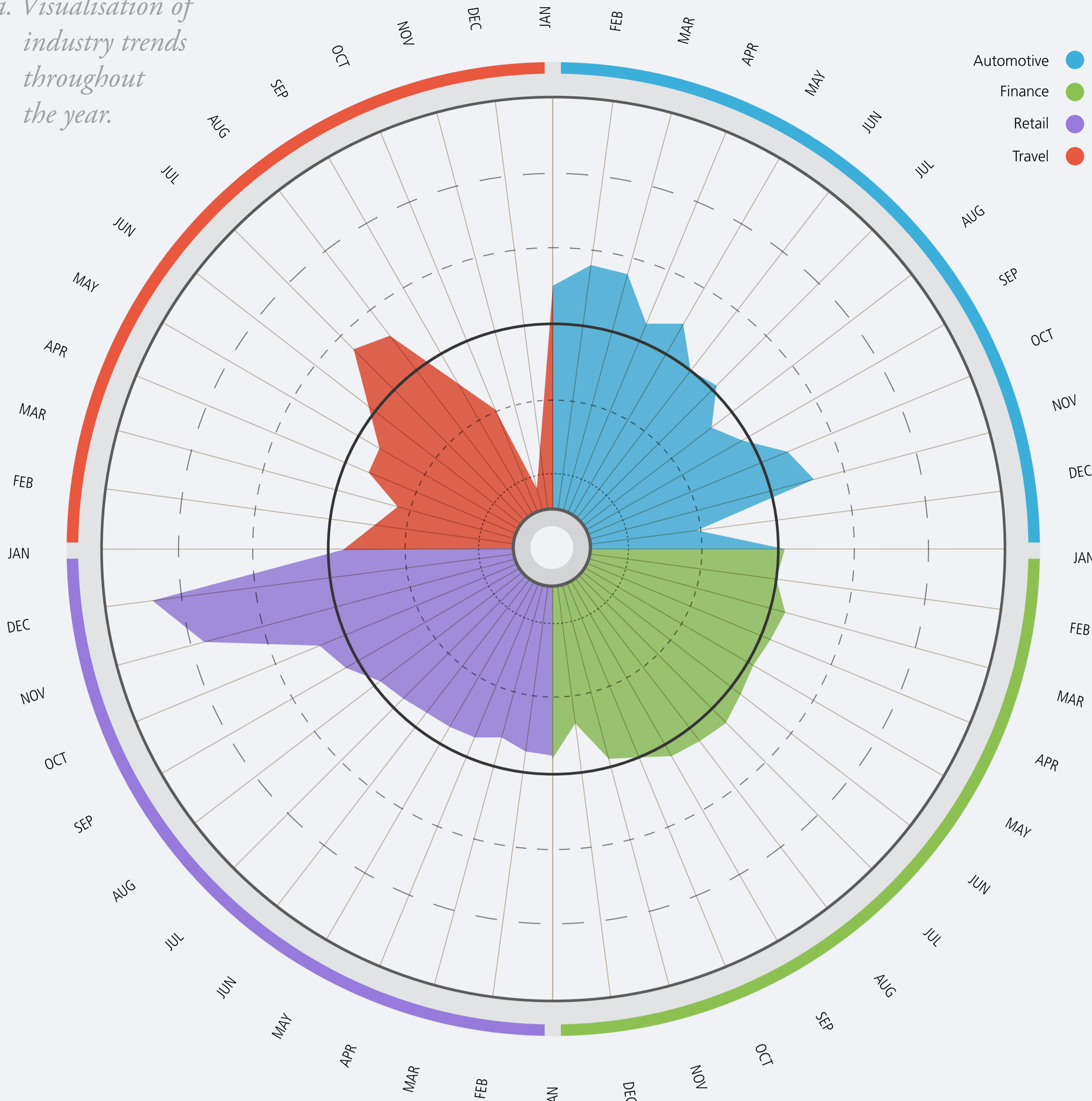


# Wheel of Seasonality

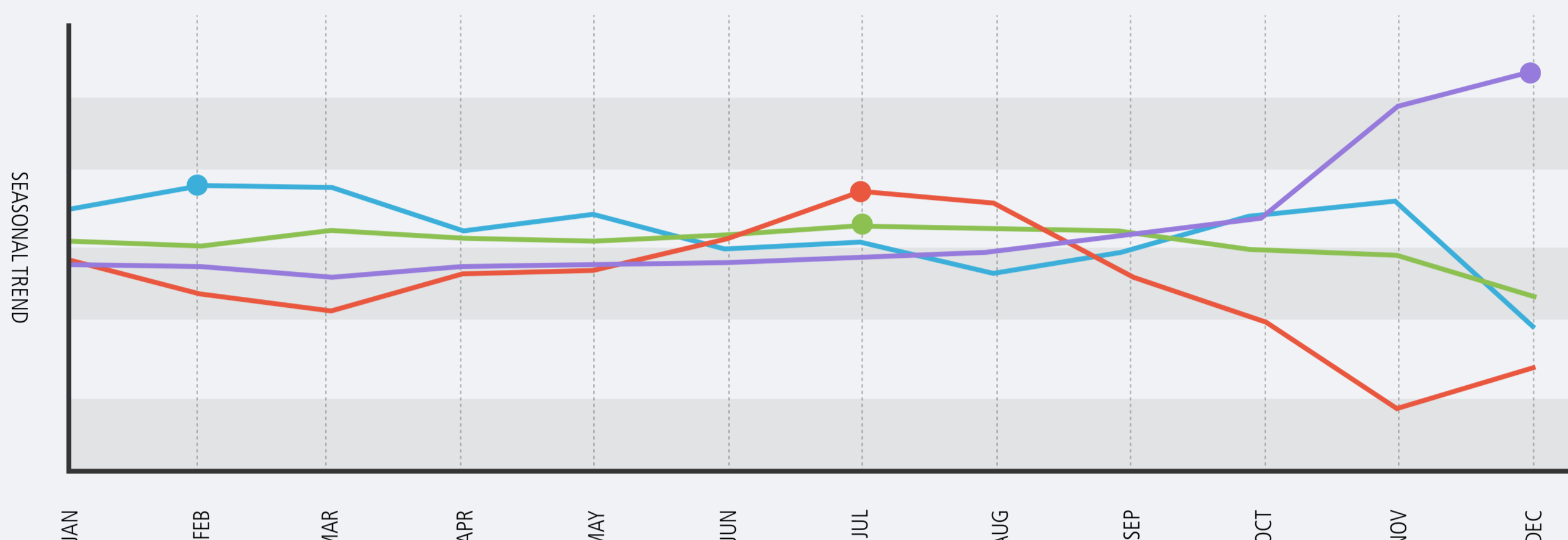
A look at consumer search trends throughout the year.

a. Visualisation of industry trends throughout the year.



b. Breakdown of seasonal trends.

In every industry there is a peak season where demand for products and services increases. Knowing when these peaks occur helps in forecasting and allows companies to ensure that they have enough resources to cope with what their clients are asking for. Managing demand doesn't just stop at having enough produce though, people are the driving force behind any business for both fulfilment and customer service. Ensuring that enough people are hired during the peak periods is paramount to meeting your seasonal requirements.



**Automotive**

By March 2014 over 60% of customers used the online service to tax their cars.

[www.gov.uk](http://www.gov.uk)

**Finance**

£600,000 is being invested in mobile banks to bring the fleet to 24. The fleet make 425 stops in 357 communities every week.

[www.rbs.com](http://www.rbs.com)

**Retail**

During the Christmas Season of 2013, Marks and Spencer hired an additional 12,000 seasonal staff to cope with demand.

[@mandspres](http://@mandspres)

**Travel**

Online research for winter holidays can begin up to six months in advance and peak just before the ski season starts.

[www.midasclick.co.uk](http://www.midasclick.co.uk)

c. Calendar of seasonally related search terms and trends.

