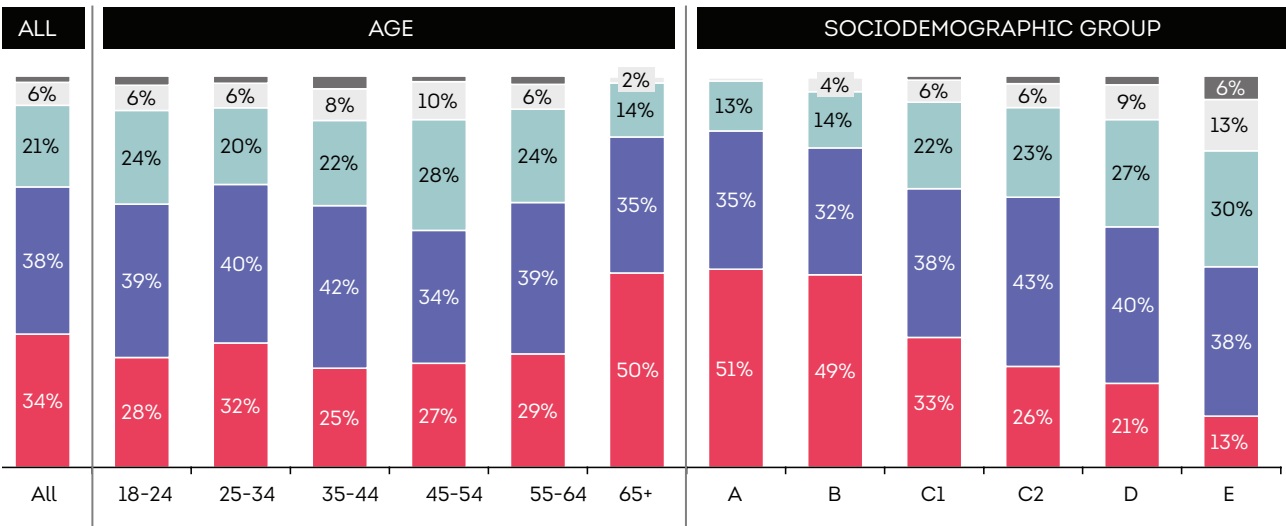


There are variances across consumer groups, with older and higher income groups the most comfortable

HOW WOULD YOU DESCRIBE YOUR FINANCIAL SITUATION AT THE MOMENT?

