

AITO BUSINESS CONFIDENCE TRACKER SURVEY HIGHLIGHTS SURGE IN SPECIALIST TRAVEL BUSINESS CONFIDENCE

8th February, 2024

The results of the latest Business Confidence Tracker Survey from AITO, The Specialist Travel Association, present an overwhelmingly positive outlook for the specialist travel industry. **Based upon feedback from AITO's expert tour operator and travel agent members in January 2024**, the survey highlights a notable surge in business confidence. This optimism marks significant progress for the sector, underlining its considerable resilience and potential for growth.

“Business confidence reaches record levels”, says AITO’s Executive Director, Martyn Sumners...

In a testament to the strength and sheer determination of AITO members, business confidence within the specialist travel sector has soared. The survey unveils a strong sentiment, **with confidence levels reaching an index score of 60 – a notable increase on the survey’s previous peak of 42 in 2022, and a figure which exceeds general business confidence, as noted by the ONS Business Insights and Conditions Survey, which indicates an index score of 17 across all industries.**

Nearly 80% of members – both specialist tour operators and specialist travel agents - reported an increase in turnover in Q4 2023, compared with 2022, and 62% expect their turnover to increase in the next 12 months.

With such positive results, industry experts are optimistic about the sector's trajectory and its ability to navigate the complexities of the current, and often challenging, landscape.

Roy Barker, Director of Spike Insight, commented on the survey results, saying: "AITO members' expectations for the next 12 months are at an all-time high. It shows how strong and resilient the businesses operating in the specialist travel sector are."

Martyn Sumners also shared his thoughts on the results, stating, "We're delighted to see such a positive outlook for AITO's specialist tour operator and agent members, which reflects the busy start to the year. Whilst challenges remain, it's reassuring to see such strong recovery for specialist travel – evidence of the sustained hard work and adaptability of AITO members."

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 5th AITO Business Confidence Tracker Survey undertaken by AITO and its members, courtesy of Spike Insight.

Ends/Press:

For more information on AITO (www.aito.com), or for quotes or comments on industry issues, please contact Sue Ockwell or Gemma Minto at Travel PR – s.ockwell@travelpr.co.uk / 07831 126 356 or g.minto@travelpr.co.uk / 07833 760 047.