

UK Update March 2024

Catherine Foster



Agenda

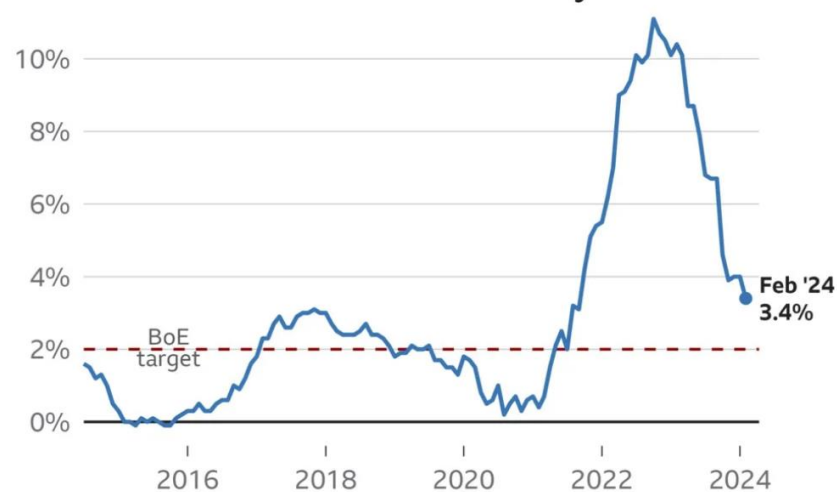
- Den generelle økonomien i UK
- Viktig for forbrukeren
- Bookinger Sommer 2024 UK
- Tilbakemeldinger fra våre turoperatører



Økonomien i UK

- **Endelig er inflasjon** i UK på vei ned. Den ligger nå på 3.4% - det laveste nivået siden September 2021
- **Nedgangen** drevet av en **reduksjon i priser** på mat, alkohol, mat på kafeer og restauranter og klær
- Men inflasjon på mat ligger fortsatt på 4.5% - bedre enn 17% som den lå på i mars i fjor, men **1 av 4 familier strever fortsatt med å betale for mat**
- Arbeidsledighet har steget til 3.9% og veksten i inntekt øker men går saktere enn i høst

UK inflation at 3.4% in February 2024



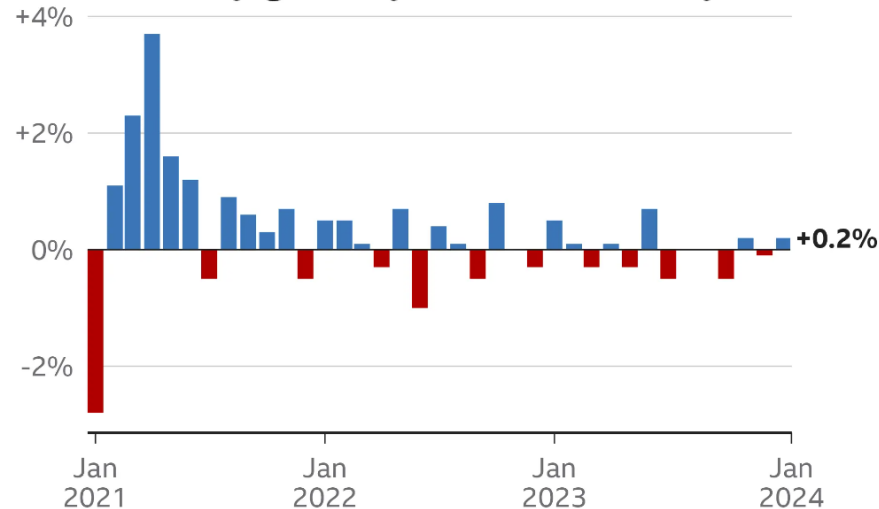
Source: Office for National Statistics



Økonomien i UK - Vekst og Renter

- Ferske tall viste at UK faktisk gikk in i **en resesjon i slutten av 2023** etter to kvartal med negativ vekst.
- Men i januar **økte veksten med 0.2%** drevet av salg av forbrukervarer og konstruksjon
- **Renten i landet ligger på 5.25%** - høyeste nivå på 16 år
- Bank og England har indikert at **rentene vil gå ned** nå når inflasjonen begynner å komme under kontroll
- Boligmarkedet er fortsatt svakt med **12% færre hus solgt** i januar 2024 i forhold til 2023

