ABTA
The Travel Association

HOLIDAY HABITS 2023-24

INTRODUCTION: THE REMARKABLE RESILIENCE OF THE UK TRAVEL INDUSTRY

Our latest Holiday Habits research shows holidays are proving resilient in the face of wider economic and operational challenges.

In the past 12 months, the travel industry has continued its recovery from the COVID-19 pandemic against a backdrop of an ongoing rise in the cost of living. High energy bills, increased mortgage and rent payments and an uplift in day-to-day costs such as food and transport are among the price rises that have been putting a strain on household budgets.

The industry has also experienced a number of natural, man-made and technological challenges – from wildfires to strikes and an unprecedented air traffic control outage.

Despite this, bookings and confidence in travel are strong.

Overall, 84% of people went on holiday during the last year and 52% took a trip abroad. Of those who took a foreign trip, 61% went on a package holiday – the main market for many of the businesses in ABTA membership.

This appetite for travel looks set to continue into next year, with 64% of people saying they plan to take a trip overseas.

The ongoing commitment to holidays is a reflection of people's confidence in travel. For the first time ABTA has published a Travel Confidence Index, which shows remarkably high levels of confidence to travel overseas, notwithstanding the economic climate and events of the past year.

We also explore a growing trend for 'all-year-round travel'. Since the pandemic, members have reported an increasing number of people travelling outside of peak periods. That's shown in our data, with May and June the most popular months for overseas travel in the coming year, and with a similar number of people saying they'll head abroad in September and October as in July and August. Members are responding to the demand by extending the seasons in some destinations, such as Turkey and Greece, and adding in extra capacity.

We also look at how sustainability affected people's holiday bookings and find half of people who travelled over the last 12 months said they took sustainability into consideration when making their holiday choice. This is a reminder of just how important it is for the industry to continue its journey to make travel more sustainable.

It's clear from our findings that the travel industry has shown remarkable resilience this year. ABTA members are working hard to meet their customers' needs, helping them get the best value break to suit their budget and aspirations and supporting them if something does go wrong. All this chimes with ABTA's mission to help people travel with confidence.

Mark Tanzer
CHIEF EXECUTIVE

ABOUT THE RESEARCH

This report is based on research with a nationally representative sample of 2,000 people and was carried out in the last two weeks of August 2023. It looks at people's holiday habits in the 12 months prior to that summer and what their travel plans are for the year ahead.

Any references in this report to 'the last year' or 'the last 12 months' refer to September 2022 to August 2023, with 'next year' referring to the 12 months from September 2023.

This is an annual piece of research, which has been conducted each summer since 2010 by The Nursery Research and Planning (www.the-nursery.net) on behalf of ABTA.

SECTION 1

HOLIDAYS OVER THE LAST 12 MONTHS

Holidays over the last 12 months

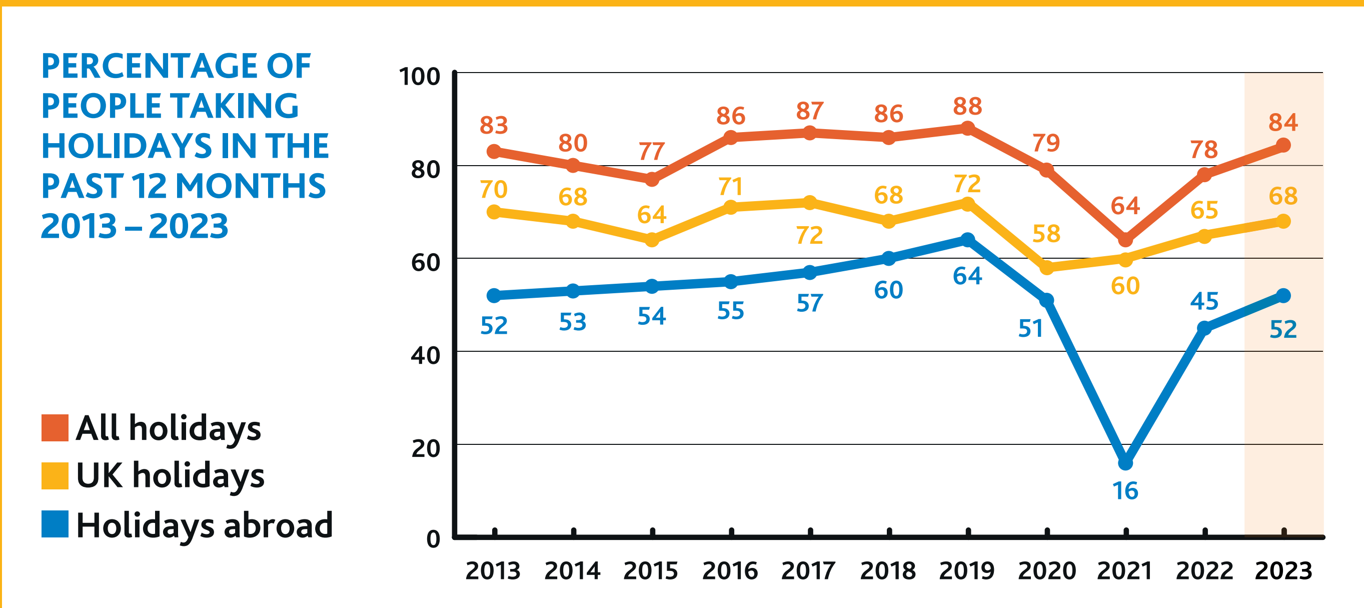
OVERVIEW

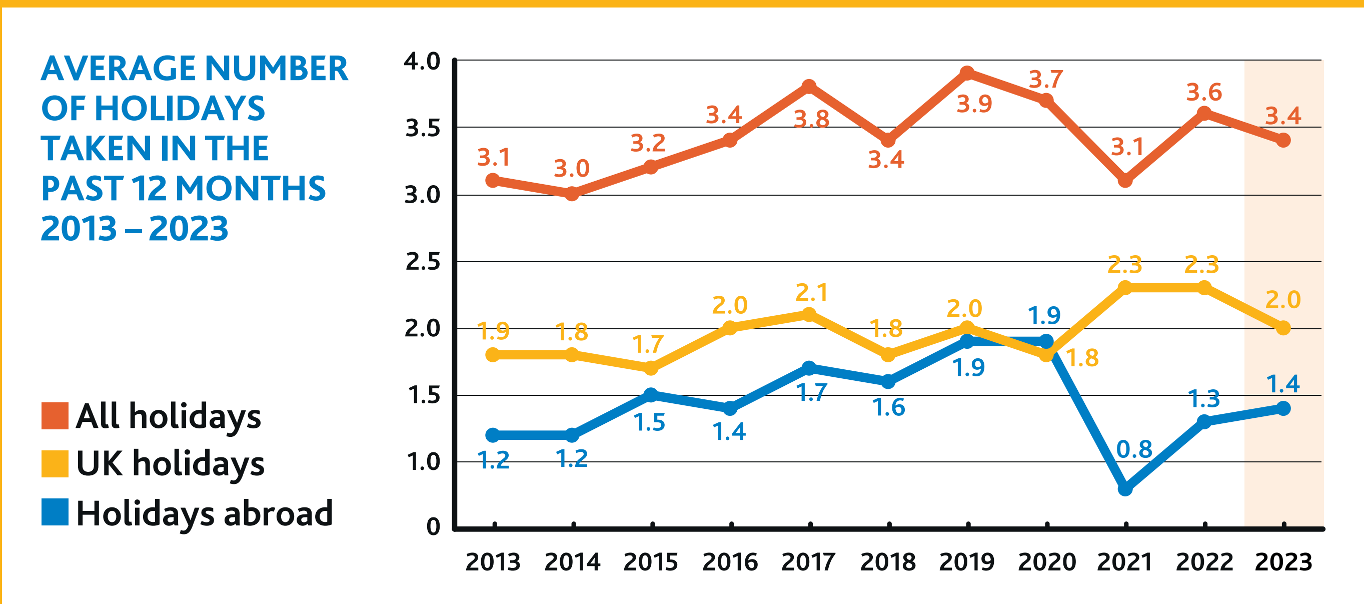
This report covers a 12-month period where international travel was largely restriction-free, but travellers were facing other pressures, such as the rising cost of living. However, travel has remained resilient, with 84% of people going on holiday in the last 12 months and taking an average of 3.4 holidays per person[1].

