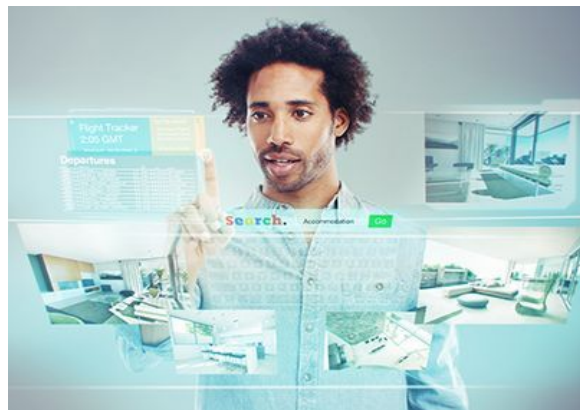


## Online Travel Aggregators - UK - June 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The consumer journey in travel is not linear but rather cyclical, with consumers’ past experiences feeding through to and influencing their next decisions as well as those of other consumers.”

– Sara Ballaben, Senior Technology Analyst

This report looks at the following areas:

- Can social media ads help to drive mobile bookings?
- Is real-time in-destination assistance the next big thing?

Mintel estimates that close to 36 million UK adults booked a holiday in 2016, the vast majority of them (30.6 million) having opted for the online channel. Among these, travel comparison platforms hold the strongest position with an estimated 14.2 million bookers.

The one-stop-shop proposition that allows people to easily comparison shop and simplifies decision-making is certainly what drives OTAs’ popularity, with price by far the biggest pull factor when choosing the booking platform. The majority (53%) of UK adults indicate price as the first and most important factor in the decision and more than eight in 10 place it in their top three.

However, Mintel’s research also finds that two thirds (66%) of UK adults would like to receive suggestions on things to do at the destination when booking holidays online, along with 50% looking for local transport information and 38% interested in restaurant recommendations. This suggests that consumers are not as keen on OTAs’ stripped-down service and still look for a good level of service and assistance, particularly the further they are from home. Going forward we can therefore expect to continue to see great emphasis on price as the primary differentiator along with a new-found focus on harnessing real-time data to provide in-destination assistance via mobile.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Online Travel Aggregators - UK - June 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

- What you need to know
- Products covered in this Report

### Executive Summary

#### The market

##### Close to four in 10 holidaymakers have booked via an OTA

Figure 1: Estimated number of people who booked a holiday online, by channel, 2016

##### The travel market is increasingly mobile

##### Companies and brands

##### Above-the-line adspend on OTAs grows 25% in 2016

Figure 2: Total above-the line, online display and direct mail advertising expenditure on online travel/booking agents, by advertiser, 2016

##### Half of OTA bookers used Booking.com

Figure 3: Travel comparison websites/apps used to book holidays online in the last 12 months, February 2017

Figure 4: Ranking of top OTA apps according to average monthly active users on iPhone and Android Phone in the UK, 2016

##### TripAdvisor's review-based business model drives differentiation and trust

Figure 5: Attitudes towards and usage of selected brands, March 2017

#### The consumer

##### Holiday-makers prefer to book online

Figure 6: Ways in which consumers booked their holidays in the last 12 months, February 2017

##### Travel comparison platforms are central to holiday researching and booking

Figure 7: Providers used to research and book holidays online in the last 12 months, February 2017

##### Short breaks in the UK are the most booked via OTAs

Figure 8: Type of holiday most recently booked via travel comparison websites/apps, February 2017

##### Consumers mostly booking as package holiday

Figure 9: Services booked via travel comparison websites/apps for the most recent holiday, February 2017

##### Laptops are the most common device to book a holiday via OTAs

Figure 10: Devices used to research and book the most recent holiday through travel comparison websites/apps, February 2017

##### Holiday-makers seek the best of both worlds

Figure 11: Types of additional information consumers would like to receive when booking holidays online, February 2017

##### Price is the biggest pull factor when choosing booking platform

Figure 12: Most important factors when choosing where to book a holiday online, February 2017

#### What we think

### Issues and Insights

#### Can social media ads help to drive mobile bookings?

##### The facts

##### The implications

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Online Travel Aggregators - UK - June 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Is real-time in-destination assistance the next big thing?

