



April 2023

Consumer Attitudes to Staycations vs Holidays Abroad - UK

"Overseas holidays are back on the cards for many Brits, with consumer sentiment set to return to similar levels seen prior to the pandemic. Over half of Brits are planning on heading abroad for a holiday in 2023, with 41% planning a European holiday and 19% planning a long-haul getaway ...

February 2023

Touring and Adventure Holidays - UK

"Interest in group touring holidays has declined in the last year, despite the lifting of international travel restrictions. With some consumers believing they do not offer enough value for money, brands will have to up their game to increase the perceived value amid the rising cost of living. Effective ways ...

January 2023

Holiday Review - UK

"Staying in multiple countries or regions whilst on a holiday appeals to the majority of holidaymakers. As people are expected to take fewer trips compared to before the pandemic to combat the rising cost of living, combining two types of experiences into one holiday, such as a stay in a ...