

UK travel in 2023



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Turbulence ahead

High inflation, increasing interest rates, rising energy bills and an uncertain economic situation

People plan to prioritise holidays over other non-essentials to see a change in the way people holiday and spend their money while away.

61% of people saying they plan to go abroad within the next year



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Turbulence ahead

Holidaymakers take more shorter trips or focus finances on one big trip next year, versus taking multiple mid-and-long-haul holidays

28% will choose cheaper travel options

23% will eat out less on holiday

22% will choose cheaper accommodations

19% will only holiday in the UK

19% will choose destinations that are closer to home



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All-inclusive

ABTA's research finds that 29% of people are planning to take an all-inclusive holiday in 2023 to help them manage their finances, rising to 40% among those aged 44 and under, and 57% of young families..

Barrhead Travel, TUI, Jetzholidays and easyJet holidays all seeing an increase in bookings for all-inclusive breaks, as people look to lock in one total and upfront cost for their holiday.

According to Club Med, for the first time, going all-inclusive is the leading option for the 22/23 winter sports season, overtaking last winter's most popular option, self-catering.



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Get away

ABTA research finds that 93% of people say being on holiday improves their wellbeing and mental health with two-thirds (65%) putting this down to the chance to escape from the stresses of life

ABTA Members report European favourites like Spain, France, Greece and Italy selling well

G Adventures has recently unveiled a programme of 'closer-to-home' trips in Iceland, Italy, Greece, Croatia and Morocco for 2023 in response to the rising popularity of European breaks.



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Early birds

ABTA research shows 29% of people saying they have already booked a package holiday abroad for the next 12 months

Jet2holidays put its 2024 Summer Sun programme on sale in October 2022

Some plan to take a more cautious 'wait and see' approach to holiday booking as 42% plan to book their holiday later than normal to see the impact of the rising cost of living

However, 'later than normal' may not in itself mean 'very late' – merely booking at a different date to the usual.



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Security

Research shows 36% more likely to book with a travel professional to get the security of a package holiday (45%), up-to-date advice (38%) and good value for money (31%)

An increasing number of people (75%) say booking with a well-known name in the travel industry will be an important part of the booking process this year

As well as previous experience of booking with a specific company (up to 67% from 57% in 2019)



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Demand remains strong

Cruising, cities, and Christmas markets among booking trends

Late booking market appears to be the new 'norm'

More Brits using 'human' Travel Agents



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Popular destinations – holiday bookings to short haul destinations bounced back quickest as restrictions lifted and customers selected tried and tested destinations to travel to.

It's all about cruising – confidence in cruising is coming back strong as the changes in travel requirements make it less complex to set sail, and members have seen an increase in the number of cruise bookings over the past few weeks.

The city is back – city breaks are a trend that's back. Members are seeing bookings steadily increasing with strong sales for Krakow, Prague and Reykjavik. This winter there is also increasing demand for Christmas markets across Europe, as many Brits missed their festive trips during the pandemic.

Rise in All-Inclusive – the Partnership has also seen an increase in demand and bookings for All-Inclusive holidays, as Brits look for ways to budget for their getaways in 2023 and get control of their holiday spend.



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Late booking tendencies are the new 'norm' this year – 50% of Advantage members said sales for Summer 2023 were below pre-pandemic volumes, as a result of a late booking trend. Booking data also shows that customers are booking an average of 12 weeks or less before departure.

More Brits using agents – more travellers are choosing to book with a travel agent as they want a more personal and human interaction, as well as the reassurance of knowing there is someone there to turn to if required.

A survey conducted by The Advantage Travel Partnership this summer showed 94 percent of members are seeing an increase in new customers, 30 percent reported these new customers fall into the 35-44-year-old age bracket



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Big data

The global UK outbound travel market is projected to reach US\$ 175.2 Billion by 2032, up from US\$ 76.7 Billion in 2022

United Kingdom is one of the top five spenders on outbound tourism, and this is regardless of the slowdown in economic growth.

In 2019, Spain topped the list with nearly **18.13** million visitors. Following this was France with **10.35** million visitors from the United Kingdom. Outside Europe, the United States is the most visited country with nearly **4.8** million



Take-aways

The UK is a **huge and significant market** for European travel

The UK is a **resilient market** that enjoys taking vacations

Travellers are looking for **familiarity**

Travellers looking for **value** (not necessarily cheap)

Both **early** booking and **late** booking trends

More bookings through **agents and operators**



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