

Special Interest Holidays - UK - March 2017

Report Price: £1995.00 | \$2478.79 | €2334.35

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“The ageing of the population, in particular the Baby Boomers, is likely to be a positive growth factor for special interest holidays in the coming years as a travel-hungry generation with relatively high levels of affluence finds more time to explore its hobbies and personal passions.”
– John Worthington, Senior Analyst

This report looks at the following areas:

- **Travel Boomers seek mental stimulation**
- **Solo/group travel opportunities ...**
- **... but more independent styles of travel are also needed**
- **Holidays as catalysts of educational and career change**

This Report examines the current and potential market for holidays overseas and within the UK which are taken specifically to pursue a hobby or interest. This encompasses diverse areas such as history/culture, nature/wildlife, food & drink, arts and crafts, astronomy and language learning, Walking and other types of specialist physical activity holidays are often considered to be a separate market, but this market clearly overlaps with special interest and is also considered.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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