

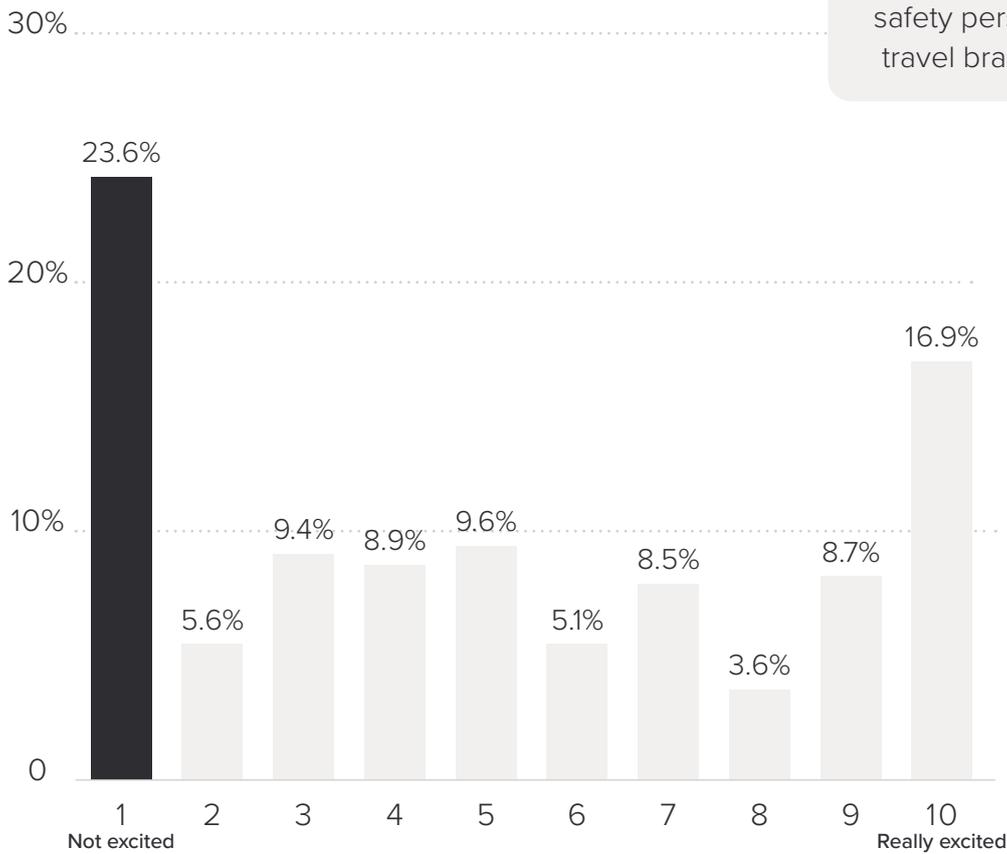
Travel After Lockdown: The Feelings of the Nation

Data insights 2021

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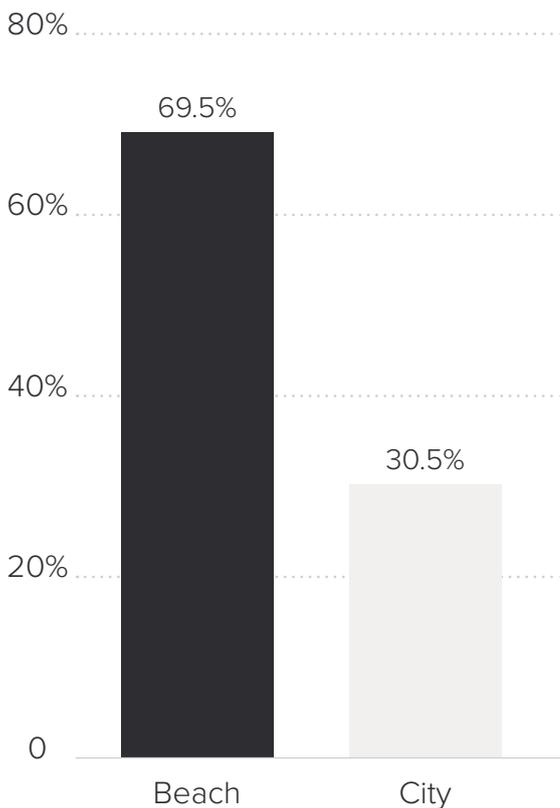
On a scale of 1 - 10, how excited are you about booking a holiday post-lockdown?

