



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 ...