

## Group Holidays and Escorted Tours - UK - May 2019

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

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“People of all ages, including older generations, are becoming ever more adventurous in their travel ambitions, seeking out the places once seen as the preserve of student backpackers. Escorted tours and group adventure holidays offer a secure, structured, hassle-free and expert-led format for this type of travel.”

– **John Worthington, Senior Analyst**

This report looks at the following areas:

- Older solo living trend will create need for new group holiday formats
- Travel with a purpose
- Group city breaks for Millennials

Some 38% of adults went on a group holiday in the UK and 35% did so abroad over the five years ending February 2019. Over the 12-month period ending February 2019, 23% of adults took a group holiday either in the UK or abroad.

The sectors with the largest potential for future expansion are: escorted tours, adventure/activity group holidays, special-interest (hobby/creative) group breaks and group-based voluntourism. Demographic trends, including an expanding over-55 population and the rise in single living, support future strong growth in group-based holiday formats.

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### DID YOU KNOW?

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

- Domestic holidays have fallen back after summer 2018 heatwave
- Brexit concerns are prompting bookings delays and demand for non-eurozone alternatives
- Over-tourism is driving interest in more remote regions
- Escorted tour destination trends
- Middle East/North Africa and Asia trending for touring/adventure holidays
- Over-55 opportunity to grow in years ahead

## Market Background

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- À la carte touring
- Group adventure brands report strong revenue growth
- Just You is largest group singles brand
- Martin Randall and Specialist Journeys lead special-interest group sector
- New style of youth holidays from Thomas Cook

## Group Holidays & Escorted Tour Brands

- Escorted tour operators

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##### Travelopia

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#MeToo tours

Veganventure travel

New Saga adventures

Family adventure

18-30 holidays have grown up

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23% of adults went on a group holiday in past 12 months

Escorted tours and small-group adventure are leading segments

Expansion opportunities

Shearings and Cosmos have the highest levels of brand recognition

Convenience and stress removal are key selling points

Consumers want more personalised trips

Small-scale is key to success

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Escorted touring and group adventure are the biggest segments

One in 10 adults travel as part of a club/organisation

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Faith and youth group travel show little room for growth

Potential demand for city group breaks

Older solos offer biggest opportunity for singles holiday market

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