



July 2020

Special Interest Holidays: Inc Impact of COVID-19 - UK

“While the travel sector faces an unprecedented threat due to the COVID-19 outbreak, the long-term picture is relatively positive. When travel restrictions are relaxed and the economy recovers, special interest holidays will gain momentum thanks to the growing number of Brits taking up new hobbies during lockdown. Domestic and rural ...

June 2020

The Impact of COVID-19 on Travel - UK

“COVID-19 will redefine the holiday market, not only in terms of the continuing threat to health and the associated requirement for social distancing, but also the impact of the inevitable recession. Whilst holidaying will remain one of Brits’ main priorities, the way in which they holiday will change. People will ...

Package vs Independent Holidays: Inc Impact of COVID-19 - UK

“When travel restrictions are lifted many consumers will be eager to get away. However, social distancing measures and consumers’ concerns about their economic situation and their own/family’s physical wellbeing will significantly restrict the speed of the recovery. Rural areas and self-drive holidays will be in high demand when recovery ...

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...

Touring and Adventure Holidays: Inc Impact of COVID-19 - UK

“When travel restrictions begin to ease consumers will be more cautious about group-based touring formats than other holiday types. The market will have to adapt, at least in the interim, and possibly in the longer term. Adaptations should include smaller group sizes incorporating the ‘new normal’ of social distancing, private ...