

Cycling Holidays - UK - July 2009

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What is this report about?

One fifth of the population (9.7 million adults) have very positive attitudes towards cycling holidays. However, even amongst these most enthusiastic consumers only one in ten has taken a holiday involving cycling in the past 12 months, and three in ten of them have never actually been on any kind of holiday involving cycling.



Key issues covered in the analysis

- In 2008, there were an estimated 500,000 cycling holidays taken, with a total value of £170 million. Four-in-five were in the UK.
- Of these half-million holidays, most were leisure cycling breaks (65%). Mountain biking made up one-fifth, and the remaining 15% were cyclo-sportive breaks (semi-competitive 'challenge' rides aimed at serious cyclists).
- 9.7 million adults have very positive attitudes towards cycling holidays. However only 1 million of this group have taken a holiday involving cycling in the past year.
- Also, three million of these most-positive adults have never been on any kind of holiday involving cycling – making for lots of potential.
- Cycling in general is on the upswing – the number of 15-plus adults who cycle in the UK increased from over six million in 2004 to more than eight million in 2008.
- Cycling holidays make up around 5% of all activity holidays taken, with this wider segment making up over one-in-ten of all holidays.

Scope of the report

Cycling holidays are defined as holidays (either domestic or overseas) whereby cycling (leisure, racing or mountain biking) is a core or key activity. This can involve travelling with one's own cycle, or hiring one at the destination.

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