UK economy grew by 0.2% in January



Source: Office for National Statistics

BBC

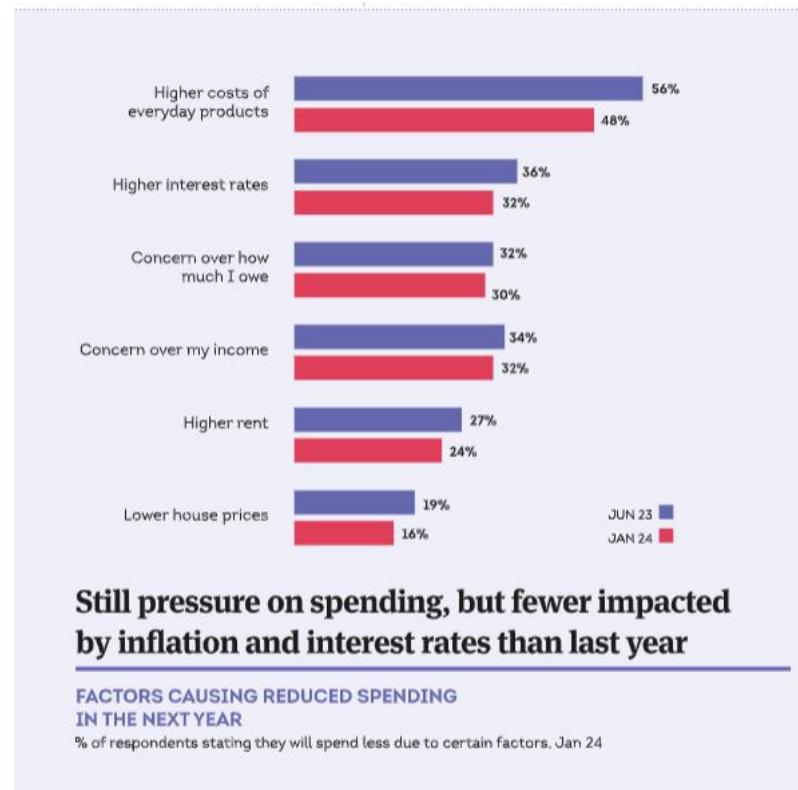
Viktig for forbrukeren i 2024

- Til tross for lønnsvekst og synkende inflasjon er Britenes personlige økonomi usikker. Tall fra januar viser en **økning i forbruker lån og bruk av kredittkort**
- Men det er lys i tunnelen som vil føre til at britene har **mere penger å rutte med** utover våren:
 - Fra 1.April går minimums lønn opp
 - National insurance (skatt) går ned
 - Energi priser går ned (laveste på to år)
 - Mere støtte til child care (forsøk på å få flere folk i arbeid)
- UK er ett av de mange landene som skal ha valg i år og det forventes å bli i høst. Det vil bli mye støy i media og det ser ut som et potensielt regjeringsskifte i slutten av året



Britiske forbrukere mere optimistiske

- I et studiet som PWC utfører to ganger i året ser man optimisme i markedet
- 70% av Briter føler nå at økonomien i hjemmet har bedret seg
- De er fremdeles bekymret for hvordan inflasjon og rente nivået vil utvikle seg.....
-men de er mindre bekymret enn det de var i våres

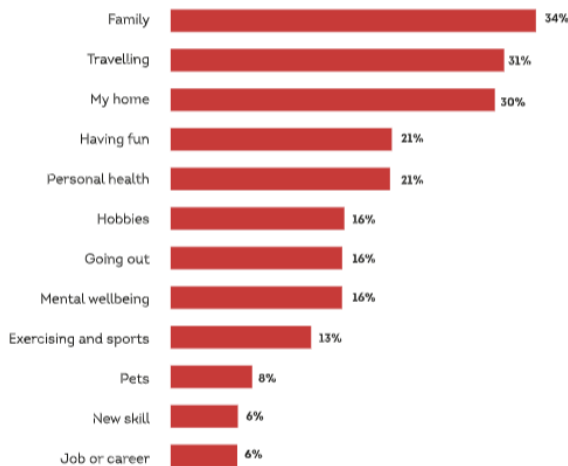


Øverst på listen over hva britene vil bruke penger på er familie, reiser og hjem

Top priorities for consumers are family, travelling and their home

PRIORITY AREAS FOR CONSUMERS IN 2024

% of respondents



Reise er spesielt prioritert av de veldig unge og 45+

Travel is a priority for all age groups

TOP FIVE AREAS WHERE CONSUMERS WANT TO SPEND MORE TIME AND MONEY IN 2024 – BY AGE GROUP



This report on travel was compiled by Rob Gill and produced by TTG Media and PwC in March 2024 to coincide with the TTG Media Agenda 2024: Spring Breakfast, hosted in association with PwC

