ETOA

Britain and Ireland:
Trends and Prospects

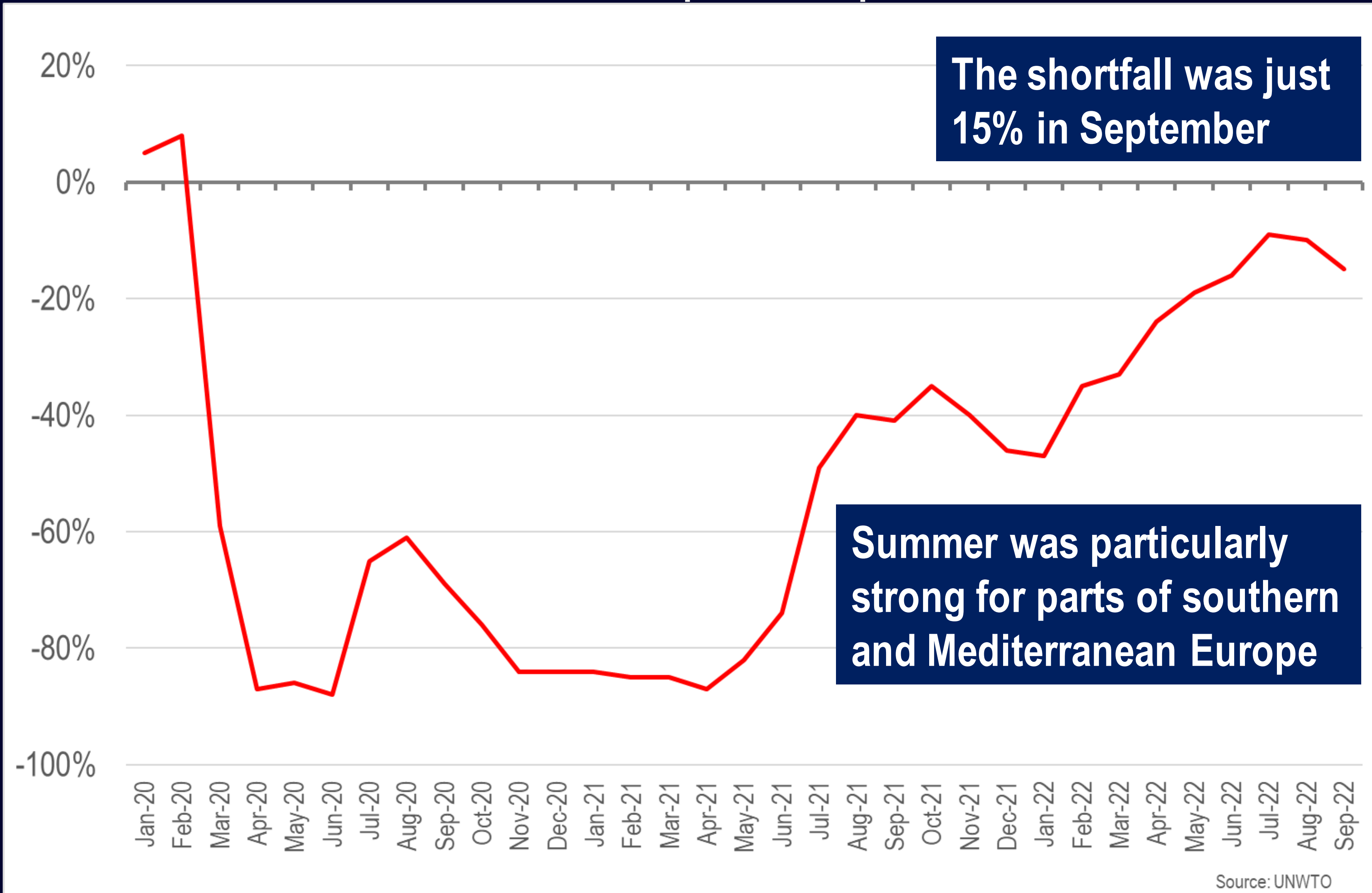
ETOA

International buyers contract British & Irish tourism products

London, 27th January 2023

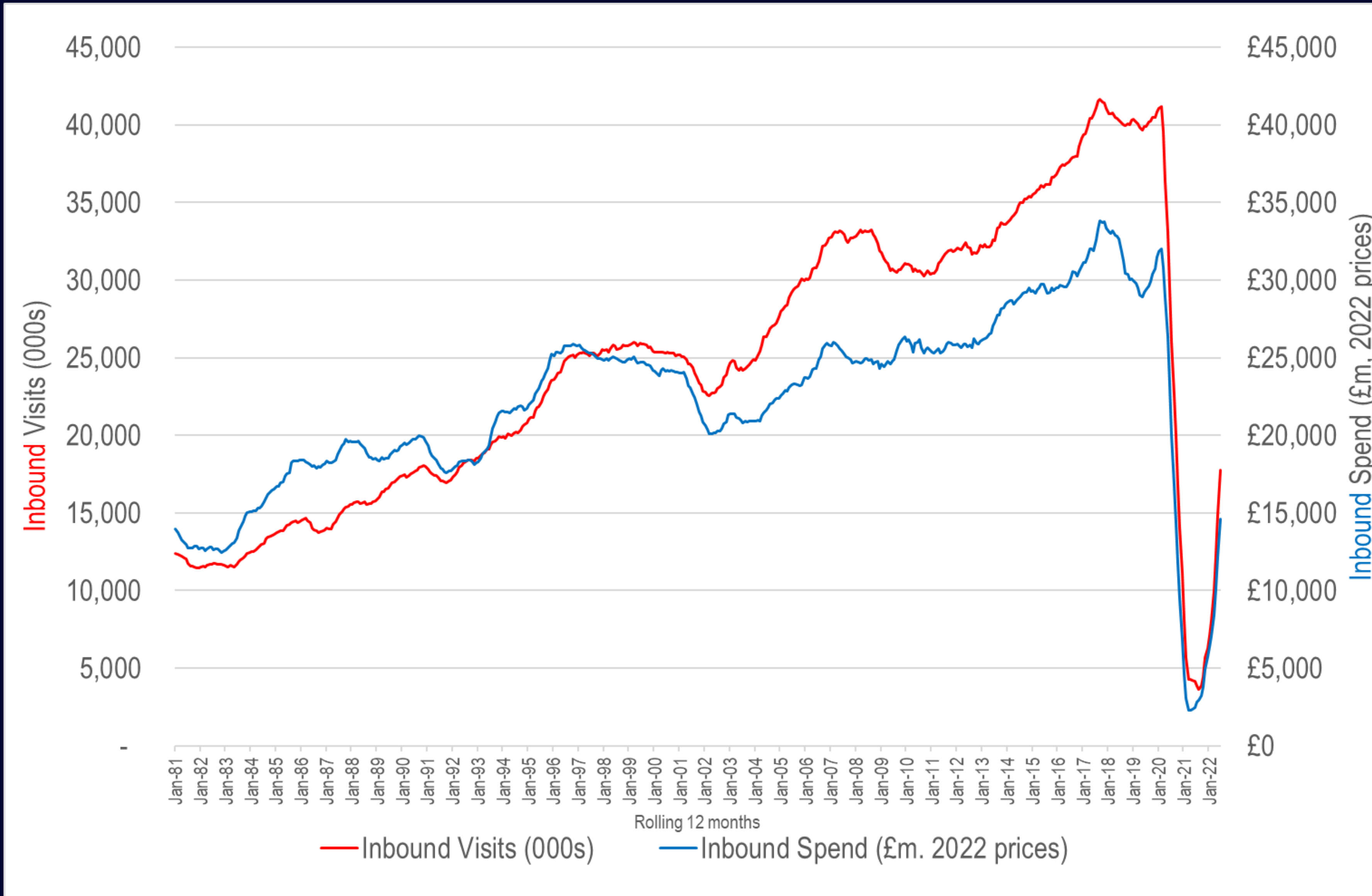
For more information contact:
Karen Jensen, kjensen@etoa.org
or visit the website: etoa.org/bim