The proportion of people taking an overseas holiday rose from 45% last year up to 52% this year, as the industry continues its recovery from the COVID-19 pandemic. When looking at patterns over the last 10 years, the number of holidays taken appear to be in line with previous levels for most of that period, albeit behind figures from 2019 which was a bumper year for travel. We see a similar pattern with the number of overseas holidays taken (1.4 per person on average).

Just over two-thirds (68%) of people took a domestic break. While this is up on last year, there is a slight dip in the number of the UK holidays taken per person; 2.0 down from a high of 2.4 in 2022, which could reflect the increase in UK holidays taken during the pandemic.

Despite the additional strains on household finances, many people are still taking multiple holidays a year, both at home and abroad.





NB – when referring to 2020 in these charts, it's important to note that the data covers August 2019-July 2020, meaning only around six months of travel took place before the emergence of COVID-19.

[1]Any references to 'the last year' or 'the last 12 months' refer to September 2022 to August 2023.

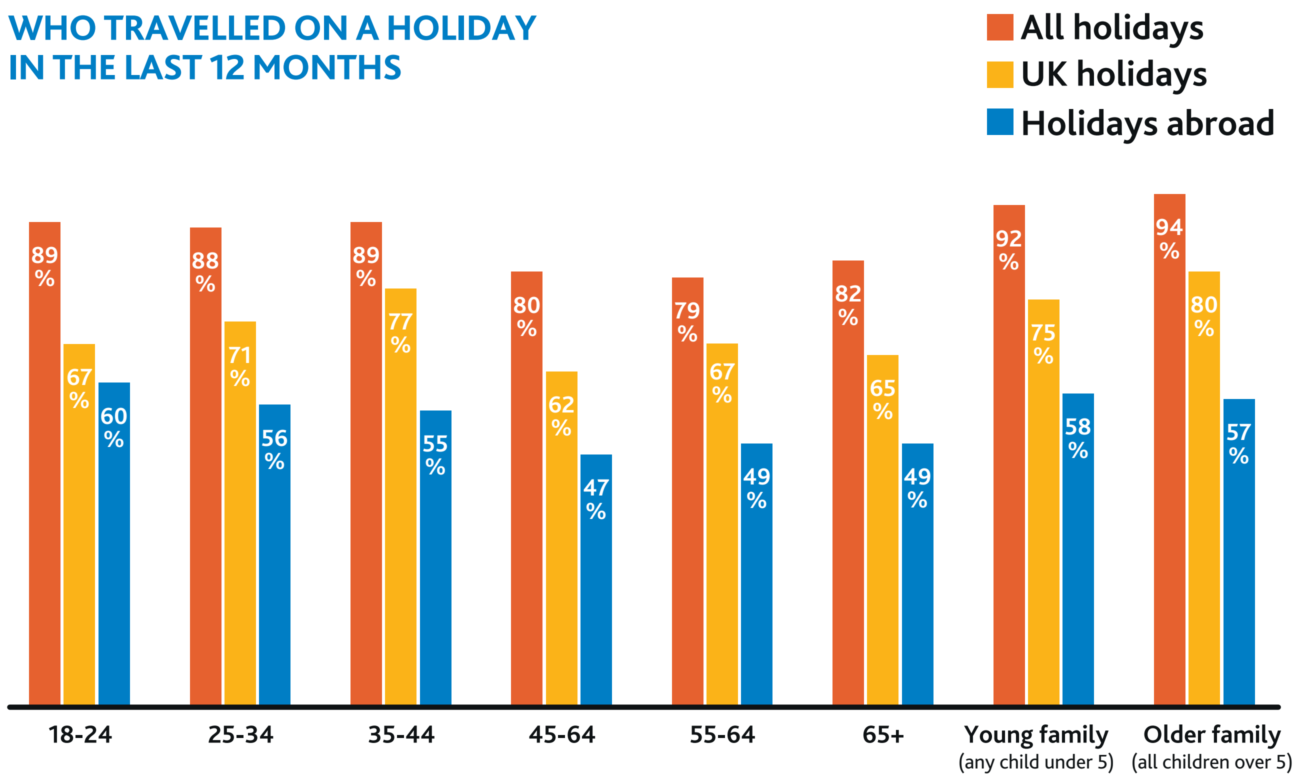
Holidays over the last 12 months

WHO TRAVELLED

Young people (aged 18-24) and families continue to be the most prolific travellers. We have also seen an increasing number of them heading abroad, with a particular increase among young people and families with older children. 60% of young people took a foreign holiday over the last 12 months (up from 56% last year), 58% of young families went overseas (up from 56%) as did 57% of older families (up from 50% in 2022)[2].

Those aged 18-24 also went on holiday abroad the most often and took even more trips than they did last year, up to 2.7 trips on average from 2.2 trips in 2022. Looking at families, like last year, those with younger children went on holiday abroad more often than those with older children, with young families taking an average of 2.3 trips and older families taking an average of 1.7 trips in the last 12 months.

WHO TRAVELLED ON A HOLIDAY IN THE LAST 12 MONTHS



[2] 'Young families' refers to all survey respondents living in a household with at least one child aged five or under. 'Older families' refers to all survey respondents living in a household where all children are aged 6-15 years old.

Holidays over the last 12 months

FAVOURITE DESTINATIONS IN 2023

Spain was once again the UK's favourite holiday destination, followed by France, Italy and the USA, which swap places when compared with last year, and Greece completing the top five. Twice as many of 18–24-year-olds visited Italy (21%) as the USA (11%).

Turkey makes a strong re-entry into the top 10, visited by almost one in 10 travellers over the last 12 months and was a particular favourite among families, with 16% of them visiting in the last year.

