

# UK Market update 9<sup>th</sup> June 2021

Catherine Foster – Market Specialist

Sandra Martinsson – Industry Specialist



# Agenda

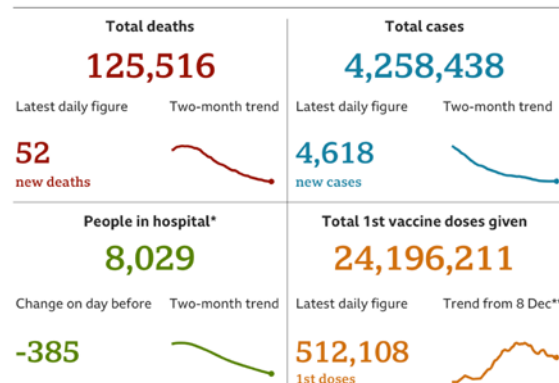
1. Generell oppdatering – Kate
2. Bransje oppdatering - Sandra



## Status i mars - recap

- Hadde nettopp fått presentert veikartet ut av lockdown og alle var glade:
  - Sentrale datoer var 12.april, 17 mai og **21.juni**
- Antall tilfeller hadde begynt å gå ned
- Vaksinerings programmet var i full gang og 24 millioner mennesker hadde fått sin første dose
- Ferie bookinger gikk i været
- Arbeidsledigheten lå på 5.1% (høyeste på fem år)
- Det var forventet en vekst i økonomien på 4.5% i UK mot en global vekst på 5.5%

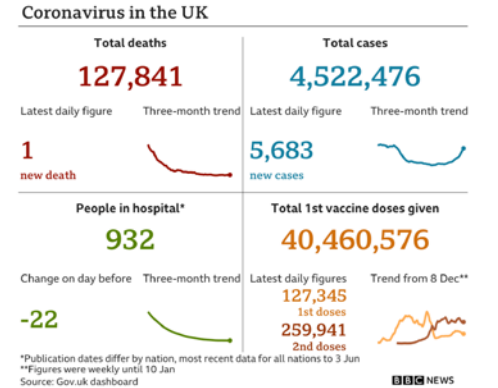
### Coronavirus in the UK



Tall fra 15.mars

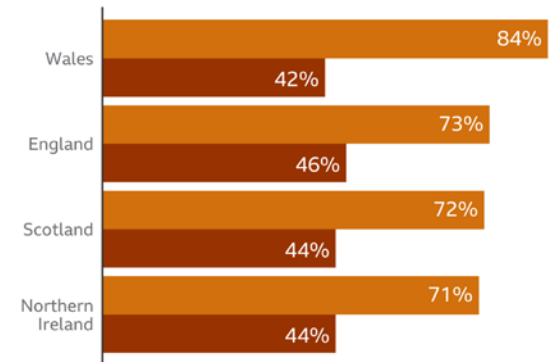
# Hva har skjedd siden sist

- Antall tilfeller har gått jevnt nedover, men har gått litt opp igjen de siste ukene
- Delta varianten øker, spesielt i Nord-vest England
- Vaksinerings programmet fungerer fortsatt godt og i England er første vaksine nå åpent for 25+
- Fire vaksiner brukes: Pfizer, AZ, Moderna, Janssen
- Fortsatt stort uptake av vaksiner 50+ - 95% sier ja
- Regjeringen har klart å holde seg til veikartet men det spøker **for 21.juni**

