



September 2023

Business Traveller - UK

"The business travel market is going through a considerable transformation. Company reliance on online meeting and event technology was accelerated during the pandemic, and this has been further strengthened by the cost-of-living crisis, which is driving firms to prioritise remote meetings to cut down on expenses.

July 2023

Holiday Rental Property - UK

"Holiday rental properties continue to show the highest growth potential of any accommodation type. The segment is benefiting from a larger pool of new customers as a result of holidaymakers wanting more personal space during the pandemic, while its affordable image and self-catering facilities help it to appeal amid the ...

June 2023

Holiday Planning and Booking Process - UK

"While most holidaymakers were already price-sensitive before inflation soared, many are now adapting their booking behaviour to combat rising prices, with travel comparison websites a popular tool for travellers to limit costs. Brands that are most successful at building customer loyalty and limiting passing on higher costs to customers will ...

Travel Trends - Spring - UK

"Despite pressures from the ongoing cost-of-living crisis, a large proportion of consumers are still prioritising holidays during the summer period. Staycations remain an affordable option for many, whilst other travellers are keen to make up for lost time and head further afield. With a war chest of savings built up ...

May 2023

Package vs Independent Holidays - UK

"The security that package holidays offer has become a less important purchase driver as a result of increased confidence in travel. However, the segment still has the potential to benefit from interest in all-inclusive holidays as more consumers look to control costs. Meanwhile, short breaks overseas remain under pressure, which ...

Holidays to Spain - UK

"Demand for holidays to Spain will continue to improve in 2023, however, high inflation will prevent the market from recovering as quickly as it would under more stable economic conditions. Nonetheless, affordability will be a key competitive advantage for Spain in the current environment and will play a vital role ...



April 2023

Sustainability in Travel - UK

"Consumers increasingly expect to see sustainable tourism practices, along with complete transparency from travel brands on their sustainability credentials. With two-thirds of consumers perceiving travel companies to be guilty of greenwashing, it is essential for travel brands to step up and take accountability for their environmental impact. In order for ...

Cruises - UK

"The cruise industry will benefit from the growing number of over-55s living in the UK, particularly as they are in a relatively good financial position and have high budgets for cruising. The rising number of new ships coming to the market should help to appeal to a wider audience, however ...

Camping and Caravanning - UK

"The core strength of camping and caravanning will remain its inclusive appeal to a wide range of budgets, which will help the market withstand periods of economic uncertainty. The biggest long-term growth opportunities lie in rising demand for premium static rentals, multi-destination touring trips, and an ever-diversifying range of glamping ...

Consumer Attitudes to Staycations vs Holidays Abroad - UK

"Overseas holidays are back on the cards for many Brits, with consumer sentiment set to return to similar levels seen prior to the pandemic. Over half of Brits are planning on heading abroad for a holiday in 2023, with 41% planning a European holiday and 19% planning a long-haul getaway ...

February 2023

Touring and Adventure Holidays - UK

"Interest in group touring holidays has declined in the last year, despite the lifting of international travel restrictions. With some consumers believing they do not offer enough value for money, brands will have to up their game to increase the perceived value amid the rising cost of living. Effective ways ...

January 2023

Holiday Review - UK

"Staying in multiple countries or regions whilst on a holiday appeals to the majority of holidaymakers. As people are expected to take fewer trips compared to before the pandemic to combat the rising cost of living, combining two types of experiences into one holiday, such as a stay in a ...

Upcoming Reports

Domestic Tourism - UK - 2023

Hotels - UK - 2023



Luxury Travel - UK - 2023

Holidays to France - UK - 2023

Travel Trends - Autumn - UK - 2023

Airlines - UK - 2023