

## Travel Agents - UK - December 2015

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

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“The introduction of virtual reality headsets should be a perfect addition to the increasingly common concept store format. Virtual reality has the potential to really excite holidaymakers, bringing online-only bookers back into stores in order to get an exclusive taste of potential holidays.”

– Rebecca McGrath, Leisure Analyst

### This report looks at the following areas:

- Concept stores bring experience to the forefront
- Post-booking advice services have potential

The number of holidaymakers opting to book their holidays via a bricks and mortar travel agent continues to decline. Mintel's consumer research shows that only 17% of people have booked a holiday in-store over the last two years, with people instead opting for the efficiency and ease of booking online.

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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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