

Destination

PROMOTING UK TOURISM TO THE WORLD'S TRAVEL TRADE

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Two in five Brits afraid of being scam victims

By Christina Eccles

TWO in five Brits are afraid of becoming the victims of a holiday scam, according to a survey from global online review community Trustpilot, which is encouraging tourists to do their research before booking a trip.

According to the study, more than two thirds of people (68 per cent) say holidays are an important investment for them, while three quarters say holidays are one of the biggest individual spends they make every year.

Additionally, 62 per cent say they proactively save money during the year to spend on holiday.

As a result, Trustpilot is advising holidaymakers to spend time researching holiday providers before booking with them – and has outlined the top “trust triggers” for customers when researching companies.

No hidden fees tops the list with 91 per cent of respondents saying this is important to them when making a decision about booking a holiday through a holiday provider.

Other trust triggers include an easy-to-use booking system (86 per cent), a user-friendly website (80 per cent) and positive online reviews (78 per cent).

The research also highlights a company's online presence is especially important to holidaymakers.

Almost three quarters of consumers

say they wouldn't purchase a holiday from a website which looks unprofessional.

The results also show online reviews are a crucial factor in helping consumers make informed decisions when booking a holiday.

65 per cent say they specifically consider a company's reviews before making a holiday booking with them, while 69 per cent say they will choose a holiday provider that has better reviews over a cheaper one with poor reviews.

VP Trustpilot UK James Westlake said: “Given the time and money many people invest in holiday bookings, the fear of losing money through a scam is understandable.

“However, this risk can easily be mitigated by spending time researching holiday providers before making a booking decision.

“To avoid becoming a victim, there are a number of simple steps to follow, such as checking for purchase protection such as ATOL, reading online reviews, and checking for any hidden fees.

“Looking out for these important trust triggers will ensure people book with the most trustworthy providers and won't come across any nasty or unexpected surprises on their holidays.”

Research statistics came from an online poll of 2,000 UK adults conducted by One Poll in January.



Former Sugababes singer Jade Ewen will play Jasmine in the West End premiere of Disney's Aladdin, opening at the Prince Edward Theatre on June 15. Dean John-Wilson will play the role of Aladdin in the production, which features much-loved songs from the 1992 animated film, plus new music. Broadway cast member Trevor Dion Nicholas will make his London stage debut as Genie.

***For more theatre news see our Centre Stage feature starting on page 11.**

Show to feature English garden

VISITENGLAND'S 2016 Year of the English Garden campaign will be showcased at the upcoming British Tourism and Travel Show, which returns to the NEC Birmingham on March 16 and 17.

The new Year of the English Garden feature area, supported by VisitEngland, marks the 300th anniversary of the birth of famous garden designer Lancelot 'Capability' Brown.

Participating exhibitors include Scampston Hall and Walled Garden, Dartington Hall and Great Gardens of Cornwall.

Garden attractions from all over the UK will also be showcased at the event, with exhibitors from Scotland, Wales and Ireland also appearing; including The National Trust for Scotland and Queen Elizabeth Castle of Mey Trust.

Other new show feature areas for 2016 include the Vineyard, Brewery and Distillery Trail and The London Zone, supported by London and Partners.

Executive director of The Tourism Society Gregory Yeoman said: “The show continues to go from strength to strength.”

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