

# Travel Consumer Report, United Kingdom, 2012-13

Unique consumer and market insights to make the right  
decisions to drive success for your brand



## Consumer insights

Analysis from 2,330 + online travel consumers, detailing their preferred methods of interacting, researching and booking with travel companies

## Market Data Analysis

Unique data insights from suppliers and intermediaries on strategic planning to ensure you make the right investment decisions for your brand

## Case studies

Exclusive interviews and insights from pioneering travel brands and thought leaders

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## Author

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# Welcome

Dear Colleague

Thank you for your interest in this EyeforTravel report on the travel consumer's booking and research patterns. I hope you find it as valuable as your peers who have reviewed and contributed to this document.

Online travel distribution is undergoing great changes currently, with intense pressure on deciding where to invest marketing and sales budgets. Ultimately, the key determinant is what provokes their interest or drives consumers to purchase travel from a specific travel brand. To answer this, EyeforTravel commissioned consumer research in this major travel market - surveying 2,330 online travel consumers.

This is combined with historic and current data on marketing expenditure and expert interviews with 20 travel executives. The accumulated expertise will better inform your strategies for the years to come.

This report is only the beginning of the debate around online travel distribution. My thoughts have already turned to improvements for next year. Please get in touch if you'd like to be involved in future work, or if you have any suggestions for future topics and angles relevant to your business.

I look forward to speaking to you soon,



With very best wishes

**Piers French**

Market Intelligence Manager | **EyeforTravel**



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## Methodology

## 5 STEPS

Bringing together **six dedicated months** of research, analysis & production giving you robust information, analysis and critical recommendations to help you stay one step ahead.



- ✓ **25+ conversations** – to determine the most critical needs of executives in that industry
- ✓ **Survey of 100s** of stakeholders, to ensure the focus reflects the needs of the industry
- ✓ We work with **expert authors**
- ✓ **20 interviews** with industry experts and a range of stakeholders
- ✓ Targeted survey to **2,330** online travel consumers
- ✓ Reviewed by a **minimum of three** industry experts to ensure the report contains only accurate information
- ✓ Weeks spent editing and reviewing the report by proofreaders and copy editors before being reimaged by designers
- ✓ Reviewed and then sent to your inbox

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## Thought leadership

### Social Media and Mobile Strategies for the Travel Industry 2011 (Updated February 2012):

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#### Where should you invest your valuable time and resources for maximum return?

For travel executives trying to understand ROI potential for Social Media and mobile campaigns. The report provides a focused and unparalleled insight through interviews, case studies and research into the successful trends in the world of Social Media and Mobile.

- **Wide-ranging interviews with 20 leading travel and Social Media brands**
- **Exclusive case studies packed with Social Media and mobile best practice tips**
- **How to get the most out of your social and mobile ROI?**
- **And a step-by-step guide on how to measure ROI**
- **More than 400 respondents to an industry-wide survey across the US, Europe and Asia**



[Click here for more details](#)

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## About EyeforTravel

EyeforTravel Ltd is a leading global media company specialising in business intelligence for the travel and tourism industry. Since 1997 it has produced world leading conferences, reports, webinars and news for senior executives in the online travel industry.

With its international focus [eyefortravel.com](http://eyefortravel.com) is a key information portal for the travel industry that caters to the needs and interests of all online travel industry executives.

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# Acknowledgements

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