TOP 10 COUNTRIES VISITED IN THE PAST 12 MONTHS
(Difference in ranking compared to 2022)

Spain	33%	(=)
France	20%	(=)
Italy	16%	(+1 place)
USA	15%	(-1 place)
Greece	12%	(=)
Germany	12%	(=)
Portugal	10%	(=)
Turkey	9%	(+6 places)
Netherlands	5%	(+6 places)
Cyprus	5%	(-2 places)

Holidays over the last 12 months

TYPES OF HOLIDAYS TAKEN

For the first time, we have looked at the most popular types of trips taken by all travellers and compared them with those favoured by people who took a package holiday in the last 12 months. It shows a marked difference between the types of trips booked overall, and those booked by package holiday takers.

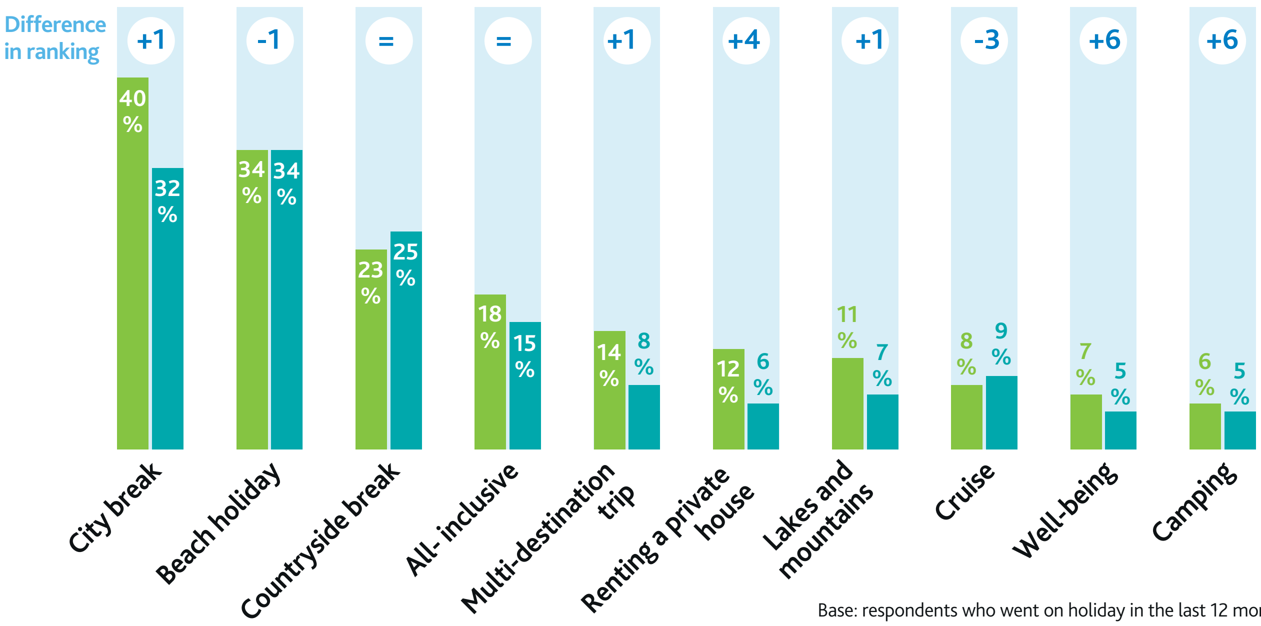
Overall, city breaks have reclaimed their title from beach holidays as the nation's favourite type of trip, having grown significantly in popularity over the last 12 months.

Holidaymakers who took a package holiday in the last 12 months are almost twice as likely to have travelled on an all-inclusive trip or on a cruise than the average traveller, which many ABTA members have reported as selling well among their customers over the last year.

Overall, multi-destination trips and renting a private home are also on the up, almost doubling in popularity when compared to last year.

TOP 10 TYPES OF HOLIDAYS TAKEN IN THE LAST 12 MONTHS

2023 vs 2022



Base: respondents who went on holiday in the last 12 months

TYPES OF HOLIDAYS FAVOURED BY PACKAGE HOLIDAYMAKERS

41% Beach holiday

34% City Break

33% All-inclusive

20% Countryside break

14% Multi-destination trip

14% Cruise

12% Lakes and mountains

10% Coach holiday

10% Renting a private home

9% Wellbeing

Base: respondents who took at least one package holiday in the last 12 months

Holidays over the last 12 months

CRUISE

The percentage of people who said they took a cruise is broadly in line with last year, but while the proportion of people taking this style of trip hasn't grown, it does have an incredibly strong repeat market: more than half (53%) of people who went on a cruise in the last 12 months are planning to take one in the year ahead.

For the first time in our survey, we asked those who had taken a cruise in the last year and/or plan to take a cruise in the year ahead what appeals to them about this style of travel. Their top answer was the opportunity to visit multiple destinations in one trip (60%), followed by the convenience of having meals, accommodation, transport and entertainment all in one place (56%). The variety of onboard activities and entertainment options (40%), the value for money (39%) and the safe and secure travel experience (37%) were also important factors.

When asking the same group of people about their preferred cruising styles, ocean cruises were the clear favourite, followed by adult-only and river. There is also significant demand for taking a cruise around the UK, a style which really rose to prominence during the pandemic, and no-fly cruises, which we predicted would be popular in 2023 given the rise in new cruise itineraries departing from and returning to the UK.

TOP 5 CRUISE STYLES

56% Ocean

39% Adult only

32% River

28% Cruise around the UK

26% No-fly

Base: respondents who took a cruise in the last 12 months and those who plan to take a cruise in the next 12 months

Holidays over the last 12 months

HOW PEOPLE BOOKED

TRAVEL PROFESSIONALS MAKE BOOKING EASIER

The percentage of people booking with a travel professional[3] has remained relatively steady over the last few years, with more than a third of people (35%) booking a holiday abroad with a travel professional in the last 12 months. This rises significantly among families with older children (45%), those who took a package holiday in the last year (49%), and those who travelled on an all-inclusive holiday (50%) or cruise (50%).

When asking customers why they booked with a travel professional, we see a much stronger focus on value for money compared to last year (up 12 percentage points), which perhaps reflects the pressures on people's finances, but also a greater appreciation for the ease of booking in this way, the amount of time it saves and having access to expert help and advice – a ringing endorsement for the added value they bring.

ONLINE BOOKINGS

Going online is firmly established as people's preferred method of booking their holidays. Those who say they booked their holiday online has remained above 80% since 2017, with 83% of people booking online in the last year. An area that has grown significantly in this same time frame is people using their mobile phone to book a holiday, doubling from 20% in 2017 to 41% in 2023.

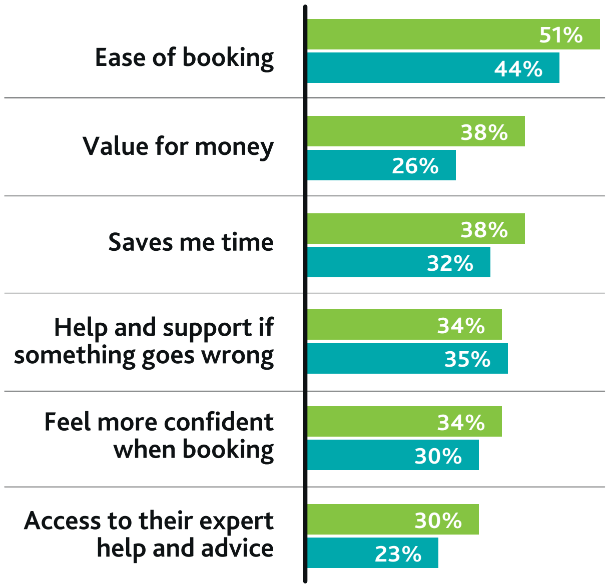
PACKAGE HOLIDAYS = VALUE FOR MONEY

Packages remain the most popular way to travel for people taking a holiday overseas, particularly among families and younger travellers. 61% of people who went on a holiday abroad in the last year took a package holiday, rising to two-thirds (66%) of 18–34-year-olds and three-quarters of families (74%).

