

Holiday Planning and Booking Process - UK - October 2011

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“Austerity and rising costs could encourage a shift away from purely price-driven commoditisation towards a stronger emphasis on quality. In other sectors, such as clothing for example, consumers are buying less but buying ‘quality to last’. This can also be an effective marketing approach for holidays – ‘less is more, investing in life-long memories...’”

– John Worthington, Senior Analyst

In this report we answer the key questions:

- How can travel companies respond to consumer preferences for booking late or early?
- How can travel marketers respond to the age of austerity?
- What is the role of the ‘personal’ in the online travel booking world?
- Is mobile travel booking over-hyped?
- Are holiday bookers no longer motivated by green/ethical concerns in difficult economic times?

Definition

This report examines planning, research and booking methods. A holiday must include a stay of at least one overnight.

– tourism is any travel, which involves an overnight stay away from home.

– a holiday is a subjectively defined form of tourism, as defined by the tourist in response to surveys such as the IPS.

– a long holiday is a holiday of four nights or more away from home.

– short-haul refers to air holidays within Europe, Long-haul, therefore, refers to holidays outside Europe.

– an inclusive tour, or package holiday, is defined as the simultaneous sale of at least two elements of a holiday.

– an independent holiday is one in which the traveller organises and books transport and accommodation from separate sources.

– Seat- or flight-only is a type of independent holiday in which travellers only purchase a return fare and thereafter book their own accommodation, car hire etc.

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EMEA: +44 (0)20 7778 7151
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