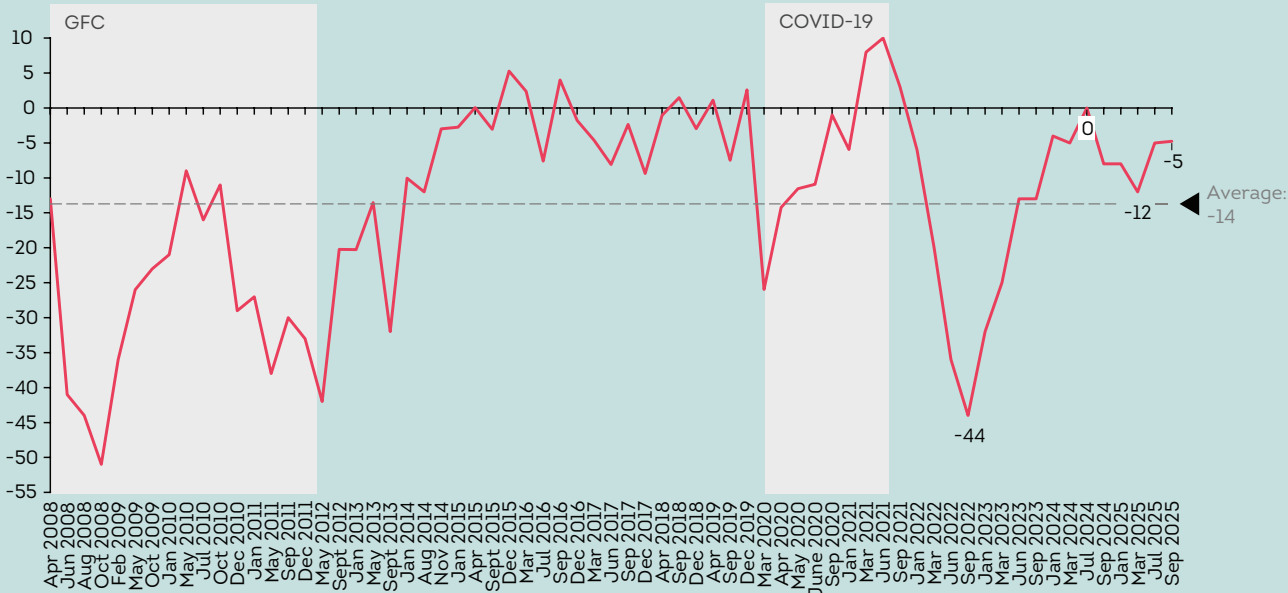
% of respondents

HEALTHY OK TIGHT STRUGGLING IN TROUBLE



Consumer sentiment in the outlook for finances is above long-term average levels...

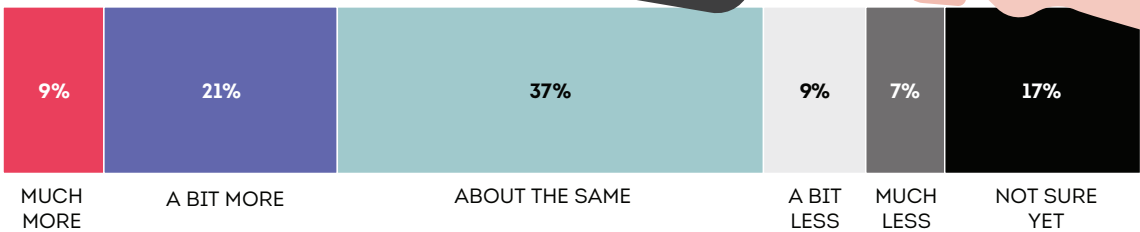
UK CONSUMER SENTIMENT IN OUTLOOK FOR HOUSEHOLD FINANCES
Balance of opinion, 2008-2025



Overall 67% of people say they will spend the same or more on holidays next year

WILL YOU SPEND MORE OR LESS ON HOLIDAYS IN 2026 COMPARED WITH 2025?

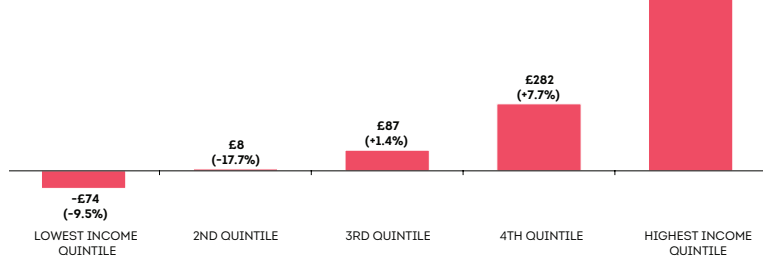
% of respondents



There is a growing divergence in discretionary income across income levels

AVERAGE WEEKLY DISCRETIONARY INCOME BY HOUSEHOLD INCOME GROUP

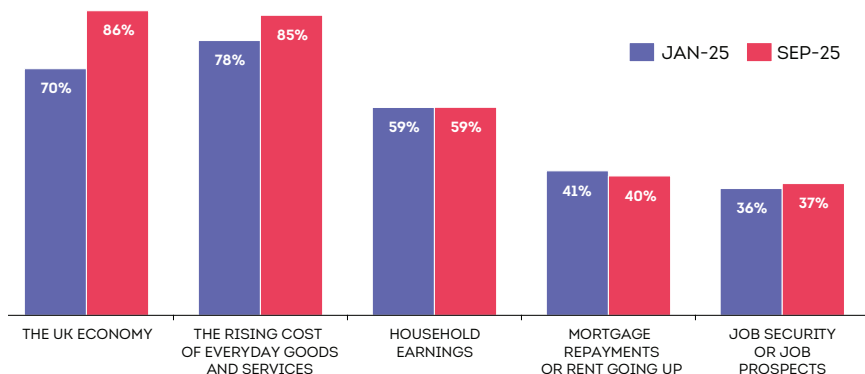
£ (YOY growth in brackets). Source: Asda Income Tracker



