



June 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn’t a one-off. Our confidence data has been running for almost a decade now, and people’s assessments, both of their current financial situation and how they expect their finances to shape ...

Holiday Car Hire - UK

“Holidaymakers are highly cautious when dealing with car hire companies – many worry about the possibility of hidden/additional costs. However, technological innovation is creating some exciting developments in this mature market, and brands will need to move towards a more transparent, customer-friendly way of operating.”

– **Fergal McGivney** ...

Online Travel Aggregators - UK

“Online travel aggregators have maintained their dominant position in the travel industry, though they are struggling to promote brand loyalty in a market where consumers are willing to shop around to find the best deals. These sites are therefore pushing to improve organic site visits and the customer-brand relationship by ...

May 2018

Holiday Planning and Booking Process - UK

“There are growing opportunities for brands around convenience and capturing the ‘full traveller journey’. Consumers require tools that save them research time and cut through the complexity of the online world. They seek trusted one-stop shops, online and offline, where they can make all their arrangements quickly and easily.”

Skiing and Snowboarding - UK

“There are numerous consumer trends that ski resorts and tour operators can tap into to widen the audience for these types of holidays. Interest in health and fitness continues to grow in the UK so active holidays are likely to appeal. A break to a ski resort can provide both ...

April 2018

Package vs Independent Holidays - UK

“Mintel’s research shows that those who book ‘pure packages’ are the most likely travellers to record high customer satisfaction levels. Convenience and the removal of travel stress are key selling-points for package brands.”

– **John Worthington, Senior Analyst**