17% are raring to pack up and go!
Although a lot of nervousness remains around travel from a financial and safety perspective. It's essential that travel brands provide reassurance.

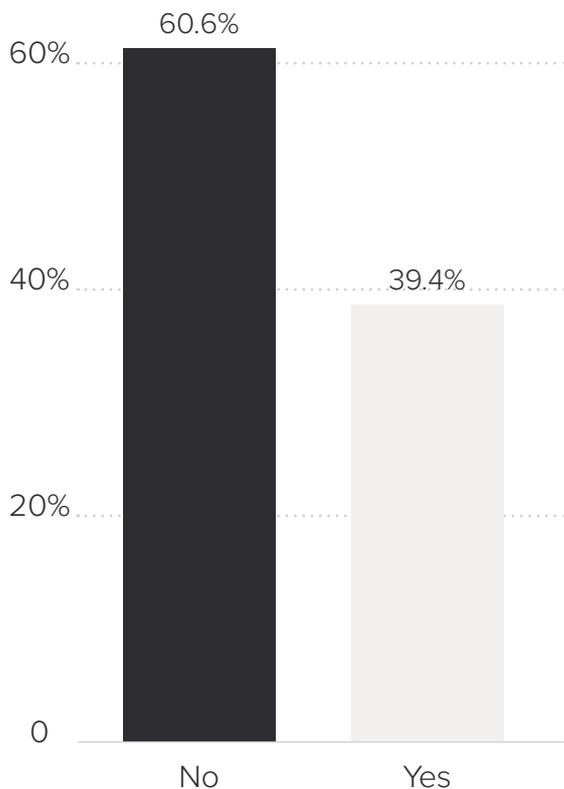


Which is your dream travel destination?

A great beach escape
The beach is calling for 70% of people.



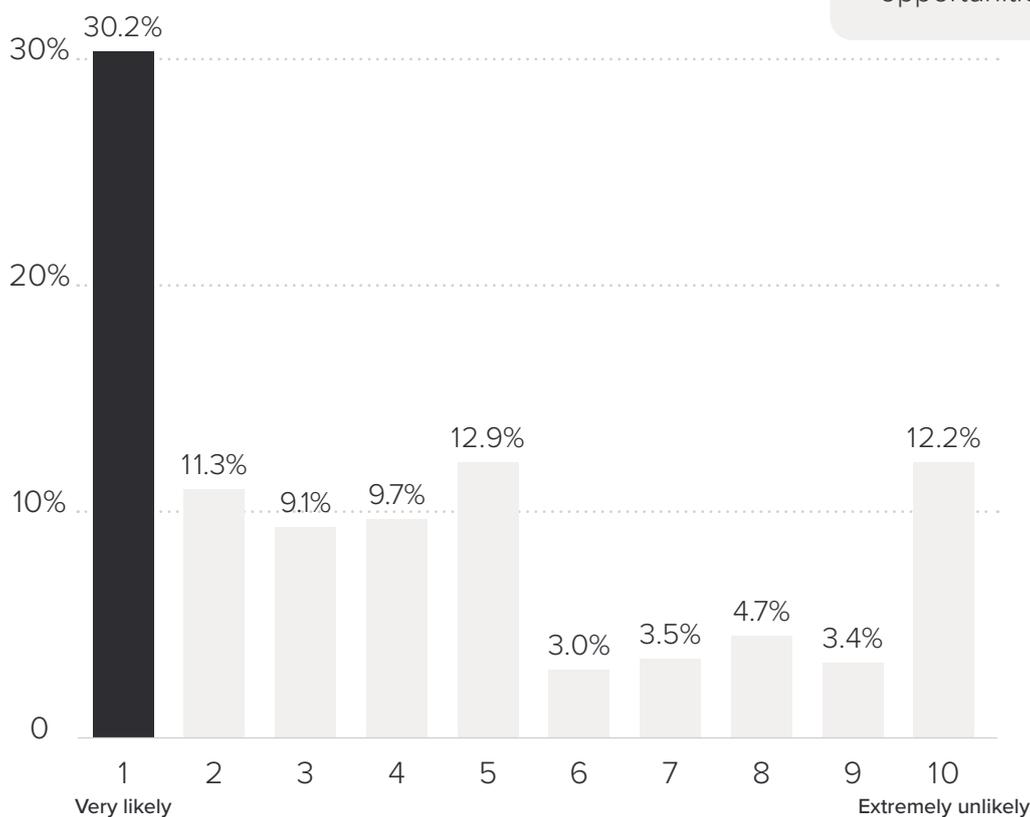
Do you have more money to spend on holidaying in the UK and overseas than what you did before lockdown?