International arrivals in Europe compared with 2019



ETOA

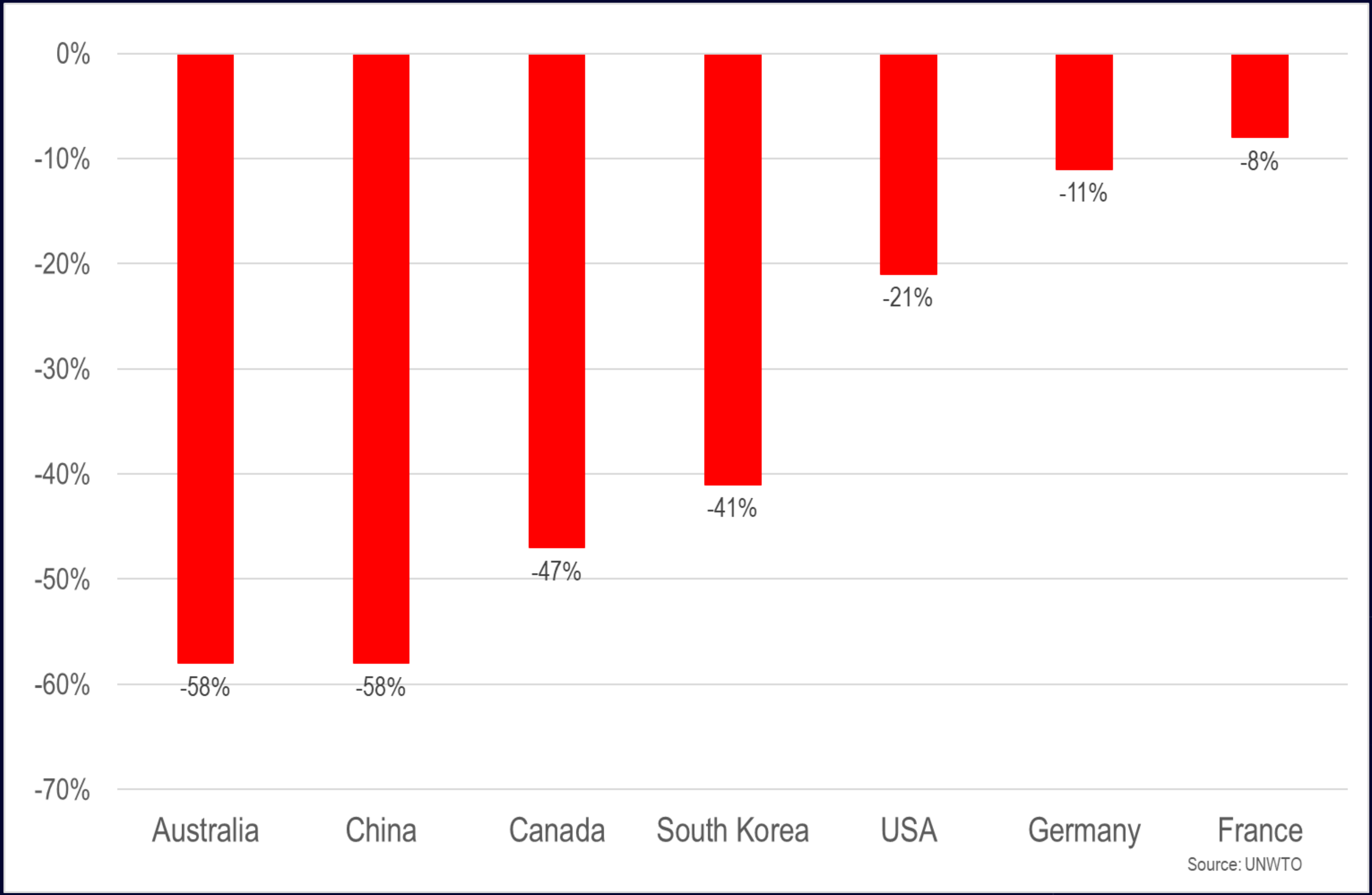
UK inbound volume and value (rolling 12 months)



