

Consumer insights: Engaging in leisure & travel activities after the Covid-19 pandemic

Two thousand people aged 18+ took part a poll commissioned by People 1st International into behavioural attitudes and factors impacting a return to leisure activities such as pubs and bars, restaurants, holidays, non-food shopping and visiting local attractions.

Top influencing factors for public to take part in leisure activities after the pandemic



Crowd levels



Ability to social distance



Confidence in infection control measures



Cleanliness & hygiene



Confidence that staff have been trained in these new measures

Engagement in leisure activities after the pandemic



52%

of people plan to spend the same or more time in pubs and bars

Increases to 66% for 18-24 year olds
Reduces to 48% for those 65+



59%

of people intend to eat out as frequently or more

Increases to 71% for 18-24 year olds
Remains at 59% for those 65+



75%

of people intend to go shopping as much or more

Increases to 76% for 18-24 year olds
Increases to 81% for those 65+



69%

of people plan to visit local attractions as regularly or more

Increases to 73% for 18-24 year olds
Increases to 73% for those 65+

Engagement in travel activities after the pandemic



61% of people plan to stay in hotels/B&Bs as much or more

Increases to 72% for 18-24 year olds
Reduces to 58% for those 65+

76% of people plan to holiday in the UK as much or more

Increases to 77% for 18-24 year olds
Increases to 78% for those 65+



68% of people plan to holiday in a rural location as much or more

Increases to 77% for 18-24 year olds
Remains at 68% for those 65+

64% of people plan to holiday in a beach/seaside resort as much or more

Increases to 70% for 18-24 year olds
Reduces to 58% for those 65+

Spending intentions after the Covid-19 pandemic



73%

of people intend to spend the same or more on holidaying in the UK



76%

of people intend to spend as much or more on non-food shopping



62%

of people intend to spend the same or more in restaurants



61%

of people intend to spend as much or more on hotels/B&Bs

These are encouraging findings in light of the challenges facing the hospitality, tourism and retail sectors. They also highlight that staff training to support health and hygiene beyond Covid-19 is critical to building confidence. At People 1st International, we're helping businesses by offering WorldHost 2020, a new e-learning module to empower staff to keep customers and colleagues safe - helping assure business leaders that they can re-open their doors with confidence.

Jane Rexworthy, Executive Director, People 1st International



The WorldHost 2020 e-learning programme meets the professional standard for service operators which helps employers prepare themselves and their people to work safely and is being offered at a reduced rate of £5+VAT to make it accessible for all types of organisations during this difficult time.

www.people1st.co.uk/WorldHost-2020