

Holiday Planning and Booking Process - UK - November 2014

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

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"The high level of price sensitivity exhibited by mobile bookers, coupled with an unwillingness to invest time in finding the best deals, suggests the growing popularity of mobile will be matched by an increased use of comparison sites such as Skyscanner and Trivago as well as accommodation booking sites such as hotels.com."
– Harry Segal, Technology & Travel Analyst

This report looks at the following areas:

- How will growth in the mobile channel shape consumer behaviour?
- Personalisation offers opportunities

The UK holiday market is entering a period of sustained growth, as consumer confidence improves and households enjoy a boost in spending power. However, the growing popularity of the mobile channel for both holiday research and booking purposes presents a unique range of opportunities and threats for brands operating in the travel market. Tablet ownership is expected to enjoy a significant jump following Christmas 2014, accelerating the need for companies to react.

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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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Key points

A quarter of holidaymakers used a smartphone or tablet for research

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- Under-35s are the most likely to book via mobile
- In-store sales conversion rates remain high
- Brands can leverage mobile to boost impulse purchases and upgrades
- Mobile bookers are more socially engaged with brands

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Key points

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