

Hotels - UK - November 2011

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“London 2012 can be seen as an opportunity for hoteliers to promote ‘brand Britain’ and to encourage repeat business. The challenge for London hoteliers is to maximise the opportunity in terms of room rates and ancillary spend without pricing themselves out of the market. Outside London, there is an opportunity for hoteliers to use the ever growing price differential to entice domestic and overseas visitors.”

– John Worthington, Senior Analyst

In this report we answer the key questions:

- What is the likely impact of the Olympics on the hotel market?
- What can hotels offer in response to the threat of rising petrol prices in order to add further value to short breaks?
- How can hotels appeal to the growing 65+ age group?
- What can hotels do to maximise the potential of their food offering?
- How can hoteliers most effectively market their hotels to potential customers?

This report examines hotels in the UK (from budget to luxury) used by consumers for leisure, business and visiting friends and relatives (VFR) purposes. An adult, for the purposes of Mintel’s research, is anyone aged 16 or over.

The standard travel and tourism definitions used in the terminology of this report are as follows:

- **tourism** is any travel, which involves an overnight stay away from home.
- a **holiday** can be distinguished from other leisure travel such as visits to friends and relatives (VFR) or shopping trips.
- a **long holiday** is a holiday of four nights or more away from home; a **short break** is a holiday that involves one to three nights away.
- **short-haul** refers to air holidays within Europe. **Long-haul**, therefore, refers to holidays outside Europe.
- an **inclusive tour**, or **package holiday**, is defined as the simultaneous sale of at least two elements of a holiday to the traveller. Elements, such as meals or excursions, are not essential to the definition of an inclusive tour. The term ‘**all-inclusive**’ is used to describe a special type of resort holiday in which food, drink, excursions and other services are included.
- an **independent holiday** is one in which the traveller organises and books transport and accommodation from separate sources.
- **seat-** or **flight-only** is a type of independent holiday.

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