



## December 2013

### Visitor Attractions - UK

“Multi-user touch tables and touch screens are increasingly being used by attractions to increase engagement now that consumers have become familiar with the concept of manipulating content on a touch screen to zoom in, zoom out or move it around.”

### Travel Agents - UK

“As the advent of concept stores shifts the role of stores towards offering an inviting experience rather than just facilitating transactions, travel agents need to avoid declaring a given store a success or failure based on in-store sales. The maintenance of a loss-making, but high-footfall store should instead be viewed ...

## November 2013

### Holiday Planning and Booking Process - UK

“Booking times have been getting increasingly shorter in recent years. This process has been accelerated by the economic downturn, subdued household income and the rising cost of living, as financial uncertainties have forced more consumers to adopt a wait and see approach. However, there is also a deeper trend at ...

### Inbound Tourism - UK

“Making tourists aware of lower food, drink and accommodation costs offered by many regional destinations in comparison to London would go some way to negating the high costs of domestic travel, and European tourists could also enjoy the lower take-off and landing fees offered by regional airports compared to Heathrow ...

## October 2013

### Hotels - UK

“Hotels increasingly live and die by online customer review and those who succeed will need a high-definition, bang-up-to-date offering: price-led, quirky/trendy, luxury or celebrity-endorsed glamour/glitzy. Peer-to-peer rental alternatives like Airbnb are a growing and potentially major threat in many cities both in the UK and worldwide. Hotels without ...

### Cruises - UK

“In a broader holiday market dominated by comparison websites and dictated by value for money, cruising is an industry where first impressions really do count. Mintel’s finding that roughly a third of sea cruisers are not interested in taking another suggests that the industry has a long way to go ...

## September 2013

### Domestic Tourism - UK

“The holiday industry is increasingly polarising between holiday haves and have-nots. Holiday brands with a clear ABC1 bias – eg Center Parcs (the ‘middle class Butlins’), Hoseasons premium lodge brands or hotels catering for the city break phenomenon – have been performing well. Many of the have-nots may not be ...

### Short/City Breaks - UK

“The advent of social reviews demands that brands react by launching innovative ventures such as those that seek to court influential social media users. Attracting influential social reviewers and offering tangible incentives for promoting or endorsing brands on social networks is set to become increasingly necessary as the social review ...

## August 2013



## Business Traveller - UK

“There is scope for airlines to better attract business travellers by offering more optional, business-focused extras on top of standard or economy class tickets, thereby circumventing inflated APD charges for premium classes. While low-cost airlines often charge extra for allocated seating or additional legroom, there is scope to offer power ...

## July 2013

### Short-haul Holidays - UK

“Allegations launched by the European Commission into Eurotunnel levying excessively high track access charges could also see passenger ticket prices fall – Eurostar currently pays Eurotunnel as much as £19 per passenger. The increased competition offered by Deutsche Bahn’s entry into the market could also serve to reduce cross-Channel ticket ...

### Airlines - UK

“Significant volume growth is unlikely in the key UK outbound leisure travel segment until there is a sustained revival in consumer confidence and growth in household income. Even then growth rates are likely to be modest compared with the pre-recessionary boom years. In the domestic market, outside of the dominant ...

## 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

### Camping and Caravanning - 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 ...

“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 ...

## March 2013

### Long-haul Holidays - UK

“Private sector investment at Heathrow will likely see passenger charges rise from £19.33 in 2012/13 to as much as £27.30 in 2018/19, pending approval from the Civil Aviation Authority. Landmark rulings by the European Court of Justice in favour of passengers receiving compensation from airlines for ...

### Singles on Holiday - UK

“The long-term decline in marriage as an institution has helped to destigmatise singlehood and given birth to a new breed of more self-confident, financially independent and freedom-loving singles. Travel is important to these singles as a form of self-determination and a powerful expression of identity and individuality. ‘Freedom holidays’ can ...

## February 2013

### Holidays to France - UK

“By offering products that are built around Eurostar, Eurotunnel or cross-Channel ferry services, companies can largely insulate themselves against shifts in consumer sentiment towards other European destinations. Similarly, marketing campaigns that focus on France’s unique culinary and cultural offerings would serve to differentiate it from rivals such as Spain and ...

### Package vs Independent Holidays - UK

“In a highly volatile world, large tour operator brands have benefited from associations of security and reliability in the consumer mind, despite the recent high profile difficulties of Thomas Cook.”

– **John Worthington, Senior Analyst**

**Some questions answered in this report include:**

## January 2013

### Holiday Review - UK

“The domestic segment has previously lacked the innovation, wide product ranges and extensive marketing campaigns seen in the overseas segment. However, recent growth should see the domestic holiday industry emerge from the current weak economic climate a more mature being, better able to compete with the long-haul segment even in ...