

The Impact of COVID-19 on Travel - UK - June 2020

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This report looks at the following areas:

People will sacrifice short overseas breaks in order to afford longer holidays. We will also see the introduction of more 'working holidays' as employers show greater flexibility on working locations, giving more people the opportunity to travel further afield.

- The impact of COVID-19 on the domestic and overseas holiday markets
- How consumers' holidaying preferences will change in the short, medium and long term
- Opportunities and threats arising from COVID-19
- How a COVID-19 recession will reshape the travel market.



"COVID-19 will redefine the holiday market, not only in terms of the continuing threat to health and the associated requirement for social distancing, but also the impact of the inevitable recession. Whilst holidaying will remain one of Brits' main priorities, the way in which they holiday will change."

– Marloes de Vries, Senior Travel Analyst – 10 June 2020

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- **US consumers are as likely as their UK counterparts to be looking forward to getting away**
- **Road trips are likely to prove popular among US residents**

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