



## Future Perspectives in the UK Market

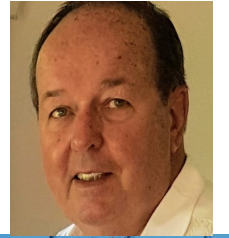
Thursday, July 16, 2020 2:00-3:15pm et  
#CHTALive



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

### Presenters

**Richard Williams,**  
CEO,  
Richard Williams & Associates Inc



**Cheryl Carter,**  
Director,  
Barbados Tourism Marketing Inc, UK



**Victoria Cranmer,**  
Owner,  
Paradise Promotions UK



**Natasha Griffin,**  
Owner,  
Simply Caribbean UK








**Daniela Wagner,**  
Group Business Development Director,  
Travel Weekly UK and a Director of The  
Resilience Council



# CHTA COVID-19 Resource Center

[LOGIN](#) ▶ Not a member yet? Click [here](#) to join CHTA.





CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION


About CHTA   Membership   Events   **Knowledge Center**   Advocacy   News   Foundation   Environ

## COVID-19 RESOURCES

CHTA's COVID-19 Initiatives | Global & Regional Alerts | Tools & Resources

➔ Travel Advisories | **THIS (Hotel Monitoring System)** | Airline & Accommodation Policies/Guidelines

CHTA Partner Updates



**Caribbean Travel Advisories**

US  
PASS  
PASS

Cuba  
Jamaica  
Bahamas  
Haiti  
Saint Lucia  
Barbados  
Saint Vincent and the Grenadines  
Trinidad and Tobago  
Panama  
Curaçao  
Belize  
Costa Rica  
Cuba  
Jamaica  
Bahamas  
Haiti  
Saint Lucia  
Barbados  
Saint Vincent and the Grenadines  
Trinidad and Tobago  
Panama  
Curaçao  
Belize  
Costa Rica

[www.caribbeanhotelandtourism.com/covid19/](http://www.caribbeanhotelandtourism.com/covid19/)

**REOPENING OF CARIBBEAN TOURISM & TRAVEL**

Safely Resuming Business Operations and  
Restoring Caribbean Tourism in 2020 and Beyond

Guidelines and Checklists



# Guidelines & Checklists for Reopening Caribbean Tourism & Travel



**CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION**



**Ground Transportation**

**F&B Operations**

**Accommodations**

**Sites & Attractions**

**Available for download at**

**<http://www.caribbeanhotelandtourism.com/>**



**CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION**

# CHTA Strategic Partners



**amadeus**

**FIGMENT** **DESIGN**  
Powered by Imagination

**interval**  
INTERNATIONAL



**TRAVELZOO®**



**HM&B**  
HAMILTON, MILLER & BIRTHISEL  
*Attorneys At Law*

**#CHTALive**




CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



# www.CaribbeanTravel.com






The Rhythm Never Stops

[e](#) [f](#) [i](#)

[DESTINATIONS](#) | [HOTELS](#) | [TRAVEL LOG](#) | [HOT NEWS](#) | [EVENTS](#) | [HONEYMOON REGISTRY](#)



**POSTPONE DON'T CANCEL**  
*Your Caribbean Trip*

**CARIBBEAN TRAVEL UPDATE**  
Stay Up-To-Date with Travel Advisories and  
Caribbean Destination Policies

[GET UPDATE NOW](#)



**Tomorrow:**

Finding Opportunities in a Crisis - Entrepreneurship  
in Food & Beverage: Beverage Sector  
Friday, July 17, 4:30-6:00PM ET

**Next Week:**

Minimizing Risks With Waivers and Protocols  
Thursday, July 23



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

Share with your fellow colleagues and  
industry professionals!

Take a screenshot!

Tag **#CHTALive**

Instagram: @CHTAFeeds

Twitter: @CHTAFeeds

FB: @CaribbeanHotelandTourismAssociation

LinkedIn: Caribbean Hotel and  
Tourism Association



## Future Perspectives in the UK Market

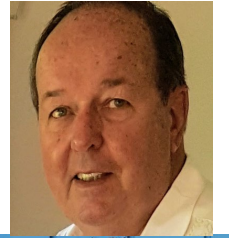
Thursday, July 16, 2020 2:00-3:15pm et  
#CHTALive



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

### Presenters

**Richard Williams,**  
CEO,  
Richard Williams & Associates Inc



**Cheryl Carter,**  
Director,  
Barbados Tourism Marketing Inc, UK



**Victoria Cranmer,**  
Owner,  
Paradise Promotions UK



**Natasha Griffin,**  
Owner,  
Simply Caribbean UK



**Daniela Wagner,**  
Group Business Development Director,  
Travel Weekly UK and a Director of The  
Resilience Council





---

RICHARD WILLIAMS - MODERATOR



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION






# United Kingdom

---

&

what we might achieve – in a post Covid world



# These travelers.... From eight & half hours away

---

- Longer length of stay
- Equivalent or higher daily spend
- Embrace island culture
- Travel year-round – especially the summer







# The potential of Europe

---

to the Caribbean

# The London hub

---



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION





# Build more Carib-centric hubs

---

...create demand  
to the Caribbean

# Contact Information

---



Richard Williams  
**Richard Williams & Associates**

Barbados - St Lucia - St Kitts & Nevis - Florida - New York

W: 001.646.715.4554

Barbados: 001,246.230.5954

Skype ID: richard\_williams3

E: [Richardw@RichardWilliamsAssociates.com](mailto:Richardw@RichardWilliamsAssociates.com)

Web: <http://www.RichardWilliamsAssociates.com>

LinkedIn: <http://www.linkedin.com/in/richardrwilliams>

A red, cursive signature of "Richard Williams" with a long, flowing tail that loops around.

