

Hotels - UK - November 2017

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“The outlook for the UK hotel market looks promising despite uncertain economic times. The constrained incomes of UK consumers will cause some to holiday in the UK rather than abroad. In addition, inbound trips by foreign tourists are increasing as the weak Pound makes the UK cheaper to visit.”

– Fergal McGivney, Travel Analyst

This report looks at the following areas:

- How data is becoming increasingly important for hotels
- Hotels versus Airbnb; which do consumers prefer?
- Opportunities lie in the short break market and the bleisure trend
- Good news for direct bookings; Expedia drops its price match guarantee
- Benefits of promoting packages to domestic tourists

The market section of this Report examines hotels, motels and guesthouses in the UK used by both domestic and foreign tourists for any leisure, business and visiting friends and relatives (VFR) purposes. The Report also looks at UK consumer attitudes towards seven different hotel brands operating in the UK. It also examines a range of issues related to the UK consumer when staying in commercial accommodation including:

- Accommodation types of stay in the past 12 months
- Purpose of stay
- Preferences for hotels versus Airbnb
- Hotel research and booking
- Package bookings and booking lead times
- Attitudes towards data sharing with hotels
- General attitudes towards hotels (eg attitudes towards paying extra for added comfort, exercise facilities etc).

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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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