

Special Interest Holidays - UK - April 2019

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

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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 self-improvement.”

– **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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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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Holidays abroad reach record high but challenging months lie ahead
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Wellness and adventure
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The Consumer – What You Need to Know

History & culture, food & drink, wildlife and physical activities are most popular special interest holidays
 Walking, watersports and cycling lead physical activity segment
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