

TAKING THE TEMPERATURE:

CONSUMER HOLIDAY TRENDS
IN 2020 AND BEYOND

easyJet
holidays

INTRODUCTION

"Consumer confidence in holidays abroad has taken a huge hit due to restrictions imposed during the COVID-19 pandemic, and the way we book holidays will never be the same. It has never been more crucial for the travel sector to have a deep understanding of consumer attitudes to holidaymaking and for businesses to adapt to this new reality in order to survive.

"easyJet holidays has commissioned this research to gain a deeper understanding of how consumers' attitudes have changed, and it reveals increased demand for flexibility and security. In recognition of these changing needs, and after listening to the concerns of our customers, we have launched our new easyJet holidays Protection Promise. We hope this guarantee of flexibility and protection will act as a new benchmark for the holiday industry and, in addition to our existing COVID-19 commitments, will encourage holidaymakers to book with confidence."

- Matt Callaghan, Customer Director, easyJet holidays

TRAVEL IN 2020: THE NUMBERS



33 million Brits had their holiday plans disrupted this year due to COVID-19 restrictions



57% intend to book fewer holidays over the next year



24% plan to go on holiday abroad in the next three months



38% are willing to quarantine for two weeks on their return

Rising consumer demand for safety and financial protection

After unprecedented disruption to the summer holiday season in 2020, holidaymakers are demanding increased security and flexibility. More than half (53%) are only willing to book a holiday abroad at the moment if they feel confident their money is protected. 46% are concerned about not being able to get a refund if a holiday cannot go ahead, while 38% are worried about losing money if they need to change their travel plans. When asked about taking precautions for future travel plans, a third (33%) say they will solely book trips which have a flexible policy on changes and cancellations.

46%

are concerned about not being able to get a refund if a holiday cannot go ahead

38%

are worried about losing money if they need to change their travel plans

37%

are concerned about flight cancellations before or during their holiday

HOW HOLIDAYS ARE CHANGING FOR 2021

What consumers look for in a holiday has fundamentally changed since before the pandemic. Increased anxiety and uncertainty around travel has not only driven greater demand for safety and financial protection, but also meant that Brits are spending longer planning their travel and thinking about where they go with safety in mind. They are hoping to spend longer on holiday than before the pandemic, perhaps to make up for having less time away this year.



40% look for destinations that have a low rate of infection



31% now prefer self-catering or self-contained holidays



34% increase in time spent planning holidays (2019 7.1 hours vs 2020 9.5 hours)



11.6 days on average on holiday in 2021 vs **7.4** days in 2019

HOLIDAYS AND HAPPINESS

In such uncertain times, having a holiday booked makes many of us feel happier, with holiday planning giving 57% of Brits an exciting boost to their mood. Meanwhile, just under half (49%) say that having a holiday on the horizon helps them to manage the stresses of daily life.

Looking ahead to long-term holiday plans, a beach holiday in the sun was ranked the most popular choice for Brits, followed by a trip to spend quality time with family and friends.

About easyJet holidays

easyJet holidays offers great-value beach and city holidays to more than 100 destinations across Europe. The ATOL-protected holidays company, combines easyJet's flexible flight programme, handpicked hotels and best-in-class technology to provide hassle-free personalised holiday experiences.

The holidays operator is an ABTA member too providing additional reassurance to customers under the UK's most trusted travel scheme.

EASYJET HOLIDAYS PROTECTION PROMISE

From our Best Price Guarantee, to the flexibility to change plans, our customers are protected with easyJet holidays. That's a promise.



REFUND GUARANTEE

If our customers change their mind, we will give them a full refund, including their deposit in credit, up to 28 days before departure and free of fees



TAKE YOUR TIME

Our customers can pay for their holiday in instalments with no fees and only pay in full 28 days before they travel, giving them flexibility if plans change



BEST PRICE GUARANTEE

We're so confident in our great value holidays that if our customers find the same holiday cheaper elsewhere, we'll beat the price



FREEDOM TO CHANGE

Our customers have the flexibility to change their holiday if things change and there are no fees for changes made online until 28 days before departure



KEEP YOUR DEPOSIT

Our customers can plan ahead with confidence, knowing that if plans change, up to 28 days from departure they won't lose their deposit

All of this is in addition to the peace of mind customers have when making an ATOL protected package holiday booking with easyJet holidays as an ABTA member, plus the protection and guidance we're providing if our customers' holidays are impacted by COVID-19.

easyJet holidays will cancel any holidays where there is a known requirement for quarantine or self-isolation at the destination, and has refunded customers within an average of 12 days for cancelled trips.

With transfers included on beach holidays, 23kg hold luggage included as standard on all bookings, and over 5,000 hotels, across over 500 resorts, easyJet holidays allows customers to holiday the way they want.

Research methodology

The research was commissioned by easyJet holidays and conducted by Censuswide from 9th – 11th September 2020 with a nationally representative sample of 2,028 UK adults.