

Holiday Planning and Booking Process - UK - 2022

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This report looks at the following areas:

- How the rising cost of living will impact the recovery of the travel market.
- Trends in bookings and intentions to book holidays.
- Timing of bookings and holiday booking channels.
- Purchase drivers when choosing a travel company.
- Desired online booking features and online search preferences.
- Consumers' perceptions of seven key players in the holiday market.

Although the lifting of restrictions has boosted confidence in bookings, in June 2022 half of travellers still booked their holidays closer to departure than they did before the outbreak. Bad experiences with refunds seem to have impacted the booking cycle. 74% of travellers who have had a bad experience with receiving a refund say they now book their holidays closer to the departure date, compared to 43% who did not have a bad refund experience.

Amid the increased cost of living, value for money has become an increasingly important factor in purchase decisions. Brands targeting less affluent travellers should help these consumers mitigate the impact of rising prices and stick to a budget, while brands targeting the premium sector or offering packages need to demonstrate the quality of their products to prove that they are worth paying for.

Rising inflation will impact the recovery of the holiday market as many travellers will change their holidaying habits, for instance by going away less often or downgrading to cheaper options. Aside from these macroeconomic challenges, the potential emergence of vaccine-resistant COVID-19 variants continues to pose a big threat to the holiday market.

Several brands have used AI-powered technology to make their search technology more flexible and their content more personalised. The next stage will see more brands offering new types of online experiences powered by AR and VR. An opportunity in this area includes offering all-round (360-degree)



"Over the past year, several brands have used AI-powered technology to make their search technology more flexible and their content more personalised. Since ease of booking has a major impact on consumers' decisions, these brands will be more likely to have higher conversion rates."

- Marloes de Vries, Associate Director – Travel, August 2022

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virtual tours of accommodation, which is the third most desired online booking feature by travellers.

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