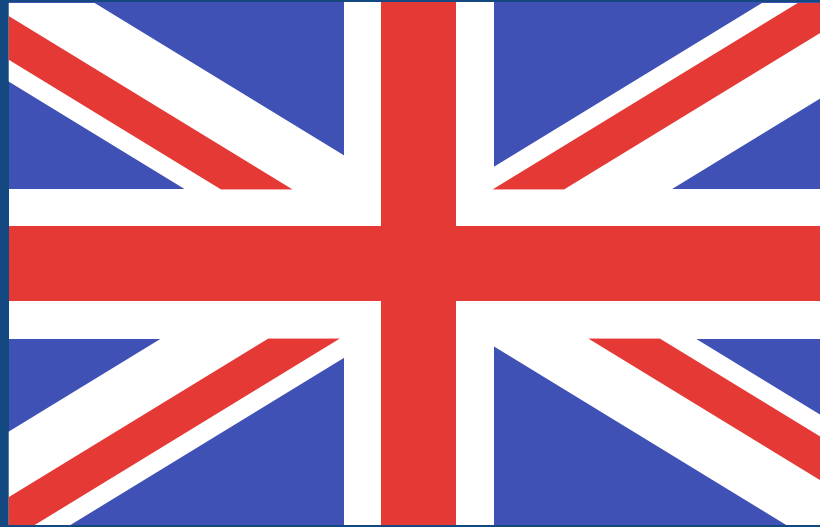


UK MARKET OVERVIEW & TRENDS 2019





ECONOMIC AND GENERAL



**IN 2018 THE POPULATION
FOR THE UK WAS 66.2M**



**BREXIT DATE PUSHED
TO 31ST OCTOBER 2019**



**THE UK ECONOMY
CONTINUES TO BE THE 5TH
LARGEST ECONOMY IN THE
WORLD**



**THE UK REMAINS THE 3RD
BIGGEST NATION TRAVELLING
TO THE USA WITH 3.3M
VISITORS**



**86% OF THE POPULATION
TOOK A HOLIDAY IN
2018 WITH 72.8M TRIPS
MADE OVERSEAS**



**UK UNEMPLOYMENT RATE
IS STANDING AT 3.9% - THE
LOWEST LEVEL SINCE 1974**



UK ANNUAL HOLIDAY ALLOWANCE REMAINS AT 20 DAYS PLUS 8 PUBLIC HOLIDAYS

2019 HAS SEEN INCREASED DIRECT AIRLIFT TO BOSTON

BRITISH AIRWAYS



**3 x daily flights and 1 further flight operating
4 times a week from London Heathrow**

virgin atlantic



**2 x daily flight from London Heathrow
2 x wkly flights from Manchester - May -Oct
1 x daily flight from London Gatwick in 2020**



norwegian



1 x flight daily from London Gatwick



DELTA

**1 x flight daily from London Heathrow
1 x flight daily from Edinburgh - May - Oct**

2019 KEY TRAVEL TRENDS

WELLNESS TRAVEL IS ON THE RISE



More people than ever are seeking new ways to alleviate stress, reduce illness and boost wellbeing – with trips globally up 20% since 2015; and travel companies – from adventure to youth to cruise brands – increasingly catering to the demand for wellness holidays.

While the classic ‘party destination’ holiday is still popular for young travellers, they are also broadening their horizons, Intrepid’s new 18-29 brand offering socially conscious opportunities such as staying with a local or participating in community development projects.

