

# Oppdatering UK 19.april 2023

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# Agenda

- Generelle oppdatering - Kate
- Oppdatering Travel Trade Leisure - Sandra
- Oppdatering MICE - Britt



## Status sist vi møttes i September

- Liz Truss var statsminister og Kwasi Kwarteng's mini budsjett var lansert
- Inflasjon lå på 10% og var forventet å gå opp til 13% ved slutten av året
- Renten hadde begynt å stige og lå på 2.25% - var forventet å stige til 6% våren 2023
- Arbeidsledigheten var historisk lav på 3.6%
- Energi priser forventet å gå opp igjen april
- Labour lå 17 prosent poeng foran Conservatives



# Status i markedet

# Oppdatering – Hva har skjedd siden September

20.oktober

Liz Truss går av etter katastrofalt minibudsjett og mistillit i eget parti.  
Hun var Statsminister i kun 44 dager

25.oktober

Ny Statsminister Rishi Sunak

15.februar

Nicola Sturgeon går av som First Minister for Skottland

Cost of living crisis

I 2022 økte matpriser med 16.9%  
Høst og vinter preget av streiker blant lærere, helsevesen, transport arbeidere og offentlig sector

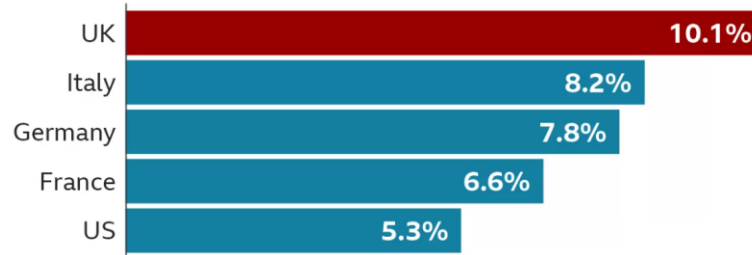


## Hva snakkes det om i dag: Cost of Living crisis

- Inflasjon ligger på 10,1% ned fra 10,4% i februar
- Mat og drikke opp med 19.1% i forhold til same tid i fjor
- Bensin kostnader har gått ned, men prisen på energi, egg, melk og brød driver inflasjonen opp

### Inflation in advanced economies

Harmonised Index of Consumer Prices in March 2023



Note: February figures for US.

Source: Eurostat, Office for National Statistics

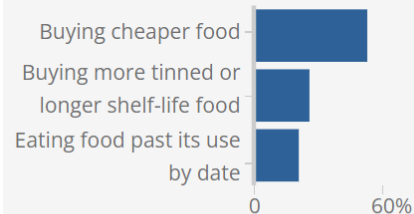
BBC

# Cost of Living - Matpriser

- Inflasjon i matpriser- de er fortsatt skyhøye og lå på 19.1% i mars
- Høyest inflasjon i prisen på grønnsaker, brød, egg, melk, energi
- Distribusjons problemer – dårlig vær i sør Europa
- Høye energi priser i UK gjør at mengden grønnsaker dyrket her reduseres

## Over half of adults are buying cheaper food because of cost of living increases

Adults in Great Britain, 15 to 26  
February 2023



Office for National Statistics

### Cost of living: Tackling it together

See All



Five hacks to help save money on your food shop



BBC Food's family £1 slow cooker meal plan



Frozen food beating fresh as shoppers seek savings



Pet owner feeds her cats before herself



Your personalised guide to saving money



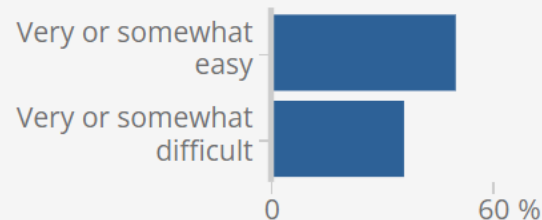
Shopping lists making a comeback to save us money

# Cost of Living - Huspriser

- Boligpriser fortsatt på vei ned
- Antall hussalg stagnert
- Leiepriser på vei opp
- Renter på vei opp og ligger nå på 4.25% (høyeste på 14 år)

## Over 1 in 3 adults are finding it difficult to afford rent or mortgage payments

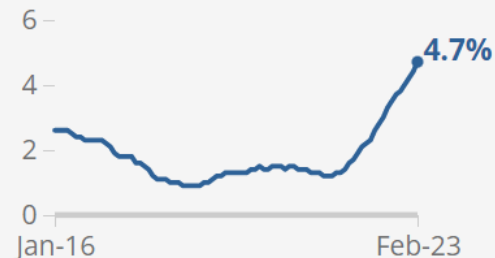
Adults in Great Britain paying rent or mortgage payments, 22 March to 2 April 2023