The facts

The implications

## The Market – What You Need to Know

Close to 36 million UK adults booked a holiday in 2016

Close to four in 10 holidaymakers have booked via an OTA

The travel market is increasingly mobile

Positive market outlook ahead but an income squeeze appears imminent

Post-Brexit uncertainty a likely driver of OTA usage spike

Brexit could revive staycation effect

Changing dynamics in the competitive landscape

Holiday booking becomes more social

## Market Size and Segmentation

Close to 36 million UK adults booked a holiday in 2016

Figure 13: Estimated number of people who booked a holiday, 2016

Close to four in 10 holidaymakers have booked via an OTA

Figure 14: Estimated number of people who booked a holiday online, by channel, 2016

The travel market is increasingly mobile

## Market Drivers

Positive market outlook ahead

Figure 15: Consumer plans to book a holiday within the next three months, April 2013-17

But an income squeeze appears imminent

Figure 16: Average wage growth and consumer price inflation, 2007-2017

Post-Brexit uncertainty a likely driver of OTA usage spike

Figure 17: Websites/apps used to book holiday, March 2017

Figure 18: Holiday behaviour following the Brexit vote, March 2017

Brexit could revive staycation effect

Figure 19: Estimated holiday market volume, by domestic and overseas, 2011-2018

Changing dynamics in the competitive landscape

The Priceline Group invests aggressively ...

... while Expedia also expands

Metasearch vs direct bookings

Holiday booking becomes more social

Figure 20: Usage of selected research sources when booking a holiday, by age, March 2017

## Companies and Brands – What You Need to Know

Half of OTA bookers used Booking.com

Google's increasing activity in the travel market

Facebook harnesses user data to provide travel recommendations ...

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Online Travel Aggregators - UK - June 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

... and facilitates travel ads

Skyscanner partners with Finnair for direct bookings

Above-the-line adspend on OTAs grows 25% in 2016

TV ads accounted for £3 of every £4 spent on above-the-line advertising in 2016

Trivago accounted for a quarter of total monitored adspend

TripAdvisor's review-based business model drives differentiation and trust

trivago outperforms other Expedia brands

## Market Share

Half of OTA bookers used Booking.com

Figure 21: Travel comparison websites/apps used to book holidays online in the last 12 months, February 2017

Booking.com shows consistent multi-channel strategy

Figure 22: Ranking of top OTA apps according to average monthly active users on iPhone and Android Phone in the UK, 2016

## Launch Activity and Innovation

Google's increasing activity in the travel market

Figure 23: Google Destinations, March 2016

Figure 24: Google Trip features, May 2017

Facebook harnesses user data to provide travel recommendations ...

Figure 25: Facebook's City Guides, May 2017

Figure 26: Facebook recommendations, May 2017

... partners with airlines ...

Figure 27: KLM's flight information via Facebook Messenger, May 2017

Figure 28: KLM's emoji service, May 2017

... and facilitates travel ads

Figure 29: An example of Facebook's Dynamic Ads for Travel, May 2017

Skyscanner partners with Finnair for direct bookings

Figure 30: Direct booking of Finnair flights on Skyscanner

## Advertising and Marketing Activity

Above-the-line adspend on OTAs grows 25% in 2016

TV ads accounted for £3 of every £4 spent on above-the-line advertising in 2016

Figure 31: Total above-the line, online display and direct mail advertising expenditure on online travel/booking agents, by media type, 2015 and 2016

Trivago accounted for a quarter of total monitored adspend

Figure 32: Total above-the line, online display and direct mail advertising expenditure on online travel/booking agents, by advertiser, 2016