Richard Williams  
A N D A S S O C I A T E S



Who is the UK traveller & what  
are their likely trends and  
preferences post COVID-19

---

PRESENTED BY VICTORIA CRANMER

# United Kingdom

UK Population 66 million

Average London salary £37K +

**76%** of people in England and Wales have a passport

Average 5.6 weeks of paid holiday leave per year



ABTA's 600 plus tour operators and 2300 travel agency companies have over 7000 offices and are responsible for the sale of more than 90% of **UK**-sold package holidays.

In 2019, **UK** residents took 72.6 million trips overseas in total

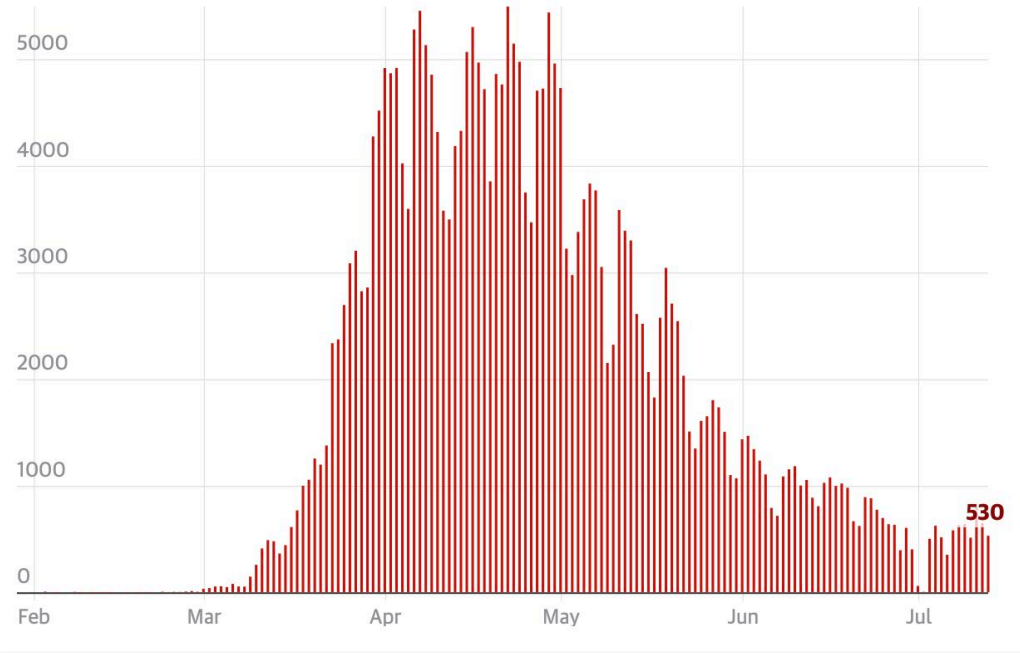
**Britons** are the most prolific international travellers, according to data from the International Air Transport Association (Iata). In 2018, 126.2 million passengers were **British** – totalling 8.6 **per** cent, roughly one in 12, of all international travellers.



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

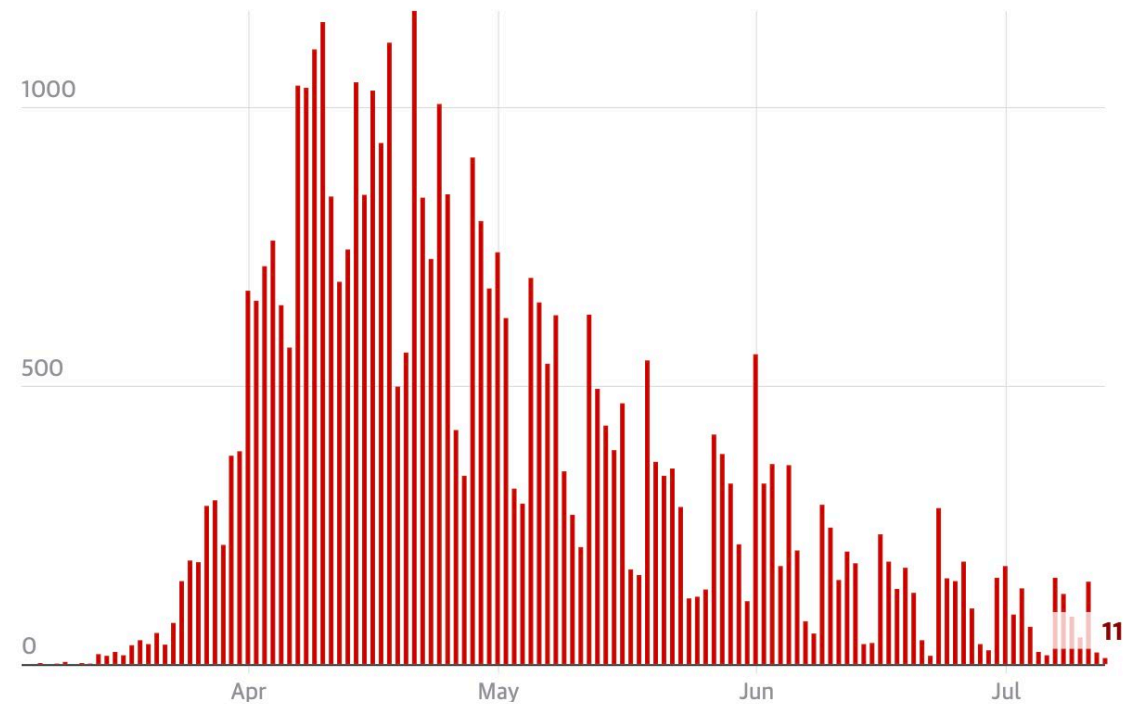
Cases data from Public Health England at 10:30 BST 14 Jul 2020. Population data are the latest ONS mid-year estimates.