Again, we see cost being a factor driving people's choices, as the competitive pricing of a package holiday has not gone unnoticed with 42% of people who booked a package holiday saying it was the best value option for the price, up from 34% last year.

Any type of holiday can be a package, and there are lots of different ways to book them. The most booked was the 'ready-made' option (51%), which was favoured in particular by those aged 65+, and also points to the importance placed on convenience this past year. Although it is worth noting that 56% of 25–34-year-olds booked a shopping-basket style package, giving them the chance to choose between flight and accommodation options, while at the same time enjoying the security – and value – of a package[4].

TOP REASONS FOR BOOKING WITH A TRAVEL PROFESSIONAL 2023 vs 2022



TOP REASONS FOR BOOKING A PACKAGE

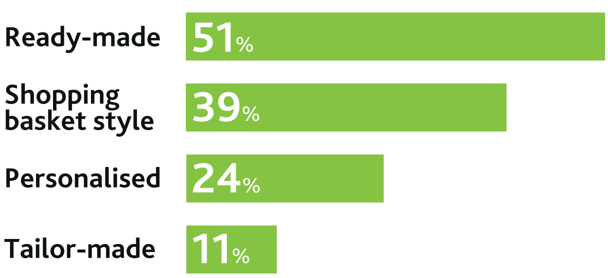
42% Best value option for price
up from 34%

34% Convenience (saves time)
up from 26%

33% I wanted an all-inclusive holiday
up from 28%

33% Having everything taken care of (travel arrangements etc)
up from 29%

TYPES OF PACKAGE BOOKED

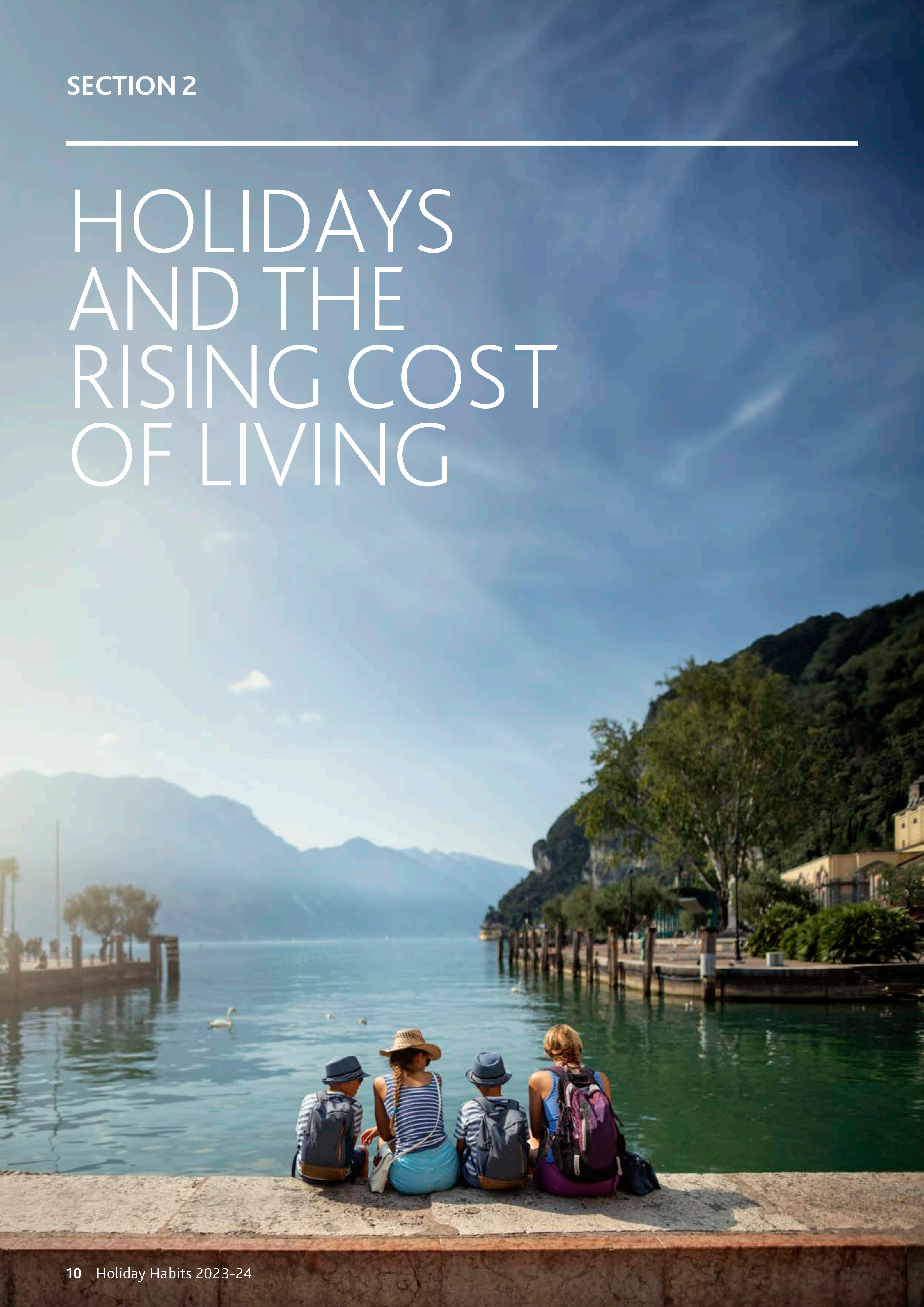


[3] We define 'travel professionals' as individuals with expertise, knowledge, and experience in travel and in booking travel arrangements, such as travel agents or staff of holiday providers/tour operators.

[4] Ready-made = with no changes to the flight times/accommodation choice offered.
Shopping basket = where you select your flights, accommodation and any other extra then pay one price for the trip.
Personalised = where you make tweaks/additions to the holiday like upgrading flights or choosing a specific hotel room.
Tailormade = where the holiday is created entirely around your requirements.

