



# The Home Front - the new holiday battleground?

A Democracy Insights Report

A man with a backpack and suitcase is standing in an airport, looking out a large window at a plane taking off. The scene is bright and sunny, with the man's reflection visible on the polished floor.

## Welcome

The UK travel and tourism industry is open for business again. But it has re-opened into a very different world, where visitors have a completely transformed mindset and expectations.

What are the concerns of the post Covid tourist or day tripper? Where do the opportunities lie for destinations to bounce back in 2020 and beyond?

The UK travel and tourism industry is cautiously reopening to find an excitable and fearful public with a little extra cash in their pocket and a lot of pent up frustration following months of forced lockdown.

With hopes for a foreign holiday in 2020 dwindling as a second wave sweeps continental Europe, the British public is ready to re-explore their own shores once more - bringing a taste of childhood nostalgia to this year's annual break. And the clock could well be ticking, with predictions of a new UK spike meaning people want to get a break while they still can.

For the UK holiday destination market, the opportunity lies not simply in meeting the needs of the lockdown hedonists today, but in using this opportunity for reappraisal to change how the next generation holiday forever.

At Democracy, we have spent the period since lockdown advising some of Britain's biggest brands on their strategy and communications approaches. Now like all good strategists, we are looking beyond.

Our insights team has taken an in-depth look at the sector, commissioned exclusive research to take the pulse of the public as to their changing attitudes to leisure time and holidays and identified the key themes businesses need to address to get back on the front foot in talking to visitors in the long term.

There is plenty to learn from this report - but there is more to gain from allocating some time for us to talk you through it.

If you like what you read or if it strikes a chord, pick up the phone and let's talk.

**JENNIFER O'GRADY** - Agency founder and owner

## The media during covid

As the travel industry ground to a halt due to Covid, there were significant and obvious impacts on the media.

This was not a time of aspirational thinking and planning ahead, this was a time of fear about the health and safety of the nation. The word 'travel' alone had negative connotations and people in the UK were looking at activities in their own homes to occupy their time, rather than wanting to book trips away.

All of this combined to paint a very bleak picture for an industry that has been one of the most negatively impacted by the pandemic. Visit Britain predicts that Covid-19 will cost UK tourism £37billion.

Digital media consumption sky-rocketed as people were locked down at home and the once flourishing and colourful travel media sections had no content to offer readers.

However, as lockdown moved through the stages, so has the media.

## National and regional newspaper travel features

From mid-March to June, the only news emerging from the travel sector was that of destinations announcing temporary closures, struggling companies furloughing staff, and country borders being sealed. Travel pages were filled with tips and advice on consumer rights for claiming money back for cancelled/postponed holidays and rules around quarantine. While travel and tourism businesses dealt with overwhelming numbers of claims for refunds, the media singled out those who were failing in their customer service responsibilities at this time.

There is still a void of decent travel content in the media. In a recent Q&A, Lisa Minot, Travel Editor for The Sun, admitted that her team were now recycling 'greatest hits' from previous trips in order to fill their pages.

Now that the economy is starting to move again, staycations and days out will be in focus all the way through until the dark days of late autumn - not just the summer months. And as the media begins encouraging Brits to get out and about - now is the time for those in the travel and leisure industry to be making noise while the focus is very much on them.

Staycation round-ups are now appearing regularly across all the travel pages to inspire last minute holiday makers and day trippers - featuring everything from the best hotels and caravan sites, to the most picturesque walks and cannot-be-missed country pubs, as well as news stories around major tourism attractions opening their doors.

Aside from holiday inspirations, people want to know what they can expect from the 'new normal' and what safety precautions have been put in place.

People want positives that they can look forward to and those who communicate these to potential visitors will be those with the most bookings. Whether abroad or at home, travellers want assurance that wherever they choose to go, everything possible has been done to ensure they are safe.





More time spent indoors has seen radio and TV audiences surge, and trust in both these mediums rise hand in hand.

According to Radiocentre, in the UK 38% of commercial radio listeners have been tuning in for an extra hour and 45 minutes each day since lockdown.

Broadcast in all its many forms has simultaneously offered a form of companionship during these dark times, while also providing an opportunity for brands and companies to remain present and relevant to their customers.

While some people may return to their old habits now lockdown is lifted, a lot more are likely to stay loyal - proving that broadcast is more important than ever for the travel industry to reach much sought-after target consumers.

As an added bonus, where once TV producers would expect guests to come to their studios and prefer broadcast-quality video content, the limitations created by the pandemic have made broadcast much more accessible. Zoom interviews have become standard practice and videos shot on phones are actively encouraged, meaning wherever you are you can still be a part of the story.