Office for National Statistics

## The UK annual private rental price growth rose to 4.7% in the 12 months to February 2023

Index of Private Housing Rental Prices percentage change over 12 months, UK



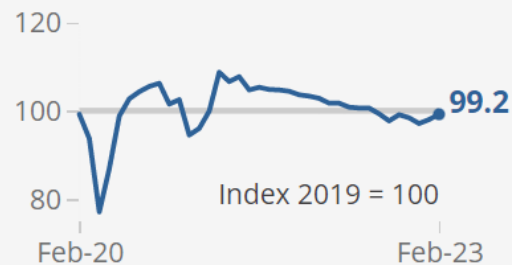
Office for National Statistics

## Cost of Living - Handel

- Salg av forbrukervarer har økt med 1.2% i forhold til januar
- Salg av mat har økt men matbutikkene tjener mindre
- Forbrukere bruker mindre på varer som ikke er nødvendige
- Flere låner penger for å dekke forbruk

### Retail sales volumes rose by 1.2% in February 2023

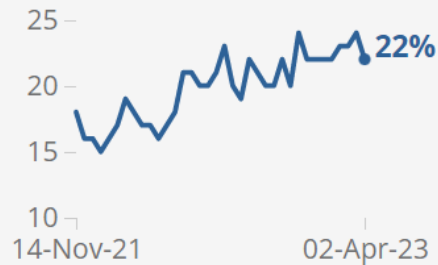
Volume sales, seasonally adjusted, Great Britain



Office for National Statistics

### Over 1 in 5 adults are borrowing more money or using more credit

Adults in Great Britain



Office for National Statistics

# Cost of Living - Arbeidsmarkedet

- I siste kvartal av 2022 gikk reelle lønninger i UK ned med 2.4% (etter justeringer for inflasjon)
- Lav arbeidsledighet på 3.4%
- Konstruksjon er med på å øke GDP, men streiker i offentlig sektor, blant lærere og i helsevesenet har hatt negativ effekt på økonomien

## After taking inflation into account, average pay has fallen

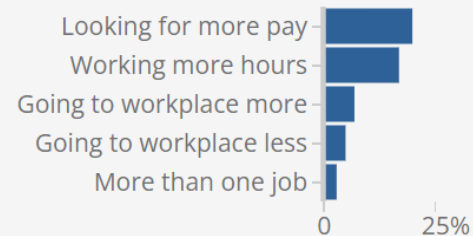
Average weekly earnings, real terms year-on-year three-month growth rates, seasonally adjusted regular pay, Great Britain



Office for National Statistics

## Around 1 in 6 working adults are working more hours due to cost of living increases

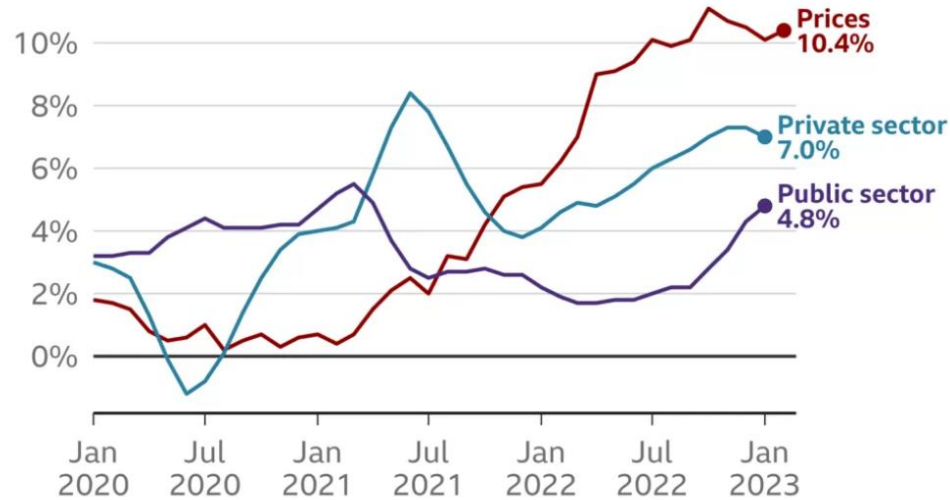
Working adults in Great Britain, 22 February to 5 March 2023



Office for National Statistics

## Pay is not keeping up with inflation

Annual wage (Jan 2023) and price (Feb 2023) growth



Source: Office for National Statistics

BBC

# Stemning i markedet - Fremdeles hardt, men grunner til optimisme

- Alpha Omega at regjeringen får  
bukt på Inflasjon  
- Valg i 2024  
- Labour ligger 23% foran  
conservatives

Februar tall viser at GDP er  
same som januar og landet  
er ikke offisielt i resesjon

Inflasjon ligger på 10%  
Forventet at den synker til  
3.5% i siste kvartal

Renten ligger på 4.25%  
men har ikke steget så høyt  
som først fryktet –  
forventes å synke i 2024.

Spennende vår – kroningen  
av King Charles og Queen  
Camilla og vi får en ekstra  
fridag 😊

Eurovision i Liverpool i Mai –  
stor spenning rundt dette!