**UK: number of new coronavirus cases per day**  
Starting from day of first reported case



Data from Johns Hopkins University at 09:02 UTC 14 Jul 2020

**UK: number of coronavirus deaths per day**  
Starting from day of first reported death



Correct as of July 14th



# UK Economy

---

## Chancellors Economic Recovery Package



- The Job Retention Bonus
- The Eat Out to Help Out Scheme
- VAT reduction
- An increase in the Stamp Duty Land Tax (SDLT) threshold in England and Northern Ireland



*On June 30<sup>th</sup> Prime Minister Boris Johnson said  
“Build Build Build”*

*When he confirmed he will put jobs and infrastructure at the  
centre of the plans for rebuilding the British economy.*

# UK Social Landscape – Getting Back to Normal

---

- On June 15<sup>th</sup> non-essential shops were able to open
- On July 3<sup>rd</sup> the UK Government launched the list of safe travel destinations under the traffic light system
- On July 4<sup>th</sup> Bars, restaurants and hair-dressers were able to re open
- On July 13<sup>th</sup> Beauty Salons, nail bars, tattoo studios and dentists re-opened
- On July 24<sup>th</sup> it will be mandatory to wear a face covering in shops and supermarkets
- On July 25<sup>th</sup> Pools and gyms will be able to open and team sports will be allowed to resume
- News coverage showing consumers travelling through airports is helping to normalise the idea of travel again



# Make Up of the UK Travel Industry

---

- Highstreet Travel Agents – Multiple & Independents
- Homeworkers (now includes tour operator res agents)
- Traditional Tour Operators – Selling direct and to travel agents
- OTA's
- Concierge
- 75% of Caribbean Long-Haul bookings come via tour operators



# How Travel Agents and Independent Tour Operators are even more relevant post COVID-19?

---

Travel Agents/Small Tour Operator have come to the rescue of travellers when larger operator, airlines & OTA's (online travel agents) say 'Don't Call Us'

During COVID Travel Agents and Smaller Operators were able to move dates rather than simply cancel bookings, which larger volume-based companies were not able to do as easily

It's all about the personal relationship they have with their clients.

Using a travel agent/smaller tour operator adds a few points of extra security to flights, hotel and holiday bookings, especially in the current situation. Consumers have a definitive point of contact on the phone, chat & email or in person.

Lisa Fitzell, MD for Elegant Resorts advised they are seeing past clients who changed and booked direct return to book with them as they feel more comfortable that they will be better able to protect them.

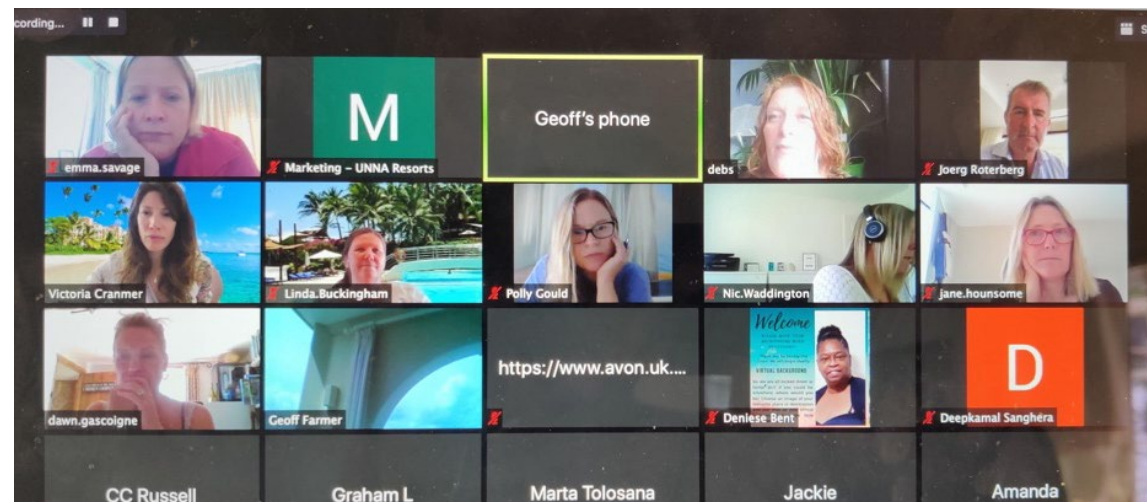
Travel Counsellors have more than 1900 independent agents worldwide. During the pandemic they came top on two surveys run by moneysavingexpert.com based on how well Travel Companies have dealt with customers during the crisis. Talking to one TC she said she had 4 new enquiries at the weekend, all from customers that normally do it themselves but don't want to take the risk.

# Reaching Agents

- Sales calls and face-to-face trainings are still off the agenda although this is starting to change, however you can reach agents with a combination of social media and Webinars.
- To make these more interactive incorporate virtual meet ups with resort managers to showcase the property and chat to agents directly.
- It's important to educate them on any new product restrictions their clients might have, while building confidence they will still have a truly amazing experience.
- Also consider using training videos as many agents have used lockdown to upscale their skills and product knowledge

## Invitation to travel trade

As we resume travel, the trade are often the first to travel again, encourage this as agents will come and share all their wonderful stories with their clients 😊





# Consumer Preferences

## A Nation of Travellers - It's In Our DNA

---

- When visiting the Caribbean from the UK our average minimum length of stay 10-14 nights
- The UK Traveller for the Caribbean market is interested in the history, culture and the culinary side of the destination
- They enjoy spending time with locals, eating out at restaurants and sharing encounters to truly feel the holiday has been an immersive experience
- There is a growing movement to truly support local economies by spending sterling outside of resorts
- The Caribbean attracts both couples and families, we are seeing a rise in multi generational families and groups of friends, VFR and sporting groups.
- UK market has a huge amount of low hanging fruit

# British will always take their holiday!

As lockdown eased in May thousands flocked to the UK beaches to get that holiday feeling



# On The Path To Recovery

## What's the outlook for Winter Sun Bookings?

---

- From June onwards agents advised they started to get busier
- Tour Operators also advised they are seeing strong bookings for travel in 2021
- There is appetite out there for travel in late 2020, however this is more significant from November onwards

## What's driving bookings and what can you do now?

- Flexibility - cancellation policies for Q4 and into 2021 need to be flexible to attract early bookings
- Trust - Consumers are looking for confidence in hygiene protocols when they are booking for 2021.





