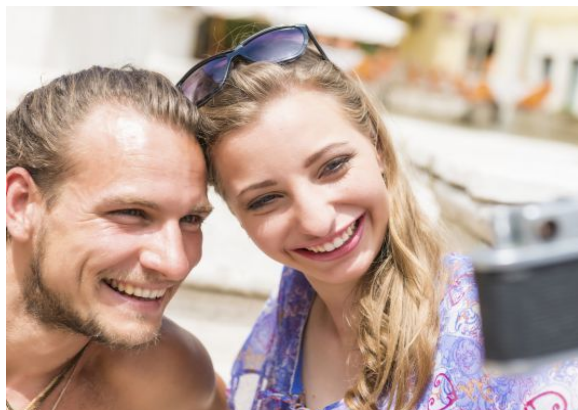


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“With as many as four in ten long-haul holidaymakers booking more than five months in advance, this provides a great opportunity for holiday companies to make the most of the relationship with consumers, not just through the booking experience but also in the lead-up to the holiday itself.”

– Matt King, Head of Leisure, Tourism, Technology and Media Research

This report looks at the following areas:

- Consumers want to be more adventurous on their long-haul holidays
- Price-conscious mind-set means tough market conditions despite predicted volume growth

Long-haul holidays are expected to grow strongly over the next five years as the pent-up demand from the recessionary years is released into the market thanks to the positive UK economy. Consumers are keen to look further afield for more exotic or varied experiences, which delivers a number of opportunities to curators of holidays who are in a position to help consumers develop their ideal holiday.

However despite the positive outlook for the market it will remain a challenging one for travel companies to maintain their margins in, as consumers invest their time to look for the best deals and offers, while airlines compete to offer the best experience for the cheapest price.

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