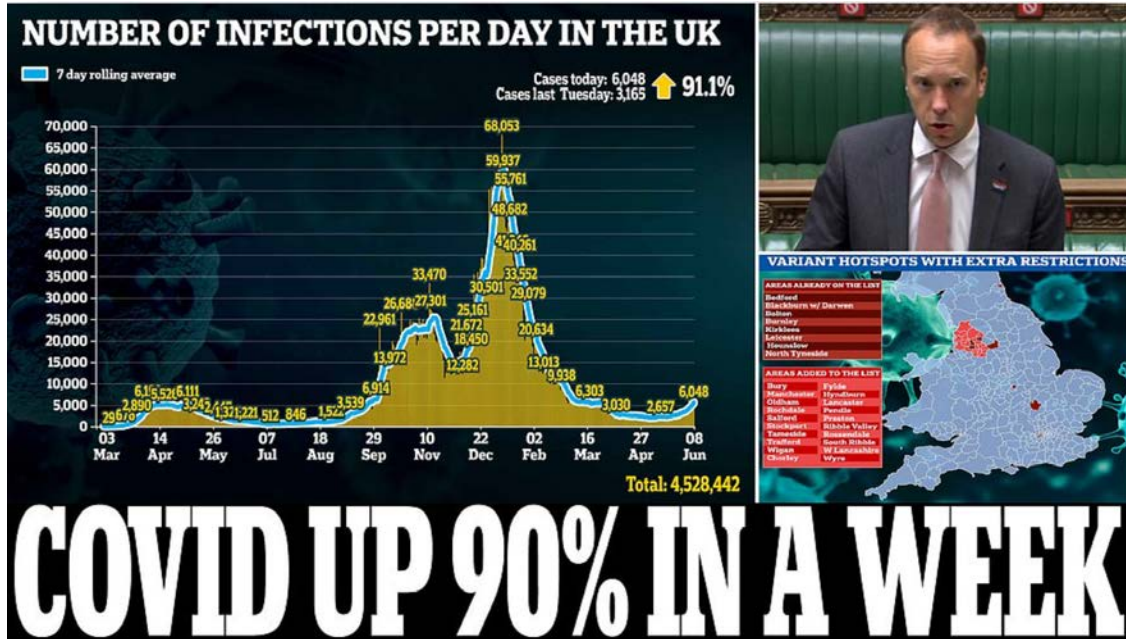


### Vaccines across the UK

Percentage of people aged 18 and over who have received the **first** and **second** dose of the vaccine



Population figures used to calculate the percentages are based on estimates from the national statistical agencies



# COVID UP 90% IN A WEEK

Britain's daily Covid cases rise by 90% in biggest week-on-week jump since BEFORE Christmas amid rapid spread of Indian variant as UK records 6,904 positive tests and 13 deaths and more hints from Hancock of a delay to Freedom Day

## Stemning i markedet - økonomien

- Arbeidsledigheten i landet ligger på 4.8% og den er høyest blant unge
- Lavere enn i høst, men forventes å gå litt opp utover året
- Økonomien har vokst raskere i 2021 enn forventet og Bank of England har spådd en vekst på 7.25% ved utgangen av året
- Inflasjon i april ligger på 1.5% - en økning fra 0.7% i mars