# Opportunities & Future Trends

---

- As we emerge from the crisis, we anticipate the consumer will prioritise a new set of values
- Sustainability in travel for both the environment and the local populations of the destinations they visit
- An increase in Wellness and Mindfulness Experiences
- A new focus on Multi-Generation Travel for families and friends which have been separated during lock down
- Villas / Residences which offer space and the ability to continue social distancing from other travellers
- Islands which offer space and lower levels of infection will be sought after

How has the pandemic  
affected their holiday  
budget for the coming year?



23%

I plan to spend less than  
I would have before



67%

My budget  
remains unchanged

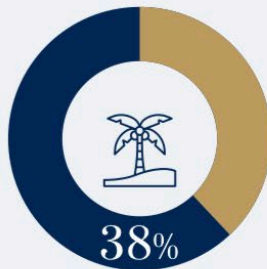


10%

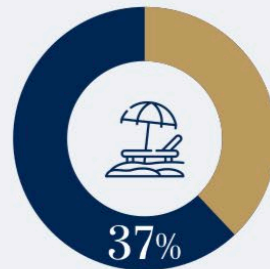
I intend to spend  
more on luxury

### Some of the key destinations they plan to travel to over the next 18 months?

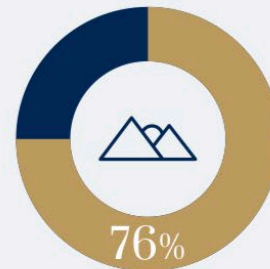
Confidence in travel is particularly low at this time, and our clients require much more reassurance. As soon as the world begins to open up, and travel resumes, we anticipate an increase in demand to destinations further afield.



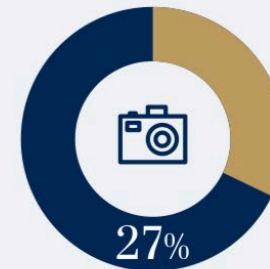
Caribbean



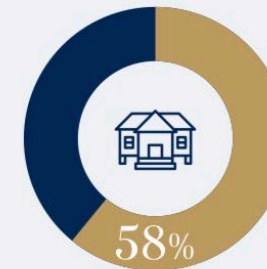
Indian Ocean



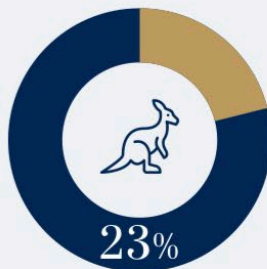
Europe



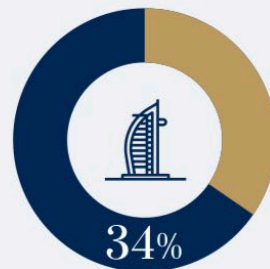
North America



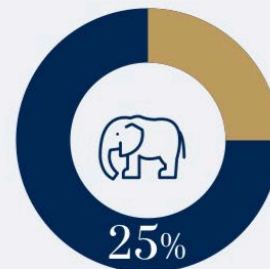
Interested in booking private  
luxury homes in the UK



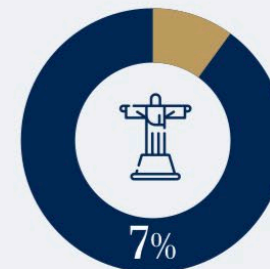
Australia



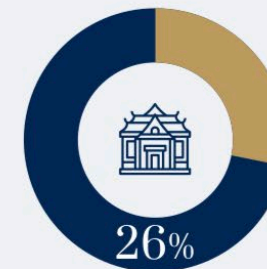
Middle East



Africa



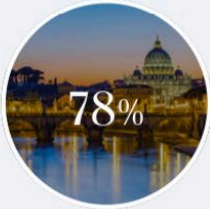
South America



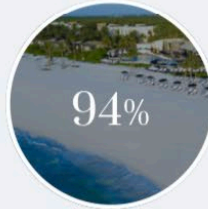
Asia



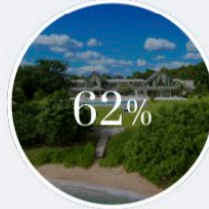
Popular holiday types they are  
'likely or very likely' to consider



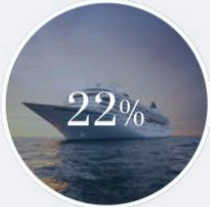
City Break



Luxury beach holiday



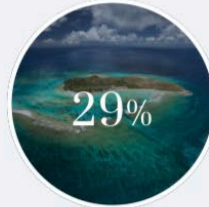
Luxury villa holiday



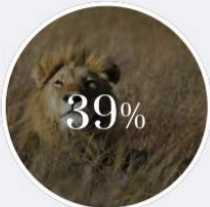
Luxury Ocean Cruise



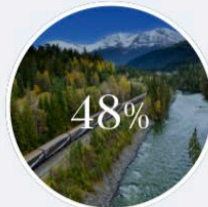
Luxury River Cruise



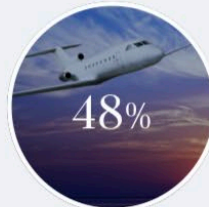
Private Islands



Safari



Luxury Rail Travel



Private Jet travel

What is 'more important than ever'  
to them when booking their next  
luxury holiday



77%

Destination hygiene levels



85%

Hotel/resort hygiene levels



78%

Safety of the destination



75%

Airline reputation and hygiene protocol



62%

Direct flights



88%

Flexibility to amend without charge

# A Final Thought

---

***“Every Adversity, Every Failure, Every Heartbreak, Carries  
With It The Seed Of An Equal Or Greater Benefit”***

Napoleon Hill

# Contact Information

---



**Victoria Cranmer**  
**Paradise Promotions**

E-mail: [Victoria@paradise-promotions.co.uk](mailto:Victoria@paradise-promotions.co.uk)

