

# 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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## Table of Contents

### Overview

What you need to know  
 Key issues covered in this Report  
 Products covered in this Report  
 COVID-19: Market context  
 Economic and other assumptions

### Executive Summary

#### The market

The domestic holiday market will recover at a faster pace

Figure 1: Forecast value of domestic holidays\* taken by British residents (adjusted for COVID-19 on 13 July 2020), 2015-25

Value of the overseas holiday market will recover quicker than volume

Figure 2: Forecast value\* of overseas holidays taken by UK residents (adjusted for COVID-19 on 13 July 2020), 2015-25

Impact of COVID-19 on the holiday market

Figure 3: Expected impact of COVID-19 on the UK travel market, short, medium and long-term, 13 July 2020

Companies and brands

TUI and Booking.com announce partnership for experiences

Travelisto's travel designers are digital nomads

Market leader TUI introduces Holiday Promise

Booking.com offers good value, but its mediator position poses a threat to its trustworthy image

Jet2holidays again secures the highest share of users with an excellent experience

Figure 4: Key metrics for selected brands, March 2020

The consumer

Older consumers more likely to book holidays compared to the start of lockdown

Figure 5: Plans to book a holiday in the next three months, by age, February 2020 (fieldwork dates: 11-25 February), March 2020 (fieldwork dates: 19-30 March) vs June 2020 (fieldwork dates: 18-30 June)

Airlines challenged to increase confidence in flying

Figure 6: Consumers' confidence in activities, July 2020 (fieldwork: 2-9 July 2020)

COVID-19 hit during a vital booking period

Figure 7: Holiday booking month, package vs independent, February 2020

Smartphone overtakes tablet as second most popular booking method

Figure 8: How main holiday was booked, February 2019 vs February 2020

Pressure on sustainable recovery of tourism will increase

Figure 9: Factors influencing choice of travel company, by age, February 2020

Brands should be ready to engage with consumers through chat

Figure 10: Attitudes towards webchats and chatbots, February 2020

Social media will play a vital role in the recovery of the holiday market

Figure 11: Inspiration from social media and Black Friday promotions, by age, February 2020

Holidays without deposits more likely to appeal to younger travellers

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Older consumers are more likely to pay holiday booking by credit card  
What we think

## Impact of COVID-19 on the Holiday Planning and Booking Process

The market

The domestic holiday market will recover at a faster pace

Value of the overseas holiday market will recover quicker than volume

The consumer

Older consumers more likely to book holidays compared to the start of lockdown

Airlines challenged to increase confidence in flying

COVID-19 poses both opportunities and challenges for travel agents

Pressure on sustainable recovery of tourism will increase

Companies and brands

Travel companies will scale down capacity amid slow recovery

Market leader TUI introduces Holiday Promise

COVID-19: Market context

## Issues and Insights

COVID-19 brings safety and flexibility to the forefront in the holiday planning and booking process

The facts

The implication

The post-COVID-19 travel agent

The facts

The implications

## The Market – What You Need to Know

The domestic holiday market will recover at a faster pace

Value of the overseas holiday market will recover quicker than volume

Uncertain economic outlook will lead to increased price-sensitivity

Despite uncertainties, large proportion of consumers are saving for holidays

## Market Size and Forecast – Domestic and Overseas Holidays

Short, medium and long-term impact on the industry

Figure 12: Expected impact of COVID-19 on the UK travel market, short, medium and long-term, 13 July 2020

Slow recovery due to consumers' concerns about their physical and financial wellbeing

Long-term prospects for the holiday market are positive

The domestic holiday market will recover at a faster pace

Figure 13: Forecast volume of domestic holidays\* taken by British residents (adjusted for COVID-19 on 13 July 2020), 2015-25

Figure 14: Forecast value of domestic holidays\* taken by British residents (adjusted for COVID-19 on 13 July 2020), 2015-25

Figure 15: Forecast volume and value\* of domestic holidays taken by British residents (adjusted for COVID-19 on 13 July 2020), 2015-25\*\*

Value of the overseas holiday market will recover quicker than volume

Figure 16: Forecast volume of overseas holidays taken by UK residents (adjusted for COVID-19 on 13 July 2020), 2015-25

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Figure 17: Forecast value\* of overseas holidays taken by UK residents (adjusted for COVID-19 on 13 July 2020), 2015-25

Figure 18: Forecast volume and value\* of overseas holidays taken by UK residents (adjusted for COVID-19 on 13 July 2020), 2015-25\*\*

## Market Drivers

Uncertain economic outlook will lead to increased price-sensitivity

Brexit sentiment at a record low amid COVID-19 uncertainties

Figure 19: Level of concern over the impact of the EU referendum, July 2016-May 2020

Consumers are concerned about what the future holds for their finances

Figure 20: Financial confidence in the year ahead, May 2019 vs May 2020

Despite uncertainties, large proportion of consumers are saving for holidays

Government relaxes travel advice and halts quarantine measures for selected countries

Figure 21: Top 15 destinations for overseas holidays taken by UK residents, by volume in 2019

## Companies and Brands – What You Need to Know

TUI and Booking.com announce partnership for experiences

Accor offers its guests access to medical support

Travelisto's travel designers are digital nomads

Reduced demand forces hotels to experiment with different concepts

Booking.com offers good value, but its mediator position poses a threat to its trustworthy image