60% of people need to save
www.gov.uk states that 4.7 million people have been furloughed, with 41% of employers having furloughed staff in February 2021. Although indisposible income is low there's still a demand for people to get their holidays back!

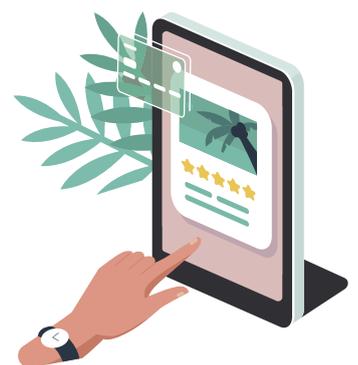


On a scale of 1 - 10, how likely are you to book a last-minute holiday than what you did before lockdown?



Last-minute holidays are on the rise

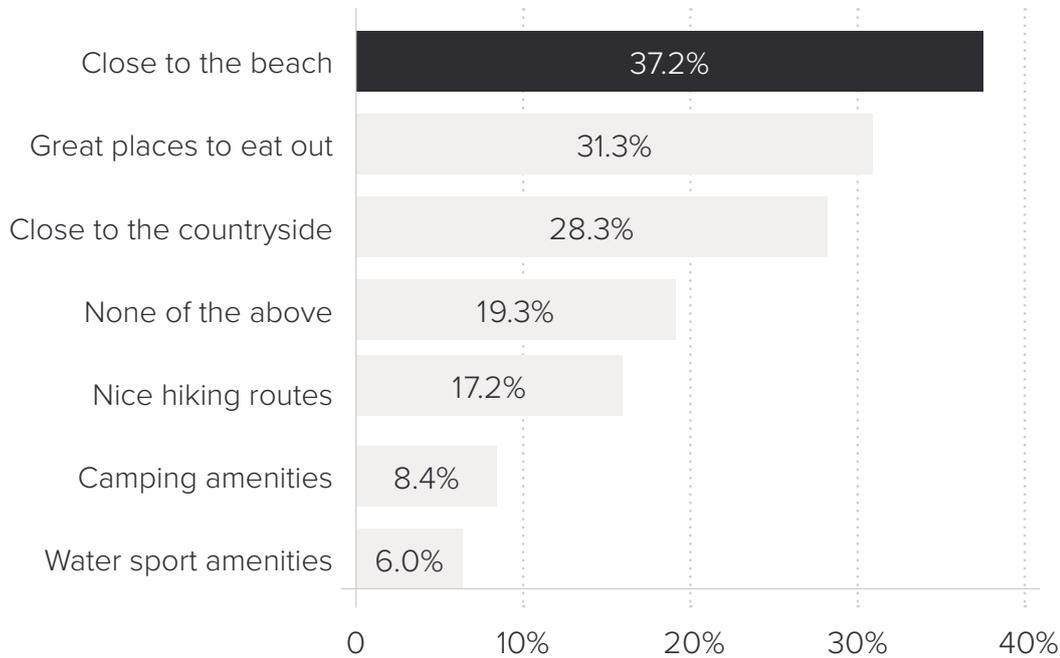
People are changing their travel behaviours and taking advantage of opportunities as soon as they arise.



When booking a UK-based holiday, what is your main search criteria?