ETOA

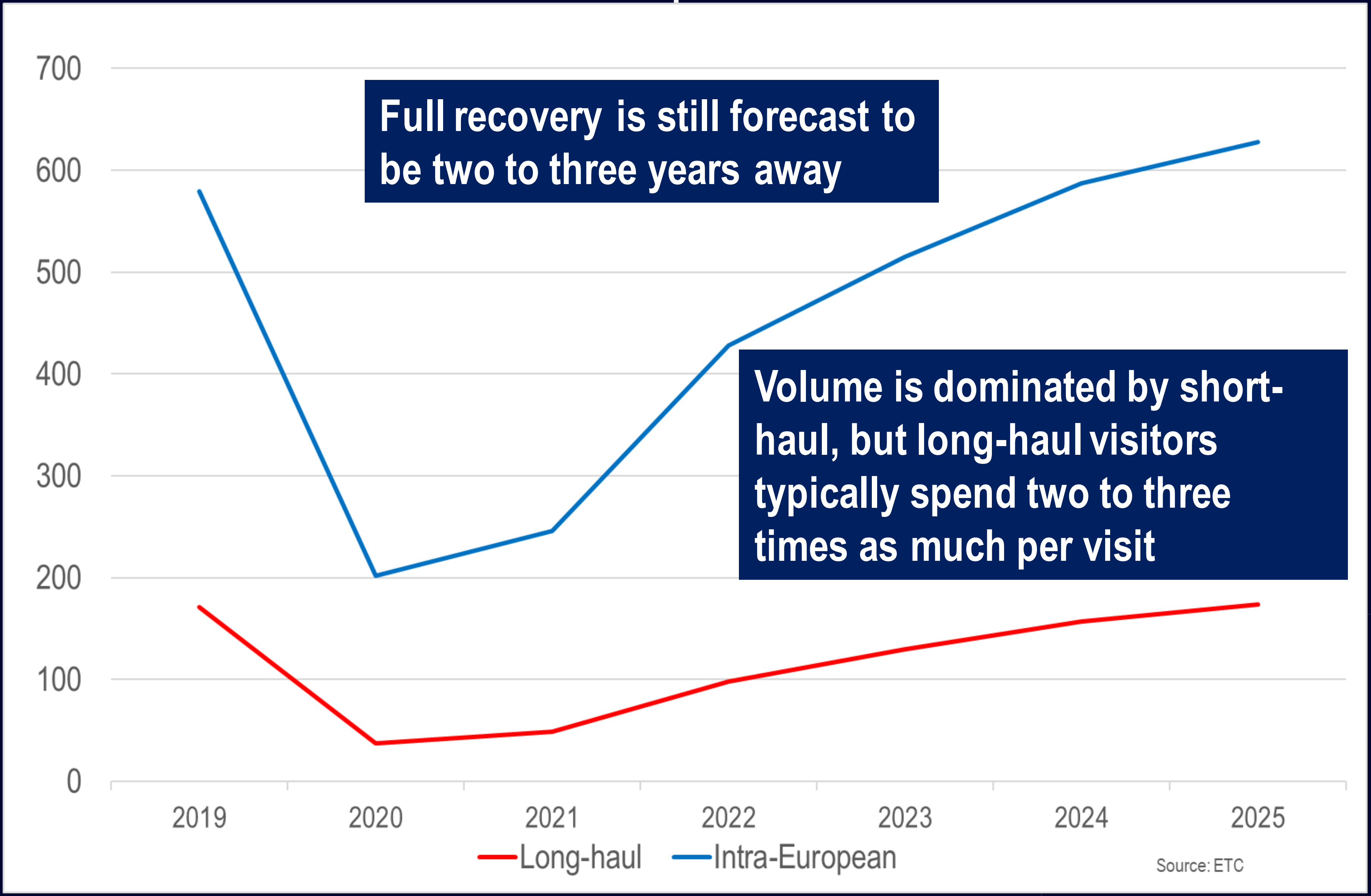
Thoughts on pent-up demand

Spend on outbound travel compared with 2019 (year-to-date)