SECTION 2

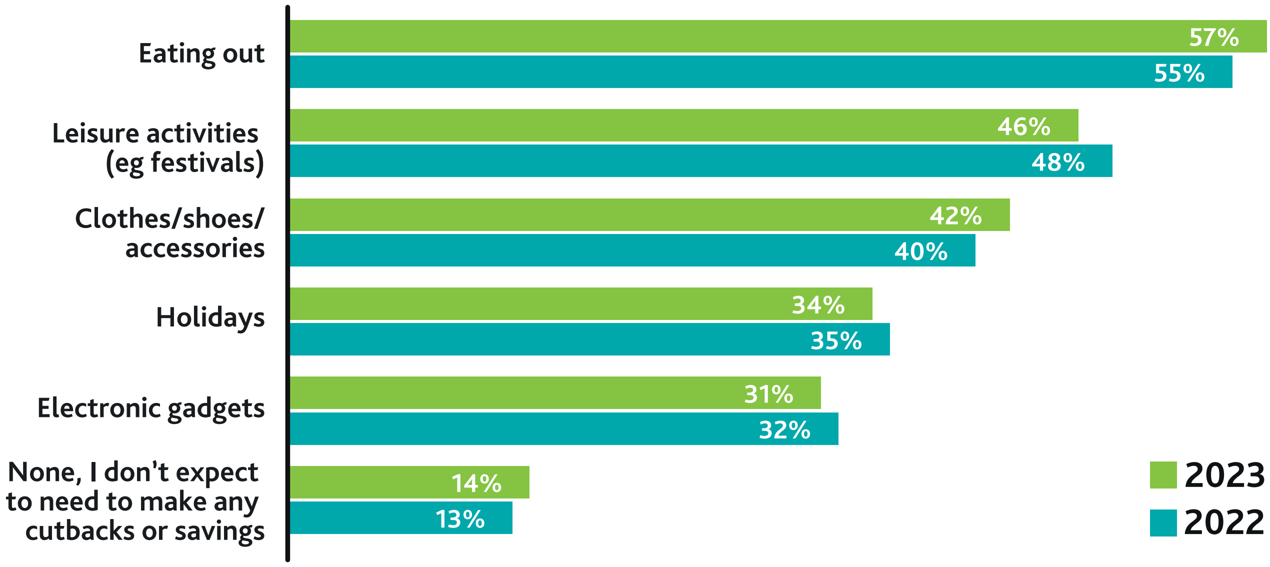
HOLIDAYS AND THE RISING COST OF LIVING



HOLIDAYS AND THE RISING COST OF LIVING

For over 18 months now, consumers have been under a cost-of-living squeeze as household bills rise. What is clear from our data is that holidays remain important, with people more likely to cut back on other non-essentials, such as eating out, leisure activities and clothes before cutting back on a holiday. This suggests that the enthusiasm for getting away over the last year wasn't purely a 'pandemic bounce', but actually reflects a more deep-rooted commitment to holidays when compared to other 'non-essential' spend.

WHERE PEOPLE PLAN TO REDUCE THEIR SPENDING TO COVER THE RISING COST OF LIVING



HOLIDAYS AND THE RISING COST OF LIVING

While people are still determined to travel, cost of living pressures are affecting how they do so, with 72% of people saying the cost of living will have an impact on their travel plans.

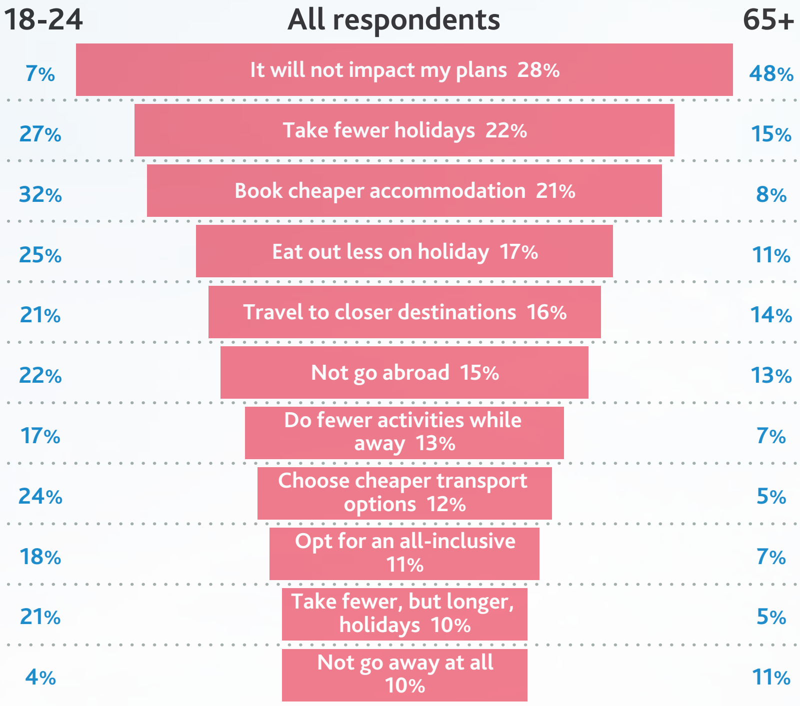
But that resilience of the holidaymaker – and the industry – continues, as people adopt a range of tactics to keep costs in check rather than not go away at all. Just 10% of people said they wouldn't take a holiday, which drops to just 4% of people who took a holiday in the last 12 months.

The most popular cost cutting tactics are to take fewer holidays (22%), book cheaper accommodation (21%), eat out less on holiday (17%), and travel to closer destinations (16%).

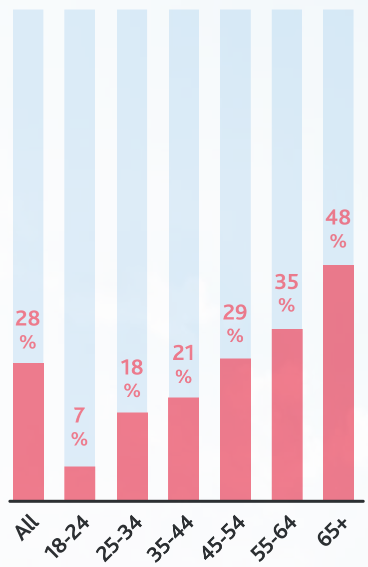
Looking at the impact among different age groups, we see those aged 18-24 are the most likely to say the cost of living will have an impact on their travel plans, while those aged over 65 are the least likely to say so. Comparing these two age groups, 18–24-year-olds are more likely than the over 65s to adopt all of the cost cutting tactics, with the exception of choosing not to go away.

Considering other age groups, we again see some variations, with those aged 18-44 favouring booking cheaper accommodation above taking fewer holidays, while those aged 45 and above were more likely to take fewer holidays than trade down on their accommodation. Going all-inclusive was most popular among 18-24-year-olds and families with older children, chosen by almost one in five (18%) of these groups.

HOW THE COST OF LIVING MIGHT IMPACT PEOPLE'S HOLIDAY PLANS OVER THE NEXT 12 MONTHS



THE COST OF LIVING WILL NOT IMPACT MY HOLIDAY PLANS IN THE NEXT 12 MONTHS



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[5].

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.

