

shoopit

Shoopit survey – UK 2022

2003

surveyed

The survey was conducted among 2003 UK consumers who have bought a plane ticket in the last 5 years.

± 2.2%

accuracy

At an overall level results are accurate to ± 2.2% at 95% confidence limits assuming a result of 50%.

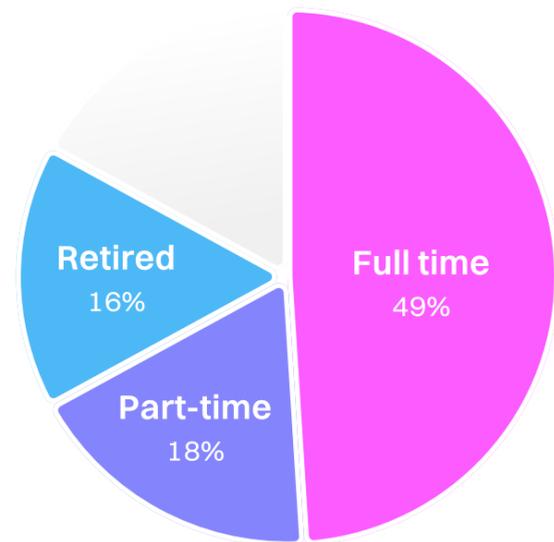
Nov 2022

conducted in

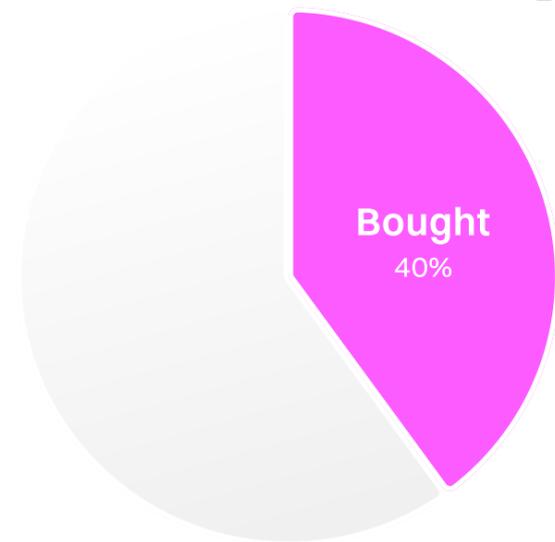
The interviews were conducted online by Sapio Research in November 2022 using an email invitation and an online survey.



