



HAMPSTEAD SCHOOL

Learning together Achieving together

Y11 – Y12

Summer Bridging Tasks

2024

BUSINESS

Name: _____

- You should spend some time during the summer holidays working on the activities in this booklet.
- You will be required to hand this work in during your first lesson at the start of Year 12 and the content may be used to form the basis of your first assessments.

- You should try your best and show commitment to your studies.
- We are really looking forward to you coming to Hampstead School Sixth Form and studying Business

GCE Edexcel A-level Business – Y12 Bridging work

WORK MUST BE HANDWRITTEN!

Your task: write **4-page** report on **the market for holidays in the UK and abroad.**

Your report should include the following information:

- Major UK-based businesses operating in these markets and niche operators, including budget airlines
- UK consumer trends over the last 10 years, such as activity holidays, staycations, city breaks, package holidays
- Influences on UK-based consumers for holidays, such as the growth and development of emerging economies, social trends, changing costs and prices, and external factors
- The competitive environment facing UK-based holiday businesses
- Include numerical/statistical information such as profits/losses, sales, market shares etc.