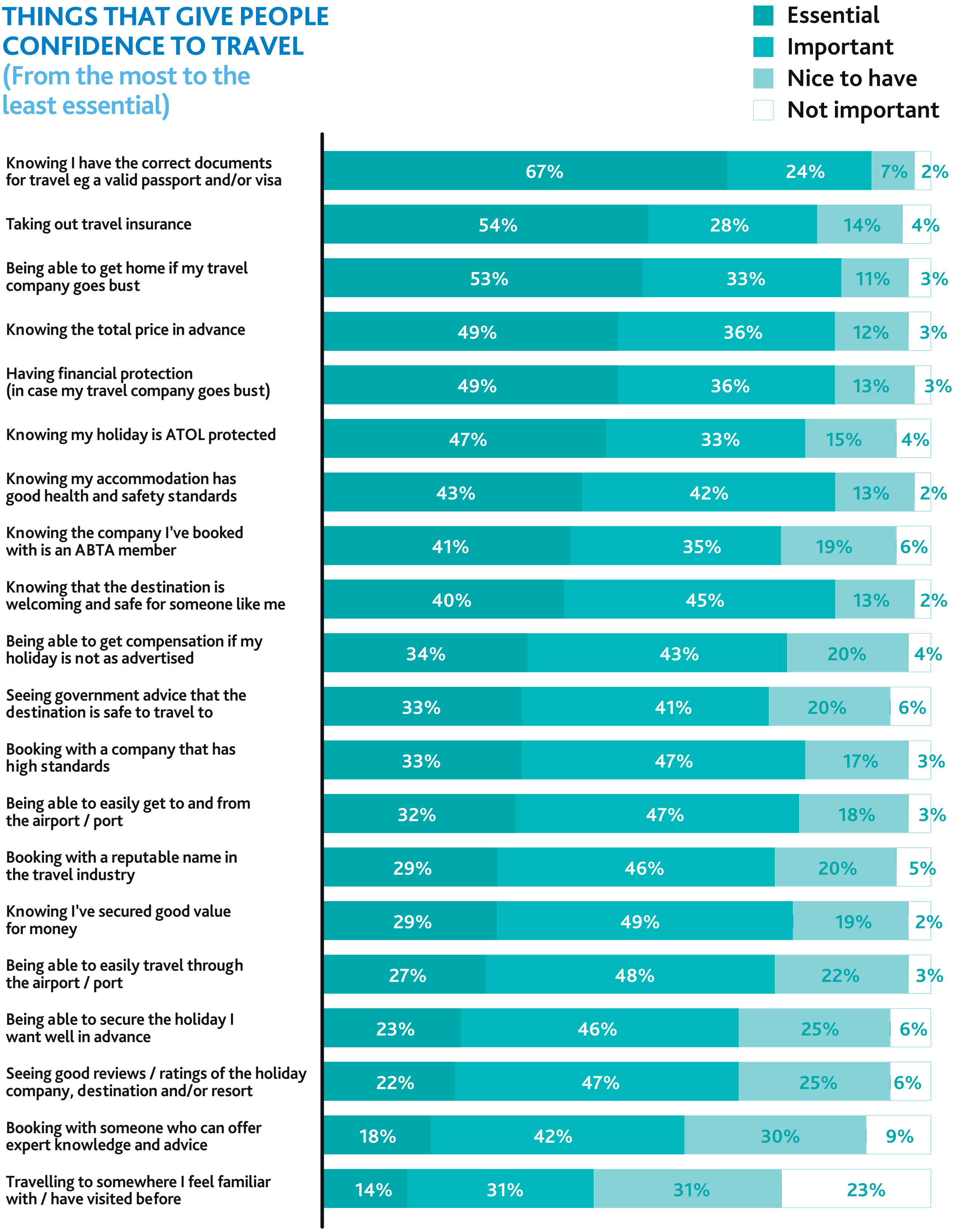
75%

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.

[5] 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

The Travel Confidence Index

HOW DOES THIS CHANGE AMONG SPECIFIC GROUPS OF TRAVELLERS?

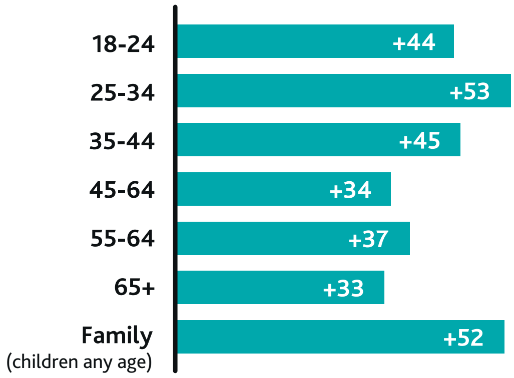
While a score of +41 is the average of all consumers, what does the Travel Confidence Index look like when broken down into different groups?

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**

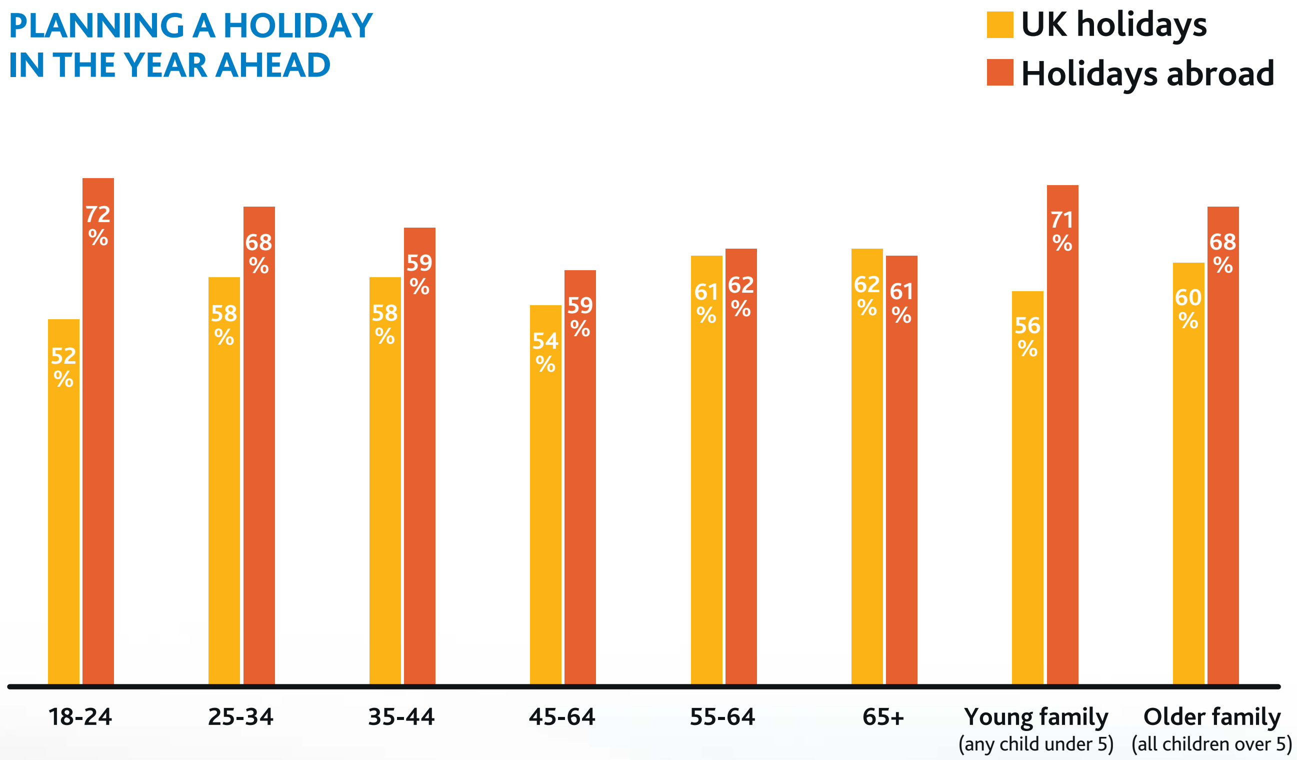
SECTION 3

OUTLOOK FOR THE YEAR AHEAD

OUTLOOK FOR THE YEAR AHEAD

Looking ahead to next year[6], despite the economic climate, slightly more people are planning to travel abroad in the next 12 months (64%, up from 61% last year), and take a domestic break (58%, up from 57% last year). Looking at plans among different age groups, while travellers aged 55+ are about as likely to head overseas as take a holiday in the UK, a much higher proportion of 18-24-year-olds are planning to take a holiday abroad than a domestic break.