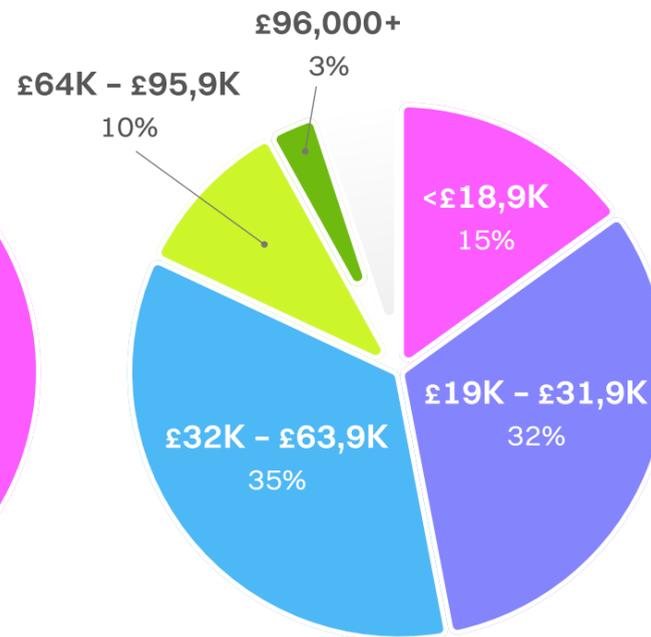
2003 british inhabitants surveyed



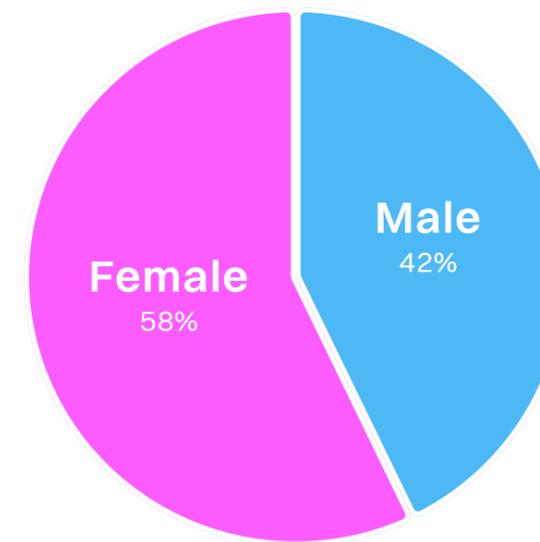
Employment



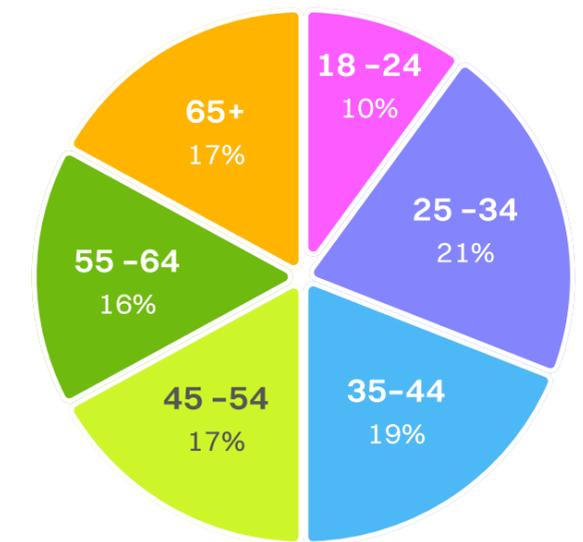
Bought ticket for a holiday in the last 6 months



Annual income



Gender of participants



Age



“Less likely to book”



Respondents are ‘less likely’ to book a flight when the price increases by 17%

55%

are ‘less likely’ to fly abroad in the next 12 months due to cost of living crisis

32%

have delayed booking a trip abroad as a result of the cost of living crisis

85%

have been ‘affected’ by the cost of living crisis. Specifically, females (88%)

£375

On average, respondents spend £375 on a return holiday flight

Pre COVID-19 pandemic (pre-2019) travelling habits

On average, respondents who had bought a plane ticket in the last 5 years for a 'holiday' or 'business' trip travelled by plane 2 times a year, with respondents spending on average 9 nights abroad on a 'holiday trip', and 2 nights abroad on a 'business trip'.

Future travelling

Over the next 12 months respondents intend to make 2 'holiday trips' and 1 'business trip', with individuals expecting to spend on average 9 nights abroad for a 'holiday trip' and 4 nights abroad for a 'business trip'. However, on average those who are 'extremely affected' by the cost of living crisis only intend to travel once in the next 12 months.

Impact of cost-of-living crisis on travelling

On average, respondents would consider themselves less likely to book a flight when the price increases by 17%, while for those 'very affected' by cost-of-living crisis this threshold decreases to 15%. Furthermore, 55% are less likely to travel abroad in the next 12 months and 32% have delayed booking a trip as a result of the cost-of-living crisis. This increases to 42% for those 'extremely affected' by cost of living crisis.

Preferred booking methods

Almost half (44%) are most likely to book directly through [their] airline of choice, while 29% are likely to book through a third-party comparison website or 26% through a travel agent. Specifically, 60% feel 'extremely / somewhat uncomfortable' booking a flight through a non UK-based site.

