



## December 2012

### Travel Agents - UK

“The high street travel agent industry has been buoyed by the misconception that they offer a greater level of consumer protection than online channels, with consumers confusing ABTA membership with ATOL certification. With this myth dispelled, the decline in usage of high street travel agents will likely be accelerated as ...

## November 2012

### Inbound Tourism - UK

“Amongst Olympic visitors, the European proportion was slightly lower than the ‘normal’ inbound visitor profile, the North American proportion was significantly higher than normal and the proportion from other countries also higher. The Games, relatively speaking, gave more of a boost to inbound long-haul travel. This may offer UK tourism ...

## October 2012

### Holiday Planning and Booking Process - UK

“If current, increasingly erratic, UK weather patterns persist (as many climate experts believe), this may have a growing impact on booking windows in both the overseas and domestic markets, with less long-term planning and more last-minute decisions.”

### Hotels - UK

“Towards the end of August 2012, VisitScotland announced the launch of a £3 million autumn campaign (its biggest ever), targeting UK residents who had not yet taken a holiday because of the Olympics and/or the weather. This seems a particularly shrewd move, given that the economic conditions driving the ...

## September 2012

### Short/City Breaks - UK

“The British public has a strong appetite for regular short leisure breaks which the economic gloom has done little to curtail, although there has been a shift from overseas to domestic. Barring a strong economic recovery, UK breaks remain a safer bet for growth over the next five years – ...

### Domestic Tourism - UK

“Given the likelihood that erratic, hard-to-predict weather patterns are becoming increasingly entrenched and the standard seasonal delineations are becoming ever more blurred (think summer weather in September/October 2011 or the rain-soaked spring/summer of 2012), destinations and attractions have clear opportunities – and an increasing need – to react ...

## August 2012



## Business Traveller - UK

“The current issues over waiting times at Heathrow Airport’s border control – often characterised as a particular problem for business, given the travellers who use the airport and concerns over the ‘impression’ that it gives potential investors in the UK’s economy – is a particularly good opportunity for international rail ...

## July 2012

### Family Holidays - UK

“Operators are likely to find it increasingly worthwhile to target the older-but-still-working consumer (a segment of the population set to increase, with the mandatory retirement age now a thing of the past and the number of over-65s set to grow) with family holiday suggestions. These adults are not as likely ...

### Airlines - UK

Following an 11.2% drop in the number of passengers uplifted at UK airports between 2007 and 2010, 2011 saw some recovery in the UK airlines market with a 4.5% rise (although this was in comparison to 2010, which was affected by the Icelandic ash-cloud crisis), and Mintel expects ...

## June 2012

### Short-haul Holidays - UK

“The 43% of European holidaymakers that have never been, but would like to go to Eastern Europe/the Balkans represent a significant opportunity for operators. While this percentage is not the highest across all short-haul destinations (it is lower than that for more ‘mainstream’ destinations Portugal or Ireland, for example ...

## May 2012

### Snowsports - UK

“The physically energetic/high-tempo or challenge aspects are important drivers, but secondary to the ‘softer’, emotional/spiritual experience of a landscape transformed by snow. Emphasising the latter theme is the key to maintaining and growing mainstream appeal. Offering a greater contrast of snowsports and other activities can also attract new ...

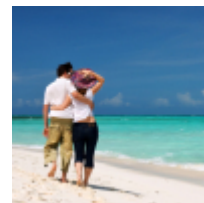
### Holiday Car Hire - UK

“If there was any doubt that an increasing focus on older holidaymakers is necessary for the major car hire brands, it is these adults who are the most likely of any age group to say that they are ‘happy to use a smaller, local car hire company’.”

## April 2012

### Holidays on the Internet - UK

### Cruises - UK



“Online travel-based resources or booking facilities need to offer a dedicated mobile experience in order to ensure that they maintain market share over 2012 and 2013, as browsing from mobile devices becomes more frequent both at home and abroad. Creating an online presence that consumers can return to with reviews ...

“Potential new cruisers are already very receptive to the idea that these holidays are a great way of visiting and exploring places. Mintel’s research shows that where the ‘potentials’ differ from experienced cruisers is in their much lower level of awareness of the quality of onboard facilities. Rising fuel costs ...

## Camping and Caravanning - UK

“Some 14% of Londoners are considering exiting the capital and ‘travelling in the UK while the Games are on so [they] can avoid it’, creating a significant target market likely to respond to the opportunity to get away but not break the bank.”

## March 2012

### Long-haul Holidays - UK

“Just over half of consumers say they would seek the advice of an expert if they were planning a long-haul holiday somewhere new. Once they have been to a destination, however, they are often more likely to do their own planning and booking next time. Travel companies specialising in long-haul ...

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers’ assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

## February 2012

### Holidays to Spain - UK

“Long-term Spanish tourism strategy points in the direction of moving the appeal of the country further upmarket, of drawing a clear distinction between Spain and cheaper package destinations. But in the short term, Spain will be able to derive market advantage by promoting its lower resort costs and reliability in ...

### Package vs Independent Holidays - UK

“In the longer term, as countries regain popularity following unrest, tour operators are well positioned to exploit ‘new ground’ – pushing their resources and experience in destinations where infrastructure may be either recovering, or thin on the ground in the first place and thus much less suited to a self-arranged ...

## January 2012

### Holiday Review - UK

“The ‘staycation’ trend has now been firmly in place for three years. And given both the one-off events occurring in 2012 that are likely to reduce holidays abroad and the continuation of a difficult economic environment, the UK break looks likely to maintain market dominance.”