

Holidays on the Internet - UK - July 2011

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"Online security and putting together holidays easily are key issues for consumers, while how best to address UGC (User Generated Content) reviews and the potential impact of Google Travel are particular concerns for operators. Meanwhile, improved infrastructure in the UK and the rise of mobile facilities should ensure that holidays on the internet continue to grow in importance on both sides of the supply/demand relationship."

– Tom Rees, Senior Travel and Tourism Analyst

In this report we answer the key questions:

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- Which technological developments are most likely to benefit holidays on the internet?
- What is the potential impact of 'Google Travel'?
- Is the UK's aging population a problem?
- Are online reviews a positive or a negative?
- Are consumers worried about online security, and what are the implications

Definition:

Holidays on the Internet looks at internet research, partial or full booking made online, and online actions during and after a holiday of one night or more in duration.

An adult, for the purposes of Mintel's research, is anyone aged 16 or over.

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