



AITO REPORTS STRONG MARKET CONFIDENCE AND CHANGES TO MARKET CHALLENGES IN LATEST SPECIALIST TRAVEL INDUSTRY SURVEY

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The latest Business Confidence Tracker Survey from AITO, The Specialist Travel Association, reveals **growth in business confidence – and expected turnover for the next 12 months** – from its specialist tour operator and travel agent members, with **over 96% of members expecting turnover to increase or stay the same in the next 12-month period. The index is currently at its second highest score level since 2022.**

Challenges remain, however, and the landscape has shifted, with supply and demand outweighing operational challenges as the key factor affecting business performance. Looking ahead, **54% of members cited supply and demand and 48% reported competition** as the main factors expected to affect their business in the next 12 months.

Tour operators in particular are driving this concern around future demand (58.1% of tour operators selected demand as their main challenge over the next 12 months, vs only 36.4% of travel agents). **Competition is the greater issue for travel agents** (53.5% vs 27.3% for tour operators).

The change in government hasn't been a cause for concern, however, with over 70% of members unfazed by how this might affect the level of support for SME travel businesses.

Roy Barker, Director of Spike Insight, commented on the survey results, saying: "Confidence is improving again, but the market is hardening – members are not seeing decline, but the results suggest that things will 'stay the same' over the next 12 months. Challenges have flipped – it's less about operational issues, regulations and recruitment, and more about market demand and competition".

Martyn Sumners also shared his thoughts on the results, saying: "It is encouraging to witness a growing confidence among AITO tour operators and travel agents in the second quarter of 2024. The latest results have unveiled intriguing shifts in market challenges, particularly moving from more operational matters to focusing on areas relating to demand and competition. We will continue to closely monitor these trends throughout the year to effectively support members of the AITO family and help them navigate the evolving landscape."

The AITO Business Confidence Tracker Survey serves as a vital resource for AITO tour operator and travel agent members, providing valuable insights into the trends shaping the specialist travel sector.

This is the 7th AITO Business Confidence Tracker Survey undertaken by AITO for its members, in partnership with Spike Insight.

AITO – The Specialist Travel Association is a group of unique and specialist travel companies, who collectively provide an unrivalled range of holidays to every corner of the globe. For more information about AITO's specialist tour operators, travel agents, tourist boards and affiliate members visit www.aito.com.

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