



## June 2023

### Holiday Planning and Booking Process - UK

“While most holidaymakers were already price-sensitive before inflation soared, many are now adapting their booking behaviour to combat rising prices, with travel comparison websites a popular tool for travellers to limit costs. Brands that are most successful at building customer loyalty and limiting passing on higher costs to customers will ...

## May 2023

### Package vs Independent Holidays - UK

“The security that package holidays offer has become a less important purchase driver as a result of increased confidence in travel. However, the segment still has the potential to benefit from interest in all-inclusive holidays as more consumers look to control costs. Meanwhile, short breaks overseas remain under pressure, which ...

## April 2023

### Sustainability in Travel - UK

“Consumers increasingly expect to see sustainable tourism practices, along with complete transparency from travel brands on their sustainability credentials. With two-thirds of consumers perceiving travel companies to be guilty of greenwashing, it is essential for travel brands to step up and take accountability for their environmental impact. In order for ...

### Camping and Caravanning - UK

“The core strength of camping and caravanning will remain its inclusive appeal to a wide range of budgets, which will help the market withstand periods of economic uncertainty. The biggest long-term growth opportunities lie in rising demand for premium static rentals, multi-destination touring trips, and an ever-diversifying range of glamping ...

### Travel Trends - Spring - UK

“Despite pressures from the ongoing cost-of-living crisis, a large proportion of consumers are still prioritising holidays during the summer period. Staycations remain an affordable option for many, whilst other travellers are keen to make up for lost time and head further afield. With a war chest of savings built up ...

### Holidays to Spain - UK

“Demand for holidays to Spain will continue to improve in 2023, however, high inflation will prevent the market from recovering as quickly as it would under more stable economic conditions. Nonetheless, affordability will be a key competitive advantage for Spain in the current environment and will play a vital role ...

### Cruises - UK

“The cruise industry will benefit from the growing number of over-55s living in the UK, particularly as they are in a relatively good financial position and have high budgets for cruising. The rising number of new ships coming to the market should help to appeal to a wider audience, however ...