

Travel Agents - UK - December 2011

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“In the long term, agents may have particular opportunities as a result of countries opening up to the advantages (ie revenue generation) of increased tourism. Destinations such as Libya where infrastructure is non-existent will give agents the chance to present themselves as the perfect ‘gateway to the new’.

- Tom Rees, Senior Travel and Tourism Analyst

In this report we answer the key questions:

- How can travel agents benefit from the ageing UK population?
- What can agents do to capitalise on the staycation trend in 2012?
- How can travel agents take advantage of 2011’s geopolitical unrest across the Middle East/North Africa (the ‘Arab Spring’)?
- What do developments in air travel mean for agents

Travel agencies are defined as outlets at which holidays or other leisure travel products are purchased, including high street retailers and direct selling companies, many of which now operate online. Although the latter are considered in the report, the focus remains on offline operations.

Independent travel agents are those that have no links, in terms of ownership, with any tour operators and thus have the ability to sell any holiday from any operator. This compares to the vertically integrated travel agents owned by large travel groups that are heavily biased towards selling their own products, although they may sell holidays from other operators. The business travel market is not reviewed in this report.– tourism is any travel, which involves an overnight stay away from home.

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