Nielsen Ad Intel coverage

## Brand Research

Brand map

Figure 33: Attitudes towards and usage of selected brands, March 2017

Key brand metrics

Figure 34: Key metrics for selected brands, March 2017

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Online Travel Aggregators - UK - June 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Brand attitudes: trivago's ad campaign helps to set brand apart from competitors

Figure 35: Attitudes, by brand, March 2017

Brand personality: Hotels.com could be at risk of falling behind

Figure 36: Brand personality – macro image, March 2017

Booking.com has most well-rounded image

Figure 37: Brand personality – micro image, March 2017

Brand analysis

TripAdvisor's review-based business model drives differentiation and trust

Figure 38: User profile of TripAdvisor, March 2017

trivago's TV campaign is driving upbeat image

Figure 39: User profile of trivago, March 2017

Booking.com shows well-rounded image centred on flexibility

Figure 40: User profile of Booking.com, March 2017

Expedia's focus on package deals appears to limit its target audience

Figure 41: User profile of Expedia, March 2017

Hotels.com seems to be falling behind

Figure 42: User profile of Hotels.com, March 2017

## The Consumer – What You Need to Know

Holiday-makers prefer to book online

Travel comparison platforms are central to holiday researching and booking

Short breaks in the UK are the most booked via OTAs

Consumers mostly booking as package holiday

Laptops are the most common device to book a holiday via OTAs

Holiday-makers seek the best of both worlds

Price is the biggest pull factor when choosing booking platform

## Holiday Booking Preferences

Holiday-makers prefer to book online

Figure 43: Ways in which consumers booked their holidays in the last 12 months, February 2017

Travel comparison platforms are central to holiday researching and booking

Figure 44: Providers used to research and book holidays online in the last 12 months, February 2017

Tour operators holding their ground

Online travel aggregators and the luxury travel market

Figure 45: Providers used to book holidays online in the last 12 months, by annual household income, February 2017

The appeal of the one-stop shop proposition

Figure 46: Providers used to research holidays online in the last 12 months, by repertoire of providers used to research holidays online in the last 12 months, February 2017

## Holidays Booked through Travel Comparison Websites/Apps

Short breaks in the UK are the most booked via OTAs

Figure 47: Type of holiday most recently booked via travel comparison websites/apps, February 2017

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Online Travel Aggregators - UK - June 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Consumers mostly booking as package holiday

Figure 48: Services booked via travel comparison websites/apps for the most recent holiday, February 2017

## Devices Used to Visit Travel Comparison Websites/ Apps

### Laptops are the most common device to book a holiday via OTAs

Figure 49: Devices used to research and book the most recent holiday through travel comparison websites/apps, February 2017

### OTAs show a fragmented path to purchase

Figure 50: Proportion of consumers who have researched and booked the most recent holiday through travel comparison websites/apps on the same device, February 2017

Figure 51: Devices used to research the most recent holiday through travel comparison websites/apps, by devices used to research the most recent holiday through travel comparison websites/apps, February 2017

### Holiday type impacts device choice for booking

Figure 52: Devices used to book the most recent holiday through travel comparison websites/apps, by type of holiday most recently booked via travel comparison websites/apps, February 2017

## Additional Information When Booking Holidays Online

### Holiday makers seek the best of both worlds

Figure 53: Types of additional information consumers would like to receive when booking holidays online, February 2017

### OTAs hoping to monetise information

### The quest for an authentic experience

### The real-time enabler: Instant Apps

### A focus on safety could convert in-person bookers

Figure 54: Types of additional information consumers would like to receive when booking holidays online, by ways in which consumers booked their holidays in the last 12 months, February 2017

## Important Factors when Choosing Booking Platform

### Price is the biggest pull factor when choosing booking platform

Figure 55: Most important factors when choosing where to book a holiday online, February 2017

### Could financial protection become a deal-breaker?

### Converting loyalty into social advocacy

## Appendix – Data Sources, Abbreviations and Supporting Information

### Abbreviations

### Brand research

### Brand map

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)