Economic and geo-political worries remain, with recent increases in concern around inflation and job security

CONCERN ABOUT THE ECONOMY AND FINANCES

% concerned about these issues over the next 12 months



CONSUMER SPENDING POWER

METHODOLOGY

A review of external research and a nationally representative survey by PwC of 2,000 consumers in September 2025 on how they feel about personal finance and spending, including travel spend intentions.

Consumer confidence around how much better or worse they will be for the year ahead has picked up slightly since would-be travel spenders were asked at the start of the year. At -5, on balance, there is more confidence than that signalled by the long-term average balance figure (-14), though consumers are still in pessimistic territory.

In terms of what is playing on consumers' minds for the year ahead, 86% report fears for the UK economy, up from 70% in January 2025, while concerns for rising costs of everyday goods and services, and job security, are also on the rise. "Confidence is still a bit fragile – meaning people continue to be careful and considered with spending," says PwC's Eleanor Scott.

Turning to their current financial situation, just over 70% of consumers feel this is "healthy" or "OK", a similar picture to that seen over the last year, though 21% say their finances are "tight". In a continuing trend, older and higher income consumer groups exhibit the highest levels of confidence, those aged between 25 and 34 have expressed one of the highest increases as the year has progressed. According to Asda's Income Tracker, the divergence in discretionary spending between higher and lower income groups is widening, with real concerns at the lower end that net income is becoming insufficient to pay essential household costs.

But where does this leave travel spending intentions? PwC's latest figures reveal that 30% of consumers think they will spend more on holidays next year compared with 2025, with a further 37% will keep spending levels within travel at around the same. "This is marginally less positive than our findings a year ago, when we had 75% saying they would spend the same or more," says Scott. "But with 17% reporting that they are unsure yet, this could change."

Among those saying they are likely to spend more on holidays next year, the main reason is the expectation, once again, that holiday costs will rise, but 20% signal that they are looking to take more holidays in 2026.

"There is also evidence of consumers planning to trade up their holidays from those they took in 2025, such as taking longer holidays, spending more while on holiday and holidaying abroad instead of within the UK. This is a similar overall picture to last year," Scott confirms.

This report was compiled by Sarah Dennis and produced by TTG Media and PwC in December 2025 to coincide with the TTG Media Agenda 2025 Winter Breakfast: Scaling peaks – or feeling the pinch?, hosted in association with PwC

CONSUMER TRAVEL SURVEY

METHODOLOGY

PwC survey of 2,000 consumers in November 2025, asking about travel spending intentions and priorities in 2026.

Affordability is the top decision making factor when it comes to booking holidays, cited by 56% of consumers, significantly ahead of relaxation, ease of travel to a destination and the weather or climate while there. In fact, the top barriers consumers say they face for travelling internationally are affordability related, with 38% saying that high holiday costs are their main barrier to travel, and 20% pointing to concerns over household finances.

“Consumers may be basing their views on their experience of holidays this year, but there are also concerns over safety and potential travel disruption. These are affecting a significant proportion of consumers, so it’s worth travel businesses bearing this in mind with communication to customers,” says PwC’s Eleanor Scott.

Travel businesses should plan for peaks, but the trend towards booking late is on the rise. While 19% of consumers revealed they are most likely to book their 2026 summer holiday between January and March next year, more than a fifth are likely to book between April and August.

“We can expect around 20% of travellers to have booked a summer holiday for 2026 by the end of this year, but, including those that are not yet sure when they’ll book, more than 60% are potentially going to book late, so there could be more late bookings next year versus this year,” says Scott.

Among those looking to book late, while around a quarter said they normally do this, more than one in five revealed that they anticipate price drops or last minute deals if they wait. This, coupled with marketing messages around value and special offers being the most likely to draw their attention, signals that discounting may be on the cards. Nearly four in 10 consumers said money-off promotions would encourage them to use a travel company, while inclusions of free extras or upgrades would be a draw for about a quarter of travellers.

