



June 2017

Holiday Car Hire - UK

“Consumers still want to go on holiday abroad, evident from reports of strong bookings in the first half of 2017. However, many will be cutting back on expenses because of the weak Pound. This will likely mean that people will cut back on car hires. However, rental brands can encourage ...

Holiday Rental Property - UK

“There are significant opportunities for the incorporation of value-added products beyond basic bricks-and-mortar accommodation, and better integration of property rental within a more holistic holiday experience – in the shape of extra services within the property as well as activities (provided by professionals or peer-to-peer networks) within the destination itself ...

Online Travel Aggregators - UK

“The consumer journey in travel is not linear but rather cyclical, with consumers’ past experiences feeding through to and influencing their next decisions as well as those of other consumers. Referral programmes and social media competitions that encourage users to tell their friends about a travel brand can thus help ...

Holiday Planning and Booking Process - UK

“Partly as a reaction to the post-referendum devaluation of the Pound, there will be a greater demand for apps and websites that help consumers book cheaper holidays and save money. In addition, bookings on smartphones continue to increase as brands develop more mobile friendly websites and payment systems.”

– ...

May 2017

Winter Holidays Abroad - UK

“Ski resorts need to be prepared for future winters with late snowfall. There is a market for non-ski snow holidays so operators need to do more to promote the facilities and non-skiing activities available. Avid skiers are likely to wait until later in the season to visit Europe or may ...

April 2017

Package vs Independent Holidays - UK

“At the moment, consumer appetite for holidays shows no sign of dampening, despite the weak Pound and reports of economic uncertainty on the horizon. However, holidaymakers will be looking for safety after the collapse of a number of travel companies, as well as ways to make their money go further ...