

# How has COVID-19 affected travel into the UK, and what is its impact on Addison Lee's marketing strategy?

Sophia Pride

# Problem, context and hypothesis



## *Problem*

Impact of Covid-19 on global travel trends to the UK and its impact on the transportation sector



## *Context*

This analysis aims to investigate the impact of Covid-19 on travel trends and customer preferences, post Covid, providing insights to optimise business development and marketing strategies for Addison Lee



## *Question*

How has the Covid-19 pandemic affected the demand and usage patterns of travel to the UK? Are there discernible shifts in travel preferences sought by customers, both consumer and business, post-pandemic compared to pre-pandemic?



# Methodology

- ✓ The dataset was obtained from Office of National Statistics website
- ✓ Data collected from 2019 to August 2023
- ✓ The data that I was analysing included:
  - ✓ Overseas residents visits to the UK by area of residence
  - ✓ Overseas residents visits to the UK by purpose of visit
  - ✓ Overseas residents spending in the UK by month

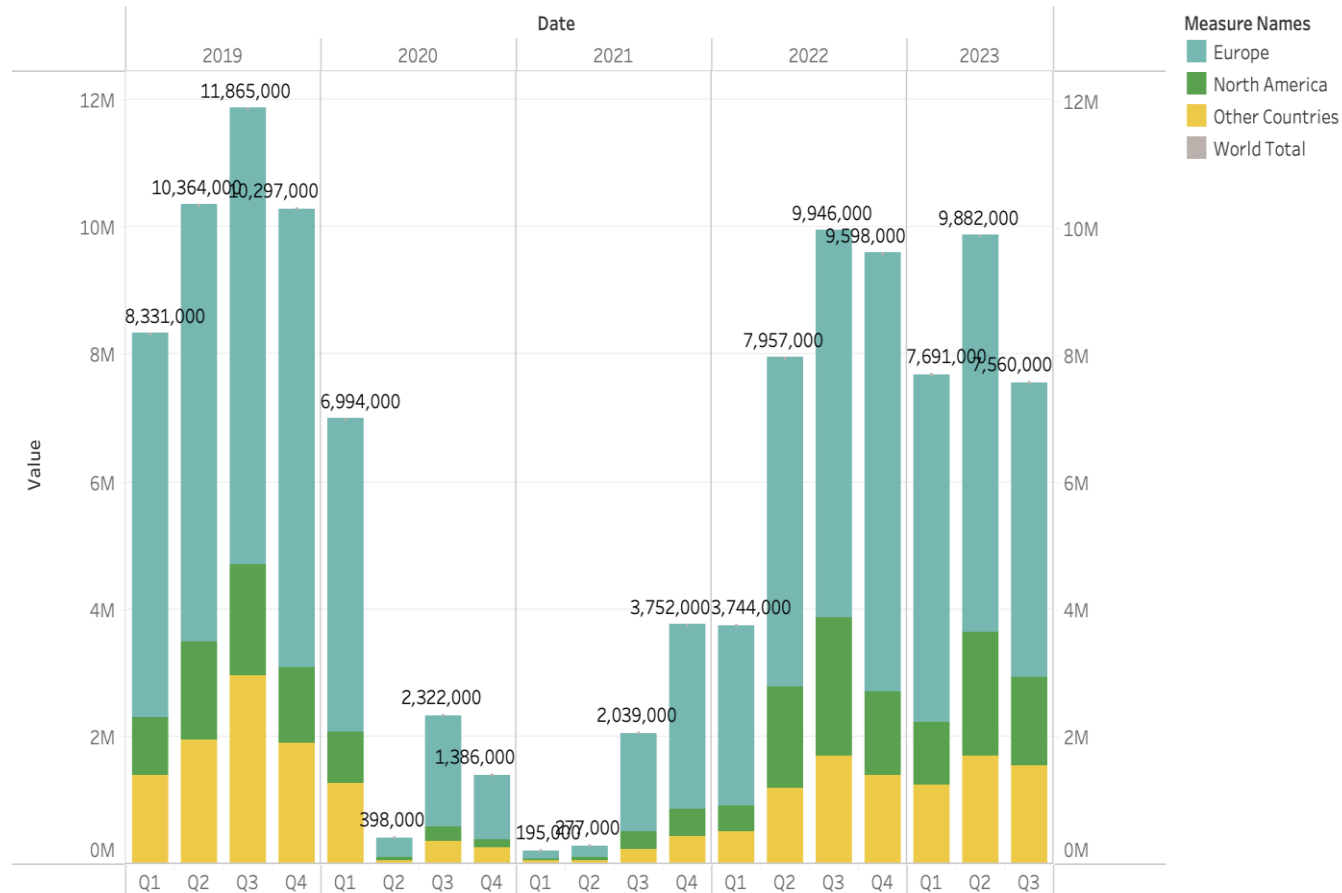


# Notes

- ✓ Data for 2023 only goes up to August
- ✓ Areas are categorised into North America, Europe, and Other Countries.
- ✓ Missing Irish data
- ✓ Monthly estimates or provisional estimates
- ✓ Impact of coronavirus (COVID-19) pandemic on IPS data
  - ✓ No data were collected for 2020 Q2 to Q4
  - ✓ No data were collected from the EuroTunnel for 2021 or for the first two quarters of 2022.



# Overseas residents visits to the UK

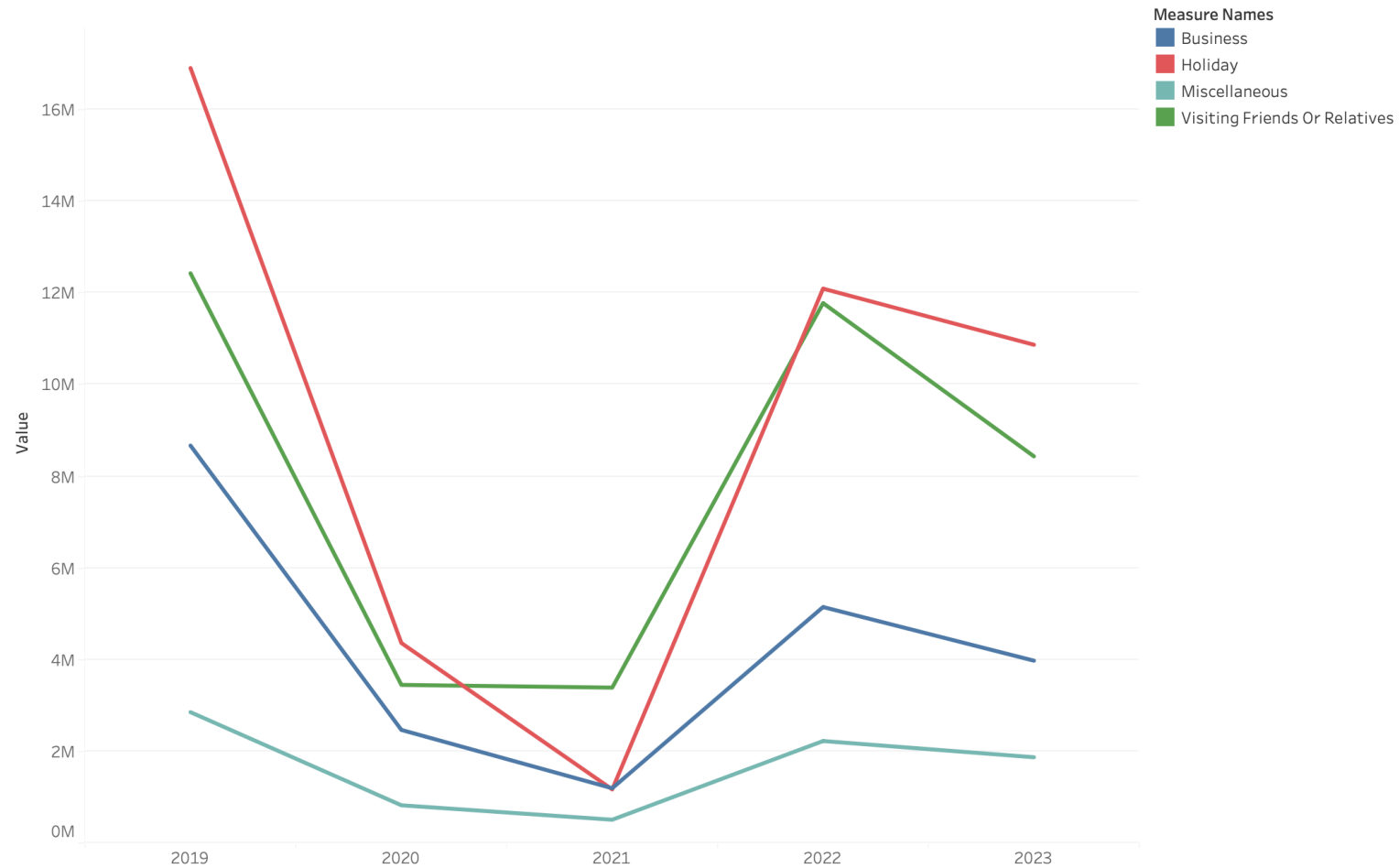


- Travel trends over the last 4 years isn't a surprise
- 2019: global visitors to the UK was 41m vs 2023 (forecasting): 38m
- While volume is certainly increasing, travel is still recovering from Covid times
- ***So what does this tell the business? UK remains attractive to overseas visitors.***