# The UK Travel Industry

**NEWS**  
IN DEPTH

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## **CALM BEFORE THE STORM**

The cost of living crisis hasn't fully hit home for travel yet, but the industry is bracing itself for a shock when soaring fuel bills start to kick in

# Trade optimism grows as consumers plan to spend more on holidays in 2023

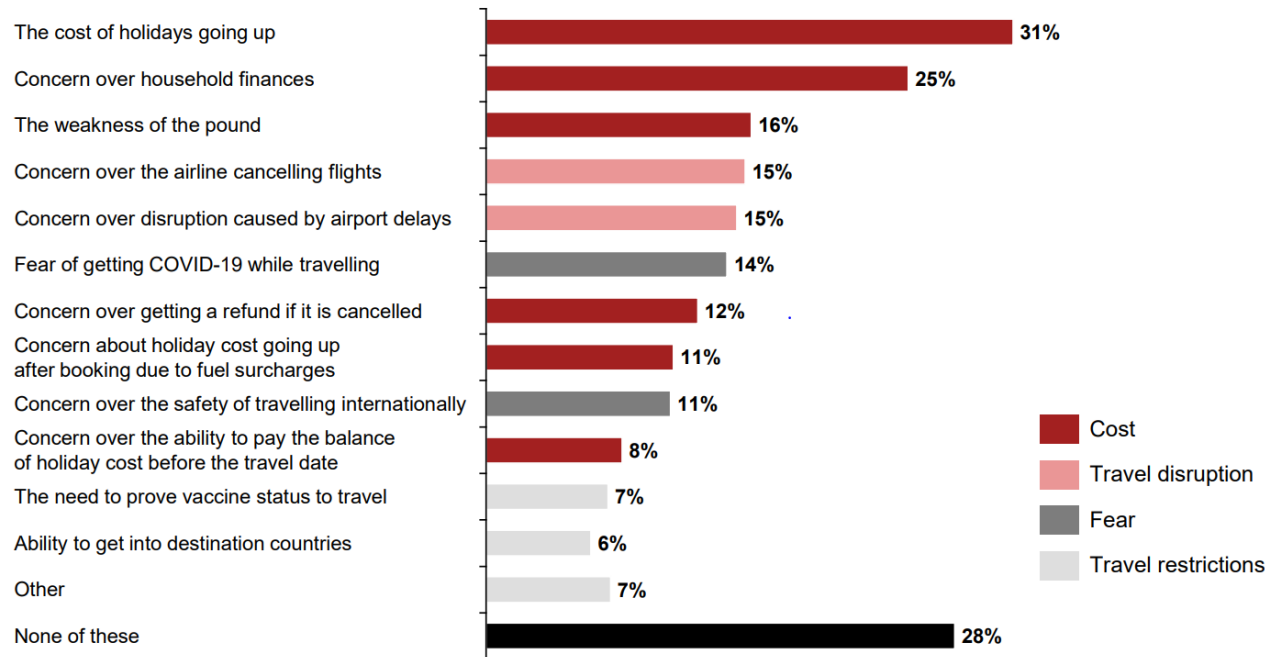


# Consumer sentiment

# Financial factors are now the biggest barrier to travelling, outweighing COVID fear and supply disruptions

**Which of the following, if any, are the biggest barriers to you travelling internationally?**

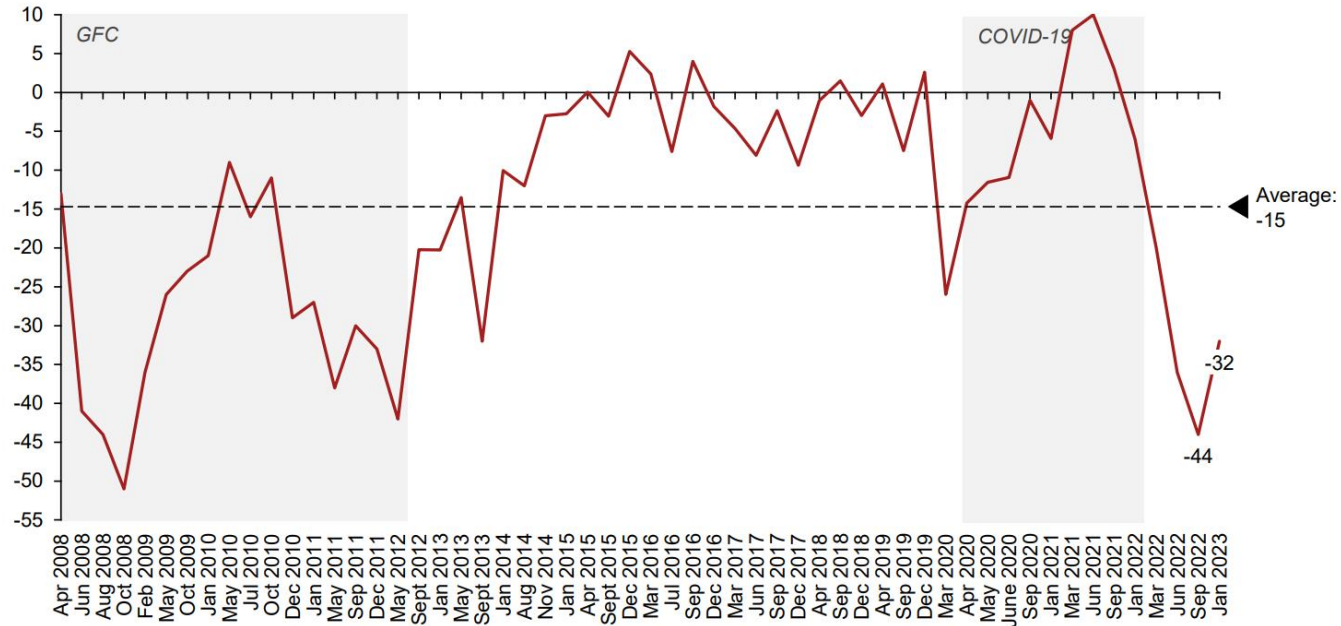
*% of respondents choosing each option (multiple choice)*



