

## Airlines - UK - July 2012

Report Price: £1750 / \$2723 / €2181

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Overseas business and VFR travel appear to be recovering at least some of the ground lost in recent years. However, the outbound holiday market is still weak and with the economy in double-dip recession and consumer confidence stuck in very low gear, modest growth appears to be the best short-term prospect for air travel, with short-haul likely to do better than increasingly expensive longer distance trips."

– John Worthington, Senior Analyst

### In this report we answer the key questions:

- To what extent has the low cost model permeated consumer travel attitudes?
- What is the potential impact of fare increases on people's flying behaviour?
- Will aviation lose market share to other travel modes?
- Are environmental concerns likely to have any effect on consumer flying behaviour?

### Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

### Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100