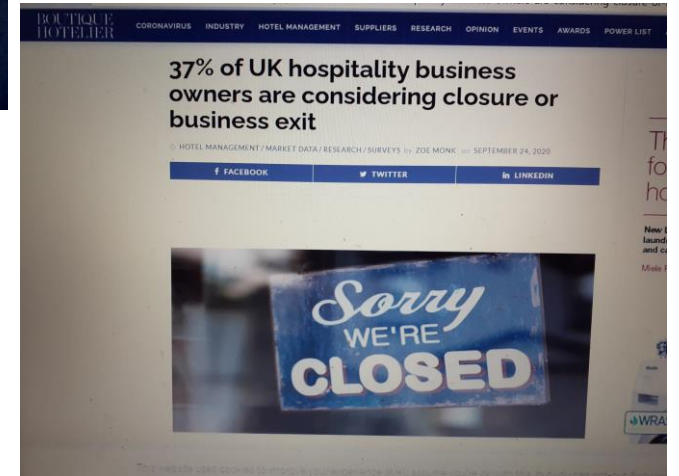


Think you know
Staycations?

Think again!



2021 - Year of the Staycation





Staycation

“A holiday that someone spends in their own country, or at home, rather than travelling somewhere else”

Cambridge English Dictionary





GRAND JERSEY

We're all
staycationers!

It all started here...



