

Activity Holidays - UK - February 2010

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What is this report about?

Activity holidays have been on a strong upwards curve for the past decade, driven primarily by a 22% growth in overseas breaks between 2004 and 2008 as travellers adopted more adventurous styles of holiday behaviour. However, the recession has put a stop to that, with an estimated 16% fall in activity breaks during 2009.

This report provides an overview of trends in activity holidays, investigating the core market factors, strengths and weaknesses, consumer dynamics, and likely future developments.

What have we found out?

- The recession put a stop to five years of growth in activity holidays, with an estimated 16% fall in activity breaks during 2009.
- There are signs that activity holidays are no longer just the preserve of young adrenaline junkies, but are becoming more 'mainstream', attracting more women, more over-50s and more families.
- For many Britons, fly and flop is hardwired into their travel DNA: almost half of consumers would "prefer to go on a relaxing holiday" than an activity holiday: the idea of exertion on holiday is simply anathema.
- Walking/trekking is the most popular form of activity holiday, accounting for almost four in ten activity trips. A quarter of the adult population have been on a walking holiday at some point in their lives.
- Comfortably-off pre-family group are the most likely to have been on an activity holiday, followed by third agers. The family market has been hardest hit by the recession but shows strongest potential for new customers.
- Escaping the pressures of everyday life, an opportunity to make new friends and self-improvement are three of the most popular reasons for going on an activity holiday.

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