



## December 2010

### Travel Agents - UK

The recession has brought mixed fortunes for travel agents in the UK. On the one hand, as the demand for protection on holiday has grown (spurred by high-profile holiday company failures and spring 2010's ash cloud airspace shutdown), bookings have actually increased somewhat as a share of the market. On ...

## November 2010

### Hotels - UK

This report examines hotel use in the UK, considering business, leisure and VFR (visiting friends and relatives) purposes. It considers both full-service and budget hotels, looking at the impact of recession, the state of the market in 2010 and the prospects for the future. It examines who the key customers ...

### Holidays to Turkey & Egypt - The Rise of the 'Far Near' - UK

This report analyses market trends and consumer attitudes towards holidays in Turkey and Egypt, investigating the core market factors, strengths and weaknesses, key players and products in the industry.

## October 2010

### Weddings and Honeymoons Abroad - UK

This report examines the market for weddings and honeymoons abroad, looking at trends and consumer attitudes, strengths and weaknesses, the domestic context, the broader market environment, innovations of interest and the future of the market.

### Holiday Car Hire - UK

This report analyses market trends and consumer attitudes towards holiday car hire, investigating the core market factors, strengths and weaknesses, innovations, consumer dynamics and key players in the industry.

## September 2010

### Holidays to Italy - UK

This report examines the future of holidays to Italy, looking at consumer trends, innovations of relevance, the market environment, the country's competition and includes exclusive consumer research on the frequency of, types of holiday taken in and attitudes regarding holidaying in Italy.

## August 2010

### Departure to Arrival - the Air Experience - UK

### Business Travel - UK



The years 2009 and 2010 have not been kind to airlines. A recession driven fall in traffic during the former gave way to an unprecedented airspace shutdown in spring of the latter, the impact of which is still being felt across the industry. In addition, complaints to the Air Transport ...

This report analyses market trends and consumer attitudes in regard to business travel, investigating the core market factors, strengths and weaknesses, consumer dynamics and key players in the industry.

## July 2010

### Package Holidays - UK

This report examines package holidays, considering who takes such trips, what they look for from these holidays and why, the strengths and weaknesses of the segment, how packages break down by destination, duration and cost, innovations of relevance, consumer trends and the future prospects of the market.

### Independent Holidays - UK

This report considers independent holidays, examining consumer trends, how the recession has impacted the market, innovations of relevance, the future of the market, strengths and weaknesses, segment performance, consumer attitudes, research and booking methods.

## June 2010

### Luxury Holidays - UK

- Luxury holidays have accounted for approximately 5% of all breaks since 2008, an increase from the 4% recorded in 2005/06/07 because they were not hit as badly by the recession as the overall holiday market was.
- The recession's impact was evident in the number of holidays that luxury ...

### Snowsports - UK

This report provides a detailed analysis of the snowsports sector, using primary data from exclusive consumer research. It considers the current strengths and weaknesses within the sector, provides profiles of the key tour operators in the sector, and through analysis generates insight into consumer attitudes, trip characteristics and the key ...

## May 2010

### Youth Holidays - UK

This report looks at 16-25-year-olds' holidays and attitudes regarding travel, examining what kind of trips they go on, who they go with and what the future holds. It considers consumer trends, the recessionary impact, what the prospects are for recovery, innovations of relevance and the strengths and weaknesses of the ...

### Short Breaks Abroad - UK

- Up to half of the adult population are viable short break targets, being consumers who either currently take such holidays, are potential new entrants to the market or are lapsed customers.
- Over seven-in-ten holidaymakers like to visit destinations they haven't been to before on their short breaks, driving a constant ...

## April 2010

### Holidays to Spain - UK



- The recession hit UK breaks to Spain hard. Holidays fell by over 1.7 million trips to an estimated total of 10.3 million. Despite this impact, the country remained our favourite overseas destination.
- Six in ten adults have taken a break in Spain at some point, similar to the ...

## March 2010

### Holiday Booking Process - UK

This report examines consumer trends, how the recession has impacted the holiday booking process and the future of the holiday market. In addition, it includes a special chapter focusing on consumer responses to 'optional extras' on flights, specifically attempting to gauge which are most important to travellers – and which ...

## February 2010

### Activity Holidays - UK

This report provides an overview of trends in activity holidays, investigating the core market factors, strengths and weaknesses, consumer dynamics, and likely future developments.

### Holiday Centres - UK

This report provides an overview of the market for holiday centres, investigating the core market factors, consumer dynamics, strengths and weaknesses, innovation in the sector and likely future developments.

## January 2010

### Holidays - Attitudes and the Impact of Recession - UK

- In 2009, the number of overseas holidays taken fell by an estimated 14.5% year-on-year to 38.9 million, returning to 2001 levels.
- 24.5 million adults now see holidays as a 'luxury', up from 19 million in 2007. 9-10 million see holidays as a 'necessary spend' or a 'right' ...

### Domestic Rail Travel - UK

This report examines the UK's rail travel market (excluding commuting), investigating the core market factors, consumer dynamics and targeting opportunities, key strengths and weaknesses, the likely prospects regarding investment, the market's future, how the recession has impacted, innovations of relevance and exclusive consumer research.