



## March 2016

### Family Holidays - UK

“In an age of fast-paced family life, ‘relay parenting’ and constant juggling of roles and responsibilities, where many households find it hard to find time even to sit down and eat together, holiday brands can position themselves as helping to provide precious spaces and opportunities for families to re-connect.”

## February 2016

### Beach Holidays - UK

“Many consumers are expected to avoid North African and Turkish coastal resorts due to recent terrorist attacks and political unrest in the region. This will lead to high demand for Spanish and Portuguese resorts. Beaches will likely be crowded, so this gives travel brands the opportunity to market more secluded ...

### Holidays to France - UK

“Proximity, convenience and transport choices remain huge natural advantages but well-travelled Brits need to be reminded that France can offer an unusual and highly idiosyncratic destination – an experience of ‘foreignness’ – right on Britain’s doorstep, without having to go very far.”

## January 2016

### Holiday Review - UK

“The outlook for the overseas holiday market in 2016 is positive due to rising consumer confidence, the strong Pound, low unemployment and falling airfares resulting from cheap oil. Along with the longer beach holiday, supplementary city breaks should be popular especially among the under-35s.”