



# Travel Trends - Spring - UK - 2023

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## This report looks at the following areas:

- Destinations consumers visited between October 2022-March 2023
- Types of holidays taken between October 2022-March 2023
- Destinations consumers plan to visit between April-September 2023
- Types of holidays consumers plan to take between April-September 2023
- How the cost of living crisis is impacting consumers' holiday behaviour
- Consumers' interest in sustainable holiday options

64% of Brits went on holiday between October 2022 and March 2023. The UK was the most popular destination, followed by Spain and France.

Seven in 10 plan on taking a holiday between April and September 2023, with 42% planning on a domestic holiday, 31% planning a European break and 13% heading outside of Europe.

On balance, consumers plan to spend more on their summer holiday(s) compared to last year. There are still Brits who are keen to make up for lost time and head away on once-in-a-lifetime trips, providing great potential for operators to promote upgrades and premium packages for such travellers. Nevertheless, it also reflects the increased cost of holidays, suggesting that flexible payment options, flexible booking calendars and low deposits will be essential to continue to attract consumers.

Lesser-known destinations have the potential to benefit from strong consumer interest in exploring new destinations. Furthermore, 16-24s are most likely to go on a long-haul adventure during the summer period. Younger consumers are eager to head on gap years or backpacking adventures – many of whom are travelling to long-haul destinations for the first time. Touring and adventure operators are well placed to promote group tours for younger travellers seeking more guidance and reassurance whilst on these trips.



“Despite pressures from the ongoing cost-of-living crisis, a large proportion of consumers are still prioritising holidays during the summer period. Staycations remain an affordable option for many, whilst other travellers are keen to make up for lost time and head further afield.”

– Jennie Bryans, Travel & Leisure Analyst

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