

travel audience  
an amadeus company

Turn  
**dreamers**  
into **visitors**

WHAT ARE THE PLANS OF UNITED KINGDOM TRAVELERS FOR SPRING AND SUMMER 2021?





## What are the plans of UK travelers for **spring and summer 2021?**

According to the 2019 United Nations World Tourism Organization's (UNWTO) travel ranking, UK travelers take a second position in the European ranking based on international tourism expenditure and a fourth position in the global one. They are one of the most active and wealthiest travel nations in the world.

The pandemic has changed the way we all travel and plan our vacation. However, as countries worldwide roll out COVID-19 vaccines there is hope that travel will resume soon in a safe and responsible way. Antici-

pating travel revival, we analyzed air travel search data from the UK made in January 2021 and found out:

- **When and where UK travelers are planning to go in spring and summer**
- **What are the top destinations on their mind**



Online air travel searches are indicators of interest and demand to a destination from a certain market and potentially a signal to focus your advertising activities there.



# When and where are UK travelers dreaming to go in **spring and summer**?

## When are they planning to go on a trip?

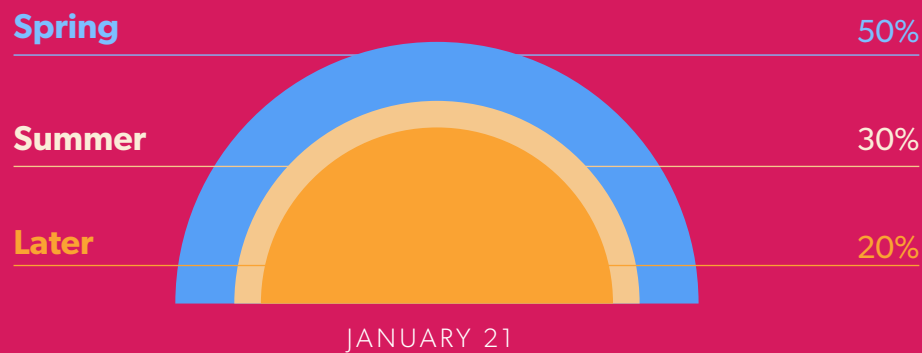
Exactly a half of air travel searches made from UK in January 2021 was for travel in springtime. 30% of travelers were searching for summer trips followed by 20% who thought of making plans for months ahead. It shows that the UK market has a good potential for different types of campaigns, with short- to mid-term focus, to grow this demand further.

## Where are they heading?

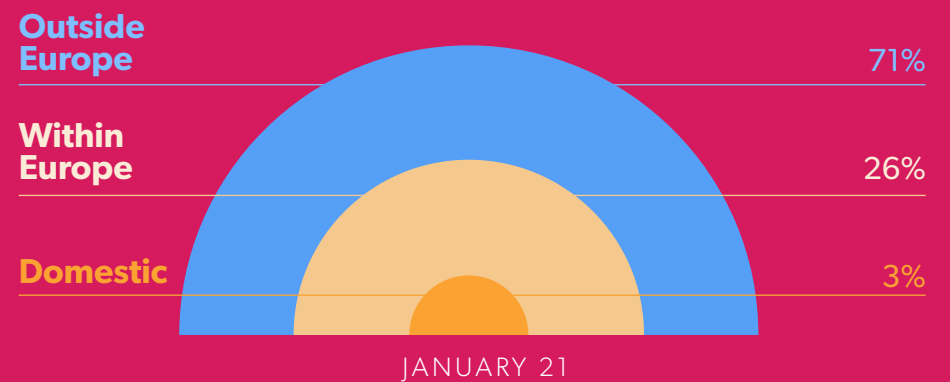
A vast majority of UK travelers is searching for a trip outside of Europe, followed by 26% that prefers to travel within Europe. Only 3% of them consider domestic air travel for this spring and summer, which can be a signal for local Destination Marketing Organizations (DMOs) to start an awareness campaign on the domestic market.