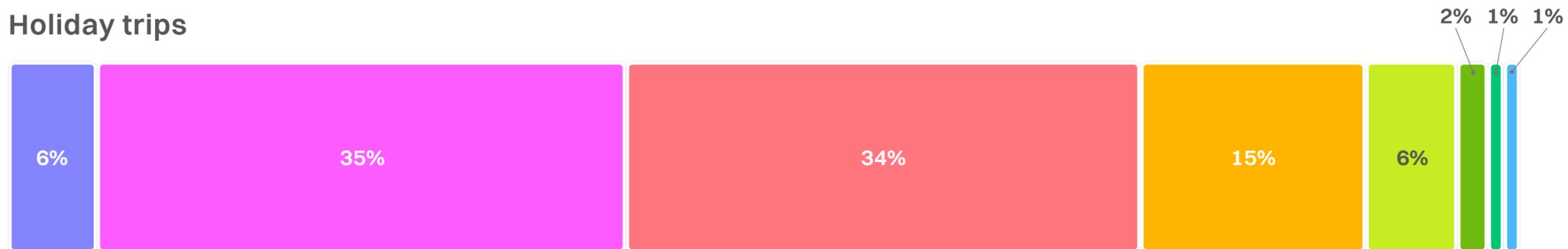
Impact on environment

To help reduce their impact on the environment respondents are most likely to book a direct flight (40%) or fly economy (38%).

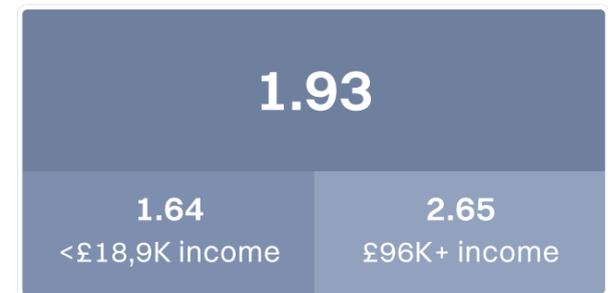
How many business and holiday trips did you make by plane in an average year, before the Covid-19 pandemic?

ⓘ On average, respondents who had booked plane in the last 5 years travelled by plane 2 times a year