Tel: +44 (0) 208 6792508

[www.paradise-promotions.uk](http://www.paradise-promotions.uk)



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



## Positioning the Caribbean in the UK for Post-COVID Success

---

PRESENTED BY CHERYL CARTER



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# UK Market | Pre Covid-19 Performance

---

- **Barbados** in 2019, retained its position as the number 1 Caribbean destination for UK travellers.
- At close of 2019, the UK remained the leading visitor source market for Barbados, representing **33%** of all long-stay arrivals.
- In 2019, island recorded **234,658 visitor arrivals** from the UK. This represented a **6.5% increase** over 2018 and is the **highest number of UK visitors on record** for Barbados.
- **Previous record was 226,787 in 2000**, and was achieved against a backdrop of a turbulent socio-economic and political landscape in the UK and the Republic of Ireland over the past four years.



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



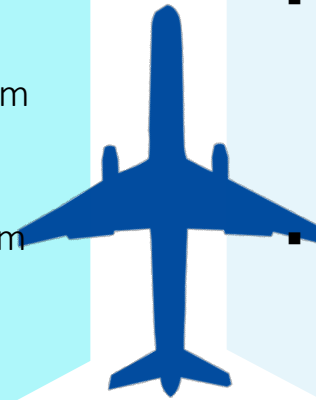
# UK Market | Airlift Scenario

## Pre-COVID Airlift Scenario

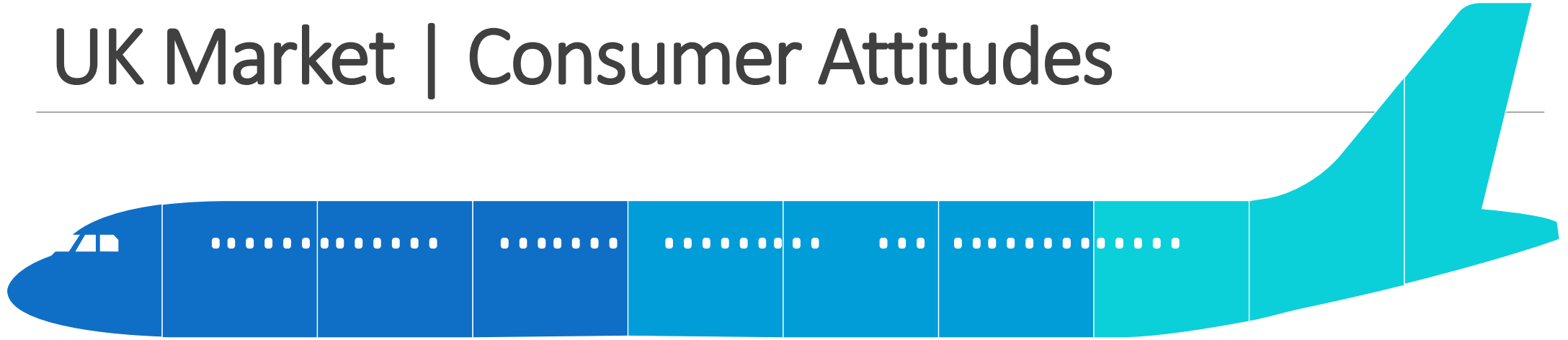
- **British Airways:** daily service from London Gatwick, 12 weekly flights in winter.
- **Virgin Atlantic:** daily from London Gatwick, 3 weekly flights from Manchester, and once weekly from London Heathrow in Winter.
- **Thomas Cook:** Weekly service from London Gatwick from Jan – Mar 2019.

## Post-COVID Airlift Scenario

- **Airlines suspended commercial flights** leaving 500K UK citizens stranded globally.
- **Reduced seat capacity plans** by all UK carriers as at June 2020 for destinations in the Caribbean region.
- **Up to 39% fewer seats** to Caribbean/Mexico in 2020.



# UK Market | Consumer Attitudes



57%

of Times Readers

Plan to go on holiday post lockdown. 1 in 3 (35%) are already researching options.

53%

of Times Readers

Have 'put money aside' with an average budget of £ 2,551 per person.

98%

of Times Readers

Would like to go on holiday this year, if given the choice. Autumn is the most popular time (41%).

# UK Market | The Consumer's Priorities Post-COVID

---

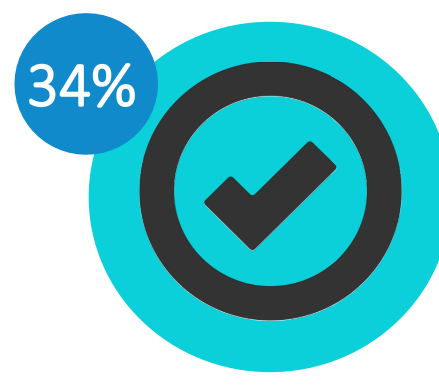
- The UK consumers' priorities when considering travel post-COVID have changed.
- Consumers are seeking out content on their rights, government advice and booking policies in light of COVID-19.
- Greater desire to see content relating to discounts and special offers.



