

Holiday Review - UK - January 2020

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“The Thomas Cook collapse has had no impact on travellers’ faith in the package holiday market. However, many will be cautious when booking a package holiday, trusting their holidays to the hands of well-known companies that provide high quality customer experiences.”

– Marloes de Vries, Travel Analyst

This report looks at the following areas:

- Exploring destinations through food
- The battle in the package holiday market heats up

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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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The facts

The implications

The battle in the package holiday market heats up

The facts

The implications

The Market – What You Need to Know

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Moderate growth expected for staycations between 2020 and 2024

Short-term outlook for overseas holidays remains cautious

Greece and Turkey fastest-growing overseas destinations

Package holidays going strong amid Brexit uncertainties

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easyJet launches its new holiday business

Jet2holidays launches VIBE targeting Millennials

Train operators Eurostar and Thalys have proposed a merger

British Airways uses AI and video technology to improve punctuality

High potential to capture market share following Thomas Cook collapse

Launch Activity and Innovation

New launches in the package holiday market

easyJet launches its new holiday business

Jet2holidays launches VIBE targeting Millennials

Train operators are increasing their focus on the holiday market

Night trains are being re-introduced

Train operators Eurostar and Thalys have proposed a merger

New AI innovations to increase efficiency

British Airways uses AI and video technology to improve punctuality

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