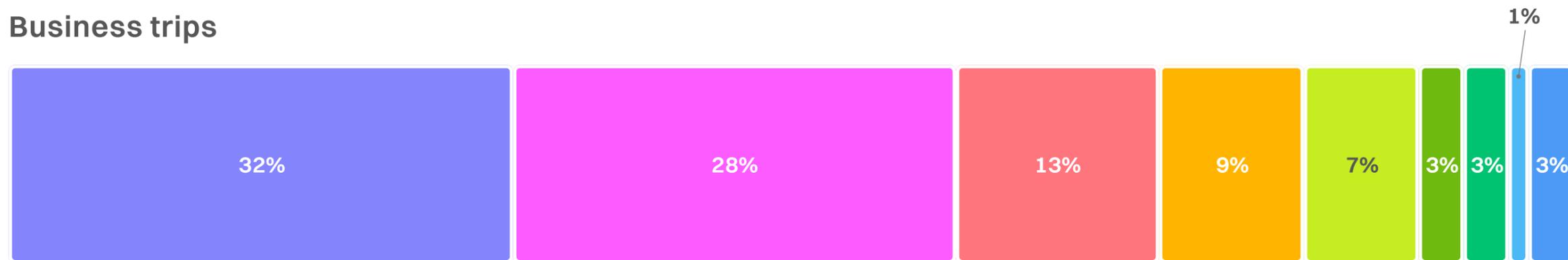
Holiday trips



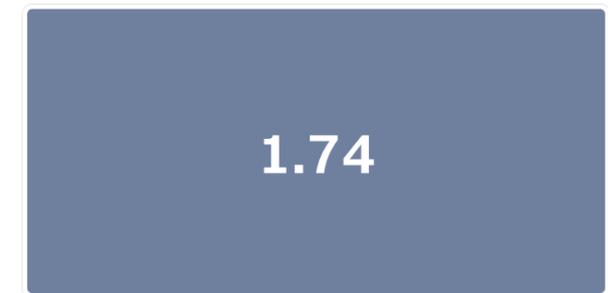
Mean



Business trips



Mean

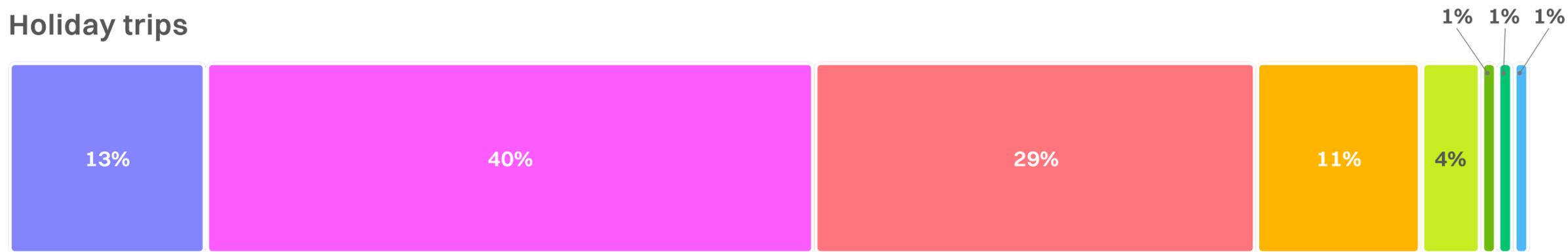


0 1 2 3 4 5 6 7 8 or more

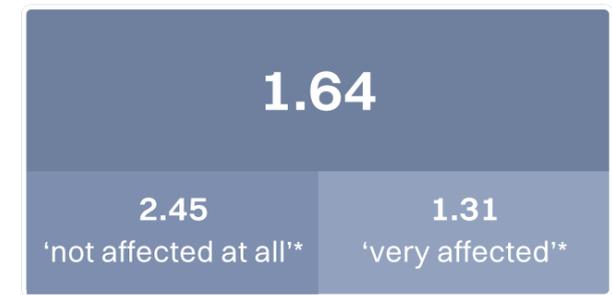
How many business and holiday trips by plane do you intend to make over the next 12 months?

ⓘ On average, respondents intend to make 2 'holiday trips' over the next 12 months and 1 'business trip'

