

Special Occasion Holidays - UK - December 2019

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- Later marriage offers growing opportunities
- Cohabitation honeymoons
- The empty nester holiday
- The jobbymoon
- A lifetime of occasions

Travel is playing an increasing role in the celebration of special occasions and life events. Some 54% of consumers have taken a holiday to mark a special occasion over the past five years. 'Big birthdays' and anniversaries are the most popular reasons, but new opportunities are emerging. Compared with an average break, consumers are likely to travel further and stay longer when going on holiday to mark a special occasion. There is strong and growing demand for multi-generational trips and luxury travel.



"People are marking milestone occasions with multi-generational family getaways, and see life transitions as opportunities to realise long-held travel dreams or indulge in luxury."

- John Worthington, Senior Analyst

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- Adventurous honeymooners
- Pop the question packages
- Divorce holidays
- Experience gifting

LAUNCH ACTIVITY AND INNOVATION

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- Pop the question holidays
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