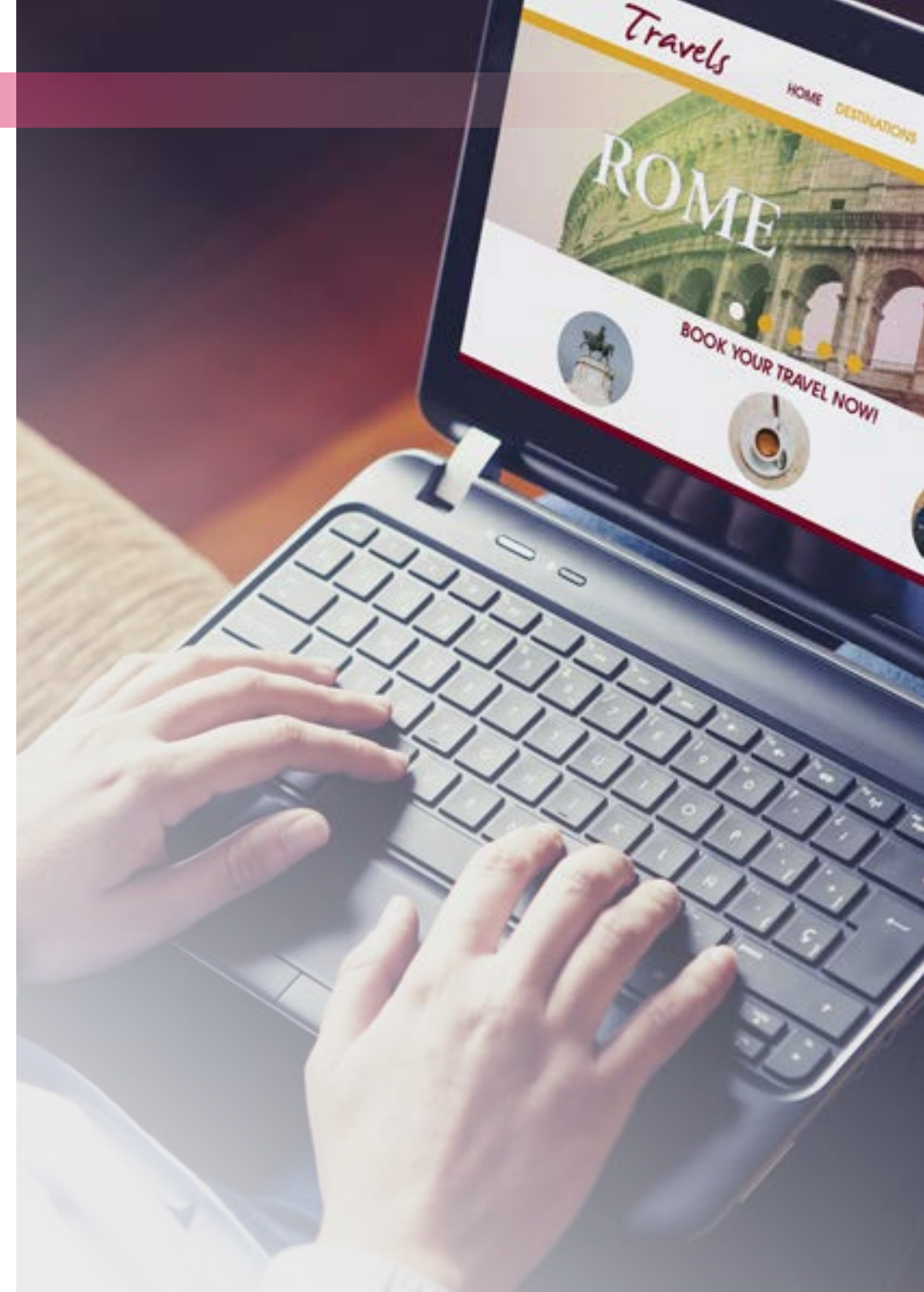
## The lockdown restrictions imposed on the entire country served to speed up the move to a more digital based consumption of news and entertainment.

Instead of venturing to the local shop each morning on the way to work, people have switched to online and app versions of their favourite news or magazine titles. This in turn has increased the turnaround of news and the importance of attention-grabbing imagery and video.

Digital content has been a saviour during this time, with the rise of 'armchair travel' allowing us to travel virtually at a time when all other options were removed. Virtual tours of some of the most iconic tourist destinations have appeared across the media - from Versailles and Windsor Castle, to the Vatican and Machu Picchu.

This new way of discovering holiday locations isn't likely to go away now that restrictions are lifted, because the change in the way people holiday means a change in the way people find out about them and what they are looking for.

The unprecedented focus on health and safety means holidaymakers will look for reassurance that where they want to go, wherever that may be, is taking all the precautions necessary. Video case studies and testimonials from visiting journalists and influencers on travel sites/travel media sections - will be more important than ever. People want to be able to see for themselves what the facilities are like, and not just rely on what the owners and brands are claiming.





Potentially the hardest hit category in the travel media sector, travel and family day out reviewers saw their work dry up in an instant.

With flights cancelled, resorts closed and zoos and aquariums shut, there was nowhere to go and reporting on past adventures seemed insensitive to the mood of the nation.

Many in the sector tried to pivot their communications, with family bloggers typically turning to recipes, crafts and lifestyle.

One such success in this area was Popcorn and Pyjamas - a lifestyle and fitness influencer who has delved into the homes and interiors space, as demand for DIY content continues to grow on Instagram.

As the nation reopens, many of the once popular influencers may not return to this sector full-time - having felt the devastating blow of lost income throughout the pandemic. However, it would be advantageous for brands to engage with travel reviewers and organise reopening trips safely - this would help create awareness of the measures being taken to reopen and also support industry partners who have been pivotal to comms strategies before lockdown.