Holiday trips



Mean



*by cost-of-living crisis

Business trips



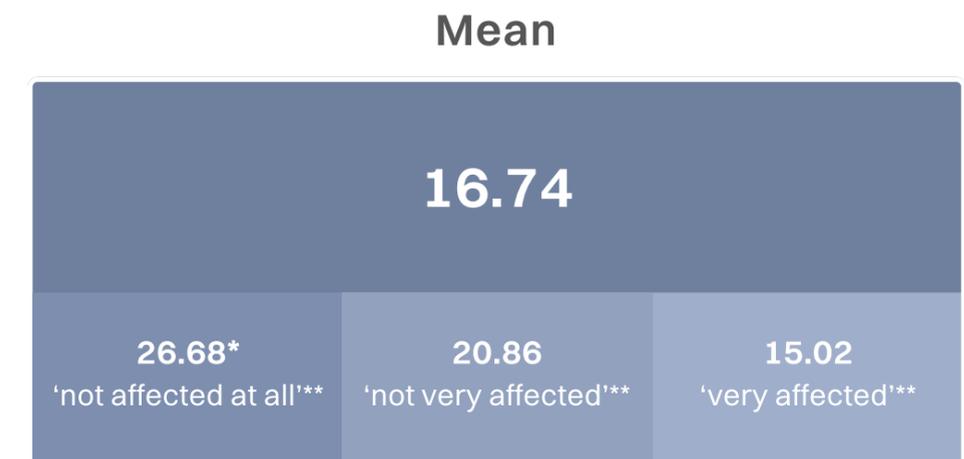
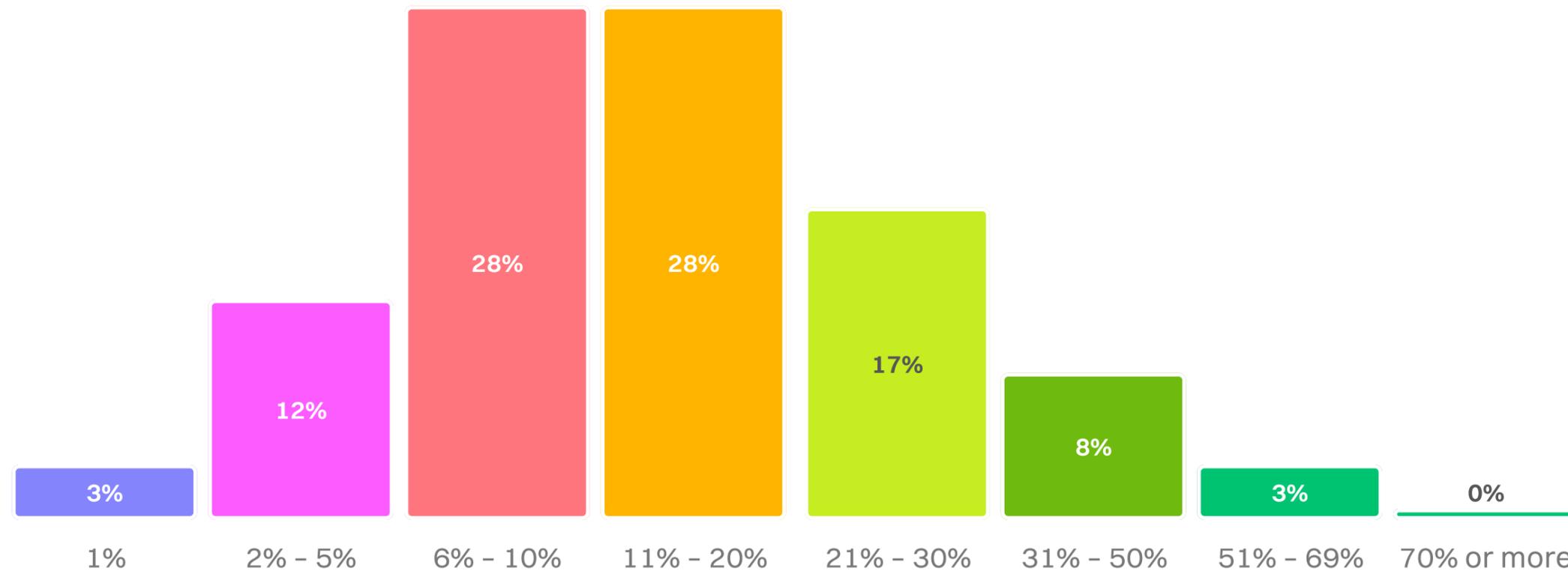
Mean



■ 0
 ■ 1
 ■ 2
 ■ 3
 ■ 4
 ■ 5
 ■ 6
 ■ 7
 ■ 8 or more

At what percentage price increase from the first time you looked at costs would you start to consider yourself less likely to book a flight? Select one

① On average, respondents would consider themselves less likely to book a flight when the price increases by 17%
 While for those 'very affected' by cost-of-living crisis this threshold decreases to 15%

