



## January 2021

### Luxury Travel: Inc Impact of COVID-19 - UK

“COVID-19 has changed the way travellers define a luxury holiday. Whilst comfort remains a key element, feeling special and making memories have become more essential. Destinations closer to home and villa holidays will continue to be more popular options compared to prior to the pandemic, whilst multi-centre trips hold high ...

### Hotels: Inc Impact of COVID-19 - UK

“When the UK finally emerges from its COVID nightmare there is likely to be a surge of interest in experiences such as luxury hotel weekends away as people celebrate the return of normal life. Special occasion breaks cancelled during the pandemic (milestone birthdays etc) will offer particular opportunities. Over-50s have ...

### Domestic Tourism: Inc Impact of COVID-19 - UK

“Consumers’ desire to be outdoors is at an all-time high as a result of the pandemic. The UK’s countryside has great potential to benefit from this. Nature-based holidays with cultural elements, adventure or wellness have high growth potential.”

## December 2020

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

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

### Visitor Attractions: Inc Impact of COVID-19 - UK

“2020 has been a very difficult year for the UK visitor attractions sector. Visitor numbers have plummeted due to lockdowns, while restrictions on domestic travel and deeply depressed levels of inbound tourism present major barriers to recovery. While social distancing measures are now core features of the visitor experience, venues ...

## November 2020

### Holidays to Spain: Inc Impact of COVID-19 - UK

“The British love affair with Spain has suffered a period of enforced separation, but will be rekindled once COVID-19 has finally waned. A ‘Welcome Back’ marketing campaign can remind visitors what they have missed the most. This will not be the time for a reinvention of Spain’s traditional appeal. The ...

### Holiday Rental Property: Inc Impact of COVID-19 - UK

“Holiday rental properties will recover faster than the wider travel market, due to their affordability and the associated self-catering aspect, which enables travellers to avoid contact with other unfamiliar people. COVID-19



will also widen the sector's customer pool, as many will try out rental properties for the first time." ...

## October 2020

### The Wellness Traveller: Inc Impact of COVID-19 - UK

"Consumers' need to de-stress and care for their mental wellbeing will be COVID-19's key legacy driving the future of wellness travel. While wellness breaks' expensive reputation will keep many price-sensitive travellers at bay during the recession, the long-term outlook remains positive. Although there will be growth in many niche types ...

### Solo Holidays: Inc Impact of COVID-19 - UK

"Solo travel will be slower to recover from the COVID-19 pandemic and recession than travel with other companions. However long-term prospects are strong, especially in the older segment of the market, due to rapid population growth amongst singles over 55. It is becoming more of a cultural norm for people ...

## September 2020

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

"The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

## August 2020

### Travel Trends: Inc Impact of COVID-19 - UK

"The level of service provided by travel companies during the pandemic will influence consumers' future choices. Travel companies that are able to learn and adapt their level of customer service quickly to the ever changing situation caused by COVID-19 are well positioned to gain a competitive advantage.

More brands should ...

### Holiday Planning and Booking Process: Inc Impact of COVID-19 - UK

"COVID-19 presents travel agents with an opportunity to demonstrate their expertise and help consumers to plan and book their holiday in a more complex travel landscape. However, as many high street travel agents remain closed and consumers remain cautious about visiting indoor spaces, the quality of service offered through online ...

## July 2020

### Public Transport: Inc Impact of COVID-19 - UK

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



“Public transport is one of the sectors most affected by COVID-19 and will be one of the last to fully recover. Demand will return once people feel safe, but there is likely to be a permanent decline in commuting as flexible working patterns become part of the new normal. Luring ...

“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 ...

### 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 ...

### 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 ...

### 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 ...

## March 2020

### Holidays to France - UK

“Growing rail connectivity, along with the country’s low reliance on fossil fuels for its electricity, offers the opportunity to position France as a low-carbon holiday choice in the era of climate emergency and ‘flight shame’.”

– John Worthington, Senior Analyst

### Cruises - UK

“Travellers’ need to share eye-catching stories via social media and their desire to avoid overcrowded holiday destinations worldwide has led to rising demand for unique and exclusive experiences. Cruises are well positioned to benefit from this trend as many would consider taking a cruise to try something new and to ...

### Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much



more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel's consumer ...

## February 2020

### The Ethical Traveller - UK

“More travellers are likely to adopt the ‘flexitarian’ approach to flying that we are seeing in dietary habits – choosing to take lower carbon forms of transport or stay in the UK for some, but not all, of their holidays. Travellers want to feel their holidays are helping local people ...

## January 2020

### Holiday Review - UK

“The Thomas Cook collapse has had no impact on travellers’ faith in the package holiday market. However, many will be cautious when booking a package holiday, trusting their holidays to the hands of well-known companies that provide high quality customer experiences.”