PLANNING A HOLIDAY IN THE YEAR AHEAD



[6]Any references to 'next year', 'the year ahead' or 'the next 12 months' refer to the 12 months from September 2023.

Outlook for the year ahead

WHERE PEOPLE PLAN TO GO

Europe is the number one choice for overseas trips next year (52%), followed by North America (13%) and Asia (9%). Countries from these regions all feature in the top 10 countries, with Spain once again topping the list.

In 10th place is Japan, up 23 places since last year. This is a substantial change but should be viewed in the context that its strict border rules to control COVID-19 were only lifted in April 2023. The more meaningful comparison for Japan may be 2019, when it ranked 13th.

Elsewhere, this year's increased interest in Italy and Turkey looks set to continue into 2024.

TOP 10 COUNTRIES PEOPLE ARE PLANNING TO VISIT IN THE NEXT 12 MONTHS

(Difference in ranking compared to 2022)

Country	% (change)
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 the year ahead

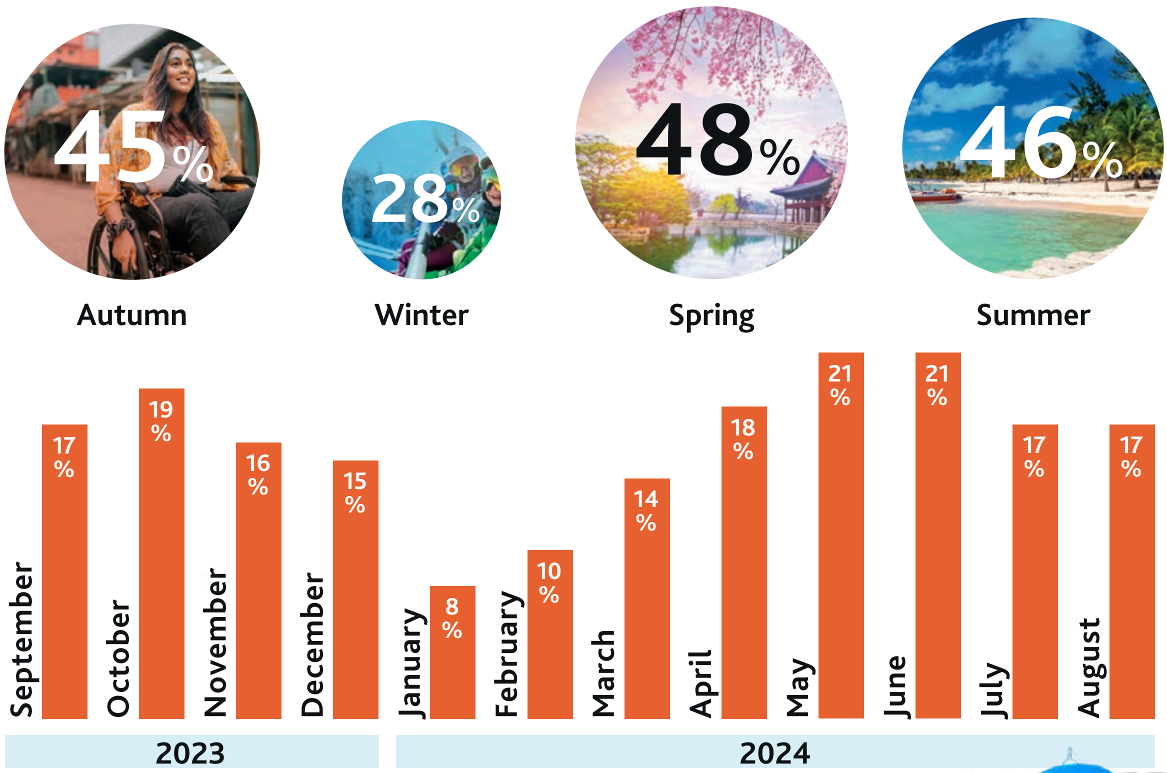
ALL-YEAR-ROUND TRAVEL

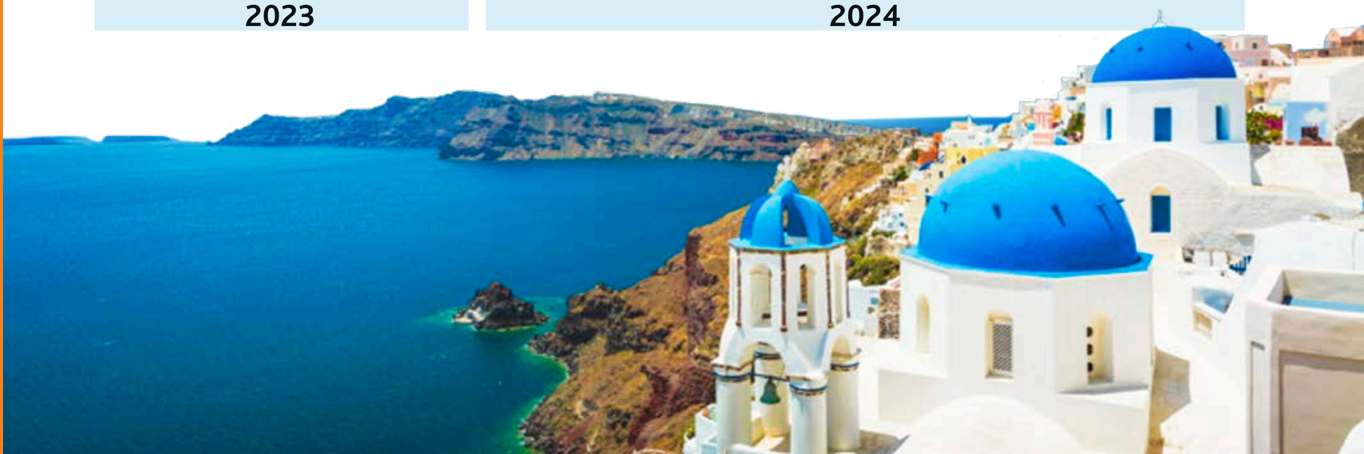
For the first time in this research, we've asked people when they plan to holiday in the year ahead. The findings reveal a trend for all-year-round travel with similar numbers of people planning to travel abroad during autumn and spring as in summer.

The data shows that the demand for travel outside of peak periods is there and we know many members are working to meet that demand by extending the seasons in some destinations and adding capacity in the shoulder season.