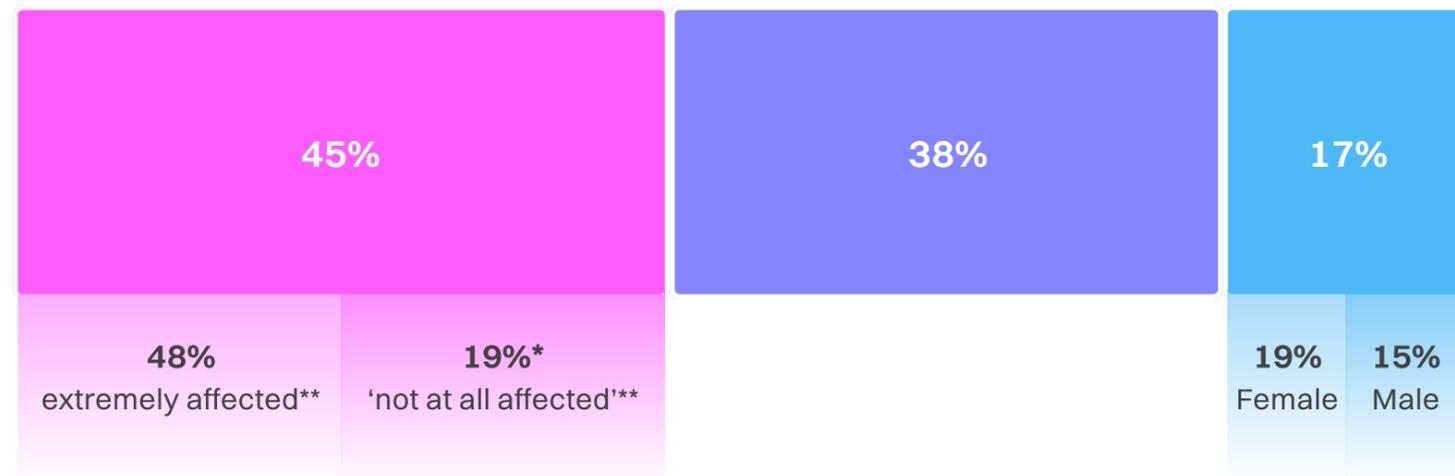


*Low base size **by cost-of-living crisis

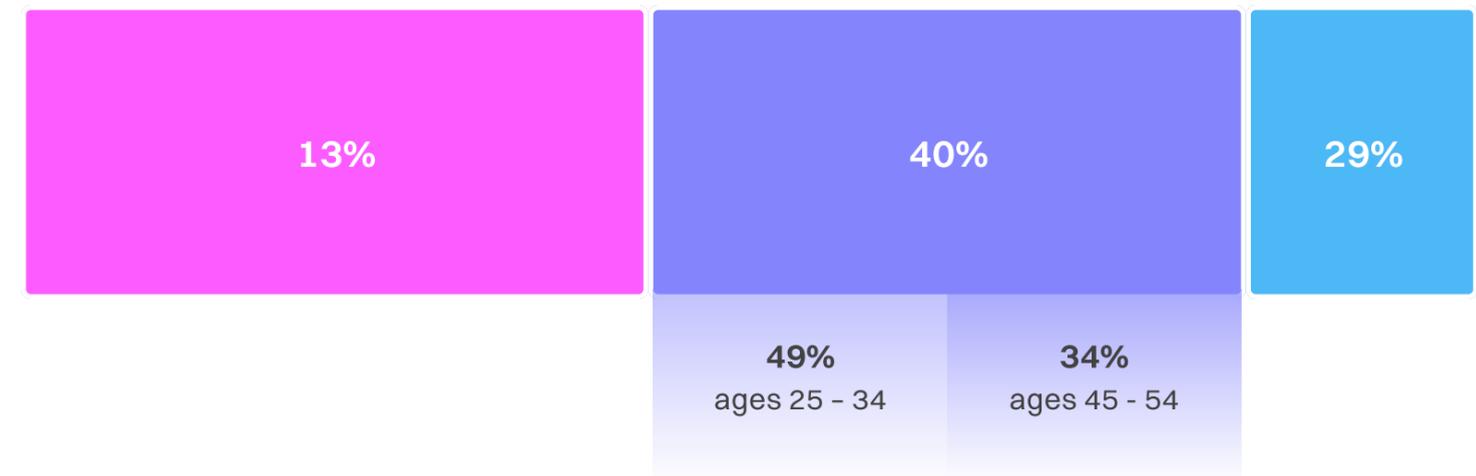
What flight distance have you booked most often?

