

# Holiday Planning and Booking Process: Inc Impact of COVID-19 - UK - July 2020

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“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, the quality of service offered through online channels is more important than ever before.”

- Marloes de Vries, Senior Travel Analyst – 13 July 2020

This report looks at the following areas:

- The impact of COVID-19 on the holiday market.
- How COVID-19 will change the way consumers’ plan and book holidays in the short-, medium- and long-term.
- How the recovery of the domestic and overseas travel market is expected to play out over the next five years.
- Consumers’ perceptions of seven key players in the holiday market.
- Consumers’ typical holiday planning and booking behaviours.

21% of consumers are planning to book a holiday in the three months following late June 2020. While this figure is still well down on pre-COVID levels, confidence is gradually returning to the market. The biggest rise in confidence has been noticed amongst older consumers; however, overall interest levels remain higher amongst younger people, who are less concerned about any perceived risks of travelling.

Demand for flights, cruises and city breaks will be heavily impacted due to consumers’ wariness of being in enclosed/indoor spaces with unfamiliar people. Holiday types and destinations that limit potential exposure to the virus, such as self-drive holidays and rural locations, are expected to prove popular. Travel brands will be challenged to demonstrate what they do to keep travellers safe. Some brands have introduced pledges and holiday promises supported with videos to show they are ready to welcome holidaymakers back.

Consumers are not only concerned about their physical wellbeing; many are also worried about their financial prospects as a result of COVID-19. Favourable cancellation policies and flexible payment schemes will be essential in order to encourage bookings.

Social media continues to be an important source of inspiration for travellers. This channel will play a more important role than ever before in influencing holiday bookings and helping to restore consumer confidence in taking holidays. Travel brands, destinations and resorts could take the opportunity to run competitions that encourage consumers to upload photos or videos of their holidays to help kick-start the recovery of the holiday market.

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## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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