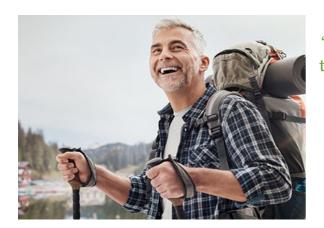


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"Special interest breaks are in sync with underlying trends towards more active styles of holidaymaking, 'travel with a purpose' and a wider consumer agenda of wellness which embraces physical fitness, stress relief and selfimprovement."

- John Worthington, Senior Analyst

This report looks at the following areas:

- Work/life balance breaks
- Untapped demand amongst working women
- Switching gears

Some 62% of UK adults have taken a holiday specifically in order to pursue a hobby or interest, demonstrating the large reach of this market. However, specialist travel companies are only capturing a small slice of this. The growth potential for specialist brands is therefore significant. History & culture, hands-on creative breaks, foodie-themed holidays and immersive nature experiences offer the biggest opportunities.

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