# Key report findings

Democracy surveyed 2,000 UK adults in June and July, research carried out by Censuswide



## 1 Savings banked and ready to spend

Having been robbed of the ability to travel, socialise, shop or splurge, those in the fortunate position to have stayed working full-time throughout lockdown have now found themselves with more disposable income than they've had for many years. Just under two thirds of Brits have been spending less as a result of the outbreak with 60% of people managing to save money during lockdown (either by changing their lifestyle habits or recouping the costs of a planned holiday). Online comparison site, Money.co.uk has estimated that through cutting back on daily spending, the average UK household has saved £2,879 in the 13 weeks of quarantine.

After almost four months of being confined to our homes, it comes as no surprise that travel is the biggest post-lockdown priority for many. When asked what they'd like to do with this booming bank balance, almost one in three (31%) of those surveyed by Democracy plan to use it for a summer break; 13% say they'll invest in home leisure equipment such as a hot tub or gym equipment and 19% want to make improvements to their gardens. Many travellers are looking to stay on home soil, particularly with countries such as Spain being re-added to the list of quarantine destinations. Three in five survey respondents now say they are unlikely to have a foreign holiday in 2020.

Caution appears to be determined by age with the likelihood of foreign travel diminishing as respondents' ages increase. Fewer responsibilities and a more carefree attitude is reflected by the fact that **48% of respondents aged between 16 and 24 have few worries about travelling abroad**, with this lowering to **41% for those aged 25 to 34**. As respondents increase in age, so does the unlikelihood that they will be looking to travel abroad, with **74% of over 55s too worried to do so**.

Findings from Global Web Index (GWI) suggests that **21% of this older generation X could be looking to travel in 10 to 12 months**, while 18% think this will be a year or more. Comparatively, **34% of millennials (born between the late 70s and mid 90s) responded that they would be looking to travel in the next few months**





While there is still plenty of concern about what is deemed safe, it's clear that domestic travel, or 'staycations' are seen as the safest option for travel in 2020. A third (30%) of our respondents indicated that domestic travel was considered safe, with this dropping to 15% for any foreign travel. Rather, 68% admitted foreign holidays are somewhat or very unsafe at this time, falling to 46% for domestic travels.

The amounts that people expect to spend for their longed-for getaway do not differ massively, regardless of where they are going. The average amount spent per person on a week-long foreign holiday is £750, while on a staycation they'd expect to pay £559.

Uncertainty about what safety measures our respondents can expect to find at their destinations are likely to be a concern, although more likely is the worry about the actual travelling itself. Our research found that 64% of Britons are worried about travelling on planes, 58% are worried about boats/cruises while another 58% are worried about train travel.

The masses who are planning to get on planes may well be doing so with fingers crossed too, hoping that their travels have no long-term repercussions. While such worries will continue to limit foreign travel, there are opportunities for parts of the industry to highlight particular benefits in a way that allays fears. Travel insurance against further disruptions, car rentals and holiday-homes all represent ways of encouraging safer travel.

As breaks get booked and plans get made, a balance needs to be struck with attractions and destinations ensuring they are safe to welcome visitors, no matter the desperation that the last four months has caused.

Tom Jenkins, chief executive of the European Tourism Association, the trade body for travel companies across Europe, summed up the mood of many. "All we are looking at is mitigating losses. For the tourism industry itself, it's worth risking a second wave just to get some revenues."

Opportunities





## 1. ADAPTING MESSAGING FOR DIFFERENT AUDIENCES

The diverging attitudes between age groups presents a challenge. Destinations need to both reassure and excite potential visitors in the short and long term. Developing an audience/message matrix will provide a framework for comms. Laser sharp social media targeting and focused media amplification will ensure audiences are presented with the most appropriate messaging that drives them to purchase.

## 2. CONSISTENT REASSURANCE

Underpinning all outwards comms, needs to be the drum beat of constant reassurance across all channels. Destinations need to use social listening to identify specific concerns that visitors have at their location, and at their competitors. As public attitudes continue to shift, taking regular temperature checks will empower brands to spot opportunities and threats to gain competitive advantage in the future.

## 3. STAYCATE TO FEEL GREAT

Travel pages in the press are opening up to UK tourism in a big way. Savvy destinations are inviting journalists/ influencers for press trips for a first hand experience. If that's not an option for you, then create a package of assets to showcase your destination easily - great photography and video content are essential. As much as print is good, for a destination online is even better. Creating a digital review in a respected online title will be found on google next season too - essential for a lasting uplift.

## 2 Shorter breaks - and more of them

With circumstances being a far cry from what they were pre-Covid19, there has been a similarly dramatic shift in the way people are considering how and where they take their holidays. With horizons shortened and people only just beginning to look beyond the present moment, we are seeing what this means for travellers.

In the short to medium term, we are seeing more appetite for multiple, shorter breaks in place of the traditional single, longer holiday. A trend that was taking flight before the pandemic, this focus has become more widespread as the public re-evaluates what they want from their travels.

