

Group Holidays and Escorted Tours - UK - May 2019

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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.



“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

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THE MARKET – WHAT YOU NEED TO KNOW

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- 18-30 holidays have grown up

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- **Abbreviations**
- **Consumer research methodology**

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