



December 2012

Travel Agents - UK

“The high street travel agent industry has been buoyed by the misconception that they offer a greater level of consumer protection than online channels, with consumers confusing ABTA membership with ATOL certification. With this myth dispelled, the decline in usage of high street travel agents will likely be accelerated as ...

November 2012

Inbound Tourism - UK

“Amongst Olympic visitors, the European proportion was slightly lower than the ‘normal’ inbound visitor profile, the North American proportion was significantly higher than normal and the proportion from other countries also higher. The Games, relatively speaking, gave more of a boost to inbound long-haul travel. This may offer UK tourism ...

October 2012

Holiday Planning and Booking Process - UK

“If current, increasingly erratic, UK weather patterns persist (as many climate experts believe), this may have a growing impact on booking windows in both the overseas and domestic markets, with less long-term planning and more last-minute decisions.”

Hotels - UK

“Towards the end of August 2012, VisitScotland announced the launch of a £3 million autumn campaign (its biggest ever), targeting UK residents who had not yet taken a holiday because of the Olympics and/or the weather. This seems a particularly shrewd move, given that the economic conditions driving the ...