



## September 2022

### COVID-19 and Travel: Emerging from the Pandemic - UK

“More travellers will look for ways to mitigate the impact of rising prices and stick to a budget when travelling, while some will be forced to exit the market completely. To strengthen their appeal, brands will be challenged to increase the perceived value of the trips and services they offer ...

### Holiday Planning and Booking Process - UK

“Over the past year, several brands have used AI-powered technology to make their search technology more flexible and their content more personalised. Since ease of booking has a major impact on consumers’ decisions, these brands will be more likely to have higher conversion rates. The next stage will see more ...

## July 2022

### Holiday Rental Property - UK

“After being hit hard by the COVID-19 outbreak, the UK holiday rental property market rebounded strongly in 2021 and is set for another solid year in 2022. The reopening of overseas travel for UK residents means that growth in domestic holiday rental stays is unlikely to be as strong ...

### Travel Hub Foodservice - UK

“Having endured an extremely challenging couple of years, UK travel hubs must now contend with the cost-of-living crisis. The threat of commuters seeking cheaper alternatives is driving travel hub foodservices to play on price, but high overheads make this unsustainable.

Providing good value is not always about being the cheapest ...

### The Over-55 Traveller - UK

“Over-55s are already more valuable to the holiday market than under-35s and likely to become more so again as their numbers increase and more of them are able to remain active longer into later life.”

### Package vs Independent Holidays - UK

“Some consumers remain more receptive to the extra protection offered by package holidays, which has resulted in a slight shift towards this booking method. Higher demand for beach holidays and luxury travel also benefits the package holiday segment as these trips account for a larger share of bookings made as ...

### Holiday Centres and Parks - UK

“In a competitive market, with relatively low brand differentiation (outside of the leading holiday centre brands Butlin’s and Center Parcs), catering for rising visitor expectations in terms of accommodation, facilities and experiences has become vital for success.”

– John Worthington, Senior Analyst