

Package vs Independent Holidays - UK - May 2016

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“Package providers must adapt to growing consumer demands for customisation and personalisation, especially on mobile devices. As new price comparison and aggregator apps continue to come on the market, consumers will become more comfortable doing independent research and booking. Package providers should implement a more flexible booking model.”
-Fergal McGivney, Travel and Technology Analyst

This report looks at the following areas:

- Pure package providers must adapt to the growing demand for city breaks
- Using technology to get consumers excited
- Consumers have concerns about accommodation quality when booking packages

Independent bookings dominate the holiday market, but package bookings are still going strong in 2016. However, while pent-up demand for holidays overseas is finally being released, consumers are still somewhat cautious. This means that there is still demand for aggressively priced package holidays offering security and staggered payment models.

However, going towards 2020, it is likely that consumers will move towards independent and dynamic bookings due to increasing consumer confidence, increased financial protection when booking from separate providers and new independent booking platforms coming to market.

Pure package providers should look to make package bookings a more customisable and creative process. Brands must now compete on experiences as well as price to gain a competitive advantage. As long as the booking process is clutter-free and functional, package providers can experiment with customisation and personalisation, mobile and smart TV apps, interactive YouTube videos and even virtual reality technology.

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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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UK travellers could lose some travel benefits if Brexit goes ahead

Cuts to Air Passenger Duty should make long-haul package trips more attractive

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