

RetailX UK Travel 2023

The RetailX Ecommerce Sector Report series offers a retail-focused overview of the state of commerce in a range of sectors, both globally and by country, blending data from ecommerce and trade associations with national and government data, our own research and other sources.

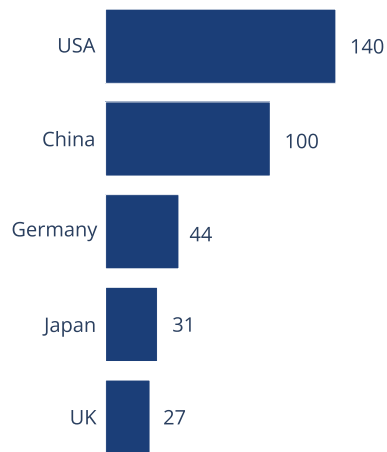
£27bn

annual travel sector revenue in the UK

£1bn

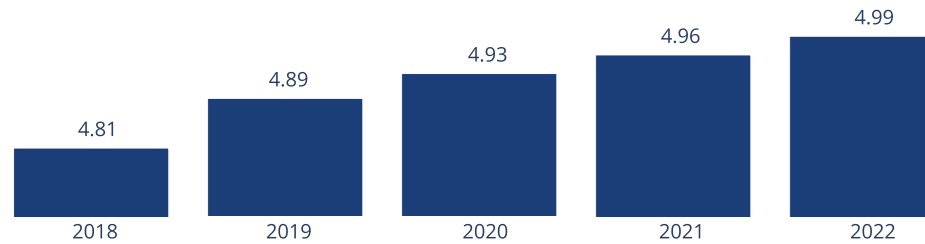
market size of the UK online travel agency

Travel and tourism revenue by country (£bn), 2022



Source: Statista Market Insights

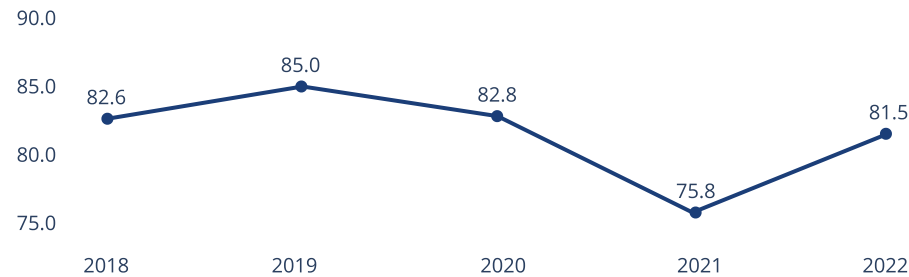
Average length of holiday stay, UK – 2018-22 (days)



Source: Statista Market Insights

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Average holiday daily expense (£), the United Kingdom, 2018-22



Source: Statista Market Insights

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This year's UK travel report brings together insights from RetailX consumer surveys and third-party research and features a number of case studies from leading companies in the sector.



Download the full report: internetretailing.net/report-hub/uk-travel-report-2023

31%

of UK consumers shop online more than once a week

15%

of UK travellers would pay extra to cancel or change bookings after the start of a trip

46%

of online flight bookings are made directly through the airline's website

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