### Young people still hit by rise in unemployment

Percentage of economically active people aged 16-24 who are unemployed

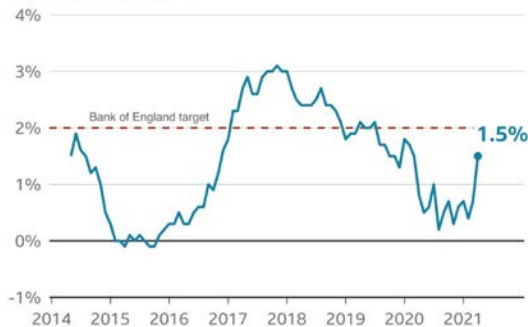


Source: Office for National Statistics. Margin of error:  $\pm 0.4\%$



### Inflation up to 1.5% in April 2021

Consumer Prices Index



Source: Office for National Statistics



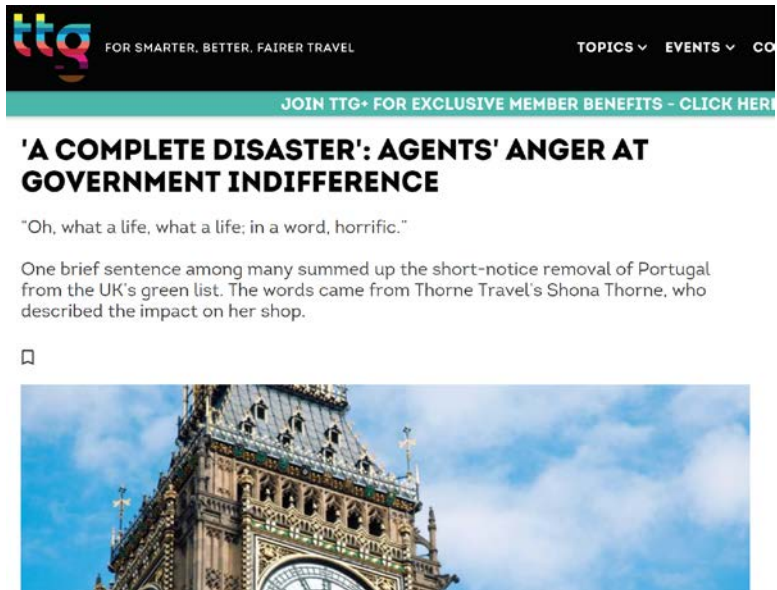
# Stemning i Markedet - forbrukere

- Generelt føles stemming ganske positiv, spesielt siden store deler av samfunnet har begynt å gjenåpne:
  - Puber, restauranter er åpne
  - Man kunne klemme hverandre igjen
  - Besøke familie og venner igjen
- Butikker er åpne igjen og britene har begynt å bruke penger
- £60 milliarder i sparepenger
- Brukt lockdown til å betale ned gjeld (£400 millioner i April og 9 måneder før det)
- Økning i salg i butikker i April på 9.2%
- Hus priser har steget 10.9% det siste året (spesielt utenfor London)



## Stemning i markedet - forbrukere

- Tilfeller av Delta varianten stiger og regjeringen beskytter gjenåpnings datoen 21.juni (Freedom Day) med nebb og klør pga av politisk press
- Forbrukernes tro på å kunne reise er lav og at retorikken til regjeringen fungerer
- Stor skuffelse før 17.mai med kun 12 land på grønn liste og ett komplisert trafikklys system
- Portugal tilbake på gult nivå: aksjepriser i BA og Easyjet gikk ned



The image shows a screenshot of a travel news article from TTG. The header features the TTG logo and the tagline 'FOR SMARTER, BETTER, FAIRER TRAVEL'. Navigation links for 'TOPICS', 'EVENTS', and 'CONTACT' are visible. A teal banner promotes 'JOIN TTG+ FOR EXCLUSIVE MEMBER BENEFITS - CLICK HERE'. The article title is 'A COMPLETE DISASTER': AGENTS' ANGER AT GOVERNMENT INDIFFERENCE. A quote from Shona Thorne of Thorne Travel is included: "Oh, what a life, what a life; in a word, horrific." The text describes the short-notice removal of Portugal from the UK's green list. A small square icon is present below the text. The article is accompanied by a photograph of the Big Ben clock tower in London.

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**'A COMPLETE DISASTER': AGENTS' ANGER AT GOVERNMENT INDIFFERENCE**

"Oh, what a life, what a life; in a word, horrific."

One brief sentence among many summed up the short-notice removal of Portugal from the UK's green list. The words came from Thorne Travel's Shona Thorne, who described the impact on her shop.

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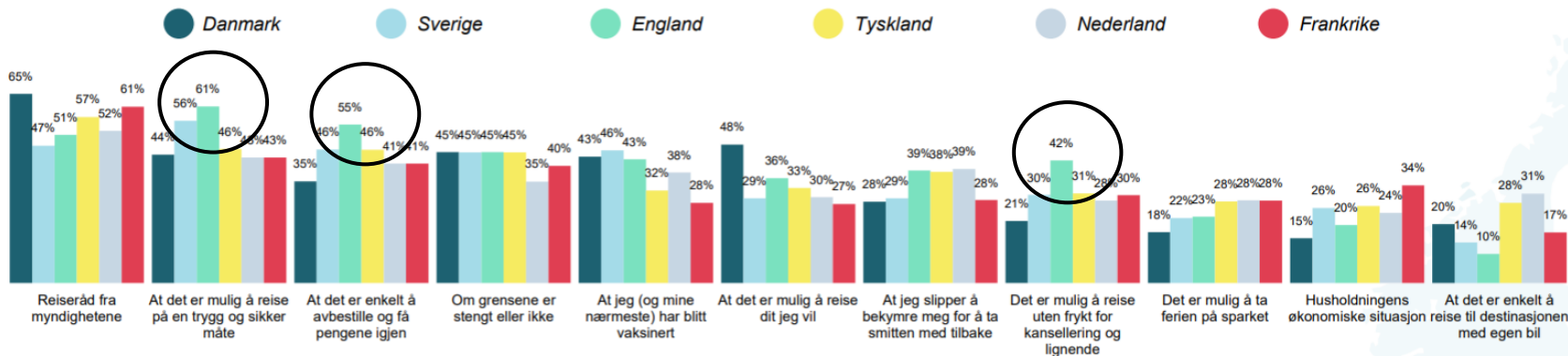