# Consumer sentiment in the outlook for household finances has improved somewhat...

## UK consumer sentiment in outlook for household finances

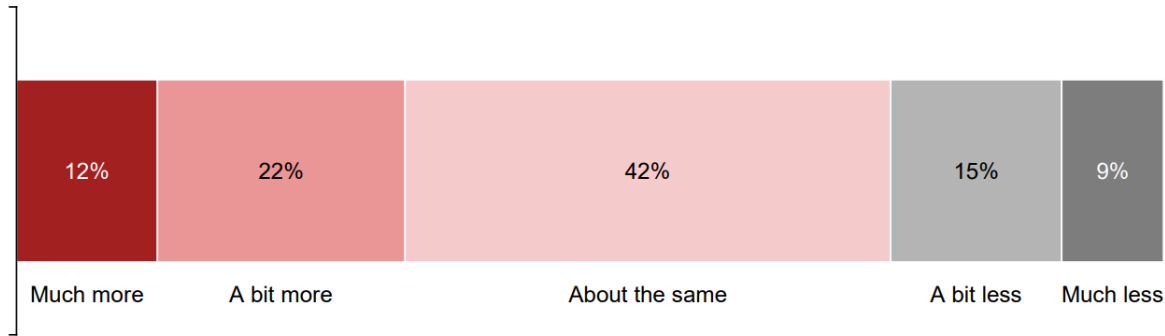
Balance of opinion, 2008–2023



# While consumers are spending cautiously, holidays are a priority and most expect to spend the same or more on holidays in 2023 as they did in 2022...

**Will you spend more or less on holidays in 2023 compared with 2022?**

*% of respondents*



**Vs Oct**  
*(ppt)*

-1

-12

+7

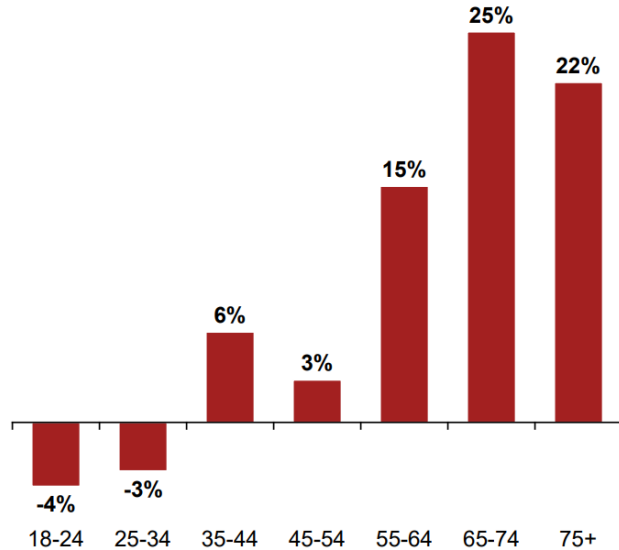
+5

+1

Note: Question wording: Thinking about your total spending on holidays (domestic and international), how much will you spend in 2023 compared to 2022? This would include any costs associated with the holiday, such as tickets and accommodation  
Source: Strategy& Consumer Survey (Feb 2023)

# ...with older age groups in particular expecting to spend more

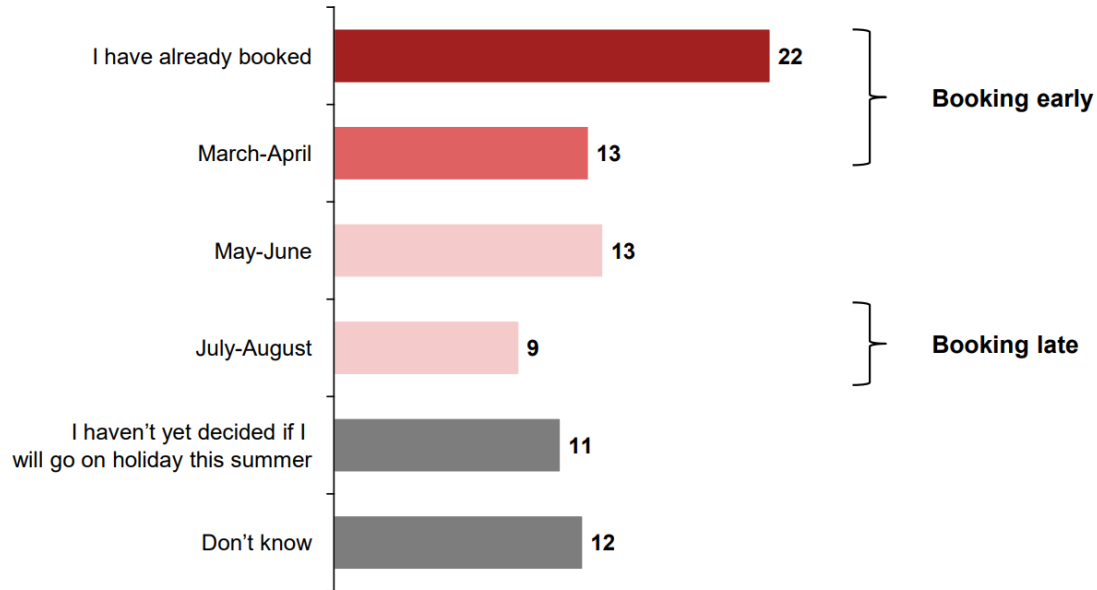
**Will you spend more or less on holidays in 2023 compared with 2022? – by demographic group**  
*Balance of opinion<sup>1</sup>*



