

The Changing Dynamics of Group Travel - June 2018

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“The group-travel sector has become very dynamic in recent years, growing and diversifying to include virtually every kind of trip and catering to travellers of all ages and from varied backgrounds. The variation of the group-travel sector has occurred in tandem with socioeconomic change and the expansion of the global tourism industry as a whole, as well as in response to changing travel trends.”

Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- How has group travel changed over the last decade or so?
- What factors have contributed to the changing dynamics of group travel?
- Who travels in groups and where do they go?
- What do today's group travellers want from a trip?
- How might group travel change in future?

Group travel is a far-reaching segment of the travel and tourism industry, which incorporates a broad spectrum of trips that include at least one overnight stay. The core component of group travel – as the name suggests – is travelling with a group of other people. Group travel is commonly escorted, which means that it is led by a tour guide or host.

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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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Ever more diverse groups

Growth in niche segments

Group-travel experts

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