FOR TRAVELING IN MARCH AND LATER

## When are they planning to travel?



## Searches within and outside Europe



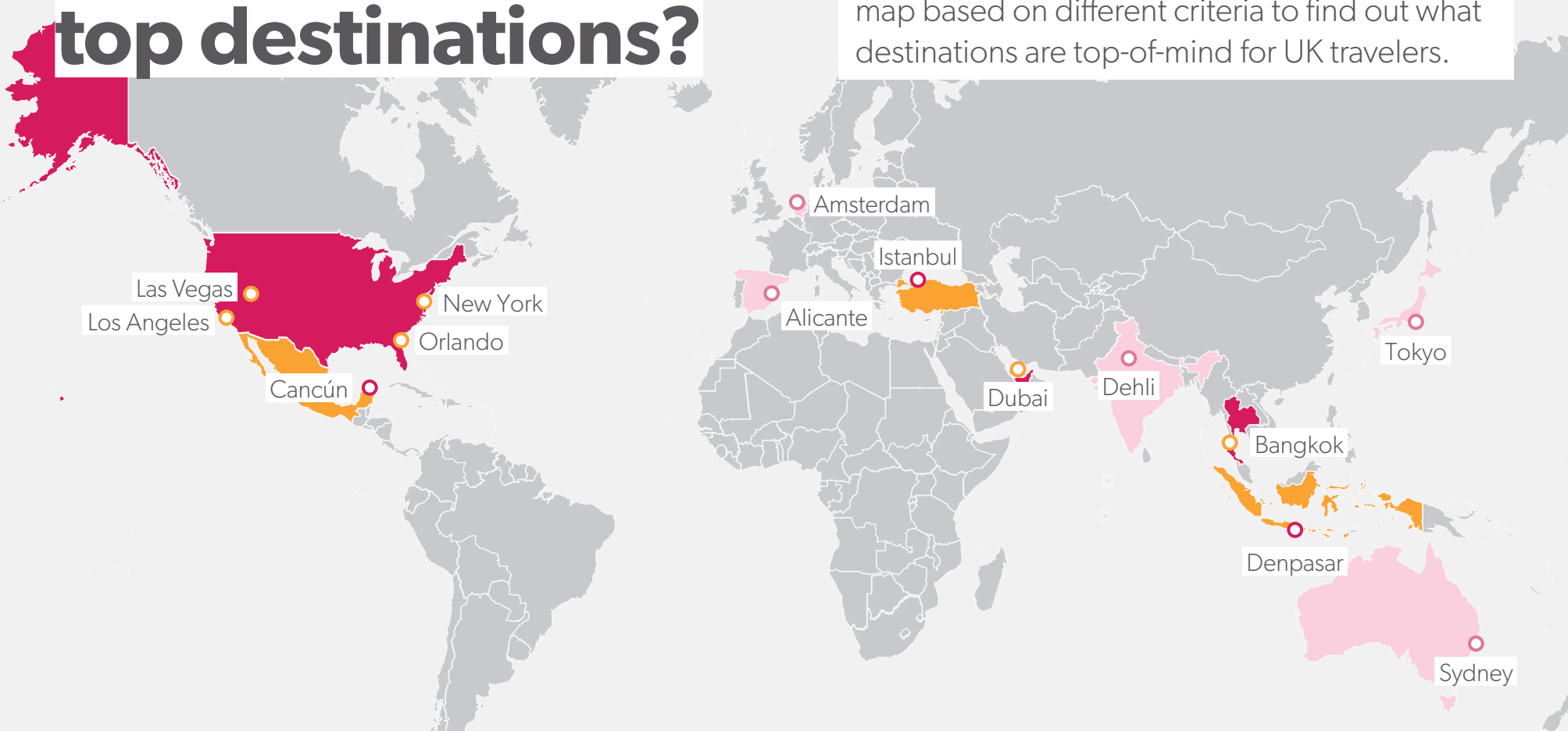
The UK market would be an ideal target for non-European destinations that want to bring visitors in spring, summer. A conversion-oriented advertising campaign can become a great way to attract UK travelers to these destinations.





# What are the top destinations?

We analyzed searches made in the UK in January 2021 and put together the top destination map based on different criteria to find out what destinations are top-of-mind for UK travelers.



### Top in terms of search volumes

	1	Dubai, UAE
	2	New York City, USA
+34 ▲	3	Bangkok, Thailand
+18 ▲	4	Cancún, Mexico
+11 ▲	5	Istanbul, Turkey
	6	Sydney, Australia
	7	Denpasar, Indonesia
	8	Delhi, India
	9	Los Angeles, USA
	10	Amsterdam, Netherlands

### Top for travel in spring

	1	Dubai, UAE
	2	Bangkok, Thailand
+12 ▲	3	New York City, USA
	4	Orlando, USA
	5	Las Vegas, USA
	6	Tokyo, Japan
+20 ▲	7	Denpasar, Indonesia
	8	Los Angeles, USA
	9	Alicante, Spain
+22 ▲	10	Cancún, Mexico

