



June 2016

Holiday Rental Property - UK

“The holiday rental property corporate landscape saw further change during 2015 and into 2016 as major industry players jockeyed for position. The scramble for scale among these companies is not unconnected with the continued surge in usage of industry disrupter Airbnb. The company now offers substantially more rental properties around ...

Holiday Car Hire - UK

“This mature market is dominated by a relatively small number of well established companies with little apparent brand differentiation, and could benefit from an injection of competition and excitement generated by a new disruptive business model – an ‘Airbnb of car hire’ perhaps.”

May 2016

Winter Holidays Abroad - UK

“Geopolitical instability and terrorism has transformed the winter holiday landscape, with western Mediterranean resorts once seen as safe and unadventurous coming back into fashion, a situation that is unlikely to change in the short to medium term. Additionally, consumers’ increasing desire for authentic experiences has resulted in growing numbers of ...

Package vs Independent Holidays - UK

“Package providers must adapt to growing consumer demands for customisation and personalisation, especially on mobile devices. As new price comparison and aggregator apps continue to come on the market, consumers will become more comfortable doing independent research and booking on their mobile devices. As a result of the choice on ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

Camping and Caravanning - UK

“Camping and caravanning is gradually repositioning itself. Rather than just being the default option for those looking for an affordable way of holidaying, it is starting to be seen as an activity which offers people a high standard and wide choice of accommodation, while at the same time allowing them ...

January 1970

The Holiday Planning and Booking Process - UK

“Mobile bookings are on the increase. More holidaymakers feel comfortable using their smartphone due to larger screen sizes and travel brands improving their app and mobile web functionality. Over time, both the smartphone and the smart TV should play a greater role in the holiday planning and booking process, making ...