

Holiday Planning and Booking Process - UK - May 2017

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“Partly as a reaction to the post-referendum devaluation of the Pound, there will be a greater demand for apps and websites that help consumers book cheaper holidays and save money. In addition, bookings on smartphones continue to increase as brands develop more mobile friendly websites and payment systems.”
– Fergal McGivney, Travel Analyst

This report looks at the following areas:

- **Mobile usage continues to increase**
- **Google and Facebook release features to draw in holidaymakers**

Now that the UK has decided to leave the EU, consumers are likely to change their behaviour when it comes to planning and booking their holidays. The most obvious and immediate effect of the vote to leave the EU for holidaymakers has been a drop in the value of the Pound, but there are also broader concerns about the health of the economy and rising prices.

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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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Table of Contents

Overview

What you need to know

Scope of the Report

Executive Summary

The market

The number of domestic trips stagnated in 2016

Figure 1: Estimated domestic holiday market volume and value*, 2011-21

Strong growth in overseas trips in 2016

Figure 2: Overseas holiday market volume and value*, 2011-21

The consumer

Consumers to spend more time looking for deals

Figure 3: Holiday behaviour following the Brexit vote, March 2017

Older consumers prefer human contact but this will change over time

Figure 4: Preferred channel for contacting a travel company, March 2017

Which is booked first; accommodation or travel?

Figure 5: When holiday components were booked, by holiday type, March 2017

Over a half book 1-4 months before departure

Figure 6: How long booking was made before departure, March 2017

Mobile use continues to trend upwards

Figure 7: Device used to book holiday, March 2017

Sharp spike in the usage of online travel aggregators

Figure 8: Websites/apps used to book holiday, March 2017

Google leverages its position as the dominant search engine to serve travellers

Figure 9: Websites/apps used to book holiday, March 2017

What we think

Issues and Insights

Mobile usage continues to increase

The facts

The implications

Google and Facebook release features to draw in holidaymakers

The facts

The implications

The Market – What You Need to Know

Domestic trips fall slightly in 2016

Strong growth in overseas trips in 2016

Consumers still plan to book holidays as confidence remains high

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Inflation reduces consumers' disposable income
 Bank of England expects inflation to hit 3% in 2017
 Passenger protections in light of Brexit

Market Outlook

Domestic trips fall slightly in 2016
 Figure 10: Estimated domestic holiday market volume and value*, 2011-21

Strong growth in overseas trips in 2016
 Figure 11: Overseas holiday market volume and value*, 2011-21

Forecast methodology

Market Drivers

Consumers still plan to book holidays as confidence remains high
 Figure 12: Consumer plans to book a holiday within the next three months, April 2013-17
 Figure 13: Consumers confidence levels for the coming 12 months, April 2009-17

Inflation reduces consumers' disposable income
 Oil is relatively cheap but the Pound remains low
 Figure 14: Spot exchange rate for Pound against the Euro and US Dollar, April 2016 to April 2017
 Figure 15: Weekly Cushing, OK WTI Spot Price FOB (Dollars per Barrel)

Brexit and the travel market
 How will Brexit affect the new Package Travel Directive?
 The falling Pound means travel companies can impose surcharges
 Denied Boarding Regulation could be called into question
 Passenger protections in light of Brexit

Market Share

TUI and Jet2holidays see double-digit in the year to January 2017
 Figure 16: Passengers licensed under ATOL protection, by top 10 ATOL holders, 2011-17

Launch Activity and Innovation

Google launches its travel planning app Trips
 Figure 17: Google Trip features, May 2017
 New exploratory Google Earth unveiled to inspire travellers
 Figure 18: Google Earth as seen in the Google Chrome web browser, May 2017
 Figure 19: Options available in Google Earth's Voyager menu, May 2017
 Figure 20: Landmarks shown with yellow pins in lower Manhattan, May 2017

Travel app Lola raises \$15 million from investors
 Creating Google Street View imagery with new 360-degree cameras
 Figure 21: Google's street view ready tools, May 2017

Startup BoltFare aims to challenge Skyscanner and Kayak
 Figure 22: BoltFare operating via Facebook Messenger, May 2017

The Consumer – What You Need to Know

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- More effort to get deals and discounts
- Older consumers prefer human contact but this will change over time
- More customisation and diversification needed in all-inclusive packages
- Over half book 1-4 months before departure
- Mobile use continues to trend upwards

Holidays Taken and Brexit Attitudes

Holidaymaker profile; half the population have been overseas
 Figure 23: Types of holidays taken in the last 12 months, March 2017

- More effort to get deals and discounts
- A boost for staycations? A third will holiday in the UK instead of abroad
- All-inclusive packages could increase but face challenges in Spain
 Figure 24: Holiday behaviour following the Brexit vote, March 2017

Communication with the Customer

- Email is the preferred contact method for consumers
 Figure 25: Preferred channel for contacting a travel company, March 2017
- Older consumers prefer human contact but this will change over time
 Figure 26: Preferred channel for contacting a travel company, March 2017
 Figure 27: Personal ownership of consumer technology products, by age, April 2015 versus December 2016
- Usage of live chat services still low but potential for growth
 Figure 28: Facebook Messenger's GUI interface for seat selection
- Potential problems for Messenger lead to a revamp

When Holiday Components were Booked

- More customisation and diversification needed in all-inclusive packages
 Figure 29: When holiday components were booked, March 2017
- Which is booked first; accommodation or travel?
 Figure 30: When holiday components were booked, by holiday type, March 2017

Booking Lead Time

- Over half book 1-4 months before departure
 Figure 31: How long booking was made before departure, March 2017
 Figure 32: How long booking was made before departure, domestic versus overseas, March 2017
- A market for spontaneous bookings
 Figure 33: How long booking was made before departure, by last holiday taken, March 2017

Holiday Booking Channels

- Mobile use continues to trend upwards
 Figure 34: Holiday booking channels, March 2017
- Mobile popular for short-breaks while travel agents popular for long holidays
 Figure 35: Holiday booking channels, by holiday length, March 2017
 Figure 36: Holiday booking channels, by booking lead time, March 2017

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The rise of mobile – tech-giants adapting tools for travel

Figure 37: Holiday booking channels, by last holiday taken, March 2017

Online Bookings and Research

Sharp spike in the usage of online travel aggregators

Figure 38: Websites/apps used to book holiday, March 2017

Who is using online travel agents/aggregators?

Figure 39: Websites/apps used to book holiday, March 2017

Figure 40: Proportion of consumers describing their financial situation as healthy, by age, March 2017

Online Research Sources

Customer review sites are popular in the research process

Google leverages its position as the dominant search engine to serve travellers

Figure 41: Websites/apps used to book holiday, March 2017

Facebooks aims to challenge Google in the travel space

Concerns about Google's Dominance in travel distribution

New Dynamic Ads for Travel could boost social media engagement

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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