Reiselivsnæringen har hatt ett bra år så langt

- Reiselivsnæringen melder om fantastiske bookingtall i januar og februar
- De ser at mange av de som booker er elder par som ikke berøres så mye av det finansielle
- Oversjøiske reiser trender – bedre value enn Europa
- Det ligger an til at det kan bli et år med økt konkurranse blandt de tre største operatørene Jet2, TUI og Easyjet holidays.
- Bekymring i næringen for at dette vil presse ned priser

AGENTS REAP REWARDS OF STRONG DEMAND AMID STIFF COMPETITION – AT LEAST FOR NOW

05 MAR 2024 BY GARY NOAKES & ILARIA GRASSO MACOLA
& HARRY KEMBLE & SARAH DENNIS

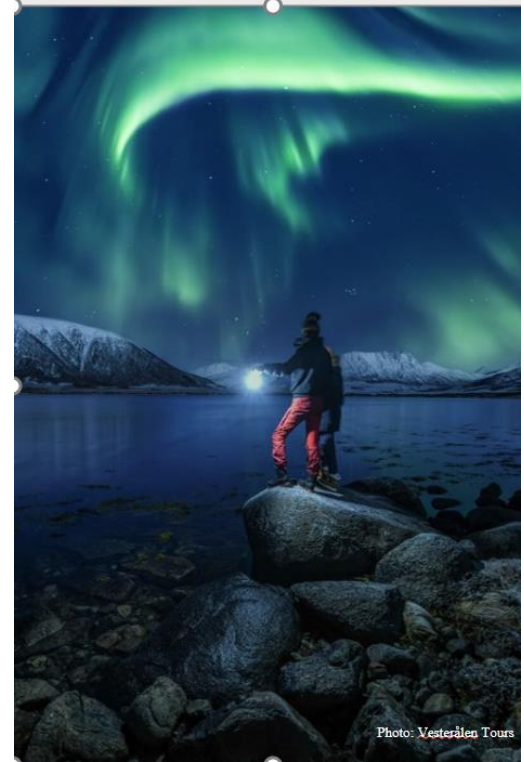
After peaks continued well into February, there's no doubt 2024 has got off to a strong start – but could over-capacity dampen the feel-good factor? The *TTC* news team assess agents' fortunes as we head into the summer season.



(Credit: Bayu Jefri / Pexels)

Dette sier opertørene om Norge - **How are sales for summer going?**

- Norway is our bestselling destination and fly-drives are the most popular for summer for the fjords as well as North Norway from Bodo upwards
- 102% increase in revenue on same time last year
- Summer season is going slowly for us. We have added several new Norwegian programmes, but we are not seeing much interest just yet. We expect it to be like last year, where we got lots of last-minute/short lead-in time enquiries, which was also something that we were seeing this winter.
- Good group enquiries for Trolltunga overnight hiking. Good enquiries for longer 2-week holidays
- Summer sales are marginally up vs. this time last year. We are seeing more families, longer more involved trips. Once again over demand for certain places and lack of capacity already noticeable. Flam & Lofoten being the obvious ones. Alesund & Trondheim quite difficult too



Dette sier opertørene om Norge - **How has winter been?**

- We had a good winter for Norway bookings with Tromso and Kirkenes being our most popular destinations and Northern Lights the main attraction
- 47% increase in revenue on same time last year
- Winter has been really good and our Norwegian product (specifically Tromso) has increased in popularity significantly. Prices have increased (especially accommodation) which has meant that we have had to broaden our product offering/destinations for next winter
- Good for Tromsø and Svalbard – we have had some amazing reviews for our winter Svalbard booking
- In terms of sales, we had a great winter. 15% up on the last year.