AA

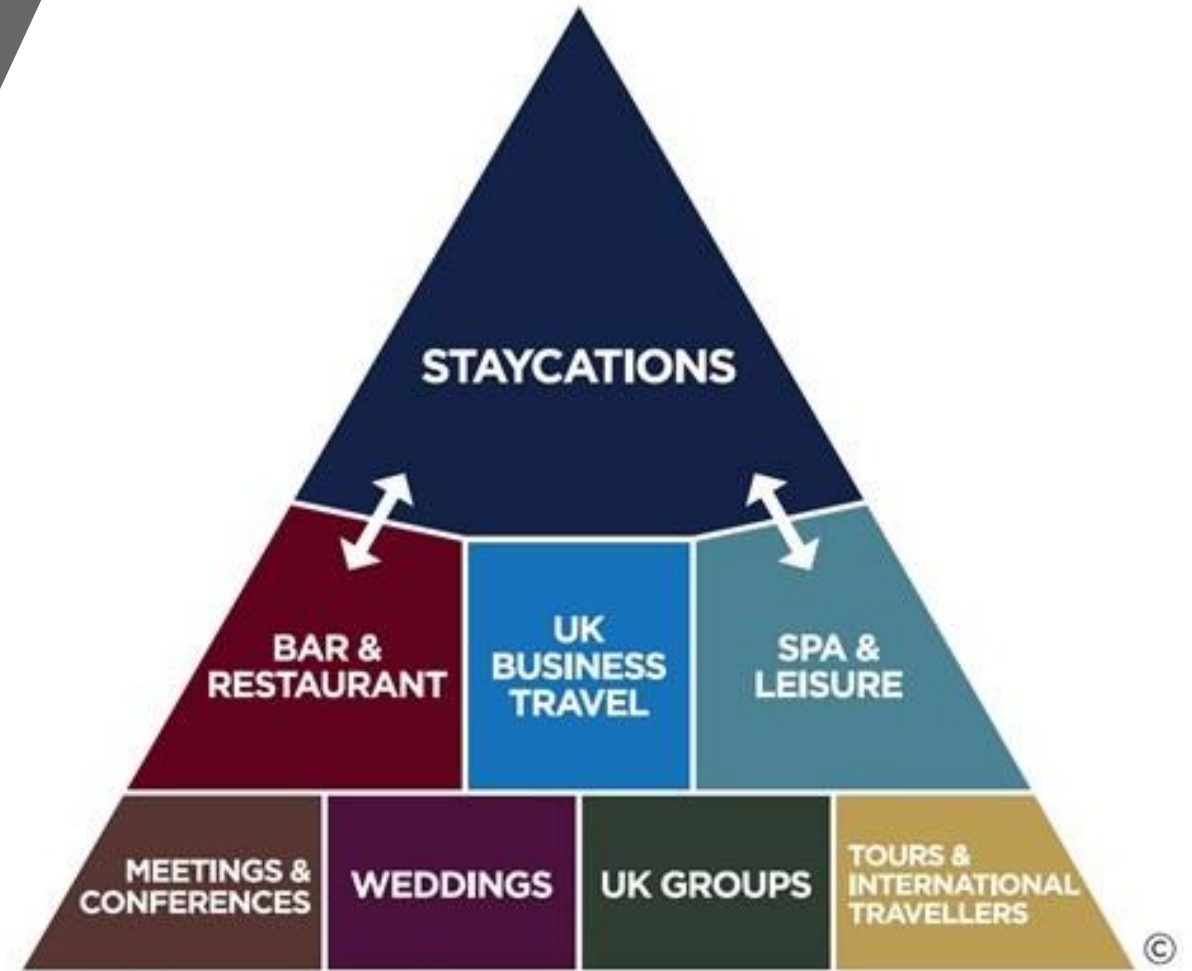
MEMBERS'
HANDBOOK
1972/73

See back cover
for breakdown
information



CONTINENTAL
HANDBOOK

Staycations - it's
the only game in
town this year!



Think you know
staycations?
Think again!

THE STAYCATION MARKET

- Supply & Demand Trends
- Staycation Triggers
- Market Segmentation

STAYCATION MARKETING

- Planning & Processes
- Price & Place
- Promotion



Trends - so what do we know?

Operationally

Covid-rules

Covid good practice and the Guest Journey

Vaccination rollout

Fast adoption of new & touchless tech

Outdoor, Health & Wellness

Flexibility of booking and cancellation

Remote working/workcations

Self-catering is on the up – but so are more hotels

The Market & Marketing

- Direct bookings have grown – at the expense of OTAs
- Coast and country are “in”, urban isn’t (yet)
- Spikes in demand (but 500%?) - cover the ‘phones!
- Lead times are polarised
- Average daily rates up
- Average length of stay up
- Ancillary spend up
- Localisation & VFR

