

Package vs Independent Holidays: Inc Impact of COVID-19 - UK - May 2020

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"Rural areas and self-drive holidays will be in high demand when recovery starts, whilst the younger generation will be most likely to travel overseas. As a result, the independent sector is set to gain share from package holidays in the short and medium term."

– **Marloes de Vries, Senior Travel Analyst – 20 May 2020**

This report looks at the following areas:

- The impact of COVID-19 on the package and independent holiday segments
- How consumers' holidaying preferences will change in the short, medium and long term
- Interest in being able to customise elements of package holidays
- Reasons for booking package vs independent holidays

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Consumer research methodology

CHAID analysis methodology

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