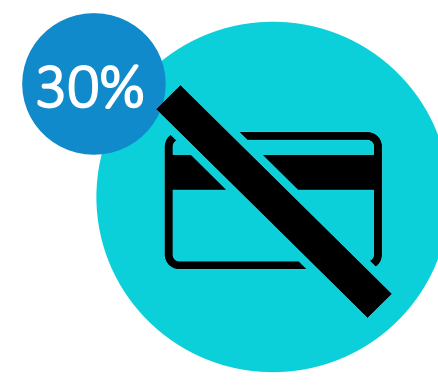
GOVERNMENT TRAVELADVICE



SPECIAL OFFERS/DISCOUNTS



TIPS ON SAFE DESTINATIONS

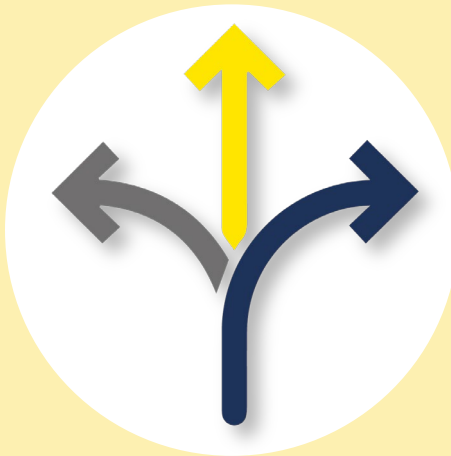


CONSUMER RIGHTS ON  
CANCELLATION

# UK Market | The Key Pillars Post-COVID

---

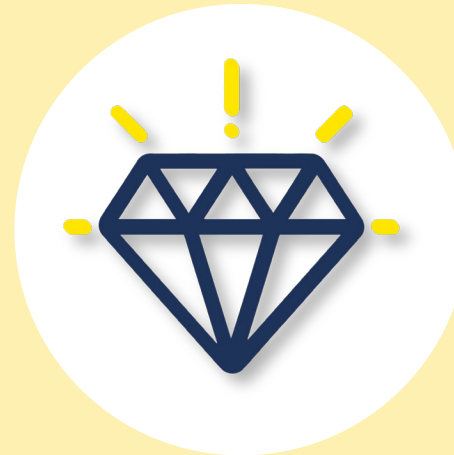
## KEY PILLARS IN COMMUNICATING POST-COVID



Flexibility



Trust



Value



# UK Market | The Way Forward – Short Term

---

- In the short-term ( 3 – 6 months) full relaxation of COVID restrictions the destination will have to maximise tactical opportunities to drive demand.
- **Incentive programs** to drive business around niches, special interest group travel, and S.M.E.R.F.s.
- Development of **value-added programming, dynamic packaging of destination product**, e.g. culinary, attractions and experiences.
- Wider discounting programs, such as **air credits**, can be offered to stimulate demand tactically.
- **VFR traffic** poised to lead return on UK – Caribbean routes. Leverage agent facing loyalty programmes such as the **Barbados E.L.I.T.E. Club** and the diaspora incentive program, **Barbados Friends and Family**.



# UK Market | The Way Forward – Medium Term

---

**Culinary**



**Soft  
Adventure**



**Romance**



**Health and  
Wellness**





# UK Market | Medium Term – Hub Opportunity

---

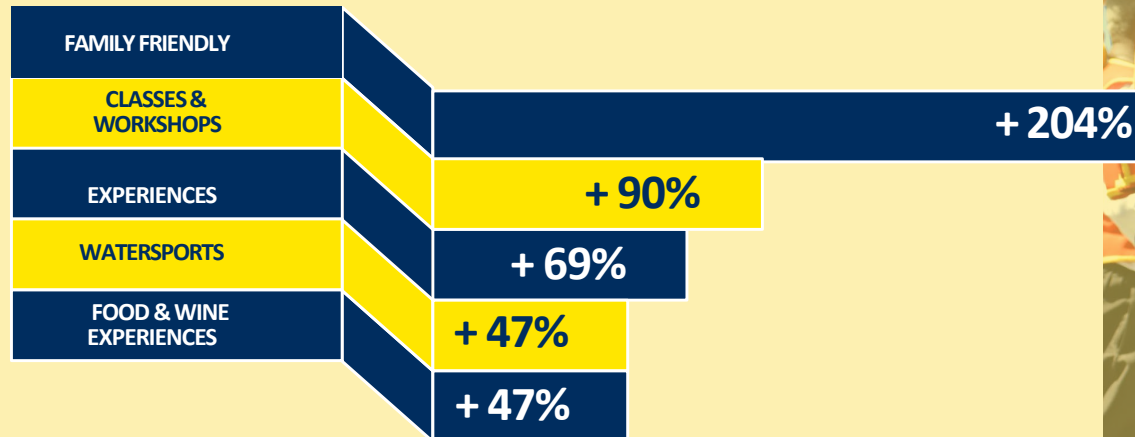
- In the short to medium term, UK carriers are expected to slash their seat capacity to the region dramatically. In some cases, there will be a loss or suspension of service to smaller destinations.
- Opportunity exists in having UK carriers create a hub and spoke system in the Caribbean with regional bases, e.g. **Barbados in the South and Antigua in the North.**
- Dissolution of LIAT (1974) Ltd. creates a new opportunity for UK carriers to create Caribbean short-haul bases with their own fleet.



# UK Market | Medium Term - Experiences

## Fastest Growing Experiences

(Based on Trip Advisor research)



- Rich experiences have been crucial to travellers' decision-making around choosing a destination. Post-COVID this will become an even greater consideration for UK visitors.





# UK Market | Medium Term

---

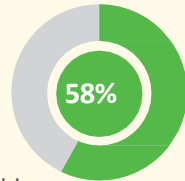
- **Slow Travel:** With the new travel restrictions implemented as a result of COVID-19, it is expected that travellers will be slower with their holidays.
- **Nomadic travel;** Barbados Welcome Stamp is leveraging this emerging trend.
- **Luxury villas** and the **holiday home rental platform AirBnB** provide opportunities for travellers seeking their 'own space' given COVID restrictions.
- **Insurance** packages destination-side, specifically designed for COVID-19. E.g. ABTA Travel Sure.
- **Behind the gateway** markets and opportunities therein: Ireland, Scotland and Mainland Europe.



