

Holiday Car Hire - UK - June 2014

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

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"The evolution of the 'peer-to-peer' economy is having a seismic impact on travel, from the influence of online customer review to the exponential growth of Airbnb and the challenge it now poses to the hotel industry."

– John Worthington, Senior Analyst

This report looks at the following areas:

- How can holiday car hire appeal more to an ageing travel market?
- What can companies do to appeal more to people who are reluctant to hire holiday cars abroad?
- How can holiday car hire companies develop a clearer, stronger brand identity?

The past five years have been tough for the market for holiday car hire abroad. However, macroeconomic indicators are improving and the largest car hire destination, Spain, is now bouncing back strongly.

A sustained recovery in independent travel looks likely but in the coming years a key challenge for the car hire market will be raising its appeal to an affluent older demographic traditionally averse to the perception of transport hassles on holiday.

This report analyses the influential factors on the holiday car hire market, profiles the leading companies involved and the types of products they are offering, and includes consumer analysis examining who hires cars on holiday, how and when they book, product preferences and attitudes, including the reasons why some people do not hire cars. Mintel last reported on this market in May 2012.

For the purposes of this report, holiday car hire is restricted to overseas use only. It excludes any business use, any non-holiday leisure use and any use in the domestic market. Bookings may be made in the UK, but the primary use for a vehicle must be for a holiday abroad.

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

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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