



## July 2021

### Holiday Planning and Booking Process - UK

“The low volume of bookings in the past year has given companies the chance to redesign the customer experience with improved flexibility, efficiency and relevancy in order to better appeal to customers’ individual needs and wants. COVID-19 also increased the pressure on brands to diversify revenue streams, with many looking ...

## June 2021

### Impact of COVID-19 on Transport Usage - UK

“COVID-19 has been hugely disruptive for transport, but offers a chance to reset the dial and build a more sustainable, integrated 21st century network. The car has become a cocoon for many people during the pandemic and the challenge of encouraging a modal shift towards public transport has become that ...

### Consumers and the Economic Outlook - UK

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

### Package vs Independent Holidays - UK

“The traffic light system and the limited green list have added to the uncertainty about the lifting of international travel restrictions. Consumers are expected to be in even greater need of financial protection when booking their holidays. While the package holiday segment will benefit from this, the independent holiday segment ...

## May 2021

### COVID-19 and Travel: A Year On - UK

“Ongoing uncertainty about the lifting of international travel restrictions will see more consumers opt for staycations, with an unprecedented number of travellers planning a holiday in the UK’s countryside. Consumers who are still interested in holidaying overseas in the near future show a willingness to splash out on these trips ...



## April 2021

### **Skiing and Snowboarding Holidays - UK**

“Moving forward, the COVID-19 pandemic presents travel operators with a long-term opportunity to attract a wider consumer base by adjusting their portfolio. Cost-effective ski holiday deals in destinations such as Bulgaria and lesser-known peaceful skiing locations like Stuben and Scheffau in Austria will appeal to price-conscious consumers, eager to delve ...