# Stemning i markedet - Forbrukere

- Korona barometeret til Innovasjon Norge (mars- april 2021)
- Kun 38% av briter tenker å reise på ferie i de neste 6 månedene
- Viktigste for britene er at man kan reise på en trygg måte (61%)
- At det er lett å avbestille å få pengene tilbake (55%)
- Men også – at man kan reise uten frykt for kansellering og liknende

Hva blir mest avgjørende for om du velger å reise på en ferie de neste 6 måneder? Andelen av reisende som planlegger en utlandstur. Flere svar mulige.





# Travel update UK

Summer holidays on hold, says Hancock

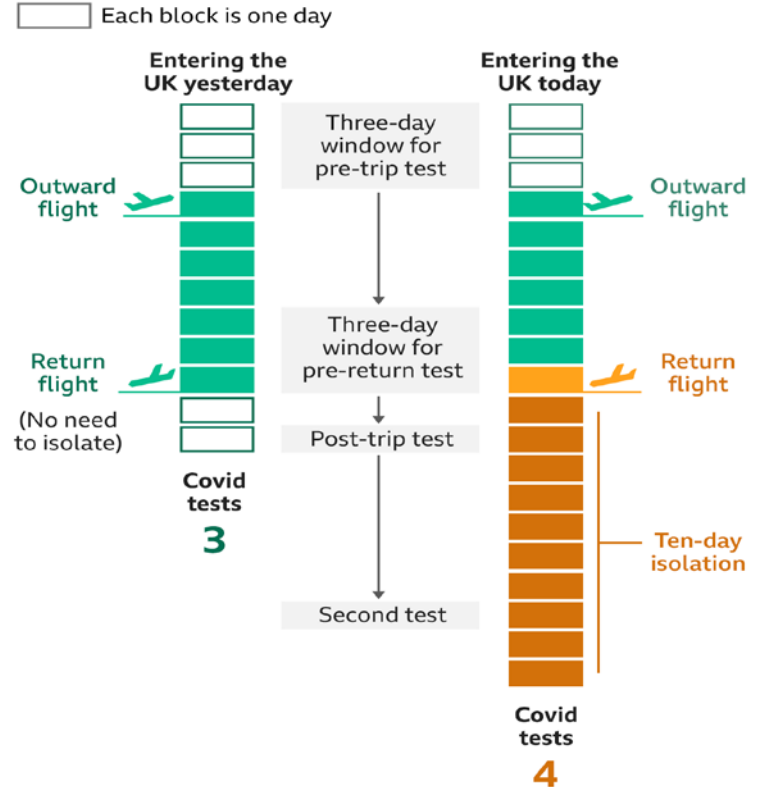
- Reopening of International Travel 17 May
- Traffic light system (green, amber, red)
- Uncertainty
- Norway on amber list
- Health secretary Matt Hancock states there will be no expansion of the green list “in the medium term” in a bid to protect domestic freedoms.
- Agents face frustrating battle for business insurance pay-outs
- Spain and France reopens to vaccinated tourists

“The constant changes made to this list is causing confusion and denting consumer confidence even further... Europe is rapidly becoming smaller,” points out Advantage’s Julia Lo Bue-Said.



## Returning to the UK with Portugal on the Amber list rather than the Green list

Timelines for two seven-day trips to mainland Portugal\*



\*Assumes all tests are negative. A positive test for Covid at any point would require you to follow local rules for self-isolation. The pre-trip test is required by the Portuguese government.

