and book their ideal holiday.”

- Marloes de Vries, Travel Analyst

This report looks at the following areas:

- **Voice search: travel brands should get ready to interact with travellers in a new way**
- **Ease of booking a top priority**

While holidaying intentions among Brits remain stable, Brexit and economic uncertainties are bringing unwanted storm clouds over the holiday market. However, the Brexit delay should boost summer holiday bookings, especially to European destinations, given that consumers will be more reluctant to commit to trips later in the year.

Although online bookings dominate the holiday market, travel agents still play an important role in the planning and booking process. One leading aggregator, icelolly.com, has acknowledged this by launching a pilot where local/relevant travel agents are included in search results. However, the share of online bookings is expected to rise as Mintel expects the independently-booked holiday segment to grow at a faster pace than the package holiday segment from 2020 onwards.

Brands are investing in optimising search technology and content personalisation to make it easier for travellers to plan and book their customised holiday. Making holiday bookings as easy as possible should remain among the top priorities for brands as this aspect has a relatively big influence on consumers' choice of holiday provider.

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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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Table of Contents

Overview

What you need to know
Covered in this Report

Executive Summary

The market

Volume of domestic holidays expected to remain flat in 2019
Figure 1: Forecast volume of domestic holidays* taken by British residents (number of trips), 2013-23

Volume of overseas holidays expected to decline slightly in 2019
Figure 2: Forecast volume of overseas holidays taken by UK residents (number of trips), 2013-23

Voice recognition to become part of the holiday booking process

Companies and brands

Online travel agents On the Beach and We Love Holidays are now in top five ATOL holders

Roughly a quarter of consumers used TripAdvisor and Booking.com recently

CultureTrip helps travellers to find the ideal destination by focussing on experiences

Trivago acquires start-up TripHappy to show details on neighbourhoods

Carrier re-opens its luxury travel boutique reflecting a new in-shop experience

icelolly.com embraces travel agents on its aggregator platform

Case study: start-up Xarista enters the market to deliver personalised website experiences

The consumer

Many travellers start researching their trip one to four months before booking
Figure 3: Time between the start of the search and booking main holiday, package vs independent, February 2019

Package holidays are booked longer in advance
Figure 4: Time between booking and departing for main holiday, package vs independent, February 2019

Short breaks are booked more on impulse

Online bookings on a laptop/desktop computer still dominate the market
Figure 5: How main holiday was booked, February 2019

Younger generation keen on using smartphones when booking their main holiday

Price, ease of booking, and previous experience key in holiday planning and booking process
Figure 6: Main reasons for choosing travel company, package vs independent, February 2019

61% of holidaymakers had not booked their main holiday in 2019
Figure 7: Attitudes towards planning and booking holidays, February 2019

What we think

Issues and Insights

Voice search: travel brands should get ready to interact with travellers in a new way

The facts

The implications

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Ease of booking a top priority

The facts

The implications

The Market – What You Need to Know

Volume of domestic holidays expected to remain flat in 2019

Volume of overseas holidays expected to decline slightly in 2019

Increased marketing activity expected due to Brexit delay

Increased ownership of voice-controlled speakers

Market Size and Forecast – Domestic Holidays

Volume of domestic holidays decreased in 2018

Figure 8: Forecast volume and value* of domestic holidays taken by British residents, 2013-23

Volume of domestic holidays expected to remain flat in 2019

Figure 9: Forecast volume of domestic holidays* taken by British residents (number of trips), 2013-23

Figure 10: Forecast value of domestic holidays* taken by British residents, 2013-23

Forecast methodology

Market Size and Forecast – Overseas Holidays

Volume of overseas holidays expected to decline slightly in 2019

Figure 11: Forecast volume and value* of overseas holidays taken by UK residents, 2013-23

Popularity of lower-cost destinations puts spending under pressure

Figure 12: Forecast volume of overseas holidays taken by UK residents (number of trips), 2013-23

Figure 13: Forecast value of overseas holidays taken by UK residents, 2013-23

Forecast methodology

Market Drivers

Increased marketing activity expected due to Brexit delay

Demand for holidays is still there, but consumers are cautious

Figure 14: Changes in spending habits in the last 12 months, January 2019

Long-haul lower-cost destinations remain appealing

Figure 15: Pound versus euro and US Dollar, 20 May 2016-8 April 2019

Travel agents feel the decline of the high street

Increased ownership of voice-controlled speakers

Figure 16: Ownership of technology products, December 2017 and January 2019

Companies and Brands – What You Need to Know

Online travel agents On the Beach and We Love Holidays are now in top five ATOL holders

CultureTrip helps travellers to find the ideal destination by focussing on experiences

Trivago acquires start-up TripHappy to show details on neighbourhoods

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Market Share

Online travel agents On the Beach and We Love Holidays are now in top five ATOL holders

Figure 17: Passengers licensed under ATOL protection, by top 10 ATOL holders, 2015-19*

Roughly a quarter of consumers used TripAdvisor and Booking.com recently

Figure 18: Usage of selected brands, April 2019

Launch Activity and Innovation

Flexibility to help travellers find the best deals

KAYAK mixes and matches flights and hotels to find the cheapest deals

Expedia gives the option to add a hotel for a discounted price at a later stage

Travel brands are easing up the search and booking process

CultureTrip helps travellers to find the ideal destination by focussing on experiences

Booking.com enables small and medium-sized properties to generate direct bookings

Search criteria and search results are getting richer

KAYAK partners with Quicket.io to show in-flight services

Trivago acquires start-up TripHappy to show details on neighbourhoods

Travel agents are strengthening their position in the holiday search and booking process

