



## March 2010

### Holiday Booking Process - UK

This report examines consumer trends, how the recession has impacted the holiday booking process and the future of the holiday market. In addition, it includes a special chapter focusing on consumer responses to 'optional extras' on flights, specifically attempting to gauge which are most important to travellers – and which ...

## February 2010

### Activity Holidays - UK

This report provides an overview of trends in activity holidays, investigating the core market factors, strengths and weaknesses, consumer dynamics, and likely future developments.

### Holiday Centres - UK

This report provides an overview of the market for holiday centres, investigating the core market factors, consumer dynamics, strengths and weaknesses, innovation in the sector and likely future developments.

## January 2010

### Holidays - Attitudes and the Impact of Recession - UK

- In 2009, the number of overseas holidays taken fell by an estimated 14.5% year-on-year to 38.9 million, returning to 2001 levels.
- 24.5 million adults now see holidays as a 'luxury', up from 19 million in 2007. 9-10 million see holidays as a 'necessary spend' or a 'right' ...

### Domestic Rail Travel - UK

This report examines the UK's rail travel market (excluding commuting), investigating the core market factors, consumer dynamics and targeting opportunities, key strengths and weaknesses, the likely prospects regarding investment, the market's future, how the recession has impacted, innovations of relevance and exclusive consumer research.