### Top for travel in summer

	1	Dubai, UAE
	2	Bangkok, Thailand
	3	New York City, USA
	4	Orlando, USA
	5	Sydney, Australia
	6	Denpasar, Indonesia
	7	Las Vegas, USA
	8	Los Angeles, USA
+35 ▲	9	Cancún, Mexico
	10	Amsterdam, Netherlands

▲ Increase in ranking position in comparison to 2020



# What are the **top destinations**?

London appears to be not only the main city for domestic travel but also comes to the top of places to travel within Europe, gaining 5 points in the ranking in comparison to the last year. Athens with 12 points increase, breaks into a stable lineup of leading destinations for travel within Europe as well.



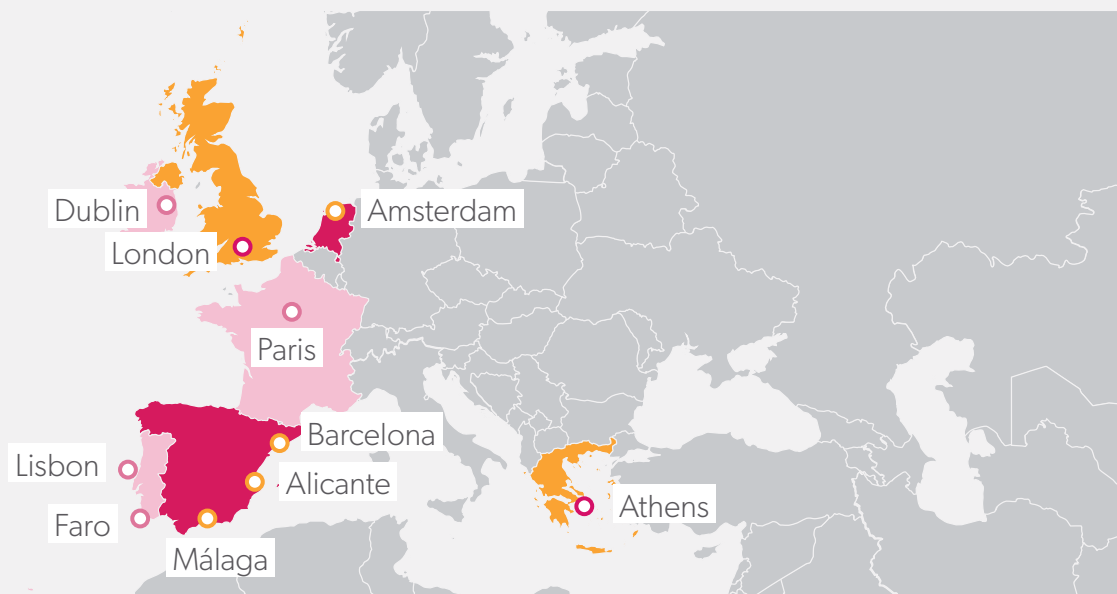
In case your destination is not in the top ranking for now, you might want to start raising awareness about it. Inspirational campaigns can be a suitable way to grow demand by building travelers' confidence and reassuring them about safety and convenience.

## Highest domestic search volume

1	London, UK
2	Belfast, UK
3	Edinburgh, UK
4	Glasgow, UK
5	Manchester, UK
6	Newcastle upon Tyne, UK
7	Southampton, UK
8	Aberdeen, UK
9	Inverness, UK
10	Birmingham, UK

## Top destinations within Europe

	1	Amsterdam, Netherlands
	2	Málaga, Spain
	3	Alicante, Spain
	4	Paris, France
	5	Barcelona, Spain
+12 ▲	6	Athens, Greece
	7	Dublin, Ireland
	8	Faro, Portugal
	9	Lisbon, Portugal
+5 ▲	10	London, UK



▲ Increase in ranking position in comparison to 2020



# What are the top destinations?



Do you see your destination trending? Amazing! Don't miss out on an opportunity to convert demand to your destination into real visitors. Conversion-oriented advertising (e.g. display ads) will bring you bookings as soon as the borders reopen, and travel is safe again.

