We surveyed 2,000 UK travel consumers about their holiday decisions in 2020, and beyond. Here are some of the key stats from our research...

38.6% of people are pleased they travelled abroad this year.

15.5% of people will consider travelling abroad again during the first 3-6 months of 2021.

23.6% of people will consider travelling abroad again during the first 6-9 months of 2021.

52.1% of people said transparency in marketing messages from travel companies is helping them to decide on travel this year.

60.5% of people said sustainability is important in their holiday decision making.
58.4% of people said their accommodation choices haven’t changed since the COVID-19 outbreak.

30.4% of people are considering booking Villas.

24.8% of people are considering booking small family-run hotels or B&Bs.

56.3% of people would still visit large hotel chains over the coming months if they knew stringent safety measures were in place.

38.5% of people are not at all put off booking a stay at a large hotel chain.