

Learning from my Holiday - UK - August 2009

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What is this report about?

Despite a lingering reputation for philistinism, Brits on holiday show a high degree of cultural engagement, with six out of ten adults having visited a museum and learnt about the location whilst on holiday in the past three years.



Key issues covered in the analysis

- The most popular learning on holiday activities are visiting a museum and learning about the destination – 30 million adults have done either in the last three years.
- An estimated 7.1 million adults have learnt a sport/ game, 4.6 million a language and 6.6 million a new skill on holiday in the same period.
- The learning holidays market has enjoyed strong growth in recent years, but is currently feeling the pinch – many operators are suffering volume decline of around 25% in 2009.
- Future potential is high - some 27% of adults would like to learn a new language and 24% would like to learn a new skill on holiday.
- Over one third of all holidaymakers (an estimated 12 million people) expressed an interest in academic subjects in 2008.
- Museum visits and learning about the location are done by half of C2DEs and two thirds of ABC1s.

Scope of the report

The term 'Learning from my holiday' encompasses a broad range of holiday activities/types, from what could be termed 'soft' learning (ie going to museums while away) to 'learning holidays' – holidays taken with the specific aim of education (ie going on a course overseas).

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