

Package vs Independent Holidays - UK - April 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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The overseas holiday market has a positive outlook for 2015 and beyond. Package holiday volumes are rising at a higher rate than independent holidays. Consumer confidence improvements will see increases in the value of holidays, however habits developed during the recession to save costs continue to be part of the holiday booking process.

This report looks at the following areas:

- The Package Travel Directive will pose new challenges for online operators
- Short-hop holidays are on the rise as consumers compromise on length of stay to maximise their holiday budget
- Holidays with a purpose will be a growing trend in 2015

Consumers are prepared to pay extra during their holidays, however for many this revolves around eating out, rather than upgrading to luxury options. Holidaymakers that are looking to take relaxing holidays, such as spending time at the beach or going on a cruise, are more likely to book a package, proving that they want the relaxation to start before they get on holiday.

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DID YOU KNOW?

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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Table of Contents

Overview

- What you need to know
- Products covered in this report

Executive Summary

- A robust forecast for overseas holidays
 - Figure 1: Best- and worst-case forecast for volume of UK overseas independent holidays, 2009-19
 - Figure 2: Best- and worst-case forecast for volume of UK overseas package holidays, 2009-19
- Independent holidays are the most popular regardless of destination
 - Figure 3: Holiday destination by holiday type, November 2014
- The top two market players improve their market share
 - Figure 4: Holiday type booked by affluent holidaymakers, November 2014
- Consumers continue to look for good value despite a healthier economy
 - Figure 5: Percentage of holidays booked as a package, November 2014

Issues and Insights

- The Package Travel Directive will pose new challenges for online operators
 - The facts
 - The implications
- Short-hop holidays are on the rise as consumers compromise on length of stay to maximise their holiday budget
 - The facts
 - The implications
- Holidays with a purpose will be a growing trend in 2015
 - The facts
 - The implications

The Market – What You Need to Know

- Improved confidence to boost holiday spend in 2015
- PTD could make life difficult for companies
- Strong pound encourages trips abroad
- APD reform to boost long-haul market
- Short-stay Euro breaks growing
- Cruise market activity indicates a positive 2015
- Consumers look to friends and family/review sites for recommendations

Market Size and Forecast

- Growth is forecast for both package and independent overseas holidays
 - Figure 6: Forecast volume of UK overseas (independent and packaged holidays), 2009-19
 - Figure 7: Forecast value of UK overseas (independent and then packaged holidays), 2009-19
- Economic and regulatory factors combine to boost the overseas market

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Forecasts

Figure 8: Forecast volume of UK overseas independent holidays, 2009-19

Figure 9: Forecast volume of UK overseas package holidays, 2009-19

Figure 10: Forecast value of UK overseas independent holidays, 2009-19

Figure 11: Forecast value of UK overseas package holidays, 2009-19

Segment Performance

Holidaymakers fall back in love with city breaks...

...but exotic destinations are also looking attractive

Figure 12: Package vs independent overseas holidays, by long-haul vs short-haul, 2009-14

Air travel outperforms the rest of the market

Figure 13: Package vs independent overseas holidays, by transport method, 2009-14

European short-hop destinations grow in popularity...

...as do the USA and Mexico

Figure 14: Top 10 overseas package holiday destinations, by volume, 2013 and 2014

The Caribbean continues to be a package holiday hot spot

Figure 15: Top 10 overseas package holiday destinations, by market share of package bookings, 2013-14

Short stay UK holidays will perform better than long stay in 2015

Figure 16: Short vs long holidays in Great Britain, by volume, 2009-14

Figure 17: UK domestic holidays, by holiday type, November 2014

Market Drivers

UK economic health will boost holiday spending

Scrapping of top two APD bands will provide a boost to long-haul

Figure 18: Air Passenger Duty (APD) rates April 2012-April 2015

The Package Travel Directive makes its way through the EU parliament

Online search will push consumers towards independent holidays

Figure 19: Holiday research sources used for holidays taken in the last 12 months, September 2014

Key Players – What You Need to Know

TUI and Thomas Cook maintain market dominance...

...but are trumped by Trivago on adspend

2014 sees specialist activity resort launches

P2P providers to boost independent market

Luxury segment expansion

Technology provides cross-selling opportunities

Market Share

The top two tour operators take a 44% share of the top 10

Figure 20: Passengers licensed under ATOL protection, by top 10 ATOL holders, 2012-14

Large tour operators continue to invest in online

Figure 21: ATOL tour operator failures/closures in the UK, march 2013-January 2015

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Brand Communication and Promotion

Independent holiday services dominate advertising spend

Figure 22: Main monitored media advertising spend on travel*, by top 10 advertisers in 2014, 2012-14

TV takes over half of advertising budgets

Figure 23: Main monitored media advertising spend on travel*, by media type by top 10 advertisers 2012-14

Launch Activity and Innovation

Travel with a purpose

Curated authentic experiences

Holiday memories as a service

Social media selling

Luxury package brands may struggle to find their market share

Figure 24: Destination of holiday, by household income level, November 2014

Cruise operators banking on growth in 2015

Technology enabled package holidays

The Consumer – What You Need to Know

UK trips largely independent with overseas trips evenly split

Families hit the city as well as beach

Value perceptions drive both main booking methods

Location first for independents

Package profile skews to middle-income consumers

Potential pent-up demand among 35-54s

Long-haul travellers less likely to be inspired by agents

Holiday Behaviours

Over half of UK holidaymakers book holidays independently

Figure 25: Method of booking for holidays taken in the UK or abroad, November 2014

31% of those aged 35-54 did not take a holiday last year

Figure 26: Holiday destination, by age group, November 2014

Figure 27: Type of holiday booked, by age group, November 2014

City breaks are almost as popular as beach holidays for families

Figure 28: Type of holiday booked, by age of children in the family, November 2014

Figure 29: Type of holiday taken, by age of children in the family, November 2014

Attitudes to Package Holidays

Value for money is the top reason for booking package holidays

Figure 30: Package holiday booking - attitudes and habits, November 2014

Relaxation holidays are more likely to be booked as a package

Figure 31: Type of holiday taken in the last 12 months (UK or abroad), by method of booking last holiday abroad, November 2014

Middle income households are more likely to book package holidays

Figure 32: Type of holiday abroad booked, by household income, November 2014

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Attitudes to Independent Holidays

Independent holiday bookers focus on location first

Figure 33: Independent holiday booking - attitudes and habits, November 2014

Figure 34: Independent holiday booking – attitudes and habits, by holiday type, November 2014

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

Fan chart forecast

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