



September 2019

Long-haul vs Short-haul Holidays - UK

“There is huge potential to offer experiences in multiple places during one trip (ie multi-centre holidays) in both Europe and beyond. However, as Brits travel increasingly frequently, demand for environmentally-friendly choices will increase as consumers seek guidelines on how to limit their carbon footprint.”

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

August 2019

Airlines - UK

“Whilst most travellers choose to fly economy, there are opportunities for airlines to upsell by offering more flexibility when it comes to selecting add-ons and services considered to be more premium.”

- Marloes de Vries, Travel Analyst

July 2019

Short and City Breaks - UK

“The trend in short breaks is leaning towards high-intensity breaks, built around eye-catching experiences where the experience itself is the central element. Short breaks are an ideal way for tourist boards and travel brands to diversify their product offering and attract people to a wider variety of new holiday types ...

Business Traveller - UK

“The business travel market is under pressure amid Brexit uncertainties. Brands that help business travellers to save time, both in the planning process and during the trip, are highly likely to be favoured. Meanwhile, there are opportunities to encourage more business travellers to include leisure time in their trip.” ...