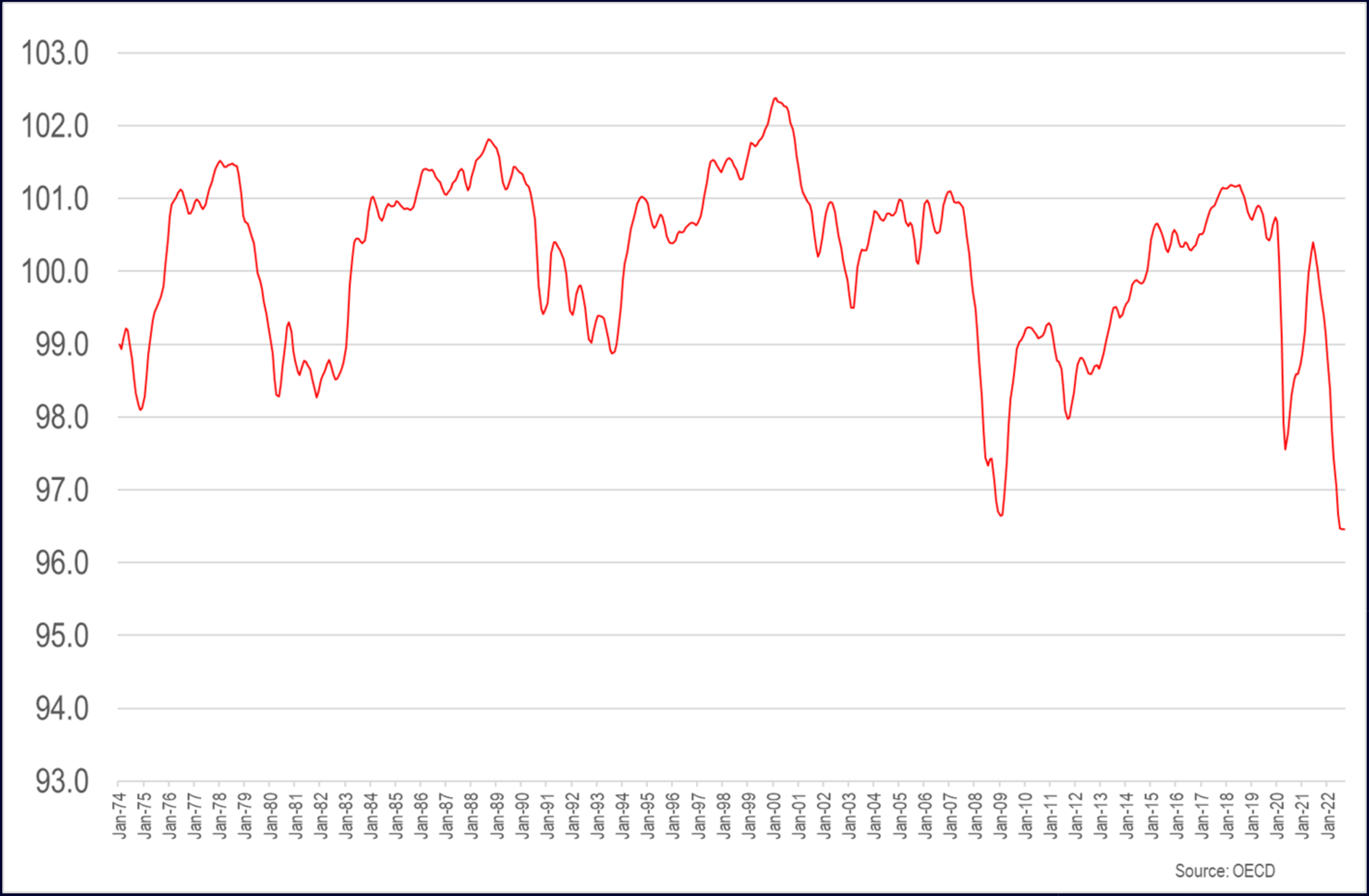
ETOA

International arrivals in Europe: trends and forecasts (millions)



