



## January 2023

### Visitor Attractions - UK

“Despite the rising cost of living, and subsequent squeeze on disposable incomes, visitor attractions remain a popular pastime for many. The end of COVID-19 restrictions and improved consumer confidence in visiting cities and their popular attractions has seen the size of the market return to close to its pre-pandemic level ...

## December 2022

### Hotels - UK

“As hotel prices will likely rise as a result of soaring inflation, hotels will need to up their game to improve satisfaction levels in areas beyond customer service. Investments to improve the quality of food and drink and room facilities will pay off as these elements have a relatively high ...

### Physical Activity Holidays - UK

“The cost-of-living crisis will slow the pace of the post-COVID-19 recovery. However, the pandemic has boosted the desire among travellers to escape the crowds and explore the great outdoors, and has led to an increased focus on physical and mental wellbeing. This legacy is favourable for physically active holidays.” ...

### Luxury Travel - UK

“The luxury travel market has typically outperformed the overall travel market during periods of economic difficulty, and this is likely to be true again during the current period of economic malaise. Over half of luxury travellers are interested in upgrading elements of their holiday in the 12 months following August ...

## November 2022

### Domestic Tourism - UK

“Although the domestic market provides an attractive option for those looking to save money on travelling abroad, there is also a group of consumers who are looking forward to exploring destinations outside of the UK after these were off limits for so long. The countryside has the potential to appeal ...

## October 2022

### Airlines - UK

### Short-haul Holidays - UK



“Although confidence in air travel should continue to improve following more than two years of disruption, the pressure on household finances will put both consumers’ and corporate travel budgets under pressure. Seen as less discretionary, the volume of VFR flights is expected to be more resilient during the current cost ...

“The removal of all international travel restrictions in Q1 2022 led to a surge in demand for short-haul holidays, with Mintel estimating the market will recover to 96% of its pre-pandemic value and 80% of its volume in 2022. However, rising holiday prices, inflationary headwinds and widespread disruption have halted ...

## September 2022

### COVID-19 and Travel: Emerging from the Pandemic - UK

“More travellers will look for ways to mitigate the impact of rising prices and stick to a budget when travelling, while some will be forced to exit the market completely. To strengthen their appeal, brands will be challenged to increase the perceived value of the trips and services they offer ...

### The Over-55 Traveller - UK

“Over-55s are already more valuable to the holiday market than under-35s and likely to become more so again as their numbers increase and more of them are able to remain active longer into later life.”

### Holiday Planning and Booking Process - UK

“Over the past year, several brands have used AI-powered technology to make their search technology more flexible and their content more personalised. Since ease of booking has a major impact on consumers’ decisions, these brands will be more likely to have higher conversion rates. The next stage will see more ...

### Package vs Independent Holidays - UK

“Some consumers remain more receptive to the extra protection offered by package holidays, which has resulted in a slight shift towards this booking method. Higher demand for beach holidays and luxury travel also benefits the package holiday segment as these trips account for a larger share of bookings made as ...

## July 2022

### Holiday Rental Property - UK

“After being hit hard by the COVID-19 outbreak, the UK holiday rental property market rebounded strongly in 2021 and is set for another solid year in 2022. The reopening of overseas travel for UK residents means that growth in domestic holiday rental stays is unlikely to be as strong ...

### Holiday Centres and Parks - UK

“In a competitive market, with relatively low brand differentiation (outside of the leading holiday centre brands Butlin’s and Center Parcs), catering for rising visitor expectations in terms of accommodation, facilities and experiences has become vital for success.”

– John Worthington, Senior Analyst

### Travel Hub Foodservice - UK

“Having endured an extremely challenging couple of years, UK travel hubs must now contend with the cost-of-living crisis. The threat of commuters seeking cheaper alternatives is driving travel hub foodservices to play on price, but high overheads make this unsustainable.



Providing good value is not always about being the cheapest ...

## May 2022

### Holidays by Rail - UK

“Consumer interest in overseas rail travel is rising, but growth has been inhibited in the past by lack of product supply. Plans by Spanish rail operator, Renfe, to launch services via the Channel Tunnel could create new competition in the market. A growing number of tour operators are developing rail ...

## April 2022

### Sustainability in Travel - UK

“As brands compete closely on price, product and ease of booking, an ethical reputation can be a key point of differentiation. The ‘next normal’ will see consumers demand an increased standard of sustainability transparency, where travel companies are expected to provide information proving exactly how they are working towards climate-positivity ...

### 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

### Cruises - UK

“Cruises are more reliant on affluent consumers, who are in a better position to make up for missed travel opportunities. However, the rising cost of living means cruise lines will require more effort to convert interest among those not familiar with cruise holidays into bookings. Showing its higher-value experience is ...

### 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 ...



through connecting them with local people and informing them ...

## 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 ...