**Seasonal Event**  
Related keywords, search terms and search phrases

January	February	March
<b>Winter Servicing</b> Parts Suppliers, Severe Weather Accessories, Repairs/Servicing		<b>Car Registration Plate Change</b> Dealers, Manufacturers
<b>New Year / Summer Holiday Bookings</b> Health Insurance Providers/Brokers, Travel Insurance Providers/Brokers		<b>Car Registration Plate Change</b> Car Insurance Providers/Brokers
<b>January Sales Period</b> Shopping Malls, E-Commerce Sites, Specialist Stores	<b>Valentine's Day / Fashion Week</b> Florists, Shopping, E-Commerce Sites, Confectionary, Boutiques, Fashion Stores	<b>St. Patrick's Day / Mother's Day</b> Shopping, Card Shops, Specialist Stores, Florists
<b>January Sales Period/Skiing Season</b> Travel Agencies/Airlines, Transportation, Hotels	<b>Valentine's Day / Fashion Week</b> Travel Agencies/Airlines, Hotels, Transportation	<b>St. Patrick's Day / Mother's Day</b> Shopping, Card Shops, Specialist Stores, Florists
April	May	June
<b>Spring / Summer</b> Convertible Dealers, Manufacturers, Roadster Dealers/Manufacturers, Sports Car Dealers, Sports Car Manufacturers		<b>Summer Servicing</b> Parts Suppliers, Weather Accessories, Repairs
<b>Summer Holiday Bookings</b> Travel Insurance Providers/Brokers	<b>House Buying Season</b> Mortgage Service Providers, Mortgage Service Brokers, Loan Service Providers, Home Insurance Providers, Home Insurance Brokers	
<b>Easter</b> Shopping, Card Shops, Supermarkets	<b>Bank Holiday</b> Shopping, Card Shops, Supermarkets	
<b>Easter</b> Travel Agencies/Airlines, Hotels	<b>Wedding Season</b> Venues, Florists, Caterers, Wedding Stores, Printers, Photographers	<b>Wimbledon</b> Travel Agencies/Airlines, Hotels, Transportation
		<b>Father's Day</b> Shopping, Card Shops, Specialist Stores, Florists
July	August	September
<b>Summer Servicing</b>	<b>Back to Work / School</b> Fleet Providers, Saloon Dealers/Manufacturers, Commercial 4x4 Dealers/Manufacturers	<b>Car Registration Plate Change</b> Dealers, Manufacturers
<b>House Buying Season</b>	<b>Back to University</b> Student Loan Providers	
	<b>Back to School</b> Health Insurance Providers, Health Insurance Brokers	
<b>Wedding Season</b>		<b>Car Registration Plate Change</b> Car Insurance Providers, Car Insurance Brokers
<b>Wimbledon</b>	<b>Bank Holiday</b> Shopping Malls, E-Commerce Sites, Specialist Stores	<b>Fashion Week</b> Boutiques, High End Fashion Stores, E-Commerce Sites
<b>The British Open</b> Travel Agencies/Airlines, Transportation, Hotels		<b>Fashion Week</b> Transportation, Hotels
October	November	December
	<b>Winter</b> 4x4 Dealers/Manufacturers	<b>Winter Servicing</b> Parts Suppliers, Severe Weather Accessories, Repairs/Servicing
<b>Back to University</b>	<b>Christmas Preparation</b> Loan Service Providers	
<b>Halloween</b> Shopping, Card Shops, Specialist Stores, Florists	<b>Christmas Shopping</b> Shopping, E-Commerce Sites, Specialist Stores, Supermarkets	<b>Christmas / New Year's Eve</b> Shopping, E-Commerce Sites, Specialist Stores, Supermarkets, Off Licences
	<b>Christmas Shopping</b> Travel Agencies/Airlines, Transportation, Hotels	<b>Christmas</b> Travel Agencies/Airlines, Transportation, Hotels, Amusement Parks
<b>Fashion Week</b>		

Sources

- [www.rbs.com](http://www.rbs.com)
- [www.lv.com](http://www.lv.com)
- [www.gov.uk](http://www.gov.uk)
- [www.rac.co.uk](http://www.rac.co.uk)
- [www.twitter.com/mandspres](http://www.twitter.com/mandspres)
- [www.google.com/trends](http://www.google.com/trends)