

Group Holidays - UK - April 2014

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“Escorted tour operators need to dispel negative perceptions of a lack of freedom and privacy associated with their products, especially among over-55s. But, given the right balance, many older independent travellers can be persuaded to trade an element of freedom in return for greater depth, expertise and richer experiences plus convenience.”

– John Worthington, Senior Analyst

This report looks at the following areas:

- In what ways do escorted tour operators need to adapt to take advantage of the demographic opportunity presented by the Baby Boomer generation?
- Why is the ABC1 pre-family market of such importance to group operators and how can they be attracted?
- What opportunities could emerge in the group holiday market from the changes to Air Passenger Duty, scheduled to come into effect from April 2015?

Mintel estimates the total market volume for group holidays/escorted tours in 2013, at around 13.3 million trips, split between domestic and overseas holidays. Therefore, around one in seven holidays taken by UK adults are in group format.

Although this is one of those holiday types that tend to polarise consumer opinion, demographic trends towards an ageing population and solo living appear to be working in its favour, creating new demand in the pre-/no family and post-family groups. As traditional family structures and class identities loosen, the internet is opening up new forms of interaction and social identity that could open up alternative forms of holiday-taking around shared interests and values.

This report analyses the influential factors on the group holidays market; looks at some of the leading companies involved in the main segments of the market and the types of products they are offering; and includes consumer analysis examining who takes group holidays; positive and negative attitudes; and what kinds of products might encourage people to take group holidays in the future. This is the first time that Mintel has reported on this market.

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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