

Holiday Planning and Booking Process - UK - November 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Booking times have been getting increasingly shorter in recent years, as financial uncertainties have forced more consumers to adopt a wait and see approach. However, there is also a deeper trend at work, as savvy consumers have grown adept at shopping around online, comparing prices and hunting for last minute discounts and deals."

– John Worthington, Senior Analyst

This report looks at the following areas:

- How significant is the rise of mobile internet use for the holiday planning and booking process?
- Does the growth of fully protected dynamically packaged holidays sold by OTAs spell the end of the traditional package tour operator?
- What is the future for online customer review?
- Could the era of big data improve the holiday planning and booking process?

UK consumers currently take 8 million fewer holidays abroad and 8 million more holidays in the UK than they did in 2008. However, the stirrings of economic recovery offer the prospect of a swing back towards overseas travel.

Meanwhile, rising and faster broadband and mobile internet usage is reshaping the way people research and book holidays, putting consumers and their fellow travellers at the heart of the process, creating new opportunities and challenges for companies.

This report analyses market trends, leading companies, and detailed consumer analysis, including who books which type of holiday, booking times, online and offline information sources used, methods of booking independent and package holidays, platforms used for research and booking, and attitudes towards the holiday planning and booking process. Mintel last reported on this market in Holiday Planning & Booking Process – UK, October 2012.

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