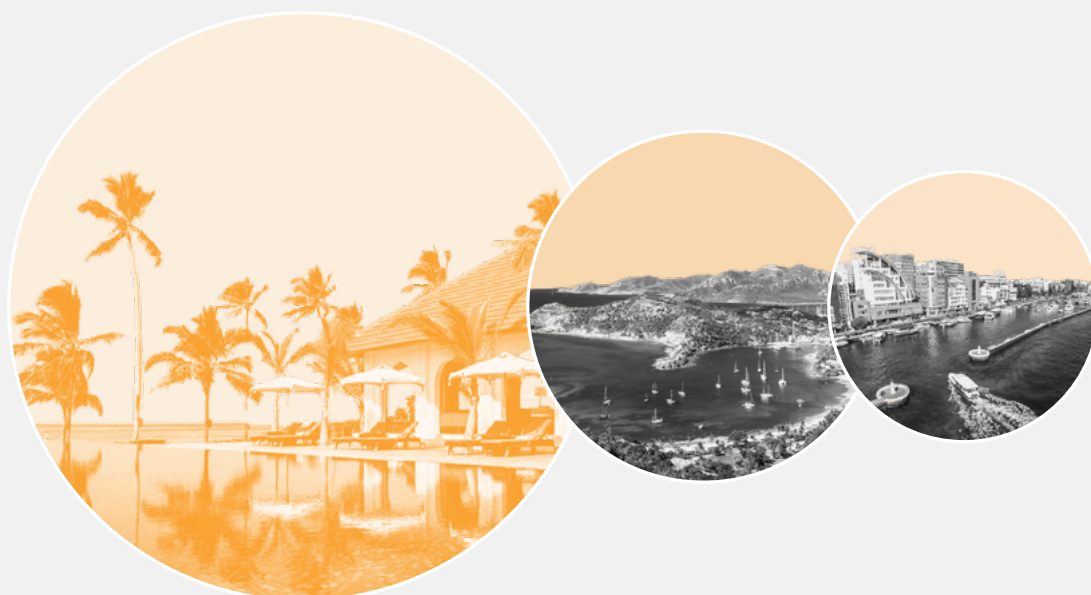
## Highest volumes for immediate travel

	<b>1</b>	Dubai, UAE
	<b>2</b>	Bangkok, Thailand
	<b>3</b>	New York City, USA
+29 ▲	<b>4</b>	Sydney, Australia
+47 ▲	<b>5</b>	Amsterdam, Netherlands
	6	Istanbul, Turkey
+11 ▲	<b>7</b>	Orlando, USA
	8	Cancún, Mexico
	9	Male, Maldives
	10	Singapore, Singapore



## Highest ranking increase (within top 100)

+127 ▲	<b>92</b>	Zanzibar, Tanzania
+114 ▲	<b>82</b>	Antigua Island, Antigua and Barbuda
+102 ▲	<b>14</b>	Male, Maldives
+75 ▲	71	São Paulo, Brazil
+65 ▲	53	Accra, Ghana
+63 ▲	94	Hyderabad, India
+58 ▲	73	San José, Costa Rica
+56 ▲	23	Bridgetown, Barbados
+56 ▲	29	Lagos, Nigeria
+52 ▲	72	Mexico City, Mexico





TRAVELER SPOTLIGHT

# United Kingdom

Highest daily average search increase from

**Derry, Northern Ireland**

January shows **62.8% increase** compared to the average of last 12 months



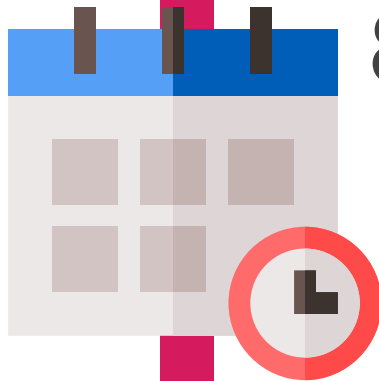
**73 days**

was the average time between searching and the travel day in January



**Jan 4**

was the day with highest search volumes: **26.7%** above January average



**8–9 pm**

was the time with highest search volumes with **7.3%** of the daily searches

**18 March**

is the most searched day assuming the advance time on the peak demand date

**7 days**

is the average searched stay for March onwards




**Dubai**

is the most searched destination on the peak day with **3.67%** of the total volume







As an Amadeus company, travel audience is a part of the leading technology company dedicated to the global travel industry and has access to unique travel data including searches, bookings, schedules and traffic.

[info@travelaudience.com](mailto:info@travelaudience.com) Elsenstraße 106, 12435 Berlin +49 (0)30 530 230 610

[WWW.TRAVELAUDIENCE.COM](http://WWW.TRAVELAUDIENCE.COM)