

Deep Dive Results

Package holidays



In March 2020 we decided we were done with gloomy weather and turned our attention to holidays! Specifically package holidays. We asked our Urbanites about their 2020 plans, their trust in package holiday providers and how they plan, book and decide where to go. Here's a snapshot of what they told us...



2020 holiday plans

20% are planning a package holiday in 2020 whilst 24% will take a staycation in Northern Ireland and 4% don't have holiday plans yet.



Package holiday opinions

23%
Say package holidays makes going on holiday more affordable

21%
Mix and match package holidays with trips and holidays they plan themselves

12%
Always check if a package holiday provider is ATOL protected when choosing who to travel with

Package holidays are considered when...

35%
when holidaying with young children

22%
when holidaying with friends

42%
when holidaying as a couple

13%
when holidaying on a special occasion

Dynamic packaging

79% Say the concept of 'dynamic packaging' makes package holidays more appealing to them



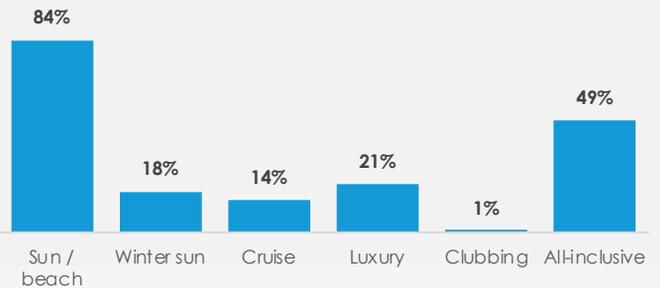
Package holiday destination decisions

18%
Choose a package holiday destination based on whichever is cheapest

11%
Go on package holidays to visit the same destination because they love it

36%
Get package holiday destination inspiration from travel provider websites, shops etc.

Most popular package holiday types



PACKAGE APPEAL

64% say that the main appeal of package holidays is knowing the cost of the holiday upfront

TRUST IN TRAVEL

18% say events like the collapse of Thomas Cook has not affected their trust in travel providers

OPPOSED TO PACKAGE HOLIDAYS

47% of those who never go on package holidays say this is because they prefer to have more control