

Travel Agents - UK - December 2012

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"The high street travel agent industry has been buoyed by the misconception that they offer a greater level of consumer protection than online channels, with consumers confusing ABTA membership with ATOL certification. With this myth dispelled, the decline in usage of high street travel agents will likely be accelerated as consumers let price rather than misconception guide their booking process."

- Harry Segal, Travel and Tourism Analyst

In this report we answer the key questions:

- **How will improved consumer awareness about protection affect agents?**
- **How will VisitEngland's proposed 2013 campaign affect agents?**
- **How can agents compete against price comparison websites?**
- **How can agents attract the lucrative senior demographic?**

The high street travel agent market has continued to suffer as consumers increasingly make use of the internet for both research and booking purposes. Online price comparison sites have served to finely hone holidaymakers' perceptions of value and agents struggle to convince consumers that their service is worth a premium. While a strong performance from the domestic holiday segment offers limited respite, its impact has been largely nullified by low overall penetration.

This report examines the use of high street travel agents, the motivations behind their use and the attitudes of consumers towards them. It also forecasts the volume of both overseas and domestic holidays booked via travel agents for the five years to 2017 and investigates the core drivers behind changes in the market. This report was last explored in Mintel's Travel Agents - UK - December 2011.

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