

Agents on the Front Line

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Pre-Pandemic: Leisure Travel



Brits made a record
93 million overseas
trips in 2019

+3% vs. 2018



UK residents spent
£62.3 billion on visits
overseas in 2019

+7% vs. 2018

*Data via ONS

During the Pandemic: Leisure Travel Agents

- Used Furlough...but this was limited
- Reduced overheads
- Accessed support...sometimes
- Navigated the refunds issues!
- Looked after their customers



What's Next? ...The Future is Bright

- A recent survey of 250 ATOL holders showed **58%** expecting an increase in customer numbers this year vs. 2019
- A further **32%** think they will match 2019 levels
- **80%** now think they will survive
- In a recent Deloitte consumer survey **49%** of people said they would spend on holidays and hotels in the next 12 months (the highest item on the grid)

But... There Are Still Challenges Ahead

- Consumer uncertainty
- New Global challenges
- Keeping up to date with ever changing restrictions
- Capacity - Tour operator/Airline consolidation
- Regulatory risks
- Economic outlook/rising costs
- Availability of staff
- Cash-flow





The New Normal...Or Is It?



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**Booking patterns have
changed...**

...at least for the short term!

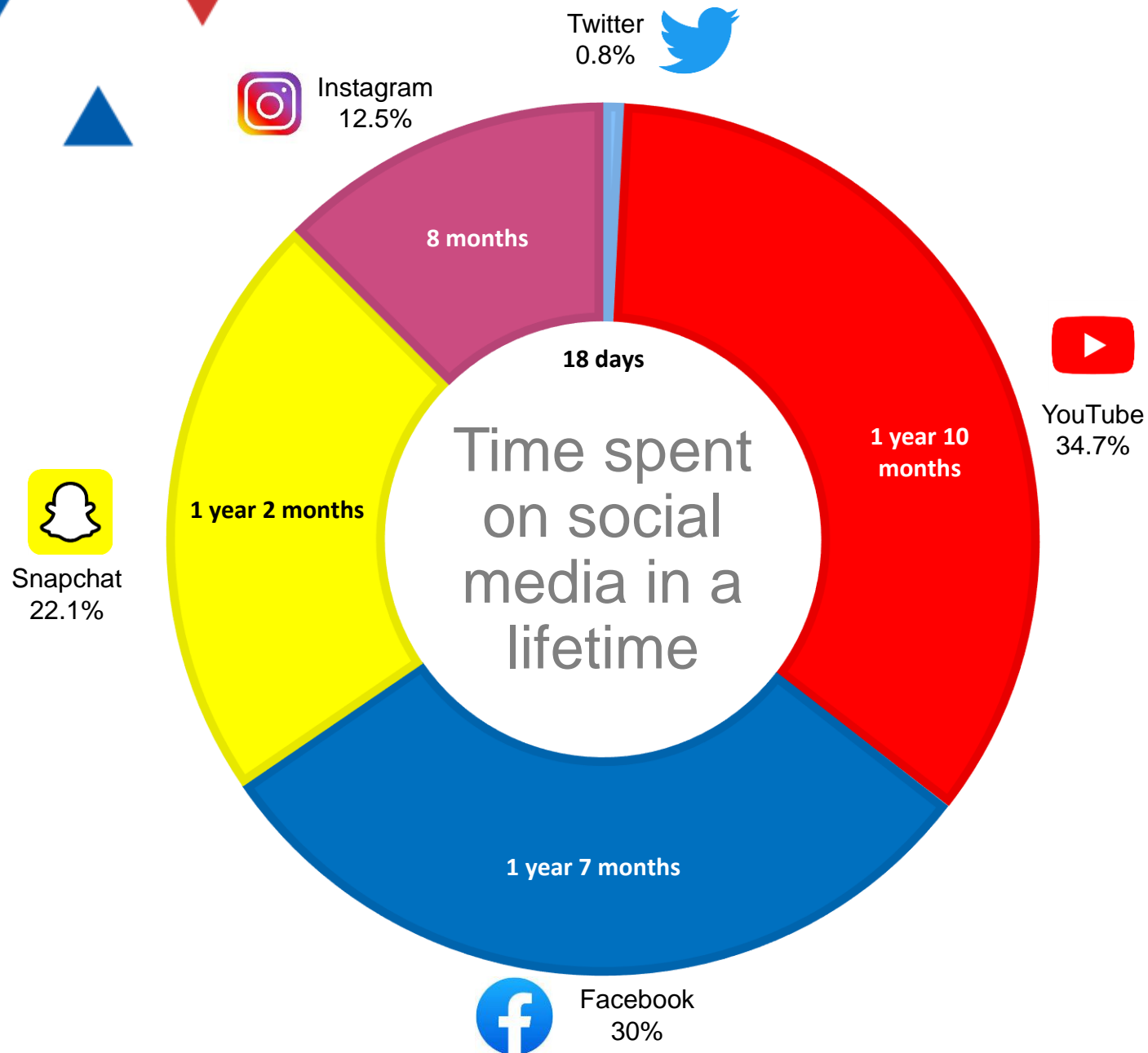
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**Consumers
want to shop or
buy when its
convenient for
them, not for us!**

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Social Media From Looking to Booking

What Is Your Product?

If you don't tell consumers what you are selling, how will they know what its value is?





**We are
here
for you**

There has never been
a better time to book
with an **independent
travel agent!**

