



Holiday Review - UK - 2022

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This report looks at the following areas:

- The impact of COVID-19 on the domestic and overseas holiday market.
- Holidaying intentions and likely behavioural changes in 2022.
- What holiday types show potential for growth.
- Consumer perceptions of accommodation types.

48% of UK travellers would be interested in a holiday rail pass offering unlimited rail travel in the UK whilst on holiday. Interest is particularly high among families with children, while environmental concerns will likely fuel demand for this type of product in the years to come.

Although international travel has the potential for a strong bounce-back in 2022, confidence remains higher in the domestic holiday market. The changing rules around international travel have impacted confidence in travelling overseas, while rules around vaccination will be a barrier for some people, especially younger travellers. Consumers continue to be drawn to more natural areas, such as beaches and rural locations.

The biggest threats to the market include the potential of harmful COVID-19 variants, the rising cost of living and geopolitical uncertainty.

For many people, holidays offer them the chance to escape (the stresses of) day-to-day life – a feeling that lockdowns and other restrictions has intensified. Fuelled by the pandemic, consumers show a greater interest in wellness and adventurous activities, and, as such, brands should expand their offering in these areas to help consumers feel rejuvenated and alive.



“For many people holidays offer them the chance to escape (the stresses of) day-to-day life – a feeling that has been intensified by lockdowns and other restrictions.”

– Marloes de Vries, Associate Director – Travel, March 2022

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