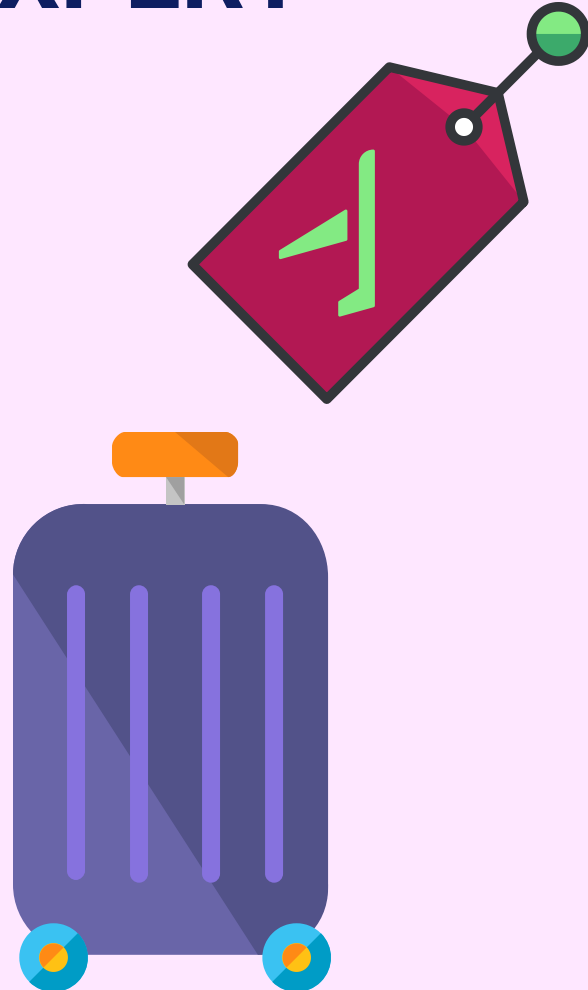
TRUSTING THE TRAVEL EXPERT

ABTA (Association of British Travel Agents) research shows that one of the main reasons holidaymakers book with a travel professional is because they feel more confident (45%)

Google data reinforces this, as 69% of travellers prefer to return to travel companies that seek to personalise the user experience.

The demand for personal, tailored and expert travel advice is demonstrated on the high street, this is coupled with the increase in travel professional homeworkers – up by more than 10% each year over the past 6 years across ABTA Members alone.

Travel companies are finding more ways more to provide flexible and personalised holidays – Kuoni’s new brand Meraki Travel allows holidaymakers to book a tailor-made package online. Solo travel specialist Just You is offering more options to customise their trips through its “Make Your Own Way” service.



FAMILY TRAVEL IS CHANGING



The United Kingdom's Office for National Statistics states that there are around 2M single-parent families today in the UK. IN 2018 Virgin Holidays launched a new price program for single parents to support this.



UK Families are getting more adventurous with 1 in 3 looking to take their family on a fly drive holiday, according to ABTA families with children of all ages are seeking the outdoors, wildlife, culinary and historical experiences.

Multi-generational family holidays are more popular than ever before.



Intrepid saw a 16% growth in family bookings, launching six new family tours in 2018. These tours do not charge more for parents traveling without a spouse.

SOLO TRAVEL AT AN ALL TIME HIGH



Google searches for “solo travel” and “travel alone” were at the highest they've ever been in January of this year.

Travel companies are now building catered products to not only accommodate but celebrate the solo traveller.

After seeing a 40% increase in solo passengers on group trips over the past five years, Intrepid Travel launched their first solo-only tour range.

Just You reported that 70-80% of their travellers are female.

Meanwhile, Saga Cruise has built 109 solo cabins on its new ship launching in 2019. It's a new era for solo travel.

RESPONSIBLE TOURISM

45%

Of people according to ABTA
are saying sustainability is an
important element when
booking a holiday
UP 6% from last year



70M

Thomas Cook have
pledged to remove 70M
pieces of single use
plastic in the next 12
months

Travel companies are taking different approaches to how holidays can be more sustainable in the long term and create a positive impact on local communities.

Increasing awareness among consumers means we can expect to see this trend continue in 2019 and far beyond.

MEET THE UK TEAM



Dominique Kotsias – Account Manager

dominique@ttmworld.co.uk



Jody Hanson - Sales & Marketing Director

jody@ttmworld.co.uk



Kirsty Dillury – Communications & Marketing Director

kirsty@ttmworld.co.uk



Joanne Campbell – Communications Manager

joanne@ttmworld.co.uk