UNWTO AFFILIATE MEMBERS CORNER
INSIGHTS INTO KEY OUTBOUND TOURISM MARKETS
UK – HOLIDAY HABITS AND DESTINATIONS TO WATCH

Susan Deer, Director of Industry Relations, ABTA – The Travel Association
Launched at ABTA’s Travel Convention in Oct 2023, the report looks at:

- How people travelled in the 12 months to Aug 2023 and their holiday plans for the 12 months from Sep 2023.
- The impact of the cost of living on holiday demand and spend.
- How sustainability is affecting people’s holiday choices.
- Includes ABTA’s first ever Travel Confidence Index to measure how confident people are feeling about overseas travel and why.
- Available to download at abta.com/holidayhabits2023-24
Spain remains the UK’s favourite destination

TOP 10 COUNTRIES PEOPLE ARE PLANNING TO VISIT IN THE NEXT 12 MONTHS
(Difference in ranking compared to 2022)

- **Spain**: 29% (\(-\))
- **Italy**: 15% (+2 places)
- **France**: 15% (\(-\))
- **USA**: 14% (-2 places)
- **Greece**: 11% (-1 place)
- **Portugal**: 9% (\(-\))
- **Germany**: 7% (\(-\))
- **Turkey**: 5% (+1 place)
- **Ireland**: 4% (+7 places)
- **Japan**: 4% (+23 places)
Outlook for this year is strong

- Demand for holidays remains high, with 64% of people saying they plan to take a holiday abroad this year.

- Holidays are a spending priority, with four in five people saying they will either spend the same (51%) or more (28%) as they did last year.

- But people are making price-driven decisions about their travel plans due to the ongoing squeeze on finances.

- There is a growing trend for all-year-round travel, with our data suggesting that May and June will be the most popular months for overseas travel this year, ahead of July and August.

- Holidaymakers are demonstrating remarkably high levels of confidence to travel overseas, notwithstanding the economic climate and events of the past year.
Sustainability priorities

PEOPLE’S CONCERNS ABOUT THE IMPACT OF HOLIDAYS

1. How animals are treated (68%)
2. Waste and plastic pollution (66%)
3. Preservation of culture and heritage (64%)
4. Nature conservation (63%)
5. Impact of overtourism (59%)
6. Impact of climate change (58%)
6. How local people are impacted (58%)

Half of those who travelled say that they made a choice about their holiday with environmental implications in mind, but there is a ‘say-do’ gap.
Destinations to Watch in 2024

- A list of 10 countries and regions that we think will become increasingly popular this year and beyond.

- Launched ahead of ‘Sunshine Saturday’ to inspire people’s holiday choices and encourage them to book with an ABTA member.

- The first ABTA report of its kind since the pandemic and the first with a UK destination.

- Includes a Spanish destination: Extremadura, plus Albania, Aruba, Crete, Mauritius, Saxony, Shropshire, the Tyrol, Vietnam and Zambia.

- Available to download at abta.com/DestinationsToWatch2024
THANK YOU!

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