Carrier re-opens its luxury travel boutique reflecting a new in-shop experience

Figure 19: Carrier's luxury travel boutique in Alderley Edge, Cheshire

icelolly.com embraces travel agents on its aggregator platform

New technologies to enrich online service

Travellers can book with Expedia by using their voice

Scanning feature allows travellers to check luggage size via easyJet's app

Figure 20: easyJet's scanning feature to check luggage sizes

Brand Research

Brand map

Figure 21: Attitudes towards and usage of selected brands, April 2019

Key brand metrics

Figure 22: Key metrics for selected brands, April 2019

Brand attitudes: TripAdvisor seen as an innovative brand

Figure 23: Attitudes, by brand, April 2019

Brand personality: Virgin Holidays is more likely to be considered exclusive

Figure 24: Brand personality – Macro image, April 2019

Jet2holidays most closely associated with basic

Figure 25: Brand personality – Micro image, April 2019

Brand analysis

High usage TripAdvisor among wealthy consumers

Figure 26: User profile of TripAdvisor, April 2019

Booking.com offers good value

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

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Figure 27: User profile of Booking.com, April 2019

A relatively large share of over-55s choose TUI

Figure 28: User profile of TUI, April 2019

Many travellers had an excellent experience with Jet2holidays

Figure 29: User profile of Jet2holidays, April 2019

Virgin Holidays; stylish and special

Figure 30: User profile of Virgin Holidays, April 2019

Thomas Cook still challenged to increase experience rates and recommendation levels

Figure 31: User profile of Thomas Cook, April 2019

Start-ups and Disruptors Case Study – Xarista

Company overview

What is it?

Founded

Founders Story

Mintel analyst view

Mintel Trends

Why it could succeed

Why it could fail

The verdict

Product information

The brand's view

Milestones

Target audience

Looking to the future

The Consumer – What You Need to Know

Many travellers start researching their trip one to four months before booking

Short breaks are booked more on impulse

Package holidays are booked longer in advance

Online bookings on a laptop/desktop computer still dominate the market

Price, ease of booking, and previous experience key in holiday planning and booking process

Loyal holidaymakers are more likely to have booked their main holiday

Look to Book Times

Many travellers start researching their trip one to four months before booking

Figure 32: Time between the start of the search and booking main holiday, package vs independent, February 2019

Figure 33: Images/videos posted by Airbnb between 17-24 March 2019

Beach resort holidays among the holiday types with the longest booking lead times

Figure 34: Time between the start of the search and booking main holiday, by types of holiday, February 2019

Rise in short breaks will lead to more impulsive behaviour

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 35: Time between the start of the transport search and booking main holiday, by duration, February 2019

Figure 36: Time between the start of the accommodation search and booking main holiday, by duration, February 2019

Book to Departure Times

Package holidays are booked longer in advance

Figure 37: Time between booking and departing for main holiday, package vs independent, February 2019

City breaks are booked close to departure

Figure 38: Time between booking and departing for main holiday, by types of holiday, February 2019

Last-minute deal hunting popular among Millennials

Figure 39: Time between booking transport and departing for main holiday, by duration, February 2019

Figure 40: Time between booking accommodation and departing for main holiday, by duration, February 2019

Holiday Booking Channels

Online bookings on a laptop/desktop computer still dominate the market

Figure 41: How main holiday was booked, February 2019

Younger generation keen on using smartphones when booking their main holiday

Figure 42: How main holiday was booked, by age, February 2019

Group holiday/escorted tours and sea/river cruises most likely to be booked in person

Figure 43: How main holiday was booked, by types of holiday, February 2019

Almost a fifth booked their package holiday in-store

Figure 44: How main holiday was booked, package vs independent, February 2019

Booking Decision Influencers

Price, ease of booking, and previous experience key in holiday planning and booking process

Figure 45: Main reasons for choosing travel company, package vs independent, February 2019

Price first priority for travellers who book transport independently

Figure 46: Main reasons for choosing travel company for transport, February 2019

Brand less important to travellers who book accommodation independently

Figure 47: Main reasons for choosing travel company for accommodation, February 2019

Package holiday bookings are less price-driven compared to the independent segment

Figure 48: Main reasons for choosing travel company for package holiday, February 2019

Environmental policy more important to the younger generation when booking holidays

Figure 49: Main reasons for choosing travel company, by age, February 2019

Attitudes towards Holiday Planning and Booking

61% of holidaymakers had not booked their main holiday in 2019

Figure 50: Attitudes towards planning and booking holidays, February 2019

Families living in urban areas more likely to be cautious about booking holidays

Figure 51: Uncertainties caused by Brexit – CHAID analysis, February 2019

Loyal holidaymakers are more likely to have booked their main holiday

Figure 52: Attitudes towards planning and booking holidays, by level of loyalty, February 2019

Appendix – Data Sources, Abbreviations, and Supporting Information

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Definitions

Abbreviations

Consumer research methodology

CHAID methodology

Figure 53: Holiday Planning and Booking Process – CHAID – Table output, February 2019

Appendix – Market Size and Forecast

Volume forecast for total holidays

Figure 54: Forecast volume of total holidays (domestic* and overseas) taken by UK residents, 2018-23

Value forecast for total holidays

Figure 55: Forecast value* of total holidays (domestic** and overseas) taken by UK residents, 2018-23

Volume forecast for domestic holidays

Figure 56: Forecast volume of domestic holidays* taken by British residents, 2018-23

Value forecast for domestic holidays

Figure 57: Forecast value of domestic holidays* taken by British residents, 2018-23

Volume forecast for overseas holidays

Figure 58: Forecast volume of overseas holidays taken by UK residents, 2018-23

Value forecast for overseas holidays

Figure 59: Forecast value* of overseas holidays taken by UK residents, 2018-23

Forecast methodology

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