



January 2022

Luxury Travel - UK

“Although relaxation remains a key motivator for luxury travellers, many are looking to get more out of their most expensive upcoming holiday, with adventure, celebrating something special or personal growth/development being strong motivations to travel. As such, brands play an important role in connecting travellers with enriching or transformative ...

December 2021

Cycling and Walking Holidays - UK

“COVID-19 has triggered a rise in cycling and walking, and a desire to avoid crowded places and find solace in nature. It has accelerated consumer interest in wellness experiences which enhance both physical fitness and mental wellbeing. Cycling and walking holidays should also benefit from longer-term trends towards more active ...

Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

November 2021

Domestic Tourism - UK

“While the rising cost of living will lead to more consumers opting for low-cost options, there are still a lot of lockdown savings waiting to be unlocked and holidays are deemed a priority. This bodes well for the recovery of the domestic segment, particularly if wavering uncertainty surrounding overseas travel ...

October 2021

Visitor Attractions - UK

The Wellness Traveller - UK

“The travel industry has the opportunity to benefit immensely from the high interest in making wellness part of the overall holiday experience, with beauty/spa treatments, physical activities and meditation being in high demand. Post-pandemic, more wellness travellers are keen to opt for nature-based wellness experiences, while the combination of ...

Family Holidays - UK

“The uneven financial impact of COVID-19 on families, plus a mounting cost of living crisis, will see further polarisation between higher-value holidays and affordable budget breaks.”

– John Worthington, Senior Analyst



“The pandemic is likely to leave a permanent legacy for attractions. There is strong consumer support for retaining some of the COVID safety measures, for capping visitor numbers and for mandatory pre-booking. Most people expect outdoor attractions to remain more popular than indoor.”