

April 2022

Consumers and the Economic Outlook Q1 - UK

"Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

March 2022

Holiday Activities and Experiences Abroad - UK

"COVID-19 has spurred interest in small, locally-led holiday activities and experiences. Travel companies should cater to demand for intimate experiences that allow consumers to feel as if they are discovering the real, authentic side of a destination. This could be done through connecting them with local people and informing them ...

Holiday Review - UK

"For many people holidays offer them the chance to escape (the stresses of) day-to-day life – a feeling that has been intensified by lockdowns and other restrictions. Fuelled by the pandemic, consumers show a greater interest in wellness and adventurous activities and as such, brands should expand their offering in ...

February 2022

Touring and Adventure Holidays - UK

"The touring and adventure market will likely recover at a slower pace than the overall holiday market as some travellers remain cautious about participating in group touring holidays. Despite consumer caution, COVID-19 has created opportunities in the touring and adventure market to increase the average spend per trip as consumers ...

Hotels - UK

"COVID-19 has boosted demand for holiday rental properties and camping holidays, while suppressing demand for business travel. As such, hotels are challenged to strengthen their position in the market such as through introducing more concepts which bring together the uniqueness and self-catering aspect of holiday rentals with the facilities and ...

January 2022

Camping and Caravanning - UK

"A new wave of corporate activity in UK holiday parks reflects optimism that the staycation trend is here to stay, and will lead to further investment in accommodation and family-focused experiences. Camping and caravanning abroad will benefit from the rise in consumer interest in active outdoor holidays and campervan touring ...

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