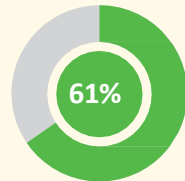
# UK Market | Long Term - Sustainability

## Generational interest in Eco-Friendly products

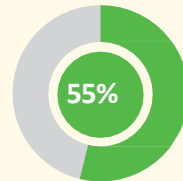
% who agree that they would pay more for eco-friendly products



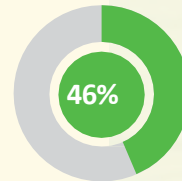
Gen Z  
(16-21)



Millennials  
(22-35)



Gen X  
(36-54)



Baby Boomers  
(55-64)

- Eco-friendly and Sustainable travel had been growing in importance pre-COVID, and it is likely that after the pandemic it will be of even greater importance to travellers.
- Popular types of travel in this space include, vegan hotels, no footprint travel and farm-to-table travel.

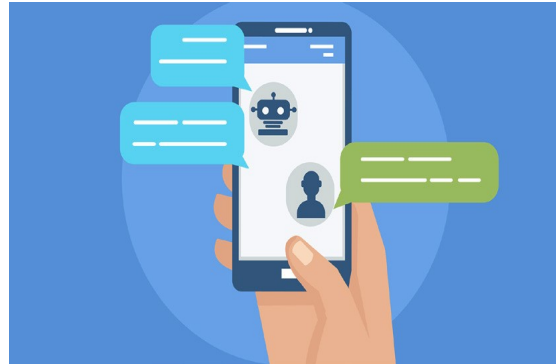


# UK Market | Long Term - Tech and Innovation

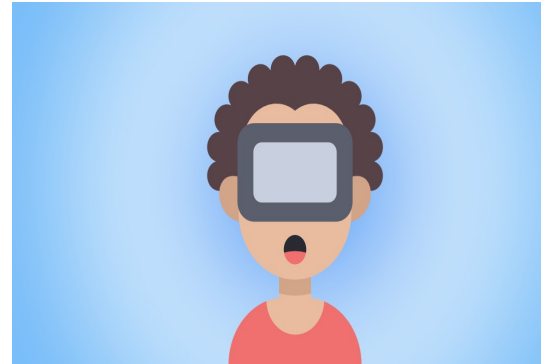
---

- UK consumers have picked up new **digital** and **low-touch activities**, including video-conferencing and online streaming that have helped with the **overall lockdown situation**
- Going forward, travel brands will need to leverage these media to effectively communicate.

**Chatbots**



**Virtual Reality**



**Track & Trace Apps**



**Cash Free Society**



# UK Market | Summary

---

The road map for the next 6 - 18 months for Barbados and the Caribbean to regain footing in the UK market post-COVID should comprise the following tactical and strategic elements:

- We need to focus on the three key pillars when communicating: Flexibility, Trust and Value.
- In the short term we need to amplify incentive programming around the four core niche areas (cuisine, romance, health & wellness, and soft adventure).
- Prioritize experiences, sustainability and diversifying the destination's traditional tourism proposition, with concepts such as slow travel and nomadic travel.
- We need to leverage technology in the increasingly digital and low touch world that has emerged during and is likely to remain, post COVID.
- Robust approach to driving demand from behind the gateway territories (Ireland and Scotland), taking advantage of connectivity into London and Manchester from their key cities/hubs.



# Contact Information

---



CHERYL CARTER

Director, United Kingdom

Barbados Tourism Marketing Inc.

263 Tottenham Court Road

London, W1T 7LA

United Kingdom

Email: [cherylc@visitbarbados.org](mailto:cherylc@visitbarbados.org)



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



---

SIMPLY CARIBBEAN. A SMALL BOUTIQUE TOUR OPERATOR BASED IN THE UK. WE SPECIALIZE IN OFFERING CLIENTS AN IN-DEPTH KNOWLEDGE OF THE CARIBBEAN AND THE HOTELS WE FEATURE.



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

## About Simply Caribbean Luxury Holidays



- 
- We are a small boutique tour operator based in Kent, England. We specialize in the Caribbean, offering a mixture of boutique, 4 \* and 5 \* hotels and luxury villas. We are mainly a direct sell tour operator. Our most popular islands are St Lucia, Antigua, The Grenadines, Barbados, Jamaica and Grenada.
  - Our clients are mostly over the age of 45 with a large disposal income. Some travel up to 3 times a year to the Caribbean with us. With an average spend of £4,150 per person.



## How Covid-19 has affected our business and the UK travel sector



What did we do differently from other operators?

- Refunding clients quickly due to the Package Travel Regulations 2018
- Calling clients so they did not have to chase us, which in turn kept our goodwill and integrity in tact.

Due to our outstanding client relationships we managed to move 94% of affected booking, 2% of clients did not want an immediate refund but for us to hold funds for another future holiday. This is so positive as 100% of our business is into the Caribbean.

**4% Refunded within 28 days of cancellation**





## The future for the UK traveler to the Caribbean for 2020/2021



---

### The fears:

- Not being able to get a test in the UK within 72 hours of travelling for Barbados.
- Concerns about Covid-19 and American tourists.
- Worried the holiday experience will not be the full experience and having to stay at the hotel

### The problems:

- Expensive testing in the UK around £150 pp via post.
- Testing turnaround time is currently 96 hours at best

## The future for the UK traveler to the Caribbean for 2020/2021



---

### The Positives:

- Bookings for 2021 are strong and continue to grow albeit at a slower pace.
- Clients have kept funds within our business waiting to be able to book again
- Clients love the Caribbean and genuinely want to support the islands and their tourism
- We have clients waiting to book and are showing strong interest in quarter 4 and early 2021. They are holding fire at the moment but showing interest
- Hotel offers are strong and so far clients have been happy with pricing.
- Budgets... are we seeing an increase or decrease? The same. Some clients will want to take advantage of the situation but on the whole we haven't seen any clients asking for big reductions. This may change once travel is comes back.



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

## How we can work together to get through this pandemic?

---

- What are the key things motivating the consumer in this environment and what are the drivers of business? Occasions, weddings, big birthday celebrations, anniversaries and honeymoons. Clients still want to travel for these occasions, and these are the main reasons for booking currently.
- What can Caribbean hotels do to build new business right now? To keep in touch with clients and tour operators with updated safety protocols and offers. Show these positives in webinars and newsletters
- What are clients looking for with their accommodation? Hotels with larger grounds will be in demand where clients can have space away from other guests. Villas and apartments are also proving popular.
- Dining; ensuring a selection of dining options especially outside beachfront/terrace options. Lengthening and staggering dining times.