Respondents to our survey revealed that in the second half of 2020, one in five were planning a staycation as an alternative to foreign travel, 19% were planning specific day trips and 15% were looking to UK-based weekend breaks. This ability to spread breaks addresses the uncertainties of foreign travel, while also addressing the shorter term need for a release from the everyday. Trips that are close to home or within driving distance will be a feature for many in this short to medium term.

We can also expect the make-up of travelling groups to shift. Where before, we might expect a trip to get us away from the stresses and

responsibilities that come from close family and friendships, we may see this change to include multi-generational breaks. With isolation limiting the possibility of seeing family, multi-generational trips offer the opportunity for loved ones to spend extended periods together to make up for lost time.

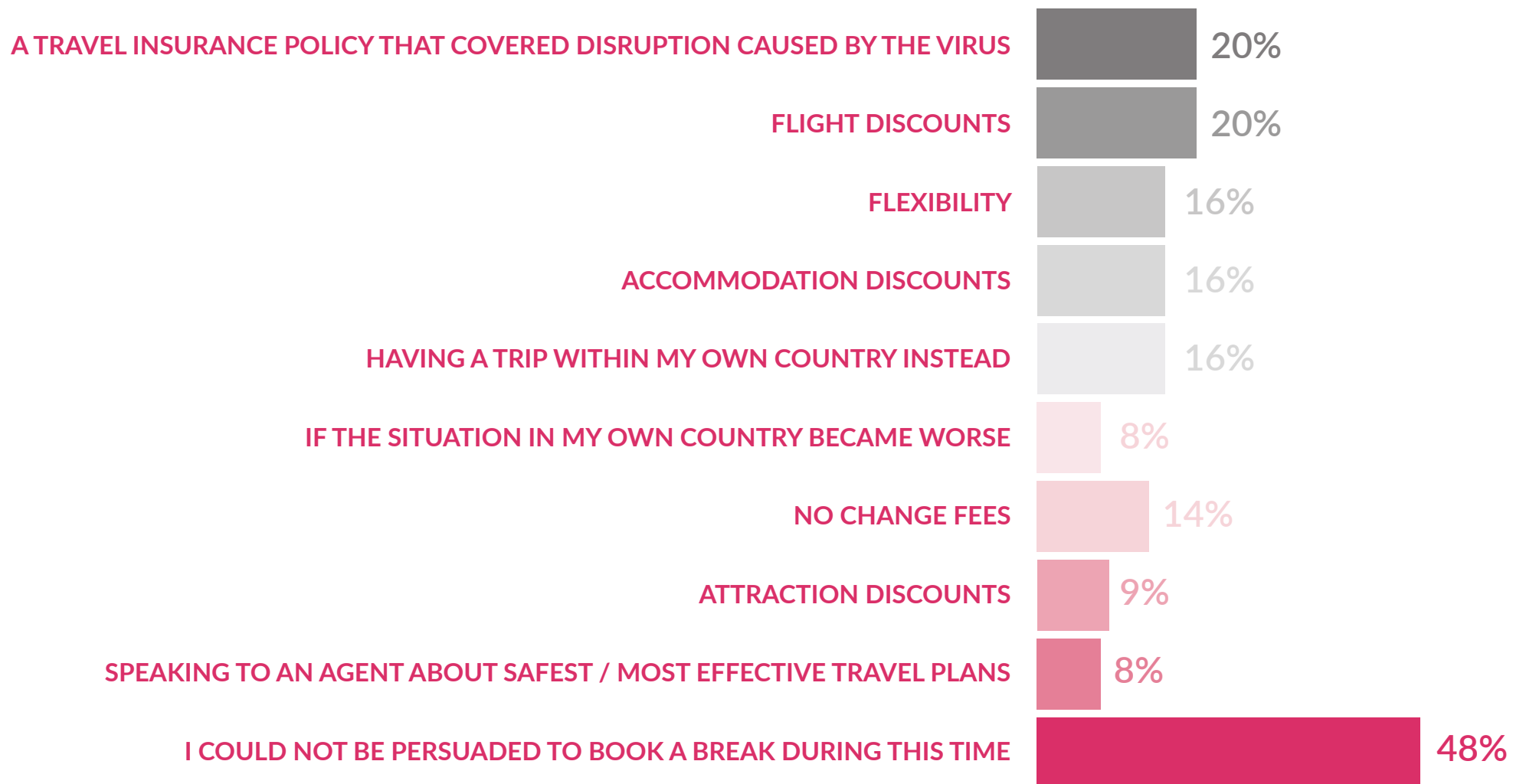
With this in mind, accommodation that allows for time together are in the minds of consumers. Of the types of accommodation being considered by 'staycationers', 27% are considering holiday parks and rental properties respectively. Although hotels continue to be the main accommodation consideration at 45%, campsites are also being considered by 22% of respondents.

When it comes to the longer term, travel agents are reporting a rise in holidays that require booking far ahead – over a year in advance. With uncertainty at every corner in the short and medium term, there is a clear thought by many that a 'holiday of a lifetime' will be a just reward for this. African safaris, honeymoons, destinations further afield – once-in-a-lifetime dream holidays are being planned and booked in. Alongside this is a trend towards destinations that offer a level of remoteness not previously considered.