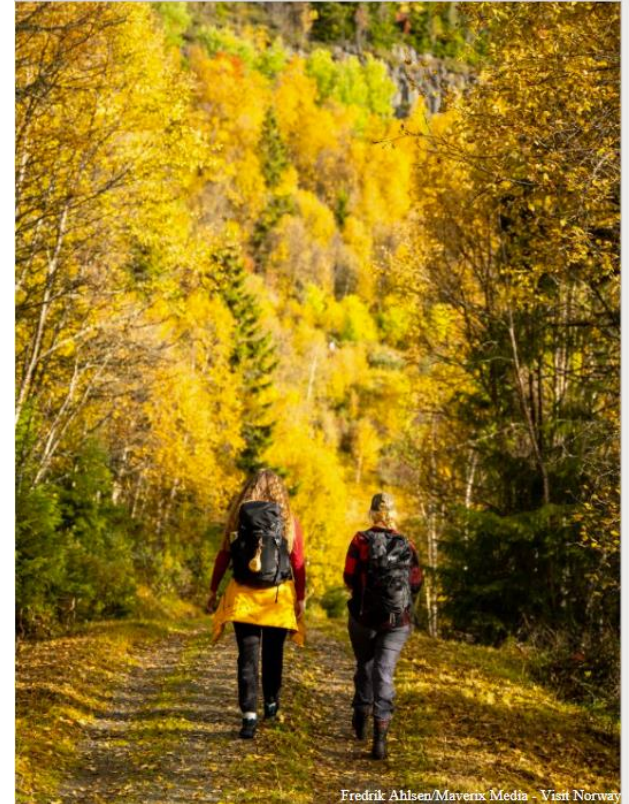


Dette sier opertørene om Norge - **Are there any specific trends emerging?**

- Increasing interest in Svalbard and more bookings for this destination.
- People tend to opt for 3-4 night packages
- People wanting to travel for longer/people wanting more wilderness experiences, we are getting more family enquiries (wondering if people are avoiding the heat in southern Europe?)
- We are seeing more solo travellers & families
- More people looking for autumn and the Aurora experiences
- Fjords in the winter
- Svalbard is back on the map after a few years of lack lustre sales post pandemic
- Our Fjords & Northern Lights offerings have been a great success. We are pushing Alta and our trips offering multi-stop winter & summer are flying off the shelves.
- We have more than doubled our 'shoulder season' travelling - promoting autumn and the aurora.

Dette sier operatørene om Norge - **How is business this year compared to last?**

- I'll not have exact stats but the average value of the booking has gone up comparing to last year and people are spending more on Norway holidays
- Nordic programmes currently 7% up YOY; star performer is Norway
- Winter has performed very well and we expect that to continue next year
- We have had phenomenal growth in Norway post pandemic. Slight slowing in sales so far this year vs. others but quite honestly to be expected, particularly with the cost of living crisis. Those that are travelling are investing more in their trip. Not worried, put it like that!



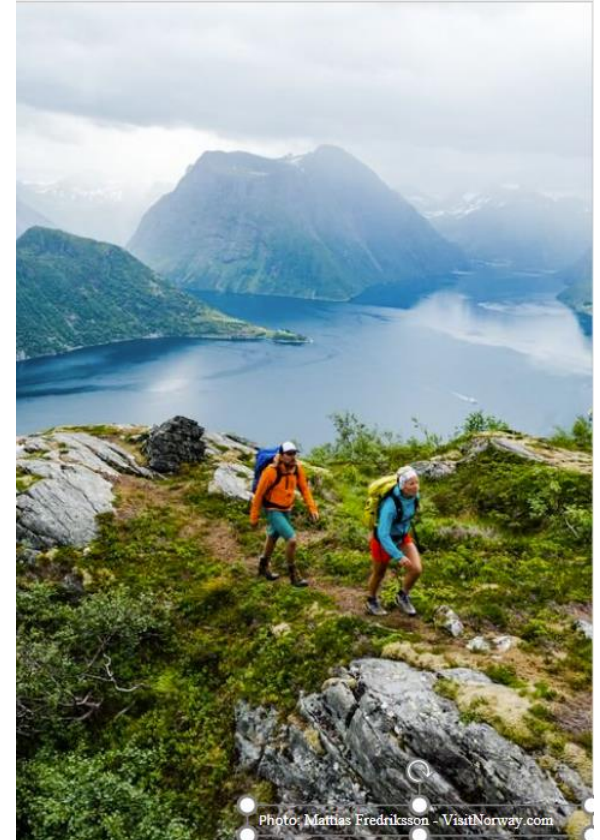
Dette sier opertørene om Norge - **Are you seeing requests to any specific regions over others?**

- It's either South (Oslo – Bergen – Stavanger) or North (Lofoten – Tromsø – Kirkenes) Norway, rarely the middle
- Not noticeably but we are trying to steer people towards less - known areas e.g. Senja and Vesteralen to avoid busy Fjords region
- As we are Northern Lights specialist, we focus on Tromsø/Alta/Kirkenes, but we do offer some Bergen and surrounding areas too
- Requests for Svalbard, Western Fjords and Northern Norway



Dette sier opertørene - **How is Norway booking compared to other destinations?**

- Norway is still our best seller for both – winter and summer
- Blimmin awesome! And definitely picking up the slump that we're seeing for Iceland as a result of the volcano
- Numbers have increased nicely
- It is our best performing destination – we sell lots of Tromsø and Svalbard and are super keen to launch Alta as it fits so perfectly with our portfolio
- Norway now in our top 3 countries world-wide and top performing Nordic country helped by its true year round appeal.



Spørsmål? Ta kontakt!
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