

# TAKING THE TEMPERATURE:

EASYJET HOLIDAYS' ANNUAL REPORT ON  
CONSUMER HOLIDAYMAKING TRENDS  
2021

**easyJet**  
holidays

# INTRODUCTION

"With foreign travel becoming a lot easier and simpler for families, friends and solo travellers, we're seeing even higher levels of consumer confidence in bookings for holidays abroad for the rest of this year. Yet as holidays abroad return for the many, our research has shown that, following the pandemic, the way we holiday will never be the same again. That's why at easyJet holidays we're continuing our commitment to providing the ultimate flexibility, whatever type of holiday you're looking for."

"Last year, as easyJet holidays we led the holidays sector in setting a benchmark for safeguarding customers' money with our Protection Promise, while making holidays accessible for all. Today, as demand for greater protection grows year-on-year, and consumers seek greater value holidays, we're renewing our commitment to providing our customers with the ultimate holiday booking flexibility, giving them the reassurance that they can book with confidence."

- Matt Callaghan, Customer Director, easyJet holidays

## HERE TO STAY: CONSUMER DEMAND FOR FINANCIAL PROTECTION

As foreign travel begins to return to normality, UK holidaymakers are demanding even more security and flexibility. More than half of consumers (58%) are still too nervous about travel disruption to book a holiday, which is only slightly down from 61% around the same time last year.

In fact, three in five (62%) are only willing to book a holiday abroad at the moment if they feel confident their money is protected. Meanwhile, just under half (48%) of consumers are concerned about not being able to get a refund if a holiday cannot go ahead, with 43% are worried about losing money if they need to change their travel plans.

With Brits feeling more confident about travelling abroad following recent announcements lifting restrictions and simplifying testing requirements for international travel, consumers are showing a renewed enthusiasm in planning and booking holidays abroad. As all-inclusive board and beach destinations continue to be the most popular holiday types, easyJet holidays' is offering the ultimate flexibility to ensure customers can find a holiday that best suits their needs.

However, there's also increased anxiety about their finances, which has not only driven greater demand for safety and financial protection, but also means that Brits are wanting their money to go even further when it comes to holiday spending.

Combining 'spur of the moment' booking behaviour with the desire for packing the most into a holiday to ensure maximum value, Brits are embarking on a 'Great Late Escape' to make up for lost holiday experiences over the course of the pandemic.

[www.easyjet.com/en/holidays/info/protection-promise](http://www.easyjet.com/en/holidays/info/protection-promise)

### TRAVEL IN NUMBERS



**37%** of Brits plan to go on a holiday abroad within the next year



**24%** of those Brits going abroad booked their holiday in September



**3.8 million** Brits have booked a holiday abroad to go on before 2022



**28%** of Brits now feel more confident about travelling abroad

### 2020 VS 2021 COMPARISON



increase in the number of Brits concerned about not being able to get a refund if their holiday cannot go ahead



increase in the number of Brits only willing to book a holiday abroad if they feel confident their money is protected



increase in the number of Brits worried about losing money if they need to change their travel plans



decrease in the number of Brits saying that, if they were to holiday abroad, they would feel too stressed about the risks to enjoy it



# LOOKING AHEAD TO 2022

## HOLIDAYS THAT DON'T COST THE EARTH

At the same time, sustainable holidays are becoming increasingly in-demand, with 31% saying they'll be looking to cut their impact on the environment when holidaying abroad in the future. Whether it's reducing their plastic consumption, being more eco-friendly with the items they're using and how they dispose of them, or simply travelling off-peak more to avoid overcrowding in-destination, consumers are wanting destinations to be preserved so that they and others can keep continuing to enjoy their most-loved holidays abroad.

Pioneering the industry's approach to reducing tourism's environmental impact, easyJet holidays recently launched its sustainability strategy focused on supporting tourism destinations and carbon offsetting its holidays, so that customers can be reassured that their holidays won't be costing the earth.

### OUR RENEWED COMMITMENT TO CUSTOMERS

easyJet holidays' Protection Promise is the only long-term permanent policy of its kind in the UK travel industry and has been designed to provide customers with the freedom and confidence to book. As consumers look for long-lasting reassurances from holiday providers, we're doubling down on our Protection Promise commitments to provide customers with the ultimate flexibility: easyJet holidays' Protection Promise



#### BEST PRICE GUARANTEE

We're so confident in our great value holidays that if our customers find the same holiday cheaper elsewhere, we'll beat the price



#### REFUND GUARANTEE

If our customers change their mind, we will give them a full refund, including their deposit in credit, up to 28 days before departure and free of fees



#### TAKE YOUR TIME

Our customers can pay for their holiday in instalments with no fees and only pay in full 28 days before they travel, giving them flexibility if plans change



#### FREEDOM TO CHANGE

Our customers have the flexibility to change their holiday if things change and there are no fees for changes made online until 28 days before departure



#### KEEP YOUR DEPOSIT

Our customers can plan ahead with confidence, knowing that if plans change, up to 28 days from departure they won't lose their deposit

Customers can also have peace of mind that they have ATOL protection when booking package holiday booking with easyJet holidays, plus the protection and guidance we're providing if our customers' holidays are impacted by COVID-19. easyJet holidays will cancel any holidays where there is a known requirement for quarantine or self-isolation at the destination and providing proof of a negative Covid-19 test or your vaccination status won't allow you to miss this quarantine period.

### 2022 HOLIDAY BOOKING TRENDS



**39%** of Brits more likely to look for great value holidays abroad in the future



**40%** of Brits say that they have become more conscious about how tourism can negatively impact the environment



**25%** of Brits will be prioritising going away with their extended family to make up for lost time



**31%** of Brits will be looking to cut their impact on the environment when holidaying abroad



**56%** of Brits will pay more attention to the terms and conditions of future holiday bookings



**42%** of Brits say that they'll be booking holidays to less crowded places



**34%** will spend more time planning holidays abroad compared to before the pandemic



**42%** of Brits say that they'll be more likely to book travel insurance when planning their next holiday

#### About easyJet holidays

easyJet holidays offers great-value beach, city and lakes holidays to more than 100 destinations across Europe. The ATOL-protected holidays company combines easyJet's flexible flight programme, handpicked hotels and best-in-class technology to provide hassle-free personalised holiday experiences.

The holidays operator is an ABTA member too providing additional reassurance to customers under the UK's most trusted travel scheme. With transfers included on beach holidays, 23kg hold luggage included as standard on all bookings, and over 5,000 hotels, across over 500 resorts, easyJet holidays allows customers to holiday the way they want.

In 2021 easyJet holidays became the first major UK tour operator to offset the carbon emissions from its package holidays, comprising the fuel used for flights and in-destination transfers, as well as the energy used from hotel stays.

#### Research methodology

2021 research was commissioned by easyJet holidays and conducted by Censuswide from 24th – 27th September 2021 with a nationally representative sample of 2,021 UK adults. 2020 research was also conducted by Censuswide from 9th – 11th September 2020 with a nationally representative sample of 2,028 UK adults.