① 45% have booked 'short haul (up to 3 hours) most often in the last 5 years, particularly those who have been 'extremely affected' by the cost-of-living crisis (48%) Similarly, 43% plan to book 'short haul' most often in the next 12 months

In the last 5 years



For the next 12 months



*Low base size **by cost-of-living crisis

■ Short-haul (up to 3 hours)
 ■ Medium-haul (between 3 - 6 hours)
 ■ Long-haul (over 6 hours)

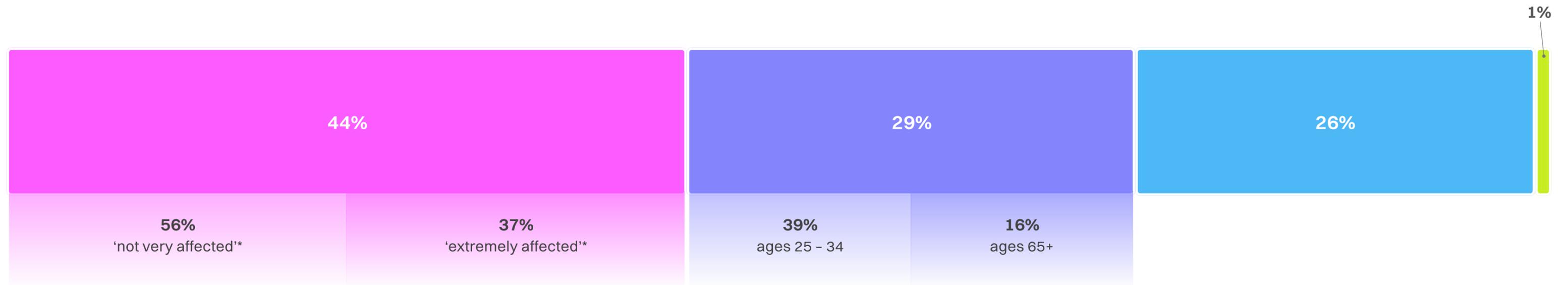
How much, on average, do you pay for a return holiday flight? Select one

ⓘ On average, respondents spend £375 on a return holiday flight. This increases to £544 for those who are 'not affected at all by cost-of-living crisis'



When booking a flight, how are you most likely to go about this? Select one

① Almost half (44%) are most likely to 'book directly through [their] airline of choice, while 29% are likely to book through a third party comparison website and 26% through a travel agent

