

## Special Interest Holidays - UK - March 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Despite uncertain economic times in the UK there are plenty of opportunities for smaller specialist agents to leverage their expertise in niche markets. More than half of the UK adult population say they are interested in a dedicated special interest holiday.”

– **Fergal McGivney, Senior Travel Analyst**

This report looks at the following areas:

Younger people are looking for ways to discover new passions and interests, and are especially open to using technology to meet new people that share their interests.

- **Special interest breaks can help parents bond with their children**
- **Helping special interest holidaymakers connect**
- **Independent bookers are using Airbnb Experiences**

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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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### The Market – What You Need to Know

29% of Brits have taken a special interest holiday  
A tenth interested in a dedicated special interest holiday  
Potential contraction of special interest market in 2018 ...

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... as growth in the broader overseas holiday market slows  
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Cox & Kings unveils film-based Finding Your Feet in Rome trip  
Croatian company takes wine enthusiasts underwater  
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## Launch Activity and Innovation

TUI recognises Destination Services as a potential growth area  
TUI partners with Utrip to leverage data and AI for destination activities  
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Other players in the market

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