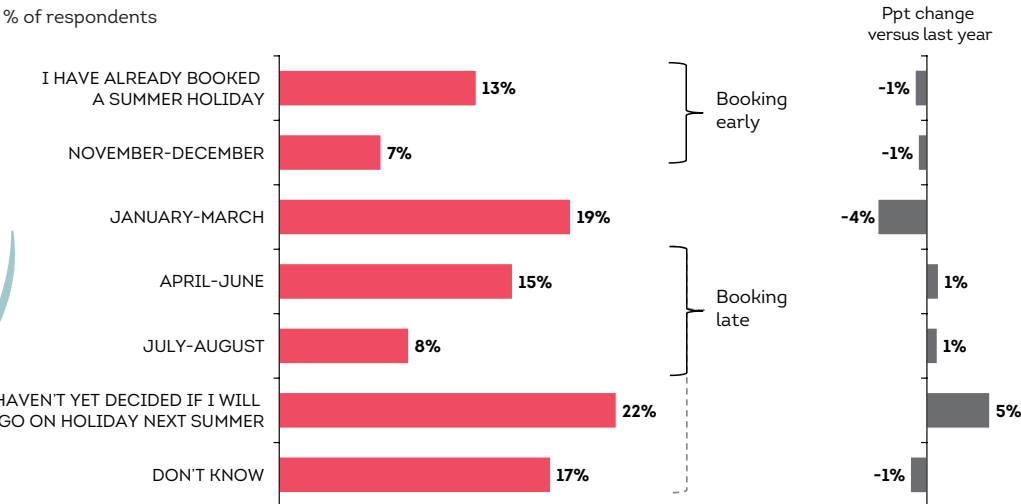
Meanwhile, nearly eight in 10 consumers are turning to social media for inspiration, destination research and researching experiences within destinations. Nearly half however, said they use it to buy travel directly.

“This isn’t possible in most instances so the fact people think this is what they’re doing potentially signals the demand, and we expect this will develop in various ways over the coming years,” Scott notes.



A large proportion of people could book holidays late next year, more than for this year

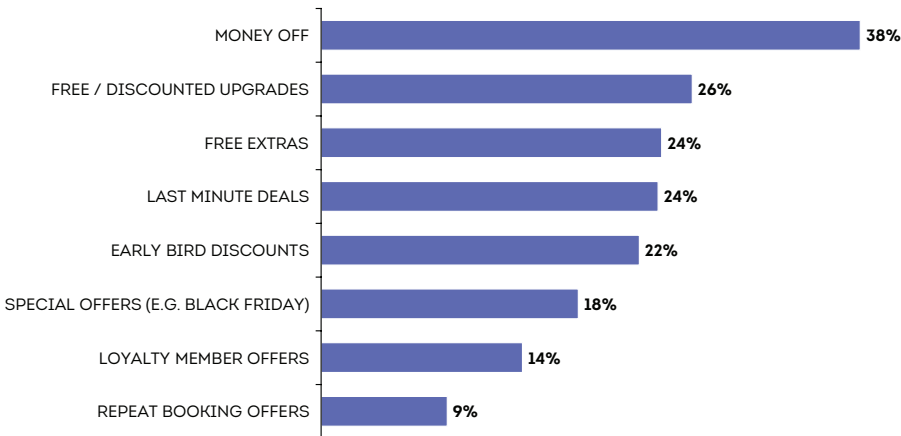
WHEN DO YOU PLAN TO BOOK A SUMMER HOLIDAY FOR 2026?



A range of types of promotions are appealing to consumers, including discounts, upgrades and exclusive offers

WHAT DISCOUNTS OR PROMOTIONS, IF ANY, WOULD ENCOURAGE YOU TO BOOK A HOLIDAY?

