



June 2013

Holiday Centres - UK

“Holiday centres still show very similar seasonal patterns to domestic tourism as a whole and could do more to promote awareness of their year-round weather-proof advantages compared to many other UK holiday types. The proportion of breaks taken during the winter months remains especially low. According to Mintel’s research, only ...

May 2013

Holiday Property - UK

“One of the most common deterrents to buying a holiday home is the concern over lack of holiday variety - having to visit the same place all the time. The key is to persuade potential buyers of the virtues of trading variety for depth: the benefits of developing roots in a ...

April 2013

Walking and Cycling Holidays - UK

“Brands could make better use of social media channels to connect holidaymakers before a holiday, to group those with common interests or motivations together and allow holidaymakers to begin interacting and forging relationships before a holiday even begins. Using social media channels could help to tie holidaymakers into a given ...

Camping and Caravanning - UK

“In the age of independent travel and individualised consumerism where traditional class identities are often weaker than in the past, the social element of going on holiday is often overlooked, apart from certain markets such as group and schools holidays. Campsites and caravan sites still provide this experience of community ...