If people's intentions become reality, then May and June will be the most popular months for overseas breaks next year, just slightly ahead of the traditional peak months of July and August. That said, July is hugely popular among 18-24-year-olds, with almost a third (30%) of them planning to travel that month. October is also one of the more popular months for travel, perhaps reflecting the opportunity to grab some late sun during the October school break.

WHEN PEOPLE ARE PLANNING TO TRAVEL ABROAD IN THE NEXT YEAR





Outlook for the year ahead

SPENDING INTENTIONS

Half of people say there will be no change in their holiday spend next year compared with this year, but the numbers planning to spend more (28%) are ahead of those looking to spend less, at 21%. The top reason for spending more is to go on more holidays, while securing their preferred destination, marking special celebrations and taking the trip of a lifetime are also driving spend.

That being said, ongoing economic pressures are clearly at the forefront of many people's minds. Some 34% of people say they will spend more because the cost of holidays is going up, while 48% of people agree they will spend less because of rising bills, and 29% plan to spend less due to rising mortgage or rent payments.

HOW MUCH PEOPLE PLAN TO SPEND ON THEIR HOLIDAYS NEXT YEAR COMPARED TO THIS YEAR

28% More

21% Less

51% About the same

Note: figures exclude those who said "unsure".
Base: respondents who have been on a holiday in the last 12 months (Sep 2022 – Aug 2023)

TOP REASONS FOR SPENDING MORE

- 38% **I'm planning to go on more holidays**
- 34% **The cost of holidays is going up**
- 21% **To ensure I can get the destination I want**
- 18% **Celebration** e.g. honeymoon, anniversary etc
- 17% **Taking the trip of a lifetime**

TOP REASONS FOR SPENDING LESS

- 48% **Cutting down my spending due to rising bills** (e.g. energy, food etc)
- 29% **Cutting down my spending due to rising mortgage / rent payments**
- 23% **I'm planning to go on fewer holidays**
- 23% **Lack of confidence in the economy**
- 17% **Took a big trip last year**

SECTION 4

CONSUMER ATTITUDES TO SUSTAINABILITY

CONSUMER ATTITUDES TO SUSTAINABILITY

Developing a more sustainable travel and tourism industry is at the heart of many businesses' and destinations' strategies. It's also a priority for travellers.

The sustainability issues within travel are varied – from animal welfare to human rights, carbon emissions to addressing biodiversity loss. The sector is working to address these matters, with collaboration across industry, destinations and governments essential to be able to make real progress.

When asked what concerns them about the impact of their holidays, animal welfare once again ranks top, as it has done since we first put this question to consumers in 2019. The top six responses remain nearly the same from last year, as do the percentages for each. Nature conservation has switched places in the rankings with preservation and culture. The impact of climate change and how local people are affected by tourism sit at joint sixth place.

PEOPLE'S CONCERNS ABOUT THE IMPACT OF HOLIDAYS

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

SUSTAINABILITY INFORMING HOLIDAY DECISIONS

In previous reports we've looked at how sustainability issues might influence people's holiday choices in terms of future bookings. What was always clear from our discussions with members when reviewing these findings was that people's intentions around sustainability, as found by the research, don't always match up with the actions they go on to take, as reported by members.

To track this, for the first time we asked consumers what decisions, if any, they made about their holidays over the last 12 months based on sustainability factors.

Overall, half of people say that they made one or more choices about their holiday arrangements because of the environmental implications. What it also shows is that the actions people took varied greatly.

Our data suggests that people are taking individual actions based on sustainability considerations, such as choosing a destination closer to home or opting for accommodation with a better environmental record.

CLOSING THE 'SAY-DO GAP'

When looking at the individual decisions people took not one was acted on by more than 17% of respondents. Yet, it would be a mistake to interpret this as a lack of proactiveness from consumers, given that 50% have taken one action or more.

What it does show is the disparity between the number of people who say they may make a decision based on sustainability, and the number of people who actually did. This is where we see the 'say-do gap'. For example, 44% of people who went on holiday in the last year said they would choose one hotel over another if it had a better environmental record, yet only 10% said they made this choice for a holiday over the last 12 months.

CONSUMER ATTITUDES TO SUSTAINABILITY

HOLIDAYMAKERS' ACTION ON SUSTAINABILITY

Say[7]		Do[8]	
Concern about climate change may make me more likely to choose a destination closer to the UK	43%	I chose a destination closer to the UK	17%
I am conscious about the impact of air travel on the environment when making choices about my holiday	47%	I took transport other than flying	12%
I would choose one hotel over another if it had a better track record on sustainability	44%	I chose accommodation with a better sustainability record	10%
I am prepared to pay more for a holiday with a company based on a better environmental and social record	37%	I paid more for a holiday with a better environmental and social record	9%
I am likely to choose one company over another based on a better environmental/ sustainable record	41%	I chose one company over another because it had a better environmental and social record	8%
		None of the above	50%

The gap between people saying they are likely to do something and acting on it can be large at times, but that doesn't mean that consumer interest isn't there. Instead, it should be looked at as an opportunity to encourage and support action to reduce the gap – not least as 43% of people who went on holiday in the last year said they would like advice from their travel company about how to make better choices for the environment and local people on holiday.

And we also need to recognise that there is still a significant proportion who see that responsibility for sustainability lies elsewhere – with 46% of people who took a holiday in the last year saying it is the travel company's responsibility to be environmentally responsible - not mine.

It's clear then that these are two important drivers for businesses when thinking about sustainability – the demand from some customers for advice on more sustainable options, and the expectation from others to provide them on their behalf.

This shows the importance of communicating with customers about sustainability strategies and more sustainable choices, but also the need to maintain momentum to address some of the environmental and social challenges facing the industry.

For more information on what ABTA and its members are doing on sustainability visit **abta.com/sustainability**.

[7] Contents derived from two questions. The first answer is from a question in our 2022 Holiday Habits survey where people who took a holiday in the previous 12 months were asked to what extent they agreed with statements about holidays, carbon emissions and climate change. The rest are from a question in our 2023 Holiday Habits survey where people who took a holiday in the last 12 months were asked to what extent they agreed with statements about the environment and sustainable tourism.

[8] Respondents were asked 'Did you make any of the following choices about your holiday(s) over the last 12 months because of the environmental implications?'

CONSUMER VIEWS OF ABTA

81% of consumers associate ABTA with confidence

80% of consumers associate ABTA with being **reassuring**

77% of consumers associate ABTA with being **reliable**

81% of consumers associate ABTA with being **safe**

79% of consumers associate ABTA with being **experts**

ABOUT ABTA

ABTA is a trade association for UK travel agents, tour operators and the wider travel industry. We're the largest travel trade body, with over 4,600 travel brands in membership who have a combined pre-pandemic annual UK turnover of £40 billion. We work closely with our members to help raise and maintain standards and build a more sustainable travel industry, and provide travellers with advice, guidance and support.

Our members sign up to a code of conduct and commit to agreed service standards and fair trading. When you need clear travel information, and accurate and impartial advice relating to your trip, we're here for you. When you book with an ABTA member, reliable advice comes as standard. This means that booking with our members brings peace of mind.

ABTA also offers services to help you on your travels – ABTA Travel Insurance and ABTA Travel Money.

All this together means we help you travel with confidence.

ABTA
Travel with confidence

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