

Holidays to the Americas and the Caribbean - UK - November 2019

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This report looks at the following areas:

- Improving the US brand image
- Going the distance
- New parents are the most likely to respond to the 'magic of Disney'
- Spoiled for choice
- All-inclusives that include the local culture



"There is scope for greater diversification away from the dominant beach resort, city break and theme park products. Holidays with the biggest future growth potential include tailor-made independent and escorted touring holidays, off the beaten track adventure travel, nature tourism and sea cruises."

– John Worthington, Senior Analyst

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MARKET SEGMENTATION

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- Premium tailor-made is a growing product area in the Americas & Caribbean
- Regional specialists
- Tourism diversification
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- Sustainable tourism

COMPANIES AND BRANDS

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