



December 2014

Travel Agents - UK

“The casual, non-committal browsing environment offered by concept stores should prove appealing to consumers, but in-store sales conversion rates will likely take a hit. However, for larger brands this could be offset somewhat by a realigned focus on selling higher-margin, differentiated products, or by working to boost the sale of ...

Visitor Attractions - UK

“Technological advances are providing the opportunity for attractions to innovate in terms of the experience they can offer. They are able to create far more sensory and immersive experiences that will further blur the lines between fun and learning”.

– **Rebecca McGrath, Research Analyst**

November 2014

Inbound Tourism - UK

“London’s success is a double-edged sword for UK inbound tourism, with little evidence that the rest of the UK is benefiting – yet one more contributor to the UK’s growing economic divide. Long-haul visitors who typically stay longer offer the best opportunities for tourism beyond London. A more joined up ...

Holiday Planning and Booking Process - UK

“The high level of price sensitivity exhibited by mobile bookers, coupled with an unwillingness to invest time in finding the best deals, suggests the growing popularity of mobile will be matched by an increased use of comparison sites such as Skyscanner and Trivago as well as accommodation booking sites such ...

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Cruises - UK

“Cruise ships will continue on their evolutionary path from ships to hotels-at-sea to floating destinations, becoming as much a focal point as the places visited, with operators hoping that customers will be willing to trade some of the itinerary for a better on-board experience. This is a difficult balancing act ...

Hotels - UK

“Decreasing levels of interaction between hotels and guests could result in low levels of engagement, limited opportunities to build loyalty and also limited opportunities to drive incremental revenue. In the long-term, this coupled with a shift towards bookings through intermediaries could contribute towards a commodification of the hotels market, where ...