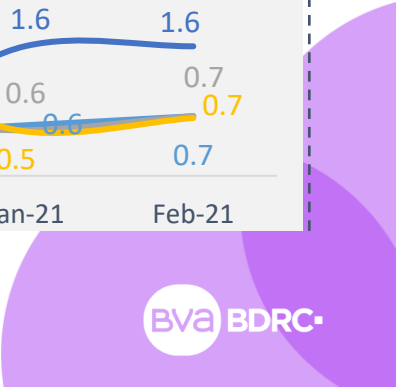
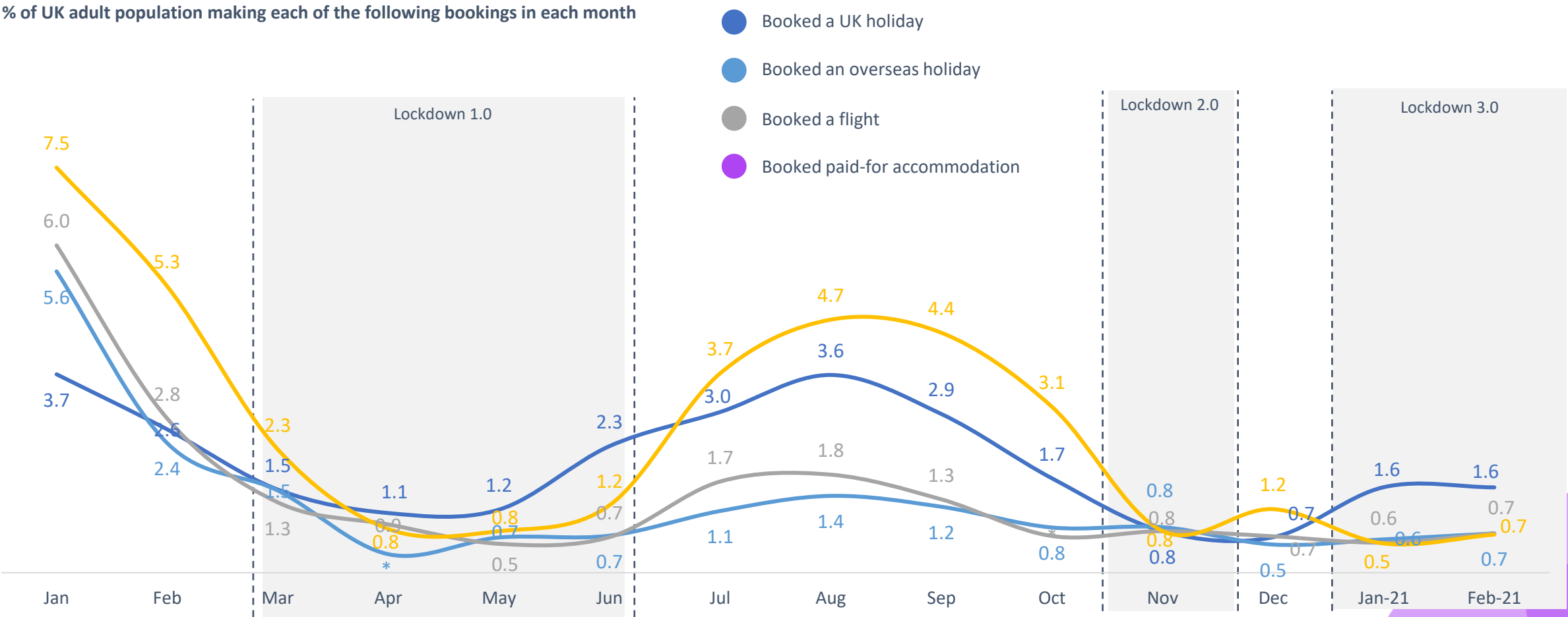




Name your price!



The uptick in UK holiday booking activity reported in January, has consolidated (but not accelerated) in February. Flight and accommodation bookings remain at negligible levels.



When allowed to travel again, as many people are likely to revisit old favourite destinations as seek new ones, although that varies by cohort

When you travel again, are you more likely to seek new destinations or revisit old favourites?