# Booking timings are quite spread this year, with some booking early and others late

## When do you plan to book a summer holiday for 2023?

% of respondents<sup>1</sup>



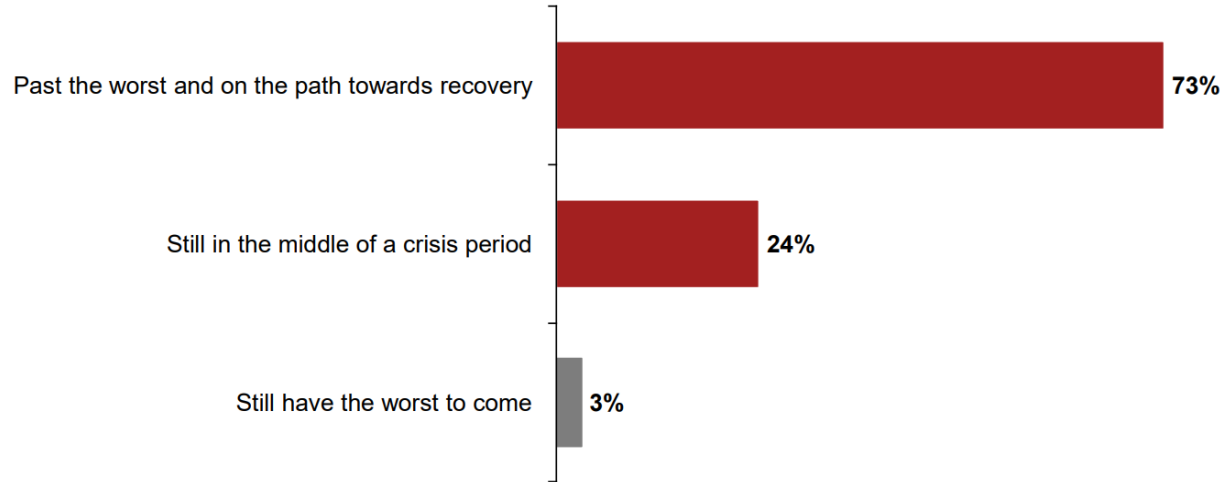
# Tour operator sentiment

# Operators are optimistic that the industry is past the worst of its recent challenges and on a path to recovery

The market environment for travel has been challenging (COVID, cost of living pressures etc).

Where do you think we are in terms of outlook for the travel industry?