Hitting the staycation sweet spot

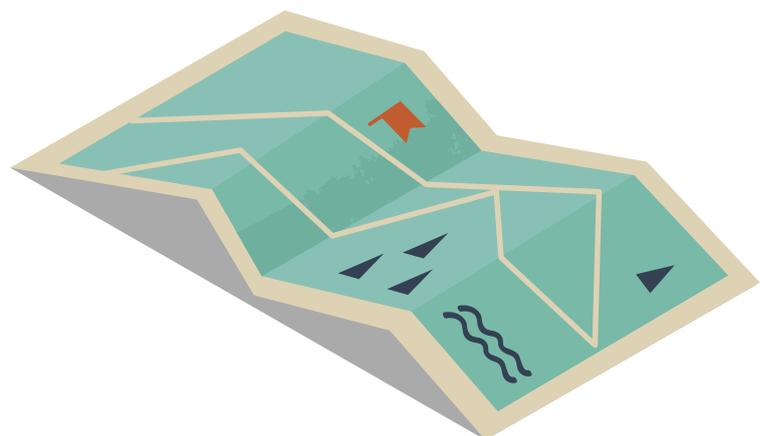
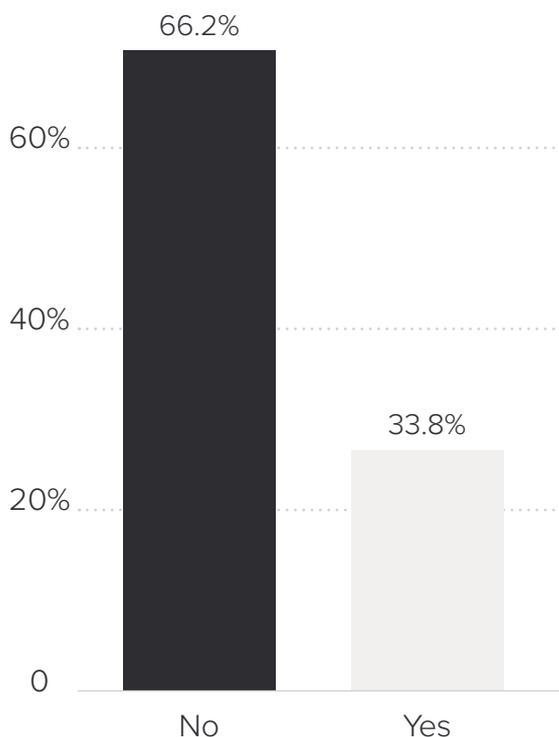
Many people are not quite ready to travel overseas, but want to embrace the outdoors. This is encouraging for UK tourism brands as more people look to discover what the UK has to offer.



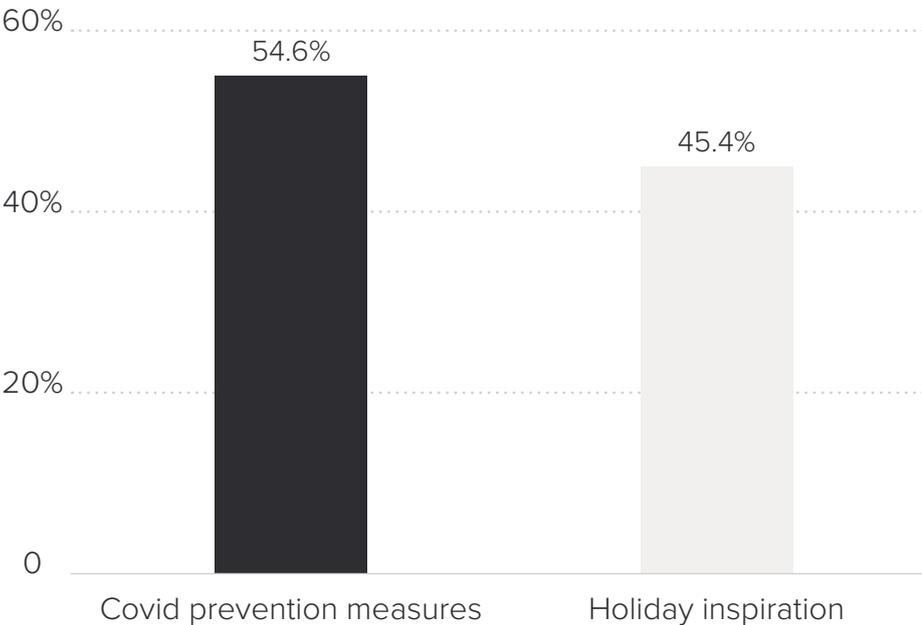
Are you more likely to explore and take part in new leisure activities (i.e. cycling, swimming, golf etc.) than you were before lockdown?

