

Business Traveller - UK - August 2013

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“There is scope for airlines to better attract business travellers by offering more optional, business-focused extras on top of standard or economy class tickets, thereby circumventing inflated APD charges for premium classes. There is also scope to offer power sockets or on-board or pre-flight Wi-Fi access.”

– Harry Segal, Research Analyst

In this report we answer the key questions:

- How can the industry tempt people away from using their own cars?
- How can brands cater to demands to extend business trips for leisure?
- What does the shift away from premium travel mean for the industry?
- How will Deutsche Bahn's cross-Channel venture affect the market?

Recovery in the UK business travel market has been a mixed bag. While the domestic market had recovered to pre-crash levels by 2011, growth has since slowed as fluctuating business confidence and cutbacks serve to dampen demand. The overseas market, however, has failed to recover from the crash suffered in 2009 and, while the market has enjoyed minor growth over the last two years, is expected to slip back into contraction in 2013.

While travel management companies have reported steady year-on-year transactional growth since 2009, they have a range of threats to contend with, not least the high use of personal cars that serves to cut companies out from a lucrative chunk of the market.

This report examines business trips taken by UK residents and forecasts how the market will perform over the next five years. It explores the challenges and opportunities that operators will face in 2013/14 and investigates the core drivers behind changes in the market. The report also examines consumer attitudes towards business trips and highlights key innovations in the market. This subject was last explored in Mintel's Business Traveller – UK, August 2012.

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