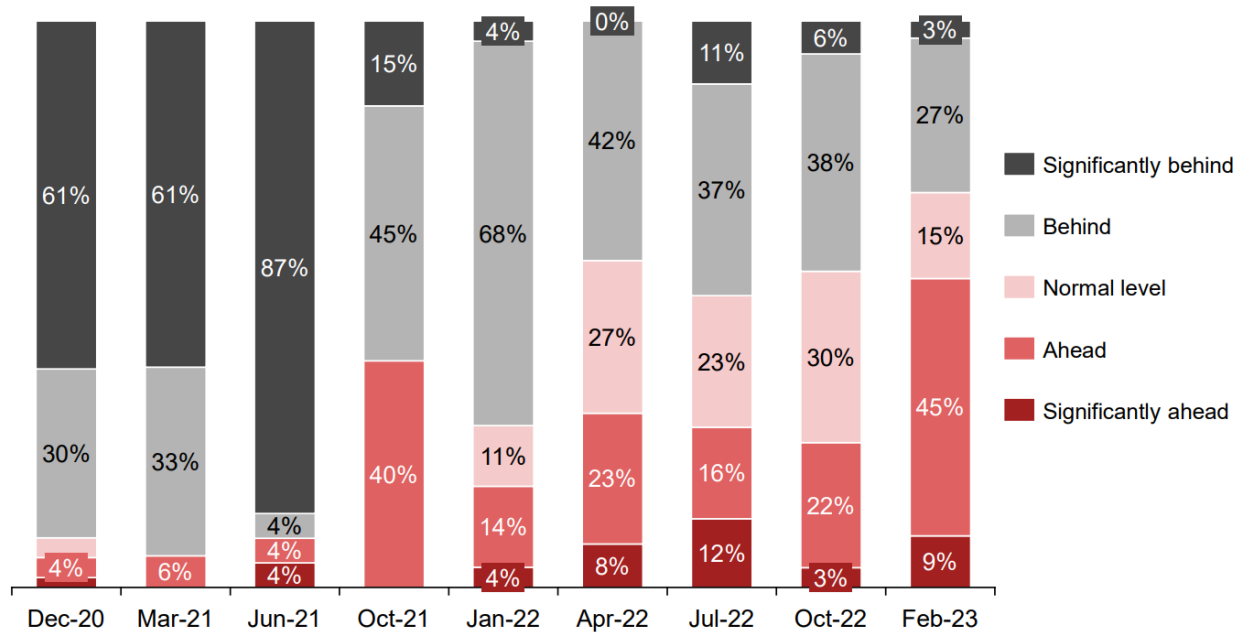
*% of respondents*



# Most businesses are now seeing bookings at normal levels or above for this time of year

What level of demand are you seeing for 2023 Summer holidays compared with the normal level for this time in the booking cycle?

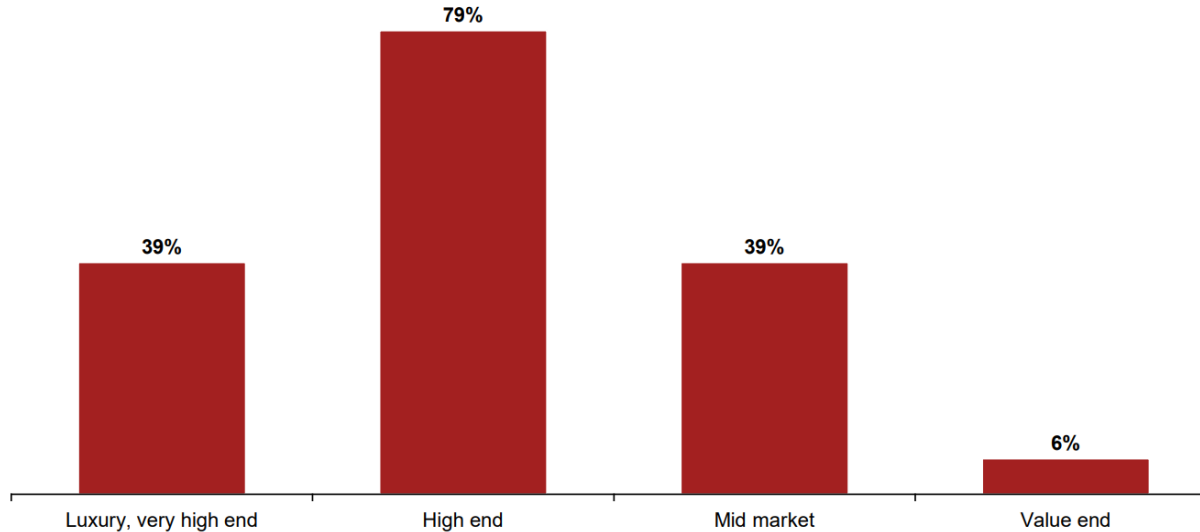
% of respondents



# More demand is being seen at the premium than value end of the market

**What price segments are you seeing demand for in 2023?**

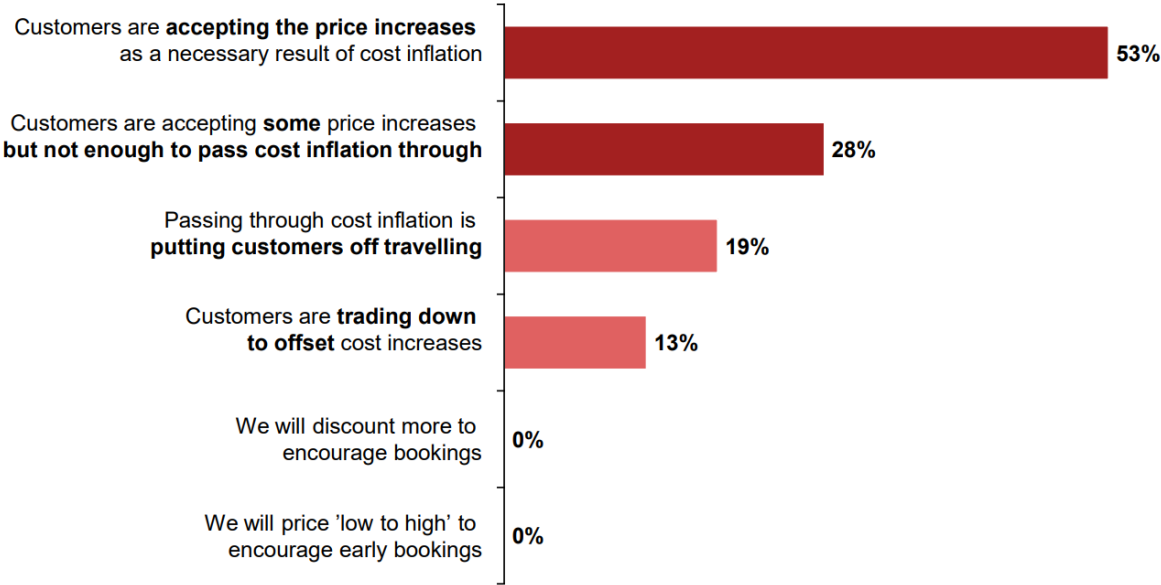
*% of respondents (multiple choice)*



# Most operators are finding customers accepting of price increases

Which of the following pricing related points do you agree with?