# Green list



## Green list

Australia

Brunei

Falkland Islands

Faroe Islands

Gibraltar

Iceland

Israel and [Jerusalem](#)

New Zealand

Singapore

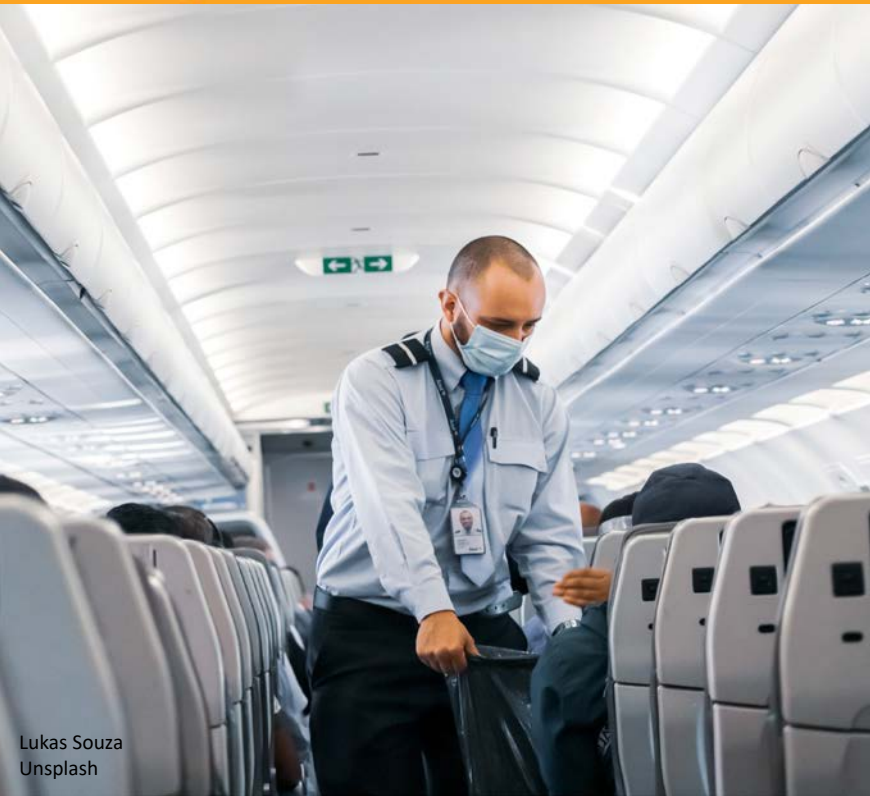
South Georgia and South Sandwich Islands

St Helena, Ascension and Tristan da Cunha

## Green watchlist and upcoming changes to the green list



# Amber list



## What are the rules?

£££££

The government advises people not to travel to amber destinations, although the holiday industry has accused it of sending out mixed signals.

If returning from an amber list country, you must:

- take a Covid-19 test before departure and have proof of a negative result
- complete a passenger locator form
- book a Covid-19 test on days two and eight after your return
- quarantine for 10 days at home

*It may be possible to end quarantine early in England if you pay for an additional test under the test-to-release scheme.*