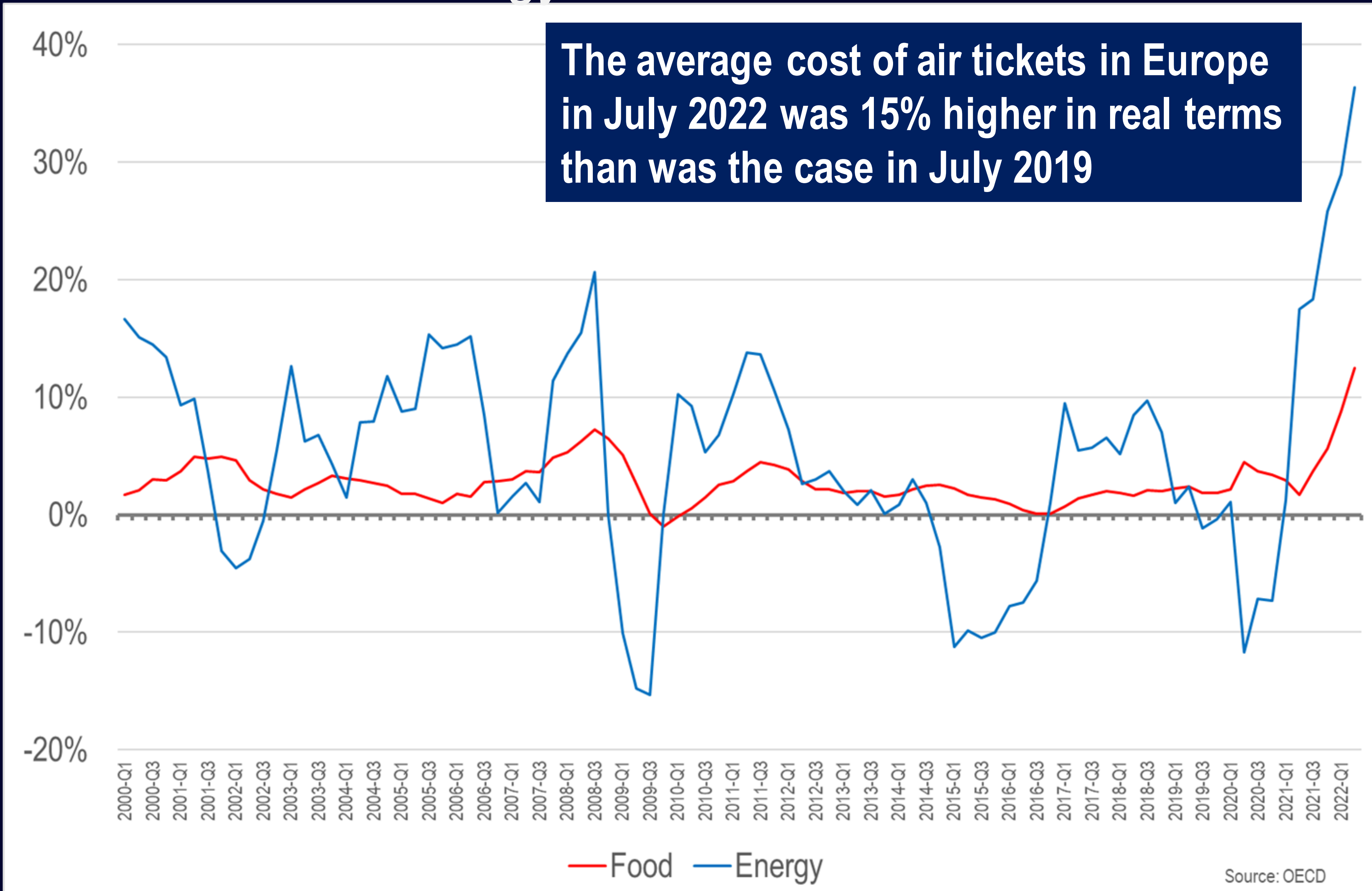
ETOA

OECD consumer confidence since 1974 (long-term average = 100)