66% of people will stick to their usual activities

Covid hasn't impacted the majority of what people do in their downtime however 30% of people are keen to explore. It's important for brands to evaluate their strategy and look at ways to engage and excite this audience with high intent to take part in new activities.



What information would you prefer to see more of from airlines and travel agents?

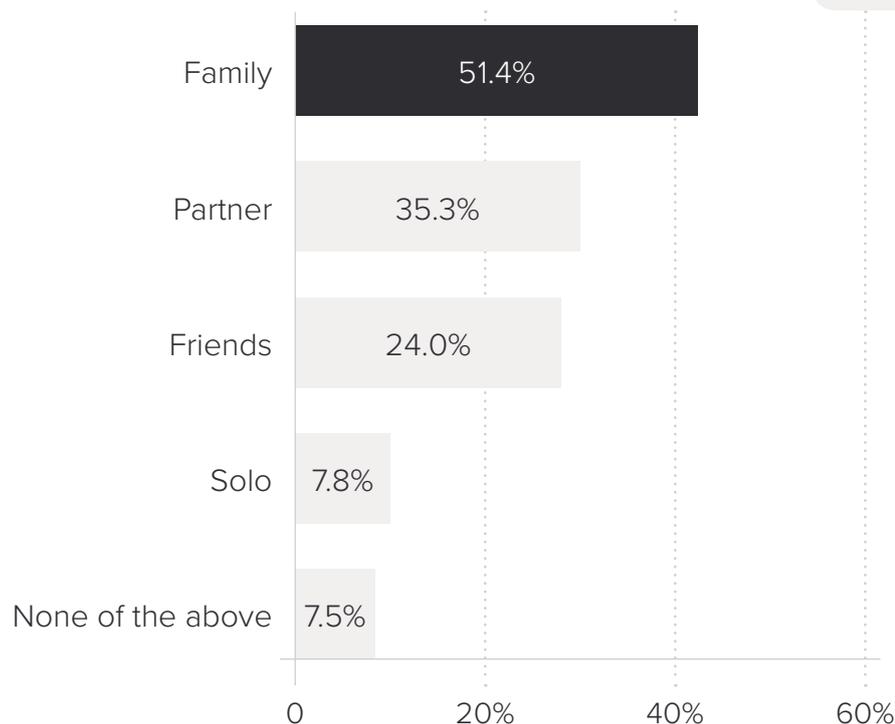


Getting the UK to travel

Creative messaging to highlight what people have been missing along with ensuring travellers safety is the key to encouraging travel.



Who will you be going on holiday with once travel restrictions are lifted?



