



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

“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 ...

Cruises - UK

“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.”