Europe, North America, Other Countries, World Total and World Total for each Date Cleaned Quarter broken down by Date Cleaned Year. Colour shows details about Europe, North America, Other Countries and World Total. For pane Sum of World Total: The marks are labelled by World Total. The view is filtered on Date Cleaned Quarter, which excludes Null.



# Reasons for travel



- Compared to 2022, travel buyers report increases in their employees:
  - attending in-person meetings and conferences (55%)
  - holding virtual meetings (52%)
  - blending travel (50%)
  - “linking” (multi-purpose or multi-destination) business trips (49%)
- Industry stakeholders report their company’s business travel in 2023 has either largely (43%) or mostly (41%) recovered when compared to their 2019
- 62% of business travellers are blending business and travel together more than they did in 2019.

Source: [Global Business Travel Association](#)

- Top 3 “Bleisure” locations:
  1. New York
  2. Paris
  3. London

Source: [Bleisure Travel – Statistics 2023](#)



# Correlation coefficient with spend in the UK

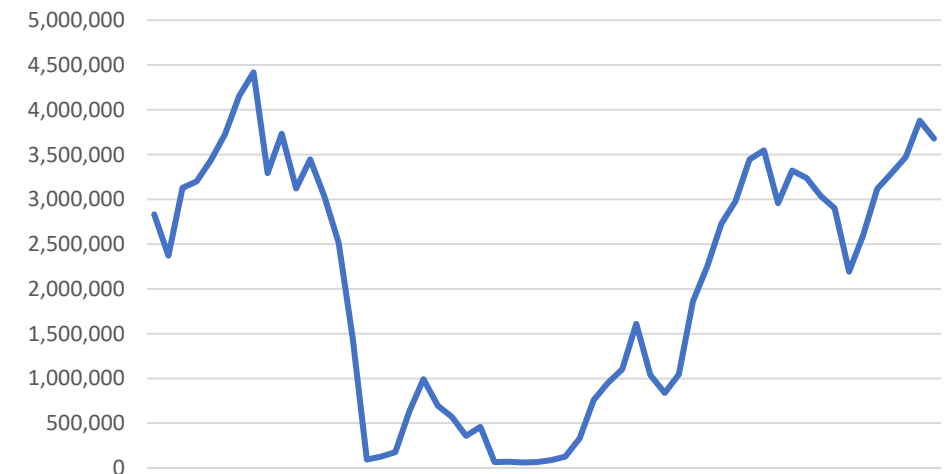
97%

- This reinforces the idea that Addison Lee should consider aligning its services even further with the tourism industry.
- As the influx of overseas visitors rises, there is a direct correlation with increased spending.
- This presents an opportunity to strategically position ourselves as a preferred private hire car service for tourists, thereby tapping into a market that has a strong connection between travel and expenditure.

Overseas Residents Spending in UK



Overseas residents to the UK





# Key takeaways

As key decision makers, what should you takeaway from this analysis?



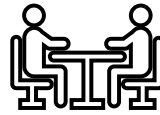
Global travel to the UK is in state of recovery



Leisure is becoming a key part of business travel



Meetings and events are growing



Continue understanding pain points



Travellers are being empowered to make their own choices





# Recommendations



Refine target audience



Personal B2C accounts within B2B contract



Develop tourism propositions



Engage leisure procurement partners



Develop "bleisure" propositions



Develop collateral for meetings and events



Further analysis



# References

*Global business travel industry sees rebound in 2023 with shifting challenges and opportunities for 2024 - Global Business Travel Association* (2023) *GBTA*. Available at: <https://www.gbta.org/global-business-travel-industry-sees-rebound-in-2023-with-shifting-challenges-and-opportunities-for-2024/> (Accessed: 15 January 2024).

ŻYŁA, K. (2023) *Bleisure travel - statistics [2023]*, *Evisa Express*. Available at: <https://evisa.express/en/blog/bleisure-travel-statistics-2023#Top-10-Bleisure-destinations> (Accessed: 12 January 2024).