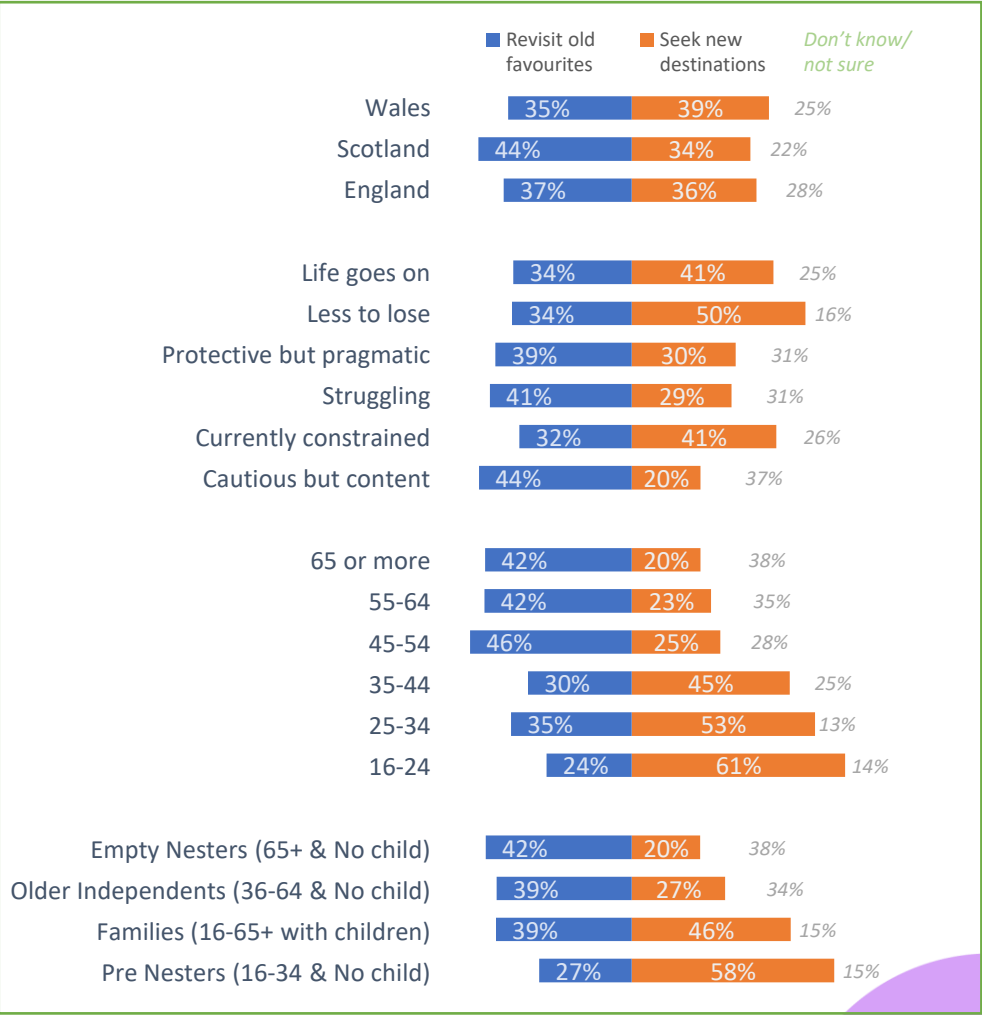


With travel messaging normally focused around seeking new adventures and experiences, it seems that at present, just as many people are likely to seek out the comfort of old favourites when able to travel again.

Whether fuelled by nostalgia or just general conservatism, there seems to be a strong pull towards revisiting old favourites amongst the older and more cautious segments of the population, with the age of 45 seemingly the point at which the pattern reverses.

Amongst the attitudinal segments, those for whom *life goes on* and who have *less to lose* are eager to seek new experiences. They also have the smallest proportion of those who currently are not sure. The more *pragmatic* respondents tend towards old favourites, while the *cautious but content* segment does so significantly.

There is no real difference between the thoughts of residents in England and Wales, but those in Scotland tend ever so slightly towards the old favourites.





The top staycation triggers

“Discover, Enjoy, Explore, Relax”

- Main Holidays
- Short Breaks
- Getaway
- Romance
- Celebration
- VFR
- Activities
- Attractions & Events in the area



The science of Segmentation

Repeat or new

Group/party size
(couples, families)

Age or Lifestage

Wealth/spend
(total spend)

Time of year for
travel

Geographical
location, travel
times and mode of
transport

Centred or touring

Reason for staying

Activities and
interests

Think you know staycations? Think again!



- **THE STAYCATION MARKET**
- Supply & Demand Trends
- Staycation Triggers
- Market Segmentation
- **STAYCATION MARKETING**
- Planning & Processes
- Price & Place
- Promotion



Only a third of businesses completely understand marketing

Despite the importance of marketing, marketers feel there is a lack of understanding about the job they do.

By [Charlotte Rogers](#) 10 Jan 2018 2:39 pm



RECOMMENDED



Sal
sec

The Old Focus of Marketing...