# Travel update UK

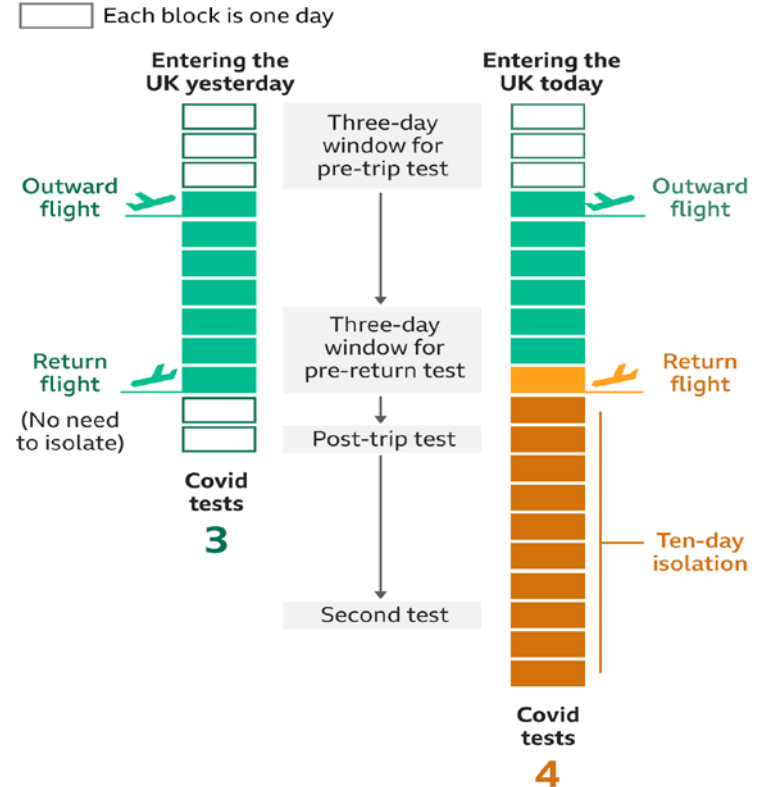
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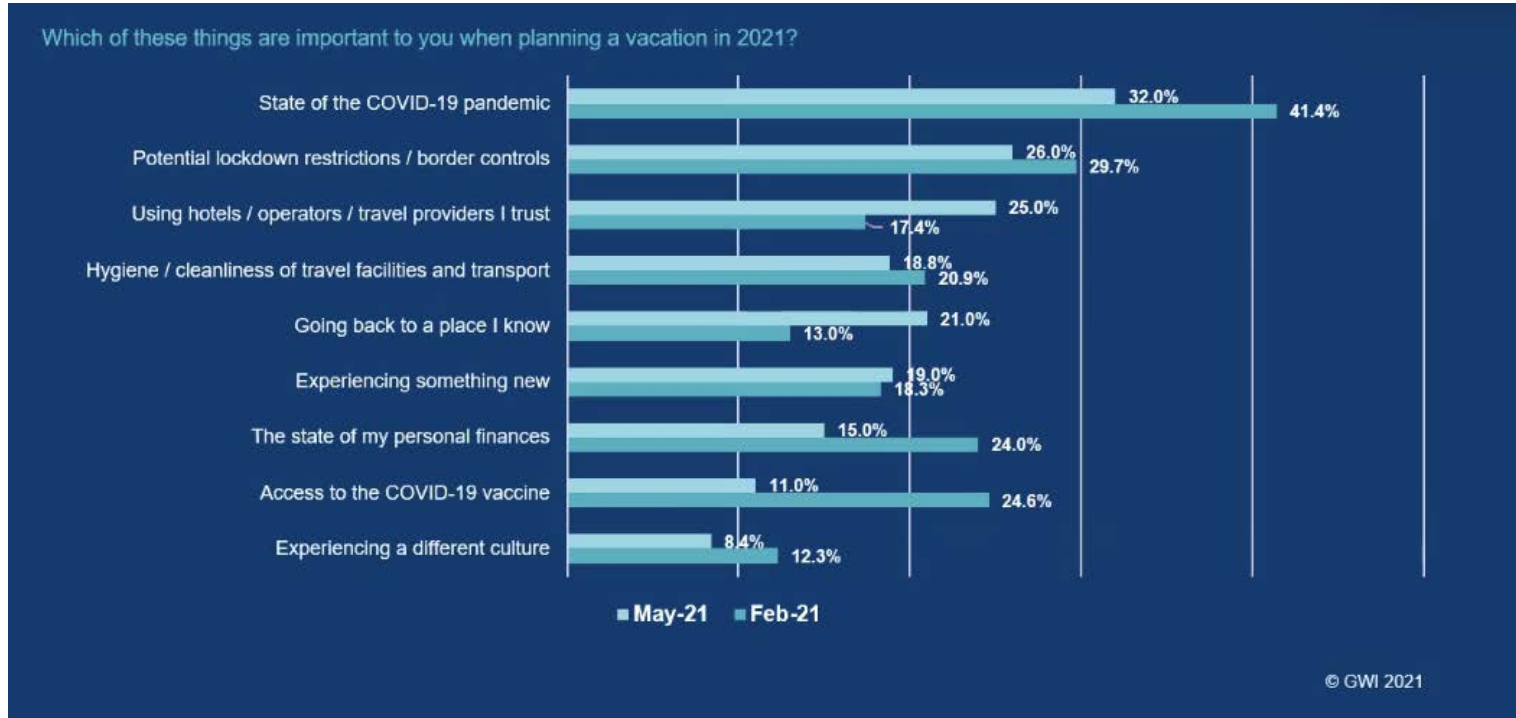
# Consumer confidence to travel

ABTA survey:

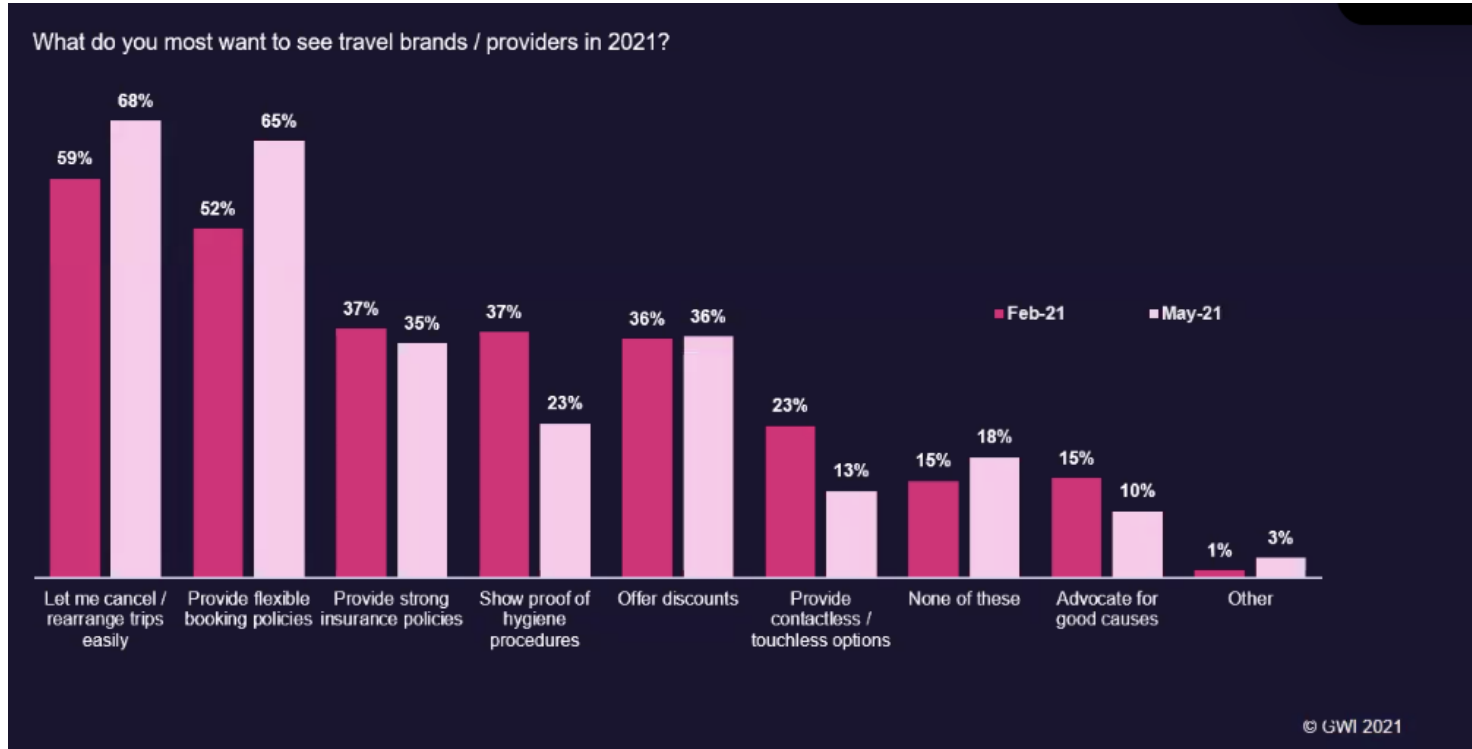
- In February 70% of holiday makers wanted to take a holiday in 2021. In May this number had dropped to 37.3%
- Holiday makers still want useful information, options and guidance.
- Holiday makers wish to go back to places they have been before and trust.
- Key decision driver is choosing a destination that doesn't require quarantine once back home.



# Consumer confidence to travel



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# Consumer confidence to travel



