

# Holiday Planning and Booking Process – 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 UK travel market
- Trends in bookings and intentions to book holidays
- Holiday booking channels and booking period for main holiday
- Desired booking features and incentives to encourage repeat bookings
- Consumers' perceptions of seven key players in the holiday market.

28% of UK travellers would be interested in information that shows how busy a destination usually is during the time they plan to visit, making this the most wanted booking feature of those surveyed. Interest remains high across age groups and as such, information on crowdedness based on predictive technology or tools that show real-time information will add value to the holiday planning and booking process.

Inflation is falling, however, it is currently still about four times higher than the Bank of England's target rate. While most holidaymakers were already price-sensitive before inflation soared, many are now adapting their booking behaviour to combat rising prices. For example, some find themselves looking at more websites, travelling outside of the peak season or booking earlier than usual to spread payments.

Using travel comparison websites is also a popular way for travellers to limit costs when booking and as such, brands that are most successful at building customer loyalty and limit the extent to which they pass on higher costs to customers will remain more competitive.

To encourage UK travellers to book holidays with them time and time again, brands should consider offering a lowest price guarantee and investing in enhancing their customer service. Within this, more brands are expected to test how generative AI can improve the customer experience, for example by



"While most holidaymakers were already price-sensitive before inflation soared, many are now adapting their booking behaviour to combat rising prices, with travel comparison websites a popular tool for travellers to limit costs."

– **Marloes de Vries,**  
Associate Director – Travel

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providing instant customer assistance at scale when travellers search for and book their holiday.

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- Booking.com introduces new badge levels for properties that invest in responsible practices
- Charitable travel develops one-way by train packages to help travellers cut emissions by half
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