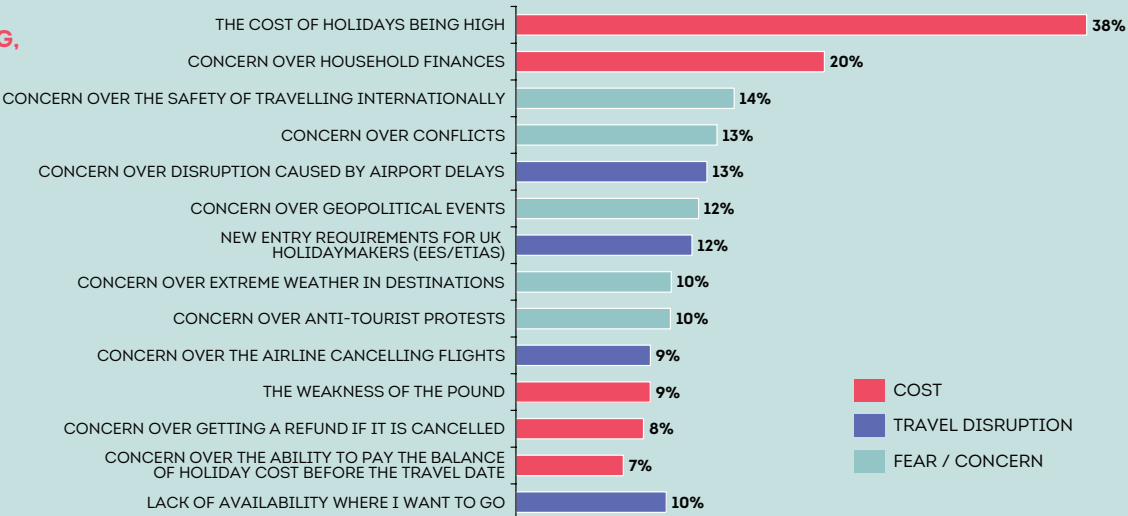
% of respondents



There are a number of barriers to travelling internationally, including cost and safety concerns

WHAT, IF ANYTHING, ARE THE BIGGEST BARRIERS TO YOU TRAVELLING INTERNATIONALLY AT THE MOMENT?

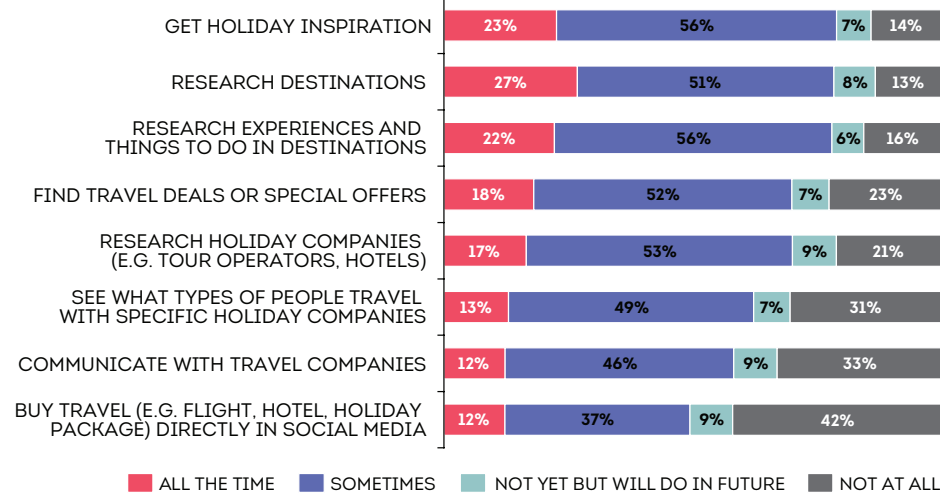
% of respondents



Social media is being used for lots of reasons including to get holiday inspiration, research options and find travel deals

YOU MENTIONED YOU USE SOCIAL MEDIA TO RESEARCH HOLIDAYS. HOW OFTEN, IF AT ALL, DO YOU USE IT FOR THE FOLLOWING ACTIVITIES?

% of respondents



Cost is a key decision factor for holidays at the moment, along with the experience and ease of travelling

WHAT ARE THE MOST IMPORTANT FACTORS INFLUENCING YOUR HOLIDAY CHOICE AT THE MOMENT?

% of respondents

