

Consumer Attitudes to Staycations vs Holidays Abroad - UK - 2023

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This report looks at the following areas:

- How the rising cost of living will impact the recovery of the domestic and overseas holiday markets
- Consumer interest in holiday types
- Spending on UK holidays and holidays abroad
- Perceptions of staycations vs holidays abroad

Overseas holidays are back on the cards for many Brits, with consumer sentiment set to return to similar levels seen prior to the pandemic. Over half of Brits plan on heading abroad for a holiday in 2023, with 41% planning a European holiday and 19% planning a long-haul getaway.

Against the backdrop of rising living and holiday prices, affordable domestic holiday options, such as camping and caravanning trips, are set to remain resilient. At the same time, there remain consumers who are eager to utilise their lockdown savings and make up for lost time by heading away on once-in-a-lifetime holidays.

The EES and ETIAS, due to be implemented by the end of 2023 and 2024, respectively, will require travellers to register their biometric information and obtain authorisation to travel into the EU Schengen Zone. While it is unlikely that the schemes will deter a large proportion of consumers from travelling abroad in the longer term, they could potentially impact some demographics that are more risk-averse, including families with younger children.

While the UK can benefit from its strengths in terms of family-friendliness and accessibility, short-haul destinations have the potential to promote their cuisine as an essential pull factor. Despite being perceived as expensive options, long-haul destinations can promote unique and immersive local cultural experiences to attract travellers to further afield destinations.



"Overseas holidays are back on the cards for many Brits, with consumer sentiment set to return to similar levels seen prior to the pandemic. Over half of Brits are planning on heading abroad for a holiday in 2023, with 41% planning a European holiday and 19% planning a long-haul getaway."

- Jennie Bryans, Travel & Leisure Analyst, March 2023

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