

SEARCH TRENDS

# Navigating Turbulent Times


A Deep-Dive into the Travel Industry Post-Pandemic

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# Introduction

A report into travel trends and consumer habits at a time when demand is surging, but consumer trust is at an all-time low.




On 11th March 2020, the World Health Organisation (WHO) declared the [COVID-19 outbreak](#) a global pandemic. Strict government guidelines followed, many of which controlled international and domestic travel to contain the spread of disease. The travel industry was left in pieces, with a colossal [60% decrease in plane passengers in 2020](#) alone. Airlines experienced global financial losses of over \$370 billion, resulting in approximately [62,000 aviation jobs lost](#) in the UK and the unravelling of a series of operational disasters, such as flight cancellations, delays and missing baggage.

Now, with airlines slowly getting back on their feet after a turbulent period, we have conducted a deep dive into the UK travel industry to reveal the biggest changes in brand performance and consumer behaviour post-pandemic.

We also set out to identify where the greatest digital opportunities lie for airline companies, travel comparison sites and insurers to boost their brand reputation and search visibility in these troubling times.

We carried out in-depth SEO research and social listening into search trends, visibility metrics, keyword performance and sentiment analysis for the largest UK airline companies, including:

- BA CityFlyer
  - British Airways
  - Eastern Airways
  - Loganair
  - Virgin Atlantic
  - easyJet
  - Jet2
  - Ryanair UK
  - TUI Airways
  - Wizz Air UK
  - Titan
  - Flybe
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# What do consumers look for in an airline?

Next, we explore what consumers are really looking for in an airline. Do they want a cheap steal, a luxury experience, or a last-minute deal? Looking at the search volume for some of the key variations of airlines and flights, here are our findings:

Search Term	Search Volume	Search Term	Search Volume
Cheap flights	304k	Business class flights	700
Budget flights	200	Cheap business class flights	1.6k
International flights	1.2k	Cheapest flights	13k
Domestic flights	900	Last minute flights	19k
Domestic flights UK	1.1k	Cheap last minute flights	1.2k
First class flights	2k	Last minute cheap flights	800
Cheapest first class flights	600	Flight deals	1.1k
Cheap first class flights	500	Last minute flight deals	2k

- **A good deal:** High search volumes for price-related terms, such as 'budget flights', 'cheap flights' and 'cheap first class flights', reveal that many of us are looking for the best deal on our plane fares. Even when it comes to first-class or luxury flights, consumers still want a reasonable price.
- **Last-minute options:** Search volume for terms such as 'last minute flights', 'cheap last minute flights' and 'last minute flight deals' indicate that a large number of consumers leave booking flights to the last minute, but do not want to pay a premium price for it.
- **First class experience:** The demand for 'first class flights' is on the rise, exhibiting that there is still a market for luxury travel despite many consumers searching for budget flights. However, it is evident that many are looking for luxury at a lower cost, with search volume for 'cheapest' and 'cheap' first-class flights also very high.

It's a brand's job to **understand its audience** and create landing pages that give them what they want.

**Keyword research, gap analysis & social listening** can be used to **identify topics** your audiences are most interested in.

**91% of consumers** are more likely to shop with a brand that provides **offers & recommendations** that are **relevant** to them.



# Where is the travel industry heading and what can travel companies learn from our findings?

The travel industry is evolving and travel businesses must adapt accordingly. Holidaymakers are now digital-first and consumers are looking for the most convenient online experience possible, at the most reasonable price.

Change is inevitable, but it is how your brand reacts to change that will set you apart from the competition. Implementing a future-proof digital strategy that is resilient and reactive to change is the key to success, especially in such a volatile industry that has already experienced much turmoil with COVID-19, staff shortages and Brexit - to name a few.

While some brands have shown signs of recovery post-pandemic, there is still a lot of work to be done, and action must be taken to remedy the losses and protect customer loyalty and brand perception during these challenging times.

Brands need to assess where they currently stand and where the most opportunities lie for them, be that improving brand visibility online or brand reputation on social media. Investing in the right digital marketing channels for your brand is imperative to your future success.



# Are you looking to improve your digital presence and boost your online visibility during these unsettling times?

Get in touch with our experts to find out how we can  
help you realise your digital ambitions.

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