## How we can work together to get through this pandemic?

---

- Flexible cancellation policy. For both direct sell and tour operator contracts, to ensure clients are confident booking both ways.
- Hotel Pre-payment; to ensure all tour operators pay hoteliers in advance
- Airlines cancellation policy; this is a challenging area as the airlines are not giving the tour operators flexible booking conditions to go with the hotels policies and we have the package travel regulations 2018 to work within. Everyone needs to work together.



## **Looking towards the future**

---

For all of us here this has been the most challenging of situations and we are still working through the difficulties Covid-19 has dealt us. I truly believe that if we persevere, adapt and believe in our products we will survive this. We need to show our clients and potential clients that we are confident and passionate about our hotels/islands and we believe in what the individual governments are trying to implement to keep everyone safe and protected. I personally think the Caribbean islands have done an outstanding job in this respect.

The European consumer wants to get back to some kind of normality and they're desperate to travel again especially to the Caribbean.

# Contact Information

---



Natasha Griffin  
Simply Caribbean Luxury Holidays

[natasha@simplycaribbeanholidays.co.uk](mailto:natasha@simplycaribbeanholidays.co.uk)

Tel: 44 1732 811043





## The UK Travel Trade and the Caribbean



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

## State of play in the UK travel industry:

---

- Removal of blanket travel ban good for the UK travel industry. Provides some certainty.
- Danger of consumer confusion due to difference in regulations between UK and destinations.
- Potential 'minefield' is a good opportunity for travel agents.

Icelolly.com customer research indicates **28%** of respondents still intend to go on holiday in Summer 2020, with **32%** looking towards Winter 2020/2021.



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



# UK Travel Agents:

---

Public understanding value of the travel agent.  
Necessary to understand the 'minefield' of regulations.

Travelers looking to industry experts to help them navigate uncertainty.

Trust in travel agents higher than trust of the traditional media when looking for advice on 'your next holiday'.

GDS Travelport's traveler confidence index points towards a dramatic upturn in travel from the UK, based off its airline bookings and search data.

TUI reopened 100 stores on 13<sup>th</sup> July to focus entirely on new bookings.

Adversity of Coronavirus has brought tour operators closer with travel agents.



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# What the UK traveler wants:

---

Most common questions customers are asking are: “is it safe?” and “what is open”.

Positive word of mouth messages from the returning first wave of travelers is crucial to coax cautious Brits to destinations, converting searches to bookings.

Criteria for the traveler:

- Confident that social distancing and Covid safety protocols in place.
- Want access to the outdoor and large open spaces.
- Clear that their holiday does not come at the expense of the local populations' wellbeing.
- Sustainability is key.



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# What does this mean for the Caribbean:

---

- Caribbean opening is a positive for the UK Travel sector.
- Winter sun destination, with UK consumer looking at Winter 2020/2021.
- Contacts in the Caribbean looking forward to very positive 2021, with a return to 2019 levels.

Flights resuming:

British Airways - Gatwick to Barbados from July 18<sup>th</sup>

Virgin Atlantic - Heathrow to Barbados from August 1<sup>st</sup>

Jamaica, Saint Lucia, Antigua, Grenada and Tobago to follow across both airlines.



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# How can the Caribbean maximize its position:

---

- Clarity, collaboration and communication.
- Convince the traveler regarding covid safety and sustainability.
- Stay 'front of mind' for UK traveler and the travel agent.
- Caribbean destinations immediately benefiting were the first to announce re-opening.
- Martinique now ahead of Jamaica and Antigua and Barbuda in terms of international bookings – ForwardKeys.





# Communication and Promotion:

---

## TRAVELWEEKLY

- 15,316 issues of Travel Weekly Magazine circulated per week
- Penetrating 75% of UK travel agents
- 150k Social Media followers
- Over 1 million visits to Travelweekly.co.uk during coronavirus pandemic.
- Monthly average of 500k per month.
- 67 events per year.



- Europe's leading media business for travel and hospitality.
- Recipient of the 2020 Queens Award for Enterprise.
- Market leading B2B events, exhibitions and insights.



---

## Uniting the Global Tourism Community

Providing a platform for change through public and private sector partnership.

- The Caribbean has been very aggressive in establishing protocols that will protect travelers as well as locals.
- Protocols are being adhered to throughout the Caribbean, some countries have the World Travel and Tourism Safe Travels stamp.
- Short term pricing is favorable.
- The Resilience Council works closely with the Global Resilience and Crisis Management Centre established in the heart of the Caribbean, Jamaica, where constant monitoring ensures the Caribbean is leading in safety for travelers.



## Contact Information:

---



Daniela Wagner

Group Business Development Director

Jacobs Media Group

[daniela.wagner@jacobsmediagroup.com](mailto:daniela.wagner@jacobsmediagroup.com)

**TRAVELWEEKLY**

[www.travelweekly.co.uk](http://www.travelweekly.co.uk)



Global Travel & Tourism  
**Resilience  
Council**

[www.resiliencecouncil.com](http://www.resiliencecouncil.com)



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

Thank You for Attending!

Tomorrow:



Next Week:



Finding Opportunities in a Crisis –  
Entrepreneurship in Food & Beverage:  
Beverage Sector  
Friday, July 17, 4:30-6:00PM ET

Minimizing Risks With Waivers and Protocols  
Thursday, July 23



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

amadeus

FIGMENT DESIGN  
Powered by Imagination

interval  
INTERNATIONAL

marketplace  
EXCELLENCE

mastercard

str

TRAVELZOO®

UNITED STATES  
VIRGIN  
ISLANDS

HMC&B  
HAMILTON, MILLER, HARRIS & BISHOP  
Adventures in Taste