

# THE TRAVEL CONFIDENCE INDEX

ABTA helps its members' customers 'Travel with confidence' – it's one of the reasons why people respect the ABTA brand so much.

The travel and tourism sector will only thrive when customers feel confident to travel. That means we need to understand how assured people feel in making their travel choices, and why. This sentiment affects customer choice and decision making, and in turn can influence the sector's product and destination offer, its marketing, and its consumer interaction.

So, ABTA has developed, for the first time, an overseas Travel Confidence Index.

It's designed to help the industry understand, at a glance, how confident people are feeling about travel and actions they can take to collectively build consumer confidence by capitalising on positive sentiment.



# THE FIRST TRAVEL CONFIDENCE INDEX RESULTS

We've calculated our index by asking 2,000 people how confident they are about travelling overseas currently. We then took the percentage who feel 'less confident' or 'not at all confident' away from those who say they are 'extremely confident' or 'somewhat confident'.

In this first analysis, with 61% in the latter two categories, and 20% in the former two, our Travel Confidence Index stands at +41<sup>1</sup>.

While we don't have a previous year's data to compare it with, given this index is a measure of the UK population as a whole – including both regular and occasional travellers as well as those who don't travel at all – it's a positive result.

What's more, people are three times more likely to be 'confident' (61%) than 'not confident' (20%), even after the huge upheaval of a global pandemic and the ongoing financial squeeze.

This year's  
Travel Confidence  
Index stands at: **+41**

## WHAT GIVES PEOPLE CONFIDENCE TO TRAVEL?

We shared a selection of potential 'confidence builders' when travelling overseas and asked respondents to rank them as 'essential', 'important', 'nice to have' and 'not important'. The essential and important response levels give insight to help travel companies identify where they can take the most effective action to boost their customers' confidence levels.

Starting with the fundamentals, travel companies can clearly add significant value by helping their customers get their travel documents in order for their trip, whether that's making sure they have a valid passport or visa (seen as essential by two-thirds of people) or taking out travel insurance (seen as essential by more than half).

Other essential elements are related to financial concerns, which might be taking on increased importance at the moment given the current pressure on many household budgets. Repatriation and financial protection in case their travel company goes bust, plus knowing the total price in advance, are seen as essential by half of respondents. Package holidays and all-inclusive trips therefore have potential for delivering a good dose of customer confidence.

ATOL and ABTA also bring a great deal of confidence, with over two in five people saying booking with a member of ABTA is essential, and a further 35% important, underlining the importance to businesses of displaying the membership credentials they have.

