



## December 2014

### Travel Agents - UK

“The casual, non-committal browsing environment offered by concept stores should prove appealing to consumers, but in-store sales conversion rates will likely take a hit. However, for larger brands this could be offset somewhat by a realigned focus on selling higher-margin, differentiated products, or by working to boost the sale of ...

### Visitor Attractions - UK

“Technological advances are providing the opportunity for attractions to innovate in terms of the experience they can offer. They are able to create far more sensory and immersive experiences that will further blur the lines between fun and learning”.

– **Rebecca McGrath, Research Analyst**

## November 2014

### Inbound Tourism - UK

“London’s success is a double-edged sword for UK inbound tourism, with little evidence that the rest of the UK is benefiting – yet one more contributor to the UK’s growing economic divide. Long-haul visitors who typically stay longer offer the best opportunities for tourism beyond London. A more joined up ...

### Holiday Planning and Booking Process - UK

“The high level of price sensitivity exhibited by mobile bookers, coupled with an unwillingness to invest time in finding the best deals, suggests the growing popularity of mobile will be matched by an increased use of comparison sites such as Skyscanner and Trivago as well as accommodation booking sites such ...

## October 2014

### Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

### Cruises - UK

“Cruise ships will continue on their evolutionary path from ships to hotels-at-sea to floating destinations, becoming as much a focal point as the places visited, with operators hoping that customers will be willing to trade some of the itinerary for a better on-board experience. This is a difficult balancing act ...

### Hotels - UK

“Decreasing levels of interaction between hotels and guests could result in low levels of engagement, limited opportunities to build loyalty and also limited opportunities to drive incremental revenue. In the long-term, this coupled with a shift towards bookings through intermediaries could contribute towards a commodification of the hotels market, where ...

## September 2014

### Domestic Tourism - UK

### Short/City Breaks - UK



“The ‘little and often’ short break trend can be developed into the idea of ‘portfolio holidays’ in which consumers can be encouraged to create a rich diversity of leisure experiences (eg R&R/active/learning etc) appropriate to their multi-faceted identities and interests, including a mix of overseas/domestic trips. Travel ...

“Access to a wealth of digital resources while traveling could see holidaymakers do less research before leaving the UK and instead turn to discovery and impulse-based decisions while travelling. This provides brands with a largely new channel for targeting and engaging with holidaymakers.”

– **Harry Segal, Technology & Travel ...**

## Airlines - UK

“The convergence of budget and full-service airlines has continued, with full-service airlines further unbundling fares to compete on top-line prices and low-cost airlines entering the long-haul market. Going forward, the development and efficient targeting of ancillary services will be a key driver in maintaining profitability for all airlines”.

– **Rebecca McGrath ...**

## August 2014

### Business Traveller - UK

“Services such as Rocketrip that incentivise employees to hunt for deals and spend under budget are set to accelerate the shift towards self-booking and provide a significant threat to the continued relevance and appeal of travel management companies.”

– **Harry Segal, Technology & Travel Analyst**

## July 2014

### Rail Travel - UK

“Fast growing tablet ownership, in connection with emerging superfast Wi-Fi, offers opportunities to provide bespoke online entertainment packages to travellers, for example by partnering with content providers such as Netflix, Spotify Premium, tablet magazine/newspaper publishers and e-booksellers.”

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

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

## June 2014

### Holiday Car Hire - UK



“The evolution of the ‘peer-to-peer’ economy is having a seismic impact on travel, from the influence of online customer review to the exponential growth of Airbnb and the challenge it now poses to the hotel industry. In future we may see this trend spread to holiday car hire, with local ...

## May 2014

### Holidays to Spain - UK

“Spain has become such a popular place to visit among British tourists that it is now starting to be perceived as an unimaginative destination. In order to refresh Spain’s image as a holiday destination, travel companies can focus more on promoting what can be considered lesser known, and thus more ...

## April 2014

### Group Holidays - UK

“Escorted tour operators need to dispel negative perceptions of a lack of freedom and privacy associated with their products, especially among over-55s. But, given the right balance, many older independent travellers can be persuaded to trade an element of freedom in return for greater depth, expertise and richer experiences plus ...

### Snowsports - UK

“Aside from growing the snowsports customer base as a whole, complimentary pre-season and post-season lessons in the UK could also aid brand loyalty by tying a customer in to a given brand’s ecosystem. Operators could take a more hands-on approach and have their own reps or instructors leading or contributing ...

## March 2014

### Coach Holidays - UK

“By positioning themselves as ‘premium escorted tours’, offering exotic or unusual itineraries abroad and a broader, deeper destination experience, coach holidays stand the best chance of appealing to affluent, travel-hungry Boomers.”

### Long-haul Holidays - UK

“Full-service airlines will ultimately be forced to react to compete by launching their own no-frills fares, as a number such as BA and Air France have already done in the short-haul market, or in emulating the bundled fare options offered by American Airlines. Such a move would allow full-service airlines ...

## February 2014

### Holiday Rental Property - UK

“Further growth of specialist online intermediary rental companies and the increasing presence in the market of the established OTAs (Online Travel Agents) should

### Package vs Independent Holidays - UK

“Package brands generally have a lot of buying power and are able to offer significant discounts against topline



help to feed growing demand. There is also a huge untapped supply of unused rental accommodation in the second homes market, because owners are unwilling or unable ...

prices, should the need arise. However, such negotiations are largely impossible online, and consumers might be unwilling to pick up the phone or haggle in person. Package brands need to both encourage ...

## January 2014

### Holiday Review - UK

“Demand for financial protection against unforeseen circumstances has been a key driver behind in-store sales, so reforms that grant similar protection to dynamic online bundles will likely accelerate the shift to online. PTD (Package Travel Directive) reform should also see the long-term shift towards independent bookings resume, a trend that ...