There is clearly optimism that the current situation will blow over, a view held by Steve Witt of Not Just Travel, "No one can honestly predict when it will end. However, one thing is for certain – it will pass. And when it does, the travel industry will face what I believe will be a peak period far bigger than we've ever experienced before".

At this early stage, there are specific things that will influence travellers to act. Top of the list is addressing the apprehensions that come from the ambiguity of our current circumstances. GWI asked Britons what would persuade them to book a holiday and found that travel insurance policies that covered disruption caused by the virus (20%) topped the list alongside flight discounts. Flexibility and accommodation discounts (both 16%) rounded up the top four and demonstrates that limiting risk through financial security was a key driver.

## What would persuade them to book a break during the coronavirus outbreak?





With calls for an autumn bank holiday gathering pace, the prospect of people holidaying later in the year as confidence returns means destinations and those in travel and tourism will need to ensure they have a year-round offering that includes activities that will not be weather dependent.

The nightmarish possibility of a second wave of Covid-19 will also boost the appetite of tourism and destination businesses to prolong the season as much as possible to insure against any possible fresh lockdown.

Staycation bookings have extended into the winter as the risk averse wait to see how lockdown easing plays out.

This shift will also be noticeable in the type of holidays that are booked - there will be a reappraisal of what type of break is 'for me'. Where once a family may have always gone for all-inclusive Mediterranean fortnights, this audience will now be looking to forest lodge breaks, seaside holiday parks or touring motorhome breaks. This gives businesses a fresh opportunity to market to customers who would not have considered them previously.



Opportunities



## 1. TELL YOUR STORY

Destinations need to tell full-service stories, using content to demonstrate what value their experiences can offer, both within their walls but also in the surrounding environment. Going forward, destinations can connect with customers using nostalgia-based then/now comms encouraging adults to revisit childhood holiday destinations and user generated content that reinforces the view that this is a destination for people like them.

## 2. MULTI GENERATIONAL GROUPS

As we increasingly socialise within an extended family bubble, destinations that can meet the needs of a multi generational group need to dial up comms around this competitive advantage. Reshaping messaging across digital and social platforms, and where possible, increasing visual content to show a multi generational unit together. In the longer term, research should be undertaken by destinations to understand the differing need states for multi-generational holiday/day out and develop the right communications to encompass this.

## 3. DATA DATA DATA

With people choosing to try new places more frequently, the long term winners will be the destinations who build lasting customer relationships that encourage return visits. This means collecting data wherever possible to be used in email marketing and paid social targeting. Using this data and customer insight to build digital trigger campaigns across the entire customer journey and use motivating messaging to drive to purchase.



### 3 The great outdoors

Being stuck between the four walls of our homes along with flashes of great weather has seen the British public clinging to the lifelines of daily outdoor exercises and, more recently as restrictions ease, day trips to UK hotspots.

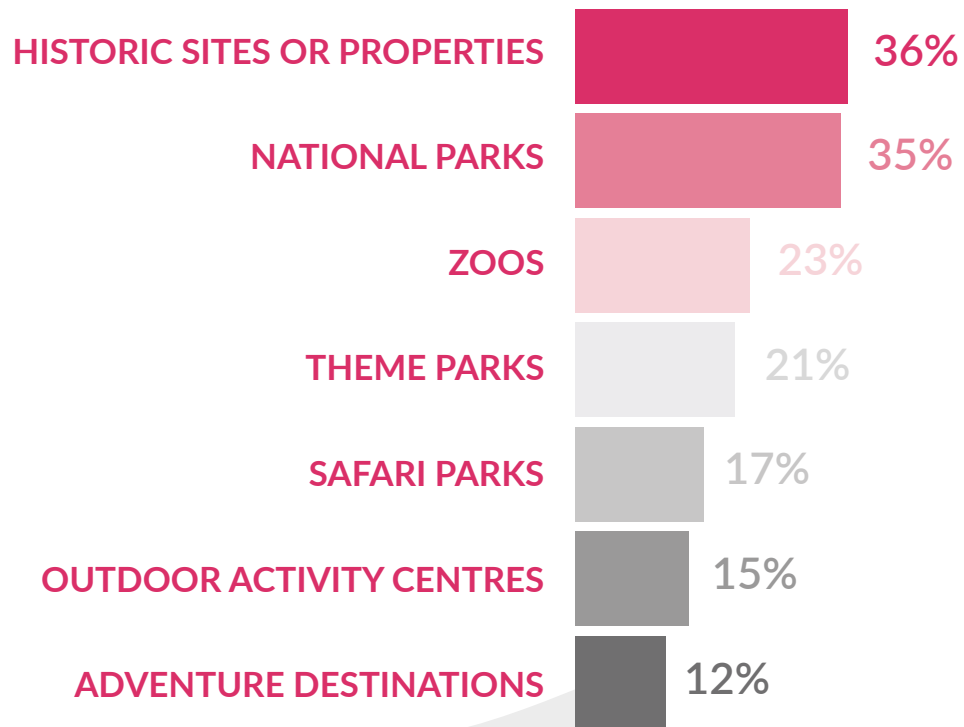
Our outdoor spaces have been a key part of daily life, offering space and fresh air to relax and share catch-up moments with others. We found that **eight out of 10 Britons have access to a garden** or other personal outdoor space with **40% stating that it has been the most important thing in making lockdown bearable.**

Following the announcement that travel restrictions were relaxing and people could “travel as far as they like for all purposes”, we have seen this eagerness for the outdoors manifest through flocks of visitors to national parks and the coast. In fact, Premier Inn most recently reported that their coastal hotels were doing all the post-lockdown business in contrast to popular city break destinations like London, York or Edinburgh.

