

Package vs Independent Holidays - UK - April 2015

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

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The overseas holiday market has a positive outlook for 2015 and beyond. Package holiday volumes are rising at a higher rate than independent holidays. Consumer confidence improvements will see increases in the value of holidays, however habits developed during the recession to save costs continue to be part of the holiday booking process.

This report looks at the following areas:

- The Package Travel Directive will pose new challenges for online operators
- Short-hop holidays are on the rise as consumers compromise on length of stay to maximise their holiday budget
- Holidays with a purpose will be a growing trend in 2015

Consumers are prepared to pay extra during their holidays, however for many this revolves around eating out, rather than upgrading to luxury options. Holidaymakers that are looking to take relaxing holidays, such as spending time at the beach or going on a cruise, are more likely to book a package, proving that they want the relaxation to start before they get on holiday.

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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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