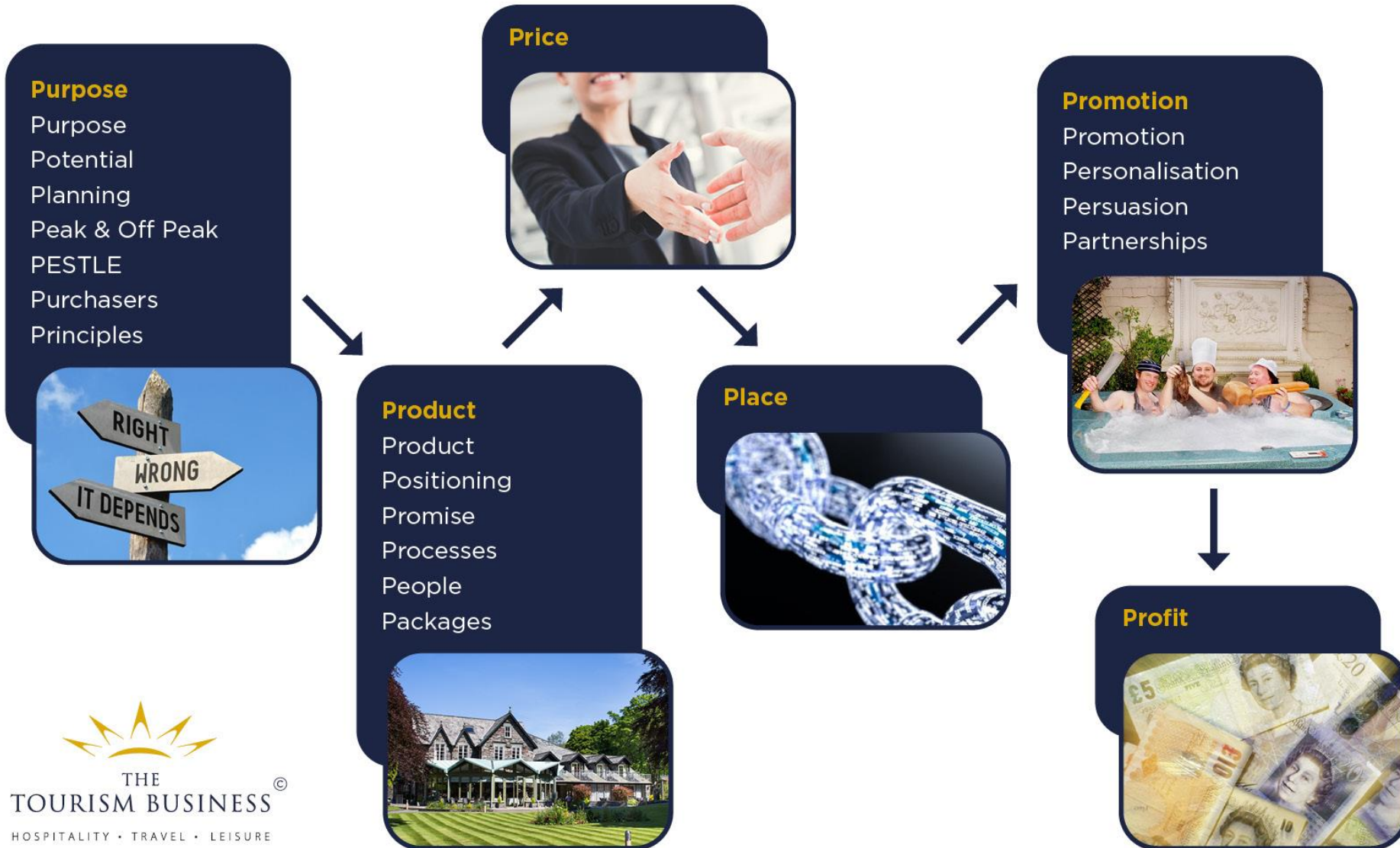


...Has Changed Forever





THE TOP 20 P's OF STAYCATION MARKETING



A flavour of the Top 20...