With domestic holidays in England given the go ahead by Boris Johnson from July 4, staycation bookings surged. Following the announcement, Hoseasons, cottages.com and Sykes Holiday Cottages saw record online sales with Hoseasons, who specialise in luxury lodges, recording a booking every 11 seconds. **A focus on the outdoors has been key with our respondents stating that historic sites (36%), national parks (35%) and zoos (23%) are all key places they wished to visit when moving out of lockdown.**



## POST LOCKDOWN, WHICH ATTRACTIONS WOULD YOU LIKE TO VISIT?



Our research found that 42% of people have prepared for a UK holiday by splashing out on new gear with 13% having looked into buying a tent, 12% looking at caravans, 9% looking at motorhomes and 8% interested in a campervan.

A focus on the outdoors offers a welcome change for many families, none more so than those with children experiencing the learning fatigue that has come from months of online lessons. More than ever, parents are looking for ways to find a change of scene. As Paul Wilcox, founder of Manchester-based outdoor adventure business We Are Adventurers states: "Organisations and destinations that offer child-focused environments, an element of structured and managed risk and put fun first are going to be very busy for the rest of the year."

While many Britons are simply looking for an escape from the same four walls of the last four months, businesses looking to stand out are those that can highlight experiences that are close to nature and offer ways to stimulate the whole family. The list of requirements from holidaymakers has changed with the addition of safe environments, physical and mental health wellbeing and fresh experiences all coming to the fore alongside the need for escape from the everyday.



Opportunities





### 1. WHETHER THE WEATHER BE GOOD

Nervous visitors are looking for outdoor activities where rain and cold doesn't stop play. Dialing up comms around all-weather outside experiences is a clear way to attract new visitors and overcome objections to visits outside of the traditional 'summer season'. Highlight sheltered picnic spaces, outdoor heaters and partner with local influencers/media to showcase what you have to offer.

### 2. ZOOM ZOMBIES AND CHANGING NEEDS

A greater recognition of the need to address one's physical and emotional wellbeing through lockdown routines has seen Britons looking for experiences that break away from screens. Adapt your language to meet those needs, using experts within the business to explain how the stimulated and structured experiences meet their needs.

### 3. ENCOURAGING LIFELONG CHANGES

With sales of caravans, motorhomes and tents soaring, Brits have invested in an outdoor holiday future. Savvy destinations need to work hard to make sure that the outdoor boom lasts longer than a season. With campsites full, holidaymakers are thinking laterally about where to pitch up and destinations can attract visitors in the short term by sign-posting other places to stay. Booked up destinations need to capture all interest now, using data targeting and strong creative visuals to retarget for future seasons and to encourage future bookings

# Case studies



## We Are Adventurers

Schools closed, playgrounds out of bounds, sports teams unable to play or train, friends locked down to their homes and social distancing taking much of the joy out of everyday life - it's fair to say that the pandemic has tested the resilience of children to the limit.

Indeed, a July report from Harvard professor Rob Lue warned how months of online only school lessons has created 'Zoom zombies', with children complaining of difficulties in concentration and focus, of exhaustion and fatigue and of losing enthusiasm for subjects they previously might have enjoyed.

These feelings, together with a lack of organised sport and physical exercise, has led to the average UK child putting on half a stone since the start of Coronavirus crisis.

Joe Wicks might have done his bit by bringing family friendly workouts into everyone's living rooms via his YouTube channel - but what parents are craving for their children is the opportunity to get them outdoors, away from screens and being carefree again (as carefree as social distancing measures will allow).

For Manchester business We Are Adventurers, which runs forest schools, after school and holiday club groups for children, the pandemic initially forced them to stop delivery of all activities. However, now their clubs have filled up in record time as parents rush to sign their children up for a burst of outdoor fun.

Founder Paul Wilcox explains how the benefits to this 'Zoom zombie' generation of children stretch far beyond exercise and positively impact their social and mental wellbeing too.

Paul says: "Every child benefits from being outdoors, that's been the hardest thing to see during these past few months. During the lockdown months to encourage as many children as possible to venture out with their parents, even just to their gardens, we produced a series of social media films through lockdown to provide challenges that families could do together. That was very well received, but was no substitute for being able to work with a group outdoors which is why demand has been so great now we are able to welcome groups back once again.

"This summer, after the way 2020 has gone, it's never been more important for parents to get their children outdoors as much as possible. The benefits to their physical and mental wellbeing, the smiles and laughs you get from them being able to socialise with their peers again, these are priceless in terms of building up their resilience to cope with this really stressful situation."