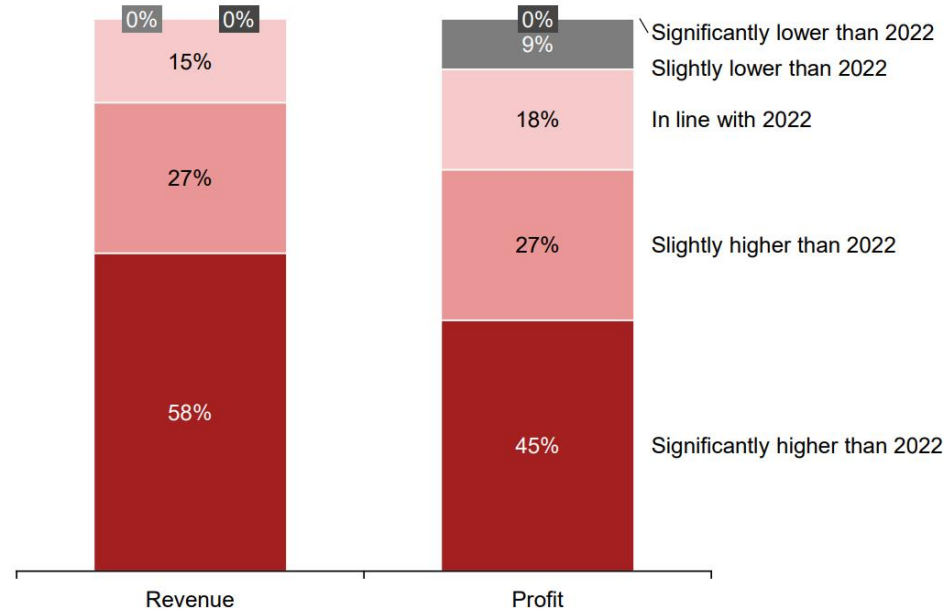
% of respondents



# Most operators are optimistic that revenues and profits will be higher in 2023 than in 2022

## What are your expectations for profits in 2023 vs 2022?

*% of respondents*



## Our Tour Operator contacts

Strong  
demand

Increased  
bookings

Higher  
spending

FITs & smaller  
groups

Trouble  
recruiting

Low  
availability

Airline routes

Knowledge

# Norway Workshop in London

## 14 June: Market Forum Day *(for suppliers)*

14.00 The UK Travel Industry

18.00 Welcome

## 15 June: Workshop

10.00-10.30 Breakfast networking

10.30-12.30 Meetings

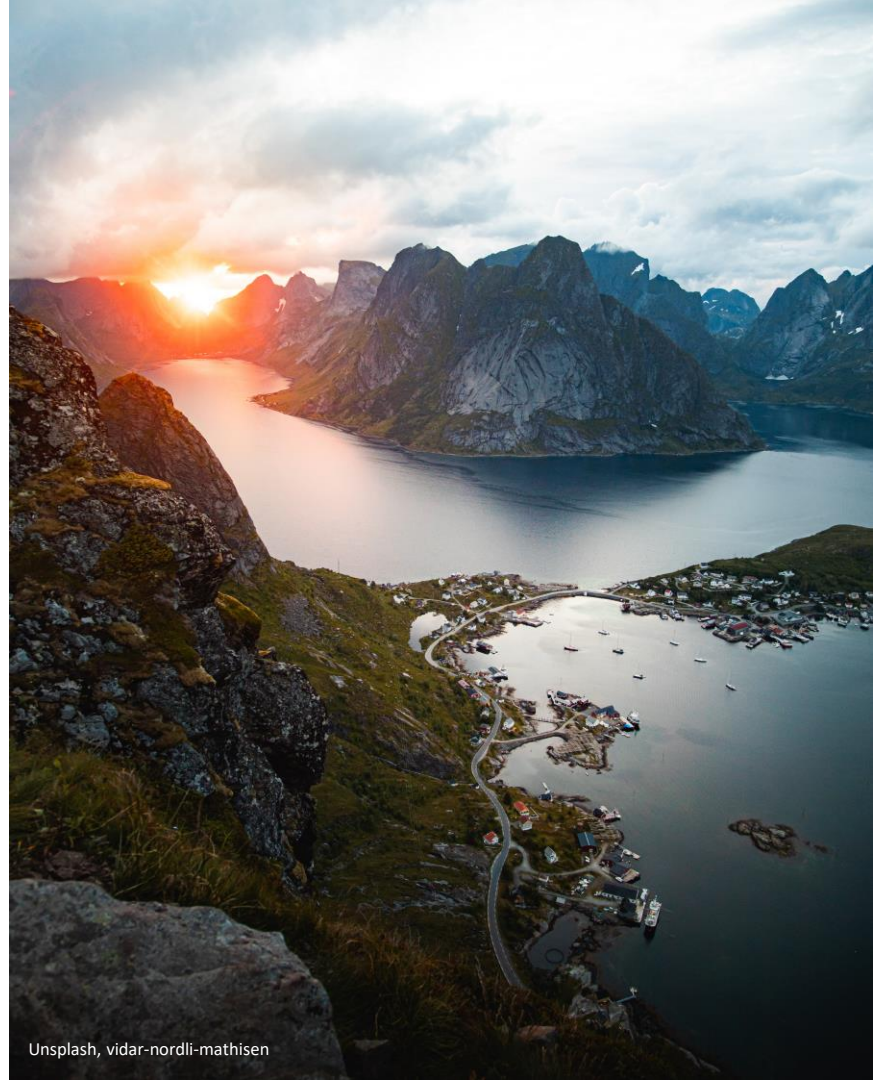
12.30-13.45 Lunch

13.45-15.00 Meetings

15.00-15.30 Break

15.30-16.30 Meetings

16.30-17.30 Canapés and drinks



# UK markedet

## Situasjons analyse MICE

19. april 2023

Britt Gorniok



## Dagens situasjon



Mangel på  
arbeidskraft



Kortere lead  
times



Inflasjon/Cost  
of living



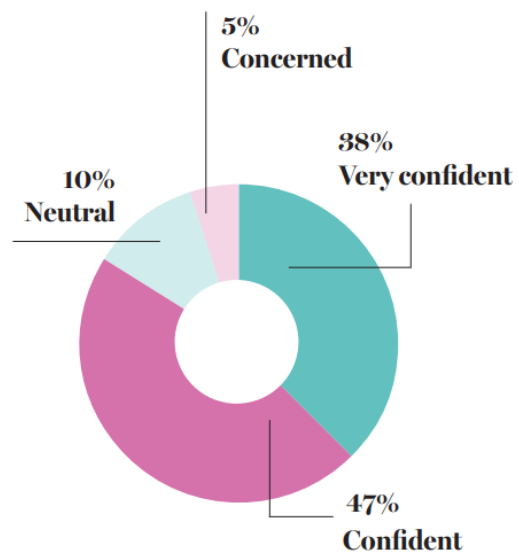
Økt  
etterspørsel

Det er en utfordring!