PLANNING

PEAK & OFF-PEAK

PRINCIPLES

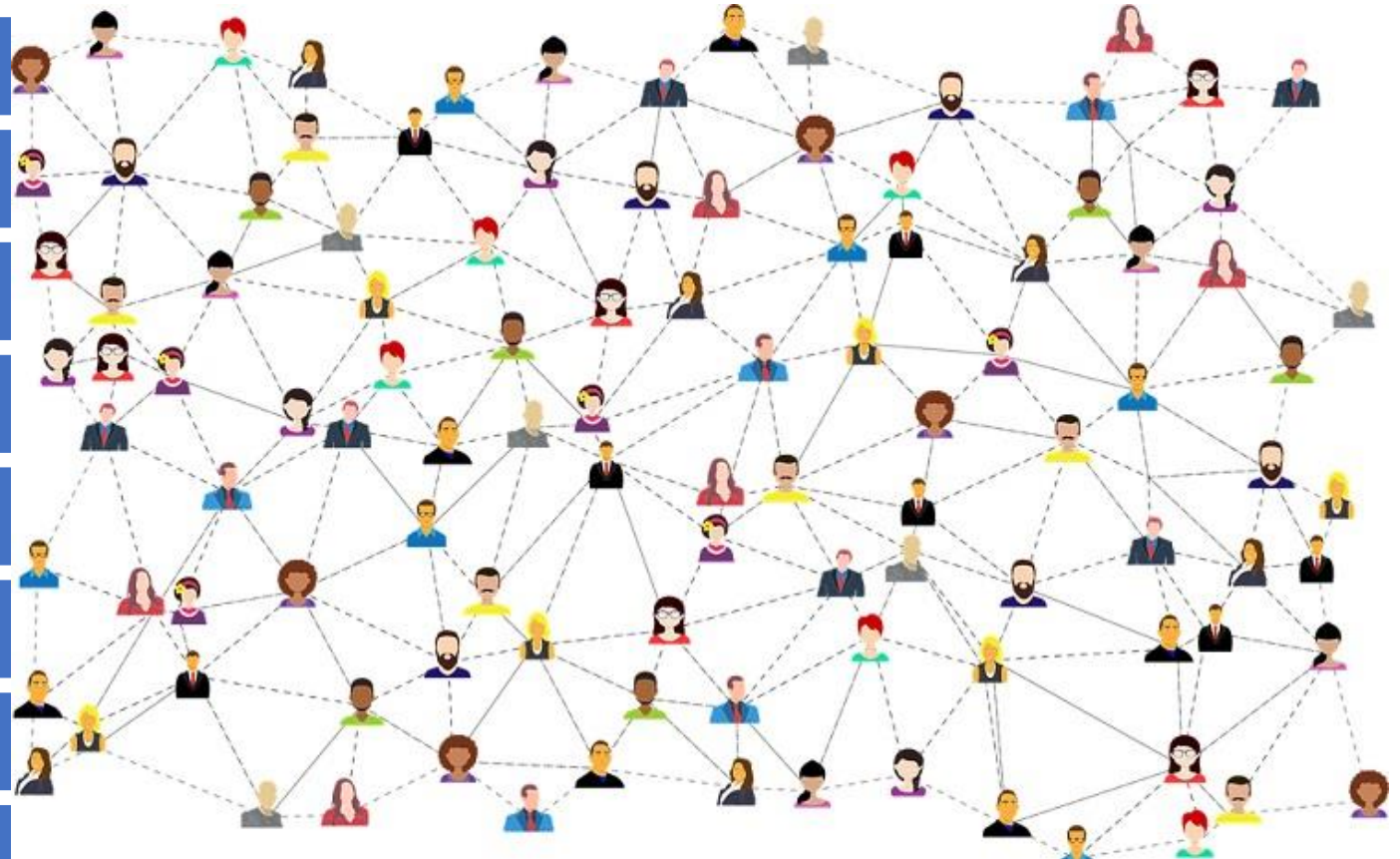
PROCESSES

PACKAGES

PLACE

PROMOTION

PARTNERSHIPS





Supporting UK tourism..

2021

- **European Football Championships** – 11th June to 11th July
- **School Holidays** – July & August
- **All potential UK staycationers vaccinated** – end July
- **Tokyo Olympics** – 23rd July to 8th August
- **Rugby League World Cup** – 23rd October to 27th November
- **Christmas & New Year** – winter is coming!

2022

- **The Queen's Platinum Jubilee Weekend** – 2nd to 5th June
- **Commonwealth Games Birmingham** – 27th July to 7th August
- **The Overseas Fight Back** – all year and into 2023!



Thank-you

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