## Bouncing back from a shutdown: What did Iceland do?

Although the shutdown of the entire tourism and destination sector is indeed 'unprecedented' as we keep hearing, we only have to go back 10 years to find a time when a country was forced to close to the rest of the world.

In 2010 the eruption of the Eyjafjallajökull volcano combined with the collapse of the country's main bank, meant the Icelandic economy was at an all-time low.

In the aftermath, how could a nation that relies so heavily on tourism show the world that it was firmly open for business again and was as unmissable as it ever had been?

The campaign Inspired By Iceland launched to showcase the island nation in all its glory and used a mix of marketing tactics to amplify the message to as many potential visitors as possible. Rather than relying

on traditional advertising, the website and social platforms all featured real Icelanders sharing their inspiring stories of home with the rest of the world.

This display of people power, in turn, created a virtual social movement that appealed to the target audience of curious Millennial travellers.

Celebrity ambassadors such as Viggo Mortenson, Eric Clapton and Stephen Fry all posted positive stories about their own experience of Iceland, and as momentum built people around the world got involved and posted their own stories.

In addition, webcams live streamed from some of Iceland's most iconic locations so people could see what was happening in the city centre of Reykjavík or at the famous Blue Lagoon. Finally, a live webcast concert for the islanders featured acts like Spiritualized and Damien Rice playing to a global audience to celebrate Iceland.

**The end result? The nation's tourism revenues spiked by £138million in the remainder of 2010 as travellers flocked back to see Iceland close up for themselves.**





## Using tech to inspire the pent-up traveller to get out there

People have never needed escapist inspiration more than they do now.

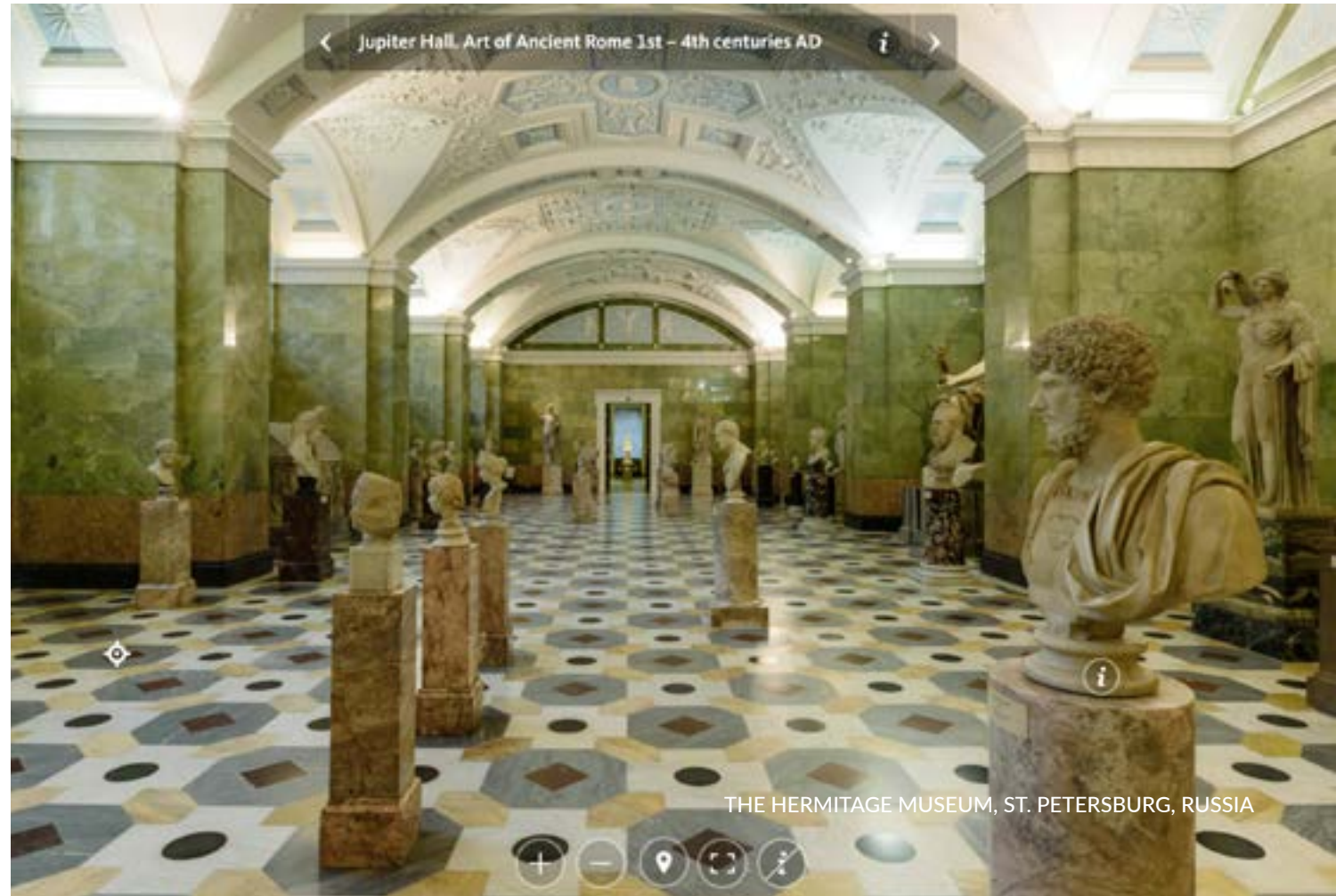
With the reluctance to get back out there again still prevalent among large swathes of the population, destinations and attractions can look to tech instead to inspire visitors.

