

# Sustainability in Travel - UK - 2022

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## This report looks at the following areas:

- Impact of COVID-19 on the UK holiday market and travellers' priorities.
- Holidaying intentions and likely behavioural changes for 2022 and beyond.
- Purchase drivers when choosing a travel company.
- Environmental and ethical factors that consumers would like to see travel brands prioritise.
- Opportunities to encourage ethical travel.

Lockdowns have made consumers more mindful of their impact on the environment, and increasingly willing to take personal action to travel more sustainably. 75% of holidaymakers would like to do more to minimise their impact on the environment whilst travelling. As brands compete closely on price, product and ease of booking, an ethical reputation can be a key point of differentiation. The 'next normal' will see consumers demand an increased standard of sustainability transparency.

However, high inflation means that some consumers will be forced to cut back on holidays and price will remain at the forefront of consumers' decision-making process when booking trips. This threatens to put environmental concerns to the background.

Yet once consumers get back in the habit of holidaying overseas, many will look for ways to minimise their impact on the environment. Recycling is considered the most important issue travel companies should be tackling with 45% of holidaymakers regarding it as a top issue to address, up from 38% in November 2020. There are opportunities for travel brands to work together with governments and environmental organisations to introduce bans, implement reduce, reuse and recycle schemes and start campaigns that raise awareness to help prevent waste getting into the natural environment.

Increased awareness surrounding carbon footprints will provide a boost to rail services, and other more eco-friendly transit options like electric and hybrid



"As brands compete closely on price, product and ease of booking, an ethical reputation can be a key point of differentiation. The 'next normal' will see consumers demand an increased standard of sustainability transparency, where travel companies are expected to provide information proving exactly how they are working towards climate-positivity."

– Grace Alexander, Market Research Analyst

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vehicles. There is growing opinion that carbon offsets are no longer enough. 64% of Brits think companies should be prioritising reducing emissions overall rather than just offsetting them and 61% agree that travel companies should in fact aim to be carbon-negative. Travel brands are expected to go beyond carbon-neutral and shift to climate-positivity.

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