

# Holiday Activities and Experiences Abroad - UK - February 2019

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## This report looks at the following areas:

- Challenges and opportunities of overcrowding
- Hotels becoming local experience providers
- Exclusive experiences in the luxury market
- Wellness trend
- Holiday gift opportunity in rising celebration break sector

Many of the UK adults who have been on holiday abroad over the past 12 months have booked and paid for at least one type of holiday activity, which indicates the vast scope and size of this market.

Most activities and experiences are booked in person at the destination. Compared with core travel components such as accommodation, transport and car hire, online experience booking is still relatively undeveloped. A number of key intermediaries are now growing rapidly in this space. The nature of the product is also becoming more diversified. Sightseeing tours, excursions, theme parks and other visitor attractions still dominate but there is rising demand for products such as live events, special interest, adventure activities, wellness and 'hyper-local' experiences such as home dining.



"There are big opportunities for brands to deliver online mobile content and booking platforms, connecting travellers to experiences at destinations, both in terms of the 'mass market' and more selectively curated types of activity targeted at specific groups of travellers."

– John Worthington, Senior Analyst

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### Did you know?

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## COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

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- Travel trade forming partnerships with family attractions
- Ryanair developing a presence in live events space

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## THE CONSUMER – WHAT YOU NEED TO KNOW

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- **Cultural events, guided special-interest tours and adventure activities have big growth potential**
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