Indeed, across the world, many popular destinations are employing a mix of thoroughly modern tactics to engage visitors and maintain interest. With attractions closer to home, the reward now is that by providing online inspiration, the call to action can be to actually come and visit

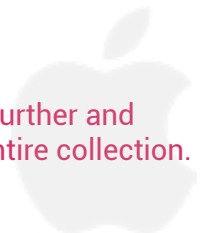
Virtual tours of globally renowned locations such as The Louvre museum and The Vatican, are letting people view these priceless collections online.

Much closer to home, Visit Scotland launched a campaign to keep people thinking about Scotland and its attractions called Dream Now, Visit Later.

This involved the tourism website delivering how to tutorials demonstrating how to sketch some of Scotland's most famous locations. Thousands worldwide have been taking part, using their spare time to sketch places that they want to visit and sharing on social media. This has served to keep Scottish tourism on the agenda and being talked about on social media ahead of the country welcoming visitors back this summer as lockdown eased.



The Hermitage Museum in St Petersburg, Russia, went further and partnered with Apple to produce a five hour tour of its entire collection.



## Conclusion

Navigating a public health and economic crisis doesn't come with a guidebook for success. The successes we've seen to date have been down to the emotional intelligence of each brand's decision making and their agility as a communications team to react quickly.

The origins of the word for crisis contains elements of the word 'danger' but also the word 'opportunity' - and in this current global crisis, those two options are what all tourism and travel brands have before them.

The British holiday of our childhood feels like a distant memory of rain, traffic jams and soggy sandwiches. Now is the moment to show the next generation how far we've all come. The destinations that seize these new opportunities will be those who will safeguard their future in a post-Covid world.

Those who recognise that times have changed permanently and pivot their communications approach quickly will be those who gain cut through with new audiences in the search for holiday and travel inspiration that fits with their new outlooks.

There are a raft of new opportunities for brands who can engage customers in the right way, in the right place and at the right time. It has never been more important to get your communications strategy right. Are you ready?



## About Democracy

“

Democracy is a different breed of marketing agency - integrated, emotionally intelligent, data-driven and brave. We get people talking and change what people think, what they feel and what they do.

”

Our world class creative approach to storytelling centers on our belief that it is people, and not channels, that have the power to impact on the success of a brand.

The brands we partner with trust us to tell the stories that matter in a way that delivers a measurable return.



## What our clients say about us

“

The team at Democracy has always worked with us as an extension of our team, something which has been vital during the Covid-19 outbreak. They have provided valuable insight to our ongoing communications, working with us to devise PR and social media strategies to keep our staff and the wider industry informed and supported throughout this crisis.

”

NUNO PENA, MARKETING DIRECTOR FOR AKZONOBEL

“

Democracy actually proactively came to us and told us to get planning for Coronavirus earlier than anyone else had mentioned it. They're a partner we stand side by side with, and work with as an extension of our internal team.

”

OLIVIA JACKSON, BRAND LEAD, HEYCAR

“

Democracy has worked with us through a takeover, a merger and several national breaking stories and at every turn, they have the ability to find the angles that get cut-through with the media. Whether speaking to a business audience or the wider public, they've helped give Clarity a voice on TV, radio, print and online and provide value to our business.

”

PAT MCDONAGH, CEO OF CLARITY TRAVEL

“

Democracy has been a huge and important asset to the ELR in its battle to overcome the Covid-19 crisis. It's no understatement that Democracy has been a true partner supporting ELR during one of the most difficult times in the railway's 33 year history; combining strategy consultancy, tactical media outreach and providing creative solutions to our public communications message and various appeals.

”

MIKE KELLY, CHAIRMAN OF EAST LANCASHIRE RAILWAY

“

What I love about Democracy is that you are never a B, C or D client. You're always an A. They are reliable, conscientious and diligent. Their strategic team really understands the world of the tradespeople. Their media and digital team bring the creative to life in engaging and thought provoking ways.

”

EMMA CHURCHILL, SENIOR MARKETING MANAGER  
FOR DULUX TRADE COMMUNICATIONS



## Contact us

Whether the Coronavirus has created new business opportunities, or presented a real challenge to how you do business, paying attention to your communications right now will shape your future success.

Our team of senior strategists are available by videolink to talk through your situation, to offer insight and guidance, and to sense check your current communications plan.

To arrange a **FREE** hour long consultation call, please contact either Jennifer O'Grady or Caroline Aspinall.

Jen on 0161 881 5941 / 07515810451 or email [jennifer@democracypr.com](mailto:jennifer@democracypr.com)

Caroline on 0161 881 5941 / 07951763757 or email [caroline@democracypr.com](mailto:caroline@democracypr.com)