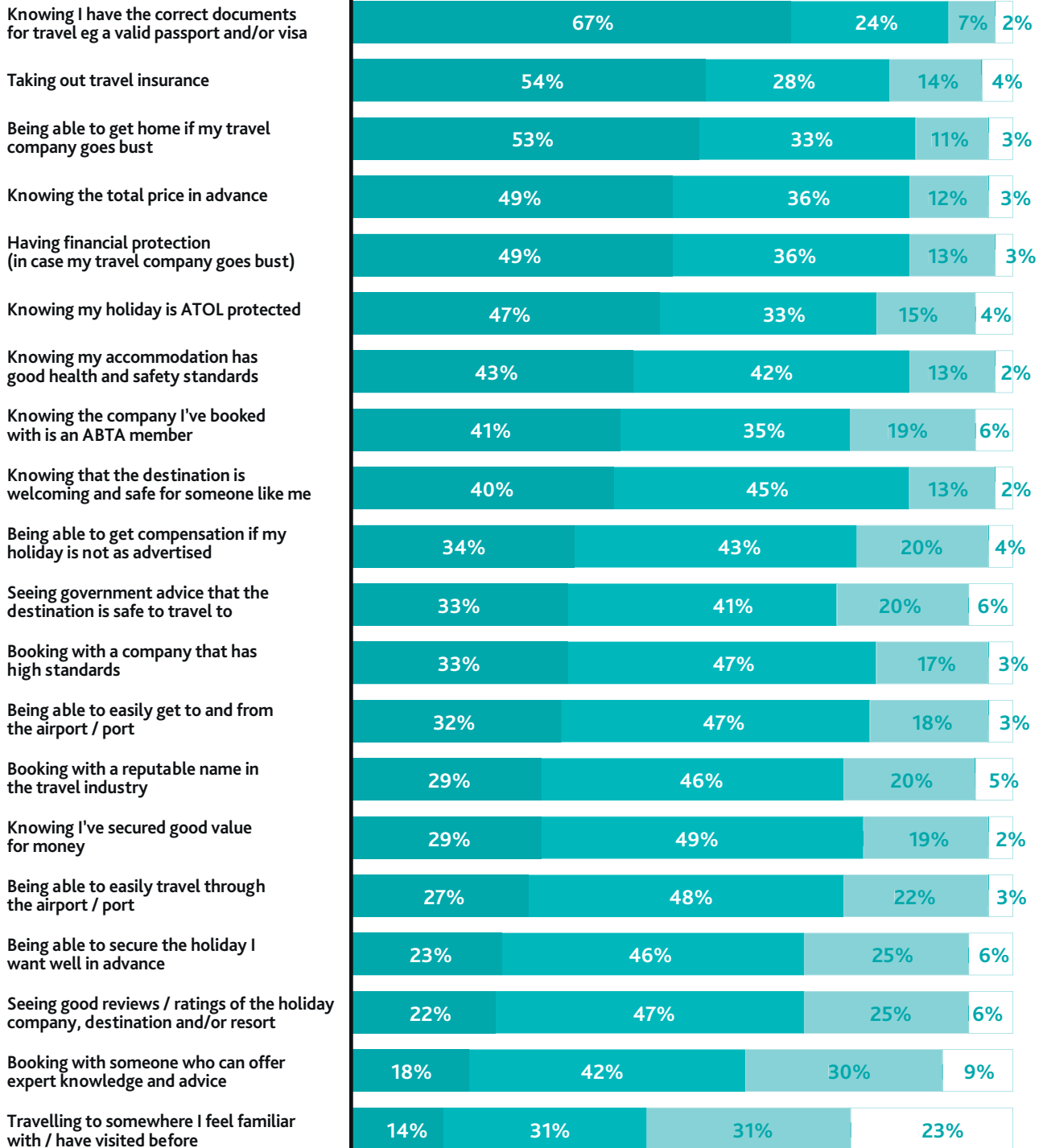
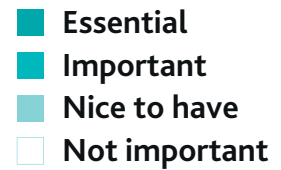
**75%**

of people say it's either essential or important for their holiday company to be a member of ABTA to feel confident when travelling abroad.

<sup>1</sup>Respondents were asked to rate how confident they would feel taking an overseas holiday at the moment on a scale of 1-10, with 1 being not at all confident and 10 being extremely confident. Excluding those rating their levels of confidence as neutral (5 and 6), we took away the percentage of those with low confidence levels (1-4) from the percentage of those with high confidence levels (7-10).

# THE FIRST TRAVEL CONFIDENCE INDEX RESULTS

## THINGS THAT GIVE PEOPLE CONFIDENCE TO TRAVEL (From the most to the least essential)



\*Percentages may not sum to 100% due to rounding

## HOW DOES THIS CHANGE AMONG SPECIFIC GROUPS OF TRAVELLERS?

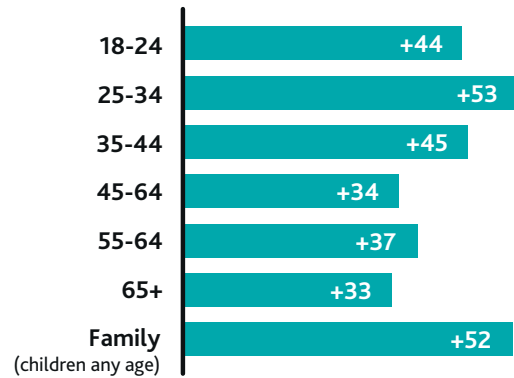
While a score of +41 is the average of all consumers, what does the Travel Confidence Index look like when broken down into different groups?

There are some significant variations among the different ages, with 25-34-year-olds and families the most confident travellers (+53 and +52 respectively) and those aged 65+ the least (+33).

Also among the most confident to travel are those who took a package holiday this year (+70) and those who booked with a travel professional (+72). Both groups were among the most likely to say booking with someone who can offer expert knowledge and advice is essential or important – a combined 68% for package holiday takers and 73% for those who booked with a travel professional.

Those who said they were 'not confident' to travel were among the most likely to rate certain confidence boosters as essential: being able to get home if my travel company goes bust (66% compared to 53% on average), knowing the total price in advance (58% compared to 49%) and knowing their accommodation has good health and safety standards (54% compared to 43%). These would be some of the most important messages to communicate to prospective customers to give them greater confidence to travel.

### THE TRAVEL CONFIDENCE INDEX (age breakdown)



Among the most confident to travel are those who took a package holiday this year

**+70**

and those who booked with a travel professional

**+72**