## Dagens situasjon

What are your thoughts and feelings for the future of industry?



Fremtiden er positive!



## Trender for 2023

- Mer fokus på nettverk, wellbeing, workshops
- Mindre theatre-setting, mer utendørs og sosiale settinger
- Hybrid kommer fremdeles til å ha en plass
- Arrangementer skal bygge opp om et firmas merkevare, både internt og eksternt
- Budsjetter fortsetter å være under press
- Mange firmaer har mye penger, men er opptatt av signaleffekten
- **Bærekraft blir mer og mer viktig**
- Europeiske land forsetter å dominere
- Bleisure
- Lavt pund gjør utenlandske eventer dyrere og UK mer attraktivt

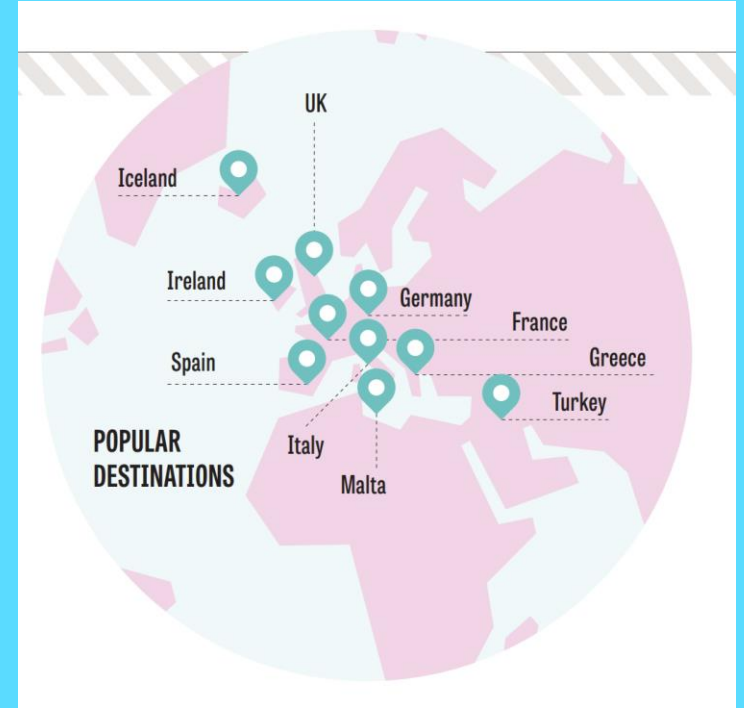
## Live events er tilbake!



## Hva avgjør valg av destinasjon?

- Transport forbindelse
- Tilgjengelighet
- Kostnader
- Sustainability/CSR
- Sikkerhet
- Hygiene/helsevesenet
- Klima

## Populære destinasjoner



## Muligheten for Norge

- Bærekraftig destinasjon
- Lav kronekurs
- Wellness / Friluftsliv
- Klima
- Regionale møter
- Sikkerhet/ Helse

## Ny destinasjon!



**Tusen takk for oss!**

