

THE TRAVEL CONFIDENCE INDEX 2024

Last year, ABTA launched the Travel Confidence Index; a new way of helping the industry understand, at a glance, how confident people are feeling about travelling overseas and why.

The aims are to provide an annual measure of the nation's confidence levels, to track any changes among different age groups or certain types of travellers and to identify the most effective actions that the industry can take each year to collectively build consumer confidence.



THE TRAVEL CONFIDENCE INDEX 2024

With the Travel Confidence Index now in its second year, we have our first opportunity to compare data and start identifying any trends or changes in sentiment.

Last year's results revealed a score of +41 for the UK population overall, with more positive scores, and therefore higher confidence, among certain age groups and types of travellers.

HOW WE CALCULATE THE TRAVEL CONFIDENCE INDEX

Our Travel Confidence Index is calculated by asking a nationally representative sample of 2,000 UK adults to rate how confident they are currently feeling about taking an overseas holiday on a scale of one to 10, with one being not confident at all and 10 being extremely confident.

Excluding those who rate their confidence levels as neutral (five to six out of 10), the scores are calculated by taking away the percentage of those with low confidence levels (one to four) from the percentage of those with high confidence levels (seven to 10).

THIS YEAR'S RESULTS

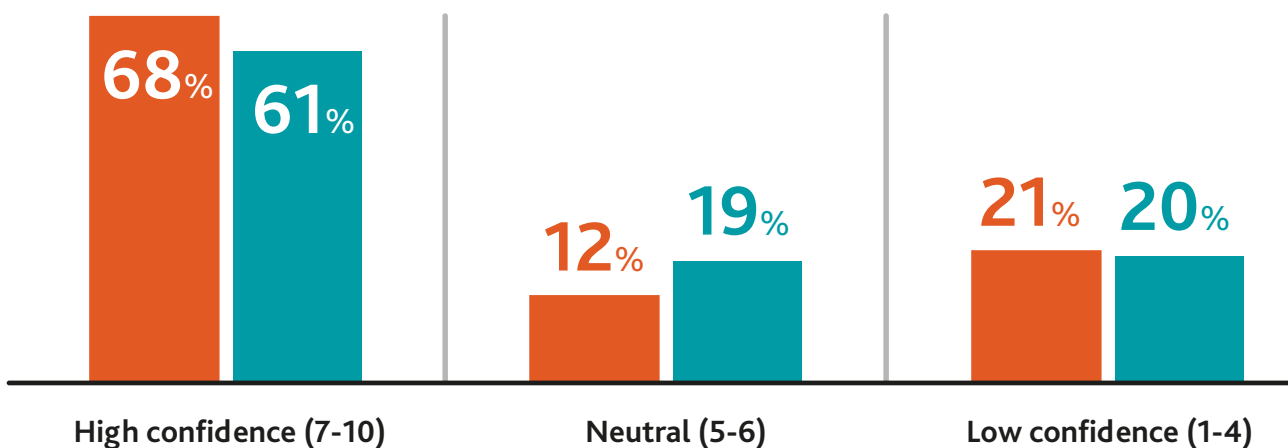
With 68% in the high confidence group and 21% in the low confidence group, this year's Travel Confidence Index stands at +47.

This means that confidence to travel across the UK population – including those travelling regularly, occasionally or not at all – is up by 6 points compared with last year.

This increase is coming from people with previously 'neutral' levels of confidence now rating themselves as having higher confidence to travel, rather than a drop in those having low confidence levels. One in five people (21%) rated themselves as 'extremely confident' this year, up from 17% last year.

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THE TRAVEL CONFIDENCE INDEX⁶ 2024 vs 2023



⁶Results may not total 100% due to rounding.

WHAT GIVES PEOPLE CONFIDENCE TO TRAVEL?

As last year, we provided respondents with a list of potential 'confidence builders' and asked them to rank them as 'essential', 'important', 'nice to have' and 'not important'.