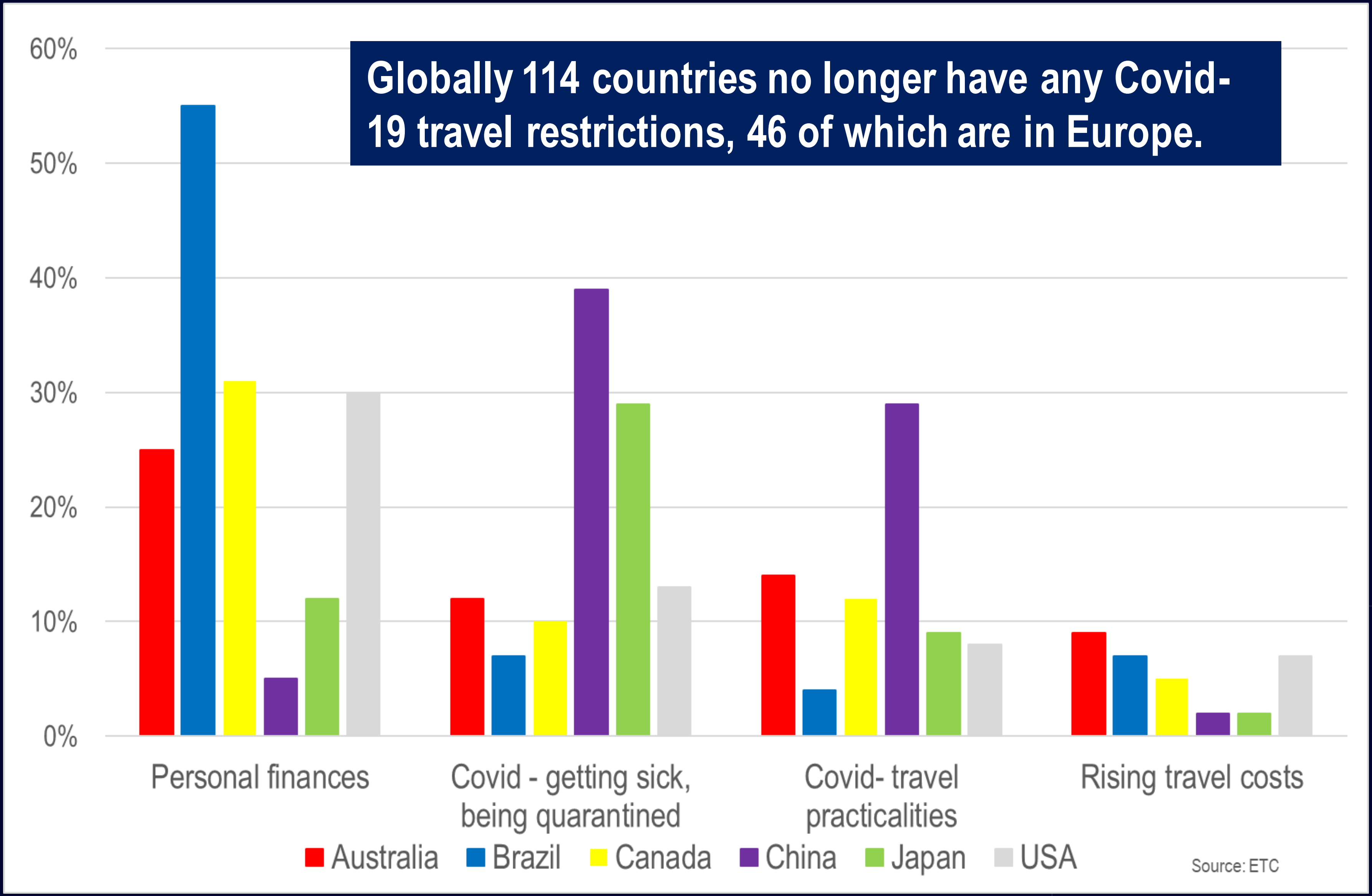
ETOA

OECD food and energy inflation since 2000



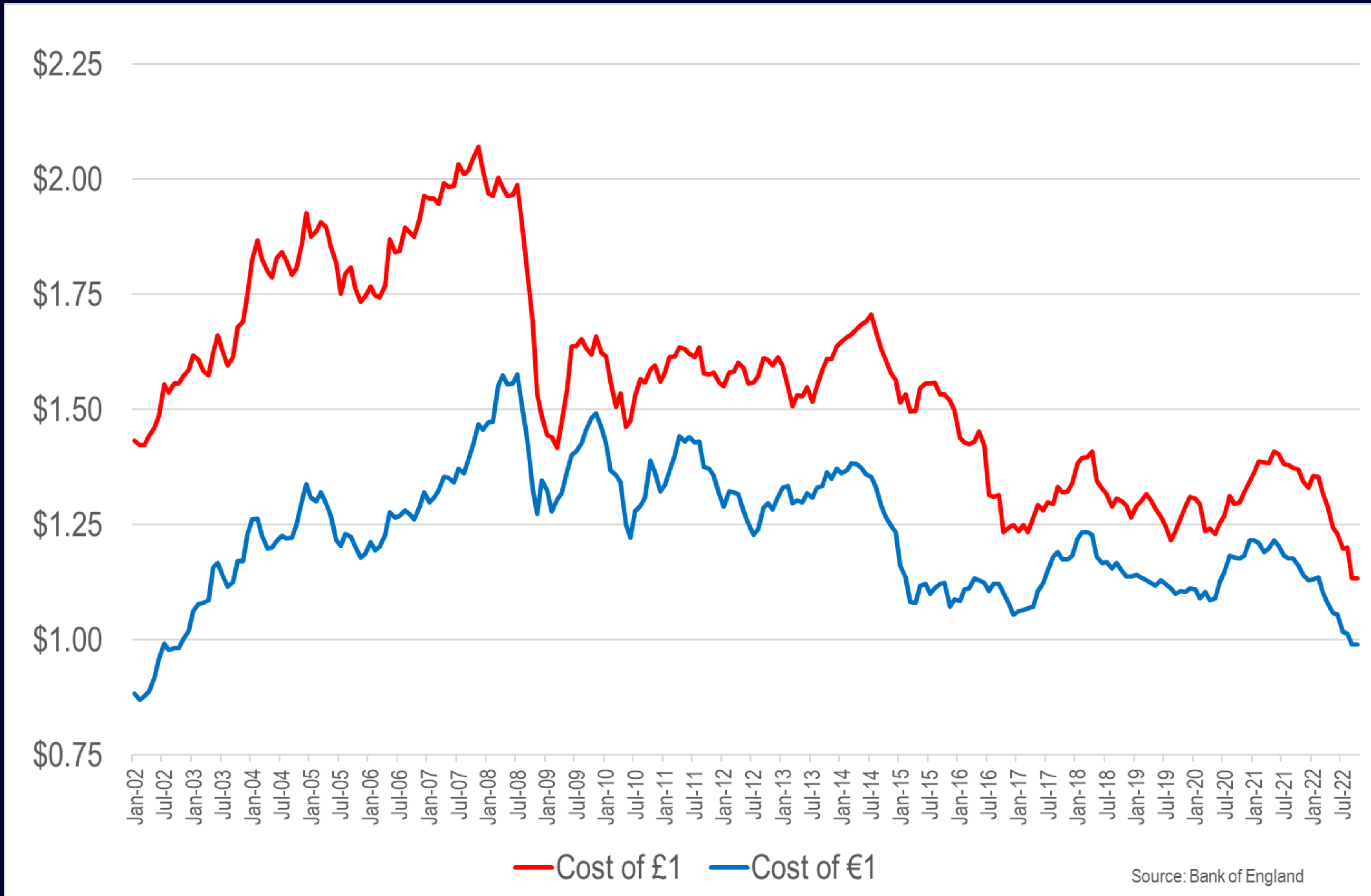
ETOA

Perceived barriers to long-haul travel



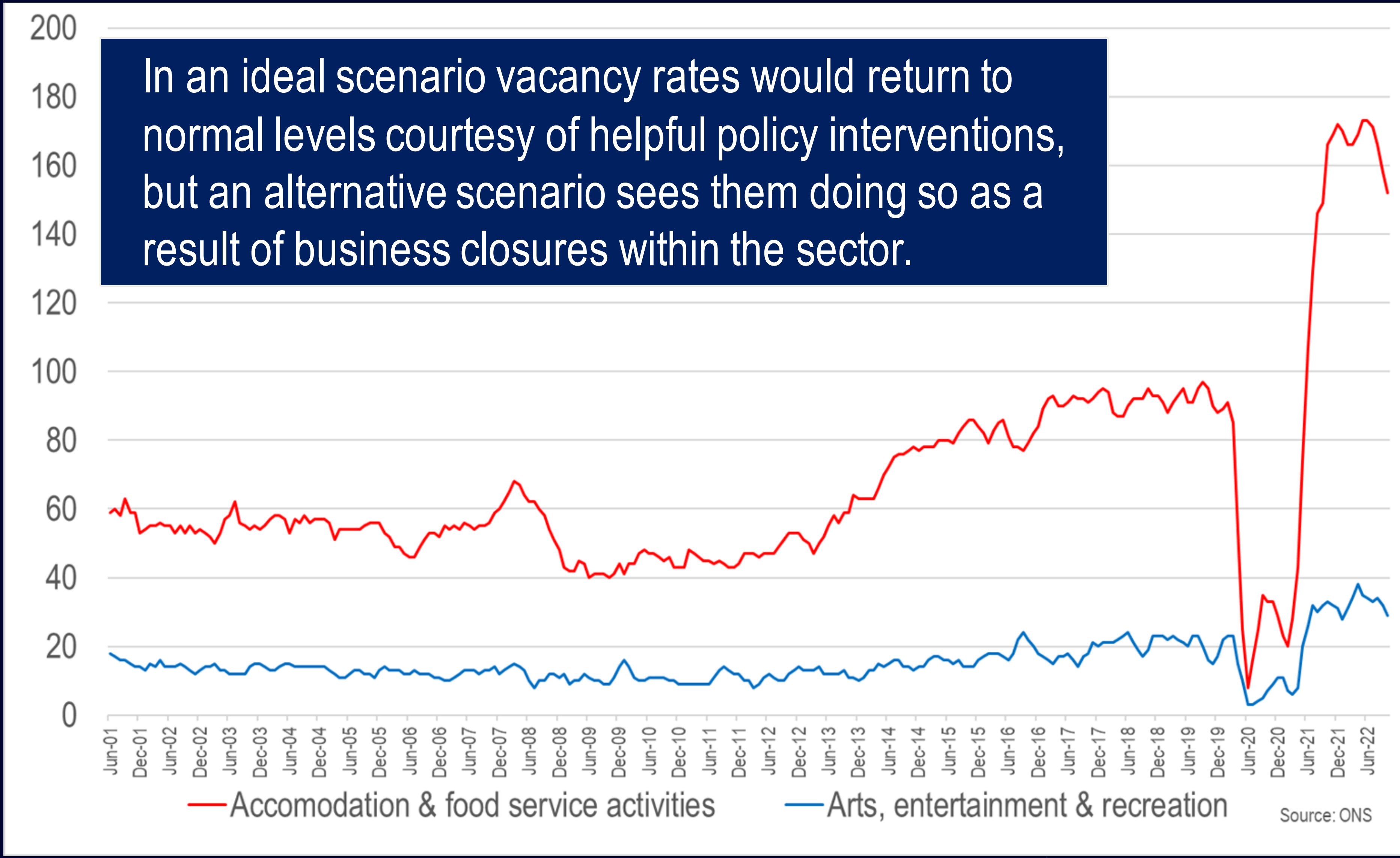
ETOA

US$ exchange rates – good news and bad news



ETOA

Labour market challenges (UK vacancies in sectors aligned to tourism, 000s)



ETOA

Covid-19

- We can say with a good deal of confidence, though not complete certainty, that Europe is in the post-lockdown era
- The same is not true in China, which in 2019 was the world's most valuable outbound source market
- What we cannot say is that we are in the post-Covid era
- The upcoming winter poses the risk of a so-called 'twindemic', with a resurgence in Covid-19 infections alongside a widely circulating seasonal flu virus for the first time since 2019
- The upshot could negatively impact demand, but equally impact the supply-side if there is above-average sickness among the visitor economy workforce

ETOA

Inbound outlook for Britain and Ireland

- We can be confident that 2023 will be a stronger year than 2022
- But at an aggregate level (volume and value) it is unlikely to surpass 2019
- For Britain the ramifications of Brexit are only now being uncloaked, impacting some segments, eg youth travel, more than others
- International travellers face higher air fares and accommodation costs, but for US visitors the exchange will soften this blow
- While China persists with a zero-Covid policy there is little prospect of this market rebounding

ETOA

Panel discussion