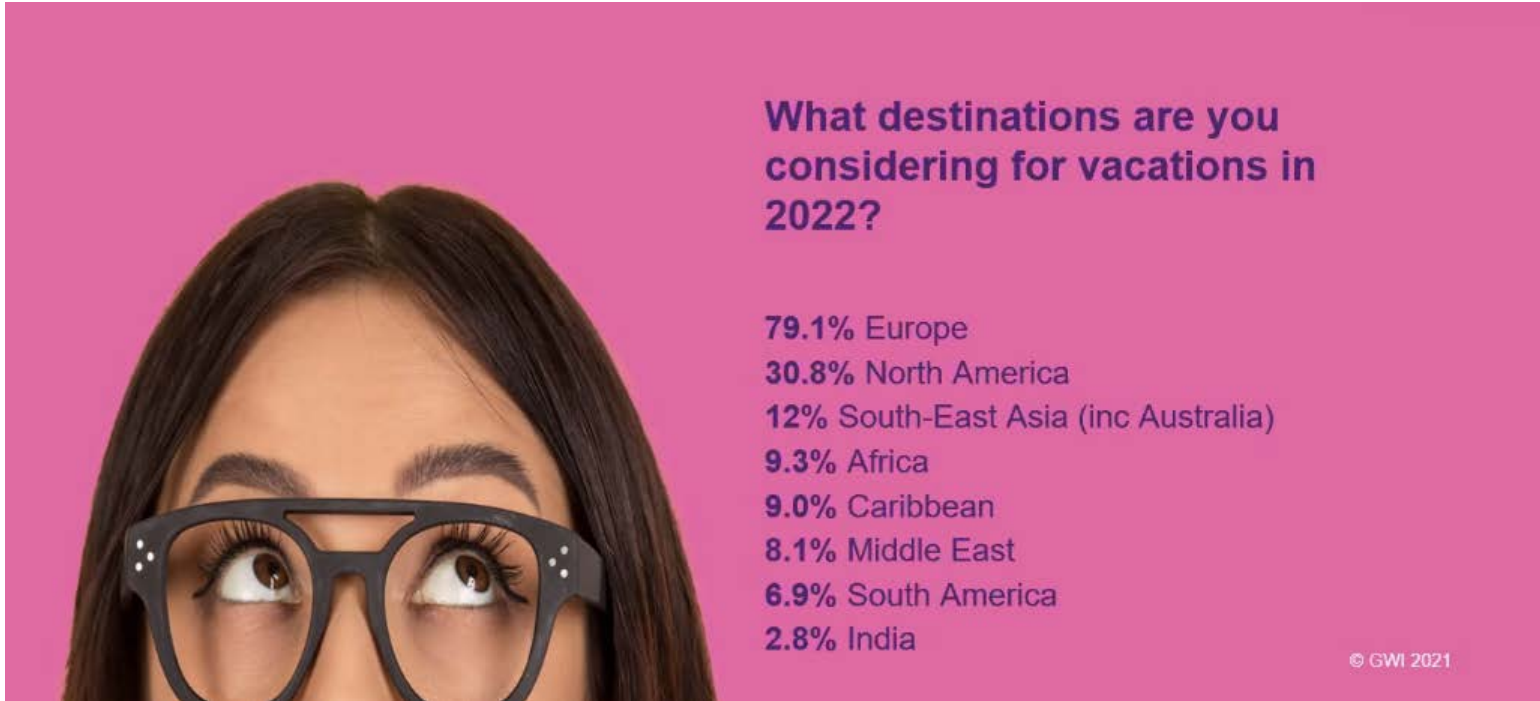
**2021 travel priorities: shorter, outdoors and local**

Are you planning any of these types of vacations in 2021?

- 20% Long Weekend
- 19% Short Summer Break (1 week)
- 19% Longer Summer Break (2 weeks)
- 18% City Breaks
- 14% Staycation
- 13% Country/Rural Escape

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# Consumer confidence to travel





# UK market report

## from Tour Operator contacts

- Not much new to add since last time
- No real increase in demand since 17 May
- Very happy that Iceland is on green list and hearing rumours about Finland
- Easing restrictions needs to be in both directions
- If Norway is 'green' and ready, they expect some enquiries for autumn/winter but mainly 2022
- No good news from Norway → cancellations
- Postponing from 2020 to 2021 to 2022
- No one is willing to quarantine



# UK market report

## from Tour Operator contacts

- No united system
- Focus on winter 2021/2022 and have received a few enquiries
- Do not expect a last minute rush this summer
- Doing very little marketing at the moment to save money
- Challenging trying to make sense of restriction rules in Norway
- “Our customers are READY for good news and travel to reopen”
- “Many of our clients are desperate to travel”



# Domestic Travel Trends in 2021

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- Wellbeing retreat
- UK Safari
- Sky diving
- Solo travel
- Road trip
- Yoga retreat
- Camping



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