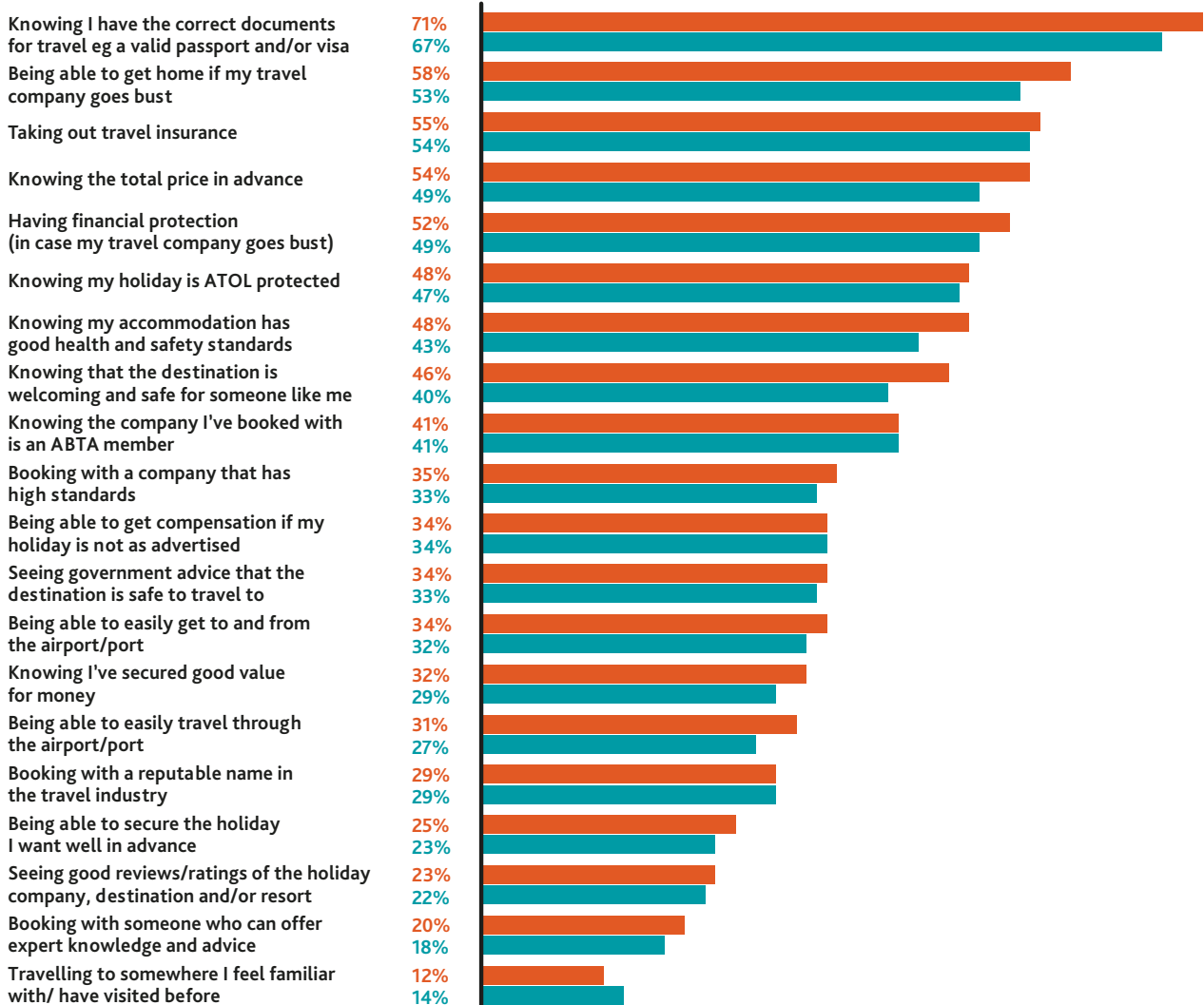
While there were no dramatic year-on-year changes, there are clearly some fundamental areas that travel companies should focus on to provide the greatest levels of confidence for their customers.

Getting the correct documents for travel was rated as the most essential, so it should pay dividends to advise customers if their passports will be valid for travel and help them understand the new requirements around ETIAS in 2025¹. Taking out travel insurance and having

financial protection in case their travel company goes bust were seen as essential by more than half of respondents.

Areas seeing the biggest year-on-year increase were having a welcoming and safe environment on holiday, good health and safety standards at their accommodation, and being able to get home if their travel company goes bust. Reassurance in customer conversations or marketing around these points should help customers feel more confident to travel. Knowing the total price in advance was also seen as more important than last year, illustrating that many continue to face financial pressures.

THINGS THAT GIVE PEOPLE CONFIDENCE TO TRAVEL 2024 vs 2023



¹ETIAS (Electronic Travel Information & Authorisation System) is the new travel authorisation system which the EU is due to introduce in mid-2025. Non-EU residents will need to apply for and be granted an ETIAS before travelling to the EU.

HOW HAVE CONFIDENCE LEVELS CHANGED AMONG DIFFERENT GROUPS OF TRAVELLERS?

There are some significant variations in confidence levels among different travellers, especially among different age groups, and some trends starting to develop.

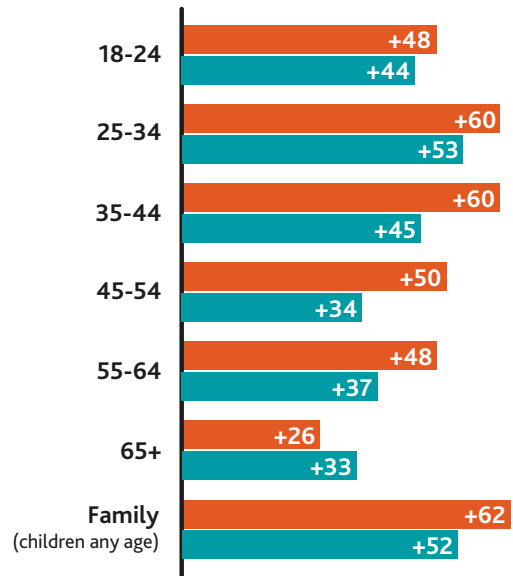
How people booked and travelled continues to have a significant impact on how confident they feel, with those who booked with a travel professional (still at +72) and those who took a package holiday this year (up from +70 to +74) once again among the most confident travellers.

Looking at different age groups and life stages, while families (+62) and 25-34-year-olds (+60) remain the most confident, those aged 64 and under are all feeling more confident to travel this year, with the biggest year-on-year increase in confidence among those aged 45-54 (up from +34 to +50). This age group also travelled abroad in much greater numbers in the last year compared with the year before (up from 47% to 57%), indicating a link between familiarity with travel and confidence to travel.

This is reinforced when we see that the only age group to have lost confidence to travel when compared with last year is those aged 65+, who have a score this year of +26, down from +33. Part of the reason may be that this group travelled abroad in smaller numbers over the past 12 months (46%) than the 12 months prior (49%).

The over 65s also appear to be more risk averse than others. The points bringing them greater levels of confidence than the average traveller were; being able to get home if their travel company goes bust (73% compared to 58% on average), taking out travel insurance (73% compared to 55%), having financial protection in case their travel company goes bust (65% vs 52%), and booking with an ABTA member (59% against an average of 41%).

THE TRAVEL CONFIDENCE INDEX (age breakdown) 2024 vs 2023



Among the most confident to travel are those who took a package holiday this year

+74

