



## January 2021

### Luxury Travel: Inc Impact of COVID-19 - UK

“COVID-19 has changed the way travellers define a luxury holiday. Whilst comfort remains a key element, feeling special and making memories have become more essential. Destinations closer to home and villa holidays will continue to be more popular options compared to prior to the pandemic, whilst multi-centre trips hold high ...

### Domestic Tourism: Inc Impact of COVID-19 - UK

“Consumers’ desire to be outdoors is at an all-time high as a result of the pandemic. The UK’s countryside has great potential to benefit from this. Nature-based holidays with cultural elements, adventure or wellness have high growth potential.”

### Hotels: Inc Impact of COVID-19 - UK

“When the UK finally emerges from its COVID nightmare there is likely to be a surge of interest in experiences such as luxury hotel weekends away as people celebrate the return of normal life. Special occasion breaks cancelled during the pandemic (milestone birthdays etc) will offer particular opportunities. Over-50s have ...

## December 2020

### Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

### Visitor Attractions: Inc Impact of COVID-19 - UK

“2020 has been a very difficult year for the UK visitor attractions sector. Visitor numbers have plummeted due to lockdowns, while restrictions on domestic travel and deeply depressed levels of inbound tourism present major barriers to recovery. While social distancing measures are now core features of the visitor experience, venues ...

## November 2020

### Holidays to Spain: Inc Impact of COVID-19 - UK

“The British love affair with Spain has suffered a period of enforced separation, but will be rekindled once COVID-19 has finally waned. A ‘Welcome Back’ marketing campaign can remind visitors what they have missed the most. This will not be the time for a reinvention of Spain’s traditional appeal. The ...

### Holiday Rental Property: Inc Impact of COVID-19 - UK

“Holiday rental properties will recover faster than the wider travel market, due to their affordability and the associated self-catering aspect, which enables travellers to avoid contact with other unfamiliar people. COVID-19



will also widen the sector's customer pool, as many will try out rental properties for the first time." ...

## October 2020

### The Wellness Traveller: Inc Impact of COVID-19 - UK

"Consumers' need to de-stress and care for their mental wellbeing will be COVID-19's key legacy driving the future of wellness travel. While wellness breaks' expensive reputation will keep many price-sensitive travellers at bay during the recession, the long-term outlook remains positive. Although there will be growth in many niche types ...

### Solo Holidays: Inc Impact of COVID-19 - UK

"Solo travel will be slower to recover from the COVID-19 pandemic and recession than travel with other companions. However long-term prospects are strong, especially in the older segment of the market, due to rapid population growth amongst singles over 55. It is becoming more of a cultural norm for people ...