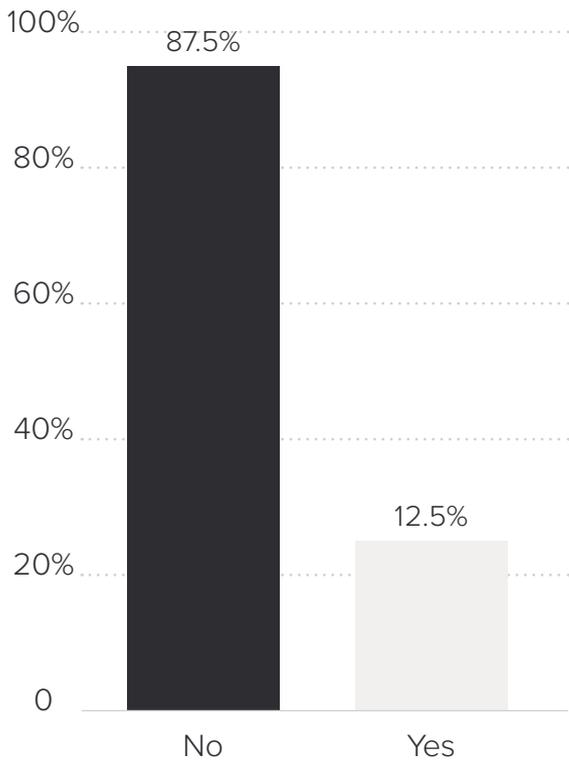
Family holidays are high on the agenda

People are keen to spend valued family time away from the home and enjoy what the world has to offer.



Are you more likely to book a long-haul flight (+8 hours) now than you were before lockdown?

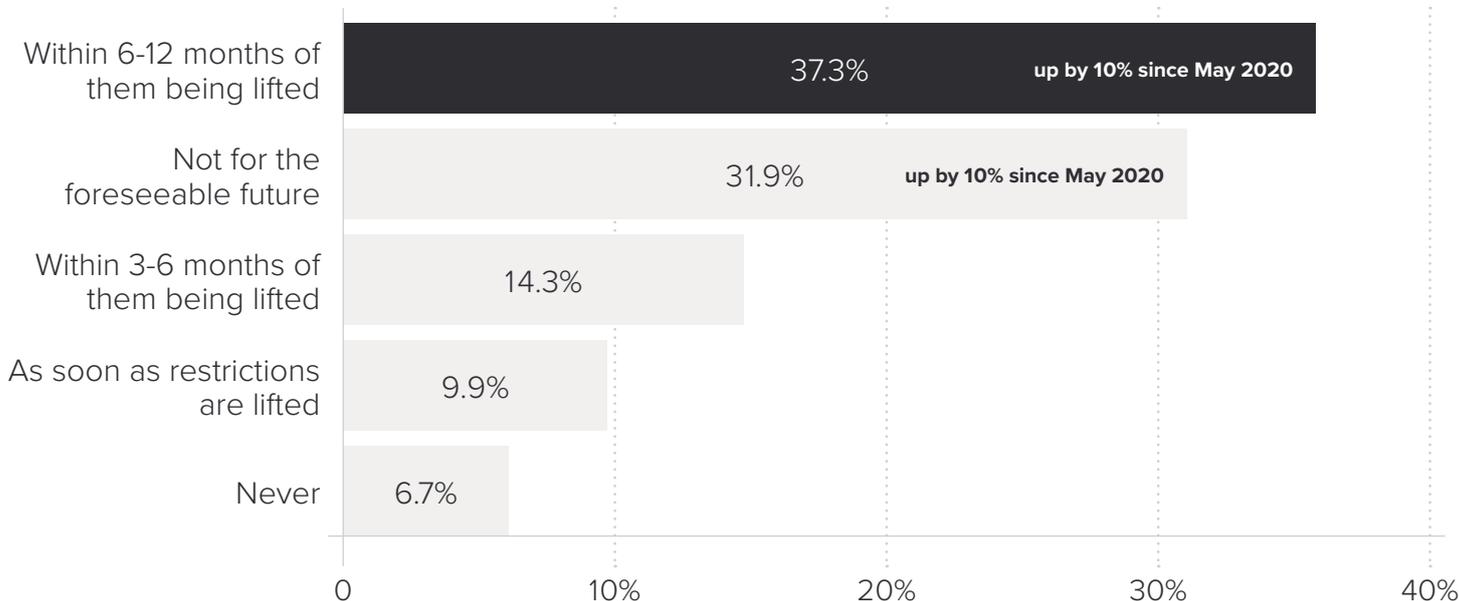
The sky is the limit
 Curious Brits are keen to venture out further than European hotspots, but the majority want to play it safe and holiday closer to home.



How soon would you look to plan an overseas holiday once restrictions are lifted?



Staycation vs. overseas holidays
 After a year of restrictions and increased awareness surrounding covid and travel rules, overseas travel is looking slightly more appealing than what it did at the beginning of the first lockdown easing. Staycations are still high in demand.



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