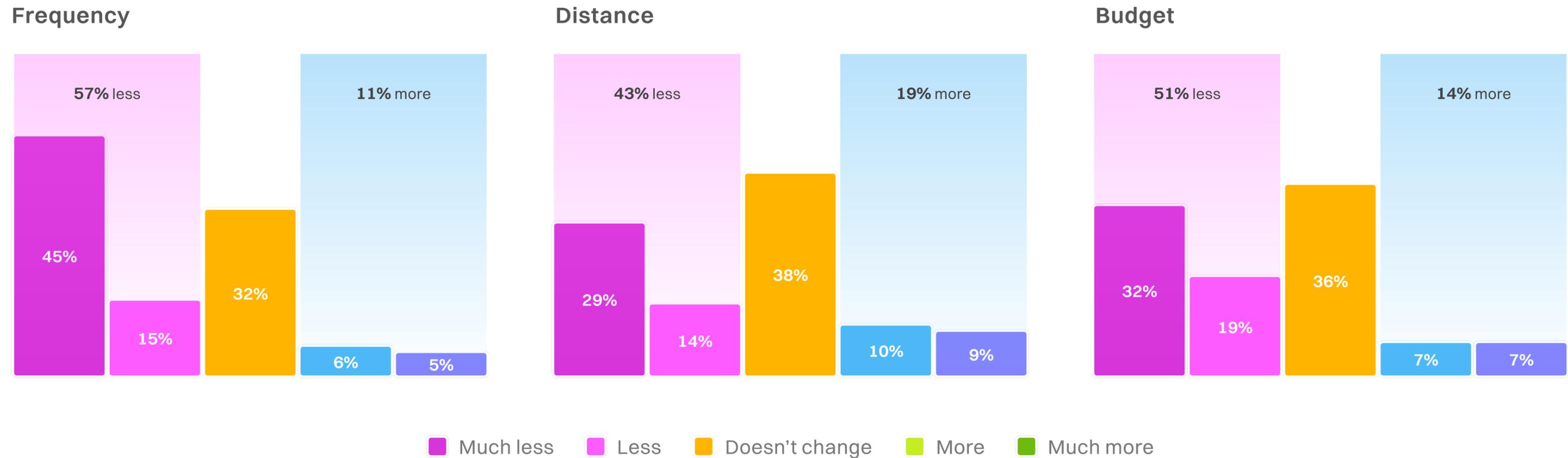


*by cost-of-living crisis

■ I book directly through my airline of choice
 ■ I go through a third party price comparison site
 ■ I book through a travel agent
 ■ Other

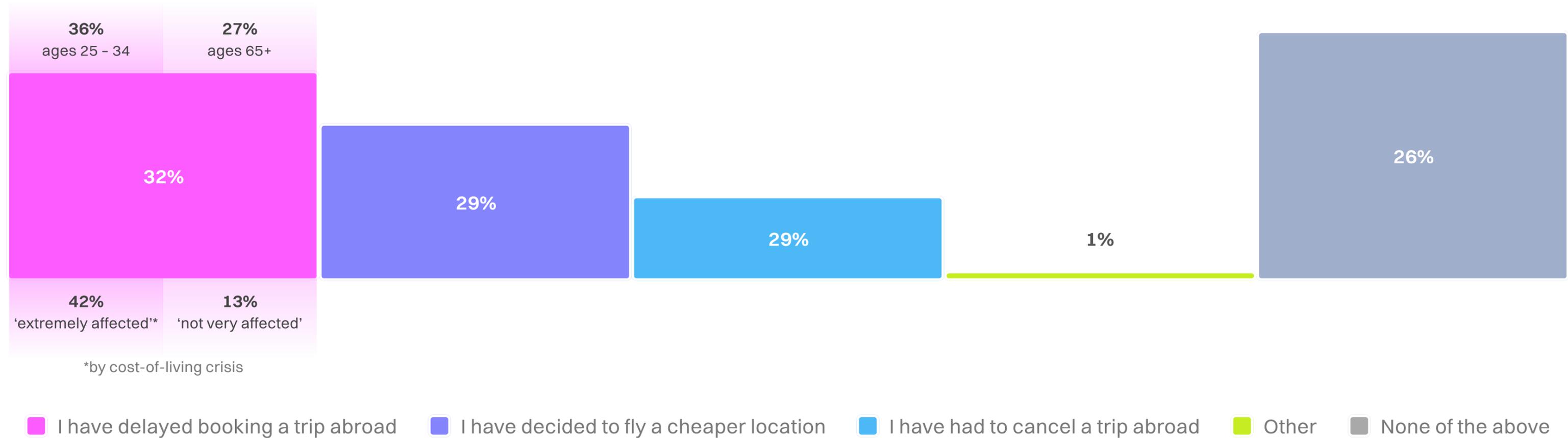
How has Covid-19 affected your likelihood to do the following with regards to plane travel?

① Covid-19 has impacted respondents' likelihood to travel abroad frequently (57% less), travel further (43% less) and budget for travel (51% less)



As a result of the recent cost of living crisis, have you had to do any of the following in relation to flying abroad? Select all that apply

① Almost a third (32%) have delayed booking a trip abroad as a result of the cost-of-living crisis. This increases to 42% for those 'extremely affected' by cost-of-living crisis and 36% for those ages 25 - 34



Who do you most often travel with when flying abroad for a holiday? Select one.

① Almost half (49%) travel most often abroad for a holiday with family
This increases to 69% for ages 35 - 44