Jet2holidays again secures the highest share of users with an excellent experience

## Market Share

Travel companies will scale down capacity amid slow recovery

Figure 22: Passengers licensed under ATOL protection, by top 10 ATOL holders, 2016-20

easyJet launches summer sale to encourage bookings

TUI and Booking.com announce partnership for experiences

Figure 23: Usage of selected brands, March 2020

## Launch Activity and Innovation

Staying relevant amid travel restrictions

Secret Escapes promotes luxury home and living offers

Viator offers the option to book online experiences

Brands demonstrate what they do to protect travellers

Accor offers its guests access to medical support

Airbnb encourages hosts to commit to its enhanced Cleaning Protocol

Travel companies are tapping into video conferencing opportunities

Kuoni launches video appointment service

Travelisto's travel designers are digital nomads

Reduced demand forces hotels to experiment with different concepts

Zoku transfers hotel rooms into working spaces

Hotel in Sweden offers rooms for dining experiences

## Brand Research

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## Brand map

Figure 24: Attitudes towards and usage of selected brands, March 2020

## Key brand metrics

Figure 25: Key metrics for selected brands, March 2020

Brand attitudes: TUI seen as a brand with a good reputation that offers consistently high quality

Figure 26: Attitudes, by brand, March 2020

Brand personality: loveholidays and On the Beach least strong brand personality as a result of a relatively low brand awareness

Figure 27: Brand personality – Macro image, March 2020

TUI and Jet2holidays most closely associated with being welcoming

Figure 28: Brand personality – Micro image, March 2020

## Brand analysis

Tripadvisor calls upon operators to provide more flexibility

Figure 29: User profile of Tripadvisor, March 2020

Booking.com offers good value, but its mediator position poses a threat to its trustworthy image

Figure 30: User profile of Booking.com, March 2020

Expedia lacks clear level of differentiation in the marketplace

Figure 31: User profile of Expedia, March 2020

TUI's benefits from trustworthy image, while it will be challenged to regain older consumers' confidence in travelling

Figure 32: User profile of TUI, March 2020

Jet2holidays again secures the highest share of users with an excellent experience

Figure 33: User profile of Jet2holidays, March 2020

loveholidays challenged to raise its brand image

Figure 34: User profile of loveholidays, March 2020

On the Beach challenged to improve the customer experience

Figure 35: User profile of On the Beach, March 2020

## The Consumer – What You Need to Know

Older consumers more likely to book holidays compared to the start of lockdown

Airlines challenged to increase confidence in flying

COVID-19 hit during a vital booking period

Smartphone overtakes tablet as second most popular booking method

Pressure on sustainable recovery of tourism will increase

Brands should be ready to engage with consumers through chat

## Holiday Booking Intentions

Older consumers more likely to book holidays compared to the start of lockdown

Figure 36: Plans to book a holiday in the next three months, by age, February 2020 (fieldwork dates: 11-25 February), March 2020 (fieldwork dates: 19-30 March) vs June 2020 (fieldwork dates: 18-30 June)

## Confidence in Travelling

Airlines challenged to increase confidence in flying

COVID-19 expected to boost interest in self-catered accommodation

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Figure 37: Consumers' confidence in activities, July 2020 (fieldwork: 2-9 July 2020)

## Holiday Booking Month

COVID-19 hit during a vital booking period

Figure 38: Holiday booking month, package vs independent, February 2020

## Holiday Booking Channels

Smartphone overtakes tablet as second most popular booking method

Figure 39: How main holiday was booked, February 2019 vs February 2020

COVID-19 is likely to lead to an increase in online bookings

Figure 40: How main holiday was booked, by age, February 2020

Group-based touring formats have to adapt

Figure 41: How main holiday was booked, by types of holiday, February 2020

COVID-19 poses both opportunities and challenges for travel agents

Figure 42: How main holiday was booked, package vs independent, February 2020

## Purchase Drivers When Choosing a Travel Company

Pressure on sustainable recovery of tourism will increase

Figure 43: Factors influencing choice of travel company, by age, February 2020

## Attitudes towards Online Communication Tools

Brands should be ready to engage with consumers through chat

Companies should either opt for a high quality chatbot or no bot at all

Figure 44: Attitudes towards webchats and chatbots, February 2020

## Attitudes towards Holiday Planning

Social media will play a vital role in the recovery of the holiday market

Figure 45: Inspiration from social media and Black Friday promotions, by age, February 2020

Vast majority of parents aged 16-44 living in cities browsed Black Friday holiday deals

Figure 46: Browsing holiday deals during 2019 Black Friday promotions – CHAID analysis, February 2020

## Attitudes towards Holiday Payments

Holidays without deposits more likely to appeal to younger travellers

Figure 47: Preferred holiday payment option, by age, February 2020

Older consumers are more likely to pay holiday booking by credit card

Figure 48: Preferred holiday payment method, by age, February 2020

Figure 49: Attitudes towards financial protection of credit card payments, by age, February 2020

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

CHAID methodology

Figure 50: Browsing holiday deals during 2019 Black Friday promotions, CHAID analysis, February 2020

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